



**Beat.Box By Ida Akiwumi**

**Final Project Header Image  
Permission: Stavros Kypraios**

# Objective

To get more young avid music listeners to create account on music app which tailors playlists to fit their lifestyles & interests.

## Strategy

- To quickly & simply convince men & women 18-35 years old
- To create a profile/account on website
- Instead of our competitors' sites
- Because the website's music playlists are easier to navigate & the playlists are customized based on the user's response to questionnaire.



**Mood**

# Keywords

■ new

■ exciting

■ curate

■ playlist

■ young

■ easy

■ tailored

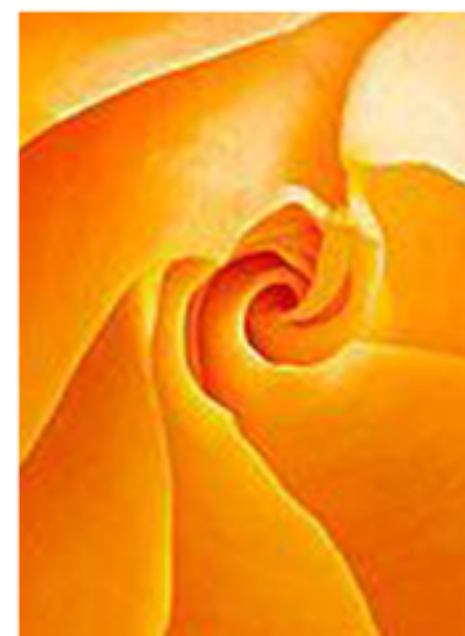
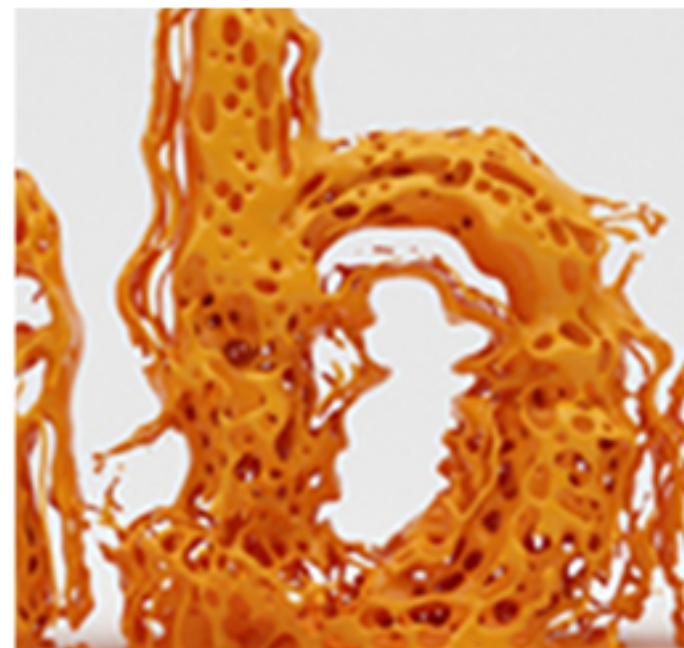
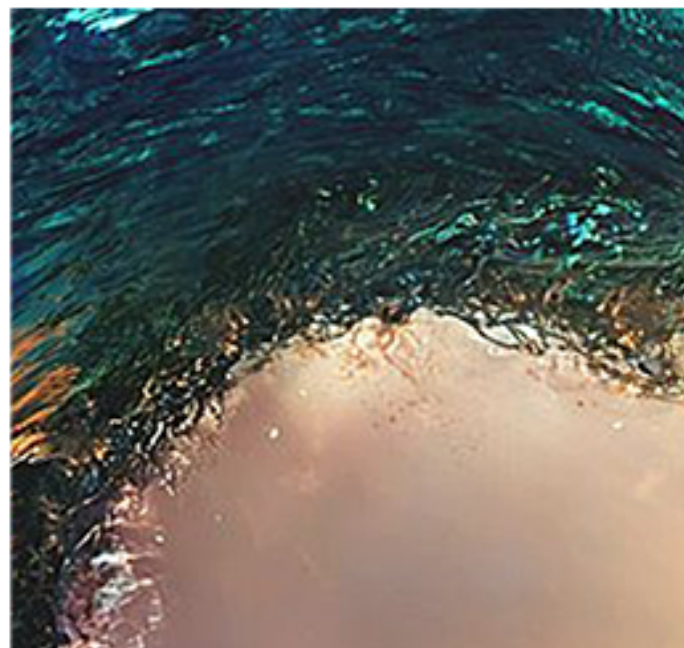
■ unexpected



