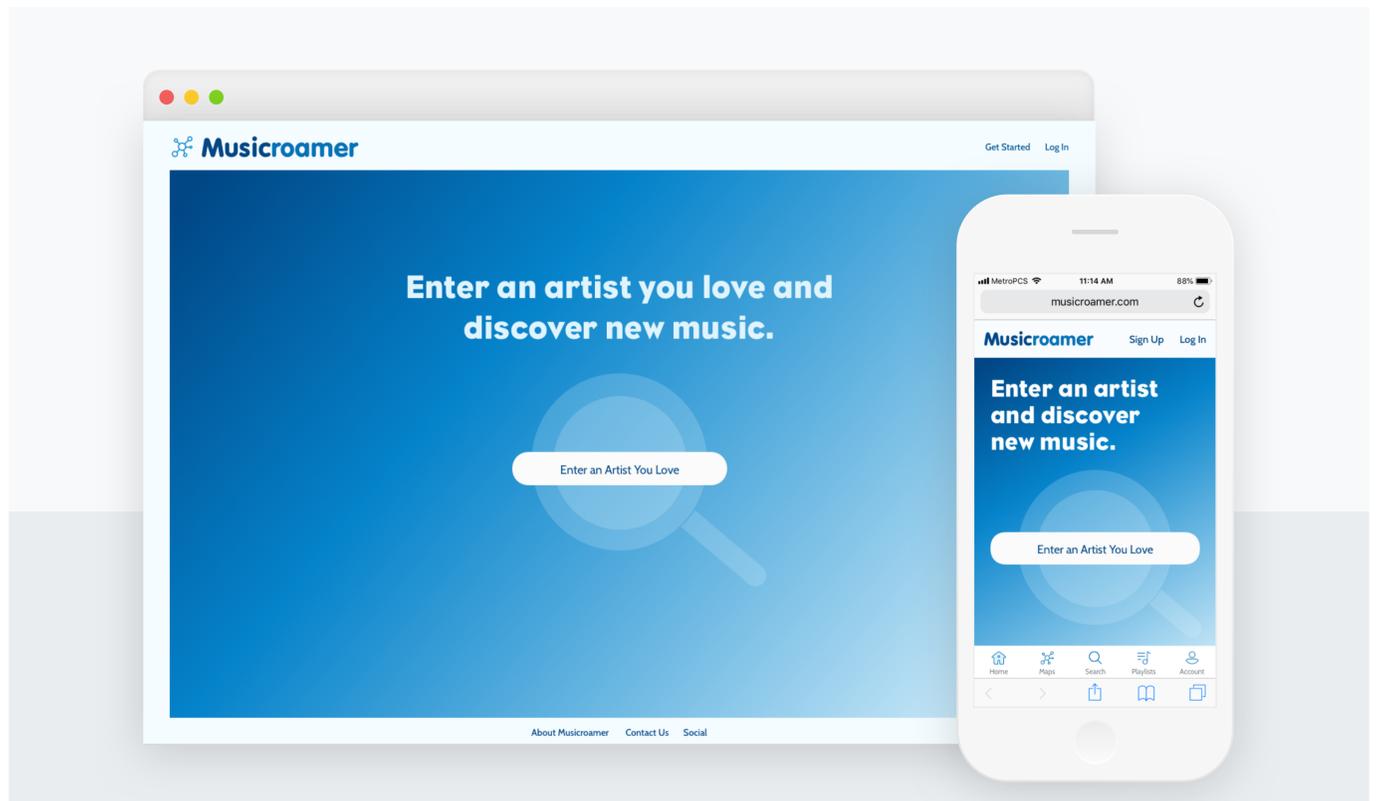


Microamer

Launched in 2007 Microamer is a fun, visual way to discover new music and create unique playlists. A decade later, its 25,000 monthly users deserve an updated experience that reflects their current needs.



I have omitted parts of the research process, critical data, and confidential information, as this is an ongoing project.

Project Intro

Empathizing with our users for a better experience.

