

## Audio Kung Fu

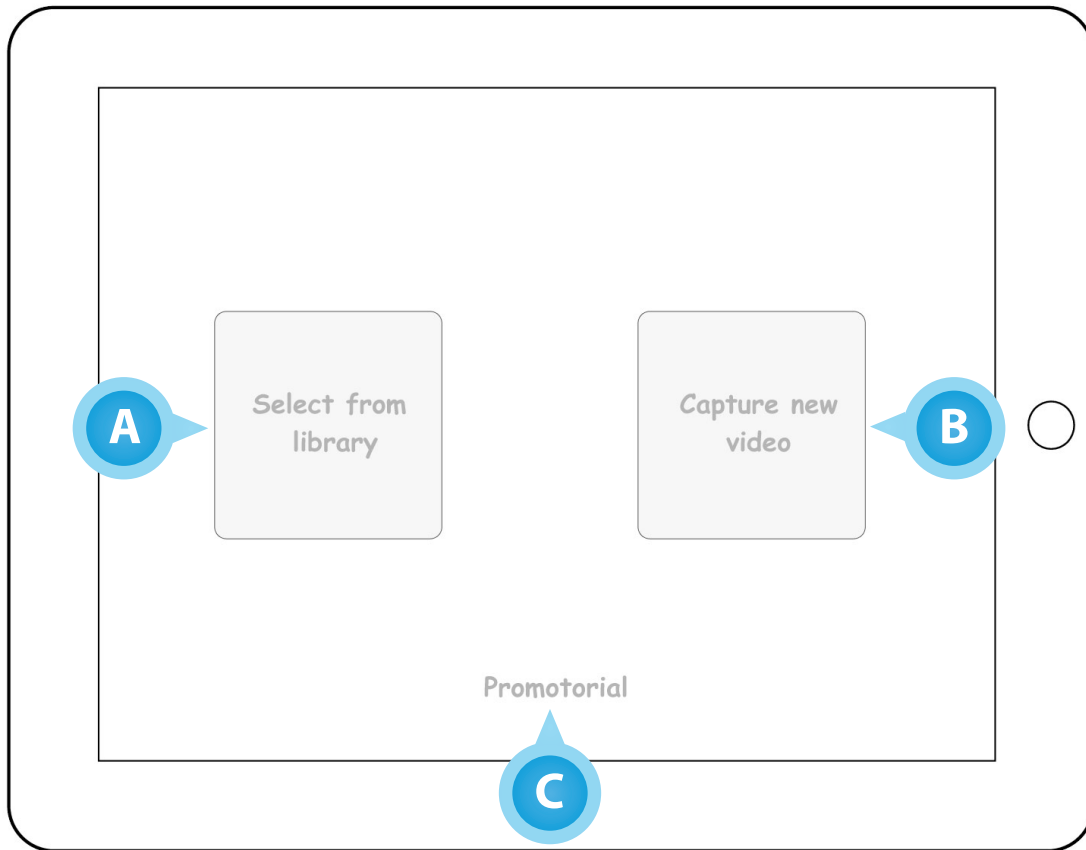
Design Specifications



# Pick Your Poison

Audio Kung Fu is fully-functional with your iPad 2 and allows you to make the choice. Do you have a funny video of your friend slipping on ice already on your iPad? Is your child about to sing you a song they just made up? With the camera functionality of your iPad you can either choose a video currently on your device, or capture a new video straight from your iPad 2.

Figure 1



A. By choosing “Select From Library,” you are taken to your iPad’s video library where you can select the video you wish you use with Audio Kung Fu. (Figure 1)

