



# BFA

## Presentation

By: Trenton Adair



# Northeast Ohio

Music is enriched in the culture and history of Northeast Ohio.

From the soulful rhythms of Cleveland to the indie rock of Akron, music is woven into the fabric of this region.

This area boasts a passionate community of music lovers, and it is home to numerous thriving music scenes that cater to a wide range of genres and styles.

# Music History

Cities such as Cleveland and Akron have a rich history in music.

- In the early 1950's Disc Jockey Alan Freed coined the term "rock n roll" on WMMS.
- The worlds first rock concert was held in Cleveland OH.
- A new punk scene was started in Akron in the early 1970's.





1973 • THE COLISEUM • 1999



# Development

- The Rock & Roll hall of fame is located in Cleveland OH.
- Blossom Music Center is a notorious live music venue recognized nationally.
- Bands and artists from NEO such as Kid Cudi, The Black Keys, and MGK have been very successful in the music industry.

# Modern Music

In the modern era there are music scenes within NEO cities that are thriving.

From indie rock to jazz, the diverse music scenes in NEO are flourishing with an abundance of talented bands and musicians. There are captivating live performances at local venues, as these artists showcase their passion and creativity in every note.



# Music Industry



## CLEVELAND

### Venues:

Agora  
Grog Shop  
House of Blues  
The Brothers Lounge  
Beachland Ballroom  
Garage Bar  
Happy Dog  
Cebars Euclid Tavern  
The Odeon  
Mahalls

### Shops:

Record Revolution  
The Exchange  
Music Emporium  
Guitar Riot  
Proof Records  
Joy of Music  
Guitar Center  
Sam Ash  
Music & Arts  
Skyline Music

### Studios:

Cliffhanger Studios  
Clean Slate Sound  
Lava Room  
Rock n Roll City  
Bad Racket  
Enharmonic Records  
Azica Records  
Breakthrough  
Sounds  
C-Town Sound

### Radio:

iHeart Media  
Listen Cle  
oWow Cleveland  
WMMS 100.7 FM  
The Summit  
89.7 WKSU  
88.7 FM  
89.3 FM  
Alternative Cle  
107.3 FM

## AKRON

### Venues:

Blu Jazz  
Musica  
The Cave  
The Empire  
Goodyear Theater  
Rialto Theatre  
The Vortex  
Akron Civic Theatre  
Annabell's  
Blossom

### Shops:

Square Records  
A Max Music  
Guitar Center  
Replay Music  
Time Traveler Record  
The Music Shoppe  
Vinyl First  
George Music Co.  
Stevie's Guitars  
The Loft at Lays

### Studios:

Akron Recording Co.  
Clear Sonic  
Area 67  
Empire Studios  
Primetime Recording  
Rewire Recording  
Audio Concepts  
Colors Audio  
Central 8 Studios  
Fam First Records

### Radio:

94.9 WQMX  
Back Alley Radio  
WZIP 88.1  
98.1 WKDD  
WSTB 88.9 FM  
WKSU 89.7 FM  
WAPS 91.3 FM  
93.5 FM  
90.7 FM  
97.5 FM

# Disconnect



There are many talented musicians and bands from Northeast Ohio, but because of an evident disconnect between the music scene and general public many of these artists are unknown to the majority of the community.

# Thesis Statement

Despite the abundance of musical talent in Northeast Ohio, emerging musicians often struggle to gain exposure and connect with their audiences due to limited resources available to them. Additionally, music fans face challenges in discovering new artists and staying informed about music-related events happening in their local community.

There needs to be an easier way for music fans to discover new artists and become involved in the music scenes within their area.

**How might we** strengthen the connection between the general public and the music community in the cities of Northeast Ohio?

# Solution

To bridge this gap and strengthen the connection between the general public and the music community in Northeast Ohio, my solution is to design an app that provides an easy-to-use platform for musicians to promote their music, while also giving music fans a resource to discover new artists and stay informed about upcoming events.



neosonic



# About

Neosonic is a mobile music platform that helps emerging musicians promote their music and connect with their audiences.

Our goal is to make it easier for music fans to become more involved in local music scenes, and to discover new music and artists from their area.

We aim to develop a more vibrant and thriving local music scene that benefits both emerging musicians and music fans in Northeast Ohio.

Our mission is to bring people together and develop a stronger sense of community through music.



## Logo Explained

The goal behind the design of this logo was to create a symbol that can represent different aspects of music and sound.

The logo is designed to appear to have a pulsation / vibration effect to represent soundwaves, and the shape can represent a CD / Record / speaker head / drum head / volume knob / Turn Table etc.

# Versions



Primary: Color



Black on White



White on black

# Color Palette

#99ffcc

#4dc9ff

#6300ae

#ff765f

#000000

#ffffff

Primary Typeface:

Orbitron

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

@ # \$ % & \* ( ) \_ - + = [ ] { } ; : " ' . , ? / ! \ |

0 1 2 3 4 5 6 7 8 9

# Font Weights

**Orbitron Bold**

**Orbitron Medium**

**Orbitron Light**

Secondary Typeface:

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

@#\$%&\*()\_ - + = [ ] { } ; : " ' . , ? / ! \ |

0123456789

# Font Weights

**Proxima Nova Bold**

Proxima Nova Medium

Proxima Nova Regular





Merch



Website

# UX Process | App Design



# User Research



# Hypothesis

- 1:** It's difficult for those involved in local music scenes to connect with larger audiences.
- 2:** Newly emerging bands and musicians find it difficult to gain exposure and build a fanbase.
- 3:** There are music fans within every community, but many are unfamiliar with the music and artists from their cities because there are limited ways of finding out about them.



## Goals

To better understand the challenges faced by local musicians and music fans.

To gain insights into how technology can be used to overcome these challenges and build stronger connections between musicians, fans, and the larger music community.



# Process

The way that I conducted research for this project was by sending out multiple surveys to music fans and musicians, each asking about their experiences with being involved in the music scenes.

I also conducted three separate interviews with a musician, a music fan, and a marketing manager to better understand the users needs and challenges.



# Conclusion

The surveys and interviews revealed that local musicians struggle to reach larger audiences, emerging bands have difficulty building a fan base, and music fans often struggle to discover local artists due to limited exposure.

## Key Takeaways:

The key takeaways that I identified were that there is a need for better platforms and tools to connect local musicians with larger audiences, the importance of building a strong online presence for emerging bands, and the potential for increased community engagement through more effective promotion of local music scenes.

# Stakeholders



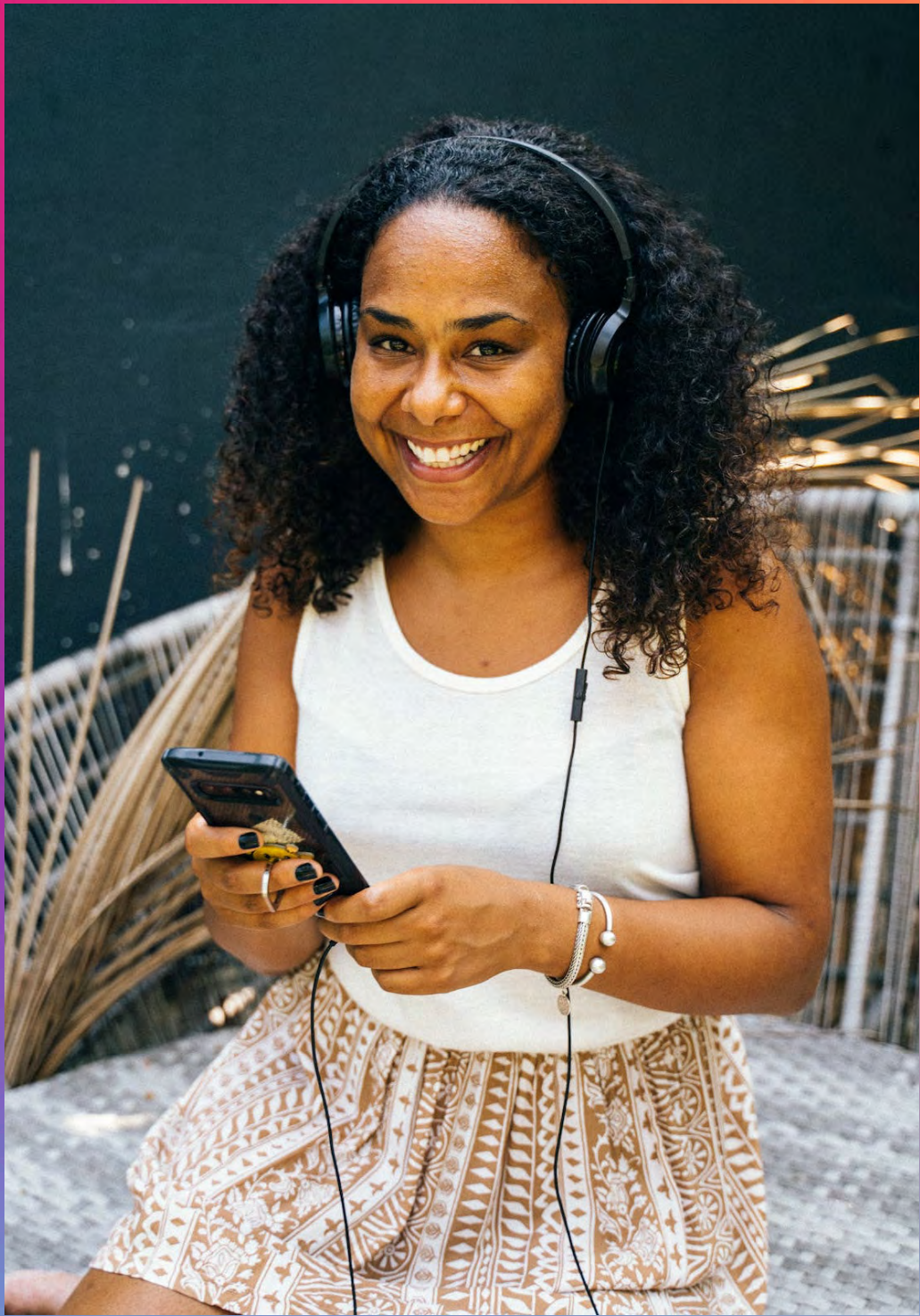
## Primary



## Secondary



# Music Fan Persona



## Michelle Edwards

**Age:** 21    **Title:** Music Fanatic

**Favorite Genres:** Pop / Indie Rock

**Location:** Akron, OH

### Profile:

This is Michelle’s first year living in Akron, she just moved from Kent to attend Akron University. Music has always been an important aspect of Taylor’s life.

Her bedroom walls are covered with posters of her favorite bands and artists, and she is always interested in finding new music to add to her playlists.

With how much she loves music, she doesn’t get the chance to experience it live very often. Living in a new city, she is unfamiliar with the area and has trouble finding where and when she can catch a live show.

She wishes that there was an easier way to become informed about music events happening around her city.

She is always on the lookout for new musicians to listen to and attend their live performances. She often finds it challenging to keep track of local music events and discover new musicians in her area.

### Quote:

**“I love discovering new musicians and attending live shows, but it can be challenging to keep track of all the events happening in my area. I wish there was an easier way for me to discover new artists and keep updated with their live shows.” - Michelle**

### Goals:

- To become better informed about upcoming music events happening around her area.
- She wants to be able to connect with other music fans and share her experiences attending live shows.
- To discover new musicians within her local area and keep updated with their live music events.

### Pain Points:

- There are limited ways for her to hear about the existence of local bands unless someone tells her about them directly.
- She is new to this area and does not know about any concert venues or clubs where she can find new music.
- Finds it difficult to discover new musicians in her area.
- She does not have many connections in the local music scene and often misses out on events because she is not aware of them.

### Technology:

Michelle is comfortable using a variety of digital tools and platforms, including social media, messaging apps, and productivity software. She owns a smartphone and uses it to access the internet and stay connected with her friends and family.

# Musician Persona



## Jimmy Palimino

**Age:** 25    **Title:** Musician / Producer

**Genres:** Blues / Alternative Rock

**Band:** Jimmy and the Paliminos

**Location:** Cleveland, OH

### Profile:

Jimmy is a multi-instrumentalist and producer. He started his music career at the age of 8, and since then he has played in multiple different bands, and records and produces his own music as a solo artist.

Jimmy has over 6 solo albums released with hundreds of songs produced and released making up his discography.

His passion for music has followed him his whole life, but with how much work he puts into creating music, not too many people are aware of his presence as a musician.

He finds it very difficult to promote his music and connect with new people outside of his preexisting support group. Sometimes he feels very discouraged because of the lack of attention his music receives, but his passion and love of creating music for himself is what keeps him going.

### Quote:

**“I’m less interested in chasing after fame, and more focused on pushing my creative limits. Don’t get me wrong though, it would be great if more people showed me some love. I have hundreds of songs released, yet less than 15 monthly listeners on spotify.” - Jimmy**

### Goals:

- To get more monthly listeners on streaming services.
- To find more opportunities to play gigs at venues.
- To discover more musicians to connect with.
- To find artists for him to record and work with.

### Pain Points:

- Finds it difficult to reach a wider audience and stand out among the many musicians trying to do the same.
- Doesn’t know how to market himself very well, and relies on social media and word of mouth.
- Social media such as instagram is polluted with other posts and his promotion just gets lost among the other content.
- Struggles with growing his audience and gaining more fans that appreciate the music that he releases.

