03 APP DESIGN

SPACHO

Are you very self-conscious in everyday social situations? If you have been feeling this way, you may have a social anxiety disorder, which is the 3rd prevalent mental disorder in recent years. It involves anxiety around "being embarrassed, humiliated in social interactions", and meeting new people are serious triggers for anxieties even in non-anxious people.

Spacho is a social network built around music for people with a social anxiety. It creates an unique and participatory space world, using shared musical tastes as icebreakers to build a connection with other users and the app. Users will be called "spaceman" and able to create their music planets and FMs. The focus of this project is to build a space from a safe distance and use the power of music to facilitate relaxation and bond people together for people who struggle to build relationships in real life.

RESEARCH

INSPIRATION

Social Anxiety Disorder/Social Phobia

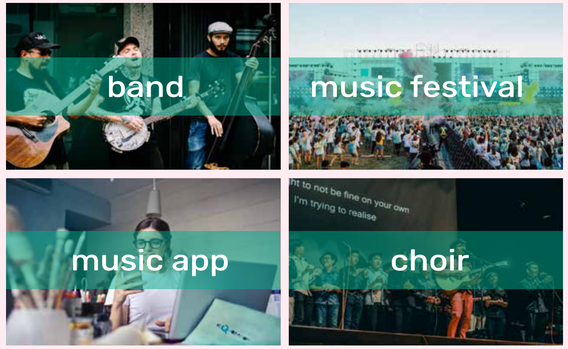
- intense anxiety or fear of being judged
- negatively evaluated, or rejected by others
- afraid of face-to-face interaction

Music Psychotherapy

An interactive music-related experience

- relieve anxiety, improve mood
- help facilitate relaxation when the body is stressed

Music-related Activities



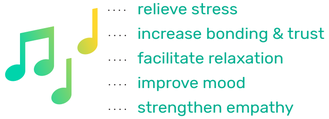
Virtual Interaction

- takes the pressure off in-person meetings
- gives shyer a safe space in which to socialize
- people can pause and consider words before typing

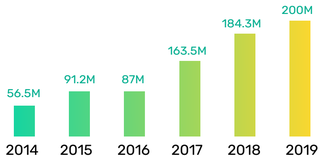
SOLUTION

I will develop a music-based app that each user will be called “spaceman” and own a music planet. It will not only increase the interactivity between users but also between the user and the app in order to provide an interactive music experience.

Music Functions

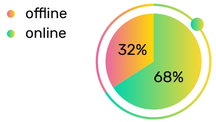


Downloads of Music Apps on App Store/Google Play

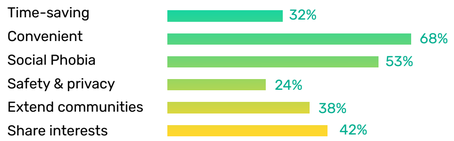


INTERVIEWS

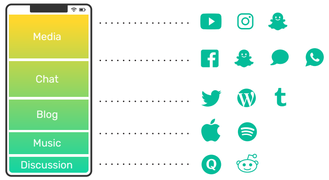
How do you socialize? Online or offline?



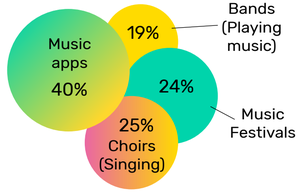
Why do you like to socialize online? (Multiple choices)



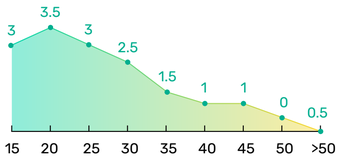
What social apps do you use?



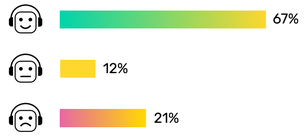
How does music involve in socialization?



How many different music apps did you use? (Age)



How do you feel when sharing the similar music taste with others?



Music can define people’s lifestyles, interests so it can be a good start to friendships. It’s also dedicated to the demands of the youth generation where entertainments play an important role when it comes to meeting new people.

