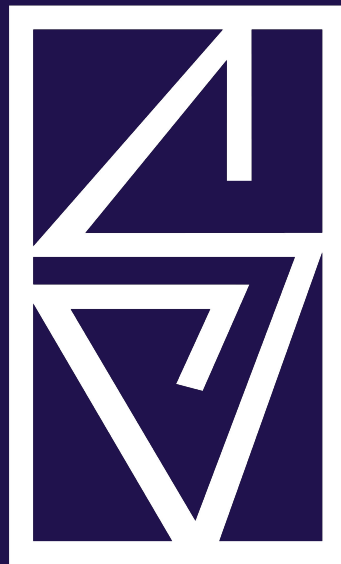


# Music Sharing App

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Felicitó Rustique



# Project overview



## The product:

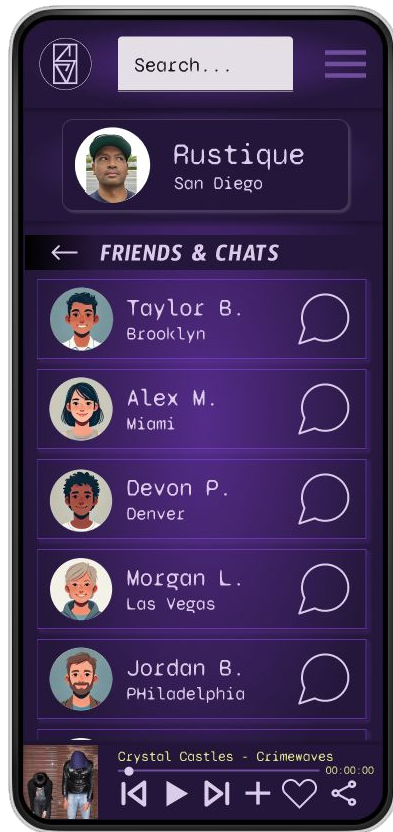
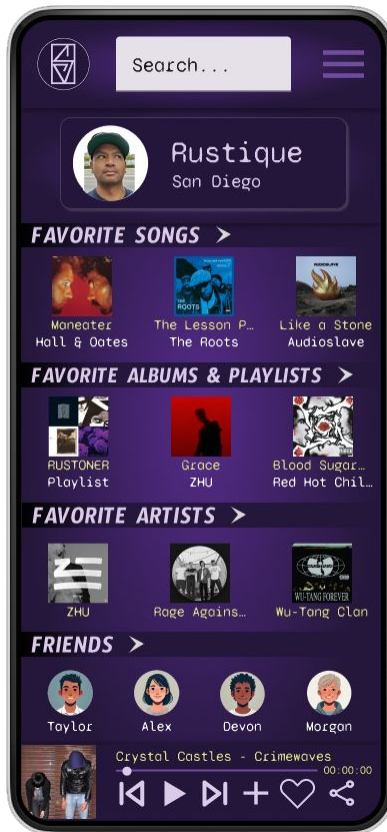
As part of the Google UX Design Professional Certificate, and my first exposure to using Figma, I chose to design a music-sharing app incorporating friends and chats.



## Project duration:

~ 3 months, setting aside free time after normal, working hours.

*Preview of polished screen designs.*



# Project overview



## The problem:

Music-loving personas with friends online need to create a safe profile and find and share popular and unique songs they like because they want to be able to communicate and build social and emotional bonds with friends.



## The goal:

The STYSL music-sharing app will let users find music to like, create playlists from, and share to others which will affect young adults and music lovers by allowing them to access, organize, and share music with friends and audiences for positive engagement. Effectiveness will be measured by viewing the number of app users and engagement analytics.

# Project overview



## My role:

Sole UX designer for course project



## Responsibilities:

User research, wireframing, prototyping, usability study, case study

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



For this course project, to understand user frustration, needs, and requirements, I conducted user research through my two teenage kids, college-age nephews and nieces, and co-workers.

My goal was to gain insights into the needs and wants of users so that I can better design my app and responsive website.

There are two types of user research methodologies: qualitative and quantitative research. I chose qualitative research because I had a time constraint.

# User research: pain points

1

## Pain point

Users want an easily navigable home screen where all their music they want to share or listen to is quickly accessible.

2

## Pain point

Users want to be able to have friends who also use the app who they can easily chat with and share playlists with.

3

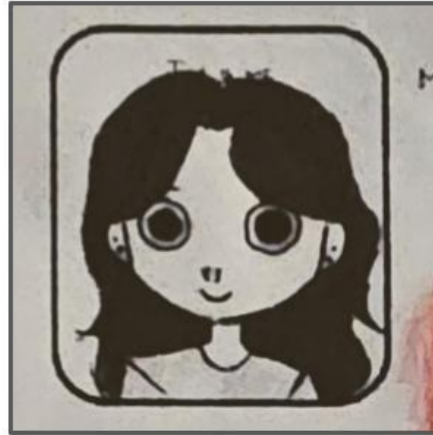
## Pain point

Users want to view music in categories of favorite songs, artists, albums, and playlists and navigate between these categories.

# User Persona: **Chloe**

## Problem statement:

Chloe is a music-loving teenager with many friends online who needs to find and share music she likes because she wants to be able to communicate and build social and emotional bonds with friends.



**Chloe**

**Age:** 13

**Education:** 8th Grade

**Hometown:** San Diego

**Family:** 2 parents, 1 brother, 2 cats

**Occupation:** Screen-ager

*“Bruh”*

## Goals

- Find and share music.  
Chat with friends.

## Frustrations

- Finding, organizing, creating playlists, liking and sharing music should not be difficult to do within any music-sharing app.

Chloe likes to listen to all kinds of music, like “scene” music. She wants to be able sign up on a music-sharing app, create a profile, find music, create playlists, share her stuff with friends and chat with them.



