



STOMPBOX



GET THE BOX.
GET THE TONE.

Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma - which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

-Steve Jobs (1995-2011)

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PROBLEM ID & DEFINITION

STOMPBOX is a shopping application intended to help users make sense of the near endless varieties of music accessories. Through the analysis of personal profile data, community reviews and personal interactions with product samples, the application will strive find the best product to suit the users personal sound-profile as well as musical needs.

ABSTRACT

A monthly music-accessory sample service will establish a new way for musicians to gain access to the latest-and-greatest in the industry, and gain insight towards what works best for their individualized sound. Each subscriber will receive hand-selected items that best represent their music profile, and can gain additional discounts through product reviews and website participation. This model allows both providers and users the opportunity to gain useful knowledge about their specific products of interest.

Through the use of a structured web environment, each user can control their individualized music profiles, update billing and shipping information, and gain access to specific information regarding their latest monthly STOMPBOX and additional purchases. Accrued points monitoring and blog updates (with related monthly box information) will also be available to subscribers from their user portal.

Though this application could have widespread appeal in the music-accessory marketplace, initial testing could benefit from an established target

audience, narrowed by focusing on stringed instrument players, with a direct focus on guitarists. Known as thrifty individuals with a passion-fueled desire for product purchases that explore the next big sound, guitarists serve as a particularly provocative test group. As the marketplace grows, so too will STOMPBOX users, further expanding the available products and their targeted user feedback—further establishing a growing, respected resource for product information.

As the interactive marketplace, as well as the music industry, demands more from their product providers, the interactive design and development industry demands more knowledge from their workforce. Creating this project would not only give me additional knowledge on web-application development, but provide experience in developing a purchasing platform, a complex shipping infrastructure, and dynamic content based on complex information systems. Each of these topics would provide a knowledge base of interactive stepping-stones necessary for a multitude of typical applications.

UNIQUE POSITIONING STATEMENT

STOMPBOX, a monthly music-accessory sample service, is targeted specifically towards musicians who are looking for the next big thing, as well as the assistance and direction to find it. Users of this service will start their personalized exploration by first visiting the web interface, and subscribing to their preferred plan. Once enrolled, each member will be given a brief survey to help determine specific qualities about their musicianship and define the particular sound they are searching for. Through the identification and categorization of such traits as, type of music, style of playing, desired tonal characteristics, level of musicianship, definition of trend over tried and true, personal musical concerns, typical venue size, average performance length, and even age and location, STOMPBOX will be able to personalize each member's monthly samples to accommodate those interests.

Members will receive a package containing these personalized samples at the beginning of each month. Upon arrival, members will be invited to use and provide feedback on the quality and practicality of each products success, and in turn, earn points towards purchases from the STOMPBOX store. This feedback system allows participating companies to gain valuable market research and insight about the feasibility of their product offering, while also developing a respected relationship with their core, target customer base.

Though the technology and ideology of a monthly sample service may be an existing concept, not only will the specific business type and user-driven product model establish STOMPBOX as the first in the music-accessory industry, the development of a mobile interface will place them among the first for any subscription-box company.

INTEREST STATEMENT

As a performing, professional recording artist and independent label owner, I am all too familiar with the annoyances of researching and procuring the newest tools of the trade, in the interest of finding that new trend-setting sound. As the industry has bloomed, the number of accessory options (strings, picks, capos, pedals, care products) available to musicians has skyrocketed. The expansion in the market has allowed for new and unique musicianship, but the search for that perfect tone can almost feel unattainable with the volume and variety of products now available.

As the music industry has grown over the years, the number of independent artists and labels has grown astronomically—easily eclipsing the number of major-label acts. However, with this influx, more musicians are developing with ever-decreasing budgets. This emerging demographic has become the driving force behind the need for a more streamlined product discovery process.

Expanding upon my education and experience as both a print and web designer, I have proposed a solution for this common problem among professional musicians, that would guide them through the arduous task of accessory product shopping. Through this project, I would be able to expand upon my knowledge of interactive application development, earn experience in developing and implementing a functional data and purchasing platform, and create application content based on dynamic 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 interactive entrepreneurial market trending towards more need-specific business ventures, rather than e-bay-based selling, expanding my education in this manor would allow me to showcase forward-thinking development skills, while increasing my employment opportunity.

COMPARATIVE PRODUCT RESEARCH

BirchBox:

http://birchbox.com

Social media:

Facebook, Twitter, Pinterest, Google+, YouTube

Product type:

Top grooming, beauty and lifestyle products.

Delivery device:

Brown drawer-box.

Quantity of items:

4 – 5

Cost:

\$10/month

Survey of the functionality or features:

Targeted products, through customer profiles

Search

Integrated store.

Free Shipping on full-sized items featured each month.

Referral Program

Purchase and feedback point-system, for free products.

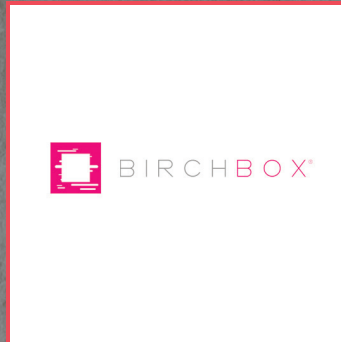
Educational Video Section

Brands Section

FAQ

Blog

Prospective businesses section



Evaluation of the user requirements off of which you assume the product is based:

User that is looking for the best and newest high-end grooming, beauty and lifestyle products.

Strengths of usability:

Social interactivity. Well organized store. Simple, clean design. Intuitive user experience.

Weaknesses of usability:

Site divisions could be more well-defined.

Interaction model:

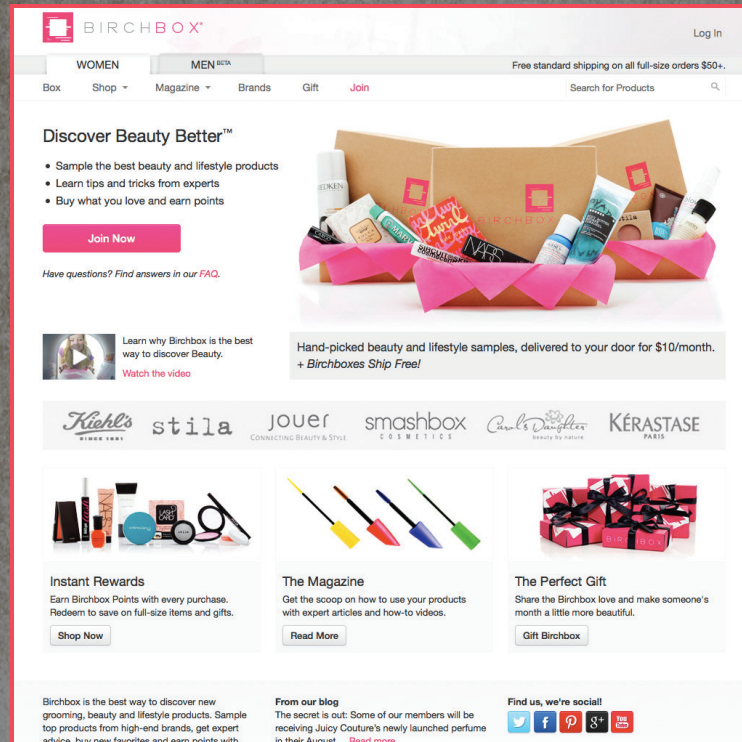
Internet Application; No mobile-friendly interface, no mobile app.

Visual design:

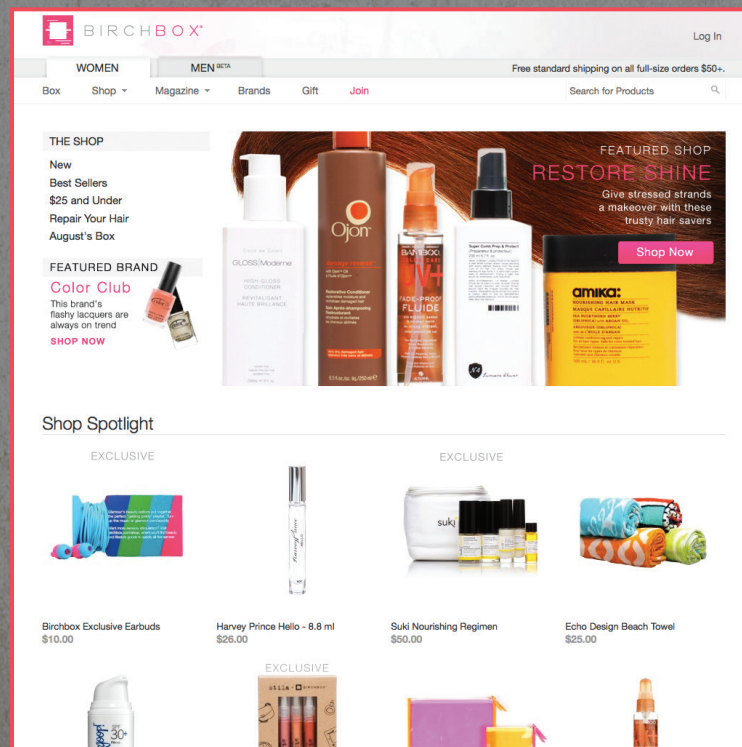
Very clean and easy to navigate with simplistic branding that allows the products to champion the site.

How this service / product relates to your project:

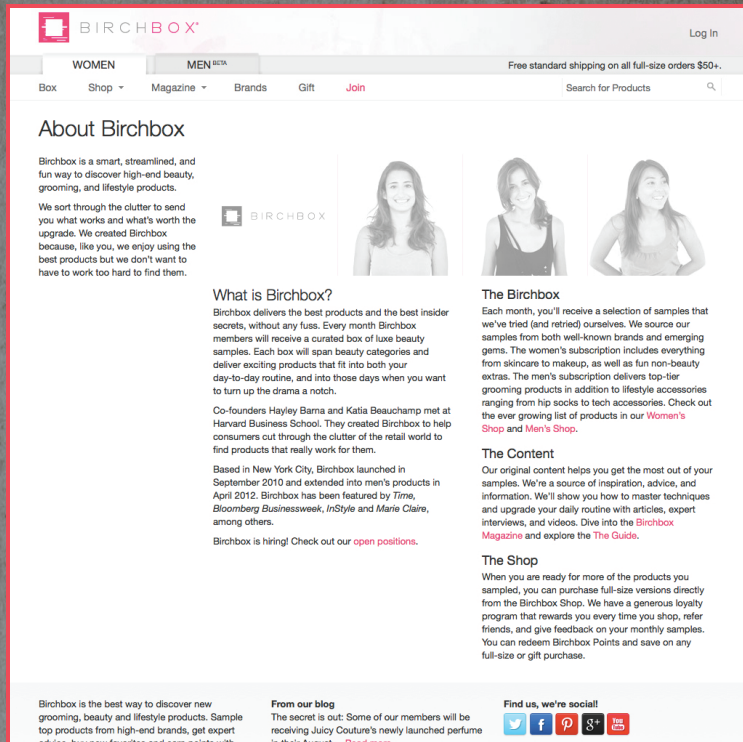
This company generates user tailored monthly selections of beauty products that provide, participants with a cross-section of new and innovative samples.



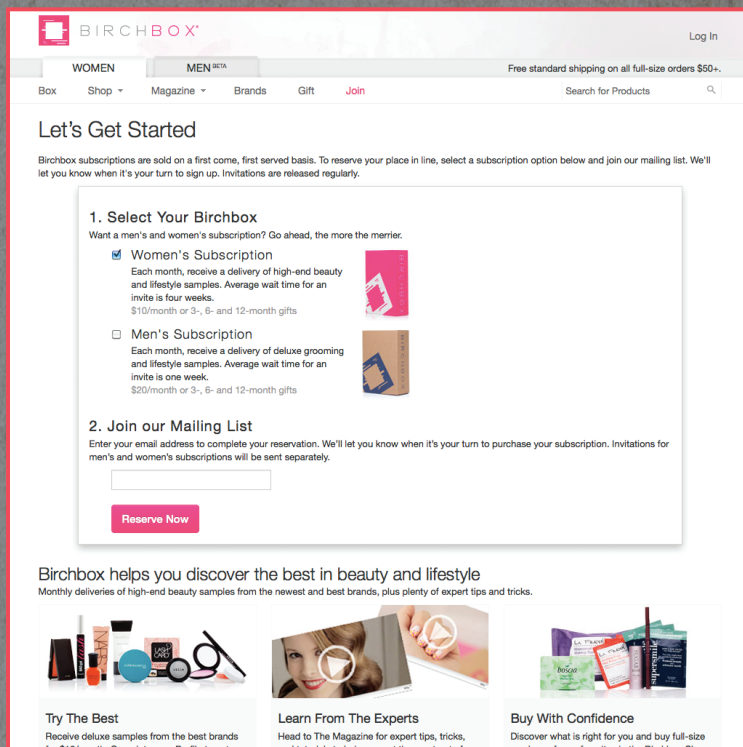
Home



Store



About



Join

MONTHLY SAMPLE SERVICE

COMPARATIVE PRODUCT RESEARCH

Bespoke Post:

<http://bespokepost.com>

Social media:

Facebook, Twitter

Product type:

Exclusive, unheard of lifestyle products.

Delivery device:

Branded white shipping box.

Quantity of items:

2 – 5

Cost:

\$45/month

Survey of the functionality or features:

Ability to decline that months box

Search

Referral Program (\$10 off)

FAQ

Blog

Prospective businesses section

Evaluation of the user requirements off of which you assume the product is based:

User that is looking for the newest and most unique masculine products.



Strengths of usability:

Social interactivity. Well organized, and direct messaging. Simple, clean design. Slim page width allows for wider audience compatibility.

Weaknesses of usability:

Requires email to view basic site. Routing navigation hid below the fold. Main Navigation at the bottom of the page.

Interaction model:

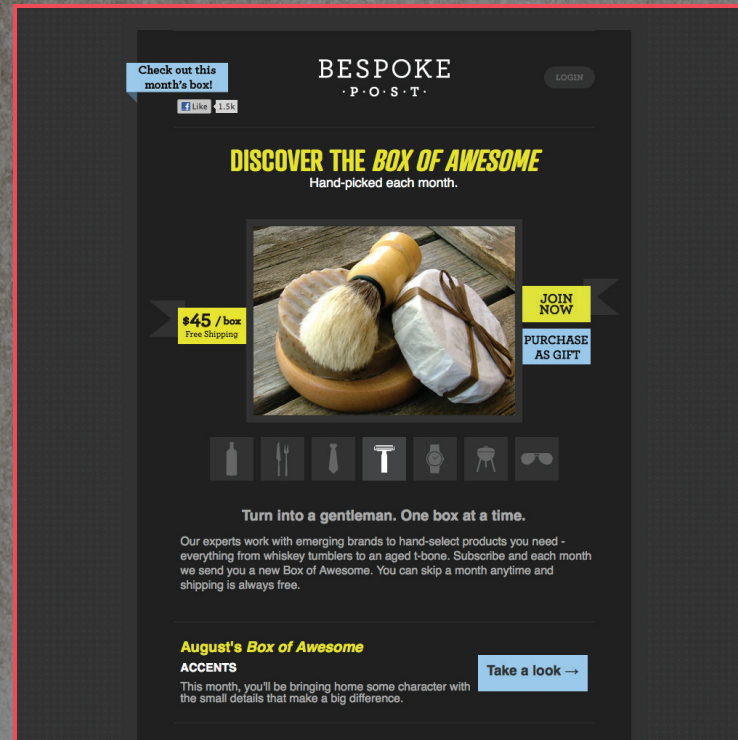
Internet Application; No mobile-friendly interface, no mobile app.

Visual design:

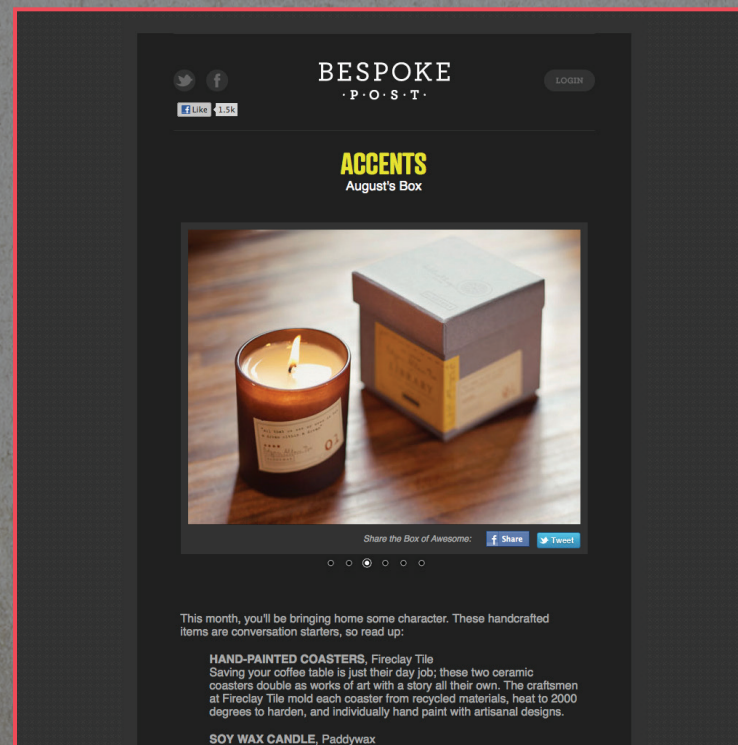
Branded simply and beautifully. Simplified color palette with excellent attention grabbing accent colors. Too many fonts/weights.

How this service / product relates to your project:

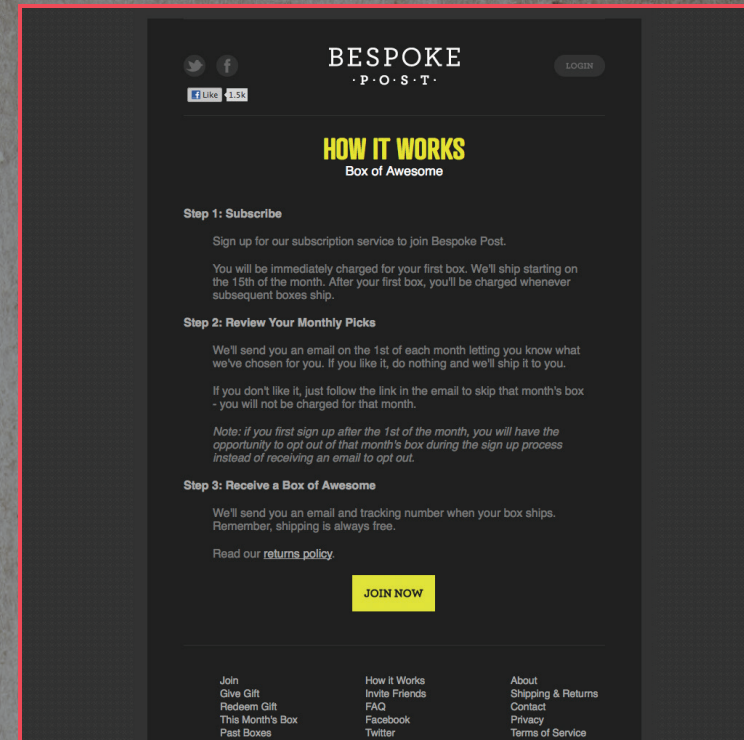
This company generates monthly selections for their subscribers of the best new and hard to find products, and allows the user to choose whether or not to participate, each month.



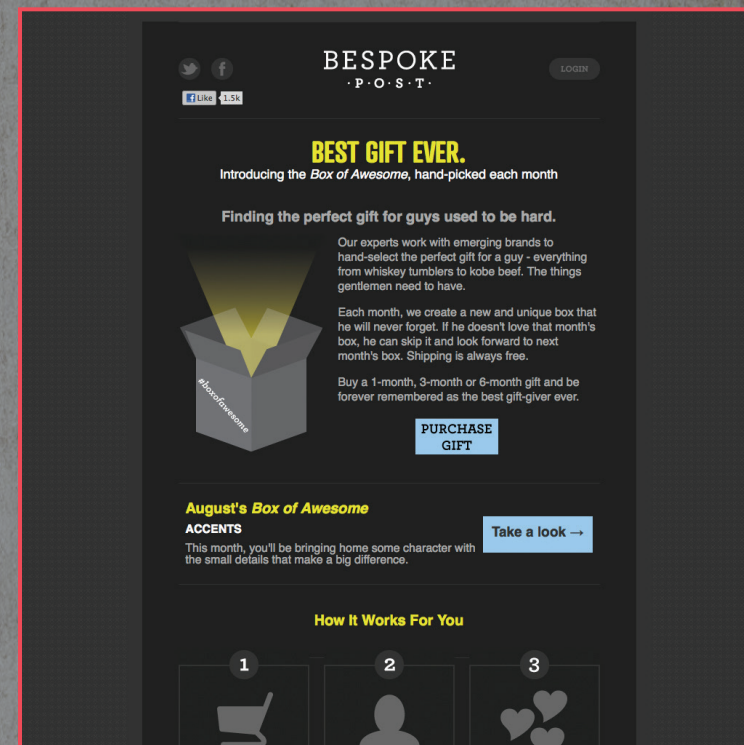
Home



This month's box



How it works



Gift

COMPARATIVE PRODUCT RESEARCH

Conscious Box:

<http://consciousbox.com>

Social media:

Facebook, Twitter, Google+, Pinterest

Product type:

Pure, sustainable, eco-friendly household and food products.

Delivery device:

Recyclable, square brown box.

Quantity of items:

10 – 20

Cost:

\$19/month, \$54/3 months, \$64/6 months

Survey of the functionality or features:

Social Media Integration

FAQ

Prospective businesses section

Evaluation of the user requirements off of which you assume the product is based:

User that is worried about “greenwashing,” and looking for the best environmentally friendly products available.



Strengths of usability:

Social media integration. Ease of sign-up. Mission statement clearly defines purpose.

Weaknesses of usability:

No product listing. No company listing. No purchasable goods. Repetitive pages listed under different link names.

Interaction model:

Internet Application; JavaScript sections buggy on mobile device, no mobile-version or mobile app.

