

# Amplitude App Design

UI/UX Design | Spring 2024

## Client

SoundCloud is looking to completely overhaul their music experience and try to compete in the big leagues with Spotify and Apple Music. They have decided to acquire this app and fund it while the app retains all of its branding.

## Objectives & Priorities

The objective is to give music lovers a premium experience to listen to their music anyway they want, be it large parties where everyone with a phone becomes a speaker or individuals adjusting the sound to their liking. The app aims to provide a sleek, modern and easy to use look to party-goers and music-lovers alike.

## Target Audience

The target audience for this app would primarily be for people that want to party between the ages of 16 - 35-year-olds who are looking for a more premium music experience. The app also aims to attract people towards making and/or joining pop-up parties that may be near or of interest to them.

## Situational Analysis

This app would create a space for people to start parties anywhere or enjoy music in a group setting. Someone that started a house party can post the details of it on the app and have more people join in. Any group of people can pull out their phones and start listening to music collectively or individuals can customize their listening experience.

## Call to Action

Sleek, modern and easy to use that let users create a party anywhere and have greater control over their music.

## Competitors

- Spotify
- Apple Music
- YouTube Music
- Steezy
- Qudelix

## Deliverables

- Fully designed interface
- Figma prototype
- Presentation sample for screens

## Mandatories

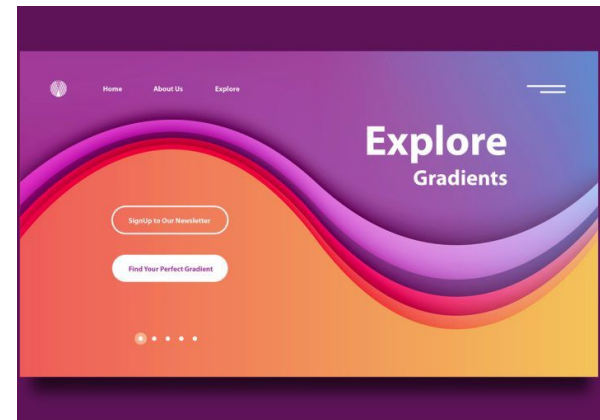
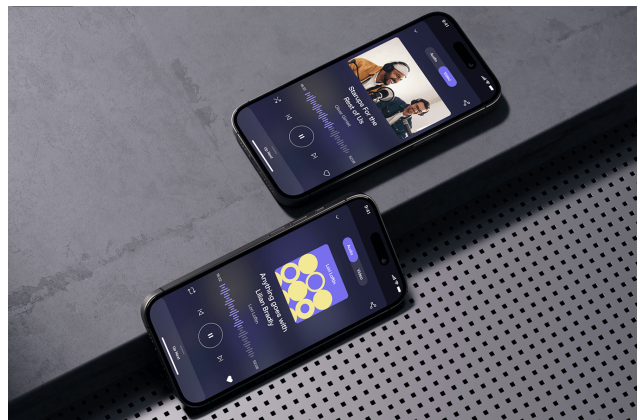
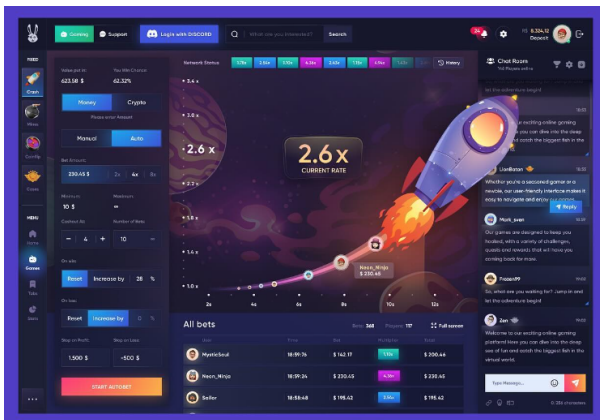
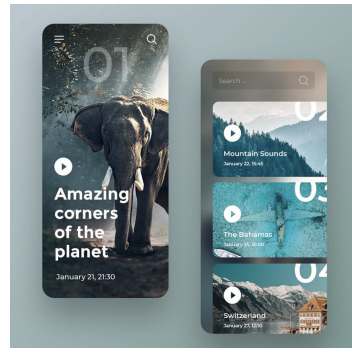
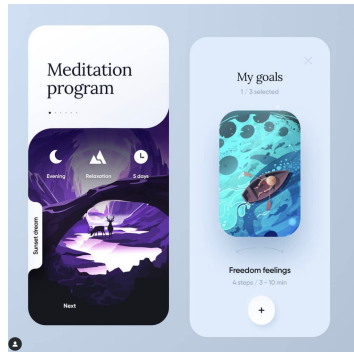
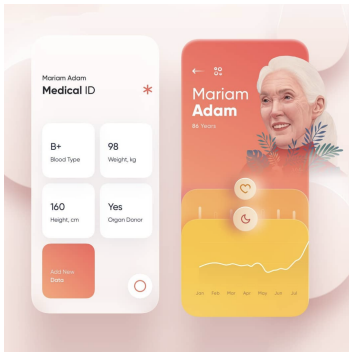
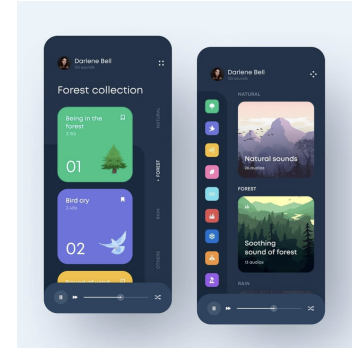
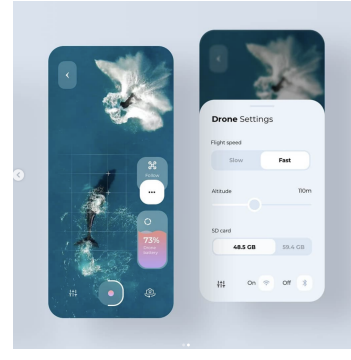
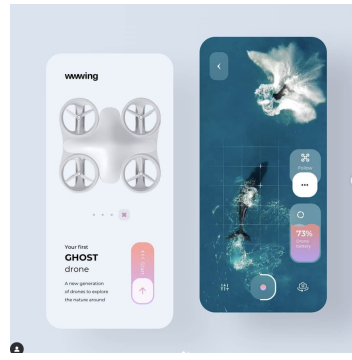
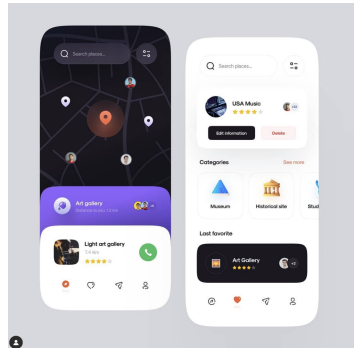
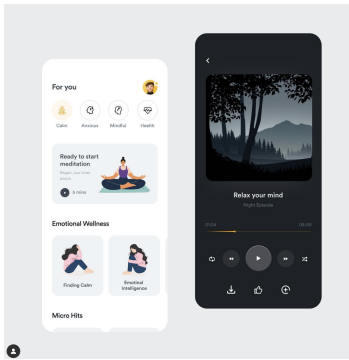
- Company Logo
- Brand specific formatting

