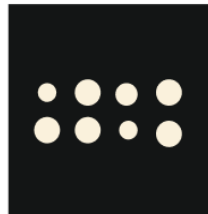# Designing an online community platform to expand the Logue CL-1 value proposition

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Client: Logue
21-07-2022

# Abstract

The goal of this project is to explore and determine how Logue can expand the value proposition of their product, the Logue CL-1, with an online community. Since Logue is a start-up they want to use an online community to gain and attain a user base for their product. Research showed that an online community is an effective way of achieving the goal of Logue and what the online community should consist of to be a success.

A platform was created for this online community based on a user centred design. The needs of stakeholders were implemented gathered from interviews in combination with requirements of Logue. The platform that was created is a place where users can share 'mappings', music, give each other feedback and to have fun with other digital music producers.

The prototype of the platform was tested with stakeholders and results turned back positive. The community feeling was present, the design was clear and fitting with the corporate identity of Logue and participants got excited about using the platform themselves in combination with a Logue CL-1. In addition, the prototype was positively received by Logue. They see potential in the concept and are thinking of realising the prototype in the near future.

# Acknowledgements

I want to thank my supervisors Kasia Zalewska and Richard Bults for their involvement and help during my graduation project. They always had insightful comments, gave feedback that I could work with and they made it a great experience in general together with the weekly meetings.

I would also like to thank the boys from Logue for offering me to work at their office during this project where I always got delicious coffee. They helped me when it was needed and offered insightful feedback.

Lastly I would like to thank my friends, family and fellow graduating students for helping, caring and understanding me during this graduation project. Without all these people this project would not have been what it is today, and I am grateful for having everyone involved.

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# Chapter 1: Introduction

The chapter will start with an introduction to the start-up Logue and their value proposition. Next is the problem description, a general introduction to the topic of this thesis will be given, what it entails and its importance. In addition, part the problem will be further elaborated with research questions. Lastly, to give an overview of how this thesis will be structured an outline of this thesis is described.

## 1.1 Logue

Logue is a start-up which was founded by Olivier Mathijssen, Bram van Driel, and Robbert-Jan Berkenbos. They are former Creative Technology students from the University of Twente. The Logue CL-1 is the value proposition of Logue, see figure 1. The Logue CL-1 helps musicians to get an analog feeling when using their digital instruments/effects and it creates a way for musicians to take physical control over these digital instruments or effects inside the Digital Audio Workstations (DAW)  of the musicians. This physical control improves the creative workflow of musicians.



*Figure 1  - The Logue CL-1 controller*

What does it actually mean to take physical control over digital instruments or effects, see figure 2. In a Digital Audio Workstation (DAW) a musician can use digital instruments or effects which are called 'plugins'. These are digital versions of instruments, for example a keyboard or a synthesiser. When playing on a physical keyboard there are lots of buttons and parameters to adjust on the keyboard itself to create a different sound. These buttons and parameters that are on the physical keyboard also exist in the 'plugin' (the digital instrument in the DAW) and can also be adjusted. Logue created a way for musicians to get that feeling back by adjusting the buttons on the actual keyboard without the physical keyboard being there, only the buttons are on the Logue CL-1. And because only the buttons are present, the Logue CL-1 can be used for many instruments.
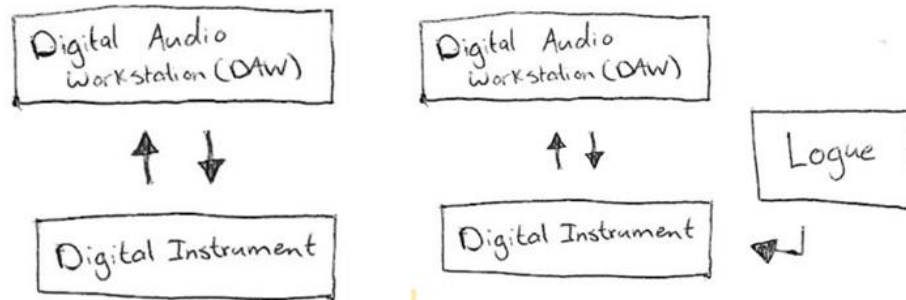
Figure 2: Drawing of digital control (left) and taking physical control (right). The arrows mean an influence. The DAW and digital instrument influence each other where the Logue CL-1 influences the digital instrument and therefore the DAW.

## 1.2 Problem Description

Attracting new customers and keeping existing customers engaged with a company's brand is important to build a user base. However, this can be seen as a challenge by companies because it takes development of a particular approach and needs maintenance effort. One way to help with this, is building an online community for their brand.

According to Koh and Kim (2004) consumers join groups of like-minded individuals that interact around a certain activity or product. The consumers develop bonds, a sense of community and a social structure with other people who consume the same brand (Taute and Sierra, 2014). Communities have shifted to online environments with success, according to Manchanda et al. (2012) over 50 per cent of the top 100 global brands have an online brand community. In addition, if the community is thriving, members giving feedback on products or certain features of products can be valuable for the company's community and eventually their business.

Logue is a company that wants to create an online community. The Logue CL-1 is planned to enter the market in 2023. With the use of an online community they aim to gain and attain a user base for this product whilst people can connect and share experiences with other Logue CL-1 enthousiasts.

## 1.3 Research questions

Since the Logue CL-1 will enter the market in 2023, Logue wants to find an original way to build an online community of users around their Logue CL-1 product and extend the value proposition of this product. Therefore the main research question of this thesis is:

***How can Logue expand the Logue CL-1 value proposition using an online community?***

Where two sub questions are formed to aid in answering the main research question. These two sub questions are:

1) How can interactive media be used to enrich the community experience?
2) How to provide a possibility to share Logue CL-1 experience and 'mappings'?

## 1.4 Report structure

Chapter 2 will consist of a literature research and the background research. In this literature review, theory about online communities will be reviewed to see what requirements online communities have, and why they are successful. Next to the theory a state of the art analysis will be performed. The reason for this is to see what is out there, what possible competitors have as an online community, and to gain inspiration for the online community platform for the Logue CL-1. Next is Chapter 3 where the method and techniques will be explained that are used for the design process. These methods and techniques are then used in Chapter 4 where the design process starts. This is the ideation phase, during this phase multiple ideas will be produced where a preliminary concept will come out of these ideas. In chapter five this preliminary concept will be specified.This is the specification phase and during this stage the preliminary concept will be further developed in an idea that can be realised. This realisation happens in chapter 6, here a prototype will be made using the specifications of Chapter 5. This prototype will be evaluated by performing user tests with potential users of the product. How this evaluation takes place will be documented in chapter seven as are the results that follow from these user tests. To conclude this thesis, Chapter 8 will return to the research questions in combination with the goal and it will state possibilities for future work and the limitations of this thesis. Next the appendices are stated and the references can be found.

# Chapter 2: Background research

Before starting with the design of the online community for Logue, background research needs to be done. A background research is useful for defining the actual problem and gaining knowledge of the context of the problem. Furthermore, it can give insight into how other companies approach the problem of using an online community to expand the value proposition of their product and learn from this. Therefore the question: "How can interactive media be used to enrich the community experience?" from section 1.3 'Research questions', will be explored in this chapter. To answer this question an overview of already existing theory behind online communities will be discussed, already existing online communities will be analysed and an expert opinion will be taken into account. This chapter is concluded by a discussion and conclusion of the background research.

## 2.1 The rise of the online community

When Logue asks to expand their value proposition with an online community, they are also asking for a way to build more meaning around their product; the Logue CL-1. Therefore it is of value to know how companies in general build meaning around a product; what kind of meaning users have surrounding a product or what their general perception is on a product they own.

Urde(2016) talks about how so-called 'brand management teams' are still in charge of the development and management of product meaning within companies. Where products are managed by the companies themselves and provide the user stories in a passive way. In contrast, Hughes et al. (2016) argued that this way of building product meaning has shifted to the consumers who, instead of storytellers, are now story providers in an active way. Cova and Paranque (2016) agree with this as they state that product meaning is now in collaboration with agents outside of the company. These agents do this because they also benefit from it; personal needs, social needs and expressing their opinions on a brand are satisfied. This can be done in product related groups, and often users decide to join these groups (Veloutsou & Guzmán, 2017).

Within these product related groups, users create bonds with each other and can form a sense of community with other users (Taute & Sierra, 2014). These communities exist in a physical form, users of a product or service meet up in real life to talk about their shared interest and share experiences. The physical form of communities shifted over the years to the paper where people could write pieces about their experiences. From the paper it shifted to the radio, and from the radio it shifted to the television. Where eventually the internet came in and broke the geographical boundary of connecting and conversing with others. This is the reason that the communities have shifted to an online environment.

'Brand management teams' have also noticed this and have shifted with this trend. According to a study from Manchada et al. (2012) from the top 100 global brands more than 50 per cent has an online product community. Which is paying off, where transaction

sites turn about 2% of their unique visitors into returning visitors. Online communities turn about 60% of their unique visitors into returning visitors (members) (Plant, 2003).

To summarise, the standard way of building meaning around a product has shifted to an online environment where users can create content for each other. This means that having an online community to expand a product' value proposition is an effective way.

## 2.2 Online community definition

Until now in this research the definition of an 'online community' isn't specified. It is a very broad term and can vary in its form and use, therefore stating a definition is not that simple and should cover aspects such as connection to other users, interaction, and if the online community should have some rules to follow. Hammond's (2016) study, however, managed to give a broad and complex definition of an online community which is as follows:

> "An online community is constituted by people who meet together in order to address instrumental, affective goals and at times to create joint artefacts. Interaction between members is mediated by internet technology. In order to constitute community members need to: *show commitment* to others; experience a sense *of connection* (e.g. members need to identify themselves as members); exhibit *reciprocity* (e.g. the rights of other members are recognised); develop observable, sustained patterns of *interaction* with others; and show the necessary *agency* to maintain and develop interaction. Community creates *consequences* which are of value for members (Hammond, 2016, p17)."

One of the starting points for this definition was the definition by Preece who argues that an online community is: "A group of people, who come together for a purpose online, and who are governed by norms and policies (Preece, 2000)". Hammond elaborated on this definition by trying to bridge a gap in other literature with a holistic view on online communities. With this holistic view, six key elements are kept in mind by Hammond which are: commitment, connection to others, reciprocity, interaction, agency and consequences.

From both these definitions, key components of an online community can be filtered – people, purposes, policies and software. Where software can be seen as the implementation of an online platform. From this information a new definition can be created that is not too broad and also is not too focused:

"An online community consists of sociability and usability. People, their connection to and with others, their purpose, guided through policies are classified under sociability. The implementation of sociability using software is classified under usability."

Figure 3 can be used to give a clear picture of the new definition. The success of an online community does not depend on either sociability nor usability but the combination of both. In addition, a difference can be made in an online community and the online community platform. Which is the group of people, the sociability part, and the platform, which is the usability part, respectively.
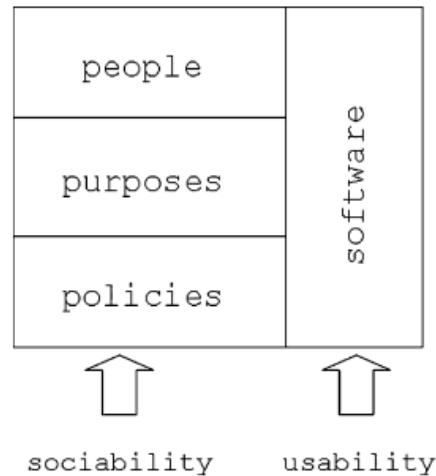


*Figure 3: Key components of an online community divided in sociability and usability*
(Souza & Preece, 2004)

## 2.2.1 Sociability

The people, their purposes and guiding policies are the core of the social interactions. To bridge the gap between people and purposes, people share content in an online community. The content of an online community is where the main forms of interactions will take place. This content has different dimensions that need to be fulfilled to fit the purpose of the people; cognition, affect and behaviour (Dessart et al., 2015).

Cognition is about attention and absorption, this means that the content on an online community platform needs to be engaging for people. Affect is about enjoyment and enthusiasm, people need to enjoy the content on the platform. Behaviour entails learning, endorsing and sharing. People want to learn a skill/theory on a platform or learn others a skill/theory.

Policies exist in an online community to retain order. The policies guide the users on what they can and cannot do in the online community. This way users can feel safe and know how the online community works.

When there is content that measures up to the dimensions and is guarded by policies, rules and guidelines, the sociability part can be implemented in the usability of the online community platform. However, when the content of an online community platform does not suffice the three dimensions the purpose of the people will not be achieved.

### 2.2.2 Usability

The software is classified under usability as it is the implementation of sociability. It is the connector of social interactions. The usability focuses on the interaction between the user and the computer interface of the online community platform; the experience the user has when interacting with the online community platform. There are many ways to implement content for users to share in an online community.

As the name of the implementation of software suggests, usability, the platform should be usable for users. This means a clear way of navigating and layout of the platform so the user knows how to use and work with the platform. In section 2.3 'State of the Art' several examples of navigation will be given.

However, the main aspect is that users of an online community need to find a common ground in how they will talk to each other and in what language. There are only narrow bandwidth media solutions to communicate with others on the internet. When the common ground is established and users know if they will communicate via for instance text, voice notes or photos; the social presences, empathy and trust between users can grow so that developing social relationships will become easier (Preece & Malonney-Krichmar, 2003).

## 2.3 State of the Art

To draw inspiration and to see what ways of building an online community work, online communities that are in the music industry will be explored and analysed. In total five websites were analysed. These websites were found in combination with looking for similar products to the Logue CL-1**.**

To understand what the five websites entail, an introduction will be given to the sites first with their strong and weak points. After, an analysis will be performed summarising the 5 online communities on their functionalities and where these are positioned on their webpages.

### 2.3.1 Metapop

The website of *Native Instruments*[1] has a separate community page which is called *Metapop*[2]*.* see figure 4*.* It is a platform where artists can share their music and tracks, others can like and comment on user progress and give helpful feedback. There are groups that users can join to meet like-minded music creators and competitions where users can win music gear and software. (Metapop, n.d.)

One thing that can be taken as inspiration from this website and therefore the strong point of this website, are the 'biggest contributors' and the 'popular in the community' parts which can also be seen in figure 4.

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[1] https://www.native-instruments.com/en/community/
[2] https://metapop.com/
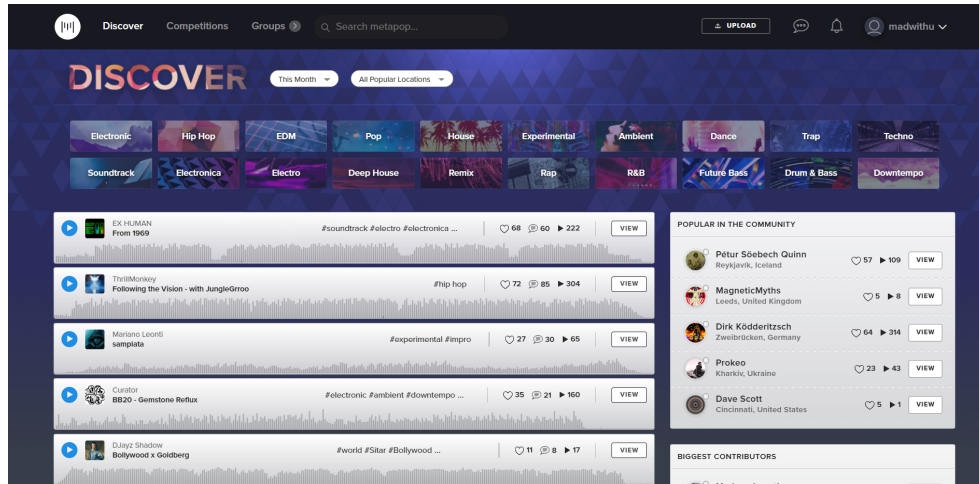
*Figure 4: Discover page of Metapop (Metapop, n.d)*

### 2.3.2 Kompoz

*Kompoz*[3] is a website where "users can crowdsource songs with a bass player in Stockholm, a drummer in Nashville, and a guitar player in Kalamazoo."(Kompoz. (n.d.)) A user can use their own DAW for recording their music and upload their work to the website where they can ask for a bass player to add their work or a pianist to add their composition (figure 5).

This is a collaborative website where users can ask other musicians to add their value to the music track of a user. These collaborations can be private with friends or bandmates or open for everyone in the world. On the community page users can post their work and ask for the other musical parts they need, share music videos that they like, just some text or pictures.

A strong point from this website is the profile page of a user. On this profile page a user can decide to show their favourite music genre, their talents, what influences them and what their preferred DAW is. This is visualised using tags. Furthermore, a weak point of this website is that the design in general is very poor. Moreover, multiple filter functions are shown multiple times on the same page which creates confusion. The 'Group' filter can be seen two times in figure 5 as well.

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[3] https://www.kompoz.com/music/home

16
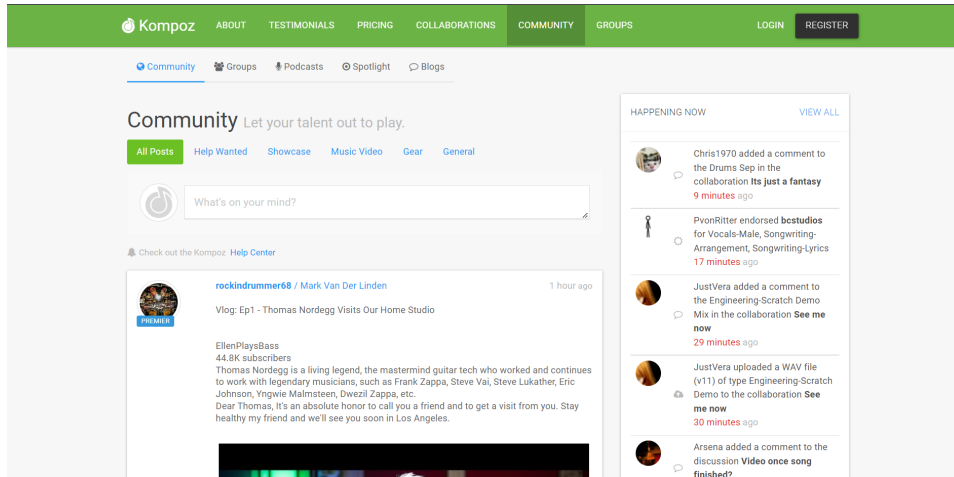
*Figure 5: Community page of Kompoz Kompoz. (n.d.)*

### 2.3.3 SoundBetter

*SoundBetter*[4] is a website to get in touch with all kinds of people from the music industry. From mastering engineers to beatmakers, users can post a job (song) that needs to be finished and other users can contact a user when they want to help that user (figure 6). It also works the other way around, users can hire people to work on their songs to finish them. Users can filter per job, producer, songwriter, sessions musicians etc. and contact them if they want to finish or add to that user's work. To hire somebody, this will actually cost money because the people on this website are all professional musicians that make a living with making/producing music. (SoundBetter, n.d.)

A strong point of this website is the design of the webpages which is very strong. The whole website looks cohesive and very clean. Next to this the filter functionalities are also a strong point of this website. Users can really use a lot of filters to find what they are looking for.
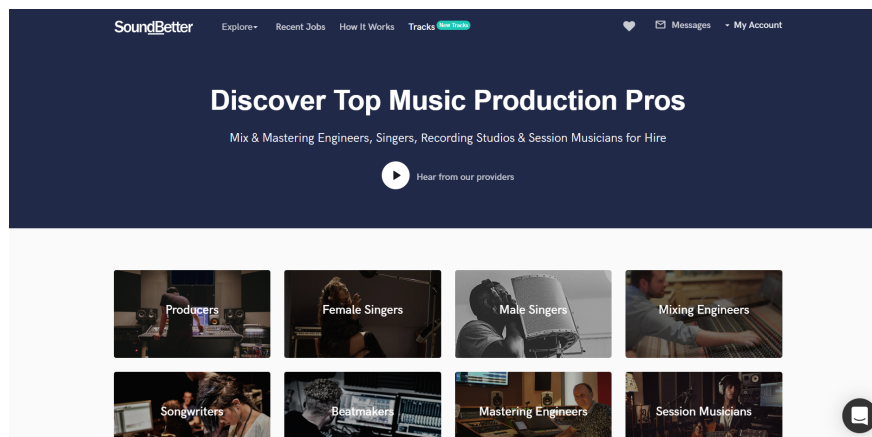


*Figure 6: Discover page of SoundBetter (SoundBetter, n.d.)*

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[4] https://soundbetter.com/

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### 2.3.4 Splice

*Splice*[5] is a royalty free sample library with high quality (figure 7). The sounds are made by top artists, labels and sound designers. "With Spice Skills expert artists share tutorials so users can learn the fundamentals to start their first track or dive into the details with advanced techniques."(Splice, n.d.) Next to these samples, Splice offers plugins and a beatmaker, these plugins can be afforded by the user through a Rent-to-Own financing so they can pay them on a monthly basis. They also back up the project files of the user in a cloud service/studio with unlimited free storage. In this studio users can also invite other users to collaborate on music.

      The strong points of this website is the design of the webpages. The whole website looks cohesive and very clean. Next to this the filter functionalities are also a strong point of this website. Users can use a number of filters to find what they are looking for.
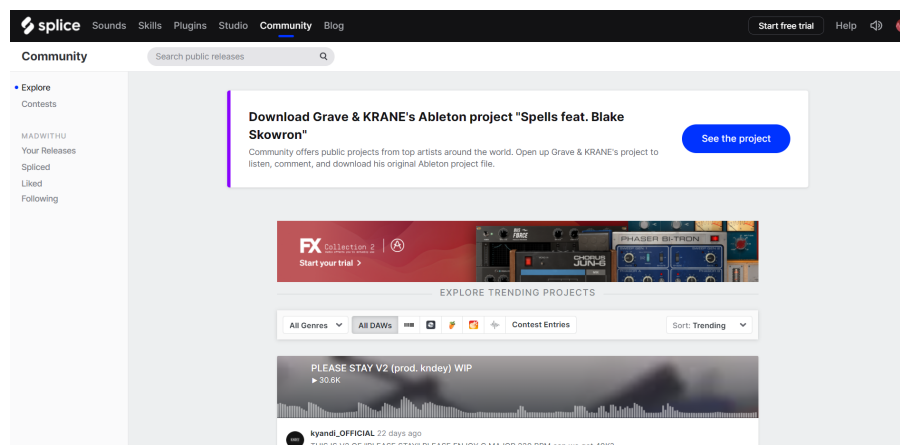


Figure 7: Community page of Splice (Splice, n.d.)

### 2.3.5 Bandlab

*Bandlab*[6] is a website that wants to connect music creators with each other (see figure 8). It is like Tinder[7] for musicians. Users can filter on what genre the user is looking for and if the search of the user should be for a songwriter for instance. The website then generates some creators for the user that the user can look at, profiles etc. If the user doesn't like the musician or is looking for something else you can go to the next person and so on. If the user likes the other the user can follow them and or send them a chat to ask for a collaboration if the user wants. Next to this tinder-like function users can also look directly for a guitarist or a beatmaker with the explore page or filter on genre. On the

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[5] https://splice.com/
[6] https://www.bandlab.com/feed/trending
[7] https://tinder.com/nl

library page the user can view their works, collaborations, liked music, groups with other musicians and joined communities (Bandlab, n.d.).

The weak point of this website is that the web pages have a lot of content to show to the user at once. This could be overwhelming for the user when using the website.
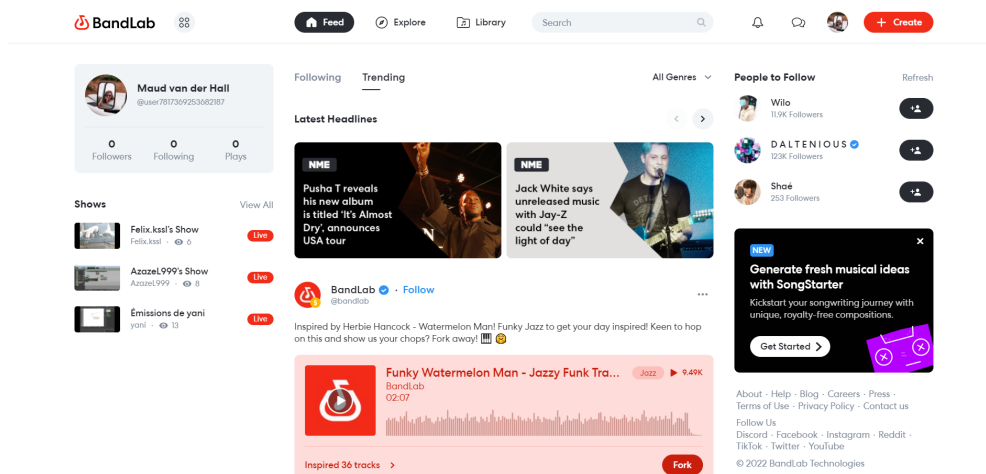


*Figure 8: Community page of BandLab*

## 2.3.6 Analysis

As can be seen in figures 4 to 8 these five sites are quite similar in the design and layout of functionalities such as filtering, posts and navigation. Next to that, the overall layout of the websites seems to be similar. Because of this, it is good to analyse and summarise this to set a basis for a website and online community that seem to work. The analysis will contain the navigation through the web pages, different pages, the layout of these pages, the design of content, user interactions and the filter functions.

### 2.3.6.1 Navigation

As mentioned in section 2.2.2 'Usability' the navigation of a platform is important so users do not get confused and know how to use the platform. All the five websites in the state of the art have a navigation bar present at the top of the website (top bar), see figure 9. In four of the five websites it stays there when scrolling down, however, on one website the navigation bar disappears. Nevertheless, the user can still use other navigation options. There is an extra navigation bar on the side (side bar) or an extra navigation bar in the middle of the page (middle bar), see figure 9. A navigation bar is a good way of showing the user where it is on the platform and how the user can go to other sides of the platform.
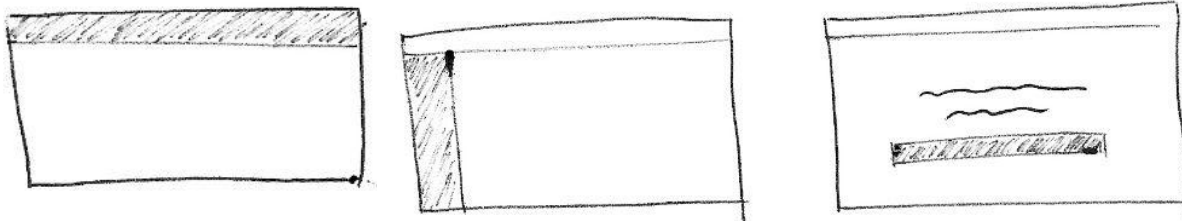
*Figure 9: Drawing of position of the top, side and middle navigation bar on a webpage, from left to right*

A Logo is always situated on the left side of the top bar. Where a profile picture or username is on the far right of the top bar indicating the profile of the user see figure 10. Between the logo and the account are titles of different pages on the online community.



*Figure 10: Drawing of the navigation bar close up*

When a website has these navigation functionalities incorporated, it becomes easier for the user to find their way on a platform. This is very important since this is one of the reasons a user wants to stay on the website or not, if the user does not know how to navigate they can get frustrated and decide to leave the platform. Therefore implementing one of the navigation bars is important.

### 2.3.6.2 Pages, Layout and Design

The pages that are in use on the five online communities are generally: Home page, Profile, Discover, Sounds, Skills, Community, Blog and Groups. So when the user clicks with their mouse on these titles, for instance 'skills',  the user goes to the page that belongs to 'skills'.

The layout of the different pages differs in the position of the posts. The reason for this is the use of a side bar/middle bar and the kind of posts/content that is present on the page. This content can vary between audio clips, work requests, instrument presets, contests, video's, posts etc. The layout and design of the content and posts themselves in overall are the same which sets a good basis to create a new design around. The most used layouts of the webpages are shown in figure 11. Where the design of the content/posts is shown in figure 12.

