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The Interface and User Experience Design of the Mobile Application "TUNEMATE" for Discovering a Music Companion and Attending Concerts

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ABSTRACT

Finding friends with similar musical interests provides benefits for expanding friendship relationships. In addition, music friends also have the opportunity to become friends and watch concerts together. The difficulties faced in finding music friends and concert events require a solution in the form of designing the UI/UX of an application called Tunemate. This research applies a design thinking approach to create products that are oriented to user needs. The data collection method includes observation of music streaming applications, social media, and online ticket purchase platforms. For online questionnaires and user interviews, there are criteria from music streaming fans and concert activists. The data analysis method is by applying a qualitative method whose process follows each stage of the design thinking approach. The final result of the research created a prototype of the UI/UX design that was tested through Maze. The usability score obtained in Maze from the testing stage shows a score of 82 points. The design of the Tunemate application is suitable for users who want to experience a new way of using music streaming applications combined with social media and concert events. Overall, the appearance and features received positive feedback from the testers, who were very enthusiastic about the prototype. Thus, the design of the UI/UX of the Tunemate application has met the needs of users and is a one-stop solution to finding music friends, searching, as well as buying concert tickets and merchandise.

KEYWORDS

Finding,
Music Friends,
Concert,
Design Thinking,
UI/UX

INTRODUCTION

Music is one of the forms of entertainment that can penetrate the feelings of a person who hears it. The current trend of music streaming is very popular because it can be enjoyed at any time. The concept of streaming itself transfers media consistently online from a website to an application (Yuliani & Kurniadi, 2023). This trend is followed by interest in the music genre in Indonesia, which places the Pop genre as the favorite with a percentage of 79% (Rizafy, 2024). Interestingly, individuals who like to listen to Pop music tend to have extroverted characters (Puspitasari et al., 2024), so they are easier to get along with and have a lot of circle of friends (Bella, 2023). This is an opportunity to expand relationships with similar musical interests and become friends to watch concerts together.

From previous research searches, there is a playlist feature on music streaming applications that makes it easier for users to find music lists that are relevant to their tastes (Delliana et al., 2024). However, users can only share music or playlists through links to third-party apps and barcodes for other users to listen to using QR scans.

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In addition, there is a study that designed a concert ticket sales website design with a user search feature using a music interest filter (Firdaus & Latifah, 2024). In the study, the user search function aims to add friends with similar musical interests as well as find friends to watch concerts. So that users can make concert ticket purchase transactions while looking for friends to watch concerts together. Unfortunately, the use of the user search feature with music interest filters is only oriented to increasing friendship relationships and finding friends to watch concerts.

The same thing was also found in other studies, where the development of interface design and mobile application user experience focused on concert ticket purchase transactions and the use of QR codes for tickets to enter concert events (Baladiah, 2024). So far, the design of the mobile application has only focused on ticket sales, without any segment to sell merchandise at once.

Merchandise itself is an official item offered by the concert promoter to potential audiences as a complementary attribute in the concert event. Merchandise usually includes t-shirts, hats, or other accessories. The sale of merchandise is usually done through an online form platform or through a contact person to make a pre-order. This is because no concert ticket sales platform also provides a merchandise purchase storefront, so merchandise sales are carried out separately from concert ticket sales.

To support these findings, a mini-research was conducted through an online survey to find out how much users know about music interests and information related to concert events. It was found that almost all respondents often listen to music and have friends who have similar interests in music. In addition, 14 out of 30 respondents admitted that they had never watched a concert, for the most part because they did not like artists who performed at known concert events. For other reasons, 5 respondents did not have friends to watch concerts together. Meanwhile, almost all respondents thought that friends who watched concerts had a connection with similar musical tastes.

All of these findings show a large research gap, considering that the focus of each previous research has the potential to produce innovations if used in a single research focus. This is able to fill the gap in the research literature that previously had gaps that have not been solved.

