

Erik L. Richardson

00996437

WVNM SP 12

Final Presentation

05.09.12 | 1015 am



music.brokenbeat.com



A preface (pronounced, PREF-iss; adjectival form: “prefatory”) is an introduction to a book or other literary work written by the work’s author.

“Let the Music Play!”

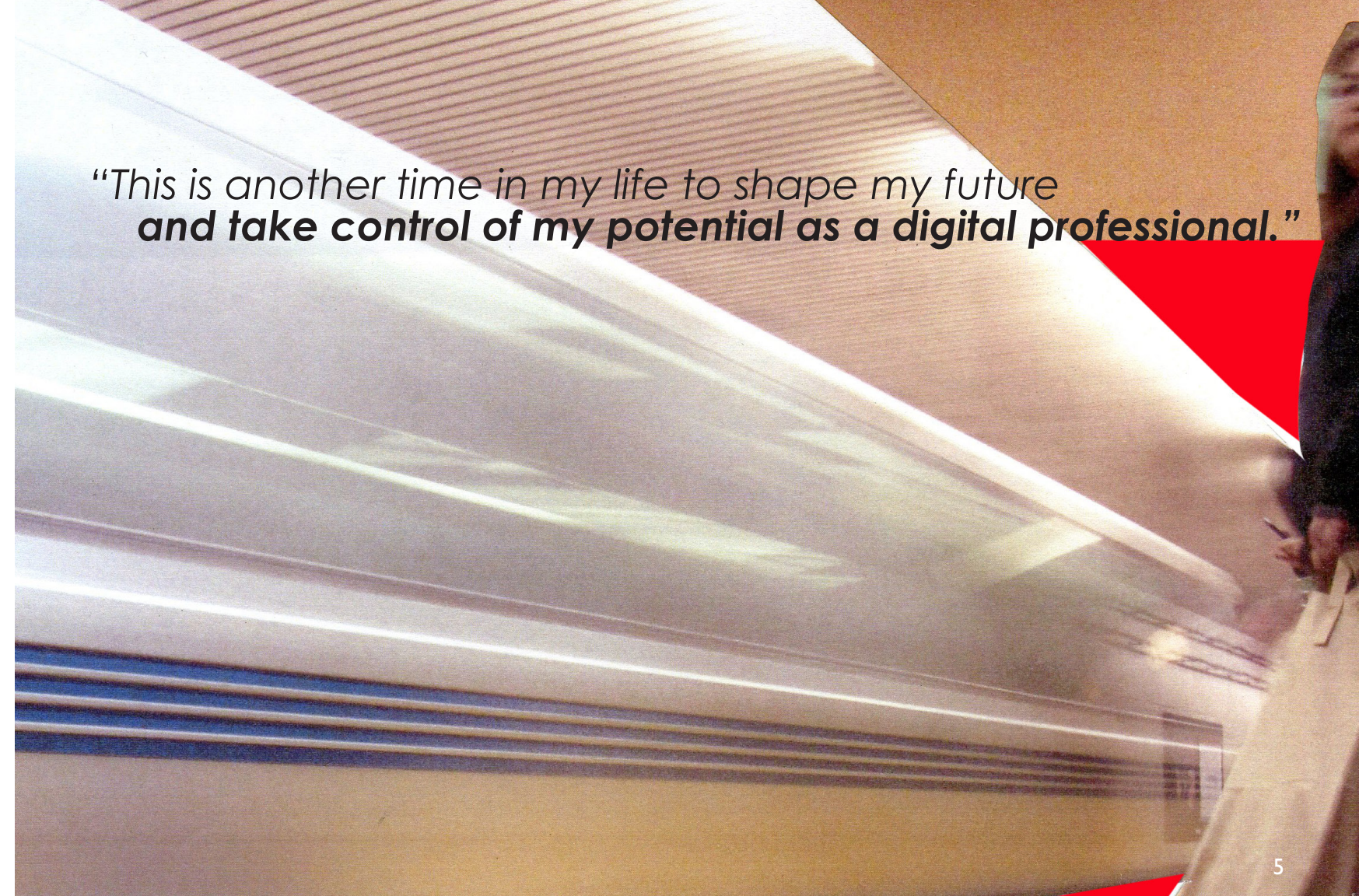
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Hello, my name is Erik L. Richardson. I'd like to welcome you to what is just a small portion of my world. I grew up in on the east coast in Philadelphia and Northern Virginia. I've spent a lot of my younger life in various art schools and programs. I first attended and graduated from Northern Virginia Community College in 2001. I then transferred to and got my undergraduate degree in Graphic Design from the Corcoran College of Art & Design in 2001. During my adulthood in Northern Virginia I grew up with a greater sense of self and appreciation for the eclecticism of Washington DC. I spent a lot of time and resources going to various concerts and venues. This really opened me up to diverse styles of music. This insatiable drive for music has brought me here to the Academy. This is another time in my life to shape my future and take control of my potential as a digital professional.

AutoBiography



Resume



Erik L. Richardson ☎415.424.0683 ✉elr030877@gmail.com

VISUALDESIGN
GRAPHICDESIGN
+ WEBDESIGN

Objective

I am a talented and extremely inquisitive designer. I am mainly interested in Visual Interactive, print, Graphic, and Web design. I want to coalesce into the profession of Web Design and New Media. I want to enhance and diversify my artistic portfolio and earning potential. It is just as important to me as an artist to remain diverse as it is for any employer that maintains a creative work environment.

Experience

CONTRACT GRAPHIC DESIGNER

Gray Eye Graphics Philadelphia, PA 09.2008 – present
Designs included: State Farm Ice Cream Flier, Mother's Garden Logo (restaurant), Food 4Soulé Logo (restaurant)

GRAPHIC DESIGNER

Third Avenue Food Mart San Francisco, CA 07.2009 – 12.2010
Designs included: Store Signage, Sales fliers, outdoor marquee signage

GRAPHIC SPECIALIST

Netpulse San Francisco, CA 10.2010 – 01.2011
Production included: Production of Netpulse Flat Screen training posters and lobby exhibits

GRAPHIC SPECIALIST

NOVA Research Co. for the CDC (Centers for Disease Control) West Hyattsville, MD 08.2005 – 08.2007
Designs included: brochures, posters, banners, pamphlets, year end annuals, medical charts and ceremonial programs. All creative was property of the CDC

SENIOR GRAPHIC DESIGNER

Simply Wireless Fairfax, VA 08.2004 – 05.2005
Designs included: Weekly advertisements in the Washington Post, store signage, store fliers, business cards, Metro bus and train signage, weekly advertisements in El Tiempo magazine
Direct vendor processing and client communication with: Papa John's, The Washington Post, AT&T, Nextel, T-Mobile and The DC United soccer team.

PRODUCTION ASSOCIATE

JazzTimes Magazine Silver Spring, MD 10.2002 – 05.2004
Responsibilities included: ad tracking, spreadsheet maintenance and dummy book preparation
Creative duties included: pre-flighting ads, designing make-up ads and art direction for artist ads

GRAPHIC DESIGN INTERNSHIP

NPR (National Public Radio) Washington, D.C. Summer 2000
Designs included: Intern Edition logo, ideation comps for company identity redesign, station clocks

Education

Academy of Art University SF, CA 2007 – Present

In process of MFA WEB DESIGN & NEW MEDIA
Anticipated Graduation SP 2012
Focus: Flash, AS3, HTML, CSS, PHP

Corcoran College of Art + Design Wash., D.C.

1999 – 2001
BFA GRAPHIC DESIGN
Dean's List 2000 – 2001
Exhibited in Corcoran Gallery of Fine Art 05.2001
Focus: Graphic Design & Visual Communication

Northern Virginia Community College Alex.,

1995 – 1999
AAS COMMUNICATION DESIGN
Cum Laude 2001
Exhibited in Communication Design Show 05.1997
Focus: Graphic Design & Visual Communication

Technical Skills

Mac OS, Win OS, Adobe CS5, Flash, AS3, CS3
Off Set printing, MS Office, iShowU, Key Note
XPress, Audacity, Adobe Soundbooth, Logic

R E S
U M E

Preface

Broken Beat is an infectious blend of electronic music, soul, break beats, and thumping bass lines. It melds well with similar electronic styles, yet it remains distinctly separate from it's siblings. It is inherently difficult to distinguish from other styles of electronic music due to its inclusive nature and foundation as its own style. Broken Beat is the synthesis of harmonies and the progression of musical tastes from the various influences into a cohesive symphony of sound.

Music.brokenbeat.com is an online web site application that teaches the user what Broken Beat is, how to listen for the key elements that make up Broken Beat, and compare Broken Beat with the influences and styles of music that helped give life to it.

Abstract



Broken Beat is all about rhythm and hybridizations of several music styles (Jazz, R&B, Hip-Hop, House, and Drum-n-Bass). Broken Beat artist experiment beyond the expected parameters of the music. I want to create an application that not only is useful. But, informative on the subject of Broken Beat. Using the webs dynamic capabilities to show and compare influences, historical references, give rewards and a sense of comprehension as to what Broken Beat music is. Similar in the way the music itself is created.

Imagination is key in breaking established barriers as well as forging new pathways. The Broken Beat genre of music establishes this theme and thought pattern with its colloquial and eclectic blend of producers, artists, engineers and its influences. It keeps everything in tight perspective even...

Statement
of
Interest

its own reluctance to being labeled.

Executive

The subject of Broken Beat has been a huge interest of mine for several years now. I first heard of the music through a close friend. Since that introduction, I have accumulated a lot of Broken Beat music. This fueled me to try and expose more of the music to the public. There were very few people who know about it. This was a major reason why I decided to develop my thesis around a Broken Beat web site. I wanted to incorporate the musical aspects of the genre of music within an application that discerns it from other styles of music.

Music.brokenbeat.com is a music based website. At its core, it is a teaching application. It was created with Adobe Flash. It incorporates front end visual design, with a GUI for user interaction and progression. This is a teaching tool about a very specific genre of music. It requires reading, retention, comprehension, repetition, and listening. You progress through the site in stages. Learning, Listening, Quizzing, Rewards. To provide positive feedback for task completion, the user earns microphones as well. There are 5 in all that the user needs to earn to gain their full rewards.

Summary



Target Audience

My target audience is somewhat narrow considering the anonymity of the genre. Men, mainly who are age 25-35, educated with at least a High School degree, and are computer literate. They know how to use many of the applications and sites the internet provides. They are very diverse in their musical tastes and enjoy the exploration of the other styles. About 70% of my audience will be men. And of that percentage another 20% will be interested in DJ'ing in general. The key here is that the target audience member has a definite association and interest in new music.

Usability objectives

- Simple to use, readability
- Music appreciation
- Listenable Audio content
- Comparison of music genres
- Test & Reward the user

Web site objectives

- Create a music based web site that teaches the user how Broken Beat is created
- Take the user through a 4 step learning process
- Test the users knowledge on Broken Beat
- Allow the user to listen to the influences of Broken Beat for point of reference
- Give the user rewards

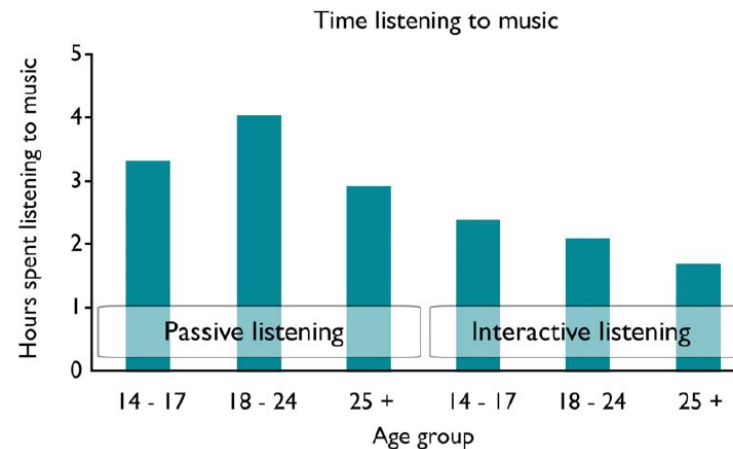
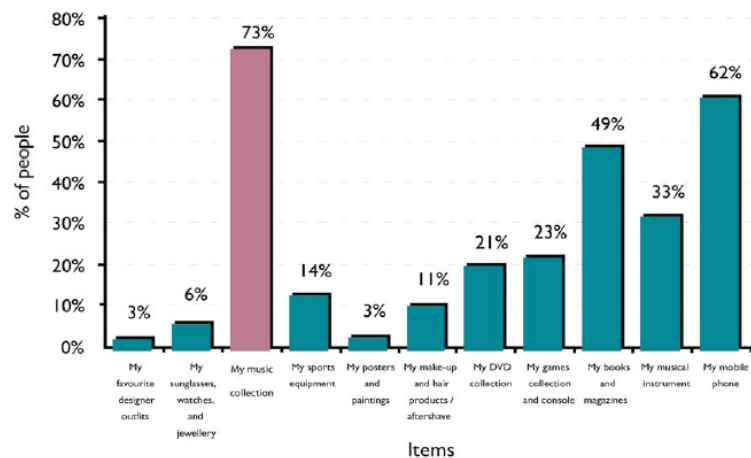
25-35 years old

Minimum of High School degree. Most will be college educated, single, men. The users are computer literate and are very comfortable with electronics in general.

