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GRAPHIC
Symphony

Music is an emotional experience. When you get out of your comfort zone and allow yourself to let loose and try something different, the encounter can move you. Bombay Productions, the music website, brings this to life with a play of graphics that transcend music from being an aural to a visual experience.

User experience is the game changer. Bombay Productions has been the outcome of personal experiences on various Indian music websites. One common thing that we have noticed across most sites is a bad user experience. Almost all of them ignore the power of good design and simplicity. There are either too many steps to get to the music or too many features or ads that overwhelm the eyes. A site that provides its listeners with an engaging experience through a simple yet engaging interface was long due.

One's creativity celebrates the other. Bollywood constantly inspires us with its rich visual culture. The music is churned by a host of artists implying the multitude of talent and creativity in the industry. We believe the singers, lyricists, composers and many more artists add magic to any song. And our endeavour is a celebration of their cumulative talent →

03 **70s Music.**
The retro destination.
Brings in the loud and
dramatic flavour.

04 **Fifties Music.**
Employed a popular
graphic of that times
depicting a singing icon.

05 **Top 25 Tracks.**
Countdown station for
the latest chart toppers.

06 **Kalyanji Anandji.**
The hit collection of
the composer duo.
The font and graphic
come straight from
the times.

07 **Mohammed Rafi.**
Celebration of the
immortal legend.

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Surprise is an element of design. A surprise
is always delightful. The Bombay Productions
interface is almost like a candy store where
you could try out different candies and be
surprised by its varied flavours. That's why
in contrast to the popularly followed model
of user choice, the track placement out here
is rather random. Under a specific genre,
every track comes as a surprise making the
experience more gratifying.

**Good design evokes, inspires and pulls
you in.** The objective is to create a musical
experience that invites and engages the
users, not only through aural but also through
their visual senses. Design helps us create
an interface that is user-friendly and an
experience that is engaging and entertaining.
It completes the story for us ←

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