

INSPIRATION.
CREATION.
MUSIC.

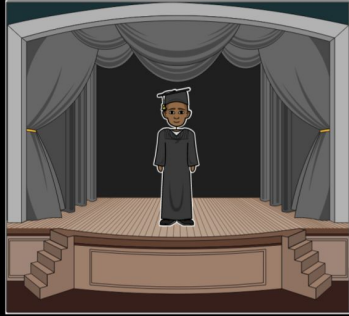
GENIUS

CREATE



TEAM MTV - MARK, THANU, VASHISH

STORYBOARD



1. Reginald is a recent music graduate who has been signed by a small record label and is expected to write three new songs per year as part of his contract. He is extremely excited.



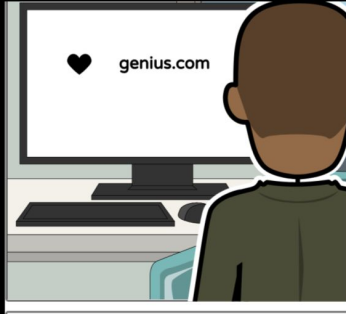
2. Reginald likes to listen to his favourite songs and dance as inspiration for writing new lyrics. He is confident that he will be able to write three new songs per year.



3. A few days later, he starts to write his first song. He attempts to get into his usual writing mood by listening to music. He starts of feeling great but within minutes the mood passes and frustration starts to set in.



4. His frustrations increases as time passes and he's not sure how he can meet his deadline. He quickly remembers his friend who went through the same experience and contacts him to find out how he got through his writer's block. His friend suggests using Genius Create part of Genius website.



5. Reginald finds Genius online and signs up. He worries that there may be too much information for him to go through, but he quickly finds the support he needs by using a step by step tutorial in Genius Create.



6. Two days later Reginald is singing his new lyrics to some music his friend wrote for him. He is extremely happy and is ready to move on writing the next song.

