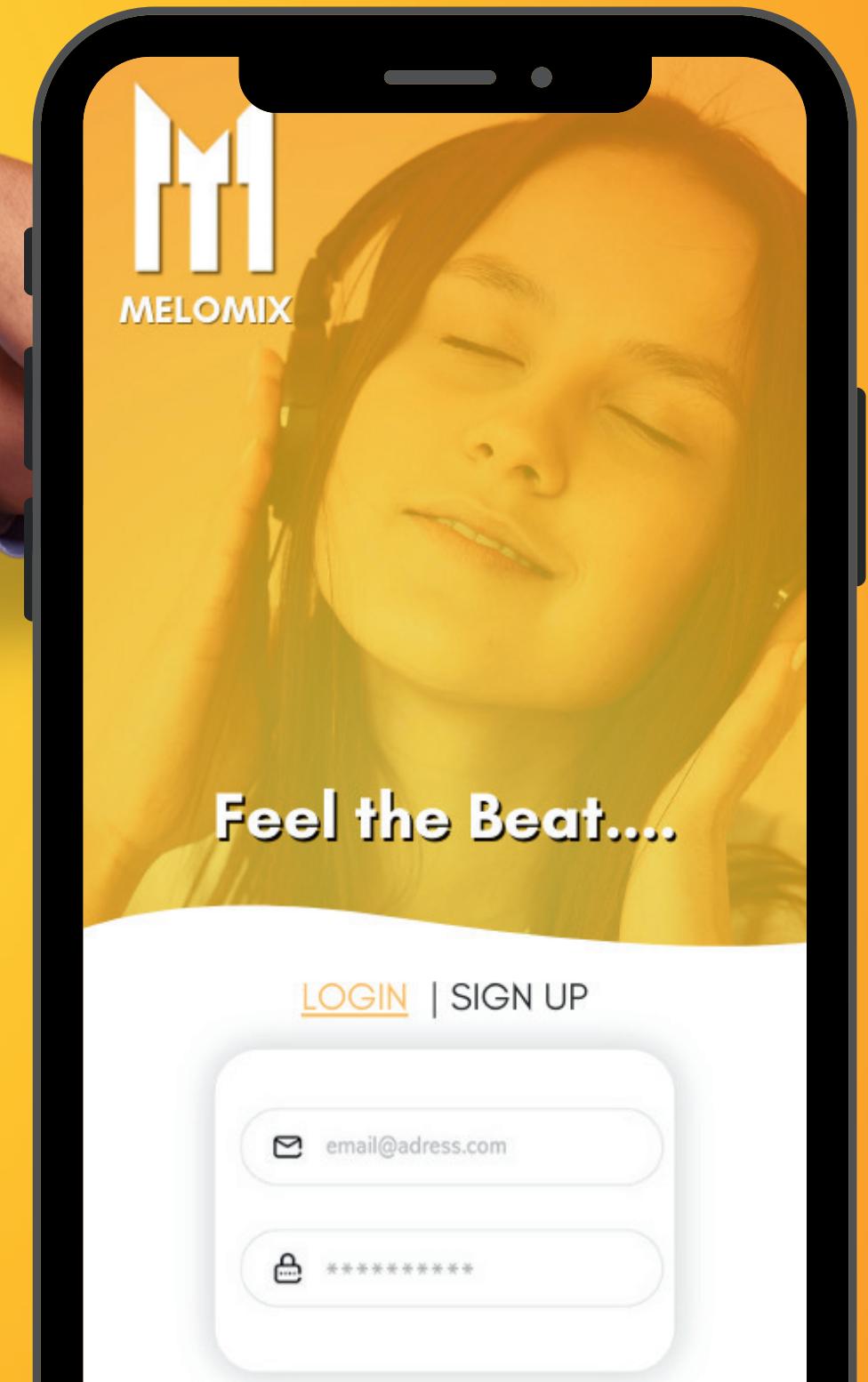




MELOMIX



Music Application Design Project
By Harishvaran S K





PROBLEM

In the current market, many music applications have complex interfaces that overwhelm users, particularly those who are not tech-savvy. This complexity can deter users from fully enjoying the experience of discovering and listening to music.

SOLUTION

Develop a user-friendly music application with a captivating homepage, intuitive navigation, and an attractive playlist and music player interface. The design will incorporate a dynamic color scheme and immersive visual elements to enhance the overall user experience.





SURVEY OBSERVATION RESULTS

Ease of Use: 70% of participants found existing music apps confusing and hard to navigate.

Design Preferences: 85% preferred a clean and simple interface with clear icons and easy-to-use controls.

Color Scheme: 60% liked bright and dynamic colors, feeling they add energy to the app experience.

INTERVIEW RESULTS

Functionality: Users emphasized the importance of seamless transitions between songs and playlists.

Aesthetic Appeal: Many users wanted a visually appealing interface that included engaging animations and interactive elements.

Customization: Users appreciated the ability to create and manage playlists effortlessly.





EMPATHY MAPPING

User Needs:

Easy navigation, visually appealing design, and simple music management.