# User journey map

1. User actions flow from left to right.
2. Tasks must be completed before moving on to next action.

## Persona: Chloe Rustique

**Goal:** Use a music-sharing app that will allow her to find music, create playlists, and share music with others.

| ACTION                    | Discovery and Sign-Up  | Exploring Music  | Creating Playlists   | Sharing Music   | Engagement and Feedback  |
|---------------------------|--|--|--|---|--|
| TASK LIST                 | Tasks<br>1. User downloads the app from an app store or visits the website.<br>2. User reads about the app's features and benefits.<br>3. User signs up using email, social media login, or creates a new account.<br>4. User sets up their profile (optional but common in music apps for personalization). | Tasks<br>1. User navigates through the app interface to discover music.<br>2. User searches for specific songs, artists, or genres.<br>3. User browses through curated playlists, recommended tracks, or new releases.<br>4. User listens to previews or full tracks to evaluate music.                | Tasks<br>1. User selects favorite songs and adds them to a new or existing playlist.<br>2. User organizes playlists by genre, mood, activity, etc.<br>3. User edits playlist details (title, description, cover image).<br>4. User may collaborate on playlists with friends (if app supports this feature). | Tasks<br>1. User selects a playlist or specific songs to share.<br>2. User chooses sharing options (share link, social media sharing, direct messaging).<br>3. User may add comments or messages along with the shared content.<br>4. Recipients receive the shared content and can listen to it directly.                                    | Tasks<br>1. User interacts with other users' playlists or music shares.<br>2. User likes, comments, or reposts music from others.<br>3. User receives feedback on their shared playlists or tracks (likes, comments).<br>4. User adjusts their preferences based on feedback or continued exploration.   |
| FEELING ADJECTIVE         | 1. <b>Curiosity and anticipation</b> (while discovering the app).<br>2. <b>Interest</b> in exploring new music options.<br>3. <b>Excitement or eagerness</b> to start using the app.<br>4. <b>Satisfaction or frustration</b> depending on ease of sign-up process.  | 1. <b>Excitement or enjoyment</b> when discovering new music.<br>2. <b>Focused or determined</b> while searching for specific songs or genres.<br>3. <b>Satisfaction</b> when finding songs that resonate.<br>4. <b>Frustration</b> if search results are not relevant or if navigation is cumbersome. | 1. <b>Creativity and satisfaction</b> while curating playlists.<br>2. <b>Pride in organizing</b> music according to personal preferences.<br>3. <b>Collaboration</b> can bring a sense of community or connection.<br>4. <b>Frustration</b> if editing or organizing features are limited or confusing.      | 1. <b>Satisfaction or excitement</b> when sharing favorite music discoveries.<br>2. <b>Connection or bonding</b> when sharing with friends or community.<br>3. <b>Anticipation or eagerness</b> to receive feedback or reactions.<br>4. <b>Disappointment</b> if sharing options are limited or if sharing doesn't garner expected responses. | 1. Engagement with the community can evoke a <b>sense of belonging or validation</b> .<br>2. <b>Satisfaction or pride</b> in receiving positive feedback on shared playlists.<br>3. <b>Motivation to explore</b> new music based on community recommendations.<br>4. <b>Frustration or disappointment</b> if feedback is negative or lacks constructive criticism. |
| IMPROVEMENT OPPORTUNITIES | 1. Provide a seamless and intuitive onboarding process to quickly engage users.<br>2. Offer personalized recommendations during sign-up based on initial preferences.<br>3. Allow easy integration with social media for quick account creation and sharing.   | 1. Implement advanced search filters and sorting options to enhance user control.<br>2. Use machine learning algorithms to improve personalized recommendations.<br>3. Introduce discovery features like daily playlists based on user preferences and trends.   | 1. Enable smart playlist creation based on user listening habits and preferences.<br>2. Provide customizable playlist covers and themes to enhance personalization.<br>3. Implement real-time collaboration features for seamless playlist sharing and editing with friends.                                 | 1. Introduce interactive sharing options such as real-time listening parties with friends.<br>2. Incorporate integration with messaging apps for direct sharing and feedback.<br>3. Provide analytics on shared content to understand engagement and popularity.  | 1. Implement gamification elements like badges or rewards for active community engagement.<br>2. Enable user-generated content features such as user-curated playlists of the week/month.<br>3. Provide tools for users to easily respond to feedback and interact with their audience.  |

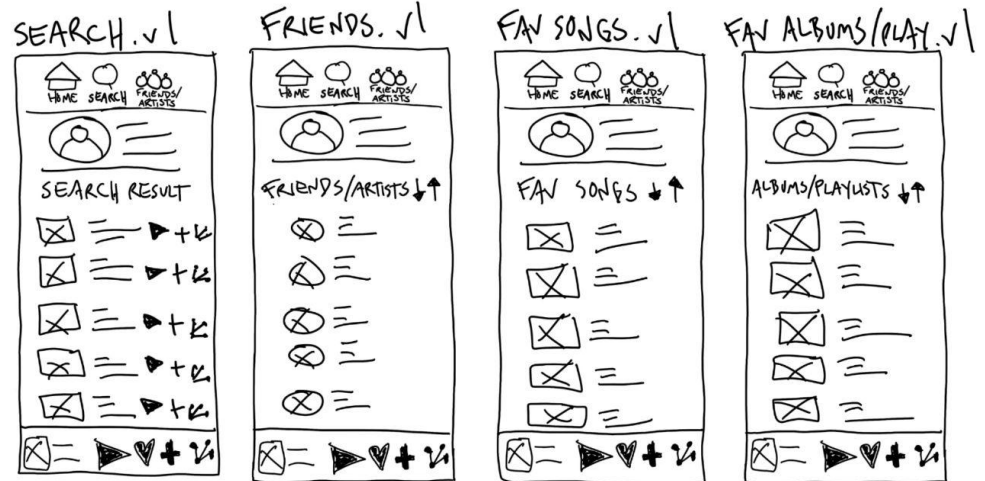
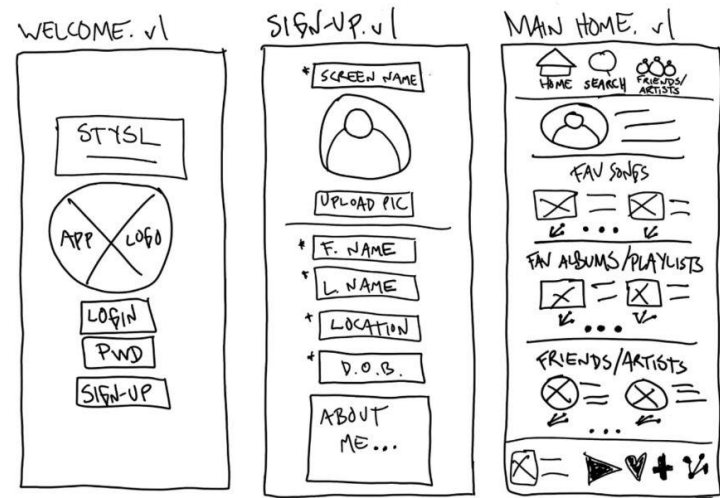
# Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