70%


Of users are avid music collectors and have a great interest in new genres and styles of music.


Target Audience





Top 15 Most Popular Music Websites | May 2012


Here are the 15 Most Popular Music Sites as derived from our eBizMBA Rank which is a constantly updated average of each website's Alexa Global Traffic Rank, and U.S. Traffic Rank from both *Compete* and *Quantcast*. "*" Denotes an estimate for sites with limited *Compete* or *Quantcast* data. If you know a website that should be included on this list based on its traffic rankings **Please Let Us Know**.


- 


1 | Pandora
160 - eBizMBA Rank | 27,550,000 - Estimated Unique Monthly Visitors | 93 - Compete Rank | 38 - Quantcast Rank | 349 - Alexa Rank.
Most Popular Music Websites | Updated 5/1/2012 | eBizMBA
- 

2 | Yahoo! Music
160 - eBizMBA Rank | 27,500,000 - Estimated Unique Monthly Visitors | 60 - Compete Rank | *260* - Quantcast Rank | NA - Alexa Rank.
Most Popular Music Websites | Updated 5/1/2012 | eBizMBA
- 

3 | Last.fm
422 - eBizMBA Rank | 13,600,000 - Estimated Unique Monthly Visitors | 310 - Compete Rank | *NA* - Quantcast Rank | 533 - Alexa Rank.
Most Popular Music Websites | Updated 5/1/2012 | eBizMBA
- 

4 | MySpace Music
725 - eBizMBA Rank | 6,500,000 - Estimated Unique Monthly Visitors | NA - Compete Rank | NA - Quantcast Rank | NA - Alexa Rank.
Most Popular Music Websites | Updated 5/1/2012 | eBizMBA
- 

5 | Aol Music
730 - eBizMBA Rank | 6,400,000 - Estimated Unique Monthly Visitors | 535 - Compete Rank | *925* - Quantcast Rank | NA - Alexa Rank.
Most Popular Music Websites | Updated 5/1/2012 | eBizMBA
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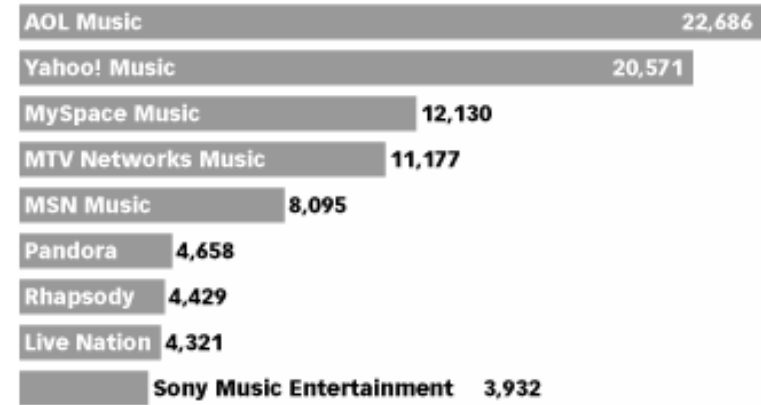
6 | Grooveshark
852 - eBizMBA Rank | 5,900,000 - Estimated Unique Monthly Visitors | 755 - Compete Rank | *NA* - Quantcast Rank | 949 - Alexa Rank.
Most Popular Music Websites | Updated 5/1/2012 | eBizMBA
- 

7 | Tunein
1,038 - eBizMBA Rank | 4,525,000 - Estimated Unique Monthly Visitors | 634 - Compete Rank | 517 - Quantcast Rank | 1,962 - Alexa Rank.
Most Popular Music Websites | Updated 5/1/2012 | eBizMBA

R E S E A R C H

User Profiles & Stats

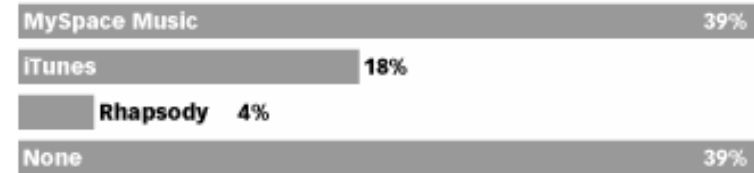
Leading Music Sites Among US Internet Users, Ranked by Unique Audience, June 2009 (thousands)



105598

www.eMarketer.com

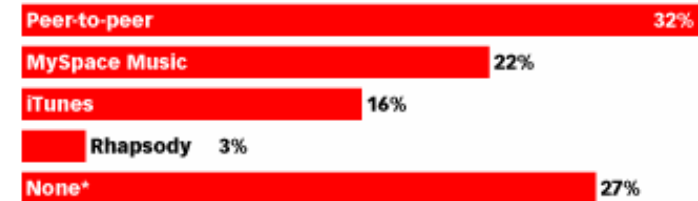
Leading Source of Digital Music If P2P Sharing Were Eliminated According to US Digital Music Consumers, December 2008 (% of respondents)



105716

www.eMarketer.com

Leading Source of Digital Music According to US Digital Music Consumers, December 2008 (% of respondents)



105715

www.eMarketer.com

The key component of information within the graphs and charts is that as recent as 2011 internet radio usage is on the rise and most of the demographic streams or downloads during their time on the internet.

Music.brokenbeat.com is a music based web site that will have downloading capabilities. Bandwidth strength and response is highly imperative to functionality and performance.

The percentage of users polled is all inclusive according to internet usage. My web site's target demographic will be different as will the representation of my users. That given data will be taken in consideration to aid my research.

Personas

The following pages identify Donald,

Nicole, Ron & Rasheda:

Four fictional personas statistically representative of typical users in each of the classes of my target audience. The following section further characterizes these personas and their typical uses of this application.



Donald Bruce
28

Bearing Point Technical Analyst
Woodbridge, VA

GS 10 Tech An.
East Carolina BFA Computer Science co06

His hobbies include: Basketball, Poker, Pool, and Traveling for work.

Donald is always on top of current events. He stays in shape and works out regularly. His job keeps him enthusiastic about technology. He is technically comfortable with the internet and computers in general. Very savvy.



Donald brings a charm that lights up any room. He has a boisterous laugh and is often the life of a party. His job requires that he travel off site for about 40% of his working time. This brings him into contact with a lot of electronic interfaces. His ID's and virtually anything related to his job security is electronic in some way or another. In his leisure time, he's as far away from being "plugged in" as possible.

He enjoys going to shows and parties. He has traveled to Europe where music appreciation is just as diverse.



Nicole Regalado
26

Sociology Major co08
Women's Funding Network

Nicole is currently a Communications and member program intern. She has 5 years retail experience at French Connection. Currently, she is in the process of attaining her first postgraduate occupation.

Her hobbies include: Reading, hiking, concerts and social gatherings.

She is computer savvy and owns a Dell laptop. she has a desire to learn Dreamweaver & Photoshop.



Nicole is a very cerebral young woman. She always is engaging in social and political discussions. She and her friends enjoy going out to local parks, museums, and localities for their particular "slice of life."

Nicole's musical tastes are very eclectic. She tends to enjoy true school hip-hop, electronic, 60's soul, and top 40. She is of Philippine decent and has a large family that knows how to cook. An aspiring artist, Nicole has painted with a distinct brush style. Yet the delicacy and detail of her figure studies reveals her affirmation of her culture.

In the future Nicole hopes to be a successful business woman. She is well on her way to a great future.



(Ron)ald Sese
20

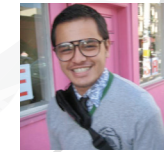
City College Of San Francisco
San Francisco, CA

Progressive Pilipina/o Coalition
West Coast, CA - OR - WA - HI US
Media & Entertainment Coordinator

His hobbies include: Clubbing, shopping, and the internet.

Ron is very comfortable with computers. He has assembled portions of his own personal computer. In his younger years Ron was a magician.

He is getting a BFA in English at City, and will soon graduate.



Ron is young and impressionable. That is just one of the joys of meeting him. He is into current trends and hasn't lost his vibrancy. He is very personable and social. He has a plethora of friends and can tap any source for information. He likes 80's music and it's colorful explosion in fashion.

Ron is an avid online shopper and surfer. He has several profiles online. All with varying degrees of intricacy and functional complexity.



Rasheda knight
28

Interior Design & Architecture
San Francisco, CA

MFA pursuant ID&A co10
Painter
Singer

His hobbies include: Vintage shopping, Interior Design, art, museums, music, dancing, bowling.

Rasheda is a general computer user. She is comfortable using the computer for tasks like shopping and watching her "shows." She is a quick learner, evidenced by her advancement with Adobe programs.



--"Live Life to Love Life"--

Often times Rasheda bounces to the beats of her iPod. Yet, her connection to the present and her future are clear. Being aware of current trend and technology will keep you ahead of the curve. Rasheda is very intelligent and diligent with her goals. She wants to open her own Cafe & Art Gallery that fuses lounge style atmosphere with a revolving listing of artist. Not exclusive to her own work, Rasheda enjoys listening to new artist and tasting new cuisine. She loves interior design and is intensely visual. She is using her degree to further her design mind and style through her work digitally.

SSNiF Scenarios for Music.brokenbeat.com			
SSNiF template v.1 Erik Richardson			
Areas of the product	Big or Little SSNiF?	Stakeholder (User/ Customer/ vendor / partner)	Situation (context, characteristics, etc)
	BIG	People interested in electronic music.	Frequent listeners of Electronic music seek new additions.
	BIG	DJ's	Dj's who work regularly need the newest and hottest beat to keep the dancefloor packed.
	BIG	People interested in Broken Beat	Those looking for a web site dedicated to Broken Beat artist.
	BIG	People interested in the definition of Broken Beat music	People who want a definite point of definition and comparison of Broken Beat vs other forms of electronic music
	little	General music lovers	People who generally have an appreciation of music
	little	General web browsers	Those who are surfing or using the internet during their leisure time.
	little	Art Students	Looking for music to help inspire themselves
	little	New Media Students	Looking for tracks to possibly add to their web applications as background or transitions sounds.
	little	Gender of users	Mostly men will be using the site. Women too have a large influence on music and will be interested in using the site.
	little	People who like to entertain/ throw parties.	A person wants to compare different selections of music to purchase.
	little	Creative dancers	Dancers who use music selection to choreograph routines from.
	little	People who want to learn more about Electronica.	Those interested in what are some of the differences in Electronic music
	little	People looking for specific artist	People who want to look for a specific artist.
	little	People who want their friends to use the application	Those who want to gain the appreciation of being "In."
	little	Collectors	People who like to collect music.
	little	People who are interested in using the application but do not know how	Users just learning how to use the comparison feature
	little	New users	Those who want membership to the site for personalization.

The user needs....	Potential Feature (if known)
A web site that has various forms of electronic music. A music based web site	Music features listing A replica of the resident's design on the real statue??
A web site centered around the Broken Beat genre of music. A web site that can discern between. What Broken Beat is, and what makes it different from other forms of electronic music. A web site that contains music.	Broken Beat artist, music and history of the genre. Comparison, Influences, Graphic scales, Sound EQ's, video footage and sound files. A search feature
A user centered application that can be a learning tool. A web site of music to keep them going into the late hours. Or, just to inspire the mind. A web site with several different tempo's of sound and mood.	A system that establishes a criteria to gauge the music on. Audio tracks of various tempos. A comparison feature to make selections.
An interactive web site for all.	Selectable pathways of entry into the web site that also will become points of comparison.
A database that has artist + listenable tracks + the ability to purchase tunes.	An internal source to listen to music. With external linkage to purchase from a 2nd or 3rd party site.
A web site that allows for the selection of specific sound files. A web site that give some sort of historical perspective.	Selection and de-selection of criteria. A historical feature.
A web site with a searchable artist database. A web site that offers something specific, special and different related to music.	Search Artist through a type feature that recognizes "Tags." A web site that offers the user more than just listening to music.
A music based web site Competency in using the interactivity of search + comparison.	Site map Help
Create a personal profile for membership.	Profile

Competitive Research

8notes.com

Is a website dedicated to the education of free sheet music. It provides users with an extensive database of sheet music for specific instruments, artists, and genres.

Its database is searchable for all things related to music. This site is helpful for anyone interested in learning some basic musical elements. Or trying to choose an instrument to learn to play.

This site is very deep page wise. It has a lot to get through and there is reading involved. This is a site I will use as inspiration for the future.

