

# THOUNDS

WHAT MUSIC ARE YOU THINKING?

by  
FRANCESCO FRAIOLI

Thounds.com is a start-up growing in H-Farm  
(a venture capitals in Venice).

I founded this company in 2009  
It is the most important project that I have done  
The first idea of Thounds come up at University.  
It was the topic of my thesis project. In the beginning its name was “Riffle”

My role in this project was:

**Founder**

**Project Manager**

**Interaction designer**

**graphic designer**

# THE TEAM

this is the team I put together



**GIOVANNI  
CAPPELLOTTO**

BASS PLAYER  
CTO  
RUBY WARRIOR

**FRANCESCO  
FRAIOLI**

GUITAR PLAYER  
FOUNDER  
INTERACTION DESIGNER

**GIAN MARIA  
GIRARDI**

DJ  
FOUNDER  
CONTENT MANAGER

**MASSIMO  
CASAGRANDE**

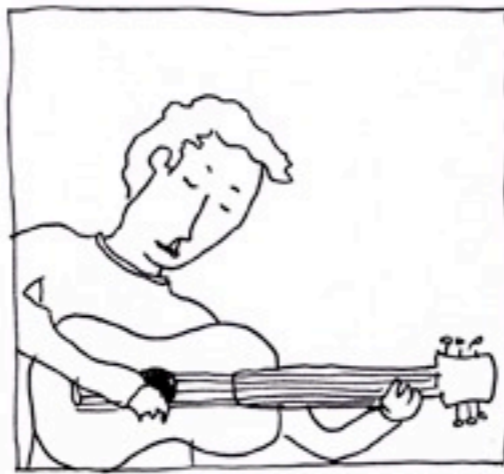
DJ  
FLASH  
INTERACTION DESIGNER

# CONCEPT

Thounds is a “social recorder” that helps people capture their musical inspirations. Ideas don’t only come from musicians: everyone gets musical inspirations and Thounds helps catch them. Whether you are a musician or just a music lover, you can contribute to a new track and enjoy it with your friends and with many others around the world.



CHE IDEA GENIALE  
CHE MI È VENUTA ?!!



ADESSO PROVO A  
PUNTARE CUN QUALCOSA



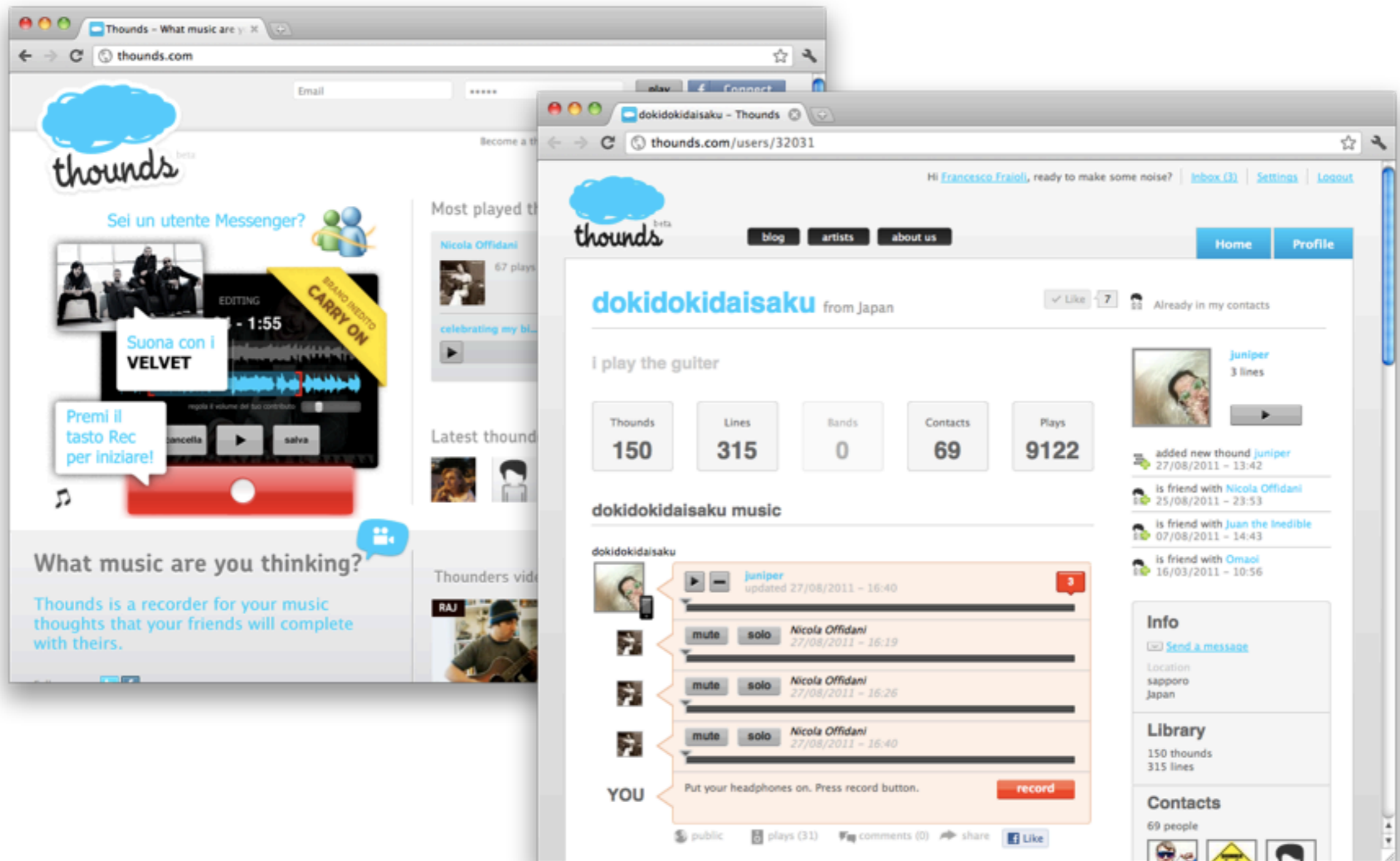
QUANTO MI  
PIACEREBBE  
AVERE UN PICCOLO  
AIUTO DA UN  
ARMONISTA



IDEA!!! POTREI  
USARE RIFFLE PER  
INIZIARE A COLLABORARE  
CON QUALCUNO!

# THE WEB APP

[www.thounds.com](http://www.thounds.com)



# DESIGNING THOUNDS

The process

# ANALYSIS

## USERS

### PERSONAS

Who will use this platform?

This was the first question I had to answer.

So I started to imagine users' profiles...