## Metrics of Success

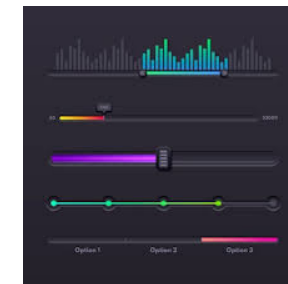
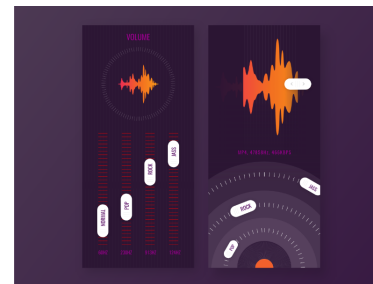
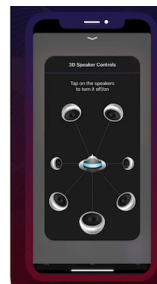
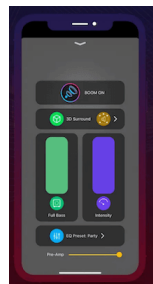
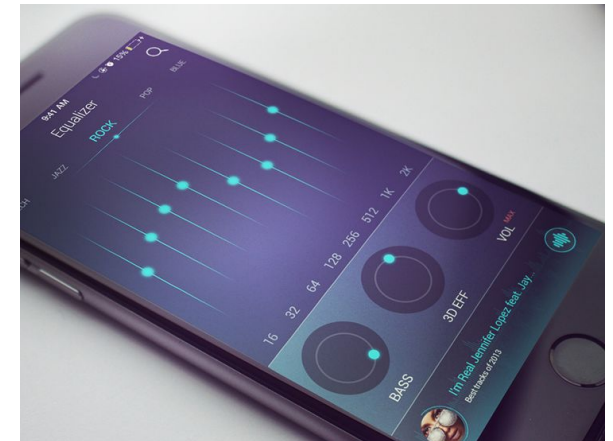
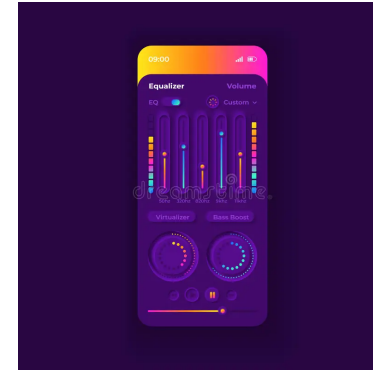
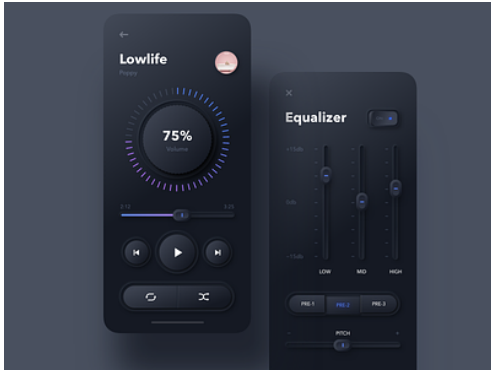
- The metric of success will be dependent upon how many users download the app and if connections are made via more people attending parties.

