



PULSE

share your sound.



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In today's world, collaboration seems to have gotten lost in the individuality that came with being in COVID lockdown. It is time for artists to regain that sense of community and work with one another to propel themselves forward and onward. Making music is a time-consuming and arduous task that requires many different skill sets and tools that not just anyone has. As a designer, I would like to use visual communication design to create a platform that allows musical artists to find the missing pieces in their own music. This platform will utilize brand identity and communicative tools to make a space where collaboration is encouraged and celebrated, and inspiration is plenty.

Current apps such as Soundcloud, Spotify, BoomBox, and Vampr each offer unique useful tools to musicians and music lovers. However, none are able to combine all of the necessary parts to make a one-stop shop. There is a need for this type of platform. This product would work to increase efficiency but also create new kinds of inspiration. The thing that sets Pulse apart is that it is not only a form of social media but also a digital studio.

The Industry:

Working in the music industry feels nearly impossible on your own. Resources and promotion are hard to come by unless you are discovered. Current apps allow you to share your music with others but then what happens?

What's lacking:

collaboration
access to technical resources
access to self promotion



research approach

FOCUS



music
production
process



identify
pain
points



understand
possible
users

METHODS

Surveys & Interviews

primary

These methods were completed by speaking with people currently working in the genre and sending out surveys to anyone involved in or looking to be in the music industry

Competitor Analysis

This method was carried out by researching competitors and how they are currently fulfilling the needs of users. Also understanding what they are doing well and where they could improve.

Literature Reviews

secondary

This method was carried out by looking into who is involved in music production and understanding the process of creating music and collaborating.



research findings

COMPETITOR ANALYSIS

	<u>kompoz</u>	<u>soundcloud</u>		<u>splice</u>	<u>vampr</u>	<u>offtop</u>
users	~300,000 users	76 mil users		8.8 mil users	~300,000 users	N/A
features	<ul style="list-style-type: none"> • share private studios • crowdsource tracks • publish your music 	<ul style="list-style-type: none"> • real-time stats • find your community • connect directly with fans • streaming platform 		<ul style="list-style-type: none"> • catalog of sounds • preview and organize favorite samples • search tools for sound discovery 	<ul style="list-style-type: none"> • tinder for musicians • social media esc profiles <ul style="list-style-type: none"> • music discovery • collaborate 	<ul style="list-style-type: none"> • download • record • send and save • showcase personal samples
positive	<p>“a way for musicians to not only do what they love, but to receive input and comments from others while collaborating with anyone anywhere.”</p>	<p>“make all of their offerings extremely easy to navigate allowing you to onboard easily.”</p> <p>“like that you can make playlists from songs you find”</p>		<p>“access to a massive amount of samples & loops”</p> <p>“easy to use desktop app genre based categories”</p>	<p>“Vampr is like Tinder but for music. Put down your instruments, a bio, some demo clips of you and then gives you feed of musicians in the area looking for people to work with.”</p>	<p>“Offtop is an advanced platform designed for musicians, offering an ideal space to showcase and share demos, beats, and samples.”</p>
negative	<p>“unlike other music collaboration sites, there isn't a tool present on the site itself that allows for editing.”</p>	<p>“you have to post a ‘playlist’ which doesn't make it easy for musicians sharing music”</p> <p>“could be more ways to be social”</p>		<p>“Splice app is slow & buggy at times”</p>	<p>“seems it's aimed at recording your track and sending it over... which I find a bit boring”</p>	N/A

LITERATURE REVIEWS

Music is produced nearly every second. On Spotify alone, **60,000 new tracks** are uploaded **every day**.

Types of Producers

electronic music producers
works with software and equipment to create beats, loops and other audio in order to produce songs. These producers can make use of samples from existing tracks or create their own sounds from scratch.

executive producers
overseeing all aspects of a project. This person often has little to no experience in the studio but has management experience

mixing engineers
works in a recording studio to get the best sound quality out of each instrument or voice on a track.

mastering engineers
take recorded songs and prepare them for distribution by adding effects such as compression and equalization to enhance their overall sound quality. Also adjust volume levels on songs.

soundtrack producers
create music for films and television shows. This requires them to have an understanding of film editing techniques.

DJ/producers
they create and perform their own music, and they also play other people's tracks in a live setting. The DJ/producer is responsible for choosing which record to play next and adjusting the sound and effects of each track

Required Equipment

- | | |
|---------------------------|----------------------|
| Digital Audio Workstation | Recording Microphone |
| MIDI Controller | Sample Service |
| Studio Headphones | Signal Analyzer |
| Audio Interface | Serum Synthesizer |

5 steps in music production process

- 1 composition
- 2 arrangement
- 3 sound design/production
- 4 mixing
- 5 mastering

