SEASON TWO

BLACKOUT PREP & FIRESALE

SEASON ENDED
SOME PAGES AND PRODUCTS HAVE BEEN 'RESTED'
(for a bit)
'Wharf' info

CAN'T FIND WHAT YOU'RE LOOKING FOR?

1

SEASON ENDED
SOME PAGES AND PRODUCTS HAVE BEEN 'RESTED'
(for a bit)
'Wharf' info

SEASON ENDED
SOME PAGES AND PRODUCTS HAVE BEEN 'RESTED'

END OF SEASON
SOME PAGES AND PRODUCTS SOON TO BE 'RESTED'
(for a bit)

1300 pix wide (export 2 X)
generic banner
(counter will be generated by site)

END OF SEASON
SOME PAGES AND PRODUCTS SOON TO BE 'RESTED'
'Wharf' info
SEASON ENDS SUNDAY 30th MARCH 23:59hrs

GO TO YOUR 'MY-ACCOUNT' DASHBOARD
FOR SEASON-FINALE CART CODES
IF YOU DON'T HAVE AN ACCOUNT NOW IS THE TIME TO CREATE ONE
MY-ACCOUNT/ DASHBOARD/ LOGIN/ SIGNUP

YOUR SEASON FINALE CODE
IN THANKS FOR YOUR SUPPORT USE THIS CODE AT CHECKOUT
EXPIRES 23:59 UK TIME SUNDAY 30th MARCH
PRODUCTS NOT INCLUDED IN THIS PROMO DULCET VOICE, STORM CELLO, VENOM

GO TO YOUR 'MY-ACCOUNT' DASHBOARD
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Deal (TBC): XX%-off cross-site + promise of token deal on relaunch TBC.
Dates: 9am Friday - 12am Monday (as in midnight sun/mon).

As of 12am Monday, all ops cease save for:

Sale of Dulcet, Tina, Snakes
Continued access to Vaults and Libraries bought via the app (re download update etc)
Continued YouTube content, podcast and socials
Forum stays up and running
Merch store stays up and running
Emails for promos / competitions / network dispatch

Shopping List:
- BLACKOUT "IDENT" (both stationary and video)
- 3 x emails (notice, reminder one, reminder two)
- Daily socials (CH and TCHC)
- Podcast announcement
- Podcast cut-down for YouTube
- Podcast cutdown (for you tube)
- GENERIC VIDEO BANNER FOR ALL PAGES
- HOME PAGE TAKEOVER BLOCKS (VIDEO)
- BLACKOUT FAQ PAGE (links from generic banner - all pages redirect to this on Monday save STORE,HOME,DULCET,STORM,SNAKES)

DIARY:
- 3pm today "AN IMPORTANT ANNOUNCEMENT" promo of podcast
- 7pm today PODCAST

FRIDAY
- 9am site assets deployed
- Cutdown of podcast announcement deployed onto YouTube unlisted and hosted on FAQ page.
- Midday email
- 3pm socials
- 7pm "orch template" YouTube with ident at top

SATURDAY
- Midday Reminder email 1 (1 day to go)
- 3pm socials
- 7pm YouTube of announcement cutdown listed

SUNDAY
- Midday Final reminder email (12 hours to go)
- 3pm Socials
- 7pm YouTube post

MONDAY 12am SHUTDOWN

LET US LEAD ALL SOCIALS AND EMAILS WITH "SHUTDOWN" NOT DISCOUNT, OR SALE, OR FIRESALE. The site is a prompt of the shutdown not the reason for it.

IMPORTANT ANNOUNCEMENT
TONIGHT 19.00 UK TIME
▶
FOLLOWED BY Q&A TO ANSWER ANY QUESTIONS YOU MAY HAVE.

BLACKOUT CHECK-LIST

Remove details of promo from "transcript"
Replace generic banner on home
Replace generic banner on store
Remove voucher banner on home
Remove voucher banner on store
Remove both EOS! banners from "my account"
Clear header menu
Clear footer menu
Redirect pages

END OF SEASON
SOME PAGES AND PRODUCTS SOON TO BE 'RESTED'
(for a bit)

no link needed →

END OF SEASON
LAST FEW HOURS BEFORE PARTS OF SITE ARE CLOSED

Hi there,

If you haven't seen already we've decided to make a bold move here at Crow Hill. We're going to 'rest' a lot of our product range and resources in order to take stock of everything we're doing and how we can make sure that our ambition for this project remains on-track.

We see this as a wholly positive move but understand it may bring some inconvenience to you. In thanks for your patience and support we have generated codes to make grabbing those bits you feel you may need that much easier. Be sure you're also up-to-date on your Vaults downloads too as they will also be resting for a brief spell.

Customer service will continue as always, the app will work so you can re-download, update and fix stuff. And the commitment you have made to us by buying these tools will be rewarded with newer, improved and nicer looking versions free of charge over the forthcoming months.

To find out more about this decision go HERE.

Remember to use your code we'll be switching off stuff overnight Sunday/Monday.

Much love and thanks again for your support.

Christian and the Crow Hill Team xxx

https:// thecrowhillcompany.com/ end-of-season-one/

Hi there,

Out of courtesy we just wanted to remind you that many parts of our operation are going into "rest" mode in a few hours which will mean large amounts of our tools, resources and Vaults will not be available for the time being.

To help with any purchase you were thinking of making over the next few weeks we've generated some codes which you will find when you login to the site (or go to "my account").

Dulcet Voice, Storm Cello and Venom will still be available.

For more info please go HERE.

Best wishes

Christian.

GO TO YOUR 'MY-ACCOUNT' DASHBOARD
FOR SEASON-FINALE CART CODES
IF YOU DON'T HAVE AN ACCOUNT NOW IS THE TIME TO CREATE ONE
MY-ACCOUNT/ DASHBOARD/ LOGIN/ SIGNUP

https:// thecrowhillcompany.com/ my-account/

GO TO YOUR 'MY-ACCOUNT' DASHBOARD
FOR SEASON-FINALE CART CODES
IF YOU DON'T HAVE AN ACCOUNT NOW IS THE TIME TO CREATE ONE
MY-ACCOUNT/ DASHBOARD/ LOGIN/ SIGNUP

THE WAY I DESCRIBED IT TO THE TEAM WAS LIKE POTTING. WHEN YOU USE A POTTING WHEEL IT'S ALL ABOUT THE "THROW". YOU NEED TO GET THE CLAY PERFECTLY CENTRED. NO MATTER HOW MUCH YOU TRY TO CORRECT A POORLY THROWN CLAY THE POT WILL ALWAYS SPOIL. THE MORE YOU TRY TO CORRECT, THE MORE YOU WORK THE POT, AS THE CENTRE OF GRAVITY CHANGES THE MORE OBVIOUS YOUR ORIGINAL POOR THROW BECOMES.

WE NEEDED TIME TO THINK, TO ASSESS, ADJUST AND CORRECT.

THIS IS HOW WE LITERALLY SHUT UP SHOP AND WENT BACK TO THE DRAWING BOARD.

BLACKOUT

Context

Withdraw all design-work from operation.

Exceptions:

Dulcet Voice
Storm Cello
Venom
All plugin layouts
Blagsheets
Merchandise

Some current fonts.

Opportunity (customer facing)

- Re-design & Refine whole UX
- Emphasis correction (tools vs resources vs network)
- Create a more cohesive connection between GUIs/Products vs catalogue
- Take feedback onboard and update existing products.
- Launch a more definitive brand
- Launch a more definitive mission statement
- Clearly define content output plans
- Support and engage 'network' more from an online infrastructure POV
- Develop greater familiarity with the Crow Hill team.
- Officially "launch" Crow Hill with PR campaign.

