



An app concept and case study.

### About the Project

After looking at the market for podcast apps, I found a niche that has not yet been filled. The HearHER podcast app would specifically feature female podcast hosts, download their favorites, and build their own library. (All images belong to their respectful owners.)

iOS and Android platforms

### Research and Early Design Process

#### Research

Objective:

According to a 2018 report by Edison Research, the number of female podcast listeners has grown by 11% from 2014 to 2018. So, I would like to give women a resource to finding women-hosted podcasts through a simple app on their smartphone or tablet.



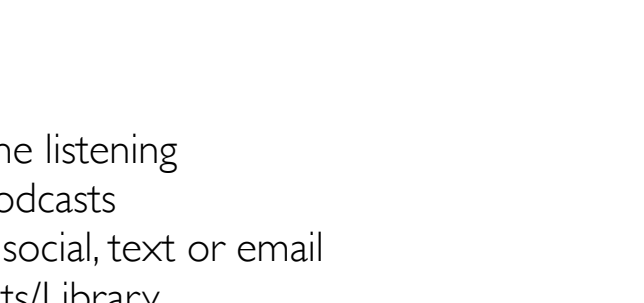
Screen shot from <https://www.edisonresearch.com/women-podcast-listeners-closing-the-listening-gender-gap/>

Context:

The app will focus on highlighting up-and-coming female hosts as well as veteran women who have been in podcast broadcasting for a long time. Subject matter will not be limited and opportunities to find women-hosted podcasts on any interest will be encouraged.

Users:

Women ages 12-55+. Edison Research reports a fairly equal listening ratios for women in this age range. I would also encourage any user interested in learning about or listening to more podcast with female representation to download the app.



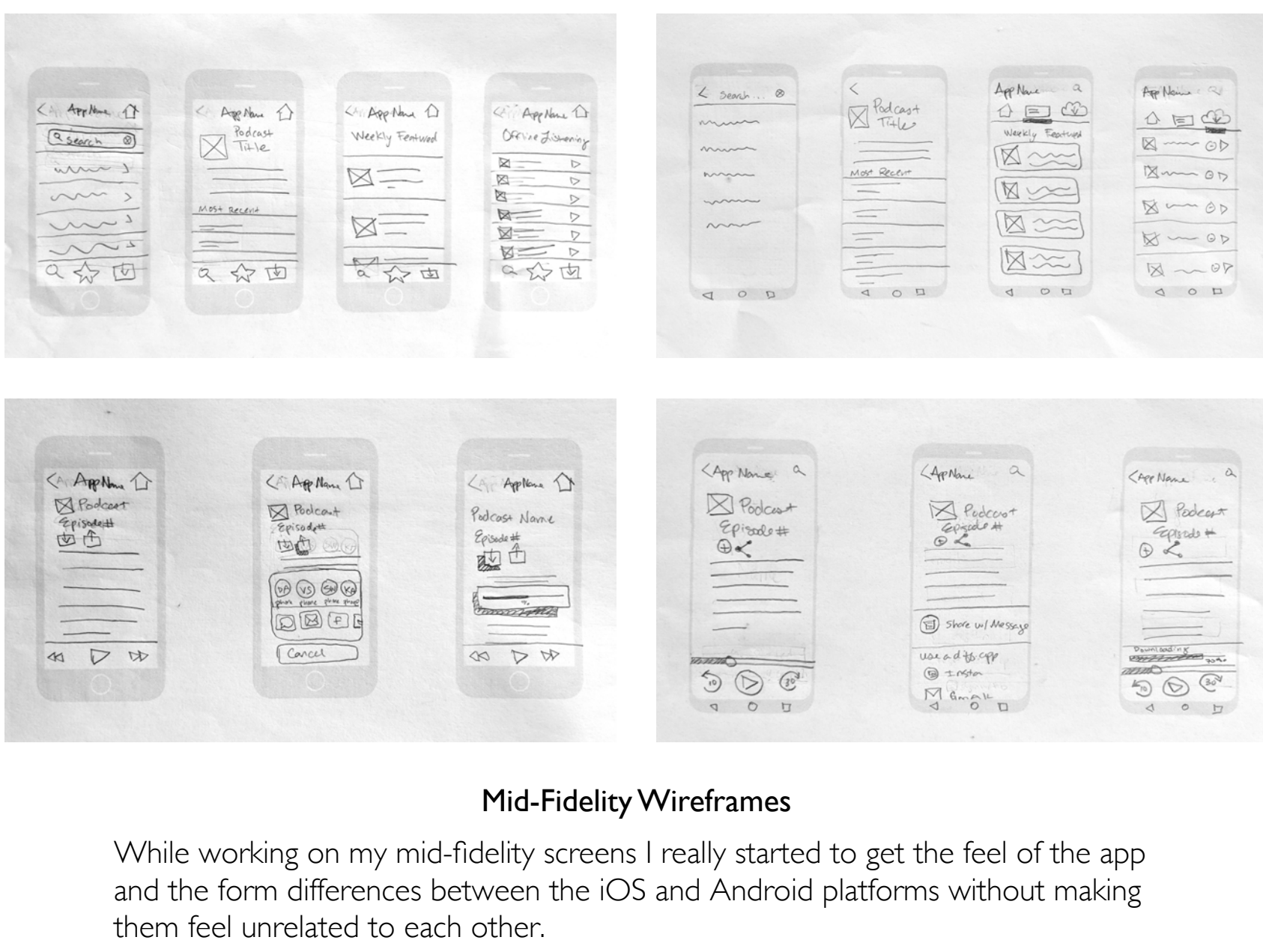
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Features:

