

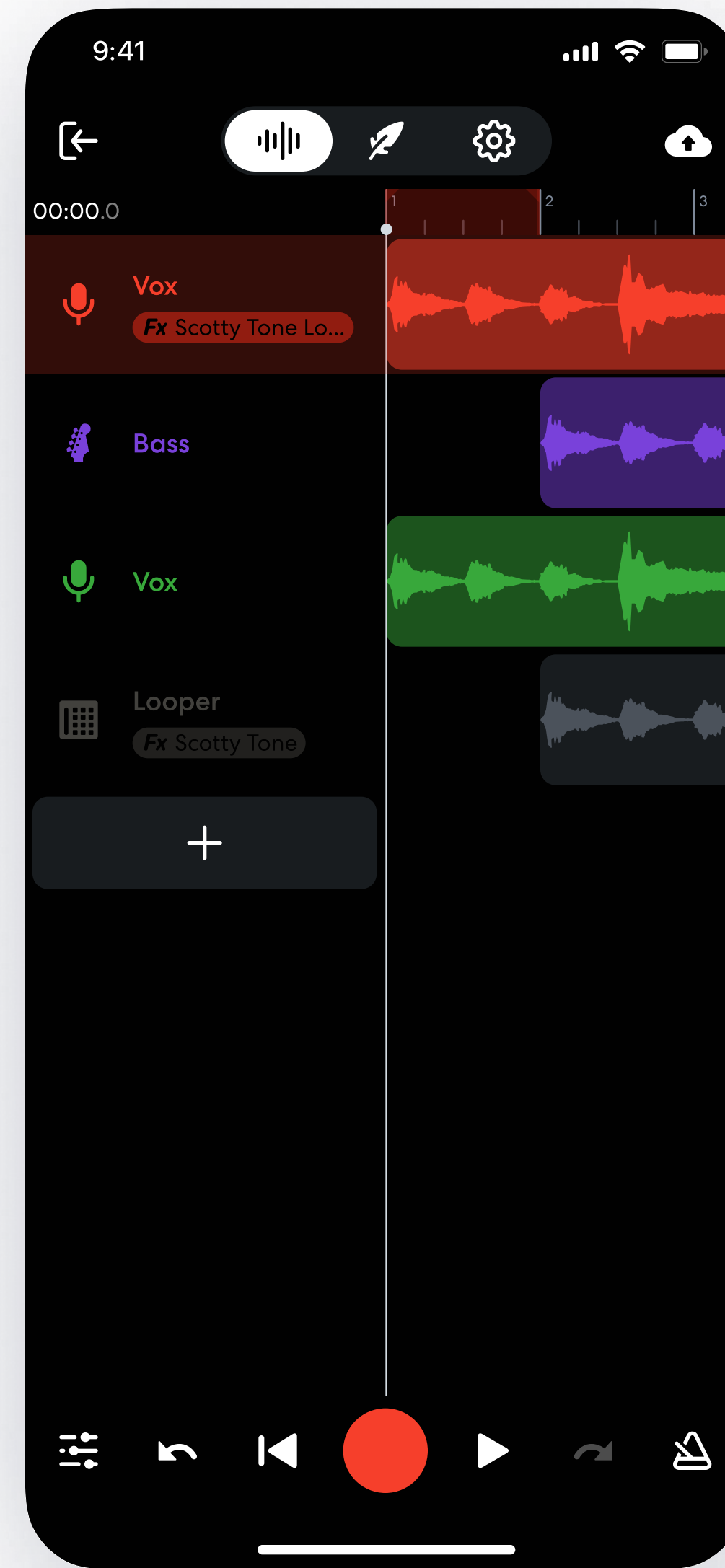
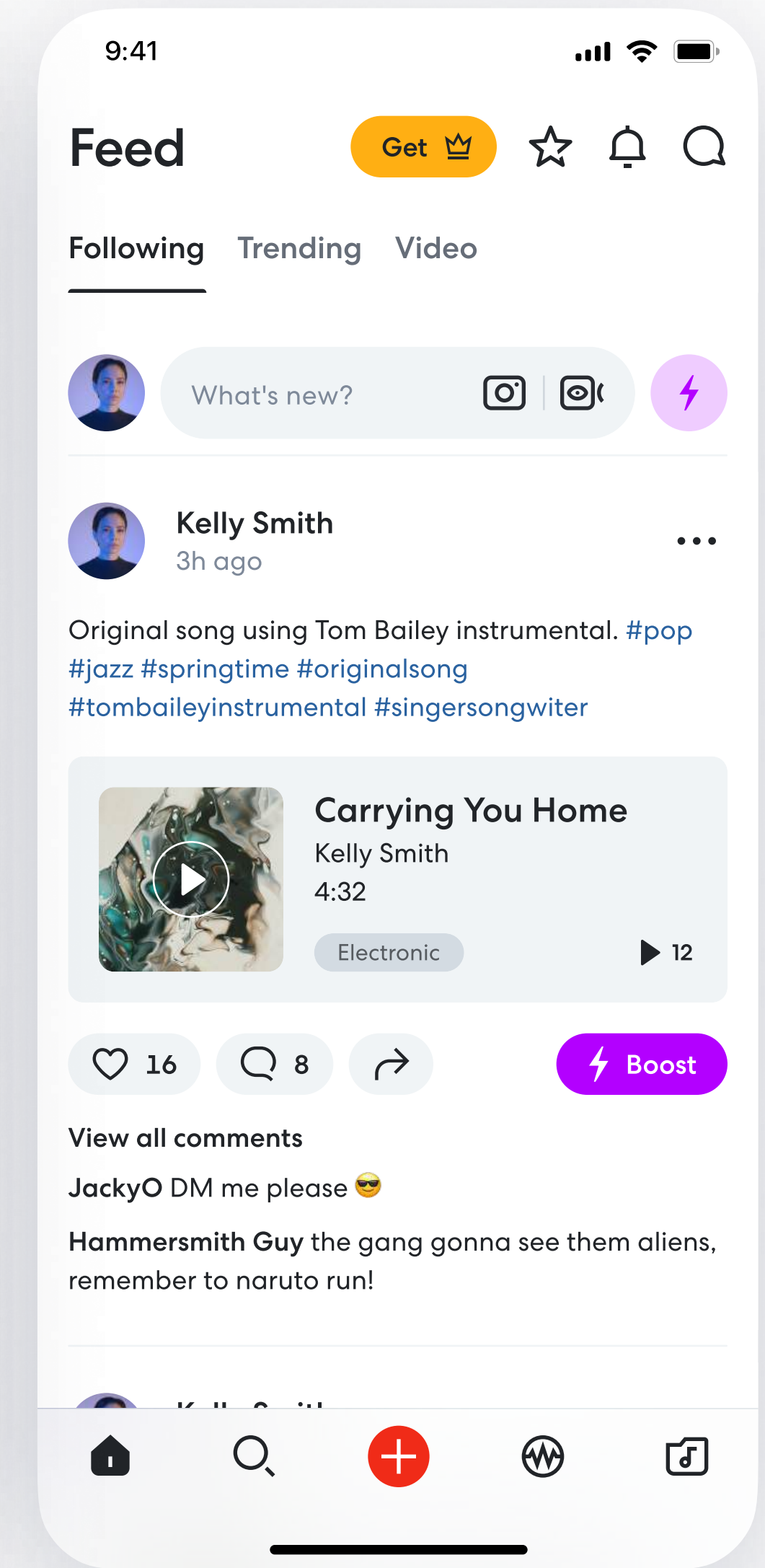
Mikhail Solomonov

BandLab Case Study



BandLab is a music creation tool and social network.

People make music on their phones or in a browser, share tracks and communicate with each other.



BandLab monetizes people's creativity and their desire to be heard.



Cloudy Dreams

Syrup • Pop

\$20

New Curated by Metro Boomin. Street Walk is the seventh studio album Curated by Me...

