Beatport

Redesigned for DJs

One place to discover, stream, buy and organise electronic dance music.

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THE BRIEF

Why redesign Beatport

> Tackling Beatport's outdated and cluttered user interface, and poor responsiveness and UI scaling. By streamlining design, enhancing accessibility across devices, and simplifying content structure, the aim is to elevate Beatport into a seamless, intuitive platform that better serves DJs, producers, and music enthusiasts.

01 Streamline the design

02 Work on every device

03 Simplify the structure

BEFORE

Beatport today

01 Scattered navigation

Six top-level links, and four of them leave the store for other Beatport sites.

02 Competing colour

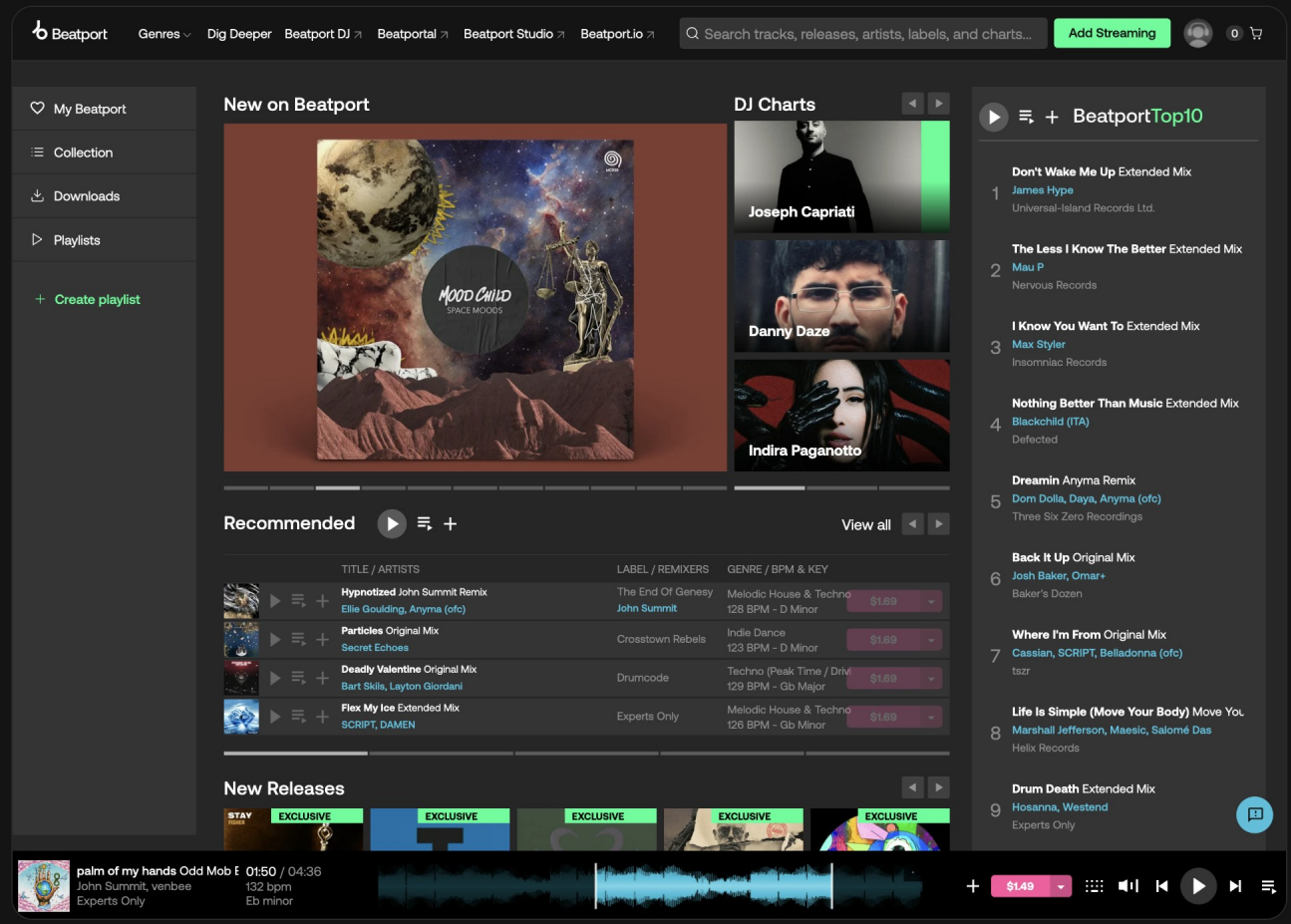
Green branding, magenta price buttons and cyan links all fight for attention.

03 Streaming as an add-on

An “Add Streaming” button sits apart from buying, as if it were a separate product.

04 Hard to scan

Small grey type, keys written as “D Minor”, and genres and titles cut off mid-word.