Opportunity (BTS)

- Reduce burden on CX for poorly functioning site.
- Optimise sales potential and trust in us as a brand especially catalogue sales.
- Coincide with brand book and ops manual
- Divide site responsibility amongst the team and reduce 'gatekeepers'.
- Create templates across the business that allow us to scale and respond to opportunity.
- Simplify complexity of marketing campaigns to clearer messaging, less smoke and mirrors.
- Invest in network ops and resource creation
- Develop synchronicity between product and content output.
- Get ahead on all fronts to make life easier.

Schedule*

- Blackout announced 26th March
- Blackout media surge 27th March
- 'Firesale' 26th March > 31st (midnight)
- Blackout begins 1st April

- During blackout keep supporting network with daily YouTube output, continuing podcasts, social media, competitions etc.

- Launch as close to 1st May as possible (see MVP).
- Begin rolling out 'redux' versions of catalogue.
- Begin rolling out greater functionality in UX.

(* this isn't a campaign plan, that will come in a separate doc over the weekend)

e-Comm/Ops

- STRIPE
- uJAM
- DRIP
- MAILING LIST
- BUNDLES
- BUNDLE COMPLETION

MINIMUM VIABLE PRODUCT

e-Comm/Ops
- New till/payment middleware
- Brand book / ops manual
- Better archived assets

Site
- Dynamic Blog
- Dynamic Shop
- Dynamic Vaults Page
- New simplified bespoke pages

Product
- 5 x catalogue 'redux'd
- 1 x "water cooler"* product
- Vaults charity pack

(* 'water cooler' ie UGM or Pocket Orch)

Content
- Supporting content for 'water cooler'
- 1 x AIS
- 1 x "cribs"
- Rebranded podcast across all outlets
- Fully populated blog:

6 MONTH ROLLOUT

e-Comm/Ops
- Dashboard
- Greater data analysis
- Greater integration with Mazar's systems.

Site
- Dynamic 'Water Cooler' Page
- Dynamic templates across all pages
- Entry forms

Product
- Remaining catalogue products
- Re-introduction of Bundles
- Return to release frequency (vaults, products and water cooler scheme).
- Fully templated production cycle

Content
- 3 X AIS
- 3 X "cribs"
- Ongoing "water cooler" support
- Established new talent onscreen
- Podcast format developed

MVP Dynamic Layouts
(all fields and layouts merely exemplary)

BLOG

- Post Date
- Post Name
- Strap
- Description
- UPLOAD IMAGES / UPLOAD RESOURCE
- YouTube Link
- TAG
- DOWNLOAD CONTENTS
- PUBLISH

Shop

- Product Code
- Product Name
- Strap
- Description
- UPLOAD IMAGES / UPLOAD GUI
- YouTube Link
- Backend Link
- Expiry
- PUBLISH

Vaults

- Vaults Code
- Vaults Name
- Strap
- Description
- UPLOAD IMAGE
- YouTube Link
- Backend Link
- Expiry
- PUBLISH

It's not starting from scratch. We had months of operational lessons learned. The one rule I have when perplexed by a situation is to seek simplification.

This for us meant an aggregation of our efforts into three basic pillars of the business. Resources, Tools and Vaults.

We rounded up all the good resource ideas that we struggled to deliver into a simple solution. A blog. We needed to refine our tools and shop into a scaleable functional environment. My template; an independent record store. A place where some stuff is sold, promoted and marketed, the rest was searched and found.
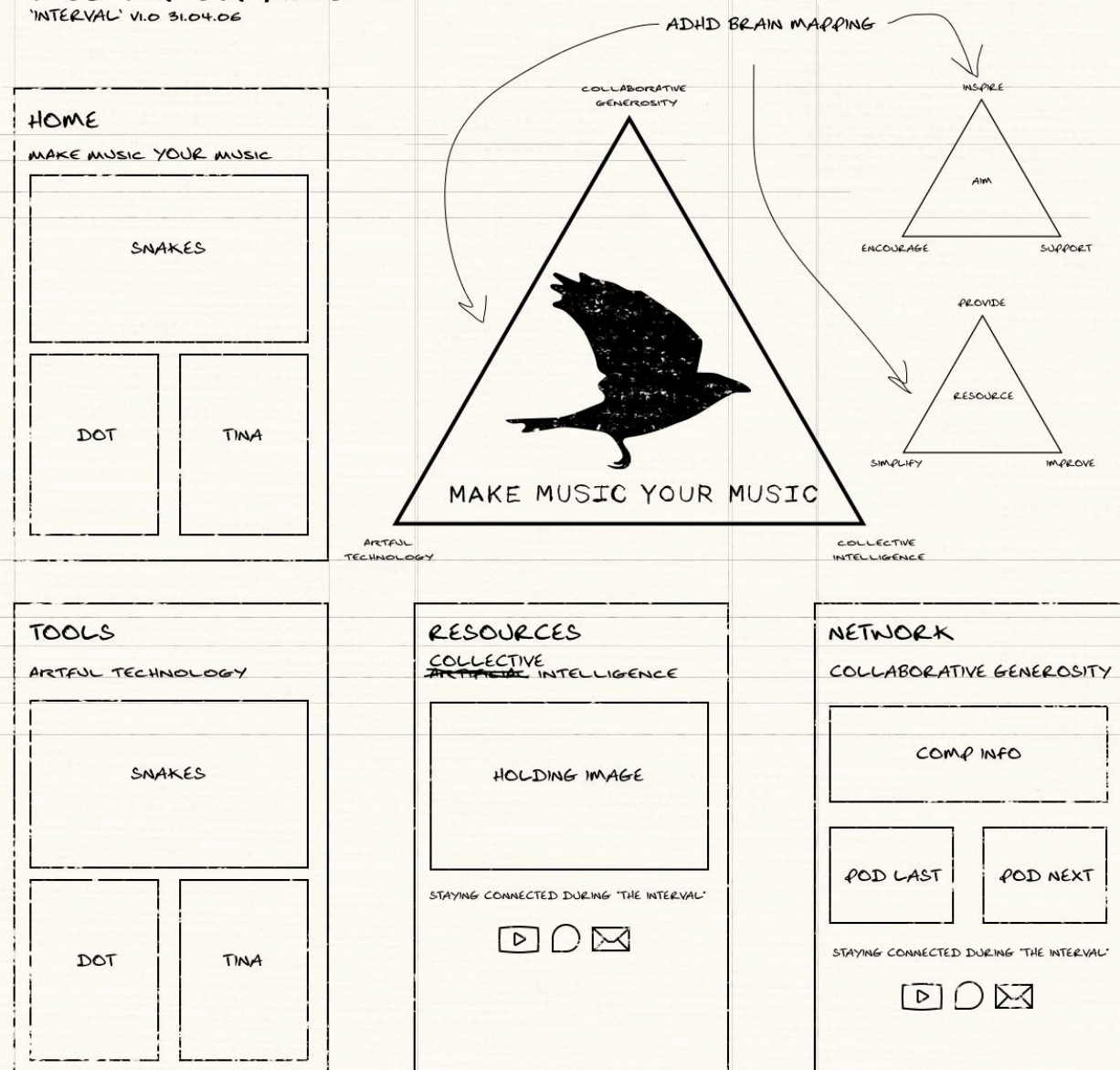
Finally we needed to unify our brand identity and at every "touch point" make the experience feel like it was from the same team, the same heart and soul, the same set of goals and principals. Vaults was doing amazingly but we needed to put the character of Crow Hill into it. The fun, the cheekiness, a representation of who we are and part of our constellation of activities.

