



KEVIN CHISAKI

NEW MEDIA DESIGNER

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BRAND OF THE FUTURE

This concept was about taking an existing brand and creating a new experience for the business in-store or online.

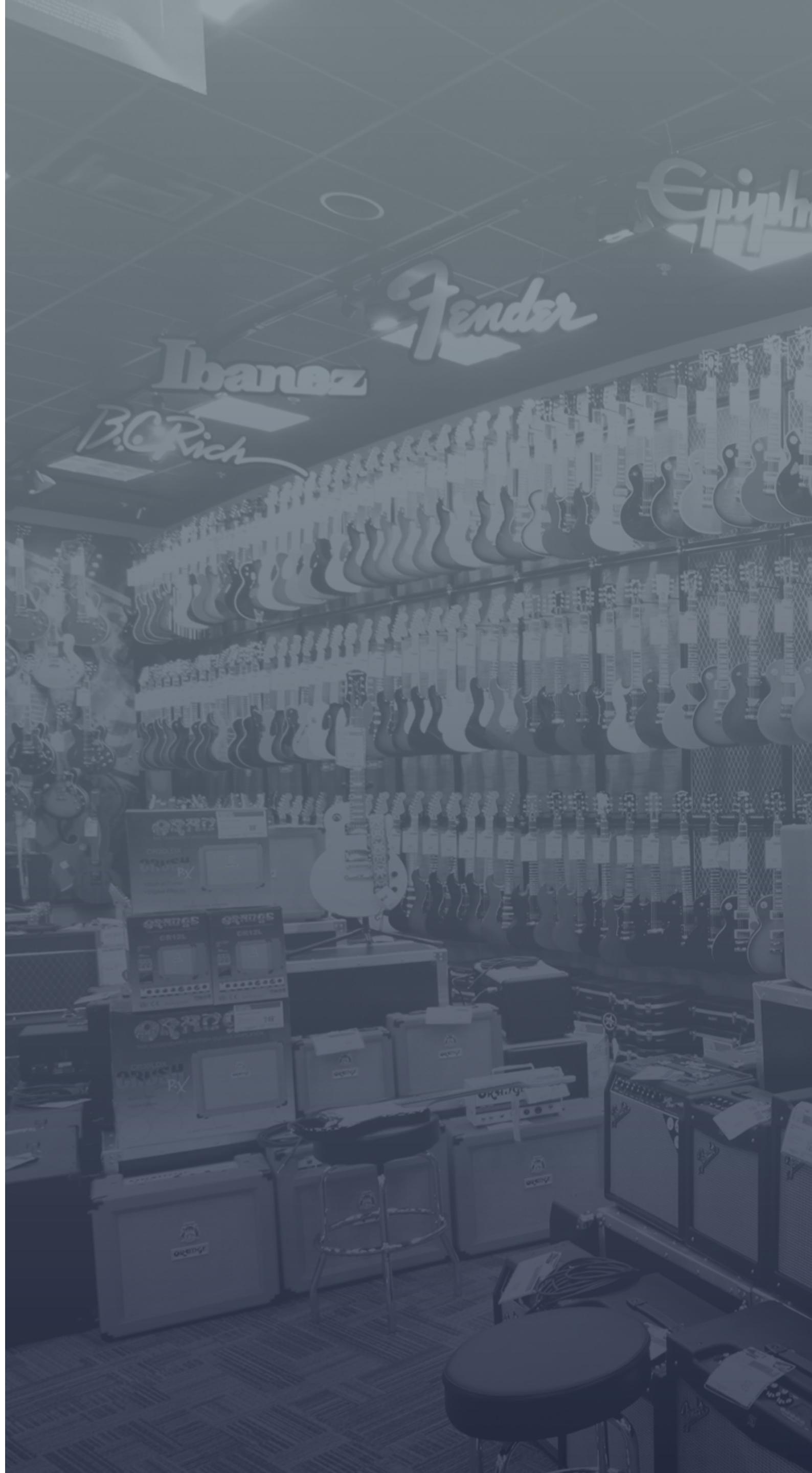


For this project, I tried to re-imagine and improve the shopping experience for in-store customers and associates at the music store Guitar Center.

PROBLEM

As a new customer, Guitar Center can be overwhelming with all of their products and finding a starting point can be difficult.

Many Guitar Center employees are often busy with other customers and tending to instrument needs. So finding help and getting recommendations can be a tedious experience.

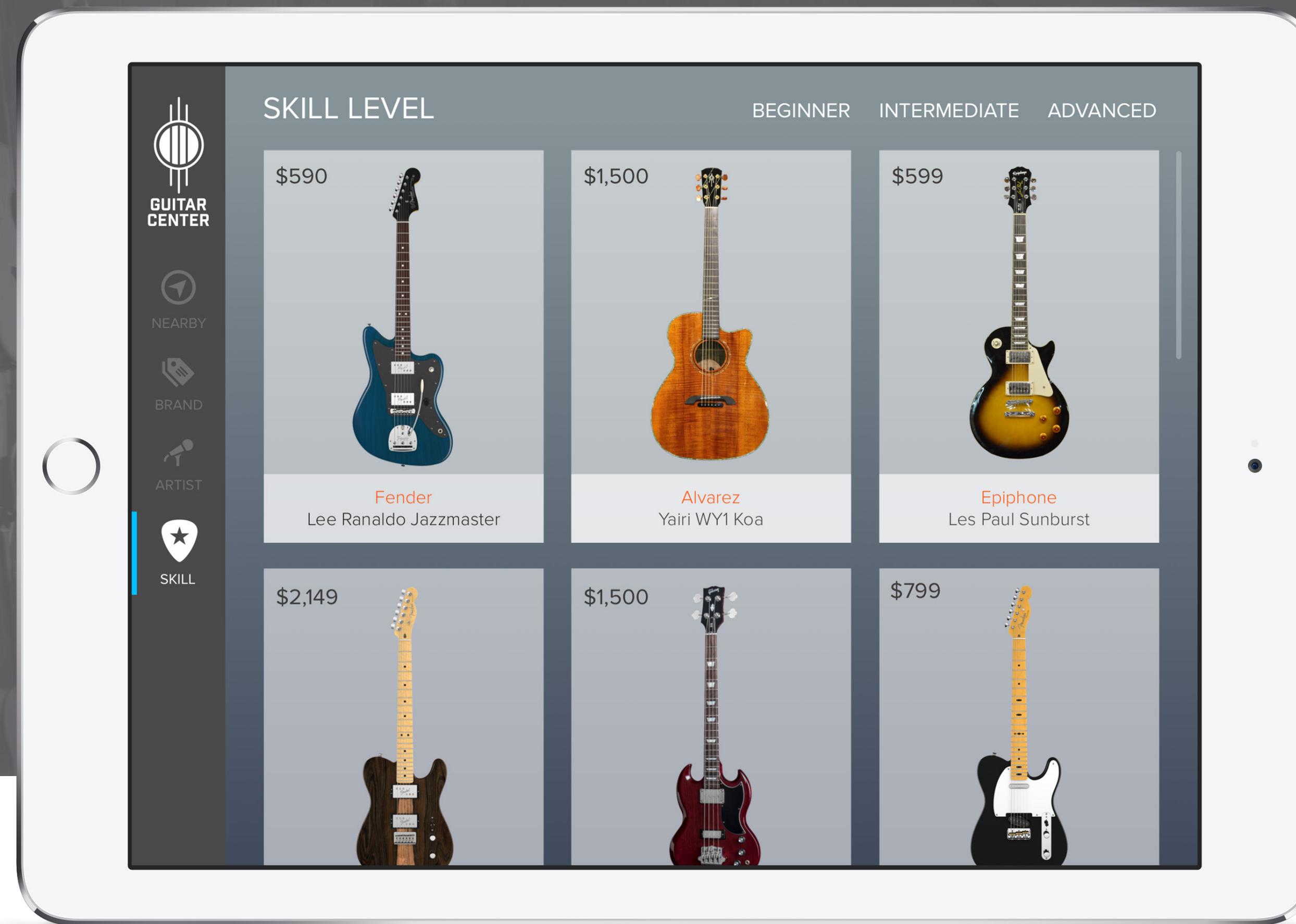


SOLUTION

Create an in-store kiosk to help customers find products in the store and recommend products to new customers.