It has great value to know what layouts users are familiar with. When this is known, it can be taken into account when designing a new platform. This way the  user already knows how to interact with the platform and where the user can find certain information without ever having used the platform before.
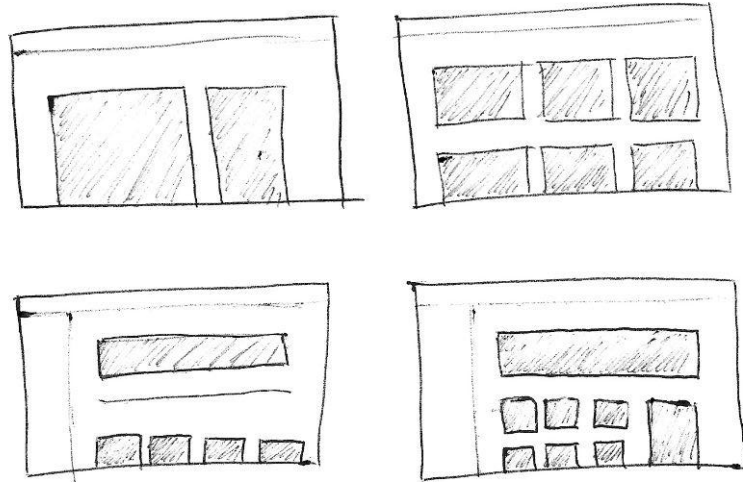
*Figure 11: Drawings of layout online communities with topbar (upper two) and with a sidebar (lower two)*
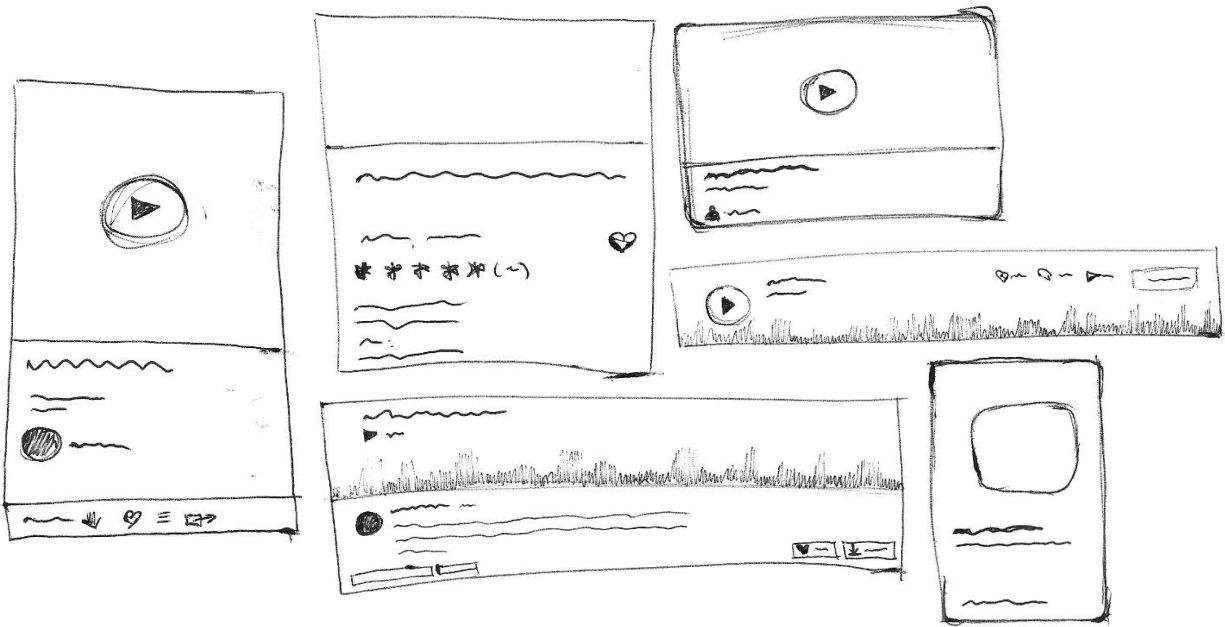


*Figure 12: Drawings of design of content/posts from the five online communities*

### 2.3.6.3 Filter functionalities

The creative flow of a musician is not blocked when the musician can go straight to where it needs to go. This means that when a user is looking for a specific sound that belongs in a specific genre, the user can find this as quickly as possible, download it and use it. Filter functions that provide this as an outcome are an improvement of the workflow and therefore an improvement of the platform. This also adds to the navigation of the user

through the platform. As pointed out in '2.3.3 SoundBetter', SoundBetter is an online community that has good filter functionalities. The aspects that can be filtered on are the kind of artists (producer, guitarist etc.) where there are more filters for the kind of, for instance, guitarists (electric, acoustic etc.), instruments and genre. Next to SoundBetter having great filter functionalities, Splice also has great ways to filter to quickly find what a user needs. These are type (DAW, Instruments and Effects) and price (Free, Paid, Rent-to-Own). Under the type are more filters surrounding what DAW users use, what instrument or what kind of effect the user needs. See figure 13 for a visualisation of the filter functionalities of both sites.
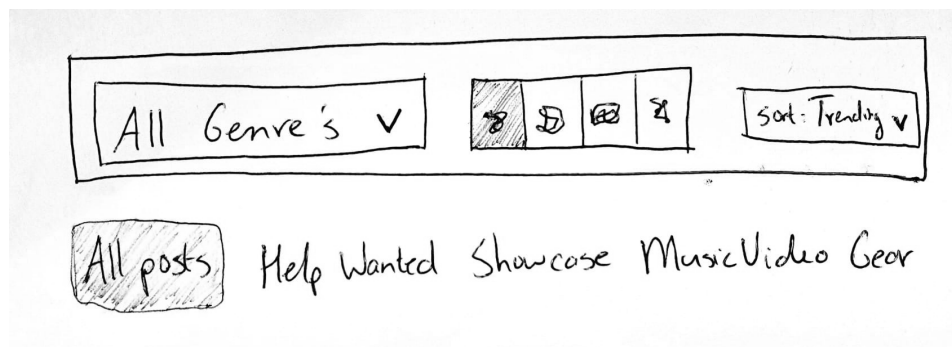


*Figure 13: Drawings of filter functionalities*

2.3.6.4 User interactions

The main user interactions surround the posts of the users as stated in section 2.2.1 'Sociability'. Others can like, share and comment on them in four out of the five online communities. The actions of liking, sharing and commenting can be performed when users have created an account and are friends with other users.

On Metapop the plays of an audio clip can be viewed next to the biggest contributors accompanied with their amount of uploads and comments. On all five of the online communities users can follow each other. On SoundBetter professionals get a rating out of five stars depending on how good their work is. On the other four online communities users can chat with other users using the profile page and on Kompoz users can invite other users to join groups. These groups are also featured on BandLab and Metapop. The groups are for genres, challenges, collabs etc. The last thing the four out of five online communities have in common are competitions. Users can upload their work on the competition pages and start discussions in a separate discussion tab on that competition page. The different types of content on all of the platforms of the state of the art also uphold the dimensions of cognition, affect and behaviour (Dessart et al., 2015) mentioned in section 2.2.1 'Sociability'. The content is engaging, fun and people learn and teach things to others. This is why all the online communities of the state of the art are a success and users stay with the online community.

## 2.4 Expert opinion

Since designing an online community for the Logue CL-1 is quite a specific project, an opinion of an expert was necessary to understand the need for this online community for this value proposition. The expert in question has experience as a digital music producer so they know the needs of a stakeholder and they know what the Logue CL-1 is, how it works and what it does.

According to the expert the only way an online community can be a success, to extend the value proposition of the Logue CL-1, is when the content has added value to the product. When this is not the case, users could go onto other platforms to achieve the same goal that the Logue online community has. This 'added value content' could be tips and tricks or videos on how to use the Logue. Another requirement that was set by the expert was that the content, when it can be downloaded, should be downloaded and shared as easily as possible. The reason for this is that otherwise the creative flow can be hindered.

Next to the content having as a requirement that it should have added value to the Logue CL-1, a good addition to encourage the community feeling is having user interactions such as liking or upvoting content of other users, commenting and even having good filter functionalities when presets of instruments can be downloaded.

The implementation of the online community could be either an app or website according to them; and even both is preferred. The app would be useful to just quickly grab and look something up. In addition, the website would be best when downloading for instance something that can be added to the Digital Audio Workstation (DAW) of the user.

## 2.5 Discussion

Available literature, state of the art and expert opinion all aided in setting requirements for the online community, the preliminary requirements will be listed in section 4.1.3. 'Stakeholder needs'. In the background research the literature helped define the term 'online community' and gained insight into what kind of content users need for an online community for them to stick to the website. The state of the art showed that there is a good basis and framework to work around when designing an online community. Since these online communities are already in use and have active users that stick to the community. Lastly, the expert opinion made clear how the online community for the Logue CL-1 can be a success and gave useful suggestions on what the content could look like.

The most useful findings from the state of the art will be taken into account when generating concepts in Chapter 4: 'Ideation'. These findings are the use of tags, top users of the month to boost engagement, thorough filter functionalities and keeping the design simple and not too overwhelming. The same accounts for the literature research, the most useful findings here is that content needs to fulfil the dimensions of cognition, affect and behaviour (Dessart et al., 2015).

# Chapter 3: Methods & Techniques

The process of designing an online community for Logue is according to the Creative Technology Design method which was created by Mader and Eggink (2014), see figure 14. In this method divergence and convergence phases are integrated into four main phases; Ideation, Specification, Realisation and Evaluation. Next to the divergence and convergence phases being integrated in all four main phases the design method also follows a spiral model. The benefit of this is having iterations of a design which gives a cyclic design approach.
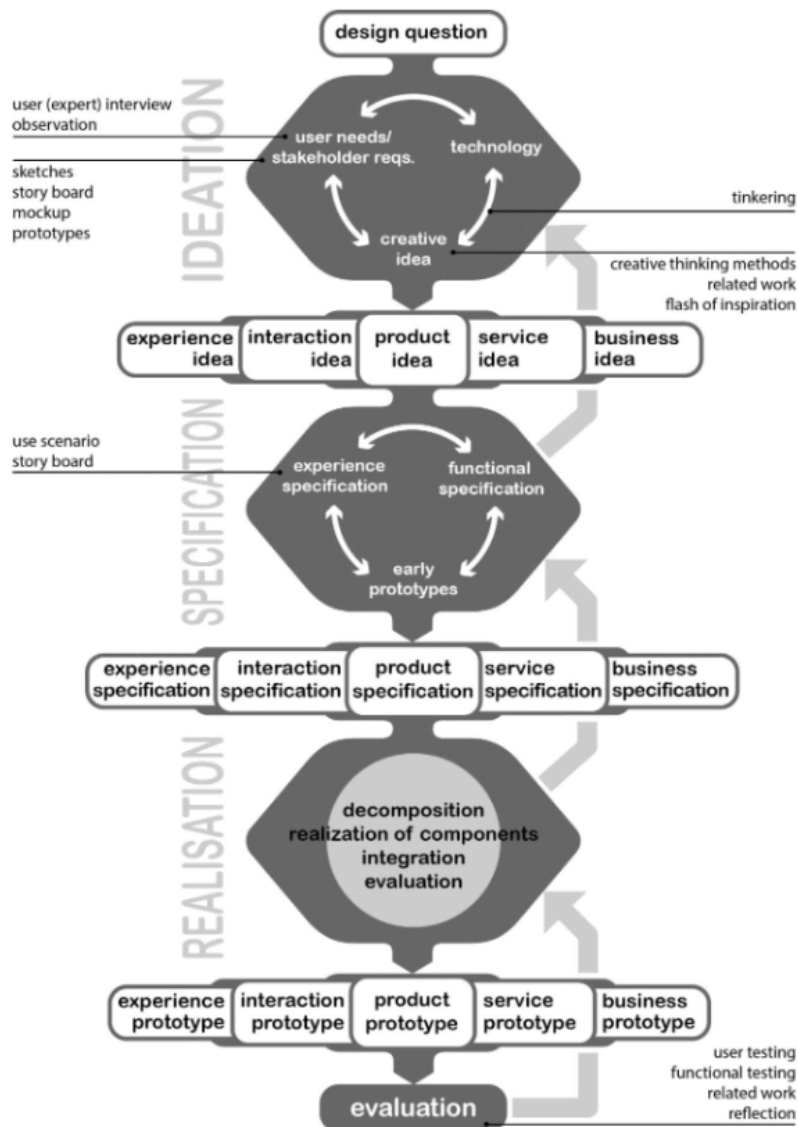


*Figure 14: A Creative Technology Design Process*

## 3.1 Ideation

The phase that starts the Creative Technology design process is the ideation phase. Where the design question starts the ideation phase. In this research this design question is: "How to provide a possibility to share Logue experience and 'mappings'?" which is the second sub question of this research. Since the online community is designed for the users this research has a user centred design process. Therefore, stakeholders will be analysed and afterwards concepts will be generated.

### 3.1.1 Stakeholder analysis

The stakeholders were analysed to see what stakeholder has more importance than the other stakeholder. This was done by making a power influence graph(Every, 2021). In this power influence graph the different stakeholders are visualised in a graph that has 'influence' and 'interest' on its axis. Concluding which stakeholders have the most importance their needs and values need to be set. This was done by setting requirements with the client and having interviews with other stakeholders.

### 3.1.2 Concept generation

For concept generation, brainstorm sessions helped with coming up with concepts. These brainstorm sessions happened with the designer themselves and together with Logue. Therefore, three kinds of brainstorm sessions took place in the ideation phase. These three sessions were for the content of the online community, how the online community will function and design of the online community (overarching concept).

#### 3.1.2.1 Content

To start the first brainstorming session it took place with the client, Logue. This brainstorm session had the dimensions of affect, behaviour and cognition of the purpose of an online community of section 2.2.1 'Sociability' as guidelines. Together some starting ideas were generated. Afterwards these ideas were worked out with some explanation and drawings where these are needed. Next to this brainstorm session, interviews with stakeholders took place and the starting ideas were explained, their opinion/ideas were taken into account. The stakeholder interviews had as a goal to review the starting ideas and get insight into what stakeholders find valuable in an online community. To reach this goal, a general semi-structured interview took place where the stakeholder answered general questions about their habits as producers but also their needs for an online community. After the general questions, the starting ideas were introduced to the stakeholders. They gave their opinion on them and ranked what ideas were better than others. When the interviews were concluded, all the information was worked out into the starting ideas with added comments and requirements from the stakeholders.

### 3.1.2.2 Functionalities

The second brainstorming session is for how the online community will function and how the user will interact with the online community. The State of the art analysis (2.3.6) of the background research (chapter 2) will be the basis for this. A list will be made of all the ways a user can interact with the online community, for instance navigation. For all of these points a small brainstorming session will be held using mind maps. The concepts generated during this brainstorming session will help in creating different overarching concepts.

### 3.1.2.3 Overarching concepts

The third brainstorming session is for generating multiple overarching concepts of the design of the online community.The different overarching concepts that come out of this third brainstorming session will be presented to Logue. They can give comments and their opinion on what concepts als fit their vision. During this meeting, after some possible iterations, a final concept will be chosen.

### 3.1.3 User requirements

With a final concept come preliminary requirements to use during the specification phase. These requirements are filtered out of Chapter 2: 'Background research', the stakeholder interviews, the final concept and Logue. The requirements with the most importance will be highlighted.

## 3.2 Specification

In the specification phase the focus lies on finalising the requirements for the final product. The preliminary requirements that were created in the ideation phase serve as a starting point for the final requirements. To expand and further develop the preliminary requirements, personas were created to help understand the needs of the stakeholders. Accompanying these personas were storylines and storyboards of all the interactions the personas could have with the final product.

After creating the personas and their storylines the final requirements list could be made in combination with the information gathered during Chapter 2: 'Background research' and Chapter 4: 'Ideation'. A distinction was made between functional and non-functional requirements where functional requirements describe what the platform does where non-functional requirements describe how the platform does it. Some requirements have more urgency or are more important than others, this is why the requirements were categorised using the MoSCoW method (McCloskey, 2021). The four categories of the MoSCoW method are must (M), should (S), could (C) and would (W). The four categories are ranked from most important to least important; must, should, could and would.

## 3.3 Realisation

Using the requirements of the specification phase the next phase of the Creative Technology Design method, the realisation phase could start. The requirements were used as guidelines and rules for the actual implementation of the final product, which in this case was a hi-fi prototype. During the realisation of the hi-fi prototype several iterations were created. These different iterations were made using feedback, after the implementation of this feedback the final product was presented.

## 3.4 Evaluation

The last phase of the Creative Technology Design method is the evaluation phase. In this phase the final product that was created in the realisation phase was evaluated. The evaluation is based on reviewing the requirements set in the specification phase. How these requirements were reviewed was by doing user tests where stakeholders participated in. The user test consisted of two parts, interacting with the final product and a semi structured interview. The semi-structured interview had a few set questions but there was also room for other questions from the researcher or participant. This way a conversation can flow from the questions asked and at the same time discussions could take place about concepts guided through the set questions.

# Chapter 4: Ideation

The first step in the Creative Technology Design method by Mader and Eggink (2014) is the ideation phase. In this ideation phase the stakeholders will be identified and analysed on their needs and wishes in order to create preliminary requirements. These requirements will help with the brainstorm sessions to set guidelines. After that the concepts of the brainstorms will be worked out and analysed. To conclude this chapter the final concept of the online community will be shown.

## 4.1 Stakeholder Needs and Requirements Definition

The people that are involved in designing the Logue CL-1 online community platform are the stakeholders. A stakeholder identification will show what stakeholders have interest in the design process. Where the stakeholder analysis helps with gaining insight in the stakeholder needs and requirements. These stakeholder needs and requirements help set guidelines for the design of the online community.

### 4.1.1 Stakeholder Identification

The stakeholders of the online community platform design for the Logue CL-1, are the new users who are intermediate and advanced music producers and performers, the client Logue, the designer and the supervisors.

The new users of the online community platform have an interest in the Logue and or the online community. The users of the Logue CL-1 are intermediate and advanced music producers and performers. Since these stakeholders are in possession of or have an interest in buying a Logue CL-1 they will find the content on the online community platform of value. It is of value to know the needs of these stakeholders to make the design of the online community user friendly.

Logue is the client of this online community, their interest is gaining and attaining new users as a marketing tool for their value proposition the Logue CL-1. Because it will be an expansion of the value proposition for the Logue CL-1 they will have requirements surrounding the design and the content of the online community.

Next to these is the designer. The design of the online community for the Logue CL-1 depends on how the designer interprets the requirements and needs of the other stakeholders, results of the literature review and state of the art research.

Lastly are the legislators of this project, Kasia Zalewska and Richard Bults. They help the designer when needed with giving structure to the process, share their opinions and give feedback on the work the researcher has done.

## 4.1.2 Stakeholder Analysis

A stakeholder analysis is needed to understand the stakeholders and to analyse where they stand in the design of the online community and what their interest and influence is. To see how much influence the stakeholders have on the design of the online community a power influence graph, described in section 3.1.2 'User requirements', was made as can be seen in figure 15. The x-axis is where the interest is represented and the y-axis is where the influence is represented. The numbers in the graph represent the stakeholders of the online community:

1. Intermediate and advanced music producers and performers
2. Logue
3. The designer
4. Kasia Zalewska and Richard Bults
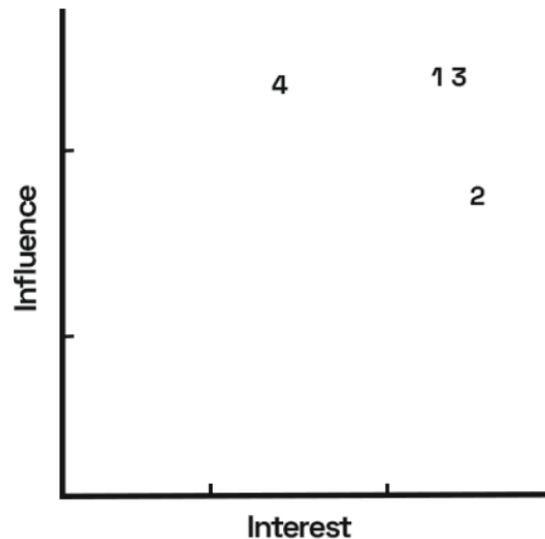


*Figure 15: Influence and interest of the stakeholders visualised in a power influence graph*

Because Logue, the intermediate/advanced music producers and performers have influence and interest in the design process of the online community (figure 15). Interviews were held with digital music producers and performers to gain insight in their habits and needs when creating and sharing their music. In discussion with Logue a list of requirements was concluded (see Appendix A).

In total four interviews with digital music producers took place (see Appendix E). The answers on the questions of the interviews about the habits of the participants shared some similarities. The way they get inspiration comes in different forms and sizes and at random moments, when they hear music or listen to samples or just when they are creating in general they get in a creative flow. Next to this they all used lots of samples in

their process but finding them is always a big search so they agree that this process could be improved. Lastly they all occasionally listen and/or look at livestreams of producers and performers to see how they work and what instruments or devices they use.

Next to gaining an insight in their habits additional questions were asked about their opinions on the concepts of 4.2.2 'Content brainstorm'. At this point in the process the preliminary ideas that are worked out in 4.2.2 'Content brainstorm' were shared in order to see if those ideas would have relevance to the stakeholders in the first place. During this part the participants also gave opinions and thoughts that shared some similarities. The preliminary ideas of the content of the online community were shared which can be found in '4.2.2.1 till 4.2.2.4'; mapping sharing, co-creation, samples with previews and Logue live. Overall the feedback that the participants gave was positive and filled with useful tips which were included in the worked out versions in this chapter. Moreover, from these interviews user requirements could be derived. What type of content the participants want to find in such an online community platform, how this content should be accessible and that the content should be of quality. These requirements will be included in a preliminary requirements list.

### 4.1.3 Stakeholder Needs

As said before, the stakeholder needs help in the brainstorming sessions to set guidelines for what ideas may or may not work for the stakeholders. From the interviews with the intermediate and advanced music producers and performers, the Logue BrandBook and the list of requirements of Logue, the needs of the stakeholders have become more clear and will be further discussed. In addition, the literature found in Chapter 2 'Background research' gave a clear picture on when a platform suffices as an online community therefore these points will also be taken in consideration for the preliminary requirements. The full requirement list of Logue (Appendix A) can be filtered down to a few requirements because some share similarities and other requirements are out of scope for this project (e.g. regarding budget) and therefore will not be fully included. Furthermore, Logue has a BrandBook where the whole design language of the company is explained. Typography, use of colours, photography and the use of shapes are defined in this BrandBook. To get a cohesive look the online community platform should follow the Logue design language and therefore follow the Logue BrandBook. The list of requirements can be seen in Table 1 where the requirements are divided into categories on what the origin of the requirement is.

| Nr. | Requirement | Category |
|---|---|---|
| 1 | The goal of the community is to build a brand and be a marketing tool | Logue |
| 2 | There should be interactivity; consumption and production of content for and by the user | Logue |
| 3 | There should be different types of interacting with the platform for different types of users (paying and non paying users of the platform) | Logue |
| 4 | The content of the online community should have relevance to the product | Interviews |
| 5 | There should be no hindering of the creative flow for the user when producing music | Interviews |
| 6 | Downloading of content should be as easy as possible | Interviews |
| 7 | Navigation on the online community should be clear and intuitive | Interviews |
| 8 | Filtering through content of the online community should be simple for the user | Interviews |
| 9 | Quality of the content should be visualised so users know the value of it | Interviews |
| 10 | The content of the online community needs to fulfil one of the three dimensions by Dessar et al. (2015); cognition, behaviour and affect | Background research |
| 11 | It should be clear for the users on how and where to interact with each other on the platform | Background research |
| 12 | The design of the website should look cohesive and uncluttered | Background research |
| 13 | There should be ways for users to filter on their needs | Background research |
| 14 | The lay out of the online community platform should be similar to other platforms because users know those other platforms | Background research |

*Table 1: List of preliminary requirements*

Some requirements are more important than others, the most important requirements can be seen in Table 2.

| Nr. | Requirement | Category |
|-----|-------------|----------|
| 1 | The goal of the community is to build a brand and be a marketing tool | Logue |
| 4 | The content of the online community should have relevance to the product | Interviews |
| 7 | Navigation on the online community should be clear and intuitive | Interviews |
| 10 | The content of the online community needs to fulfil one of the three dimensions by Dessar et al. (2015); cognition, behaviour and affect | Background research |
| 12 | The design of the website should look cohesive and uncluttered | Background research |

*Table 2: List of most important preliminary requirements*

## 4.2 Preliminary Concepts

With the help of the stakeholder requirements the brainstorming, mentioned in 'Chapter 3: Methods and Techniques' can start. In total two brainstorming sessions took place, a content and functionality brainstorming session. The ideas of these brainstorms were worked out and combined in multiple overarching concepts. These overarching concepts are wireframes for the platform pages of the online community platform. To conclude, the concepts were analysed by the designer to see what were the best options in regards to the stakeholder requirements.

### 4.2.1 Functionalities brainstorm

The first brainstorm session that took place was about the functionalities of the platform. The basis for this brainstorm was from section '2.3 State of the art'. Analysing how other platforms were structured and function gave a clear picture of what the norm is. This also gave an opportunity to think about different ways of approaching the way of structuring and functions of the website. However due to the user requirements several ideas were not useful because they could obstruct the flow of a user since users could be unfamiliar with the function and structure of the website. These ideas will therefore not be worked out. The brainstorm situated around three categories, where the categories are:
- Navigation
- Interacting with website
- User interaction

4.2.1.1 Navigation functionality

As can be seen in section 2.3.6.1 'Navigation' and section 4.1.2 'Requirements', a useful way for users to navigate is key to find their way through the platform. The ideas surrounding navigation can be seen in figure 16. Where the buttons and the potentiometer of the Logue, visualised as navigation buttons is an option, having a standard navigation bar at the top or side of the website is more clear for the user. As was seen in section 2.3.6.1 'Navigation', the navigation bar is in all of the five cases situated at the top of the web page.

The filter bar is a feature that a user should see at all times and therefore should be at the top or on the side of the platform page. The implementation of the top or side navigation bar, the middle or side filter bar will be evaluated in section 4.4.3 'Overarching concept brainstorm'.
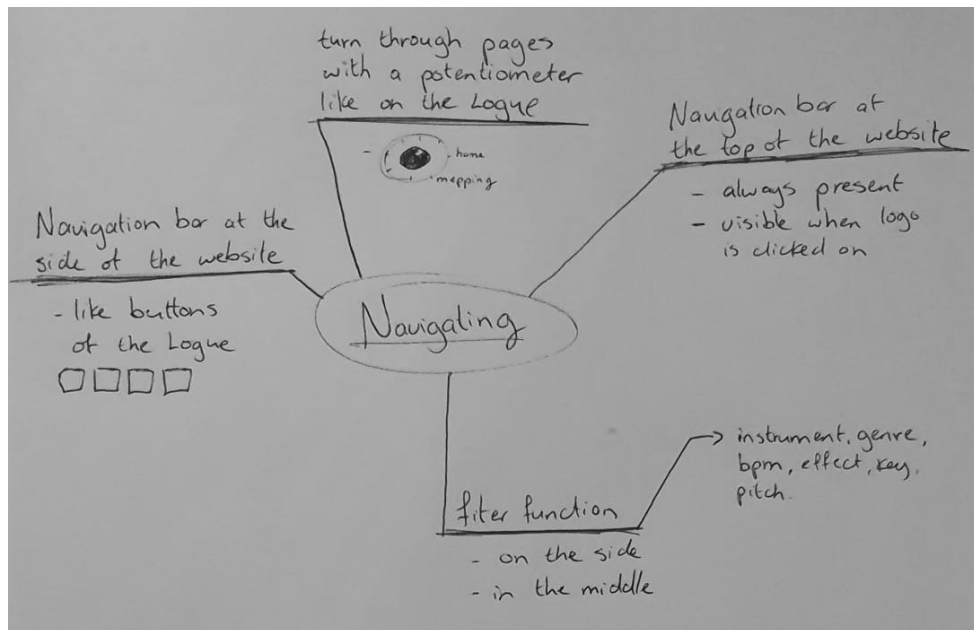

Figure 16: Mindmap of navigation brainstorm

4.2.1.2 Interacting with website functionality

How the user interacts with the platform can make or break their experience with the website. When a user does not know how to interact with a website they will not use it. The ideas surrounding interacting with the platform can be seen in figure 17. Where the normal mouse idea is a safe choice and will be the default.

However the idea of using the Logue CL-1 to interact with the website has potential. The idea is that on the platform a user can download a mapping for 'interacting'. With this mapping the normal interaction actions are mapped to the Logue itself. This means that with a potentiometer the user can scroll through a page from top to bottom,

another potentiometer can select posts that are on the platform page and with a push button the user can click on that post or with another button the user can like that post.

