SoundsetStudio)		Searc	h LogOut
	Artists	Inventory	Balances	
	Settings	Sales	Customers	
	Licensing	Internal Memo	? Help	
SoundsetStudio	Sales Downloads Summary	Streaming Summary Uplo	DAD SALES REPORT FILTER	Search
2 Jorge Hullfish	Ordered Mar 13th, 2022	Total N \$56.		0
Transaction ID: 0A8W9NFSZ5GBK20 Origin Site:	CRT	Status: Compl	leted EA 217 235 748 US 🖍 Tracking sent Mar 18th, 2022 with USPS	USPS
Item	lownload] [MCW-H01]	Quantity 1	Resend Tracking Shipped To	
Brandenberg Con	certos [CCO-1204]	2	Jorge Hullfish 100 Legends Way Boston, MA United States hullfish@tdgarden.org	
Early Music for Re	ecorder [DB-501]	1		
[Add a note]				
🧕 Amazon	Ordered Mar 13th, 2022	Total N \$14		0
Transaction ID: POQKIU1J2T3DNV55	59WG	Status: Compl	leted Shipped To Unpecified Buyer	

The Main Dashboard Large Buttons Represent the Main Areas of the App

Soundset Studio

Practical Management Tools for Independent Music Labels

> Thomas Archibold Duration: 6 months

> > Tools:

Whimsical | Miro | Zoom | Lookback | Figma | Zeplin Mobbin | Gimp | MS Visual Studio Code | Google Fonts

The Sales Overview Page - Representing Imported Sales Data

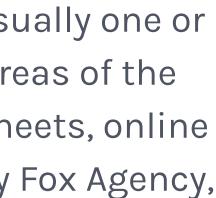
Challenge or Problem Overview

Independent music label managers are faced with a complex set of tasks, and a large amount of data, particularly around music licensing and streaming sales data as it pertains to artist royalties.

Each of the labels in this study operates with a small staff (usually one or two individuals) to manage the bulk of the work around key areas of the business, cobbling together a scenario that involves spreadsheets, online platforms such as Bandcamp, CD Baby, The Orchard, the Harry Fox Agency, and others.

Without any kind of central dashboard to access, organize, and streamline their process, this work absorbs much time and energy, and results in inefficient practices and additional stress upon management.

This is a competitive business, and the barriers to entry have largely fallen. Labels that are managed effectively are able to survive and establish themselves in this landscape, with management devoting more time to creative, enjoyable areas of music making.

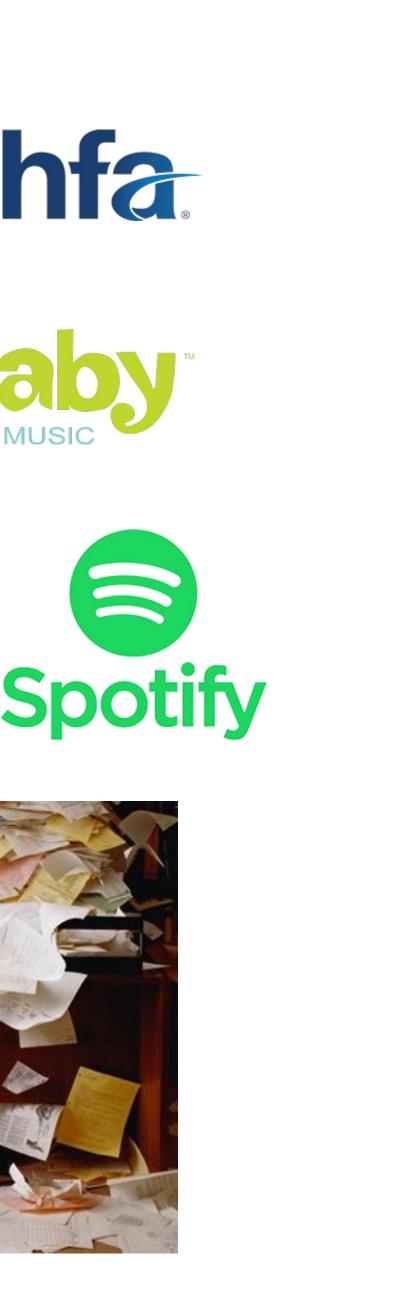






bandcamp







Discovery: Research & Analysis

I interviewed five independent record label owners to learn about their processes and challenges, and to determine the level of interest and enthusiasm for an app-based solution to some of their most tedious and time consuming responsibilities.

Based on the notes from these sessions, I created a chart in Whimsical, illustrating the common scenarios, challenges, and pain points for these label owners, as well as possible solutions that could be implemented within a web-based app.

