

UX Research / Report - Mello

Background:

"Mello - The Relax App"

The word Mello comes from the word Mellow, which is a synonym of Mellifluous. The word mellifluous is an adjective, mostly used to express a piece of music that is smooth, gentle and very pleasant to listen to.

App objectives:

Mello aims to be a simple Music player app that can make its users happy, help them feel relaxed, help them to be stress-free, help them to be focused, and help them to sleep. In simple words, Mello stands out to be the only app that actually thinks about the users. The app doesn't have a direct focus on a specific age-group, and so it's designed in such a way, it can be used by everyone.

Methodology:

Based on the goals/objectives, *Simplicity & Personalization* are going to be the key to the design. We all have been through some periods when things get difficult at work, school, or in our personal lives, and so we try to use as many tips, tricks, and techniques as we can get to calm your nerves. And this is where **Mello** comes to help. Assuming that our users are having a rough day, or maybe they just want to spend some time alone to manage their stress and feel relaxed, we need to design the app in a way that gains the trust of the user, backs the user, and also help them move forward. Designing a minimal and friendly user experience for the users.

Metrics:

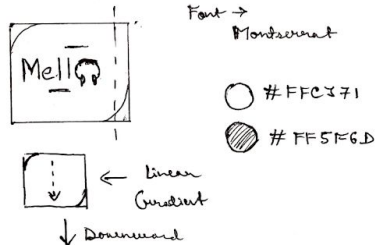
These metricises might change the way we think. So they should be kept in mind while design-thinking.

- Neuroscience says that listening to soothing music can reduce anxiety and stress by up to 65%.
- Listening to soothing music has shown a massive ~45% reduction from usual physiological resting rates of a person going through anxiety.
- Reviewing the Effectiveness of Music Interventions in Treating Depression
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5500733/>

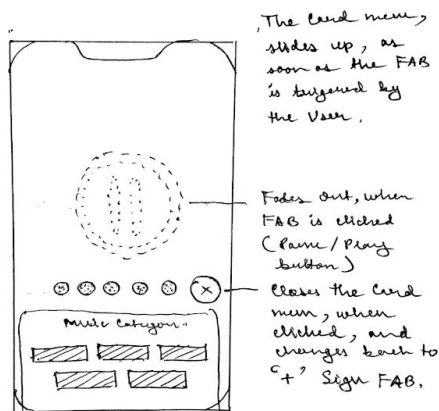
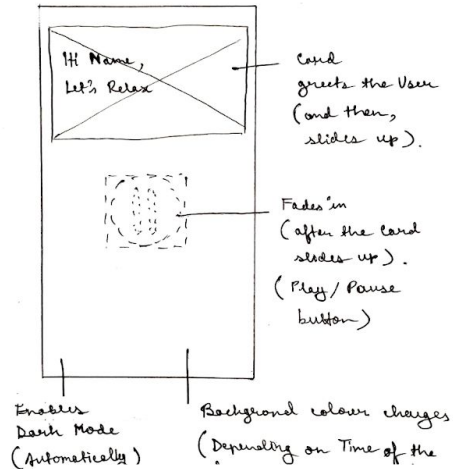
So one thing is clear that relaxing music has a positive effect on users, and now some tweaks to be done with the UX design of the app to gain their trust.

Mello

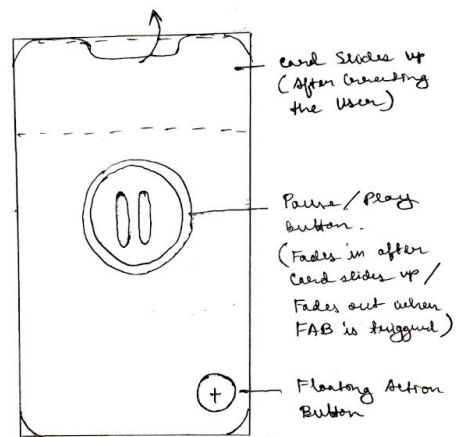
Mello



Mello from 'Mellifluous Music'

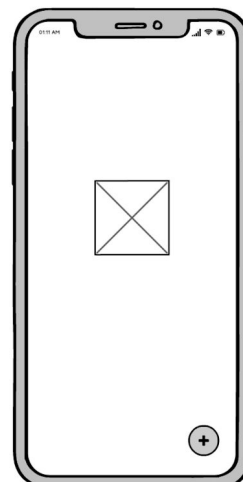
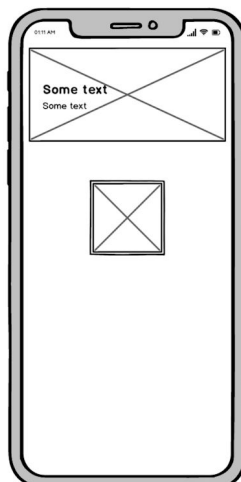
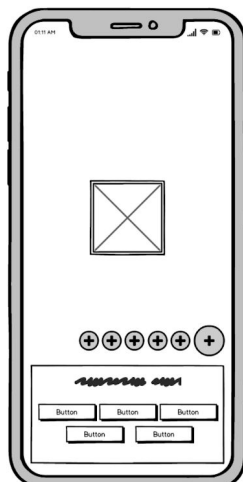


- ▨ — Music Categories.
- ⦿ — Function for the User
(Eg:- Check Privacy Policy, Check App Info, Set Sleep Timer, Show the App)



(And also gives user to set some other functions like 'Sleep Time', 'Check Privacy Policy', 'Check Info', 'Rate the App')

(Opens another Card, showing categories of music)



App Onboarding

From the very first click, we need to make sure that the user has a good experience

- Avoiding the Signup/Login procedure
- Directing the users straight to what they have come for
- Card greets the User, slides up, and starts the music.
- AI is used to change the app background colour on the basis of time, weather, temperature, etc.

While **colour** theory, in general, is a complex subject, and the use **of colour** in **UX** design covers much **more** than just creating a palette that looks nice (such as accessibility and the psychological effects of even different shades within the same hue)

- Music starts playing as soon as you open the app. Music gets selected automatically with the help of that same algorithm used for the background colour selection.

Main Page

We want our users to Relax, and so is this simple approach to the UI Design.

- The big 'Pause/Play' button acts the primary button for the entire app.
- The floating 'Add' button, adds more features to the app. When clicked, the menu slides in from the bottom and slightly fades out the 'Pause/Play' button.

Menu

To make the app more useful, there is also a menu with customizable options.

- There are 5 Music categories.
- By default, the app starts with the 'Relax' category, where the music is automatically selected according to the weather and time.
- Functions like 'Sleep Timer' is also present in the app.
- Other buttons include 'Share', 'Privacy Policy', 'App info'.

As a UX Designer, I believe that in every product, there's always some scope of improvement that can be done to enhance the experience of the user. So here are some of the improvements that I would like to do :

High Fidelity Wireframe