One of the problems I think we experienced was a failure for me to communicate my true hopes for TCHC. Both internally and therefore front-facing. I wanted to be sure that these ideas were properly communicated and organising this into digestible examples that were written more than just uttered I felt was important.
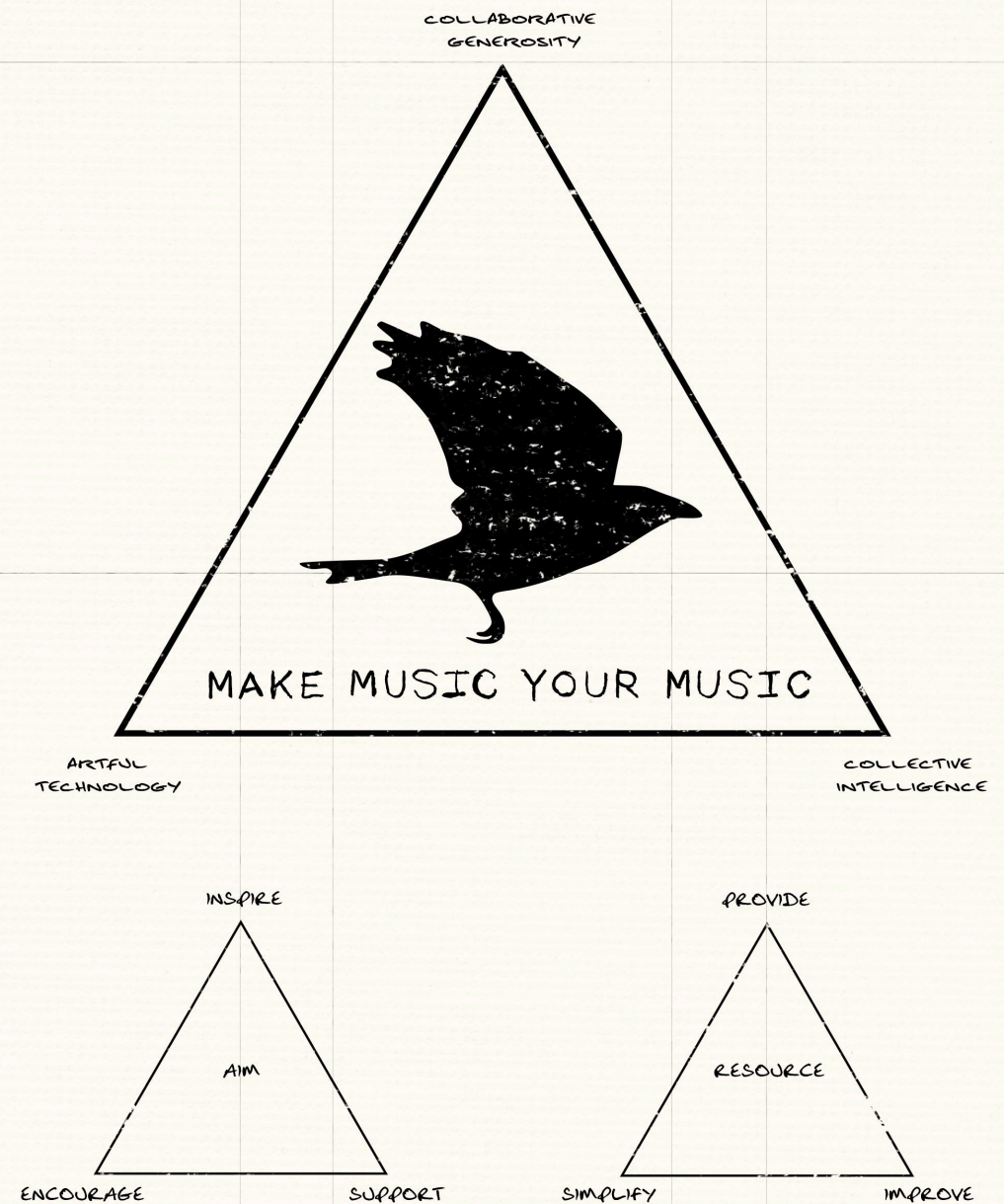
Being a visual person these next few pages show my brain splurges, a mixture of mission goals, business philosophy, and very basic wireframes in order to try and organise thoughts into a UX reality.

HEAD PLANNER

COLLABORATIVE GENEROSITY

MAKE MUSIC YOUR MUSIC

ARTFUL TECHNOLOGY

COLLECTIVE INTELLIGENCE

INSPIRE

AIM

ENCOURAGE   SUPPORT

PROVIDE

RESOURCE

SIMPLIFY   IMPROVE

WEB WIREFRAME
'INTERVAL' V1.0 31.04.06

ADHD BRAIN MAPPING

HOME
MAKE MUSIC YOUR MUSIC

SNAKES

DOT   TINA

COLLABORATIVE GENEROSITY

MAKE MUSIC YOUR MUSIC

ARTFUL TECHNOLOGY

COLLECTIVE INTELLIGENCE

INSPIRE

AIM

ENCOURAGE   SUPPORT

PROVIDE

RESOURCE

SIMPLIFY   IMPROVE

TOOLS
ARTFUL TECHNOLOGY

SNAKES

DOT   TINA

RESOURCES
COLLECTIVE ~~ARTFUL~~ INTELLIGENCE

HOLDING IMAGE

STAYING CONNECTED DURING 'THE INTERVAL'

NETWORK
COLLABORATIVE GENEROSITY

COMP INFO

POD LAST   POD NEXT

STAYING CONNECTED DURING 'THE INTERVAL'

Network Page

LINK TO CC.NF PAGE

HIGHLIGHTS OF COMMUNITY SUBMISSIONS

COLLABORATIVE GENEROSITY

LINK THROUGH TO BLOG IN 'RESOURCES'. COULD FEATURE LATEST 'ADVENTURES IN SOUND' A TUTORIAL, SOMETHING BEING DISCUSSED ON THE FORUM, A FOCUS OR HIGHLIGH OF ONE OF OUR USERS, COMPETITIONS, PODCAST HIGHLIGHTS ETC ETC.

FEATURE 1

'LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM.'

FEATURE 2

'LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM.'

COMPETITION

'LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION

SOUNDCLOUD

DISPATCH

DISPATCH CONTENTS

LINK

YOUTUBE LINK

LAST PODCAST

NEXT PODCAST

PODCAST ICONS

NETWORK ICONS

LINK TO BLOG IN RESOUCES FOR 'ONLINE' VERSION OF NETWORK DISPATCH EMAIL

SOCIAL LINKS

PODCAST REBRAND OVER NEXT FEW WEEKS WITH GENERAL DISTRIBUTION THROUGH MOST POPULAR OUTLETS

Store

DATA ENTRY:

PRODUCT NAME

PRODUCT CODE

STRAP

DESCRIPTION

UPLOAD IMAGES   UPLOAD RESOURCE

YOUTUBE LINK

TAG

DOWNLOAD CONTENTS ETC. ETC

PUBLISH

FRONT END:

STORE

STRINGS   NOSE FLUTES   DRUMS

PRODUCT 1

BUY   MORE INFO

PRODUCT 2

BUY   MORE INFO

MORE INFO / EXPANDED VIEW

PRODUCT 1 HERO CAROUSEL

PRODUCT 1   BUY

WITH POSSIBILITY OF A MORE 'VOLUME RELEASE' MODEL WE NEED A STORE THAT IS EASY TO BROWSE, FILTER AND DISPLAY CONCISE SUMMARIES OF THE PRODUCTS WE HAVE ON OFFER. FOR PRODUCTS £99 AND UP WE WILL HAVE DEVOTED BESPOKE FEATURE PAGES (SEE CURRENT PRODUCT PAGES). BUT WOULD HOPE THIS AREA HAS THE GREATER FOOTFALL.

BECAUSE OF THIS HIGHER VOLUME IT SHOULD BE POSSIBLE FOR ONE MEMBER OF THE PRODUCT TEAM AND ONE MEMBER OF THE CONTENT TEAM TO RELEASE SOMETHING SUCCESSFULLY.

