

MAKE YOUR OWN MIXTAPE

*An exhibit concept for
the Rock & Roll Hall of Fame*

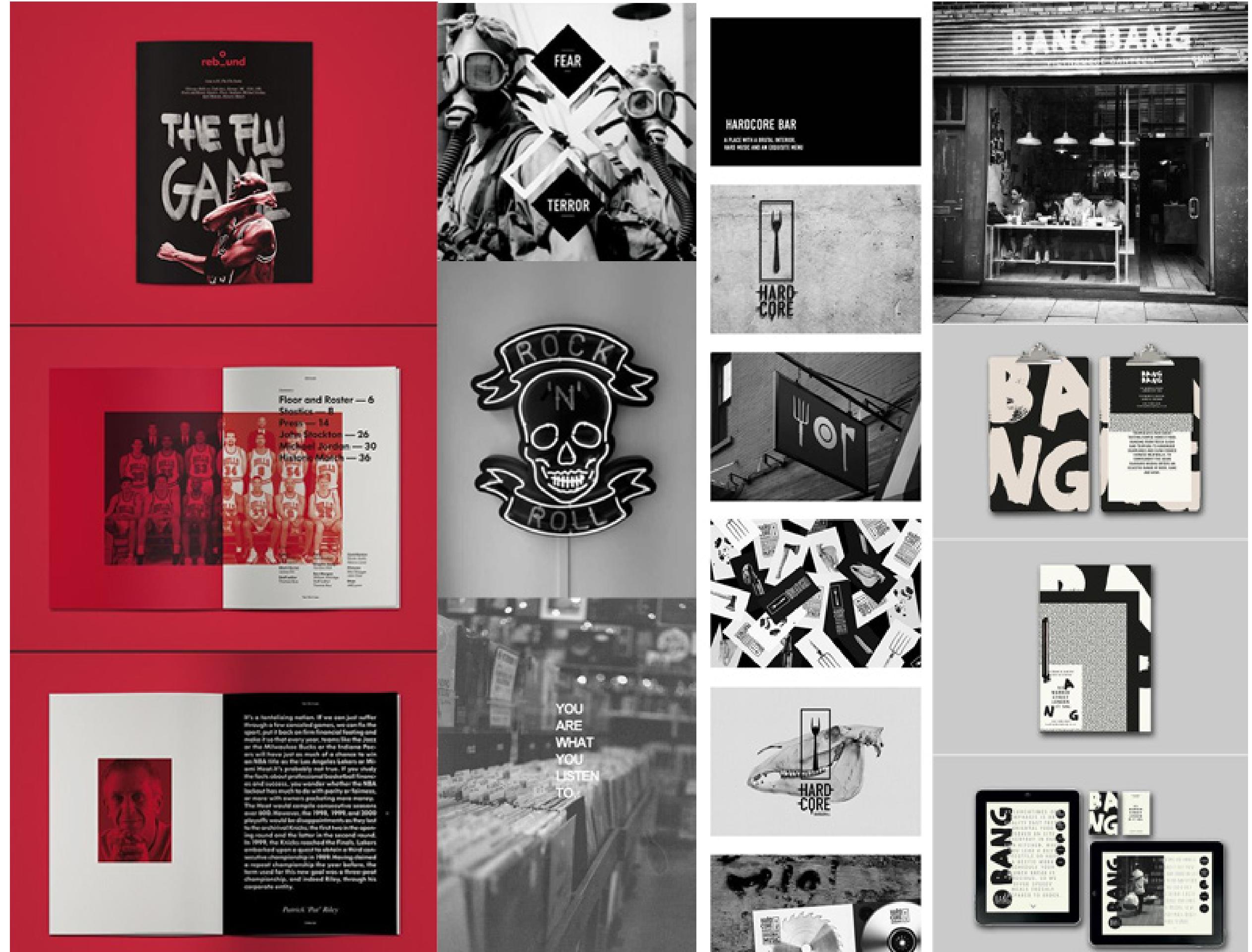
PROBLEM STATEMENT

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

VISUAL DIRECTION

GRUNGY-YET-MODERN

We aim for a visual aesthetic that captures the passion and personality of rock, but with an underlying elegance and organization. To do this, we will juxtapose bits of grunge-like elements against a clean, modern, theme. Typographically, we will utilize painterly text for titling, paired with elegant, modern body copy. We will use black-and-white imagery and typography with small yet bold red accents.