### Technology:

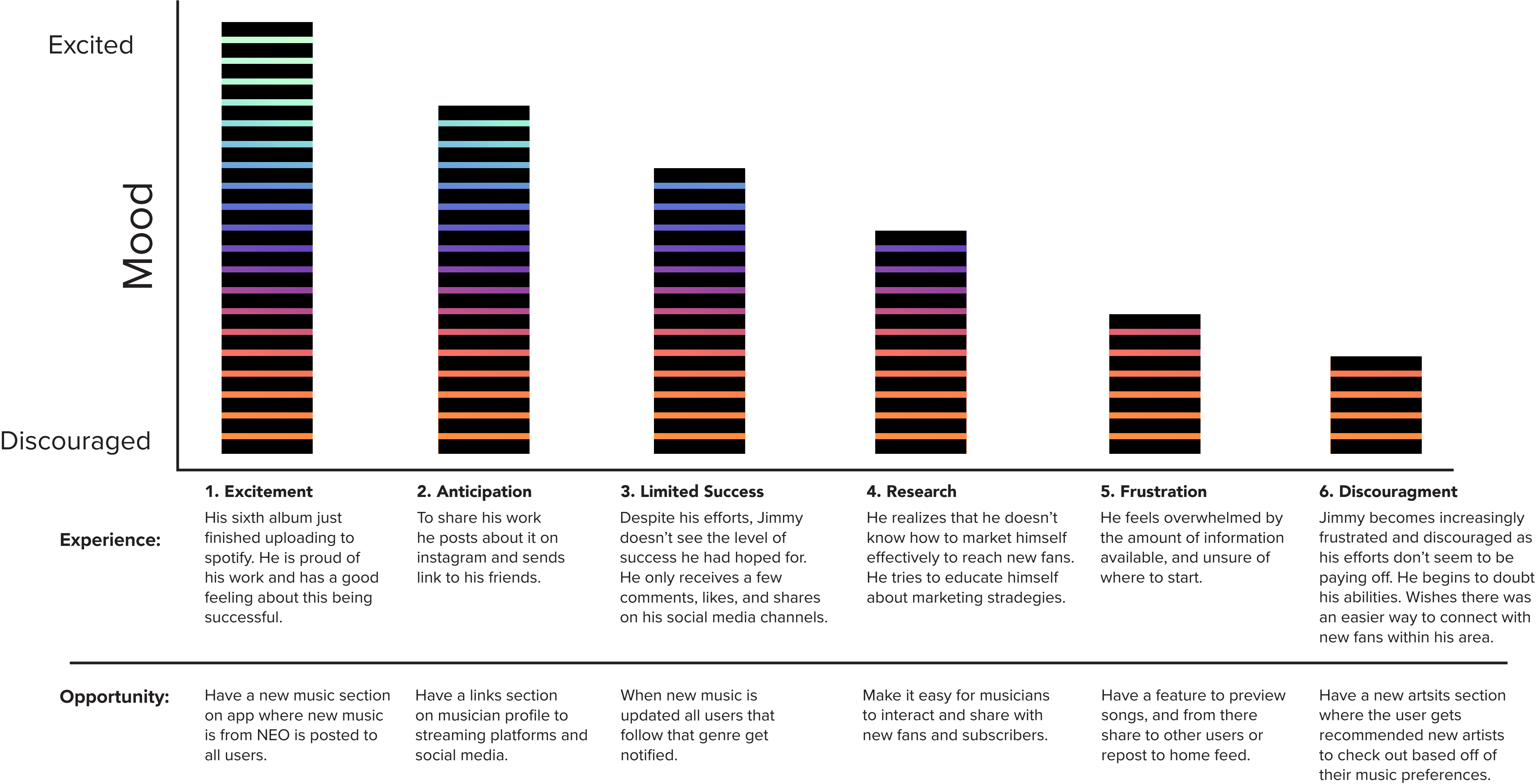
Jimmy is comfortable using a variety of digital tools and platforms. He owns a smartphone and uses it to access the internet and social media. He is familiar with music streaming services and understands the importance of having a strong online presence.

# Journey Map

User: Jimmy

**Scenario :**  
Jimmy just released a new album on Spotify that he had been working on for over a year.

**Goals / Expectations:**  
To have this album listened to by more people and to be discovered by new fans.



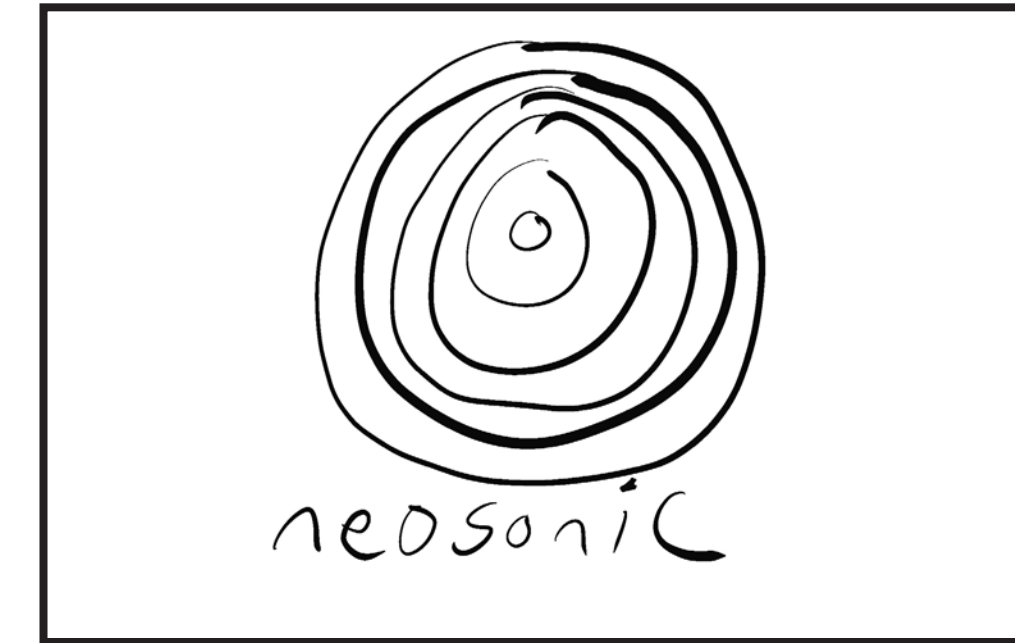
# Storyboard User: Michelle



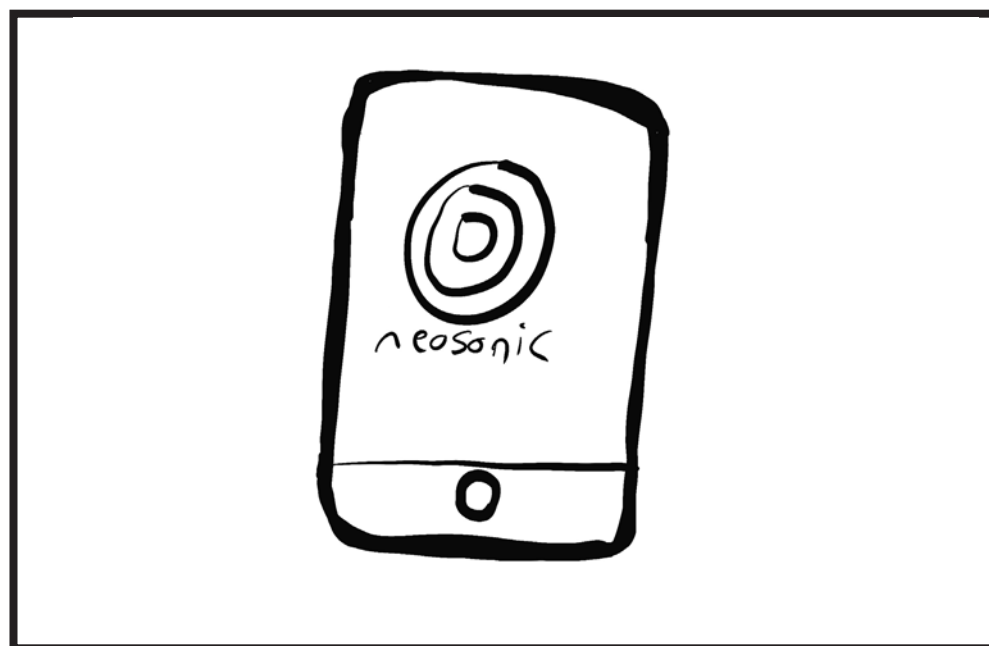
**Step 1:** Michelle is sitting at home with nothing to do on a Friday night.



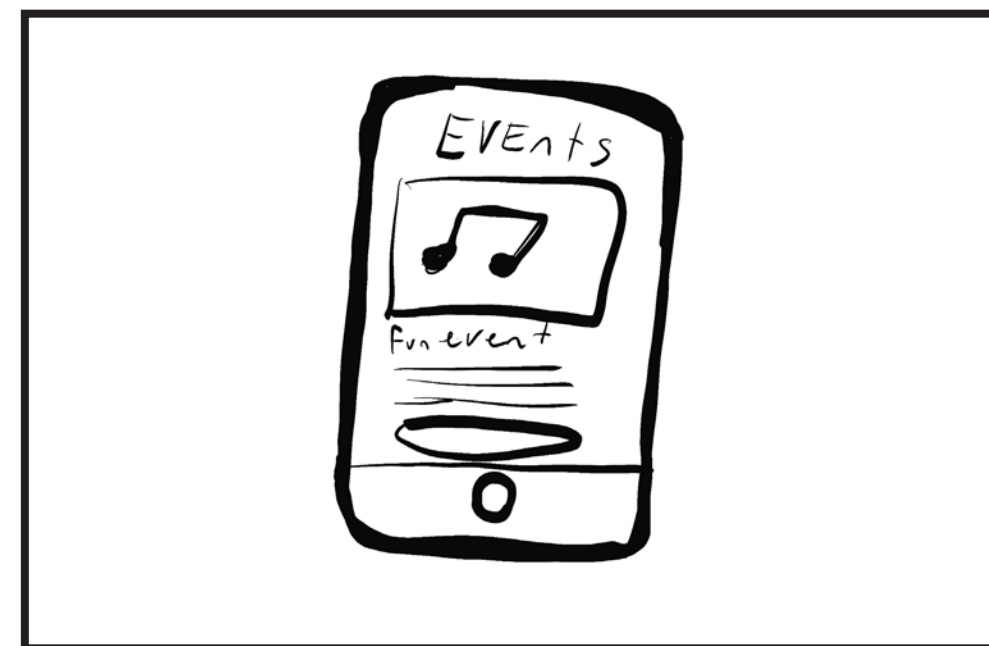
**Step 2:** She searches online for local music events, but comes to the realization that there are very few reliable sources of information available.



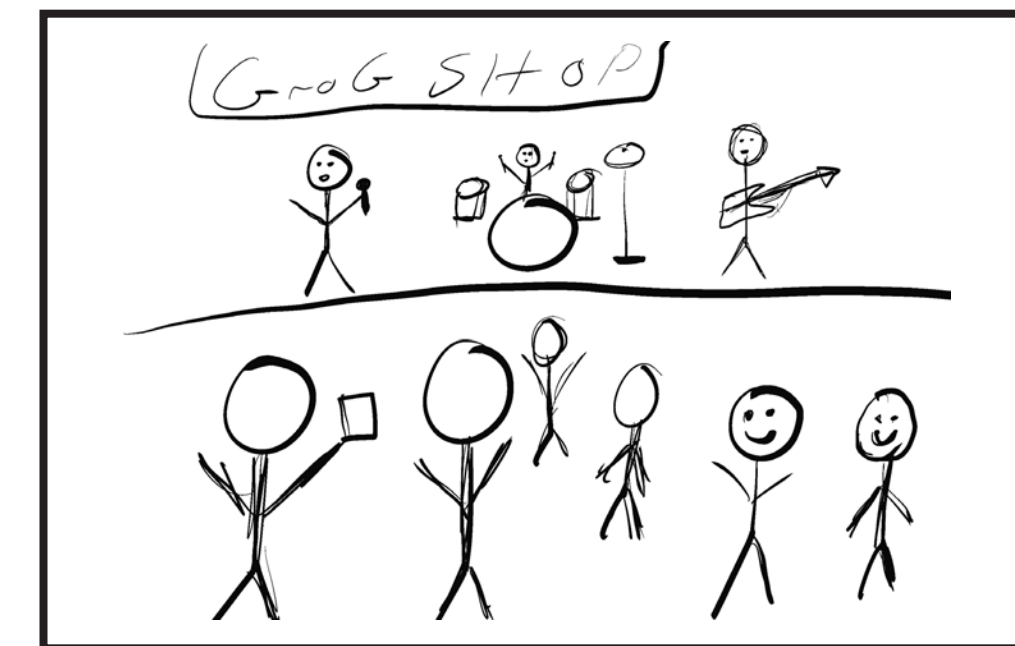
**Step 3:** Michelle remembers hearing about an app that helps you find music events happening in your area.



**Step 4:** She downloads Neosonic from the app store.



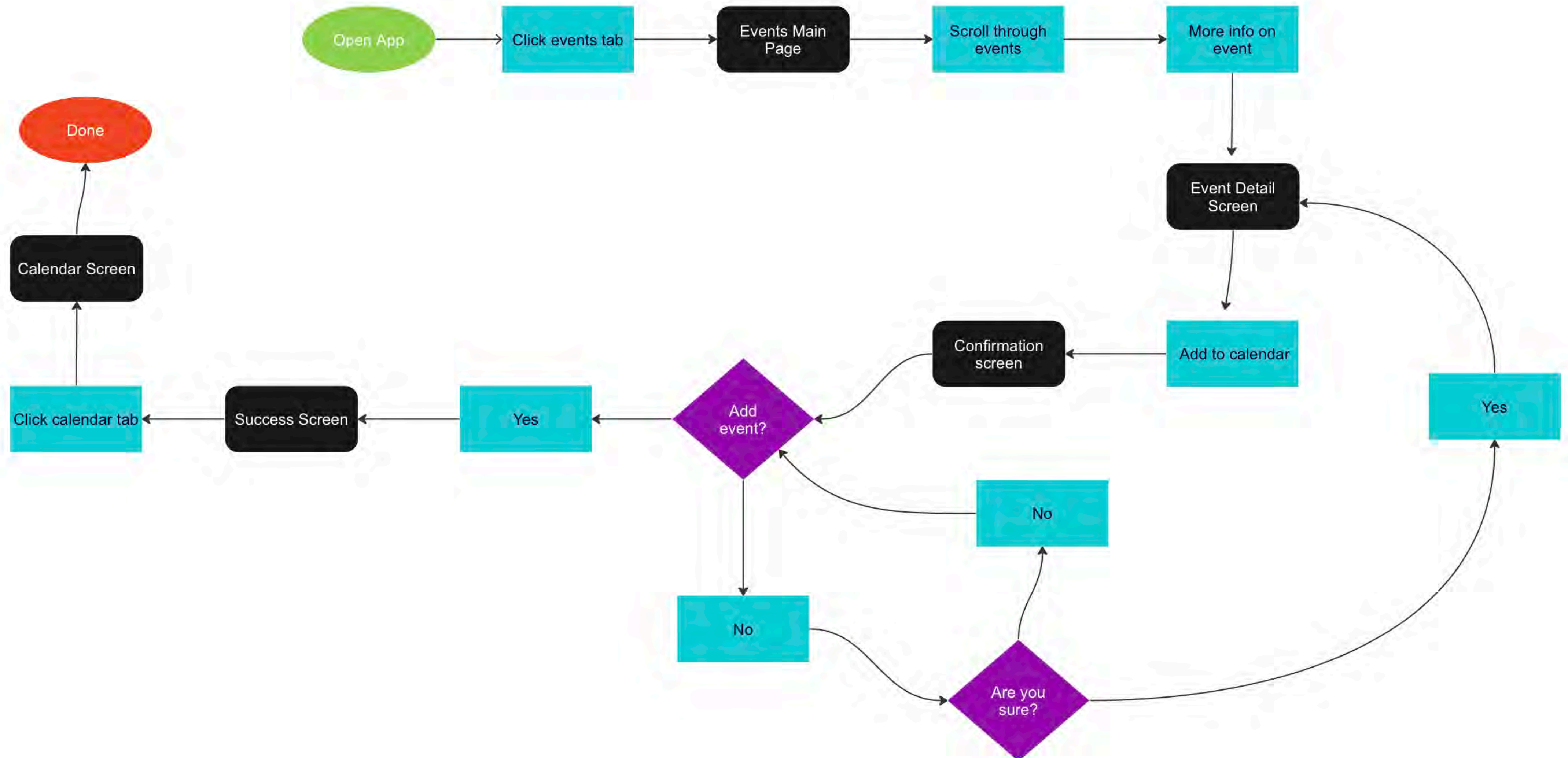
**Step 5:** After exploring the app's features, she finds an event nearby that looks interesting and decides to attend it.



