

# ASSIGNMENT 2:

## APP DESIGN & PROTOTYPING

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In the following, you will be introduced to an app called "E-Dance", which I designed.

This app is a music app specializing in the electro genre.

On the following pages I will explain all the functions of the app, how the app can be used, what its content and user flow would look like and more.

You will also see and interact with some prototypes of the app.

# ASSIGNMENT 2:

## APP DESIGN & PROTOTYPING

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1. Moodboard
2. Persona
3. Scenario
4. Content strategy
5. Information architecture
6. Navigation design
7. Paper Prototype
8. Wireframe
9. Visual Design (Icon)
10. High-fidelity prototype



# MOODBOARD



electro

House



Trap





# PERSONA

Naomi Davis

## Characteristics:

- 24
- female
- single
- lives in New Jersey
- studies journalism



**Motivations:**

- turning passion into a job
- inspiring people with music

**Frustrations:**

- often too lazy to learn
- wants to achieve goals immediately

## Biography

Naomi has always had a passion for music. She already liked to sing and dance when she was a child. That's why she joined a music school at an early age and learned to play several instruments. The guitar is still her favourite instrument today.

In her youth she discovered her love for EDM (Electronic Dance Music). As often as she could, she went to clubs with her friends and wished that some day, she would stand up there instead of the DJ and she'd put on some music. Shortly afterwards she started teaching herself to mix music and uploaded her own tracks to the internet. So far, however, there has been no great success.

As a second mainstray, Naomi chose journalism. She is currently in her third semester. She lives in a shared apartment with her best friend and her dog. The two of them often do a wide variety of things together, go on trips with Naomi's dog or go to parties together.

## Personality:

Introvert ● ● ● ● ● Extrovert  
Thinking ● ● ● ● ● Feeling  
Sensing ● ● ● ● ● Intuition  
Judging ● ● ● ● ● Perceiving

Creative Passionate Talented  
Open minded Lazy Extroverted

## Hobbies:

- dancing, making music

## Favourite EDM genres:

- Dubstep, House

# SCENARIO

On a Saturday morning, Naomi wakes up early. She plans to catch up a lot for university today. She also wants to go out to party with her friends tonight. While she is still in bed, she already thinks about the evening and wonders where she and her friends could go tonight. It occurs to her that with the E-Dance app she can not only listen to her favourite EDM music, but she can also easily find out whether the clubs in her area have any great events planned for today.

She opens the app and switches to the E-Dance+ section. Under the tab „Suggestions“ she can see some events from clubs that are in her area. The app had saved her location, she scrolls down to see the different events. When she doesn't find anything appealing, she switches to the „Favourites“ tab and finds some events from clubs that she has favored. She sees that her favourite club had a 90s party that evening. She clicks on the share-button to show the event to her friends who also use E-Dance. When she clicks on the event, she finds further information.

After breakfast Naomi began studying while listening to some music on E-Dance. After a while, she taps on the small arrow at the right side of the screen to open a small submenu where she can access her profile. Her friends texted her back about the event.

She finds it convenient that most of the buttons in the app are within the range of motion of her thumb and not somewhere in the upper area of the app. After a few hours, Naomi's roommate comes home from work and the two of them arranged to meet their friends for the party that Naomi had suggested via E-Dance.

After a long evening Naomi went to bed tired. In order to be able to sleep better, she selects her favourite playlist from E-Dance in the library section and listens to it while she falls asleep.



# CONTENT STRATEGY

## Operating System:

- Android

## Albums

- directory of songs (mp3)
- title, artist, description (text)
- album cover (jpg, png)

## Comment Section for Events

- texts

## E-Dance+

- pictures (jpg, png)
- information
- descriptions
- comments

## Playlists

- directory of songs (mp3)
- title, description (text)
- cover (jpg, png)

## Texts

- information
- descriptions
- navigation tools

## Menus

- navigation tools (Home, Search bar, Library, E-Dance+, Profile, Messages, Upload, Settings)

## Soundtracks / Songs

- title, artist, description (text)
- cover (jpg/png)
- mp3

## Profil

- profile picture (jpg, png)
- information (text)
- descriptions (text)

# CONTENT STRATEGY

## In what context can the app be used?

E-Dance is a music app that specializes in Electronic Dance Music (EDM). Although it is more aimed at a younger audience, this app offers a wide range of functions and music that is suitable for everyone. Not only can people upload or listen to their favourite music for free, create playlists and communicate with friends through the app, but with the chargeable E-Dance+ feature, they can see a list of events organized by clubs in their vicinity, share them with friends and write comments in the comment section.