Get



Boost



Pro Feedback

Submit music for review
famous producers

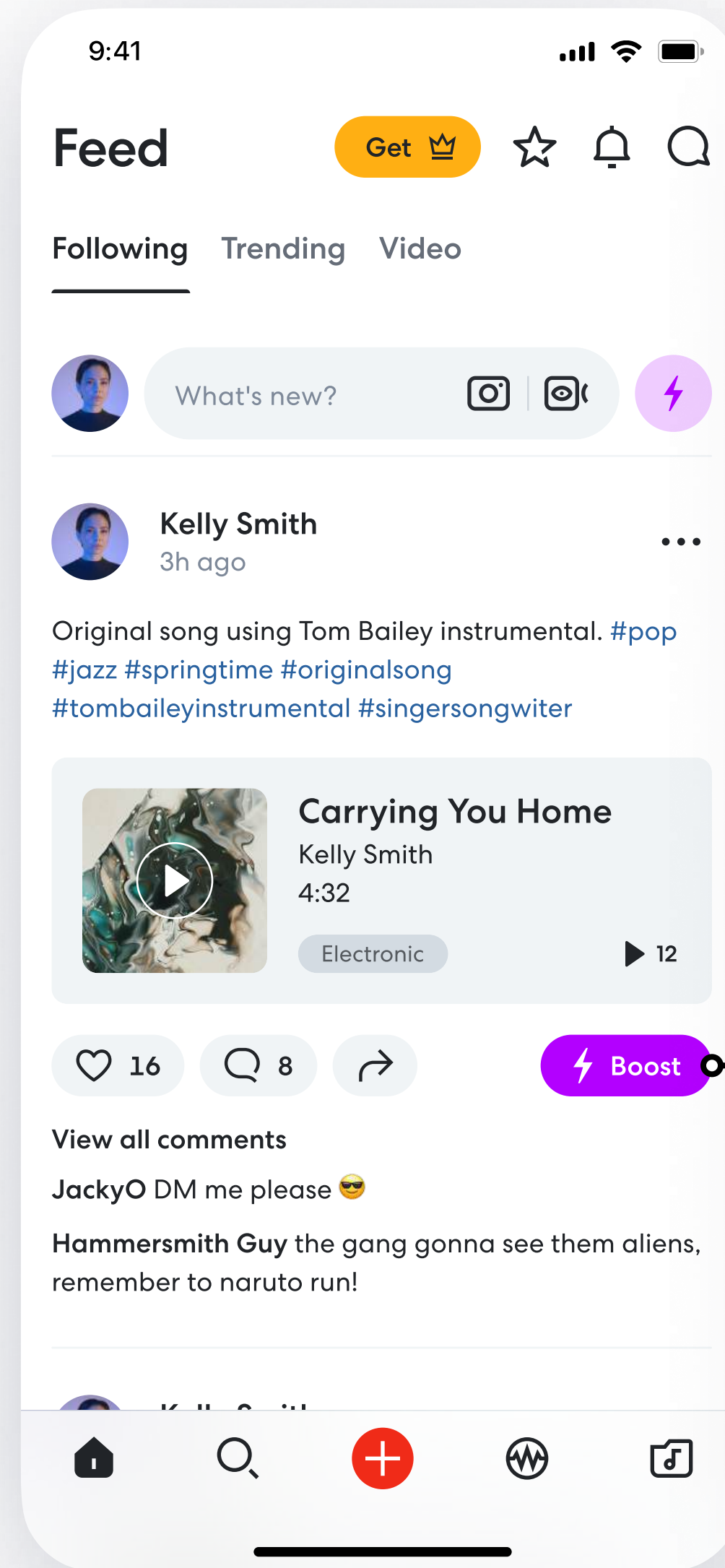
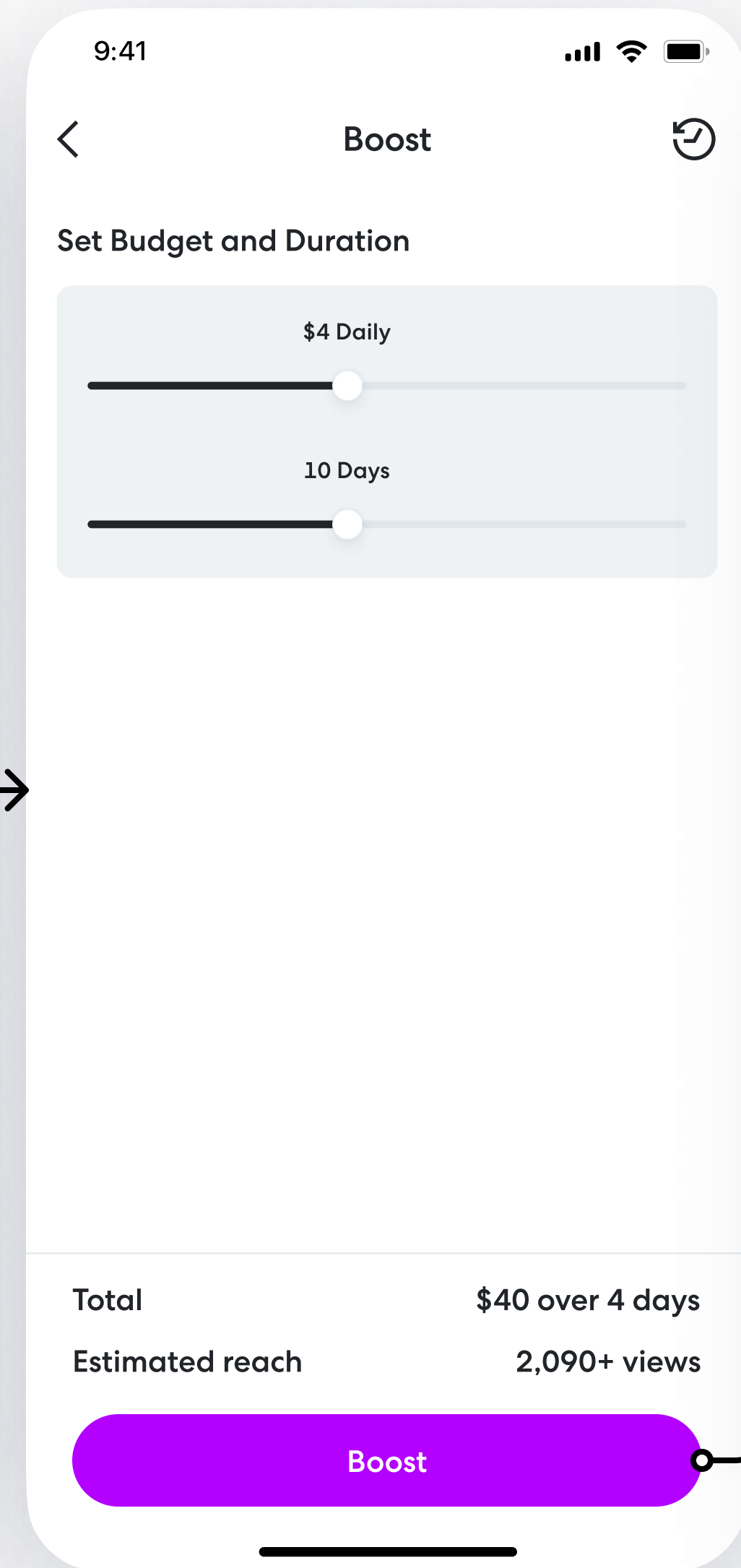
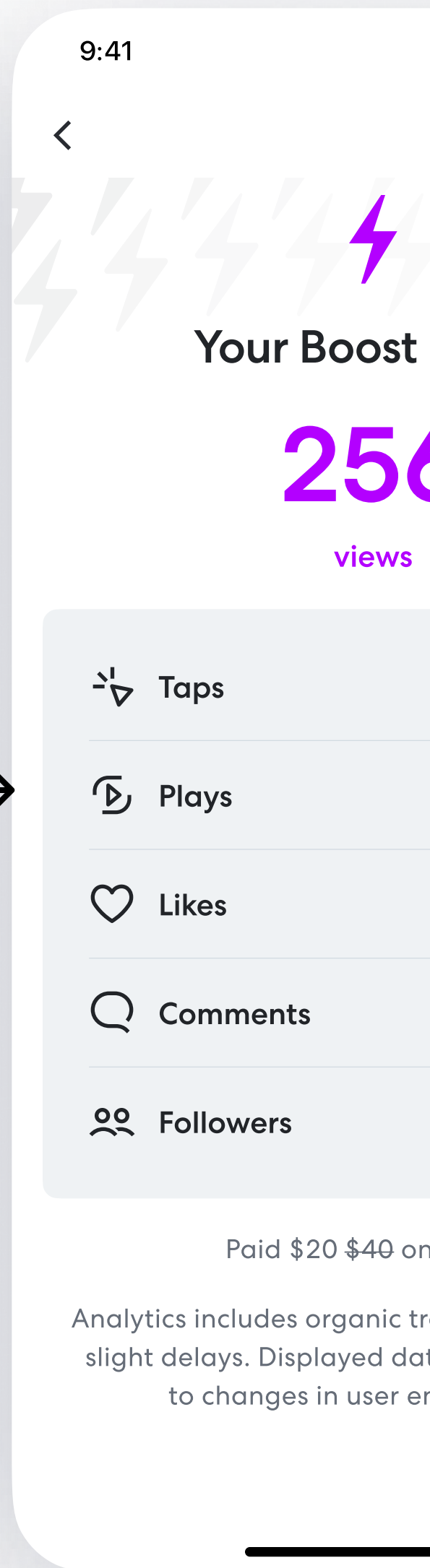


Distribute **NEW**

Release your music on global music
streaming platforms beyond BandLab

If people want
more reach for
their content,
they buy Boost.

I work on Boost.



But people aren't completely happy with Boost.

We hear it in research, store reviews, support tickets, and online discussions.

Retention is also low.

★★★★☆ → ★★☆☆☆ 🇺🇸 United States 🔔 (Updated)

Bad redesign of Boost information

I don't like the update of the Boost information screen, it doesn't remind me when the campaign will end, it doesn't remind me how many impressions I paid for, and besides, the design is very poorly done, the previous one was much more complete and understandable. +Again, I am talking about the design and the information that is shown the previous design was simply much better and more organized.

by [ObjectivePerson](#) _for v10.74.0__ _ · [Reply](#) · [Permalink](#) · [Translate](#) · [Add tag](#)

★☆☆☆☆ 🇺🇸 United States

Boost

Boosting doesn't really do much. Paid to boost it, didn't even go up in the amount of plays I had before I boosted it.

by okayblueburry for v10.78.0 · [Reply](#) · [Permalink](#) · [Translate](#) · [Add tag](#)

★☆☆☆☆ 🇺🇸 United States

Sketchy

the app is good and you can usually do what your trying to do, but the weird part comes when trying to buy the boosts for the songs because i spent 7 dollars on a boost and it took out two 7 dollar charges and didn't give me the boost. Overall sketchy

by [Clash royal is terrible127](#) _for v10.62.0__ _ · [Reply](#) · [Permalink](#) · [Translate](#) · [Add tag](#)

★★☆☆☆ 🇺🇸 United States

Boost scam

Bandlabs option to boost your post is a complete scam. In the past it's worked, i've used as little as 6\$ and gotten 400 views on a single song. Recently i paid 20\$ for a day campaign. It told me i had 1939 impressions and over 100 engagements, with 29 views and 12 likes? Make it make sense please, it doesn't. Don't spend your money on bandlab. Great app for making music especially for beginners but don't give them your money if you like your money well spent!

by ModernxSniper23 for v10.80.1 · [Reply](#) · [Permalink](#) · [Translate](#) · [Add tag](#)

★☆☆☆☆ 🇺🇸 United States 🔔 (Updated)

⚠️⚠️ WARNING, BE CAREFUL ⚠️⚠️

BandLab's Boost feature is a scam. They promise more listenership, but in reality the numbers they show are "impressions" (the number of times your post appears on the FYP) and not actual plays. This means you pay in the hope of more listens, but they don't guarantee that anyone will play your music. It's important to know this before you spend your money, as it's not what it seems.

by ObjectivePerson for v10.90.1 · [Reply](#) · [Permalink](#) · [Translate](#) · [Add tag](#)

People don't just
want views —
they want followers
and plays.

So, we're going to give it
to them — for a price.

How are we going to do it?

We ended up with these ideas.

1

To get more plays, **show boosted tracks on the launch screen** instead of Google Ads.

