



IIT BHU'S
E-Summit '26 30th JAN - 1st FEB
ASTRALIS OF ASPIRATIONS



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– 8th January 2026



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

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