

Muse

UI Design / UX Design / Product Design

Company: CareerFoundry

Project Summary

I designed a music player for fine-tuning feelings and mental states.

My Role

Sole UI/ UX designer

Timeline & Team

5 weeks from market research to high fidelity mockups as a solo remote project.

Responsibilities

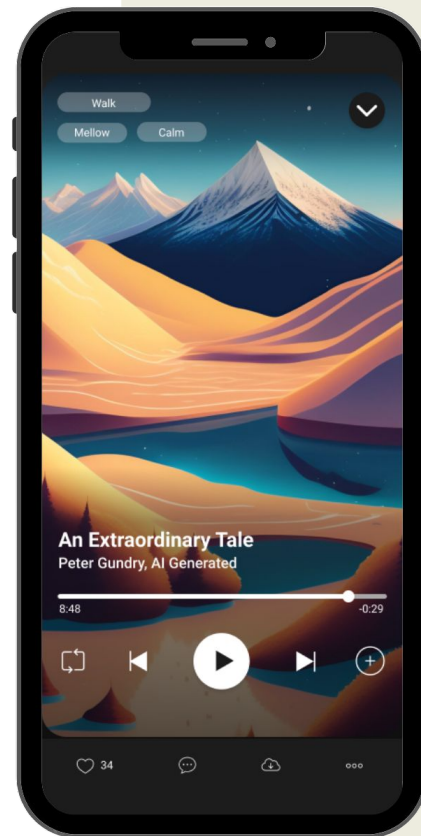
- Competitive Research
- User Research
- Wireframing
- Prototyping
- High Fidelity Mockups

Tools

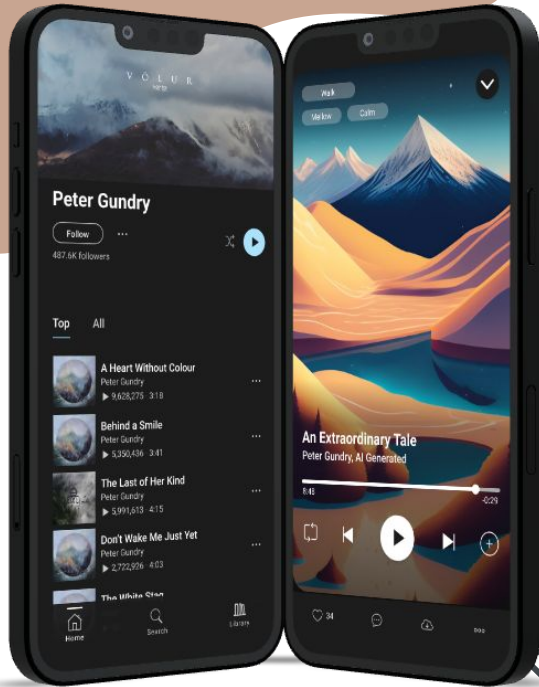
Figma, Procreate, Paper & Pencil

Results

I delivered an original product solution with high fidelity mockups and a style guide for developers to build or designers to redesign in the future.



Quick Links



- [Interactive Prototype](#)
- [Sample Screens](#)

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Overview & Timeline



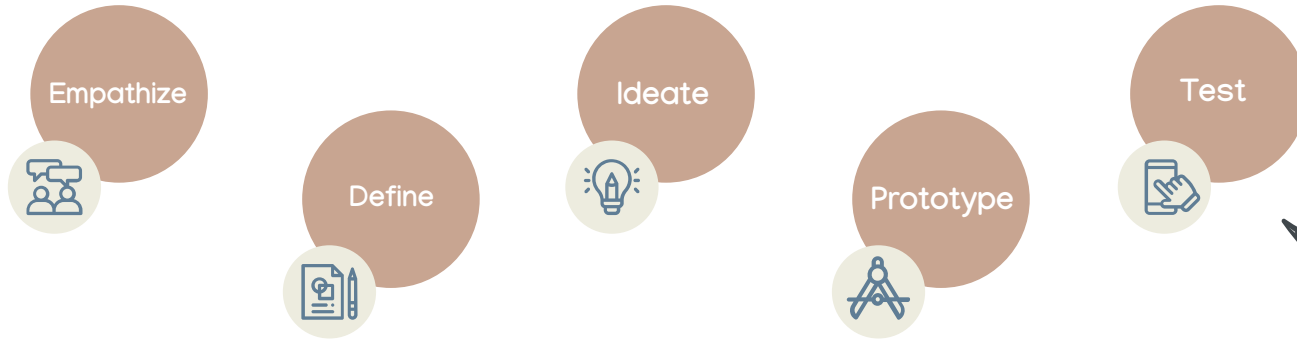
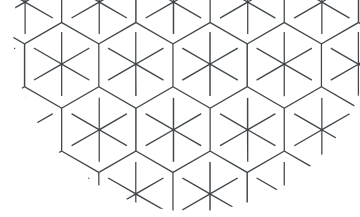
Project Overview