Based on the background description, this study aims to design the UI/UX design of a mobile application for music friends search and concert events called "TUNEMATE" with a feature of sharing music in the application and a showcase for buying concert tickets and merchandise. With this research, it is hoped that it can contribute to filling research gaps and enriching UI/UX design works.

METHOD

In this study, the approach applied in UI/UX design is the design thinking approach. Design thinking, proposed by Plattner (2010), the Institute of Design at Stanford, is one of the UI/UX approaches that unites several ideas from different disciplines to get a solution (Ashari & Muharram, 2022). This user-centered approach redefines unclear or unknown problems, brainstorms as many ideas as possible, and uses prototypes and hands-on testing (Saputra & Kania, 2022).

In the design thinking approach, several methods play a role in the UI/UX design development process, including:

1) Empathize can be interpreted as a way of understanding the experiences, motivations, and problems experienced by users. Before empathizing, first collect data by preparing a research plan, including a list of questions for online questionnaires and interviews, and making observations. The criteria for respondents are people who love music, from music listeners, concertgoers, or those who have never seen a concert. Observation was carried out by browsing music streaming applications to search for concert events on various online platforms. Then the data obtained was analyzed by creating user personas, user journey maps, and empathy maps.
2) Define the analysis of empathy maps to define how the problem statement of the phenomenon is raised. The product will be suitable if, at this stage, it can produce the right problem statement. In the context of this research, the problem statement produced is an outline of the obstacles faced by music fans, from the process of finding music friends to making transactions to purchase concert tickets and merchandise.After compiling a problem statement, describe

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the pain points and group them with an affinity diagram. Affinity diagrams will make it easier to make how might we questions (HMW).

3) Ideate is the process of generating a broad set of ideas about a particular topic, without any attempt to judge or evaluate them (Harley, 2017). More precisely, at this stage, it generates as many ideas as possible from HMW that have been compiled to be collected and sorted using the Eisenhower Matrix.

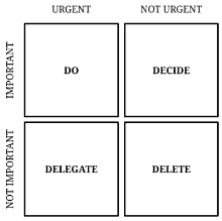

Figure 1. Eisenhower Matrix (source : binar.co.id)

4) Prototype is the process of implementing ideas into the form of low fidelity and high fidelity wireframes so that users can respond, feel how to use the real product designed, and explore the concept of the features. Before creating an interface design, first compile the information architecture and user flow as a guide to what pages, features, and elements must be created in low-fidelity and high-fidelity wireframes using Figma.
5) Testing is the stage of testing a prototype of a wireframe mockup with users directly using Maze. The testing stage is useful for refining ideas by getting test scores and collecting feedback from users through online post-test surveys.

The data collection methods carried out at the empathize stage are observation, survey, and user interview methods. Observation through the exploration of music streaming applications, information search, and concert events through social media and existing concert ticket purchase applications to compare the difficulty level of access to search, the process of purchasing concert tickets, and information about merchandise purchases. The survey was conducted using an online form, with the main criteria for respondents being music fans. User interviews were conducted with 3 resource persons by asking further questions about music interests and concert experiences.

For the data analysis method applied, namely the qualitative method. The qualitative analysis method is oriented towards the thorough identification of problems that occur in the real environment (Rosmita et al., 2024). The qualitative analysis method in this study adjusts each design thinking approach process.

RESULT AND DISCUSSION

1. Empathize

The empathize stage begins with taking data in the field. In this study, observations were made by tracing the features of music streaming applications, ticket booking applications, and social media platforms. Observation through the internet allows for the acquisition of more information due to its wide and unlimited exploration range (Justin et al., 2023). From observations made through the exploration of music streaming applications, it was found that the Soundcloud application has a mutual feature and follows the accounts of favorite artists. This mutual feature allows users to make friends and share music or playlists via chat. For the Spotify application, the mutual feature can only be accessed through the website, and there is no chat feature to share music or playlists.

The results of observations of the concert event found that most promoters use Instagram as promotional media and to share information about organizing events. However, a concert search through Instagram will bring up search results that are mixed between new and existing concerts. Meanwhile, the Goers application is up to date with the concerts that will be held. For concerts that have been held, they will not be visible, but will be displayed through the search for the promoter's account as a testimonial of the event that has been held. Meanwhile, the majority of concert promoters sell merchandise through ordering via contact persons and filling out forms using Google Forms.

