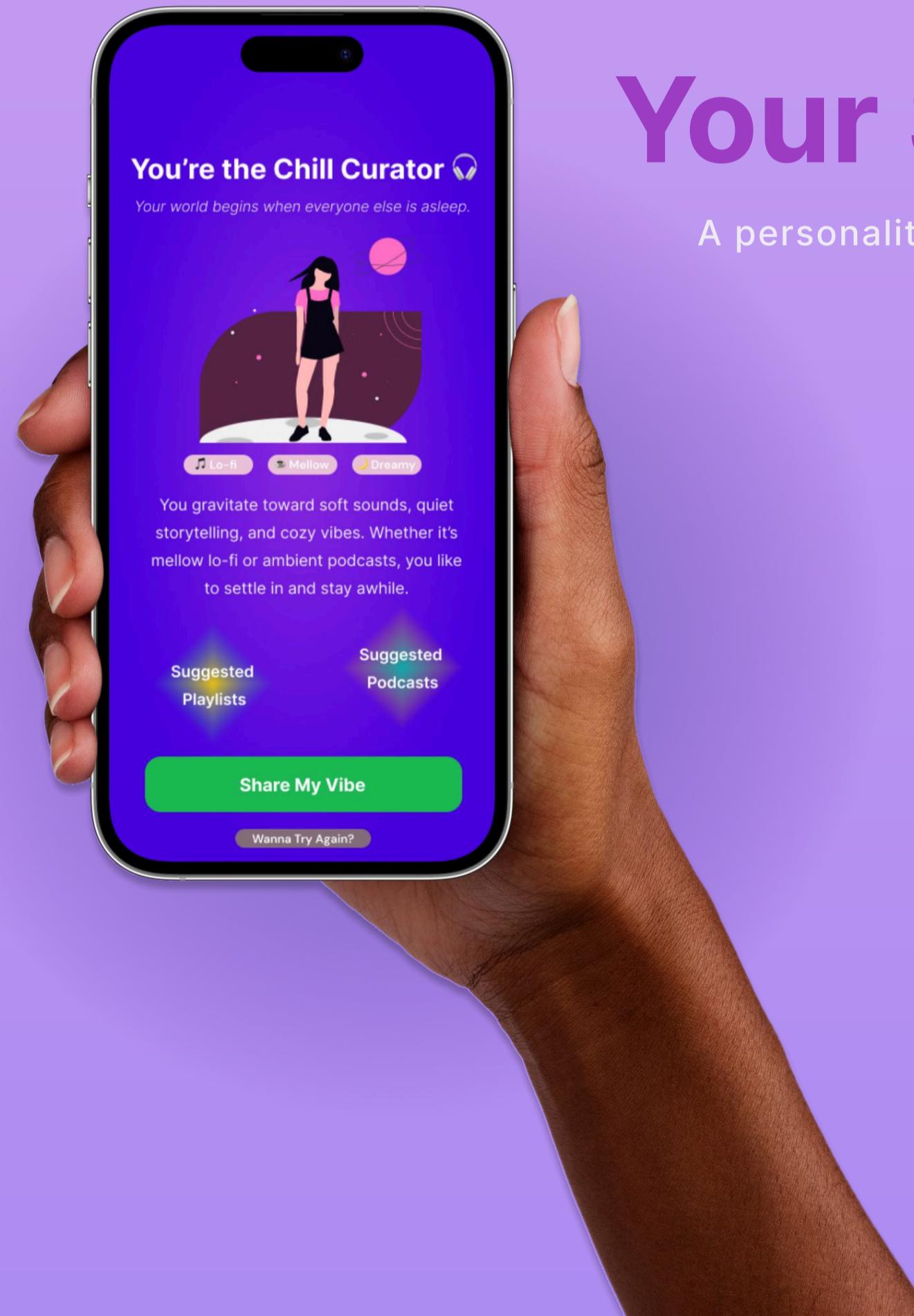


🧠 Role: UX Designer & Visual
Prototyping
📅 Duration: 2 Weeks (Solo Project)
🎯 Focus: Emotion-based content
discovery



Your Sound. Your Story.

A personality-based audio experience inspired by Spotify Wrapped.

“

*Users love Spotify Wrapped.
But why should they have to wait all year?*

”



Let me show you how it works

Designing for Emotion in Everyday Listening

User Insight 01: DJ feature dissatisfaction

“

The DJ option
is horrendous... ♫



Led to exploring a more
personalized,
vibe-driven alternative to DJ.

