



MIXTA

ROCK AND ROLL HALL OF FAME PROPOSAL / TEAM PROJECT / ARGYLE TURTLES

THE ARGYLE TURTLES



Anthony Amici
Designer
Now Playing: Deathcab for Cutie



Melissa Samworth
Designer
Now Playing: The Beatles



Hailey Thorp
Designer
Now Playing: Skeletonwitch



Tim Davcev
Designer
Now Playing: We as Human



Nathan Christiansen
Designer
Now Playing: Metallica



Trey Boro
Developer
Now Playing: Tool



Aaron Miller
Developer
Now Playing: Nirvana



Joseph Horsemann
Developer
Now Playing: Asian Kungfu Generation



Peter Gyroy
Developer
Now Playing: The Shaolin Afromauts

PROBLEM STATEMENT

Visitors lack a way to establish connections between static artifacts and the music they represent.



ELISE THOMAS

AGE 32

OCCUPATION Accountant

HOMETOWN Detroit, MI

FAVORITE BAND Fleetwood Mac

"We don't know much about rock so we don't know where to start in the Hall of Fame"

BACKGROUND STORY

Elise is an accountant at a law firm in Detroit. She lives at home with her Husband Gary, and their two cats. Her and Gary are both from Detroit but her sister moved to Cleveland after college. They are taking the week to visit her and her family in the suburbs of Cleveland. Since their family is busy all day, Elise and Gary decide to go to Cleveland for the day and check out the museums.

GOALS

- Kill time
- Visit a Cleveland staple
- Learn more about rock and roll

PAIN POINTS

- She doesn't know about rock
- She needs guidance through the hall
- She wants to widen the scope of the music she listens to