IT IS HOPED THAT THE STORE AND THE PRODUCTS WITHIN ARE RELEASED VIA A SIMPLE DATA ENTRY FORM THAT THEN AUTOMATICALLY FORMATS ASPECTS FOR DESKTOP/TABLET/MOBILE, PERCY PIG EXPOSURE AND HOME PAGE ACCESS.

GOOD STORES TO VISIT.... CHASE BLISS PEDALS, TEENAGE ENGINEERING

VISION OF THE FUTURE IS NOW CLEARER 1.5YRS INTO CROW HILL OPERATION.

- NOT "GROWTH AT ALL COSTS" BUT SUSTAINING A BUSINESS THROUGH PROVIDING CONTENT RESOURCES AND TOOLS TO AN EVER GROWING AND UNIQUELY LOYAL COMMUNITY.

- CURRENT BUSINESS MODEL(S) OF US (AND OUR COMPETITORS) FEELING UNSUSTAINABLE AND RELIES HEAVILY ON MARKETING AND PROMO INITIATIVES WHICH IN-TURN IMPACT ON BRAND PERCEPTION (COMMUNITY VS COMMERCIAL).

- PROGRAM OF ESOTERIC RELEASES INTO THE FUTURE.
- PROGRAM OF ARTIST RELEASES ~~████████████~~

5 MAIN AREAS OF FOCUS REQUIRED FOR WEBSITE (IN ORDER OF IMPORTANCE).

1. POOR SHOPPING EXPERIENCE
2. DIFFICULTY IN RELEASING PRODUCTS INTO A GOOD CUSTOMER-BROWSING ENVIRONMENT
3. INSTABILITY OF SITE, LOOK AND FEEL AND VULNERABLE SERVERS WHEN DEMAND IS HIGH.
4. DISTRIBUTION OF CONTENT/RESOURCES NEEDS TO BE AGGREGATED INTO A SIMPLE BLOG
5. NEW BUSINESS MODEL BEING CONSIDERED REVOLVING AROUND RETURN TRADE / LOYALTY NOT DISCOUNTING AND HEAVY MARKETING WITHIN SITE/CHANNELS.

AS A FINAL THOUGHT. CULTURALLY HAVING GATEKEEPERS FOR CERTAIN AREAS OF THE BUSINESS HAS IMPACTED OUR ABILITY TO RESPOND TO PROBLEMS AND BE AGILE IN OUR APPROACH TO BUSINESS.

POST DATE

POST NAME

STRAP

DESCRIPTION

UPLOAD IMAGES   UPLOAD RESOURCE

YOUTUBE LINK

TAG

DOWNLOAD CONTENTS

PUBLISH

BLOG

JOURNAL   TUTORIALS   BLAGSHEETS

JOURNAL 4   JOURNAL 3

EXPAND

JOURNAL

JOURNAL 4   ⌇⌇⌇   MORE

▶

A MATCH-STRIKE AREA THAT EMBRACES OUR ADHD APPROACH TO LIFE AND PROVIDES AN AREA OF RUMMAGE AND EXPLORATION NOT A SERIES OF COURSES, BOOKS, OR CHAPTERS. SHOULD BE AS EASY TO FIND WHAT YOU'RE LOOKING FOR AS IT IS TO STUMBLE INTO VARIOUS RABBIT HOLES. PAGE SERVES SEVERAL ROLES. AS AN INTERESTING 'HANG' IN ITSELF BUT ALSO IN SUPPORT OF MATERIALS AND CONTENT MADE THROUGHOUT CROW HILL AND ITS NETWORK

SUCCESS OF BLAGSHEETS, THE HUB AND YOUTUBE TO BE AGGREGATED INTO A SINGLE AREA WHICH SERVES ALL PURPOSES AND ACTS AS A SERVICE TOOL FOR 'NETWORK' AND THE WORK BEING DONE ON THAT PAGE.

- CONSOLIDATE DIFFERENT AREAS OF ACTIVITY INTO A SINGLE EASILY SEARCHABLE, FILTERABLE, AND EASY-TO-CONTRIBUTE-TO BLOG.

HISTORY LESSONS

- IF THE DATA ENTRY POINT IS DIFFICULT TO USE CONTRIBUTORS WILL NOT CONTRIBUTE TO IT.
- PROVIDE A FRAMEWORK THAT IS INTUITIVE TO INPUT INTO THAT LIMITS CHOICE BUT ISN'T TOO CONSTRICTIVE TO CREATIVE USE.
- DO NOT PRESUME HOW USERS WILL IN FACT USE / NAVIGATE THROUGH THIS. CASE IN POINT OUR STORE. 0.5% OF VISITORS USE THIS PAGE.

MVP / DELIVERY AIMS

- ROBUST FIELD-FRAMEWORK DATABASE THAT CAN BE ADAPTED ONCE HEAT-MAPPED BY USERS
- SIMPLE FORM-BASED DATA ENTRY THAT CAN BE ACCESSED FROM ANY DEVICE
- LAYOUT IS DIFFICULT TO BREAK/MAKE LOOK BAD
- NO GATE KEEPERS, ALLOW OWNERSHIP BY CONTRIBUTORS
- DON'T ALLOW PUBLISHING OF POSTS WITHOUT FIELDS BEING NOURISHED THAT MAINTAIN INTEGRITY OF DATABASE.
- LIMIT NUMBER OF FIELDS TO WHAT IS ABSOLUTELY NECCESSARY
- LIMIT AMOUNT OF TIME TO FILL FIELDS AND AGAIN MAKE THIS EASY TO DO ON ANY DEVICE / IN ANY SITUATION

SUGGESTED 'TAGS' OR 'VIEWS' OR 'FILTERS'

BLAGSHEETS - JOURNAL - NETWORK DISPATCH - TUTORIALS - RESOURCES & REFERENCE.

MVP FIELDS

- DATE
- ID CODE
- TAG
- KEYWORDS (MULTIPLE CHOICE)
- AUTHOR
- TITLE
- STRAP
- BODY TEXT
- LANDSCAPE IMAGE
- PORTRAIT IMAGE (AUTO)
- SQUARE IMAGE (AUTO)
- VIDEO (OPTIONAL)
- AUDIO (OPTIONAL)
- GALLERY (OPTIONAL)
- .ZIP CONTENT DUMP
- INTERNAL LINKS / ANCHORS
- EXTERNAL LINK / ANCHORS
- UNIQUE SLUG/LINK FOR PROMOTION
- POSSIBLE RSS (NOTIFY ME) FEED

VIEWS

- RESOURCE (BLOG) PAGE SUMMARY / INDEX
- POST VIEW (DESKTOP)
- POST VIEW (MOBILE)
- SUMMARY VERSION ON HOME / NETWORK PAGES

A5
1240 X 1754

W/2

W/4

/8

A4
2480 × 3508

H/2

H/4

H/8

XL HERO

A ASPECT
W1920

HERO

XS
HERO

XL BANNER

BANNER

BROWSE

XS BANNER

THE CROW HILL COMPANY WE MAKE THE BEST SOUNDS
THE CROW HILL COMPANY WE MAKE THE BEST SOUNDS
THE CROW HILL COMPANY WE MAKE THE BEST SOUNDS
THE CROW HILL COMPANY WE MAKE THE BEST SOUNDS

the crow hill company we make the best sounds
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1 2 3 4 5 6 7 8 9 10 $99 £99 €99
1 2 3 4 5 6 7 8 9 10 $99 £99 €99
1 2 3 4 5 6 7 8 9 10 $99 £99 €99
1 2 3 4 5 6 7 8 9 10 $99 £99 €99

THE CROW HILL COMPANY WE MAKE THE BEST SOUNDS
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1 2 3 4 5 6 7 8 9 10 $99 £99 €99
1 2 3 4 5 6 7 8 9 10 $99 £99 €99
1 2 3 4 5 6 7 8 9 10 $99 £99 €99

NEW SITE MOCKUP
our "HOUSE"

THE PROBLEM:
Too many GUIs - not enough human connection
Too much humanity - site becomes impossible to use

SOLUTION:
The site has a dual purpose, so make those two clear distinctions and make those experiences the best they can be.
We have realised our ambition of the best tools in the business, now it is time to rebalance our output with our hopes for content.
By realising the content ambitions we have we balance our output and look of site with top-end-tech & a unique human experience.

