

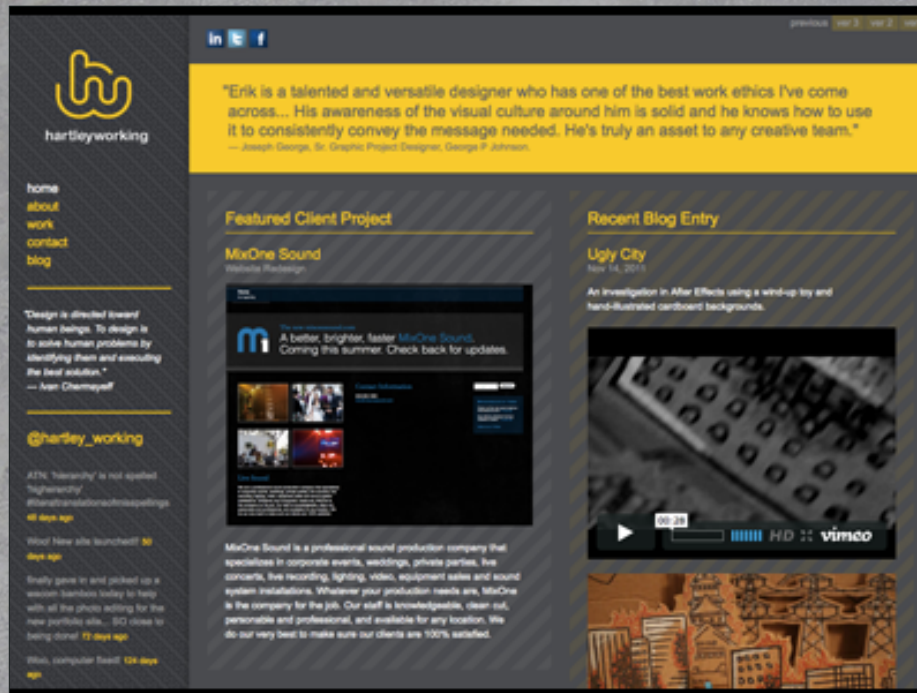


STOMPBOX

GET THE BOX.
GET THE TONE.

PORTFOLIO

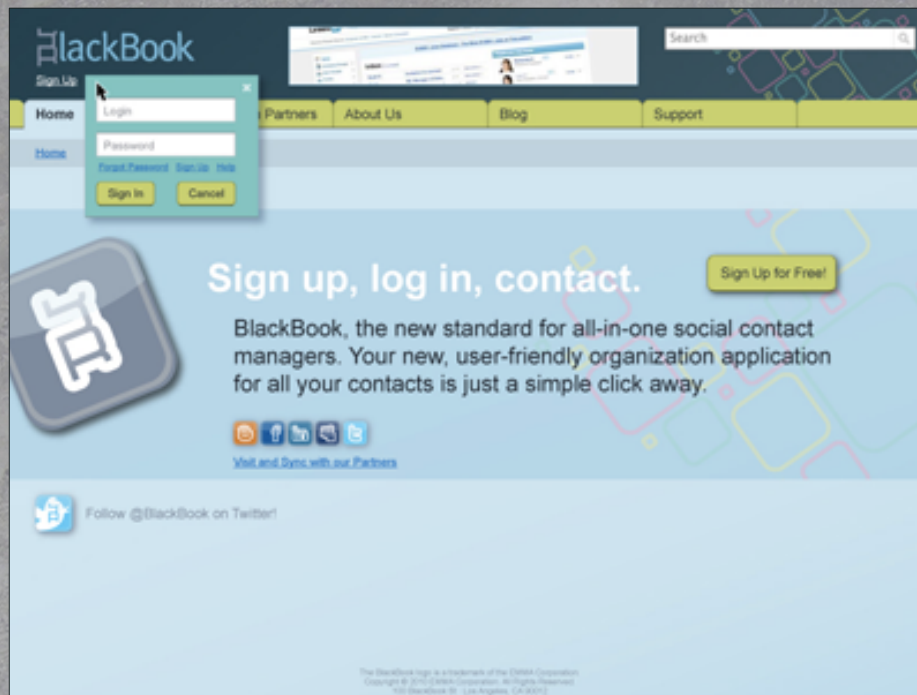
HARTLEYWORKING.COM



The fourth version of Erik Hartley's online portfolio is a conglomerate of web-technology and development techniques. In an effort to improve mobile-visibility by moving away from Flash, HartleyWorking.com, utilizes HTML, CSS, JavaScript and PHP, in conjunction with burned RSS feeds and social media integration, to uniquely display an ever-growing collection of work.

