

UX Design Portfolio

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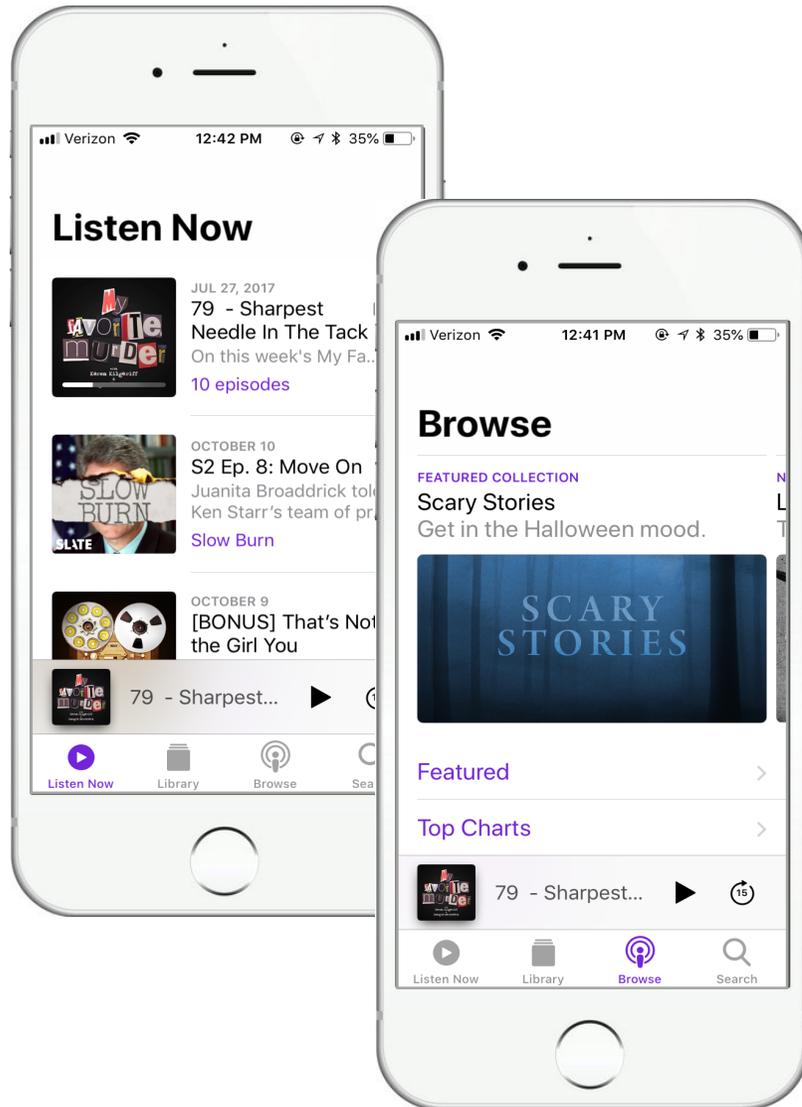
Apple Podcast Application



Project Overview

Created in response to an assignment for HFID780: Prototyping.

The assignment asked students to redesign a UI that they found particularly frustrating or disappointing. Assignments were individual, and involved creating problem statements, context scenarios, and wireframes to improve the user experience.

