UI/UX Internship Project Report

VibeStream (Music Streaming App) – Major Project

Ecommerce Product Page – Mini Project

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Internship Domain:

UI/UX Design

NAVIOTECH SOLUTION

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Introduction

This report presents the projects completed as part of my UI/UX Internship program. The submission includes two primary projects: a Mini Project focused on designing a mobile E-commerce Product Page and a Major Project involving the design of a music streaming application called *VibeStream*. Both projects were developed to demonstrate practical understanding of user interface design principles, layout systems, visual hierarchy, design consistency, and user-centered experience thinking.

The Mini Project involved designing a mobile product detail page for an e-commerce application. The objective was to create a clean, structured, and user-friendly interface that helps users quickly understand product information and make confident purchasing decisions. Many existing e-commerce applications tend to overload users with dense information, excessive sections, and competing visual elements. In this project, emphasis was placed on maintaining clarity through spacing, proper alignment, clear call-to-action buttons, and simplified interaction flow. The design was structured to prioritize essential elements such as product image, price, selection options, and purchase action.

The Major Project, *VibeStream*, is a mood-based music streaming mobile application designed to create a more personalized and emotionally engaging listening experience. Research on platforms such as Spotify, YouTube Music, and Apple Music revealed that although these applications offer strong recommendation systems, their interfaces can sometimes feel overwhelming for new users. To address this, VibeStream was designed with a simplified structure focusing on mood-based discovery and a calm visual system. The implemented "Rain" seasonal theme uses a warm beige base combined with soft blue-green accents to ensure visual comfort and emotional alignment.

Together, these projects reflect a structured UI/UX design approach that integrates research, design systems, component reuse, and user-focused decision-making

Mini Project – E-commerce Product Page (Mobile)

Project Overview:

The objective of this project was to design a mobile e-commerce product page that is clean, user-friendly, and optimized for quick purchasing decisions. The product selected for this design was a lipstick item, inspired by a previously developed lipstick recommendation concept. In which the user selects their skintone and undertone according to which the system recommends them the shades that match their skintone and this ecommerce product page was designed to make it simple for user to buy the shades recommended in the system and not search across different platforms for the shade match. The ecommerce page is simple to navigate and use and user can easily purchase or share the product or even wishlist the shades to buy later.

Problem Statement:

Many e-commerce applications present dense information and overwhelming layouts. Users often struggle to quickly focus on the key elements required to make a purchase decision, especially on mobile devices.

Design Approach:

The design focuses on a simplified layout with strong visual hierarchy. Key elements such as product image, name, price, shade selection, and call-to-action buttons are clearly structured. The primary action button is emphasized to reduce decision fatigue. Spacing and alignment follow a consistent grid system for clarity.

Key Features:

- Mobile-first layout with clear product visibility

- Pre-selected product shade for simplified decision-making

- Strong call-to-action buttons for purchase flow

- Minimal and clean typography system

- Balanced use of color to maintain focus on the product

Major Project – VibeStream (Music App UI/UX)

Project Overview:

VibeStream is a mood-based music streaming mobile application designed to provide users with a personalized and emotionally engaging listening experience. The primary goal of the application is to simplify music discovery by allowing users to explore songs based on how they feel, rather than navigating through overwhelming lists or complex recommendation systems.

While researching existing music applications such as **Spotify**, **YouTube Music**, and **Apple Music**, I observed that although these platforms offer powerful recommendation algorithms, their interfaces can sometimes feel dense or overwhelming for new users. Many sections compete for attention at the same time — trending music, curated playlists, podcasts, charts, and promotions — which may increase cognitive load. Additionally, most of these applications maintain a consistent dark theme but do not adapt visually to emotional or environmental contexts.

Based on this observation, I decided to design VibeStream as a calmer, more focused alternative that emphasizes emotional personalization and visual comfort.