PORTFOLIO

BLACKBOOK CONTACT MANAGER



The intended function of this management application was to connect to and collect contacts from popular social-networking sites. Compiling all contact information into a single source, BlackBook would allow users to communicate between platforms from a central website.

PORTFOLIO

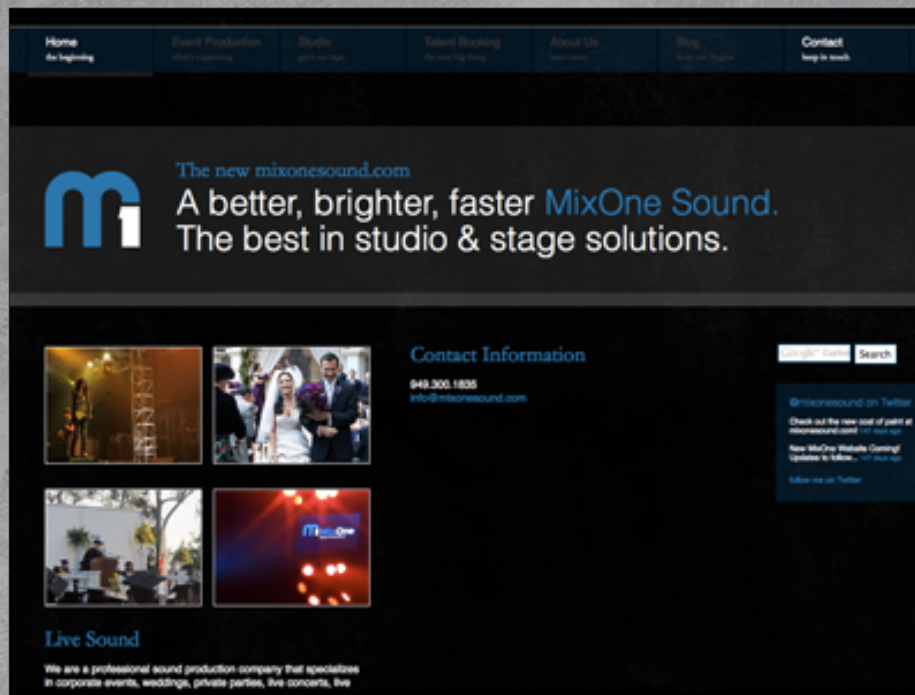
ERIK HARTLEY BAND



This site was built primarily through HTML and CSS with small portions in JavaScript and Flash (AS3). Making use of dynamic content loaded through RSS feeds from third-party social media networks allows the artist to have control over specific content with no coding necessary.

PORTFOLIO

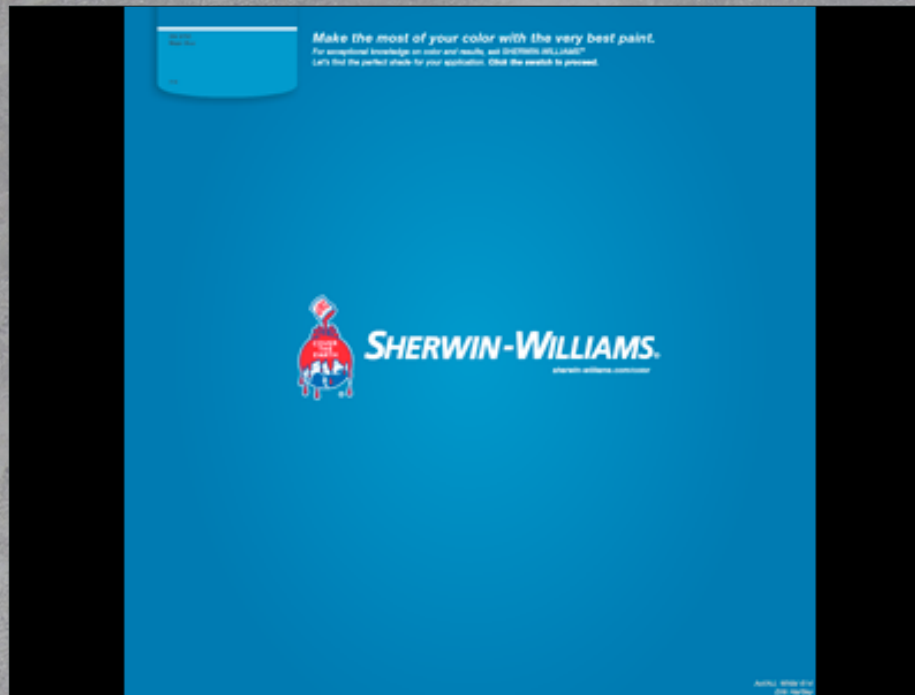
MIXONE SOUND



MixOne was looking for a site that reflected their professionalism and personal aesthetic. Concerned with funding for updates, public interest portions of the site are handled through RSS feeds, allowing the company to update photos, blog entries and news through third-party media sites.

