

FLO Music App Redesign

UI Redesign / Mobile App Layout / Music Experience Design

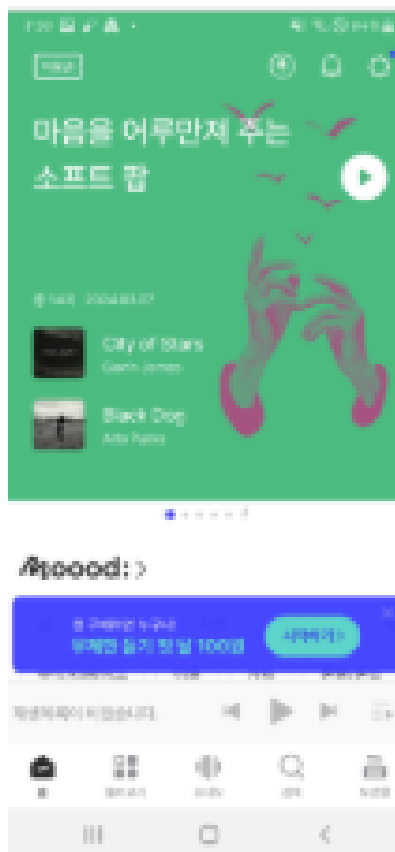
Project Overview

FLO is a Korean music streaming app that offers a practical and reasonable listening experience. However, compared to other major Korean music apps such as Melon, I felt that FLO's visual impression was relatively simple and less emotionally engaging.

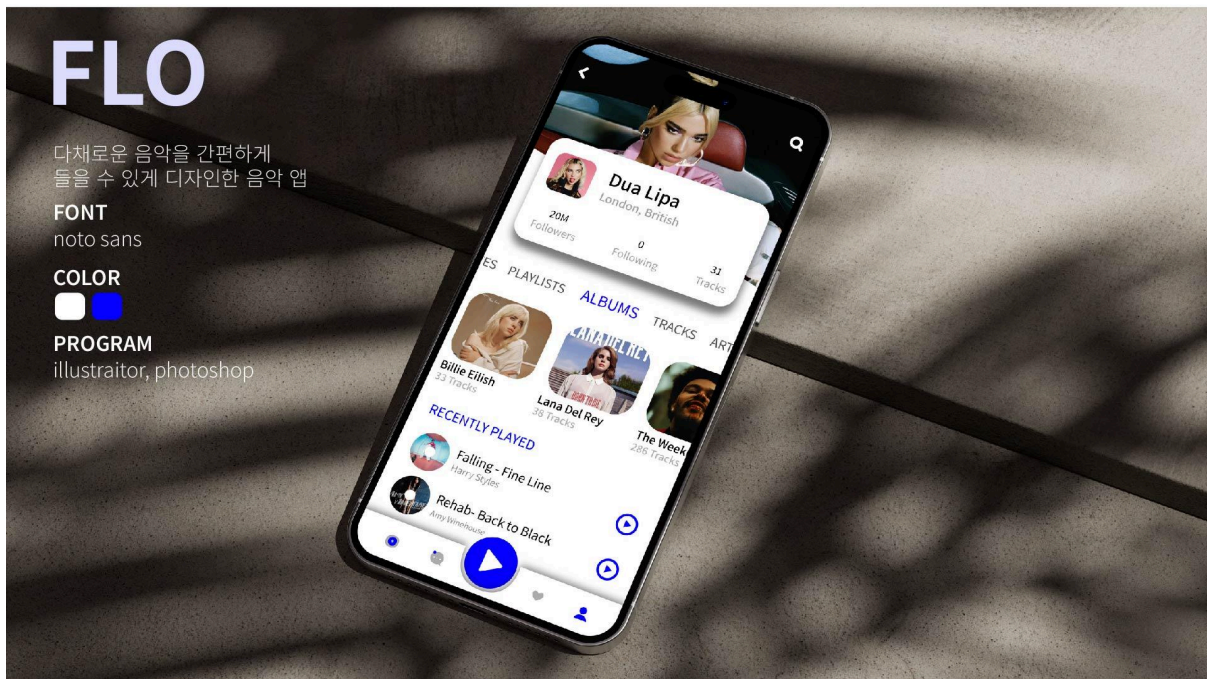
For this project, I redesigned the FLO home screen layout with the belief that **the first impression of a music app is shaped by its home screen**. Since music is strongly connected to mood, taste, and personal identity, I wanted the interface to feel more enjoyable, visually attractive, and emotionally connected to users.

This redesign focuses on making FLO feel more modern, dynamic, and visually pleasant while keeping the app easy to use.

Original home layout (2023)



Redesigned version by me



Short Project Line

Redesigned FLO's home screen to make the music experience feel more visual, emotional, and engaging from the first tap.

Keywords

UI Redesign / Music App / Mobile Interface / User Experience / Visual Hierarchy / Home Screen Design / Korean Music Platform

Background

FLO already has useful functions as a Korean music app, but I felt its existing layout did not fully express the emotional experience of listening to music. The original screen felt practical, but visually flat. It showed music content clearly, yet it did not strongly invite users to explore, discover, or feel connected to the app.

I thought this was important because users often decide how they feel about an app within the first few seconds. For a music app, the home screen should not only organize content, but also create a mood.