# Shape Yourself



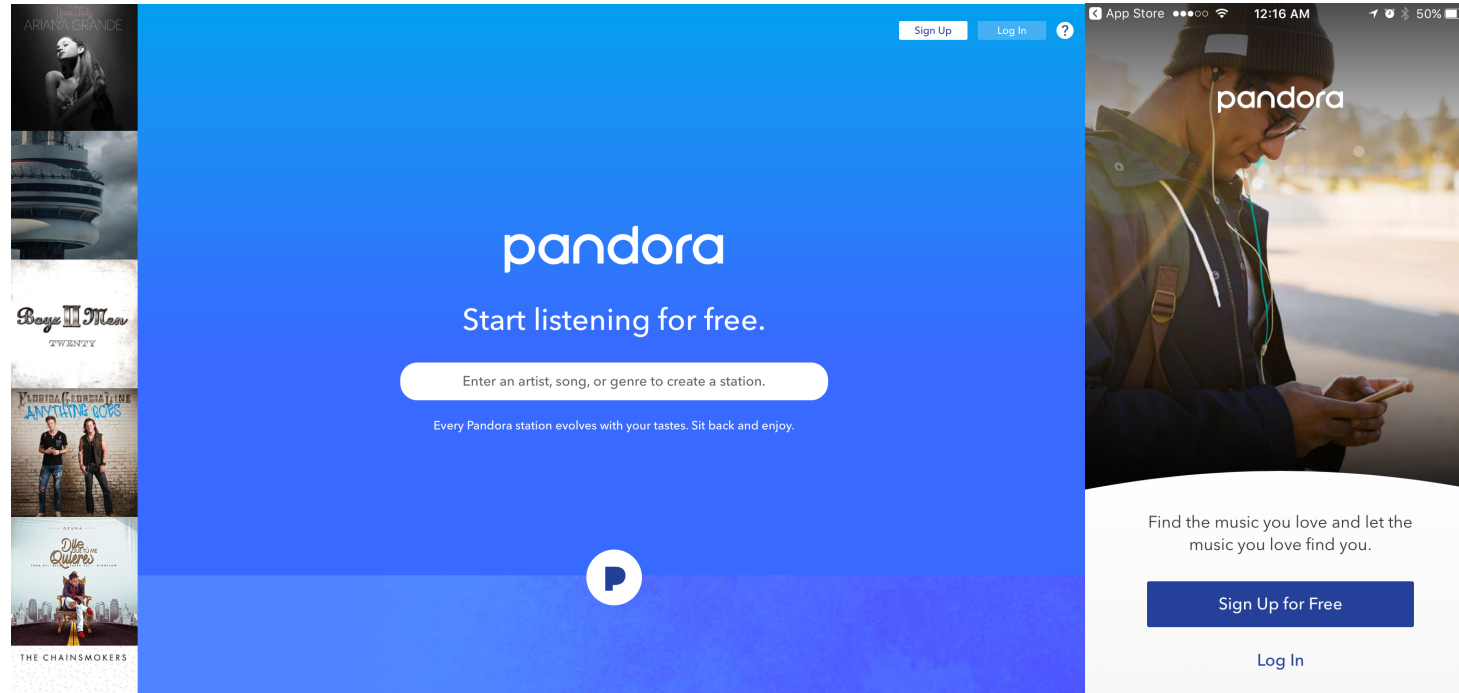




# Competitor Findings

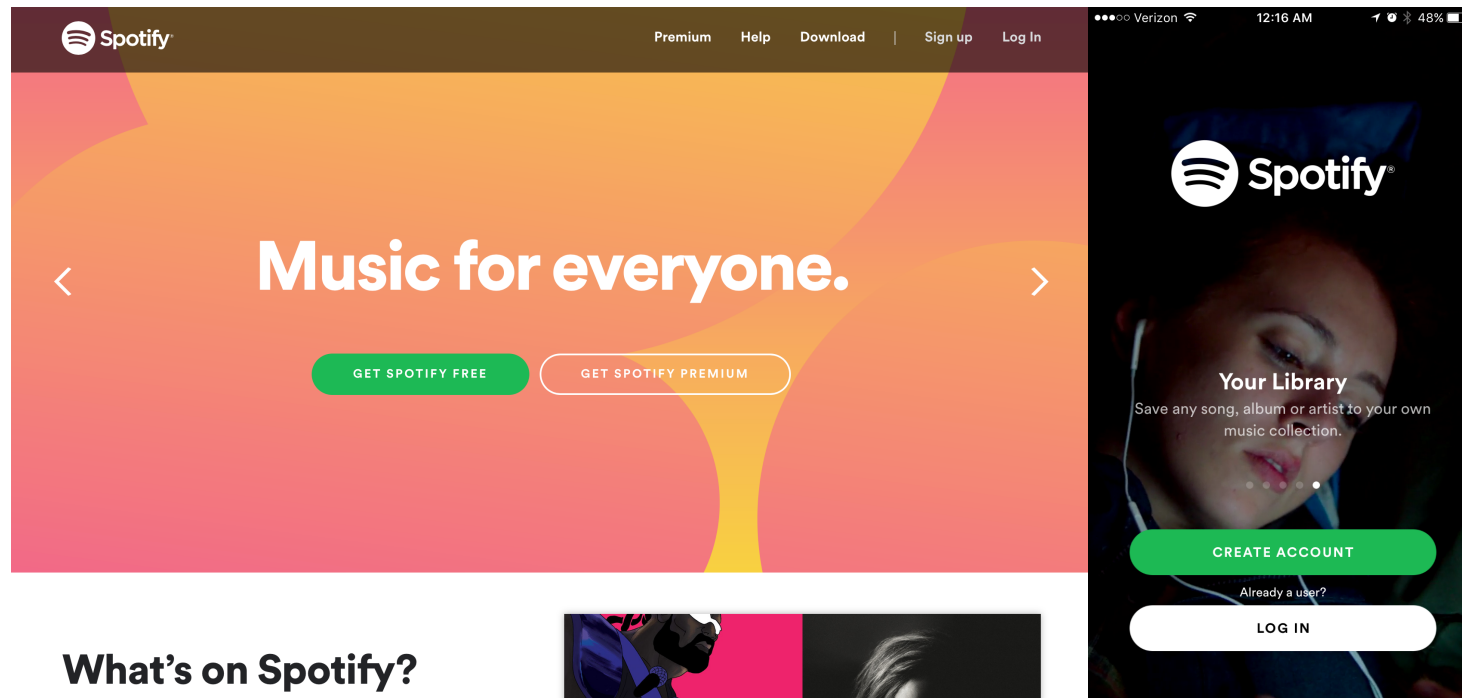


# Pandora



- Focus on creating a station/playlist
- Sneak peak of musician's albums
- Little to no navigation except for the important ones

