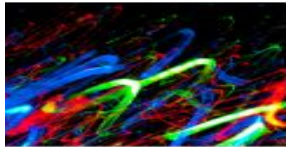
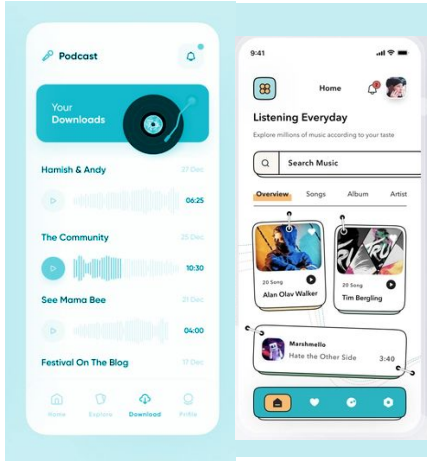
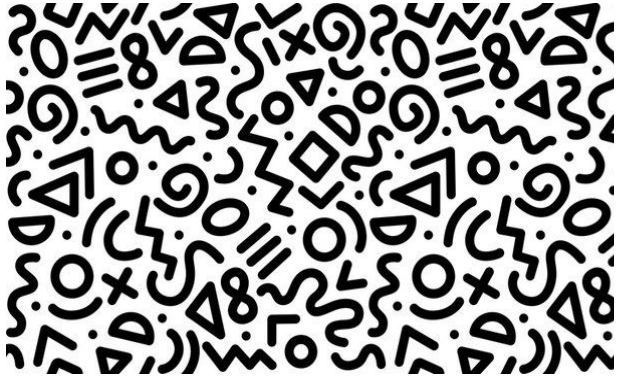
SOUNDPLAY

soundplay music app moodboard



#TBT #MIXTAPE





Why?

To reminisce and feel nostalgic To feel transported to the past To experience the past *from instructor: the goal of this app should be more than just listening and sharing music; it should generate an experience that connects people and give them an opportunity to hold their good memories in a tangible form. Why would someone choose SoundPlay over other music apps such as Spotify or Tidal? What would users like to achieve by using this app?*	User-friendly, non-stop music, create playlist, enjoy latest music, personal dj

Mood

Fun, exciting, hipster, vintage, playful, loud, retro, social influencer, evoking memory, nostalgic *from instructor: "mix of modern and vintage patterns and colours; contemporary yet throwback, fun and bold, visually bright, jazzy, energetic, clean, and loud"*	Relax, chill, satisfied, energetic, calmness, deep thinking, comfort zone, enjoy travelling,

Visual Language

Colour - **high contrast**, **neon**, flashy, bright colours, vibrant/loud, saturated, black/white	Dark colour, soft tone, **high contrast, neon colour**, blue
Space - **aligned** and random mix, outlined, "busy", opposite of minimal	**Aligned**, grid, free, open
Shape - bold, **geometric** print, "big hair" shadows on text, sharp edges	Round, circular shape, **geometric**, soft edge
Movement - fast, dynamic, **rhythmic**	Following, **rhythmic**, smooth