Spotify Wrapped proves users crave reflection and identity in their listening. But outside of December, discovery feels flat — especially for podcasts.

“

The AI just doesn't
cycle music well. ♫



Helped define a more humanized,
emotion-aware
way of surfacing new content.

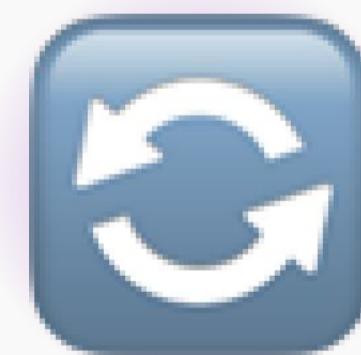
User Insight 02: Algorithm burnout

How might we make discovery feel as personal as your favorite playlist?



Wrapped

Emotional **but** once/year



Daily Discovery

Frequent **but** neutral



Vibe Quiz

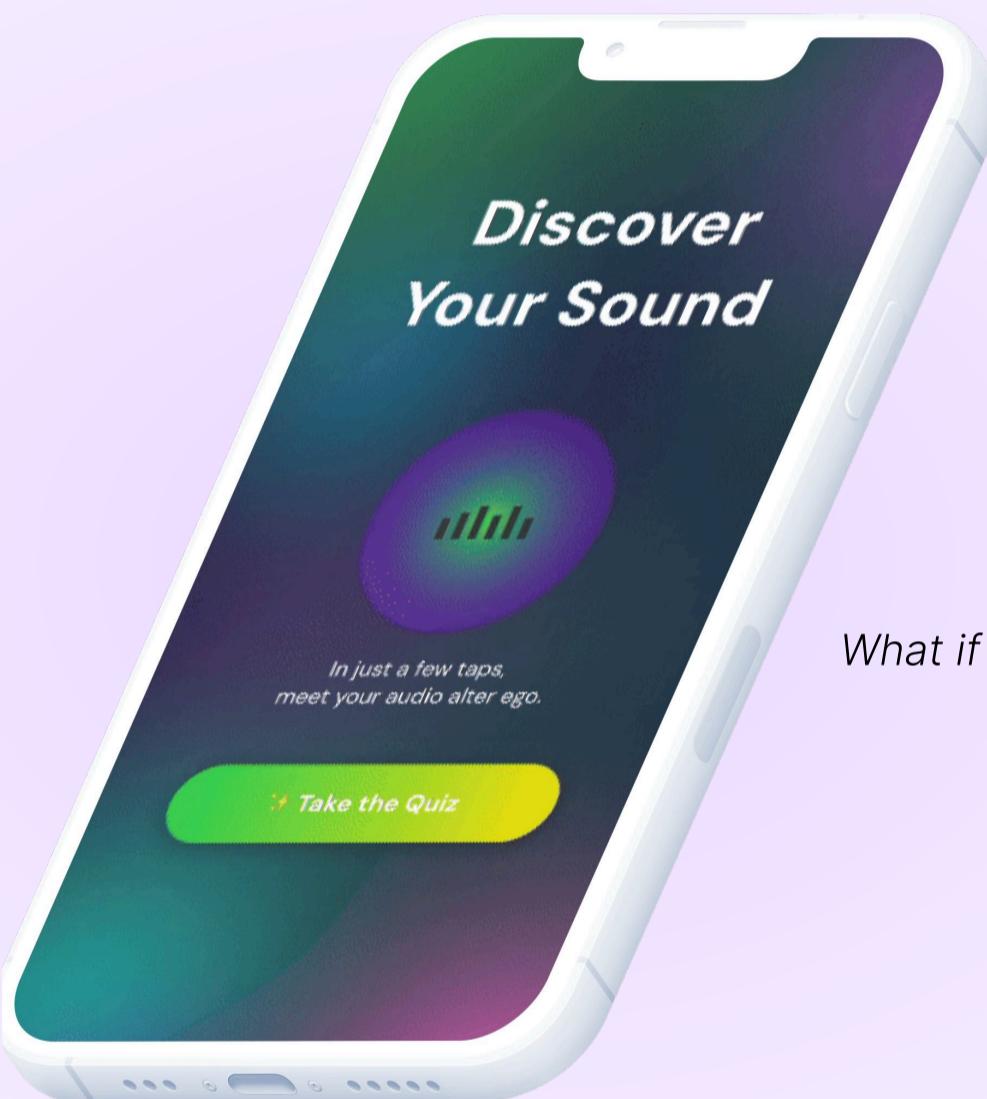
Frequent, **playful**,
identity-based



Meet the Vibe Quiz



The Vibe Quiz is a **personality-based** audio experience that helps users discover music and podcasts that reflect their identity and emotions. Inspired by Spotify Wrapped and playful Korean-style quizzes, it offers **emotionally aligned, year-round discovery** — no algorithm required.