# Spotify

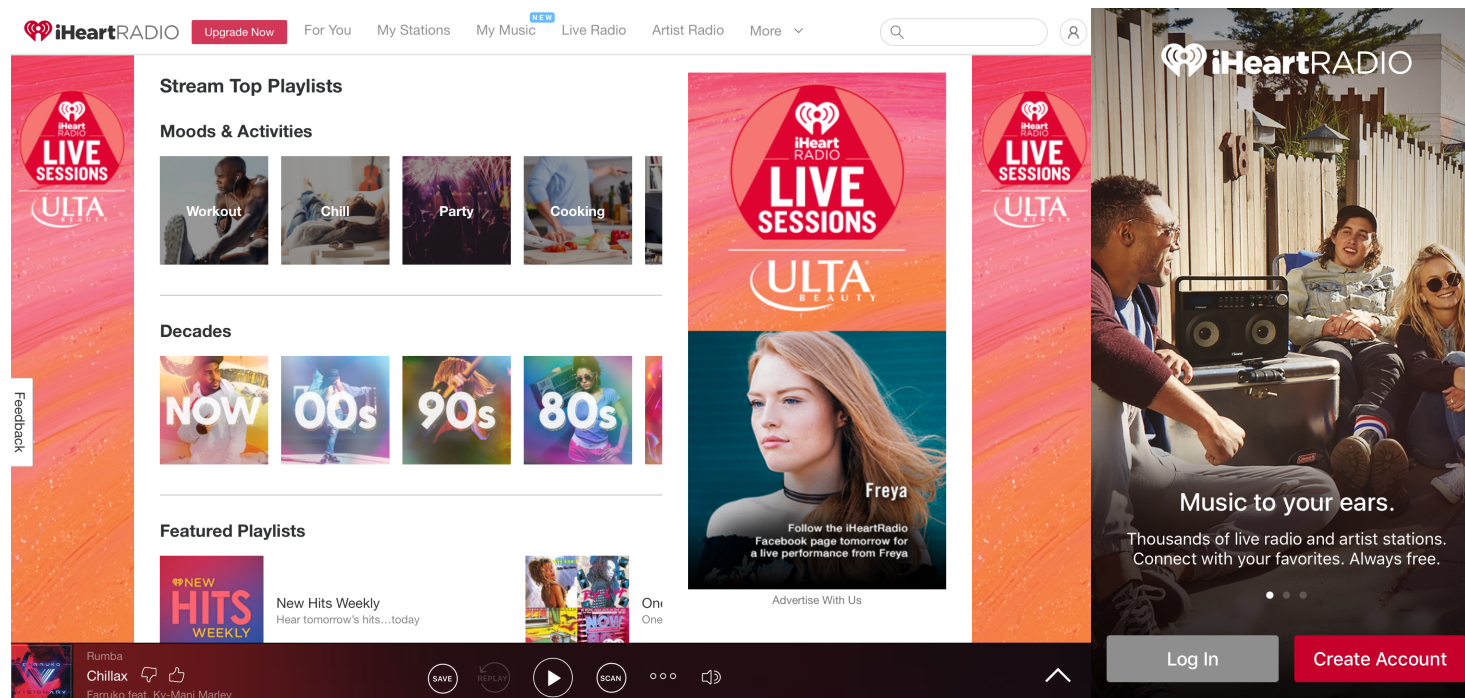


■ Focus on FREE account creation

■ Very colorful & large header image

■ More text below header

# Iheartradio



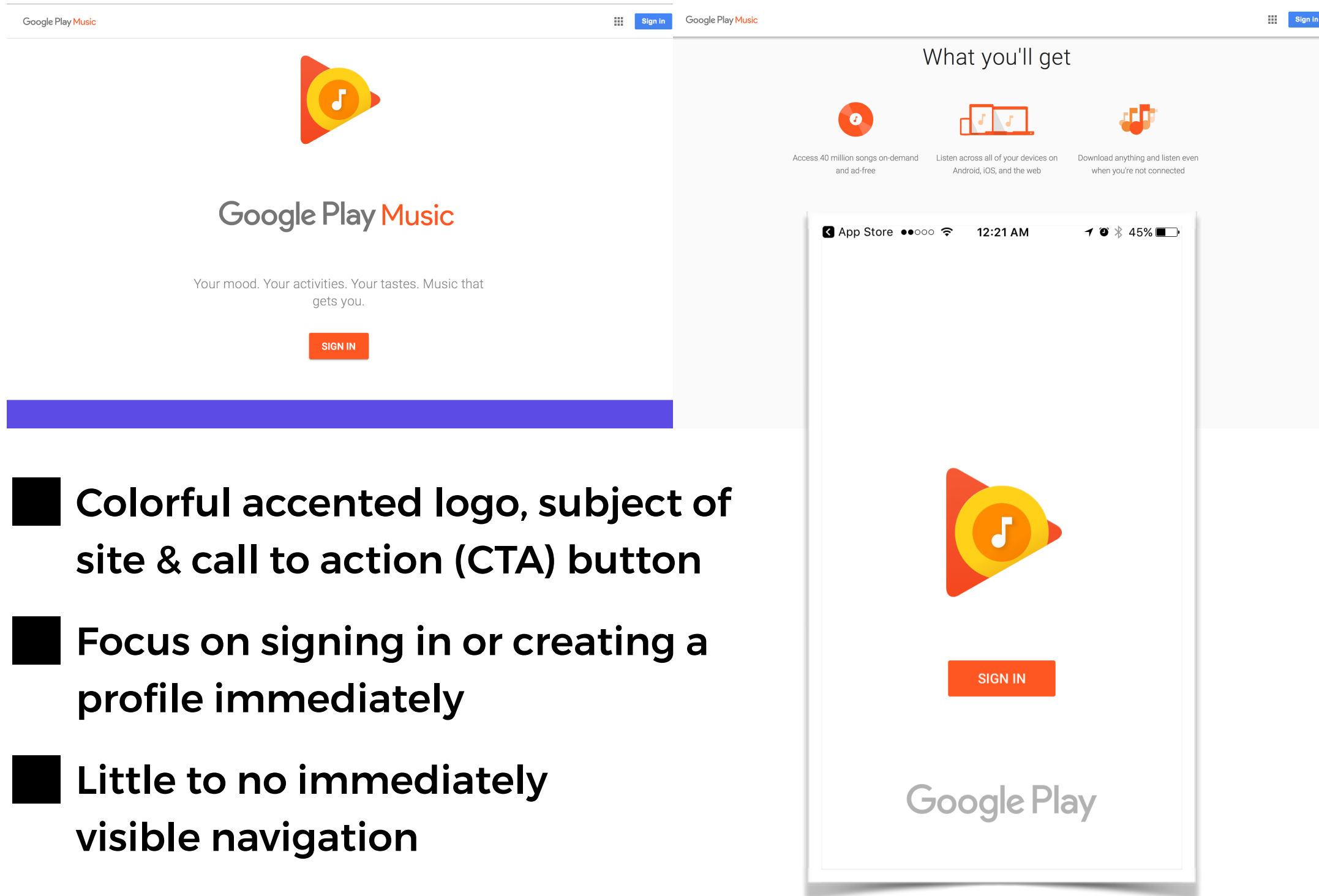
Colorful image boxes w peoples and lifestyle inspired music/ personalization