2

We can't force people to follow, but we can **encourage them to.**

3

For both, **show boosted content more and in more places.**

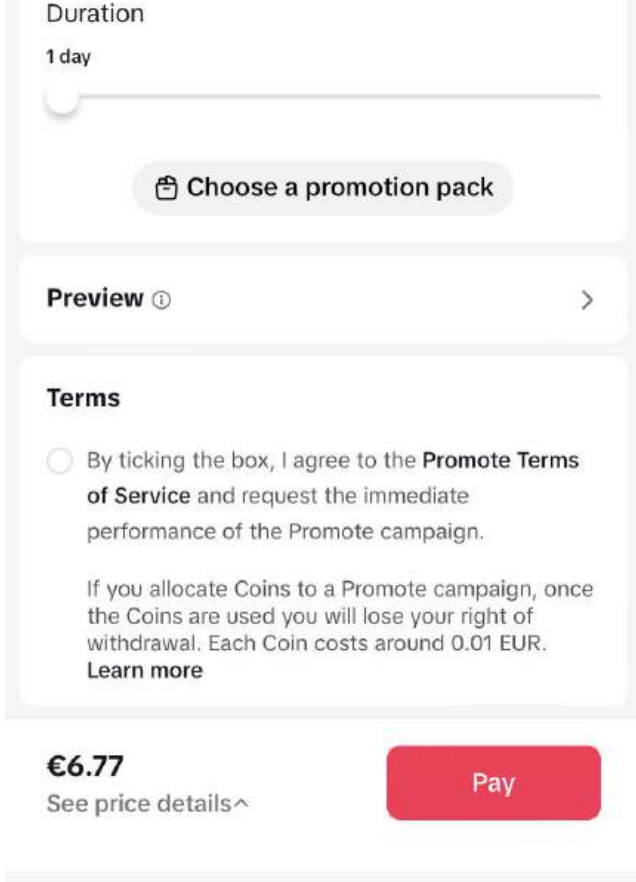
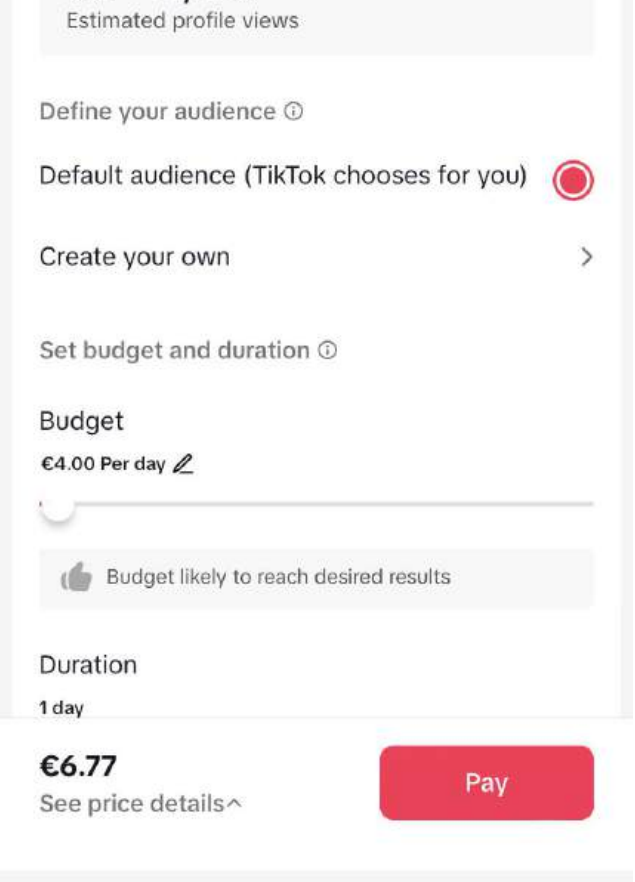
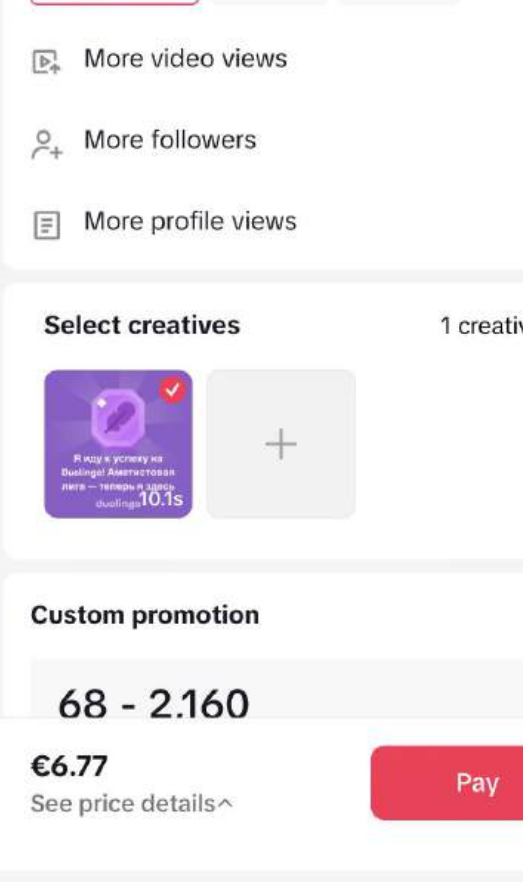
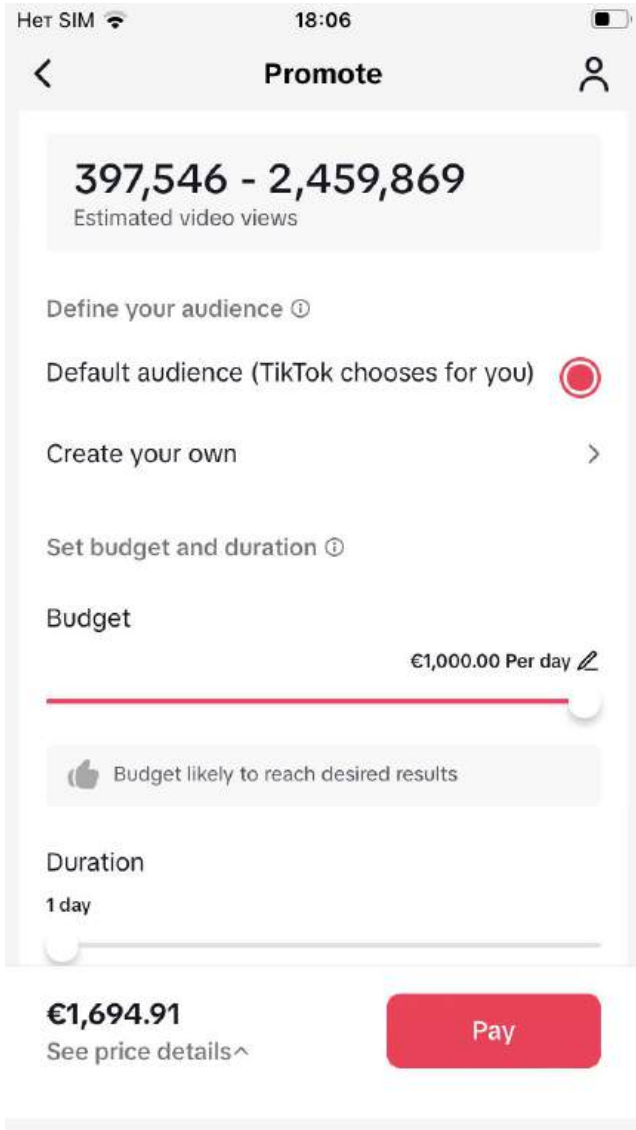
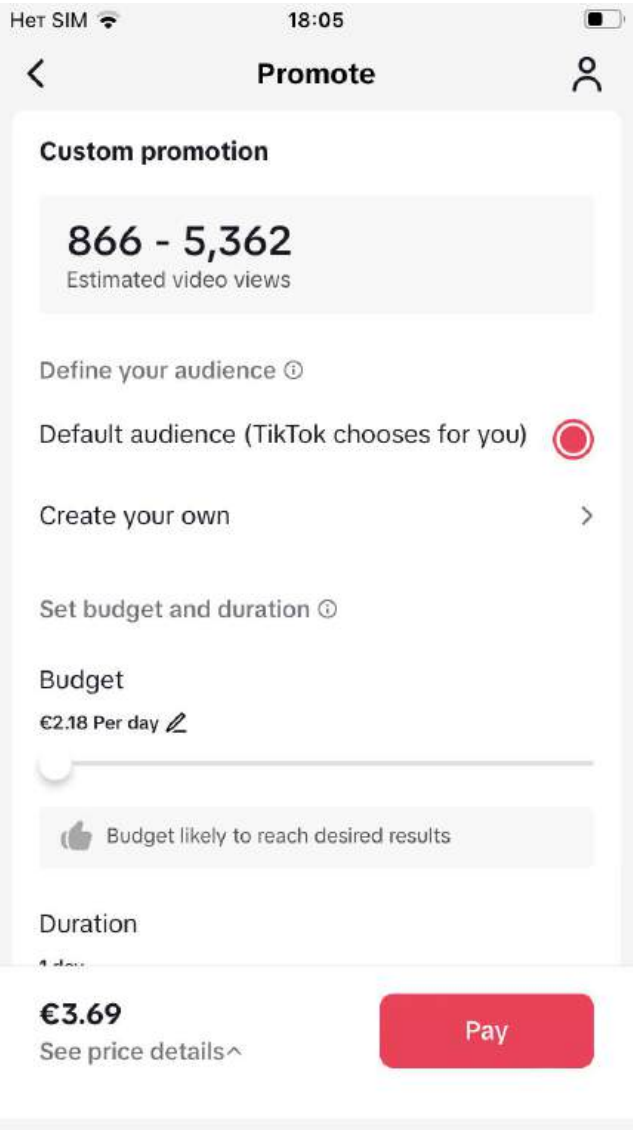
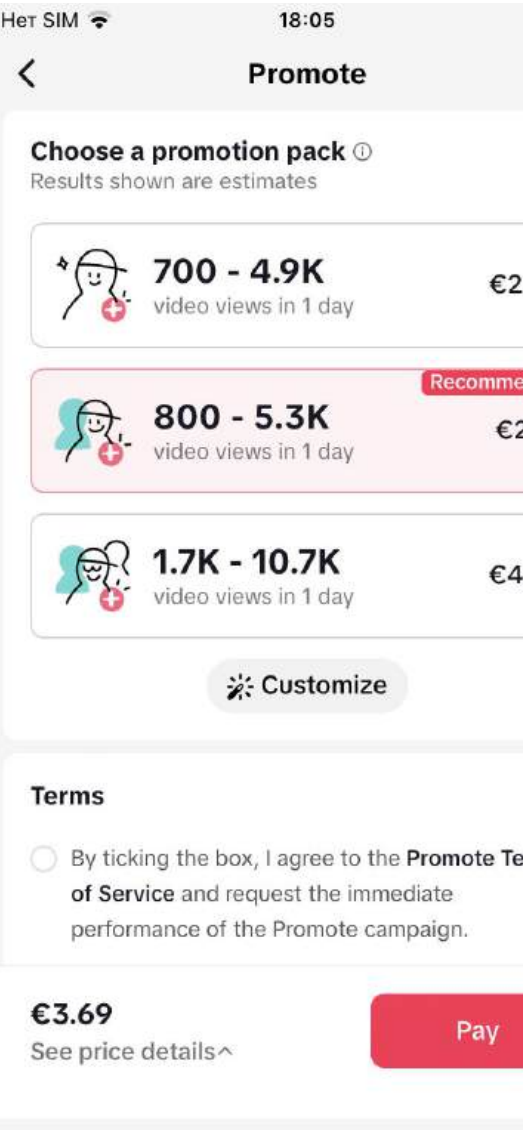
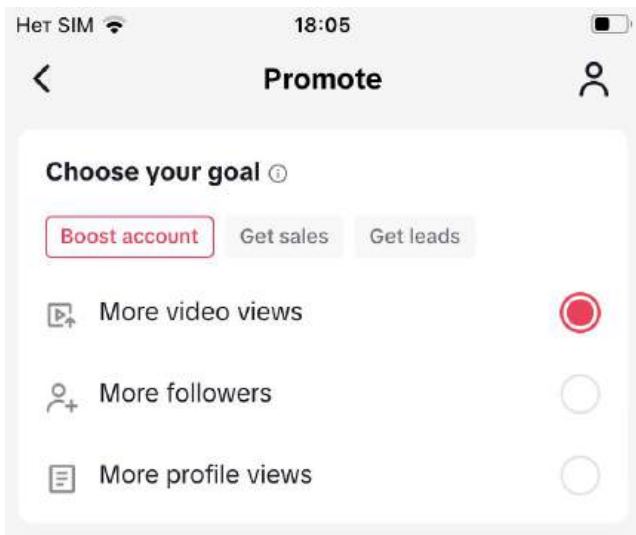
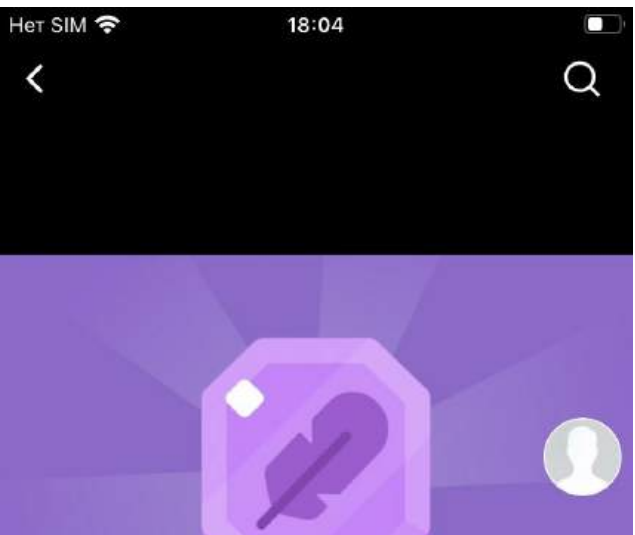
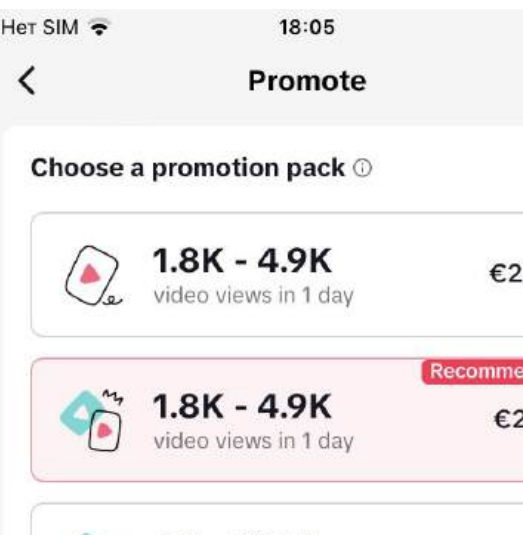


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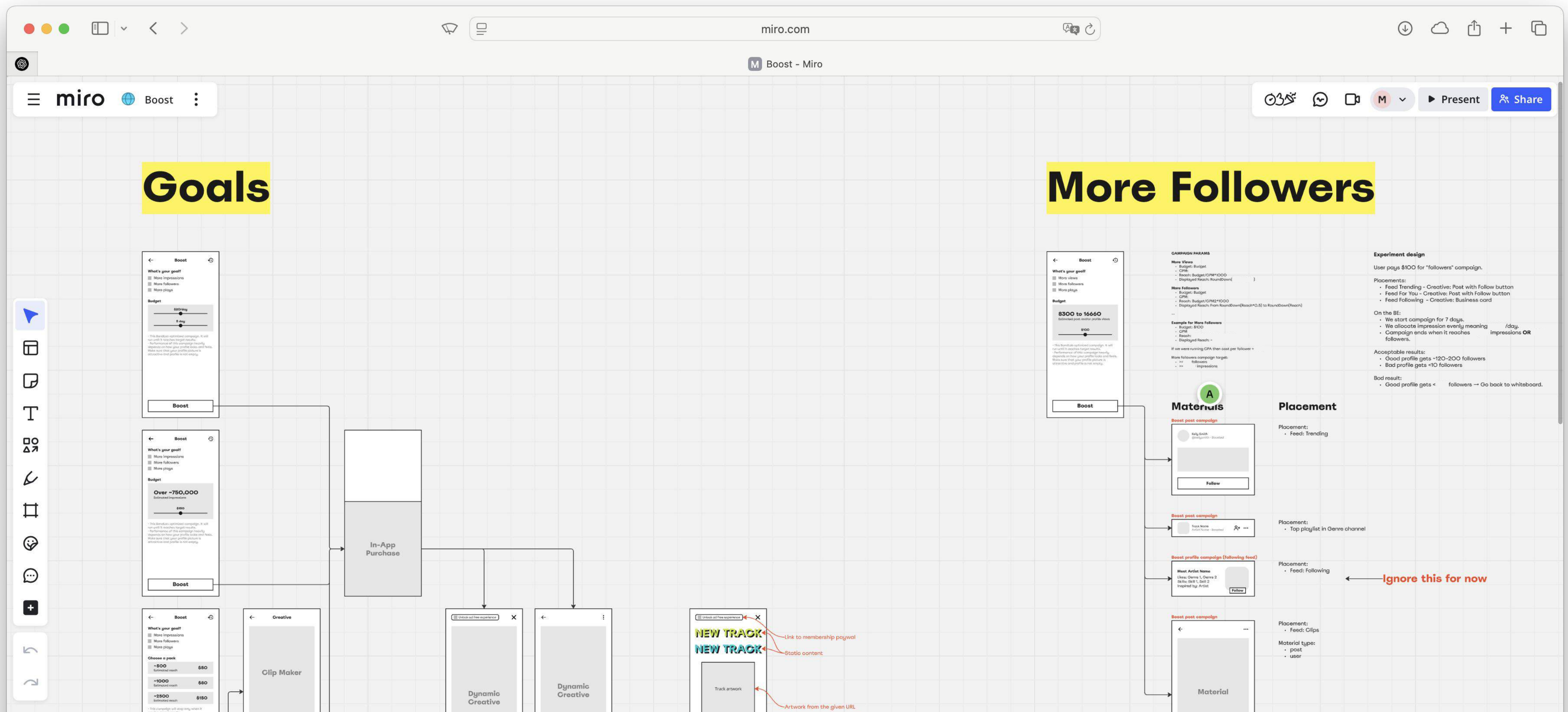
And we need to let people choose
what they want to pay for.