What if discovery felt like identity, not just data?



Emotion-Based Discovery

Recommendations aligned to user mood + personality



Identity-Aligned Results

Playlist and podcast recs that feel personal

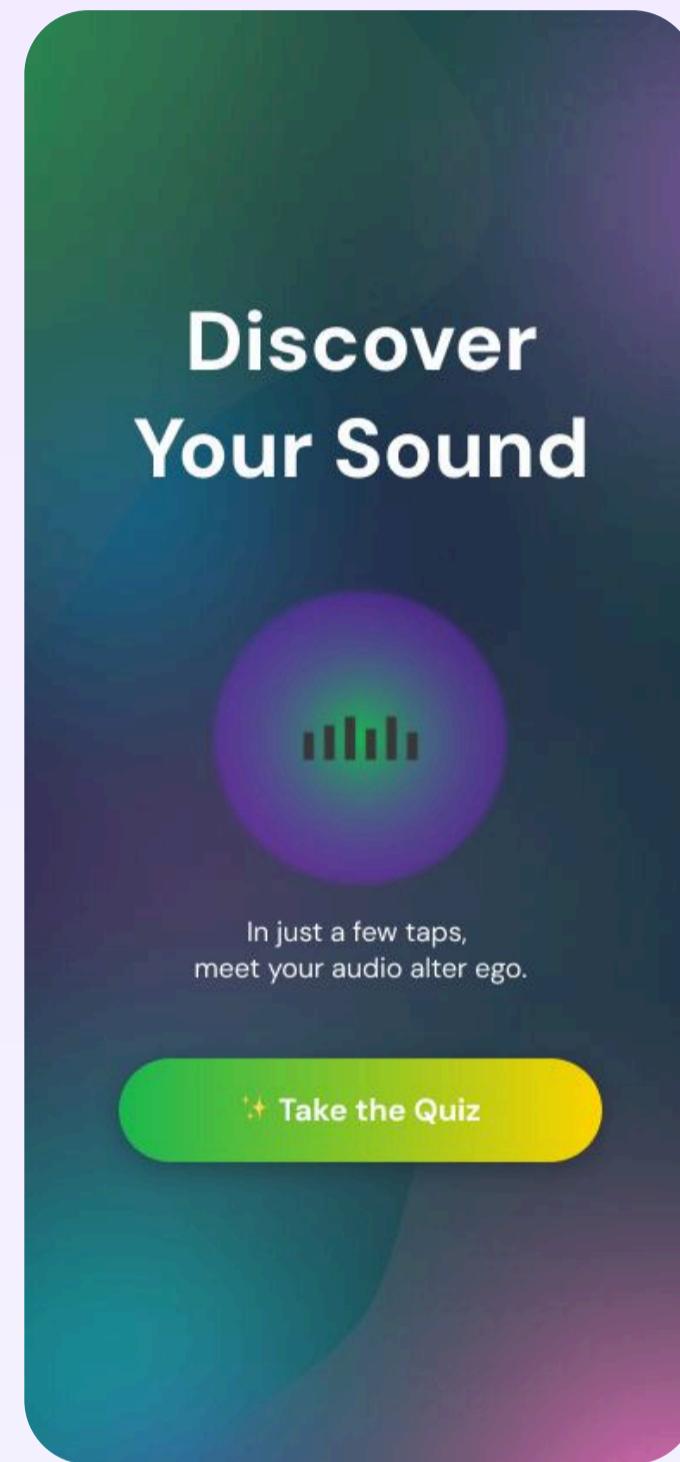


Engaging, repeatable experience

Every experience is unique, like Wrapped — but all year