HATSUE HOJO (F)

SINGER  
HARP

KYOTO / JAPAN

BIO: ACADEMY OF MUSIC OF TOKYO  
2 SINGLE ALBUM  
10 COLLABORATIONS

MUSIC GENRE: CLASSICAL  
TO PLAY  
EXPERIMENTAL  
ELECTRONICA

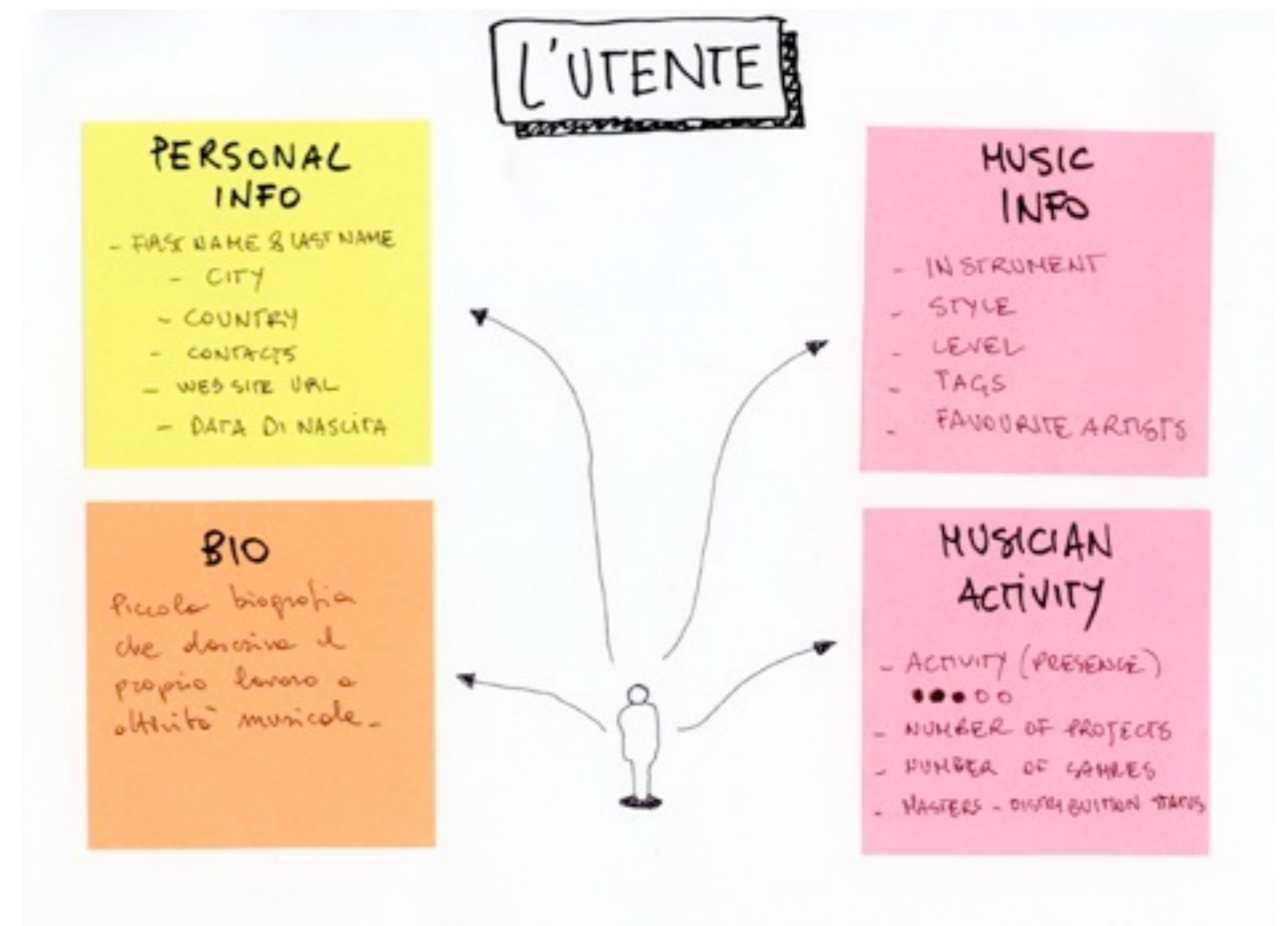
MUSIC GENRE: ELECTRONICA  
TO LISTEN  
IDM  
JAPANESE CLASSIC

BASTIAN SHULTZ (M)

GUITARIST  
GUITAR / PIANO

FRANKFURT / GERMANY

BIO: BA GRAPHIC DESIGN  
(NEW ALBUM)  
GUITAR SOLO  
PLAY IN A BAND CALLED LUNAPARK
MUSIC GENRE: ROCK  
TO PLAY  
ALTERNATIVE  
EXPERIMENTAL

MUSIC GENRE: IDM  
TO LISTEN  
ELECTRONICA  
ROCK / PROG.