Microamer was designed as a desktop app. Its current layout relies on a rather large display to work well. However, platforms and the way users discover and listen to new music have changed drastically in the past decade.

I am part of the ambitious project of **redesigning** Microamer as a progressive web app. Let's bring its fun way of discovering new artists to all music lovers on all platforms.

MY ROLE

As the **UI designer**, I assist the design process with task flows, wireframes, prototyping, and visual design. Our interdisciplinary team works together using a **design thinking** approach.

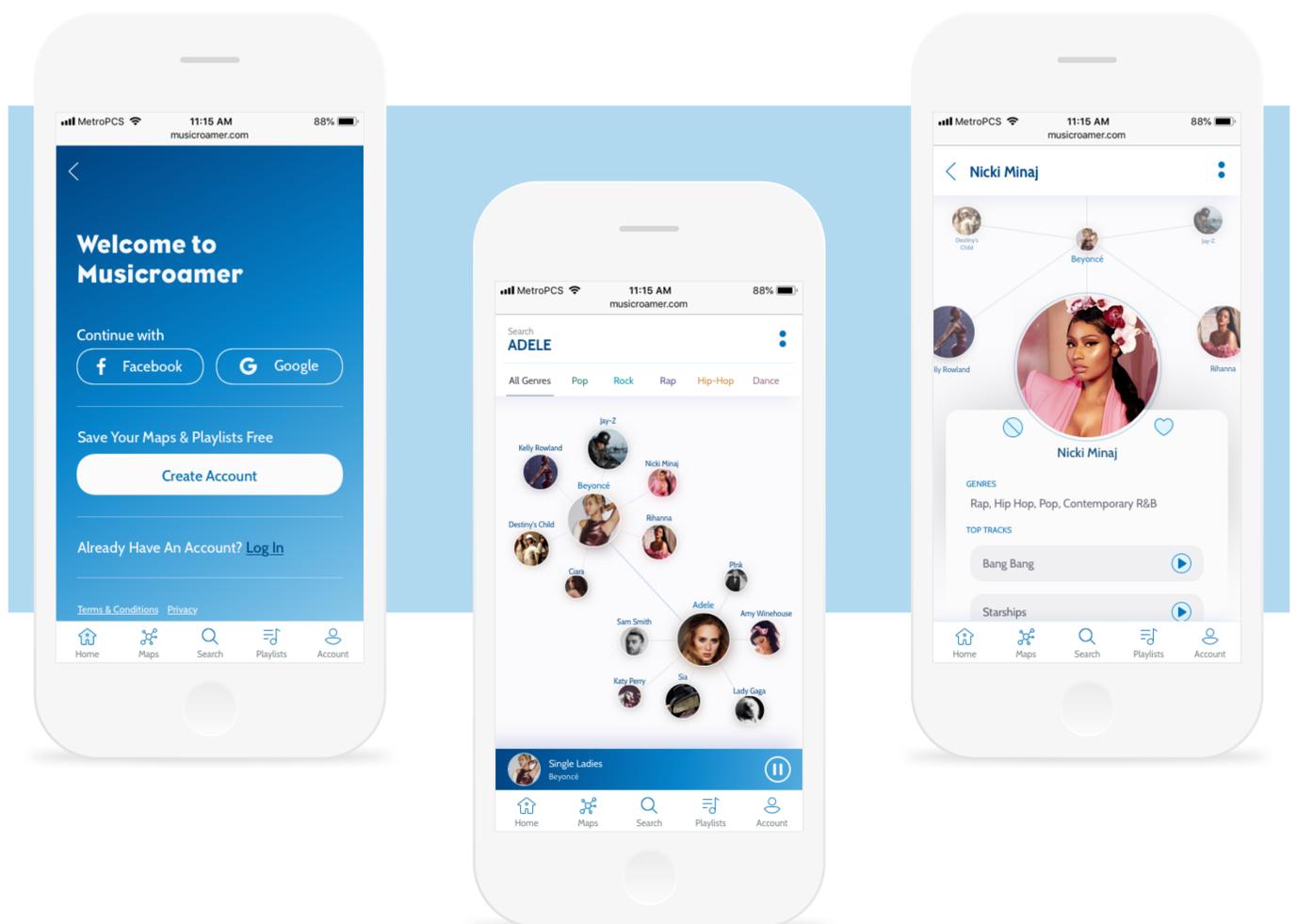
Tools: Sketch, InVision, Principle, Photoshop, Illustrator.