PORTFOLIO

SHERWIN WILLIAMS EDUCATIONAL KIOSK



Developed as a learning application, this informative, flash-based program was presented to Sherwin Williams as an alternative solution to increase sales through the education of their web-audience.

PORTFOLIO

PURCHASUR V1.0



This web investigation was developed through the used of the WordPress platform. A self-exploration that utilized HTML, CSS, JavaScript, PHP and MySQL, all forms on the Purchasaur site are fully functional and responsive.



STOMPBOX

GET THE BOX.
GET THE TONE.

ABOUT STOMPBOX

USER PROBLEMS:

- LACK OF START-UP AND CONTINUING, RELIABLE INCOME
- LIMITED TIME.
- REOCCURRING SMALL EXPENSES (STRINGS, PICKS, STICKS, HEADS, INSTRUMENT CARE PRODUCTS)
- EVER-EXPANDING ACCESSORIES MARKET



STOMPBOX SOLUTIONS:

- MONTHLY SUBSCRIPTION
 - CUSTOMIZED PER USER
 - HAND SELECTED
 - TO-DOOR DELIVERY
- COMMUNITY-DRIVEN RESULTS
 - REWARD SYSTEM
 - MORE EDUCATED AND DIRECTED PURCHASING EXPERIENCE

TARGET AUDIENCE

ALL AUDIENCE MEMBERS:

- MALE AND FEMALE
- AGE; 18 – 45.
- REQUIRE A MODERATE UNDERSTANDING AND FAMILIARITY WITH BOTH WEB TECHNOLOGY AND PURCHASING

PRIMARY AUDIENCE:

- MUSIC-INDUSTRY PROFESSIONALS

SECONDARY AUDIENCE:

- LESS ACTIVE MUSIC-INDUSTRY ASSOCIATES, INCLUDING STUDENTS AND RECENT PROFESSIONAL UPSTARTS.

TERTIARY AUDIENCE:

- THOSE LESS INVOLVED IN THE INDUSTRY, SUCH AS HOBBYISTS.

TARGET AUDIENCE

PRIMARY AUDIENCE



Name: Ernie Halter

Age: 37

Gender: Male

Location: Los Angeles, CA

Education: BM

Disabilities: None

Occupation: Professional Musician/Composer

Primary Instrument: Guitar

Income: \$80,000

Industry Experience: 17 years

Hardware: MacBook Pro; iPhone 4G

Operating System: OSX 10.6; iOS 4.2

Browser: Safari, Firefox

Computer Experience: 21 years

TARGET AUDIENCE

SECONDARY AUDIENCE



Name: Julia Easterlin

Age: 20

Gender: Female

Location: Boston, MA

Education: College Enrolled

Disabilities: None

Occupation: Professional Music Student, Berklee

Primary Instrument: Voice

Income: \$15,000

Industry Experience: 2 years

Hardware: MacBook Pro; iPhone 3GS

Operating System: OSX 10.6; iOS 4.2

Browser: Safari, Firefox

Computer Experience: 15 years

TARGET AUDIENCE

TERTIARY AUDIENCE



Name: Joe Beerens
Age: 32
Gender: Male
Location: Austin, TX
Education: BS
Disabilities: Glasses

Occupation: Construction Management
Primary Instrument: Guitar
Income: \$85,000
Industry Experience: 0 years

Hardware: PC; iPhone 4G
Operating System: Windows Vista; iOS 4.2
Browser: Explorer
Computer Experience: 19 years

COMPARATIVE ANALYSIS

	BirchBox	12 Society	Bespoke Post	Conscious Box	Love with Food	Pawalla	STOMPBOX
Standard Web-presence	×	×	×	×	×	×	×
FAQ	×	×	×	×	×	×	×
Help	×	—	×	—	×	×	×
Mobile Site	—	—	—	—	—	—	—
Reward System	×	—	—	—	×	—	×
Keyword Search	×	×	—	—	×	×	×
Blog	×	×	×	×	×	×	×
Social Media Sharing	×	×	×	×	×	×	×
Client Database	×	—	—	—	×	—	×
Shopping Cart	×	—	—	—	×	—	×
Company Partnership Info	×	×	×	×	×	—	×

CONCEPT PAGES

HOME

[BOX](#)
[SHOP](#)
[BRANDS](#)
[NEWS](#)
[JOIN](#)

[Log In / Register](#)

[LOG IN >](#)

GET YOUR BOX. GET YOUR TONE.

