

Melodify – Music Streaming App Redesign

Project overview: Melodify is a concept redesign for a music streaming app. The goal is to make discovering and managing playlists easier and more fun.

ROLE/TEAM

Explain the team and which aspect of the project you handled or if you were the primary designer on the project

TOOLS

List out some of all tools used during the course of the project

CLIENT/DATE/DURATION

Write out when this project was done or the duration it took

The Challenge or Problem Statement

Users often struggle to find songs quickly and organize playlists efficiently due to cluttered interfaces and inconsistent navigation.

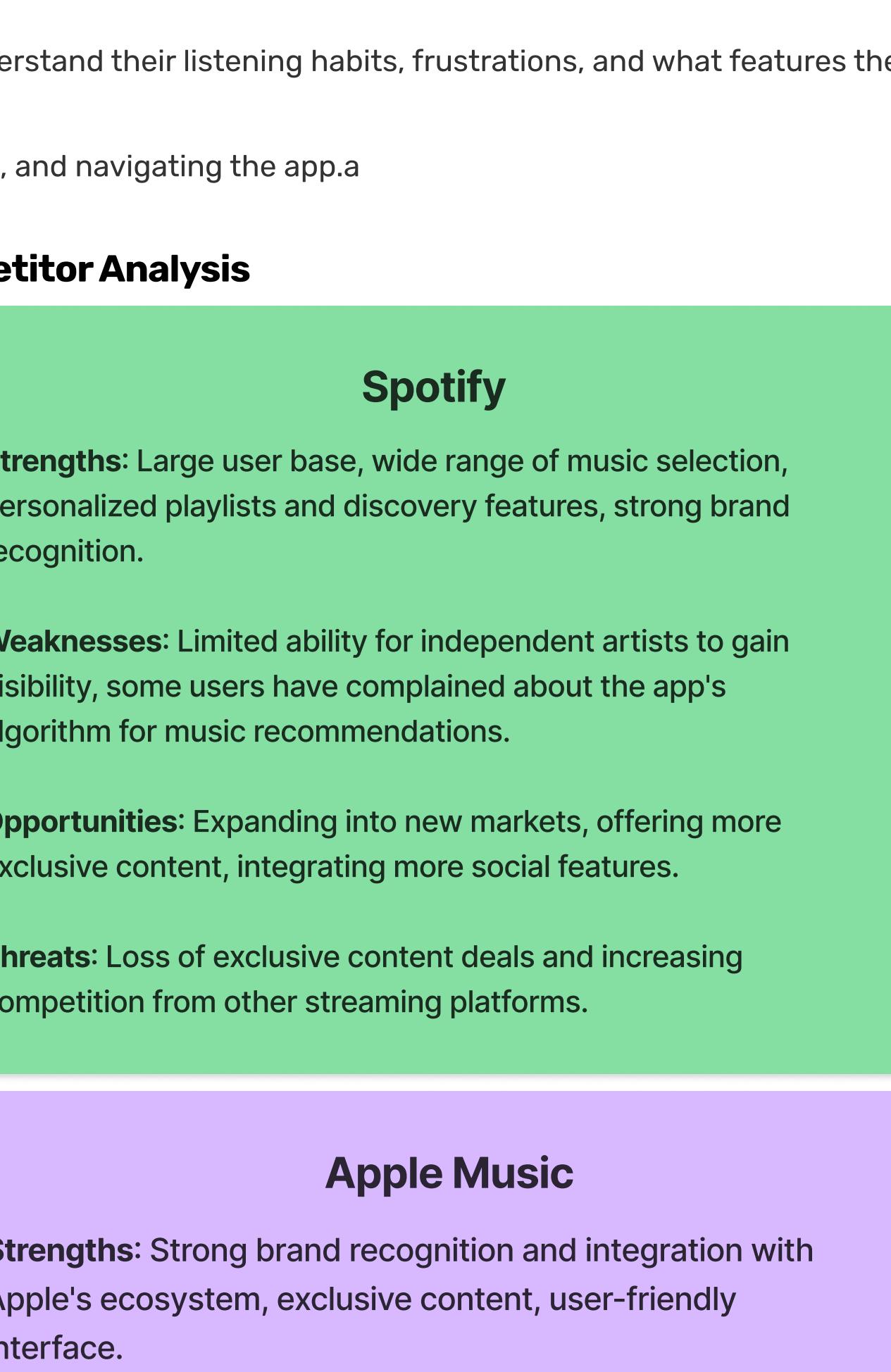
The challenge was to simplify the browsing and listening experience while making it visually engaging and enjoyable.