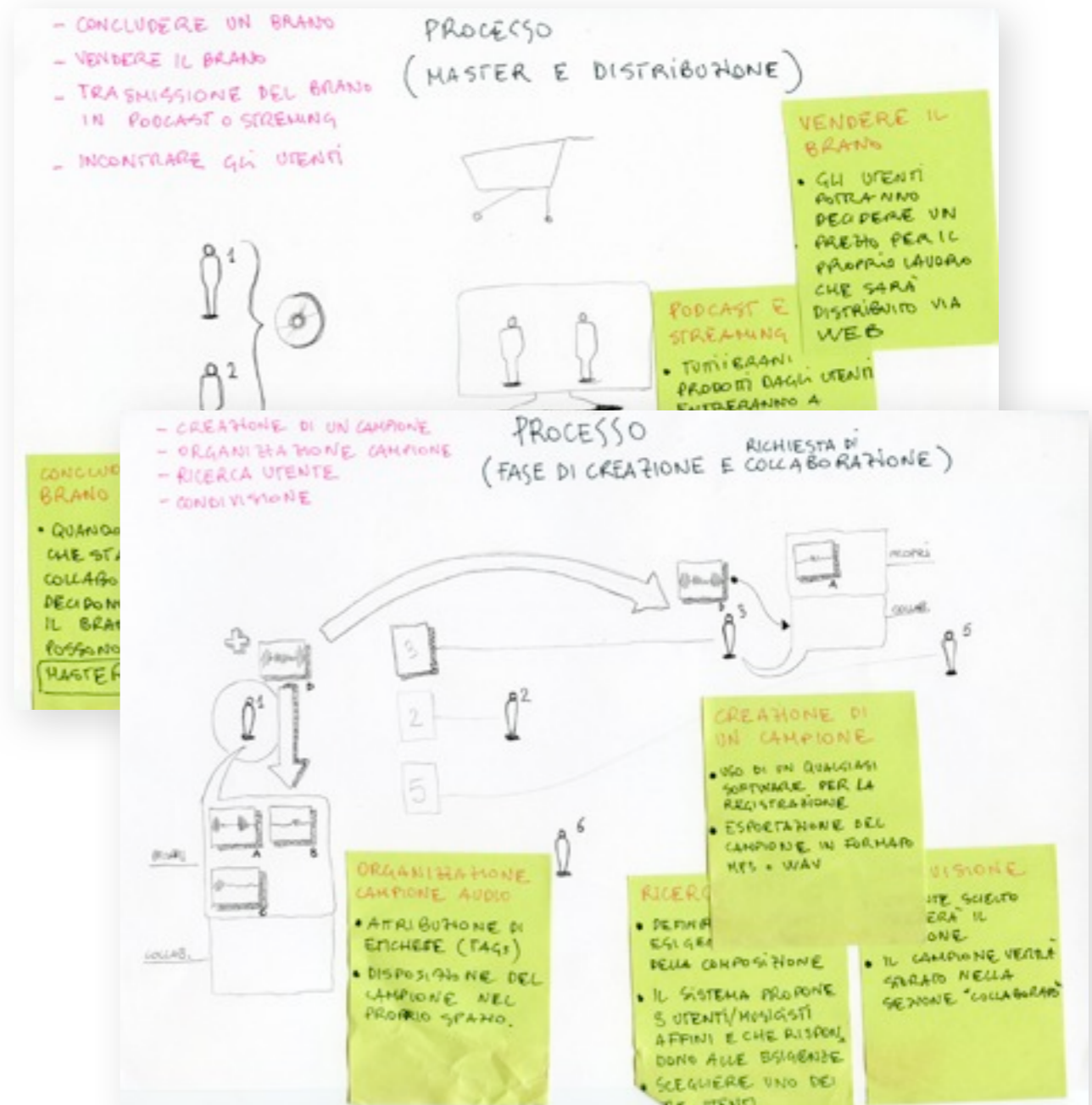
# ANALYSIS

## PLATFORM

### USER EXPERIENCE

I spent some week drawing flow charts and sketches of user's experience process. Here are some of these sheets. I love to work with post-it and color markers.

The aim of the project is to keep the recording part and also all the interaction between users and samples really simple, but these connections need a precise structure

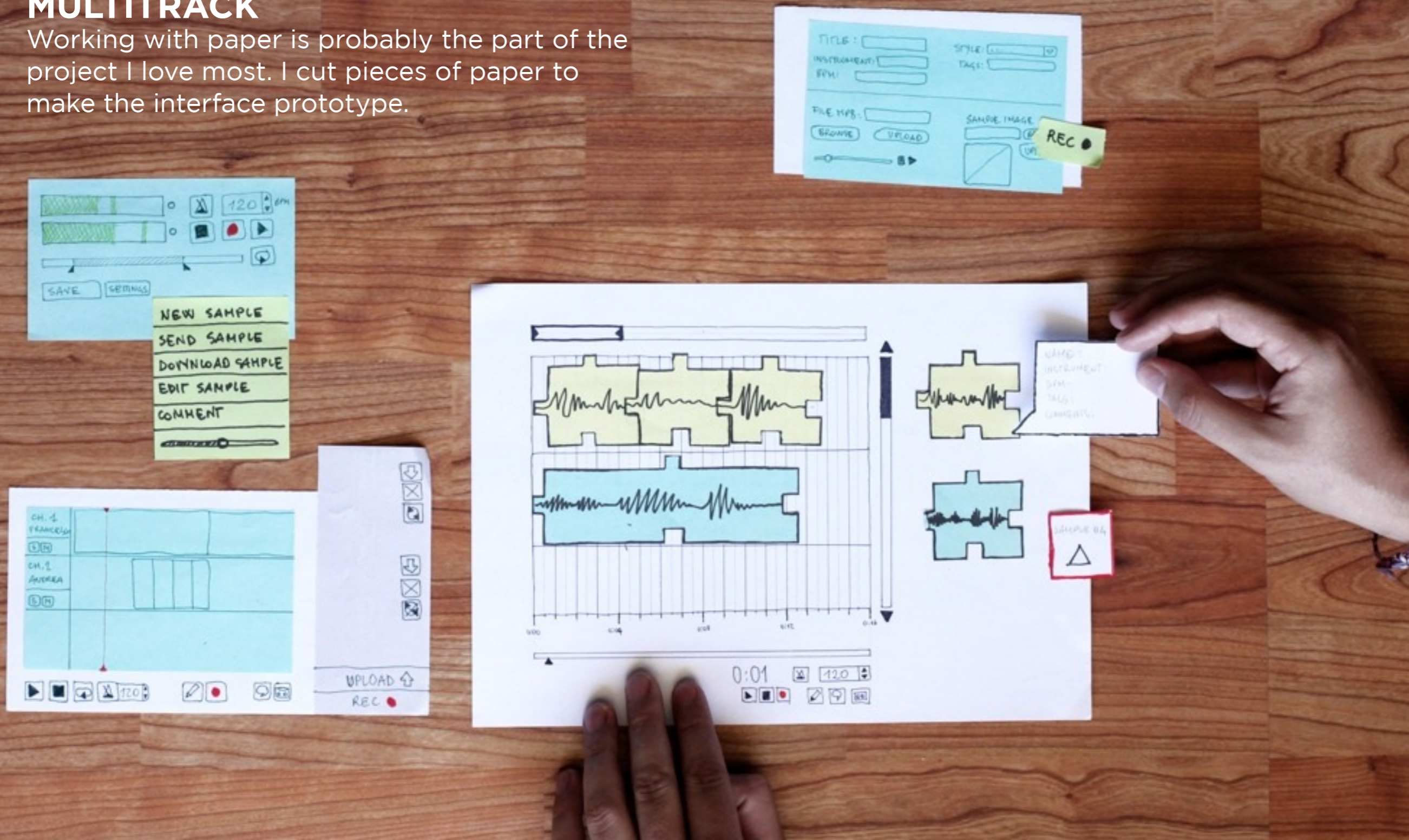


# INTERFACE

## PAPER PROTOTYPE

### MULTITRACK

Working with paper is probably the part of the project I love most. I cut pieces of paper to make the interface prototype.