Visual design:

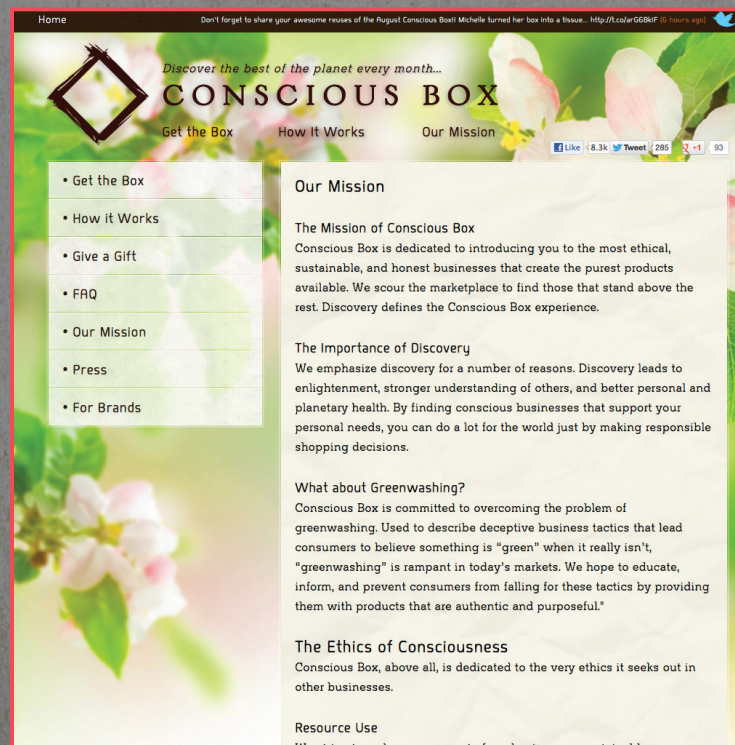
Large design elements used to disguise lack of content. Overly-busy background hides navigation elements. Unoriginal landmark, and no conceived color palette or grid system.

How this service / product relates to your project:

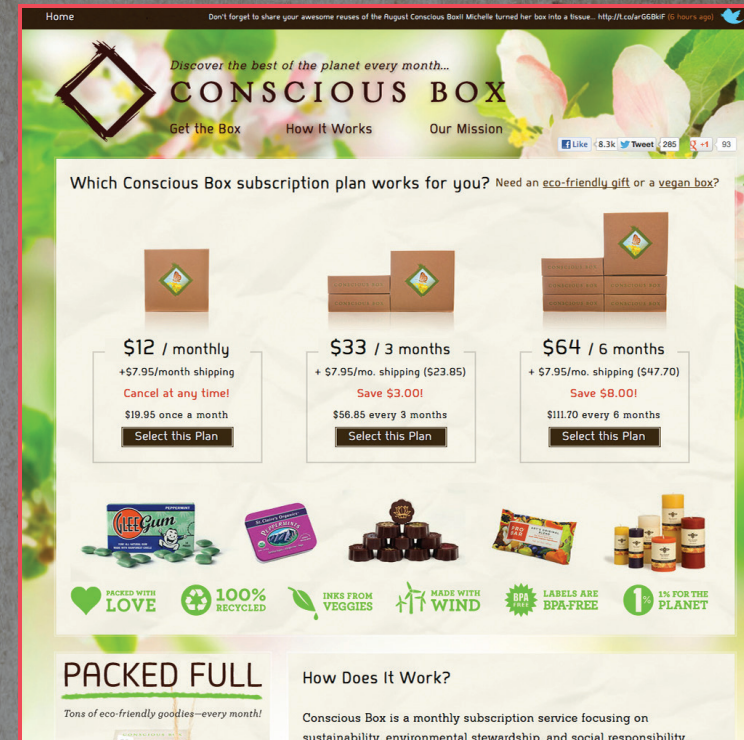
This company generates monthly selections of environmentally friendly products that provide participants with samples from honestly green companies.



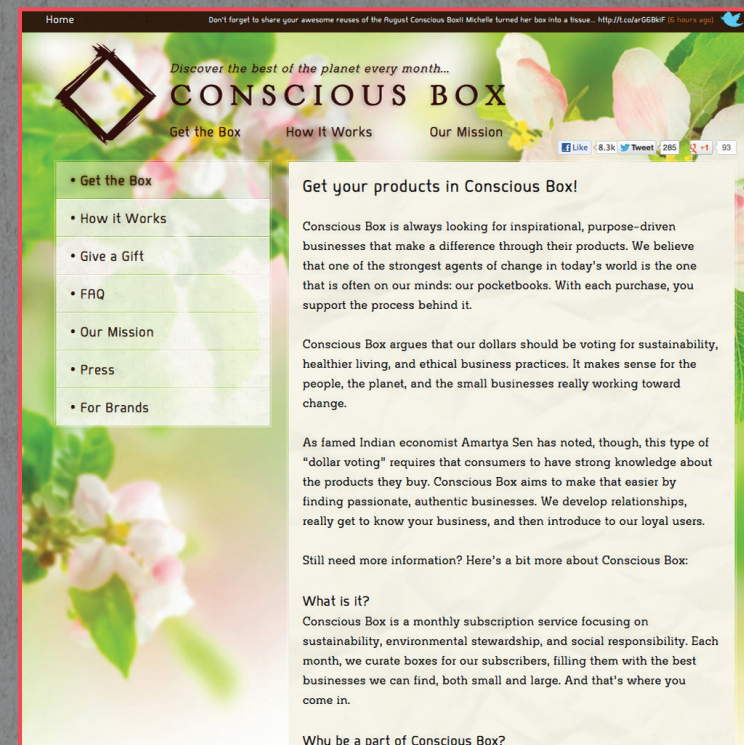
Home



Mission statement



How it works



Interested brands

COMPARATIVE PRODUCT RESEARCH

Love with Food:

http://lovewithfood.com

Social media:

Facebook, Twitter

Product type:

Unique, hard-to-find tasty bites.

Delivery device:

Rectangular red box.

Quantity of items:

8 – 10

Cost:

\$12/month, \$66/6 months, \$120/year

Survey of the functionality or features:

Search

Integrated store.

Purchased items raise money to fight hunger.

Exclusive discounts on full-sized items featured each month.

Purchase and feedback point-system, for free products.

FAQ

Blog

Prospective businesses section



Evaluation of the user requirements off of which you assume the product is based:

User that is looking for the newest taste sensations, with a propensity towards charity.

Strengths of usability:

Large product photography. Rating system. Detailed Search. “Bread-crum” category navigation.

Weaknesses of usability:

Multiple nested-navigation sections. No prominent social interactivity.

Interaction model:

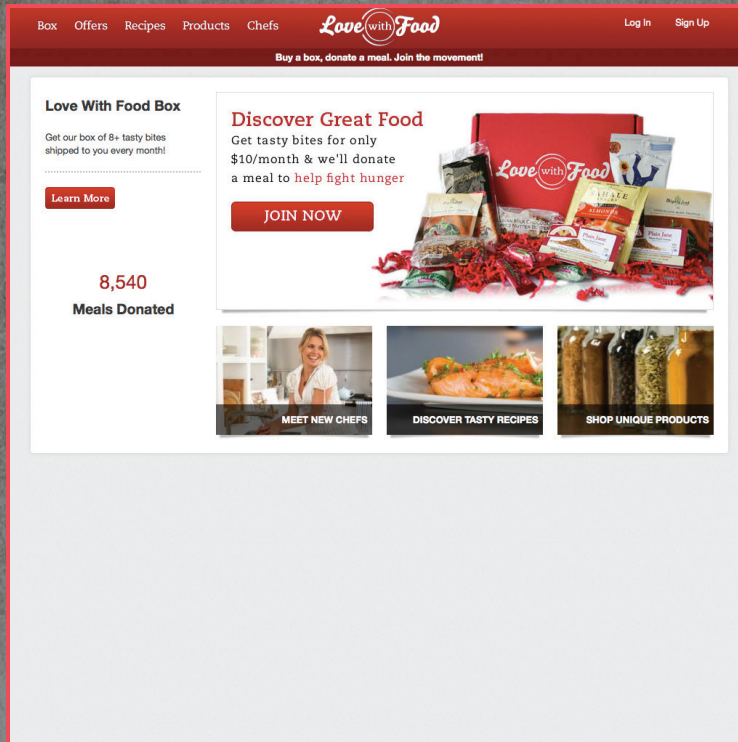
Internet Application; No mobile-friendly interface, or mobile app.

Visual design:

Mildly branded, bulky composition, overly separated and emphasized design elements.

How this service / product relates to your project:

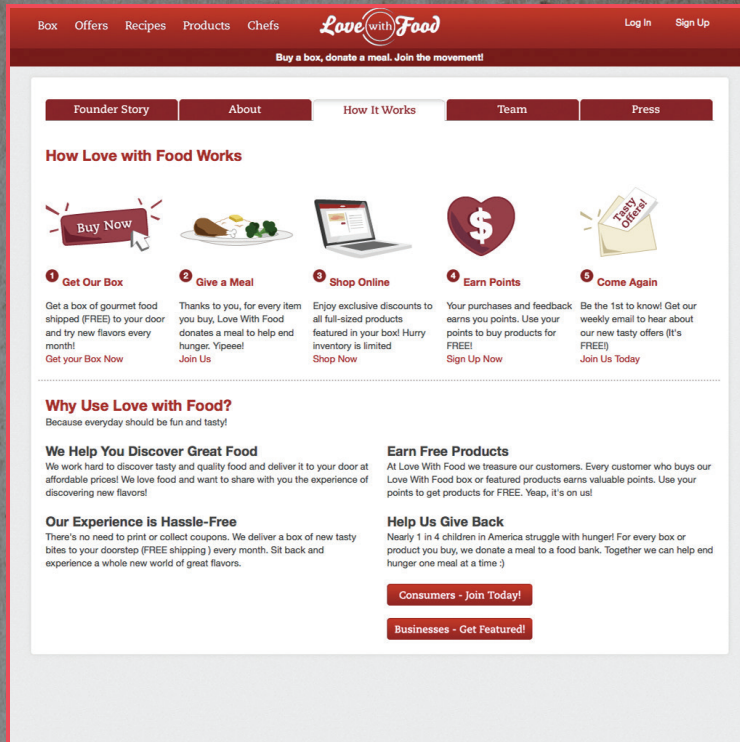
This company generates monthly selections of food products that provide participants with a cross-section of new and innovative samples.



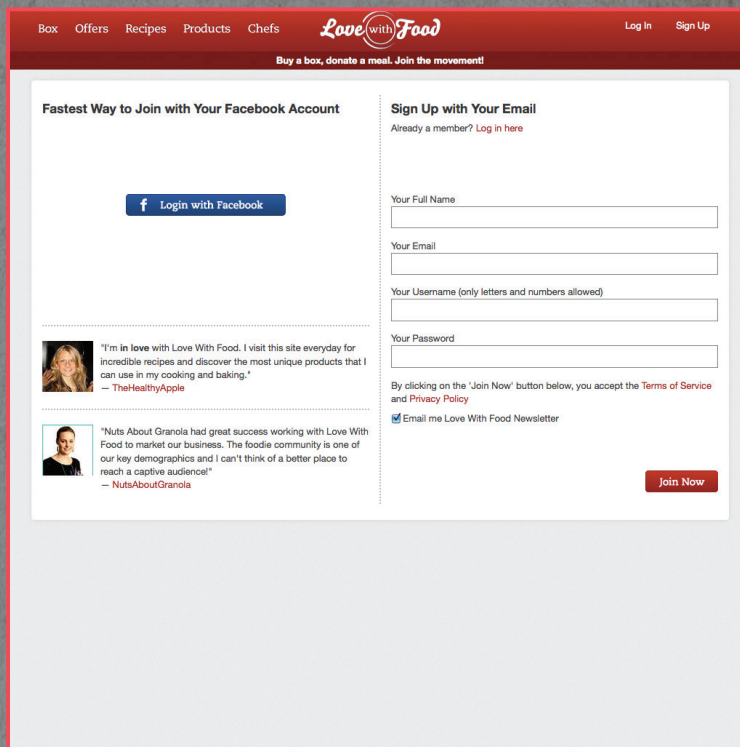
Home



Offers



How it works



Join

COMPARATIVE PRODUCT RESEARCH

Pawalla:

http://pawalla.com

Social media:

Facebook, Twitter, Pinterest, Google+, YouTube

Product type:

Hand-picked pet-related items.

Delivery device:

Rectangular standard Brown box with 1-color printing.

Quantity of items:

4 – 5

Cost:

\$26/month

Survey of the functionality or features:

Targeted products, through customer profiles

Referral Program

FAQ

Blog

Evaluation of the user requirements off

of which you assume the product is based:

User that is looking for the best quality, healthy pet products.



Strengths of usability:

Structured composition, with defined design elements. Elements of service are explained thoroughly.

Weaknesses of usability:

Lengthy copy in prominent placement and a wide variety of type choices creates turbulence among the site's hierarchy. Photography, though appealing, takes dominance over the sites composition.

Interaction model:

Internet Application; No mobile-friendly interface, no mobile app.

Visual design:

Branded well with a mature color palette. Too many differing font weights and sizes.

How this service / product relates to your project:

This company generates user tailored monthly selections of pet products that provide participants with a cross-section of new and high-quality samples.



Home



Blog



How it works



Join

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	×	×	×	×	×	—	×

PROJECT PLAN

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
									MIDPOINT REVIEW		
VACATION	WNM 663 ADV TOPICS IN MOTION GRAPHICS				VACATION			GS 610 BALANCING CREATIVE & PROFIT			
	GS CROSS CULTURAL UNDERSTANDING							WNM 622 DIGITAL CAPTURE			
	RESEARCH AND COLLECT FURTHER STUDY MATERIALS INCLUDING HOW-TOS				INVESTIGATE OUTSIDE INTERNSHIPS			CMS BACKEND & DATABASE RESEARCH			
VACATION	WNM 801-13 GDS SCRIPTING MOBILE APPLICATIONS				VACATION			WNM 801 OL13 MS: GDS: RESPONSIVE WEB			
	WNM 801-9 GDS USER EXPERIENCE 1							WNM 801 OL8 MS: GDS: CMSs			
	BEGIN CREATING SMALLER APPLICATIONS BASED ON MAIN FEATURES				BEGIN DATABASE DESIGN						
	INITIAL USER TESTING				QUALITATIVE USER TESTING			USER TESTING		DEBUG / REFINE	
	INITIAL MOBILE PROTOTYPE / POC				REFINE TONE PROFILE RESEARCH			BEGIN WEB, & REFINE MOBILE, PROTOTYPE / POC			
					REFINE MOBILE PROTOTYPE / POC						
VACATION	WNM 801-10 GDS VISUAL DESIGN				GLA 610 BALANCING CREATIVITY			FINAL REVIEW			
	WNM 801-19 GDS USER EXPERIENCE 2										
	FINALIZE DATABASE, IMPLIMENT PHP/MYSQL				FINALIZE ALL INTERACTIVE ELEMENTS			COMPLETE ALL REMAINING ELEMENTS			
	USER TESTING		DEBUG / REFINE		FINAL USER TESTING			DEBUG / REFINE			
	FINAL DESIGN DRAFT				FINAL DESIGN						

STOMPBOX Project Plan

Updated: Dec 8, 2013

This plan may change with alterations to projected application development, availability of classes, and development progress as it pertains to skills advancement and availability.

TARGET AUDIENCE

The intended primary target audience for the STOMPBOX monthly sample service would include both male and female music-industry professionals, around the typical performers age; 18 – 45. While a specific geographic location is undefined, the developed application will require users to understand English. Conceptualized as a personalized application with quick-populating dynamic information, STOMPBOX will require a moderate understanding and familiarity with both web applications, and common purchase interfaces. Secondary audiences would include less active music-industry associates, including students and recent professional upstarts. A tertiary audience would include those less involved in the industry, such as hobbyists.

PERSONA 1; PRIMARY AUDIENCE



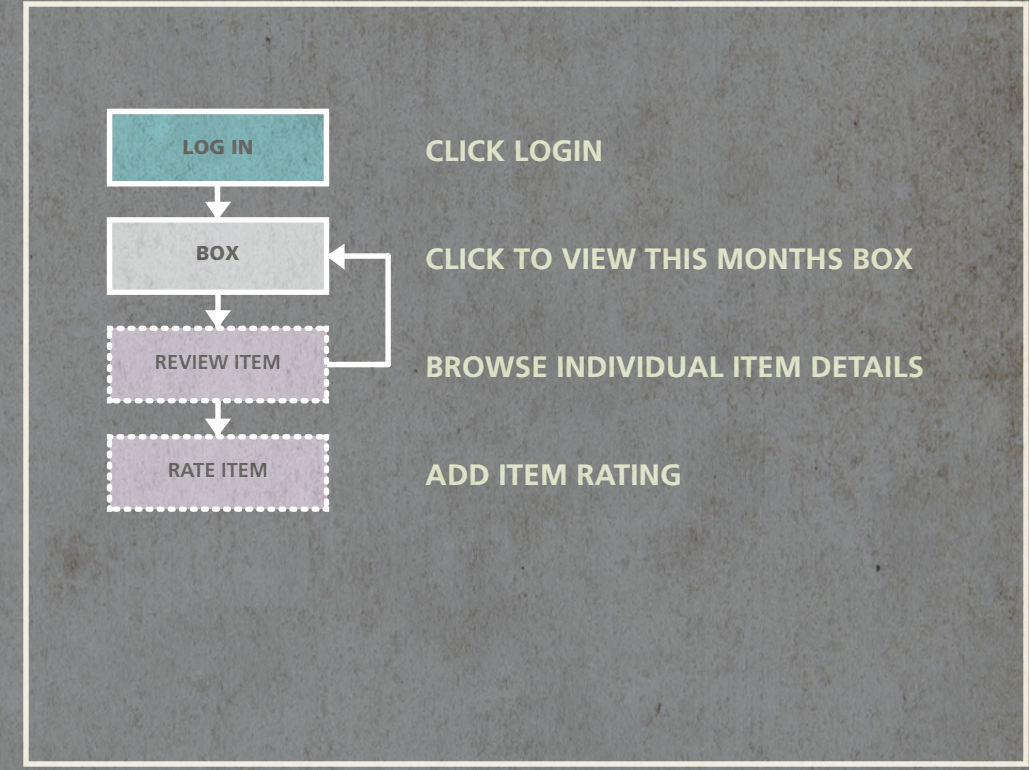
Name: Ernie Halter
Age: 37
Gender: Male
Location: Los Angeles, CA
Education: BM
Disabilities: None

Occupation: Professional Musician/Composer
Primary Instrument: Keys and 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

As an internationally touring performer, a regular in the studio—both with his own music and contributions to others—and a multi-instrument performer, Ernie needs to constantly monitor his tonality, timbre and sound, to stay current with trends. A true road-warrior, it has become increasingly difficult to provide for every possible audio signature while performing live. Consequently, these tonal requirements demand frequent purchases of the newest trending gear. Ernie likes learning about and sampling what is new in the industry, and being able to purchase and apply those discoveries to his next project.

REVIEW NEW PRODUCTS IN THIS MONTHS BOX



PERSONA 2; SECONDARY AUDIENCE

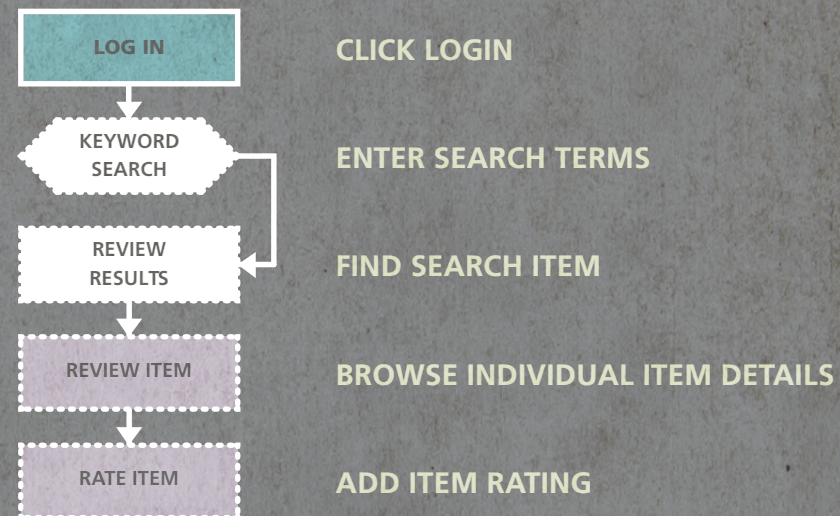


Name: Julia Easterlin
Age: 20
Gender: Female
Location: Boston, MA
Education: College Enrolled
Disabilities: None

Occupation: Student of Professional Music, Berklee Primary
Instrument: Voice
Income: \$15,000
Industry Experience: 2 years

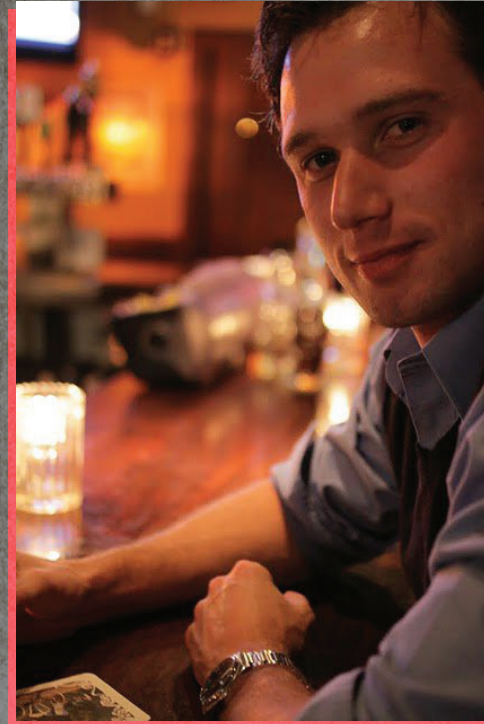
Hardware: MacBook Pro; iPhone 3GS
Operating System: OSX 10.6; iOS 4.2
Browser: Safari, Firefox
Computer Experience: 15 years

RATE COLLEGE OF MUSIC RECOMMENDED ACCESSORY



Music has always been a passion for Julia, and nothing made her happier than to be accepted into the Berklee College of Music Performing Arts program. Though she has established Voice as her main instrument, the structured first few years of the program require Julia to make additional instrument purchases for classes such as Theory and Composition. Before making these purchases, Julia can investigate her desired sound through the useful tutorial videos, and jargon-free item descriptions available to all of the members of STOMPBOX.

PERSONA 3; 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

SHOP FOR NEW GUITAR STRAP



As a hobbyist, Joe practices his craft when he has time away from his normal, busy life. His purchasing needs are more narrowed than a professional, but he is always interested in newest trends and loves to see what his favorite artists are using to elevate their sound. Being a conscientious spender with a busy lifestyle, Joe enjoys the more intimate process of being able to sample his music accessories in the comfort of his own home before making a larger purchases.

