MDES (Herkansing jaar 4)

Naam: Mika Wishaupt

Studentnummer: 2168445

Klas: Geen - 4e jaars herkanser

Link Video app: https://youtu.be/Bgx3K2gbg8A

Link online-prototype: https://xd.adobe.com/view/98b0e089-9259-4425-9a7e-f573099a19d7-cde3/screen/2db9e257-2812-4edc-92a3-bb9f9ab7d3f0

Sources: *see last page*

Deadline: 10 november 2024 (9:00)

What is AI-Tune

AI-Tune is a pop-up store where people are given the power to create their own music using the AI-Tune app. The app comes with an AI called Tuny that makes music using prompts and the customer's voice to create unique music. The customer gets the freedom to make their own decisions, like what kind of instruments the music needs and to add their own lyrics for the song (if the customer wants it). At the end of the journey, the made music will be played by the DJ at AI-Tune with all the other made music made by other customers. Customers can stay to party and enjoy drinks from the bar.

The purpose of AI-Tune is to show people the power of AI, the potential future of events, and how AI can help with producing music.
Also, AI-Tune is there to have a fun time and to party with other EDM enthusiasts.

Outside of the app's function to create music, it will also turn into a unique MP3 player with a playlist made that evening.
Also, the app will have a map and timer to make sure the customers know where and when the event takes place since AI-Tune will have multiple events after each other at a different time and location.

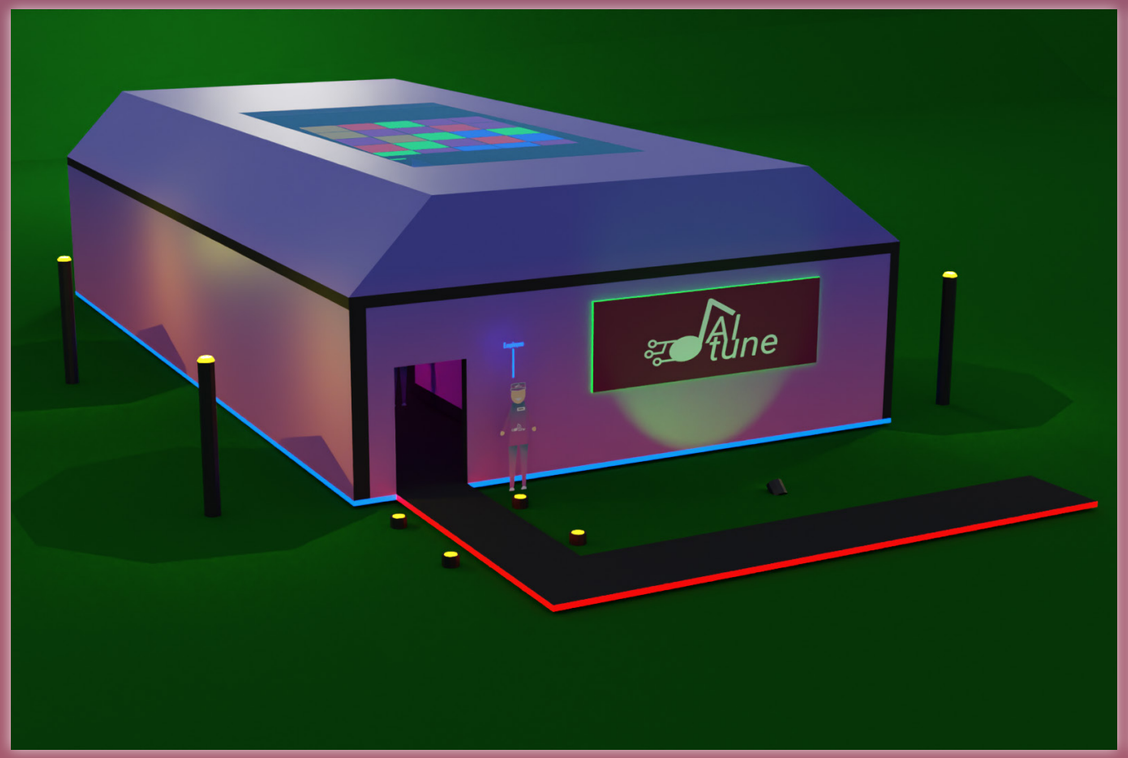
While most events have artists that will come, and you can expect what will be played, at AI-Tune, YOU are the artist, and you have the magic to create something unique and to listen to what other people come up with!

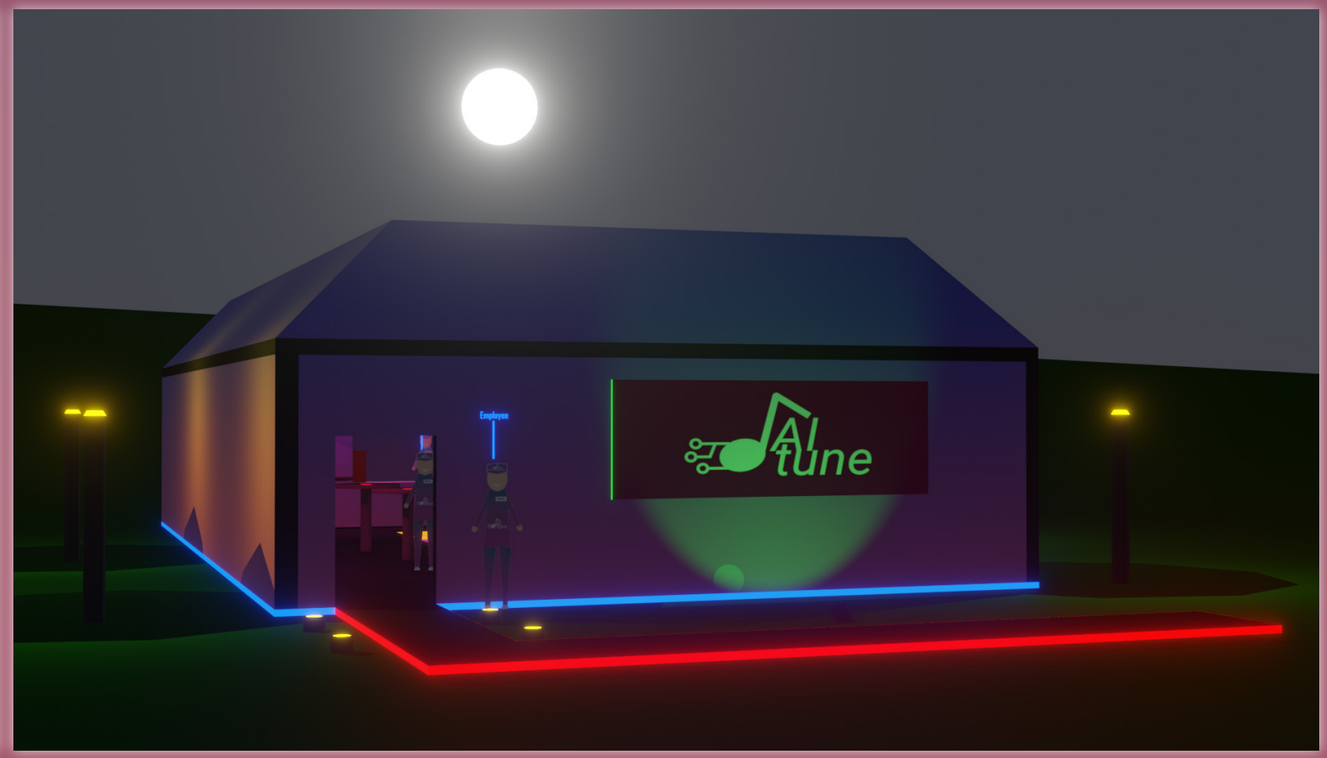
The outside of the pop-up store

The pop-up store is all about showing the potential future, which is also shown on the outside. It uses a futuristic theme with a color palette based on the app and touchpoints like the bright colors that will attract people to the store (mostly during the evening).

The building is made of strong but easily buildable blocks supported by strong beams to have a solid pop-up store that can even be held if the weather is bad. The point of the pop-up store is to be temporary and come to different places.

On the outside, there will be an employee who helps the first guests and makes sure they have the app installed and know what is going on inside.

