



PROCESS BOOK

TYLER PRIESTLEY

APP DESIGN | UI / UX | SPRING 2025

RESEARCH

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CREATIVE BRIEF

- *Objectives & Priorities*

The objective here is to create a app that people are able to use to expand their music, gather more songs, and be updated on news in the music. With more ideas the app needs to have a clean layout for the users interaction with the app to be smooth and clean.

- *Target Audience*

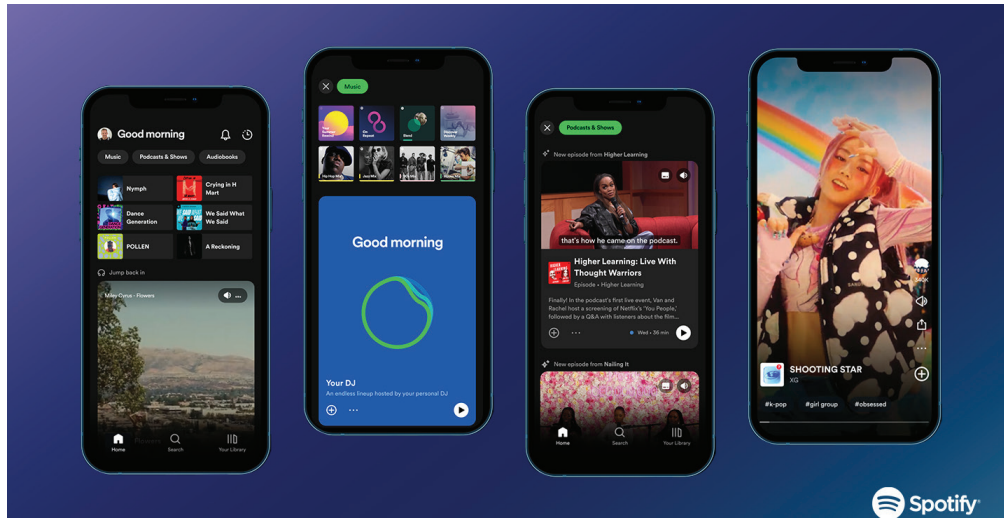
The targeted audience for this app would be anyone who likes music and would like to expand music. This would be targeted towards major fans of artist and other people who would like to explore other types of music. The age of people that would be 16–60's.

- *Situational Analysis*

The strengths of this app would have be the exploration of music for the user and the information gathered.

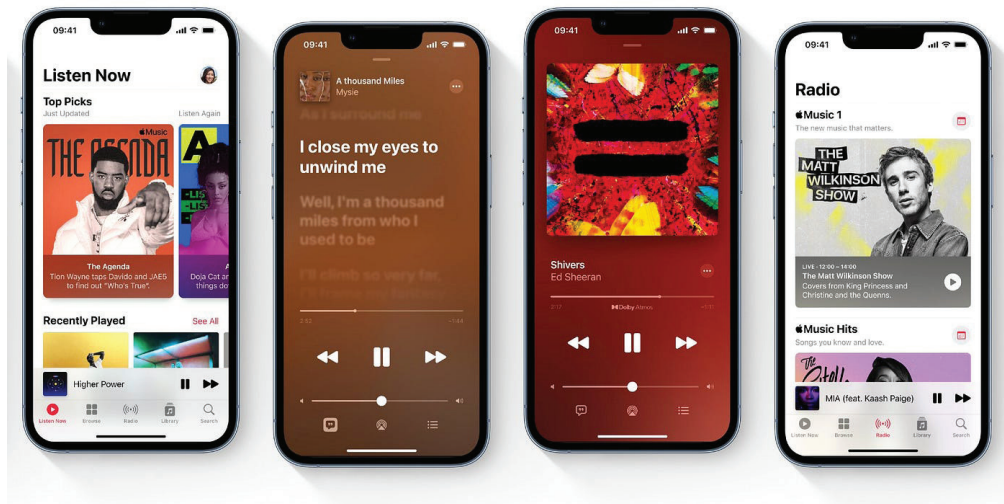
A weakness of this app could be all of the music cannot be found or shown and there are so many languages it would need the option of other languages.

