Tenoric
Process Book

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Design for Mobile Devices - GWDA382
Quarter – Fall 2014
Instructor – Max Kelly

Statement of Purpose: (Rough)

Tenoric is a music player app that will allow the user to input a keywork for their current mood. The app will then play certain music based off of that keyword. It will keep track of the keyworks that the user has entered and will present them on a timeline that will allow the user to see a progression of their mood over time. If it seems that the user is in a bad mood for a while, the app will suggest genres that may help boost their mood.

Objective:

Design an app that will not only allow a user to listen to music based on their current mood, but will give feedback as to how they are doing over time and will provide suggestions for certain genres if it seems like the user needs a pick-me-up.
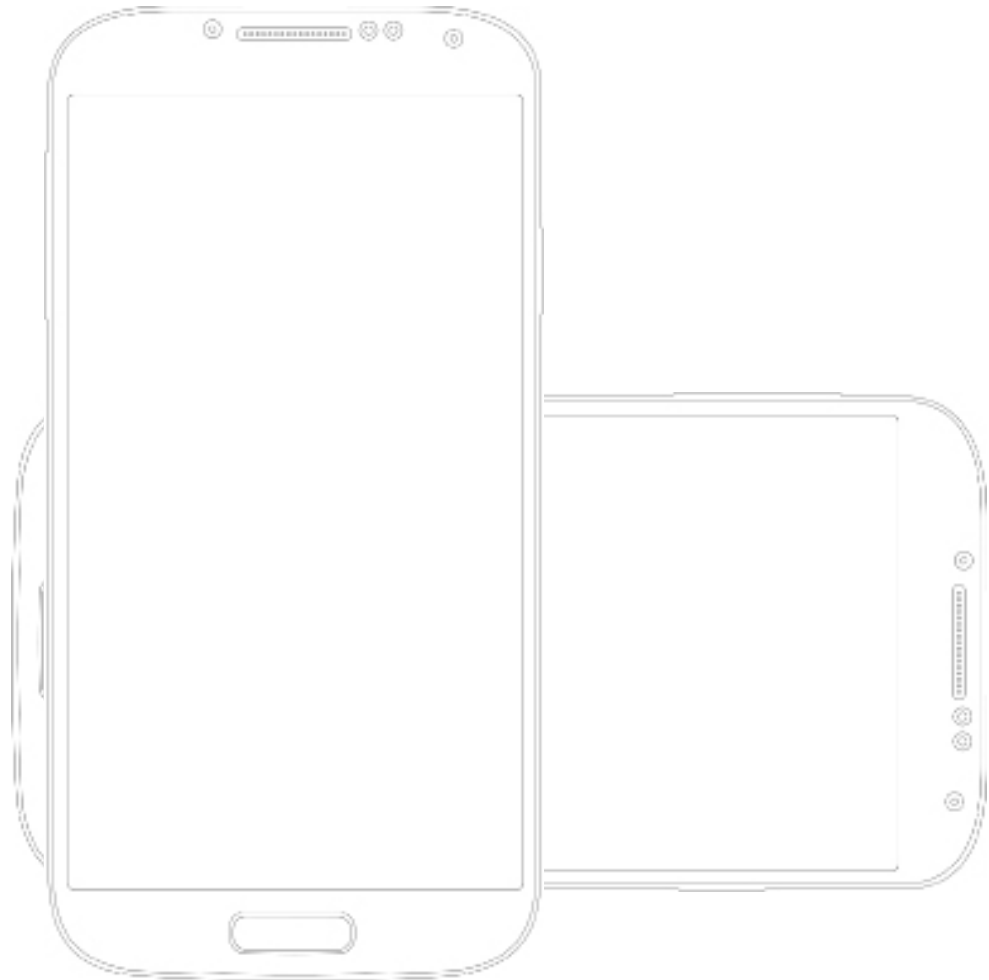
Technologies:

Design: Illustrator and Photoshop
Prototype: Invision
Designed specifically for Samsung Galaxy S4

Specifications:

1080 x 1920 pixels, 5.0 inches (~441 ppi pixel density)

Strengths

– Caters to a specific mood
– Tracks your mood over time to view on a timeline in the future
– Almost everyone listens to music based on their current mood

Weaknesses

– Apps already exist that have a mood feature
– No function to search by specific artists or albums
– Maybe too specific for a general audience