Pros

Site has a glossary, digital music converters, groove generators, a blog forum, sign-in ability

More than enough content to support the lack of listenable music

Database of sheet music for all instruments, popular 20th century artists and songwriters

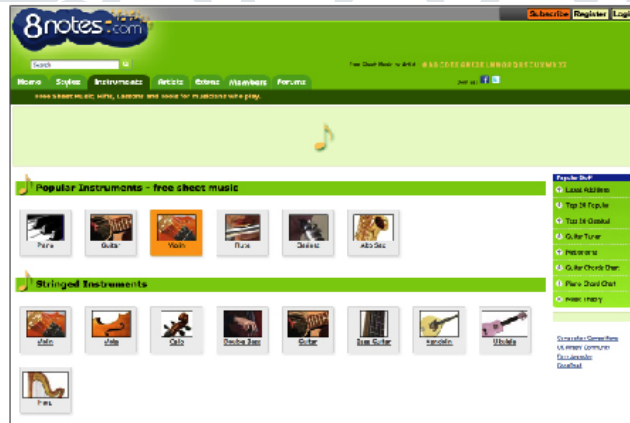
MP3, Midi, PDF's of audio tracks for play along

Various tuners, extras that are music related, games, and merchandise purchasing

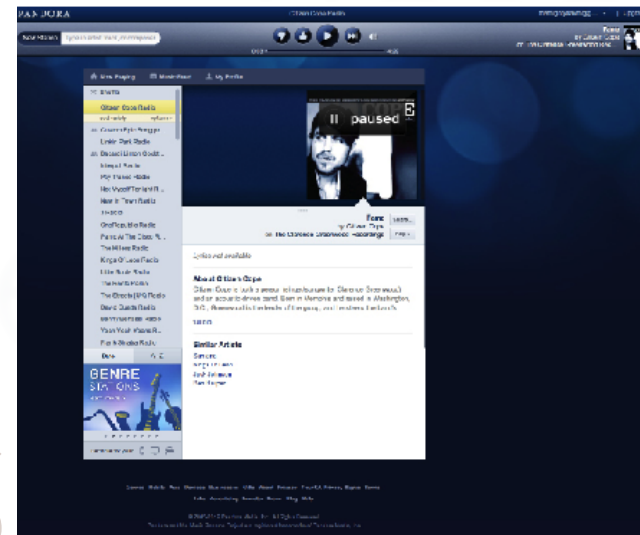
Language setting and social network adaptation

Cons

No break down of the music. Just provides sheet music



8notes.com



Pandora.com

Has been on the scene now for a few years in different iterations. It is the world's largest online radio website. Pandora has everything for your listening needs in a quaint, dreamlike package. Their ability to remain relevant is due in part with heir ability to secure artist participation. With Pandora you can personalize your listening experience. The site has 51 million active daily listeners.

Pros

Great visual design and simple user interactivity

Entire GUI is contained within a placeholder

phone app.

Database

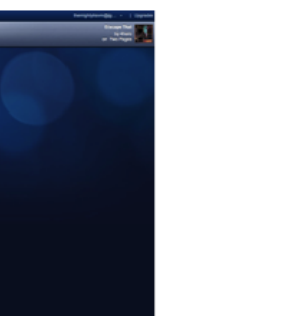
Variety of programming

Purchase-ability

User profile creation and adaptability

Social Networking

Search function



Publicly listed on the NYSE
Information mapping

Cons

You must join to use the site

If you are a fan of something obscure (I.E. a particular genre of music, or a song/artist name) the database will do its best with the search query. But usually doesn't come close.

Could have greater use of space in the GUI

No comparison feature

No break down of the music

Pandora is a web based radio station, it includes commercials

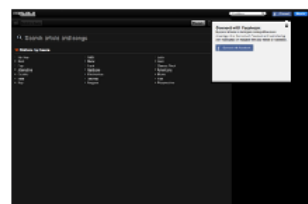
It is not intended as a teaching tool

Pandora has the GUI that I can certainly learn from. It is inviting, calming and very simple for a site with such a dearth of information.

Pandora.com

myspace.com/music

Myspace is one of the oldest and once most popular social networking sites. Myspace has seen its reign at the top of the Web world come to an end. Really it has become a relic, something ephemeral. No one uses Myspace anymore, not even the kids. For all its decline, it still is a very useful powerful social networking tool. Justin Timberlake holds a stake in the company. He along with a team are overseeing its redesigns and future projections. Myspace may not be able to recover. But, I wouldn't count them out. The internet recycles just as life does.



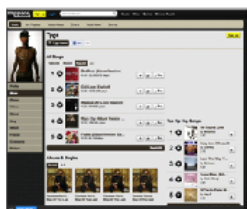
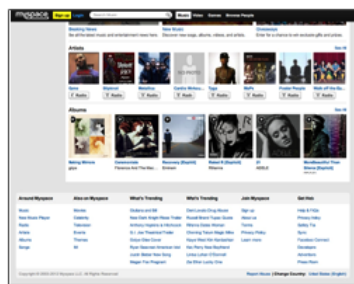
Pros

- Brand recognition
- Extensive database of information
- Cross platforms of apps.
- Music, Artists, Videos, Show times, ticket purchase all contained within the GUI of the site
- Popularity
- Constant refreshing of UI and content
- User Centered functionality and interactivity

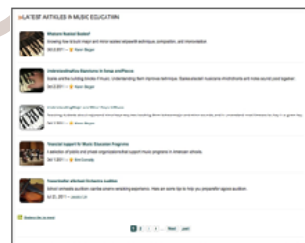
Cons

- Lack of popularity
- Not a teaching tool
- No progression of learning
- No historical reference point
- Being a social networking site. Myspace does not offer rewards for joining. You can purchase merchandise and gain rewards through their online store and gaming system. But, not through the joining and participation of Myspace itself.

Myspace.com/music



suite101.com/artseducation



www.suite101.com/artseducation

Is more of a resource website. It is a part of a greater web environment Suite101.com. It is helmed by 3 music and web editors who

discuss music and related content. It's a large discussion board about the creative arts. Suite101 is located in Vancouver, British Columbia. There is a lot of really good content to read here. But, it does not offer much in

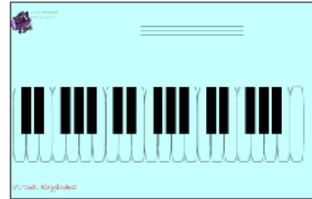


Pros

- Resourceful database with creative Arts related content
- Social Networking
- Curriculum based tutorials
- Professional atmosphere where the users are mainly within the creative arts. Or, interested in those specific sub-topics.
- Information for beginner to expert

Cons

- No break down of the music. Just provides sheet music
- Site doesn't take me through any comparison or historical reference point. It gives pure definitions and Biographies
- No ability to purchase music
- No music samples
- 90% is reading, it is a blog-site



www.mtrs.co.uk

The Music Teachers Resource Site is a website dedicated to the education of children to adolescent ages about music. This site can be a little confusing to navigate and comprehend the order of operations. But, once you get into the site, it is extremely resourceful and helpful.

What sets mtrs.com apart is that it is geared toward educating younger people about music. It has listing of music and chord information for

most major categories of music taught at the early age. Its goal is to help teachers with developing a curriculum and course load. The great thing is that there is downloadable information as well as interactive content to help aid in the musical training. I found some really interesting GUI's that I definitely could use for music.brokenbeat.com.

Pros

A database that is expansive with information for teachers of music

Age specific tutorials and curriculum

Simple GUI's that allow the user to learn and play along with a specific instruments.

Music clips that define specific musical elements

Play-back and play-along samples

Free "resources", which would be downloads etc.

Cons

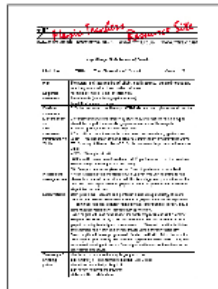
Poor Visual Design

Confusing navigation

No hierarchy of pages

Content has to be found instead of being highlighted for the user immediately

Lack of site map



Comparative Matrix

8notes.com

Pandora.com

Myspace.com/music

suite101.com/arteducation

www.mtrs.co.uk

Music.brokenbeat.com

	Functionality								Usability + Visual			
	Sign-up & Membership	Hierarchical Navigation	Interactive GUI	Historical View point	Break down of music samples	Music Comparison	Quizzing	Extras	Legible & Readable	Purposeful Interactivity	music samples	Coherent Navigation
8notes.com	❖			❖	❖		❖	❖	❖	❖		❖
Pandora.com	❖	❖	❖	❖				❖	❖	❖	❖	❖
Myspace.com/music	❖	❖	❖	❖				❖	❖	❖	❖	❖
suite101.com/arteducation	❖	❖							❖			❖
www.mtrs.co.uk			❖		❖		❖	❖			❖	❖
Music.brokenbeat.com		❖	❖	❖	❖	❖	❖	❖	❖	❖	❖	❖



***“Broken Beat
is all about rhythm***

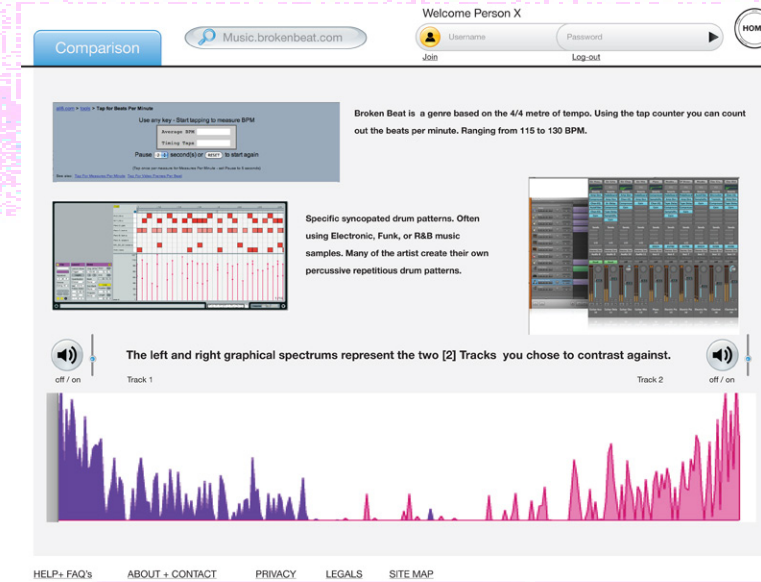
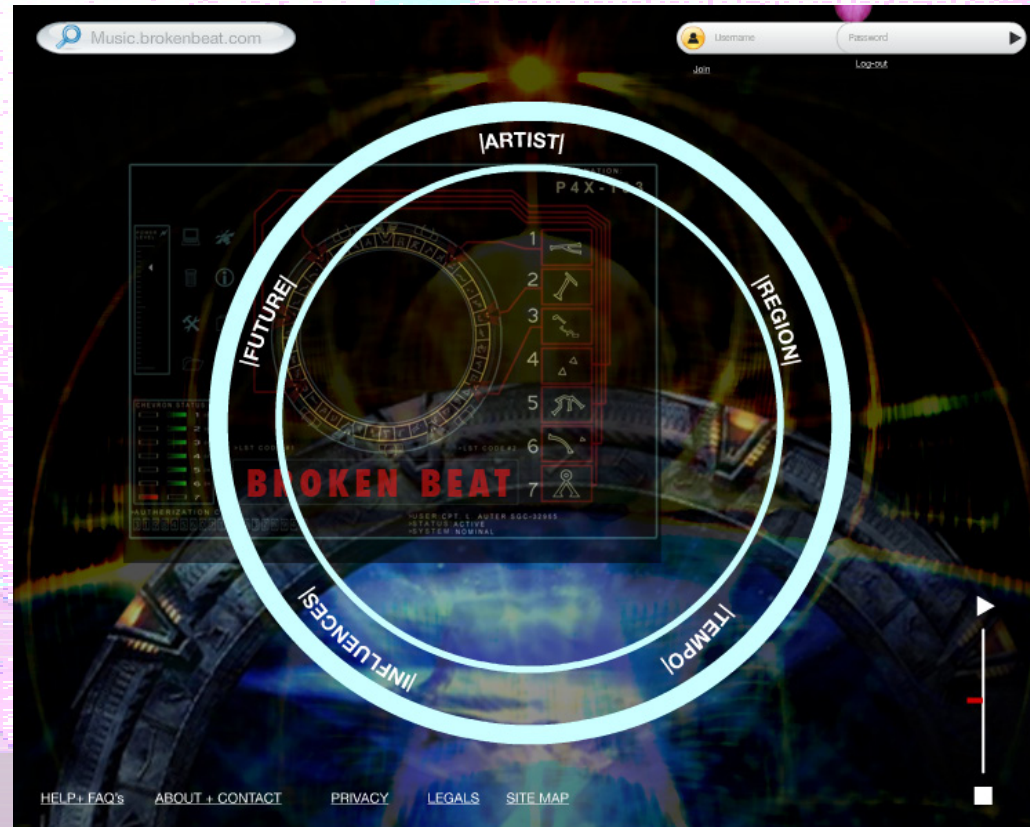
a n d
h y b r i d i z a t i o n s
o f s e v e r a l m u s i c s t y l e s ”

Project Evolution

Music.brokenbeat.com has changed from a convoluted mess of ideas and concepts, into an actual usable application. How that took place was an arduous task in and of itself. I had to really break down what each idea was and how it related to the overall goal of a complete website.