# Design Brief

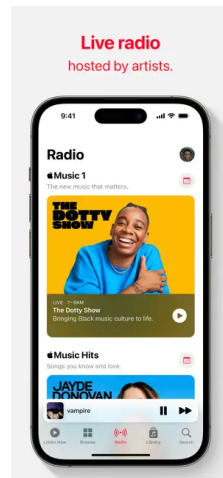
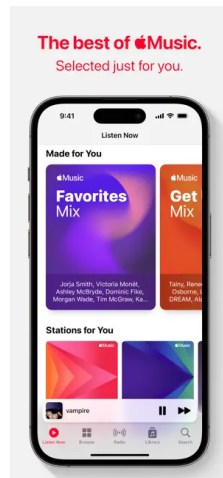
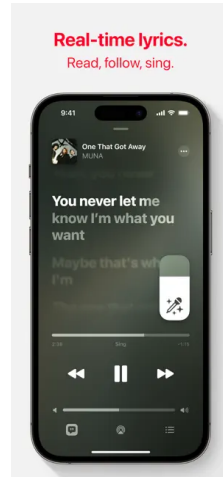
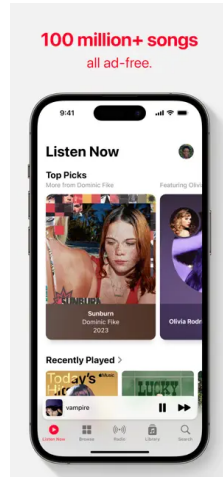
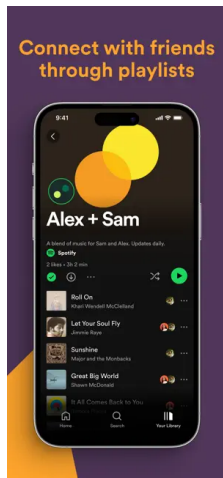
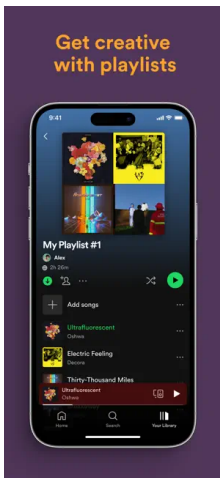
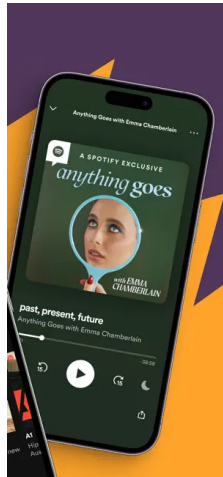
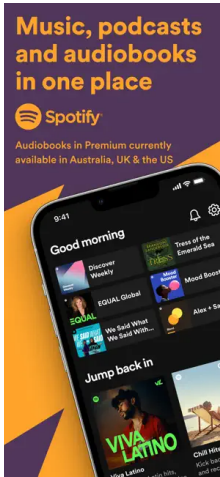
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# Moodboard



# Moodboard



## Spotify

With the Spotify music and podcast app, you can play millions of songs, albums and original podcasts for free. Stream music and podcasts, discover albums, playlists or even single songs for free on your mobile or tablet. Subscribe to Spotify Premium to download and listen offline wherever you are.

### Evaluation:

Spotify is one of the largest music apps out there. The app is great for a single user to listen alone but lacks any group listening functionality and the sharing can be clunky at best. From personal experience, usage of the mobile version of Spotify is ok, it sometimes can feel overwhelming and some interactions do not feel right.

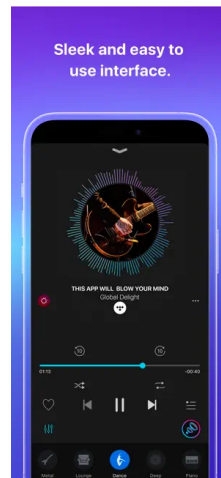
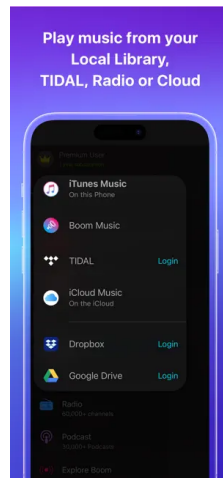
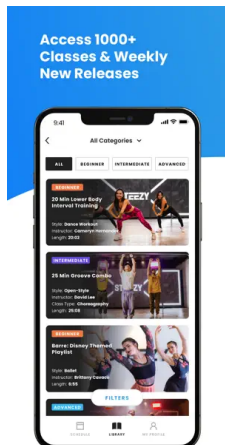
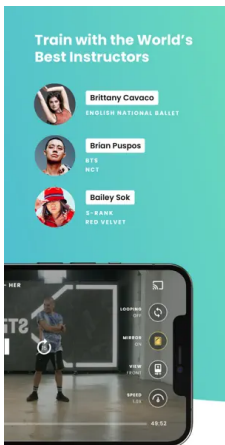
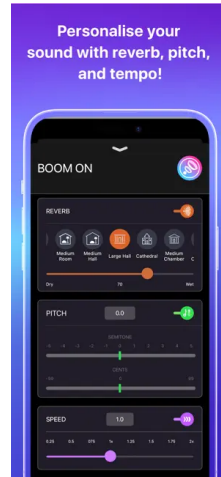
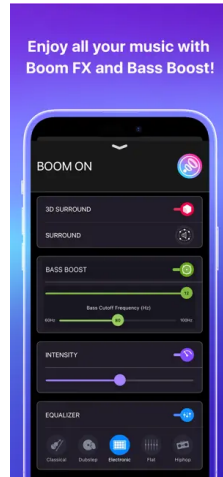
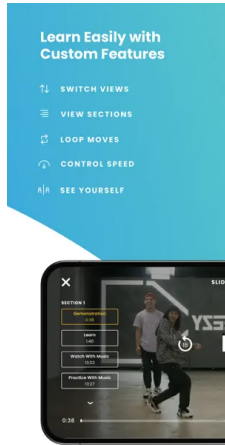
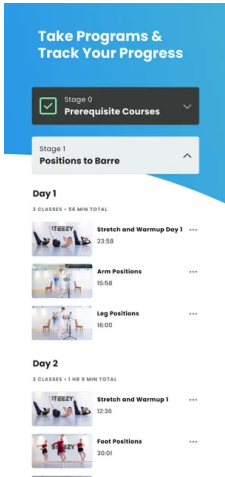
## Apple Music

Get unlimited access to 100 million songs, thousands of curated playlists, and original content from the artists you know and love – all ad-free. Hear sound all around you with Spatial Audio featuring Dolby Atmos.

### Evaluation:

If people don't use Spotify, then they use Apple Music. Apple music is very popular. The app is also centered around personal listening. The app is made by apple and comes with every apple device, the user interface is incredibly easy to use and very intuitive.

# Competitors



## Steezy

Copying music videos will only get you so far. If you really want to master the dance styles of today, you need to learn from the best dancers and instructors. STEEZY brings the professionalism of a world-class dance school to you.