HALL OF FAME

Rock knowledge



Passion for rock



Desire to visit



TECHNOLOGY

Uses Spotify



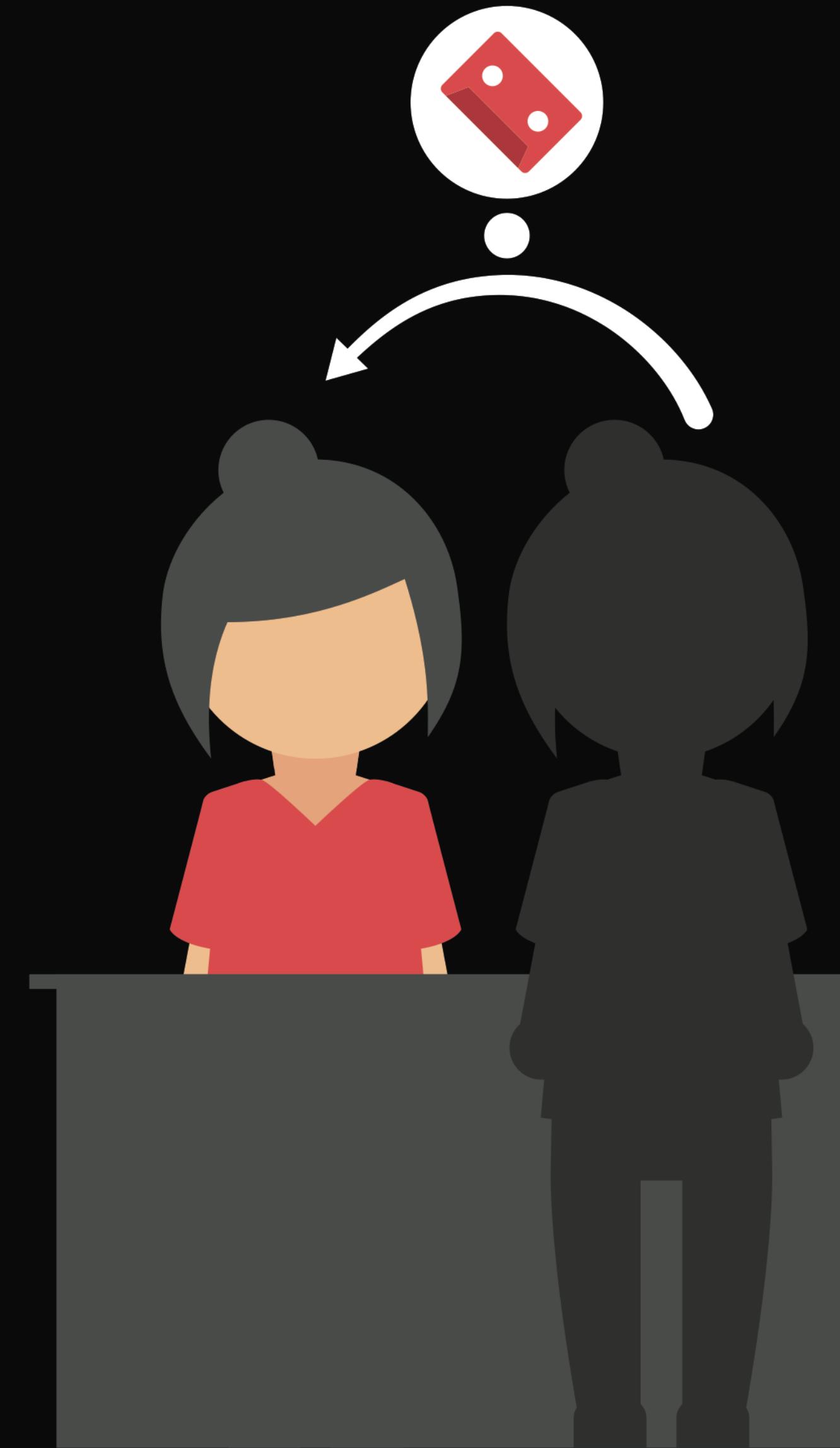
Uses computer



Uses mobile/ tablet



ELISE'S JOURNEY



