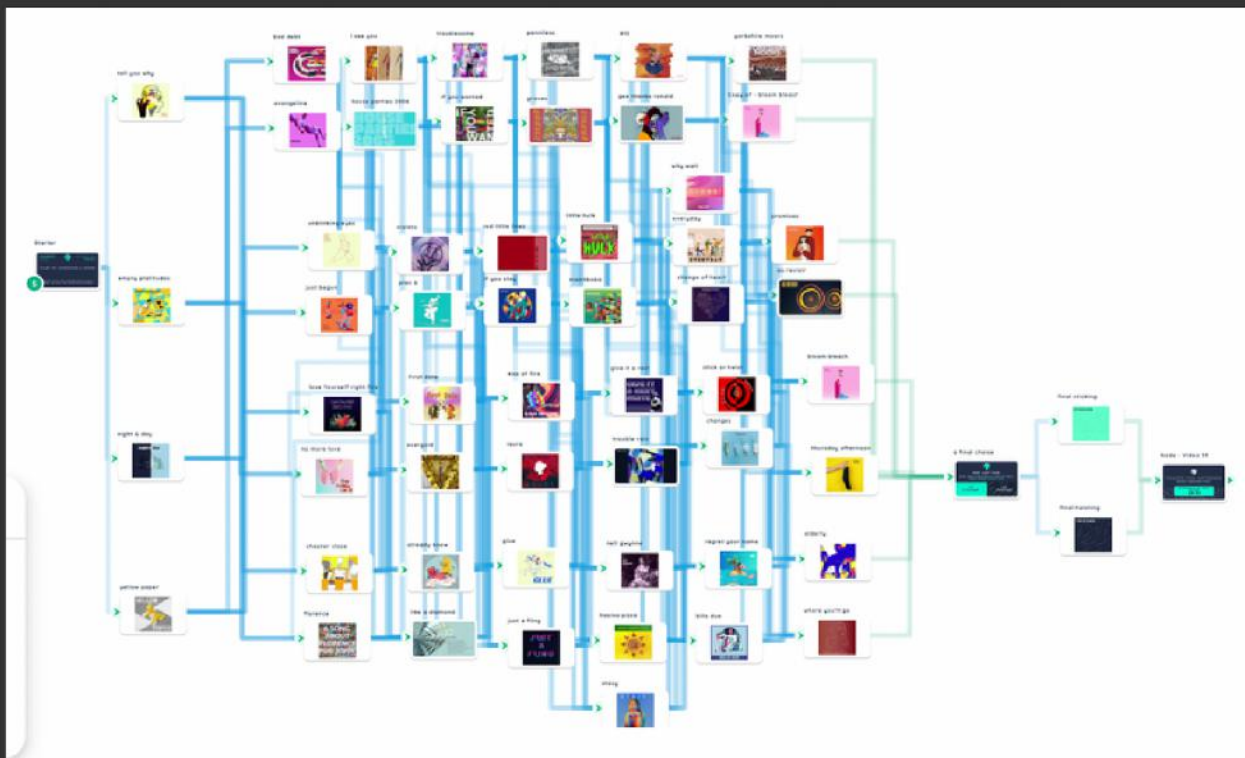


Parrot Peel

Parrot Peel is an interesting example of aligning technology to a brief and budget. So the largely unknown band wanted to create an interactive album and their first train of thought was to build a mobile phone app and had quotes at around £1000. The problem was they didn't have the budget for both the app and promotion which could render the app pointless. As such I came up with a simpler solution that while it didn't have all the features they were looking for, still worked a treat.

I implemented a HTML5 interactive video element into the website where there are hidden areas of the screen, and depending on the area you select, you get a different song, thus creating an interactive experience without the need for a whole app and allowing easy access to the music.

Below is a behind-the-scenes look at the decision tree that powers the experience.



A few examples of the front end interface.

