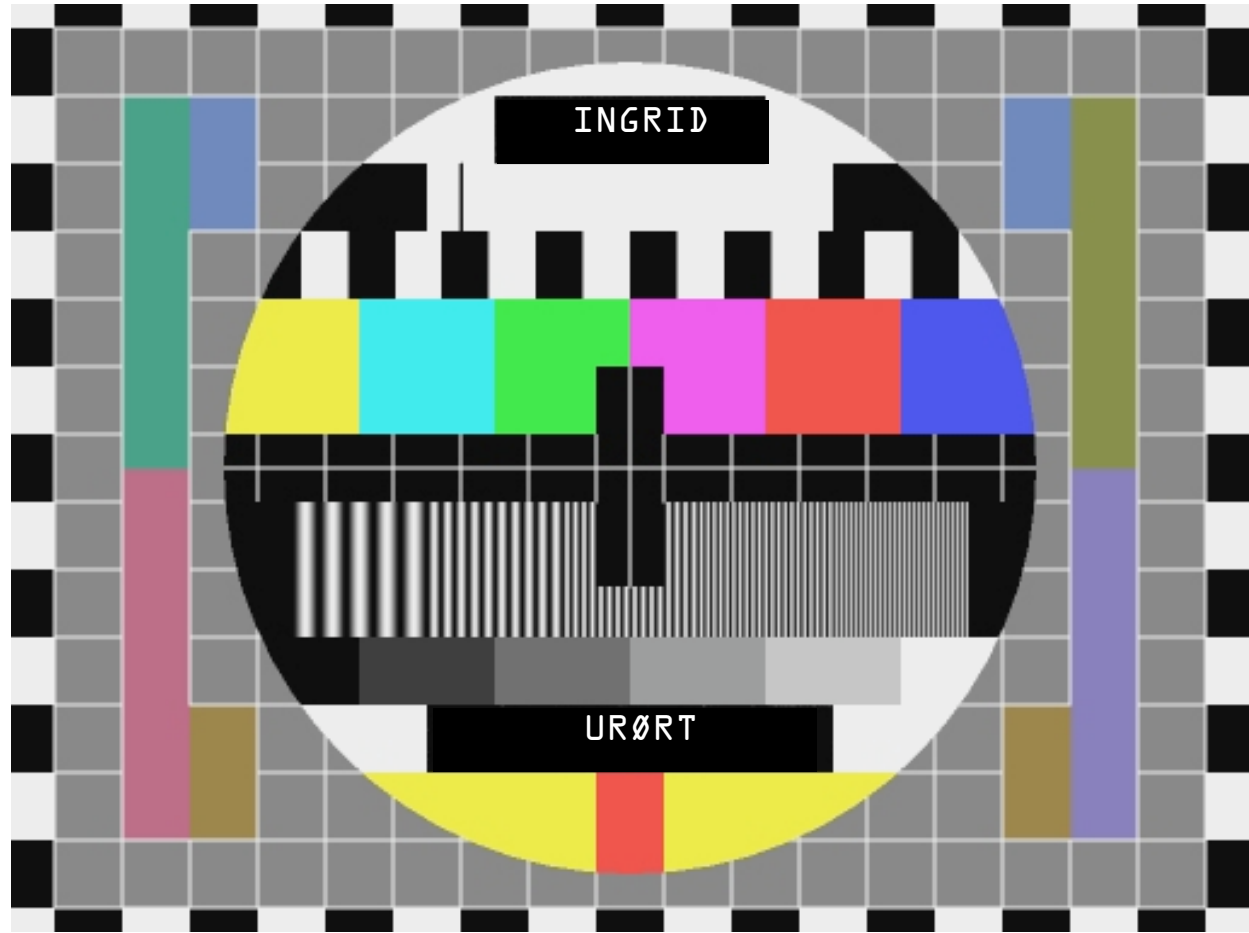


Designer
Ingrid Alice Clausen

Project
NRK Urørt

AHO
Autumn 08



Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Personal Goal

AHO
Autumn 08

Project:

Redefining a vision

Competitive redesign of social media

Marketing the independent

Designer
Ingrid Alice Clausen

Project
NRK Purport

Description
Preface: Research

AHO
Autumn 08

Existing useful filtering

- Most downloaded
- Most listened to
- On the way up
- This weeks artist.
- Other peoples favorites.
("mix tapes")
- Music from my small home town
(through "active search")

Desired redesign

- 1.News
- 2.This weeks artist
- 3.Your Profile
- 4.Your Projects
- 5.The Cal.
- 6.Social Marketing (WTF)

Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Preface: Research

AHO
Autumn 08

Who are they? Urørt, demo-competition for bands.

What do they do? Urørt helps launch the best Norwegian untouched bands into the lime light.

Why do they matter? They are small and local, (only Norway) with the opportunity of getting to pick up the most obscure and exiting new Norwegian talents.

Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Preface: Userpattern

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Autumn 08

**Desired user pattern for
promoting music on Urørt**

:gain an addictive
social communication tool,
focused on content creation,
sharing and social filtering.

- 1. Browse and search for
interesting music*
- 2. Find and play*
- 3. Like or dislike; rate*
- 4. Share and promote fond,
likeable content.*

Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Preface : Problem identification

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Information
Readability
Relevance

[akustisk](#)
[instrumental](#)
[alternativ](#)
[Ambient](#)
[annet](#)
[beat beats](#)
[blues](#)
[chill](#)
[country](#)
[dance](#)
[electro electronica elektronisk](#)
[folk](#)
[funk](#)
[gitar](#)
[hard rock/metal hardcore](#)
[hip hop hip hop/rap hiphop hip-hop](#)
[house](#)
[indie indiepop indierock](#)
[jazz](#)
[kjærlighet](#)
[lydkunst](#)
[metal](#)
[norsk](#)
[piano](#)
[pønk / hardcore](#)
[pop](#)
[punk](#)
[rap](#)
[rock](#)
[synth techno trance trance/dance/tekno](#)
[trist](#)
[useriøst / humor](#)

Bergen, Bodø,
Drammen,
Fredrikstad,
Halden,
Hamar,
Haugesund,
Kristiansand,
Moss,
Oslo, Sandnes,
Sarpsborg,
Stavanger,
Tønsberg,
Tromsø,
Trondheim.

Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Preface: Inspiration

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Color coding

Linking sound expression, identity and color



Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Design element. Color coding

