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# The Informationists

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FreeMusicArchive.org



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# **The Informationists:**

**Tania Villacres** on drums

**Camille Thomas** on upright bass

**Hannah Davis** on ukulele

**Kevin Johnson** on keytar

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## Group Members

# Mission & Goals

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- Provide MP3's for certain types of uses that would otherwise be prohibited by copyright laws that were not designed for the digital era.
- Form a basis for use of the Creative Common license and the open source software movement to provide a **“technological and legal framework for curators, artists, and music listeners to harness the potential of music sharing”** (FMA.org).
- Give the artist more control over their music by providing direct compensation, the ability to buy the album from the artist's preferred vendors, and a donation method (called “tipping”) that is linked to the artist's Paypal account.

# Content & Information

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- Music
- Musician and artist biographies
- Blog that highlights releases
- Information about the Creative Commons
- Information about Curatorial Partners

# Important Features

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- Search for music within Creative Commons, BPM, mood, genre
- Create playlists
- Download tracks
- FREE



# Interface Design Rationale

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- Streamlining information and organizing it in a way that banishes clunky text
- Because artists are not celebrities, it is important for users to easily be able to find music they may want to download
- Showcasing curators, artists and free music as a resource

# FMA Current Site

**FMA** PREMUSICARCHIVE.ORG

Sign Up / Log-In

GO

BROWSE:  
BY CURATOR | BY GENRE | PARTICIPATE! | WHAT IS THE FMA? | DONATE

You came this way: [Home](#) > List of FMA Artists

## List of FMA Artists

A

|                           |                      |               |
|---------------------------|----------------------|---------------|
| A Banda de Joseph Tourton | A Camp               | A Demon Sheen |
| A Far Cry                 | A Faulty Chromosome  | A Foggy Realm |
| A Friendly Grey           | A Hawk and a Hacksaw | (a is to b)   |

ABCDEF GHIJK  
LMNOPQRSTU  
VWXYZ#

what is "sacred ritual" versus popular entertainment? it's all mixed up there, as I feel it really should be. my  
shouldn't something entertaining also be "sacred"? and what do we mean by "sacred" anyway? in much of indonesia,  
musicians are performing to entertain the world of spirits just as much as the world of humans. it happens at the  
same time, and nobody sees any contradiction there, so why should it?

READ MORE

Arrington de Dionyo with Jaran Kepang Timbul Aji Jubah - "Mojokoerto" (10:49)  
Arrington de Dionyo and Gombloh - "Arrington and Gombloh Take 2" (07:00)  
Arrington de Dionyo and SENYAWA - "Improvisation 2" (06:49)  
Senyawa - "ANGIN" (01:48)

Via Free Music Archive - Visit Blog | 0 COMMENTS | SHARE

Ain't No Love: Tears of Joy



Kademia on 03/20/2014 at 12:30AM

Free Music Archive @freemusicarchive 7h  
Free & Legal Music Downloads Including My Brightest Diamond, They Might Be Giants (via @largeheartedboy) largeheartedboy.com/blog/archive/2... Expand

Free Music Archive @freemusicarchive 8h  
Download 35,000 Works of Art from the National Gallery, Including Van Gogh, Gauguin, Rembrandt & More: http://cutr.me/1ewoPzr Expand

Free Music Archive @freemusicarchive 10h  
RT @WMFU The GIF is Dead. Long Live the GFY. dailydot.com/technology/wha... Show Summary

Tweet to @freemusicarchive

Facebook

Free Music Archive FMA Like

Free Music Archive FMA 150 Recordings of Shortwave Number

# Turning Point!

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Okay, we know about:

- FMA
- The Informationists

Let's learn more about:

- User Personas
- Architecture Redesign

# Persona I : Frankie - “Music Curator” - Complementary

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**Basics:** 26, Male, domestic partnership, living in Orlando

**Profession** Customer Service Specialist, DJ

**Need:** A place to discover, use and upload new music

## **Pet Peeves:**

- Music and information that is hard to find
- Time consuming online processes
- Anything that seems stuck in the past

## **Goals:**

- Find community to discuss music
- Find major curators to keep a pulse on different music scenes
- Find music that is free and open for creative reuse