The swiping through pages idea will be an addition to the navigation bar. With a navigation bar at the top of the website the user can slide with a mouse through the pages instead of clicking on them in the navigation bar. The navigation bar will then double as a scroll bar.
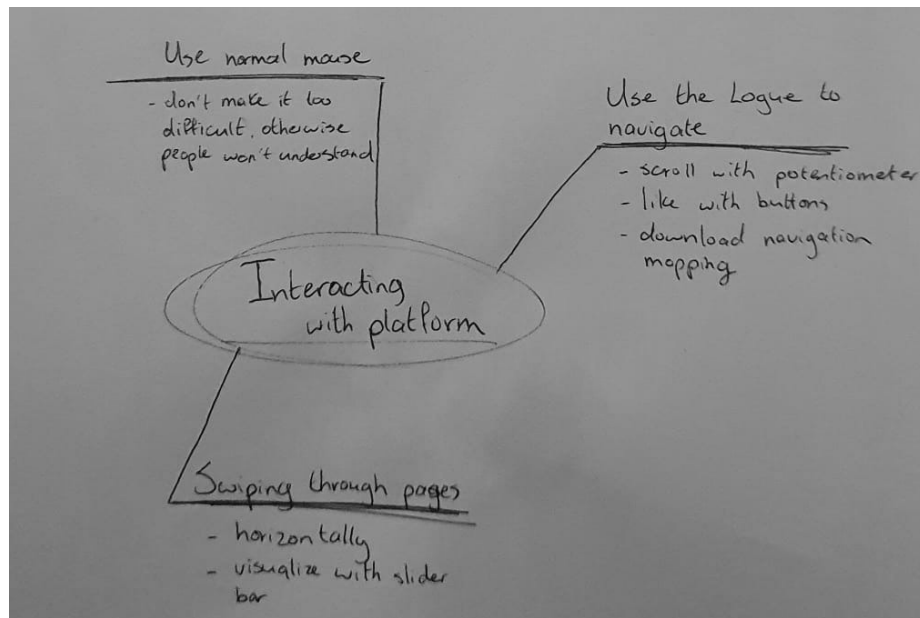


*Figure 17: Mindmap of interacting with the website brainstorm*

4.2.1.3 User interaction functionality

How users can interact with each other is an important factor in an online community. There should be options for users to share their opinions or share responses with each other. The ideas surrounding user interactions can be seen in figure 18. The comment section, which was present in four out of the five in section 2.3.6.4 'User interactions', is also important to implement in this online community platform.

The ideas on reacting on other users include standard likes, liking a post in the form of rating the post from one to five visualised with a volume button, using small voice notes saying 'nice' or 'great', sound effects that are connected to an emoji or a sound as a reaction. In addition, other possible forms of user interaction that are not implemented in figure 18. Chatting with other users one on one or in groups. These groups can also be public or private.
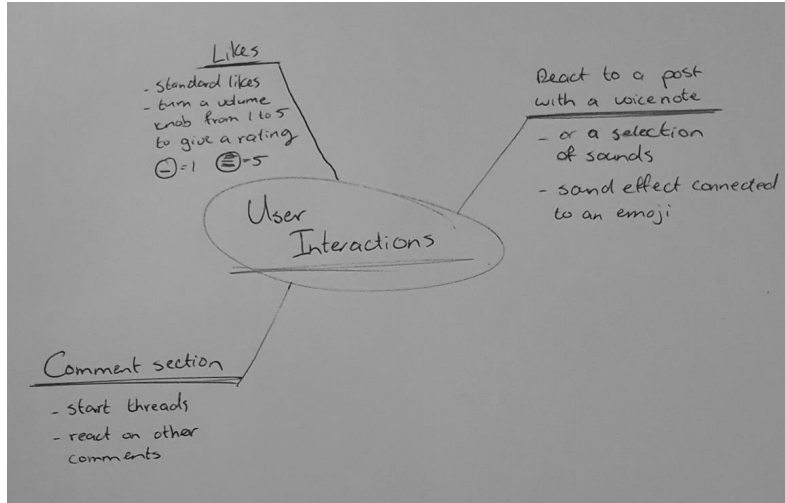
*Figure 18: Mindmap of user interactions brainstorm*

## 4.2.2 Content brainstorm

Together with Logue a brainstorm session took place for the content of the online community platform. During this brainstorm session a list of ideas for content for users to share and absorb came up (figure 19). In discussion with them the 'best' ideas were chosen to be worked out. In total these were 4 ideas which will be explained one by one.



*Figure 19: List of content for users to share and absorb on the website*

## 4.2.2.1 Content Concept 1: Mapping sharing

The first idea is called mapping sharing. What a mapping entails is that, in order to work with the Logue when it is connected to a Digital Audio Workstation (DAW), all the parameters or buttons from the digital instrument (in the DAW) are connected to all the 32 buttons/parameters on the Logue, see figure 20.



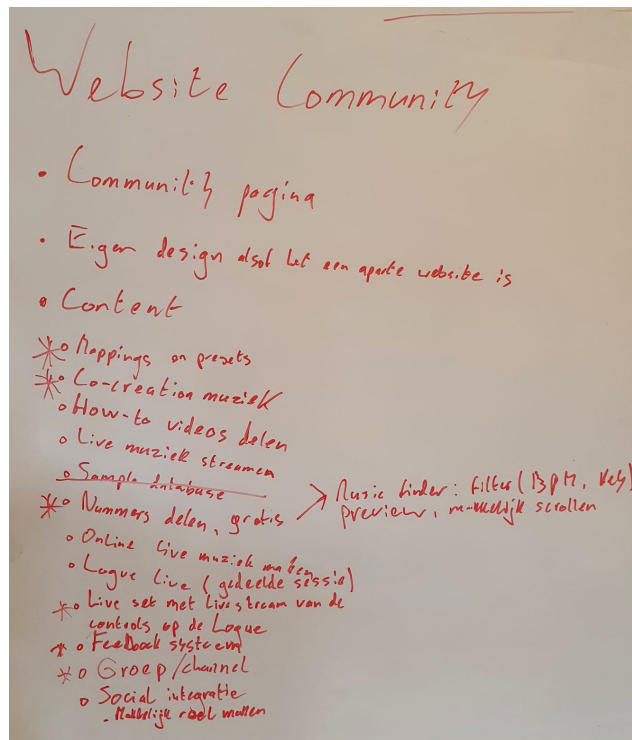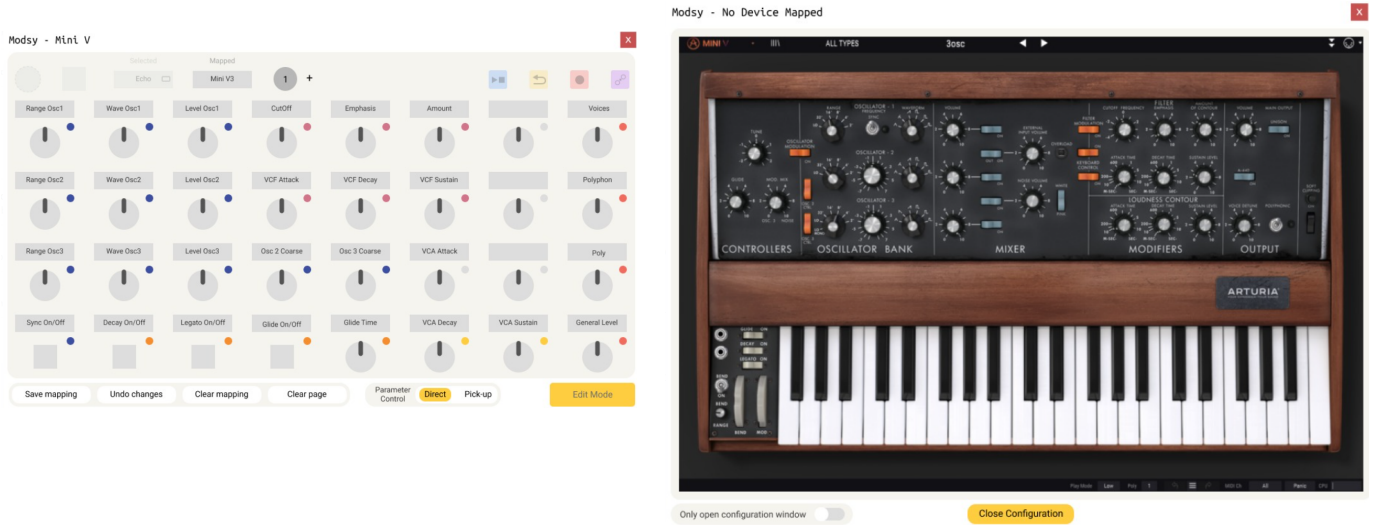*Figure 20: Example of a mapping with the mapping software (left) and digital instrument (right)*

This process needs to be done individually, one parameter by one parameter for the 32 buttons on the Logue. It can take some time to create these mappings for all the digital instruments and effects a user could have in their DAW. To save time and work users can share their own created mappings in the form of posts on the website where other users can download these mappings so they don't have to make them themselves.

## 4.2.2.2 Content Concept 2: Co-creation

The second idea is called co-creation. Co-creation is a way where multiple users can create a song with each other. This is done in the form of posts where users can post one stem of audio or audio clip. Other users can react to this by uploading a stem of their own to the original post, see figure 21. The top post in figure 21 is a single stem where the bottom post has two added stems to the original one. Eventually a song is created where multiple users put in their part.

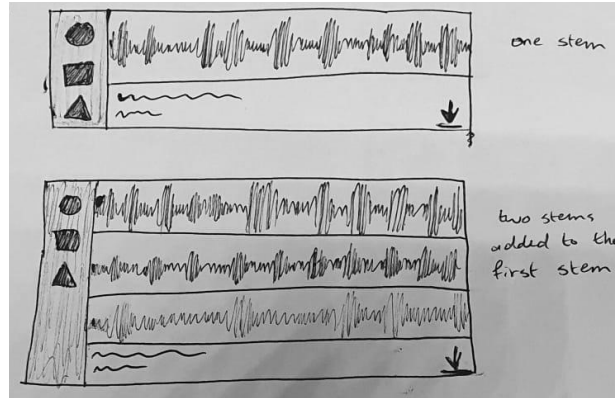*Figure 21: Drawing of co-creation concept*

### 4.2.2.3 Content Concept 3: Sample sharing with previews

The third idea is that users can create samples with their Logue. These samples can be uploaded to the platform in the form of posts. The sample has an audio preview connected to it where the producing user can pick a time period in the sample of 8 to 10 seconds on what they want to showcase to other consuming users. This way the consuming users can decide in a short amount of time if they like the sample or not. To hear the full potential of a sample the consuming user can do sample modulation on the website; change pitch or tempo (bpm). In addition the mappings that were used during the creation of the sample can be added to the sample.

### 4.2.2.4 Content Concept 4: Logue Live

The last idea is called Logue live. Users can create a Live session where they create music with the Logue, this will be the producing user. The idea behind this is to use this as a feedback system. The live session will be a screen recording of their Digital Audio Workstation (DAW) and other consuming users can also see what parameters are changing on the Logue. Consuming users can comment on the session, add samples to the session so the producing user can use those and consuming users who are watching the live session can listen to the audio that is created independently of the live session to give useful feedback. When a session is concluded the producing user can watch the video back together with the feedback. Consuming users can timestamp their comment for a specific timeframe in the video or a time period of the video.

### 4.2.2.5 Content Concepts discussion

The presented concepts can be grounded by the requirements set in 4.1.3 'Stakeholder needs'. Where the requirements that are applicable to the content are 2,4, and 10 from Table 1. Looking back at 'Chapter 2: Background research', in 2.2.1 'Usability' it was found that people need a purpose to stay in an online community. That purpose can be content that meets the dimensions of affect, cognition and behaviour explained in 2.2.1 'Usability' as well.

The 'affect' dimension is fulfilled by 'Co creations' since users can enjoy creating music with others. The 'behaviour' dimension is fulfilled by 'Logue live', 'Samples' and 'Co-creations'. Users can get and give feedback to each other when creating a song with 'Logue live', the 'Samples' can spark creativity when making music as well as the 'Co creations'. The 'cognition' dimension is fulfilled by all the content since they are engaging. The 'Mappings' add value to the Logue CL-1 and are therefore chosen as content.

These concepts are for posts, which means that users can upload them themselves on the online community platform and at the same time can consume the posts of other users. Here the interactivity is integrated.

### 4.2.3 Overarching concept brainstorm

The last brainstorm during this ideation phase was the overarching concept brainstorm. This overarching concept combines the ideas from the functionalities and content brainstorm from sections 4.4.1 and 4.4.2 respectively.

This last brainstorm was structured as follows, see figure 22 for the setup. All the content, navigation bars, comment section, titles and other buttons were printed and cut out. A clean A3 paper was used as a base for the wireframe and the cutouts could be shuffled around on this paper to create a playful way of structuring the layout of the web pages. Next to the A3 paper and the cutouts was a notebook where the number of overarching concepts were written down together with an explanation of what everything meant for that specific overarching concept. Lastly, a laptop was placed above the A3 paper, cutouts and notebook to use as a source of inspiration; the websites found in the state of the art were displayed.

*Figure 22: Setup of overarching concept brainstorm*

In total twelve overarching concepts were made that accompany a specific page on the platform. In figure 23 a mind map was made to make an overview on what pages the website could have. The overarching concepts will be described using a wireframe of the webpage accompanied with a description of what can be seen in the wireframe. After the descriptions of the wireframes they will be analysed on what ideas could work based on the user requirements and what ideas will not work based on the user requirements.
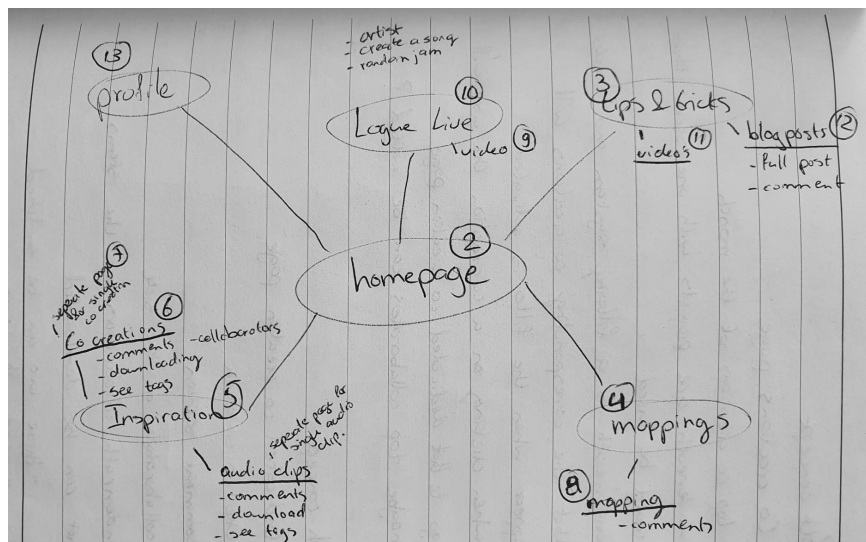


*Figure 23: Mindmap of platform pages and their content*

### 4.2.3.1 Concept 1: Homepage

The first concept for the homepage is based on a bulletin board, see figure 24. The navigation bar only includes a logo and a link for the profile page of the user. All the main content can be filtered on this web page using the filter bar that is why there are no links for other webpages situated in the top navigation bar.

The content area includes posts that differ in size depending on what kind of post they are; co creating, mapping, Logue live etc.

For example, when the user uses the filter bar to filter on co-creating posts, all the other posts will disappear from this web page and only the co-creating posts are shown. Using other filter functions of the filter bar the user can narrow their search on genre or type of instruments used for a co-creation they are looking to work on. This same principle accounts for the other posts.
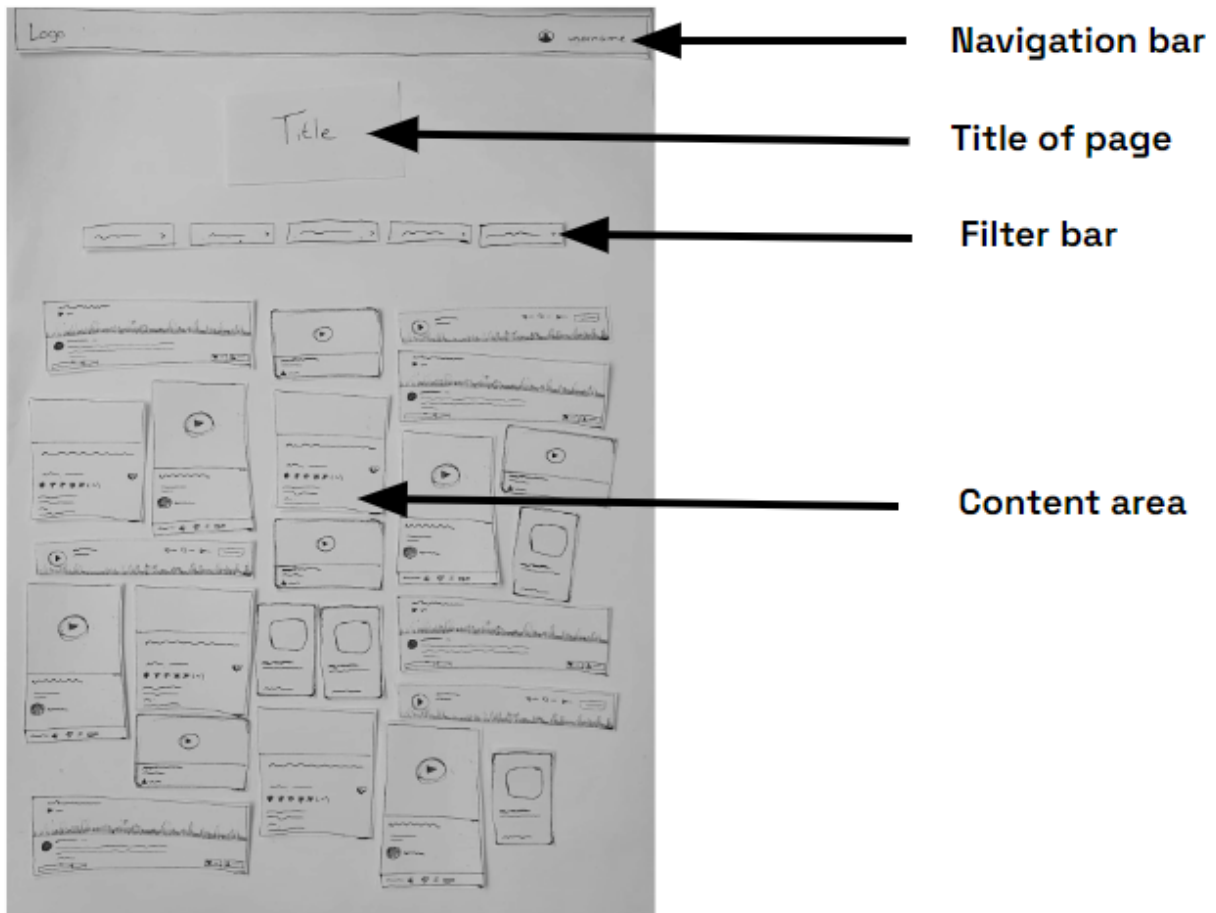


*Figure 24: Overarching concept of the homepage 1*

### 4.2.3.2 Concept 2: Homepage

The second concept for the Homepage can be seen in figure 25. The navigation bar includes a logo, a link for the profile page of the user and links for pages dedicated to mappings, co creating etc. The content areas are from top to bottom: samples/audio clips, mappings and co creations.

For example, when the user wants to find mappings, use the link in the navigation bar and go to the dedicated mappings web page where the user can filter on their preferences etc. on that platform page.
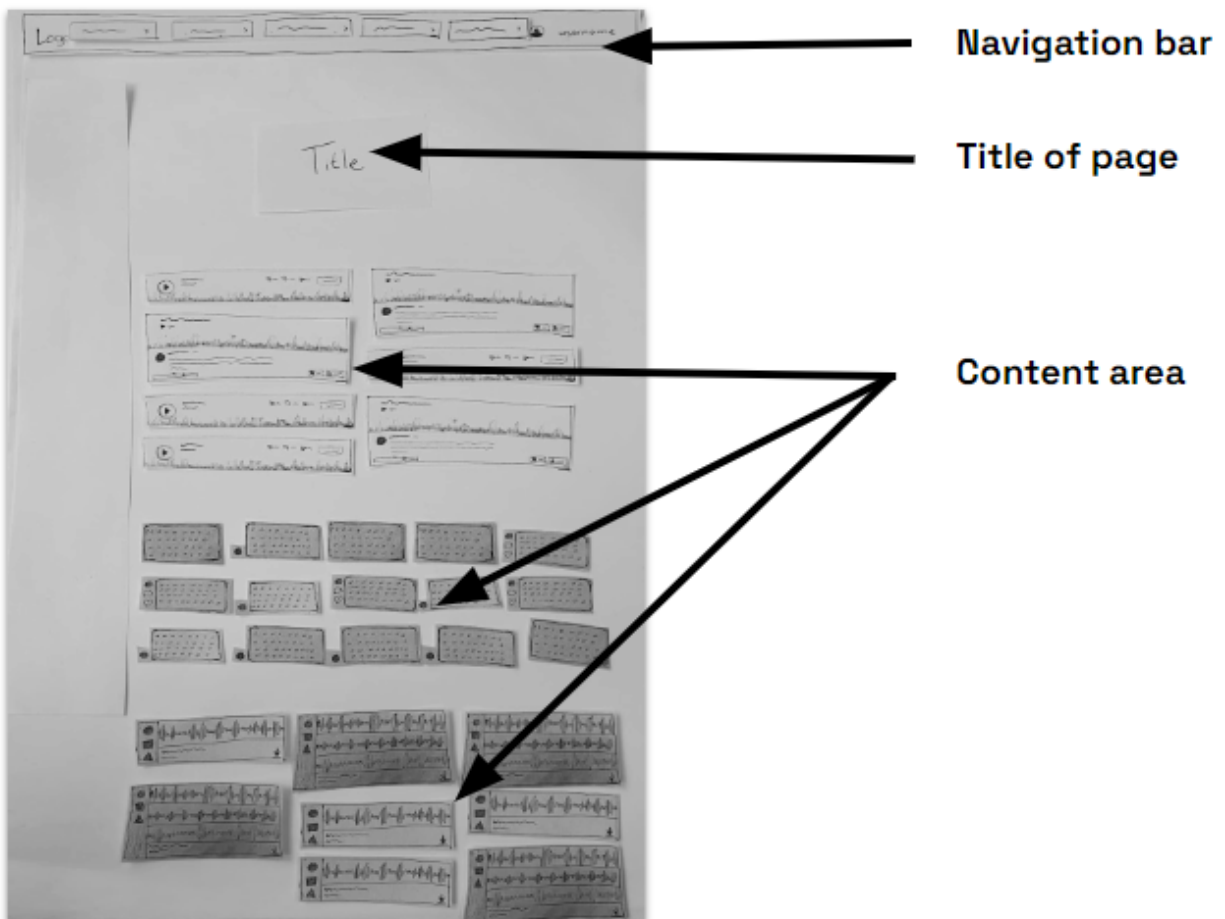


*Figure 25: Overarching concept of the homepage 2*

### 4.2.3.3 Concept 3: Tips and tricks page

The concept for the Tips and tricks based can be seen in figure 26. The navigation bar includes a logo, a link for the profile page of the user and links for pages dedicated to mappings, co creating etc. Next to the dedicated pages the content of this page can be filtered on type of posts using the side navigation bar. Where the filter bar can be used to narrow the search of the user based on for example type of tips.

The content areas are from top to bottom: blog posts, tutorial video's and mappings. Where examples of posts for each content area are given in a single horizontal row.



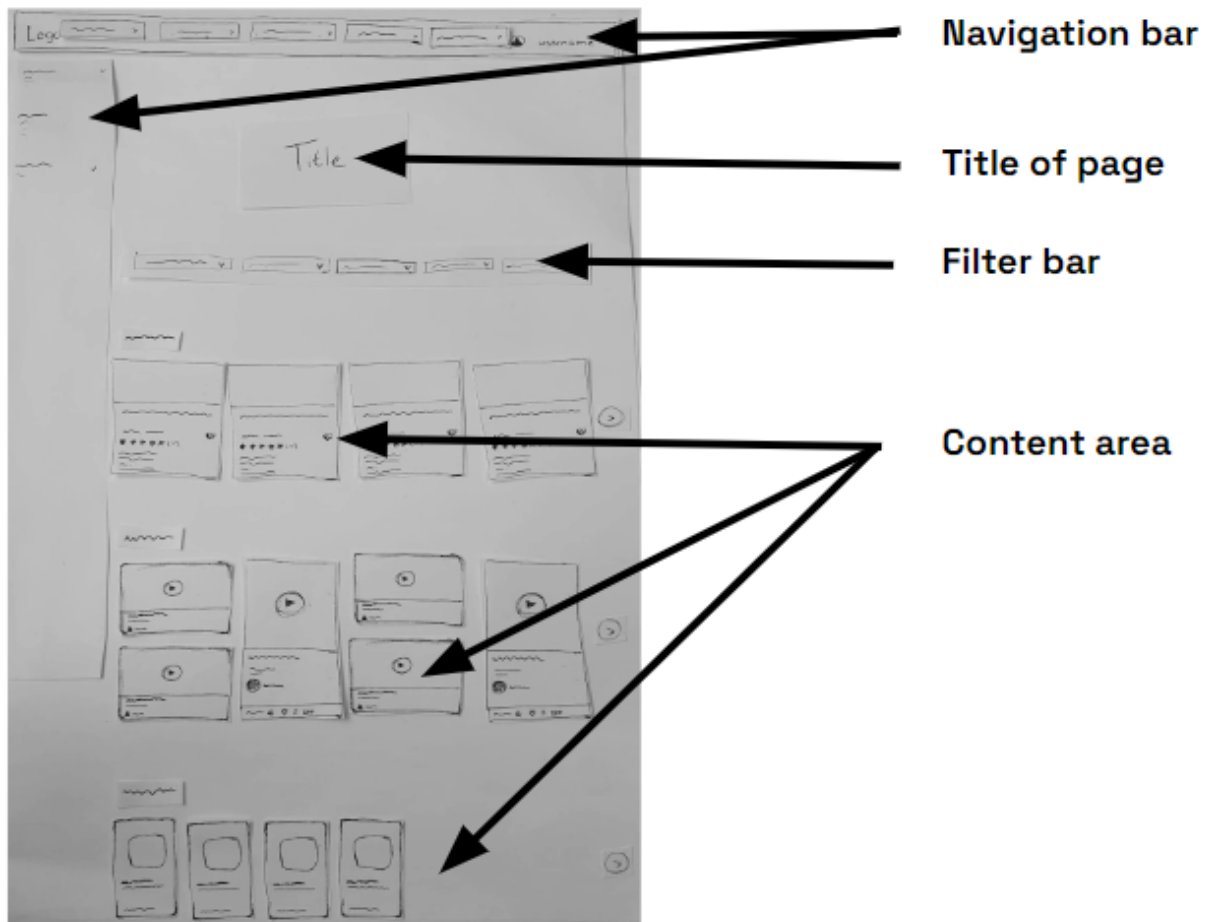*Figure 26: Overarching concept of the Tips and tricks page*

The overarching concept of the inspiration will look similar to the overarching concept of the tips and tricks page. The content areas are from top to bottom: the top co creations and samples of the month, sample previews and co creations with multiple stems already. When the different posts are clicked on the user will go to a dedicated web page for that post.

### 4.2.3.4 Concept 4: Mappings page

This concept for the mappings page (figure 27), is also applicable for the co-creation, logue live and sample page. The top navigation bar only includes a logo and a link for the profile page of the user. The type of mapping (instrument, genre, etc.) can be filtered on this platform page using the middle filter bar.

