

## CASE STUDY

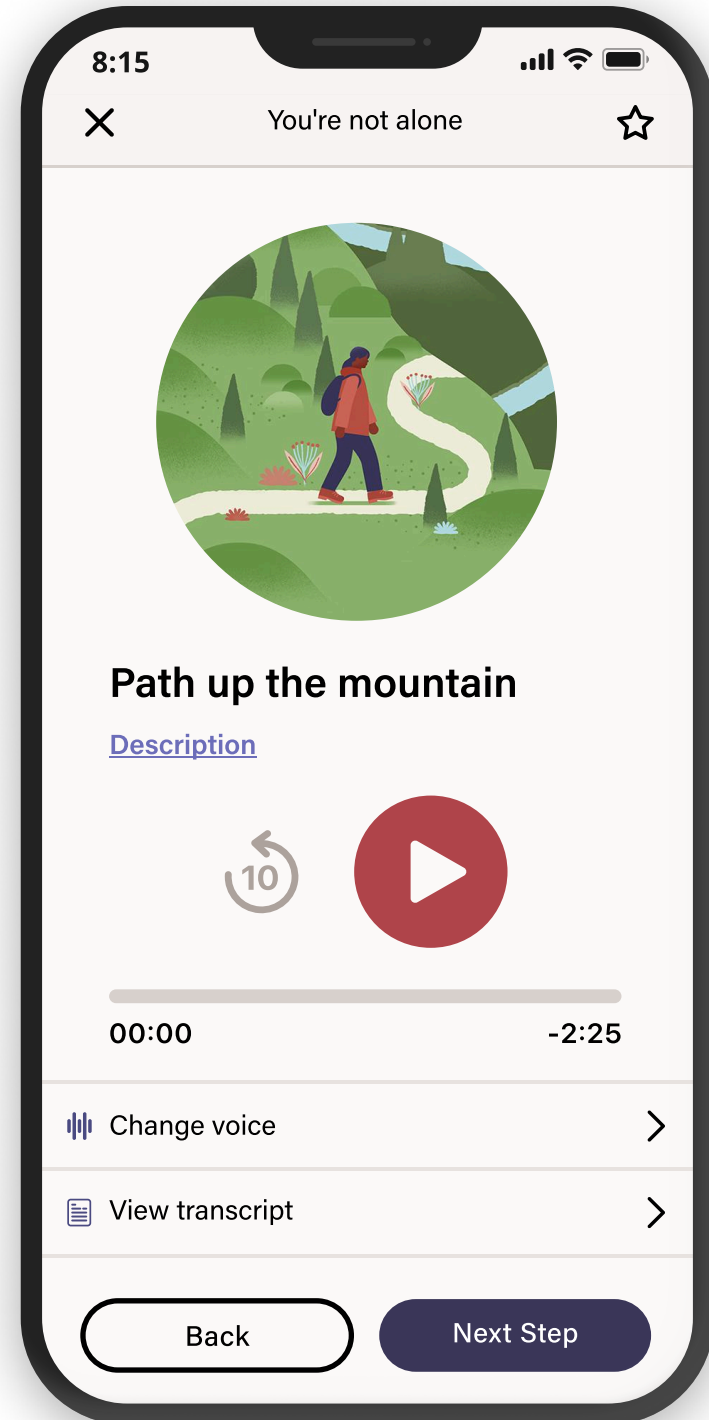
# Designing Stanza's “Change voice” user experience.

People who used Stanza provided feedback that they wish they could change the voice of the mindfulness audio tracks. In response, the SwingTX Product Team found a new voice actor, designed multiple iterations of the “Change voice” feature, and satisfied our users with the ability to change the voice.



**Maggie Avila**

Senior Product Designer



# Users wanted more voice options for Stanza's mindfulness activities.

## THE PROBLEM

Listening to audio activities is a required daily task that users complete as they work progress through the program. Many mentioned really liking the default voice, and many mentioned not liking it for a variety of reasons. It became clear that having options would really improve the user experience.

## Audio preference

FFTK, Today

→ Why? Users have given feedback that:  
→ Current voice is incompatible / not ideal:  
- male  
- Quality

So, we want to give users the ability of choice over the kind of voice they listen to.

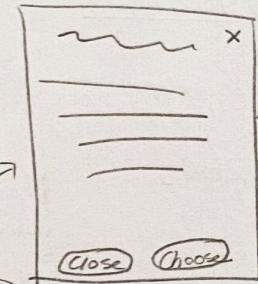
→ How?

Feature announcement  
(modal / Pendo)

(Immediately announce and capture user's preference)

→ When?

→ Where?



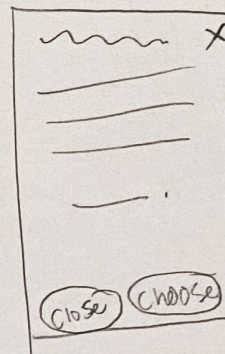
→ explain new ability

→ Direct Paula to check out new voice option?

Both may be overkill?

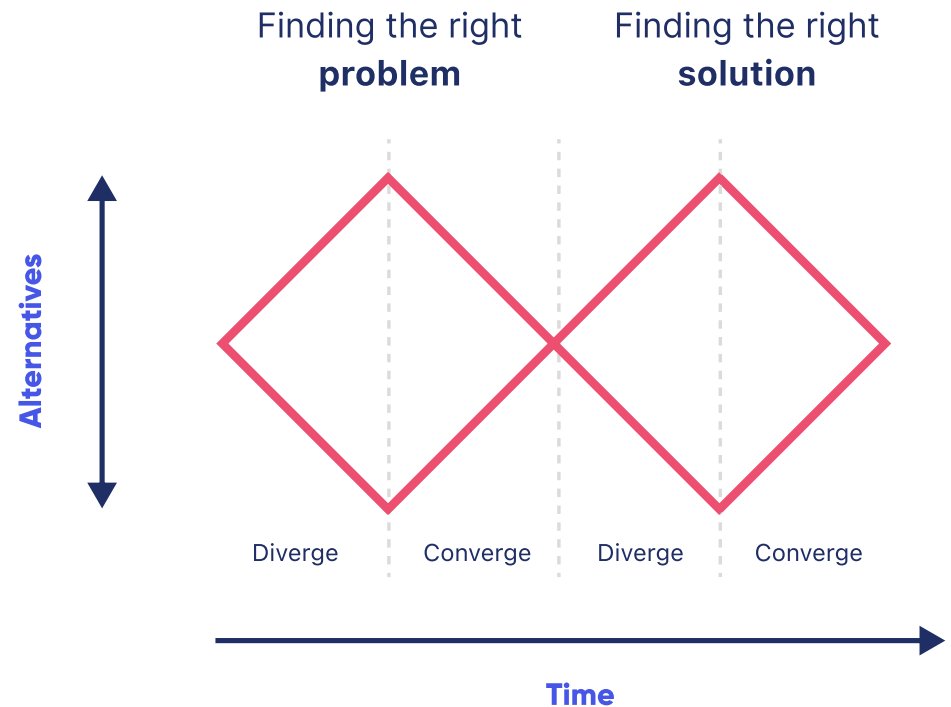
Conditional modal

Appears over the first page Paula sees the audio player component  
↳ Directs Paula to "Settings" page



