

Proposal
For the Institute of Information Distribution
Version 5
May 12, 2015



The Treasury of Tunes:
Information Distribution for
Musical Samples, Remixes, Covers, and Lyrics

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REVISION HISTORY

Revision	Description	Editor	Date
1.0	Original Document	JAK	8-Feb-2015
1.1	Revised Project Overview and Approach	JAK	15-Feb-2015
2.0	Deliverables: User Groups, Requirements, & Interviews	JAK	22-Feb-2015
2.1	Deliverables: Personas and Scenarios	JAK	4-Mar-2015
2.2	Deliverables: Content Inventory	JAK	8-Mar-2015
3.0	Deliverables: Task flow, wire frames, & site map	JAK	21-Apr-2015
4.0	Deliverables: User Testing	JAK	3-May-2015
5.0	Pre-final Proposal Revision	JAK	5-May-2015
6.0	Final Proposal	JAK	12-May-2015

PROJECT OVERVIEW

The goal of this project is to meet the needs of a diverse audience (as defined below) by building an information-rich user experience titled “the Treasury of Tunes”. This site will cross-reference musical “borrowing” – sampling, remixing, and covers of songs by different artists in a number of genres and formats. The Treasury will include song titles, lyrics, albums by original and borrowing artists, sound clips or entire videos/sound files, and further information about the songs and artists.

There are several demographic groups that may use this informational site. The majority of users will be listeners and music fans, who are either interested in music history or are searching for songs they want to know more about. This website will allow the user to search either for the remixed/sampled version of the song or the original version, a lyric, a television show, movie, or commercial where the song was used as a soundtrack. It can be difficult to identify music, especially when it is heard in passing, but the sophisticated search function and information architecture of Treasury will allow users the ability to find a song they heard or liked in order to download and purchase the song more quickly and easily than a basic web search would.

Another group that will benefit from this site consists of recording artists and other people who work in the music industry, attempting to determine if a song they (or their client) would like to sample or remix has already been used by another artist. This could be especially helpful for hip hop and electronic (EDM) artists who frequently make use of existing tracks to create remixes or use samples to create new songs, and for contemporary rock artists who often cover classic rock songs. The Treasury of Tunes will provide an easy to use, easy to search database for recording artists and producers that will save them time in both recording and legal processes.

This proposal will detail how the Treasury of Tunes will provide an all-inclusive information source for the target demographics better than similar, existing sites by employing innovative design and information architecture. An inventive presentation and interactive site elements will provide a better user experience and a better source of information than on existing sites. By including the ability to search not just by song or artist but also by lyrics, commercial brand names, television shows, and movies, the Treasury will allow users a more refined search function with greater results.

I will determine this project’s success by tracking web hits and queries, and by encouraging users to sign in to use all of the site’s features. Tracking the number of visitors and members, as well as repeated sign-ins and comments, will provide me with a clear view of how often users use the site and appreciate its’ design and function. I will review common search queries and information requests, and add and edit pages to include any missing information to continue to expand the site to meet the users’ needs.

PROJECT APPROACH

This project will follow a modified combination of waterfall and agile approaches, meaning that each stage of the project (in order: definition, design, development, and deployment) will begin independently and then overlap with the subsequent stage. When necessary (after beta testing and user responses), I will repeat stages to ensure the best outcome.

DEFINITION

At the beginning of the project, I will complete a definition phase during which I research the types of users that the conceptual site might have and the types of information they might require. By creating a definition of users and site needs, I will have a better basis for designing and developing the site.

DESIGN

Once the site is defined, I will begin the design phase, during which I will spend time creating the aesthetic of the site, carefully choosing visual and navigational elements that will be attractive to users while also providing an intuitive layout for using the site. Special attention will be given to navigation and search functions of the site to ensure that it best meets user needs.

DEVELOPMENT

After this groundwork has been roughly completed, I will begin the development phase by adding and linking information within the site. After adding a substantial amount of information, I will perform user testing that will allow me to understand how users interact with the prototype of the site. With the information I gather from the users, I will perform redesign and additional development phases in order to incorporate user suggestions.

BETA TESTING

Because the development and success of the Treasury is so heavily dependent upon the user experience, but there are two distinct demographic groups, it will require three beta tests, which will be conducted during the final month of this project. The goal of all beta tests is to ensure that the site is meeting the needs of all users.

The first beta test will be conducted with other information architects and designers with explicit concern for the user experience. In order for the content and delivery to be successful, the site design and information architecture must create an ideal user experience. Therefore, input from other architects that could improve navigation and functionality of the site is as important as testing content and aesthetics.

The second test will be targeted towards casual users, as they will likely make up the majority of people who use the site. Finally, users from the music industry will be invited to the third beta test. Both of these user tests will be qualitative and focused on improving all aspects of the user experience.

REDEVELOPMENT AND REDESIGN

After the each set of user input is received from each beta test, a shorter, additional design and development phase will be required to make suggested changes from the beta users.

During each beta test, the site will automatically be collecting more data about music and the usability of the site, which will allow the content to increase exponentially before the full release

and for the navigation to be as efficient as possible. This additional information will further ensure that the needs of all users are being met.

DEPLOYMENT

Upon successful completion of the above-listed steps, the site will be enabled and taken live.

After project completion, contributions will be made to the data bank as necessary. Routine maintenance and future updates will be performed to ensure that the site is performing to continue to meet the needs of the audience.

SCOPE OF WORK

The open request for proposals provided by the Institute of Information Distribution was looking for “web systems breaking new ground in the areas of information and knowledge.” As the information architect, I will ensure that the structure and framework of the website I build in response to this request allows optimal function for users, providing a plethora of information and knowledge.

The duration of this project is approximately three months. The first month will be spent designing the site, and the second month will be spent developing the site using WordPress and curating content. The third month will be dedicated to the beta testing phase and further design and development as needed.

The phases listed under “project approach” will be completed within a three month time frame as outlined above. Approximate time frames for all phases of this project are listed below.

