

End-to-End - *Connecting Artists with Enthusiasts*

Thesis - 2011 - Chris Allick

OVERVIEW, PROJECTS & CONCEPTS

WHAT IS MY THESIS ABOUT?

Connecting artists with listeners through designed experiences involving exploration and discovery.

DEAN BEIN & CAMERON MESIROW



Dean Bein
True Panther Sounds

DEAN BEIN & CAMERON MESIROW



Dean Bein

True Panther Sounds

Cameron Mesirow

Glasser

WHAT IS MY THESIS ABOUT?

Searching for embedded MP3 players in city walls

Decoding QR codes hidden in a television performance

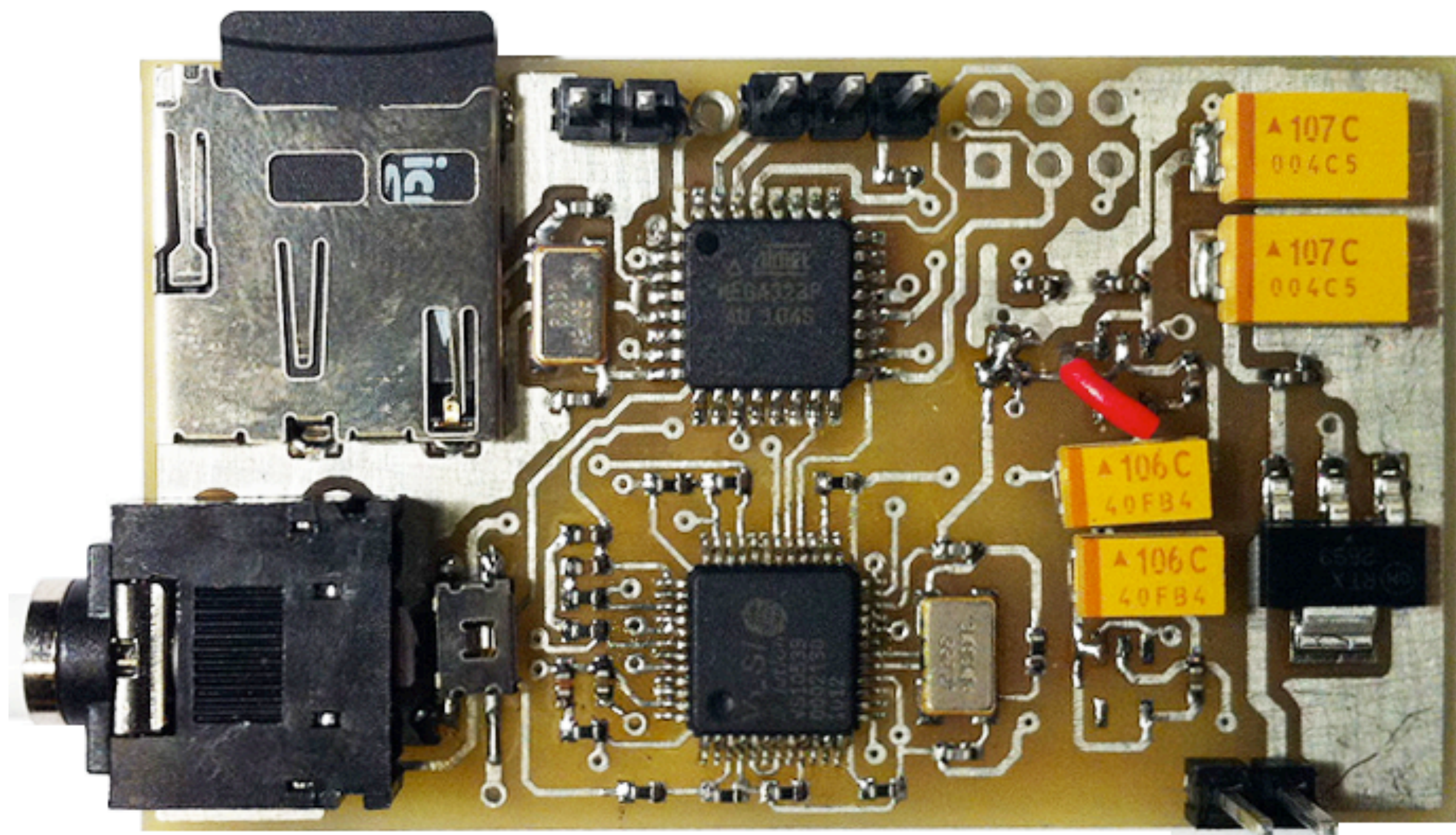
Discovering geolocated music with an iPhone app

```
#import "PlayViewBG.h"
```

```
@implementation PlayViewBG
```

```
@synthesize percentage;
```

```
- (id)initWithFrame:(CGRect)frame {  
    if ((self = [super initWithFrame:frame])) {  
        self.percentage = 1.000;  
    }  
    return self;  
}  
  
- (void)drawRect:(CGRect)rect {  
    CGRect bounds = [self bounds];  
    CGPoint center;  
    center.x = bounds.origin.x + bounds.size.width / 2.0;  
    center.y = bounds.origin.y + bounds.size.height / 2.0;  
  
    CGContextRef context = UIGraphicsGetCurrentContext();  
  
    UIImage *bg = [UIImage imageNamed:@"white_bg.png"];  
    CGRect imageRect;
```