Opportunities
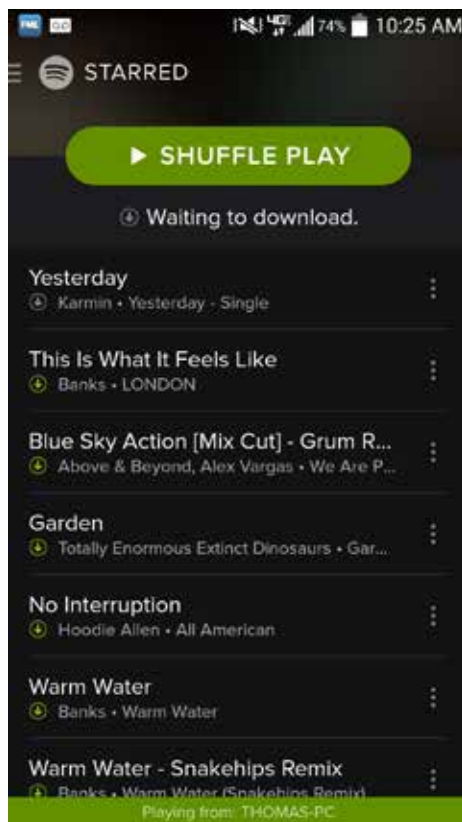
– Allows a combination of multiple moods in one station
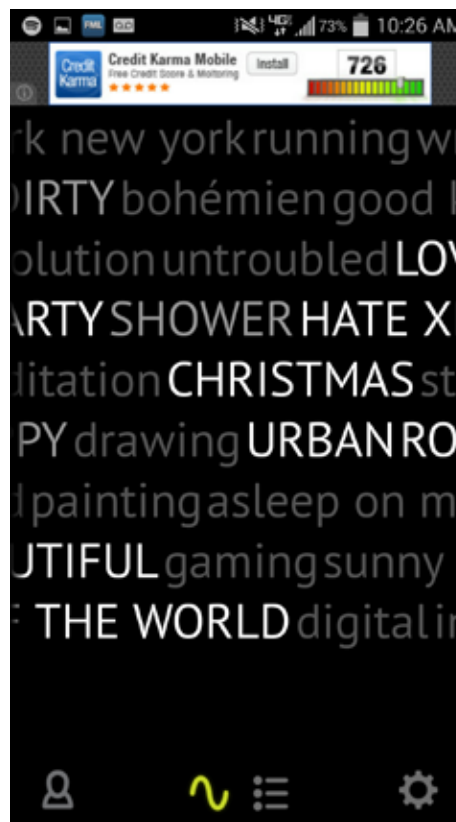– Suggests a playlist for those who maybe need a pick–me–up

Threats

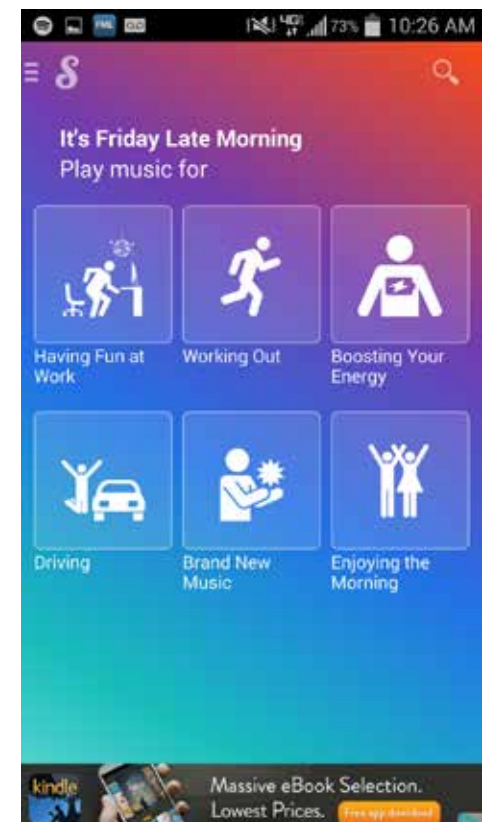– Spotify and Pandora are major competitors and already have a large user–base and have a great user experience value

Competitors:

Spotify   Stereomood   Songza

Competitor Comparison:

	Spotify	Stereomood	Songza
Content Features			
External Website	x		x
Cohesive Branding	x		x
Specific Song Selection/Search	x		
Music by Mood	x	x	x
Ability to Create a Playlist	x		
Favorite Songs	x	x	x
What's Popular	x	x	x
Facebook Connect	x	x	x
Technical Features			
Ease of Use (UX/UI)	x		x
Navigation	x		x
Registration/Login	x	x	x
User Profile	x	x	x
Social Media Sharing	x	x	x
Specific to Mood		x	
Mood Tracker			