I recognized an opportunity to **enhance the music-listening experience** by creating a platform that alleviates unwanted feelings like stress and promotes desirable states such as creativity.

This is achieved through a unique blend of artist-based and research-based music within the same application.



Design Thinking Process



Timeline

Week 1: User Research

I designed and conducted a **competitive analysis** and remote user interviews.



Week 2: Product Strategy

I created a **user persona** and conceptualized key features of the product.



Week 3: UX Design

I created sketches, **low-fidelity wireframes**, and **mid-fidelity wireframes**.



Week 4: Prototype, Test, & Iterate

I created an **interactive prototype in Figma**, conducted **remote moderated usability testing**, and made optimized wireframe revisions.



Week 5: UI Design

I designed **high-fidelity wireframes**, a **hi-fi prototype**, mockups, and created a **style guide**.



Competitive Research



Key Research Insights



Offerings focus on consuming music.



Offerings can feel overwhelming with too many choices and recommendations.



Offerings are divided between focusing on artist-based music or research-based music designed for focus, sleep, relaxation, meditation, etc.

Muse Opportunities



Offering lets the user create personalized music with AI.



Streamline user experience and UI to ease user overwhelm.



Combine artist-based and research-based music to create a holistic, creative, and relaxing music listening experience.

User Interviews



Scope:

I planned and conducted 3 remote interviews to understand music listeners' needs and frustrations.

Format:

10–15 minute remote interviews with each user.

Key Interview Insights



Listens to music when feeling stressed or other negative emotions.



Needs a curated music space that feels personalized.



Uses music to boost creative energy.

User Persona



USER PERSONA

Mira Do

"I resonate deeply with high quality music experiences"

ABOUT

Mira enjoys listening to premium music to feel inspired and grounded.

AGE	28
OCCUPATION	Artist
INCOME	\$70-100k
STATUS	Single
LOCATION	Los Angeles, CA

NEEDS

- Music space that is curated with a premium feel.
- Background music for concentration, relaxation, creativity, and sleep.
- Music that deeply resonates.

FRUSTRATIONS

- Some music apps have everything and is overwhelming.
- Finding music that feels personalized can be a struggle.
- Often feels stagnant in creative energy.

CURRENT FEELINGS

Stressed Overwhelmed Busy

OTHER PRODUCTS USED

- Spotify
- SoundCloud
- Brain.fm

PERSONALITY

PASSIONATE

CREATIVE

SENSING

REFLECTIVE

OPTIMISTIC

Problem Statement

Mira needs a way to listen to music that **alleviates feelings** such as stress and **enhances desirable states**, such as fostering creative energy.

The Hypothesis

My focus is to craft a visual AI-powered music app that transforms music listening into a creative and relaxing experience. The app will include the following features:

