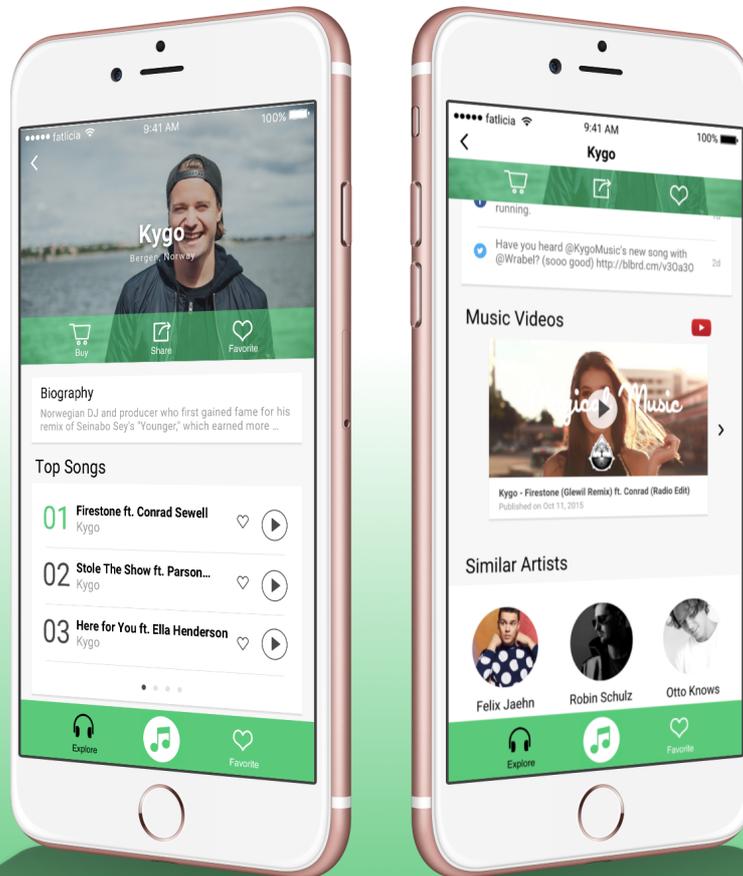




VIBETRIBE

You Got The Music In You



Felicia Chan | UX/UI Designer
2017 Mobile Application Design

Project Overview

Brief

VibeTribe is a Music App that allows users to explore songs/artists all over the world, and save the songs/artists as favorite and purchase on iTunes or Google Play.

// Challenge

Design the artist page that users can learn more about their favorite artists or discover ones they have never heard.

// Goal

We want our users to use VibeTribe often as their main tool for discovering music and purchasing music.

// Assumption

- Users are able to preview songs for 30 seconds.
- User are able to see comments/reviews about the songs/artists from social media like Facebook and Twitter.
- Users are able to see music videos within the app.

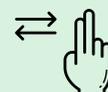
// Solutions



Create an intuitive user interface for "Top Songs" section so users can easily discover the songs of the artist in ranking, and can save the songs for future reference.



Make the "Buy," "Share" and "Favorite" buttons visible all the time when users scroll so they can make immediate actions without going back to the top.



Have proper length for each section and make them scroll horizontally if applicable so users don't need to scroll too far to see all the information and will have more chance to see the ads.

User Needs



Samuel Osh

Sam is a motion/video designer. He makes animations and commercial videos, and has unique taste in music. He likes to explore music so he could apply to his video works. As a VibeTribe user, the feature he uses the most is "song identification."