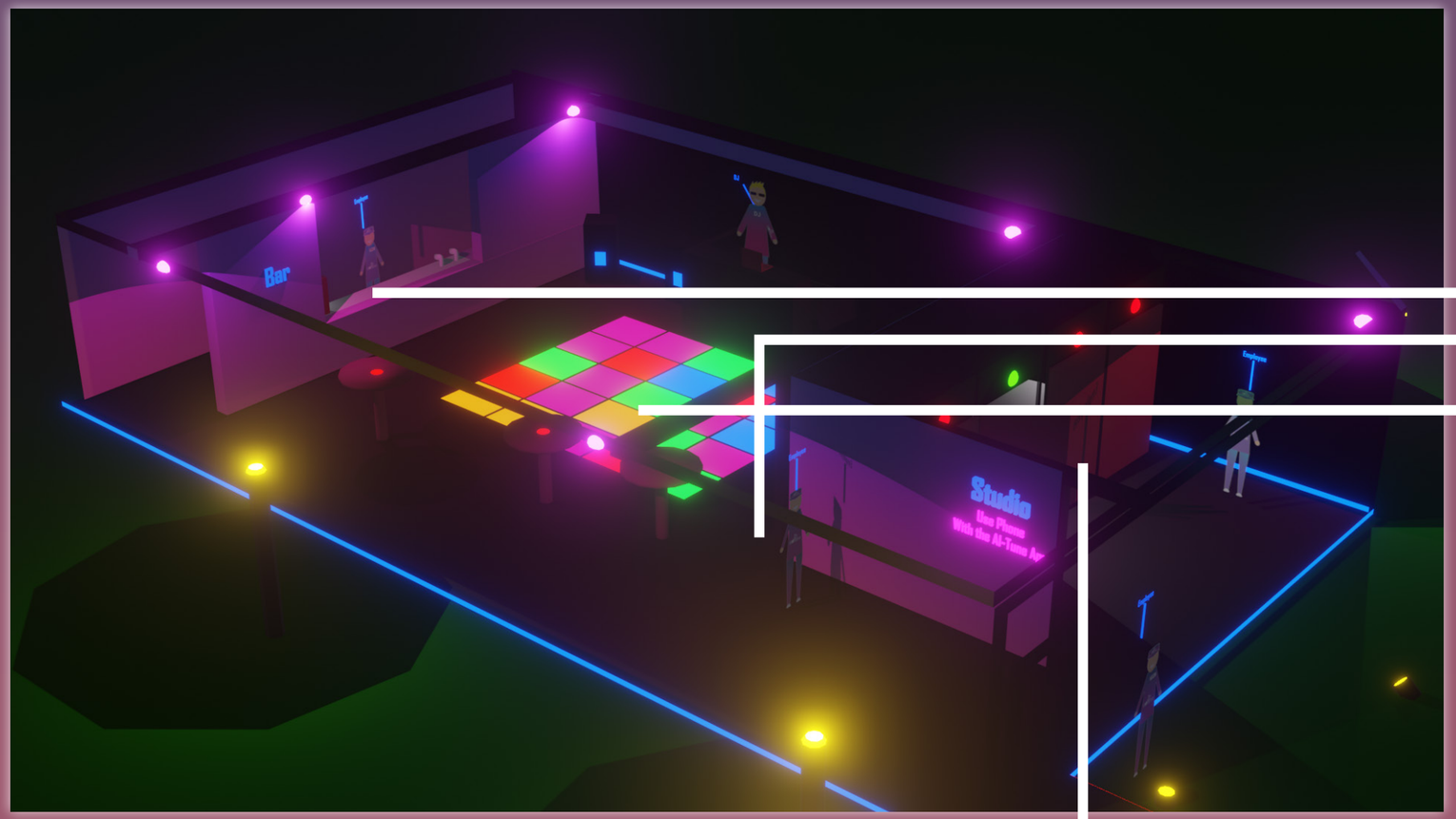




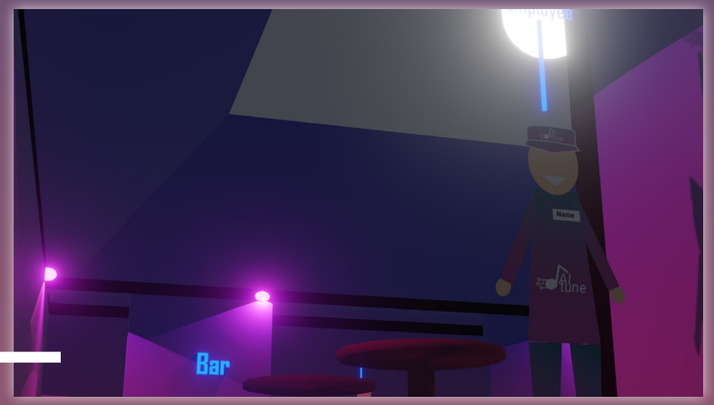
The inside of the pop-up store

The inside of the pop-up store will just like the outside be one bright and colorful party!

Inside there is the studio where the people will make their cool music and have a silent space to focus, the dance floor guided by the special AI-Tune DJ that will play all the made music and off course the bar where you can buy some nice drinks during the party!



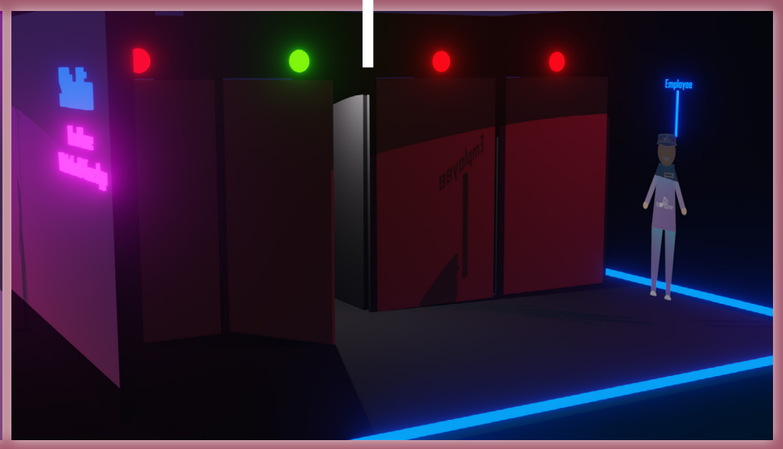
View inside

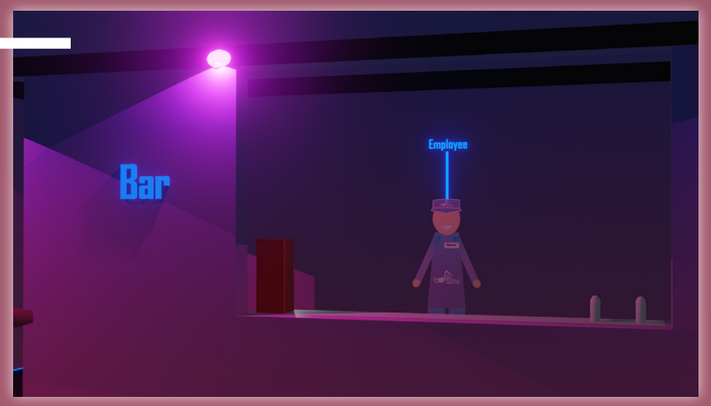


View through the glass roof to hopefully see a beautiful sky!

Dance floor with DJ and tables to rest and have drinks.

The studio will have multiple recording studios where people will have the space to work on their music.





Bar with drinks.

Customer Journey

Persona

Name: Adjan Rijnbergen
Age: 25 Years
Job: Video editor

Situation

Adjan is a 25-year-old video editor and works a lot with music. Adjan is looking for a new way to work with music and is open for new songs to listen to, but mostly to find others with his music taste. Adjan is social, ambitious, disciplined, open-minded and looking for a new experience for his interest in music.

Advertisement / Landing page · App · App / pop-up store · Pop-up store · Audience interaction · Landing page · Employees / app · Audience / Employees / pop-up store

Scenario start

- *You walk through the street and see an advertisement on billboards posters for AI-tune with a QR code to the landing page.*

  (Weeks before the event)
- *You hear others who are interested in EDM music talk about it, which makes you more interested.*
- *On platforms like SoundCloud, YouTube or Spotify, an add-on music video will play with an example of AI-made music. After the video, a clickable link will be displayed. There will also be ad banners on pages that are clickable whenever the user sees them, which direct to the landing page.*

Channels:

Physical promotion

Online promotion:
-Youtube
-Spotify
-Soundcloud
-AI-Tune link

Touchpoints:

Physical promotion:
-billboard and advertisements with the QR code to the Landing page
-Other potential guests (Indirect marketing and showing others have interest.)

Online promotion:
Ads = (advertisements)
- Music video ad
- Ad banner

Moment of truth:
When you are aware of AI-Tune and the idea of what it is.

Awareness

- *The timer will go down over a few days with notifications to keep you interested.*
- *You open the location on the app and see on a map the location of the pop-up store.*
- *When you open the app, you will only see the name, the logo, the location of the pop-up store, a timer and instructions to keep the app.*
- *The link will refer you to a landing page with a short explanation of the event and the temporary time of the app usage. The landing page also contains a timer when the event starts and a button that opens the location of the current pop-up store.*

  You can already download the app from the landing page!

Channels:

Landing page

AI-Tune app

Touchpoints:

Landing page:
-Explanation page
-Timer of start event
-Download button

AI-Tune app:
- Timer with location , name , logo and timer (before event)
- Notifications (before event)

Moment of truth:
The choice to go to the landing page and download the app with additional interaction.

Consideration

- *The app timer will go off and there will be instructions on the page with the map and a new button that asks for a code from an employee to access the app.*
- *You will go to the location and be surprised by a bright pop-up store that plays EDM music.*
- *On the outside, you will see some enthusiasts like yourself who also want to create some cool music.*

Channels:

AI-Tune app

Physical Pop-up store

Physical promotion

Touchpoints:

AI-Tune app:
-Timer goes off and shows a map and instructions page with additional action to add your own address for location navigation.

Pop-up store:
- Music coming from the store
- Building and attractive lighting.

Physical promotion:
Other guests to interact with.

Moment of truth:
Going to the store when the timer is done.

Acquisition

- *At the bar and dance floor, you can listen to your own music and what others create while dancing or having a drink.*
- *When you are done with your music, you can name the song, and the app will generate an image for it, and you can send it. After you send the song, an employee will bring you to the bar and dance floor.*
- *You can use the app to its fullest to create your own music. You will go through the app from creating a beat to adding instruments, recording your own voice, and editing it. On every page, you can type prompts to the AI that will make every aspect as you wish until you are happy with your made music!*
- *Once you enter the pop-up store, You will meet one of the employees who will give you a code that you can use to unlock the features of the app. The employee will bring you to the studio.*

Channels:

Physical pop-up store

Employees

AI-Tune app

Physical promotion

Touchpoints:

AI-Tune app:
- A given code by employee.
- Creating own music with the app with usage of AI (contains: beat page, instrument page and voice recording.)
- Request page when you are done with the music.

Pop-up store:
-Music studio for you and other guests.
- Dance floor and bar to dance with other guests

Employees:
-Will help and give code

Moment of truth:
Going into the store and making the music using the app, additionally staying in the store and join the party.

Service

- *After the event, the DJ and other employees make sure to save the app for the playlist.*
- *Once you open the app after the event, you will have a sort of MP3 player where you can listen to all the songs that were created for the event.*

  There will also be an indication of a new event.

Channels:

Employees

AI-Tune app

Touchpoints:

Employees:
- Will help with saving the app and the additional use case of the playlist.

