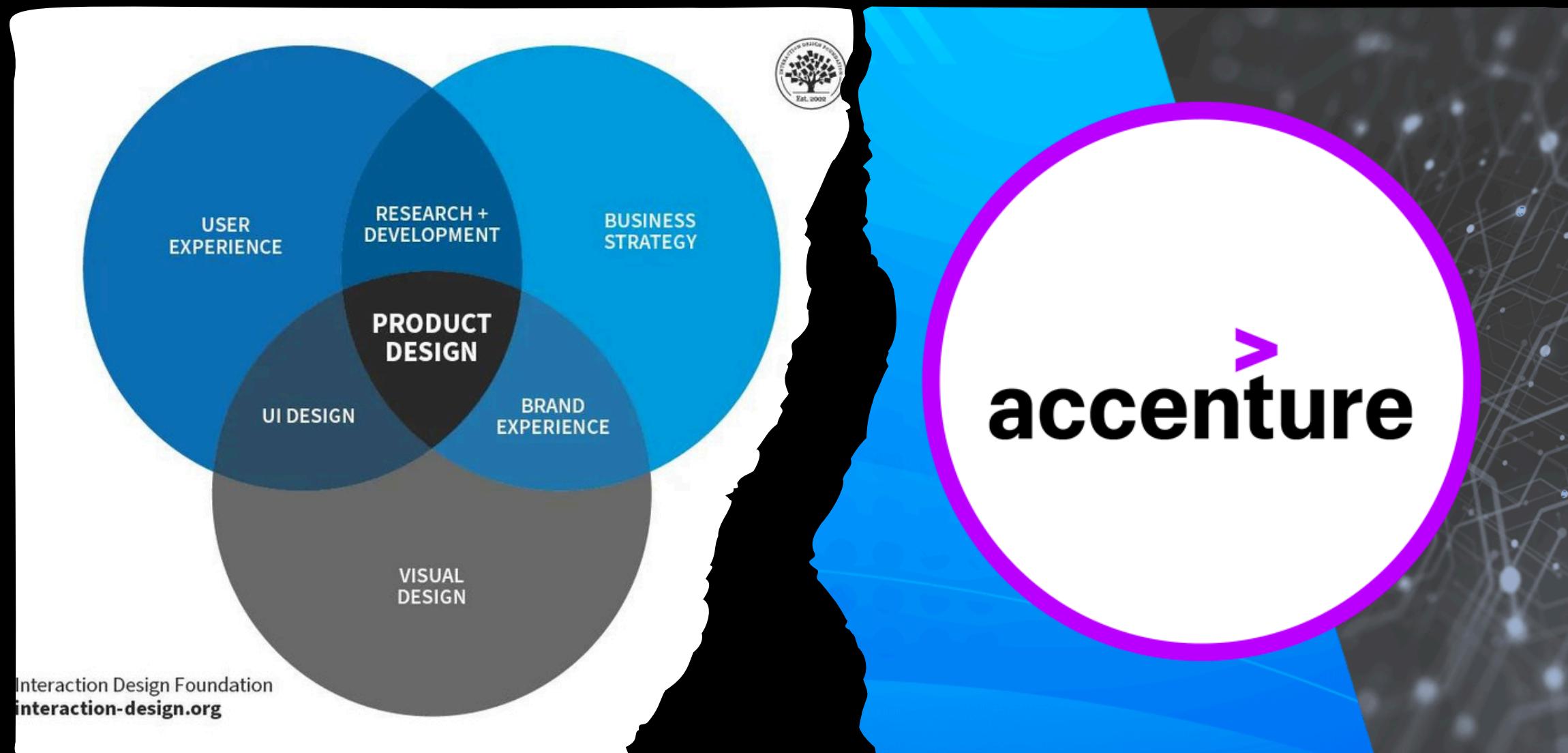


ACCENTURE PRODUCT DESIGN



Problem statement

Client : Musik

Client Aim : To become a significant player in the music app space.

While the design team has completed a first draft of the music player, user research has uncovered a huge desire from its users to read and see lyrics while listening to the song. Therefore, a lyrics component could be a significant feature that adds the value Musik wants to draw other users in and take the app to the next level.