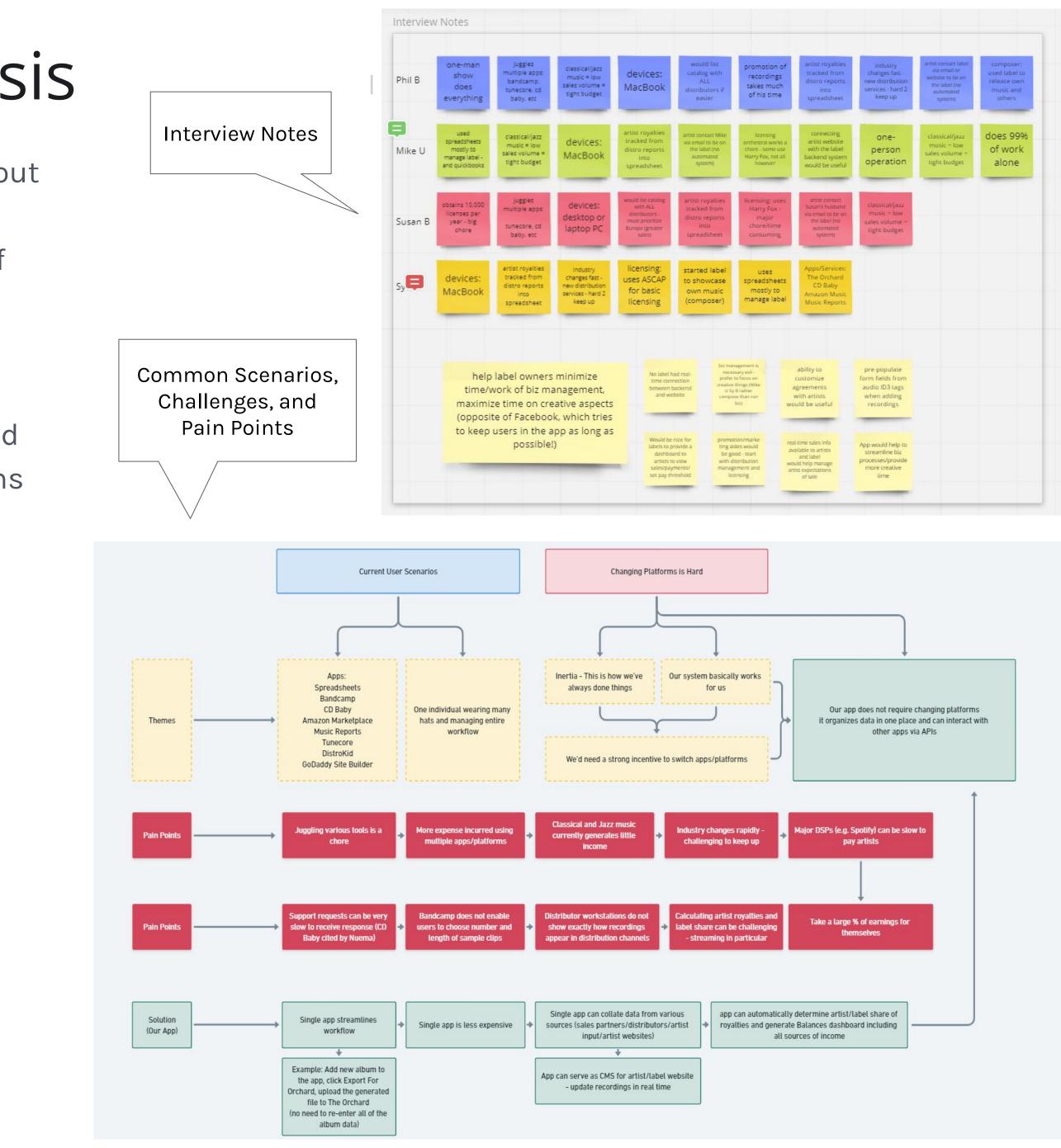
The key finding is that among the many challenges faced by labels, two stand out as particularly troublesome:

1. Fulfilling music licensing requirements.

2. Processing sales reports from distributors, such as The Orchard.

This finding focused the design of the app primarily toward addressing these challenges.

Link to Whimsical & Miro Boards: <u>Whimsical Board</u> / <u>Miro</u>



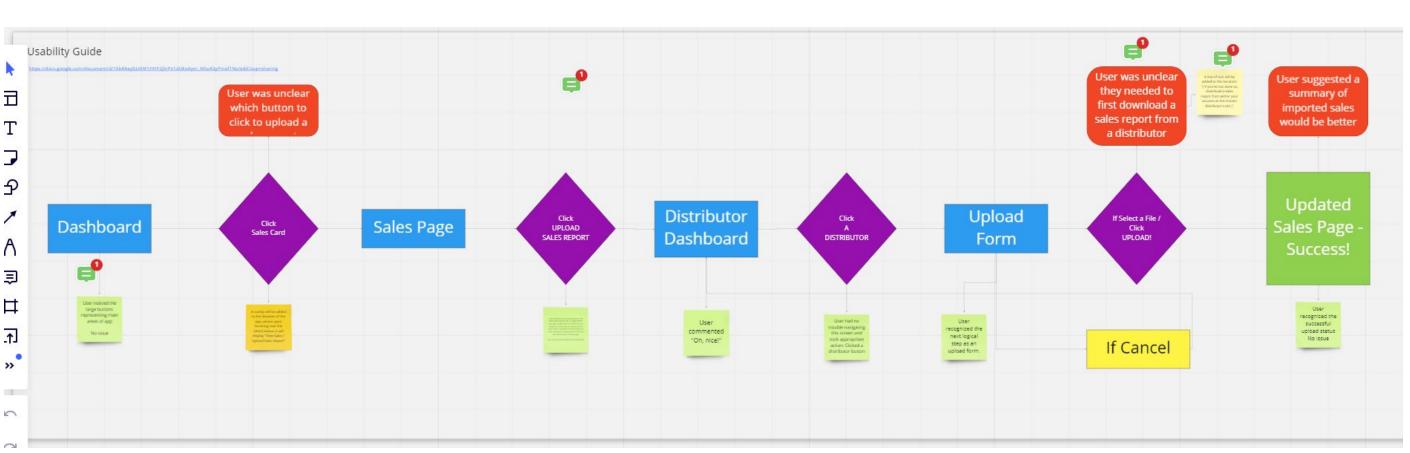
composer: used label to release own music and others
does 99%
of work alone

