

SEP 2024 — JAN 2025

Musician Contract App



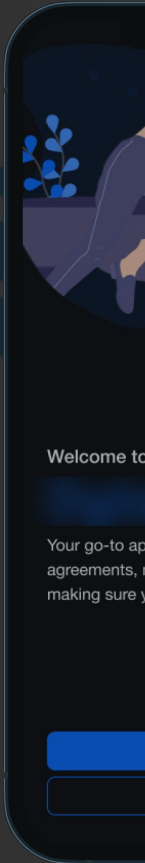
View Terms ⓘ

Contract Term
Jan 1, 2026 - Dec 31, 2028.
Contract is ending in 2 months.

Required
3 total alt tracks.

Introduction
This Recording Agreement ("Agreement") is made and entered into as of January 1, 2026, by and between [Record Label], a company organized under the laws of [State/Country], with its principal place of business at [Address] ("Label"), and [Artist Name], an individual residing at [Address] ("Artist"). The purpose of this Agreement is to set forth the terms and conditions under which the Artist shall record and deliver master recordings exclusively to the Label, and the Label shall exploit the same in various formats and media.

Edit Term



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/ Introduction

/ Product Space

Musicians are experiencing confusion around the contracts they're signing into and lack of visibility into where their revenue goes.

This lack of clarity around their contracts and finances impacts their efficiency as a business and opens them up to being in disadvantageous contracts for years at a time.

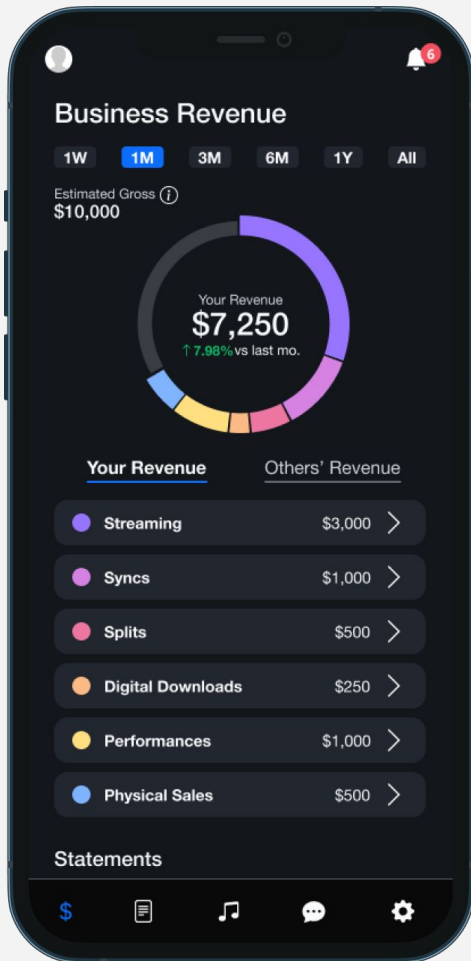


/ Executive Summary

This project aimed to utilize AI to help musicians understand their contracts and manage their revenue streams.

My top achievements on the project include:

- Conduct discovery workshops to identify AI use cases
- Lead the design and prototyping of the mobile application
- Improve the process usability score by 194%



/ Problem Discovery

/ Discovery Workshop

Conducted an in-person, customized workshop to understand the current problem space and identify pain points that could benefit from AI intervention