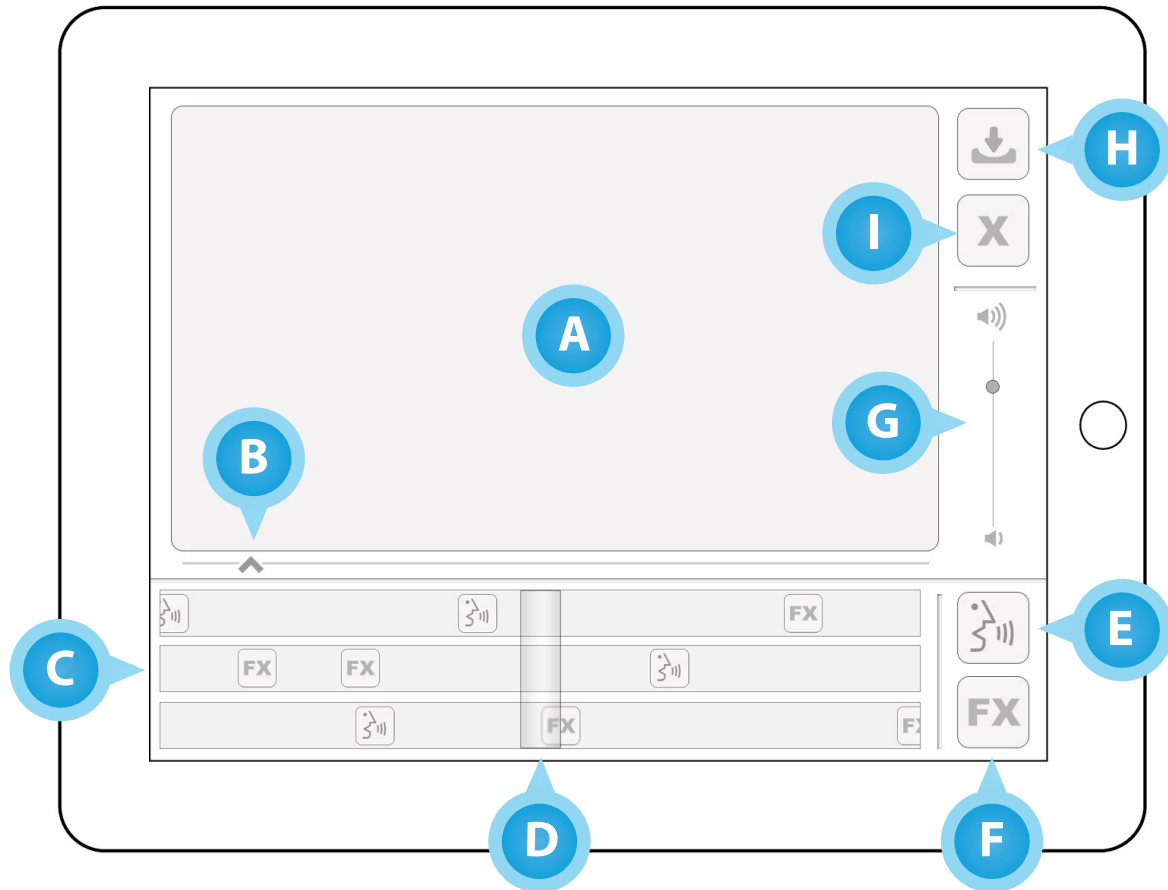
B. Perhaps you want to capture a magic moment. By selecting this option, your native iPad 2 camera will activate and allow you to capture the hilarity in front of you right from your Audio Kung Fu app. (Figure 1)

C. A ‘Promotorial’ will be available as a tutorial for app users allowing them to understand the functionality of the app. Not only is the Promotorial great for your audience, it will result in better reviews and more downloads -- which ultimately means more money for the app investor. (Figure 1)

# Mix it Up

With Audio Kung Fu you can mix and match personally recorded audio with professionally recorded sound packs to create hilariously creative videos on the go. The mixing interface is designed to allow you to effectively and easily manipulate sounds to quickly create videos to share with your friends and family.

Figure 2



A. The video verification screen allows you to play and replay your video while testing it for the correct timing of sound effects. (Figure 2)

B. The time line progression dialog shows you where you are within the movie during playback. By consulting this progression you can keep track of the position of the video as well as the video length. (Figure 2)

C. The time line shows you the different audio tracks with icons symbolizing the sounds you're using. Whether it's audio you've recorded or one of Audio Kung Fu's professionally recorded tracks, you'll see an icon positioned in its play

point on the time line within its specified track. (Figure 2)

D. The scrolling playhead shows you exactly where you are in the time line. When the time line scrolls over one of your icons the associated track will play in your video. (Figure 2)

