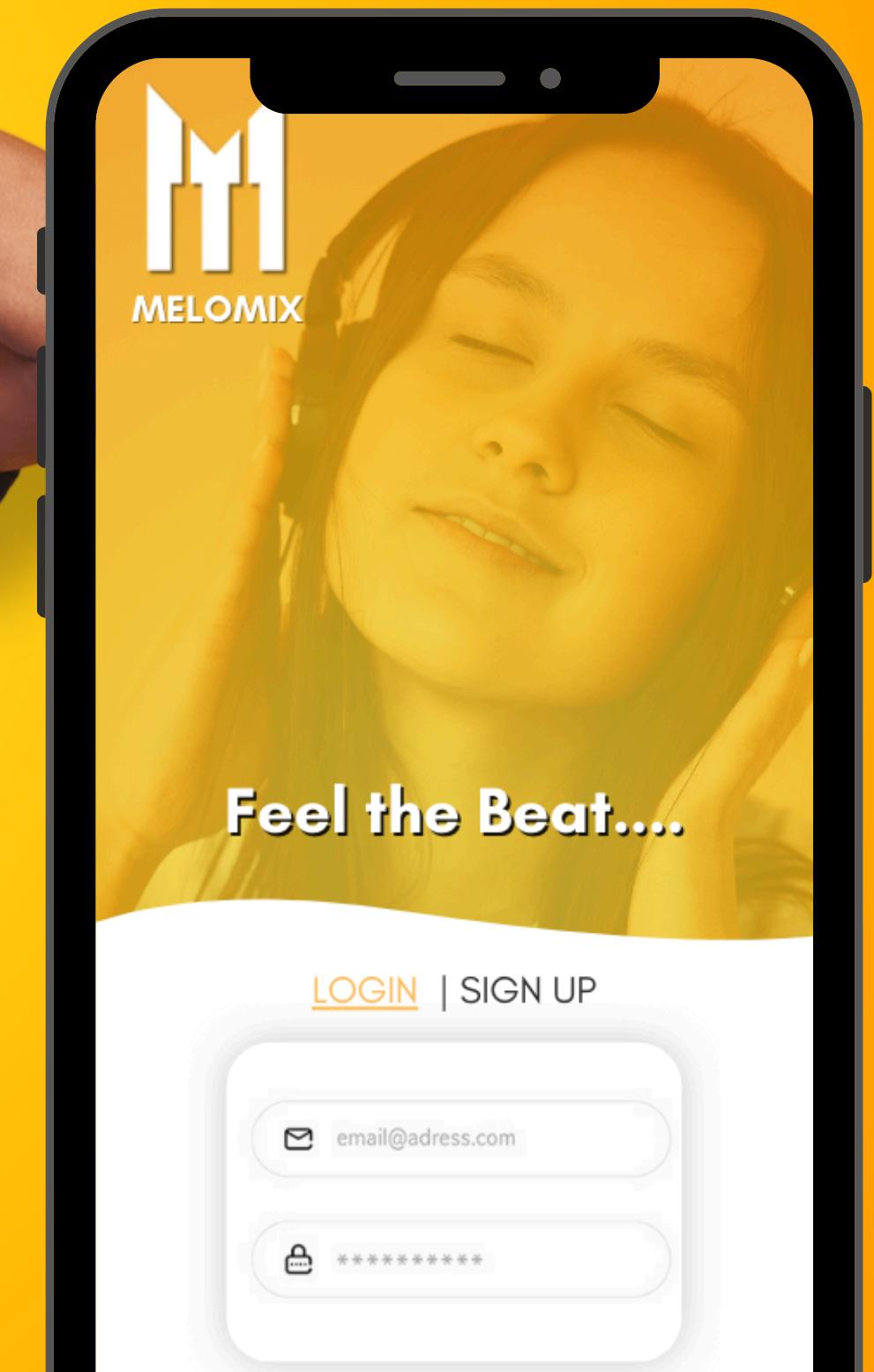


MELOMIX





## 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 Indiffernce (regular) for readability and modern appeal.

Secondary Font:

**Glacial Indiffernce (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.

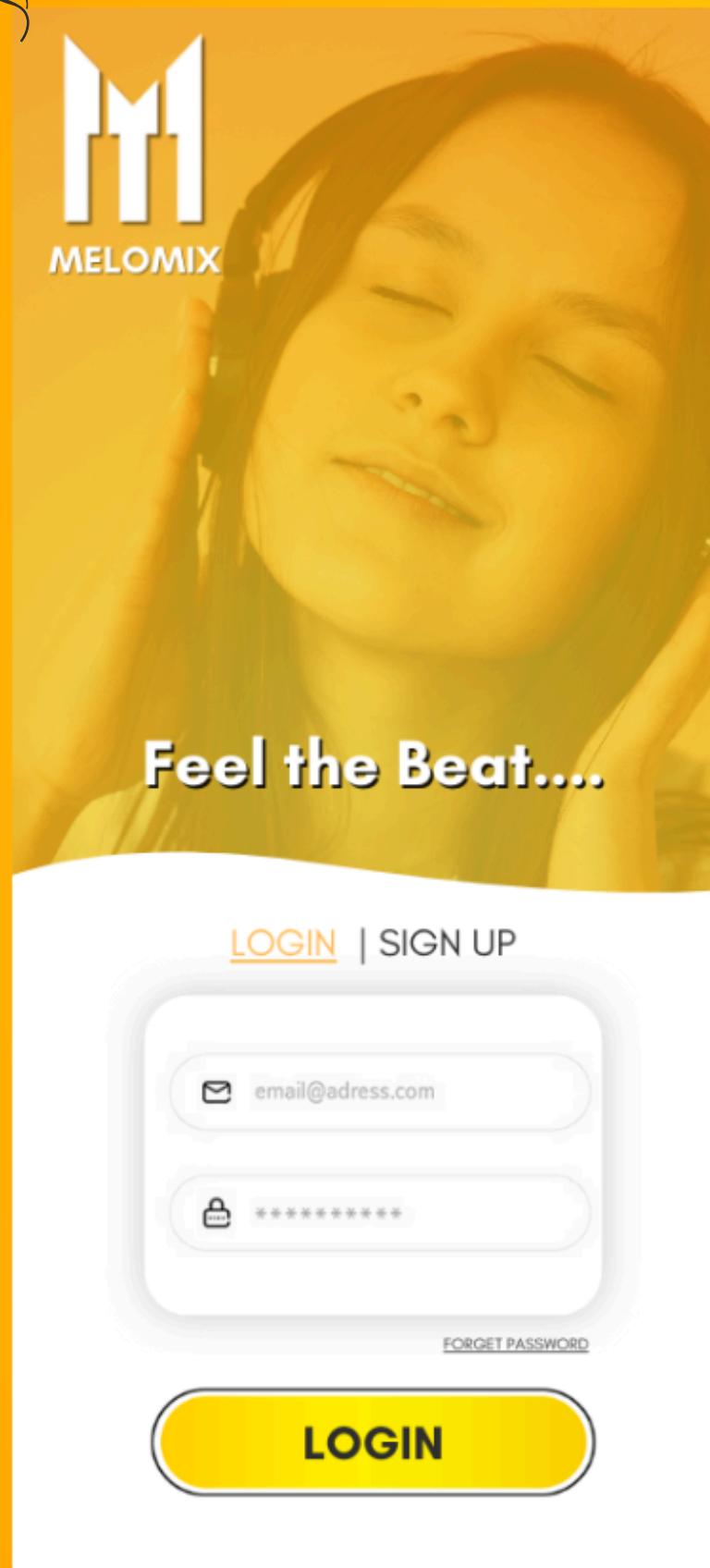
**PRIMARY COLOR:** BRIGHT YELLOW (#FFEB3B)

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

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



# APPLICATION DESIGN



Welcome back, **Olivia Wilson!** (Free User Since 2024). Popular Songs include "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 Amar. Navigation icons at the bottom include Discover, Music, Notifications, and Profile.

Play song "Make Today Epic" by Avery Davis. Player controls include back, forward, repeat, and volume. The song duration is 3.22. The "My Playlist" section shows songs like "Allow yourself joy" by Shawn Garcia (2.40), "Keep it simple" by Harumi Kobayashi (4.25), and "Make Today Epic" by Avery Davis (3.22, highlighted in orange). Other songs in the playlist include "Today, I will" by Cahaya Dewi (3.52).

# ENJOY YOUR DAY WITH MELOMIX



