

A4: Concept Video

Team TuneTribe

Project Name

TuneTribe

- Connection of two major values: Music (Tune) and Community (Tribe), our project is about about using tunes to find your tribe.

“Find the beat of your community”

Problem/ Solution Overview

Small live music events provide good times and are a good way to bring a community together for a fun event, however finding small venues and artists is difficult due to their lack of advertising. Users who live near cities or downtown areas can try to find events on their own by walking around, yet wandering aimlessly yields inconsistent results. Simultaneously, users who are small-time musicians who need more publicity but can't afford large amounts of advertising would benefit from an easy way to draw crowds. Our app seeks to facilitate finding live local events, bring music-lovers together, and spread awareness of small shows by providing a space for users to post and see other live events in their area that they can attend.

Market Research

Market Research #1: Songkick Concerts

App designed for discovering bands and finding concerts nearby based on your music preferences.



Market Research #1: Songkick Concerts



What Works

- Integrating data from music streaming apps to deliver personalized recommendations
- Makes it easy to find venues.

What Doesn't Work in Our Space

- Doesn't have many small artists and bands
- No way to easily promote your own events

Market Research #1: Songkick Concerts



Comparison

- TuneTribe is focused on enabling users to discover new artists performing smaller events, while Songkick focuses on discovering and finding bigger artists who are less affordable to see.

What We Can Take Away

- When using the Songkick app, there was difficulty transferring data from music streaming platforms. Tunetribe may be better off using a different approach to discovering user preferences and interests. We can use how they formatted the app to improve usability on TuneTribe's platform.

Market Research #2: Google Maps

App designed for searching, locating, and navigating to businesses/venues.



Market Research #2: Google Maps



What Works

- Feature incredibly accurate directions and maps of locations.
- Makes it easy to find venues and rate and comment on them.

What Doesn't Work in Our Space

- No feature to discover artists or live events in the area.
- No way to easily promote your own events

Market Research #2: Google Maps



Comparison

- TuneTribe is focused on enabling users to discover artists and events, while Google Maps focuses on discovering and finding locations and venues.

What We Can Take Away

- Although Maps has a different user goal, we can take notes from their powerful search capabilities, business / venue information display, and accurate direction giving capabilities, especially their feature of direction for pedestrians on foot.

Market Research #3: Bandsintown Concerts

In *TIME Magazine's* Best Apps of the Year for Never Missing Another Show



Market Research #3: Bandsintown Concerts

What Works

- Find any concert, festival, or venue near you
- Follow artists and receive push notifications for their events
- Discover new artists and events based on your personal tastes

What Doesn't Work in Our Space

- No connection between event attendees with each other and artists
- No centralized way to see nearby events happening now with respect to your and your friends' locations

Market Research #3: Bandsintown Concerts

Comparison

- Bandsintown Concerts targets the discovery and purchase of tickets for major live concert venues whereas TuneTribe focuses on deepening connection between individuals and artists in local communities through live local music event discovery and promotion for all event sizes

What We Can Take Away

- TuneTribe would enable centralized promotion and discovery for local live music events within communities that are both free and paid and enable greater connection between event goers and artists alike

Market Research #4: Pokemon Go

App designed to a game in which users control their character by physically walking around.



Market Research #4: Pokemon Go



What Works

- Pokemon Go utilizes real-time location tracking in order to display a user on an interactive map that shows locations that can pop up and disappear.
- App is designed for a user walking around their community, not for drivers.
- Encourages users to meet other users in real life through meeting around virtual hubs

What Doesn't Work in Our Space

- Pokemon Go is ultimately only designed to be a game, does not feature any real life locations or features to find music or live events

Market Research #4: Pokemon Go



Comparison

- Tune Tribe uses common interest in music to bring users together at live venues, Pokemon Go uses common interest in Pokemon and virtual events to bring users together.

What We Can Take Away

- We can take inspiration from how Pokemon Go uses virtual beacons to bring people together at real life locations, as well as their design choices when focusing around a user walking around on their phone when designing for Tune Tribe.