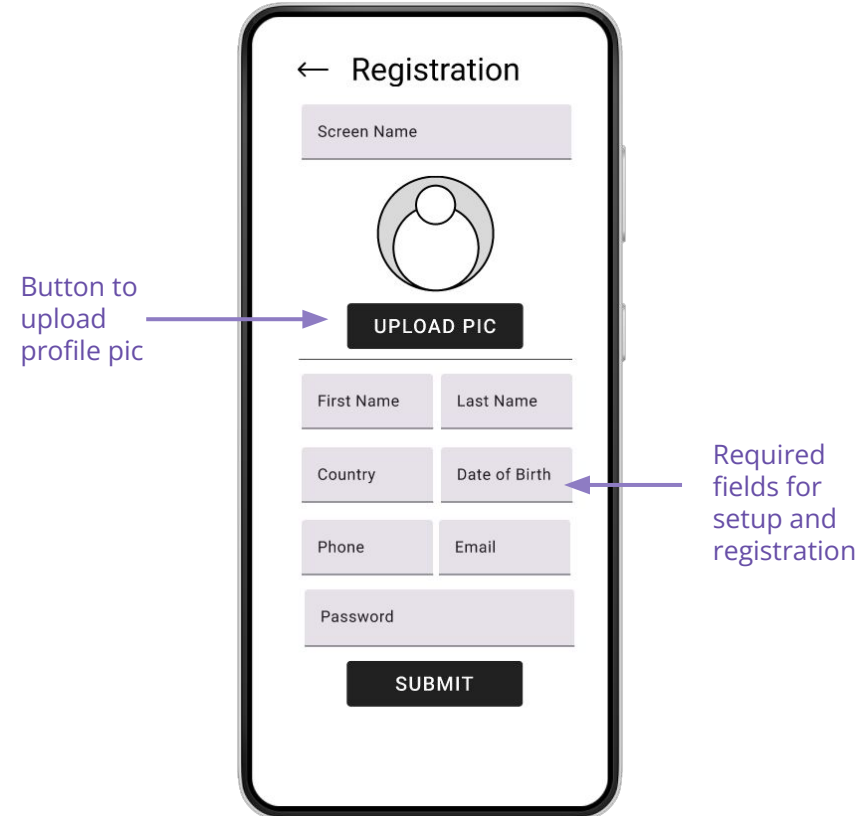
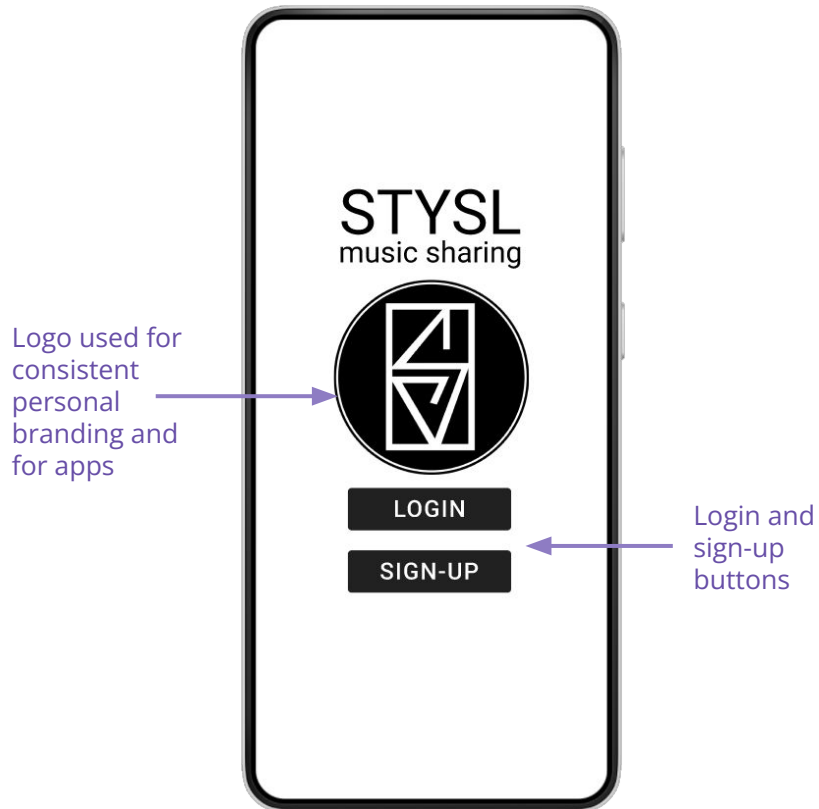
# Paper wireframes

My first wireframe sketches were based on knowing I needed a landing screen to login, a sign-up screen and a main home screen.

Other wireframes were based on categories from the home screen (*which later grew to many more*).



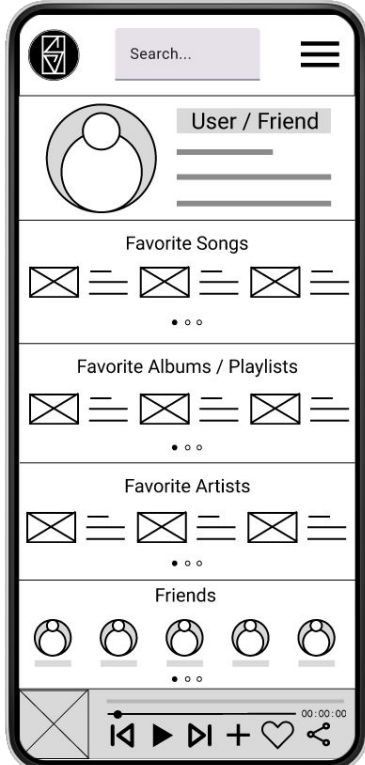
# Lo-fidelity wireframes



# Lo-fidelity wireframes

Header with logo (added in after usability study as another option to click and return to the home screen), search field, and hamburger menu over all screens once logged in.

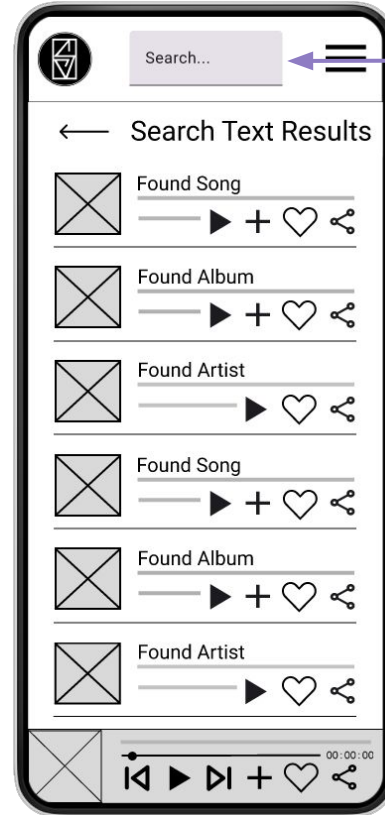
Footer to display media player over all screens once logged in.