### Evaluation:

Steezy seems to us lots of videos to train people to learn dances. The UI of one screenshot shows what appears to be a lesson plan that spans multiple days and body parts to learn songs. This seems like a great way for someone that wants to learn every detail of a dance but its functionality is too in-depth for this app. The aim is to teach people dance moves should a song have one attributed to it but the app needs to do so in a more simple and fun manner.

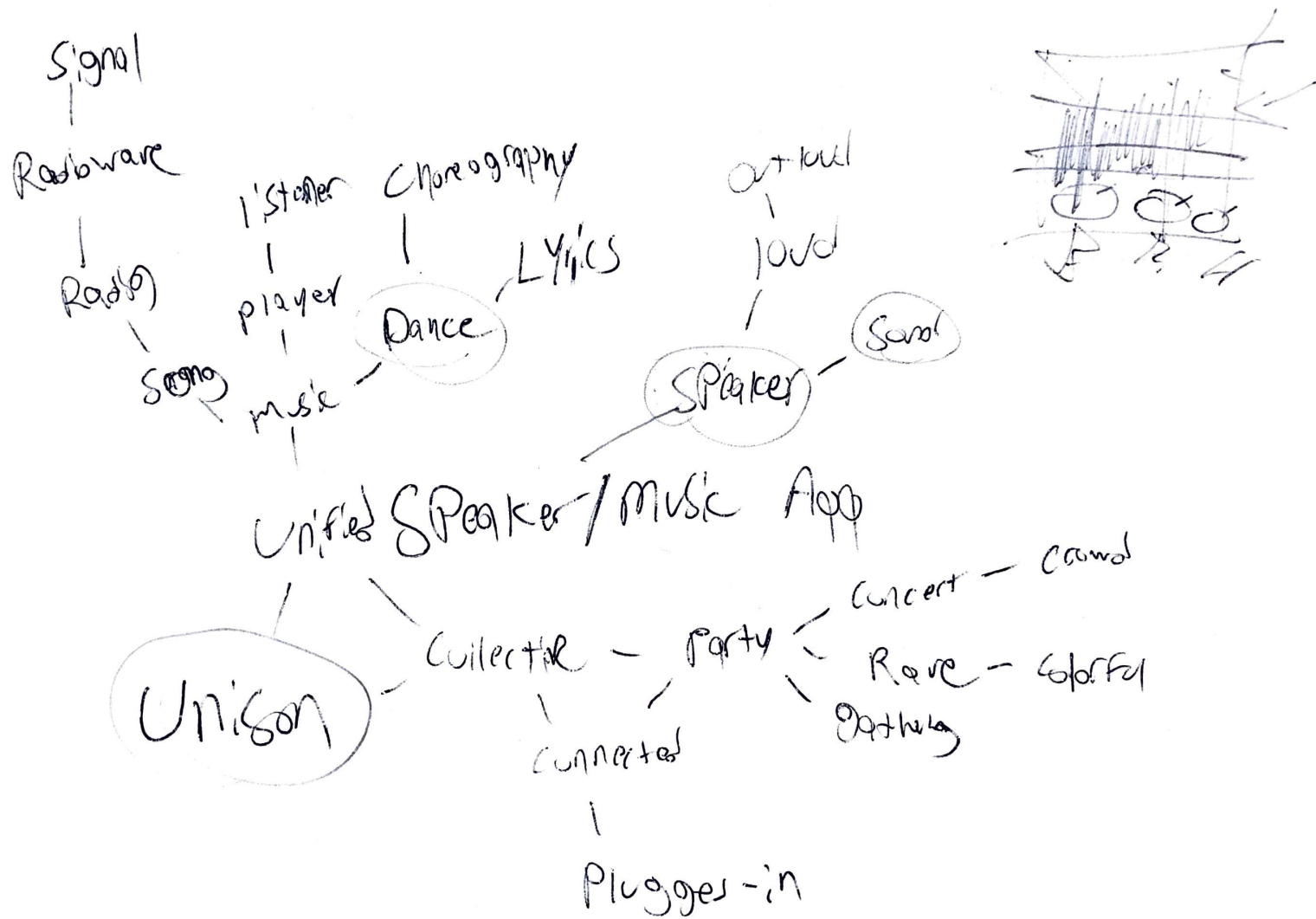
### Boom: Bass Booster & Equalizer

Best Bass Booster and Equalizer App for your iPhone - The Boom App redefines the way you listen to music with Bass booster, a customizable 16-band equalizer & handcrafted presets. You can also experience the magic of 3D surround sound and feel your tunes come to life on any headphones.

