

Proposal

FlyBy play your music online.

User Experience Improvement Project

Prepared by:

IdeAUX 

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Project Overview

FlyBy recently launched and has been growing its website which allows users to **discover** music, **play** music, **sync** music to an iPod, and **buy tickets** to attend concerts. While much of the functionality is already in place, there is a need to evaluate and improve the user experience of the site. These improvements will not only maintain, grow, and further satisfy the customer base, but will also support a branding effort to solidify the identity of the Flyby service and company.

Project Approach

IdeAUX proposes a multi-phase approach, with each phase typically taking no longer than a few weeks. These phases are tied directly to questions that must be answered to move forward on the user experience design for the project. Prior to the start of each phase, all parties will review and agree on a Scope of Work document that outlines the plans, schedule, deliverable items, anticipated impact to the project, and cost estimate for that phase. The plans for each subsequent phase will be informed by the results of the previous work, and the direction of the project will be reassessed during the handoff meeting that culminates each phase. This project proposal will briefly describe the possible directions after Phase I, but new possibilities may arise.

Phase I - *What is the current state of the FlyBy service?*

Questions to be explored and answered in this phase:

- What content is on the current site? (This includes page content and features in addition to available song/media content.)
- Who are the users, and how do they currently use the service? (domain analysis)
- What works well (and what doesn't) in the current user experience of the site?

Work to be performed:

- Inventory and analysis of the content on the current website
- Analysis of the current users and how they are using the website, based on provided site analytics and user feedback from social media sources (ie: Twitter, Facebook) or provided direct correspondence.
- Design suggestions based on this information, and additional questions to explore.

Estimated length: 7 days

Anticipated Next Phases

It is likely that some questions will arise that would benefit from additional exploration. Some of these possible questions are addressed here, along with methods for answering them. The remaining phases may be done in parallel, combined, or done sequentially and separately.

What further user research questions should be explored?

After the initial analysis, more in-depth exploration may be needed into how the website is being used and what issues users are encountering. Different methods can be used to address these questions depending on choices related to cost and time.

- **Surveys** are relatively inexpensive. Short, targeted surveys could be created for users to provide feedback on their experiences and distributed via Twitter, Facebook or direct links on the website. An analysis and report of the survey results will be delivered.
- A **Usability Study** could also be designed and performed to explore the experience of either new or existing users when encountering specific critical areas or potential trouble spots on the site. These tend to provide rich information but cost considerably more than surveys. An analysis and report of the test results will be delivered.

How do we expect or want users to interact with the site?

Once we better understand how the site is currently used, we must understand how to better support interactions and encourage users toward desired actions (example: ticket purchasing). Explicitly mapping out the flow of tasks that users are performing can be valuable to minimize complicated interactions and support the vital features of the website.

How should the information and content be structured on the site?

Based on our understanding of who is using the site, how they are using the site, and how we might direct them to discover and use additional features like the purchase of tickets, we will have a confident foundation to propose layout suggestions and redesign aspects of the site. Architecture options for each page will be presented and a standardized format will be agreed upon. Page content will be structured based on its use. This phase can be performed iteratively, as new information about users' behavior become available.

Assumptions

In order to expedite progress on this project there are some considerations that need to be addressed to avoid unnecessary delays. It is necessary that FlyBy provide the following information and resources:

- Access to current site analytic data and reports.
- Access to existing user feedback and user research documentation, as collected from Twitter, Facebook discussions, and other interactions.

Branding creation and considerations will be performed and advocated by a third party (yet to be named). As a vital consideration of the overall design of the website, IdeAUX will work closely with the third party to make sure the branding and user experience are optimized to work together.

Ownership and Rights

All deliverables and documentation submitted to FlyBy as part of this proposal will be jointly owned by Flyby and IdeAUX. IdeAUX will retain permission to use parts or all of these deliverables for use in portfolios on the web, to show to future clients, or to incorporate creative property towards other projects. If required, any identifying or sensitive information can be removed if explicitly stated.

Project Pricing and Payment Schedule

The estimated cost for each phase of the project will be calculated as a lump sum payment for that phase based on the time and effort to complete the phase, type of work to be performed, and any additional consideration (ie: future usage of artifacts, accelerated timeframes, specific format and tool requirements.) Payments are expected to be made prior to commencing work on the current project phase, unless other arrangements are agreed on by both parties.

Acknowledgement and Sign-off

This proposal is acknowledged and agreed in its entirety by FlyBy. This is only a proposal for work and acts as a guidance document for discussion about the overall project and relationship between FlyBy and IdeAUX. Signing this document indicates acknowledgment that this proposal has been received and there is a good faith intention by both parties to enact a business relationship regarding this project. This is not a commitment to produce any work or to pay for any services. Any work/payment contracts will be addressed in future Scope of Work documents which will include specific work plans and timeframes.

FlyBy

IdeAUX

Signature

Signature

Printed Name

Printed Name

Date

Date