

# Everything Guitar

All the guitar information you need  
to know **in one place.**

# Overview

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Research	<b>6-10</b>	Visual Style	<b>21-26</b>
Feature Analysis	<b>11-15</b>	Solution Screens	<b>27-33</b>

# Goal

To **guide** and **inform** users through the large collection of different types of guitar and their individual characteristics.

## Problem

Guitars come in different shapes and sizes, each sounds differently in their unique ways. The **overwhelming** collection of guitars often intimidates and confuses young musicians to learn about them.



## Solution

Create an **immersive website** that consolidates all the most important information about guitars and their differences, simply **guide** and **educate** users about guitars and help them with their buying decisions.

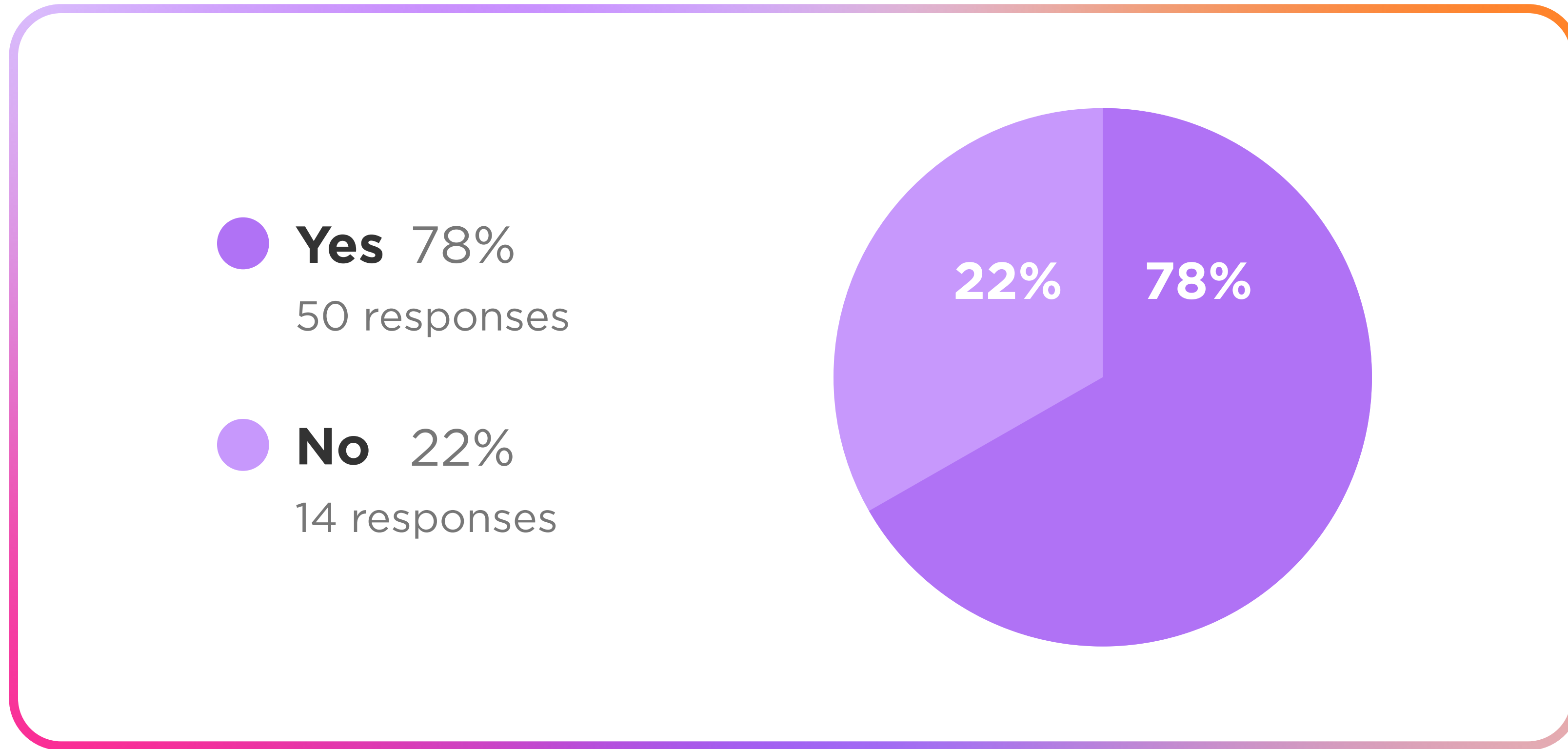
6-10

# Research

Understand my potential users better.

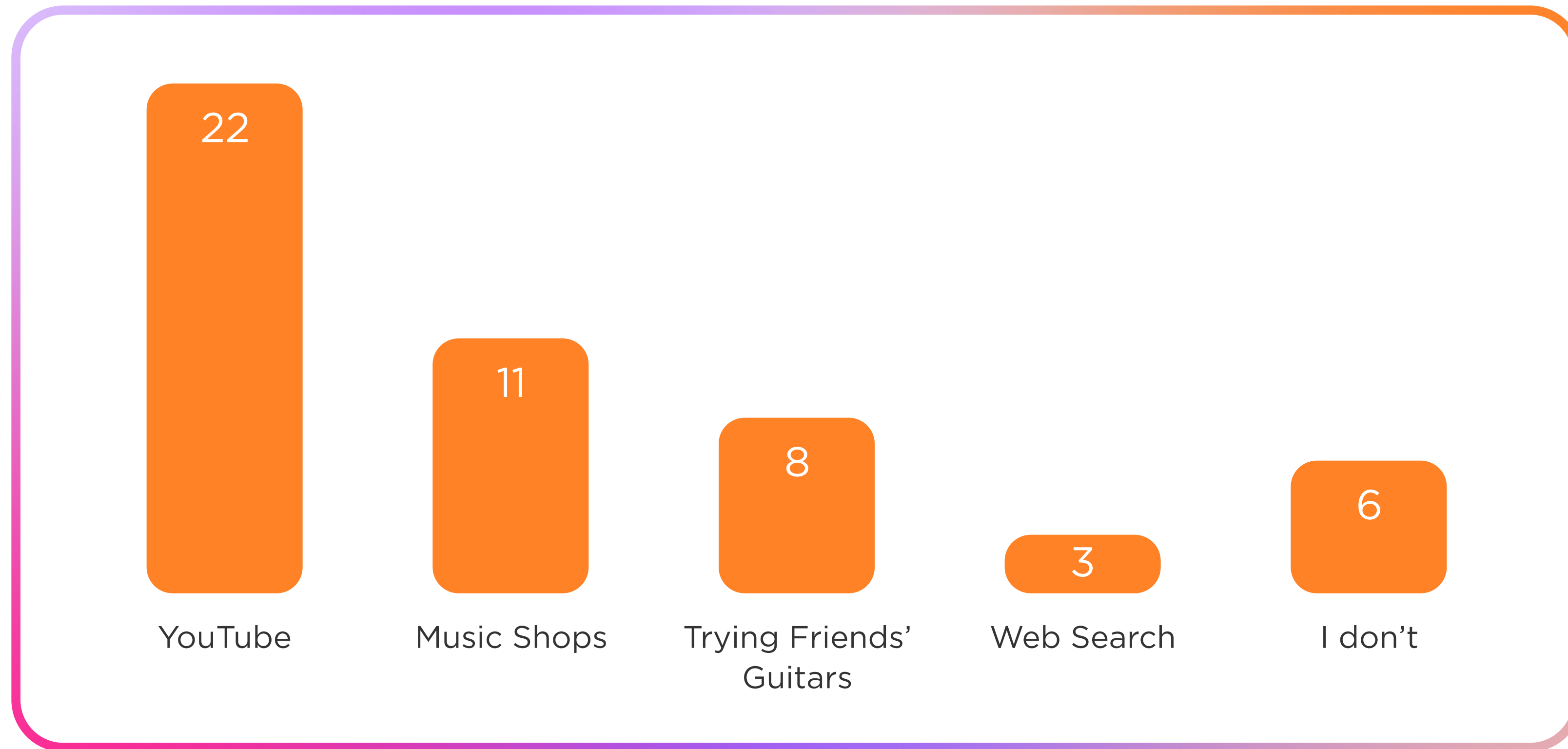
### Survey Question

Do you want to know what **different** kinds of guitars sound like?



## Survey Question

# How do you find out what different guitars sound like?



# Key Takeaways

## Information Intake

Most participants choose to learn about guitars through videos. With **visual demonstration** and **clear audio**, users are able to absorb information with ease. Information is layed out and presented to them one by one.

## Presentation Experience

From the survey, participants prefer to have demo of the guitars or trying them in person. Users look for the more **immersive experience** when testing different guitars, giving them a better idea of what they sound like.

# User Archetypes

## THE SMART SHOPPER

### NEEDS

A trustworthy website where shoppers can learn more about guitars without bias and personal opinions.

### SKILL LEVEL



### STRUGGLES

Overwhelming number of choices

## THE ABSOLUTE BEGINNER

### NEEDS

An informative website where users can learn about guitars in an organized format with immersive features.

### SKILL LEVEL



### STRUGGLES

Lack of resources with organized information about guitars

11-15

# Feature Analysis

What I can incorporate to fulfill my users' needs better.



# Gallery View

To draw a connect to physical store, the website should display guitars in a gallery view that users are familiar to. This helps users navigate the site with **ease** and **familiarity**.



Guitar Shop (Chicago Music Exchange)



# Sound Check

To understand the sound of a guitar, users need to hear it in action. It is important for users to have the ability to toggle and listen to the guitar play back in real time. With this feature, the experience will be much more **immersive** and **realistic**.



Sound Demo Video (Paul Davids)

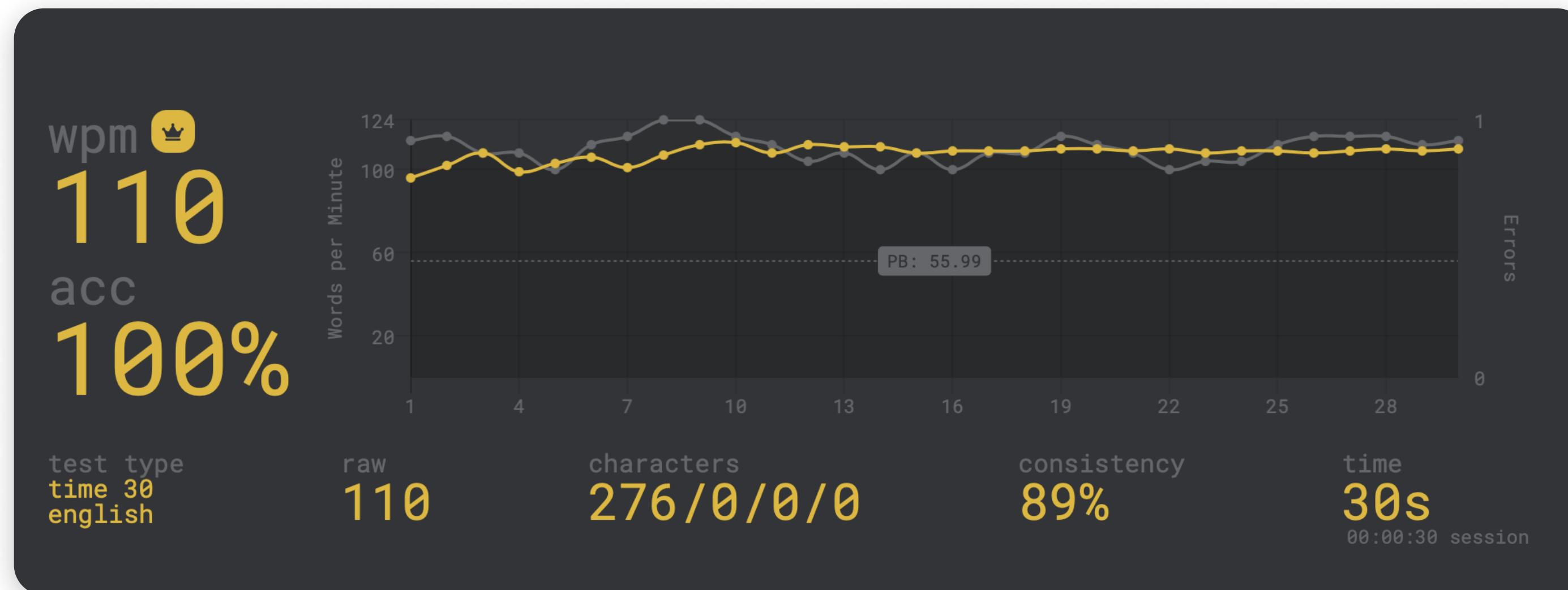


Sound Demo Video (Andersons Music Co)