- Create a profile
- Search
- Play podcast
- Download for offline listening
- Weekly featured podcasts
- Share podcasts via social, text or email
- Favorite podcast lists/Library

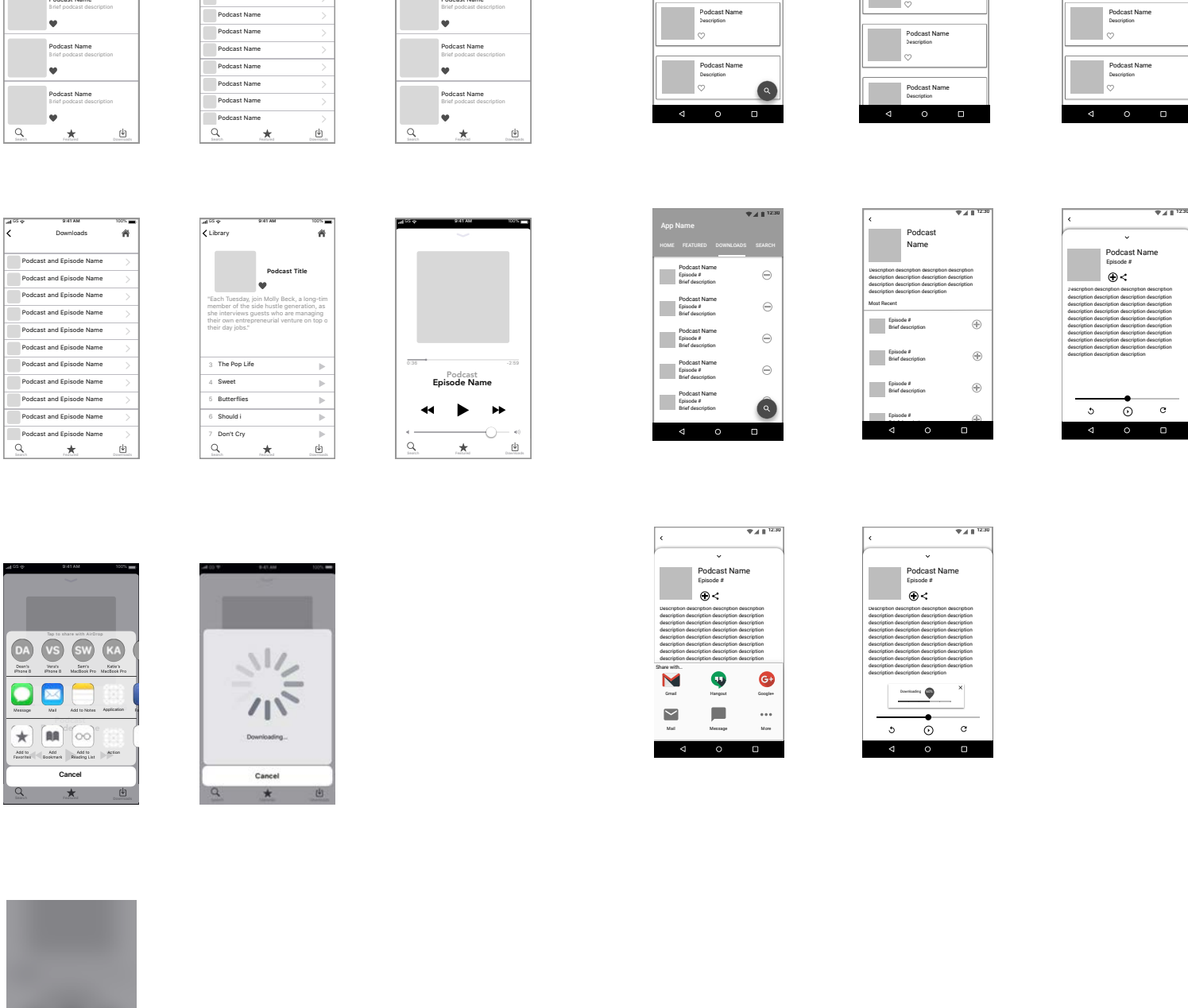
#### Low-Fidelity Wireframes

When making my low-fidelity and mid-fidelity wire frames I paid careful attention to Material Design and Human Interface Guidelines to ensure that, from the start, the HearHER screens would be compatible with iOS and