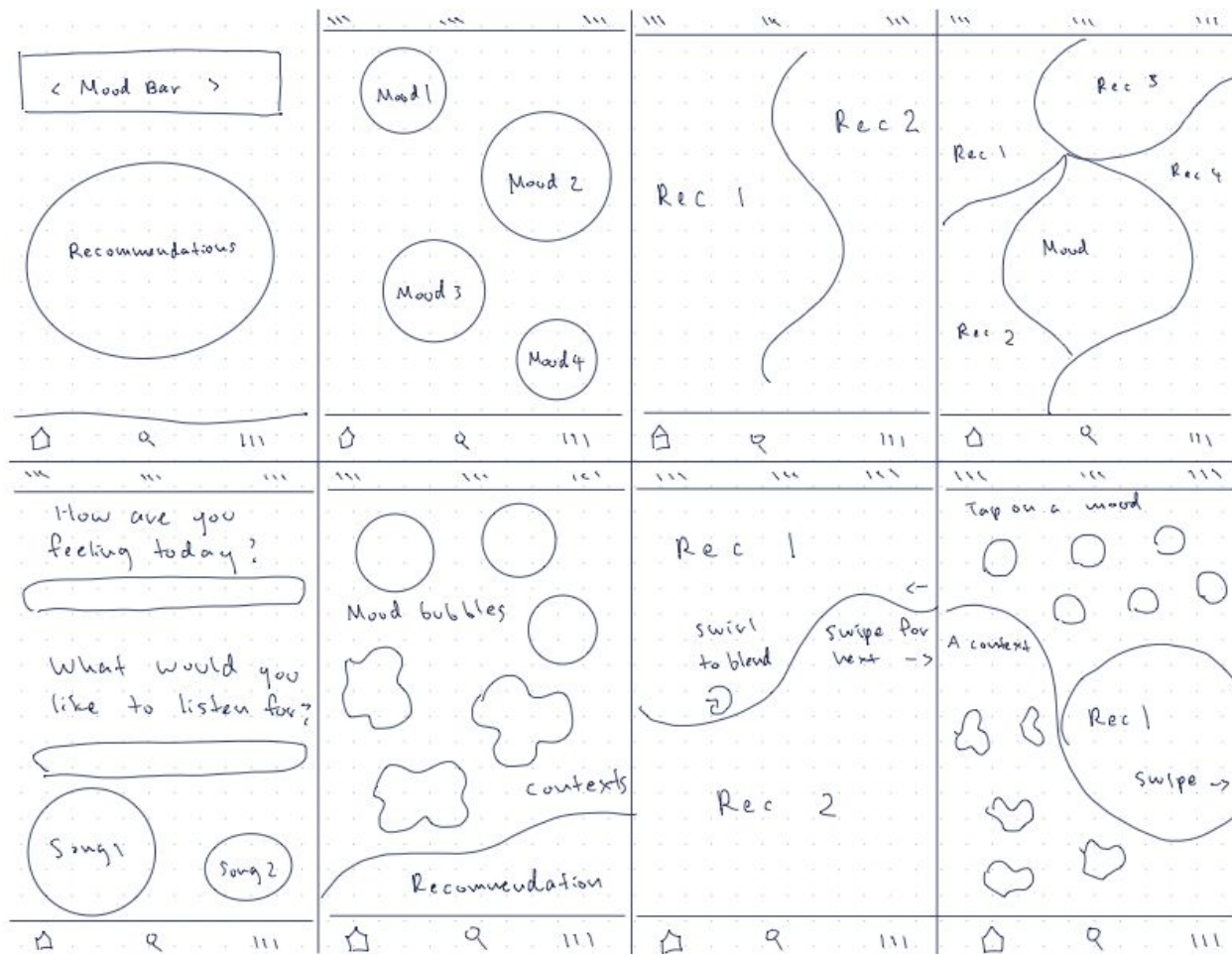
1. A blend of **artist and science-based** music selections.
2. Leverages **AI to blend** existing music and generate new music.
3. **Curated content** to enhance creativity, focus, relaxation, and sleep.

As a result, listening to music will become a fine-tuned tool for adjusting Mira's feelings and mental states.