Photo: DJ Sliink by Ryan Muir for the Fader Magazine under Creative Commons

# Persona II : Aster Yifru - “Filmmaker” - Primary

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**Basics:** 26, Female, living in Brooklyn

**Profession:** Vegan pastry baker, aspiring independent filmmaker

**Need:** Music for YouTube films

## **Pet Peeves:**

- Having to meticulously browse for perfect song
- Can't search and browse by artists' locations
- Overwhelmed by amount of featured music

## **Goals:**

- Find music that is distribution safe
- Find music that matches tone of videos
- Easily download music



# Persona III : Em (Emily) Kaiko - “The Indie Musician” - Primary

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**Basics:** 29, Female, Married, living in Seattle

**Profession:** Musician, Composer

**Need:** A personal profile page connected to all her work.

## **Pet Peeves:**

- Music players that won't let you fast forward.
- Weirdly categorized genres.
- Endless amounts of text, that relays too little information.

## **Goals:**

- Find and audience for her work.
- Find others interested collaborating.
- Promote her work.



# Persona IV - Secondary Persona: Dan “Dex” Godrich

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**“Set the trend don’t follow it”--Quincy Jones**

**Basics:** 47, Married Male, college graduate, advanced computer skills.

**Profession:** Professional Music Producer.

**Need:** Find music online to create remix tracks.

## **Pet Peeves:**

- When pages are cramped and crowded.
- Too many options--such as “most interesting” and “recently added” categories.
- Symbols not defined and inhibit the uses of the website.

## **Goals:**

- Listen to music by genre and type.
- Create a playlist and/or download tracks to his iPod.
- Listen to similar bands he is interested in.



# Wireframes Demo: Browsing, Discovery & Showcasing

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- **Standards:** contemporary sites for music use and discovery
- **Wayfinding:** Let users know where they are at all stages of use
- **Browsing:** make the content easier to find, select and obtain

Discover New Releases Blog Recommendations

Search

New Releases Roundup: April 8, 2014

New albums from punk revivalists OFF!, country heiress Carlene Carter and the elusive EMA highlight this week's New Releases Roundup.

WASTED

# Reviewing Similar Websites

- “Explore”
- “Discover”
- Minimal, Visual design
- Search facets
- Likely to be Responsive/Mobile
- Similar content
- Varying architecture

LIBRARY OF CONGRESS

ASK A LIBRARIAN DIGITAL COLLECTIONS LIBRARY CATALOGS

Search Search Loc.gov GO

The Library of Congress > National Jukebox

## NATIONAL JUKEBOX



- National Jukebox
- Browse all Recordings
- Advanced Search
- Artists
- Genres
- Jukebox Day By Day
- Playlists of Recordings
- Victrola Book of the Opera
- Contact Us
- About the National Jukebox

## National Jukebox

Historical Recordings from the Library of Congress

Print Subscribe Share/Save Give Feedback

View Playlist

Search

Example: Artist, Song, Lyricist, Genre, Composer, Year, Place

Go

Advanced Search

WARNING: Historical recordings may contain offensive language. [Read the disclaimer](#)

Library of Congress Audio Player

00:00 / 00:00

### About the National Jukebox

The Library of Congress presents the National Jukebox, which makes historical sound recordings available to the public free of charge. The Jukebox includes recordings from the extraordinary collections of the Library of Congress Packard Campus for Audio Visual Conservation and other contributing libraries and archives.

[Find out more about the National Jukebox project](#)

Home Explore

Search

Sign in or Sign up

Due to the "Heartbleed" security vulnerability, we'll be signing everyone out of their accounts later on today. Please check that you know your [sign-in details](#), you'll need them to log back in.