Music apps are not just tools. They are part of a user's daily routine, emotions, memories, and personal taste. Because of that, I wanted to redesign FLO in a way that feels more enjoyable and visually memorable.

Problem

The original FLO layout is functional, but it feels too simple and less visually exciting. Because the home screen is the first space users see, a plain layout can make the app feel less competitive compared to other Korean music platforms.

The main problems I noticed were:

1. The home screen does not create a strong first impression.

The original layout is clean, but it does not immediately feel emotional or exciting.

2. The visual hierarchy feels too flat.

Important content is shown, but the screen does not guide the user's eyes in a strong or memorable way.

3. The app feels more like a utility than a music experience.

Since music is emotional and personal, I wanted the interface to feel more connected to mood, artists, and discovery.

4. FLO's brand potential feels underused.

FLO can be seen as a reasonable and convenient music app, but its layout does not fully communicate a strong brand personality.

Design Goal

My goal was to redesign FLO's home screen so that it feels more attractive, modern, and emotionally engaging while still being simple to use.

I wanted the redesigned screen to:

- Make the first impression stronger
- Create a more enjoyable visual experience
- Make music discovery feel easier and more natural
- Give the app a more trendy and youthful feeling
- Use visual hierarchy to guide the user's attention
- Keep the layout clean, but not boring

Design Concept

A more visual and mood-based music experience

For the redesign, I wanted the home screen to feel like a space where users can discover music through images, artists, albums, and recently played songs. Instead of only showing lists, I used stronger visual elements to make the experience feel more alive.

The redesigned layout includes a large artist/profile section, album cards, recently played music, and clear navigation. This helps the app feel more personal and immersive.

The goal was not to completely change FLO's identity, but to make the app feel more visually enjoyable and competitive in the Korean music app market.

Original Layout Analysis

The original FLO layout is easy to understand, but it relies heavily on simple lists and basic content organization. The navigation is clear, but the design does not create a strong emotional connection.

From a user's perspective, the original layout works, but it does not feel especially memorable. For an app related to music, I felt the screen needed more visual rhythm, stronger contrast, and a more engaging structure.

The original design gives information, but the redesigned version aims to create an experience.

Redesign Strategy

1. Stronger first impression

I placed a large visual section at the top of the screen to make the home screen feel more impactful. This makes the app feel less plain and gives users an immediate emotional entry point.

2. Better visual hierarchy

I organized the content so that users can quickly understand what to look at first. Larger images, cards, and section titles help guide the user's eye naturally.

3. More emotional connection

Because music is personal, I wanted the screen to feel closer to the user's taste and mood. Artist visuals, albums, and recently played songs make the app feel more connected to real listening habits.

4. Cleaner but more enjoyable layout

The redesign keeps a simple structure, but adds more visual interest through spacing, image placement, and blue accent colors.

5. Clear navigation

The bottom navigation remains easy to access, so the redesign still supports usability. The goal was to improve the visual experience without making the app complicated.

Visual Direction

Font

Noto Sans

I chose Noto Sans because it feels clean, modern, and readable for a Korean mobile interface. Since the app includes both Korean and English text, Noto Sans works well for maintaining clarity and consistency.

Color

White and vivid blue

The white background keeps the app clean and easy to read, while the vivid blue accent gives the design a stronger identity. The blue color also adds energy and helps important elements stand out.

Tools

Adobe Illustrator
Adobe Photoshop

Key Redesign Elements

Artist-focused top section

The redesigned screen gives more space to artist imagery and profile-style content. This makes the app feel more connected to music culture and fandom, instead of only functioning as a music list.

Album and playlist cards

I used card-based content to make browsing feel easier and more visual. This helps users scan music recommendations quickly.

Recently played section

The recently played area supports everyday listening behavior. It gives users a familiar and convenient way to return to songs they already like.

Floating play button

The central play button adds a stronger focal point and makes the music-playing function feel more active and important.

Bottom navigation

The bottom navigation keeps the structure familiar and easy to use. I wanted users to feel that the app is more visually engaging, but still simple to understand.

Before & After

Before

The original FLO layout is functional and organized, but the visual design feels simple and less exciting. It focuses more on information delivery than emotional music discovery.

After

The redesigned layout creates a stronger first impression through artist imagery, album visuals, clear sections, and a more dynamic composition. It makes the app feel more modern, youthful, and enjoyable.

Design Reflection

Through this project, I learned that UI design is not only about placing buttons and content clearly. It is also about how users feel when they first enter the app.

For a music app, the emotional atmosphere matters because users are not only searching for songs. They are choosing a mood, an artist, a memory, or a moment. That is why I focused on making the FLO home screen feel more visually engaging and emotionally connected.

This project helped me think about how layout, color, image size, and hierarchy can change the personality of a brand. Even when the function stays the same, the design can make the app feel more premium, more exciting, and more relevant to users.

Final Description for Portfolio

FLO is a Korean music streaming app that offers a practical listening experience, but I felt its original home screen did not create a strong enough first impression. Since the home screen shapes how users emotionally respond to an app, I redesigned FLO's layout to feel more visual, modern, and engaging.

The redesign uses stronger artist imagery, album-based content, clearer visual hierarchy, and vivid blue accents to make music discovery feel more enjoyable. My goal was to turn the home screen from a simple functional layout into a more emotional and visually memorable music experience.