# Double diamond process for problem and solution validation

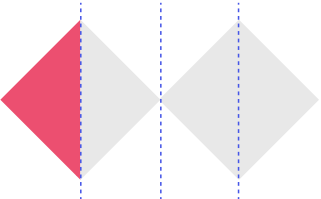
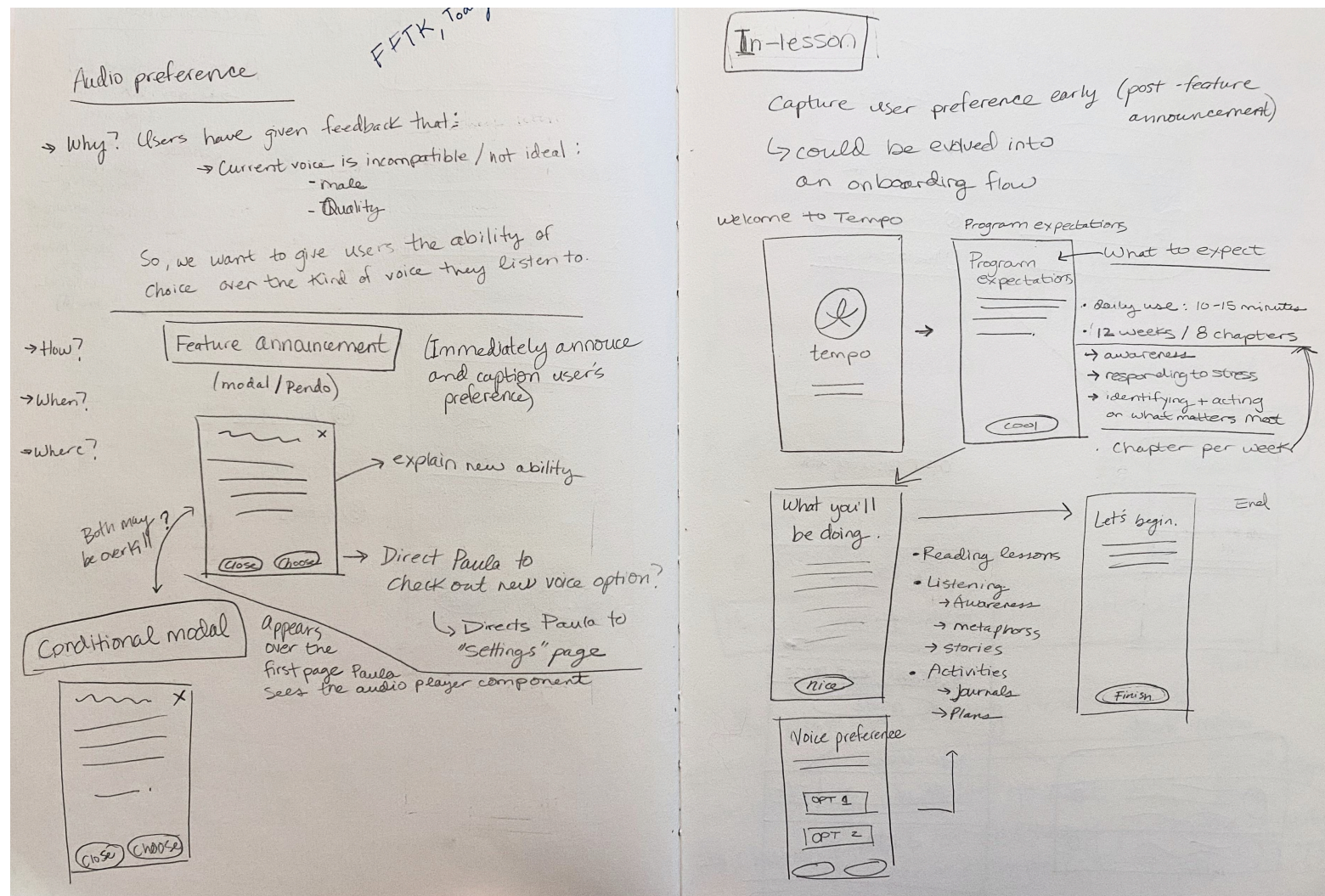
My job was to design a new user experience that gave users the ability to change the voice of an audio track. I adopted the double diamond design process to create solutions that would give users the ability to switch audio track voices.



# Defining affected surface areas

## USER FEEDBACK

I surveyed relevant user flows where it may make sense to have user define their default audio track voice preference (ie onboarding, first time on the home screen, and first time seeing the audio player).



Problem validation

# What is user's desired outcome?

## JTBD

Thankfully with the repeated feedback the Jobs To Be Done was very obvious.

