

fem-EDM

UX/UI Design Process

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Problem Statement

There is currently a lack of female DJs, songwriters, and producers in the electronic music industry, most likely due to barriers such as sexualization, and negative stereotypes about talent. Consequently, EDM is lacking in female role models to inspire young artists and to change the perceptions of the industry.

Femme House is an organization that offers educational workshops and professional development resources, builds community, and propagates visual representation for females interested in the EDM industry. However, there is no technological and interactive platform currently available for this organization to attract and inspire young females to pursue a career in the industry.

Research Findings

The Numbers:

- From 2012 to 2018, only 21.7% of Billboard's "Hot 100 Artists" were female (Smith, Stacy et al., 2019)
- Only 12.3% of songwriters were female and only a mere 2.1% of producers were female over this same seven year period (Smith, Stacy et al., 2019)
- In Billboard's current "Top Dance/Electronic Albums Artists" category, only 1 in 10 is a female ("Top Dance/Electronic Albums Artists" 2020)
- 49% of EDM listeners are female (Low Tone, 2019)

The Impact:

Findings from USC Annenberg's study of 2000 women:

- 52% of the women felt that their gender had (negatively) affected their music industry employment (Prior, Becky et al., 2018)
- To the question, "What barriers have you faced as a songwriter or producer in music?" 43% said their abilities were dismissed and they had to repeatedly prove their competence, and 39% said they have been sexualized or stereotyped based on their gender (Smith, Stacy et al., 2019)

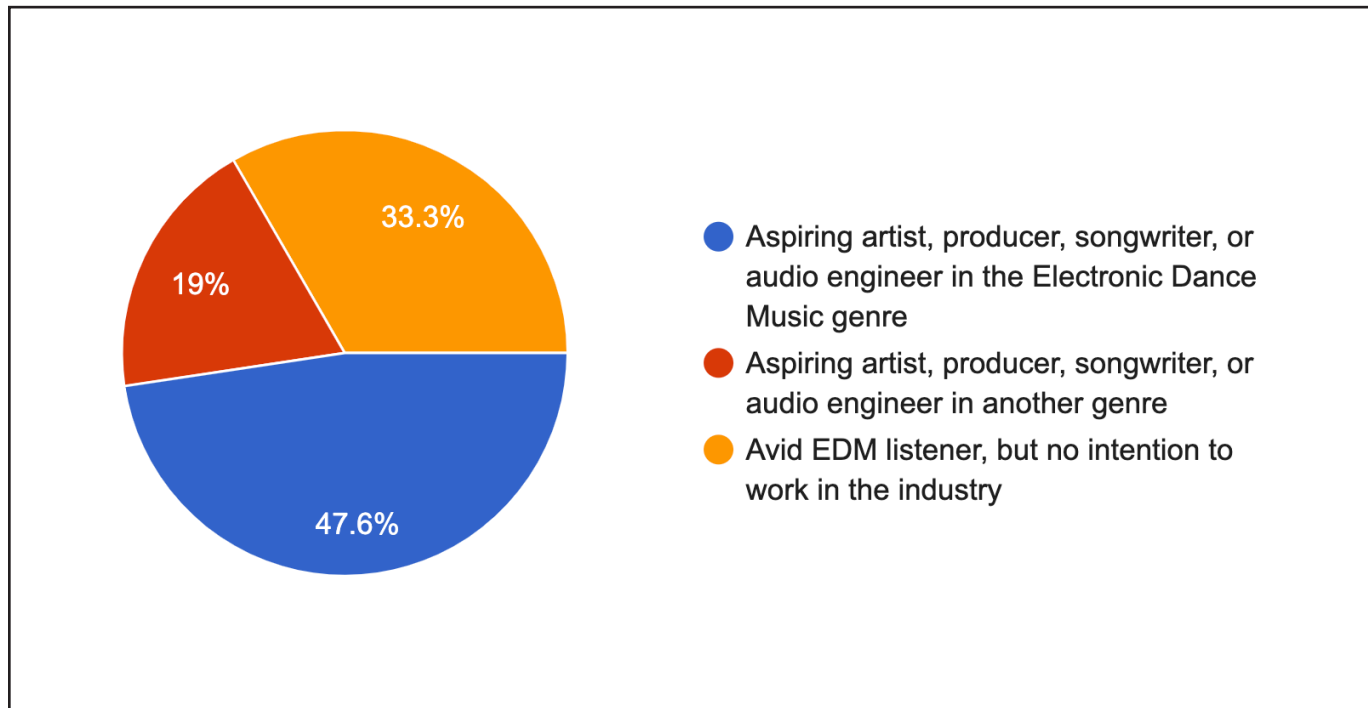
"My first day on the job, my male boss took me out to lunch and told me as a woman in the industry *I had two options: to flirt my way to the top or to present more like a man to be taken more seriously...* As a female DJ I still feel that way. I can either dress more as a boy and be taken more "seriously" behind the decks, or I can exaggerate my female qualities to be noticed... We also just don't see many visual representations of ourselves in these gatekeeper roles: producer, agent, booker... and **it is hard to become what you don't see.**"

—LP Giobbi
(current female EDM artist and producer)

Needs Analysis

An anonymous short survey was sent out to 23 females aged 20-34 who were one of the following:

- an aspiring artist, producer, songwriter, or audio engineer in the Electronic Dance Music genre
- an aspiring artist, producer, songwriter, or audio engineer in another genre
- an avid EDM listener, but have no intention to work in the industry



Needs Analysis Analyzed Data

How did you get to where you are now in the music industry?

- Self-taught (7)
- Education (4)
- Mentors (4)
- Friends (2)
- Family (2)
- Internship
- Organization

View about the “percentage/population” of females in the EDM industry or music industry as a whole

- More men in the industry (9)
- Less females in EDM lineups (3)
- Female percentage is growing (3)
- Females are underrepresented (2)
- More male artists than female

“The lack of representation does not promote diversity in the EDM scene, and most likely deters and discourages other females aspiring to be DJs/producers.”

“Representation absolutely matters!! It shows this dream is not only possible but achievable.”

As a female, what challenges have you encountered in pursuit of a career in the music industry?

- Feeling of needing to prove themselves/not being taken seriously (4)
- Inappropriate comments (2)
- Men having the advantage (2)
- Being judged on looks (2)
- Men having ulterior motives

“I have felt like I have to work harder than men to prove that I am a successful writer.”

“I always felt like males get more attention/praise.”

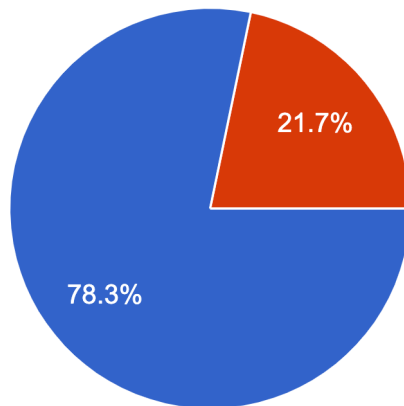
“I feel like women need to work so much harder to be on the same level as the men in the industry.”

“Men don’t expect much from female producers *whether they know it or not.*”

“It’s much harder to get a foot in the door. And once you’re in, it’s like nothing you ever do will be good enough. I’m highly skilled in my area but always run into people that have a preconceived assumption that I’m an amateur and not a professional.”