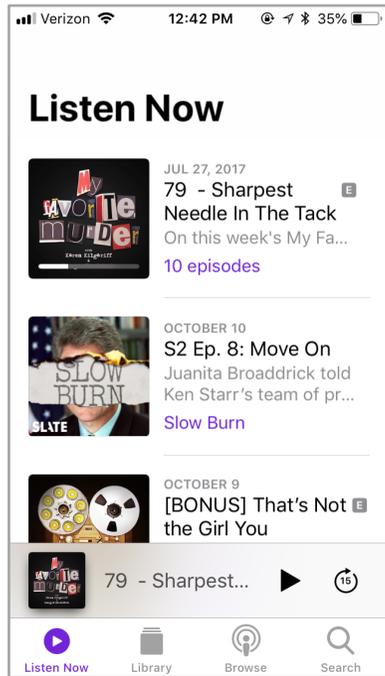


Problem Statement

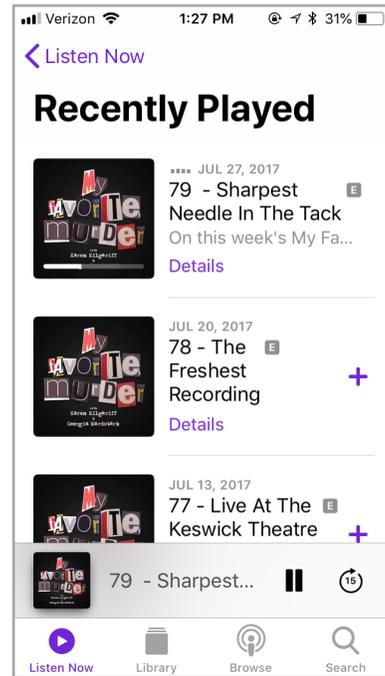
Navigating the application is difficult, frustrating, and confusing.

Important information is buried or appears well below the fold. Additionally, the information architecture seems to prioritize the needs of a niche user: one who re-listens to individual episodes. With the huge number of podcasts available on the market, the application needs to be able to provide clear pathways for the user to find desired content. There are limited pathways users can take through the application, and several significant paths are mired in noise and poor information architecture.

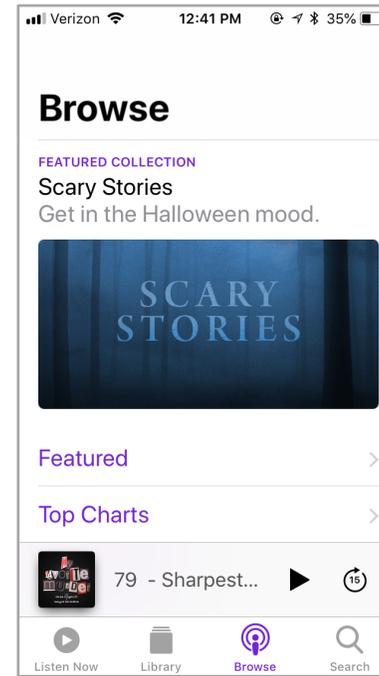
Current Design - Context Scenario



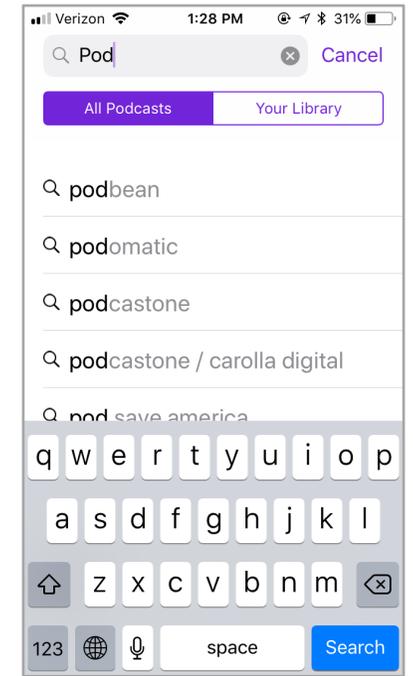
Jessica unlocks her iPhone and navigates to the podcast application. She opens the application by clicking on an icon. She is taken to a home screen.



She sees other podcasts she was in the middle of listening to, has listened to, and has listened to a while ago, but none of them are the podcast she is looking for. She clicks on "See All" recently played, but the list only shows episodes she has already listened to.

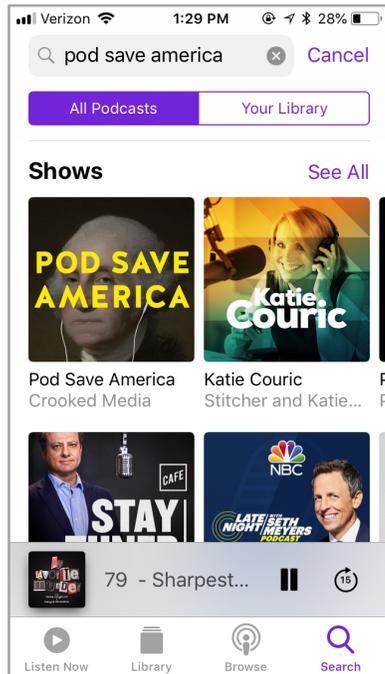


She clicks "Browse" to see if any of her favorite podcasts have recent episodes that would place them on the top charts

