

UI-UX-Project Series

Music Streaming App

Design Link:

<https://www.figma.com/design/JPZVWsBtLFaxLOKj8oLaNX/Untitled?node-id=261-169&t=rFczysiJptHx9VEo-1>

1. Introduction:

- Beat Box is a music app designed for Gen Z, offering personalized recommendations, seamless social media integration, and immersive experiences like live streaming and virtual concerts. It emphasizes inclusivity and diversity, showcasing a wide range of genres and artists to cater to the unique tastes of Generation Z.

2. Design Intent:

- The design intent of the Beat Box is to create an intuitive, user-friendly interface that enhances music discovery and enjoyment. It offers seamless navigation, personalized playlists, high-quality streaming, and social sharing features to connect users through their musical tastes.

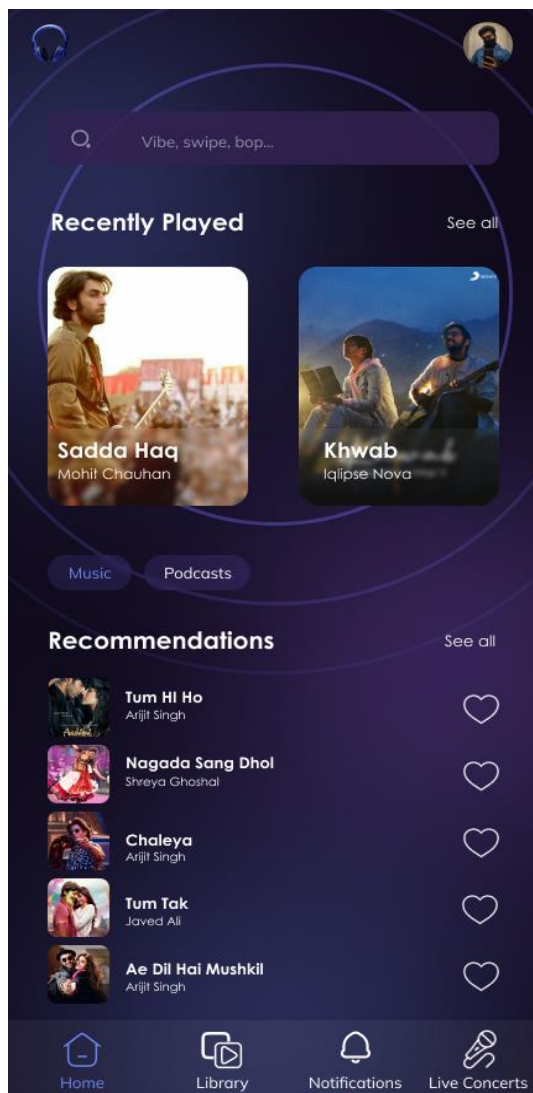
3. Objective:

- The objective of the music app is to provide a seamless and immersive musical experience by offering a user-friendly interface, personalized recommendations, and high-quality audio streaming. It aims to enhance user engagement through social features, easy navigation, and a diverse music library, catering to varied musical preferences and needs.

4. Key Features:

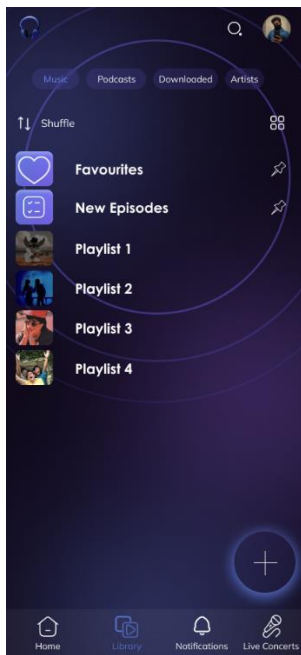
1. Homepage:

After the login and signup page the home page of Beat Box provides users with a search option to search their favourite songs, an option to switch between music and podcast section, recommended songs scroll and recently played songs.



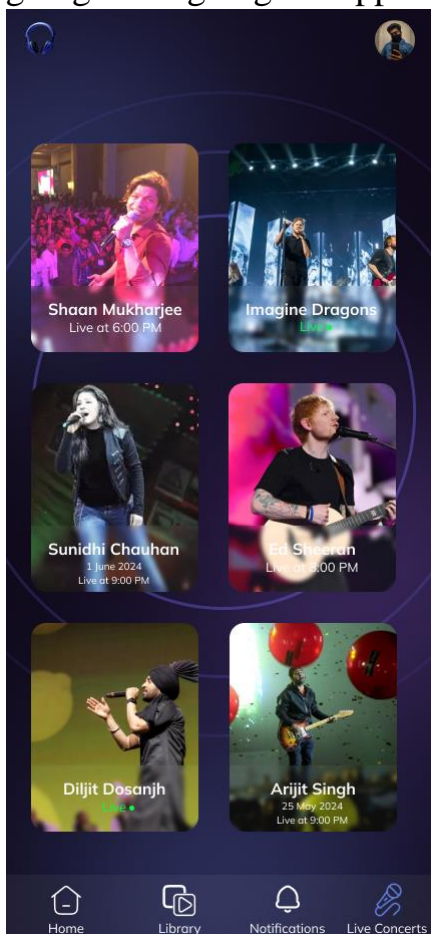
2. Library:

The library page provides user with the liked songs and playlists user has created also it provides user with option to create a new playlist.