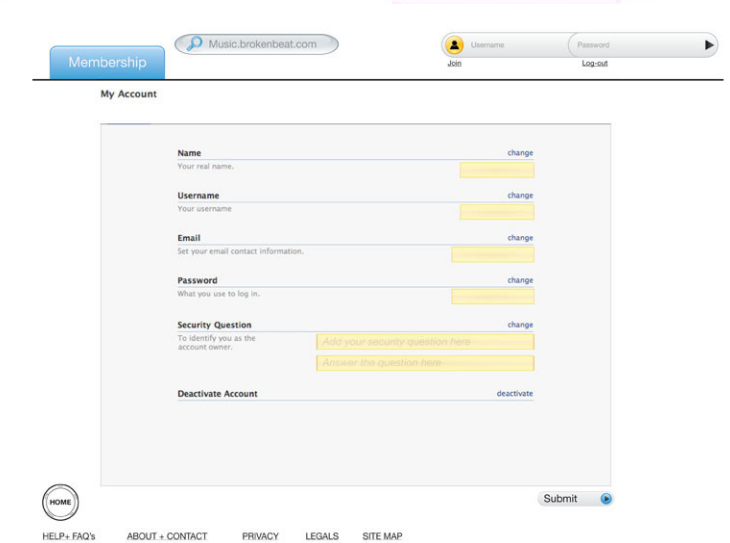
Home pg 09-10

- Confusing design
- No lead in of what site is about



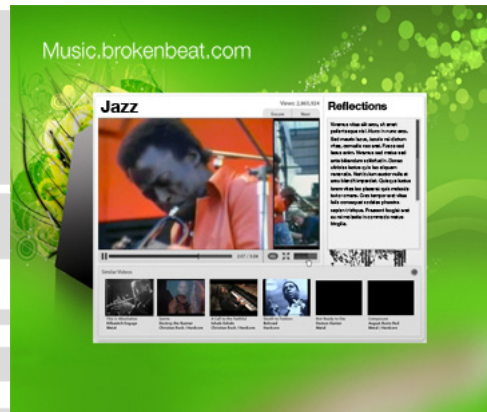
Comparison pg 09-10

- No real focus or purpose
- Graphs/graphics are too small
- Tuners are hard to read/use
- How is this related to Broken Beat?

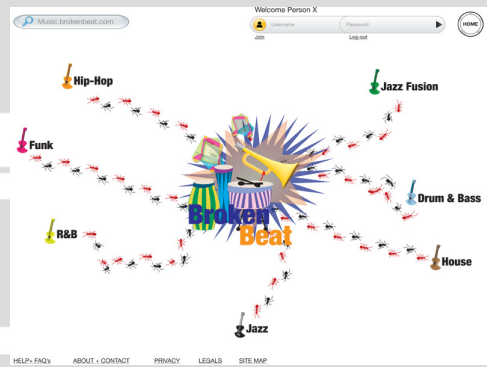


Sign-in form concept

All along I have intended for Music.brokenbeat.com to be a website that has membership features. Coding the site became paramount to a log-in pg.



Influences pg 09-10



Influences Video pg 09-10



Region pg 09-10

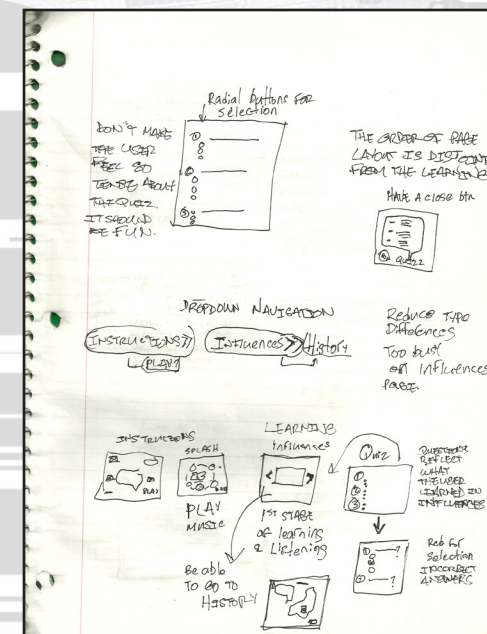


History pg 09-10

My ideas of what I was trying to accomplish was all over the place. Nothing I was doing was with the process of design and iterations in mind. I had a subject I was interested in and knew about, and I wanted to make a website about for my thesis.

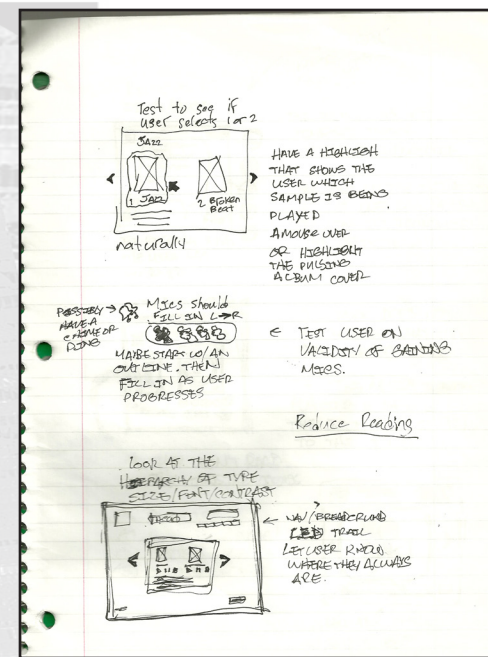
Positives of 09-10:

- The concept was solid
- There was enough information to create a unique application
- I already owned the music files

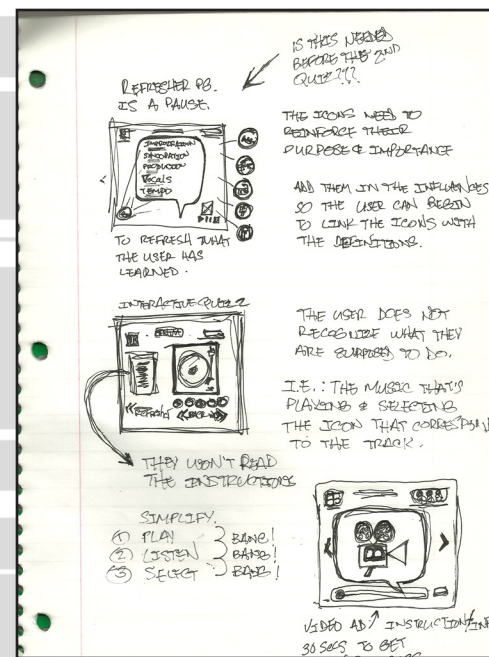


What I learned

Through the continued evolution of my project. I was able to strip down the components of the site and look at them individually. I had to step

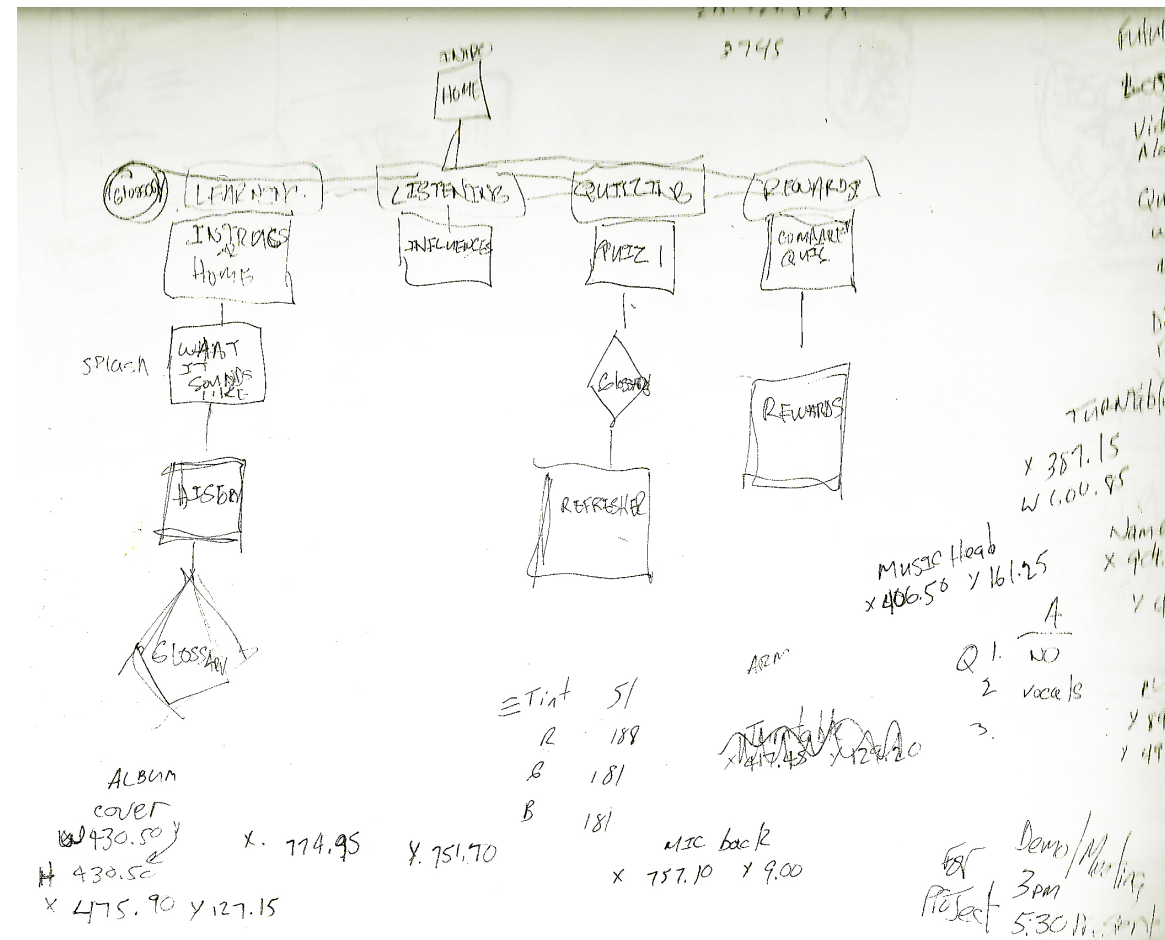
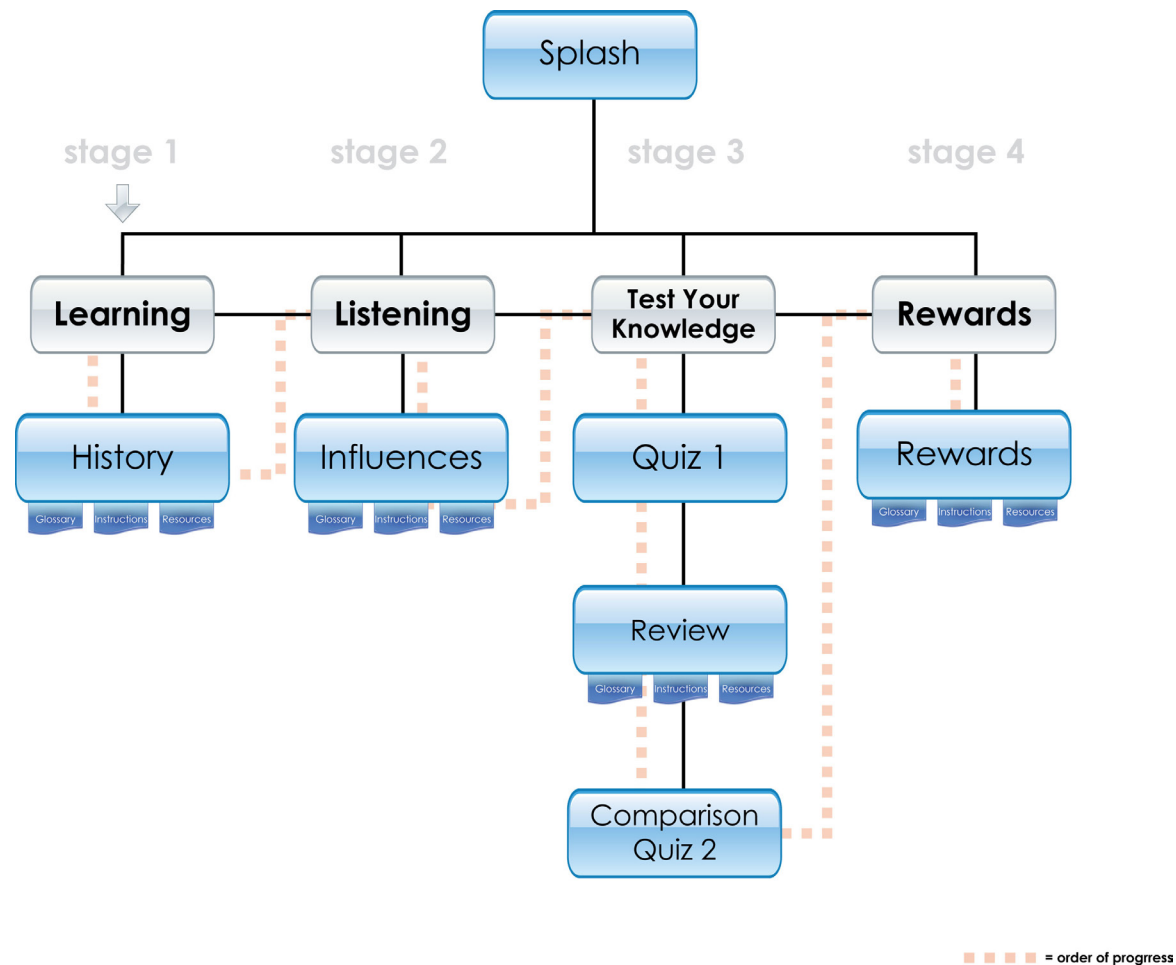


back from trying to code and look at the essence of what I was trying to accomplish. My visual design was ahead of my usability and functional designs. I was spending too much



time trying to make the site look good instead of function good. I think where I and the site are at currently is a much more complete example of my project and its goals.