Task	Completion Date
Definition Phase	February 28, 2015
Design Phase	February 28, 2015
Development Phase	March 31, 2015
Beta Test I & II	April 30, 2015
Design Phase II	May 9, 2015
Development Phase II	May 11, 2015
Final Release (Deployment)	May 12, 2015

DELIVERABLES

I will provide a number of deliverables throughout the course of the project to present conceptual and user testing information. In the definition phase, I will provide a description of users, user groups, and their roles as users of the site. I will conduct potential-user interviews to gain further insight as to what is needed, and I will list the results of those interviews as a deliverable.

Once I begin the design and development phases, I will provide a content inventory, site map, task flow, and wireframes to provide a clear representation of what the site is used for, how users interact with it, and what types of information can be found on the site. The final deliverable will be the findings of user testing with the prototype site.

USER GROUPS AND ROLES

There are two broad demographic groups that will likely be interested in using a site like the Treasury of Tunes – business users and casual users. Business users, consisting of artists and other music industry individuals, will use the site for professional reasons. Casual users, consisting of music fans and listeners, will use the site for primarily entertainment purposes.

The following table lists the different types of users and user groups in greater detail.

User Groups		
Broad Demographic	Role	Goals/Definitions
Business Users ("Professionals")	Recording Artists	To find unique songs to "borrow", to ensure that the same songs have not been "borrowed" by similar artists
	Producers/Executives	To assist recording artists in above tasks
	Lawyers/Legal	To obtain information about acquiring legal permission for song use; to ensure that the work of the artist they represent is not being used without permission
Casual Users ("Nonprofessionals")	Listeners	Users who hear a song elsewhere and want to find more information about it
	Dedicated fans	Users who are interested in joining the site community and contributing to the database; users who desire deep knowledge
	Grazers	Users who find the site by accident but are able to find information of interest

The most desirable user role is the “dedicated fan” because users in this category will contribute the most to the site. They will post the most recommendations and participate most heavily in the community. This site will only be successful if the “dedicated fan” group finds and enjoys it.

Basic demographics, such as age, gender, education or income level, region, or family type, will vary greatly between user groups. Based on demographics on a similar site (whosampled.com,) most users will be maleⁱ. Users in the professional category will likely be age 25-50 and highly educated, while users in the nonprofessional category will likely be age 13-45 and have at least a high school diploma. Information gathered during beta testing and user sign-ups will provide a clearer

indication of these categories, and this information will be used to make design changes to tailor to the majority of users.

The assumption is that most users of this site will be relatively tech savvy and experience little confusion with site use. For example, electronic artists use sophisticated computer programs to create their music, so navigating a website should be second nature to them. Likewise, casual users who seek out a specific community online likely already have experience with other social media or music sites. However, it is possible that users will not be tech savvy. By conducting beta tests for different user types, I will collect more accurate information; this data will also be incorporated into the site's overall design to cater directly to the technical ability of the expected audience.

USER INTERVIEWS

I interviewed two potential users to gather information about what should be considered a requirement of the site in the design phase. The information gathered from these interviews will be used to determine the needs and requirements of the users, which I will use as a reference throughout the design and development phases of this project.

INTERVIEW QUESTIONS

1. When searching for information about music (songs, artists, samples, remixes, etc.) what sites, apps, or programs do you use?
2. What type of information, specifically, do you look for?
3. Do you typically find the information you need/want? If not, what tools or features would help you find this information?
4. If you do find the information, is it easy to find, or does it take a lot of time?
5. (After being given a brief description of the site) How would you use the Treasury?
6. What would be the best way to structure the information on this site?

FINDINGS/REQUIREMENTS

Based on the interview I conducted with a potential "dedicated fan"-type user, I found that the following information is critical: album name (to make finding the album on iTunes or similar download sites much easier,) videos (for visual interest,) and "a lot of links", or the ability to discover artists and songs through connected information. The user compared this function with Wikipedia. This user also noted that other, similar sites do not allow the user to search by lyric, which he found "annoying," so this feature should also be considered a requirement.

I also interviewed a "grazer"-type user. With this interview, I found that the site must be easy to navigate (clearly-labeled tabs or navigation bar); the search feature must be prominent and clearly labeled as to what can be searched. The site's mission and purpose must be clearly indicated on the front page, perhaps even in the tagline or header. This user was adamant about keeping the expanded search (by television show or commercial brand, specifically,) in the design plans.

Both of these potential users were male, located in New Jersey, and in their early 30s. The “dedicated fan” is unmarried and has a Master’s degree. The “grazer” is married and has a high school education.

PERSONAS AND SCENARIOS

The following graphics are personas that represent some common types of users of the Treasury. These fictional users show why specific functions of the site are necessary and helpful. Each persona is accompanied by a fictional scenario which helps to bring the concept to life. While these personas and scenarios are not real, they will provide a realistic reference point when considering design elements, navigational choices, and content inclusion.

Alex

music aficionado



Male

Age 31

Boston, MA

Software Sales

Demographics

educational level: Bachelor's in history

salary range: \$45,000/year

online: extremely active on facebook, tumblr, twitter, & flickr. also uses pandora, itunes, & youtube heavily.

offline: concerts, video games, dating

technical level: experienced tech user

mobile usage: iphone and ipad junkie

BIO

Alex grew up in the suburbs outside of Boston. He works for a small but growing software company as a salesman. He frequently travels for product demonstrations and flies to different areas of the country almost weekly. He is not married. He enjoys cooking and comic books.

Alex discovered the Treasury of Tunes while searching for the lyrics of "Hypnotise" by the Notorious BIG online. After wasting time searching on other lyrics sites that were laden with advertisements and incorrect information, it was refreshing for him to find a "one stop shop" for all of the information about the songs and artists he loves.

Time Spent Online



Since his day job doesn't provide him a lot of opportunities to have meaningful conversations or develop friendships, social media gives Alex the chance to share his interests with others while building relationships. A social media site that revolves around his favorite interest, music, is perfect for him.

It also plays on his love for history; Alex believes that the music of an era is as telling as a history book and can help recall the past on a deep psychological and emotional level.