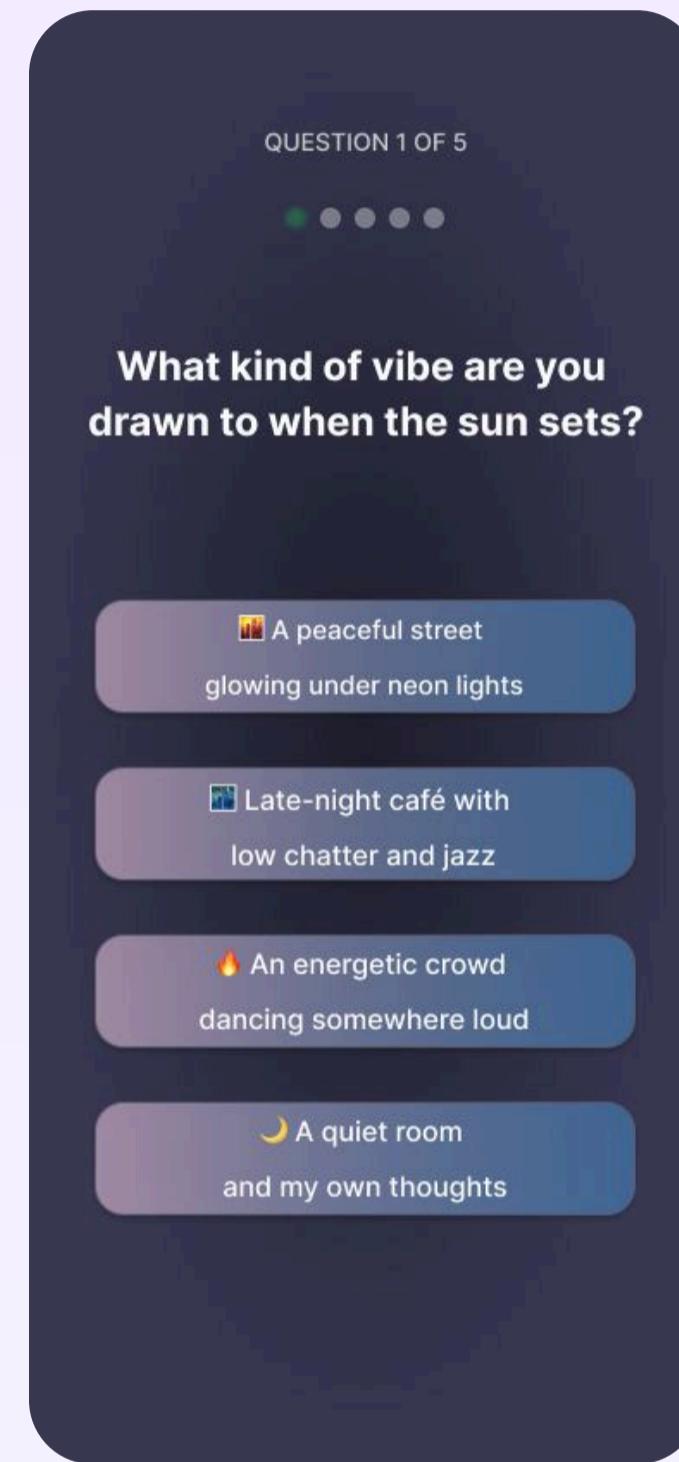
From Start to Sound

In 3 Easy Steps



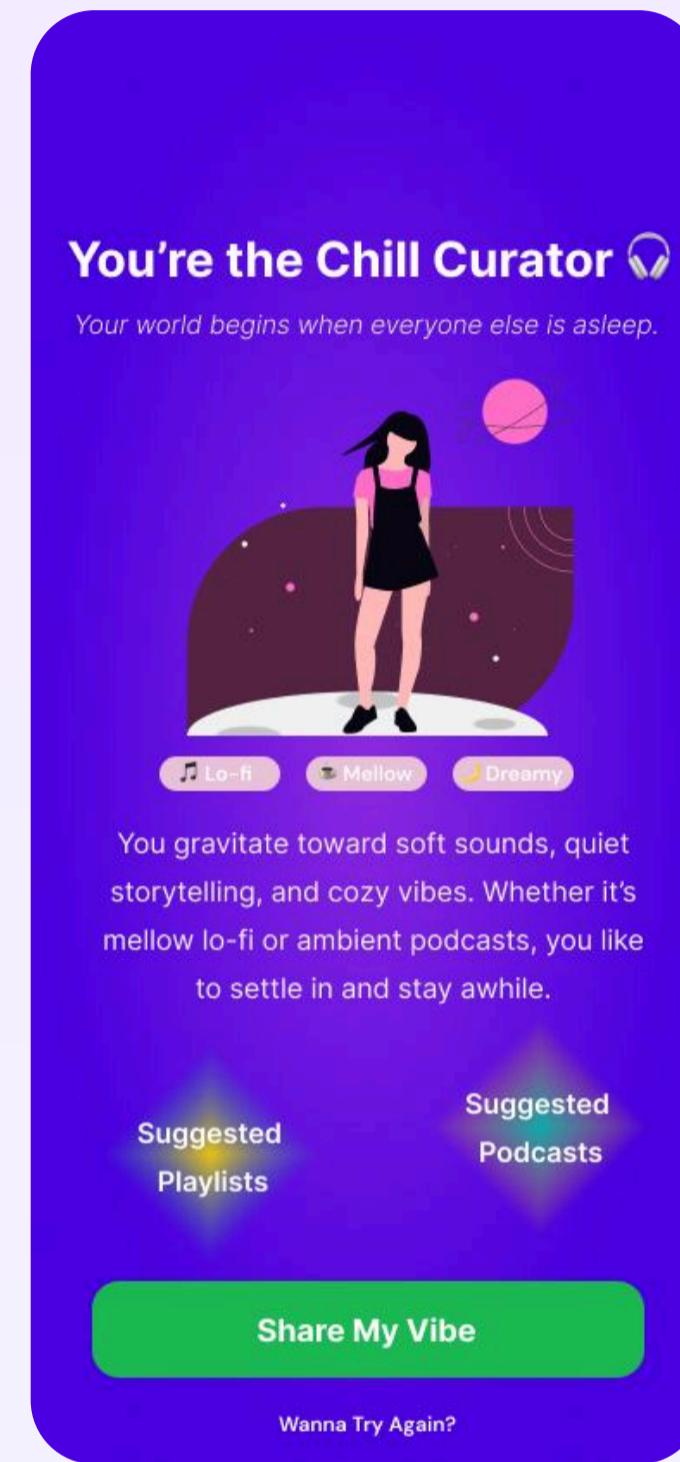
Step 1: Start the Quiz

A playful invitation mimics the excitement of
Wrapped, without commitment.



Step 2: Choose Your Vibes

Questions are short, visual, and emotional —
inspired by K-quizzes and music moods.