Problem Statement:

Modern music streaming applications often prioritize content volume over user comfort. Users frequently experience:

- Overwhelming interface layouts

- Difficulty in quickly finding music that matches their mood

- Visual fatigue due to high-contrast or overly dark/light interfaces

- Lack of emotional connection between UI and content

While music itself is deeply emotional and seasonal in nature, the interface rarely reflects this emotional context.

This gap between emotional content (music) and static UI design inspired the development of VibeStream.

Existing music streaming applications often present cluttered interfaces and excessive options, making it difficult for users to quickly find music that matches their emotional state. Additionally, bright and high-contrast interfaces may cause visual strain during prolonged use.

Proposed Solution:

VibeStream introduces two core personalization layers:

1. **Mood-Based UX (Functional Layer) :**

The primary user experience feature is mood-based music discovery. Instead of browsing by genre alone, users can choose how they feel — such as:

- Calm
- Energetic
- Focused
- Happy
- Reflective

This approach reduces decision fatigue and aligns the music selection process with human emotions rather than technical categories. It improves usability by allowing quicker, more intuitive discovery.

By structuring the home screen around mood categories, the system:

- Reduces cognitive load
- Encourages emotional engagement
- Makes personalization visible and understandable

This improves both system clarity and user satisfaction.

2. Seasonal UI System (Visual Layer):

In addition to mood-based recommendations, VibeStream introduces a seasonal theming concept. Music preferences often change with environmental context — rainy days, winter evenings, summer travel, etc. However, most music apps do not reflect this emotional or seasonal atmosphere visually.

To address this, VibeStream includes a seasonal UI system where the interface can adapt visually based on a selected seasonal vibe.

For this project submission, the **Rain theme** was implemented.

The Rain theme includes:

- A warm beige base for eye comfort
- Soft blue-green accent tones
- Calm, muted color balance
- Minimal visual distractions

This system separates:

- UX = Mood-based functionality
- UI = Seasonal emotional atmosphere

The seasonal theme does not change the structure of the interface. Instead, it changes accent colors and visual tone, maintaining layout consistency while enhancing emotional immersion.

Design System:

During research, the following apps were referenced for understanding design patterns:

Spotify

- Horizontal scrolling playlists
- Clear hierarchy between sections
- Card-based content layout

YouTube Music

- Clean album cover presentation

- Focus on imagery

- Simple navigation structure

Apple Music

- Minimal typography

- Strong spacing and balance

- Structured content grouping

From these applications, common design patterns identified were:

- Card-based UI components

- Bottom navigation bars

- Search bar placement at top

- Personalized "Recently Played" section

- Horizontal content scrolling

These patterns were adopted in VibeStream but simplified to reduce clutter and improve clarity.

- Typography: Poppins font family (Friendly and soft tone)

- Base Color System: Warm beige background for visual comfort

- Accent Theme: Rain (Blue-green tones)

- Consistent 8px spacing system

- Reusable UI components (buttons, input fields, cards)

Screen Descriptions:

Onboarding Screen: Introduces the application with branding and a clear call-to-action. Sign-Up
Screen: Allows users to create an account through a structured and minimal form layout. Home Screen: Displays mood-based music categories, recently played tracks, and seasonal theme application.

Conclusion

Through the completion of both the Mini and Major projects, I gained practical experience in applying UI/UX design principles to real-world interface problems. The projects strengthened my understanding of visual hierarchy, spacing systems, color theory, typography selection, and component-based design. I also learned the importance of balancing functionality with emotional design, ensuring that user comfort and clarity remain central to the interface.

The E-commerce Product Page project helped me understand how structured layouts and clear call-to-action placement influence purchasing behavior. The VibeStream project expanded this learning by introducing system-level thinking, including mood-based personalization and seasonal theming. By combining functional UX logic with calm and accessible UI design, I explored how digital products can create both usability and emotional connection.

Overall, this internship experience enhanced my ability to approach design problems systematically, conduct research-based decisions, and translate concepts into cohesive interface solutions. The projects demonstrate my growth in UI/UX thinking and my ability to design structured, user-focused digital experiences.