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AVT 409  
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# Musicians' Problems

3+ pages don't fit on a stand

Paper can get lost/damaged

Music folders can be left behind

Lack of communication in sections

# Directors' Problems

Musicians don't bring pencils


Miscommunication throughout

Check every single person

Wasting time for small things

Many ensembles = A lot of music

In charge of mountains of paper

A background image of a man with dreadlocks and sunglasses playing a guitar, overlaid with a semi-transparent blue filter. The text is centered over this image.

**Khordial strives to  
be the only app a  
musician will ever  
need. Ever.**

# Questions

## Survey

1. Have you ever lost sheet music before a gig?
2. Have you ever lost your entire sheet music folder/binder?
3. Do you always bring a pencil to rehearsal?
4. Do you have any issues with communication (with bandmates or directors)?
5. Do you own one or more electronic devices?
6. Do you use more than one electronic device daily?
7. Do you have at least 5 of the same apps between at least two devices?
8. If there was a digital alternative for sheet music (free or paid) would you use it?
9. Would you archive old sheet music to revisit it at a later date?
10. If you could customize sheet music to make it easier to read, would you?

## Interview

1. What ensembles have you been a member of?
2. How do you manage your sheet music collection?
3. Do you like how sheet music is formatted on paper?
4. Do you ever have any issues reading sheet music?
5. Have you ever had any communication mishaps in an ensemble?
6. Did/do you always get all the annotations made to your music at rehearsals?
7. If an app had sheet music and communication capabilities would you use it on your own (outside of institution requirement)?
8. Have you ever used a website for sheet music? If so, which one?
  - a. If yes, what did you like about it?
  - b. If yes, what were the issues you encountered?
9. Do you communicate with your ensemble director(s)? Through email or other means?
10. How do you read sheet music? One bar at a time, a line at a time, etc?
11. Do you like light mode or dark mode? Why?

“Please keep that jazz font  
sheet music away from me.”

– Interviewee 1

**“Wait, no, because green notes on sheet music would actually be super cool.”**

– Interviewee 2

# Survey Results

50% would customize sheet music

100% own electronic devices

45% regularly bring a pencil

85% had communication issues

75% Lost music before a gig

65% are open to an alternative



# Content Strategy

Khordial aims to take the stress out of logistics so musicians can get through their performances worry-free and as relaxed as possible. The app is built by and for musicians of all kinds. Whether you're a high schooler in marching band, an amateur in a garage band, or a world-class first-chair musician, this app will be beneficial to all.

# User Goals

Manage music with ease

Receive live annotation updates

Have accessible way to read music

Communicate with ensemble

Keep track of ensemble schedules

# Main Features

## Music Management

Musicians and directors can organize their music collection.

Directors can distribute music.

## Shared Schedule

Gigs and performances will be sent to all so everyone is aware and on the same page

## Live annotation updates

Directors and section leaders can add annotations to songs and they will appear for all who needs it

## Communication

Easier way to communicate with section members and ensemble directors

# Main Features (cont.)

## Customization

Appearances can be customized to the user's liking (notes, staves, notations, etc.)

## Archival

Sheet music can be stored to be revisited in the future

## Adaptability

Accessibility settings to accommodate all users.

App is compatible with other devices

## Wide Availability

Available to download on many devices across the world

# MakeMusic

- Paid service (subscription)
  - \$4.99/month, \$59.99/year
- Integrated with LTS systems
- Sight read training
- Instrument tuner
- Composition studio
- Music catalog
- Interactive practice tools
- US, Canada, Europe only



