



— **RELAUNCH** —

Integrated Design | Michael Ferrari

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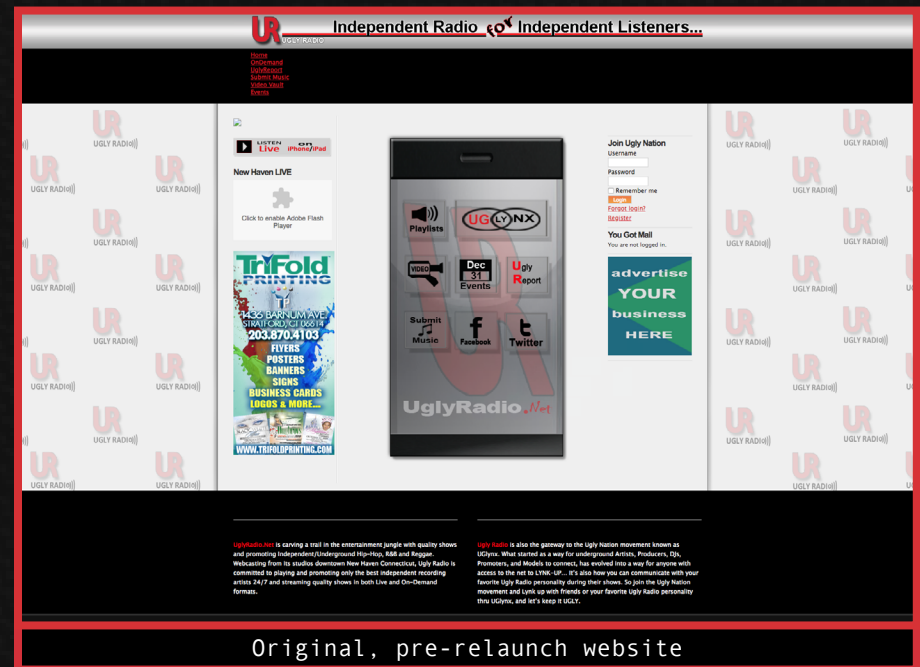
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The Goal

The goal of the UglyRadio relaunch is to usher in a new era of UglyRadio. UglyRadio is the premier independent hip-hop station in Connecticut, and with an increase in funding, and new closer relationship with the local Connecticut universities, it is time to rebrand and rebuild from the ground up. Everything from logo and social media, to marketing materials, website, and platform needs to be created from scratch in order to bring UglyRadio up-to-date with the latest trends in all respective areas.

The main goals of UglyRadio include:

- A redesigned website that is modern, responsive, and unique.
- Complete rebranding of UglyRadio graphic assets to be used in future projects and marketing.
- An UglyRadio mobile app.



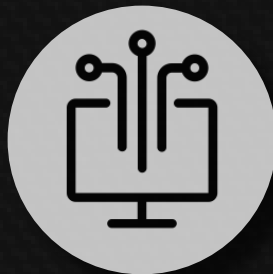
The Audience

With the relaunch of UglyRadio it is important to consider our target audience, as well as the typical audience of hip-hop music. While all elements of our audience are important, the key aspect we will be considering when approaching our designs as well as services will be AGE. Currently, UglyRadio's biggest criticism received is in regards to dated features, technology, and aesthetics. Upon further research into our audience as well as the typical listener of hip-hop music, we have a better understanding of who and what we should be focusing on in order to elevate UglyRadio to the heights desired.

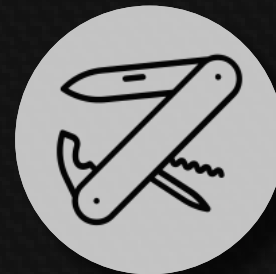
UglyRadio Relaunch will focus on 3 major elements:



Age



Technology



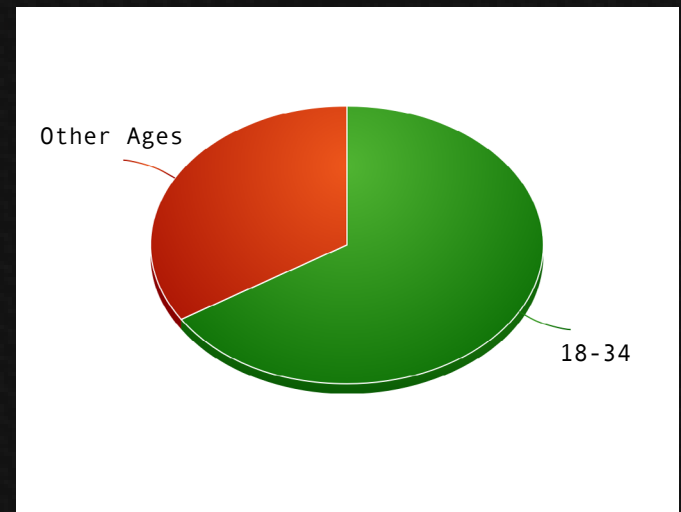
Features

Research

Understanding hip-hop's target audience is incredibly important if we want to be able to put our focus, time, and money towards the areas that will help UglyRadio flourish the most. Apart from simply understanding our audience, it is also important to be able to separate the facts from the misconceptions involving hip-hop and those who enjoy it. For instance,

“There is a prevailing myth that revolves around the hip hop world that it is only African-Americans who listen to this genre of music, enjoy it, or promote it. Some believe that African-Americans were the first to create. As the statistics show, however, myths are very different from what reality happens to be.”

Perhaps the most valuable piece of information is the fact that almost $\frac{2}{3}$ of hip-hop fans are between the ages of 18-34. This statistic is key in determining where we want to take UglyRadio technology, as well as what features should be implemented into UglyRadio that don't currently exist. With such a young audience, expanding our technology will be the driving force behind the UglyRadio relaunch.



Research



12.5% of the hip hop audience uses radio to listen to music rather than some other medium during prime time hours.



60% of the hip hop demographic also have R&B on their format menu.



Only one-third of the hip hop demographic states that they make it a point to watch news shows at some point during the week.



Hip hop listeners are twice as likely to go to the movies over the general population at large.

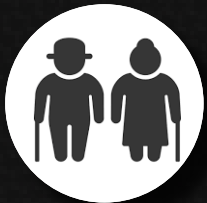
Research



Sports, drama shows, and music videos are also popular forms of media that are consumed by this population demographic.



12.6% of people who listen to hip hop regularly will purchase clothing on a weekly basis.



Very few people in the hip hop demographics are above the age of 65.

Research

With more information about our audience, we have a better idea as to what they enjoy doing, and their type of lifestyle. This allows us to provide better content in terms of shows, music, and even advertisers. Knowing our audience as well as we can and knowing what they look for and enjoy allows us to craft unique content designed specifically for them and what they want, and it allows us to find advertisers and partners that will benefit from knowing our audience.

With the relaunch of UglyRadio, we will be look at how not only our services can improve and flourish, but also our content in general. From the shows we produce, to the types of artists we want on our platform, the more accurately we can deliver the content to our audience, the more fruitful and successful UglyRadio will be as not only a content provider, but as a partner with our advertisers.

The Website

Redesigning the website is the first priority. As it is, the original UglyRadio website is dated in terms of aesthetics, features, and technology. Currently the website is only viewable on certain devices, and does not display properly for all compatible devices. It is important that we design a website that adheres to current trends, and allows users across all devices to view the content as intended.

We want a modern looking website that is responsive, and appealing to not only our fans but prospective advertisers.