Solution

The redesigned Melodify app focuses on creating a more intuitive and immersive music experience.

I simplified the navigation, added a personalized recommendation system, and used a dark theme to reduce eye strain.

The design improves how users discover, play, and organize music with fewer steps and cleaner visuals.



Goals

The main goal of the Melodify redesign project was to create a more engaging, modern, and user-friendly music experience.

I wanted to make it easier for users to discover, play, and organize their favorite songs without feeling overwhelmed by cluttered layouts.

Simplify music discovery

Make it easier for users to find trending songs, new artists, and personalized playlists without confusion.

Create a smooth listening flow

Design a simple player interface where users can play, pause, and switch tracks quickly with minimal effort.

Enhance the visual experience

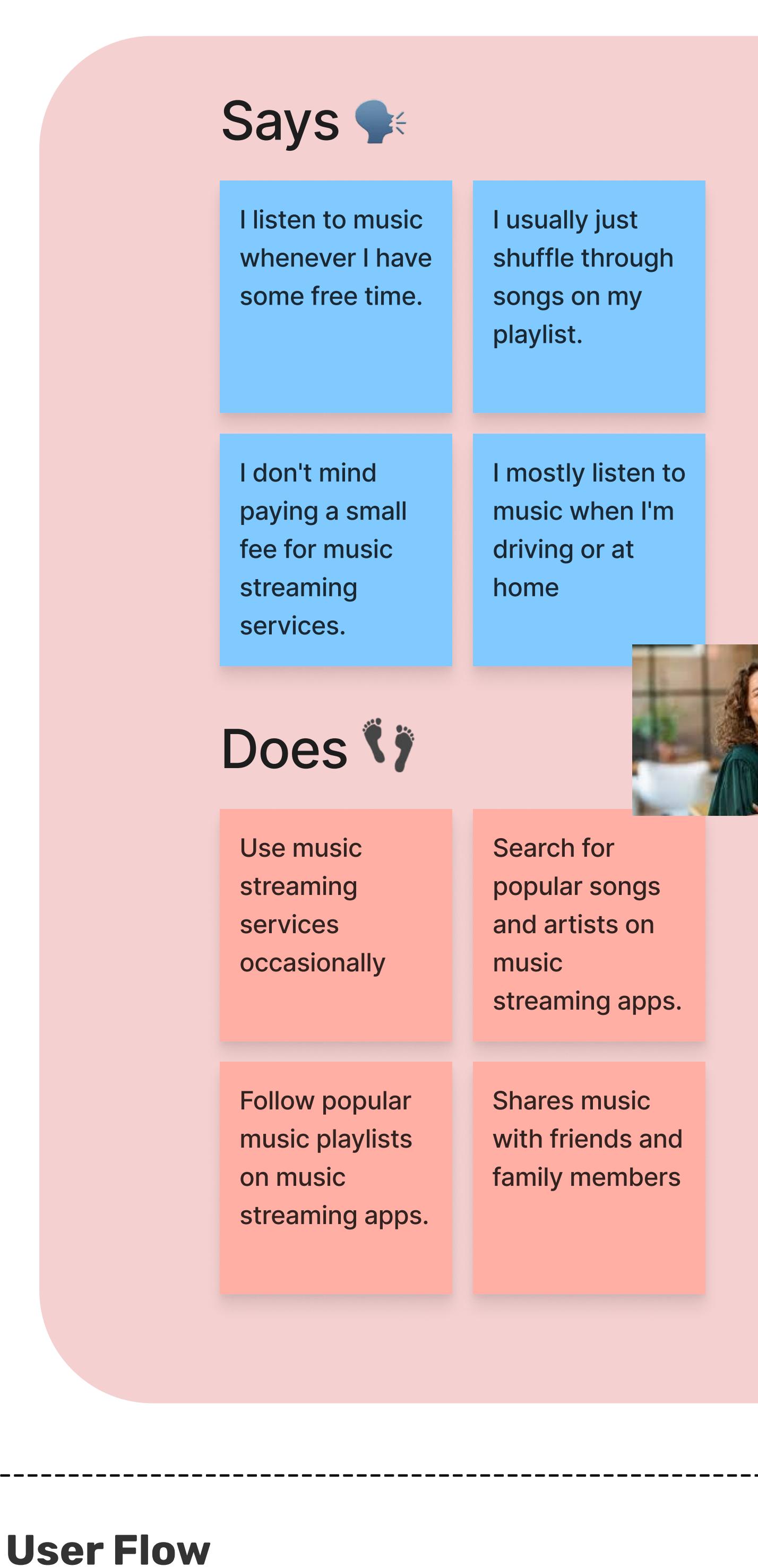
Use a dark mode theme with modern gradients and glowing accents to make listening feel immersive and premium..