Have a sneak peak of music right up front

> focus on music types & < on profile creation

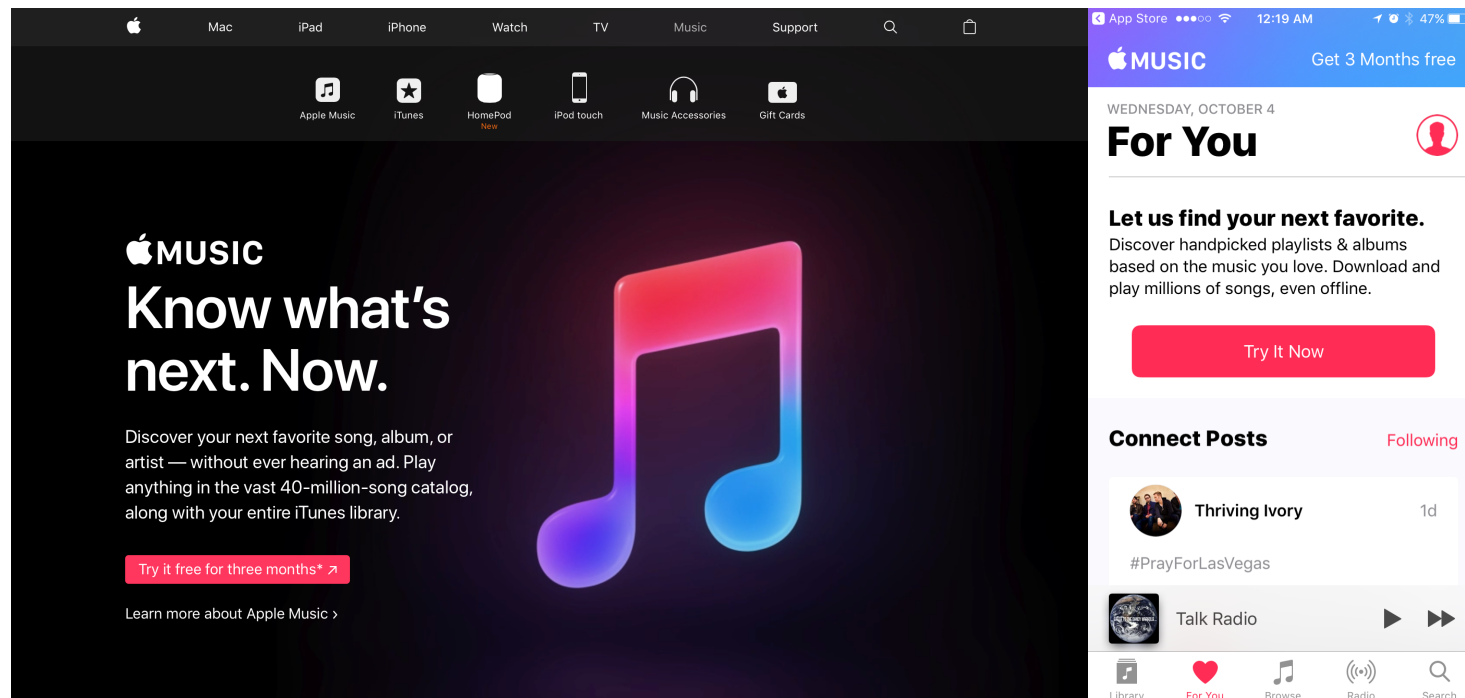


# Google Play



- Colorful accented logo, subject of site & call to action (CTA) button
- Focus on signing in or creating a profile immediately
- Little to no immediately visible navigation

# Apple Music

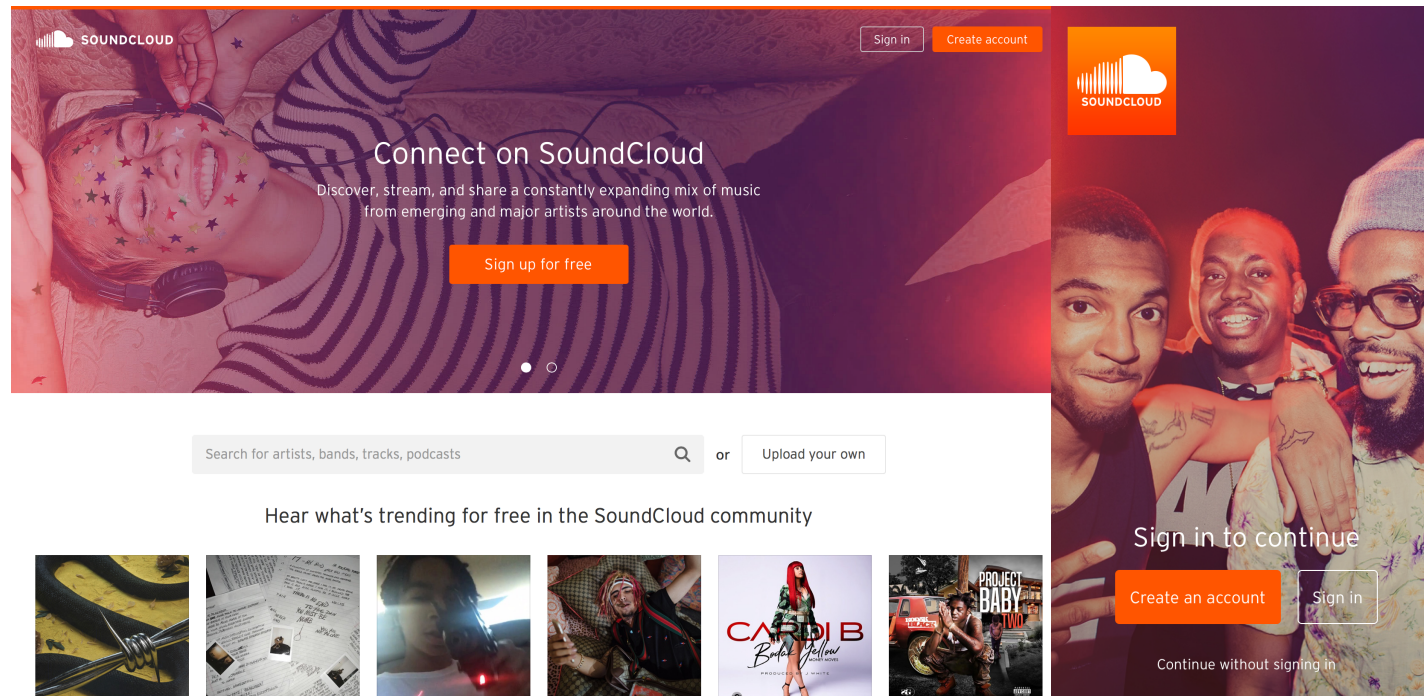


Colorful accented/gradient graphic

Focus on having the customer trial the site for free

Navigation is a little busy but has some apple music related apps & links

# Soundcloud



Large header image w gradient overlay w happy young listener

A sneak peak below for new users to get acquainted

Summary/pitch to user right above the CTA

# Observation & Commonalities

- Colorful gradients
- Color accented CTA buttons
- Large header images
- Extensive info below main image
- Signup/sign in focus
- Sneak peak imagery/audio/playlist
- Little to no navigation
- Orange
- Mobile apps have > focus on “create account” button & image of person in background.