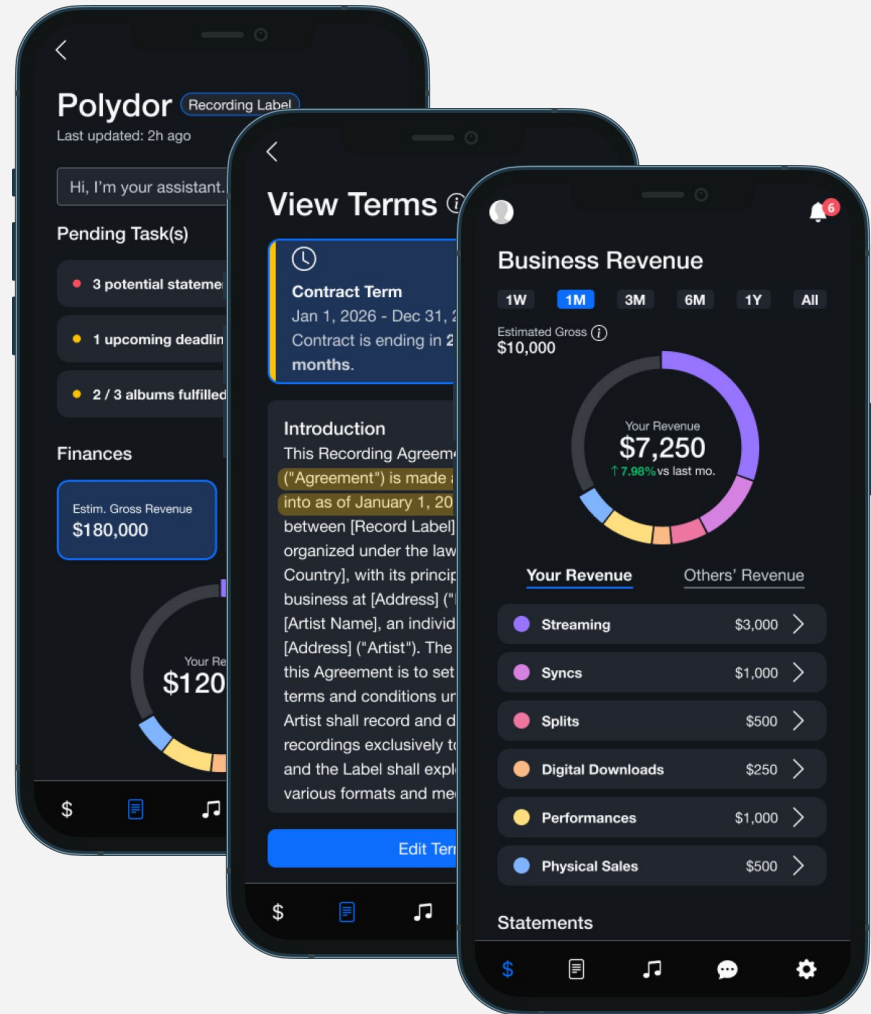
- Fleshed out personas, including their jobs-to-be-done and respective user journeys
- Identified key pain point hotspots
- Brainstormed key data points for AI use
- Aligned on key How Might We statements that summarize what the app should solve for