The content areas are the top area which is a single horizontal row of the top mappings of the month. The second content area is the result of the filters a user gave in the filter bar.
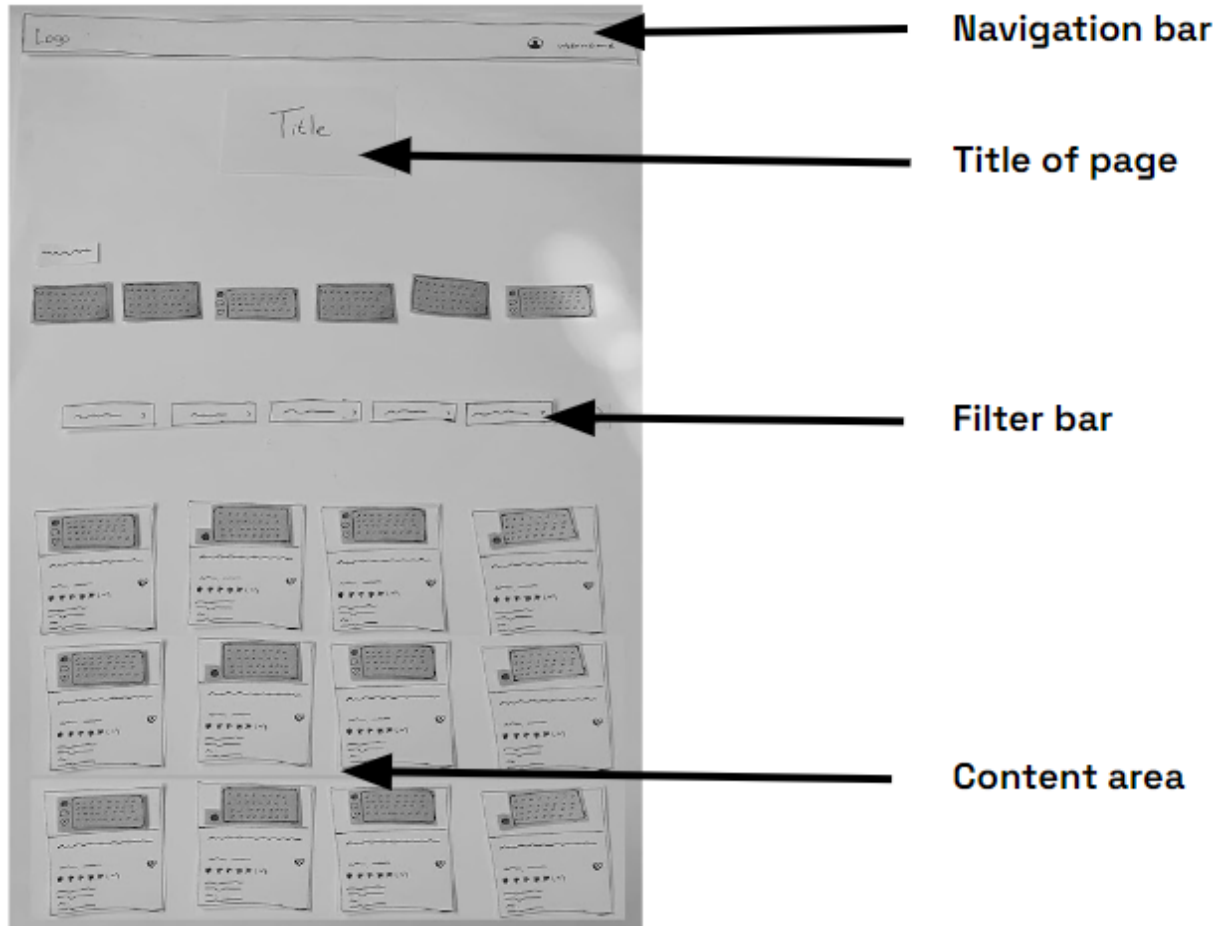


*Figure 27: Overarching concept of the Mappings page*

The sample, Logue live and co-creation page will look exactly the same as the mappings page. The only difference is that the top mappings of the month will be the top samples of the month and that the mappings that are shown below the middle filter bar will be samples. For the Logue live the top mappings of the month will be replaced by Logue live sessions that are live at that moment.

## 4.2.3.5 Concept 5: Dedicated mapping page

The concept for the dedicated mapping page can be seen in figure 28. This is also a basis for the dedicated co creation and logue live session pages. The navigation bar includes a logo, a link for the profile page of the user and links for pages dedicated to mappings, co creating etc.

The mapping is an enlarged picture of the mapping where the user can read how each parameter is labelled and next to the mapping is information with what the mapping entails, the rating it has, amount of likes and tags. The content area is a selection of co creations where this mapping was used and a selection of samples where this mapping was used. The comment section is where users can comment on the mapping and each other.
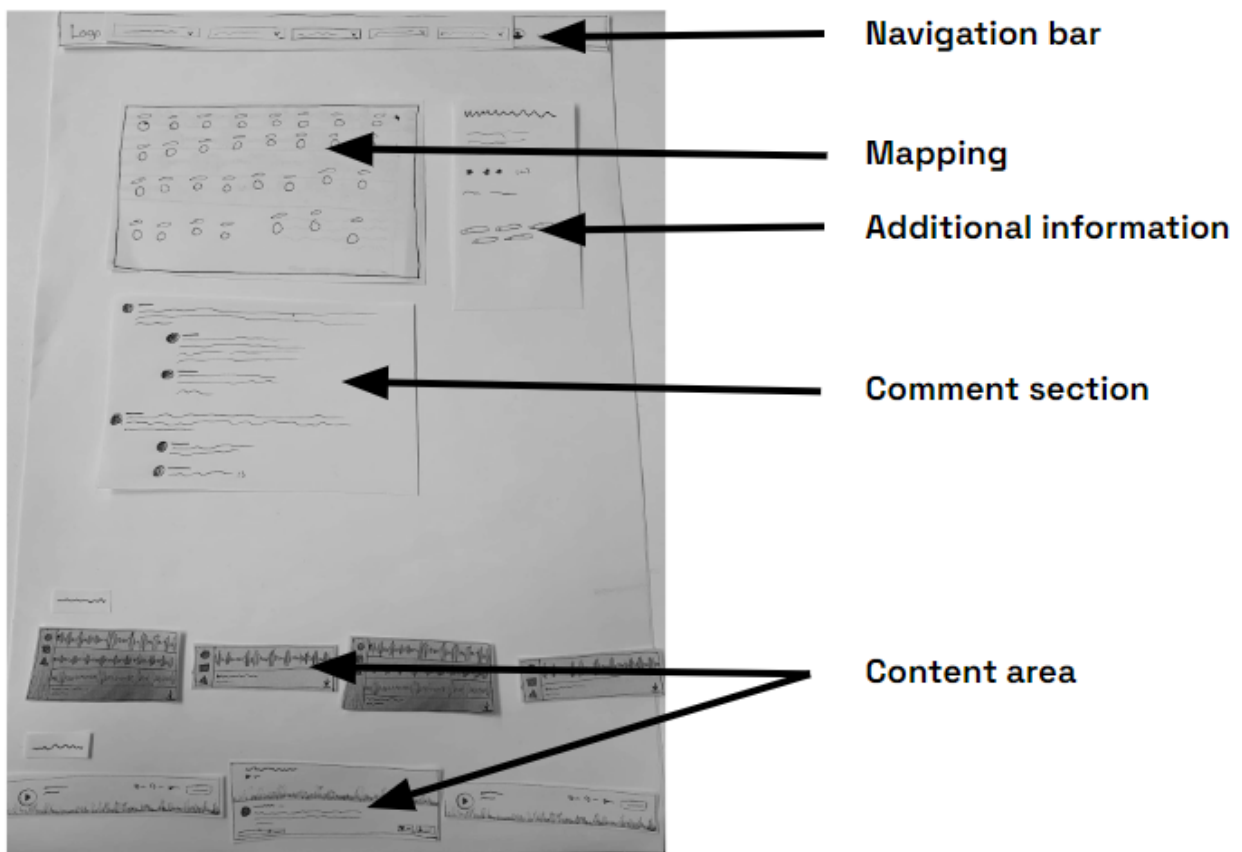


*Figure 28: Overarching concept of the dedicated mapping page*

The dedicated Logue live page looks similar to the dedicated mapping page. The bigger picture of the mapping is replaced with the live video, the information next to it stays. However, underneath the information is a place to drop samples that the user who is having a live session can use. Another thing that is added is an audio track underneath the live video so that users can listen to the creation of the session independently of the

live video. The comment section stays and the middle and bottom content area become one bottom content area which displays a selection of concluded live sessions.

The dedicated co-creation page also looks similar to the dedicated mapping and logue live page, see figure 29. The bigger picture of the mapping is replaced with the co-creation, showing all the stems. The information next to it is replaced with a list of users that made the stems, underneath the user can download the stems separately or together and under that is a selection of what mappings were used making these stems. The comment section stays and the middle and bottom content area become one bottom content area which displays a selection of co creations.
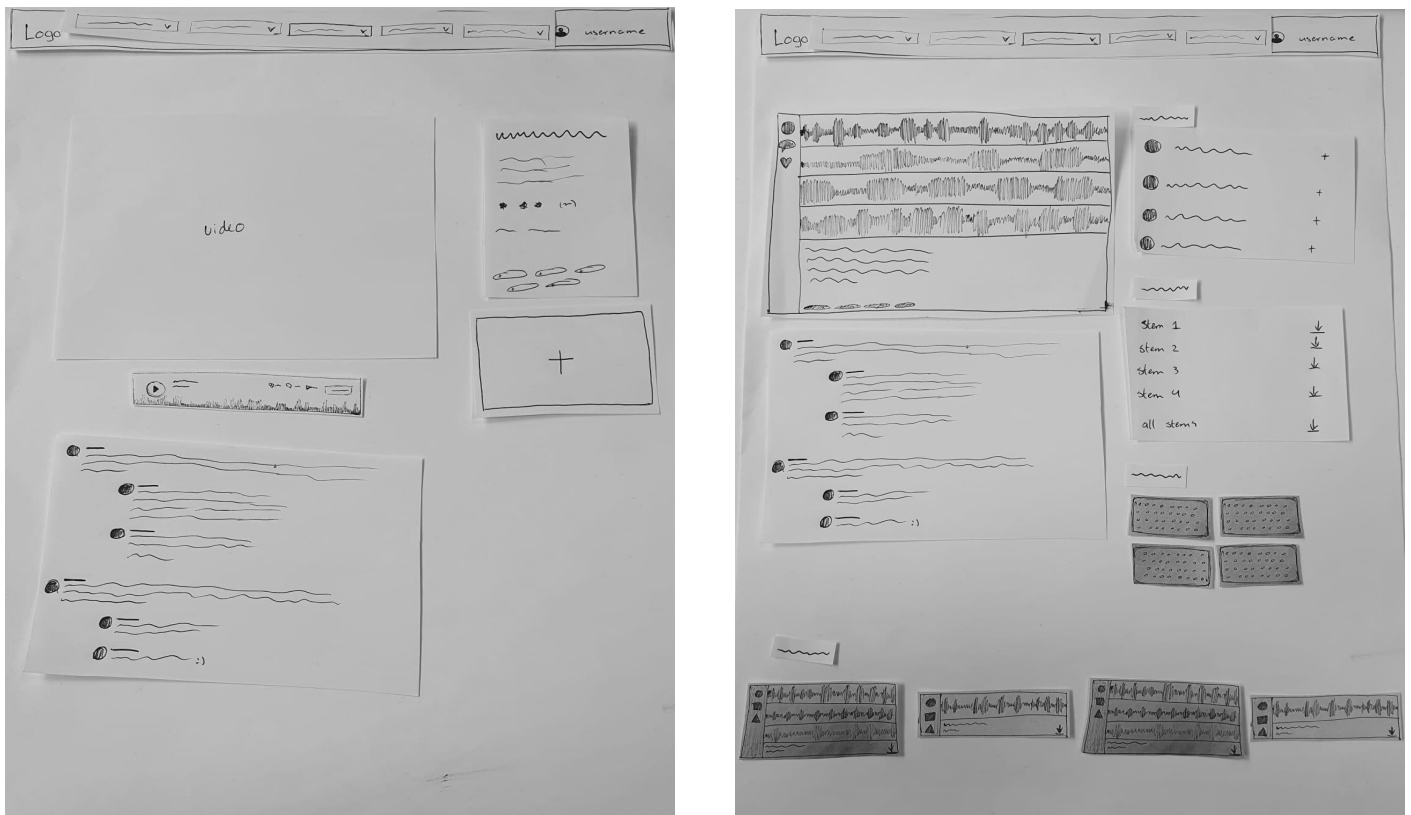


*Figure 29: Overarching concept for dedicated Logue live (left) and dedicated co creating (right)*

### 4.2.3.6 Concept 6: Dedicated blog post page

The concept for the dedicated blog page can be seen in figure 30. The top navigation bar includes a logo, a link for the profile page of the user and links for pages dedicated to mappings, co creating etc.

The content areas are from top to bottom: picture fitting to the blog post, text of the blog post and a selection of other blog posts. The action button can be used to view more other blog posts on this web page.
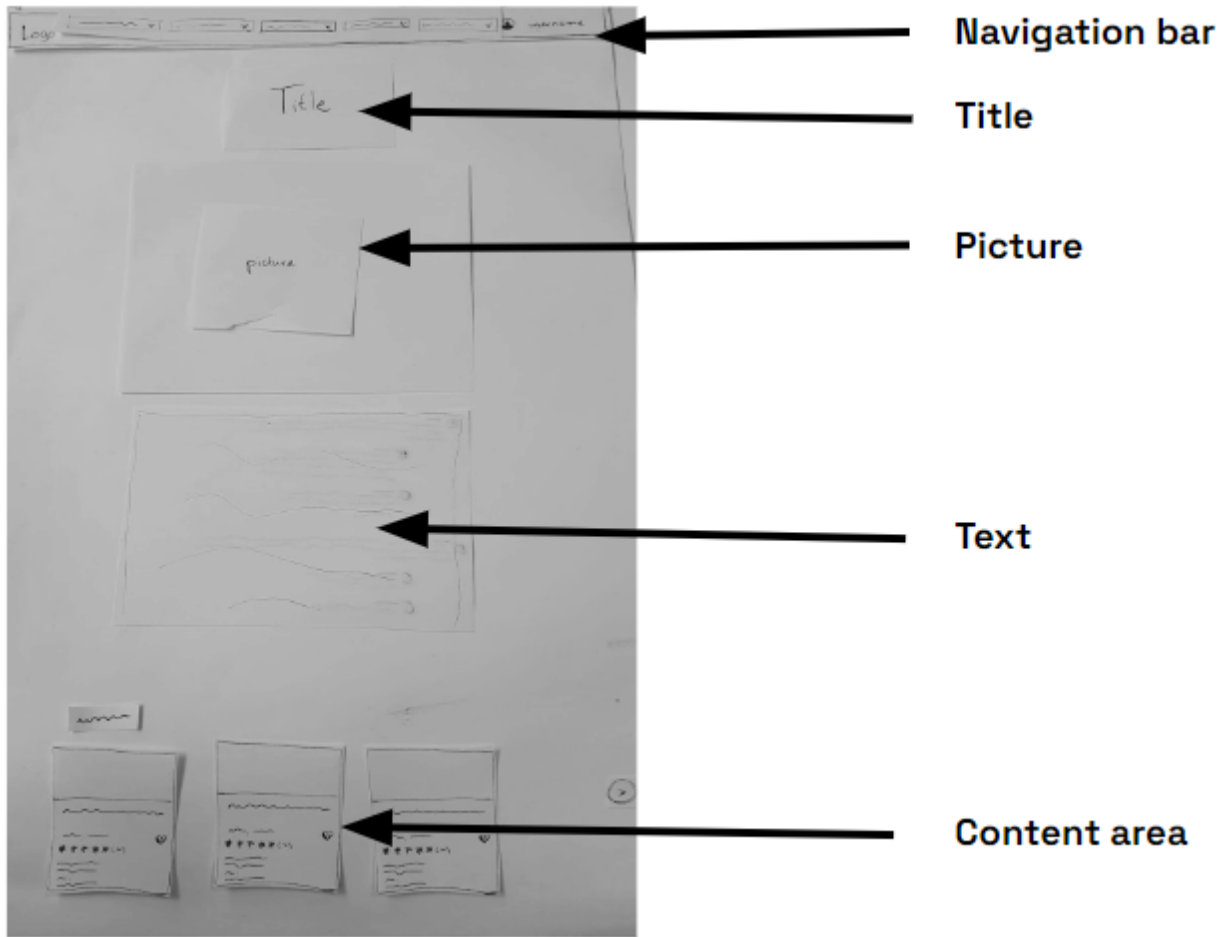


*Figure 30: Overarching concept of the dedicated blog post page*

## 4.2.3.7 Concept 7: Profile page

The concept for profile page can be seen in figure 31. The top navigation bar includes a logo, a link for the profile page of the user and links for pages to mappings, co creating etc. The filter bar can be used by the user to filter on their mappings they have added to their profile. The content areas are from top to bottom: the mappings the user has added to their profile, here the user can also download them to their pc. The bottom content area co creations and samples the user has posted on the website from left to right.
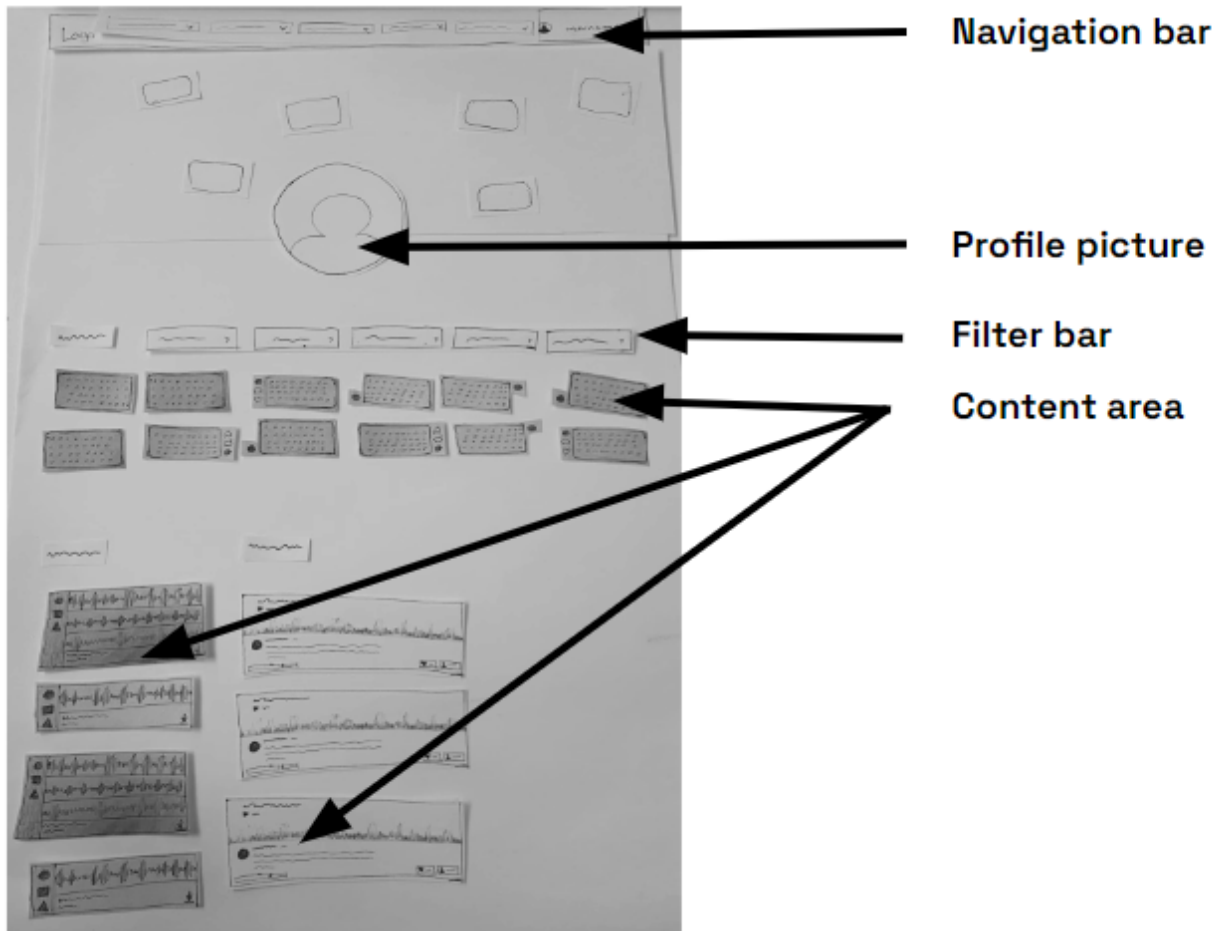


*Figure 31: Overarching concept of the profile page (left) with colours for labelling (right)*

### 4.2.4 Concept analysis

Using the 4.1.1 Stakeholder analysis and 4.1.2 User Requirements the overarching concepts will be analysed. Starting with the navigation bars on the webpages. In total four different variations on navigation came forward during 4.4.3 Overarching concept brainstorm. These four variations are listed below:

1. Top navigation bar + middle filter bar
2. Top navigation bar + side filter/navigation bar
3. Top navigation bar + middle filter bar + side filter/navigation bar
4. Top navigation bar

The navigation option that all the four variations have in common is a top navigation bar. In three of the four cases it is filled with links to other community platform pages. This is a strong functionality since it helps the user find their way on the website in a quick and easy way.

When there are three navigation options on a single web page it is too much, in the middle and side bar are eventually the same things which are unnecessary. Therefore a decision between the two needs to be made. A difference is that the sidebar is always visible, also when scrolling down. This is not the case for the middle bar that disappears when scrolling down. After using the filter bar it is not necessary anymore to see this filter bar when browsing through the posts. That is why the combination of top navigation and middle filter bar will be best.

As for the Co-creation, Logue Live and sample page, these will be combined into an Inspiration page. On this inspiration page the user can filter on what kind of content they want, such as co-creations or samples, and after narrowing their search with additional filter functions (instrument or genre).

The better option for the homepage will be the second homepage concept (4.4.3.2) where selections of posts will be shown in separate horizontal rows. This is clearer for the user instead of everything mixed together.

## 4.3 Final concept

In discussion with the client, the following content and ways of interaction have been chosen for the final concept.

1. Mappings
2. Co-creations
3. Logue Live
4. Samples

Users can interact with each other by commenting on the content listed above, like posts of each other and work on the co-creations with each other.

As for the online community platform the platform pages of the final concept can be seen in Table 3.

| Platform page | Paying or non-paying access |
|---|---|
| Homepage | Paying and non-paying |
| Inspiration | Paying and non-paying |
| - Dedicated co-creation | Paying and non-paying |
| - Dedicated sample | Paying and non-paying |
| - Dedicated Logue live | Paying |
| Mapping | Paying |
| - Dedicated mapping | Paying |
| Tips & Tricks | Paying |
| Profile | Paying |

*Table 3: Platform pages of the final concept with paying or non-paying*

These platform pages were chosen as the final concept using section 4.4.4 'Concept analysis' and in discussion with the client. The visualisation of the final concept was created using the overarching concepts of section 4.4.3 'Overarching concept brainstorm', the wireframes of the overarching concepts are used as the basis. The final concept can be seen in figure 32, the order of the platform pages is in order of Table 3, (see Appendix F for zoomed in version of each page).

As can be seen in Table 3, there is a distinction between paying and non-paying users. This distinction has been made to have functionalities for the paying members only.
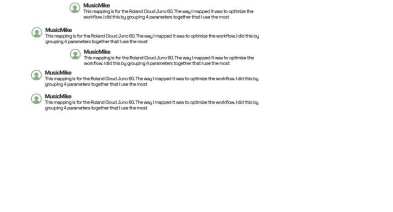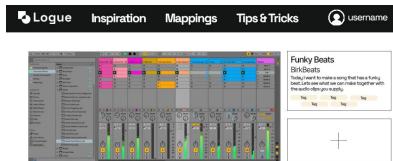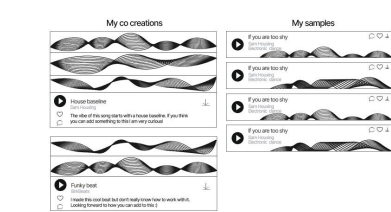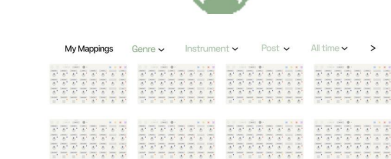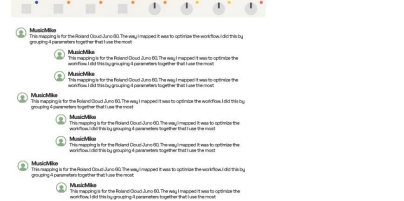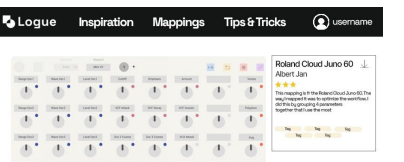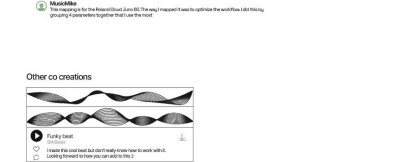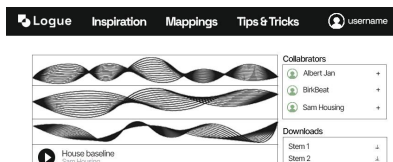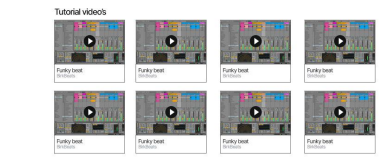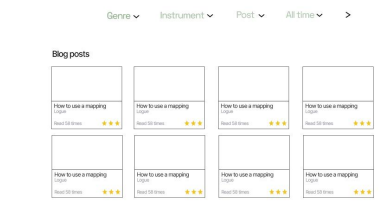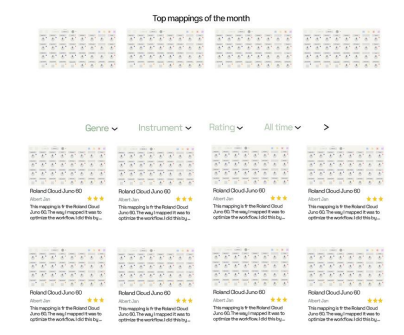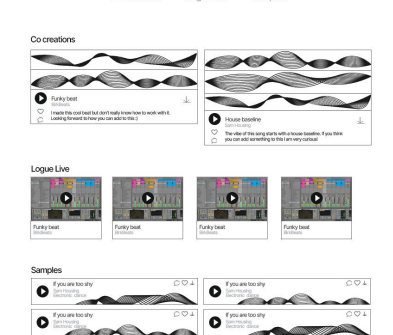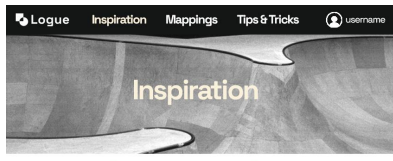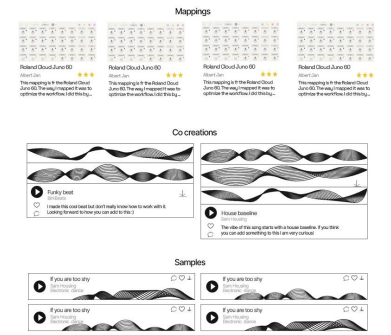
*Figure 32: Final concept visualisation*

# Chapter 5: Specification

During the specification phase requirements will be gathered and set to further develop the final concept. These requirements come from the literature, expert interview, state of the art from 'Chapter 2: Background research' and the client. Using this information persona's will be created of possible users that will each have a storyline with fitting storyboard to show how the product should work. When gathering requirements they can be divided into two categories, functional and non-functional requirements. Functional requirements describe what the platform does where non-functional requirements describe how the platform does it. What these requirements do is prepare for the realisation phase to get a clear picture on how to build the product.

## 5.1 Persona's

The online community platform will have a range of users, from beginning digital music producers to experts or even people who aren't familiar with producing music. That is why it is important to think about what these different users can do on the online community platform. This is done using different persona's; three persona's have been created with each of them having a storyline and a fitting storyboard to visualise their actions. The three personas are a digital music producer that is an existing member of the online community with a Logue CL-1, a digital music producer that is not a member of the online community without a Logue CL-1 and a non musician that is not a member of the online community without a Logue CL-1.

