



# Roadtripr

Start Your Journey Now!

Traveler

Roadtripr Redesign

Stiven Sepulveda

[sepulveda.stv@gmail.com](mailto:sepulveda.stv@gmail.com)

[www.linkedin.com/in/stivensc/](http://www.linkedin.com/in/stivensc/)

# RoadTripr

Roadtripr is a sound design project created to enhance your mind and heal your brain. It provides a stimulating audio experience that can gently help you explore yourself. All audio elements are collected, synthesized, composed, and designed by Gavin Kwon.



# UX Research

Roadtripr has a large repertoire of professional and excellent soundtracks for relaxation. However, as a service linked to mental health, the app is expected to meet users' expectations and be accessible for everyday use.

## Key points:

- **Functionality:** The app should be easy to use and navigate, with clear instructions and intuitive controls.
- **Accessibility:** The app should be accessible to people with disabilities, including those with visual impairments.
- **Content:** The app should offer a variety of high-quality soundtracks that are tailored to different needs and preferences.
- **Customization:** Users should be able to customize their experience by creating playlists, setting timers, and adjusting other features.
- **Privacy and security:** The app should protect users' privacy and security, and should be transparent about how data is collected and used.

**By addressing these key points, Roadtripr can position itself as a leading app for mental health and well-being.**

# How do we research?

We conducted anonymous online surveys with different types of users:

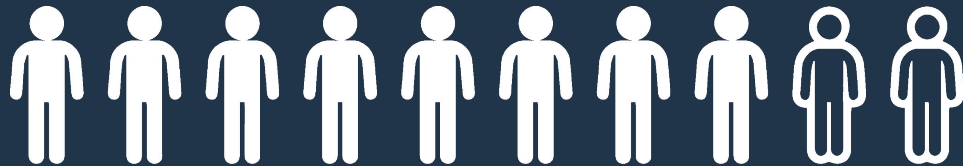
- **Roadtripr users:** People who have used Roadtripr to relax.
- **Soundtrack listeners:** People who usually listen to soundtracks to relax.
- **Non-users:** People who have never used soundtracks to relax.



Between 22 to 35 years old.

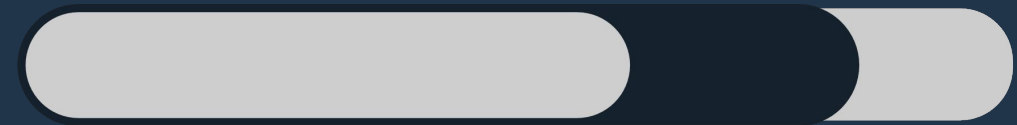
# Research

Music does more than just improve our senses or relax symptoms of anxiety. It also puts you in a good mood, helps mitigate pain, improves quality of life, stimulates learning, communication, and body expression.



**8 out of 10**  
people use soundtracks to relax.

In what situation?



Work

Study

Rest

# What we discovered

Most users like apps that have a certain diversity and versatility in terms of music. They also want to have access to different interactions that help them in their day-to-day lives or in the moments they want to use for relaxation.

When it comes to interacting with the soundtracks in the app, many users express displeasure at having to listen to them randomly, which subsequently makes them stop using the app.





Bryan

26 years old  
New User

Hypothetical scenario:

Randomized playback of tracks that help you relax and achieve mental health.

objective:

Use the app successfully for relaxation in an alternate environment. The user should be able to interact with the app in such a way that they can constantly return and continue listening to music at any time.

Deciding:

- 1. Choose the app.
- 2. Download the app.

Using the app:

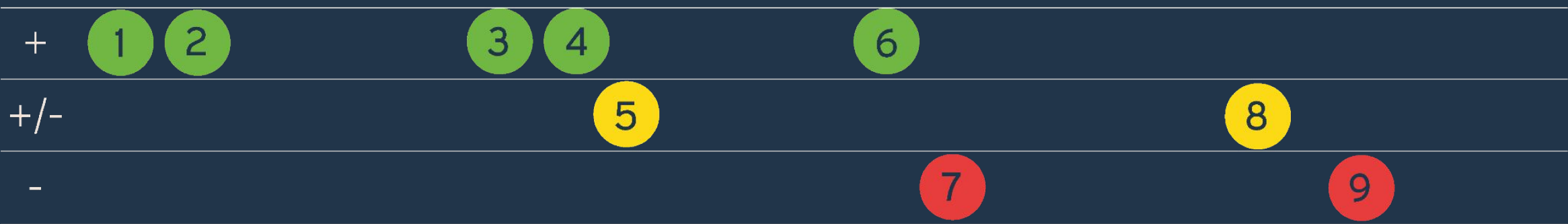
- 3. Choose the situation.
- 4. Play the tracks.
- 5. Shuffle the tracks.

Peaceful time:

- 6. Feeling relaxed
- 7. Feeling undecided about the next track.

End of your free time:

- 8. Browse other themes to play shuffle the tracks.
- 9. You run out of interactions.



The app's aesthetics are crucial for downloading the app.

Once inside the app, when selecting an atmosphere, the app should be able to explain the themes that will be played next.

Choose another dynamic that allows you to access all tracks without losing the objective of this app.

Provide the user with more interactions in the app that will help them relax and get the most out of all the themes.

# Affinity Map

What do users want when interacting with a relaxation music app?

## SOUNDTRACK

Playback Modes

Shuffle Options

Sound Effects

Necesidad de agregar diferentes instancias las cuales le permita al usuario jugar con diferentes modalidades de reproducción.

## CONTENT

Positive Messages and Recommendations.

Educational and Interactive Sections.

The user feels that having different types of content will allow them to use the app more often.

## INTERFACE

Playback View on Locked Phone

Next-level design

Intuitive and Fluid

Need for a perfect user interface for the user to get more attached.



# Trend Matrix

Music for Relaxation

	FORMERLY	CURRENTLY	EMERGING
PERSONA	People with a lot of stress	People with stress or who want to relax	Everyone who wants to relax, change their environment, and feel good
TECHNOLOGY	Discman: playing any CD on hand	Apps with special music for relaxation	Relaxation music with holographic landscapes
MARKET	Few opportunities Investing CASSETTE and CD	Increased opportunities in online investments and the cassette and CD sector	More opportunities for development in holographic vision technology
CULTURE	Lack of education and alternatives for managing stress	It is not always useful for everyone	Value propositions are included to target a wider audience
BUSINESS	All cash transactions and expensive advertising	Credit card payments and online advertising	Automatic online payments and publications with AI