Alex will spend time using the Treasury of Tunes several times per week, especially when he is travelling for work, and will spend several hours on the site with each visit.

Scenario

Alex settles in for another lonely night at another strange hotel. Tonight, he's in Minneapolis, as he's speaking at a software conference tomorrow afternoon. He opens his laptop, immediately turns on Pandora, and decides that he's in the mood for 80s pop. The song "Don't Look Any Further" by David Porter comes on as he's skimming his facebook, and he realizes that the beat sounds familiar. Where could he have heard this before? He doesn't remember ever hearing it.

A while later, he can't get the tune out of his head. He opens up the Treasury of Tunes and logs in to his profile. He doesn't remember the name of the song, but a few of the lyrics are still fresh in his mind, so he searches for them -- 2 entries come up. The first is the original song, but the second is (of course!) "Hit 'Em Up" by Tupac! That's why he knew that beat! He clicks on the video to be sure, and then he comments on the page to share his excitement.

Then, Alex checks out the community page. Several of his online friends are in the chat room, and they discuss their favorite samples until late in the evening. "Finally," he thinks, "I have someone to talk to when I travel. I can't believe there are other people out there who know so much about both The Beatles and the Beatnuts!"

Imani

Female

Age 24

New York

R&B Singer

educational level: High School
salary range: \$45,000,000/year
online: extremely active blogger on
imani.com, also uses facebook &
youtube
offline: performances, reading, caring for
her 3 year old daughter with
husband Waka Paka Creezy
technical level: experienced tech user
mobile usage: iphone and Kindle junkie

Imani Franklin was born and raised in Brooklyn Heights. She started siniging in the choir at First Baptist Church as a child, won American Idol at age 16, & has been recording for Starlight Records ever since. She has won 3 Grammys, & all 6 of her albums have gone platinum. She married rapper Waka Paka Creezy in a private ceremony 4 years ago in the Virgin Islands after they recorded the smash hit *Domino*.

Imani discovered the Treasury of Tunes while surfing the web in her downtime between tours. She enjoyed learning about the different ways that artists have used one anothers' work. She realized that she could also incorporate this information into her own songs, and spends a lot of time listening to old school tracks for inspiration and possible sampling. She has an account on the site, but uses an alias to remain anonymous.

Scenario

The pressure is on from her record label to put out a new album, but Imani has the worst writer's block she's ever experienced. To try to relax, she turns her radio to the local oldies station. It's, apparently, disco weekend. She groans, but leaves the station on in the background as she plays a little bit with Keira, her daughter. After a couple songs, she hears a beat in the background that sounds funky, and she starts dancing to it.

A while later, she gets back to business. She starts singing the track from the radio again, and realizes, "wow, I could totally use that funky groove as a sample for an upbeat track!" She knew it was Parliament who sang the song, so she logs into the Treasury to look it up. It's *the Mothership Connection*. Dr. Dre sampled this song on *the Chronic*, but that's pretty old school, too. It's a double throwback!

Imani calls her producer and asks him to meet her in the studio in an hour. "And, can you get the rights to *Mothership Connection* by Parliament? I have the best idea!" she says, feeling renewed and ready to record her best album yet.



Time Spent Online

Rakim



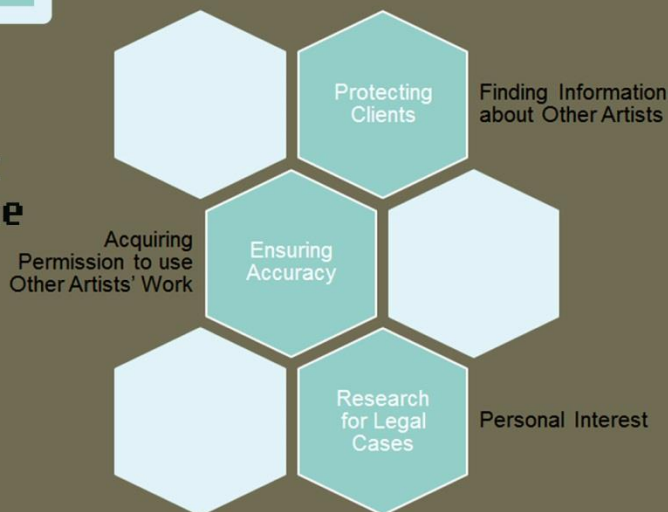
Male Age 34 Los Angeles Entertainment Lawyer

Education level: Juris Doctor
Salary range: \$130,000/year
Online: work-related research, professional development, rare personal use
Offline: golf, travel, client concerts, exercise
Technical level: some experience in basic software
Mobile usage: still uses Blackberry from college

Rakim Wallace graduated at the top of his class from Harvard Law in 2009 and is now a partner at Sondhiem, Wallace, & Mendelson, LLC. He represents the biggest names in hip hop, R&B, and pop music. He is originally from Providence, RI.

Rakim discovered the treasury of tunes at the suggestion of a colleague who also uses the site for legal research. When clients in the entertainment industry intend to sample, remix, or cover the work of another artist, lawyers like Rakim can use the Treasury to start their research.

Time Spent Online



Scenario

Rakim's most successful client is the famous Jay-X. Jay's producer, James, calls Rakim at 11 pm on a Saturday. James explains that Jay finished recording a new track earlier that day that samples "Blue Suede Shoes" by Elvis. An intern at the recording studio sent the track to the city's most popular radio station in error, and it's blowing up! They need the rights to this song, and fast!

Rakim goes immediately to the Treasury of Tunes to do some preliminary research. He writes down the album name, writer's names, and the year of release. With that information, he can find the publisher's name and label, where he'll need to request licenses for use. He uses the release year to determine if the song is old enough to qualify for public domain (but, it doesn't.)

He gives a call to a good friend over at the record label, explains what happened, drafts a quick contract, and obtains licensing within a few days. Thank goodness he was able to get all of that information so quickly, or Jay-X would've gotten some really bad publicity.

