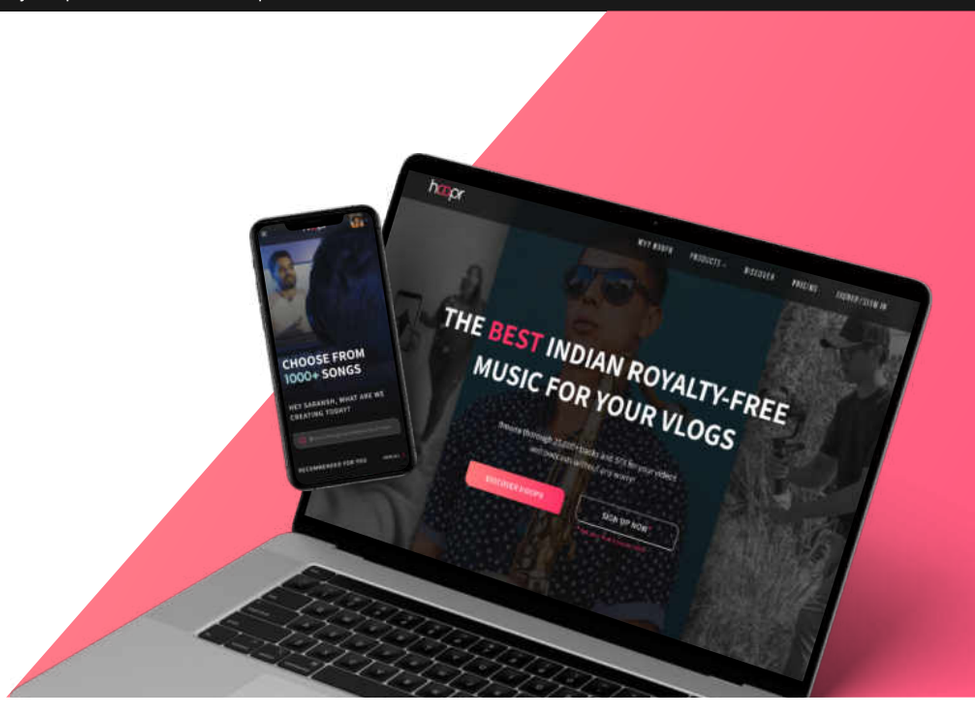
Rotate your phone for a better experience/view

GRID DESIGN
by squareboat

hoopr

Hoopr

Premium royalty-free tracks that cater to a variety of content creators!



Work we did.

- RESPONSIVE WEBSITE
- MOBILE APP

Tools we used.

- ADOBE XD

Tech Stack.

- BACKEND (Using micro servers architecture)
- DATABASE
- MOBILE APP
- HOSTING (Or other cloud providers)
- WEB FRONTEND & ADMIN PANEL
- PROJECT MANAGEMENT & BUG REPORTING
- PROJECT COMMUNICATION
- VERSION CONTROL

Jenkins				
DEVELOPMENT	OTHER SERVICES			

Overview.

Hoopr is a platform where you can download premium Indian music, which has been specially curated for Indian content creators. They cater to content creators, brands, and enterprises.

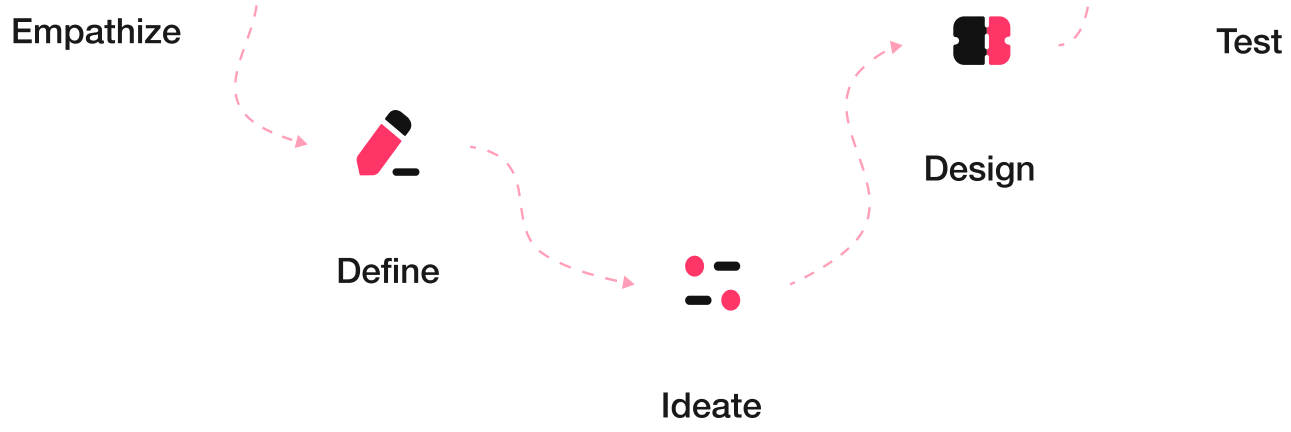
What you get on the platform is high quality premium Indian tracks that help with higher engagement on your videos, scenes and campaigns. What you don't get is the scary copyright claims and legal notices.

THE OPPORTUNITY.

How might we enhance the discovery and the download flow for the website users

DESIGN RESEARCH

Design process to ensure that decisions were supported through user research and feedback



Qualitative research makes reference to observational data, human emotions, and behaviour

We interviewed people to better understand the requirements for whom we are designing the application. Working professional in the field of music and vlogging and video editing require a good platform that have a vast variety of music so that they can use it for their projects.

Questions

- Do you enjoy hip-hop and folk music?
- Is it simple for you to find new or popular music?
- Which streaming service did you use to listen to music?
- Are you able to find new copyright music easily?
- Is the pricing is reasonable and have multiple plans?
- What is the one feature that you wish a music streaming and download platform should have?
- What issue do you faced while using other music platform?
- Mention all the information that would be helpful to know before finding you desired music.
- Would you like to describe your experience with current music websites/apps?

Timeline

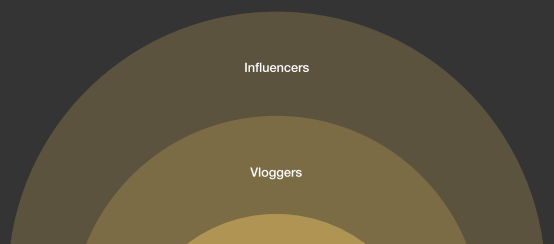
About 3-4 days are needed for setting goals, developing participant profiles, recruiting participants, holding in-person sessions, and conducting qualitative research and analysis.

Summary of the research

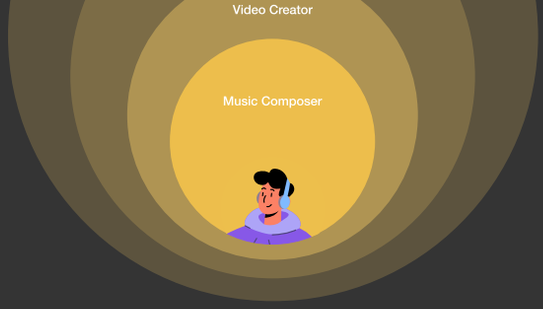
Key insights delivered:

- Users want to have access to new non-copywrite music at a good price
- Users what to have a good and diverse pricing that suit them.

Target Audience



- Prefer an online platform over the traditional method.
- Strugling to get information related to the music.
- what a good categorization that helps them to find right music for right situations.
- Lack of collection and a good UI.



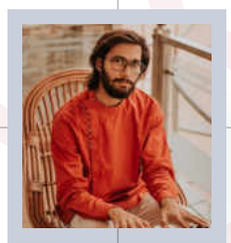
Empathy mapping helps to gain deeper insights into the customers

Thinks

- I should be able to get good quality music for my upcoming project.
- There must be a variety of music collections so that I can find my taste of music.

Says

- There must be songs divided in different genre.
- The UI should be easy to understand and intuitive.



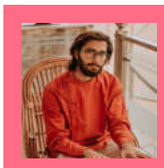
Feels

- Fears that he will not be able to find good music at affordable rates.
- Though there might be not many options.

Does

- Search online, visit multiple websites look at different pricing options.
- Download multiple songs from multiple websites.