E. By tapping the microphone icon, you can record personal sounds for your Audio Kung Fu mixed video. You can make your friends say anything you want! After selecting the icon you will use your native microphone to record your audio. (Figure 2)

## Mix it Up (Continued)

F. Selecting the “FX” icon takes you to the FX library where you can choose currently loaded sound packs or direct you to the FX store to purchase more sound packs for your video masterpiece. (Figure 2)

G. The volume slider allows you to adjust the volume of your master track and your effects tracks. (Figure 2)

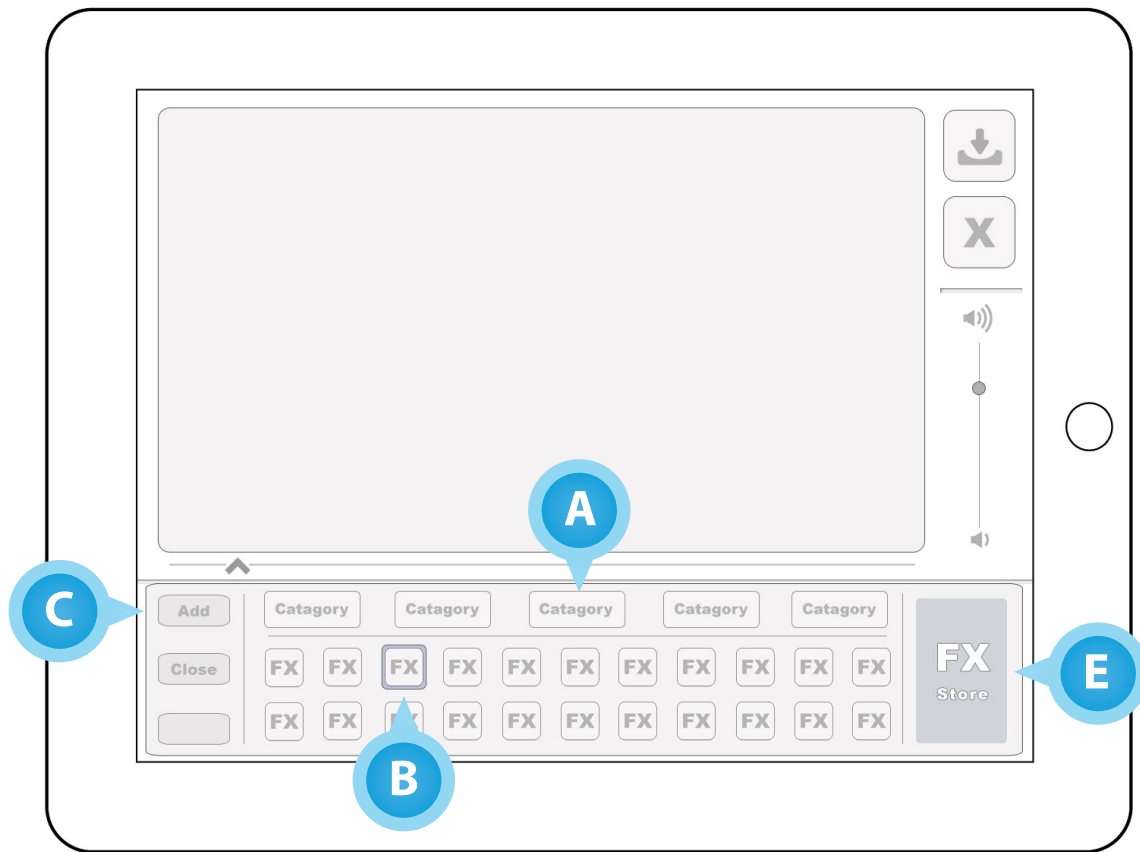
H. When you’re ready to save your masterpiece simply tap the save icon and the video, including your adjusted sound effects, will be saved to your videos on your iPad. (Figure 2)

I. Not really what you were looking for? Tap the delete icon to get rid of your video forever. No one will ever see your mistakes. (Figure 2)

# Choosing Effects

The Audio King Fu app has a plethora of different sound effects for your video mixing needs. By tapping the FX button on the previous screen the time line switches to a view showing you all effects available to you. Organized by category, you can switch the to any category you wish by tapping the appropriate category button, or tap a specific effect to select it.