Android standards. Starting with low-fidelity wireframes really helped me smooth out any initial problems due to the quickness of the simply erasing a pencil mark or grabbing a new sheet of paper.



#### Mid-Fidelity Wireframes

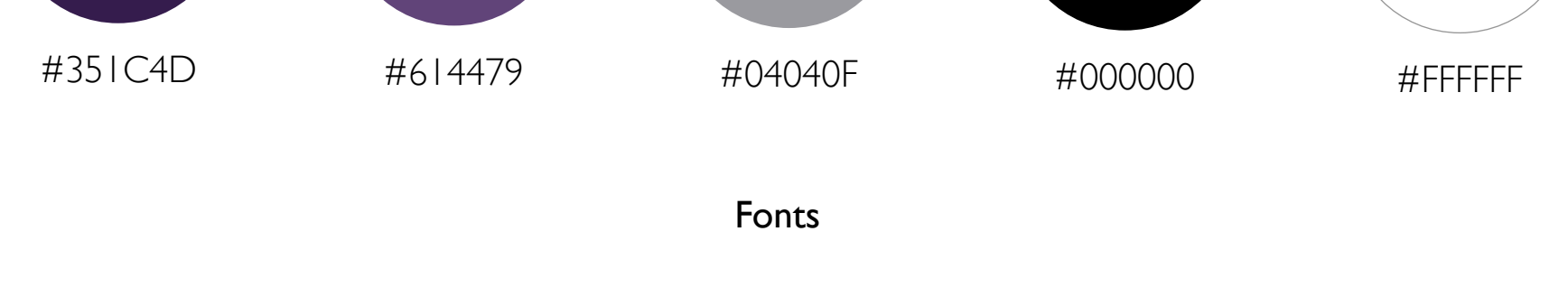
While working on my mid-fidelity screens I really started to get the feel of the app and the form differences between the iOS and Android platforms without making them feel unrelated to each other.



