

'EXPLORE' PAGE

Sculptr Sounds 3

SAMPLES RACKS 16 10

I'm looking for... 9

ALL ONE-SHOTS LOOPS 8

4			Guitar_Loop_bm_120bpm LOOP B MIN 120 BPM Lonebody	5		6	
			Orchestra_Full_Progressio LOOP F# MAJ 88 BPM HOAX	7			
			Dirty_FM_Bass_Loop_E LOOP C MAJ 140 BPM Eliminate				

			Guitar_Loop_bm_120bpm LOOP B MIN 120 BPM Lonebody	11			
			Orchestra_Full_Progressio LOOP F# MAJ 88 BPM HOAX	12		13	
			Dirty_FM_Bass_Loop_E LOOP C MAJ 140 BPM Eliminate				

Analog Strings - Modern Strings... 14

\$199 Modern Strings Engine featuring unconventional sounds from two string orchestras,...

Ad

15 < Page 1 of 173 >

1. The website navigation menu should be interactive and unique. I was thinking that a cube could be cool, with an icon on each face to indicate which page it leads to. The darkest shaded face would indicate which page is currently being viewed (left face in this example). This menu would be visible on all pages for site navigation
2. To make it more interactive, the cube could 'expand' to the shape shown, as soon as the mouse approaches it. In other words, when the user's mouse approaches the menu, the cube animates to open up for their selection
3. Logo branding and website background are not yet decided. I am eager to work on this with the designer. Overall, the site should feel creative, unique, and should play on 3D objects and 'form'. The theme is 'sculpting', but for music. It should promote creativity and feel truly original
4. Each file on the explore page should have a playback button. The icon for playback needs to be designed to match branding and theme. Ideally, the user would be able to trigger playback with the spacebar as well.
5. Each file on the page should have a waveform depiction that is generated from the audio file, as well as a time stamp indicating how long the file is, in seconds. Something like this one shown would work well, but we can explore different options in regards to the style
6. Each file on the page should have a download button for the user to download the individual file. Clicking this button will deduct 1 credit from their balance in order to trigger the file download. If they do not have enough credits in their balance, the download should not be triggered
7. Each uploaded file will have 'tags' filled out (shown on a later page). These tags function as filters for search optimization, so the user can find the exact sounds they are looking for
8. These buttons will filter all of the results that are shown. The user can select to see only one-shot sounds, only loops, or all results (which includes both).

Each file will be defined as either a loop or a one-shot upon upload

9. The user can type keywords into this search bar to find what they are looking for. I have not decided on the best way to filter results, either by relevance to the file titles, or by tags on the file.
10. This button should 'shuffle' the results and show the user completely random sounds, regardless of popularity score. The "loop" and "one-shot" buttons will filter the search prior to shuffling. In other words, if "loop" is selected, the shuffle button will completely randomize loops from the database
11. The display name of the user who uploaded the file. This name will be hyperlinked to that user's profile. This way, if a viewer likes the sound, they can navigate to that artist's page to find more sounds they might like
12. The photo for the given file. For now, this can default to the profile image of the user who uploaded the file
13. The name of the file as it is uploaded or defined by the owner
14. Google AdSense (or other) advertising banner to monetize the website. I am not entirely sure how the placement for these banners works, but ideally they should be toward the bottom of the list near the page navigation controls for maximum impression exposure
15. Page navigation should show the current page number, the number of total pages from results, and buttons to navigate to next and previous pages. We can keep this simple for now, and improve it later. I eventually want the option for the user to type in the page number they want to visit so they can select from within the range
16. Eventually, the website will host other types of files that are common for musicians to share. These buttons will change the 'Explore' page to show those results, rather than just the audio files

'PROFILE' PAGE



³
Lonebody



¹
SHARE

²
EDIT

10 remaining...

SAMPLES

RACKS

⁵

Canva

ALL ONE-SHOTS LOOPS

Guitar_Loop_bm_120bpm
LOOP B MIN 120 BPM

1:07



⁶

⁷
SAVE

Display Name:

Lonebody ³

⁸



Social Links

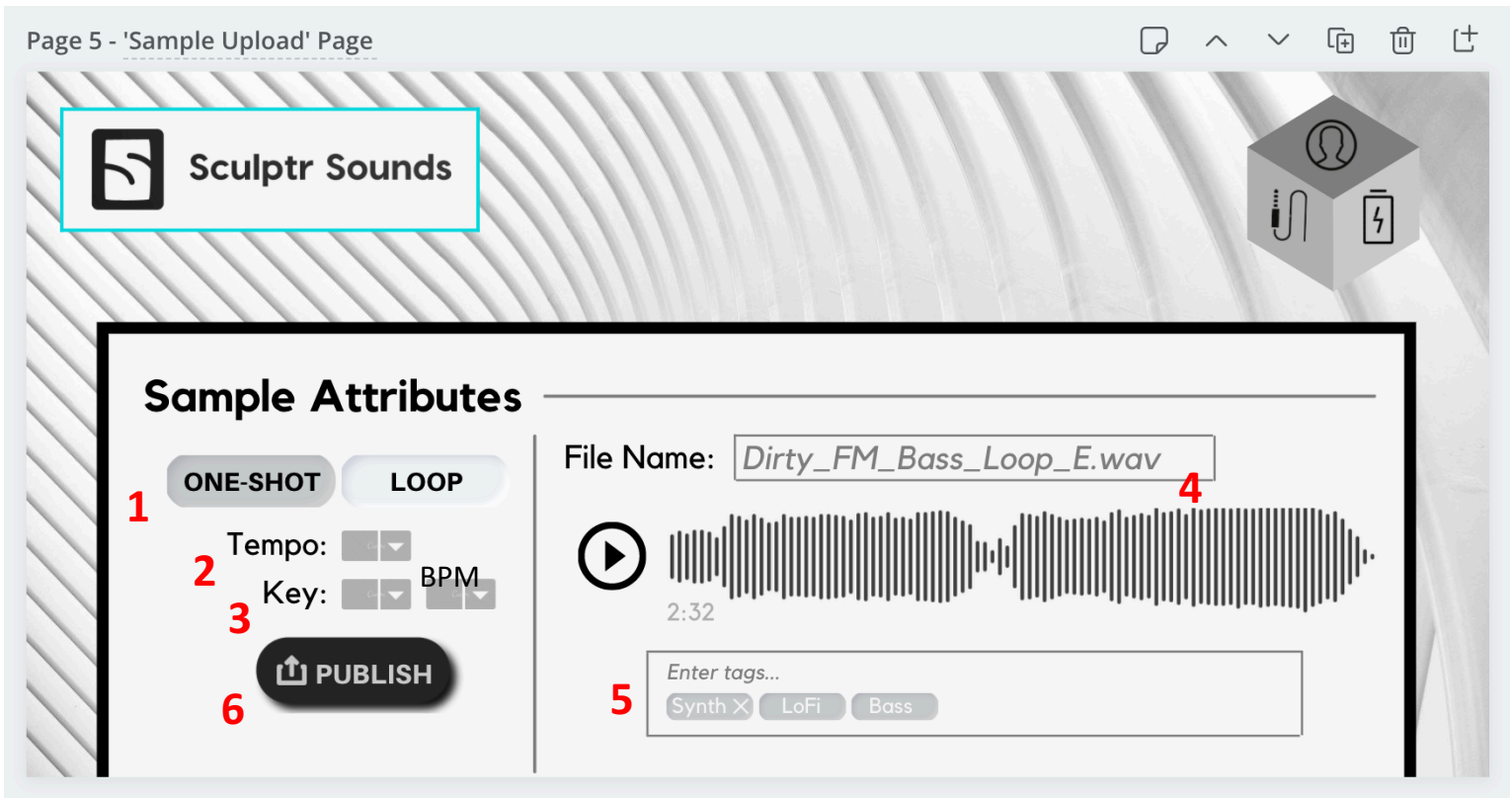
-
-
-
-

⁴

The top image is how a user's page should look to BOTH the user and other users. The only difference is that the "Share" and "Edit" buttons should not be visible to other users.

1. This button prompts a file browser pop-up to open for the user to navigate to the file they wish to upload to the database. We will have a daily upload limit per user, which will be refreshed under this button where it says '10 remaining'. After the file is selected, they will be redirected to the 'Sample Upload page (shown next).
2. Clicking this button puts the page into 'edit' mode, where the customizable content will accept user input (shown in bottom image)
3. This is the user's display/artist name, which they can change at any time while in 'edit' mode
4. Social media icons that will link to the artist's profile on other platforms. The links can be updated/added while in 'edit' mode. If a user does not have a link listed for any of the options, that platform should not have an icon displayed on their profile. In other words, if I don't have a link entered for 'Twitter', then you should not see the Twitter icon on my page
5. This area will show the content that the user has uploaded. It can be formatted almost identically to the 'Explore' page, and should function the same (be searchable, filtered, etc)
6. This icon allows the user to change their profile image, and is only visible when the page is in 'edit' mode
7. This button finalizes all changes made in 'edit' mode, and makes them public to other users
8. This is the same site navigation menu that should be located at the top of the website on all pages. Notice how the top of the cube is now shaded the darkest, as we are now on the profile page