Project Approach:
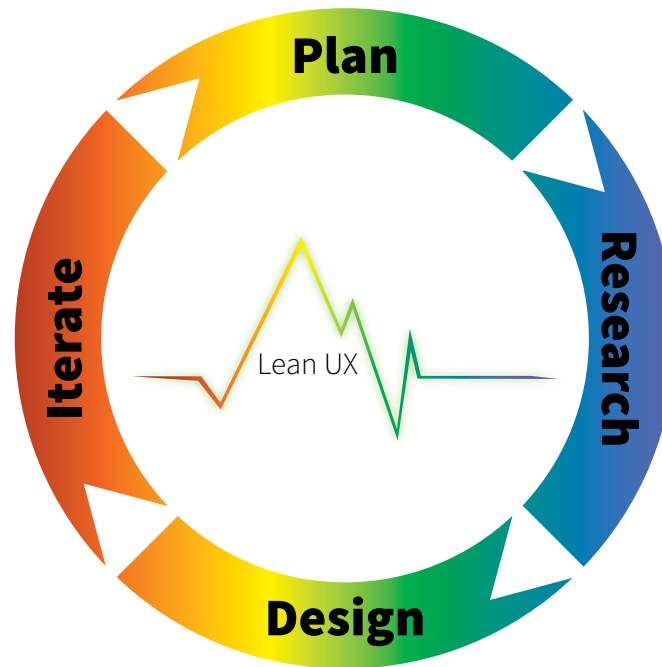
Lean UX breaks down the silos and brings stakeholders, business development, analytics, software developers, and testing to the same whiteboard. The design is not performed in a vacuum, but on-site.

Target Audience:

Age Range: 15+ y/o
Individual Interest: Users have the desire to find new and interesting music.
Income Level: No set income, but must have the ability to own a cell phone with internet capabilities.
Mobile Platform: iPhone or Android
Education Level: Low to High. Must be able to navigate a smart phone.

User Persona:

Ophelia Summers

Age: 24 y/o
Gender: Female
Profession: Hiring rep for a San Francisco startup.
Income: $90k
Education: Bachelor in Human Resources Management.
Location: San Francisco, Ca
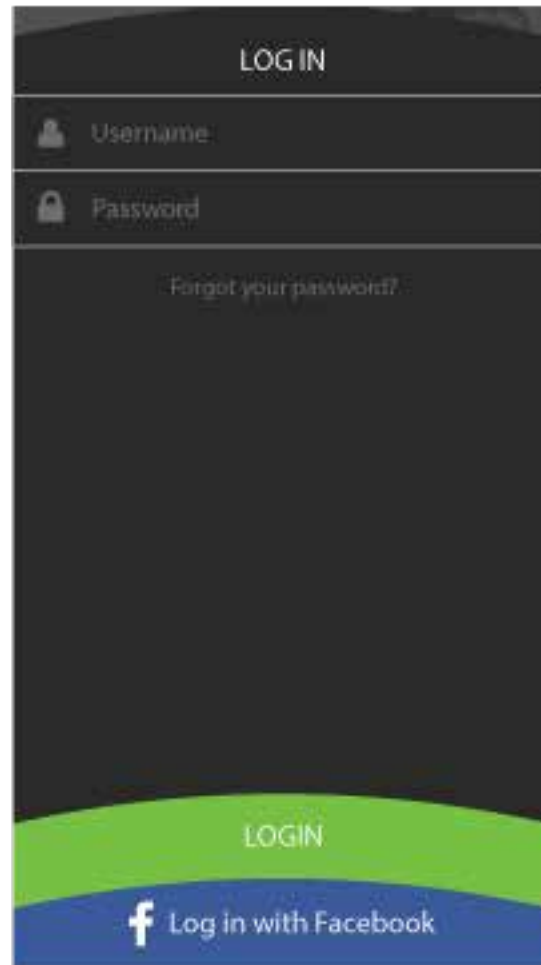**Hobbies:** DIY crafting, Nature walks, and Food blogging.