I started with the refs.

TikTok, Instagram, and Facebook added the option to set a campaign goal long before us.



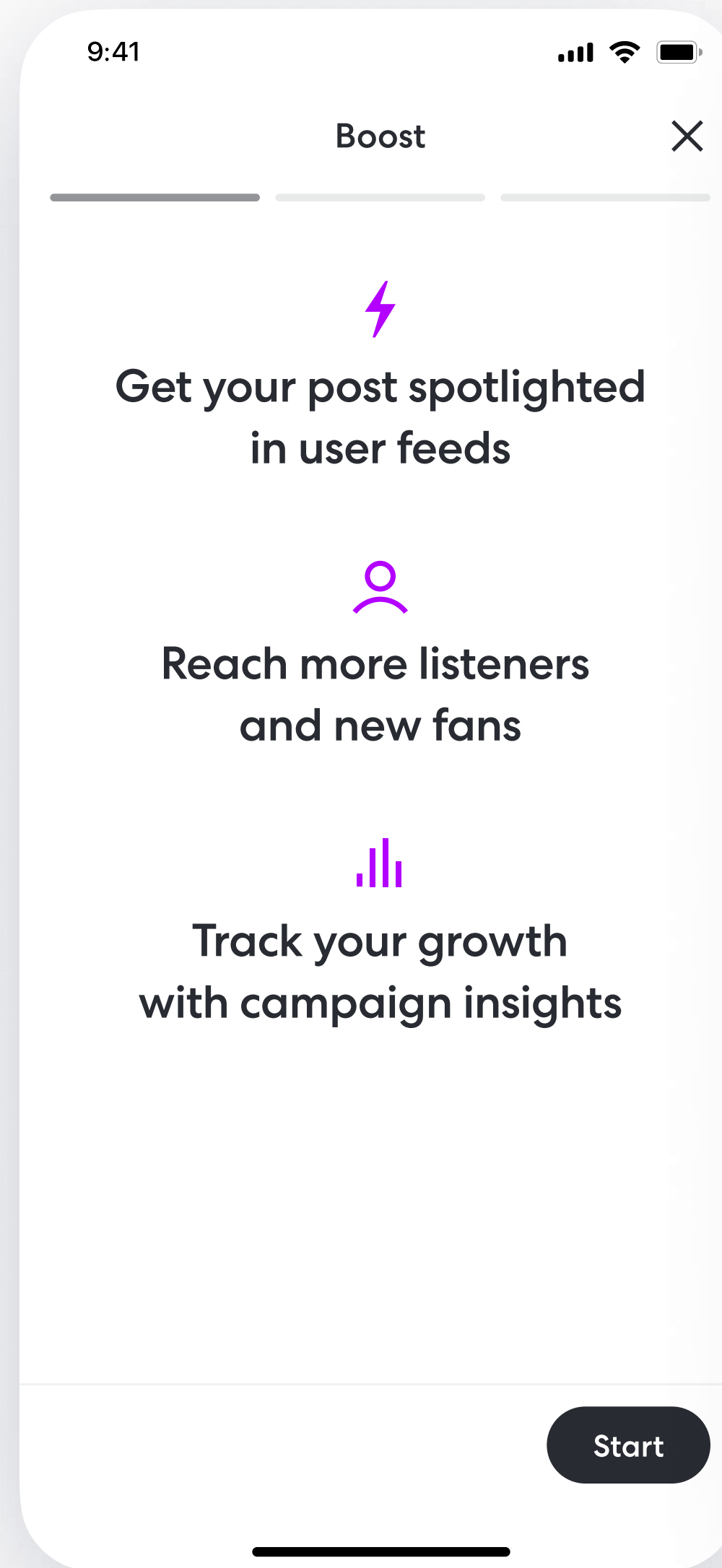
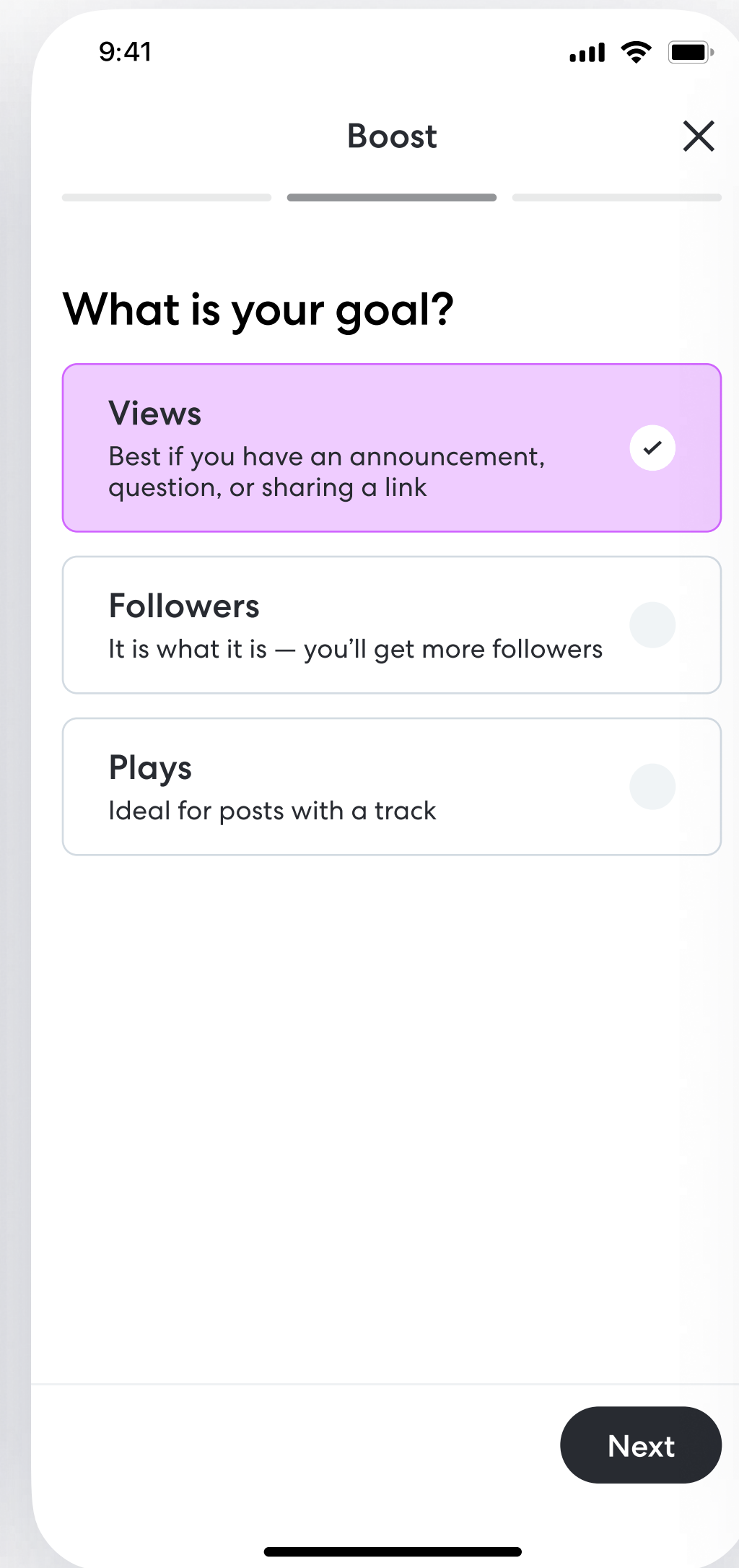
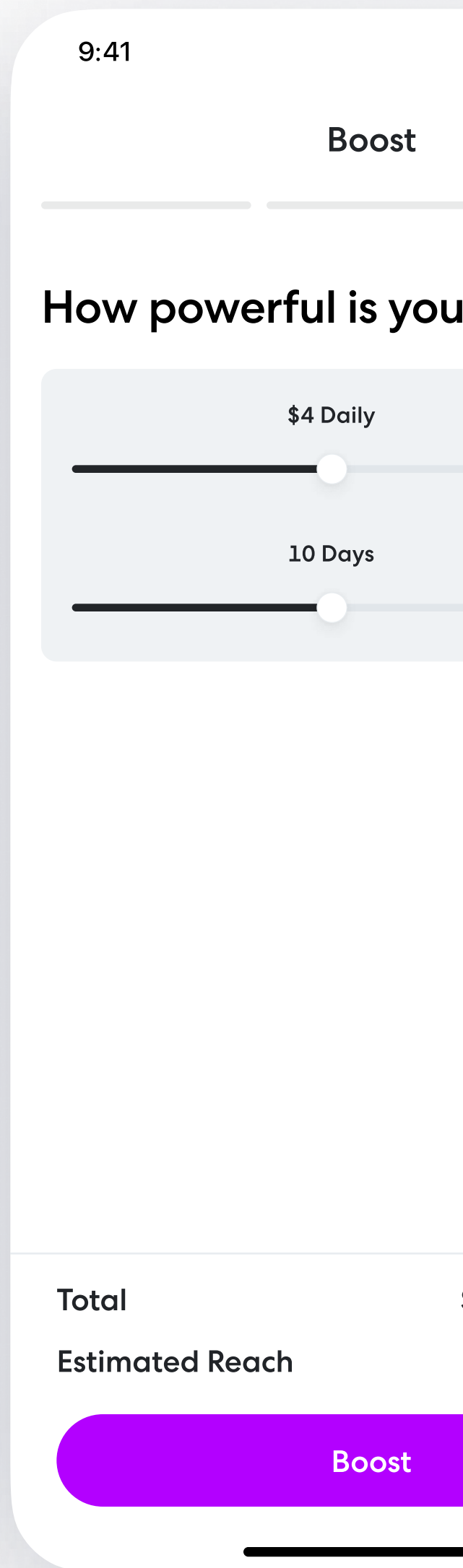
Then there was a user flow.



After that,
I did a bunch
of UI work.

Some design drafts were skipped.