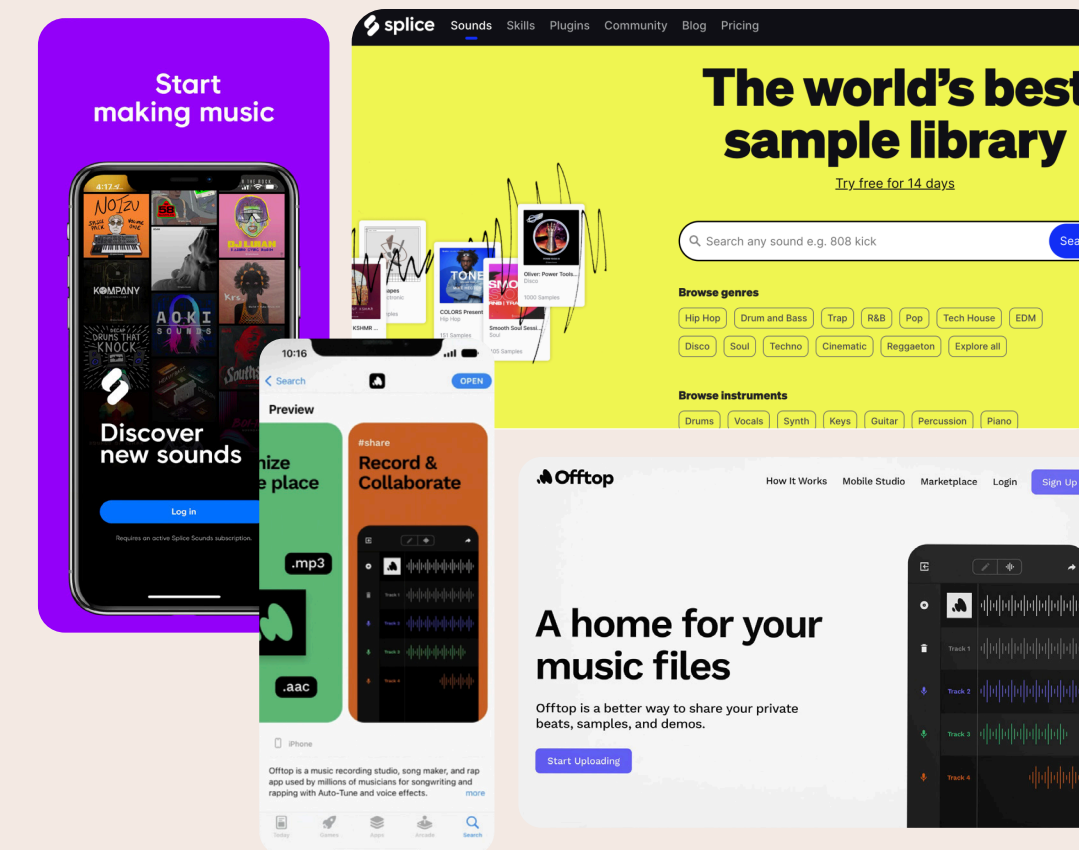
Common Service Features

- publish your own music
- collaboration
- save samples
- social media touch

Common Look & Feel

- bright colors
- blocky text
- simple interface
- minimal crowding
- artistic touches
- organization

FINDINGS



I conducted interviews with **three** professionals in the music industry. Each with a **different background** and **knowledge of the industry**.

The questions focused on a variety of topics including personal processes, pain points, views on collaboration, required materials, and more.

Questions to note:

- What are the biggest pain points in your opinion with making music? What frustrates you most?
- Do you prefer to collaborate or work alone and why?
- How are you currently finding artists to collaborate with?
 - a. What does that process look like?

DJ/Producer

DJ/Producer

DJ/Singer

“It is completely **unrealistic** but in my perfect world popularity of an artist would be **based around pure talent and quality** of songs”

“I do think some sort of platform to connect vocalists with producers would be awesome as the toughest part is **finding quality vocalists** to sing my lyrics for songs.”

“vast majority of edm producers **use websites like splice & or ‘sample packs’** curated by actual musicians to find kicks, hi hats and synth samples”

“Learning **new software** is so annoying. I just get so **frustrated** and want to know exactly how to do it.”

key takeaway:
collaboration is a vital part of the process but too much collaboration takes away from individuality

key takeaway:
learning and using all of the required software is a huge hurdle and a disadvantage for people who are new to creating music.

key takeaway:
currently having mutuals in the industry is the biggest way to find collaborators or people with the resources you need.



1. Do you think collaboration is important to the music production process?
2. Are you interested in collaborating on music?
3. Have you considered sharing/selling your own music?
4. Who all do you consider part of the music production process? Please list them. (Ex.: lyricist)
5. Do you find it difficult to seek out people to collaborate with?
6. What kind of music do you create?
7. Where do you publish/post your music?

“One can **learn so much** about themselves, how to improve their creative process or even learn new skills **thanks to collaboration.**”

100% of participants say they are interested in collaborating on music projects.

“I have trouble with the technical side of things.”

“word travels fast in the music scene! Social media is a huge help. **Posting my own projects has attracted similar artists** and we typically end up supporting each other”



Elaina
She has always loved singing and writing her own songs but recently she decided to get serious about sharing her work. She is unsure of where to start in terms of getting her songs produced. She doesn't have many connections as an independent artist.

Skill Levels

writing	●●●●○
singing	●●●●●
producing	●○○○○
engineering	○○○○○
instrumentals	●●●○○

Desires

- get her music to a greater audience
- find a team that can get her music stream ready

“Making music is my passion but I can't figure out how to share it with a larger audience.”

Daniel
He has been making his own mixes and performing for crowds professionally for over three years now. He wants to take some new directions though, by finding vocalists unique to his music. He could also use some help developing his personal brand.

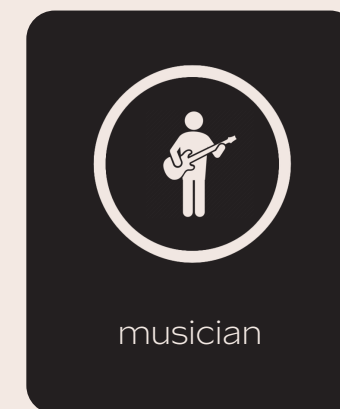
Skill Levels

writing	○○○○○
singing	●●●●●
producing	●●●○○
engineering	●●○○○
instrumentals	○○○○○

Desires

- find unique vocalists to collaborate with him
- get help on promoting personal brand

“I want to take my mixes to the next level with some skilled vocalists and lyricists.”



Josh
He plays the guitar, drums, and piano. He has written a ton of his own music as well as playing covers. He is looking to get hired on any type of track playing one of the instruments he specializes in.

Skill Levels

writing	●●●●●
singing	●○○○○
producing	●●○○○
engineering	○○○○○
instrumentals	●●●●●

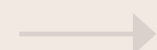
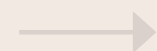
Desires

- sell or collaborate on tracks with his music
- get work playing one of the instruments he is skilled at

“It would be awesome if I could put my skills to use playing on a track or collaborating.”

Issues Defined

- lack of promotion
- resource access
- communication
- maintain individuality



Goals Defined

- personal branding
- collaboration
- comm. tools
- abundant resources

REFLECTING

VS.

OPPORTUNITY

Collaborate

fill in the gaps by finding new artists to connect with

Explore

find new sounds, artists, and collaborators through searching and exploring the interface

Empower

feel empowered on the featured page and by your musical community

PROJECT PRINCIPLES

Create

create new sounds and songs with new found collaborators

Inspire

inspire others and find inspiration in those around you

why pulse?