# Play Score

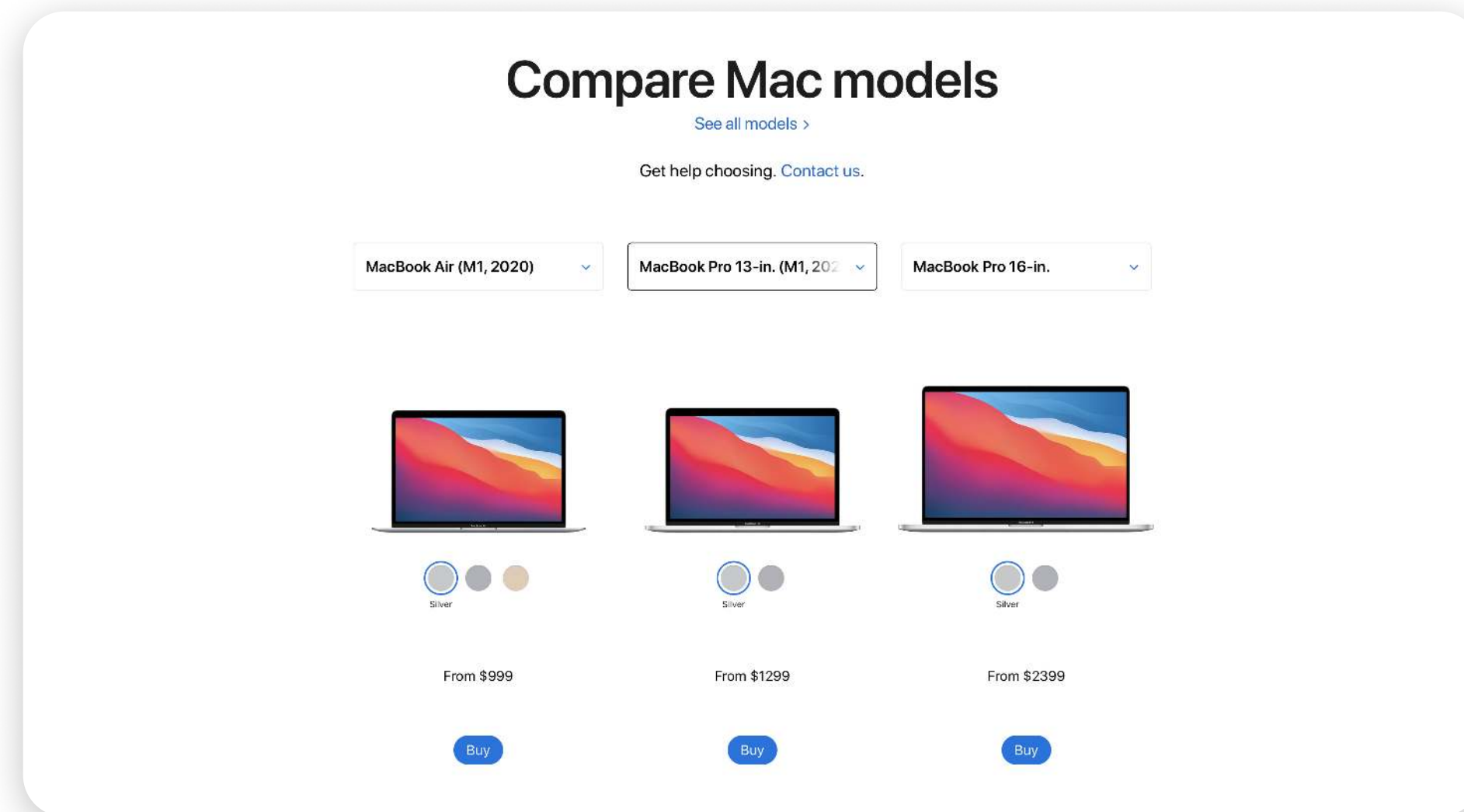
Providing users a basic performance score on each guitar's playing aspects can give users a good **basic impression** of how they are. Although it doesn't represent all of the guitar's features, it's a good **starting point** for users to learn about the guitars.



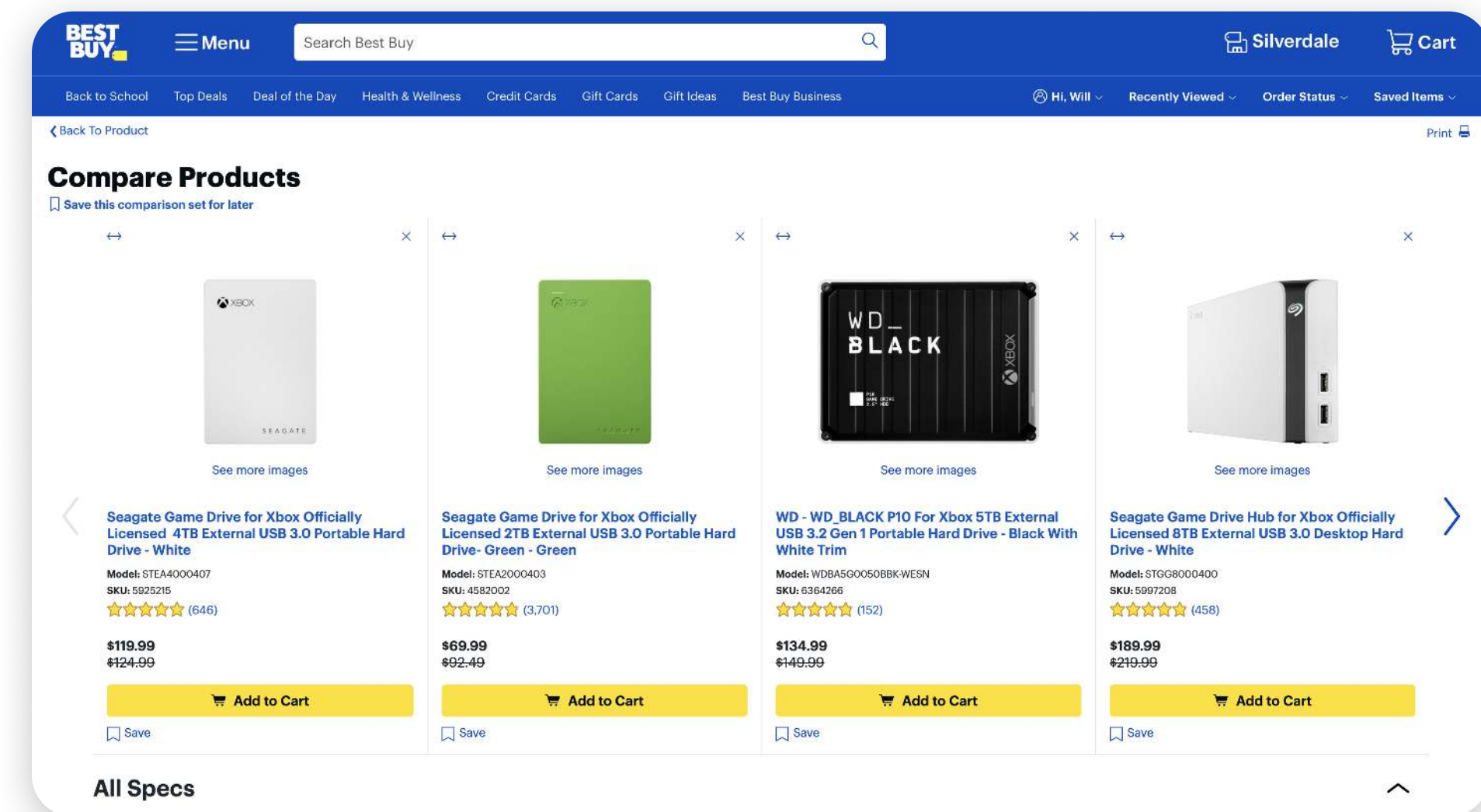
Monkeytype

# Compare

Providing users a basic performance score on each guitar's playing aspects can give users a good **basic impression** of how they are. Although it doesn't represent all of the guitar's features, it's a good **starting point** for users to learn about the guitars.



Apple



Best Buy

16-20

# Wireframe

Let's organize my ideas and lay them down.

# Site Map



## SITE LEVEL 1

### Home Page

#### CATEGORIES

Acoustic Guitar

Electric Guitar

## SITE LEVEL 2

### Acoustic Gallery View

#### TYPES

-Dreadnought

-Concert

-Classical

-Auditorium

-Parlor

-Jumbo

### Electric Gallery View

#### TYPES

-Stratocaster

-Telecaster

-Les Paul

-SG, Flying V

-Offset (Jaguar, Mustang, Jazzmaster)

# Site Map

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## SITE LEVEL 3

### Guitar Insights

Dreadnought

Concert

Classical

Auditorium

Parlor

Jumbo

Stratocaster

Telecaster

Les Paul

SG, Flying V

Semi-hollow/hollow

Offset

(Jaguar, Mustang, Jazzmaster)