AHO
Autumn 08

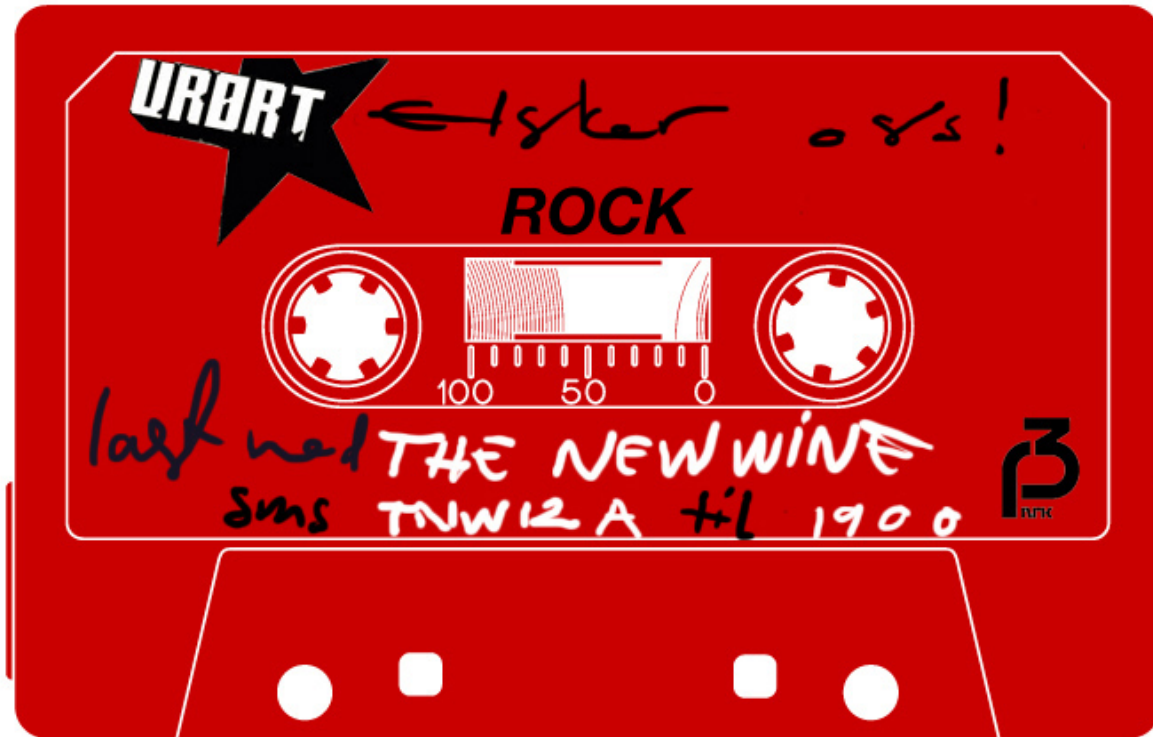
-     utdrag fra q.s. 2: acoustic accident 3:45
-     utdrag fra q.s. 2: acoustic accident 3:45
-     utdrag fra q.s. 2: acoustic accident 3:45
-     utdrag fra q.s. 2: acoustic accident 3:45
- :
-     utdrag fra q.s. 2: acoustic accident 3:45
- : herregud mand! dette er det ræeste jeg har hørt av akustisk på urørt noen gang!
-     utdrag fra q.s. 2: acoustic accident 3:45
- : herregud mand! dette er det ræeste jeg har hørt av akustisk på urørt noen gang!

Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Design element. Color coding

AHO
Autumn 08



Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Design element. Color coding