User personas were created to empathize with the end users



Ramesh Verma
Music Composer
26 years old
Gurugram, India

"I am always in found of good music that I can use in my future projects also that help me putting my music creation out so that I can earn from it as well."

Personality

Observant

Ready to learn

Tech friendliness

Motivation

Ramesh is an individual creator working freelancing and creating his own music, for his freelance and personal projects he is always in found of good music that he can use, but when he search on internet he come across multiple website that doesn't have many songs listed and not proper categorisation and there pricing is also not very reasonable or they don't have much options.

Goals

- To find good collection of songs at one place.
- Have flexible pricing plans.
- Proper categorisation of songs to make searching easier.

Pain Point

- Existing website's UI is very cluttered and unorganised.
- Pricing is not flexible and reasonable.
- No proper categorisation of songs.

User surveys to find out user's point of view and their expectations

10+ people

How log you spend time to find music online?
2-3 hours

How much do you spend on monthly membership?
Rs.3000-Rs.4000

How frequently do you need new and updated music?
Maximum 5-6 days or whole week too

Why do you need good music streaming experience?
So that we can easily explore multiple tracks before dwonloadin

s you face while using available platforms?
of starting of a new habit

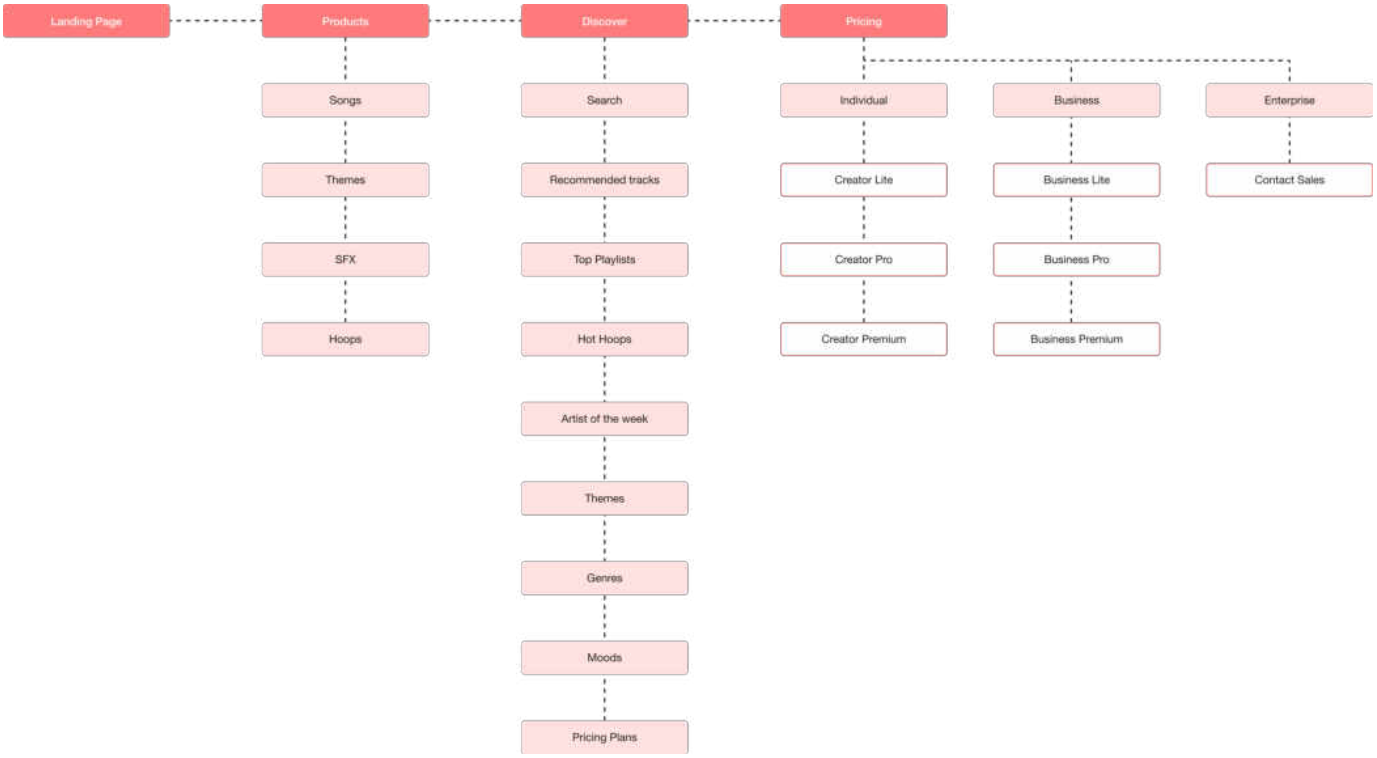
What is your most important feature that you want?
To filter out good music according to the gerne.

Feature you like in a good music streaming service?
Search accourding to the mood.

Do you find it difficult to find a variety?
82% users said yes

What is the most irritating thing you find in current services?
Not having a flexible pricing for the software.

We created **an information architecture** to build the content structure and facilitate seamless navigation