'SAMPLE UPLOAD' PAGE



1. The user must identify whether the file is a one-shot sample or loop sample. This field is required
2. The user must enter the tempo (in BPM) into a text box. This mock-up shows a drop-down menu, but I think the textbox format is more suitable. The user can leave it blank if it is not applicable
3. The user must enter the key that the sample is in. The first dropdown will list the possible notes (i.e. A, A#/Bb, D, etc), and the second dropdown will have only two options, 'Maj' and 'min'. The user can leave this field blank if it is not applicable
4. This field will automatically load the file name of the file that the user uploads, but they will have an option to change it here if they'd like to
5. Users are prompted to enter additional tags for their sound. Once number's 1, 2, and 3 are filled out on the left side of the page, those tags will automatically be shown in this box. From there, the user can type in other relevant keywords that can be pulled

'CREDITS' PAGE

Page 6 - Credit Page (Right Cube)



Stay Charged

You need credits to keep sculpting your sound, but we're not here to stop you. Recharge below or keep uploading quality content to unlock more assets for free!

1 YOUR BALANCE:

— 32 —

2

 EARN FREE

ADD CREDITS

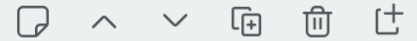
3

A huge part of the successful branding for 'Sculptr Sounds' will rely on the invention of the online credit/currency. It should have a cool name, cool symbol, and should really inspire artists and make them feel like they need it in their life. I want to work with a designer to come up with a cool concept for this. I've thought about 'batteries', or 'recharging', and I've also thought about 'bits' like in digital audio data. Looking to brainstorm more.

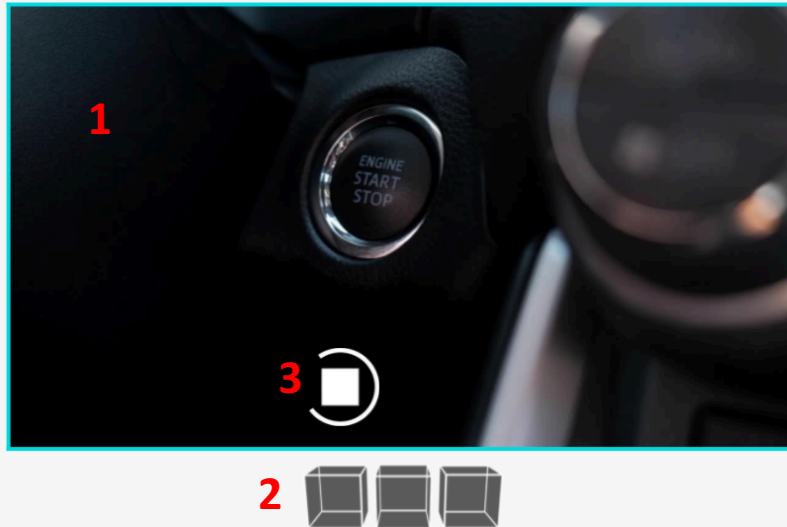
1. This is the user's credit balance. It should be dynamic and always reflecting their current balance at the time that this page is loaded
2. This button will redirect the user to the 'Rewarded Video' page (shown next), where they can earn more credits for free
3. This button will redirect the user to the online store page (shown later), where they can make small purchases to add more credits to their account