## Content requirements regarding the persona

The persona Naomi Davis is usually quite active in her freetime. She is often outside with friends and she especially loves to party. Which is where E-Dance+ comes in handy. She has enabled that the app can access her location so she can find information about all events that take place in that area. However, she already has her favourite clubs favored and can see them in a second list, so she doesn't need to search for too long.

When she is studying, she often uses the app to listen to music. She has a list of her favored playlists and songs, so she can easily access them. While she might need her phone for her studies, she can easily manage the playing of the music she is listening to with her scroll down menu.

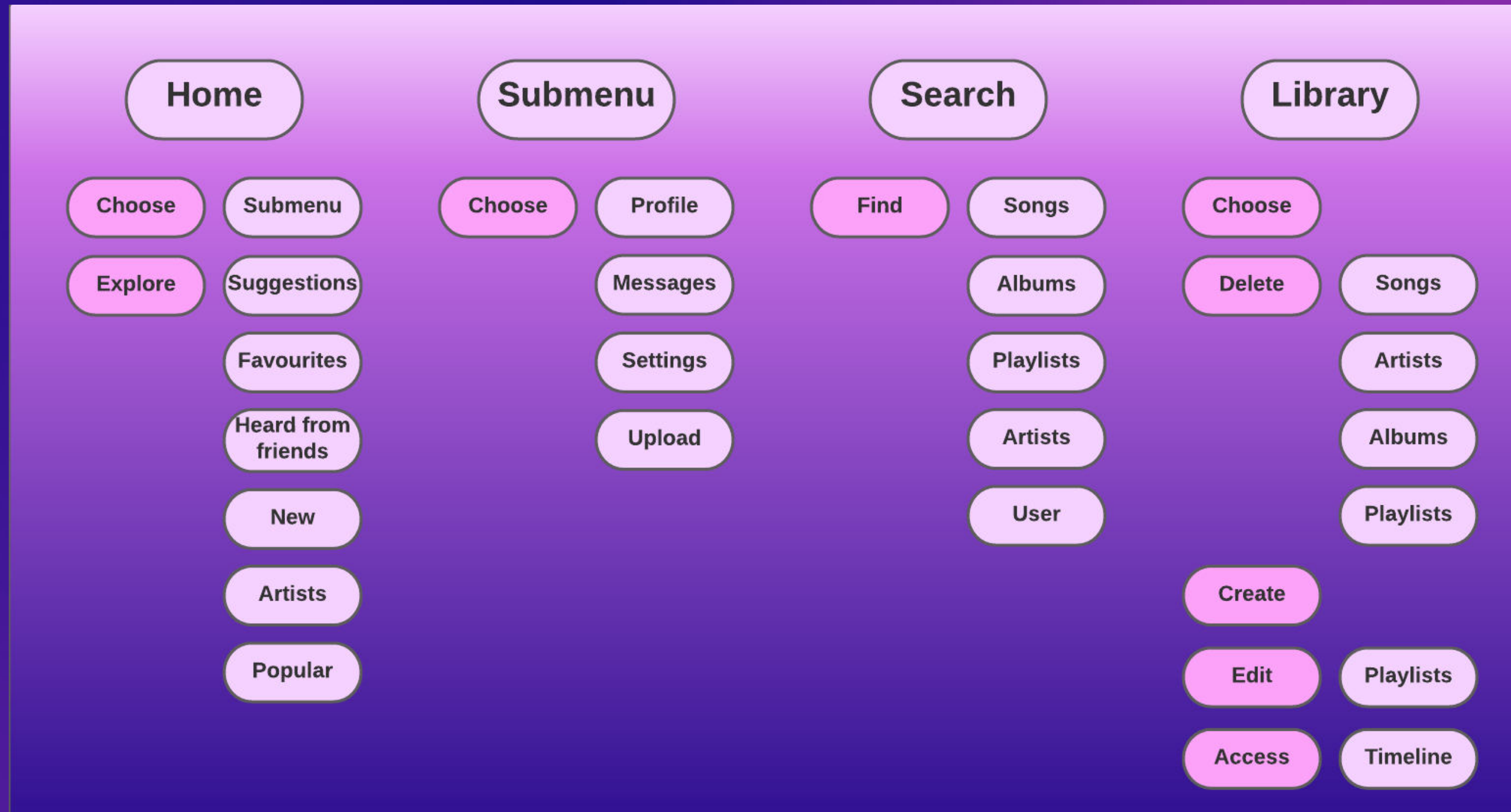
# INFORMATION ARCHITECTURE

Content	Use of Content
<ul style="list-style-type: none"><li>texts</li></ul>	<ul style="list-style-type: none"><li>profilnames, profil information</li><li>song names, song information</li><li>album names, album information</li><li>playlist names, playlist information</li><li>events, event information</li><li>comments</li><li>messages</li><li>settings, names of navigation tools</li><li>descriptions, information</li></ul>
<ul style="list-style-type: none"><li>mp3 data</li></ul>	<ul style="list-style-type: none"><li>playing music</li></ul>
<ul style="list-style-type: none"><li>jpg / png data</li></ul>	<ul style="list-style-type: none"><li>displaying album covers</li><li>displaying song covers</li><li>displaying profil pictures</li><li>displaying playlist covers</li><li>displaying event banners</li></ul>