Design: Concepts & Sketching

I spent time considering the interview findings, and made some basic sketches for the app layout. I also used the Crazy-8 technique to explore ideas.

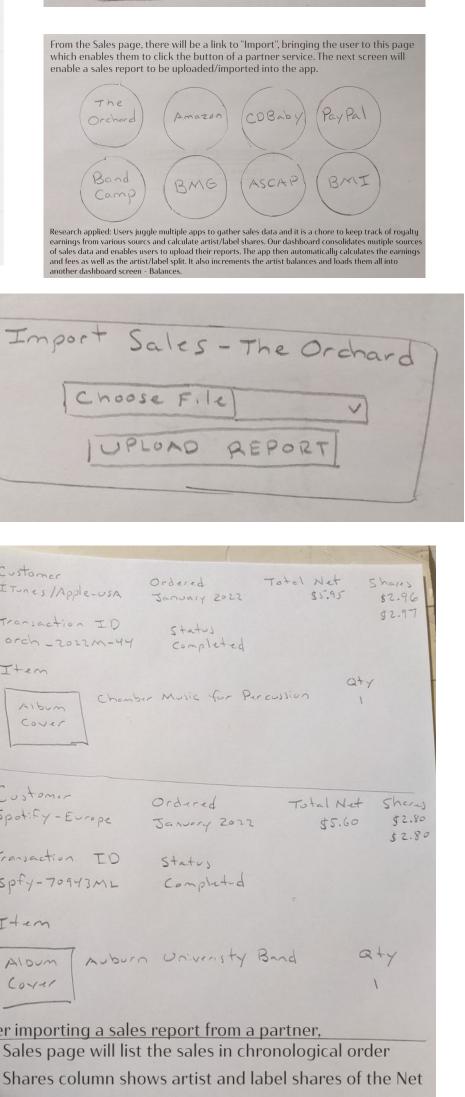
The research notes were synthesized into common scenarios, inefficiencies, and pain points in order to further refine the direction and priorities of the app. A Feature Prioritization Matrix was set up to visualize the organization and priorities of the design.

A Miro board representing the desired user flow through a given task was created.