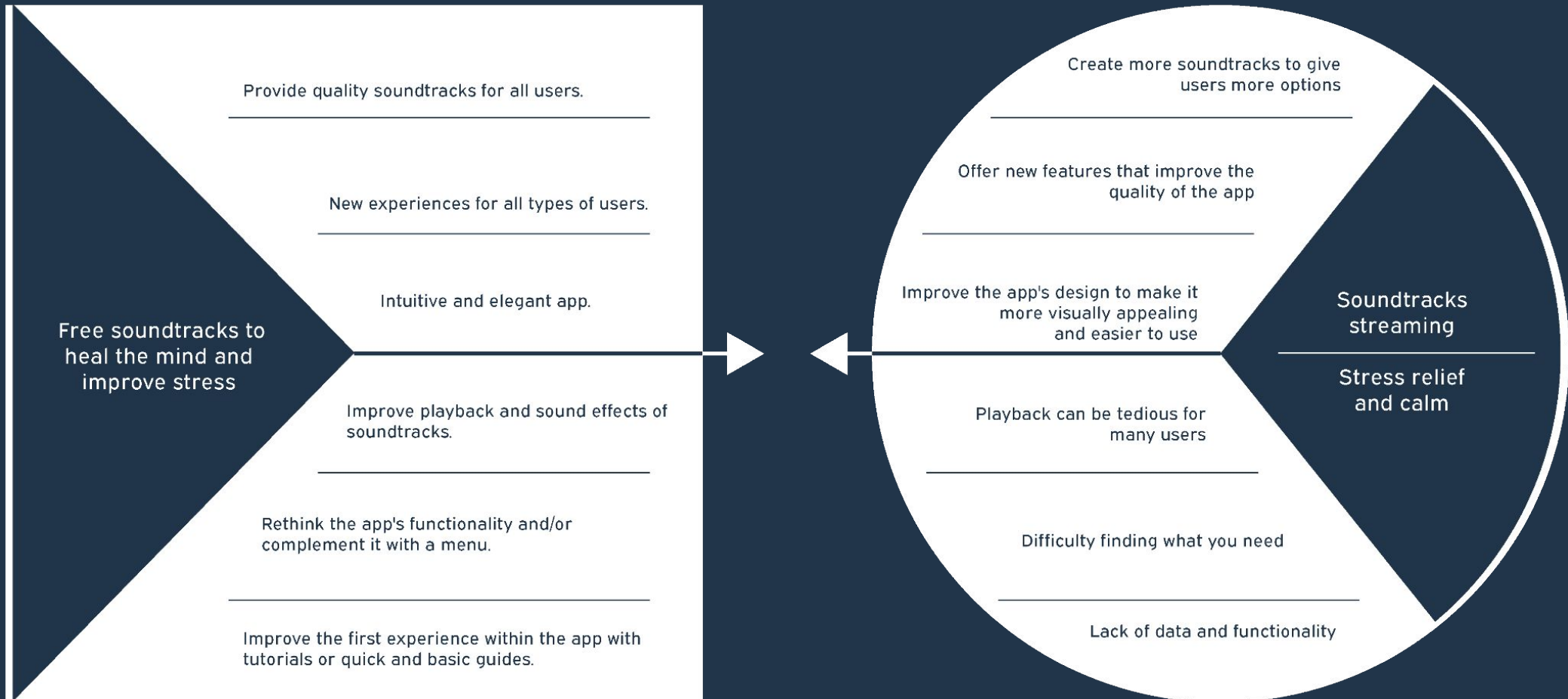
# Needs Matrix

Objective	Pain Points	Needs	Solution
Be able to use soundtracks in multiple ways for different types of users	Phase: Listening to soundtracks in the app. "But I don't like this one, it doesn't relax me, I want to skip it, I don't want to listen to it."	- Users want more control over the soundtracks	- Implement randomization of soundtracks based on user preference
Offer users more experiences in the app	Phase: Interacting with the app. "Is that it? It would be much better to have something else to do here."	- Users want more interaction and engagement	- Add daily relaxation tips - Include interactive features to allow users to choose music based on their surroundings
Be able to use the app without any problems	Phase: Interacting with the app. "I don't understand why these sound effects are here. I don't know what's going on."	- Users want a more intuitive interface	- Redesign the app for a more dynamic and user-friendly experience

# Value proposal

## Value proposal

## Customer/User Segment



# Mission Statement

Roadtripr needs users to feel identified with the app so that they can continue using it daily, with an excellent experience within it, and also intuitive and elegant.

We are focusing on its main functionality, which is to randomly play the soundtracks, but also adding new features for those users who want to choose the perfect soundtrack for their needs.

## Enhancing User Experience:

- **Make the app more personal.** This could be done by allowing users to create profiles, add favorite soundtracks, and share their playlists with friends.
- **Make the app more intuitive.** This could be done by simplifying the interface, providing clear instructions, and using consistent design elements throughout the app.
- **Make the app more elegant.** This could be done by using high-quality visuals, animations, and sound effects.
- **Add new features for users who want more control over their listening experience.** This could include things like allowing users to create custom playlists, skip songs, and rate songs.

# Objective

Roadtripr needs users to feel identified With an excellent experience within it. The app should be well-designed and free of errors, and that it should provide users with a positive and enjoyable experience., in addition to being intuitive and elegant.

Focusing on its main functionality, which is to randomly play soundtracks, But also adding new features for those users who want to choose the perfect soundtrack for their needs. This means that the app should also allow users to choose the soundtracks they want to listen to, based on their mood, activity, or other factors.

# Solution

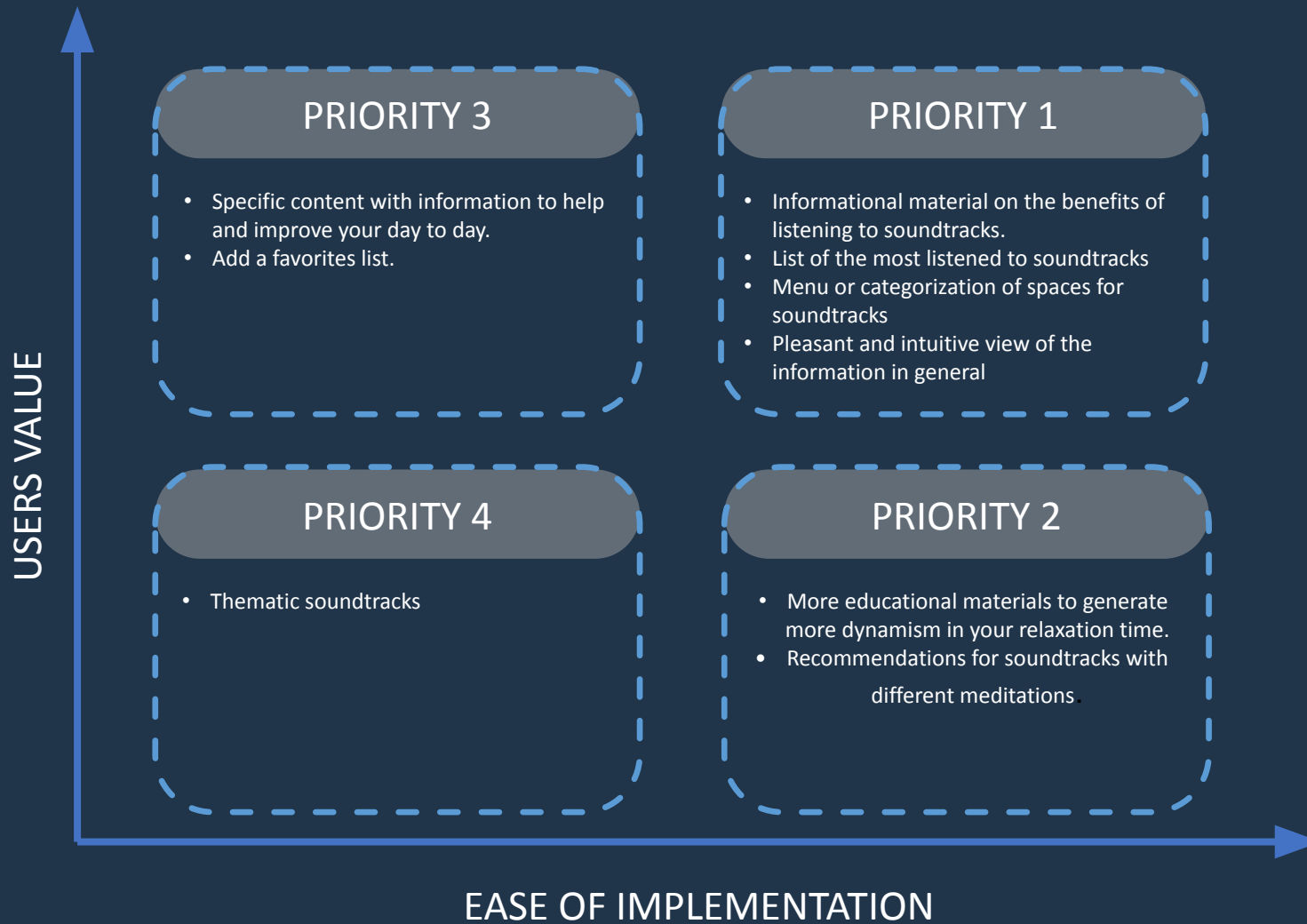
Implement a tap bar where users can easily access the three different playback instances. This means that the app should have a tap bar at the bottom of the screen with three different buttons, each of which will take the user to a different playback instance.