CONTENT INVENTORY

The attached content inventory shows the depths of the content of the Treasury. This spreadsheet provides a textual map of the content by type and category, where all content can be found on the site, and how the content is linked together. This document can be used as a workflow during the design and development phases to help understand the connection between different types of information and how to link them for optimal use. The inventory notes which user type each page is intended for and how it is used by the user.

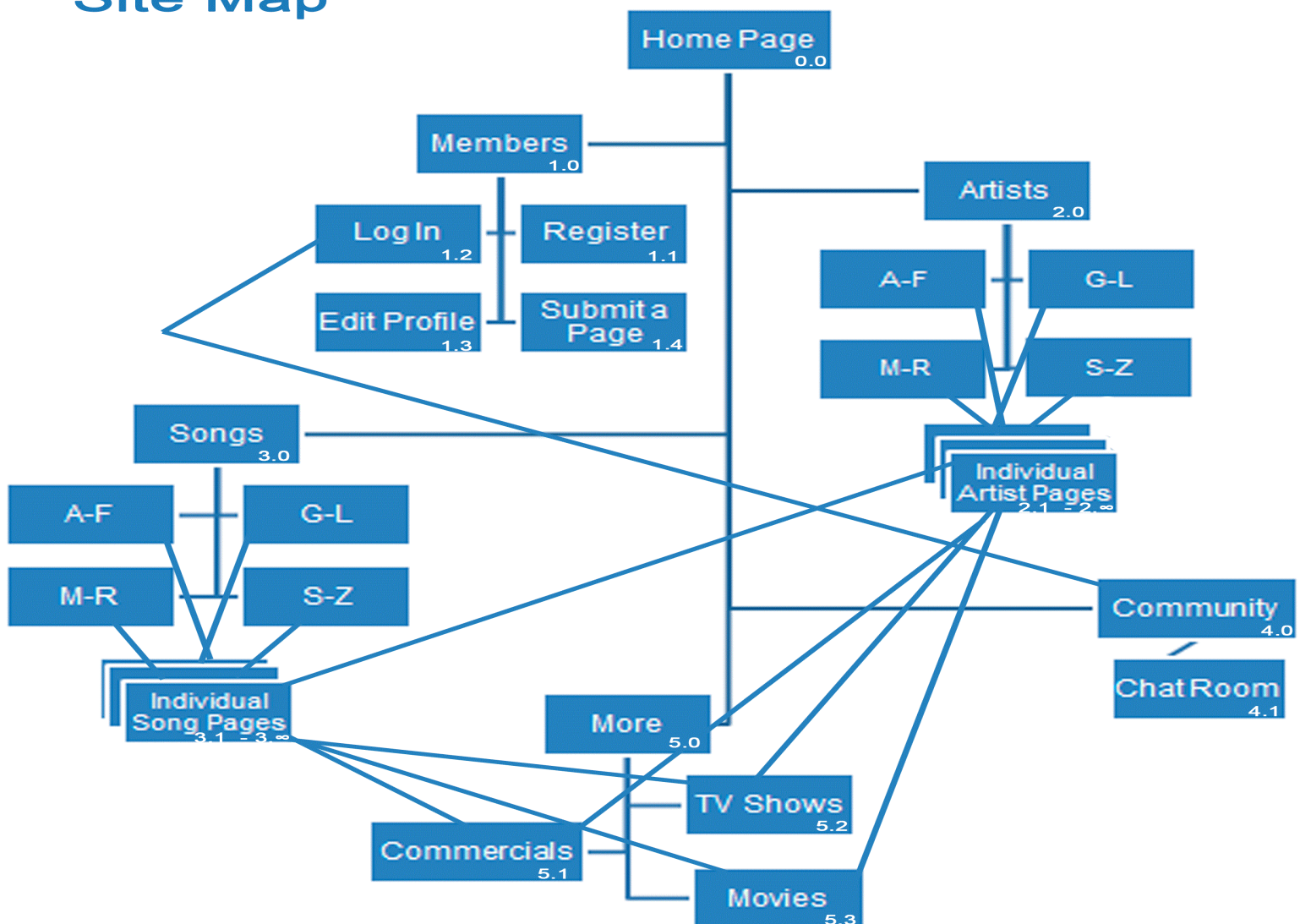
CONTENT NAVIGATION AND MAPPING

Throughout the design and development phases of this project, I have created a number of documents that detail the organization and navigation of the site.

