
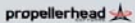



KTH Summer School 2007

- Ernst Nathorst-Böös
- CEO – Propellerhead Software AB
- www.propellerheads.se





Play Music or Make Music?



Not necessarily a creative activity?



Play Music or Make Music?



By definition a creative activity!

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Creative Musical Activities

- Composition
- Arrangement
- Part Performance
- Production
- (Public Performance)


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Skills and Gear



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Skills and Gear



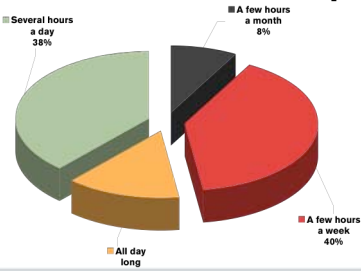
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Reason Users


- Bedroom **Studio** people
- Computer centric
- Intermediates or pros

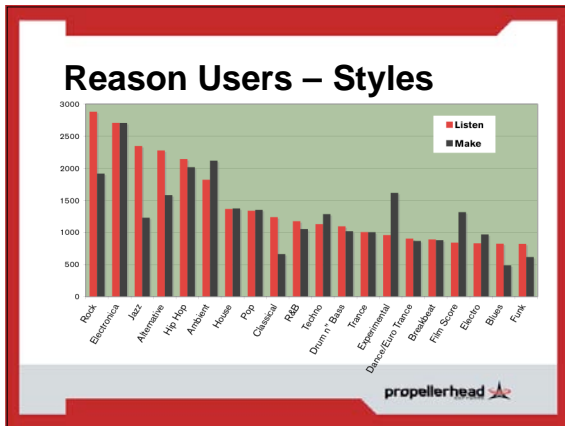
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Reason Users – Time Spent



Time Spent	Percentage
Several hours a day	38%
A few hours a month	8%
A few hours a week	40%
All day long	12%

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Brief Summary So Far

- Highly creative activity
- Important part of life
- Diversified skill set required
- Tools are of outmost importance
- So – how do we support these people with the products we make?

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The Studio Evolution

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The "Gramophone Studio"

Composition:	Captured
Arrangement:	Captured
Part Performance:	Captured
Production:	Captured



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The "Rock Studio"


Composition:	Captured
Arrangement:	Captured
Part Performance:	Partly supported
Production:	Supported




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The "Computer Studio"

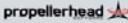
Composition:	Captured
Arrangement:	Partly Supported
Part Performance:	Supported
Production:	Supported




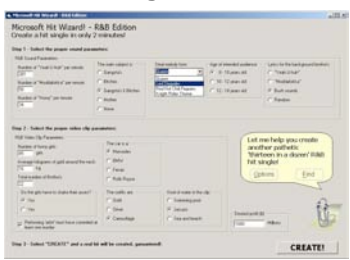
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The "Future Studio"

Composition:  Supported
Arrangement: Supported
Part Performance: Supported
Production: Supported



So What's Wrong With This Picture?



What We're Looking For is This:

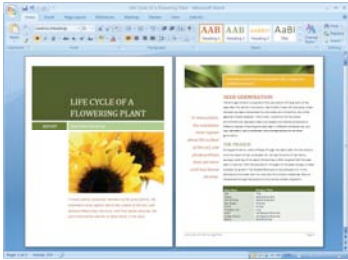


Or this...



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It's not only us...



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Composition

- What's the next chord?
- How do I get to the chorus?
- What rhymes with "blue"?

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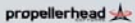

Arrangement

- What would be a good second harmony here?
- What alternative song structures would you suggest?
- I like the rhythm you're playing, but it gets boring after the second chorus.




Part Performance

- Better Quantize, "Melodyne"
- Change Events + Chaos Designer
- Groove Mixer:



Production

- How do I get the vocals to stand out?
- How do I make the kick cut through?
- How do I make the mix sound big? Loud?
- Etc etc...



How do we find out?

what customers want

Using Outcome-Driven Innovation to Create Breakthrough Products and Services

Anthony W. Ulwick
CEO OF STRATEGY, INC.

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How do we design it?

→ Well, that's the big question, isn't it...

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Summary

- Do for Composition and Arrangement what we have for Production and Part Performance
- Refine support for Part Performance and Production

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Summary

- Support the User:
 - Like a teacher or band member
 - Unobtrusively
 - With (some degree of) predictable control
 - In a reproducible way
- Make Great Designs!

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Because if only the result mattered...



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Thanks for Listening!

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