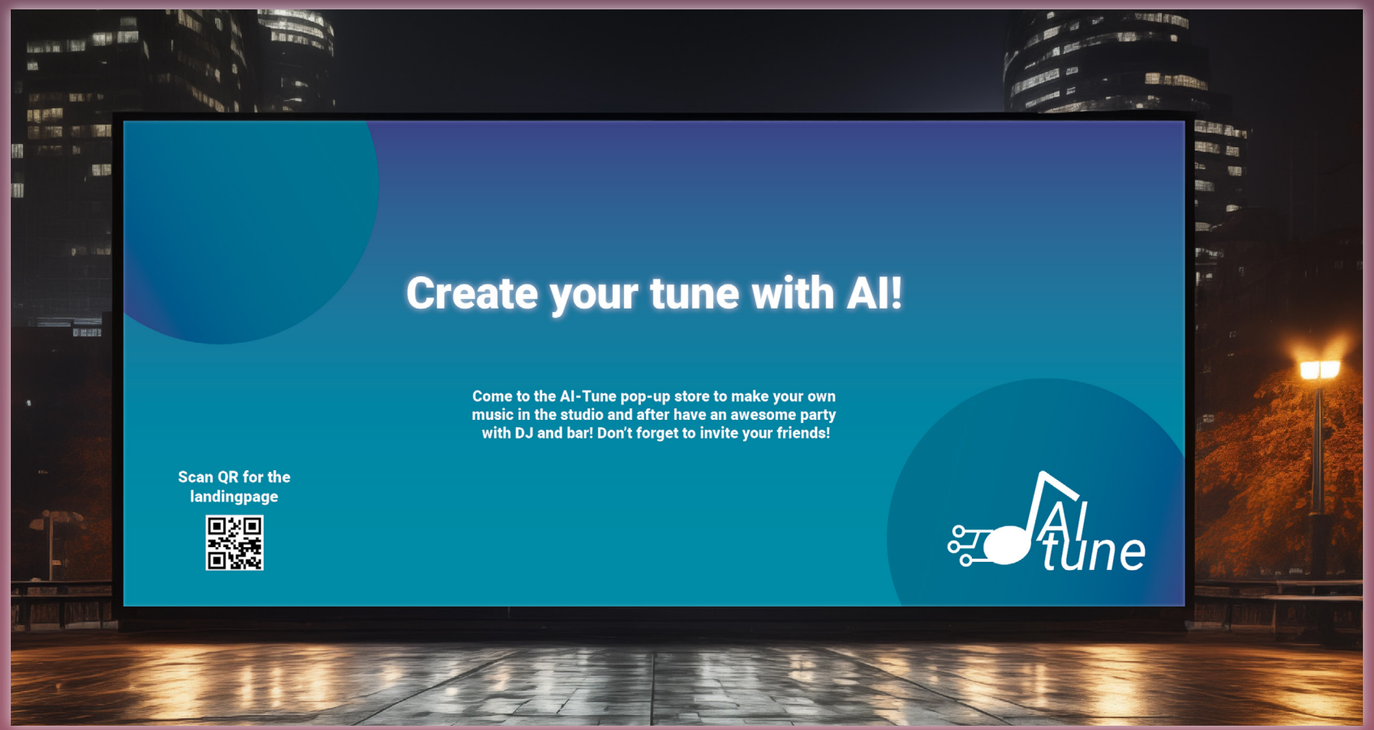
AI-Tune app:
- App turns into a mp3 player with all the created songs.
- indication for a new event.

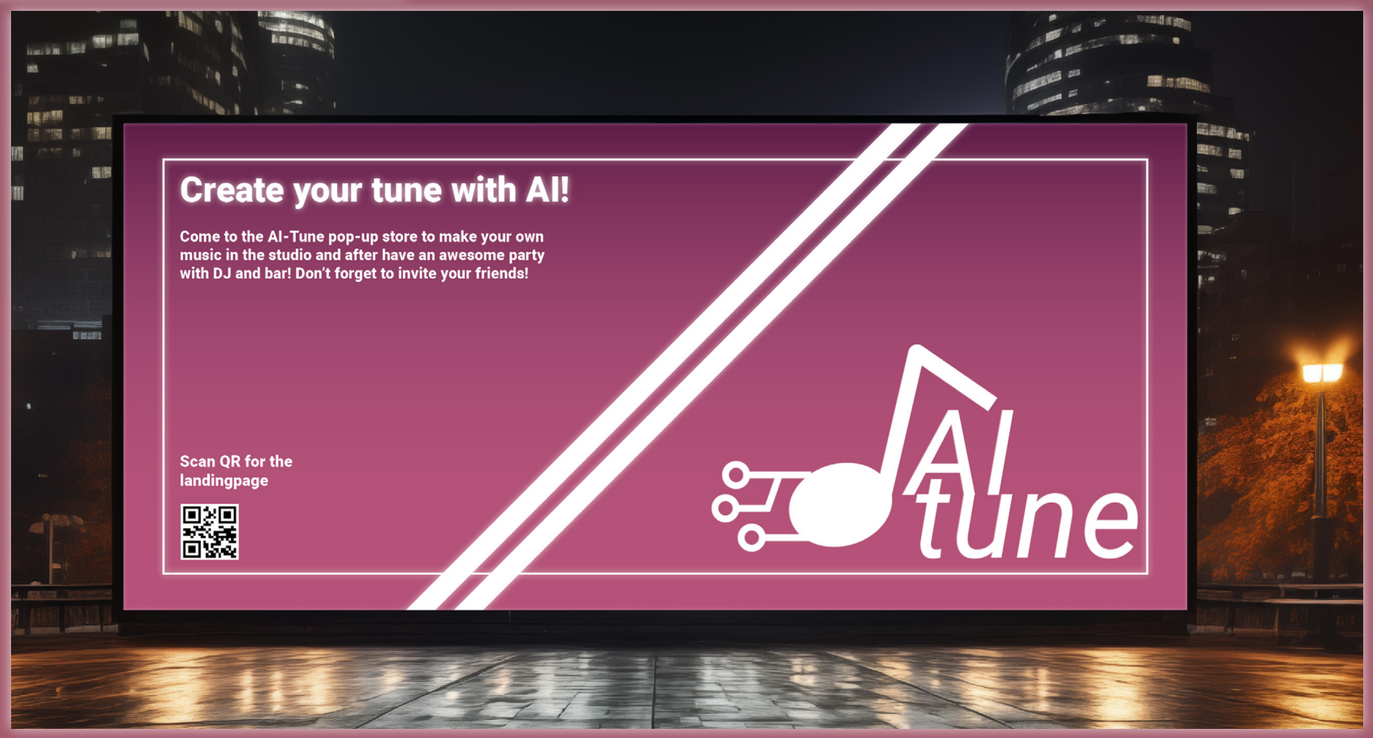
Moment of truth:
Staying loyal to the pop-up store by using the MP3 player and additionally going to the next event.

Loyalty

Touchpoint - Billboards

Bright billboards are shown in places with walkable pads so that people can walk to them and use the special QR code that directs to the landing page.





Source:
Billboard Mockups: Foxy. (2023, 20 november). Behance. Geraadpleegd op 7 januari 2024, van https://www.behance.net/gallery/184967903/Billboard-Mockup-Free