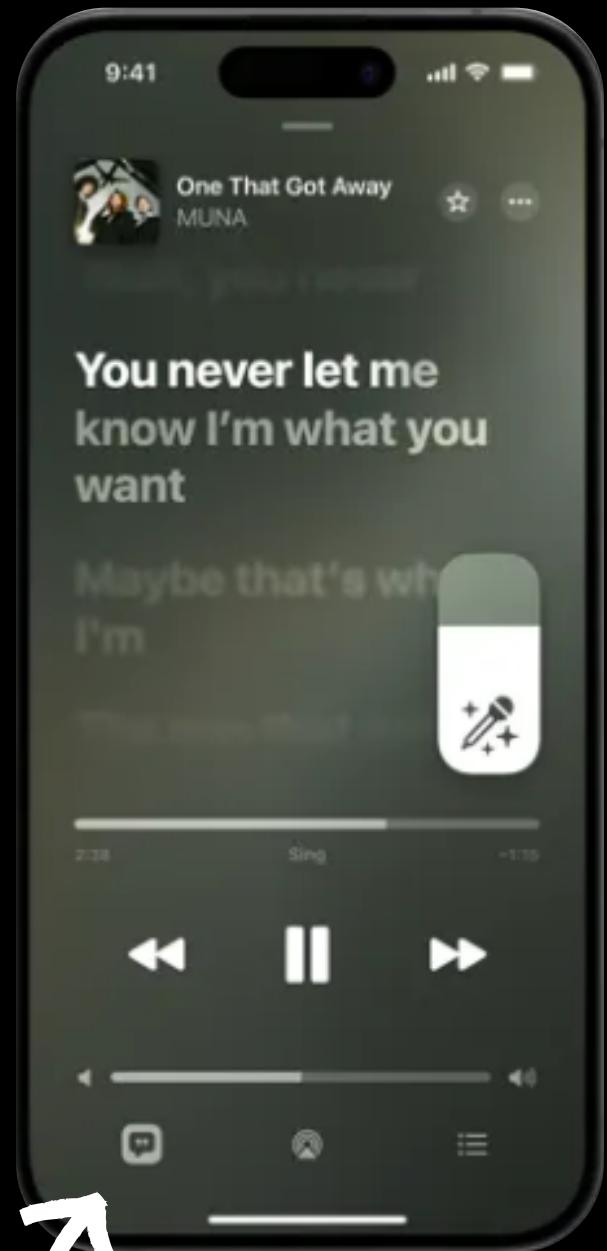
Task

To add a **LYRICS** section to
the original design



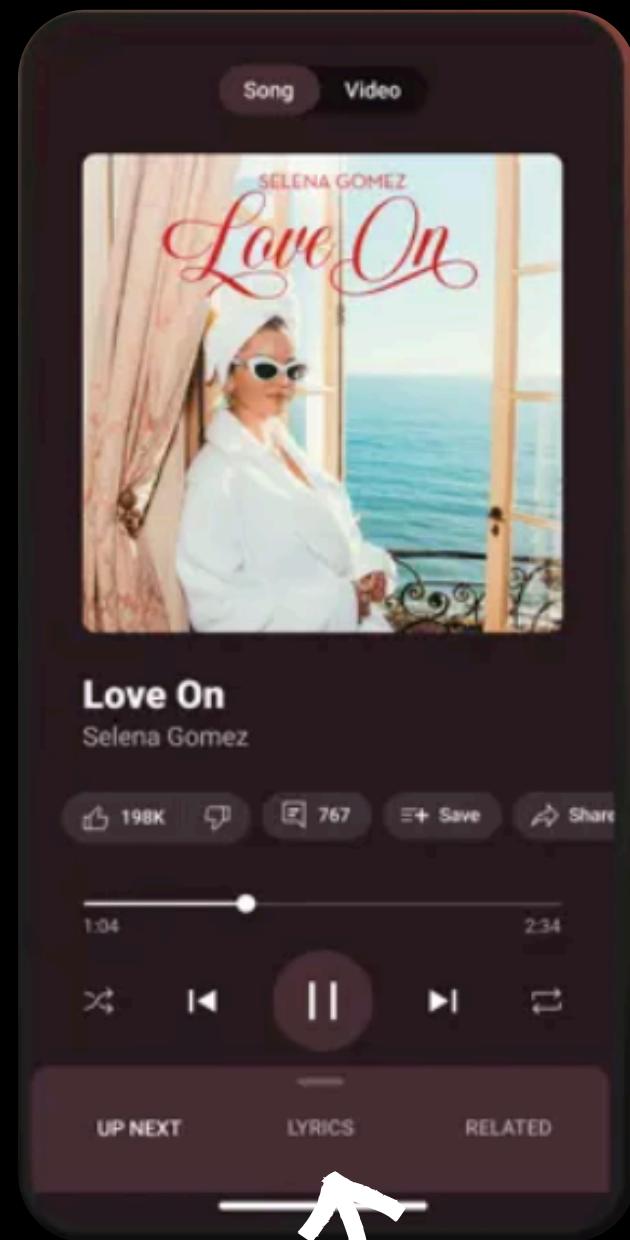
Potential Competitors

Apple music

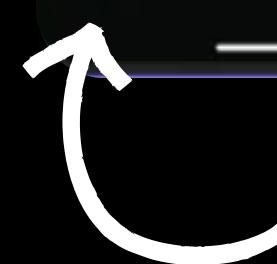
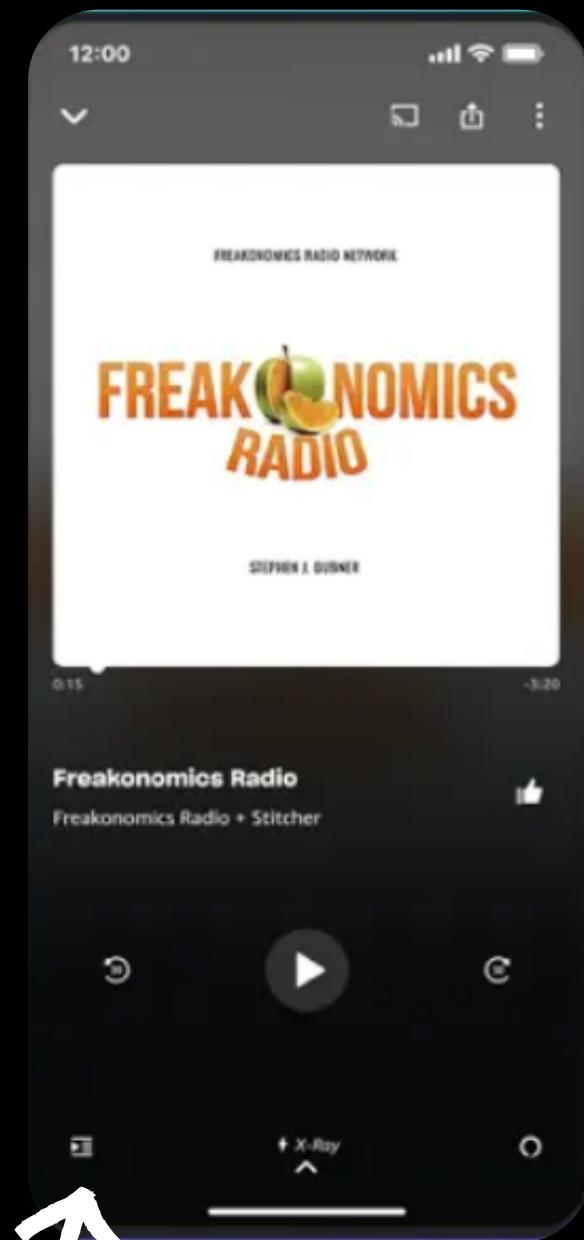