AHO
Autumn 08



Annema papercuts

Laget av *Anne Marie Munc*

Funnet i Mixteipen til **My Little Pony**

☆ 51



Erlink I feel fine

Laget av *Erling Fandango*

Funnet i Mixteipen til **My Little Pony**

☆ 1

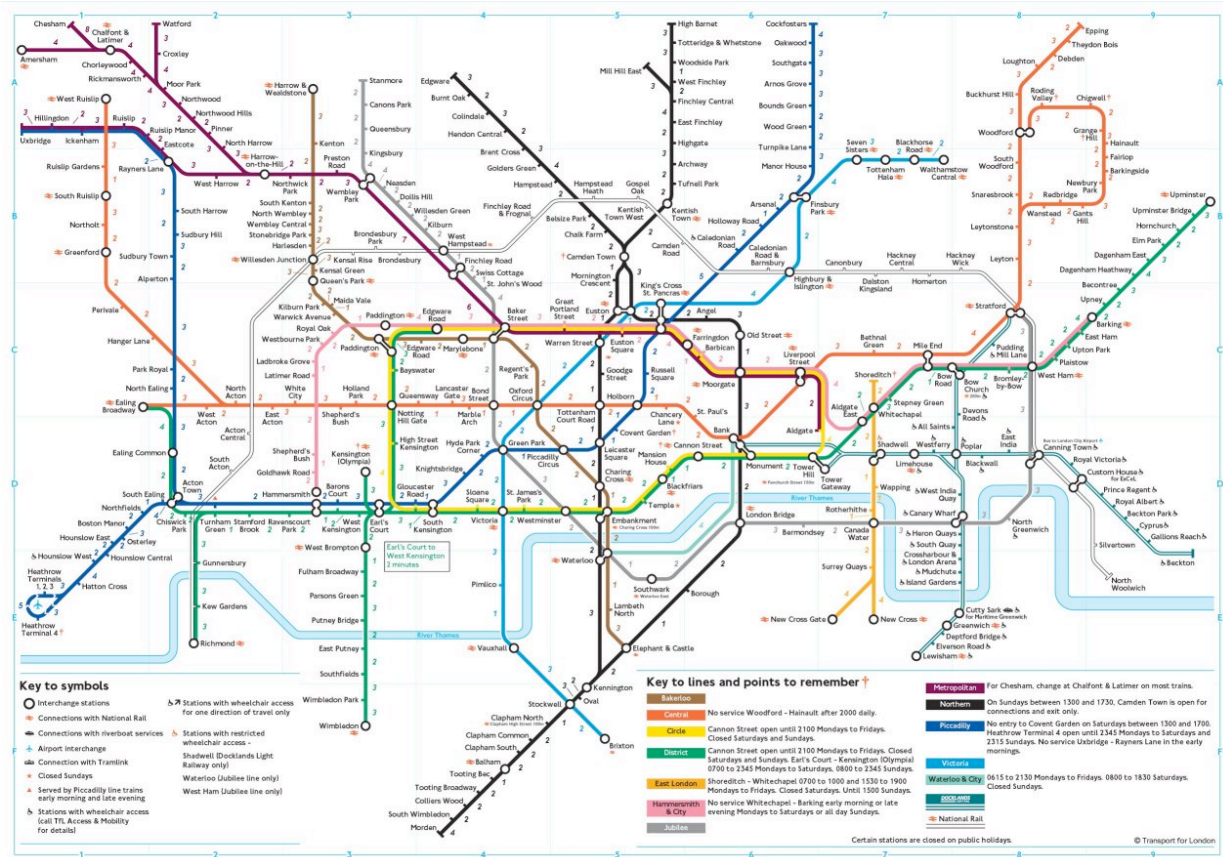


Rolly Polly summer berry

Laget av *Anne Marie Munc*

Funnet i Mixteipen til **My Little Pony**

☆ 1



Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Re design

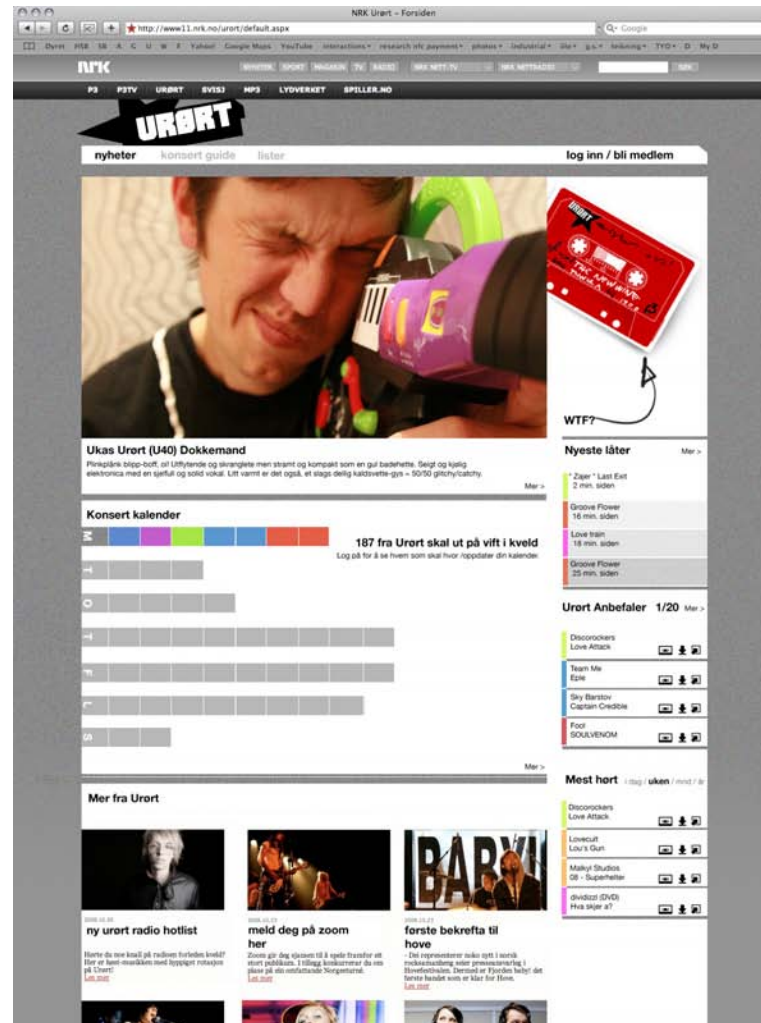
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Autumn 08

