

creative juice

jump start your creative process

Creativity is a muscle,
and this is your new gym.
Push yourself to think
more creatively.

Creative thinking does not come from one persons brain alone, but is forged through ones environment. In a world where you can make anything, it can be hard to come up with something surprisingly new, or to know where to begin. Limitations, however, act as a catalyst to creative thinking. As we approach this limitless era of music creation, musicians need a new way to flex their creative muscles.

Harold Derkins

AGE: 23
FROM: Orange County, CA
STATEMENT: As an aspiring musician and songwriter, I sometimes get myself stuck in a creative rut, and I need inspiration to get me back into a creative mindset.



USER JOUNEY

Harold comes from an upper middle class family who have always thrown money at him but never really shown any true support. Harold started taking guitar lessons at a young age, and is now very technically skilled. While he often writes about hating his parents and "going against society," he has been itching to become more creative. Often Harold will get stuck in songs that he's writing, and nothing he can play will appeal to him.

USER VALUES

Harold will use this app to help deepen his creative skills, get him in a creative mindset, and give him ideas that he can turn into content. He hopes this app will expand his view on what it means to be creative, and that he can have a place to go to when he gets stuck in his own head.

USER GOALS

Harold's goal is to improve his creative process, spice up his music, and find a new way to think about music creation. He wants to be able to break free of his creative pause and allow him to create more interesting music.

Jenny Perso

AGE: 19
FROM: Oakland, CA
STATEMENT: As a singer/songwriting/producer who is trying their very hardest to make it in the music industry, I need to be constantly producing new music and I can't afford to be slowed down by my sometimes lengthy creative process.



USER JOUNEY

Jenny comes from a working class family who have done all they can to support her with the money they had. Jenny has always been naturally creative, and has been making music and visual art since middle school. When she moved out of her parents house and started paying for her own rent and food, she tried to make a living solely off of her music. This means anytime she's not making music, she feels like she's losing money. She finds that often the worst times are when she gets too inside her own head, and can't come up with anything creative to make.