# Khordial

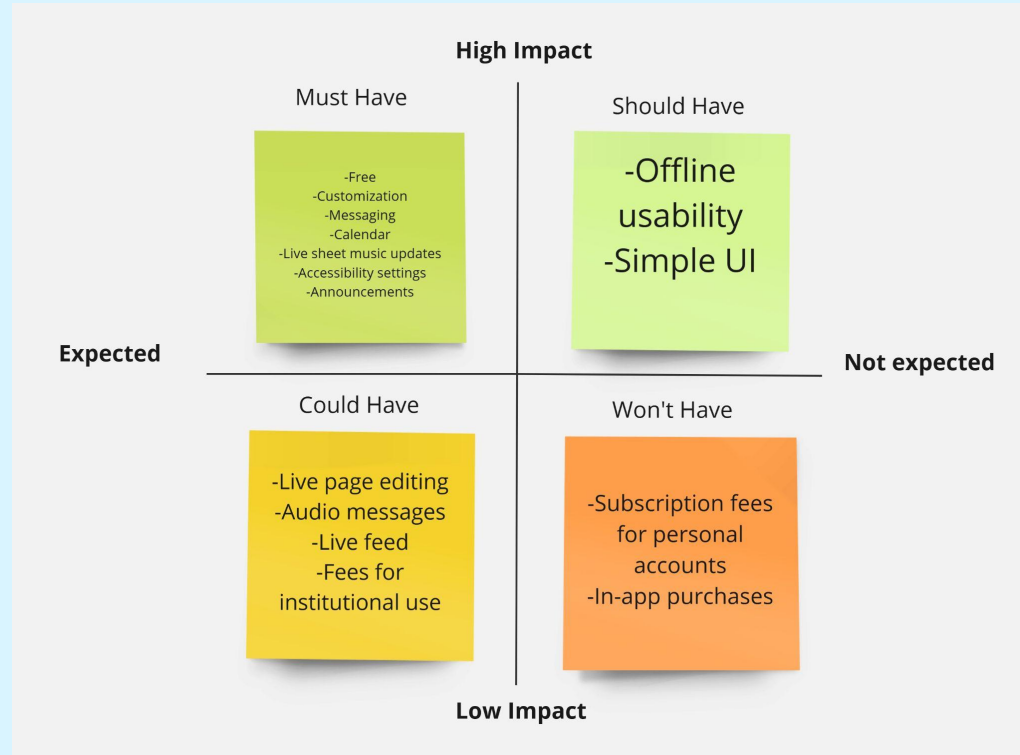
- Free
- Available worldwide
- Accessible from any device
- Can be used offline
- Messaging system
- Fully customizable UI
- Free sheet music archive



# Affinity Diagram



# Minimum Viable Product



# Personas

## Isaiah, 21

Engineering student, percussionist

Ensembles: pep band, soul band

Sheet music collection: Google Drive

Goals: easy access to music, faster music updates, no more paper waste

Potential Issues: Doesn't want to pay for anything, "Subscriptions are an automatic NO", reliability outside of a connection, loading speeds



## Paige, 18

High school student, bassist

Ensembles: school orchestra

Sheet music collection: binder with sheet protectors

Goals: limit sheet protector purchases, cross-compatibility, connect with classmates without giving out information, wants to see notes without glasses

Possible Issues: Could be blocked on Chromebook, section members not using the app, lack of string instrument support



## David, 54

Classical trumpet player (first-chair)

Ensembles: symphony, orchestra, quartet

Sheet music collection: mostly paper

Goals: use less paper, easier communication with section members, faster announcements

Possible issues, not tech savvy, notes might be too small, younger members not using the app





# Tone and Voice

Friendly, casual, straightforward to match the energy of most musicians

## Possible Notifications

Practice Reminder: "Did you practice today?"

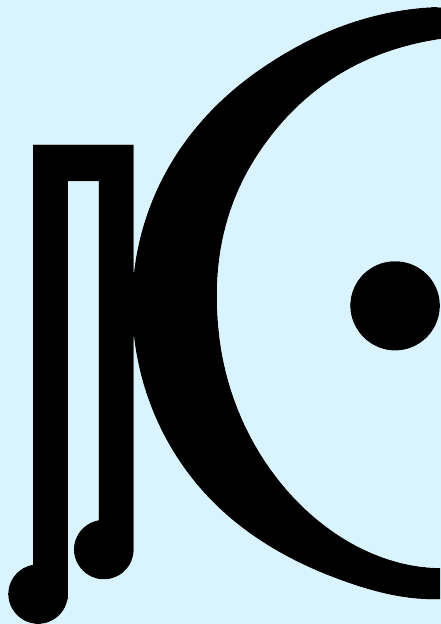
New event: "Did you hear? There's a new gig!"