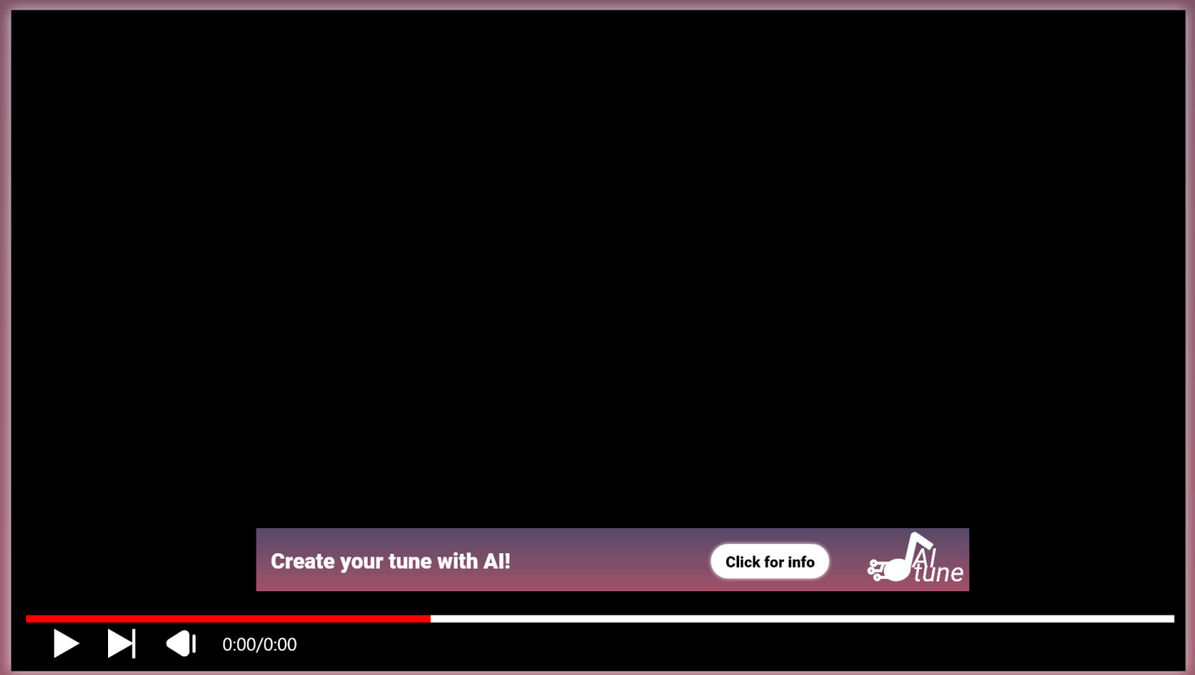
Touchpoint - Posters

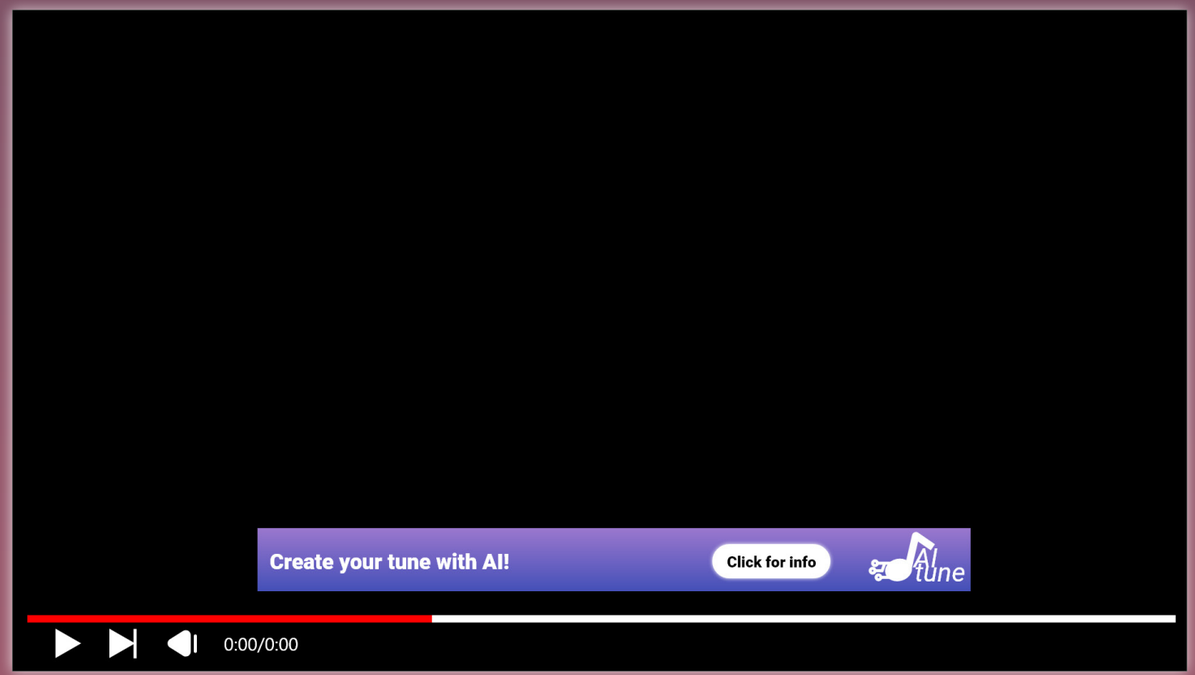
The posters are put in public places where a diverse group of people walk around, including EDM listeners. The posters will direct to the landing page when the QR code is scanned.

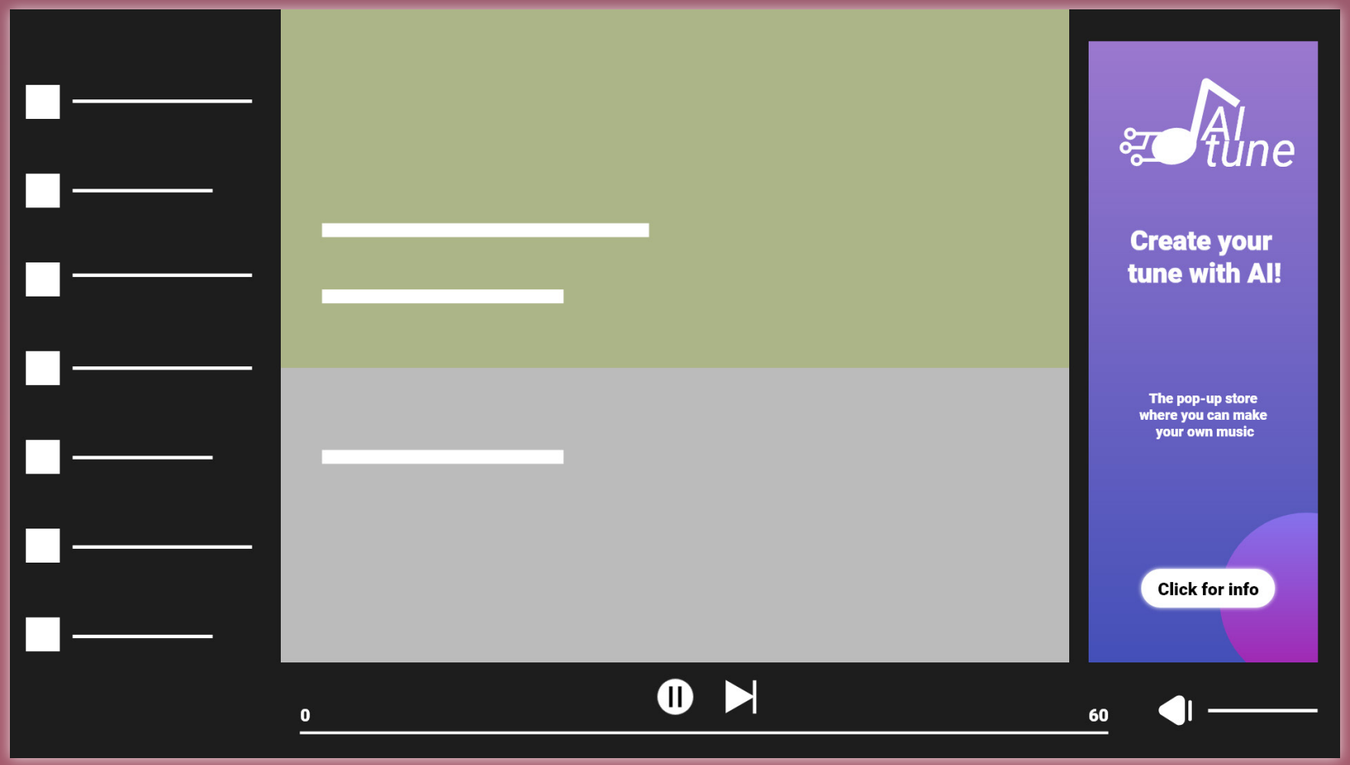
Source:
Poster Mockups: Andrew. (2023, 20 december). Citylight Poster Frames Mockup - Instant download. Mockups Design. Geraadpleegd op 7 januari 2024, van https://mockups-design.com/citylight-poster-frames-mockup/

Touchpoint - Overlay banners

Online there will be advertisements banners on popular music streaming services like Spotify where people are introduced to AI-Tune.





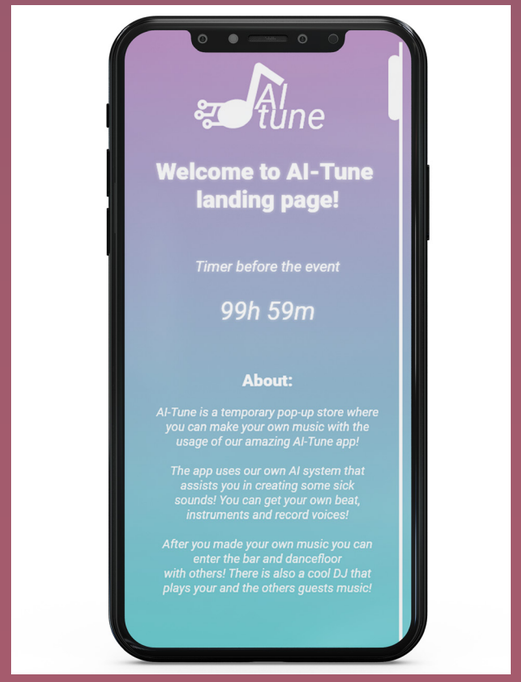


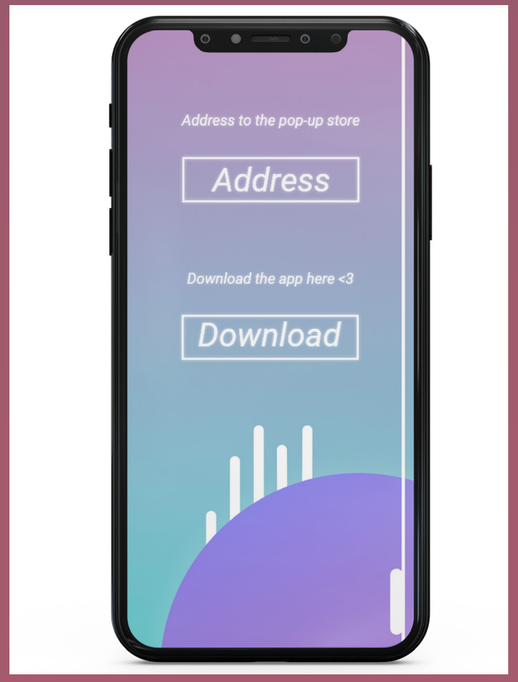
Touchpoint - Landing page

The landing page will give information about AI-Tune and direct to the download of the app. There is a desktop version for different screens, and it also gives people on a PC access to the download page.

