

Beat.box

Hannah Rush

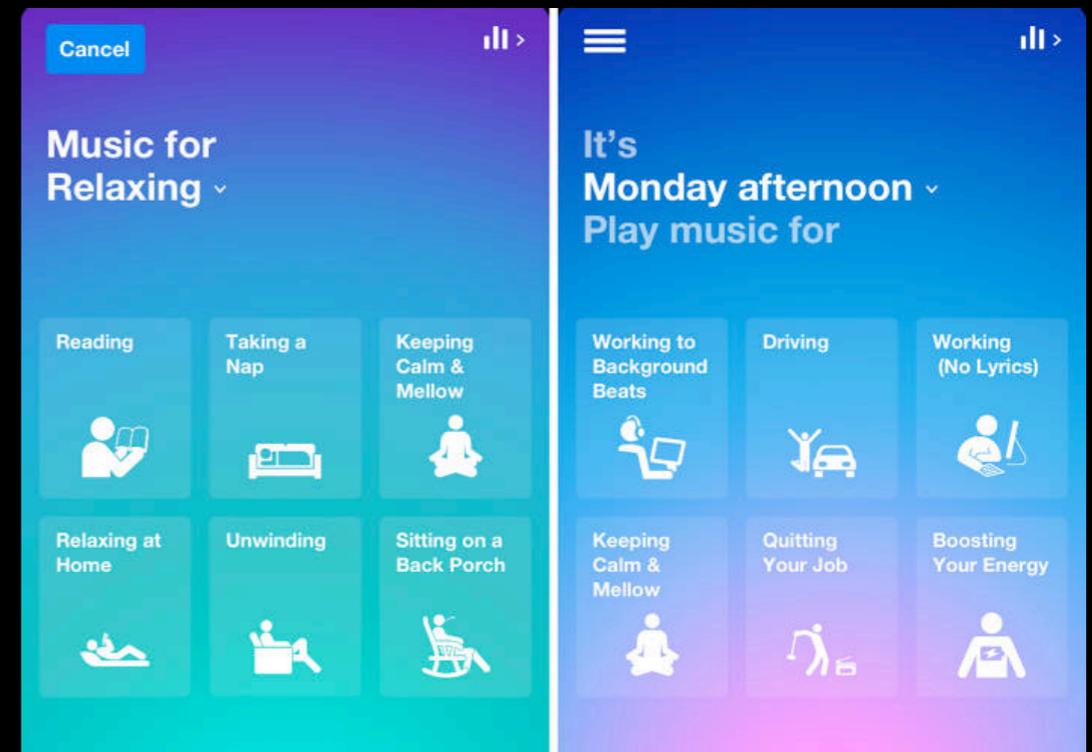
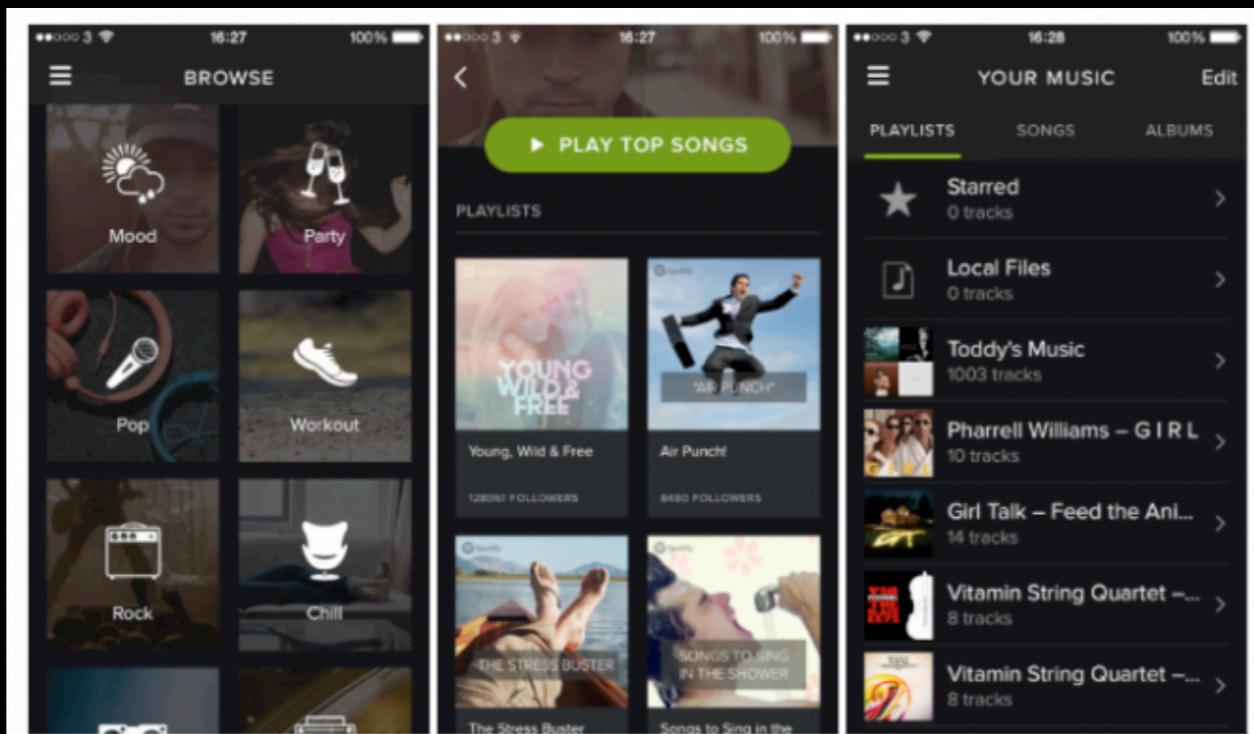