Miro Board

Pain Points	alties artist royalties				one-man	-		-	
jugges artistroy multiple apps: tracked t bandcamp, distro ere tunecore, cd into baby, etc spreads	rom tracked from distro reports into	licensing orchestral works a chore - some use Harry Fox, not all however	industry changes fast - new distribution senices - hard 2 keep up		one-man show does everything	one- person operation	does 99% of work alone	mostly one man operation (wife helps with books)	
juggles artist roy multiple apps: tracked tunecore, cd into baby, etc spreads	rom Harry Fox - torts major chore/time	artist royalties tracked from distro reports into spreadsheet	industry changes fast - new distribution services - hard 2 keep up		classical/jazz music = low sales volume = tight budget	classical/jazz music = low sales volume = tight budget	classical/jazz music = low sales volume = tight budget	devices: MacBook	
obtains 10.000 promotiv licenses per recordir year-big takes m chore of his t	ngs catalog with ALL uch distributors if				devices: MacBook	devices: desktop or laptop PC	devices: MacBook	Juggles multiple apps bandcamp, tunecore, cd baby, etc	
Inefficiencies					composer: used label to release own music and	juggies multiple apps tunecore, cd	Apps/Services: The Orchard CD Baby Amazon Music	does 99% of work alone	
artist contact laber via email to website to be no the tabel (no automated system)	be on via email to be on ino life label (no eff	used spreadsheets mostly to manage label - and quickbooks	artist royalties tracked from distro reports into spreadsheet		classical/jazz music = low sales volume =	started label to showcase	Music Reports licensing: uses ASCAP		
uses spreadsheets mostly to manage label	ities rom orts				tight budget	own music (composer)	for basic licensing		
Nice to have									
connecting artist website with the label									
	Continue to peel beak II	na milazzo brez wri	ingpressing the paper	1/05	C Incomentation	CI Parana a soc		C . X	
	Continue to peel back II Artists	ne nulesse liner with	there are a free for	1/05		Na planetina na secon			
		-			o A.F.	e4.			
		-	there are contained on the contained on		O A.H.	Les			
9 Home Both	~ 1	Ē	$\overline{\uparrow}$		O Sa	Les	ſ		
9 Home Both	propdue	E	$\overline{\uparrow}$	Я	0 50	les madre	r Meii	Se	
9 Home Both	~ 1	E	$\overline{\uparrow}$	9 (adio	0 50 0 10 6-H.	les madres	mai	Se	
9 Home B-Hu	propdur	E	Trit.	9 radio app	0 50 0 10 b-H-	ins 4	' Mei.		
P Home B-Hu Archie St-	propdue meno	E	Trit.	9 (adio	0 50 0 10 b-H-	ins 4	' Mei.		
P Home B-Hu Archie St-	propdue meno	E	Trit.	I adio radio A	0 Sa 0 In b-H- p 0 Ar	tes maser tests	mei.		
Archiesto Home Bito	propdue meno dio ton loso	E	Trit	I adio radio A	0 Sa 0 In b-H- p 0 Ar	tes maser tests	mei.		
Archiesto Home Bito	propdue meno dio ton loso	E	Trit	I adio radio A	0 Sa 0 In b-H- p 0 Ar	tes maser tests	mei.		
P Home Bitty Archiest- Hime bit 01 00	propdur nens dio ton loss artists S-les uplead	E	Trit	Radio a Po	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	tos y tos y tos spland	Rep		
P Home Bithu Archiest- Hime bit 01 00	propdue meno dio ton loso	E	Trit	Radio a Po	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	tos y tos y tos spland	Rep	Se Ss se Ss Ss Ss Ss Ss Ss Ss Ss Ss Ss Ss Ss Ss S	
P Home Boths Archiesto Hime bot 000	propdon propdon dio ton loso artists Sales upload (nounder	E	A rit	I adio A a Po	000 b 00000000000000000000000000000000	tots tots tots tots tots tots tots tots	tep	L A di sono companya di soda d	
P Home Bithu Archiest- Hime bit 01 00	propdon propdon dio ton loso artists Sales upload (nounder	E	A rit	I adio A a Po	000 b 00000000000000000000000000000000	tos y tos y tos spland	tep	L A di sono companya di soda d	
P Home Boths Archiesto Hime bot 00 0 0 0 0 0 0	propdue meno dio ton loso artists Seles upload (nounder u de-	E Reprin Y	A rit D L	I adio A a Po	000 b 00000000000000000000000000000000	to the set	Rep	L A di sono companya di soda d	
P Home Bitty Archiest Hime bit 00 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	propdon propdon dio ton loso Artists Sales upload (nounder ode-	E Rep., T Bolone		I adio A a Po	00 b 000015 AU	to stand to	tep	A da a a a a a a a a a a a a a a a a a a	
P Home Bitty Archiest Hime bit 00 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	propdon propdon dio ton loso Artists Sales upload (nounder ode-	E Rep., T Bolone		I adio A a Po	00 b 000015 50000	to stand	tep.	A da a a a a a a a a a a a a a a a a a a	
P Home Bitty Archiesto Home bit 000 Archiest 1 Archiest 1 Archiest	propdun propdun dio dio ton 1050 Arhists Sales upload Insender u de- I Isales I Isales	E Reprin Boline		I adio A a Po	00 b 000015 50000	to stand	tep.	A da a a a a a a a a a a a a a a a a a a	
P Home Bitty Archiesto Home bit 000 Archiest 1 Archiest 1 Archiest	propdun propdun dio dio ton losso Artists Sales upload Insender u de- I Isales I Isales	E Reprin Boline		gadio a Pio	00 b 000015 0000 0000 000000000000000000	to show of the second	Rep	See Signal Control of the second seco	
P Home Bitty Archiesto Home bit 000 Archiest 1 Archiest 1 Archiest	propdon propdon dio ton loso Artists Sales upload (nounder ode-	E Reprin Boline		gadio a Pio	00 b 000015 0000 0000 000000000000000000	to stand	Rep	See Signal Control of the second seco	
P Home Bitty Archiesto Hime bit 000 Archiest 1 Archiest 1 Archiest 1 Archiest	propdon propdon dio ton loso ton loso	E Rept. Y Boline	Arit D - D	Andio and	oob ooolig Asers	tos y tots y tots of tots tots of tots of tots of tots tots of tots of tots of tots tots of tots of tot	Rep. 1 to to t		
P Home Bitty Archiesto Home bit 000 Archiest Archiest 1 Archiest	propdon propdon dio ton 1050 Artists Sales upload (normation u de J Sales J Sales botton botton	Reprint Reprint Bolinge	Arit D - D	Andio and	oob ooolig Asers	to show of the second	Rep. 1 to to t		
P Home Bitty Archiesto Home bit 00 0 Archiest 1 Archiest 1 arse Archiestich	propdur propdur dio ton 1050 Arhists Sales under J Isales J J J J J J J J J J J J J J J J J J J	E Reprin Bolinge The Tep	Arit D 1 D - M	Archie	00 b 00001b Stdi	to seal of the search	tep.	A da a a a a a a a a a a a a a a a a a a	
P Home Bitty Archiesto Home bit 00 0 Archiest 1 Archiest 1 arse Archiestich	propdur propdur dio ton 1050 Arhists Sales under J Isales J J J J J J J J J J J J J J J J J J J	E Reprin Bolinge The Tep	Arit D 1 D - M	Archie	00 b 00001b Stdi	tos y tots to the search	tep.	A da a a a a a a a a a a a a a a a a a a	
P Home Bitty Archiesto Home bit 00 0 Archiest 1 Archiest 1 arse Archiestich	propdon propdon dio ton 1050 Artists Sales upload (normation u de J Sales J Sales botton botton	E Reprin Bolinge The Tep	Arit D 1 D - M	Archie	00 b 00001b Stdi	to seal of the search	rep		
P Home Bitty Archiesto Home bit 00 0 Archiest 1 Archiest 1 arse Archiestich	propdur propdur dio ton 1050 Arhists Sales under J Isales J J J J J J J J J J J J J J J J J J J	E Reprin Bolinge The Tep	Arit D 1 D - M	Archie	00 b 00001b Stdi	to seal of the search	rep	A da a a a a a a a a a a a a a a a a a a	
P Home Bitty Archiesto Hime bit 000 Archiesto Inset Iarse Archestich	propdur propdur dio ton 1050 Arhists Sales under J Isales J J J J J J J J J J J J J J J J J J J	E Boline T Boline T Boline		Archie	00 b 00001b Stdi	to seal of the search	rep		