According to the results of an online survey filled out by 38 respondents, as many as 68.4% of respondents have tried to find new friends with similar musical interests through social media and

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recommendations from friends. The challenge faced is due to the difficulty of finding frequencies despite having the same interests as artists and music.

In terms of concerts, almost all respondents got information about concert events through social media. Respondents considered watching a concert event based on the artist's appearance and ticket price. The most common reason for respondents regarding difficulties in finding concert events is due to expensive ticket prices and incomplete event information. So respondents think twice about choosing the concert event, which ultimately causes 68.4% of respondents to miss the concert event.

Taking the data from the interviews, all the interviewees had challenges in finding friends with similar musical interests, as the interviewees had difficulty finding out the specific musical tastes of others. In the context of the concert, the resource person missed the information on ticket availability because they did not get an update on the concert event information. When the event took place, the speakers experienced unpleasant things from the confiscation of prohibited goods and the atmosphere of the venue, which was not conducive due to the lack of notification of technical information on the implementation of the event.

Based on the data findings, at this stage, user personas and user journey maps are created to create an image or scenario through fictional characters when users interact or experience difficulties in the phenomenon raised.

Figure 2. User Persona

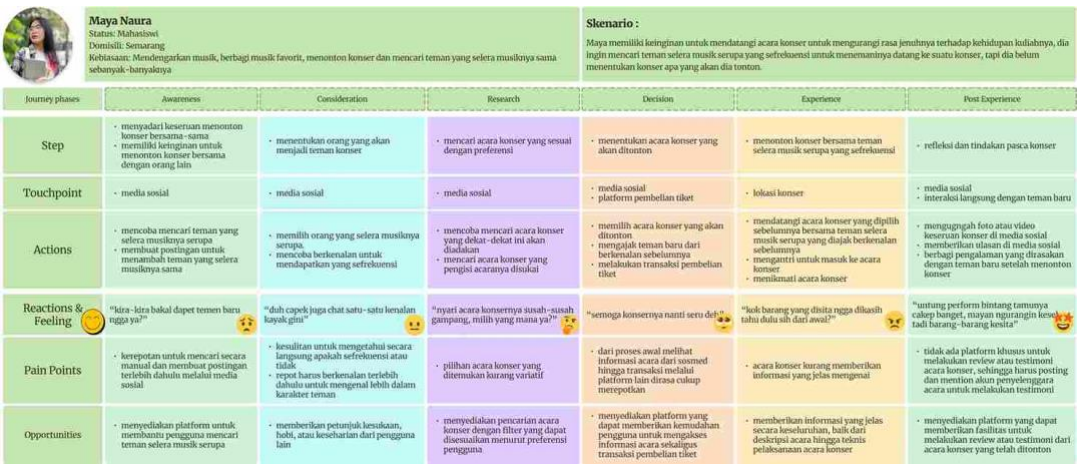

Figure 3. User Journey Maps

After creating user personas and user journey maps, the next step is to create empathy maps. As the name implies, empathy maps are useful for mapping what users feel into a diagram. The empathy maps diagram contains the quadrant of says, thinks, does, and feels.

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Figure 4. Empathy Maps

2. Define

After creating empathy maps, the next step is to compile a problem statement. In simple terms, a problem statement is a problem experienced by the user. The preparation of a problem statement aims to determine the main problems faced by users from the phenomenon that occurs.

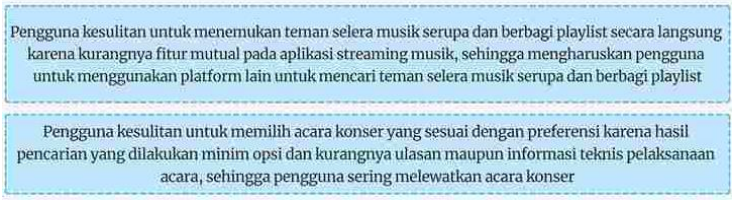

Figure 5. Problem Statement

Problem statements also play a role in describing pain points. Pain points are difficulties faced by users in the raised phenomenon. From the two existing problem statements, as many pain points as possible will be described and then sorted and grouped into several categories using an affinity diagram.