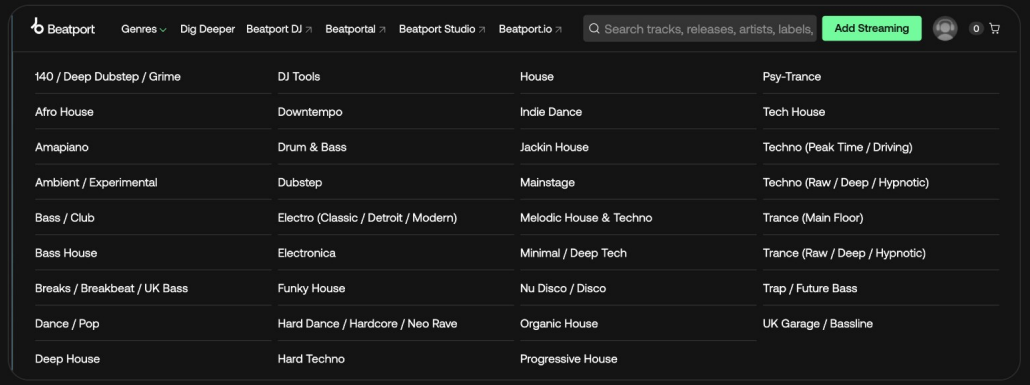


Beatport.com home page, March 2025

BEFORE AND AFTER

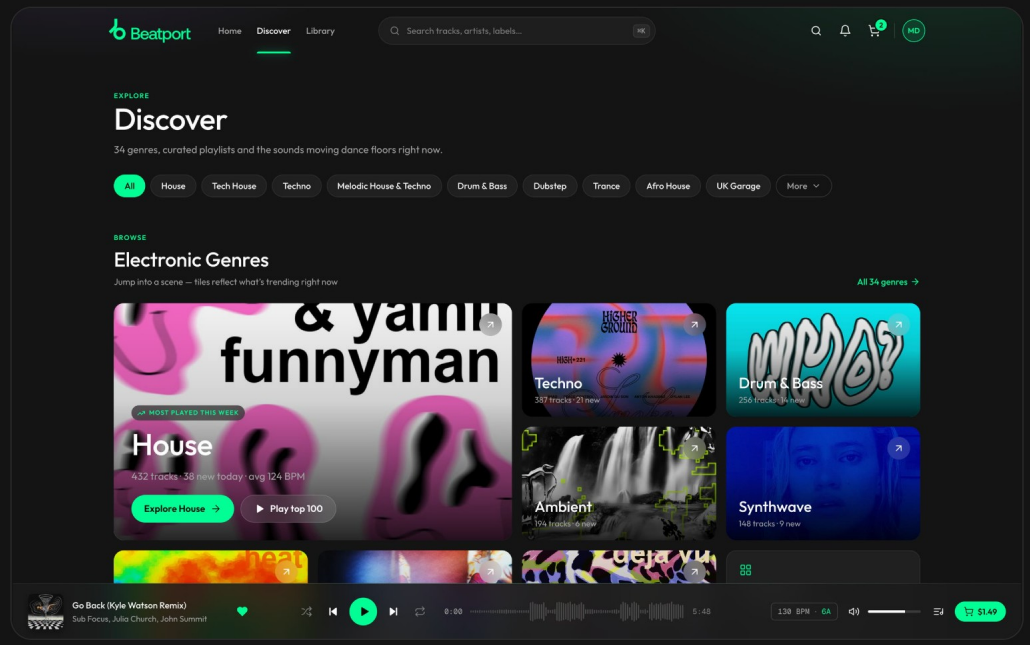
Finding a genre

BEFORE



35 genres in a four-column text menu, with no artwork, no sense of what's popular, and sub-genres crammed into parentheses.

AFTER



Chips filter the page in place, and genres become art-led tiles, led by what's played most this week.

THE APPROACH

Design principles

Four ideas shaped every screen, keeping Beatport's dark, green-accented identity while removing the clutter.

01

Art leads

Covers and blurred-art headers carry the mood, so the interface around them can stay quiet.

02

One accent

Beatport green does all the signalling: play, buy, active, owned. Nothing else competes.

03

DJ data up front

BPM, Camelot key and file format sit on every row, set in a mono face built for scanning.

04

One product

Stream, buy and organise in one place. Purchases land straight in your library.

THE NEW SCREENS

Every screen is a working page

Captured straight from the interactive prototype, with real audio, waveforms drawn from the tracks themselves, and every button wired up.

