**Name of the site:**

* This is a website for the company *Beatwire*.

**Purpose of the site and intended users:**

* This website is a marketplace which allows rap artists to browse and purchase beats online. It is intended for artists of all experience levels.

**Different processes in the site:**

* Divergent/convergent exploration:
  + Users can explore different types of beats on sale. They can eventually pick one or multiple beat(s) that they like and make a purchase.
* Absorb information:
  + Users can listen to the beats that are offered on the marketplace.
  + This will be implemented using a “play” button for each advertised beat.
* Follow instructions:
  + Users can buy one or multiple beats. The UI will guide them in this process.
* Communicate:
  + Users can send messages to the producers to ask for changes to be made to the beat.
  + Users can express their feedback and give ratings to beats.

**Mockup for each process:**

* Divergent/convergent exploration:
  + Users can explore different types of beats on sale. They can eventually pick one or multiple beat(s) that they like and make a purchase.
* Absorb information:
  + Users can listen to the beats that are offered on the marketplace.
  + This will be implemented using a clickable “play” button for each advertised beat.
* Follow instructions:
  + Users can buy one or multiple beats. The UI will guide them in this process.
* Communicate:
  + Users can send messages to the producers to ask for changes to be made to the beat.
  + Users can express their feedback and give ratings to beats.

**Usability heuristics:**

* Consistency
* Familiar language and metaphors
* Simple, aesthetic, and functional design
* Freedom and control
* Flexibility
* Recognition over recall
* Clear status
* Error prevention
* Error recovery
* Help