## 5.1.1 Persona 1: Musician with Logue



## Julian Geelhoeder

Adventerous    Messy    Driven

Independent    Funny

"Musicians don't retire; they stop when there is no more music in them"

**Age:** 23
**Work:** Student/musician
**Family:** Single
**Location:** Amsterdam

### Personality

| Introvert | Extrovert |
| Thinking | Feeling |
| Sensing | Intuition |
| Judging | Perceiving |

### Goals
- Create an original own sound
- Produce music for a known artist
- Expand knowledge of existing instruments and equipment

### Frustrations
- Wide interest of genre's so focussing on one is difficult
- Own music doesn't get much recognition
- Finding inspiration at times is difficult

### Bio
Julian lives and workes in Amsterdam since he started studying in Amsterdam at the Univeristy. He workes at a start-up company as a software developer. During his breaks and in his free time Julian is busy creating music. He grew up with parents who loved listening and making music. His mom plays the piano and his father plays the saxophone. Julian has had guitar lessons since he was 7 years old. At home he has created a studio in his room to make music. With over a decade of experience in making music and 6 years of experience with producing music, Julian has gathered several instruments in his studio, a guitar, a bass, 2 synthesizers and a Logue. He uses his Logue for every project together with mappings from the community platform, he is very fond of it

*Figure 33: Persona of Julian Geelhoeder*

## Bram Koolen

Cheerful    Friendly

Ambitious    Humble

"There is no truer truth obtainable by man than comes of music"

**Age:** 26
**Work:** Muscian
**Family:** In a relationship
**Location:** Rotterdam

### Personality

| Introvert | Extrovert |
| Thinking | Feeling |
| Sensing | Intuition |
| Judging | Perceiving |

### Goals

- Produce the first album for his band
- Gain more experience in digital music producng
- Aquire more instruments/ devices for home studio

### Frustrations

- Instruments/devices are expensive
- Music choice is limited to bandmates
- Wants to learn other instruments but that takes a ot of time

### Bio

Bram makes his living out of the performances he does with his band on a weekly basis as a bass player. He met his other 5 bandmates when he was in highschool. Until then he only had piano lessons for 2 years. The five of them started to practice every week and started with small performances at the prom of high schools. Now they get weekly bookings for weddings and festivals. Unitl now they have only made one original song and the rest of their set when playing live are cover songs. That one original song was produced by Bram since he has some experience in producing music. However the knowledge is still basic and his studio at home exists of his latop and his keyboard. The next expansion of his studio will be a Logue since it works on multiple insturments this is a good investment.

*Figure 34: Persona of Bram Koolen*

## 5.1.3 Persona 3: Non musician

# Laura de Booms

Fun-Loving    Enthousiastic    Witty

Intelligent    Artistic

" Creativity is intelligence having fun"

**Age:** 31
**Work:** UI designer
**Family:** Married
**Location:** Groningen

## Goals

- Marrying her fiancé and being a good wife
- Getting a raise at work
- Completing her record collection with the records that are on her list

## Frustrations

- Having a creative block at work or in general
- When her fiancé doesn't do the dishes after dinner
- When she is unable to do the last poses in her yoga class

## Personality

| | |
|---|---|
| Introvert | Extrovert |
| Thinking | Feeling |
| Sensing | Intuition |
| Judging | Perceiving |

## Bio

Laura is employed as a UI designer for a company situated in Groningnen. She lives there with her fiancé in a small apartment. In her free time Laura likes to do some yoga to stay active and make puzzles while she listens to music. She has a big record collection and a record player. Laura always had the urge to learn an instrument but never went for it. Her fiancé plays electric guitar and she loves it when he plays for her.

During her work she also listens to music a lot and good music has great value for her because it creates a good work flow for her and it sparks creativity. This is why she is always looking for new music in all kind of ways. In record stores to expand her collection, on Youtube, on Spotify or whatever website can provide music.

*Figure 35: Persona of Laura de Booms*

## 5.2 Storylines

Accompanying each persona is a storyline. This storyline helps in better understanding the needs and requirements of a possible user. It shows how the persona might interact with the final product.

**Julian (existing member):**
Julian has created a number of songs he wants to post online. Logue mappings he made of his own and also wants to offer these to the Logue community. To get exposure Julian wants to post his songs on the internet. Because he made the songs with the help of his Logue he wants to offer them to the Logue Community. Since he is a member of this online community he has all access and can therefore upload his samples and mappings.

1. Typing in 'Logue community' on Google and clicking on that title brings Julian to the homepage of the community home web page
2. Being familiar with the website, Julian knows where the upload button is located on the community home page so he clicks on it to start with uploading his songs.
3. He goes to an upload webpage where he can select the file of his song from his pc. The formats of his song are mp3 and wav but either are fine for uploading to the website. This is done in multiple steps, first selecting the songs, second choosing which tags fit the songs (genre, instruments etc.) and if he used Logue mappings.
4. Julian made Logue mappings when creating the song so he wants to add these to the sample. This again is done choosing a file from his pc.
5. After he completed all the fields on the upload web page, the sample post is ready for uploading. To upload the post Julian presses the publish button.
6. He is excited and nervous at the same time to see what others think of his song and Logue mappings. This is why he stays on the platform to first look at what other community members made on the sample page.
7. Then he goes to his own sample platform page to refresh it once every 5 minutes and already gets several likes and 2 comments
8. In between refreshing his own sample page Julian comes across co-creations and is intrigued on what they are so he starts listening to them.
9. One co-creation he found needs a baseline and he has some inspiration for it. So he plays a fitting part on his bass guitar.
10. After deciding if the bass guitar part really fits with the co-creation he decides to add it to the co-creation because why not. He adds it to the already existing co-creation on the dedicated co-creation page by clicking on the '+' button and has to select the correct file from his pc.
11. Julian returns to the dedicated sample page of his sample and the comments are positive and Julian has a satisfied and happy feeling

**Bram(new member):**

Bram wants to expand his knowledge in producing music. To learn from others he likes to look at videos where music producers show their work flow. Bram found that on the Logue Community music producers share these kinds of videos and they are also live. However he needs to become a member of the Logue online community to be able to watch these videos.

1. When Bram goes to the Logue Community website he sees on the home page a selection of co-creations and samples. However he wants to find the live sessions so he looks at the navigation bar.
2. He sees 'Inspiration page' and clicks on it because he is curious about the content of this webpage and thinks that the live sessions could be on here.
3. When he goes to the 'Inspiration page' he sees more co-creations and samples. There is a button for Logue live there but when clicking on it he goes to a page to become a member of the Logue community.
4. To become a member he needs to fill in information like username, email address and bank information because becoming a member costs a fixed amount of money per month. Bram is fine with this because being part of the community will be worth it.
5. He then only sees Logue live sessions. Because Bram does not really know what he is looking for he gets a bit overwhelmed however he chooses a session that seems like a beginner level for him.
6. The session is already 5 minutes in however because the live session is indeed for beginners he can understand what is happening since it is the beginning of the process.
7. During the Logue live Bram is taking notes on certain actions that happen in the session. He wants to try that himself and try to experiment with it because he did not know about it.
8. At one point in the session the organising person asks watchers to upload some samples so the organiser can use them in his song. Bram gets a bit nervous because he wants to upload a sample but he is insecure about the quality of it. Nevertheless he decides to do it.
9. He listens to the song separate from the stream that has been created until now
10. Bram chooses his best sample that is also fitting to the song. The organiser goes through the list of samples uploaded and Bram hears that he is listening to his sample. He almost stops watching the stream because he is afraid of the opinion of the organiser. But the organiser likes his sample and decides to use it.
11. Bram leaves the Logue community platform and is happy, this definitely helps with his confidence in music production.

**Laura (no member):**

In the evening Laura looks for music to listen to during the day when she is working. She browses different websites for this and once came upon the Logue Community website. This is where she discovered the samples on the websites. On her daily search for music Laura decides to look on the public spaces of the Logue community platform this evening. This will be second time visiting the platform since she discovered it.

1. Laura is on the landing page of the Logue Community website. She clicks on the Inspiration page because she remembered from her first time visiting that there are the samples.
2. She filters on samples so the co-creations aren't visible on the platform page anymore.
3. She then filters on what kind of music she wants to hear by choosing a genre.
4. After the filters are applied she starts listening to a bunch of samples by clicking on the play button
5. The ones she likes she cannot download since she is not a member of the community. She does not want to become a member so she writes down which samples she likes.
6. After an hour of browsing the samples, she made a good collection of songs she can listen to while working the next day.
7. The next day during work she starts listening to the songs and gets in the creative flow. She has a productive day and is very happy with the quality of the songs she found on the sample page.
8. She decides to look the samples up again, using her list she can do this. If she would have joined the community she could have saved them on her profile page.
9. She wants to give them a good rating or a comment here and there but that is also not possible since she isn't in the online community.

## 5.3 Storyboards

To visualise how the interactions of the storylines of 5.2 will look like with the final concept a storyboard is created for each of the storylines.
**Julian:**
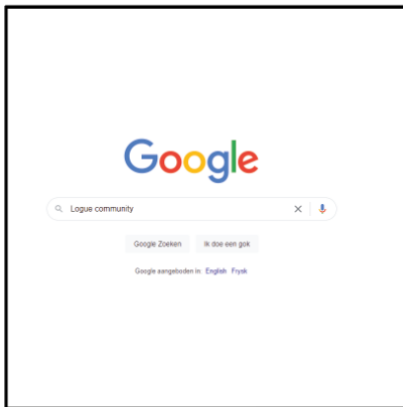


Typing in 'Logue community' on Google and clicking on that title brings Julian to the homepage of the community home web page



Being familiar with the website, Julian knows where the upload button is located on the community home page so he clicks on it to start with uploading his songs.
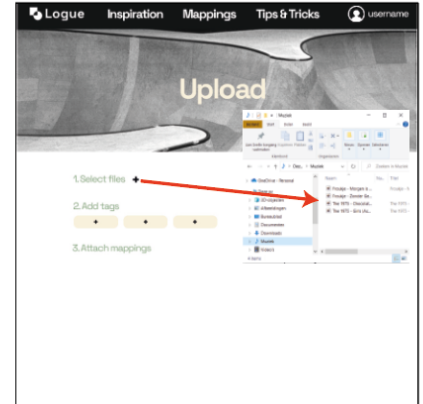


He goes to an upload webpage where he can select the file of his song from his pc. The formats of his song are mp3 and wav but either are fine for uploading to the website. This is done in multiple steps, first selecting the songs, second choosing which tags fit the songs (genre, instruments etc.) and if he used Logue mappings.
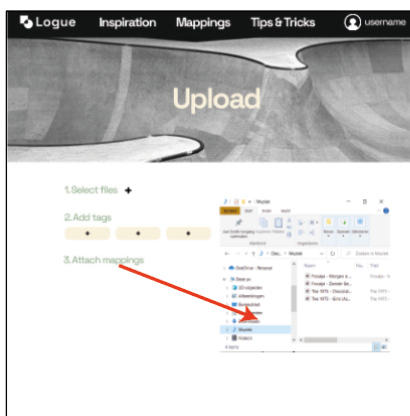


Julian made Logue mappings when creating the song so he wants to add these to the sample. This again is done choosing a file from his pc.
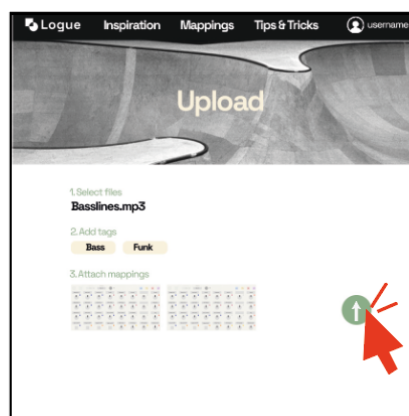


After he completed all the fields on the upload web page, the sample post is ready for uploading. To upload the post Julian presses the publish button.
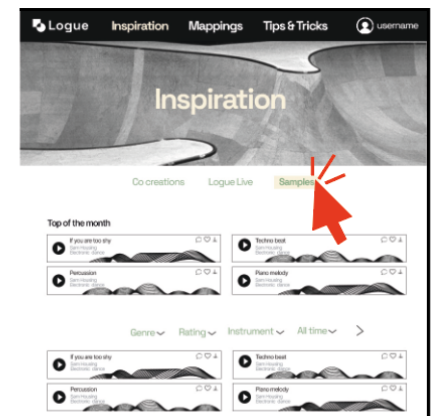


He is excited and nervous at the same time to see what others think of his song and Logue mappings. This is why he stays on the platform to first look at what other community members made on the sample page.
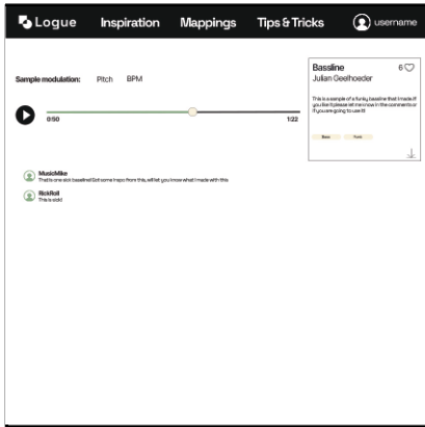
Then he goes to his own sample platform page to refresh it once every 5 minutes and already gets several likes and 2 comments
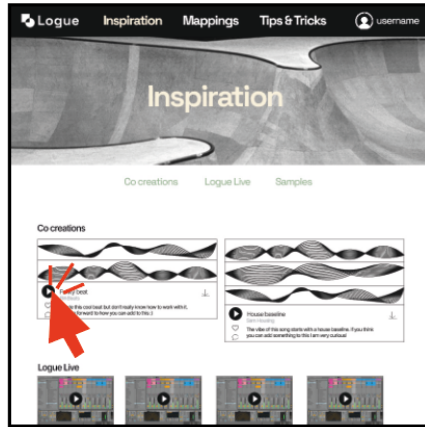


In between refreshing his own sample page Julian comes across co-creations and is intrigued on what they are so he starts listening to them.



One co-creation he found needs a baseline and he has some inspiration for it. So he plays a fitting part on his bass guitar.
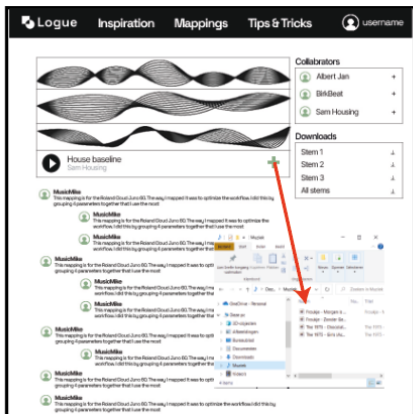


After deciding if the bass guitar part really fits with the co-creation he decides to add it to the co-creation because why not. He adds it to the already existing co-creation on the dedicated co-creation page by clicking on the '+' button and has to select the correct file from his pc.
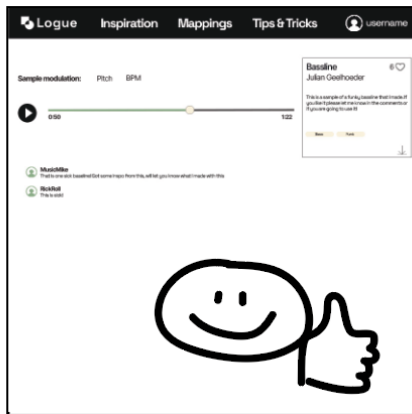


Julian returns to the dedicated sample page of his sample and the comments are positive and Julian has a satisfied and happy feeling

Figure 36: Storyboard of Julian

**Bram:**



When Bram goes to the Logue Community website he sees on the home page a selection of co-creations and samples. However he wants to find the live sessions so he looks at the navigation bar.
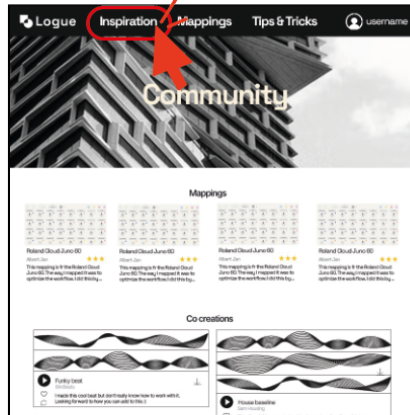


He sees 'Inspiration page' and clicks on it because he is curious about the content of this webpage and thinks that the live sessions could be on here.
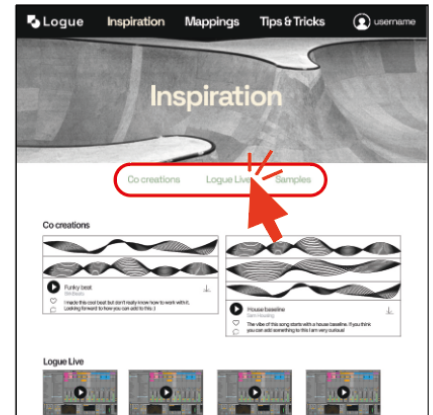


When he goes to the 'Inspiration page' he sees more co-creations and samples. There is a button for Logue live there but when clicking on it he goes to a page to become a member of the Logue community.
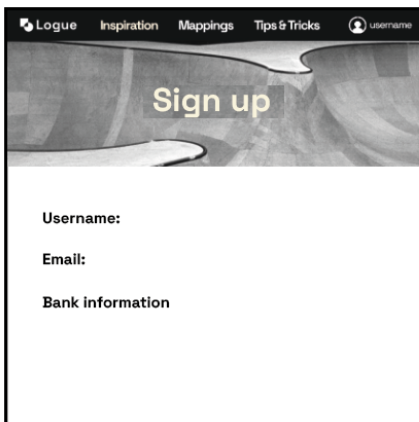


To become a member he needs to fill in information like username, email address and bank information because becoming a member costs a fixed amount of money per month. Bram is fine with this because being part of the community will be worth it.
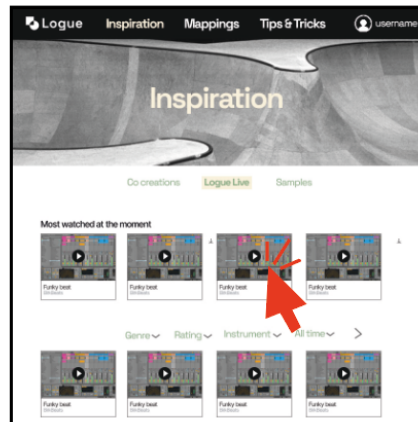


He then only sees Logue live sessions. Because Bram doesn't really know what he is looking for he gets a bit overwhelmed however he chooses a session that seems like a beginner level for him
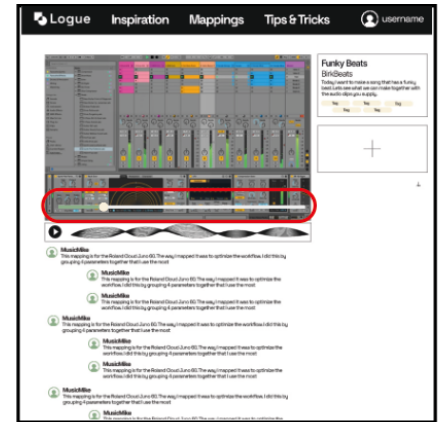


The session is already 5 minutes in however because the live session is indeed for beginners he can understand what is happening since it is the beginning of the process.

During the Logue live Bram is taking notes on certain actions that happen in the session. He wants to try that himself and try to experiment with it because he didn't know about it.
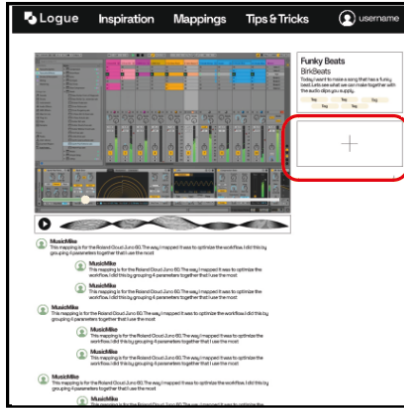


At one point in the session the organising person asks watchers to upload some samples so the organiser can use them in his song. Bram gets a bit nervous because he wants to upload a sample but he is insecure about the quality of it. Nevertheless he decides to do it.



He listens to the song separate from the stream that has been created until now



Bram chooses his best sample that is also fitting to the song. The organiser goes through the list of samples uploaded and Bram hears that he is listening to his sample. He almost stops watching the stream because he is afraid of the opinion of the organiser. But the organiser likes his sample and decides to use it.
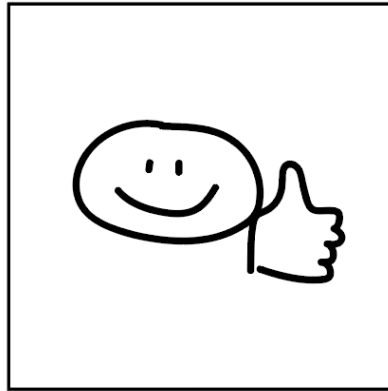


Bram leaves the Logue community platform and is happy, this definitely helps with his confidence in music production.

Figure 37: Storyboard of Bram

**Laura:**



Laura is on the landing page of the Logue Community website. She clicks on the Inspiration page because she remembered from her first time visiting that there are the samples.
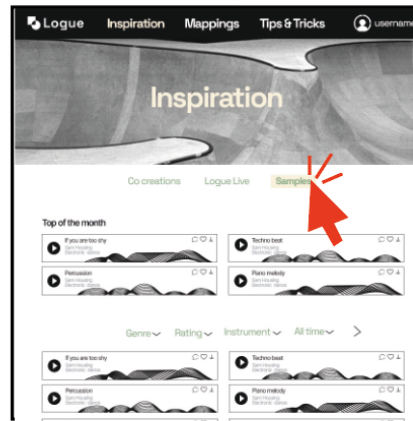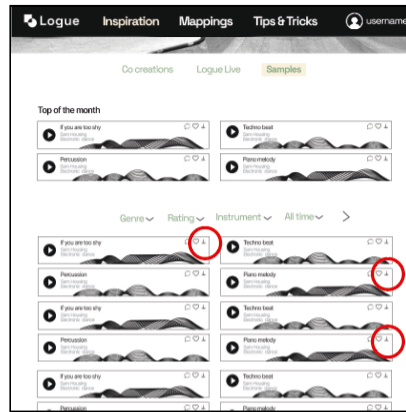


She filters on samples so the co-creations aren't visible on the platform page anymore.
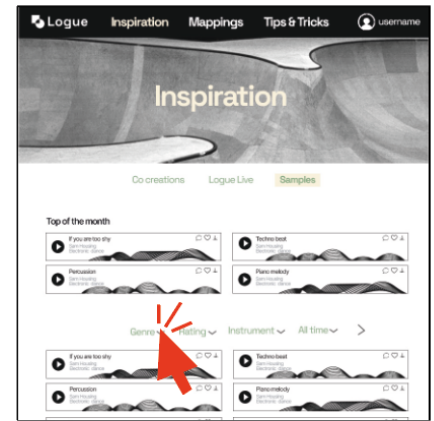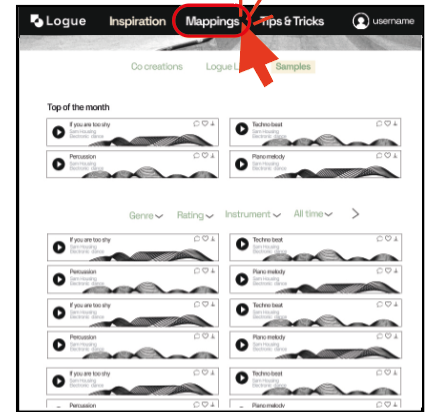


She then filters on what kind of music she wants to hear by choosing a genre.
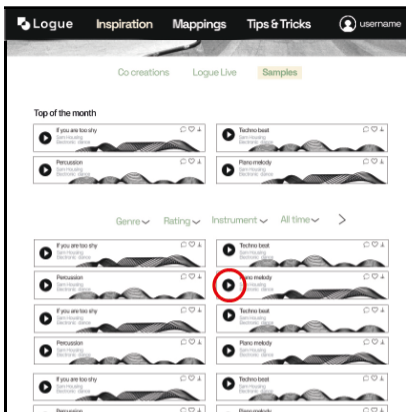


After the filters are applied she starts listening to a bunch of samples by clicking on the play button



The ones she likes she cannot download since she is not a member of the community. She doesn't want to become a member so she writes down which samples she likes.



After an hour of browsing the samples, she made a good collection of songs she can listen to while working the next day.

The next day during work she starts listening to the songs and gets in the creative flow. She has a productive day and is very happy with the quality of the songs she found on the sample page.
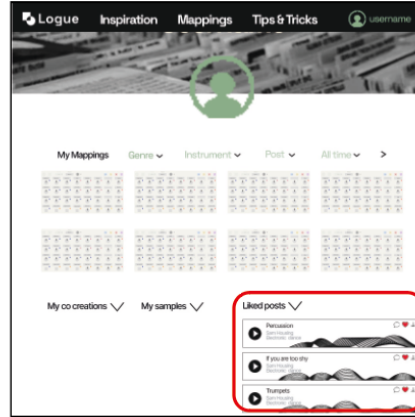
She decides to look the samples up again, using her list she can do this. If she would have joined the community she could have saved them on her profile page.

She wants to give them a good rating or a comment here and there but that is also not possible since she isn't in the online community.

*Figure 38: Storyboard of Laura*

## 5.4 Visualisation requirements

To get a cohesive look throughout the whole design of the website there were several inspiration points. The design rationale for all aspects of the website will be based on the content of the Logue BrandBook, as explained in 4.1.3 'Stakeholder needs', and will be further explained with examples. First the main style points of the Logue BrandBook will be highlighted. Next to this, in combination with the insights from the Logue BrandBook and the preliminary requirements from Chapter 4, a definitive list of requirements were made. These are separated into the functional requirements and non-functional requirements. The functional requirements cover the aspects of what the platform does and the non-functional requirements cover the aspects as to how the platform does it. To show the importance of the requirements the MoSCoW method will be used as explained in 3.2 'Specification'.

### 5.4.1 Design style

Starting with the design language of the Logue BrandBook, since the rest of the main style points support the design language. Logue, the name of the startup, is derived from this word; it is the most important keyword in their design language: analogue. Other keywords in the Logue design language are supporting that analogue feeling: premium, retro-futurism, industrial, durable and form follows function.

In line with this design language are the photography, illustration style, typography and the core colours. The photography style "reflects the reminiscence of the good old

times where synthesisers were big and analogue, just like the camera's." as mentioned in the Logue BrandBook This results in analogue-like photos that have cool tones, high contrast and green hues. The subjects that are being photographed have a unique style and a retro-futuristic look and feel.

When creating illustrations for a design surrounding the Logue brand, the inspiration is industrial. Specifically following the brutalist architecture style, a combination of hard, soft and geometric shapes that create negative spaces together.

The typography that will be used exists of two fonts; Space Grotesk and Inter (which are also used in this report). The Space Grotesk font is used for bigger titles and differs between the ' bold' and 'regular' type. The Inter font is used for bodies of text, buttons and captions for buttons and differs between the ' Medium', 'Regular' and 'Light' type.

The colours that will be used throughout the whole design consist of 9 core colours. They are categorised in 4 categories; primary, secondary, tertiary and the blacks and whites (see figure 39). The primary colour is Sage, the secondary colour is Red and will only be used when Sage is already incorporated in the design. The tertiary colours are used at once and in combination with the primary and secondary colours. The tertiary colours are blue, pink and yellow. The blacks and whites are standard black and white which are used for text and broken black and broken white.
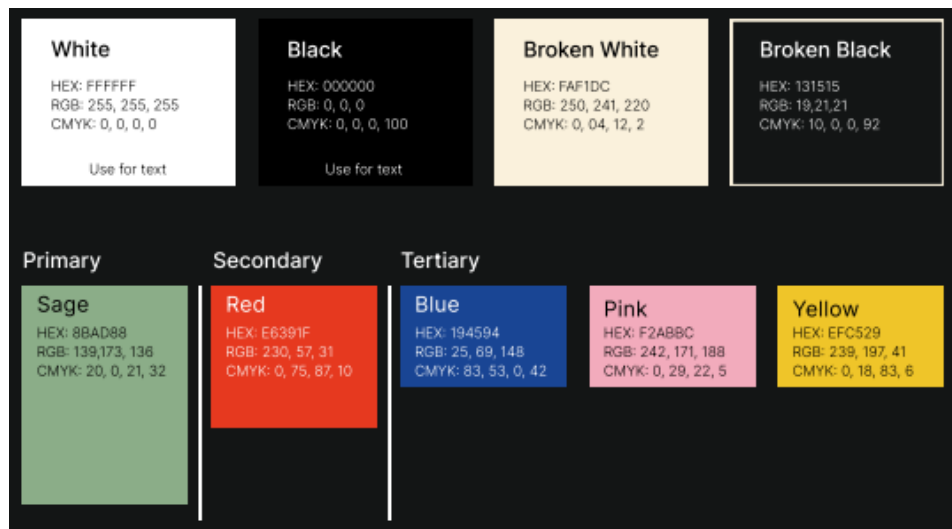


*Figure 39: Core colours of the Logue BrandBook*

Following the guidelines of the Logue BrandBook, research was performed regarding the keywords of the design language. This research was done to spark creativity and inspiration for the design of the whole platform.

During this design language research the keywords were searched on the internet to look at photos that fit these keywords. Furthermore websites with brutalism and

neo-brutalism styles were looked at for inspiration. From this research a mood board was the outcome which can be seen in figure 40.