Product info and common questions can be answered through in-store displays so employees can have a lighter bandwidth to tend other customers with complicated questions and check-out.

TECHNOLOGY



THE IPAD

The in-store kiosks will be made using the iPad. iPads are very well known, easy to use, portable, and quick to update for developers.

STRENGTHS

- Fast & easy way to find and try products hands on.
- Users can look up details of each product and features up to date.
- iPads are affordable and can be placed in multiple areas.
- Helpful for new customers to find a place to start.

WEAKNESSES

- Might have lines of people waiting to use displays.
- iPads will always have to be updated with latest products.
- Product location system (In-Door GPS) may not help with some customers.
- All Guitar Center store layouts are different, so In-Door GPS take time to develop correctly.

OPPORTUNITIES

- Provide jobs for developers during updates of displays.
- Improves bandwidth of employees to help with other customers and check-out.
- Employees and experts can add to the recommendation system.

THREATS

- System wide crash can be a speed bump or disaster.
- Possibility of system being hacked or altered.
- Broken iPads due to vandalism, overuse, and accidental damage.

TARGET MARKET

Guitar Center's in-store kiosks are made for **new customers** who don't know their way around the store.

From **new musicians** looking for their perfect starting instrument to **experts** deciding on their next purchase for upgrades.

The display is made to be used by all customers using the most up to date and affordable displays.



Fender
Traditional Dreadnought

\$590



Fender
Leo Fender Jazzmaster

\$1,500



Alvarez
Yairi WY1 Koa

\$1,500



Alvarez
Yairi WY1 Koa

\$1,199



Breedlove
Studio Concert Sunburst

\$1,200



Alvarez
Master Class Dreadnought

REBRANDING & VISUAL DESIGN

WORD LIST

Sound. Natural. Unified.