Profile card will display if the category is based on the user logged in or a user's friend

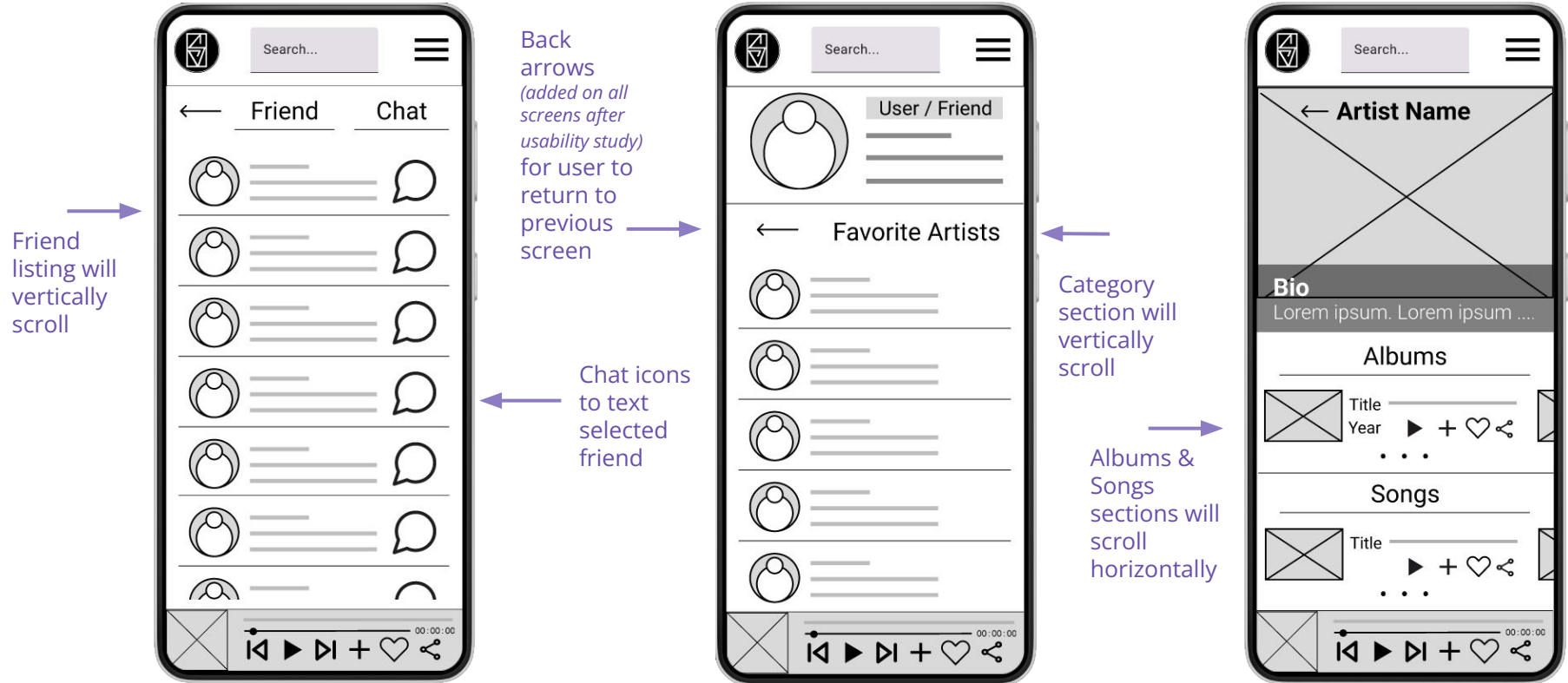
Main categories of songs, playlists & albums, artists & friends, displayed as carousels with horizontal scrolling.