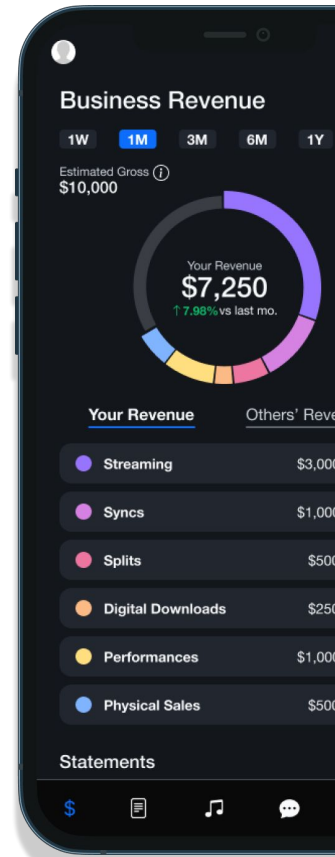
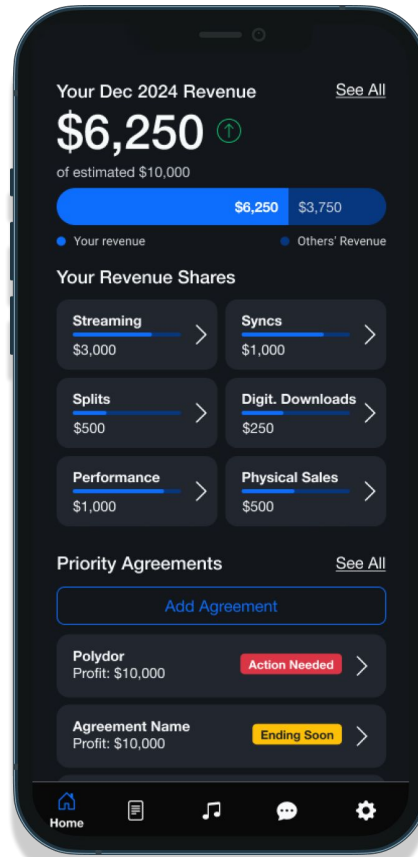
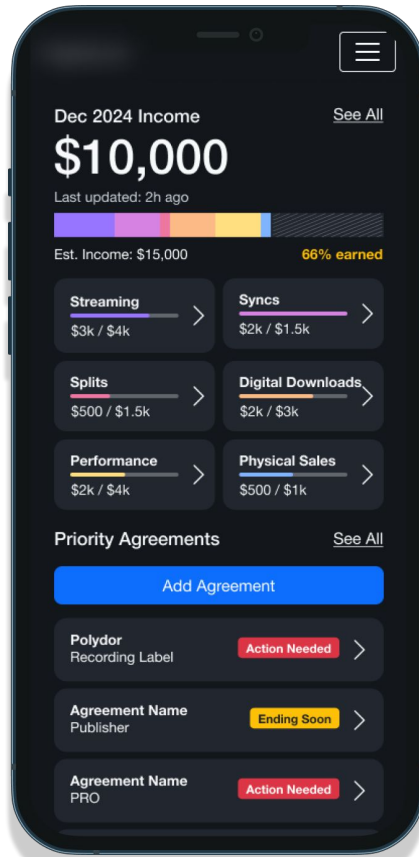
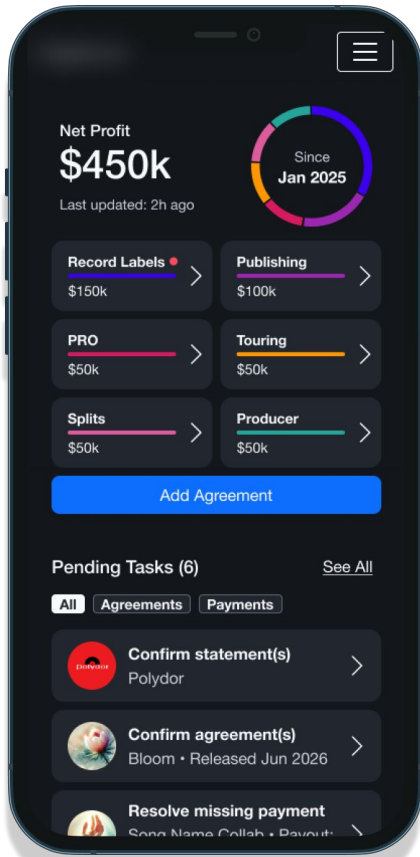
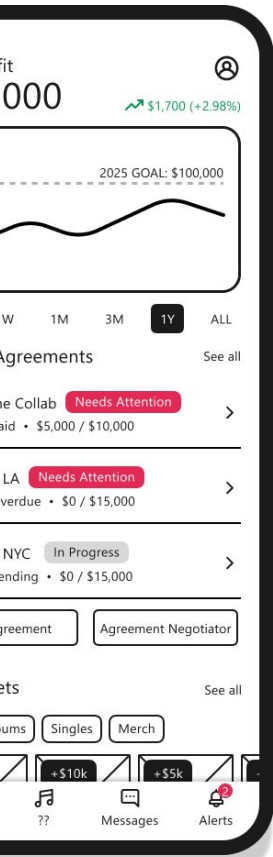


/ Prototype Creation & Testing

/ Design Execution

- Began with low-fidelity wireframes to align on expected features
- Refined app functionality and AI capabilities using the wireframes as the basis of the discussions
- Created higher-fidelity prototypes as functionality became more fleshed out
- Hosted semi-weekly feedback sessions to receive stakeholder approval prior to user testing



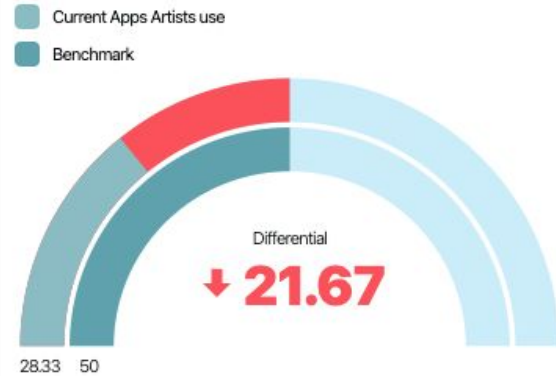


/ User Testing

- Drafted and conducted a moderated user testing session with 6 participants to validate our design approach.
- Used the [System Usability Score](#) methodology to benchmark our success.
 - 28.33 (F) to 83.33 (A)
- Analyzed and documented the results into a report that is easily shareable with stakeholders.