Site Map



Use Case Scenarios													
<i>Use case name</i>	Comprehending the site Instructions												
<i>Related requirements</i>	User advances beyond the splash page into the site												
<i>Goals</i>	The user must comprehend the purpose of this application. By reviewing the instructions of how to navigate through Music.brokenbeat.com. The user can properly learn and retain the information.												
<i>Successful End Conditions</i>	The user has advanced beyond the Splash page.												
<i>Fail conditions</i>	The user has not advanced beyond the Splash page.												
<i>Primary Actors</i>	The user												
<i>Trigger</i>	The user has began review of the site instructions. Advancing beyond the splash page and reviewing the site instructions for Music.brokenbeat.com.												
<i>Flows</i>	<table border="1"> <thead> <tr> <th>STEP</th> <th>ACTION</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>User is at m.bb.com splash page.</td> </tr> <tr> <td>2</td> <td>User mouses over BB logo to reveal “?”</td> </tr> <tr> <td>3</td> <td>User clicks the enter button</td> </tr> <tr> <td>4</td> <td>User has reached the Instructions page.</td> </tr> <tr> <td>5</td> <td>User has received their 1st mic</td> </tr> </tbody> </table>	STEP	ACTION	1	User is at m.bb.com splash page.	2	User mouses over BB logo to reveal “?”	3	User clicks the enter button	4	User has reached the Instructions page.	5	User has received their 1st mic
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Use Case Scenarios													
<i>Use case name</i>	Listen to and discern Broken Beat influences												
<i>Related requirements</i>	User advances beyond instructions to the learning and listening music portion.												
<i>Goals</i>	This is where the user 1st encounters learning about the musical influences that make up Broken Beat. The user must listen to the original music influences samples 1st. This will accentuate their ears to identify with the specific traits of that influence. Then the user will listen to the Broken Beat sample 2nd to hear how Broken Beat has taken the influence and assimilated into itself.												
<i>Successful End Conditions</i>	The user has advanced beyond the Splash, Instructions and History pages. They understand that The Influences to Broken Beat are vital to the make-up and sound of Broken Beat itself.												
<i>Fail conditions</i>	User does not comprehend what they are listening to												
<i>Primary Actors</i>	The user												
<i>Secondary Actors</i>	The database for music controls and playback												
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Use Case Scenarios													
<i>Use case name</i>	User takes Quiz 1												
<i>Related requirements</i>	User advances beyond Influences page												
<i>Goals</i>	The user is being given a multiple choice quiz to see what they have learned and retained thus far.												
<i>Successful End Conditions</i>	User completes quiz with a score of 60% or higher.												
<i>Fail conditions</i>	User does not score above 60% on quiz 1.												
<i>Primary Actors</i>	The user												
<i>Secondary Actors</i>	The site database that display the users correct/incorrect answers.												
<i>Trigger</i>	The user takes quiz 1 by selecting multiple choice arrays. There are 10 to be answered. At the end the user selects the check answers button. The database responds by displaying the user selected answer and the correct answer if false.												
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Use Case Scenarios

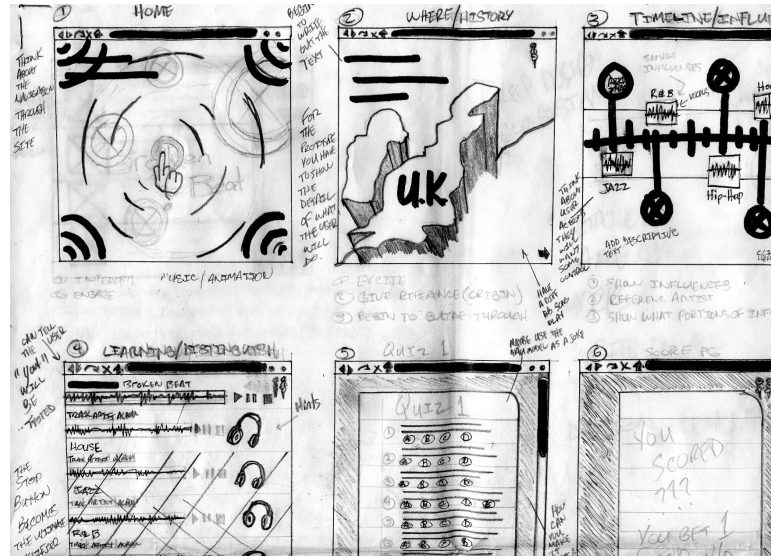
<i>Use case name</i>	User gets Rewards												
<i>Related requirements</i>	User has completed the site and gained their reward.												
<i>Goals</i>	This user has gone through all of the stages of learning, listening, quizzing and comprehension. They grasp the concepts set forth by Music.brokenbeat.com. They have met the requirements to advance to final stage of the site. The user now can gain their reward with a sense of accomplishment.												
<i>Successful End Conditions</i>	The user has advanced beyond the Splash, Instructions, History, Influences, Quiz 1, Refresher and Interactive Quiz 2 pages. The user completes m.bb.com with a better grasp and understanding of what Broken Beat is. The user can educate others about Broken Beat												
<i>Fail conditions</i>	User does not pass IA Quiz 2 User does not understand what m.bb.com is User does not progress through the music samples User does not retain site information User does not invest the time in completing the site												
<i>Primary Actors</i>	The user												
<i>Secondary Actors</i>	The site database allows the user to download 3 music files, as well as research other Broken Beat artist. As well as purchase music from a 3rd party outside of m.bb.com.												
<i>Trigger</i>	The user clicks the download links for the music. The user advances to the next artist profile and clicks the album cover icon(s) to go outside of m.bb.com to purchase the album.												
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Use Case Scenarios

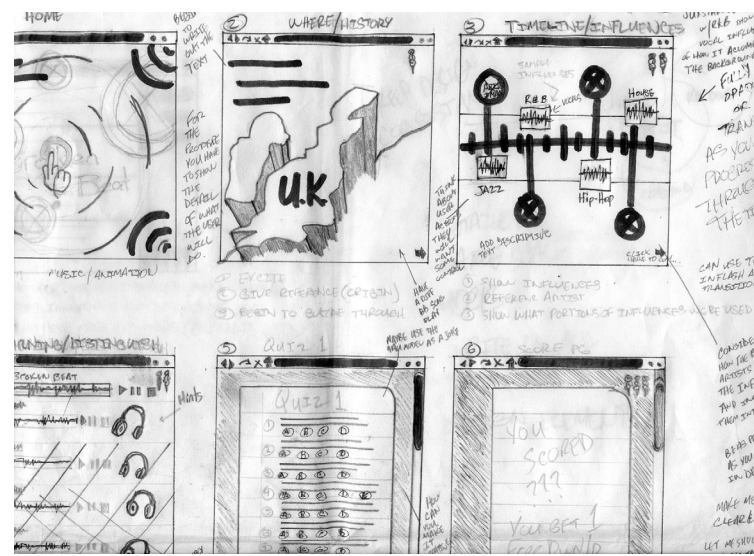
<i>Use case name</i>	User Post a comment to Twitter or Facebook.										
<i>Related requirements</i>	User has completed the site and gained their reward.										
<i>Goals</i>	This user has gone through all of the stages of learning, listening, quizzing and comprehension. They grasp the concepts set forth by Music.brokenbeat.com. They have met the requirements to advance to final stage of the site. The user now can gain their reward with a sense of accomplishment.										
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SCENSOS
AR AR
SCENSOS

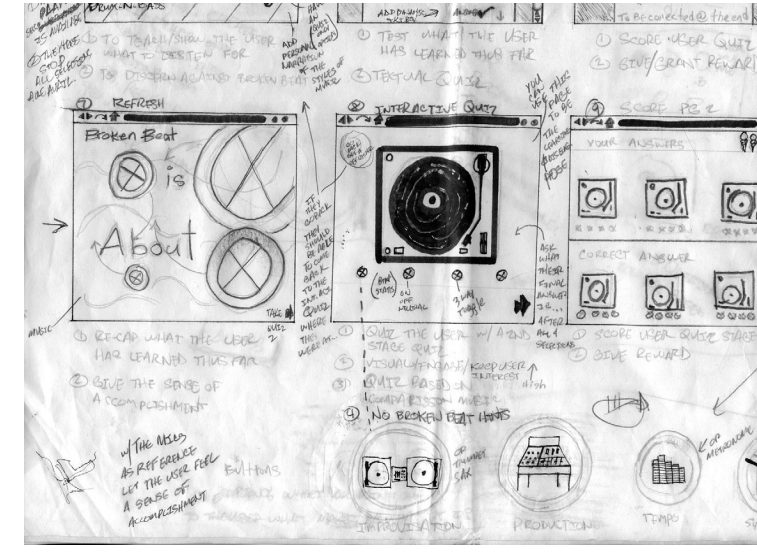
Sketches



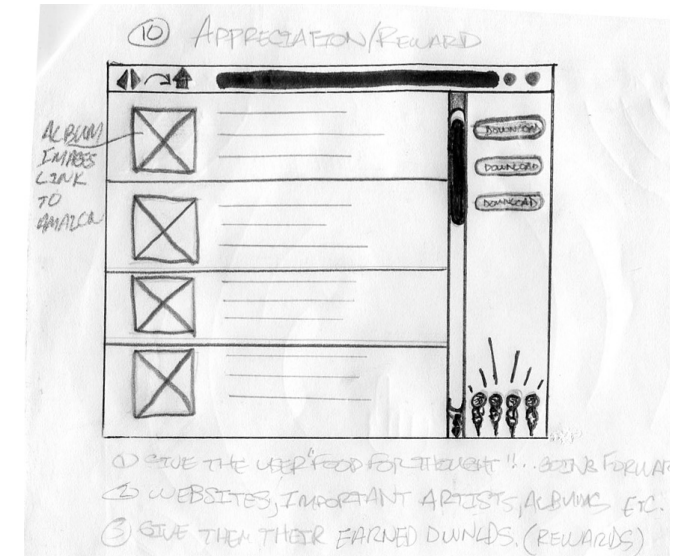
Stage 1
The Learning portion is where you are introduced to Broken Beat's history and its influences musically.



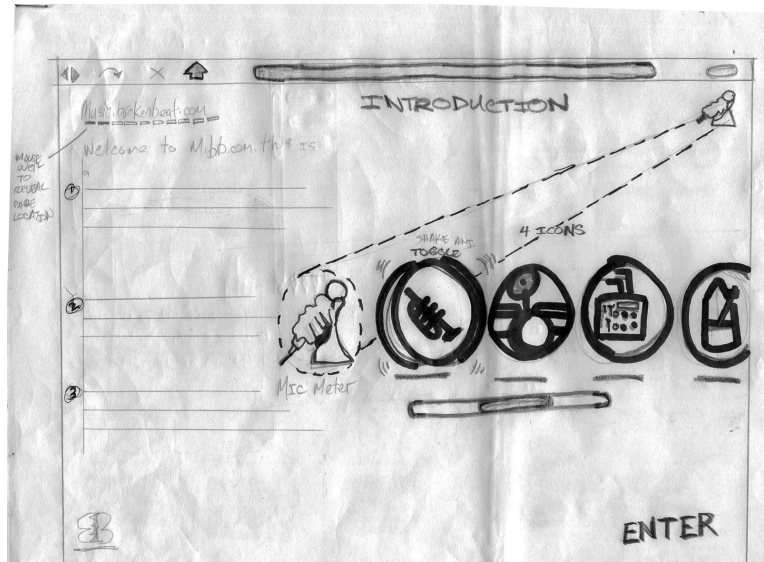
Stage 2
Listening & Quiz 1
Interactivity
The user will engage in a multiple choice text based quiz.