## SITE LEVEL 4

### Player Features

 Play a Demo

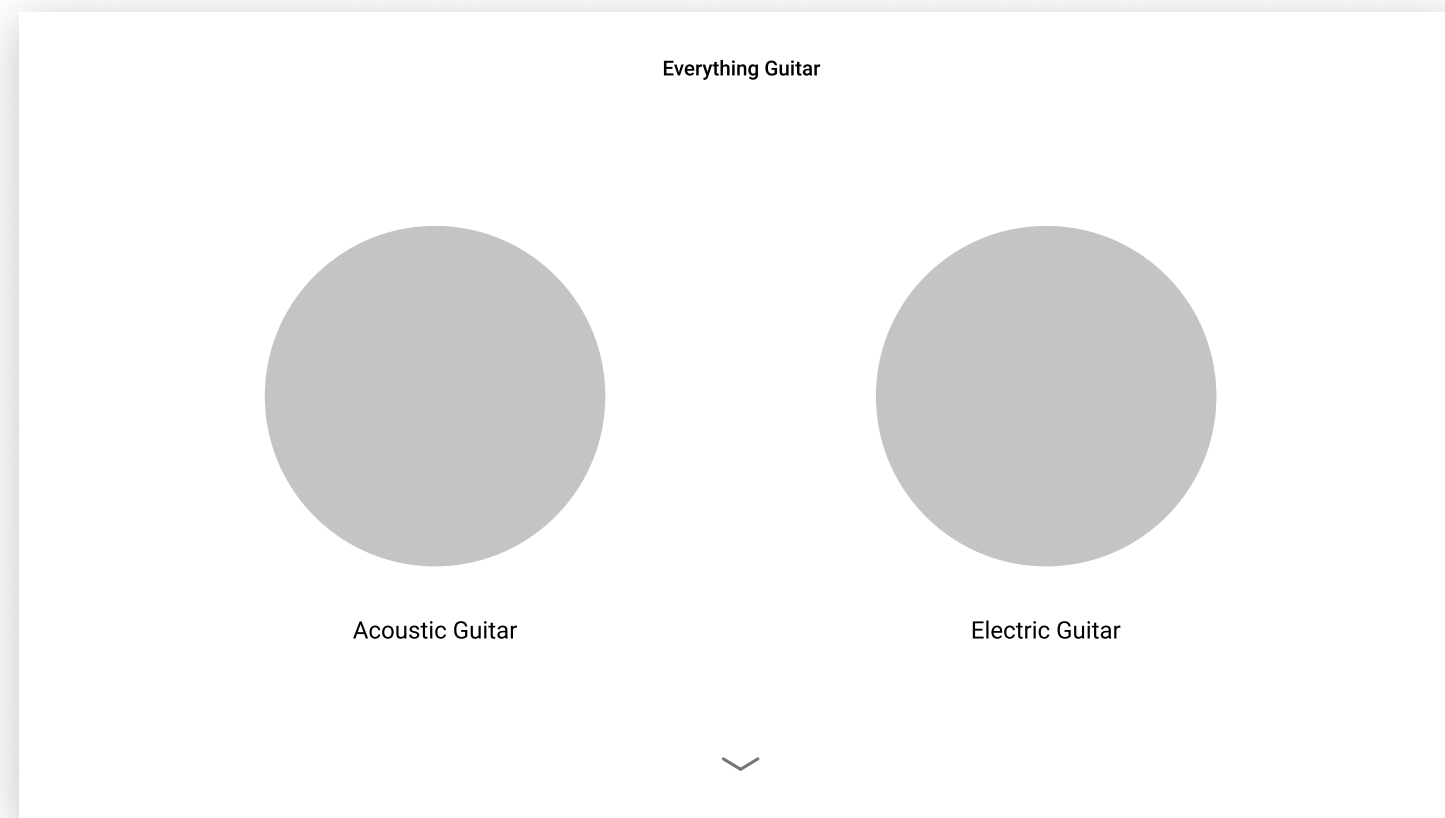
 Sound Check

 Compare

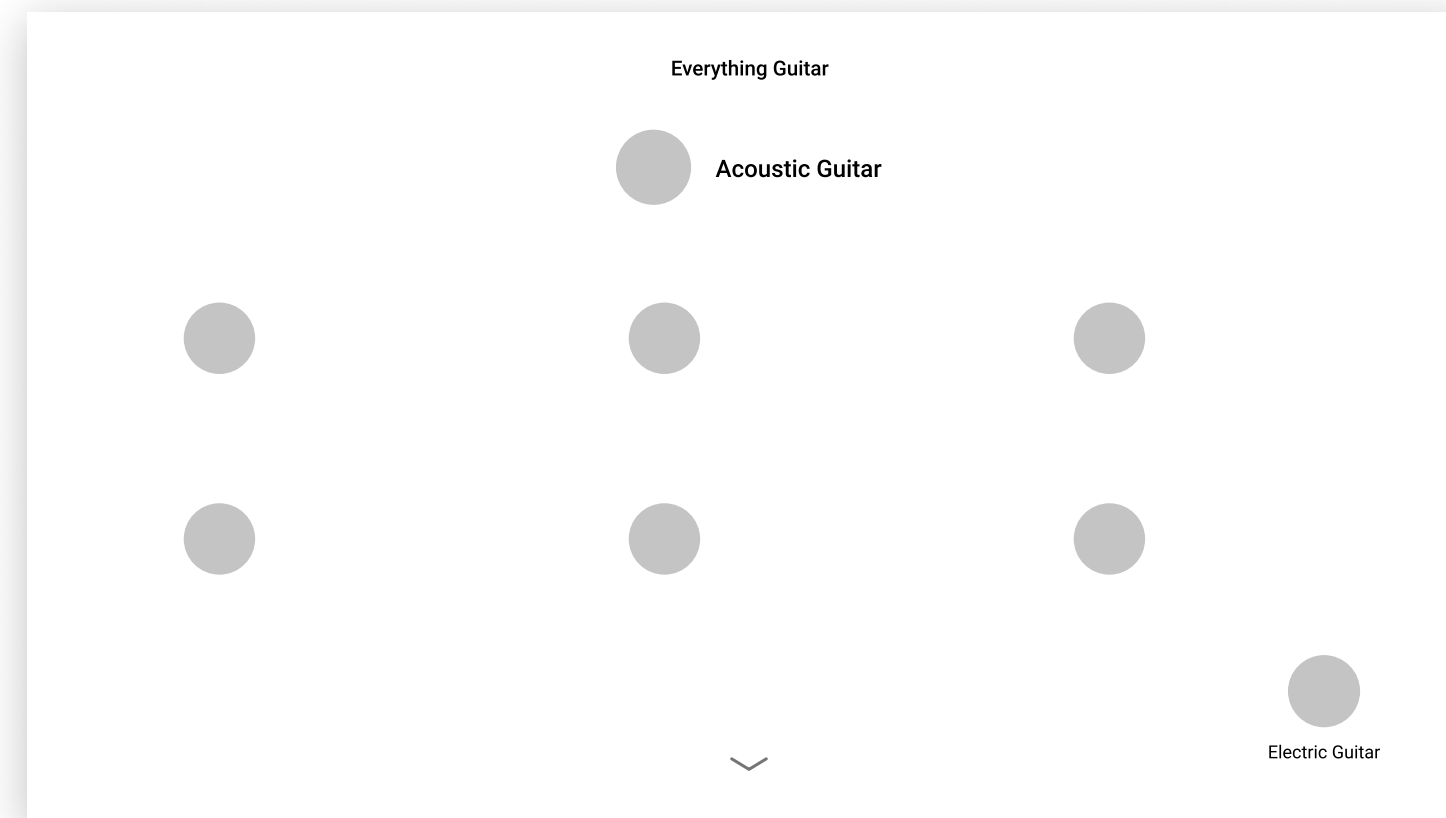
 Shop

# Initial Wireframes

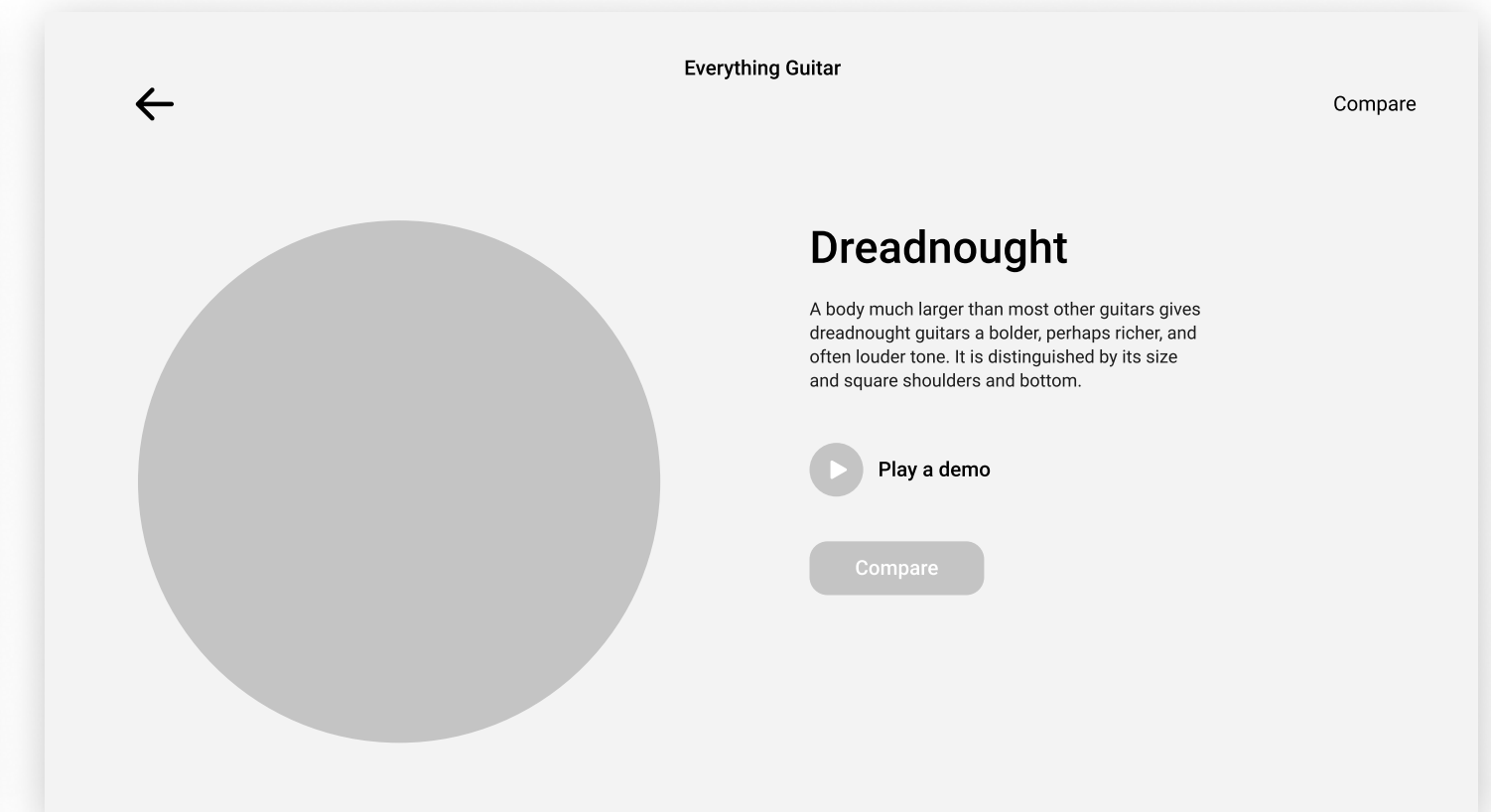
I wanted to keep everything **big and simple** on the display where users are only given little options. However, the **lack of context** and information can also cause confusion.