It is essential to add to the tap bar/home different categories that can redirect users to the three instances of the menu, helping them to recognize the different sections of the tap bar, such as "Explore," "My Music," and "Meditate," which will help users to find the content they are looking for.

The audio player interface, which is extremely important for Roadtripr, should include a short tutorial that can show users how to manipulate the effects and playback states.

In addition, a thematic problem was found, which will be taken into account to give a proposal for a redesign of the Roadtripr name and logo. This means that the app's name and logo do not currently match the app's theme, so they will need to be redesigned.

# Feasibility, Viability and Desirability



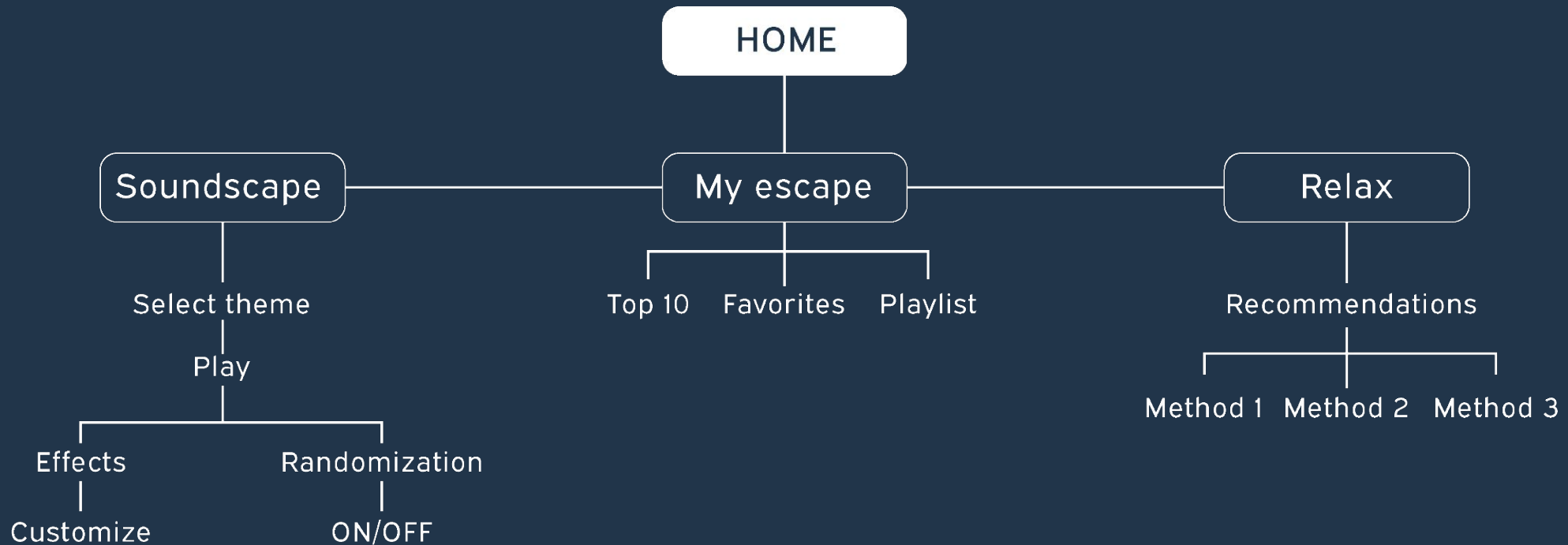
Working Prototype



# Tree Testing

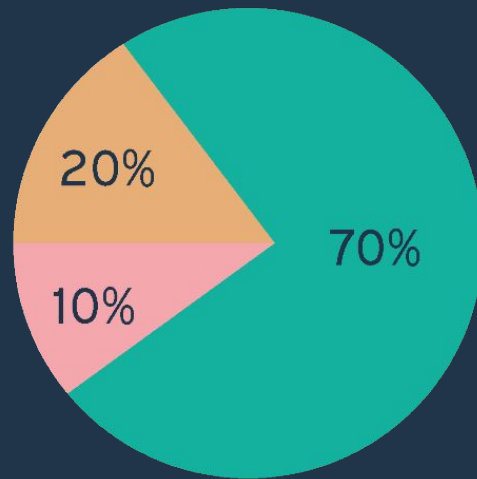
A tree test was conducted with 10 people who were assigned three different tasks to validate the application.

This will allow us to analyze whether the proposed paths are well defined so that users can solve the tasks in the best possible way.

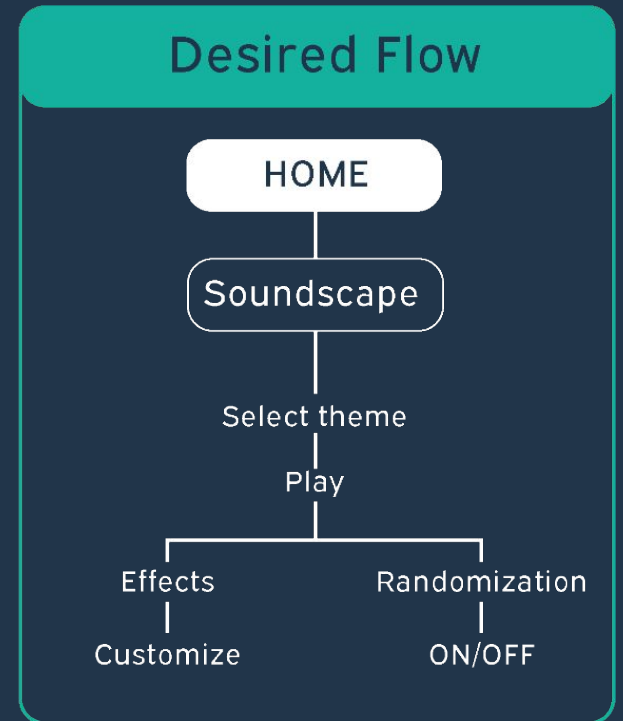


# Task 1

“You want to play a soundtrack and customize the effects”



- Direct success
- Indirect success
- Direct Error



Average resolution time

**15 s**

Completing task Success

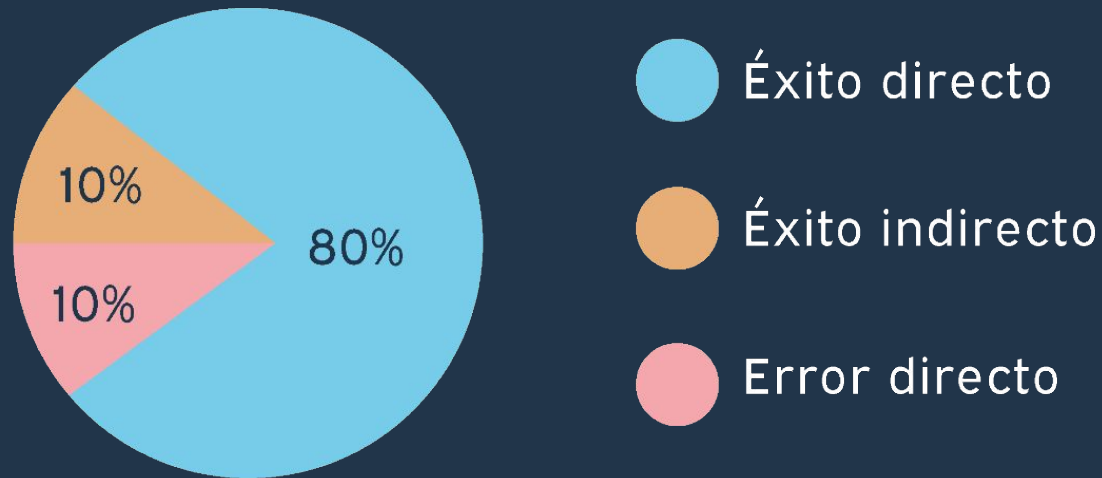
**90%**

Immediacy to complete the task

**90%**

# Task 2

“You want to see the most popular soundtracks and your favorites”