Site Map:

```
        ┌─────────┐                              ┌──────────────┐
        │ Splash  │                              │  Enter Mood  │
        └────┬────┘                              └──────┬───────┘
      ┌──────┴──────┐                         ┌─────────┴──────────┐
┌───────────┐ ┌──────────────┐        ┌──────────────┐      ┌───────────────┐
│ Login Form│ │ Signup Form  │        │ Music Player │──┐   │ Previous Mood │
└─────┬─────┘ └──────────────┘        └──────┬───────┘  │   └───────┬───────┘
┌──────────────┐                      ┌───────────────┐ │   ┌───────────────┐
│Password Reset│                      │ Previous Mood │ │   │ Popular Moods │
└──────────────┘                      └───────────────┘ │   └───────┬───────┘
                                                         │   ┌───────────────┐
                                                         └───│   Favorites   │
                                                             └───────────────┘
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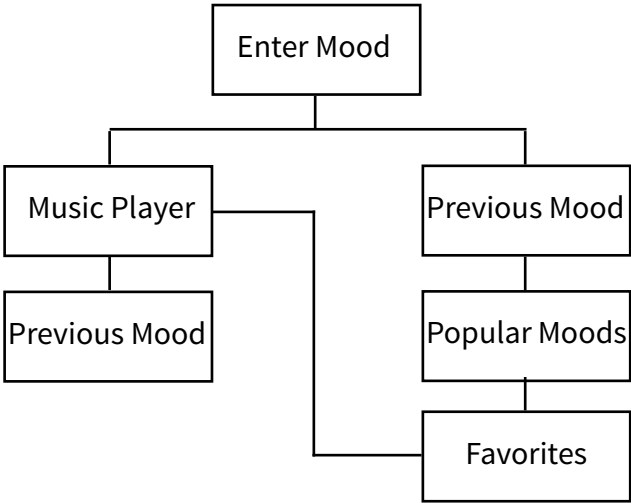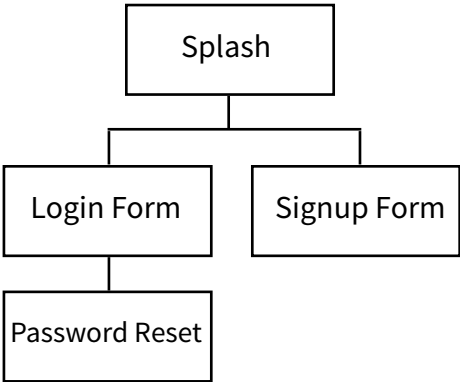
Logo Exploration:
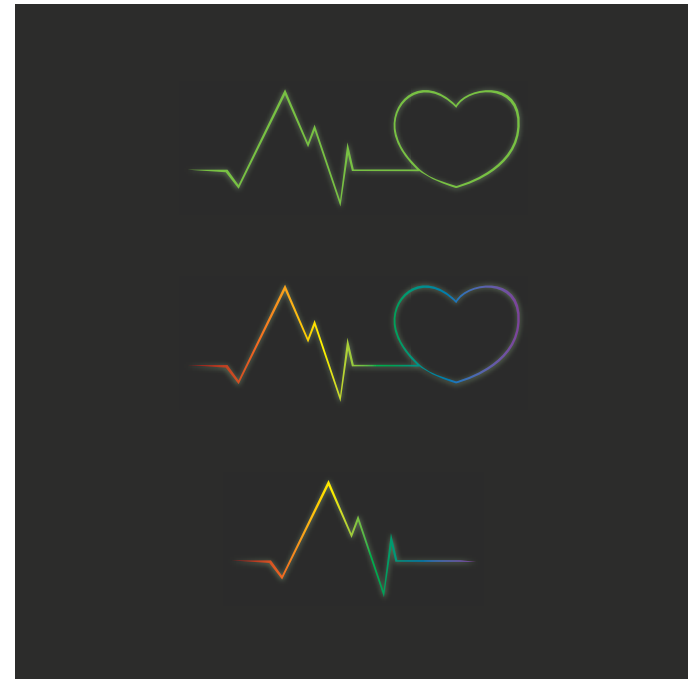