Site Level 1



Site Level 2

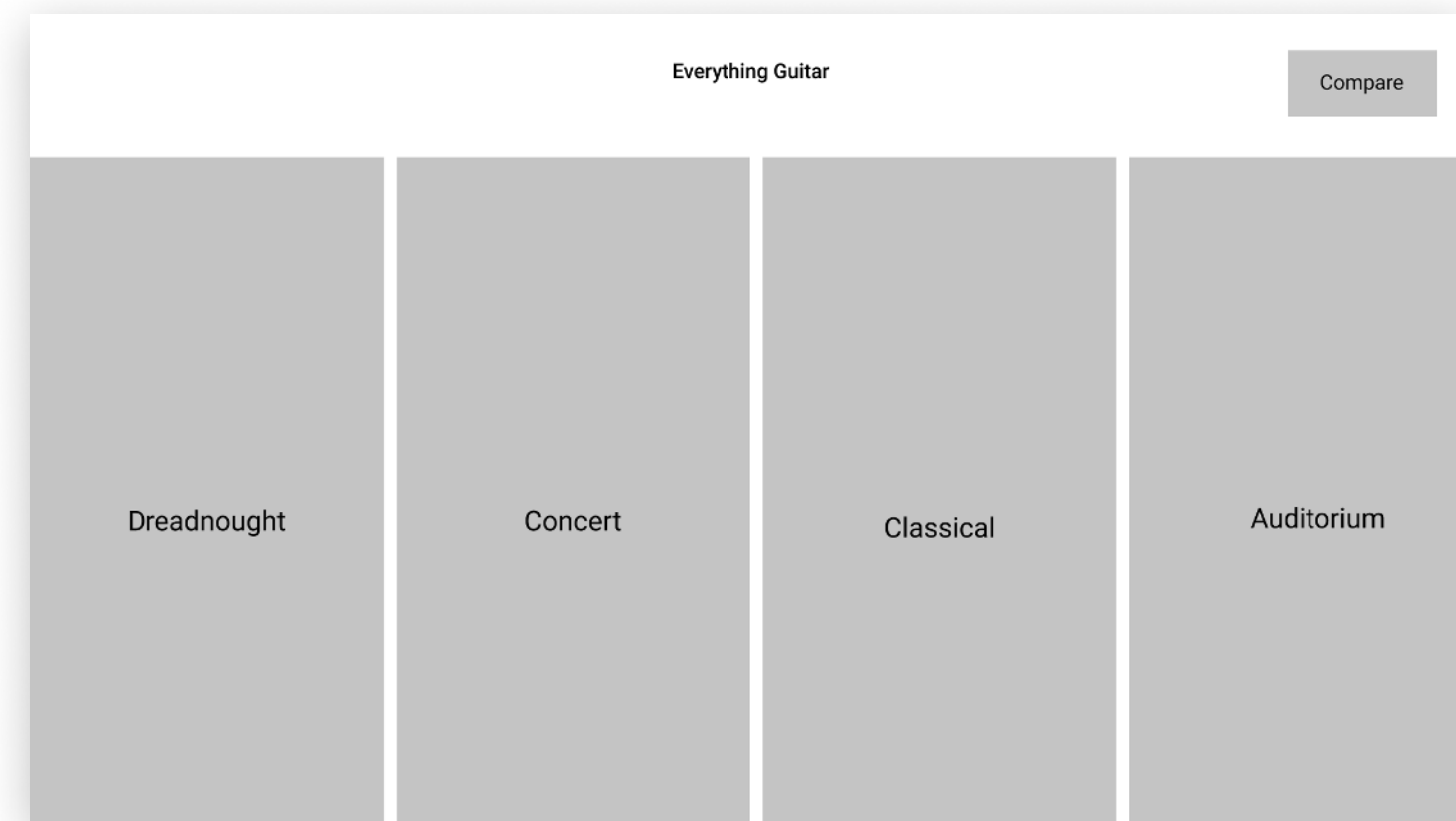


Site Level 3

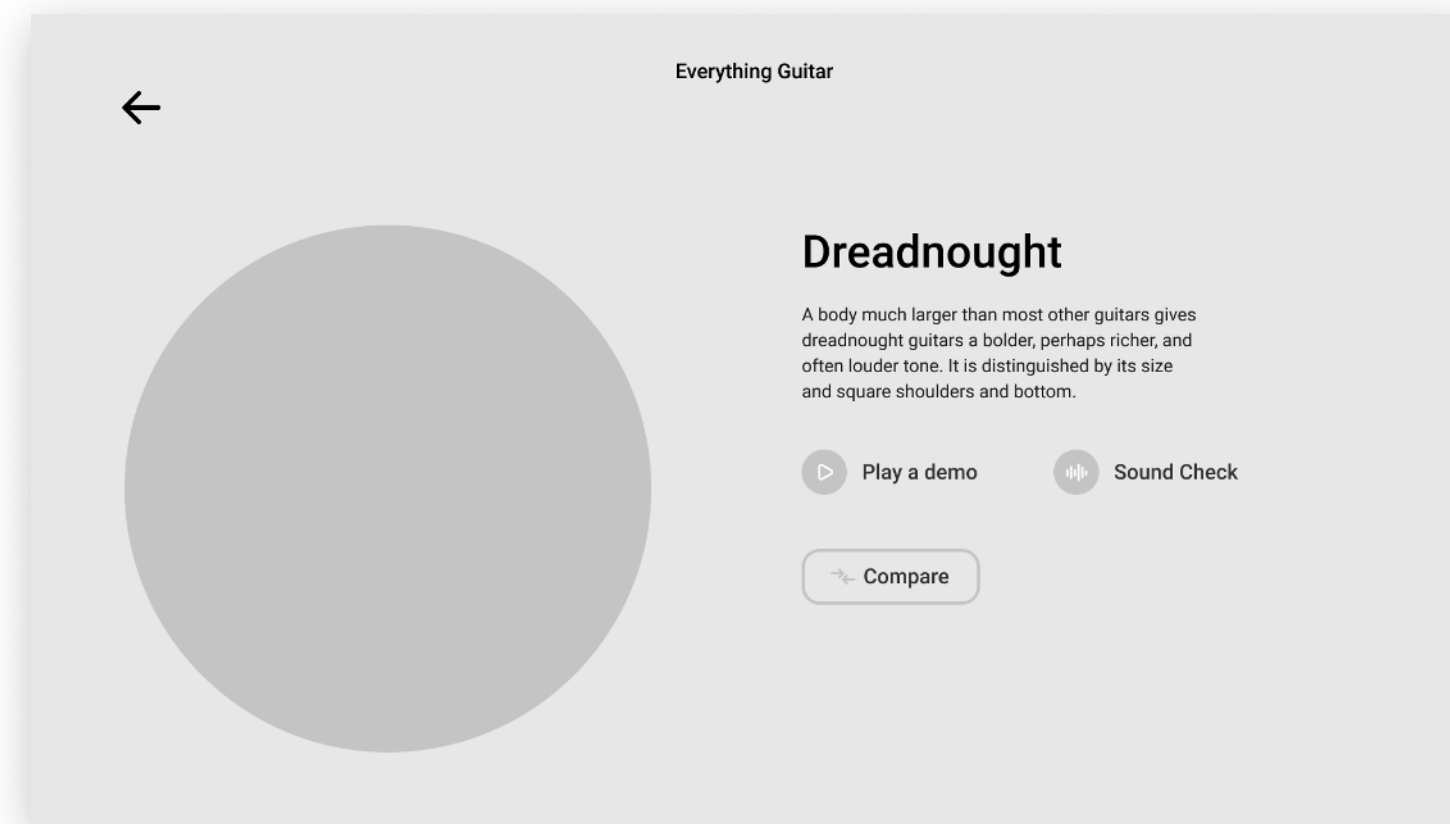


# Initial Wireframes

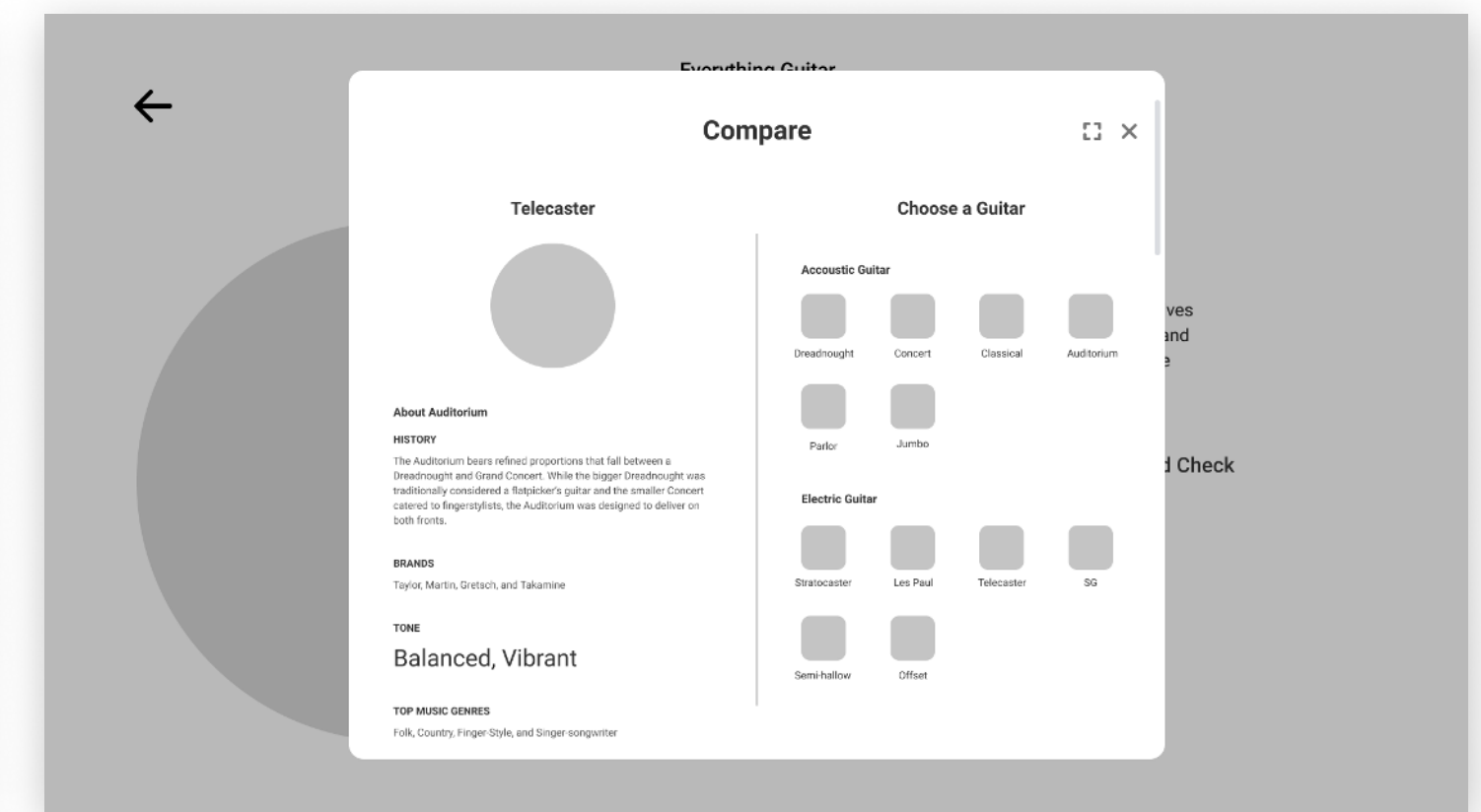
After brainstorming on some key features of the site, I further refined my ideas for a clearer vision on how the **user flow** and **experience** feel.



Gallery View



Guitar Insight



Compare



21-26

# Visual Style

The look and feel of the site.

# INSPIRATIONAL BOARD

# Vibrant and Soothing

I want to convey the mood and characteristics of guitars through gradient colors, at the same time, providing an immersive experience to the users.