*Figure 40: Moodboard based on the Logue BrandBook*

## 5.4.2 Requirements list

| Nr. | Functional Requirements | MoSCoW |
|---|---|---|
| 1 | Mappings, samples and co-creations can be downloaded | Must have |
| 2 | Clear and intuitive way of navigation through the website using a navigation bar | Must have |
| 3 | Quality of posts should be visualised in form of a rating | Should have |
| 4 | Upload button is reachable with one click through the whole design of the platform | Must have |
| 5 | Users can consume and produce posts from and for others | Must have |
| 6 | The content on the platform can be filtered using a filter bar | Must have |
| 7 | Posts can be liked | Must have |
| 8 | Visualise when a sample and co-creation are played | Should have |
| 9 | Indicate to the user on what page of the platform they are in a clear way | Should have |
| 10 | Every single posts has a separate page where comments can be placed and additional information can be read | Must have |
| 11 | Comments can be placed on a specific time mark/ time period for co-creations and samples | Should have |
| 12 | Audio plays when playing a sample or co-creation | Must have |

*Table 4: Functional requirement list for the final prototype*

| Nr. | Non-Functional Requirements | MoSCoW |
|---|---|---|
| 1 | Platform is easy to interact with | Must have |
| 2 | Information on the platform is accurate | Should have |
| 3 | Design looks cohesive (not cluttered) according to the design rules of the Logue brand book | Should have |
| 4 | The goal of the community is to build a brand and be a marketing tool | Must have |
| 5 | The content of the online community is relevant to the Logue | Must have |

| | | |
|---|---|---|
| | product | |
| **6** | There is no hindering of the creative flow for the user when producing music | Must have |
| **7** | The content of the online community (the posts: mappings, samples, co-creations and logue live) need to meet the three dimensions by Dessar et al. (2015); cognition, behaviour and affect | Must have |
| **8** | The design of the online community should be similar to other websites of state of the art because users know how those other websites work | Could have |
| **9** | Motivate users to be active in the online community | Should have |

*Table 5: Non-functional requirement list for the final prototype*

After having established the requirements for the online community platform the next phase in the Creative Technology Design method could start, the realisation phase. In this phase the application Figma[8] was used to create a hi fi-prototype. The final prototype came together with several iterations which will be described.

## 6.1 Tools

To transfer the lo-fi final concept from Chapter 4 into the final hi-fi prototype some tools were needed. For this prototype two digital tools were used; Figma and Unsplash[9]. Where Figma was new to the designer and Unsplash was used before by the researcher. The two digital tools will be listed below.

### 6.1.1 Figma

Figma is a digital tool that is browser based and creates an environment for designers to make digital products. These digital products can be created without any line of code written by the designer. This digital tool gives designers the opportunity to create everything inside the tool, from creating shapes to making a prototype with interactions. Because of this it was the main tool used in creating the hi-fi prototype. Another reason for the use of Figma is that the client also uses Figma for their designs. Because they already used the program there were easy ways to connect this project to theirs regarding their design language; colours, text etc.

### 6.1.2 Unsplash

Unsplash is a website owned by Getty Images where stock photos can be shared under the Unsplash licence. All the photos that are visible in the hi-fi prototype are from Unsplash. The reason this website was chosen is because the researcher was already familiar with it. In addition Logue also uses it for their design related projects. All the photographs that can be seen on the website are from Unsplash.

## 6.2 Design

In the process of realising the final prototype first the design of the online community platform was finished. This process had multiple iterations where Logue and the legislators of this project had feedback on the layout or design decisions made by the designer. The biggest aspects that were adjusted to the feedback will be described. Next to the iterations other functionalities and the complete platform pages will be presented.

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[8] https://www.figma.com/
[9] https://unsplash.com/

### 6.2.1 Platform pages

In total 63 platform pages were created and designed for the final prototype. Where 8 of the platform pages had the main focus, these were the platform pages as listed in Table 3 in section 4.3 'Final Concept'. The other 55 platform pages consist of pages that are dedicated to posts and profiles of other users. Therefore a differentiation can be made between the platform pages listed in Table 6.

| Platform page | Amount | Main focus/ no main focus |
|---|---|---|
| Community page | 1 | Main focus |
| Profile page | 1 | Main focus |
| Mappings page | 1 | Main focus |
| Inspiration page | 4 | Main focus |
| Tips & Trick page | 1 | Main focus |
| Dedicated mapping page | 11 | No main focus |
| Dedicated co-creation page | 8 | No main focus |
| Dedicated Logue live page | 1 | No main focus |
| Dedicated sample page | 12 | No main focus |
| Dedicated Tips & Trick page | 10 | No main focus |
| Profile page of other users | 13 | No main focus |

*Table 6: List of platform pages in final prototype with each their amount and their importance*

The community, profile, mappings and inspiration platform pages will be presented and explained. Whereas the other platform pages can be found in Appendix G. Starting with the platform page that the user sees when landing on the online community platform, the community page (figure 41). On the community page there is a timeline present to see recent posts of other friends where there is an opportunity to like, comment and read the description on the post. Next to the timeline is a notification bar where the user can see if their posts received any likes or comments. The rest of this page are different kinds of posts so the user can discover what is possible in the online community. At the top of the page is a navigation bar so the user knows where it is on the platform, can navigate to their profile page and at the bottom is a footer to get in touch with the company, to buy a Logue CL-1 or when a user needs help with something.
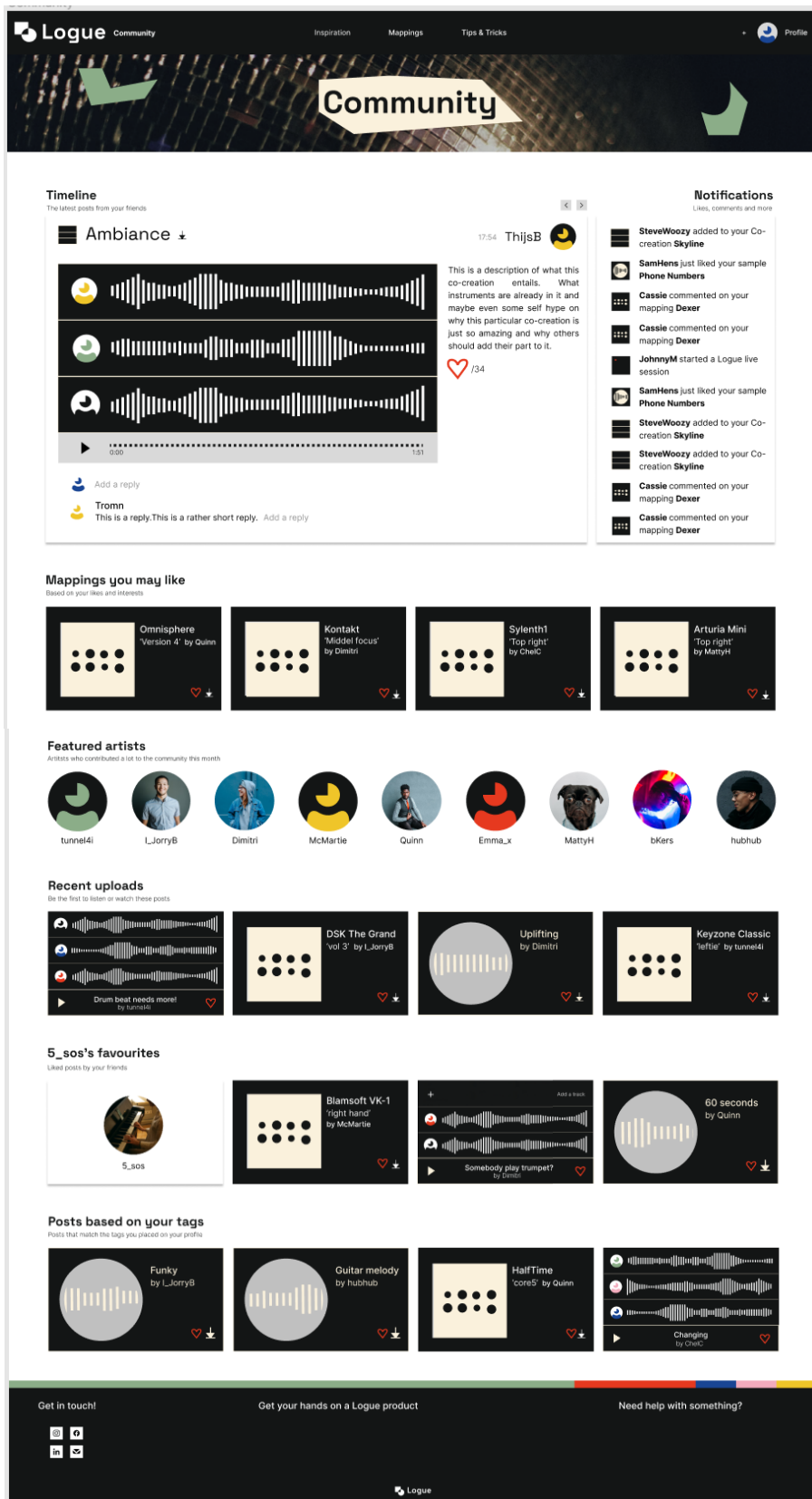
*Figure 41: Final design of the community page*

The next page is the profile page (figure 42). On this page the user can share information about themselves through a description and tags. Next to this, here the user can update their profile picture, see how many posts they have posted, amount of friends and all the posts they have liked. Underneath this is a collection of all the posts the user has shared on the online community platform. Each type of post can be filtered so the user can easily find what they are looking for. Again, this page also contains a navigation bar and a footer just like the other pages.
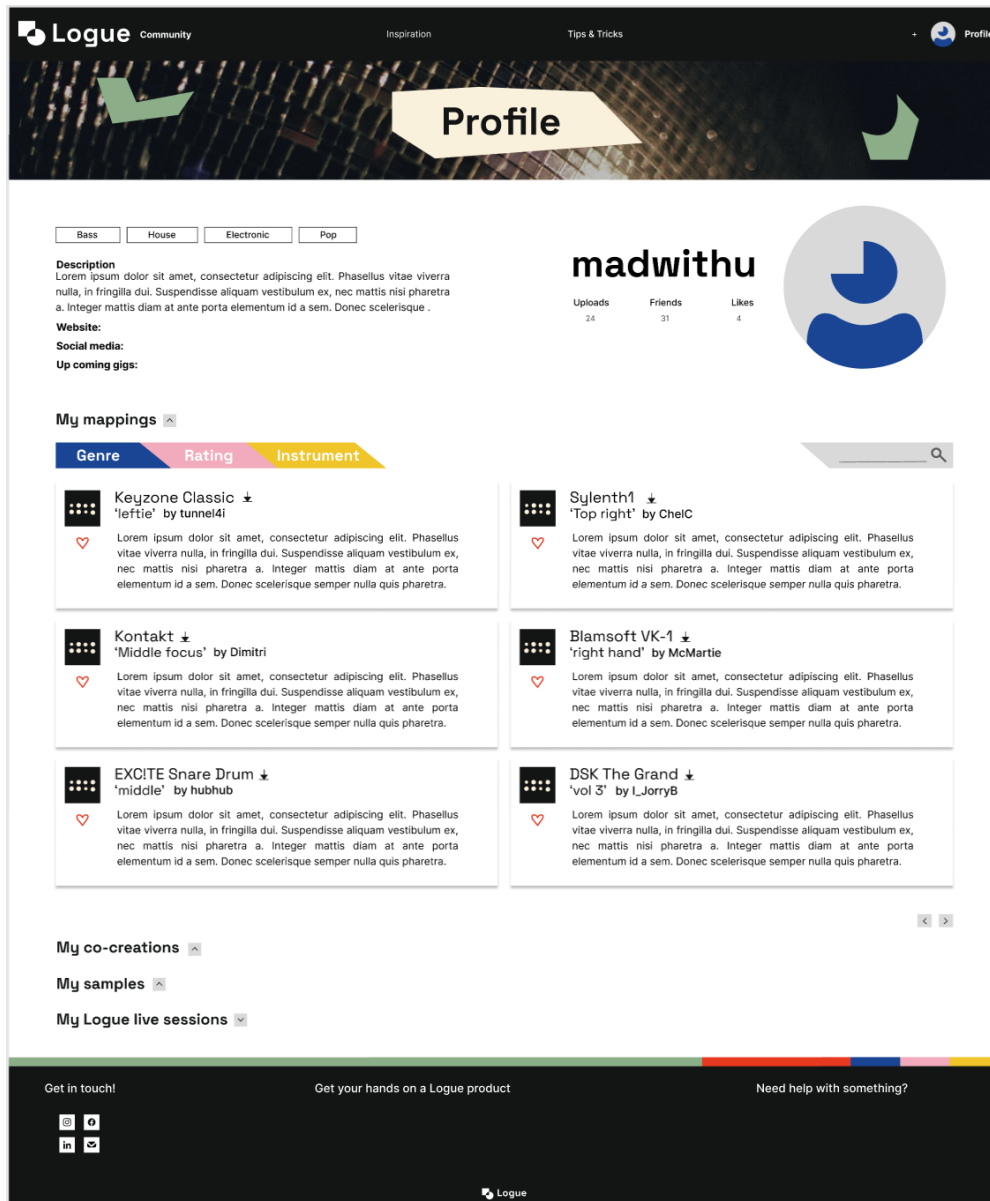


*Figure 42: Final design of the profile page*

The mapping page is where the user can find all the mappings that are uploaded to the online community platform (figure 43). At the top of the page are the 'top mappings of the month' which are the mappings that are the most liked and downloaded. Underneath this are all the mappings that can be filtered down using the filter bar. This page also contains a navigation bar and footer.
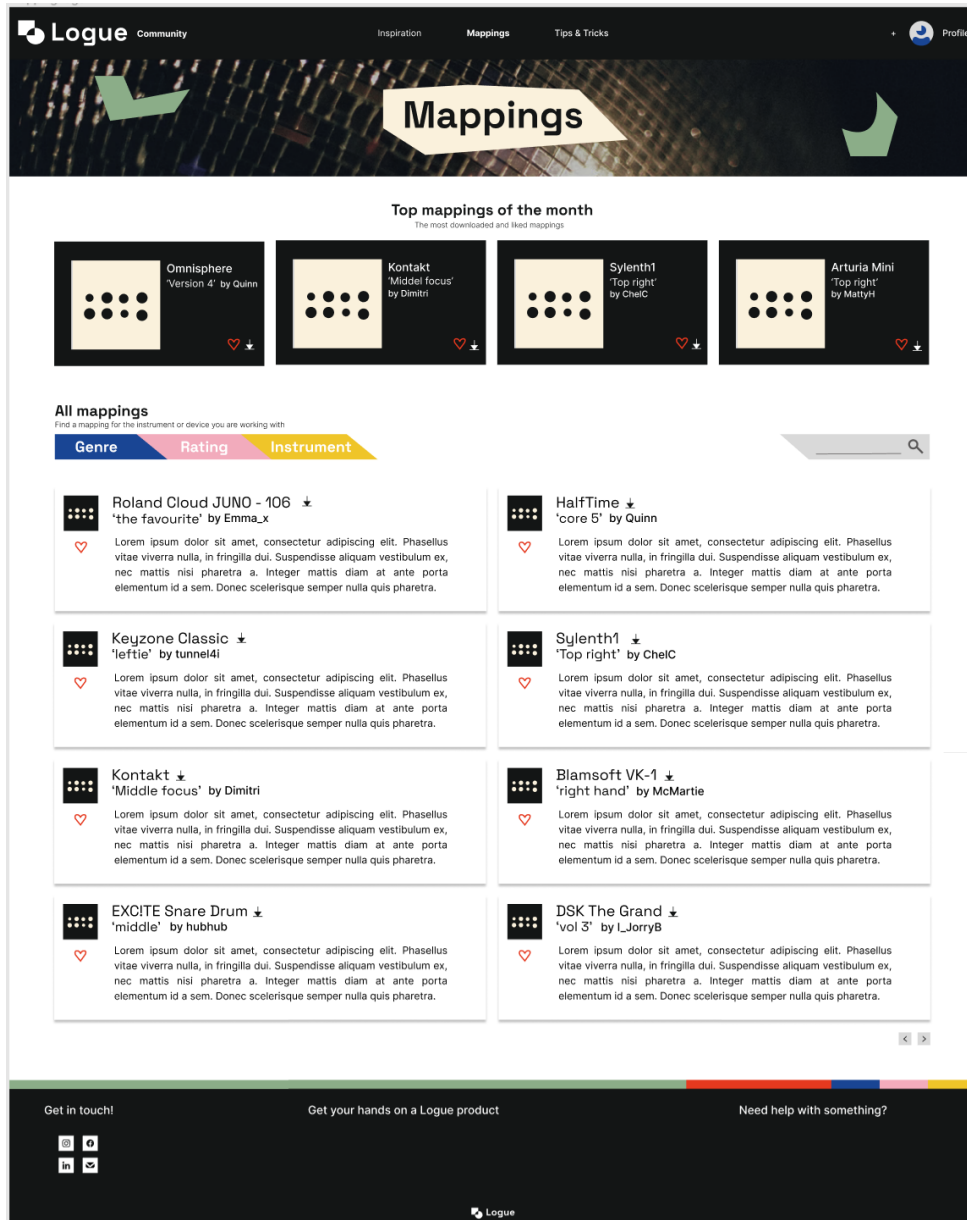


*Figure 43: Final design of the mappings page*

Lastly, the inspiration page (figure 44). The inspiration is a page that combines three different posts; co-creations, samples and Logue live. Using the filter bar the user can filter to one kind of post. When the user filters to one kind of post the platform page looks like figure 43, at the top are the top posts of the month and underneath are all the posts of that kind that can be filtered down using the second filter bar.
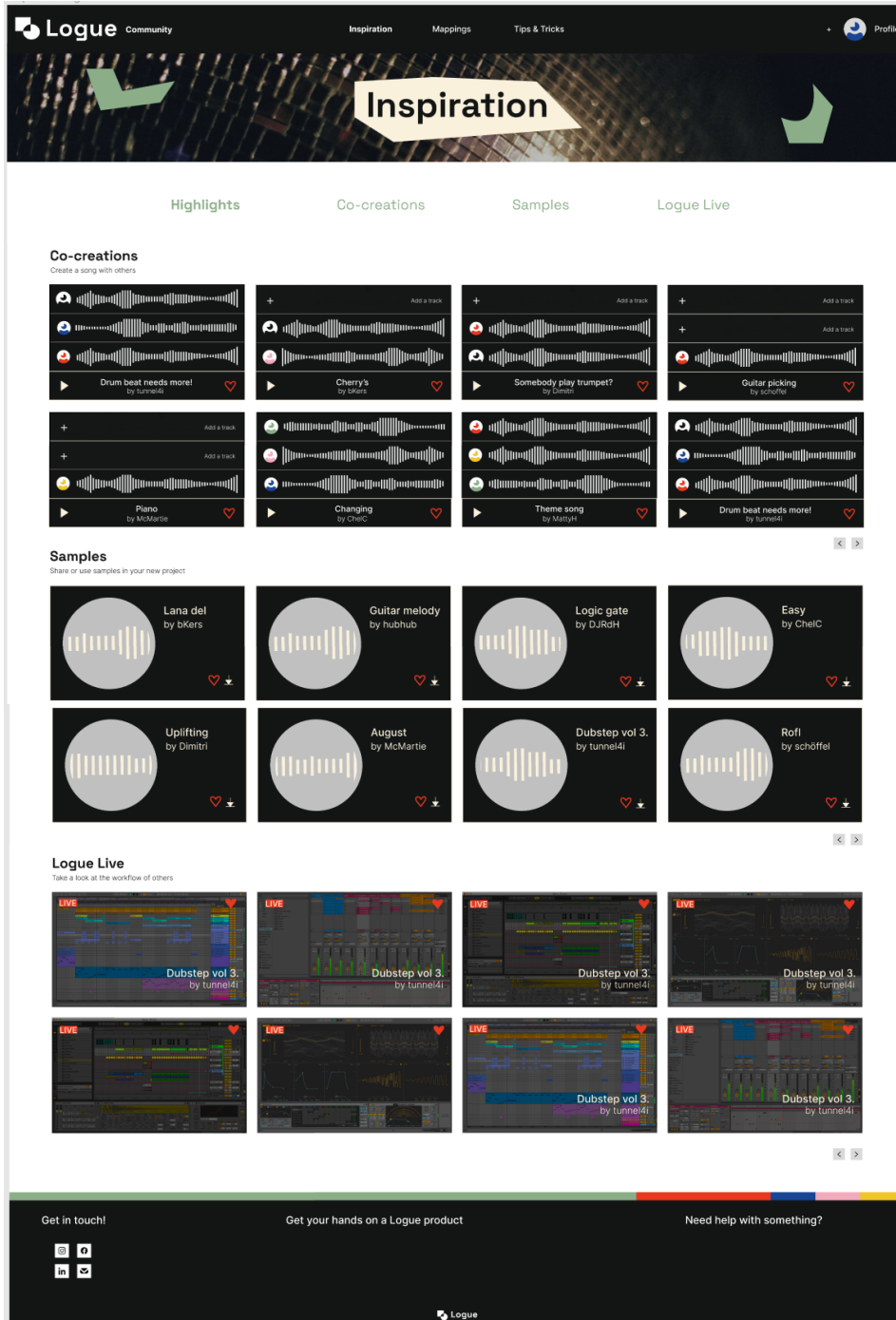


*Figure 44: Final design of the inspiration page*

## 6.2.2 Iterations

Before the final prototype was formed there were several iterations of the prototype. These are the biggest changes in the prototype. Starting with the header. The header seemed out of place in regards to the rest of the design of the platform. It was too colourful, that is why the amount of colours in the header were reduced. More black and white tones were present and the shapes on the side in the header were given the same colour and the shape behind the title of the page was made white (see figure 45 and 46).
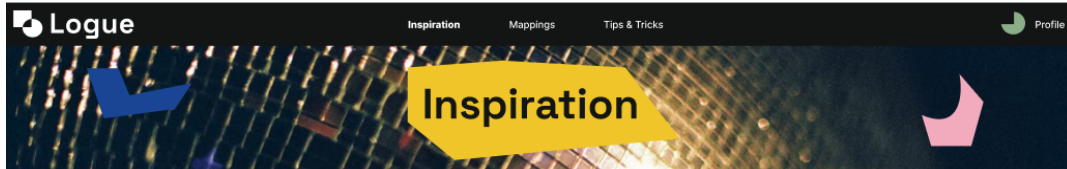


*Figure 45: Header before the feedback*



*Figure 46: Header after the feedback*

Next, the filter bar. As can be seen in figure 47, the filter bar before the feedback,  the arrows next to the filter buttons and the arrow on the right side look like fold out buttons. This can be confusing for the user and therefore should be changed. After the feedback this was changed to what can be seen in figure 48. The arrows are gone and when the mouse hovers over 'Genre', 'Rating' or 'Instrument' a drop down menu appears under the concerning filter. An additional feature was added to the filter bar which is a search function since most of the time the users will probably look for a specific instrument when looking for a mapping.



*Figure 47:  Filter bar before the feedback*

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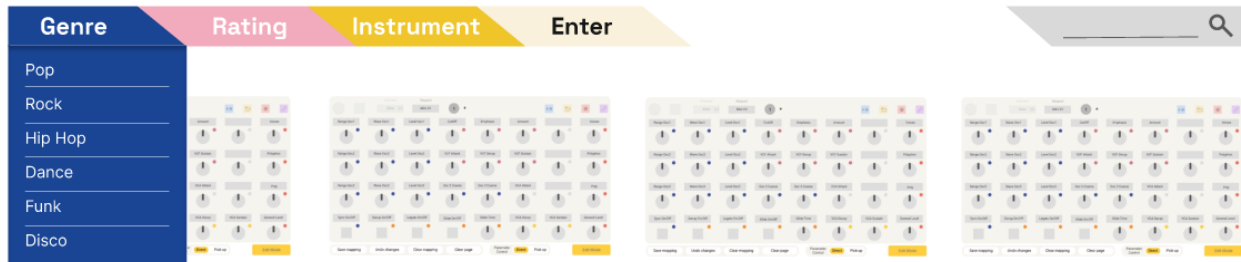
*Figure 48: Filter bar after the feedback*

Regarding the icons, this entails the placeholder for the profile pictures of users and the icons used to indicate the type of post. For the placeholder for the profile picture, the round bit of the logo of Logue was used for this (see figure 49a). However this was rather confusing since it looks like something is loading. In addition, in digital music producing programs this symbol stands for a loop that is going on so that is extra confusing. Because it was nice incorporating the Logue logo into the placeholder profile picture it should stay after the feedback. That is how the second profile picture holder was created. It is a combination of a standard profile picture placeholder combined with the profile picture placeholder from before the feedback (see figure 49b).
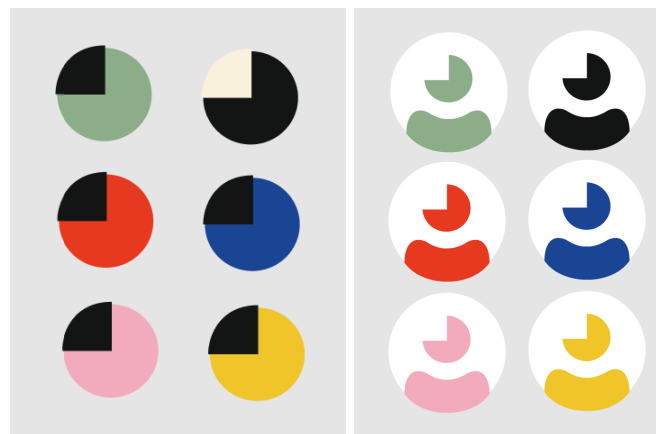


*Figure 49: Profile picture placeholder before feedback left side (a) and Profile picture placeholder after feedback right side (b)*

The icons indicating the different posts are an oversimplified way of the post they represent and are therefore easily recognisable (figure 50). The key characteristics are shown in a basic way using circles and rectangles, just like the Logue logo, coloured with the broken black and broken black of the Logue BrandBook. An exception is the icon for a Logue live session, this has the colour red in it. After the feedback minor adjustments were made (figure 51). The circle of the sample icon stood out against the other icons, this is why a rectangle was added. Next to the circle drawing too much attention in regards to the other posts, the red rectangle in the Logue live icon also stood out too

much. This is why the big red rectangle was changed to a small red dot, it still conveys the same messages as being something that is live. However this is more subtle.



*Figure 50: Design of the icons before feedback for, from left to right, mappings, co-creations, samples and Logue live sessions*



*Figure 51: Design of the icons after feedback for, from left to right, mappings, co-creations, samples and Logue live sessions*

Next, the design of the posts of sample, mapping, co-creation and Logue live. Starting with the design inspiration, looking at figure 52, vintage stereo equipment, this was the main source of inspiration for the posts on the website.



*Figure 52: Vintage stereo equipment from mood board in Chapter 5 with indicators*

The first indicator in figure 52 highlights two big round buttons, these are volume buttons. The second indicator in figure 52 highlights a graphic equaliser, using faders, different frequencies can be manually manipulated. These two parts of this vintage stereo

equipment were the main inspiration for the sample posts (figure 53a). The volume buttons gave the idea to use a round shape with a visualisation of a waveform in it that looks similar to the graphic equaliser to give that analogue look. The round shape of the volume button was also in line with part of the Logue logo. When the shapes were there the core colours and typography of the Logue BrandBook could be easily added using Figma because they were imported from a file that Logue also uses.

Just as with the sample post the graphic equaliser was the inspiration for the audio waves that are incorporated in the co-creation design. However seeing the two pieces of equipment stacked on top of each other in combination with the graphic equaliser gave the idea to visualise the co-creation post for the first iteration. In addition an area needed to be created to show information of the post and play the co-creation in general. Looking at other (neo-)brutalist websites from the mood board in figure 40, a common thing in this style is outlining elements. That is why the bottom of the co-creation post has an outline around the play button and information present. See figure 53b.

The design of the mapping and Logue live posts on their own already show quite a lot of what the post entails. The only thing that needed to be added was information on who the user is and the title of the post. For the mappings a way to like and download the post was added. For the Logue live session a way to like the post and a visualisation of the session being live was added. Both mapping and Logue live session posts can be seen in figure 53c and 53d respectively.

After the feedback the design of the posts were changed in such a way that they became more cohesive. All the posts have the same size, straight corners and the design of the mapping post looks more similar to the sample post (see figure 54).



