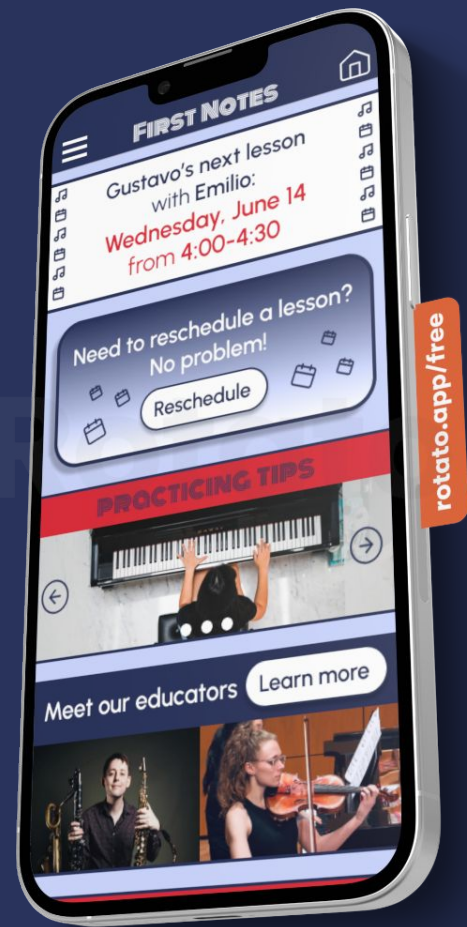


FIRST NOTES

Music Lesson Scheduling App

Case Study

Sam Tobias, lead UX designer



rotato.app/free

Project overview



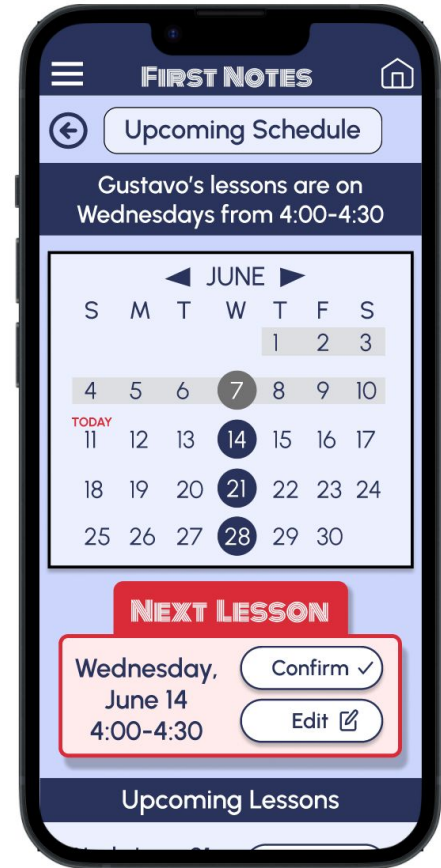
The product:

First Notes is a growing music school franchise with several locations that offers private music lessons. First Notes has a goal to stand out from the competition with a superior customer experience that prioritizes ease of scheduling and communication. Many of their clients speak English as a second language and frequent miscommunications about scheduling and payment are causing frustration.



Project duration:

November 2022 - January 2023



Project overview



The problem:

Busy parents and parents who struggle to communicate in English need a fast and simple way to reschedule their child's music lessons without miscommunication. Placing a phone call to the school is time-consuming and it is difficult to hear due to the loud environment.



The goal:

Design an app for First Notes that allows users to quickly and easily reschedule upcoming lessons.

Project overview



My role:

I worked as UX designer and researcher from conception of the app to delivery.



Responsibilities:

- market research,
- conducting interviews,
- paper and digital wireframing,
- low and high-fidelity prototyping,
- conducting usability studies,
- accounting for accessibility,
- iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted **customer interviews** and organized their feedback in an **empathy map**. A primary user group identified was working parents who need an easy way to schedule their children's lessons.

- A majority of customer reported feeling somewhat uneasy about scheduling.
- All parents I spoke to had rescheduled at least one lesson in the last 3 months
- Most had reported coming to a lesson at the wrong time or missing their lesson due to a miscommunication at least once.