SAMPLE THE BEST ACCESSORIES,
LEARN TIPS AND TRICKS FROM EXPERTS,
& EARN POINTS WHEN YOU BUY WHAT ROCKS.

[LEARN MORE >](#)

INSTANT REWARDS
EARN STOMPBOX POINTS
WITH EVERY PURCHASE.
REDEEM TO SAVE ON FULL-
SIZE ITEMS AND GIFTS.

[SHOP NOW >](#)

THE MAGAZINE
GET THE SCOOP ON HOW
TO USE YOUR PRODUCTS
WITH EXPERT ARTICLES
AND HOW-TO VIDEOS.

[READ MORE >](#)

THE PERFECT GIFT
SHARE THE STOMPBOX
VIBE AND HELP SOMEONE'S
MONTH SOUND A WHOLE
LOT BETTER.

[GIVE A GIFT >](#)

STOMPBOX IS THE BEST WAY TO DISCOVER
NEW PRODUCTS. SAMPLE TOP BRANDS. GET
ADVICE. BUY FAVORITES AND EARN POINTS
WITH EVERY PURCHASE.

CONTACT US
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TION. AND EVERY CONVENTION BRINGS YOU
OPPORTUNITY ... [READ MORE](#)

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[ABOUT](#) | [FAQ](#) | [PRESS](#) | [CAREERS](#) | [CONTACT](#) | [RECEIVED A GIFT?](#) | [POLICIES](#)

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The **Home** page allows users the freedom to access basic functionality, support, and the application settings before logging in. This also provides a preview in which individuals can experience the site before committing to an account.

CONCEPT PAGES

NIOP

[BOX](#)
[SHOP](#)
[BRANDS](#)
[NEWS](#)
[JOIN](#)

[Log In / Register](#)

REQUEST AN INVITE TO RESERVE YOUR STOMPBOX SUBSCRIPTION.

ALREADY A MEMBER? [LOG IN TO YOUR ACCOUNT.](#)

PLEASE ENTER YOUR EMAIL ADDRESS

REQUEST INVITE

WHAT'S NEXT?

YOU WILL RECEIVE A CONFIRMATION EMAIL FOR YOUR SUBSCRIPTION SELECTION. WHEN IT IS READY, YOU WILL BE EMAILED AN INVITE. USING THIS LINK YOU WILL HAVE 72 HOURS TO PURCHASE YOUR STOMPBOX.

AM I CREATING AN ACCOUNT?

NO, REQUESTING AN INVITE SIMPLY ADDS YOU TO OUR MAILING LIST. IF YOU DON'T HAVE AN ACCOUNT, YOU MAY CREATE ONE BY REGISTERING. OTHERWISE, YOU'LL BE ABLE TO CREATE AN ACCOUNT WHEN PURCHASING YOUR SUBSCRIPTION.

WHEN DO I PAY?

REQUESTING AN INVITE DOES NOT OBLIGATE YOU TO BUY. YOU ONLY PAY WHEN PURCHASING YOUR SUBSCRIPTION.

WHEN DO I COMPLETE MY PROFILE?

YOU MAY COMPLETE YOUR PROFILE AFTER PURCHASING YOUR SUBSCRIPTION.

INSTANT REWARDS

EARN STOMPBOX POINTS WITH EVERY PURCHASE. REDEEM TO SAVE ON FULL-SIZE ITEMS AND GIFTS.

SHOP NOW

THE MAGAZINE

GET THE SCOOP ON HOW TO USE YOUR PRODUCTS WITH EXPERT ARTICLES AND HOW-TO VIDEOS.

