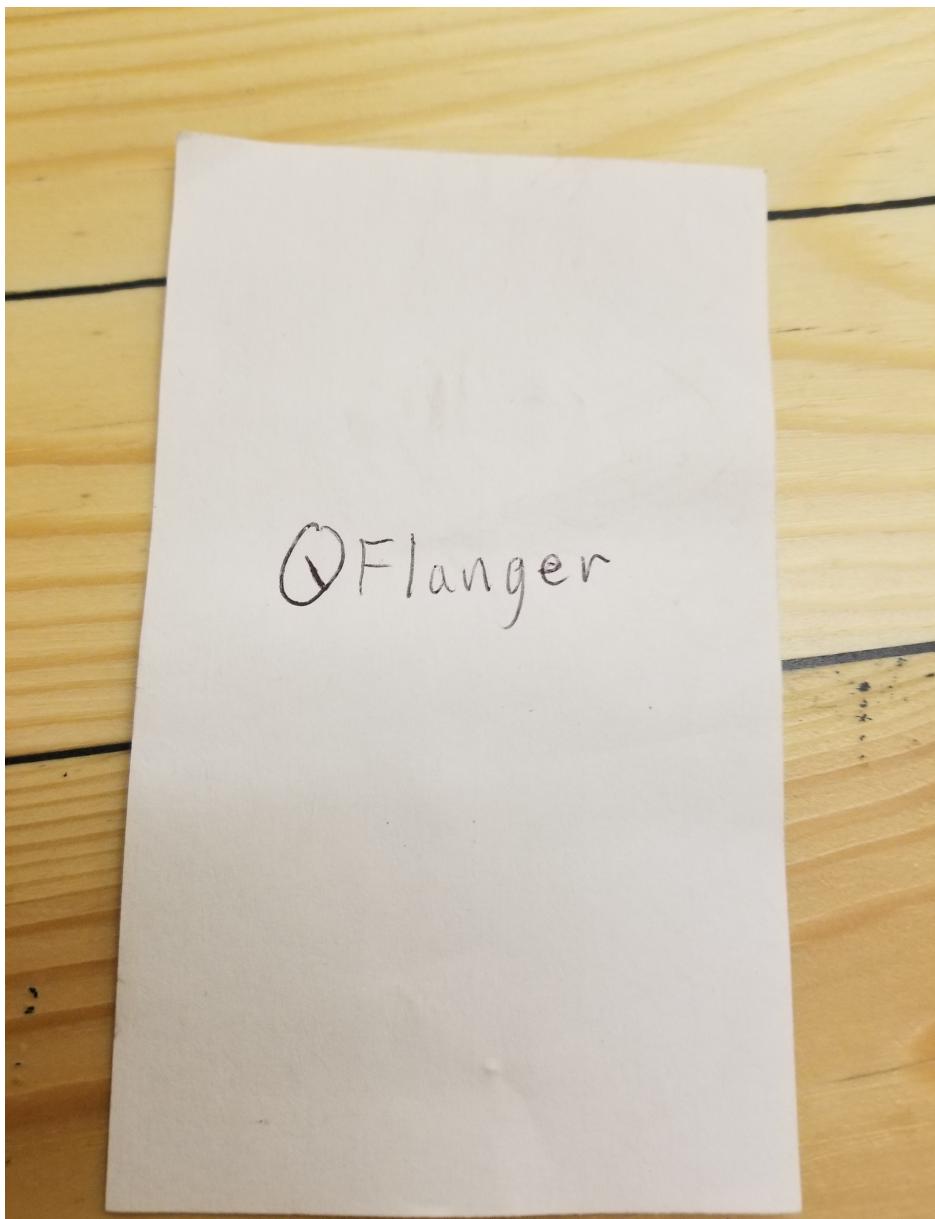


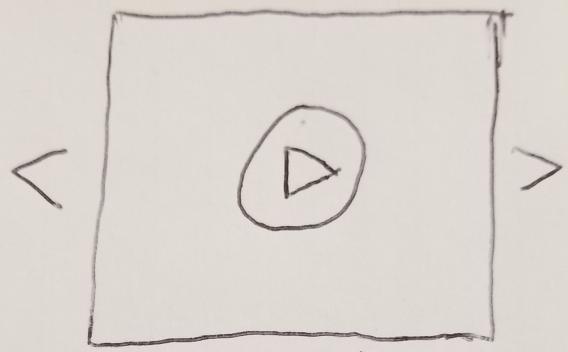
Alejandro Alvarez

My app is going to be a music blog that brings new music to its listeners. The goal is to show new music to the listeners of the app and hopefully they discover something new and interesting that they have never heard before. The app will be updated with new music weekly. Music listeners will be using my app and it will be those that are actively seeking music rather than those that hear something by chance. They will most likely have experience with other music blog sights as they are actively looking for music. The app will solve the problem of them having to go look and find new music and rather, the music will come to them. Some music blog sights like thissongissick.com do not have an app while sights like thefader.com do. Since this is fairly new, it might be a good way to break into the app market. I want to create an app that focuses on bringing the music to the listeners rather than articles and ads. I want the blog to be simple so that the user retention rate stays high and they keep coming back due to minimal difficulties. I will be creating content for my app via Adobe Illustrator. The music blog will be called Flanger.

Paper Prototype:



QFlanger



Song |

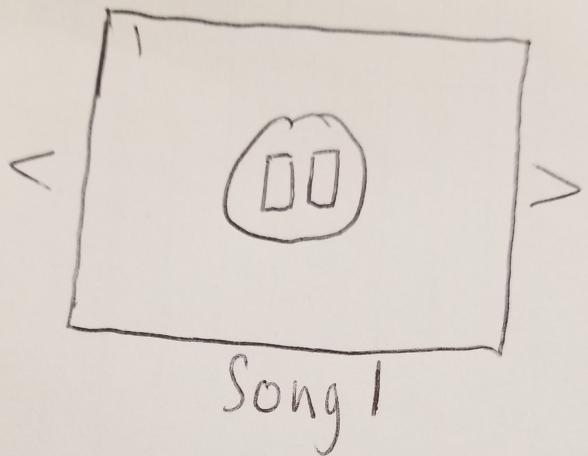
①

① Flanger



②

③ Flanger



④

Q Flanger



Ⓐ Artist: mmm