brand directions

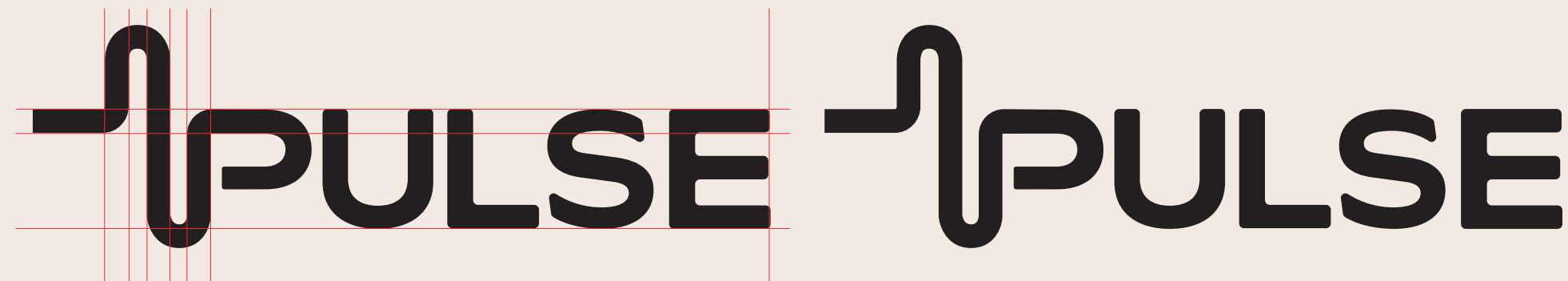
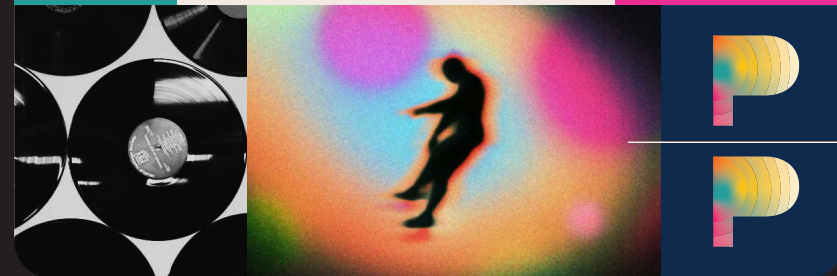
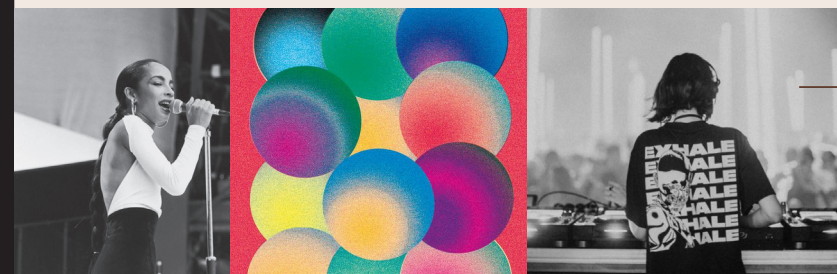
The name pulse represents a myriad of things. Pulse can relate to the physical act of creating sound waves. It can also be the result of causing motion or even a heartbeat. Pulse relates to music through it's relation to sound and community/ connection causing change and the heartbeat of the music community as a whole.

PULSE

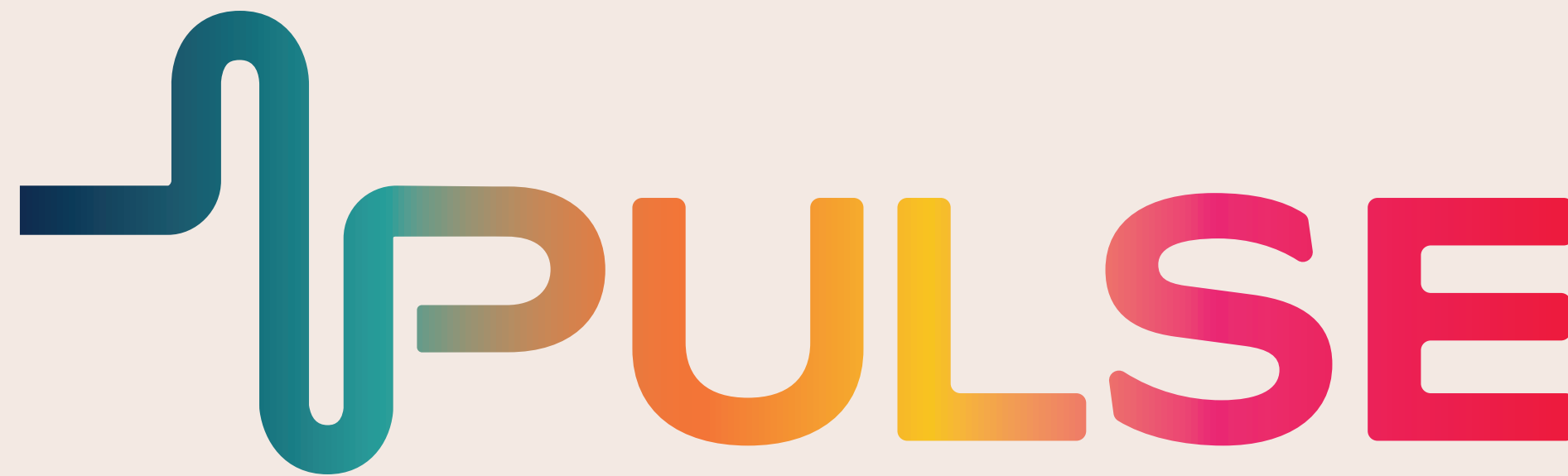
look & feel

The brand is meant to spark creativity and collaboration. The use of bright colors, gradients, curved lines, and clear imagery help Pulse reach these goals.

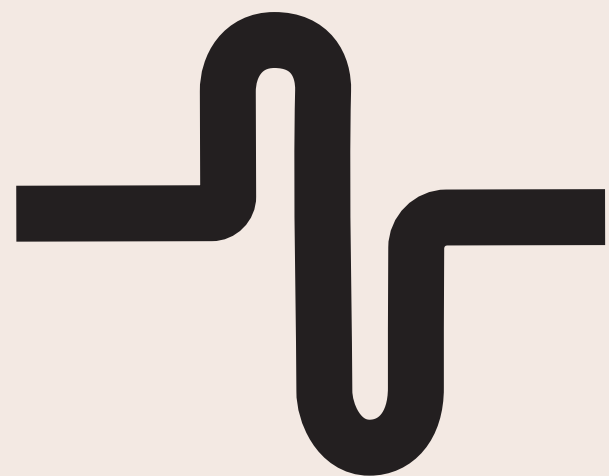
Gradients and color will appear in certain features as accents.



final mark



secondary mark



color palette



typography

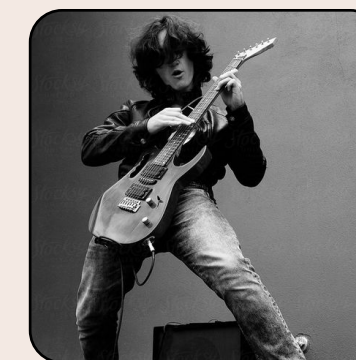
Sculpin Light

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z
ABCDEFGHIJKLMN
OPQRST
UVWXYZ