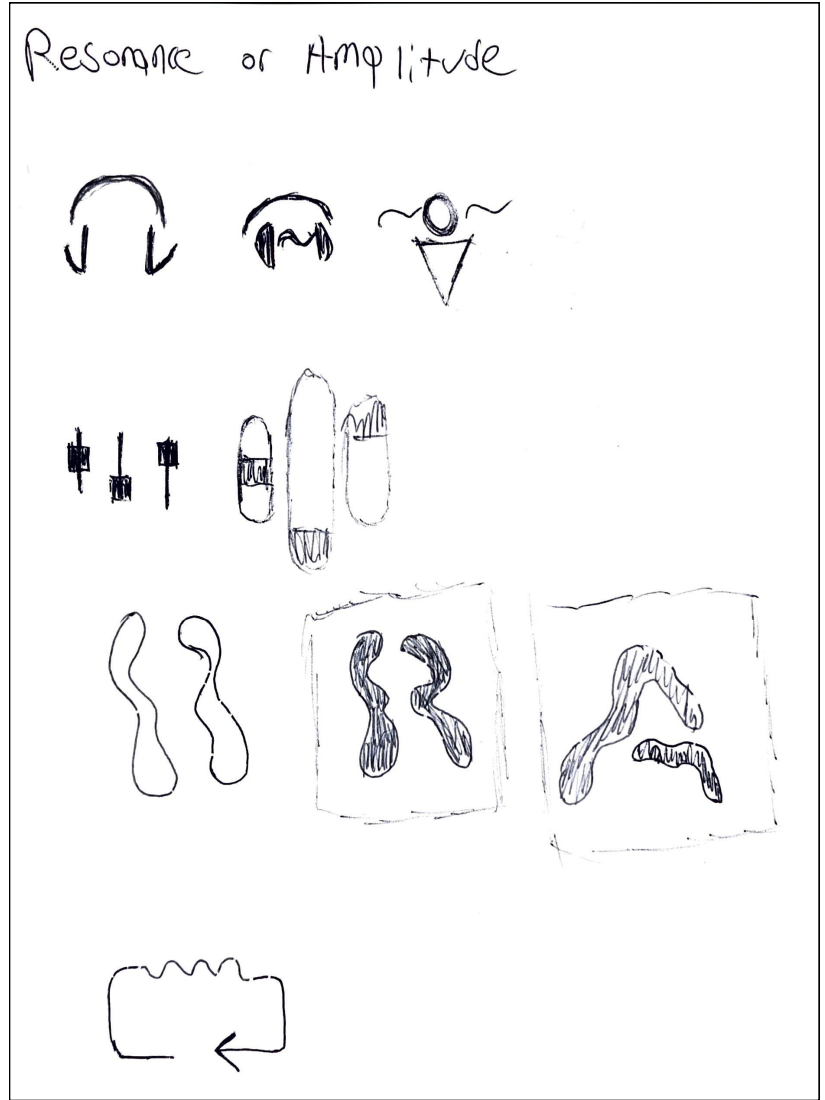
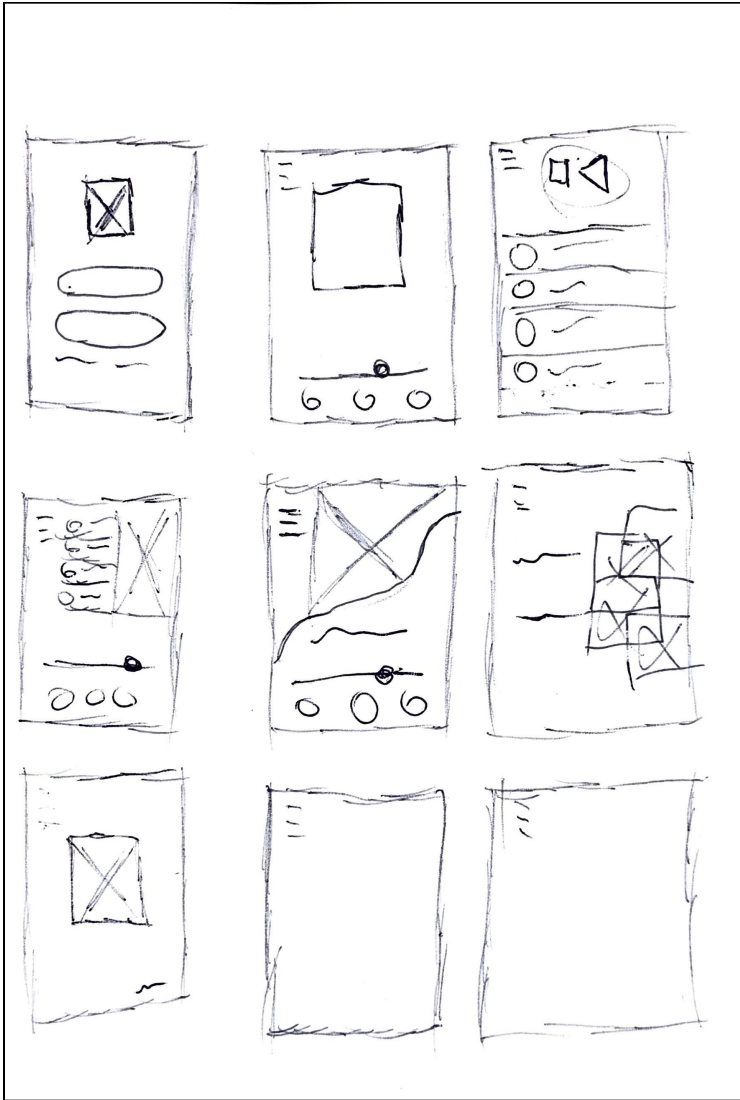
### Evaluation:

Reviews seem to indicate this app does what it claims, adding an equalizer and spatial audio editor. The user interface of the app appears to look consistent and at least seems easy to use from the photos.

