Design of an in-app store for the Awaves player

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This thesis focused on the design of an in-app store for the Awaves player. The Awaves player is an artificial intelligence (AI) DJ music streaming service offered by Awaves. Awaves is a startup located at Incubase, the startup accelerator at the University of Twente. Their app is a new type of music streaming service that is being developed specifically for parties. It features their AI DJ. Using artificial intelligence, the music will be automatically mixed and it should sound like a real DJ is performing. People can be invited to join the digital party room in the app, they can then vote on the type of music that they would like to hear. The DJ adapts the music based on the votes.

Awaves currently generates income from the advertisements that are displayed inside the Awaves player. They want to diversify their revenue stream to make the company more financially stable and to reduce business risk. Awaves, therefore, wanted to look into the possibility of introducing a store into the Awaves player. This research, therefore, focused on the design of a digital store and the items in the store to answer the research question:

How can Awaves design a shop function for purchases in their app Awaves play?

This includes questions such as: What kind of monetization is possible? What would the store look like? And what would users spend their money on? Extensive literature research was conducted on what monetization strategies are possible for applications, why people spend money on applications, why people do not spend money on applications, and UX design guidelines. This research formed the basis for the design of the store and the items in the store.

Based on the literature research several items were conceptualized that would enhance the users' experience inside the Awaves player, whilst at the same time catering to aspects that drive users to spend money in applications. A pricing analysis was conducted to estimate potential pricing for the items conceptualized. Three different store concepts were developed to test different designs, and figure out the optimal UX design of a store for the Awaves player.

With user testing, the usability of each concept and the desirability of the suggested items for the store were tested. The user testing showed a mismatch for several items with what users of Awaves play were looking for and what the suggested items delivered. It also highlighted several usability issues with the different concepts of store designs. A viability analysis was also conducted to

estimate how successful the suggested items for the store would be business-wise.

For the final design of the store, two store concepts were combined and partially redesigned to solve usability issues raised during user testing. The items that can be purchased in the store were decided based on the viability testing. This resulted in the addition of a new item that was heavily suggested during user testing and the removal of several other items.

Concluding, the research question has been answered by delivering a compelling store design, containing items desired by the user base of Awaves play. Additional user testing is still needed to validate the pricing of items and the usability of the final store design. Recommendations have also been made concerning how to further improve the store and the steps necessary to take before implementing the store.