Sculpin Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRST
UVWXYZ**

photography



material materials ma



SPECIAL GUESTS
DANIEL SKYE
FAYE

SOCIALIZE
COLLABORATE
CONNECT

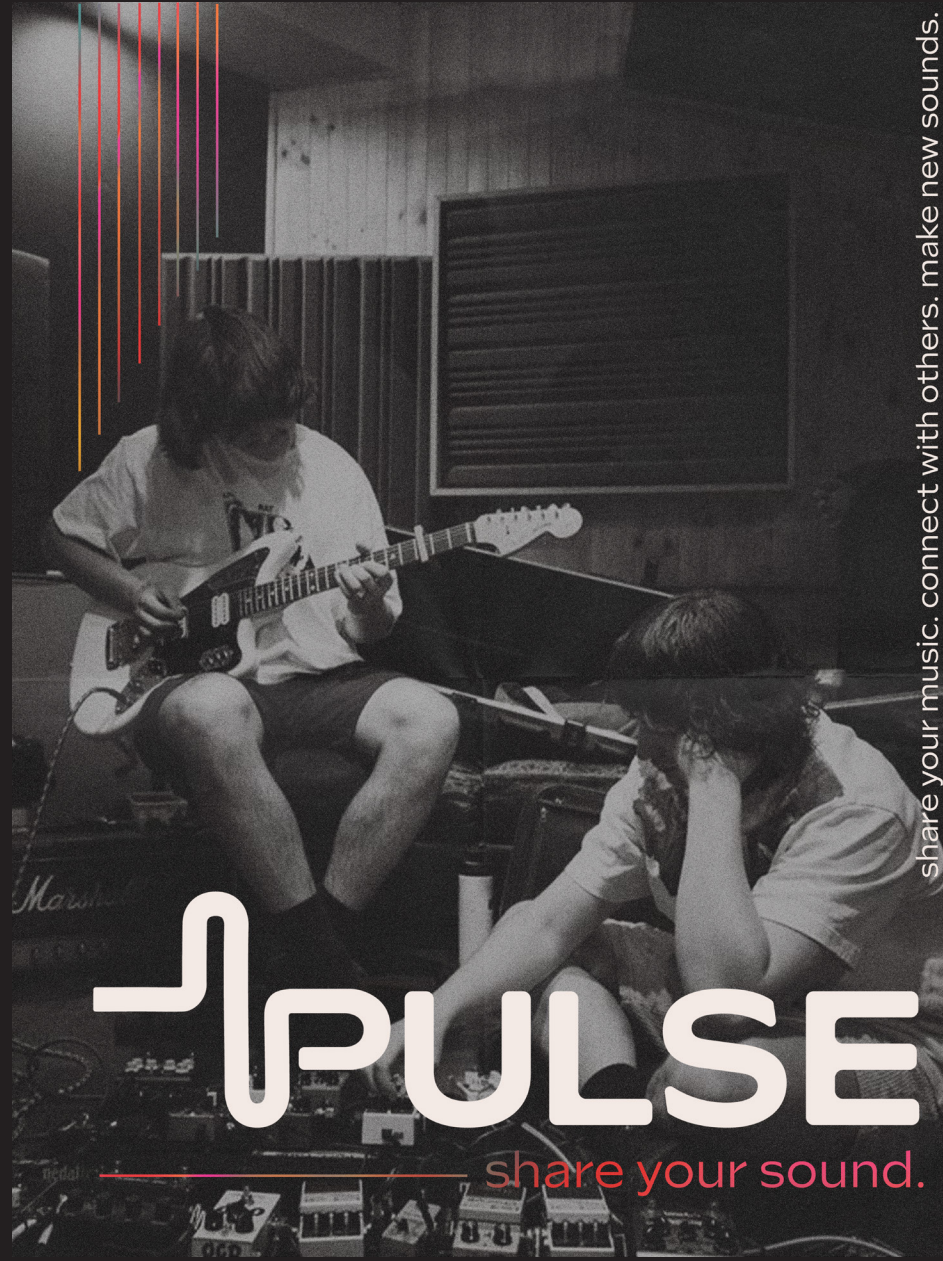
PULSE EVENT

3.12.24

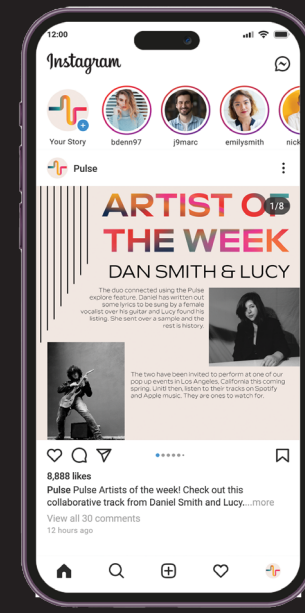
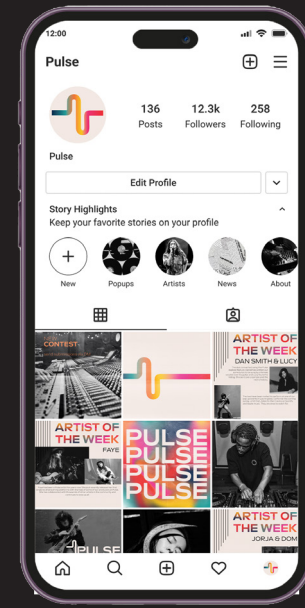
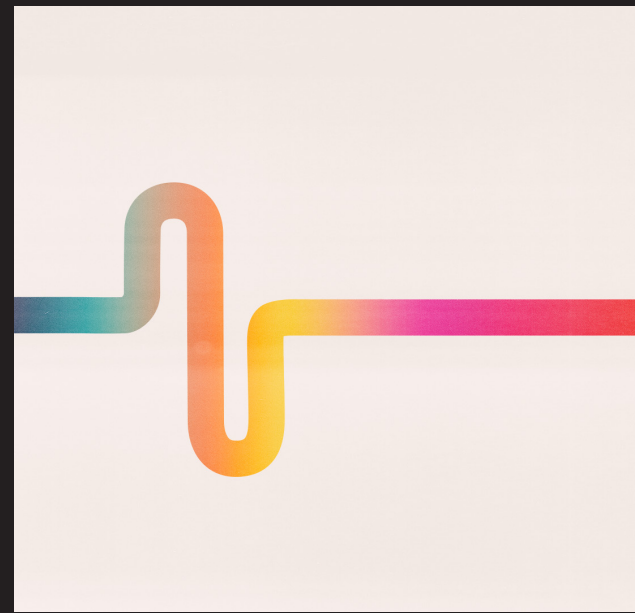
PERFORMANCE BY:
Beatzz & Noah Lane



