

VISUAL DESIGN: FINAL PROJECT

Creative Brief 01: Beat.box / Content

Beat.box

Great Music. Unexpected Finds. Tailored for you.

When was the last time you fell in love with a new artist or song? Introduced your friends to an emerging act? Or found just the perfect playlist for that special date night?

Beat.box helps you find artists you love by creating tailored playlists just for you.

We believe that music is an expression of your personality and finding that perfect playlist can make for the perfect day. Our playlists are created just for you with music from emerging and mainstream artists based on your personal profile.

New Music. Perfect Playlists. Custom-selected.

When you register for Beat.box's custom service, we'll put together playlists tailored to your current preferences and lifestyle. If you're a music aficionado looking for a new and unique way to find music, our custom plan might be just what you're looking for. It takes about 10 minutes to get started.

Step 1

What's your current lifestyle. Are you out every night? Training for a marathon? Need the perfect music for studying? Or focused on setting the right mood for a quiet night at home?

Step 2

Tell us about your favorite things. What style defines you? What cannot you live without? What's your spirit animal? What's your must see TV?

Step 3

Let us know about your favorite music, styles and artists. Knowing your current musical reach will help us push you in the right new direction.

Get started with our custom plan and we'll put together set of playlists, just for you. >

Jump-start your music with Beat.box.

Short on time? Not sure where to start? Try one of our expert-crafted playlists.

Friday Night House Party

If your motto is “TOGA! TOGA!” this playlist will have you breaking out the solo cups and setting up the strobe lights. Friday Night House Party includes all the music you need to get your guests happy and dancing into the night in one 6-hour playlist. >

Perfect Date Night

Entertaining the perfect date and want to set the right mood? This playlist includes all the songs needed to take you and your companion from dinner to dessert and into the night. This is a playlist that makes Al Green proud. >

Working for the Weekend

Hump day can be hard to overcome, but this perfect playlist can push you through to the weekend. This playlist provides all the songs needed to up your energy, focus at work, and get ready for the weekend. >

[Browse more Playlists >](#)

Your Personal DJ. Like a Personal Chef, But For Your Ears.

At Beat.box, we do things a little differently. We recommend music for you through a uniquely created database that categorizes music and artists by personality: what you're into, your likes and dislikes, how you live — instead of by reviews and recommendations. We enhance your current lifestyle and introduce new and unique music options.

[Learn more about our commitment to build our musical catalogue >](#)

Hungry For More?

We don't tell you what music to like. With the Beat.box app, you tell us what music you want to hear. But if that's still not enough for you, our blog is full of resources to help you find new and emerging artists as well as hidden gems from the past.

[Let's do this >](#)

About Us.

Beat.box was founded in 2014 by three close friends who wanted to help introduce others to great music and create an exciting new way to discover and create new playlists.

[Learn more about us >](#)