UX DESIGN

From the Idea - to the Prototype..

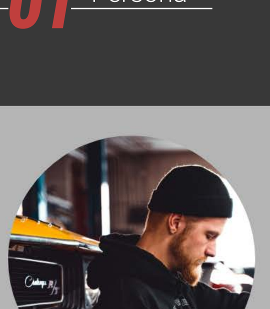
Project Brief:

Create a new Music App for an radio music station, traditionally focused on rap and hip hop music. The app aesthetics and app icons should reflect the music genre.

> *“People ignore design that ignores people.”*
> —— Frank Chimero, Designer

The Journey:

01 Persona



“A Day without music is a wasted one”

AGE	26
JOB TITLE	Car mechanic
STATUS	Single
LOCATION	Berlin, DE

OPTIMISTIC · WORKER · CURIOUS · ADVENTUROUS

FAVORITE BRANDS

USER PERSONA

Ryan

ABOUT

Chris is a car mechanic from Berlin. He’s a car guy that loves to work on everything technical device he can find. At the job he likes to listen to music while working. In his free time he spent most of his time in the garage restoring his bike or have a BBQ with friends in the driveway. While driving to work and back he listens to his favourite music almost everyday. His favourite Genre is Hip Hop.

GOALS

- Find the perfect music player that provides his style of music only
- Have his music and news about it in one place

NEEDS

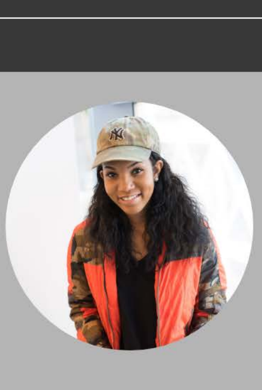
- Easy to navigate application
- Possibility to listen to Hip Hop radio stations while working

PAIN POINTS

- There are too many Apps that have so much genres he is not interested in
- No music app with a radio option on the marked he likes
- Too small buttons while driving with his car / can’t skip songs

PERSONALITY

Introvert – Extrovert
Analytical – Creative
Busy – Time rich
Messy – Organized
Independent – Team player



“Everywhere you go, you see Design”

AGE	22
JOB TITLE	Graphic Designer
STATUS	Single
LOCATION	New York, US

VISUAL · CREATIVE · URBAN · EXPERIMENTAL

FAVORITE BRANDS

USER PERSONA

Jenny

ABOUT

Jenny is a Graphic Designer based in New York. Everywhere she looks, she sees a design pattern. Everyday she has 2 hour drive to work with the subway. In this time she like to listen to her favourite music to start the day right and get all the news about her favourite artists. In her free time she likes to go out with friends or just sit at home and scribble while listen to some music.

GOALS

- Have an App with an innovative and creative style
- No searching for the best music news site every day

NEEDS

- Download songs for subway (bad connection)
- Individual Browse function to find her favourite songs quickly

PAIN POINTS

- Online only Apps that don’t work with bad internet connection
- Only boring and redundant designs on the market

PERSONALITY

Introvert – Extrovert
Analytical – Creative
Busy – Time rich
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02 Scenario

To understand the user even better, we have to think like them and pretend to be them. So I recreated a typicall day in the life of “Ryan” and “Jenny”.

Ryan

07:00 - The alarm clock rings and Ryan wakes up by the sound of his phone. First he walks into the bathroom. After that he goes to the kitchen to prepare breakfast and lunch for the day. Before opening the fridge he unlocks his smartphone and start his music app. By opening the app he gets instant access to the home screen that changes depending on the daytime. In the morning the start screen provides news about his favourite artists and a mix of his favourite songs for a good start in the day.

While listening to the music he’s making his coffee and preparing his food for the workday. After he is done with that he enjoys his coffee and read the daily music news.

After finishing his coffee he leaves the house and gets in the car. After automatically pairing his phone to the radio he starts the engine and puts his phone in the cell phone holder at the wind-screen and starts his ‘driving’ playlist. Because the app is now connected to the car it switches to the Car View where the buttons are easier to press and the Information is better to read because of its minimalistic design.

Arriving at the work he changes his cloth and starts the day by talking to his colleges and driving in the first car inside the workshop. While working he is listening to the radio to get a good mix. from music and news.