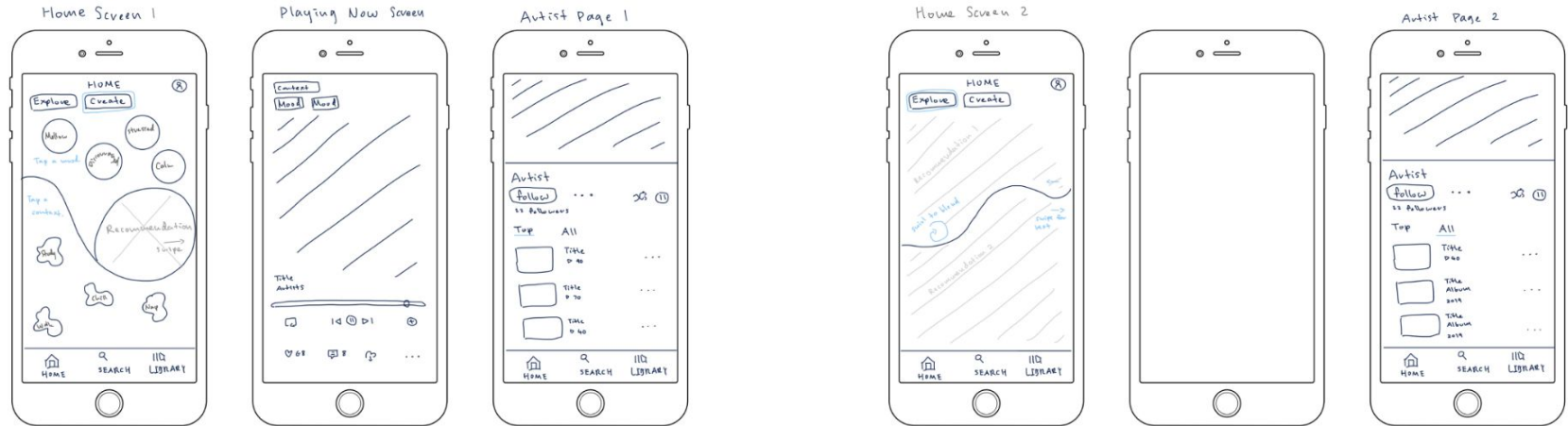
Sketches & Lo-Fi Wireframes



Crazy 8 Sketches



Low Fidelity Wireframes

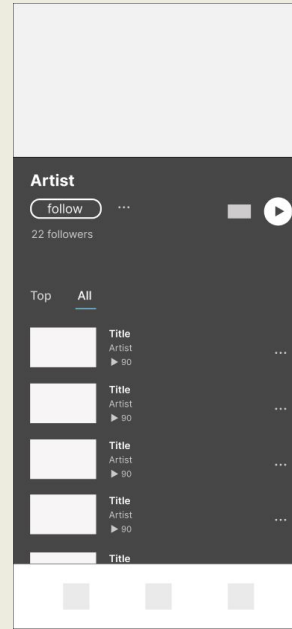
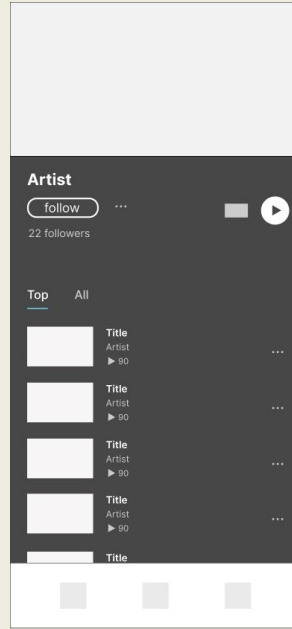
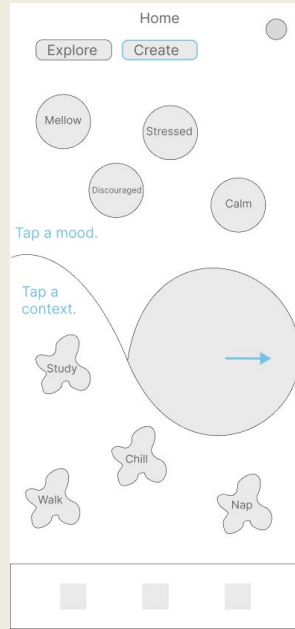
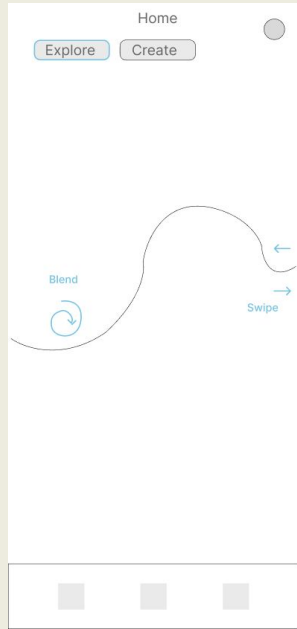


