



Loopify.

Lo-fi Music App



Project Overview

Loopify is a sleek lo-fi music player designed for seamless looping and chill listening. It features curated lo-fi tracks, intuitive controls, and a relaxing interface perfect for study, sleep, or focus.

Problem Statement

Loopify is a sleek lo-fi music player designed for seamless looping and chill listening. It features curated lo-fi tracks, intuitive controls, and a relaxing interface perfect for study, sleep, or focus.

Solution

Loopify is a sleek lo-fi music player designed for seamless looping and chill listening. It features curated lo-fi tracks, intuitive controls, and a relaxing interface perfect for study, sleep, or focus.

User Persona

Demographics

Name: Aanya Verma

Age: 21

Gender: Female

Location: Bangalore, India

Occupation: Computer Science Student

Characteristics

Loves studying with music in the background

Enjoys journaling and digital art

Introverted and values calm, mindful experiences

Curious about music but not into complex apps

Motivation

- Improve daily workflow with mood-aligned sound
- Use music as a mental buffer from work stress
- Find tools that align with his aesthetic and productivity style
- Occasionally experiment with listening to new beats for fun

Pain Points

- Mainstream music apps interrupt flow with ads or irrelevant content
- Lo-fi playlists feel repetitive and lack personalization
- Doesn't have time to learn full music production software
- Wants a music experience that blends both passive listening and light creativity

Goals

- Listen to calming lo-fi tracks while studying or relaxing
- Discover mood-based playlists easily
- Reduce distractions and stay focused
- Use music to unwind and feel grounded

Demographics

Name: Arjun Mehta

Age: 28

Gender: Male

Location: Pune, India

Occupation: UX Designer at a startup

Characteristics

Uses lo-fi to stay in flow during deep work

Aesthetics-driven, prefers clean and minimal apps

Follows productivity tools and mental wellness practices

Enjoys ambient music to transition between tasks

Motivation

- Improve daily workflow with mood-aligned sound
- Use music as a mental buffer from work stress
- Find tools that align with his aesthetic and productivity style
- Occasionally experiment with listening to new beats for fun

Pain Points

- Mainstream apps push irrelevant content or have ads
- Feels most platforms are either too casual or too chaotic
- Wants simple listening—not over-engineered tools
- Finds it hard to get into the right mood with generic playlists

Goals

- Improve focus and reduce mental fatigue at work
- Quickly access curated lo-fi playlists for different work modes
- Enjoy a clutter-free, stylish music experience
- Use music to stay calm during stressful projects

Typography & Colors

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Medium
SemiBold

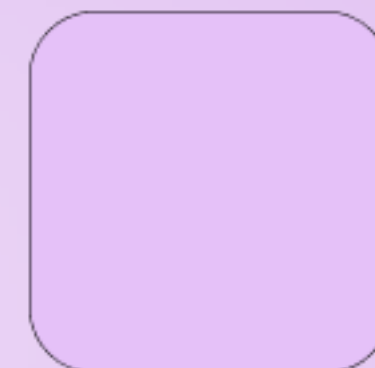
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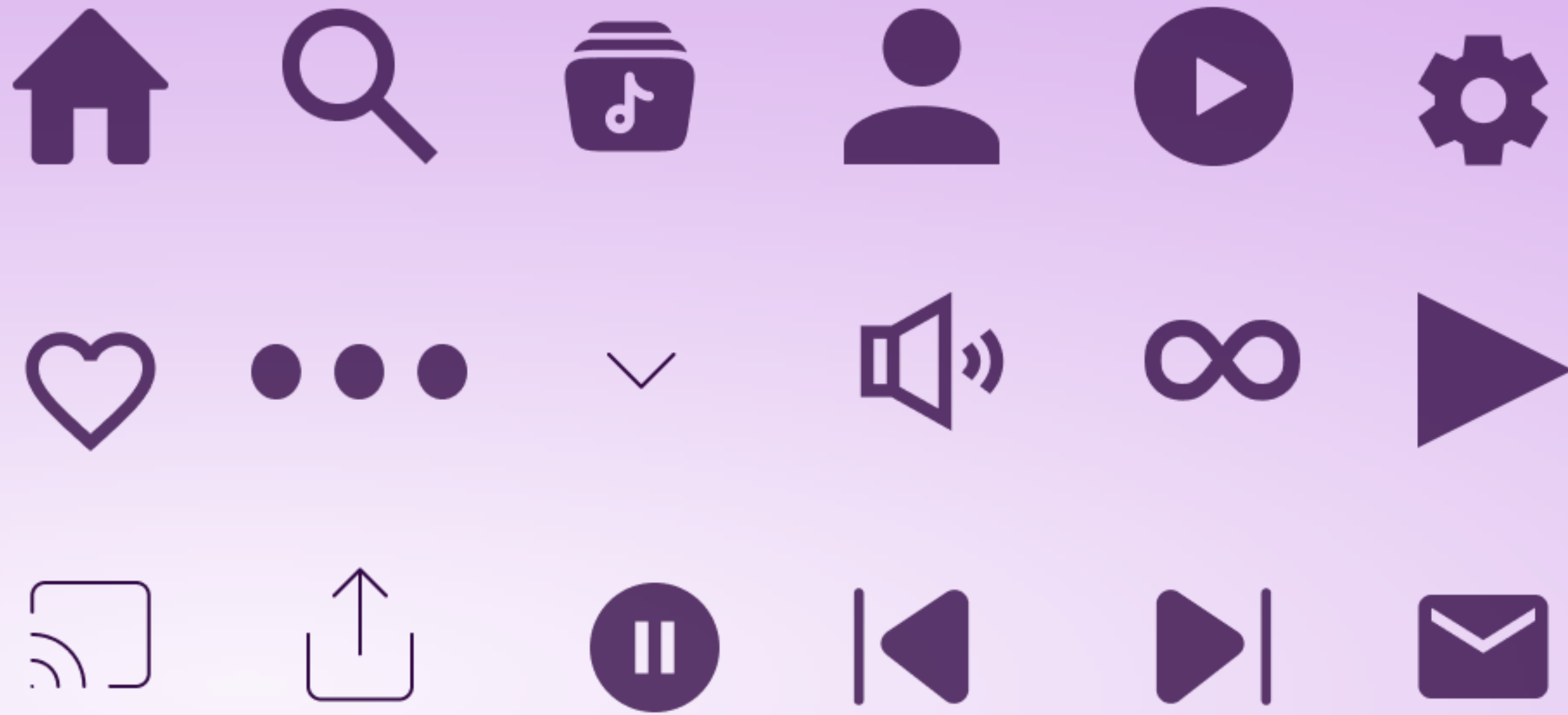
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Icon Set



