

# **crowd•noise**

make an album with your friends. sample the world. prove where every sound came from.

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## **concept (what it is)**

crowd•noise is a community-based, gamified music production app where groups of friends recreate well-known songs using tiny recordings (~0.1-10s) captured from themselves + their environment. you transform those clips with an in-app sound changer, layer them into a remake, and unlock more of the album artwork as it improves.

the twist: every transformed sound keeps its provenance--you can always reveal the original audio/video source and see the story behind the sample.

## **goal / purpose (why it exists)**

- make music feel accessible: no gear, no studio--just a phone and curiosity.
- make collaboration the instrument: friends split the work, trade samples, and build a shared library.
- make sampling legible: remakes are fun, but the "where did that sound come from?" moment is the point.

## **what makes it different**

- album-reveal progression: better remakes = more of the cover revealed (progress you can see).
- provenance-first sampling: any effect chain can be rewound to the original clip; credit is built in.
- assignment-based collaboration: the app can hand out "make this sound" tasks so everyone contributes.
- indie, minimal ux: lowercases, no clutter--like [untitled], but for collaborative remakes.

## **target audience**

- people who love music and want to make it with friends--especially without instruments or equipment
- broad age range; especially good for hip-hop / sample-driven listening habits (high remixability)
- users who want music to feel less corporatized and more playful + community-owned

## **core loop (what you do)**

1. form / join a group
2. pick an album or song to remake
3. the project shows the sounds you need (or assigns parts to teammates)
4. record/upload micro-clips + trim fast
5. transform clips with simple effects (sound changer)
6. layer tracks into the remake + swap elements (e.g., "replace drums with our drums")
7. submit / share; get votes + climb leaderboards
8. unlock more cover art; keep building your shared sample library
9. anytime: open provenance and trace any sound back to its original clip

## **ui (key screens)**

**home** - groups + active projects (calm + social)

**project** - layered tracks with simple controls (focused)

**recording** - one button, no clutter (full-screen)

**editing** - a few sliders + real-time preview (minimal)

**album** - artwork slowly revealed as progress is made (rewarding)

**provenance** - a clean chain showing where sounds came from (transparent)

## **how i'll communicate it (demo + story)**

- 30-second hook: "we remade a song using only table taps + keys + a basketball."
- before/after moment: play the original bar -> play the remake bar -> show the layer stack.
- provenance reveal: tap a sound -> watch it rewind to the original clip (credit + context).
- shareable artifacts: export the remake + a provenance card (what we used + who made what).
- community angle: feature weekly remakes + "hard albums" challenges with extra rewards.

## **technical specifications (how it could be built)**

- technology stack: mobile (ios + android); native or cross-platform; on-device recording/editing; backend for auth/projects/storage/feeds
- architecture: separate audio engine + project state from ui; async collaboration via project events; provenance as first-class data
- data model (sketch): project / clip / sound (derived + effect chain + original pointer) / track layer
- security & performance: clear mic/camera permissions; per-project privacy; caching + background uploads; keep originals while streaming lightweight versions
- core features
- recording / uploading: capture short video/audio clips (~0.1-10s) with fast trimming
- sound changer: simple effects to turn raw clips into usable instruments (preview in realtime)
- replace sounds in a song: swap original elements (e.g., drums) with your group's sounds and hear the remake
- layered mixing: basic track stack (volume, mute/solo, timing nudges) without overwhelming controls
- shared sample library: save edited sounds with friends; reuse across projects
- assignment system: assign parts of a track to specific people ("you make this snare") to drive collaboration
- leaderboards + voting: showcase album remakes; community votes on creativity + quality
- difficulty ranking + rewards: easier->harder albums/songs; bigger rewards for harder remakes
- album unlock progression: cover art reveals as your remake improves
- provenance view (most important): tap any sound to reveal the original source clip and transformation chain
- aesthetics (look): [untitled]-inspired minimalism--lowercases everywhere, clean spacing, calm hierarchy; recording + making should feel unblocked (few controls, obvious defaults, no clutter)