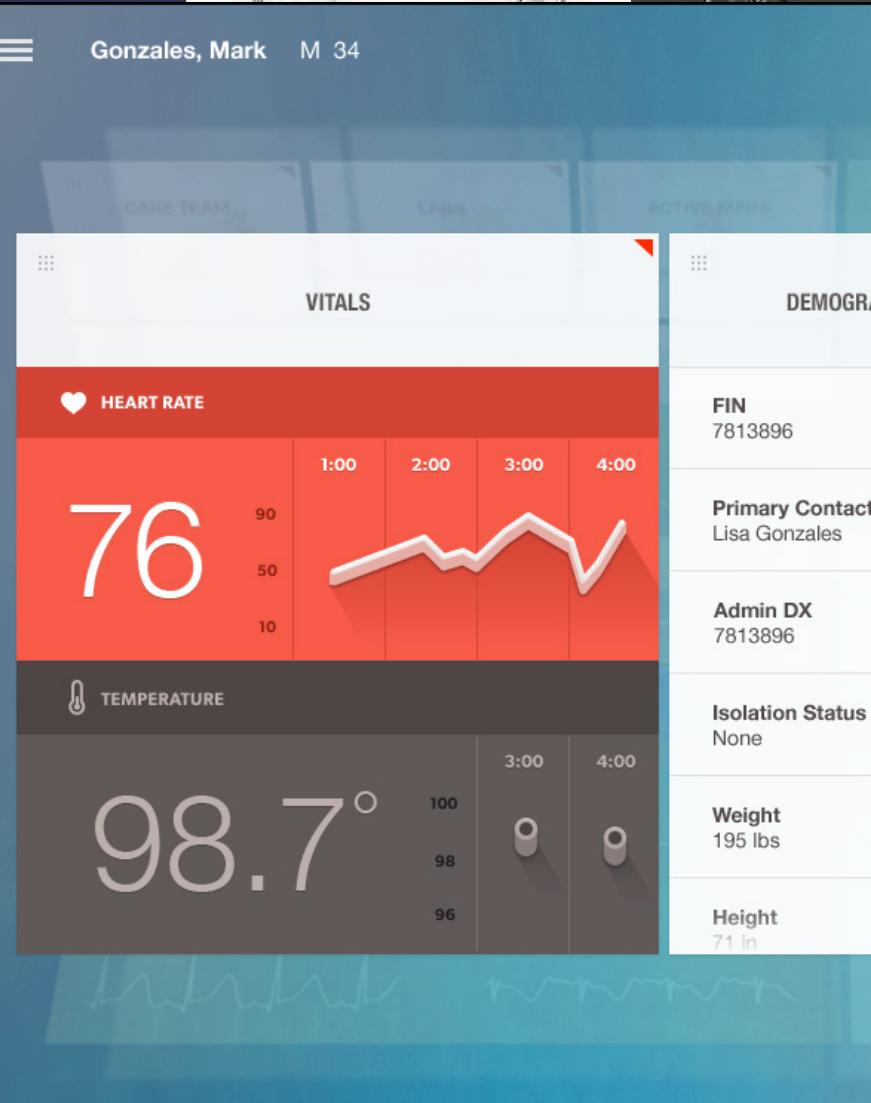
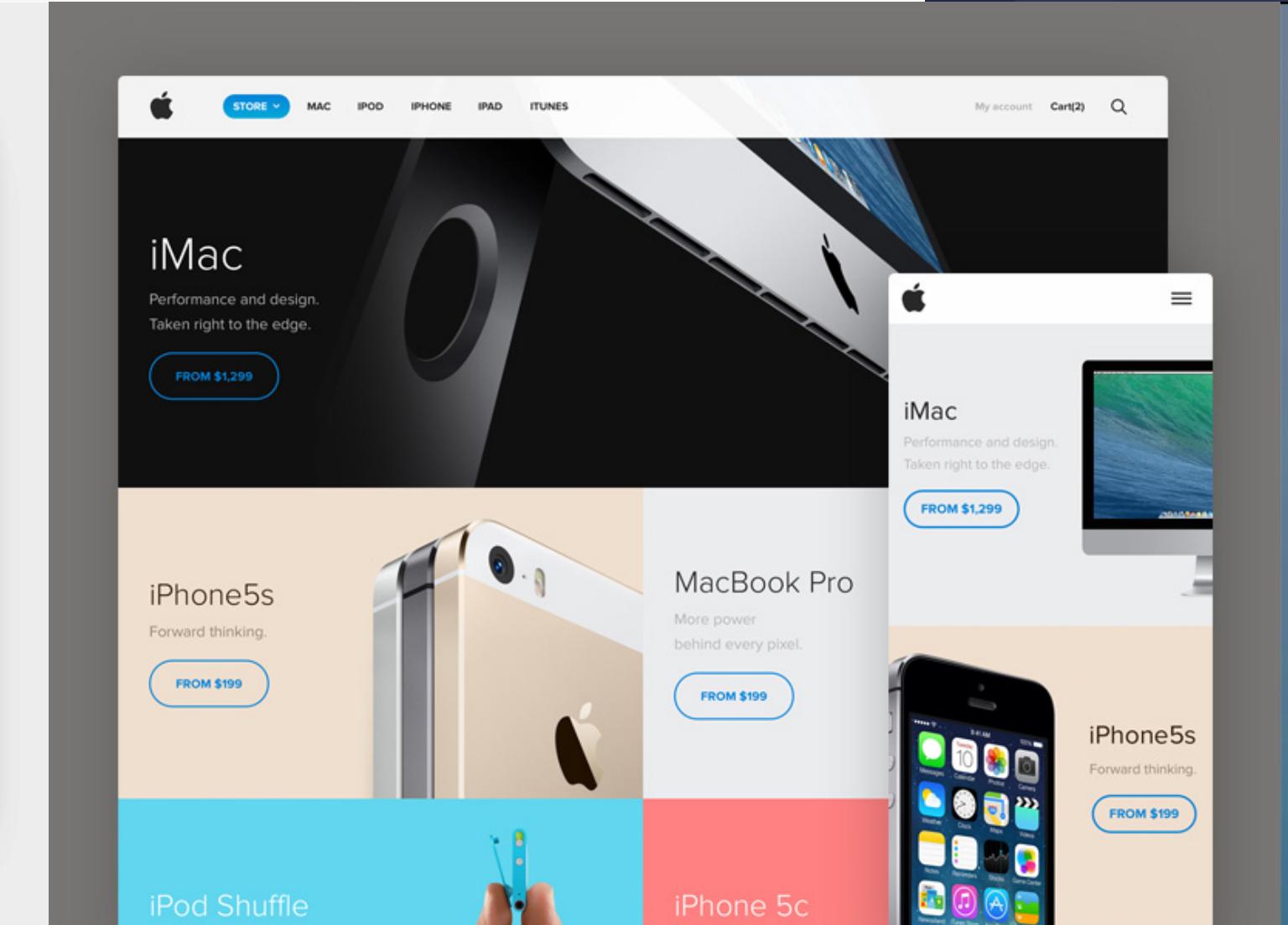
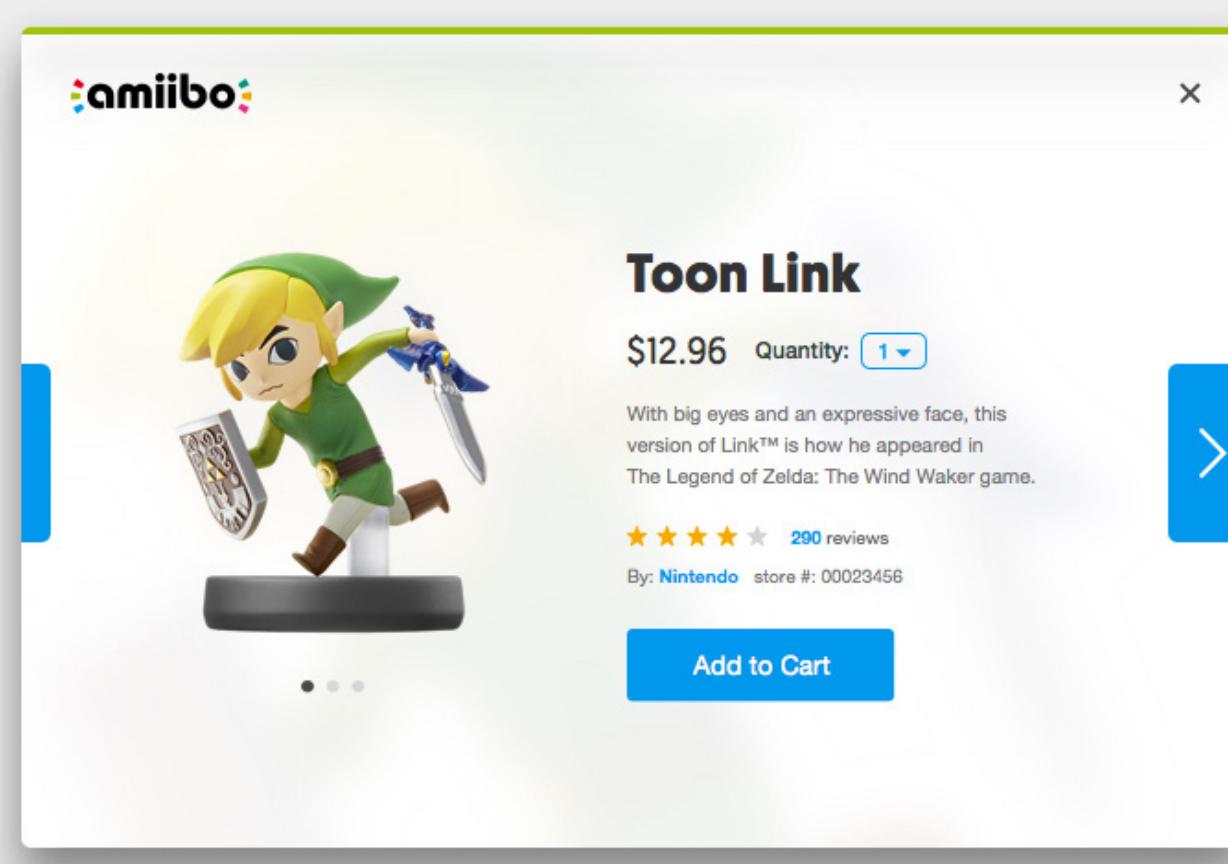
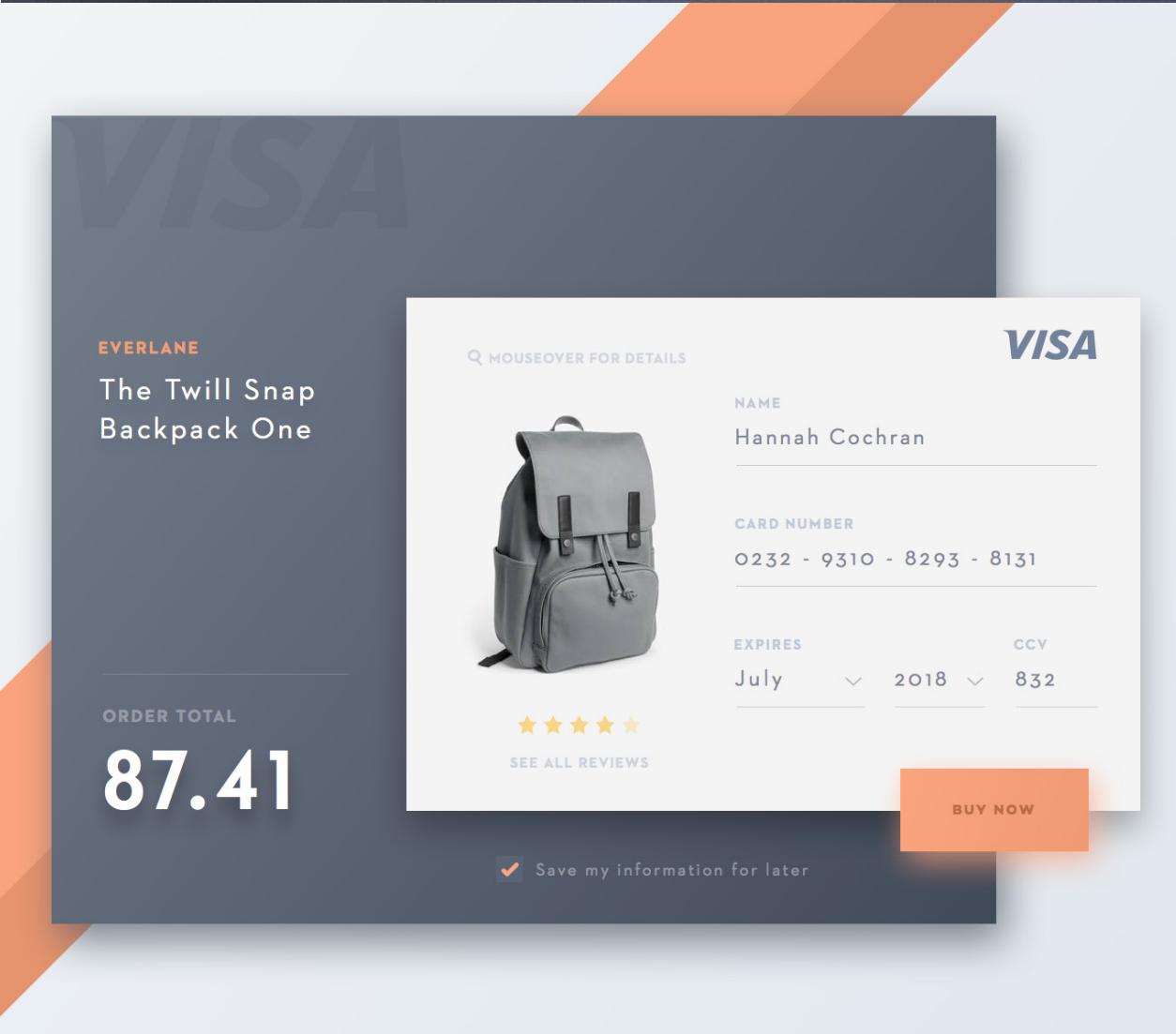
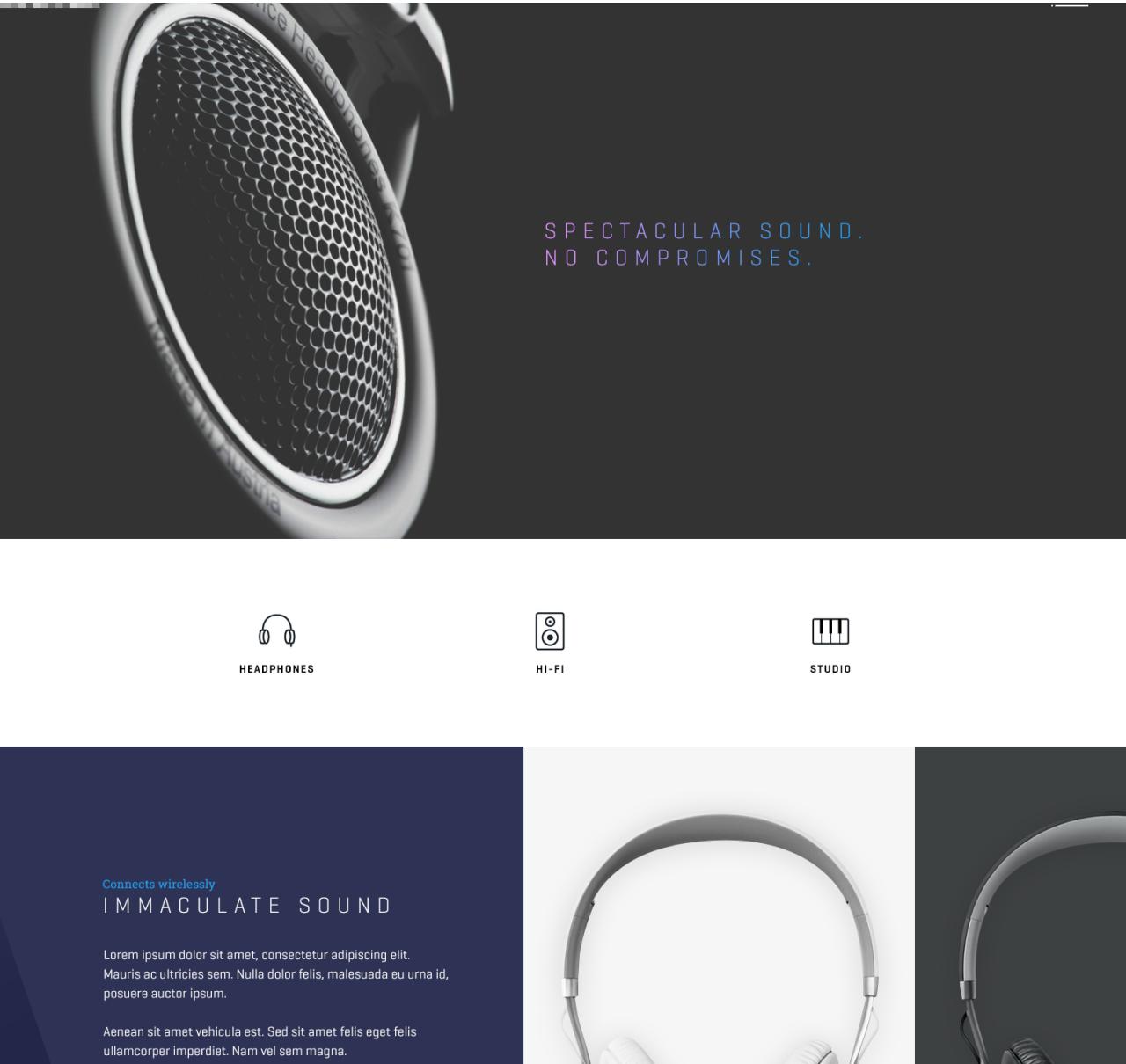
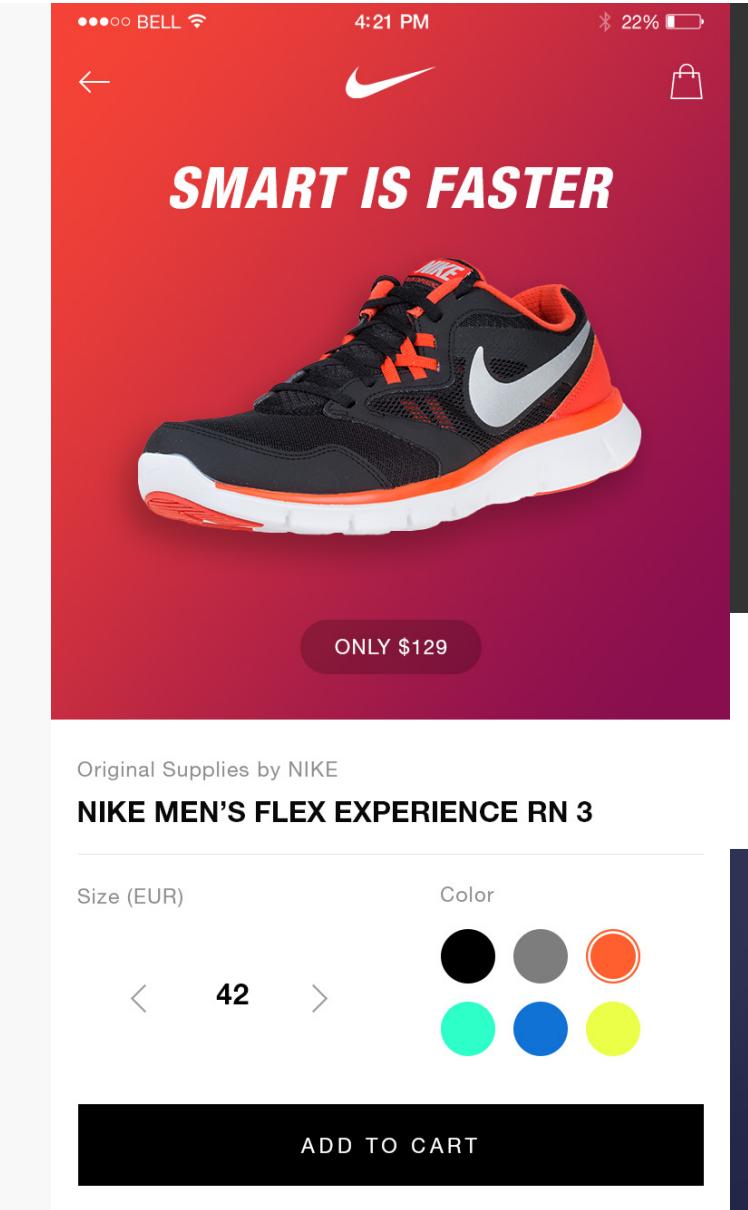