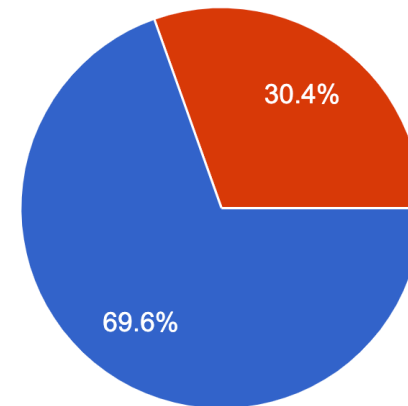
Needs Analysis Analyzed Data

Do you currently use any online platform to network with other female artists or to access information about EDM?



Instagram (6)
Twitter (2)
Facebook
Spotify
TikTok
Bandsintown
Reddit
Discord

Do you have any female role-models within the EDM scene?



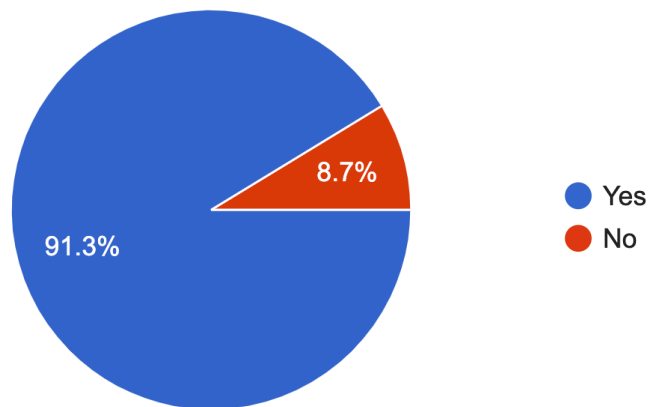
LP Giobbi (6)
Elohim (3)
Alison Wonderland (3)
Sophie of Sofi Tucker (2)
Rezz (2)
Blessed Madonna
Mini Bear

FKA Twigs
Peggy Gou
Hannah Wants
Lisa Shaw
Justine Suissa
Kellalit
Tokimonsta

● Yes
● No

Needs Analysis Analyzed Data

Would you use a platform that gives custom current EDM artist recommendations and provides information on existing organizations that help aspiring female artists? (Or if you are not into the EDM genre, would you use it if you were?)



What features would you prefer the system to have and why?

- Blog of women in the industry sharing their stories
- “Organization of the Day”
- “EDM Artist/Producer of the Week”
- “Top 20 Up and Coming”
- Easy, fun, informative
- Integration with other platforms like Spotify and Instagram
- Organizations with clear, actionable information on what those organizations are doing to help female artists along with their contact info, website link, and a way to donate

* The one participant that responded “No” said they would prefer to use Facebook

Goal

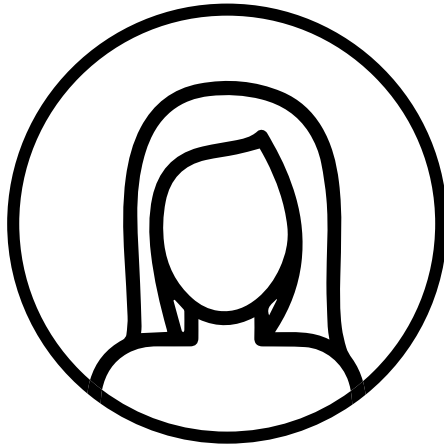
The goal is to create an interactive narrative online platform that will take the user on a journey through which they will discover relatable current female EDM artists, by whom they may be inspired to pursue their own musical endeavours. In turn, this will quite literally change “the face” of the industry.

Allowing users to “overcome the monster” – the “monster” being the notion that the electronic music industry is really meant for men and there are few opportunities for women.

Objectives

1. Providing users with custom music recommendations while promoting current female EDM artists.
2. Providing information on existing organizations that help females interested in the industry.
3. The platform will live on Femme House’s social media Linktree.

Personas



Main Target Audience:

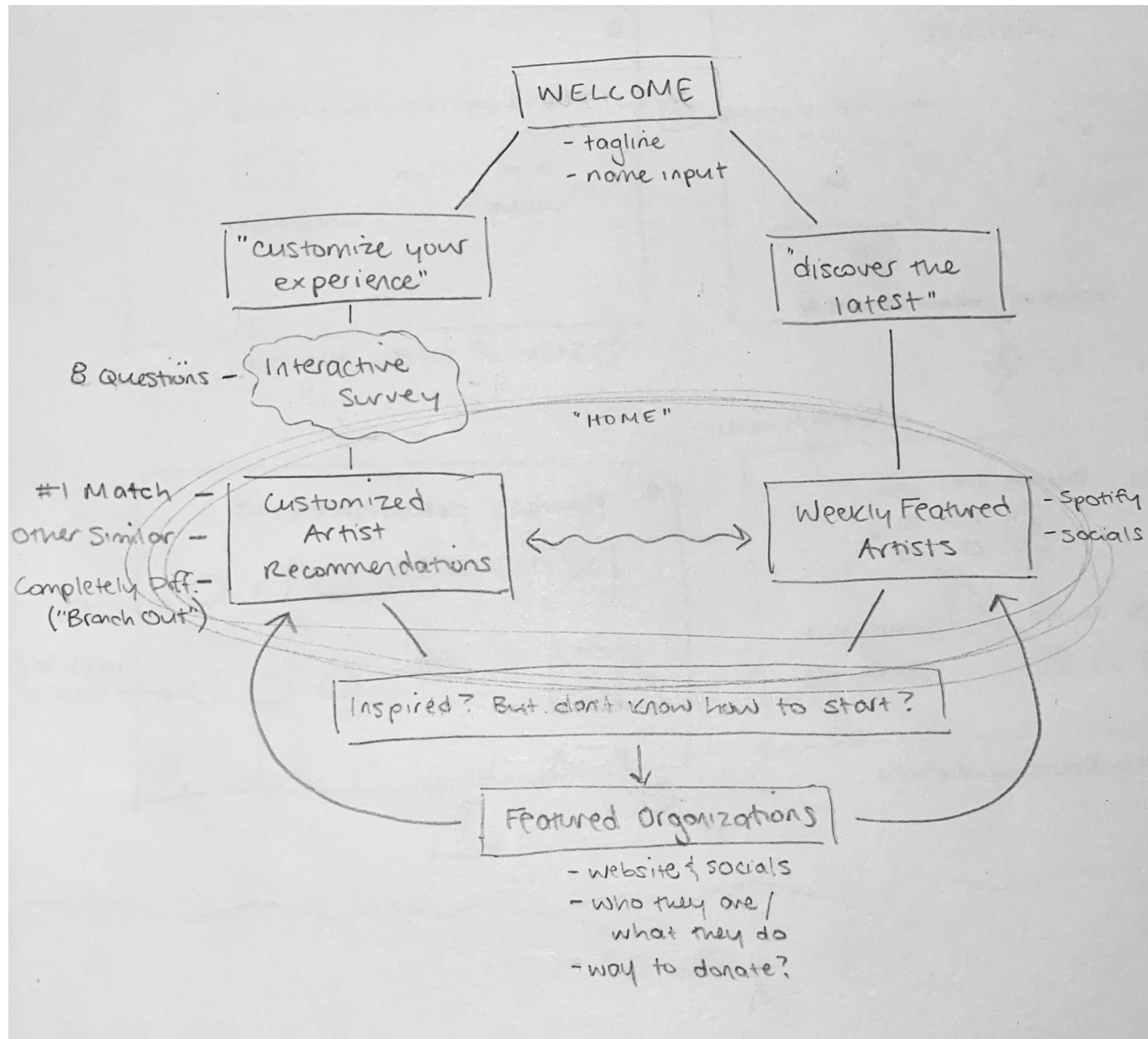
A 16 year old girl who loves listening to electronic music and is interested in becoming a DJ/ Producer/Songwriter but has no idea where or how to start. She is looking for current female artists who may inspire and encourage her in pursuing a role in the industry. Furthermore, she needs access to information on resources that may guide her in the right direction.



