

DESIGN CONTEST: CALL FOR PROPOSALS FUTURE MOBILE MUSIC

(<http://www.sameproject.eu/contest/>)

**IamDJ**

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### IamDJ

IamDJ is a mobile DJ application for everybody. It is not a mobile game but it utilizes a mobile phone for creating and enjoying music in an everyday situation. This application is designed for entertainment purposes. Minimum requirements for a phone are a built-in accelerometer and rotation sensor. The aim of the application is to make a music listening experience more engaged than usually. Especially, for young people it also adds some fun and coolness to this experience. In addition, this application develops sense of rhythm.

IamDJ application has a built-in music player, which is able to play the most common audio files like mp3. A user can select a song from his music library. In other words, IamDJ can play songs the user already owns. When the user starts listening the selected song, application buffers it five seconds in both directions all the time. This enables the scratching effect. Three selectable scratching effects appear on the screen. Player and effect components form the main user interface (Figure 1.). This minimal design pays attention to easy of use and it is made especially for mobile phones.

Shaking (Figure 2.) the phone does the selected scratching effect. Fast and slow movements produce same kind of effects as it would by using a traditional turntable. The tempo, beats per minute, can be adjusted in a real time by rotating phone. The user, the DJ, is easily able to make an impressive affect to the listening experience. For a longer music playing and listening sessions it is possible to create playlists and combine songs together by using a cross fader option that does the fading effect automatically. IamDJ includes also a recording option, so user created artworks can be played afterwards to other people too. Furthermore, the recording option enables also use of the phone's built-in microphone.



Figure 1. A sketch of the minimal user interface.

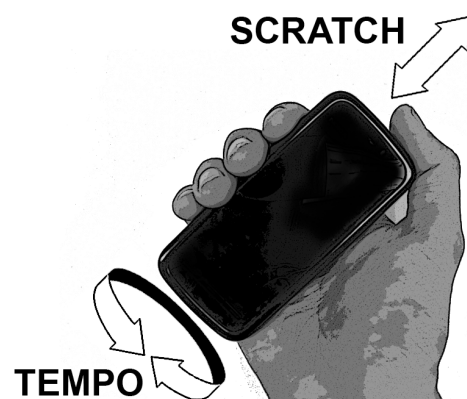


Figure 2. Scratching and tempo adjusting gestures.

IamDJ includes also a plan for social media service. Users can submit their remixes to the IamDJ web service. Other users are able to listen, rate and comment submitted artworks. Service will display top rated and most listened remixes. In addition, DJ's can get followers (fans) like for example in Twitter.

Due to the plain design and features this application is quite easy to implement for several different phone models. For example PyS60, Qt and Java offer possibility to rapid prototyping. However, some pilots and demos are needed of course to do the final decisions about the implementation.