Market Research

	Songkick Concerts	Google Maps	Bandsintown	Pokemon Go	TuneTribe
Live event beacons	Displays live events	Does not show live events	Shows live events, but not in an easily accessible map	Features live event beacons that users flock to	Displays live events in real time
Connection with other Users	Doesn't allow for commenting or connecting with other users	Allows for commenting and sharing of venues	Does not have any community building features	Features friends and other ways to connect with other users	Features commenting and other ways to connect users
Discovery of Artists and music	Features music discovery	Does not feature music discovery	Allows for discovery and search of live music	Does not feature music discovery	Features music and live venue discovery

Stakeholders

Stakeholders

Direct Stakeholders:

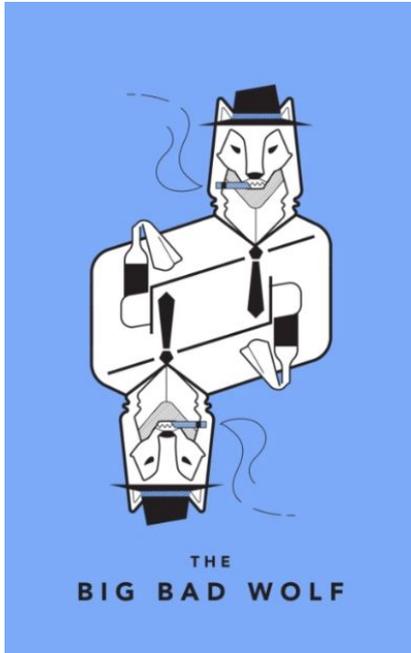
Musicians, people looking for events, music lovers, people looking to meet other music fans

Indirect Stakeholders:

Venue owners (Bar owners, cafe owners, etc.), Venue employees, pedestrians, vehicle drivers.

Ethical Implications

Ethical Implication #1



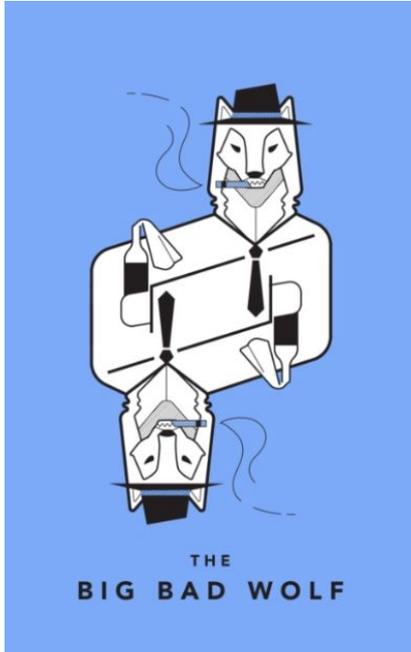
What could a bad actor do?

Bad actors could target users in vulnerable demographics by befriending and tracking continuous location, social groups, and shared contact information.

Underlying value tension

Users want easier ways to connect with each other and discover live events; however, live location and personally identifiable information can be exploited by bad actors.

Ethical Implication #1



Underlooked Stakeholders

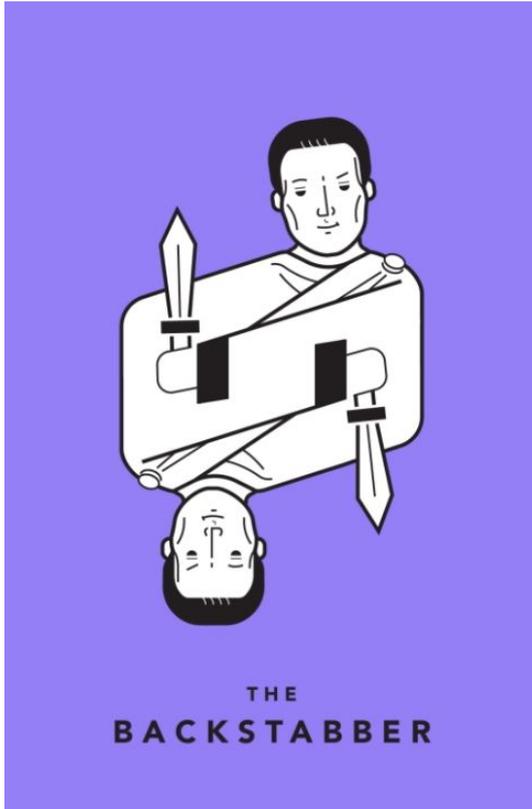
Vulnerable Populations such as **Youth** and **Elderly** are seeking wholesome live music events and connection, though require additional protection on our platform to ensure privacy and safety.