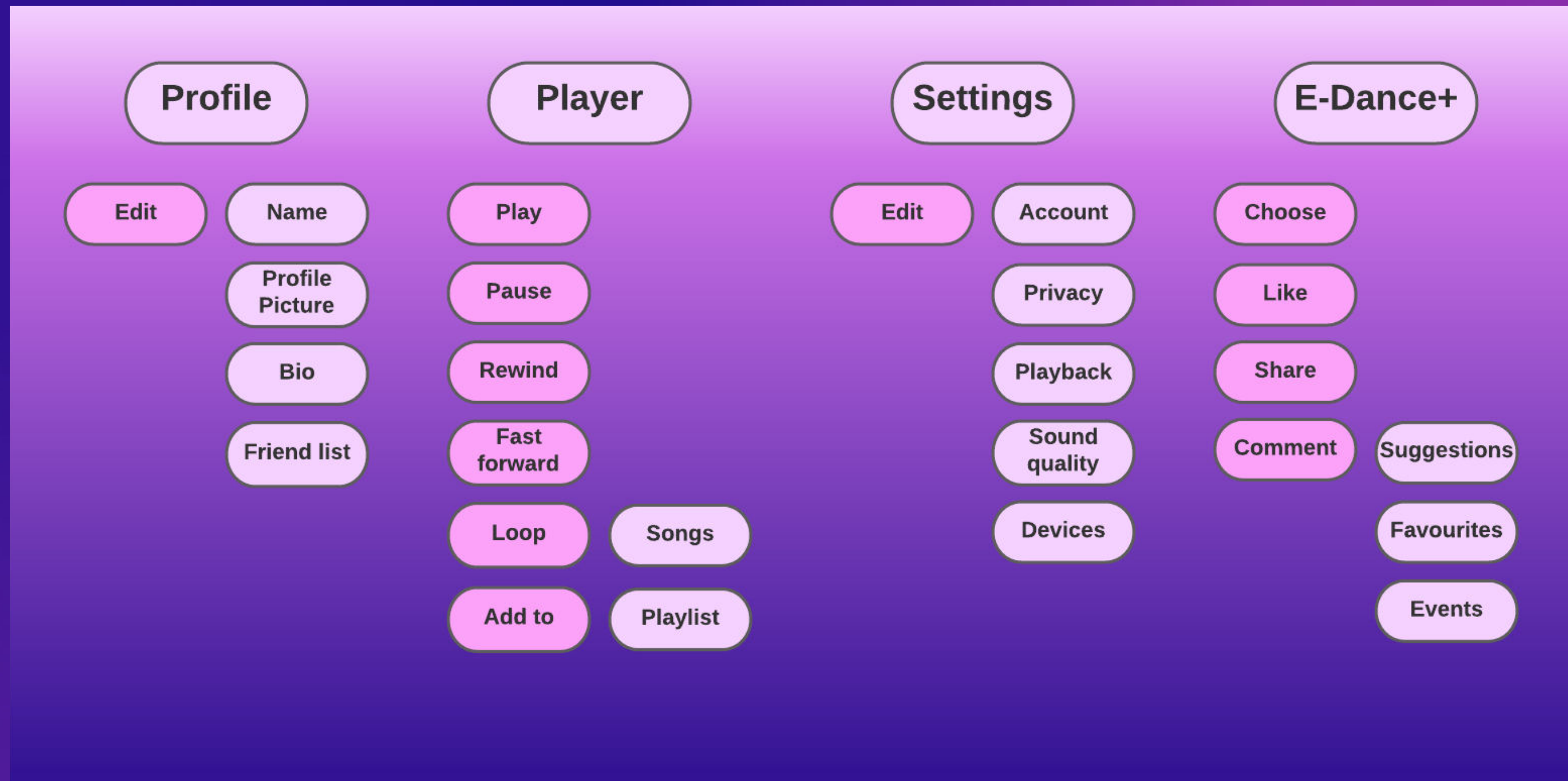
# INFORMATION ARCHITECTURE

nouns & verbs - part I



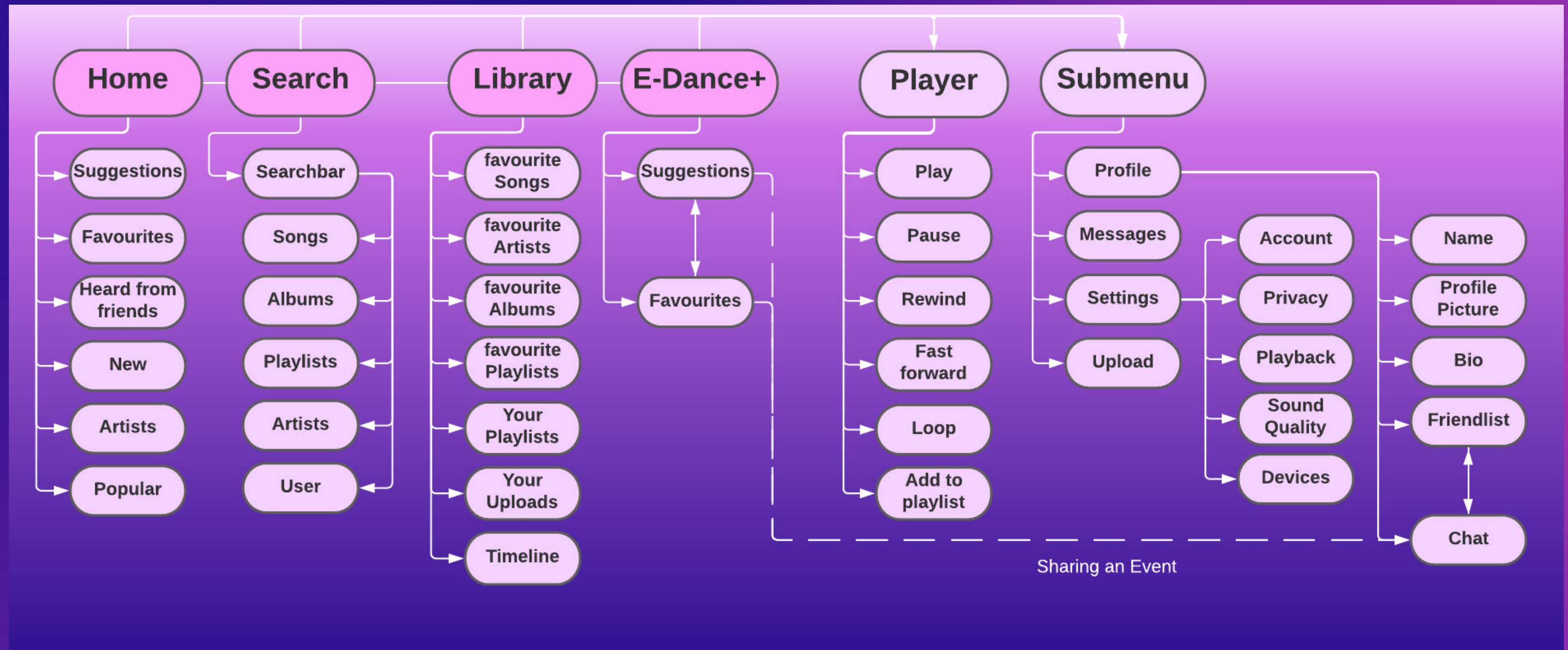
# INFORMATION ARCHITECTURE

nouns & verbs - part II



# INFORMATION ARCHITECTURE

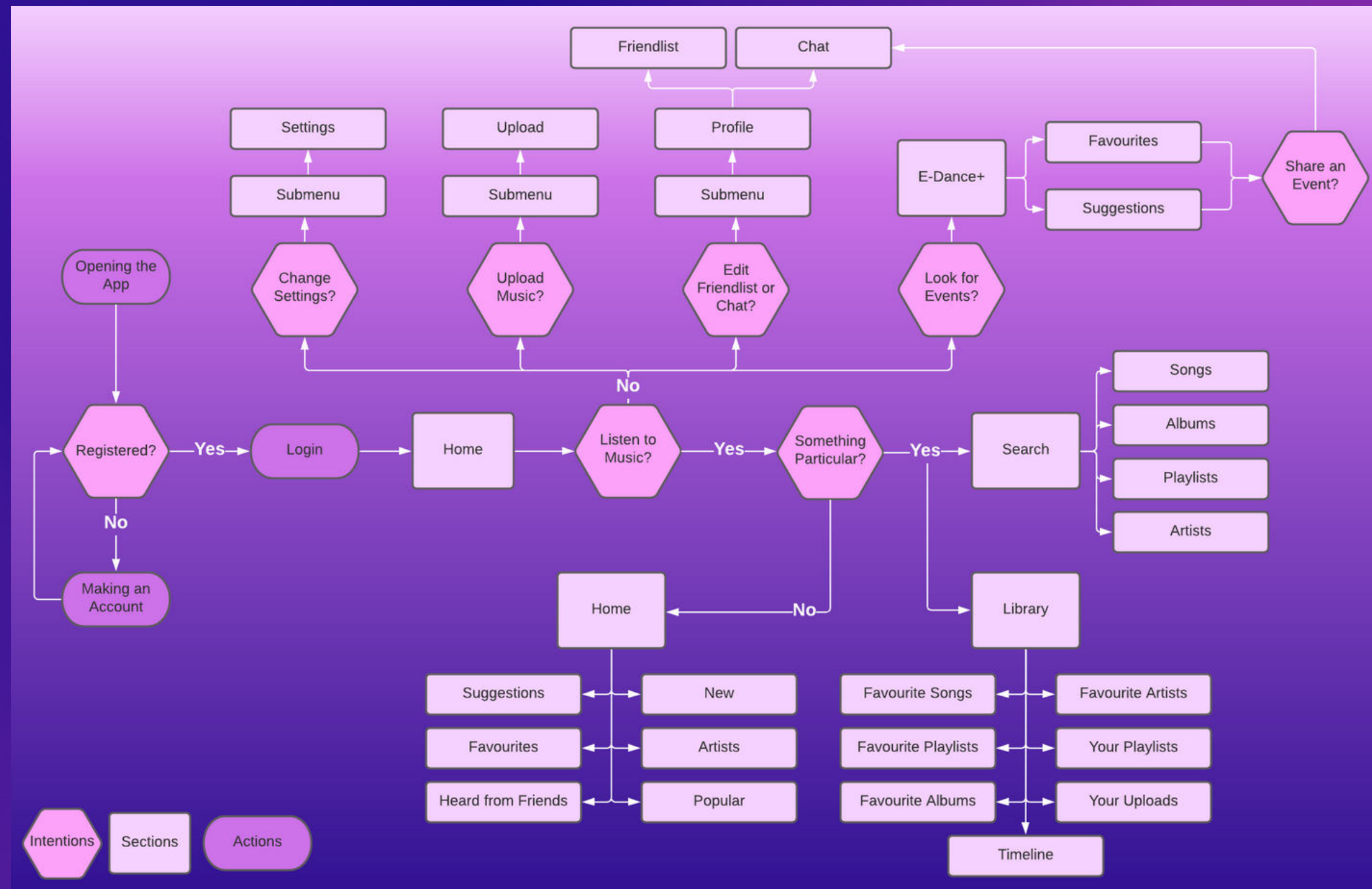