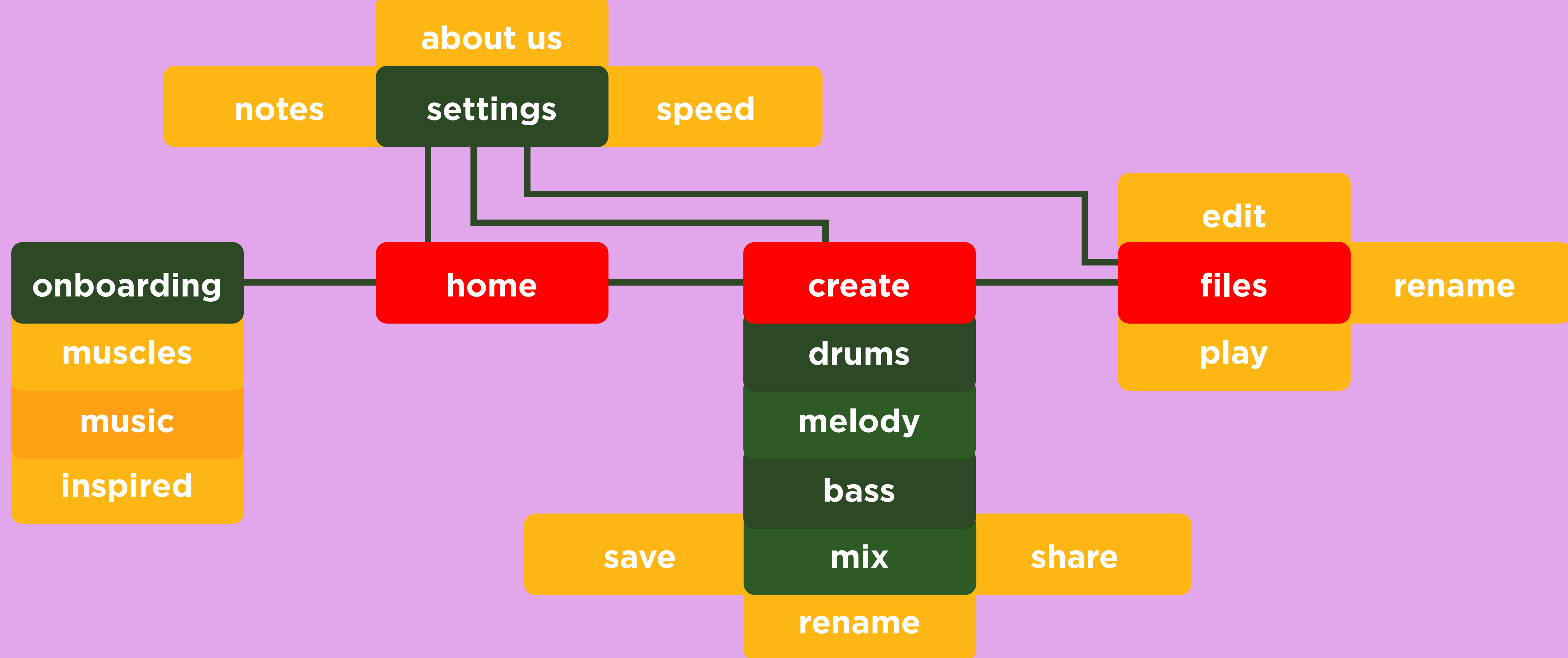
USER VALUES

Jenny values her time more than anything, and wants to make sure she's spending every minute possible organizing her shows and making music. In terms of her music itself, she takes great pride in originality. She wants to create music that stands out from the crowd in a way that can get her really noticed.