· Curated "real" + AI generated music

Mid-Fi Wireframes



Mid Fidelity Wireframes



Usability Testing & Revisions



Prototype Revisions

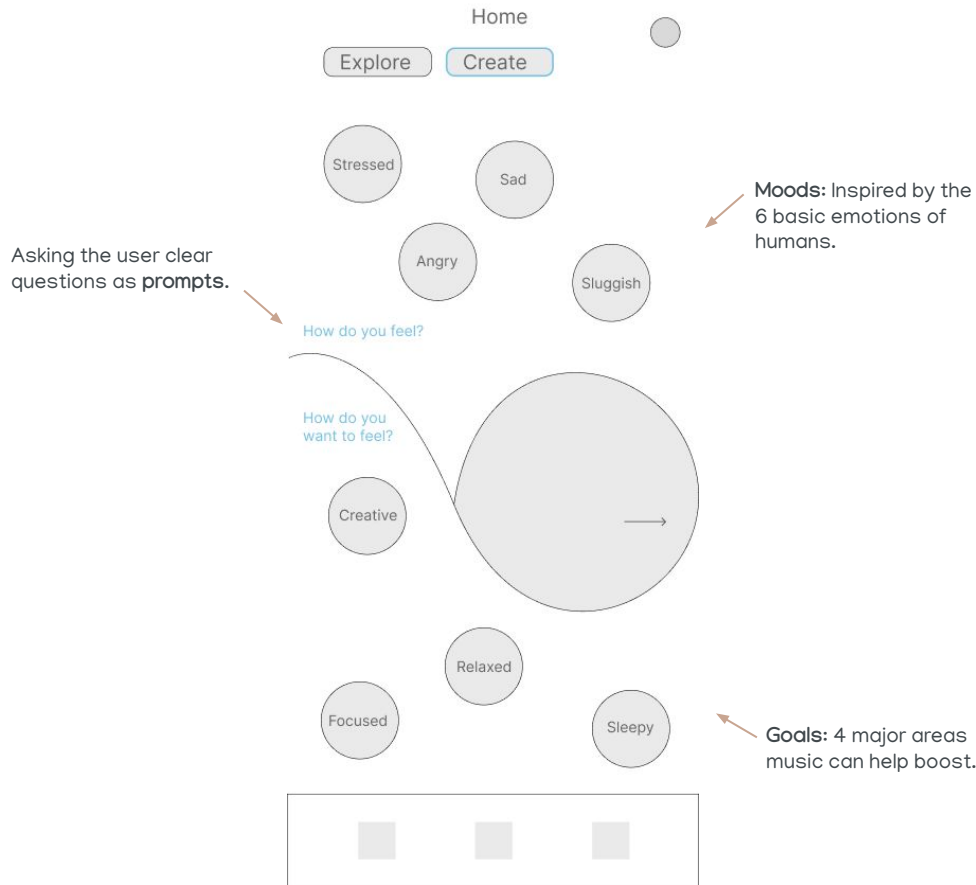
Usability Test Results:

After observing users walk through the screens, I saw there was general confusion on the “Tap a mood” prompt. Users were not sure if this was the mood they currently feel or the mood they want to feel.

Revisions:

I decided to change the **prompts** and the subsequent **options**, so the user has more clarity on what is being asked of them:

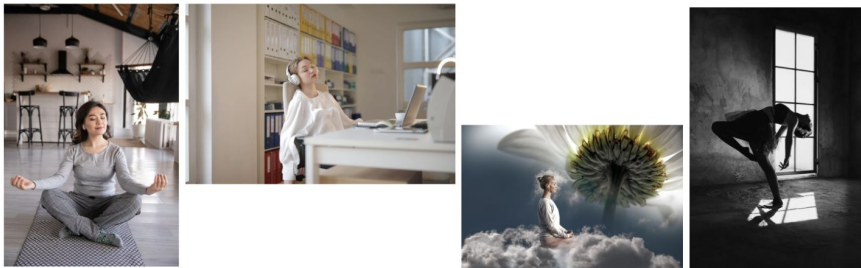
1. I modified the **prompts** to be the direct questions of “How do you feel?” and “How do you want to feel?” to provide user with a sense of a before and after. The underlying AI/ML model would be tuned to generate music that addresses the initial unwanted feeling and subsequently enhances the desired feeling.
2. After gathering more domain research on the 6 basic emotions of humans by Paul Ekman and subsequent classifications, I revised the **moods** based on the major ones music can help remedy. I revised the **goals** to be based on 4 major states music can help boost: creativity, focus, relaxation, and sleep. These categories will be continuously researched and updated.