PROBLEM

Develop a platform that supports artists to create lyrics

THE SOLUTION

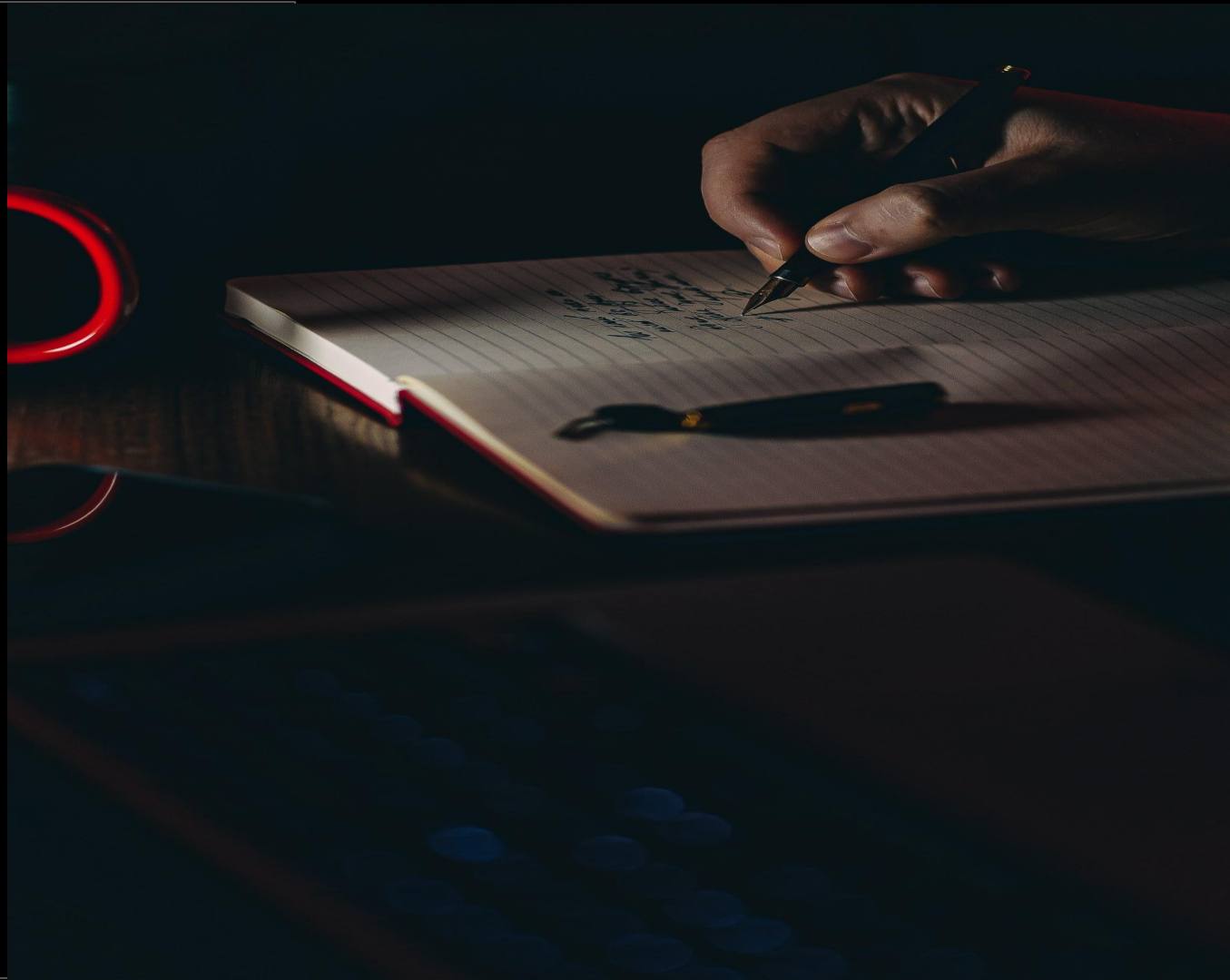
Provide a step-by-step process and useful resources to help overcome the obstacles an artist faces when writing lyrics.

TEAM MTV

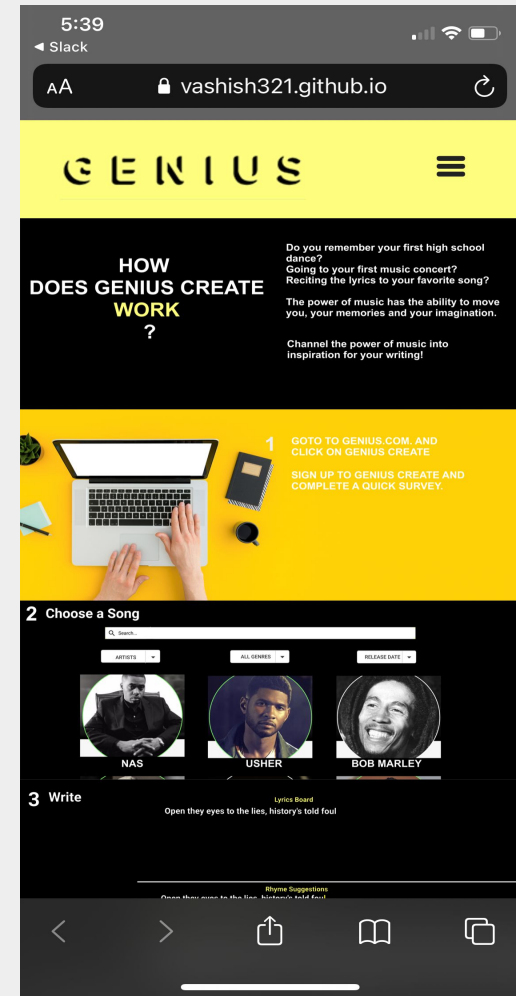
Mark, Thanu, Vashish

TOOLS

Figma, Miro, Slack, Trello



“HOW DOES GENIUS CREATE WORK”