SCREEN 01

Home

01 Album of the week

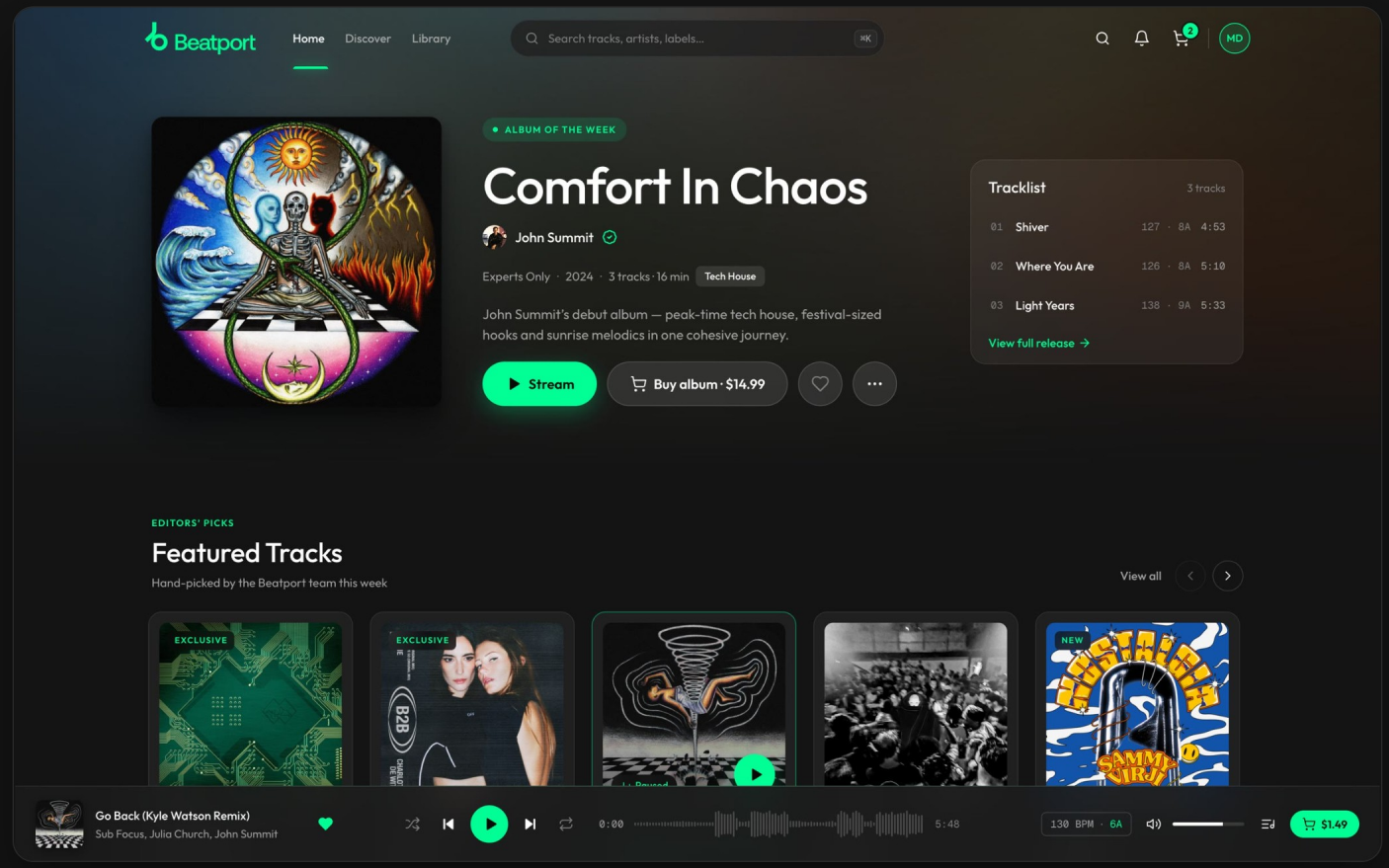
One hero with ambient, blurred artwork and a tracklist preview. Stream or buy in a click.

02 Editors' picks

Featured tracks lead with their art, with BPM, key and price on every card.

03 Always-on player

Play, like, buy and queue from one persistent bar on every page.



SCREEN 02

Discover

01 Filter in place

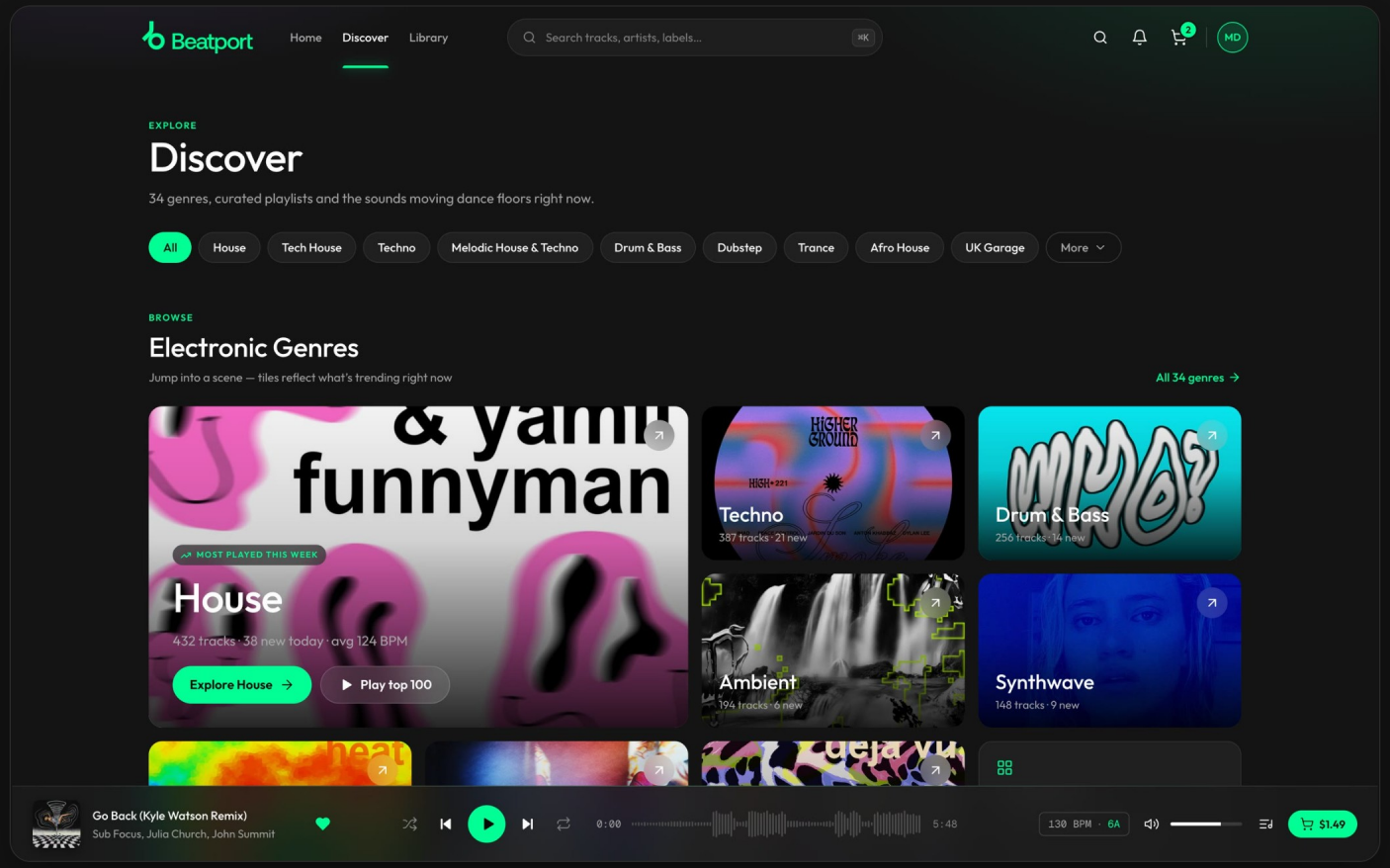
Genre chips reshape the whole page instantly, with no menus and no reloads.