COMPETITIVE RESEARCH



Spotify

Spotify is one of the main music outlets that people use for music. They are also expanding more into a better experience for the user. Spotify is one of the biggest apps when it comes to the music area of apps. This app will be growing more and more as people flow to spotify.



Apple Music

Apple music has to be the second most used app for music. It is mostly used for music and not expanding to other areas. The closest thing to the app I am creating would have to involve the browsing tab. There are not many apps that dive into exploring music or news of music it they are mostly websites.

PERSONA RESEARCH

Sophia “The Genre Explorer”

Age: 26 **Occupation:** Graphic Designer

Location: New York City

Music Preferences: Indie, Alternative Rock, Jazz, Electronic, and World Music

Tech Savvy: High

Personality: Creative, adventurous, and curious

Goals:

Discover new music from various genres.
Expand her music knowledge and taste beyond mainstream.
Stay up to date with underground or emerging artists.
Create unique playlists for different moods and occasions.

Why She Would Use the Music App:

The app allows her to explore and discover diverse genres, whether it's the latest indie track, a jazz album from the '70s, or underground electronic artists. It offers a “Genre Exploration” feature where she can dig deep into sub-genres and explore tracks she might have never encountered.
She loves the ability to follow artists and stay updated on new releases, tours, or collaborations.

Behavior:

She frequently curates playlists for friends and on social media. She enjoys reading artist bios and album reviews within the app. Loves to attend concerts, and the app's event features help her track artists' performances.

Ben “The Music Buff”

Age: 34 **Occupation:** Software Engineer

Location: San Francisco, CA

Music Preferences: Hip-Hop, R&B, Classic Rock, Electronic, and Blues

Tech Savvy: Very High

Personality: Analytical, detail-oriented, and always seeking knowledge

Goals:

Stay on top of new music trends and releases in his favorite genres.
Keep track of music history and the evolution of his favorite artists.
Find songs that blend different genres or sample tracks from his favorite music.

Why He Would Use the Music App:

The app's “Explore Genre” function allows him to dive into the history of his favorite genres like Hip-Hop, R&B, and Blues and discover how they evolved. The app's “Curated for You” feature helps him discover new releases from artists he loves, as well as recommendations for music similar to the obscure tracks he enjoys. With access to personalized playlists, he can blend different genres to find hidden gems or songs that mix elements of both classic and contemporary sounds.

Behavior:

Ben likes to listen to albums all the way through to get the full experience. He enjoys reading articles, reviews, and artist interviews to learn more about his favorite music. Regularly engages in music discussions with friends and in online communities, often sharing interesting finds.

SKETCH NOTES

Music News App

- Tours
- Concerts
- Band updates
- Albums up coming/released
- Trending Music
- Follow Artist
- Filter Genre
- News about Artist

Names

- Sound up
- Tuning in ★
- Amplify

Top Bar

- Beat News
- Note News
- Note Feed
- Hit Notes
- Top Bar Notes
- Top Bar Band
- Hot Notes

Logos/App

- Top Bar
- Tune in
- Tuning in ★
- Hit Notes

UI/UX

Deep Dive Stuff

- Research
- + Existing Apps
- + Life Functioning
- + IRL Features
- Personas
- + User Research/users interest
- + 3 types
- + Why would they use App
- + Features/options
- Confirm App
- Name

- Existing
- Music News

- Personas

Apps

Local Shops ~

- Maps
- Social Media
- News

Local app

- Gathers local coverage & info

Everything local

Local Only

Next Door

- Music News

- Concerts
- New Release
- ~~Followed~~ Following Artist
- Trending Songs

Pause and Play

***Bakery app**

TYPOGRAPHY EXPLORATIONS

MICHROMA

Used as the title of the page on the screen of the app.

SIEMREAP

It worked well as a small type to display the artist name and others.

ROBOTO

Used above a search bar, showing what the bar is used for.

SOFIA SANS

This type had a nice bold that helped have a better hierarchy.