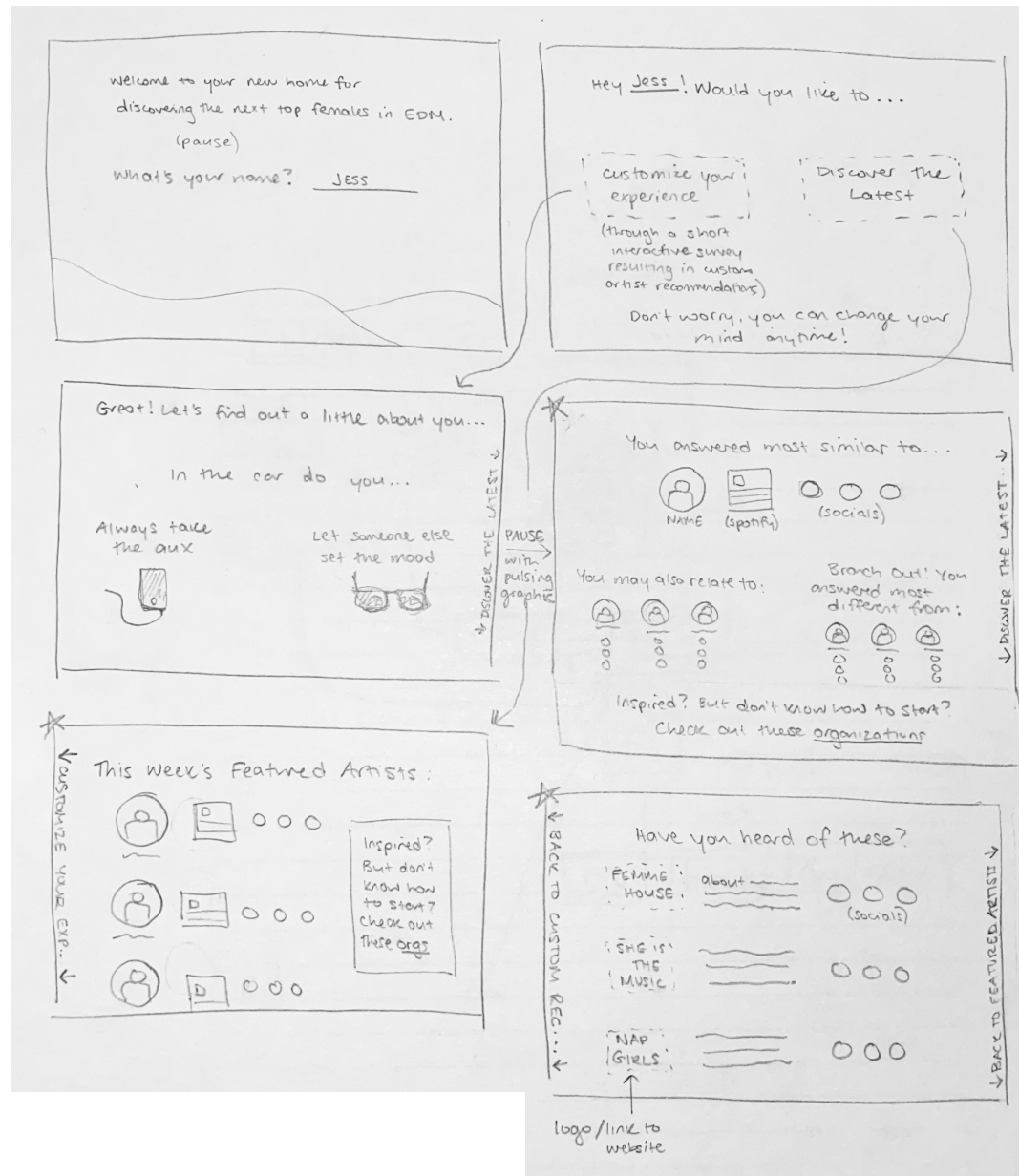
Sub Target Audience:

A 20 year old girl who loves listening to electronic music, is not interested in becoming DJ, but is craving new music recommendations. Whenever she searches for EDM playlists on Spotify, 75% of the songs included are by male artists, and she is frustrated that she can't easily find more female DJs to listen to.

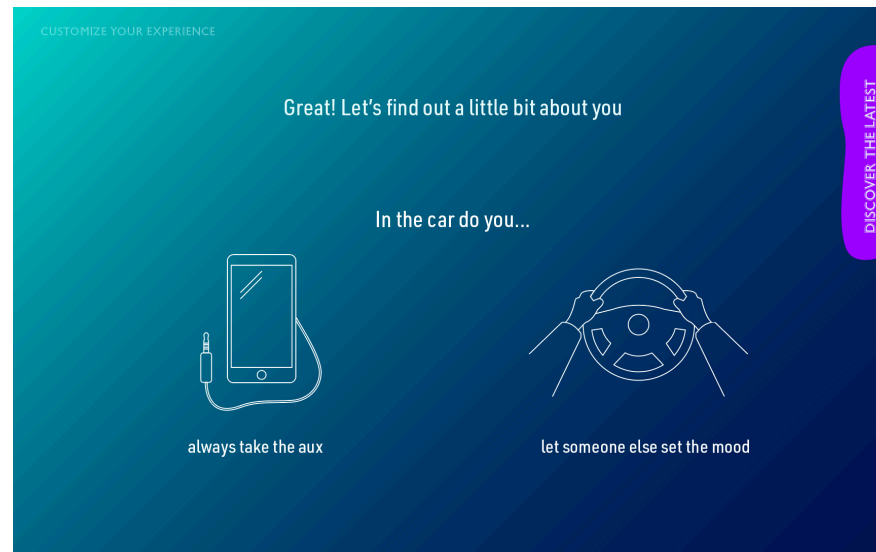
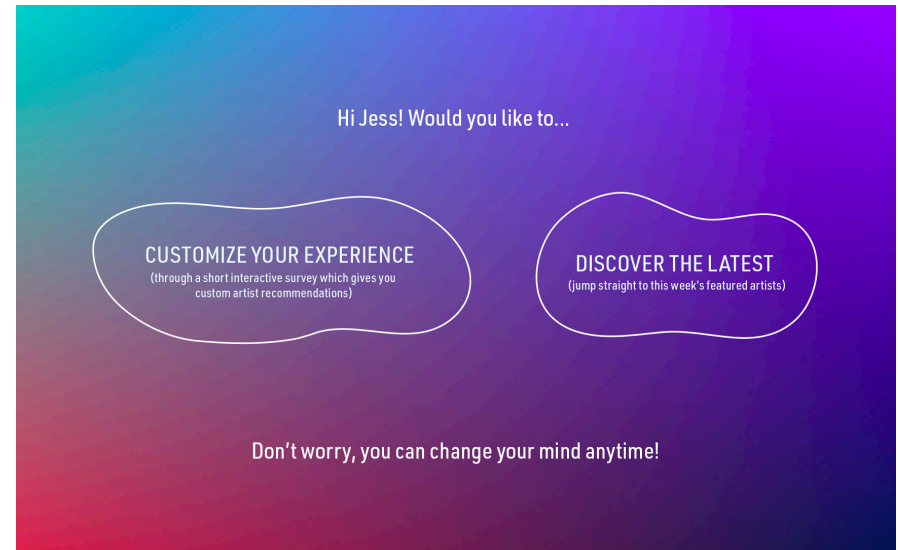
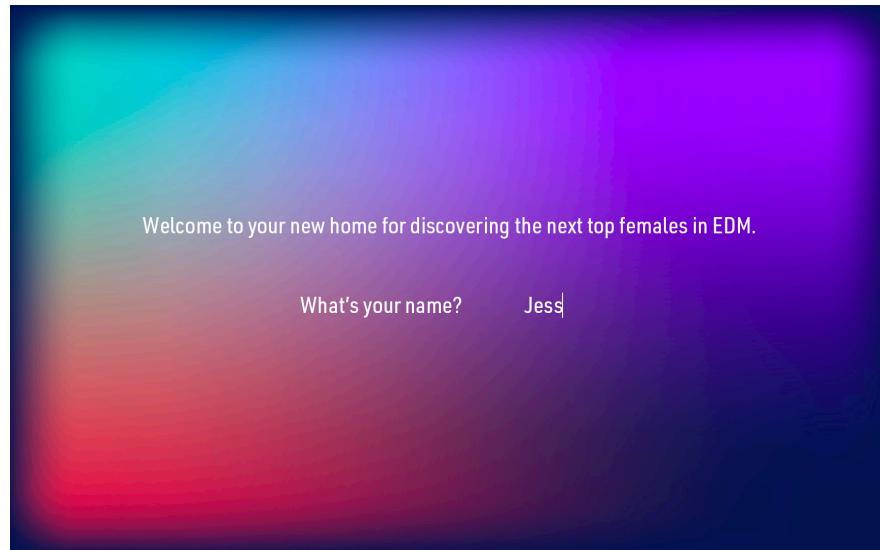
Information Architecture