Figure 3



A. To toggle between category views, tap the appropriate category button. The category and effects views slide left and right to reveal additional categories and effects. (Figure 3)

B. Tap an effect to preview it. Go ahead and play! Preview as many effects as you want until you've got just the right sound. (Figure 3)

C. After you've chosen your ideal sound, tap the "Add" button to add the sound to your time line. The right sound effect at just the right moment can result in hours of entertainment. (Figure 3)

D. To close the effects dialog tap the close button and you will be immediately returned to the time line view. (Figure 3)

E. The FX Store shows you all the available effects for purchase within the app. Tap the "FX Store" button to view all the available Audio Kung Fu effects packs. (Figure 3)

# Shop 'Til You Drop

Audio Kung Fu has an extensive library of professional recorded sound effects for your videos. Have a look and find the theme pack that fits your video to a T. With just the tap of a button and your iTunes account you'll find yourself seconds away from video gold.

Figure 4



A. Have a specific sound in mind? Use the search bar to find what you're looking for. Tapping the search field will activate the native Apple keyboard and allow you to type in the sound of your desires. (Figure 4)

B. Maybe you're just browsing. Jump between categories by tapping the category you wish to view. Each category has available sound packs within for your aural enjoyment. (Figure 4)

C. Once you've found the sound pack of your dreams, tap it to activate the in-app purchase dialog and add the selected sounds to your Audio Kung Fu effects library for use over and over again. (Figure 4)

D. When you're done in the FX store, tap the 'X' button in the top right hand corner to exit. Hopefully you had a successful visit and found yourself with a few sounds to hold onto. (Figure 4)

# Design Considerations

Audio Kung Fu was designed with ease of use and familiarity in mind. The time-line style editor is well known to professional editors and novices alike. This sleek design maximizes functionality from a dashboard style interface allowing for most main functions to occur from the same screen. The functionality of the app allows for users to record their own sounds as well, making the initial purchase worthwhile. While in-app purchases can be a great source of income from the app, Audio Kung Fu must first gain the attention and loyal use of your audience with free sounds and the ability to record their own sounds.

The effects library is modeled after the iBooks library view. Each sound pack will have its own design indicative of the sounds within. Similarly, each sound effect icon will have an icon designed to signify the corresponding sound. This allows for simplicity for the user as well as an ability for Audio Kung Fu to create a specific brand image by utilizing a similar style of app and sound icons.

The final art design of the app will resemble an audio/video editing interface complete with a photo-realistic preview screen and sleek functionality buttons. A mix of photo realism with a Web 2.0 sheen creates a pleasing interface for Audio Kung Fu users.

