

WDD Group Project Write-up

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Home & Search view

I created the wireframe with the goal of consistency and simplicity and engagement. For consistency, our group agreed on a universal nav bar, one website color scheme and 1 website font, proxima nova. I wanted to make the home page simple and user friendly by putting only our logo to the left corner, a video of the girl signing in the background for relevancy of this project, and a search bar. The search page on the other hand, was more experimental because I did not include some design choices in the wireframe. I decided to centralize all items, align them by order of importance from top to bottom. The idea is that you can see the words that you typed in the search bar, and then see the best result, songs, and artists. I included a button for best result for the viewer to go to our artist page, to give the user an interaction and engage with the content on the page.

To add interactivities while the user is browsing. I did so by hovering pseudo-selector. It was fun to splash small tints of our selected color in the different section of the page. For example, I included the hovering outline for our song list, and the individual artist images. We also used opacity to emphasize and deemphasize elements when they're hovered over. Since most of our layout elements are in boxes, I include small border-radius to remove the edges, this I think, smooths out the user experience. The overall result is simple and easy to navigate website, or so we hope.

Lyrics view

Understanding that a primary goal of this page was for the user to clearly read the lyrics of any given song, I prioritized simplicity to ensure this was achieved. Firstly, I sought to create an effective visual hierarchy. My goal was to guide the user by providing context for the song and then providing the lyrics. This was done by placing the song title and song artist in larger text at the top of the page in the hero section, alongside the only large image in the view (the album cover). This helped ensure the user would get the context they needed before jumping into the large block of lyrics as they scrolled down.

In addition to visual hierarchy, I also wanted to ensure that the page was readable. For this reason, I chose to left-align the text, as this is a very well-known technique to ensuring the user can easily and quickly read text—especially for large blocks of text. I chose to align the lyrics text with the hero text align given design principles for ensuring consistency. I also selected a font that was clear to read while providing a rounded quality to fit the friendly/fun/approachable feel we were aiming for, since the site is designed in relation to the entertainment industry. In addition, the line height of the lyrics text is 1.5x the size of that body font. This was to inspired by the techniques shown in this course to ensure the spacing was adequate for optimal readability.

Some of the many other considerations made for the design include: to optimize use of white space, to keep a simple design (“less is more”), leave empty space for later iterations to consider business needs (e.g. ad placement).

Artist view

Before making the page, I made personas for potential users and identified the use cases of the page. Viewers would primarily arrive at the artist page because they are 1) hoping to navigate to a specific song lyrics page or 2) because they’re interested in the artist and want to explore the lyrics of songs the artist has sung.

For the first use case, I made sure one of the main focuses of the website was the selections of songs themselves to make it easy for viewers to navigate to the individual songs they are interested in. The minimalist interface, neutral tones, use of whitespace, and text hierarchy (size and color) allows viewers to easily navigate to the songs they want to view. The yellow accent underline guides the eye to the different categories. A white overlay was applied to the cover photo in order to desaturate the image and ensure users wouldn’t be distracted from the main focus of the page (the songs and the bio). The first category of songs presented is the popular song category which is a selection of the most viewed songs from the singer. Next is a collection of all of the singer’s songs organized by album (albums are displayed by release date). This ordering allows users to identify the song they want by album, date, popularity, picture, or title. By hovering over a specific song, the cursor changes and the song’s contrast increases to signify that it can be clicked on (which would take the viewer to the song’s lyrics page).

For the second use case, I wanted to highlight the singer’s bio to give viewers some context about the singer, not only so they would know what kind of music style they’re exploring, but also because learning more about an artist’s background could provide more context to the lyrics in the artist’s song. Additionally, the cover photo provides a space for users to visually get a feel for the artist’s style or tone before diving in to their songs. For example, by seeing Adele’s cover photo, one can guess her songs are very dramatic given her dramatic stare. The bio card’s drop shadow adds some depth to the page and allows it to stand out. The verified checkmark to the right of the signer’s name signifies to the viewer that the singer has approved of the page, set it up, or that the page has been thoroughly reviewed with correct information. This reinforces the sense of trust that the lyrics are accurate