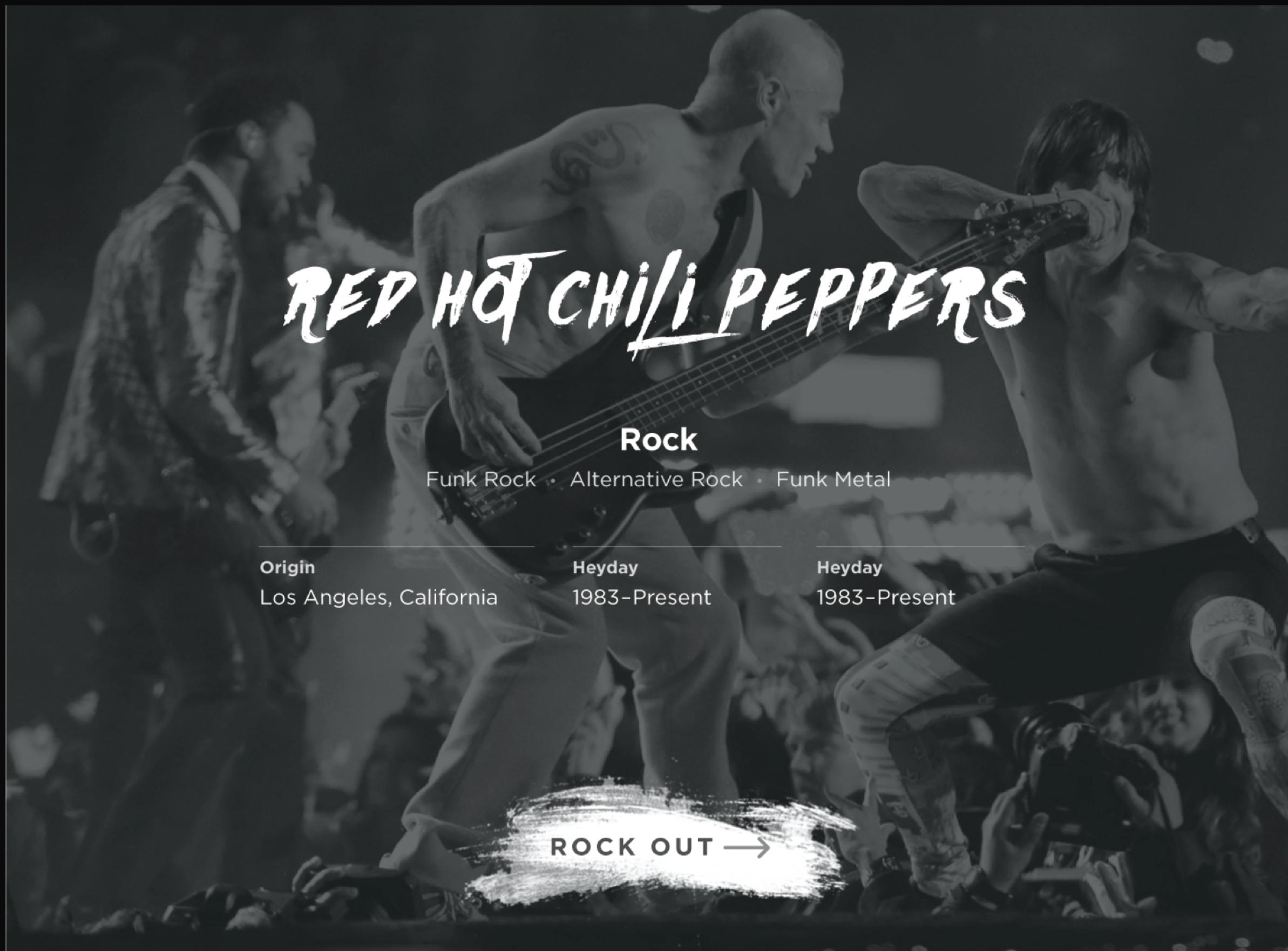
Elise enters the hall to buy a ticket. When she walks in, she is offered a Mixta tape. She is curious so she takes one and goes to the nearest kiosk.

