



“Music For Everyone.”

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Task Brief:

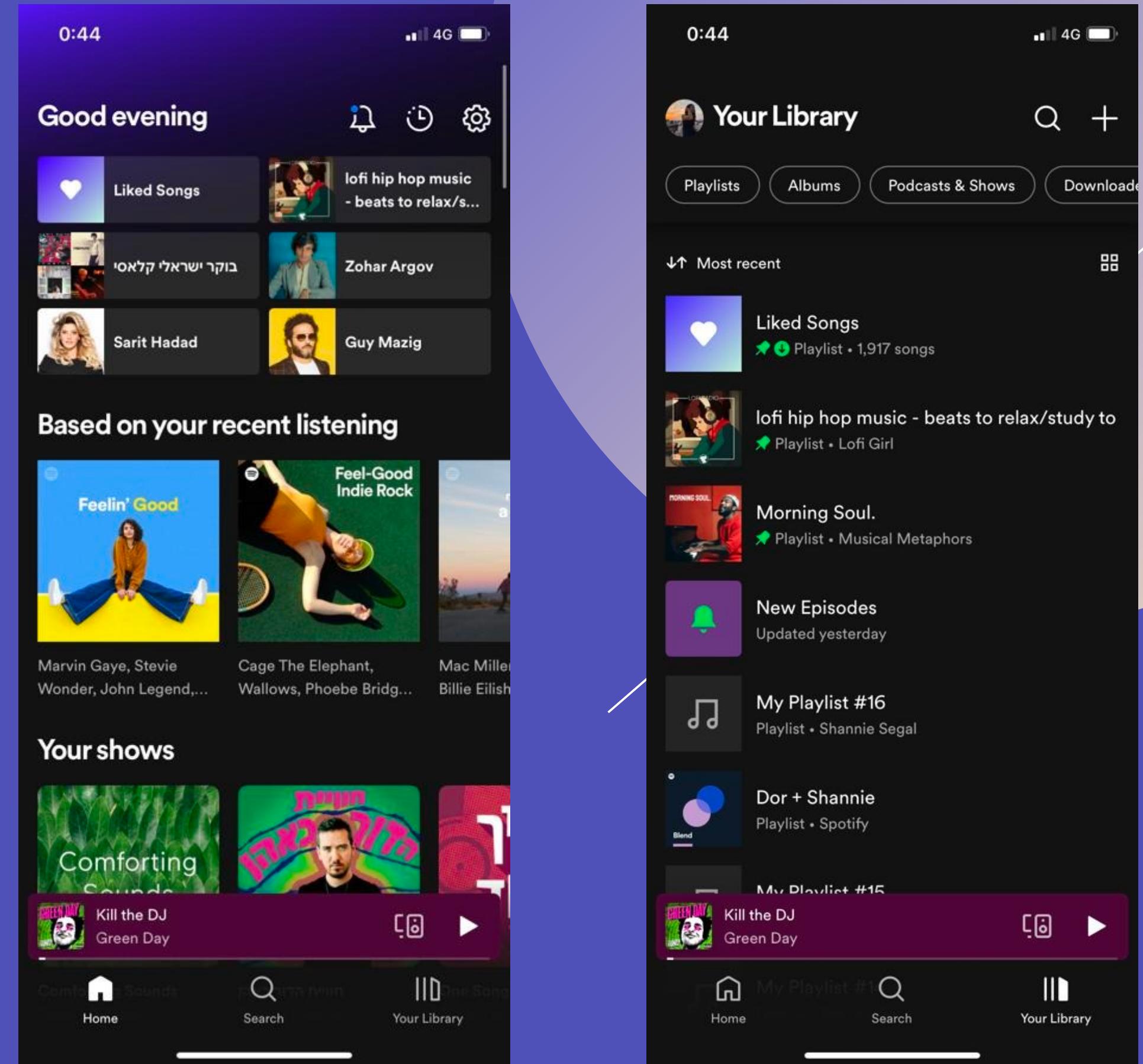
Chosen Vertical:

Music.



Task Brief:

Chosen app:
Spotify.



Task Brief:

Use Case 1: Home Page

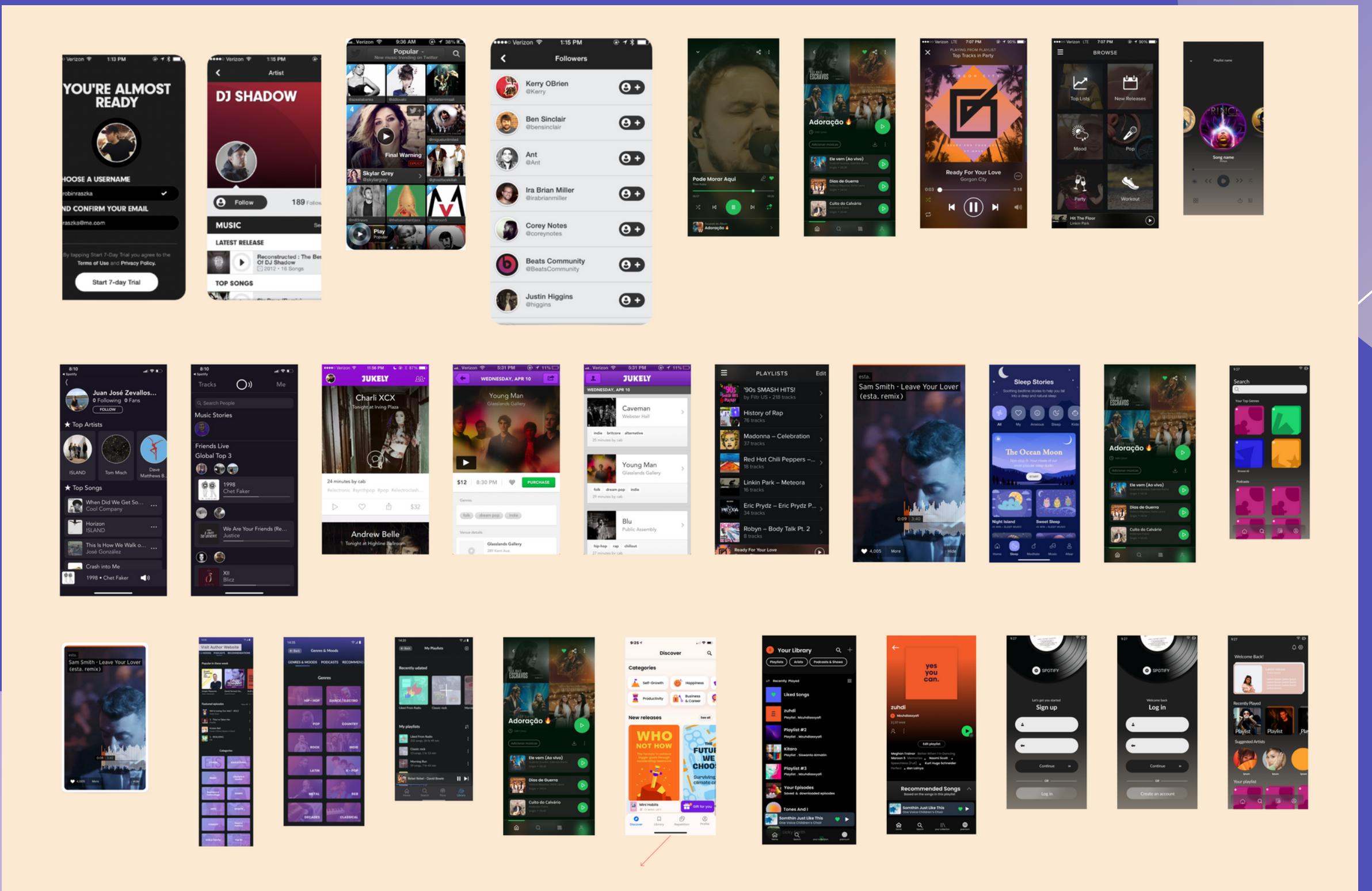
- User Chooses music based on previously liked songs
- User Choose theme based on the recently listened to songs
- User Has the option to search for music and also explore their music library

Task Brief:

Use Case 2: Your Library

- Select one of the filters for user to see their stored playlists, artists, albums, podcasts.
- Change the sorting order and display mode as preferred to browse your collection.

Benchmark:



Spotify's current values:

CREATIVE

Coming up with
cool new ideas

TRENDY

Fashion & up-to-date

UNIQUE

Not like everyone else

INNOVATIVE

First to come up with
new products & services.

Spotify's current principles:

RELEVANT

It's about reflecting you as an individual.

HUMAN

It's about communication, expression, and human connection.

UNIFIED

Everything we design looks and feels reassuringly Spotify

Target Audience: **MILLENIALS**

Spotify is most popular with younger people, the millennial generation. 29% of users are between 25-34, while 26% of them are 18-24 years old. There are millions of premium subscribers worldwide, and each quarter hundreds of millions new unique users each month. It's most commonly users for listening to podcasts.



New defined values:

APPROACHABLE

Welcoming, friendly, and
easily used

SIMPLE

Easy to use the service

EFFICIENT

We don't waste the
customers time

New Defined Principles:

FUNCTIONAL

Services are created or improved to deliver more than enhanced user experience.

CLEAN

Uncluttered, simple, easy to parse and more “white space.”

