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Understanding User Preferences for Music Player Elements: A Kansei Engineering Approach Towards Designing an Optimal Music Player

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Abstract

This research study explores the application and best practices of Kansei Engineering (KE) when User Interface (UI) design is created for a music player, with the aim of enhancing usability, user experience, and emotional and psychological visualization on the interfaces. The target group for this study is comprised of university students aged 18 to 25. Data collection was conducted using questionnaires, where participants were asked to rate various music player interface elements using Kansei words to capture their emotional responses. The analysis identified the most significant interface elements that strongly influenced user preferences and emotional experiences. The findings emphasize the significance of KE as an invaluable tool in selecting and modifying design elements based on user feedback and other crucial factors. By including KE principles in the music player UI design process, developers are able to create interfaces that resonate with the emotional and psychological needs of the users within the target group. This study contributes to the field of music player UI design by emphasizing the importance of user-centered design approaches and the integration of KE principles. The results provide valuable insights for designers and developers to create music player interfaces that deliver enhanced user experiences and emotional engagement.

Keywords: *Music player elements, Kansei Engineering, User Interface, User Experience*