02 Genres as artwork

A grid of genre tiles showing how many tracks, how many new today and the average BPM.

03 Curated next

Editorial playlists and new releases follow, each one click from playing.



SCREEN 03

Detail pages

One header pattern for releases, artists, genres, playlists and charts.



Release · cover, Play, Buy album, then the tracklist



Artist · photo, Follow, then top tracks and releases

SCREEN 04

Library

01 Filter like a DJ

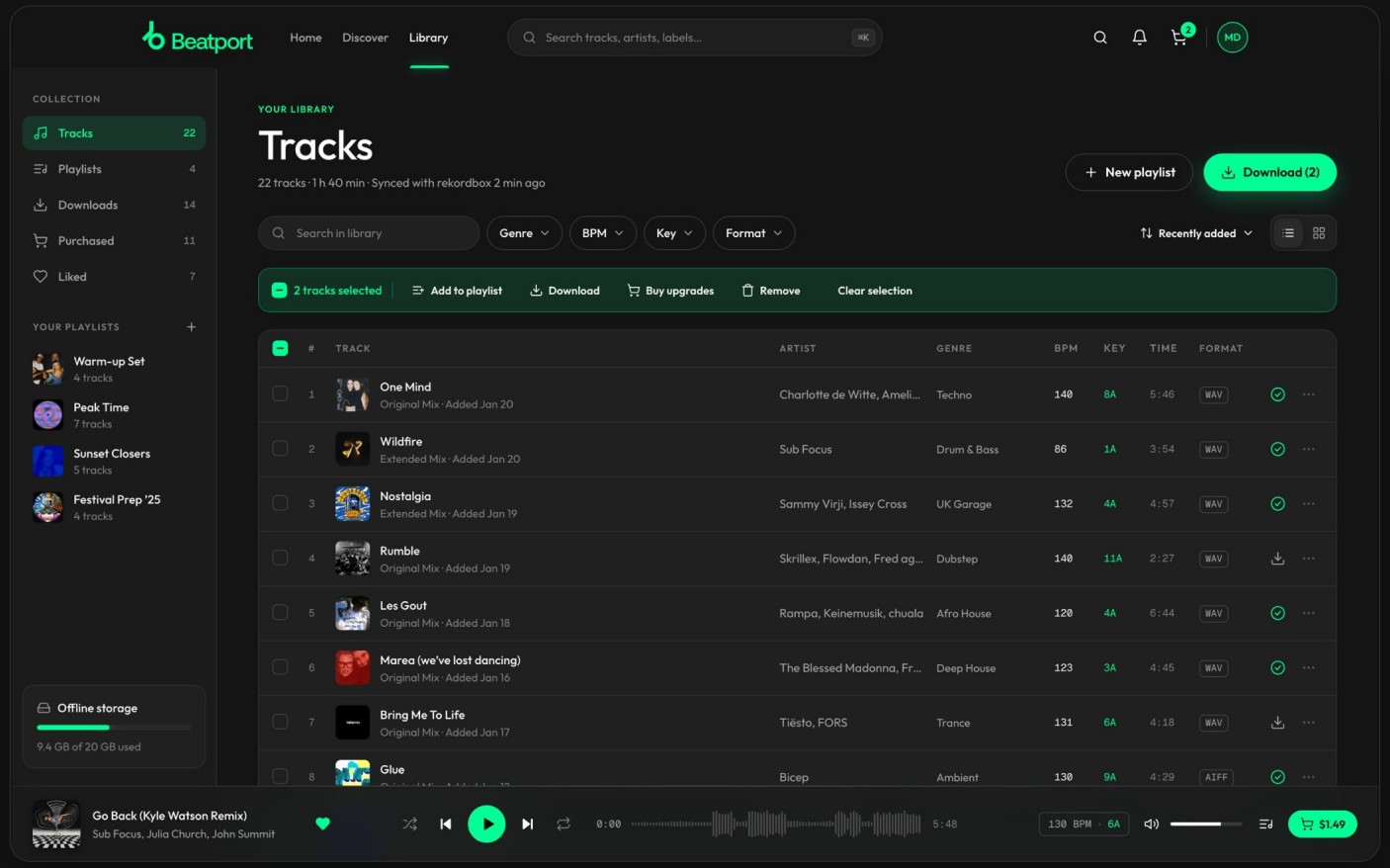
Narrow by genre, BPM range, Camelot key and file format, then sort.

02 Act in bulk

Select tracks to add to a playlist, download, buy upgrades or remove them.

