



### Abstract

JOS was established in January 2000 as a service group in the industry to provide inclusive offline activities for people with disabilities, where special music services for people with disabilities are the advantage and characteristic of Joy of Sound. It has gained the popularity of many users for its customised instrument operation.

### Introduction & Background

Jos wants to expand the reach of the brand. However, Joy of Sound's existing users are not basically Joy of Sound as they know it from its website, and the hearing impaired user base at Joy's offline events is very small.

### Diagram / Design

The musical instrument display section of the website is simple, with a single form of display and a lack of attractive highlights for users. The featured musical instruments are not effective in promoting and attracting users

### Strategy

- 1. **Methods for experiencing.** Adding the website's interactivity options. Combine tactile (vibration) and music visualization
- 2. **Logic section.** Revise the information architecture of the official website to avoid large amounts of text on single page
- 3. **Visual section.** Upgrade the visual experience by upgrading the colour scheme and layout of the website

### Conclusions & Future Work

In the future, prototypes will continue to be used to test whether target users' perceptions of use have changed. In addition, interviews will continue to progress to understand how users are varying in order to further advance user-centred design.

### Study Methodology Testing & Evaluation

I chose qualitative research to find out more about user needs and pain points. I mainly used two in-depth interviews, as well as user feedback and questionnaires to understand and analyse the issues.

### Summary of UX problems of Joy Of Sound

- 1. Music downloads are complicated
- 2. The information structure is not logical
- 3. The interaction of the featured instruments is not interesting
- 4. The official website is not well designed for accessibility
- 5. The information architecture of the music and musical instruments section is illogical
- 6. Outdated design. Difficult to attract users

At present, the musical instrument display section of the website is simple, with a single form of display and a lack of attractive highlights for users. The featured musical instruments are not effective in promoting and attracting users