MINIMAL

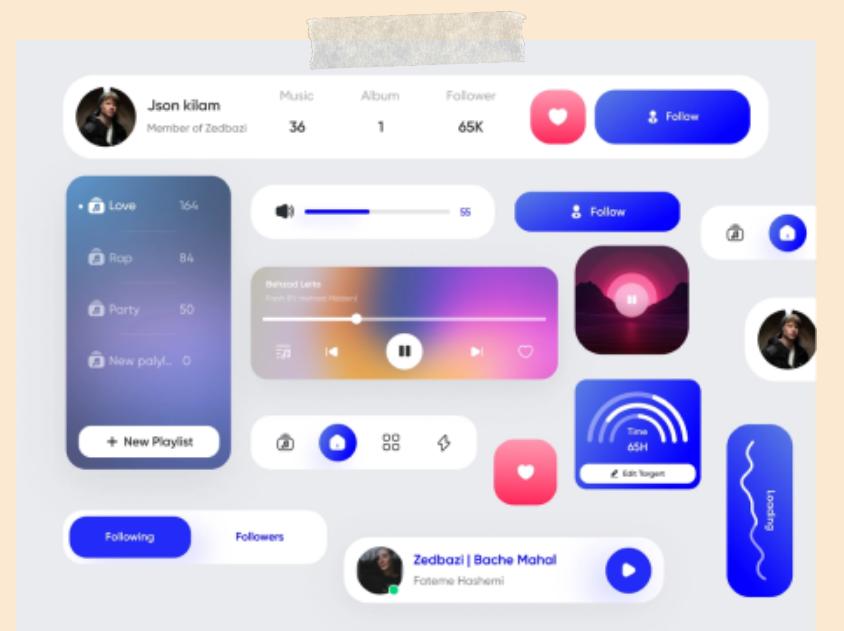
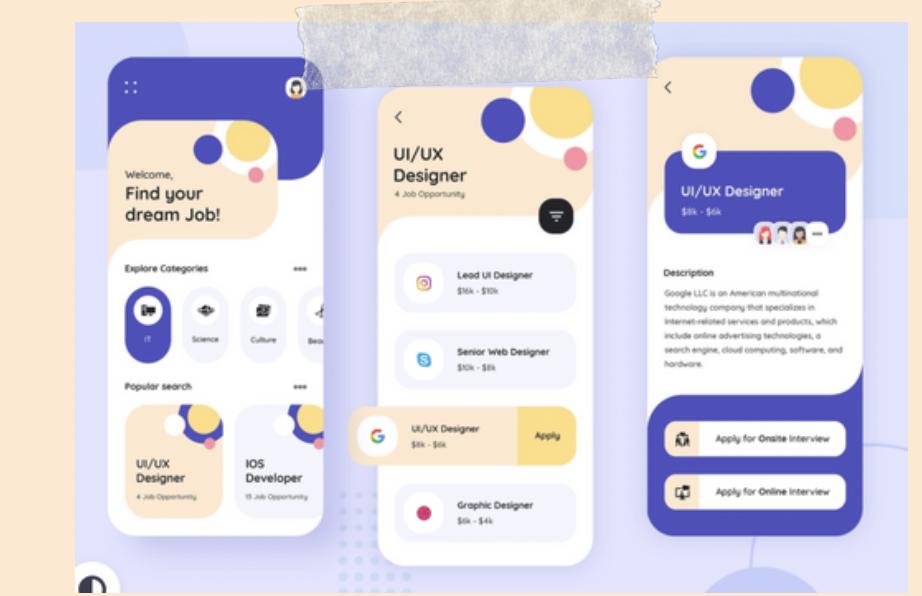
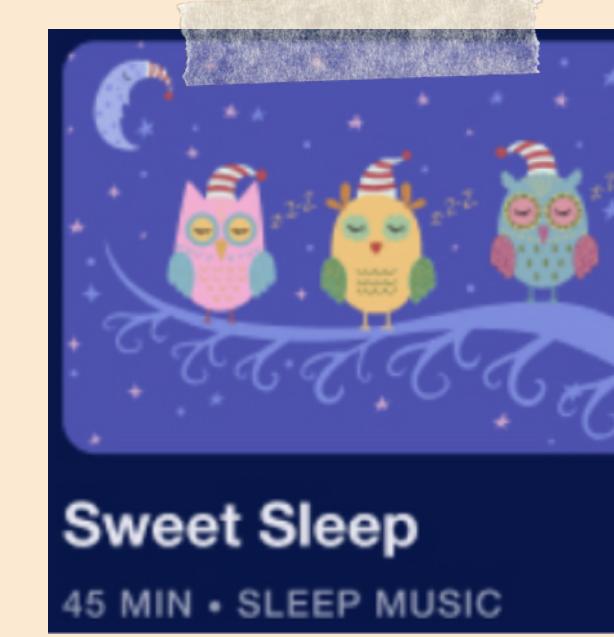
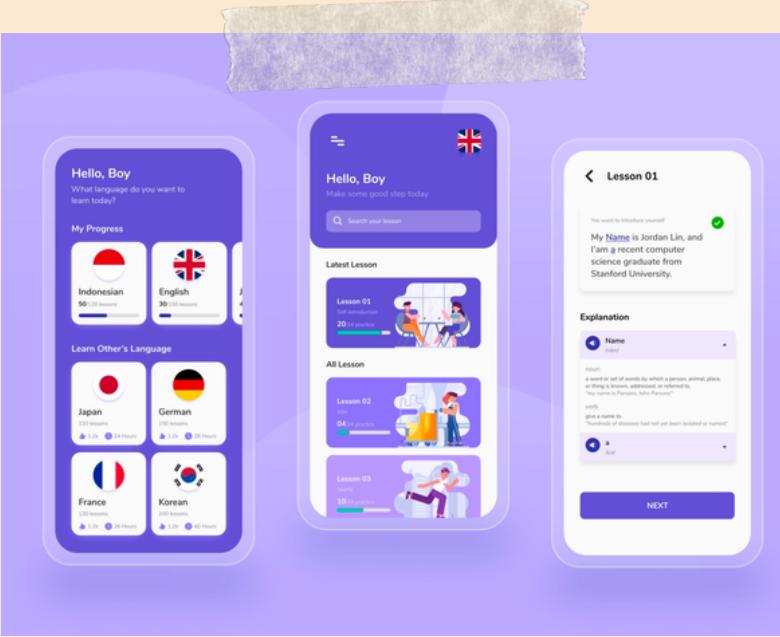
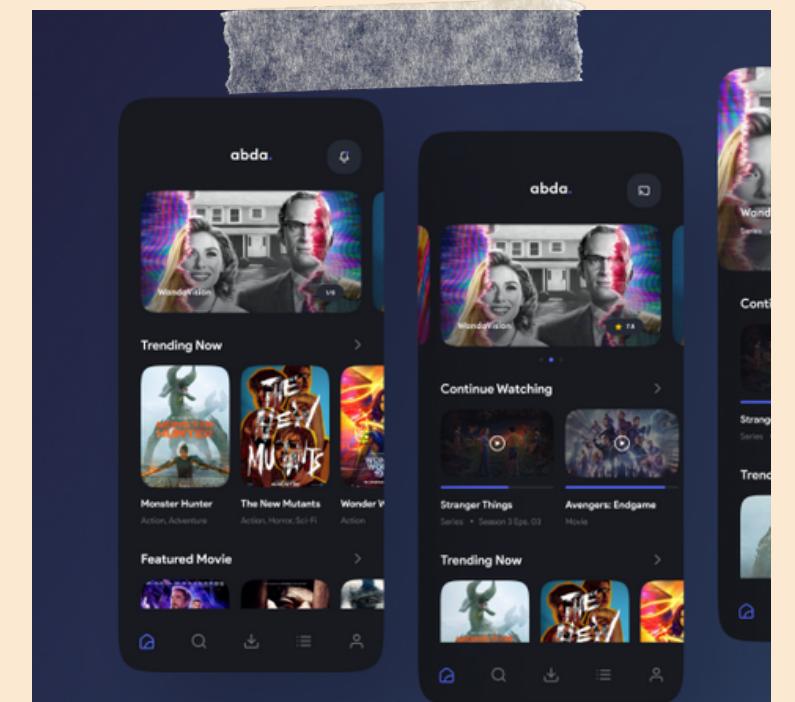