03 Ready for the booth

Download status on every row, offline storage and rekordbox sync in one place.



SCREEN 05

Now Playing

01 Grows from the artwork

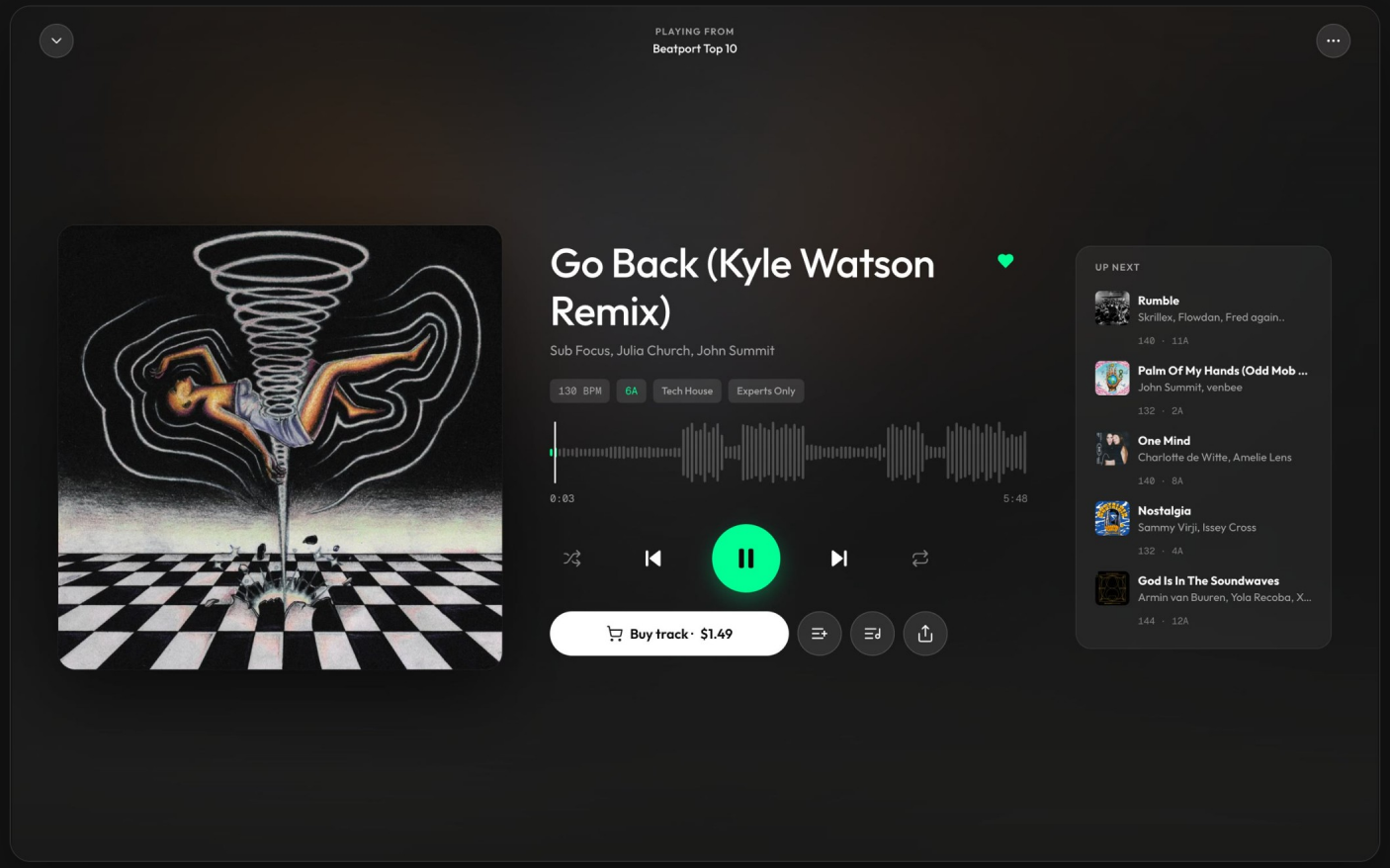
Opens out of the player's cover art. On touch screens, swipe down to close it.

02 Waveform scrubber

Drawn from the real audio. Hover to preview a position, drag to seek.

03 What a DJ checks

BPM, key, genre and label as chips, with the up-next queue alongside.