Mitigations

Mitigations could include:

- i) Two factor authentication via parent, legal guardian, or authorized representative
- ii) Verification of profiles via facial recognition.

Ethical Implication #2



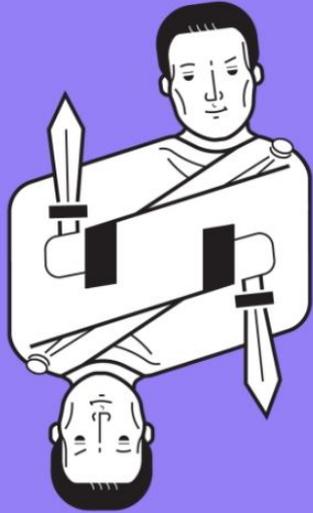
What could cause people to lose trust in our product?

If users were to have a dangerous encounter related to the product, they would be hesitant to use it again. If the product led users to unsatisfactory experiences, failure to meet user expectations would also make them lose trust in the product.

Underlying value tension

Users want a safe way to explore new music, however if we have an app that doesn't take the right precautions, we run the risk of people mixing in with the wrong people. Users will also want to believe they are making a safe bet by choosing to attend a random event.

Ethical Implication #2



THE
BACKSTABBER

Underlooked Stakeholders

Younger users may be exposed to things that are not age-appropriate and may not have parental permission. Venue owners and employees may also opt out of shouldering the burden of keeping the space safe with unregulated crowds

Mitigations

Mitigations could include:

- (i) Have event approved before it being posted
- (ii) Work closely with venues to assure safety

Tasks

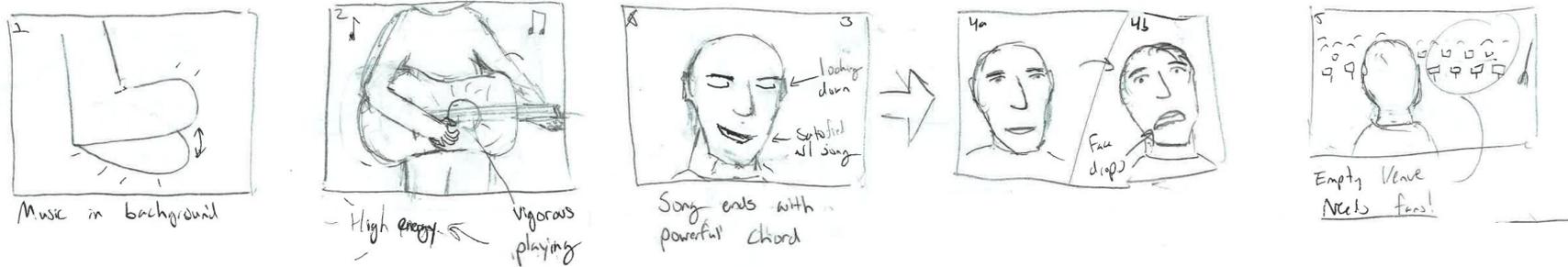
Tasks

- **Finding a music venue near you (simple).** This should be the simplest task to do on the app, you open the app and multiple suggested music venues near your location appear.
- **Navigating to an event (moderate).** This is a moderate task as depending on the location of the event and the user, this could be difficult due to roads and directions.
- **Sharing event with friends to connect (moderate).** This task is moderate as it would require a user to choose a format and share the event with others through their preferred method
- **Creating an event as a performer (complex).** This task would require a user to create an event along with a description, the event would also have to be vetted for illicit content.