After work he drives to the gym to have a short workout and listen to music with his paired blue-tooth headphones. After getting home he showers and then makes himself some food. After hav-ing dinner he decides to work a bit on his old bike. At 23:00 he goes to bed after walking by the bathroom.

Jenny

06:30 - The alarm clock rings and Jenny wakes up by the sound of his phone. After going to the bathroom Jenny puts in her headphones and starts her music app. While listening to the new songs from this week she walks to the subay station. On the way she gets her a coffee and pauses her music to pay for it and wish the coffee seller a nice day.

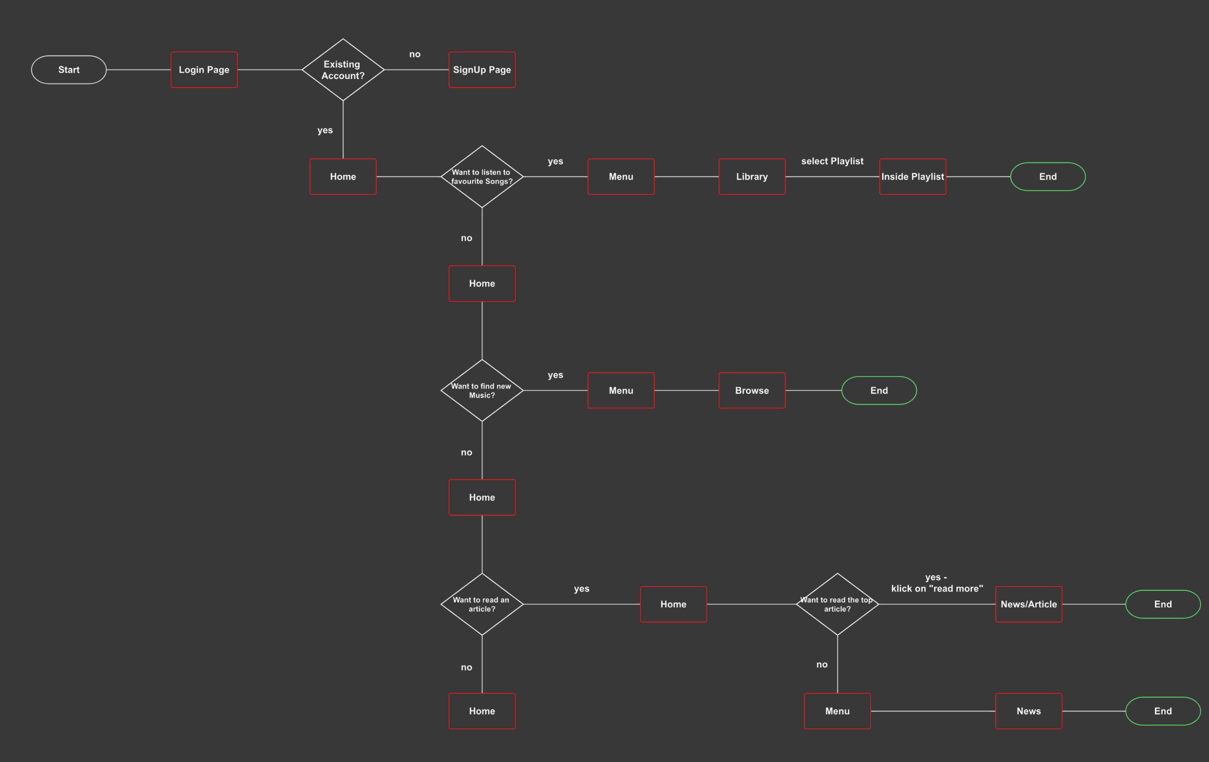
Arriving at the station she waits for the next train and gets in. Because it’s crowded like always she has to stand. While holding her coffee in the one hand, she manages to read the news arcticle about a newcomer in the hip hop scene on her phone.

After arriving at her desk in the office she closes the app and works on her projects. After work she gets home and do some Yoga at home. While doing so she likes to listen to radio stations via her bluethooth box, so she connects her phone to the box.

After a long day she wents to bed, and searching for new music before falling asleep.

