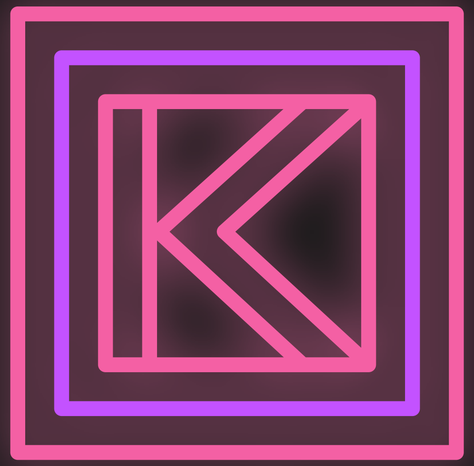


Karabox

CASE STUDY

GIANG PHAM

KARABOX

A project that aims towards creating a karaoke app and other supporting assets that provide people the full karaoke experience right from their home, including the ability to karaoke together with their friends and family online.

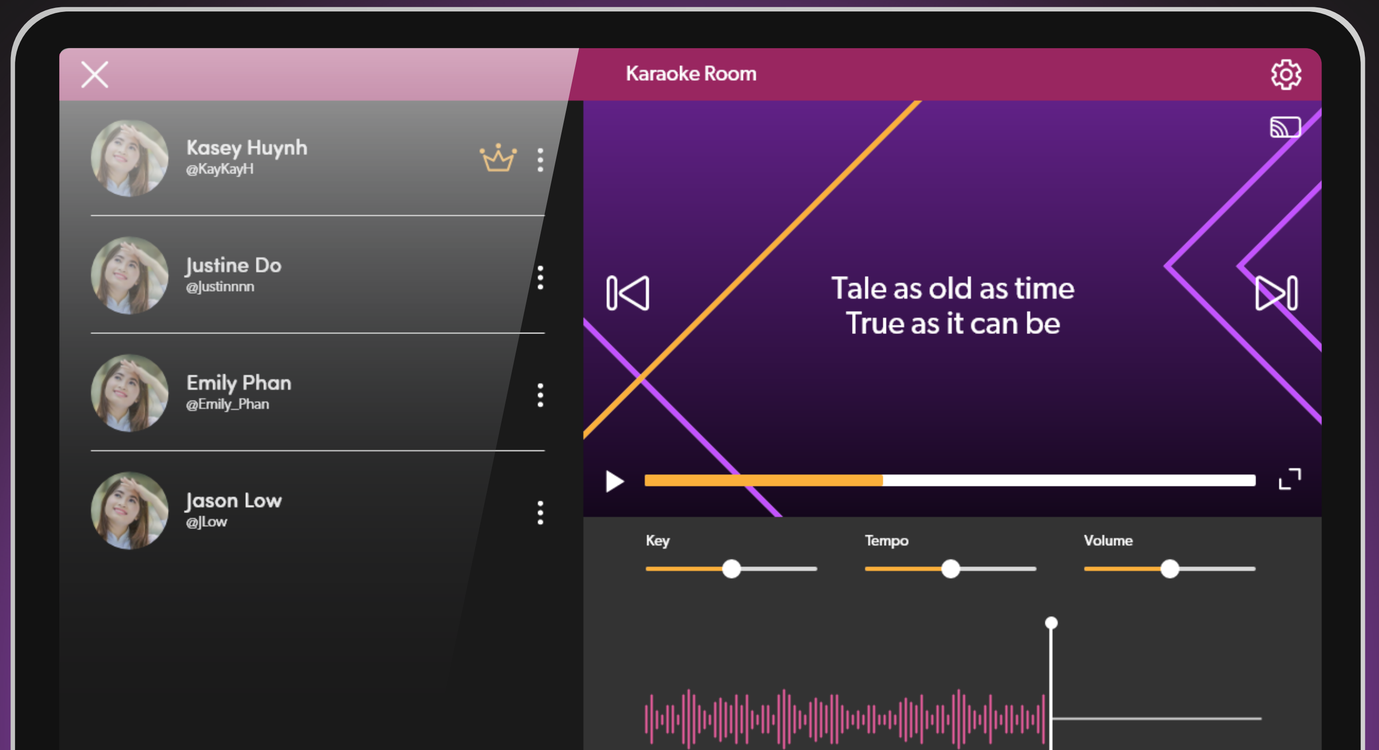


TABLE OF CONTENT

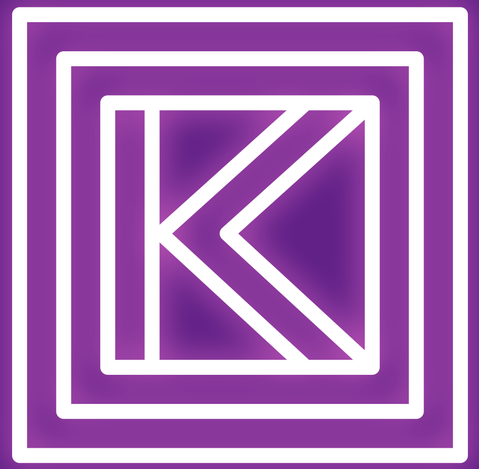
Research.....4-10

Ideation.....11-16

UX/UI.....17-53

Branding.....54-65

Resources.....66



RESEARCH

Karaoke is a popular interactive entertainment first started in Japan and has since grew globally.

1

Karaoke is very popular among Asians as it is the norm in their culture.

2

Popular types of Karaoke: Karaoke boxes (private), karaoke bars (public), home karaoke, Online karaoke

3

It is a highly social activity, especially in Asian culture.

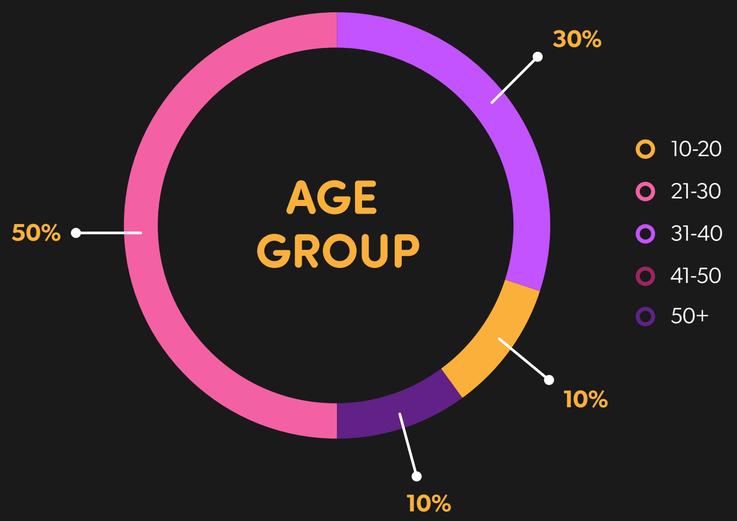
Young people from the age of 16-40 who love karaoke. They are a highly tech-saavy and social group so the idea of an online karaoke app would appeal to them easily.

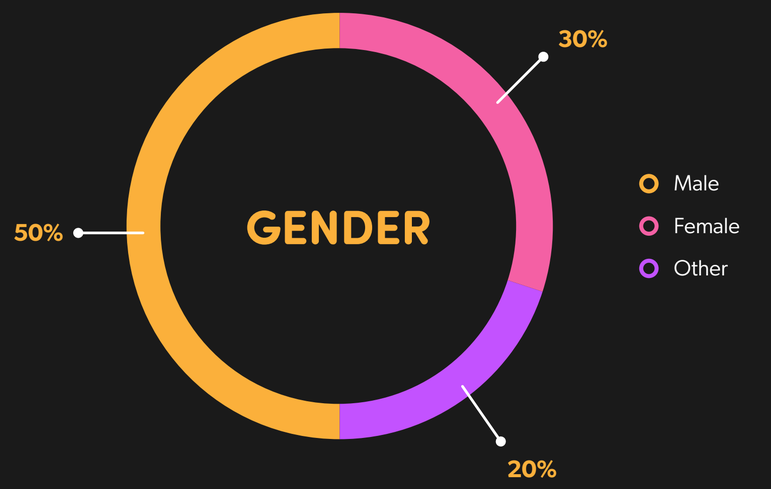


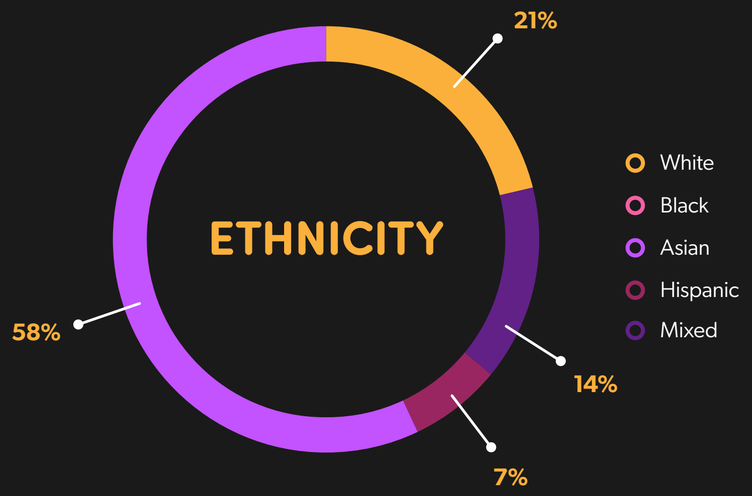
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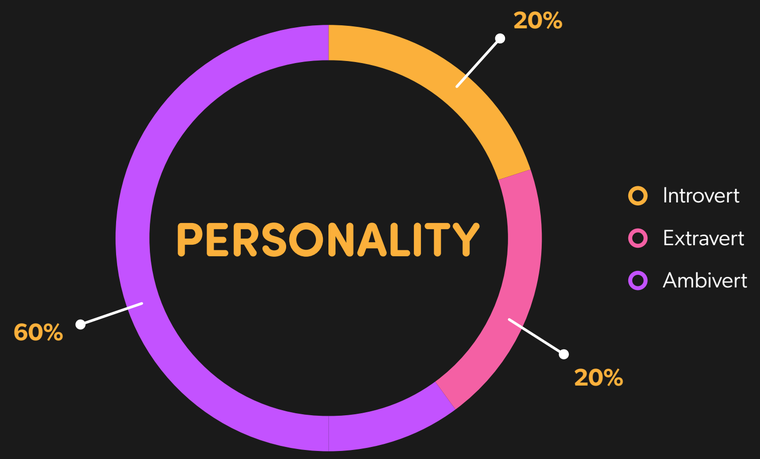
Respondents

Surveying a small group of karaoke enthusiasts online about their karaoke habits, preferences and challenges.







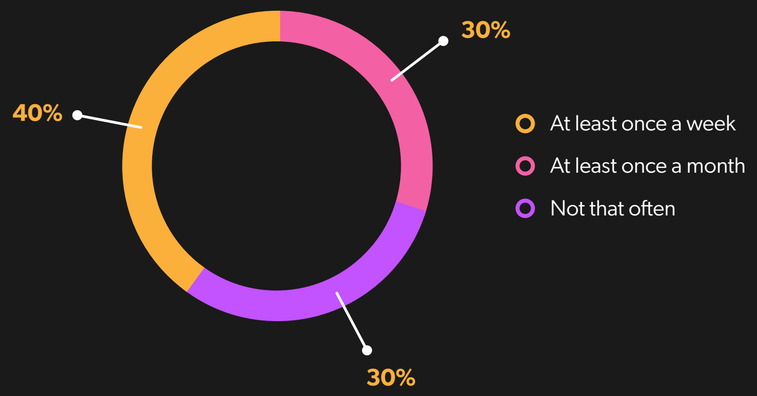


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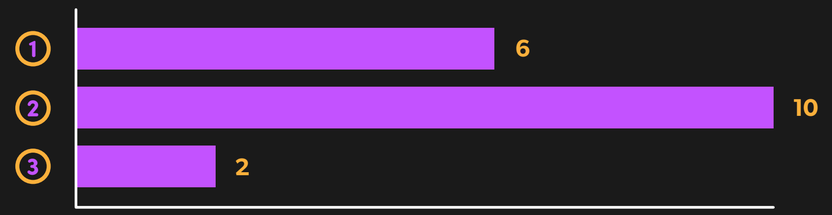
Respondents

Surveying a small group of karaoke enthusiasts online about their karaoke habits, preferences and challenges.

How often do you karaoke?

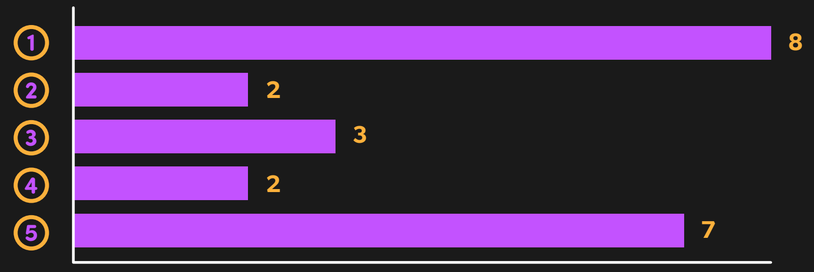


How do you usually enjoy karaoke?



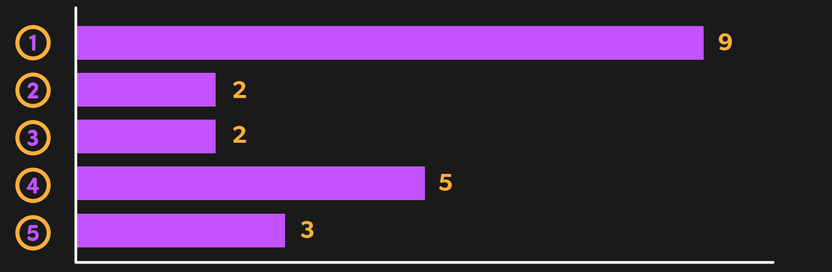
1. Alone
2. With family and friends
3. With strangers at bars

What type(s) of karaoke do you usually do?



1. Karaoke box
2. Karaoke bar
3. Home karaoke
4. Online karaoke
5. Youtube karaoke

Karaoke challenges you've experienced?



1. Covid quarantine
2. Karaoke places are rare
3. Expensive
4. Limited catalogs
5. Limited features

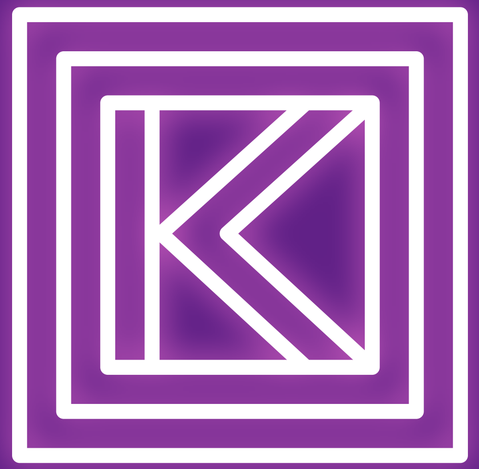
PROBLEMS

- Karaoke places are scarce and expensive in the US.
- Traditional karaoke machines are outdated with limited catalogs.
- Many online karaoke lacks song variety and karaoke controls.
- Quarantine has made it impossible to go out to places and karaoke with other people.

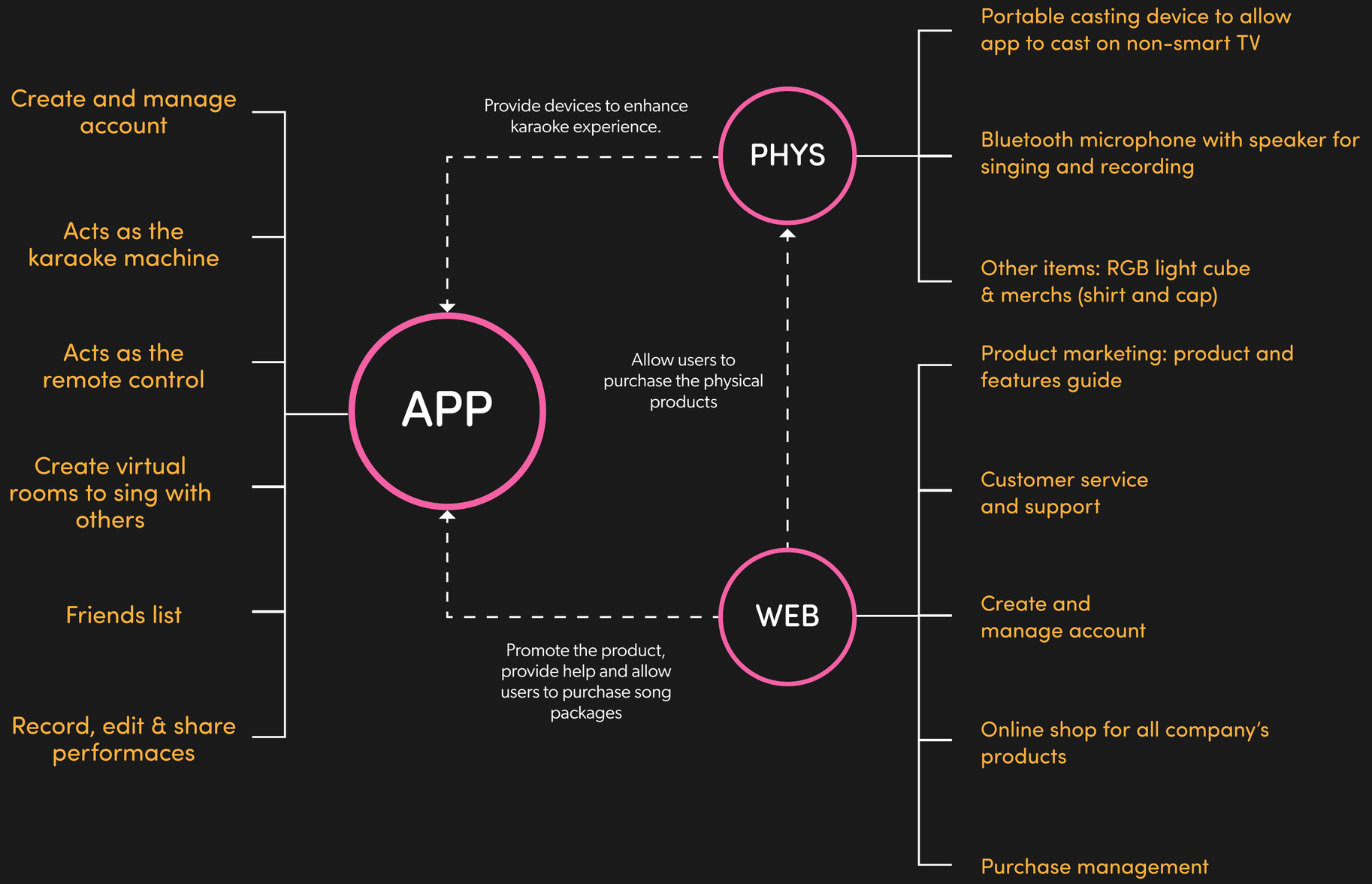
SOLUTIONS

- A karaoke app that allows for people to karaoke together with their friends and family online.
- Provides a large and diverse library of songs from multiple different languages that updates regularly.
- Offers an affordable all-in-one home karaoke solution with features and supporting products found in traditional karaoke.

