DECODED

OVERVIEW

- Business, Cultural Context & Commodity
- 02 Delight
- 03 Firmness
- 04 Prototype
- 05 Gantt Chart

BUSINESS, CULTURAL CONTEXT & COMMODITY

WHAT IS DECODED?

Decoded is a website for hip hop fans who want to gain a deeper understanding of the music they love.

It breaks down lyrics, reveals hidden techniques and teaches the craft behind iconic bars. It bridges the gap between passive listening and true appreciation, through interactive, visual breakdowns and a growing glossary of slang, references and poetic devices.



From hearing to understanding. Discover the depth, feel the stories and experience hip hop differently.

WHY IS DECODED NEEDED?

Hip hop lyrics are rich in language, storytelling and culture, but many fans only reach surface-level engagement.

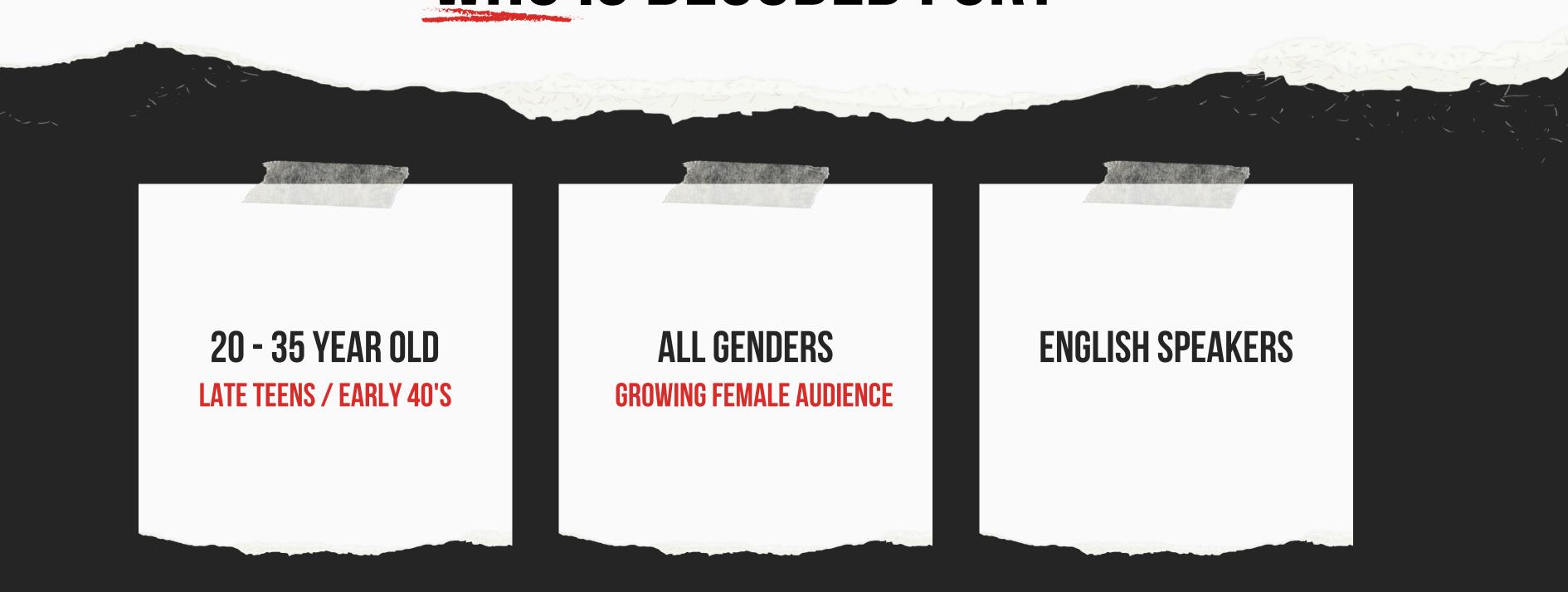
Existing platforms fall short of truly empowering fans with the understanding to fully engage in the artistry of lyricism in hip hop.