WHY IS THIS IMPORTANT TO ME?

Solve problems

Help people

Investigate technology & design

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Solve problems

Help people

Investigate technology & design

Experience design

WHO CARES?

Artists want to engage with listeners and have a sustainable living



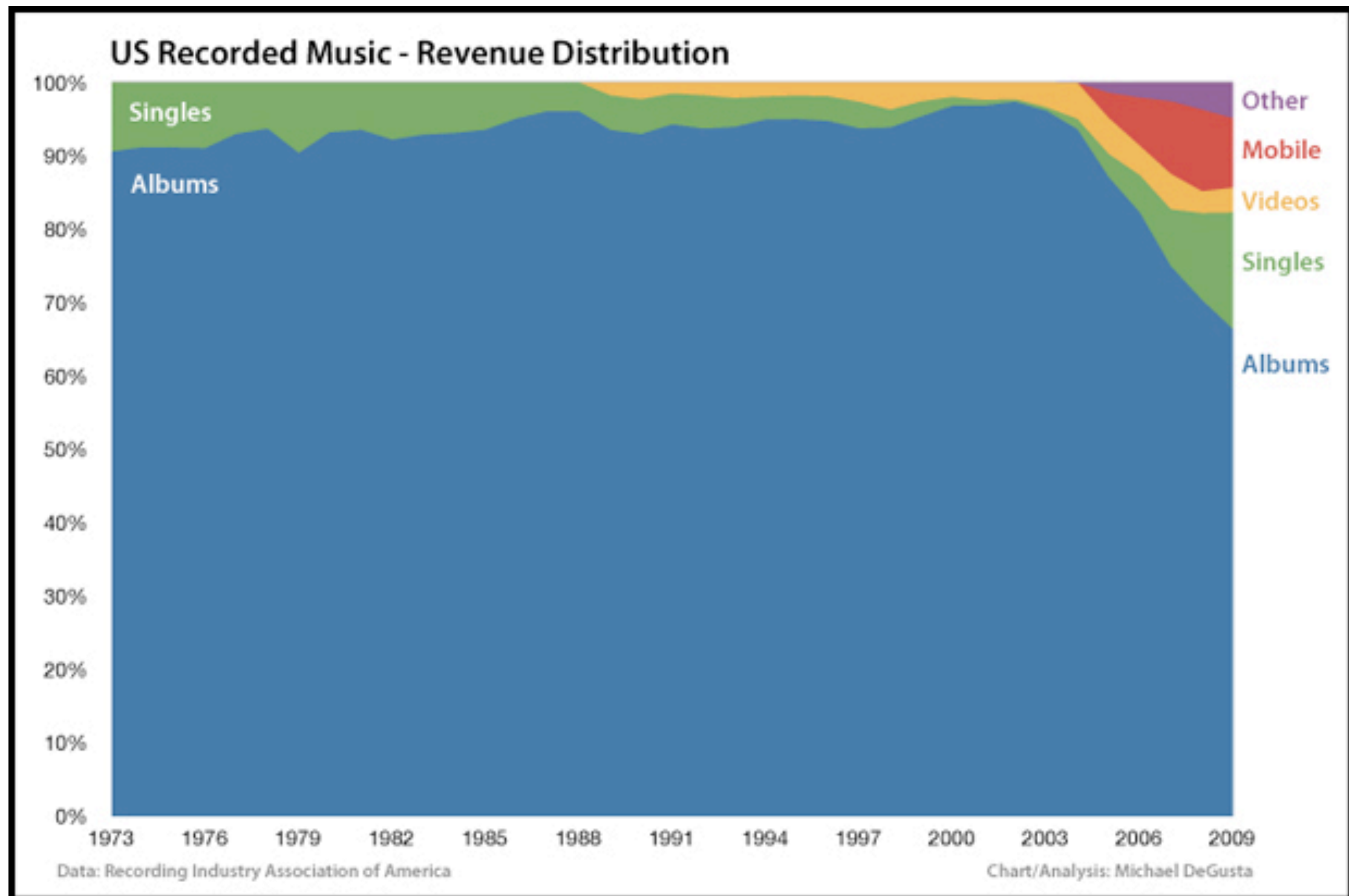
WHO CARES?