RERSONA

Yiqing Wang, 21, International Student
Boston, MA

“I’m an international student, that makes me hard to make friends with the locals cuz I don’t know how to start a conversation with them. I’m afraid of saying wrong words and being judged by others.”

Yanran Chu, 22, Student
Nanjiing, China

“I feel uncomforable when I meet with strangers face to face even though I really want to talk with them. Like, I have a little trouble mingling at parties.”

SCENARIO

VISUAL IDENTITY

LOGO + LOGOTYPE

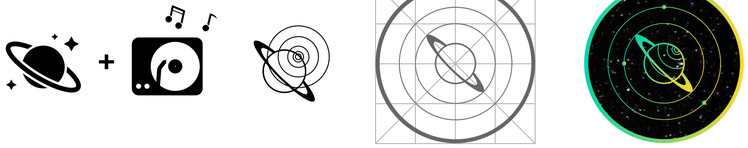
The name “Spacho” comes from the words “space” and “echo.” The “space” suggests it will construct a music space. The“echo” defines a series of sounds caused by the reflection of sound waves back to the listener. So I use “echo” as a metaphor for the reflection of the music sharers’ tastes back to each spaceman.

App Button

space + echo

SPACHO

planet + music



COLORS & FONTS

Aa regular

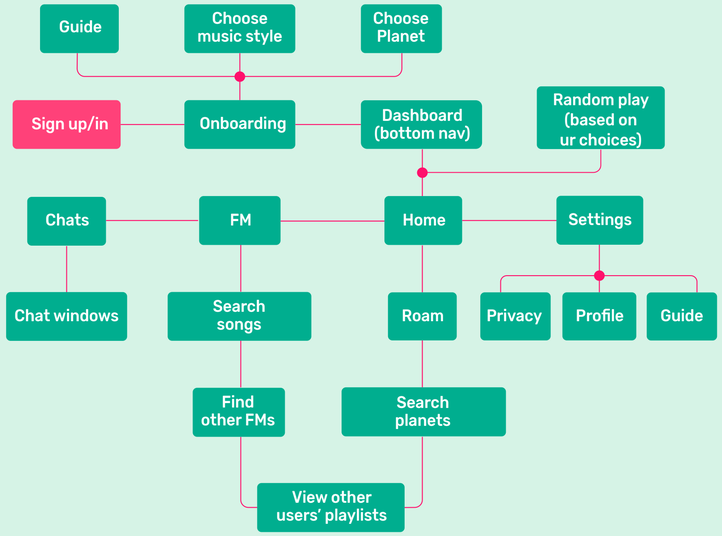
Aa semibold

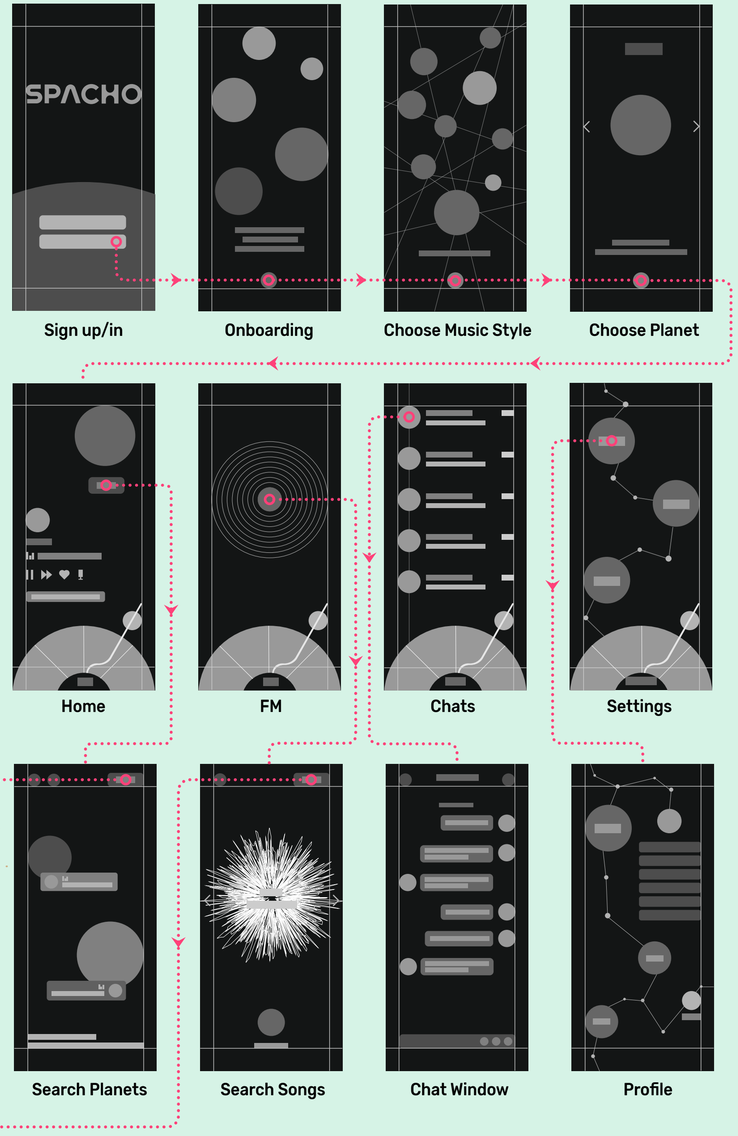
Aa bold

Montserrat

#00AE8F #FF4179 #DBAE6F #FCBE0F

FLOWCHART





INTERFACES

Onbroading

sign in/up

guide

choose music style

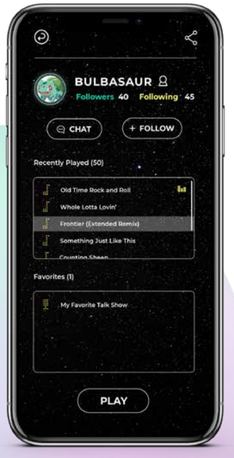
choose planet

options' guide

Roam service

roam(home)