Cultural significance

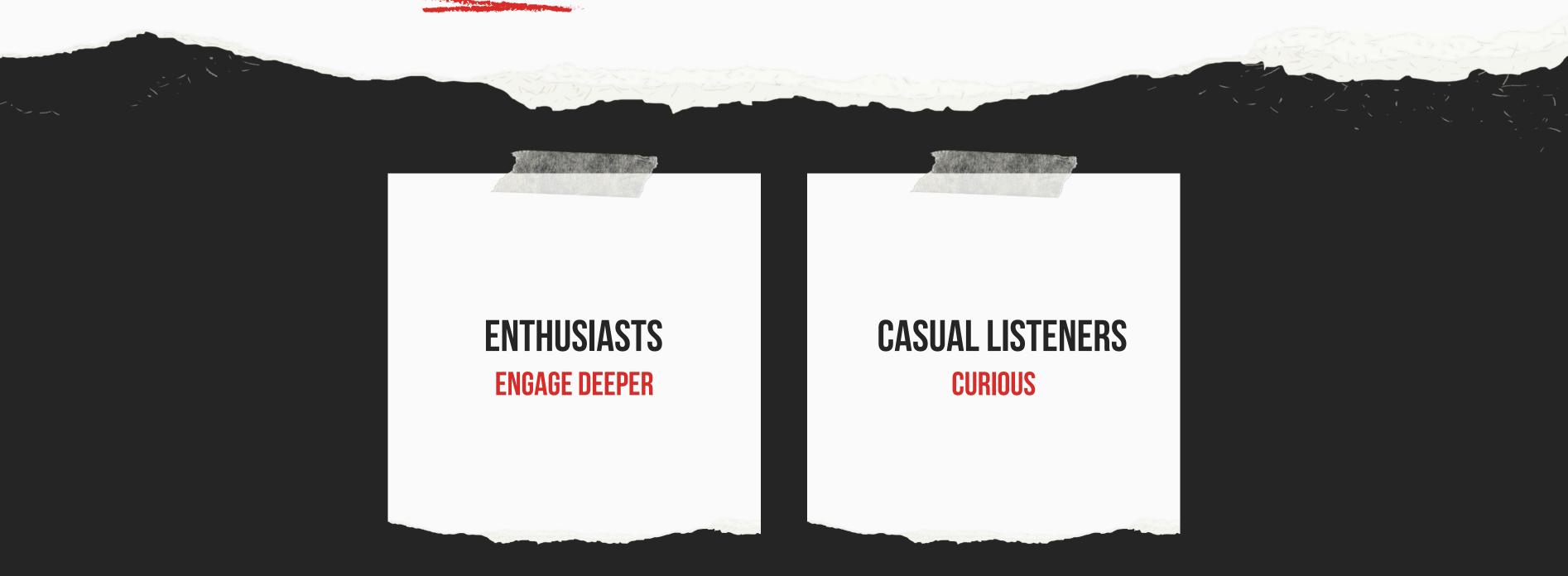
Deeply personal or political

Respect the art and the artist

WHO IS DECODED FOR?



WHO IS DECODED FOR?



HOW WILL IT BE USED?