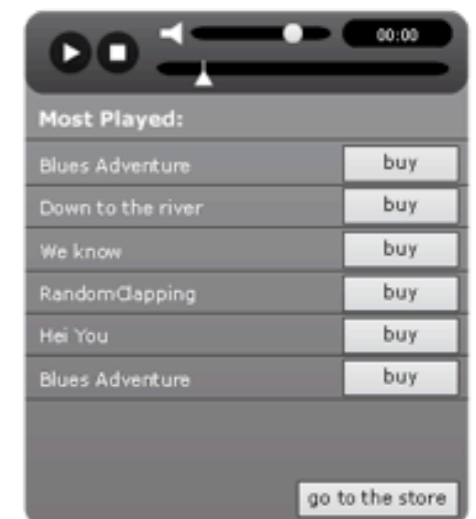
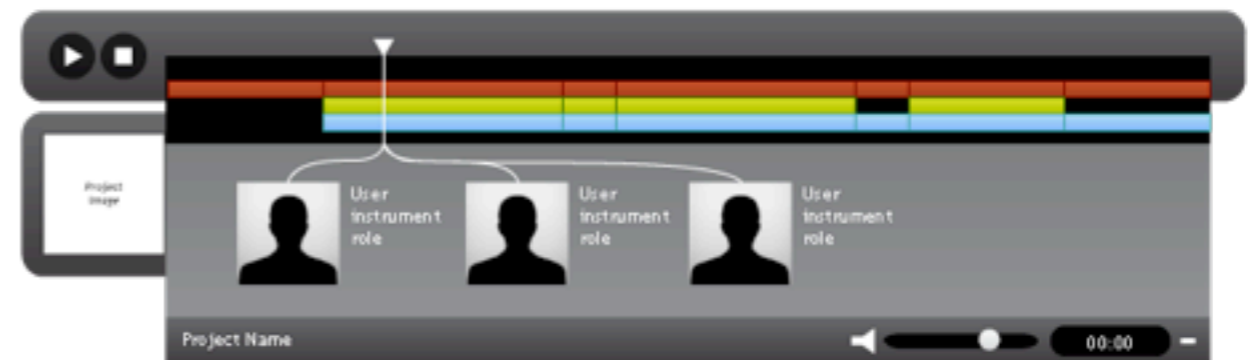
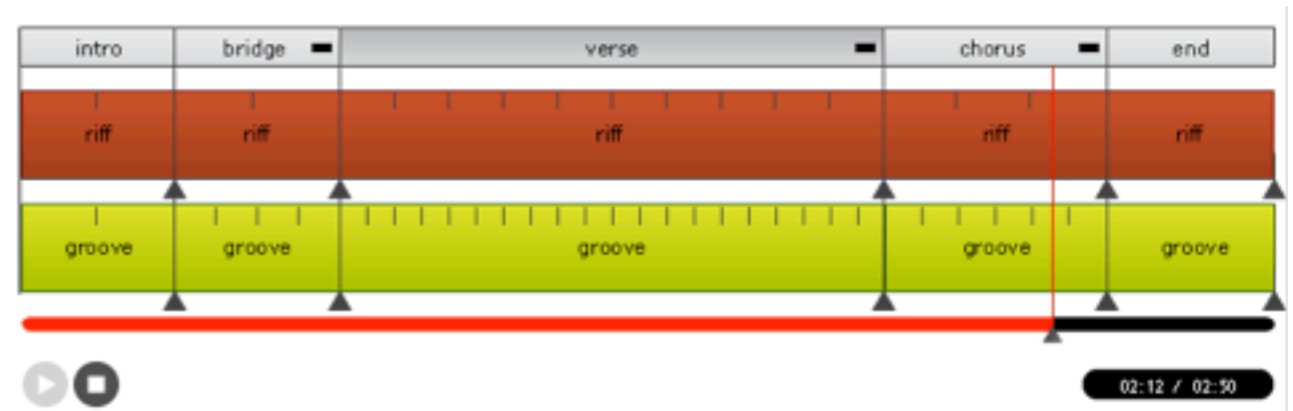
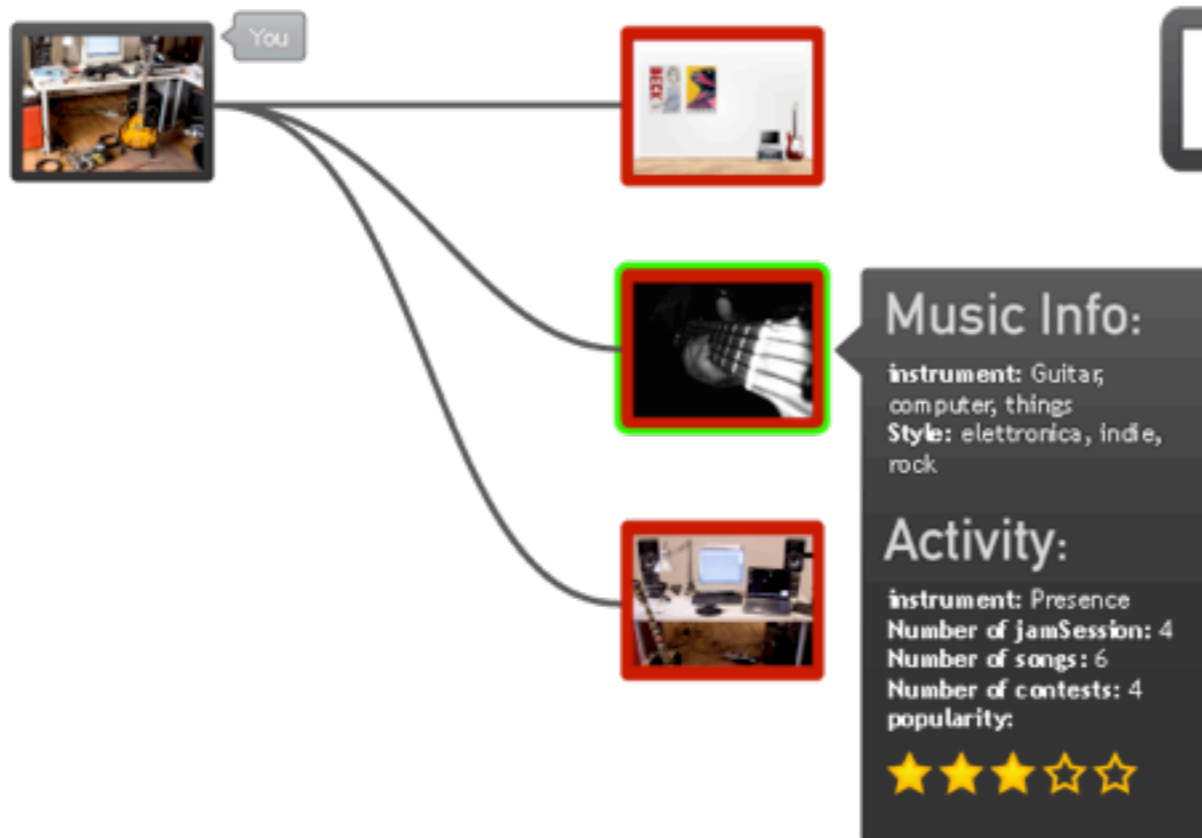


# INTERFACE

## SCREENS

### SOFTWARE vs SOCIAL-NETWORK

First interface was very pro users oriented. I was inspired by audio software. The result proved to be too much professional for the final user of this platform.

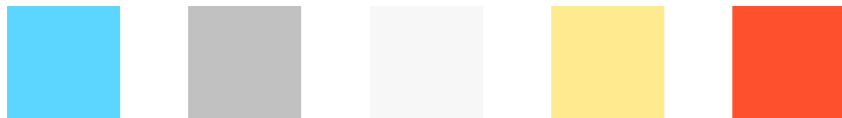


# INTERFACE

## DEFINITIVE


I tried to design something suitable for a social network interface mood.

A right color palette was the first thing to decide.