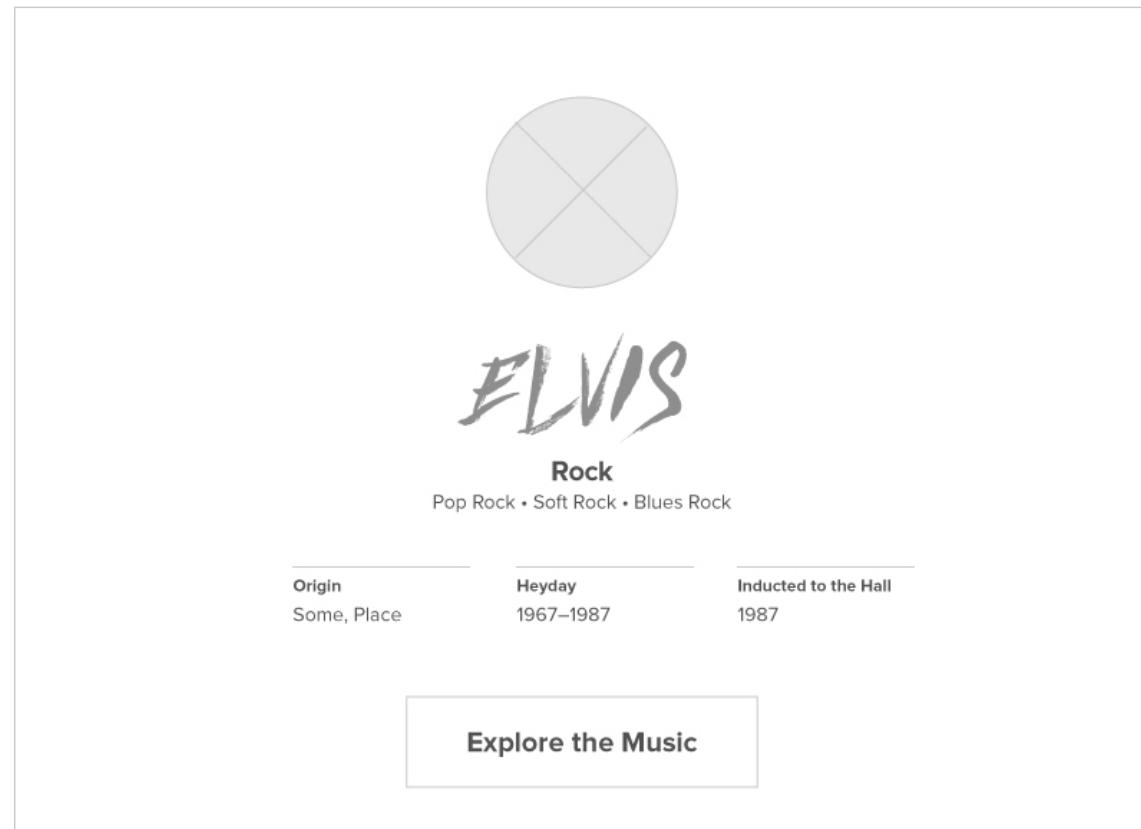


THE EXPERIENCE

Exhibit

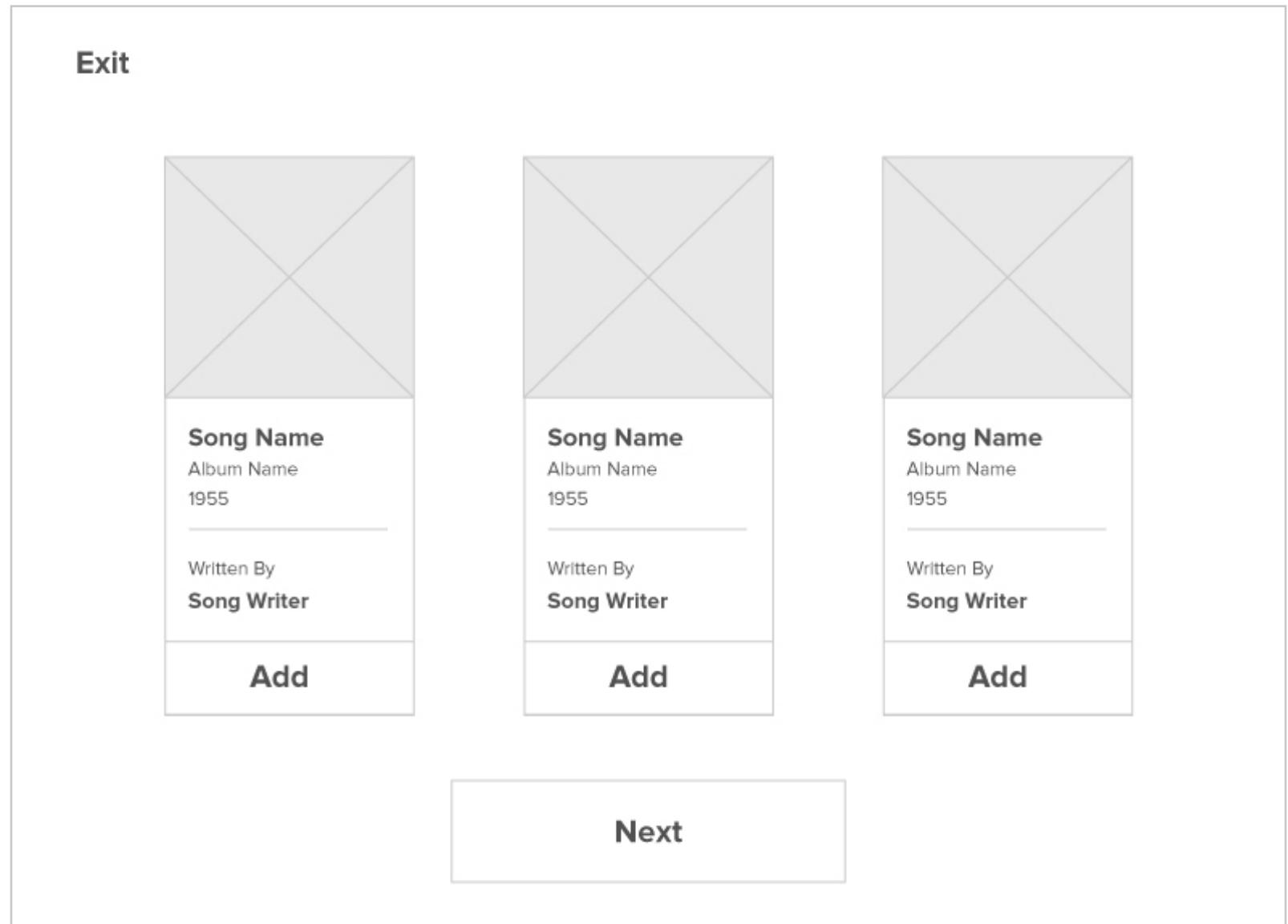
INTRO

This is the default screen. It will appear when no one is interacting with the exhibit. The intro includes basic information about the artist, and a “get started” kind of call to action.



ADD SONGS

This is the core of the exhibit. Three songs of the artist are presented. User taps a song to hear a preview. User may add the songs they want on their playlist.



THE EXPERIENCE

Exhibit

SCAN PROMPT

If users have added songs, they will be prompted to scan their mixtapes. A short, looping illustration, accompanied by a brief directive statement, will clarify just how to do this!

Back



Scan your mixtape to add these songs!



Song Name
Album Name



Song Name
Album Name

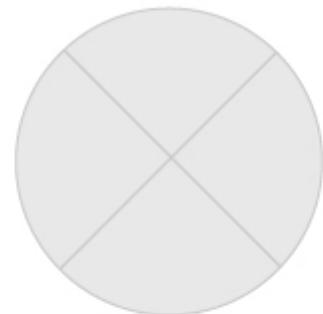
Skip

SUGGESTIONS

Last, users are presented three suggested artists to see next. The users may view a map of the Rock Hall, marked with their current location, as well as the locations of these exhibits.

WHAT'S NEXT?

[View Map](#)