SCREEN 06

Search

01 One box for everything

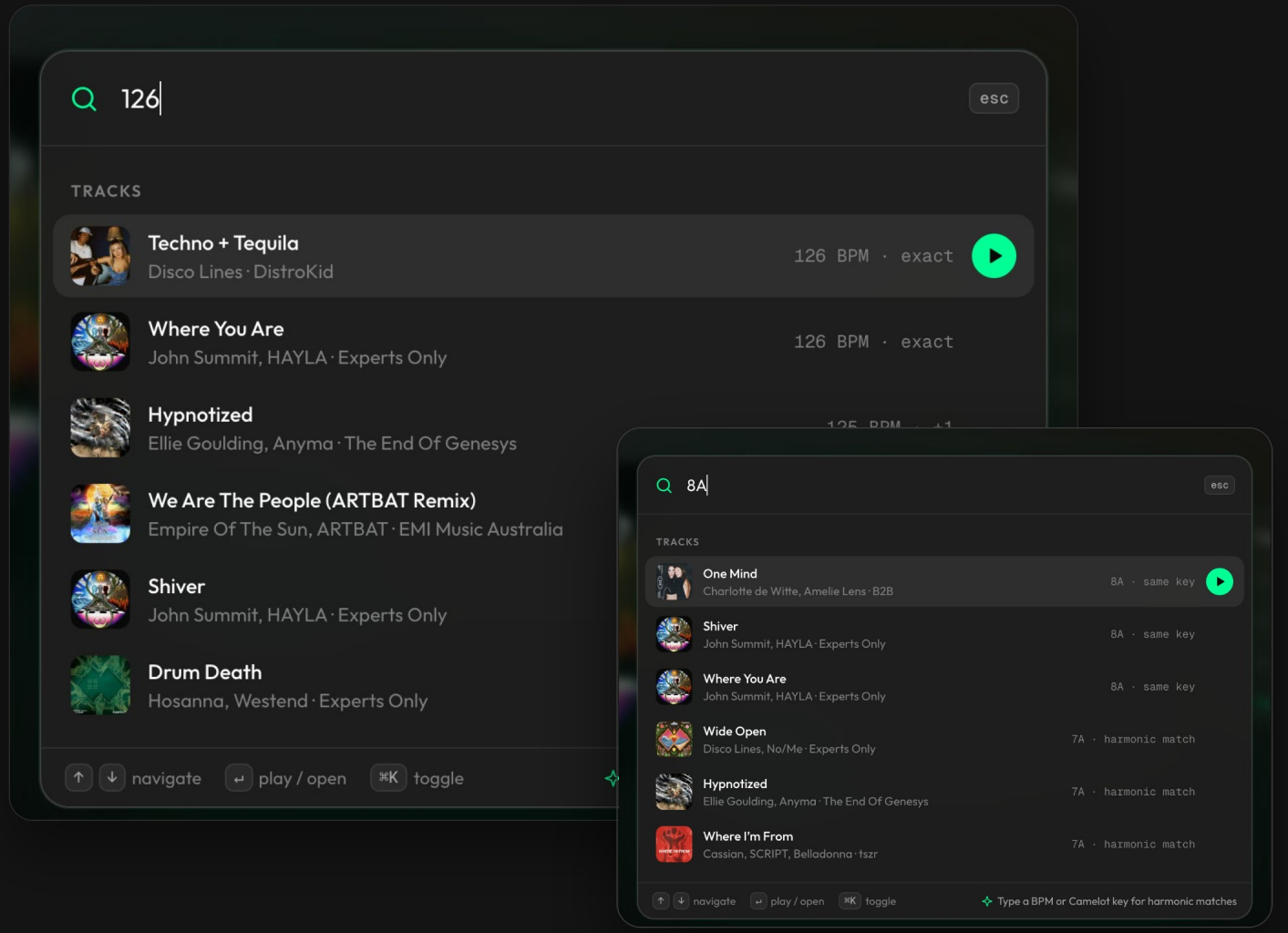
Press ⌘K or / to search tracks, artists, releases, genres and playlists.

02 Type a tempo

Enter a BPM like 126 to get tracks at that tempo, exact matches first.

03 Type a key

Enter a Camelot key like 8A to get tracks that mix in harmonically.



SCREEN 07

Cart and queue

01 Fly to cart

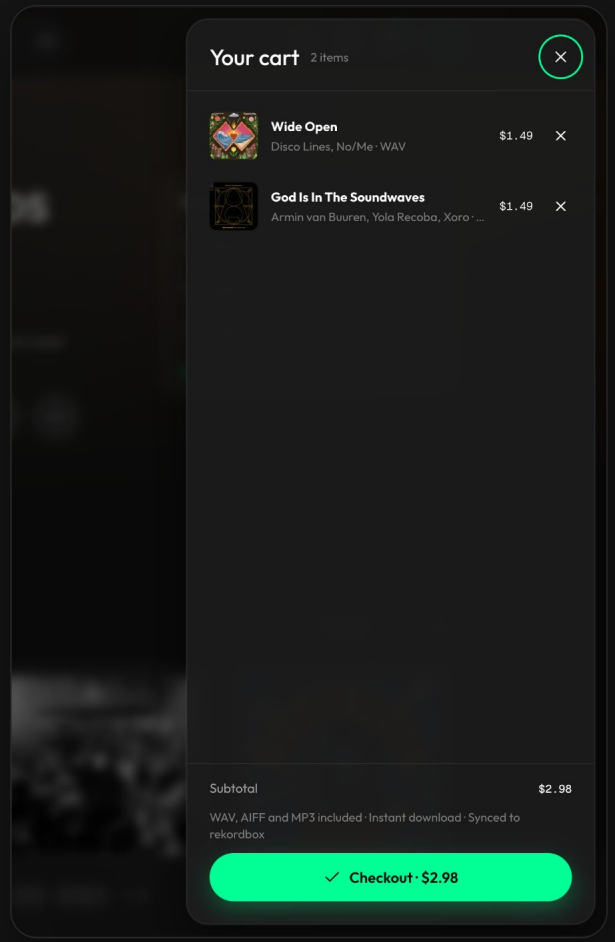
Adding a track sends its cover flying into the cart, so you see where it went.