### Most played thounds [\(go to charts\)](#)

Nicola Offidani





74 plays

1<sup>st</sup>



Hidden Dreams






43 plays

2<sup>nd</sup>

orsetto suona Car...






37 plays

3<sup>rd</sup>




step 1 - adjust your tempo ×


mute metronome ▼




90 bpm





Microfono integrato ▼








### Connections


-  Connect your Facebook or Twitter account to
-  Thounds, to spread your music. [settings](#)


# INTERFACE

## MESSENGER ITALY PARTENERSHIP

Diventa fan di CasaMessenger

 Like 63K

 Tweet 139

 Like 2K



Windows Live®  
Messenger



Ciao Francesco Fraioli Visualizza il tuo profilo Impostazioni account Logout

SUONA CON I  
**VELVET**



BRANO INEDITO  
**CARRY ON**

PREMI IL PULSANTE PER INIZIARE



Pronto a registrare?

Ciao **Francesco Fraioli!**  
Ora è il momento di lasciare il tuo contributo.  
Premi il pulsante rosso qui a sinistra.

Alcuni consigli:



1. Prima di tutto collega un paio di cuffie, per evitare di registrare due volte la base mentre stai aggiungendo la tua parte.

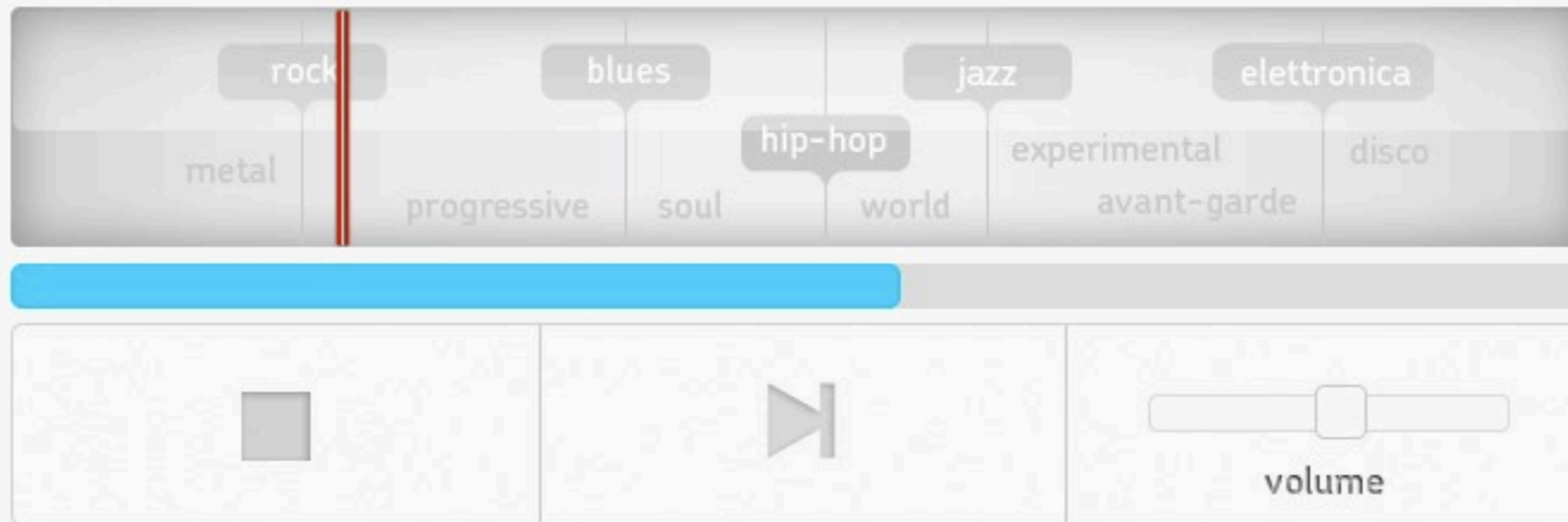
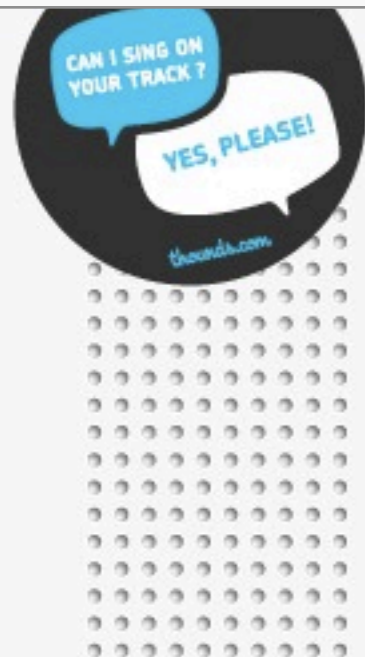


2. Per registrare puoi usare il microfono del tuo computer o collegare il cavo audio di una sorgente esterna

Per altre domande [clicca qui](#)

# INTERFACE

## SOME DETAILS



### La niña que baila

Anibal Gal

created 12 months ago

✓ Like  Francesco Fraioli and 6 others like this. • [Admin Page](#) • [Insights](#)



### THOUNDS RADIO

This is a streaming of public tracks composed in thounds.com it's possible to choose a music genre using the old style radio seeker <http://thounds.fm>

**MOBILE**  
iPhone app

# MOBILE

## SCENARIO



LISTEN A  
NOISE OR  
A SOUND



WANT TO  
RECORD



ENTER TO  
THE APP.



RECORD THE  
SOUND



SEARCHING  
FOR  
COLLAB.



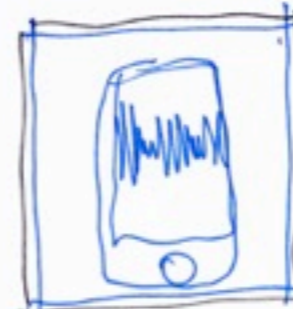
RECEIVE THE  
REQUEST



LISTEN THE  
SOUND



PLAY A  
SOUND

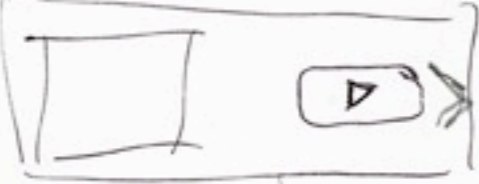


REC...