Lyrics tab

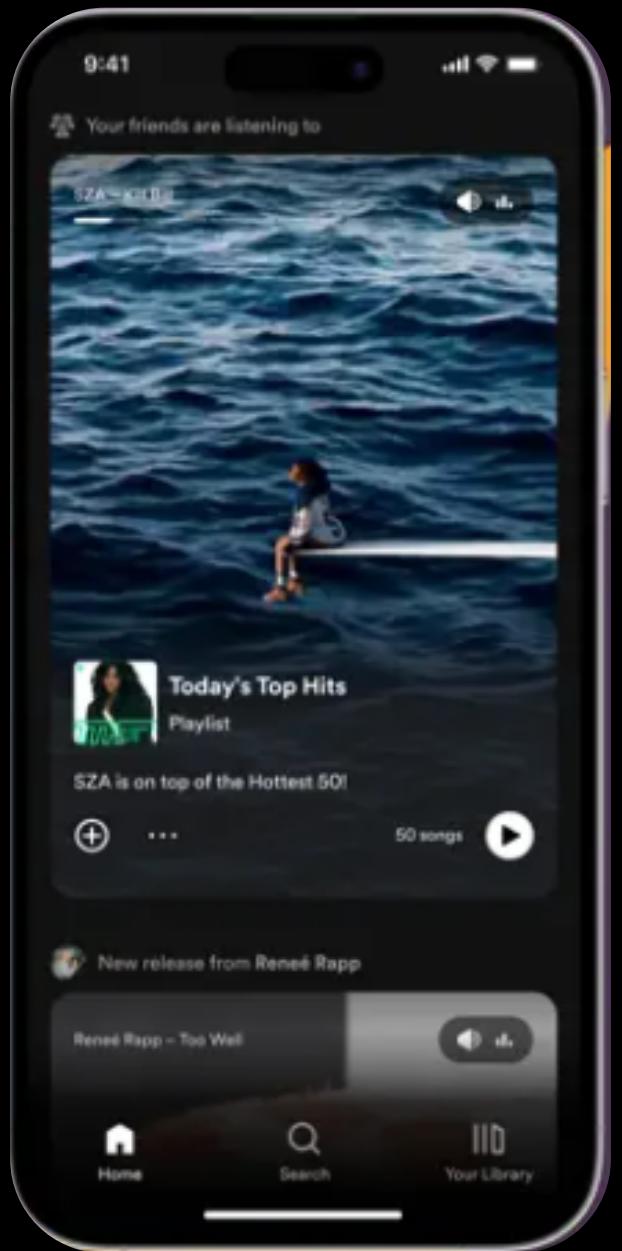
Youtube music



Amazon music



Spotify



scroll down
to see lyrics

User Persona

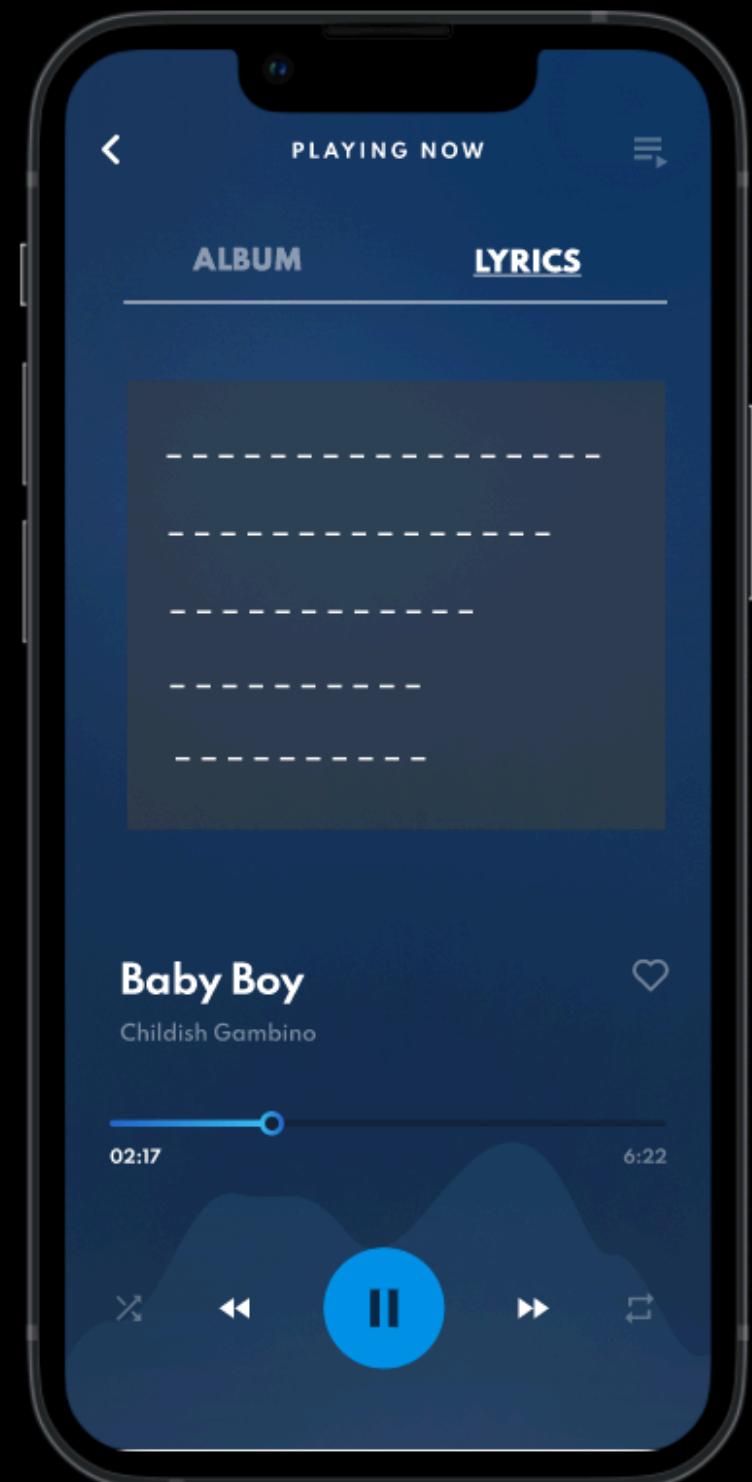
Diksha is a music enthusiast having an **iphone** and she falls into the age category of the **young adult (16-21 age)**