The interviews confirmed my assumptions that the origins of the pain points in rescheduling are caused by the way the process is conducted orally. Other customer problems included a desire for increased flexibility in mode and time of communication and visual reminders.

User research: pain points

1

Can't hear

Scheduling happens in the lobby next to loud drum and guitar lessons.

2

Can't understand

Many parents do not speak English as their first language and there are challenges in communicating schedule changes.

3

No visuals

Because scheduling is conducted orally, the customer does not have a written record.

4

More flexibility

Parents don't have a way to reschedule a lesson online so they are limited to calling during business hours.

Persona: Sophia

Problem statement:

Sophia is
a busy mother of three
who needs
a text-based
interaction
because it will decrease
any chance of
miscommunication.



Sophia

Age: 42

Education: community college

Hometown: Newark, NJ

Family: 3 children

Occupation: hospital staff

“Our family’s schedule requires flexibility and I hate when language barrier miscommunication causes confusion.”

Goals

- Move upwards to a more important role at work.
- Help her children grow into well-rounded adults.

Frustrations

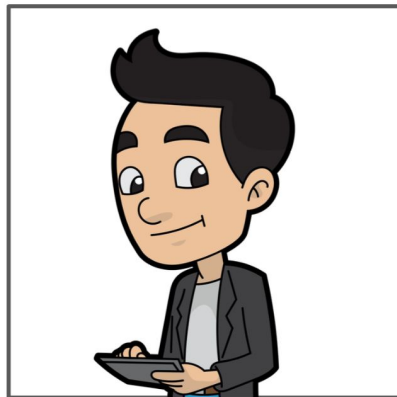
- Language barrier creates miscommunications about schedule and payment.
- Busy family requires ease of rescheduling.

Sophia was born in Sao Paolo, Brazil and moved here 5 years ago with her family. She works many hours at the hospital and juggles her family’s busy schedule. She is not confident in her English language skills and language barrier caused missed music lessons that resulted in lost money. She wishes it was easier to communicate about, pay for, and reschedule lessons.

Persona: Stephen

Problem statement:

Stephen is a divorced father of 4 who needs a living updated visual representation of the schedule because it will improve communication about his children's schedules.



Stephen

Age: 53

Education: Master's degree

Hometown: Newark, NJ

Family: 4 children, divorced

Occupation: teacher

"I want to help my kids grow musically but I don't hear much from their school or teacher so I don't know what's going on."

Goals

- Support his family and keep a good work-life balance.
- Be more involved in his children's growth.
- Looking for exciting experiences w/ family.

Frustrations

- Doesn't feel that he knows what he's paying for.
- Wants to improve communication
- Other opportunities for students

Stephen has lived his entire life in New Jersey and teaches middle school science. He didn't have music lessons as a kid but has been a casual musician for years and wants his kids to have what he didn't. Stephen and his family are busy so ease-of-communication and flexibility are key, but most of all, he wants to hear from the teachers about his children's growth.

User journey map

Mapping Sophia's journey helped me see how many challenges she must overcome in this process. It was clear that an app could solve a lot of those challenges.

