

Offering a User Friendly experience

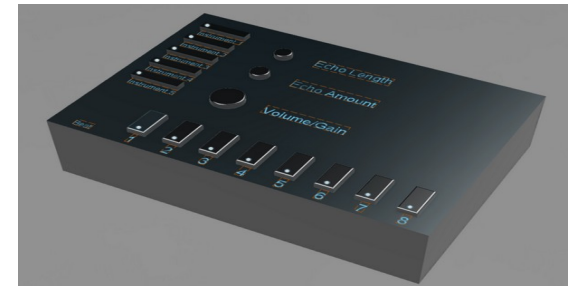
Our product is a simple drum machine. A drum machine is a musical instrument that enables people to make loops of musical samples which serve as the beats for songs. With our drum machine, a user can select between several built-in samples. For example, a kick drum, snare, Hi-hat, tom – or load custom samples of their choosing. They can then select when each instrument will be played within the drum loop forming a pattern which the drum machine plays back as a loop. From here, the user can apply a number of effects to each sample to tweak the sound of the beat to their liking. Our drum machine aims to be fairly simple having the ability to switch between 8, 12 and 16 beats per loop, and sticking to a restricted sub-set of only the most important effects. By keeping our product design and function simple - as compared to many existing products - we aim to streamline our products use and keep the cost of production and design low which will help target our ideal user persona.

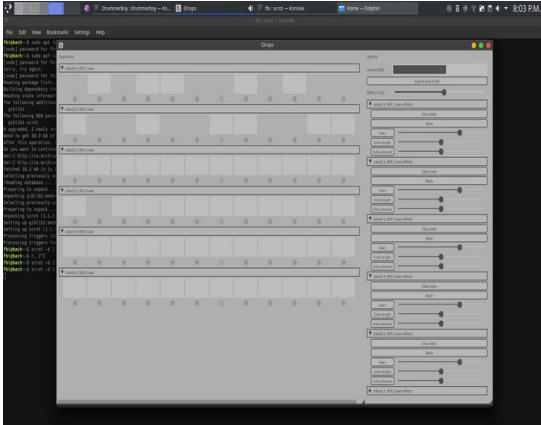
Our vision

One of the major issues with current market offerings in this segment are the steep learning curves and high costs. This makes the idea of getting started with learning music production very discouraging. One current solution to the problem issue of cost has been the proliferation of digital audio workstations (DAWs), which can provide a full music production setup for only a few hundred dollars, however they have a number of hidden costs. For these reasons, we see that the current market for music production hardware and software fails to make it easy for beginner producers and musicians to get started production, and our product aims to solve this issue by being cheap and easy to use.

iDrop

Introducing a revolutionary drum machine that can replace your bulky drum set at a much cheaper price!





Key Features

- Small and compact.
 - This helps to keep costs low, and pass the savings onto you.
- Sample based playback.
 - Allows you to drag and drop clips of drum from their computer onto an SD card so they can play back any sound they want.
 - This makes the product versatile, as it can playback a theoretically infinitely different number of drum-kit setups.
- MIDI support.
 - MIDI is a standardized way for musical instruments to communicate with each other. By adding MIDI support to our product, users can hook this up to any existing instruments they have.

Environmental Impact

Our company understands the importance of being environmentally conscious. Therefore, we have decided to 3D print our physical prototype's encasing using PLA filament. PLA is an organic material is generally cheap, and the material is 100% biodegradable and recyclable. Reducing our environmental impact on the Earth is one of our main values as a company. Our beliefs are to pursue what we are passionate about and keep in mind how we could be potentially reduce our impact on the environment when coming up with new products and services. We like to consider our product as the "Green Drum Machine" due to the material used to manufacture it.



About us

We are group 1 of learning community 7, in the ILS program at the Schulich School of Engineering. Our team is composed of four members, each with their own talents and abilities. We are very enthusiastic and passionate about music production and that is why we have created the iDrop!

Contact Us

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