

Business Brief

Name:

Vinyless company UX project

About our company:

My name is John, and I'm the founder and owner of Vinyless – a digital music, podcast, and video service enabling users to stream their favorite audio, as well as upload and share their own. We have been running for 3 years and have over 300,000+ users.

What do we need?:

We need a new mobile app and website redesign.

Why do we need it?:

We're looking to quickly grow the business, and the current website design isn't performing as well as we'd like. a new mobile app and a redesigned website will help increase brand awareness and push us to become key contenders in the digital audio space.

Our vision for the project:

Our product currently runs mainly online (website), but we'd also like to expand this to the mobile app too. As our target industry is highly saturated, we'd like our brand to stand out from the rest – we're not afraid to push boundaries!

Our current brand assets have a more corporate feel, but we'd like to update them and create something more trendy to fit in with our target market. With the company name being Vinylless, we'd like to include playful elements featuring vinyl, retro, vintage or other audio products.

Here are some examples of styles we like:

- <https://dribbble.com/shots/10380614-Music-Player-Concept>
- <https://dribbble.com/shots/10769164-Music-app-IOS-3>
- https://dribbble.com/tags/music_app#

Where will the UX design be used?:

The app design will be launched immediately on a mobile platform (Android or iOS), with some design assets being passed onto our new desktop platform.

What file types are required?:

PDF or PNG files are preferred.

Target audience:

Users are aged 18-34, with expendable income, and an interest in social media.

Deadline:

We'd like the UX design completed ASAP. Our deadline for completion is December 15th.

Budget:

NZ\$5500

Point of contact:

You'll be working with John and my Head of Design, Jane.