Rehearsal: "Get out your pencil, it's time for rehearsal."

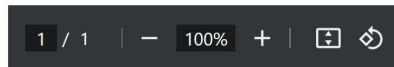
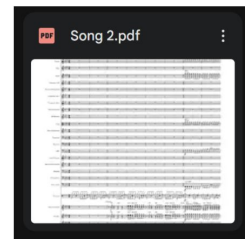
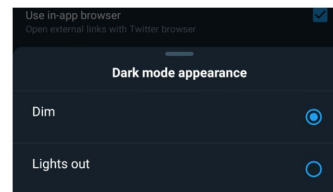
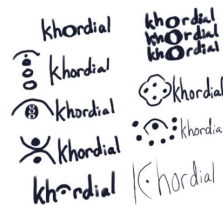
Annotation: "The director added new marks to Chart #45"



# Design Process



## khordial Moodboard



# Branding

Gadugi Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

1234567890!@#%&'";:

**Gadugi Bold**

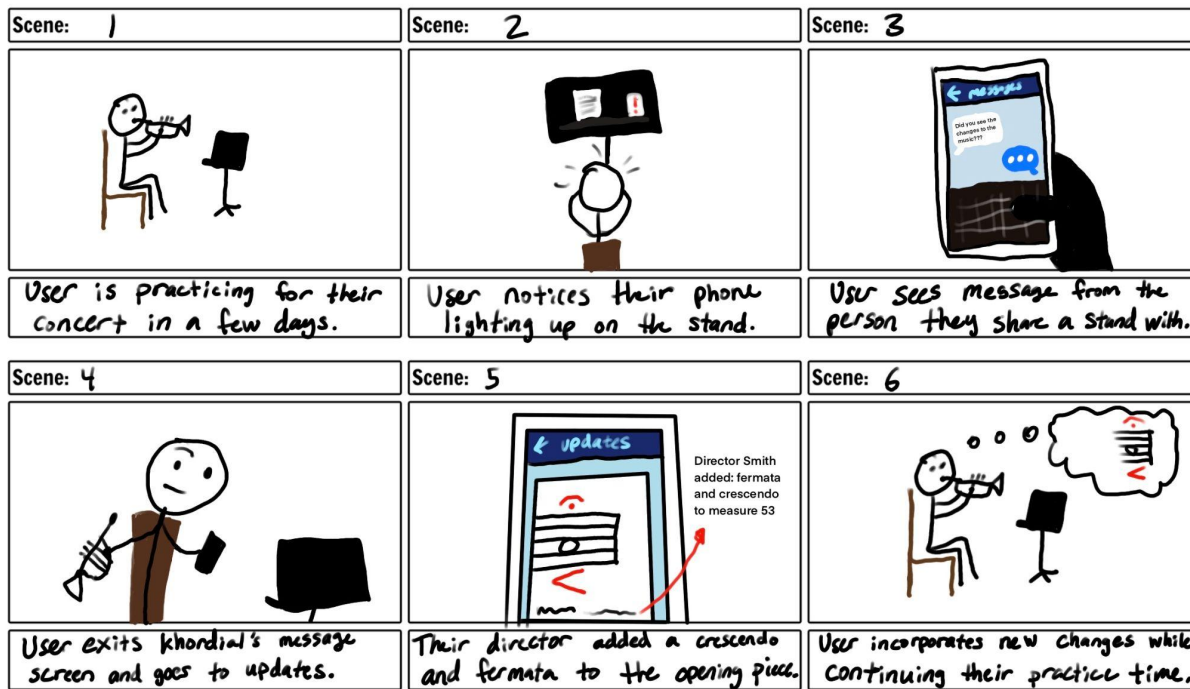
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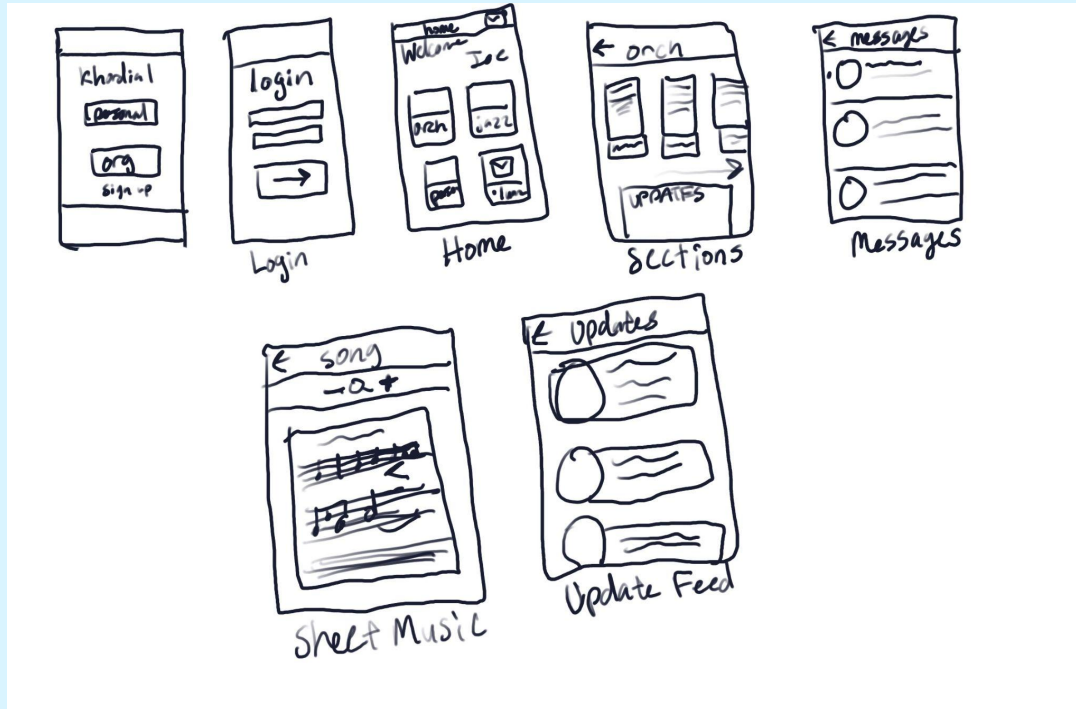
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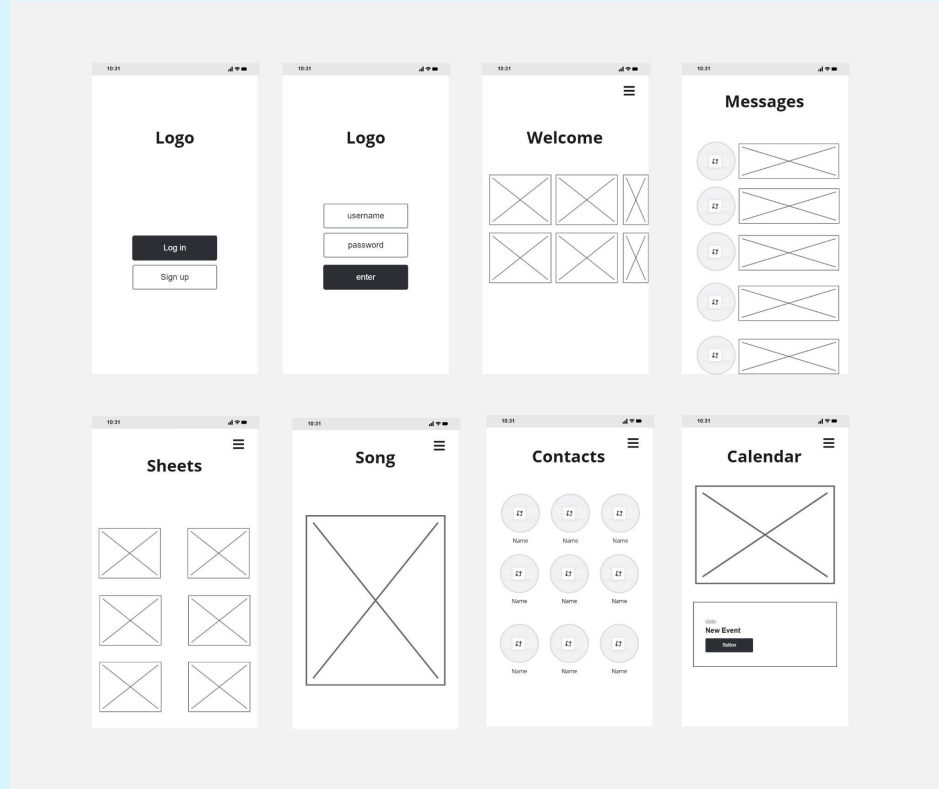
# Storyboard