READ MORE

THE PERFECT GIFT

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GIVE A GIFT

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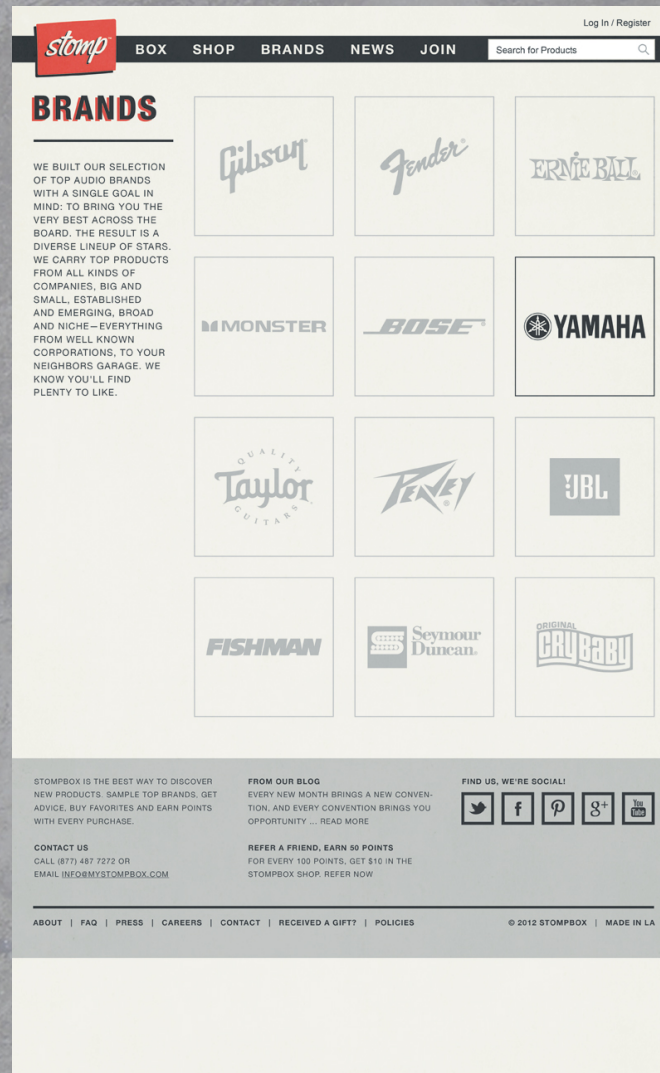
If the user wishes to start an account, they can simply click the **Join** button on the **Home** page and fill out the appropriate information to request a subscription. Clicking the submission button sends a confirmation email to their account, allowing them later access to the applications full functionality.

STOMPBOX

16

CONCEPT PAGES

BRANDS



As an alternate browsing option, viewers can view the **Brands** list to see which products are available from a favorite company.

CONCEPT PAGES

BOX

[BOX](#)
[SHOP](#)
[BRANDS](#)
[NEWS](#)
[JOIN](#)

[Log In / Register](#)

SEPTEMBER 2012

IN ANTICIPATION OF FALL'S ARRIVAL—AND THE BUCKLING-DOWN THAT COMES WITH IT—WE'RE FOCUSING ON THE FUNDAMENTALS. THIS MONTH'S ASSORTMENT IS A RETURN TO THE BUILDING BLOCKS BECAUSE, AS ANY PRO WILL TELL YOU, YOU'VE GOT TO MASTER THE BASICS BEFORE YOU CAN HOPE TO IMPROVE UPON THEM.

PRODUCTS

DUNLOP FORMULA NO. 65
\$7.99
FREE SHIPPING

D'ADDARIO EJ16 ACOUSTIC PHOS. BRONZE
\$4.29
FREE SHIPPING

DUNLOP FORMULA NO. 65
\$4.95
FREE SHIPPING

STOMPBOX IS THE BEST WAY TO DISCOVER NEW PRODUCTS. SAMPLE TOP BRANDS. GET ADVICE. BUY FAVORITES AND EARN POINTS WITH EVERY PURCHASE.

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Viewing the **Box** page, allows users to interact with, and find out more information about their current subscription-box delivery.

CONCEPT PAGES

SHOP

stomp

BOX SHOP BRANDS NEWS JOIN

Cart (7) Erik

Search for Products

BACK TO SHOP

VIEW ALL ACCESSORIES

ACCESSORIES

NEW (1)

PRICE

\$0.00 - \$15.00 (7)

\$15.00 - \$30.00 (16)

\$30.00 - \$45.00 (5)

\$45.00 - \$60.00 (1)