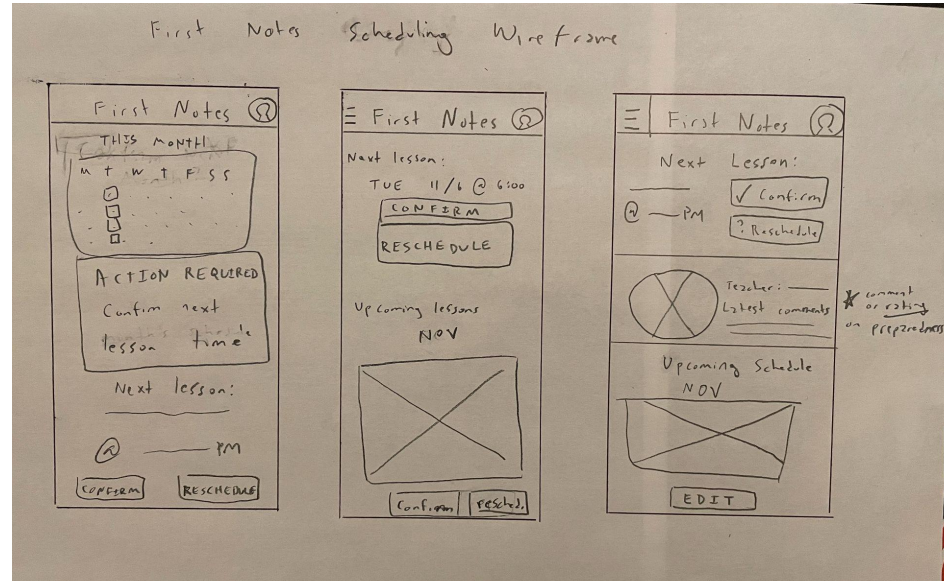
Persona: Sophia

Goal: Schedule music lessons for her children at the music school.

ACTION	Call the music school	Find available times	Agree/Confirm	Cost/Receipt	Pay for the lessons
TASK LIST	A. Finds the # B. Speaks to receptionist C. Identifies family and children enrolled at the school.	A. Listens to schedule options offered by receptionist B. Compares with her calendar C. Offers her own preferences	A. If options work, agree. B. If options don't work, ask for other options or reschedule C. Sophia restates to confirm she understands.	A. Sophia asks what the cost will be to pay for 1 month's lessons. B. Sophia chooses to pay for them.	A. Decide to pay over phone or in person. B. If over phone, read credit card # C. If in person, bring payment to lesson.
EMOTIONS	-Nervous (limited English language skills)	Nervous Confused Frustrated	Nervous Confused	Reticent	Nervous
IMPROVEMENT OPPORTUNITIES	limited English = difficulty on phone -offer web scheduling	Too many options, expectations of others to juggle. Need a visual.	Can she be sure what she's confirming? Receipt sent first?	Send to her so she can see and have a copy	Online payment would simplify.

Paper wireframes

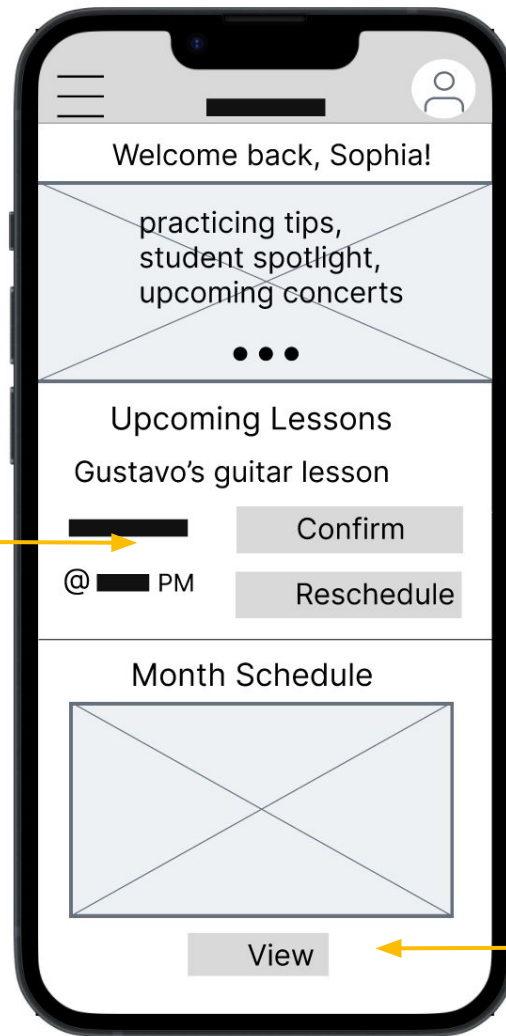
This process helped me quickly iterate on ideas from the research. I prioritized information hierarchy in the visual designs.



Digital wireframes

I iterated on paper
wireframe ideas, drawing
from research and feedback
from others.