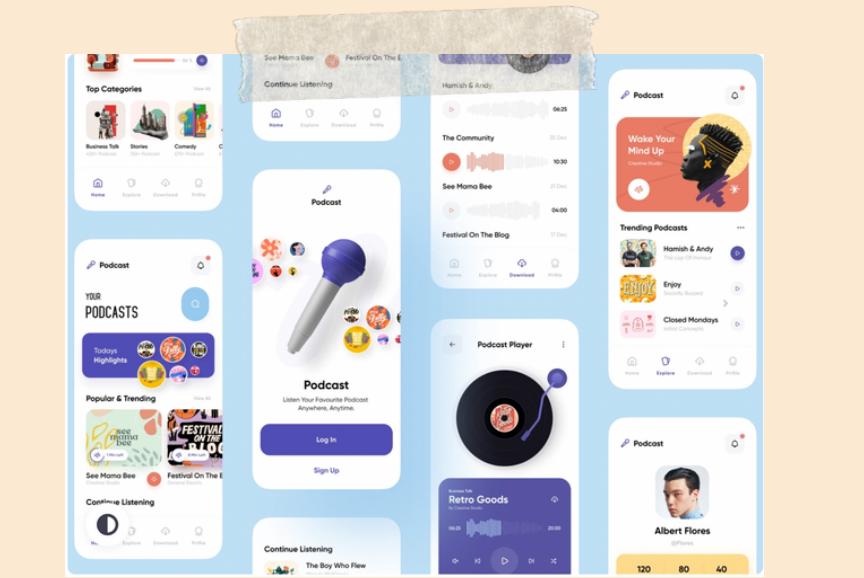
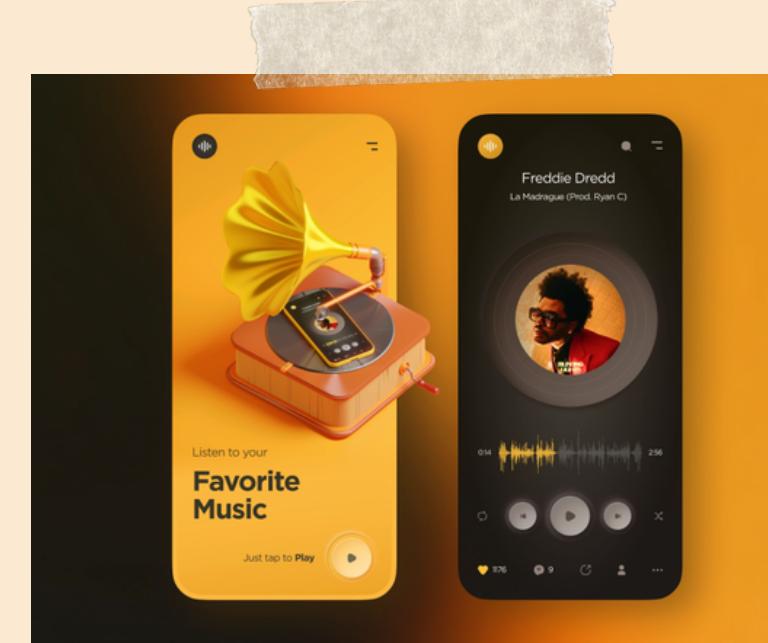
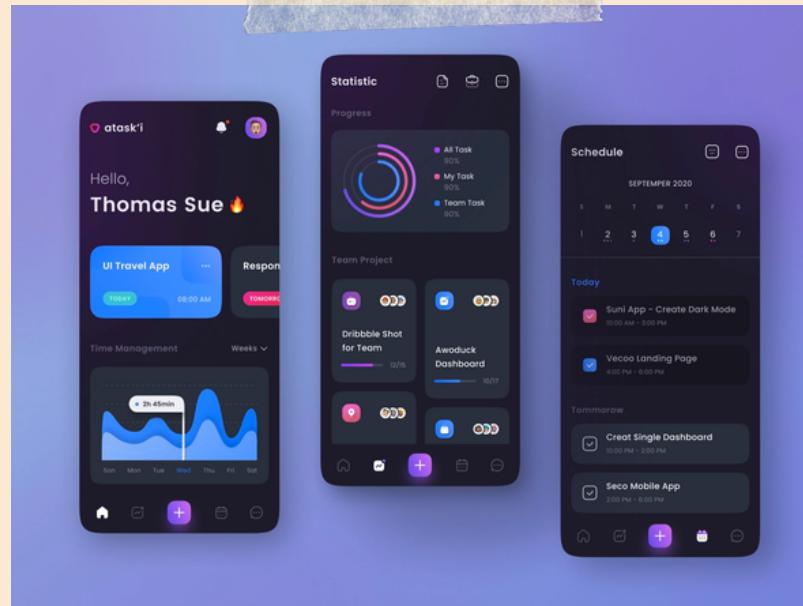
Simplification of a design, utilizing simple shapes, color palettes, and typesetting.