OUR GOALS

Our primary goal for the project is to adapt the desktop functionality into a **progressive web app**. However, we aren't trying to keep the status quo. Our ambitions are to create a strong foundation that embraces the current users' habits and can attract a more diverse user base.

Our high-level goals are to:

1. Craft an experience that is fast and easy to use on every platform.
2. Create a system that focuses on **deeper engagement**.



A sneak-peek into our evolving design.

Discovery Process

Understanding our challenges.

Before diving into the redesign, we wanted to make sure that our primary aim aligned with our users' goals.

I studied three years of **collected user feedback**. The research led to the creation of an affinity map, personas and user flows. These helped us deepen our understanding of our **current UX issues**.

AFFINITY MAP

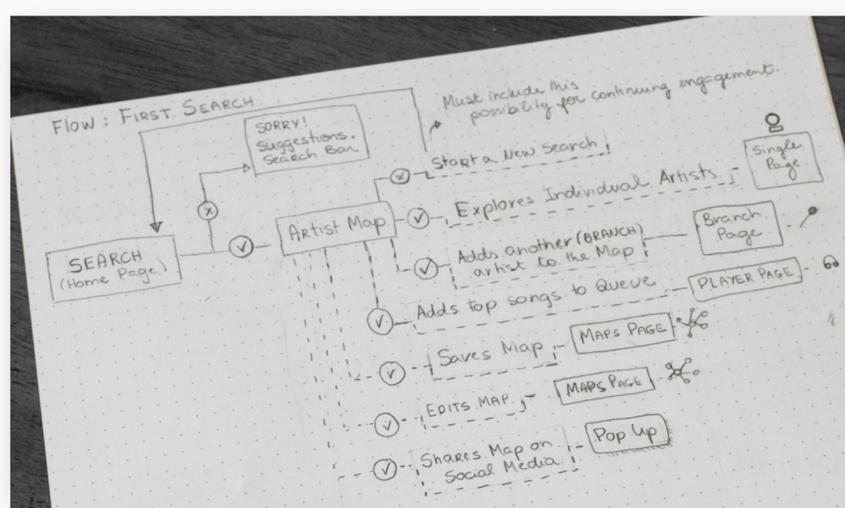
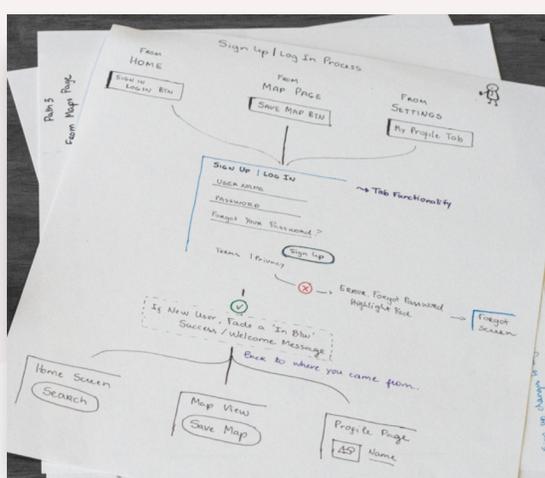
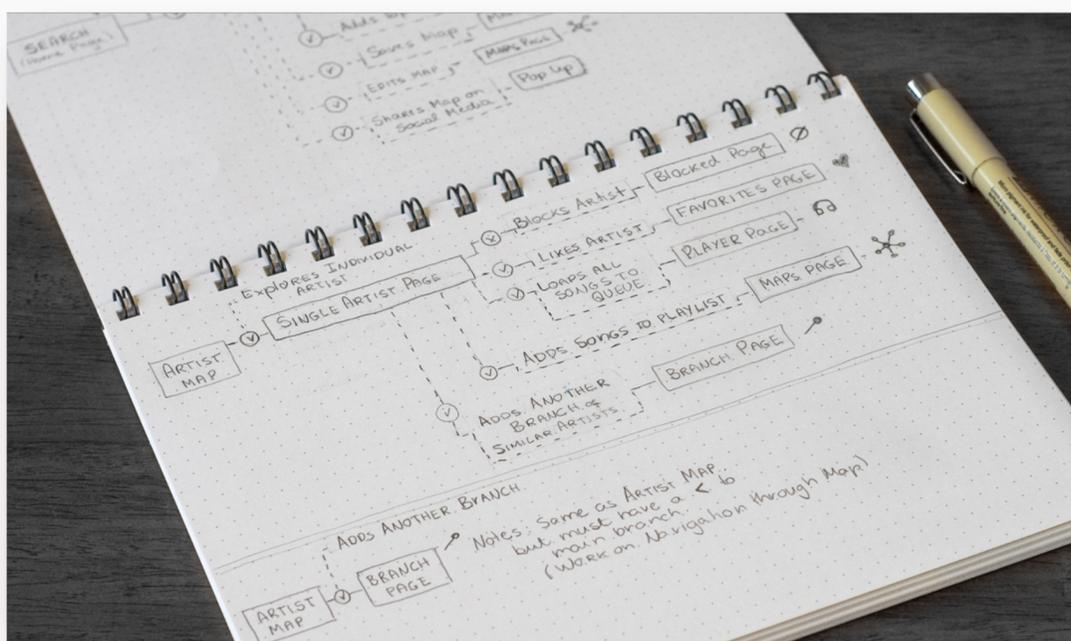
I organized the feedback into an affinity map to help us better understand our recurrent UX issues and patterns of user behavior. The map made it easier to **summarize our findings**, and it is a handy reference document to use during conversations.