ELISE'S JOURNEY



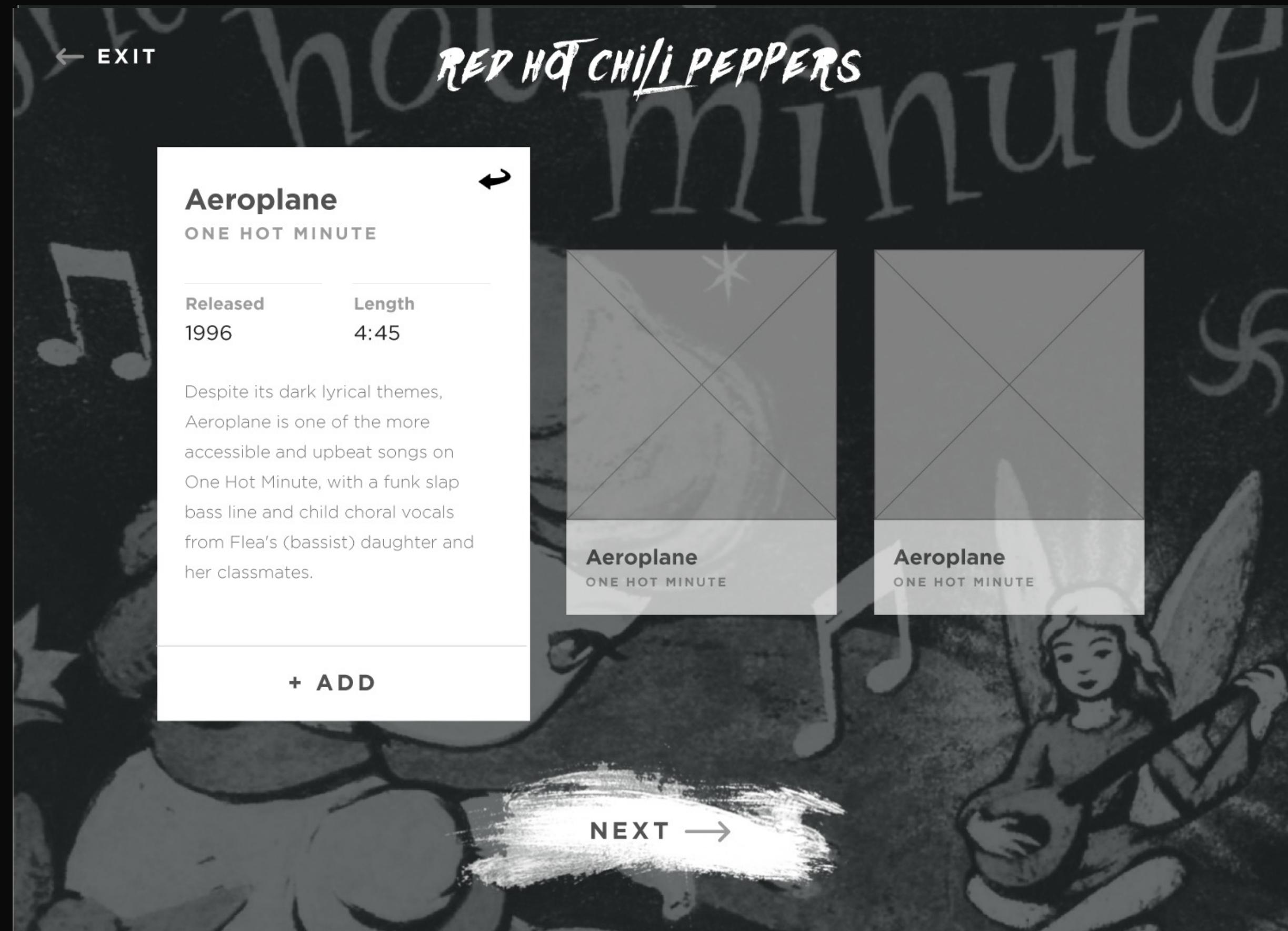
After Elise has added a few songs, she marks the areas of her map that correspond with bands in her playlist.