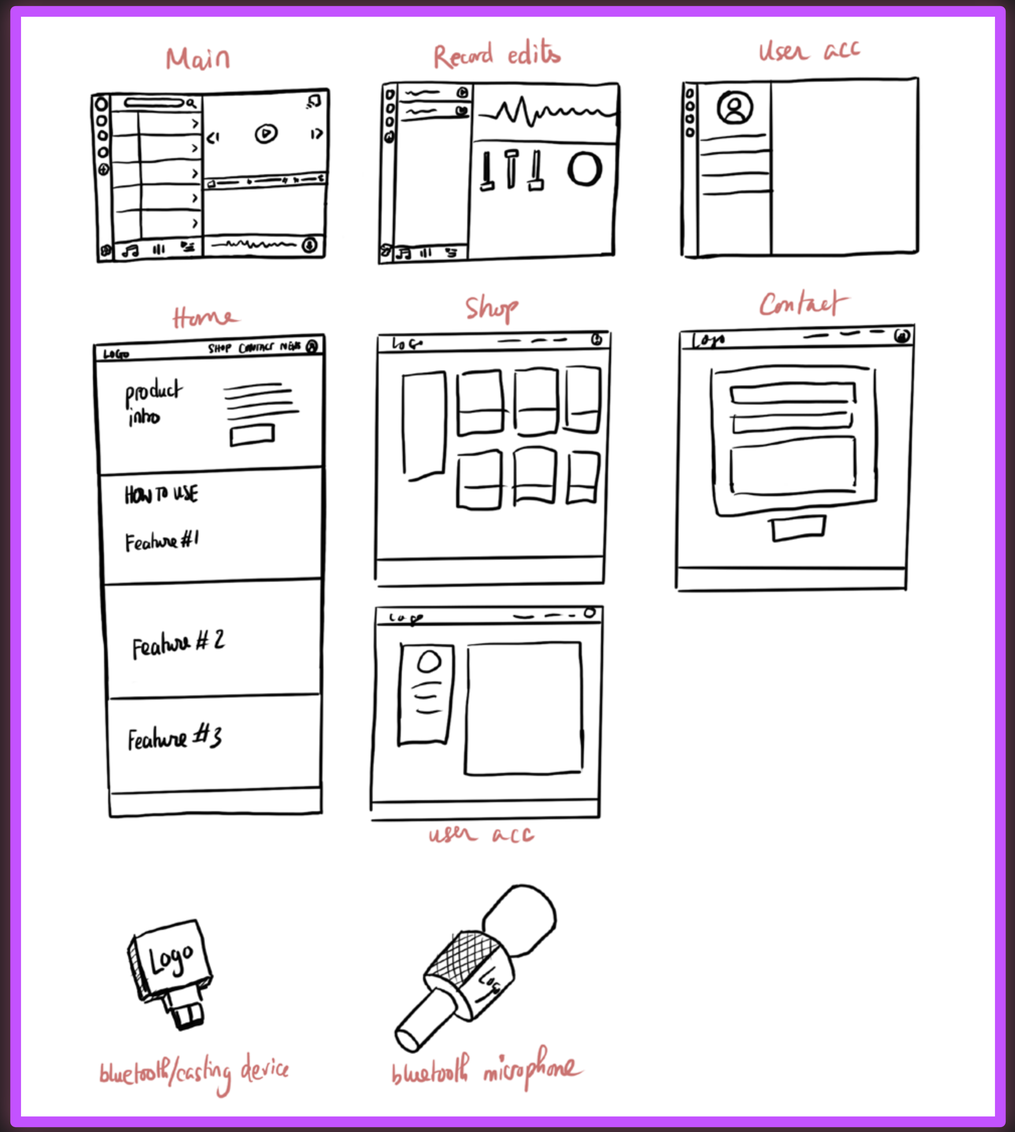
	Karafun	Youtube	Smule Social Singing
Pros	• Online karaoke available in multiple platforms. • Features: video casting, remote control from mobile devices, offline videos, key & tempo controls.	• Has a huge collection of free karaoke videos available. • Features: video casting and remote control from the device.	• Provides social networking for people who love to sing. • Has a wide variety of songs. • Features: record performances for editing and sharing, social networking with other users, duet or solo karaoke, etc.
Cons	• No online social aspect. • Mostly Western songs. • Subscription-based.	• Has ads between plays. • Inconsistent video qualities. • Lack key and tempo controls • Was not really made for karaoke.	• Lack key and tempo controls. • Does not support more than 2 singers. Not for private karaoke.



IDEATION


Create and manage account
Acts as the karaoke machine
Acts as the remote control
Create virtual rooms to sing with others
Friends list
Record, edit & share performaces
APP
Provide devices to enhance karaoke experience.
Allow users to purchase the physical products
Promote the product, provide help and allow users to purchase song packages
PHYS
WEB
Portable casting device to allow app to cast on non-smart TV
Bluetooth microphone with speaker for singing and recording
Other items: RGB light cube & merchs (shirt and cap)
Product marketing: product and features guide
Customer service and support
Create and manage account
Online shop for all company's products
Purchase management

PRODUCT SKETCHES



MOODBOARD



Wordlist

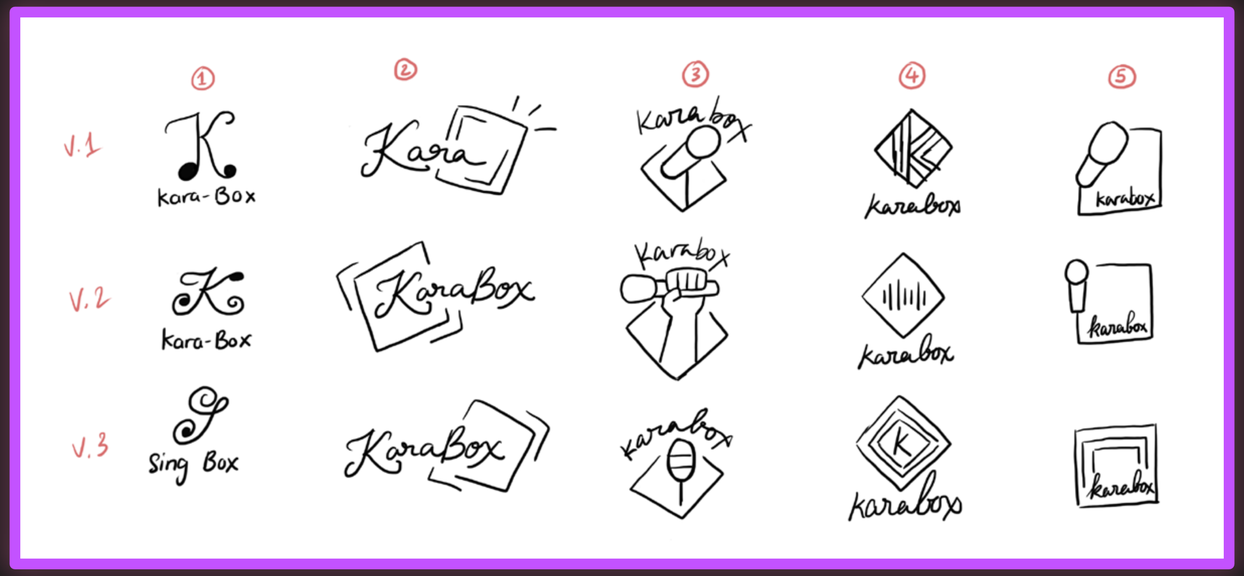
FUN
ENTERTAINMENT
SOCIAL
VARIETY
CONVENIENT
ACCESSIBLE
INEXPENSIVE
ONLINE
SING
PARTY
LIVELY
HOME
ALL-IN-ONE
KARAOKE BOX
UNIVERSAL
MODERN

Potential Names

Kara-OK
Kara-On
One Karaoke
Karaoke Party
Sing Box
Kara-Box

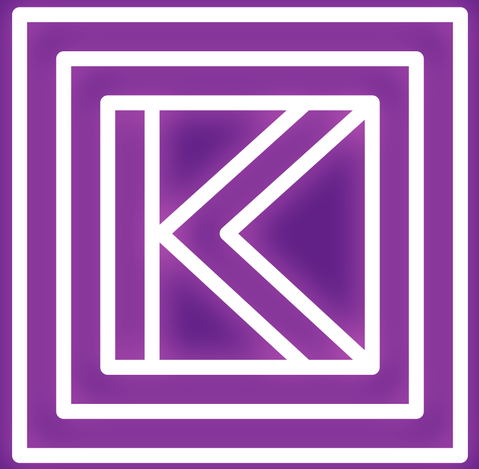
LOGO EXPLORATIONS

Sketches



Explorations





UX/UI



David Abello

26 years old | Video editor | Vallejo, CA

BIO

David is a shy introvert who loves karaoke. Being a second generation Filipino American, he was raised in a household that owns a home karaoke system and holds weekly family karaoke sessions. However, he recently moved out of his home and is now living far away from his family so he's looking into setting up his own home karaoke. He also wants to find a way to continue the weekly family tradition remotely somehow.

GOALS

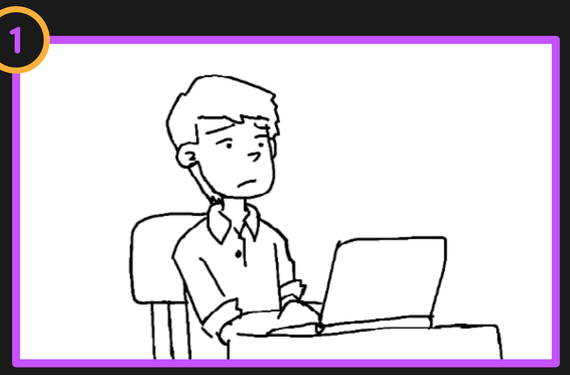
- Wants to find an affordable karaoke system with diverse song catalogs.
- Wants to find a way to hold remote karaoke sessions with his family.

CHALLENGES

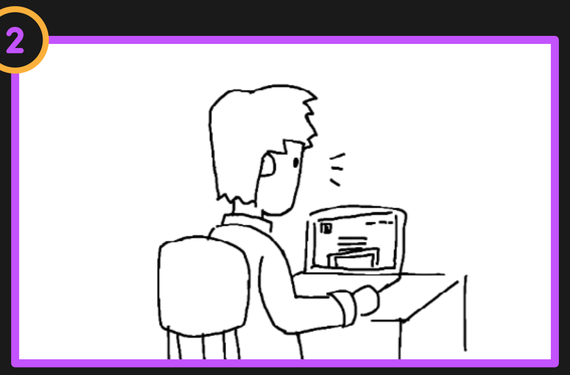
- Tight on budget due to the move.
- Only wants to socialize with his family so prefers something more private than existing social singing apps.

USER STORYBOARD 1

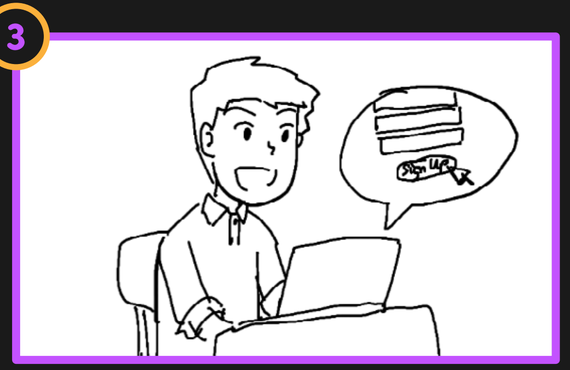
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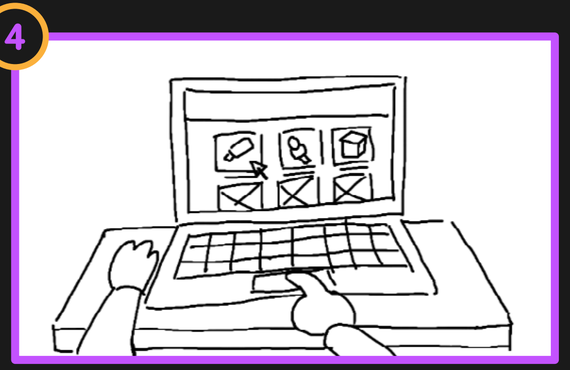
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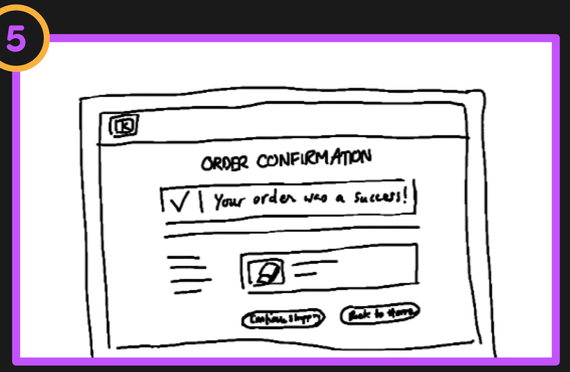
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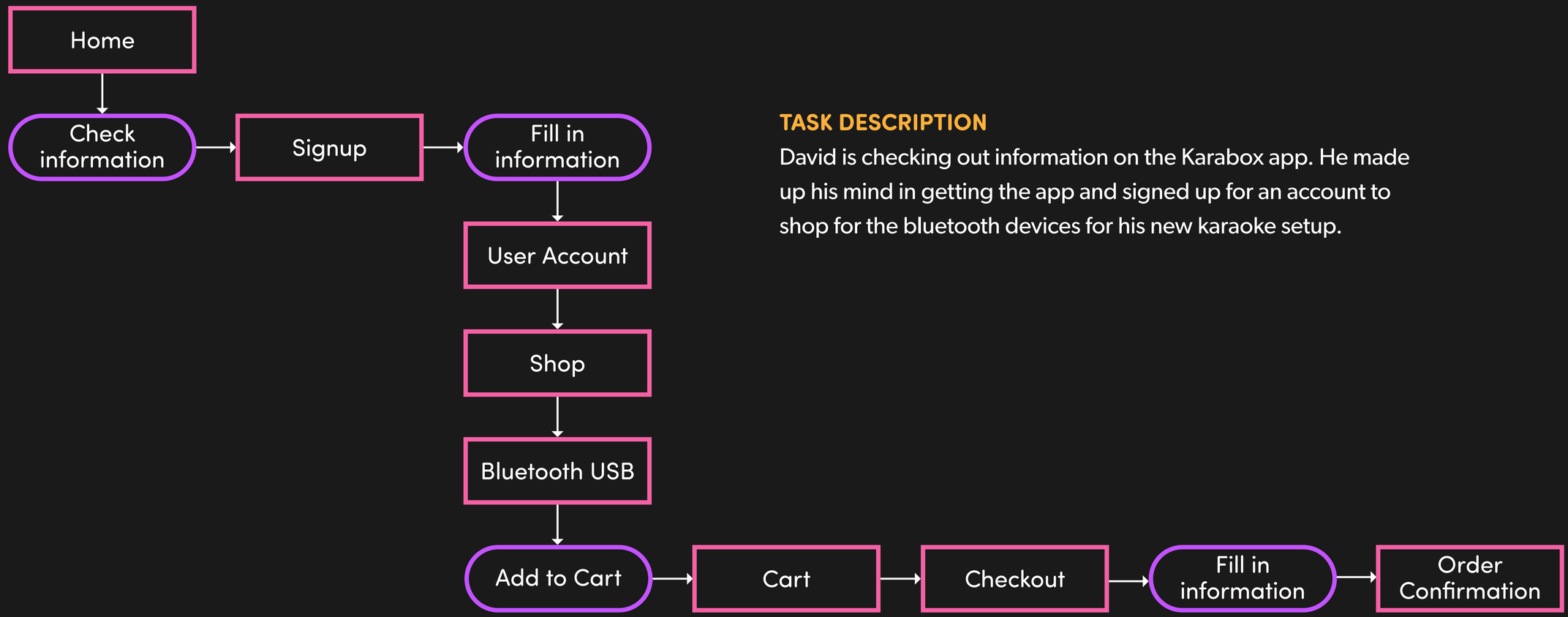


6



1. David is looking around for a home karaoke solution that will fit his needs.
2. He stumbles upon the Karabox website.
3. After reading about the app's functions and what products they offer, David decides to sign up for an account.
4. David then proceeds to shop around for products he would need for his new setup.
5. He successfully places an order an item.
6. Then he happily proceeds with more purchases.