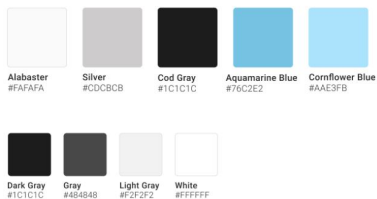
Style Guide



Inspirational Photography



Color Palette



Fonts

BODY FONT

Roboto, Regular, 14px
Roboto, Regular, 16px

HEADER FONT

Roboto, Medium, 22px
Roboto, Medium, 26px

SPECIAL SMALL FONT (bottom nav)

Roboto, BOLD, 10px

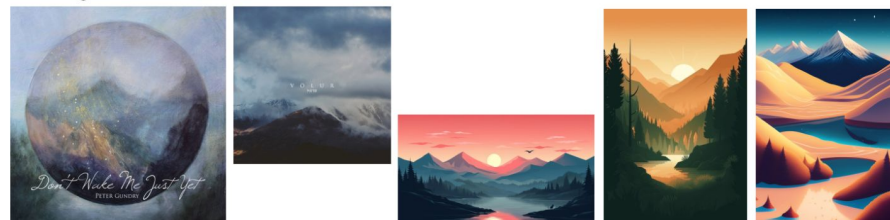
Icons



I used the monochrome colors of white, gray, and black to foster a premium feel. The blue accents of aquamarine blue and cornflower blue were added to elicit a calming effect.

For the **images**, I used sample album covers and AI-generated art to visually represent the type of music being featured. Blending two pieces of music would create new cover art for the resulting piece, visually signifying that the music has been blended.

UI Images



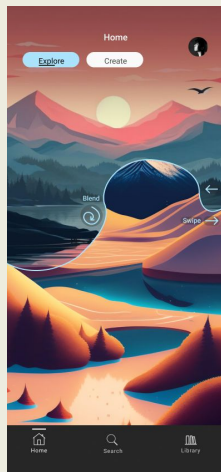
UI Elements



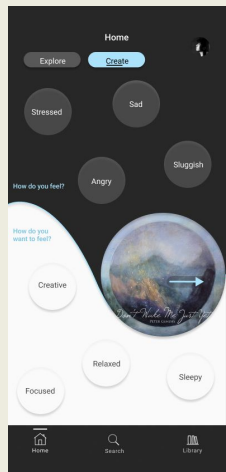
High-Fi Wireframes & Mockups



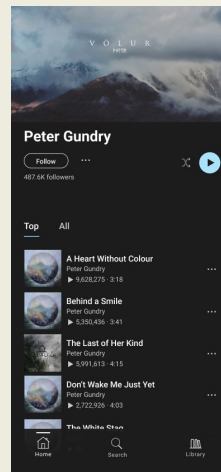
High Fidelity Wireframes



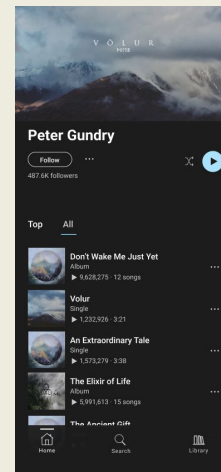
Explore



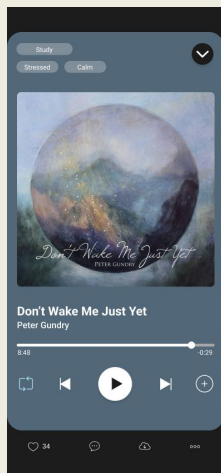
Create



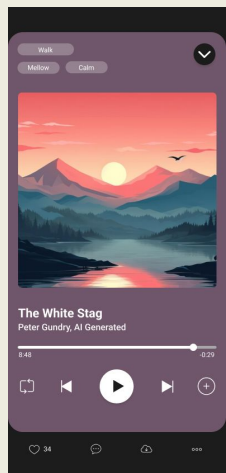
Artist Page - Top



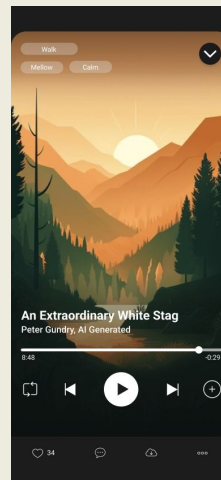
Artist Page - All



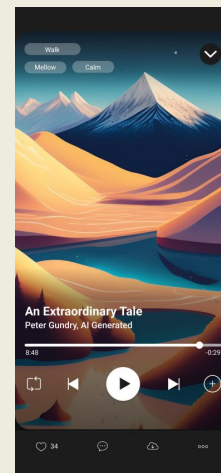
Playing Now



Playing Now



Playing Now



Playing Now



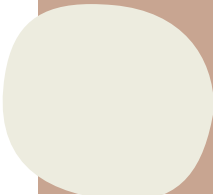
Interactive prototype
linked [here](#).