There does not, at present, seem to be a solution to the loss of revenue in the music industry since 2001.

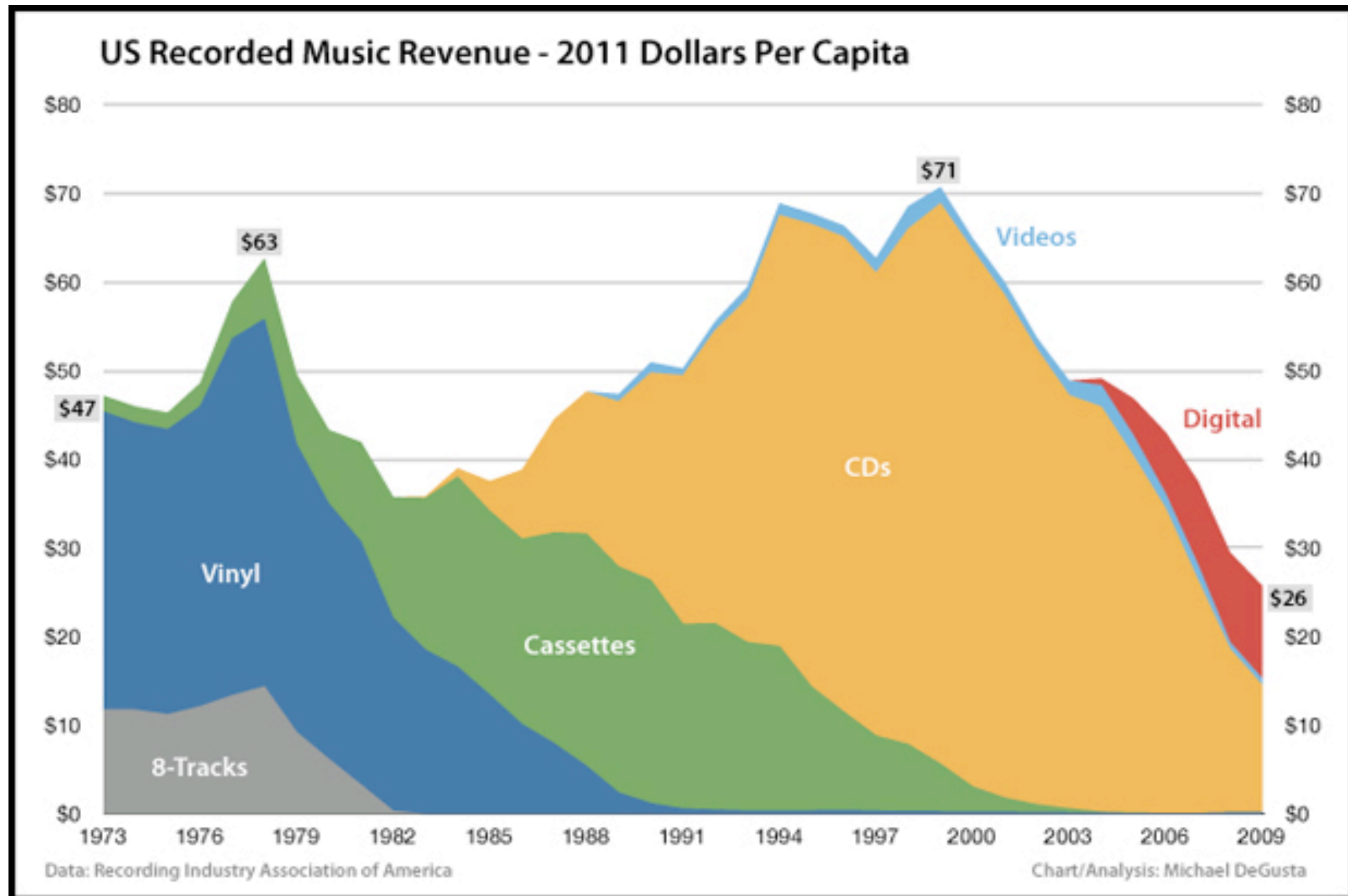
WHO CARES?