TASK FLOW 1

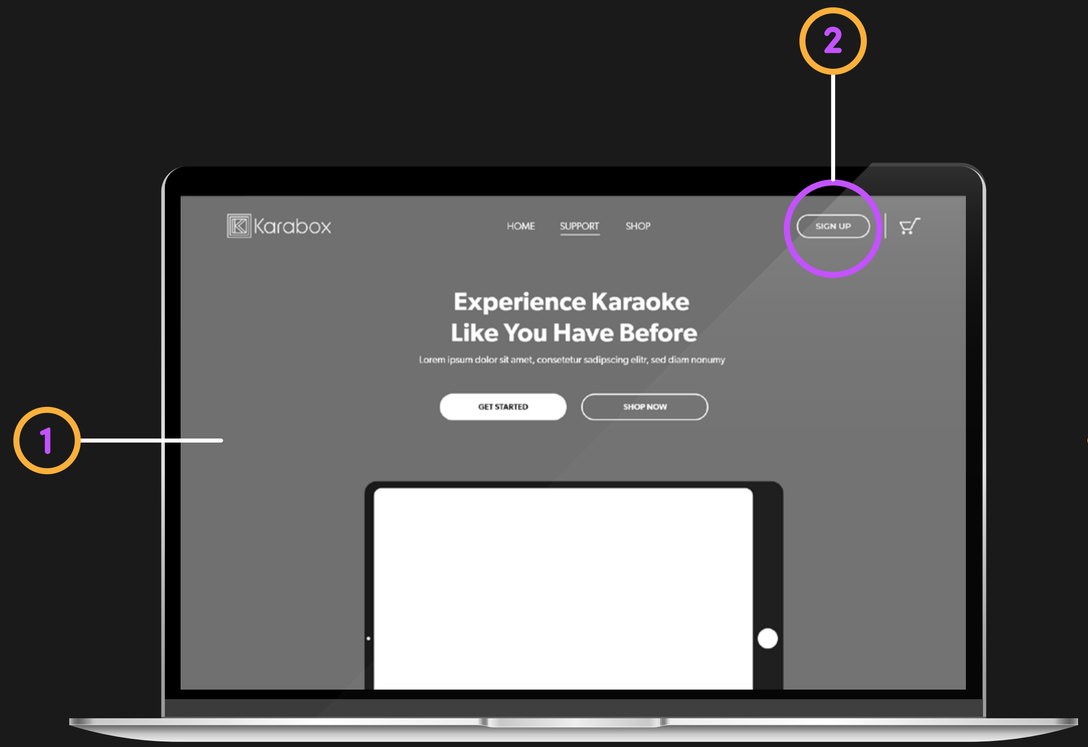


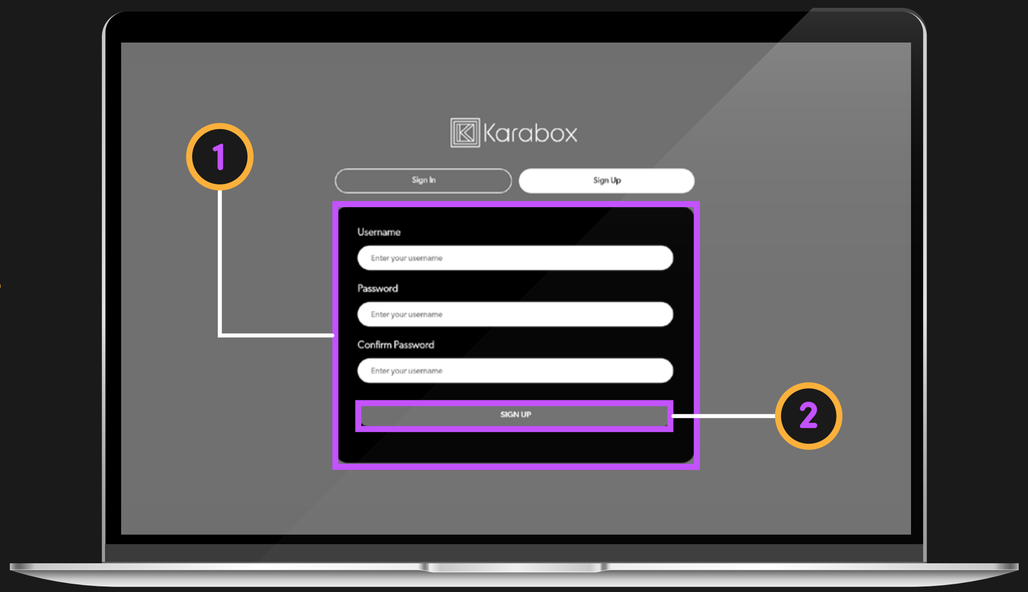
TASK DESCRIPTION

David is checking out information on the Karabox app. He made up his mind in getting the app and signed up for an account to shop for the bluetooth devices for his new karaoke setup.

Page Actions

PROOF OF CONCEPT 1





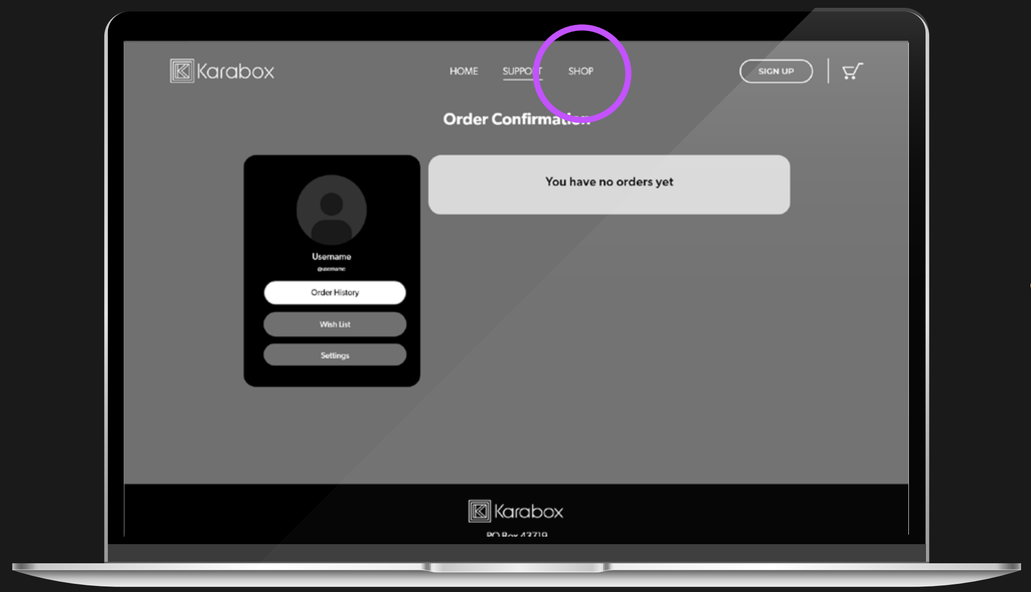
Step 1

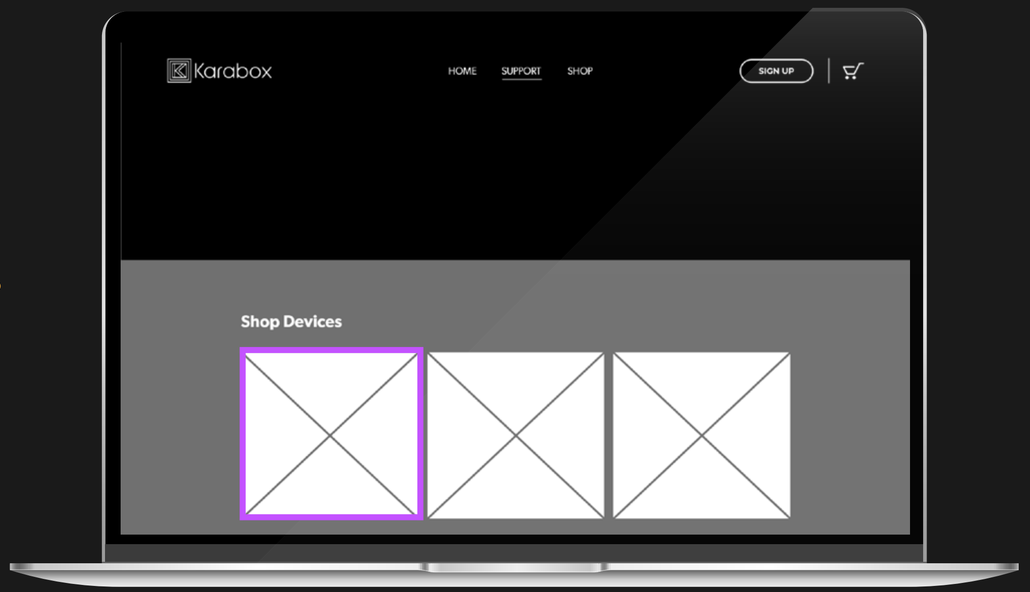
David is checking out information on the homepage of the website then he clicks on “Sign Up” to create his account.

Step 2

He is taken to the signup page where he fills in his information and clicks on the “Sign Up” button at the bottom of the form.

PROOF OF CONCEPT 1





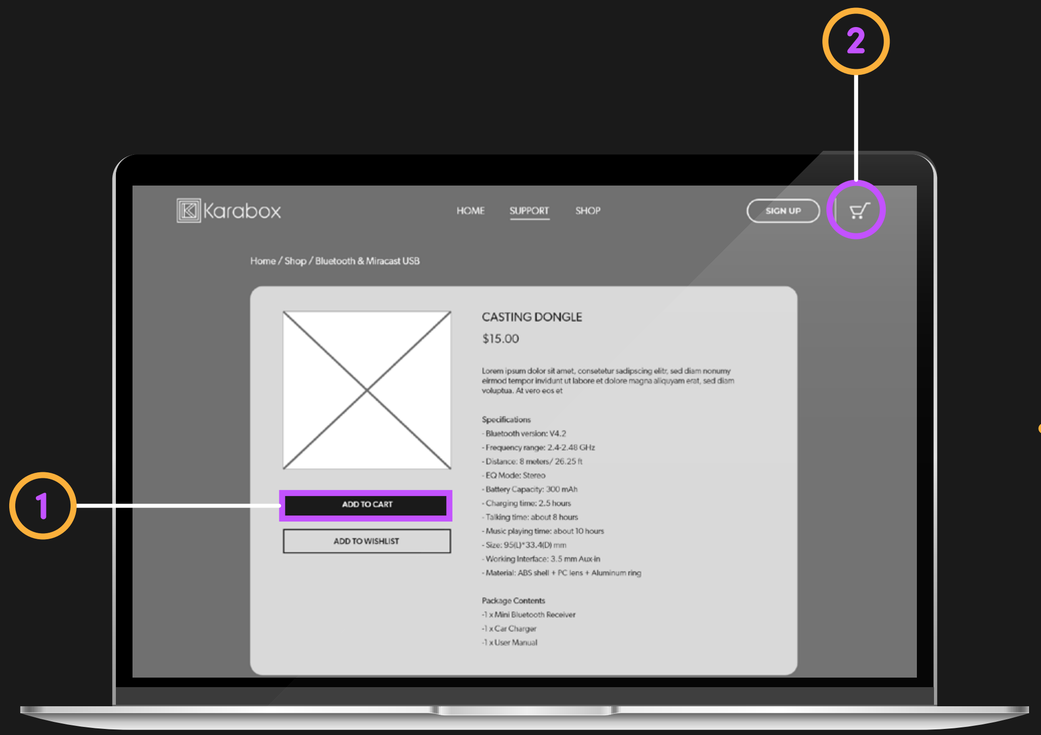
Step 3

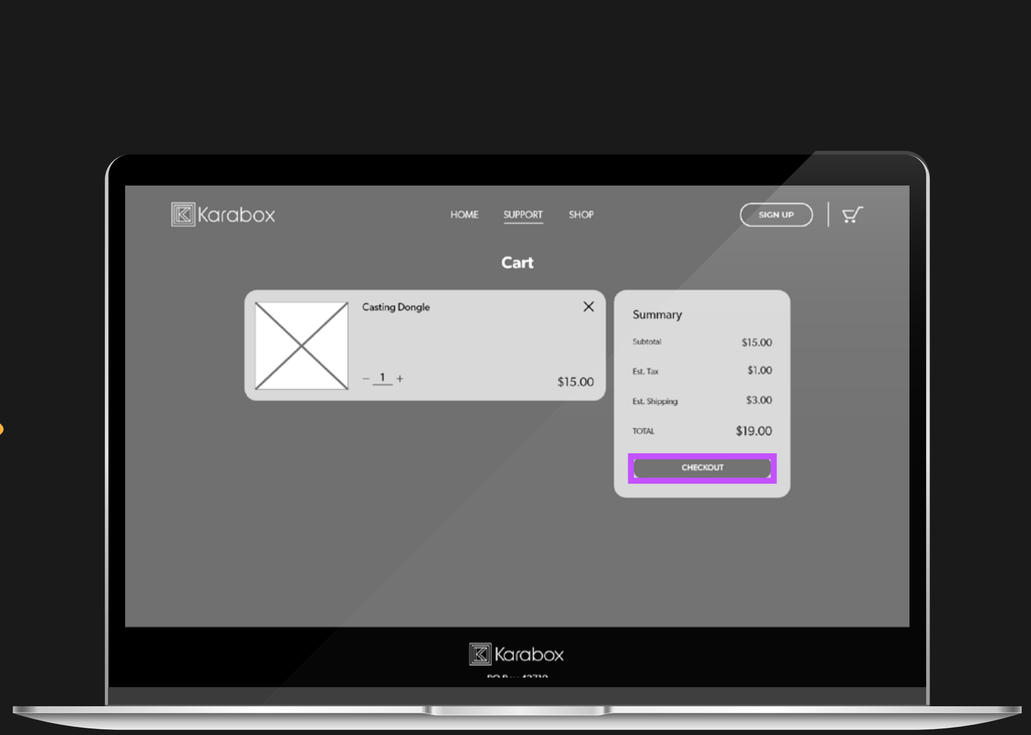
After signing up, David is taken to his user account. He then clicks on the “Shop” tab on the menu.

Step 4

Once he’s on the shop page, he looks for the item he wants to buy then clicks on it.

PROOF OF CONCEPT 1



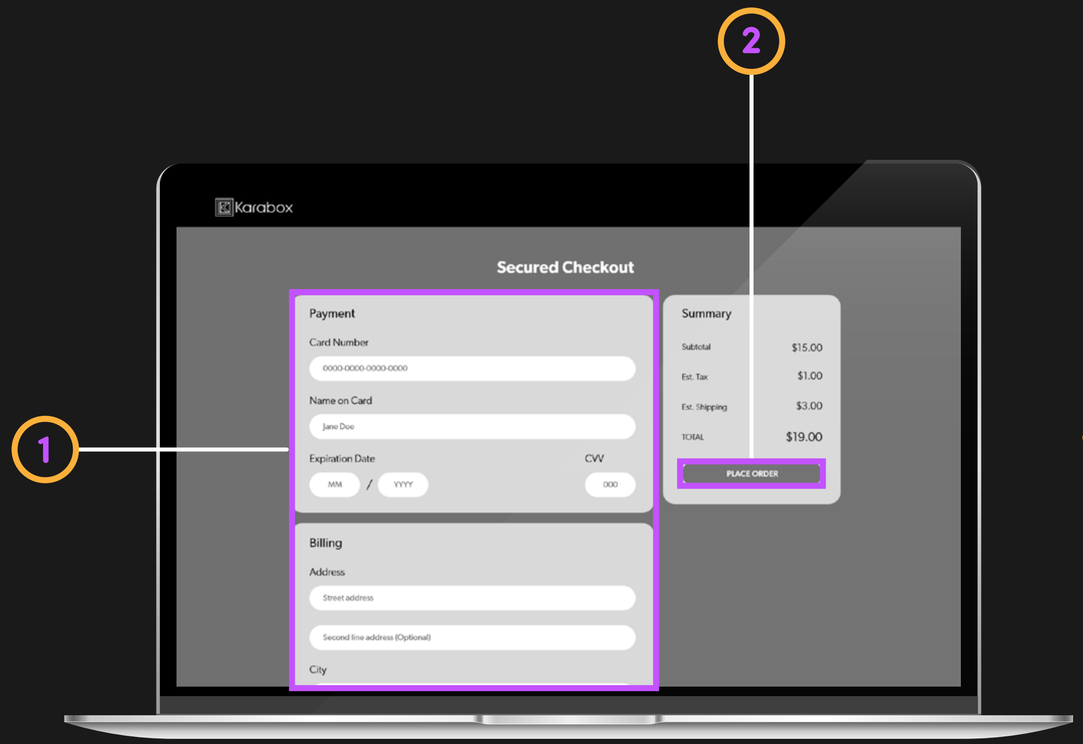


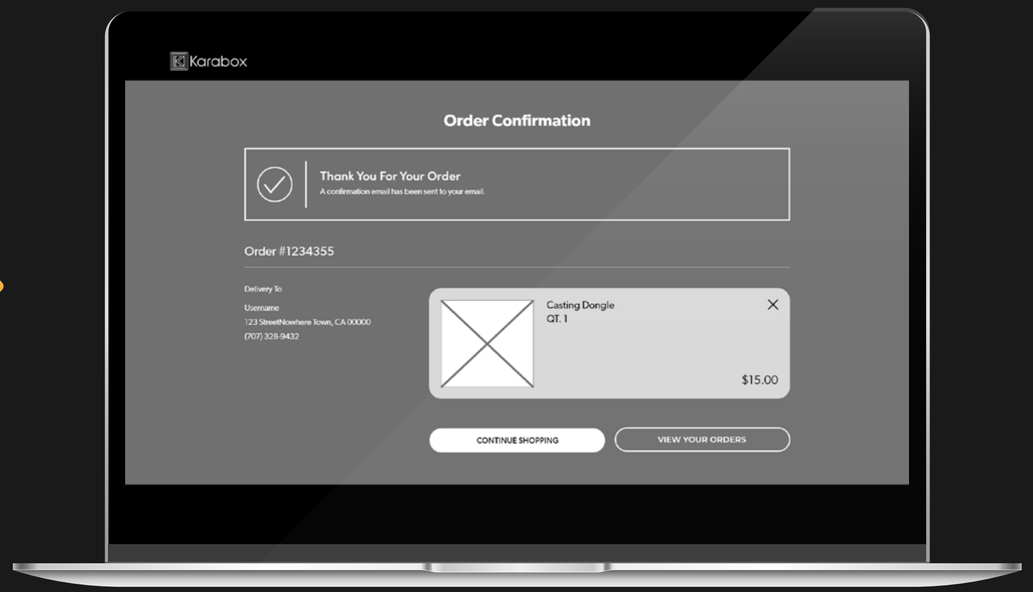
Step 5

David is taken to the product page where he then adds the item to cart by clicking the “Add to Cart” button underneath the product image. An item badge should appear on the cart icon, which he clicks on to check his cart.

Step 6

Once in his cart, David clicks on the “Checkout” button to continue his purchase.





Step 7

Once in checkout, David fills in all the payment and billing information. After he's double checked all of his information, David clicks on "Place Order."

Step 8

David is taken to the "Order Confirmation" page which tells him that his order has been sucessfully placed.

USER TEST - TASK FLOW 1

	Participant 1	Participant 2	Participant 3
Test Result	Completed the task in 1m 20s	Completed the task in 8m 57s	Completed the task in 4m 45s
Errors	0	1 minor error where the participant didn't know if the "add to cart" action went through at first.	0
Survey Results	Thought the website was easy to use and navigate.	Thought the website was easy to use once they have played around a bit, but needs clarifications in some of the UX elements.	Thought the website was easy to use and navigate.
Feedback	Had no suggestions for the website.	Suggested that there should be a pop-up modal for when an item is added to cart. They also pointed out that the checkout page is missing a shipping address section.	Had no suggestion for the website.
Key Takeaways	The website's UX is mostly a success. It only needs a few tweaks based on participant 2's suggestions for the next iteration.		