### Key Words:

Stylized

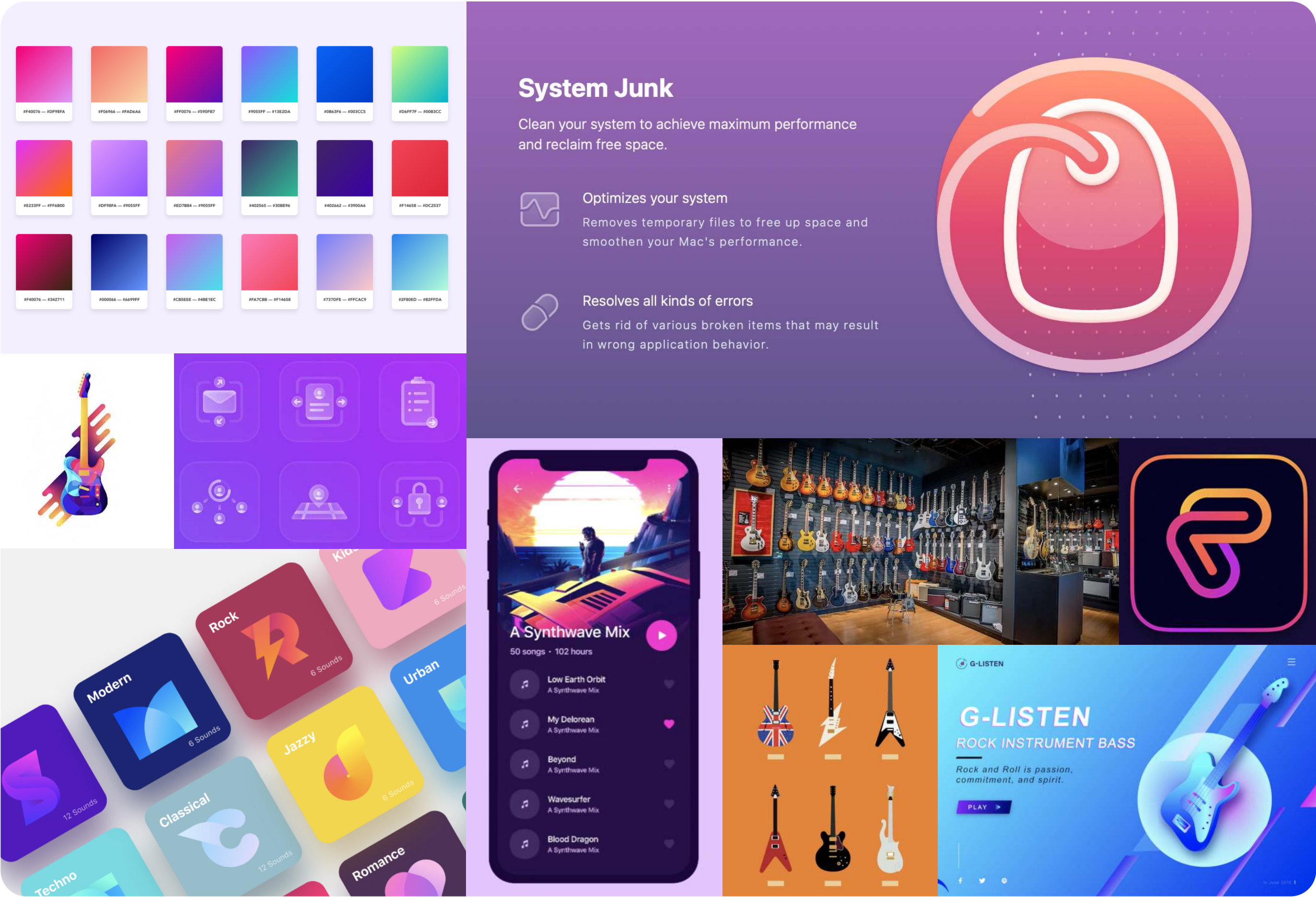
Bright

Gradient

Immersive

Vibrant

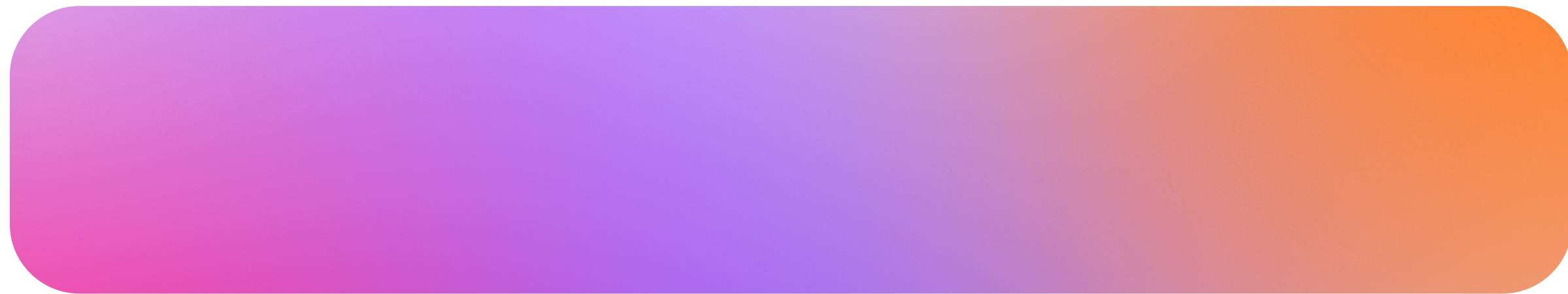
Colorful



# STYLEBOARD

## Colors

### Gradient



### Primary



### Text





# STYLEBOARD

## Graphic Style

### Graphic Asset



Acoustic and electric guitars



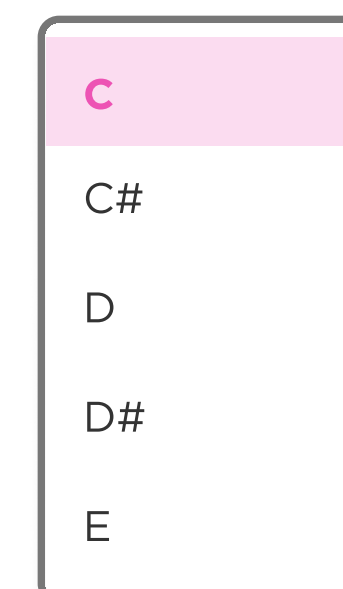
Guitar silhouettes

### UI Asset

Idle



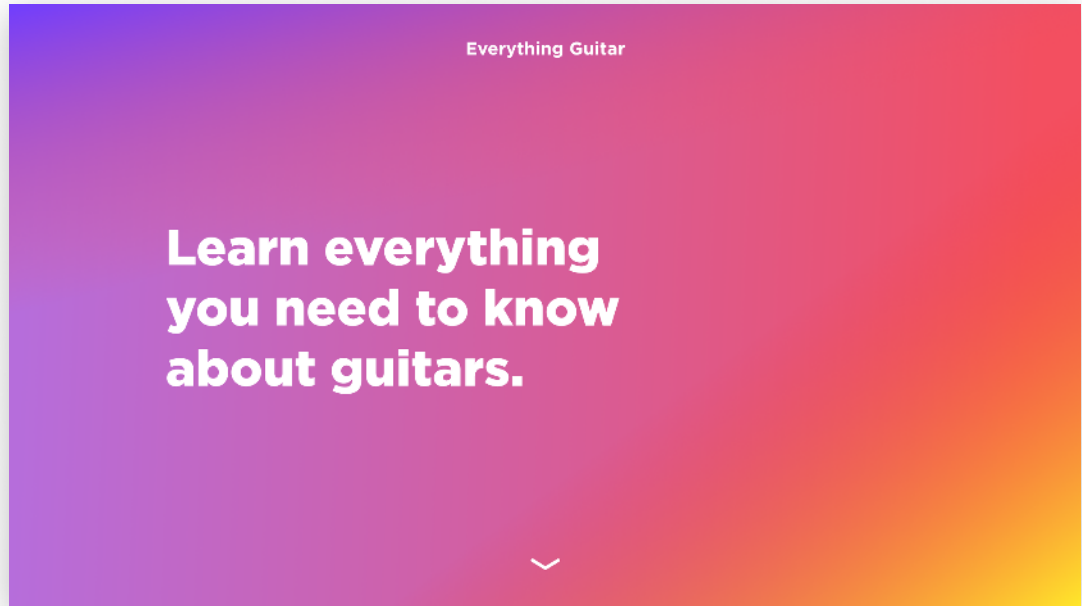
Hover



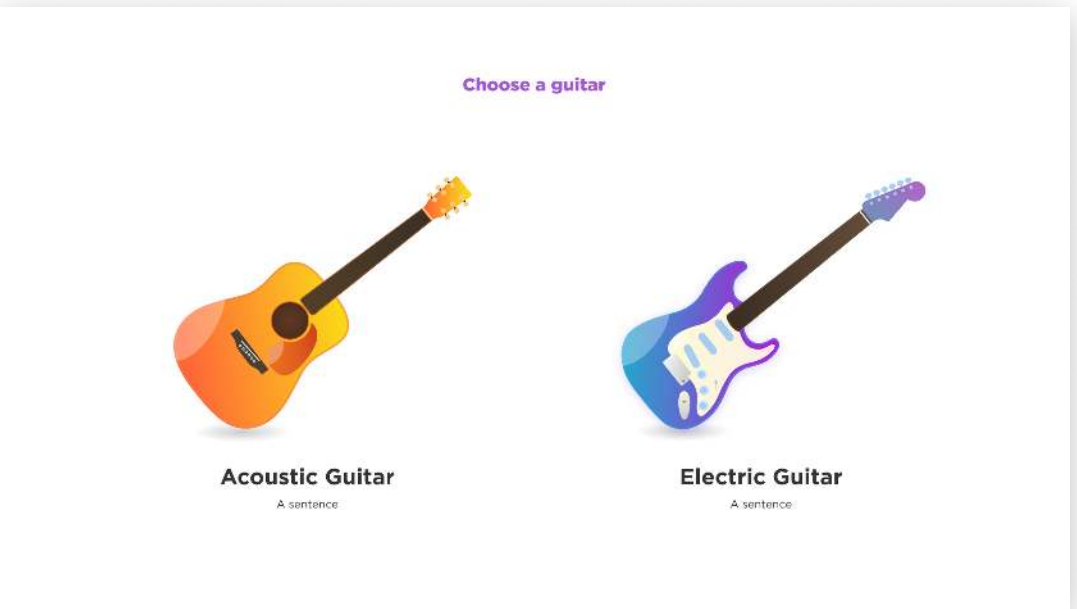
# Iterations

To capture the right mood for Everything Guitar and the right **role** of color in this project, I iterated on different ideas to visualize the site with heavy **emphasis on color**.

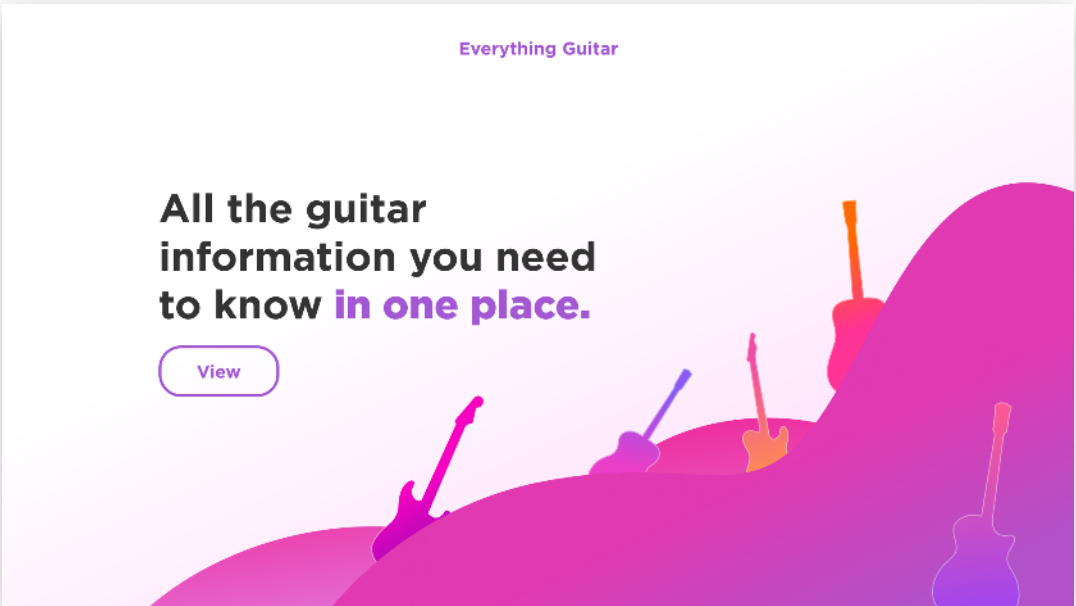
V3



V6



V7



# VISUAL ASSETS

## The Guitars

### Acoustic Guitars

### Electric Guitars

#### Vertical Cards

<b>Dreadnought</b> A body much larger than most other guitars.	<b>Concert</b> A body rounded contours and a deeper waist taper.	<b>Classical</b> A precursor of the modern acoustic and electric guitars.	<b>Auditorium</b> Auditorium is more compact in size but boasting more volume.	<b>Parlor</b> Parlor guitars are compact and narrow-waisted instrument.	<b>Jumbo</b> The "big strummer" in the acoustic guitar family.
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<b>Stratocaster</b> A body known for its "glassy" and bright tones.	<b>Les Paul</b> A thicker and heavier body with warm tones and ample sustain.	<b>Telecaster</b> A body known for its versatility in many different genres.	<b>SG</b> A lighter weight body, very resonant and responsive.	<b>Semi-hollow</b> A semi-hollow body with less sustain but a much warmer tone.	<b>Offset</b> The guitar bodies with striking asymmetrical body design.
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#### Square Cards

<b>Dreadnought</b>	<b>Concert</b>	<b>Classical</b>	<b>Parlor</b>	<b>Auditorium</b>	<b>Jumbo</b>
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<b>Stratocaster</b>	<b>Les Paul</b>	<b>Telecaster</b>	<b>SG</b>	<b>Semi-hollow</b>	<b>Offset</b>
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27-33

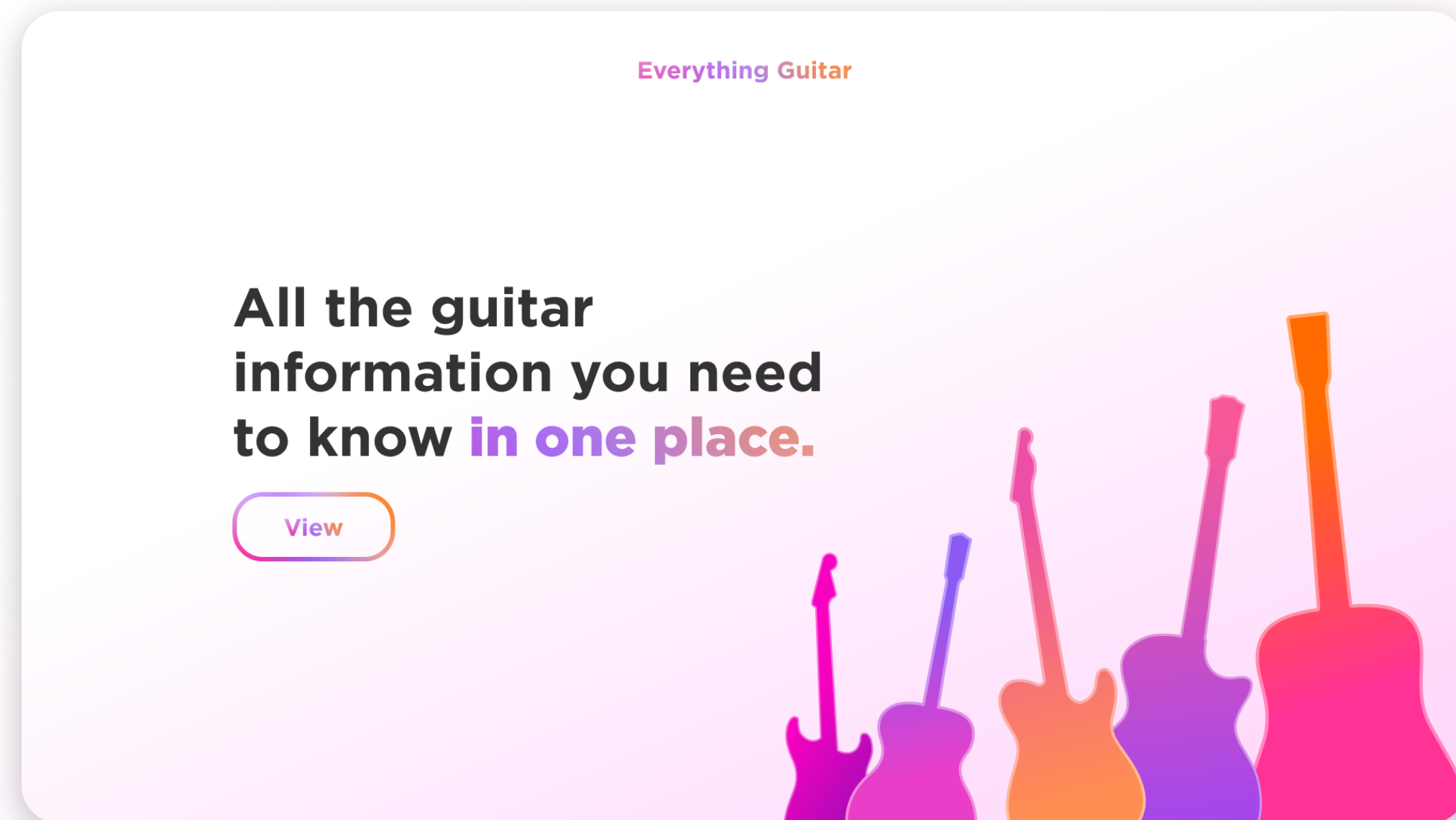
# Solution Screens

The final result!



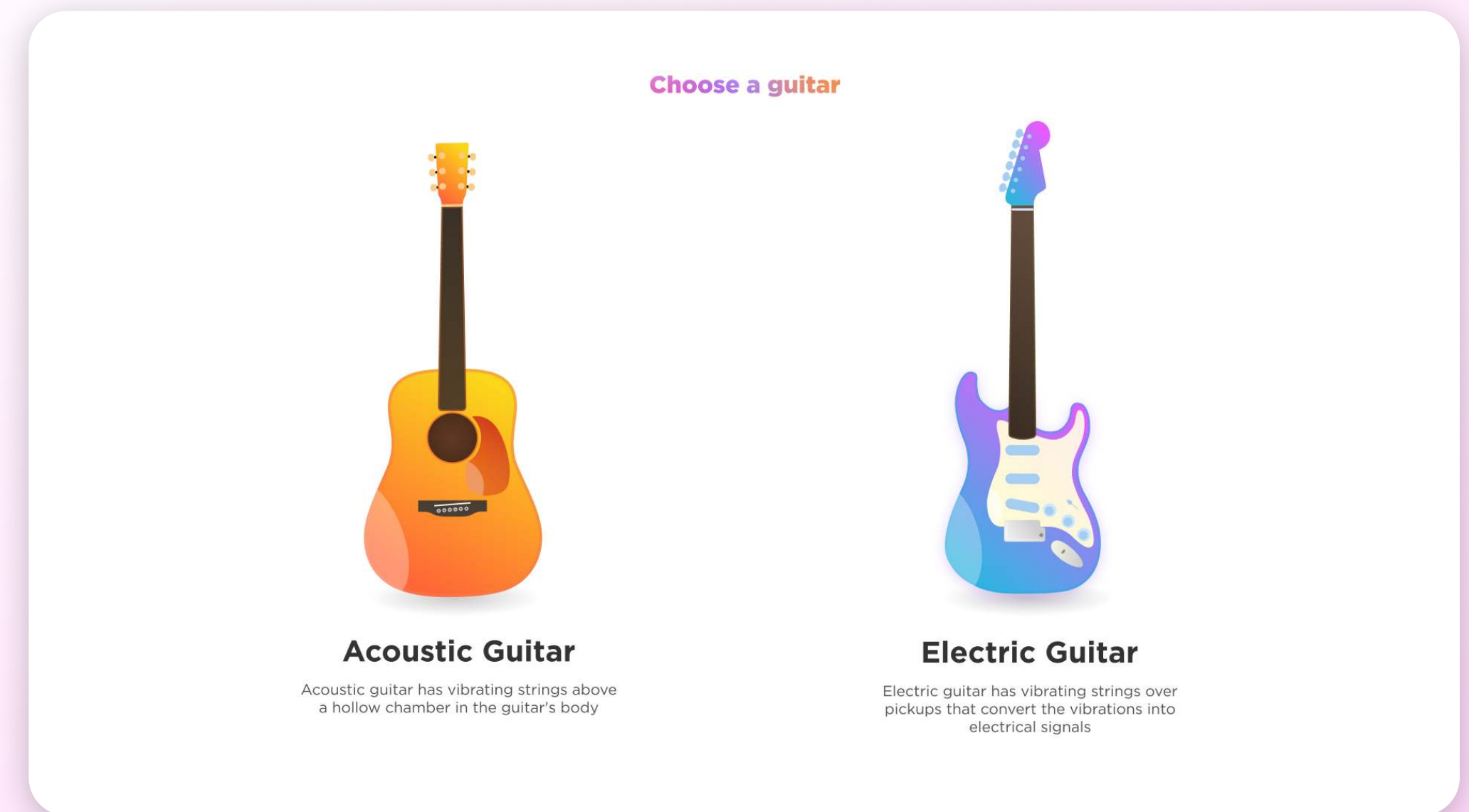
# Home Page

I designed the home page to be really simple and straightforward but interesting with animation at the same time, immediately introducing users to the **vibrant color theme**.