New Defined Target Audience:

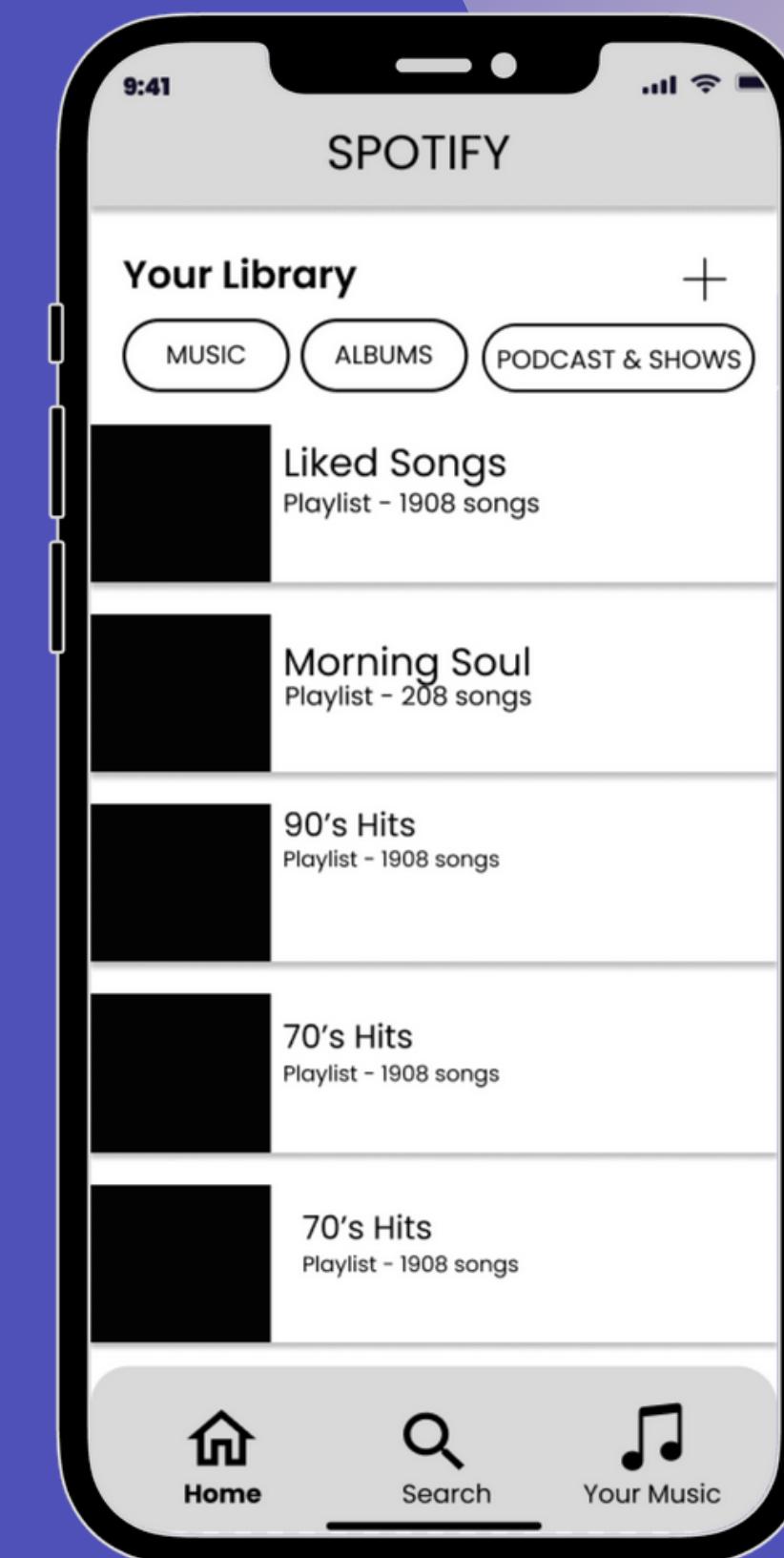
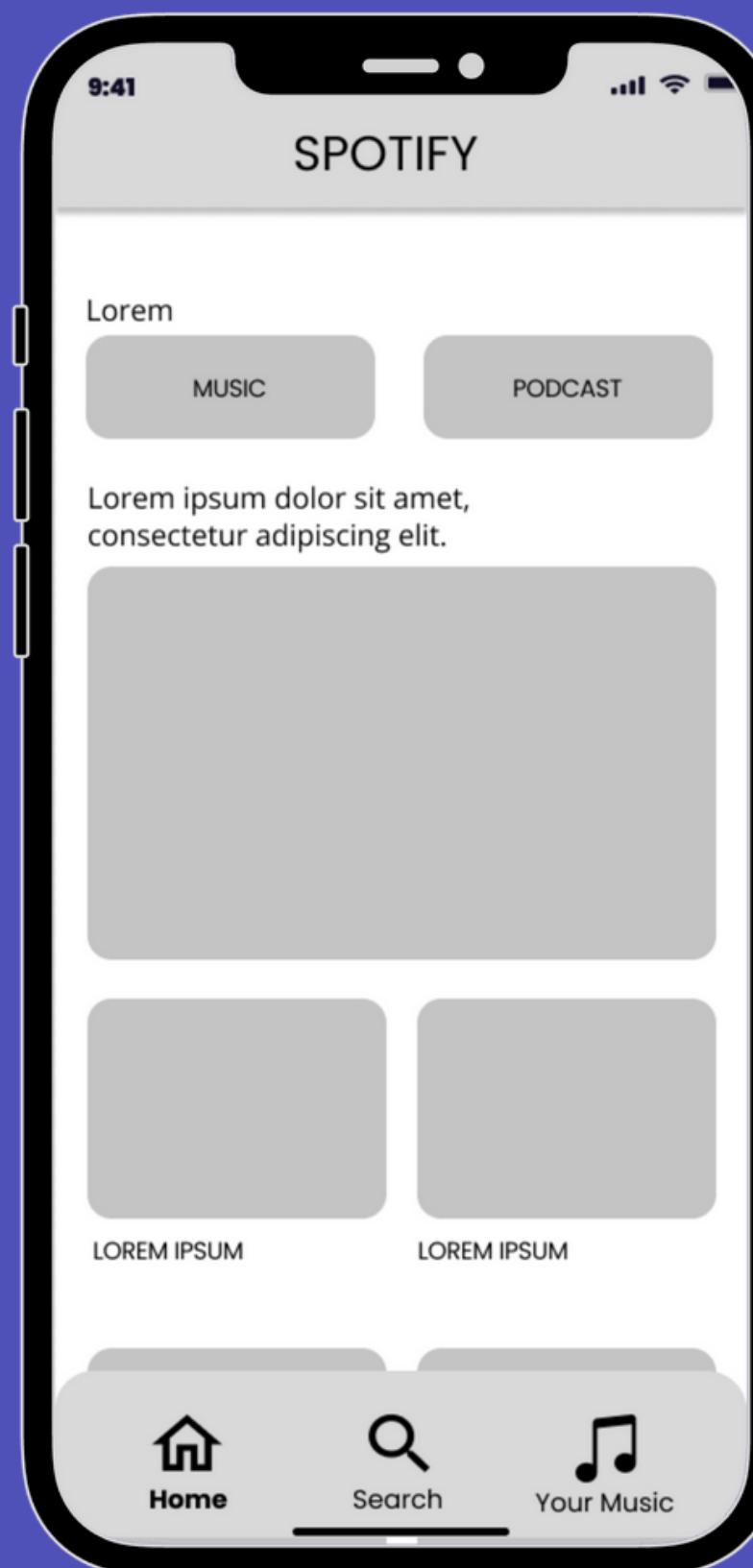