Figure 6. Pain Points & Affinity Diagram

3. Ideate

The categories obtained from the affinity diagram help in determining how we might ask questions. HMW is a question sentence that functions to produce feature ideas as a solution to the problem raised. This ideate stage involves a brainstorming process to create and determine the right solution to suit the user's needs. From the ideas that have been collected, the next step is to sort out which ideas should be kept and discarded using the Eisenhower Matrix.

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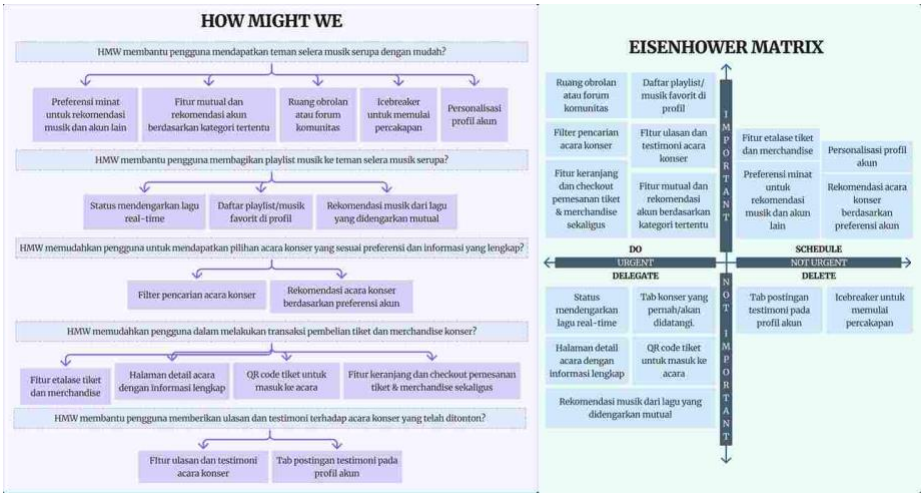

Figure 7. How Might We (HMW) and Eisenhower Matrix

In the Do quadrant, for the music friends category feature, prioritizes the mutual, community, and playlist list features on the user's profile page to make it easier for users to find music friends that match their preferences. The community feature is useful for creating text posts and photo or video media, and interacting with other users through the comment section. For the concert category, the prioritized features include concert event search filters, concert reviews or testimonials, cart features, and ticket and merchandise purchase storefronts.

Grouping these feature ideas into the Do quadrant category took into account the main complaints from respondents at the previous stage, where it was difficult to find out other people's musical tastes and the hassle of buying tickets and merchandise with separate platforms. In addition, previous research has not been found to have created a solution for the ease of finding other users with the same musical taste, and no one has designed a platform to order tickets as well as merchandise.

4. Prototype

The features that have been sorted using the Eisenhower matrix are then used to create information architecture and user flow. Information architecture contains all the information that helps users know the content of the application design to be developed. IA contains the entire menu page, features, and data input.

Figure 8. Information Architecture

From the following IA, there are 5 main pages, namely, explore musics, mutual, community, concert, and profile pages. The music and mutual explore feature, adapted from Soundcloud, allows users to share music and playlists directly to other users' chats. What makes the difference in the Tunemate application is the social media feature, as well as the search for concert events in one application. The implementation of social media on the mutual feature allows users to create mutual chat groups and display mutual search results, displaying genre labels to help users find mutual interests with similar preferences.

In the concert feature, there is a display of product purchase storefronts with two segments,

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namely concert tickets and merchandise, allowing users to buy tickets and merchandise at once without having to switch platforms. The community feature is to share moments and search for posts related to concert events or other topics with other users in various regions. These features help to fill the gap in previous research that only combined the features of buying tickets and finding concert buddies into the form of a website (Firdaus & Latifah, 2024). Then the IA that has been compiled is used as a reference for creating the user flow.