USER REQUIREMENT ANALYSIS

GOAL

The application will strive to find the best product to suit the users personal sound-profile as well as musical needs, through the analysis of personal profile data, community reviews and personal interactions with product samples.

STAKEHOLDERS

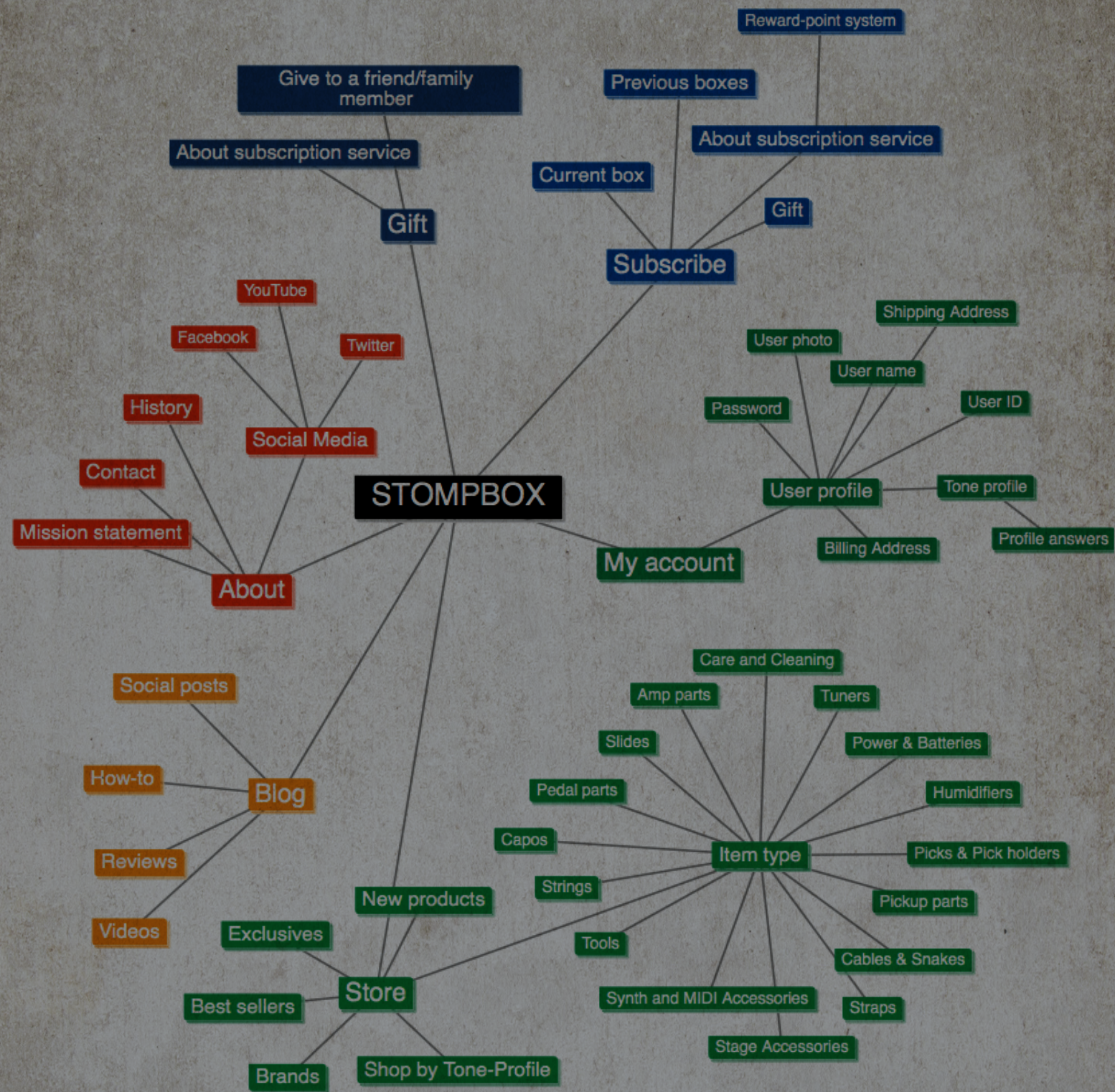
Users who are looking for a better way to shop for music accessories. Target audience includes hobbyists, amateurs, and professional musicians.

USER REQUIREMENTS

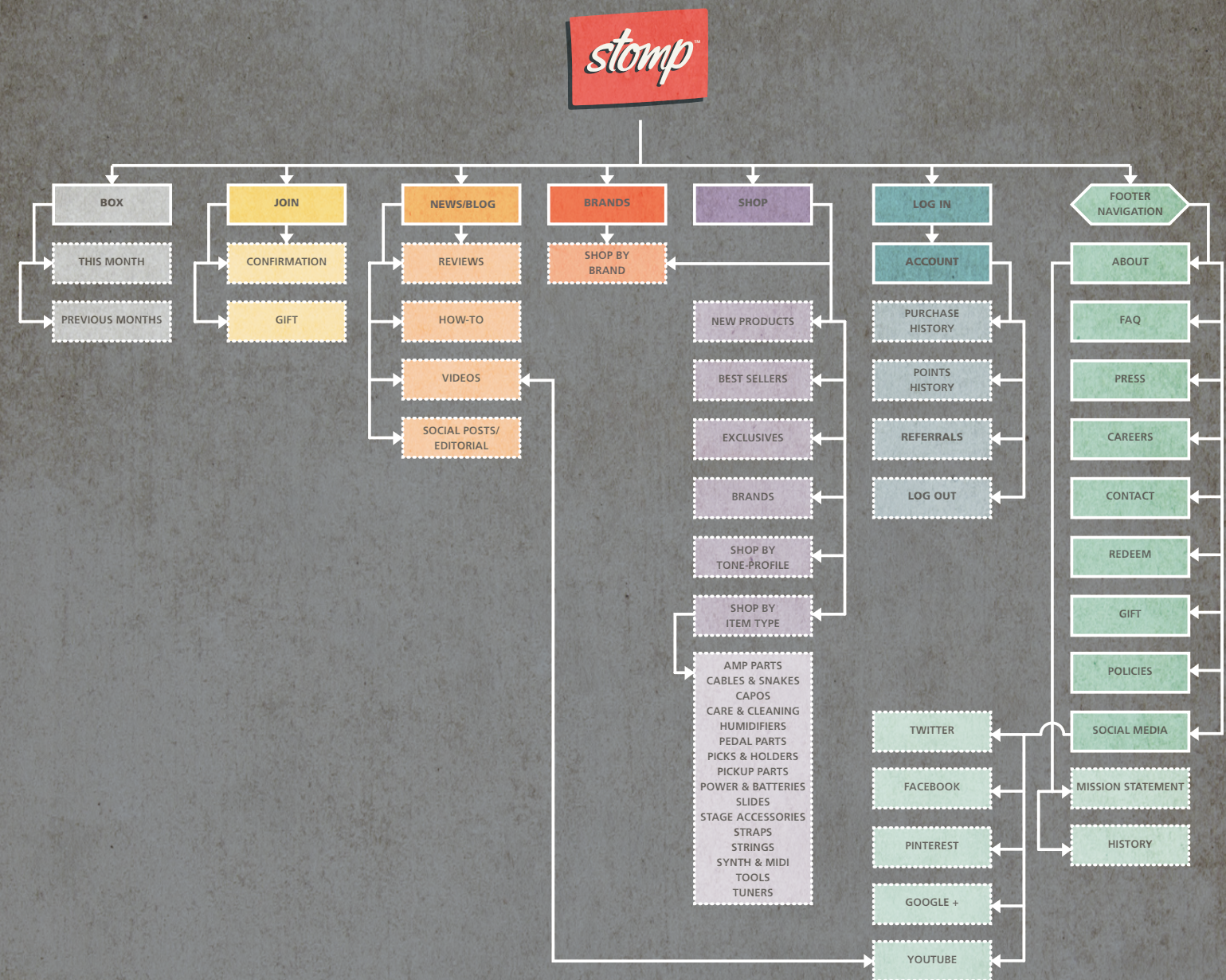
1. Application shall be designed for tablet usage
2. A user log-in screen shall be included.
3. A user registration screen shall be included.
4. Navigation paths shall include primary, secondary and tertiary levels as needed.
5. Primary navigation shall include, but is not limited to drop-down menus, input and search fields with action buttons.
6. Secondary navigation shall include, but is not limited to a log-in link, log-out link, registration link, social media links.
7. Tertiary navigation shall include, but is not limited to, courtesy navigation, terms of use.
8. STOMPBOX logo will link to home page.
9. Each user will be given a unique user profile that establishes their individualized tone-profile.
10. Tone-profile will be determined through user preference of:
 - a. Type of music
 - b. Style of attack (e.g. percussive, delicate, or heavy)
 - c. Type of tone (e.g. mellow, bright, bold or brash)
 - d. Age
 - e. Location
 - f. Personal musical concerns (e.g. lack of knowledge, physical restrictions)
 - g. Player level (e.g. hobbyist, amateur, pro)
 - h. Interest in trends (e.g. what is new vs. tried and true)
 - i. Typical venue size
 - j. Quantity and length of typical sets (e.g. three sets, 40 minutes each)
11. Upon subscription, users will receive customized sample packages based on their individualized tone-profile

12. Application will feature a standard shopping interface, allowing users to:
 - a. View item photography
 - b. Review audio samples
 - c. Choose product options
 - d. Select quantity
 - e. Purchase directly
 - f. Leave a review
13. Application will offer a rewards program, offering discounted products in exchange for user feedback.
14. Application will include a blog that will feature:
 - a. New product and feature articles
 - b. Supporting audio and video recordings
15. Application will include a page to define all product brands.
16. Application will include integrated social media sharing where applicable.
17. The site shall offer a subscription option to join a mailing list.

GRAPHIC MIND MAP



INFORMATION ARCHITECTURE



WIREFRAMES: WEB

STOMPBOX
Logo

BOX

SHOP

BRANDS

NEWS

JOIN

Log In / Register

youremail@website.com

password

LOGIN

STOMPBOX
Logo

BOX

SHOP

BRANDS

NEWS

JOIN

Log In / Register

NEW PRODUCTS

BEST SELLERS

EXCLUSIVES

BRANDS

Shop by tone-profile

Shop by item type

GET YOUR STOMPBOX TONE.

SHOREDITCH BANGALORE TRY-HARD SMALL BATCH LEGGINGS BRUNELLO MAGLI T-SHIRT MARFA SARTORIAL WOLF NARWHAL SRIRACHA.

LEARN MORE

Brand Logo

Brand Logo

Brand Logo

Brand Logo

Brand Logo

INSTANT REWARDS

Put a bird on it bicycle rights 90's semiotics, sustainable whatever tumblr vice echo park jean shorts helvetica gentrify locavore.

SHOP NOW

THE MAGAZINE

Thundercats wayfarers pour-over literally, terry richardson portland authentic mixtape. Leggings echo park deep v mumblecore.

READ MORE

THE PERFECT GIFT

Put a bird on it bicycle rights 90's semiotics, sustainable whatever tumblr vice echo park jean shorts helvetica gentrify locavore.

GIVE A GIFT

Shoreditch picked flannel terry richardson PBR, tousled twee umami street art leggings. Meggings semiotics truffaut food truck Austin, brooklyn bicycle rights odd future scenester tattooed.

From our blog

Find us! We're Social!

CONTACT US

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

© 2013 STOMPBOX | MADE IN LA

Home

STOMPBOX
Logo

BOX

SHOP

BRANDS

NEWS

JOIN

Cart (7) FirstName

BACK TO SHOP

VIEW ALL ACCESSORIES

ACCESSORIES

NEW (1)

PRICE

Sort by: RECOMMENDED

16 ITEMS | VIEW ALL | PAGE 1 2 3

ACCESSORIES

FULL ITEM NAME \$PRICE

FULL ITEM NAME \$PRICE

FULL ITEM NAME \$PRICE

FULL ITEM NAME \$PRICE

FULL ITEM NAME \$PRICE

FULL ITEM NAME \$PRICE

FULL ITEM NAME \$PRICE

FULL ITEM NAME \$PRICE

FULL ITEM NAME \$PRICE

FULL ITEM NAME \$PRICE

Sort by: RECOMMENDED

16 ITEMS | VIEW ALL | PAGE 1 2 3

Shoreditch picked flannel terry richardson PBR, tousled twee umami street art leggings. Meggings semiotics truffaut food truck Austin, brooklyn bicycle rights odd future scenester tattooed.

From our blog

Find us! We're Social!

CONTACT US

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

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Shop

STOMPBOX
Logo

BOX

SHOP

BRANDS

NEWS

JOIN

Cart (7) FirstName

REWARD POINTS

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

CURRENT EXCHANGE RATES:

EACH \$1.00 SPENT WILL EARN 1 REWARD POINT(S).

EACH EARNED REWARD POINTS RECORD EXPIRES IS 365 DAYS.

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

PUT A BIRD ON IT BICYCLE RIGHTS 90'S SEMIOTICS, SUSTAINABLE WHATEVER TUMBLR VICE ECHO PARK JEAN SHORTS HELVETICA GENTRIFY LOCAVORE. PUT A BIRD ON IT BICYCLE RIGHTS 90'S SEMIOTICS.

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

Shoreditch picked flannel terry richardson PBR, tousled twee umami street art leggings. Meggings semiotics truffaut food truck Austin, brooklyn bicycle rights odd future scenester tattooed.

From our blog

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Reward Points

stomp

STOMPBOX

27 | 28

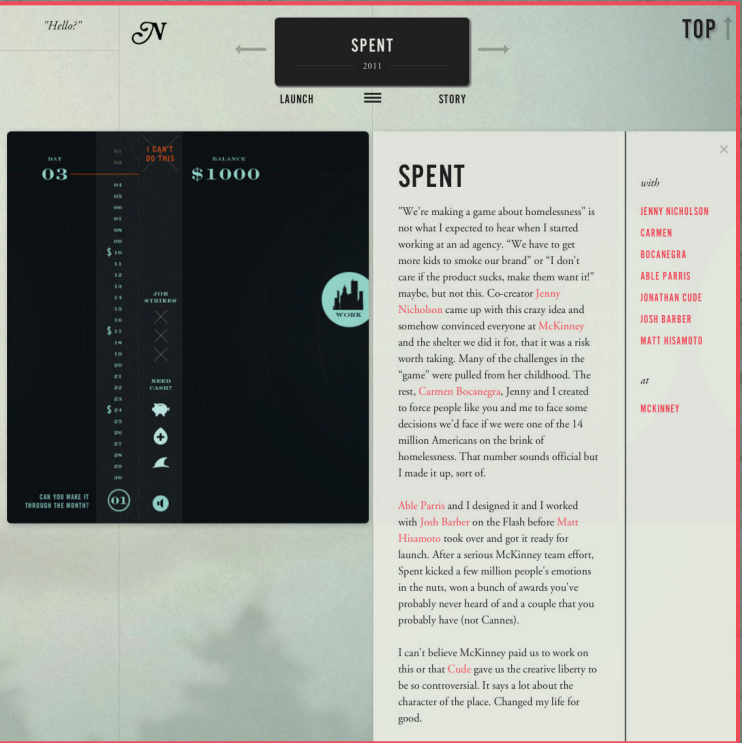
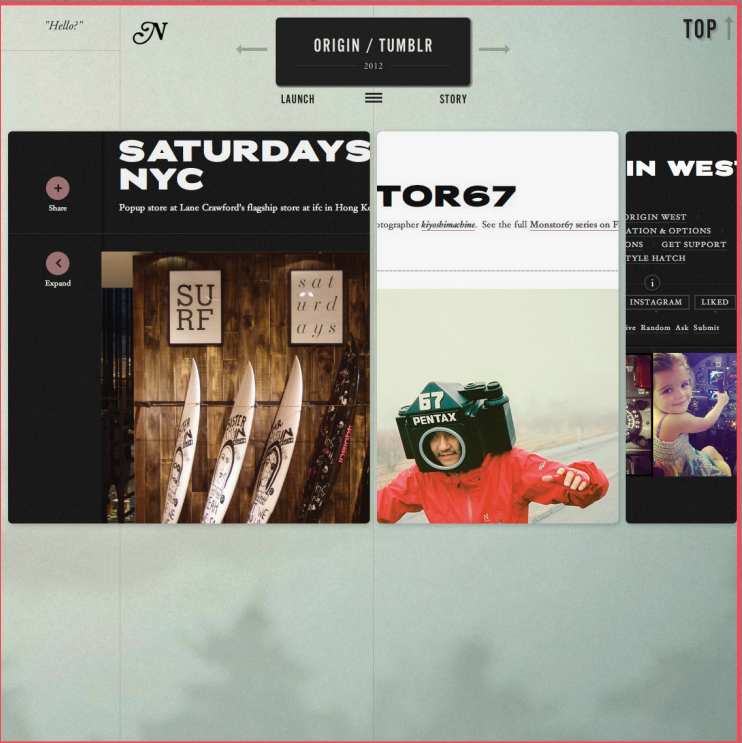
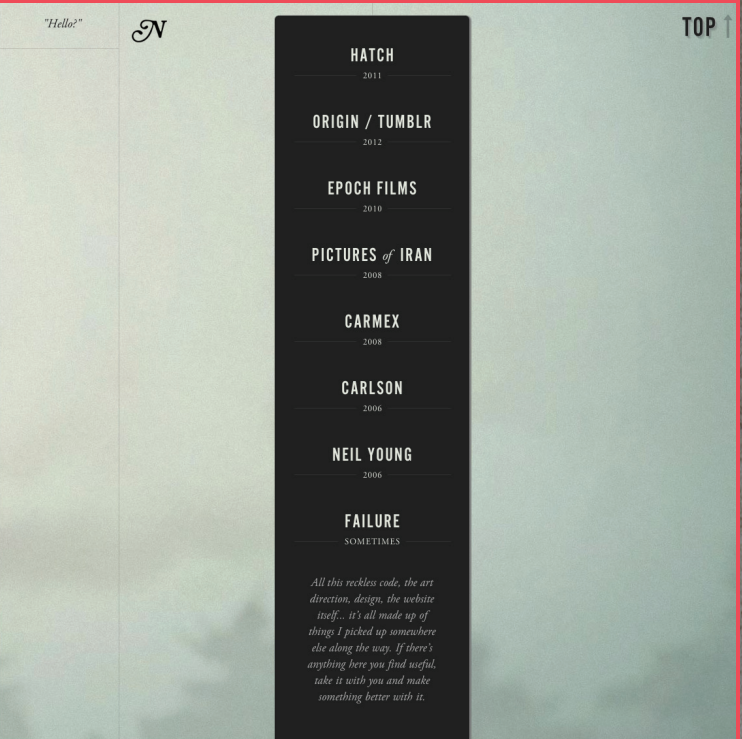
MONTHLY SAMPLE SERVICE

COMPARATIVE DESIGN ANALYSIS

Nick Jones: Narrow Design
http://www.narrowdesign.com

The innovation in design really caught my eye, both in the dragging interaction and the various kinds of play with scrolling content. However, the scrolling properties within the individual portfolio pieces can be a little jarring and disorienting at times. It's difficult to get a sense of the project as a whole without clicking further.

I rather enjoyed the somewhat dismal value in the overall presentation of Jone's site, as it really helped entice an emotional response from the viewer. The medium-light gray values allow the work to jump from the page, while it's green tint helps to vibrate and pop the bright red through their complimentary color relationship. The drastic change in value immediately draws attention to highlighted content.



COMPARATIVE DESIGN ANALYSIS

Basil Gloo; Home

<http://basilgloo.com>

The playful interaction of Basil's site really grabbed my attention. I think quite often we forget to have fun in our industry, and here, Mr. Gloo easily laughs off the business world without becoming too kitschy.