<https://vashish321.github.io/MTV-Genius/>

AGENDA

USER RESEARCH

IDEATION

DESIGN PROCESS

PROTOTYPES

“HOW CREATE WORKS”

LANDING PAGE



WE CAN BE HEROES
JUST FOR ONE DAY

A glowing neon sign with the text "WE CAN BE HEROES JUST FOR ONE DAY" is mounted on a wall. The sign is made of yellow neon tubing and is illuminated. The background is dark, and the sign is the primary light source in the scene. The sign is mounted on a wall that appears to be part of a larger structure, possibly a stage or a display area. The sign is positioned in the upper right quadrant of the image.

USER RESEARCH

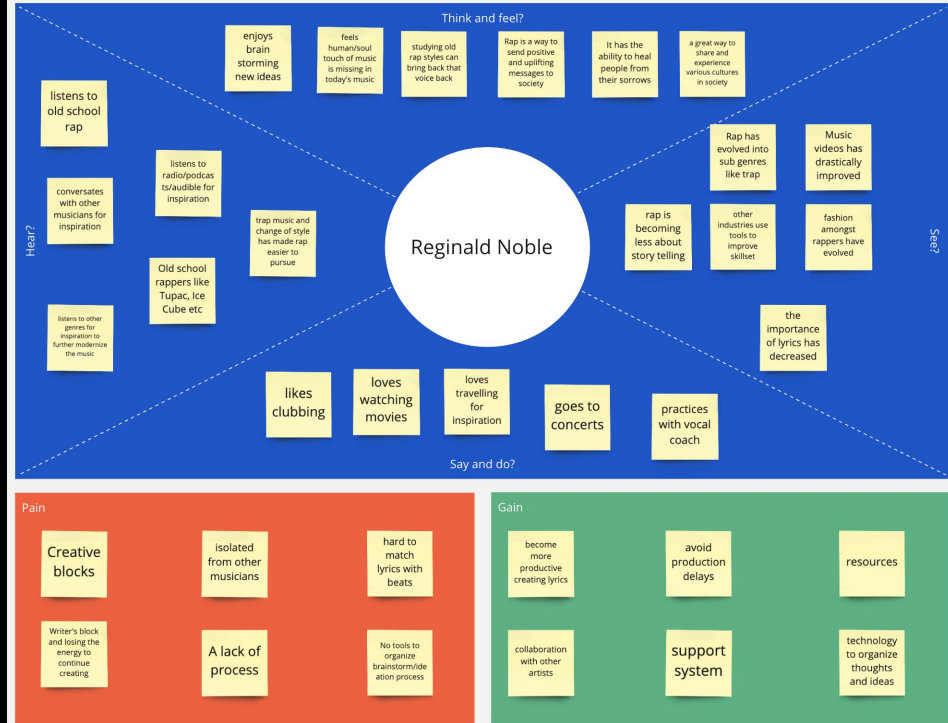


USER INSIGHTS







Affinity Diagram



Empathy Map



USER PERSONA

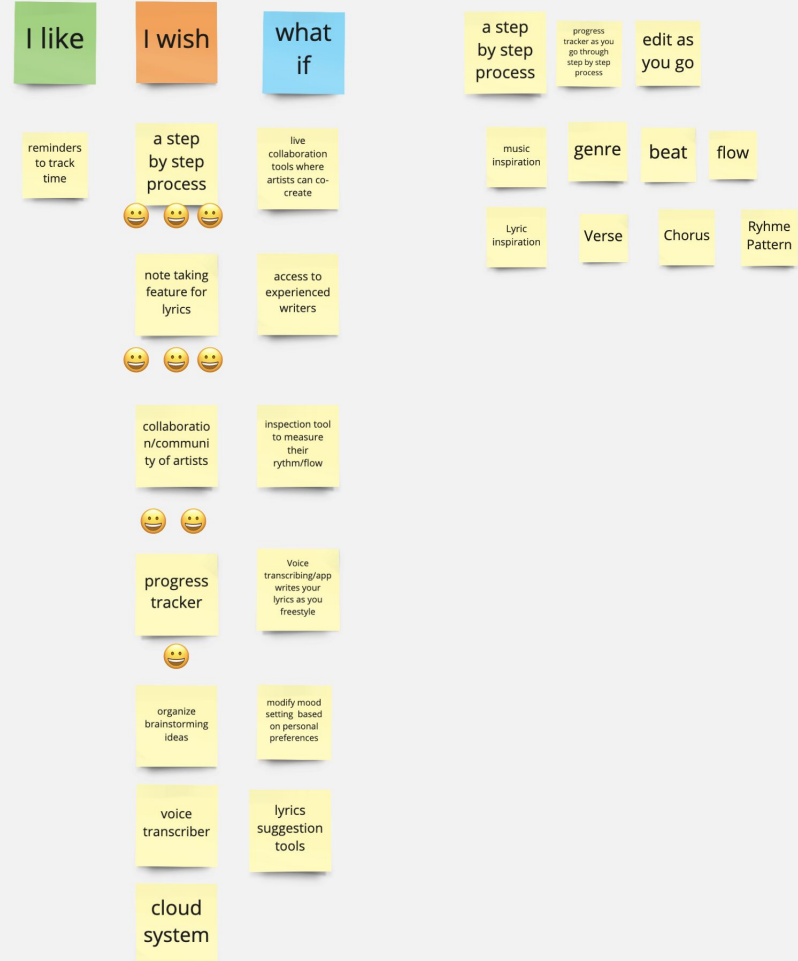
| | | |
|--|--|--|
|  | Goals or Objectives Reginald Noble aims to become a rapper that has strong capabilities of writing lyrics. A strong desire to sustain the rap culture and bring back the voice that spoke on behalf of humanity. | Tools Needed To Do The Job <ul style="list-style-type: none">• Note taking tool for brainstorming• A step by step lyric writing process• Inspirational music content• Live Collaboration• Cloud-Based Storage & File Sharing Applications• Technology to incorporate music to the lyric writing process• Progress tracker |
| Name Reginald Noble | Job Responsibilities To create a song within 3 weeks. | |
| Age 18 to 22 years | Biggest Challenges <ul style="list-style-type: none">• Creative Block• Writer's Block• Project Management• Access to collaborators• Lack of Resources | Gain Information By <ul style="list-style-type: none">• Learning through youtube videos• Analyzing favourite rappers• Collaborate with like-minded artists• Reading Books• Perfecting the craft |
| Highest Level of Education Music Diploma | | |
| Industry Music | | |
| Organization Size 5-10 | | |
| Social Networks      | Favourite Apps Spotify, Youtube, Netflix, Audible | |
| | Motivation To find a tool that supports the process of creating lyrics and meeting the deadlines of record labels. | |

PROBLEM STATEMENT

Our website feature was designed to support artists improve their ability to write and create lyrics. We have observed that guidance and resources help artists with their writing ability. Insights indicate that writers must multi-task using various resources and tools while writing. Therefore, we believe our feature will help organize their creative energy into one platform. This Genius Create feature is an add-on to the existing Genius.com website. We aim to provide the current community of users and new users a platform to write and create lyrics. Users will benefit from the existing Genius.com lyrics database. An opportunity to draw inspiration from many other artists while writing their own lyrics. We help users get started with a survey, support with writing tools, and give them the opportunity to collaborate with the Genius Create Community.