**When I**

*listen to audio activities*

**I want to**

*have voice options*

**So that**

*I can enjoy the experience  
and absorb the  
information easily!*

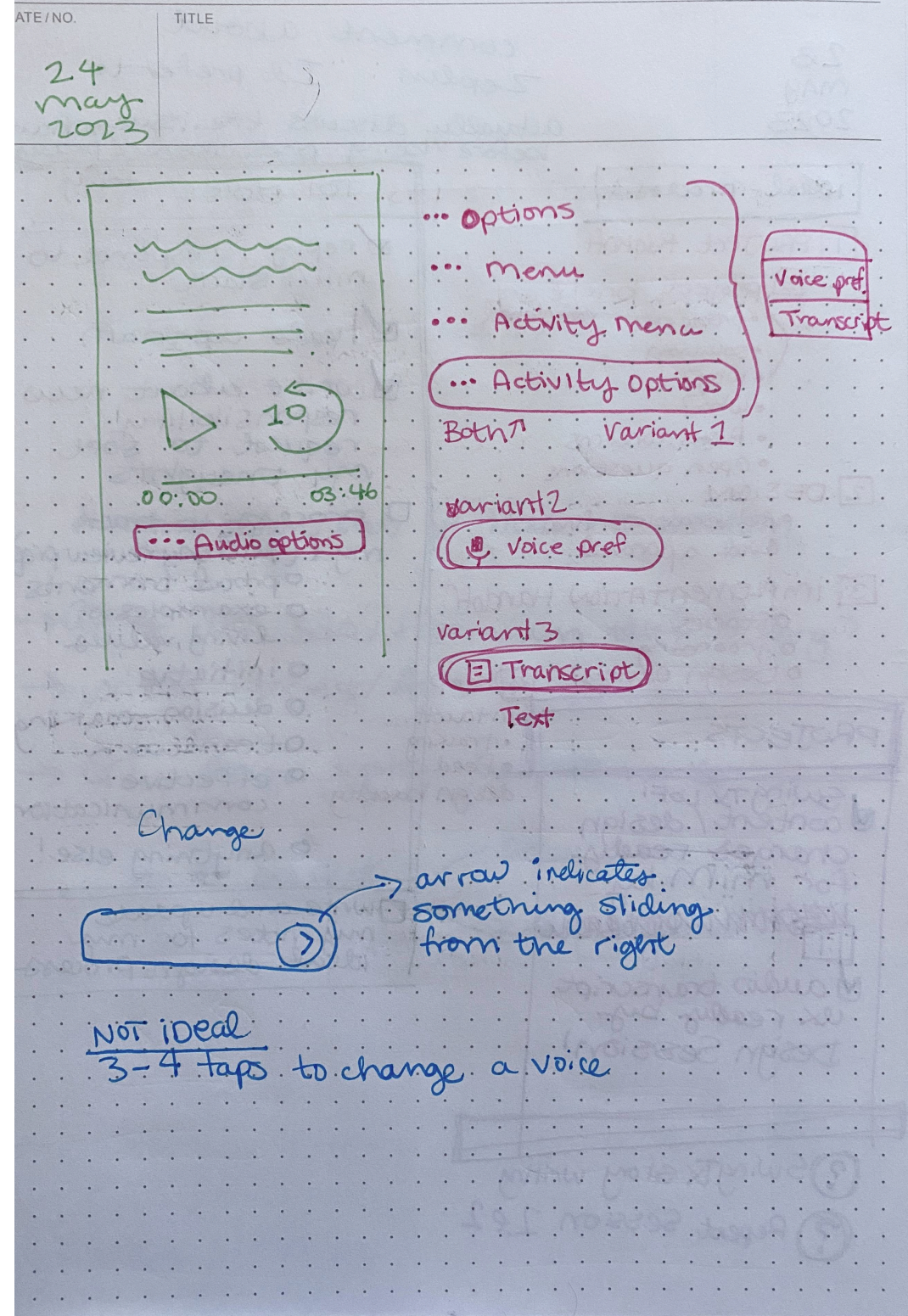


# Finding the best solution for the problem

## SKETCHES / WIREFRAMES / MOCKUPS

I conducted an **audit** of the app, to locate all potential areas and events a user could control their voice preference. I spoke with our Data Analyst to see if there were any insights around the current audio player experience to inform my designs. There was nothing surprising.

I sketched many potential iterations of the audio player, and how we may integrate the new voice actor feature. I **mocked** up the options that made the most sense from my sketches for internal review.



DATE/NO TITLE

25 May 2023

session task/in-lesson

image/no image

play/pause/replay

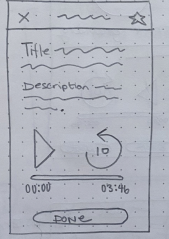
player states

activity menu

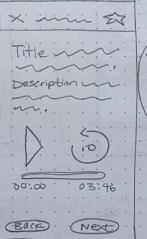
- change voice
- view transcript

VARIANTS

- voice / transcript
- voice / transcript
- voice / transcript
- voice / transcript



session task audio activity

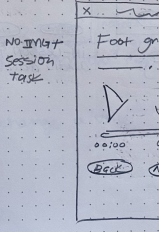
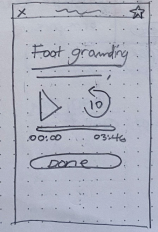
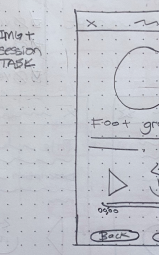
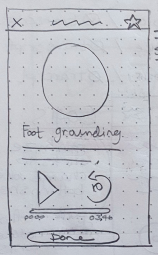


IN-LESSON TASK audio activity

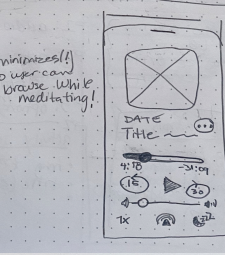
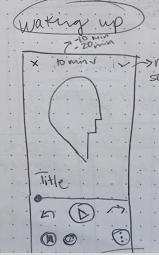
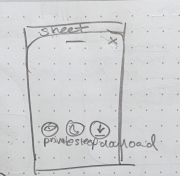
GOALS

- minimize clicks to change voice bottom sheet
- pattern flexible to accommodate all variants
- durable for future additios
- responsive

versions of audio activity

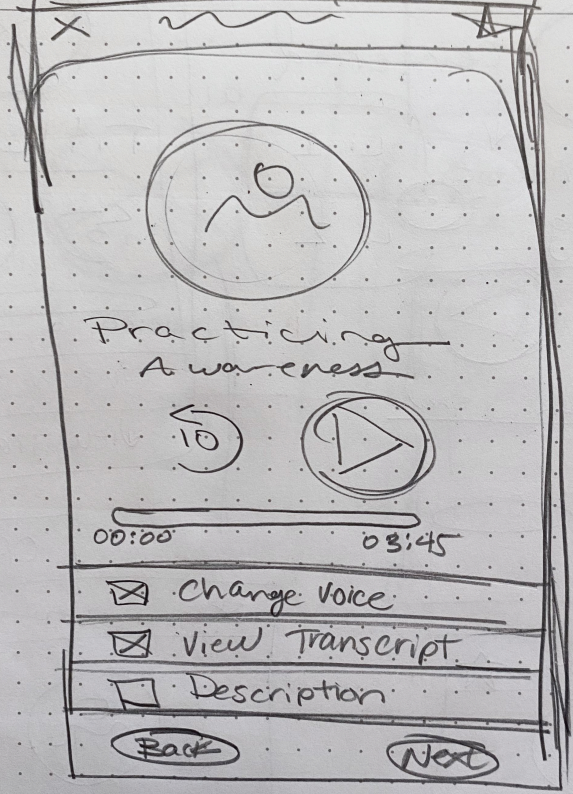


research



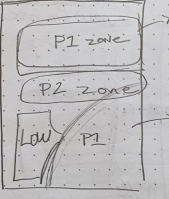
TITLE

OPT3



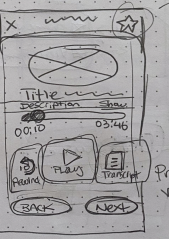
DATE/NO TITLE

layout priority



appears after completing session/listening

PRACTICE 1/8  
SESSION 1/8



indicator for how many times activity practiced?

hide when its in a lesson?

how lets users know its the lesson, not the awareness

Lesson structure question...

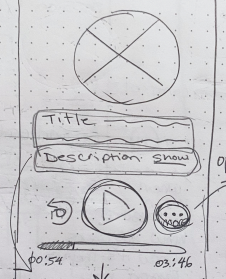
What kind of relationship do we

How does an activity in a lesson differ from a session task?

→ does not count towards program activity tracking

DATE/NO TITLE

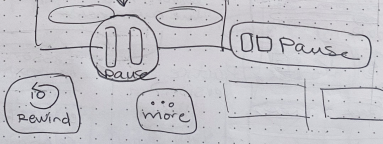
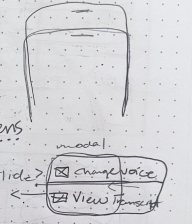
OPT1



change voice

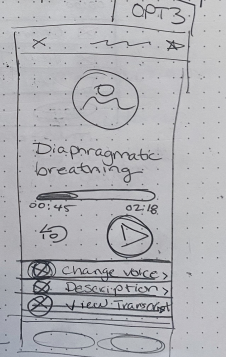
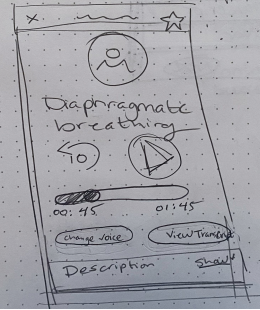
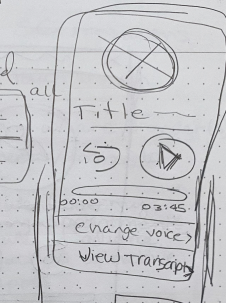
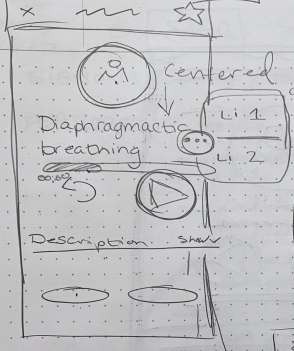
view transcript

cards?