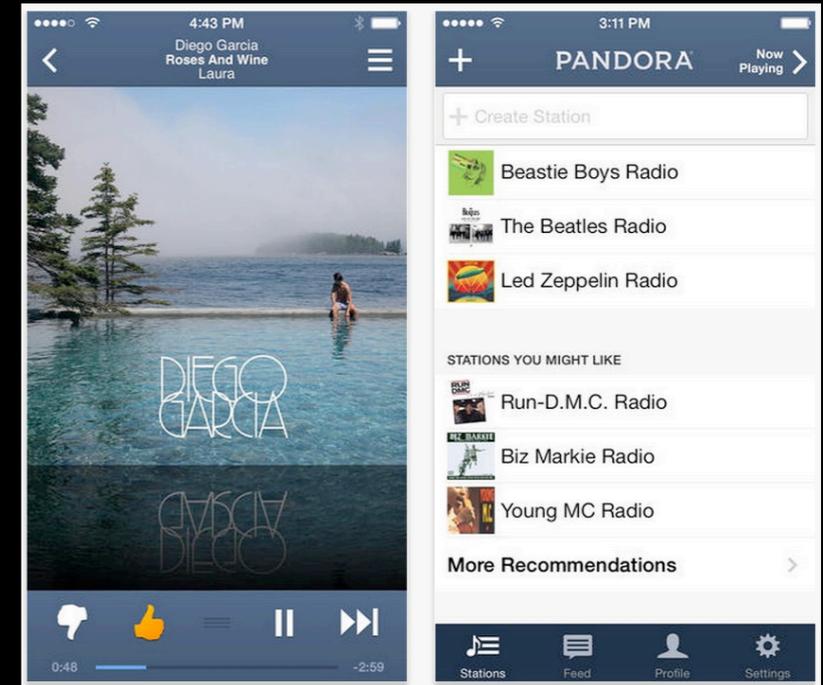
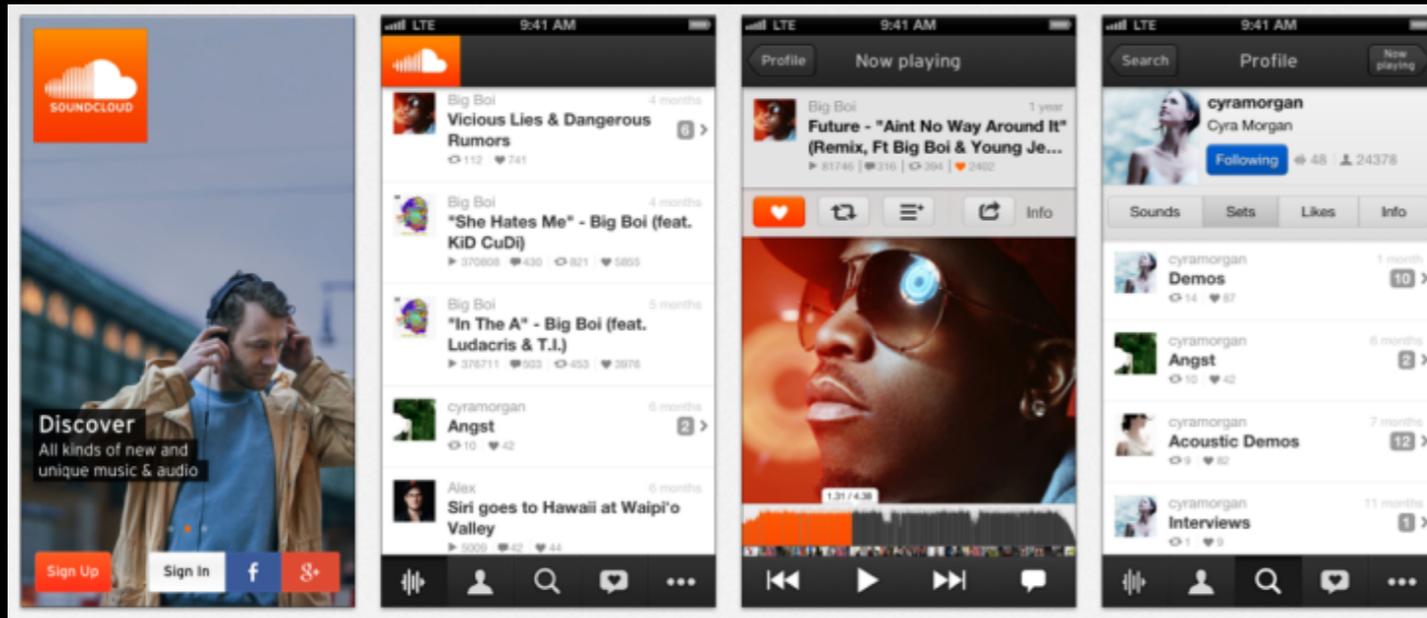
Objective