# Competitors



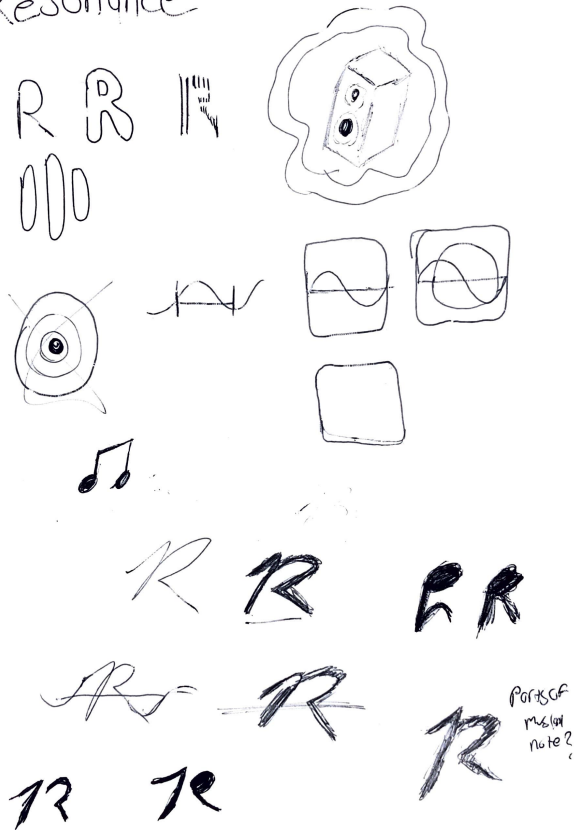
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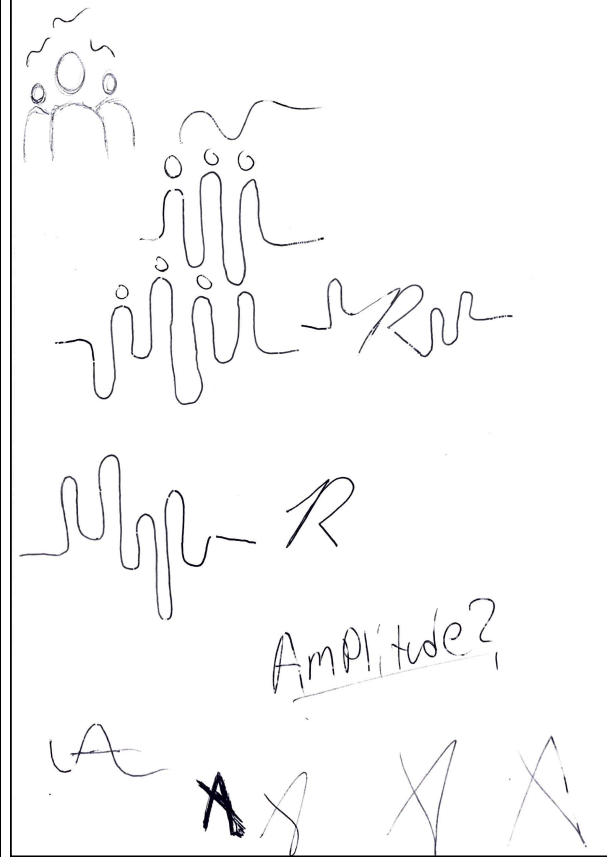
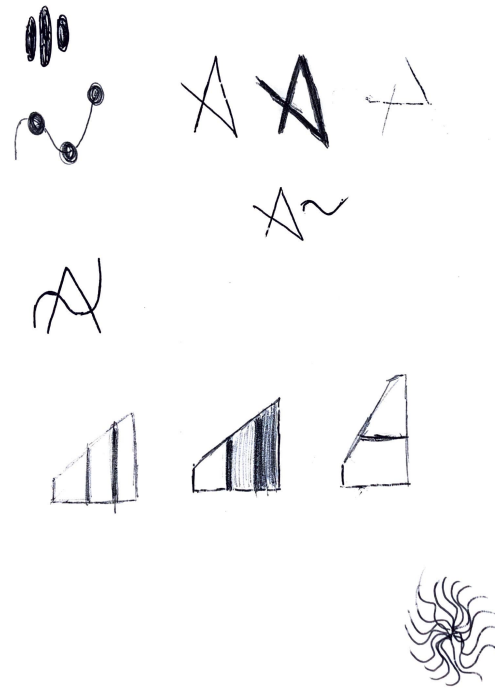
# Sketches



# Resonance



# Amplitude



## Sketches

**RGB: 46. 40. 54.**  
**HEX: #2E2836**

**RGB: 106. 46. 53.**  
**HEX: #6A2E35**

**RGB: 253. 62. 129.**  
**HEX: #FD3E81**

**RGB: 255. 162. 0.**  
**HEX: #FFA200**

**RGB: 255. 255. 255.**  
**HEX: #FFFFFF**

**RGB: 0. 0. 0.**  
**HEX: #000000**

# Colors

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## Nunito Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Nunito Sans SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Nunito Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Nunito Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Nunito Sans Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Nunito Sans ExtraLight

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# Typography

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# Icon Exploration



# App Icon

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## User Profile 1

User Age: 24

If you were with a group of people and wanted to share or play some music, would you use an app feature that connects participating phones to link their speakers and play music in unison on everyone's individual devices?

Response: Yes | No | **Maybe**

Would you use an audio equalizer within a music app?

Response: **Yes** | No | Maybe

Would you like the ability to isolate different bandwidths (Bass, Mid-Driver, Tweeter) of a song?

Response: **Yes** | No | Maybe

How often do you attend parties or small social gatherings?

Response:  
Never | Almost Never | Sometimes | **Almost Always** | Always

If someone posted a public party near your location would you attend if the criteria met your preferences?

Response: Yes | No | **Maybe**

## User Profile 2

User Age: 33

If you were with a group of people and wanted to share or play some music, would you use an app feature that connects participating phones to link their speakers and play music in unison on everyone's individual devices?

Response: **Yes** | No | Maybe

Would you use an audio equalizer within a music app?

Response: Yes | **No** | Maybe

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How often do you attend parties or small social gatherings?

Response:  
Never | Almost Never | **Sometimes** | Almost Always | Always

If someone posted a public party near your location would you attend if the criteria met your preferences?

Response: Yes | **No** | Maybe

## User Profile 3

User Age: 25

If you were with a group of people and wanted to share or play some music, would you use an app feature that connects participating phones to link their speakers and play music in unison on everyone's individual devices?

Response: **Yes** | No | Maybe

Would you use an audio equalizer within a music app?

Response: **Yes** | No | Maybe

Would you like the ability to isolate different bandwidths (Bass, Mid-Driver, Tweeter) of a song?

Response: Yes | No | **Maybe**

How often do you attend parties or small social gatherings?

Response:  
Never | Almost Never | Sometimes | Almost Always | **Always**

If someone posted a public party near your location would you attend if the criteria met your preferences?