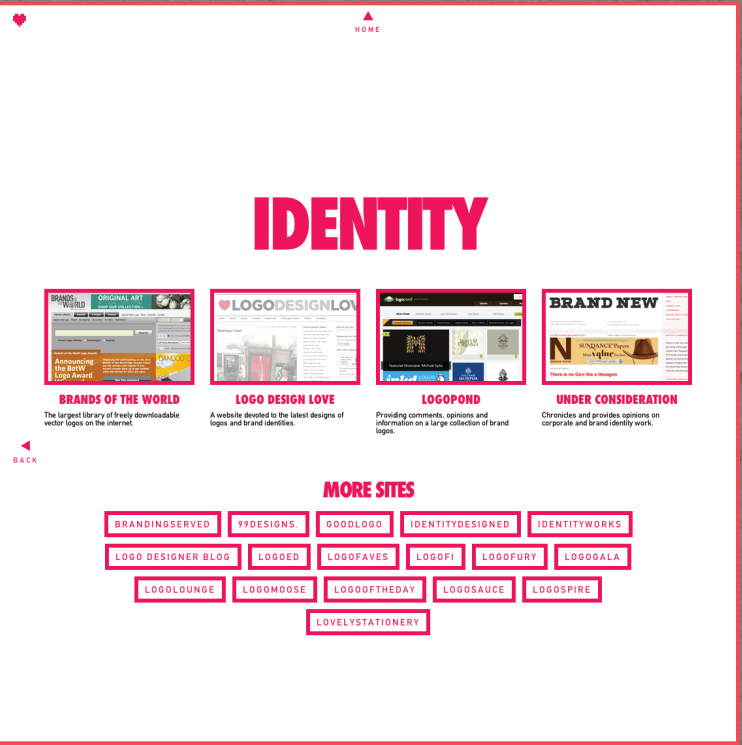
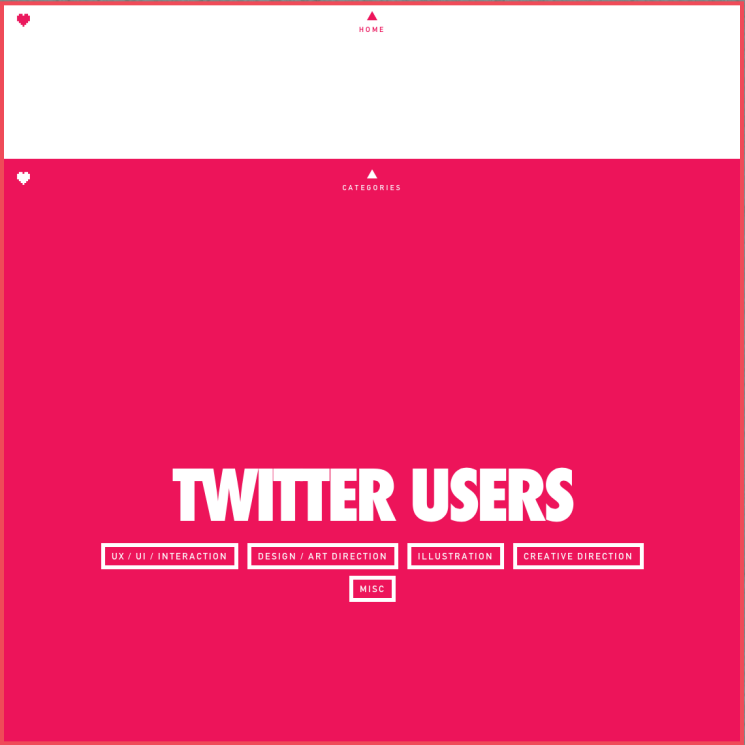
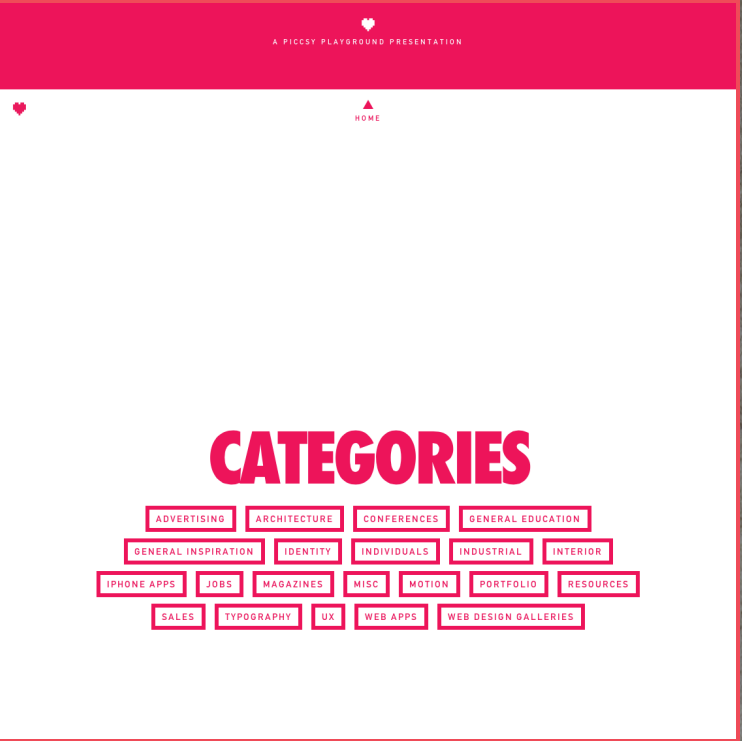
Similar to Narrow Design, Gloo takes advantage of a subtle complimentary relationship between the green and red hues within his palette. He allows the warmer tones to sing through a sea of green texture, with added grit that helps create an emotional response. With a bit of a nü-retro knod, Basil constructs clever iconography and wonderful typographical elements that become strong visual pieces, rather than overly-simplified body-copy.



Piccsy: Everything you need to...
http://www.piccsy.com/everything-design

It’s hard to ignore the magenta that Piccsy has used in their design. Similar to Narrow Design, it was the scrolling interaction of this portal that really drew me to it. An exercise in simplicity, there is very little content involved in this presentation, and it still exceeds standard presentation.

Though the intensity of the color may make it may be difficult to look at for too long, and the value’s may not translate well depending on the user viewing the page, I still found this page quite engaging. It’s the little things that really draw my attention: The way the navigation pops up, the forced justified composition of the text, and the almost clumsoromely prominent outlined, square, button navigation.



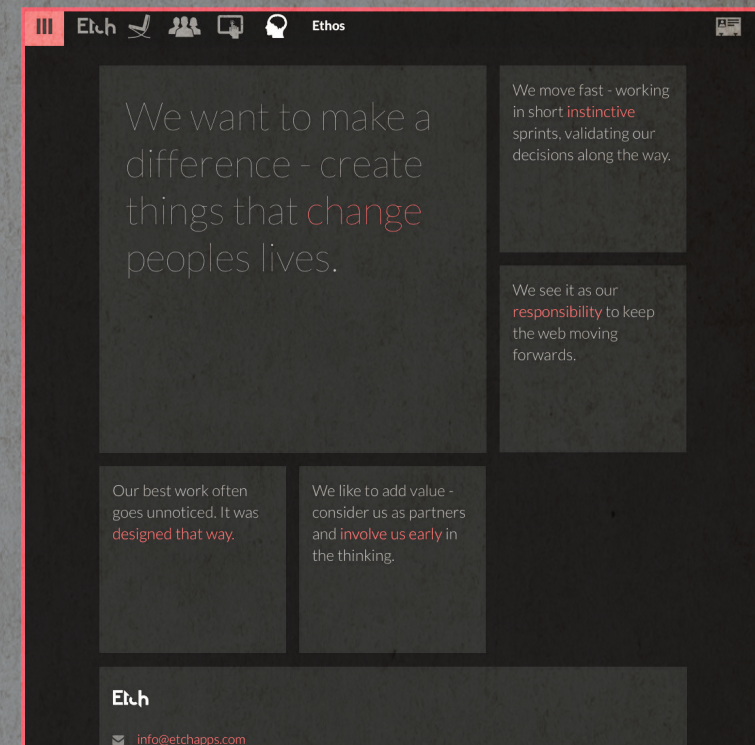
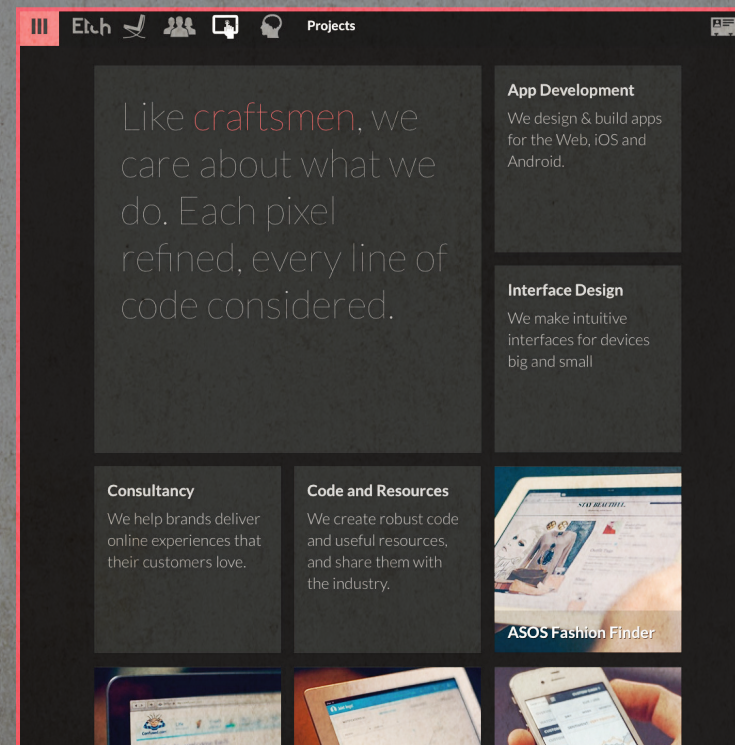
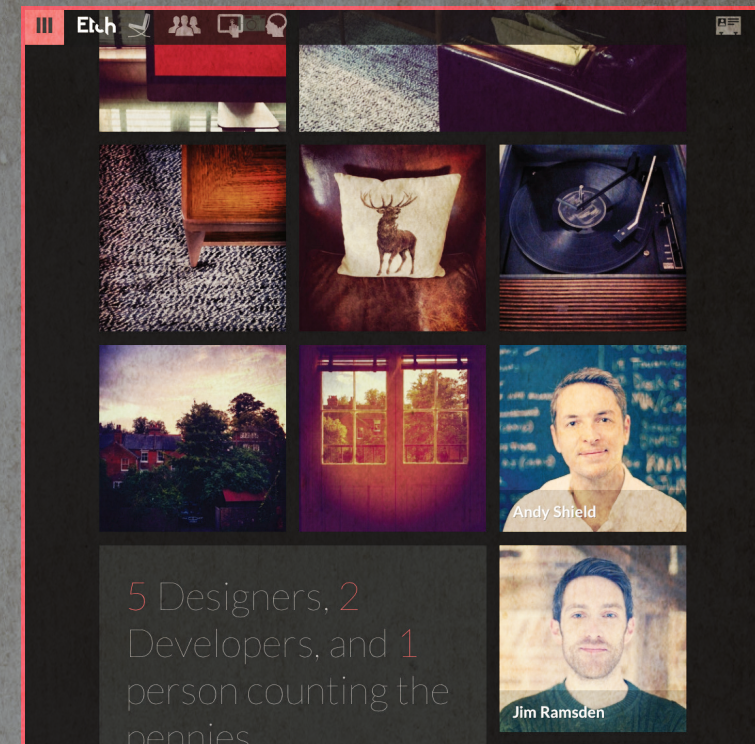
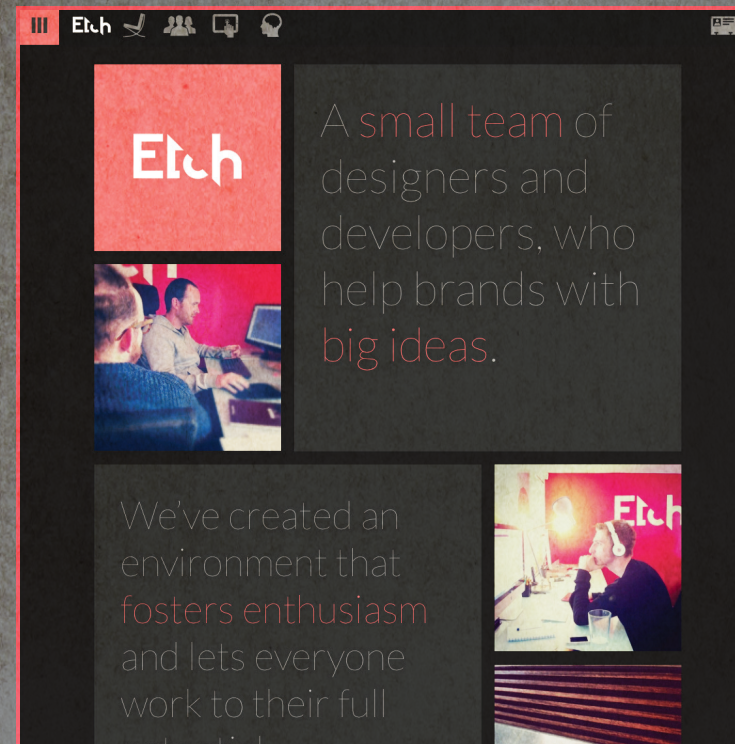
COMPARATIVE DESIGN ANALYSIS

Etch Apps: Home

<http://etchapps.com>

The strong grid-system, and simplified puzzle-like pod structure really stand out as the dominant feature of the Etch Apps home page. Initially all of the content is spread throughout the index page, but it can be simplified and restructured through the navigation at the top.

All of the imagery within the site is shot and developed to have a very specific lighting and graphic presentation, which aids in the cohesive nature of the site. And their simplistic use of typography helps limit the amount of “work,” a user may perceive within the design structure. A simplistic palette, and darkly-valued background allows content to boldly display itself.



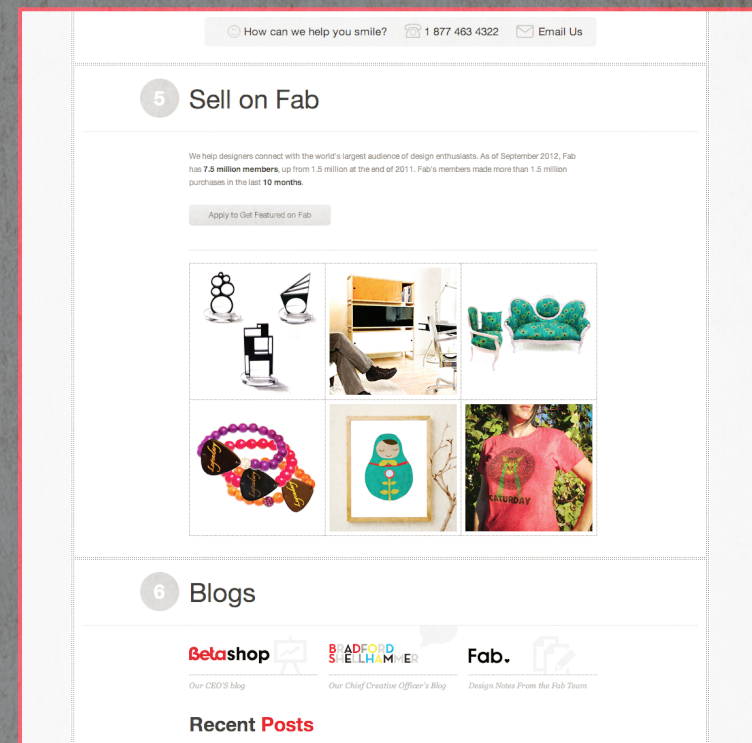
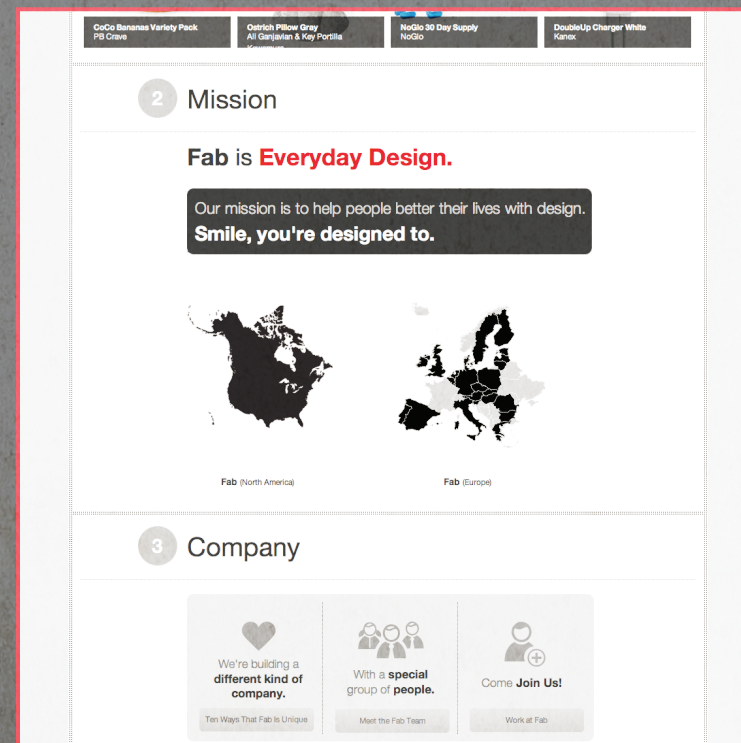
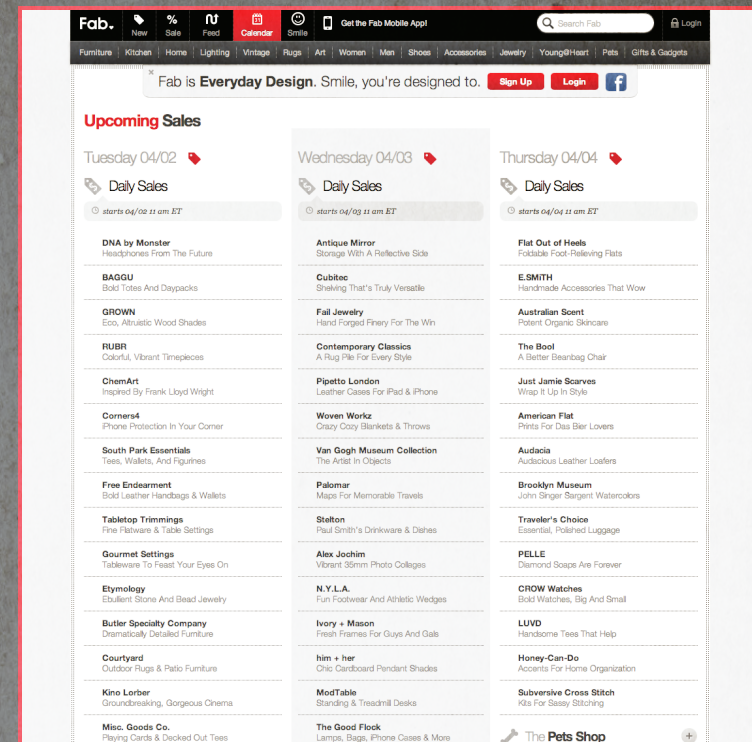
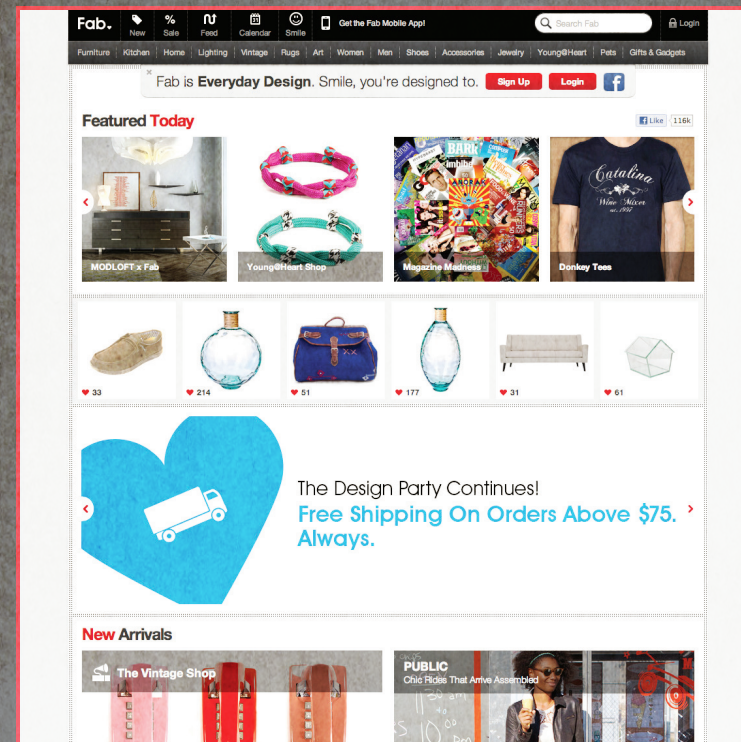
COMPARATIVE DESIGN ANALYSIS

Fab: Home

http://fab.com

A beautifully design website, Fab stands as one of the few up-and-coming consumer sites that breaks the mold from the traditional "Let's follow what Amazon is doing," mentality.

A wonderfully organized visual presentation through proper use of grid-systems and careful alignment allow the imagery to become individualized, without quickly becoming a disgusting coupon-flier, or Sunday circular. The imagery is carefully chosen, and the product line is specifically edited to speak to their audience. Everything within the realm of their design is carefully considered and nothing is added frivolously. Similar to many of the previously mentioned sites, Fab has chosen a subdued main palette, with one strong accent color, which allows the content to be king, and gets the design out of the way of the message.



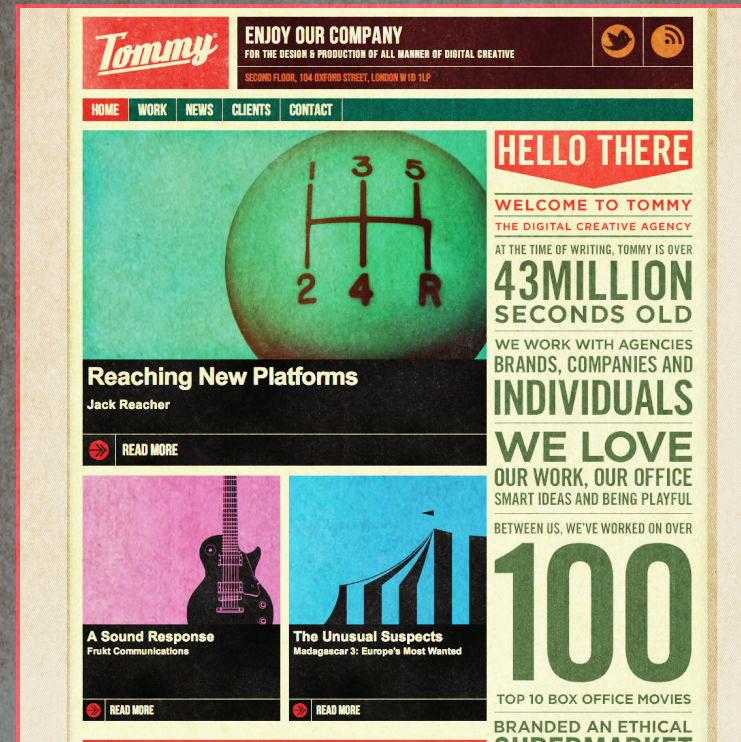
COMPARATIVE DESIGN ANALYSIS

Tommy: Home

<http://www.thisistommy.com>

Tommy has the start of the aesthetic I was going for within STOMPBOX. A bit of grit and grime, a lot of rock-and-roll, but with the structure and control that are required of a content-based site. Though, the color-scheme may be a bit hard to swallow, it takes a bold stance, that doesn't apologize for it's choices, and owns it.

A common theme of many of these sites, Tommy uses a complimentary palette, on top of a more muted and subdued background. The typography, similar to that of Piccsy, many of the designs make use of forced-justified text, reminiscent of retro event posters, which, when used properly, really help scream the intent of the written word.