Kasey Huynh

17 years old | Student | San Jose, CA

BIO

Kasey is an outgoing social butterfly. Being Vietnamese American, one of her favorite past times is going out to karaoke with her friends on the weekend. Ever since covid lockdown, Kasey hasn't been able to do any karaoke hang out at all. She misses the activity a lot and wants to find a way to host it virtually with all her friends.

GOALS

- Wants to invite her friends to join her in an online karaoke session.
- Wants to record the karaoke sessions to share on social media later.

CHALLENGES

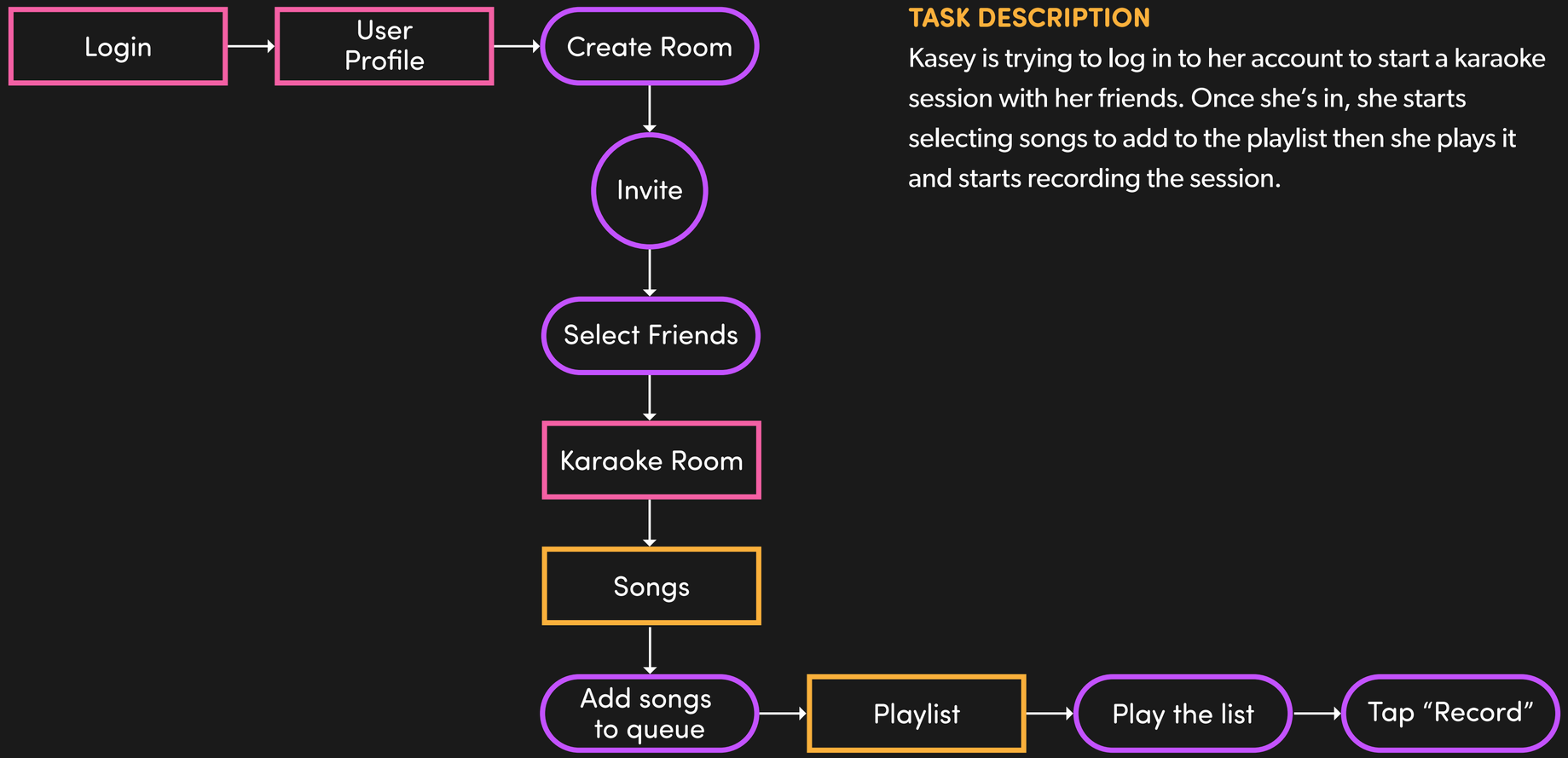
- There aren't any karaoke app that allows multiple people to join in.
- Traditional karaoke doesn't provide an intuitive way to record and edit singing sessions.

USER STORYBOARD 2



1. It’s Friday night and Kasey decides to call up her friends for a karaoke night.
2. She then signs in to her account to start a karaoke session with her friends.
3. Kasey invites all the friends that are up for it.
4. Once everyone’s in the room, Kasey begins to search a for songs to add the the session’s playlist.
5. After everyone has picked their songs, Kasey then plays the entire playlist and starts recording the session.
6. She then goes on to have a blast that karaoke night with her friends.

TASK FLOW 2



TASK DESCRIPTION

Kasey is trying to log in to her account to start a karaoke session with her friends. Once she’s in, she starts selecting songs to add to the playlist then she plays it and starts recording the session.

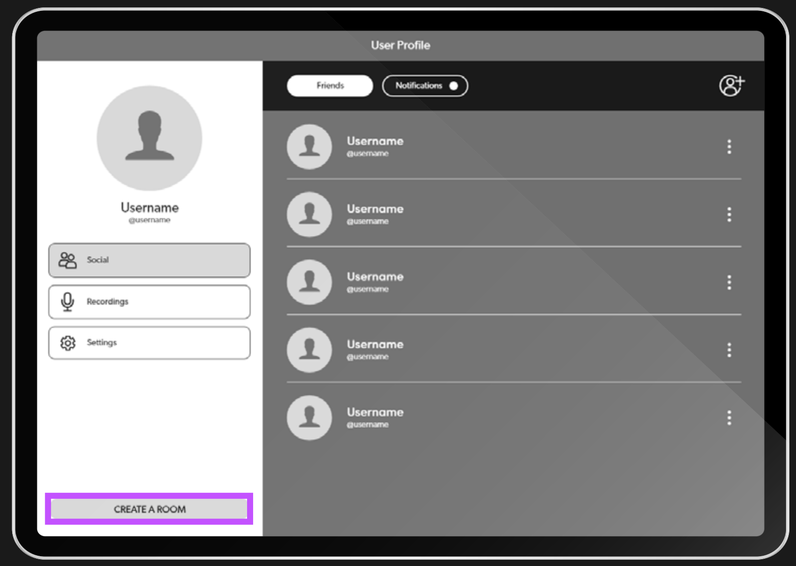
Page

Subpages within a page

Actions

PROOF OF CONCEPT 2





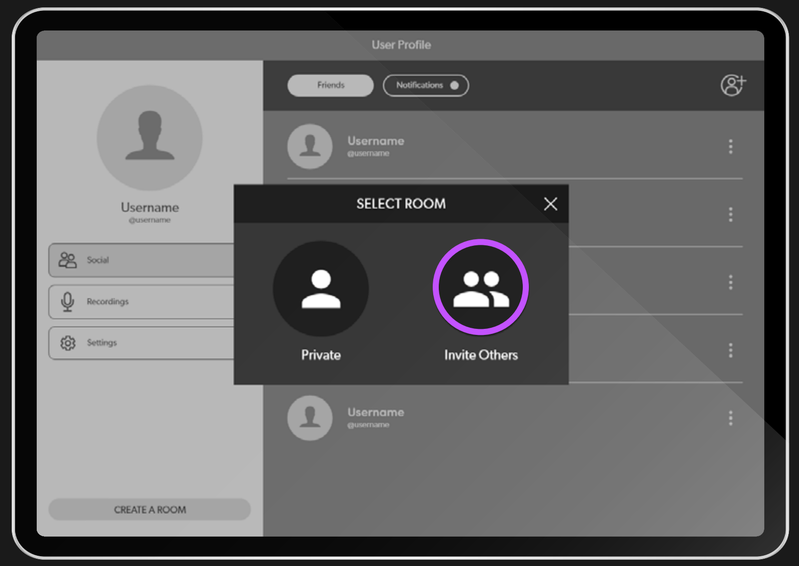
Step 1

Kasey signs into the app with her user information. Then she taps “Sign In” to log in.

Step 2

When logged in, she’s taken to the user profile. She then taps on the “Create a Room” button to start a karaoke session.

PROOF OF CONCEPT 2



Step 3

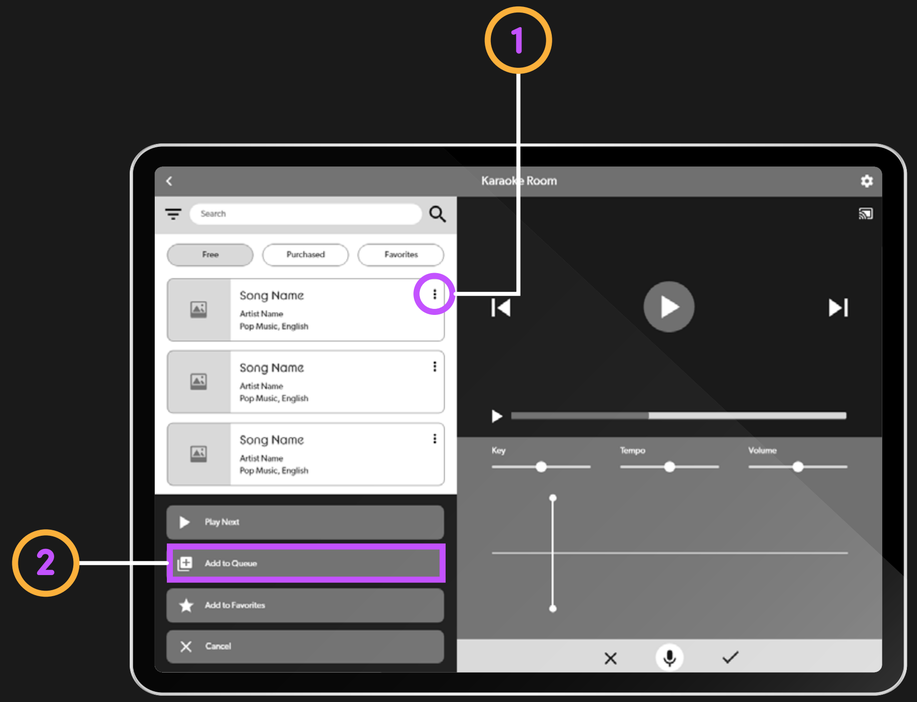
The selection modal pops up, providing the option between creating a private room or inviting other people. Kasey taps on “Invite Others” to invite her friends into the karaoke session.

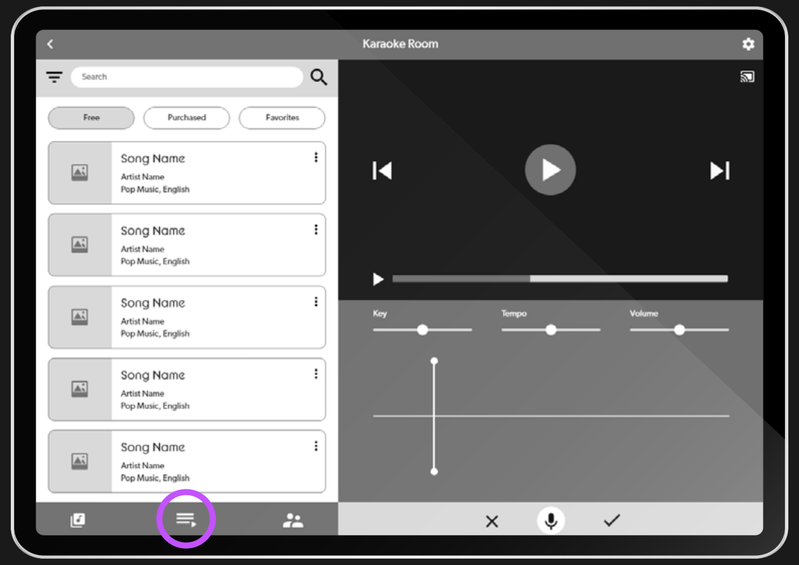


Step 4

The modal changes to show Kasey’s friend list. She invites her friends by tapping on the add icons next to their names. Then she taps “Create Room” to start the session.

PROOF OF CONCEPT 2



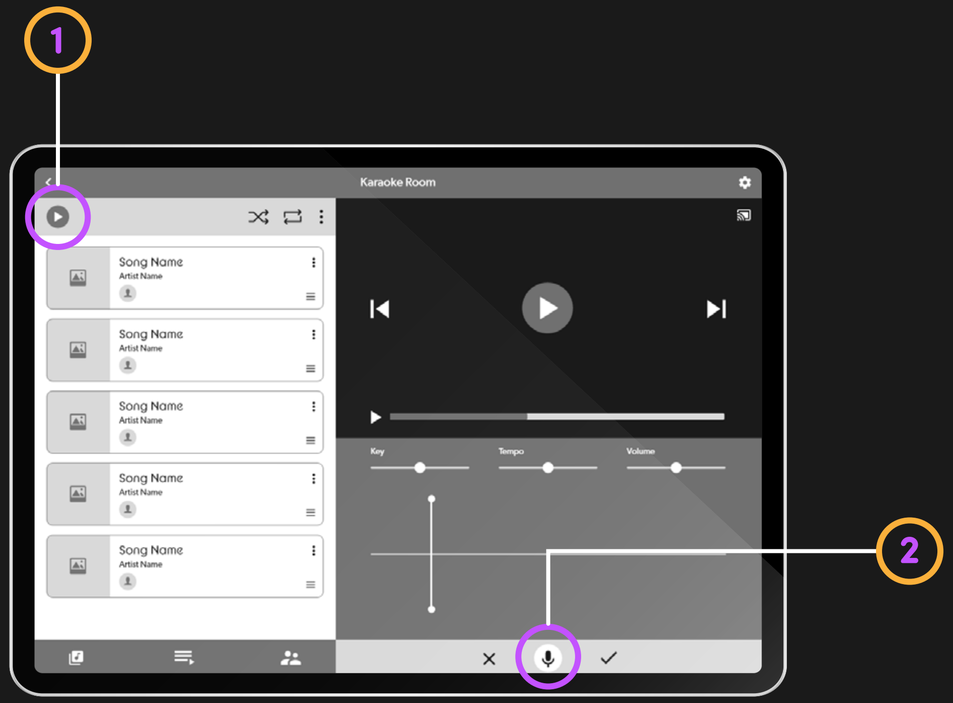


Step 5

Once she enters the karaoke room, Kasey begins to add songs to the room's playlist. She selects the more option icon on the top right of the song she wants, which brings up a modal where she can tap on "Add to Queue" to add the song to the playlist.

Step 6

Once Kasey is done adding her songs, she then taps on the playlist tab on the menu to check all the added songs.



Step 7

After she has checked all the songs on the playlist, Kasey plays them all by tapping on the play button on top of the playlist subpage. Finally, she taps on the record button to start recording the karaoke session.

USER TEST - TASK FLOW 2

	Participant 1	Participant 2	Participant 3
Test Result	Completed the task in 3m 13s	Completed the task in 3m 35s	Completed the task in 6m 18s
Errors	2 errors: - Tried to interact with the friend list instead of the “create a room” button. - Took a bit to know where to tap to record.	0	2 errors: - Chose to create a “private” room instead of “inviting others.” - Took a bit to know where to tap to record.
Survey Results	Thought the app was easy to use once they got going, but felt like the icons and buttons could use some clarifications.	Thought the app was intuitive and easy to navigate.	Thought the app was intuitive and easy to navigate.
Feedback	Thought the record button was a mute/ unmute button at first. Suggested to either change the icon or call out the action.	Had no suggestion for this task flow.	Thought the room names could be a bit more clear since they assumed that “private” means “with people you know only” and “inviting others” means a public room.
Key Takeaways	- The recording section needs more clarification as 2 participants didn’t immediately find it. Have an instruction text on it that says “tap 🎙 to record.” - Change room names from “private” to “solo” and “invite others” to “party” for better clarifications.		



James O’Brian

33 years old | Voice Actor | Concord, CA

BIO

James is an enthusiast of Japanese culture, especially their music culture. He loves going to Round One every month or so to do karaoke there since it offers the full Japanese system. But he can’t do so anymore since covid lockdown. He has been trying to use Youtube karaoke for a while to make up for it. He loves the song variety and ability to cast the songs onto TV, but still finds the Youtube experience lacking overall.

GOALS

- Finds an online karaoke app that has a lot of Japanese songs.
- Wants the app to have the same casting function as Youtube but with more karaoke functionalities.

CHALLENGES

- Youtube karaoke lacks key and tempo controls.
- Japanese song choices are still very limited in most US karaoke systems and apps.