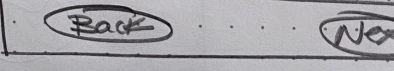
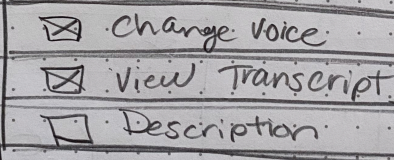
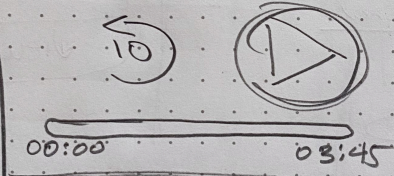
DATE/NO TITLE

OPT2



DATE/NO TITLE

Practicing Awareness

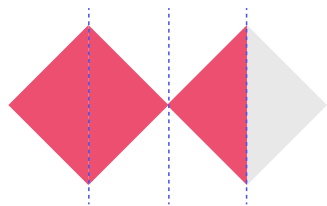


# Icon only affordance

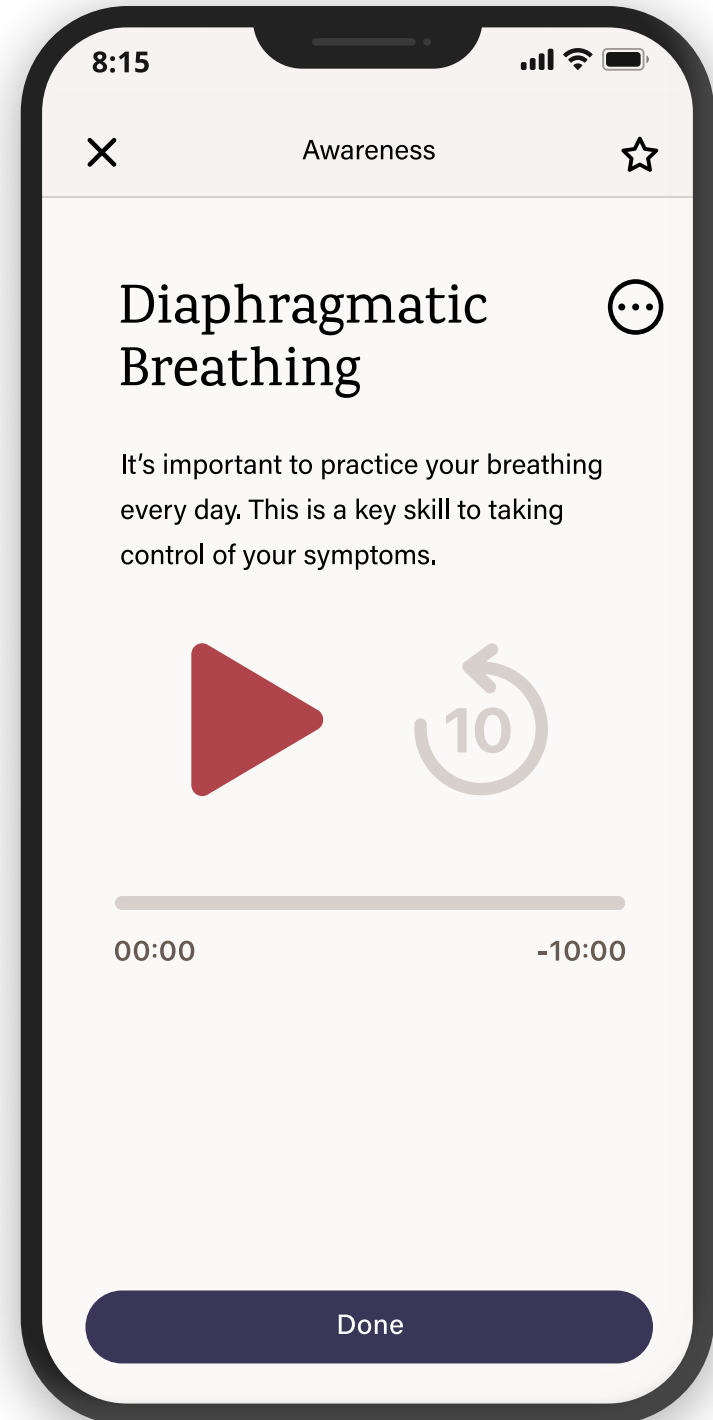
## SOLUTION #1

This exploration was based on the first version of the feature I designed.

I thought making the menu icon larger would help with user engagement.



Solution validation

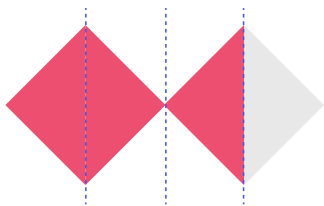




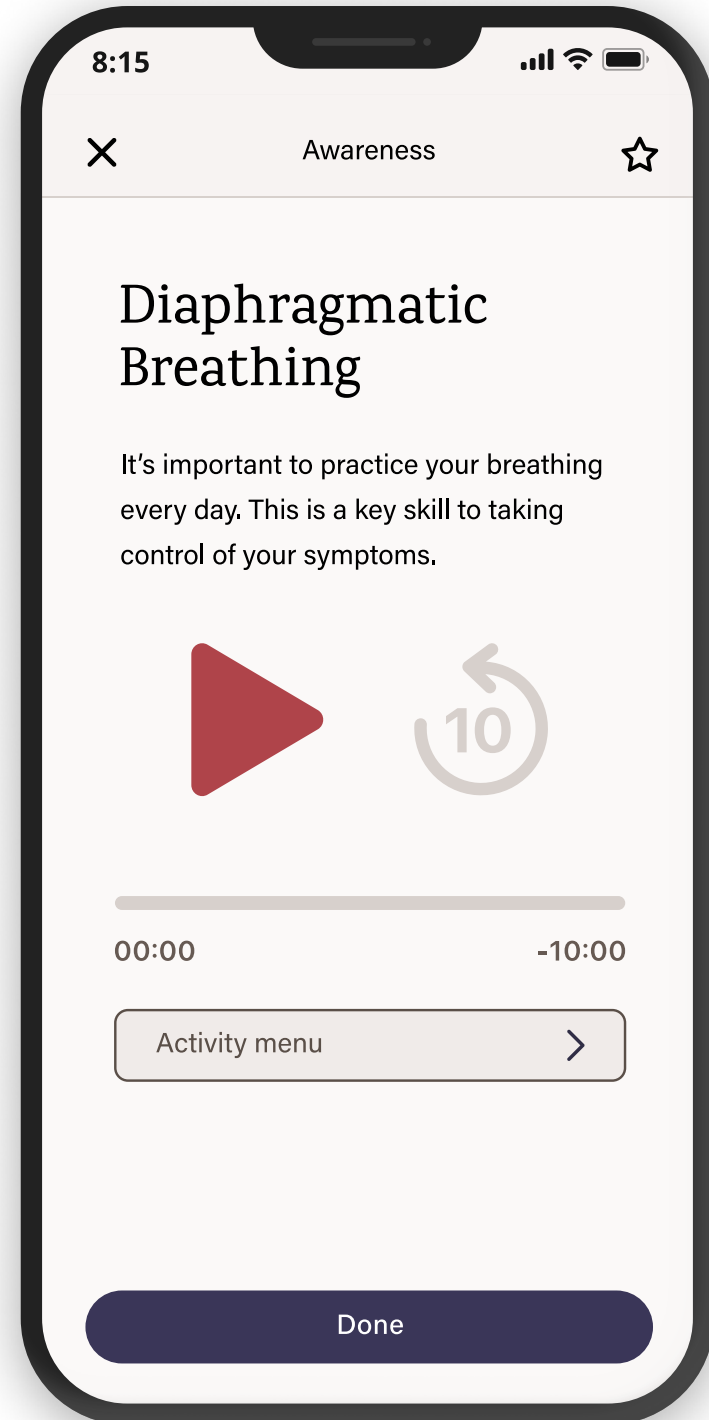
# “Activity Menu” button

## SOLUTION #2

This exploration directly addressed the problem of discoverability by having an explicitly labeled button, “Activity Menu.”