Sketching:
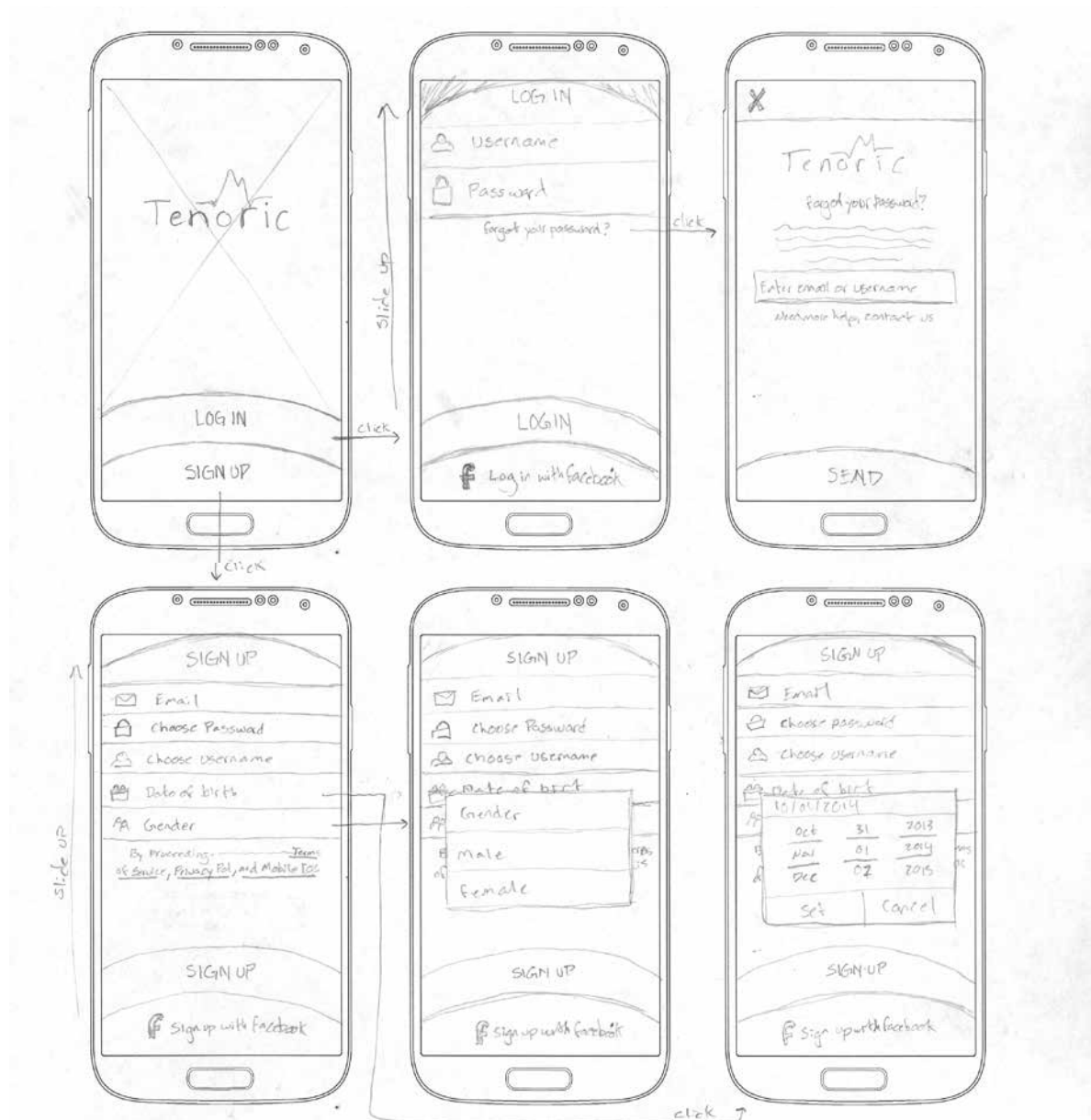
Digital Mocks/Wireframes:
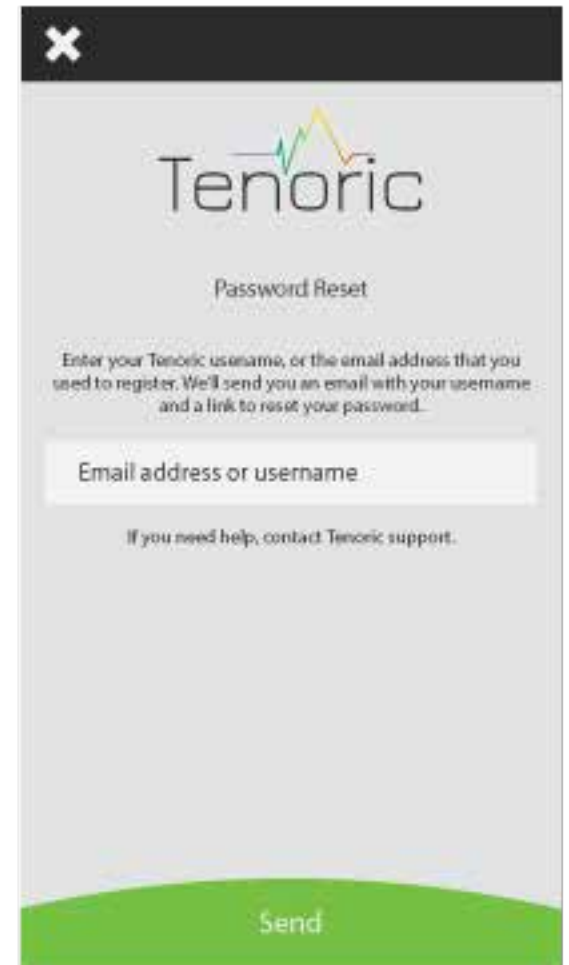
Digital Mocks/Wireframes:

SIGN UP

E-mail

Choose password

Choose username

Date of birth

Gender

By proceeding you also agree to Tenoric's **Terms of Service**, **Privacy Policy**, and **Mobile Terms of Service**.

SIGN UP

f Sign up with Facebook

SIGN UP

E-mail

Choose password

Choose username

Date of birth

Gender

Male

Female

SIGN UP

f Sign up with Facebook

SIGN UP

E-mail

Choose password

Choose username

Date of birth

10/01/2014

Oct   31   2013