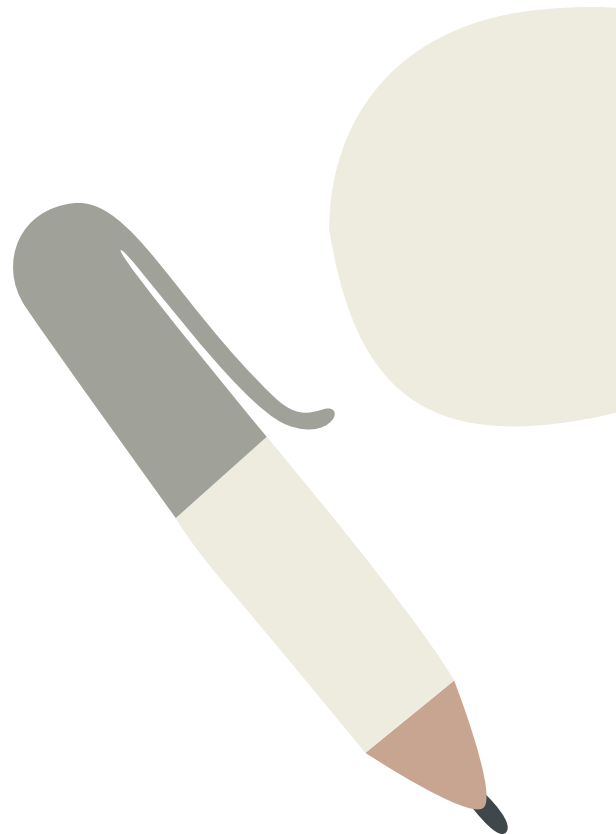
Reflections





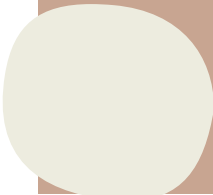
Key Design Learnings

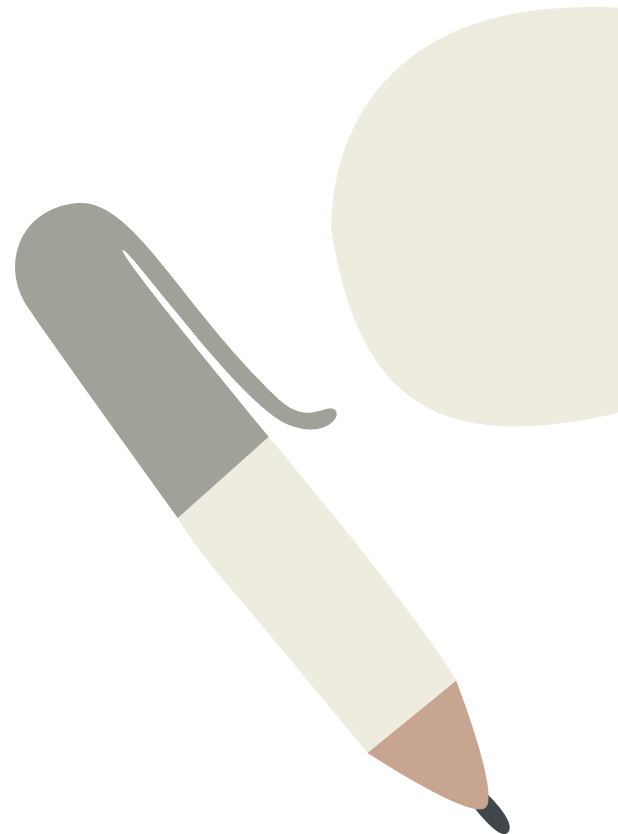
- The importance of testing the designs early on with users to catch major usability issues and improve on them before going into higher fidelity wireframes.
 - The importance of understanding the domain knowledge relevant to the product or bringing in outside experts to inform design decisions.
- 





Next Steps

- Conduct A/B testing to see which UI element variations are the most effective and generate the highest user satisfaction.
 - Conduct more user research and domain research on the feelings music can alleviate and amplify to provide a diverse and helpful range of experiences for users.
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Thank You!

Muse