'EARN FREE' REWARDED VIDEO PAGE

Page 7 - 'Earn Free' - Rewarded Video Page

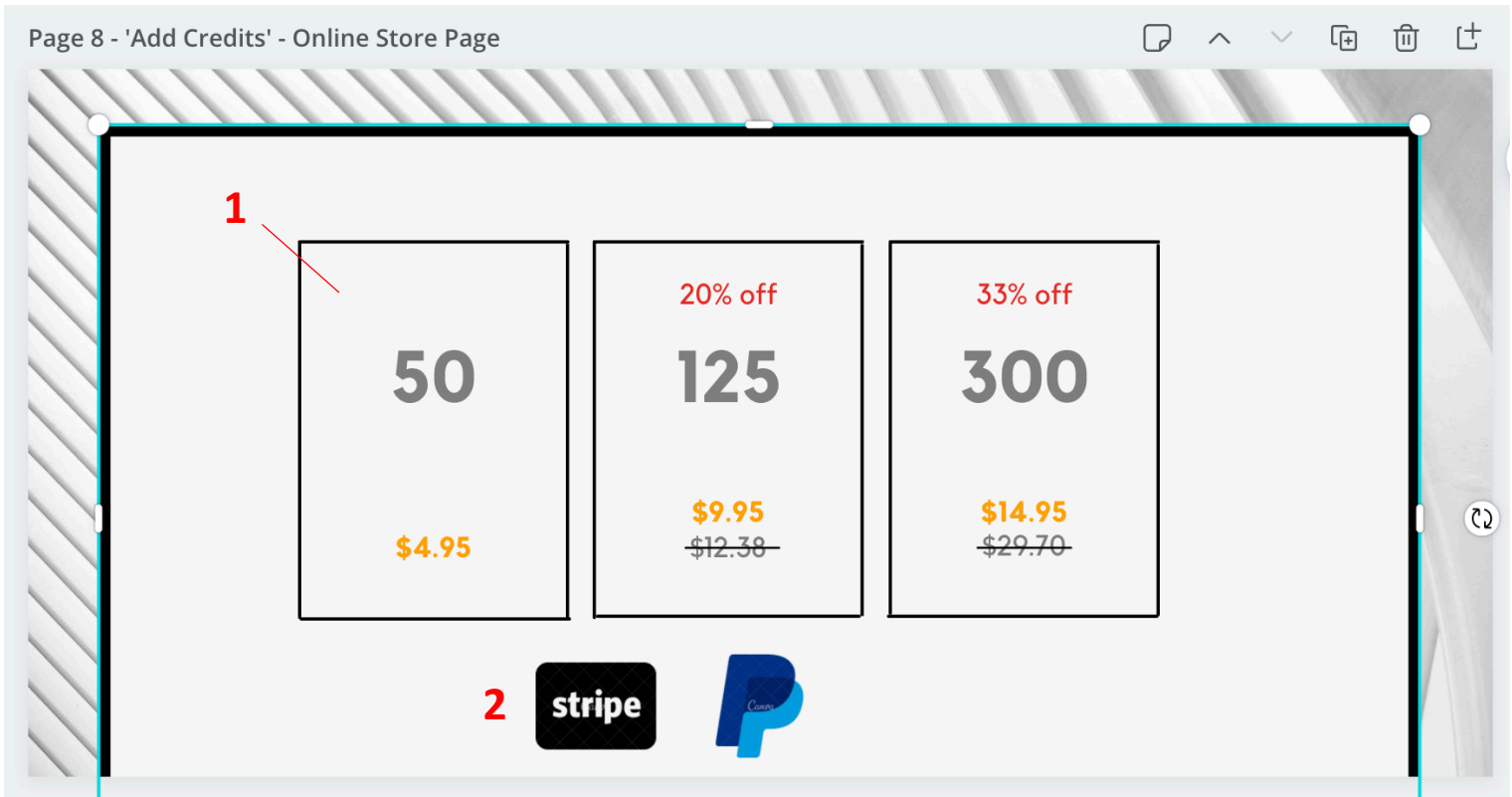


View short advertisement videos from our sponsors to earn free credits. Every 3rd view rewards you with one credit, with no limit!



1. An advertisement video will begin to play once the user either clicks play or loads this page (to be determined). Depending on the advertising service that I use, the format might change. It is currently depicted as an embedded video on the page, but some services may require the video to expand to be full screen. If that's the case, it will not necessary look like this example
2. This will be a creative progress meter to indicate how many videos the user needs to view to earn the next free credit. As of right now, the model is to reward 1 free credit for every 3 videos the user views (hence the 3 cubes). These cubes are animated, and this is just a reference. I'd like to develop a unique animation that is similar and that works with the whole theme we decide on
3. This is another animation that could potentially be used on the below indicator (#2 above) to indicate which of the 3 videos is currently being watched. For example, if the user is watching their second video, the animation with the ring around the cube will show on the middle/2nd cube, as it is "in progress"

