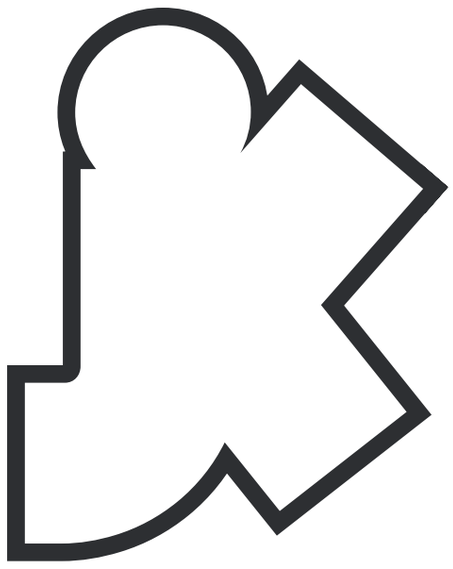


DEEP DIVE: BitTorrent Bundle Embedded Player

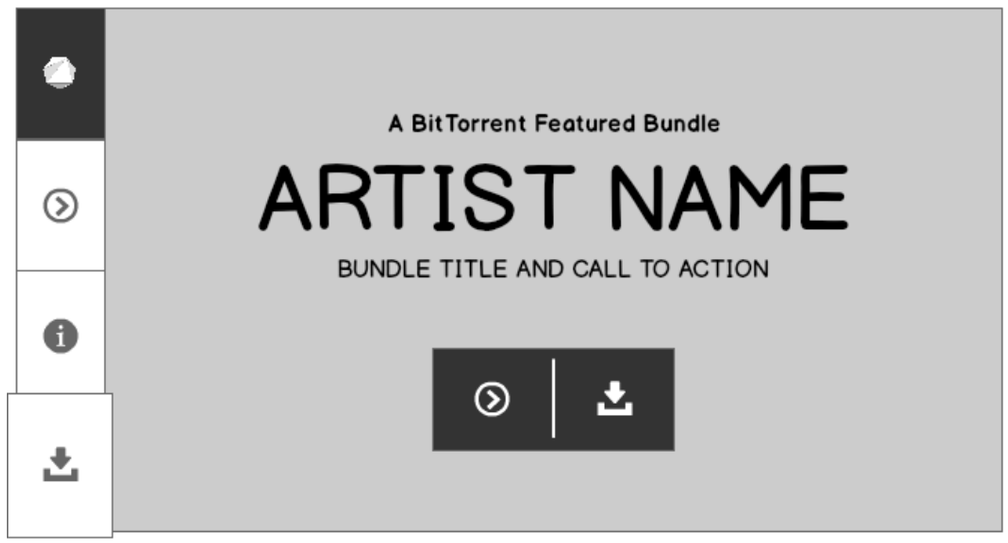
PROJECT GOALS

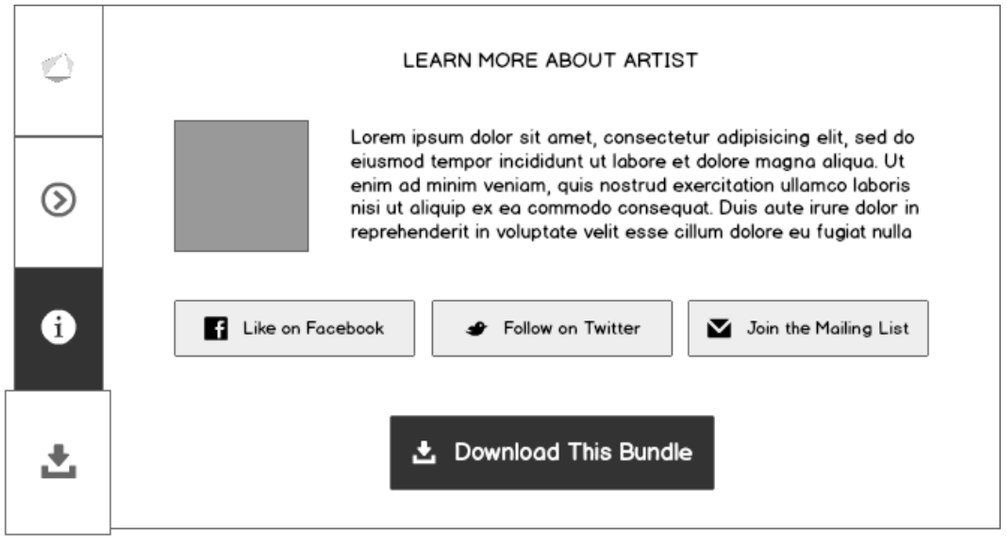
- **Drive traffic** to an artists' Bundle page through their own web site(s), industry blogs, and fan placements
- Help shift the current usage paradigm from "torrent download" to "**playback first**"
- Allow for **multiple tiers** of content within the player: Free and Premium
- Create a consumption loop by suggesting additional Bundles through a **recommendation** engine
- Create this as a view from the same codebase as the production (web) site
- Create an **easy** way for publishers to put this on their site
- Make sure that it is **lightweight**, performant, and that all metrics are tracked