Pain Points:

Complex interfaces, difficulty finding features, and lack of intuitive controls.

Desires:

Quick access to favorite music, engaging visuals, and smooth user interactions.





USER PERSONA



Name: Alex Johnson

Age: 28

Occupation: Graphic Designer

Tech Savviness: Moderate

Goals: Discover new music, create playlists for different moods, and enjoy a seamless listening experience.

Frustrations: Cluttered interfaces, difficulty in finding new music, and poor visual design in apps.



COMPETITIVE ANALYSIS

Spotify:

Strong in music discovery but has a cluttered interface.

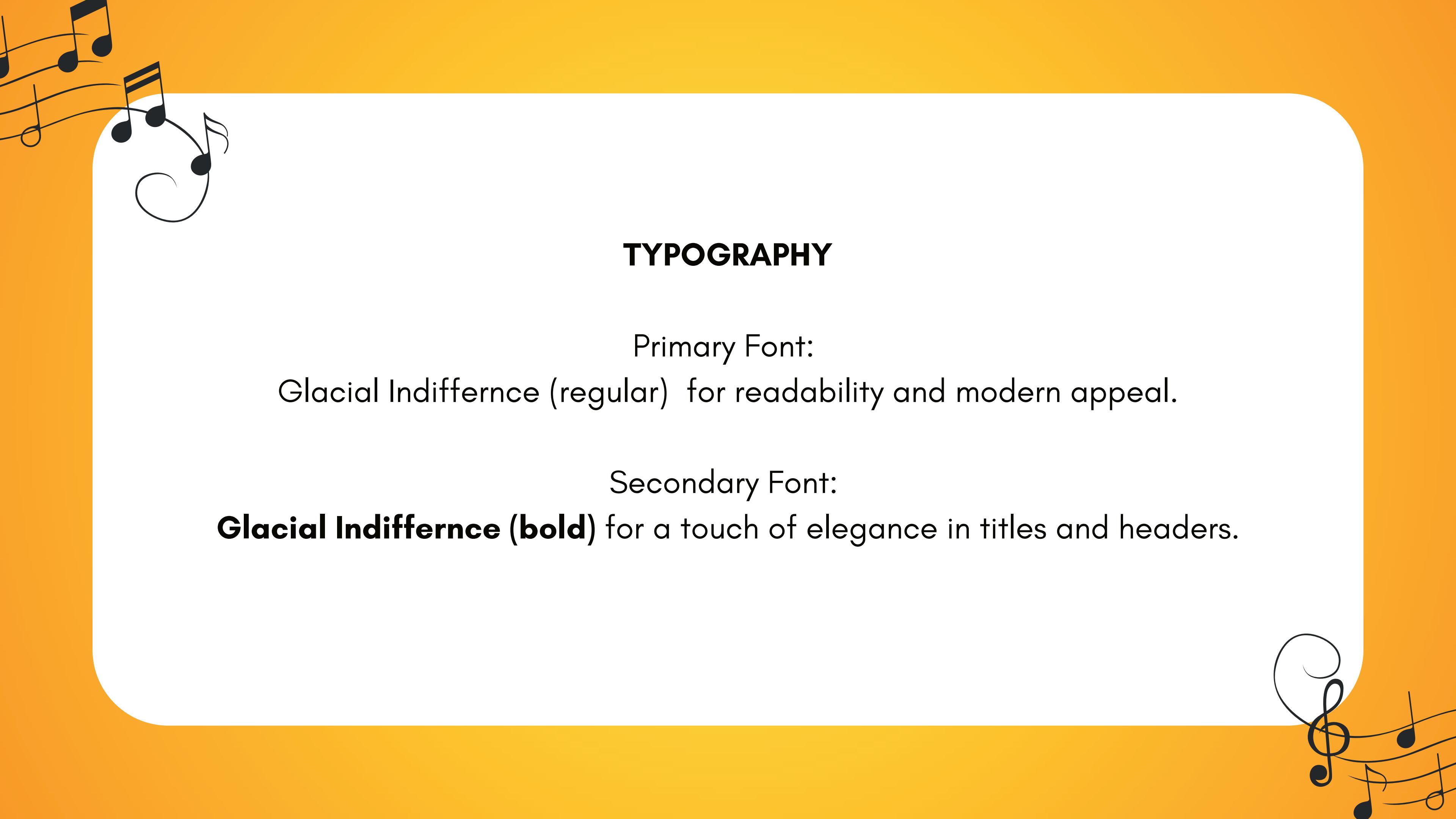
Apple Music:

Offers high-quality sound but lacks intuitive playlist management.

Pandora:

Great for music discovery but has limited customization options.





TYPOGRAPHY

Primary Font:

Glacial Indifference (regular) for readability and modern appeal.

Secondary Font:

Glacial Indifference (bold) for a touch of elegance in titles and headers.