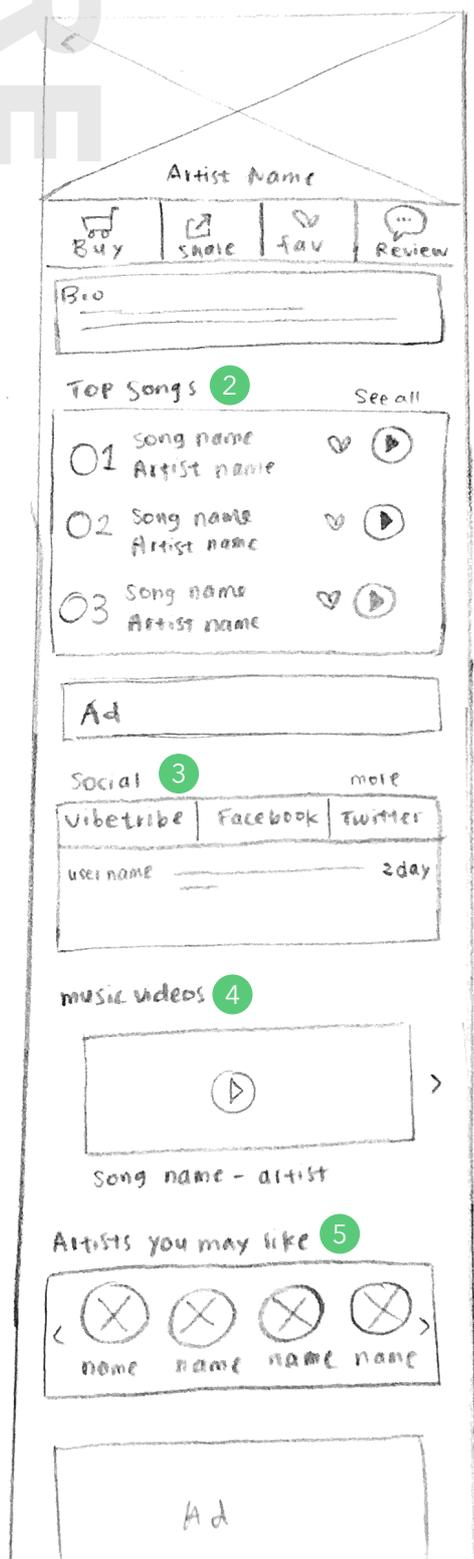
Behaviors

- Use VibeTribe once a month
- Use VibeTribe to identify the songs he hears anytime, anywhere
- Discover songs and sync to his Spotify
- Does not like long scrolls

Goals & Needs

- Wants to explore more music
- Wants to easily save songs for future reference
- Wants to quickly browse every section in the same page
- Prefers simple purchase process

Initial Ideation

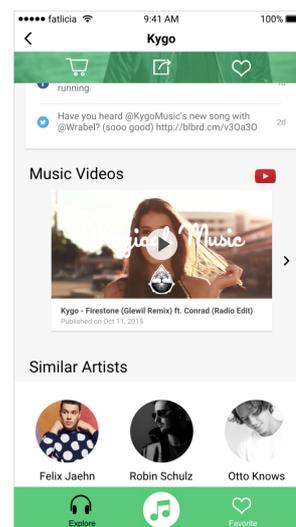
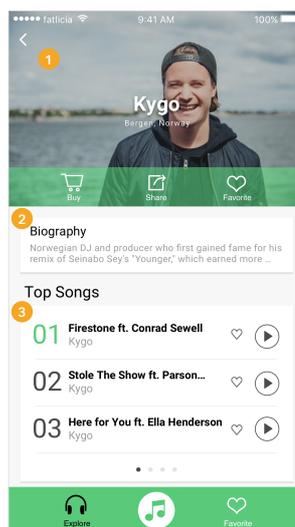
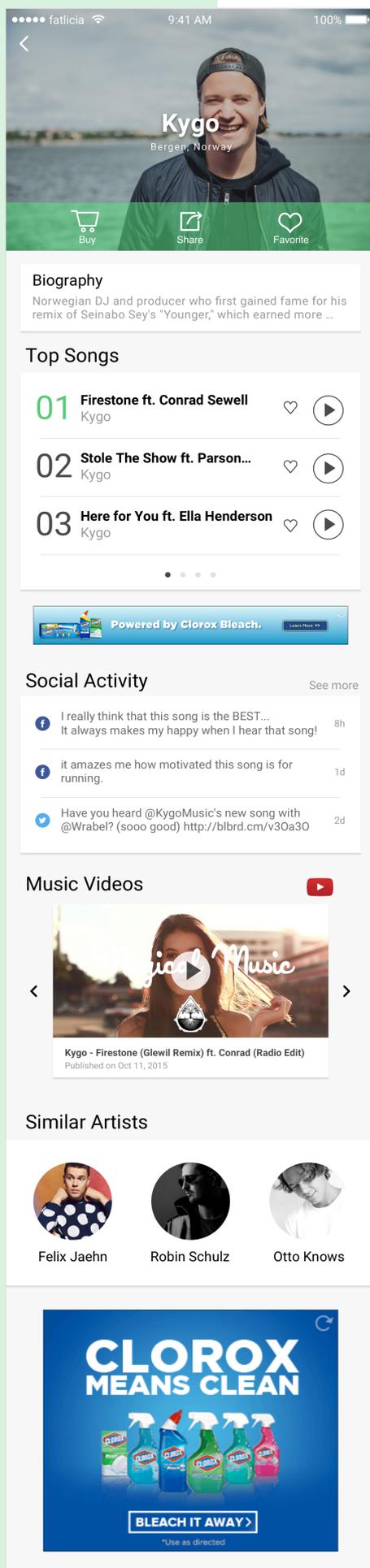


