MUSIC

UX/UI CASE OF STUDY

Project Description

When I started my immersion course at Careerfoundry I had to design a music application from scratch. I wanted users to find their favorite bands, dream playlists, podcasts to learn, and much more.

The idea was to create a customizable experience within a platform to connect with others in a deep way.

Allow users to connect with their passions and share them on their networks

GOAL

Focusing on a young audience, the app recognizes the need for interaction between the user and their social networks / followers, allowing them to share their songs, postcast, playlist in chats or stories.

PROBLEM

Create, in less than a month, an application for the first time in my life, thinking of the user (and interviewing him), in the main and secondary functions, and in his aesthetics.

PERSONAS

Upon interviewing potential users and organizing the data into an affinity map, I discovered that:

- For most people, it is very important to be able to share what they are listening to on their social networks.

- That the creation of various playlists and their advertising is very necessary, as well as allowing the user to create their own.

- That although the design has to be personal, it must also respect certain guidelines and designs to which the user is used.

MUSIC ENTHUSIAST

"I love that sound"

Goals:

- Discover new songs
- Access to a large database

CASUAL LISTENER

"Whatever fits my mood"

Goals:

- Recommendations for any occasion
- Listen to music with friends

PROFESSIONAL

"Have it on my plans"

Goals:

- Adjust sound quality
- Connect with fans and friends

USER FLOW DIAGRAM

COMPETITIVE ANALISIS

I analyzed the most typical applications on the market (Spotify, iTunes, google play) to get an idea of what we use most frequently, and what people prefer.

Upon entering the Play Store and apple store, I read the reviews (good and bad) from users.

While they all provide music, they all do it in a different and intuitive way.

WIREFRAMES

VISUAL DESIGN

ab

a, b, c, d, e, f, g, h, i, j, k, l, m, n, ñ, o, p, q, r, s, t, u, v, w, x, y, z.

AB

A, B, C, D, E, F, G, H, I, J, K, L, M, N, Ñ, O, P, Q, R, S, T, U, V, W, X, Y, Z.

AB

A, B, C, D, E, F, G, H, I, J, K, L, M, N, Ñ, O, P, Q, R, S, T, U, V, W, X, Y, Z.

Fira Sans **Bold** / Regular / Light

COLOURS

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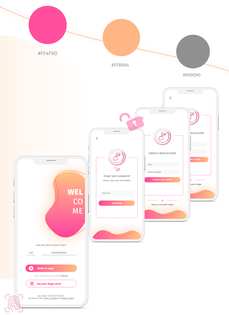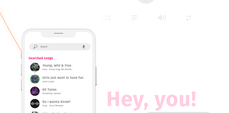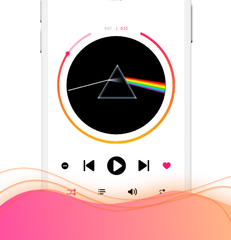
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