COMPARATIVE DESIGN ANALYSIS

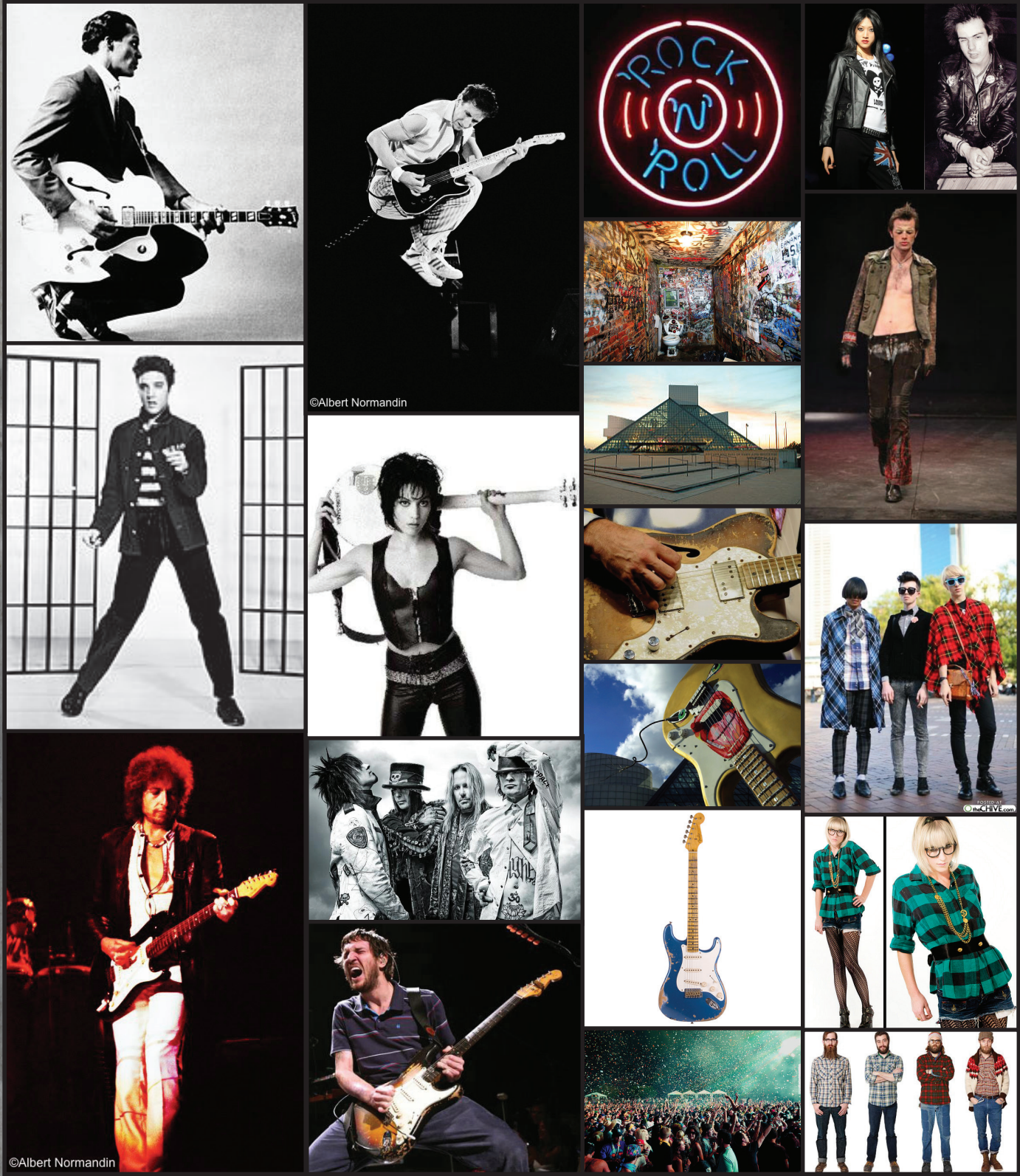
Kitchen Sink Studios: Home
http://www.kitchensinkstudios.com

Kitchen Sink, is a nice, well-rounded design direction that takes a bit of each of the previous designs, and creates a calmer approach that works well. Subtly, aids in the presentation of this design—the smallest amount of texture insight just enough of an emotional response, without dedicating it’s presentation on it.

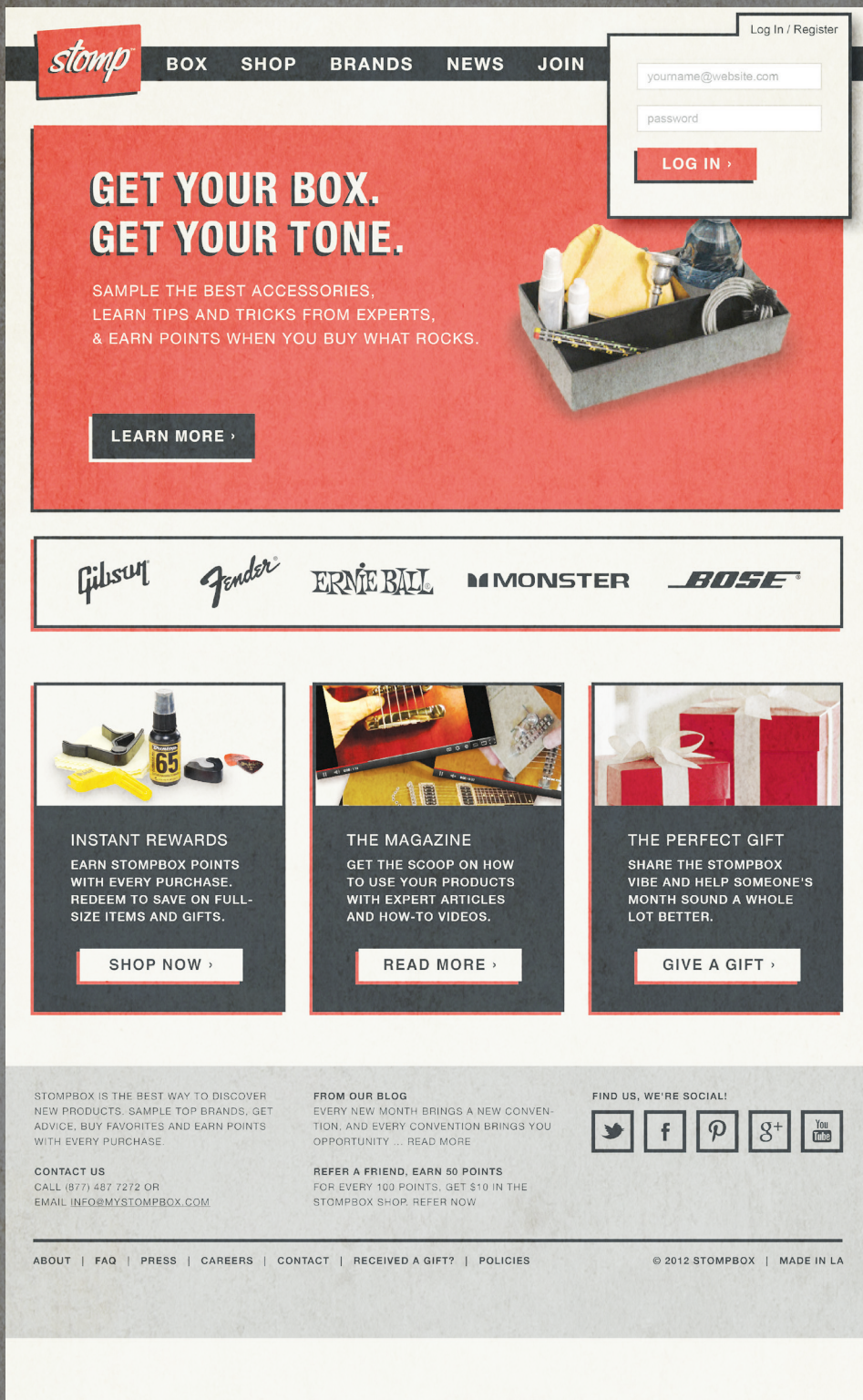
Colors are, again, complimentary, but used in a simple manor that doesn’t compete with the main content of the page. Leaning heavily on a retro-inspired aesthetic, the fonts chosen speak not only to a specific time and place, but add to the development of a style, rather than scream for attention. There is a smart use of iconography and contrast, and clever style cues that are playful, rather than over designed. Everything appears entertaining is its presentation, rather than placating a fad or falling short of it’s intention.



MOOD BOARD



PROOF OF CONCEPT

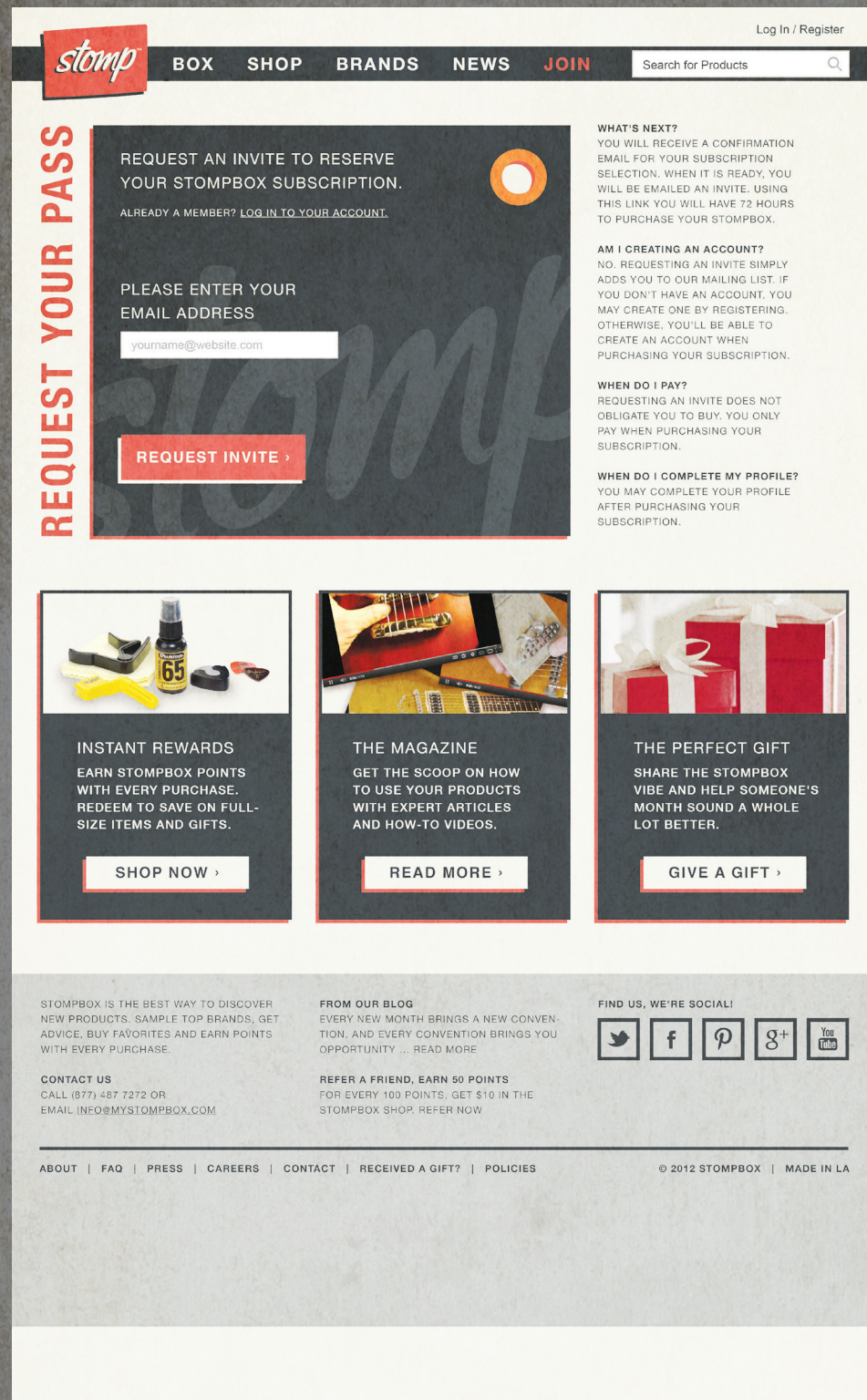


HOME

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.

JOIN

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.



PROOF OF CONCEPT

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

[Log In / Register](#)

BRANDS

WE BUILT OUR SELECTION OF TOP AUDIO BRANDS WITH A SINGLE GOAL IN MIND: TO BRING YOU THE VERY BEST ACROSS THE BOARD. THE RESULT IS A DIVERSE LINEUP OF STARS. WE CARRY TOP PRODUCTS FROM ALL KINDS OF COMPANIES, BIG AND SMALL, ESTABLISHED AND EMERGING, BROAD AND NICHE—EVERYTHING FROM WELL KNOWN CORPORATIONS, TO YOUR NEIGHBORS GARAGE. WE KNOW YOU'LL FIND PLENTY TO LIKE.

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

FROM OUR BLOG
EVERY NEW MONTH BRINGS A NEW CONVENTION, AND EVERY CONVENTION BRINGS YOU OPPORTUNITY ... READ MORE

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BRANDS

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

BOX

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

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

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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

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PROOF OF CONCEPT

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BOXSHOPBRANDSNEWSJOIN

Search for Products

Cart (7)Erik

BACK TO SHOPVIEW ALL ACCESSORIESACCESSORIESNEW (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

DUNLOP FORMULA NO. 65

\$7.99

SHIPS FREE

D'ADDARIO EJ16 ACOUSTIC PHOS. BRONZE

\$4.29

SHIPS FREE

AMOEBA GUITAR PICKS

\$2.95

SHIPS FREE

PLANET WAVES PRO WINDER

\$9.99

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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SHOP

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.

51

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.

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STOMPBOX BLOG

SUBSCRIBE >MAINARCHIVES ▾

HOW'S OUR DRIVING?
STOMPBOX WANT'S YOUR FEEDBACK; HOW DO WE IMPROVE?

JAMES DEAN
APRIL 26, 2010

HEY STOMPBOX MEMBERS!
WE WANT YOU TO SHARE YOUR THOUGHTS WITH US. HOW CAN WE MAKE STOMPBOX A BETTER APPLICATION FOR YOU?

SHARE: [EMAIL](#) | [DIGG](#) | [TWITTER](#) | [RSS](#)
[PERMALINK](#) | [3 COMMENTS](#) | [TRACEBACK](#)

WHAT LINKEDIN CAN DO FOR YOUR TOUR.
LINKEDIN, JOINS THE FINAL TONE SOLUTION.

JOHN STEWART
APRIL 09, 2010

LATEST LINKEDIN FACTS
• LINKEDIN HAS OVER 65 MILLION MEMBERS IN OVER 200 COUNTRIES.
• A NEW MEMBER JOINS LINKEDIN APPROXIMATELY EVERY SECOND, AND ABOUT HALF OF OUR MEMBERS ARE OUTSIDE THE U.S.
• EXECUTIVES FROM ALL FORTUNE 500 COMPANIES ARE LINKEDIN MEMBERS.
RELATIONSHIPS MATTER
YOUR PROFESSIONAL NETWORK OF TRUSTED CONTACTS GIVES YOU AN ADVANTAGE IN YOUR CAREER, AND IS ONE OF YOUR MOST VALUABLE ASSETS. LINKEDIN EXISTS TO HELP YOU MAKE BETTER USE OF YOUR PROFESSIONAL NETWORK AND HELP THE PEOPLE YOU TRUST IN RETURN. OUR MISSION IS TO CONNECT THE WORLD'S PROFESSIONALS TO MAKE THEM MORE PRODUCTIVE AND SUCCESSFUL. WE BELIEVE THAT IN A GLOBAL CONNECTED ECONOMY, YOUR SUCCESS AS A PROFESSIONAL AND YOUR COMPETITIVENESS AS A COMPANY DEPENDS UPON FASTER ACCESS TO INSIGHT AND RESOURCES YOU CAN TRUST.
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[PERMALINK](#) | [3 COMMENTS](#) | [TRACEBACK](#)

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MONTHLY SAMPLE SERVICE

PROOF OF CONCEPT

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Search for Products

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 1](#) [2](#) [3](#) >

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ORDER HISTORY

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.

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 >

REWARD HISTORY

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.

PROOF OF CONCEPT

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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 ERIK HARTLEY, 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 2012, 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 CAPOS, 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 REDEEM 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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ABOUT

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.

CONTACT US

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

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NAME *

E-MAIL *

SUBJECT *

URL

TELEPHONE

MESSAGE *

SUBMIT ›

(*) = REQUIRED.

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

FROM OUR BLOG

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INVENTORY OF USE CASES

System

STOMPBOX is a shopping application maintained by a system admin, with content populated through database management, MySQL, and PHP. Users can also contribute content through product reviews.

Actors

- Member: View items, search for item, read reviews, purchase items, post a review, update personal information, update Audio Profile, review point balance, and cancel subscription.
- Non-member: View items, search for item, read reviews, purchase items, subscribe to service, and start Audio Profile.
- Product partner: View items, search for item, read reviews, purchase items, post a review, update personal information, complete Audio Profile, update Audio Profile, review point balance, subscribe to service, and cancel subscription.
- System admin: View items, search for item, add new item to database, update monthly offerings, maintain system, maintain user database, read reviews, and monitor reviews.
- Purchaser: Search for item, view item purchase item, read reviews, post a review.
- Researcher: Search for item, view item, read reviews.

Scenarios

- View items
- Search for item
- Read reviews
- Purchase items
- Post a review
- Update personal information
- Complete Audio Profile
- Update Audio Profile
- Review point balance
- Subscribe to service
- Cancel subscription
- Add new item to database
- Update monthly offerings
- Maintain system
- Maintain user database
- Monitor reviews.

Associations

- Member, Non-member, Product partner, System admin, Purchaser, Researcher: Search for item, view item, read reviews.
- Member, Non-member, Product partner, Purchaser: Search for item, view item, purchase item, read reviews.
- Member, Product partner: View items, search for item read reviews, purchase items, post a review, update personal information, update Audio Profile, review point balance, and cancel subscription.
- Non-member, Product partner: View items, search for item, read reviews, purchase items, subscribe to service, and complete Audio Profile.

Extends

- View item: View by category, brand, offer, monthly box offering.
- View item: View product information
- View Item: View user review
- Update personal information: Update shipping information, billing information and Audio Profile.
- Add product: Add product image, add product information, add brand information.

Includes

View brands: population of brand database
View all items: population of item database
View my box: population of current box database

USE CASE 1

Title

View item

Primary Actors

Members, Non-members

Secondary Actors

Product partner, System admin, Purchaser, Researcher

Story Scenario

The user is looking to purchase a specific item. Once within the shopping area, members and non-members alike, are presented with the full product offering, separated by category, brand, special offer, and even by their monthly box offering. The user can then navigate to the item they wish to view.

Steps

What sequence of steps does a user take?

1. Click ‘Shop’
2. Navigate through applicable category
3. Click item for additional information

USE CASE 2

Title

Search for item

Primary Actors

Members, Non-members

Secondary Actors

Product partner, System admin, Purchaser, Researcher

Story Scenario

The user is looking to purchase a specific item. Once at the STOMPBOX home page, members and non-members alike, are given the ability to search for an item using the search box at the top-right of the navigation.

Steps

What sequence of steps does a user take?

1. Click within the search box
2. Type a search query
3. Click search

USE CASE 3

Title

Read reviews

Primary Actors

Members, Non-members

Secondary Actors

Product partner, System admin, Purchaser, Researcher

Story Scenario

The user is looking for consumer-led feedback about a specific item. Once within the shopping area, members and non-members alike, are presented with the full product offering, separated by category, brand, special offer, and even by their monthly box offering. The user can then navigate to the item they are looking for, and click to view the user reviews.

Steps

What sequence of steps does a user take?

1. Click ‘Shop’
2. Navigate through applicable category
3. Click item
4. Click ‘Reviews’

USE CASE 4

Title

Purchase item

Primary Actors

Members, Non-members

Secondary Actors

Product partner, System admin, Purchaser

Story Scenario

The user is looking to purchase a specific item. Once within the shopping area, members and non-members alike, are presented with the full product offering, separated by category, brand, special offer, and even by their monthly box offering. The user can then navigate to the item they are looking for, add it to their cart, and proceed with the checkout process.

Steps

What sequence of steps does a user take?

1. Click ‘Shop’
2. Navigate through applicable category
3. Click item
4. Click ‘Add to cart’
5. Click ‘Cart’
6. Click ‘Complete order’

USE CASE 5

Title

Post a review

Primary Actors

Members

Secondary Actors

Product partner

Story Scenario

The user is looking leave feedback about a specific item. Once within the shopping area, members are presented with the full product offering, separated by category, brand, special offer, and even by their monthly box offering. The user can then navigate to the item they are looking for and click to add a review.

Steps

What sequence of steps does a user take?

1. Click ‘Shop’
2. Navigate through applicable category
3. Click item
4. Click ‘Add review’
5. Enter user-review content.
6. Click ‘Submit’

USE CASE 6

Title

Update personal information

Primary Actors

Members

Secondary Actors

Product partner

Story Scenario

The user is looking to update their personal information. Once at the STOMPBOX home page, members can then navigate to their personal information by clicking the “My profile” link. From this page, members can review and edit their personal information.

Steps

What sequence of steps does a user take?

1. Click ‘My profile’
2. Click ‘Edit’ next to desired area (Shipping, Billing, Audio Profile)
3. Enter desired content.

USE CASE 7

Title

Update Audio Profile

Primary Actors

Members

Secondary Actors

Product partner

Story Scenario

The user is looking to update their Audio Profile. Once at the STOMPBOX home page, members can then navigate to their personalized Audio Profile information by clicking the “My profile” link. From this page, members can review and edit their Audio Profile.

Steps

What sequence of steps does a user take?

1. Click ‘My profile’
2. Click ‘Edit’ next to ‘Audio Profile’ area
3. Change desired content.

USE CASE 8

Title

Review point balance

Primary Actors

Members

Secondary Actors

Product partner

Story Scenario

The user is looking to view their point balance. Once at the STOMPBOX home page, members can then navigate to their personal information by clicking the “My profile” link. From this page, members can review their point balance.

Steps

What sequence of steps does a user take?

1. Click ‘My profile’
2. Click ‘View point balance’

USE CASE 9

Title

Cancel subscription

Primary Actors

Members

Secondary Actors

Product partner

Story Scenario

The user is looking to cancel their monthly box subscription. Once at the STOMPBOX home page, members can then navigate to their personal information by clicking the “My profile” link. From this page, members can click to cancel their subscription.

Steps

What sequence of steps does a user take?

1. Click ‘My profile’
2. Click ‘Cancel subscription’
3. Proceed through cancelation process.

USE CASE 10

Title

View this month’s box

Primary Actors

Members

Secondary Actors

Product partner, System admin

Story Scenario

The user is looking to view their offering in this month’s subscription box. Once at the STOMPBOX home page, members can then navigate to this month’s offering by clicking the ‘My STOMPBOX’ link in the navigation.

Steps

What sequence of steps does a user take?

1. Click ‘My STOMPBOX’

USE CASE 11

Title

Subscribe to service

Primary Actors

Non-members

Secondary Actors

Product partner

Story Scenario

The user is looking to subscribe to the monthly box service. Once at the STOMPBOX home page, non-members can click the “Subscribe to STOMPBOX” link in the top navigation.

Steps

What sequence of steps does a user take?

