Music Sharing

Albert Tomasso
Audrey Proulx
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Sean Klein

Agenda

1. Introduction
2. Initial Point of View
3. Additional Needfinding
4. Revised Points of View
5. How Might We Statements
6. Experience Prototypes

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Initial Point of View:

Artists need a way to push music to their target audience without getting lost in the online clutter.

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CHRISTINA DONG

- Journalism & PR student
- Extreme music consumer

I need to find new music. I get really bored hearing the same thing over and over again—it's like 'not this again'

I have FOMO if I don't follow my favorite artists [on social media], but I don't really do anything with that

BROOKE TOMLINSON

- Professional singer/ songwriter trying to make it in Los Angeles

They don't really sign you unless you have a major internet following already

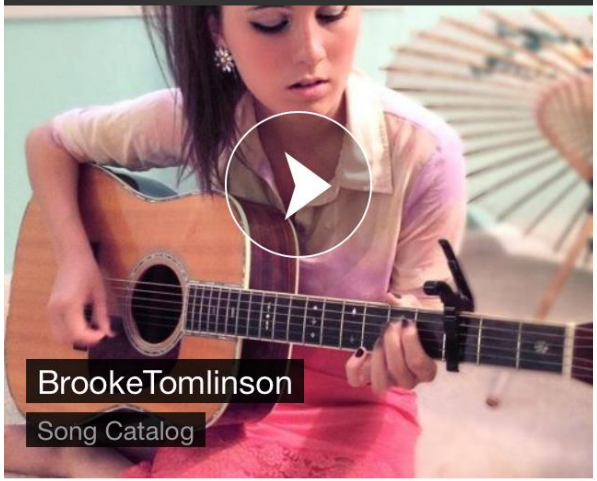
As an artist, I wish I didn't have to think about "oh my Instagram," because that feels very superficial. But that's like really important now, unlike 5 years ago

●●●●○ Verizon 4:13 AM

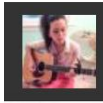
soundcloud.com

SOUNDCLOUD

Listen on SoundCloud iOS



29 tracks, 1 hour 42 minutes 9 seconds


BrookeTomlinson
Used Car (For Pitch)

