



PULSE

CREATED BY : Teena Thomas

IDENTITY DESIGN

BRAND IDENTITY
PULSE
WE HOST. YOU SYNC

IDENTITY DESIGN

COLORS USED:



Gradient



#00BCD5



#574E9D



#FFFFFF



#000000

Font Used:

Dosis Medium

LOGO DESIGN



PULSE

PULSE

UX PROPOSAL

Pulse is a music library that allows you to synthesize music according to your whims. Featuring a versatile collection of music from all over the world, this platform lets you experiment with music.

All you need to get started is to sign up - that too for free! We have pro features that needs a paid subscription, though.

Our aim is to make music streaming interactive. Collab with us, and have fun!

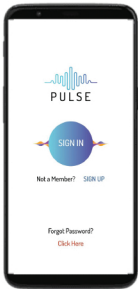
THE USP OF PULSE :

It is possible for anyone and everyone to take stills and reels using mobile devices these days. We need content creators here at Pulse. That too, anyone with an ear for music!

Free users will be limited to playlist creation and online music streaming (With Ads). Prime members will have the liberty of modification of music hosted within the platform, as well as uploading music clips and synthesizing them.

Prime membership comes with a console that facilitates pitch adjustment, mixing, speed modification and synthesizers that aids in creation of genres like Lo fi, Jazz, Rock and Electronic.

This facilitates better engagement and more screen time for Prime members. It also gives one more reason for consumers to take a Prime Membership.



POINTS TO NOTE :

- The platform should essentially stick to pleasant music. Music that has adverse effect on mental health should strictly be put down.
- There has to be a storage space constraint for each user. Expansion of storage comes with Unlimited membership.
- Interactivity will be facilitated through likes, shares, comments and subscriptions.
- Downloading to local devices is not recommended due to copyright concerns.

THANK YOU!