Sort By: RECOMMENDED

16 ITEMS | VIEW ALL | PAGE 1 2 3 >

ACCESSORIES

SHIPS FREE

DUNLOP FORMULA NO. 65
\$7.99

SHIPS FREE

D'ADDARIO EJ16 ACOUSTIC
PHOS. BRONZE
\$4.29

SHIPS FREE

AMOEBGA GUITAR PICKS
\$2.95

PLANET WAVES PRO WINDER
\$8.99

DUNLOP TRIGGER ACOUSTIC
GUITAR CAPO, NICKEL
\$17.99

PLANET WAVES UNTREATED
POLISH CLOTH
\$3.95

PLANET WAVES PLANET LOCK
POLYPROPYLENE STRAP
\$10.99

DUNLOP JOE PERRY BONEYARD
SIGNATURE SLIDE
\$14.99

DUNLOP ERGO PICK HOLDER
\$1.95

Sort By: RECOMMENDED

16 ITEMS | VIEW ALL | PAGE 1 2 3 >

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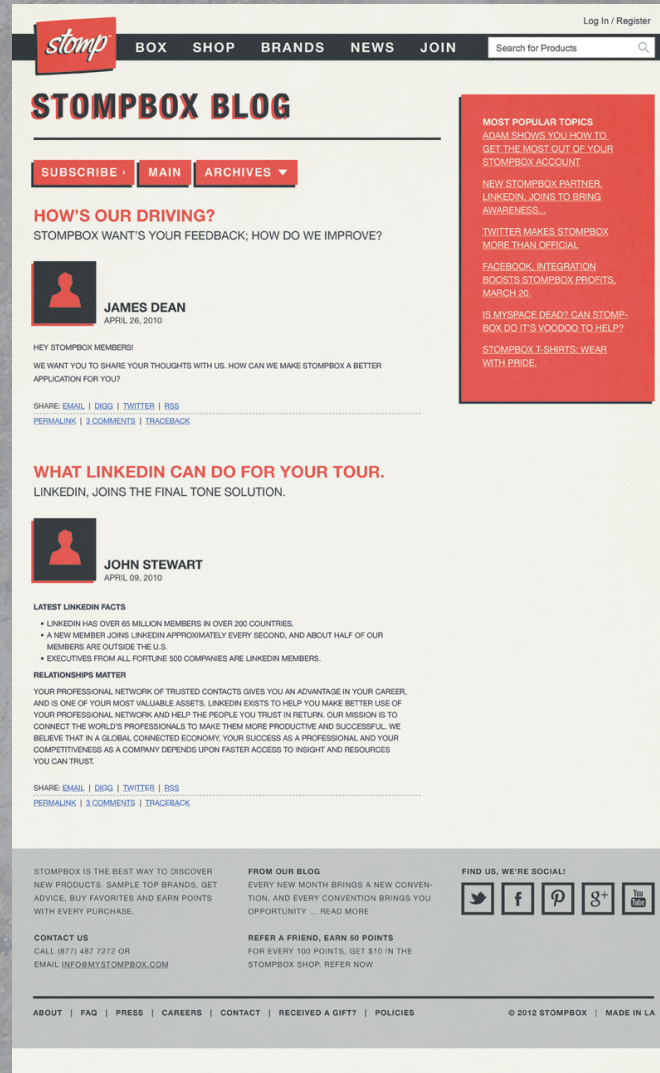
ABOUT | FAQ | PRESS | CAREERS | CONTACT | RECEIVED A GIFT? | POLICIES

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A standard shopping feature that will be segmented with product categories, this **Shop** section will give users a simpler task directive, by keeping them within the STOMPBOX experience.

CONCEPT PAGES

BLOG



The **Blog** will act as a most informal interaction with customers, where relative video content, along with standard posts, will relate to the relevant sales directive on the site.

CONCEPT PAGES

ORDER HISTORY


[BOX](#)
[SHOP](#)
[BRANDS](#)
[NEWS](#)
[JOIN](#)

Cart (7) Erik

MY ORDERS

Order #	Date	Ship To	Order Total	Order Status	
100422366	6/20/12	Erik Hartley	\$20.00	Processing	View Order
100422436	7/13/12	Erik Hartley	\$18.99	Processing	View Order
100423001	8/06/12	Erik Hartley	\$7.99	Processing	View Order

SHOW: 10
16 ITEMS | [VIEW ALL](#) | PAGE: 2 3 >

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An **Order History** can assist the user in keeping track of past purchases, and allow the user to take note of what may or may not have appealed to them within that order.

CONCEPT PAGES

REWARD HISTORY



[BOX](#)
[SHOP](#)
[BRANDS](#)
[NEWS](#)
[JOIN](#)

[Cart \(7\)](#)
[Erk ▾](#)

REWARD POINTS

YOUR CURRENT BALANCE IS: 20 REWARD POINTS (\$0.00).

CURRENT EXCHANGE RATES:

EACH 100 REWARD POINTS CAN BE REDEEMED FOR \$10.00.

EACH \$1.00 SPENT WILL EARN 1 REWARD POINTS.

EACH EARNED REWARD POINTS RECORD EXPIRES IN 365 DAYS.

REFER TO REWARD POINTS HISTORY TO SEE IF A SPECIFIC RECORD EXPIRES AND WHEN.