Response: **Yes** | No | Maybe

# User Profiles

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## User Profile 4

User Age: 20

If you were with a group of people and wanted to share or play some music, would you use an app feature that connects participating phones to link their speakers and play music in unison on everyone's individual devices?

Response: **Yes** | No | Maybe

Would you use and audio equalizer within a music app?

Response: **Yes** | No | Maybe

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Response: Yes | No | **Maybe**

How often do you attend parties or small social gatherings?

Response:  
Never | **Almost Never** | Sometimes | Almost Always | Always

If someone posted a public party near your location would you attend if the criteria met your preferences?

Response: Yes | **No** | Maybe

## User Profile 5

User Age: 21

If you were with a group of people and wanted to share or play some music, would you use an app feature that connects participating phones to link their speakers and play music in unison on everyone's individual devices?

Response: **Yes** | No | Maybe

Would you use and audio equalizer within a music app?

Response: Yes | **No** | Maybe

Would you like the ability to isolate different bandwidths (Bass, Mid-Driver, Tweeter) of a song?

Response: **Yes** | No | Maybe

How often do you attend parties or small social gatherings?

Response:  
Never | Almost Never | Sometimes | **Almost Always** | Always

If someone posted a public party near your location would you attend if the criteria met your preferences?

Response: Yes | No | **Maybe**

## User Profile 6

User Age: 23

If you were with a group of people and wanted to share or play some music, would you use an app feature that connects participating phones to link their speakers and play music in unison on everyone's individual devices?

Response: **Yes** | No | Maybe

Would you use and audio equalizer within a music app?

Response: **Yes** | No | Maybe

Would you like the ability to isolate different bandwidths (Bass, Mid-Driver, Tweeter) of a song?

Response: **Yes** | No | Maybe

How often do you attend parties or small social gatherings?

Response:  
Never | Almost Never | Sometimes | **Almost Always** | Always

If someone posted a public party near your location would you attend if the criteria met your preferences?

Response: Yes | No | **Maybe**

# User Profiles

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## User Profile 7

User Age: 25

If you were with a group of people and wanted to share or play some music, would you use an app feature that connects participating phones to link their speakers and play music in unison on everyone's individual devices?

Response: Yes | No | **Maybe**

Would you use and audio equalizer within a music app?

Response: Yes | **No** | Maybe

Would you like the ability to isolate different bandwidths (Bass, Mid-Driver, Tweeter) of a song?

Response: **Yes** | No | Maybe

How often do you attend parties or small social gatherings?

Response:  
**Never** | Almost Never | Sometimes | Almost Always | Always

If someone posted a public party near your location would you attend if the criteria met your preferences?

Response: Yes | No | **Maybe**

## User Profile 8

User Age: 25

If you were with a group of people and wanted to share or play some music, would you use an app feature that connects participating phones to link their speakers and play music in unison on everyone's individual devices?

Response: **Yes** | No | Maybe

Would you use and audio equalizer within a music app?

Response: **Yes** | No | Maybe

Would you like the ability to isolate different bandwidths (Bass, Mid-Driver, Tweeter) of a song?

Response: **Yes** | No | Maybe

How often do you attend parties or small social gatherings?

Response:  
Never | Almost Never | **Sometimes** | Almost Always | Always

If someone posted a public party near your location would you attend if the criteria met your preferences?

Response: **Yes** | No | Maybe

## User Profile 9

User Age: 23

If you were with a group of people and wanted to share or play some music, would you use an app feature that connects participating phones to link their speakers and play music in unison on everyone's individual devices?

Response: Yes | No | **Maybe**

Would you use and audio equalizer within a music app?

Response: Yes | **No** | Maybe

Would you like the ability to isolate different bandwidths (Bass, Mid-Driver, Tweeter) of a song?

Response: Yes | No | **Maybe**

How often do you attend parties or small social gatherings?

Response:  
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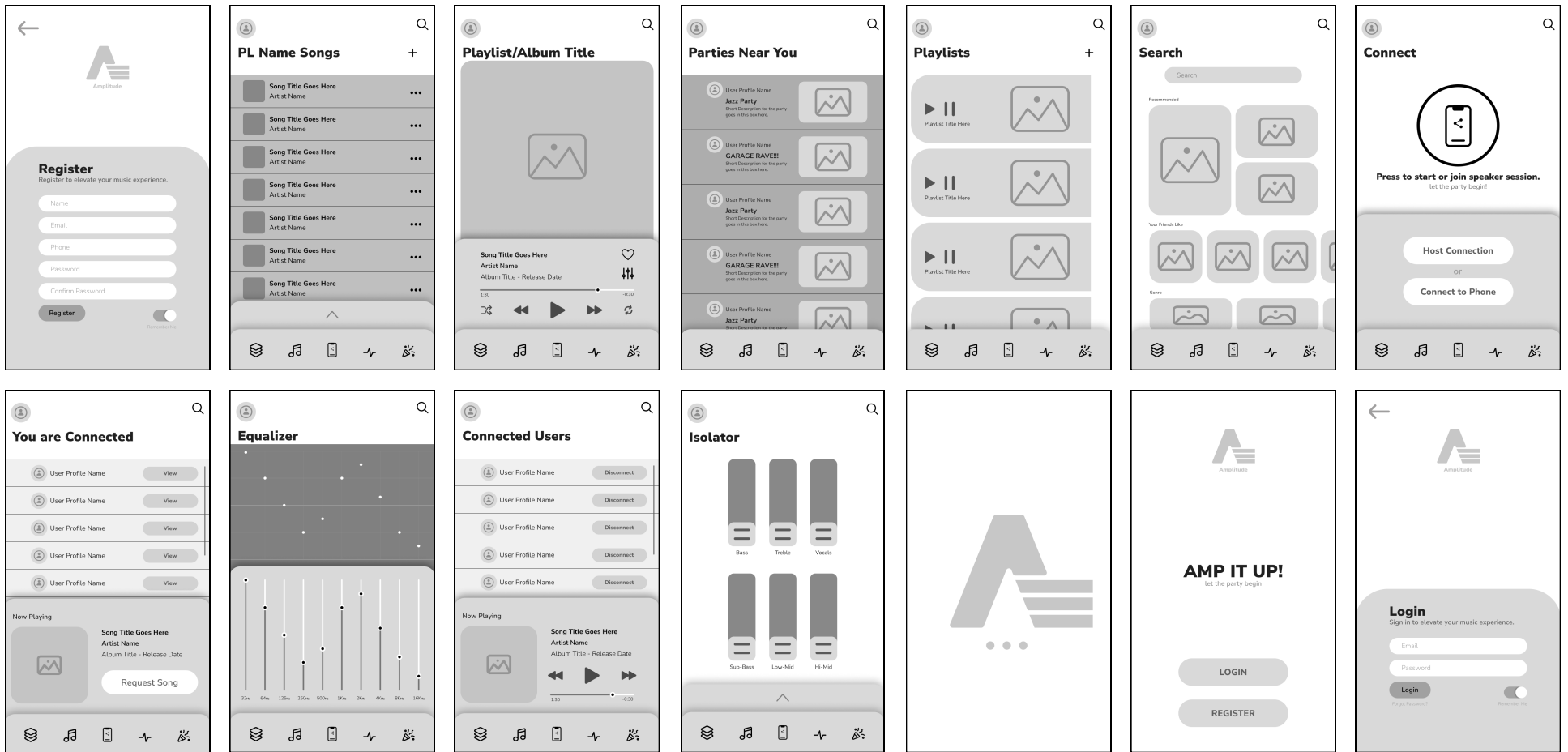
If someone posted a public party near your location would you attend if the criteria met your preferences?

