



# DESIGN RUSH

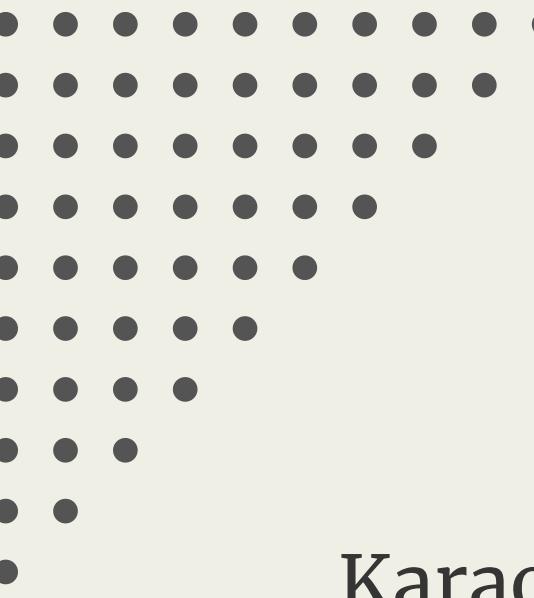
in association with



RoxStar : Karaoke  
Singing App



Designing a Localized Karaoke App Experience:  
India vs China



# Problem Context



Karaoke is one of the most successful digital entertainment formats in China and South-East Asia, where karaoke apps have evolved into highly engaging social platforms combining live singing, gamification, virtual gifting, and social interaction. Despite India being a music-loving nation, digital karaoke platforms have not yet achieved similar engagement levels.

You are tasked with designing the **UI/UX for India's First Karaoke Singing App**, adapting successful engagement models from Chinese karaoke platforms to India's unique cultural, emotional, and behavioral context—without direct replication.

# The Core Challenge

Design an India-first karaoke experience alongside a China-inspired karaoke experience within a single ecosystem, clearly highlighting how UI/UX decisions differ across cultures.

## User Differences

### Indian Users

- Prefer emotional safety and validation
- Lean towards familiar and regional content
- Value community appreciation over competition
- Less comfortable with public performance
- Strong preference for regional languages

### Chinese Users

- Comfortable with public performance
- Motivated by gamification and rankings
- Engage actively in live rooms and virtual gifting
- Value social status and visibility
- Comfortable with competitive environments

# Design Focus Areas

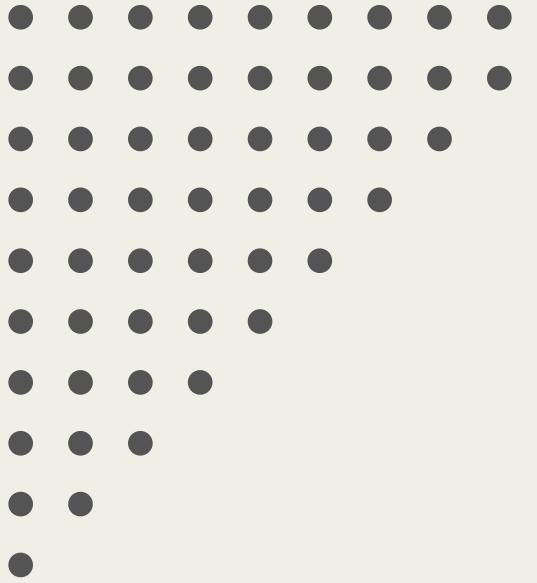
Participants must design experiences across the following areas:

- Onboarding
- Home Screen
- Singing Interface
- Social Interactions
- Gamification
- Monetization
- Language-Based Discovery

# Expected Outcome

Demonstrate how **culturally informed UI/UX design** can improve:

- User participation
- Engagement
- Retention
- Monetization



# Round 1 – Wireframe Submission



## Deliverables

- Low to mid-fidelity wireframes based on the problem statement
- Clear visual differentiation between India-first and China-inspired user experiences
- Key UI/UX decisions should reflect cultural, emotional, and behavioral differences

## Submission Format

- Team leaders have to upload their **wireframe or files** in pdf or ppt format (pdf preferable) in the submission box.
- File naming format:

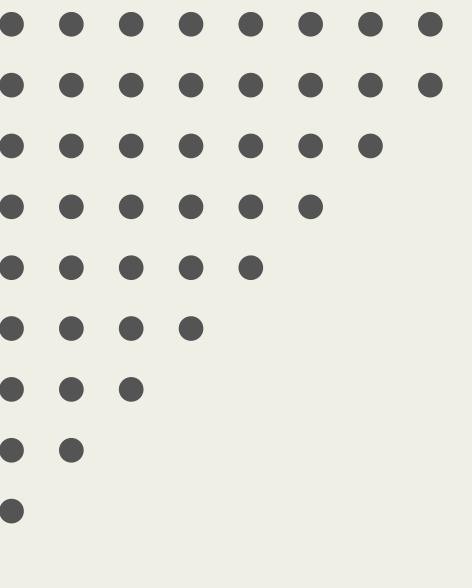
**TeamName\_DesignRush\_Round1**

## Evaluation Criteria (Round 1).

- Relevance to the problem statement
- UI clarity and usability
- Cultural understanding
- Structure and completeness of wireframes

## General Guidelines

- Only one submission per team is allowed
- Team size: **1–4 members**
- Submissions must be **original** and created solely for this competition
- Submissions Deadline- **8<sup>th</sup> January 2026**



For more information, visit the website: <https://play.google.com/store/apps/details?id=com.pik.roxstar>

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