# Audience Findings

# Audience - Persona

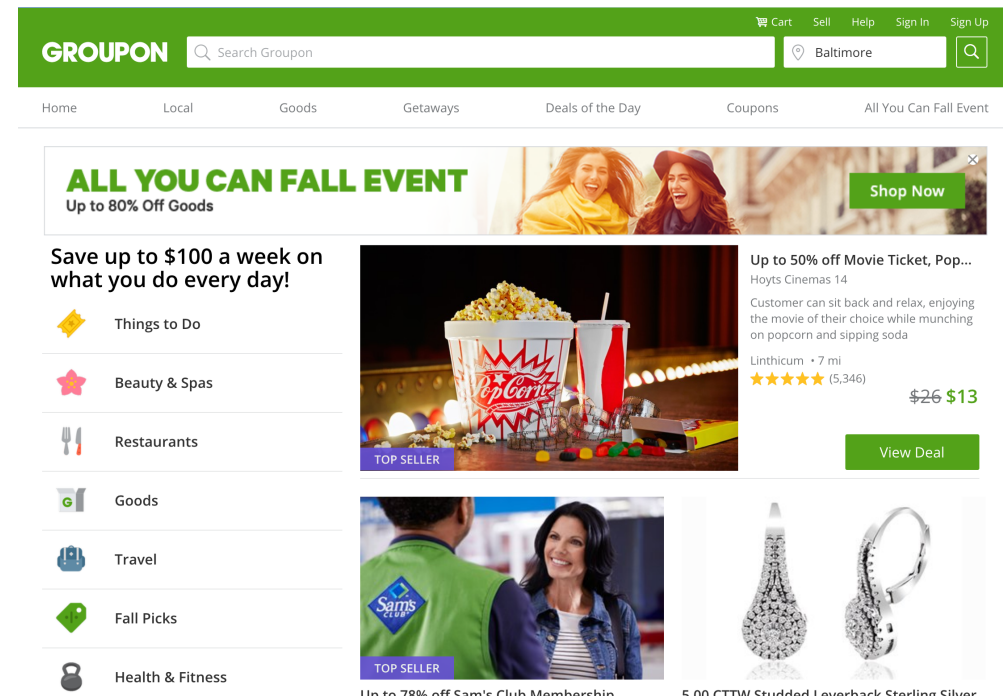
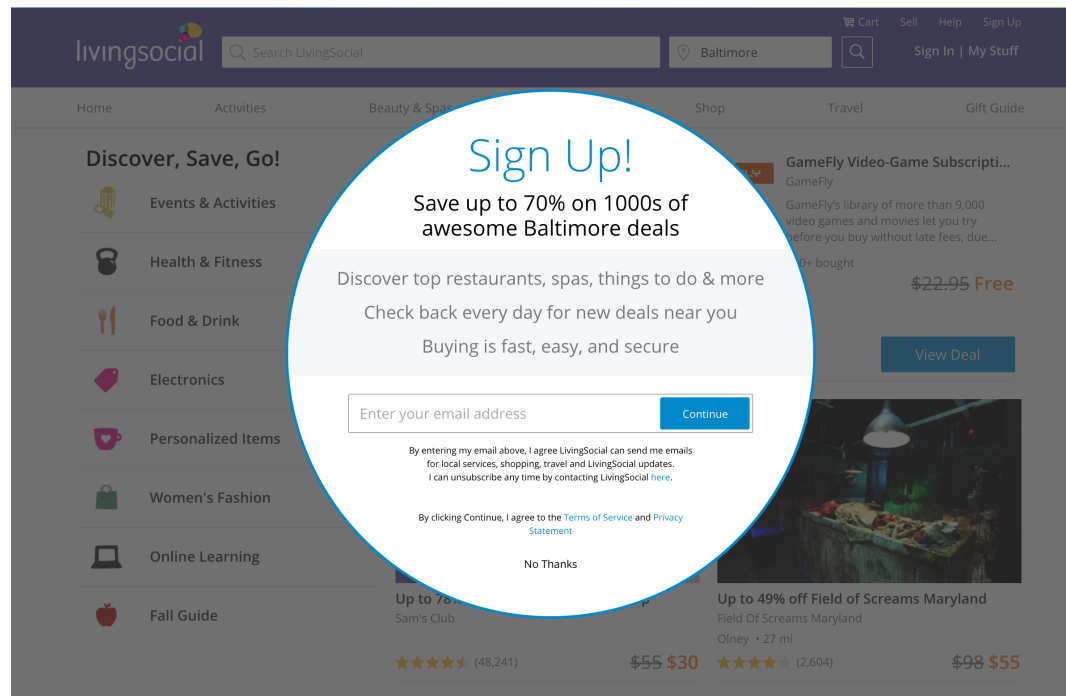
## *Primary Audience*

- Males
- 18-25
- Single
- College Age / Entry Level
- Hourly income / \$20k+ per year
- young, socially-active and loves to discover new music to share with friends

## *Secondary Audience*

- Males and females
- 18-35
- Single or Married no children
- College Age to Young Professionals
- Income of \$30k+ per year
- They take “what kind of \_\_\_\_\_ are you” quizzes on facebook for fun

# Audience Profile - Socialite



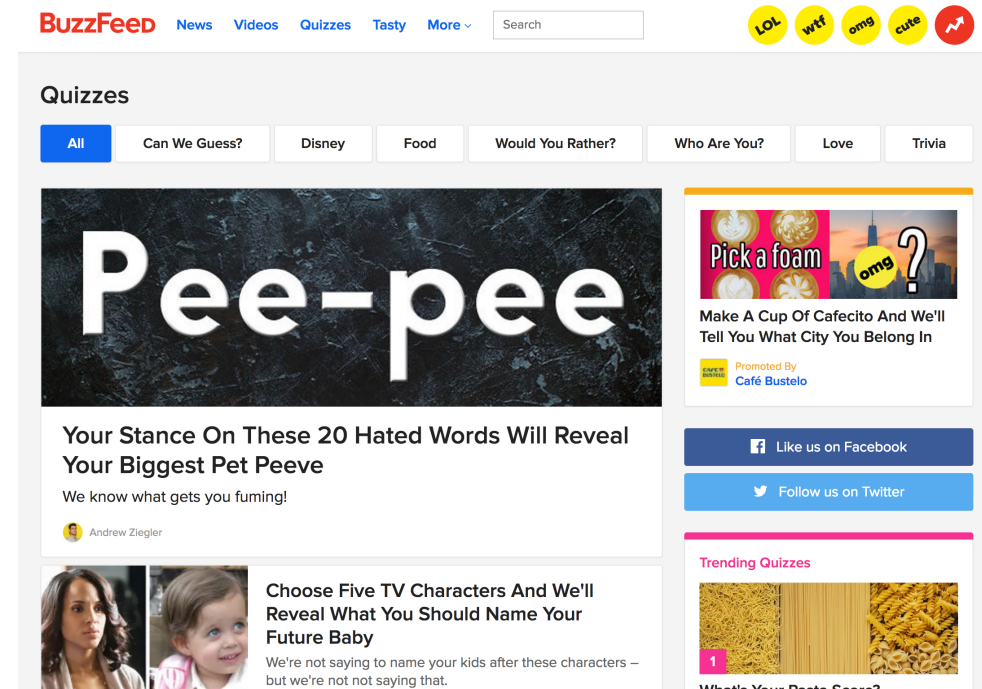
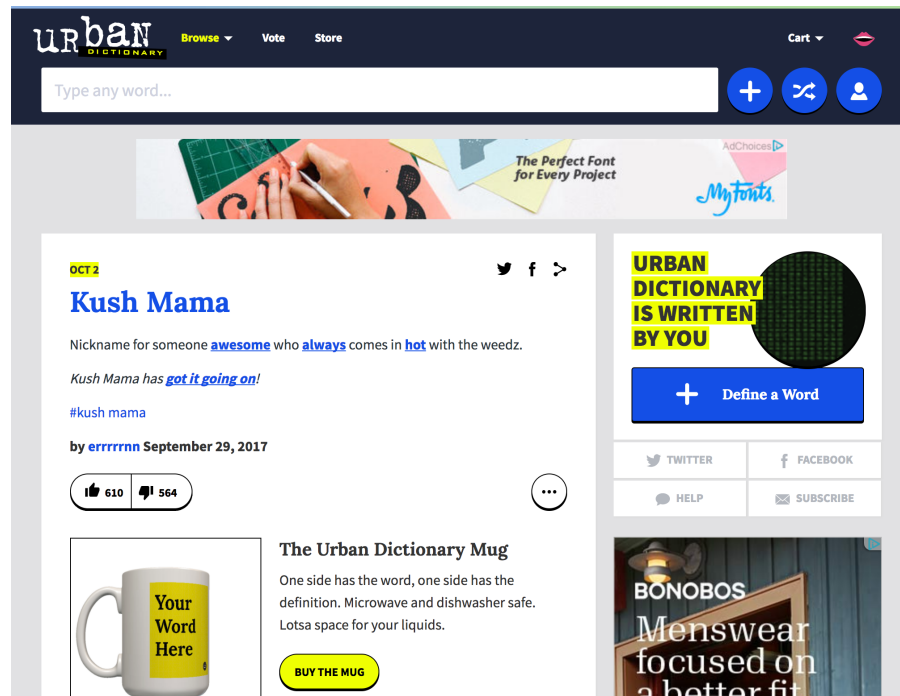
■ Color background for header w search box focus, and side navigation allowing for icons.

