MixTape

CASE STUDY

By Trevyn Barton

ABOUT ME

BIO/TIPS

Hello MixTape! Let me introduce myself. My name is Trevyn Barton, and I am a Graphic Designer and Web Developer.

MY APPROACH

- Research
- UX/UI Design
- Wireframing
- Mockup Design
- Web Page Design

PROJECT DURATION

1 Mix 23 Sections

TOOLS USED

Figma · Photoshop

CHALLENGES AND SOLUTIONS

CHALLENGES

There are a lots I have to take into those specifically for this mix. Video, Photos, Text, Mixes, Sections, Tracks, Playlists, Comments, Likes, Reposts, Follows, Notifications, Profile, Settings and everything. It's so overwhelmed. So they are generally difficult to use. Because of the lots of features, the UI/UX design is crowded and the video and content suddenly.

SOLUTIONS

MixTape is a negative universe like the dark side that consumes the light. The universe is being consumed by the dark side. The dark side represents the UI/UX design. The universe represents the lots of features. MixTape is a mixtape-sharing app. It's a social network for music. It's a place where people can share their mixes, and it's a place where people can listen to what other people have created. Its tagline is "Share your mix."

WORKFLOWS

- Research
- Competitive Analysis

- Elate
- Mood Lumos

- Wireframe
- Mockup
- Style Guide
- Web Design

RESEARCH

COMPETITIVE ANALYSIS: SPOTIFY

- Mixes with a variety of features
- Algorithm is weak, and tracks are easy to overthrown
- Design could be minimized more flawless
- Could benefit from a more striking visual style

COMPETITIVE ANALYSIS: BEST 100 SONGS

- Straightforward, and takes no time to find the right tracks, and compare the tracks side-by-side
- The UI could use some beautification
- Could benefit from a few more features

ELATE

WIREFRAMES

Elate's design focuses the Mixe-Sharing screens and their subsections and features as their designs and flights.

Mixe-Sharing Screens

Search Screens

Now Playing Screen

Settings Screen

DESIGN

MIXER BRAND AND STYLE GUIDE

A collected colors, textures, typography, imagery, and quotes that represent the MixTape brand. The MixTape brand is inspired by everyone who is a fan of music and enjoyed a mix given to them or created.

Colors

Cyan	Yellow	Magenta
#0FFFF	#FFFF00	#FF00FF
0, 255, 255	204, 255, 0	255, 0, 255
100 / 0% / 50%	0.8 / 0% / 100%	100 / 100% / 50%
Support Color	Accent Color	Dominant Color

Texture

Typography

Sniffer Serif Regular

DEBAO NEUE FOR HEADINGS...

Open Sans SemiBold

The rushing wind, cold, stung your white fastening to pin fleeting tunes and polishing your proficient self. Gazing at the sky, you feel the distance and the stars begin to poke through above.

Imagery

Quotes

"I do know the effect that music still has on me - I'm completely vulnerable to it. I'm seduced by it."
- Debbie Harry

"Rock Isn't art, it's the way ordinary people talk."
- Billy Idol

"Tomorrow belongs to those who can hear it coming."
- David Bowie

"I get the greatest feeling when I'm singing. It's other-worldly. Your feet are anchored into the Earth and your head is in the stars. And it comes up through your feet and comes through your head and maybe you're holding hands with the angels or the stars. I have no idea."
- Cyndi Lauper

TITLES AND HEADINGS

Sniffer Serif Regular 45px

MIXER / SIGNUP / SIGN IN

Open Sans SemiBold 18px

Arial / Back Tags

BUTTONS

BUTTON / REGULAR, 40PX

NORMAL
HOVER
ACTIVE

BODY TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

TEXT ENTRIES

Arial / Open Sans

CONTENT LISTS

- Lorem ipsum
- Lorem ipsum
- Lorem ipsum

FORMS

NORMAL

FINAL DESIGN

Following Material Design guides, I selected the colours, forms, typographies, and imagery across the complete coding layers.

REFLECTING

Looking back at the design of MixTape, the Figma's FigJam feature helped me to organize my thoughts and ideas. I used it to create a mind map, a flowchart, and a wireframe. I used the mind map to organize my thoughts and ideas. I used the flowchart to see how, get acquainted of the tools, and a Starbux and even Spotify's UI/UX design.

Spotify's UI/UX design was my inspiration and goal when I was designing MixTape. I wanted to create a social network for music. Spotify's design is very friendly and it feels easier to listen, but it's difficult to find what you want. I wanted to make a social network for music that is easy to use and that is fun to listen to.

THANKS FOR READING!

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