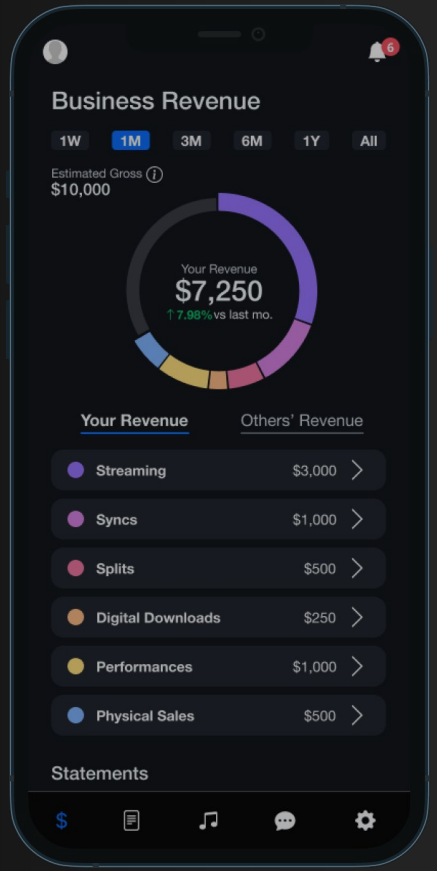
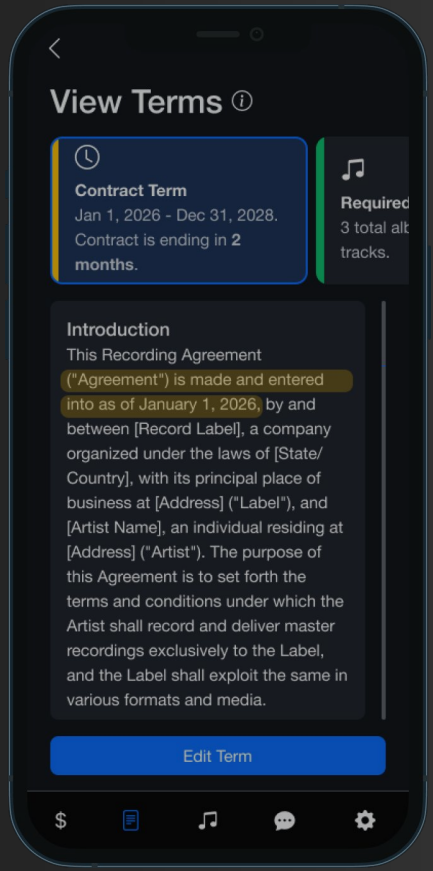
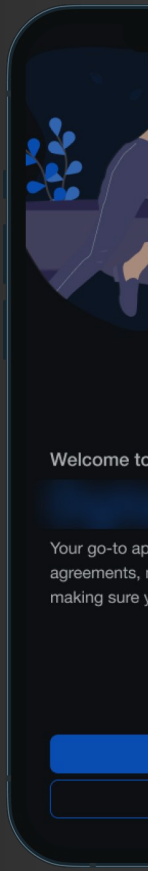
SEP 2024 – JAN 2025

Musician Contract App







/ Table of contents

- Introduction
- Problem Discovery
- Prototype Creation & Testing
- Project Learnings
- Q&A

/ Introduction

/ Product Space

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

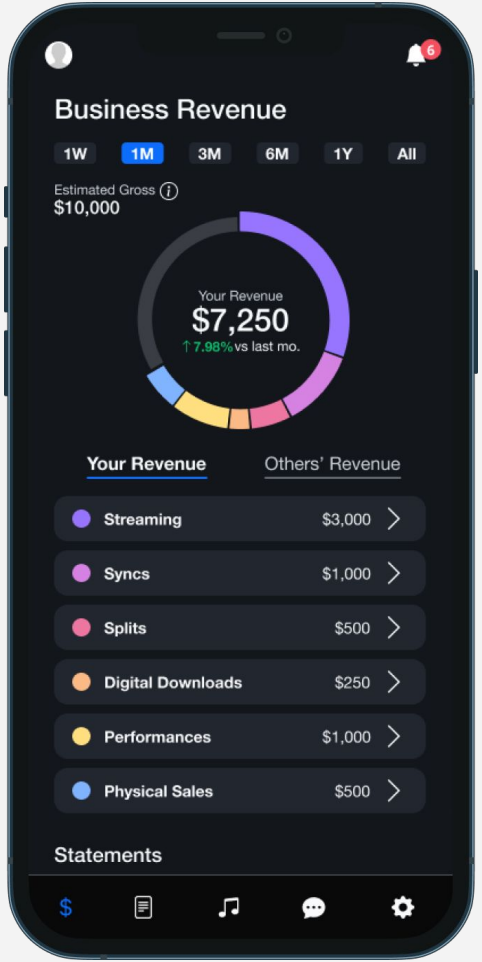
This lack of clarity around their contracts and finances impacts their efficiency as a business and opens them up to being in disadvantageous contracts for years at a time.