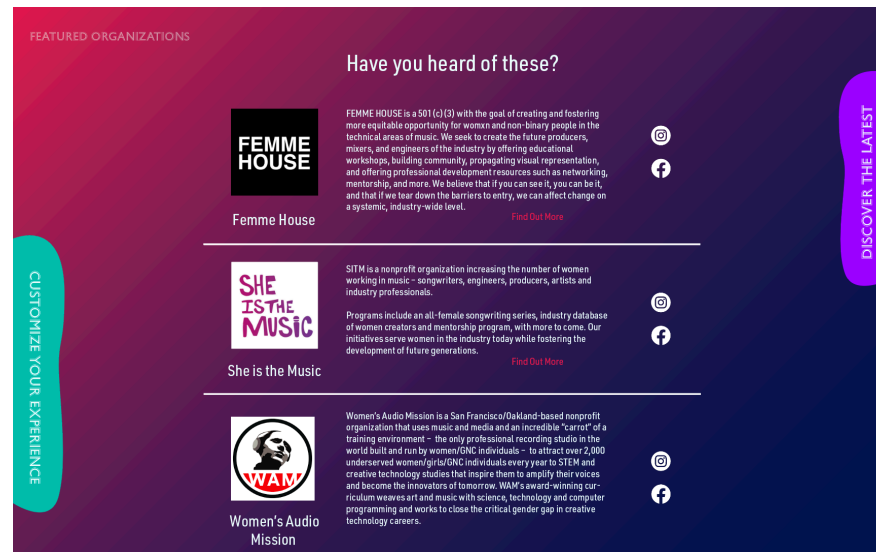
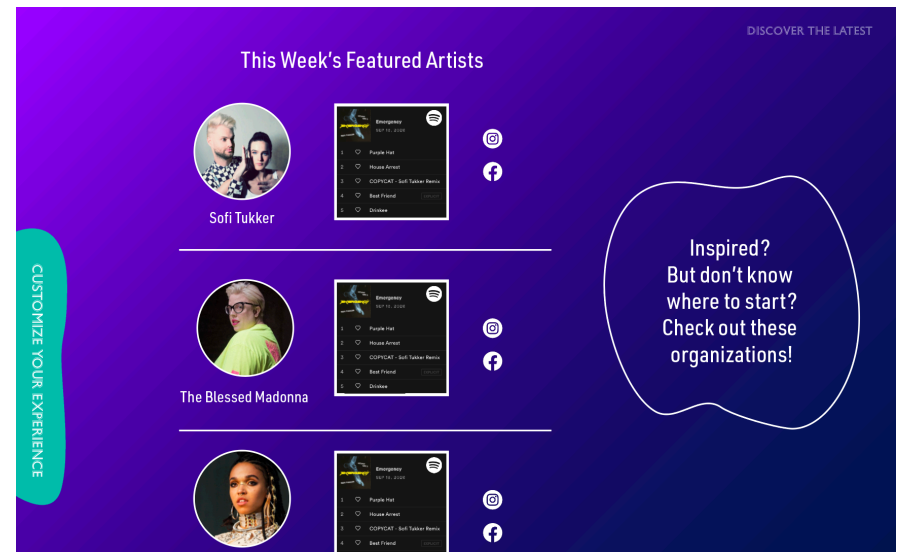
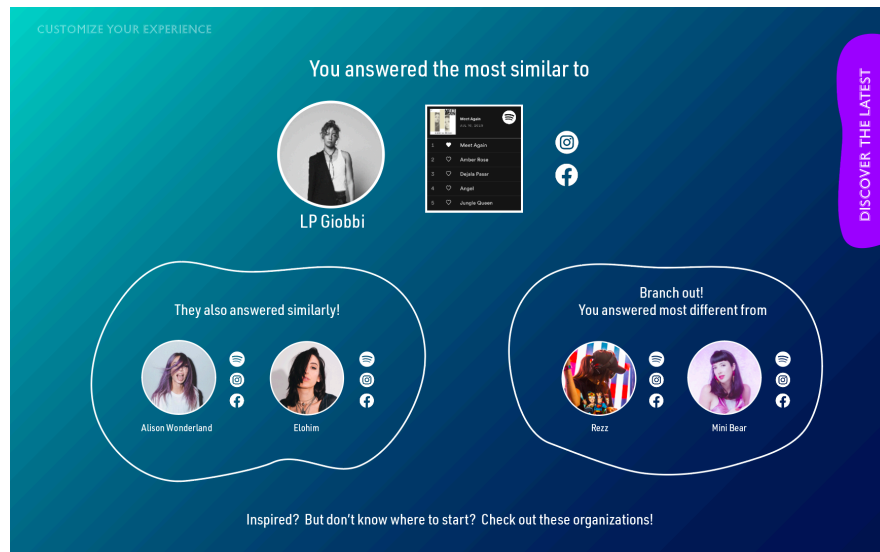
Low Fidelity Mockups