USER GOALS

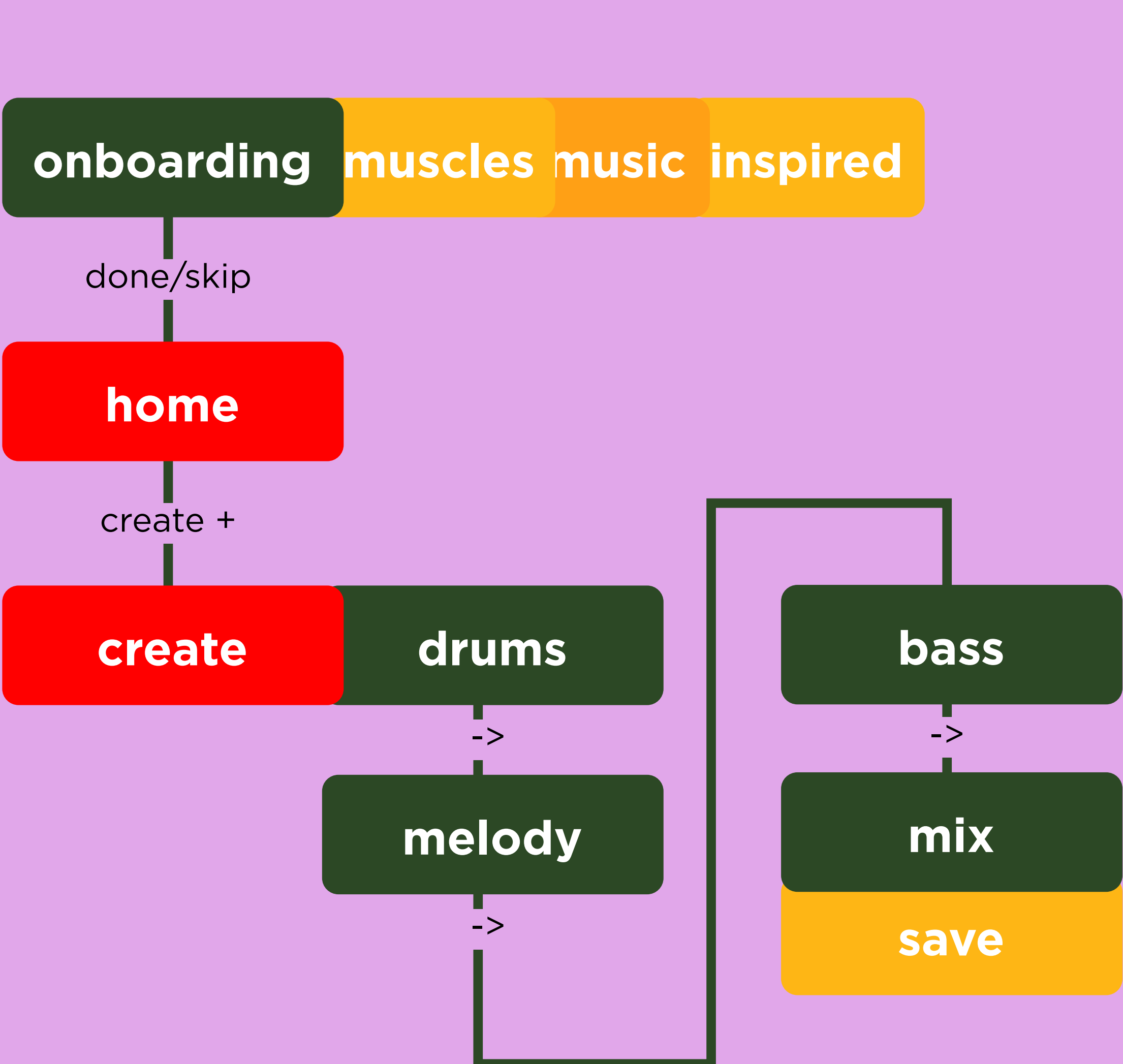
Jenny wants to find a way to speed up her creative process without compromising the uniqueness of her music. Jenny needs a way for her to boost her creative process, get in a creative mood, and allow her to survive off of her music.