Band Name
Genre

Short sentence about why
users might be interested

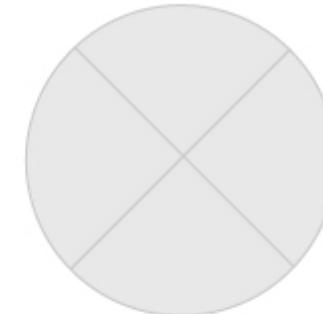
Section X



Band Name
Genre

Short sentence about why
users might be interested

Section X



Band Name
Genre

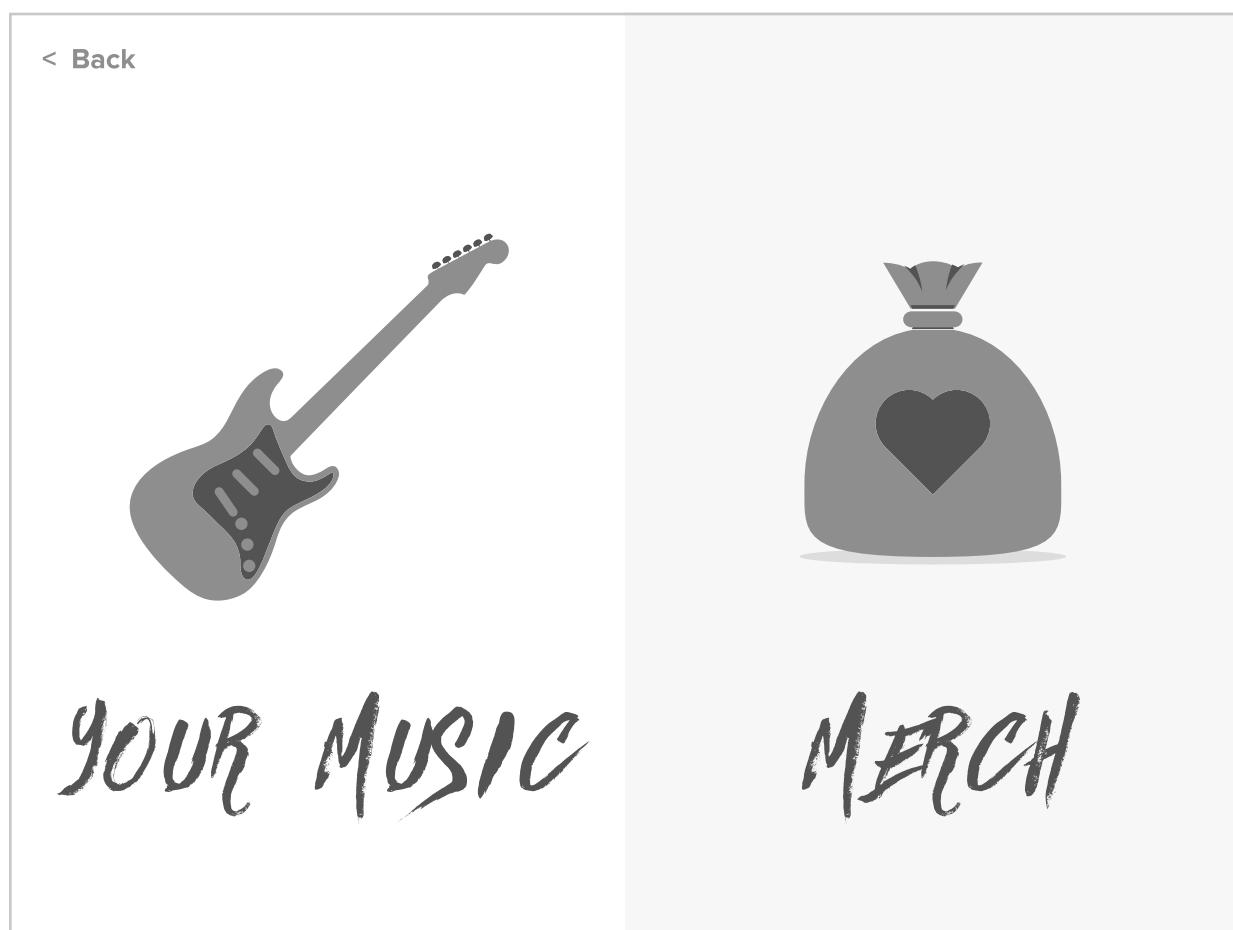
Short sentence about why
users might be interested