Stage 3
Refresh and Final Test
Interactivity
Listening to Broken Beat tracks and reviewing what Broken Beat is about.

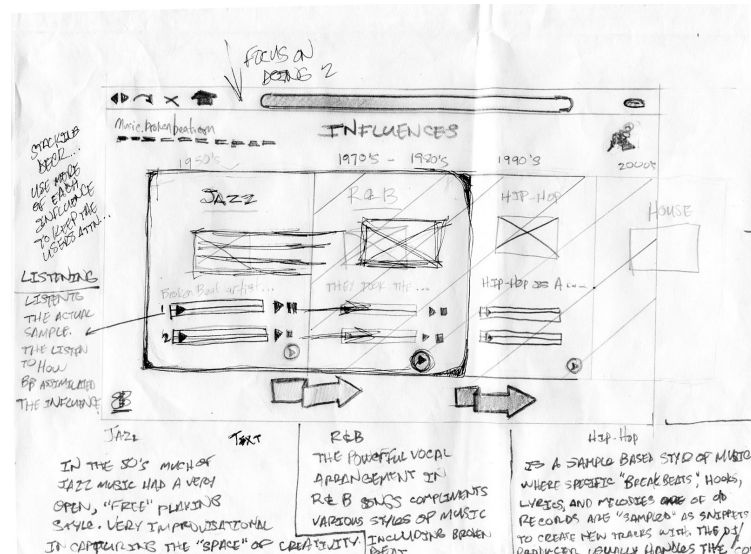


Stage 4
Reward the user for completing the site



Introduction

This is where the user finds out the purpose of Music.brokenbeat.com.

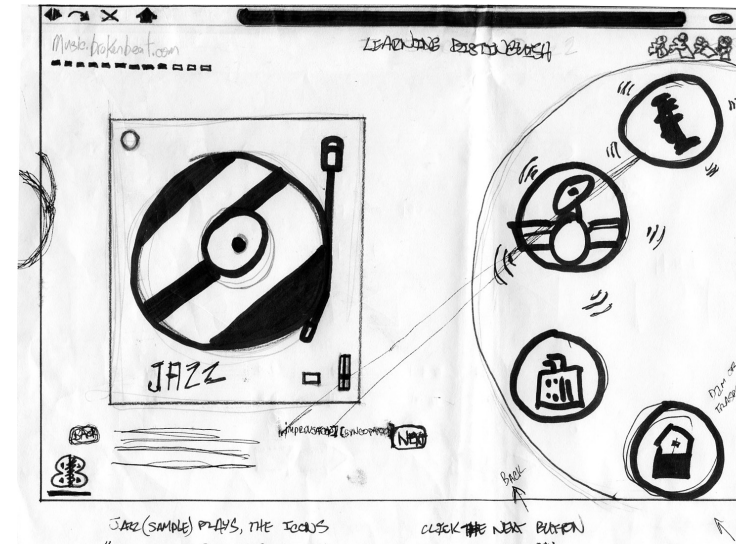


Influences

The user learns about the sound and sounds that are incorporated into the make up of Broken Beat.

Interactivity

User scrolls the Influences panels and listens to the track samples.



Learning & Distinguishing

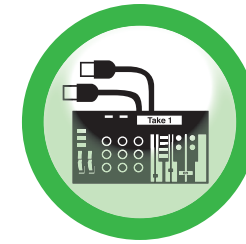
Stage 2 of Broken Beat accentuation

Interactivity

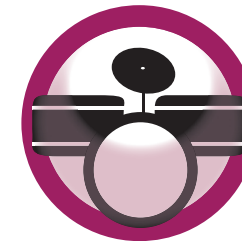
Selection of and playing each musical sample in a sequence.

Icons

These are the icons the user will be interacting with through out the site.



PRODUCTION



SYNCOPIATION



TEMPO

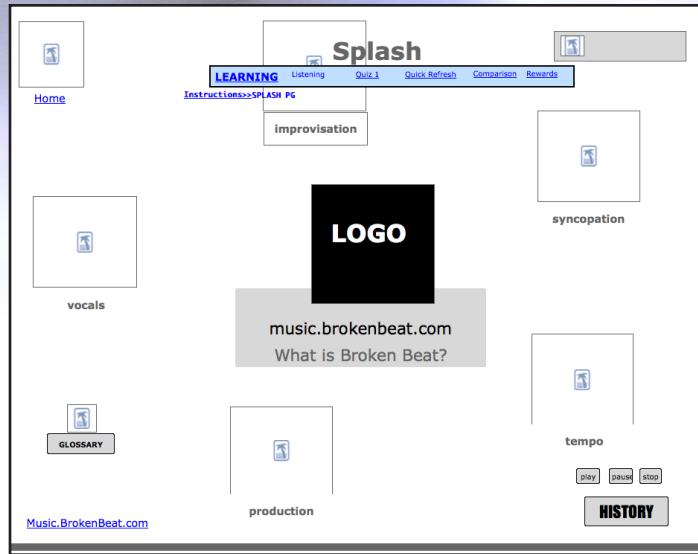


IMPROVISATION



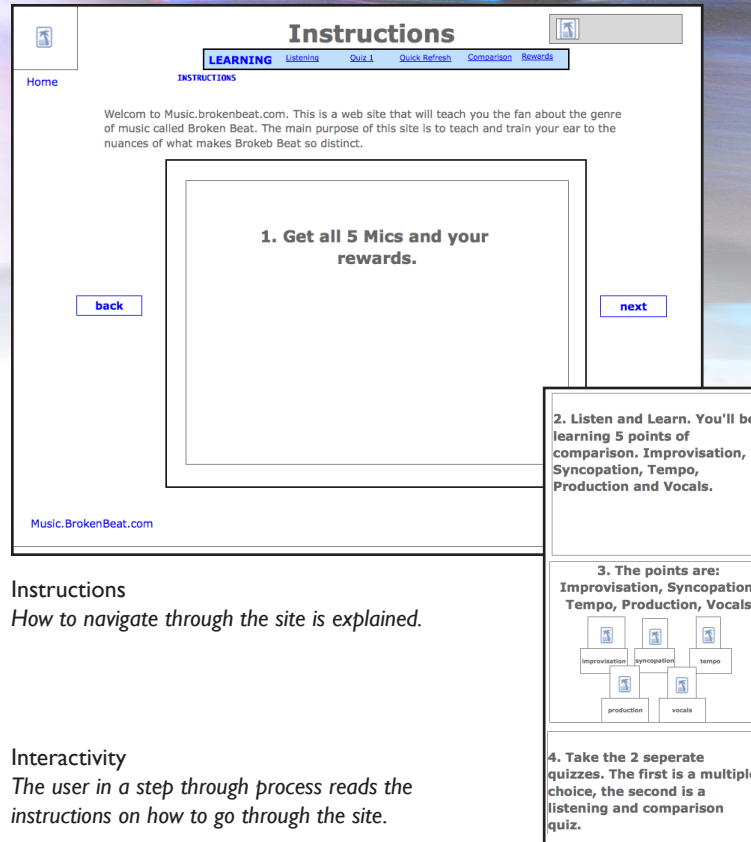
VOCALS

Wire Frames



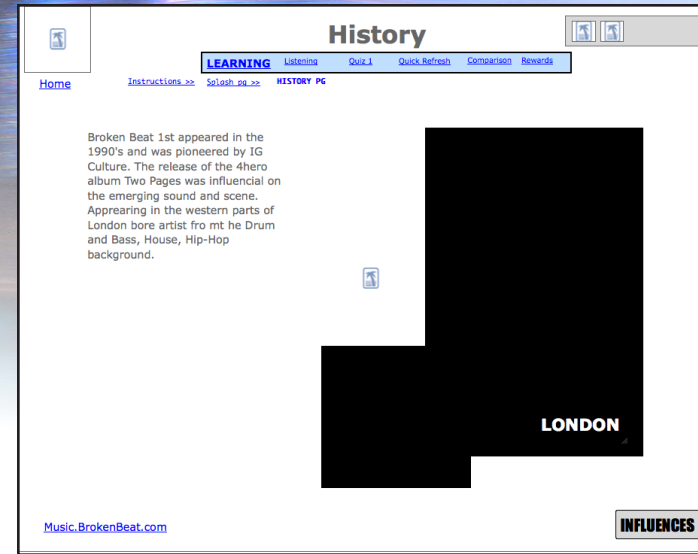
Home
This is where each and every user begins.

Stage 1: Learning

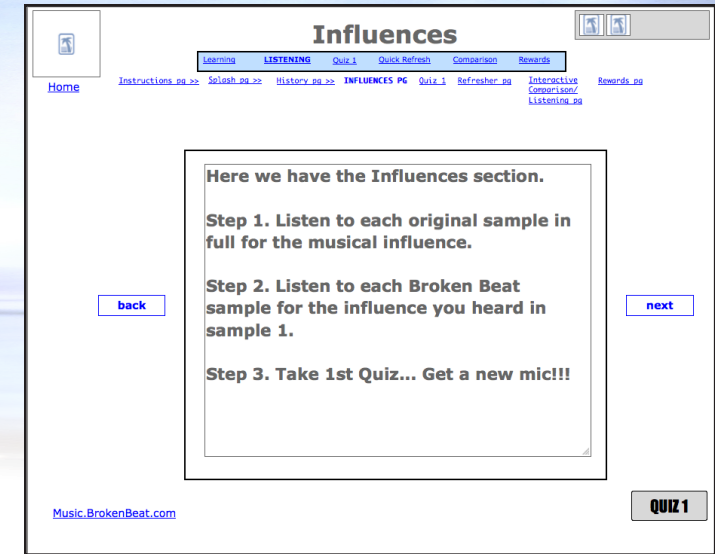


Instructions
How to navigate through the site is explained.

Interactivity
The user in a step through process reads the instructions on how to go through the site.



History
Origins



Influences
Listen and Learn

Interactivity
The user in a step through process listens to what musical elements make up Broken Beat.

Stage 2: Listening

Quiz 1

1. Does Jazz have a similar tempo to Drum-n-Bass?
Yes Radio Button
No Radio Button

2. What type of music is more prominent in musical scores?
A. R&B Radio Button
B. Drum-n-Bass, Radio Button
C. Jazz Radio Button
D. House Radio Button

3. How does Jazz music influence Broken Beat?
A. With its musical instruments
B. Because Jazz is older
C. Jazz is sophisticated
D. Jazz uses improvisation and syncopation

RE-FRESHER

Quiz 1
The user is given a relatively simple multiple choice quiz.

Interactivity
Select the corresponding answers to the questions. Check your answers to see how you did.

Stage 3:
Test Your Knowledge

Refresher

LOGO
music.brokenbeat.com

Improvisation

vocals

production

syncopation

what you've learned

Improvisation is the practice of acting, singing, talking and reacting to the stimulus of one's immediate environment and one's feelings. This can result in the invention of new thoughts, systems, new practices, new structures or symbols, and/or new ways to act. This invention took place most effectively when the practitioner has a thorough knowledge and technical understanding of the necessary skills and concepts within the improvised domain. Improvisation can be thought of as an "on the spot" or "off the cuff" spontaneous activity.

In music, **syncopation** includes a variety of rhythms which are in some way unexpected that makes an off-beat tone or note of music. More simply, syncopation is a general term for a disturbance or interruption of the regular flow of rhythm, a placement of rhythmic stresses or accents where they wouldn't normally occur. Syncopation is used in many musical styles, and is fundamental to African-derived styles such as rap, jazz, funk, salsa, reggae, rock, and electronic dance music. Syncopation is also a key element in the rhythmic patterns of hip-hop, funk, soul, and blues. Syncopation is often used in dance music to create a "groove" or "feel" that is different from the "straight" or "square" feel of the whole track together. Syncopation is used in virtually all contemporary popular music.

In musical terminology, **tempo** is the speed or pace of a given piece. Tempo is a crucial element of any musical composition, as it can affect the mood and difficulty of a piece.

A record producer works within the music industry, whose job is to oversee and manage the recording (i.e. production) of an artist's music. A producer has many roles that they fulfill, but are not limited to, gathering ideas for the project, selecting songs and/or musicians, coaching the artist and musicians in the studio, controlling the recording sessions, and supervising the entire process through mixing and mastering. Producers also often take on a wider entrepreneurial role, with responsibility for the budget, schedules, and negotiations.

Singing is the act of producing musical sounds with the **vocal** cords and requires regular breath by the use of both **breath** and **pitch**. One who sings is called a **singer** or **vocalist**. Singers perform music known as **songs** that can be sung either with or without accompaniment by musical instruments.