A successful engagement of music enthusiasts could lead to an understanding of how to design better experiences in general.

WHAT'S THE PROBLEM?



WHAT'S THE PROBLEM?



WHAT ELSE HAPPENED?

The interactive and experiential value of buying music was diminished with the introduction of MP3s and digital downloads.

WHAT ELSE HAPPENED?

Get the information/conversation online:
explore, ask, discover and share

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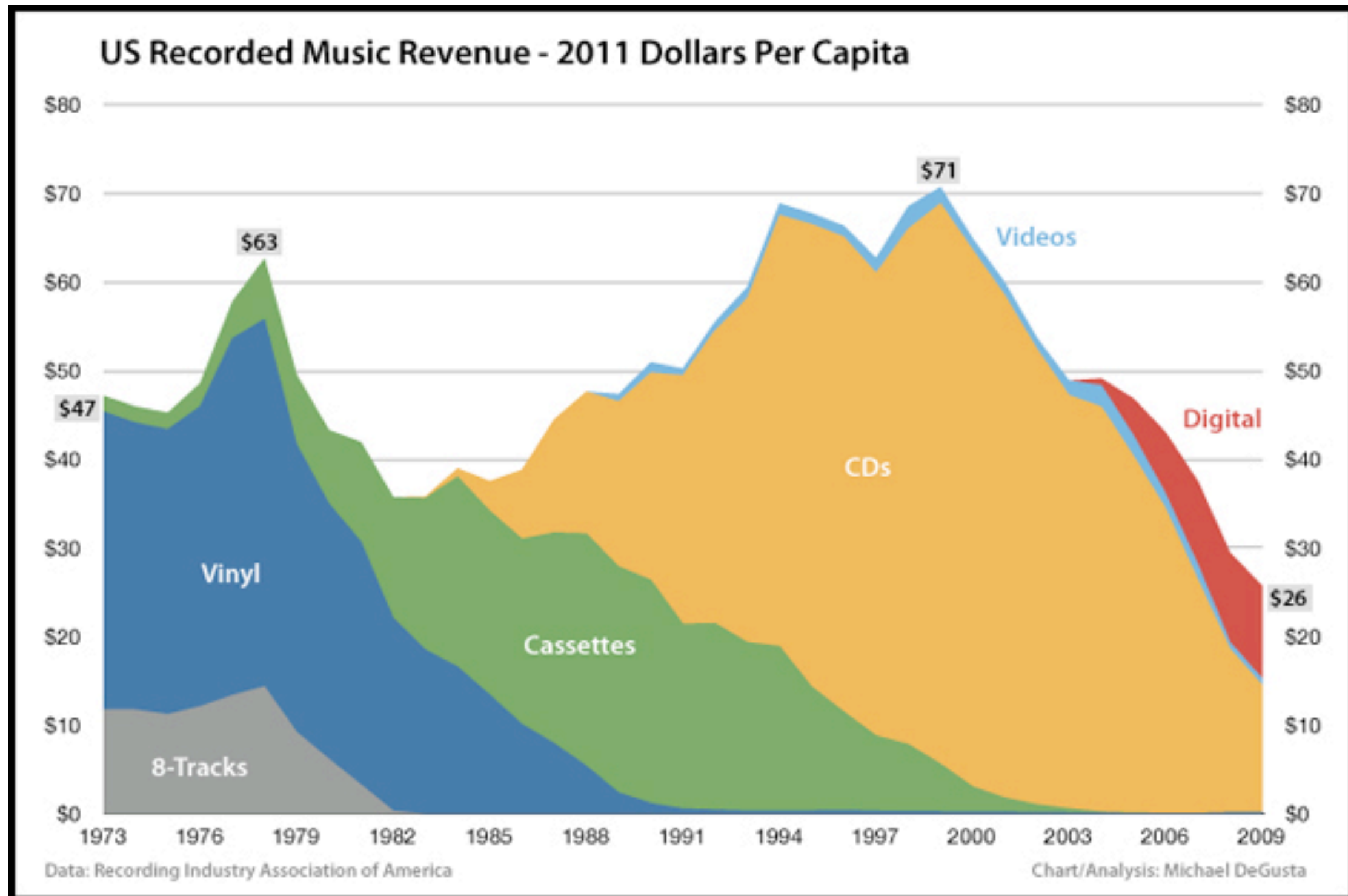
And then get the content.