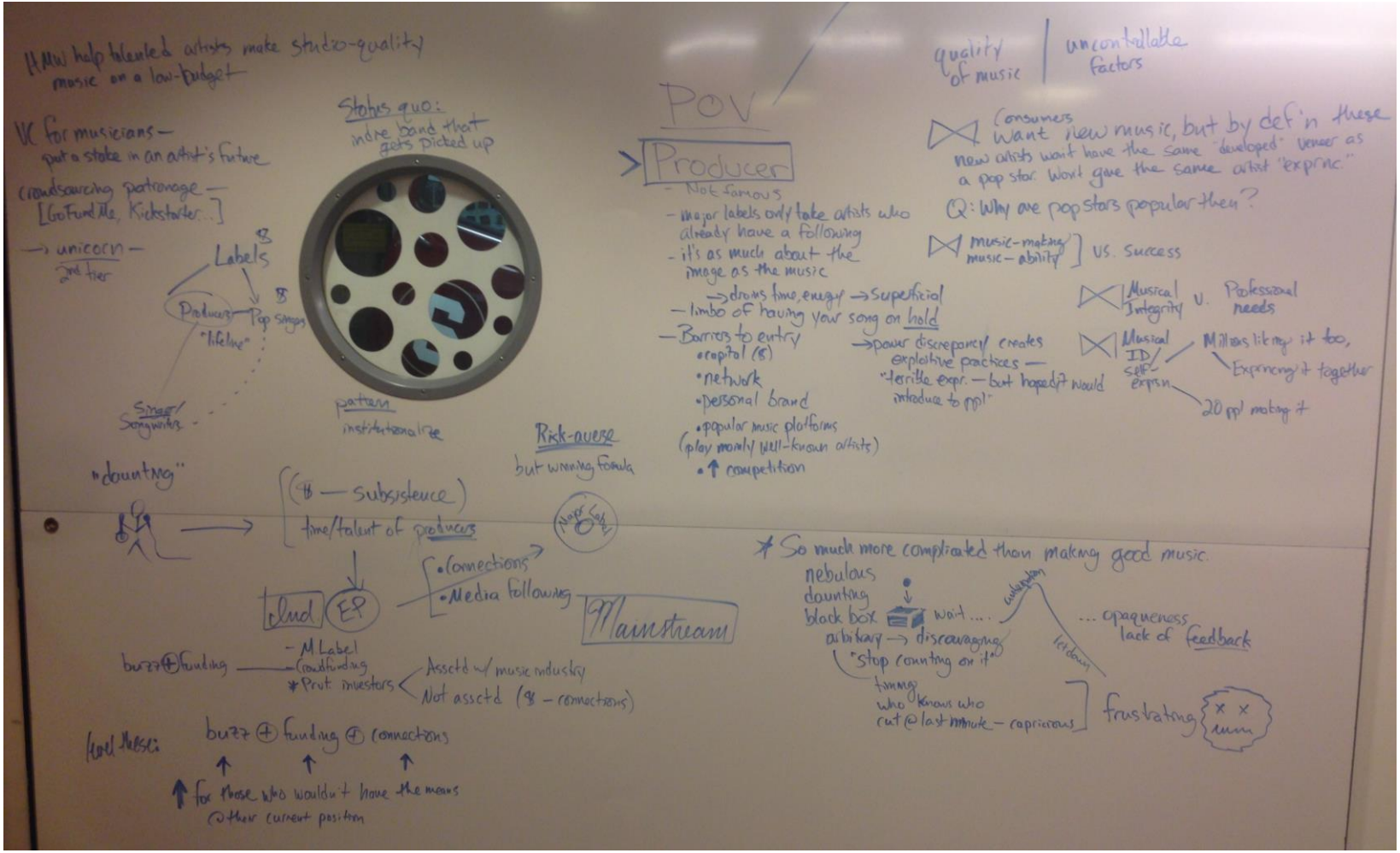
Brooke Tomlinson @brooke_tea · Apr 29

Just saw that my most recent video has reached 10,000 views! Thanks for the love ppl! Check it out if you haven't! youtube.com /watch?v=eMDg9F...

YouTube

Original Guitar Solo-"Electric Shock"

https://soundcloud.com/brooketomlinson Check out my new original song. This song is unlike anything I've written before-it's an all-instrumental, shredding s...


HMW help talented artists make studio-quality music on a low-budget
VC for musicians — put a stake in an artist's future
crowdsourcing patronage — [GoFundMe, Kickstarter...]
→ unicorn — 2nd tier
Labels
Producers — Pop singers
"lifeline"
Singer/Songwriters
Status quo: indie band that gets picked up
pattern
institutionalize
POV
Producer
- Not famous
- major labels only take artists who already have a following
- it's as much about the image as the music
→ drains time, energy → superficial
— limbo of having your song on hold
— Barriers to entry
• capital ($)
• network
• personal brand
• popular music platforms (play mainly well-known artists)
• ↑ competition
→ power discrepancy creates exploitive practices — "terrible expr. — but hoped it would introduce to ppl"
quality of music | uncontrollable factors
Consumers want new music, but by def'n these new artists won't have the same "developed" veneer as a pop star. Won't give the same artist "exprnc."
Q: Why are pop stars popular then?
music-making / music-ability] vs. success
Musical Integrity v. Professional needs
Musical ID / self-exprsn
Millions liking it too,
Exprncing it together
20 ppl making it
Risk-averse
but winning formula
"daunting"
($ — subsistence)
time/talent of producers
Major Label
Ind
EP
• Connections
• Media following
Mainstream
buzz ⊕ funding
- M Label
- Crowdfunding
* Prvt investors
Assctd w/ music industry
Not assctd ($ — connections)
level these: buzz ⊕ funding ⊕ connections
↑ for those who wouldn't have the means @ their current position
* So much more complicated than making good music.
nebulous
daunting
black box
wait ....
arbitrary → discouraging
"stop counting on it"
timing
who knows who
cut @ last minute — capricious
frustrating
... opaqueness
lack of feedback

Quality of music

Buzz

+

Funding

+

Connections

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Revised Point of View: Consumer

Consumers need an easy way to find quality music from new artists that matches their taste, in a way that feels like an adventure instead of a chore.

Revised Point of View: Artists

Independent artists need an alternative career path to the time spent networking, cultivating their image, and raising capital, so they can focus on creating quality music.