Desktop

Mobile

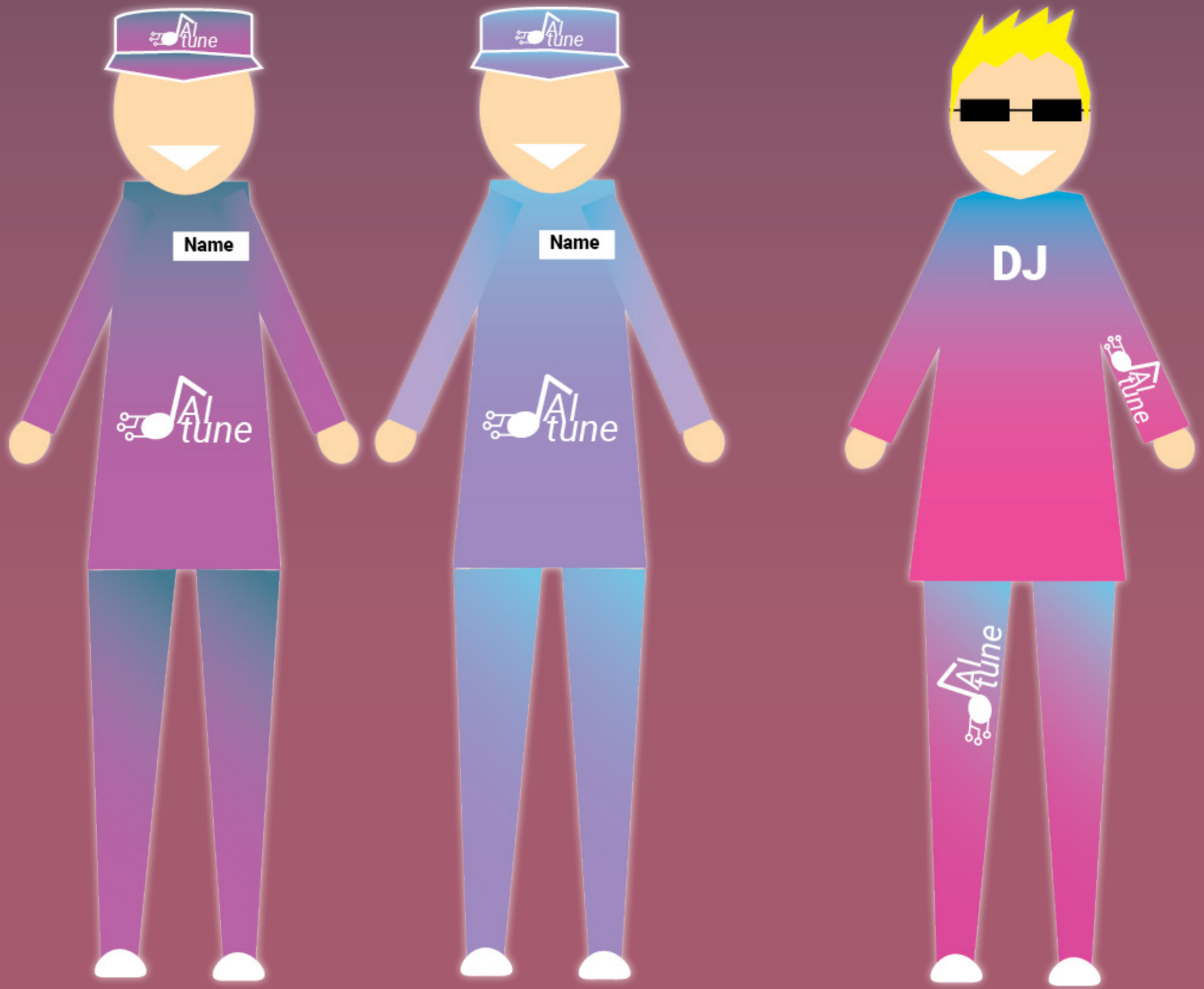




Source:
Desktop Mockups: Tuz, T. (2017, 20 januari). Laptop Mock up Design Free PSD. Freepik. Geraadpleegd op 7 januari 2024, van https://www.freepik.com/free-psd/laptop-mock-up-design_1024828.htm#query=laptop%20mock-up&position=10&from_view=keyword&track=ais&uuid=cb77d5b4-9383-4a1d-8caf-ee10cadd19f8
Phone Mockups: Plamenov, Z. P. (2019b, maart 7). Smartphone Mock-up isolated Free PSD. Freepik. Geraadpleegd op 7 januari 2024, van https://www.freepik.com/free-psd/smartphone-mock-up-isolated_4075457.htm#query=phone%20mockup&position=2&from_view=search&track=ais&uuid=3ffc5508-6680-4c56-bc6a-3de143fb5cca

Touchpoint - Employees

The employees will also be in the AI-Tune theme with gradient clothing and the logo's on it.



Styleguide AI-Tune

AI-Tune Icon

App icon

Colors app

Primary color

#ffffff

Typography

Roboto - Black

aA bB cC dD eE fF
gG hH iI jJ kK lL mM
nN oO pP qQ rR sS
tT uU vV wW xX yY
zZ `~!@#$%^&*()-
_=+[{]}\|;:'",<.>/?
Outerglow

Roboto - Black Italic

aA bB cC dD eE fF
gG hH iI jJ kK lL mM
nN oO pP qQ rR sS
tT uU vV wW xX yY
zZ `~!@#$%^&()-*
_=+[{]}\|;:'",<.>/?
Outerglow

Gradients app

#8B70CA #4B53B9

#BF8ECF #9C8EC9

#8E97D0 #9C8EC9

#AA8DD1 #C88DC8

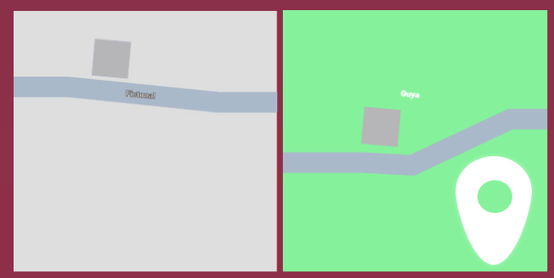
#77C9D5 #B98FC5

Style app

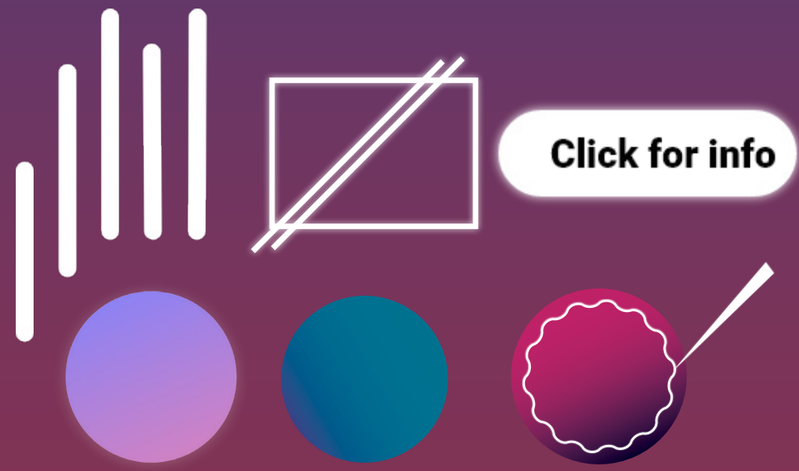
Animation

Icons

Map



Style (non-app)



Colors (non-app)

Gradients

#725D7E #CC6C97

#64204B #B65279

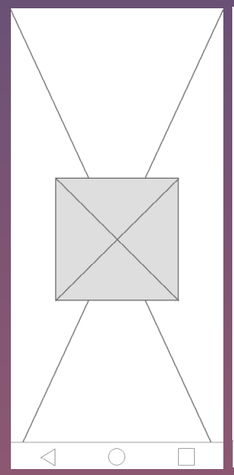
#51486D #DA5261

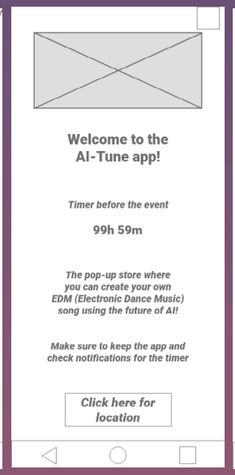
#3A4187 #008BA6

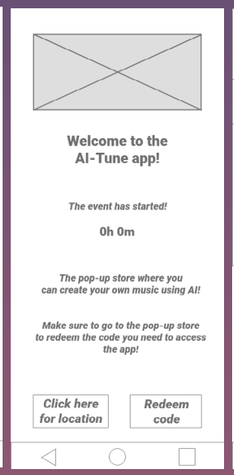
#634B69 #9B5168

#9676CD #4651B8

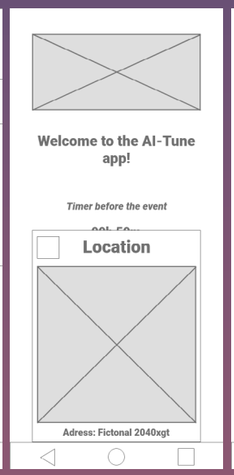
Wireframes

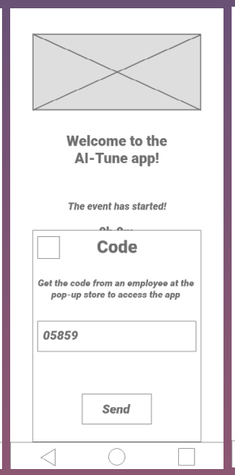


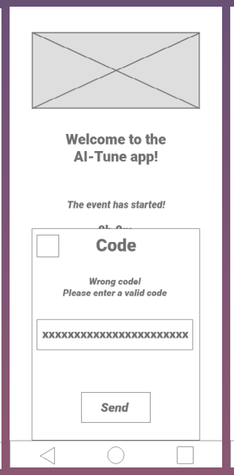

Welcome to the AI-Tune app!
Timer before the event
99h 59m
The pop-up store where you can create your own EDM (Electronic Dance Music) song using the future of AI!
Make sure to keep the app and check notifications for the timer
Click here for location

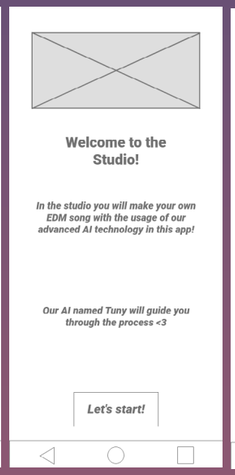

Welcome to the AI-Tune app!
The event has started!
0h 0m
The pop-up store where you can create your own music using AI!
Make sure to go to the pop-up store to redeem the code you need to access the app!
Click here for location
Redeem code

Timer before the event
99h 59m
The pop-up store where you can create your own EDM (Electronic Dance Music) song using the future of AI!
Make sure to keep the app and check notifications for the timer
Click here for location

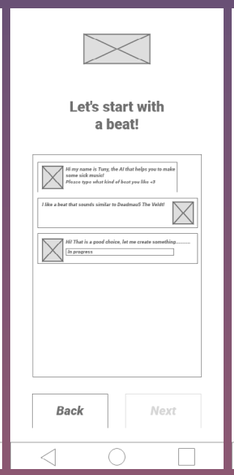

Welcome to the AI-Tune app!
Timer before the event
Location
Adress: Fictonal 2040xgt

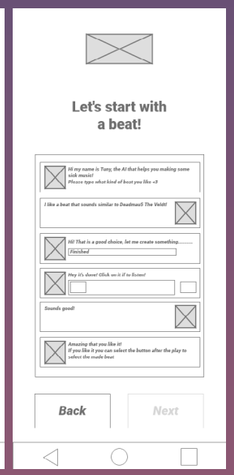

Welcome to the AI-Tune app!
The event has started!
Code
Get the code from an employee at the pop-up store to access the app
05859
Send

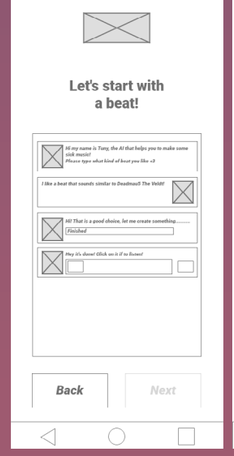

Welcome to the AI-Tune app!
The event has started!
Code
Wrong code!
Please enter a valid code
XXXXXXXXXXXXXXXXXXXXXXXX
Send

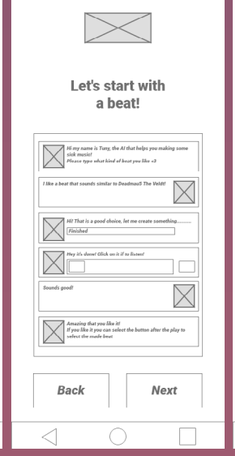

Welcome to the Studio!
In the studio you will make your own EDM song with the usage of our advanced AI technology in this app!
Our AI named Tuny will guide you through the process <3
Let's start!

