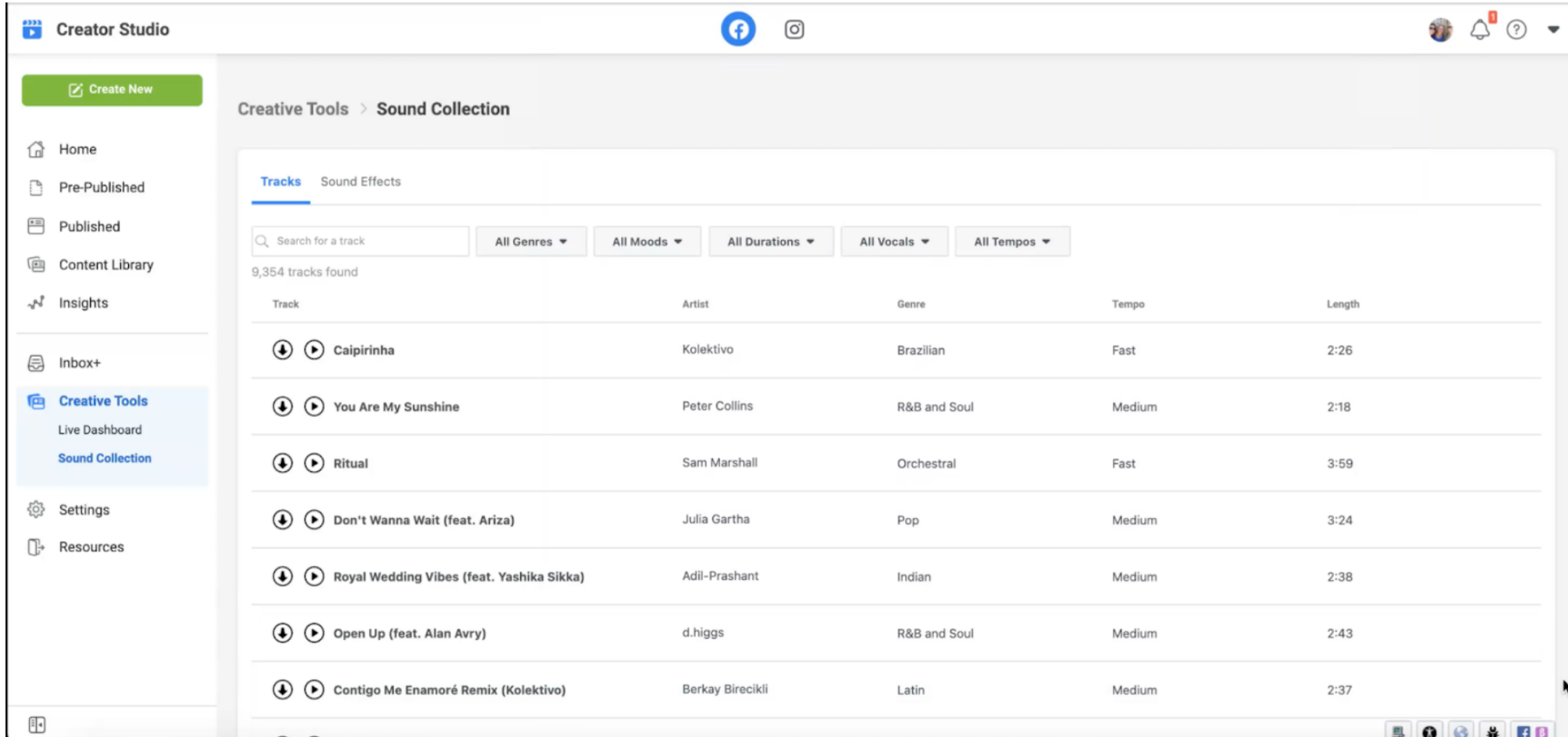


## Sound Collection: Old interface

The [Sound Collection desktop site](#) had a utilitarian experience with a simple song list and limited filter and sort options. It did not feel engaging or convey the high-end quality of the music collection.



The screenshot displays the 'Sound Collection' interface within 'Creator Studio'. The top navigation bar includes social media icons for Facebook and Instagram, and user profile, notification, and help icons. A sidebar on the left contains navigation options: Home, Pre-Published, Published, Content Library, Insights, Inbox+, Creative Tools (highlighted), Live Dashboard, Sound Collection, Settings, and Resources. The main content area is titled 'Creative Tools > Sound Collection' and features a 'Tracks' tab and a search bar. Below the search bar are filter buttons for 'All Genres', 'All Moods', 'All Durations', 'All Vocals', and 'All Tempos'. A message indicates '9,354 tracks found'. The track list is organized into columns: Track, Artist, Genre, Tempo, and Length. Each track entry includes a play button and a download icon.

| Track                                     | Artist           | Genre        | Tempo  | Length |
|---|------------------|--------------|--------|--------|
| Caipirinha                                | Kolektivo        | Brazilian    | Fast   | 2:26   |
| You Are My Sunshine                       | Peter Collins    | R&B and Soul | Medium | 2:18   |
| Ritual                                    | Sam Marshall     | Orchestral   | Fast   | 3:59   |
| Don't Wanna Wait (feat. Ariza)            | Julia Gartha     | Pop          | Medium | 3:24   |
| Royal Wedding Vibes (feat. Yashika Sikka) | Adil-Prashant    | Indian       | Medium | 2:38   |
| Open Up (feat. Alan Avry)                 | d.higgs          | R&B and Soul | Medium | 2:43   |
| Contigo Me Enamoré Remix (Kolektivo)      | Berkay Birecikli | Latin        | Medium | 2:37   |

# Sound Collection: Updated interface with North Star design elements

The product designer and I created personas and journey maps to inform a North Star design. This screenshot shows the design elements that have shipped: an education band, featured music section, and quick picks for genre and music.