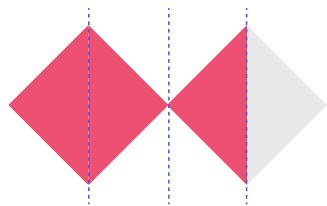
Solution validation



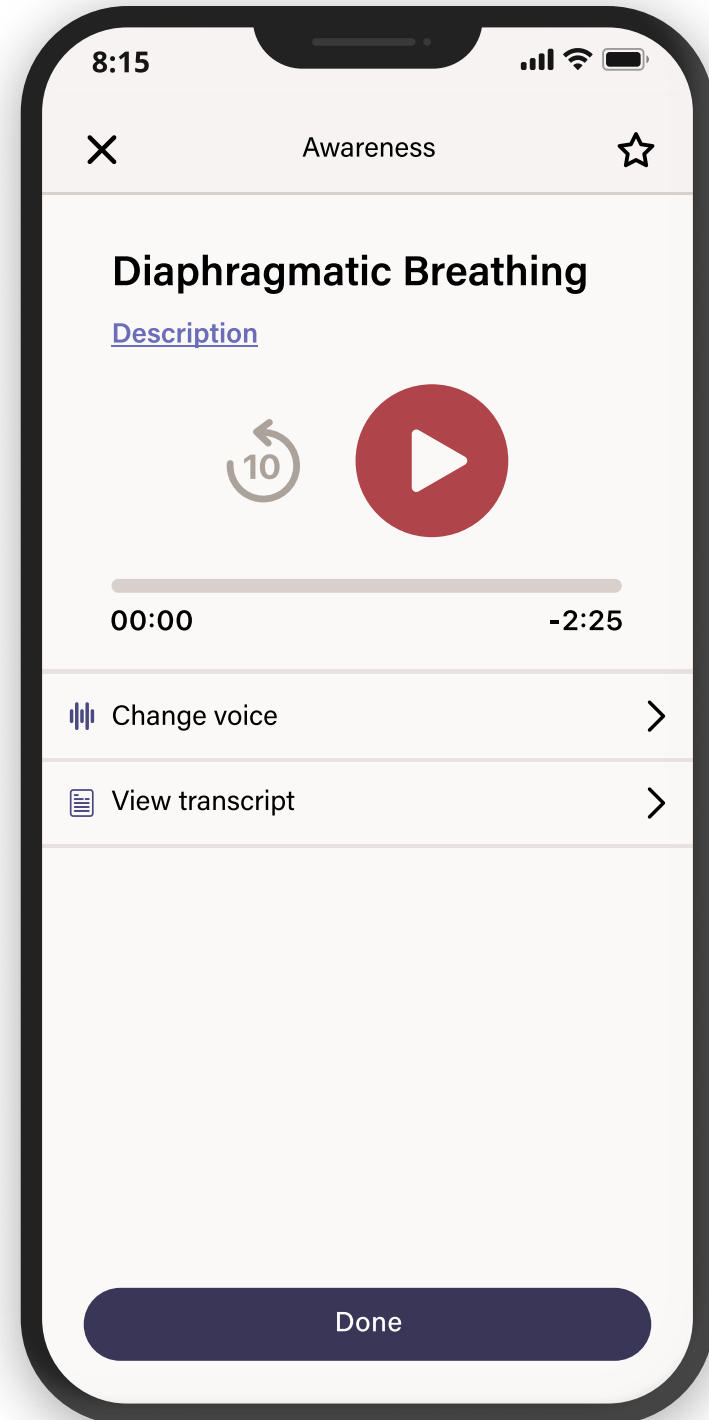
# Exposed activity menu

## SOLUTION #3

This exploration had both features below the audio player as labeled list item buttons. It moved the activity's description text behind a text link, to accommodate visibility of the "Change voice" and "View transcript" items. I wanted to make sure they were visible on all devices, across all versions of audio activities.



Solution validation

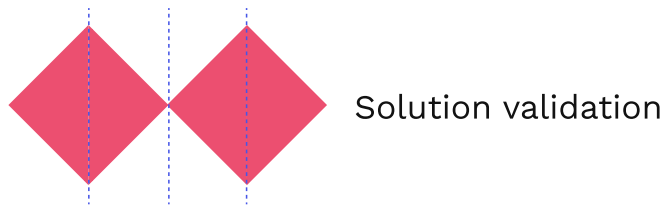
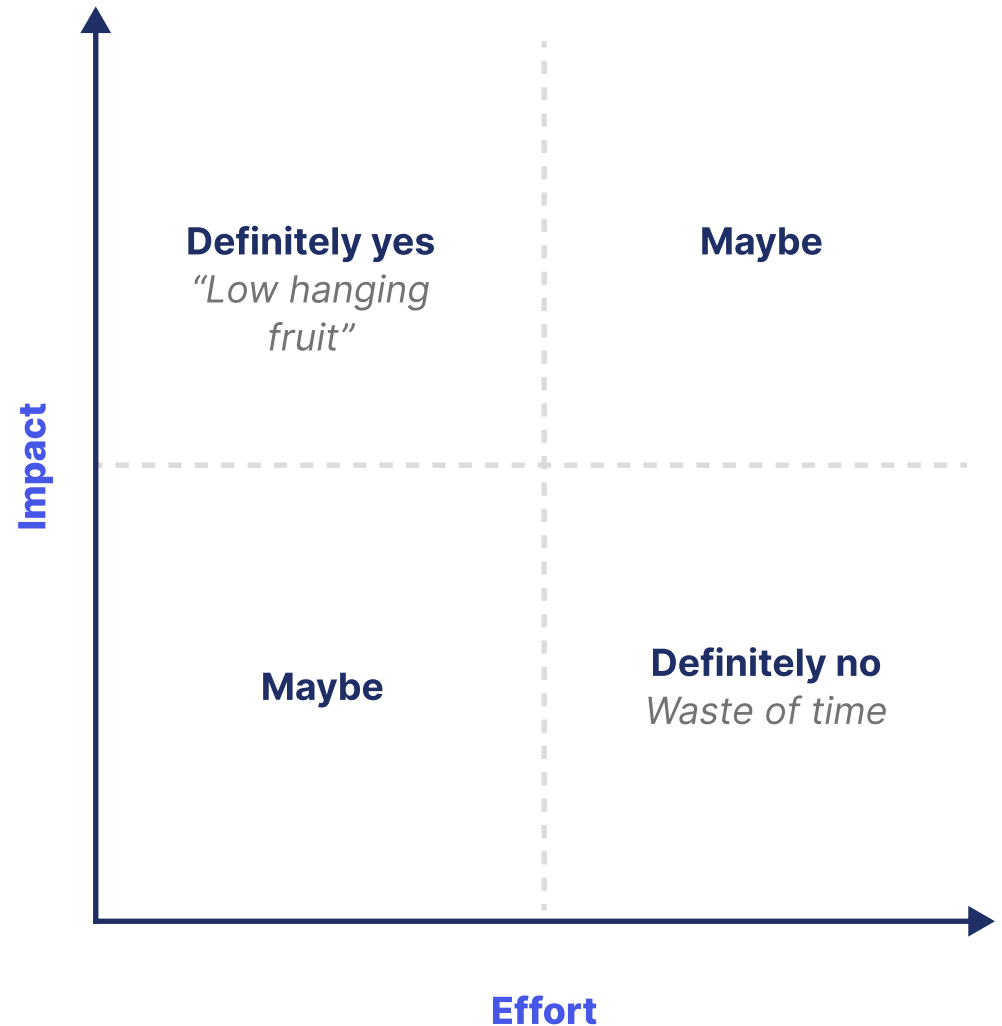


# Narrowing down to the best solutions

## CONVERGING ON SOLUTION

I created three options to address the feedback we had received on my previous version. After internal review and feedback, there was a general consensus that Solution #3 was the best option because:

- The features were readily available without having to tap to expose a menu.
- It respected the main JTBD on the screen itself (playing the audio).