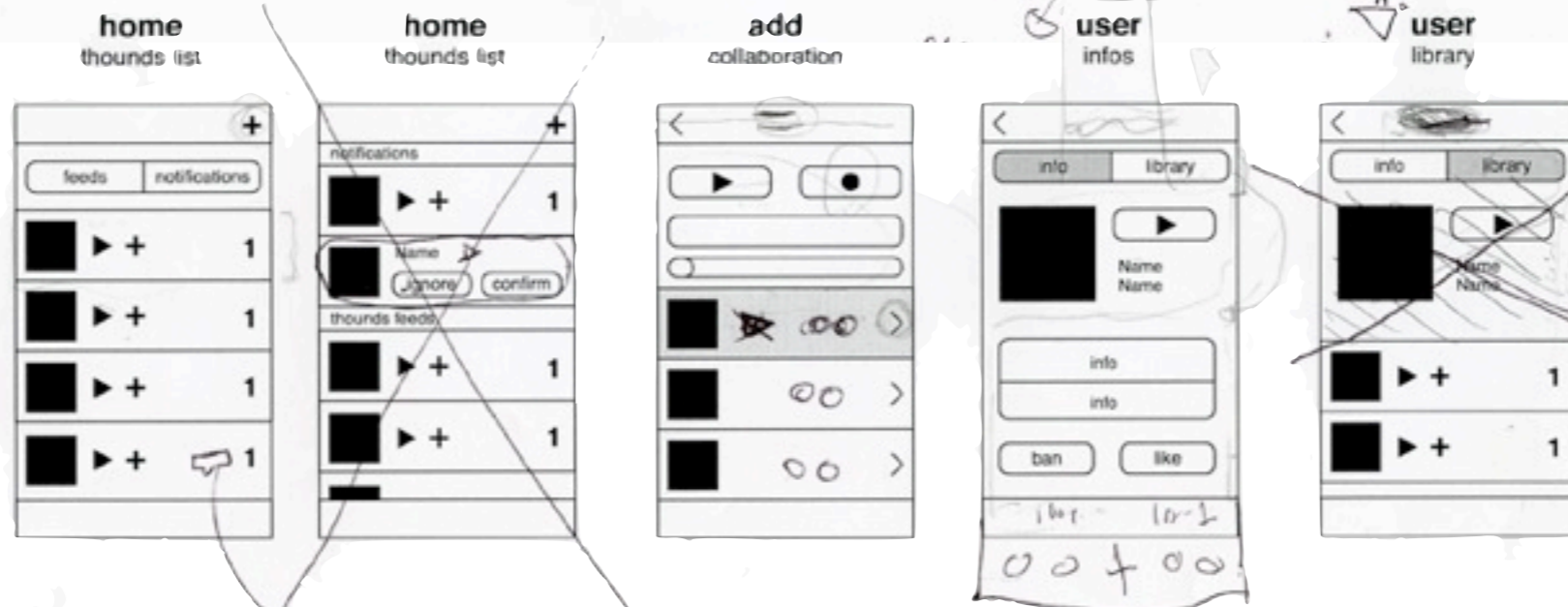
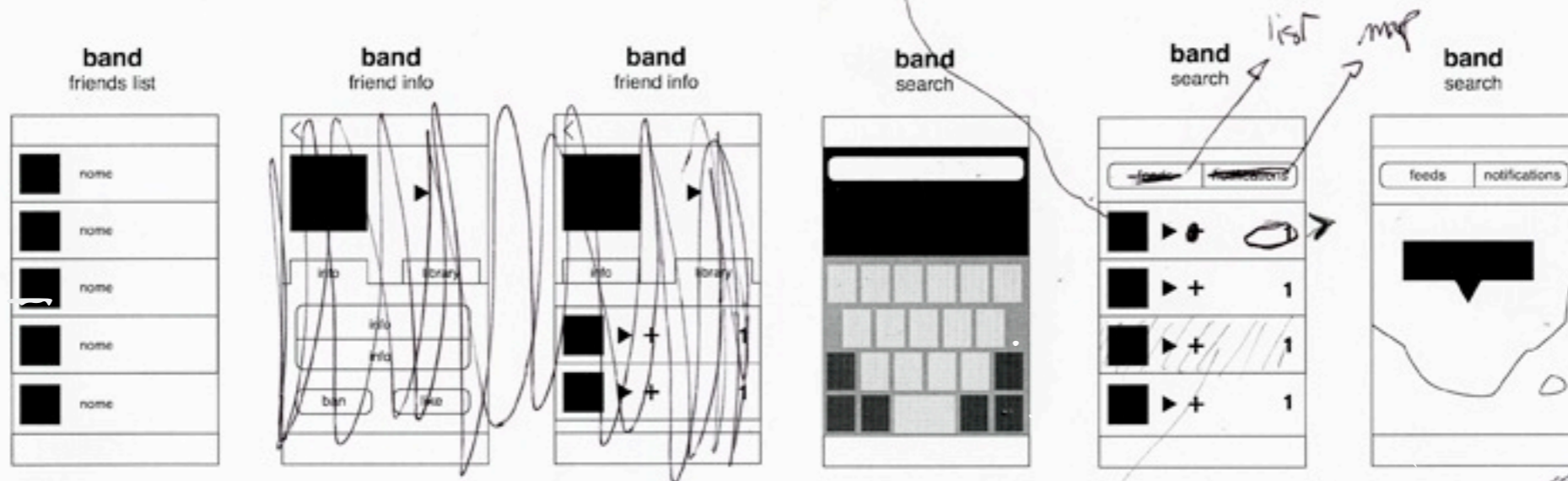


SEARCHING  
FOR ANOTHER  
USER

MUSIC CHAIN  
...



# MOBILE SKETCHES



50 thounds per page

you

# MOBILE SCREENS

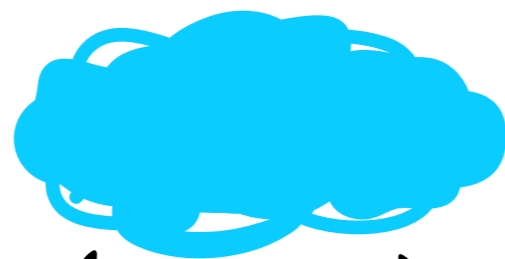
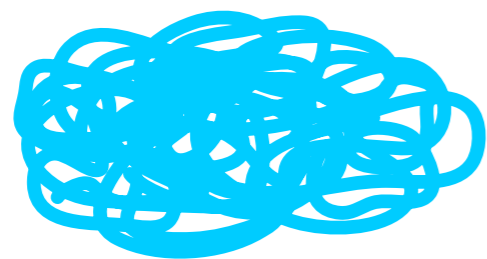