She likes to read lyrics while listening to music

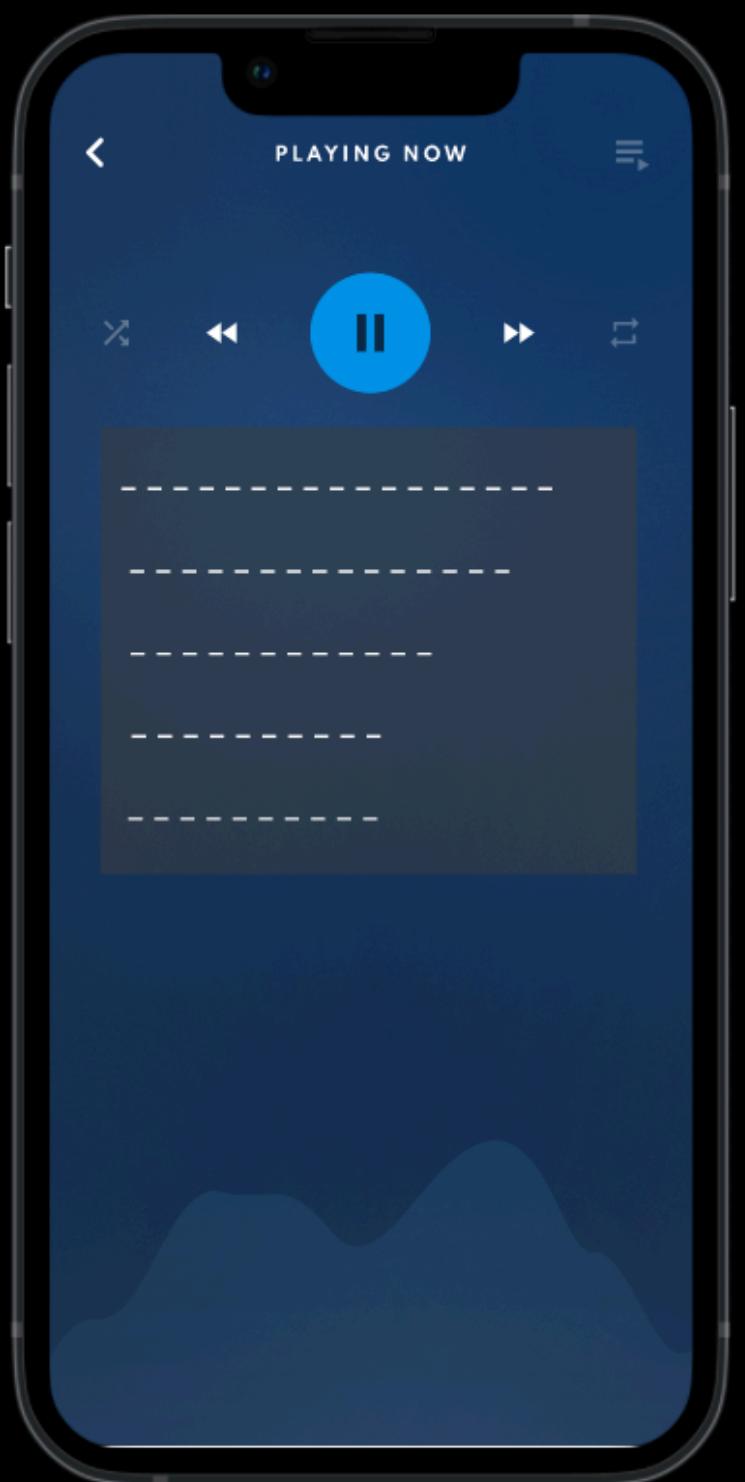


Explorations

Design 1



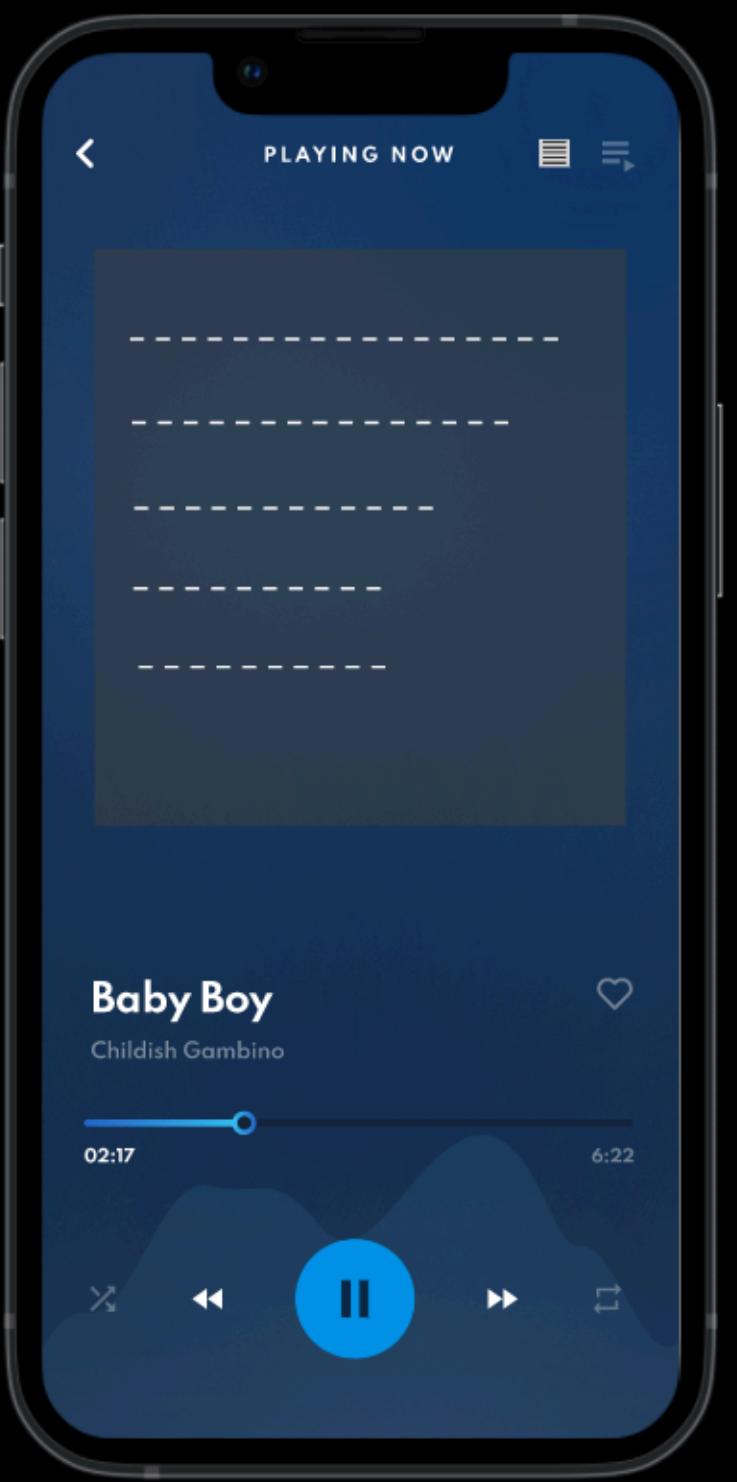
Design 2



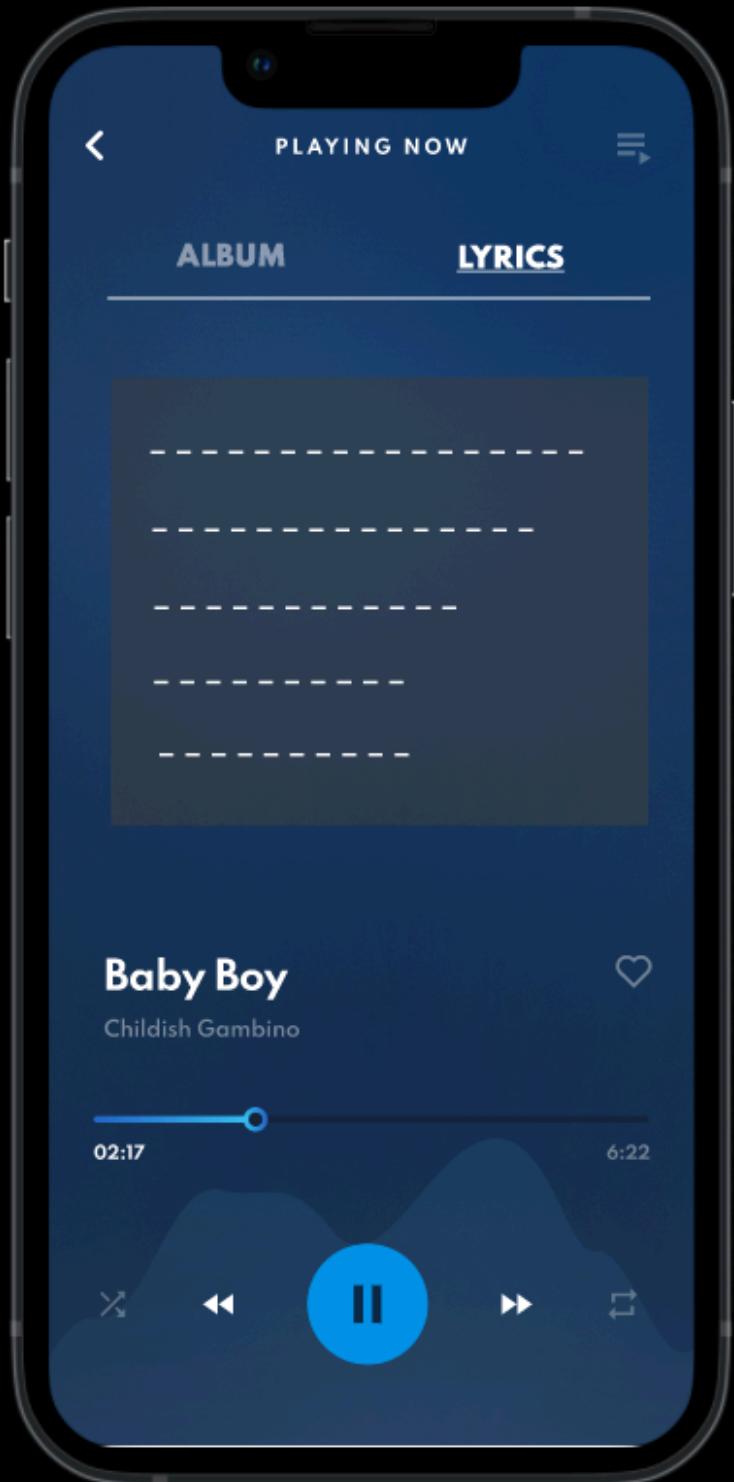
Design 3



Design 4



Design 1



This design contains two tabs (one for **ALBUM** view and another for **LYRICS** section), those are present at the top of the streaming screen for an easy view and accessibility.

Simply *taping* at the taps will open it

OR

user can *swipe left and right* on the screen (on the middle of the screen to be precise) to access them