SITE MAP

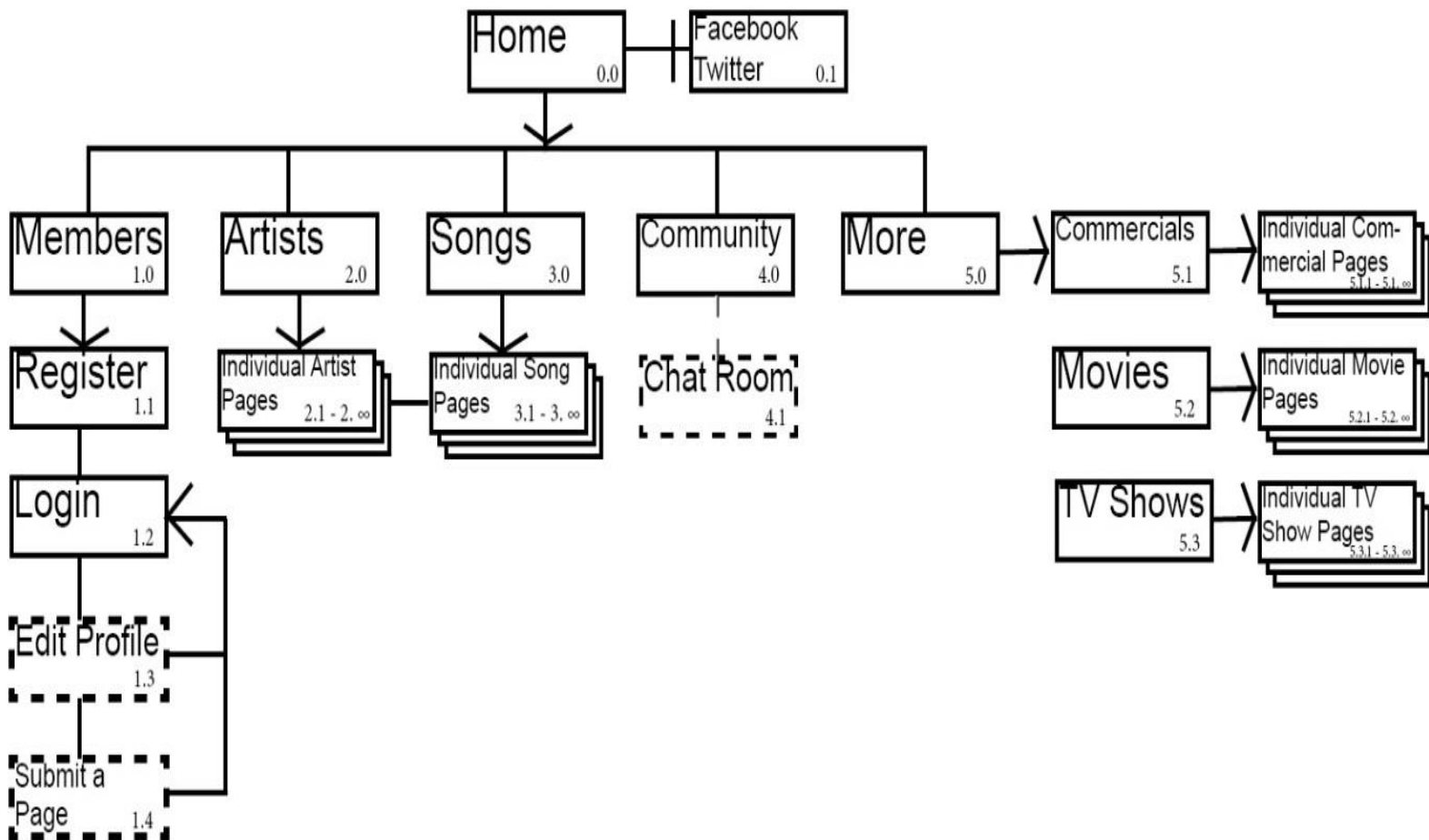
The site map below shows relation between categories using the labelling system that will be used as navigation on the site. Each line shows a linked connection between pages, including pages that link back and forth to each other.

Site Map



TASK FLOW

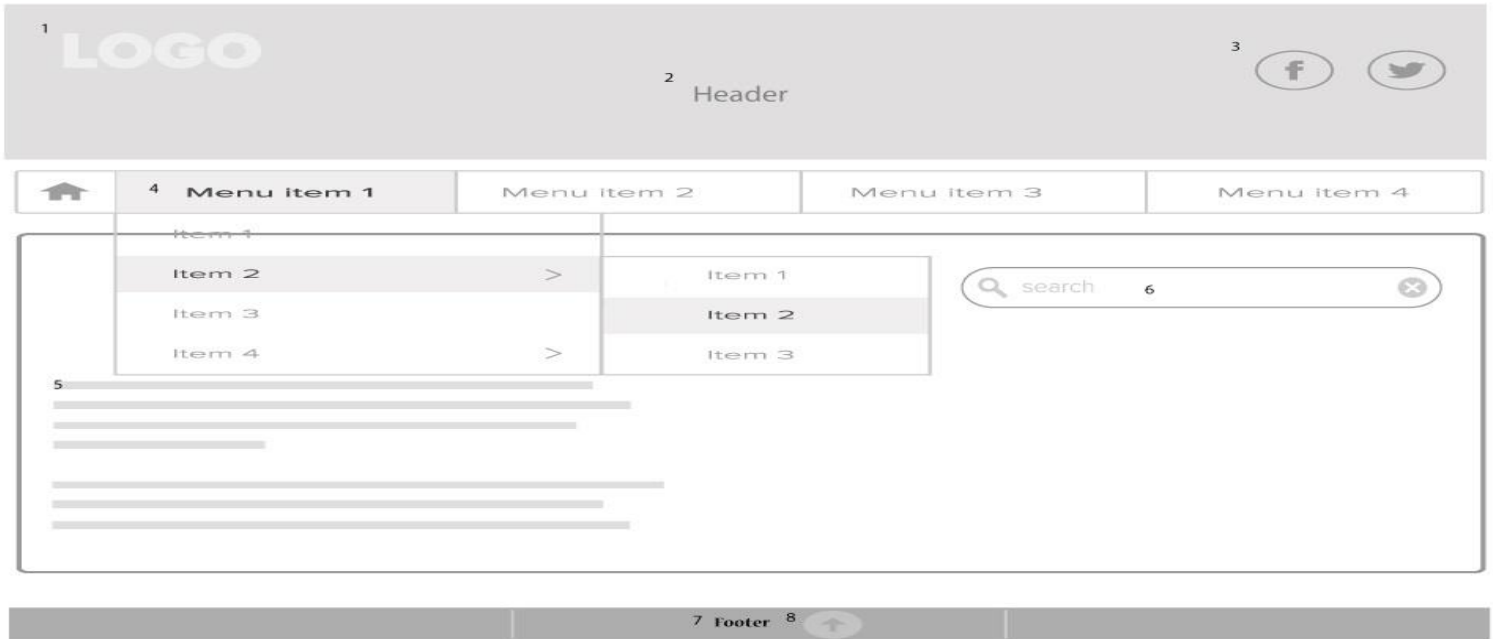
The task flow provides further insight into the navigation system used for the Treasury by showing the hierarchy and flow of information on the site.



ANNOTATED WIREFRAMES

In addition navigation and flow, it is important to understand the site from the perspective of information architecture. The annotated wireframes on the following pages demonstrate where elements of navigation will be located on each type of page on the site.