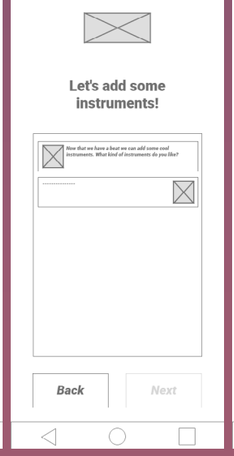
Let's start with a beat!
Back
Next

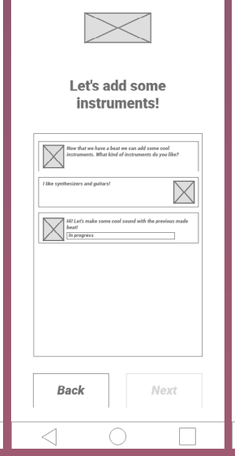

Let's start with a beat!
Back
Next

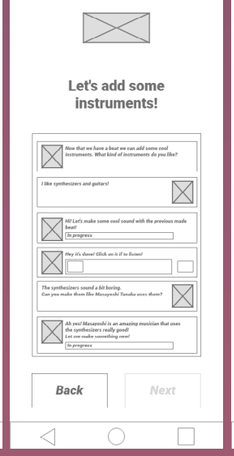

Let's start with a beat!
Back
Next

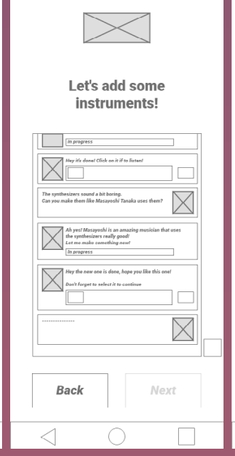

Let's start with a beat!
Back
Next

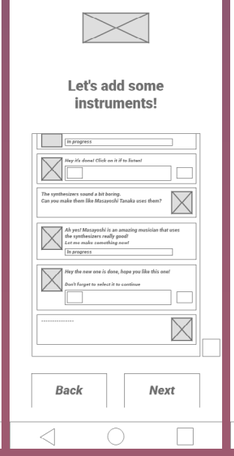

Let's start with a beat!
Back
Next


Let's add some instruments!
Back
Next


Let's add some instruments!
Back
Next


Let's add some instruments!
Back
Next

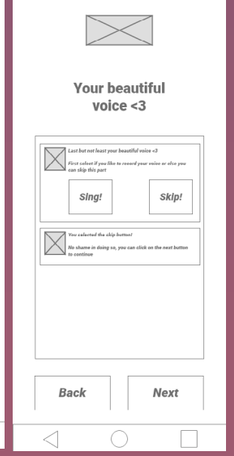

Let's add some instruments!
Back
Next

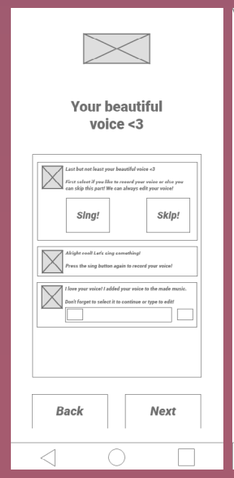

Let's add some instruments!
Back
Next

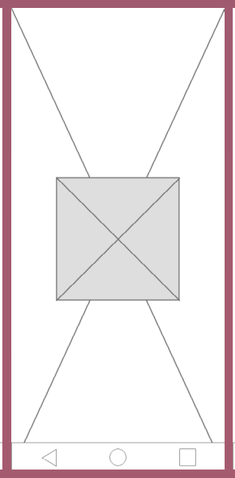
Your beautiful voice <3
Sing!
Skip!
Back
Next

Your beautiful voice <3
Sing!
Skip!
Back
Next

Your beautiful voice <3
Sing!
Skip!
Back
Next

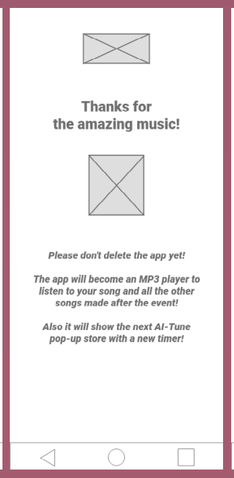

Your beautiful voice <3
Sing!
Skip!
Back
Next

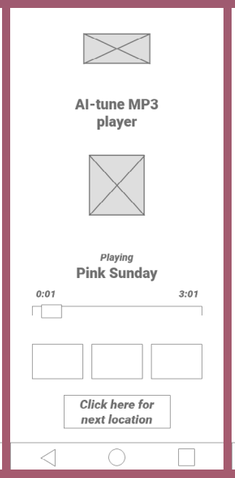

Your beautiful voice <3
Back
Next

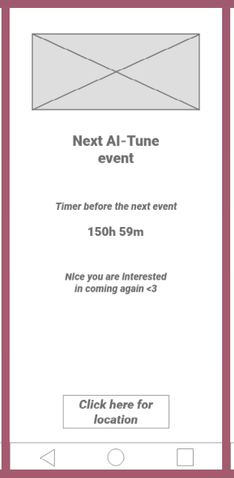


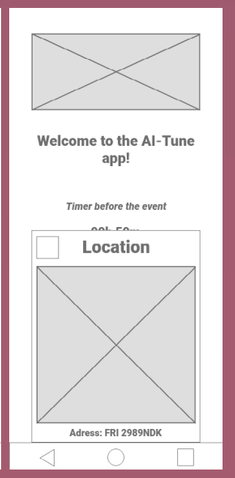
Your song!
Here is the final product <3
Please enter the name of the song and I will generate an awesome image for the cover!
Pink Sunday
Back
Finish!

Your song!
Here is Pink Sunday!!!!!!
I hope you like it. Then you can press finish and send it to the DJ that will put your song in the playlist!
An employee will help you to the dance floor and bar!
If you don't like the song, you can always click on back!
Back
Finish!


Thanks for the amazing music!
Please don't delete the app yet!
The app will become an MP3 player to listen to your song and all the other songs made after the event!
Also it will show the next AI-Tune pop-up store with a new timer!

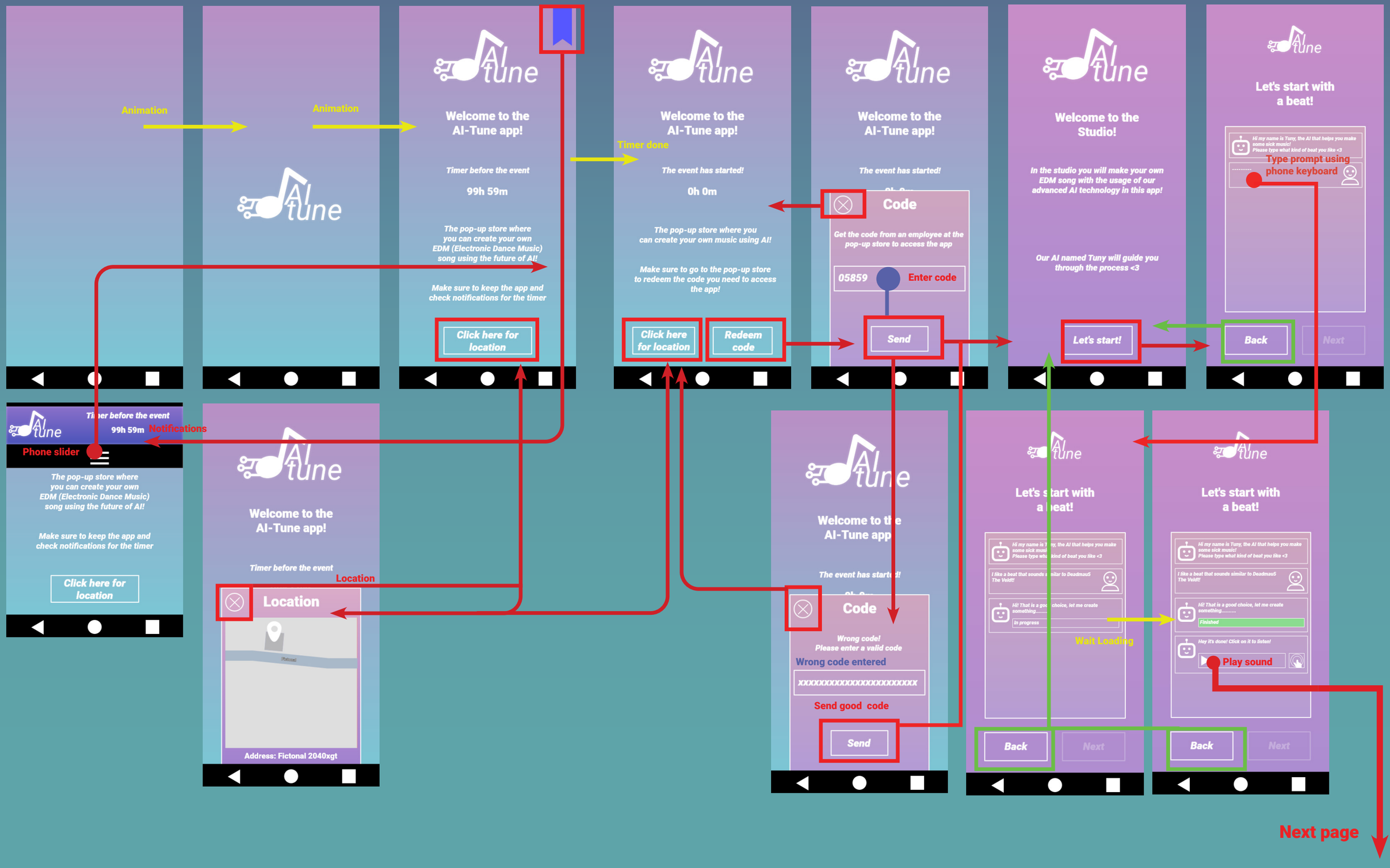

AI-tune MP3 player
Playing
Pink Sunday
0:01
3:01
Click here for next location


Next AI-Tune event
Timer before the next event
150h 59m
Nice you are interested in coming again <3
Click here for location


Welcome to the AI-Tune app!
Timer before the event
Location
Adress: FRI 2989NDK

User flow: Example interaction

The user flow goes over an example interaction that a potential user could have.
It will go through an example of how a user could use the AI.