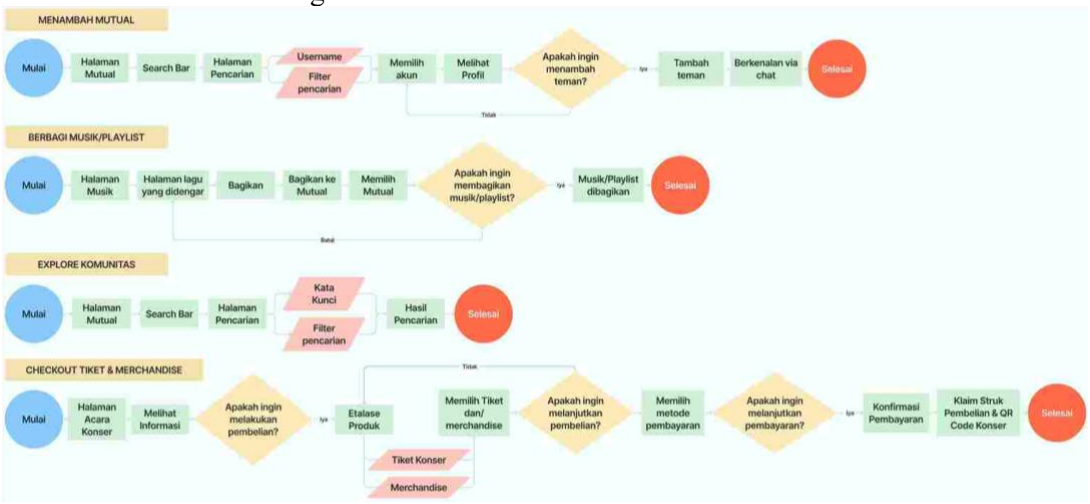

Figure 9. User Flow

User flow is a form of visualization of tasks that users run when interacting with the product until the end. User flow is also a guideline for making wireframes from UI/UX design. Wireframe is a visual interface design in the form of low fidelity and high fidelity or mockups. Low fidelity wireframes are simple black and white sketches, while high fidelity wireframes contain color and visual elements in detail to provide a detailed overview of the appearance and function of the designed application.

The color elements chosen are purple as the main color, and the blue-purple color combination as the gradation color element. The inspiration for the purple and blue colors comes mainly from the concert lights that are highlighted when the musical performance begins to provide a festive and memorable concert experience. In addition, the inspiration for purple color is also obtained from the color of the Korean group BTS's concert lightstick and the music video footage from the Hatsune Miku Project Diva game. The two inspirations represent groups and figures who have massive enthusiasts around the world, as a hope that the design of the Tunemate application will have many enthusiasts if it is developed into a real application.

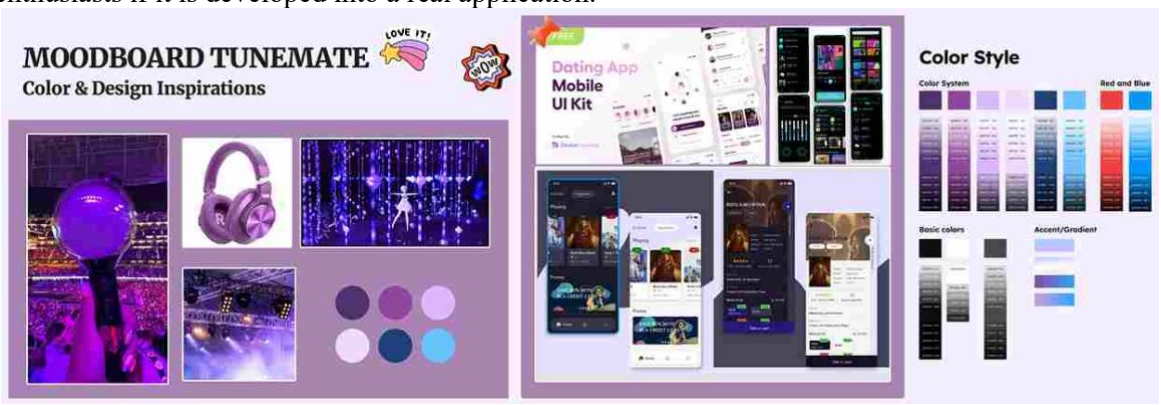

Figure 10. Moodboard & Color Style

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Figure 11. Lo-Fi & Hi-Fi Wireframe