1.page

A newspaper that gives away the most important public information.

The front page is a portal into Urørt and has to give a short presentation of all that you can find and do at the site.

The redesign of the front page is kept close to the original design, though narrowed down to give more focus.



Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Re design

AHO
Autumn 08

UKAS

The primary function of Urørt is to help artists up, and into the lime light

Ukas Urørt dives you a short intervju of the artist picked out that week, gives an overview of his favorites dates he'll be playing koncerts in the near future.

The page also gives the ability to browse back for earlier picks from Ukas.

The screenshot shows the NRK Urørt website interface. At the top, there's a navigation bar with links for 'nyheter', 'konsert guide', 'ukas urørt', and 'lister'. Below this is a large featured image of a man playing a colorful, custom-built electronic instrument. The main content area is titled 'UKAS URØRT (U40) DOKKEMAND' and includes a short biography and a list of upcoming concert dates. On the right side, there's a sidebar with 'log inn / bli medlem', 'U archive >>', 'mer om:', 'sjekk også:', 'Dokkemands favoritter:', 'Dokkemand konserter November >', and 'Urørt anbefaler 1/20'. The bottom of the page features a 'KOMMENTARER' section with a text input field and a 'Hurra for Kapteinen' message.

Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Re design

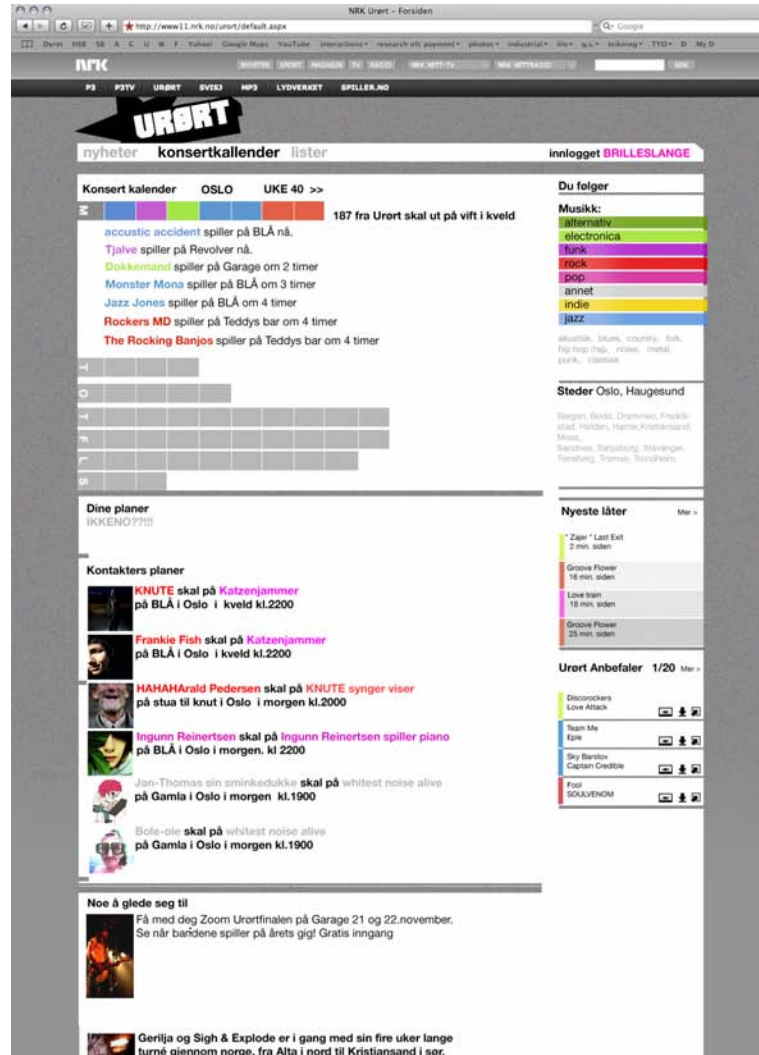
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Autumn 08