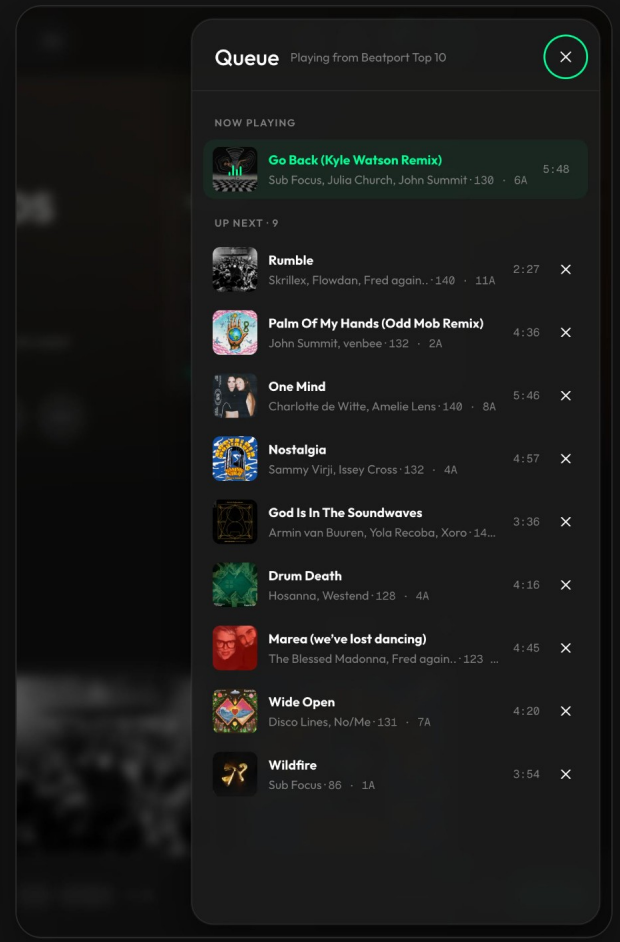
02 Checkout to library

Purchases move straight into your library, in WAV, AIFF or MP3.

03 A visible queue

See what's up next and remove tracks without leaving the page.

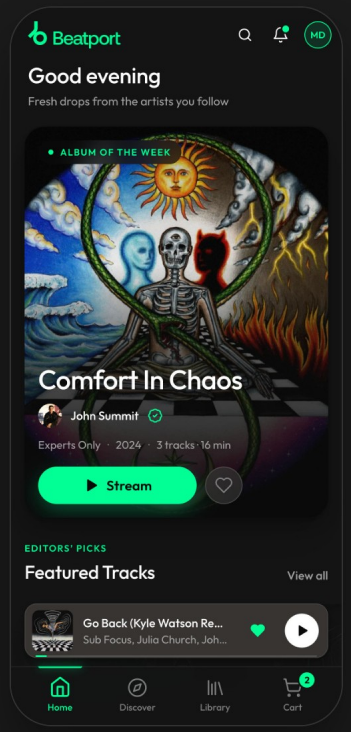




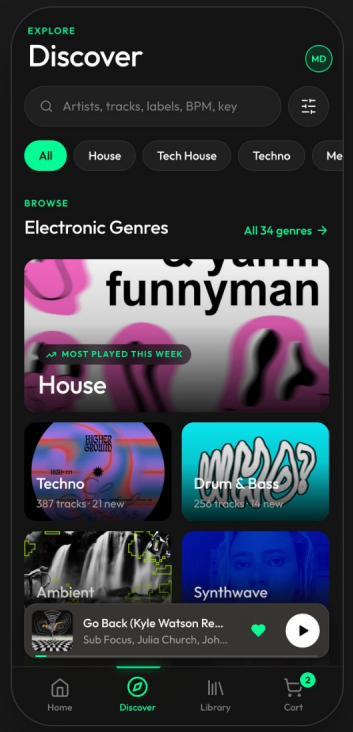
SCREEN 08

Mobile

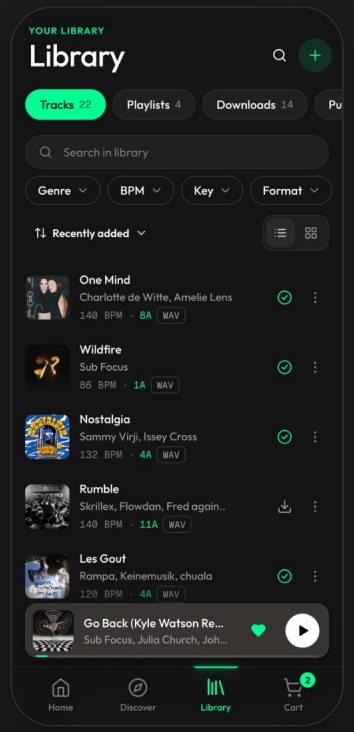
A dedicated layout below 768px, not a shrunken desktop: mini player, tab bar and a Now Playing view you swipe away.