- To design a personalized and authentic music streaming experience.

Design Strategy

- To convince adventurous young men and women to utilize Beat.box as their music streaming platform of choice.

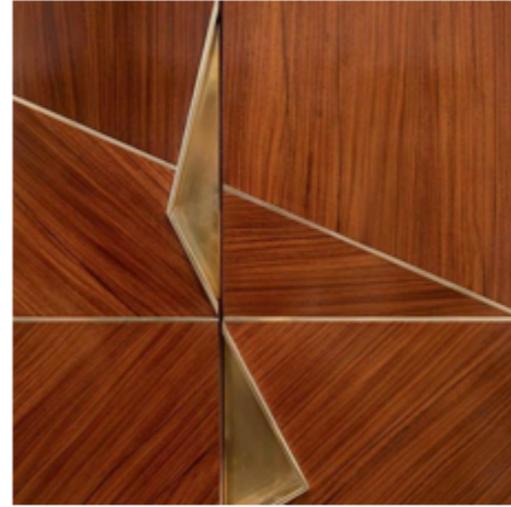
Competitors



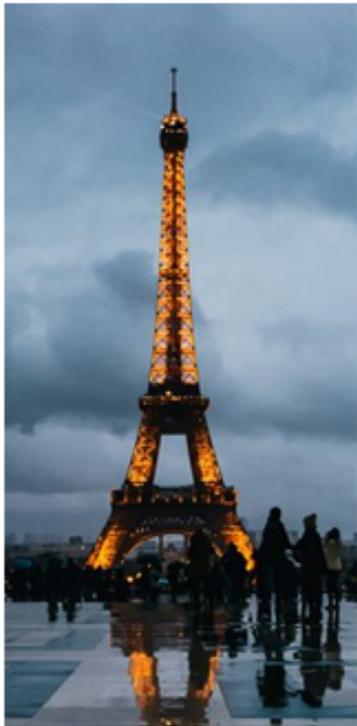
Old World Classic



the
BEST
JOURNEYS
ANSWER QUESTIONS
— THAT IN THE —
BEGINNING
YOU DIDN'T EVEN
THINK TO ASK



the mountains
ARE CALLING AND
I MUST GO

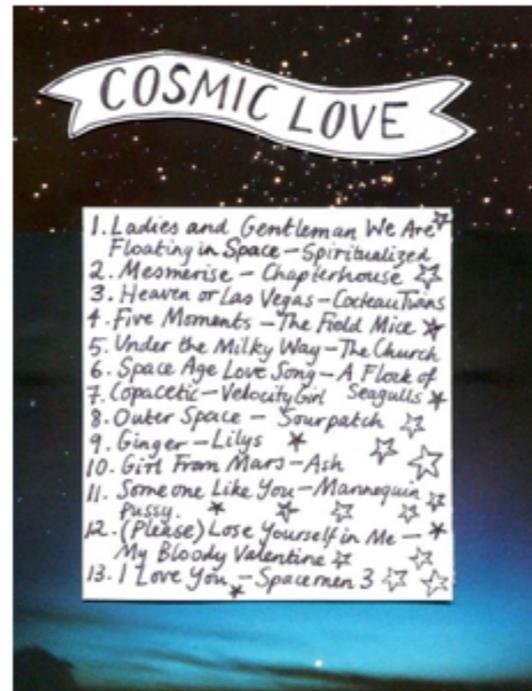


It feels good
to be lost in
the right
direction.



Authentic Wanderer

IT'S SO AMAZING WHEN SOMEONE COMES TO YOUR LIFE AND YOU EXPECT NOTHING OUT OF IT BUT SUDDENLY THERE RIGHT IN FRONT OF YOU IS EVERYTHING YOU EVER NEED.

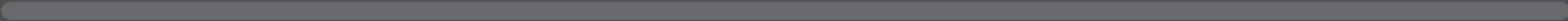


Sometimes IT ENDS UP DIFFERENT AND IT IS Better THAT WAY





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Great Music. Unexpected Finds. Tailored for you.

When was the last time you fell in love with a new artist or song? Introduced your friends to an emerging act? Or found just the perfect playlist for that special date night?

Beat.box helps you find artists you love by creating tailored playlists just for you.

We believe that music is an expression of your personality and finding that perfect playlist can make for the perfect day. Our playlists are created just for you with music from emerging and mainstream artists based on your personal profile.

Get Started

Customized

or

Expert-crafted

New Music. Perfect Playlists. Custom-selected.

When you register for Beat.box's custom service, we'll put together playlists tailored to your current preferences and lifestyle. If you're a music aficionado looking for a new and unique way to find music, our custom plan might be just what you're looking for. It takes about 10 minutes to get started.

Step 1

What's your current lifestyle. Are you out every night? Training for a marathon? Need the perfect music for studying? Or focused on setting the right mood for a quiet night at home?

Step 2

Tell us about your favorite things. What style defines you? What cannot you live without? What's your spirit animal? What's your must see TV?

Step 3

Let us know about your favorite music, styles and artists. Knowing your current musical reach will help us push you in the right new direction.

[Get started with our custom plan and we'll put together set of playlists, just for you. >](#)