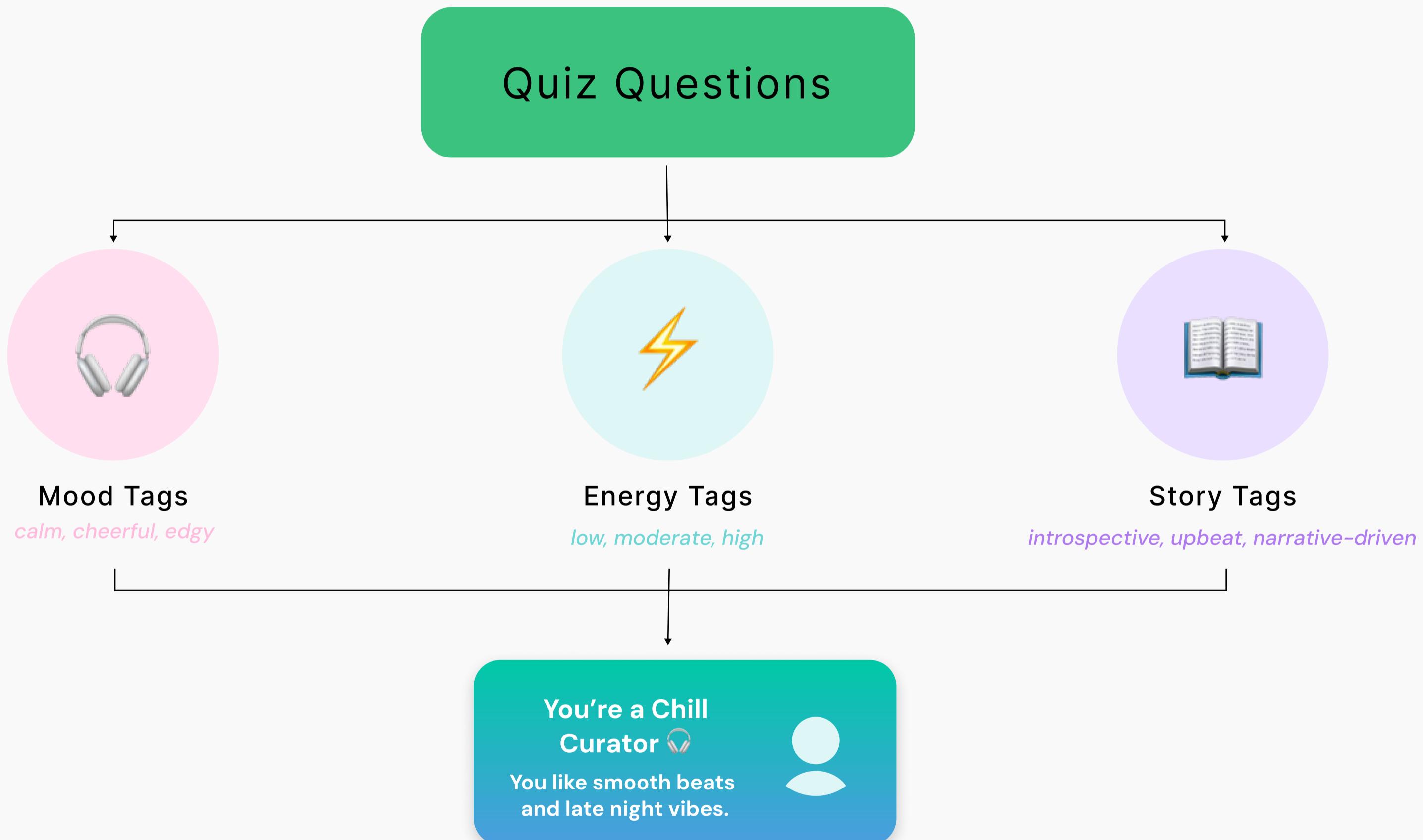
Step 3: Discover Your Persona

Users meet a musical “alter ego” with soft
traits and vivid color cues.

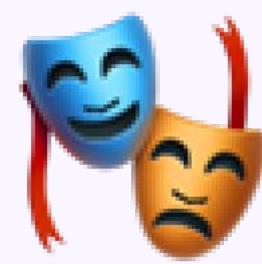
I designed the quiz flow to feel quick and expressive — like a friend handing you the perfect mixtape.
Each screen was built with clarity, warmth, and shareability in mind.

Behind the Vibes

A custom logic system inspired by emotional design and K-quiz scoring.



Personas are assigned based on the combined emotional profile from the quiz.



Meet the Personas



A spectrum of audio identities based on your vibe.

You're the Happy Hopper 🎉

You're always jumping into joyful chaos.



Upbeat Quirky Mood-booster

You're all about the feel-good shuffle.
Whether it's disco or hyperpop,
you bounce from beat to beat like joy is your job.

Suggested Playlists Suggested Podcasts

Share My Vibe

You're the Story Seeker 📖

You're in it for the journey, not the chorus.



Cozy Deep Narrative

You're here for meaning.
You lean into long-form stories,
quiet moments, and voices that stick with you.

Suggested Playlists Suggested Podcasts

Share My Vibe

You're the Explorer ✈️

Nothing on repeat — you crave the new.



Global Bold Genreless

You never stay in one sonic lane. Your vibe is always shifting —
one moment it's indie folk, the next it's Mongolian throat singing.
You're an algorithm's worst nightmare (and proud of it).

Suggested Playlists Suggested Podcasts

Share My Vibe

You're the Deep Diver 🌊

Every track you discover is a rare gem buried in



Niche Textured Hidden

You seek sound that others overlook.
From field recordings to experimental jazz,