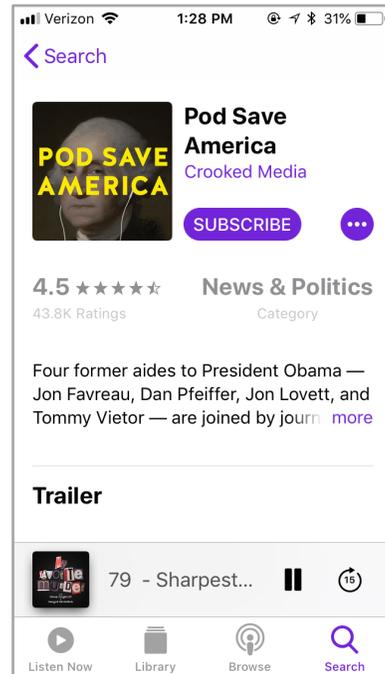


Not seeing anything she is looking for, Jessica clicks search and types in the name of a favorite podcast.

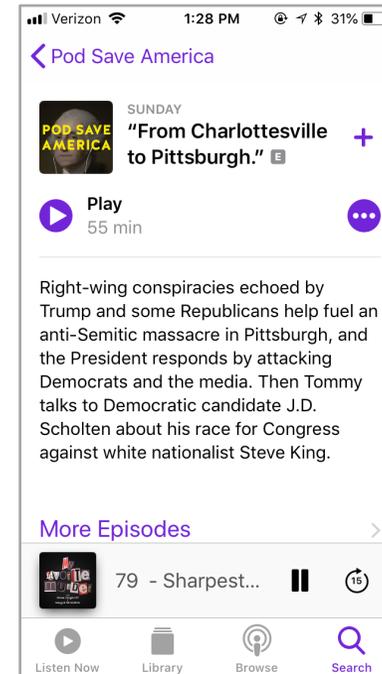
Current Design - Context Scenario (continued)



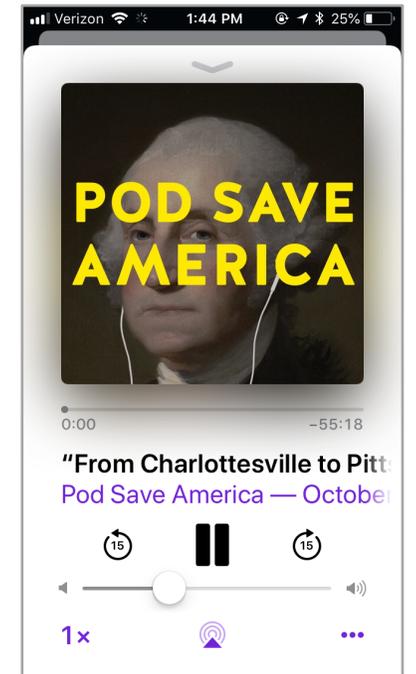
The podcast, and several similar ones, appears, and she clicks on the avatar.



She is taken to the podcast dashboard.



She scrolls down, sees that there is a new episode, and clicks on it. She is taken to an episode screen, where she clicks play to start the podcast.