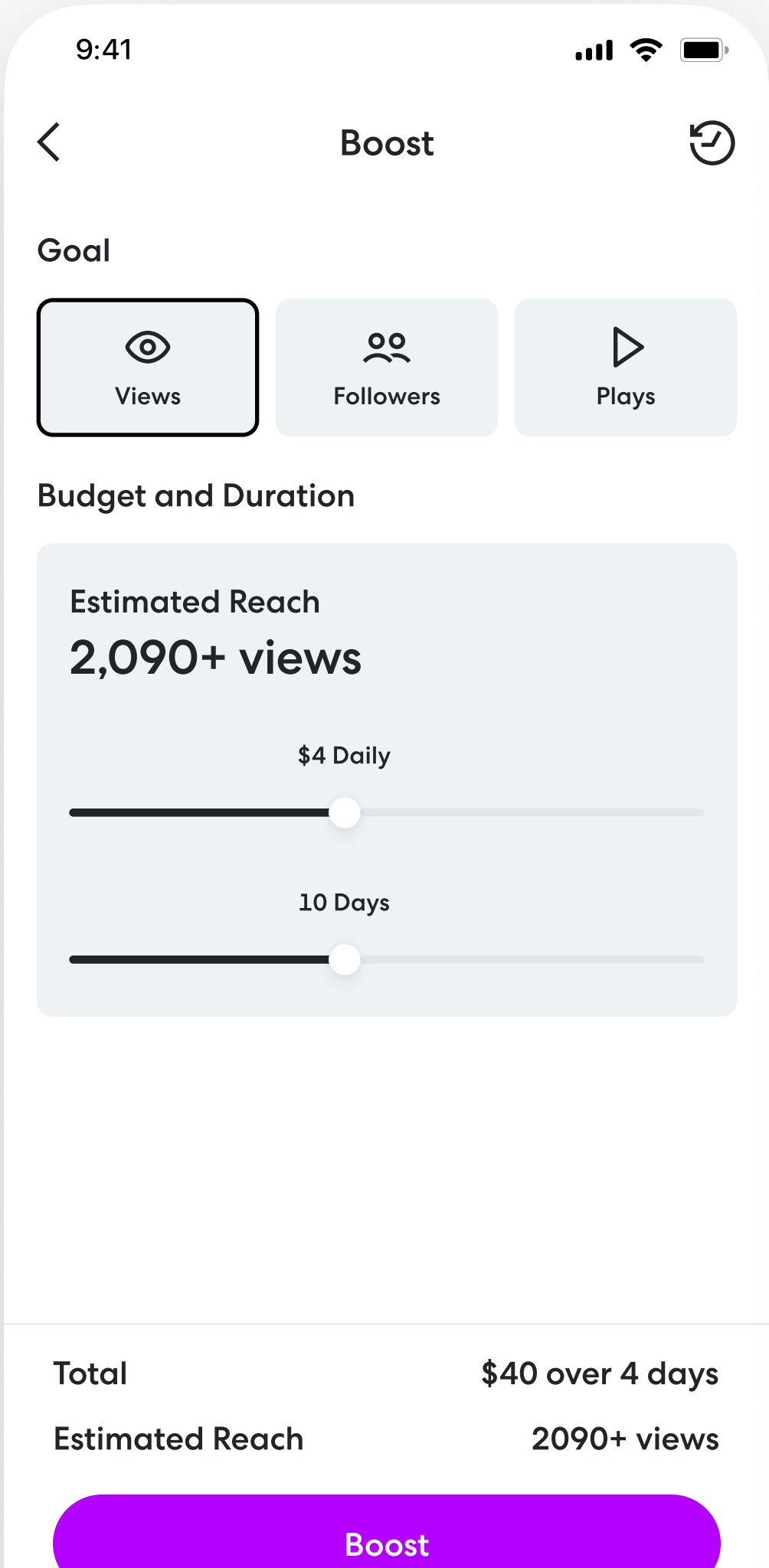
Like the wizard flow, since it would change the UX too much and make it hard to track what works.



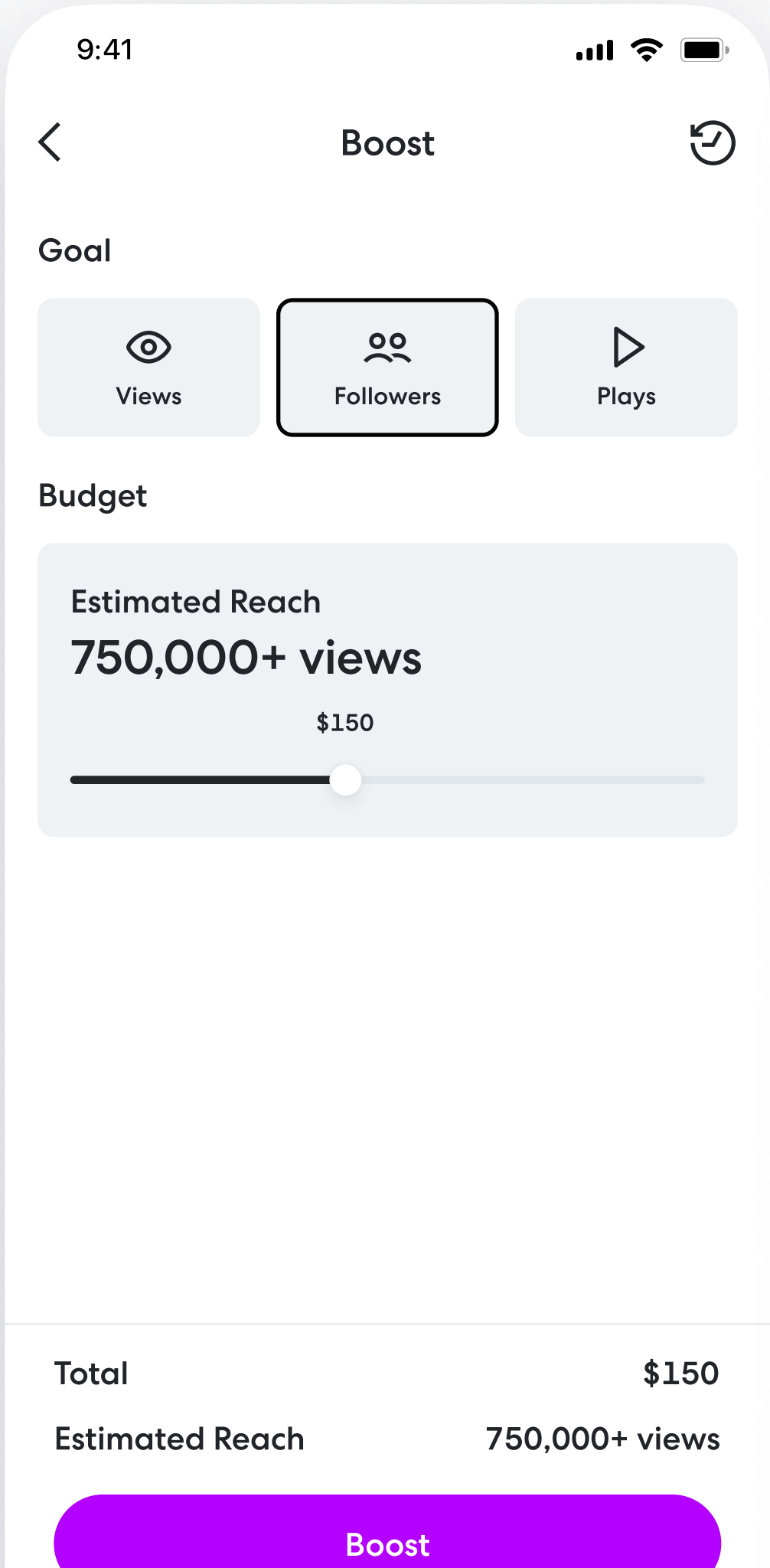
**Finally, I put together
a draft ready for
initial UX testing.**



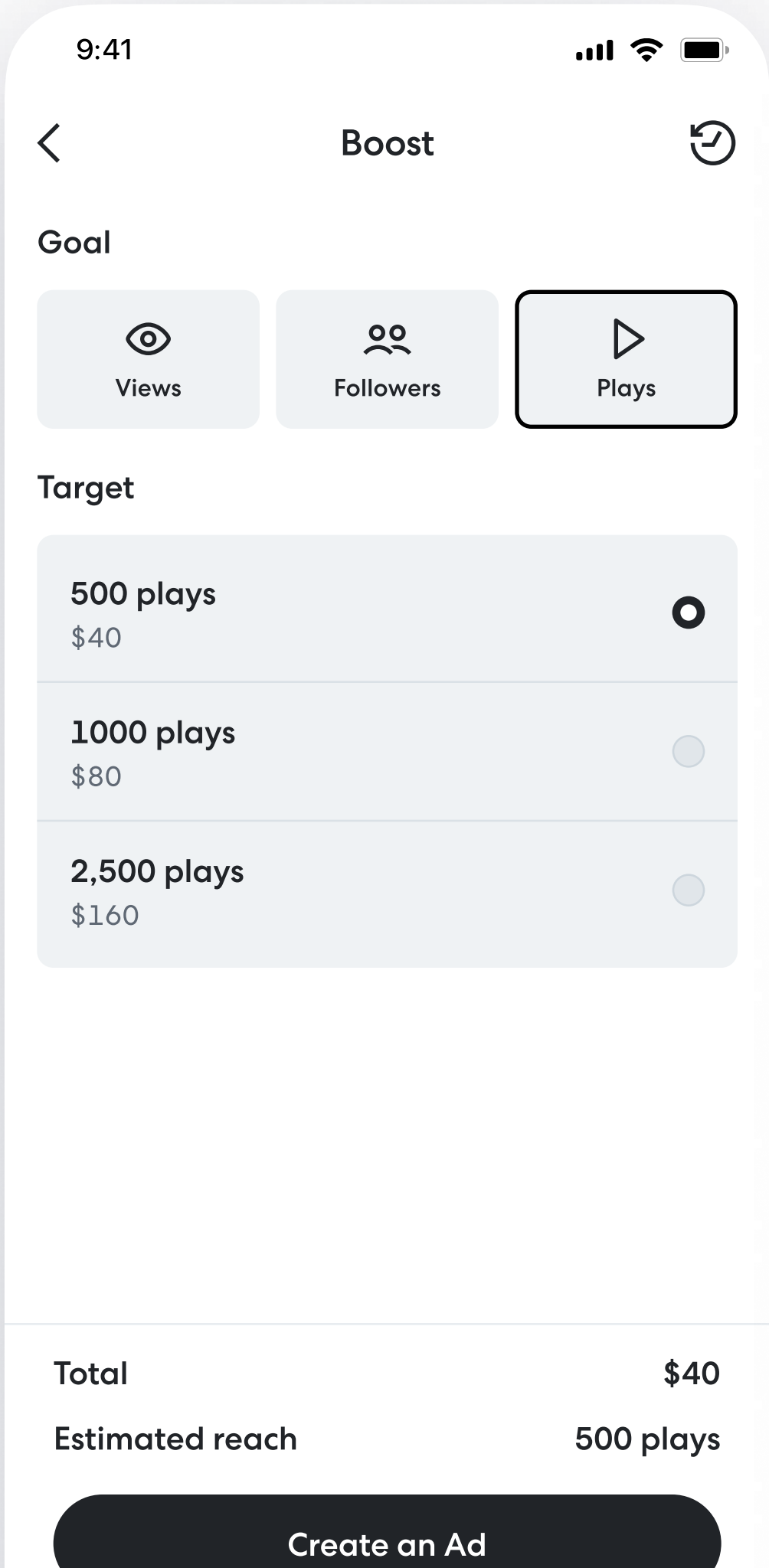
People pick a goal in the segment control, then set up the campaign.



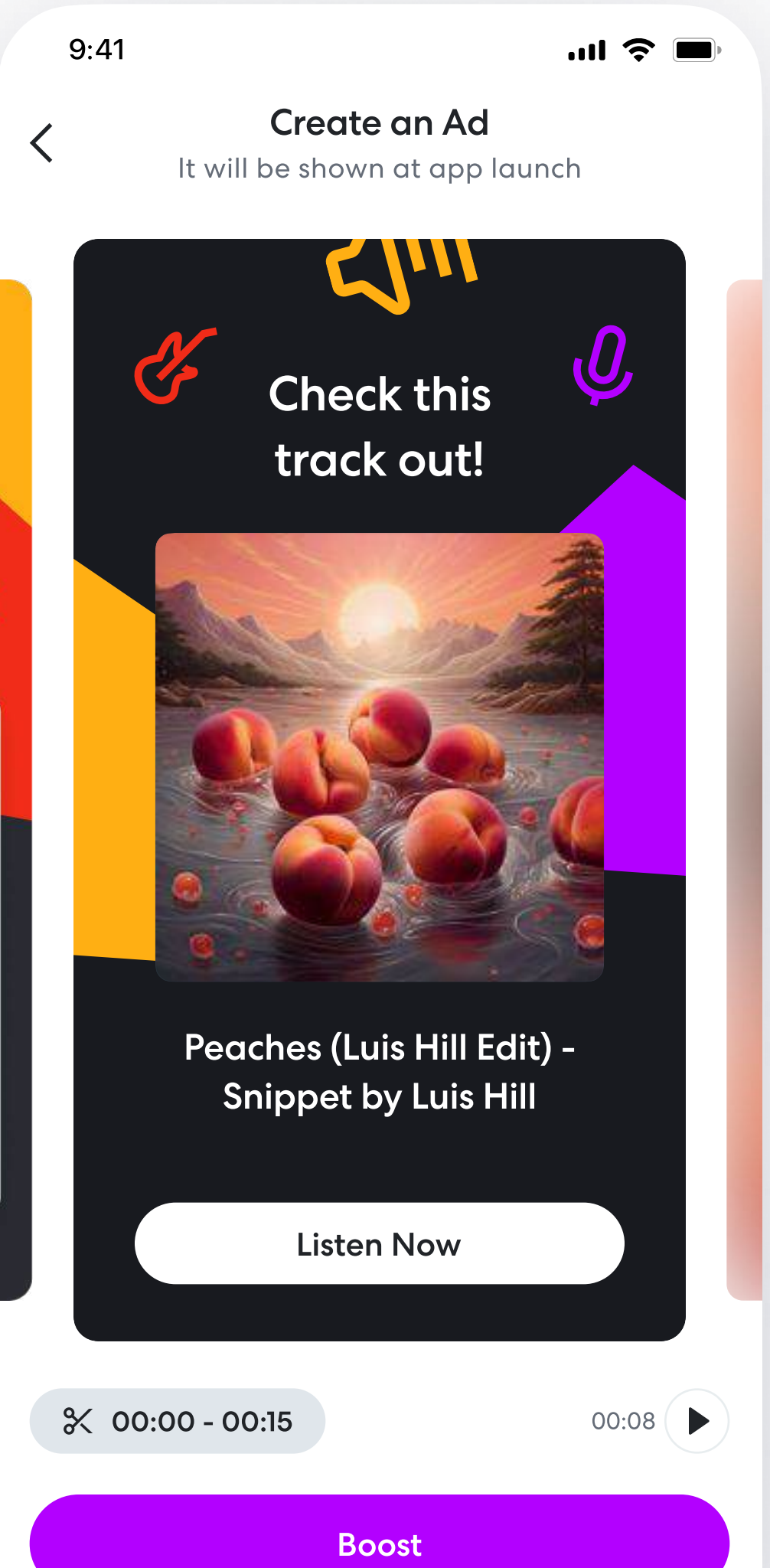
To get followers, we need more impressions, but we can't guarantee them in a set time — so we removed the duration slider.