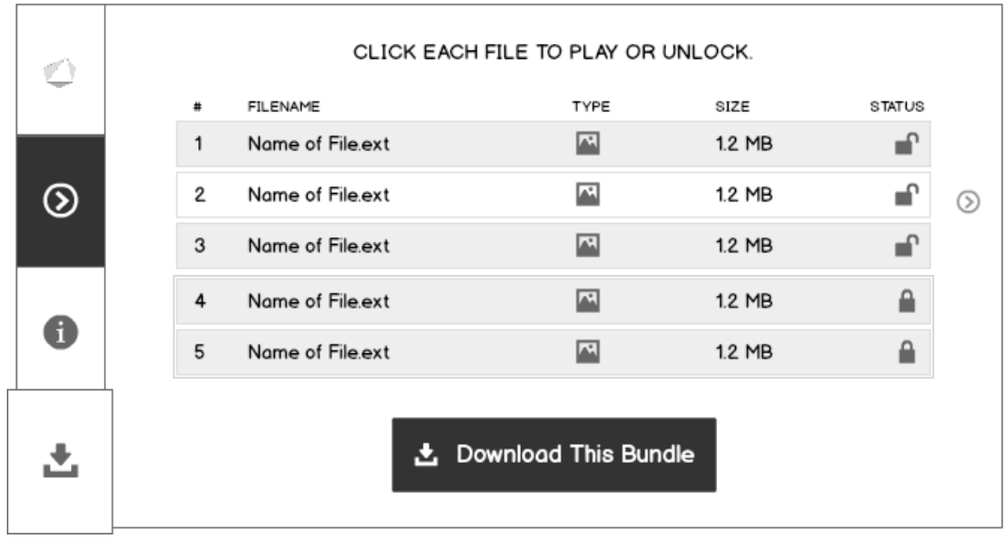
MY CONTRIBUTION

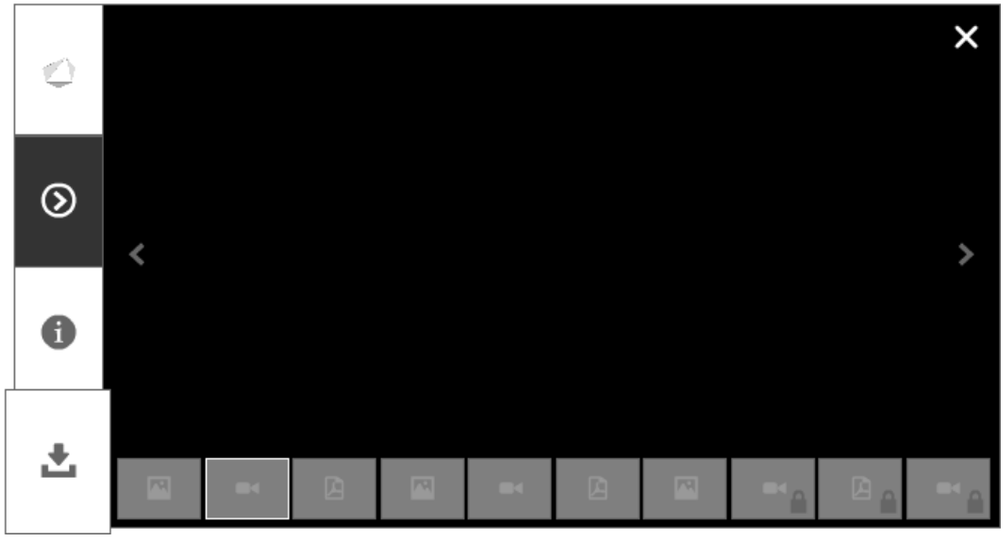
I worked on this project as a UX Lead - contributing as a early-stage strategy proponent to the project, and later with interaction design, visual design, and user testing. I worked on a scrum team with a PM, developers, a front-end engineer, and an additional visual designer.