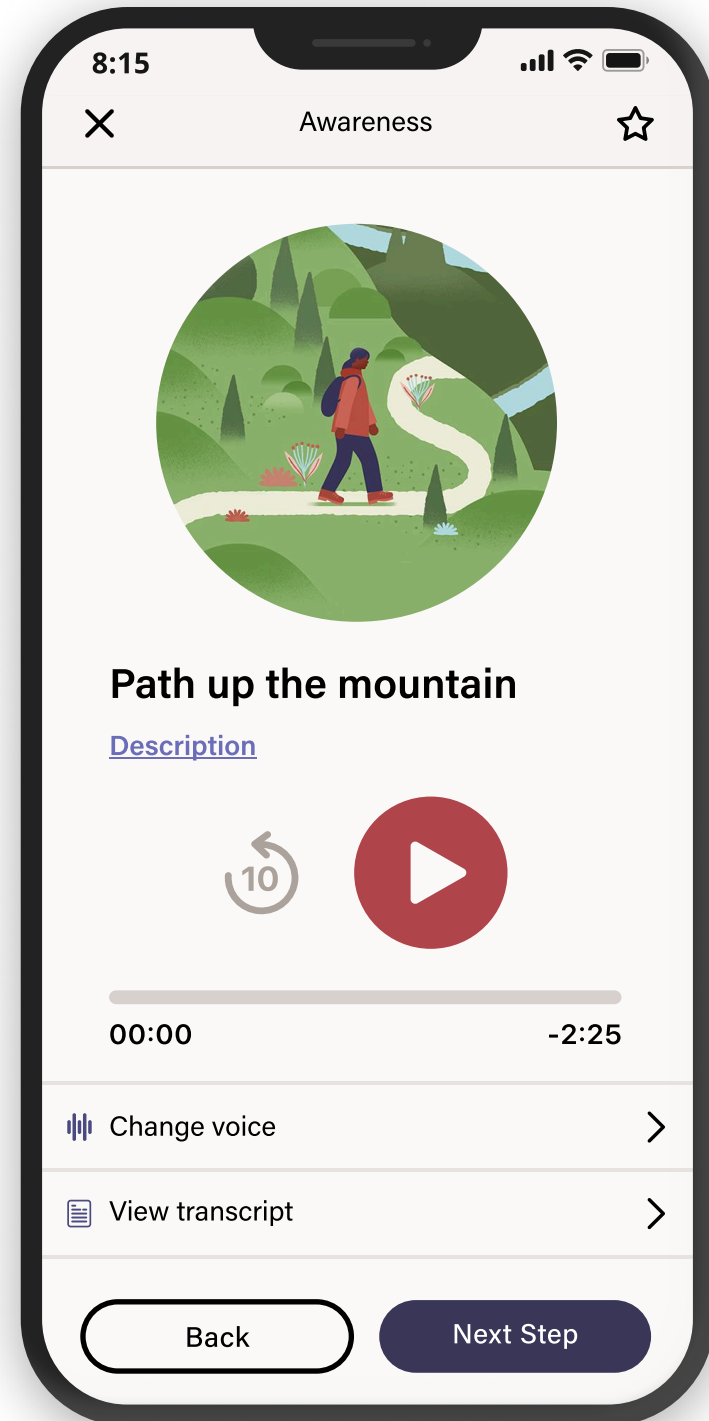
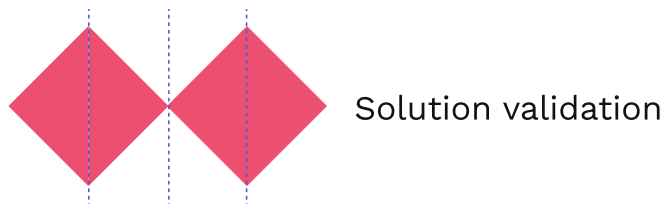


