

INSPIRATION.
CREATION.
MUSIC.

GENIUS

CREATE



TEAM MTV - MARK, THANU, VASHISH

STORYBOARD



1. Reginald is a recent music graduate who has been signed by a small record label and is expected to write three new songs per year as part of his contract. He is extremely excited.



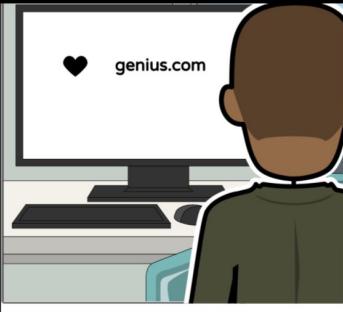
2. Reginald likes to listen to his favourite songs and dance as inspiration for writing new lyrics. He is confident that he will be able to write three new songs per year.



3. A few days later, he starts to write his first song. He attempts to get into his usual writing mood by listening to music. He starts of feeling great but within minutes the mood passes and frustration starts to set in.



4. His frustrations increases as time passes and he's not sure how he can meet his deadline. He quickly remembers his friend who went through the same experience and contacts him to find out how he got through his writer's block. His friend suggests using Genius Create part of Genius website.



5. Reginald finds Genius online and signs up. He worries that there may be too much information for him to go through, but he quickly finds the support he needs by using a step by step tutorial in Genius Create.



6. Two days later Reginald is singing his new lyrics to some music his friend wrote for him. He is extremely happy and is ready to move on writing the next song.

PROBLEM

Develop a platform that supports artists to create lyrics

THE SOLUTION

Provide a step-by-step process and useful resources to help overcome the obstacles an artist faces when writing lyrics.

TEAM MTV

Mark, Thanu, Vashish

TOOLS

Figma, Miro, Slack, Trello



“HOW DOES GENIUS CREATE WORK”