3. Live Concerts:

Live Concerts section of the app provides user to attend a concert which is going on or going to happen virtually through the app.



5. Navigation and User Flow:

- **Intuitive Navigation System:**

- **Footer Navigation:** The footer navigation of app provides user navigating links to home, library, notifications, live concerts.

- **User Flow Explanation:**

- **Entry Point:** Users land on the homepage, greeted by the navigation menu and search bar.
- **Exploration:** Users explore various sections, including popular genres, playlists, and music charts.
- **Song/Album Details:** Clicking on a song or album leads users to its detailed page for playback or further information.
- **Favourites:** Users navigate to the favorites section to view and manage their liked songs and playlists.
- **Profile:** Users can access and edit their profile, including personal settings and account information.

6. Colors and Typography:

- **Color Palette:**

- **#9668EF (Medium Slate Blue):**
Medium slate blue color represents a sense of calmness, stability, and sophistication. It combines the tranquility of blue with a touch of depth and richness, conveying a feeling of balance and harmony. It can also evoke a sense of nostalgia and creativity.
- **#322251(Russian Violet):**
Russian violet is a rich, deep shade of purple. It often symbolizes luxury, creativity, and spirituality. In some contexts, it can also represent royalty, elegance, and introspection.
- **#6886EF(Cornflower Blue):**
Cornflower blue represents calmness, serenity, and tranquility. It evokes a sense of peace and relaxation, often associated with clear skies and gentle waters. This color can also symbolize stability, loyalty, and sincerity.

- **#100A1C(Raisin Black):**

Raisin black color often represents elegance, sophistication, and depth. It carries a sense of mystery and seriousness while also symbolizing richness and intensity, making it a versatile choice for conveying depth and drama in design and aesthetics.

- **Typography:**

- **Century Gothic:**

Century Gothic is a geometric-style sans serif typeface designed by the Monotype Type Drawing Office and released in 1991 by Monotype Imaging. It's based on Sol Hess's Monotype 20th Century drawing, which was created between 1936 and 1947, and is inspired by geometric-style sans serif typefaces that were popular in the early 20th century.

- **Mulish:**


Vernon Adams originally designed the Mulish font in 2011, and it was originally called Muli. In 2014, Adams refined the font based on user feedback, and in 2017, Jacques Le Bailly and Vernon's widow, Allison Adams, updated the font family. In 2020, the font was renamed Mulish because the original name was considered derogatory in some communities.

7. Case Study:


Beat Box

The Next Gen Music Box

Tool Used

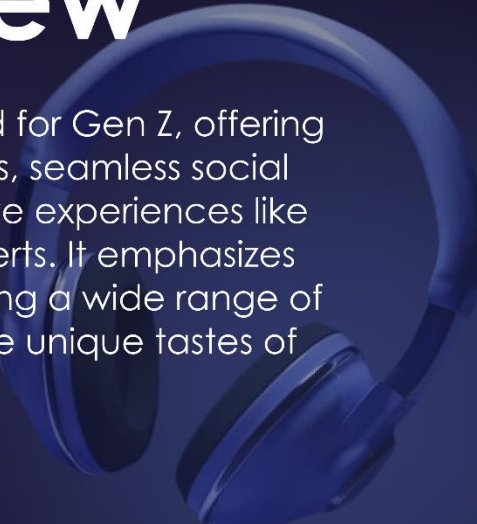


Figma



Overview

Beat Box is a music app designed for Gen Z, offering personalized recommendations, seamless social media integration, and immersive experiences like live streaming and virtual concerts. It emphasizes inclusivity and diversity, showcasing a wide range of genres and artists to cater to the unique tastes of Generation Z.



User Persona



Vandan Parekh

Male

20

User Goals:

- **Discover New Music:** Find personalized song and artist recommendations effortlessly.
- **Social Connectivity:** Share and collaborate on playlists with friends seamlessly.
- **Immersive Experiences:** Enjoy virtual concerts and interactive music videos.
- **Diverse Exploration:** Explore genres and discover emerging, independent artists.
- **Customization and Personalization:** Create, customize, and follow playlists and favorite artists.