Refresher/ Review
This is the review stage.

Interactive Comparison

You're almost done, just one more quiz...

1. Listen to each music stage (5).
2. Select the icon that matches what's playing in each stage. (Remember what you've learned)
3. Finish all 5, go get your rewards and your last mic!

back

improvisation syncopation tempo production vocals

Refresher

LOGO
music.brokenbeat.com

Improvisation

vocals

production

syncopation

what you've learned

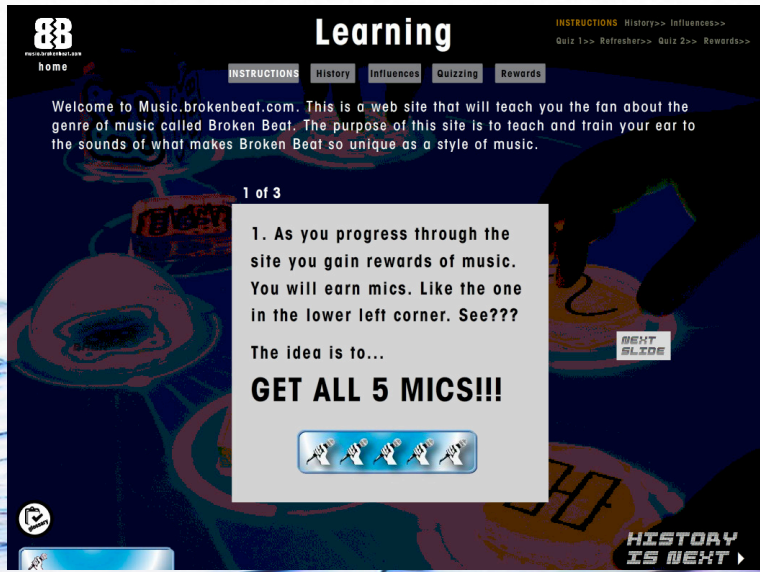
HISTORY

Reward
User has completed all the tasks to gain their reward.

Interactivity
Downloading music files, 3rd Party music purchasing.



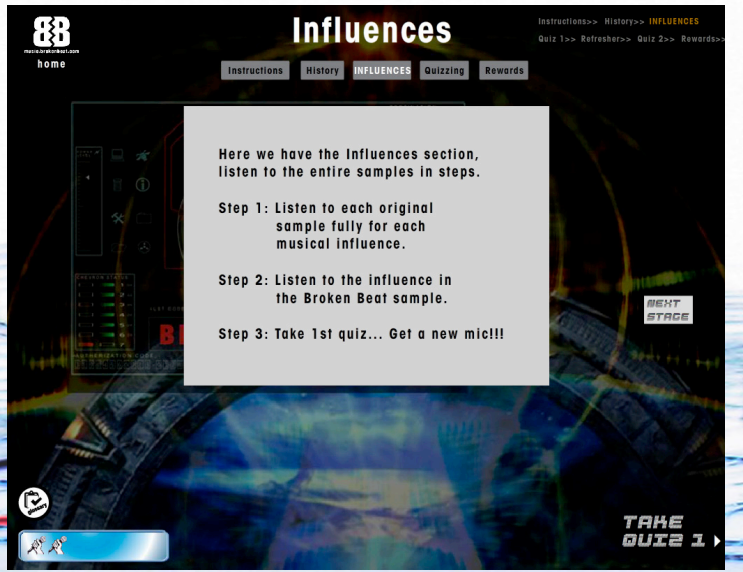
Home



Instructions



History



Influences

Hi-Fi [Wire Frames]

Test What You Know

home | Instructions | History | Influences | QUIZ 1 | Refresher | Quiz 2

- Does Jazz have a similar tempo to Drum-n-Bass?
 - A yes
 - B no
- What's unique about R&B music?
 - A The Rhythm
 - B The Blues
 - C people like it the most
 - D vocals
- Hip-Hop does what, just like Broken Beat?
 - A samples music
 - B makes you want to dance
 - C busts your speakers
 - D Is Broken Beat an extension of Drum-n-Bass or completely different?
- Is Broken Beat an extension of Drum-n-Bass or completely different?
 - A completely different
 - B an extension
- Broken Beat is a genre of music that began where?
 - A Africa
 - B India
 - C N.America
 - D Asia
 - E London

From the examples of Broken Beat you've heard, what is the most outstanding feature of the music?

- A vocals
- B keyboards

TIME TO REFRESH

Quiz 1

Refresher

home | Instructions | History | Influences | QUIZ 1 | REFRESHER | Quiz 2

Broken Beat started in London in the 90's. Eventually making its way to America. It's a progressive style of music that is always changing.

Broken Beat is influenced by other music:
Jazz = Improvisation + Syncopation
R&B = Vocals + Production
Hip-Hop = Vocals + Production
House = Vocals, Production + tempo
Drum-n-Bass = Improvisation, Vocals, Production + Tempo

Those 5 elements became the icons you have seen. At the next stage you will put them to use.

At least 4 out of the 5 have to be included to have a Broken Beat track.

Don't forget your mics...Get all 5

Take Quiz 2 and finish out great with your rewards.

music on/off

TAKE QUIZ 2

Refresher

Comparison Quiz 2

home | Instructions | History | Influences | Quiz 1 | Refresher | QUIZ 2 | Rewards

You're almost done. But, there's a catch, one more Quiz. Yup!

- Listen to each music stage (5).
- Select the icons that match what's playing in each stage. (Remember what you've learned)
- Finish all 5, see your score, go get your rewards and your last mic!

Jazz 1 of 6

Icons: RHYTHM, SYNCOPATION, PRODUCTION, TEMPO, VOCALS

BACK NEXT TRACK

Comparison Quiz 2

Comparison Quiz 2

home | Instructions | History | Influences | QUIZZING | Rewards

6 of 6

GET YOUR REWARDS

incorrect answer

Jazz Answers: RHYTHM, SYNCOPATION, PRODUCTION, TEMPO, VOCALS

R&B Answers: RHYTHM, SYNCOPATION, PRODUCTION, TEMPO, VOCALS

Hip-Hop Answers: RHYTHM, SYNCOPATION, PRODUCTION, TEMPO, VOCALS

House Answers: RHYTHM, SYNCOPATION, PRODUCTION, TEMPO, VOCALS

Drum-n-Bass Answers: RHYTHM, SYNCOPATION, PRODUCTION, TEMPO, VOCALS

Quiz 2 answer pg

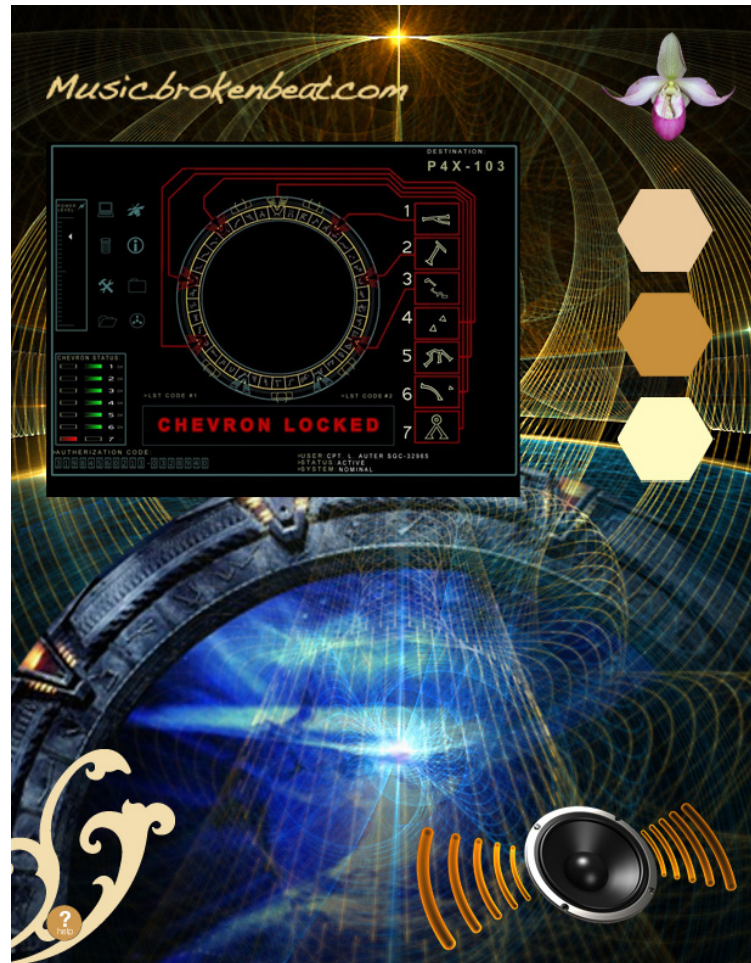
Quiz 1

Glossary

Icon selection

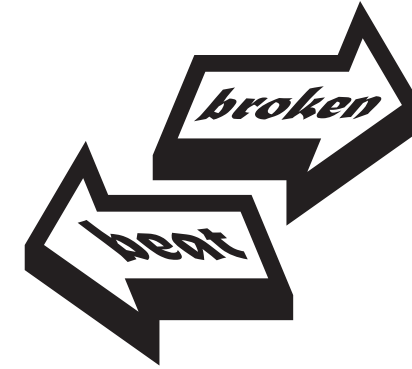
Stages of Learning + Bread crumbs + All 5 mics gained

Visual Design



Logo Exploration

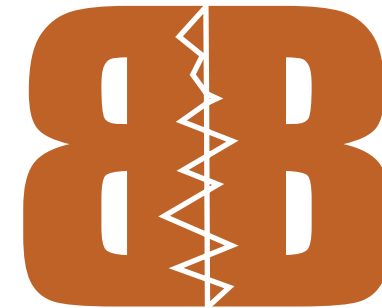
BROKEN BEAT



Broken Beat

music.brokenbeat.com

Broken Beat



MUSIC.BROKENBEAT.COM



Functional Aspects

The web site will be open to the public.

The same functionality will be available to all who use music.brokenbeat.com.

There is no membership, or sign-up.

This site is about teaching the users about how to listen for and discern what Broken Beat is. Using the musical elements, history, influences, glossary and resources will help establish the framework for Broken Beat. The rest is for the user to discover and enjoy.

User Ability

Music Appreciation

Learn about the history of Broken Beat.

Listen & Selection

Select and listen to the musical influences.

Testing

To provide a measure of retention, quizzes are given.

Gain Rewards

The user will accumulate microphones as they progress through the tasks. At the end they are given downloads, and the ability to post comments to Twitter.

Actor

User

Navigate, listen, quiz, compare, get reward.

User Interface + Linear Navigation

User can build their listening experience and comprehension.

Database

The actor responds to the user quizzes with the correct/wrong answers.

Audio player

The user has the ability to listen to music via the site.

Comparison

The information gained from reading and listening to all the samples.

Technical Specifications

Music.brokenbeat.com is accessible to everyone who has internet access. They will need the Adobe Flash 9.0 plug-in to run the files properly. They will need an audio player to listen to the music tracks. They should have a good video card too. It will run on Mac & PC's, most browsers will be compatible.

Minimum Requirements

PC: Windows 7+, I.E. 9+, Firefox 12.0+, Opera 3+

Mac: OS Tiger+

Minimum screen res: 1024 x 768 px.

Flash plug-in, Video card and audio player are necessary for site functionality.

User Testing

For the usability testing of my site, I hope to use actual users who are potential visitors to my site. I have a specific order of tasks that I will need to be tested. The comparison features need to be thoroughly iterated. Other, more typical aspects of the site will require testing for glitches and user difficulty. I will try to accommodate the production and testing of my site with flexibility and clarity.

Paper Prototype

User felt that there should be more cohesion between the stages of learning and listening. Testers at 1st didn't understand the 2nd quiz. When they actually proceeded to take the 2nd quiz, it became clear. Many suggestions were for the reduction of text. Testers enjoyed the experience of learning about Broken Beat via the User Experience I have demonstrated on Music.brokenbeat.com.

Hi-Fi

Users gave good feedback and were great participants. Most users felt that there should be more of a global navigation element on the site. The lack of clear navigation made them uneasy. They also thought the type was too small. Many wanted to have a way to be able to go backward in the site without having to re-take any of the quizzes if they passed them. Suggestions for making the playlist on the player a little more random. Testers felt the mouse over scrolling was not precise enough.

During my testing in April through May the focus was corrective. Music.brokenbeat.com was in need of polishing. My users felt that the mouse "panning" navigation was clever. Although I decided to change it to a simple sideshow in the current version. Much of the revisions were based on the Navigation. How the user progressed through the site was important. Giving the user position location at all times within the site. The functionality of how the user was educated on Broken Beat had to maintain precedence.