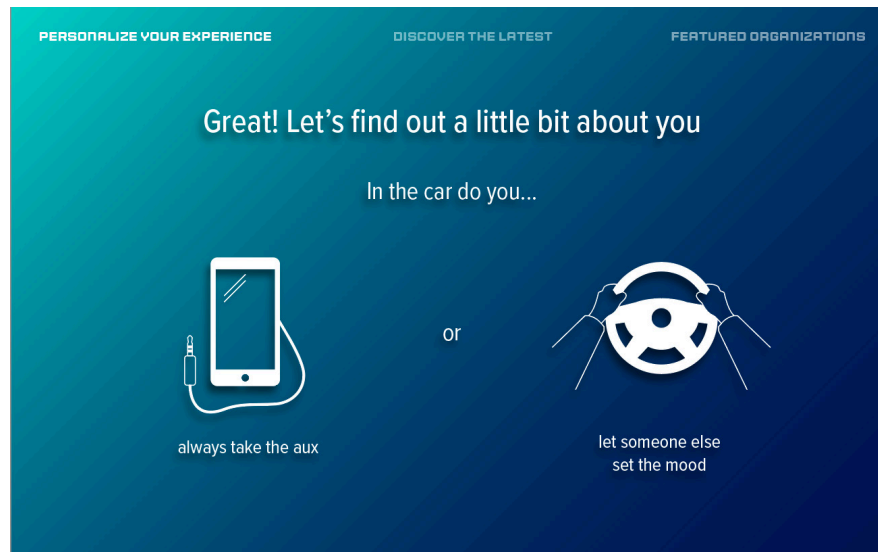
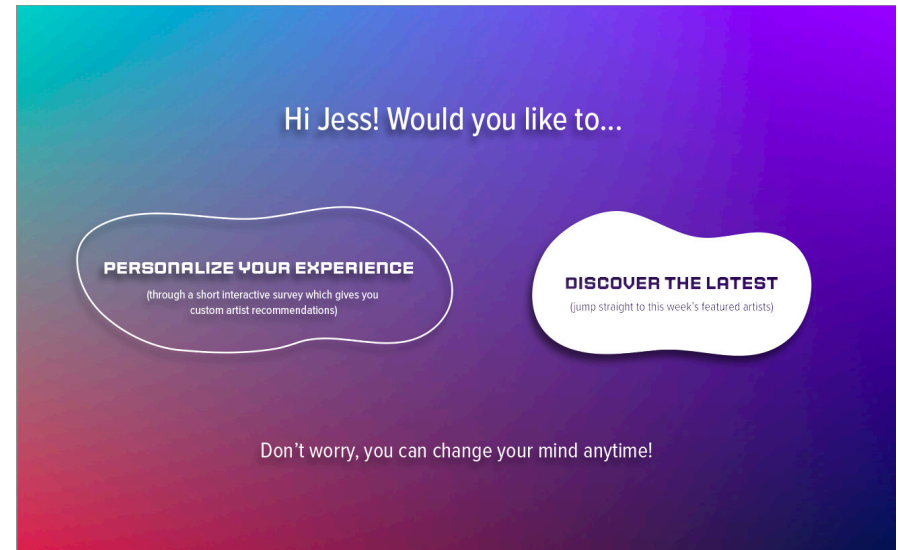
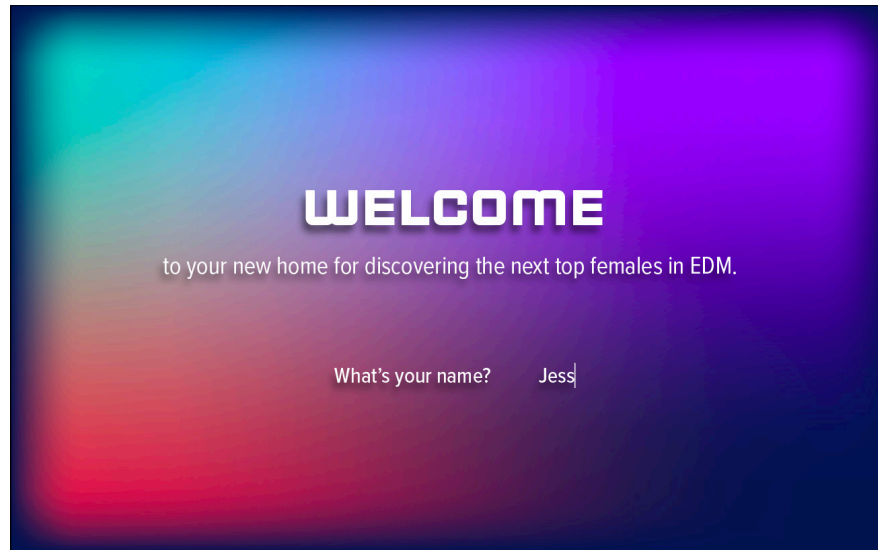
High Fidelity Mockups V1



High Fidelity Mockups V1



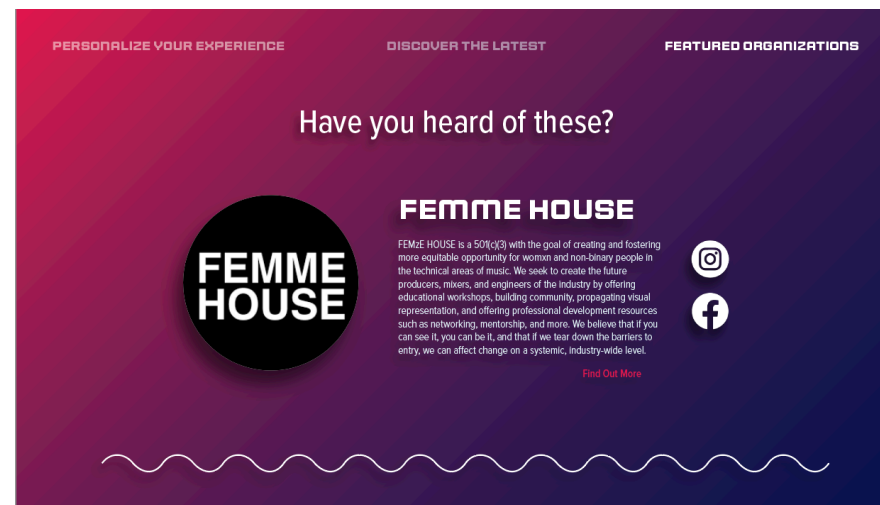
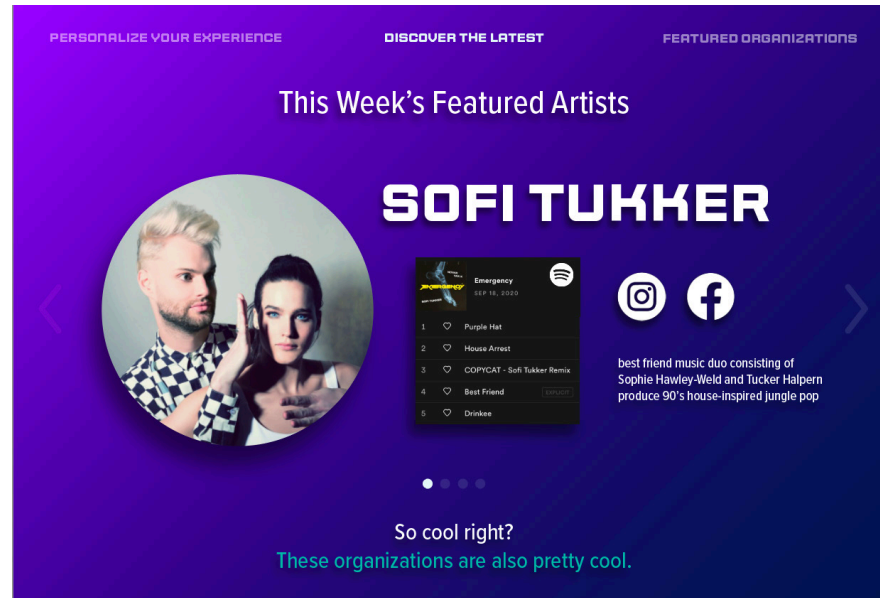
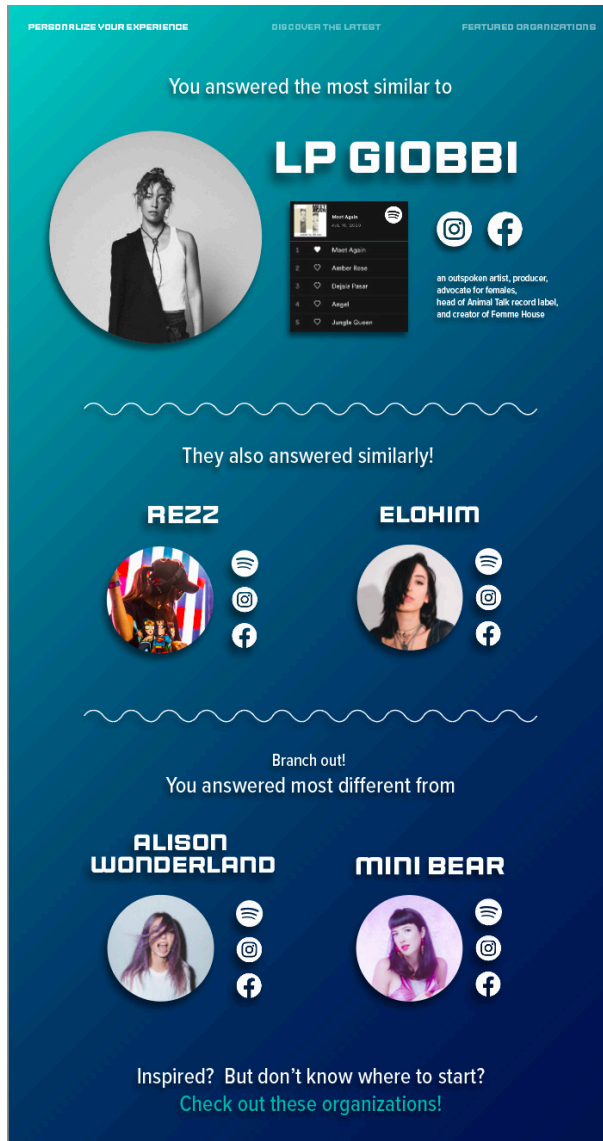
High Fidelity Mockups V2



