SNAPJAM

IMMERSIVE
FALL 2018

THE CLIENT

SnapJam: An online recording studio where users can invite friends to collaborate in real time.

4 WEEKENDS

STUDENTS **16**

"Working with The Collaboratory on a project for a real client that applies to my major was a great opportunity and experience. I was able to work professionally in groups from other majors, which was a completely new experience and made me learn a lot about the creative process and working in a team."

ALLYSSA ELLIS,
RINGLING STUDENT

Snap**Jam**
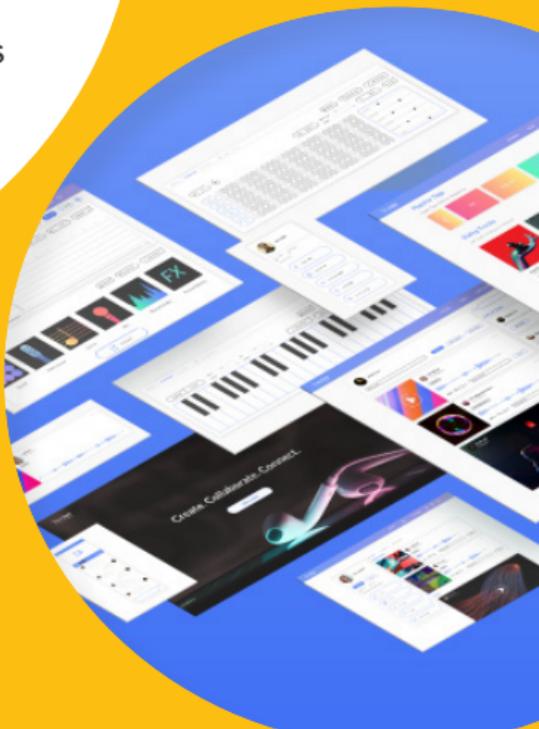
FOCUS:
User Experience & User Interface

THE PROBLEM:
SnapJam is growing daily at an incredible rate. So what could be the problem? The user rarely returns after the first visit. User testing sessions found that most of the audience was frustrated with how the system worked. The challenge became: 'How do we update the current platform to be more user-friendly with social media savvy and a modern interface design?'

PROPOSED SOLUTION:
Together, the faculty lead and students would test the existing platform to understand what was enjoyable and what was an obstacle. From there, they could create a new, user-friendly look and feel that would be collaborative and easy to share.

THE OUTCOME:
The students found what made SnapJam so unique was its recording studio capability. They designed a new online platform that put music first and social media second while creating a design that would offer recognizable options and commands to ensure ease of use.