Average resolution time

**12 s**

Completing task Success

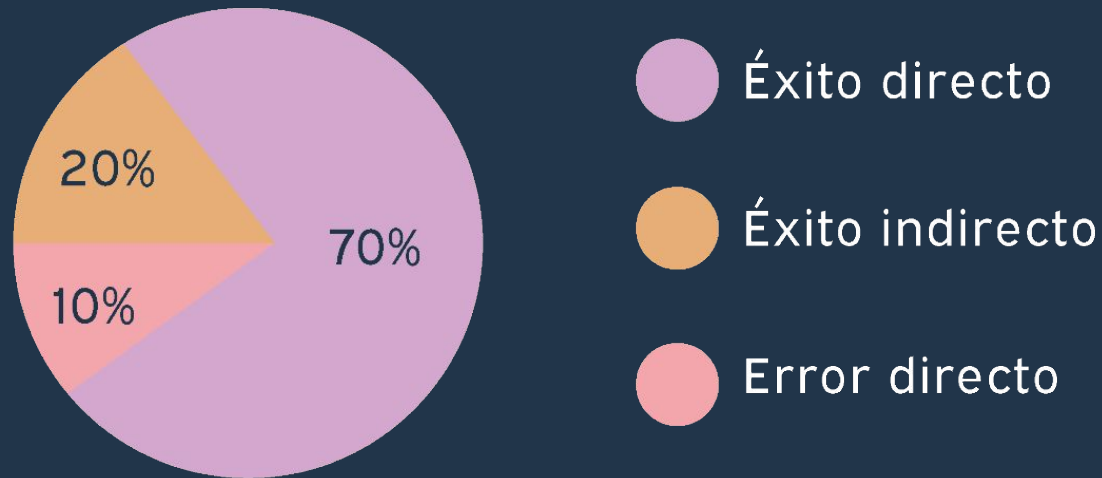
**95%**

Immediacy to complete the task

**95%**

# Task 3

“You want to learn about different relaxation techniques”



Average  
resolution time

**14 s**

Completing task  
Success

**90%**

Immediacy to  
complete the task

**90%**

# Card Sorting

	Soundtracks	My Scape	How to Relax
Select sign	8	2	
Play	10		
Effects	9	1	
Customize	9	1	
Randomization	10		
ON/OFF	10		
Top10	2	8	
Favorites	3	6	1
Playlist	2	8	
Recommendations	1		9
Method 1		1	9
Method 2	1		9
Method 3			10

**Note: Insights from Card Sorting** Card sorting helped us identify flaws in our new architecture. While users didn't have significant trouble placing cards in the desired categories, we decided to rename the three categories to be more straightforward and easily digestible. This change aims to mitigate the small percentage of users who had difficulty sorting the cards correctly.

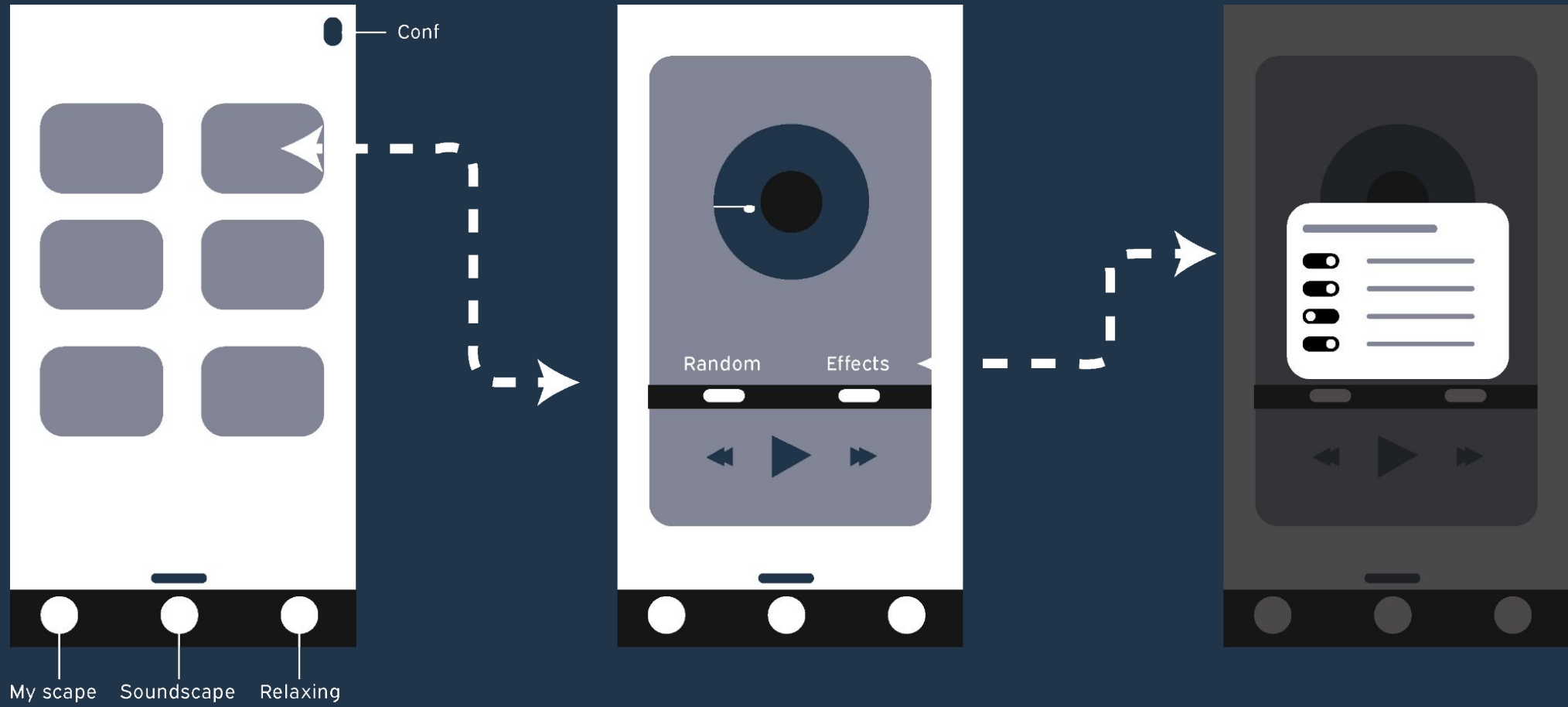
# Conclusions

Based on the results of the tree test and card sorting, we propose the following:

- **Create a tap bar with three tabs:** One for each of the three playback instances. This will make it easy for users to find the content they want.
- **Use clear and concise labels for the tabs:** The labels should be easy to understand and should accurately reflect the content of each tab.
- **Use icons to help users identify the tabs:** Icons can be a helpful way to visually distinguish the tabs and make it easier for users to find the one they're looking for.
- **Place the tap bar in a prominent location:** The tap bar should be placed in a location where it is easily visible and accessible to users.
- **Provide a short tutorial on how to use the playback interface:** This will help users learn how to use the interface and get the most out of it.
- **Redesign the Roadtripr name and logo:** The current name and logo do not accurately reflect the product's new direction. A redesign will help to create a more cohesive and visually appealing brand identity.