WIREFRAMES

Wireframes were created to obtain a general idea of the complete user flow

DESIGN SYSTEM

Typography and colors used

Assistant

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

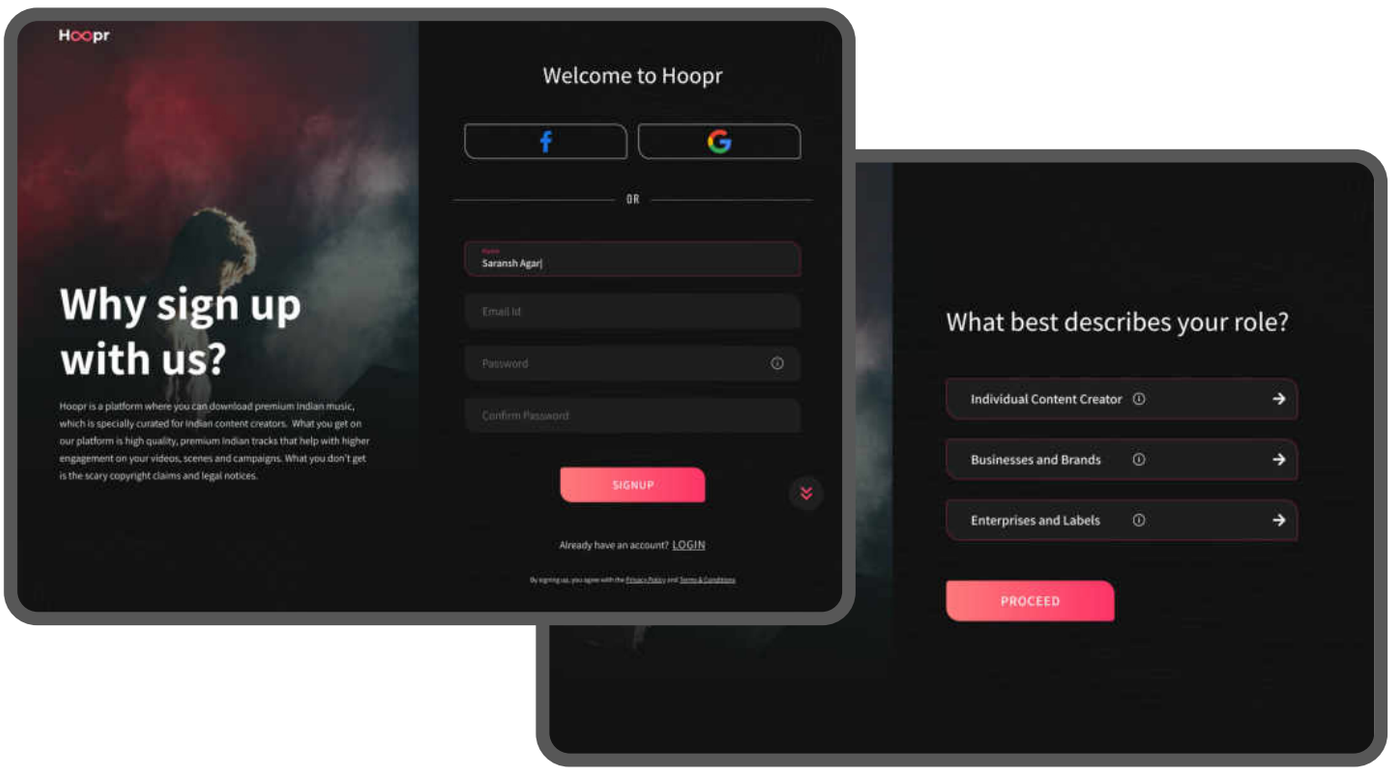
0123456789

Regular **Semibold** **Bold**

Gradient	#FF3567	#FF7B7B
#121212	#343434	#FDD268

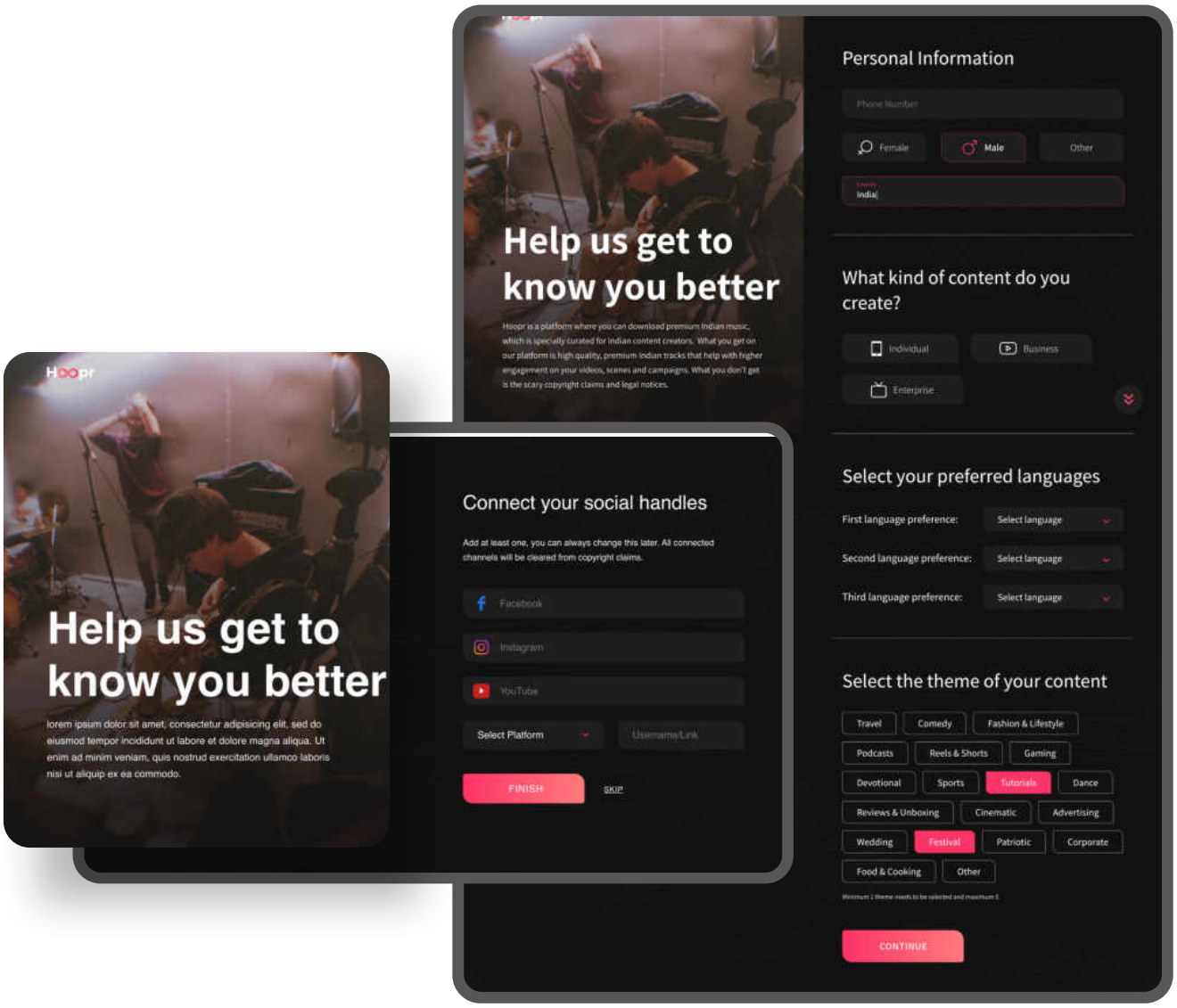
UI SCREENS

A good **login/ sign up** process makes it easier for users to access the app



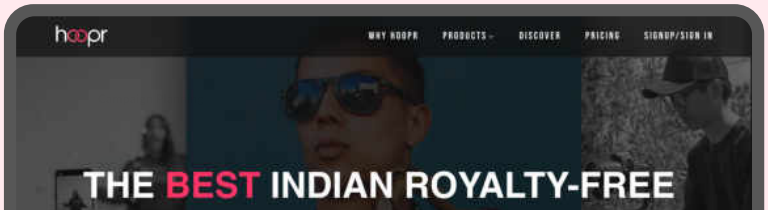
Onboarding helps the user understand the app key features

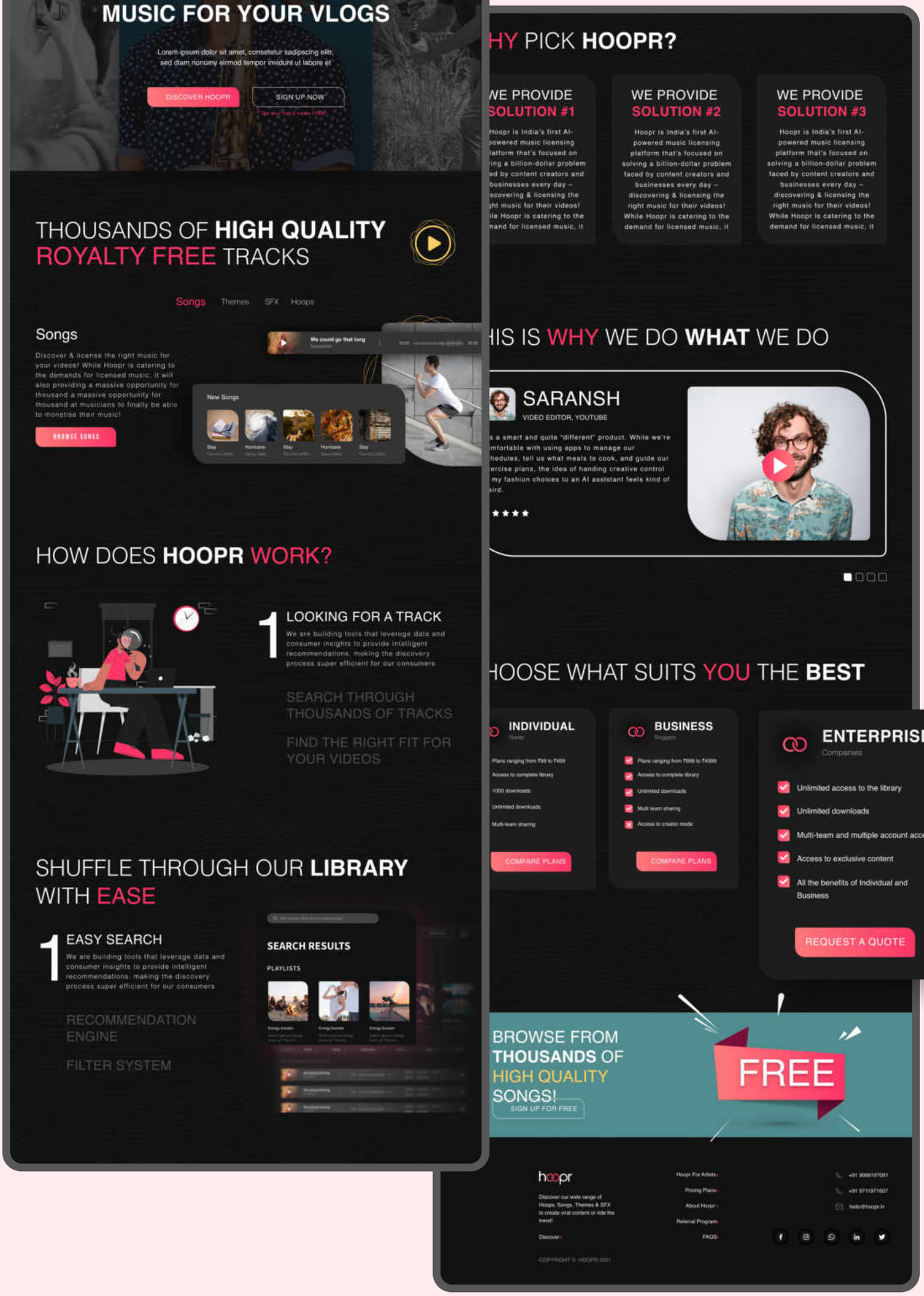
The user is asked to fill in personal information, what kind of content they create, their preferred language and the theme of their content.