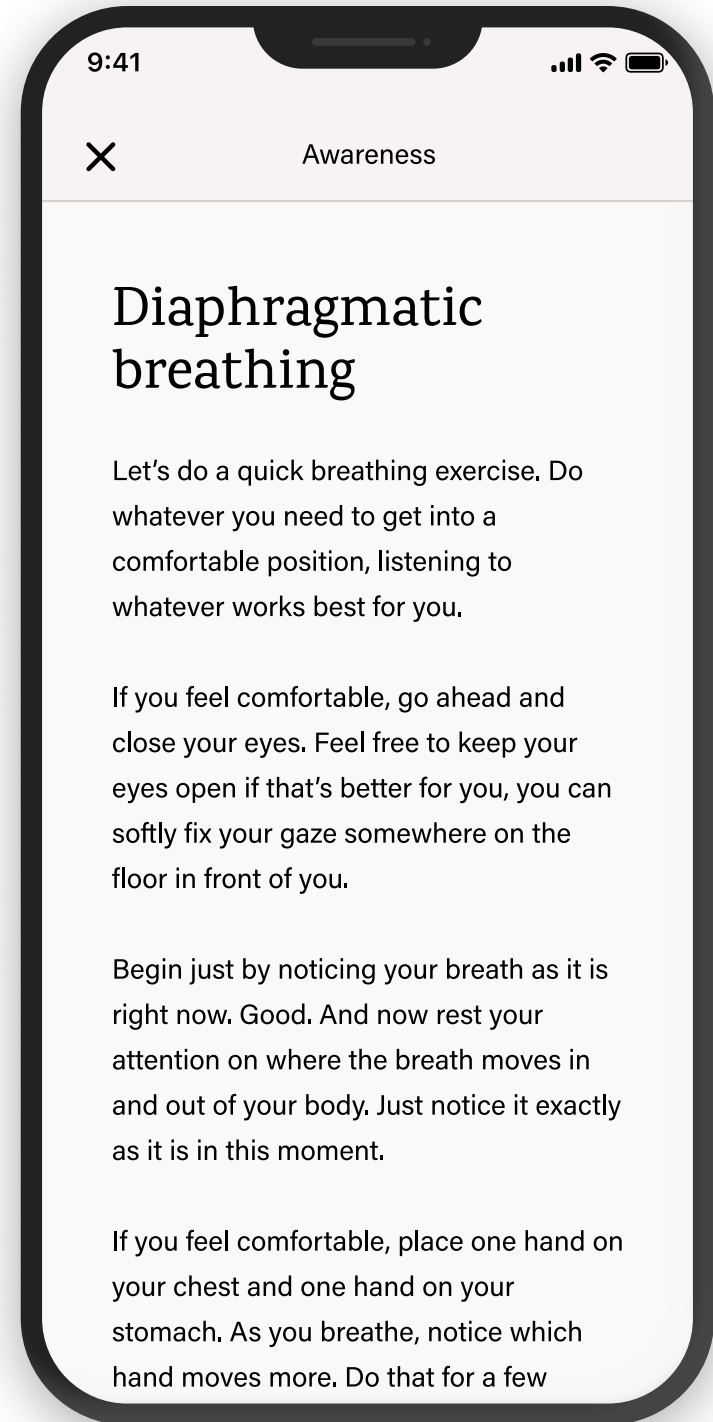
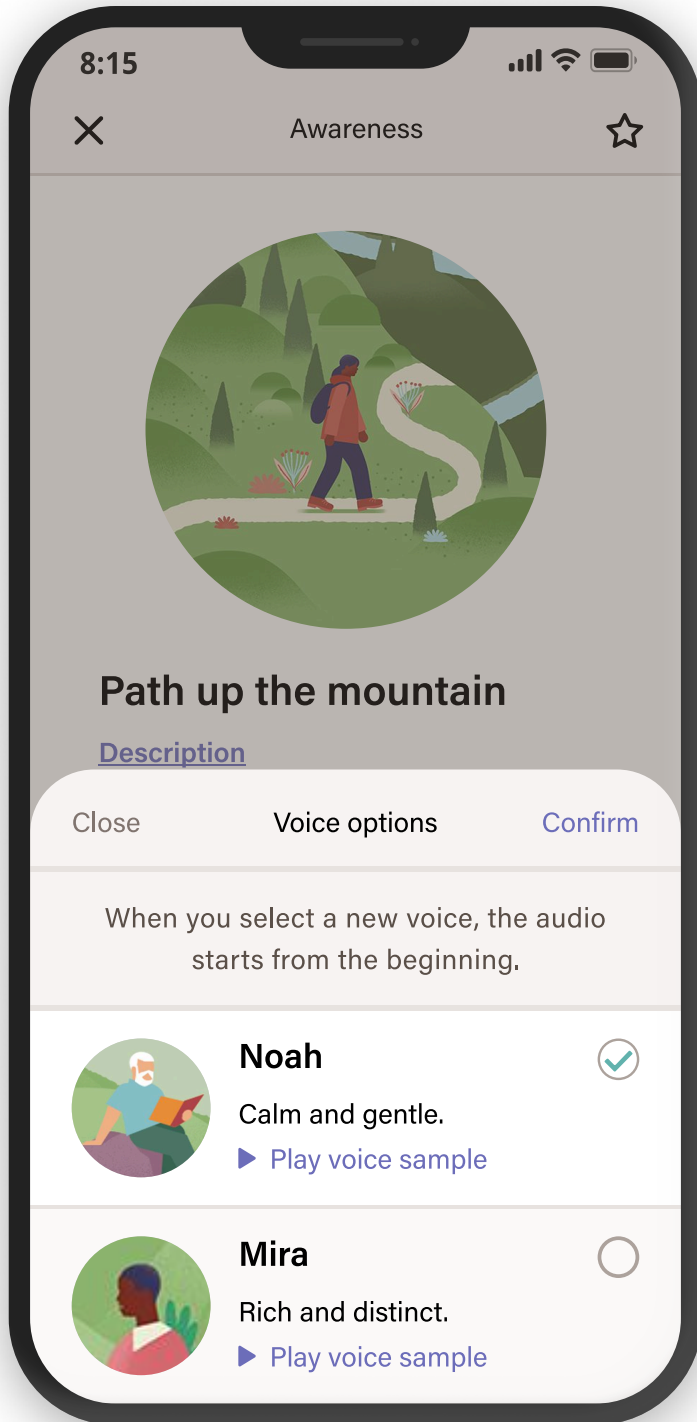
# Moving forward: Exposed Menu option was selected!

## SOLUTION #3 COMPLETED

I moved on to design solution #3's variants, and the complete user flow.