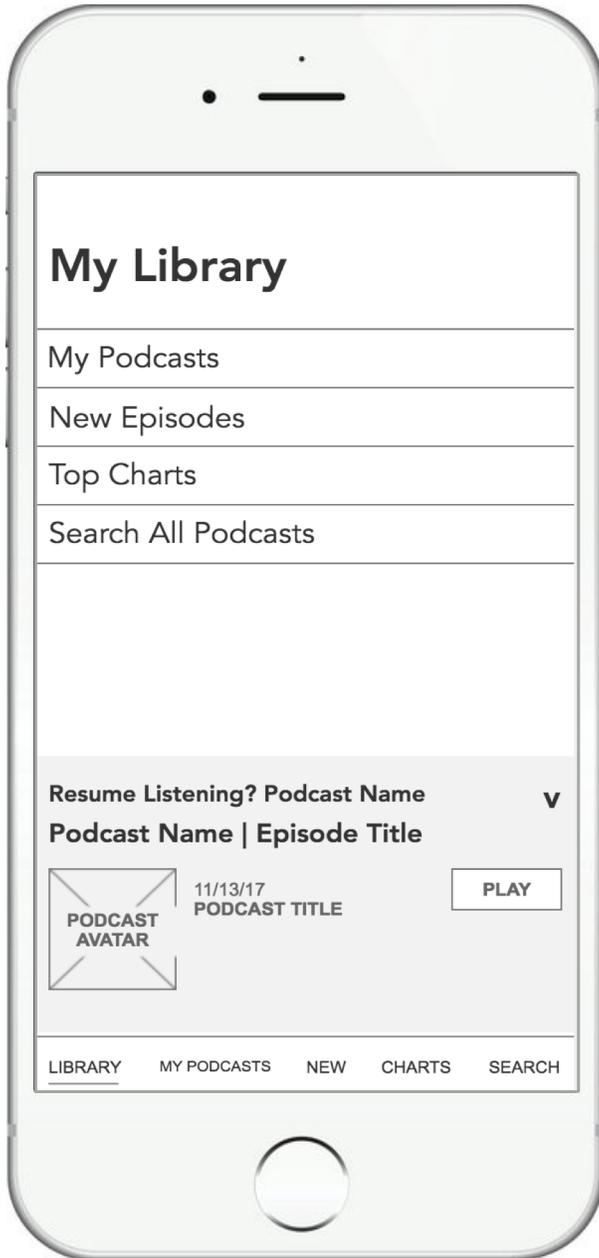


With the podcast playing, Jessica starts her long commute home.



Improved Design - Overview

This revised prototype attempts to remove the many impediments that the existing application has to the user's ability to quickly, efficiently, and accurately find and play the podcast episode of their choice.



Library Screen

Existing Problems

- Deeply nested navigation
- Outdated information
- Redundant listings
- Irrelevant listings
- Crowded UI

Solutions

- More accessible navigation
- Immediate access to relevant information
- Ability to pick up where the user left off
- Control over screen space



My Podcasts

Existing Problems

- Lack of clear organizing principles
- Difficulty in finding most recent episodes

Solutions

- Replace “Recently Played” with a list of the user’s podcast subscriptions
- Addition of dates to clarify organizing principle and let the user know when the most recent episode aired
- Display the most recent episode on the landing page