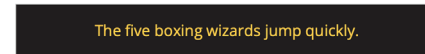
COLOR REFERENCE / LOGO



Normal Text

WCAG AA: Pass

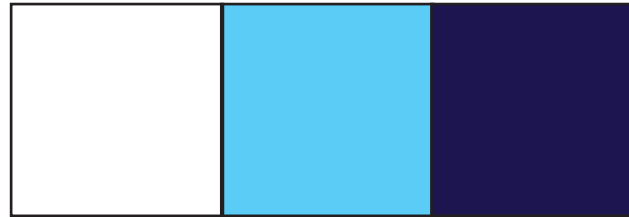
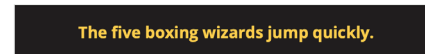
WCAG AAA: Pass



Large Text

WCAG AA: Pass

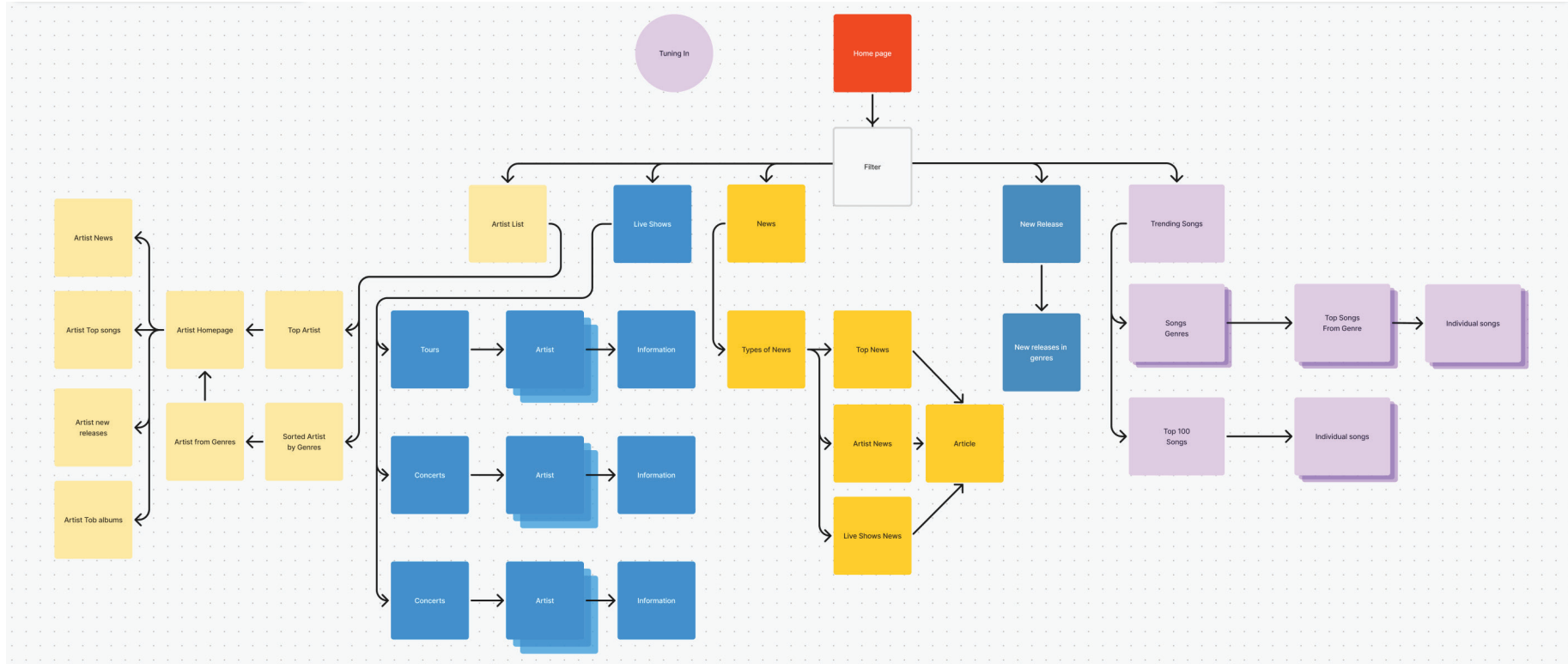
WCAG AAA: Pass