EARLY WIREFRAMES









Early versions of wireframes I created, show the idea of a left-hand navigation pattern. We thought early on that it would be unique, and would allow for Bundle content to be front-and-center. After user testing, and finding that the icons confused some of our users, we decided to go with a more traditional bottom-style navigation.

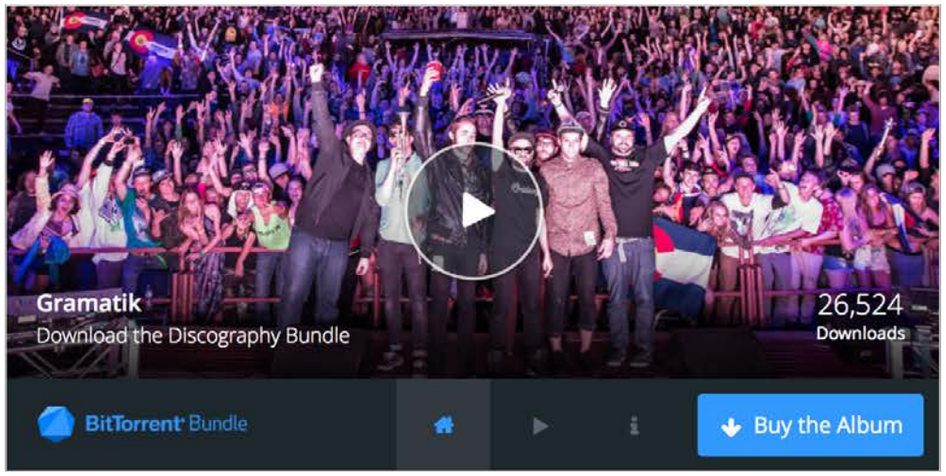
DESIGN SOLUTION

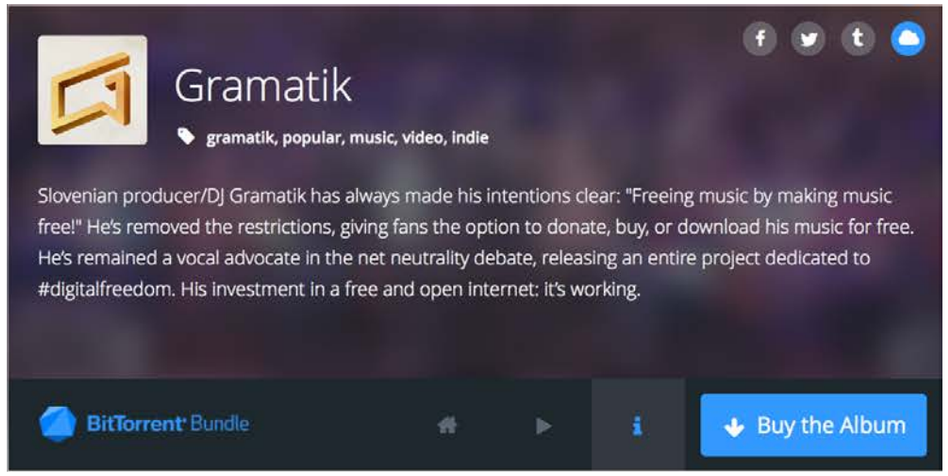
The design solution strongly emphasizes playback first, followed by album purchase. This hierarchy followed business and strategic goals for the future potential of an ads-based and pure purchase model. As with other Bundle design, the emphasis was supposed to be on the Artist and their content first - allowing for more curious users to find out more about information. This was developed out of user testing of our web portal. We went through many iterations of the "tiered" level of content purchase, and settled on a solution that worked well at small sizes - while still providing enough detail for a user to feel inclined to click to access premium content.