# Marketing Strategy

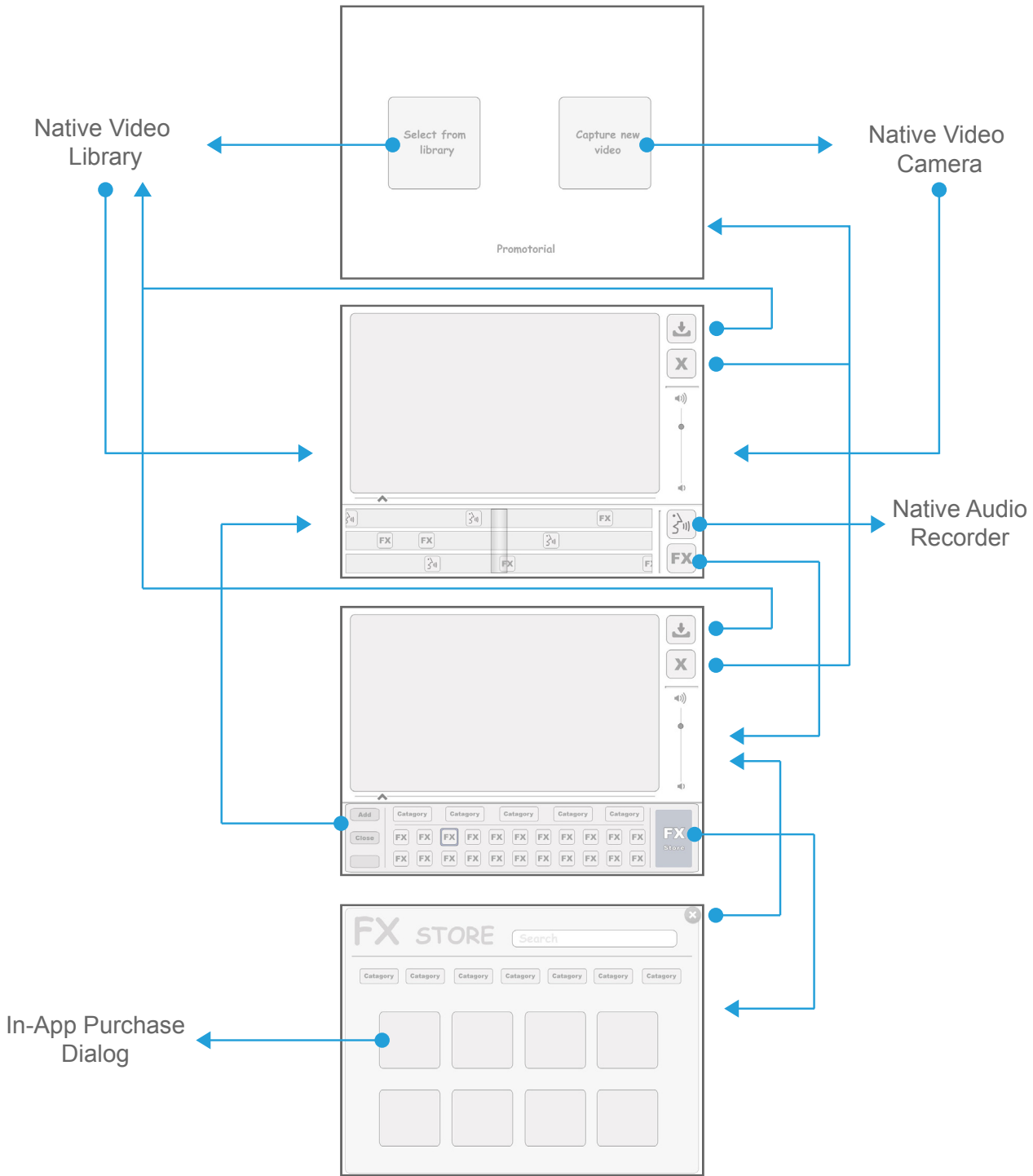
The Blue Whale App Development team designed Audio Kung Fu with marketing in mind. There are several paths that can be optimized to ensure a maximized return on your app development investment.

The most effective way to monetize your app is through in-app purchasing, which has been built into this Design Specification. Audio Kung Fu gains the trust and downloads of it's users by providing a few free sounds as well as the ability to use the native audio recorder. It's best practice to create an app that functions without forcing the user to purchase functionality within the app, and drive even passive users to rate the app. Better ratings lead to more downloads.

The app can be either free or low cost for the initial download. Each has its advantages. By charging 99 cents for the app you get a guaranteed purchase up front, however immediately lose a chunk of your audience who could be in-app purchasers. Providing the app for free and relying on in-app purchases drives downloads, and maximizes the amount of reviews you will receive, but relies on users purchasing these in-app sounds.

One way to drive downloads is to engage your audience in a video contest. Allow users to create videos and submit them into the official Audio Kung Fu contest. Apps such as Heist have seen amazing returns using this strategy. Utilizing Facebook and Twitter allows you to gain a great base for social media marketing. By using a vote, views, or Facebook like criteria for the contest, users will spread their own videos and the videos of their friends by word of mouth. The competition itself will drive downloads and sales giving you a higher return on your initial investment.

# App Flow Chart



All provided wireframes, screen flows, features sets, artwork, navigational layout and other design assets present in this Design Specification are not final and are subject to change. Blue Whale App Development reserves the right to change all elements of the design based on best practices and client's budgetary constraints when necessary during the development of the application. Client is responsible for providing content (owned or licensed), website, web services, server and hosting for app project (whenever needed) unless otherwise agreed to in the Master Development Agreement.