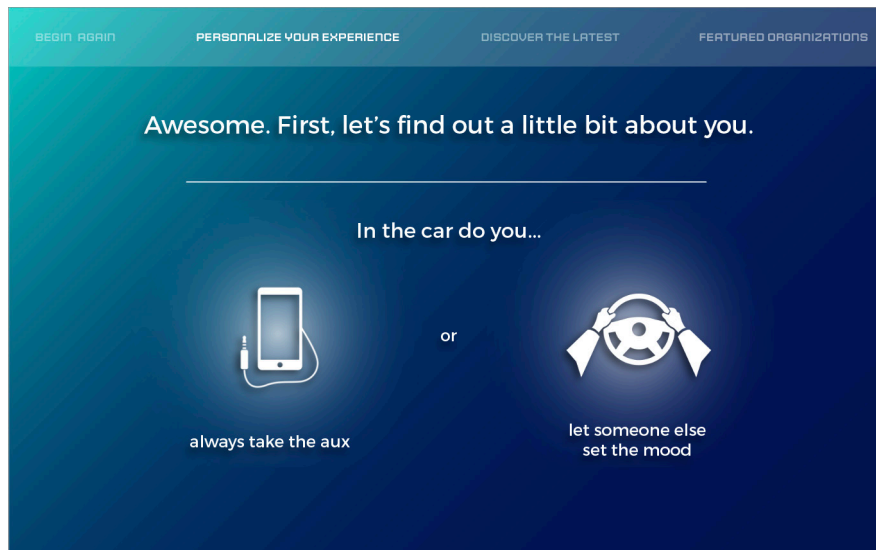
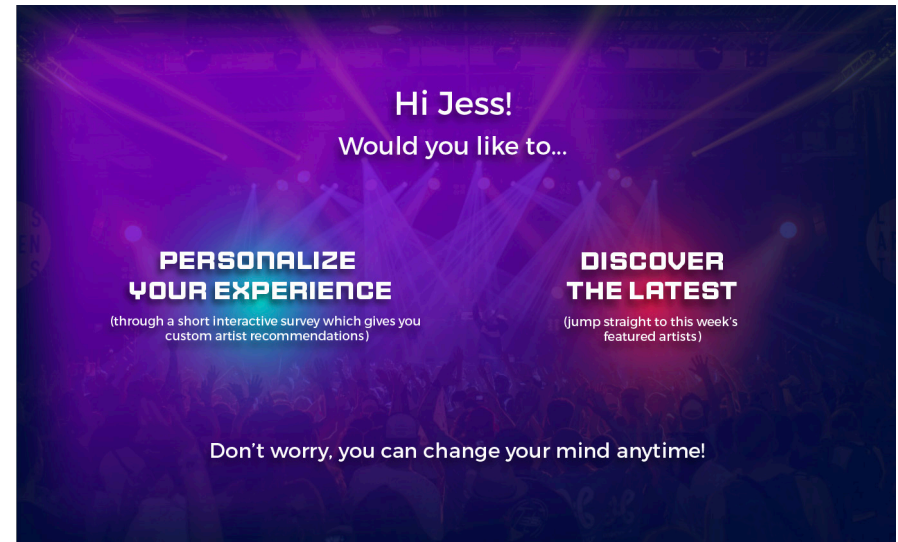
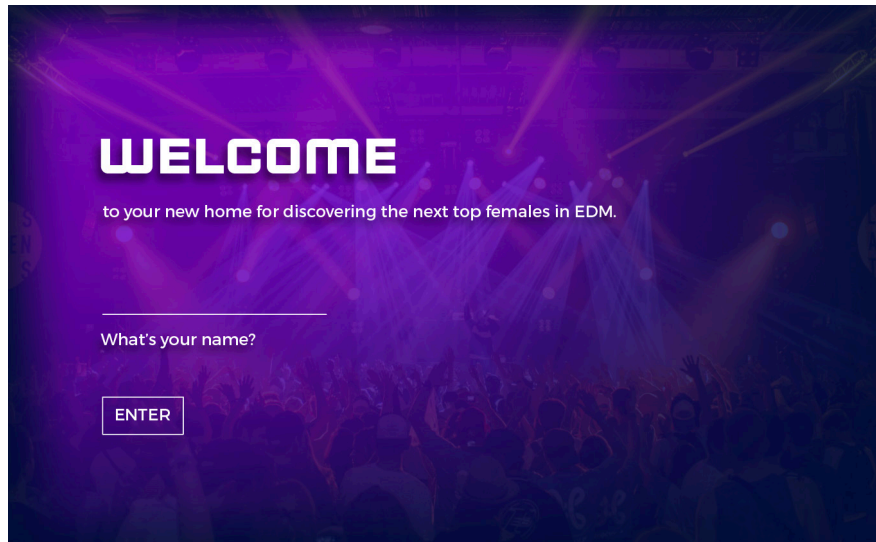
Changes Made:

- added header font (Sporty-pro)
- added hierarchy
- revised illustrations
- changed page layouts
- changed navigation