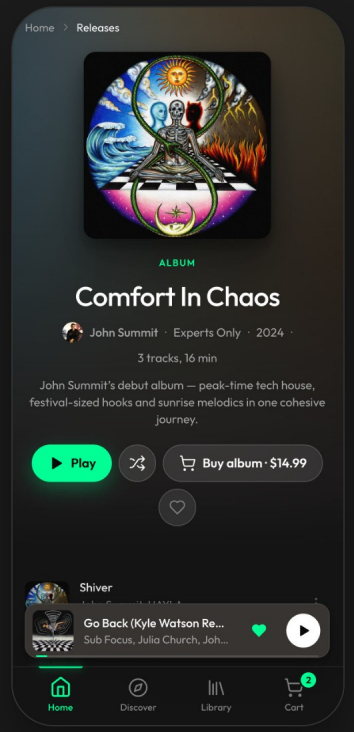
Home



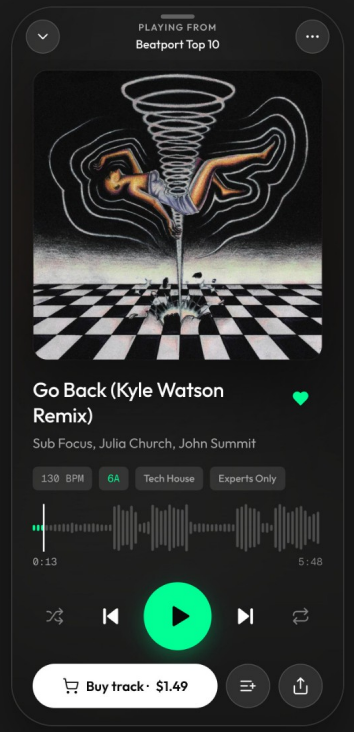
Discover



Library



Release



Now Playing

OLD VERSUS NEW

What changed

Area	Before	After
Navigation	Six top-level links; four leave the store	Home, Discover, Library, plus ⌘K search
Genres	35 names in a four-column text menu	Chips that filter in place, and art-led tiles
Colour	Green, magenta and cyan compete for attention	Beatport green is the only accent
DJ data	Keys as “D Minor”, in small grey type	Camelot keys and BPM on every row, in mono
Streaming	Sold separately with an “Add Streaming” button	Stream and buy from the same row and player
Track rows	Play, queue and add icons plus a price, every row	Like and price, with everything else in one menu
Search	By name across tracks, artists and labels	By name, BPM or Camelot key
Devices	Poor responsiveness and UI scaling	A dedicated mobile layout, checked from 320px up

THE SYSTEM

Design language

Colour

- Accent #01FF95
- Base #141414
- Card #202020
- Elevated #2A2A2A
- Secondary text #A6A6A6

Type

Aa

Outfit · headings and interface

Standing in for Gravita GEO, the brand face

130 BPM · 6A · WAV

Geist Mono · DJ data

BPM, keys, times and formats line up in columns

Components

▷ Stream

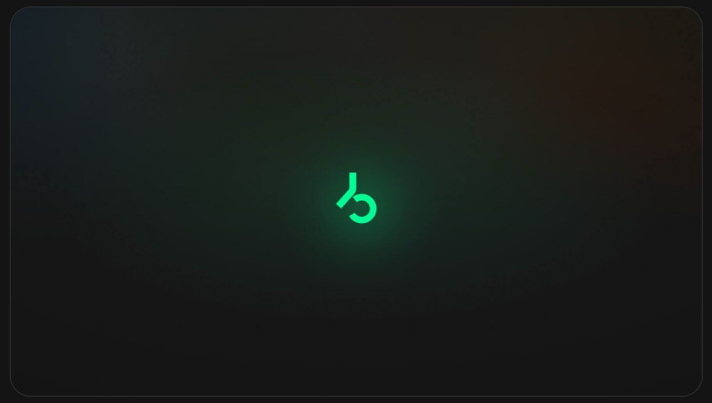
Buy album · $14.99

Tech House 8A

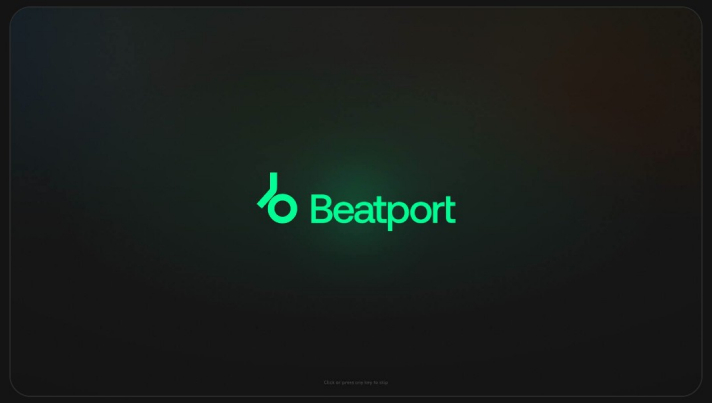
✓ Owned

POLISH

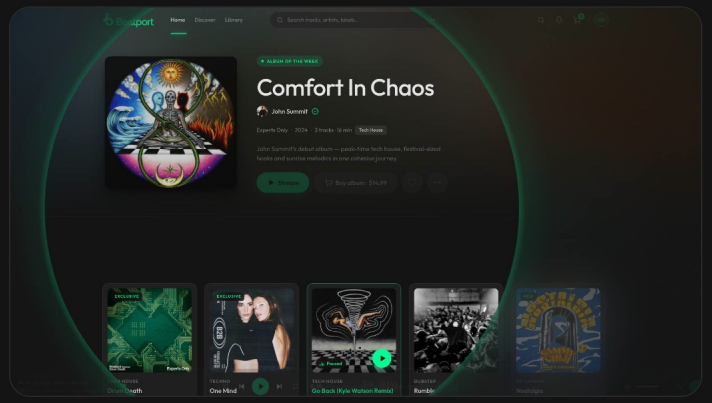
Motion



01 A frosted veil, and the mark draws itself in one stroke



02 It glides left as the wordmark wipes in beside it



03 The veil opens as a circle from the logo's "o"

Beyond the 2.3-second intro: page transitions, staggered reveals, a Now Playing view that grows from the artwork, fly-to-cart, and a live equalizer on whatever is playing.

Beatport

See it in motion

Watch the attached screen recording for a walkthrough of the prototype, clicking through the screens in this deck.