site map





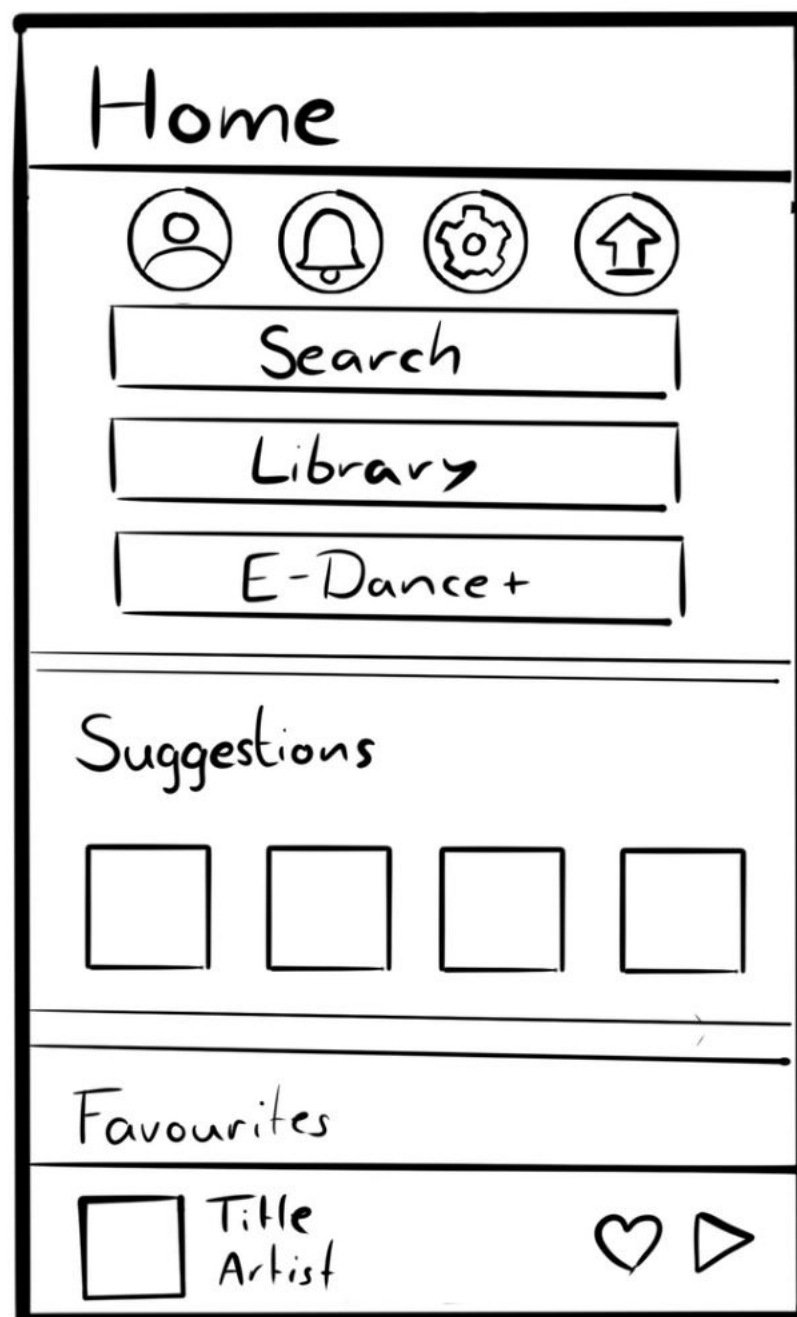
# INFORMATION ARCHITECTURE

flow diagram



# NAVIGATION DESIGN PATTERNS

## Hub & Spoke



Always visible. You can always get to the Home menu by clicking on it.