<https://vashish321.github.io/MTV-Genius/>

AGENDA

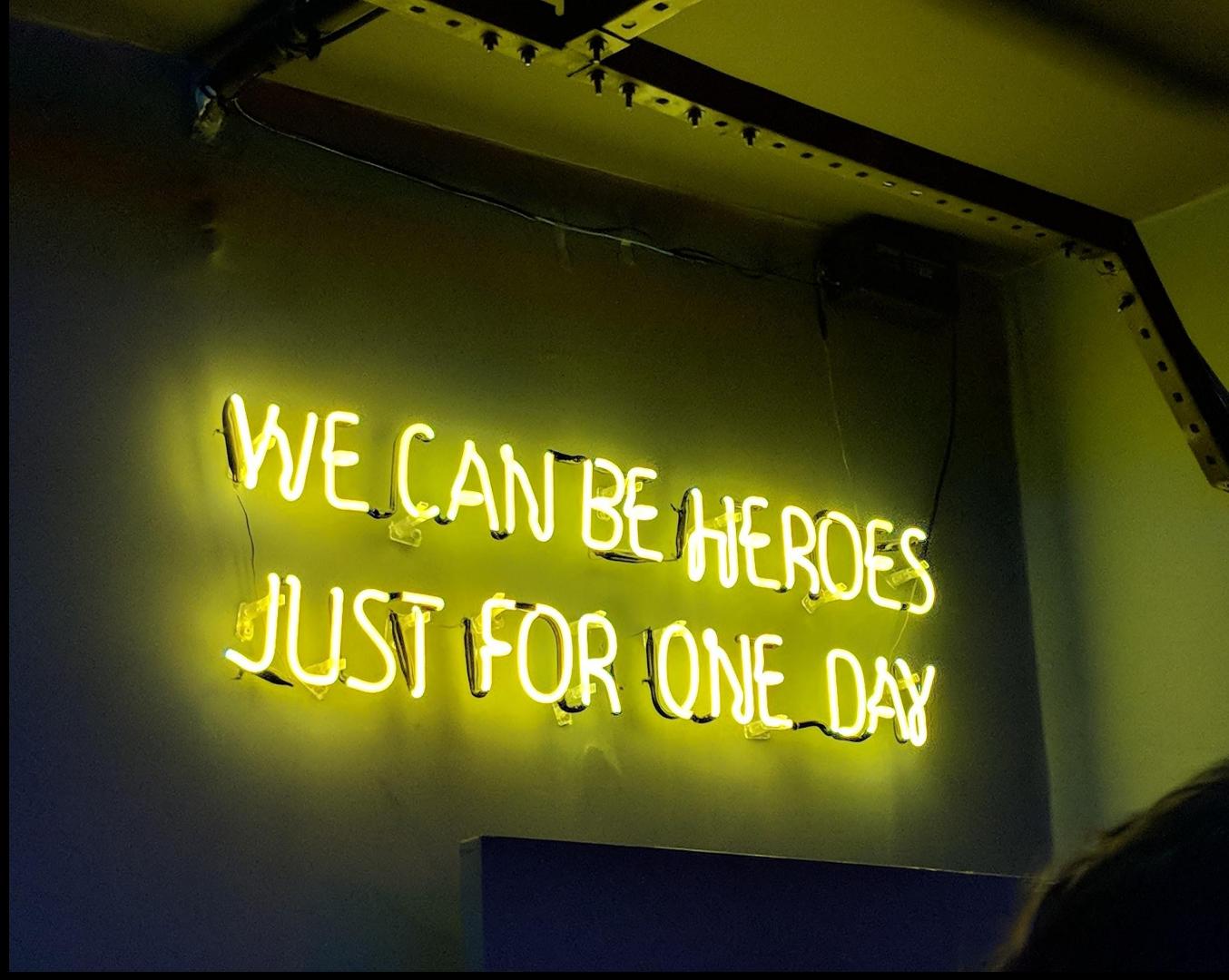
USER RESEARCH

IDEATION

DESIGN PROCESS

PROTOTYPES

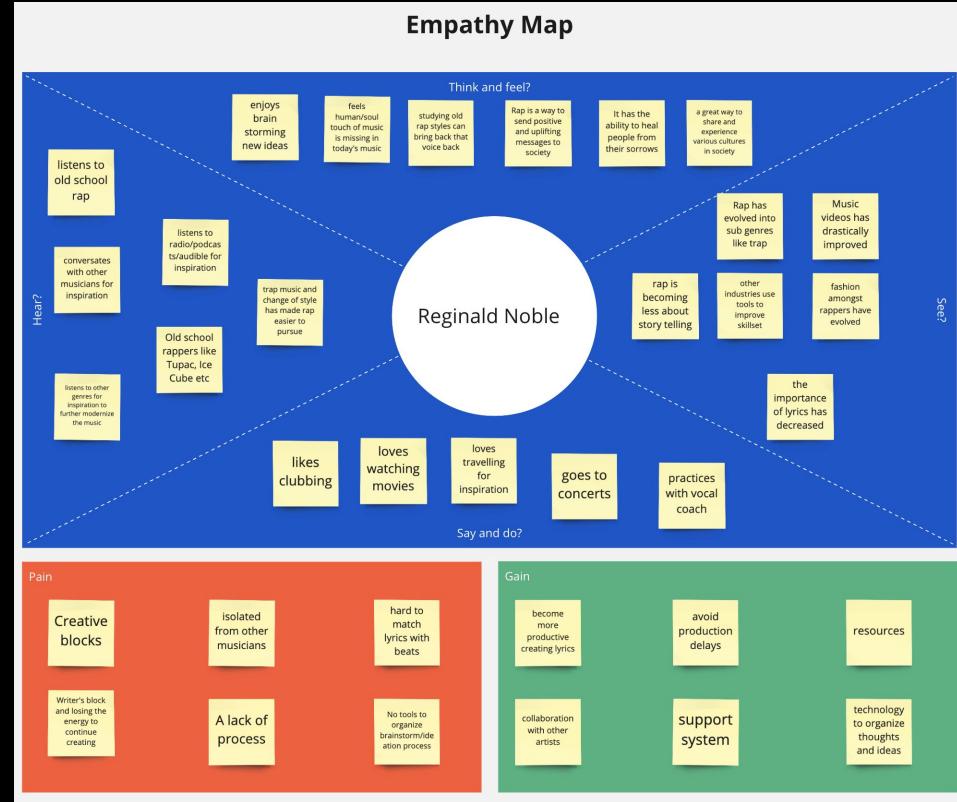
“HOW CREATE WORKS”
LANDING PAGE



USER RESEARCH



USER INSIGHTS



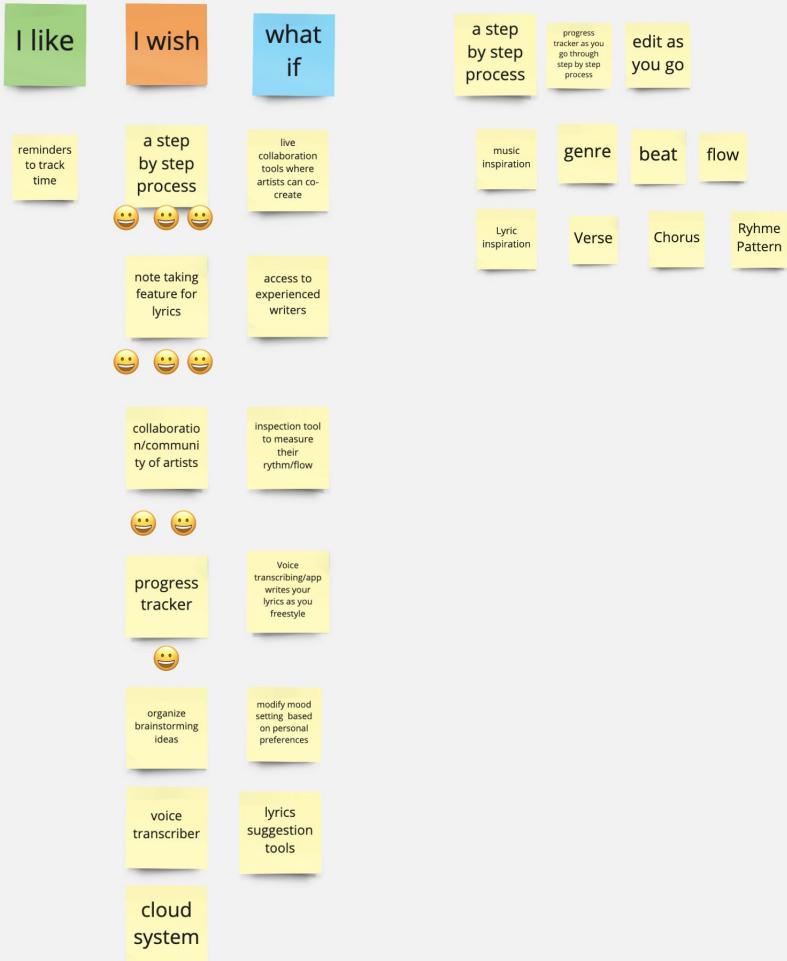
USER PERSONA

	Goals or Objectives Reginald Noble aims to become a rapper that has strong capabilities of writing lyrics. A strong desire to sustain the rap culture and bring back the voice that spoke on behalf of humanity.	Tools Needed To Do The Job <ul style="list-style-type: none">• Note taking tool for brainstorming• A step by step lyric writing process• Inspirational music content• Live Collaboration• Cloud-Based Storage & File Sharing Applications• Technology to incorporate music to the lyric writing process• Progress tracker
Name Reginald Noble	Job Responsibilities To create a song within 3 weeks.	Biggest Challenges <ul style="list-style-type: none">• Creative Block• Writer's Block• Project Management• Access to collaborators• Lack of Resources
Age 18 to 22 years		Gain Information By <ul style="list-style-type: none">• Learning through youtube videos• Analyzing favourite rappers• Collaborate with like-minded artists• Reading Books• Perfecting the craft
Highest Level of Education Music Diploma		Favourite Apps Spotify, Youtube, Netflix, Audible
Industry Music		Motivation To find a tool that supports the process of creating lyrics and meeting the deadlines of record labels.
Organization Size 5-10		
Social Networks     		

PROBLEM STATEMENT