This is the dashboard - large buttons for each main area

Artists

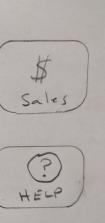
Balances

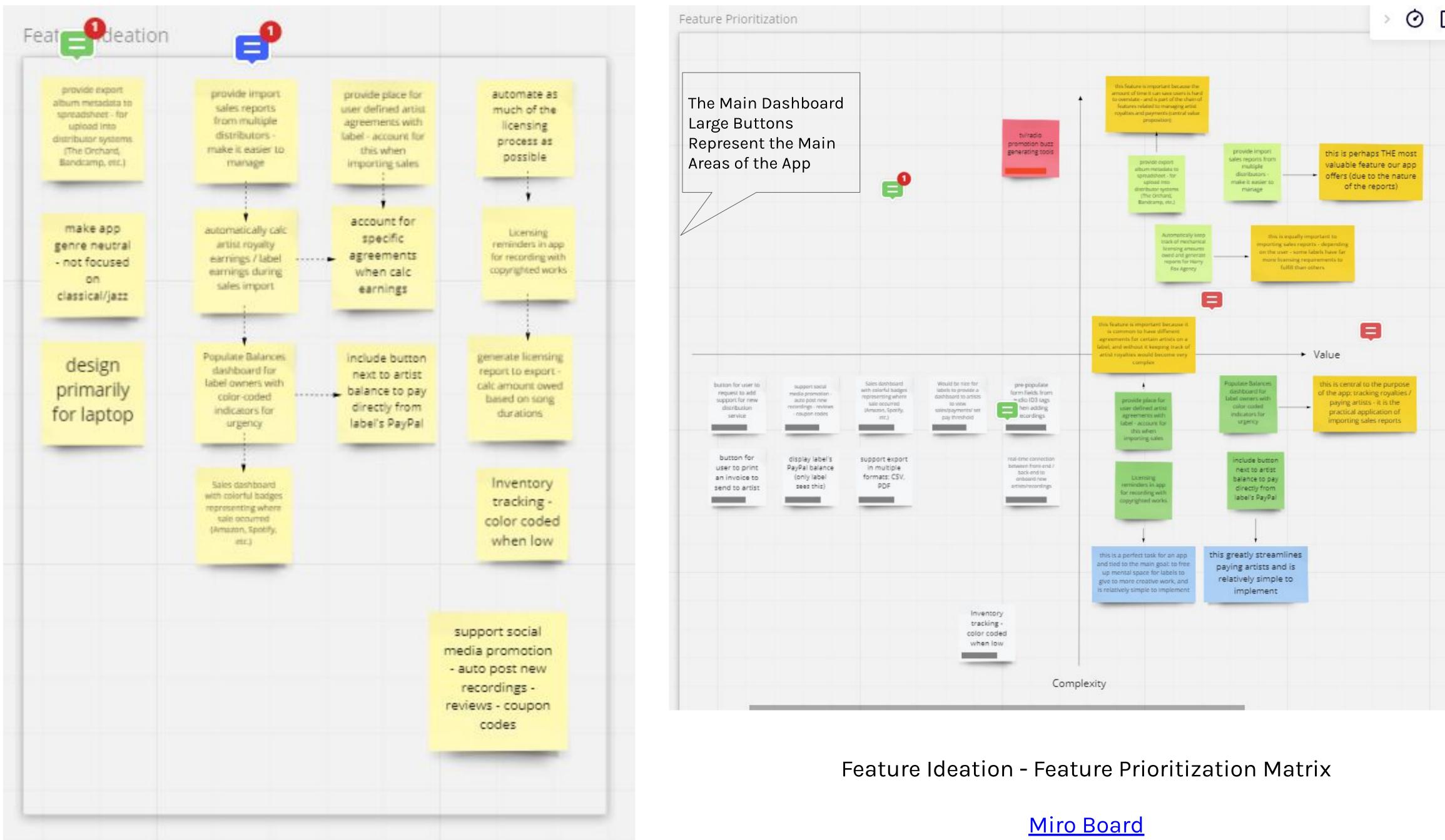
I

Inventory

)=

Licensing







Develop: Prototyping

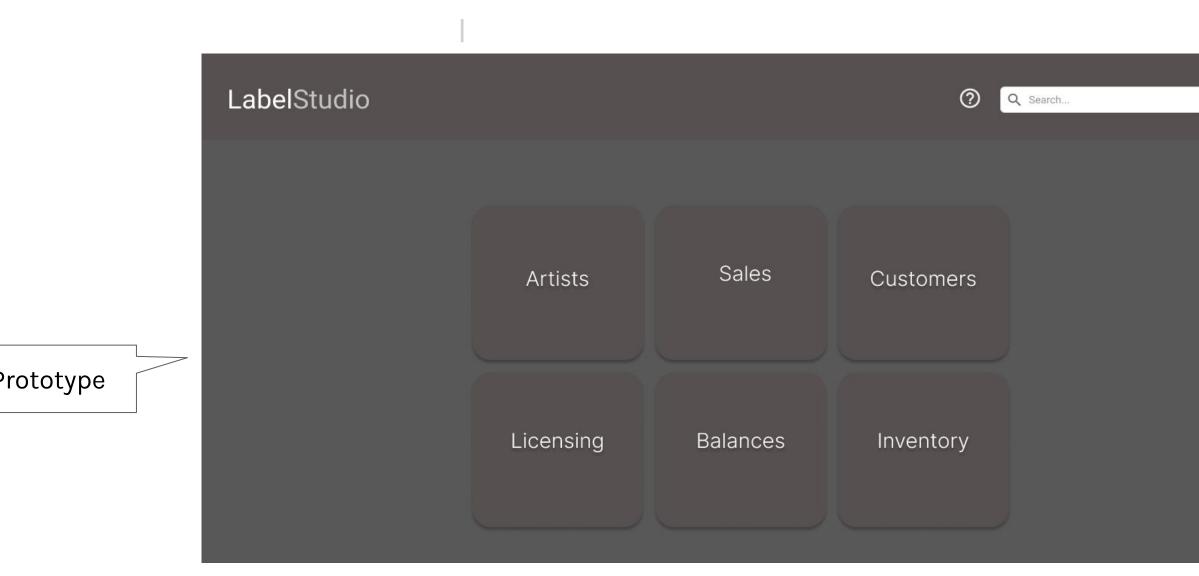