KEEP RACKING UP THOSE POINTS BY REFERRING FRIENDS, ANSWERING SURVEYS, AND PURCHASING FULL-SIZE VERSIONS OF YOUR SAMPLES. MORE POINTS TRANSLATES INTO MORE GREAT PRODUCTS!

POINTS ACTIVITY

BALANCE	AMOUNT	POINTS	REASON	DATE
20	\$0.00	+20	EARNED ORDER POINTS (#100422366).	6/20/12 10:35 AM

EMAIL NOTIFICATION SETTINGS

☐ SUBSCRIBE FOR BALANCE UPDATES
 ☐ SUBSCRIBE FOR POINTS EXPIRATION NOTIFICATIONS

SAVE SUBSCRIPTION SETTINGS

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Through the rewards program, users can access the **Reward History** page to keep track of their progress, and see learn how to increase their earnings.

CONCEPT PAGES

ABOUT


[BOX](#)
[SHOP](#)
[BRANDS](#)
[NEWS](#)
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ABOUT STOMPBOX

STOMPBOX IS A SMART, STREAMLINED, AND FUN WAY TO DISCOVER THE LATEST AND GREATEST IN TONE ENHANCEMENT.

WE SORT THROUGH THE CLUTTER TO SEND YOU WHAT WORKS AND WHAT'S WORTH THE UPGRADE. WE CREATED STOMPBOX BECAUSE, LIKE YOU, WE ENJOY USING THE BEST PRODUCTS BUT WE DON'T WANT TO HAVE TO WORK TO FIND THEM.

WHAT IS STOMPBOX?
STOMPBOX DELIVERS THE BEST PRODUCTS AND THE BEST INSIDER SECRETS, WITHOUT ANY FUSS. EVERY MONTH STOMPBOX MEMBERS WILL RECEIVE A CURATED BOX OF MUSIC ACCESSORY SAMPLES. EACH BOX WILL SPAN GENRES AND CATEGORIES TO DELIVER EXCITING PRODUCTS THAT FIT INTO BOTH YOUR DAY-TO-DAY ROUTINE, AND INTO THOSE DAYS WHEN YOU WANT TO CRANK THE VOLUME.

FOUNDER DEREK WHITLEY DEVELOPED THE CONCEPT FOR STOMPBOX WHILE STRUGGLING AS AN INDEPENDENT ARTIST DURING THE RISE OF THE DIY MUSICIAN AGE. STOMPBOX WAS CREATED TO HELP CONSUMERS CUT THROUGH THE CLUTTER OF THE RETAIL WORLD TO FIND PRODUCTS THAT REALLY WORK FOR THEM.

BASED IN LOS ANGELES, STOMPBOX LAUNCHED IN SEPTEMBER 2012 WITH PLANS TO EXTEND INTO INSTRUMENT MARKETS IN THE COMING YEARS. IN SEPTEMBER OF 2013, GAINED INTERNATIONAL RECOGNITION THROUGH GUEST ARTICLES ON SEVERAL POPULAR MUSIC BLOGS. STOMPBOX HAS BEEN FEATURED BY GUITAR PLAYER, STRINGS, FOLK TIMES AND MTV, AMONG OTHERS.

STOMPBOX IS HIRING! CHECK OUT OUR OPEN POSITIONS.

THE STOMPBOX
EACH MONTH, YOU'LL RECEIVE A SELECTION OF SAMPLES THAT WE'VE TRIED (AND RETRIED) OURSELVES. WE SOURCE OUR SAMPLES FROM BOTH WELL-KNOWN BRANDS AND EMERGING GEMS. THE CLASSIC SUBSCRIPTION INCLUDES EVERYTHING FROM PICKS TO CARDS, AS WELL AS OTHER MORE UNIQUE AUDIO SOLUTIONS. BE SURE TO CHECK OUT THE EVER-GROWING LIST OF PRODUCTS IN OUR WONDERFUL NEW ACCESSORIES SHOP.

THE CONTENT
OUR ORIGINAL CONTENT HELPS YOU GET THE MOST OUT OF YOUR SAMPLES. WE'RE A SOURCE OF INSPIRATION, ADVICE, AND INFORMATION. WE'LL SHOW YOU HOW TO MASTER TECHNIQUES AND UPGRADE YOUR DAILY ROUTINE WITH ARTICLES, EXPERT INTERVIEWS, AND VIDEOS. DIVE INTO THE STOMPBOX BLOG AND EXPLORE THE GUIDE.