Search field at all times

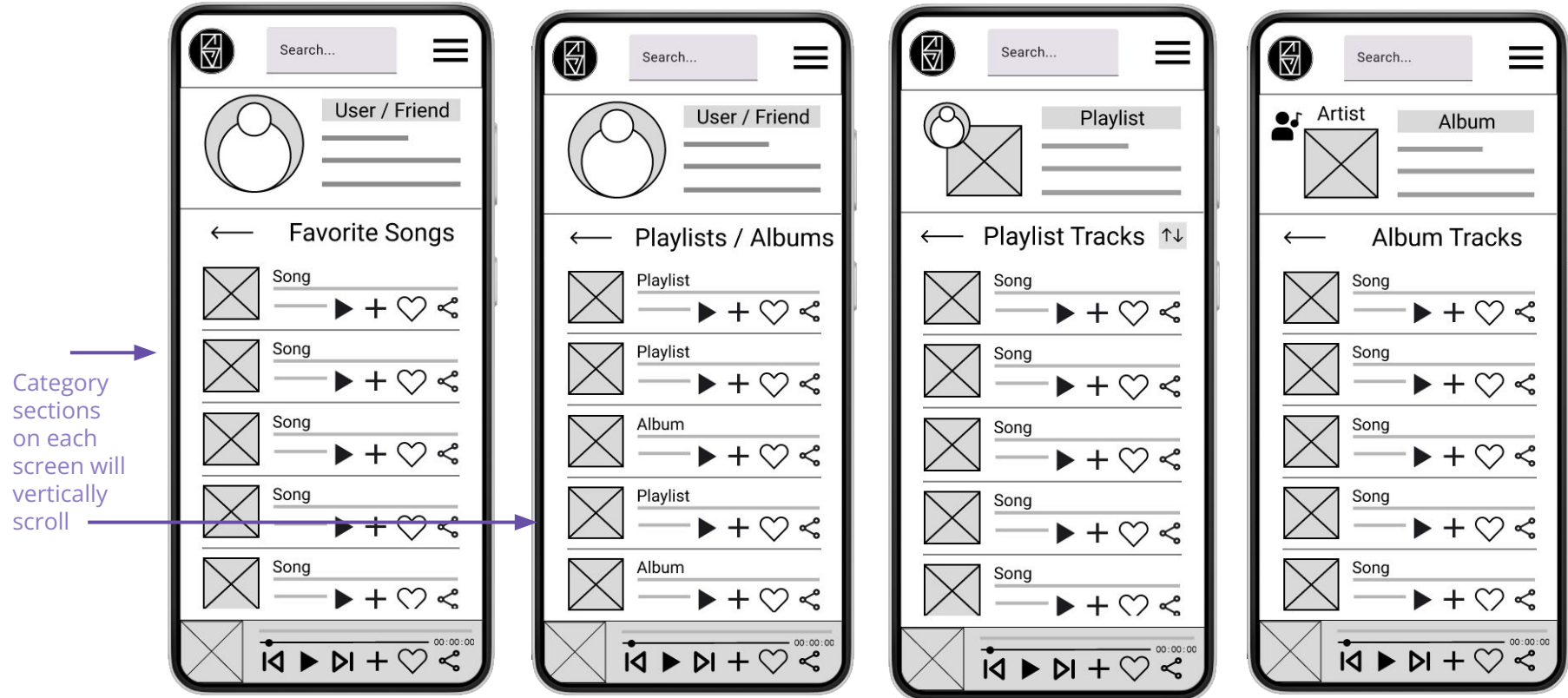


Screen for search results

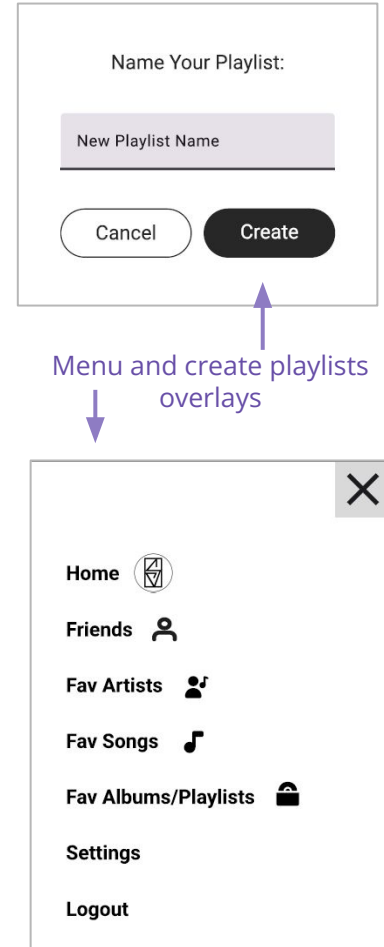
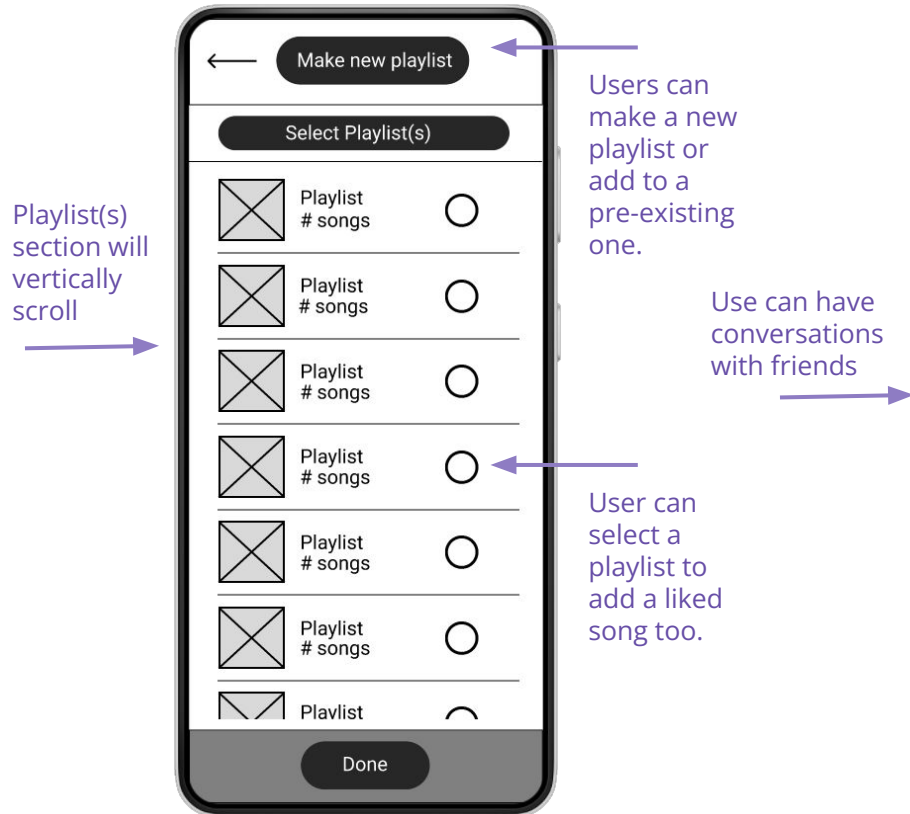
# Lo-fidelity wireframes



# Digital lo-fidelity wireframes



# Digital lo-fidelity wireframes

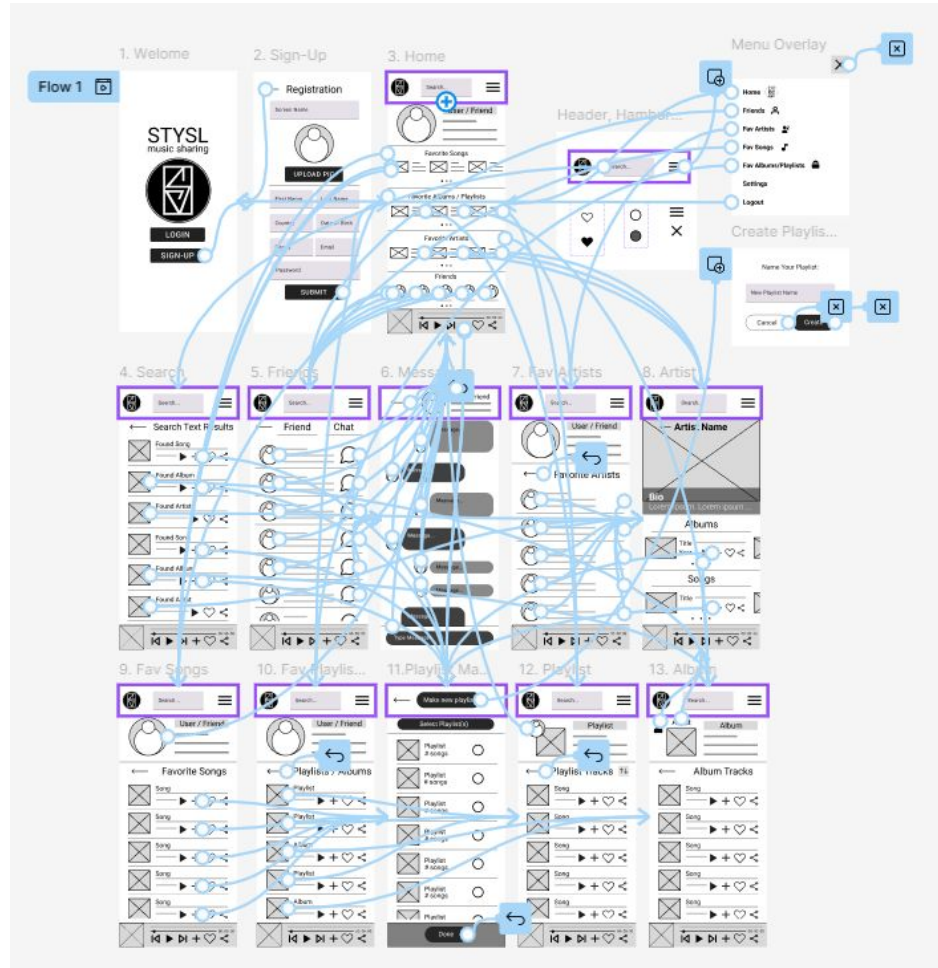




# Lo-fidelity prototype

- I created a low-fidelity prototype from my wireframes aligning with my user journey map to test functionality.
- I also added a menu overlay for the hamburger menu and a “create playlist” overlay triggered by corresponding clicks to buttons.
- My 7 initial wireframes sketches grew to 13 prototypes when I realized more screens were needed for the corresponding home screen categories (fav. Songs, artists, albums, playlists, etc)

