



Circa80

A music player app featuring New Wave, Electronic, and Pop music from the 1980s—a decade of technological innovation and stylistic diversity.

Context

This is the first iteration of the app. It focuses on several core functionalities defined by the project brief. Users can log in or sign up for the app, create a profile, search for new artists, make playlists, and more. The visual design of the player had to be developed based on the target audience (ages 35 to 55) and the music genre.

Role

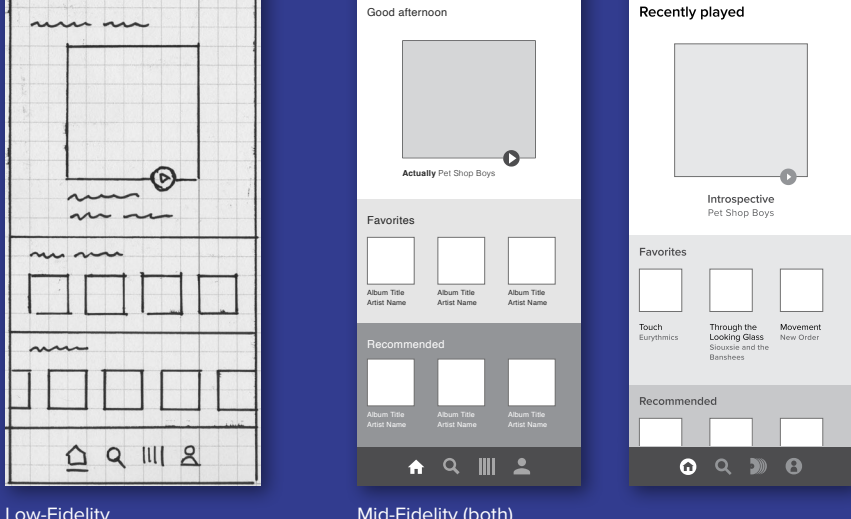
My primary role for this project was the **UI Designer**. I conducted user research to develop the app.

Process

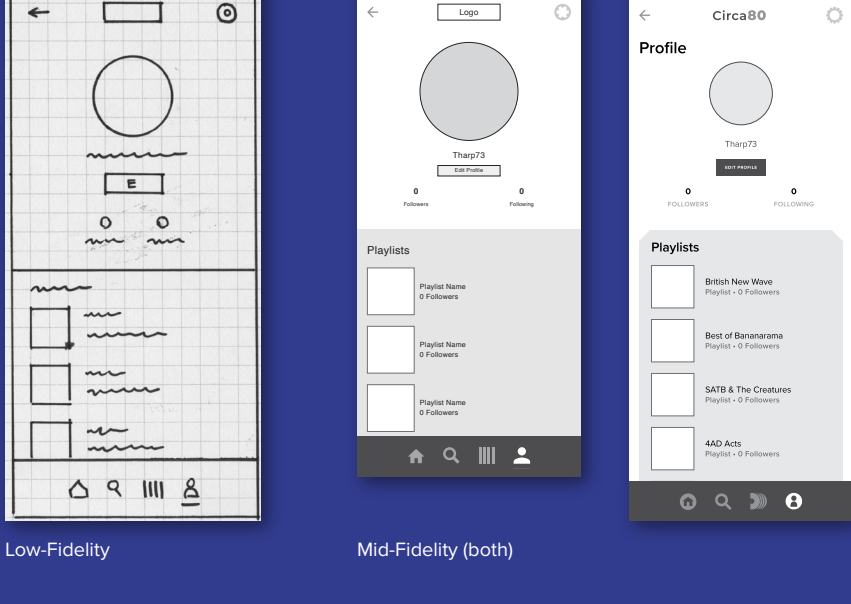
- 1 **Analysis** of similar apps on the market and their features.
- 2 Determined **design patterns** to incorporate into the app to meet project requirements.
- 3 Sketched **low-fidelity wireframes** to get initial ideas on paper.
- 4 Created **mid-fidelity wireframes** in Adobe XD to build layouts using mobile standards.
- 5 Made a **mood board** to communicate my artistic direction.
- 6 Created a **style guide** including typography, color palettes, and **icons** designed for specific actions.
- 7 Used the mood board and style guide to evoke the spirit of the 1980s and complete the **visual design** of the app—adding final content to the screens.