A BLANK CANVASS

ONE FONT
ONE FONT   one font
ONE FONT   one font
ONE FONT   one font
ONE FONT   one font
ONE FONT   one font
ONE FONT   one font

NUDICA

TWO COLOURS
WHITE
BLACK

ONE HEADER
TC HC
TC HC

3 PAGE TYPES
EXPLORE PAGES
POSTS
DYNAMIC MENUS

SIMPLE JOURNIES
HOME PAGE
DYNAMIC MENUS
"POSTS"

OUR JOURNIES
HOME PAGE
VAULTS   RESOURCES   TOOLS
DYNAMIC MENU
POSTS   "MORE"   "EXPLORE"

OUR JOURNIES
HOME PAGE
VAULTS   RESOURCES   TOOLS
DYNAMIC MENU
POSTS   "MORE"   "EXPLORE"

SHORT CUTS
(where we want them)
HOME PAGE
VAULTS   RESOURCES   TOOLS
DYNAMIC MENU
POSTS   "MORE"   "EXPLORE"
EXTERNAL (forums, emails, social ads)

OUR SHORT CUTS
(only if they have an "add to cart" button)
HOME PAGE
VAULTS   RESOURCES   TOOLS
DYNAMIC MENU
POSTS   "MORE"   "EXPLORE"
(if someone wants to buy something, don't stop them)
no origami elephants
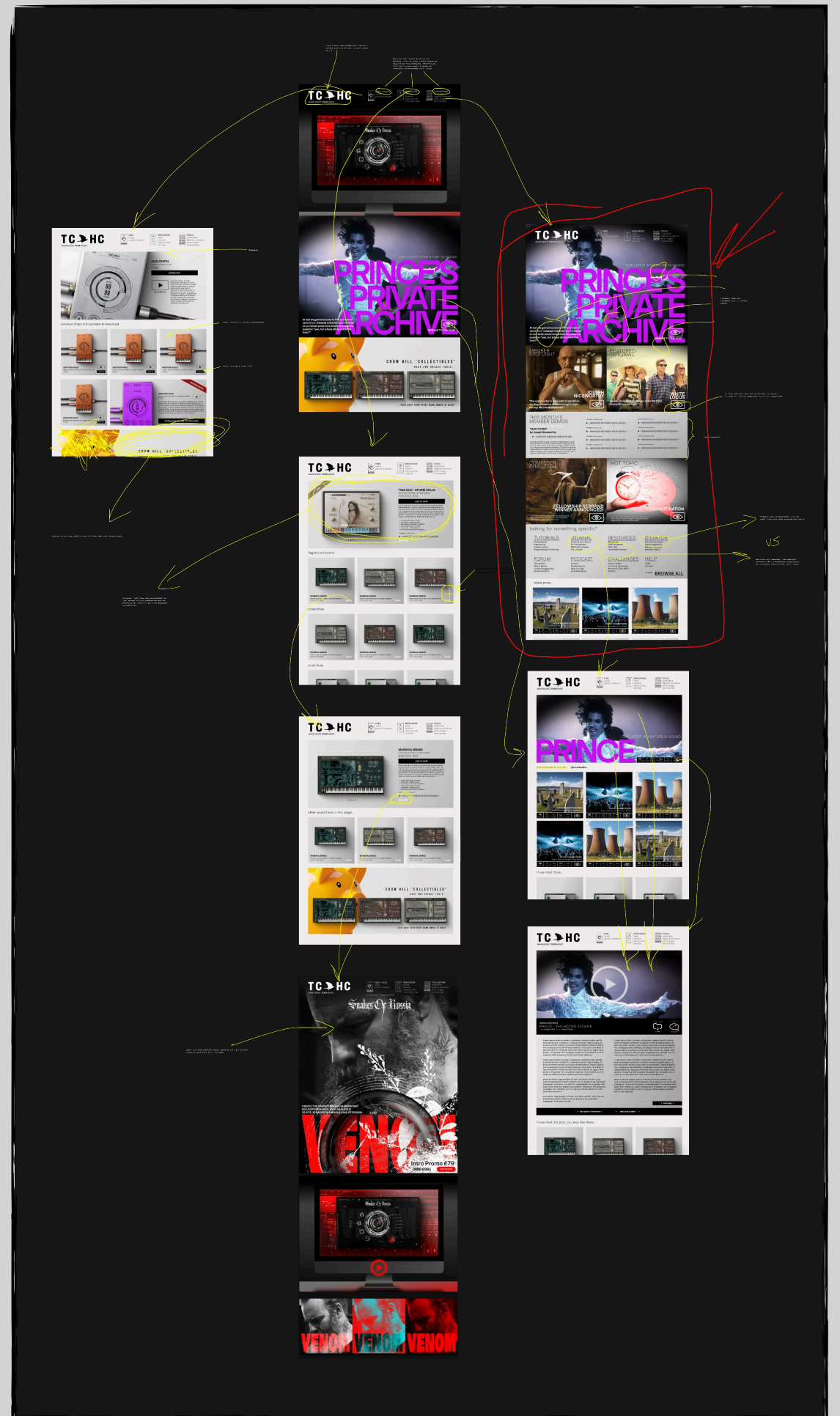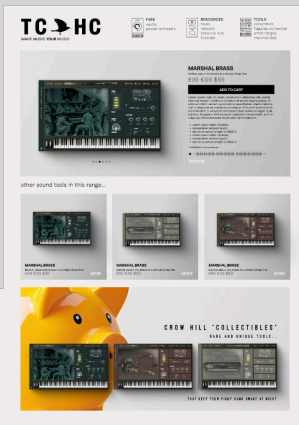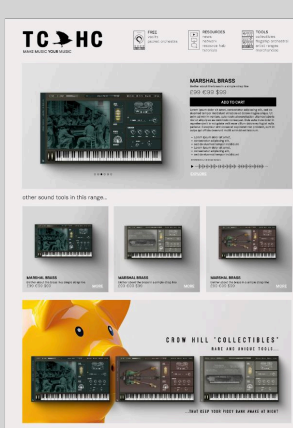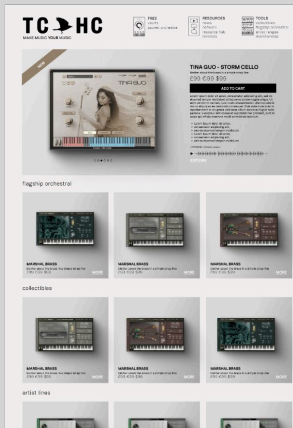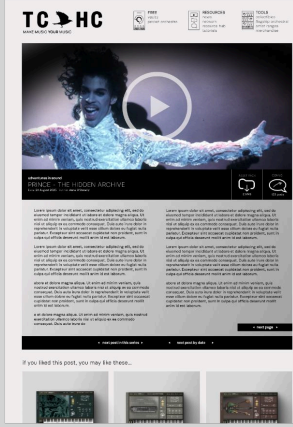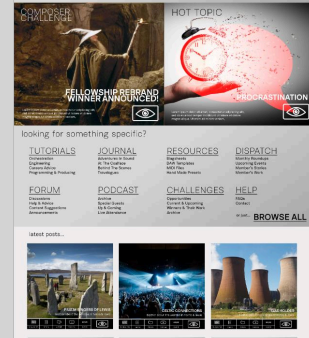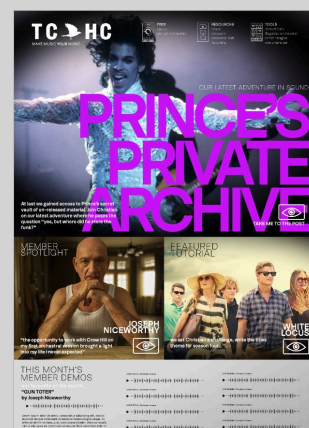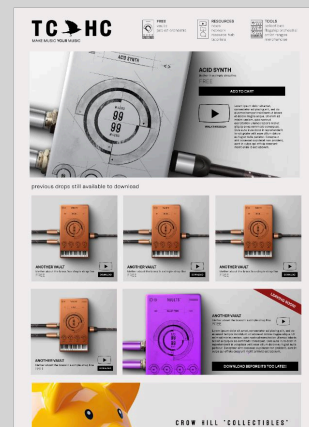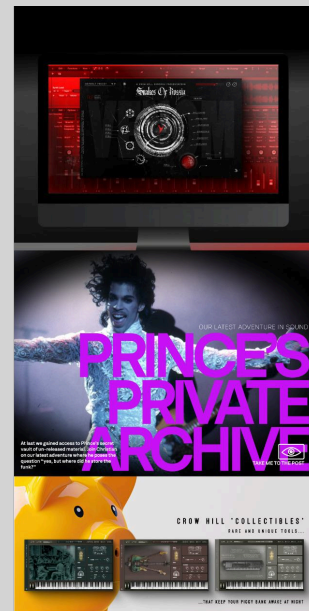
FLOWCHARTS BECOME WEB SKETCHES... IDEAS START TO FORM. GETTING STUFF DOWN INTO A VISUAL FORM IN ORDER FOR IMMEDIATE FEEDBACK (SNAGGING) BY THE TEAM.
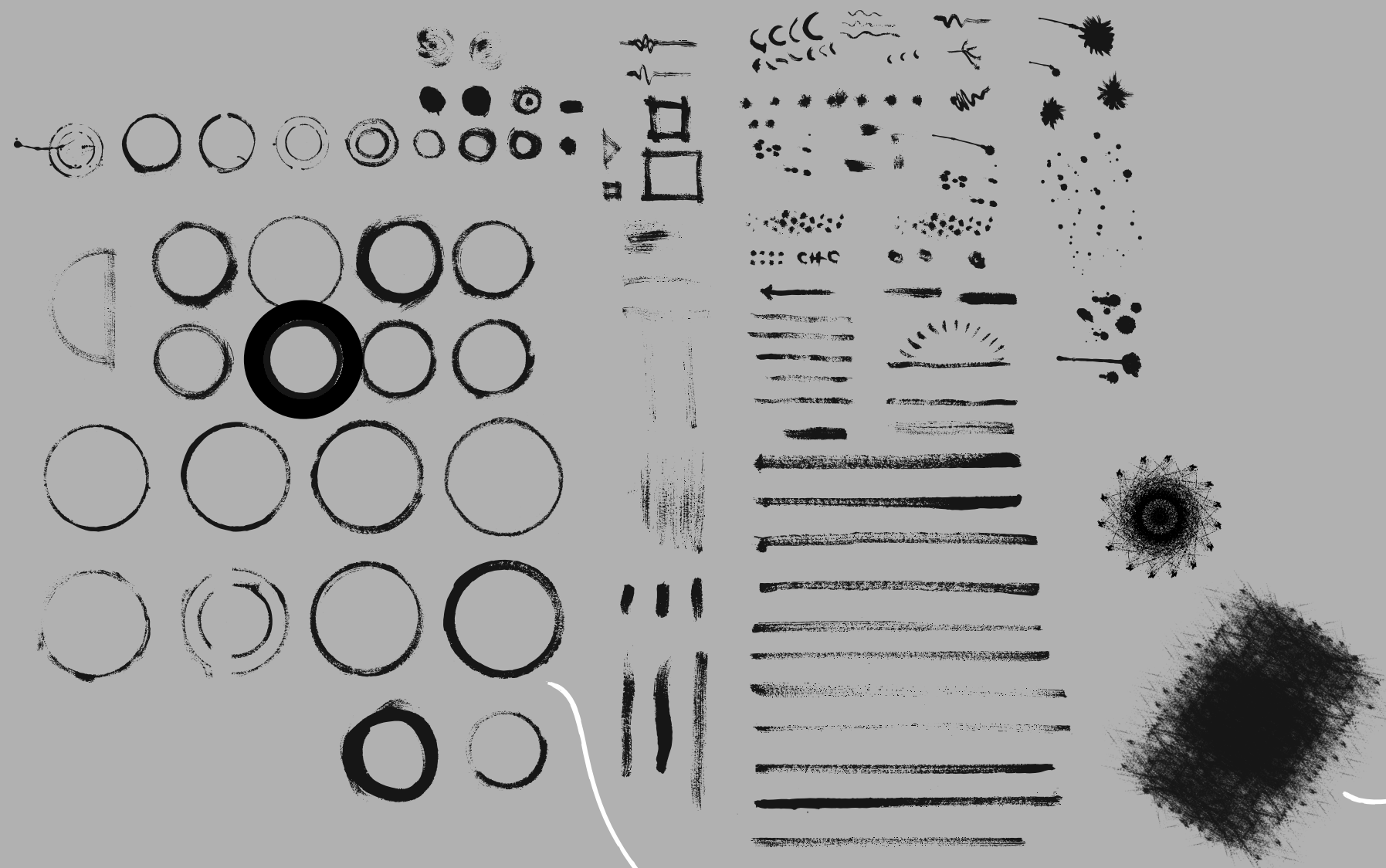
As a group of composers who make sounds and tools and plugins I have always felt that incredibly clean lines and hardcore industrial engineering veers us off brand. What we make is for use within expression through music. Not efficient technological solutions that look smart on people's computer screens. We're not white goods we're performances bottled and packaged into plugins.