Storyboard & Annotations

Storyboard & Annotations

Opening Sequence – Define Michael's Need (The Performer)



Scene 1

Composition: Stage lighting / spotlight on center

Framing: Zoomed on performer's foot in full frame

Dynamic Action: Foot keeping beat to music

Length: 4 seconds

Scene 2

Transition: Cut

Composition & Framing: Close view of center of guitar that performer's holding

Dynamic Action: Performer's playing guitar

Emotion: Playing vigorously with full energy

Length: 4 seconds

Scene 3

Transition: Cut

Composition & Framing: Zoomed out to performer's upper body in frame center, strumming guitar. Ends song on big riff with smile

Expression: Deep focus on playing

Length: 4 seconds

Scene 4

Transition: Cut

Composition & Framing: Performer's face in frame center, see them look up

Expression: Smile fades from happy to blank / hopeless expression

Length: 4 seconds

Scene 5

Transition: Cut

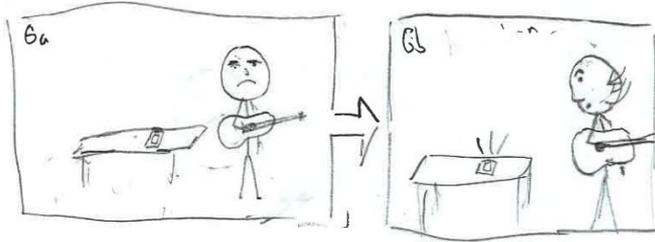
Composition & Framing: Performer's subjective view of the auditorium, empty

Dynamic Action: Broom stick leaning along the wall falls and empty sound echos

Length: 4 seconds

Storyboard & Annotations

Sequence 2 - Michael's Action in Hope of Solution



Scene 6

Transition: Cut

Composition & Framing: Allocentric view of performer on stage in auditorium, full body and stage in view. Magic button is visible on a stool next to the performer and in the spotlight.

Dynamic Action: Button flashes & gains performer's attention. Performer rotates neck and head to focus full attention on the button

Length: 4 seconds

Scene 7

Transition: Cut

Composition & Framing: Overhead view of button in full frame

Dynamic Action: Button flashes with legible "Promote" lettering

Length: 4 seconds



Scene 8

Transition: Cut

Composition & Framing: Closeup view of performer's eyes with upper face in full frame

Dynamic Action: Expression softens, eyes widen bewildered and watches them float up to the ceiling & beyond

Length: 4 seconds

intrigue

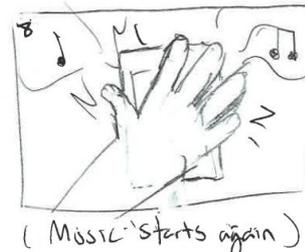
Scene 9

Transition: Cut

Composition & Framing: Allocentric view of performer on stage in auditorium, full body and stage in view. Magic button is visible on a stool next to the performer and in the spotlight.

Dynamic Action: Performer quickly reaches out and slaps button with rigor. Sound echoes throughout the auditorium. Hold for end of scene.

Length: 4 seconds



(Music starts again)

Scene 10

Composition & Framing: Same

Dynamic Action: Trail of notes begins flowing out of button. Performer is

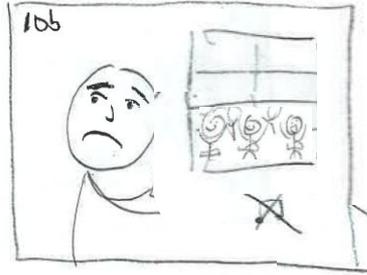
Length: 4 seconds



Music notes appear (SFX)

Storyboard & Annotations

Sequence 3 - Define Jane's Need & Action Toward Solution



Scene 11

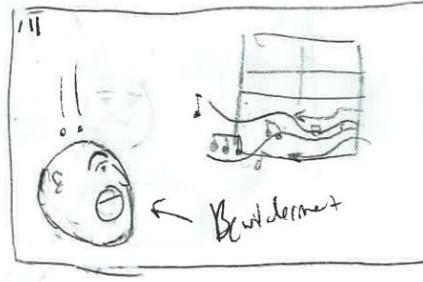
Transition: Cut

Composition & Framing: Dorm room; ½ body side shot of Jane looking out the window while alone in her room