site map

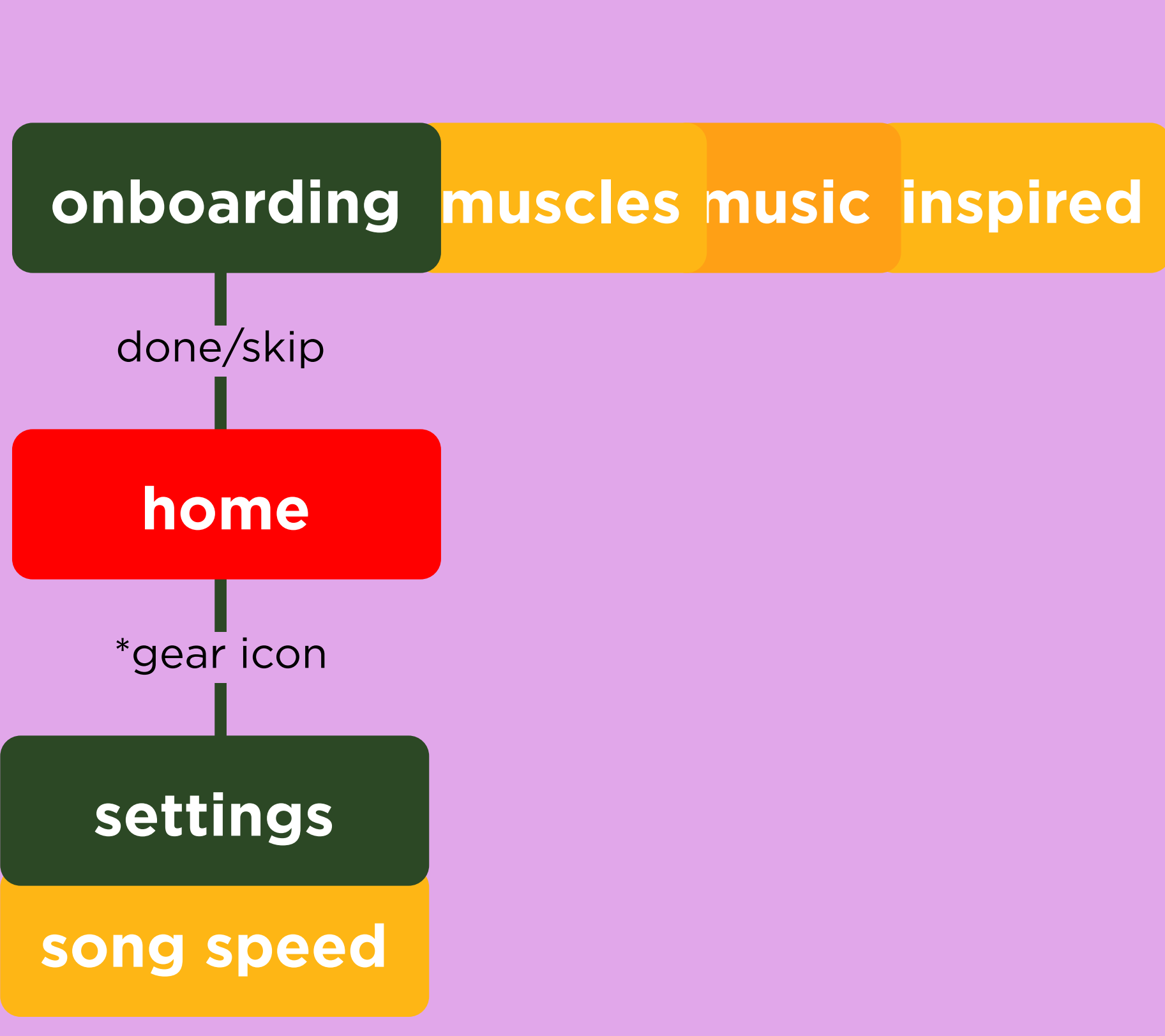


task flows

CREATE AND SAVE NEW PROJECT

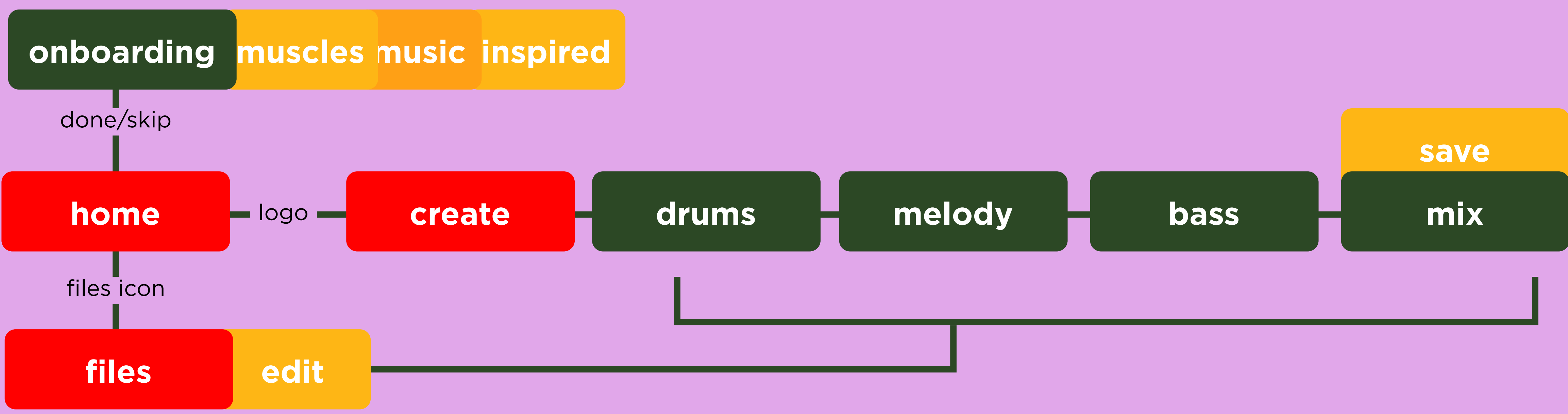


CHANGE SONG SPEED

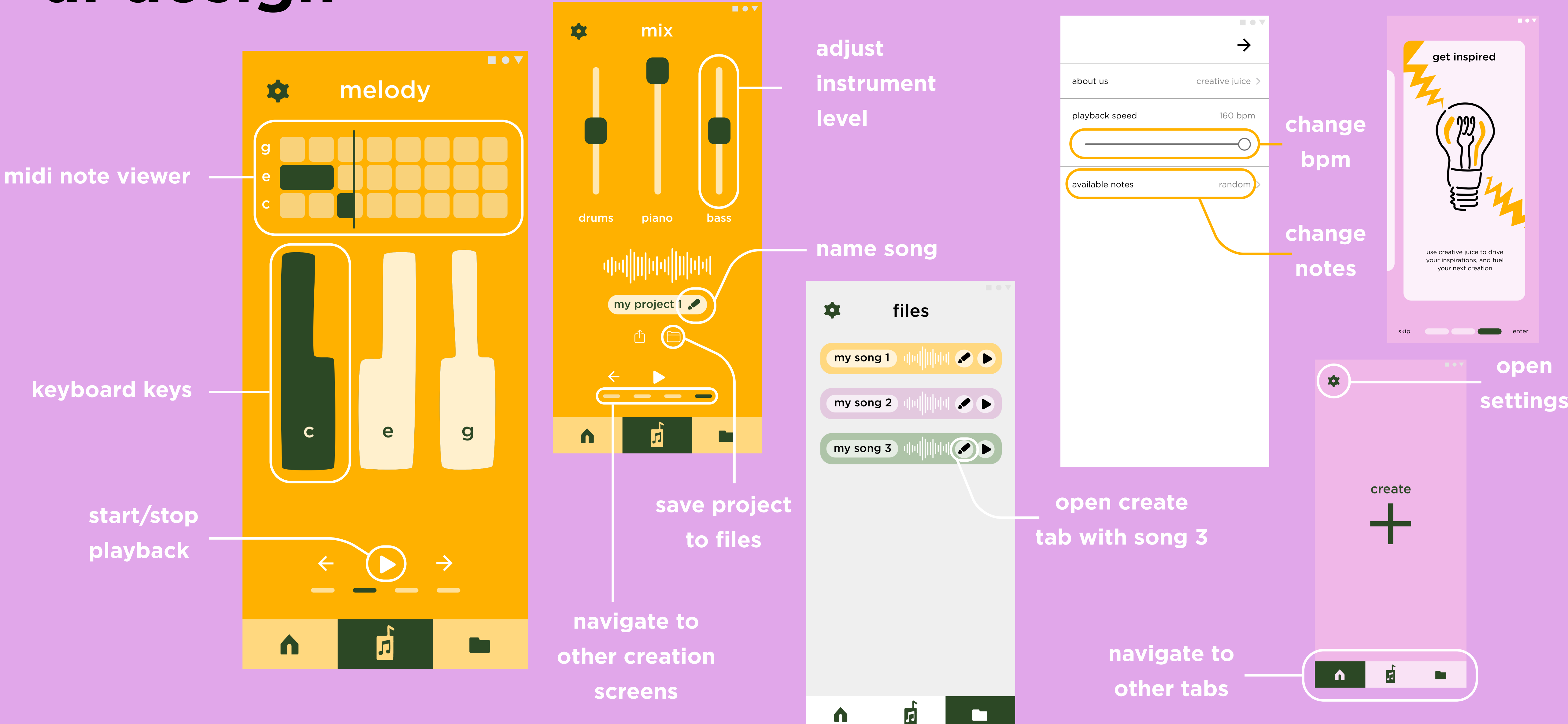