## Trending Music

### Trending Audio

### Comedy Month

HAIL

### Alternative Rock

### Ambient

### Classical

### Country

### Dance

### Deep House

### Disco

### Drum & Bass

### Dubstep

### Electro

Hear what's up and coming on SoundCloud

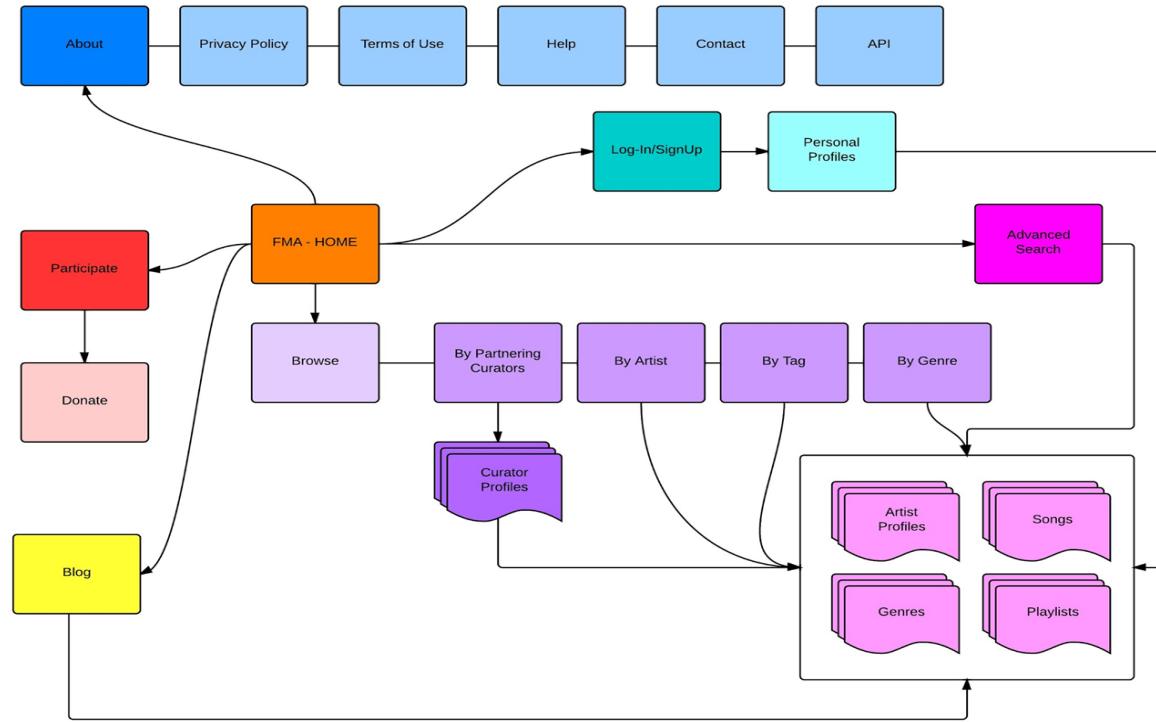
birthday sex

TheMajorMinor  
Birthday Sex (Andrew Luce Remix) [Free Download]

drakeover

Rhythmic  
Drake - Over (Ayobi Remix) [Instrumental Download in Description]

Like Repost Add to playlist Share Download



# Sitemap

[Sign Up / Log-In](#)  

BROWSE:

[BY CURATOR](#)[BY GENRE](#)[PARTICIPATE!](#)[WHAT IS THE FMA?](#)[DONATE](#)

## Welcome to the Free Music Archive (Beta)

*"It's not just free music; it's good music"*

### Featured Items

[» VIEW ALL FEATURED POSTS](#)

hfayekay on 04/11/2014 at 09:15AM

### *Ak'chamel, the Giver of Illness Descends Over Texas Again*



### Free App for iPhone or iPad



The FMA app is a great way to find your new favorite song, or save tracks for listening to offline. Just search the iTunes store for "FMA" or click [here](#).

