

Stage I

Research

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Advanced Topics in Interactivity

YSDN 4003

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Topic 1

Idea and Goal

An application that teaches you to play an instrument, piano or guitar. The goal of this app would be to get users with no, or little experience playing an instrument to an intermediate knowledge of playing.

What I like

I like the idea of an online teaching tool that is integrated for mobile and tablet devices and having information in one trusted location. The app would use the microphone to listen to the user's musical playing. The app then uses audio and interactive functions to teach.

Inspirations

GARAGEBAND

The teaching function is quite outdated and is very basic. Their lessons consist of a video from two different camera angles, which is really helpful.

YOUSICIAN

Uses a gamified approach to learning. The app only teaches one song at a time, by telling users note by note what to play

Visuals

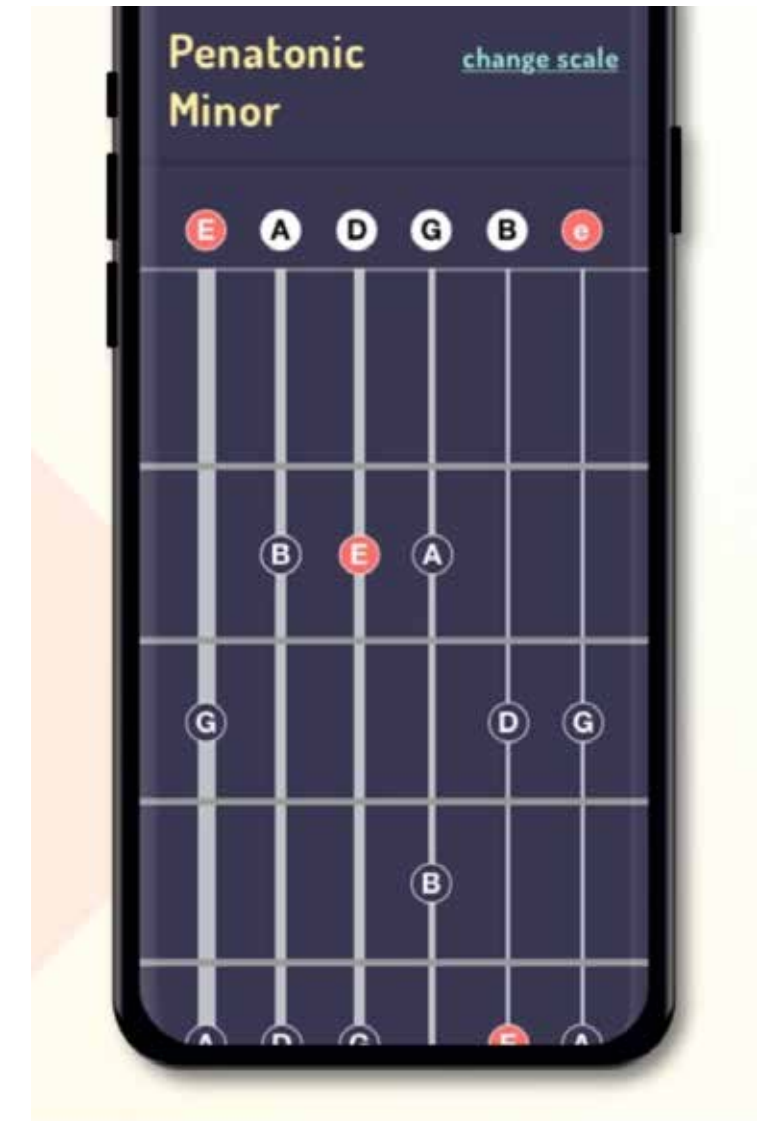
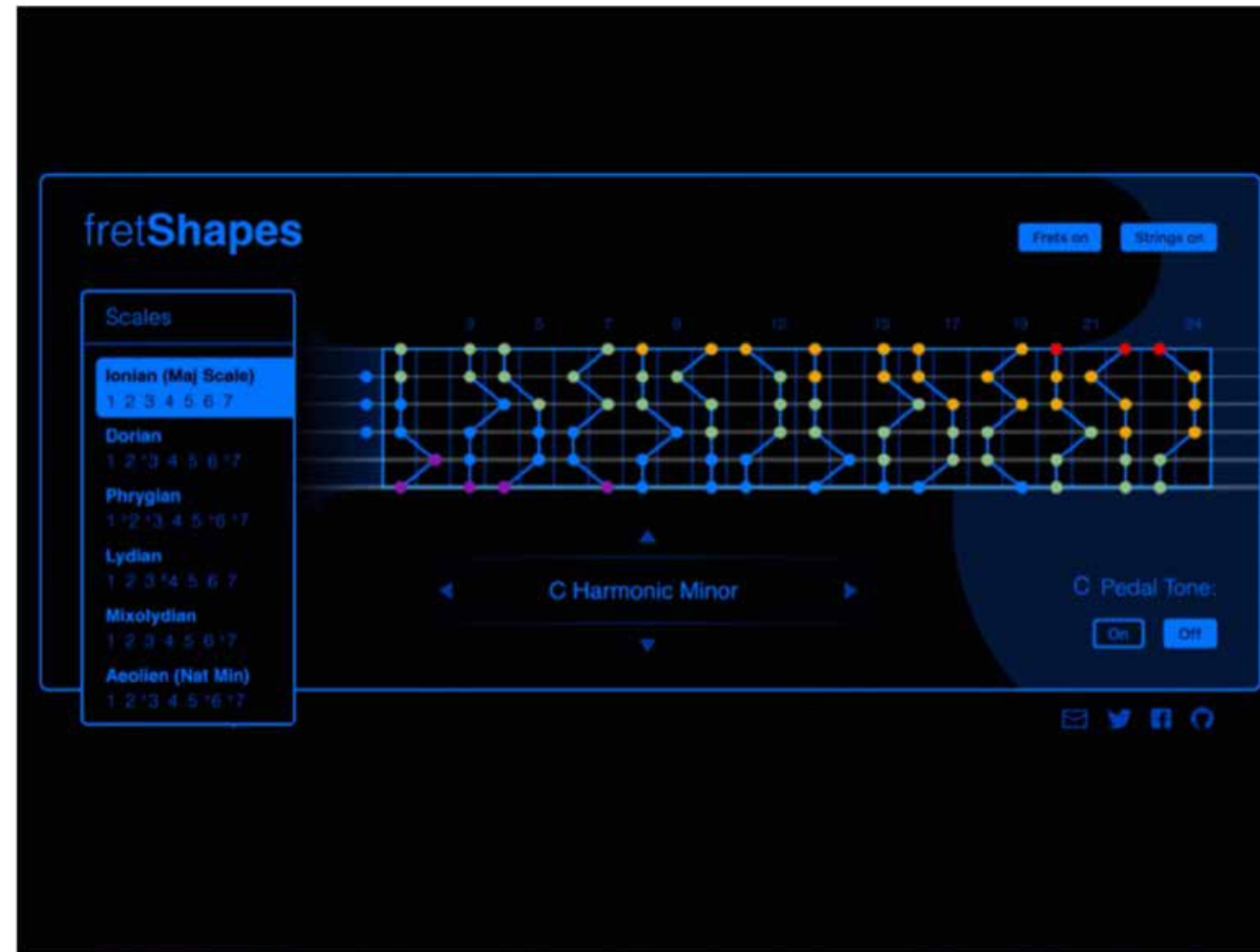
Fun

Young

Easy

Vibrant

Happy



Topic 2

Idea and Goal

An application that connects online clothing stores into one platform so users can browse multiple stores at once. The goal of this application would be to provide users with one place for online clothing shopping that is personalized to their shopping preferences.

What I like

I like the idea of an application that can serve as a one stop place for online clothing shopping, allowing users to compare prices and styles from different retailers. I want to allow users to choose the stores that they shop at the most, so that recommendations are not random or unknown. The app would also make recommendations based on past purchases or popularity. The application would be for mobile devices so that it can be used on the go.

Inspirations

AMAZON

Sells everything and is not specialized in clothing. The app does offer a wide variety of clothing retailers.

ASOS

Sells clothing from a variety of retailers in the UK. Doesn't take into account customer's personal preferences in terms of retailers and styles

Visuals

Modern

Neutral

Mixed

Editorial

Cool