ELISE'S JOURNEY



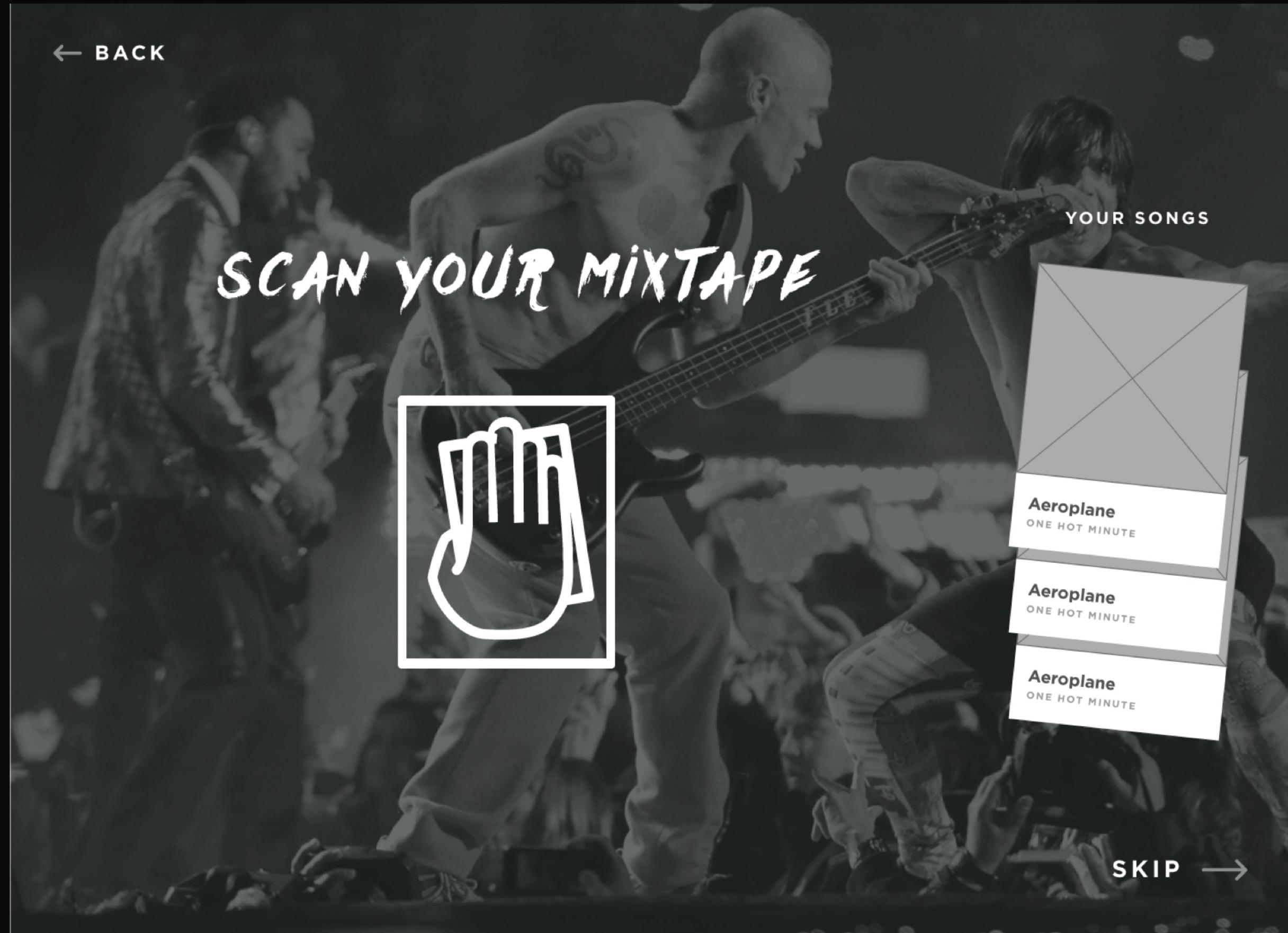
As she walks through the Hall, Elise stops at the spots she marked on her map and interacts with the interfaces projected onto the glass of the display cases. The cases give her background information on the artifacts and the history of the musicians they who made them famous.