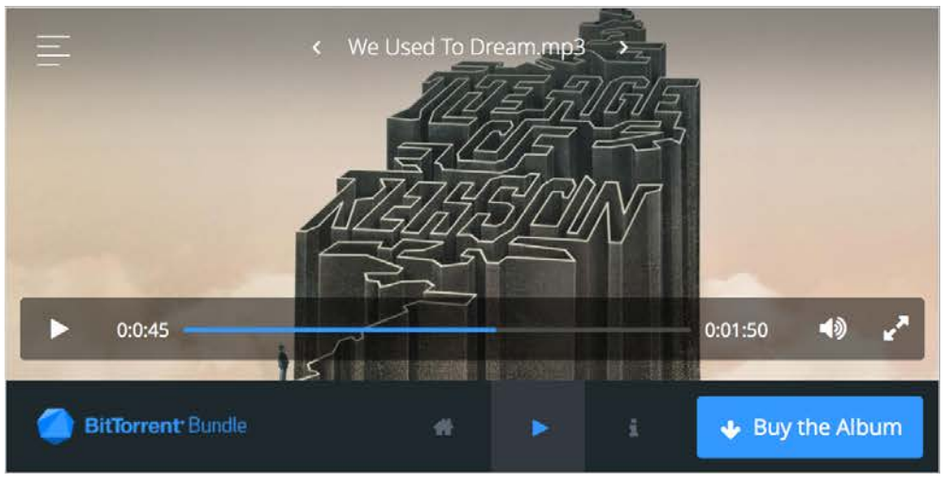
SUCESS OF THE PROJECT

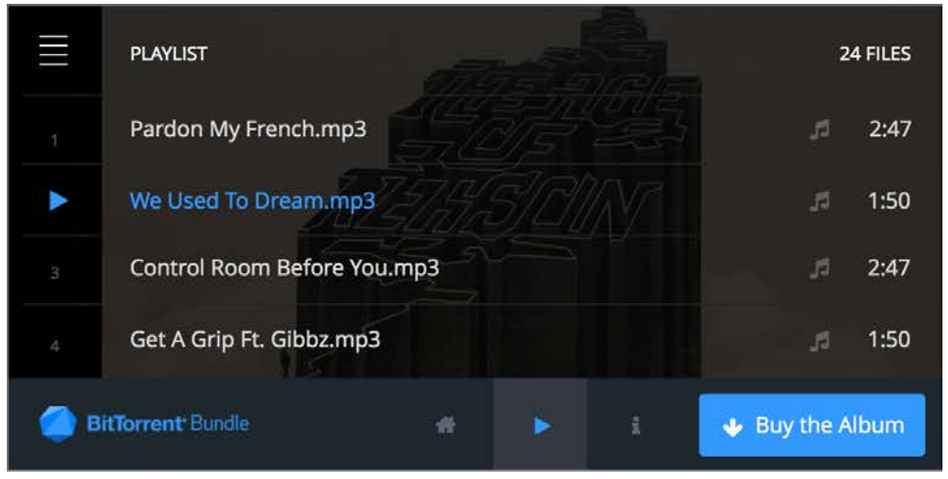
Artists like Thom Yorke helped drive many millions of downloads and impressions of Bundles from strong media placements (see example: http://pitchfork.com/news/56876-thom-yorke-announces-new-album-tomorrows-modern-boxes/).
This would never have been possible without the embedded player. Stakeholders were thrilled, and the team viewed this project as a big win.