Further clean-up of the visual design was needed as well. Many of the testers often didn't recognize the buttons to advance to the next stages of the website. Another subject of mystery has been the real purpose of the mics. Are they rewards or progress indicators? Overall the final output of Music.brokenbeat.com attained the goals I set out for it during my Mid-Point Review. I hope the changes made are seen as reflections of the effort and being open to revisions. All to help create an application that is informative, usable and functional.

Additional Changes:

- Mics blink when gained
- Ability to post to Twitter
- Greater visual design standards adherence
- Removal of rotating Icons from the Splash pg

FACILITATOR SCRIPT

Hello my name is Erik L. Richardson, I am student in the Web Design and New Media MFA department. Welcome to user testing today.

Thank you for taking the time to participate in this test. I appreciate your efforts and opinion in regards to any feedback that you may have about the site. Please remember, you are not being tested. The site is being tested for its functionality and usefulness to a User within or out of my Target Audience.

For the testing today, you will be asked to evaluate the current prototype of my project called Music.brokenbeat.com. You can explore and progress through the website to learn all about what Broken Beat is and how it is influenced by other forms of music. For testing purposes I will ask you to perform a series of set tasks that reflect the main goals of advancement through Music.brokenbeat.com. I will be acting as your facilitator. Just think of me as Big Brother dutifully watching over your shoulder through the process.

The purpose of this session is to observe your actions in order to learn how user will use this website. Also to see what needs to be corrected, amended, deleted or simply changed within the site. This is all about improving the site's usefulness in a clear and concise manner. I want to promote the best product available. With your aid in testing that will help me achieve the intended outcome.

During the test, there may be times when you are asked questions to explain why you did something or chose a particular path of action. Just be as honest and open as possible when this occurs.

I encourage you to jot notes or speak aloud as you progress. This may aid in your retention of what you are hearing and seeing. Notation can also aid in testing of course.

In respect to you the User. Please keep in mind that during testing, I may not be able to answer some questions you may have. This is a test setting and I am making specific observations and notations about what your expectations are when certain situations are not clear to you.

Do you have any questions so far about the purpose of this test?

I will conduct the test by presenting you with a series of scenarios or tasks, each one designed to see how a typical person would go about completing it. And at the end of the session, I would like for you to answer a few questions about your experience here today."

Thank You, sincerely
Erik L. Richardson



FACILITATOR QUESTIONNAIRE

Are you an avid music collector?

Have you heard of Drum-n-Bass before? Do you know what it sounds like?

Do you find enjoyment in seeking new styles of music?

Without hearing Broken Beat would it interest you as a musical genre?

Where do you get most of your music from (Download, Brick & Mortar, gifts)?

How often do you follow non-commercial styles of music?

POST TESTING QUESTIONNAIRE

1. Did you find the website easy to use?

2. If no/ What did you find the most difficult about using the web site?

3. Were the instruction stated clearly and easy to comprehend?

4. What did you find the most difficult to gather from the instructions?

5. Do you know what Broken Beat is?

6. If you heard it outside of this (testing) setting would you be able to define and recognize it?

7. Do you feel that Music.brokenbeat.com establishes it's goals and user hierarchy in a well thought out and executed manner?

8. Did you pass both Quiz 1 and Quiz 2 without having to restart the learning process over again? Were you able to log into Twitter or Facebook to post a comment?

9. What do you feel needs to be changed in order to make Music.brokenbeat.com a more useful application?

RESPOND HERE

User Tasks

Task 1: Go to splash page and look up a glossary term.

Task 2: Test your knowledge and take Quiz 1

Task 3: Go to the Refresher pg and review what you've learned

Task 4: Take Quiz 2 and Tell me what icons make up Jazz music.

Task 5: Post a comment on Twitter

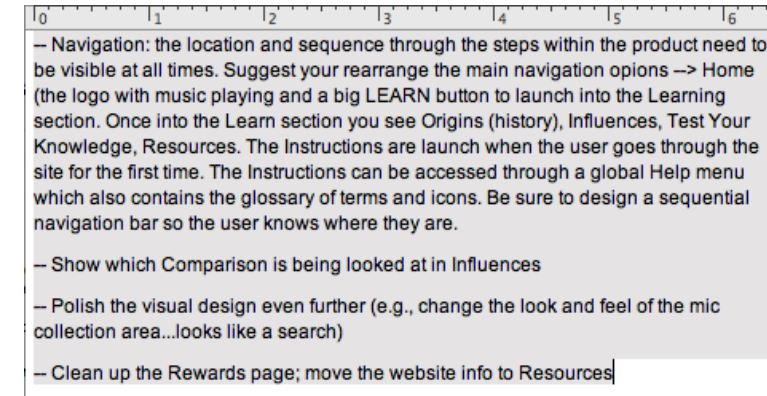
Here are the Testing results:

1. Erik presented a wireframe for his project to pilot test. The wireframe has been changed a little bit from the previous pilot test visual design
2. There were lot of typo errors in the application, suggested to fix that for user testing
3. The homepage and splash page is confusing and not sure where I landed at first. Suggested to rename or make the difference obvious.
4. The breadcrumb and the primary navigation is very confusing since its very close to each other and its showing different values. Also, the breadcrumb is not easy to read since there was some other text behind.
5. The rewards links and the rewards icon on the top is very confusing since its close to each other.
6. The next step button doesnt provoke me to go to the next view at all and I suggested to have a text beneath it, where it has a summary of what next screen is
7. The glossary page is full of text and it needs to be changed since it was very hard to read. Suggested to have tooltips on each menu describing what it is instead of having a glossary button.
8. The foreground objects in the splash/homepage must be more visible than the background objects since the focus should be foreground.
9. Since the project has a linear navigation, where user can access successive pages only after completing current task, I suggested to make the successive links disabled and enable it only when user is done with the current task. Right now, he can click anywhere inside the application and it doesn't show like the user is learning anything.
10. the primary navigation should be more like a progress check and keep track of how far the user is in the website.
11. The application can have a sign up feature where user can come back later and sign in to continue where he left previously.
12. The design for the Quiz page is so random and thrown together and hence not organized. Suggested to fix the design and make it more organized. Suggested to follow a grid based design to design website/wireframes and not randomly put together since its confusing the users.
13. Suggested to make the rewards blink when the user completes the current task/quiz given
14. Suggested most of the pages to not be heavy on text.
15. Suggested to revise on information architecture once more and make the app design relative to the user's progress on website and not show everything at the same time.



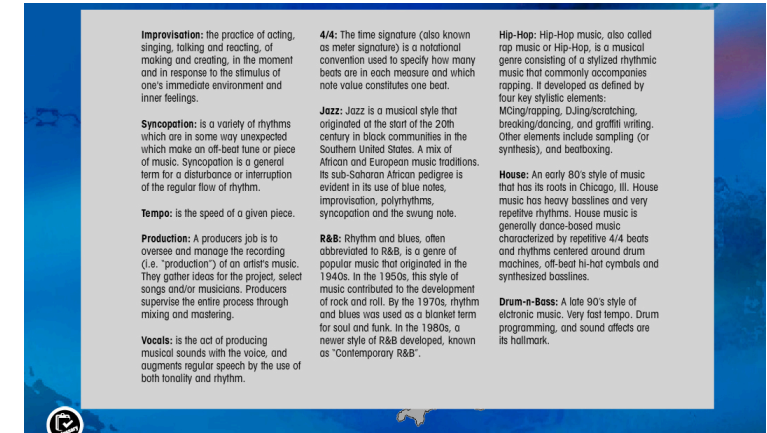
Icon selection

Kathleen Watson's Final Assessment 04.26.12

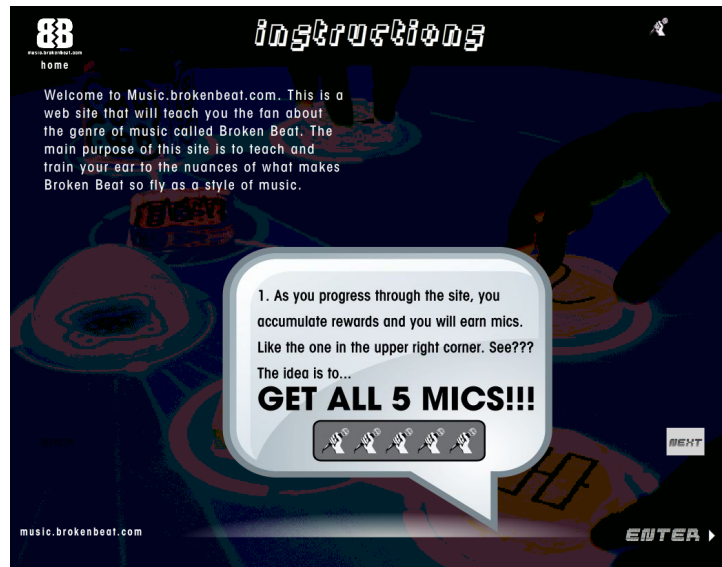


Stages of Learning + Bread crumbs +

All 5 mics gained



Glossary



Sample code for music pre-loader and play back

```
import fl.transitions.Tween;
import fl.transitions.easing.*;
var mcCount:Number = 0;
var mc_arr = [aa_mc,a_mc,b_mc,c_mc,d_mc,e_mc];
//
//
var mcXpos = 100;
var mcYpos = 100;
var exitLeftPos = -1000
var startRightPos = 1100
//
//
var old_mc:MovieClip;
var curr_mc:MovieClip = mc_arr[0];

for_btn.addEventListener(MouseEvent.CLICK, goForward);
back_btn.addEventListener(MouseEvent.CLICK, goBack );

init()
function init () {
    back_btn.visible = false;
    for (var i = 0; i < mc_arr.length; i++) {
        var _mc = mc_arr[i]
        _mc.y = mcYpos;
    }
    putCurrentIn();
}
//
//
function goForward(e:Event)
{
    trace(mcCount);
    mcCount++;
    checkBackBtnVisible()
    if (mcCount >= mc_arr.length)
    {
        back_btn.visible = false;
        mcCount = mc_arr.length - 1;
    }
    else
    {
        old_mc = curr_mc;
        curr_mc = mc_arr[mcCount];
        putCurrentIn();
        putOldOut();
    }
}
```

```
}
function goBack(e:Event)
{
    mcCount--;
    checkForBtnVisible()
    trace(mcCount);
    if (mcCount < 0)
    {
        back_btn.visible = false;
        mcCount = 0;
    }
    else
    {
        old_mc = curr_mc;
        curr_mc = mc_arr[mcCount];
        putBackMcIn();
        putBackOldMcOut();
    }
}
function checkForBtnVisible () {
    if(mcCount < mc_arr.length && for_btn.visible == false ){
        for_btn.visible = true;
    }
}
function checkBackBtnVisible () {
    if(mcCount > 0 ){
        back_btn.visible = true;
    }
}
function putCurrentIn()
{
    var t:Tween = new Tween(curr_mc, "x", Strong.easeOut, startRightPos, mcXpos, 1, true)
}
function putOldOut()
{
    //old_mc.x = -500;
    var t:Tween = new Tween(old_mc, "x", Strong.easeOut, mcXpos, exitLeftPos, 1, true)
}
function putBackMcIn () {
    var t:Tween = new Tween(curr_mc, "x", Strong.easeOut, exitLeftPos, mcXpos, 1, true)
}
function putBackOldMcOut () {
    var t:Tween = new Tween(old_mc, "x", Strong.easeOut, mcXpos, startRightPos, 1, true)
}
}
```

Stargate panel: http://www.wallpaperbase.com/wallpapers/movie/stargate/stargate_12.jpg

Stargate: <http://images.google.com/>

imgres?imgurl=<http://greensboring.com/pod/stargate.jpg>

&imgrefurl=http://greensboring.com/viewtopic.php%3Ff%3D5%26t%3D339&usg=__aQzRSgYGz-2IEINi96EMGDTvGu0=&h=550&w=800&sz=65&hl=en&start=6&sig2=rytavJKfF0G_ntQz3Aq_Tg&um=I&itbs=I&tbnid=dblL8xzGruCNbM:&tbnh=98&tbnw=143&prev=/images%3Fq%3Dstargate%26u

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<http://images.google.com/>

Mark de Clive-Lowe Quote: http://dancemusic.about.com/od/djs/a/MDCL_2.htm

Backgrounds for Influences etc: <http://dryicons.com/free-graphics/preview/de-sign/>

Album covers: Amazon.com

Artist Images: Amazon.com

Conclusion

Music.brokenbeat.com will bring an interesting application to the public that utilizes musical influences. The influences as well as the audible differences in the genres of music help define Broken Beat. The overall goal of the site is to teach users what Broken Beat is and how to listen for it.

These other musical styles and influences become points of comparison. Maintaining a good overall user experience and response is invaluable to my site's success or failure.

The site will continue to grow and change. There is more that can aid the users experience and usability. This is a great platform to develop a destination on the web that incorporates a musical feature anchored by navigation that is linear, well-designed, functional and fun. Not only am I interested. My thesis helps to make the visualization and concept a real "live" entity for all.

Thank You