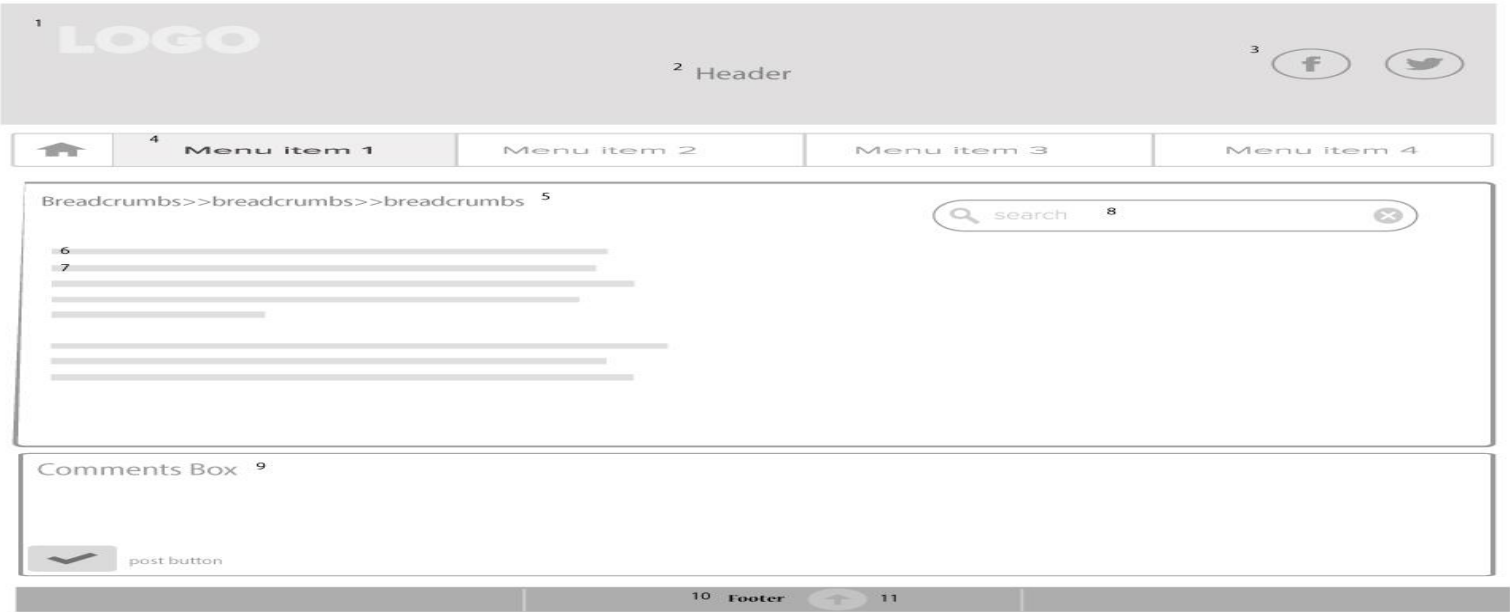
The wireframes also speak to the aesthetics of the site – the use of white space is critical to the ease of use and relaxed feeling of the site overall. It should also be clear that the pages are all similarly designed to avoid any confusion and allow the user to understand the navigation system quickly.



Home Page (Page 0.0) Annotations:

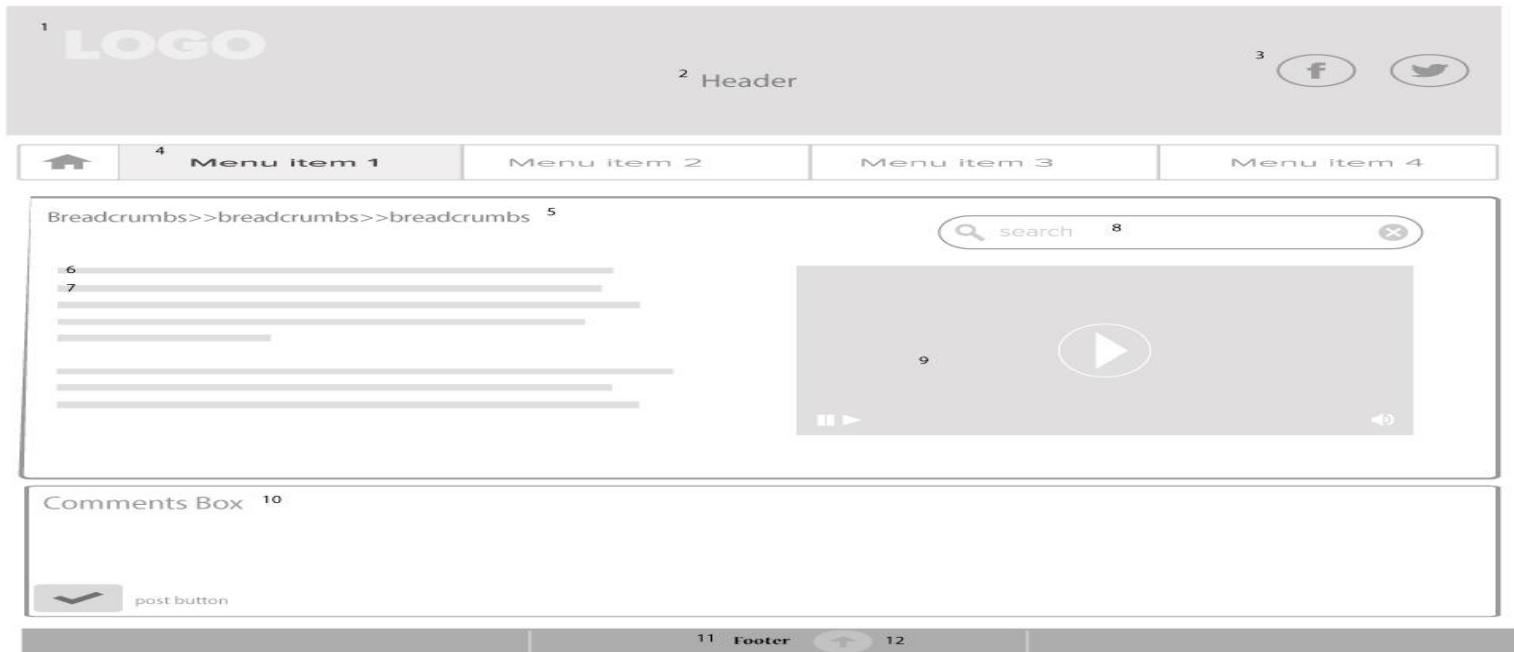
- 1, 2, 7. Logo, header, and footer all link back to home page.
- 3. Facebook and Twitter logos navigate away from the site in a new window.
- 4. Global bar color indicates which section has been selected by underlining the menu item in red.
- 5. Home page body texts links to the registration page to encourage sign ups.
- 6. Search function can search any word on the entire site.
- 8. Arrow button navigates back to top of page.