Hugge Icons

Wireframing

Welcome Back

Enter your credential to login

Username

*** Password

Login

Forgot password?

Don't have an account? Sign Up

Sign up

Create your account

Username

Email

*** Password

*** Confirm Password

Sign up

Or

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Trending

HIT ME HARD AND SOFT

LEGENDS NEVER DIE

Recommended for you

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LIGHTER

MIND OV

Recents

YOUNGBLOOD
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Playlists

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5 Seconds of Summer

Focus Flow
Think. Work. Create.

After Hours
The Weeknd

Rodeo
Travis Scott

Power Hour
Lift. Push. Repeat.

Home

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Library

Account

*** Password

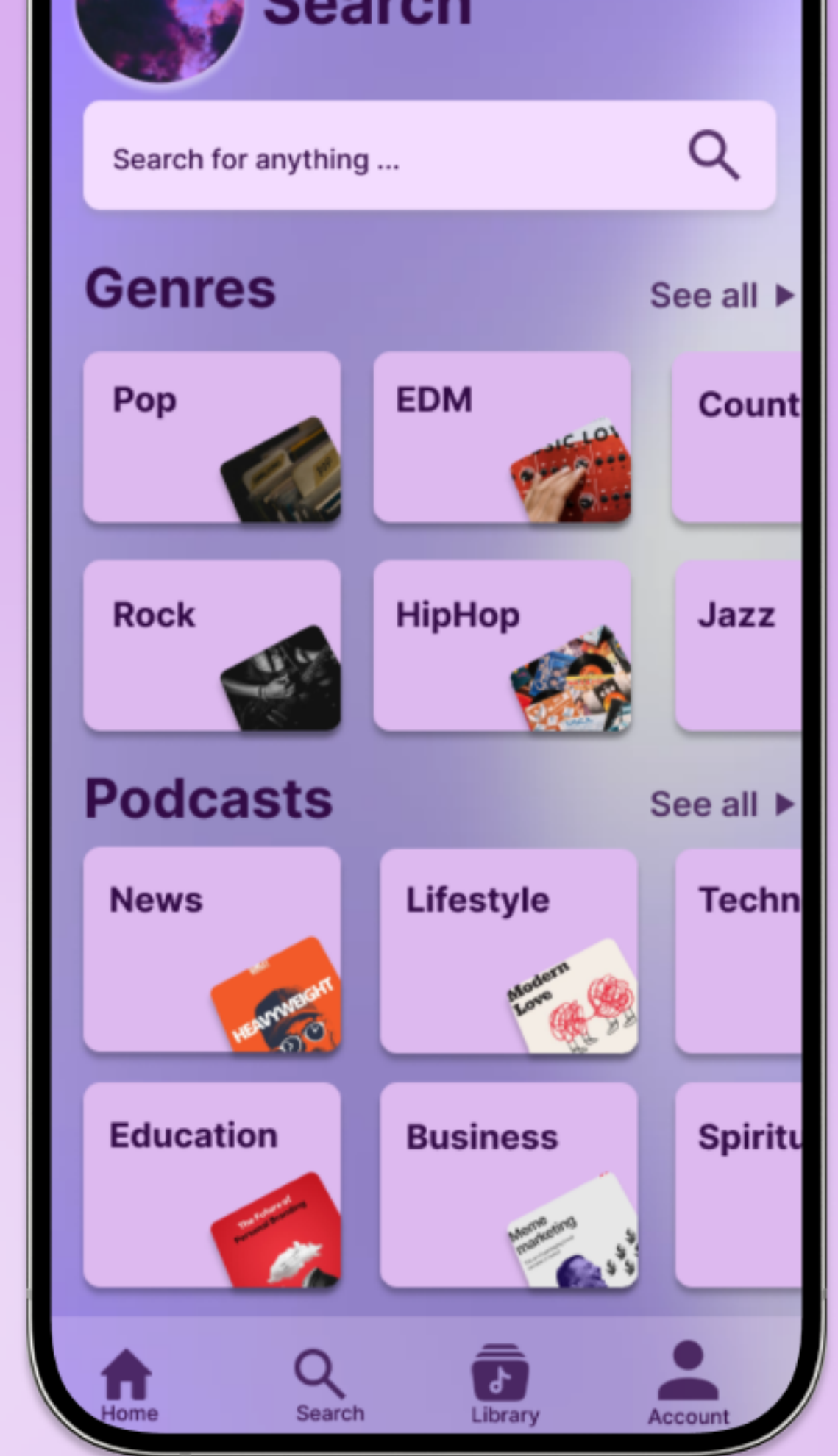
*** Confirm Password

Sign up

Or

Sign in with Google

Already have an account? Login



Welcome Back

Enter your credential to login

Username

*** Password

Login