A basic, functional prototype was developed using Figma: <u>Prototype</u>

The Dashboard Prototype

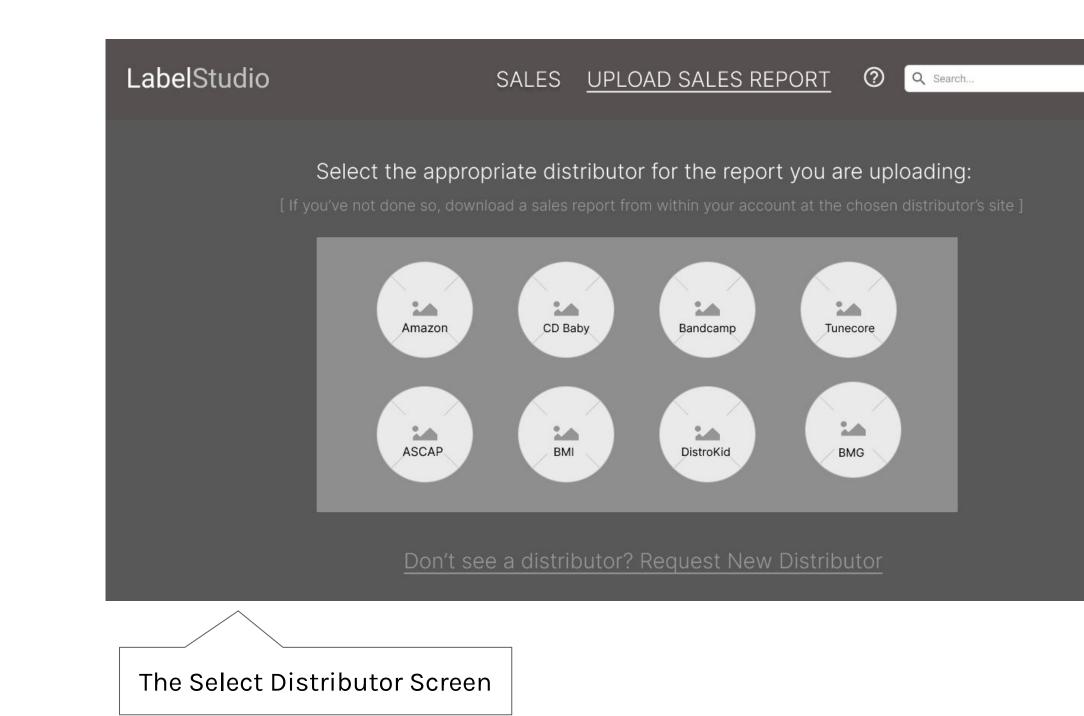
The prototype focuses on a single user flow within the app: Uploading a sales report from a distributor such as CD Baby.