A thorough landing page

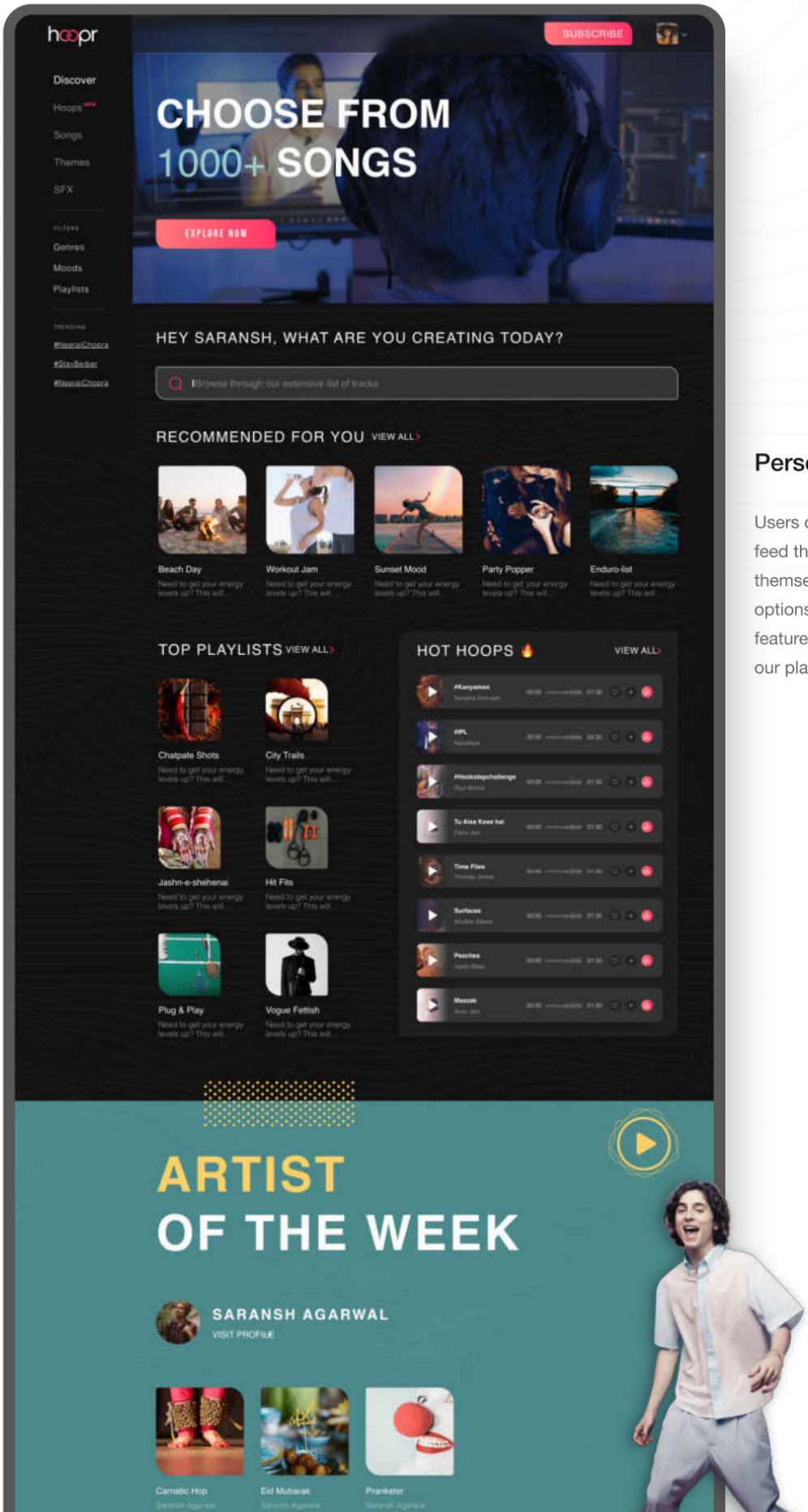
This is the page where the user lands on when they lookup Hoopr. This page gives the user an overview of the many features they can find on the platform.





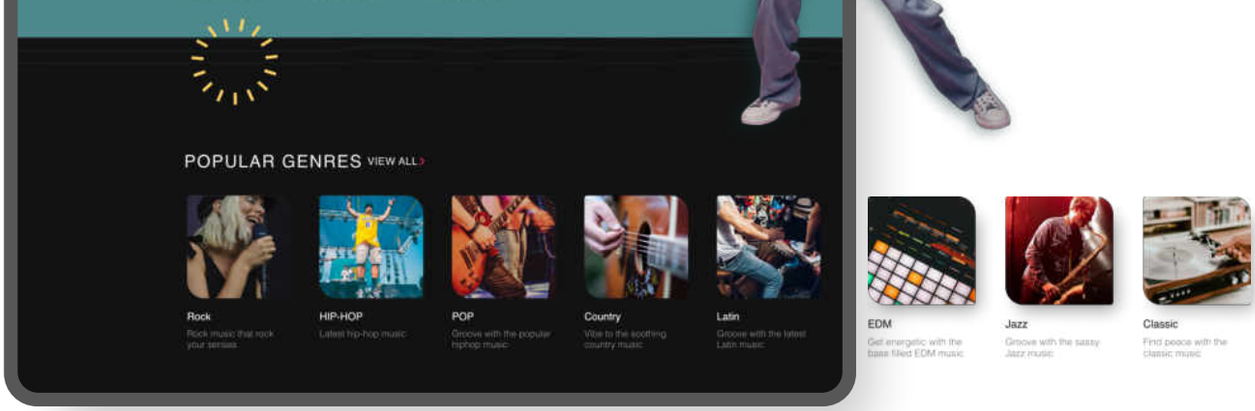
An extensive **discovery page**

The discovery page features the recommended songs, playlists, hoops, artist of the week and other tracks based on what the user has selected in the onboarding flow.