ELISE'S JOURNEY



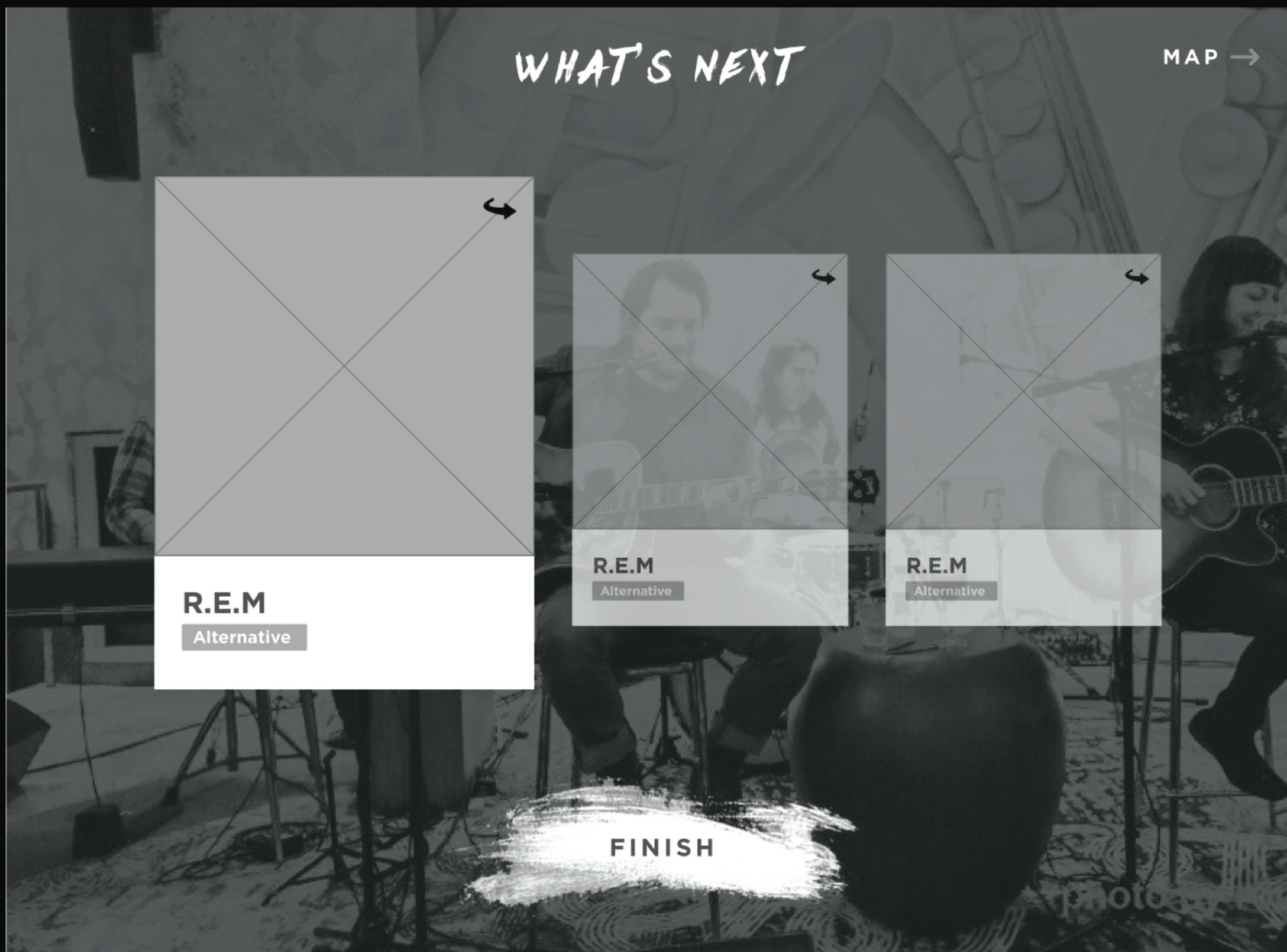
As she walks through the Hall, Elise stops at the spots she marked on her map and interacts with the interfaces projected onto the glass of the display cases. The cases give her background information on the artifacts and the history of the musicians they who made them famous.