322 W AVE.
COLUMBUS OH
DOORS @ 7 PM



share your music. connect with others. make new sounds.



media media media media media

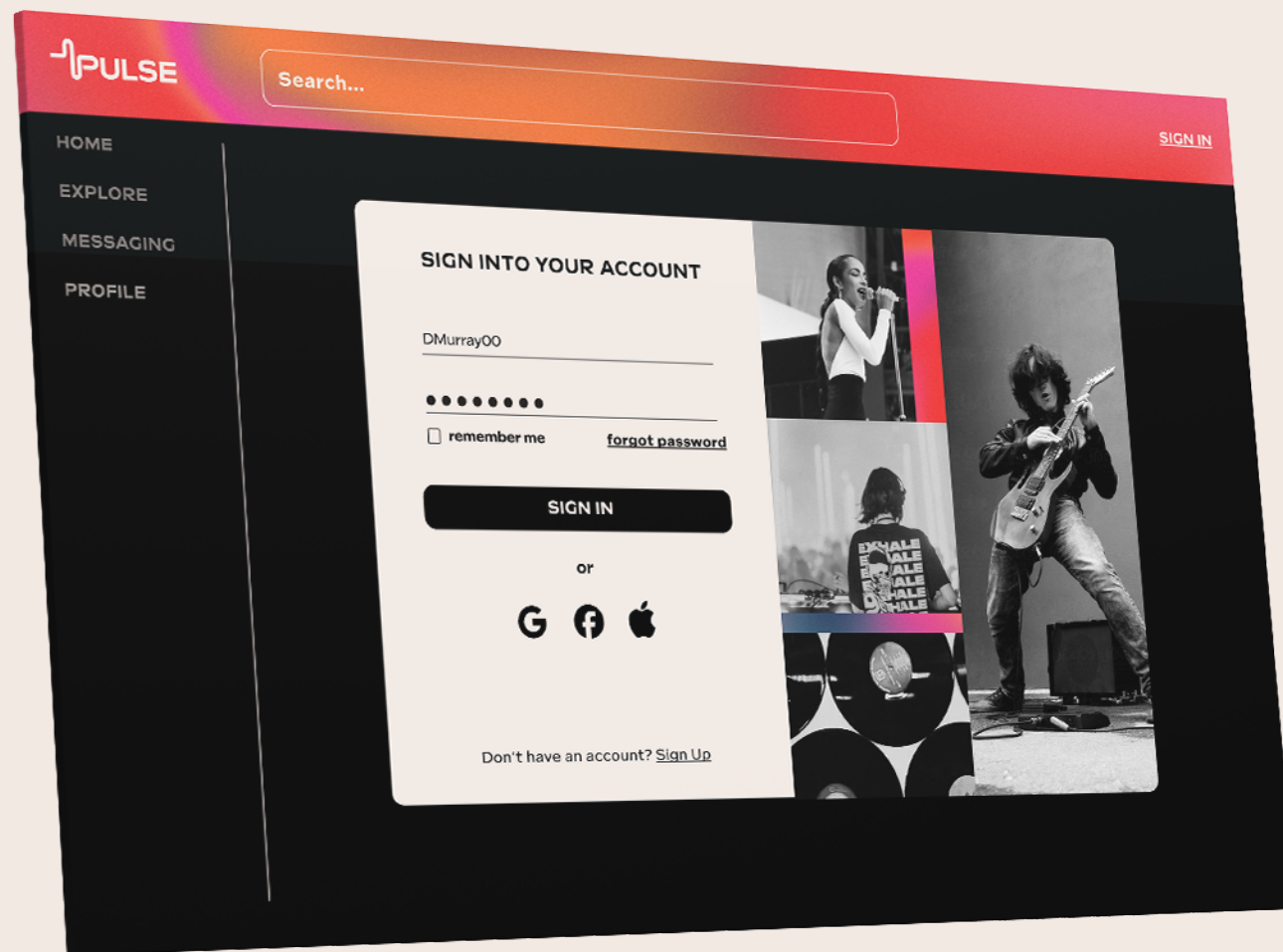


the app

sign in page

what users see upon opening the Pulse app

users can sign in or sign up using traditional methods or external apps



profile page

here users can edit their personal information such as bio and job title

add your sets/mixes and sounds

create and edit listings on this page



explore page

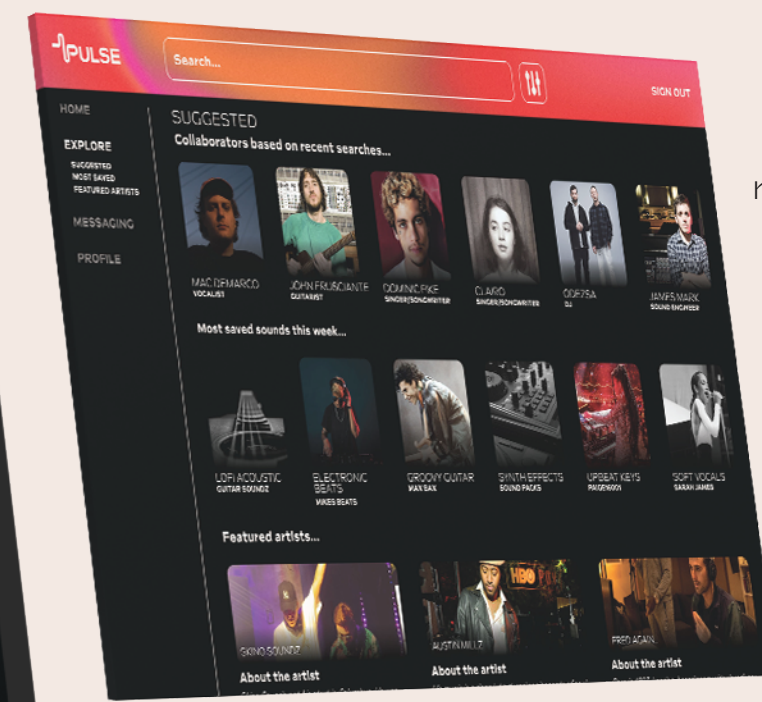
where users can search for resources or artists they desire