The screenshot displays the 'Sound collection' interface within the 'Creator Studio' application. The interface is organized into several sections:

- Header:** 'Creator Studio' logo, social media icons for Facebook and Instagram, and a navigation breadcrumb 'Creative tools > Sound collection'.
- Left Sidebar:** A vertical navigation menu with options: Home, Notifications, Pre-published, Published, Content library, Insights, Inbox+, Creative tools (highlighted), Live dashboard, Sound collection, Settings, and Resources.
- Main Content Area:**
  - Tracks:** A sub-section for 'Sound Effects'.
  - Ways to use Sound Collection:** A dropdown menu.
  - Featured music:** A row of ten music tracks, each with a cover image, title, and artist name:
    - Playing With Fire - Dawn Beyer
    - So Good - Alex Blue
    - I'm That Type - E-Turn
    - Bésame Quiére... - Kolektivo
    - Summer Some... - The Poison Oaks
    - Belleville - Moira Smiley
    - Bite Back - Tash
    - You & I - Kiri T
    - The Other Part - Gracie and Rachel
    - California Drea... - Layla Tucker
  - Quick picks:** A row of twelve genre-based image thumbnails:
    - Electronic
    - Pop
    - Hip hop
    - Cinematic
    - Latin
    - Indian
    - African
    - Chill
    - Energetic
    - Happy
    - Rock
    - R&B and Soul
  - Filters:** A search bar and five filter dropdowns: Genres, Moods, Durations, Vocals, and Tempos.
  - Search Results:** A table listing tracks found, with columns for Track, Artist, Genre, Tempo, and Length.

| Track                   | Artist       | Genre   | Tempo  | Length |
|-------------------------|--------------|---------|--------|--------|
| Lose It (feat. Ariza)   | Julia Gartha | Pop     | Fast   | 3:06   |
| Jaro (prod. by CALIDAD) | Zeefellaz    | Hip Hop | Medium | 2:51   |

## Sound Collection: In-product education for the user

An expandable/collapsible education band provides easily accessible information for users who may not be sure how and where they can use the audio. It also provides a fast link to terms of use for those who need legal copyright information.

Testing confirmed that the vertical space required for the Education Band was not detrimental to our topline metrics of daily average users or increased song downloads. So the education band was a helpful addition to the page.

The image displays two states of an in-product education band for Sound Collection. The top state shows the band collapsed into a single horizontal bar with a title "Ways to use Sound Collection" and a small downward arrow icon on the right, which is circled in red with a downward-pointing arrow. The bottom state shows the band expanded into a larger container. The title "Ways to use Sound Collection" is at the top left, and a small upward arrow icon is at the top right. The expanded content is organized into three columns, each with a purple icon, a title, and a description:

- Discover new music and sounds**: Explore our exclusive collection of music and sound effects, with frequent new releases from award-winning artists.
- Use free on apps from Meta**: Play, stream or download rights-cleared audio and use it on Facebook, Instagram or other apps from Meta.
- Create more engaging content**: Enhance your videos or audio content with music or sound effects and use on business, creator or personal accounts.

A link for "Terms of use" is located at the bottom left of the expanded band.

## Sound Collection: An updated heading that increased downloads by 3%

The featured music section was not performing as well as expected, so we experimented with different copy options. “Great music for your videos” produced a 3% increase in song downloads.

The screenshot shows the Creator Studio interface. On the left is a navigation sidebar with options: Home, Notifications, Insights, Pre-published, Published, File management (selected), Your assets, Shared with you, Sound collection, Tools, Content library, Inbox+, Creative tools, Settings, and Resources. The main content area is titled 'File management > Sound collection'. It features a 'Tracks' tab and a 'Sound Effects' tab. A dropdown menu is open, showing 'Ways to use Sound Collection' with a red circle around the text 'Great music for your videos' and a red arrow pointing to it. Below this are nine track cards, each with a cover image, title, and artist name: 'Jaro (prod. by ...)' by Zeefellaz, 'Want U To Stay' by SugarBeats, 'Tudo Lindo' by Kolektivo, 'Breaking Waves' by The K Club, 'Funk Jarana' by Quincas Moreira, 'Dance Circuit' by Black Box, 'El Bass' by Chela Rivas, 'Tension' by Symphonic Planet, and 'Lights On' by Lance Taber. Below the tracks is a 'Quick picks' section with ten genre categories: Electronic, Pop, Hip hop, Cinematic, Latin, Indian, African, Chill, Energetic, Happy, and Rock. At the bottom, there are filter tabs for Genres, Moods, Durations, Vocals, and Tempos, each with a 'Choose' dropdown menu and a search bar for tracks.