

Digital Ensemble

SaaS platform for musicians and ensemble administrators

Client

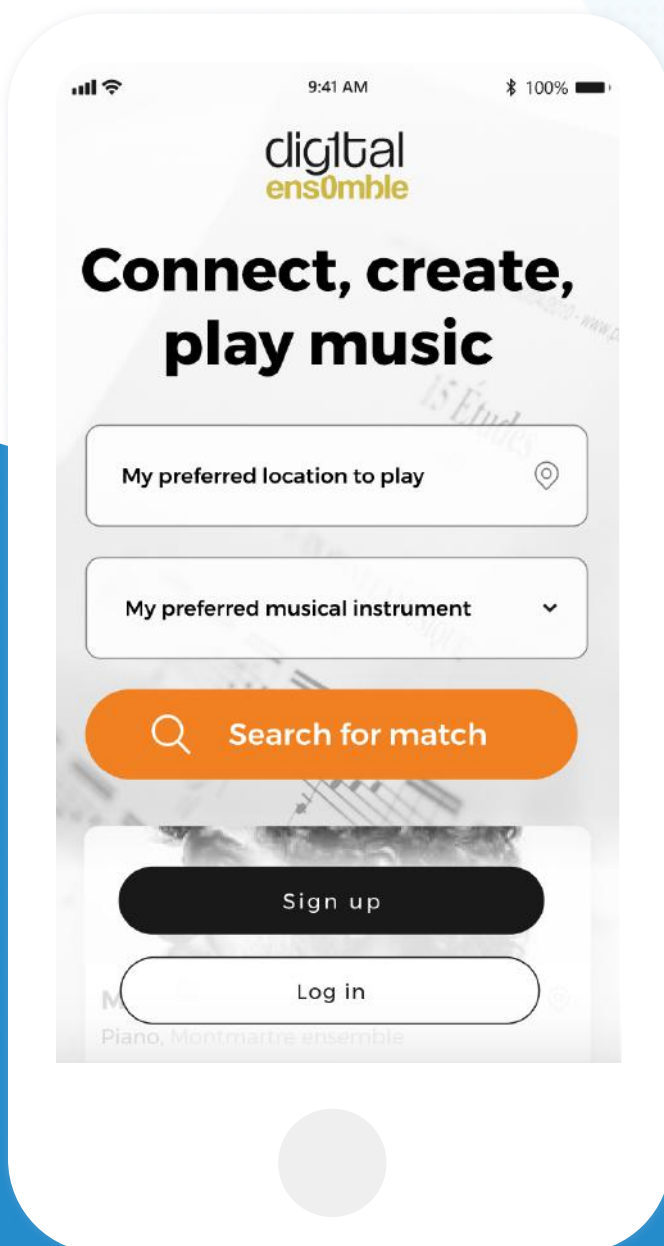
Andreas Mildner

Industry

Music

Location

Switzerland



GOAL OF THE PROJECT

Our customer came to us with an idea of a software product which would solve existing problems of music ensemble managers and musicians.

The problems are that single non-professional musicians (amateurs) do not always know other people in their personal network or neighborhood of similar skill levels with whom to play together (which is much more fun).

Also, musicians playing or singing in ensembles spend a considerable amount of time on organizational and administrative non-musical routine tasks with respect to rehearsals and concerts.

In addition, no central platform exists where musicians can exchange and find all they need (sheet music, links to external industry providers like publishers, instrument makers, etc., curated content like audio and video, composers' biographies, etc.).

CORE TECHNOLOGIES

Adobe XD, Lucidchart, Wireframing, Prototyping

CHALLENGES, SOLUTION & RESULTS

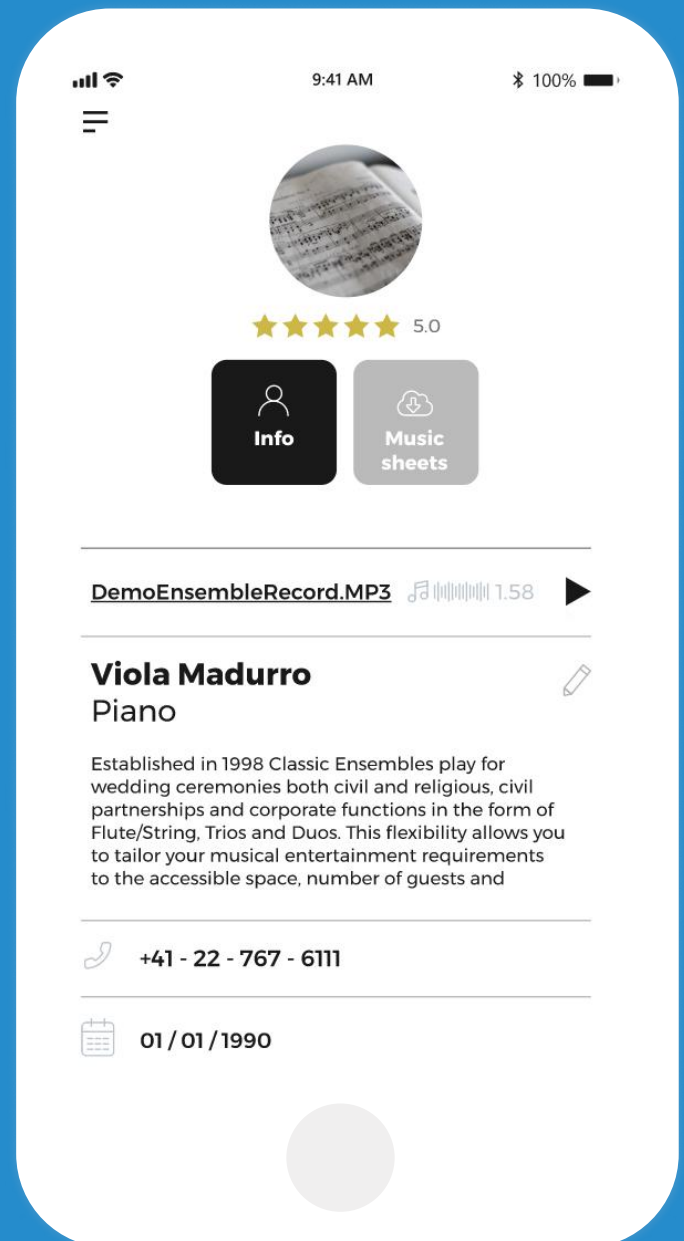
Due to an early stage of the project, our customer didn't have a clear vision of the product roadmap and its features, and there was a need in user research and idea validation. Also, there was a lack of financing at this stage.