**Step 6:** She arrive at the event and enjoys the music, meets new friends and find new local bands via Neosonic.

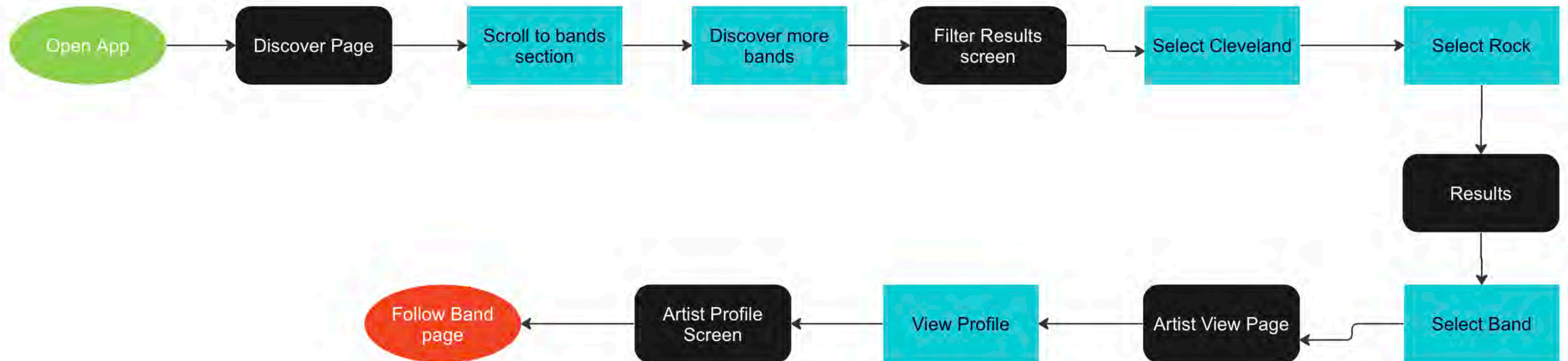
# User Fan Account

## Flow: Add Event to your calendar



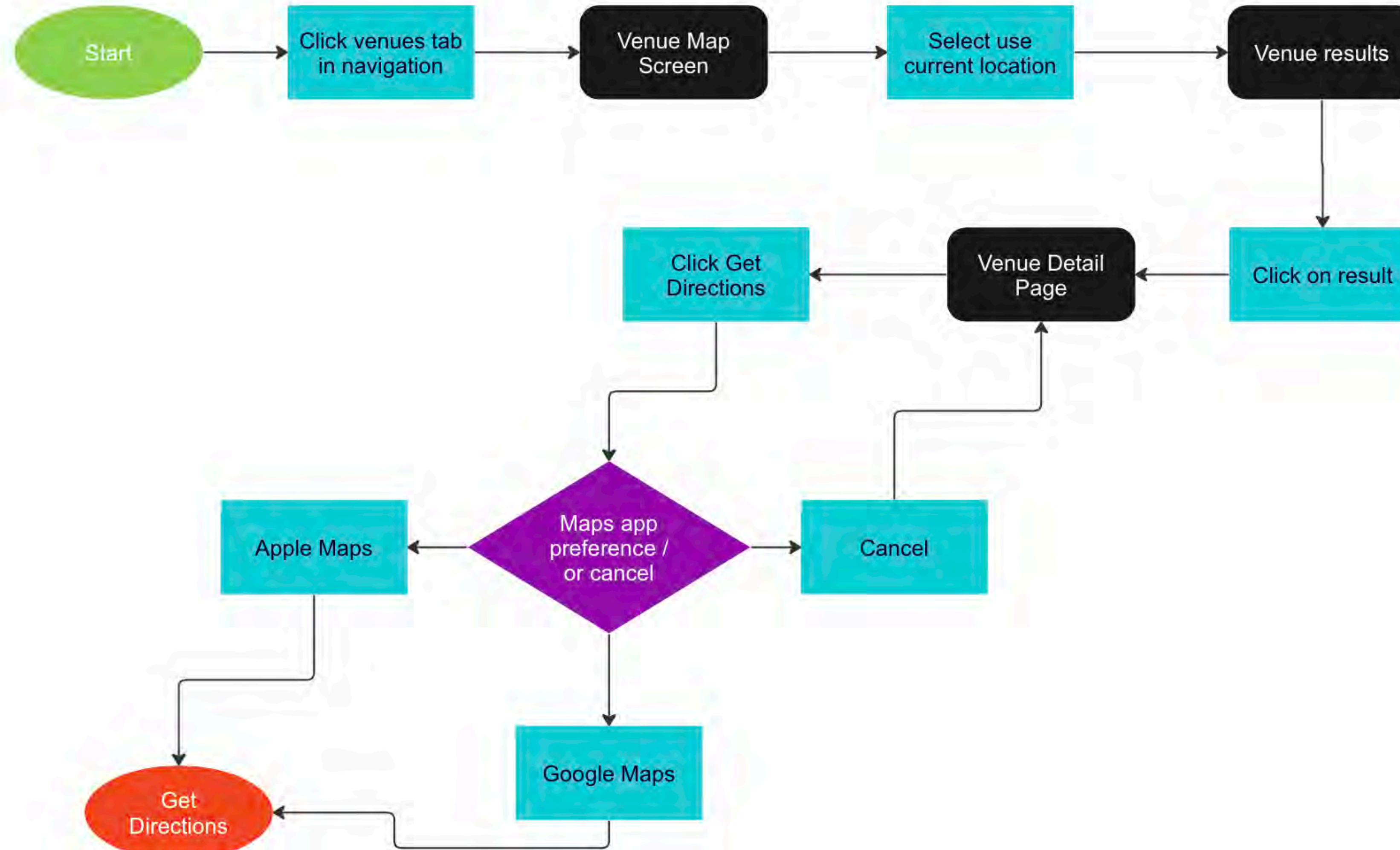
**User:** Fan Account

**Flow:** Find and follow a new band



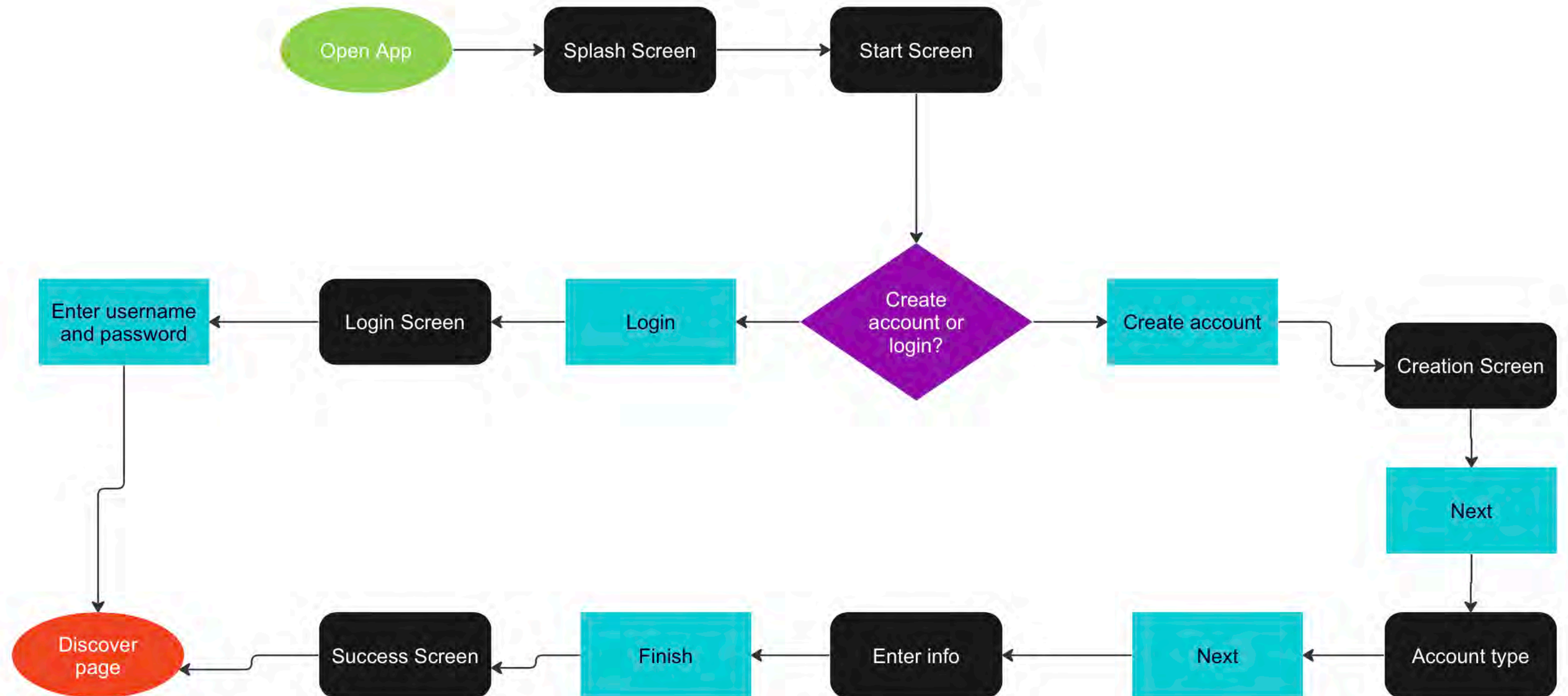
**User:** Fan Account

**Flow:** Get directions to a venue nearby



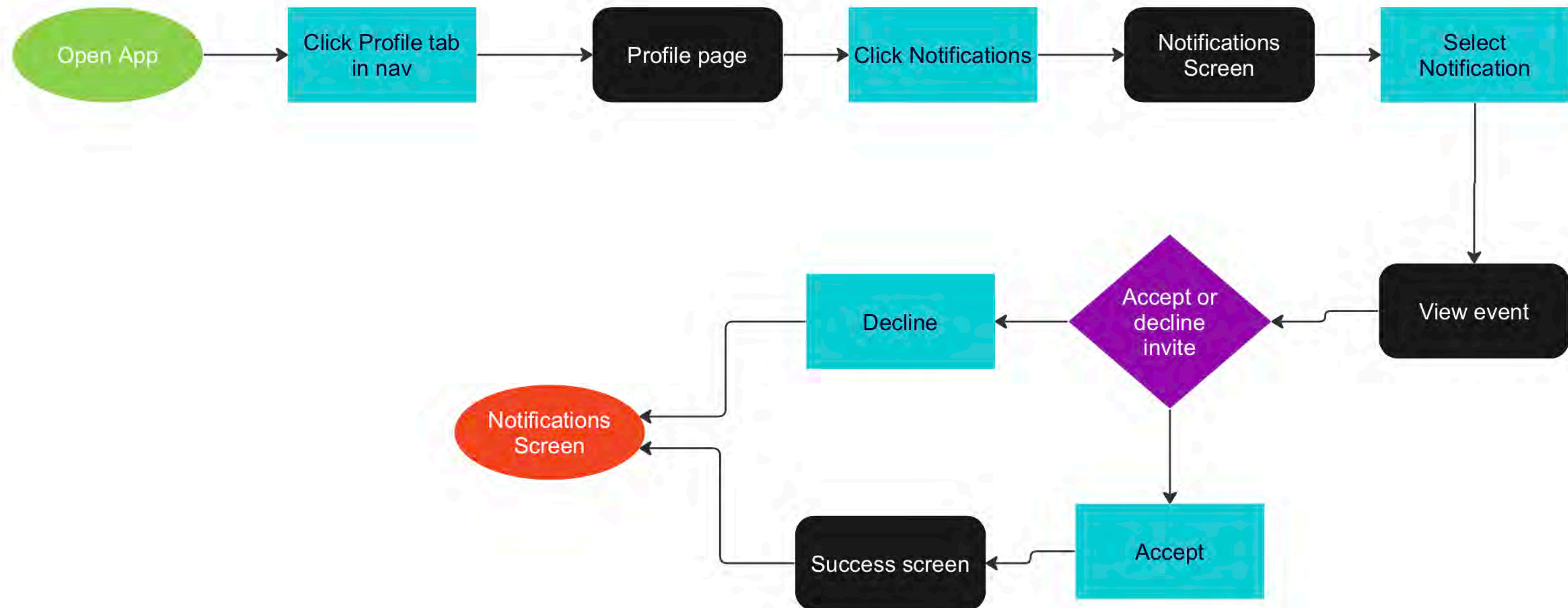
**User:** Fan Account

**Flow:** Create a fan account



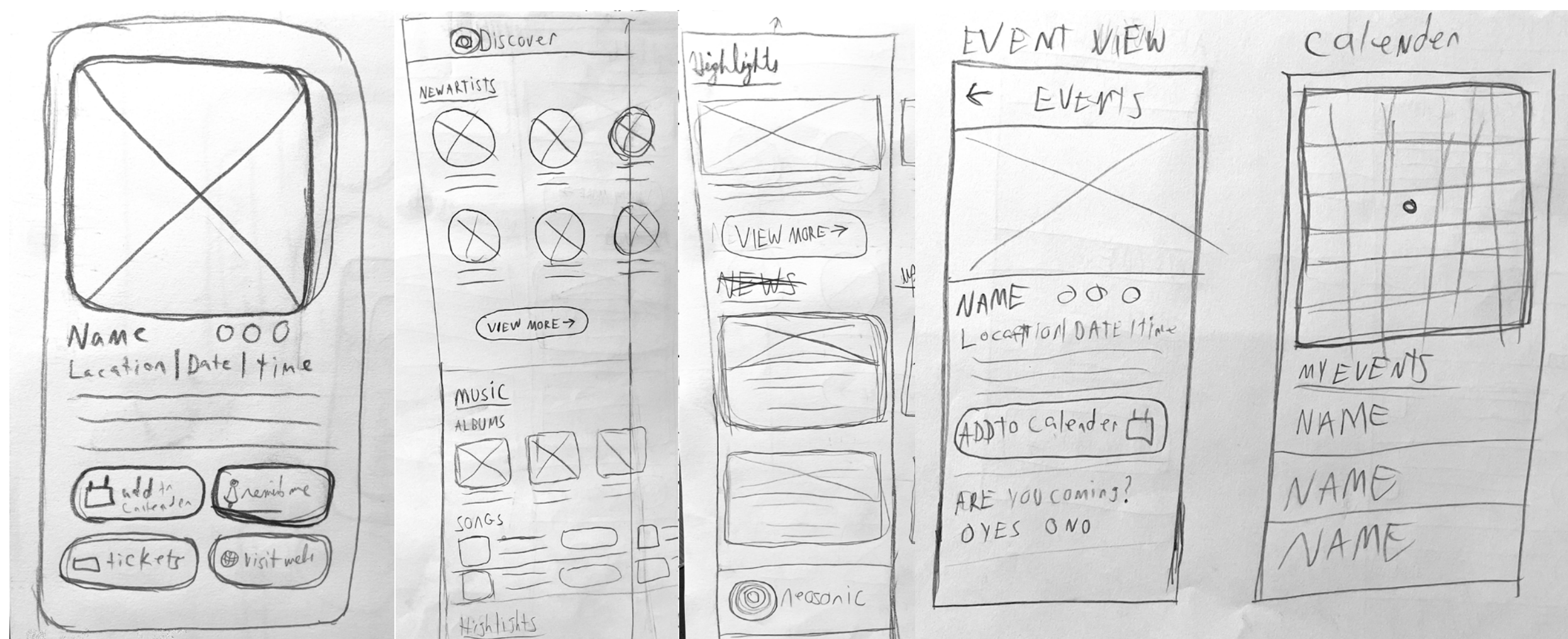