■ Colored button CTA. images to right side of page.

■ Navigation buttons at the top aren't as prominent.



# Audience Profile (Cont'd) - Fun Fact

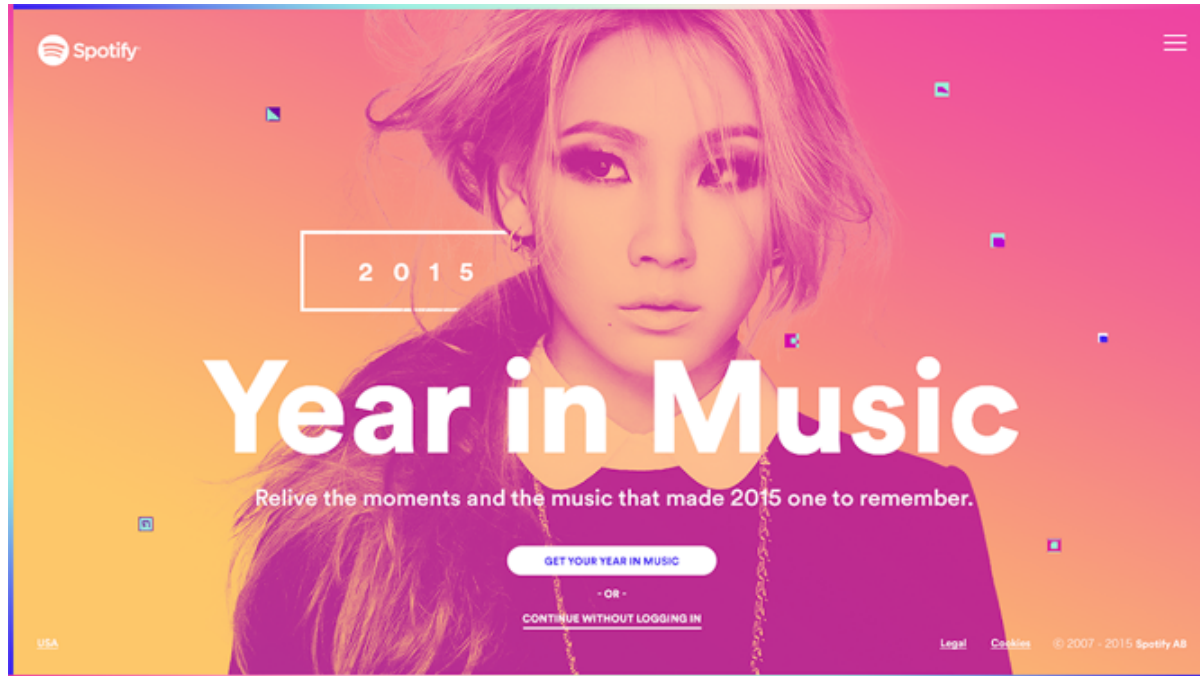


Urbandictionary -focus on search feature & content of word;  
Buzzfeed-focus on blog content & not so much on search.

Social media icons/links are also displayed to the right



# Audience Profile - Visual Inspiration

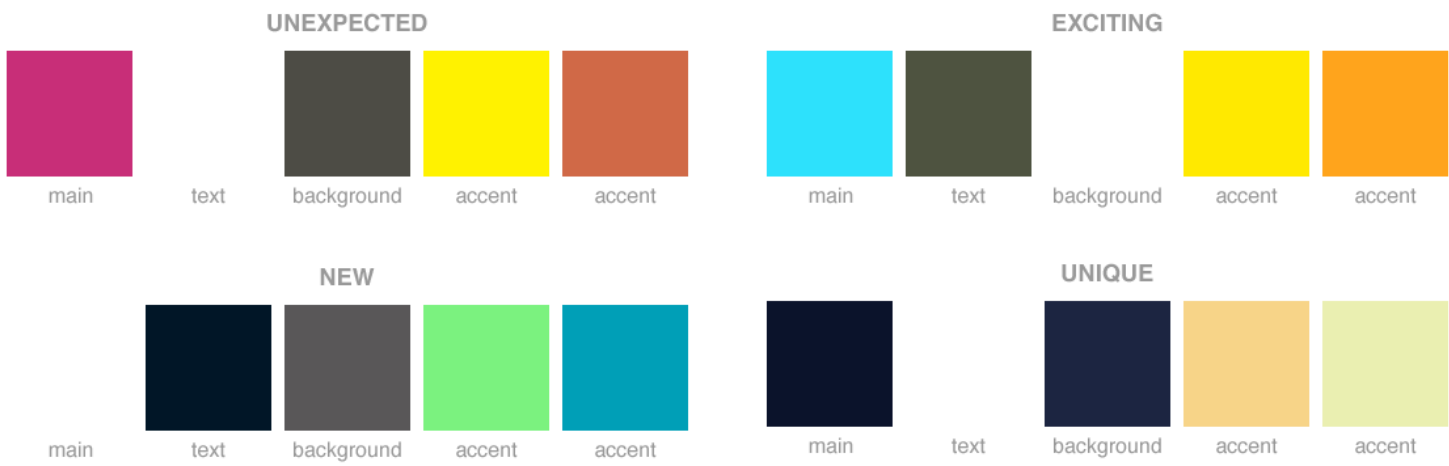
The image shows the Spotify login form. It has a blue header with 'Sign up' and 'Log in' buttons. Below the header, there are two tabs: 'Lifestyle' and 'More'. The main content area is a light blue box with the title 'Log in to your account'. It contains two input fields for 'Phone, email or username' and 'Password'. Below these fields are two checkboxes: 'Remember me' (checked) and 'Forgot password?'. A large 'Log in' button is at the bottom.

