



# Music Sharing

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# Agenda

- 1** Introduction
- 2 Needfinding Methodology
- 3 Interview Results
- 4 Analysis
- 5 Summary

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# Participants



# LUCY POWERS

- Yale freshman
- Musical theatre major



## MATTHEW BILLMAN

- Stanford senior
- Fleet Street a cappella
- Aspiring professional singer



## JENNA JOHNSON

- High school senior in Indiana
- Captain of her soccer team



## KEN KLEIN

- Bay Area father
- Chairman of Tintri
- 25 years in software industry



# METHODOLOGY

- Chose participants from a range of musical interests and backgrounds
- Observed participants finding a new song
- Asked about experiences discovering new music and, for producers, disseminating it

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## INTERVIEW RESULTS: CONSUMERS

- Difficult to find new music
- Even if you are actively looking
  - Most people are NOT actively looking for new music
- Finding new music is a “**passive process**”
  - Lucy finds by “osmosis”
  - Matt hears music around him
  - Jenna’s friends suggest new songs
- Ken actively looks for new music
  - Apps, recommendations

“ *It’s definitely passive — I wish I were more active in discovering new music.*

**Lucy Powers**

# INTERVIEW RESULTS: CONSUMERS

- Music discovery is a **social process**
  - Matt's a cappella group prepares albums for road trips
  - Jenna's soccer team makes collaborative warmup CDs
  - Lucy listens to her brother's and Yale class's playlist on shuffle



## INTERVIEW RESULTS: PRODUCERS

- Difficult to get your work out there if you're not one of the **“top few”**
  - Radio plays the same songs over and over
  - Internet is cluttered with millions of tracks and no easy way to sift through them

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# CONSUMERS

## SAY

- “I just kinda listen all the time to what’s going on around me.”
- “My friends and I pass around the AUX cable when we’re driving.”
- “It’s an effort to find music but I like the discovery - it’s a rewarding experience, kind of like you’re mining for something valuable”

## DO

- Search for recommendations or similar songs on Pandora, Spotify, iTunes
- Shazam to identify songs around them

## THINK

- Finding new music = challenge
- “Happenstance” (chance encounters), often among friends, provides the best exposure to new music
- Music industry is saturated with artists because of low barriers to entry, but difficult to succeed in because of piracy, etc.
- Too much bad music on YouTube and SoundCloud

## FEEL

- Frustrated at the process of new music discovery
- Excited by the prospect of discovering new music
- Needs new music after overplaying songs



# PRODUCERS

## SAY

- “I’m not much of a networker. I’d like to get my music out there in a way that doesn’t depend on me being friends with an agent.”
- “There are lots of starving artists out there—you’ll never have a lack of people to develop your stuff”
- “You’re selling yourself as a performer—that’s why girls wear makeup and guys show their arms.”

## DO

- Gigs relentlessly
- Posting songs online, but not getting many hits
- Tries different online platforms to facilitate engagement with potential fans

## THINK

- Matt believes live performances are the best way to get discovered
- Lucy believes an image must be cultivated and sold via technology
- Interested in facilitating collaboration to crowdsource the making of a song

## FEEL

- Feel squeamish about the networking process
- Desire an easier way of connecting artists with agents, directly
- Dissatisfied that the music industry is dominated by just a few artists

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# SUMMARY

- Finding new music is difficult, and most people aren't actively looking for it
- Music discovery is a social process
- Consumers wish there were an easy way to be more “active” in discovering new artists that fit their tastes
- Producers wish there were a more direct way to get people to listen to their songs sans networking
- Most existing music discover apps (e.g., Pandora) recommend already-popular songs

Questions?