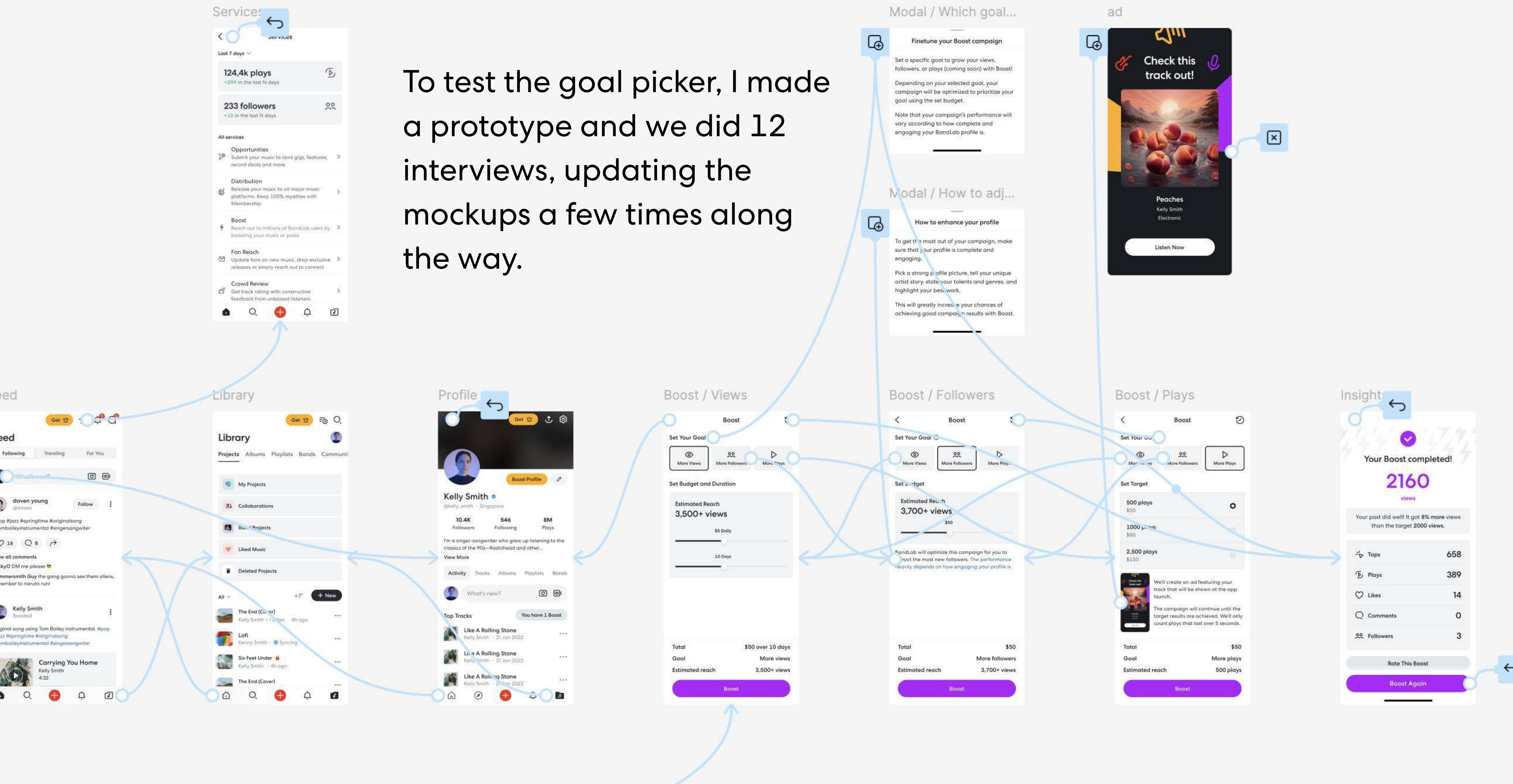
With plays, we wanted to test packs, not sliders. We'll see how it works during UX testing.



We'll show the artist's track ad at app launch. They can select a template for the ad.

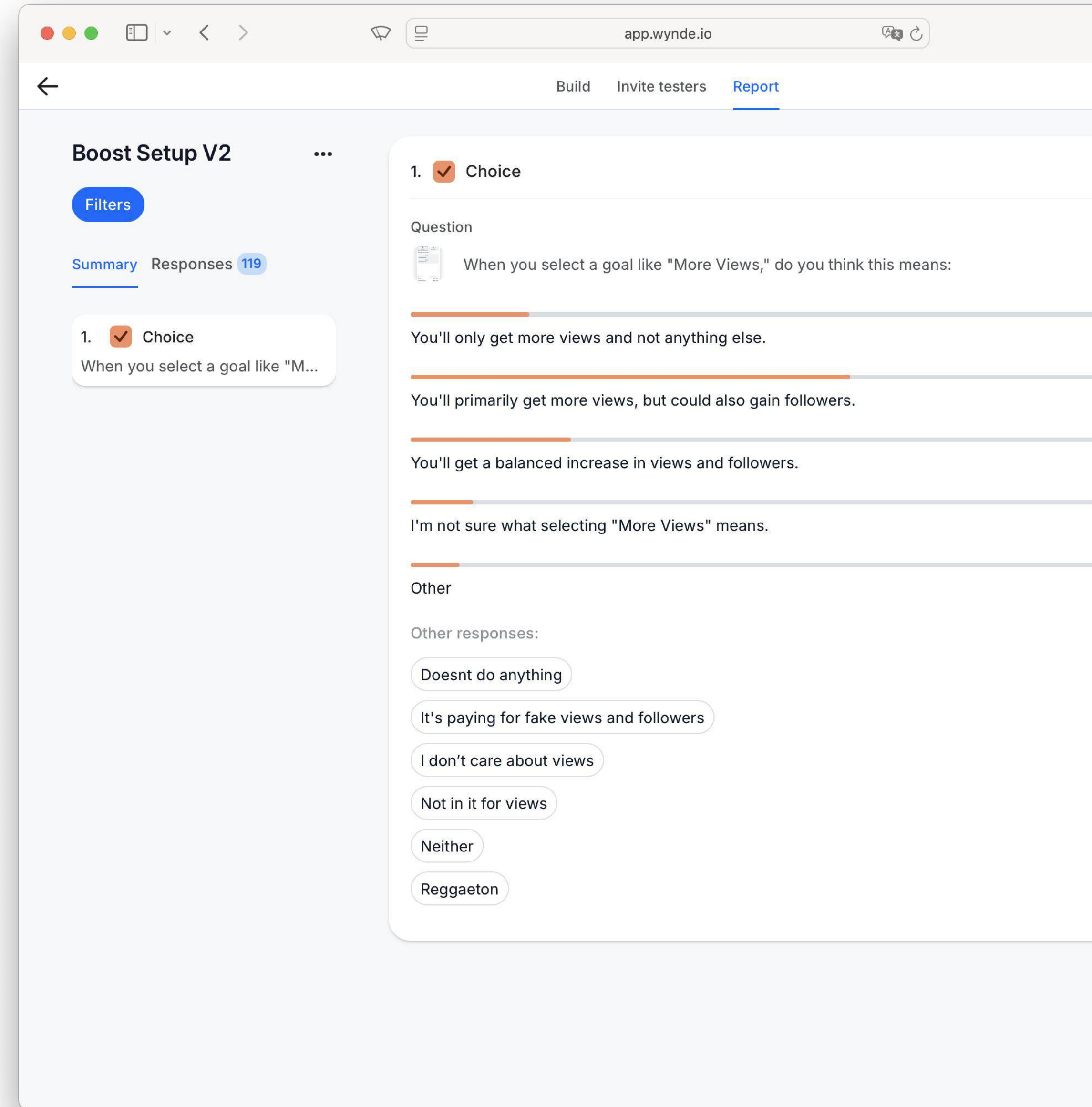


To test the goal picker, I made a prototype and we did 12 interviews, updating the mockups a few times along the way.



We tested some of the insights quantitatively during the interviews.

Some people didn't understand they get both more views and followers — they thought they only get one of them. A poll confirmed it.



Overall experience was good!

The screenshot shows a web browser window displaying a Confluence page. The browser's address bar shows 'bandlab.atlassian.net'. The Confluence navigation bar includes links for Home, Recent, Spaces, Teams, Apps, and Templates, along with a '+ Create' button. A search bar is located on the right. The page title is '202408 – Boost Goals UX Research Report', and it was last updated on October 11, 2024. The page is authored by @Mikhail Solomonov. The content includes a 'TLDR;' section with a bulleted list of findings. A 'Contents' section is visible at the bottom.

bandlab.atlassian.net

Confluence Home Recent Spaces Teams Apps Templates + Create

Search 4 ?

> Design Updated Oct 11, 2024 Edit Share ...

202408 – Boost Goals UX Research Report

7 min 11 Add a reaction

Designer: @Mikhail Solomonov

TLDR;

- **Positive Reception:** Users generally appreciated the concept and design of the Boost Goals feature.
- **"More Views" Concerns:** Viewed as less trustworthy, with users feeling it doesn't guarantee valuable outcomes.
- **"More Followers" Confusion:** Favored by users but lacks clarity on how it achieves follower growth.
- **"More Listens" Success:** Universally well-received, seen as highly valuable for users' goals.
- **Common Issues:** Concerns about bot interactions, low engagement post-boost, negative perception of the Boost label, and potential algorithm manipulation.
- **Feature Requests:** Users want clearer traffic source analytics, cross-platform boosting, real-time live stream view counters, and more transparent verification processes.