IDEATION

Brainstorming - Ideation/Solutions



DESIGN PROCESS

- 1. DESIGN RESEARCH**
- 2. CREATE MOODBOARD**
- 3. ITERATIONS**
- 4. TEST PROTOTYPE**
- 5. DRAW INSPIRATION FROM GENIUS.COM**
- 6. SIMPLIFY THE SCOPE**

STEP BY STEP PROCESS

<https://www.musicgateway.com/blog/how-to/how-to-write-a-song-the-step-by-step-process-and-guide>

Getting Started

Track Ideation/Brainstorming process

ideas
notes
phrases
string of words
carry a recorder to record freestyles

Theme

Construct Lyrics

shape it, sequence it, use catchy phrases or words

Setting Up The Song Structure

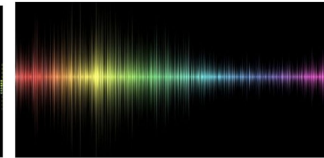
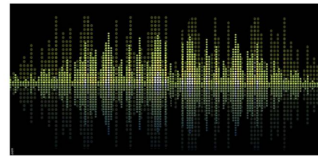


<https://online.berklee.edu/takenote/how-to-write-song-lyrics/>

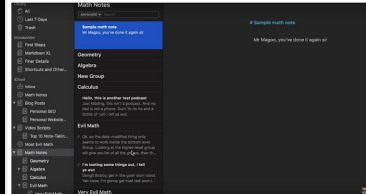
1. Start with what you want to say.
2. Read lyrics from other artists (don't listen to the songs!).
3. Notice the conversational quality.
4. Lengthy lyrics compound problems.
5. Collaborate as frequently as possible with good lyricists.