Dynamic Action: Large group of people walk by Jane's window, talking in high spirit and audibly having fun in the evening. Jane looks out the window longingly

Emotion: Jane is hit with a deep feeling of loneliness

Length: 4 seconds



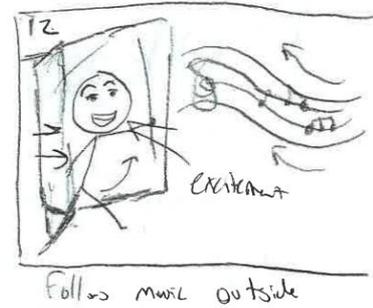
Scene 12

Composition & Framing: Same as 11

Dynamic Action: Music notes float in through window. Jane looks up at them, stands up and starts to follow them

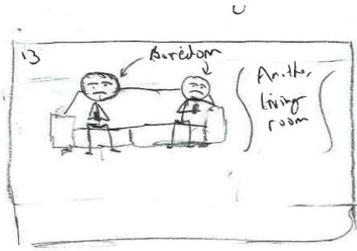
Expression: Like it's the first time he's seen snow

Length: 4 seconds



Storyboard & Annotations

Sequence 4 - Define Jake & Bobby's Need & Action Toward Solution

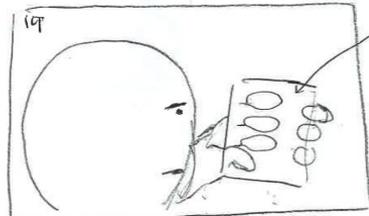


Scene 13

Composition & Framing: Group in frame full body, sprawled on couch looking at their phones and texting each other

Expression: Boredom

Length: 3 seconds



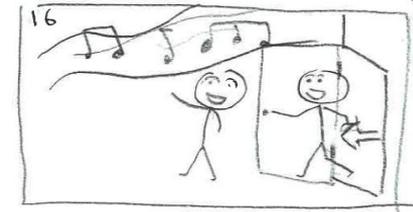
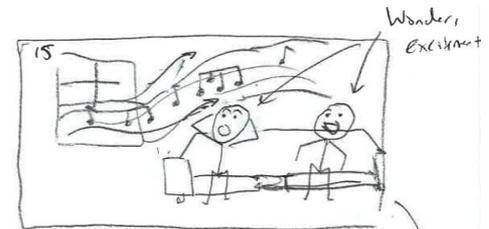
Over the shoulder → CA

Scene 14

Composition & Framing: Group chat view

Dynamic action: Scrolling conversation about what to do & boredom; music note floats in

Length: 4 seconds



Scene 15

Composition & Framing: Group in frame full body, sprawled on couch looking at their phones and texting each other

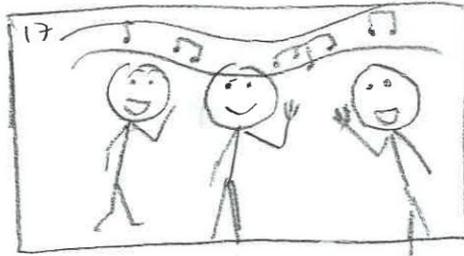
Dynamic action: Group gets up and follows the notes out together, look back and forth between each other and notes as they exit

Expression: Bewilderment & excitement

Length: 4 seconds

Storyboard & Annotations

Sequence 5 - Connection



Cheerful smiles, meeting
new friends

Scene 17

Composition & Framing: Jane, Jake, and Bobby enter into frame with $\frac{3}{4}$ body in view and meet for the first time over their shared quest to discover the live music