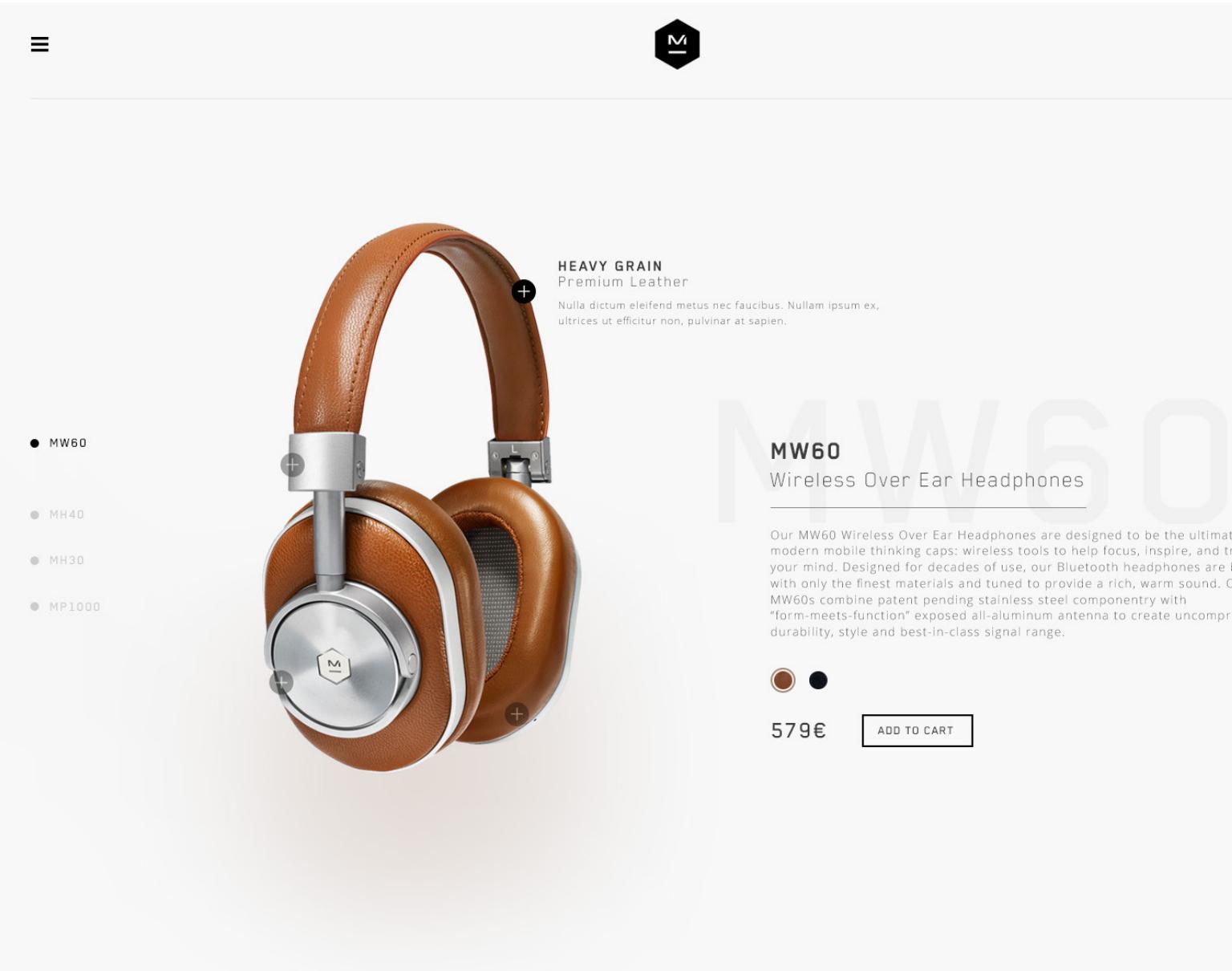
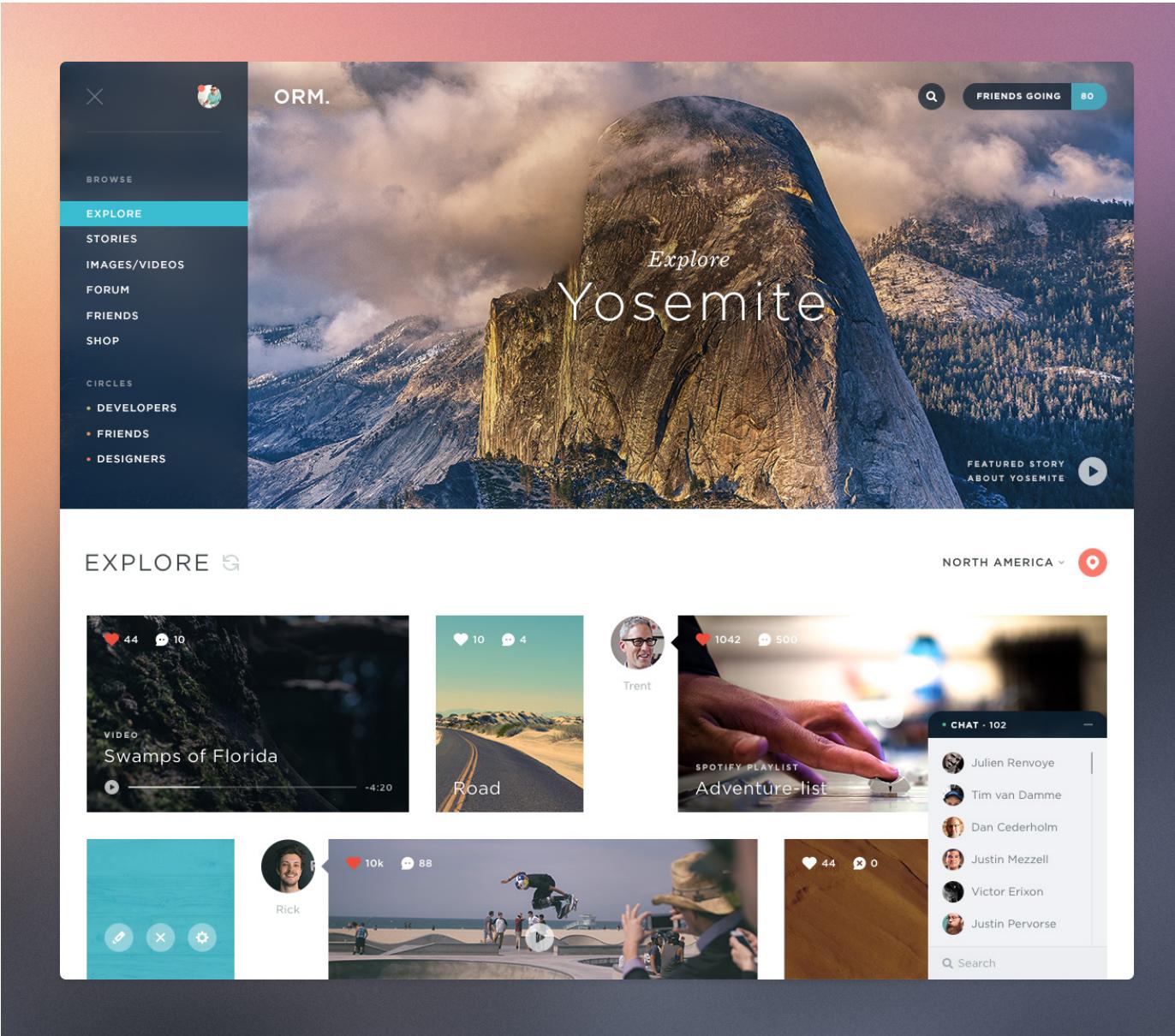
Music	Strings	Electric	Movement	Stereo
Sound	Interactive	Warm	Waves	Mono
Emotion	Engaging	Natural	Experience	Articulate
Rhythm	Session	Talent	Live	Unified
Professional	Acoustic	Genre	Strum	Amplified