Section X

Finish

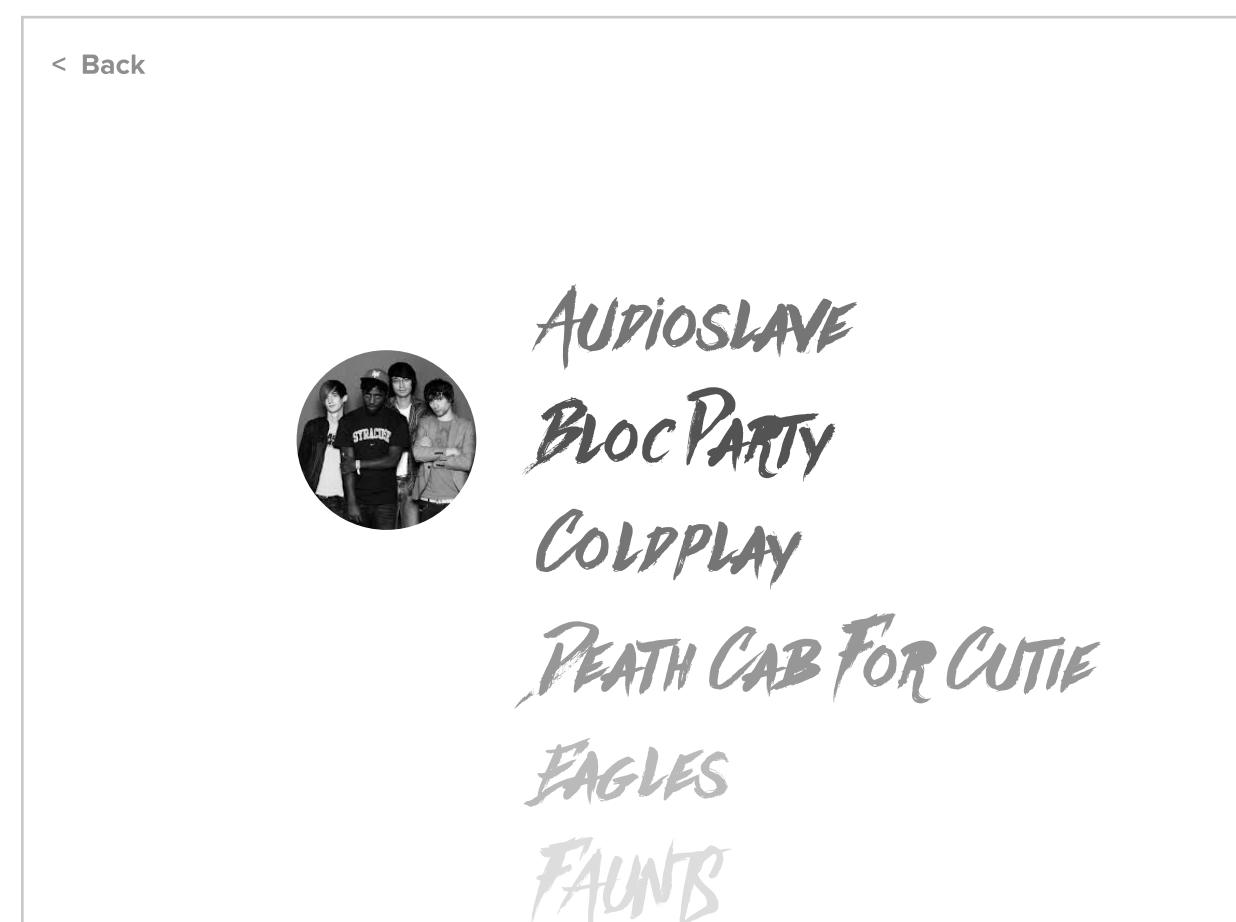
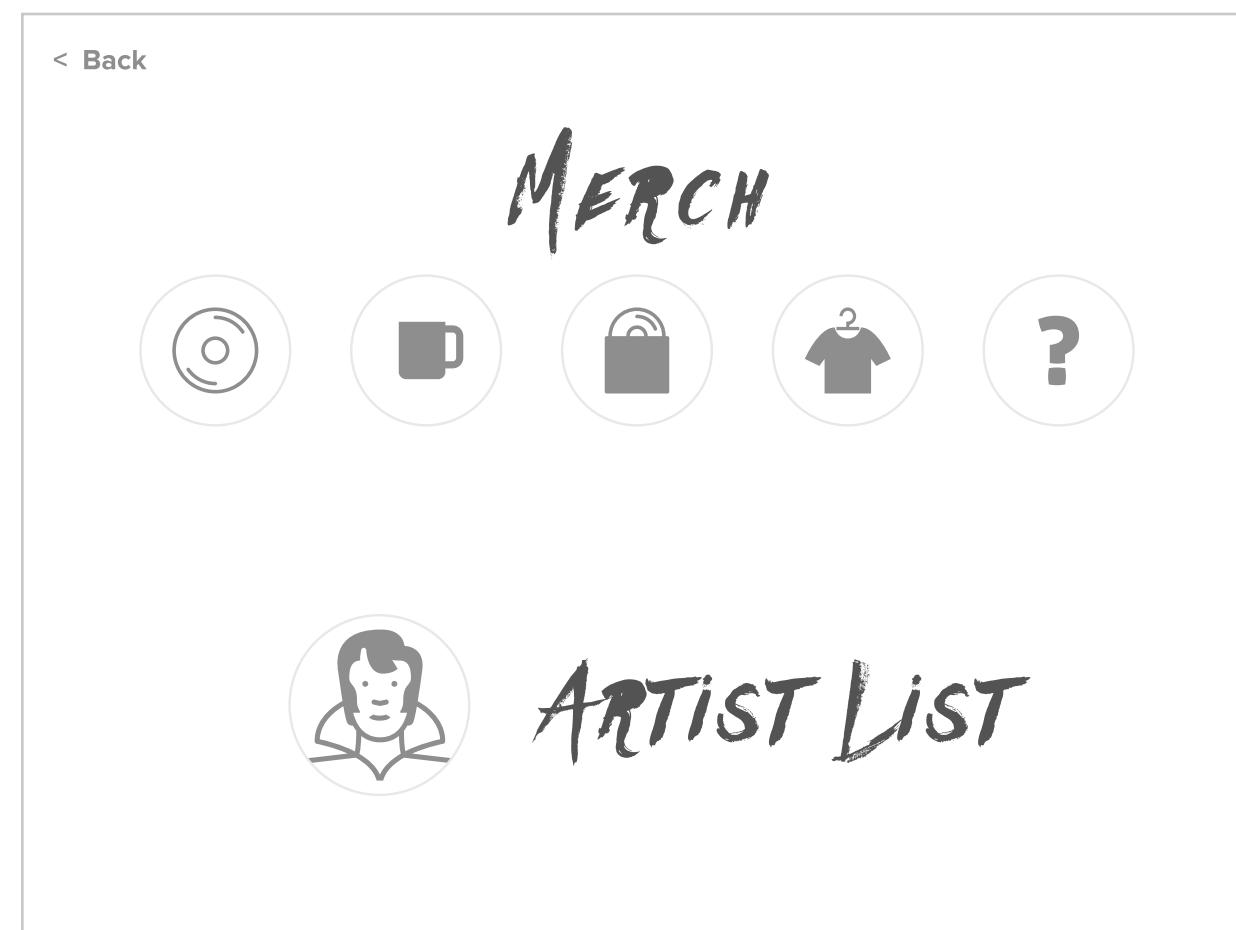
THE EXPERIENCE