USER STORYBOARD 3

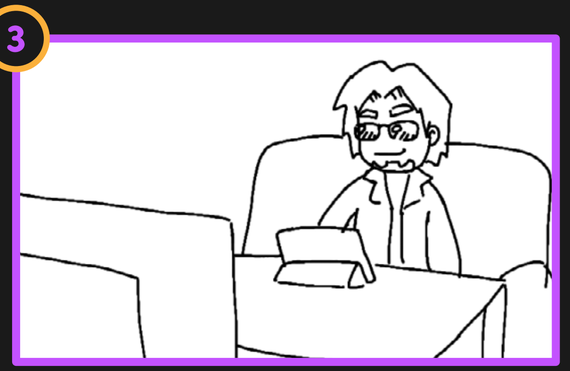
1



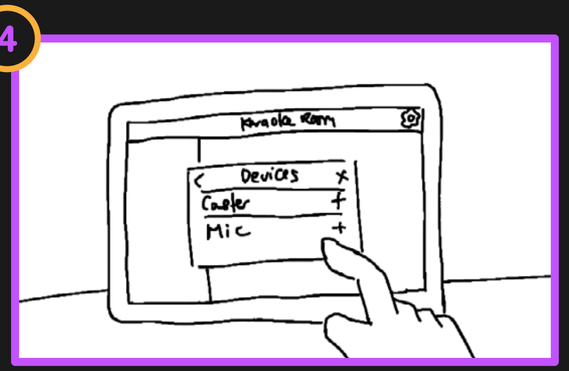
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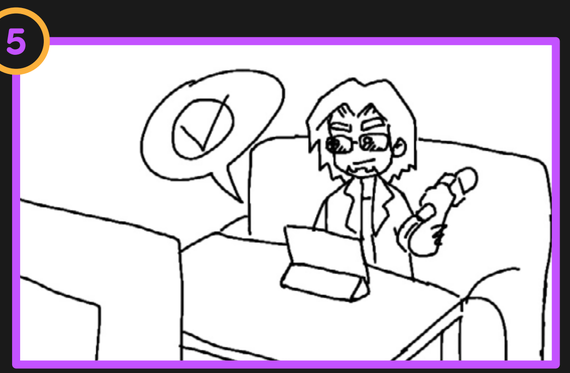
3



4



5

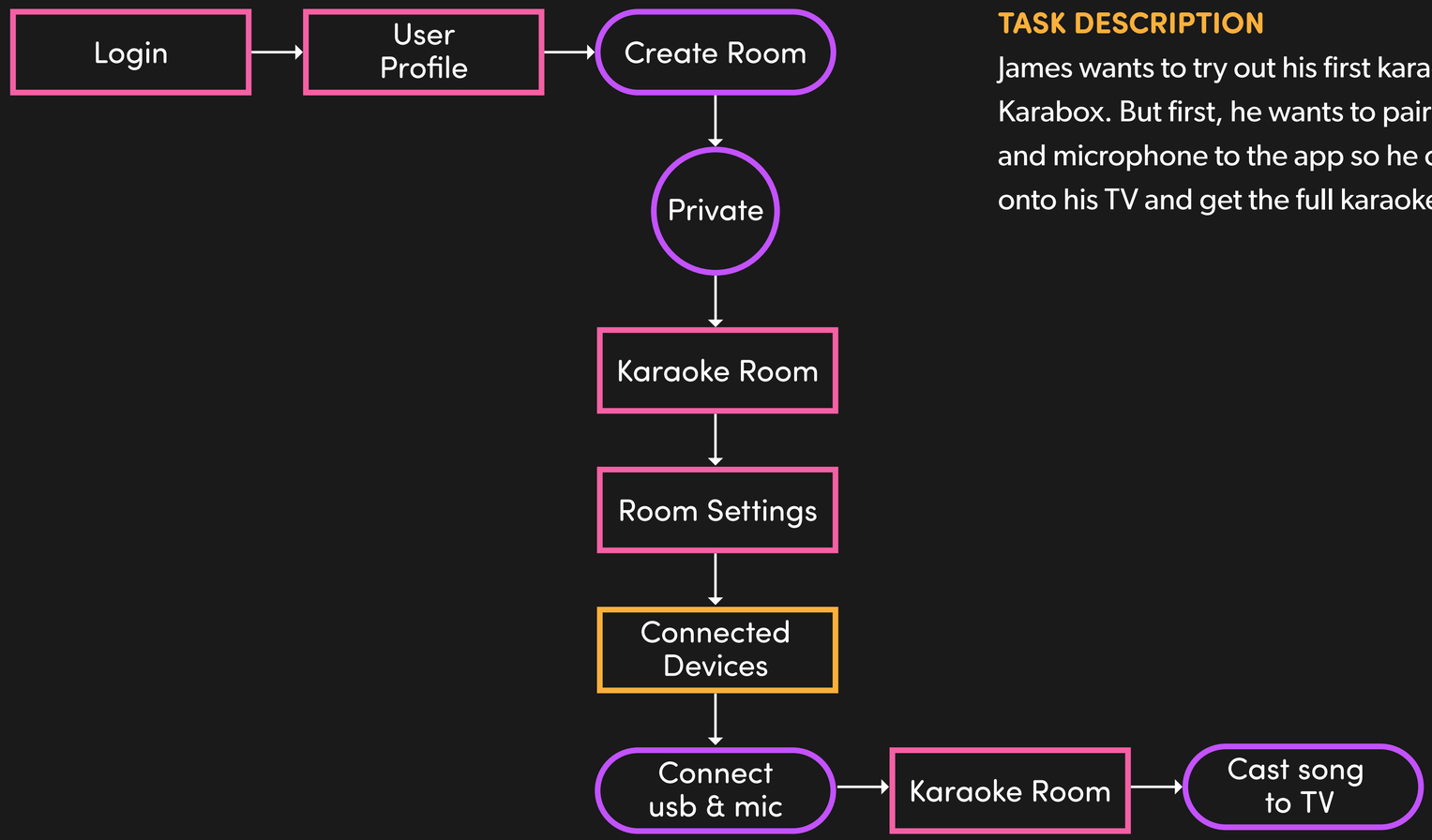


6



1. James just recently got all the complementary Karabox devices for his karaoke setup.
2. He sets them all up so they are ready to be paired with the app.
3. He signs into his account and creates a room for him to solo.
4. He finds his devices and pairs them to the app.
5. Once everything is connected, James casts his karaoke videos onto his TV for a fuller experience.
6. James then proceeds to have a fun karaoke session.

TASK FLOW 3



TASK DESCRIPTION

James wants to try out his first karaoke session on Karabox. But first, he wants to pair his Bluetooth USB and microphone to the app so he can cast the songs onto his TV and get the full karaoke experience.

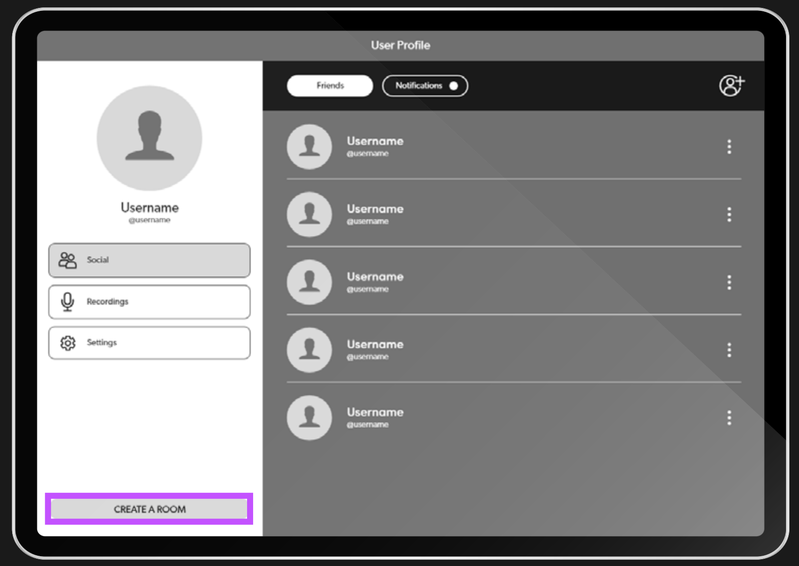
Page

Subpages within a page

Actions

PROOF OF CONCEPT 3





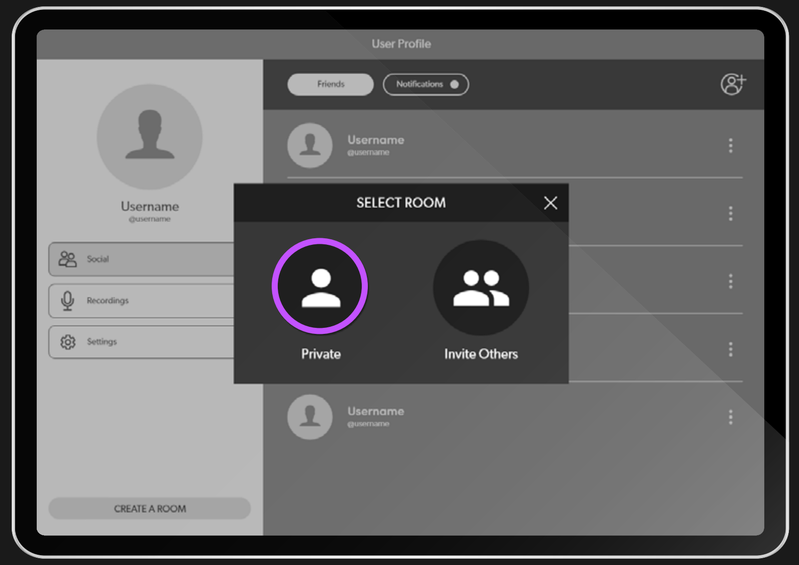
Step 1

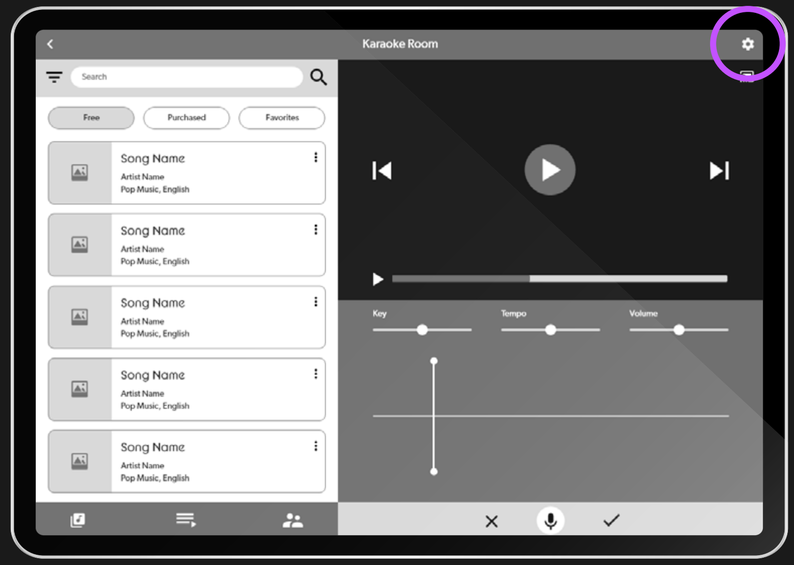
James signs into the app with his user information. Then he taps “Sign In” to log in.

Step 2

When logged in, he is taken to his user profile. He then taps on the “Create a Room” button to start a karaoke session.

PROOF OF CONCEPT 3





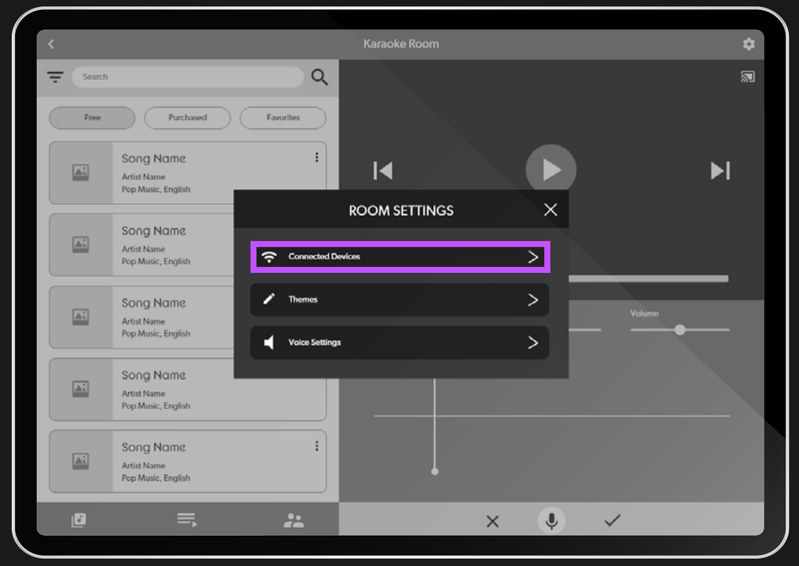
Step 3

The selection modal pops up, providing the option between creating a private room or inviting other people. James taps on “Private” since he wants to sing by himelf.

Step 4

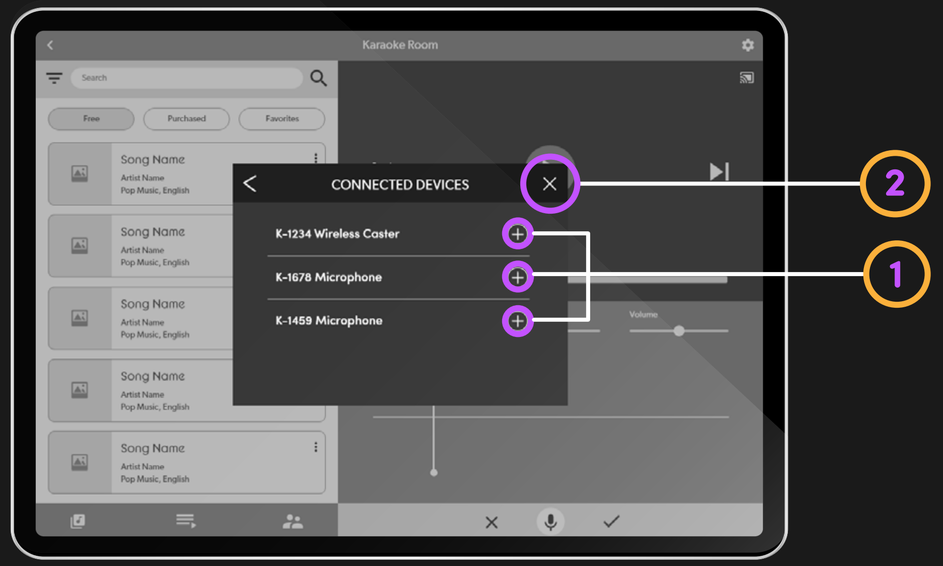
Once he gets into the karaoke room, James taps on the room settings icon so he can pair his bluetooth USB in order to cast the songs onto the TV and connect his bluetooth microphone in order to start singing.

PROOF OF CONCEPT 3



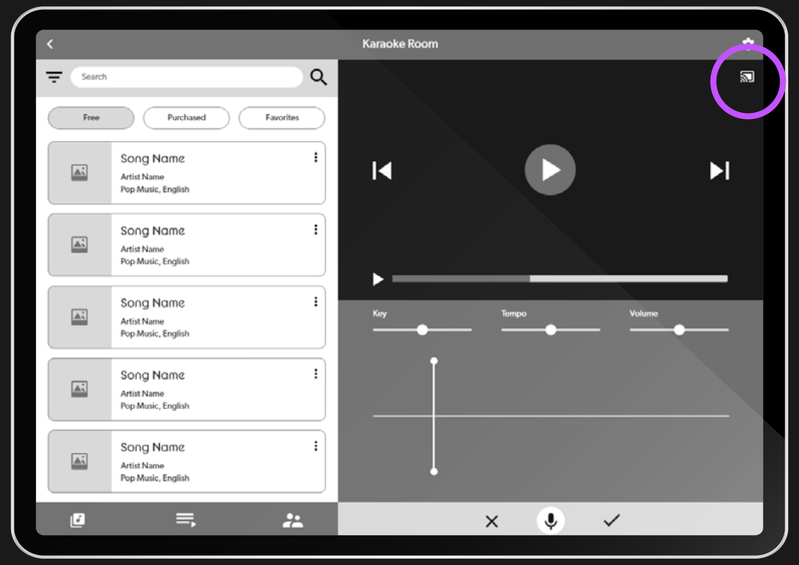
Step 5

The “Room Settings” modal pops up then James selects the “Connected Devices” button.



Step 6

Once the modal changes to “Connected Devices,” James then selects the devices he wants to connect. After they are all connected, he then closes the modal to go back to the main karaoke page.



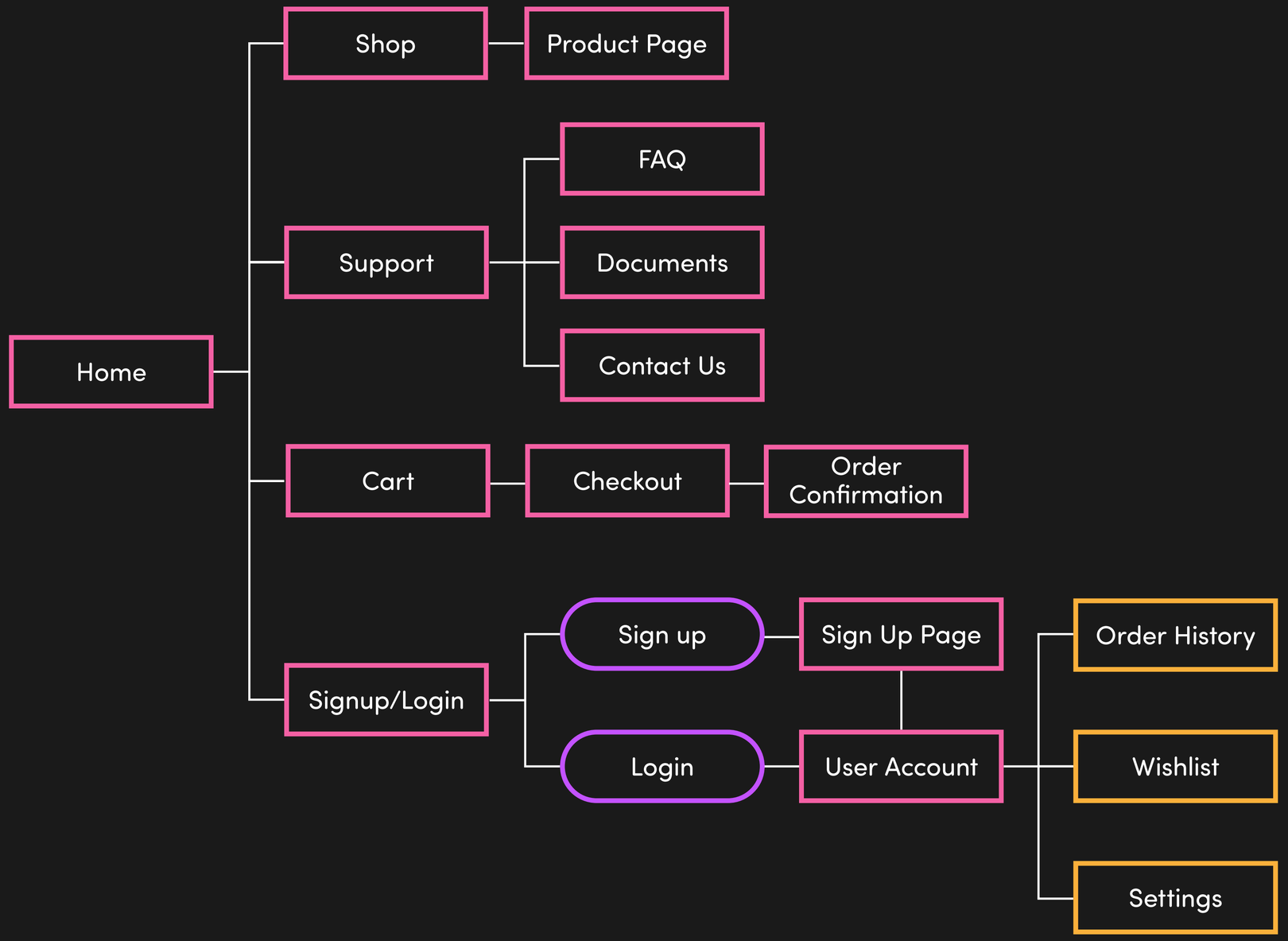
Step 7

When he comes back to the karaoke page, James then selects the casting button on the video section to cast the app onto the TV.