1. Click ‘Subscribe to STOMPBOX’
2. Proceed through subscription flow.

USE CASE 12

Title

Start Audio Profile.

Primary Actors

Non-members

Secondary Actors

Product partner

Story Scenario

The user is looking to start their Audio Profile. Once at the STOMPBOX home page, non-members can click the “Subscribe to STOMPBOX” link in the top navigation. Within the subscription flow, users are asked to complete their Audio Profile.

Steps

What sequence of steps does a user take?

1. Click ‘Subscribe to STOMPBOX’
2. Proceed through subscription flow.
3. Fill out required questions to complete Audio Profile.

USE CASE 13

Title
Add new item to database

Primary Actors
System admin

Story Scenario
The user wishes to add a new item to the database. The system admin can access databases through the control panel of the hosting software.

- Steps**
What sequence of steps does a user take?
1. Log in to the control panel
 2. Access relevant databases
 3. Submit new content

USE CASE 14

Title
Update monthly offerings

Primary Actors
System admin

Story Scenario
The user wishes to update the available subscription box options. The system admin can access databases through the control panel of the hosting software.

- Steps**
What sequence of steps does a user take?
1. Log in to the control panel
 2. Access relevant databases
 3. Submit new content

USE CASE 15

Title
Maintain system

Primary Actors
System admin

Story Scenario
The user wishes to make standard updates to the system. The system admin can access databases through the control panel of the hosting software.

- Steps**
What sequence of steps does a user take?
1. Log in to the control panel
 2. Access relevant area
 3. Change or submit new content

USE CASE 16

Title
Maintain user database

Primary Actors
System admin

Story Scenario
The user wishes to update the user database. The system admin can access databases through the control panel of the hosting software.

- Steps**
What sequence of steps does a user take?
1. Log in to the control panel
 2. Access relevant database
 3. Submit new content

USE CASE 17

Title

Monitor reviews.

Primary Actors

System admin

Story Scenario

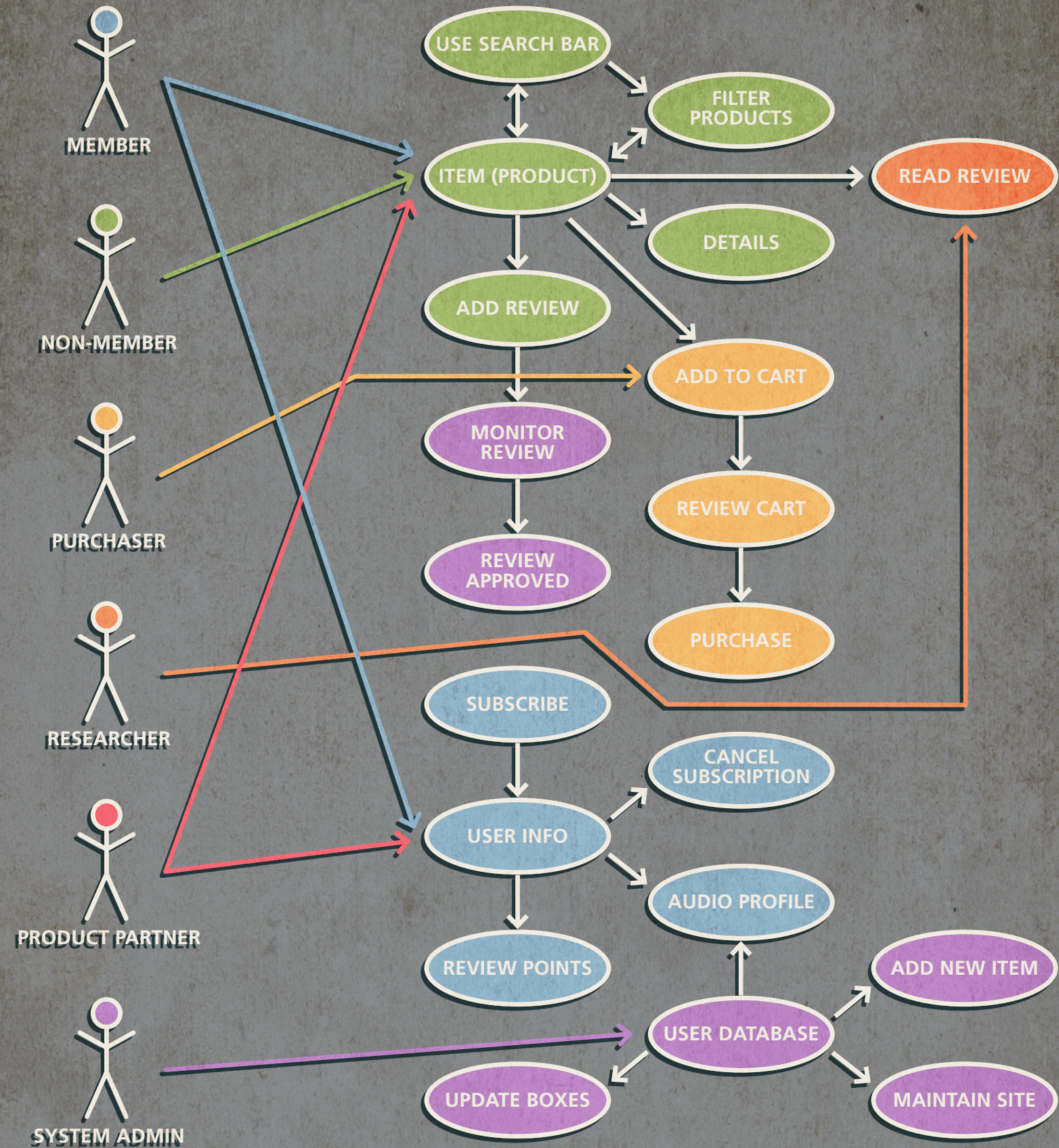
The user wishes to monitor a product review. From the notification email, the system admin can click the link to review, approve or decline a comment.

Steps

What sequence of steps does a user take?

1. Review notification email
2. Click to review comment
3. Click appropriate review action

MASTER USE CASE DIAGRAM



USER TEST RESULTS

STOMPBOX TESTERS

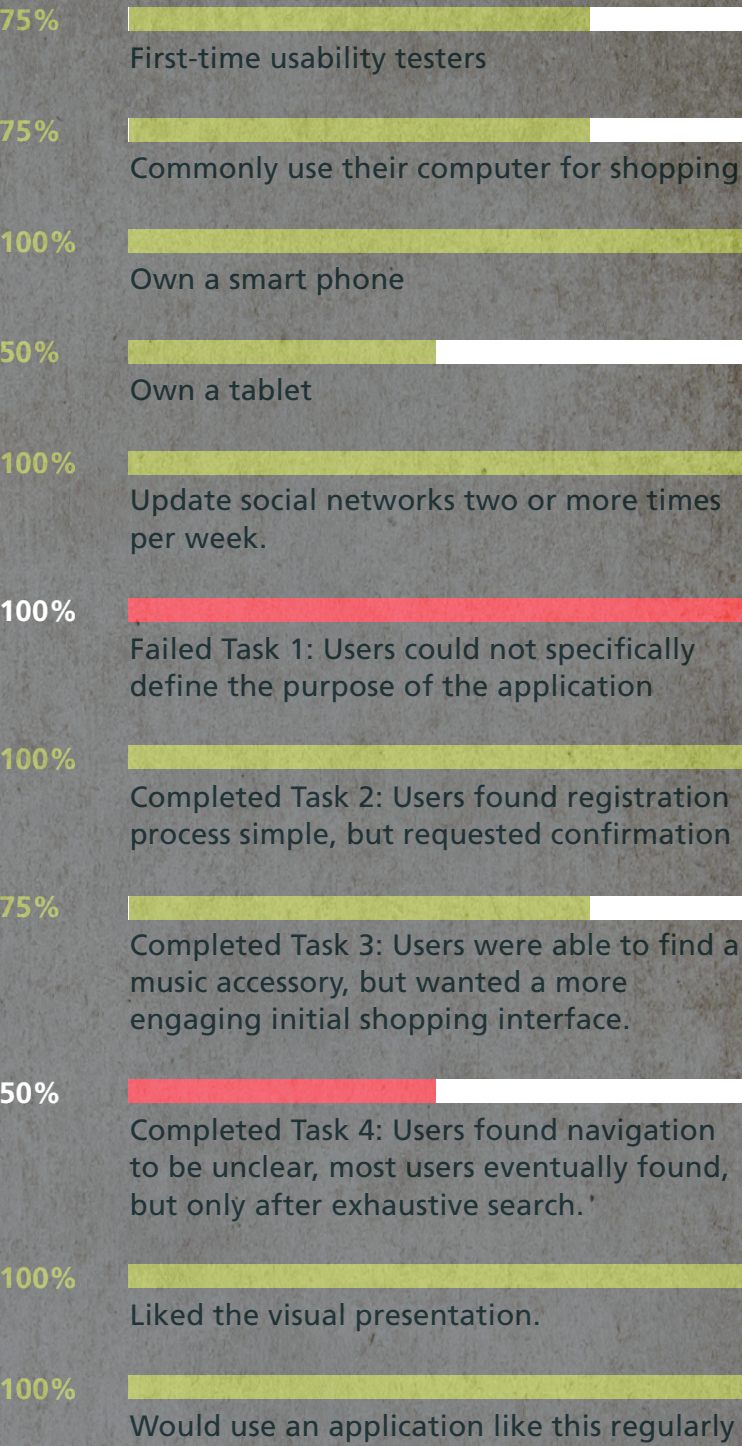
ERNIE HALTER
Nashville, TN.
• 39 years old
• BM, Instrumental Performance
• Professional: Producer, Writer, Performer
• Above average technology skills

SEAN HARRIS
Detroit, MI.
• 38 years old
• BM, Jazz Performance
• Professional: Writer, Performer
• Above average technology skills

JOE BEERENS
Austin, TX.
• 34 years old
• BS, Mechanical Engineering
• Enthusiast: Occasional Performer
• Above average technology skills

NICK JOHNSON
West Bloomfield, MI.
• 30 years old
• MS, Environmental Engineering
• Hobbies
• Above average technology skills

RESULTS



ANALYSIS

Predominant results are positive, however, a more comprehensive explanation of the application is required. This, however, could be accomplished through the app provider’s shop, or supporting website.

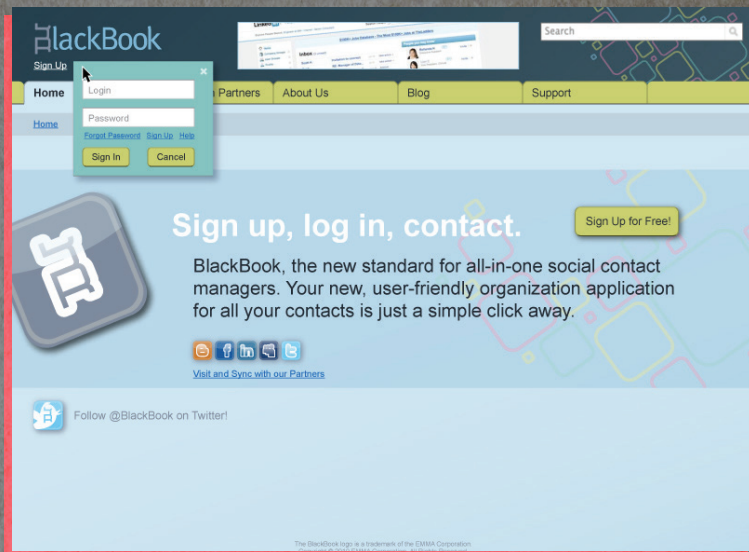
Though the “box,” concept is more about the business model, it without a proper explanation of the function of the app, this descriptor in the navigation is ambiguous to some users.

PORTFOLIO



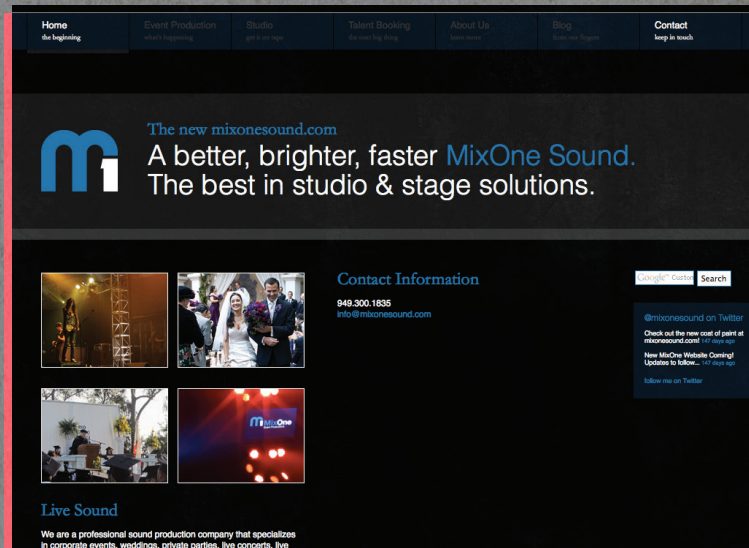
HARTLEYWORKING.COM

This hand-coded site acts as both a freelance hub for prospective and current clients, but also as a portfolio site for potential employers. The muted dominant colors allow the work to shine, while a strong highlight of yellow provides the necessary punch.



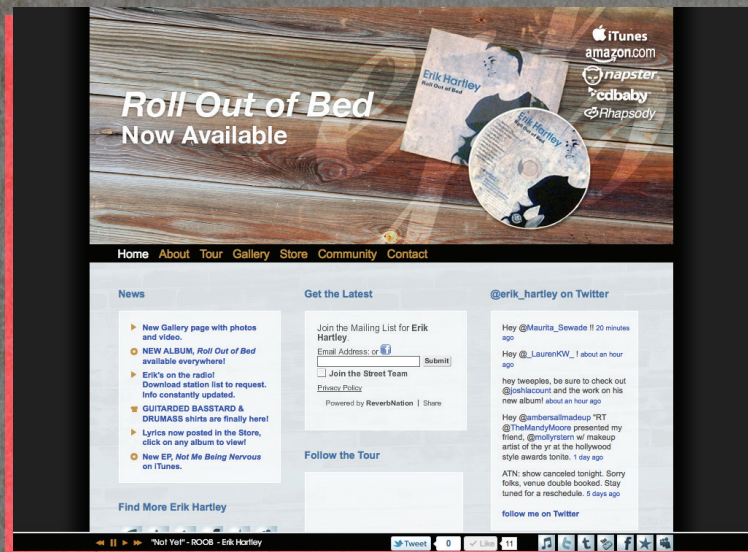
BLACKBOOK CONTACT MANAGER

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.



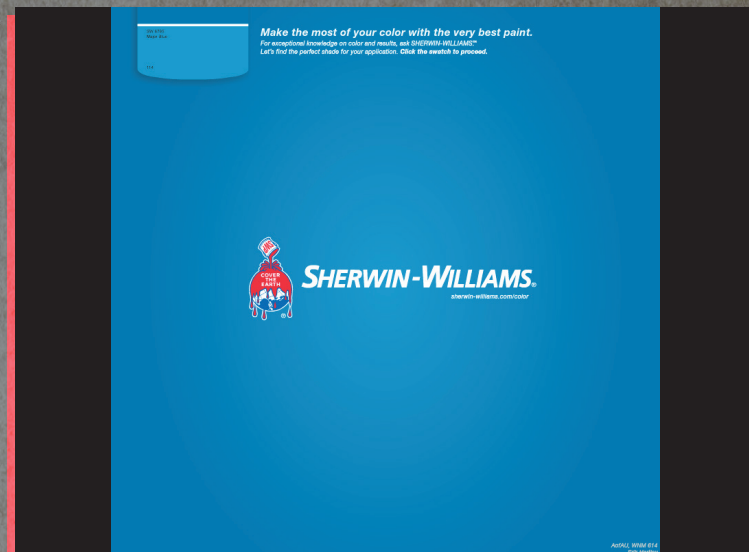
MIXONE SOUND

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.



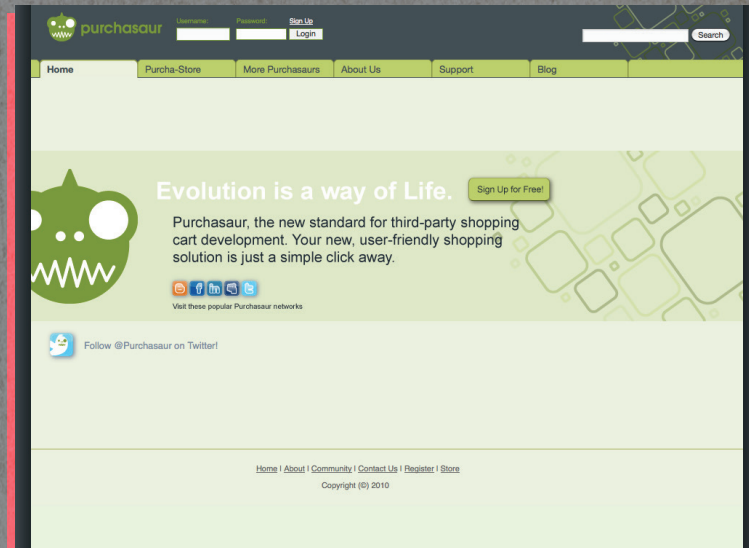
ERIK HARTLEY BAND

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.



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.



PURCHASAUR 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.

PORTFOLIO



UGLY CITY DESTRUCTION

This investigation into video color correction was developed through the creation of a hand-illustrated 'burning city,' drawn on cardboard with sharpee markers. Video was shot and editing with supporting music and animation effects.



BRUISED

Animated to the music of Jack's Mannequin, the lyrics of 'Bruised,' are given further emphasis through type illustration that comes alive through simple animation and color.



MOTOROLA CES 2008

Las Vegas, NV

Dye-Sublimation on Soft Knit

40' x 120'



PEOPLE OF DIVERSITY

This identity was developed for an active social group within DaimlerChrysler Corporation. Though it took on a slightly different persona once in the hands of the client, the original form can most notably be found in LogoLounge Volume 3.

AUTOBIOGRAPHY



Starting a career in graphics early, I began working for Paramount Pictures through WKBD, UPN50, as a Graphics Clerk designing imagery for the ten o'clock news in Detroit. Upon graduation from highschool, I set out to pursue a career in graphic design at Western Michigan University, and out of twenty selected students in the BFA program, I became one of only three first-time-applicants accepted. While pursuing my degree, I spent my vacation time working for George P. Johnson (GPJ), a leader in exhibit and experiential marketing, and before graduation had already completed designs for some of the largest corporations in America.

After completing my undergraduate degree, I began working as a Graphic Design and Identity Specialist at DaimlerChrysler Corporation (DCX). While there, I established myself as a member and design lead of the Dashboard Anywhere Marketing Team, DCX's intranet portal that reached over 75% of all company employees, and as a brand steward to all corporate divisions. After three years, I left DCX and returned to George P. Johnson (GPJ), working as a Graphic Designer out of both Detroit and Boston offices. My most notable work from GPJ was the fabric wall application on the Motorola exhibit at CES 2007, which was featured on g4tv. I also worked on the BlackBerry sponsored John Mayer Tour in 2008, which could be seen all over the United States.

After leaving GPJ in 2008, I decided to pursue a secondary career in music—another creative passion that I have had since early childhood. Within those two years, I started an independent record label, Orangehart Records, recorded 2 EPs and a full-length album with producer/songwriter Ernie Halter, performed live at dozens of venues and was even accepted into Berklee College of Music's Business of Music program with a concentration in guitar performance.

Despite my progress, the high-risk, high-investment lifestyle of a musician had me turning back to the world of fine arts in search of something more immediately rewarding. However, it wasn't until 2010, when I received a letter stating that one of my identity works was to be featured in Steven Heller and Mirko Ilic's "Icons of Graphic Design," that my love for design became truly reignited. Shortly thereafter, I began to re-branding my freelance business and within three months was hired as a package designer for Hasbro, working on both the My Little Pony and Mr. Potato Head lines.

Having the benefit of working in nearly every facet of graphic design, I still retain my strong passion to learn and grow, continuing work as both an Associate-Art Director in ecommerce, at Talbots, Inc. and as the owner-operator of Orangehart Records. And though I may have declined my admittance into Berklee, my dedication to graduate education continues through Academy of Art University, as I pursue an MFA in Web Design & New Media.

RESUME

MIRKO J. HAUTLEY
248 696 7999
mjh@hauteh.com
<http://www.hauteh.com>
<http://hauteh.blogspot.com>

Career Objectives

Become an integral part of a dedicated and innovative design team in the pursuit of not only broadening my experiences, but to further the development of the company and their goals.

Employment:

03.10 - Present

Hasbro; Package Designer, Pawtucket, RI.
Conceptualized and executed design concepts for branding and packaging solutions, including product line-art, structure concepts and individual point-of-purchase solutions for My Little Pony. Participated in business development and application of market trends, directed model and product photo shoots and supplied support for presentations, trade shows and other branding needs.

08.11 - 02.12

Talbots, Inc.; Senior Web Designer / Art Director, Hingham, MA.
Developed the design aesthetic of talbots.com while maintaining alignment with multi-national branding through the primary development of Flash (AS3) and email-campaign assets. Interfaced with project managers to deliver proper coding and visual resources on schedule. Collaborated closely with marketing to translate merchandising strategy into compelling creative.

07.10 - 07.11

Hasbro; Package Designer, Pawtucket, RI.
Brands included My Little Pony and Mr. Potato Head with co-branded Toy Story, Transformers and Star Wars solutions.

01.07 - 11.08

George P. Johnson; Graphic Designer, Auburn Hills, MI, North Easton, MA.
Organizing, planning and solving design problems concerning exhibit and environmental graphics. Clients include Motorola, Casio, Toyota, GM, DaimlerChrysler, Adobe, IBM, Intel, Mercedes, and DHL.

06.04 - 06.07

DaimlerChrysler Corp (DCX); Graphic Design & Identity Specialist, Auburn Hills, MI.
Member and design lead of the Dashboard Anywhere (dashboardanywhere.chrysler.com) Marketing Team, a corporate intranet application reaching nearly 75% of all DCX employees. Solving complex design problems for all internal graphic needs including DaimlerChrysler Museum public relations and identity and advertising work to promote internal diversity and internal groups.

01.03 - 01.04

George P. Johnson; Graphic Designer, Auburn Hills, MI.
Clients included Honda, BMW, Audi, IBM, GM, DaimlerChrysler.