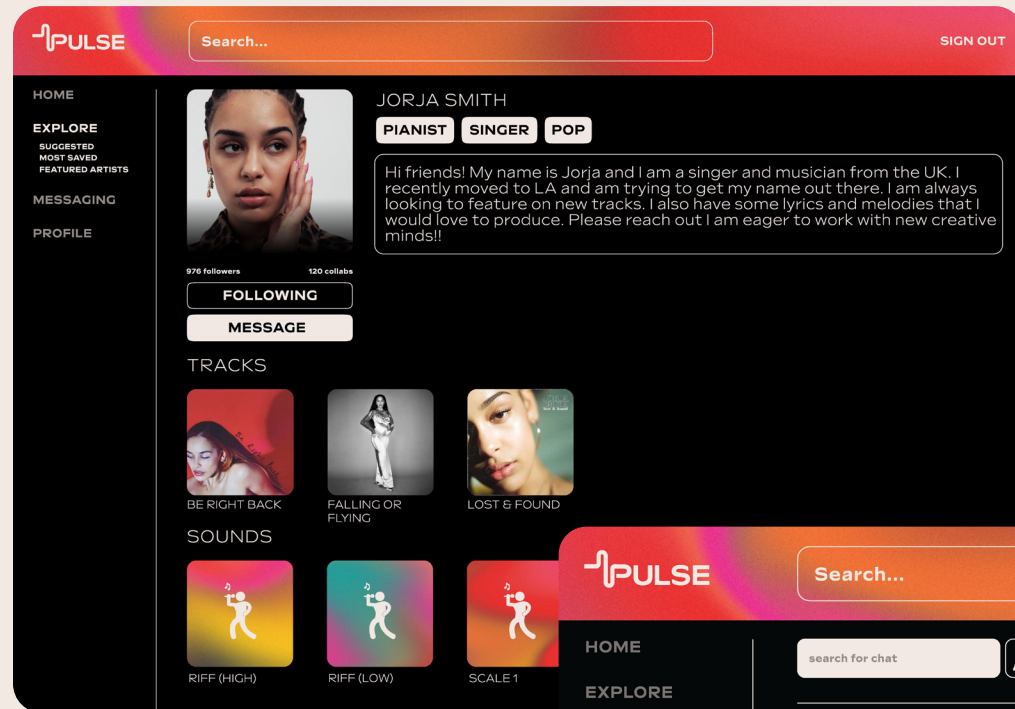
can apply filters

see suggested collaborators

see featured artists of the week and bios

filters allow users to get a more precise result on what they are looking for





explore page - profile

checkout other artists tracks, get to know them, give them a follow or send them a DM

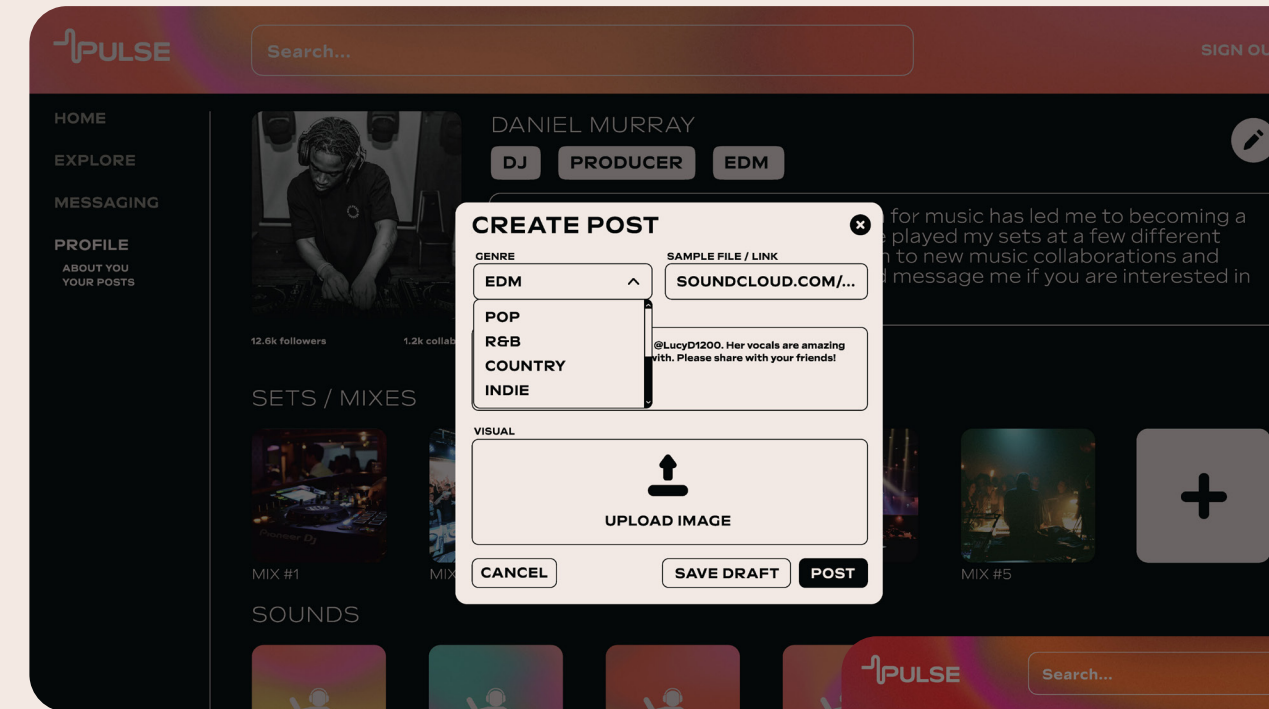
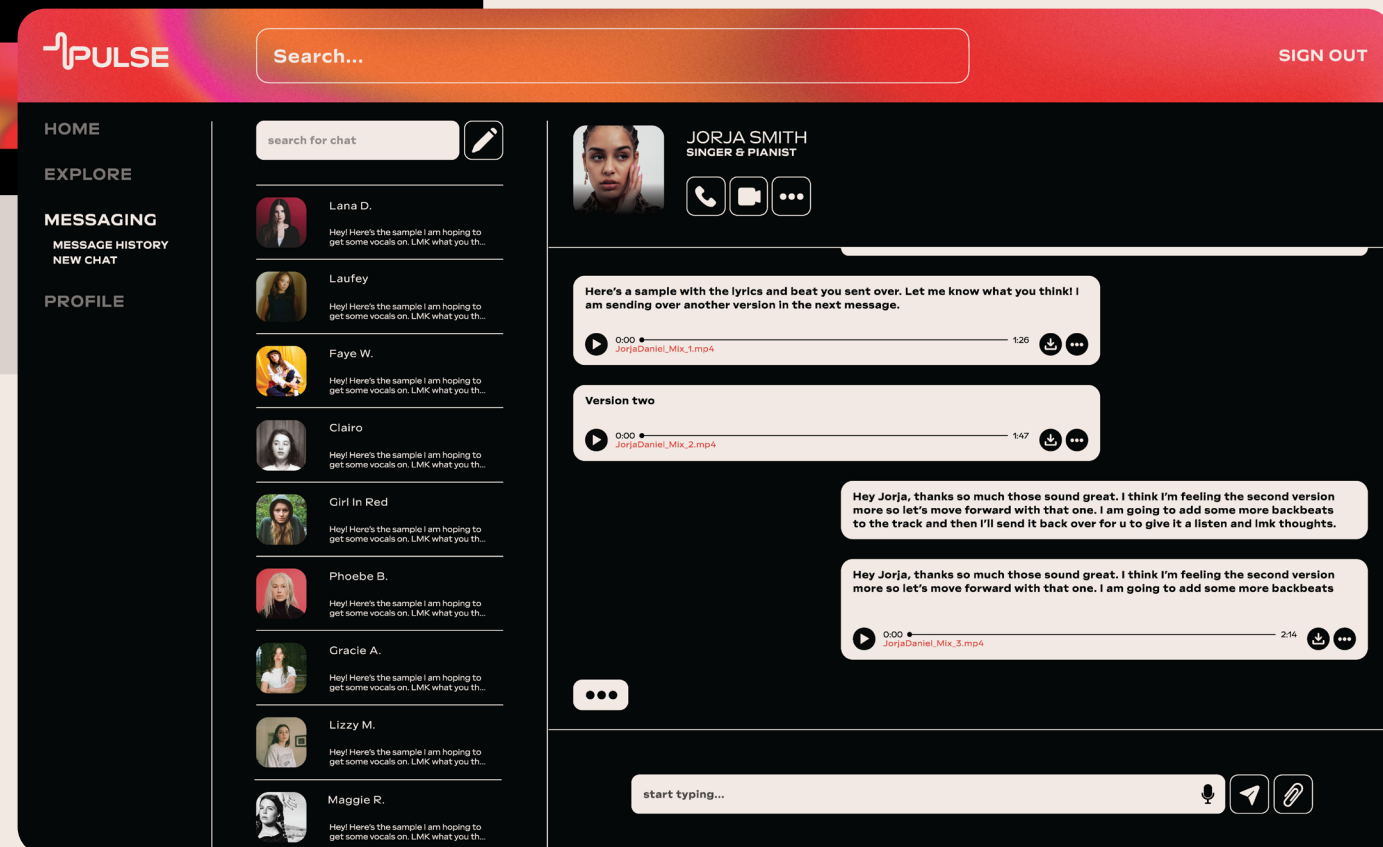
messaging tab