USER TEST - TASK FLOW 3

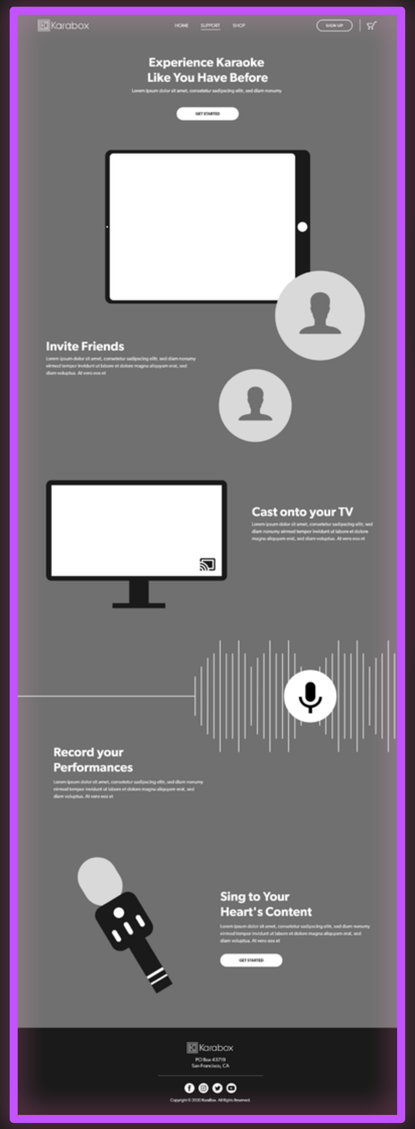
	Participant 1	Participant 2	Participant 3
Test Result	Completed the task in 1m 34s	Completed the task in 2m 52s	Completed the task in 4m 03s
Errors	0	2 errors: - Tapped on the cast button first when asked to connect to bluetooth devices. - Assumed the devices are already connected instead of selecting the listed devices to connect.	1 error: - Tapped on the cast button first when asked to connect to bluetooth devices.
Survey Results	Thought this task flow was very straightforward.	Thought the task flow was fine but the instructions could've been a bit clearer.	Thought the task flow was fine but the instructions could've been a bit clearer.
Feedback	Had no suggestion for this task flow.	Suggested changing "connected devices" to "devices" or "device connections."	Had no suggestions for this task flow.
Key Takeaways	All the participants were familiar with the cast button and what it would do. After the last two partitipants tapped on it wrong thinking that would fulfill the task, they knew to tap on the settings icon after. This means that the error is caused due to unclear instructions from the moderator rather than the fault of the design. The only part that needs fixing is participant 2's suggestion.		

WEBSITE SITEMAP



WEBSITE WIREFRAMES - LOW FIDELITY

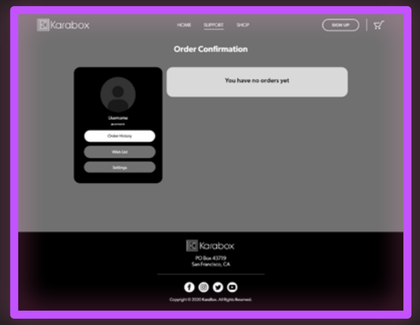
Home



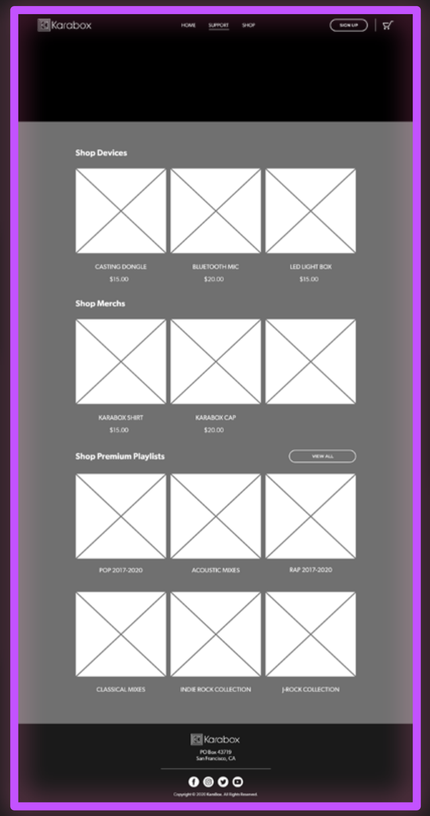
Sign Up



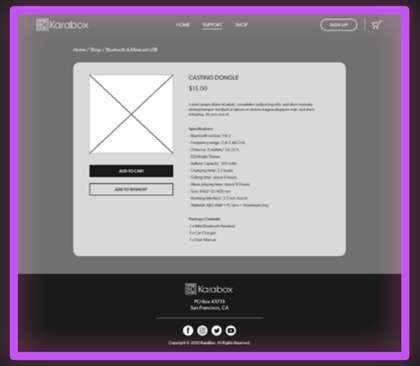
User Account



Shop



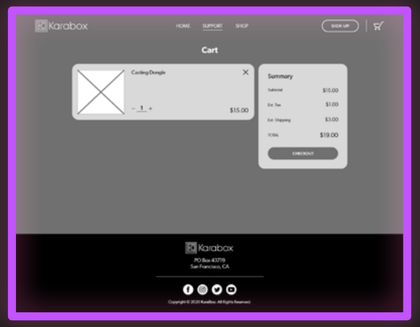
Product



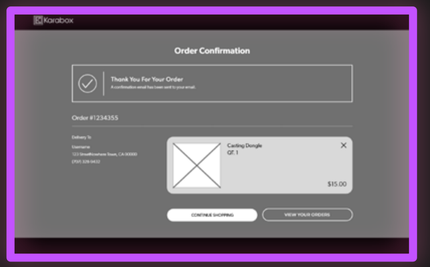
Checkout



Cart



Order Confirmation

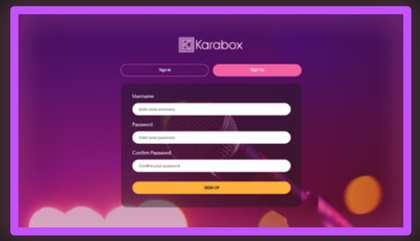


WEBSITE WIREFRAMES - HIGH FIDELITY

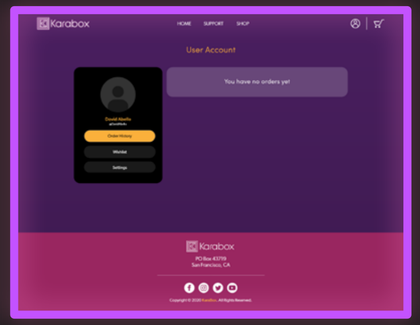
Home



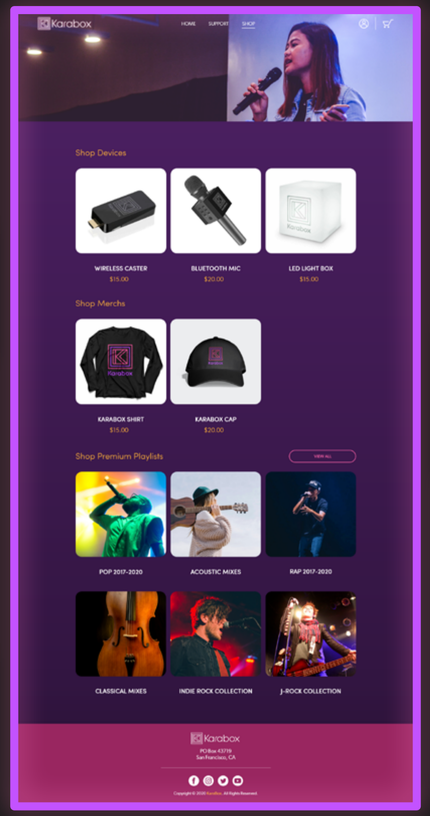
Sign Up



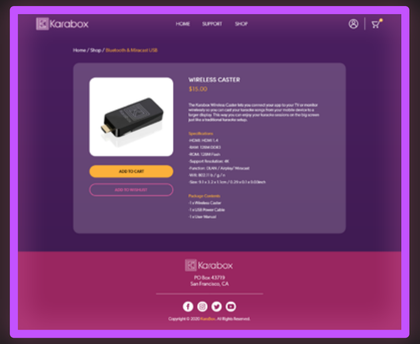
User Account



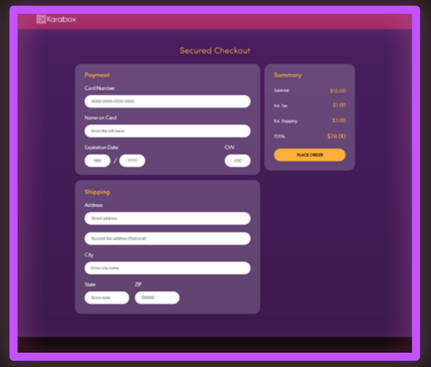
Shop



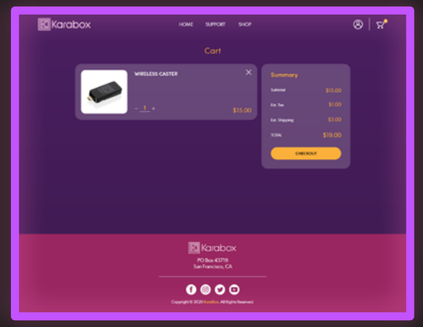
Product



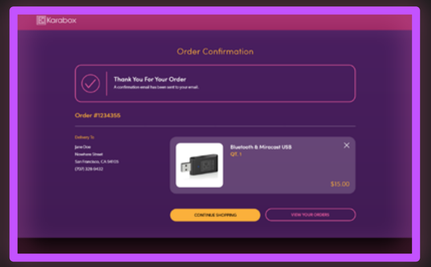
Checkout



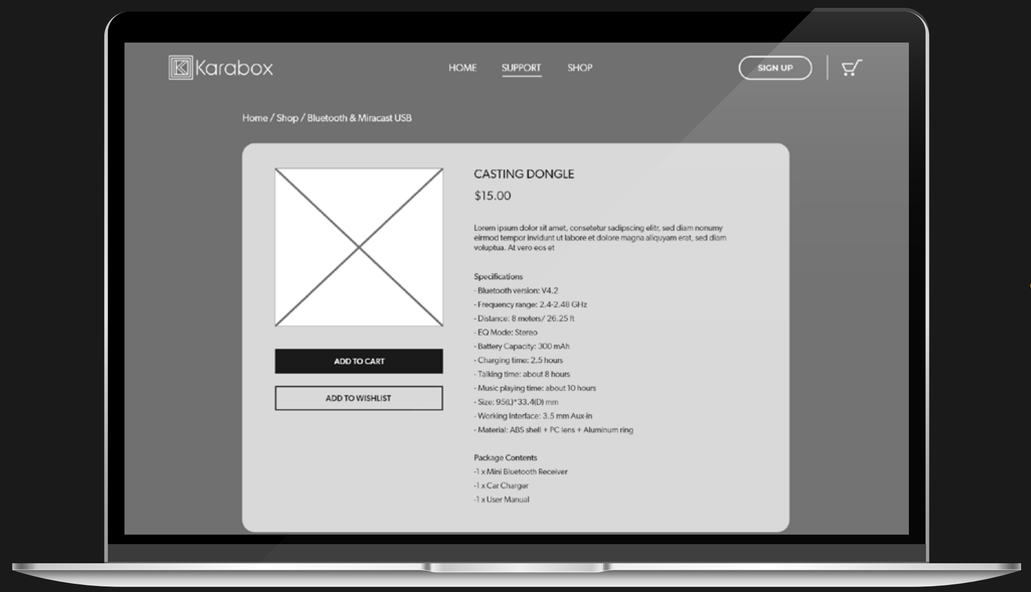
Cart



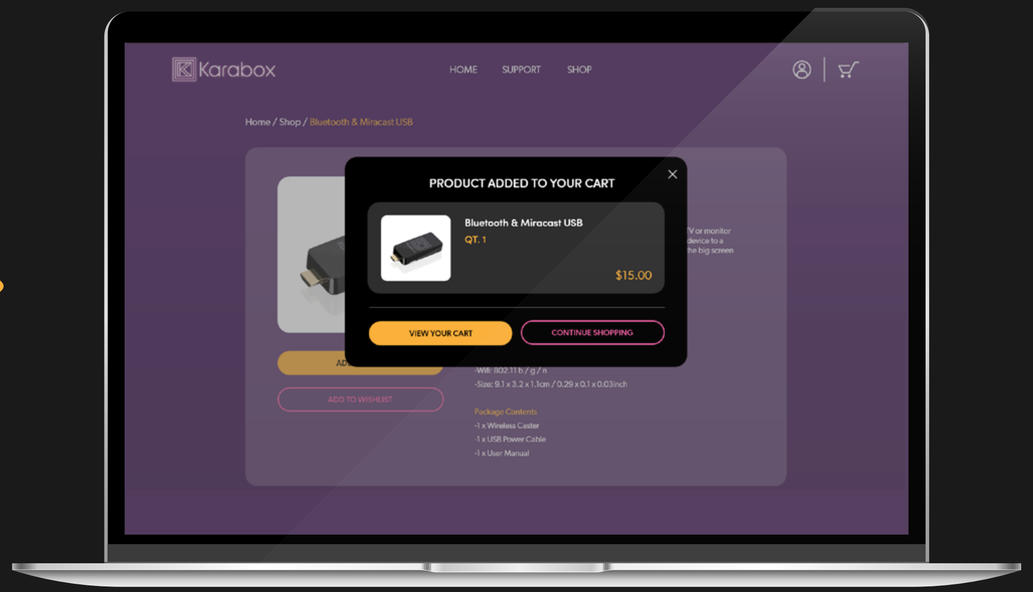
Order Confirmation



WEBSITE DESIGN UPDATES







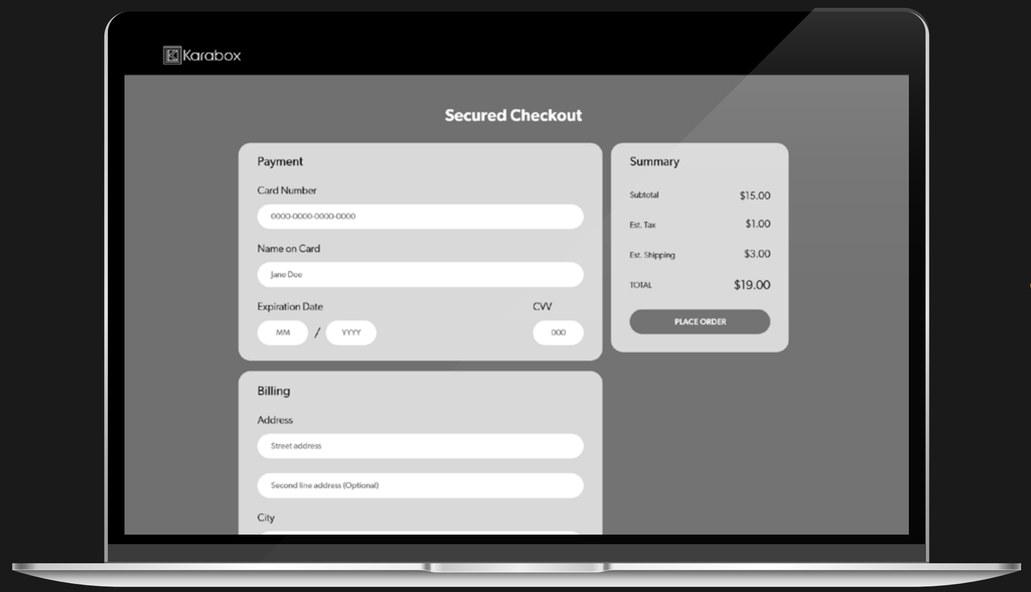
Initial Design

After clicking on the “Add to Cart” button, only a badge shows up on the cart icon to indicate that the item has been added to the cart.

Final Design

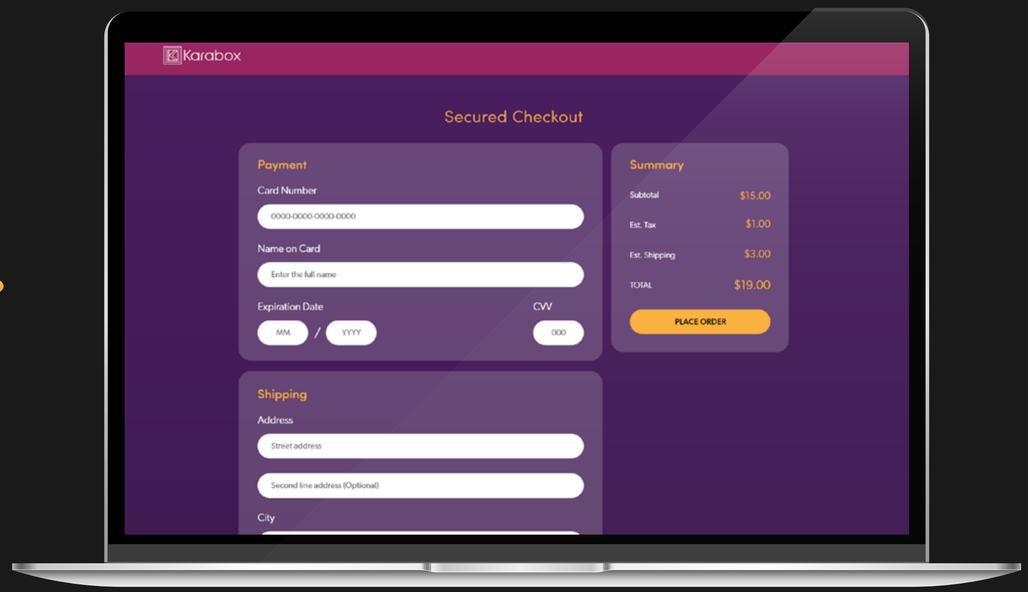
After clicking on the “Add to Cart” button, a badge shows up on the cart icon and a pop-up modal appears which tells the users that the item has been added and they can go directly to the cart from there.