COLOR PALATTE : YELLOW GRADIENT

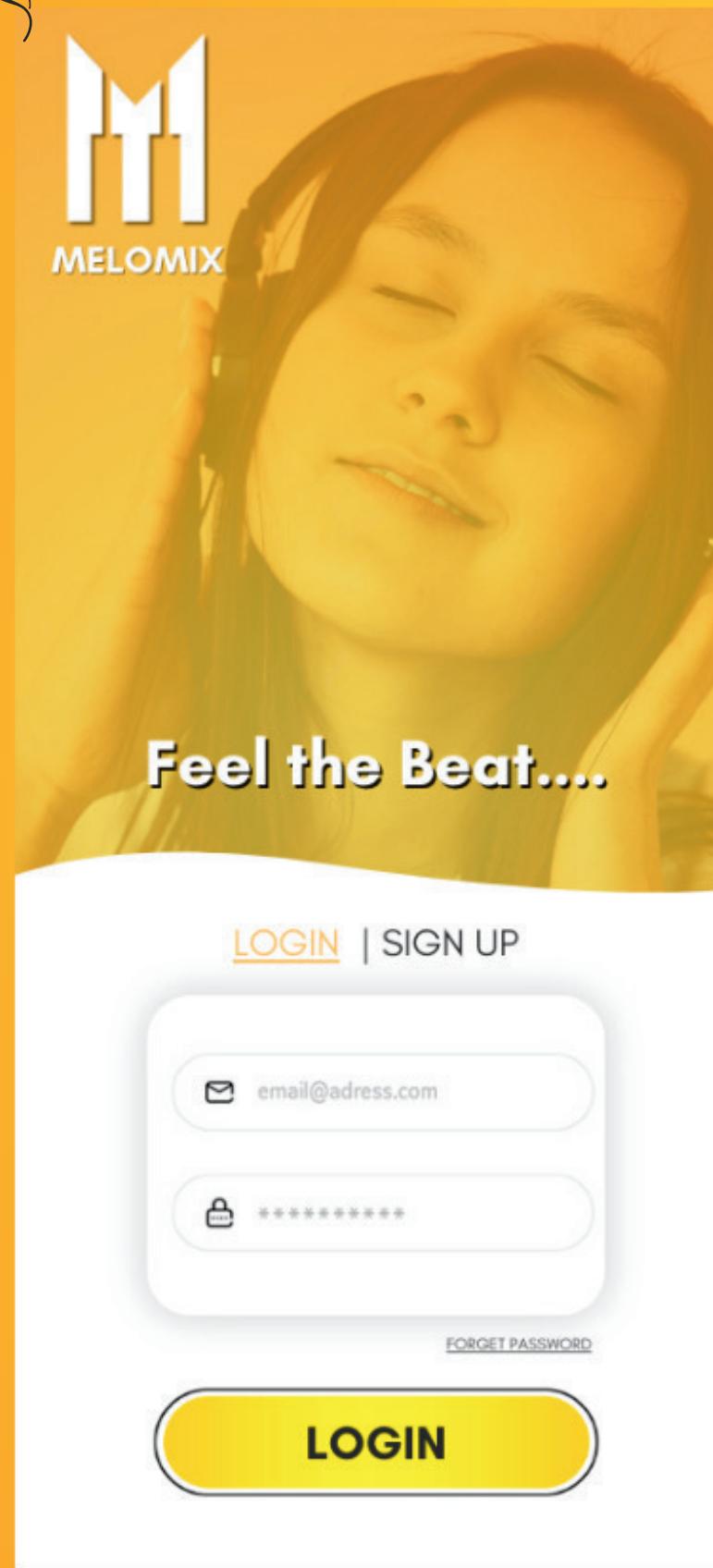
Chosen for its energetic and vibrant feel, symbolizing creativity and joy, which aligns with the music theme.

PRIMARY COLOR: BRIGHT YELLOW (#FFEB3B)

SECONDARY COLORS: DEEP ORANGE (#FF9800), SOFT PEACH (#FFC107)

ACCENT COLORS: COOL GRAY (#2E2E2E), PURE WHITE (#FFFFFF)

APPLICATION DESIGN



The home screen for a user named Olivia Wilson shows a welcome message, her profile picture, and a "Upgrade to Premium" offer. It also displays a section for "Popular Songs" with five song cards: "Be Yourself" by Claudia Alves, "Today, I Will" by Alfredo Torres, "Wonderful" by Avery Davis, "Amazing" by Olivia Wilson, "You're Wonderful" by Shawn Gracia, and "You Got This" by Yael Amari. At the bottom are navigation icons for "Discover", "Music", "Notifications", and "Profile".

The song player screen is for the song "Make Today Epic" by Avery Davis. It shows a thumbnail of a person skateboarding, the song title, artist name, and playback controls (back, forward, play/pause, heart). The progress bar shows 0.00 to 3.22. Below the player is a "My Playlist" section with three songs: "Allow yourself joy - Shawn Garcia" (2.40), "Keep it simple - Harumi Kobayashi" (4.25), and "Make Today Epic - Avery Davis" (3.22, highlighted in orange). The last song in the list is "Today, I will - Cahaya Dewi" (3.52).

ENJOY YOUR DAY WITH MELOMIX