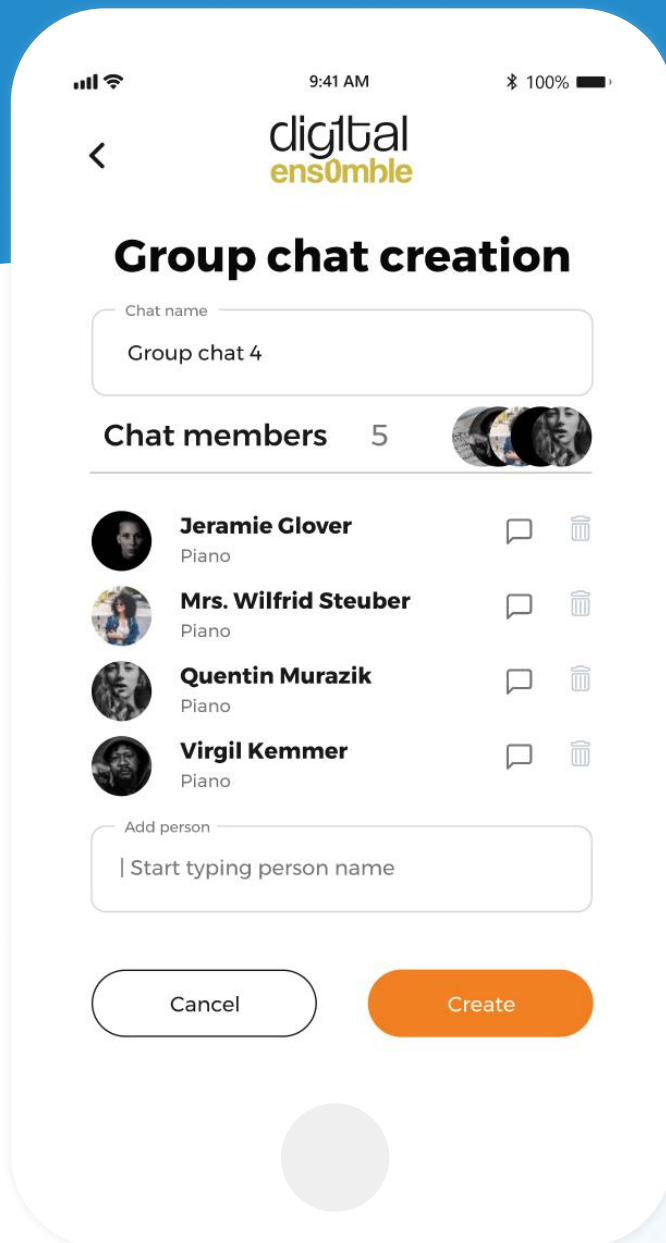
Considering the mentioned above factors, we suggested two things to our customer.

First, to start with the product discovery phase instead of going straight to designing a product.

Second, instead of building a working application straight away, start with creating an interactive prototype. It would allow to test risky ideas with the real potential users without spending a fortune on software development.

The customer agreed to our proposition, took tickets to Ukraine, and booked his stay for 2 full business days, to make our teamwork even more effective.





Our work consisted of the following stages:

1. The kickoff meeting with CIGen team (business analyst and designer) and our customer as the main stakeholder.
2. Competitive analysis and filling in the Lean Canvas.
3. Defining the User Personas.
4. Feature Map creation.
5. Building the User Journeys for each Persona.
6. Wireframes creation (UX design).
7. UI design and High Fidelity Mockups creation.
8. Building an interactive (clickable) prototype.

We were able to cover the first four stages within two business days, during our customer's visit to our office. The rest was done by us afterwards.

As the result of our work, the customer received a high-fidelity interactive prototype, which now serves as a demo for getting the users' feedback, demonstrating it to potential investors and to a community.



“Working with the CI Gen team is a rewarding and satisfying experience. Professionally, they are smart experts committed to understand your needs and bring to life what you are looking for. Personally, they are warm and welcoming people. I am looking forward to working again with the CI Gen team.”

Andreas Mildner,
Co-Founder and Manager at GenieME