

**\$1M saved in  
costs with design  
execution.**

**Changing the team direction at a  
100M users social network.**

**Streaming Wars:** [Disney Raises Prices](#) | [Podcasts Bounce Back](#) | [End of Peak TV](#) | [\\$20 Billion Sports Med](#)



## **BandLab surpasses 100 million users**

BandLab, the mobile app that allows users to make and distribute music, has reached a new, big milestone: surpassing 100 million users.

For the unfamiliar, BandLab is an all-in-one music creation, distribution and services platform that allows artists to make and monetize their music in one place. It also serves as a social media network with users sharing and chatting about tracks. Many of the app's creation tools are free to use, but users have to pay to get their songs on streaming services and for access to certain features.

**BandLab** is a social network with 100 million users.

# Context

**In 2023 Bandlab's Social Network department was focused on three product directions: music exploration, newsfeed, and chat.**

**I joined the Chat team as Senior Product Designer. However...**

# Challenge

**Chat team was struggling to meet their OKR – grow the usage by 5 times. Huge cash was burned for nothing.**

## **Production costs**

**Team had high production costs, covering all the devices. Any mistake could cost us 2-4 weeks.**

## **Lack of data**

**Team relied on statistics and world examples. The vision wasn't clearly defined and validated.**

# **My initiative**

- 1. Take the lead over the vision validation and align with PM.**
- 2. Validate the team's strategy through product research.**
- 3. Optimise the design processes to lead both design and research activities.**

# Research Documentation

## Goals

Validate the Chat team strategy  
Identify the main Jobs to be Done  
Understand the competition around.

## Team

Project Owner – Konstantin Konstantinopolskii

Researcher – Pavel Dolgov

Stakeholder – Kübra Akçay

**Method** In-depth Semistructured  
Interviews

**Target Group** Chat Users  
Bandlab Users

**Duration** 40–60 minutes  
5 interviews, 2 cycles

**Budget** \$ ■■■ per each  
interview.

## Interview Guide

### Warmup

1. Ask about user's journey in Music.
2. Plans and music Goals.

### Creation process and collaboration

1. How do you typically create music
2. And so on...

**We documented the initiative, aligned  
the team, and got the budget.**

# Interviews

**First 10 calls highlighted the main user segments and their patterns. But it felt they don't need anything.**

## **Segments**

**2** people preferred to just create music alone.

**3** had fun with friends.

**4** worked on a music career.

**1** were celebrities.

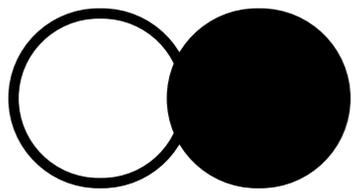
## **Patterns**

People often referred to live-collaboration, project discussions, and lack of organization.

80% of chat users didn't know about recent features.

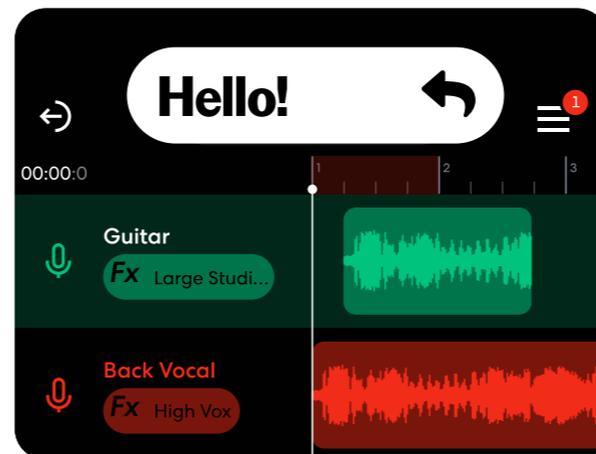
# Vision

We decided to test it by designing the best vision possible. And then asking the users to vote for it.