Nov   01   2014

Dec   02   2015

Set   Cancel

SIGN UP

f Sign up with Facebook

Digital Logo:

Logotype: Jura Light

Styleguide:

77c043	292929	2f2f2e	6d6e70	808284	e2e3e4
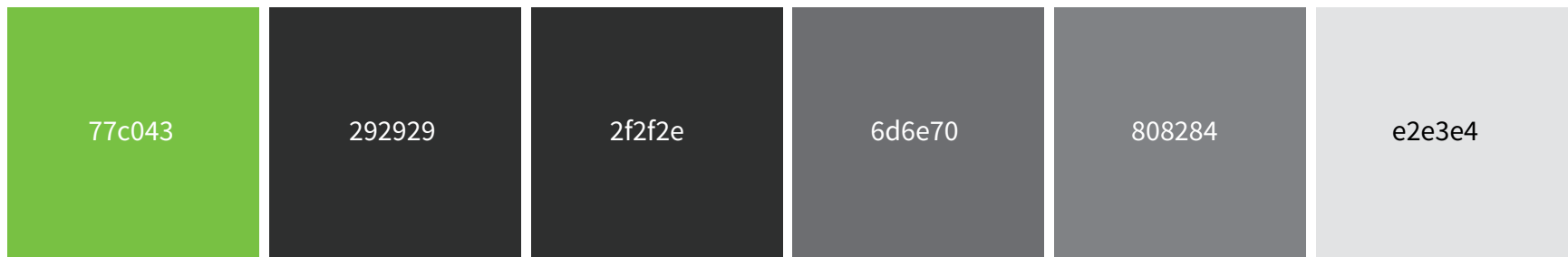
Headlines:

Jura Book
Jura Light
Jura Medium

Body

Source Sans Pro Regular
Source Sans Pro Light
Source Sans Pro Semibold
Source Sans Pro Bold

Inner Page Mocks – Rough

Inner Page Mocks – More Refined
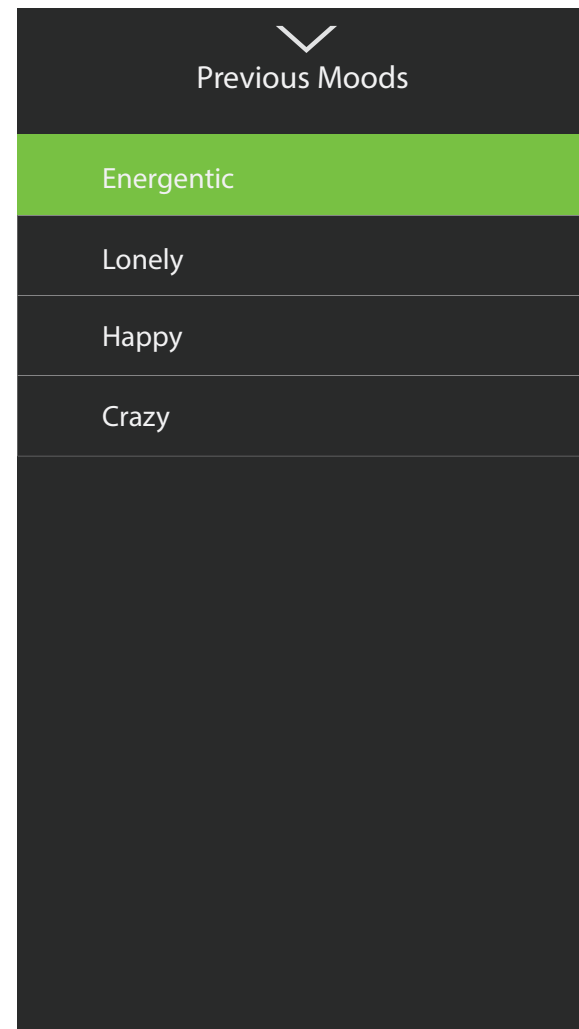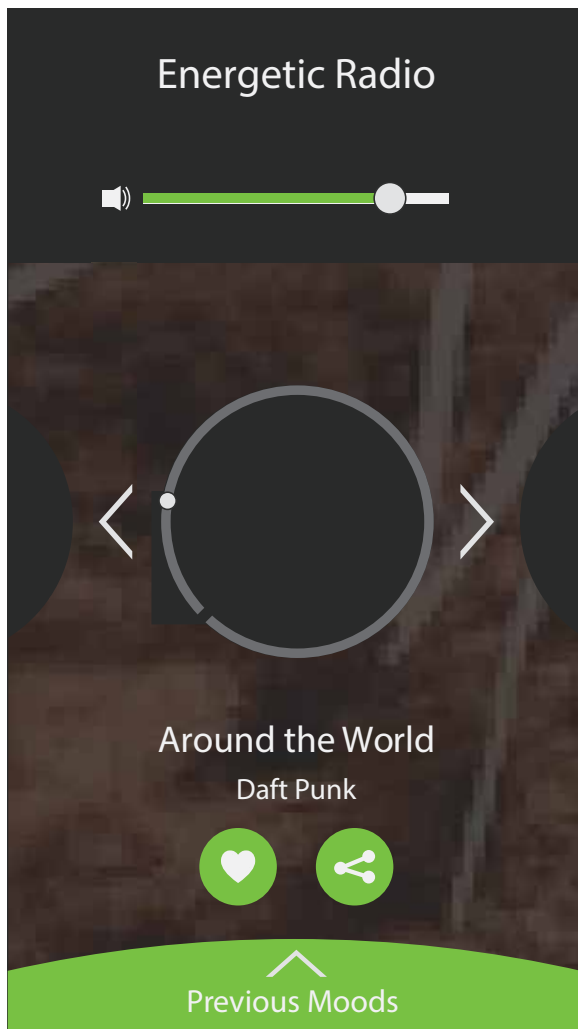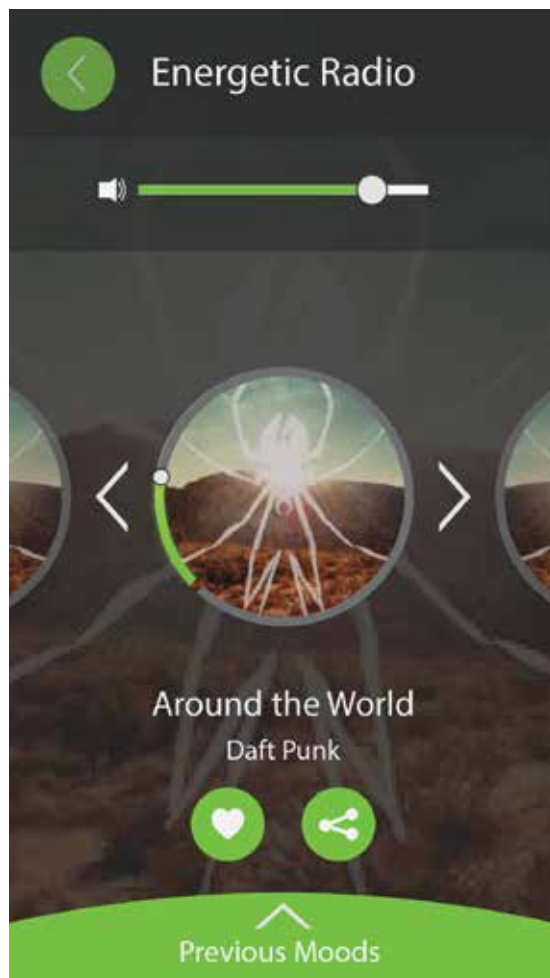
Energetic Radio

Around the World
Daft Punk