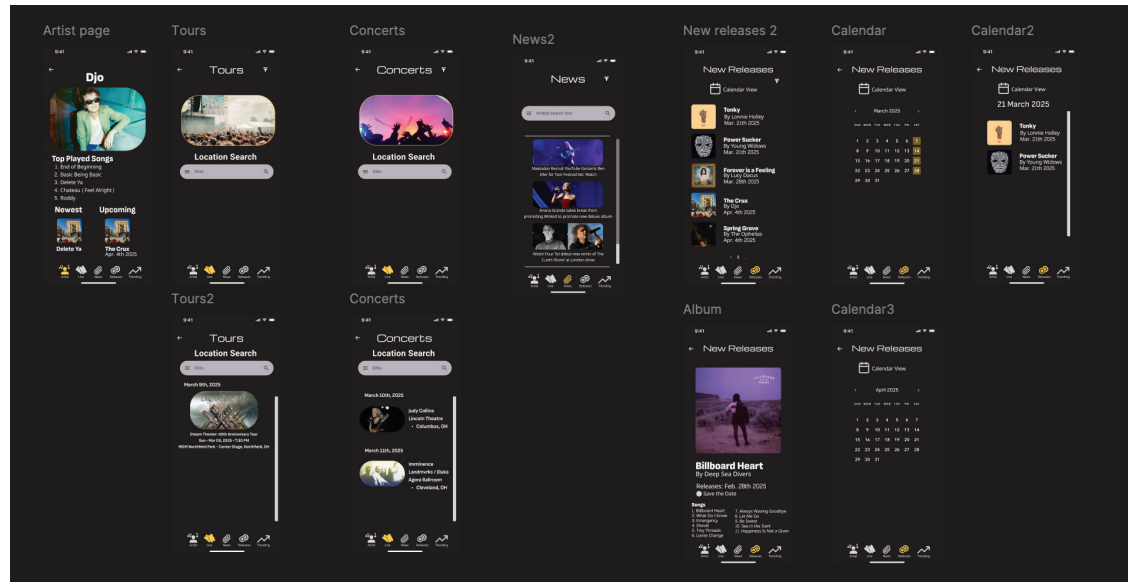
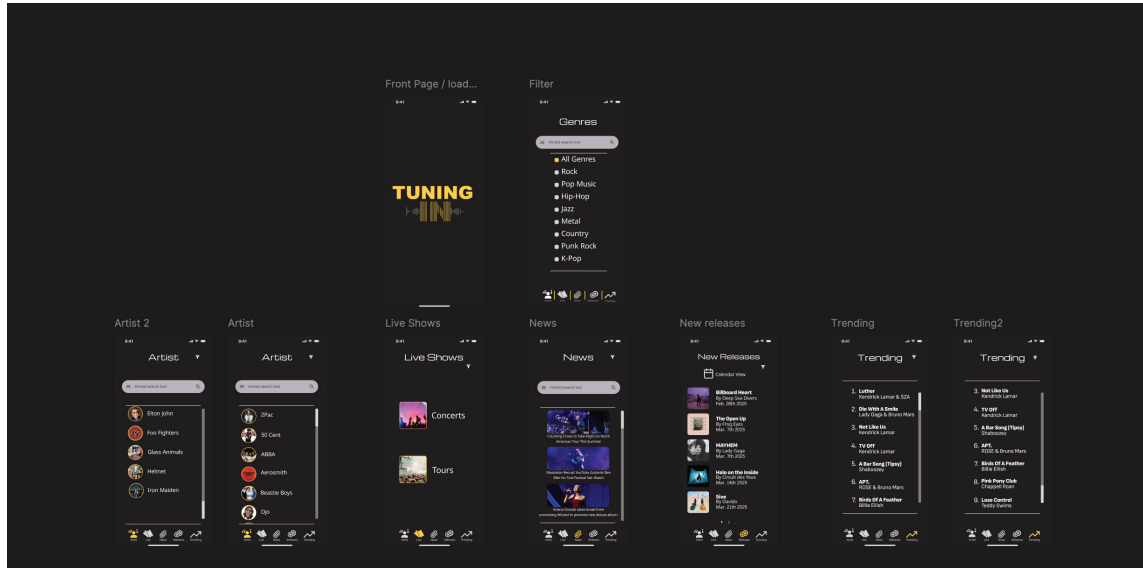
DESIGN EXPLORATIONS

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SITEMAP



WIREFRAME



FINAL LAYOUTS

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FINAL LAYOUTS





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