



HOME



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THANKS!



Market Research + Concept Video

Retune



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Retune

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Project name – Retune

“Refresh your tunes”

- Our app will streamline the process of finding new music into an interactive, social experience
- Share what you like with others while also finding new artists and songs
- Retune because new music will not replace old music, but offer a way to mix up your vibes



Retune

Problem/solution overview

- Primary user:
 - Casual, everyday music listeners who don't have time to actively search for new music
- Problem:
 - Need to make exposure to new music inviting, fun, and convenient
- Solution:
 - Leverage community for personalized and interactive music suggestions



Retune

Solution

Our app will allow people to share their daily music and experiences with a broader community! Post a picture accompanied with a song, along with a caption that can be anything from a daily quote, how you're feeling at the moment, or why you're listening to that song. Commenting capabilities allow for social interaction, while adding songs to customized playlists in the app allow you to remember new tunes you find!





Market Research



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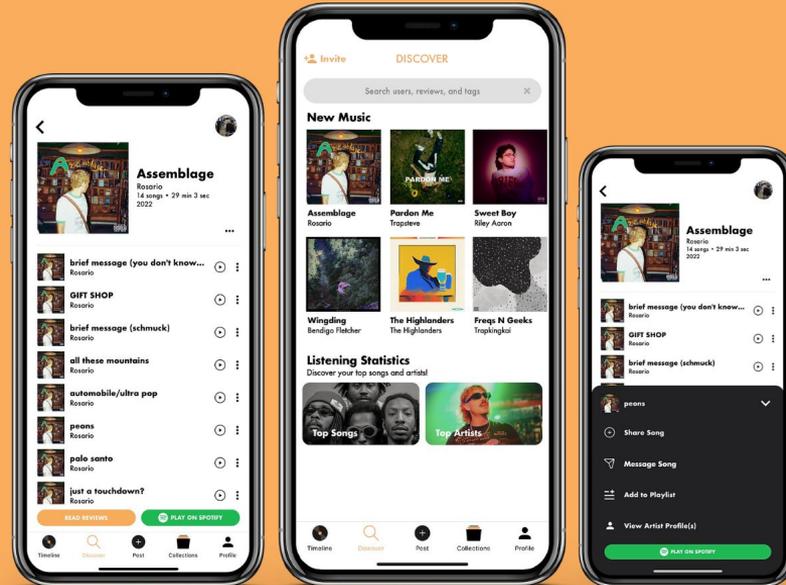
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groupie

“the music community you’ve been searching for”

New Music

- updated **every Friday**
- **swipe right** to view more music
- tap the music to **view full contents**
 - **preview** each song
 - tap “...” for **more options**
 - message
 - share
 - add to a custom list
 - view artist(s)
 - add to a playlist
 - save to listen later



groupie

“the music community you’ve been searching for”

What works?

- Gain **exposure** to local artists & fellow app-users
- Able to construct playlists **within** the app
- Ability to add songs to a “**listen later**” playlist
- **Customizable** profile

What’s different?

- **Review based system** – less popular artists/songs might not get as much traction
- More about reviewing the **music itself** rather than how the music relates to your day-to-day life

Takeaways

- We want to stay away from a review-based system, which might prevent people from being **open-minded** about less popular songs
- We want the app to be more about using music to share current **feelings** and **events**, rather than strictly ‘rating’ the songs



bopdrop

“bopdrop is going to change the way you find & share music”

Home How it works About

What Are You Listening To?

join the community for music-lovers



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bopdrop

“bopdrop is going to change the way you find & share music”

What works?

- Can DM people songs, enables discussion
- Can listen to music while scrolling through the app
- Can construct playlists directly from posts

What's different?

- Only compatible with iPhone
- Can only post one song per day (and one song at a time) which is limiting for how people's moods change through the whole day

Takeaways

- We don't want to limit how many songs people can post– we want people to use the app to document their **feelings** or **experiences** with music throughout the day



Musera

“Music Social Network”

What works?

- Can discover friends listening to similar songs
- DM and groupchat options
- “Shazam” sort of feature built into app

What’s different?

- Gives suggestions based on top ranking/trending songs– may prevent people from hearing lesser-known things
- Also a rating-based system, which may bury many new artists or songs