Our website feature was designed to support artists improve their ability to write and create lyrics. We have observed that guidance and resources help artists with their writing ability. Insights indicate that writers must multi-task using various resources and tools while writing. Therefore, we believe our feature will help organize their creative energy into one platform. This Genius Create feature is an add-on to the existing Genius.com website. We aim to provide the current community of users and new users a platform to write and create lyrics. Users will benefit from the existing Genius.com lyrics database. An opportunity to draw inspiration from many other artists while writing their own lyrics. We help users get started with a survey, support with writing tools, and give them the opportunity to collaborate with the Genius Create Community.

IDEATION



DESIGN PROCESS

- 1. DESIGN RESEARCH**
- 2. CREATE MOODBOARD**
- 3. ITERATIONS**
- 4. TEST PROTOTYPE**
- 5. DRAW INSPIRATION FROM GENIUS.COM**
- 6. SIMPLIFY THE SCOPE**

STEP BY STEP PROCESS

<https://www.musicgateway.com/blog/how-to-how-to-write-a-song-the-step-by-step-process-and-guide>

Getting Started

Track Ideation/Brainstorming process
ideas
notes
phrases
string of words
carry a recorder to record freestyles

Theme

Construct Lyrics

shape it, sequence it, use catchy phrases or words

Setting Up The Song Structure



<https://online.berklee.edu/takenote/how-to-write-song-lyrics/>

1. Start with what you want to say.
2. Read lyrics from other artists (don't listen to the songs!).
3. Notice the conversational quality.
4. Lengthy lyrics compound problems.
5. Collaborate as frequently as possible with good lyricists.