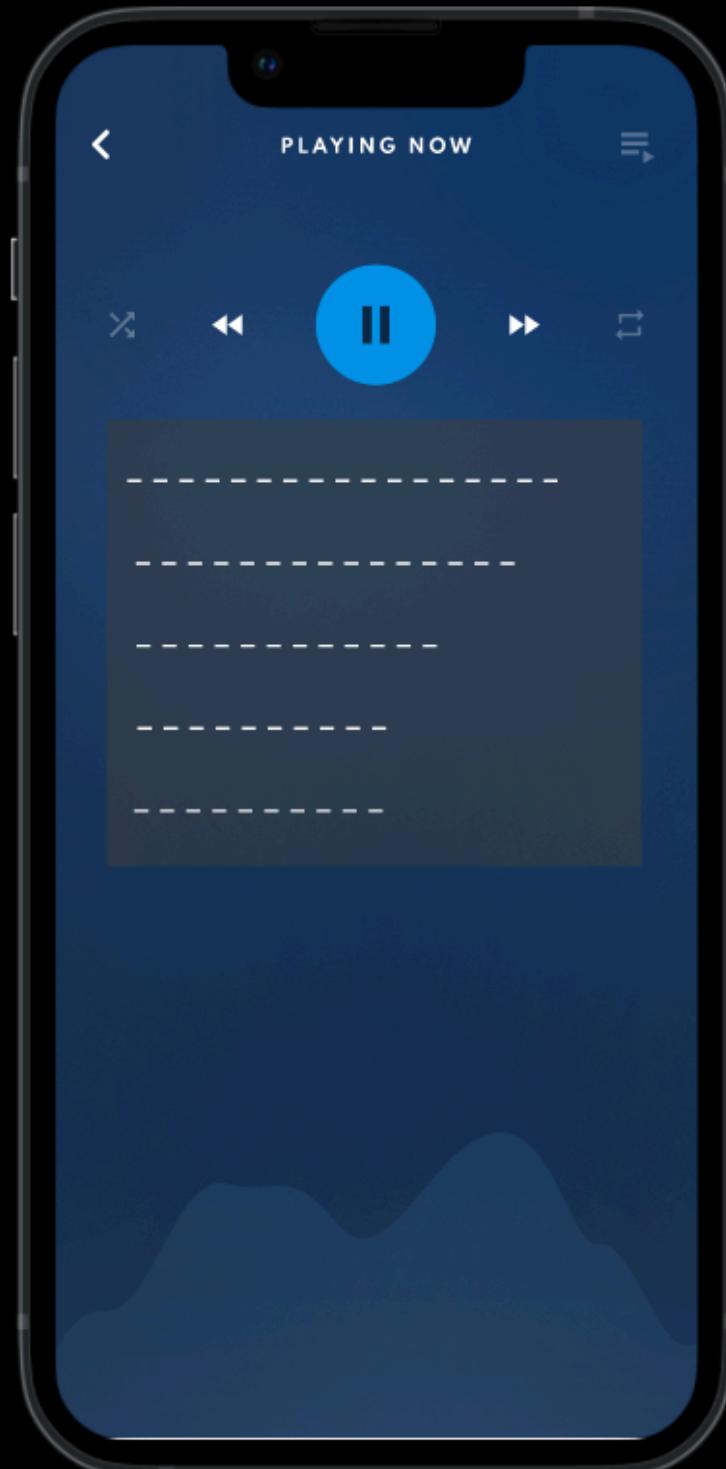
PROS

- Easy visibility and accessibility
- User does not have to go on another page or to scroll down

CONS

- Need to add a separate tab that takes extra space

Design 2



This design contains the LYRICS section downside of the music player and user can access it by scrolling down

PROS

- Does not have to add a separate tab on the main play screen

CONS

- User has to go on another page or to scroll down to see lyrics
- Not so easy visibility and accessibility this time

Design 3



This design contains a separate tab for the LYRICS section in the middle of the album cover and the title of the song

clicking on the arrow pulls up the LYRICS section which covers the half of the album