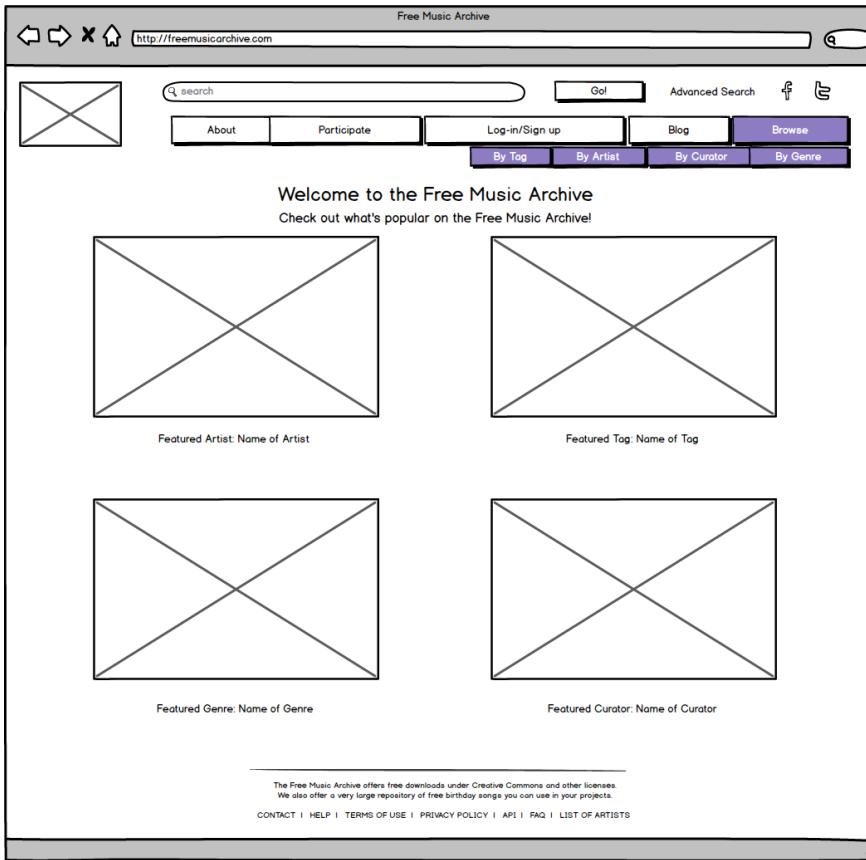
### Recently Added Highlights

[» VIEW ALL](#)

Naoyuki Sasanami - "Everyday Li



# Current Homepage



## Homepage: Lo-Fidelity Wireframe



Search

Go!

Advanced Search

[ABOUT](#) [PARTICIPATE](#) [LOG-IN/SIGN UP](#) [BROWSE](#) [BLOG](#)

[By Tag](#) · [By Artist](#) · [By Genre](#) · [By Curator](#)

## Welcome to the Free Music Archive!

Check out what's fresh at the FMA by clicking on the featured tracks below.

### FEATURED ARTIST



*Tonstartssbandht*

### FEATURED GENRE



*Soul/R&B*

### FEATURED TAG



*Surrrism-phonoethics*

### FEATURED CURATOR



*WFMU*

*The Free Music Archive offers free downloads under Creative Commons and other licenses.  
We also offer a very large repository of free birthday songs you can use in your projects.*

[CONTACT](#) | [HELP](#) | [TERMS OF USE](#) | [PRIVACY POLICY](#) | [API](#) | [FAQ](#) | [LIST OF ARTISTS](#)

## Homepage: Hi-Fidelity Wireframe

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BROWSE:

[BY CURATOR](#)[BY GENRE](#)[PARTICIPATE!](#)[WHAT IS THE FMA?](#)[DONATE](#)

You came this way: [Home](#) > Curators: [suRRism-Phonoethics](#) / [Classwar Karaoke](#) > A Quiet Monday



## A Quiet Monday (1 Albums, 1 Tracks)

### Artist

TAGGED AS: [A QUIET MONDAY](#)[LOG INTO TAG](#)

CURATORS:

[suRRism-Phonoethics](#)[Classwar Karaoke](#)

LABEL:

[Classwar Karaoke](#)[SHARE](#)[CLAIM THIS PAGE](#)

### Similar Artists on the FMA

[Qkcofse](#)[Hopek Quirin](#)[Andrew Howes](#)[suRRism](#)[Rune Martinsen](#)

### Discography



Classwar Karaoke - 0017  
Survey

### Also Featured In: Album

[Classwar Karaoke - 0017 Survey](#)