Wireframe Evolution (sampling)

HOME

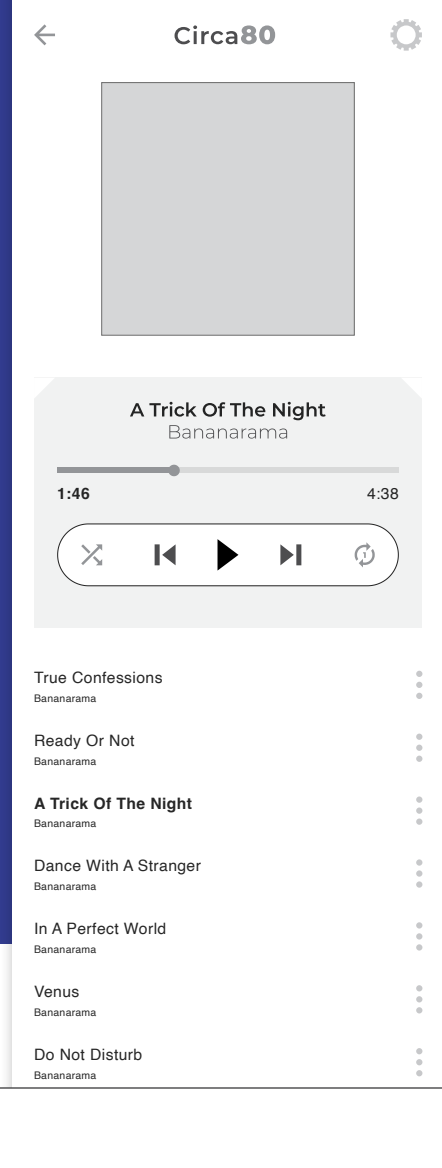


PROFILE



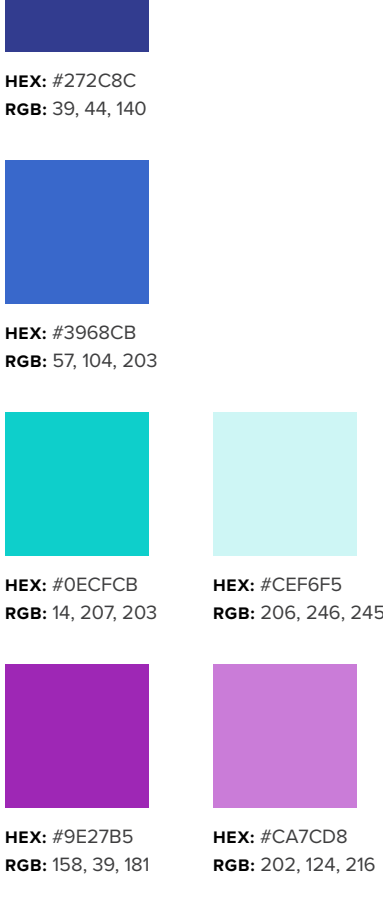
Low-fidelity wireframes are a great way to brainstorm ideas for layouts. The **mid-fidelity** wireframes incorporated design patterns and an understanding of layout and spacing (number of columns, column widths, margins, and gutters). The app developed further with the design of UI elements like buttons and text fields. Icons, color, and typography resulted in **high-fidelity** wireframes and the final visual design of the app (see **Results**).

ALBUM



Style Guide

COLOR PALETTE



TYPOGRAPHY

- Header 1**
Proxima Nova Semibold 30 pt
- Header 2**
Proxima Nova Semibold 24 pt
- Header 3**
Proxima Nova Regular 21 pt
- Tagline**
Proxima Nova Semibold 44 pt

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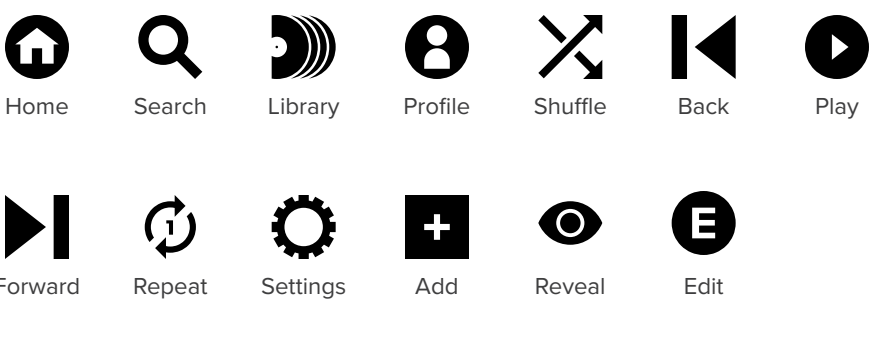
Body 1 - Proxima Nova Regular 16 pt