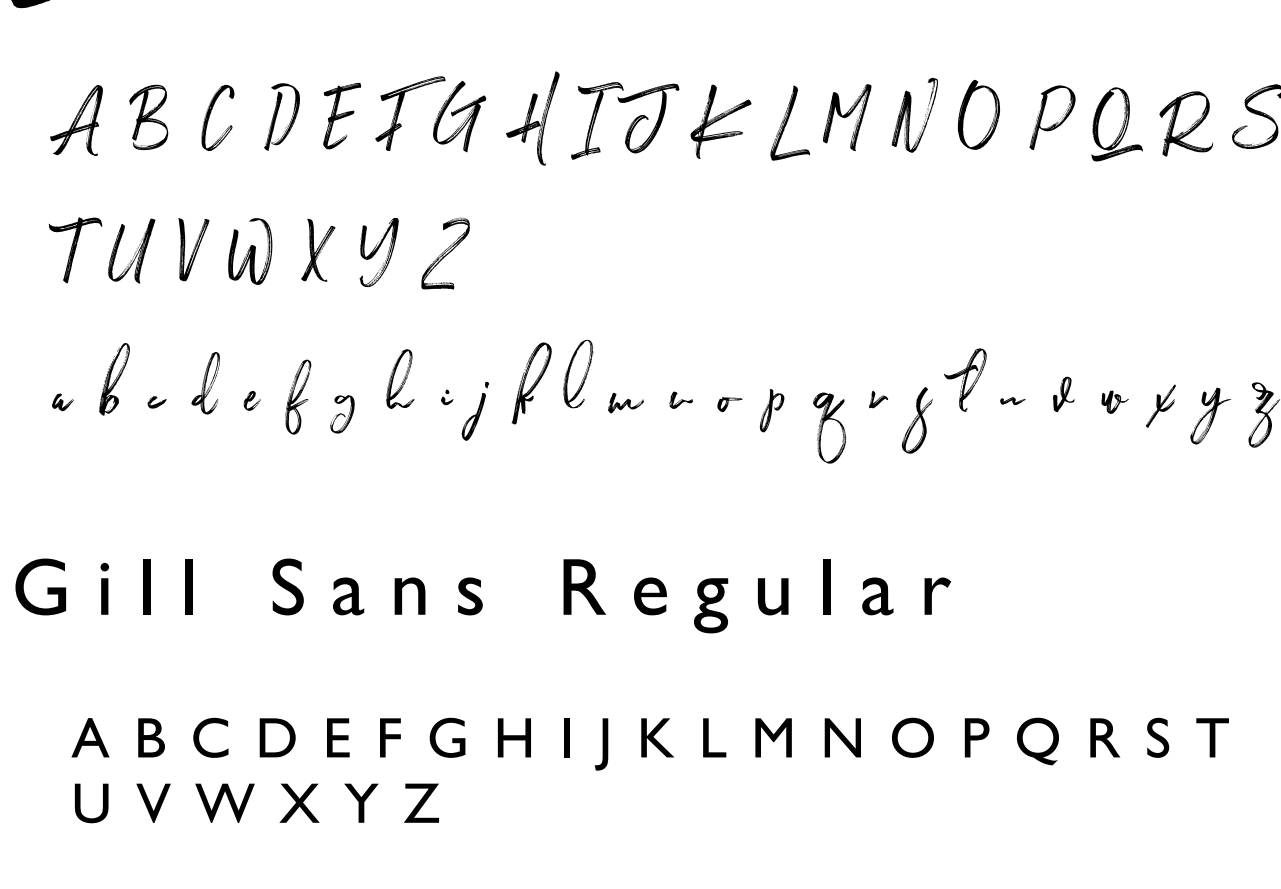
### Branding

When creating the branding for HearHER I wanted the user to get the sense of dignity, ambition and wisdom which is why I chose a dark purple as my main color. The choice of a lighter shade of purple and black and grey tones as accent colors was to emulate the feeling of sophistication for the user. My font choices were also chosen to echo the emotions. Quinn Wilmet feels elegant yet approachable and Gill Sans Regular is easy to read and practical.