View Prototype:  
[Mobile](#)



# Usability study: parameters



## **Study type:**

Un-moderated usability study



## **Location:**

San Diego, online



## **Participants:**

4 participants = 3 teen-agers and middle-aged woman



## **Length:**

20-30 minutes

# Usability study: findings

1

Users want a way to navigate to the home page or return to a previous screen better.

2

Users want more than one way to click on something to begin a chat with a friend.

3

Users want to still be able to use the media player while on the messaging screen.

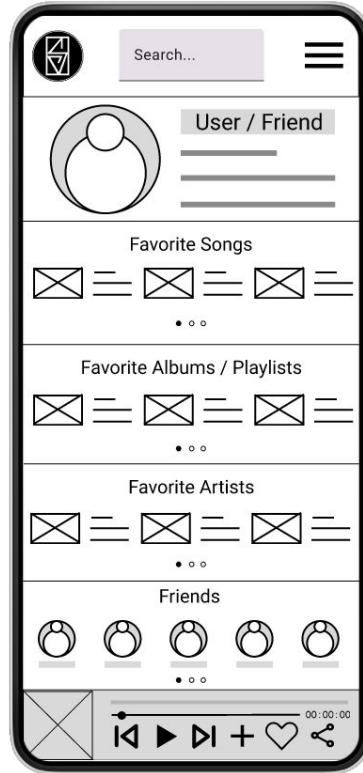
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

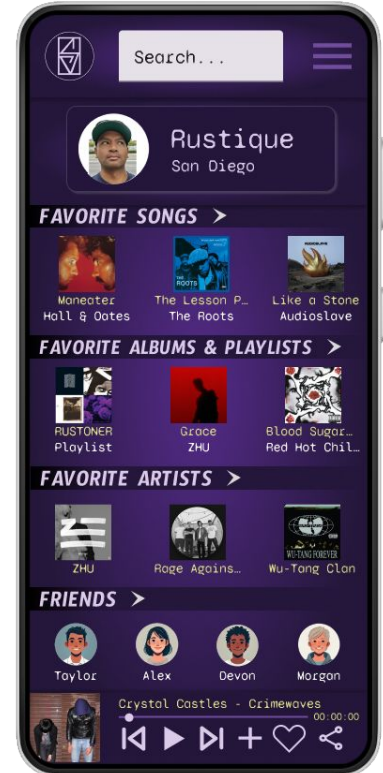
# Mockups

- **Color:** Chose Dark Purple theme
- **Typography:** Chose Syne Mono as main typeface.
- **Iconography:** Self-designed "STYSL" logo + artist thumbnails.
- **Shapes:** Buttons, sections & headers have subtle shadows for added dimension.

