



AN INTERFACE THAT DOESN'T DETRACT FROM AN INNOVATIVE MUSIC COMPOSITION APPROACH

Liquid Loops (now renamed Liquid Rhythm), is the flagship product of WaveDNA, an innovative new music creation software company.

CLIENT Liquid Loops LOCATION Toronto, Canada WEBSITE www.wavedna.com INDUSTRY Software

SERVICES RENDERED



STRATEGY

User Personas
Usage Scenarios



RESEARCH

Stakeholder Research
User Interviews



DESIGN

Interaction Design
Visual Design

CHALLENGE

WaveDNA needed a user experience to support their new and innovative approach to music composition. While not losing the underlying music theory, the user experience helps users become familiar with new music concepts and see results early on, keeping them engaged in the possibilities of this composition tool.

APPROACH

Contextual inquiry was conducted as we set out to learn what tasks music composers, producers and live DJ's perform with an app like Liquid Loops, and how Liquid Loops would integrate into their music composition workflow of today and tomorrow. User personas were created to help focus the design phase for both design and development teams. The visual design needed to support the tasks required to compose music and not get in the way of creative exploration.

IMPACT

We created a creative and dynamic experience that allows the artist's creativity to shine through without getting in the composers way. With a very positive reception to this innovative music tool, it has potentially started a completely new class of music composition software.