WEBSITE DESIGN UPDATES



Initial Design

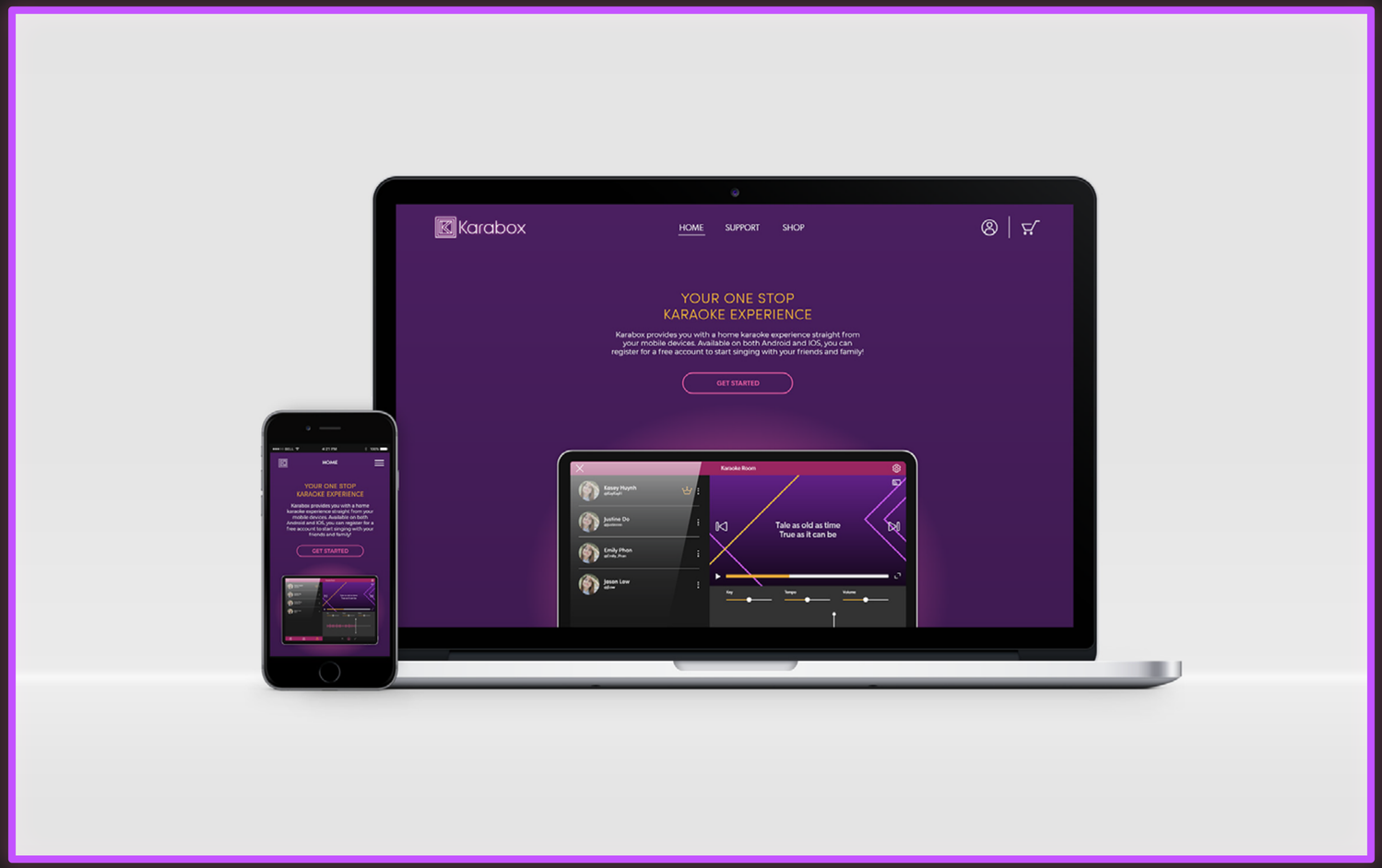
Having billing for checkout address instead of shipping.



Final Design

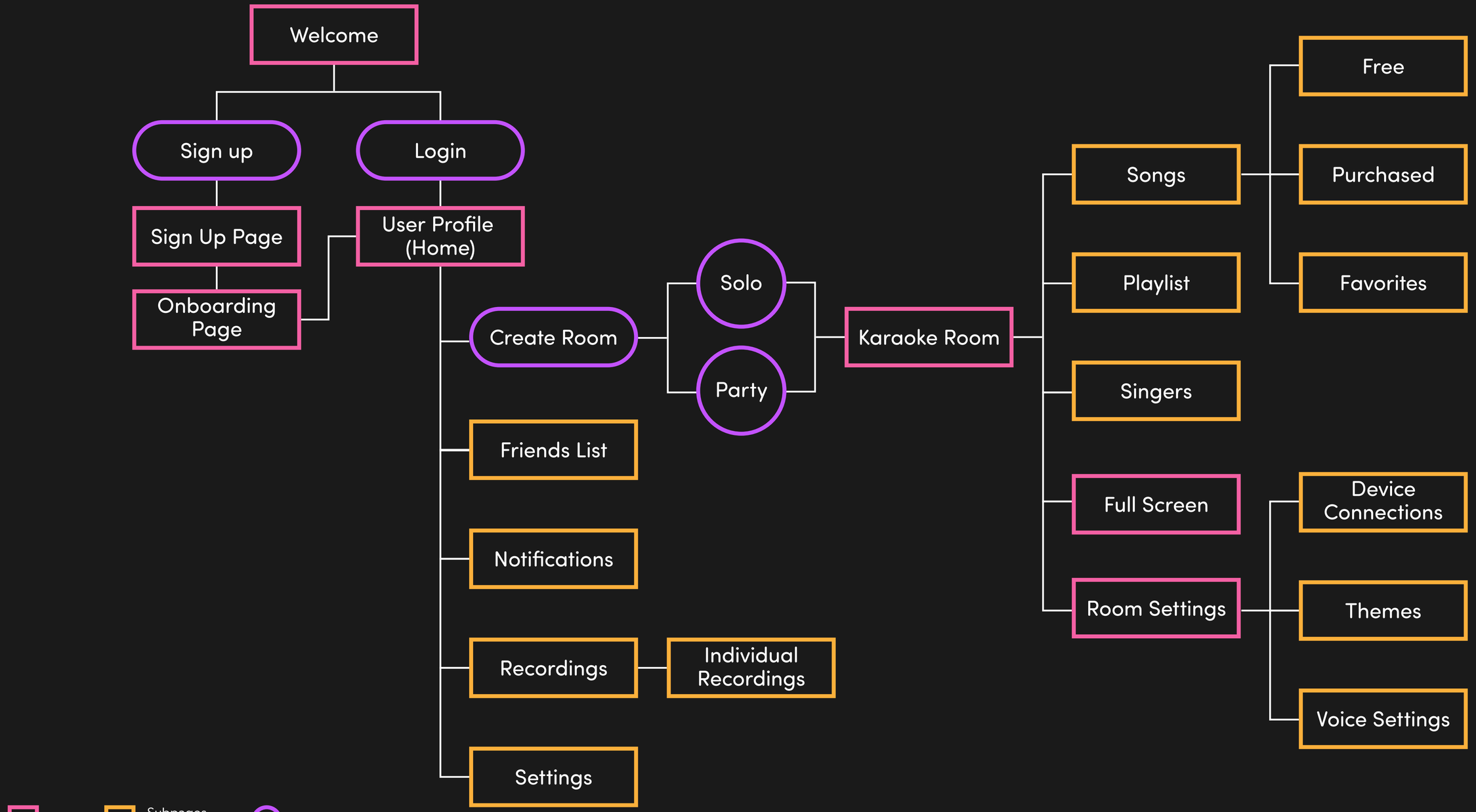
Changes billing address to shipping address.

WEBSITE PROTOTYPE



VIEW PROTOTYPE

APP SITEMAP

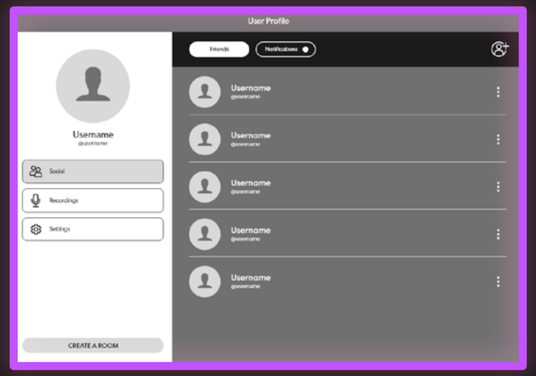

Welcome
Sign up
Login
Sign Up Page
Onboarding Page
User Profile (Home)
Create Room
Solo
Party
Karaoke Room
Songs
Free
Purchased
Favorites
Playlist
Singers
Full Screen
Room Settings
Device Connections
Themes
Voice Settings
Friends List
Notifications
Recordings
Individual Recordings
Settings
Page
Subpages within a page
Actions