*Before usability study*

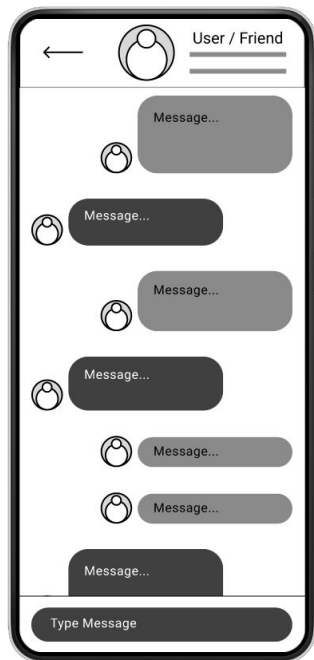


*After usability study*



# Mockups

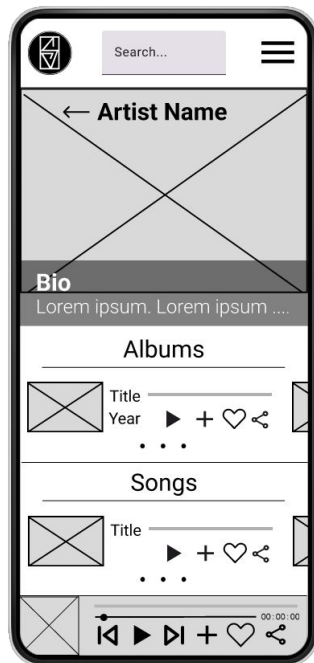
Before usability study



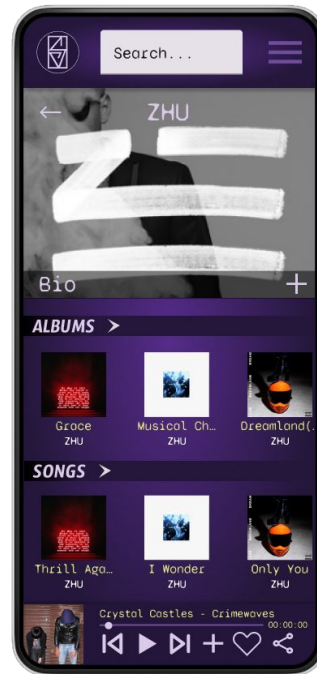
After usability study



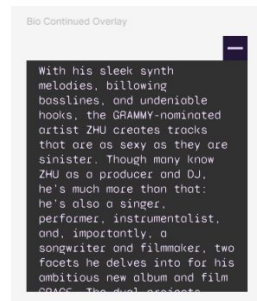
Before usability study



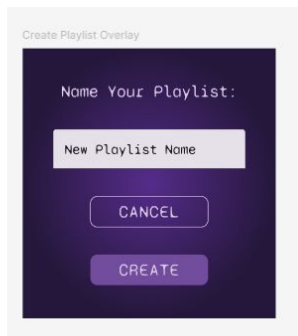
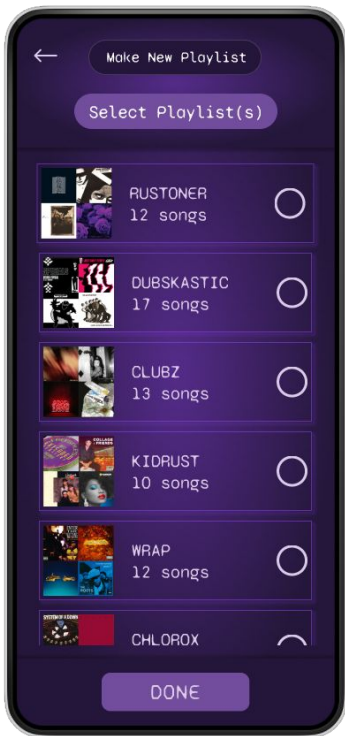
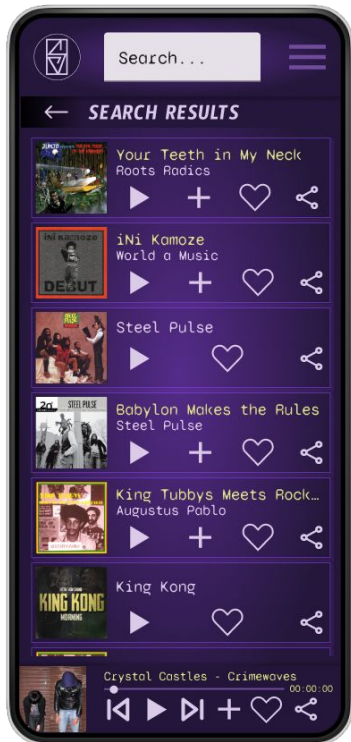
After usability study



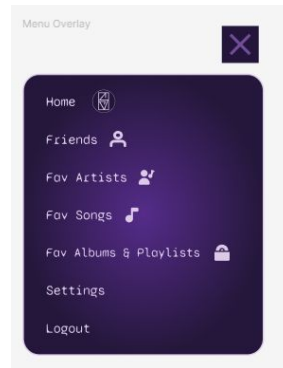
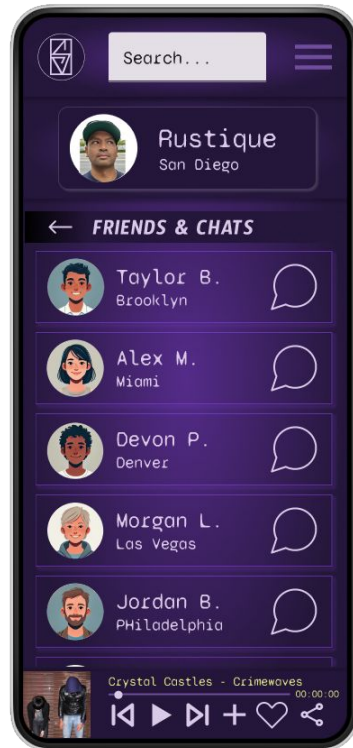
Artist bio overlay



# Mockups



Create playlists  
overlay

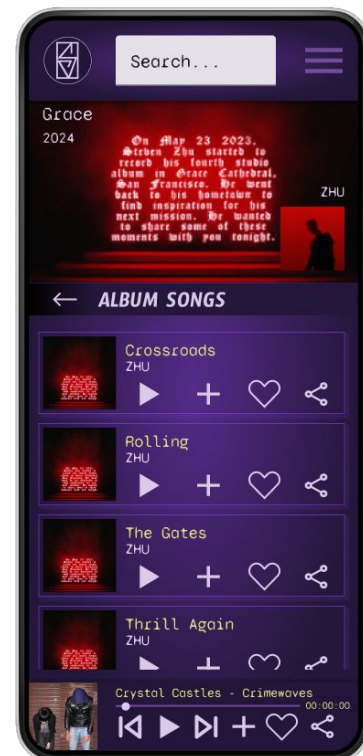
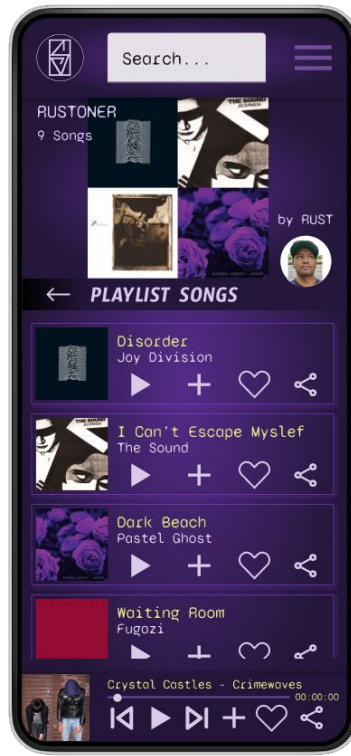
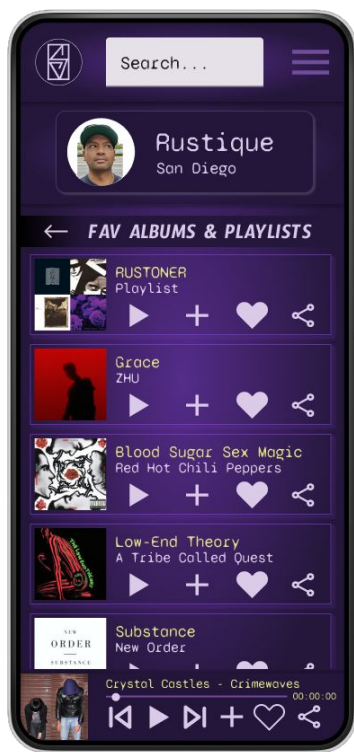
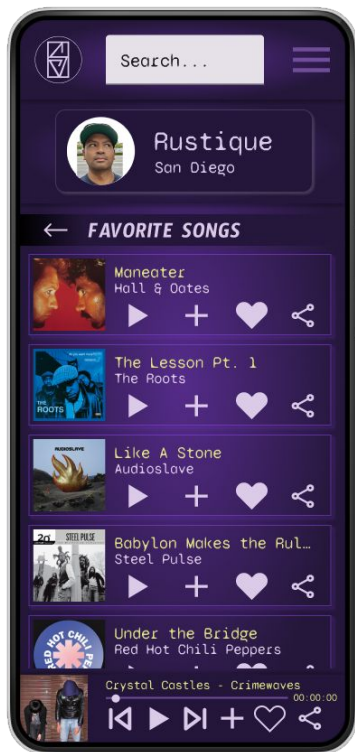


Menu overlay  
(all screens)