WHAT WILL HAPPEN

Polls show that younger audiences are more willing to pay for streaming content.

I believe that the digital format is the last and that in the future people will pay for access to a stream rather than a tangible form a media.

WHAT'S THE PROBLEM?



CREATING MEANINGFUL INTERACTIONS

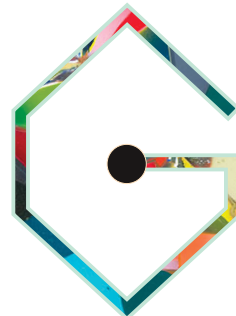
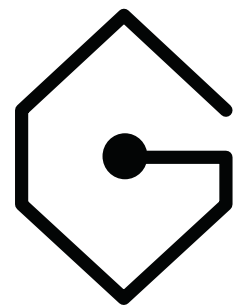
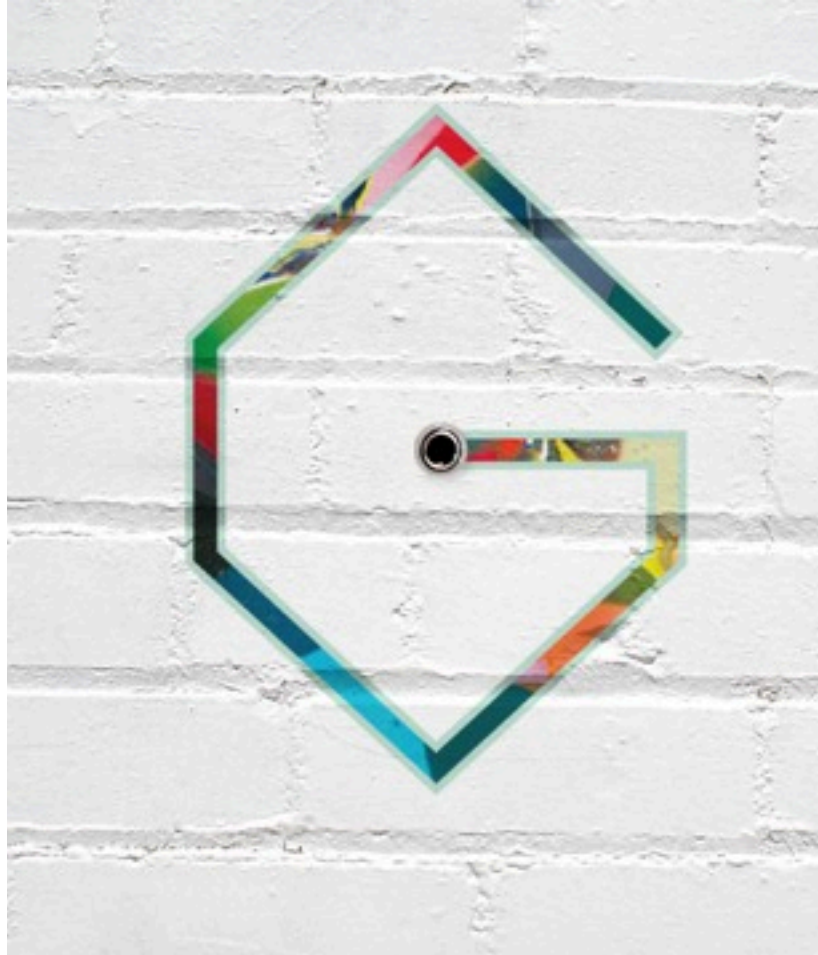
DEFINING INTERACTIVE PRINCIPLES