ELISE'S JOURNEY



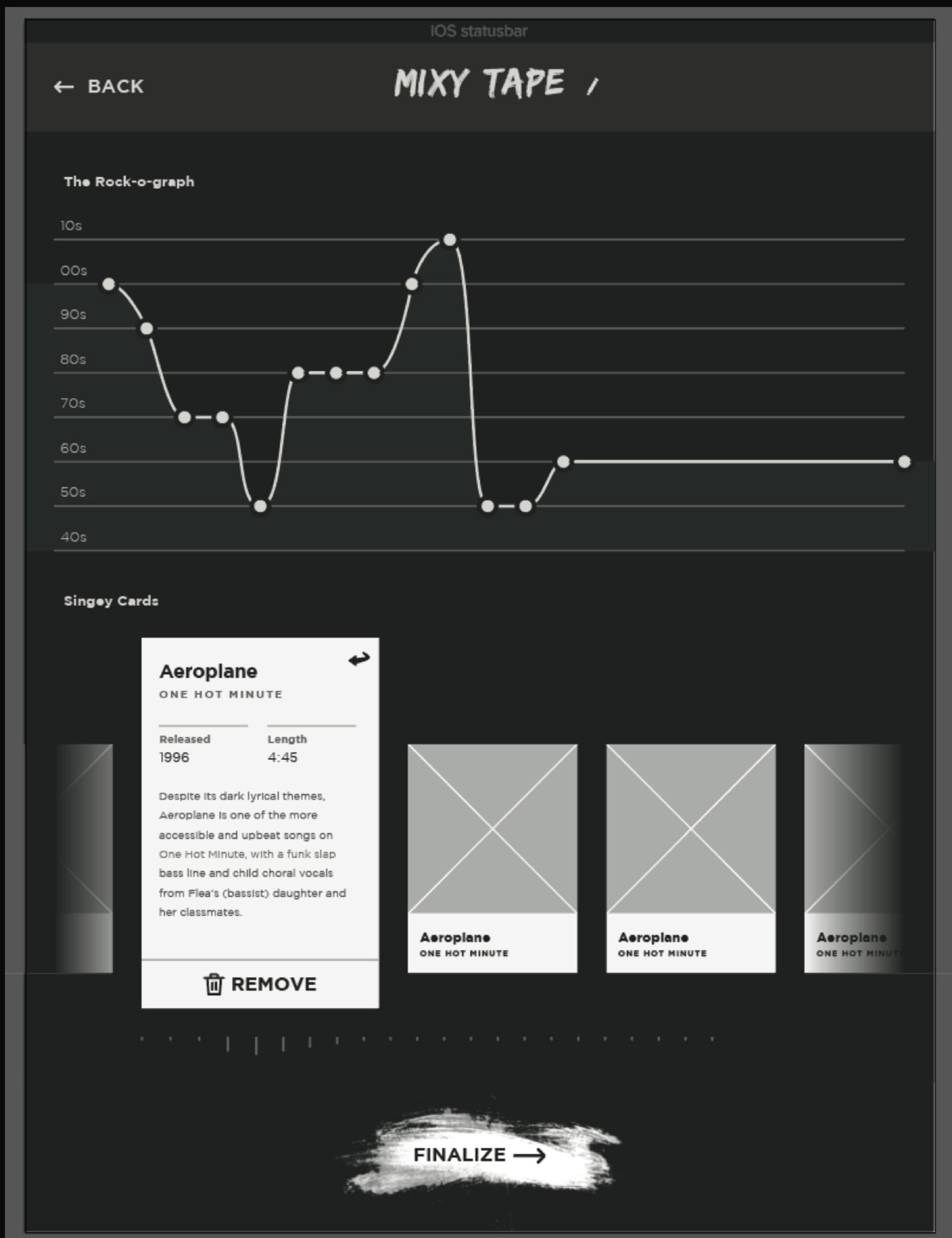
As she walks through the Hall, Elise stops at the spots she marked on her map and interacts with the interfaces projected onto the glass of the display cases. The cases give her background information on the artifacts and the history of the musicians they who made them famous.

ELISE'S JOURNEY



As she walks through the Hall, Elise stops at the spots she marked on her map and interacts with the interfaces projected onto the glass of the display cases. The cases give her background information on the artifacts and the history of the musicians they who made them famous.

ELISE'S JOURNEY



Once she explored the Hall, Elise stops at the end kiosk and scans her Mixta tape. She edits her playlist, sees a summary of the music she added to her playlist.