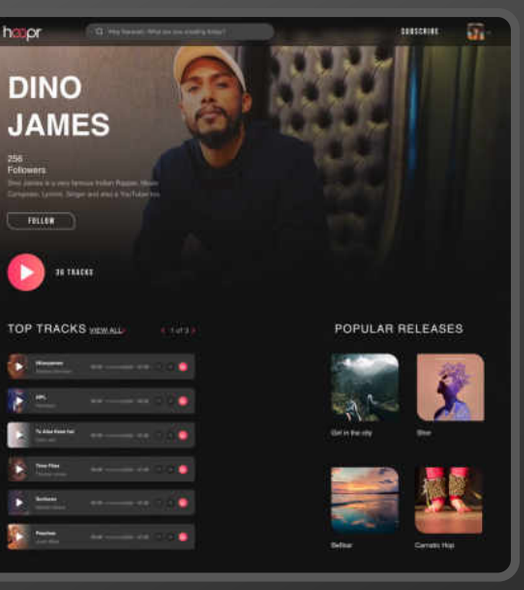


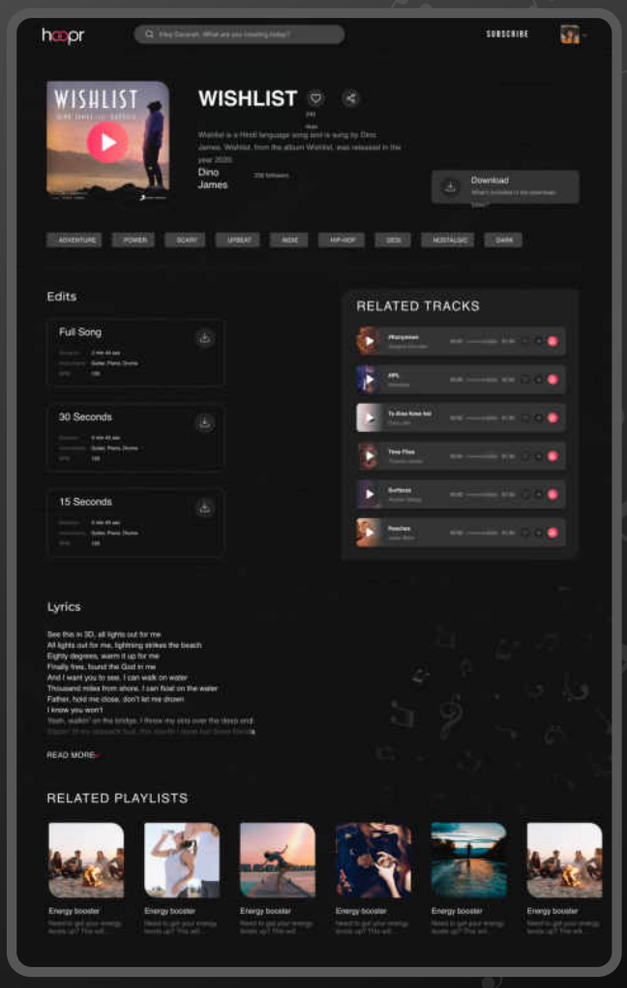
Personalized discovery feed

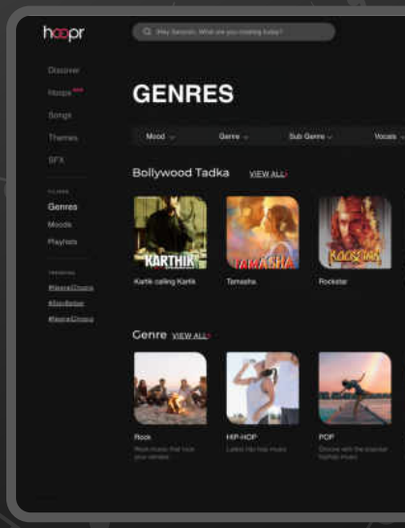
Users can browse through a personalized discovery feed that has been customized as per the user themselves. We recommend tracks based on the options they selected during onboarding. We also feature certain tracks and artists that are popular on our platform during the week.



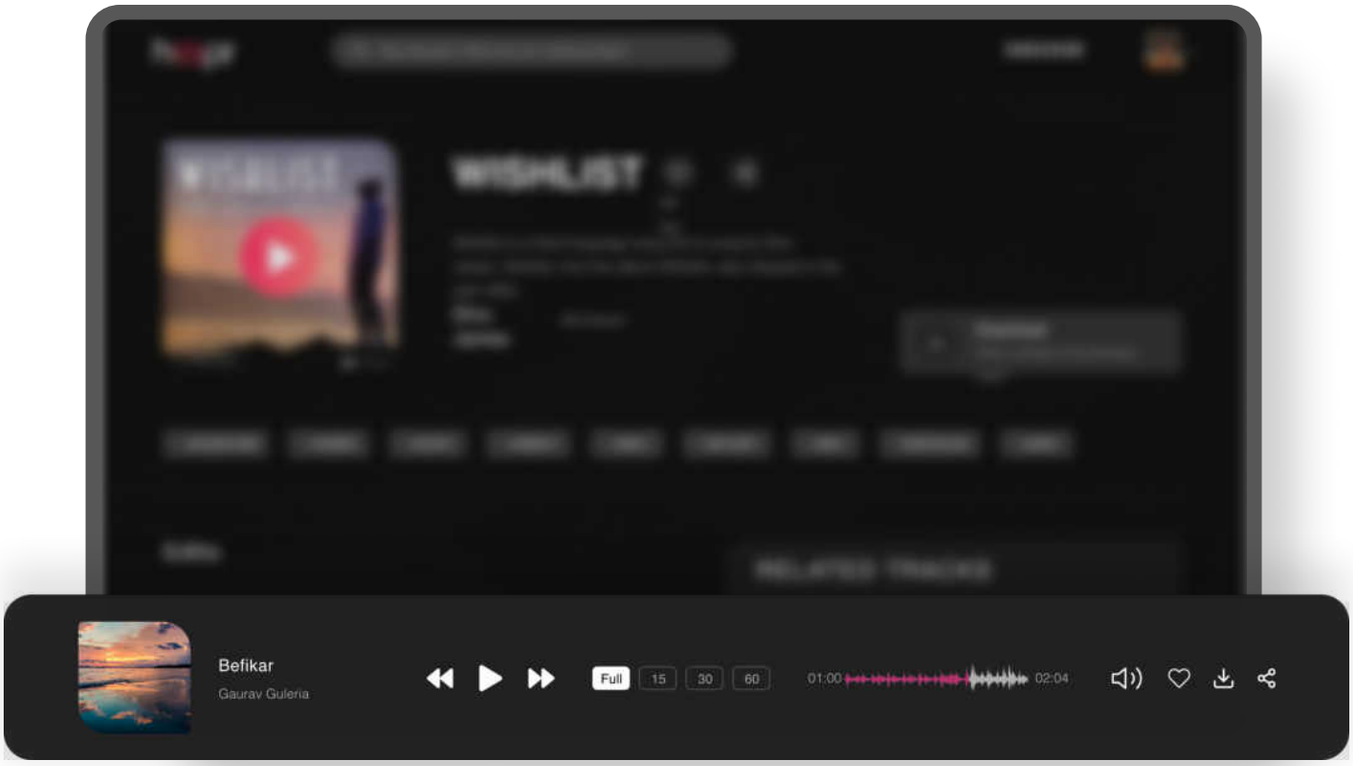
Individual pages for all the albums, genres and playlists





