

CREATIVE BRIEF

CLIENT treble.fm

TEAM Michael Lane

DATE 9.12.18

OVERVIEW

Design a web platform for treble.fm to help connect artists with other artists to accompany their mobile version. Using existing features from mobile and expanding the capabilities of the service with new design.

GOAL

To design a web platform to connect artists with with other artists to collaborate, network, and upload.

TARGET AUDIENCE

Musicians, producers, engineers, photographers, visual artists, video producers, singers, and stylists.

DELIVERABLES

- 1) Presentation decks to show my process and findings
- 2) A clickable prototype of the interface

PROJECT PLAN

Date	Phase	Milestones	Deliverables
WEEK 1 9/12 - 9/20	RESEARCH	Interviews Conducted to understand experiences with musicians and other artists Competitive Research to find the best practices applicable to treble.fm	1) Personas 2) Competitive Review Document
WEEK 2 9/21 - 9/27	DESIGN	Paper Sketching of initial screens based on personas & user flows Mood Boarding to determine the look & feel Prototyping with Sketch/InVision	1) Clickable Prototype 2) Moodboard
WEEK 3 9/28 - 10/3	TEST & ANALYZE	Usability Testing with musicians and other artists Data Collection & Analysis Revise Prototypes based on findings	1) Design Process Slides 2) Revised Prototype