Confirming and
scheduling is
easy to find,
located
centrally on the
home page

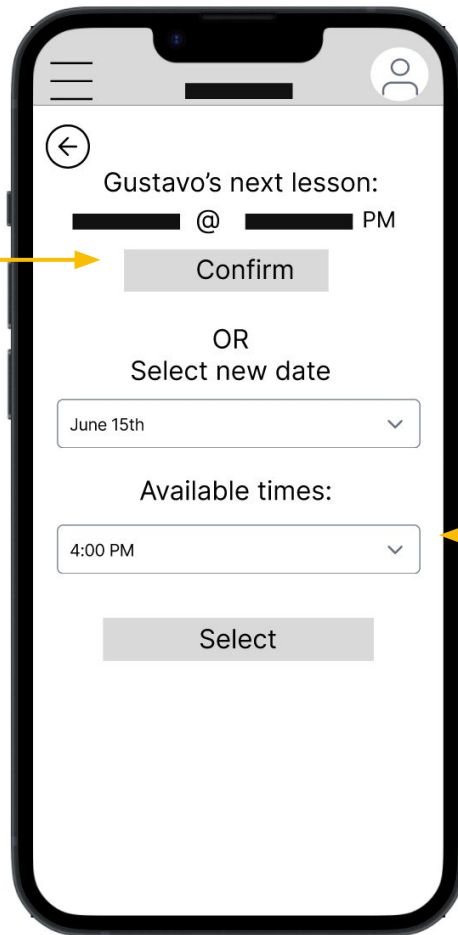


Users can see
whole month
before deciding
to edit

Digital wireframes

I prioritized completing tasks in minimal clicks or pages. On this page, a user can confirm the next lesson or select a new time.

Quickly confirm the lesson with this button

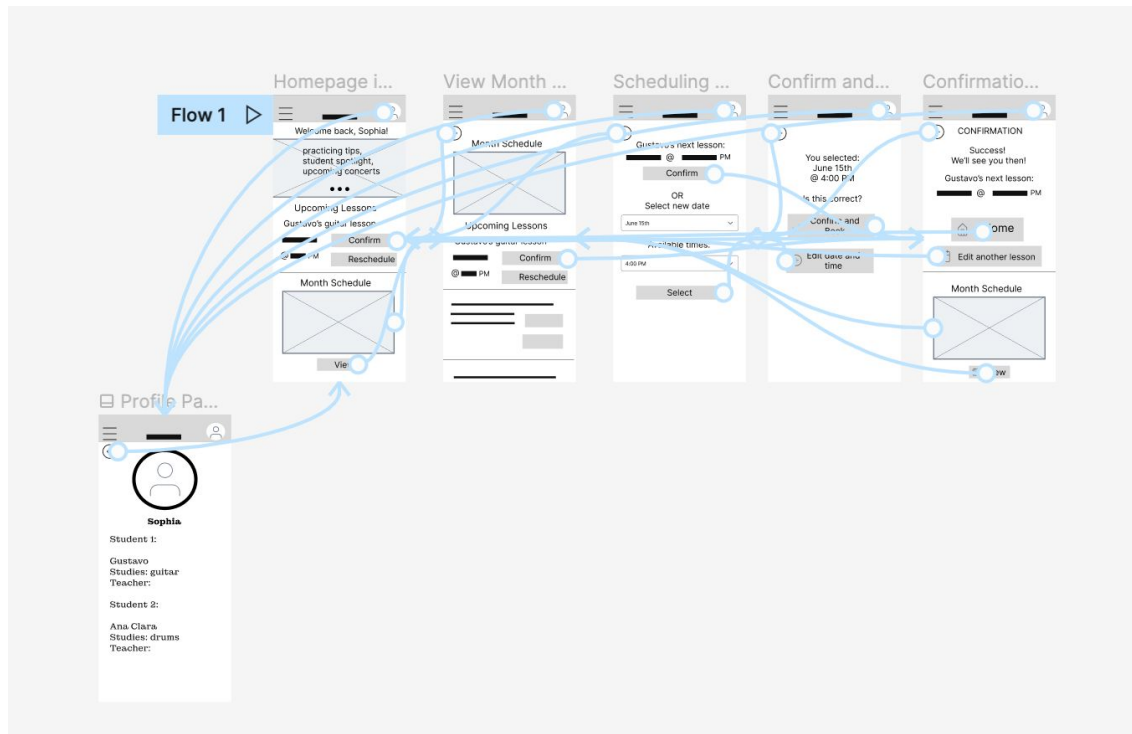


Scroll through options to find the best date and time to reschedule

Low-fidelity prototype

After completing the wireframes, I connected them in a lo-fi prototype. The primary user flow was rescheduling a lesson so that I could test this in a usability study.