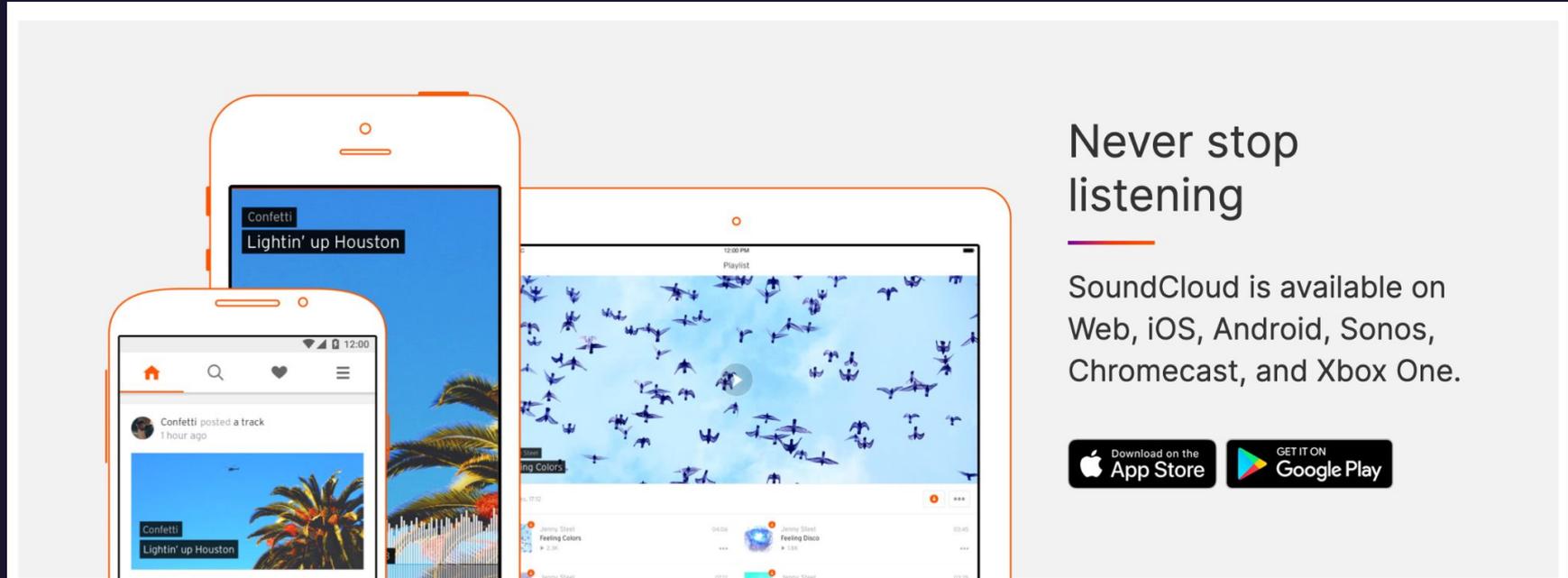
Takeaways

- We want our app to pull from **all kinds** of songs that all kinds of people are listening to, not just the top charts
- Our app isn’t about what’s popular, but about what people are **connecting** with



SoundCloud

"Discover New Music"



Never stop
listening

SoundCloud is available on
Web, iOS, Android, Sonos,
Chromecast, and Xbox One.



SoundCloud

“Discover New Music”

What works?

- Artists post their music on a feed that is exposed to different listeners
- Audiences are allowed to interact with music via comments thus building a community around the music

What’s different?

- Only artists or creators are allowed to post music of their choice whereas our app allows users to post music that they enjoy

Takeaways

- Through features like comment sections and sharing we can foster discussions and build communities around the music



Competitor Competition Matrix

	groupie	bopdrop	Musera	SoundCloud	Retune
Exposure to less well-known music	✓	✓	✗	✓	✓
Focus on social interaction	✗	✓	✓	✗	✓
Open to all users	✓	✓	✓	✗	✓
Unlimited posting	✓	✗	✓	✓	✓





Design values



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Individuality

Allowing people to express their unique personalities and experiences through sharing music.



Inclusivity

Encouraging open-mindedness and allowing people to share their thoughts without the fear of judgement or criticism.



Fun

Making the process of discovering new music inviting and fun rather than tedious.



Ease of use

Making it easy for users of all technological backgrounds to interact with an online community.



Stakeholders

Direct:

- Casual music listeners
 - Can use to socialize and find new music
- Artists
 - Our product will feature their work

Indirect:

- Record labels
 - Copyright concerns
- Streaming services e.g. (Spotify, Apple Music)
 - Integration / API
 - May benefit if we connect users' personal Spotify/other accounts to the app



Ethical Implications

- The Scandal
 - Artist compensation
 - Popular artists on platform should be compensated fairly
 - Data privacy
 - Personal data (location, email, birthdate) should be encrypted
- The Big Bad Wolf
 - Hate speech / bullying / abuse
 - Community guidelines should prevent hateful content while protecting freedom of speech
- The Forgotten
 - Tech-savvy requirement
 - UI should be simple and clear enough to be accessible to non-tech savvy users





Tasks



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Simple

Find new artists and songs to listen to

A user is tired of listening to the same music over and over again, and wants to find new songs that can revamp their listening experience.

- Simple task; scrolling through the app will likely allow them to gain exposure to new kinds of songs or artists.



Moderate

Discover what friends are listening to

A user wants to be able to know what songs their friends are listening to day-to-day.

- Moderate task; this involves building community within the app, through e.g. adding friends, adding people you meet on the app, etc.



Complex

Share music you've learned with other people

A user who is excited about a new song they found, or an old song they've revisited, wants to be able to share this excitement with people in their community.

- Complex task; this involves making your own posts, choosing what songs/playlists and images to post, and deciding what you want to share.