you find the beauty in the niche and the overlooked.

Suggested Playlists Suggested Podcasts

Share My Vibe

Each persona is generated from a unique mix of mood, energy, and narrative traits — no two listeners are the same.

Which one are you?

↓ See my reflections and takeaways

✨ Reflections & Takeaways

What I learned, what I'd do differently, and why this work matters to me as a designer.

✓ What I Learned

Designing the Vibe Quiz taught me how to blend **emotional UX with logic-driven systems**. I had to simplify an invisible scoring mechanism into a UI that felt intuitive, expressive, and fun — without overwhelming the user.

It also strengthened **my visual storytelling skills**. Every card, color, and emoji had to do more than look good — it had to communicate identity.

✖ Challenges & Trade-Offs

One of the hardest parts was **striking a balance between personality and usability**. I wanted each screen to feel playful, but still accessible. I iterated on question wording, tag choices, and button hierarchy until the experience felt cohesive and low-pressure.

Working solo also meant scoping was key — **I had to let go of complex branching logic in favor of clarity and speed**.

🚀 If I Had More Time

I'd explore A/B testing question formats (e.g. mood sliders vs. emoji options), **experiment with audio preview elements**, and add more niche personas for genre-blending listeners.

I'd also love to prototype how the quiz might reappear monthly or evolve with a user's listening history — **creating an emotional feedback loop all year long**.



I didn't just want to design a quiz — I wanted to create a moment of self-recognition that actually listened to what users want.