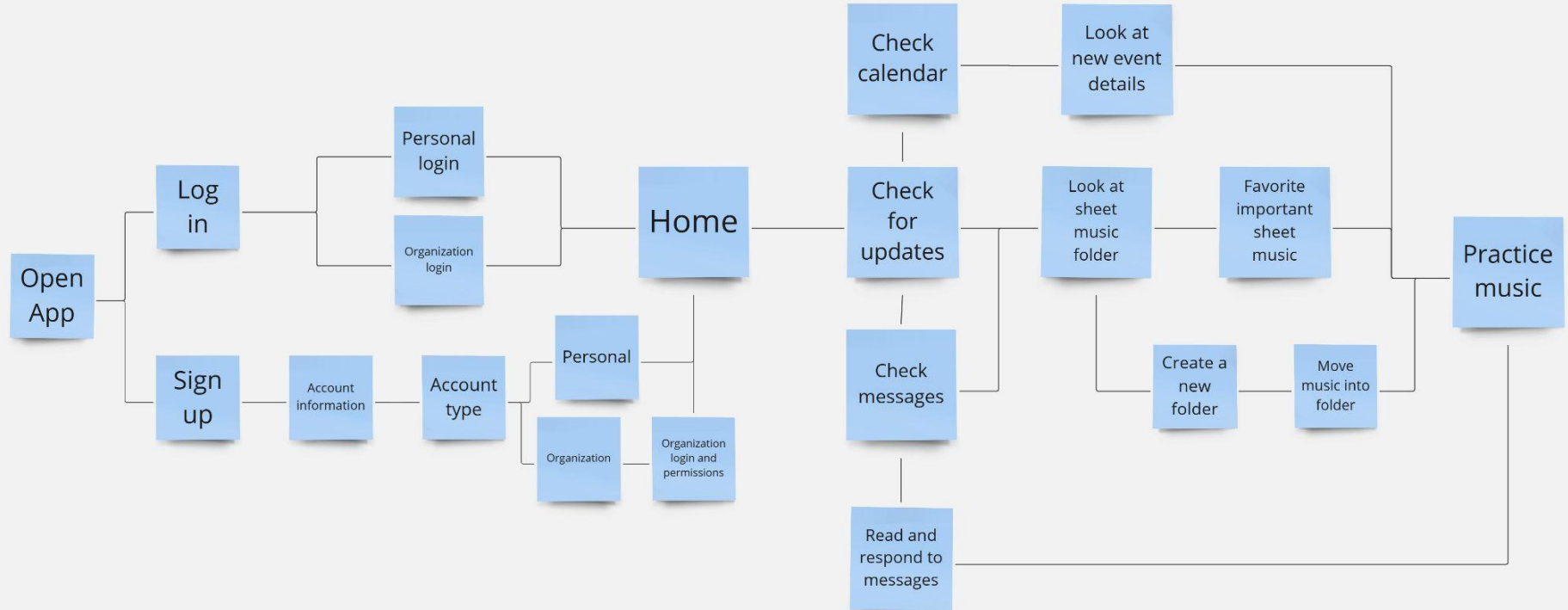
# Low Fidelity Prototype



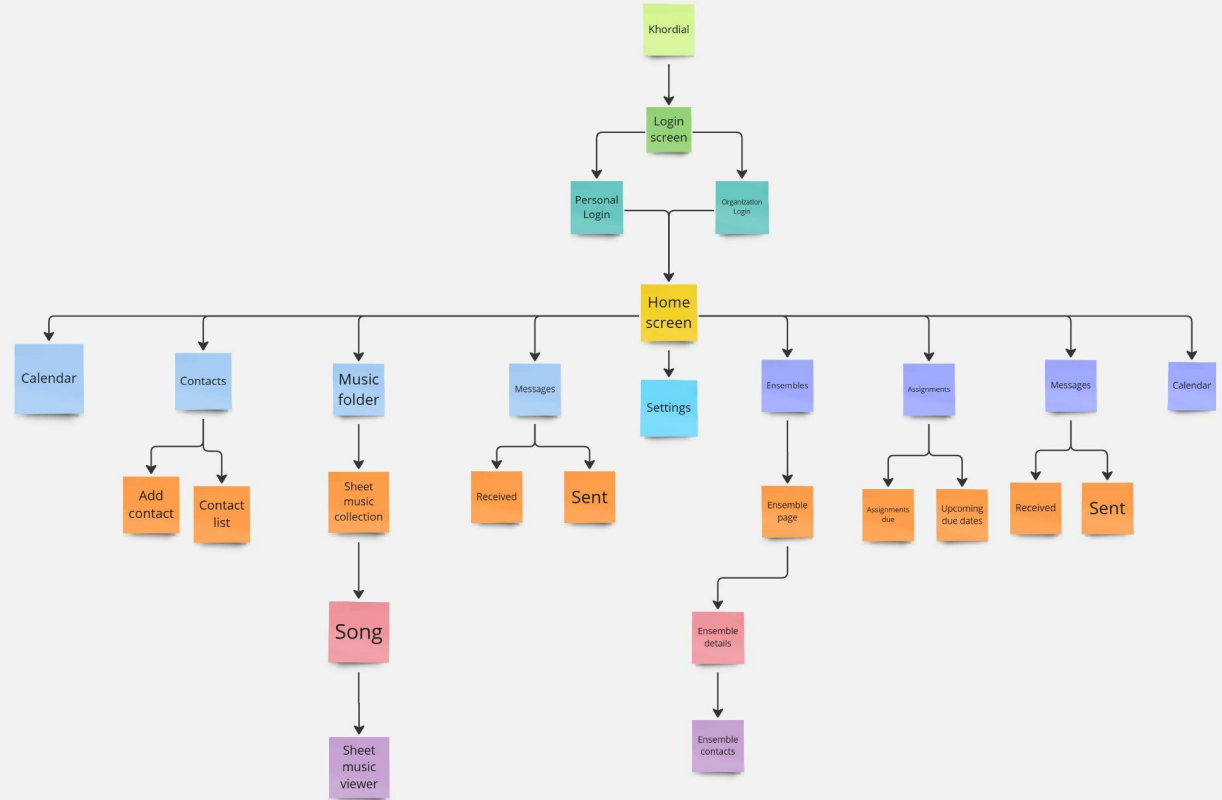
# Wireframes



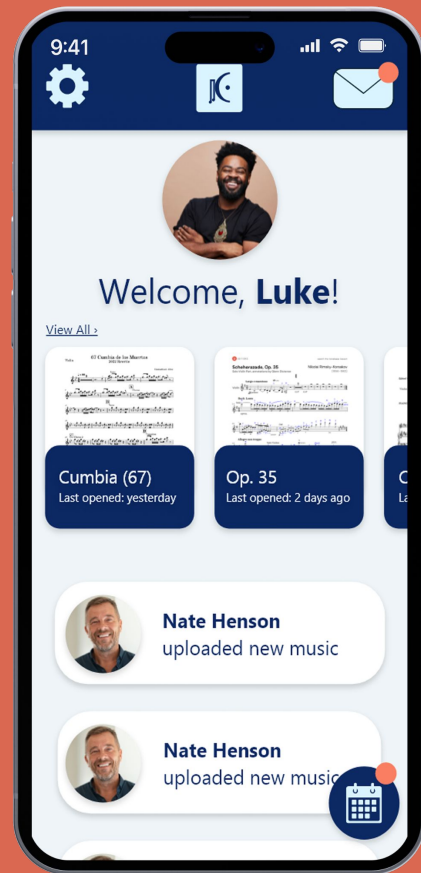