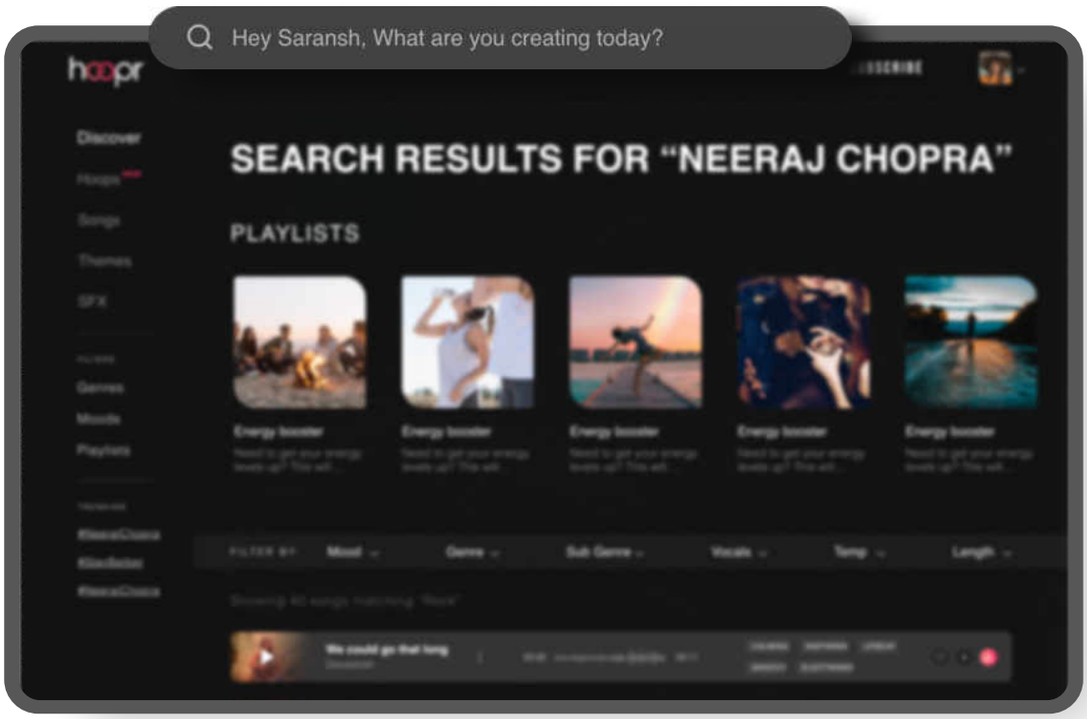


Enhanced **streaming experience**



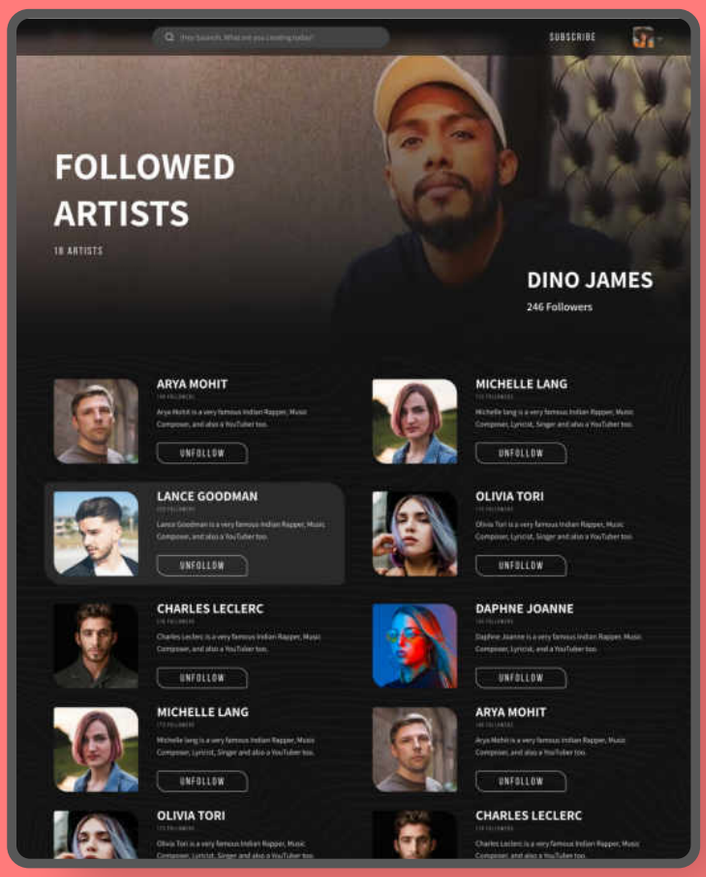
A flexible **search page**

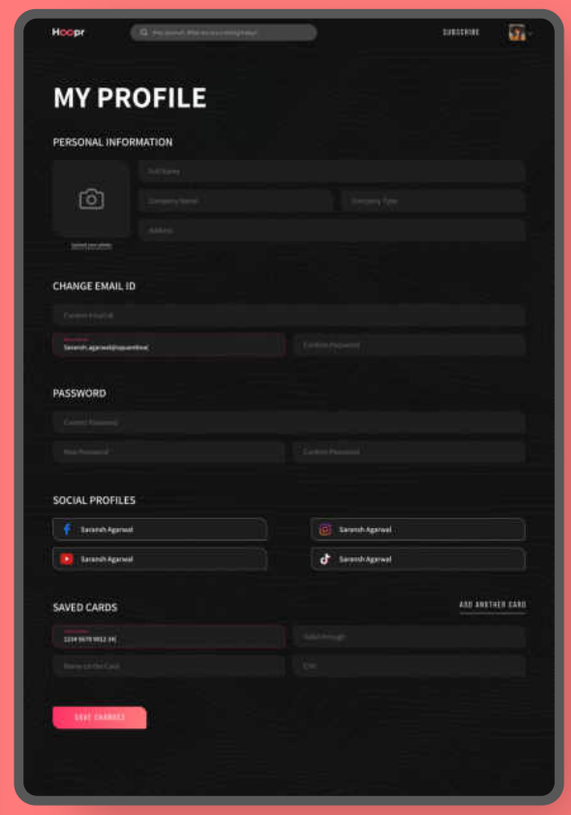
Users can search for anything and the results shown will be a variety of songs, albums, artists, hoops, etc. The user can further filter them down based on genre, sub-genre, mood, vocals, temp, etc.



An all in one **profile** page

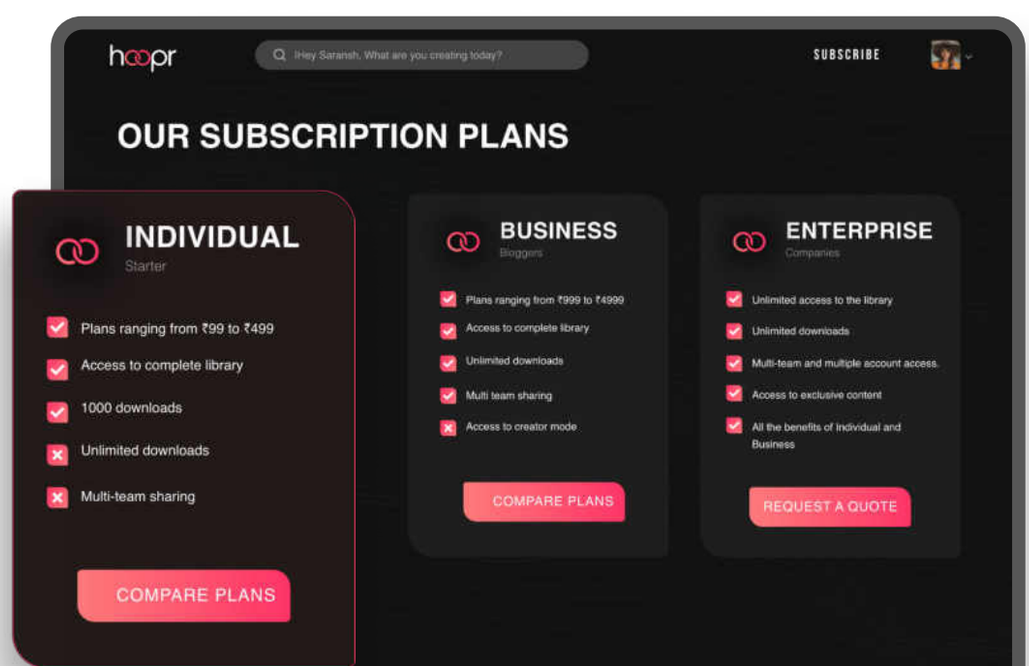
The profile page is a comprehensive all-in-one section where the user can find their liked songs, followed artists, their profile details, the plans they are currently subscribed to, their download, and transaction history, etc.