Response: Yes | No | **Maybe**

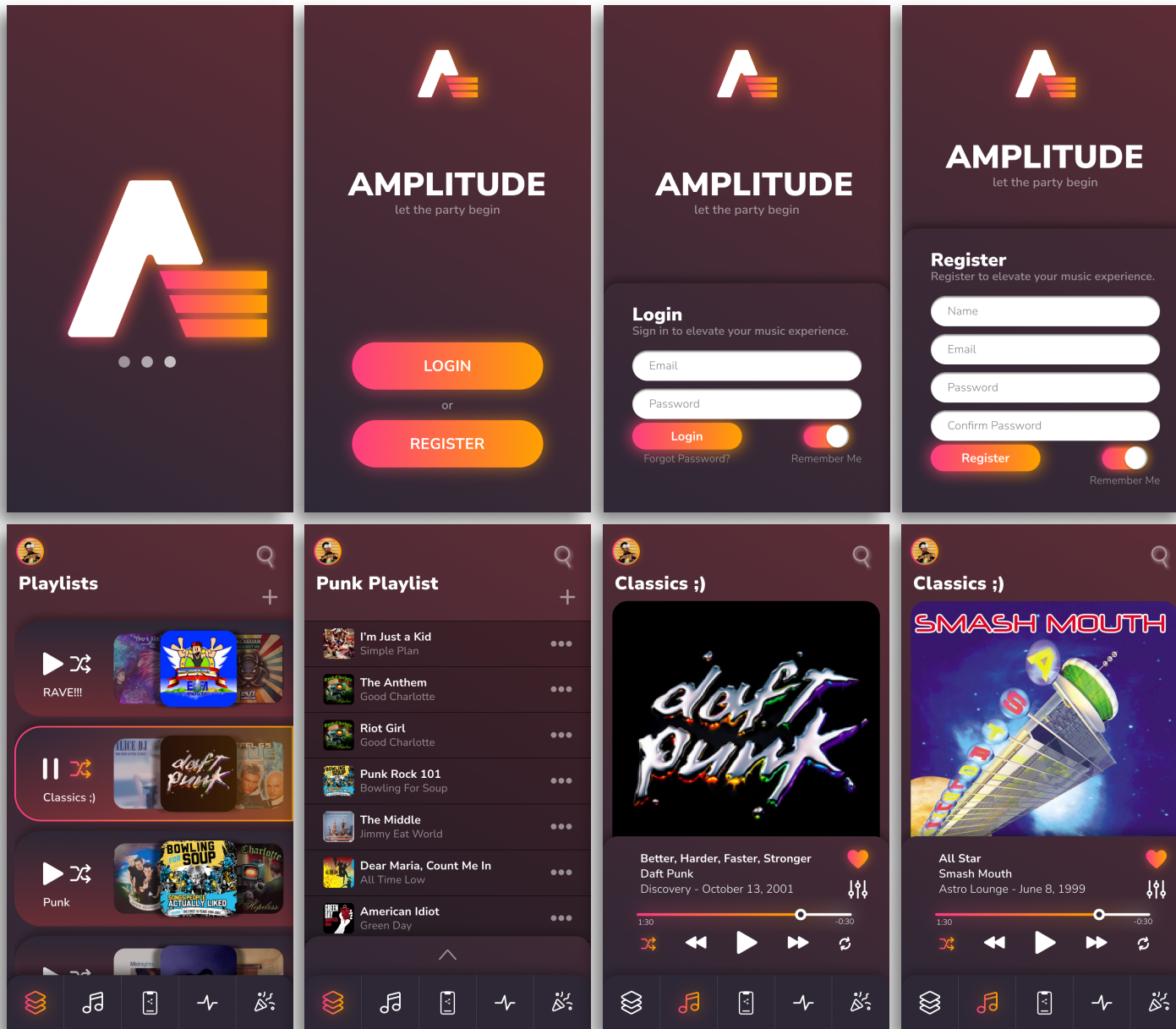
# User Profiles

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# Wireframes



# Screens



# Screens



# Amplitude



# Amplitude