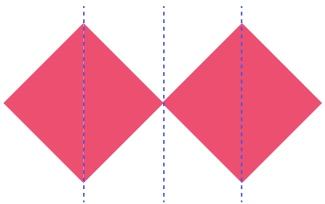
[Solution #3 prototype](#) →



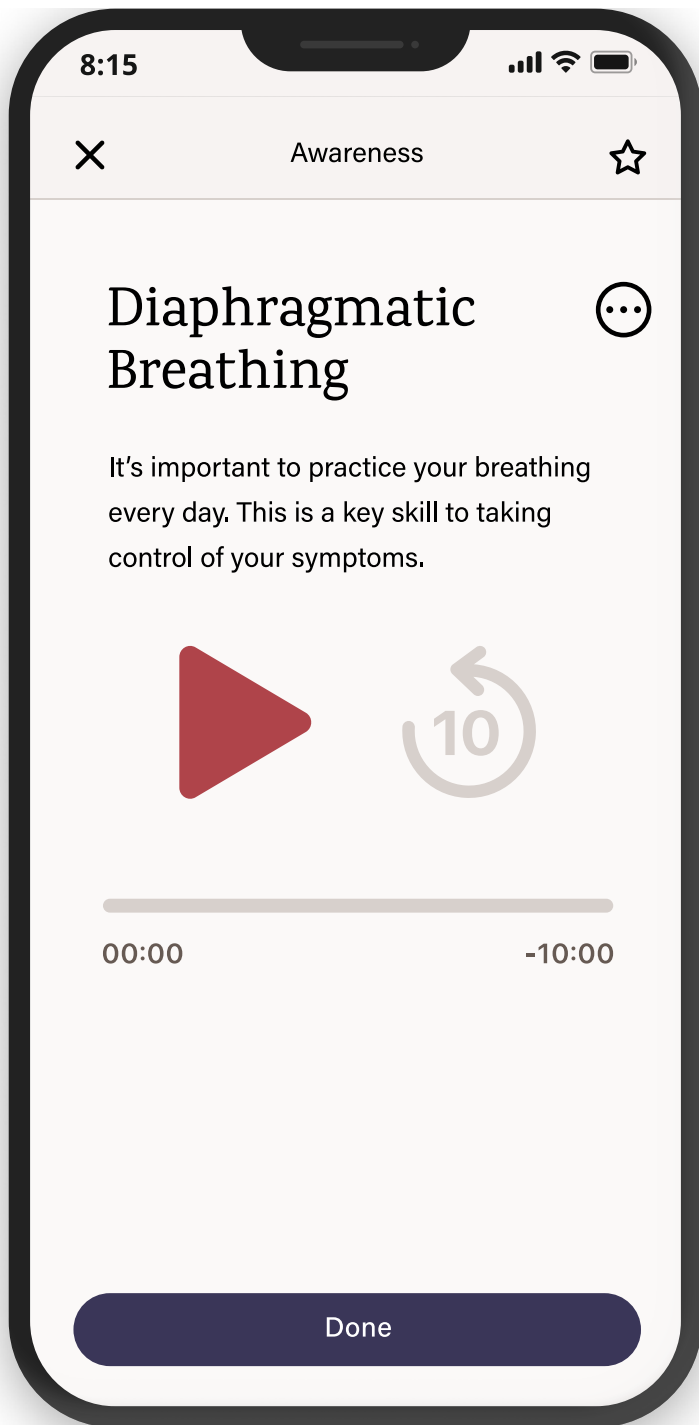


**“Thank you so much!  
I love the new voice.”**

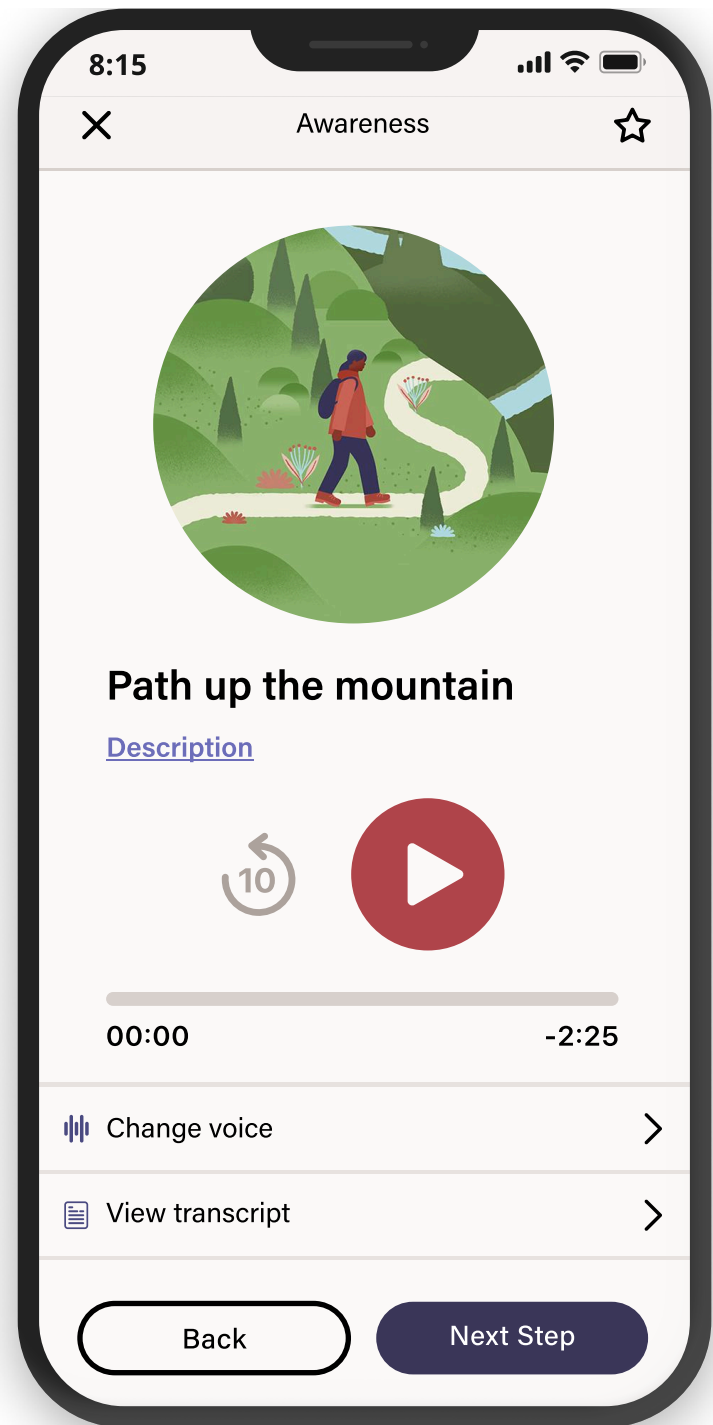
**STANZA USER**



Solution validation



Previous version



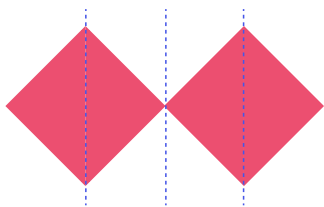
New design

# We answered user's requests successfully!

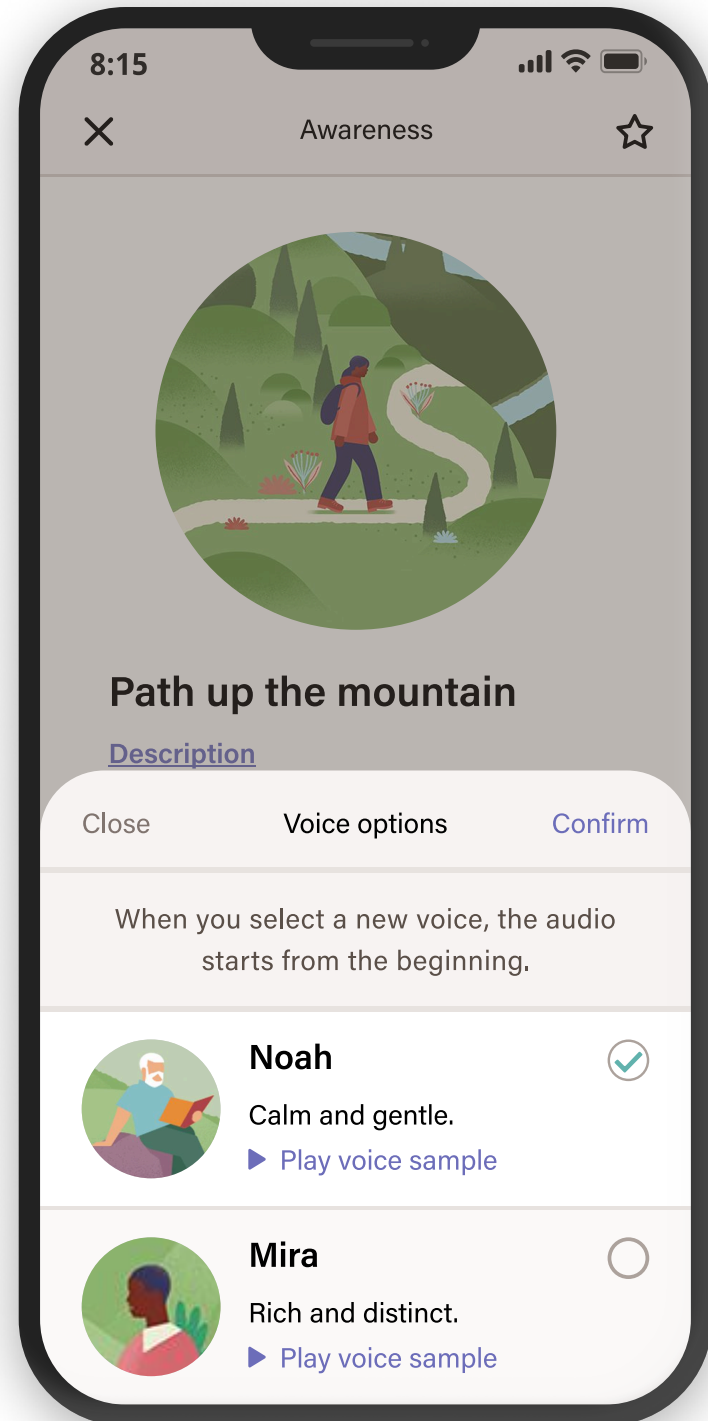
## THE FINAL RESULTS

We saw an increase of user's changing the voice for the audio activity.

We heard from users during their meetings with clinic and study staff that they really enjoyed the new feature and the new voice option for the audio activities.



Solution validation





# I learned the most from the things I didn't expect

## LEARNINGS AND NEXT STEPS

I was surprised by how much users don't explore what's present on the screen.

Having explicit text labels is very helpful, even though having icon only based icons is a pattern in digital design.

I wish we had the resources to conduct user testing to have arrived at our final solution more easily (though I'm grateful to have learned the lessons I learned!).



### **Users don't explore as much as you expect.**

People have varying levels of comfort with exploring apps.



### **Having text labels for features help, a lot!**

Words help so much with making things accessible and easy to comprehend.



### **You are not your user!**

Proper user research and testing hygiene is a great tool to have when designing applications.

**Thanks!** 🙌



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