ELISE'S JOURNEY

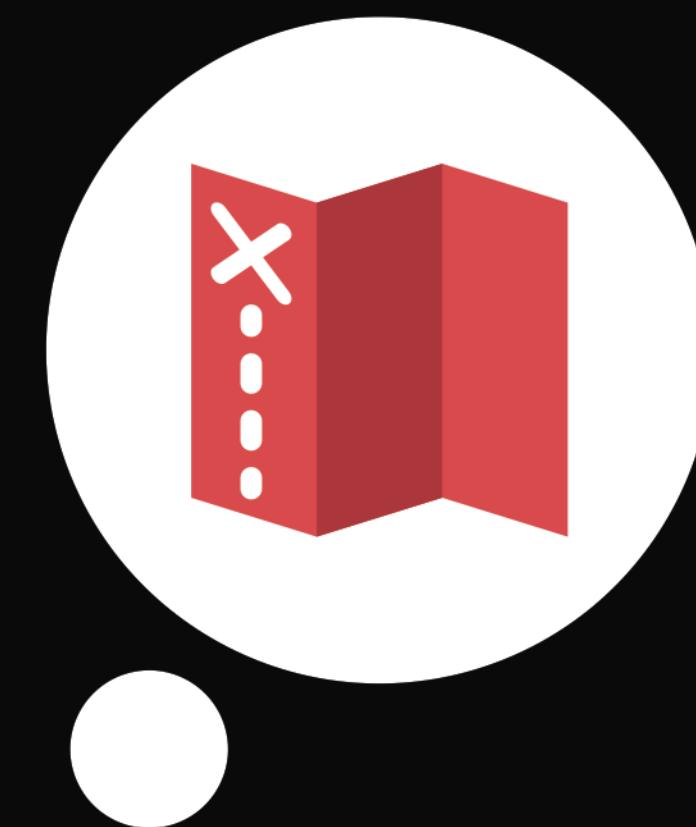


Elise picks out a Fleetwood Mac CD on the end kiosk and goes back to her sister's apartment. When she gets home she looks up her spotify playlist and buys a few of the songs.

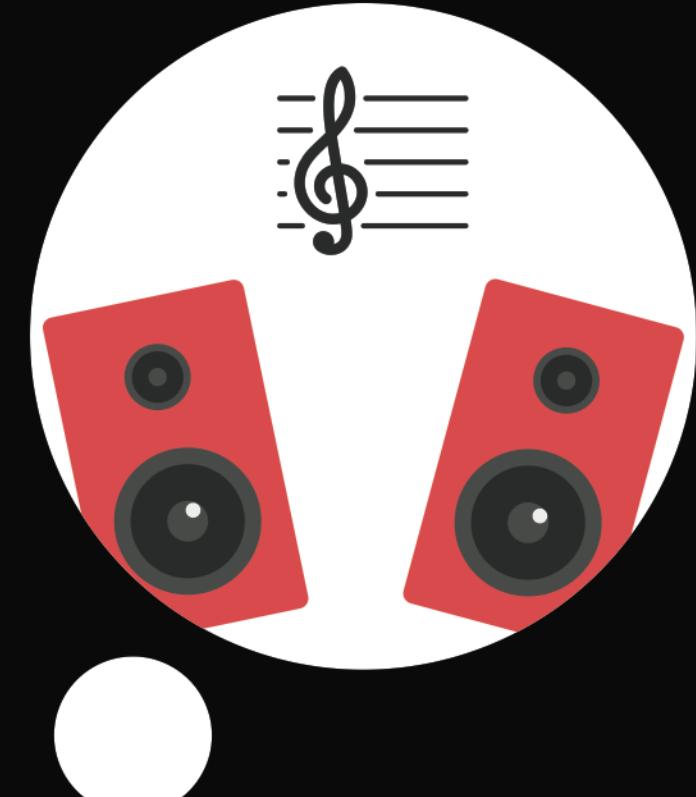
ELISE'S JOURNEY



Because of Mixta, the fact that Elise didn't know about rock was not a problem. Through her interaction with the projected screens on the glasses cases, Elise was able to learn more about rock than she thought possible.



Since her visit was curated according her own musical interests, Elise felt engaged and directed throughout her experience at the Rock and Roll Hall of Fame.



Thanks to her Mixta playlist, Elise discovered a ton of new music that she never knew before. She developed a newfound appreciation and passion for rock that she never knew she had.

TECHNOLOGY

RFID CASETTES

The cassette has a small RFID chip inside of it. Each cassette will be linked with its own ID which will match up with a playlist. When chip will react with an RFID reader, it will send the ID information to the Spotify web application to use. These readers need to be hooked up to a computer that will run a web browser.

GLASS PROJECTION TOUCH SCREEN

The glass projection screen is made up of three components: Frosted Glass, a Pico Projector (small pocket projector), and a Leap Motion. The Frosted glass allows us to project onto a surface without glare and as a projection surface. The pico projector is a small projector that can be easily hidden in an exhibit.

SPOTIFY WEB APPLICATION

We are creating a custom web application that will take in information from the RFID cassettes and touch screen. The web application will prompt the user for their cassette, and afterwards allow the user to add a song to their playlist or look at similar exhibits near by.

Red Hot Chilli Peppers

Rock

THANKS!