Research & Analysis

I started by conducting quick research among a small group of music app users to understand their listening habits, frustrations, and what features they wish existed in current music platforms like Spotify, Apple Music, or YouTube Music.

The main objective was to identify pain points in discovering songs, managing playlists, and navigating the app.

Competitor Analysis



Spotify

• **Strengths:** Large user base, wide range of music selection, personalized playlists and discovery features, strong brand recognition.

• **Weaknesses:** Limited ability for independent artists to gain visibility, some users have complained about the app's algorithm for music recommendations.

• **Opportunities:** Expanding into new markets, offering more exclusive content, integrating more social features.

• **Threats:** Loss of exclusive content deals and increasing competition from other streaming platforms.

Apple Music

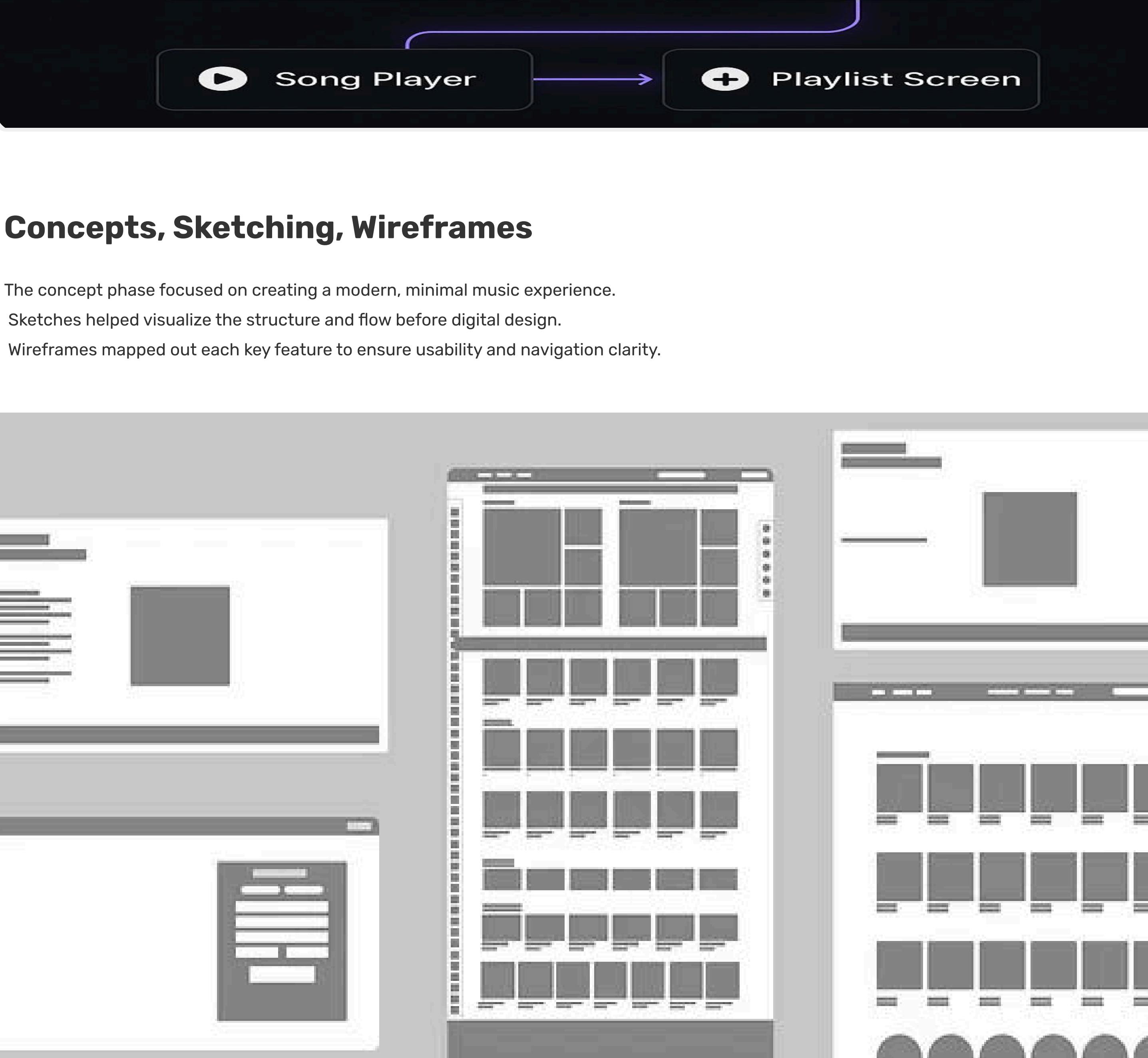
• **Strengths:** Strong brand recognition and integration with Apple's ecosystem, exclusive content, user-friendly interface.