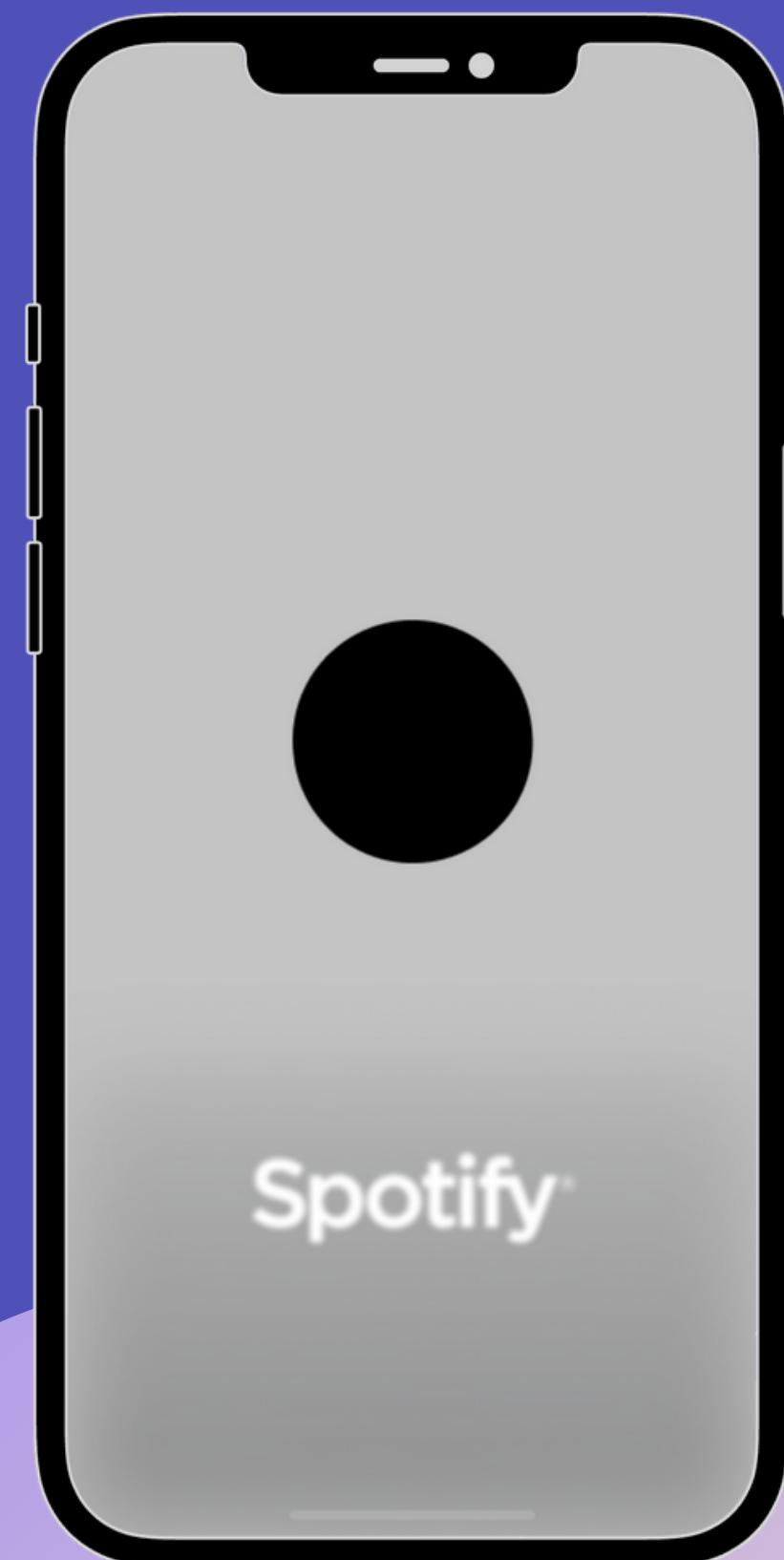
60-75 year old
music lovers.