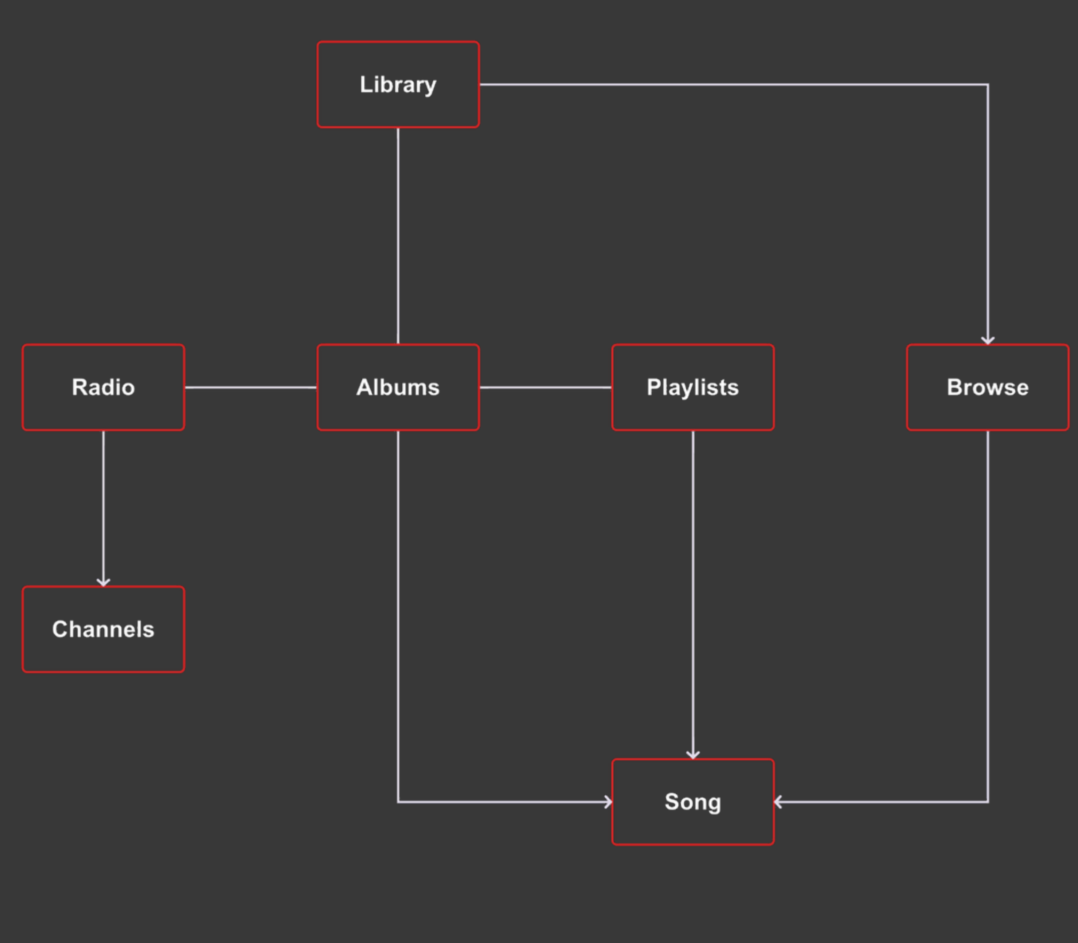
03 Information Architecture

Typicall User Flows

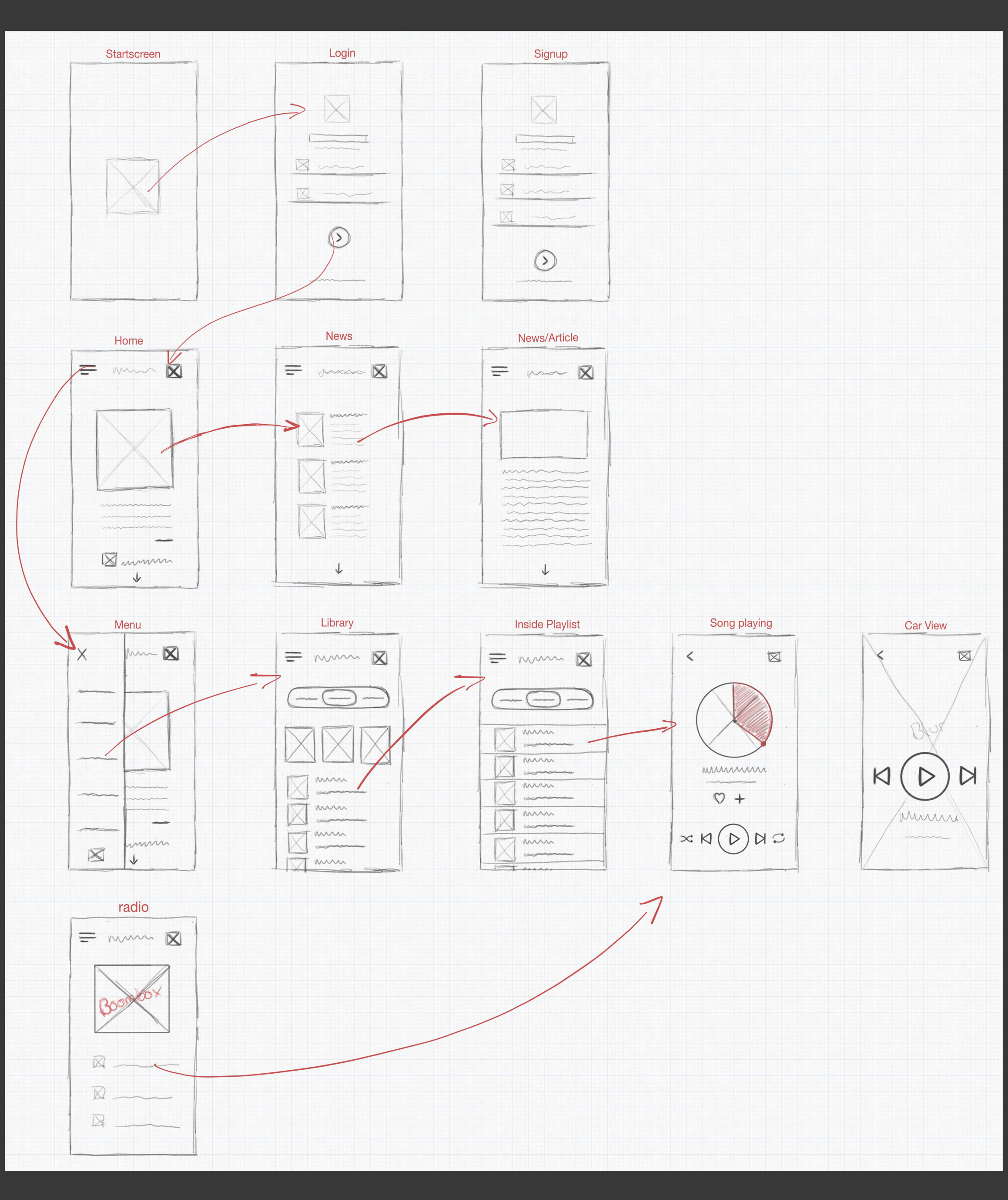


04 Navigation Design

Based in the Information architecture, a user can move with different navigation patterns like Lateral navigation, Forward navigation and Reverse navigation.



05 Scribbles



06 Wireframe Prototype

07 Product Icon