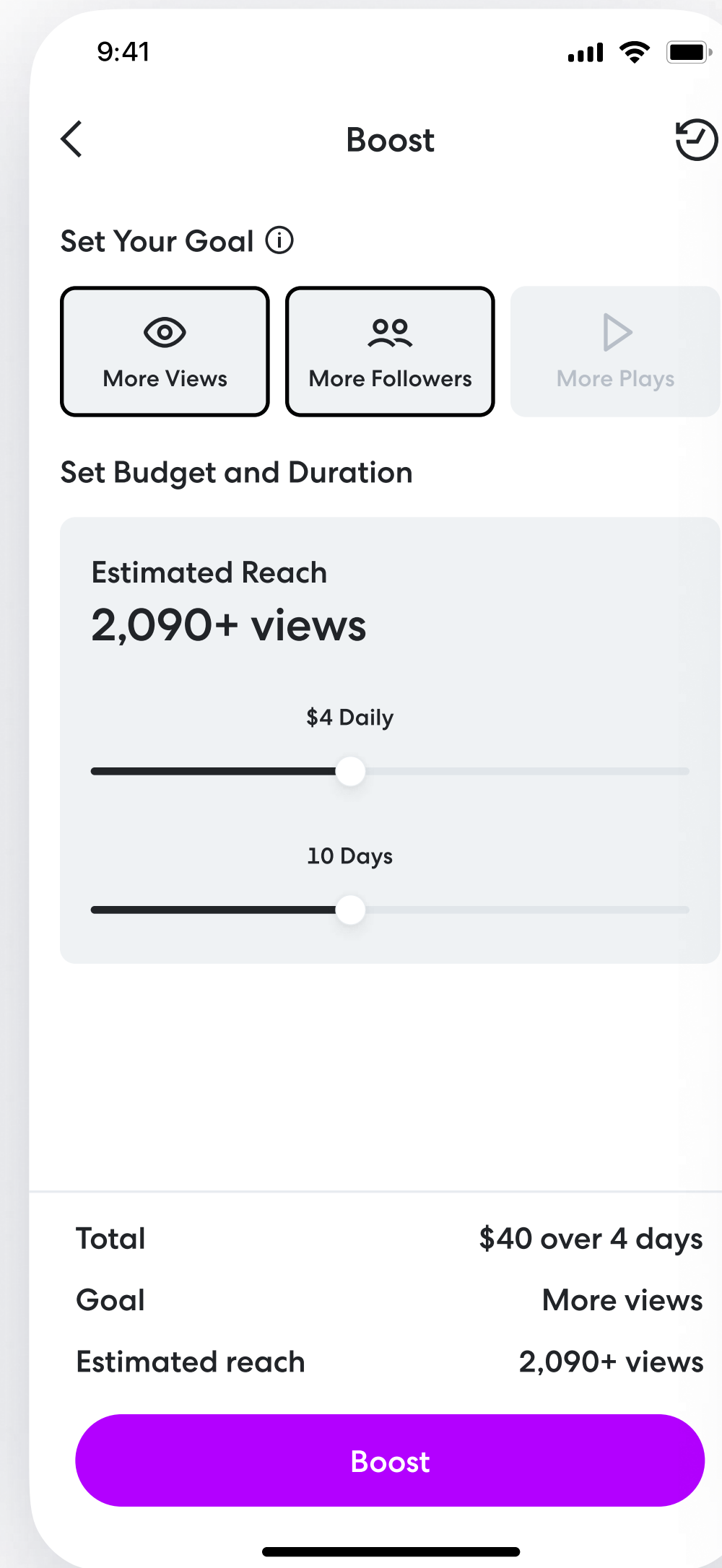
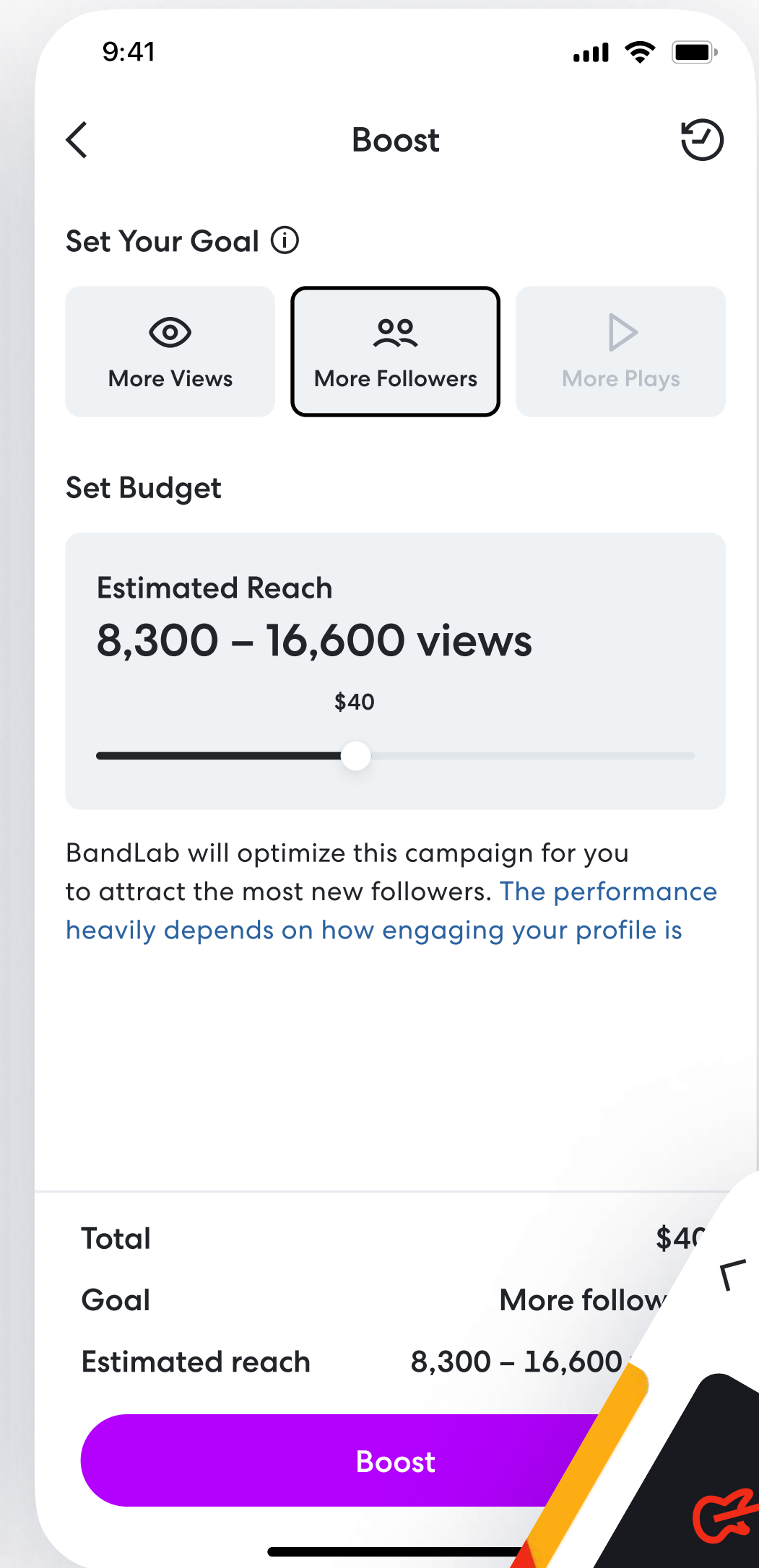
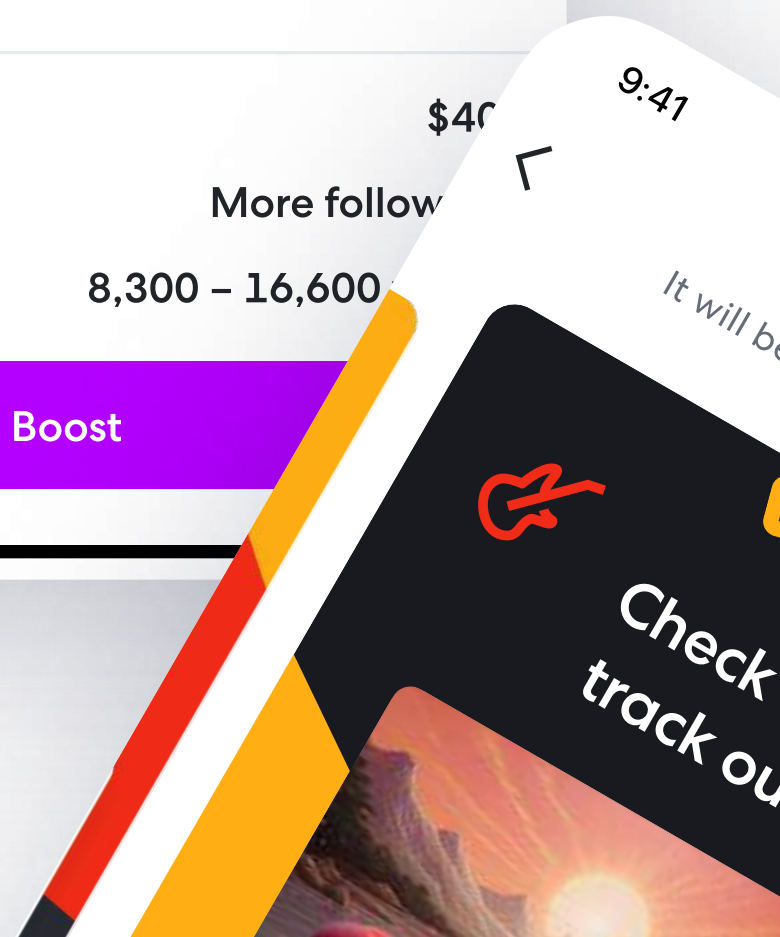
Contents

TLDR;

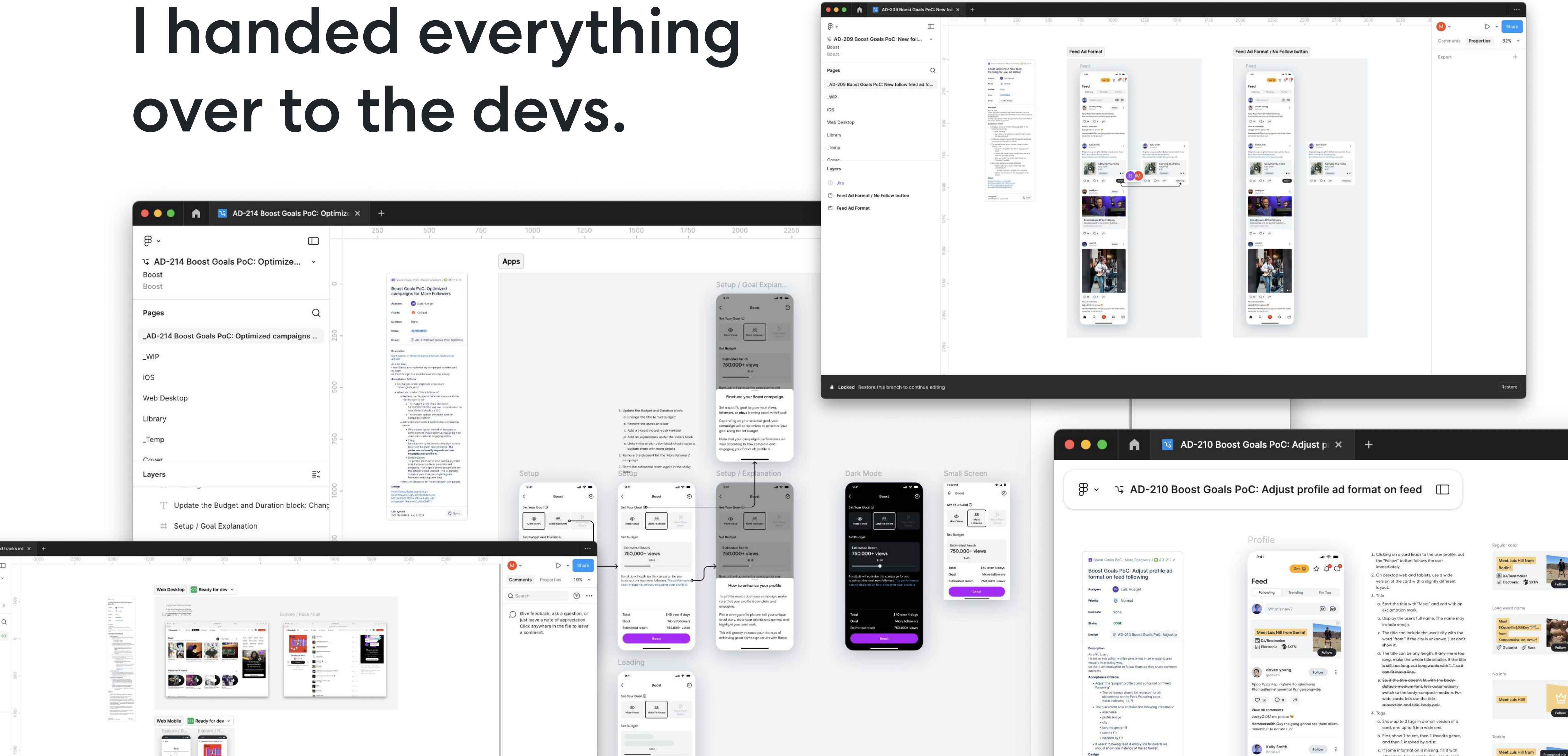
I updated the final mockups.

1. Added “More” to goals.
2. Added goal explanation.
3. Added a short note on how “More followers” works.
4. Added goal confirmation to the footer.
5. Tweaked a few other small things

Also, we dropped “More plays” for now — it’s hard to build, and “More followers” is enough to test the need.