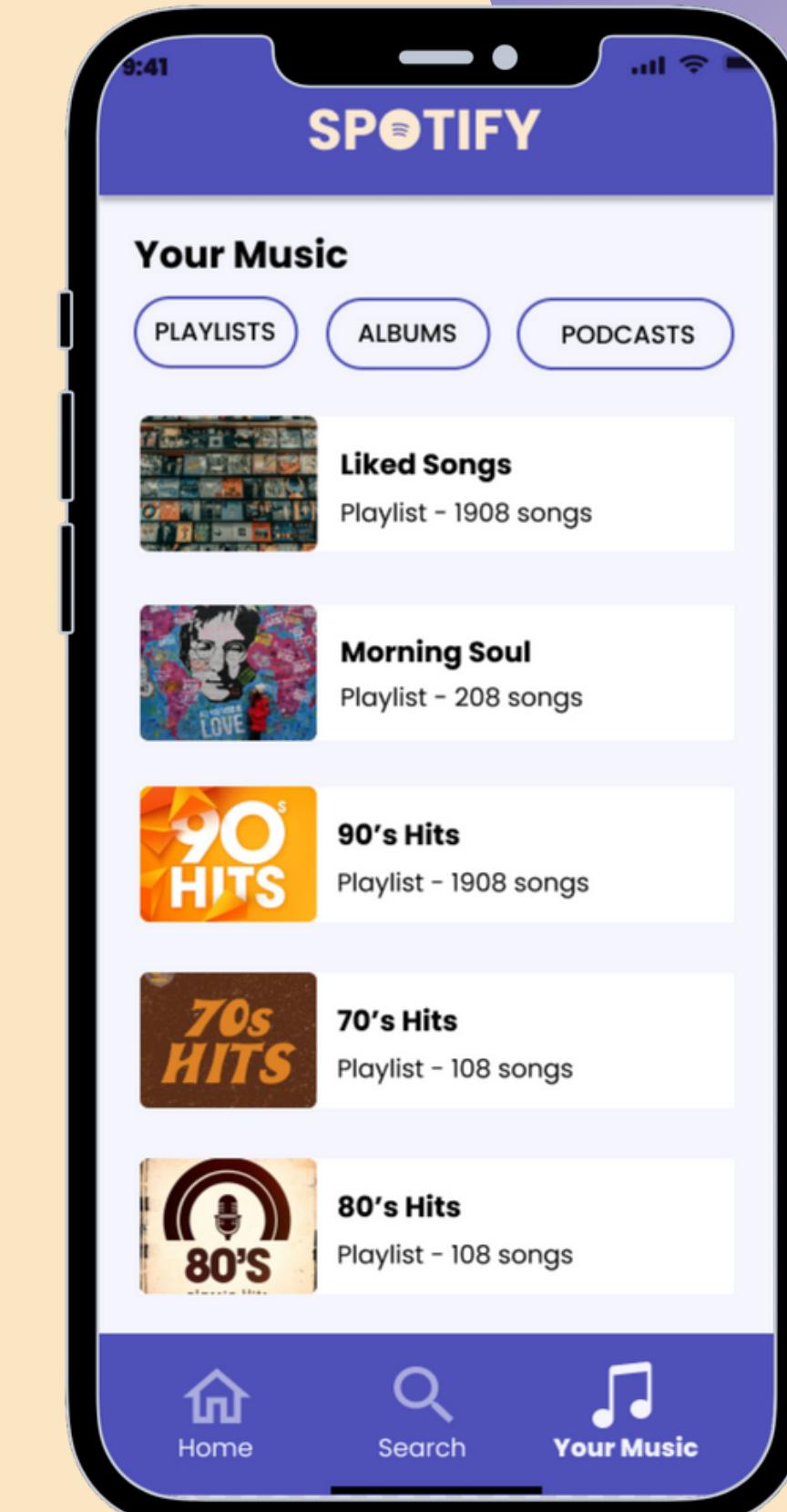
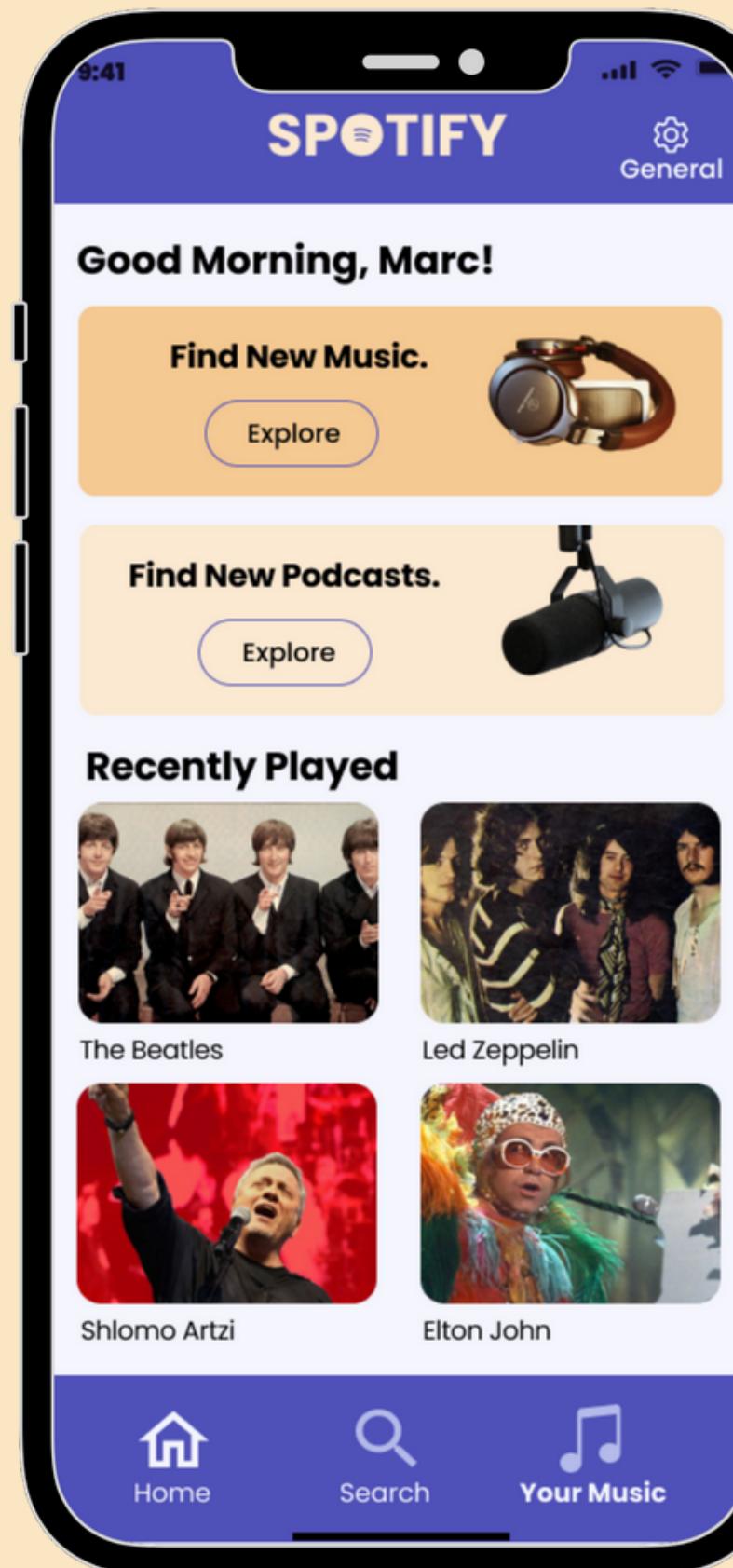
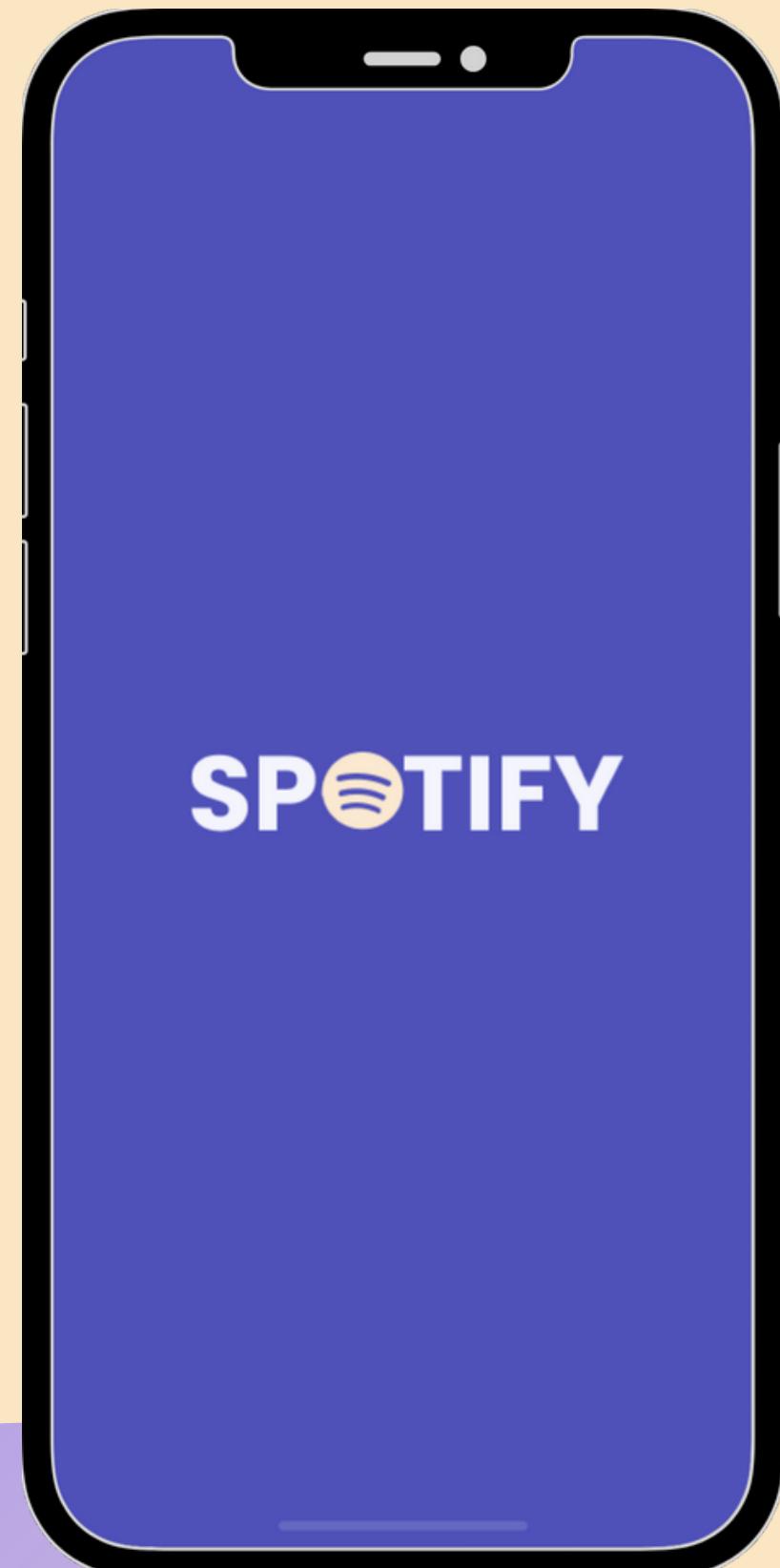
MOOD BOARD