**User:** Fan Account

**Flow:** Accept / Decline event invite from notifications



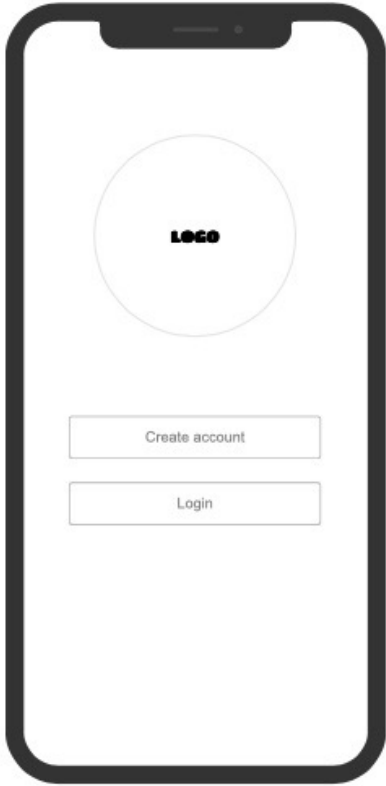


# Lo-Res Wireframes

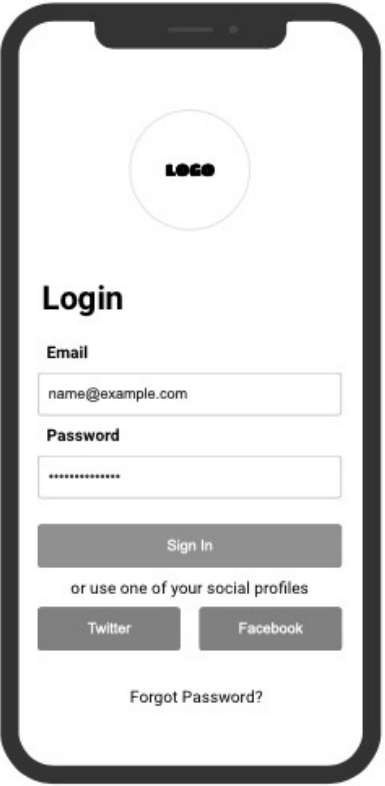


# Hi-Res Wireframes

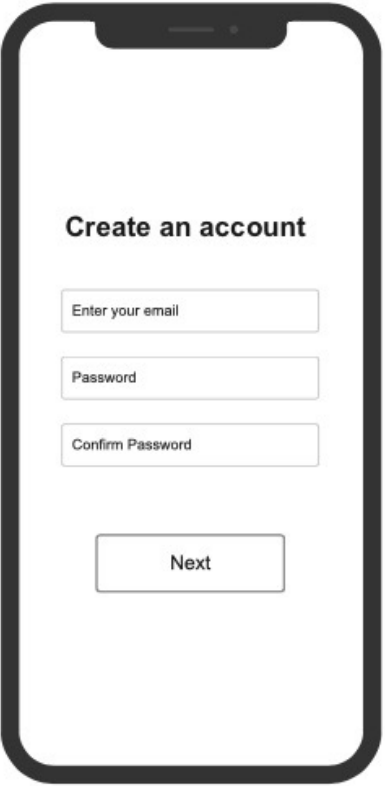
Copy of Login



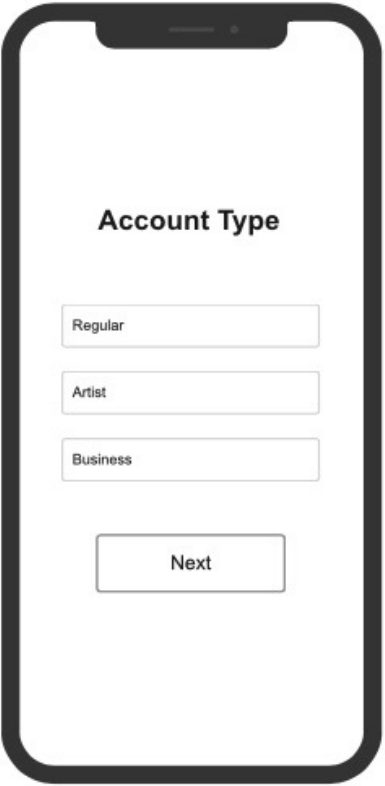
Login



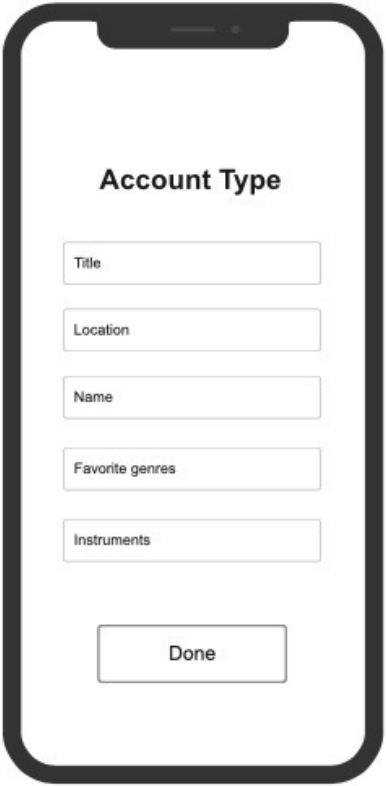
Frame 6



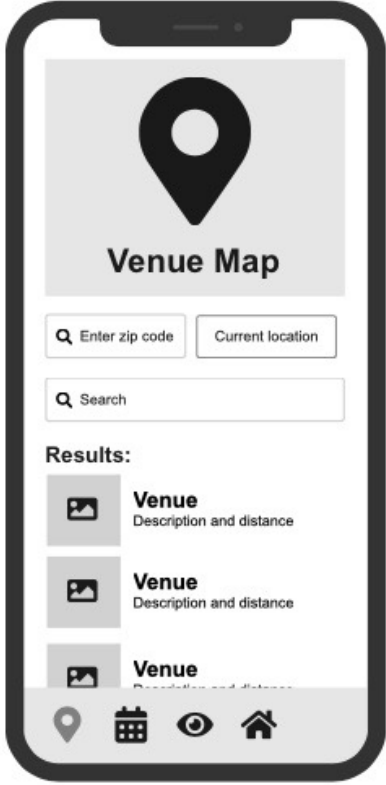
Frame 7



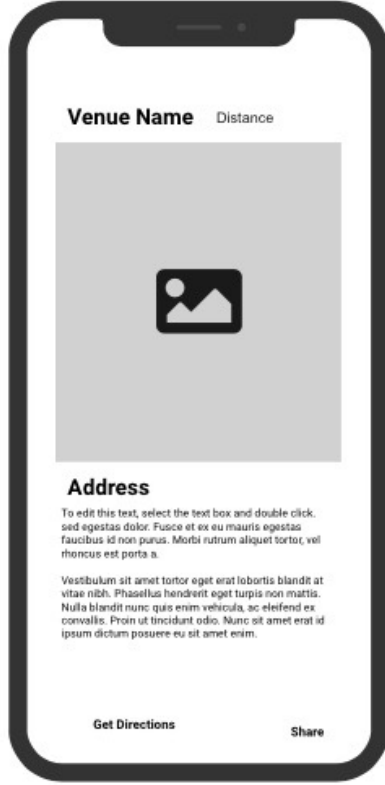
Frame 8



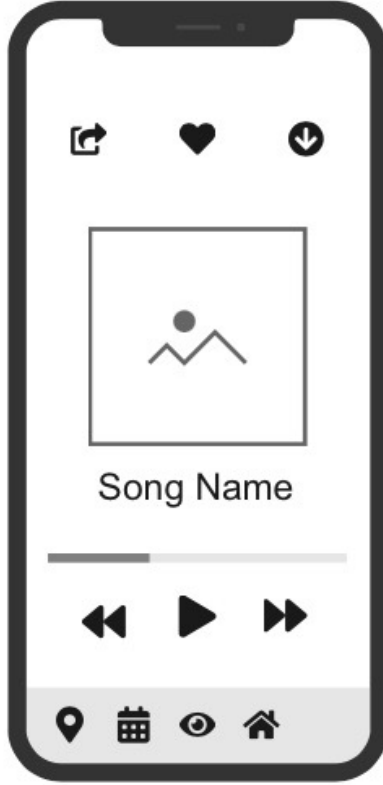
Venue