Modern

Responsive

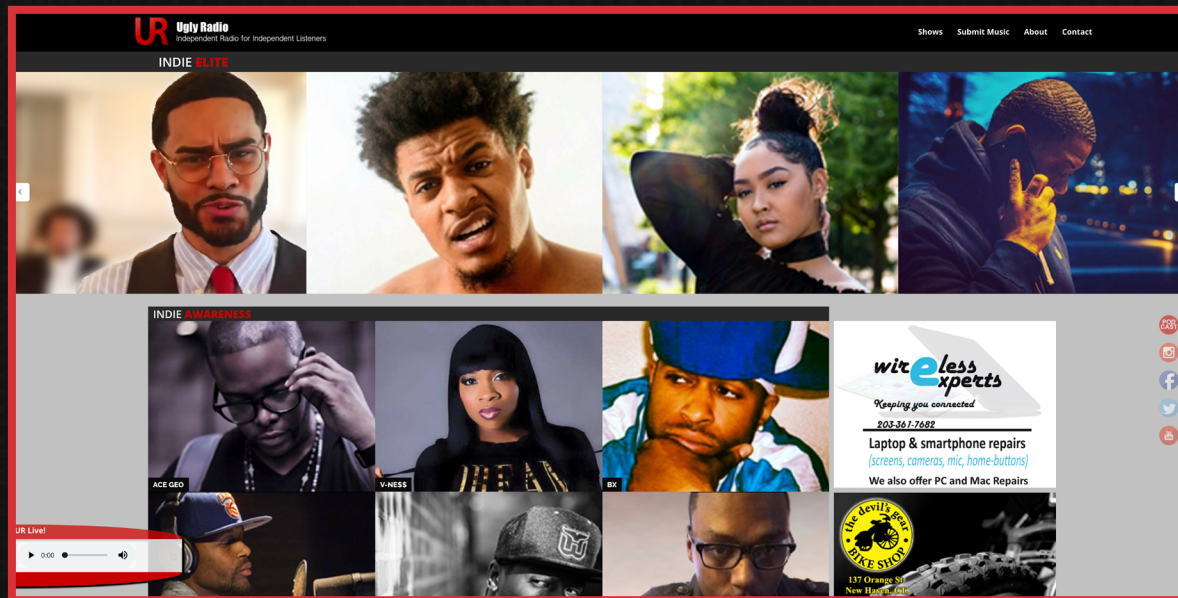
More Features

Appeals to Advertisers

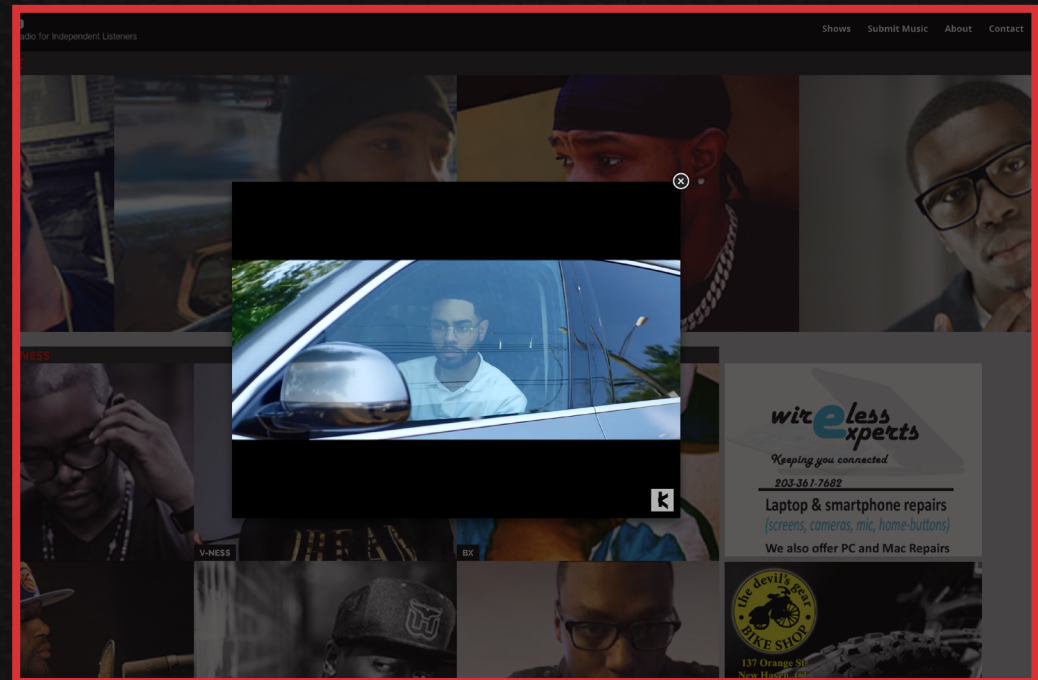
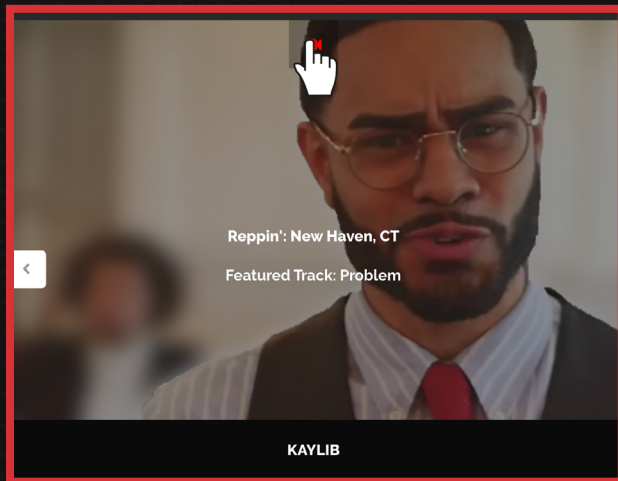
Web Player

The Website

The new website takes a simplified approach that allows the featured artists as well as our advertisers to take center stage. Layout simplification and content trimming was our main focus. The stagnant, rarely updated blog was eliminated. A working livestream option was added, and the sitemap was trimmed down to be just 5 pages in all, including the homepage, and now functions with a series of pop-ups in lightboxes that allow the viewer to find the info they want without having to jump to different pages and interrupt the livestream.