PERSONAS

I created two personas based on **insights** from the feedback received. They supported our ideation phase.

USER FLOWS

I spent time sketching user flows for **different scenarios** (i.e. 'saving a map.') These flows clarified each essential step a user must take to achieve their objective. Once refined, after the ideation process, they were excellent aids during the interface design phase.



Design Process

Exploring ideas through ideation.

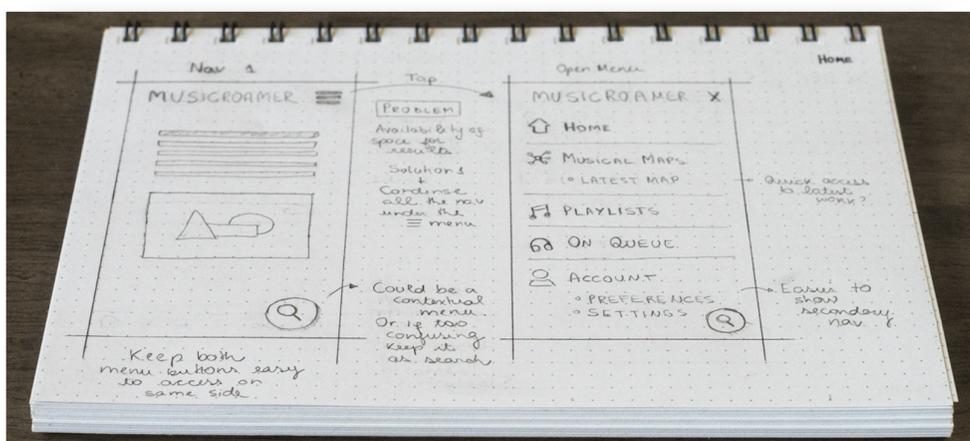
Our central research insight was that the inability to save maps was generating a high level of frustration for our users. While this was a feature we knew we were going to implement, it was given new urgency after our analysis. It provoked a **change to our POV**.