Artist Pages



Artist Page (Pages 2.1 – 2. ∞) Annotations:

- 1, 2, 3, 4, 8, 10, 11. These navigational links function the same as described for the home page and are constant throughout the site.
- 5. Breadcrumbs show the previous page to let the user know where they are on the site and how they got there.
- 6. Body text links to the available songs by this artist.
- 7. Text also links to related artists when available.
- 9. Comments box requires login. Users can post on any artist or song page to suggest changes or additions.

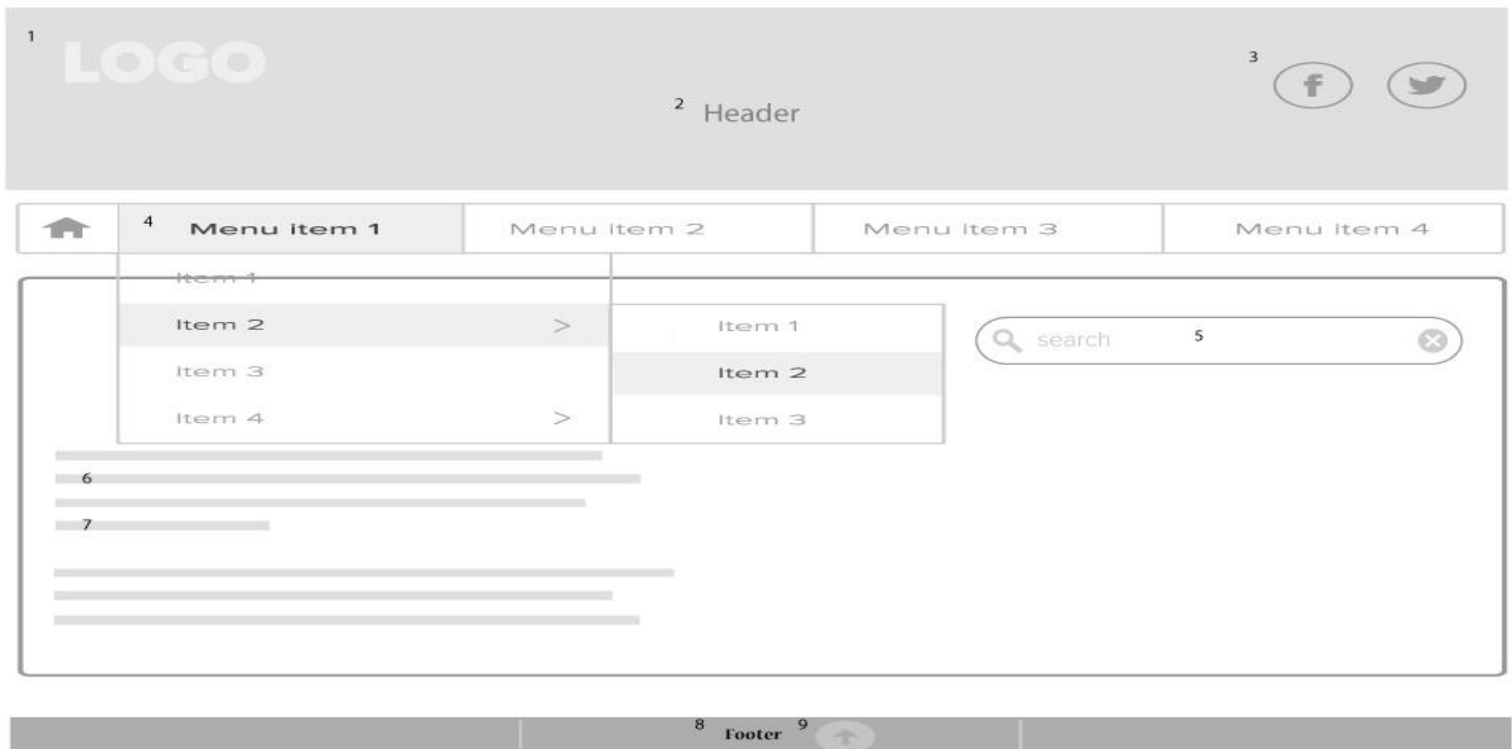
**Song Page (Pages 3.1 – 3. ∞) Annotations:**

1, 2, 3, 4, 5, 8, 10, 11, 12. These elements function the same as on artist pages.

6. Body text links to the artist of the song.

7. Text links to related songs (samples, covers, etc.) or movies, commercials, or shows that feature the song.

9. Youtube videos link to their site; clicking the video opens in a new tab, clicking the triangle starts the video.

Member Page**Member Page (Page 1.0) Annotations:**

1, 2, 3, 4, 5, 8, 9. These elements function the same as on previous pages.

6. Body text includes links to register or log in.

7. Text also includes links to add or edit pages.

USER RESEARCH PLAN AND TESTING

In order to understand the issues that users encounter, what frustrates them about the site, and any problems that I may need to fix, I conducted user research by showing the prototype site to different users. I asked specific questions regarding aspects of the site that I might like to change or think that users could potentially have issues with, and used the information gathered from these tests to make changes to the prototype site.