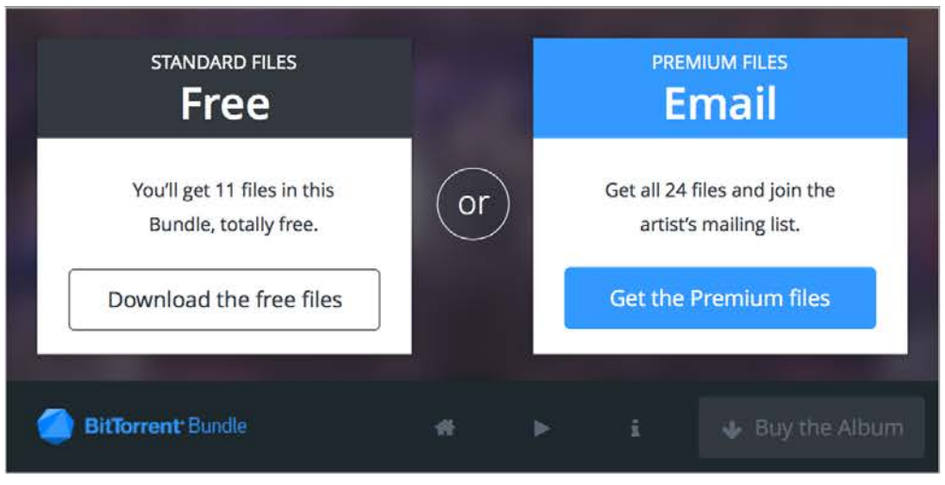
FINAL SOLUTION

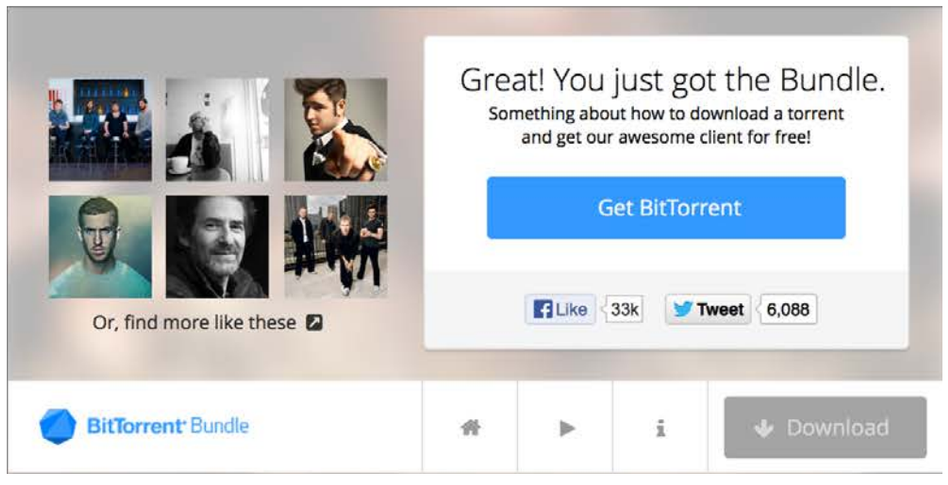




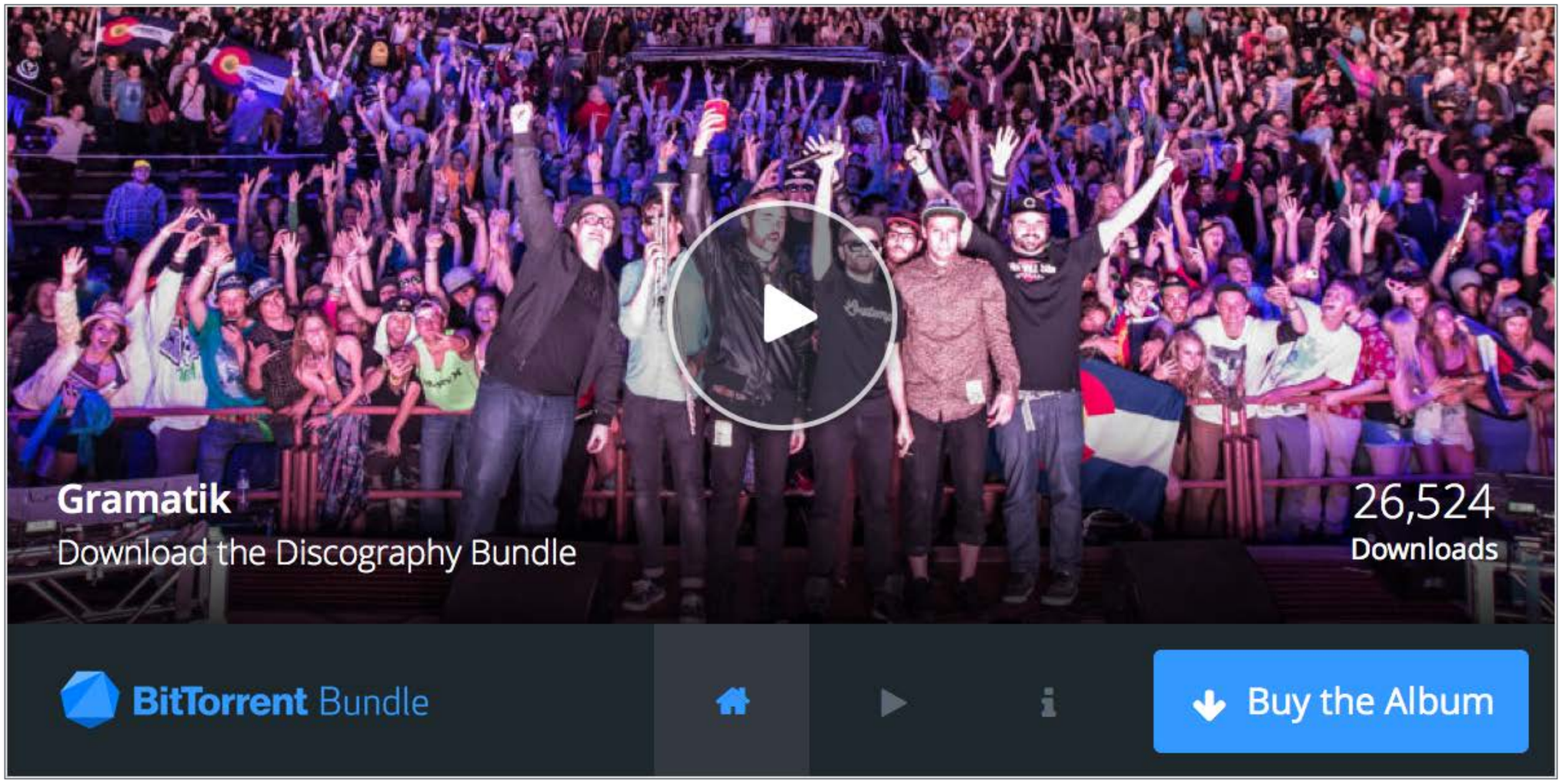




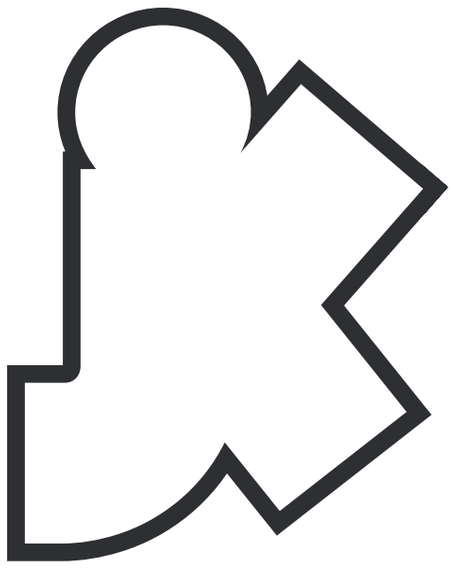




FINAL SOLUTION DETAIL



LIVE EXAMPLE: http://pitchfork.com/news/56876-thom-yorke-announces-new-album-tomorrows-modern-boxes/



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