The submenu and three main sections can be found in the Home menu.

The actual Home menu with all its content.

Player only visible and accessible in Home menu.

## Hub & Spoke

The Hub & Spoke navigation design pattern has only one main page from where you can access all other sections of the app.

### Advantages:

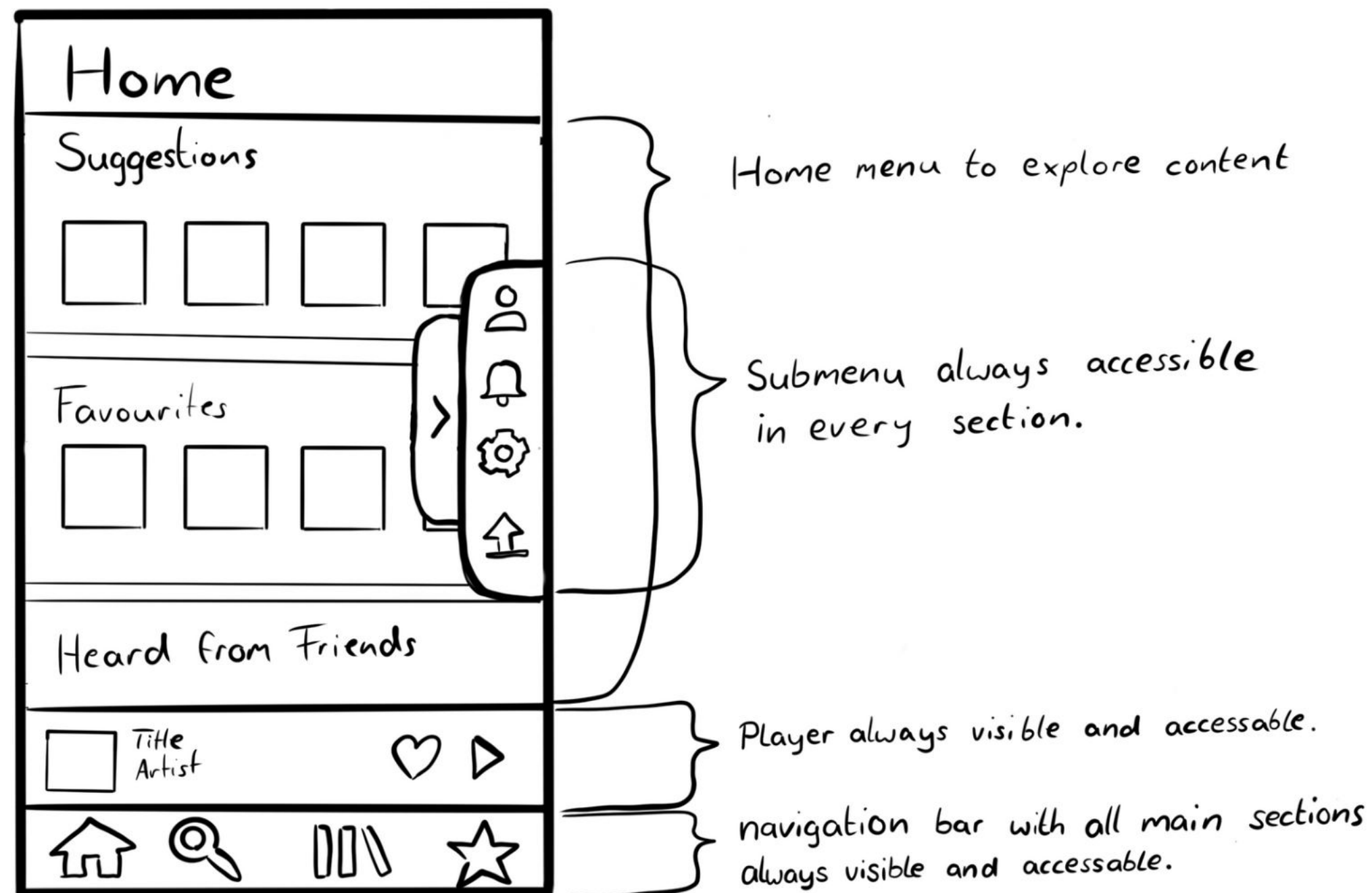
- You can see all menus clearly on the first page
- Other menus might look simple and clear since you can't really navigate anywhere from them.