SKETCHES

Keeping in mind our users, their motivations and our challenges, I started the process of **ideation through sketching**. Aiming for quantity and diversity that could lead to better discussions with the team. After each round, I reviewed the ideas for the possibility of creating **variations** or **iterations** based on what I had explored.

Examples of the questions I asked while **evaluating each solution**:

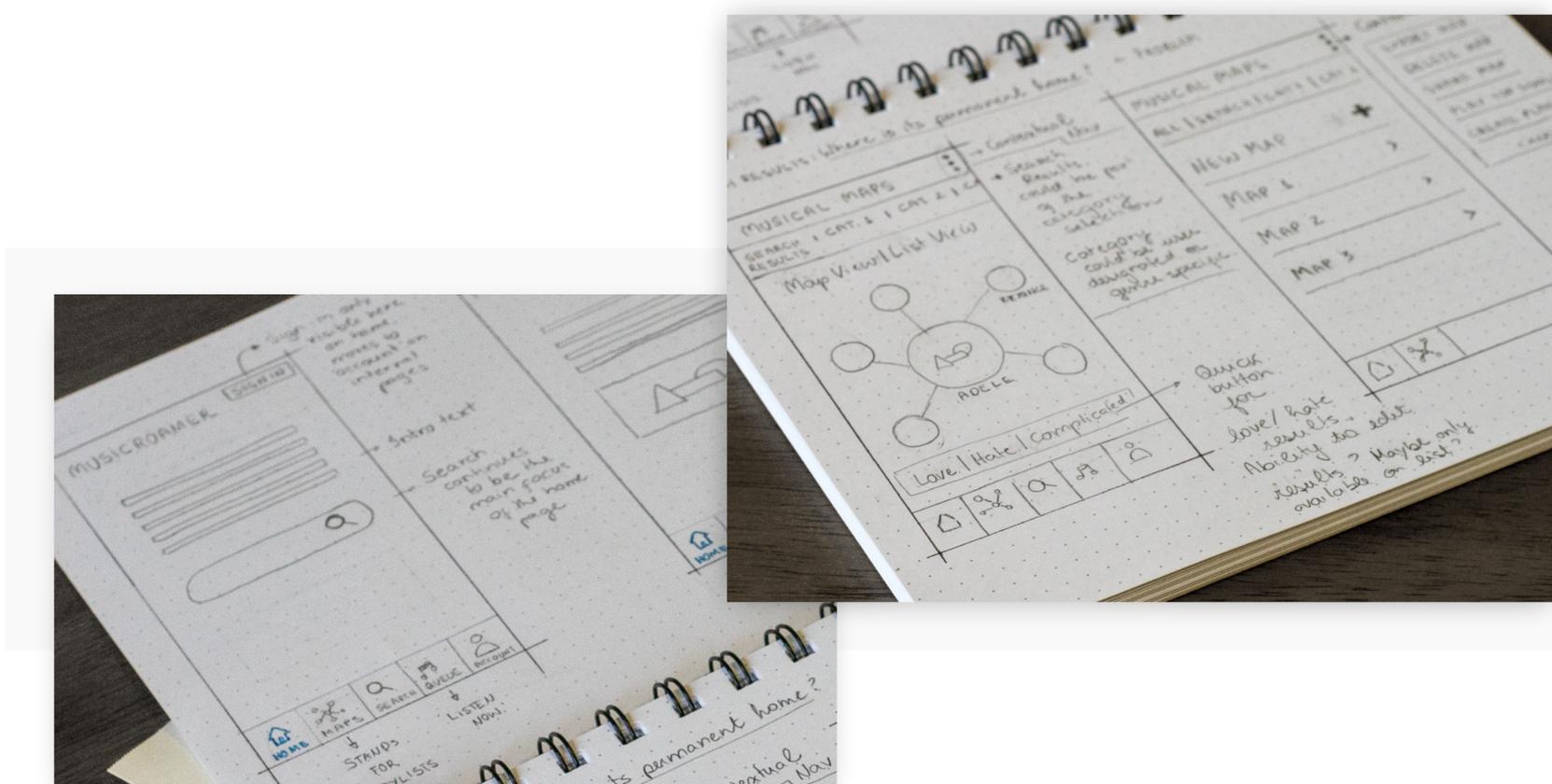
- Does this solution accommodate the needs of our personas?
- Does it solve a current UX issue?
- Do I believe it removes or adds complexity to the app? If it adds complexity, is there any value gained? Could I achieve the same gains another way?