#### Colors



#### Fonts

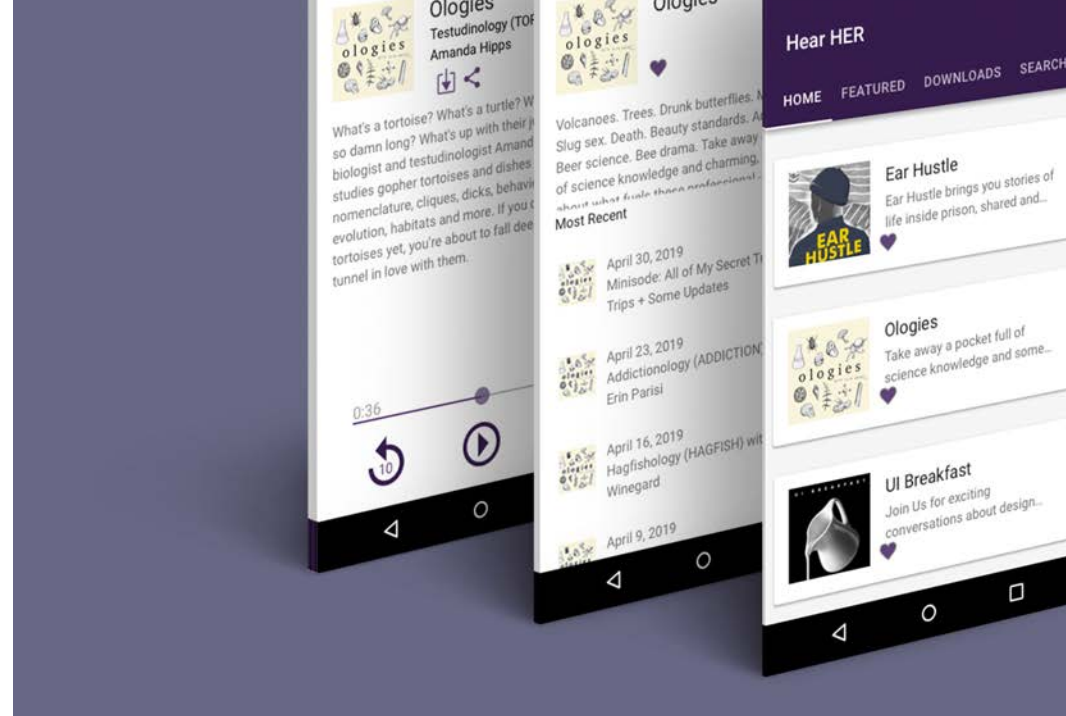
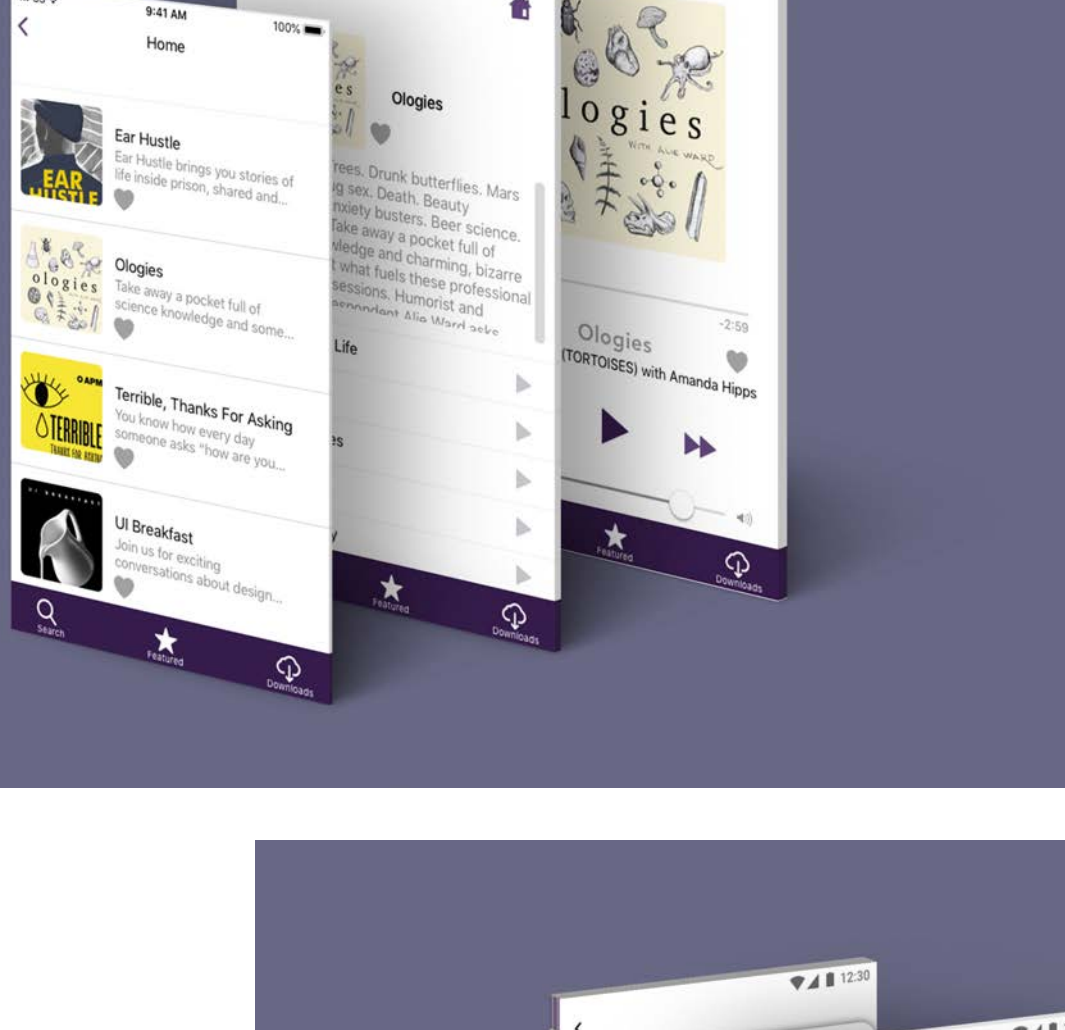
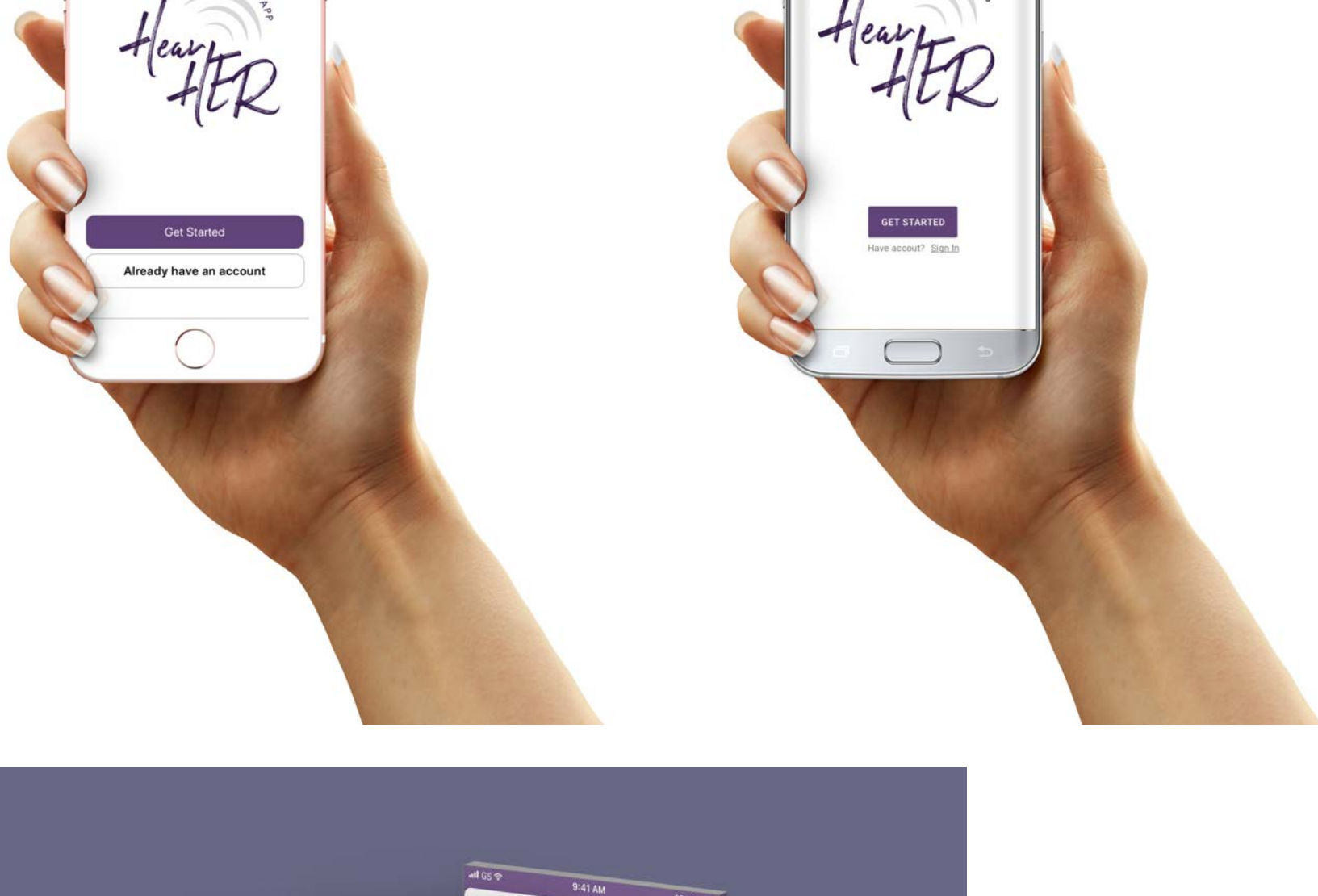


#### Logo



### Final Screens in Mockups

Working through the various stages of designing HearHER was challenging and rewarding. After 44 hours of work and feedback from industry professional mentors, I learned nuances of designing user interfaces for iOS and Android. If I had more time on this assignment I would have liked to do A/B testing and build a prototype to see what potential user think about HearHER.



Thank you for taking the time to view my work!