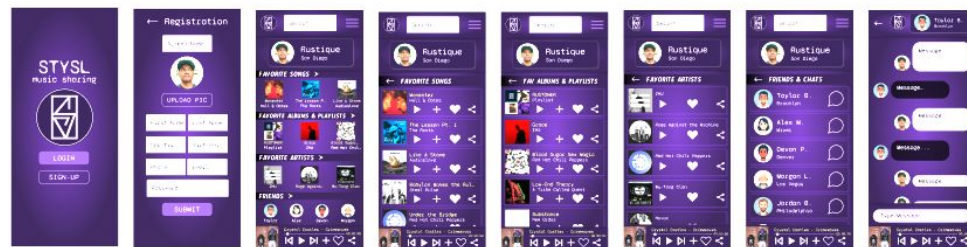


# Mockups

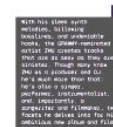
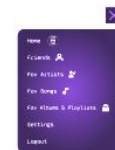
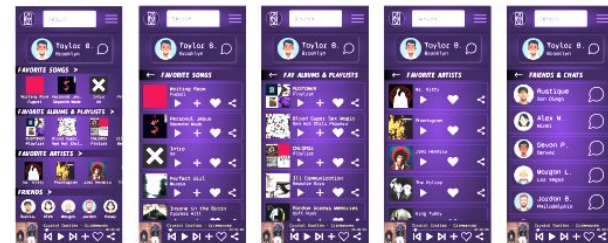
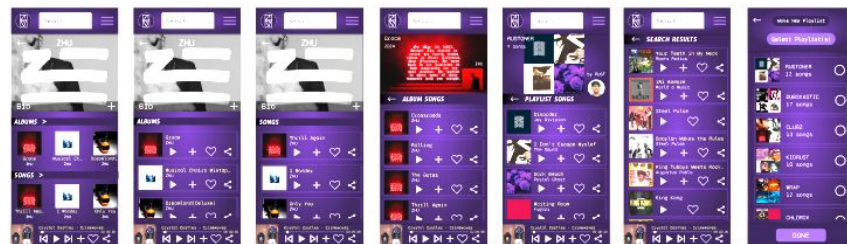




# Hi-Fidelity prototype



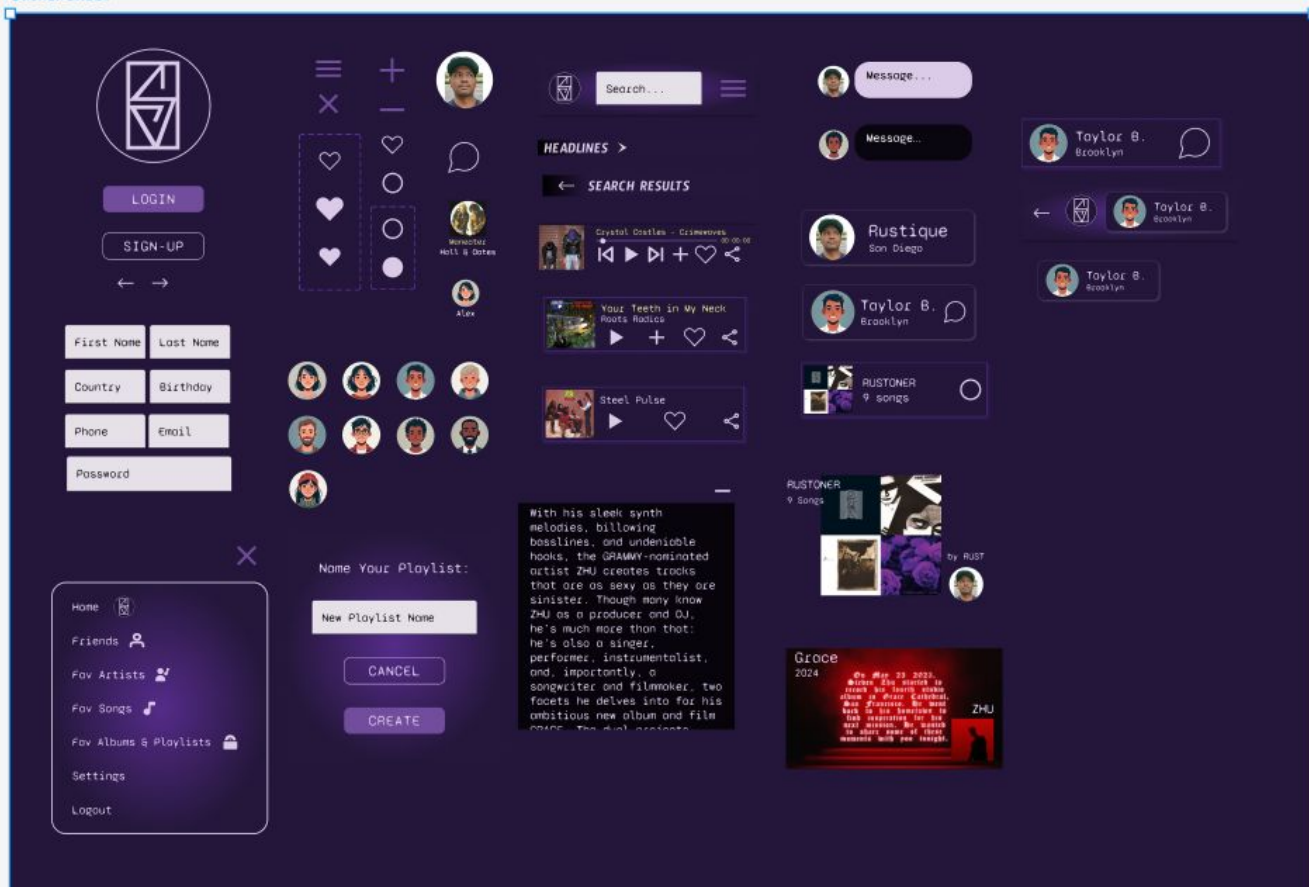
View all the mockups as  
a hi-fi prototype:  
Mobile



# Design System

Sticker Sheet

</>



# Accessibility Considerations

1

Consult established design systems (*Google, Apple, etc*) to ensure button and link sizes are adequate.

2

Ensure buttons and sections are appropriately labeled and numbered in order for text readers

3

Ensure color contrast between background/button color fills and text provides enough visibility

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Music-sharing apps already exist, but by attempting to replicate in a different way what has already been established has been a great learning experience.



## What I learned:

You can't think of everything on your own when it comes to designing applications and layouts. There's a lot to consider. Know the design process and accept that it's iterative and takes time. You need clearly defined problems and goals, and accept user feedback to help guide and inspire you. There are also design systems and UI kits that can help during the prototyping phases.

## Next Steps

1

Continue iterating towards a final prototype. Conduct more testing and a second round of usability study to refine the app.

2

Add components & interactions conveying the ability for playlists to be shared, edited and played at the same time among friends, creating a more communal, group experience.

3

Make responsive desktop / tablet versions of the app through progressive enhancement.

# Let's Connect!



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[youtube.com/@stysl](https://youtube.com/@stysl)