1 // Lo-fi Wireframe

- 1 About the Artist: name, photo and biography as well as some buttons for users to purchase, share and save as favorite. *The "Review" button was for users to write reviews within the app. I ended up removing it since it is good enough to have reviews from other social media.
- 2 Artist's songs in ranking: users can play songs for 30 seconds as well as save them as favorite.
- 3 Social Media: reviews, comments and feedback from people on social media. *"VibeTribe Review" was removed as the same reason above.
- 4 Music Videos: Swipe left to see more.
- 5 Similar Artists: links to other artist pages. Swipe left to see more.

04.

Final Design



1 Header collapses

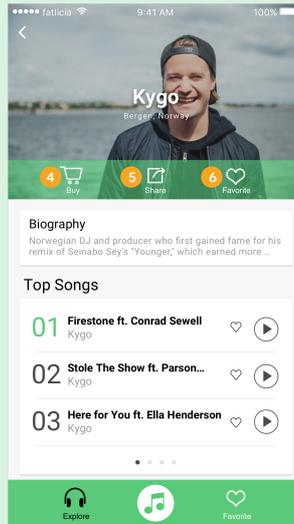
As users scroll, the header collapses. The sticky bar with "Buy," "Share" and "Favorite" buttons will always stay when users scroll.

2 Biography

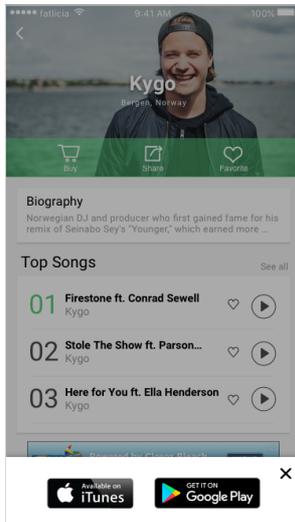
Click the Biography box, and it will take users to another page to see full information about the artist.

3 Top songs

See full description at *05. Design Spec.



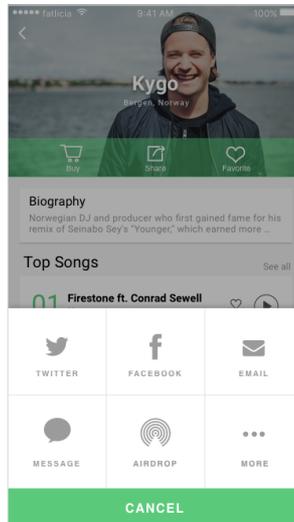
4



Buy

Click "Buy" button, white box pops up from bottom showing available on iTunes and Google Play.

5



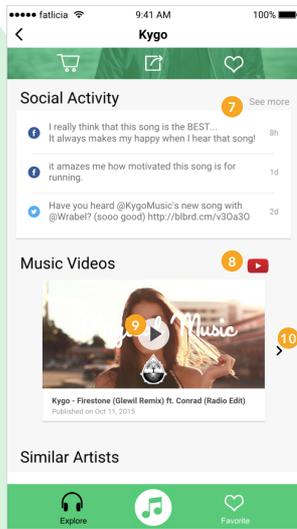
Share

Click "Share" button, white box pops up from bottom showing app options.

6

Favorite

Click "Favorite" button, the artist page will be saved as favorite. Users are able to find the artists they saved in "Favorite" from Navigation bar.



7 See more link

Copy=See more. Click "See more," and it will take users to another page of more social media reviews and comments.

8 Youtube button

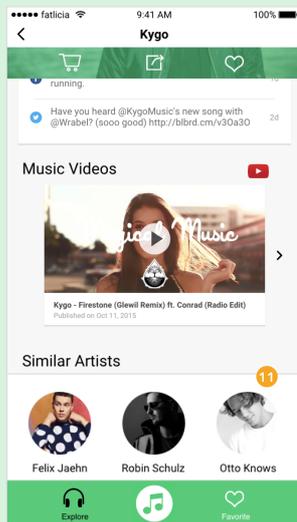
Click Youtube button, and it will take users to a list of music videos from Youtube. Users stay in the app.