View the lo-fi prototype in Figma by clicking [here](#).



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users want to complete quickly
- 2 Users want recurring lessons
- 3 Users want to be sure of confirmation

Round 2 findings

- 1 Colors were confusing/misleading
- 2 Calendar buttons difficult to press
- 3 Too many pages in process

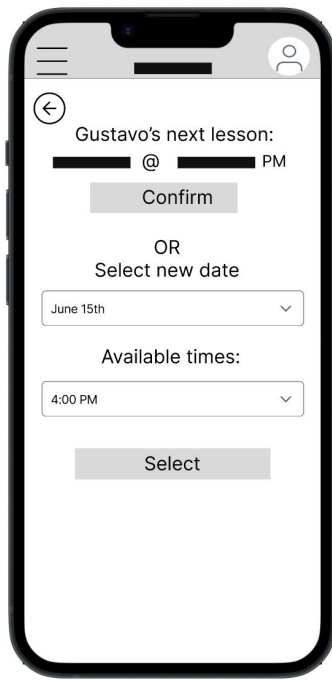
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

After the usability study, I created an **edit mode overlay** to give the sense of remaining on the same page. I added a **progress tracker** at the top and the most important buttons are placed at the thumbs resting place for quick use.

Before usability study



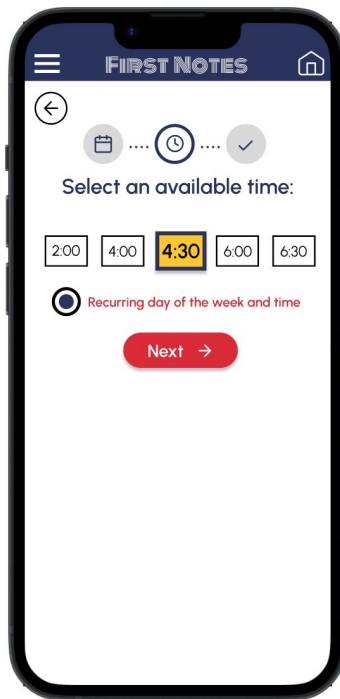
After usability study



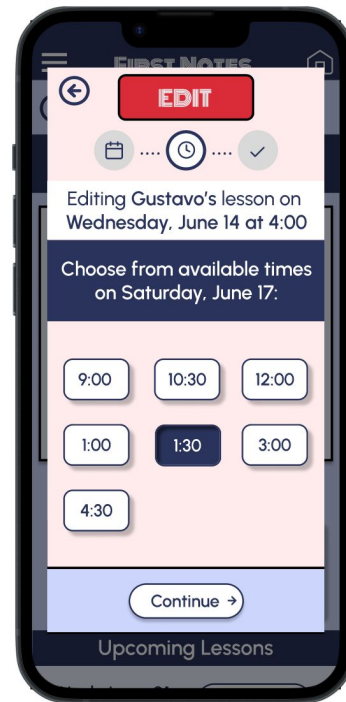
Mockups

Although yellow is part of the design system, it created clashing and **legibility issues**. The improved mockups used the color scheme in a new way that prioritized high-contrast text and information hierarchy.