Landing Page

→  
Scroll

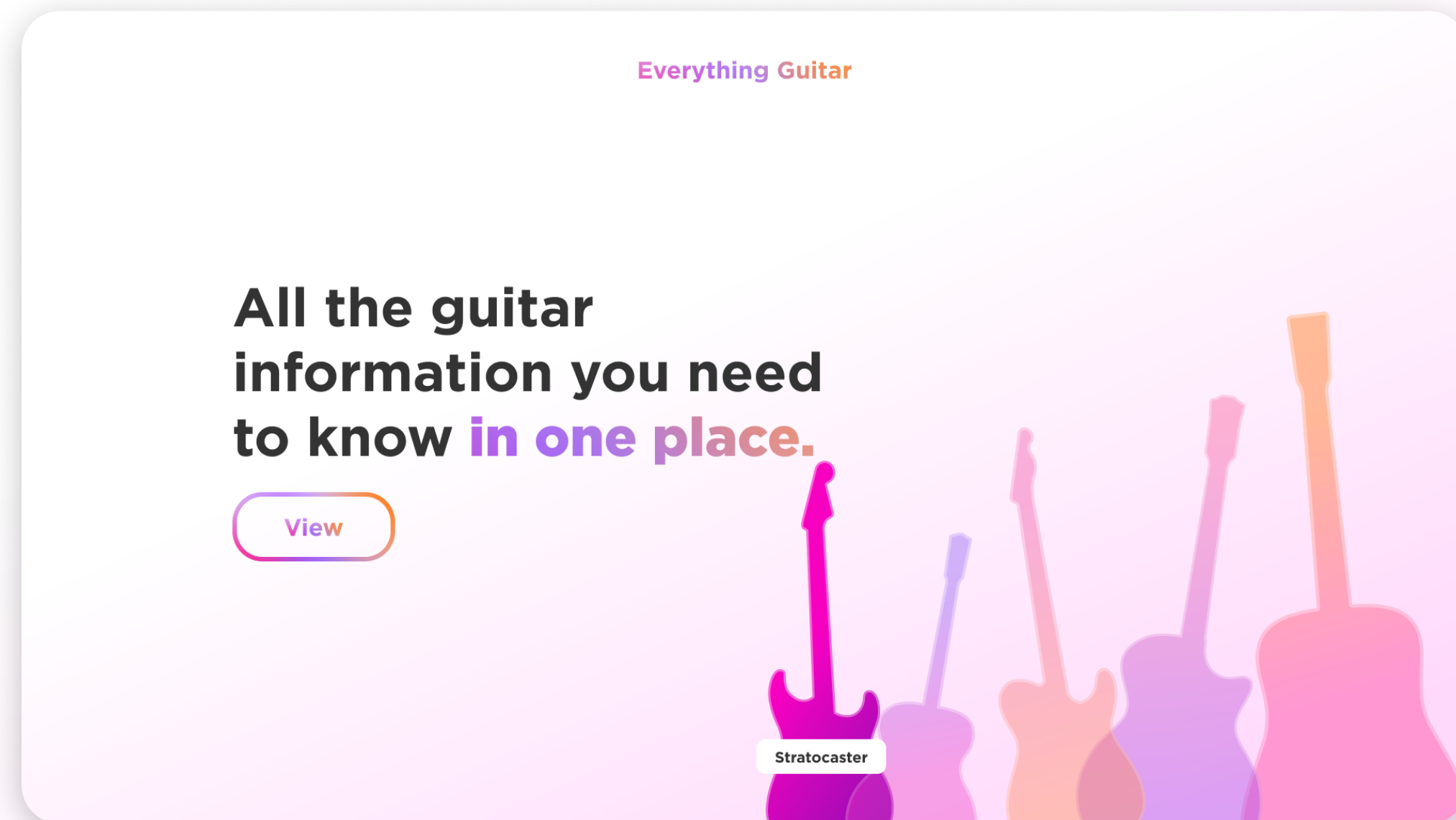


Choose a Guitar

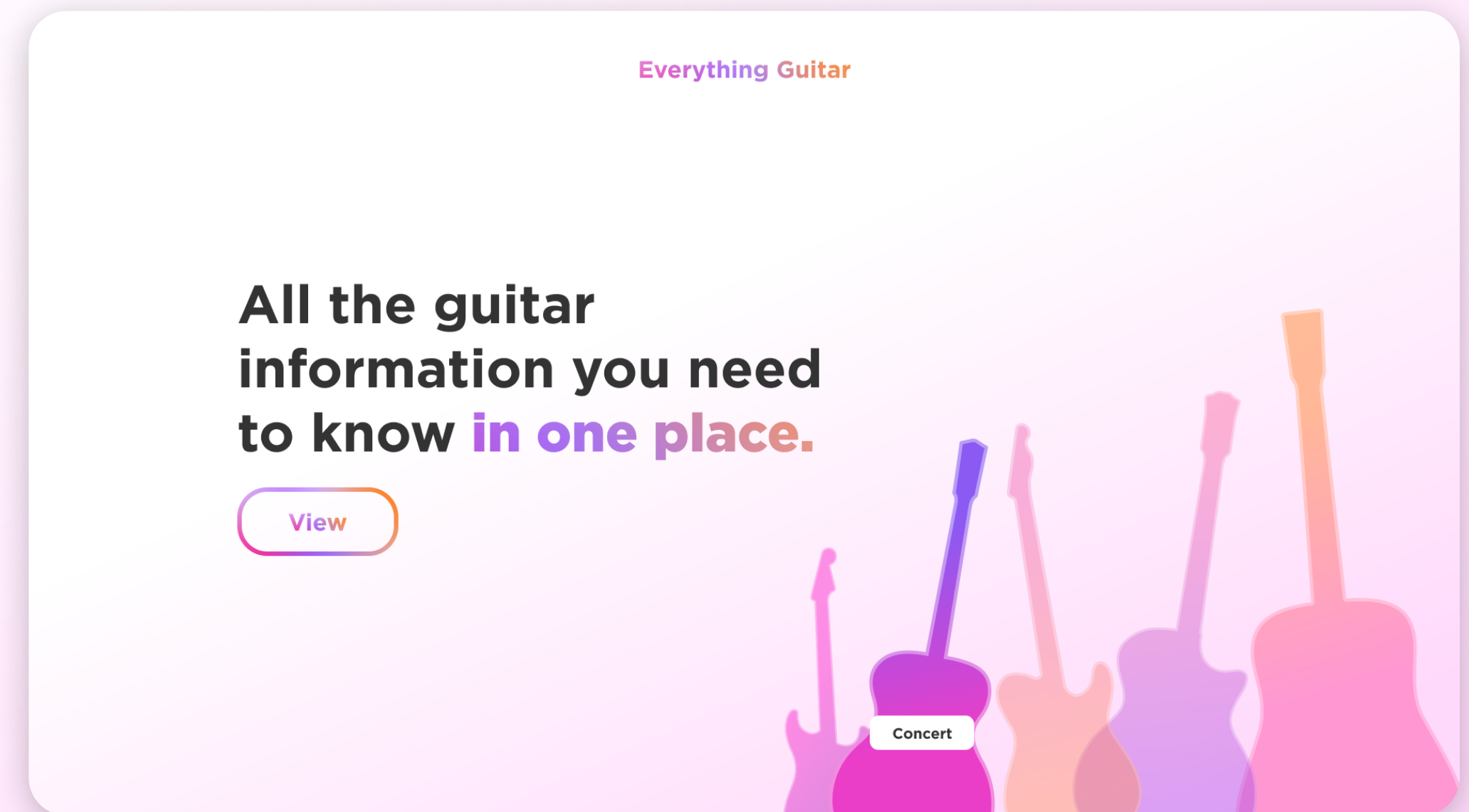


# Guitar Silhouettes

The guitar silhouettes on the home page reveal the kind of guitars they are when the user hovers over them. This adds much more to the **interactivity** of the site and creates more interest.