*Figure 53: Design of, from left to right, sample(a), co-creation(b), mapping(c) and Logue live session(d) post before feedback*
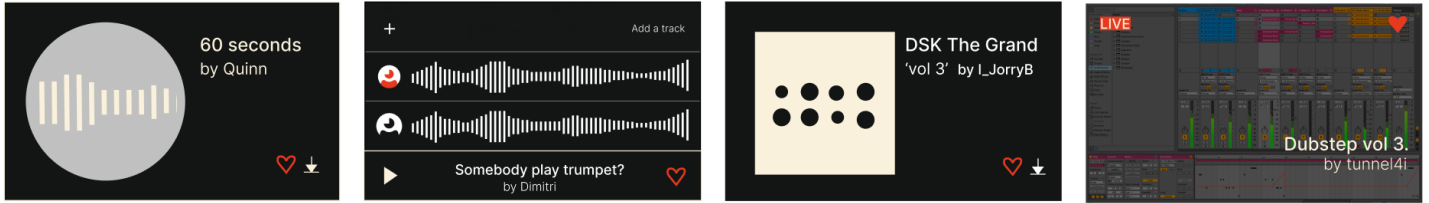
*Figure 54: Design of, from left to right, sample(a), co-creation(b), mapping(c) and Logue live session(d) post after feedback*

Lastly, the layout of the mapping platform page. Before the feedback the layout of this mapping page were visualisations of a mapping in a 4×4 grid (figure 55). However, this visualisation did not show information for the user to use since the visualisation was too small. This is why after the feedback the layout of the mapping platform page was changed. After changing the layout the user can read information about the mapping, see the title, creator and enlarge the visualisation of the mapping when clicking on the icon (figure 56).
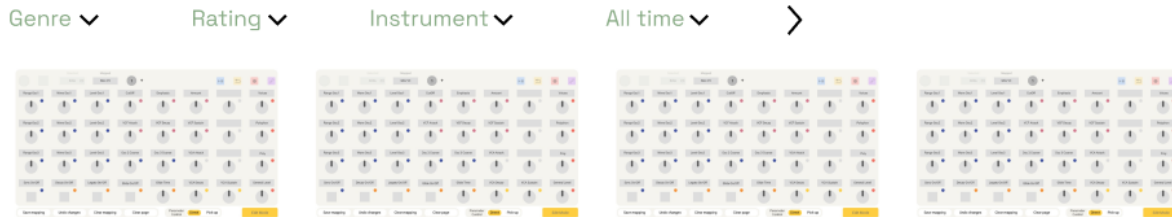


*Figure 55: Layout of the mapping platform page before feedback*
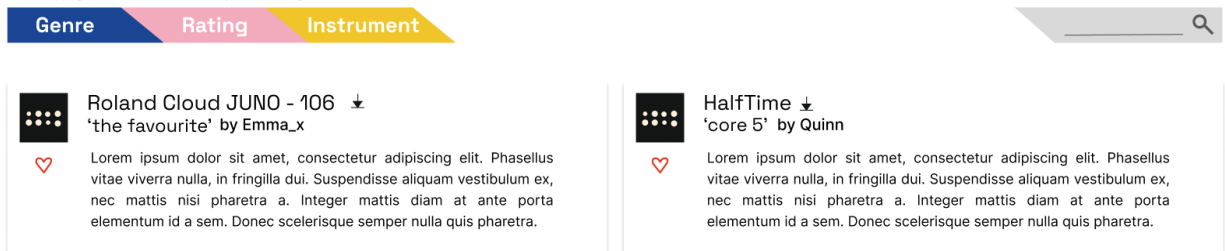


*Figure 56: Layout of the mapping platform page after feedback*

### 6.2.3 Other functionalities

Next is the like/rating functionality. As was found in section 2.3 'State of the Art' one of the interactions users can have with each other is liking each other's content. Therefore this was also implemented in the final design of the online community. The like functionality seen in figure 57 also doubles as a rating system. Instead of giving a post a score out of 5 stars the heart of the like button can be filled in with 5 different colours. Where dark grey is equivalent to 'one star' and dark red is equivalent to 'five stars'. The reason that the like button doubles as a way of rating posts is because users want to know if the kind of post they are looking for is of value or not. This way the users have an additional filter.



*Figure 57: Design of the rating/like button*

### 6.3 Interactivity

The next step in realising the final prototype was making the design of the online community platform interactive in Figma. There were 7 pages that were made completely interactive. The other 52 pages did not need interactivity for the final prototype to function for the evaluation (Chapter 7: 'Evaluation').
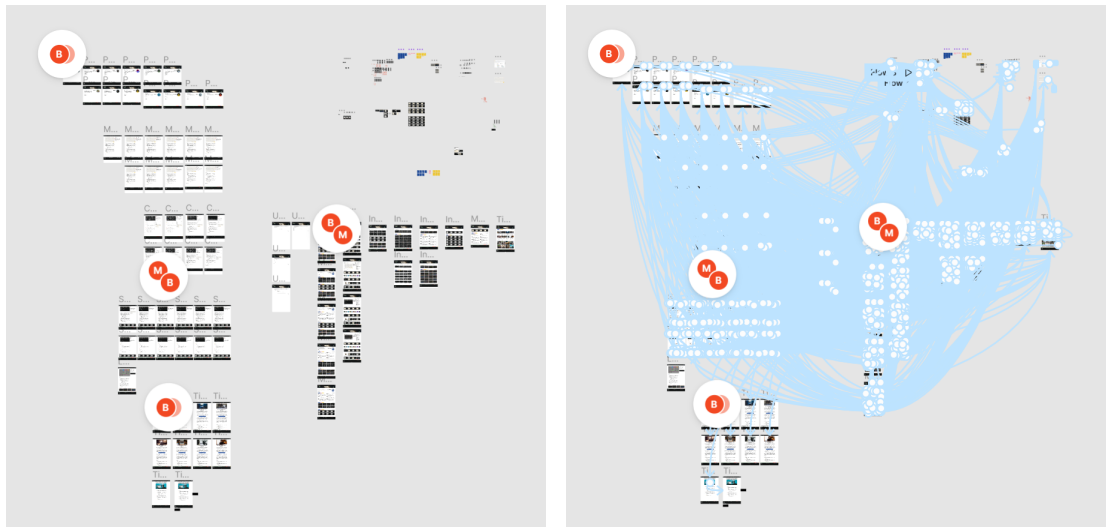


*Figure 58: All platform pages (left) and the interactivity map of all the platform pages (right)*

The blue lines in figure 58 each represent an action. This means that each blue line connects a button to their fitting action, this can be going to a different page, creating a drop down menu or giving a like. To give a visualisation of how this looks for one single platform page see figure 59.
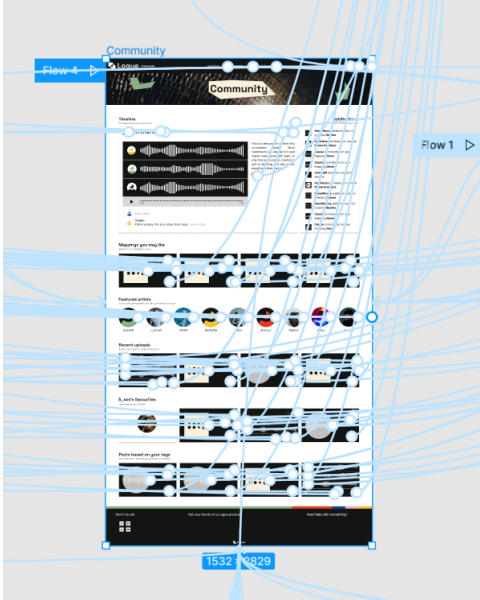


*Figure 59: Interactivity map of the community platform page*

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# Chapter 7: Evaluation

To validate the list of requirements from 'Chapter 5: Specification' of being implemented in the design of the online community prototype properly, an evaluation took place in the form of user tests. This evaluation will happen with participants that are the stakeholders, the plan will be described in further detail. After explaining how the evaluation will take place the results will be presented where finally a conclusion shows a discussion of the results of the evaluation.

## 7.1 Evaluation plan

The plan for evaluating the platform for the online community for Logue was divided in two parts. Testing the User Interface (UI) and the User Experience (UX). The participants for this evaluation consist of the most important stakeholders which are the digital music producers (possible users) and Logue, the client. In total 9 stakeholders participated, these stakeholders are students from the University of Twente who follow the bachelor Creative Technology and contacts from Logue.

At the start of the user test the participant will receive a consent form and information brochure, see Appendix B and C, respectively, to clearly indicate to the participant what will happen during the user test. When the participant has read both documents, understands what will happen and has signed both documents the user test can start. An introduction to Logue will be given and their product. Afterwards the testing can begin. First the user interface will be tested, second is the user experience.

### 7.1.1 User Interface

The target of this part of the user test was to test the flow of the platform in general, the navigation through the online community platform and to validate the user interactions with others regarding the community feeling. To reach this target the participants were observed while they performed 6 tasks on the prototype on a laptop. This way the researcher could ask the participants questions on why they made certain decisions whilst the participants could also ask questions to the researcher when things were unclear. The 6 tasks that needed to be performed by the participants were based on the storyline of the persona 'Julian Geelhoeder' from Chapter 5: 'Specification' :

1. Upload a sample
2. Go to the sample page and listen to some samples
3. Go to your sample that you just uploaded to see if there are any likes and comments
4. The 'guitar picking' co-creation needs a track, add this
5. Give a like to the co-creation on the dedicated page
6. Read a blog post

These tasks are read aloud to the participant separately when the task before is finished. After the participant is done performing the 6 tasks or has tried to, the participant is free to play around with the website for a few minutes to discover and explore. Afterwards the user test will continue with evaluating the UX.

### 7.1.2 User Experience

The target of this part of the user test is to validate the community feeling, general understanding of the website and relevance of content. To reach this target a semi-structured interview will be conducted. The questions and answers of this interview can be found in Appendix D. An example of the questions asked are:

- On a scale of 1 to 5 how was the community feeling?
- Were you confused by anything and why?

## 7.2 Functional evaluation

During the user test the participants interacted with the final prototype. These interactions were monitored by the researcher and afterwards the recordings were looked at. From these interactions of the participants and the researcher interacting with the final prototype themselves, the following things could be concluded.

All the buttons on the pages for the six tasks were functional. The download button that was implemented in the mapping, sample and co-creation post. It did not completely work since Figma is a mockup application and the final prototype is not a real website. However, there was a visualisation of how the download could work in practice, that is why this FR was not applicable in this prototype. Next to the download button there was also a like button implemented in the mapping, sample, Logue live and co-creation post. This like button functioned as both a like and rating button. In the final prototype a visualisation of this was implemented. This information is not stored anywhere or the amount of likes won't be updated since Figma is a mockup application and the final prototype isn't a real website. Therefore this FR was implemented.

Looking at the navigation of the participants through the website they all used the navigation bar to go from platform page to platform page. From looking back at the recordings, there were not any mistakes made or misuse of the navigation bar. The same accounts for the filter bar, it served its purpose. The upload button was implemented in the navigation bar, this way the upload button was always within reach. Participants found the upload button hard to find since it is rather small. This is why their advice was to make the upload button bigger or put the name 'upload' next to it.

When playing a sample or co-creation track the participant would see a visualisation of that post playing. They would nevertheless nog hear any audio since it isn't an option in Figma to add sounds to a mockup. The participants did understand when seeing the visualisation of the sample and co-creation post that there should also play

sound at the same time. Furthermore, the rest of the functional requirements can be seen in Table 7 in addition with the fitting evaluation result.

Green = Functional requirement was implemented
Yellow = Functional requirement was partially implemented
Red = Functional requirement wasn't implemented
Orange = Functional requirement wasn't applicable in this prototype

| Nr. | Functional Requirements | MoSCoW | Evaluation results |
|---|---|---|---|
| 1 | Mappings, samples and co-creations can be downloaded | Must have | Not applicable in this prototype, the way of downloading however is visualised |
| 2 | Clear and intuitive way of navigation through the website using a navigation bar | Must have | Navigation bar is included in the prototype; in the interview of the user test 66.7% of the participants gave a 4 on a likert scale of 1-5. This means the navigation was clear. |
| 3 | Quality of posts should be visualised in form of a rating | Should have | Ratings can be given to posts in the prototype |
| 4 | Upload button is reachable with one click through the whole design of the platform | Must have | Upload button is implemented in the navigation bar in the prototype |
| 5 | Users can consume and produce posts from and for others | Must have | Not applicable in this prototype, the prototype however tries to convey that it is possible |
| 6 | The content on the platform can be filtered using a filter bar | Must have | The design of a filter bar is included in the prototype, it doesn't work |
| 7 | Posts can be liked | Must have | Giving a heart is included in the prototype |
| 8 | Visualise when a sample and co-creation are played | Should have | In the prototype an animation plays to indicate how long the sample/co-creation has left to play |
| 9 | Indicate to the user on what page of the platform they are in a clear way | Should have | There is a title at the top of every page in the prototype, |

| | | | next to this it is highlighted in the navigation bar on what page the user is |
|---|---|---|---|
| 10 | Every single posts has a separate page where comments can be placed and additional information can be read | Must have | In the prototype comments can be read and additional information as well. Placing comments isn't possible |
| 11 | Comments can be placed on a specific time mark/ time period for co-creations and samples | Should have | Not applicable in this prototype |
| 12 | Audio plays when playing a sample or co-creation | Must have | Not applicable in this prototype |

*Table 7: Functional requirements evaluated with user test outcome*

## 7.3 Non- Functional evaluation

During the interview after the participants interacted with the final prototype. All 9 participants commented on how they enjoyed the design of the platform; "A clean, uncluttered, artistic design." The platform being clean and uncluttered also resulted in the navigation through the online community. From the 9 participants 66.7% gave a 4 on a likert scale of 1-5 for the navigation. Some minor improvements could be made like adding a fold out menu of the content of for instance the 'Inspiration page'.

To the question on how the different kinds of posts contributed to the Logue CL-11; 44.4% gave a 4 and 33.3% gave a 5 on a likert scale from 1-5. All the participants added to this question that it is nice having everything in one spot. Most things can be found on other websites but then you would have to go to different websites and with this online community platform you can share with your friends as well.

As for the community feeling of this online community platform 66.7% gave a 4 on a likert scale of 1-5. Where 5 commented that the only improvement for this is letting real users use the platform. Other comments suggested a chat function, one on one and in groups.

Moreover, when the participants were asked "Were you confused by anything (and why)?", there were only minor comments. The most were about titles of pages that were confusing; however, the same participants mentioned that after using the platform more often this would not be a problem. In addition, when the participants were asked about their opinion on the upload button 33.3% thought it was confusing. The '+' where the participants had to click on was rather small, but the location was correct; next to the profile button. Comments of participants to improve the upload button were making the

'+' bigger, adding a circle behind it to draw attention, adding the word upload to it and having an effect when hovering over it.

Next to the upload button, the participants were asked about their opinion about the like button. Since the like button also doubles as a way of rating a post. "Did you understand how the like button worked? Did you like this way of liking and giving a rating at the same time?". Where 50% thought this system was 'innovating', 'a good system' and 'never seen before, so that is cool'. The other 50% prefers only giving a like over giving a rating at the same time because ' they did not see value add' and 'found it a bit intuitive'.

From the 9 participants 40% responded by missing a chat function to the question "Did you feel like something was missing? (and what)". Another participant commented on sharing posts with friends in the online community through secret links. When a user receives a link you can see the post that is shared otherwise you cannot. In combination with the question about missing something on the online community platform participants were asked "Do you think groups and competitions would be a nice addition for future work?".  All the participants agreed on groups being a good value add. Competitions as well but it is not vital for the community to succeed.

The last question that was answered by the participants was what their favourite aspect of the online community platform was. Of all participants 50% responded with the idea of the co-creations. Furthermore, the rest of the non-functional requirements can be seen in Table 8 in addition with the fitting evaluation result.

Green = Functional requirement was implemented
Yellow = Functional requirement was partially implemented
Red = Functional requirement wasn't implemented
Orange = Functional requirement wasn't applicable in this prototype

| Nr. | Non-Functional Requirements | MoSCoW | Evaluation results |
|---|---|---|---|
| 1 | Platform is easy to interact with | Must have | 66.7 % of the participants agreed with this statement with a 4 on a 1-5 scale |
| 2 | Information on the platform is accurate | Should have | Included in the final prototype |
| 3 | Design looks cohesive (not cluttered) according to the design rules of the Logue brand book | Should have | 100% of the participants of the user test agreed with this statement |
| 4 | The goal of the community is to build a | Must have | 50% of the participants of the |

| | | | user test commented on the online community platform only needing users to achieve this goal |
|---|---|---|---|
| 5 | The content of the online community is relevant to the Logue product | Must have | The mappings are the main connector to the Logue CL-1, in the prototype mappings are added to the different types of posts |
| 6 | There is no hindering of the creative flow for the user when producing music | Must have | From the user tests some minor comments came forward that sometimes functionalities were hidden/ hard to find. |
| 7 | The content of the online community (the posts: mappings, samples, co-creations and logue live) need to meet the three dimensions by Dessar et al. (2015); cognition, behaviour and affect | Must have | Cognition (engaging) = Co-creations, samples Affect (enjoyment) = Co-creations, Logue live Behaviour (knowledge) = Logue live, blog posts and tutorial videos |
| 8 | The design of the online community should be similar to other websites of state of the art because users know how those other websites work | Could have | The design of the prototype shares similarities with the websites of the state of the art research |
| 9 | Motivate users to be active in the online community | Should have | Included in 'Mappings', and the co-creation, sample, Logue live pages in 'Inspiration' with a 'Top content of the month' bar at the top of each page |

*Table 8: Non-functional requirements evaluated with user test outcome*

## 7.4 Client evaluation

Next to the user tests, the final prototype was also presented to the client, Logue. During the presentation of the prototype the steps of the user test were covered and they could ask questions when needed. After showing them the prototype the requirement list that was set up by Logue was looked at again (see Appendix A). Looking at all the points that were in the scope of this project they decided that they were satisfied with the work that was delivered.

## 7.5 Evaluation conclusion

The qualitative results of the evaluation show that the final prototype fulfilled most of the functional and nonfunctional requirements with 66.7%. In addition, the participants mostly mentioned positive things about the prototype with compliments about the design and type of posts being an addition to increase their workflow. To further iterate and improve on this prototype some adjustments and improvements need to be made see section 8.2 'Future work'.

# Chapter 8: Conclusion

As to how Logue can expand their value proposition of the Logue CL-1 using an online community. By performing a literature and state of the art research, concept generating, prototyping and evaluating the prototype, the iterations of the prototype shown in this research can be used to expand the value proposition of Logue.

The prototype was created for an online community platform. Users of this platform can connect through the music they share, create together, Logue live videos they watch and the mappings they create. The users can interact with each other via comments and likes.

The goal of the online community set by Logue was to be a marketing tool and therefore gain and attain users. This goal was achieved through gaining users with content on the platform such as co-creations and attaining users with mappings. This was verified by the evaluating the user tests. In these user tests the prototype was received positively by the participants, digital music producers. It was conventional having multiple aspects of aiding in the creative flow of music producers in one spot and the prototype platform got the participants excited to join the community and try out the Logue CL-1.

Finally, the client, Logue, was positive about the outcome of this research. They want to implement the online community on their website after further developing and prototyping on the outcome of this research.

# Chapter 9: Discussion & Future work

## 9.1 Discussion

In this research there were a few limiting factors that could have influenced the results or progress of the research. The first and biggest one being the time limits of this research. An online community platform can have lots of different aspects from the design and layout of the platform to the content to the implementation of the platform in code. Because there was a limited time in this research not all the aspects of the online community platform have been covered. These aspects are covered in section 9.2 'Future work'.

      Another factor that could have an influence on the outcome of this research is the amount of participants for the user tests. Right now the user test is qualitative and not quantitative due to the fact that there was a limited number of participant pool to get participants from. That is because the participants needed to be digital music producers. If there would have been more participants the final prototype could have been validated more.

      Next to the limited number of participants for the user tests, is the fact that the same participants participated in the interview in section 4.1.2 'Stakeholder analysis'. Because of this, one could say that the final prototype and its content was designed and validated by their opinions. However the interview participants made up half the amount of the user test participants. In addition, the user test participants shared the same opinions as the interview participants. This is however another reason for more participants for user tests.

      Lastly is the knowledge about the application that was used to make the final prototype, Figma. This was a new piece of software for the researcher and therefore the researcher did not know the ins and outs of the software. Because of this the making of the final prototype could have taken longer than when the software was known to the researcher. Moreover, several functionalities didn't work in the final prototype due to the fact that the researcher didn't know how to implement these functionalities in a Figma prototype.

## 9.2 Future work

Due to the time limits of this project certain aspects that were envisioned for the online community platform weren't implemented in the final prototype as mentioned in section 8.1 'Discussion'. If Logue wants to use this research to implement the online community platform in their own website they should look at the following things.

      The first one being, working out the ideas of the posts that are present in the final prototype. These posts are mappings, co-creations, samples and Logue live. Right now how these posts would be implemented is not researched due to the time constraints.

That is why the web development aspect (front and back end) of this online community platform should be the next step in realising this from final prototype to working website.

The next thing that should be paid attention to is the connection to other social media platforms. It should be easy for users to share their posts on other social media platforms. This aids in the exposure of the online community and gaining new users.

Content wise, other functionalities that would be fitting on the online community platform would be a chat function one-on-one and in a group, contests to participate in and forum-like pages that are attached to 'tags' that can be attached to posts. These three additional features also came up during the evaluation interviews (see Appendix D). This means that these additions would be of value to the stakeholders. However, these additional features wouldn't be necessary for the online community to be successful and could be looked at when the former future work recommendations are worked out and implemented.

Lastly, how the online community platform can be operated. As can be seen in section 4.2.1.1 'Functionalities brainstorm', in that brainstorm session there were ideas of implementing the Logue CL-1 for the navigation of the online community platform. This implementation for the navigation would look as follows. On the mappings page there would be a mapping available called 'navigation'. When downloaded and uploaded to the Logue CL-1 the Logue CL-1 could be used to navigate through the online community platform. Knobs could be used to scroll up and down on a page and push buttons could be used to switch different pages. When this feature will be implemented the user can have a submerged experience with their own Logue CL-1 and the online community.

# Appendix A: Requirements from Logue

- The core of retaining a community centres around our website
    - Building community can also be done with other methods or platforms
- The outcome/product of this research needs to be scalable to more than thousands of people
- Think about how the solution could work for different cultures
    - For instance, a solution for Europeans might not work at all for Asians
- Goals of the community
    - Customer satisfaction
    - Protecting our brand
    - Retaining customers
    - Gaining new customers
    - Building a brand
        - Main goal, to be a marketing tool
- The focus lies on the starting phase → how to build a community from the ground up
- The solution should fit into a reasonable budget
    - There is no way we can give an estimation of a budget at this moment, but keep the cost of a solution in mind
- Interactivity
    - Consume and produce content
- Different types and actions of users
    - Anonymous
    - Registered free users
    - Registered paying users

# Appendix B: Consent Form

## Consent form template for research with human participants

Authors: Ethics Committee CIS (based on template by BMS EC)
Last edited: 19-01-2022

-------------------------------------------------------------------------------------------------------

### Consent Form for Creative Technology
**YOU WILL BE GIVEN A COPY OF THIS INFORMED CONSENT FORM**

| *Please tick the appropriate boxes* | Yes | No |
|---|---|---|
| **Taking part in the study** | | |
| I have read and understood the study information dated [DD/MM/YYYY], or it has been read to me. I have been able to ask questions about the study and my questions have been answered to my satisfaction. | O | O |
| I consent voluntarily to be a participant in this study and understand that I can refuse to answer questions and I can withdraw from the study at any time, without having to give a reason. | O | O |
| I understand that taking part in the research involves the interview being audio-recorded and that my answers will be written down after the interview and that I will be interacting with a prototype of a social media website and will be performing tasks such as finding certain webpages. | O | O |
| **Use of the information in the study** | | |
| I understand that information I provide will be used for reports | O | O |
| I understand that no personal information will be collected about me that can identify me. | O | O |
| I agree that statements during the research can be quoted (anonymous) in research outputs [OPTIONAL] | O | O |
| I agree to be audio and video recorded. Yes/no | O | O |
| **Future use and reuse of the information by others** | | |
| I give permission for the audio recording and written notes that I provide to be archived in Google Drive so it can be used for transcribing afterwards. Where the audio recording will be deleted when a transcript has been made of the interview. | O | O |

## UNIVERSITY OF TWENTE.

**Signatures**

_____            _____   _____
Name of participant
                                                          Signature                  Date


I have accurately read out the information sheet to the potential participant and, to the best
of my ability, ensured that the participant understands to what they are freely consenting.


_____            _____   _____
Maud van der Hall                          Signature                  Date

**Study contact details for further information:  Maud van der Hall,**
**m.r.vanderhall@student.utwente.nl**


**Contact Information for Questions about Your Rights as a Research Participant** If you have
questions about your rights as a research participant, or wish to obtain information, ask
questions, or discuss any concerns about this study with someone other than the
researcher(s), please contact the Secretary of the Ethics Committee Information & Computer
Science: ethicscommittee-CIS@utwente.nl

**UNIVERSITY OF TWENTE.**

# Appendix C: Information Brochure

## Information Brochure Online Community

Dear reader,

In this letter I would like to inform you about the research I have asked you to participate in. In this research the goal is to build an online community for the company Logue and their product the 'Logue'. I made a prototype for a website for an online community and would like to test it with you.

You will interact with the website for around 15 minutes where you get some tasks to complete. These task including going to a certain webpage or creating an account on the website. After you can interact with the website if you want. Your interacting with the website will be videotaped where the screen and only your hands will be visible. These recordings will be made so I can review them afterwards on how you navigate through the website. After the interacting I will ask you a few questions. This interview will be audio recorded. The interview will take approximately from 15 to 30 minutes.

Your participation in this research is completely voluntary. You can stop the interaction or interview at any given time without any reason that is totally fine. You can also withdraw your participation after the interview and your data will not be used in this research. You can do so without any consequences.

Your participation is also anonymous. I will not collect any of your personal data. The recordings of the interview will be deleted after transcribing them. All research data will be deleted after the completion of this bachelor project.

Yours sincerely,

Maud van der Hall
Email: m.r.vanderhall@student.utwente.nl
Supervisor: Kasia Zalewska
Email: k.zalewska-kurek@utwente.nl

# Appendix D: Evaluation interview questions

Question 1: How was you first impression of the website?

9 responses

Clean, having it organised more logical it would be a very good website that people could really use.

Clean, artistic, something where creaity was important.

The website was very clean not too much things and the colours really fit well together. There is a nice contrast and you can find everything well. So the first impression is good.

Good impression, pretty design, professional, immediatly something interesting to look at.

Colourful, uncluttered and a unique own style

It looked pretty, clean, easy on the eyes. And a good ambiance for a community.

It looks pretty, everything fits well together. But I am missing some kind of home page but seeing now the 'Community page' this is something that would look like a home page but maybe changing the layout of the banner would make it more clear that this is the homepage. Because right now it looks like the other pages and for me that is confusing.

Clean, simplified not too much menu's or buttons which is good I really liked that. The profile page was good also at the top right corner. The colours fit well. Right now the website looks like it is being used. The like and download button are easily accsible that is good because as a musician you just want the audio file and get working.

Overzichtelijk, als je niet bekend bent met het concept is het wel even wennen

Question 2: What were aspects that stood out when interactng with the website?

9 responses

Everything was well balanced so nothing really stood out in that sense.

The different icons for the different content, you know what you are seeing.

The filter bar and the like option are nice. The things that have colour really pop and that is a good thing. Next to this things are very logical.

Not something that grabbed my attention just a good balance.

- On the profile page the filter bar looks weird when you hide or show 'my mappings'
- Not all the buttons are functional on the website
- It was clear what buttons needed to be used to go from one page to another

- The drop down under inspiration and mappings are a bit weird, also with the upload button being there.
- The name inspiration is also a bit weirdly placed in my opinion just as tips and tricks because blog posts aren't always tips and tricks.
- The layout of everything is really good. It is inviting to click on. Colours are also nice
- The profile page has a nice way of formatting with folding out

All the posts look very cohesive and nicely designed. Also whith the cocreations and those lines you see that represent the audio waves that is nice. I am missing something on the side but I don't know what? Maybe the navigation bar on the side instead of on the top.
Also there aren't too many things on one page so it is nice to look at

That the website has its own style with the icons and colours etc.

Het hele concept is wel gaaf, het hele plaatje. De samenstelling van alles op 1 plek is goed.