Freelance:

11.00 - Present

Hauteh Working, an Orangehart Records subsidiary; Detroit and Kalamazoo, MI, Hingham, MA.
Project consisted of design and implementation of digital and print applications from conception to completion. Design solutions were created for branding, identity, print collateral and informational materials. Clients included Hasbro, MxOne Sound, Clinton Koff's Zuma Box, The Skull, Green Lotus Grounds, Auction-Hi Today, CCA Services Ltd, Groves Accounting, and ShowWorks Automotive.

Skills:

PC and Mac operations including, but not limited to, Adobe Creative Suite, QuarkXPress, Macromedia, Microsoft Office and iWork applications. Experience in all avenues of print design and associated production processes, with strong emphasis in branding, identity, advertising and large-scale exhibit work. Strong understanding and experience with HTML and CSS, with knowledge of JavaScript, PHP, MySQL and AS3. Demonstrates effective self-organization and communication skills and excels in leadership situations.

Internship

01.02 - 06.04

Design Center, Western Michigan University.

Education

Academy of Art University, San Francisco, California.
MFA in Web Design & New Media, currently attending program.

Western Michigan University, College of Fine Arts, Kalamazoo, Michigan.
BFA in Graphic Design, April 23, 2005.

Honors:

06.06

Identity work published in *Icons of Graphic Design*, by Steven Heller and Mirko Ilic.

06.07

One identity work published in the fourth volume of the *Logo Lounge* publications.

06.06

WMC of Detroit's Renaissance Award of Excellence in Non-Publication Art and Design.

11.08

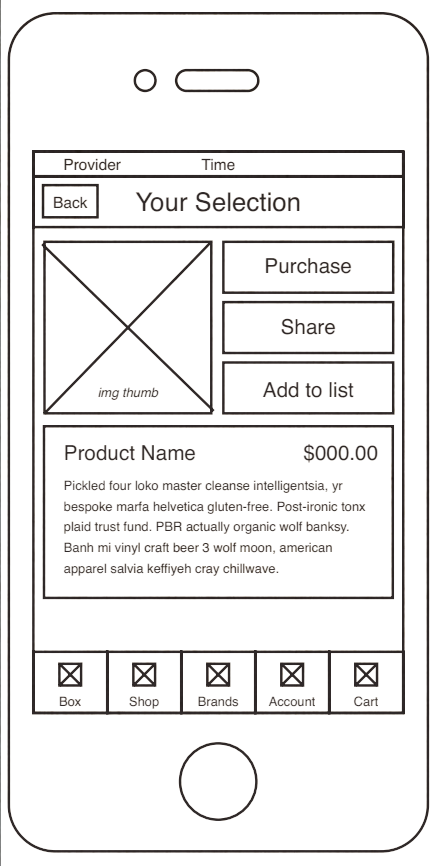
Four identity works published in the third volume of the *Logo Lounge* publications.



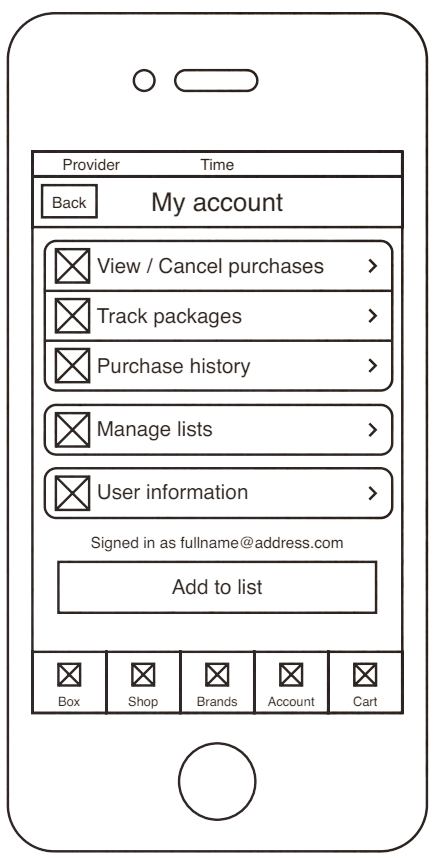
WIREFRAMES: MOBILE



Welcome

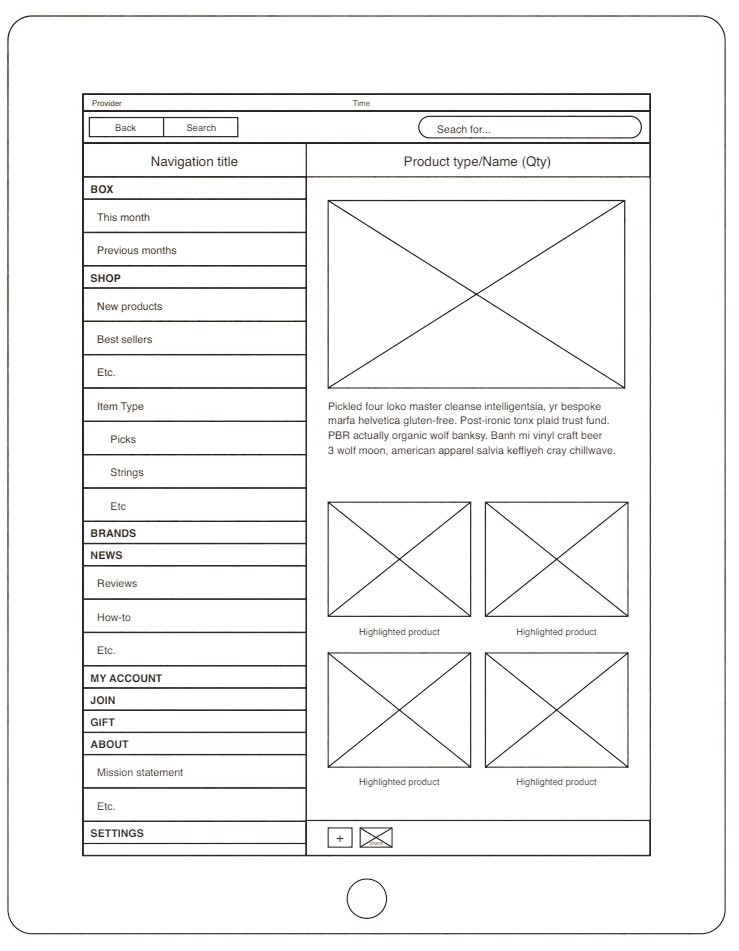


My Selection



My Account

WIREFRAMES: TABLET



Shop / Search

PROOF OF CONCEPT: MOBILE



WELCOME

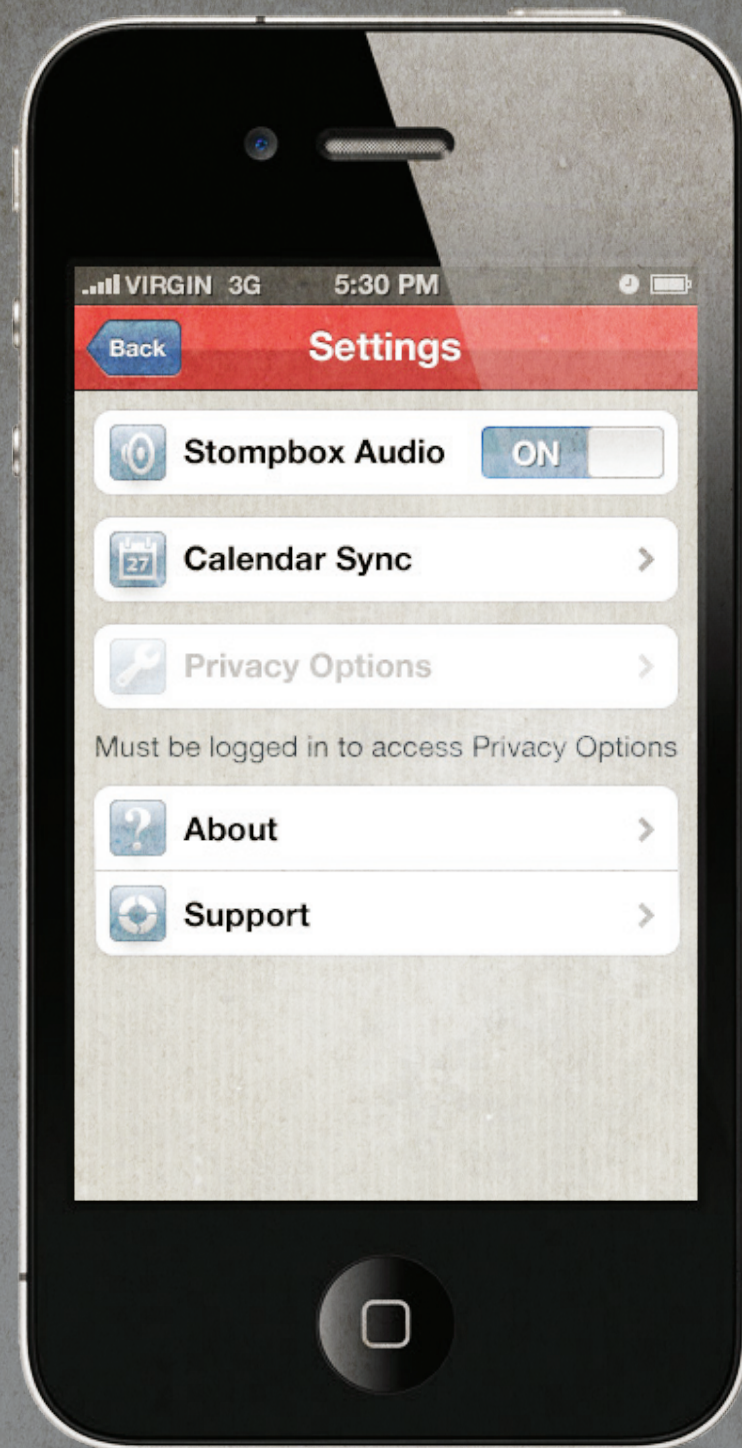
The **Welcome** screen allows users the freedom to access basic functionality, support and the application settings before logging in, providing a small preview of features prior to creating an account.

NEW ACCOUNT



If the user wishes to start an account, they can simply click the button on the **Welcome** screen and fill out the appropriate information on the **New Account** screen. Clicking the button below sends a confirmation email to their account, allowing them access to the applications full functionality.

PROOF OF CONCEPT: MOBILE

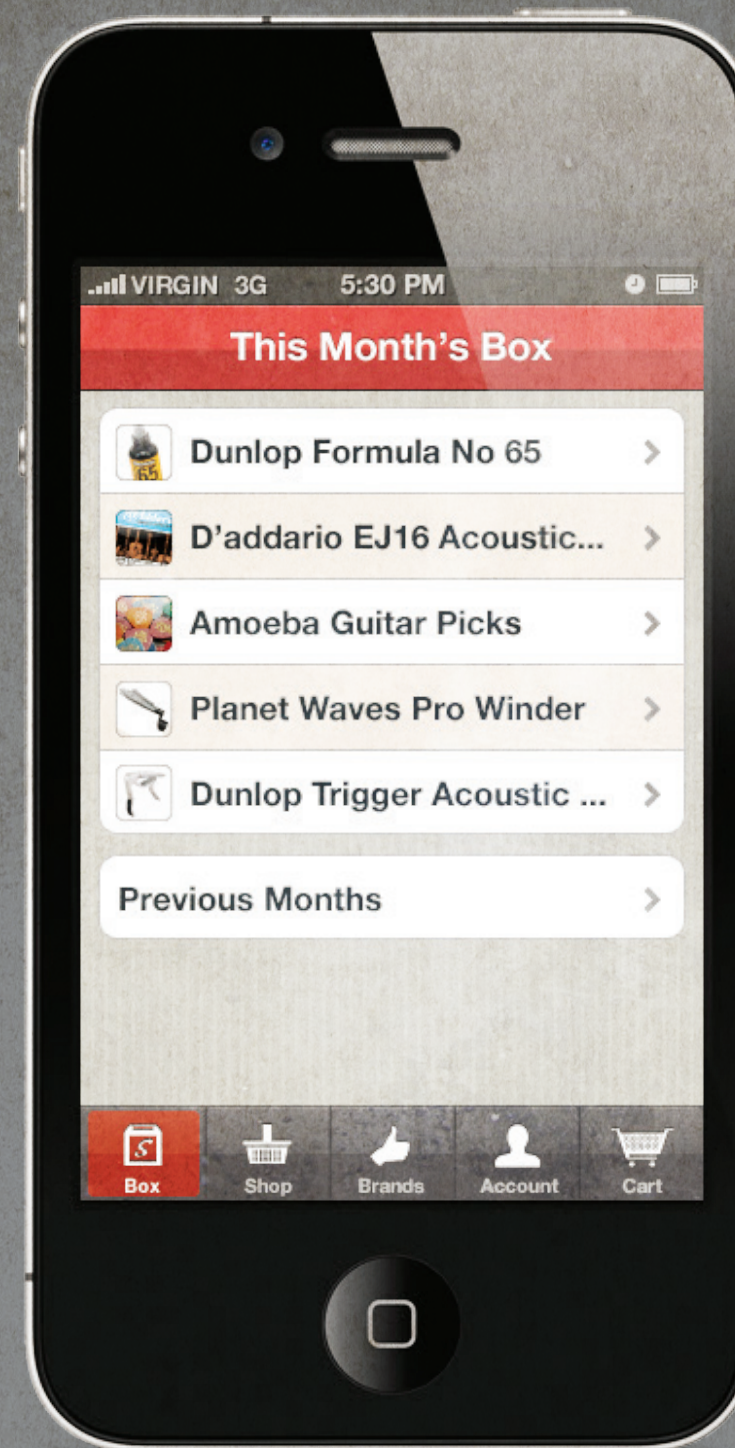


SETTINGS

The **Settings** page provides the user with user-accessibility functions like **Calendar Sync** and **Privacy Options**, application assistance like the **About** and **Support** pages, and specific application functions like the **STOMPBOX Audio**.

Calendar Sync gives the user the ability to share date-specific delivery information with their iCal, allowing **STOMPBOX** users to schedule their own alerts and notifications for deliveries.

THIS MONTH'S BOX



Similar to the web application, the **This Month's Box** screen allows subscribers to get a sneak peak of items in transit, or brush up on details of those already delivered. The **Previous Month's** section allows users to also access information regarding old boxes they've received.

PROOF OF CONCEPT: MOBILE

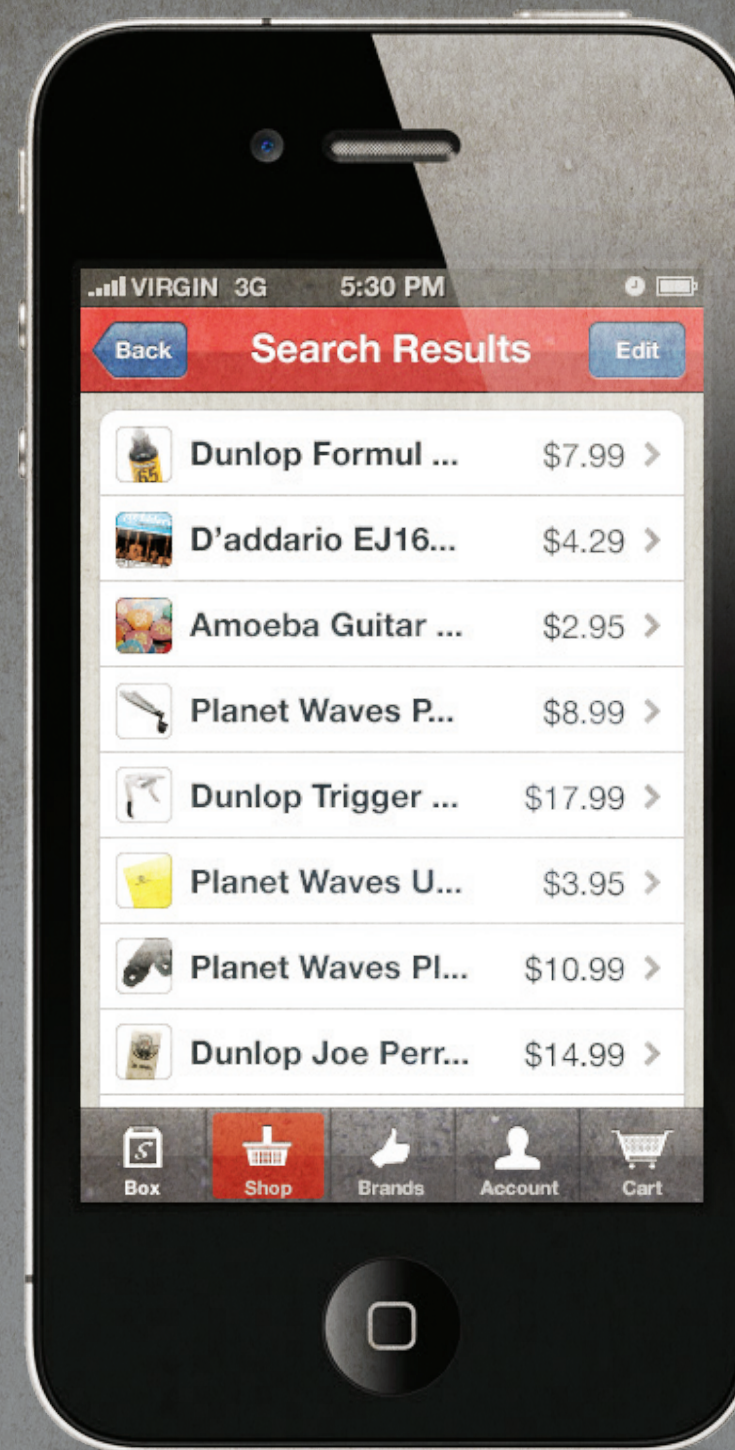


SEARCH BY TEXT

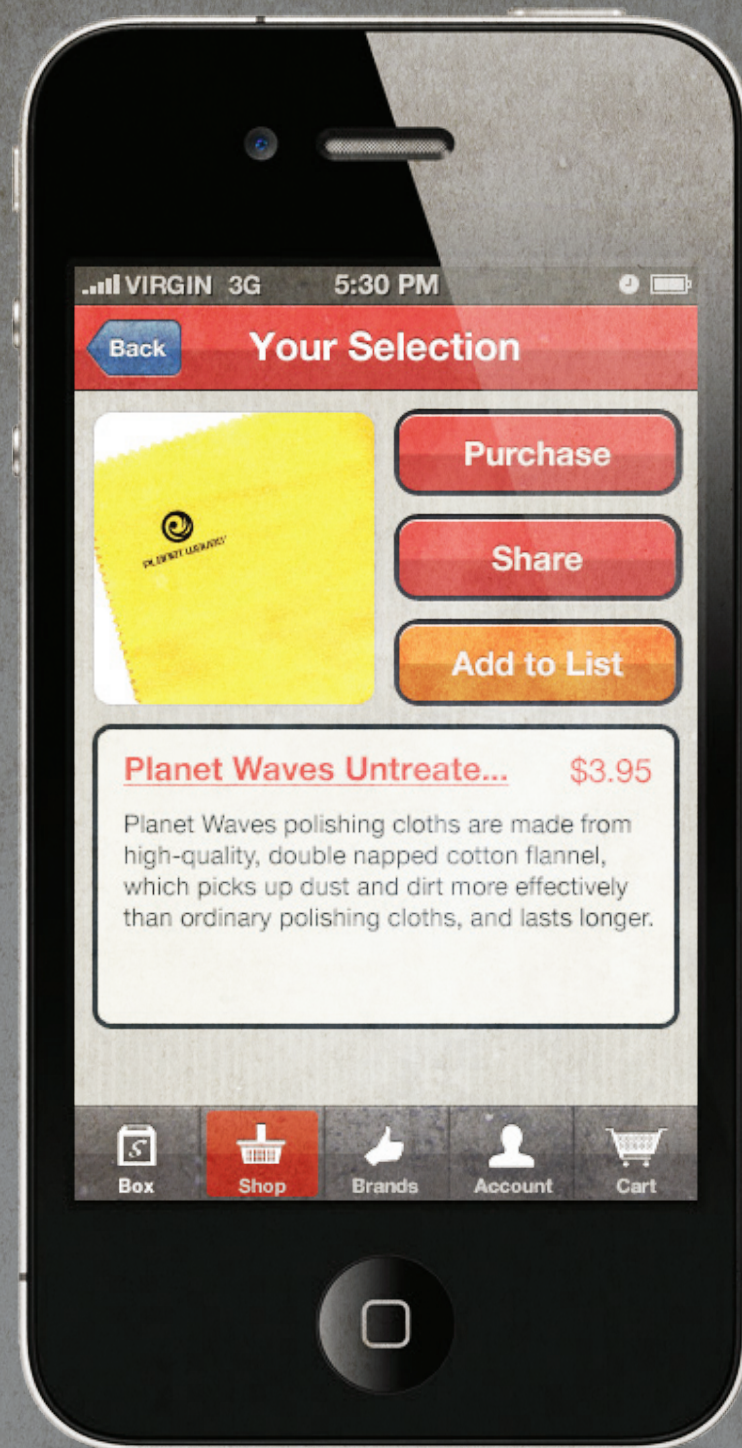
A feature of the shopping experience, the **Search by Text** screen allows the user to browse through the library of items by searching a key word or phrase.

SEARCH RESULTS

The **Search Results** screen is representative of typical results for a general keyword search. It also stands as a standard for multiple entry display and organization.



PROOF OF CONCEPT: MOBILE



YOUR SELECTION

The **Your Selection** screen is a display of a selected item during the shopping or browsing experience. Along with information regarding the specific product, it also gives the user the option to **Purchase**, **Share**, and **Add to List**.

