



TIMELINE

Dec 2024

PLATFORM

iOS App & Android App

MY ROLE

Product Design

My Role

I led the design, user testing and development of this project from end to end.

Problems

Visual Noise and Cognitive Overload

Many streaming services prioritize upselling (podcasts, audiobooks, ads) over the music itself, leading to a cluttered and distracting interface.

Navigation Friction

Users often face a "multi-click journey" to access their personal library or specific playlists, making the experience feel cumbersome rather than intuitive.

Neglecting Visual Identity

Standard UI layouts often shrink or obscure album artwork, failing to provide the immersive aesthetic experience that music lovers crave.

Objectives Achieved

Prism utilizes a refined dark-mode aesthetic with soft glow accents. By stripping away non-essential elements, the interface reduces cognitive load and allows the user to focus entirely on the music and the mood.

We implemented a standardized bottom navigation bar (Home, Search, Library). This classic approach ensures a low learning curve and provides a "single-tap" path to the most important sections of the app.

The circular progress bar integrated around the album art transforms the artwork into the centerpiece of the experience. This creates a futuristic, immersive environment that respects the visual identity of the music being played.