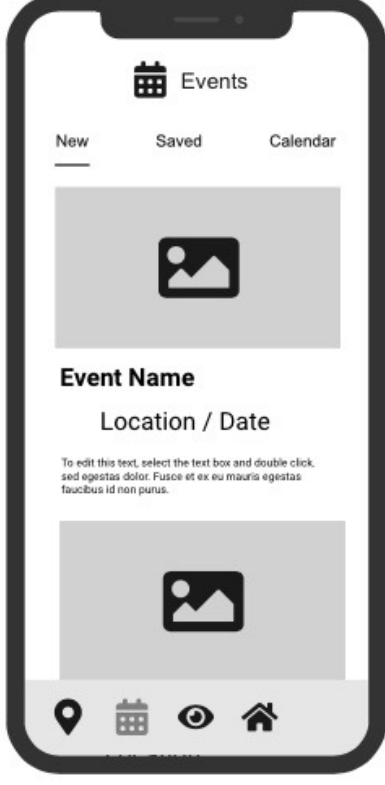
Venue detail



Preview Song



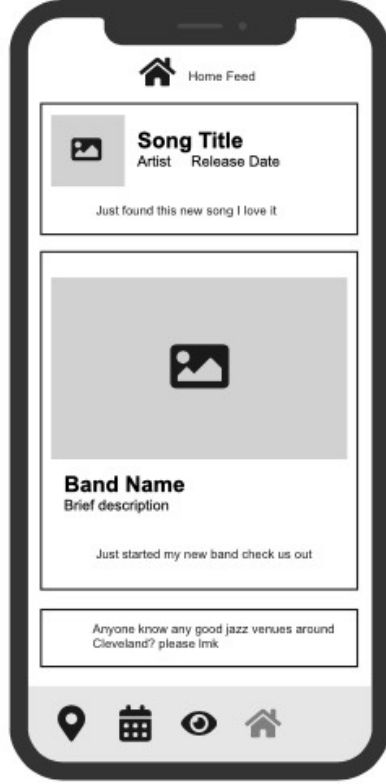
Events Page



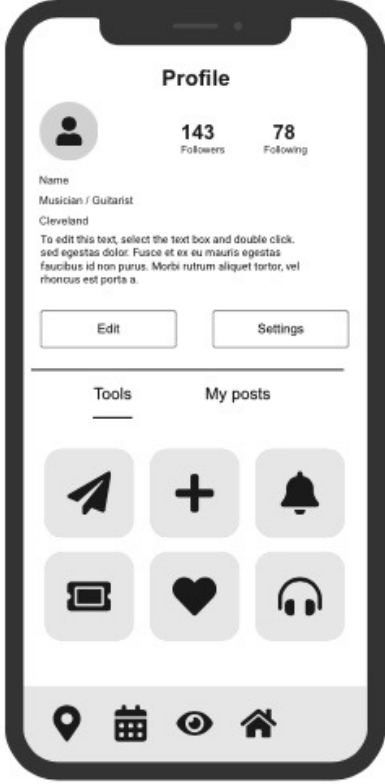
Frame 4



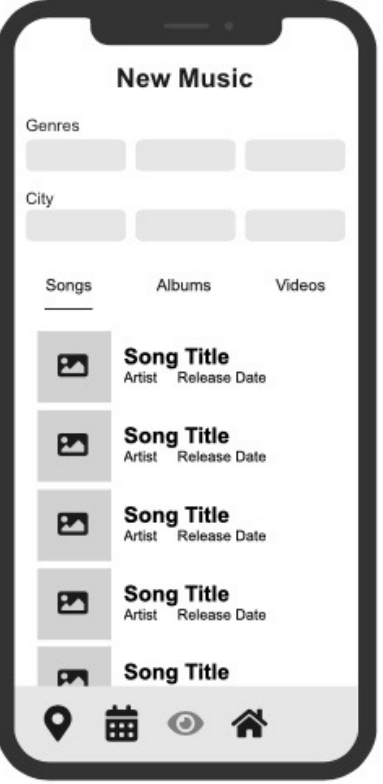
Home Feed



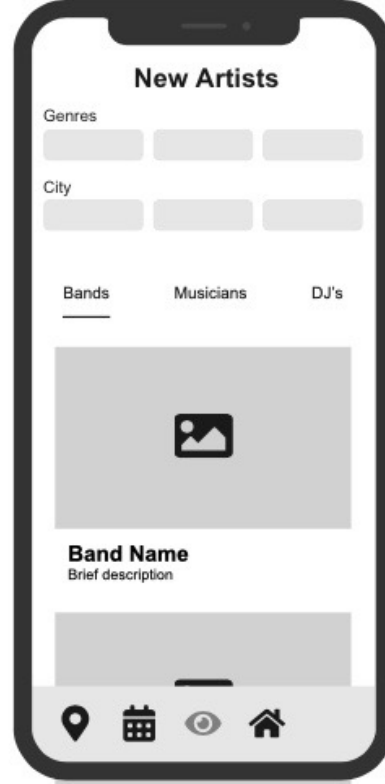
Profile



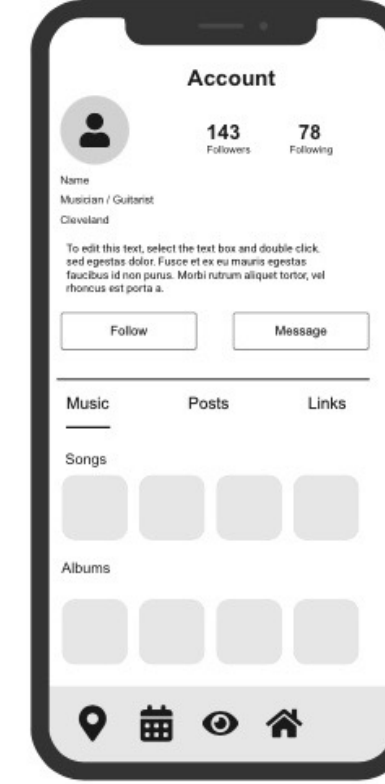
New music



New Artists



View Account

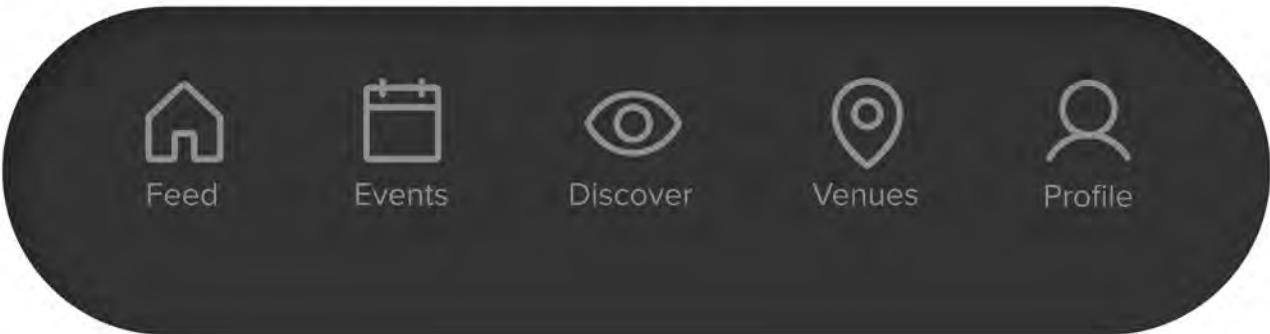


# UI Style Guide

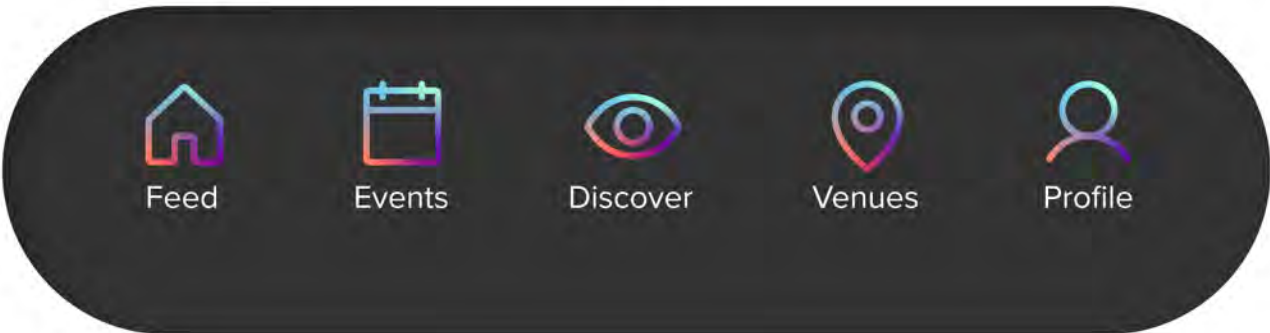
Neosonic App Icon



Navigation Inactive State



Navigation Active State



Typography