PROCESS

Logo Design Background

Run-DMC is one of the most influential acts in the history of hip hop culture.

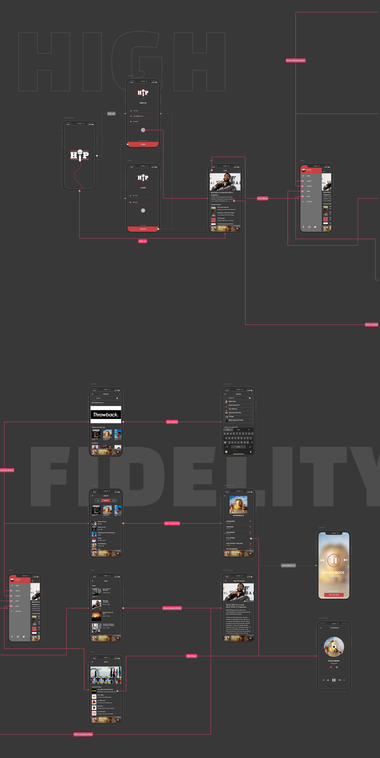
Essential for making music as an Rapper in the hip hop genre is the mic.

Transforming the I and the O into one "Letter" and later into the Mic.

Final Version

08 High Fidelity Prototype

HIGH



FIDELITY

Thanks for Watching !