/ 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

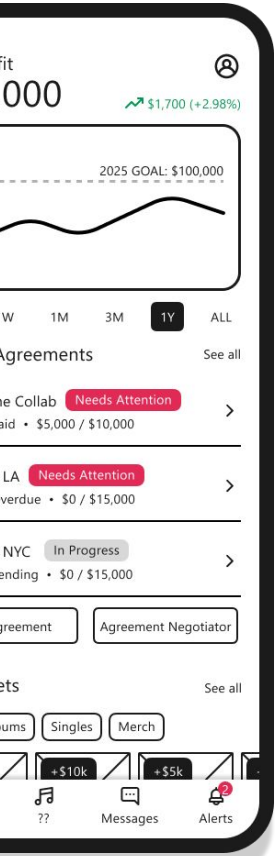
Conducted an in-person, customized workshop to understand the current problem space and identify pain points that could benefit from AI intervention

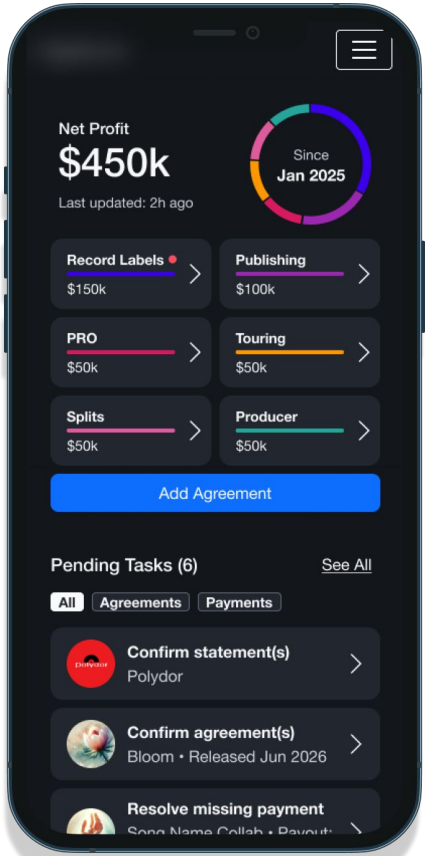
- Fleshed out personas, including their jobs-to-be-done and respective user journeys
- Identified key pain point hotspots
- Brainstormed key data points for AI use
- Aligned on key How Might We statements that summarize what the app should solve for

