



# APP CREATION

CAROLINE GALDERISI x JULISSA NORMAN

## THE JAM!



## WHAT IS THE JAM, ANYWAYS?

THE JAM IS A THEORETICAL APP IDEA CREATED SPECIFICALLY BASED ON JULISSA AND WHAT SHE VALUES.

MOSTLY, THE JAM IS AN APP TO LINK WITH OTHER MUSICIANS OF ALL DIFFERENT LEVELS IN SKILL OR GENRE, BASED ON YOUR SPECIFIC LOCATION. YOU CAN ALSO DISCOVER ARTISTS, AND FIND LOCAL VENUES TO PLAY AT.

IT'S SIMILAR TO DATING APPS LIKE TINDER OR BUMBLE IN THE WAY IT FUNCTIONS, BUT DIFFERENT IN ITS INTENT.

# AN APP!



Where you can meet  
band members / musicians  
to play with  
Based on →  
Genre  
Instrument +  
Age  
Location

Find venues  
to play at/  
Parties, restaur  
etc...

# THE JAM!

#LiveJam

Idea #2 →  
Band poster

Idea #3:

A guitar case



## COMING UP WITH THE IDEA

THE IDEA FOR THE APP STEMMED FROM THE QUESTION: "IF YOU HAD MORE TIME, WHAT WOULD YOU DO MORE?"

I THEN LEARNED, JULISSA WANTED TO PLAY THE ELECTRIC GUITAR MORE, AS MUSIC IS HER ALTERNATIVE PLAN IN LIFE.

SHE DOESN'T PLAY IT AS MUCH AS SHE WANTS TO BECAUSE OF HER BUSY SCHEDULE.

SHE LOVES HEAVY METAL, AND ALSO WANTED TO FIND PEOPLE WITH A SIMILAR MUSIC TASTE.





## WHY AN APP?

I FIGURED THAT AN APP WOULD WORK BEST, AS OPPOSED TO A PHYSICAL OBJECT, BECAUSE IT WOULD PROMPT JULISSA TO FIND PEOPLE TO PLAY WITH.

THE APP IS EASILY ACCESSIBLE EVERYWHERE, AND SHE DOESN'T HAVE TO DO ANYTHING EXTRA WITH HER TIME EXCEPT GO ON HER PHONE.

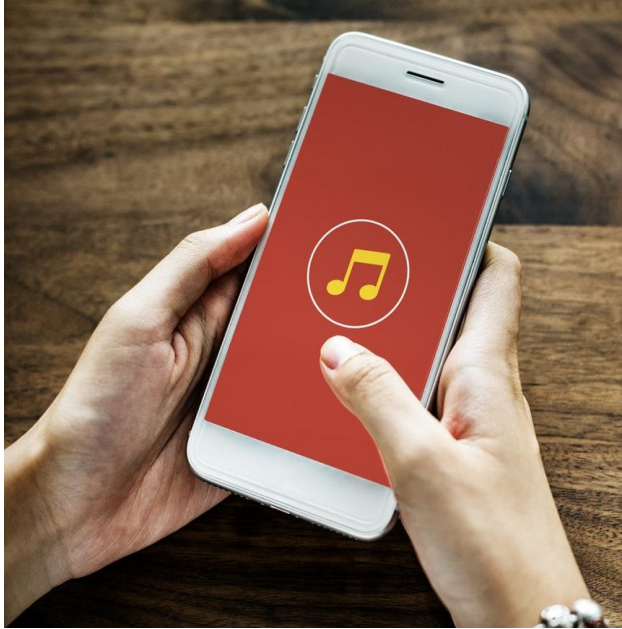
THE APP ALSO SPANS TO A LARGER AUDIENCE, BUT IS GEARED TOWARDS THE INDIVIDUAL USING IT AS WELL.



## OTHER IDEAS I HAD

BEFORE I DECIDED ON THE APP, I HAD A FEW OTHER IDEAS:

1. MERCH: MAKING JULISSA HER OWN T SHIRTS, POSTERS, GUITAR DESIGN WITH HER PERSONAL TOUCH COULD PROMPT HER TO WANT TO PLAY MORE, VIA THE EXCITEMENT OF SHOOTING PHOTOS AND WEARING YOUR OWN T SHIRT. THE BAND WOULD BE METAL WITH VICTORIAN ELEMENTS, WHICH I LEARNED SHE LOVES.
2. DESIGNING A GUITAR CASE: THE CASE COULD GIVE OFF A SENSOR AND TRACK HOW MANY TIMES YOU OPEN IT THROUGHOUT THE WEEK/ MONTH, KEEPING HER ACCOUNTABLE.



# CONCERNS WITH LAUNCHING

AS THIS APP IS WONDERFUL IN THE WAY IT FUNCTIONS, THERE ARE ALWAYS SOME CONCERNS, ESPECIALLY IF IT WERE TO BE LAUNCHED IN THE REAL WORLD.

1. HOW WILL THE MUSICIANS GET COMPENSATION FOR PERFORMING AT VENUES?

2. WOULD THE APP COST MONEY?

3. IS IT SAFE TO MEET UP?



# RESEARCH ON JULISSA

WHAT I LEARNED ABOUT JULISSA



# RESEARCH!

Things + stuff:  
Julissa → Music wise!

Things noticed

got a new dog: Rocky



Art wise! →

mediums:  
sculpture / plaster / wood  
charcoal  
ink

For seminar portion  
of bridge project:  
object chosen was  
Julissa's guitar.  
How can a guitar  
be transformed by  
an app??

JULISSA →

things she does a lot!

SKINCARE  
1 jar of turmeric  
scrubs face too hard  
peel off mask  
gold mask  
→ sleeps w/it  
by accident  
VE serum  
+  
finally, sunscreen



FORMING

IDEAS

#1

she wants to play the guitar more...  
she sings everyday!  
Theoretical band poster  
+ Merch may remind  
her what she wants  
to do.