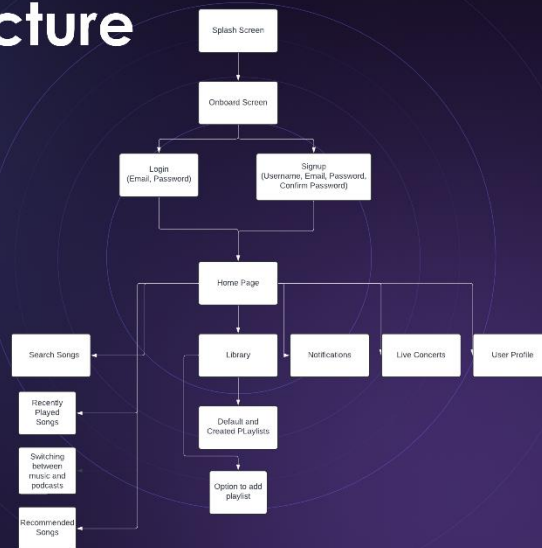
User Needs

- **Personalized Recommendations:** Tailored music suggestions based on individual listening habits.
- **Social Sharing:** Easy sharing of music and playlists with friends.
- **High-Quality Streaming:** Reliable, high-fidelity audio for the best listening experience.
- **Diverse Content:** Wide range of genres and artists to explore.
- **Interactive Features:** Engaging virtual concerts and live streaming experiences.

User Frustrations

- **Intrusive Ads:** Frequent advertisements disrupting the listening experience.
- **Buffering Issues:** Slow or interrupted streaming causing frustration.
- **Repetitive Suggestions:** Some songs recommended repeatedly, lacking variety.
- **Complex Navigation:** Difficult or unintuitive app interface causing user frustration.
- **Limited Content:** Insufficient variety in genres and artists available.

Information Architecture



Color Palette

#9668EF

#322251

#6886EF

#100A1C

#7368EF

#6886EF

Typography

Century Gothic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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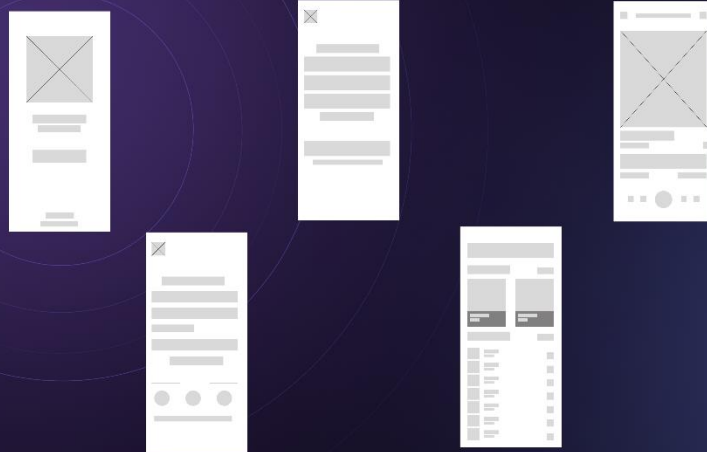
Mulish

Aa

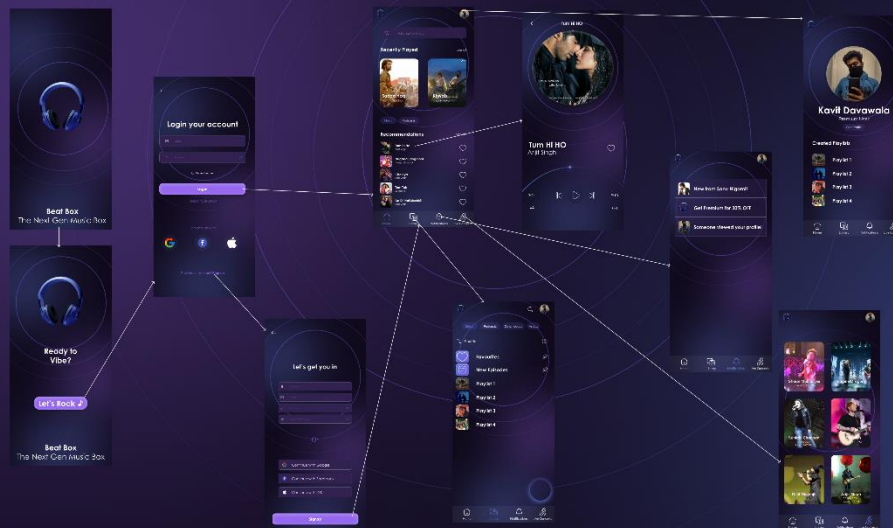
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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Wireframes



Screens & Navigation



8. Prototype:

```
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Fpage-id%3D261%253A169%26node-id%3D270-598%26viewport%3D-
1610%252C-2722%252C0.2%26t%3D8ELeGDf29aNEvtuT-
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```