MOODBOARD 1



MOODBOARD 2



REBRANDING



Old Logo



New Logo

TYPOGRAPHY



Main Headers & Logo Typeface

INDUSTRY BASE INC
ABCDEFGHIJKLMNPQRSTUVWXYZ

<h1>Display Headings</h1>

Proxima Nova Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

<p>Body Type & Display Details</p>

Proxima Nova Light

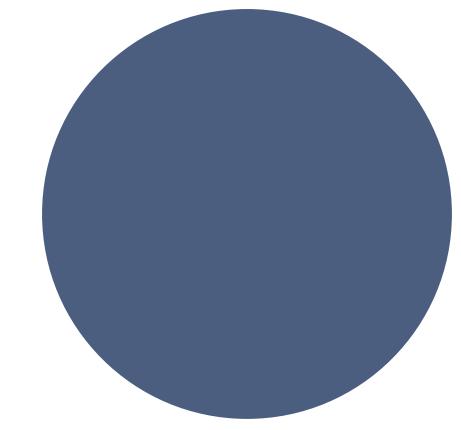
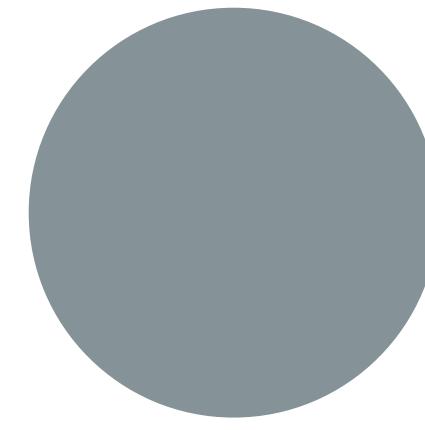
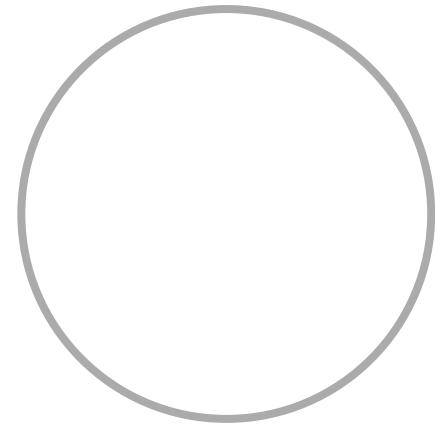
ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