Users might hear a lyric they think sounds clever but don't know why

Users may be confused by a slang term or reference

Want to know how wordplay and rhyme schemes actually works

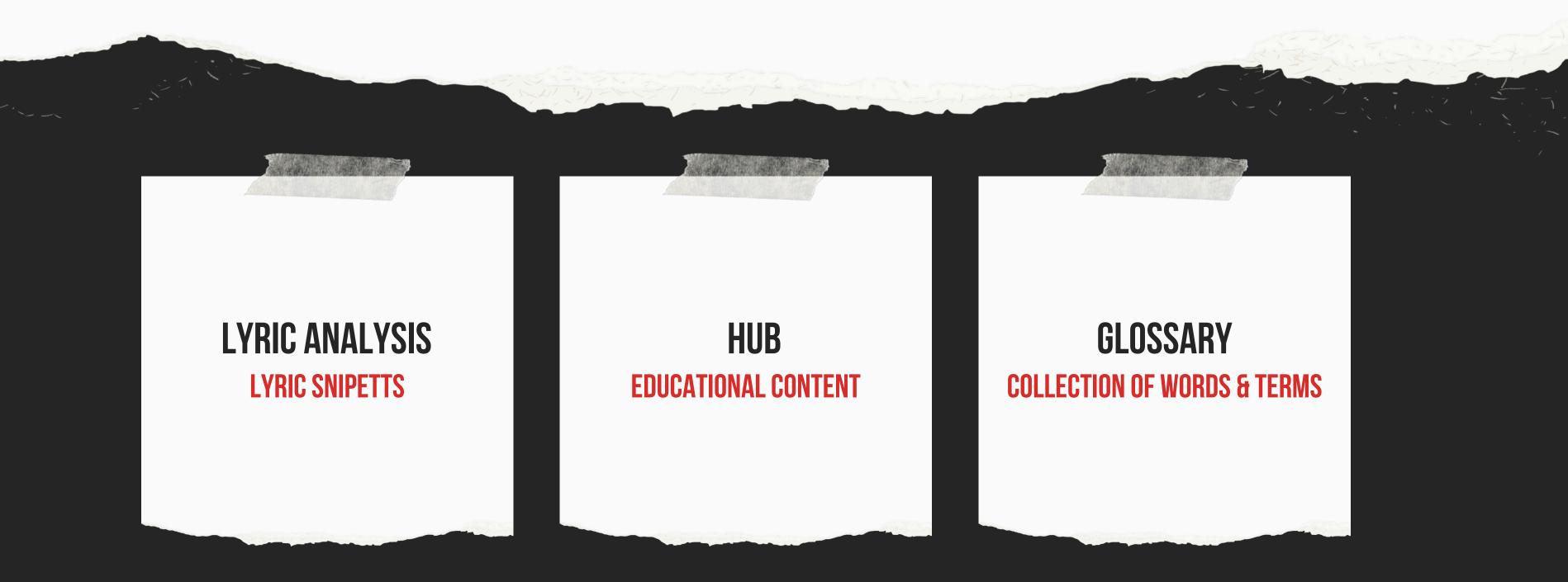
Lyric Analysis Page

Glossary

Hub

DELIGHT

CONTENT



CONTENT

Knowledgeable, friendly and engaging.

Content should be written in a tone of voice that is relateable to users whilst being maintaining credibility.

"Let's break this down"

LET'S SEE

"Ever caught a bar so clever you had to rewind?"

TYPOGRAPHY

Text choices that reflect and keep hip hop's presence whilst being clean and clear with no ambiguous characters.

Logo

BEBAS NEUE BOLD

Headings

Oswald Bold
Oswald Regular

Body text

Poppins Regular Poppins Light

COLOUR

Brand colours consistent with hip hop but using a limited palette to ensure no colour clashes with colour coded / highlighted elements.

All colour choices need to have good contrast - important for accessibility and readability.



INTERACTIVE ELEMENTS

Elements should encourage interaction to aid user retention and overall experience.

Potential users prefer more iteractivity.

Progress tracking bar

Buttons

Checkbox

Expandable content

03

FIRMNESS

HOW WILL IT BE BUILT?



Custom theme

Plugins

HOSTING PLATFORM & DOMAIN





Shared-Intro decoded.hiphop

decoded.hiphop

VERSIONING



04

PROTOTYPE

PROTOTYPE

Glossary

<u>Lyrics Analysis</u>

04

GANTT CHART

Phase	Task	Project Details																			
	rack		April May					June			July			August					September		
	Week ending	20 2	27 C	04 11	18	25	01	08 1	5 2	2 29	06	13 20	27	03	10 1	7 2	4 31	1 7	14	21 2	28
	Refining final concept & brief development																				
Design & prototyping	Refine branding & visual concept																				
	Create static prototype																				
Content Creation	Collect lyric samples	Ong	going	g – min	. 20																
	Research and collect glossary entries	Ong	Ongoing - min. 50																		
	Draft educational content																				
	Write UI element content																				
	Proofreading																				
Wordpress setup & theme development	Set up wordpress & hosting																				
	Set up Git for version control																				
	Add glossary entries	_							Updo	ate we	ekly										
	Add lyric snippettes																				
	Add techniques																				
	Create custom theme folder & core files																				
	Build page templates																				
	Apply page styling																				
	Build glossary entry layout																				
	Build lyric analysis layout																				
	Add dynamic elements - filtering /sorting																				
Testing	User research & feedback																				
	Site testing																				
Documentation & report writing	Crit summary update																				
	Documenting progress - research & build																			•	
	Analysis																				
	Proofreading																				
Presentation prep	Draft presentation content																	П			
	Prepare slides & notes																				
Final adjustments	Site edits																				
Deadlines	Launch site														11	th					
	Final Crit																		10th		
	Submission																			2	6th

THANK YOU, QUESTIONS?