# Observation & Uniqueness

- Colored backgrounds for logo/navigation only
- Color accented CTA buttons
- Search box focus
- Social media icon links
- Summary/sneak peak of products

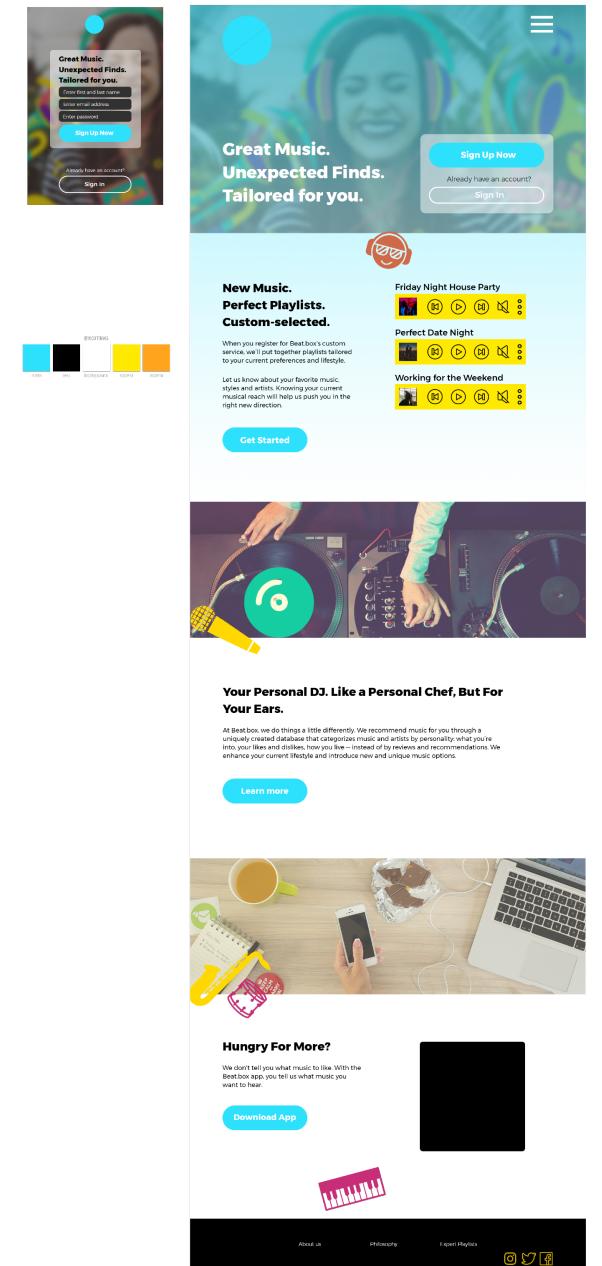
# Compositions

# Color Schemes



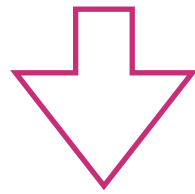
# Final Scheme





# Typography Choices

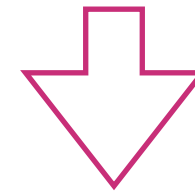
**Montserrat font - All Sans treatment**



**Great Music. Unexpected Finds. Tailored for you.**

When was the last time you fell in love with a new artist or song? Introduced your friends to an emerging act? Or found just the perfect playlist for that special date night?

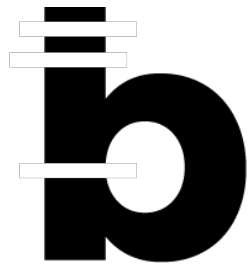
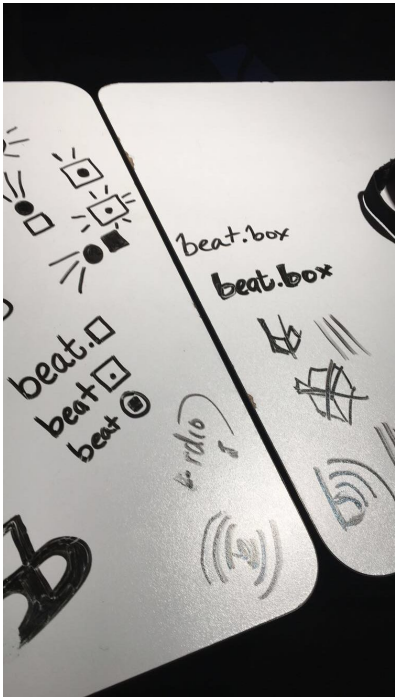
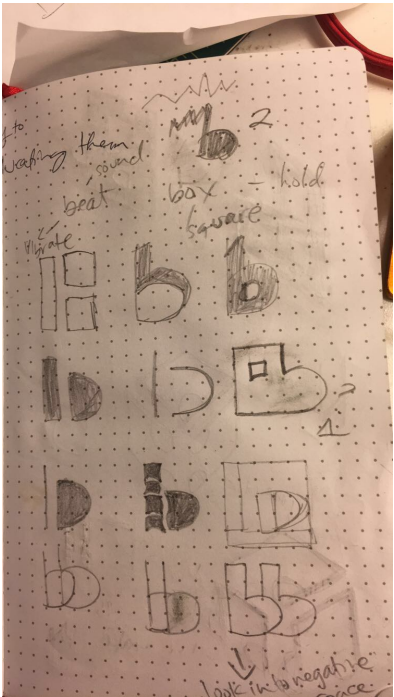
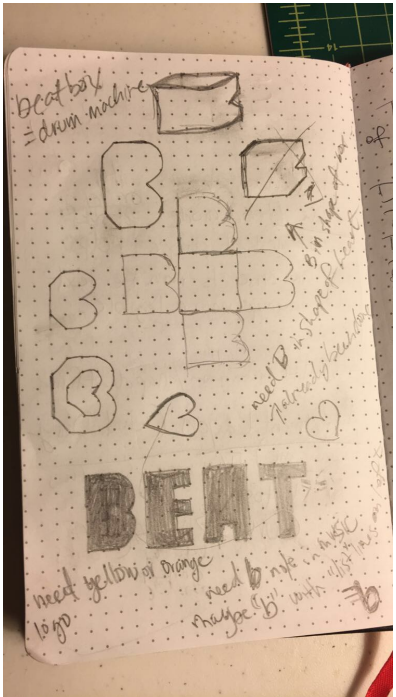
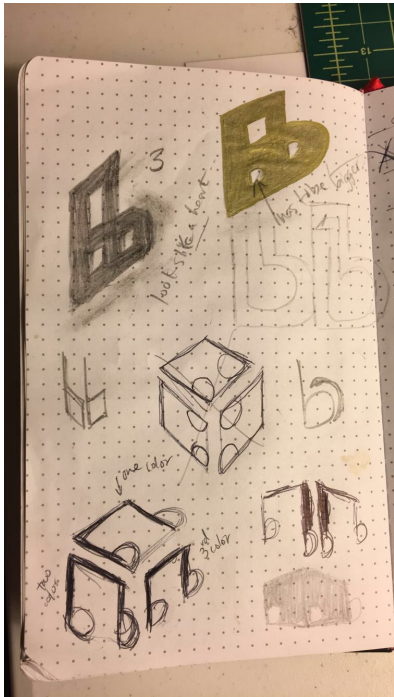
**Montserrat & Sorts Mill Goudy - Sans header, serif body**