Hungry For More?

We don't tell you what music to like. With the Beat.box app, you tell us what music you want to hear. But if that's still not enough for you, our blog is full of resources to help you find new and emerging artists as well as hidden gems from the past.

[Let's do this >](#)

About Us.

Beat.box was founded in 2014 by three close friends who wanted to help introduce others to great music and create an exciting new way to discover and create new playlists.

[Learn more about us >](#)

Jump-start your music with Beat.box.

Short on time? Not sure where to start? Try one of our expert-crafted playlists.

Friday Night House Party

If your motto is "TOGA! TOGA!" this playlist will have you breaking out the solo cups and setting up the strobe lights. Friday Night House Party includes all the music you need to get your guests happy and dancing into the night in one 6-hour playlist. >

Perfect Date Night

Entertaining the perfect date and want to set they right mood? This playlist includes all the songs needed to to take you and your companion from dinner to dessert and into the night. This is a playlist that makes Al Green proud. >

Working for the Weekend

Hump day can be hard to overcome, but this perfect playlist can push you through to the weekend. This playlist provides all the songs needed to up your energy, focus at work, and get ready for the weekend. >

[Browse more Playlists >](#)

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[Let's do this >](#)



Your Personal DJ. Like a Personal Chef, But For Your Ears.

At Beat.box, we do things a little differently. We recommend music for you through a uniquely created database that categorizes music and artists by personality: what you're into, your likes and dislikes, how you live — instead of by reviews and recommendations. We enhance your current lifestyle and introduce new and unique music options.

[Learn more about our commitment to build our musical catalogue >](#)

Beat.box

[Menu](#)

[Log In!](#)

Great Music

Unexpected
Finds

Tailored for
you

[GET STARTED](#)



Style Guide

Vibrant, hip, and authentic, Beat.box embodies a spirit of personal exploration and musical discovery. Our design reflects our passion as music industry curators, and gives our users an accessible, surprising, and effortless experience.

Typography Palette

Archistico

A bold, hip, and recognizable font.