High Fidelity Mockups V2



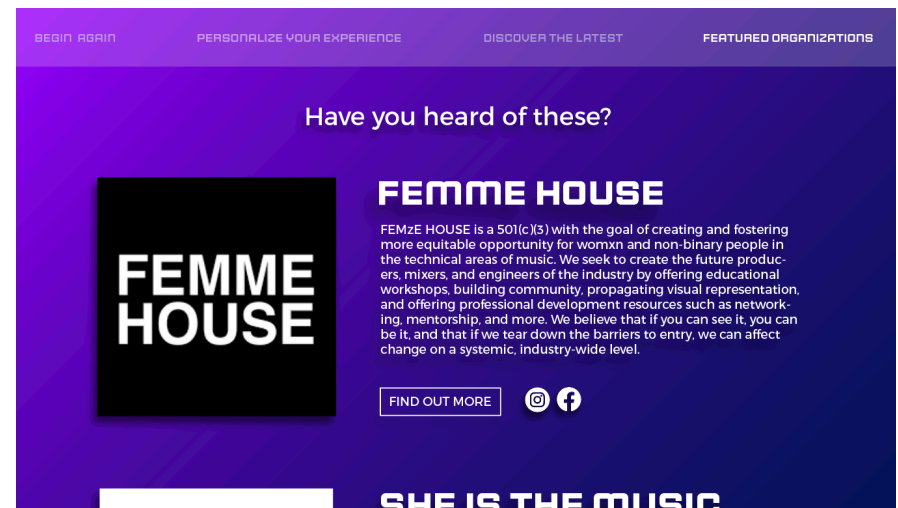
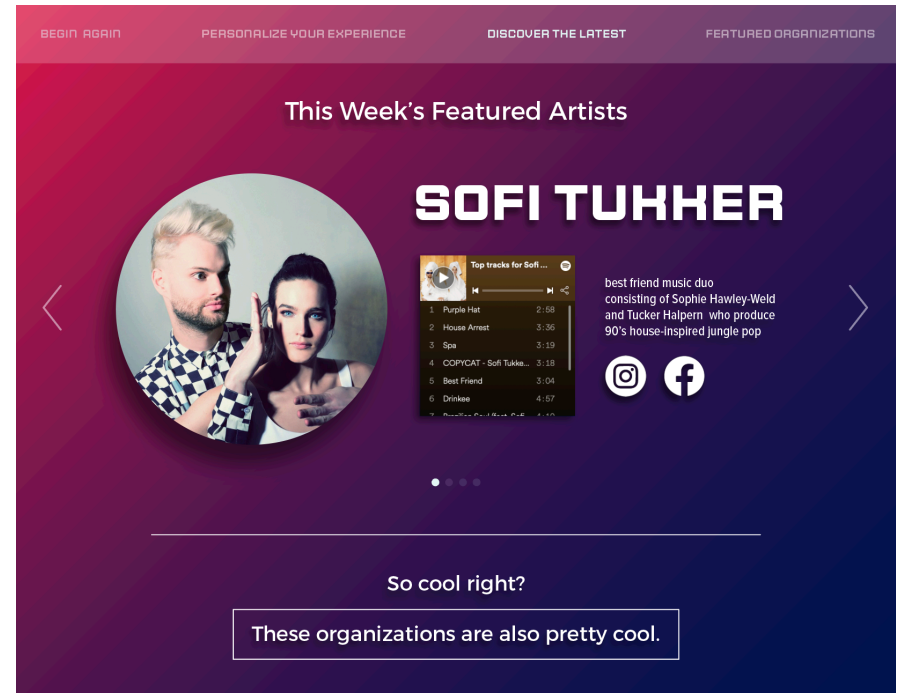
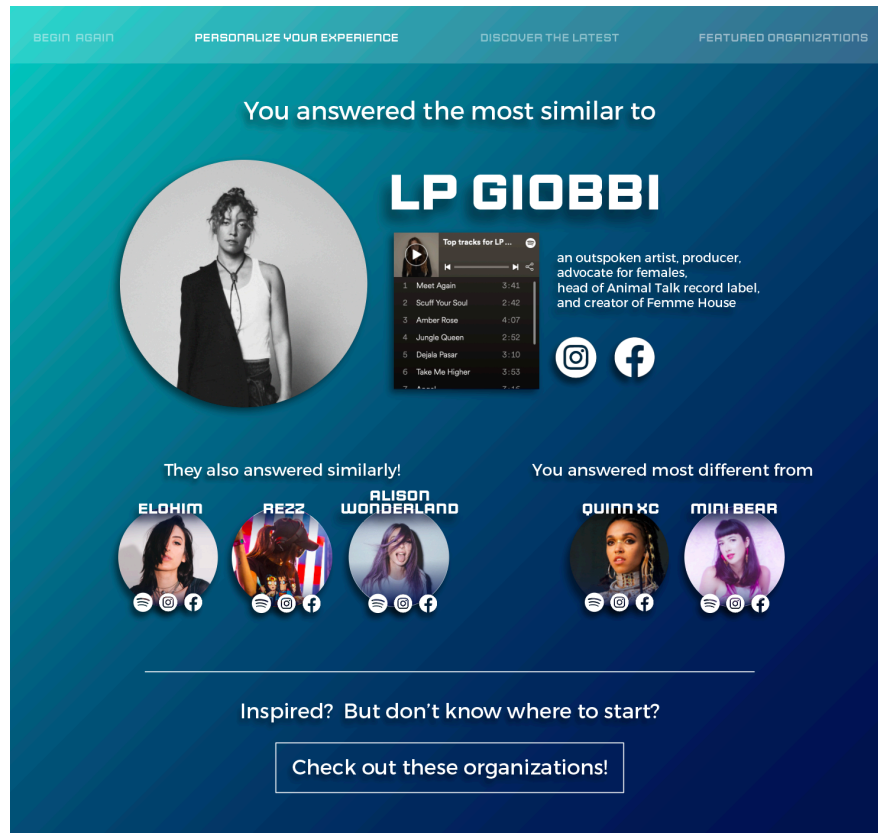
High Fidelity Final Mockups