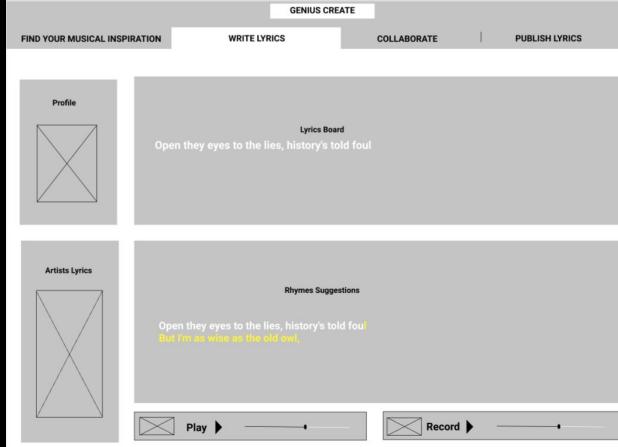
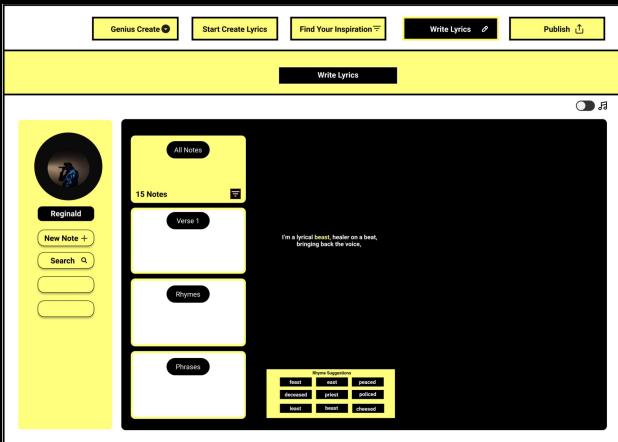
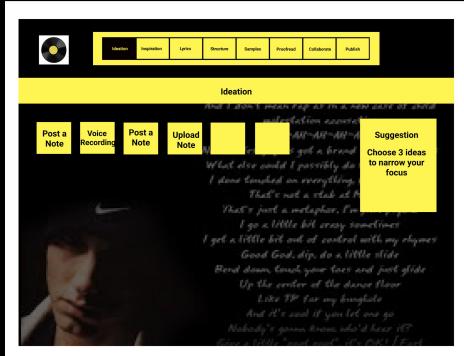
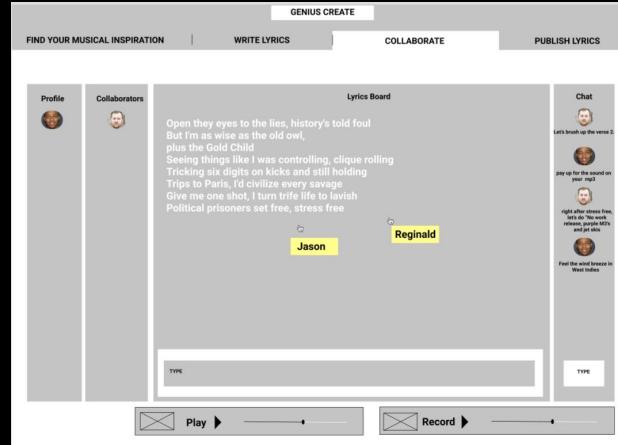
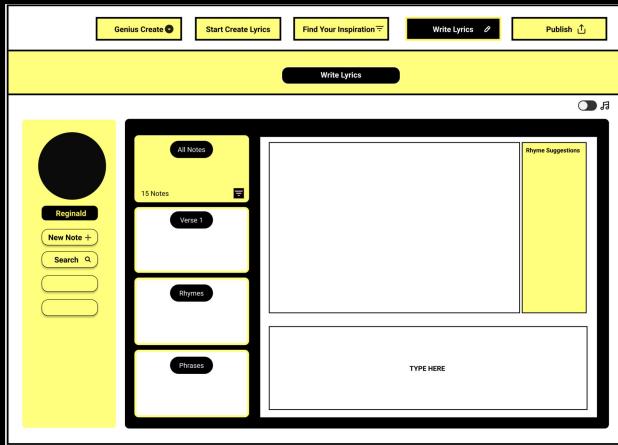
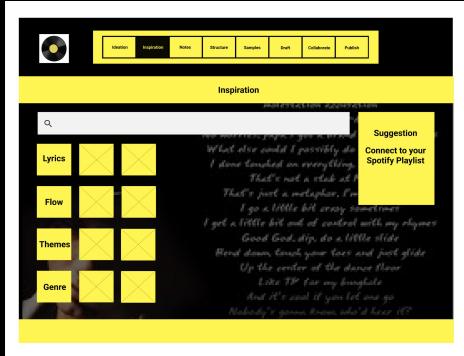