user flow

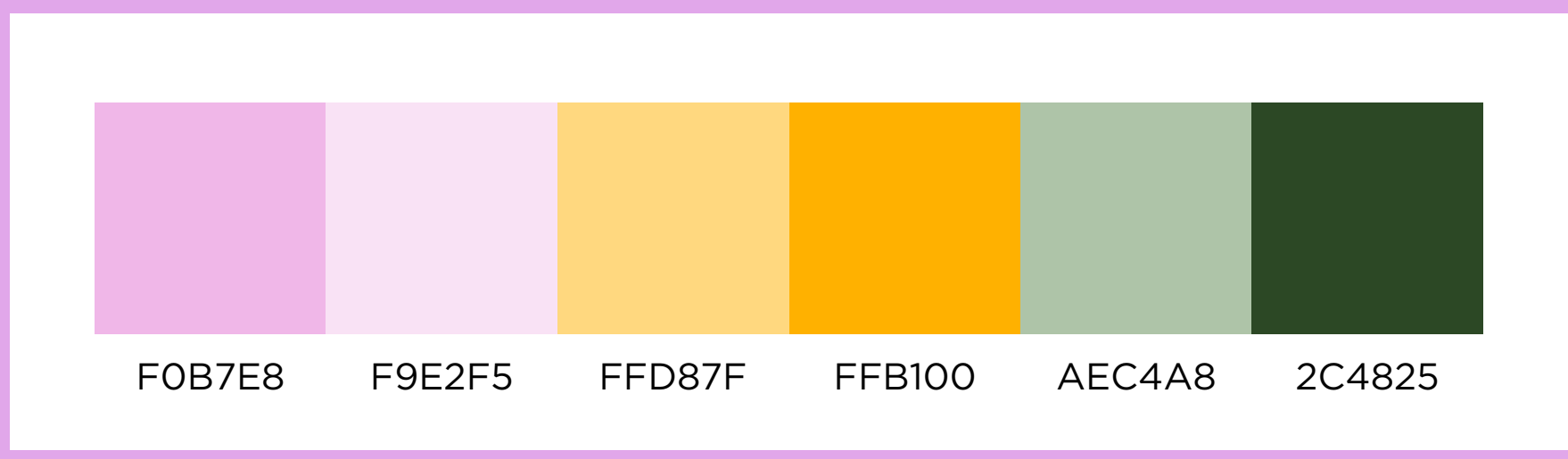
HAROLD DERKINS IS STUCK ON A SONG AND DOESNT KNOW WHERE TO GO WITH IT



ui design



color



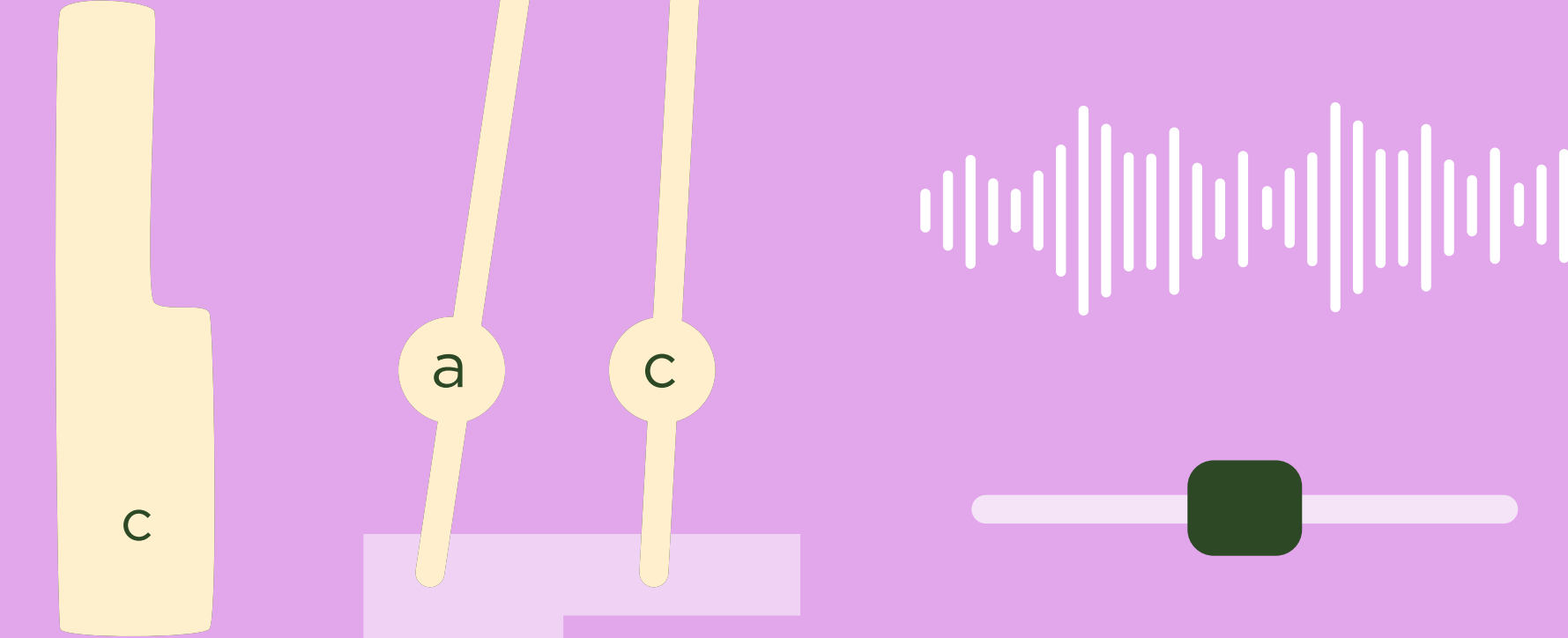
icons



type Gotham

header - medium 32 pt
files names - medium 20 pt
settings - book 15 pt

switches



prototype

<https://xd.adobe.com/view/6e4e22b1-e24c-41e2-6ace-29fae42eed8f-187f/?fullscreen>