### Disadvantages:

- The Home menu is overloaded with content and it might be overwhelming the user
- You always need to go back to the Home menu to switch to another menu
- You will have to move your thumb a lot, since all the buttons are in the top half of the screen

# NAVIGATION DESIGN PATTERNS

## Fully Connected



## Fully Connected

The Fully Connected navigation design pattern often has a fixed navigation bar at the bottom of the screen from which you can navigate to every other main sections of the app. Other functions like the player or the submenu are also accessible at any time. Which is why I have decided on this design pattern.

### Advantages:

- All sections, the player and the submenu are easily accessible at any time
- The Home menu isn't overloaded with content and it's more focused on discovering music

### Disadvantages:

- All menus aren't well arranged in one place



# PAPER BASED PROTOTYPING

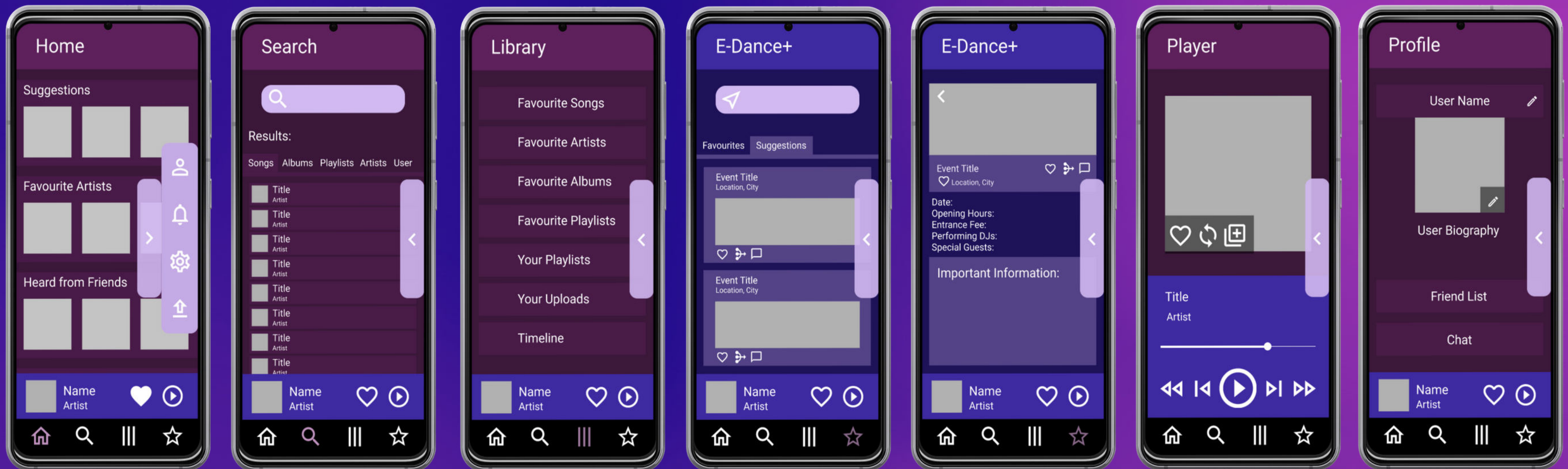
Creating a paper based prototype can really help with designing the app and its different functions. This can give you a first impression on how the app works. Use the following link to try out the navigation bar of the app: <https://marvelapp.com/hf9d85h>