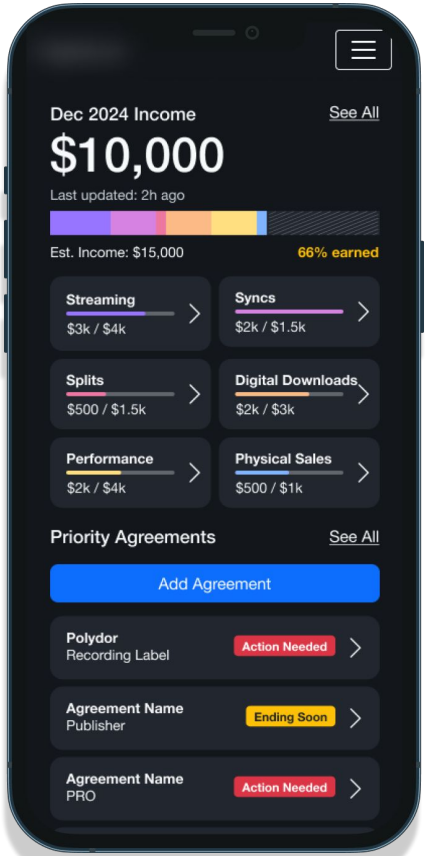
/ Prototype Creation & Testing

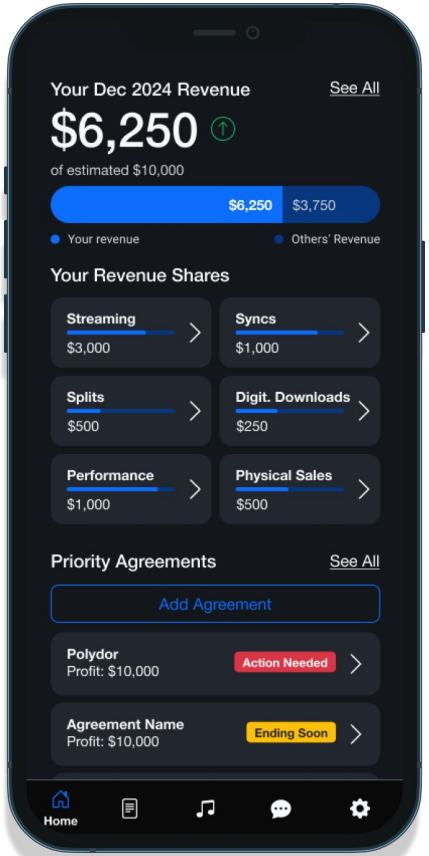
/ Design Execution

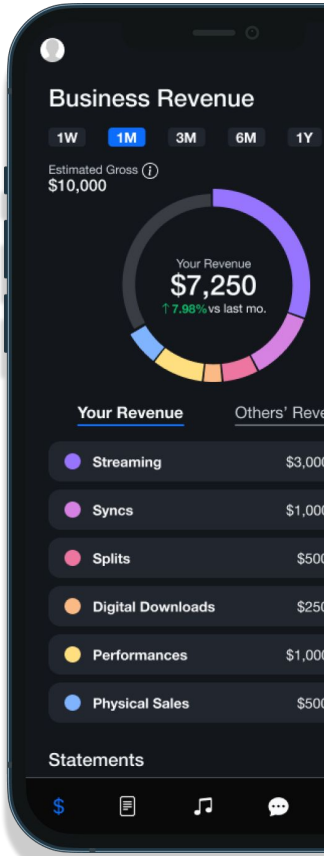
- Began with low-fidelity wireframes to align on expected features
- Refined app functionality and AI capabilities using the wireframes as the basis of the discussions
- Created higher-fidelity prototypes as functionality became more fleshed out
- Hosted semi-weekly feedback sessions to receive stakeholder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


$1,700 (+2.98%)
2025 GOAL: $100,000
1W
1M
3M
1Y
ALL
See all
Needs Attention
$5,000 / $10,000
Needs Attention
$0 / $15,000
In Progress
$0 / $15,000
Agreement Negotiator
See all
Singles
Merch
+$10k
+$5k
Messages
Alerts


Net Profit
$450k
Last updated: 2h ago
Since
Jan 2025
Record Labels
$150k
Publishing
$100k
PRO
$50k
Touring
$50k
Splits
$50k
Producer
$50k
Add Agreement
Pending Tasks (6)
See All
All
Agreements
Payments
Confirm statement(s)
Polydor
Confirm agreement(s)
Bloom • Released Jun 2026
Resolve missing payment


Dec 2024 Income
See All
$10,000
Last updated: 2h ago
Est. Income: $15,000
66% earned
Streaming
$3k / $4k
Syncs
$2k / $1.5k
Splits
$500 / $1.5k
Digital Downloads
$2k / $3k
Performance
$2k / $4k
Physical Sales
$500 / $1k
Priority Agreements
See All
Add Agreement
Polydor
Recording Label
Action Needed
Agreement Name
Publisher
Ending Soon
Agreement Name
PRO
Action Needed


Your Dec 2024 Revenue
See All
$6,250
of estimated $10,000
$6,250
$3,750
Your revenue
Others' Revenue
Your Revenue Shares
Streaming
$3,000
Syncs
$1,000
Splits
$500
Digit. Downloads
$250
Performance
$1,000
Physical Sales
$500
Priority Agreements
See All
Add Agreement
Polydor
Profit: $10,000
Action Needed
Agreement Name
Profit: $10,000
Ending Soon
Home

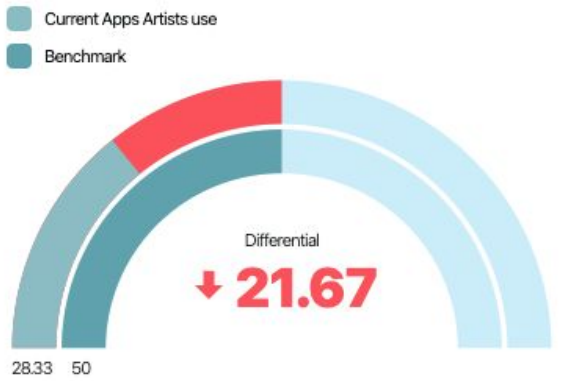

Business Revenue
1W
1M
3M
6M
1Y
Estimated Gross
$10,000
Your Revenue
$7,250
↑ 7.98% vs last mo.
Your Revenue
Others' Reve
Streaming
$3,000
Syncs
$1,000
Splits
$500
Digital Downloads
$250
Performances
$1,000
Physical Sales
$500
Statements

/ User Testing

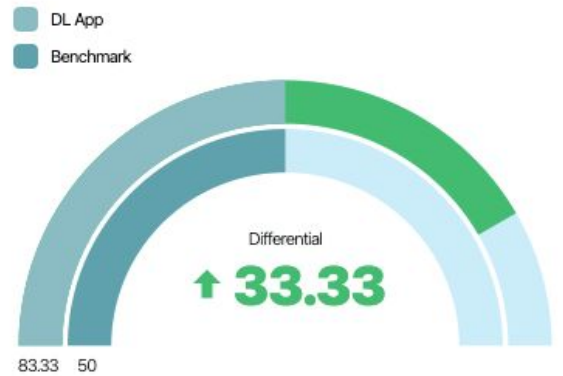
- Drafted and conducted a moderated user testing session with 6 participants to validate our design approach.
- Used the System Usability Score methodology to benchmark our success.
  - 28.33 (F) to 83.33 (A)
- Analyzed and documented the results into a report that is easily shareable with stakeholders.

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.