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Initial Point of View:

Artists need a way to share music with their target audience without getting lost in the online clutter.

POV: Artists need a way to share music with their target audience without getting lost in the online clutter.

HMW help up-and-coming artists share music content in multiple forms beyond a studio album?

POV: Artists need a way to share music with their target audience without getting lost in the online clutter.

HMW help new artists with limited resources develop high quality and personalized means of connecting with potential target audiences?

POV: Consumers need an easy way to find quality music from new artists that matches their taste, in a way that feels like an adventure instead of a chore.

HMW make music discovery feel more like a game than a chore?

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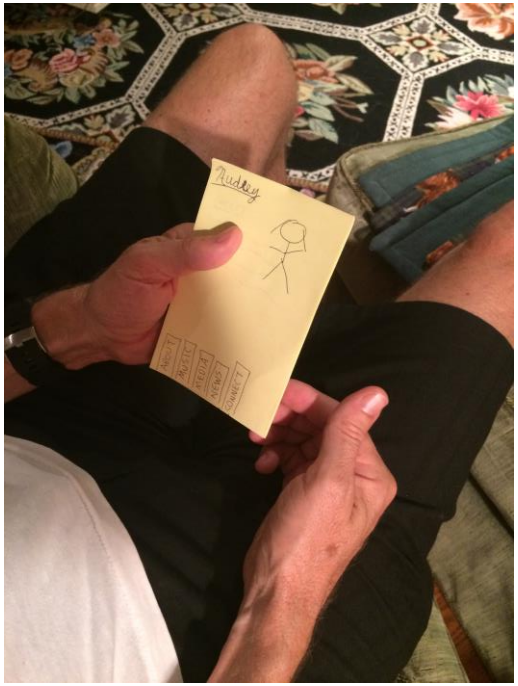
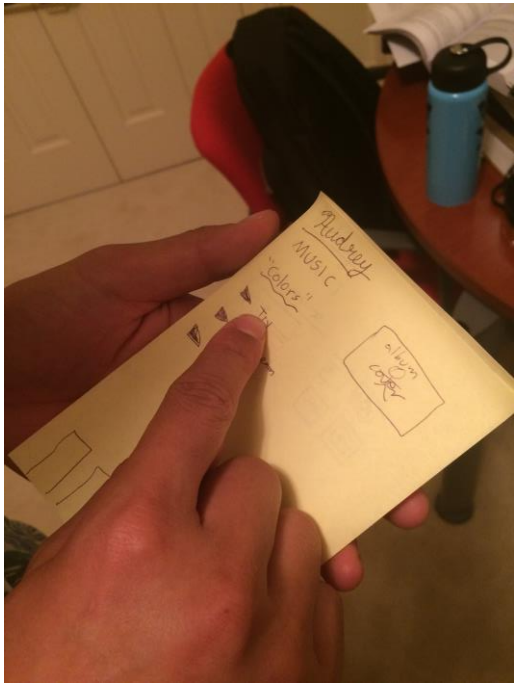
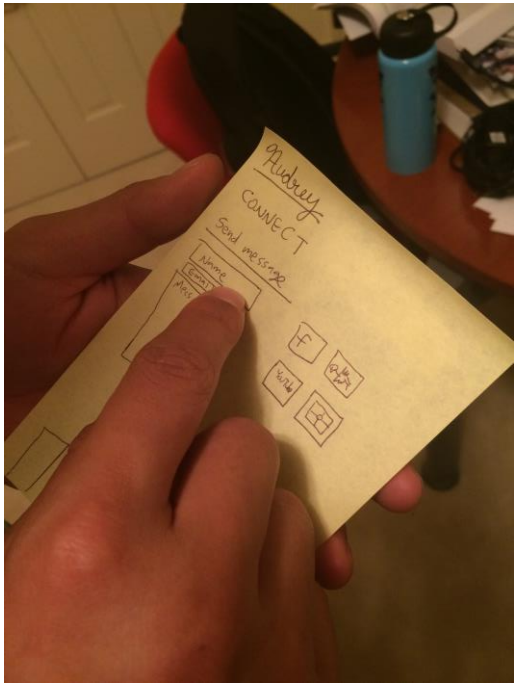
Experience Prototype: **Template app-building for musicians**

Assumptions:

- Artists need and might pay for a service to streamline their digital publicity
- Fans want to engage with artists through such a digital app or interface







Experience Prototype:
Template app-building for musicians

Things that worked:

- Simple interface, easy to use
- Accessible to non-technical people

Things that didn't work:

- Still unclear whether artists would be receptive

Surprises:

- Suggestion that **users** could recommend new features or customization

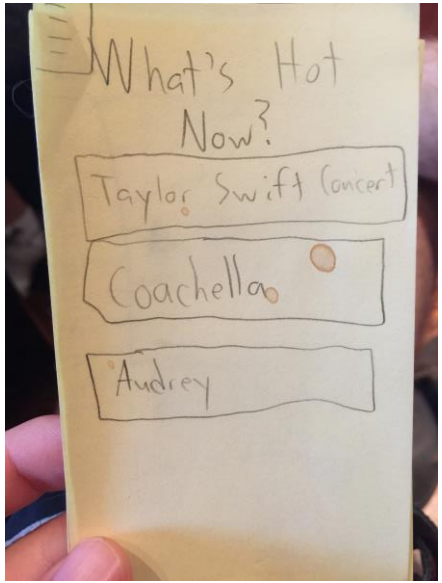
New Learnings:

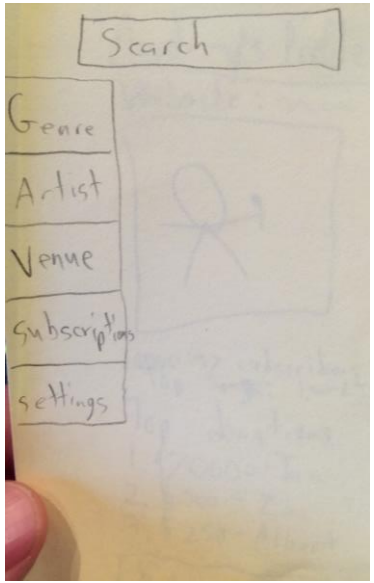
- Could be useful for agents as well in scouting new artists. Need to asses this

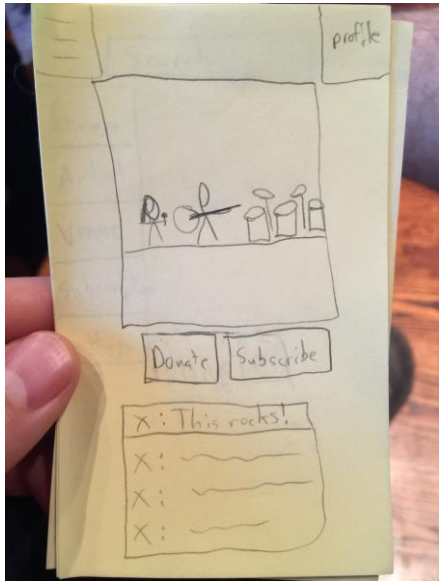
Experience Prototype: **Twitch for Musicians**

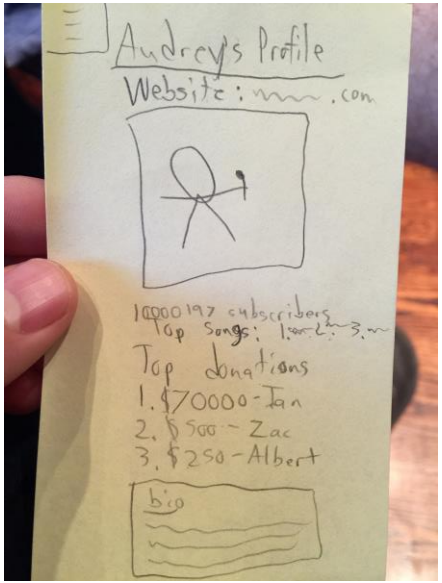
Assumptions:

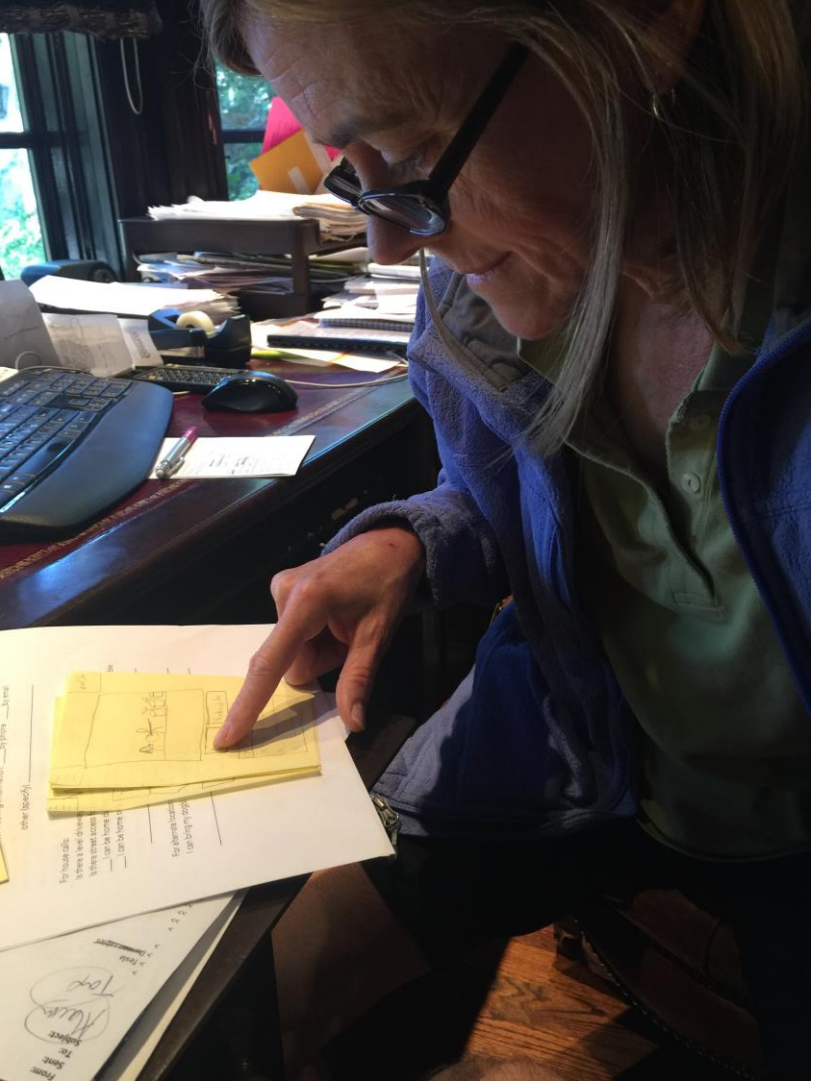
- Fans have a need for an **authentic, two-way relationship** with artists
- A model of unprecedented success in the gaming world could translate to an even broader audience in the music world











Experience Prototype:
Twitch for Musicians

Things that worked:

- Ability to add comments, communicate directly with the artist in realtime
- Ability to participate in experiences that would otherwise be missed

Things that didn't work:

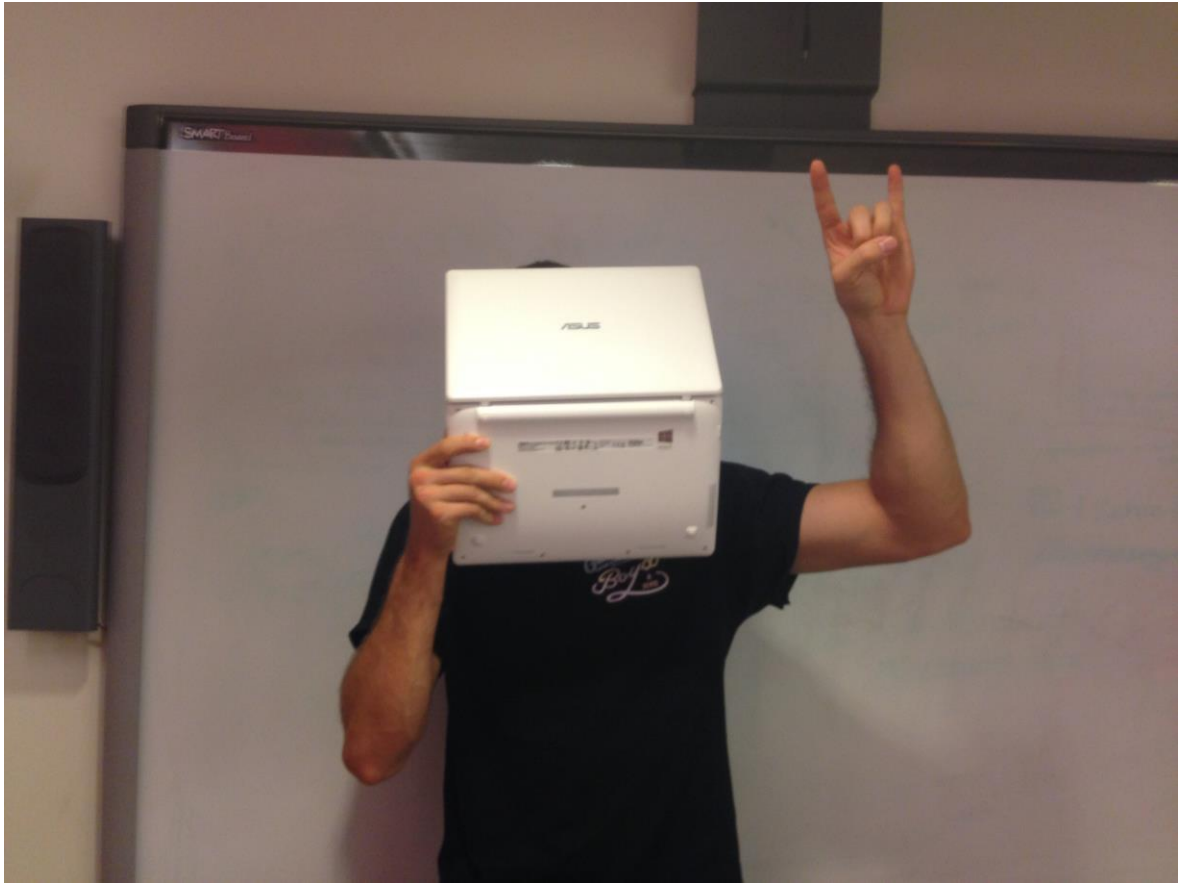
- Need more options for searching

Surprises:

- "Donate" vs. "Support"

New Learnings:

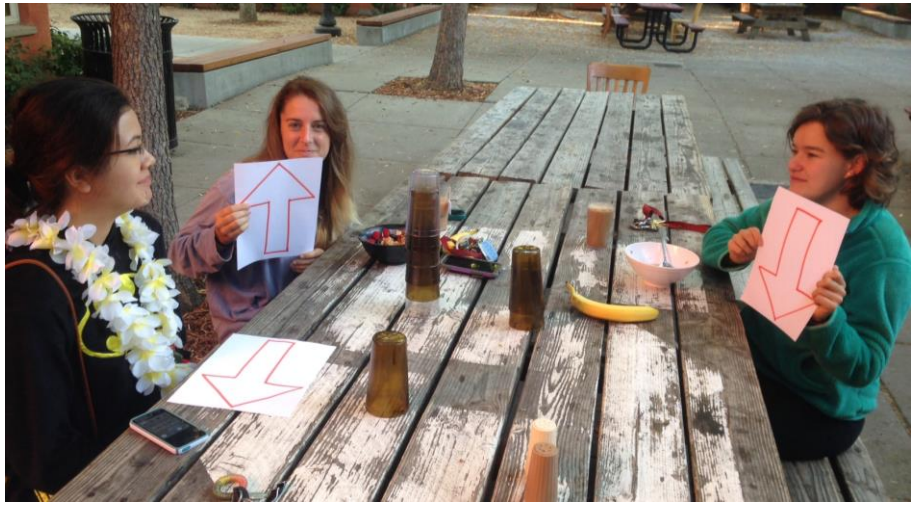
- Fans have a need for an **authentic, two-way relationship** with artists
- Live concerts + Oculus Rift



Experience Prototype: **Music with Friends**

Assumptions:

- Music sharing is a **social activity**
- Gamification could be a successful incentive



Experience Prototype:
Music with Friends

Things that worked:

- Social aspect was **fun**
- Participants shared a variety of songs

Things that didn't work:

- Unclear how compelling it would be without the face-to-face interaction
- Points system was hard to keep track of

Surprises:

- Some participants struggled to find obscure/novel music to share

New Learnings:

- Gamification is promising but needs to be further developed

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