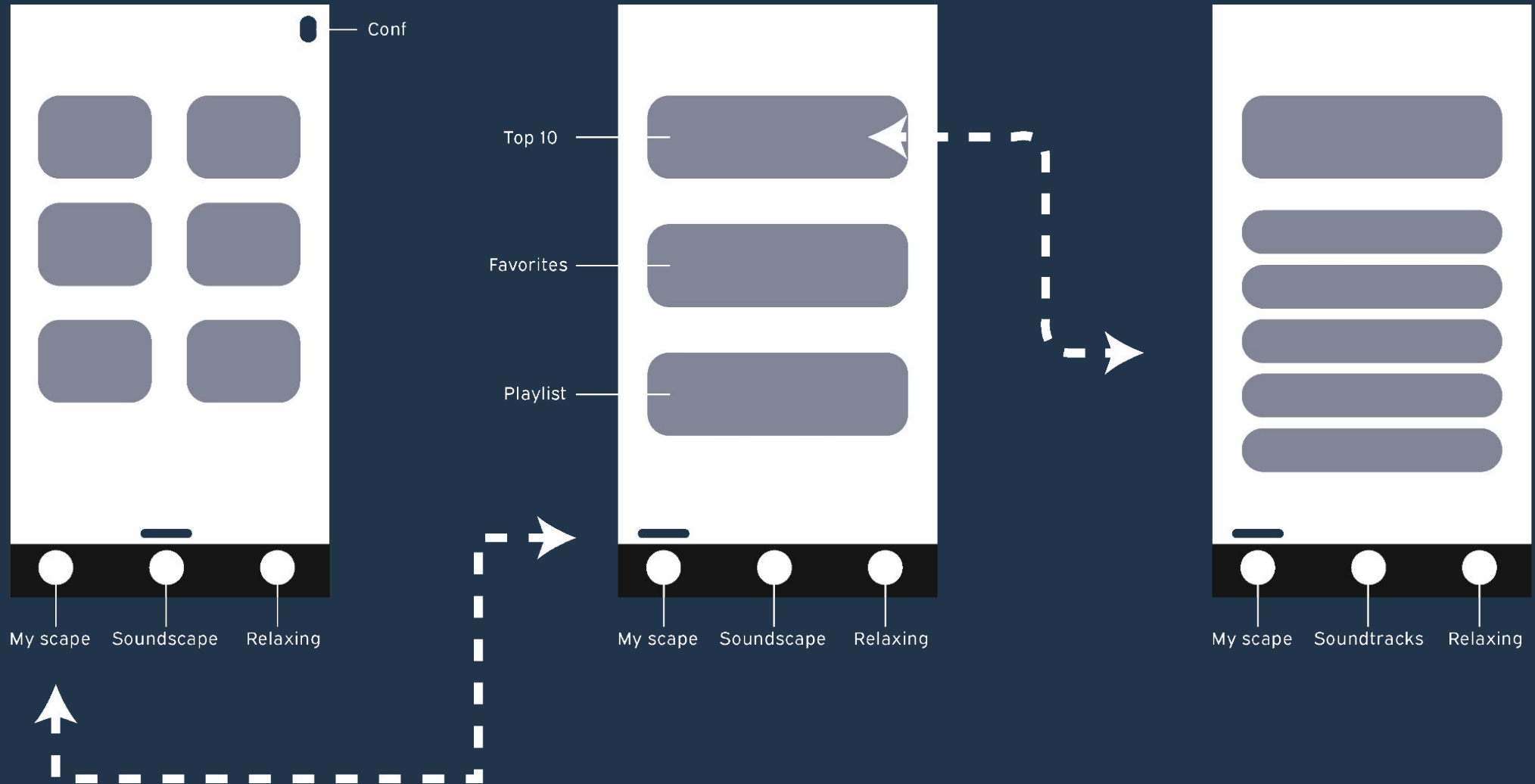
# Wireflow

“You want to play a soundtrack and customize the effects”



# Wireflow

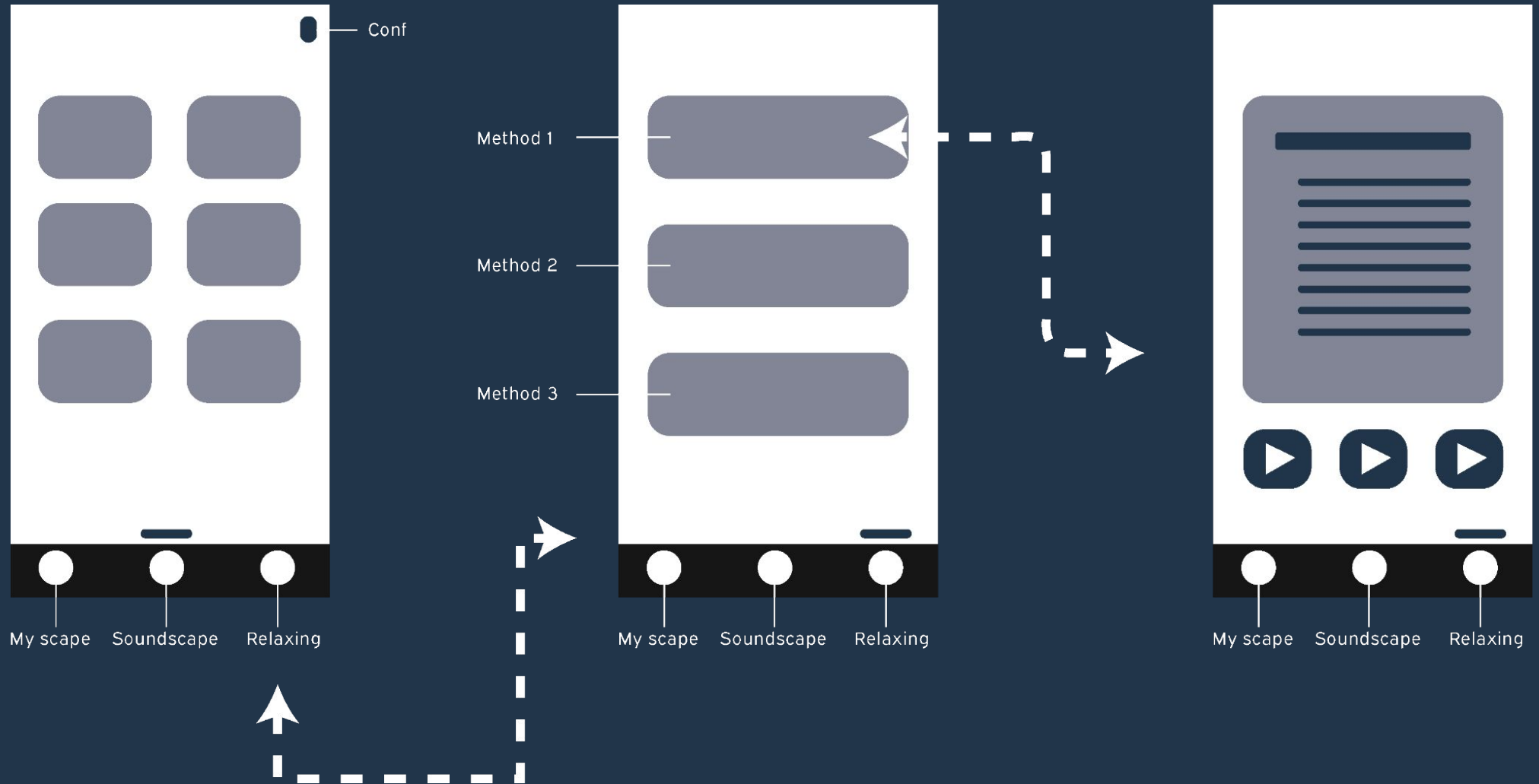
“You want to see the most popular soundtracks and your favorites”





# Wireflow

“You want to learn about different relaxation techniques”



Design System

# Shared Purpose and Values

## Quality

We understand that user expectations are constantly growing. For us, offering a relaxation and meditation method that helps everyone is fundamental. That's why we provide different high-quality sound themes and a custom app.

## Time

We understand that time is precious, and many people have busy and stressful days that can lead to stress. That's why we want to help them easily use their extra time to relax with our sound themes in a quick and easy way, anywhere, anytime.

