Ifeoluwa Lawal: Web Studio NYU School of Engineering Fall 2015

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| Title | * Ife Lawal * Web Studio * NYU Tandon School of Engineering * Fall 2015 |
| Project Statement / Goal | I am trying to give people an outlet to mix music and play around with audio in an easy interface, so they can have fun. |
| Your Motivation, Drive, and/or Purpose | I am doing this partly for myself because I am interested in playing around with audio and making music, but it is always a hassle to get software and try to play with it. I am definitely asking how to make something easy to use while still giving you control to feel like you are making something. In order to do that I have to explore how to give people control while not overwhelming them to the point that they need tutorials on how to use the interface. |
| Target Audience | The Wandering College Student   * Teenager * Going to college in New York * Doesn’t know what he wants for his future * Enjoys listening to music and singing in the shower * Occasionally taps out beats on his desk.   -Billy has this beat in his mind that he taps out when doing homework, but he can’t make it sound like how he wants because he only has two hands and one mouth.  The Bored Techie   * Late teens-late 20s * In need of something interactive and productive to use while taking a break * Fan of EDM music * Likes creating things to show off to her friends * Does not have time to pick up an instrument and is butt hurt about that   -Sarah is stressed from work and just wants to relax for 10minutes. She doesn’t want to use Facebook cause that might suck her in forever, but she wants something to interact with.  The Beat Maker   * Mid 20s * Likes to sample music quickly to see how it sounds * Makes music during free time * Works as a coder   -Martha is at work, but she thinks of a cool new sound and wants to test it real quick and store it for later. |
| Competitive Analysis | EDM Cube(Button Bass):   * Cube interface was easy to use and felt interactive * The black on the site was off-putting * You can easily see the categories the site offers   Incredibox:   * The interface was smooth and playful * You can pause or play certain characters (given you more control over the music) * The character limit gave you a good constraint * You only had a limited amount of categories * You can’t make your own fusion of beats * Record button was off   BeatLab:   * The keypad interface allows for a lot of beginner level creation and advanced level creation * Pad gets too big sometimes * Not being able to make compositions that you can work with SUCKS * Categories not well displayed * The options are not too clear |
| Content Inventory | The main content I would need is the audio library that would be on the website ready for use. The other content would just be interface design for users to interact with the audio library. Then once these can work together well, having a place where people can store their composition of music and add compositions would be nice. |
| Technical Requirements/Functionality | Getting sound.js to work. Also get create.js working so that I can have a good interface that allows people to play seamlessly without having to “read a manual.” Finding the balance between having a lot of control and having just the right amount of tools to have that control will be essential. And later on I might consider adding the functionality of having accounts to store the compositions people have made or share it in a free manner to get collusion going between creators. Also if people are storing data in the future, then it would mean they are going to need accounts. |