Question 3: How did navigating through the website go? Scale of 1 -5          ⨆ Copy
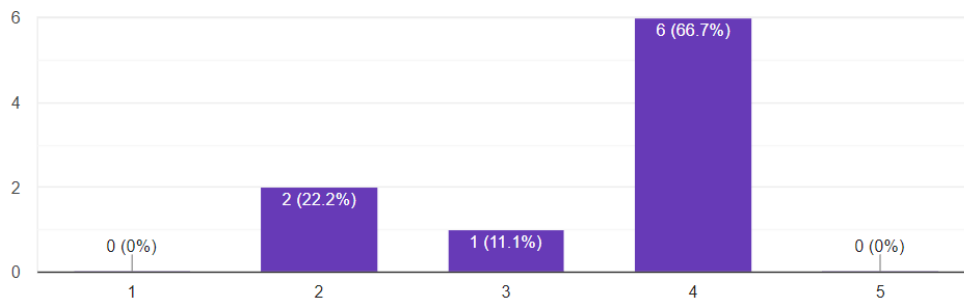
9 responses



question 3: comments

8 responses

Things were hard to find when doing the tasks but on the other hand it was not bad.

If the prototype was fully functional it was a 5

- The upload button was rather small so I didn't think I should click on it.
- I do think when you have used the site 1 or 2 times everything is good to find, just getting used to something new but that is not a problem

- The navigation bar doesn't always work
- Maybe add the extra navigation bar on the inspiration page in the fold out menu when hovering over 'Inspiration' in the navigation bar.
- Same accounts for the blog posts and video's under 'Tips and Tricks'

Because the names are a bit confusing and the dropdown with upload in it

Is good only upload button is kind of weird with the location in the fold out menu on the navigation bar. I would add a button that is always visible on the right bottom of the screen like google calender.

Maybe add additional navigation at the bottom in the footer

Het is in het begin even zoeken maar dat went na een tijdje wel

96

Question 4: How did the different kinds of posts contribute to the Logue-CL1? Scale 1-5
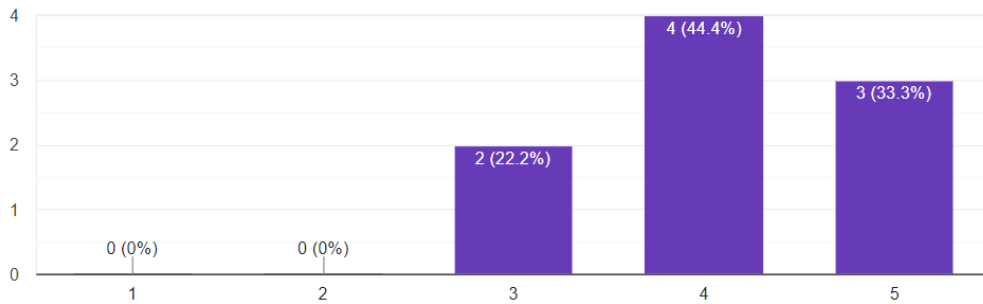
9 responses



Question 4: Did you think that certain posts were out of place / not relevant to the Logue-CL1?

9 responses

No because I think this depends on the opnion of your client. But I think everythink works together well.

No it is nice having everything in one spot and not having to go to a different website for samples for example

Not really

No it is a good platform having everything at one spot, it adds an additional community element also sharing samples.

- The mappings really add value and the Logue live as well
- The co creations and samples could also be found on other websites however they do fit in the website and adding mappings to co creations and samples is nice
- the blog posts would be more out of place in my opinion

No because it gives an additional dimension to the product. Having everything in one spot. You can easily try things and cocreations are a good way to make music with friends. The samples individually are also found on other pages however on this website it fits.

I don't think so, having everything in one place is a good thing ! So that is why samples are a good addition.

No because having everything in one spot is good. Also seeing other people that use the platform and also the product. It is good that the possibility is there to share samples.

No, you can find things on other platforms but having everything in one spot is a good thing actually

Question 5: This being a community on a scale of 1 to 5 how was the community feeling?

9 responses
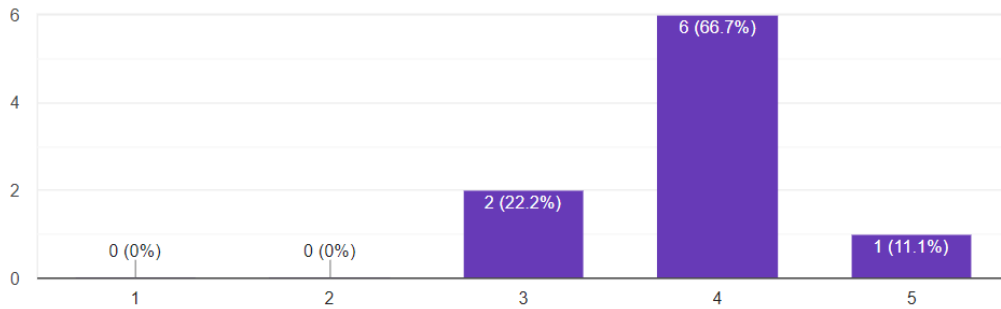


Question 5: How do you think this can be improved?

8 responses

| |
|---|
| Just getting real people to use the website |
| - |
| There is a good potential so not really anything |
| - All the aspects are there so I don't think anything more can be done. However people should just start using it |
| Chatting would be a good addition for the community feeling. Also in groups would be essential. But right now it does already feel like a co created platform |
| I don't really think you can improve something. It aids in removing some steps I am experiencing now when I am creating music so that is a good thing. |
| Seeing that the community lives would be nice. Examples are the timeline and notifications. Or a chat function is something that would add more liveliness. |
| Having actual people using it, then it comes to life. |

Question 6: Did you understand how the like button worked? And did you like this way of liking and giving a rating at the same time?

9 responses

I understood how it worked however in my opinion it is a bit unintuitive to me. Rather choose one of the two and not at the same time or another symbol instead of the heart.

It is really cool. How would you show the average rating/colour?

It was cool!! Maybe also have a way of showing the owner of the post the kind of likes it received? Just like on instagram you can click on the amount of likes and see who liked that post.

It is a good system and looks fun.

- I would prefer likes over also giving a rating
- The idea I did understand but I don't really see the added value of a rating system when you also have likes

Having a rating doesn't really add anything so just liking would be just fine.

I really like the effect that it increases when hovering over it. I didn't really understand that it also was a way of rating however when I got that I found it progressive. You don't really see that anywhere most of

the time it is 1-5 stars or a like or not a like so that is cool. I also like the colours and shapes of the rating.

It is pretty cool. Innovating as well

Yes I understood it was also a rating. The concept is nice however I don't think if it adds something. Maybe just use a like.

Question 7: Did you find the upload button? Was it in the anticipated place? What would in your opinion be a natural place for the upload button?

9 responses

-The '+' was confusing. So adding the word upload to it or placing it next to tips & tricks. You could also just make one upload page and choose on that upload page what you want to upload instead of choosing when clicking on the '+'.
- An arrow pointing up would be more logical than a '+' because right now I thought it was a way to add friends because it was next to my profile.

- The location is logical because you are uploading something so next to the profile is good.
- The '+' is rather small so I did't really know what it was. But after using it once you know what it is

- De plus button was rather small, maybe add a circle around the '+'.
- Having a place on the inspiration page for uploading would also be nice
- Or making the '+' bigger

- It was too small
- Add the word upload
- However in the beginning it is just getting used to it so after the first time you know how and why

- I first clicked on profile because I didn't see really any other symbol that would be logical
- Adding a arrow that is pointing upwards next to the profile picture would be most fitting

Finding the upload button was hard, right now it is wack. Next to the profile in the navigation bar 'upload content' and then clicking on it where you can choose the type of content. Other websites like youtube also have this.

As I said earlier I would add the button at the bottom right corner where you can always access it. Or as you said I immediatly went to the profile page when you asked to upload a sample so maybe adding a '+' next to profile or as a fold out of the profile button would be nice. Also also when you go to my profile you could leave one post away under 'my mappings' and add a '+' in that spot so it can be used as an upload place.

It can be made more clear. Adding upload next to the '+' or make it bigger or place a circle around it. Or highlighting when hovering over the '+'

Easy to find and worked fine

Question 8:Were you confused about anything (and why)?

9 responses

Inspiration in the title was a bit confusing to me because it doesn't tell me anything. I would split the content of the inspiration page or make it more clear that samples, co creations and logue lives are under that page.

I really had to search for all the pages but that was more because I got tasks from you instead of me just casualy looking through the website.

nope

The first time looking for blog posts

That some buttons don't work. However disgarding that the home page is confusing because right now the home page has the name 'Community'. Maybe change this to home.

- The name inspiration threw me off.
- And as I said a blog post not always being a tip or a trick

The filter bar was weird at first but that was also because I wasn't really paying attention to it. So after looking and interacting with it, it was clear to me what it meant.

The home page could have more links on the page to the other pages (mappings or inspiration)

Only an task I interpreted the wrong way.

Question 9:Did you feel like something was missing? (and what)

9 responses

- More settings for the co creations when uploading
- A chat function would be a good addition, like a community whithin a community so you can share things with others.
- Or share a co creation with a special link so only the people that have that link can see that co creation

How can I add people as friends on a profile page?

- Not like a chat function or anything because you can use whatsapp for that stuff so I don't really miss anything

A chat function

- Maybe adding a chat function would be nice
- Or starting a Logue live session with others like instagram live.

- Only the chat function
- Content is good

Not really, maybe a small description under the title of each page. A punch line under 'Inspiration' like share or feel. So you understand what this page does instead of finding it out on the page itself. The hightlights, co creations, samples and logue live buttons could be bigger because they are a little small.

nopee not anything that I already mentioned

Expanding the tags that can be found in your profile and posts would be a good addition so you can see all the things related to for example dubstep. Like reddit that you can join that channel. So a forum idea.

Question 11:What was your favourite aspect of the site? (and why)

9 responses

The design looks really really good

- The co creations is a new idea, that you can easily add a track to it.
- The icons so you can clearly see the 4 categories of content
- And the animation for when you are playing a sample

- Colours and very aesthtically pleasing

The co creations! I haven't really seen it anywhere before, there is great potential for it.

- The profile of ThijsB with Ambiance
- And co creations is a really nice concept

The co creations!

The like button and the cohesiveness of the icons and colours really fit together well.

The own style, I dig it

The co-creations idea is really cool

## Question 12: Do you think groups and competitions would be a nice addition for future work?

9 responses

- Yes groups would be nice as I said earlier
- Competitions would be really fun and engaging. There should be a good stimulation like a price so that is something to think about

Yes those would be good!

- Challenges would be cool! So that people can give assignments.
- For groups, I don't see big groups working but smaller ones would be fine I guess.

Groups would be good yes and competitions as well

Groups yes chatting or sharing posts, however I don't really see why you would add a competition aspect to the community.

- As I said groups would be of great value
- Competitions would be a nice addition but it is not necesarry at all. So maybe in the future yes but for a viable prototype it isn't really necesarry.

Groups would be nice, also seeing progress of projects on the homepage next to the timeline. And chatting would be nice when sharing files with others.

Groups and competitions would be a cool addition and relevent on this community. It envites people to participate in the community. Flipping a sample would be a good idea. When you win an x amount of competitions you get a discount on something, that is a real motivator.

The competitions part it is a good addition when there are already people on the platform but it isn't really necessary for this online community to work.

# Appendix E: Stakeholder Interview Questions

Question 1: How would you classify yourself?

4 responses

Producer

Samplemaker

Digital music producer

Question 2: How many years of experience do you have

4 responses

3 to 4 years

4 years where 2 of them are non stop

5

6 to 7 years

Question 3: Are you a beginner, advanced or professional?

4 responses

Advanced

Between beginner and advanced, more like a medium

Definitely advanced

Fairly advanced

Question 4: How do you get inspiration when creating music?

4 responses

It is different, it is in the process just mess around and than sounds will come that are nice

It really depends. If I don't know anything I go through a list of samples. Sometimes I get inspiration from the radio. At other times in the process I make 2 songs in one project. It is very natural

Listening to something that inspires me. Great artist copy and steal things all the time and make something alike.

It varies quite a bit. Sometimes I listen to music and get inspiration or sometimes I just have a melody in my head. Other times I have an idea of creating a sound and I try that.

Question 5: Where do you share your music?

4 responses

On youtube, sample packs and on instagram

Soundcloud and youtube

Usually several platforms. My beats go to youtube, and I use soundcloud to share music and a few things on spotify.

On soundcloud and I have one song on spotify. But I just changed my stage name.

Question 6: Why do you share your music?

4 responses

People could use it. I want to offer them help when making or finishing a song. Next to this for exposure

Most of the times to challenge myself into finishing songs. Not necessarily for feedback

For someone to listen to it. I like doing it to feel more accomplished and satisfied to see and point out what I did. I used to share beats to sell them. People would pay me for stems. So out of a business perspective. Also for feedback, usually I find that feedback from people who are not producers tends to be quite vague. A producer might say lower the bass, that is useful, I value that feedback a lot.

I like creating music and I also like when people like my music. On discord you have places where you can share music with others to receive feedback.

Question 7: Do you use samples?

4 responses

I used to, now not so much anymore

Yes

Yes, it is quite fun way to do music and a cheat code taking some samples and making something

Yes. For little things like kicks and drums. For the rest of the sounds I make my own sounds. Sometimes I just use Splice.

Question 8: Where do you find these samples?

4 responses

On splice, it is a subscription based website

A lot of browsing on weird websites

In the past and still to this day I mostly used youtube. Look something up on youtube and I will find a collection on youtube. Looperman is a new website I have been using. It is royalty free.

Splice and I have a big sample list of all the samples that I have downloaded over the years

Question 9: How do you judge the samples?

4 responses

I skip through the samples

By listening to them, it depends on what my goal is for the sample I am looking for. Sometimes I use a sample manager that categorises samples.

Usually listen to the beginning 30 secs. If i find something that i am hooked to i will use it. If it has potential I will click through it. Quite a snap judgement.

On genre. Some sounds fit the genre others don't. It depends tho

Question 10: How succesful are you in your search for samples most of times?

4 responses

-

50%

Often. It can be a difficult process with a specific sample. Definitely not a smooth sailing but most of the time I will look what i am looking for. And otherwise something alike. Could be more successful.

Question 11: What is your criteria for a good sample? Do you use filters for this?

4 responses

-

Filters are useful because they make my search specific.

Sometimes just the search function not really filters.

Question 12: What kind of filters do you find valuable ?

4 responses

-

Instrument and genre

Question 13: How do you collaborate with other musicians? Online or offline?

4 responses

Often, Both online and offline

Not quite often. It is fun tho. But hard to do because there is just one pc

More so now than I used to. Back in my day I didn't know many people. Now I do it quite often to very often for the things i'm a little bit worse at. Like vocals. Online usually, is a lot simpler.

Not really, most of the time I work alone. It is pretty fun tho, my roommate also makes music

Question 14: Do you listen to live sets of musicians?

4 responses

Not so much

Both. You send half a file to the other online. Sometimes stems gong back and forth

Yes, quite I am interested in who makes similar music as mine, process and tools they use. And videos that explain the workflow.

I don't. I only listen to artists songs that I like and I am a sucker for good audio quality

Question 15: What do you think about the live sets?

4 responses

-

Pretty fun, but more the ones where they make music instead of just djs

I don't really. It is however something I do get inspiration from.

Question 16: Are you interested in what the musician is doing with what instruments during these live sets?

4 responses

-

Yes being a producer you listen to those kind of things. And even more when I like what somebody else is making

Yes. I make mental notes of how they use it. I am also interested to see techniques and get inspired by it.

Question 17:  What do you think about the principle of making mappings for the Logue, does it make sense? Would you also make mappings yourself?

4 responses

A good idea, I have a midi keyboard and for that you also have mappings. In the beginning of using that midi keyboard I was looking at what mapping fit best and to get the most out of my work. I looked online for mappings becacuse that saves time.

I would defenitely use it, you can build progression with that. It could be very beneficial!

I think its logical, there are lots of knobs to twist. It would take a while. It would save time. I could also remap. Provide general mappings for in DAW's.

That's nice, you can add templates

Question 18: Would you participate in the co-creations?

4 responses

Defenitely!

Could be fun. But I don't really see how it relates to the Logue. I don't know if it would work but the ide is nice. I would like to try to use it once

Definitely, quite an interesting way to have people collaborate. Reminds me of sites where people can create art and add their art to it. I would do it because I like working with samples.

I don't know if it is very practical. I myself use quite some autoation so I change a lot of sounds with loads of tranitions. So that will not be very efficient and when you work together you have to think the same

Question 19:  Right now it is only a stem you can download and add your stem to. This way you can't change any of the settings from the original stem. Would this be an obstacle for you? Or is it nice that you can't change the work of others?

4 responses

The easiest way is to use one steam because everyone uses different DAWs. On the other hand having the whole project file is also fun however just downloading the stem is more practical.

If it needs to be edited I would prefer the project file. Otherwise the stem is just fine

Depends, a lot. Both are good. Project file download seems a bit like cheating. Keeping it sample based would be best.

Project files

Question 20: Would you post your audio clips on a platform? And why?

4 responses

If I made it with co-creation yes. But I don't know if I already upload my songs to youtube I would also upload it to another platform. Only if there was a good reason for it. If I would get a lot of exposure or with a contest . I would do it if I gain something from it.

I don't know if I would do that. There are lots of platforms that already have this. If there would be people present that have lots of experience I would do it. You need professioanls.

I would look for samples on this website. I would get over it to share my findings.
Mostly download them.

It depends, feedback would be the only reason

Question 21: Would you value the feedback that other users give you?

3 responses

Depends on how it is formulated. Lots of producers are introver, people ignore this kind of stuf easily. On the other side people are open for it.

Yeah definitely because these people are willing to invest in producing. Their feedback would be more detailed.

-

Question 22: What would the relevancy be on the Logue platform?

3 responses

-

Would be okay to give users the mapping that is used.

I don't know but there is a great value in a specific platform for producers, it doesn't exist on the big scale.

# Appendix F: Enlarged final concept

Homepage:

Inspiration page:

Mappings page



Top mappings of the month



Genre ⌄    Instrument ⌄    Rating ⌄    All time ⌄    >



Roland Cloud Juno 60
Albert Jan            ★★★
This mapping is fr the Roland Cloud
Juno 60. The way I mapped it was to
optimize the workflow. I did this by ...

Roland Cloud Juno 60
Albert Jan            ★★★
This mapping is fr the Roland Cloud
Juno 60. The way I mapped it was to
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Roland Cloud Juno 60
Albert Jan            ★★★
This mapping is fr the Roland Cloud
Juno 60. The way I mapped it was to
optimize the workflow. I did this by ...

Tips & Tricks page



**Logue**    **Inspiration**    **Mappings**    **Tips & Tricks**      username

# Tips & Tricks

Genre ⌄    Instrument ⌄    Post ⌄    All time ⌄    >
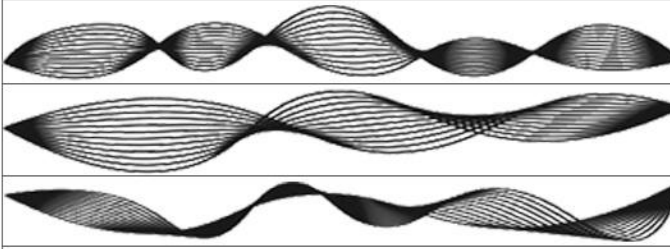
### Blog posts

| | | | |
|---|---|---|---|
| How to use a mapping<br>Logue<br><br>Read 58 times ★★★ | How to use a mapping<br>Logue<br><br>Read 58 times ★★★ | How to use a mapping<br>Logue<br><br>Read 58 times ★★★ | How to use a mapping<br>Logue<br><br>Read 58 times ★★★ |
| How to use a mapping<br>Logue<br><br>Read 58 times ★★★ | How to use a mapping<br>Logue<br><br>Read 58 times ★★★ | How to use a mapping<br>Logue<br><br>Read 58 times ★★★ | How to use a mapping<br>Logue<br><br>Read 58 times ★★★ |

### Tutorial video's

| | | | |
|---|---|---|---|
| Funky beat<br>BirkBeats | Funky beat<br>BirkBeats | Funky beat<br>BirkBeats | Funky beat<br>BirkBeats |
| Funky beat<br>BirkBeats | Funky beat<br>BirkBeats | Funky beat<br>BirkBeats | Funky beat<br>BirkBeats |

Dedicated co-creation page

Dedicated mapping page



This mappings was used in:

Profile page

Dedicated Logue live page

# Appendix G: Final prototype additional platform pages

The additional platform pages listed in the following order:
1. Tips & Tricks page
2. Dedicated mapping page
3. Dedicated co-creation page
4. Dedicated Logue live page
5. Dedicated sample
6. Dedicated Tips & Tricks page
7. Profile page of other users

# Tips&Tricks

**Genre**　**Rating**　**Instrument**　　🔍

## Blog posts
Read updates about the Logue-C1 and more

### The best tips for using a Logue-CL1
Getting to know a new midi controller can be hard at times but also a lot of fun. New features and possibilities are thrown at you. But what are some useful things to know when starting with the Logue-CL1? The 10 best tips are written down for you so you can start using them right away!

### The best tips for using a Logue-CL1
Getting to know a new midi controller can be hard at times but also a lot of fun. New features and possibilities are thrown at you. But what are some useful things to know when starting with the Logue-CL1? The 10 best tips are written down for you so you can start using them right away!

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< >

## Tutorial video's
Don't know how to make a mapping or struggling with something else?

Getting used to adding mappings and using them in your DAW.
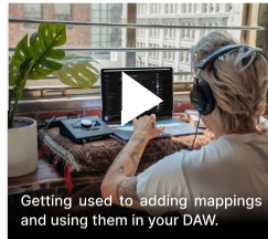
Getting used to adding mappings and using them in your DAW.
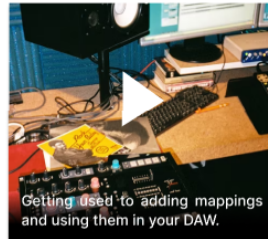
Getting used to adding mappings and using them in your DAW.

Getting used to adding mappings and using them in your DAW.

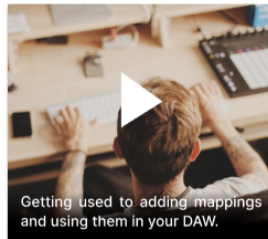Getting used to adding mappings and using them in your DAW.

Getting used to adding mappings and using them in your DAW.

Getting used to adding mappings and using them in your DAW.
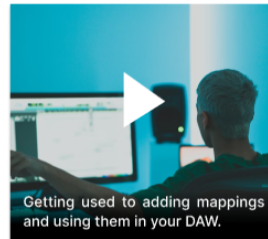
Getting used to adding mappings and using them in your DAW.

< >

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118

### EXC!ITE Snare Drum ⬇

'middle' **hubhub** +

❤ /34

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus vitae viverra nulla, in fringilla dui. Suspendisse aliquam vestibulum ex, nec mattis nisi pharetra a. Integer mattis diam at ante porta elementum id a sem.

| Bass | House | Electronic |
| Male Vocals | Pop |

🦆 Add a reply

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### Ohter mappings

Mappings similar to this instrument

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Inspiration          Mappings          Tips & Tricks          +          Profile

+          Add a track

+          Add a track

▶    0:00                                                                    1:51

**Piano** ⬇
Julia_G +

♥ /34

This is a description of what this co-creation entails. What instruments are already in it and maybe even some self hype on why this particular co-creation is just so amazing and why others should add their part to it.

| Bass | House | Electronic |
|------|-------|------------|
| Male Vocals | Pop | |

**Start working on this Co-creation:**
Stem 1                                                      ⬇
Stem 2                                                      ⬇
Stem 3                                                      ⬇

**Collaborators:**
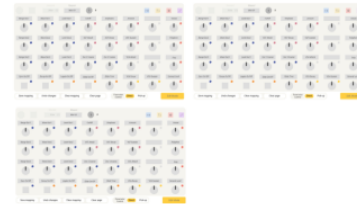Albert Jan                                                  +
Albert Jan                                                  +
Albert Jan                                                  +

**Mappings used:**

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**Ohter co-creations**
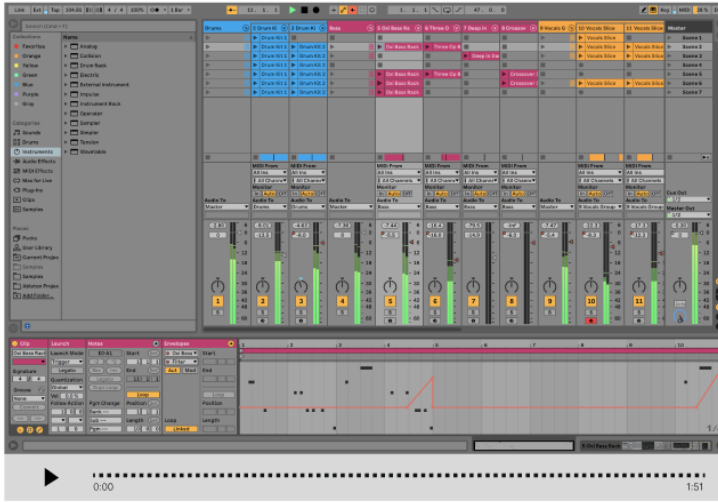Similar co-creations to the one above

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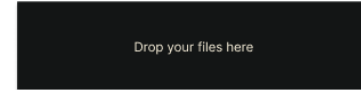
Logue

120

## Roland Cloud JUNO - 106

### Albert Jan +

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus vitae viverra nulla, in fringilla dui. Suspendisse aliquam vestibulum ex, nec mattis nisi pharetra a. Integer mattis diam at ante porta elementum id a sem.

| Bass | House | Electronic |
| Male Vocals | Pop |

Upload your sample to be used in this Logue live:

Drop your files here

▶ 0:00 — 1:51

🦆 Add a reply

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## Ohter mappings
Mappings similar to this instrument

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▶   0:00          1:26

## Sample modulation

Adjust the settings of the sample to hear the potential or just play around

Pitch: ————●————————————

BPM: ——————————●——————

## Dubstep vol. 3 ⬇

tunnel4i +

❤ /34

This is a description of what this co-creation entails. What instruments are already in it and maybe even some self hype on why this particular co-creation is just so amazing and why others should add their part to it.

| Bass | House | Electronic |
| Male Vocals | Pop |

**Mappings used:**

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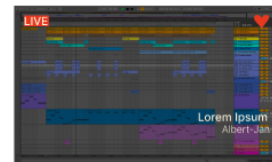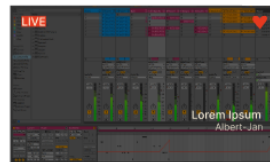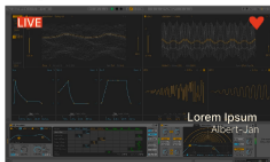
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## Ohter samples

Similar samples to the one above

| Lana del by bKers | Guitar melody by hubhub | Logic gate by DJRdH | Easy by ChelC |

❤ ⬇     ❤ ⬇     ❤ ⬇     ❤ ⬇

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📷 f
in ✉

**Logue**

# The best tips for using a Logue CL-1

I don't know what to write so I will just copy some of my GP in here i guess. Before starting with the design of the online community for Weirdly Wired, background research needs to be done. A background research is useful for defining the actual problem and gaining knowledge of the context of the problem. Furthermore, it can give insight into how other companies approach the problem of using an online community to expand the value proposition of their product and learn from this. Therefore the question: "How can interactive media be used to enrich the community experience?" will be explored in this chapter. To answer this question an overview of already existing theory behind online communities will be discussed, already existing online communities will be analysed and an expert opinion will be taken into account. This chapter is concluded by a discussion and conclusion of the background research.

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> "For an optimal workflow the Logue-CL1 really helps"

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Written by: madwithu

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# Profile

| Bass | House | Electronic |

| Male Vocals | Pop |

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus vitae viverra nulla, in fringilla dui. Suspendisse aliquam vestibulum ex, nec mattis nisi pharetra a. Integer mattis diam at ante porta elementum id a sem. Donec scelerisque semper nulla quis pharetra. Pellentesque eu vestibulum turpis, ut porttitor ligula. Aliquam urna sapien, dignissim sit amet nunc convallis, accumsan convallis dui. Curabitur maximus id libero eget aliquam.

## My mappings ⌄

## My co-creations ⌄

## My samples ⌄

## My samples ⌄

# Dimitri

Uploads        Friends        Something
24                  31                  4

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