9 Play button

Click Play button to play the music video.

10 Next button

Click arrow (next) button to see another music video.



10 Similar Artist section

Users are able to discover more similar artists by swiping horizontally.



05.

Design Specs: Top Songs

Rank

01

color: #5ACA7A 100%
font-face: Roboto-Regular
font-size: 34px

Name of song

Firestone ft. Conrad Sewell

color: #000000 100%
font-face: Roboto-Bold
font-size: 14px

Artist

Kygo

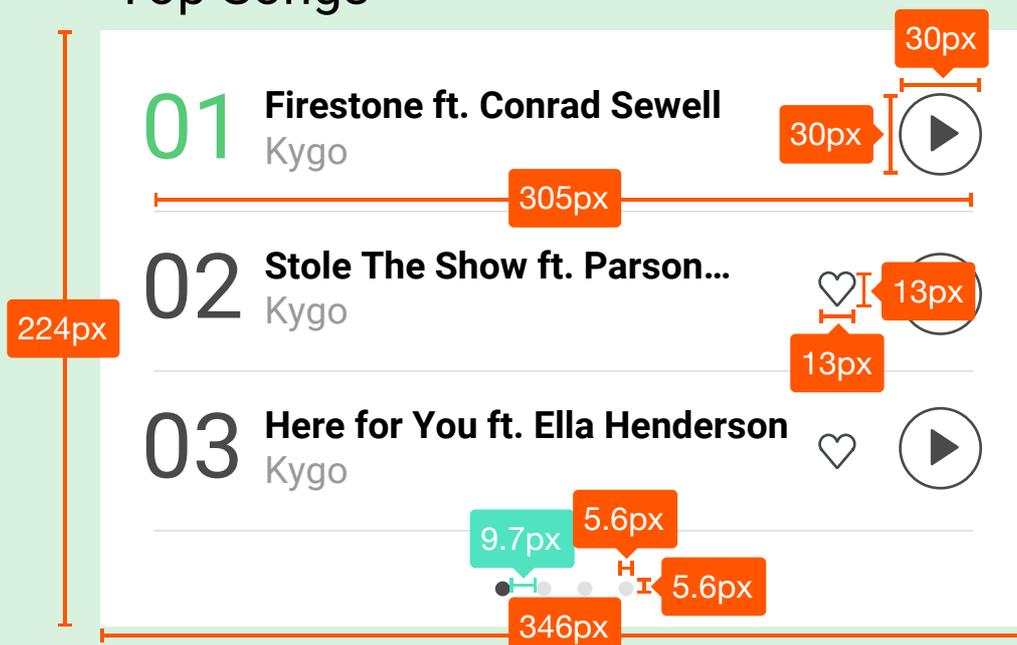
color: #9B9B9B 100%
font-face: Roboto-Regular
font-size: 14px