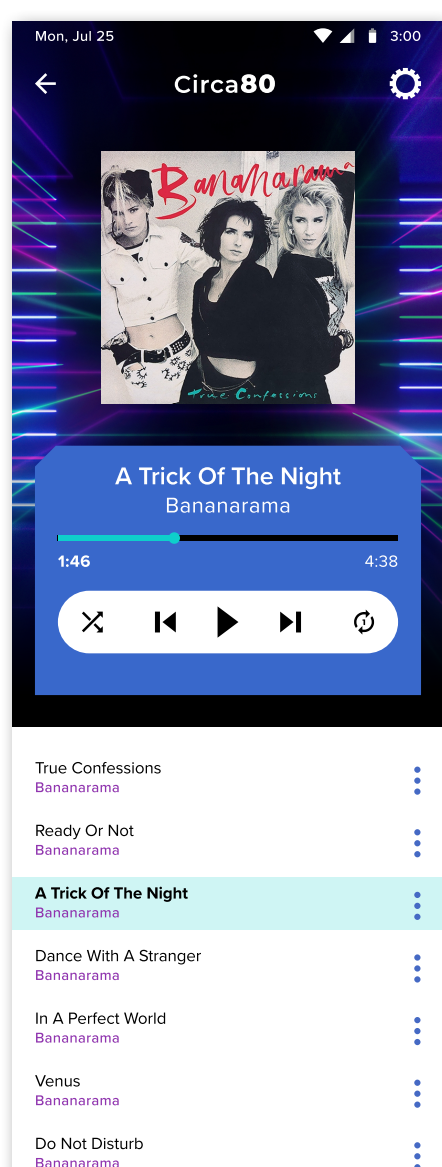
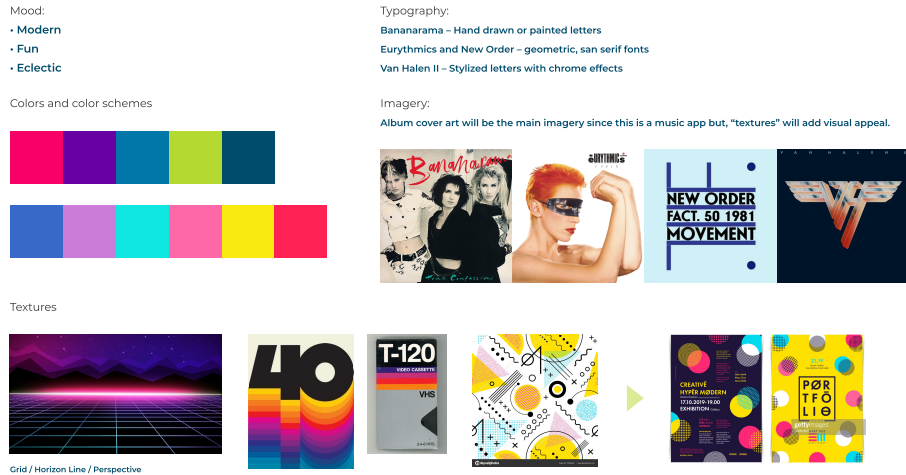
The **Circa80** logo was designed to resemble the label on a vinyl record.

The **player controls** on the Album screen are designed to resemble the plastic window on a cassette tape. The frame has beveled edges at top like an 80s label.