[User Testing Artifacts](#) →

Previous System (F)



New System (A)



/ Project Learning

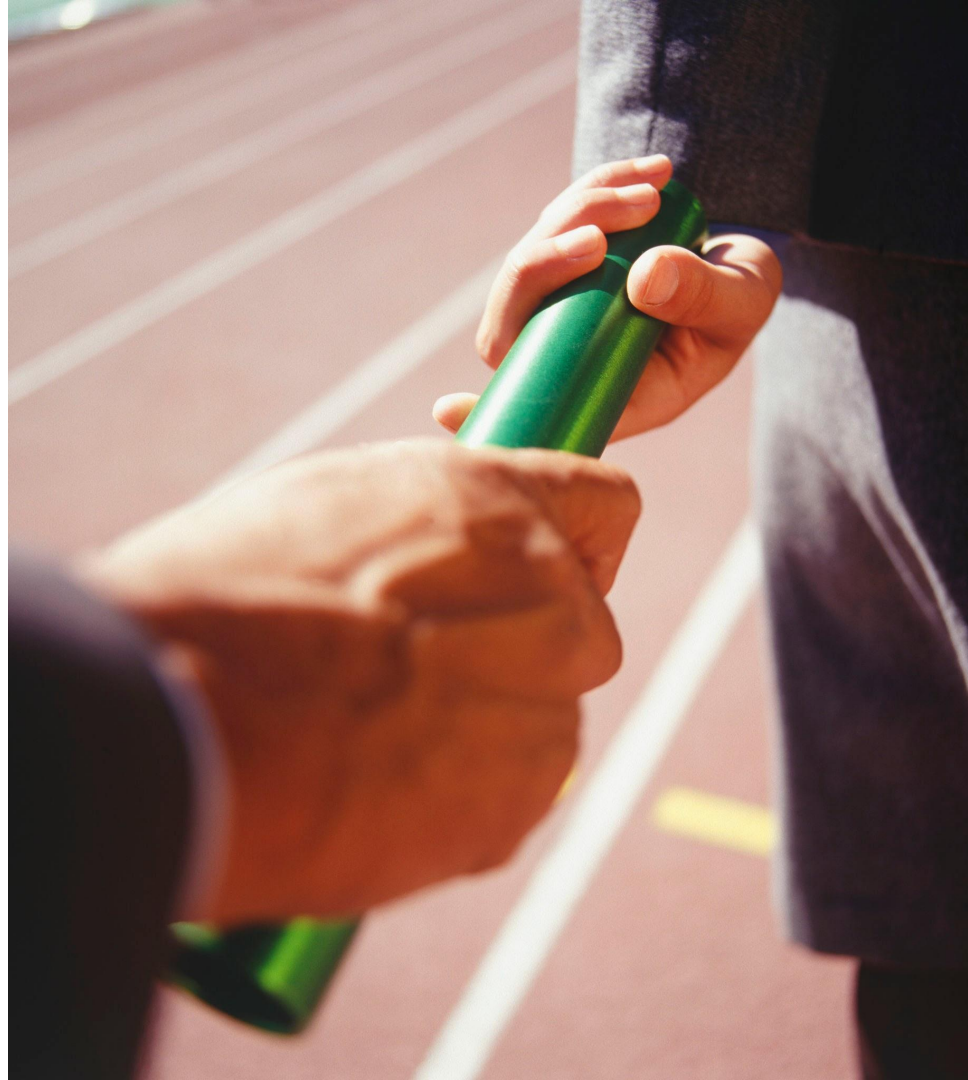
/ Navigating Partnerships

- During our discovery workshops, we ran into facilitation issues as an attendee from the project sponsor had conflicting workshop ideas from our team.
- Even if the other party insists it's not necessary, we learned to always have a pre-planning session to make sure all parties are aligned to an approach before meeting with the client.
- If all else fails, step up and work with the colleagues you do trust to get through the problem together.