Wireframes:



New Designs



Style Guide

Icon



Typography



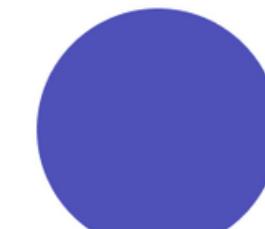
Name	Size	Line Height	Weight
H1	36px	130%	Regular
H2	24px	130%	Regular & Semibold
H3	20px	130%	Regular
H4	16px	130%	Regular

Style Guide

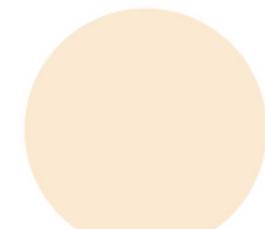
Color



#242529



#4F51B9



#FBE9D1



#F4F5FD

60%
Nuetral/Base

30%
Primary

10%
Secondary

Form Elements



Morning Soul

Playlist - 208 songs



70's Hits

Playlist - 1908 songs



Liked Songs

Playlist - 1908 songs



90's Hits

Playlist - 1908 songs



80's Hits

Playlist - 1908 songs



Style Guide

Buttons

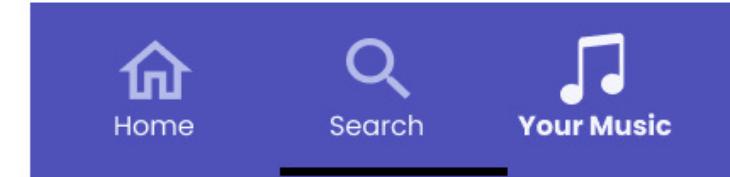
Medium



Small



Navigation



Five Seconds Test

Here's how it works:

1. You will be presented with an image or a design for a limited amount of time.
2. Try to remember as many details about the image as possible.
3. After the time limit is reached you will be asked questions.
4. These questions are related to image you have just seen and aim to test how much you were able to remember.



Findings

“The bottom nav looks like it should slide up and down because of the rounded corners”

“The music and podcast buttons do not look like buttons”

“What I enjoyed about about the design was the enjoyable feeling of listening to music it presented, as well as the colors. However, the photos, particularly those from the 1970s and 1980s, were my favorite aspect of the design.”

Conclusions

- Our target audience love the designs vibrant colors and photos of their favorite artists.
- The typography in the design was found to be readable
- The Headphone banner was found to be too distracting. We split it up to two different banners to be less distracting.
- Bottom Nav rounded shape was found to be disliked by our users because they thought it slid up and down. We changed the border radius from 4 to 0

