

STOMPBOX Executive Summary

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Overall Project Concept

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.

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.

Proposal

Initial proposal for Midpoint Review was to create a Web-based shopping application that spoke to a much more intuitive and involved shopping experience. However, upon approval of my review, the focus has now been shifted towards the mobile and tablet market. This is due in part to the enriched user experience that these devices can offer.

Though I have completed much of the initial design and POC phases for my initial presentation, a further exploration of the tablet POC and additional user testing could prove beneficial.