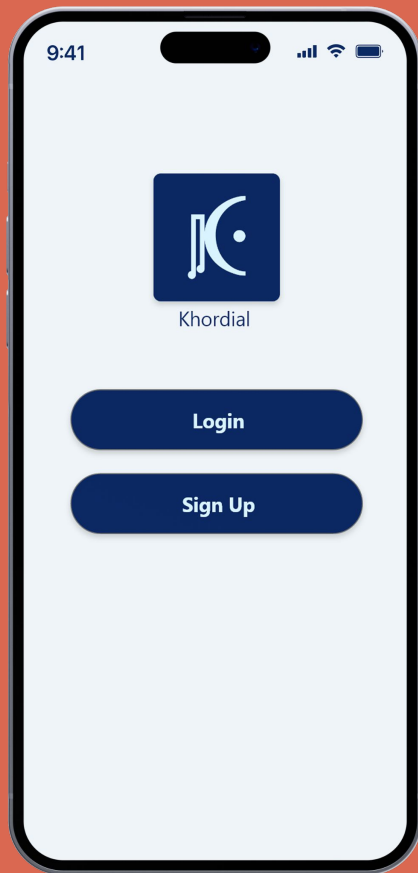
# User Flow

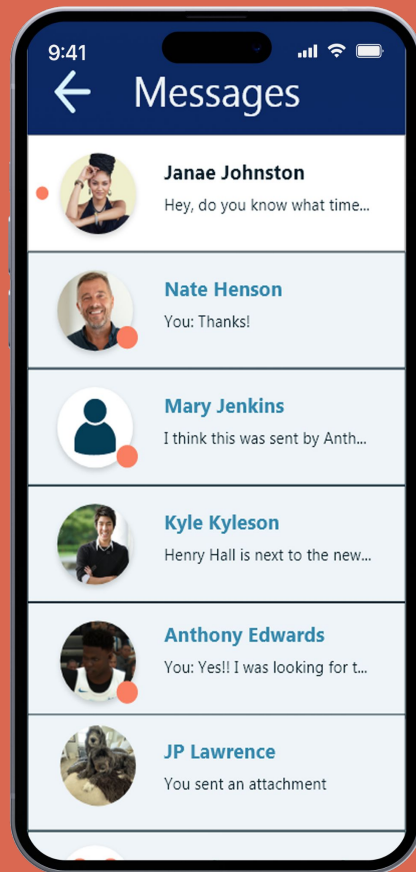
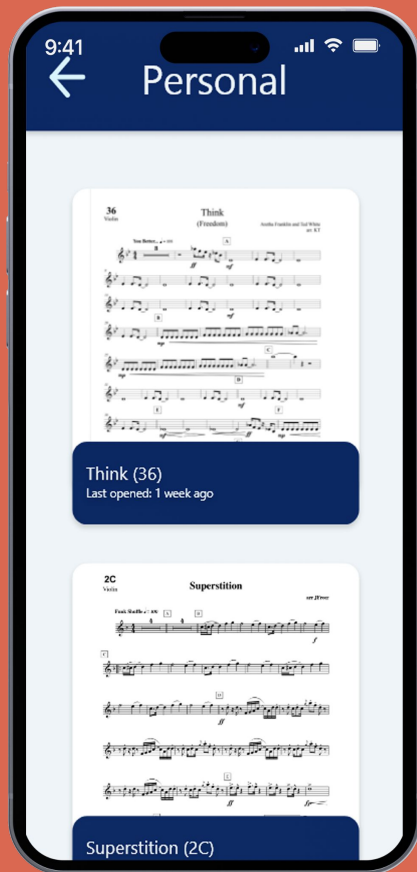


# Sitemap









# Future Features

In-app tuner

Practice streaks

In-app pitch pipe

Composition software

Practice statistics

Video uploads for assignments

# Thank You!



Check out the app mockup here!