FIRST TEST: INFORMATION ARCHITECTS

The first test was a survey distributed to a group of classmates in a graduate-level class on information architecture and user experience. At this first stage of testing, I asked usability questions to the information architects, who were able to provide insight on navigation and design styles that could improve user experience. I asked the following questions:

1. From the main page, is it obvious what this site is for and how to use it?
2. Please try sign up for the site and use the "members only" areas -- are these areas easy to use and is their purpose apparent? In other words, do you see a benefit to having an account on this site?
3. Because of the theme/formatting I used, the search box gets moved down to the bottom of the page on song pages because of the video in the second column. Is it hard to find the search box on song pages? If so, does this make the site hard to use?
4. Do you like the drop down navigation? I worry that as I add more entries, the drop downs might become difficult to use. What do you think?

I will also ask follow up questions with these professionals as necessary and implement suggestions before testing the site with users.

SECOND AND THIRD TESTS: "TYPICAL" USERS

For in-person usability tests, I sat next to the subjects while they viewed the site, and encouraged them to explore the site naturally while taking note of their clicks, pauses, and questions. I did not guide their actions unless they get stuck and a prompt was required, which allowed me to gain a clear understanding of how users understand the navigation and purpose of the site. The questions and methods I used are detailed below.

Because the types of users for the Treasury vary greatly, it is important to conduct qualitative usability tests with users that represented multiple types. I selected acquaintances as test subjects with various backgrounds that fit the user profiles that I created and conducted in-person user tests. I asked each user to rate their own level of "tech savviness" on a scale of 1 (does not use computers) to 10 (could hack the Pentagon).

User Research Subjects				
Gender	Age	Tech level	Description	Category
Male	41	8-9	Guitarist and songwriter	Recording Artist
Female	40	7	Music lover – spends many hours listening to	Dedicated

			music	Fan
Male	35	6.5	Downloads music, enjoys concerts	Listener
Female	63	3	Likes music, no downloads/concerts	Grazer

Users from the music industry and users that will frequent the site are integral to its success, so inclusion of a representative of each of these groups is necessary during the testing process. It was also important to find a subject that does not fit the target demographic at all – in this case, a female who is not tech savvy, likes music but is not interested in searching for music information or downloading, and is much older than the average user. Because a “grazer” might have some or all of these qualities, I used this subject to check usability at a base level; if this person can navigate this website, then I can assume that it is user friendly enough to make a final release.

QUALITATIVE USER RESEARCH QUESTIONS

General Usability and Demographics Questions	
Question 1	Before you click anywhere, take a minute to look at the front page, and tell me what you think this site is for.
Question 2	What type of person do you think uses this type of site?
Question 3	How frequently do you think someone would use this site?
Question 4	What is the benefit of having a profile?
Scripted Tasks	
Task 1	Suggest a page (must create profile)
Task 2	You hear a song on the radio, and you can't get it out of your head. You don't know the artist or the song title, but it goes, “something something something, I could have cried with both my eyes.” Use the site to find this song.
Task 3	What is the last lyric of the 10th track on the <i>Garden State</i> movie soundtrack?
Task 4	From this (song) page, how do you get back home?
Task 5	Find a song you like. Is there any information on this page that is unnecessary, or is there information that you think is necessary that is missing? After each task, I will ask the following: Did the task take longer than expected, about as long as expected, or less time than expected? Was it easy? If not, why was it difficult? Was it frustrating? If so, why?

FINDINGS AND CHANGES

For the survey that I distributed to other information architects, my questions focused on navigation issues that I was already considering making edits to; the responses from the information architects confirmed my uncertainty regarding these aspects of my site. This test resulted in adding a subtitle on the home page that provides greater description of the site's purpose, changes to what information is for “members only” and what isn't, and alphabetical sectioning of “artist” and “song” navigation.

The search bar that moves on the song pages due to the WordPress theme was not noted as frustrating for any user. When asked, one user noted that it was “confusing at first,” but would not be a hindrance to using the site.

I found that in all cases for the in-person tests, the users clicked on the navigation bar categories (such as “movies” or “songs>A-F”, which did not lead to actual pages. None of the users complained about this or mentioned any frustrating, but the extra clicks were frustrating to watch. In response, I created a custom menu set that does not link the user to any page when these navigation items are clicked to prevent this type of confusion.

One of the prompts I gave the users was to find a song based on some given lyrics. All users were able to complete this task, but one (the “grazer”) wasn’t sure that the correct page had been selected because they did not scroll down past the video to find the lyrics. To make this information more obvious, I added the language “scroll down to see lyrics and more” in bold in the first column of each song page.

I had considered adding a home button to the front page to make returning to the home page easier. I asked all users to navigate back to the home page from a song or artist page. Since they were all easily able to complete this task, by clicking either on the header or the global bar, I did not add the additional button.

NEXT STEPS

Although I was able to implement most of the changes that were needed or suggested already, there are some changes that still need to be made to the site before it is fully functional. For example, two of the users (the “dedicated fan” and the recording artist,) had trouble registering. It seems that there is a disconnect between the plugin for user registration on the Treasury and WordPress that might only be remedied by finding a different plugin.

One of the information architects noted an issue with editing her profile, as well, and said “When I clicked on Edit profile, I was asked to Log In. I looked for the Log In logo in the top right corner, and then I realized I should find the Login under Members. I logged in and then was shown that I was logged in twice. I still was unable to Edit profile after that. I may have done something out of order.” I have thus far been unable to find an answer for this issue, but it may also be solved with a better profile builder plugin.

If this proposal is accepted, I will work to remedy the login and profile issues that are (presumably) being caused by a faulty plugin. Otherwise, the site is up and running, and the beta testing shows that it has great potential – several test subjects mentioned that they would like to continue to use the site.

OWNERSHIP AND RIGHTS

The development and implementation of the website created for this project is considered “work for hire.” The website will be owned completely by the Institute of Information Distribution. Due to the copyrighted content of this information site, legal permission may be required to host it. The acquisition and ownership of these rights will be the responsibility of the Institute of Information Distribution.

ⁱ Demographic information for whosampled.com was found at Alexa.com.