02. A Quiet Monday - Nucleus (06:59)

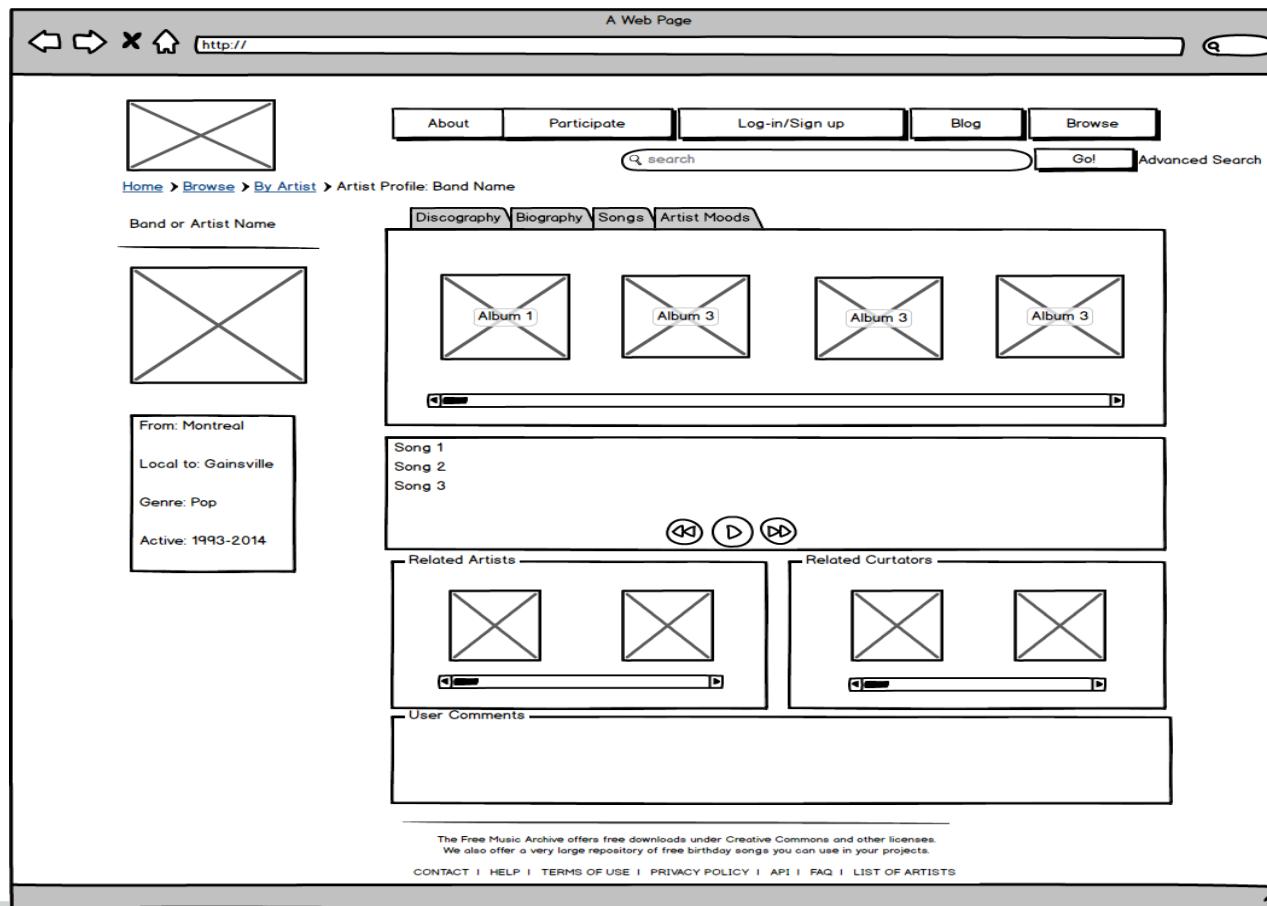


This song is part of a compilation album. Click here to view the entire album.



UPLOADED: 02/27/2012

# Current Artist Profile Page



Artist Profile Page: Low-Fi Wireframe

# Learning Experiences/ Challenges

- Card Sort: Addressing confusion
- Current information vs. possible structure
- Communication at a distance/consistency
- Details vs. Big picture
- User/Control balance

