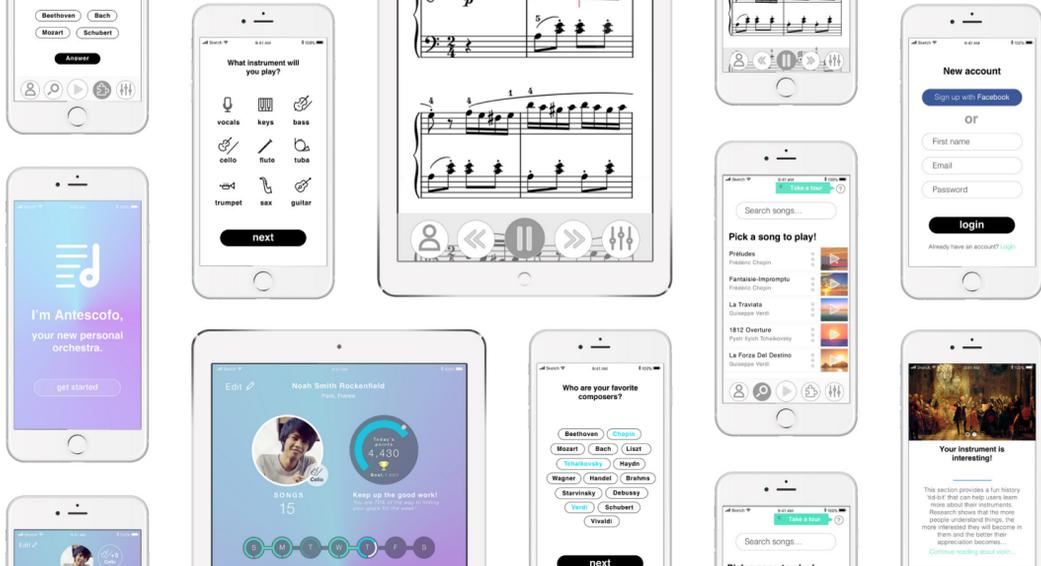




**About:** Metronaut is an app by Antescofo, a french startup out of Ircam, the largest laboratory dedicated to Music and Technology in Paris, France. Their team developed an award winning AI software that dynamically plays music along with human performances. Before picking the name Metronaut and launching in iTunes, Antescofo hired me to conduct research and inspire the UX.



**Challenge:** Design a fun and helpful mobile app for musicians during solo practice or performance.

**Solution:** A three-month start to finish UX design process. A time for deep discussions with diverse stakeholders and a variety of ambitious concepts to be developed. In-between a dozen meetings with the entire team I interviewed many target-users and conducted three highly-valuable user testing sessions. I also created user personas, user scenarios, mock ups, and ultimately a final presentation of all my findings. This is a short sample of the deliverables.

## Top 3 insights:

**1** Users often navigate with one hand, while holding the instrument in the other. During play the iPhone/iPad is often put on a stand, so the screen-to-face distance is often longer than for normal app use. Therefore, it is extra important that buttons are easy to see and interact with.

**2** From user testing, we found that providing real-time performance feedback presents a fun metric that drives users to challenge themselves. Users wanted to repeat songs which are the right balance of challenge versus achievement, and clear understanding of performance is what engages a users attention.

**3** From our interviews, we understood that creating good, consistent practice routines is a challenge for beginners as well as more proficient musicians. However, when the musician gets frequent feedback and practise is fun, it is much easier to create habits. Creating habits is important for app retention and enabling the users to get as much benefit as possible out of the app.

## Personas

**PERSONA**  
**Pierre, 16: The young, tech-savvy, amateur who plays for fun and has one lesson a week.**

Reasons to use Metronaut:  
 • Performance is more fun with a band  
 • Better experience sharing  
 • Friends and family enjoy accompaniment  
 • To try out new technology/apps

All I'm Pierre: I grew up in Toulouse, and I just started playing violin. I started playing because I have always wanted to learn how to play, and my father also plays violin. I practise every day (if only for 5 minutes), and I take lessons once a week in my spare time. I also like to play video games (XBOX warlord level 90).



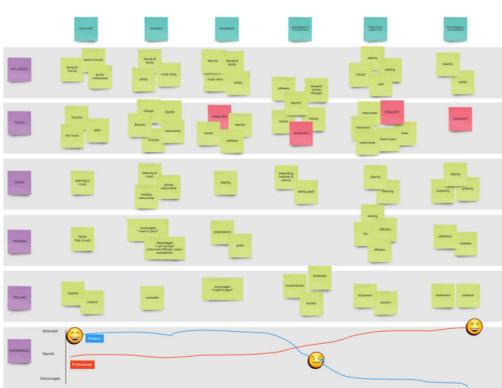
**PERSONA**  
**Julie, 42: The professional, non-tech-savvy composer who practises up to 5 hours a day and performs 6 times a year.**

Reasons to use Metronaut:  
 • Get better at playing violin  
 • Practise with an orchestra  
 • Measure progress / Data

All I'm Julie: I grew up in and outside Paris, and I have played violin since I was 6 years old. I started playing because my parents told me to, but now I really enjoy playing and especially when I get to share with friends. I practise for at least 2-5 hours every day.



## Experience map



## Design & interpretation

**1.0**  
**Splash**  
The logo; Antescofo is about music first. This logo is intentionally simple leaving little room for confusion. It conveys the language of music in motion. It also hints at levels, like a meter.  
The tonic; Research has shown that using a conversational UI can increase user engagement. For Antescofo, there is a special opportunity to serve users as a trusted personal assistant. Where possible, text should be conversational yet concise, and action oriented. Default tones to aim for are enthusiastic and encouraging.  
Testing; Build variations of all onboarding screens, and use A/B testing to understand the differences in performance and sequence.

**1.1**  
**Log in / Sign up**  
Users can sign-up with either email or Facebook. We encourage Facebook by placing it above the email option and also in color. Facebook will provide a very accurate email and can also offer more user-data. It is also usually faster.  
Estimated time (10-20 seconds)

**1.5**  
**Select preferences**  
Users can quickly tap a few of their favorite composers with simple buttons.  
This and other onboarding screens that capture user preferences can provide valuable user-data to be leveraged later. Providing intuitive search results and well-matched song suggestions is an important way to invent user desires and improve the overall experience.  
Estimated time (5-20 seconds)

**2.0**  
**Home - search**  
Home - search: Propose a simple 5 to 7 steps Antescofo tour to guide new user towards more successful app sessions.  
Search: Search tracks by title and artist name. Subsequent versions may add a filter by genre.  
Suggestion: Songs by composers selected in the onboarding should pre-populate the search.  
Bottom navigation: All home screens have a sticky bottom navigation with four primary options:  
- Profile (see 2.2)  
- Search (here)  
- Challenges (see 3.0)  
- Settings (see 4.0)

**3.0**  
**Challenge - quiz**  
Interesting facts: This variation of the home screen helps users learn about their instrument in a fun and discretely challenging way that will enhance their appreciation for the instruments, music and the app experience.  
Question topics:  
- Songs  
- Composers  
- Musicians  
- Other

**3.1**  
**Challenge - history**  
Interesting facts: This screen helps users learn more about their music & instruments to enhance their appreciation for the music play. Ideally this information can be related to the specific user preferences learned from onboarding in screens 1.1 to 1.6.  
This section include appropriate action cues that challenge users to play along with suggested songs which are related to the material. This section provides more media-long-form examples with no shortage of information and topics.

Thanks!

A design project by:  
**Alexander Wyrick**