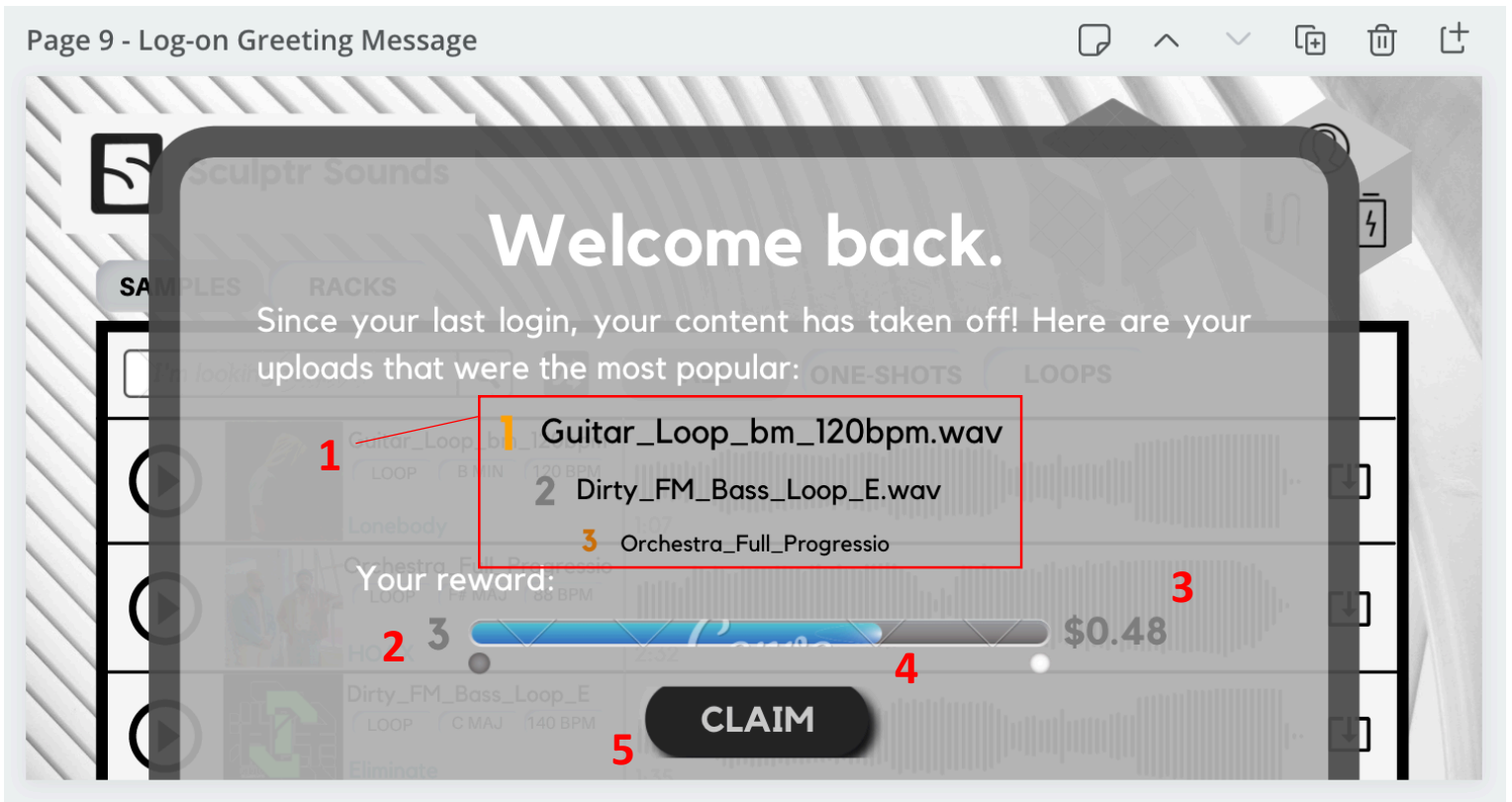
'ADD CREDITS' ONLINE STORE PAGE



This page is not very developed, as it requires us to know both the name and symbol for the currency/credit system. These prices are also tentative to change, but they are a good ballpark for now. The goal of this page is to make it very easy for the user to purchase credits. It should be quick, and intuitive

1. This whole box will essentially act as a button. It will bring the user to a pop-up page to checkout and finalize the purchase. The large number in grey is how many credits/currency the user will get for the purchase, while the number in gold is how much (in USD) the purchase will cost them
2. This is where we will list all acceptable forms of payment that will be available on the pop-up checkout screen

'LOG-ON REWARDS' MESSAGE



When the user logs back onto the site, if any of their content has been downloaded by other users since their last login, they will be greeted by this message. Users are rewarded when their content is downloaded. We will have a formula that will translate credits earned to monetary value (in USD).

1. This shows the top 3 of the user's uploads, based on performance since their last login. This will be determined solely by the number of downloads that each file has received. If less than 3 files have received downloads, it will only list that many files. In other words, if only 2 of the user's files were downloaded, it will show 1st and 2nd, and exclude the 3rd
2. This is the value earned in credits (or whatever we will call the currency)
3. This is the value earned in USD. The user can collect an account balance to eventually withdraw, so they are making money off of their uploaded content

4. This is an interactive slider, where the user can slide from left to right to decide how they'd like to divide their reward. If all the way to the left, they will receive only credits. If all the way to the right, they will receive only USD to their balance. If it is somewhere in between, the values will be split respectively, and they will receive both
5. This button finalizes where they've placed the slider, and deposits the correct values of each into the user's account. The pop-up then disappears and the user is brought to the landing page