PROTOTYPING & ITERATION

I used **inVision** to create **prototypes** allowing our team to test each interaction and discover if we missed any steps/problems with the user flow.

Prototype not available due to ongoing nature of the project.



Designing the User Interface

As we are finishing refining our ideas, I have started to explore the interface and visual design. My goal is to craft a **Design Language System**. I am creating clear, organized **design** rules defined by **context**. This system can empower our entire team to make visual design decisions on their own, allowing for fast development while keeping a cohesive brand.

We decided to keep the current tone of the brand - **clean, fun and straightforward**.

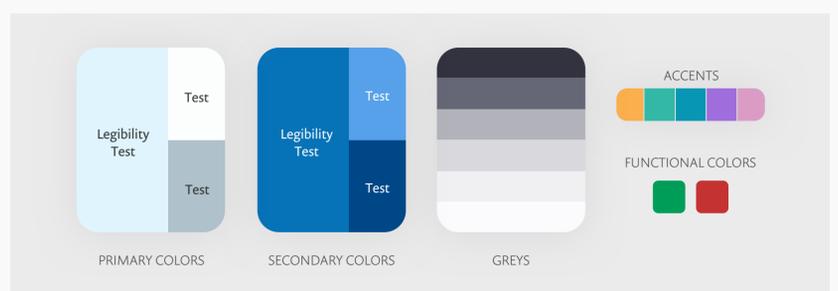
BRANDING

I made simple updates to the logo to reflect our new aesthetic.



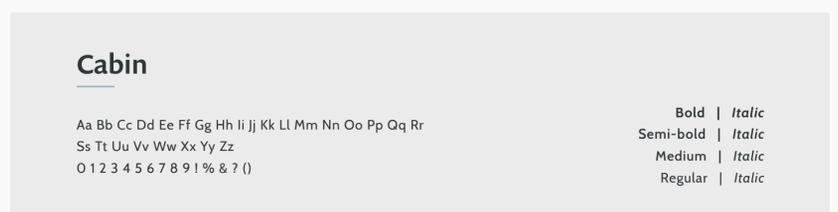
COLOR PALETTE

The color palette was **expanded** to be able to accommodate the overall requirements of a more **complex app**.



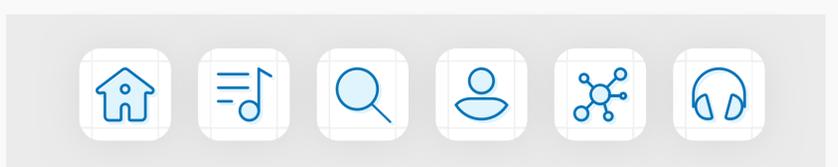
TYPOGRAPHY

I selected Cabin as our body typeface. As a **humanist sans** it has a friendlier feel than a pure geometric. It also manages to maintain **legibility at small sizes** an essential requirement for the artist labels of our maps. It has four weights that support the different elements of the app.



ICONS AND ILLUSTRATIONS

To keep our aesthetic harmonious, I am creating custom icons for the app. These are a couple of examples of our new **icon library**.



MICRO-INTERACTIONS & ANIMATIONS

Motion is part of our **ongoing work**. I'm exploring how the animation will be united with our design language to create a cohesive brand character.

Next Steps

The project is in for development, and the new layout and features will be **progressively released**. We would like to see new conversion into sign-ups and retainer (repeat usage). We will be testing our solutions for these metrics and continue to look for improvements.

As a result of this experience, I learned that when redesigning a product to fit into a new environment, you must:

1. Distill the essence of every existing feature and assess its value for the user.
2. Prioritize experience over feature increase.