In addition, according to a literature review of the meaning of color by Zahra & Mansoor (2024), it is stated that purple has a meaning as a strong, melancholy, and mysterious color. In this context, concerts often have mysteries that surprise the audience, be it an impromptu guest star or a special song. A melancholy impression can also appear at concerts, especially for concerts that feature old musicians who are able to bring a nostalgic atmosphere to the audience. The color blue itself can mean peace, depression, and sincerity. Music has a function where it affects how people respond to music by giving rise to feelings or expressions based on the music listened to (Ahmad, 2022). So, concerts can be a place to express themselves with other music fans, by letting go of all thoughts and getting a sense of peace for a moment.

After the hi-fi wireframe design is ready, the next stage is to create a flow prototype so that the design can be tested by users at the testing stage. Prototyping on hi-fi provides a more precise visualization of how the features and elements created from each design page work.

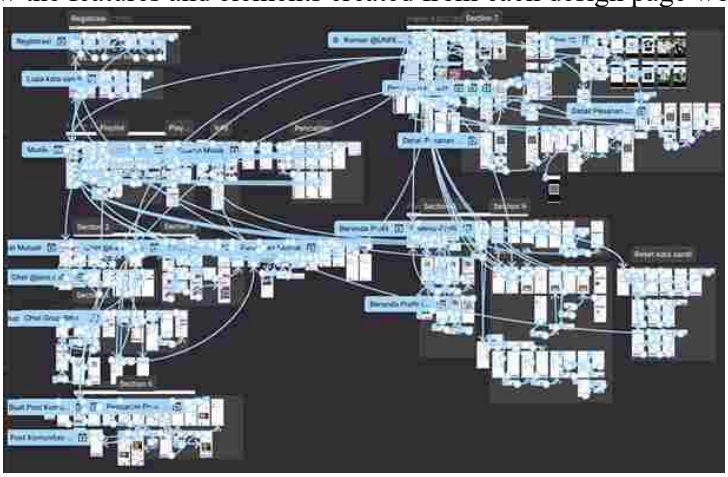

Figure 12. Prototype

5. Testing

Testing is the last stage in the design thinking approach. Testing was carried out by testing the prototype of the main features of the Tunemate application design to find out how much the usability score in Maze is, and get feedback from respondents through a post-testing survey. The scenarios tested with Maze included 7 tasks, including explore music, chat mutual, search mutual, community, concert, leave a review, and transfer account balance.

Explore music tests the flow of the music player, playlist, and shares playlists with mutuals. The mutual chat feature contains tasks to send media in the form of playlists, music, and mutual profiles. Mutual searches are done by entering keywords, then using music interest and location filters to sort the search results. The community tests how the process of making uploads works by looking for community uploads from other people. The concert task complexly tested the search flow, looking at testimonials of previous concert events, to purchasing tickets and merchandise. Provide reviews at this stage separately between concert reviews and merchandise reviews. The last task is the transfer of the account balance, which comes from a refund in the event of order cancellation using the QRIS payment method.

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Figure 13. Maze Usability Score

The test results were obtained by 15 respondents with a total usability score of 82 points. This number is a high point because the range of usability scores with a high category is between 80 and 100 (Ulfa & Ambarwati, 2022). A high usability score indicates that the designed prototype is ready to be developed into a full application. In other words, the prototype of the Tunemate application has been oriented to the needs of the user.