The Website



to

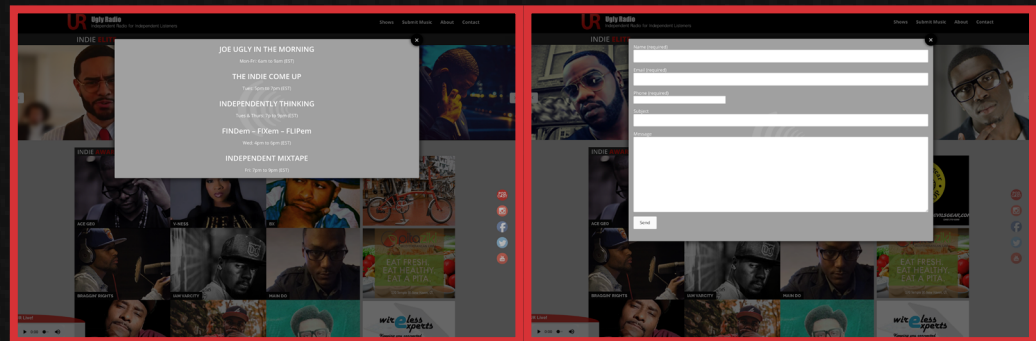
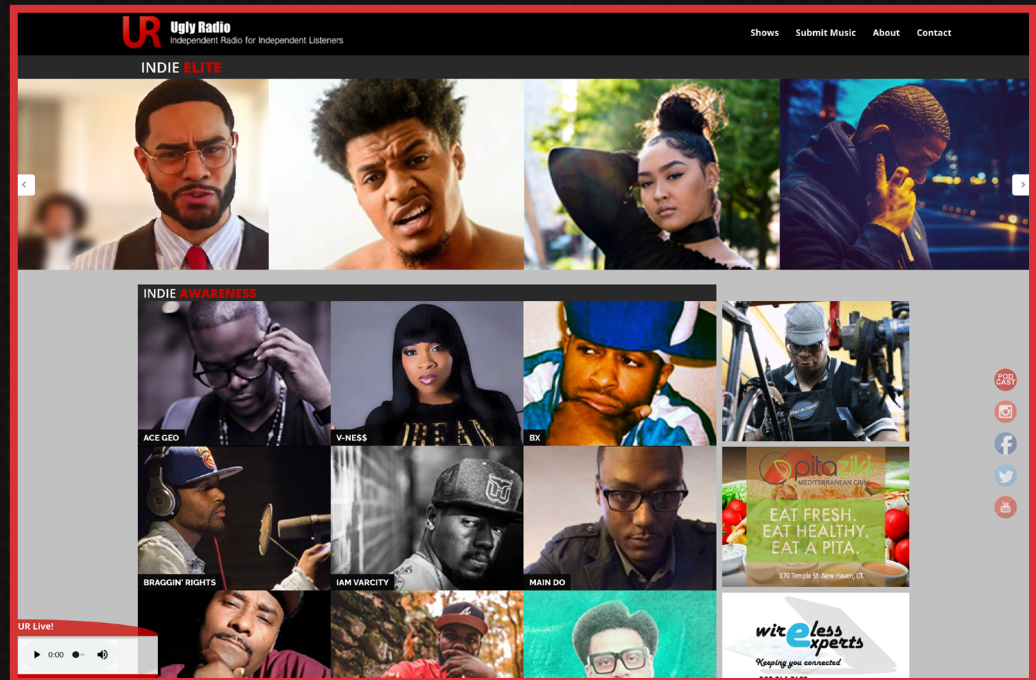
Featured artists are our number 1 concern at UglyRadio, so making sure their content was not only present, but easy consume was high on our to-do list. Now artists can select the content they want to showcase on our website, and with a single click, users can start watching their content quickly, on whatever device they are using. Shown above, the hip-hop artist Kaylib launched his new music video on UglyRadio, which is viewable without leaving the homepage.