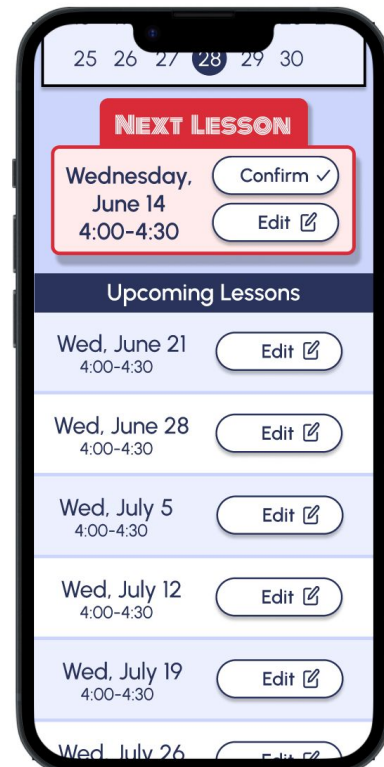
Before usability study 2



After usability study 2



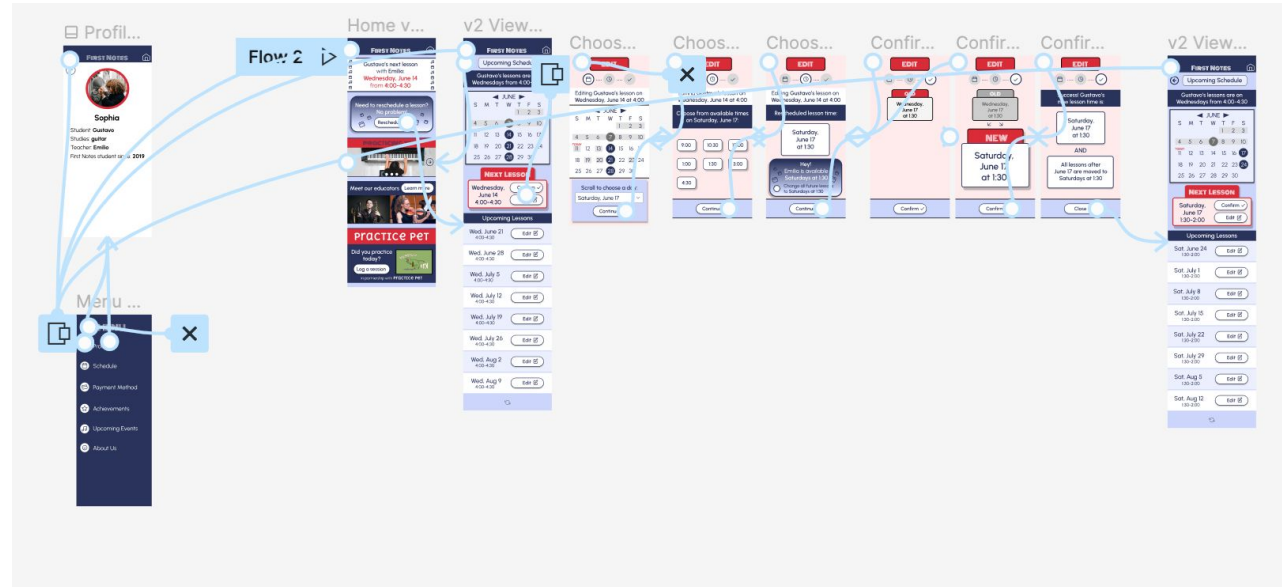
Mockups



High-fidelity prototype

The final version of the high-fidelity prototype cleaned up the visual design to improve the user flow. It also met user needs for adding recurring lessons and ease of task completion.

View the high-fidelity prototype [here](#).



Accessibility considerations

1

Used icons to make navigation easier for all, but especially our users that aren't confident in their English skills.

2

Added high-contrast text to make the copy more legible for all.

3

Replaced all small buttons with larger buttons with more space in between or a dropdown.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes the users feel confident that the lesson is scheduled exactly when they want and it removes the anxiety that comes with handling this business through voice only.

"I wish that our music school was already using something like this! It would save me so much time and confusion. We'd never miss another lesson." - Sarah (study participant)



What I learned:

This project taught me about the importance of creating a smooth user flow in creating consumer confidence. I used feedback from peers and usability studies to refine the design and make it increasingly accessible.

Next steps

1

Conduct usability studies to find if pain points have been fully addressed.

2

Conduct more user research to consider expanding the app's functionality based on their needs.

3

Consider adding new features after conducting user research.

Let's connect!



Thanks for reviewing the project! I'd love to get in touch to discuss my work further.

Please contact me at
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