find planet



spaceman's playlist

FM service

FM

search songs

waves change with dif songs

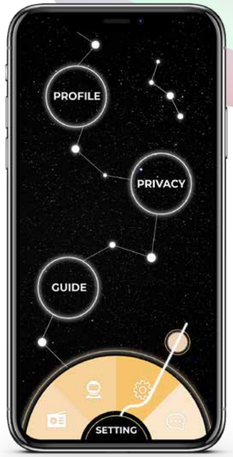
spaceman's planet

Chat service

chat list

chat window

Setting service

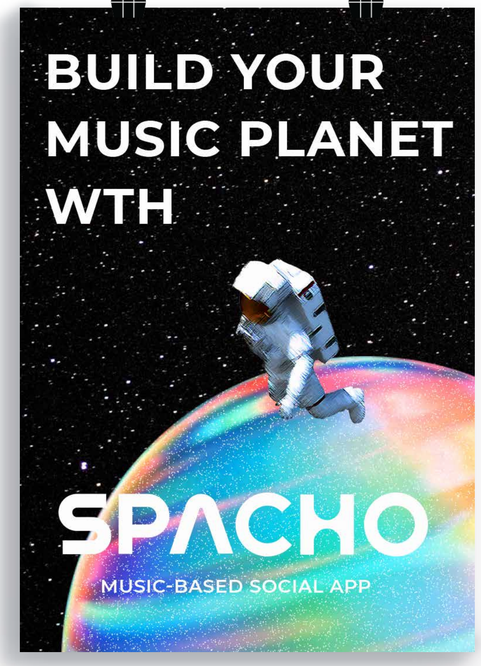


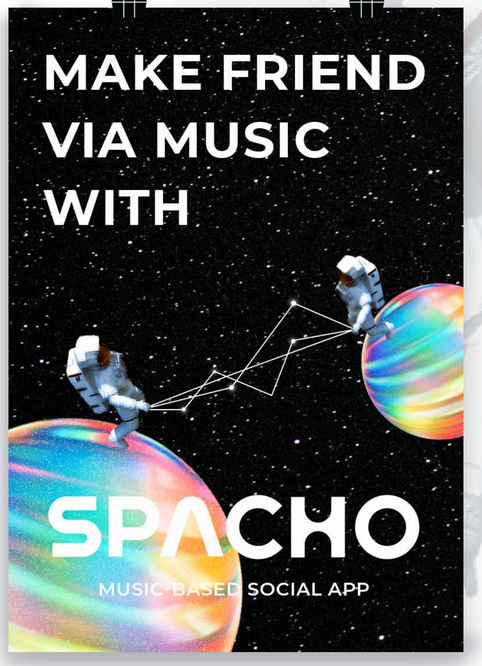
setting

edit profile

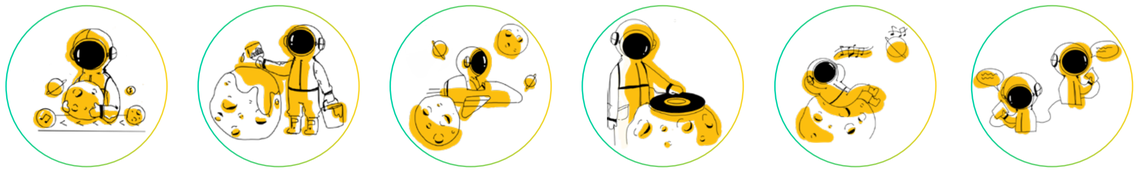
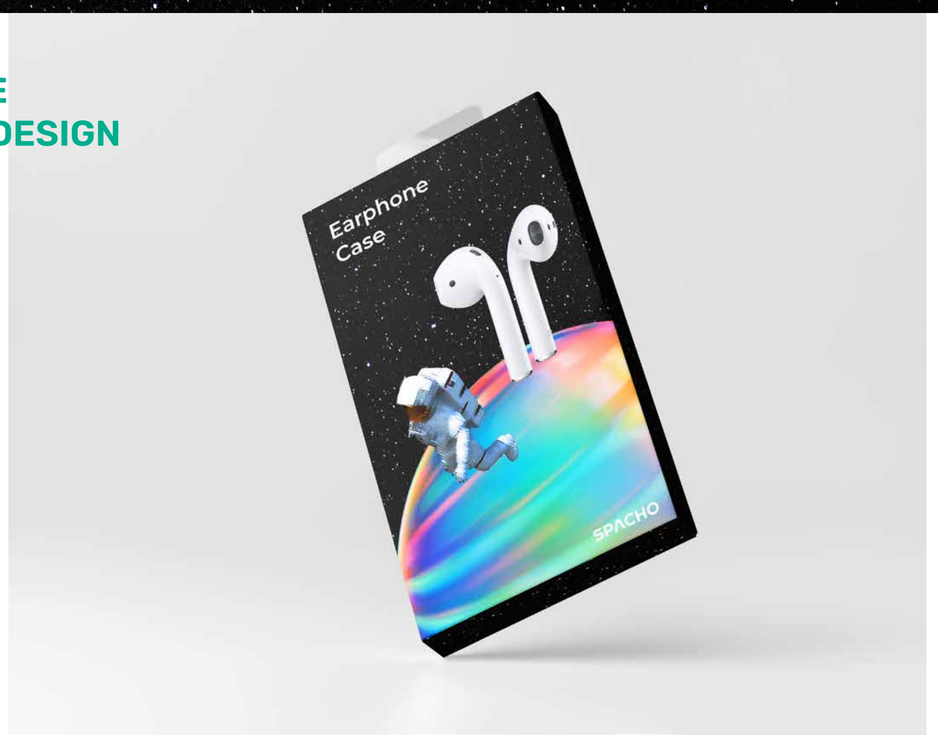
VISUALS

POSTERS





SERVICE MODEL



EARPHONE PACKAGE DESIGN