I handed everything over to the devs.



**We rolled out the
goal picker and new
placements.**

**The goal picker was
under A/B testing.**



And we rolled back the goal picker :-)

Summary



SIGNIFICANT

BELOW CONTROL

BELOW GOAL

DECISION

Sep 13, 2024: Rolled back

Reason: Experiment failed

HYPOTHESIS

Comparing **variant** to "false", **Boost post purchases (Totals)** will not decrease by $\geq 2\%$, making the target performance of the treatment 0.116.

TAKEAWAY

For your goal metric, no variants exceed "false". Strongly consider rolling back to "false".

false



(Absolute value)

true



(Absolute value)

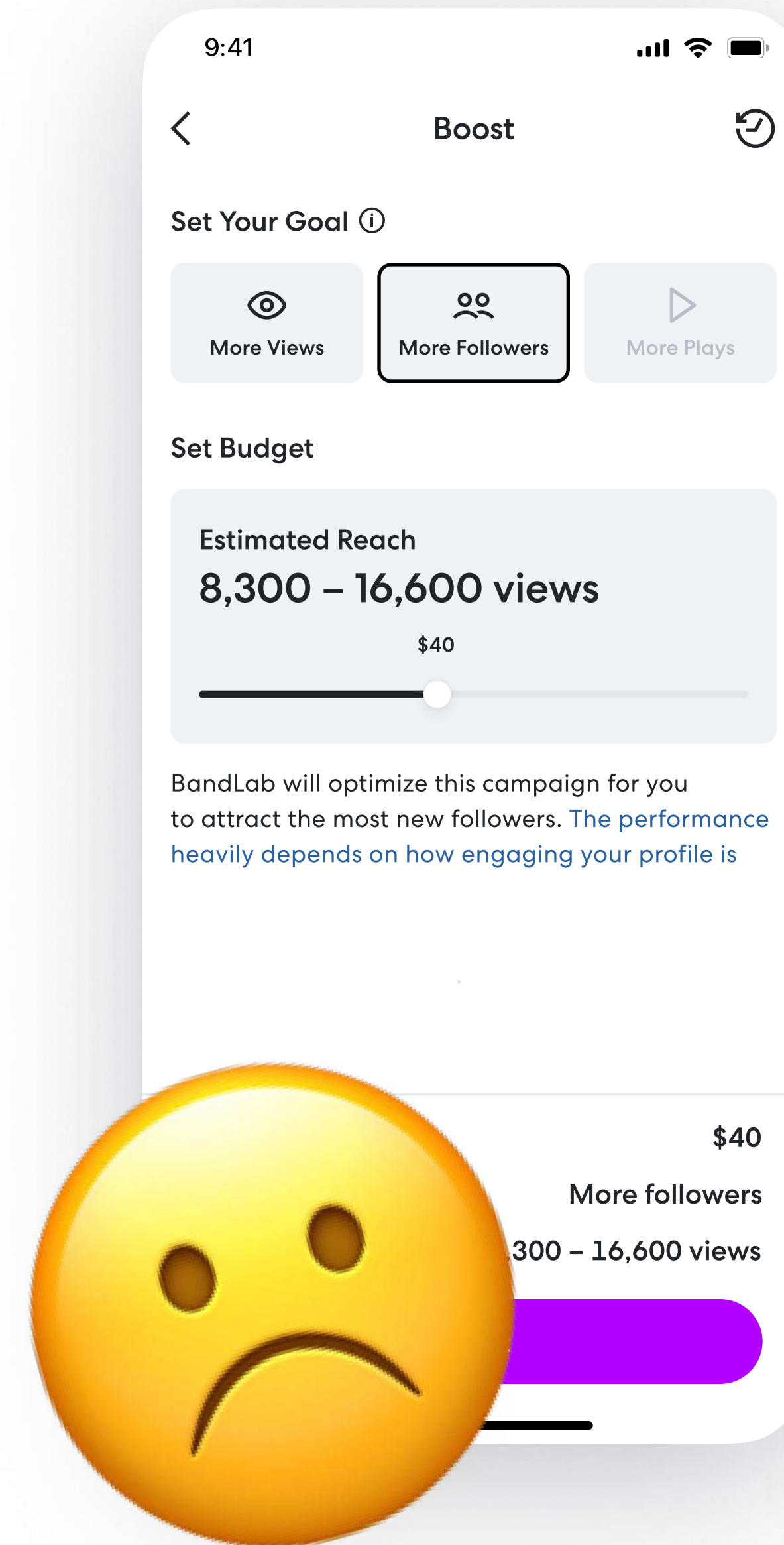
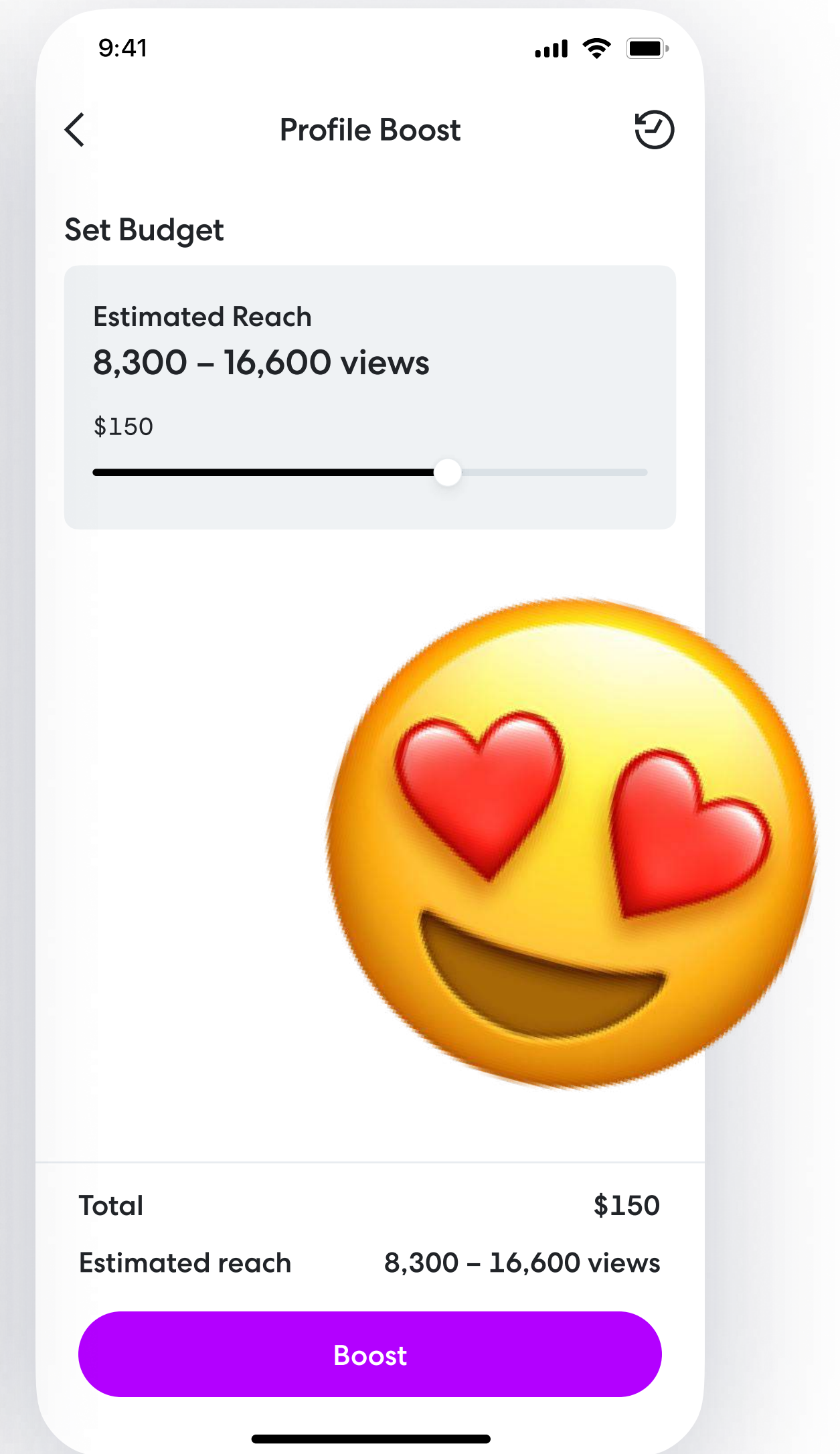
▼ -40.8%
Relative change



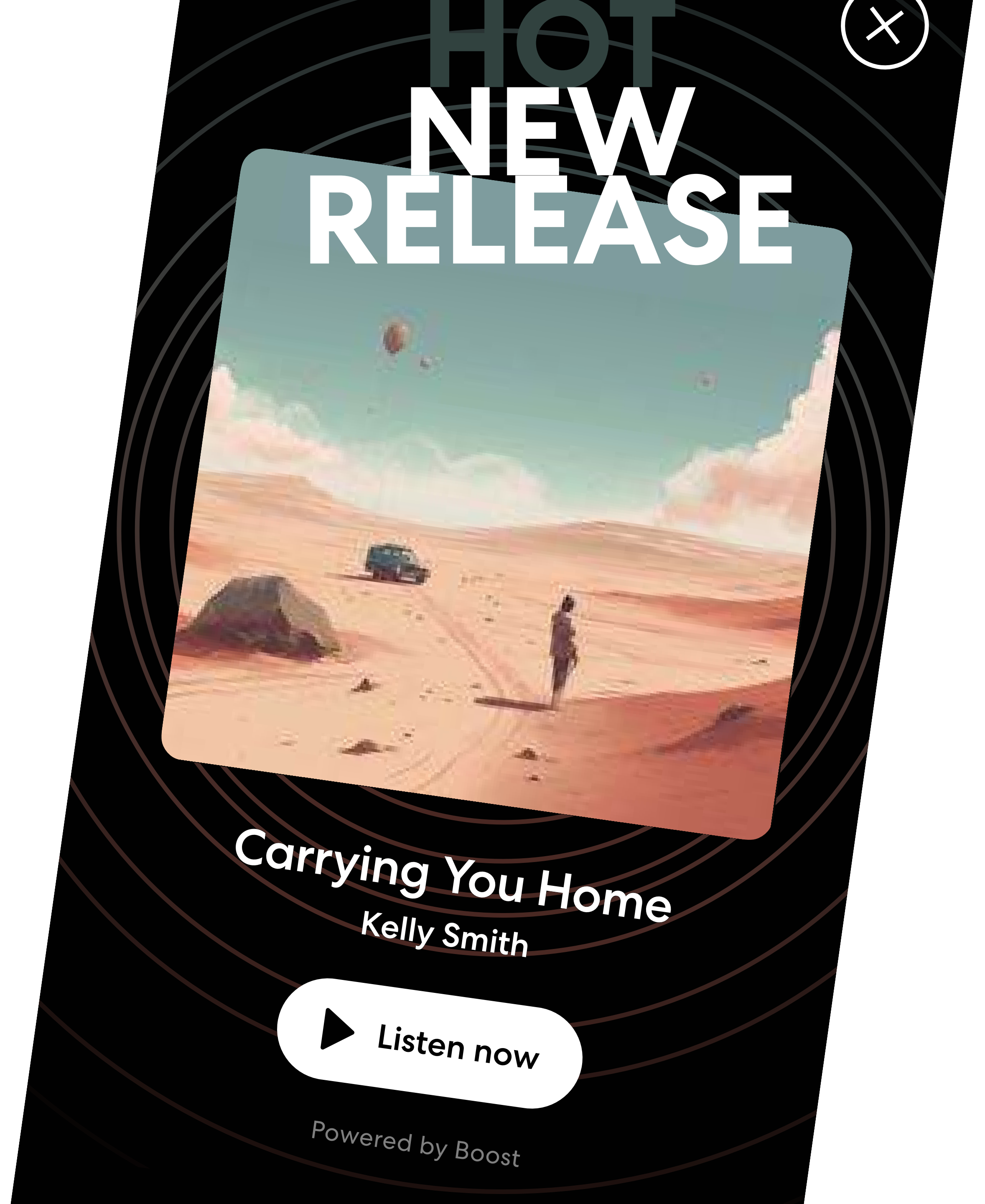
**Why did the goal picker fail?
We found out people
struggle to make a decision
when it's all-in-one.**



When we made
a separate product
from the "More
followers" goal —
people liked it!



So, we're making
a separate product
from the “More
Plays” goal now.



**Also, the new placements
have boosted our revenue,
so we're adding more.**



That's all!

Mikhail Solomonov

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solomonov.xyz