/ Decider Involvement

- As the project progressed, our decider became busier and thus delegated decisions to a stakeholder who was not as involved with the original vision.
- We learned to communicate the level of involvement required from a decider role as early as possible so there's time to plan accordingly.
- I also learned to create project status summaries via quick, digestible videos so the original decider could stay in the loop despite his schedule.

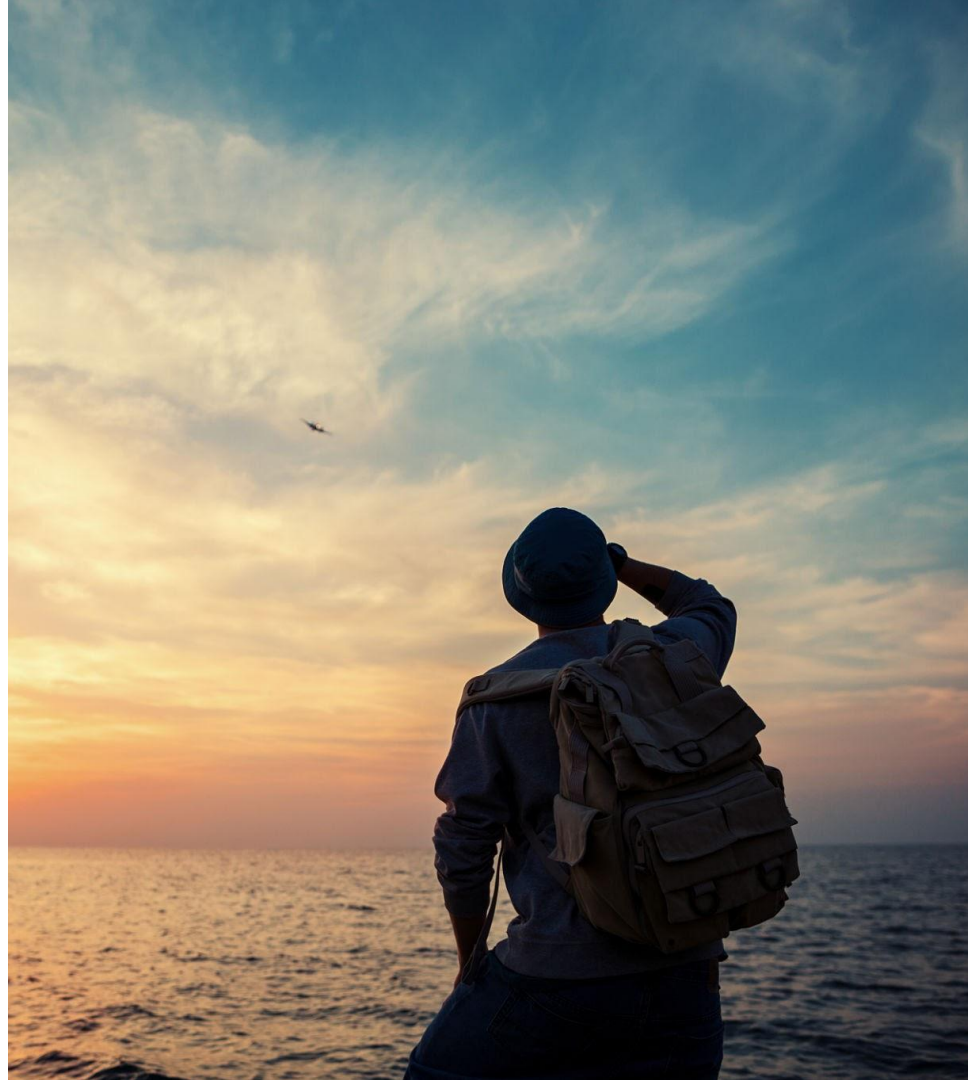


/ Conclusion

The project has concluded with the client responding positively to the concept we provided them.

Throughout this process, I learned some valuable key lessons:

- It's okay to step up and help your colleagues without worrying **too** much about seniority / overstepping boundaries.
- Data will make or break AI-related functionality. Have contingency plans for when the data you need is not readily available.



/ Q&A

Thank you.