Storyboarding

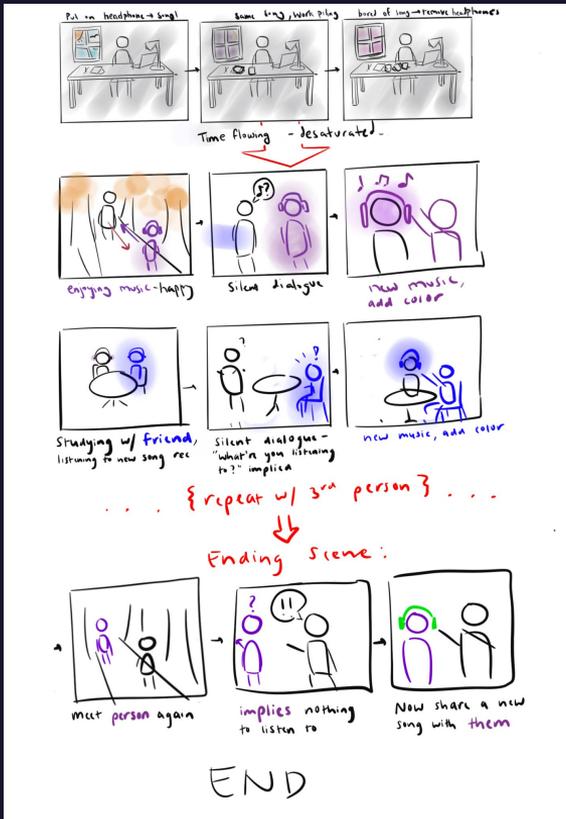


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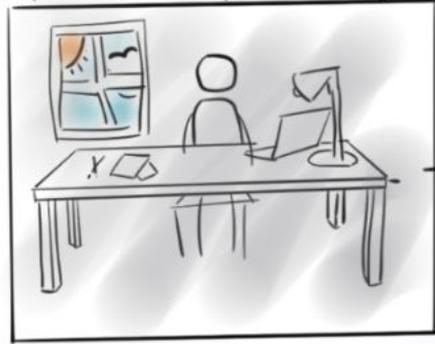


Overall storyboard; close-ups in following slides





Put on headphone → song



same song, work piling

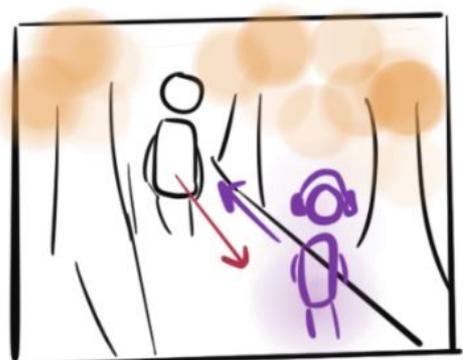


bored of song → remove headphones



Time flowing - desaturated -





enjoying music - happy

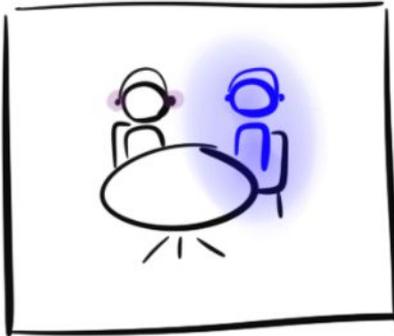


Silent dialogue

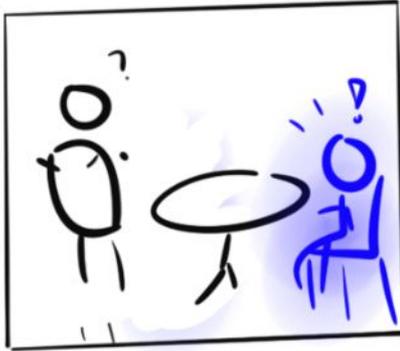


new music,
add color

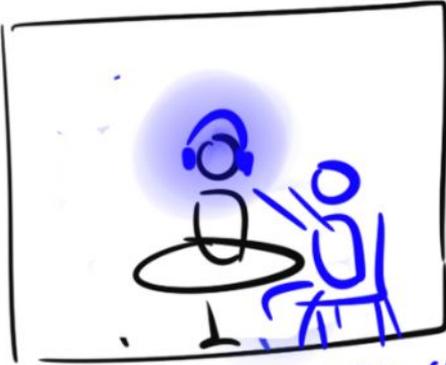




Studying w/ friend,
listening to new song rec



Silent dialogue -
"what're you listening
to?" implica



new music, add color

... { repeat w/ 3rd person } ...





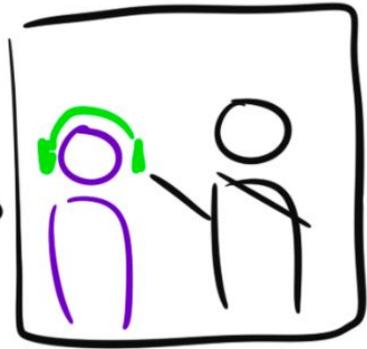
Ending Scene:



meet **person** again



implies nothing to listen to



Now share a new song with **them**

END





Video link:

<https://youtu.be/vKbCQ6XUfr0>



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