Previous page

Welcome to the Studio!

In the studio you will make your own EDM song with the usage of our advanced AI technology in this app!

Our AI named Tuny will guide you through the process <3

Back to start

Let's start!

Let's start with a beat!

I like a beat that sounds similar to Deadmau5 The Veldt!

Hi! That is a good choice, let me create something.....

Finished

Hey it's done! Click on it to listen!

Select sound

Sounds good!

Scrolling bar visible (too much text)

Amazing that you like it! If you like it you can select the button after the play to select the made beat!

Back

Next

Let's start with a beat!

Scrolling bar

Let's add some instruments!

Now that we have a beat we can add some cool instruments

What kind of instruments do you like?

Type prompt

Let's add some instruments!

I like synthesizers and guitars!

Hi! Let's make some cool sound with synthesizers and guitars!

In progress

Wait Loading

Let's add some instruments!

Finished

Play sound

Let's add some instruments!

The synthesizers sound a bit boring. Can you make them like Masayoshi Tanaka uses them?

Type new prompt

Ah yes! Masayoshi is an amazing musician! Let me make something new!

Scrolling bar

Let's add some instruments!

Hey it's done! Click on it to listen!

Don't forget to select your favorite sound!

Select new sound

Play sound

Type prompt

Scrolling bar

Back

Next

Your beautiful voice <3

Last but not least your beautiful voice <3

First select if you like to record your voice or else you can skip this part

Sing!

Skip!

Type prompt

Your beautiful voice <3

Alright cool! Let's sing something!

Press the sing button again to record your voice!

You can still skip if you want to

Sing option (always open even after pressing skip)

Your beautiful voice <3

You selected the skip button!

No shame in doing so, you can click on the next button to continue

Your beautiful voice <3

Skip option (always open even after pressing sing)

Your beautiful voice <3

Your beautiful voice <3

Love your voice <3

In progress

Wait Loading

Finish

Next page

Next page

Previous page

Previous page

Let's add some instruments!

The synthesizers sound a bit boring. Can you make them like Masayoshi Tanaka uses them?

Ah yes! Masayoshi is an amazing musician! Let me make something new!

Finished

Hey it's done! Click on it to listen!

Don't forget to select your favorite recording!

Back

Next

back to instruments

Your beautiful voice <3

Alright cool! Let's sing something!

Press the sing button again to record your voice!

You can still skip if you want to

Love your voice <3

Finished

I love your voice! I added your voice to the made music.

Don't forget to select it to continue or type to edit!

Scrolling bar

Back

Finish

Your beautiful voice <3

Alright cool! Let's sing something!

Press the sing button again to record your voice!

You can still skip if you want to

Love your voice <3

Finished

I love your voice! I added your voice to the made music.

Don't forget to select it to continue or type to edit!

Scrolling bar

Back

Finish

Your beautiful voice <3

Alright cool! Let's sing something!

Press the sing button again to record your voice!

You can still skip if you want to

Love your voice <3

Finished

I love your voice! I added your voice to the made music.

Don't forget to select it to continue or type to edit!

Scrolling bar

Back

Finish

Animation

Animation

Animation

Loading

Loading

Loading

Your beautiful song!

Here is the final product <3

Please enter the name of the song and I will generate an awesome image for the cover!

Enter name

Back

Finish

Your beautiful song!

Here is the final product <3

Please enter the name of the song and I will generate an awesome image for the cover!

Edit name

Pink Sunday

Back

Finish

Here is Pink Sunday!!!!!

I hope you like it. Then you can press finish and send it to the DJ that will put your song in the playlist!

An employee will help you to the dance floor and bar!

If you don't like the song, you can always click on back!

Back

Finish

Thanks for the amazing music!

Please don't delete the app yet!

The app will become an MP3 player to listen to your song and all the other songs made after the event!

Also it will show the next AI-Tune pop-up store with a new timer!

After Event

AI-tune MP3 player

Playing

Pink Sunday

0:01

Time select

3:01

Previous song

Next Song

Play/Stop song

Click here for next location

Next event

Next AI-Tune event

Timer before the next event

150h 59m

Location

Nice you are interested in coming again <3

Click here for location

Location

Next AI-Tune event

Timer before the next event

Location

Address: Guya 2240fdv

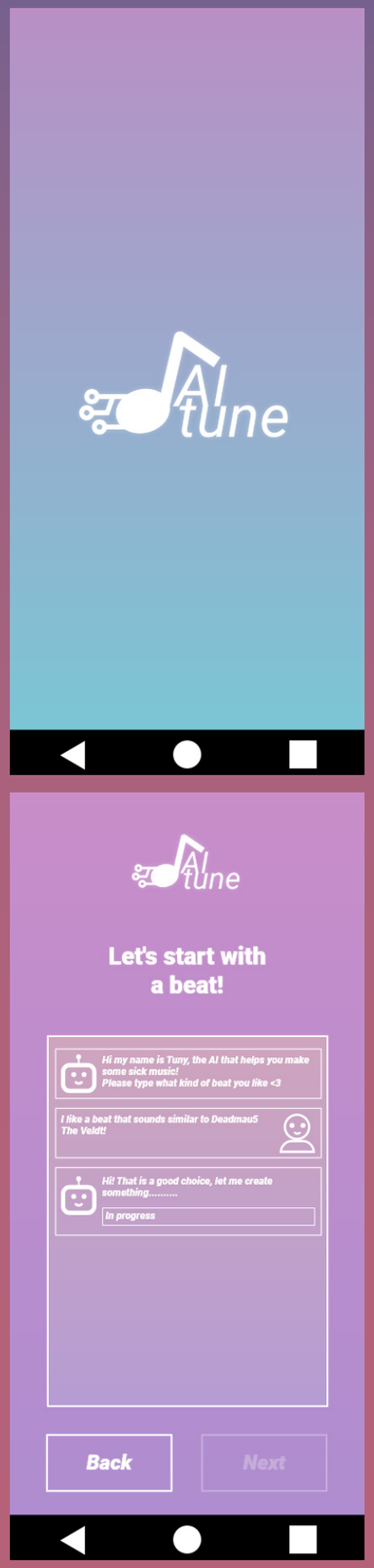
Mockups:

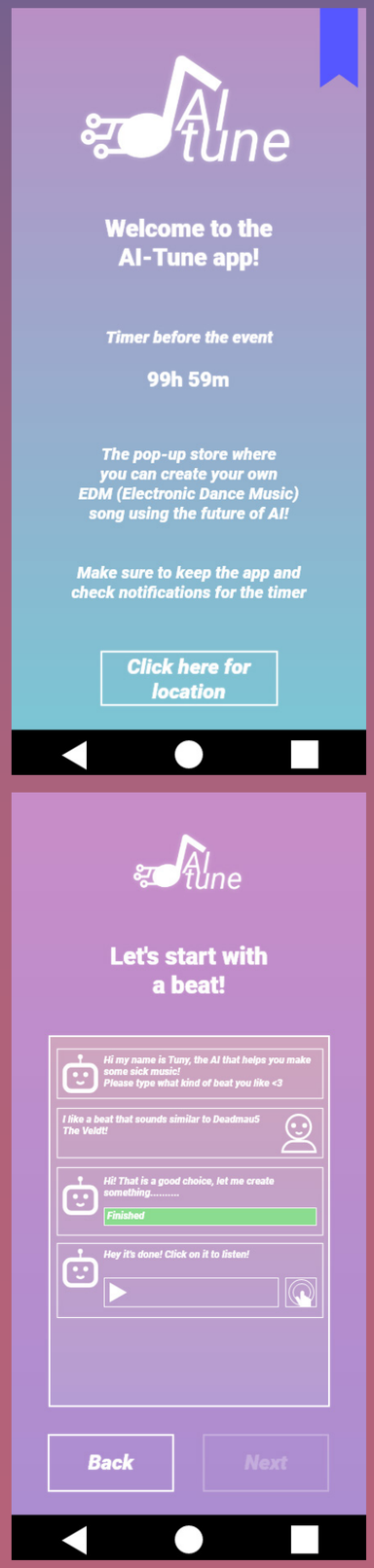
App Functions:

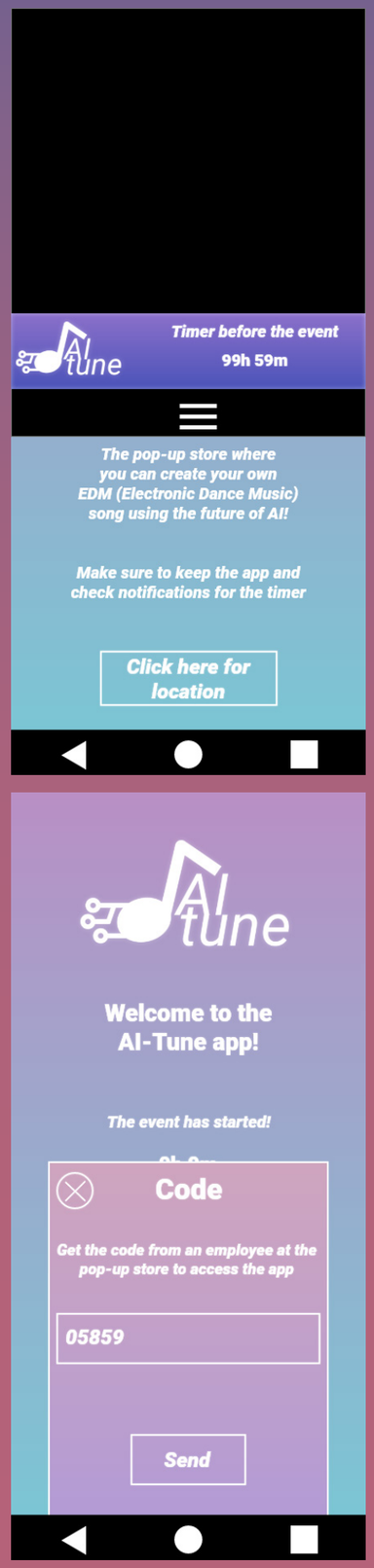
- Navigation to the pop-up store
- Creating music through AI and prompts
- Timer until event
- MP3 player