The Website

The main focus when designing the new website was simplicity and ease of use. It was decided that most of the focus should be on the artists and advertisers. There is a premium spot above for up to 8 artists, and a lower section with space or unlimited artists.

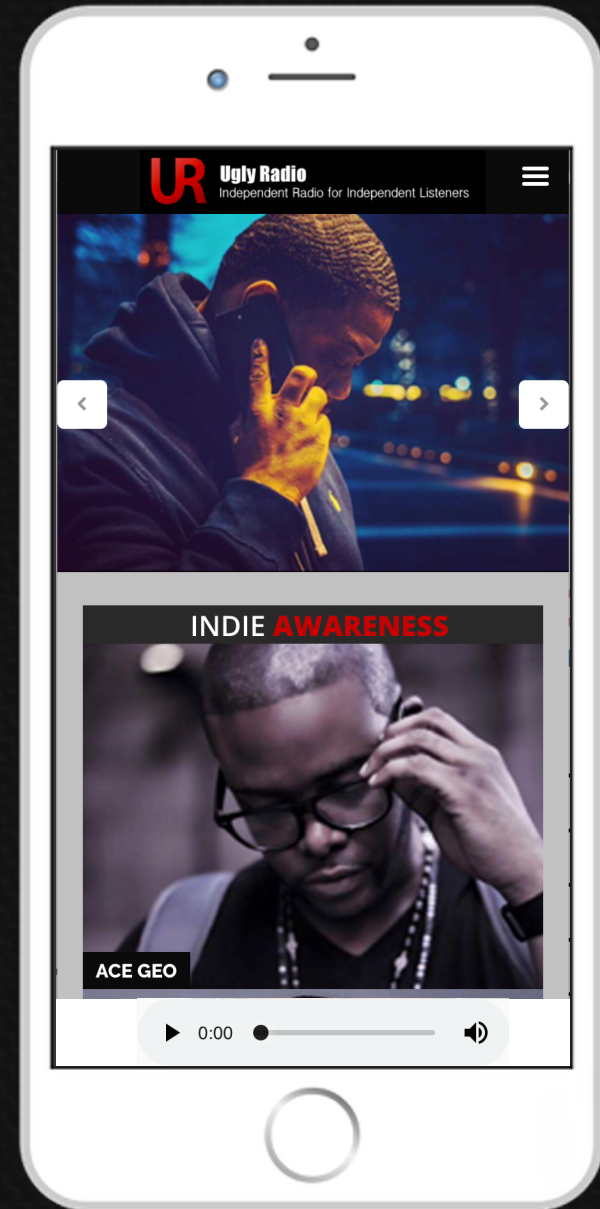
In addition, on the right hand side in the lower section there is a column specifically designed for advertising spots.

In addition, with the inclusion of a live stream player, all of the site's other sections and content are delivered via pop-up boxes so the user never has to navigate away from the home page and interrupt the stream.