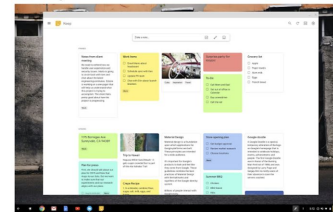
#FFD801 #000000 #FFFFFF



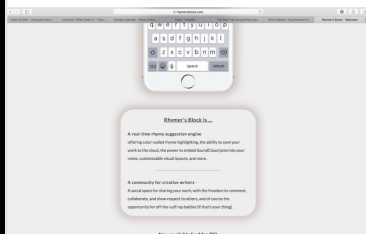
Community



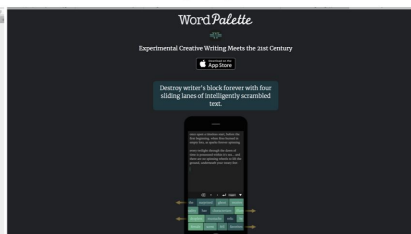
Note Taking



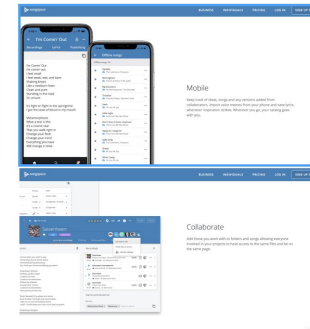
Word Suggestions

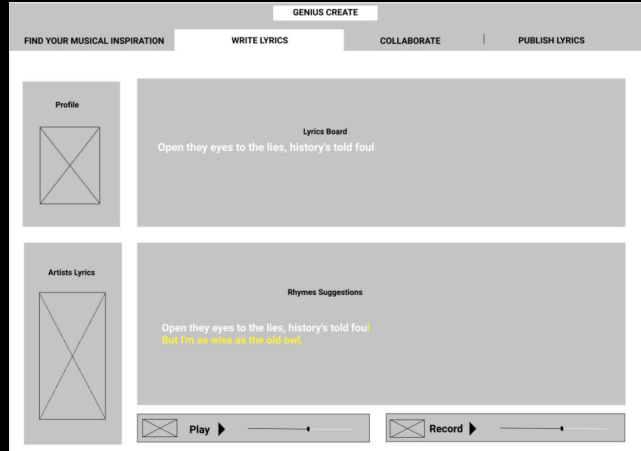
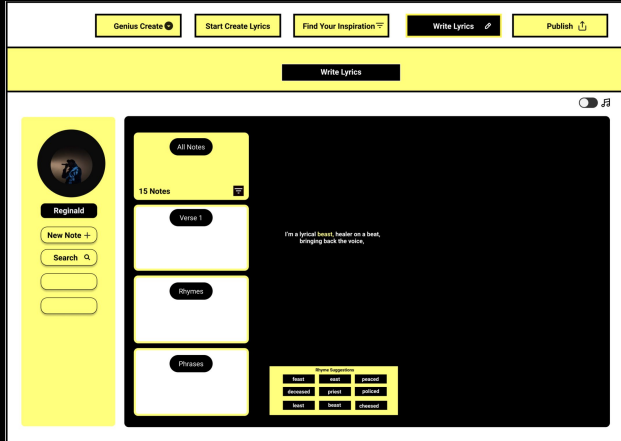
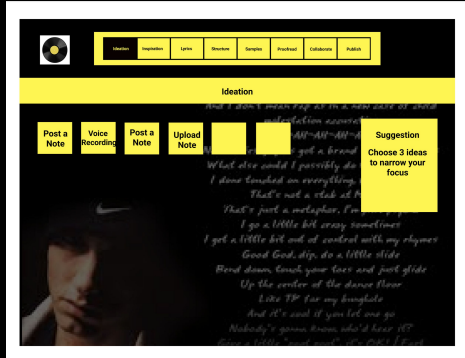
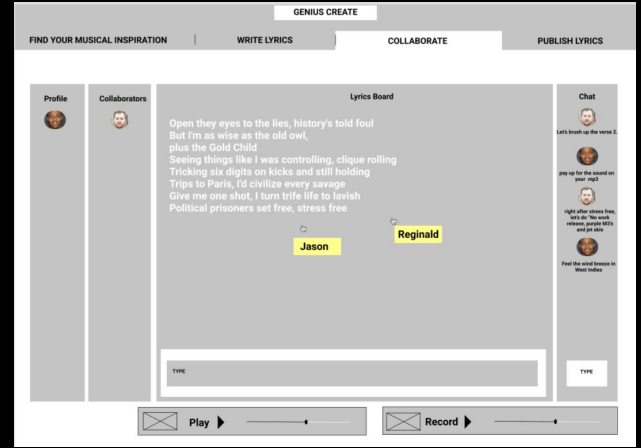
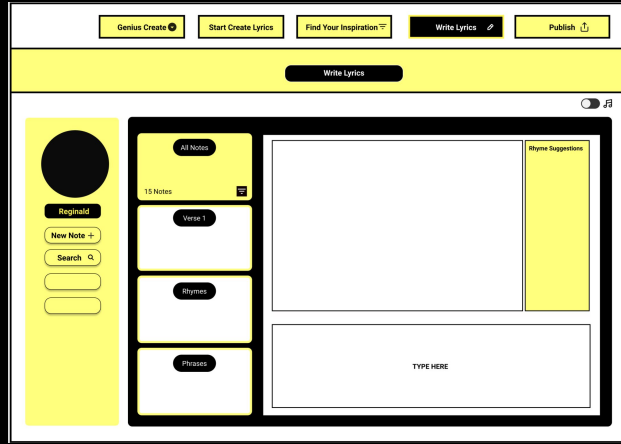


Rhyming Suggestions



Quick Samples Tracking beat/flow Metronome BPM





LATEST

MOST RECENT NEWS

FEATURE



Interview: SAINT JHN On "Roses," Legacy, And Making Music While The World Was Burning

by Chris March / Nov 23 2020

NEWS



The Weeknd Calls Out The Recording Academy After Receiving Zero Grammy Nominations For "After Hours"

by Chris March / Nov 24 2020

NEWS



Justin Bieber Complains About "Changes" Being Nominated In The Grammys' Pop Categories

by Chris March / Nov 24 2020

NEWS



Here Are All The 2021 Grammy Nominations

by Chris March / Nov 24 2020

NEWS



Conway Gives Back To Buffalo With Machines Giving & Turkey Drive

by Genius / Nov 24 2020

NEWS



Playboi Carti Announces New Music Dropping This Year & Previews Unreleased Material

by Chris March / Nov 23 2020

NEWS



Quando Rondo Seems To Address King Von's Death On "End Of Story"

by Chris March / Nov 23 2020

VIDEO



Mario Judah Breaks Down The Meaning Of "Die Very Rough"

by Rahel Gebreyes / Nov 23 2020

NEWS



Here Are All The Winners

VIDEO



How Kanye's "My Beautiful Dark Twisted Fantasy"