The Callender

The callender is part of the redesign that has been changed the most in order to promote young fresh bands.

It is the main promotion tool on Urørt, letting people know who's going where and showing pictures from previous gigs.

It show everything added by bands on Urørt, so in order to filter out the bare necessities of which concerts you want to go to, you can weed out the types of music you don't like.



Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Re design

AHO
Autumn 08

Your Site -your private newspaper

The personal profile page feeds on replies to your comments on other peoples songs as well as comments from others on your songs. *..if you have any.*

It shows **your contacts**, people you know or feel as if you have a bond with, and **your fans**, people who think they have bonded with you but that you feel slightly above, don't know, or don't want to know.

It further shows your **listening tracks** and if or not you have liked the music, (starred) which makes your favorite music easily accessible if ever you should want to find your favorite music again.

At last, it shows **your plans**, as to which concerts are interested in going to.

The screenshot displays the NRK Urørt website interface. At the top, there's a navigation bar with 'URØRT' prominently featured. Below this, the main content area is divided into several sections:

- ANBEFALER**: A list of recommended tracks with details like artist, song title, and album. For example, 'Dokkemand lupe' by Marius Grøtterud Egnes.
- KONSERTER**: A section for concert plans, listing events like 'Eplegrot og saft' by John Dee.
- KONTAKTER**: A grid of profile pictures representing the user's contacts.
- FANS**: A section showing the user's fans, with a count of 2.
- Nyeste låter**: A list of the user's most recent tracks, such as 'Zaper - Last Exit'.
- Urørt Anbefaler**: A section for recommended tracks, featuring artists like Discobrokers and Team Me.
- Mest hørt**: A section for the most listened-to tracks, including 'Discobrokers Love Attack'.

The interface is clean and organized, with clear navigation and a focus on music-related content.

Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Re design

AHO
Autumn 08

Your Profile seen by a contact

This page displays you and your activities to your contacts on Urørt.

They can view your listening track and see what you thought of the songs by reading the comments.

They can also look at which concerts you have been to lately and which you are planning to go to.

From this page they can also go further to your projects pages.

The screenshot shows the NRK Urørt website profile page for user 'Hahaharald'. The page is divided into several sections:

- Header:** NRK logo, navigation menu (P3, PSTV, URØRT, SVESJ, MP3, LYDVERKET, SPELLER.NO), and a search bar.
- Profile:** User name 'Hahaharald', age '22 år', location 'fra Haugesund', and a bio: 'Er glad i plunk plunk, støy og skumle menn med hatt. Støttestøtt grøt og snill. Lager POP/HPHCP og BRILLER'. There are 'Prosjekter' (Love Graffiti, Hayash) and 'søk' (43047gijhijimmgqrtrorvzzzmsr8) options.
- ANBEFALER...:** A list of recommended songs with artist names and album titles, such as 'Dokkemand lupe' by Marius Grøtterud Egenes and 'Annema papercuts' by Anne Marie Munc.
- KOMMENTARER:** A section for user comments, including one from 'Hahaharald' dated '1 dag'.
- KONKAKTER:** A grid of contact avatars, with '9 / 15' contacts shown.
- FANS:** A section for fans, with '2' fans shown.
- Nyeste låter:** A list of recent tracks, including 'Zajer - Last Exit' (2 min. siden) and 'Groove Power' (18 min. siden).
- KONSERTER:** A section for concert plans, listing events like 'Eplegrøt og saft på John Dee, i morgen. kl. 2000' and 'Lars Vaular på Blå, Lørdag 10.12 kl. 2100'.
- har vært på:** A section for places visited, listing 'Cyaneed på John Dee, for 23 dager siden. (75 andre var der)'.
- Mest hørt:** A section for most listened-to tracks, including 'Discochokers - Love Attack' and 'Lowcut - Lou's Gun'.

Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Re design

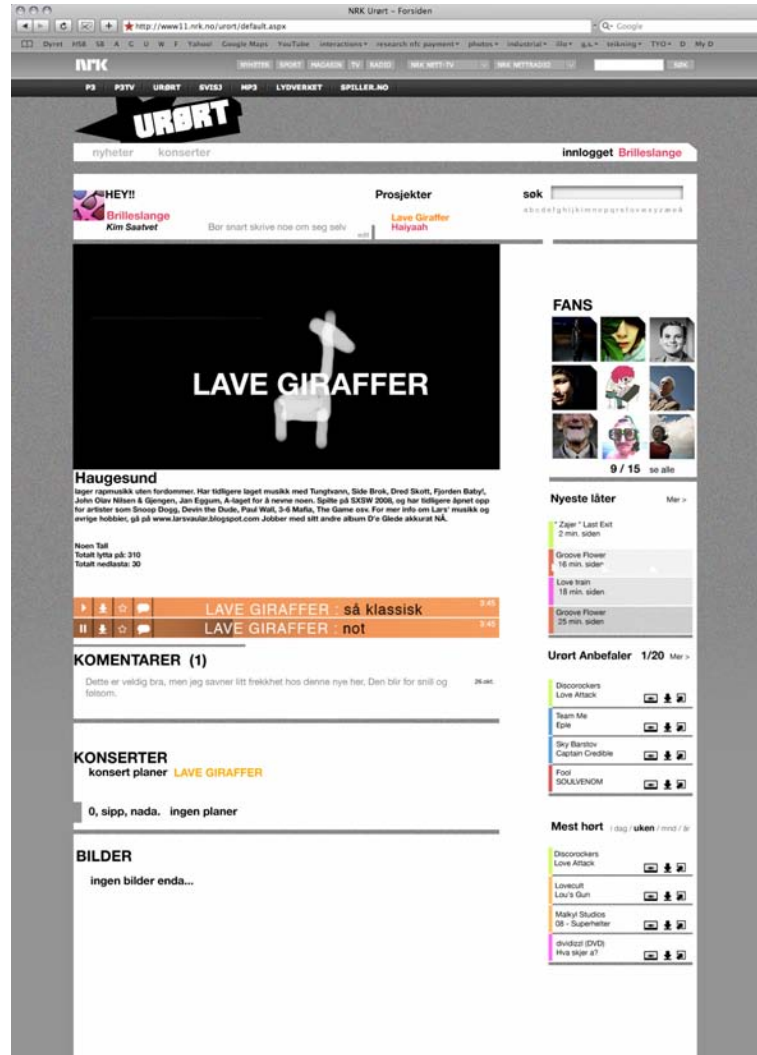
AHO
Autumn 08

Your Project site(s)

Your bands representation. The page act as a shared blog between you and other people in the band if there are any.