## Intuitive

We want everyone to be able to access our app in an easy and simple way. That's why our design and animation are basic, very iconic but eye-catching, and use different illustrations that help with the overall theme.

# Design Principles

## Simple

Keep the interface simple, easy to use, and straightforward so that users don't waste time navigating without understanding where they are going.

## Clean

Since illustrations will be used, maintain a clean aesthetic and free of unnecessary or extraneous elements.

## Modular

Modular. Composed of interchangeable and reusable elements.

## Balanced

Prioritize the visual balance of the composition of graphic elements such as icons and buttons to provide the user with a much more relaxed and fluid experience since the illustrations will take all the attention.

## Minimalist

A minimalist design will help all of these design principles to come together better and avoid potential visual interruptions for the user.

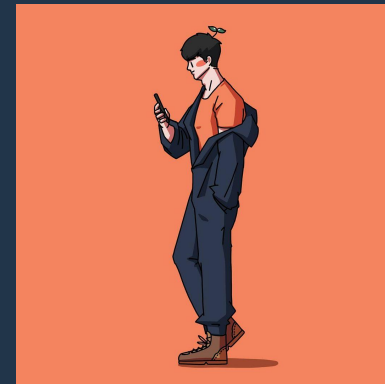
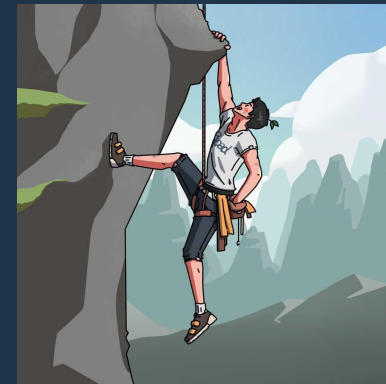
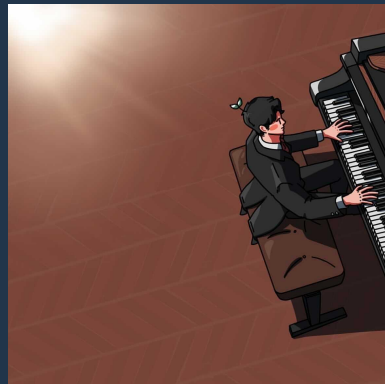
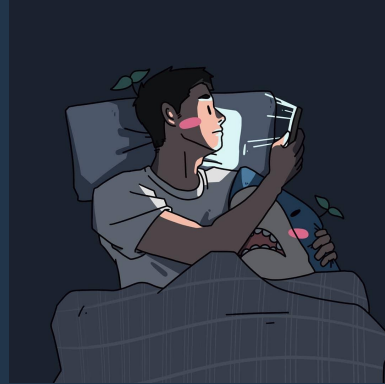
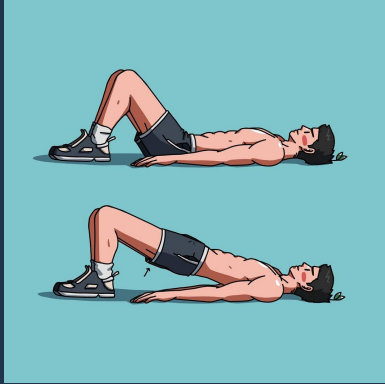
# Logo

After finding that users were having difficulty understanding the main theme of Roadtripr, we redesigned the logo to incorporate an essential part of the app's current illustrations. This has caught the attention of many of our users.

We also changed the typography to a more organic font that matches the new theme. The name will be changed to Traveler, which will refer to the character who travels to different places to relax.



# Imagery



# Golden Circle



## WHY

Because we want to revolutionize how people use soundtracks to relax. We envision a world where everyone can leverage their time to enjoy and heal their minds more effectively and instructively.

## HOW

**Generic:** Music and Meditation

**Specific:** Soundscape player for meditation and stress management tips.

**Identity Text:** Press play and enjoy the perfect soundscape for every situation.

## WHAT

An app that provides everything you need for the best soundscape listening experience. This will help you unlock deeper relaxation, enhance your meditation practice, or promote healing.

# Defining Voice

	<b>Efficient</b>	<b>Accessible</b>	<b>Reliable</b>
<b>Concept</b>	Play Soundtracks	Access for all types of users	Play without delays
<b>Verbosity</b>	Without qualifiers or linguistic accessories	Words needed to convey the message	Clear and short words. Suitable and simple suggestions
<b>Vocabulary</b>	Quick, simple, enjoy your time	Within everyone's reach	Without delays, without detours
<b>Grammar</b>	Simple sentences and phrases	Short sentences	Complete and clear sentences
<b>Punctuation</b>	Use of semicolons. Necessary punctuation marks	Use of semicolons. Avoid question marks	Use of semicolons for clarity of information
<b>Use of capital letters</b>	Buttons and titles within containers No capitalization	Buttons and titles within containers No capitalization	Buttons and titles within containers No capitalization

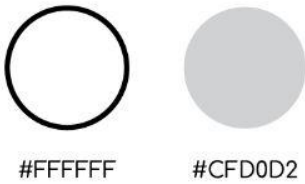


# Guide

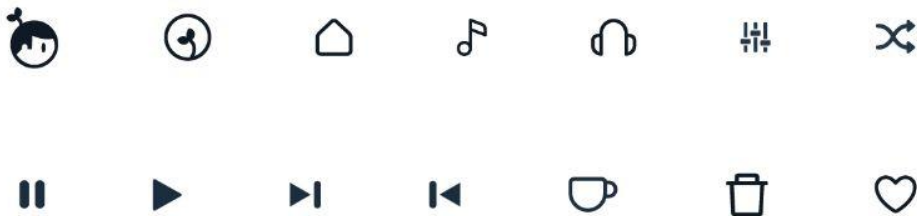
Theme	Description	Good Practices	Bad Practices
Confirmation Messages	We confirm that the action has been carried out.	-Added to your favorites	-The soundtracks were successfully added to your favorites
Error Messages	We alert and report the error that occurred clearly and bluntly.	-First create a Playlist	-Error -Error - Can't add soundtrack
Description	Show the user the process they should carry out, in a simple way and with a few words.	-Choose the ideal theme for today	-Below we show you 7 different soundscape themes, choose the one that suits you best.

# Components

## Color palette



## Iconography



## Typography

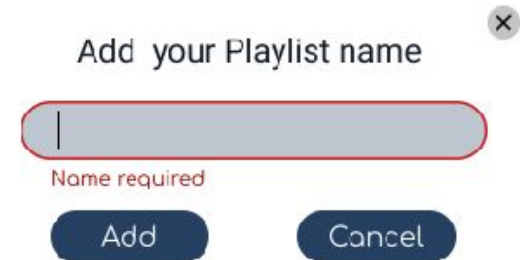
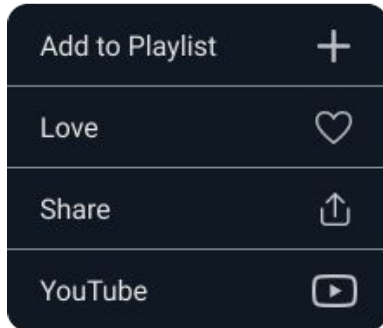
Comfortaa Regular 18-22 px

### Comfortaa Semi-Bold 25 px

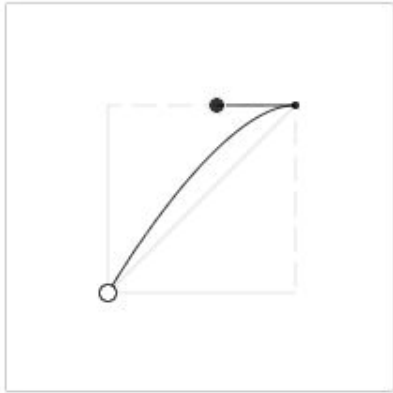
The newly adopted font is a modern typeface that enhances the clarity and personality of our messages.