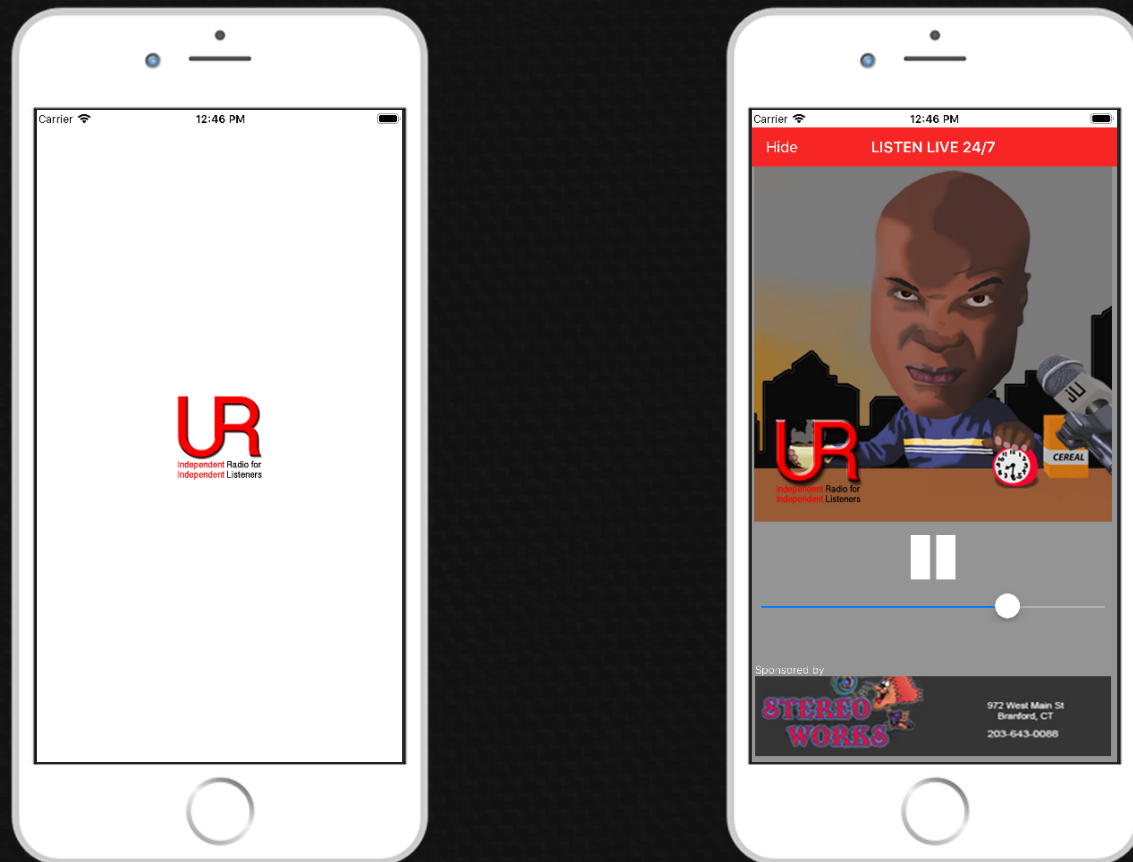
The Website

One of the major complaints we received with the original website was that it was either completely unviewable on certain devices, or only parts of it would work. On mobile devices in particular, almost nobody could view our content. Fixing this issue was one of our main priorities, and now UglyRadio works across all platforms and devices, and has functioning videos, livestreams, and more.



New Technology

In addition to a new mobile website that works across all platforms and devices, we wanted to make listening to UglyRadio easier than ever. As part of that initiative, we have begun work on, and are currently in the beta stage of development on an UglyRadio mobile app. The focus keyword when designing is SIMPLICITY, hence the single screen with only a play button, volume slider, and a spot for ads.



UglyRadio Shop

UglyRadio is in the process of launching an online shop. With a focus on apparel and music, the UglyRadio Shop will sell UglyRadio merchandise, as well as allow for partnerships with independent artists in order to sell their merch, digital music, and physical CDs.

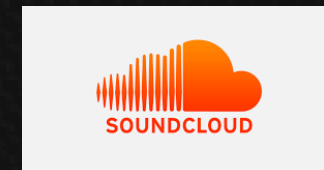
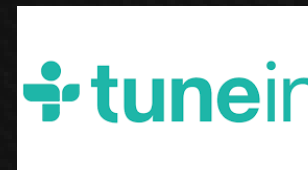
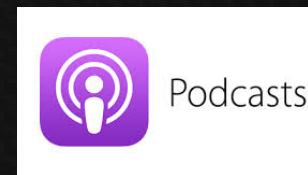
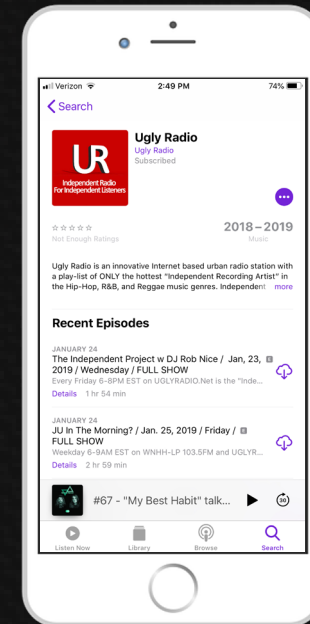


3rd Party Platforms

Continuing our efforts to make listing to UglyRadio as easy and enjoyable as possible, we have decided to launch our station across a number of popular 3rd party platforms.

By increasing the number of platforms we are available on, we can expose our station to audiences outside of simply the local area (Connecticut) and people across the globe can find and enjoy UglyRadio. This increase not just UglyRadio's exposure, but increases the exposure of our advertisers and artists, resulting in increased listens, clicks, sales, etc.

In addition, our non-music related content, such as interviews, are being served as podcasts across Apple's podcast platform, Stitcher Radio, and Soundcloud.



THANK YOU

See the recently relaunched

UGLYRADIO.NET!

MichaelFerrari.Net