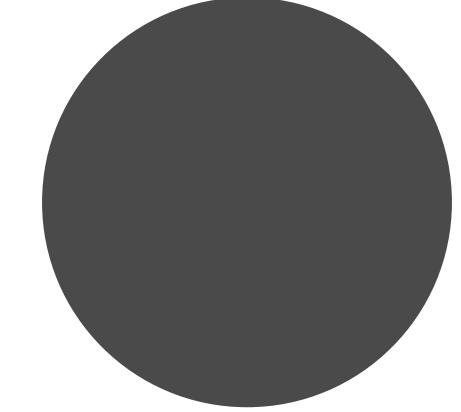
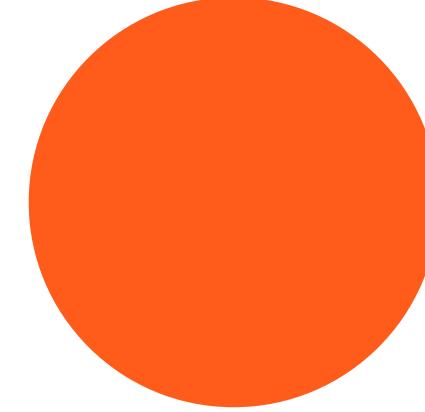
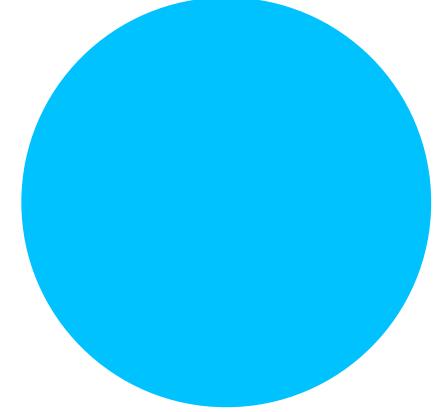
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COLOR PALETTE

Primary Colors



Secondary Colors

A screenshot of the Guitar Center mobile application. The top navigation bar has a dark blue background with the "GUITAR CENTER" logo at the top left. Below the logo are five menu items: "NEARBY" (location pin icon), "BRAND" (tag icon), "ARTIST" (microphone icon), and "SKILL" (guitar pick with star icon). A vertical blue bar is positioned between the menu and the main content area. The main content area features a large image of a Breedlove Passport PLUS C250 SBe acoustic guitar. To the right of the guitar, the brand name "Breedlove" and model "Passport PLUS C250 SBe" are displayed in white text, followed by the price "\$799" in orange. Below the price, the text "Featured Artists:" is shown in white, accompanied by two circular profile pictures of artists. At the bottom right of the main content area is a black rectangular button with the white text "FIND IN STORE". At the very bottom center of the screen, there is a small white text overlay that reads "[Tap to View Details]".

Breedlove
Passport PLUS C250 SBe
\$799

Featured Artists:

Two circular profile pictures of artists, one male and one female, shown in a black and white portrait style.

FIND IN STORE

[Tap to View Details]



Fender
Traditional Dreadnought

\$590



Fender
Leo Fender Jazzmaster

\$1,500



\$1,500



Alvarez
Yairi WY1 Koa

\$1,199



Breedlove
Studio Concert Sunburst

\$1,200



Alvarez
Yairi WY1 Koa

USER FLOW & WALKTHROUGH

PERSONA 1



ROBBIE “The Newbie”

Age:

24 Years Old

Occupation:

Youth Psychologist

Relationship Status:

Single

Location:

Santa Cruz

STORY:

Robbie wants to start learning the bass guitar and wants recommendations for his first instrument. Robbie heads over to Guitar Center for the first time and is awe of all the instruments on the wall. Robbie doesn't know where to start and is afraid of buying the wrong product because he doesn't know if it's a good quality instrument for a beginning guitarist.

PROBLEM:

- Shy because he is new
- Wants to look at recommendations for beginners
- Wants a good quality instrument that will last

PERSONA 2



CHRIS “The Expert”

Age:

30 Years Old

Occupation:

PG&E Gas Engineer

Relationship Status:

Married

Location:

Dublin

STORY:

Chris has played guitar for over 10 years as a hobby and wants to upgrade to a better guitar. Chris has a couple of guitars in mind but wants to compare the build quality, price, and sound in person. Chris arrives at Guitar Center and many of the employees are busy. Chris wants to make sure the Guitar he purchases is just right for him.

PROBLEM:

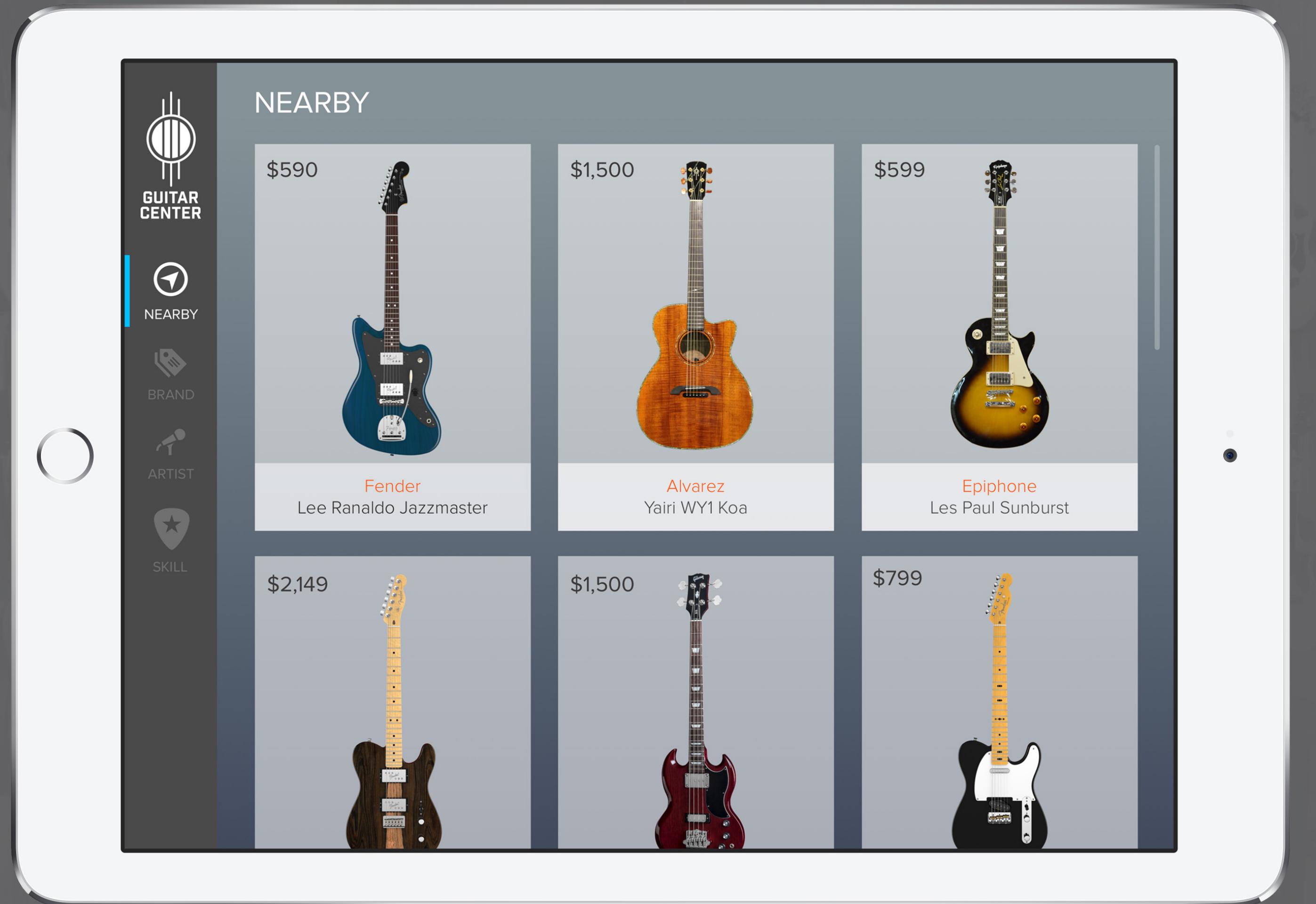
- Wants to know guitar specifications & compare them in person
- Guitar Center employees are busy during this time
- Wants to know guitar recommendations for experienced players