• **Weaknesses:** Limited social features, less popular among independent artists.

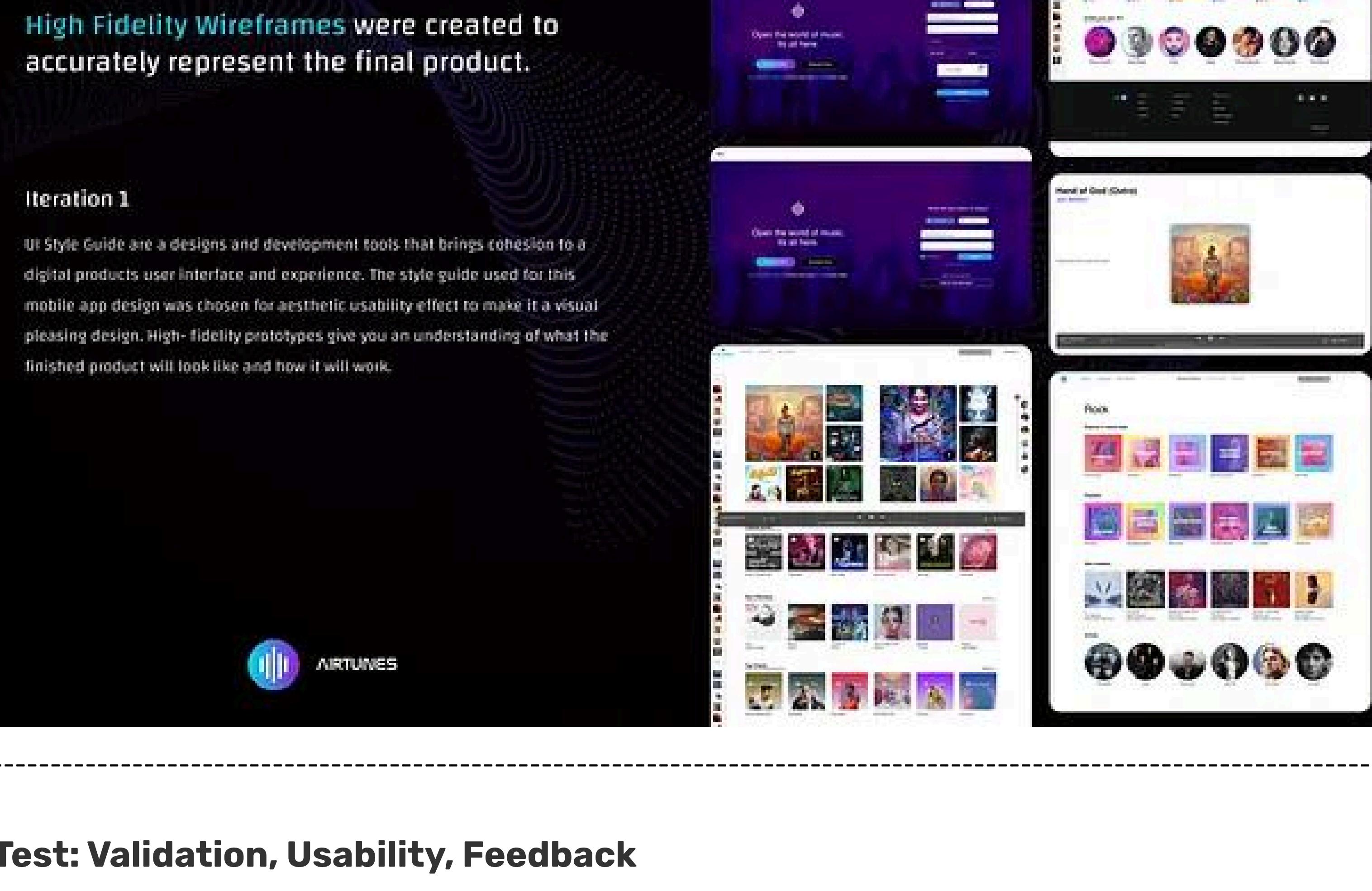
• **Opportunities:** Expanding into new markets, offering more personalised recommendations and discovery features.