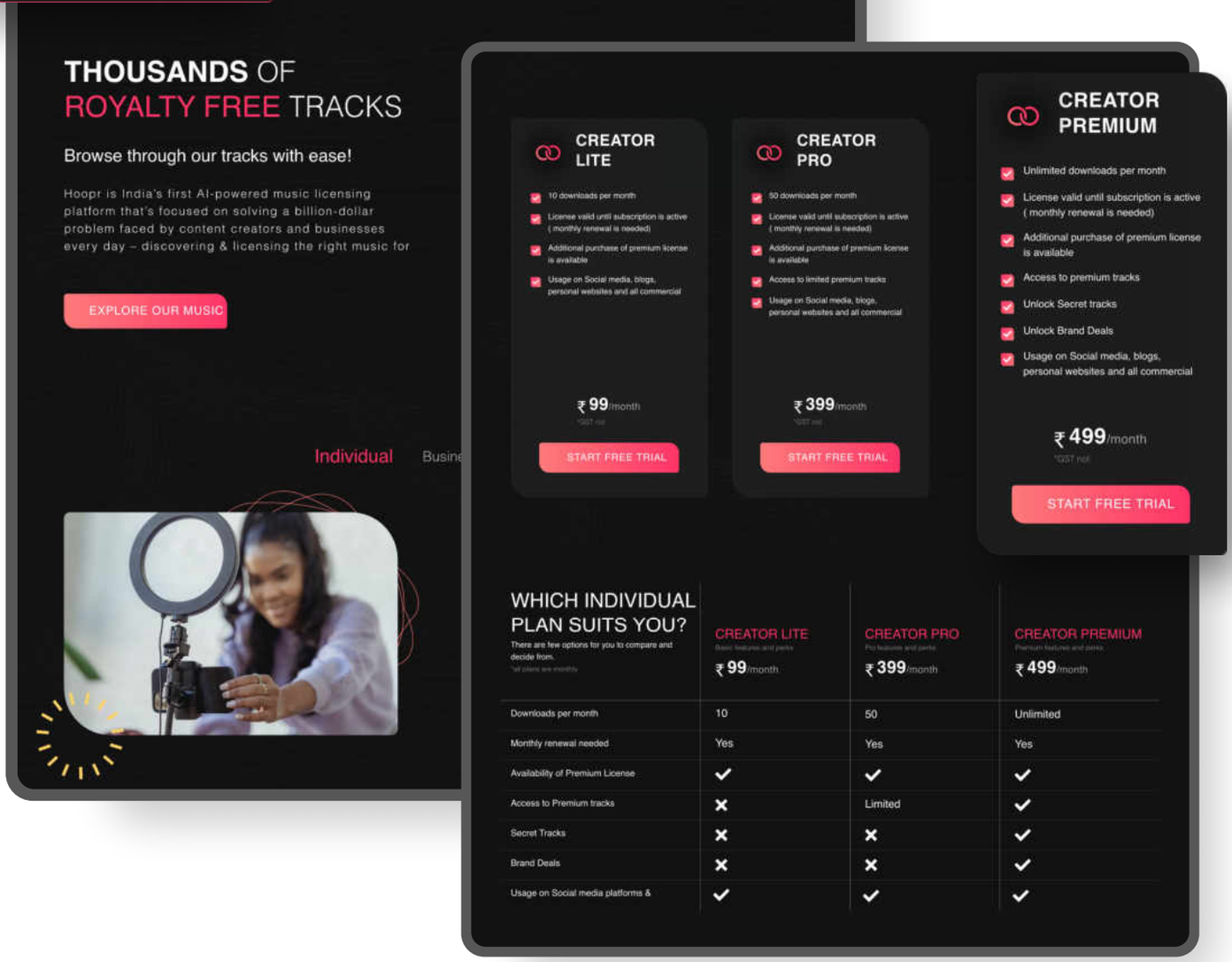




A detailed **pricing page** that aims to answer all of the user's queries

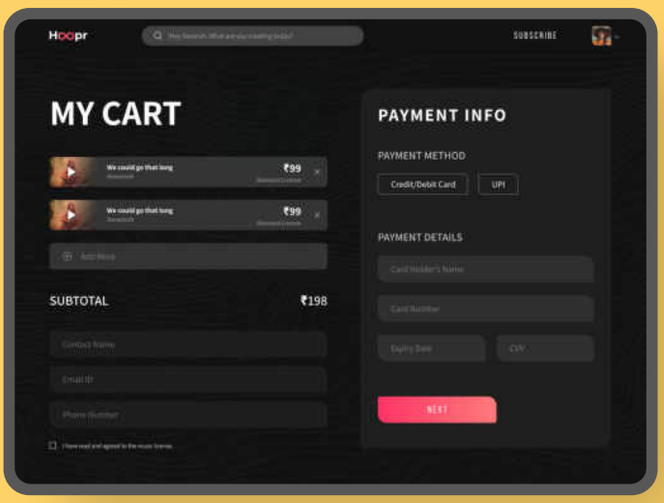
The user can select a subscription based on their requirements. The plans have been categorized into individual, business and enterprise based on the main user groups of the platform.

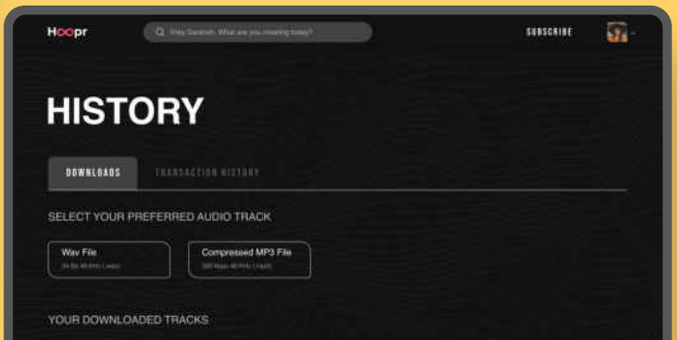


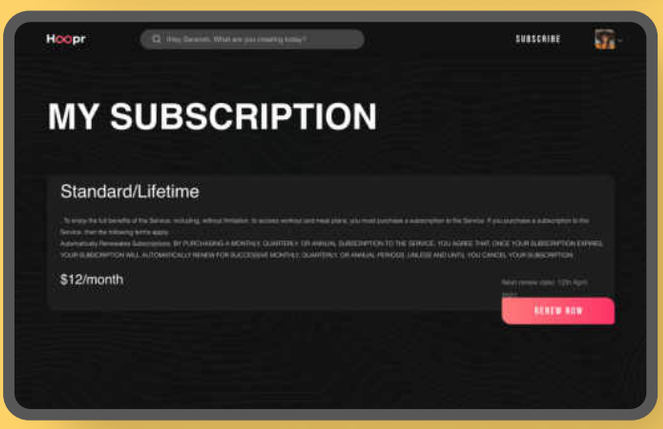


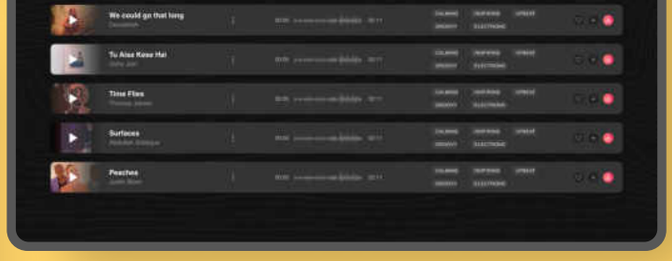
Know more about **Hoopr**

Additional screens that include my subscription, history, payment info, and many other things.