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# Logo Exploration



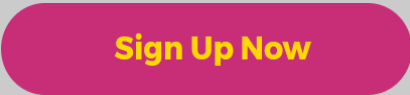
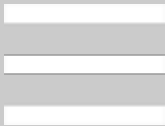










beat.box



# Interactivity

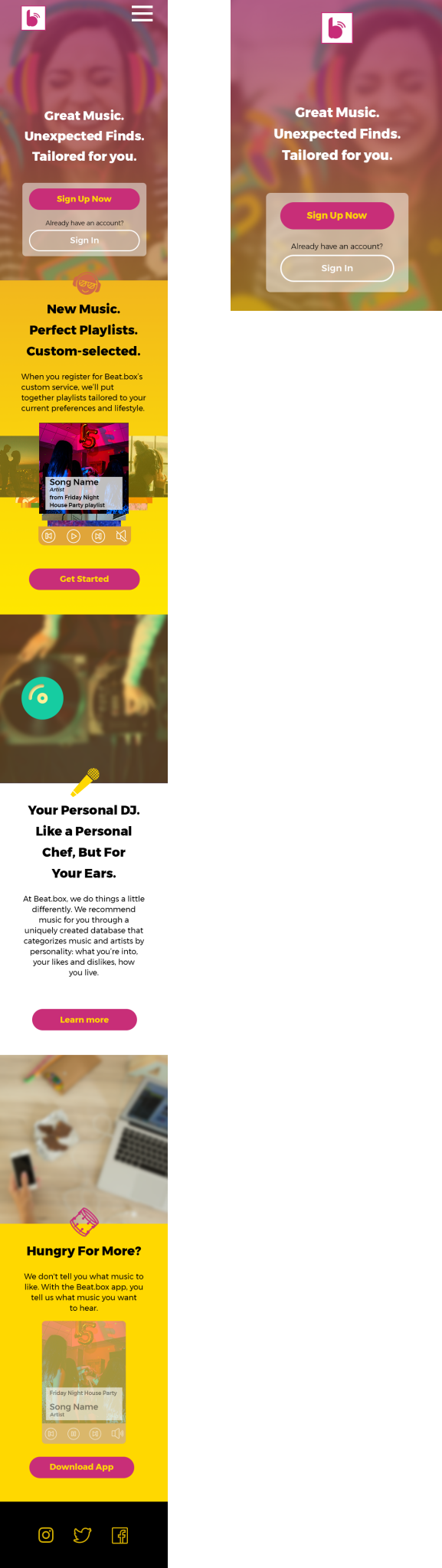
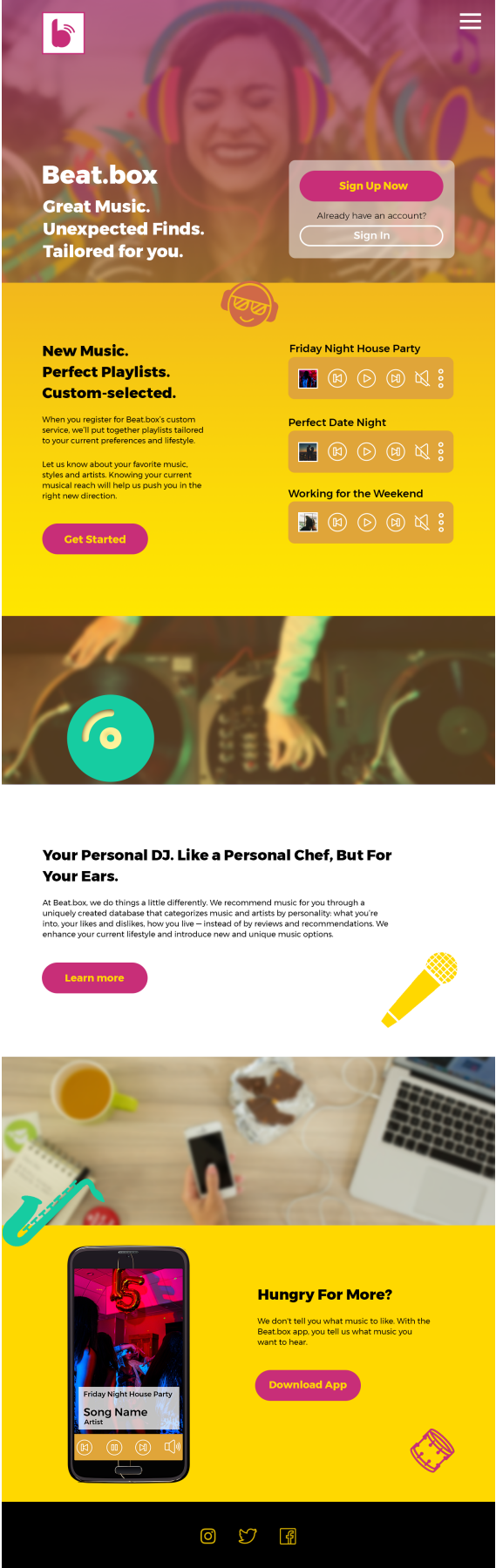


# Interactive Elements

State	Link Button	Menu Open	Inside Menu	Playlist Controls
Default				
Hover				
Actively clicking				

# Beat.Box Website

Invision App- <https://projects.invisionapp.com/share/V2EANH07N#/screens/261887464>





# Beat.box

**Great Music.  
Unexpected Finds.  
Tailored for you.**

**Sign Up Now**

Already have an account?

**Sign In**



**New Music.  
Perfect Playlists.  
Custom-selected.**

When you register for Beat.box's custom service, we'll put together playlists tailored to your current preferences and lifestyle.

Let us know about your favorite music, styles and artists. Knowing your current musical reach will help us push you in the right new direction.

**Get Started**

**Friday Night House Party**



**Perfect Date Night**



**Working for the Weekend**



## Your Personal DJ. Like a Personal Chef, But For Your Ears.

At Beat.box, we do things a little differently. We recommend music for you through a uniquely created database that categorizes music and artists by personality: what you're into, your likes and dislikes, how you live — instead of by reviews and recommendations. We enhance your current lifestyle and introduce new and unique music options.

**Learn more**



## Hungry For More?

We don't tell you what music to like. With the Beat.box app, you tell us what music you want to hear.

**Download App**



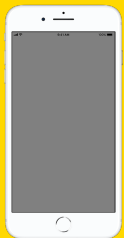
# Ida Akiwumi



idaa11



[iakiwumi@gmail.com](mailto:iakiwumi@gmail.com)



240.478.8149

## Let's Chat!