Tape Deck

Find Your Jam

UX/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 tabs, 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

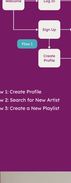
Design
Style Guide
Visual Designs

Analysis of the Competition

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

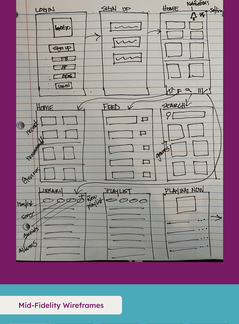
Design patterns including navigation, gathering input, and data management were determined to define the key functionalities.

User Flow



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

Low-Fidelity Wireframes



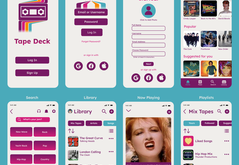
Mid-Fidelity Wireframes

Style Guide

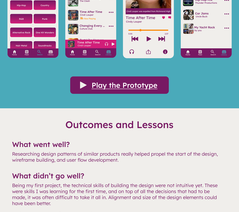
Typography **Lexend** gives a clean and friendly feel with a subtle retro style. Colors have been checked for accessibility.

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

Outcomes and Lessons

What went well?

Researching design patterns of similar products really helped propel the start of the design, wireframe building, and user flow development.

What didn't go well?

Being my first project, the technical skills of building the design were not intuitive yet. These skills were a steep learning for the first time, and on top of all the decisions that had to be made, it was often difficult to take it all in. Alignment and size of the design elements could have been better.

What can be improved?

I will continue working on basic design skills, knowing that after time and action, that these skills will become more intuitive so that more focus and he can be spend on making decisions to improve the user experience.

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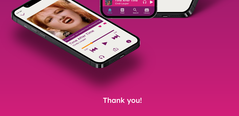

Thank you!