# WIREFRAME

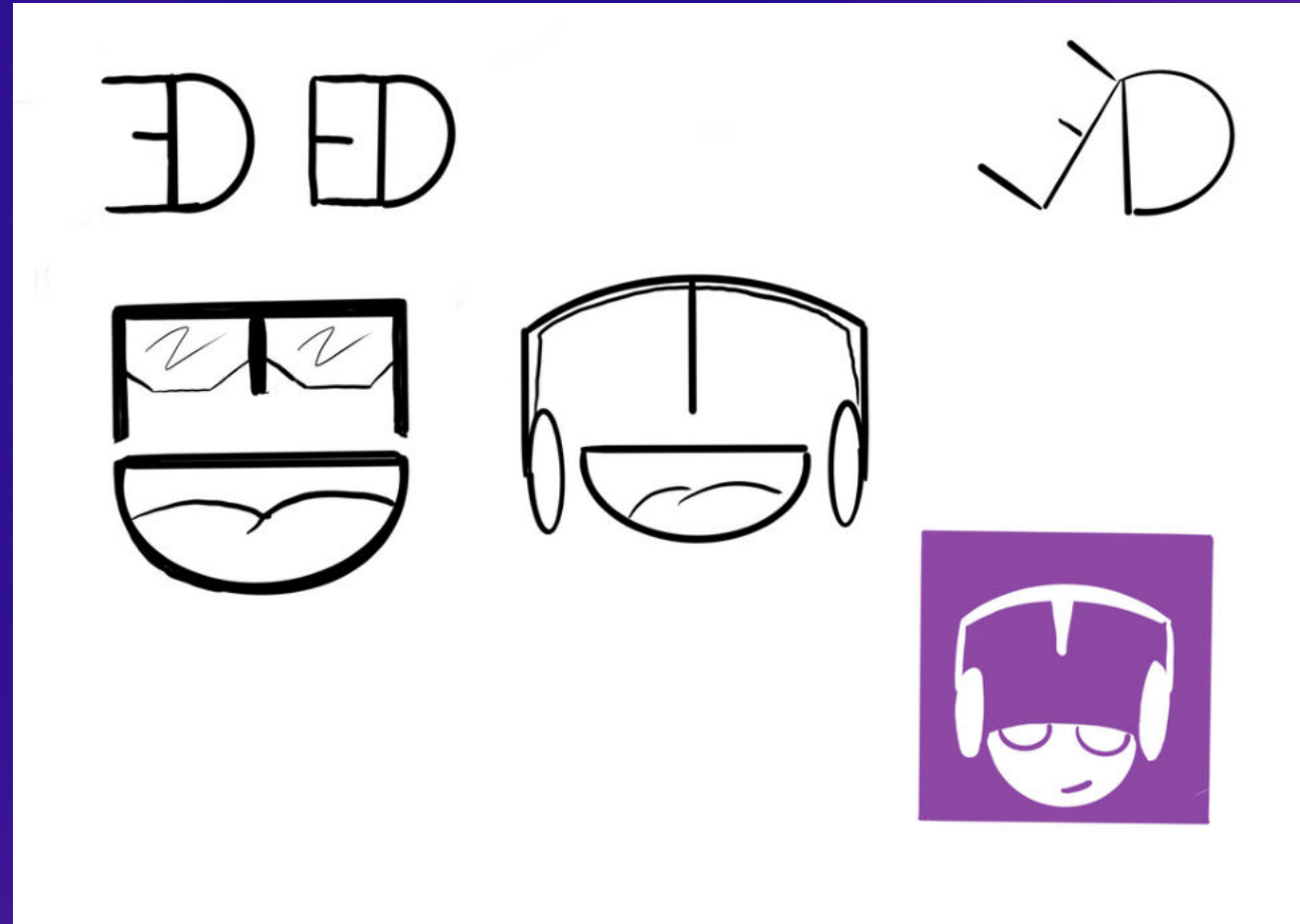
Use this link to interact with this wireframe:

<https://www.figma.com/proto/LjdQKkQcioehAlsc16BkcE/Wireframe?node-id=2%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A2>



# VISUAL DESIGN: ICON

Design Process:



Result:





# COLOUR PALETTE



#5E215C



#D2B9F1



#3E2AA1

Those colours are the most prominent ones in the moodboard, so I chose them for the app design.

# TYPOGRAPHY

Font:	Roboto
Colour:	#FFFFFF (white)
Font sizes:	36; 24; 18; 14; 12
Font style:	Regular



# HIGH-FIDELITY PROTOTYPE

Use this link to interact with this prototype:

<https://www.figma.com/proto/99hPd8WvZAL7JhgYNv9x23/High-Fidelity?node-id=2%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A2>