NEWS



Here Are All The Winners Of The 2021 Latin Grammy

NEWS



Megan Thee Stallion Samples An Old Jazz Song

LOAD MORE



Nas 37,810

AKA: Nasir bin Olu Dara Jones, Nasir Jones

@Nas | Verified Artist

READ NAS'S VERIFIED ANNOTATIONS



N.Y. State of Mind
Nas



0:00



-4:54


APPLE MUSIC

Search lyrics & more

GENIUS

FIND YOUR INSPIRATION | WRITE LYRICS | COLLABORATE |

Reginald Noble



Search Q

New Note

All Notes

Verse

Play Music

◀ Ⓢ Ⓣ Ⓤ ▶


Samples

Lyrics Board

Open they eyes to the lies, history's told foul

Rhyme Suggestions

Open they eyes to the lies, history's told foul
But I'm as wise as the old owl,

 Sample 1
Reginald Noble


▶ 0:00 ————— :50


Search lyrics & more


GENIUS


FIND YOUR INSPIRATION | WRITE LYRICS | COLLABORATE |


Create Community

 REGINALD
WRITER


 RAY J
EDITOR

 TRAW
WRITER

 WOLF1
EDITOR

 JASON
WRITER

Live Collaborators

 JASON
WRITER

Live Collaboration

It drops deep as it does in my breath
I never sleep, 'cause sleep is the cousin of death.
Beyond the walls of intelligence, life is defined


Reginald Noble


Jason


Message

▶ 📄 📷 📎 🔒

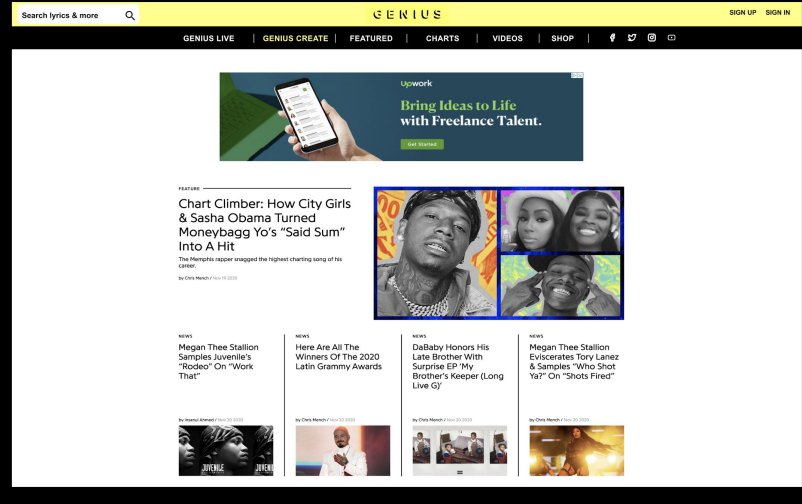
Live Chat

 What should we add to this verse?

 Intelligence ties in with "mind" and it rhymes with defined

 I think of crime when I'm in a New York State of Mind.
YES, THANK YOU!

PROTOTYPE



<https://www.figma.com/proto/BqPGqd8AmGHwSLAys2MIZf/MTV-Deliverables?node-id=129%3A43&scaling=min-zoom>

NEXT STEPS

- Introduce New Features
 - Access to music teachers
 - Music Production
 - Publish work
- Redesign Genius.com
- Target Niche Markets
 - Music Schools
 - Production Labels