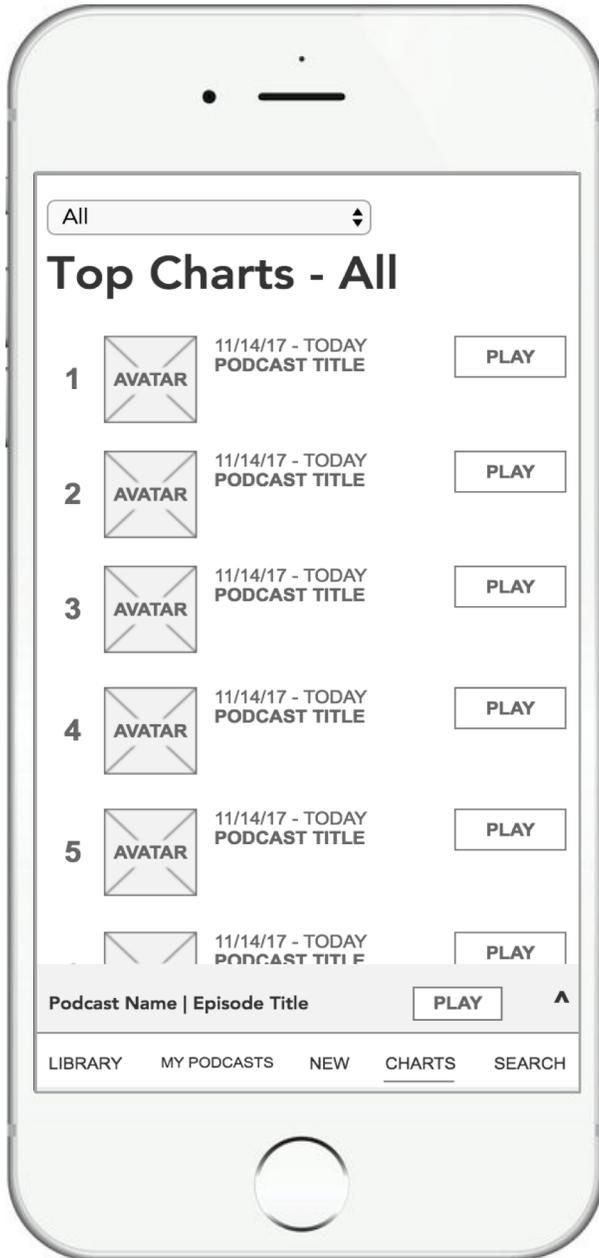
New Episodes

Existing Problems

- Lack of personalization
- Overwhelming numbers of podcasts to sort through

Solutions

- Automatically shows new episodes of podcasts the user has indicated interest in, regardless of whether or not they have subscribed to that podcast
- Allows users to toggle between categories, including one that intelligently provides recommendations



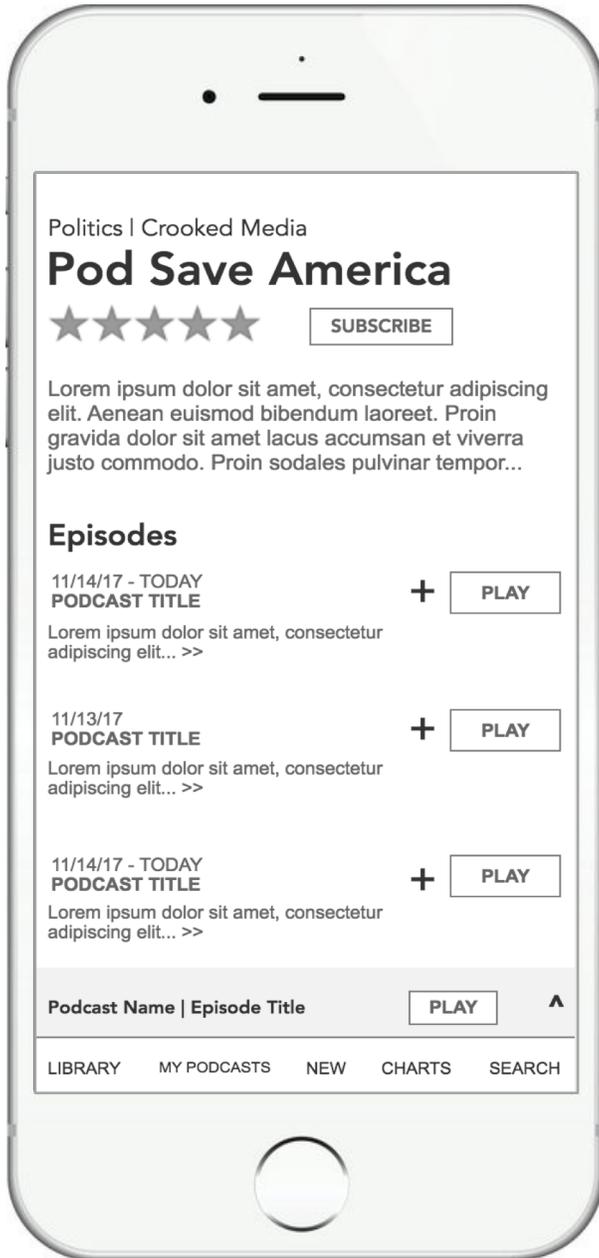
Top Charts

Existing Problems

- No ability to know when the most recent episode aired

Solutions

- Add dates for the most recent episode to allow users who want to see this page to quickly scan and select what they are interested in, without needing to click and read further



Podcast Landing Page

Existing Problems

- Cluttered page with lots of copy
- No clear hierarchy of information
- Multiple clicks needed to download a single episode

Solutions

- Condense the written information at the top of the page, with the option to read more
- Streamlined listings—a single, chronological list of available episodes
- Removal of superfluous information

Next Steps

- Conduct user research on participants who use the application, including user interviews and contextual inquiry
- Refine my prototype and conduct usability tests by giving participants tasks to complete within the prototype application
- Iterate on my prototype with each round, ensuring that user feedback informs each phase so that the end result can serve a wide variety of user needs.