Previous Moods

Previous Moods
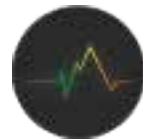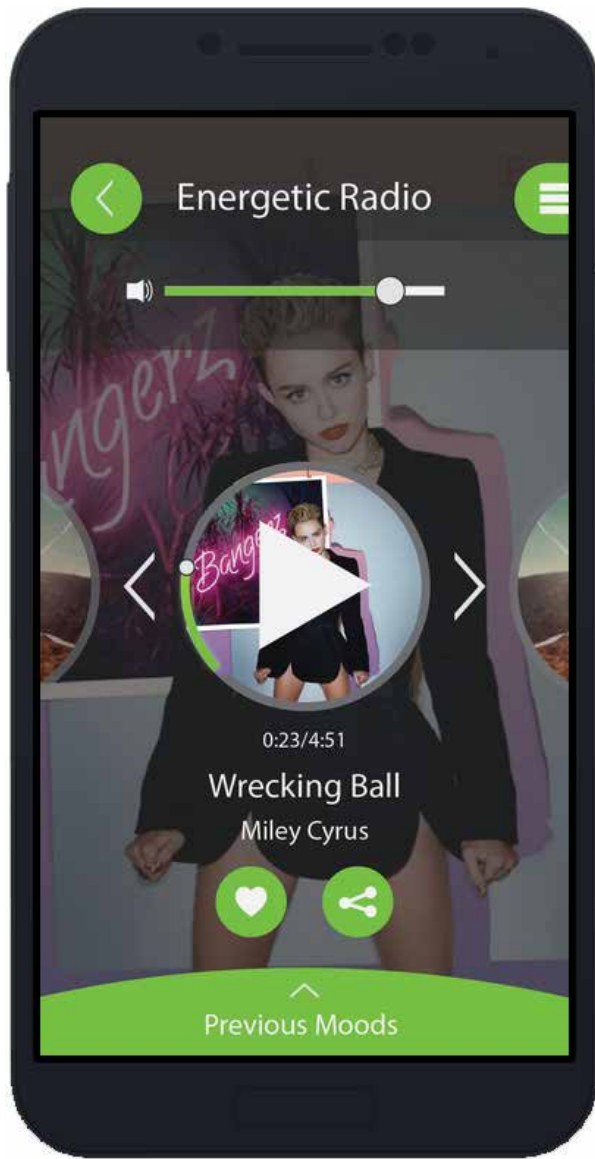
Energentic

Lonely

Happy

Crazy

What do you think this page is about?

Final Inner Pages
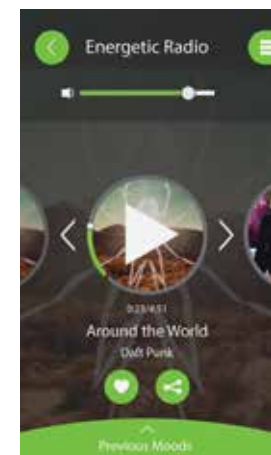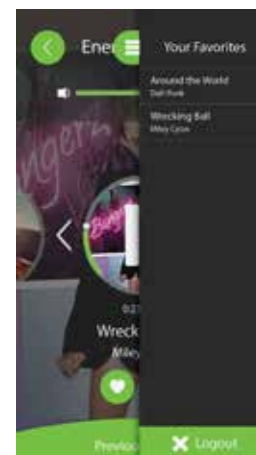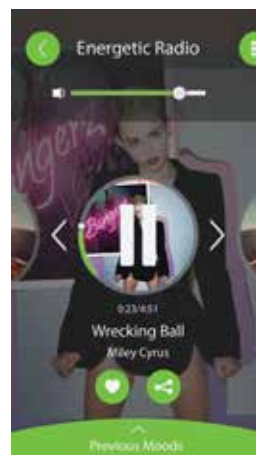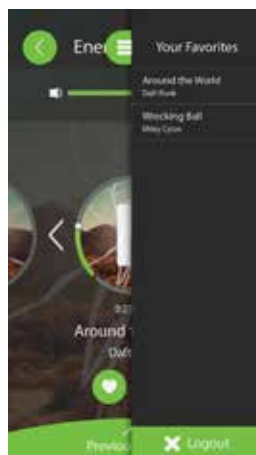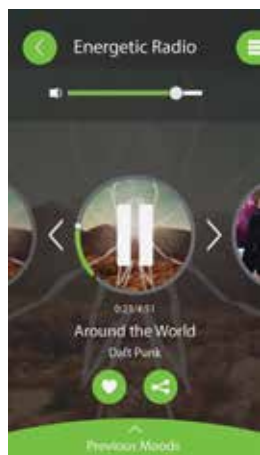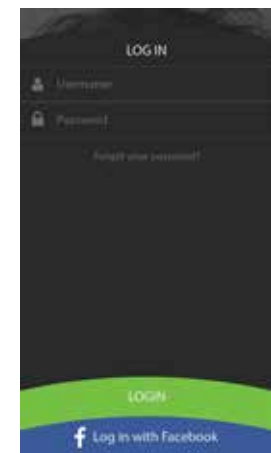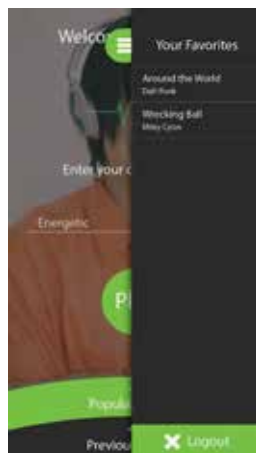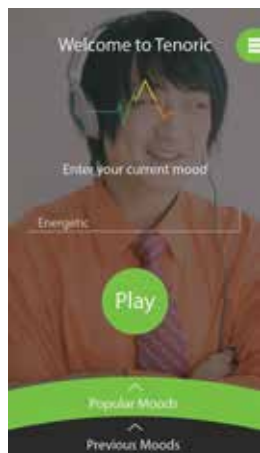
Final Inner Pages

Link to InVision

http://invis.io/K21NMGAXC