Explore, discover and have fun listening to music.

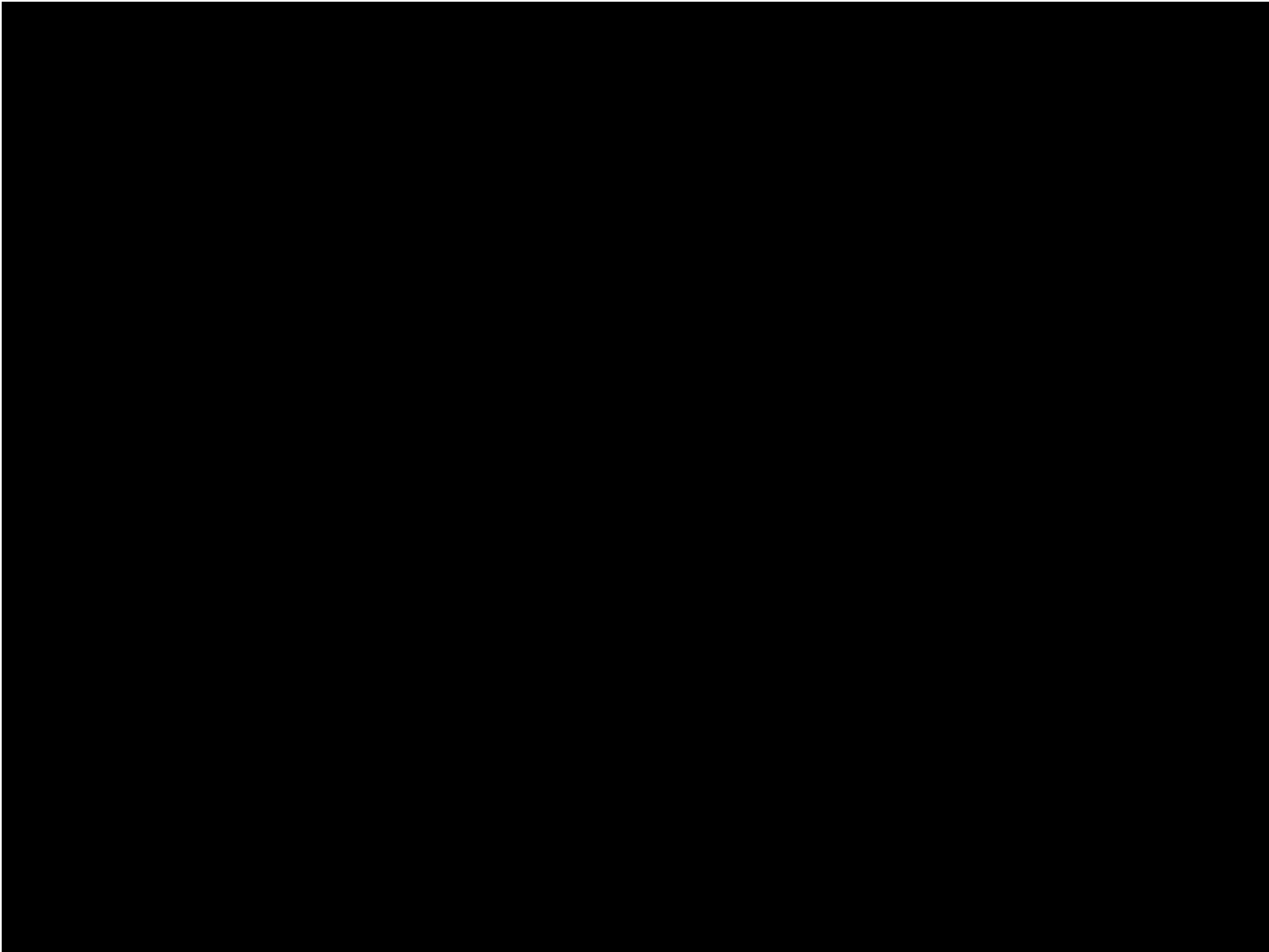
Use the environment of the experience to enhance the experience.