End Kiosk



INITIAL SCREEN

After scanning in with mixtape, user makes a selection here. They can either go review their mixtape or check out what merchandise by their artists is available in the gift shop

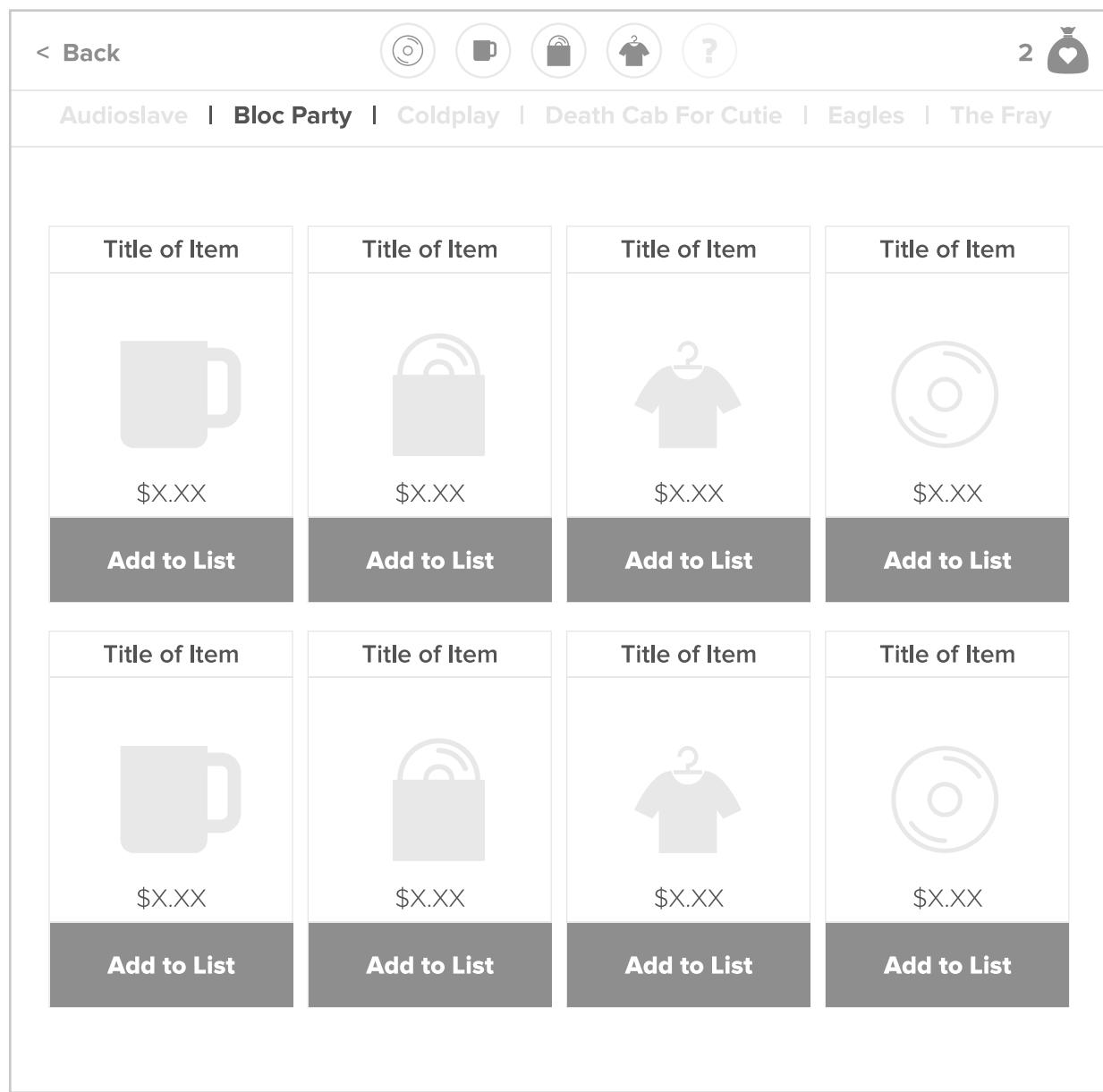


MERCHANDISE FILTERS

Top: select a type of merchandise or browse all by an artists
Bottom: artist selection screen