ICON SET



MOOD BOARD



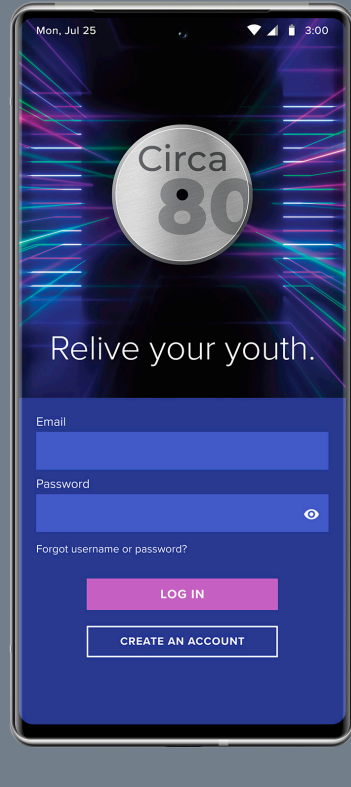
Results

I designed an 80s music app with a modern aesthetic using colors that capture the neon signs and digital graphics of the era. I'm a member of the target audience so I know the music and selected artists of that era. The design patterns are inspired by the apps I researched (Pandora, Soundcloud, and Spotify) and websites like Dribbble.

Reflection

Conducting my user research (downloading music apps on my phone) helped me understand user flows and interface design. I would spend more time in the inspiration phase next time to stay focused on a creative direction and design an Artist's Bio so that I can work with more text. Music apps have more headers, artists' names, and music titles (short amounts of text).

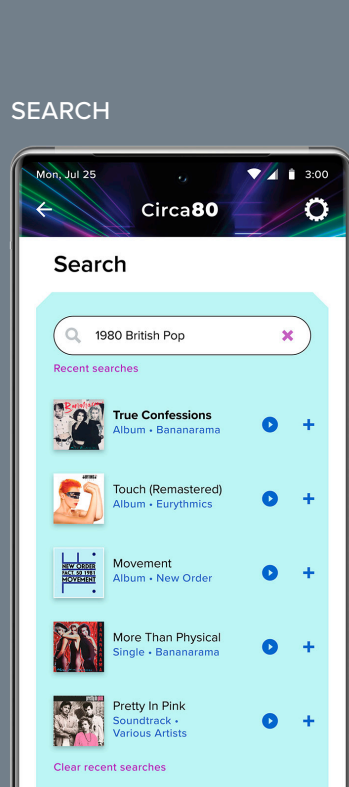
LOG IN



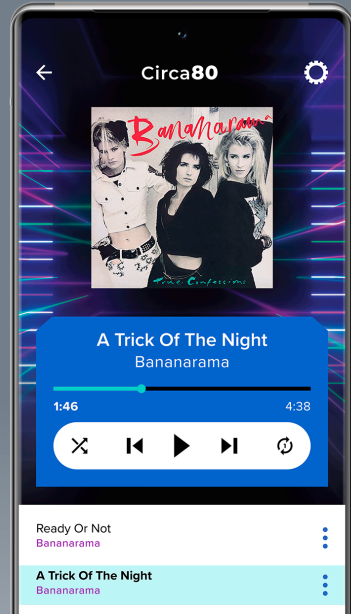
HOME



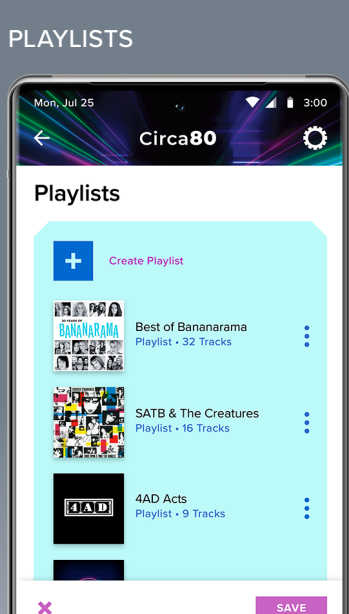
SEARCH



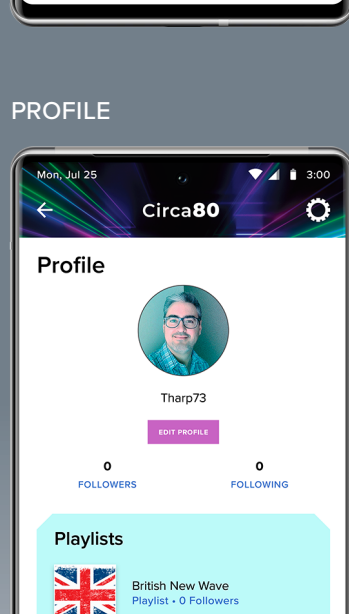
ALBUM



PLAYLISTS



PROFILE



Screens shown on a Google Pixel smartphone.