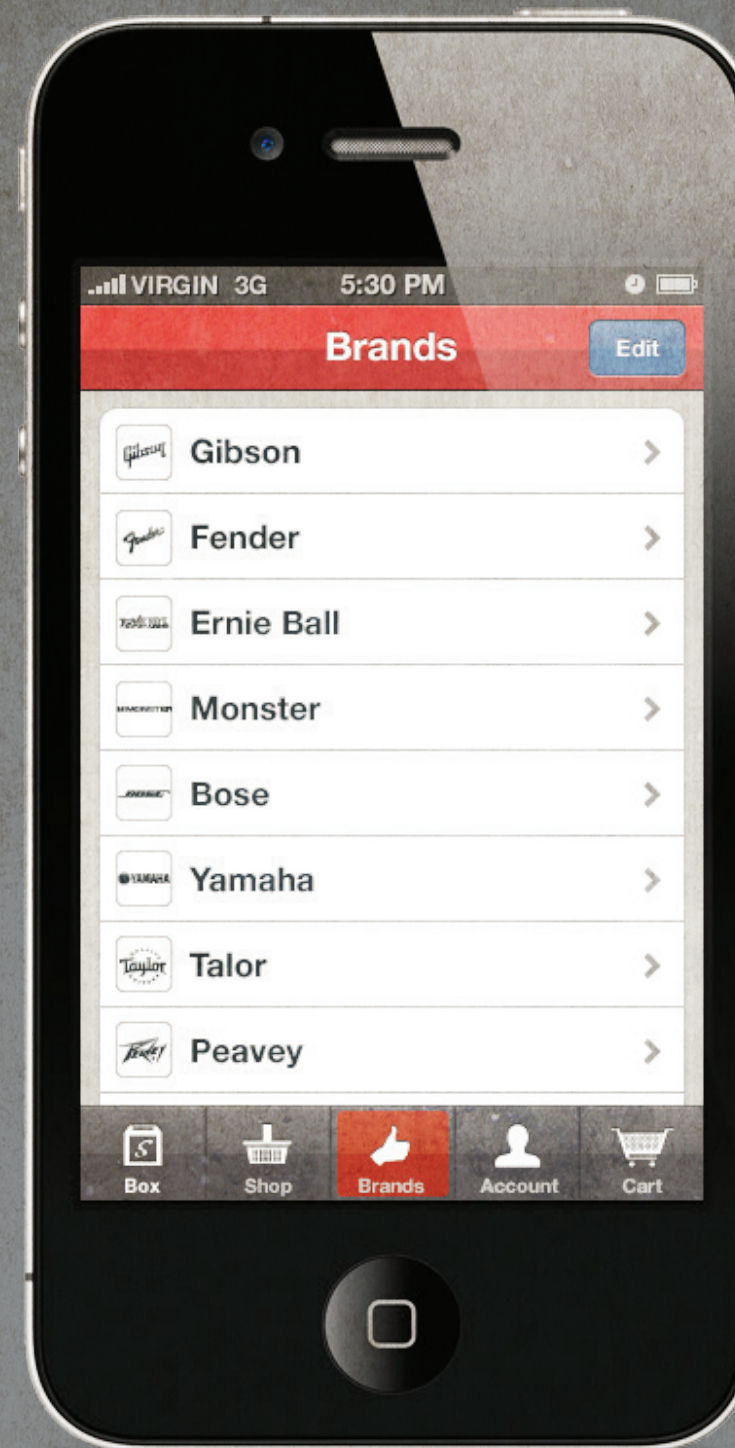
Add to List, gives the application user the chance to create and curate product lists for their own usage.

Through usage tracking, this will add to independent user feedback, which will help categorize, organize and direct future products and features.

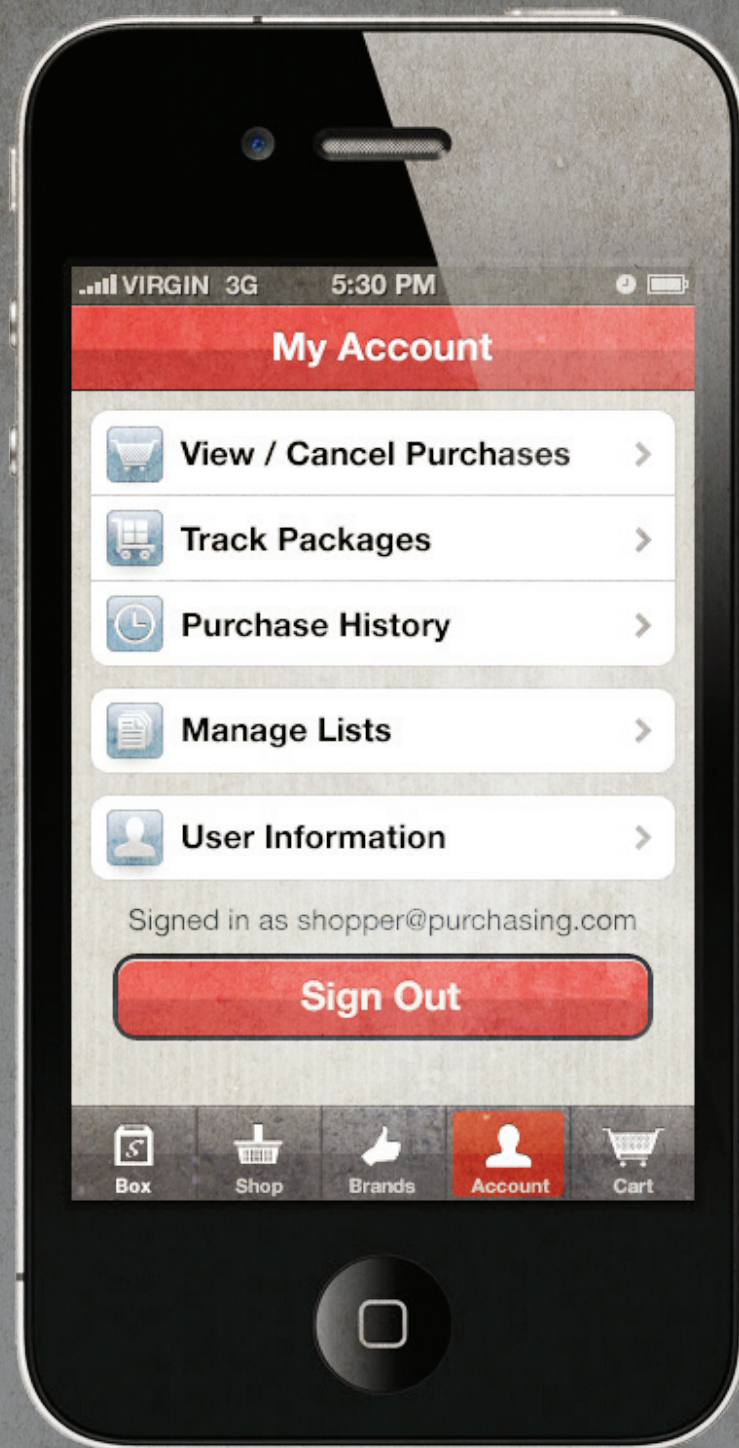
BRANDS

Similar to a standard listing or results page, The **Brands** page provides users a quick look at the available brands within the **STOMPBOX** network.

When the user selects any specific, they will be led to an additional listing page that contains each product available from their chosen brand.



PROOF OF CONCEPT: MOBILE



MY ACCOUNT

Once logged in, the user can access all necessary content to manage their purchases and account through the **My Account** page.

View / Cancel Purchases allows the user to manage all pending and current transactions.

Track Packages provides all necessary information organized by order number.

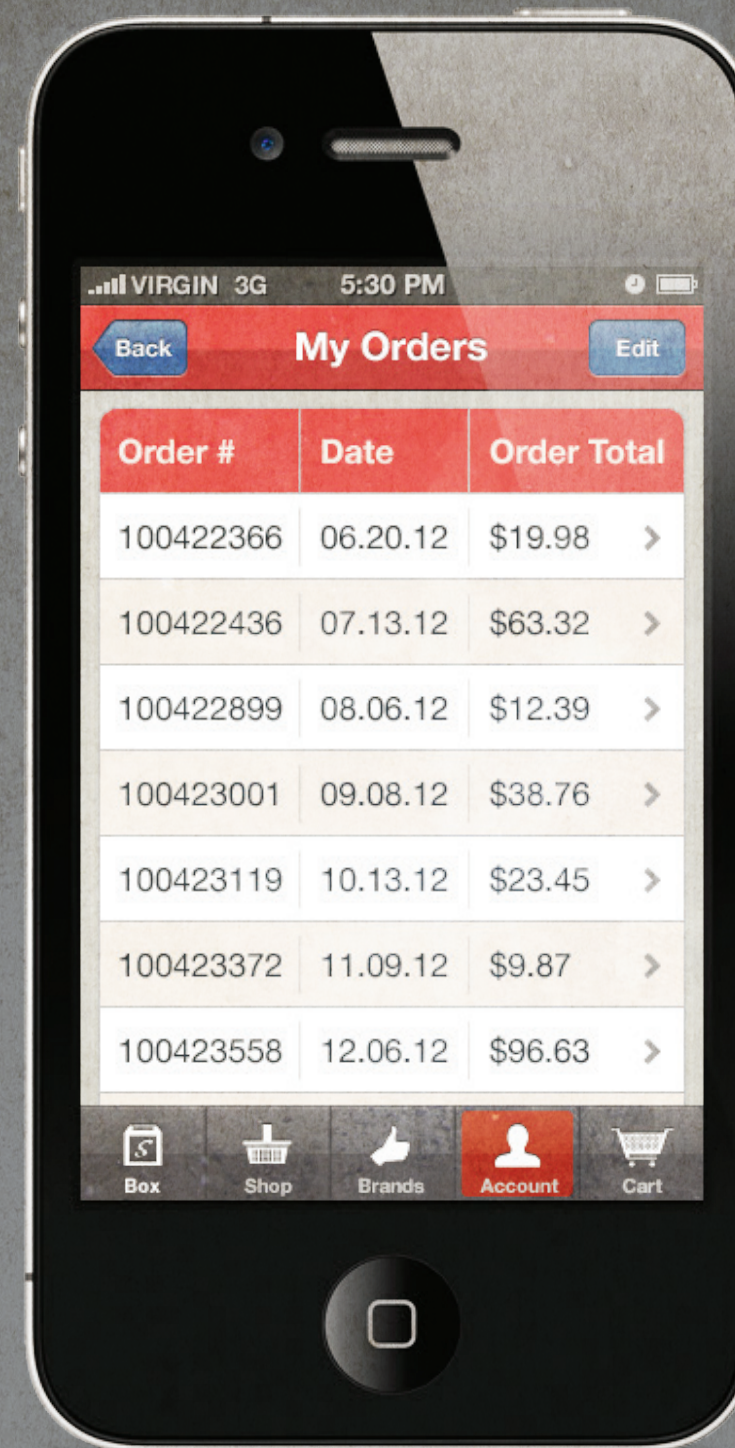
Purchase History lists the previously made purchases and subscription boxes, ordered by their date.

Manage Lists takes the user to the list management function, allowing them to organize their needs and wants.

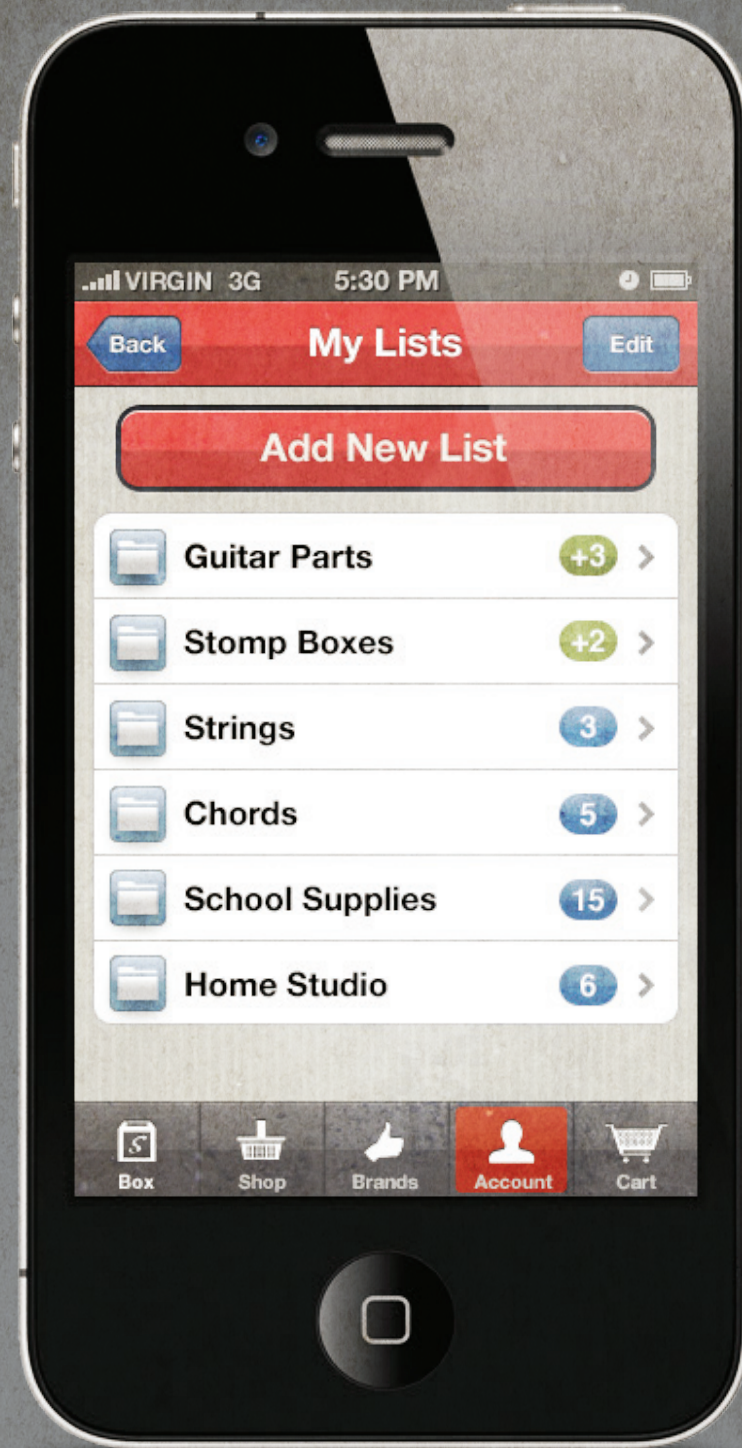
User Information accesses stored information about the individual user. This includes billing and shipping addresses, basic contact information and their **Calendar**.

MY ORDERS

Within the application, a quick reference is available to all users, to allow them to monitor all of their previous **Order History** and assist with the management of their purchasing experience.



PROOF OF CONCEPT: MOBILE

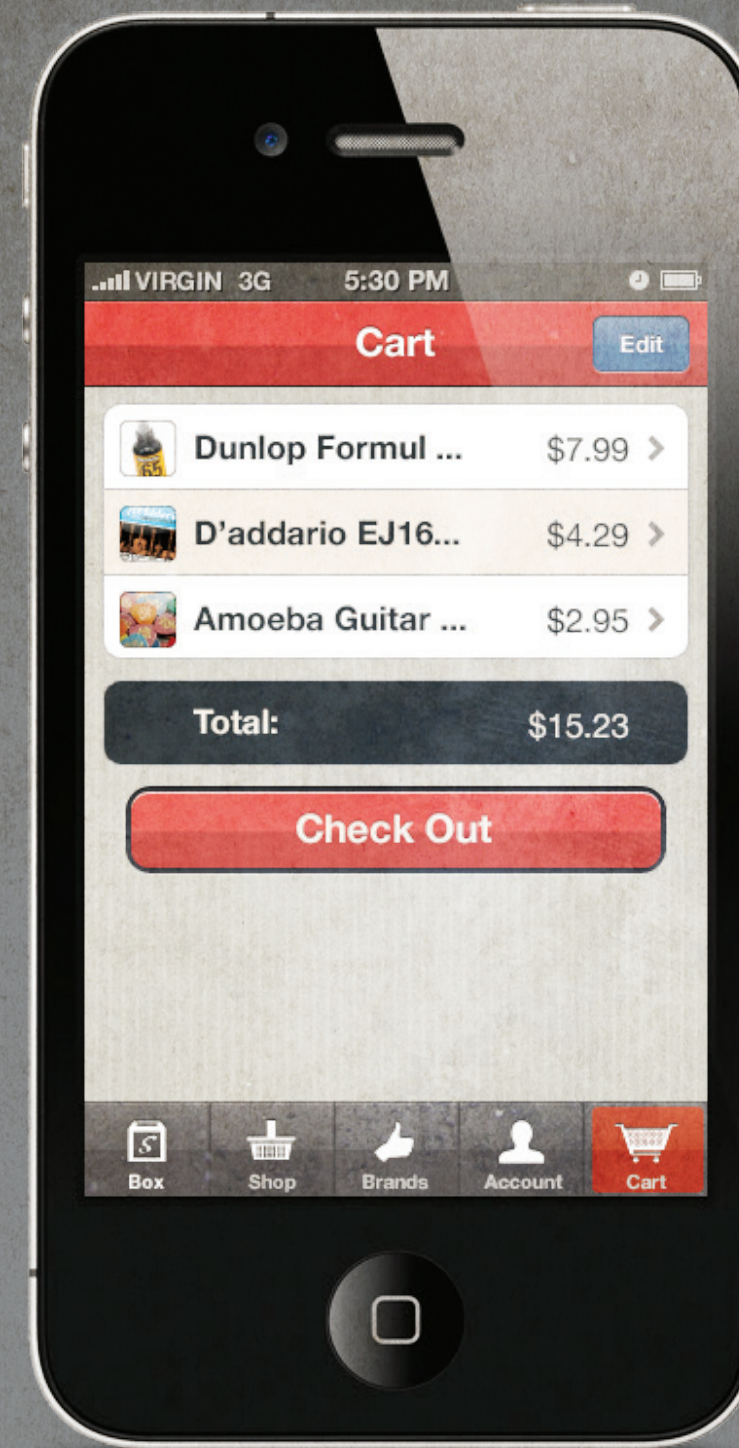


MY LISTS

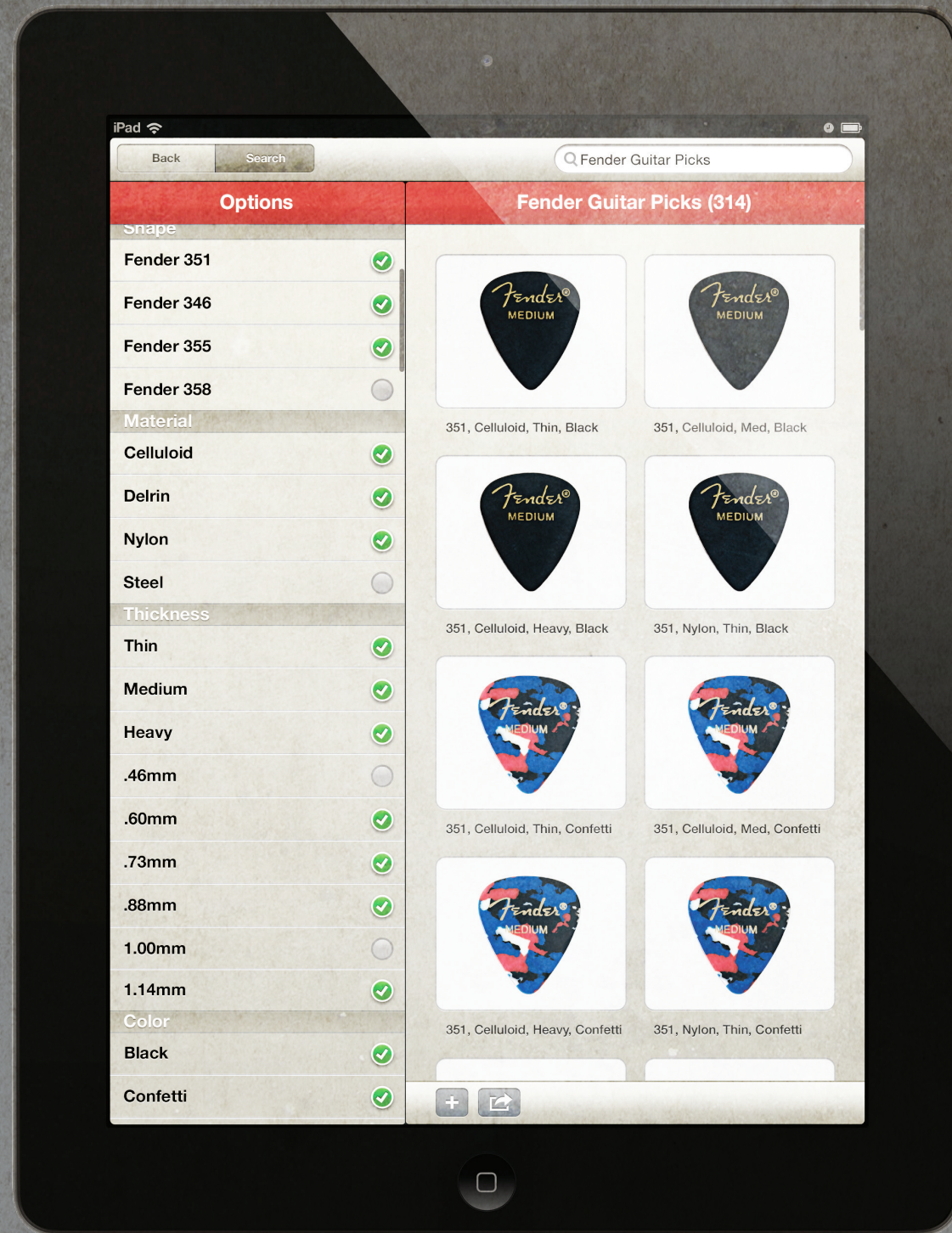
The **My Lists** page allows users to generate specific shopping lists from which they can monitor the items and their respective user feedback. As purchase updates become available, the user-generated lists populate with appropriate notifications of changes.

CART

A standard web component, the **Cart** view allows users to review intended purchases before moving forward with the transaction, by clicking the **Check Out** button below.



PROOF OF CONCEPT: TABLET



DYNAMIC SELECTION

The accessories market for musicians is enormous, with some of the simplest items having near innumerable variations. Fender, for example, has four shapes, four materials, 12 size variations and over 15 different colors to choose from, which totals to more than 2880 different pick options. Astonishingly enough, this number is miniscule, when you take into consideration that Fender exists as only one of hundreds of different manufacturers, all over the world.

The question then becomes: How is it possible for one person to weed through the never-ending stream of music accessories? Furthermore, with today's typical information flow, how long will it take to sort these items, and how many pop-up pages, reload screens and unattractive pinwheel animations will the common user be forced to sit through.

STOMPBOX seeks to do away with these less-than-appealing, sometimes-jarring user experiences, through the use of a dynamic interaction response; a browsing experience that immediately reacts to the users touch.

As the consumer refines his search from the options to the left, the application immediately fades away the unrelated content, to the right, rotating new items in place of those eliminated, all without the need of a loading screen. This not only increases the appeal and intrigue of the user experience, but the immersive dynamism also creates a higher degree of near-instant gratification, thereby increasing user satisfaction.