**Orbitron Bold 28pt**

**Proxima Nova Bold 24pt**

**Proxima Nova Bold 18pt**

Proxima Nova Regular 18pt

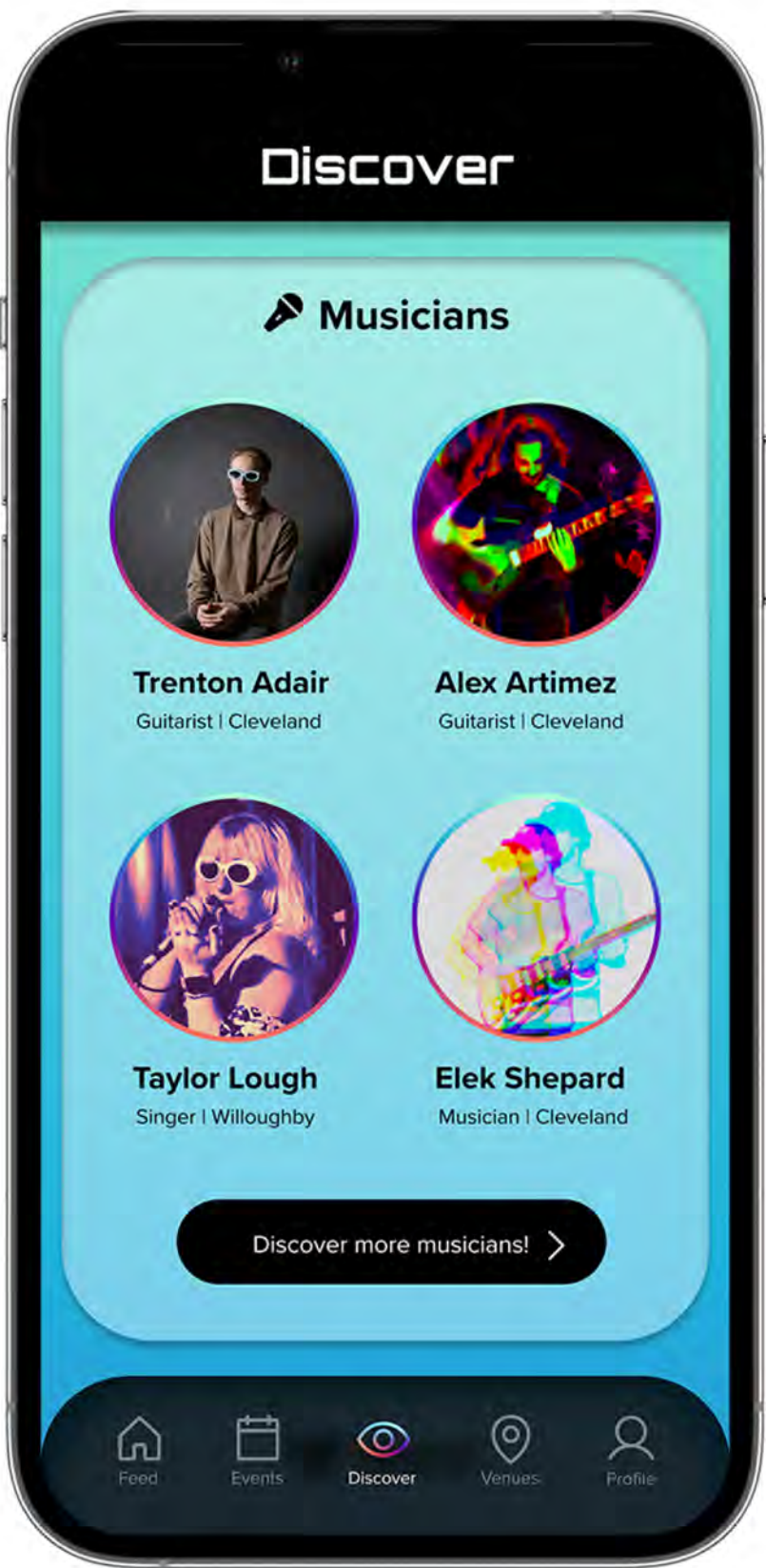
Proxima Nova Regular 12pt

Proxima Nova Regular 10pt

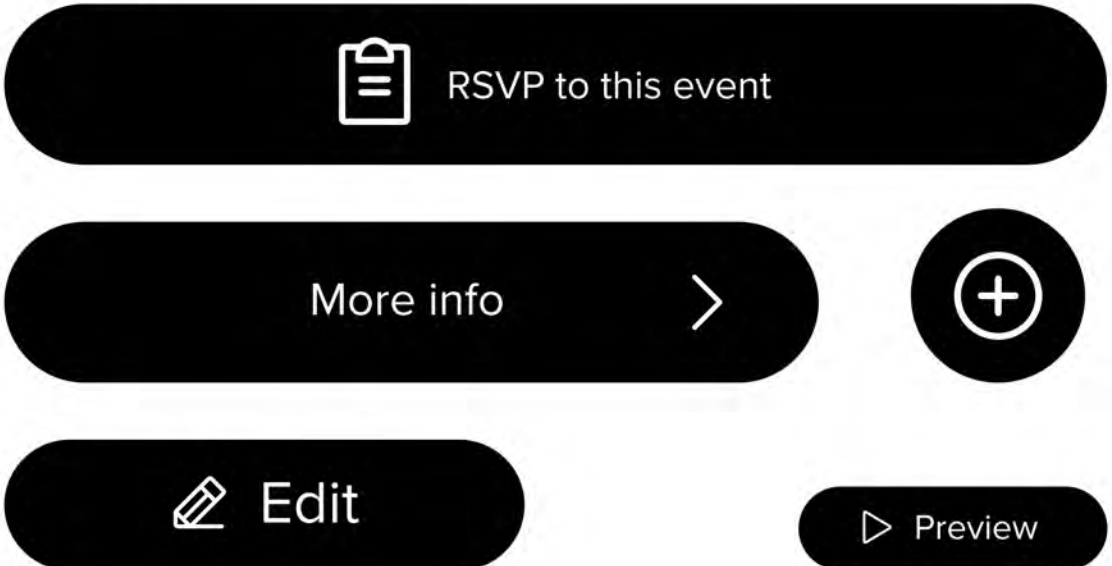
Color Palette



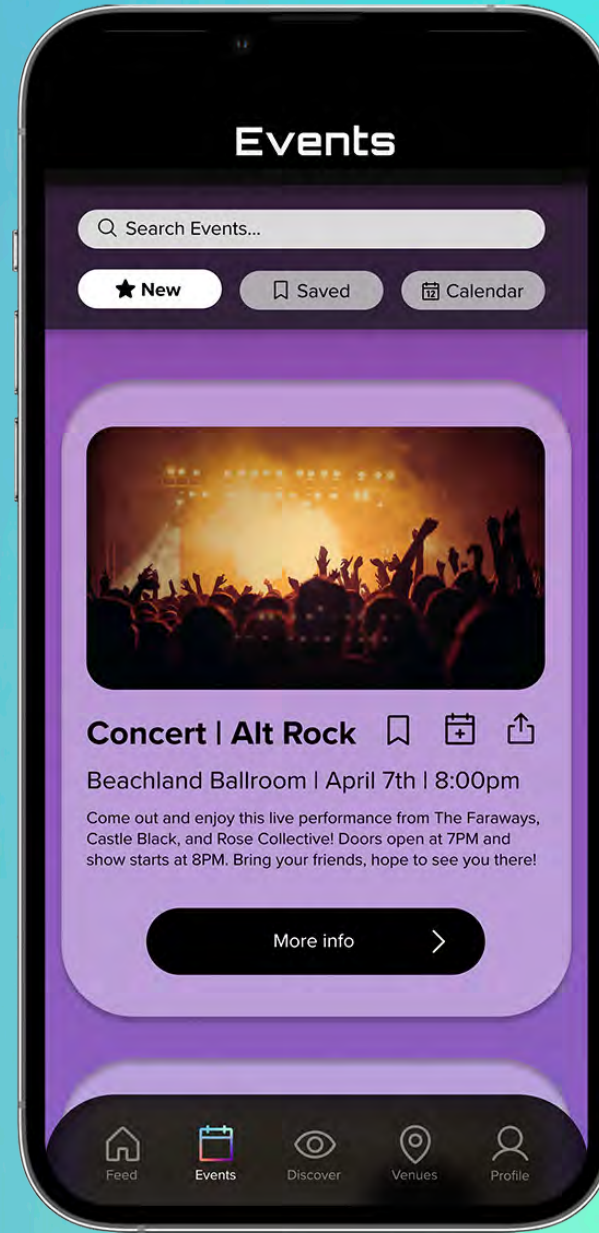
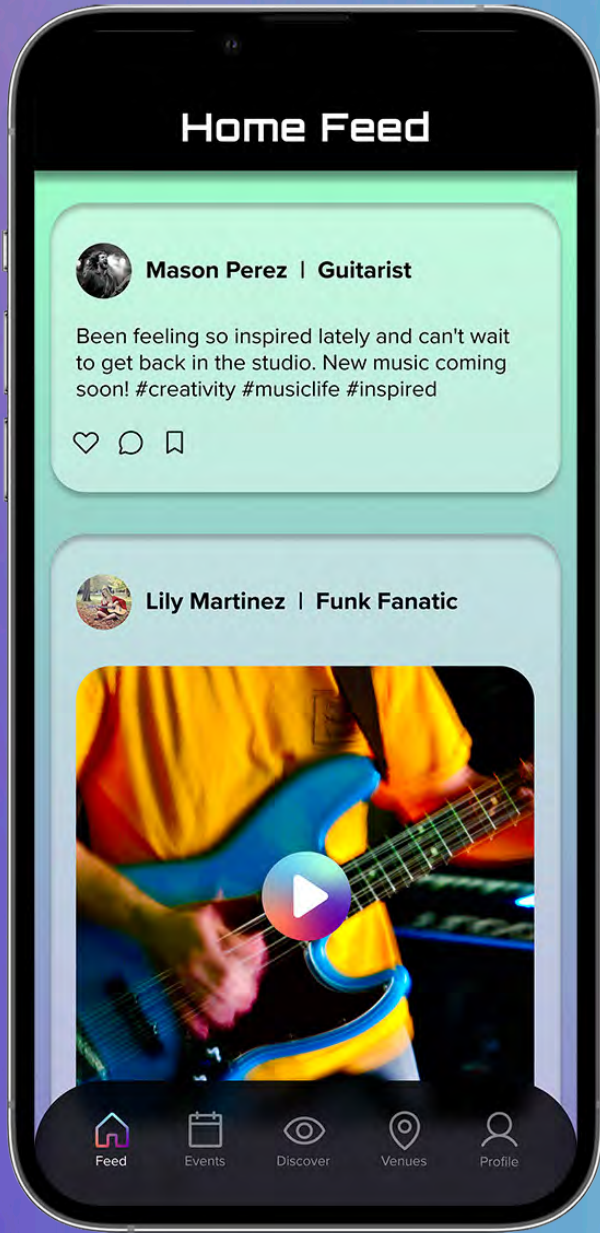
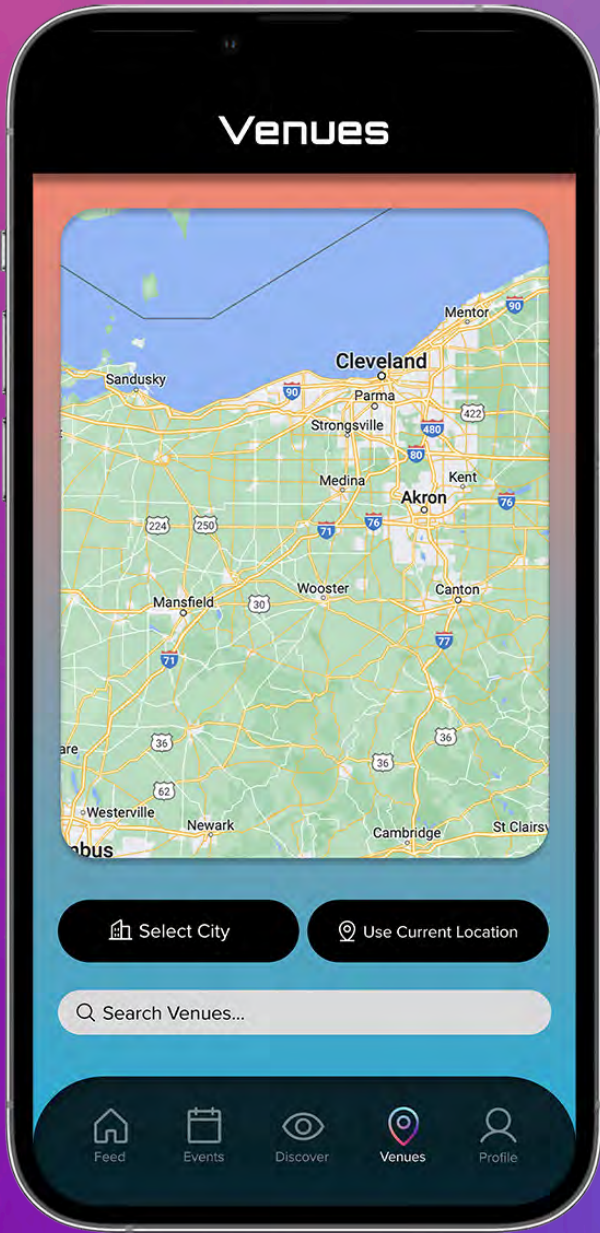
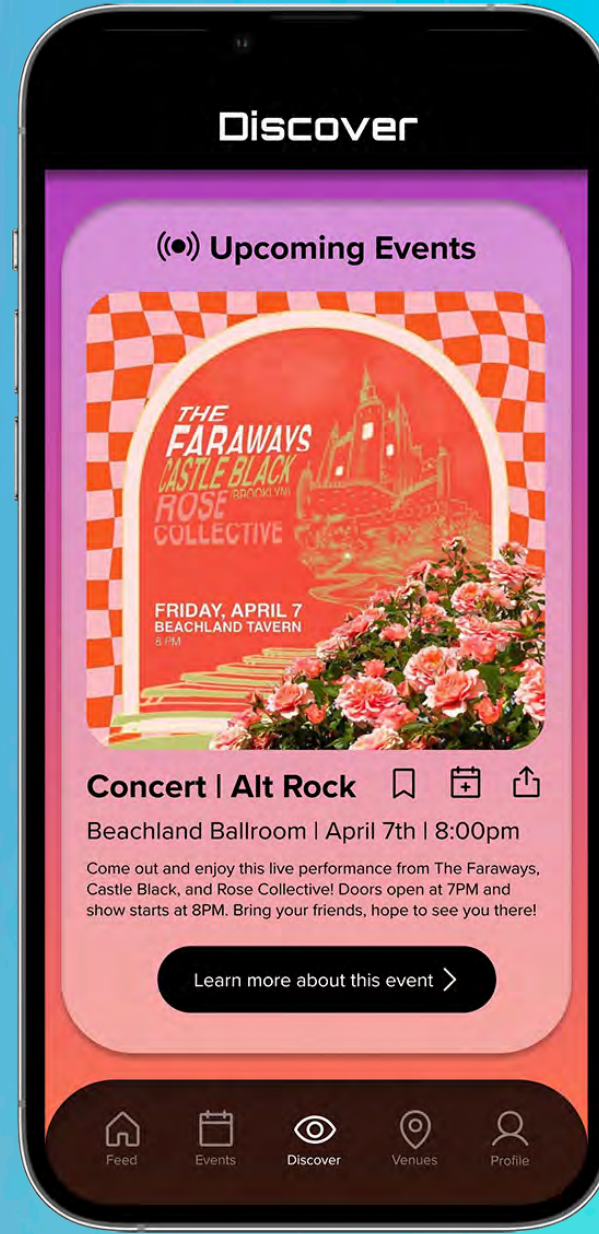
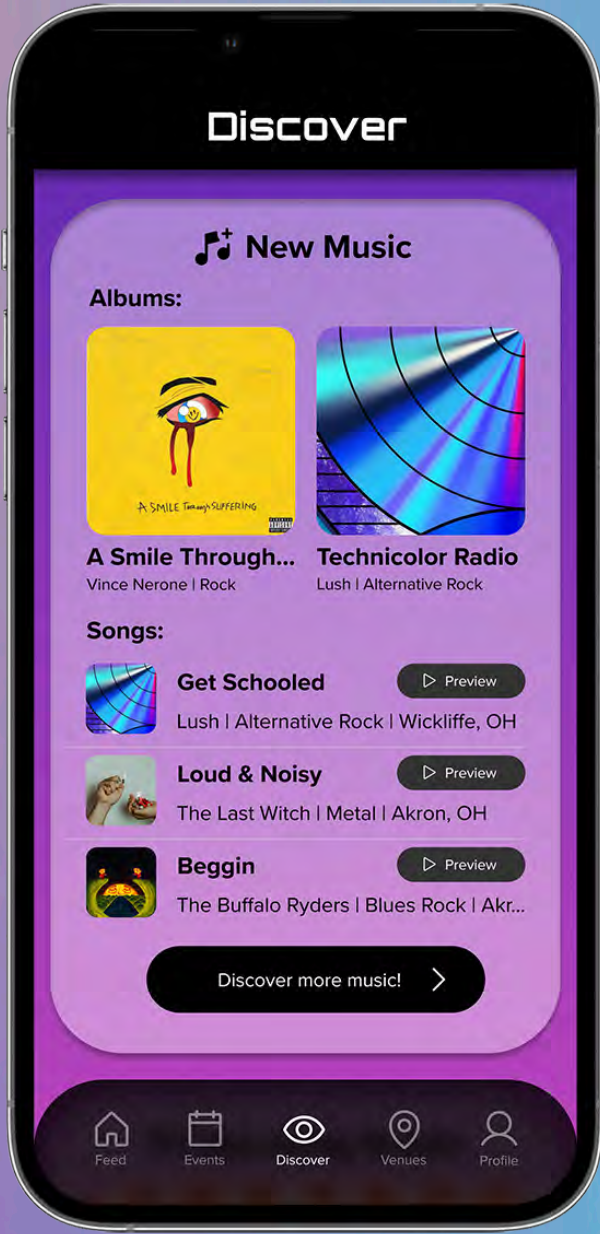
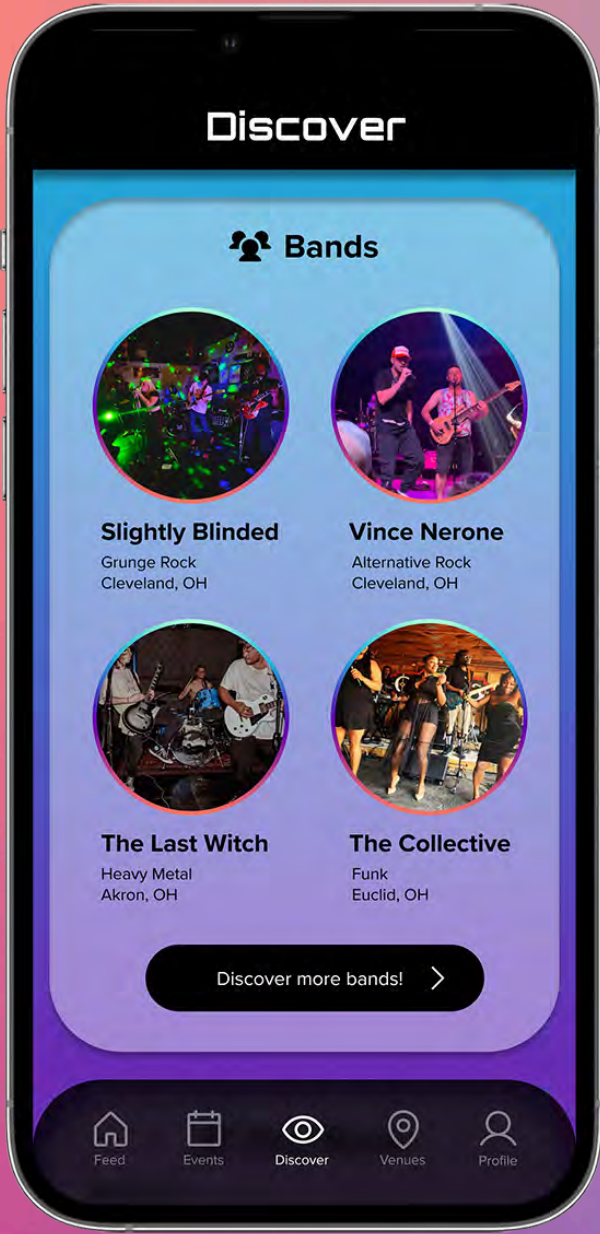
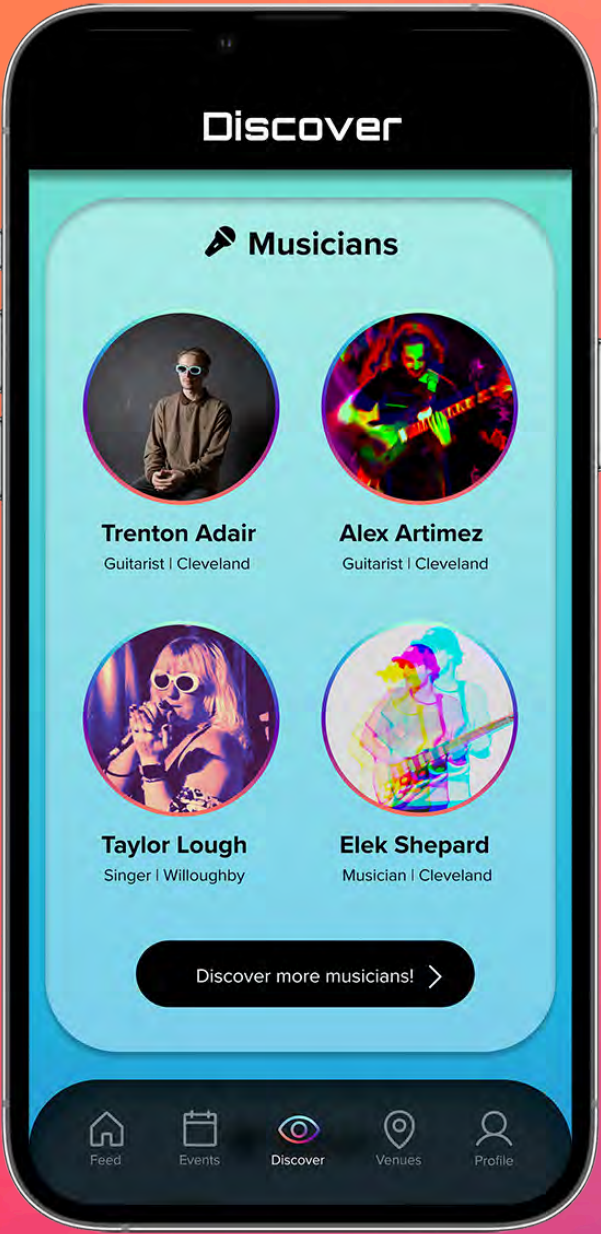
Icons