**Distinct Project  
and Regular Chat  
Notifications**

**Live  
Collabo-  
ration**



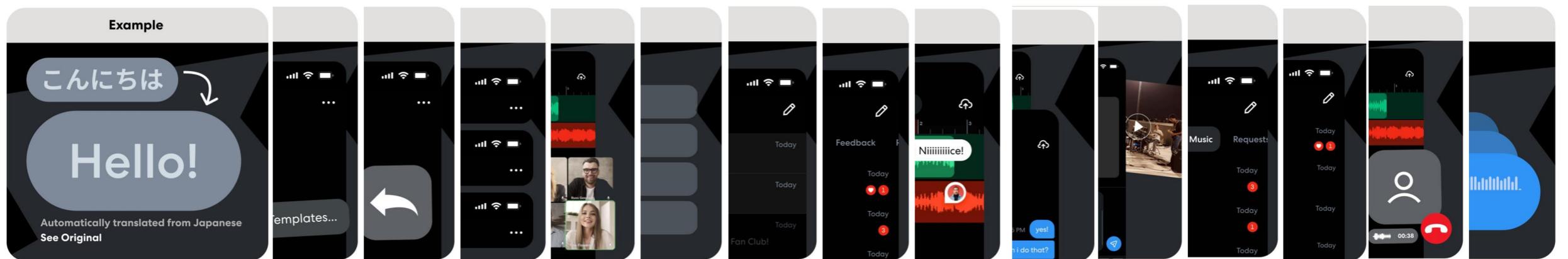
**Plus**

**Statuses,  
Folders,  
Translation,  
Desktop  
Integration**

**Spam Lists,  
Templates.**

# Validation

To see which part of the vision drives more engagement, we created a KANO survey.