Community

Note Taking

Quick Samples Tracking beat/flow Metronome BPM

Collaborate



Search lyrics & more



SIGN UP SIGN IN

GENIUS

GENIUS LIVE

FEATURED

CHARTS

VIDEOS

SHOP



LATEST

MOST RECENT NEWS



Interview: SAINT JHN On 'Rosses' Legacy, And Making Music While The World Was Burning

by Chris March / Nov 29 2020



The Weeknd Calls Out The Recording Academy After Receiving Zero Grammy Nominations For 'After Hours'

by Chris March / Nov 24 2020



Justin Bieber Complains About 'Changes' Being Nominated In The Grammys' Pop Categories

by Chris March / Nov 24 2020



Here Are All The 2021 Grammy Nominations

by Chris March / Nov 24 2020



Conway Gives Back To Buffalo With Machines Giving A Turkey Drive

by Genius / Nov 24 2020



Playboi Carti Announces New Music Dropping This Year & Previews Unreleased Material

by Chris March / Nov 23 2020



Quando Rondo Seems To Address King Von's Death On 'End Of Story'

by Chris March / Nov 23 2020



Mario Judah Breaks Down The Meaning Of 'Die Very Rough'

by Rafael Gobiovey / Nov 23 2020



Here Are All The Winners



How Kanye's 'My Beautiful Dark Twisted Fantasy' Just Twisted Everything



Here Are All The Winners Of The 2020 Latin Grammy

Megan Thee Stallion Samples An Old Jasmine

LOAD MORE

Nas **37,810**

AKA: Nasir bin Olu Dara Jones, Nasir Jones

@Nas | Verified Artist

[READ NAS'S VERIFIED ANNOTATIONS](#)



N.Y. State of Mind
Nas



0:00



-4:54

APPLE MUSIC

Reginald Noble



Search Q

New Note

All Notes

Verse

Play Music

<< ○ ○ ○ >>

Samples



Lyrics Board

Open they eyes to the lies, history's told foul

Rhyme Suggestions

Open they eyes to the lies, history's told foul

But I'm as wise as the old owl,



0:00



:50

Create Community

REGINALD
WRITER *RAY J
EDITOR ■TRAW
WRITER *WOLF1
EDITOR ■JASON
WRITER *

Live Collaborators

JASON
WRITER *

Live Collaboration

It drops deep as it does in my breath
I never sleep, 'cause sleep is the cousin of death
Beyond the walls of intelligence, life is defined

Reginald Noble

Jason

Live Chat

What should we add to this
verse?intelligence ties in with "mind"
and it rhymes with definedI think of crime when I'm in a New
York State of Mind.

YES, THANK YOU!

| Message

PROTOTYPE

Search lyrics & more

GENIUS

GENIUS LIVE | GENIUS CREATE | FEATURED | CHARTS | VIDEOS | SHOP |

Upwork
Bring Ideas to Life with Freelance Talent.

Chart Climber: How City Girls & Sasha Obama Turned Moneybagg Yo's "Said Sum" Into A Hit

By Chris March / Nov 19, 2020

Megan Thee Stallion Samples Juvenile's "Roder" On "Work That"

Here Are All The Winners Of The 2020 Latin Grammy Awards

Dababy Honors His Late Brother With Surprise EP 'My Brother's Keeper (Long Live G)'

Megan Thee Stallion Evicetates Tory Lanez & Samples "Who Shot Ya?" On "Shots Fired"

<https://www.figma.com/proto/BqPGqd8AmGHwSLAys2MIZf/MTV-Deliverables?node-id=129%3A43&scaling=min-zoom>

NEXT STEPS

- Introduce New Features
 - Access to music teachers
 - Music Production
 - Publish work
- Redesign Genius.com
- Target Niche Markets
 - Music Schools
 - Production Labels