I've designed the mobile app UI and UX  
Michele Campeotto was the ios developer

# **BRAND IDENTITY**

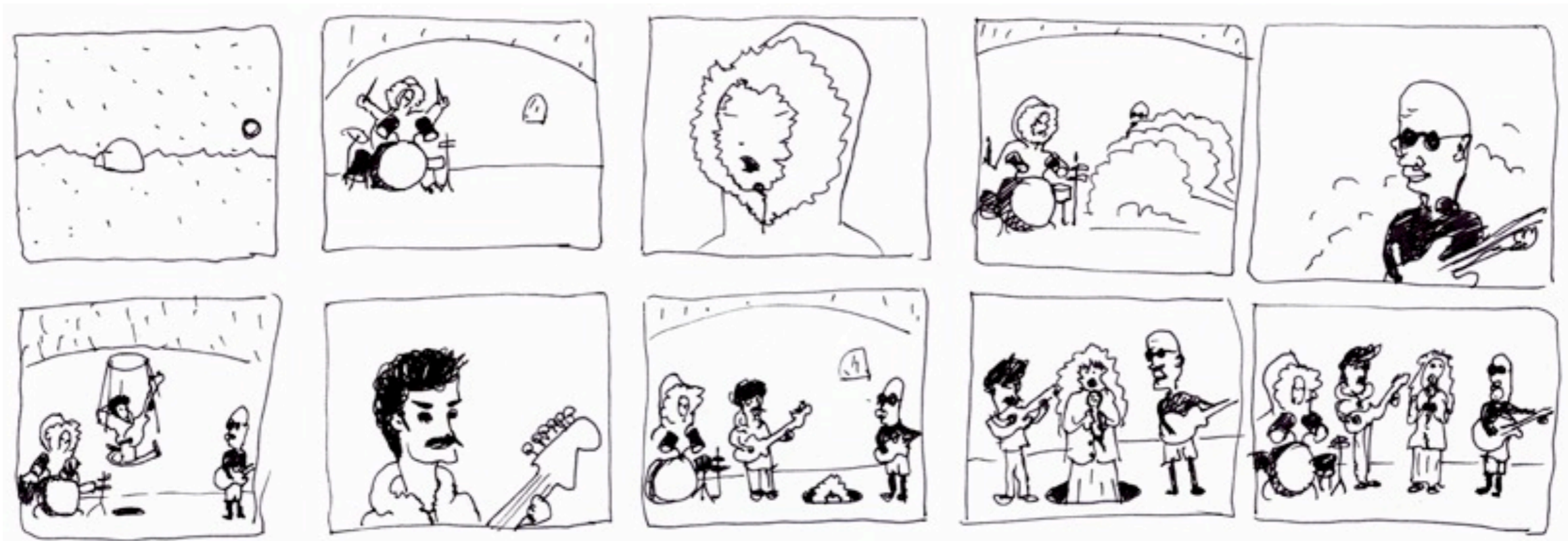
Logo, video, illustrations

# LOGO



# VIDEO

## STORYBOARDS

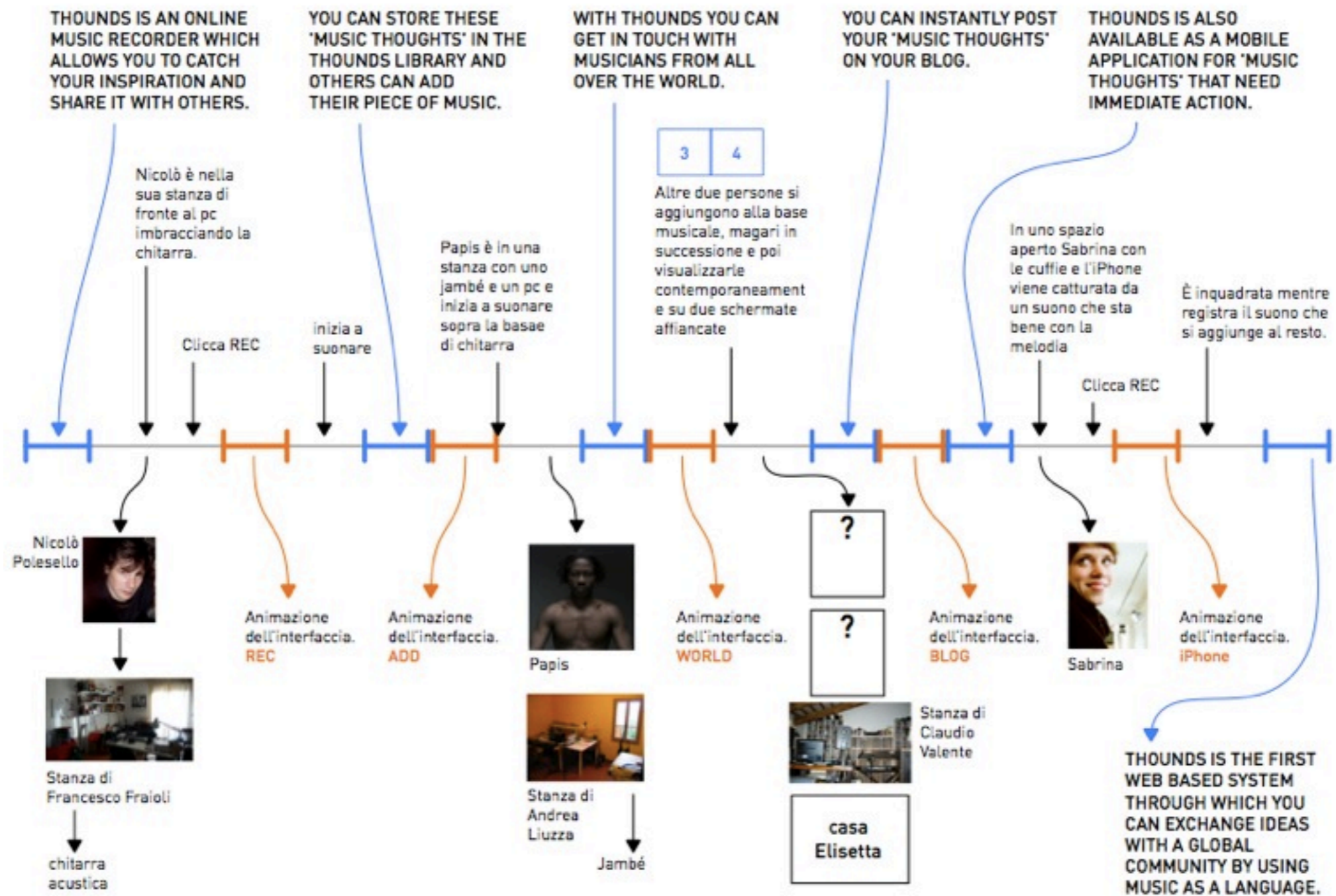


This is one of hundreds of storyboards I drew for the video promo of Thounds.

