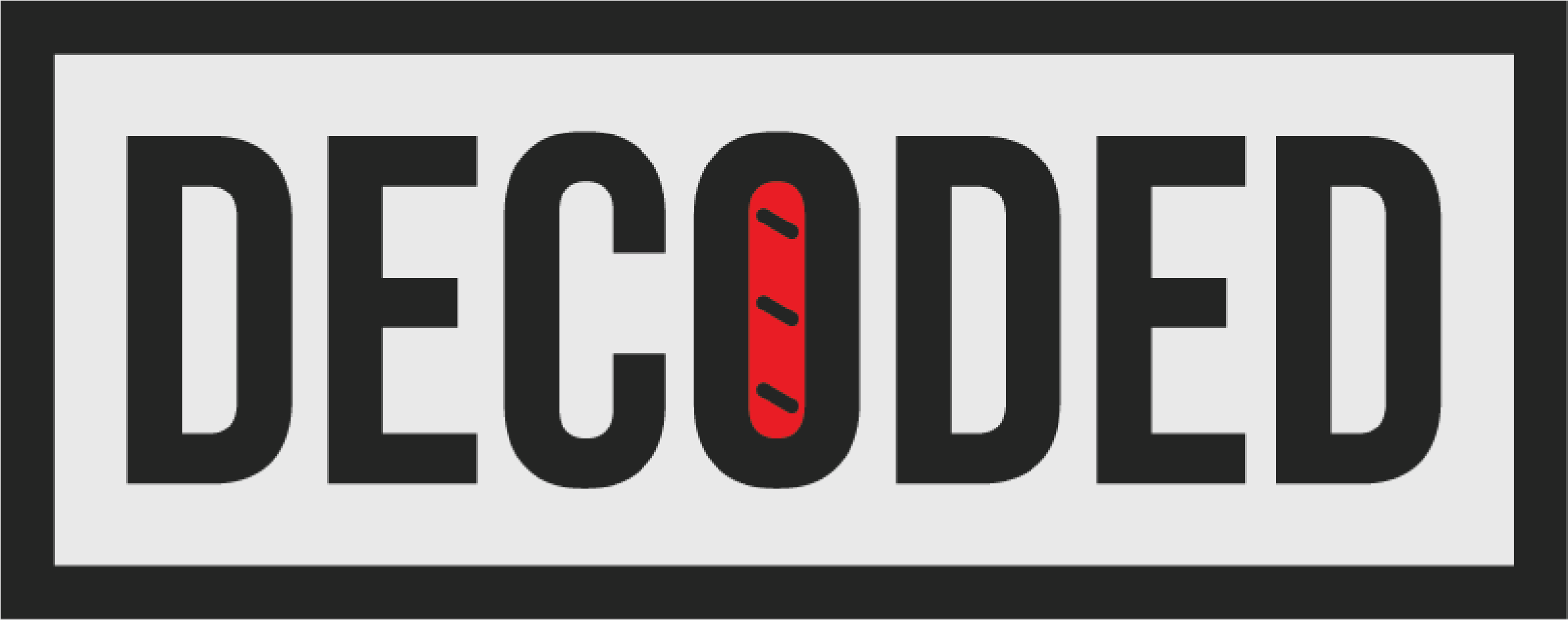




DECODED

Major Project | Crit #4 | Nadia Jervier

OVERVIEW

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

01

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?

20 - 35 YEAR OLD

LATE TEENS / EARLY 40'S

ALL GENDERS

GROWING FEMALE AUDIENCE

ENGLISH SPEAKERS

WHO IS DECODED FOR?

ENTHUSIASTS
ENGAGE DEEPER

CASUAL LISTENERS
CURIOUS

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](#)

02

DELIGHT

CONTENT

LYRIC ANALYSIS

LYRIC SNIPETTS

HUB

EDUCATIONAL CONTENT

GLOSSARY

COLLECTION OF WORDS & TERMS

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 interactivity.

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.

Lyrics Analysis

04

GANTT CHART

THANK YOU, QUESTIONS?