I called on co-founder Dot Allison to start creating textural assets that we could use to adorn the site and as masks to reduce the clean lines. To give the entire site a sense of human interaction and intervention

Hand drawn "scrub" layers for use as masks to "rough up" clean lines..

Hand drawn lines, and shapes made with tea mugs, along with freehand materials. All made with ink and poster paint and scanned into figma as an SVG.

CROW HILL

CROW HILL

CROW HILL

CROW HILL

TC HC
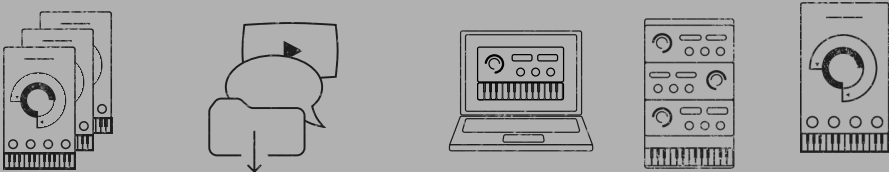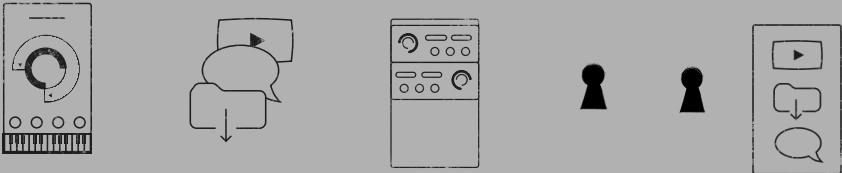
Perfect Fourth (1.333)

This is the Perfect Fourth scale	H1	89.76px / 5.61rem
This is the Perfect Fourth scale	H2	67.34px / 4.209rem
This is the Perfect Fourth scale	H3	50.52px / 3.157rem
This is the Perfect Fourth scale	H4	37.9px / 2.369rem
This is the Perfect Fourth scale	H5	28.43px / 1.777rem
This is the Perfect Fourth scale	H6	21.33px / 1.333rem
This is the Perfect Fourth scale	P	16px / 1rem

Mobile App (left panel)

TC HC

Latest...

