

# VISUAL DESIGN: FINAL PROJECT

## Creative Brief 01: Beat.box

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### ABOUT THE COMPANY

Beat.box is a new and exciting startup that offers curated music playlists to their users. Beat.box produces a playlist based on a questionnaire the user answers when they create an account. Beat.box is entering a market dominated by products like Spotify, Rdio, Pandora and Songza but with a unique perspective offered to their users.

Beat.box differentiates from their competitors in two key ways:

1. Beat.box will offer customer profile tailored music playlists. Customers will create a profile that highlights their interests, tastes, likes and cultural touch-points. A customized set of playlists will be created for the customer based on this profile. Beat.box will also offer already customized music personality profiles for easy selection and adaption for those customers looking for an easy entry to customized playlists.
2. Unlike their competitors, Beat.box doesn't use social rankings, critical reviews, or the user's music library to create music recommendations. Beat.box's focus is music exploration and discovery as an extension of your lifestyle and personality. The core goal is to give users the opportunity to discover new music from emerging and established musicians in an unexpected way.

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### TARGET AUDIENCE

#### Overall Demographic Profile

- Women and Men
- Ages 18-35

#### Primary Audience

- Men
- Ages 18 - 25
- College Age / Entry Level Career
- Single
- Hourly income / \$20k+ per year

Primary audience is young, socially-active and loves to discover new music to share with friends. They enjoy exploration and discovery, and love to be the first in their peer group to be in-the-know about new music. They already find playlists on Beat.box's competitor sites, but struggle with only a 50% or less enjoyment of the music they find there. Beat.box can give them something tailored for their specific needs and likes — whether its a new work-out playlist or a romantic date night playlist. These young men are looking for — and expect — a service that tailors to their likes and lifestyle, but is quick and easy to set up, especially on a smartphone or tablet.

**Secondary Audience:**

- Women and Men
- Ages 18-35
- College Age to Young Professionals
- Single or Married no children
- Income of \$30k+ per year

The secondary audience are looking for a novel and quick way to create a new playlist. They may or may not have used a Beat.box competitor, but will not have created playlists before and do not have the music knowledge or time to do so. They are willing to answer no more than five questions to get a moderately customized option. They take “what kind of \_\_\_\_\_ are you” quizzes on facebook for fun, and enjoy the feeling of light customization without hassle. They like to find out about new music in advance of others, but more as a fun fact than a requirement. Novelty will be more interesting to this audience. They are open to being educated about new musical genres and emerging musicians. Focus will be on easy, quick and accessible to engage them in the product.

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**DESIGN CONSIDERATIONS**

Beat.box is a music exploration and playlist creation application that caters to music lovers that want to discover new options based on their personality and likes — not reviews and friend recommendations. They provide a uniquely individualized service for their target audience and need to be trusted to deliver a range of musical options from emerging to mainstream — while not alienating their secondary, wider audience. Beat.box wants to ensure that customers see them as modern, very knowledgeable with “in the know” access, hip and trendy but not fad-focused, knowledgeable, accessible and relatable.

Beat.box’s voice is hip, but subtle and straight-forward: they put a lot of research into their music selection, crafting custom playlists, and developing their secondary audience predefined lists. They are music lovers first and forever: they want to encourage users to expand their musical knowledge and offering through users self-defined personality traits and cultural touchpoints. Overall tone is knowledgeable, individualistic, unexpected, and easy to use.

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**LANDING PAGE PROJECT FEATURE / CONTENT LIST**

- Product: tool that creates unique, individual music playlists
- Customer Registration
- Customer Personalization Profile Tool (primary target: higher barrier to entry)
- Predefine Profile Selector Tool (secondary target: lower barrier to entry)
- Music Content and Exploration
- Company Information
- App Download Details
- User Account Access / Sign-in