

JUK RECORDS

Fancy picture on phone

PROJECT OVERVIEW

The task at hand involved creating a fully operational prototype for a mobile application. Extensive market research, conducted through surveys and user interviews, served as the foundation for the app's development. The objective was to design a functional and user-centric application that not only met the client's requirements but also aligned seamlessly with the preferences and needs identified during the comprehensive market analysis.

CHALLENGE + SOLUTION

The biggest challenge was to come up with an app that could thrive and was relevant in the real world. Overcoming challenges like staying relevant in the ever-evolving tech scene and addressing common app design issues.

It is an app for creative individuals to inspire, showcase and connect with other creators. It will help narrow their job search and be able to apply directly through the app. Users can create more than one resume making it feasible to apply to different jobs with different requirements.

THE DESIGN PROCESS

- No. 01Define the Purpose and Goals
- No. 02Domain Research
- No. 03Site Map
- No. 04User Flow and Customer Journey
- No. 05Branding
- No. 06Mid-Fidelity Wireframe
- No. 07High-Fidelity Wireframe
- No. 08User Testing
- No. 09Finalization

Dont know

In the initial phase, I conducted thorough research through surveys and online sources, consolidating the gathered information into a comprehensive report. Subsequently, I defined user personas, identified key features, and mapped out the user flow in the second phase.

Following this, I translated the conceptual framework into a paper wireframe, which was later digitized using XD. The wireframes underwent three rounds of refinement, with each iteration incorporating user testing sessions for constructive feedback.

This iterative process ensured that the final app design aligned with user expectations and effectively addressed any identified concerns during testing.

[Link to user research ?](#)

Mid fidelity vs high fidelity

Write me

Dont know

XD wireframe