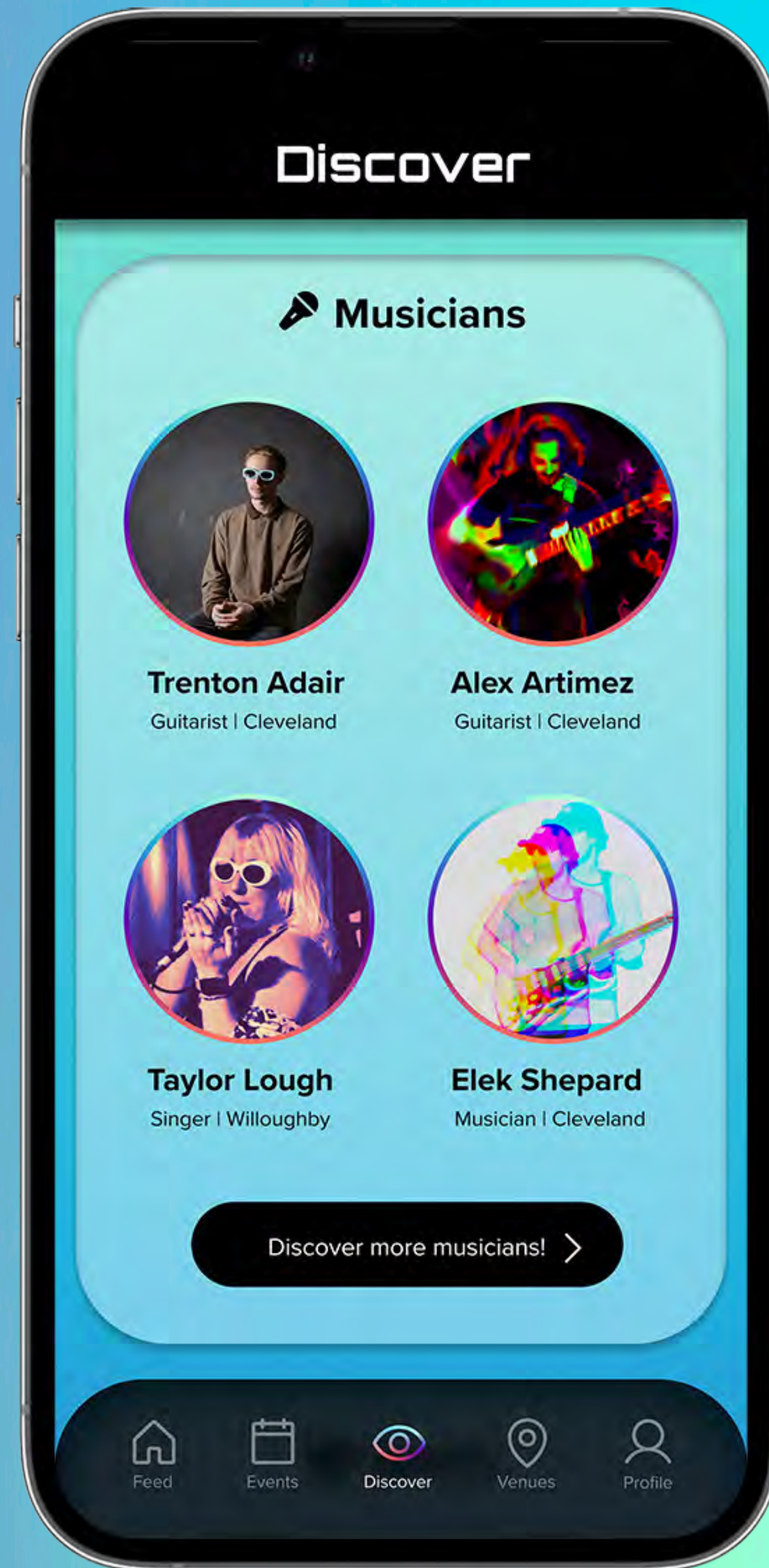


Buttons









## Discover Section

The Discover section is the main hub of the app. This section allows users to easily explore and discover new music and artists from their local area, as well as browse through upcoming events.

Moreover, this section provides updates when new music is released from artists. The section includes a link to all streaming services, a brief description of the music, and a short 30 second - 1 minute sample of the song.

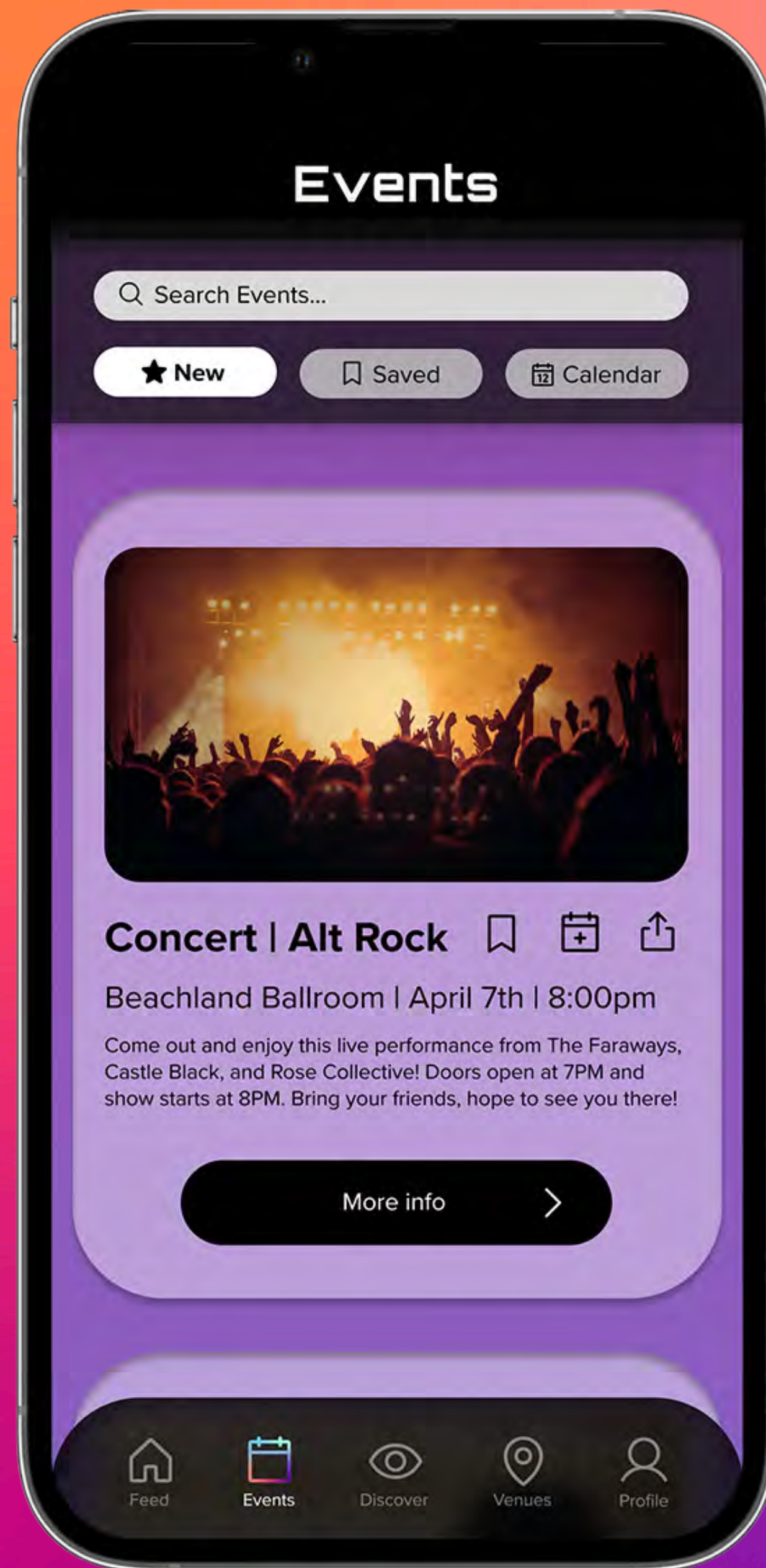
# Profiles

The User Profile section allows users to sign up as a music fan, musician, or business. Each account type has its own unique features and abilities.

Users can access tools such as notifications, saved music, direct messages, and RSVP lists. The My Tickets feature allows users to easily keep track of upcoming events they plan to attend.

In addition to these tools, all users have the ability to create various types of posts such as blog posts, recommended artists, and concert announcements, allowing them to share their thoughts and discoveries with the community.





## Music Events Section

The Music Events section is your go-to place to stay up-to-date with all upcoming music events in NEO.

This section is designed to make it easy for you to find out about all of the music events happening in the area for the month.

Musicians and venues can post their own tour dates and upcoming shows, and promote their events in one place.

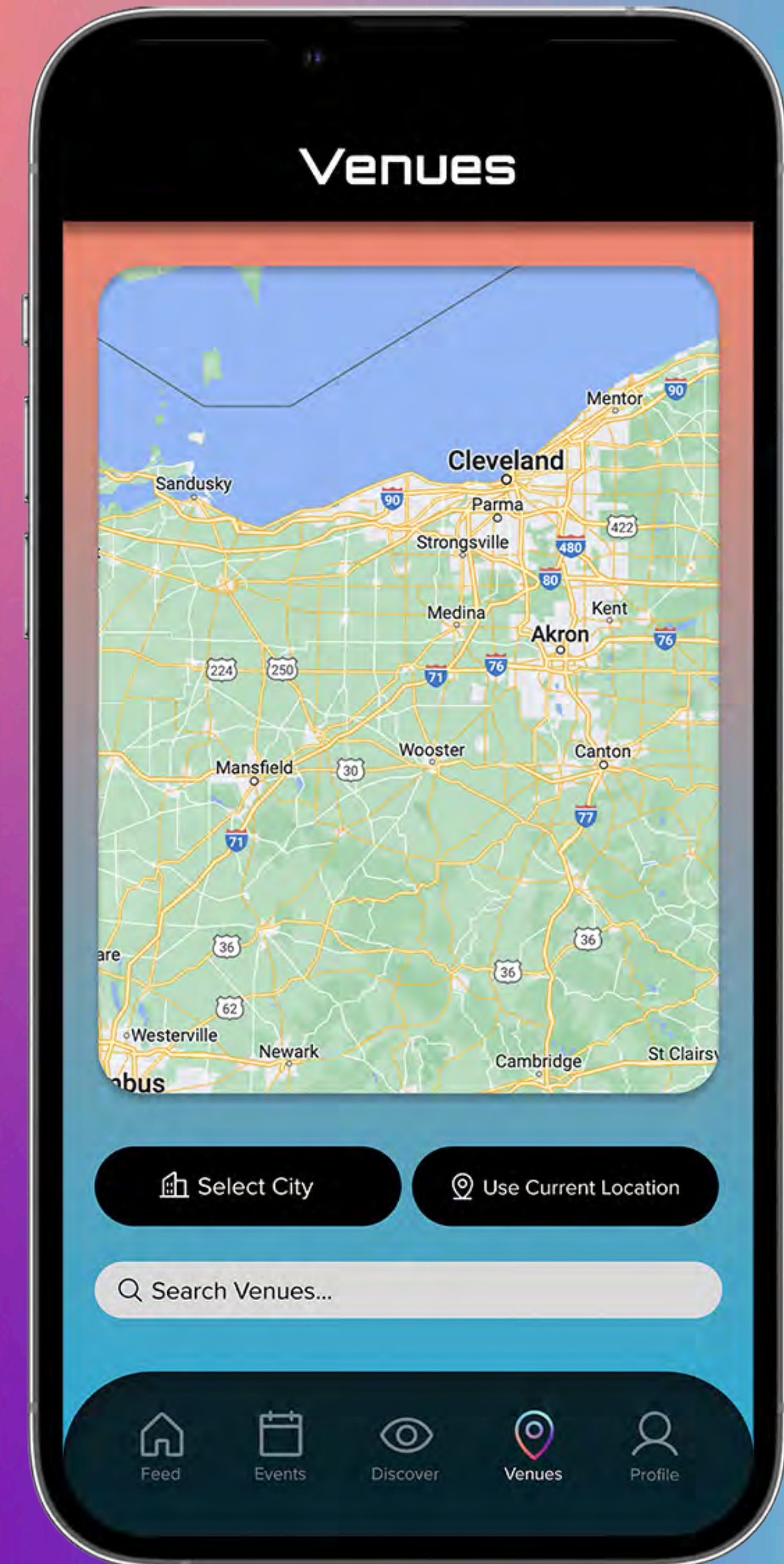
This section ensures that you don't miss out on any of the amazing music events happening in your area.

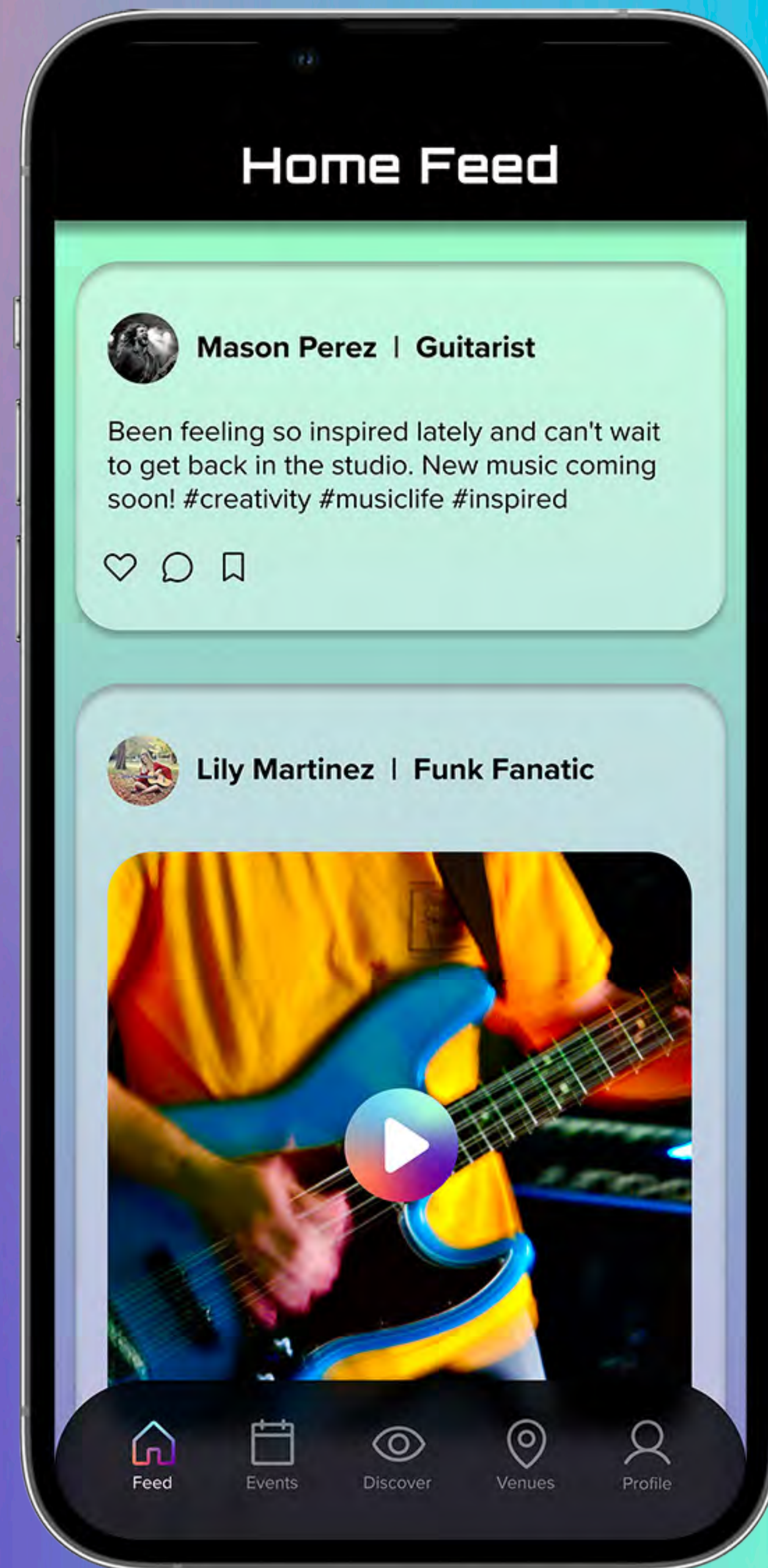
# Venues Section

The Venues section features an interactive map that enables users to search for venues in their area. Each venue is marked on the map, and users can click on a specific venue to view its details, including hours, location, and whether it is family-friendly or adults-only.