APP WIREFRAMES - LOW FIDELITY

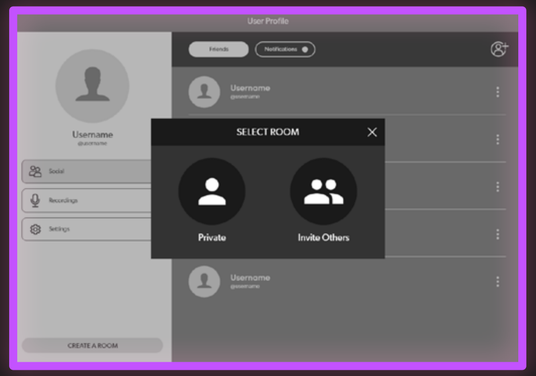
Sign In



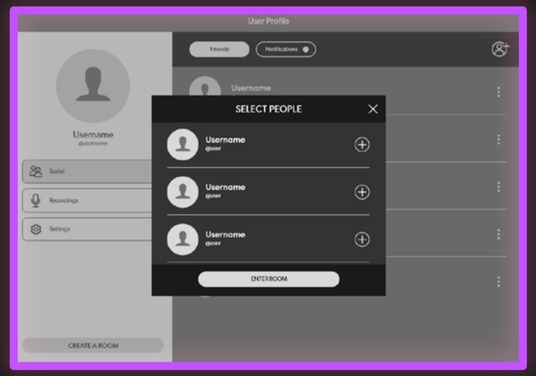
User Account



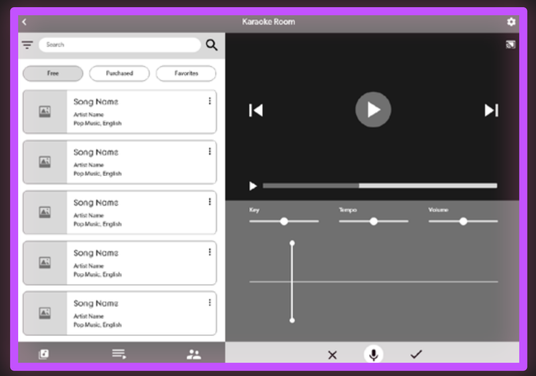
Create Room



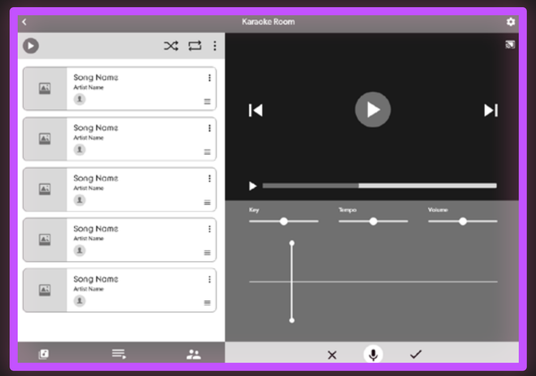
Select People



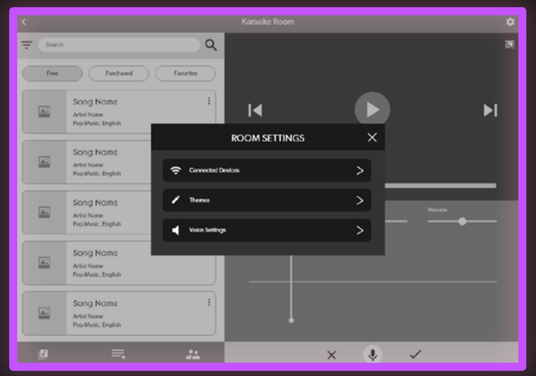
Karaoke Room - Songs



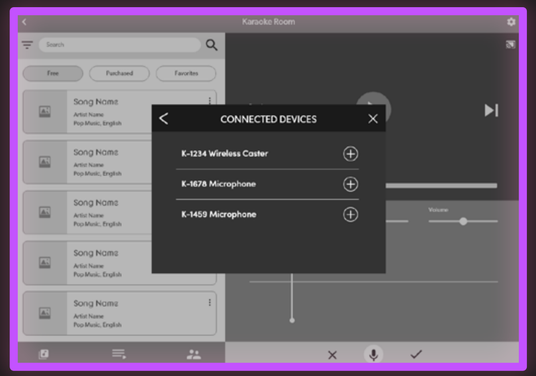
Karaoke Room - Playlist



Room Settings

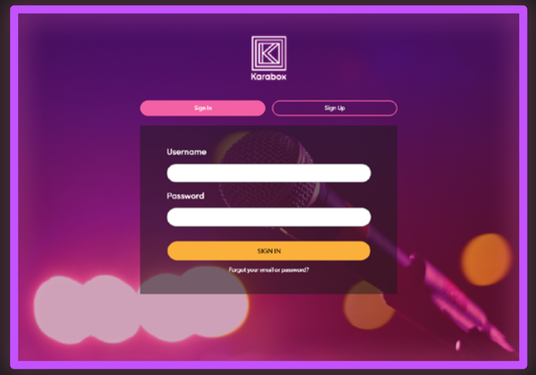


Device Connections

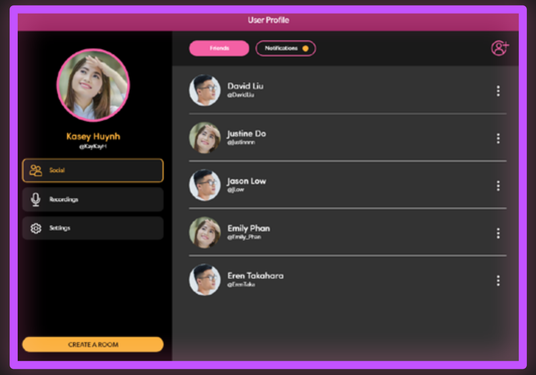


APP WIREFRAMES - HIGH FIDELITY

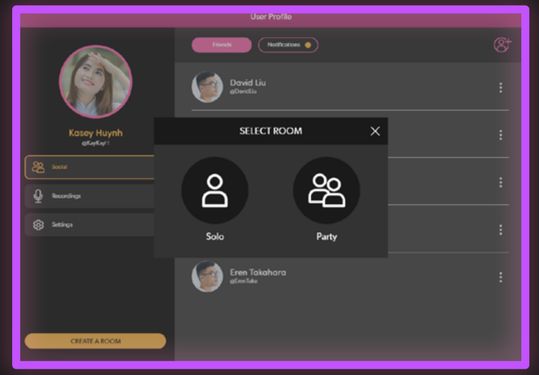
Sign In



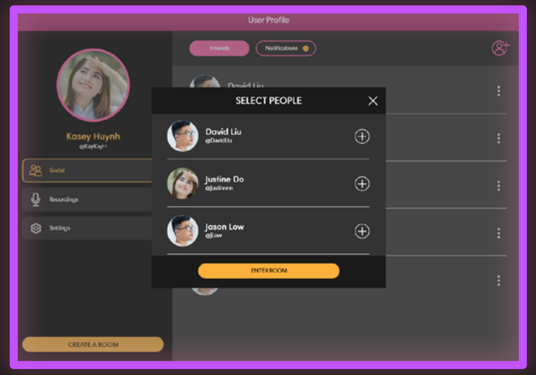
User Account



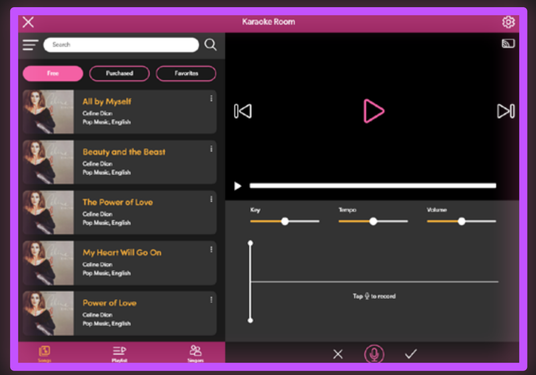
Create Room



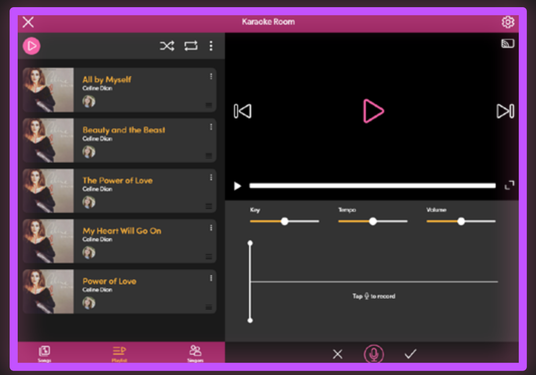
Select People



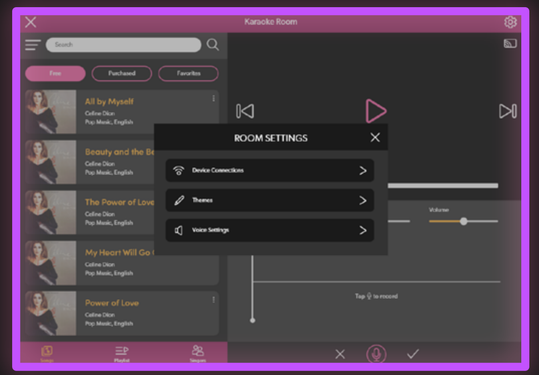
Karaoke Room - Songs



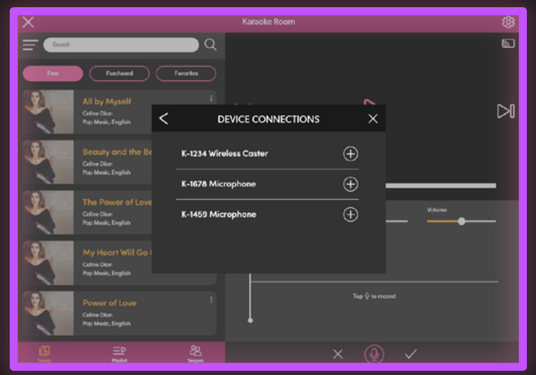
Karaoke Room - Playlist

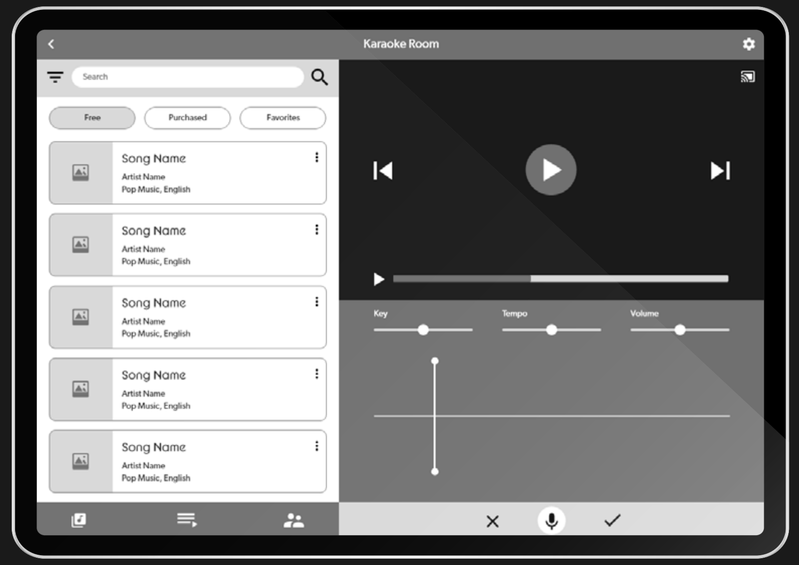


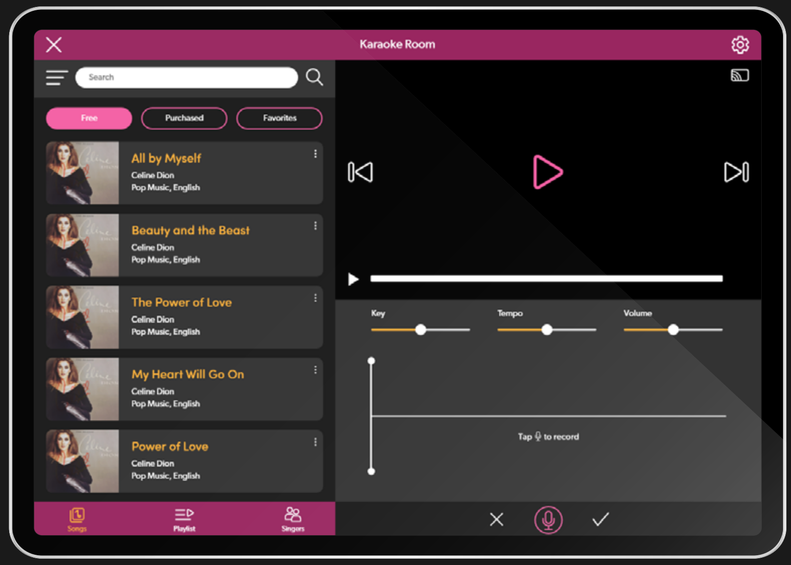
Room Settings



Device Connections







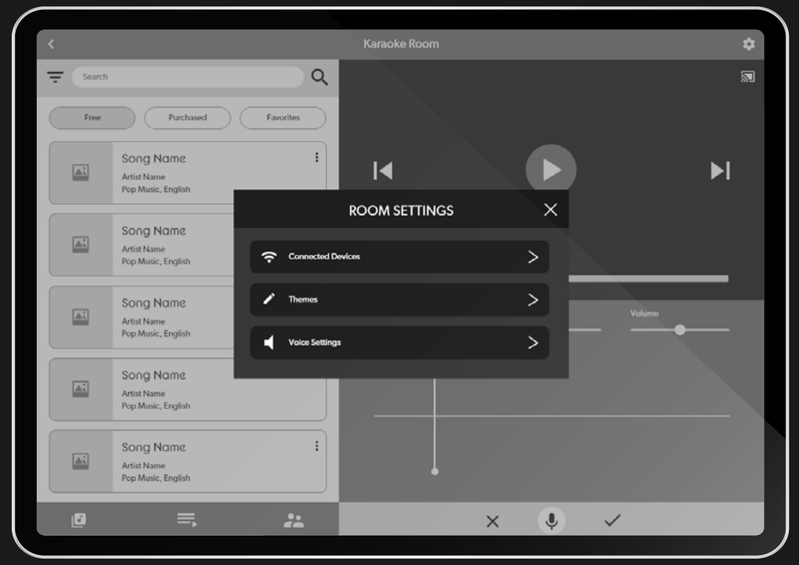
Initial Design

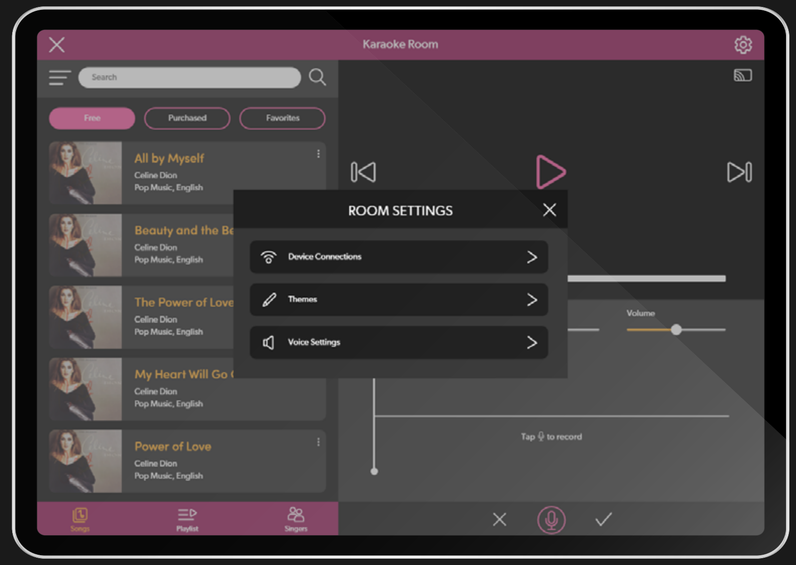
No instruction for the recording section on the page, only the buttons and icons.

Final Design

Adds an instruction line to the recording section so users know that this function exists and how to start it.

APP DESIGN UPDATES



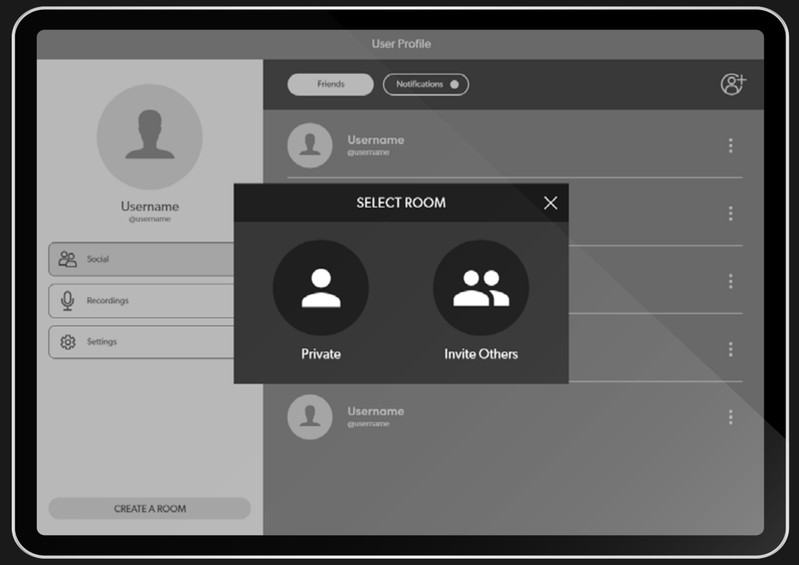


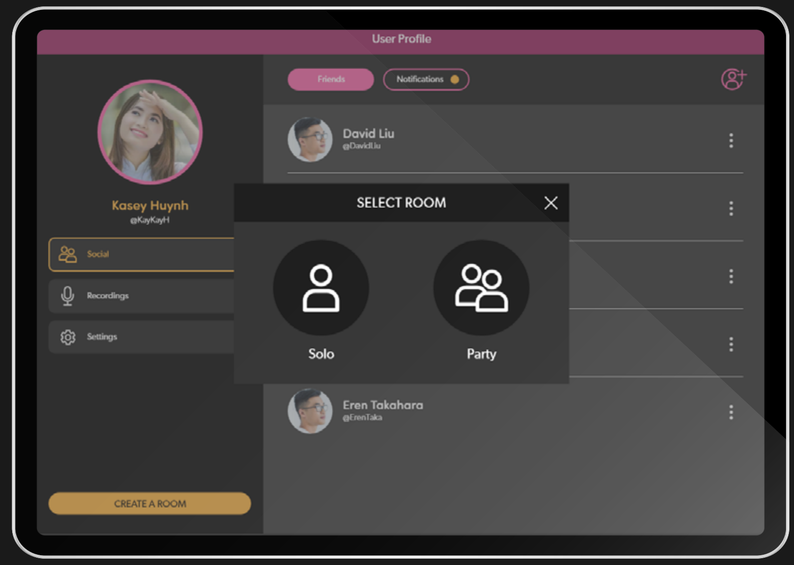
Initial Design

The subpage that allows users to connect their external devices is called “Connected Devices.”

Final Design

Changes the subpage’s name to “Device Connections.”





Initial Design

The rooms are called “private” for solo karaoke and “invite others” for karaoke with friends.

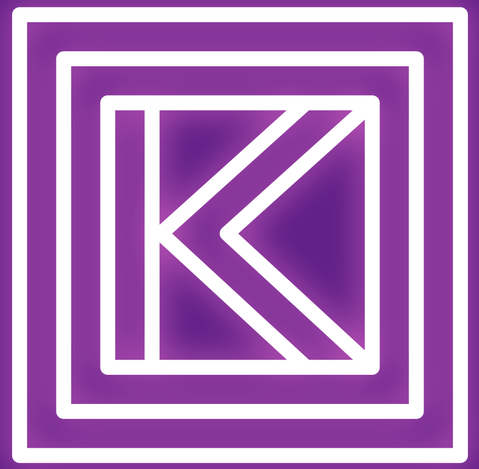
Final Design

The rooms are now called “solo” for solo karaoke and “party” for karaoke with friends.

APP PROTOTYPE



VIEW PROTOTYPE



BRANDING

LOGOS - VERTICAL

Karabox

Karabox

Karabox

Karabox



LOGOS - HORIZONTAL

Karabox

Karabox

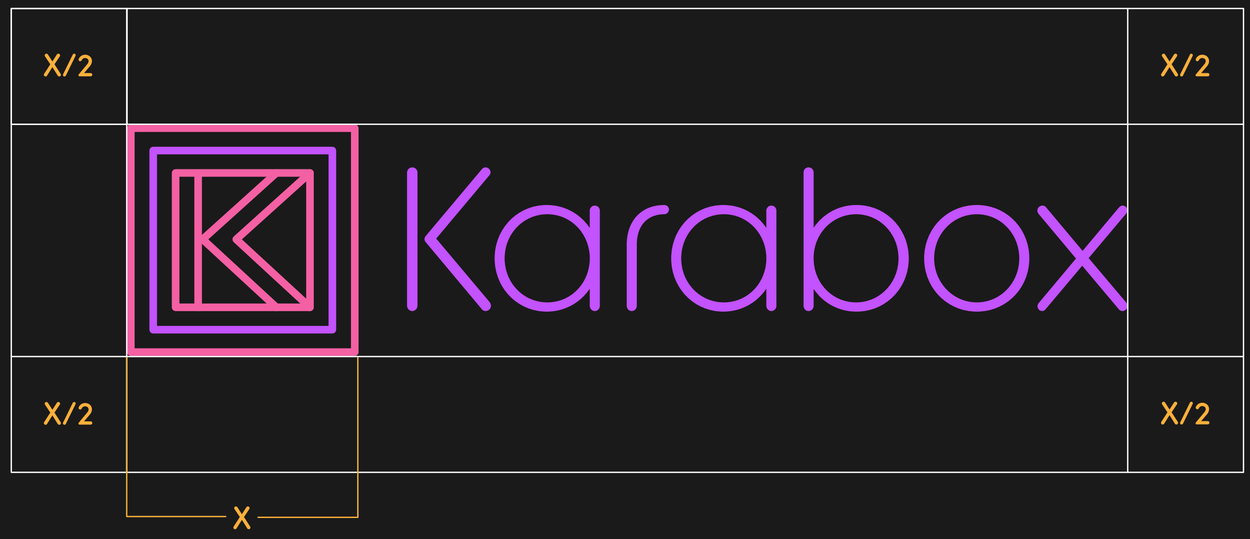
Karabox

Karabox

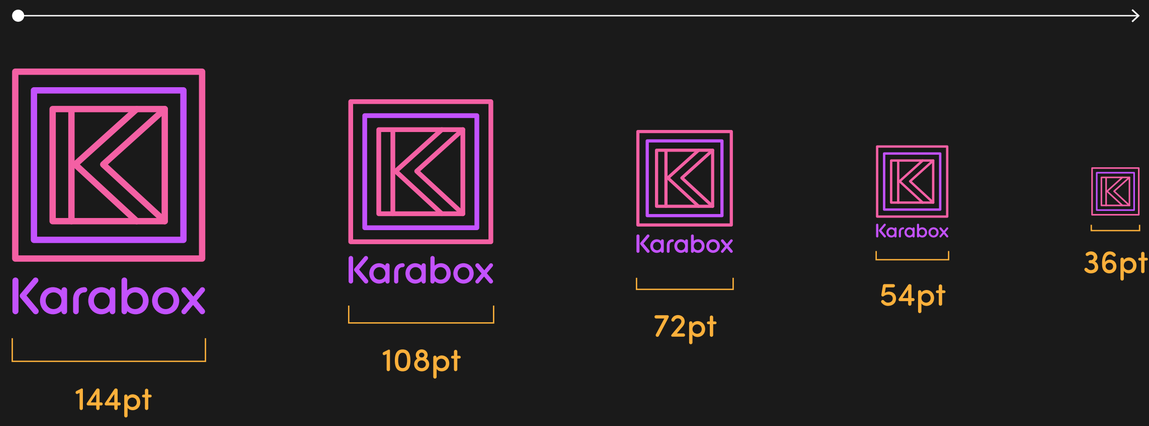


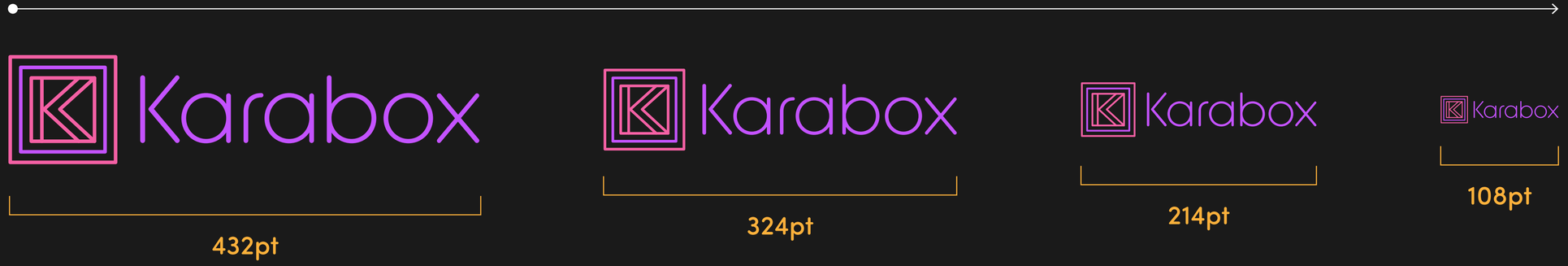
CLEARING SPACE





MINIMUM SIZE





LOGO MISUSES





Distorting the logo



Rotating the logo



Applying transparency



Changing the scaling or spacing relationship





Changing the logo’s typeface



Modifying the icon



Changing the logo’s color



Using the logotype on its own

Heading

Sofia Pro Soft



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!?,.()@&%*

40pt Header 1

30pt Header 2

25pt Header 3

22pt Header 4

20pt Header 5

Body

Gibson



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!?,.()@&%*

30pt Subhead 1

25pt Subhead 2

20pt Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

14pt Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Brand Colors

#c352ff

CMYK: 46, 72, 0, 0
RGB: 195, 82, 255

#f460a4

CMYK: 0, 78, 0, 0
RGB: 244, 96, 164

#fbb03b

CMYK: 0, 35, 87, 0
RGB: 251, 176, 59

#612187

CMYK: 78, 100, 8, 1
RGB: 97, 33, 135

#992660

CMYK: 37, 98, 38, 11
RGB: 153, 38, 96

Neutrals

#000000

CMYK: 75, 68, 67, 90
RGB: 0, 0, 0

#1a1a1a

CMYK: 73, 67, 65, 78
RGB: 26, 26, 26

#333333

CMYK: 69, 63, 62, 58
RGB: 51, 51, 51

#ffffff

CMYK: 0, 0, 0, o
RGB: 255, 255, 255



Buttons/Tabs

PRIMARY BUTTON

CLICKED PRIMARY BUTTON

SECONDARY BUTTON

SECONDARY BUTTON CLICKED

Tab 1

Tab 1 Active

Tab 2

Tab 2 Active

Tab 3

Tab 3 Avtive

Forms

Placeholder

Filled Form

Active Form

Error

Error Message

Large Text Area

App Navigation



normal



active

MERCHS & PRODUCTS













VIEW VIDEO

RESOURCES

1. Karaoke Wikipedia
2. A Brief History of Karaoke: Where did it All Come From
3. Why Is Karaoke So Popular in Asia?
4. Who Cares If You Can’t Sing? Why Karaoke Hits All The Right Chords With Asians
5. Karaoke is a health risk during a pandemic.
6. Images: Unsplash, Pixabay, Google
7. Mockups: Mockup World, Graphic Burger, Freepik
8. Music: Ashamaluevmusic



Karabox

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