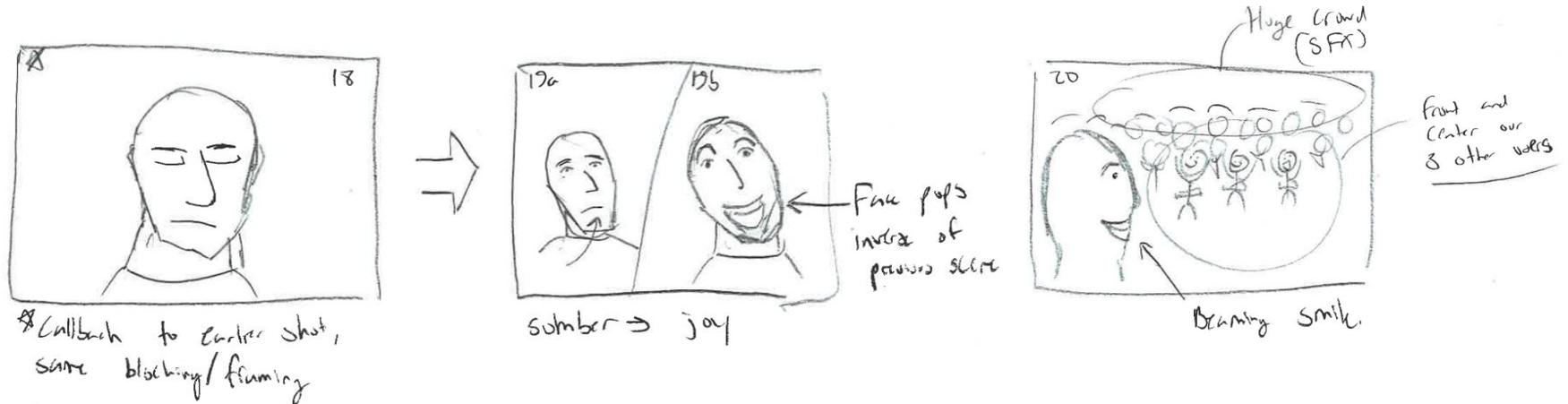
Dynamic action: Jane enters from left while Jake and Bobby enter from right. All shake hands and enter the live concert event together away from the camera

Expression: Bewilderment & excitement

Length: 4 seconds

Storyboard & Annotations

Sequence 5 - Connection with Crowd for Michael



Scene 18

Transition: Cut

Composition & Framing: Return to allocentric view of performer on stage with full body and stage in view. Magic button is visible next to the performer and in spotlight.

Dynamic action: Michael's expression shifts from dismay to pure excitement

Expression: Excitement (presumed due to seeing the incoming crowd because of the audience appearing - not revealed yet)

Length: 4 seconds

Scene 19

Transition: Cut

Composition & Framing: Michael's subjective view of the crowd. Jane, Ally, James, and Bobby are all in the crowd

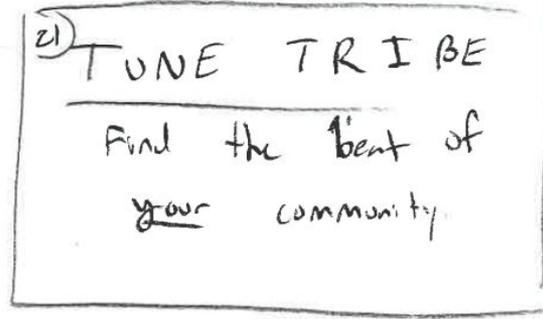
Dynamic action: Jane, Ally, James, and Bobby cheering and clapping in excitement for Michael

Expression: Excitement

Length: 4 seconds

Storyboard & Annotations

Ending Sequence - Credits



Scene 20

Transition: Cut

Composition & Framing: Black screen, 'TuneTribe' displayed in large font; 'Find the Beat of Your Community' displayed below; Credits displayed in large font per guidelines

Length: 4 seconds

Concept Video



Appendix

Additional Market Research

Market Research #4: MeetUp

Social Media Platform for Hosting and Organizing In-Person Events



Market Research #4: MeetUp

What Works

- Social platform to discover new events and meet new people in a large community

What Doesn't Work in Our Space

- Not tailored to live music events