The page also highlights the next upcoming show at each venue and provides a link to their website or social media for more information.

Users can filter their search results by selecting a specific city, using their current location, or searching for a specific venue.





## Home Feed Section

The Homefeed section is where users can view content from pages they follow. It displays a variety of posts such as music, video, event, highlights, recommended artists, blog, and reposts.

Users can interact with the posts by resharing, liking, and commenting. Events and new music are also featured here.

# User Testing



## User Flow:

The user was given a task to find a specific event and view its details page.

The goal was to test the ease of navigation and the ability to save an event.

**Elek Shepard aka Lush**

# Testing Process

The user was asked to complete the task while navigating through the app prototype without any instruction of how the app interface works.



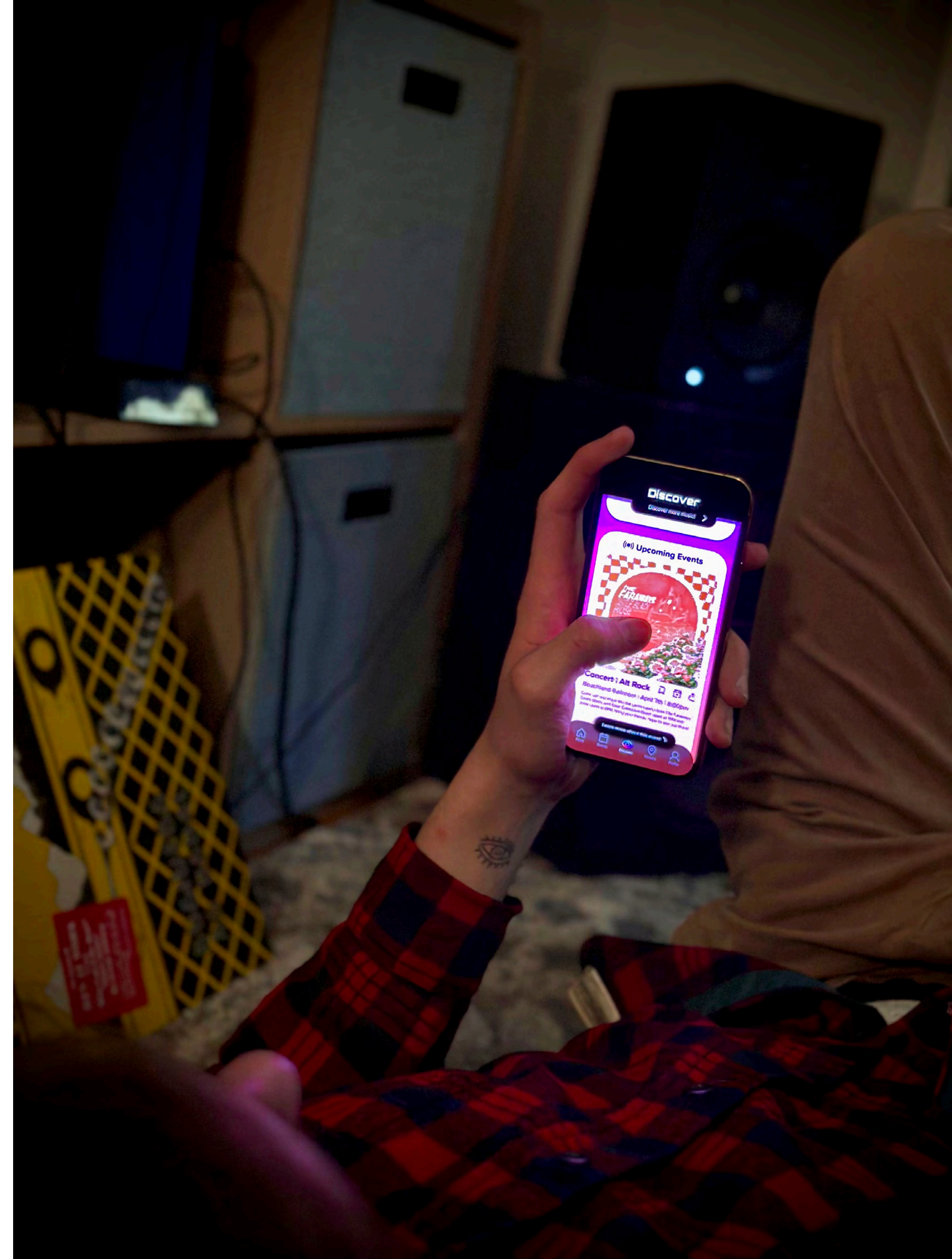


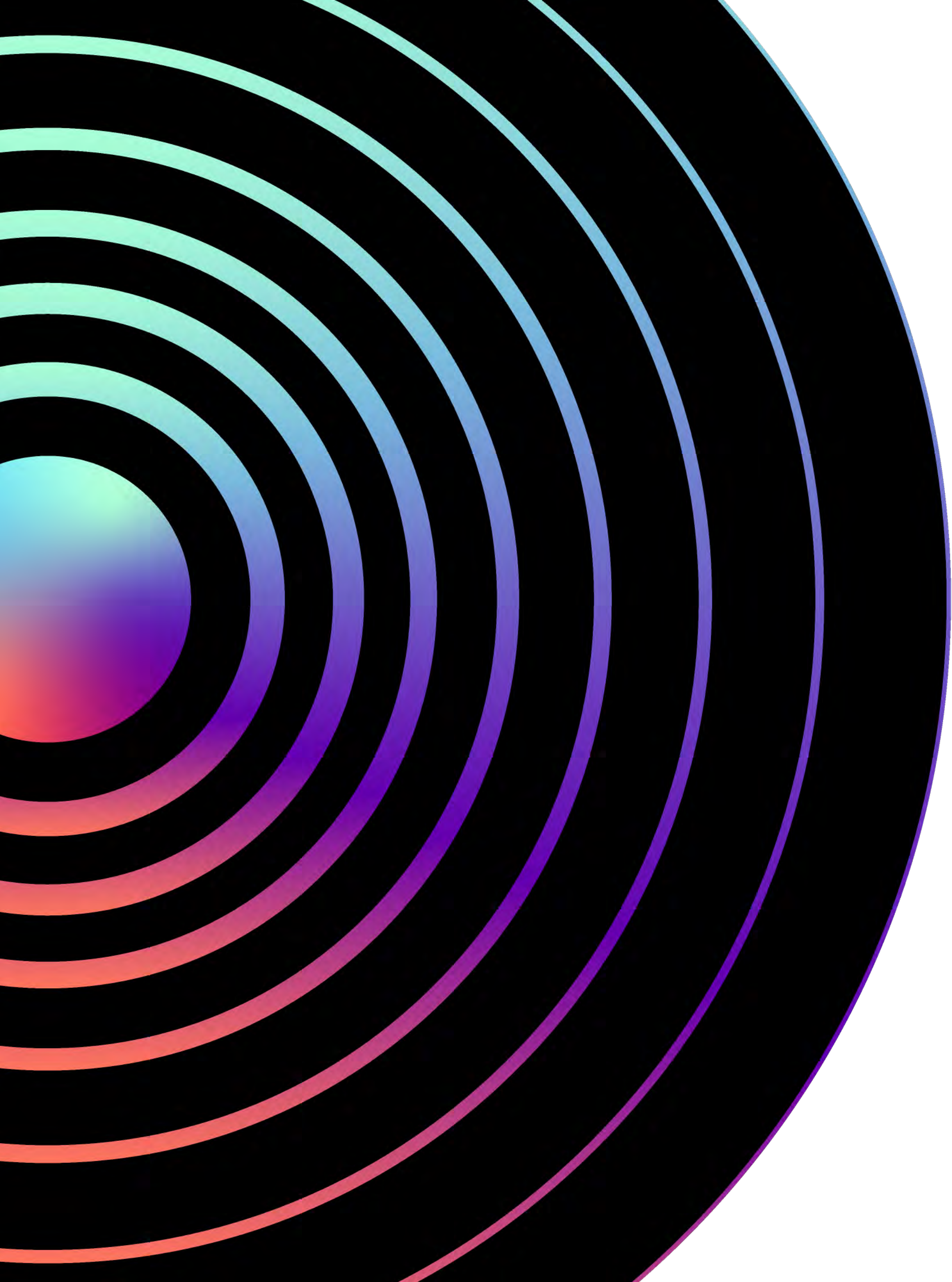
## User Behavior

The user was able to successfully navigate to the events page and find the specific event. The user was able to view the event details page and save the event as intended.

## User Feedback

The user found the navigation icon text size to be hard to read at first. This feedback was taken into consideration and changes were made accordingly by increasing the font size.





## Conclusion

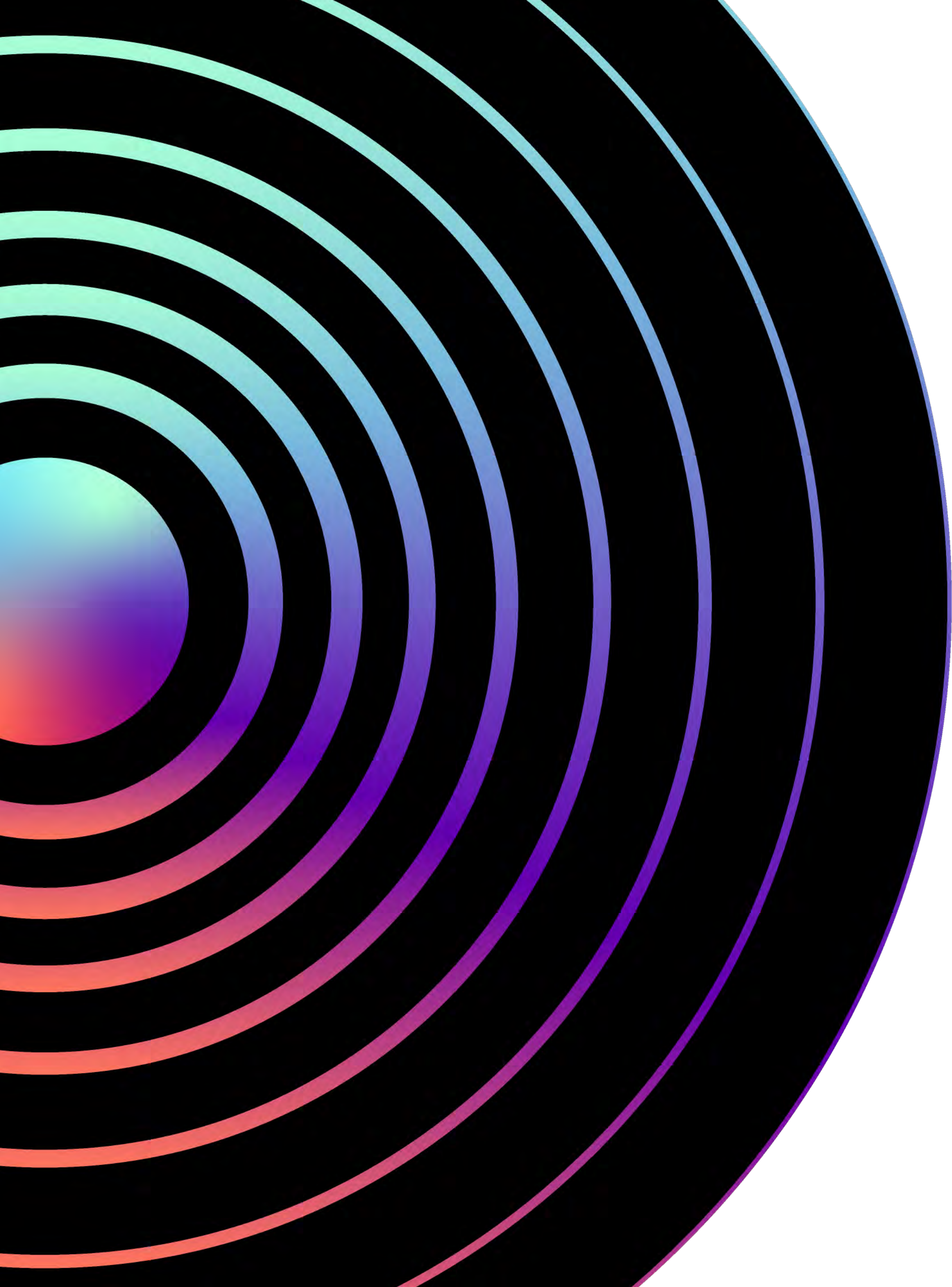
Overall, the user testing session was successful as the user was able to easily navigate through the app and complete the task as intended.

The feedback from the user was taken into consideration for improving the app's usability.



## Next Steps

The next steps to pursue would be to get the app developed and ready to be put on the app store. Get the idea patented, and get the name and logo trademarked. Develop an LLC for the business.



Thank you