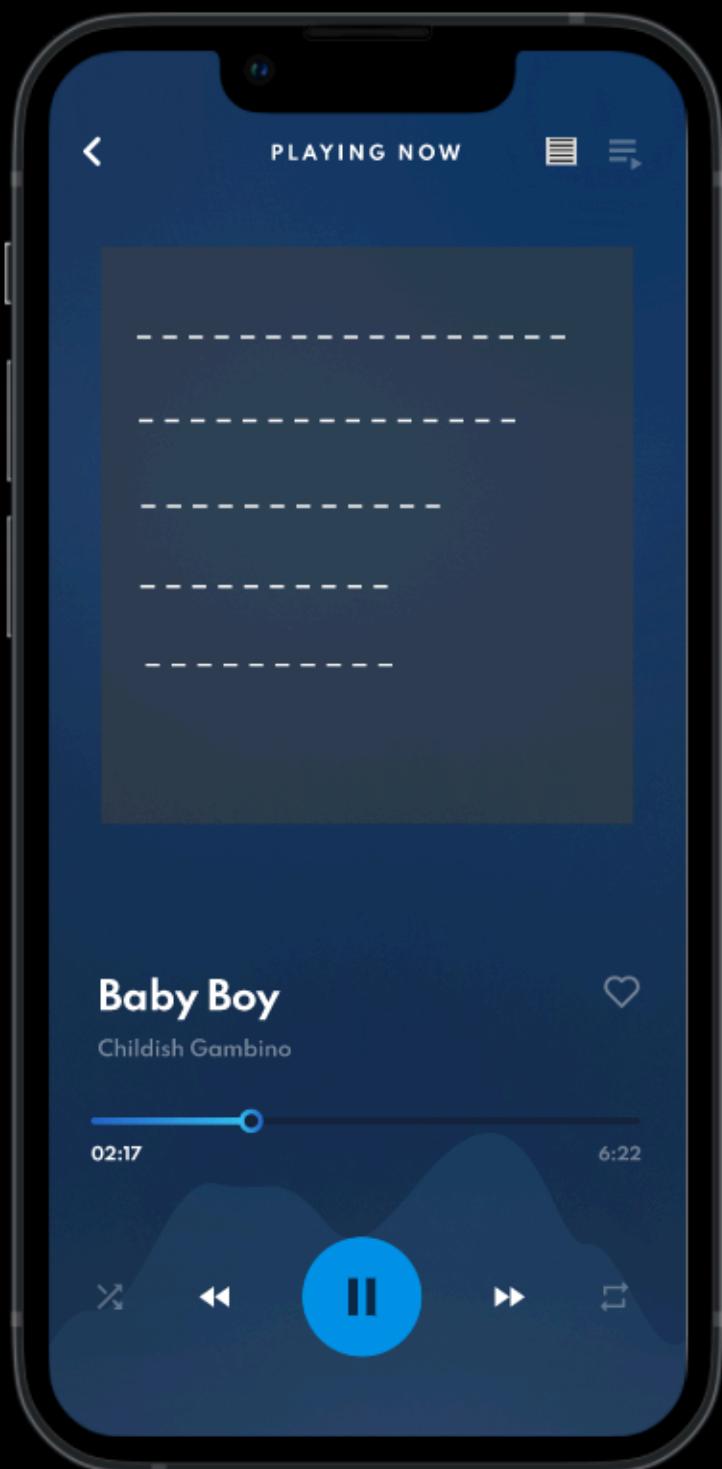
PROS

- The tab takes less space than the design 1
- Album and lyrics on the same screen
- Easy accessibility

CONS

- Less number of lines visible due to the less space for the section

Design 4



This design contains a separate LYRICS section which is accessible by clicking its icon which is present at the top-right side of the screen just beside the playlist icon

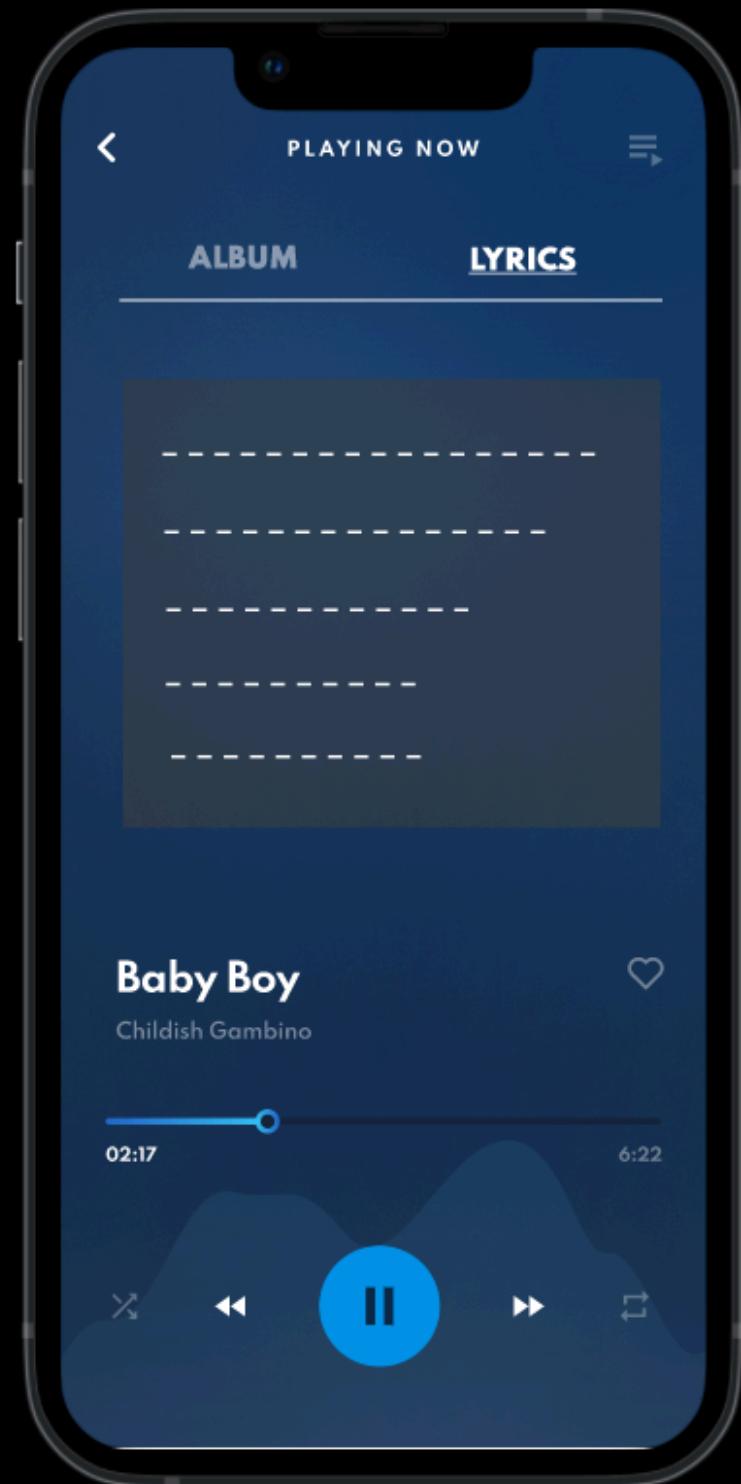
PROS

- Icon takes very less space in the main screen

CONS

- Less visibility and accessibility
- Every time user has to touch the small icon to switch between lyrics and album cover

Final Design Chosen : Design 1



WHY?

- User has two sweet options to access the Lyrics section (one by clicking the tabs and second by swiping left and right)
- **People tend to look at the top of the screen first**
- Space for the tab can be easily created and adjusted
- Bigger and full view for the lyrics displayed

Thankyou

Tools used : Figma + canva

Made by Kartikey Naharia