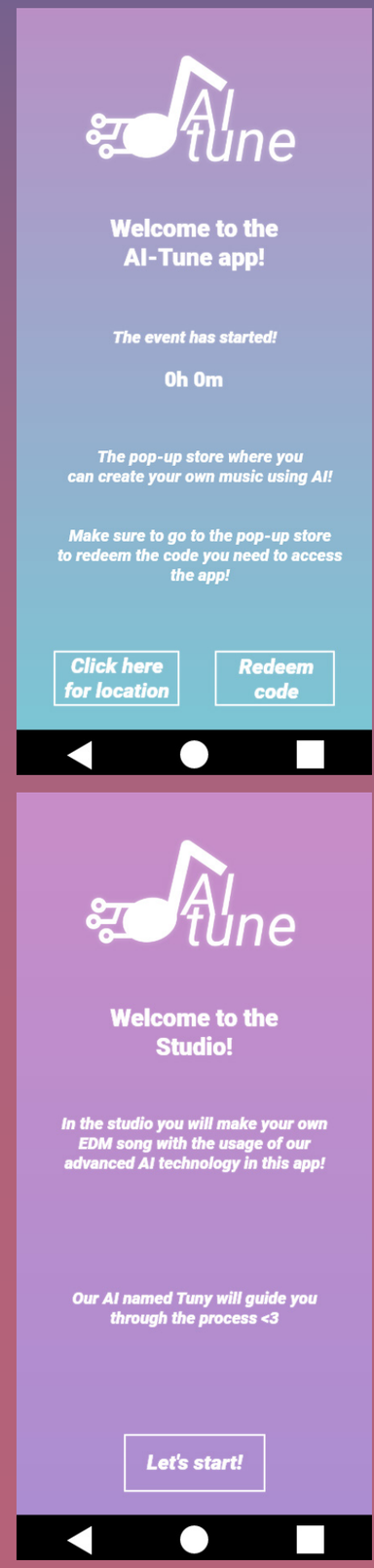
Important design choices:

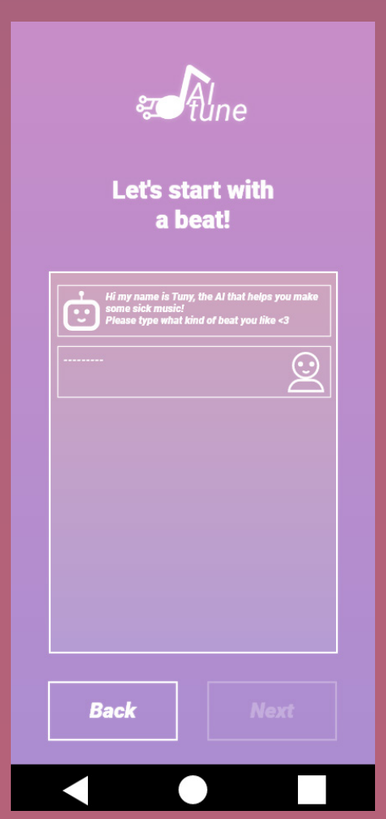
-Read important from top to bottom.
-On the bottom are the most important features, like the buttons.
-The background while not white, is made of soothing colors that are not too distracting and
fit the overall theme. Using white space didn't work for the design.
-A chatbot that guides the user through the experience of the app. A chatbot is something that many people already use, like with ChatGPT.
and to have a similar experience compared to learning something completely new.
-Less is more! Have not too many things on the screen, so people can read it simply.











Let's start with a beat!

I like a beat that sounds similar to Deadmau5 The Veldt!

Hi! That is a good choice, let me create something.....

Finished

Hey it's done! Click on it to listen!

Sounds good!

Amazing that you like it!
If you like it you can select the button after the play to select the made beat!

Back | Next

Let's start with a beat!

I like a beat that sounds similar to Deadmau5 The Veldt!

Hi! That is a good choice, let me create something.....

Finished

Hey it's done! Click on it to listen!

Sounds good!

Amazing that you like it!
If you like it you can select the button after the play to select the made beat!

Back | Next

Let's add some instruments!

Now that we have a beat we can add some cool instruments

What kind of instruments do you like?

Back | Next

Let's add some instruments!

Now that we have a beat we can add some cool instruments

What kind of instruments do you like?

I like synthesizers and guitars!

Hi! Let's make some cool sound with synthesizers and guitars!

In progress

Back | Next

Let's add some instruments!

Now that we have a beat we can add some cool instruments

What kind of instruments do you like?

I like synthesizers and guitars!

Hi! Let's make some cool sound with synthesizers and guitars!

Finished

Hey it's done! Click on it to listen!

Back | Next

Let's add some instruments!

Hi! Let's make some cool sound with synthesizers and guitars!

Finished

Hey it's done! Click on it to listen!

The synthesizers sound a bit boring.
Can you make them like Masayoshi Tanaka uses them?

Ah yes! Masayoshi is an amazing musician!
Let me make something new!

In progress

Back | Next

Let's add some instruments!

The synthesizers sound a bit boring.
Can you make them like Masayoshi Tanaka uses them?

Ah yes! Masayoshi is an amazing musician!
Let me make something new!

Finished

Hey it's done! Click on it to listen!

Don't forget to select your favorite recording!

Back | Next

Your beautiful voice <3

Last but not least your beautiful voice <3

First select if you like to record your voice or else you can skip this part

Sing! | Skip!

Back | Finish

Your beautiful voice <3

Last but not least your beautiful voice <3

First select if you like to record your voice or else you can skip this part

Sing! | Skip!

Alright cool! Let's sing something!

Press the sing button again to record your voice!

You can still skip if you want to

Back | Finish

Your beautiful voice <3

Last but not least your beautiful voice <3

First select if you like to record your voice or else you can skip this part

Sing! | Skip!

You selected the skip button!

No shame in doing so, you can click on the next button to continue

Back | Finish

Your beautiful voice <3

Last but not least your beautiful voice <3

First select if you like to record your voice or else you can skip this part

Skip!

Alright cool! Let's sing something!

Press the sing button again to record your voice!

You can still skip if you want to

Back | Finish

Your beautiful voice <3

Last but not least your beautiful voice <3

First select if you like to record your voice or else you can skip this part

Skip!

Alright cool! Let's sing something!

Press the sing button again to record your voice!

You can still skip if you want to

Back | Finish

Your beautiful voice <3

Last but not least your beautiful voice <3

First select if you like to record your voice or else you can skip this part

Skip!

Alright cool! Let's sing something!

Press the sing button again to record your voice!

You can still skip if you want to

Love your voice <3

In progress

Back

Finish

Your beautiful voice <3

Alright cool! Let's sing something!

Press the sing button again to record your voice!

You can still skip if you want to

Love your voice <3

Finished

I love your voice! I added your voice to the made music.

Don't forget to select it to continue or type to edit!

Back

Finish

Your beautiful voice <3

Alright cool! Let's sing something!

Press the sing button again to record your voice!

You can still skip if you want to

Love your voice <3

Finished

I love your voice! I added your voice to the made music.

Don't forget to select it to continue or type to edit!

Back

Finish

Your beautiful voice <3

Alright cool! Let's sing something!

Press the sing button again to record your voice!

You can still skip if you want to

Love your voice <3

Finished

I love your voice! I added your voice to the made music.

Don't forget to select it to continue or type to edit!

Back

Finish

Loading

Loading

Loading

Your beautiful song!

Here is the final product <3

Please enter the name of the song and I will generate an awesome image for the cover!

Back

Finish

Your beautiful song!

Here is the final product <3

Please enter the name of the song and I will generate an awesome image for the cover!

Pink Sunday

Back

Finish

Here is Pink Sunday!!!!!

I hope you like it. Then you can press finish and send it to the DJ that will put your song in the playlist!

An employee will help you to the dance floor and bar!

If you don't like the song, you can always click on back!

Back

Finish

Thanks for the amazing music!

Please don't delete the app yet!

The app will become an MP3 player to listen to your song and all the other songs made after the event!

Also it will show the next AI-Tune pop-up store with a new timer!

AI-tune MP3 player

Playing

Pink Sunday

0:01

3:01

Click here for next location

Next AI-Tune event

Timer before the next event

150h 59m

Nice you are interested in coming again <3

Click here for location

Next AI-Tune event

Timer before the next event

Location

Guya

Address: Guya 2240fdv

Sources

Billboard Mockups: Foxy. (2023, 20 november). Behance. Geraadpleegd op 7 januari 2024, van https://www.behance.net/gallery/184967903/Billboard-Mockup-Free

Poster Mockups: Andrew. (2023, 20 december). Citylight Poster Frames Mockup - Instant download. Mockups Design. Geraadpleegd op 7 januari 2024, van https://mockups-design.com/citylight-poster-frames-mockup/

Desktop Mockups: Tuz, T. (2017, 20 januari). Laptop Mock up Design Free PSD. Freepik. Geraadpleegd op 7 januari 2024, van https://www.freepik.com/free-psd/laptop-mock-up-design_1024828.htm#query=laptop%20mock-up&position=10&from_view=keyword&track=ais&uuid=cb77d5b4-9383-4a1d-8caf-ee10cadd19f8

Phone Mockups: Plamenov, Z. P. (2019b, maart 7). Smartphone Mock-up isolated Free PSD. Freepik. Geraadpleegd op 7 januari 2024, van https://www.freepik.com/free-psd/smartphone-mock-up-isolated_4075457.htm#query=phone%20mockup&position=2&from_view=search&track=ais&uuid=3ffc5508-6680-4c56-bc6a-3de143fb5cca