users can see all of their recent message history

send and receive messages

attach files, voice record, and download files

call, video chat, and access profiles

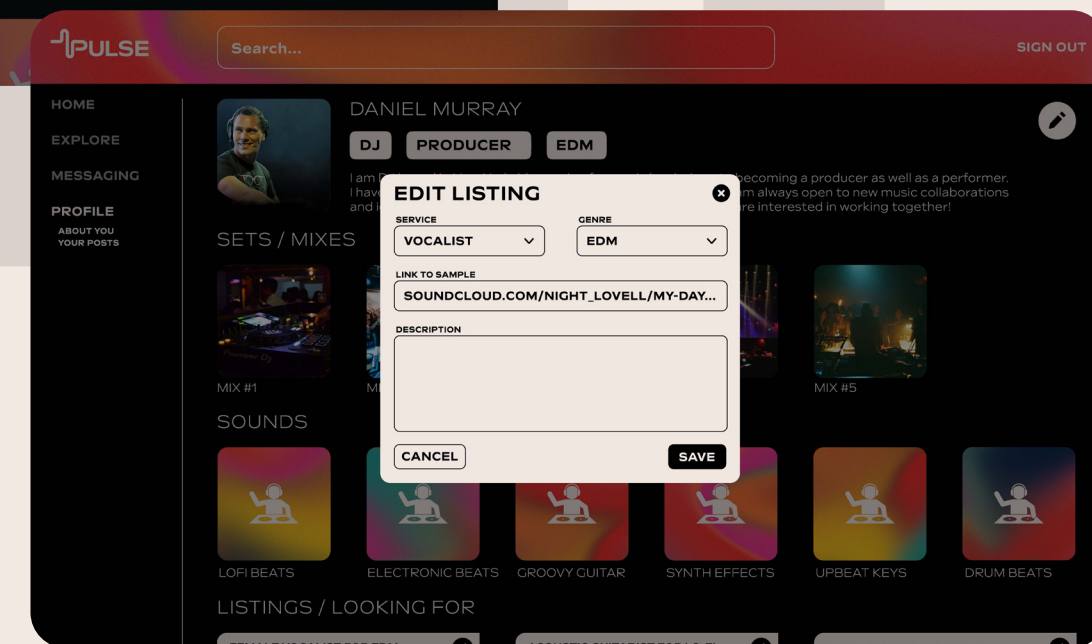


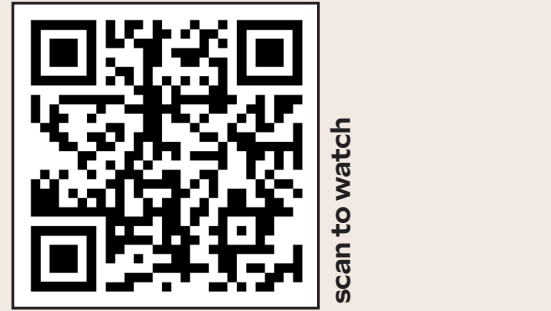
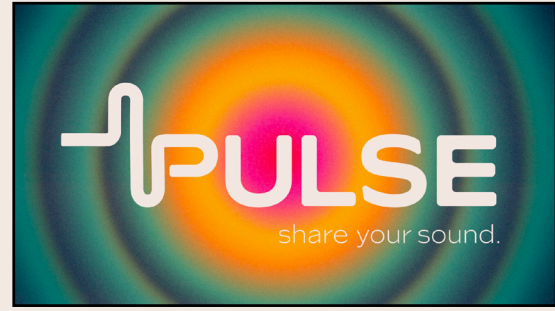
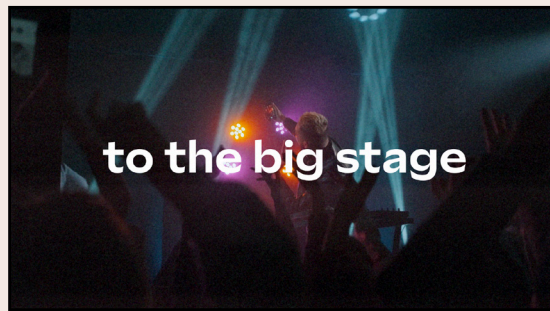
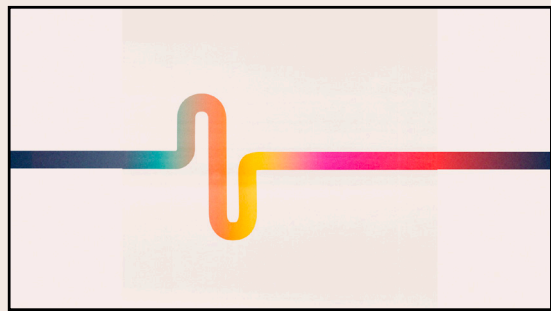
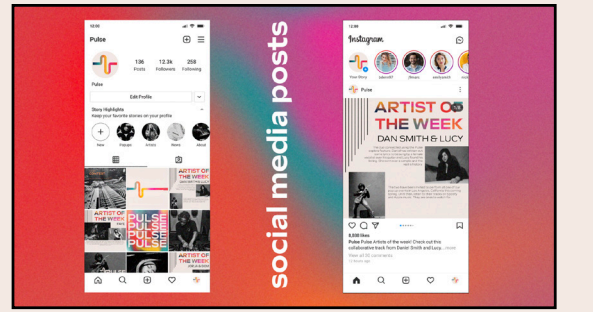
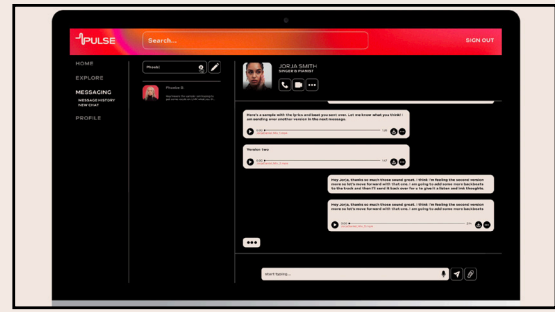
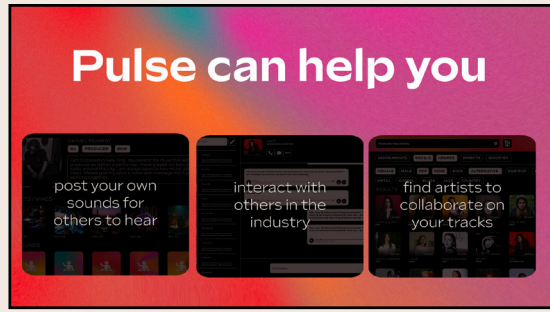
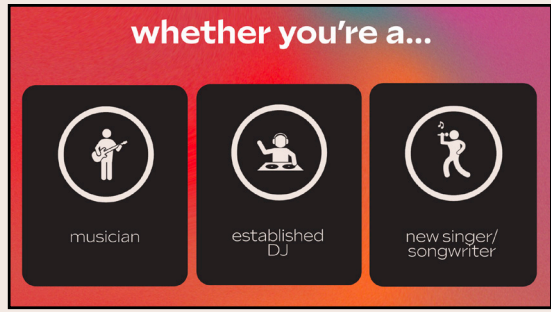