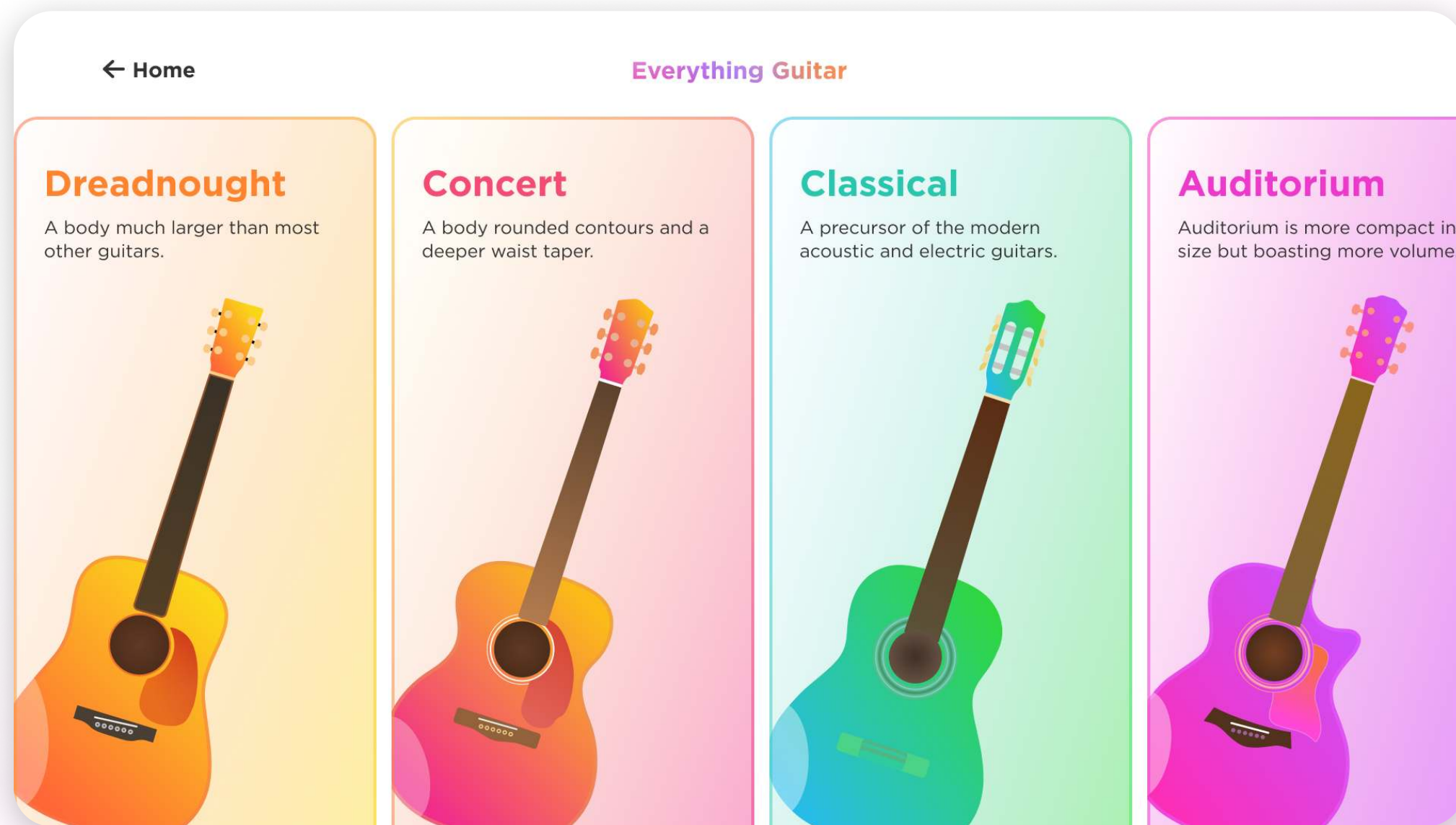
Stratocaster Hover



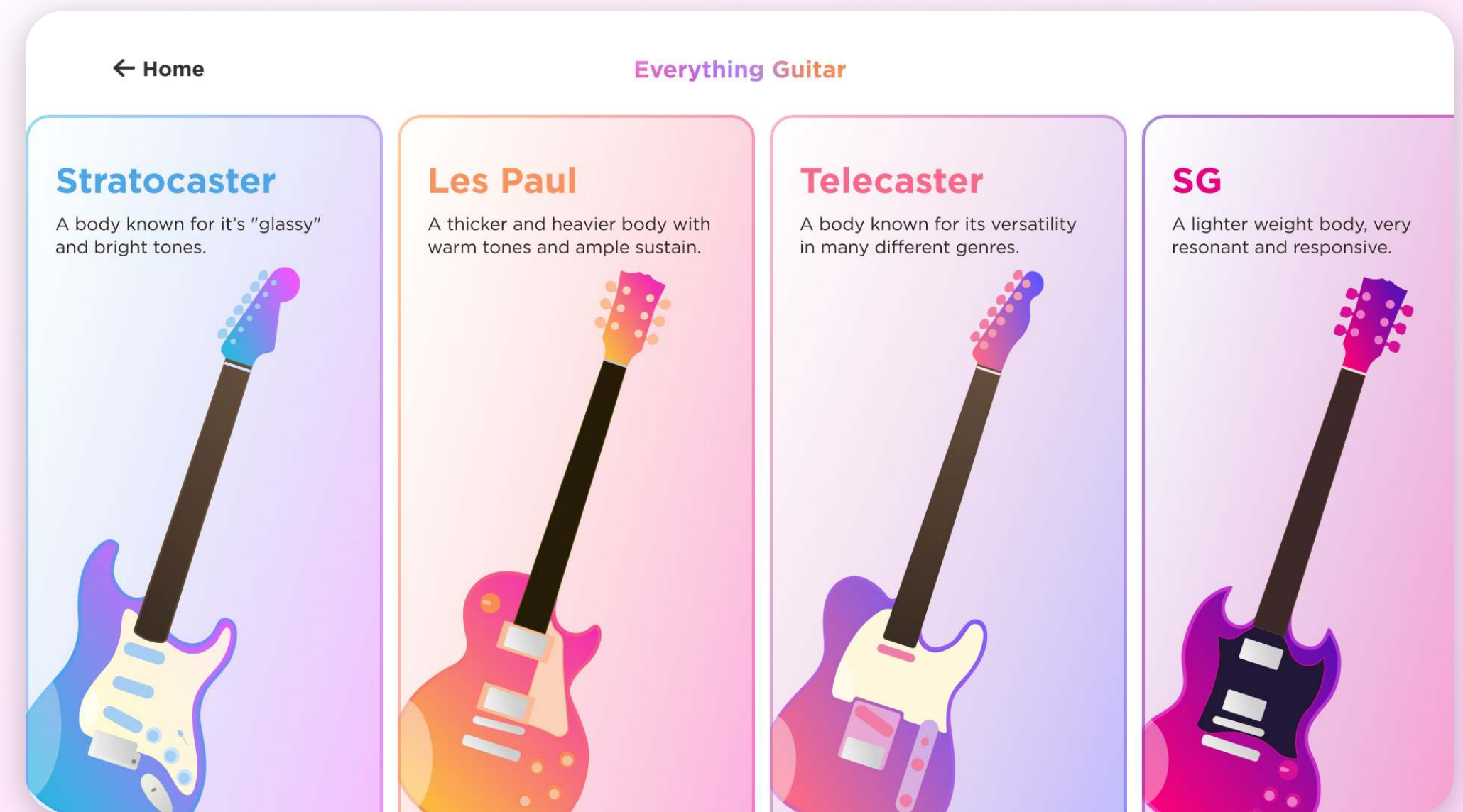
Concert Hover

# Gallery View

Users are presented with all the guitars in a gallery view similar to how guitars are displayed in **music shops**. By drawing this connection, the site feels more familiar and friendly to users.



Acoustic Guitars

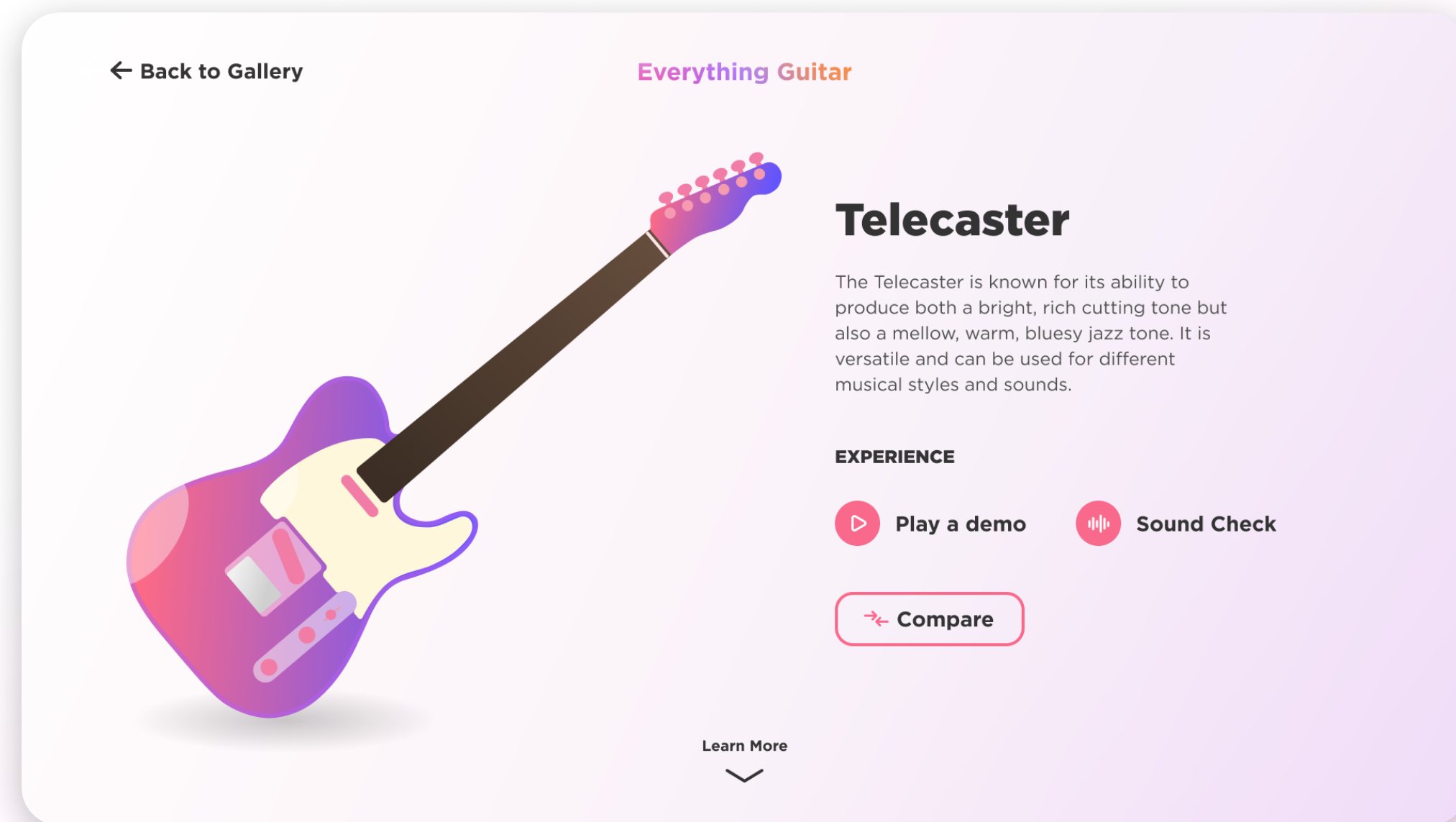


Electric Guitars



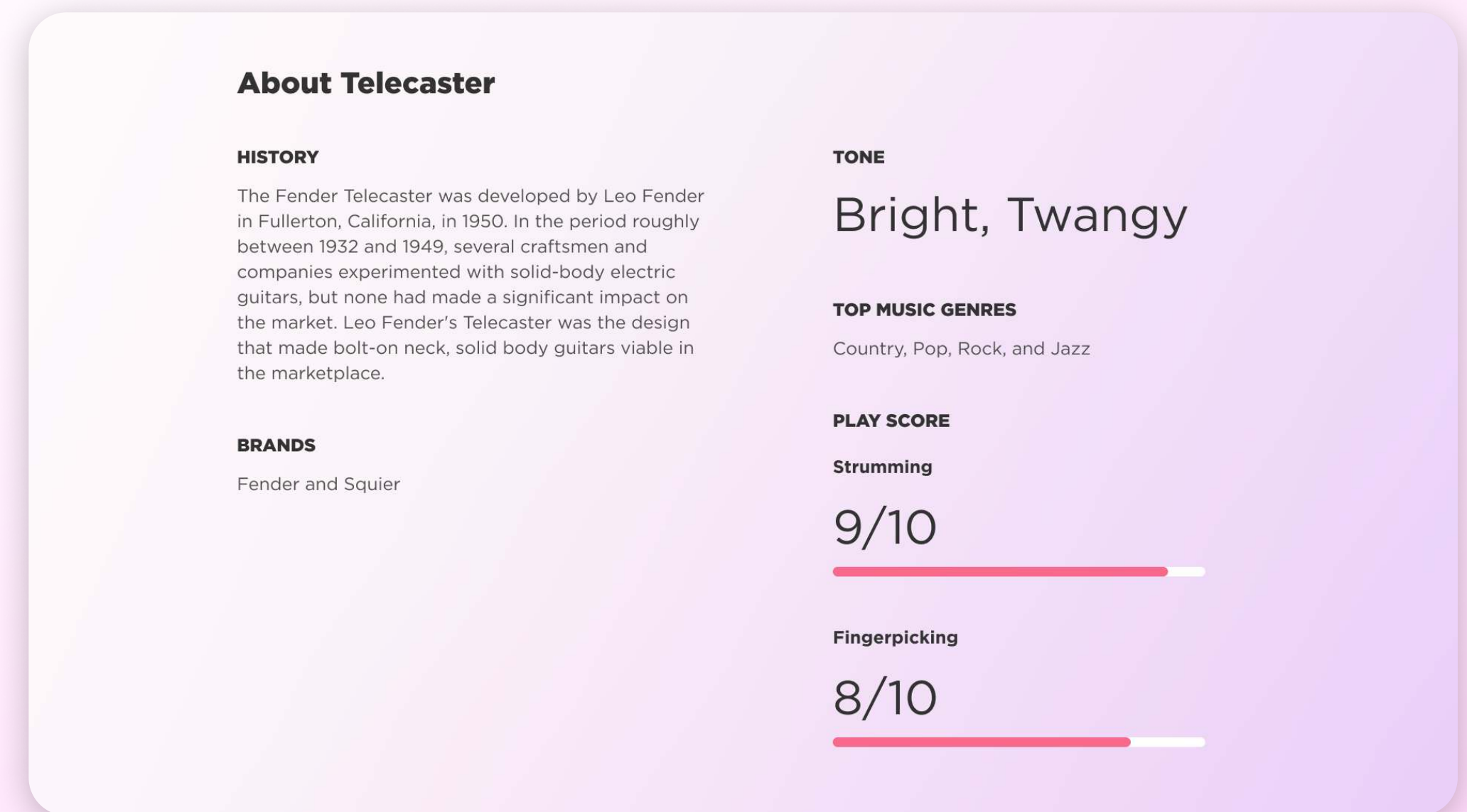
# Guitar Insight

With simplified descriptions, users are able to understand and have a good first impression of the guitars. This breaks down the information and makes it more **digestible** for new users.