Is it possible that the more people experience one of these projects the more it will change?

EXPLORING BUILDINGS



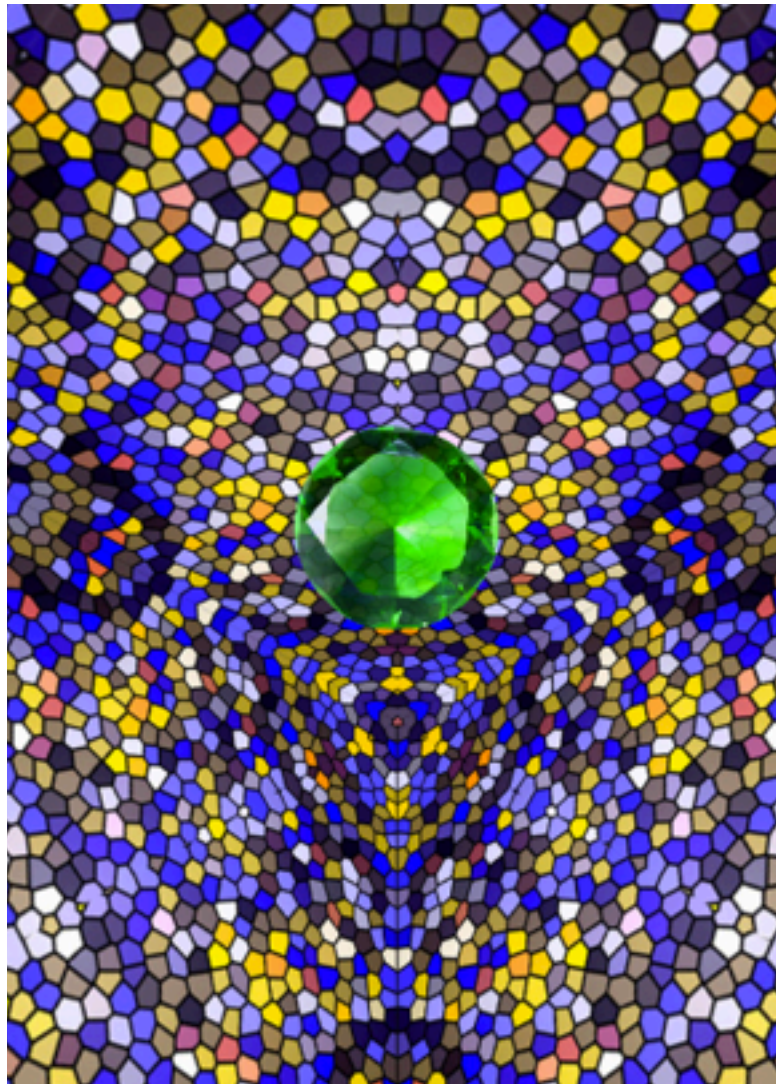
EXPLORING BUILDINGS



HUNTING FOR MUSIC



INTERACTIVE TELEVISION



WHAT'S NEXT?

SOLAR POWERED MP3 PLAYER

A CD case made out of solar panels.

OPEN HARDWARE MP3 PLAYER

Creating a more robust library for the MP3 player and selling it as a kit online.

MP3 SCAVENGER HUNT

A web interface that allows anyone, including artists releasing new music, to create MP3 scavenger hunts.

THANK YOU!

Create a conceptual framework, do your research, work hard and put your work out in the world. That's when design becomes really fun and really exciting.

Thank you all for taking my project from “meh” to “a-meh-zing”:

Paul Rothman

Trevor Gilley

Dean Bein

Pablo Rochat

Grace and Alice

Despina and my peers