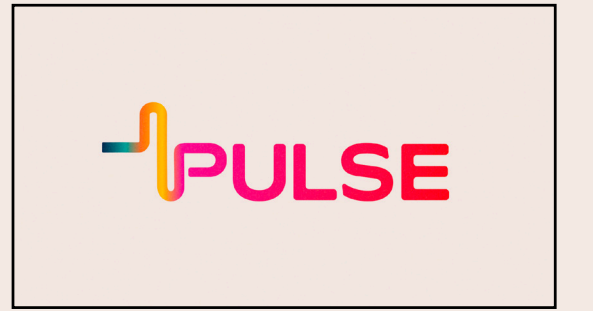
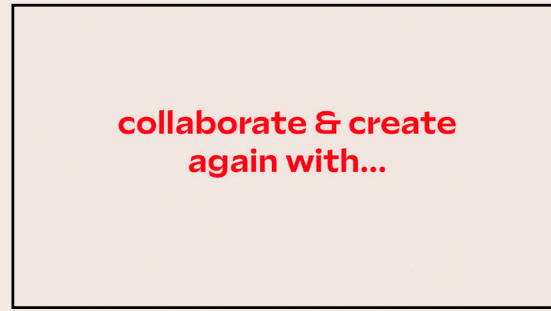
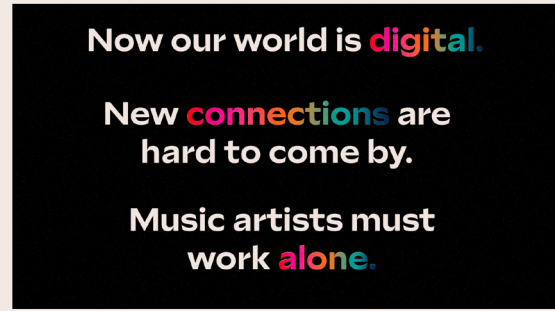
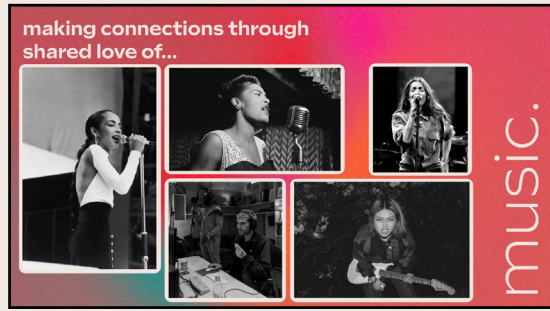
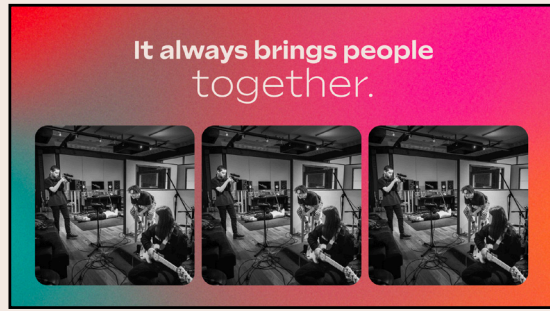
create a post

users are able to create posts through their profile page by selecting the genre, adding a file or link, writing a caption, and selecting a cover image

edit listings

users can edit and create listings through their profile page for other collaborators to see and respond to.







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