Headlines	25px	Comfortaa semi-bold
Primary buttons	22px	Comfortaa Regular
Secondary buttons	16-22px	Comfortaa Regular
Subtitle	18-22px	Comfortaa Regular
Paragraphs	17px	Comfortaa Regular

# Components



# Choreography



0, 0, 0.58, 1

## Animation

### After delay

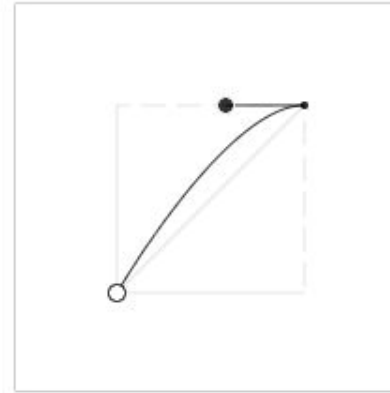
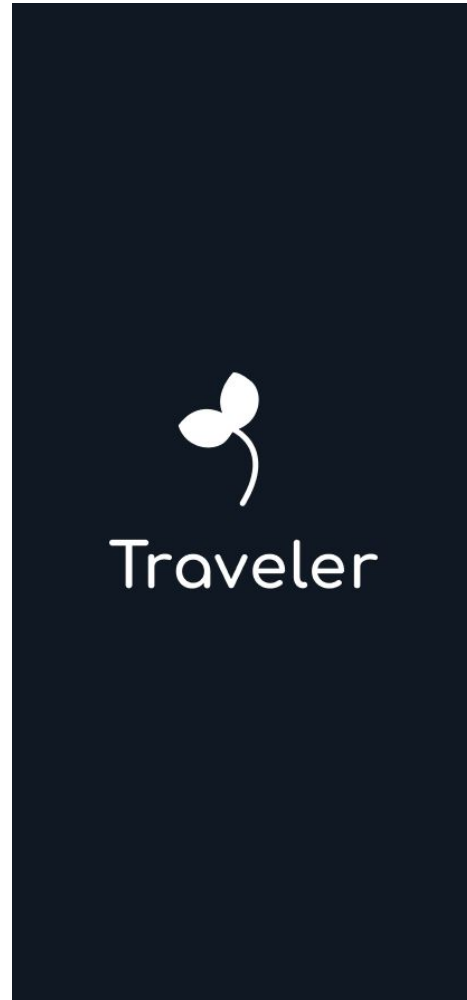
Delay 1ms

Navigate to [Inicio](#)

Animate Smart animate

Curve Ease Out

Duration 200ms



0, 0, 0.58, 1

## Animation

### On click

Navigate to [Sleep better](#)

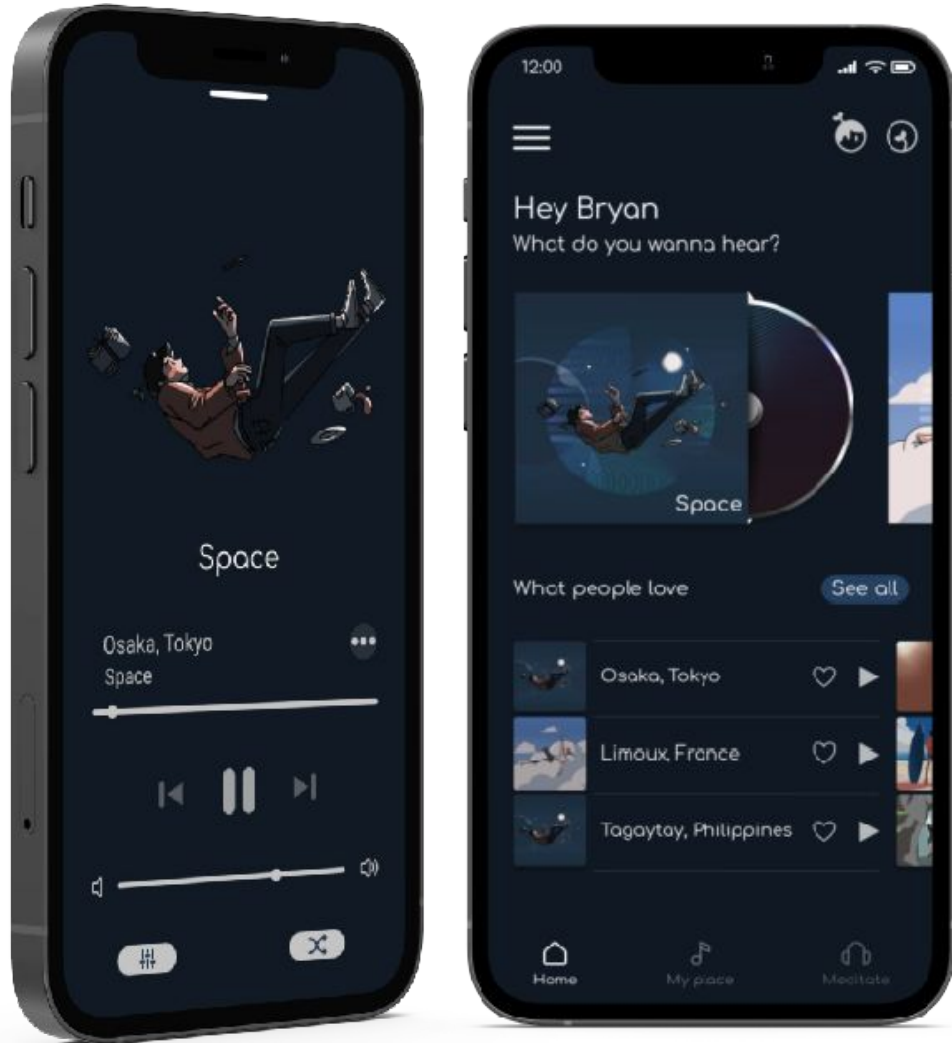
Animate Smart animate

Curve Ease Out

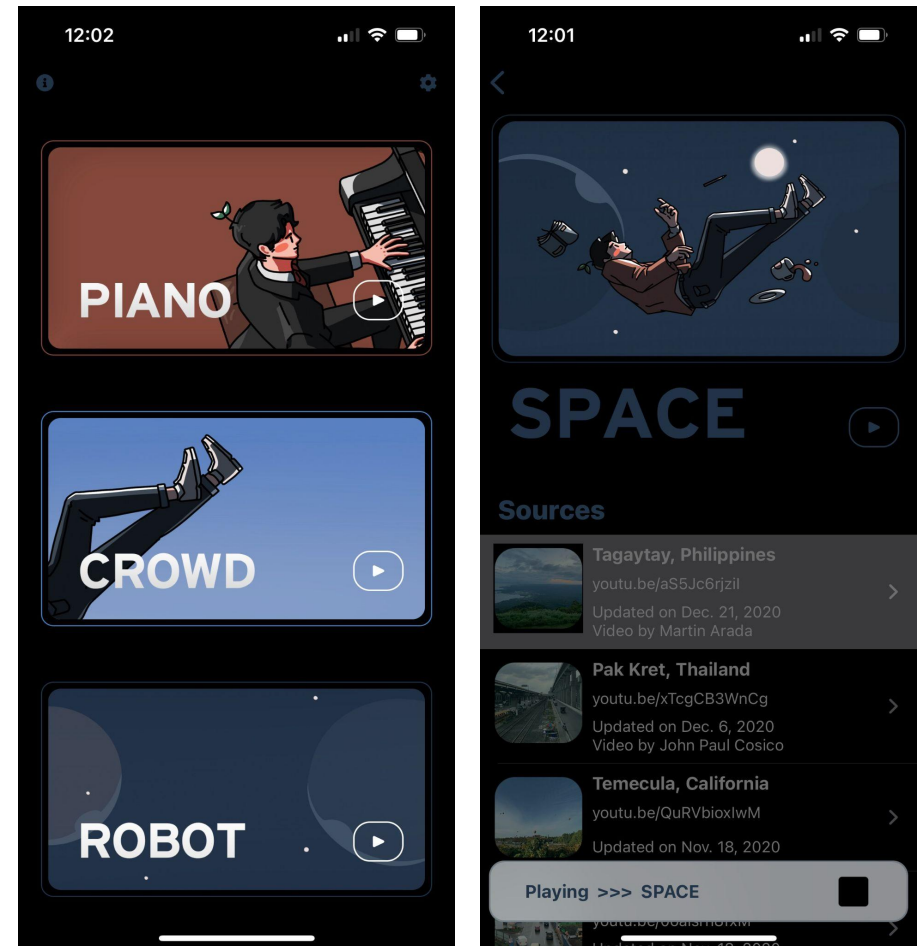
Duration 300ms



# Wireframes



Redesign



Old version





# Home



The redesigned home provides access to soundscape albums and easy navigation to popular soundtracks and relaxation tips.