Guitar View

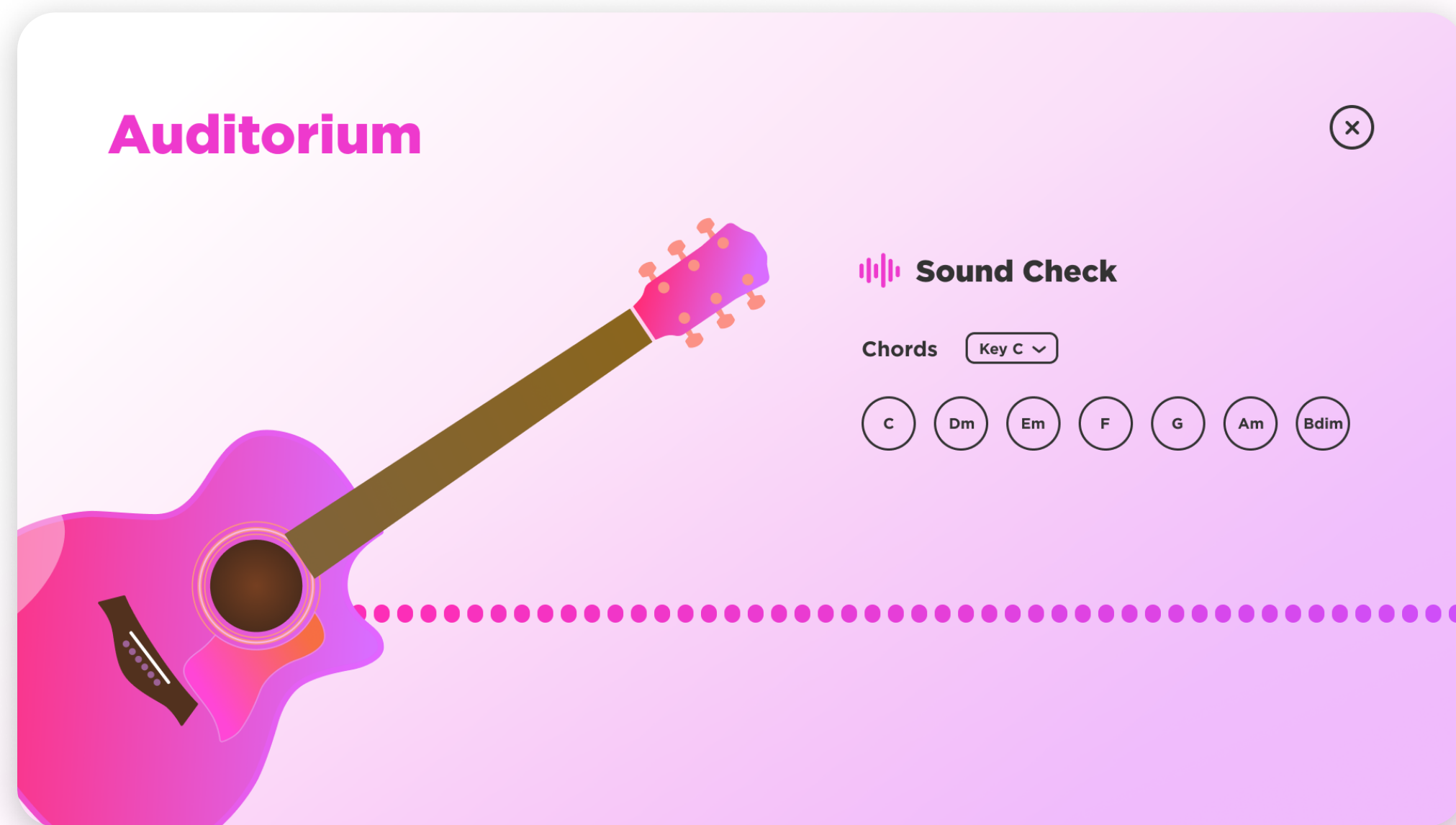
→  
Scroll



Descriptions

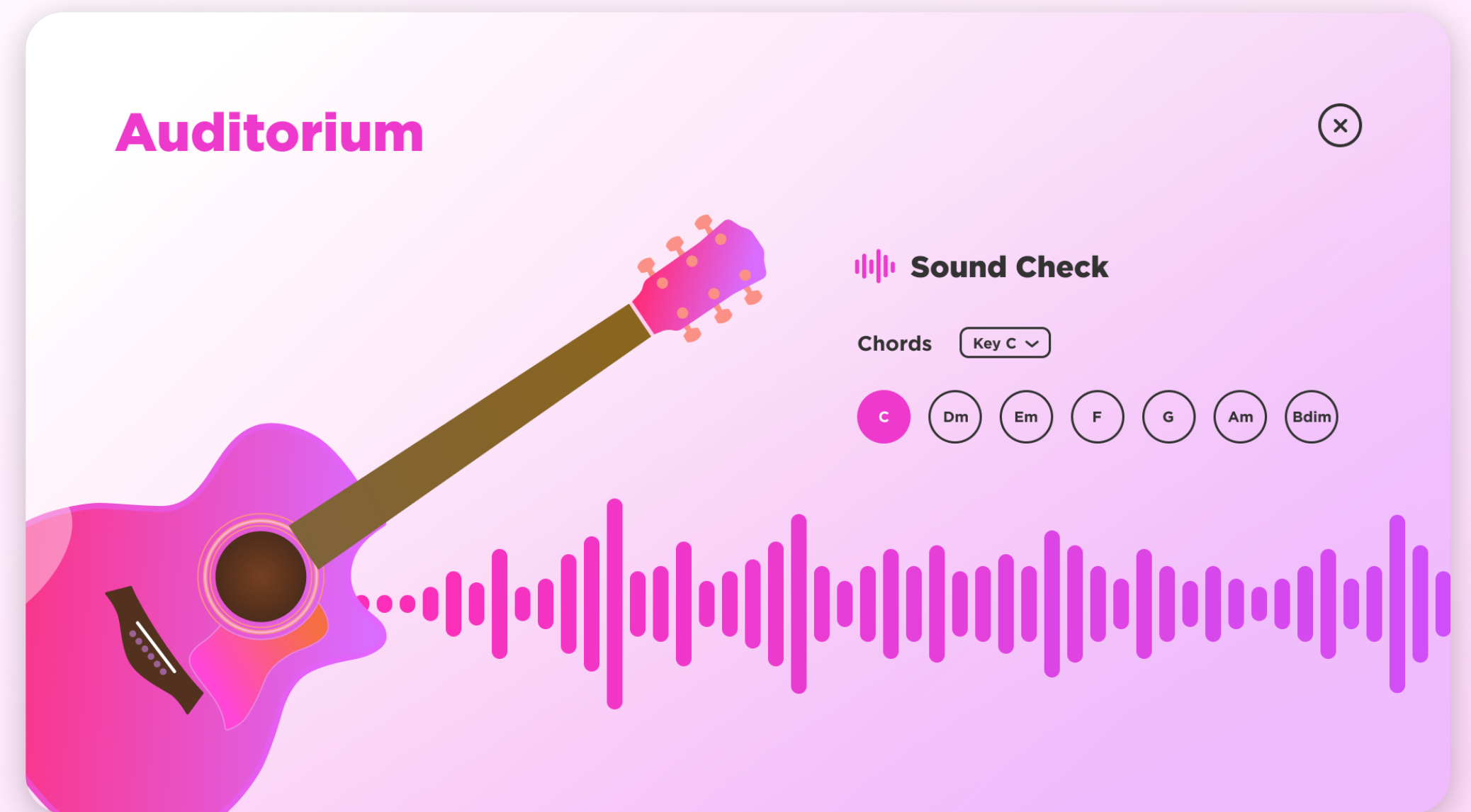
# Sound Check

Beyond the guitar insights, users can **listen** to the guitars play and experience the instrument's unique qualities with their own ears, making the experience much more **immersive**.



Sound Check

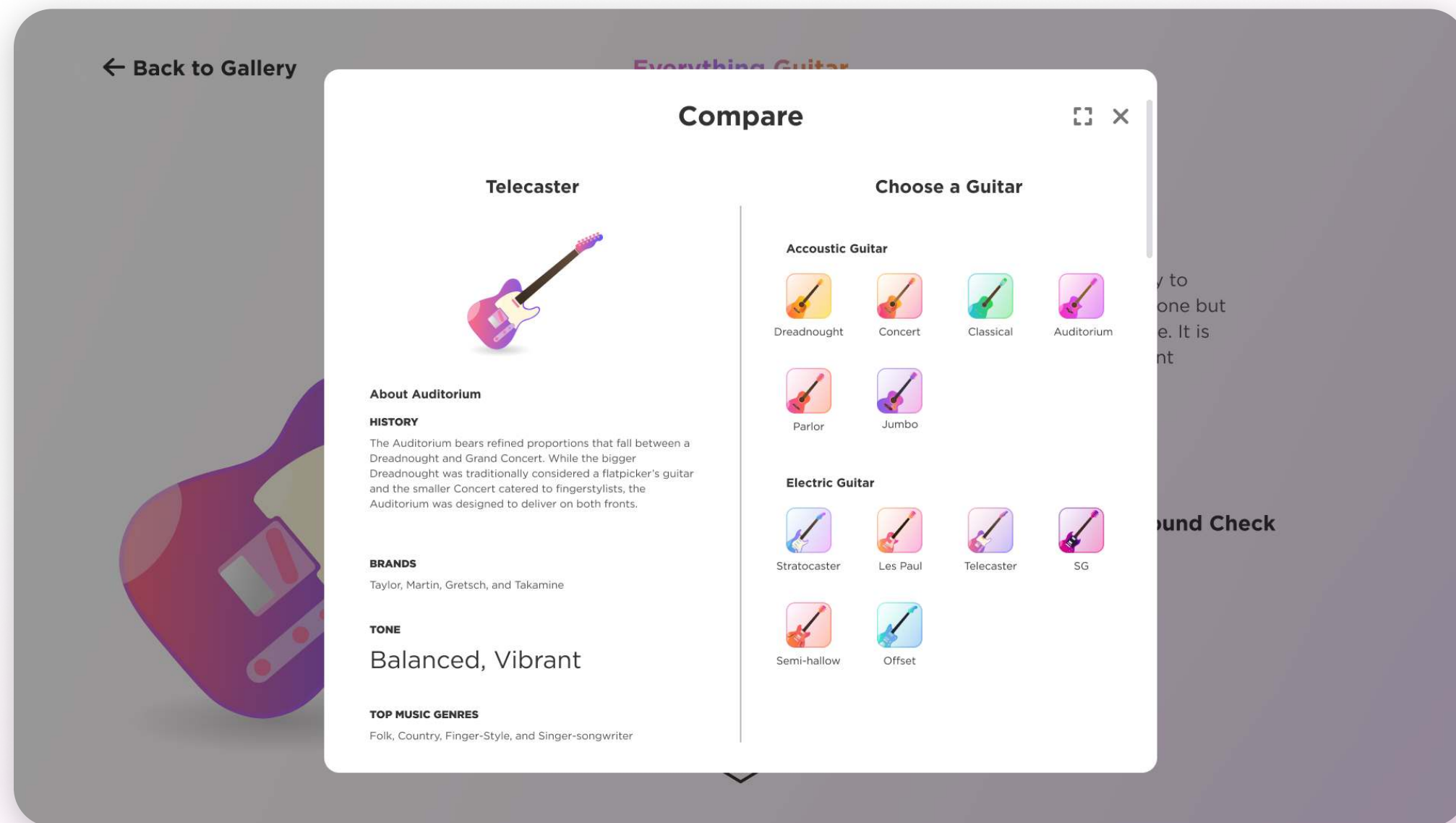
→  
Select a Chord



Playing Sound

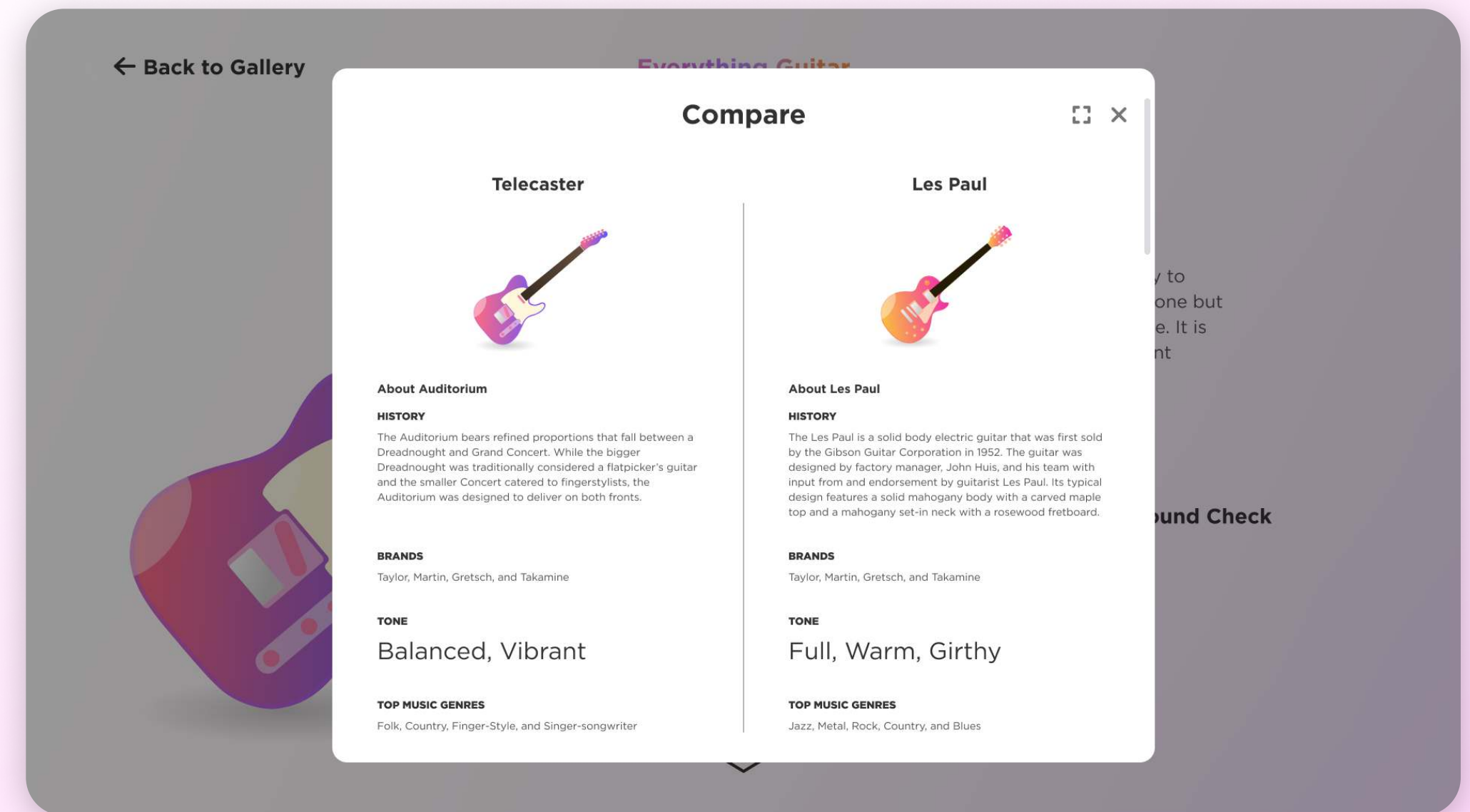
# Compare

To help users understand the differences between guitars, the compare feature allows users to see guitars **side by side**, making the differences obvious.



Select a Guitar

→  
Select a Guitar



Compare



# Reflection

## Onboarding!

To make the experience more **appealing** to newer musicians, an onboarding flow for first time users can be **informative** for the site to familiarize them.

## Mobile Friendly

Giving the site a **seamless** and intuitive mobile version will give users the **flexibility** to access information and the features anytime they want.

**Thank you**