

# **EFFACTS PEDAL DATABASE**

## ***GET TO KNOW YOUR PEDALS***

My app is a database for guitar effects pedals. Guitarists especially are addicted to different effects pedals, but the information about what they do and how they sound is spread all across company websites, manuals, youtube, online magazines, guitar forums, etc. This would consolidate that information and allow users to hear what the pedals sound like, compare features, read user reviews, view prices, ask questions, and get feedback from other users.

### **4 FUNCTIONS OF MY APP**

1. Search Function based on features
2. Video/Sound samples at all settings
3. Tech specs of each pedal
4. Q&A conversation boards

### **USER ROLES**

1. People who buy and sell a lot of guitar effects pedals
2. People who are curious about sounds and new combinations of sounds
3. People who are passionate about guitar culture and being involved in the community
4. Companies who want to make their product more usable to their customers and potential customers

### **USER PROFILE**

Bryan is 30 years old

He is very passionate about guitars and effects

He is in a band and has many connections in the music community and on social media

He is a curious person who buys and sells gear, and whose effects chain continually changes

### **CLIENT/DESIGNER GOALS**

1. Educate users on what they use and how they can use it more effectively
2. Help users make informed decisions about new purchases
3. Help users discover new products
4. Become the go-to resource, and the first place users go for information

### **SIMILAR APPS**

1. Reverb - More focused on buy/sell, but has a lot of educational articles, and is the leading resource for used values.
2. Ultimate Guitar - More focused on tabs and sheet music
3. Garageband - includes basic versions of popular guitar effects, but is not connected to real brands or real products. More focused on playing music than purchasing/education