USER FLOW



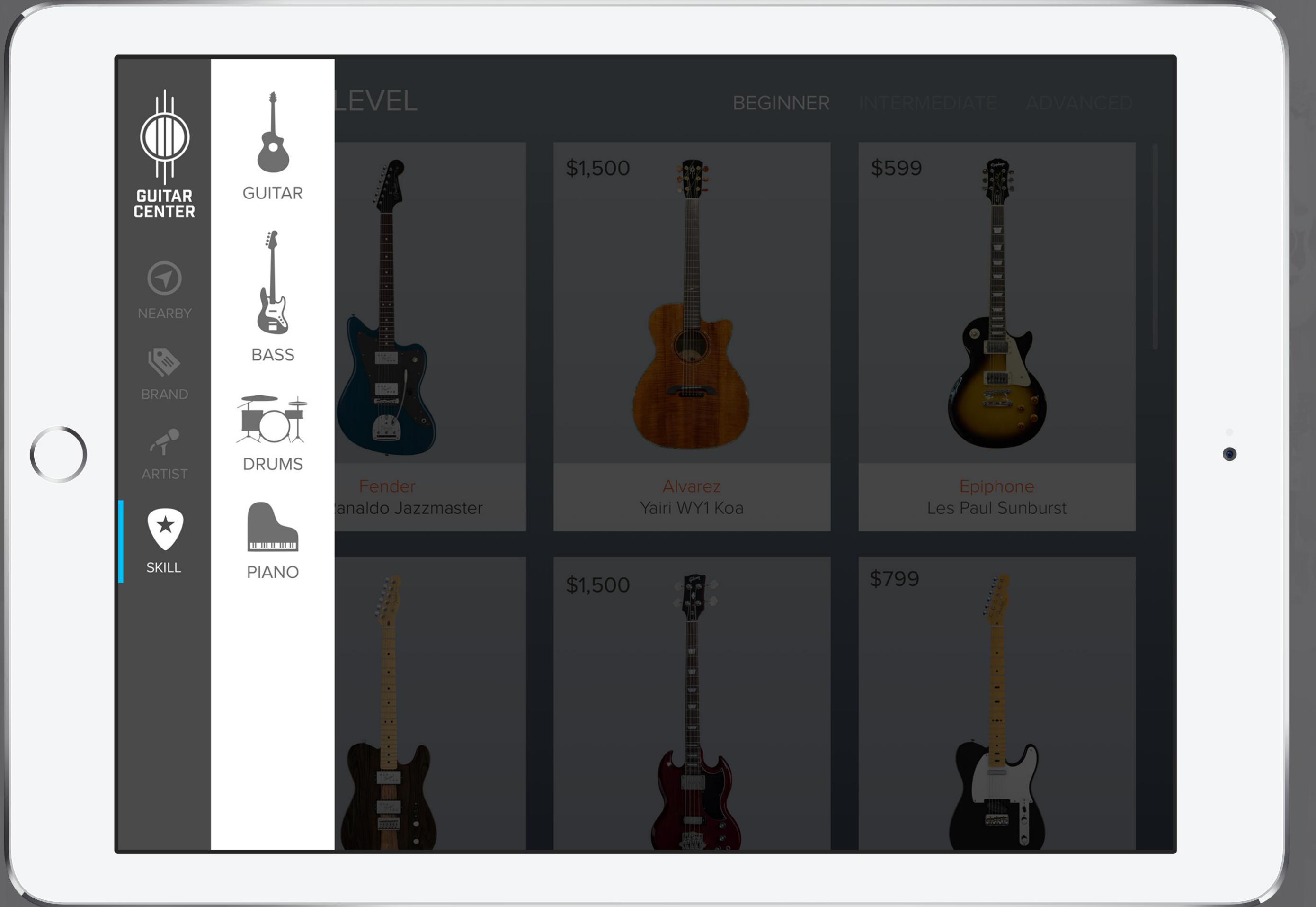
ROBBIE'S User Journey





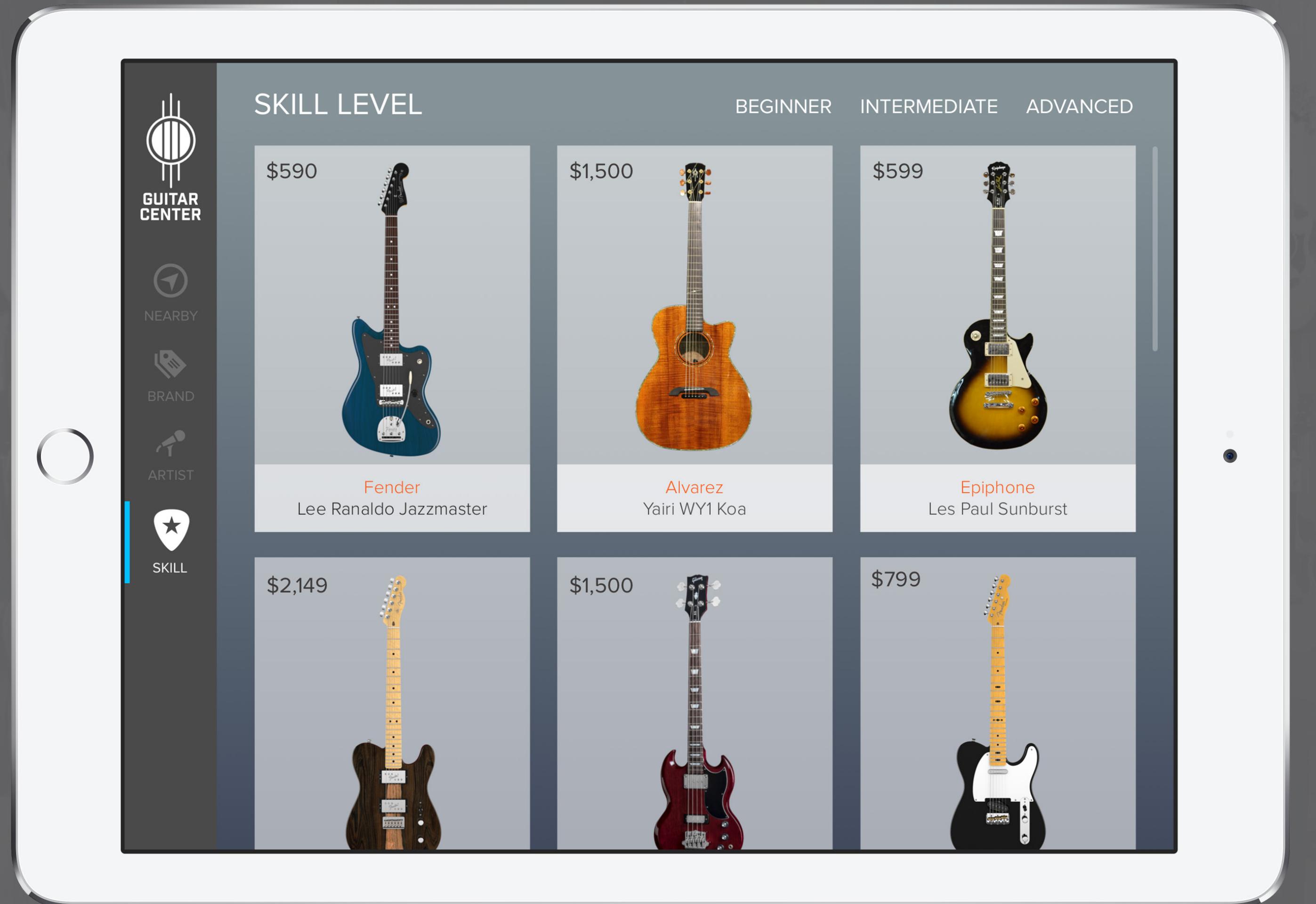
NEARBY FEATURE

Since multiple iPads will be placed around the store, I decided to create a “nearby” feature to display all of the guitars at the nearest wall by selected iPad.



