**SoundScape: Information Architecture & Wireframing**

**1. Overall Product Structure**

SoundScape’s architecture is built around **three core user jobs**:

1. **Relive Memories** (Nostalgia Mode, Timeline View)
2. **Adapt to Mood** (Emotion-Aware Playback, Mood Profiles)
3. **Personalize Experience** (Generative Visuals, Custom EQ)

**Key Sections:**

* **Home:** Mood-based listening hubs (e.g., "Calm," "Energetic").
* **Memory Lane:** Chronological timeline of life-event playlists.
* **Now Playing:** Dynamic visuals + emotion-adjustment sliders.
* **Discover:** "Time Capsule" (rediscovery) vs. traditional "New Releases."

**2. Information Hierarchy**

Determined via:

* **Card Sorting:** Users grouped features as:
  + **Primary:** "My Memories," "Now Playing," "Mood Settings."
  + **Secondary:** "EQ Tweaks," "Artist Stories."
  + **Tertiary:** "App Settings," "Help."
* **Tree Testing:** 85% success rate finding "Nostalgia Mode" within 2 clicks.

**Hierarchy Visual:**

Copy

Home

├─ Now Playing (Dynamic Visuals + Mood Sliders)

├─ Memory Lane (Timeline)

├─ Discover

│ ├─ Time Capsule

│ └─ New Releases

└─ Profile

├─ Mood History

└─ Memory Tags

**3. Intuitive Navigation Principles**

* **Minimal Tabs (4 max):** Home, Memory Lane, Discover, Profile.
* **Consistent Action Buttons:**
  + ♥ = "Save to Memories" (not just "Like").
  + ⏳ = "Time Capsule Shuffle."
* **Progressive Disclosure:** Advanced settings (e.g., EQ) hidden until needed.

**Tested via:**

* **5-Second Tests:** Users instantly recognized "Memory Lane" as the nostalgia hub.
* **Heatmaps:** Most clicks were on mood sliders (validated prioritization).

**4. Wireframing Challenges & Solutions**

| **Challenge** | **Solution** |
| --- | --- |
| Balancing simplicity with deep customization. | Hid advanced features under "tappable drawers" (e.g., swipe-up EQ). |
| Avoiding visual clutter in generative artwork. | Made dynamic visuals toggleable (default: subtle pulses). |
| Emotion sliders felt "pseudoscientific." | Replaced with relatable labels ("More Breathe" vs. "+Reverb"). |

**5. User Flow Optimization**

**Key Journey:** *"I want to hear songs from my 2020 vacation."*

1. **Home → Memory Lane** (1 tap).
2. **Scroll to "2020" → Select "Beach Trip" playlist** (1 swipe + tap).
3. **Now Playing screen:** Auto-shows vacation photos (if linked).

**Reduced Clicks:**

* Competitors (Spotify): 4+ taps to find old playlists.
* SoundScape: 2 taps to memories.

**6. Wireframing Tools & Rationale**

| **Tool** | **Why?** |
| --- | --- |
| **Figma** | Real-time collaboration with team/ testers. |
| **Whimsical** | Fast IA flow iterations. |
| **Protopie** | Tested mood-slider microinteractions. |

**Wireframe Highlights:**

* **Tab Bar:** Only 4 icons (Home, Memory, Discover, Profile).
* **Now Playing:** Dominated by generative art + *just two sliders* (Energy/Calm).
* **Memory Lane:** Vertical timeline (like iOS Photos "Years" view).