This is where your musical project shows, and where people can play, download and comment your music.

You can add concert plans and pictures of the band.



Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Re design

AHO
Autumn 08

Browsing other peoples projects

The screenshot shows the NRK Urørt website interface. At the top, there's a navigation bar with 'URØRT' in a large, stylized font. Below it, there are tabs for 'nyheter' and 'konserter'. The main content area is titled 'Prosjekter' and features a large photo of the band 'Brilleslange' with the text 'Kim Saetveit' and 'Bør snart skrive noe om seg selv'. To the right, there's a search bar and a 'FANS' section with a grid of images. Below the photo, there's a text block titled 'Endelig er den store dagen her.' followed by a paragraph about the band's debut album 'Think Too Much'. Below the text, there's a list of songs with play buttons and ratings. At the bottom, there's a 'KOMMENTARER' section with a text input field and a 'Herlig!' comment.

NRK Urørt - Forsiden

http://www1.nrk.no/urort/default.aspx

nyheter konserter innlogget Brilleslange

HEYY!
Brilleslange
Kim Saetveit

Prosjekter
Løve Grøffer
Halvaah

søk

9 / 74 se alle

FANS

My Little pony TOURING

<< dag uke mnd >>

M	T	W	T	F	S	S
						2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Urørt Anbefaler 1/20 Mer >

Discoockers
Love Attack

Team Me
Eple

Sky Barden
Cotton Credits

Fest
SOLVENOM

Mest hort i dag uken / mnd / sr

Discoockers
Love Attack

Lovest
Lou's Gun

Makyl Studios
08 - Superhater

dividert (DVD)
Hva skjer at?

Herlig!
Kom over musikken deres helt randomly for ca 20 minutter siden - i love it Jæg elsker at dere bruker så mange rare
instanser i :)

Anonymous

Perfekt!
Denne prosjektet ble utgitt 24. oktober, det blir veldig spennende!

Skrivet i 6s

Skrivet 12.09

Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Marketing strategy

AHO
Autumn 08

WTF?

WTF is a internal marketing strategy for Urørt via the bands. It act as a sub-newspage, with focus on guerilla marketing for bands.

First out is a sticker campaign, using the color coding in Urørt, and an image of the mixtape.

The aspect of this is to receive stickers to write your unique song code on, placing it where ever for people to find and download your song by sms to their mobile phone.

When placing these around, you might want to consider what people will be looking at while playing the song, or even who will be likely to stumble upon it.

These campaigns will change through out the year, with different products as part of the long term stunts. Other products might be tees, or "devotees", where you can buy band t-shirts for your self or grandma, and go about and promote.

WTF is a series of marketing stunts carried out by Urørt users. Bringing awareness to the bands and Urørt.

The screenshot shows the NRK Urørt website interface. At the top, there's a navigation bar with categories like PS, PSTV, URØRT, SVESJ, HPS, LYDVERKET, and SPELLER.NO. Below this is a large, vibrant graphic featuring a collage of colorful faces and shapes, with several stickers overlaid. To the right of the graphic is a 'Nyeste låter' (Newest songs) list with entries like 'Ziper - Last Exit' and 'Groove Flower'. Below the graphic is a 'Stickers' section with text explaining the campaign: 'Hva er greia med å plutselig drive å dele ut klistermerker og sende samtlige av våre herlige urørte inn i forskjens tyrant, med jaska på gullfjerner og lameltes fra larene?? (var: vi er veldig veldig onde.)'. Further down, there are sections for 'Mer fra Urørt' and a grid of news articles with titles like 'ny urørt radio hotlist', 'meld deg på zoom her', 'første bekrefta til hove', 'fantastisk bakrus', 'tv-suksess med urørtmusikk', and 'gjenhør med urørtpanelet'.

Designer
Ingrid Alice Clausen

Project
NRK Urørt

Description
Marketing strategy

AHO
Autumn 08



TAKK

URØRT