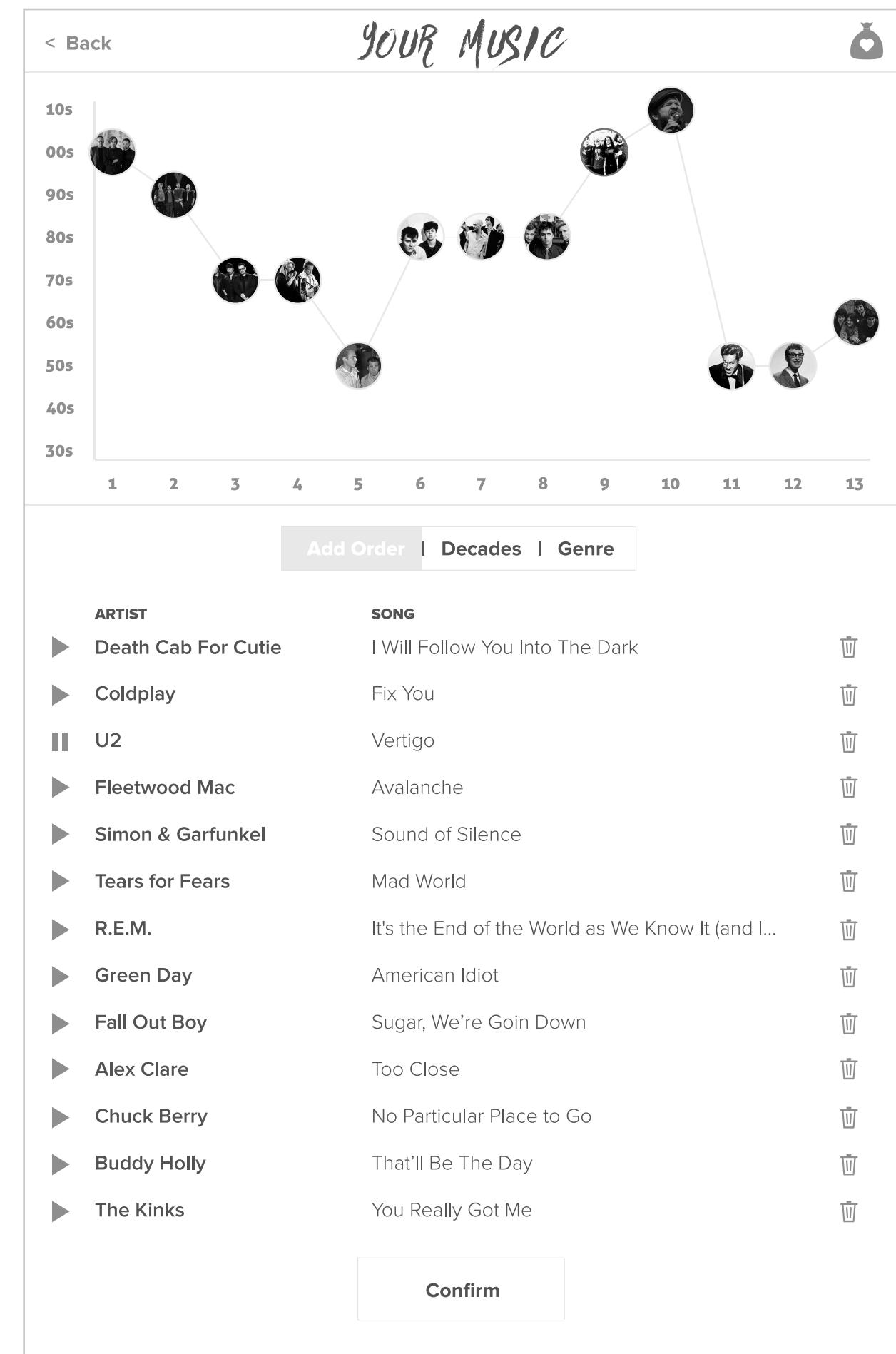
THE EXPERIENCE

End Kiosk



MERCHANDISE RESULTS

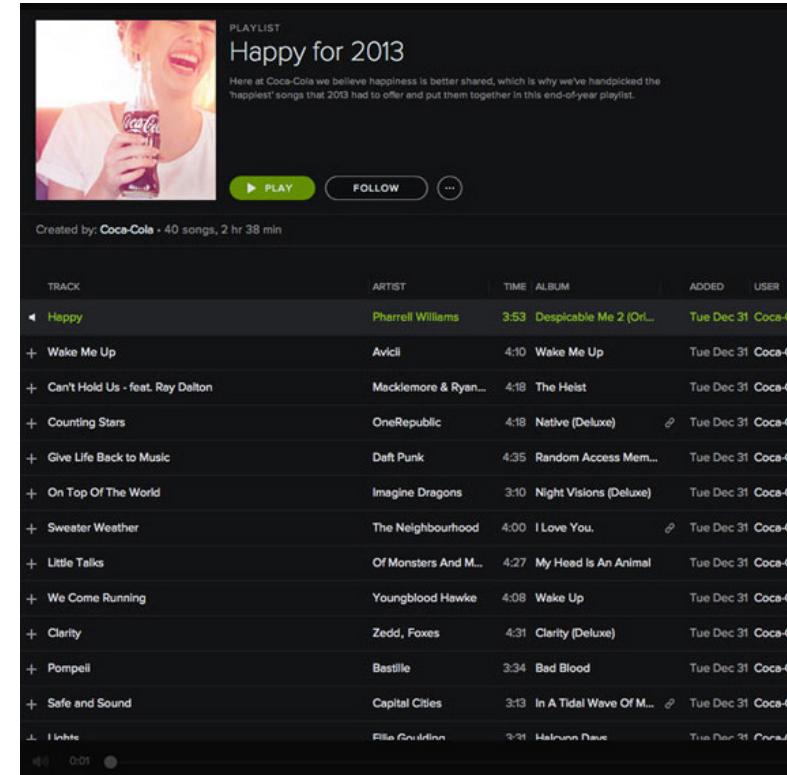
Previously selected filters are visible and editable on this screen. ‘Add to List’ creates a shopping list to guide the users through the gift shop (see What We Need, pg. 9)