This flow was chosen because it represents core-functionality of the app, based on user research. It also provides a view of the basic structure and design of the app, which serves as a template for other areas the app will offer.

Note: Although both desktop and mobile devices will ultimately be supported, the prototype uses a desktop layout because research indicated that desktop and laptops are preferred almost exclusively by the target users.











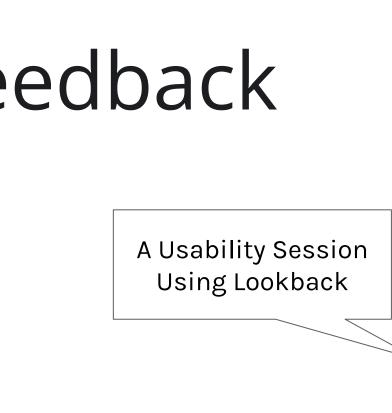
Test: Validation, Usability, Feedback

Users were recruited to test the prototype using the Lookback tool, which records user interactions with the app, providing information upon which to iterate the design and improve usability, as well as to validate the basic direction of the app.

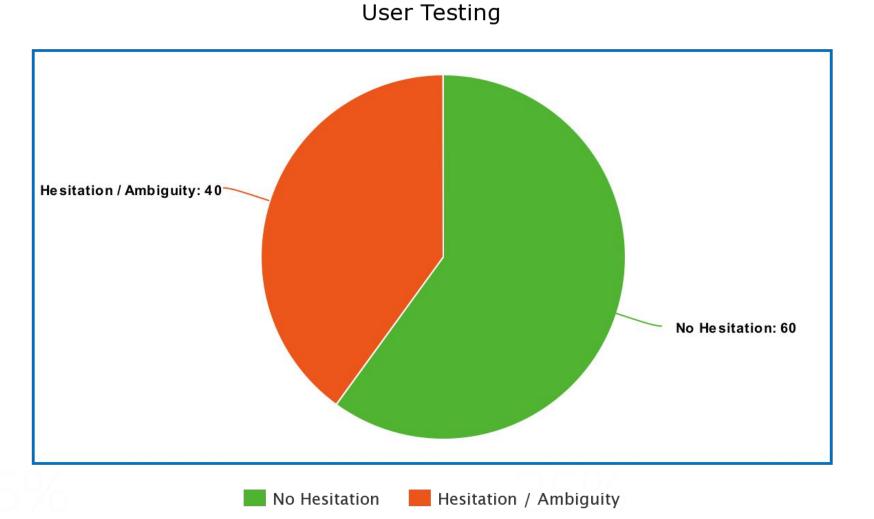
It was found that 40% of users hesitated or experienced a moment of ambiguity upon landing on the SALES page, with a goal of uploading a sales report from CD Baby.

20% of users took more time than anticipated before clicking the "UPLOAD!" button on the page that presents an upload form.

These issues were addressed by adding tooltips to icons and buttons, and using contrasting colors for standout elements such as UPLOAD buttons.



<complex-block><complex-block>



meta-chart.com



Design: Iteration

To improve usability, the UPLOAD SALES REPORT button at the top was made more prominent, an outline was added around the upload field, and the "UPLOAD!" button was distinguished with a contrasting color.