# My place

## Playlist

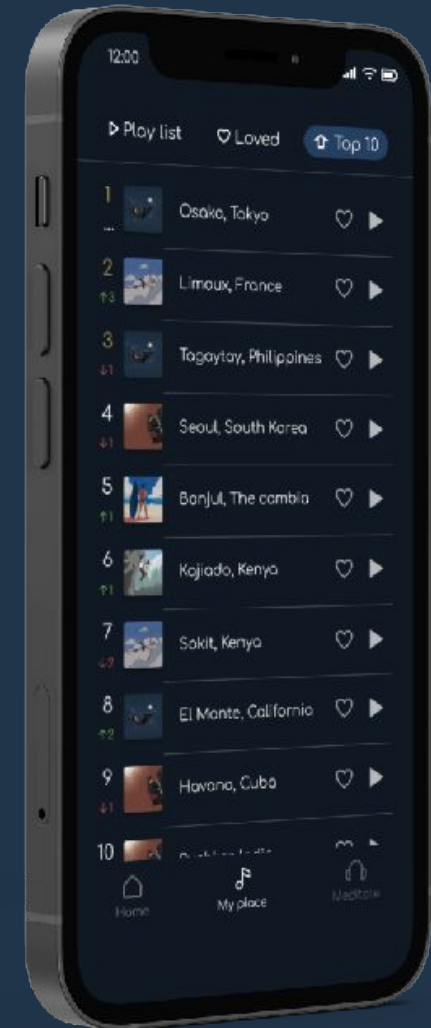
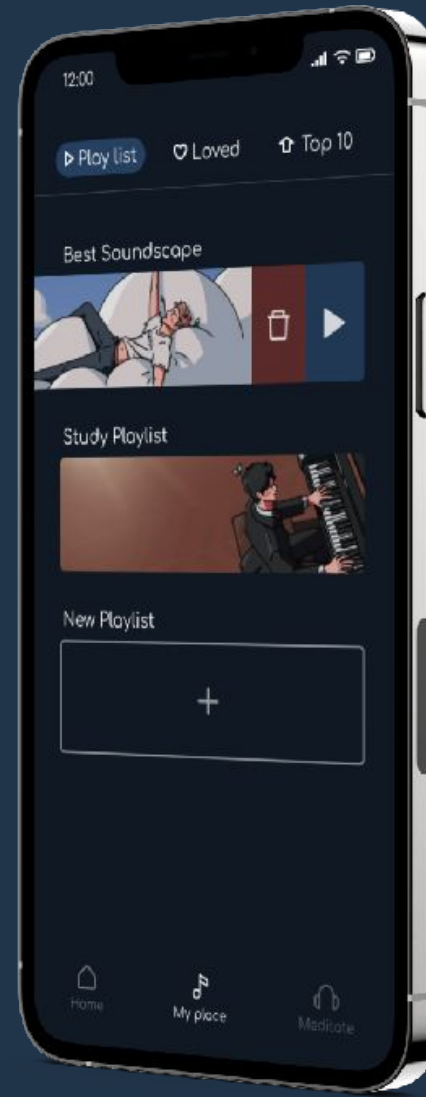
Craft your ideal playlist for your favorite spot.

## Loved

Save your favorite tracks from a variety of soundscape albums.

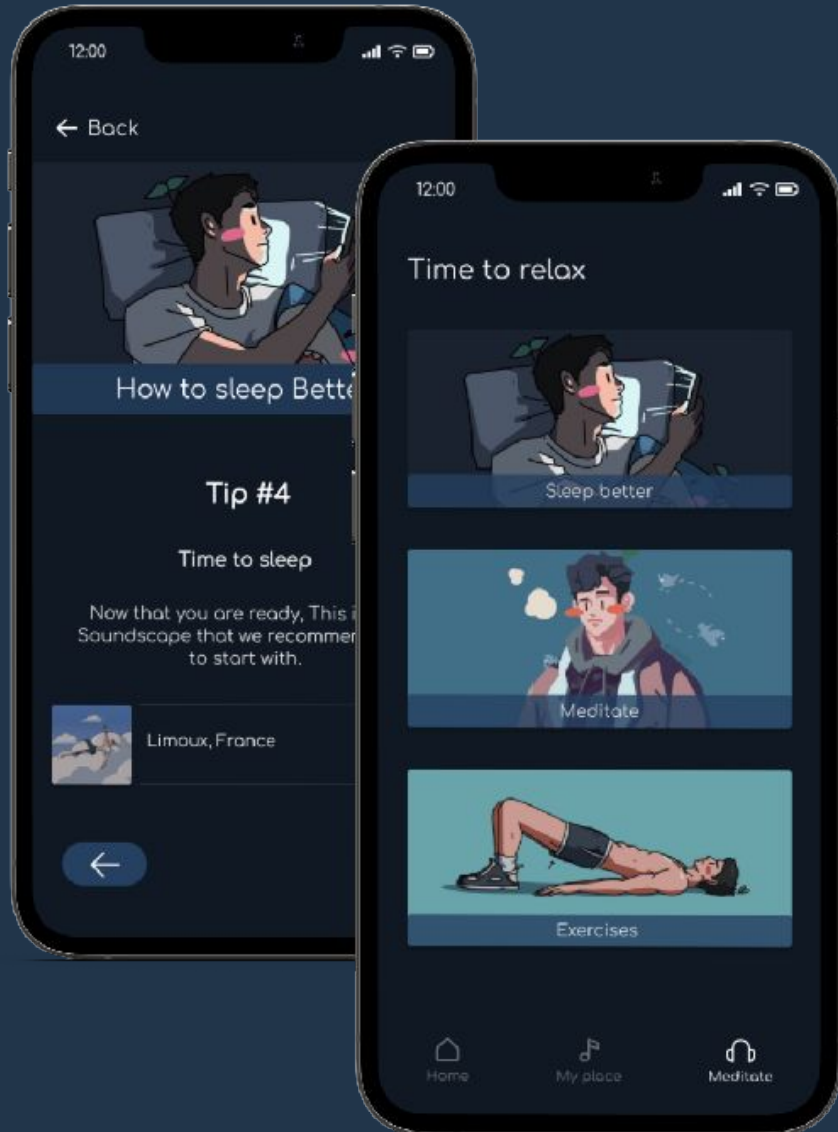
## Top 10

Discover the most-played soundtracks





# Meditate



Discover a hub of diverse relaxation tips complemented by our array of soothing soundtracks for optimal relaxation.

# Prototipo

LINK PROTOTYPE

# Traveler

Roadtripr Redesign

## Stiven Sepulveda

[sepulveda.stv@gmail.com](mailto:sepulveda.stv@gmail.com)

[www.linkedin.com/in/stivensc/](http://www.linkedin.com/in/stivensc/)