PROMO

VENOM - Snakes Of Russia
A rare piano with an incredible story.
$99

Collectibles...

VERTICAL UPRIGHT PIANO
A rare piano with an incredible story.
$99

GUITAR HIVE
A rare piano with an incredible story.
$99

IMPERIAL ELECTRIC PIANO
A rare piano with an incredible story.
$99

Modern Classics...
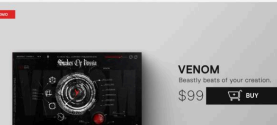
GLASS STRINGS
A rare piano with an incredible story.
$199

Article (left-center)

MY DAY WITH PRINCE

Author Date Avatar etc

BODY TEXT 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

BODY TEXT 2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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MY DAY WITH PRINCE (center article)

MY DAY WITH PRINCE

Author Date Avatar etc
BODY TEXT 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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BODY TEXT 3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco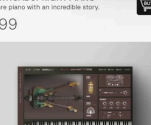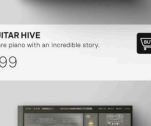 laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Promo banners (right)

SEASON TWO STARTS SOON...

VENOM
Snakes Of Russia
FIND OUT MORE

VAULTS
WHAT NEXT?
BACK SOON...

POCKET THIS...

IS THAT...
OR ARE YOU JUST HAPPY TO SEE ME?

OUR FLAGSHIP STRINGS LIBRARY IS RETURNING SOON
...and it's had a facelift.

NKS READY, all new legatos, new shorts, solo basses, new hybrids, new presets
all free for existing users.

Browse:

A clear concise and easy to navigate shop floor that gives our users confidence in the technology they are buying but allows them to dive deeper via the "discover" and "explore" options for more info as they desire.

Many of our potential customers will have made their decision to buy based on an email, walkthrough or review. This is a friction-free environment for people who know what they want and want it straight away.

The secondary function is that of an "at-a-glance" candy store which invites further enquiry into our product line. By keeping the design of these pages as minimal as possible we let the scale and beauty of our entire range do all the work.

Discover:

These shop areas open up further details of specific products whilst keeping the user in the shop/browsing environment.

The hope is most users get all the info they're needing and can quickly make the purchase without being overwhelmed with info, smoke and mirrors.

For products north of $99 if the user wants to dig deeper they can venture into the "explore" pages of the products where applicable.

Explore:

Unlike the "shop" style pages of Browse & Discover. Explore are more immersive pages that get you into the mind and thinking behind any given product. These are the pages we direct people to when launching a product and offer access to via the Discover pages for people who are less sure about what they are potentially buying.

These are multi media pages with walkthroughs, demos, prose, photgraphs, packshots, GUI shots and detailed specs lists.

Digest:

The blog has a similar browsing environment to our store where content is king. Discover pages are the blog filtered into specific categories which easily link to a "digest" page to view the content: videos, prose, photographs and access downloadable content. We should also endeavour to allow users to continue reading newer and older posts from these pages to allow rabbit-holing.

ADD & GO:

As observed with Teenage Engineering. Crow Hill isn't Sainsbury's with users making a weekly shop. To make the shopping experience as frictionless as possible users should be directed straight to their cart with the product added to it when pressing these overlays.

CROW HILL

TC HC

BUY
BUY
BUY
BUY

1
1

3
3
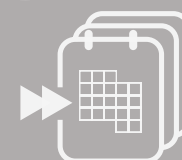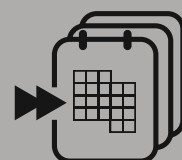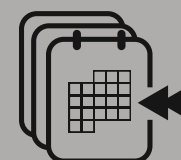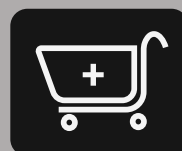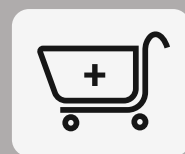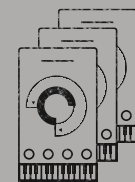
All fonts "nudica"
universal line spacing (all formats) = 10px | character = 0%
paragraphs = 20px | sections = 30px

89.76px bold

HEADER 1 Chapter

67.3px ultra fine

HEADER 2 Feature

50.52px bold

HEADER 3 Product 1

37.9px ultra fine

HEADER Price Product 1

37.9px regular

HEADER 4 Strap 1

28.43px bold

HEADER 5 Product 2

21.3px ultra fine

HEADER Smaller Price (Product 2)

21.33px regular

HEADER 6 Strap 2

16px ultra fine

Paragraph Prose

16px bold

Paragraph Prose BOLD

LAYOUT PLAN - **BLOG** BROWSE

LAYOUT PLAN - **PRODUCT** BROWSE

LAYOUT PLAN - **BLOG** DIGEST

LAYOUT PLAN - **PRODUCT** DISCOVER

col thin 2
col thin 1
col 1
Revox
Colossus
Fairlight
Revox
Colossus
Fairlight

THE "LIGHTBULB" MOMENT – DOT'S ICONS FINALISE OUR DIRECTION OUR IDENTITY.

Screen Size	Max Viewport Width	Suggested Image Widths (1x and 2x)
Small (mobile)	≤ 480px	480px, 960px
Medium (tablet)	481px – 768px	768px, 1536px
Large (laptop)	769px – 1024px	1024px, 2048px
X-Large (desktop)	1025px – 1440px	1440px, 2880px
Full HD / Widescreen	≥ 1441px	1920px, 3840px

IDLE

HOVER

CH NOTES FOR MONDAY

TWEAKS / SNAGS / SUGGESTIONS:

- IS IT WORTH HAVING AN AUTO INCREMENTING ID FIELD FOR POSTS WHEN THEY ARE CREATED (001,002 ETC) SEE BELOW
- VIDEO ROTATORS NOT WORKING, SHALL WE TAKE A VIEW ON THIS FOR LAUNCH.
- CAN WE CHANGE NAME OF "VAULTS" CATEGORY IN POSTS TO "FREE STUFF" – THIS WILL GIVE US USE-CASES WITH POCKET ORCH, DEMON DROPS AND PIANOBOOK STUFF.
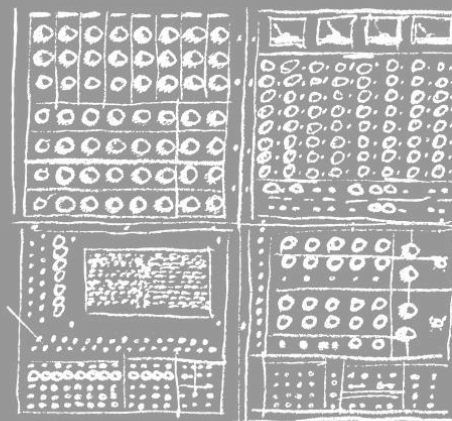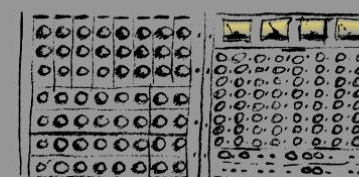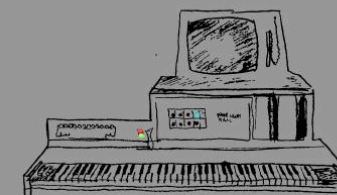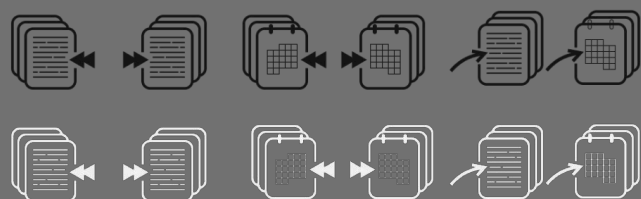
QUESTIONS:

- IS VAULTS PART OF PRODUCTS?