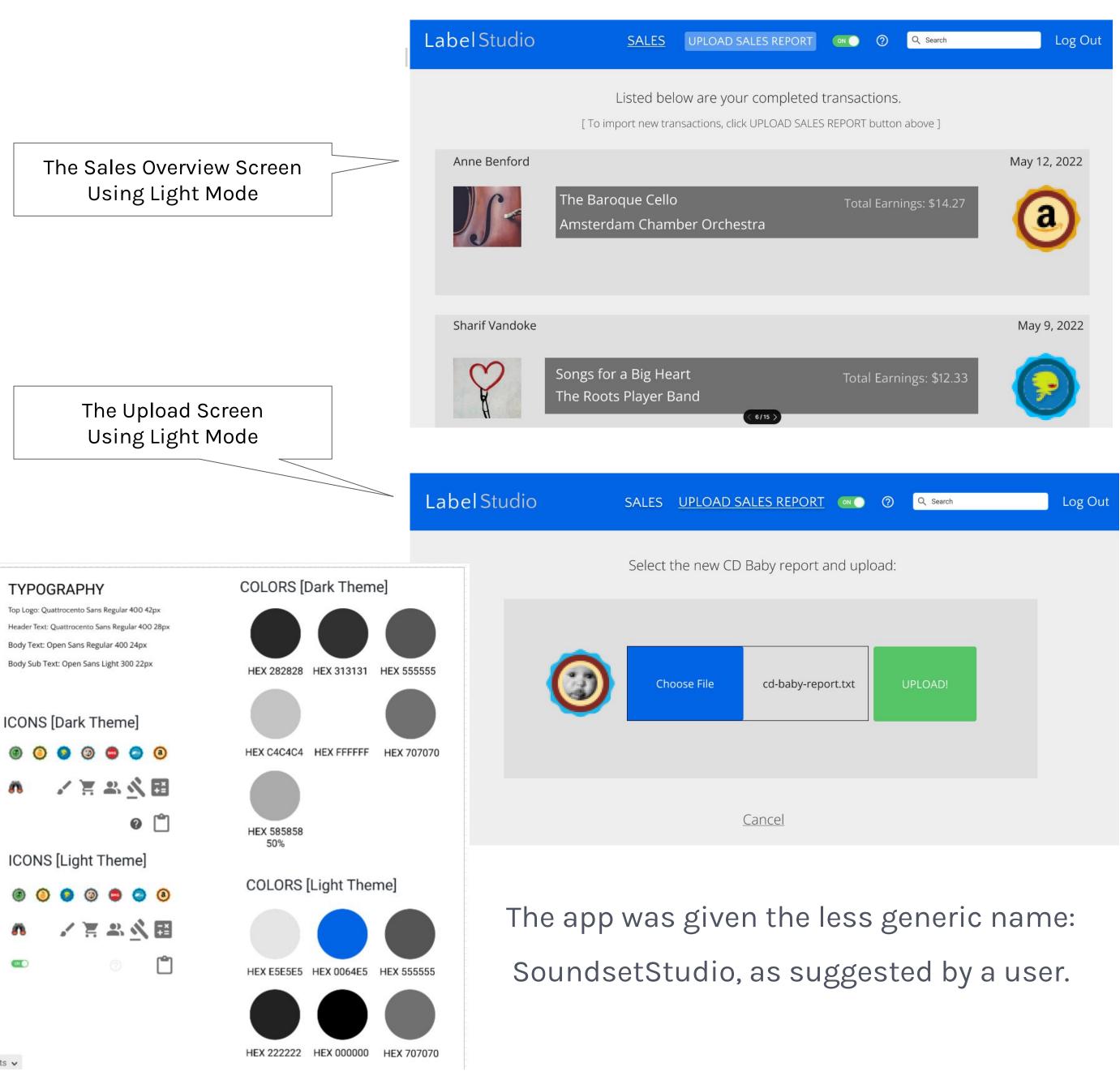
The "Select Distributor" page added a button representing all of the major distributors, with a link to add additional distributors if needed.

A Dark Mode / Light Mode toggle button was added at the top of each screen, providing users who prefer a high-contrast interface with a better user experience.

The dark/light theme elements were documented in a style guide.

onents 🗸

The Style Guide



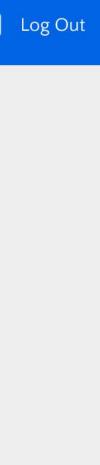
Label Studio Q Search Solution & Impact Overview Having worked closely for a number of years with Soundset Recordings, Ï addressing the issues it faces as an independent music label, and having Sales Artists Customers developed other apps for small businesses, it is clear that niche users are 3 - x += ٢٩ poorly served by off-the-shelf tools provided by large corporate entities that Balances Licensing Inventory attempt to be all things to all people and garner market share. They produce "solutions" that are only vaguely matched to the actual problems of users, who may resort to ad-hoc workarounds to accomplish their work. Label Studio ON (?) Q Search Import Complete! These users would be better-served by an app crafted around their specific 27,414 transactions added New Revenue: \$8,643 Samuel Pritfort The high-fidelity prototype implements all of the best design solutions and Total Earnings: \$17.31 Brass Favorites The Candian Brass refinements for a specific user flow, based on feedback and data gathered Franklin Hauer < 15/15 >

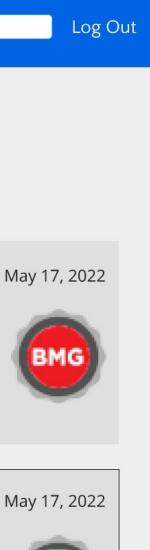
needs and uses.

from user interactions with the app.

<u>High-Fidelity Prototype</u>

The Final Iteration of the First and Last Screens of the User Flow





About Me

My temperament and outlook resemble the artists and musicians that this app is aimed toward, more than it resembles the businesses and marketing groups that provide many of the tools being used by independent music labels.

I began software development as a graduate student of music performance. My involvement with the arts, combined with my working-class background, informs my work with an appreciation for design and its underlying principles, as well as a pragmatic, human-centered approach to problem solving.