THE SHOP
WHEN YOU ARE READY FOR MORE OF THE PRODUCTS YOU SAMPLED, YOU CAN PURCHASE FULL-SIZE VERSIONS DIRECTLY FROM THE STOMPBOX SHOP. WE HAVE A GENEROUS LOYALTY PROGRAM THAT REWARDS YOU EVERY TIME YOU SHOP. REFER FRIENDS, AND GIVE FEEDBACK ON YOUR MONTHLY SAMPLES. YOU CAN REDEM STOMPBOX POINTS AND SAVE ON ANY FULL-SIZE OR GIFT PURCHASE.

STOMPBOX IS THE BEST WAY TO DISCOVER NEW PRODUCTS, SAMPLE TOP BRANDS, GET ADVICE, BUY FAVORITES AND EARN POINTS WITH EVERY PURCHASE.

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The **About** page is a space where more in-depth information about the company is available, including stories of humble beginnings and general company philosophy.

CONCEPT PAGES

CONTACT US



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[JOIN](#)

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CONTACT US

NAME *

E-MAIL *

SUBJECT *

URL

TELEPHONE

MESSAGE *

SUBMIT >

(*) = REQUIRED.

WE WANT TO HEAR FROM YOU. FROM PRODUCT MALFUNCTIONS TO TECHNICAL SHAFUS, WE'RE HAPPY TO HELP!

123 PARK AVENUE SOUTH
12TH FLOOR
LOS ANGELES, CA 91003
(877) 487 7272 (M-F FROM 9AM-5PM EST)
INFO@STOMPBOX.COM
@STOMPBOXHELP

MEMBERS
WE CAN HELP YOU UPDATE YOUR ACCOUNT, CHANGE YOUR SHIPPING ADDRESS, CHECK YOUR STOMPBOX POINTS BALANCE, AND MORE. SHOOT US AN EMAIL, AND WE WILL RESPOND AS SOON AS POSSIBLE.
INFO@STOMPBOX.COM

ORDERS
WONDERING WHERE YOUR PRODUCTS ARE OR HAVE QUESTIONS ABOUT WHICH FULL-SIZE PRODUCTS ARE RIGHT FOR YOU?
INFO@STOMPBOX.COM

TECHNICAL HELP
HAVING TROUBLE LOGGING ON? NEED WEBSITE HELP OR ANY OTHER TECHNICAL ASSISTANCE? WE'LL RESPOND WITHIN ONE BUSINESS DAY.
INFO@STOMPBOX.COM

PARTNERSHIP OPPORTUNITIES
HAVE AN AMAZING COMPANY AND WANT TO WORK WITH US, OR IF YOU KNOW OF A GREAT BRAND WE SHOULD WORK WITH? E-MAIL US WITH THE NAME OF THE BRAND AND YOUR CONTACT INFORMATION.
BRANDPARTNERS@STOMPBOX.COM

PRESS & MEDIA
WANT MORE INFORMATION? SEND US YOUR CONTACT INFORMATION AND WE'LL RESPOND WITHIN TWO BUSINESS DAYS.
PRESS@STOMPBOX.COM

SOCIAL MEDIA
FOLLOW US ON YOUR FAVORITE SOCIAL NETWORKS FOR EXPERT TIPS, PRODUCT SNEAK PEERS, BEHIND THE SCENES PICTURES, AND MORE.

TWITTER: @STOMPBOX
FACEBOOK: STOMPBOX
PINTEREST: STOMPBOX
YOUTUBE: STOMPBOX

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A standard web component, the **Contact us** page creates an open forum from which users can voice their opinions, ask questions and help identify potential site issues.

STATEMENT OF INTEREST

THROUGH THIS PROJECT, I WOULD BE ABLE TO EXPAND UPON MY KNOWLEDGE OF WEB APPLICATION DEVELOPMENT, EARN EXPERIENCE IN CREATING AND IMPLEMENTING A FUNCTIONAL PURCHASING PLATFORM, AND CREATE APPLICATION CONTENT BASED ON UNIQUE INFORMATION SYSTEMS. EACH INDIVIDUALIZED PIECE OF THIS APPLICATION STANDS AS A FUNDAMENTAL DEVELOPMENT SKILL THAT WOULD AID IN FUTURE BUSINESS AND CREATIVE VENTURES.

WITH THE MARKET FOR WEB APPLICATIONS ALWAYS EXPANDING AND EVOLVING, FURTHERING MY EDUCATION IN THIS FIELD WOULD ALLOW ME TO SHOWCASE FORWARD-THINKING DEVELOPMENT SKILLS, WHILE INCREASING THE AVAILABILITY OF EMPLOYMENT OPPORTUNITIES.

TIMELINE