MIXTAPE REVIEW

In ‘Your Music’, users see the path they took through rock’s history, before reviewing their song selections.

THE TECHNOLOGY



THE PLAYLIST

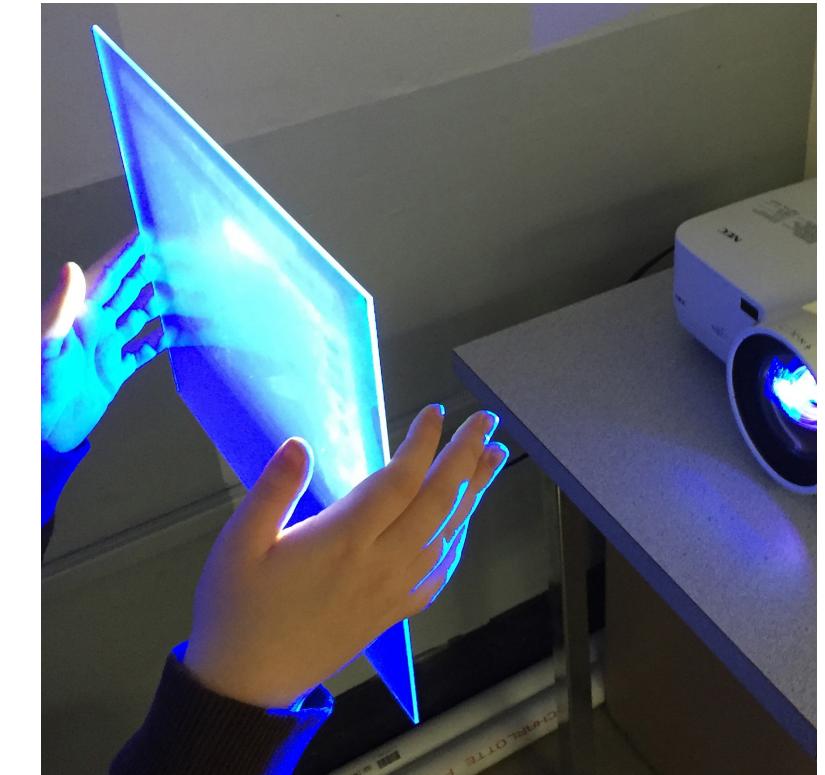
We've looked through the Spotify API, and we've figured out how to work with the playlist features necessary for our mixtape creation process.

RFID SETUP

We've found a solution from RFID to Arduino to Node.js to carry input from the RFID chips that will be featured on our physical mixtape (or alternative 'card' solution) to the database running behind the scenes.

TOUCH-DETECTION

We tested and ruled out capacitor sensors as a means of taking in touch input, as they were not sufficiently accurate. We've since begun to work with a webcam solution to pick up where the user is touching.



VISUAL DISPLAY

We've started testing with projection onto glass and film to create the visual display for the user interface

WHAT WE NEED FROM MARK

Current Pass/Ticket Replacement

-  Please select an option.
 - Option 1: **Real cassettes** with RFID tags are the ticket and a takeaway for all museumgoers.
 - Option 2: **Real cassettes** with RFID tags are the ticket, but should be returned at the exit.
 - Option 3: **Fake ‘credit card’ cassettes** with RFID are the ticket and takeaway.

Pre-Gift Shop Experience

Please select an option for the end kiosk experience.

- Option 1: People browse by artists on their playlist and only see the type of merchandise available (eg. you can buy CDs, records, and T-shirts from Pink Floyd).
Encourages browsing and spending time in the store.

- Option 2: People can browse by artist on their playlist or by merch type and see the exact products in the store. They create a shopping list they can send to their phone or have an employee scan their pass to help find items.
Lets people find exactly what they want and get it quickly.

Artist Information

The two exhibit cases we are recreating are for **Elvis** and **Red Hot Chili Peppers**.

For each of the stated artists, we require:

- 1: three of their most popular/best songs, each with a 3–4 sentence blurb on the backstory of the song and/or the artist at the time it was written
- 2: three artists/exhibits in the museum related to the artist as suggestions to visit next, each with a few words on how it is related to the current exhibit (eg. Early-90s punk-rock)

THANK YOU!

We look forward to hearing from you soon!