Archistico should be used for the Beat.box logo only.

Never in bold.

Iowan Old
Style

Iowan Old Style is a classic and versatile typeface.
Used for headers only, bold, and with a 1 pt. stroke in the
matching font color.

Kohinoor
Devanagari

Crisp, legible, and subtly modern.

Content uses book weight.

Links are underlined, bold, using a 1 pt. stroke in the font's
corresponding color.

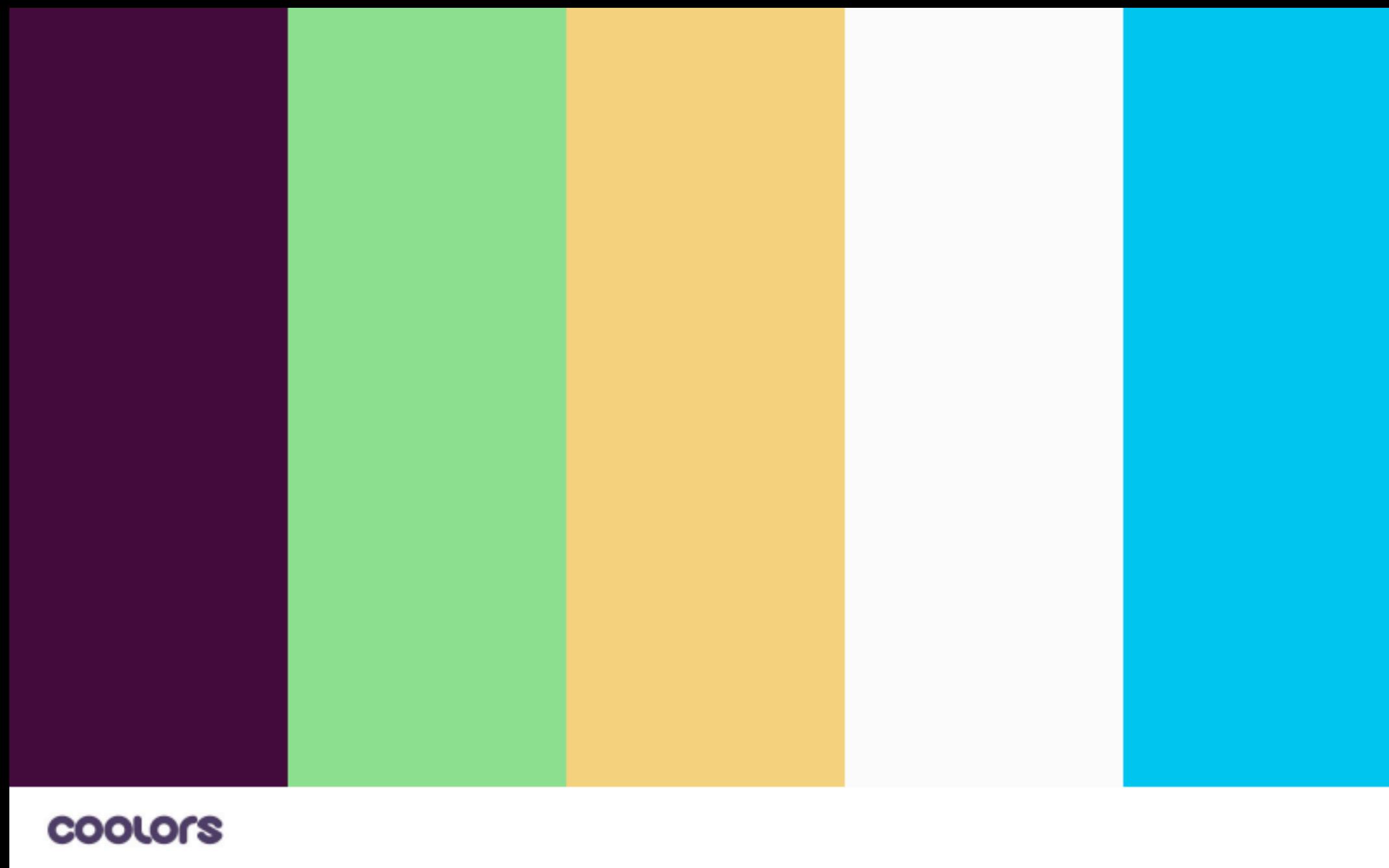
Kohinoor Devangari Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Kohinoor Devangari Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Color Palette



Beat.box

Headers

Content

[Links >](#)



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