NEW FIELDS

- PRODUCTS, VAULTS: POSTLINK OR ID – I THINK THIS MAY BECOME USEFUL TO LINK PEOPLE THROUGH TO ASSOCIATED POST RE A PRODUCT OR VAULT.

CH NOTES FOR MONDAY

VIDEO CAROUSELS
PICTURE CAROUSEL PURGE

NEW CATEGORY + TWEAK TO RESOURCE HOME

CHECK IN ON R HOME, L HOME AND N HOME

CHECKIN IN ON PRODUCTS + VAULTS

REMOVE "COMMENT" ON POSTS

NEW ICONS

NEW HEADER

FOOTER

CH – DO "ABOUT US" BLOG POST.
CH – DO "WHAT IS VAULTS" POST
CH – DO "DOWNLOADER APP" POST

RESOURCE LAUNCH MVP

- ALL PODS UP WITH "FEATURED" PODS CAT
- ALL NETWORK DISPATCH UP
- JOURNALS > LAUNCH V1.0
- BLAGSHEETS FULLY MADE
- 3 X AROUND THE WORLD POSTS
- "ABOUT US" BLOG POST.
- "WHAT IS VAULTS" POST
- "DOWNLOADER APP" POST
- ENGINEERING BOOK > PDF
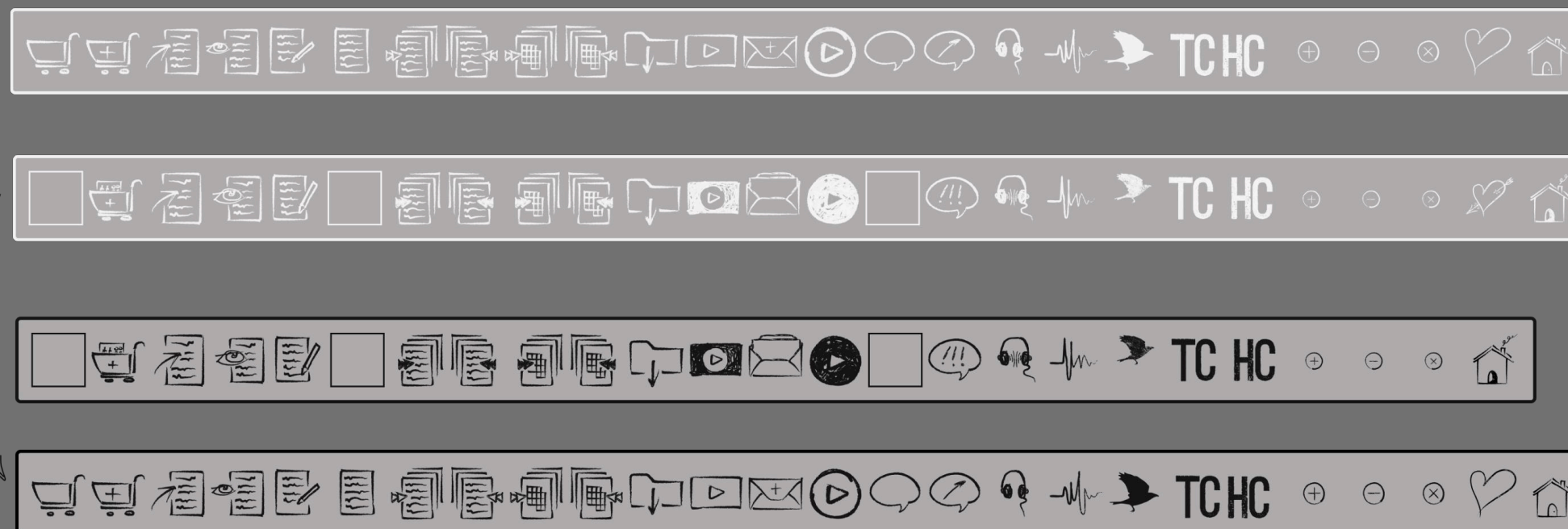
Frame 1828

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Page 4

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Blog Twe...

Resources Home Pa...

TC HC

Time to make music YOUR music!

CHECKOUT HERE OR...   CONTINUE SHOPPING

CART

Product	Price		Sub Total
Snakes Of Russia - Venom	£99.00	01 ⊗	£99.00
Dot Allison - Dulcet Voice	£79.00	01 ⊗	£79.00
Tina Guo - Storm Cello	£179.00	01 ⊗	£179.00

coupon code_   APPLY

Subtotal	£99.00	Proceed to Checkout
TOTAL	£79.00	Buy with ⚲Pay
		xxx
		G Pay VISA 9049

The Crow Hill team would like to thank you for your support. Much love from all of us. xxx

You may also like...

MARSHAL BRASS
blether about the brass in a simple strap line
£99 €99 $99   MORE

MARSHAL BRASS
blether about the brass in a simple strap line
£99 €99 $99   MORE

MARSHAL BRASS
blether about the brass in a simple strap line
£99 €99 $99   MORE

TC HC

RESOURCES — news, network, resource hub, tutorials
VAULTS — free for those who treasure sound
TOOLS — collectibles, flagship orchestral, artist ranges, merchandise
ACCOUNT

Time to make music YOUR music!

CHECKOUT HERE OR...   CONTINUE SHOPPING

CART

Product	Price	Quantity	Sub Total
Snakes Of Russia - Venom	£99.00	01 ⊗	£99.00
Dot Allison – Dulcet Voice	£79.00	01 ⊗	£79.00
Tina Guo - Storm Cello	£179.00	01 ⊗	£179.00

coupon code_   APPLY

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Subtotal	£99.00	Proceed to Checkout
TOTAL	£79.00	Buy with ⚲Pay
		G Pay VISA 9049

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£99 €99 $99   MORE

CROW HILL
MAKE MUSIC YOUR MUSIC

RESOURCES — news, network, resource hub, tutorials
VAULTS — free for those who treasure sound
TOOLS — collectibles, flagship orchestral, artist ranges, merchandise
ACCOUNT — LOGIN SIGNUP GET APP

Time to make music YOUR music!

CHECKOUT HERE OR...   CONTINUE SHOPPING

CART

Product	Price	Quantity	Sub Total
Snakes Of Russia - Venom	£99.00	01 ⊗	£99.00
Dot Allison - Dulcet Voice	£79.00	01 ⊗	£79.00
Tina Guo - Storm Cello	£179.00	01 ⊗	£179.00

Cart Totals

Subtotal	£99.00
TOTAL	£79.00

Proceed to Checkout
Buy with ⚲Pay
G Pay VISA 9049

coupon code_   APPLY

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£99 €99 $99   MORE

MARSHAL BRASS
blether about the brass in a simple strap line
£99 €99 $99   MORE

I'M GLAD WE LEFT THIS FINAL PIECE OF THE UX PUZZLE 'TIL LAST. CONFIDENCE IN THE COMBINATION OF HAND DRAWN, HUMAN ELEMENTS WITH FRIENDLY, SLIGHTLY SCIENTIFIC LOOK TO THE SITE. A CRUCIAL TOUCHPOINT FOR OUR USERS. A KEY BRAND POINT WHERE WE CAN HELP OUR USERS UNDERSTAND WHO WE ARE.

18th June 2025.

Hi There,

I've written a longer letter below but wanted to pen something by hand in order to offer you my sincerest thanks for the support you have given us over the last few months. We are only able to do what we do because of you. I hope you enjoy & make the best of our new direction.

This is only the beginning!

C. xxx

(& the murder!)

A HAND WRITTEN NOTE TO KICK THE WHOLE THING OFF... WRITTEN ON LAUNCH-DAY.