• **Threats:** Limited user base and lack of integration with other music-related services.

User Persona



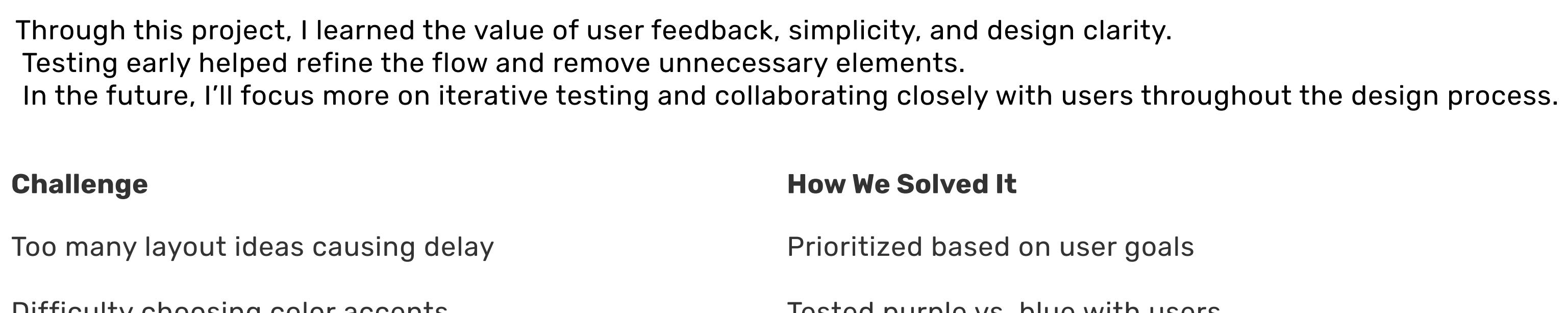
Empathy map



User Flow

This user flow shows how Melodify simplifies the listening process by reducing unnecessary steps.

Users can quickly search, discover, and play songs within seconds. The improved navigation and personalized recommendations enhance the overall experience and reduce friction.



Concepts, Sketching, Wireframes

The concept phase focused on creating a modern, minimalist music experience.

Sketches helped visualize the structure and flow before digital design.

Wireframes mapped out each key feature to ensure usability and navigation clarity.

Test: Validation, Usability, Feedback

After designing the prototype of Melodify, I conducted a small usability test with 5 users (ages 18-30) who regularly use music apps like Spotify and YouTube Music.

Discuss your experience of testing or gathering feedback on your interaction with users and/or customers. Including photos, data visualizations, charts, or bullet points of findings is a good way of showcasing your work.

Challenges & Conclusion

Through this project, I learned the value of user feedback, simplicity, and design clarity.

Testing early helped refine the flow and remove unnecessary elements.

In the future, I'll focus more on iterative testing and collaborating closely with users throughout the design process.

Challenge

Too many layout ideas causing delay

Difficulty choosing color accents

Time limit for project

How We Solved It

Prioritized based on user goals

Tested purple vs. blue with users

Focused on 4 main screens instead of full app