

Optimizing (initial) booking process by enhancing web design and brand identity

Background

A start-up called Note-bridge, based in Enschede, was founded to bridge the gap between musicians and music teachers. It consists of a CEO, two web developers, and an intern graphic designer. According to the founder of Note-Bridge, it is hard to find affordable music classes, especially for students living in and around the city. Their solution is an online platform dedicated to enriching individuals' musical journeys. It connects students with local music teachers for in-person lessons, aiming to make music education more accessible and affordable. Note-Bridge also fosters a community environment, offering a platform for musicians to collaborate, form bands, and engage in local events, thus enhancing musical connections and growth. Note-Bridge is guided by Incubase (NovelT), a company linked with the University of Twente, and other institutes, that supports start-ups with professional advice. With a fast-paced nature, Note-Bridge aims to make frequent changes to improve its current platform. As of now, Note-Bridge is struggling to optimize user experience and encourage people to book their first lesson. The website and platform are online and running, however, Note-Bridge is not getting its desired engagement. Because of this lack of engagement, potential customers are lost. No designer was involved in the process of the start-up and the company reached out in need of designers to help with web design and other design-related topics. A current approach to encourage people to book their first lesson is by offering a discount for their initial class. However, this discount code is rarely used. Due to the lack of engagement with the audience on the current website of Note-Bridge, this bachelor thesis assignment aimed to develop a web design that is supported by a brand identity and in which the user experience is optimized for usability and accessibility.

In this assignment, the following research question was answered: In what ways can the web design of Note-Bridge enhance the user experience to facilitate optimal booking of customers' initial lessons?

Method

This assignment can be divided into two tracks and follows the structure presented in Figure 1. The first track is brand development in which consistency was created by first constructing a congruent brand identity. This brand identity was translated into brand elements that reflect the brand identity through design. These design elements are supposed to keep coherence throughout the physical aspects, like the web design, of the company. In addition, the layouts were to be modernized with an overall coherence.

Optimizing the user experience is essential to encourage individuals to book their initial class and subsequently become customers of Note-Bridge. This optimization aimed to expand the community and enhance the awareness of the start-up. To achieve these objectives, a thorough analysis of accessibility for diverse user groups was required, alongside an evaluation of both marketing strategies and design elements. To check and validate the effectiveness of the improvements, user testing was done.

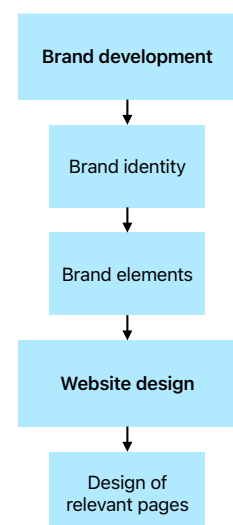


Figure 1: Thesis tracks flow chart

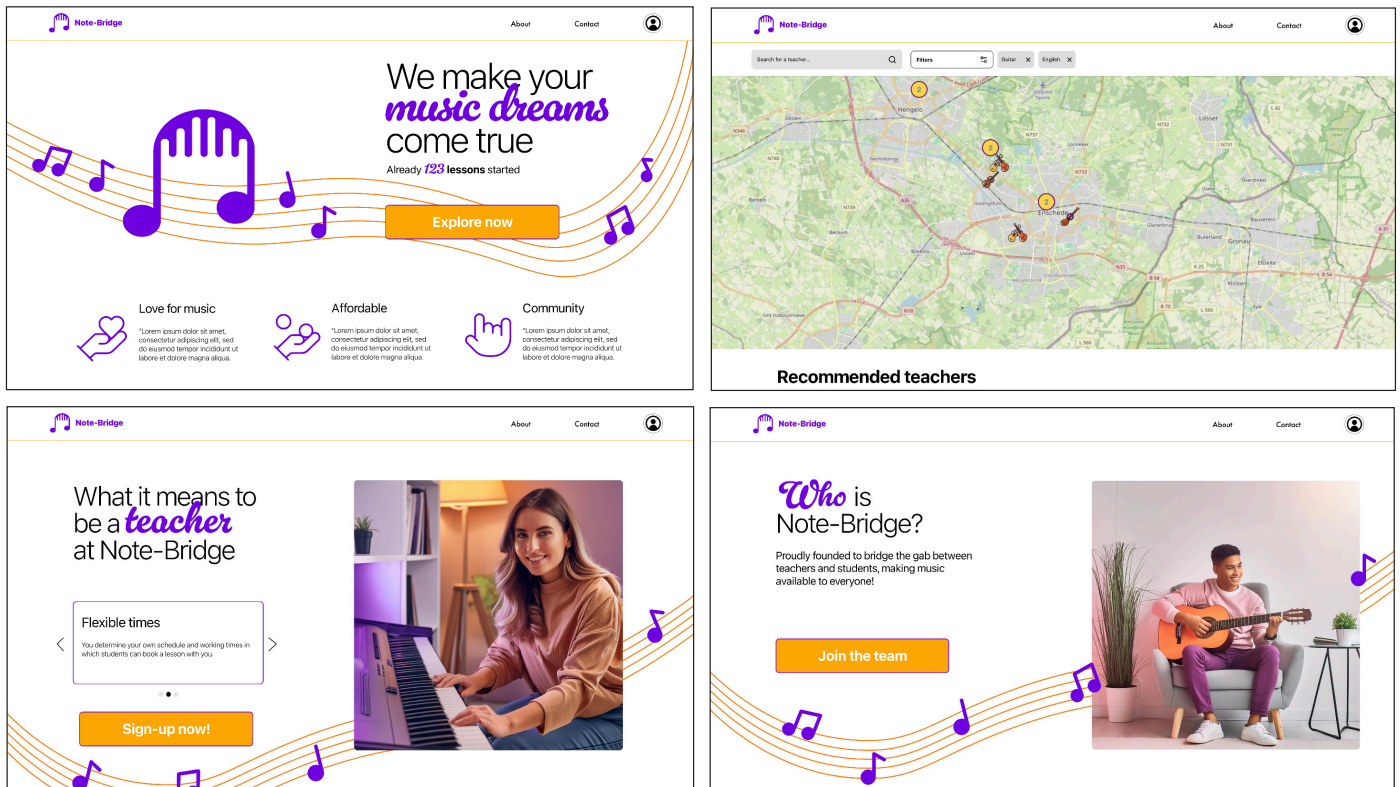


Figure 2: New web design pages of Note-Bridge

Findings

To briefly explain the brand identity; Note-Bridge aims to be perceived as a joyful, approachable, and accessible company, with a focus on values such as love for music, affordability, and community. These rather abstract terms were translated into a logo and other design elements that shaped the company's style guide.

Research gave insights into the importance of aesthetics in web design. The focus was therefore mostly on the aesthetics of web design rather than on the functionality. The analysis of the current website of Note-Bridge showed that the website should be changed significantly as it did not reflect the brand identity and did not imply people to purchase a lesson. Participants in the user testing expressed confusion, uncertainty, and a lack of attraction, which doesn't align with the brand's goal of sparking curiosity and joy.

The new design (Figure 2) showed great improvements, almost all the set requirements for the web design were met. User testing showed that the brand identity is communicated well, that the website is easy to use, and that the aesthetics are perceived well. All these aspects, once implemented, should result in more purchases of lessons.

This bachelor thesis assignment helped create a brand identity and web design for Note-Bridge which will be put to use and is likely to increase engagement, therefore increasing purchases.