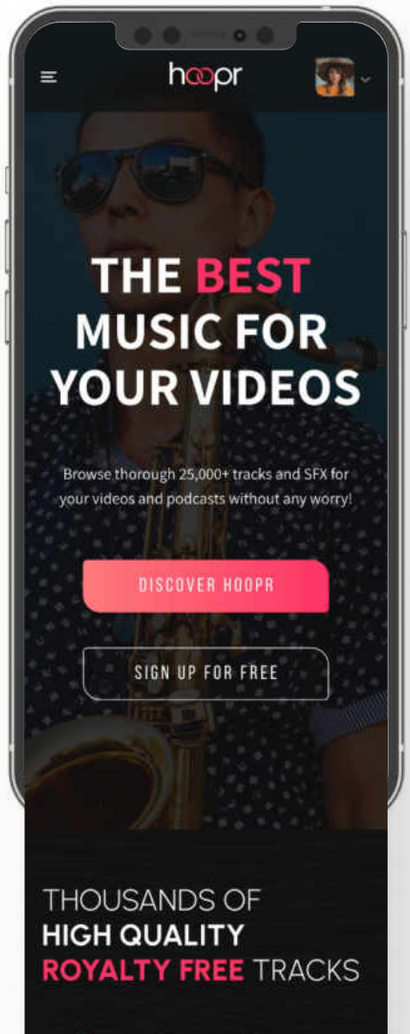


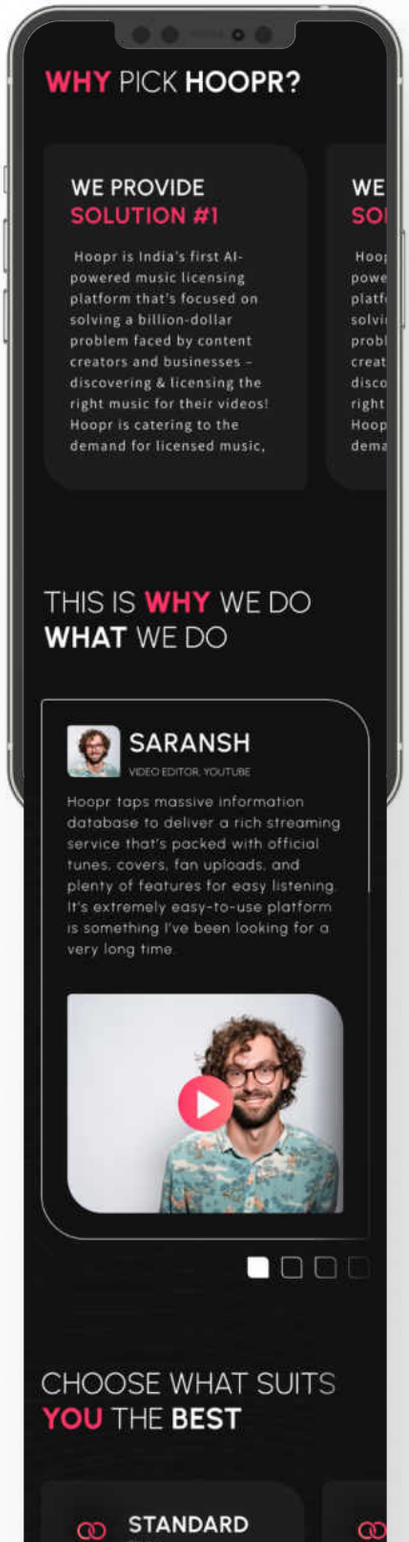


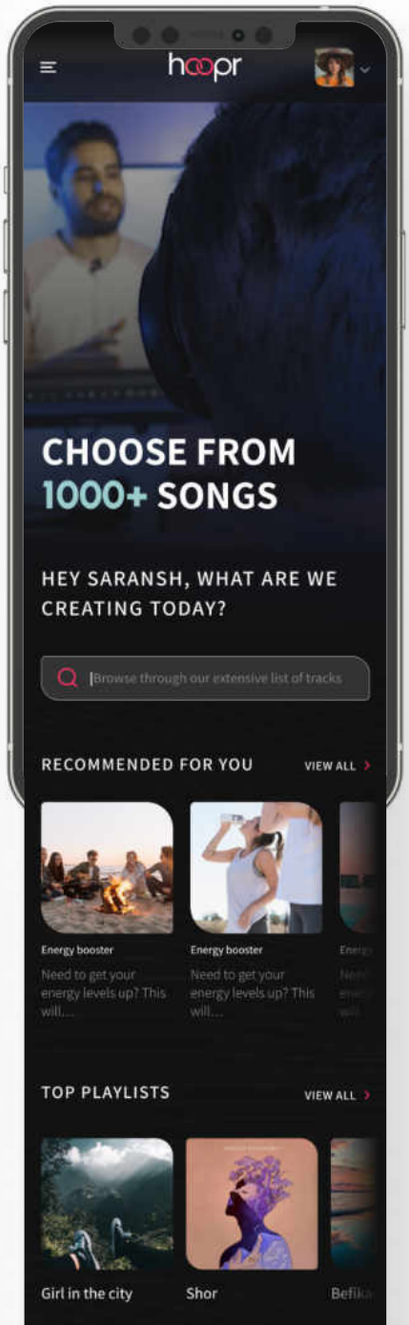


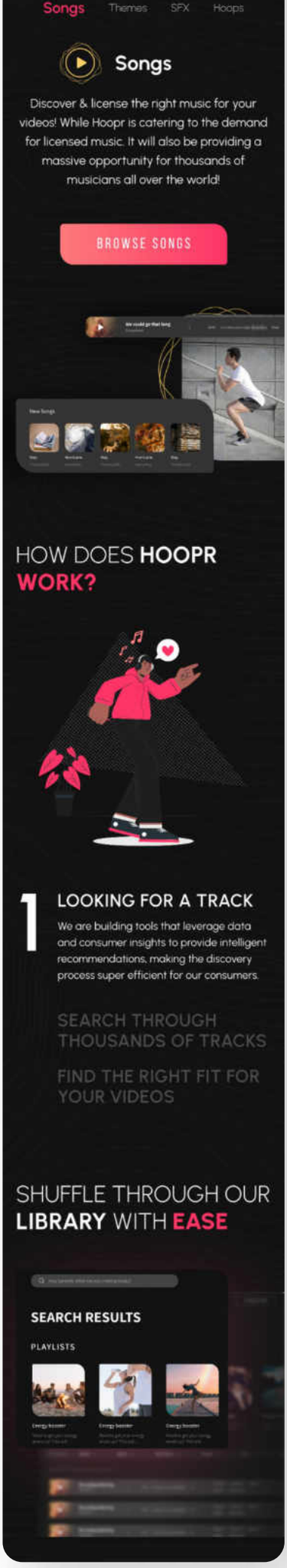


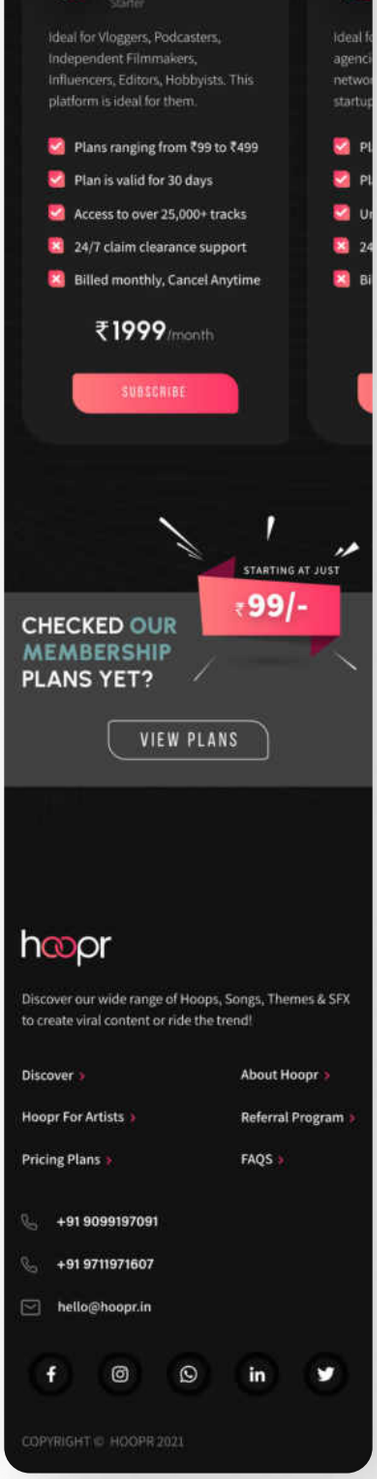
We have also built the **responsive UI** for the website keeping all in mind








Songs
Themes
SFX
Hoops
Songs
Discover & license the right music for your videos! While Hoopr is catering to the demand for licensed music. It will also be providing a massive opportunity for thousands of musicians all over the world!
BROWSE SONGS
HOW DOES HOOPR WORK?
1
LOOKING FOR A TRACK
We are building tools that leverage data and consumer insights to provide intelligent recommendations, making the discovery process super efficient for our consumers.
SEARCH THROUGH THOUSANDS OF TRACKS
FIND THE RIGHT FIT FOR YOUR VIDEOS
SHUFFLE THROUGH OUR LIBRARY WITH EASE
SEARCH RESULTS
PLAYLISTS


Ideal for Vloggers, Podcasters, Independent Filmmakers, Influencers, Editors, Hobbyists. This platform is ideal for them.
Plans ranging from ₹99 to ₹499
Plan is valid for 30 days
Access to over 25,000+ tracks
24/7 claim clearance support
Billed monthly, Cancel Anytime
₹1999/month
SUBSCRIBE
STARTING AT JUST
₹99/-
CHECKED OUR MEMBERSHIP PLANS YET?
VIEW PLANS
hoopr
Discover our wide range of Hoops, Songs, Themes & SFX to create viral content or ride the trend!
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Hoopr For Artists
Referral Program
Pricing Plans
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+91 9711971607
hello@hoopr.in
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HOT HOOPS
VIEW ALL
#IPL
Sanjana Devrajan
#HookStepChallenge
Sanjana Devrajan
We could go that long
Sanjana Devrajan
#Kanyaman
Sanjana Devrajan
#Kanyaman
Sanjana Devrajan
#IPL
Sanjana Devrajan
#HookStepChallenge
Sanjana Devrajan
We could go that long
Sanjana Devrajan
ARTIST OF THE WEEK
SARANSH AGARWAL
VISIT PROFILE
Carnatic Hop
Saransh Agarwal
Carnatic Hop
Saransh Agarwal

hoopr
DINO JAMES
256 Followers
Dino James is a very famous Indian Rapper, Music Composer, Lyricist, Singer and a YouTuber too.

squareboat

We at Squareboat build beautiful, scalable and feature-rich web and mobile applications that solve real customer problems.

Contact Us

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GRID DESIGN by squareboat

We are creative hooomans who are obsessed with crafting seamless digital experiences that affect the lives of our users whilst sipping a lotttt of coffee!

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