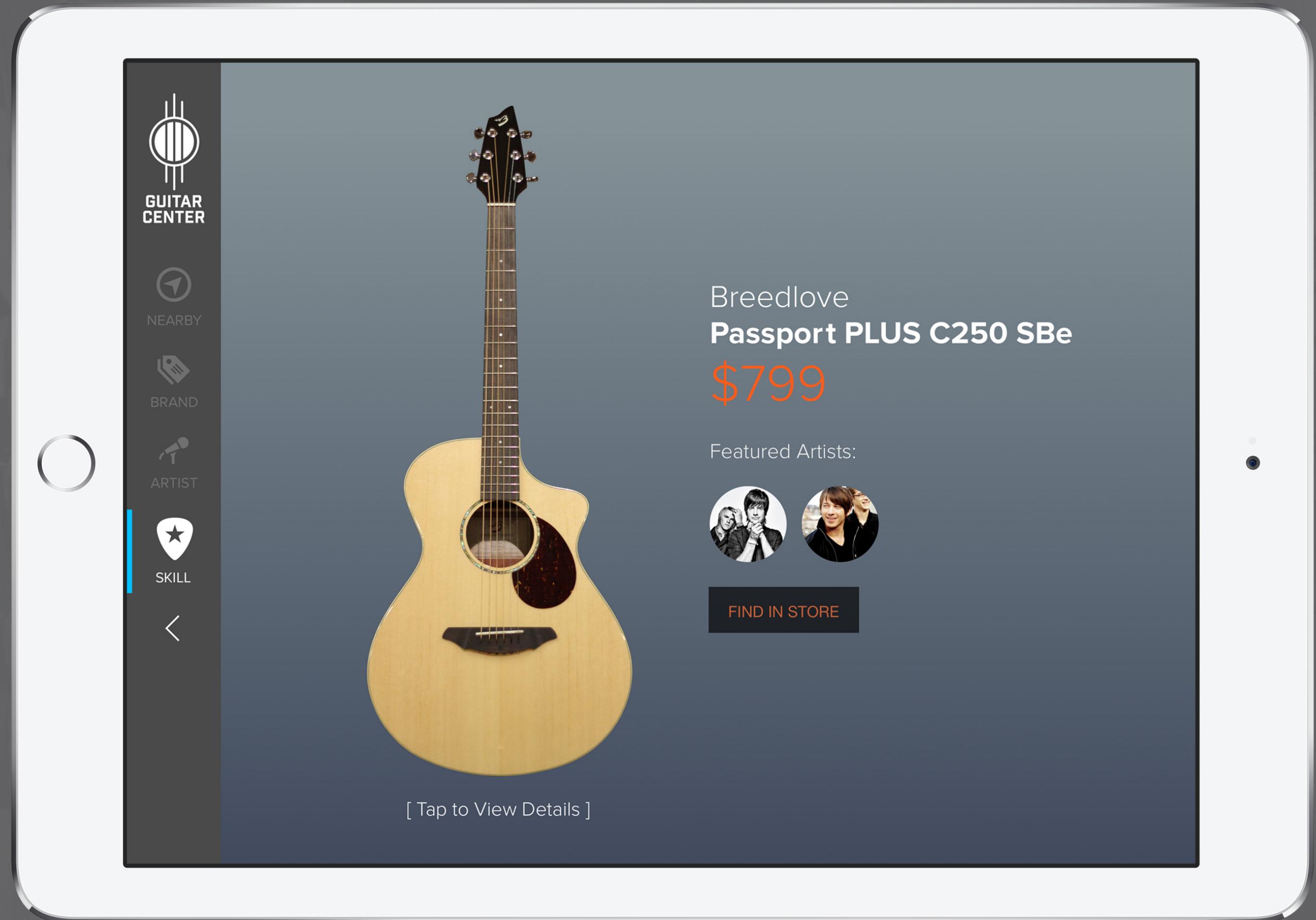
SKILL LEVEL FEATURE

I thought it would be an awesome idea to create a product recommendation system by skill level. This feature can be used for all instruments available at Guitar Center.



SKILL LEVEL RECOMMENDATIONS

From beginner to advanced, customers can look through recommendations by Guitar Center specialists and other professional musicians.



PRODUCT OVERVIEW

Here the customer can view the product price, model name, artists who own that same guitar, and have the option to view more details or the location of the product within the store.

The image shows a smartphone displaying a product details screen for a Breedlove Passport PLUS C250 SBe acoustic guitar. The screen has a dark background with a light blue header bar at the top. On the left side of the header bar is the "GUITAR CENTER" logo, which consists of a stylized circle with vertical lines inside. To the right of the logo are five menu items with icons: "NEARBY" (location pin), "BRAND" (tag), "ARTIST" (microphone), and "SKILL" (star). Below these is a left arrow icon.

**Breedlove
Passport PLUS C250 SBe**

Rosewood Fretboard

Nato Mahogany Neck

Scale Length 25.5"

Breedlove VTC Pickup

SFe Sunburst has Gloss

[Back to Normal View]

The main content area features a photograph of the guitar. A light blue rectangular callout box highlights the neck and headstock area. Inside this box, four points are marked with small circles, each connected by a blue line to a descriptive label: "Rosewood Fretboard" (at the headstock), "Nato Mahogany Neck" (mid-neck), "Breedlove VTC Pickup" (near the bridge), and "SFe Sunburst has Gloss" (on the body). To the left of the neck, the text "Scale Length 25.5'" is displayed. At the bottom of the screen, there is a button labeled "[Back to Normal View]".

PRODUCT DETAILS

Tapping on the product or link will take the user to the product specifications. This will show the build quality, length, and other features of the product in detail.



IN-DOOR GPS

By clicking on the “find in store” button on the product overview page, a user can look for the product in the store on a 3D map of the location.

GUITAR CENTER

NEARBY

BRAND

ARTIST

SKILL

SKILL LEVEL

BEGINNER INTERMEDIATE ADVANCED

SKILL LEVEL	PRICE	GUITAR	MANUFACTURER	MODEL
BEGINNER	\$590		Fender	Lee Ranaldo Jazzmaster
INTERMEDIATE	\$1,500		Alvarez	Yairi WY1 Koa
ADVANCED	\$599		Epiphone	Les Paul Sunburst
BEGINNER	\$2,149		Fender	GE Smith Telecaster
INTERMEDIATE	\$1,500		Gibson	SG Standard
ADVANCED	\$799		Epiphone	Telecaster

[Play Video Walkthrough]

CONCLUSION & NEXT STEPS

Overall I fell that this solution will help Guitar Center's flow of the store. The kiosks will help both employees and customers with their experiences at Guitar Center, but this will still cause lines in a way.

New Approach: User makes a list of items they want to play. A "Playlist."

That list of items can be gathered and put into a practice room (by a Guitar Center employee) ready for the user to play and try out.



GUITAR
CENTER

THANK YOU!



KEVIN CHISAKI

NEW MEDIA DESIGNER

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