Section

Top Songs

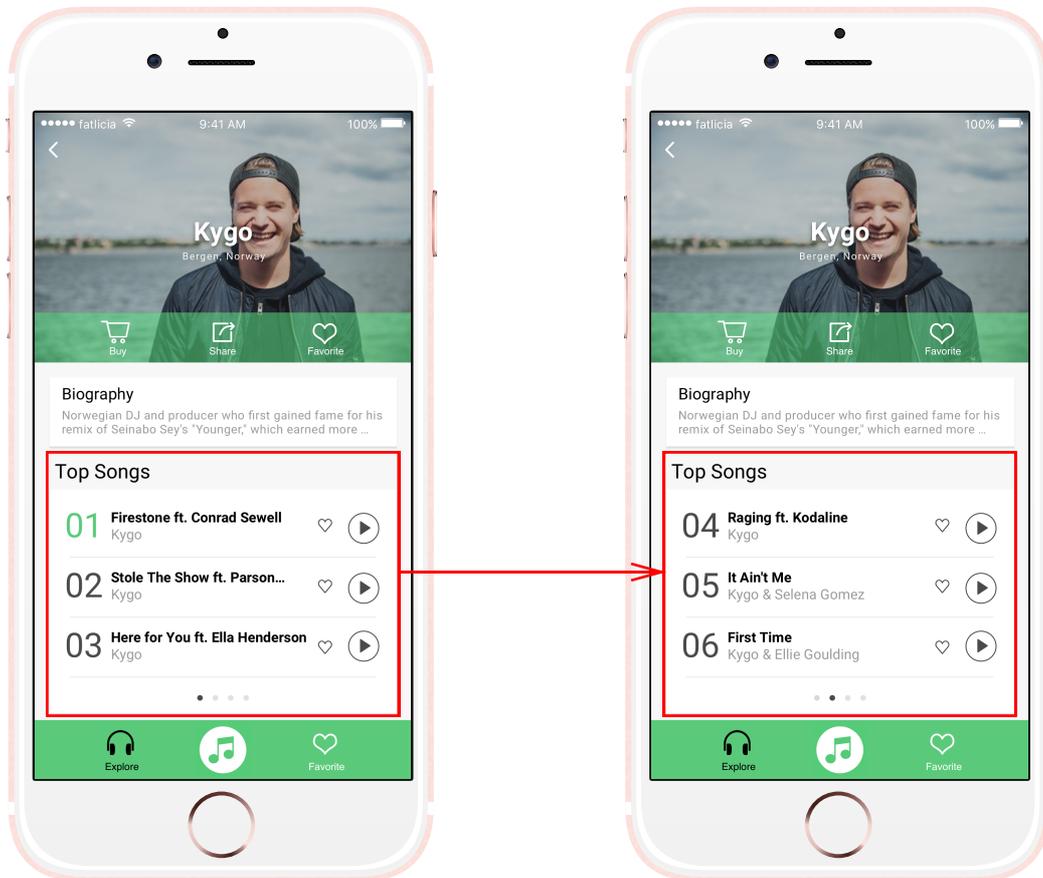
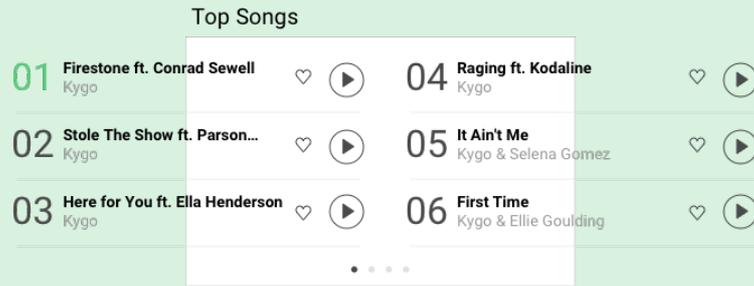
color: #000000 100%
font-face: Roboto-Regular
font-size: 20px