Ries Straver and Dario Pleé helped me define the video concept and script.  
Valerio di Paola shot and edited the video.  
I made the interface animations in the video promo

# VIDEO

## STORYBOARD IN TIMELINE



# VIDEO

## SHOOTING TEST



homebrew special effect

# VIDEO

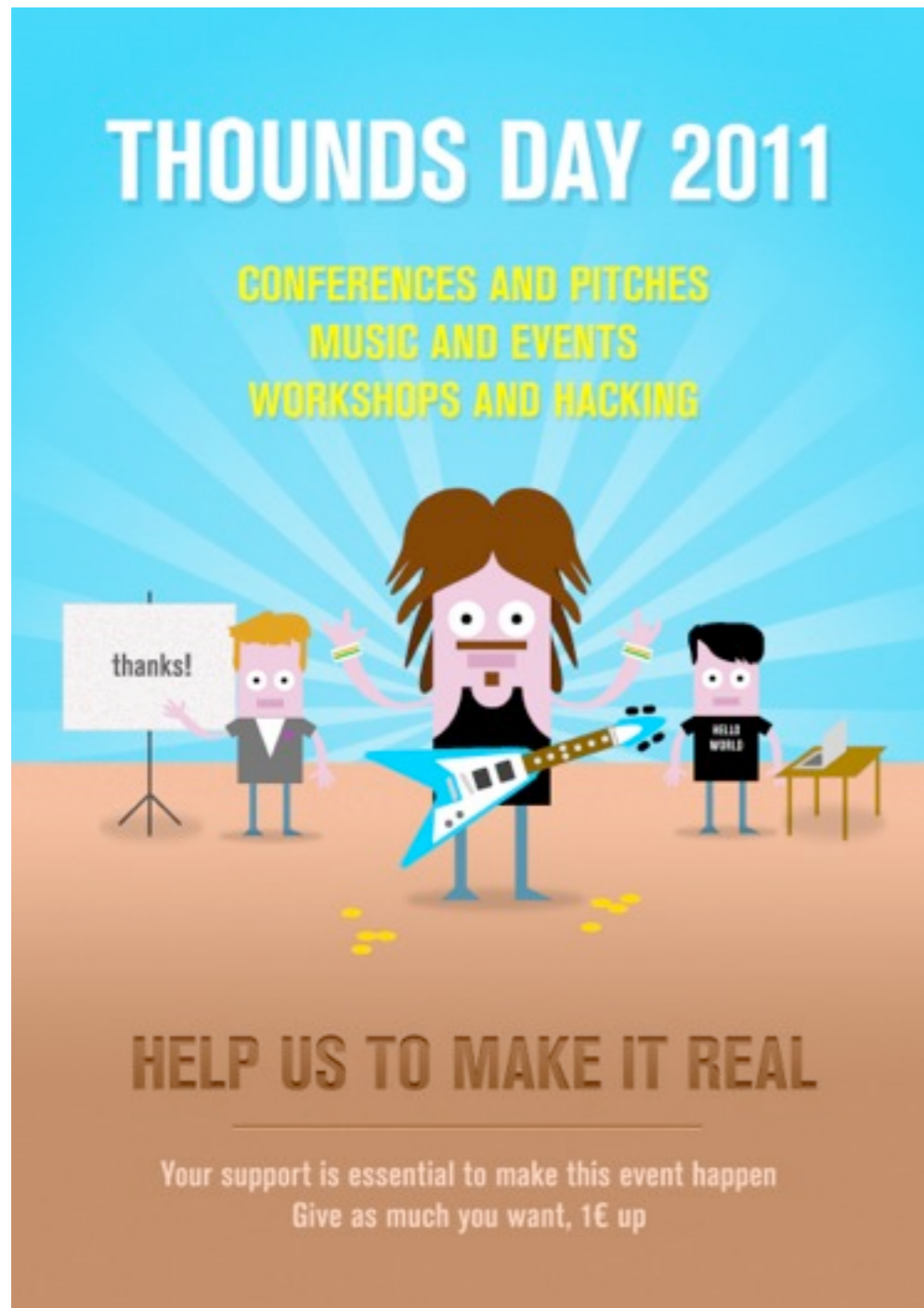
## SHOOTING



some screenshots from the video. You can find it here  
<http://www.youtube.com/watch?v=IGXuNPAEptw>

# ILLUSTRATIONS

## COMMUNICATION AND MESSAGES



# MERCHANDISING

## STICKERS AND T-SHIRTS

CAN I SING ON  
YOUR TRACK ?

YES, PLEASE!

[thounds.com](http://thounds.com)



# **OUTSIDE THE OFFICE**

**TALKS AND PRESS RELEASES**

# TALKS

## VC EVENTS AND LABS



**MIDEM NET LAB**  
Cannes 2011



**SONAR**  
Barcelona 2010



**BERLIN MUSIC WEEK**  
Berlin 2010



**QUEEN MARY UNI**  
London 2010



**MUSIC 4.5**  
London 2010



**VENTURE CAMP**  
Milano 2009

# PRESS RELEASES

## MAGAZINES AND NEWS



**WIRED ITALIA**  
August 2010



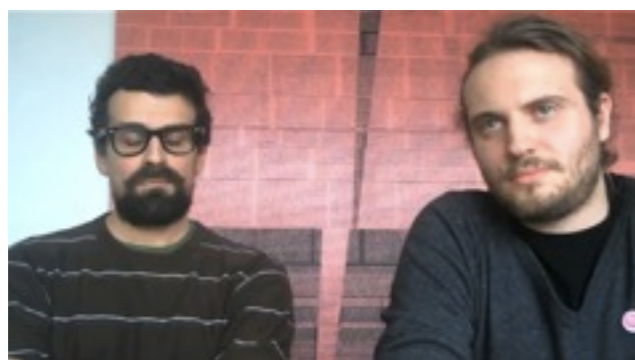
**A3 / NEW TV**

<http://www.youtube.com/watch?v=WRsIWRRXonU>



**LA7 / INNOVATION**

<http://www.youtube.com/watch?v=hlr8TDDh2FA>



**CONTAGIOUS**

<http://www.youtube.com/watch?v=Pube-mTDqr8>



**SKY / TG24 - IO REPORTER**

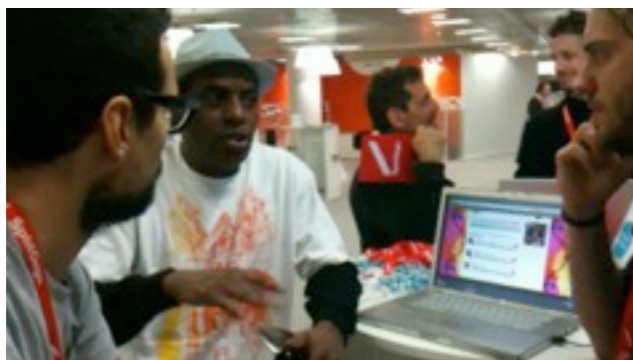
<http://www.youtube.com/watch?v=1sBBQKIhNQo>

# EXTRAS

## ARTISTS AND COMPETITORS



**WITH SOUNDCLOUD FOUNDER**  
MIDEM / CANNES 2010



**WITH COOLIO**  
MIDEM / CANNES 2010  
<http://blog.thounds.com/news/coolio-freestyle/>



**WITH EBONY BONES**  
<http://youtu.be/83DkwNV3ad4>



**WITH LITTLE DRAGON**  
<http://youtu.be/Uhibo40W9-8>



**WITH FUJIYA & MIYAGI**  
[http://youtu.be/daQIkCHRB\\_g](http://youtu.be/daQIkCHRB_g)

Find more video here  
<http://www.youtube.com/thoundstv>

# FRANCESCO FRAIOLI

## CONTACTS

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