Tape Deck
Find Your Jam

UI Case Study
by Jennifer Schroeder

Brief

- Create the design direction for the branding and digital UI of an 80's music player app.
- Target audience is primarily 35-55 years old
- Key functionalities: creating a profile, searching for new artists, making a playlist.
- Deliverables:
  - Low-fidelity wireframes
  - Mid-fidelity wireframes for 4+ screens with key elements annotated
  - Visual design inspiration board
  - A set of 3 to 5 icons
  - Typography stylesheet for headings, body text, emphasis text, content lists, and button text
  - 2 color palettes including HSL, HEX, and RGB codes; Complete UI design (4+ screens) with one of the color palettes applied.

Design Process

Discover
Research and Analyze the competition

Define
Design Patterns

Ideate
User Flows, wire-frames, and Prototyping

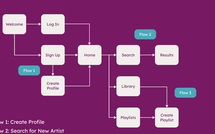
Design
Style Guide
Visual Designs

Analysis of the Competition

The design of three competitors, Soundcloud, Spotify, and Indaiga were analyzed for their Usability Heuristics, Principles of Design, and Gestalt Properties.

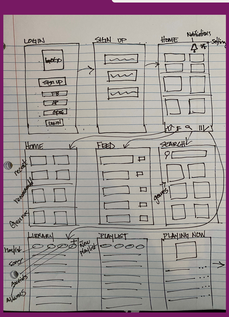
Design patterns including navigation, gathering input, and data management were determined to define the key functionalities.

User Flow



Flow 1: Create Profile
Flow 2: Search for New Artist
Flow 3: Create a New Playlist

Low-Fidelity Wireframes



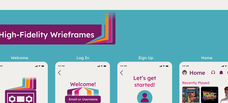
Mid-Fidelity Wireframes

Style Guide

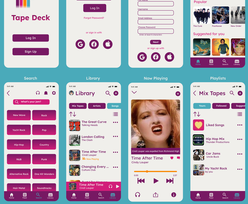
Typography: **Lexend** gives a clean and friendly feel with a sylish retro style. Colors have been checked for accessibility.

Color: The colors chosen represent the 80's era. They are fun while not being to abrupt and in your face.

Icons: The icons are filled and rounded.



High-Fidelity Wireframes



Play the Prototype

Thank you!