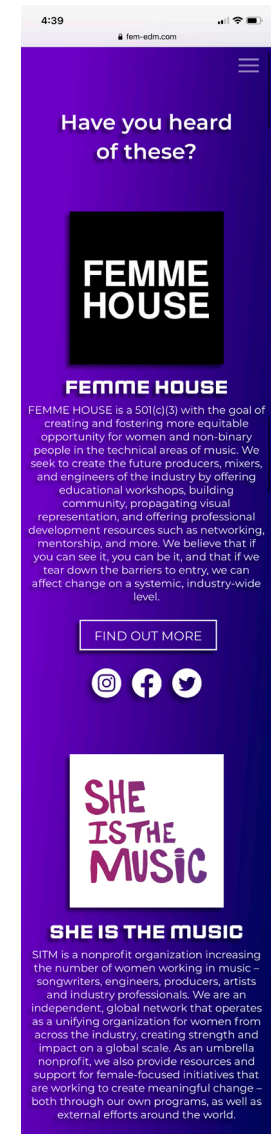
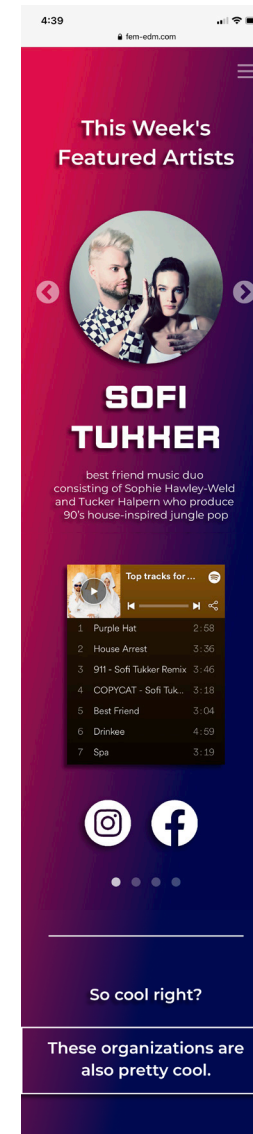
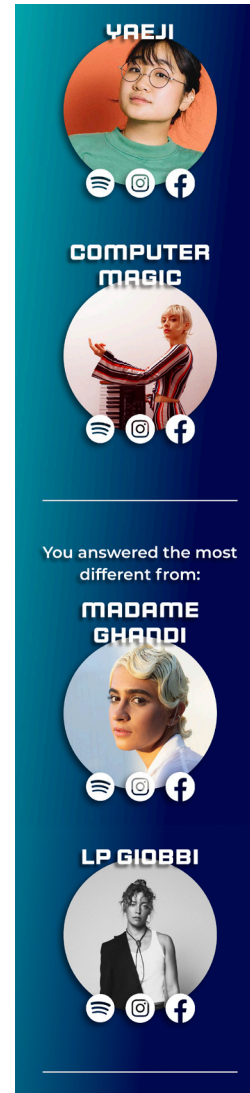
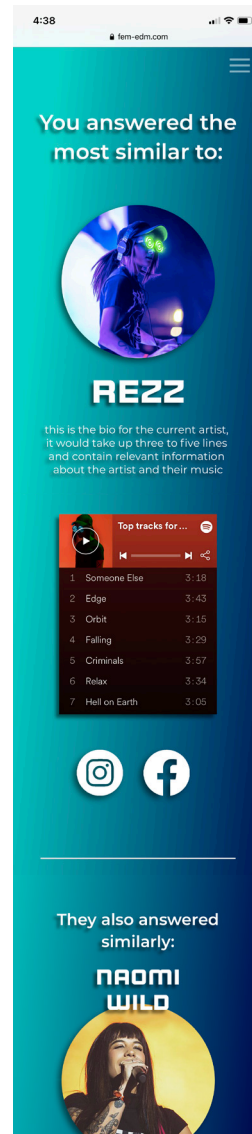
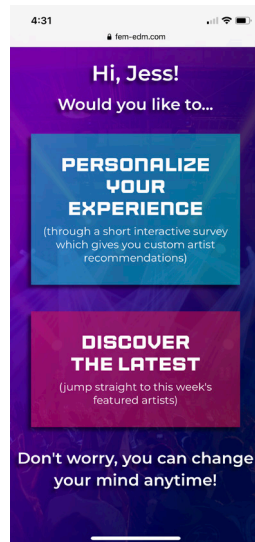
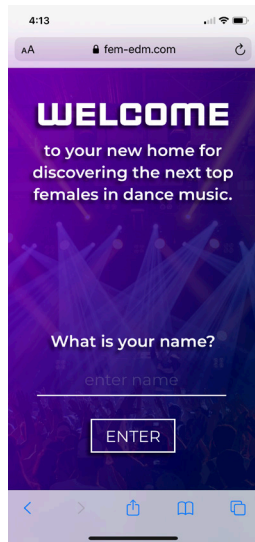
Changes Made:

- changed body font to Montserrat
- added background image
- further revised illustrations
- changed page layouts
- added "Begin Again" to navigation

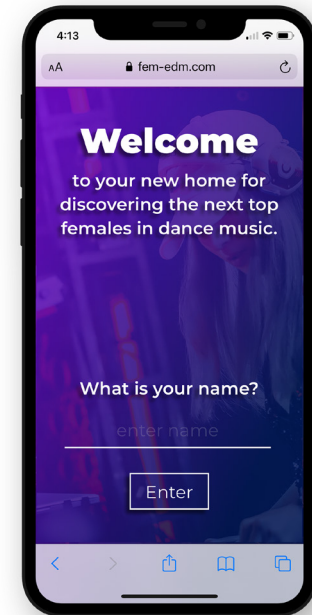
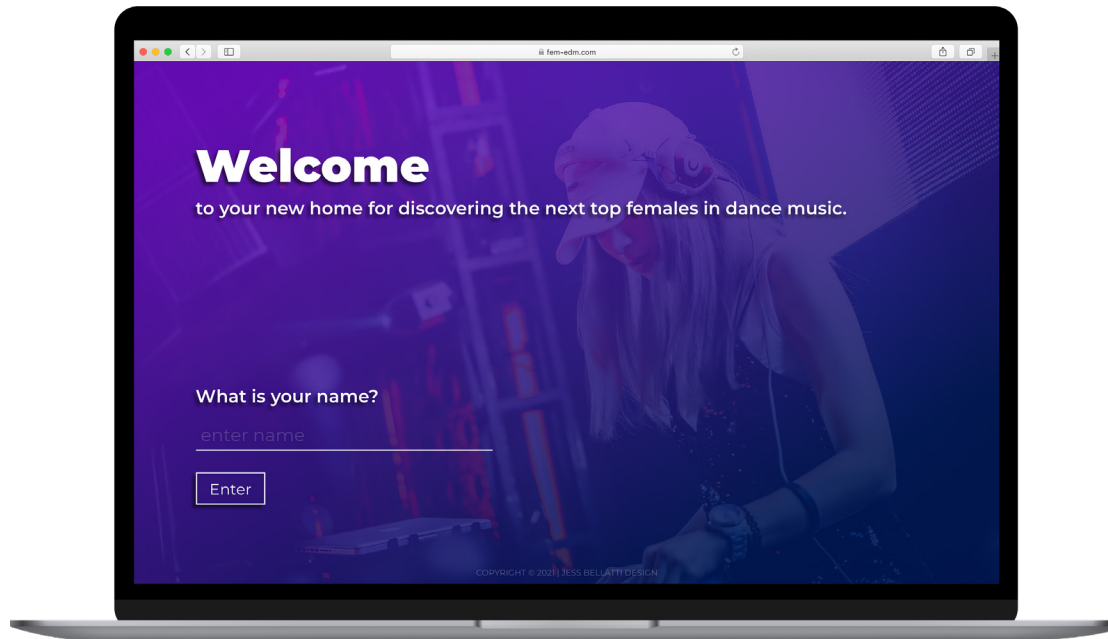
High Fidelity Final Mockups



Responsive Design



Final Design



View the actual website at <https://fem-edm.com>

Project Name: fem-EDM

The name of this platform will be “femEDM”– a combination of the words “fem” and “EDM.”

“fem” is short for “female” and “EDM” stands for “Electronic Dance Music.” These two words were chosen because together they encompass the purpose of the project: a platform that allows users to discover relatable and current female EDM artists. This being said, this platform will not discriminate against those who do not identify with the female gender, but rather it will be inclusive to promote those who identify as both female and non-binary. Furthermore, while the target audience of this platform is female, all genders are welcome to use it.

Subsequently, the domain name will be “fem-edm.com”.

Color Study



The colors I chose for this project were inspired by lights used at EDM festivals.



#001352



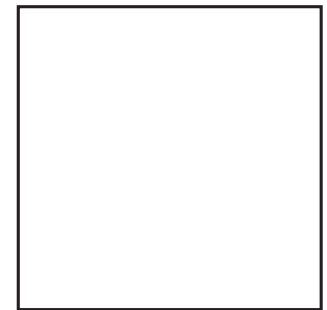
#00d2c8



#7100c9



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#ffffff

Illustrations



References

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