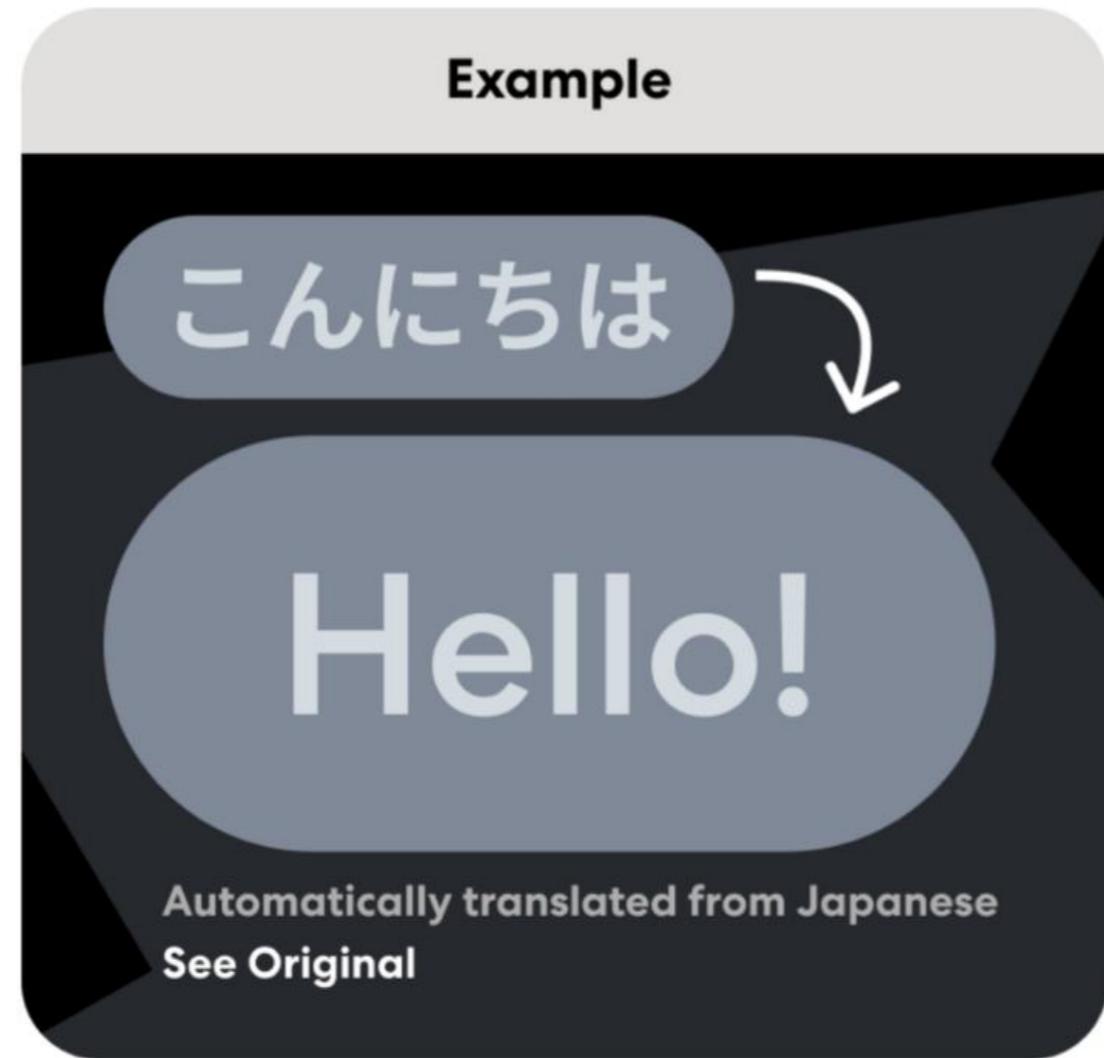


To reduce misunderstandings, we illustrated each step in the survey.

9 → **If you WERE TO HAVE instant translation for foreign languages in your messages, how would you feel?**

- A I like it
- B I expect it
- C I am neutral
- D I can live with it
- E I dislike it

**OK**



Powered by **Typeform**

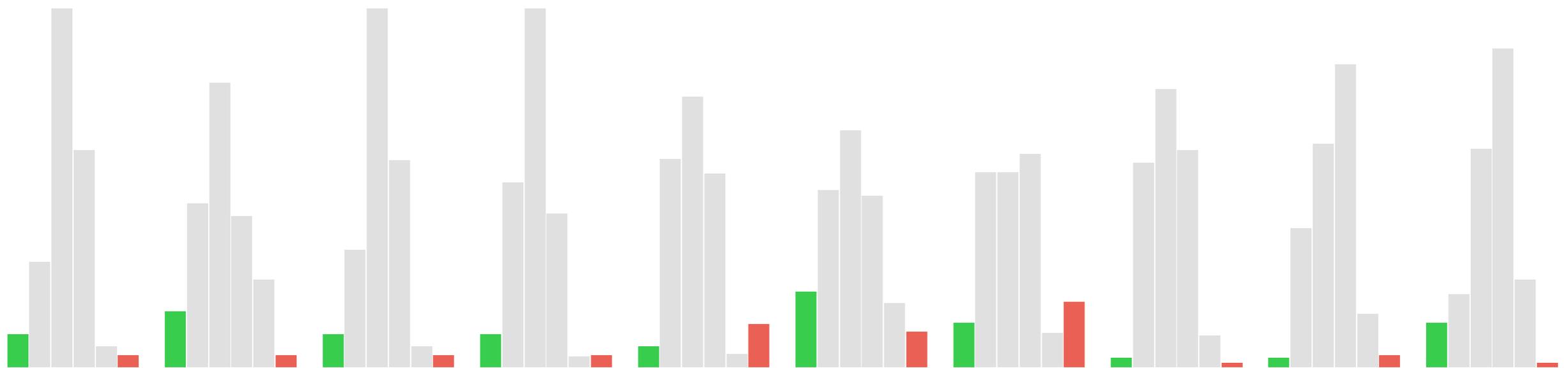
**Final look of a survey step after UX-tests users.**

# \$1M at risk.

Users weren't interested in Chat improvements. At all.

Most of the features were in the Nice-to-Have – **Don't-Do-It** part of the spectrum.

Only one feature got at least **10% Must Have** votes.



# Pivot

Together with the manager we successfully pitched the idea to pivot the team and focus on collaboration.

From the 2024, team started to work on the Bands concept.



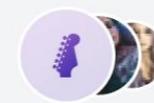
Near You



Worldwide



Rappers/Beatmakers



Guitarists

**Bands**

# Results

**Manager immediately escalated the research results. Bandlab decided to change the team's direction.**

**\*Based on calculation of 10-person cross-functional team median salaries, infrastructure and maintenance costs.**

**Special thanks to Kübra Akçay, Pavel Dolgov, and Roman Vagner for their trust and support in the process.**

# Testimonials



**Roman  
Vagner,**  
Design lead  
at Bandlab  
Technologies

**You proactively solved  
one problem after  
another to align closely  
with the team's OKRs.  
A great example for the  
product, design, and  
research.**



**Pavel  
Dolgov,**  
researcher at  
Bandlab  
Technologies

**You transformed user research insights into tactical and strategic goals. This example helped to bridge the gap between research and business teams a lot.**

**Multiply Outputs  
with Bold design moves  
from your new Head of  
Design and mentor.**

**For startups, agencies,  
and designers.**

**Shared at \$99.**

**With love.**

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**KK**