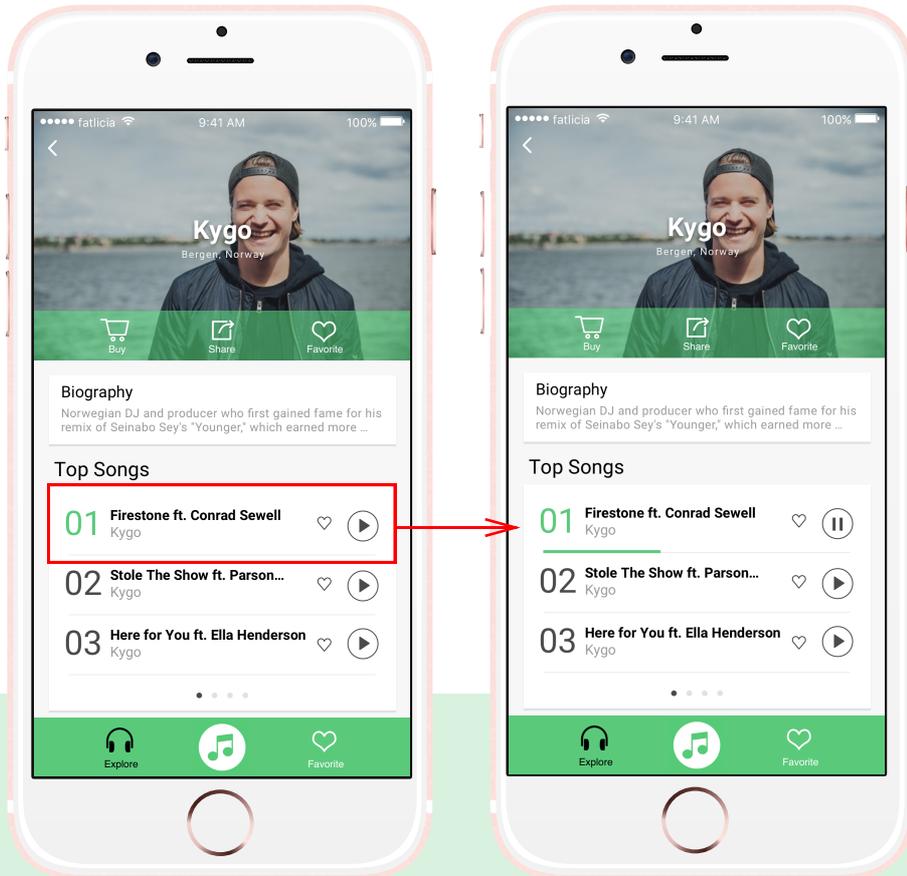
Top Songs



// Left swipe to see more songs

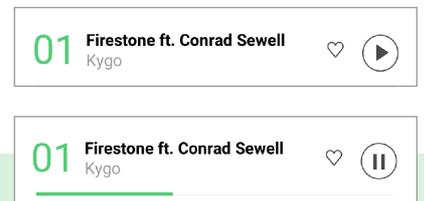
Users are able to swipe horizontally page by page, and the little dots below represent the pages of the song list.





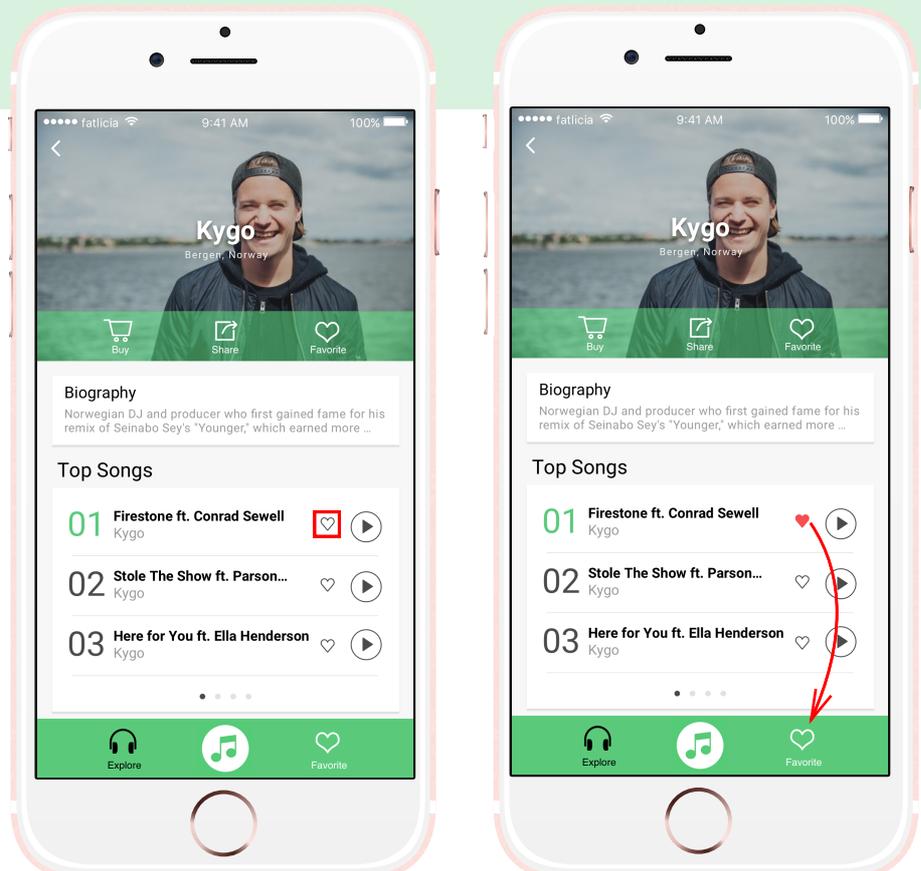
// Preview music for 30 seconds

Click "play button" and it will change to "pause button," music starts to play. While music is playing, the line is extending toward the end. When reaches the end, music stops and button changes back to play.



// Save songs to favorite

Click the heart shape button, and it will turn into red solid heart, music saved to favorite and can be found in "Favorite" from the navigation bar.



06. Prototype

Please check out the prototype video
I recorded in below link:

<https://vimeo.com/240954290>