In addition to the results of the Maze usability score, at this stage, a post-testing survey is also conducted to get input from the tester as a material for improvement and to determine whether the prototype being tested meets the needs of the user or not. If there are problems from the tester, they will be immediately corrected based on existing findings, and new adjustments will be made (Farosa & Irfansyah, 2023).

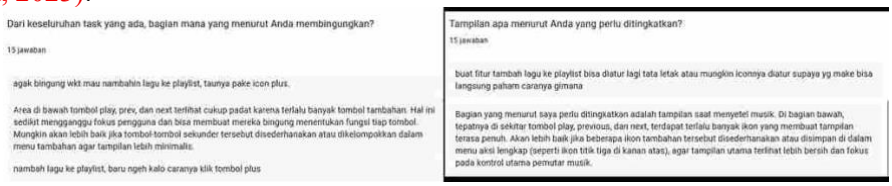

Figure 14. Questions about constraints and appearance that need to be improved

In the question "Out of all the tasks available, which part do you think is confusing?", there are 3 testers who are confused about adding songs to playlists, while the other testers have no significant problems. Then improvements were made to the display of the play music according to complaints from testers.

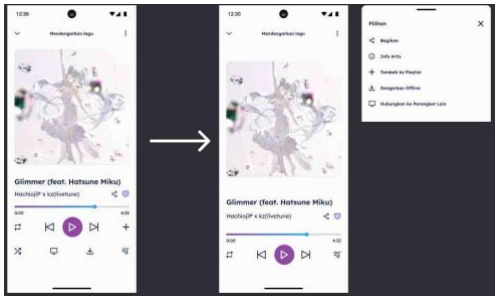

Figure 15. Improved Appearance of Play Songs

From the question "Overall, which task looks the most interesting?", the majority of testers consider the task chat mutual to be the most interesting, where it is able to share music, playlists, and profiles of other users to recommend as a new mutual. All testers found the workflow of the features tested to be very easy to understand; some found it a bit difficult at the beginning because it needed a bit of adjustment.

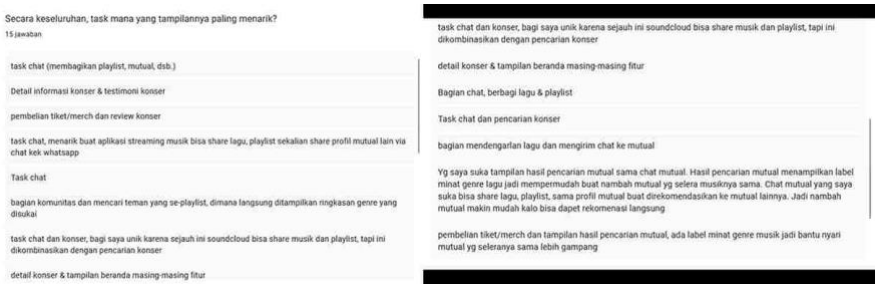

Figure 16. Questions about the most attractive display

This is in accordance with Jakob's Law, a UX law put forward by Nielsen (2023) which refers to familiarity, where users will easily use an application product or website if the appearance and features are familiar with the existing one. Thus, Maze's high usability score and positive post-testing survey results from testers indicate that the designed prototype has met the needs of users.

CONCLUSION

The results of the study explain that the prototype design of the UI/UX of the Tunemate application has met the needs of users. The design process with a design thinking approach produces accurate solutions to the problems raised. The design of the UI/UX of the Tunemate mobile application produces features that support the experience of music fans to add mutual music to buying tickets and merchandise for concert events. Looking at the score obtained from the Maze test of 82 points, shows that the design of the Tunemate application is suitable for use by users not only from music fans, but also for all people who want to experience a new experience in using music streaming applications combined with social media and concert events. The improvements obtained from the post-testing survey are only in the display of the icon arrangement of the music listening page. Overall, the feedback received by the testers from the appearance and user experience was very positive. Thus, the design of the UI/UX of the Tunemate application has met the needs of users and is a one-stop solution to finding music friends, searching, as well as buying concert tickets and merchandise.

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