Assignment 1

People complain about how they listen to three to four of the same songs on the radio when they are driving somewhere. Also, with Spotify, people have a hard time choosing a song because they skip at least 8-10 different songs to find one to listen. Spotify radio will eliminate those skips and can create the vibe that a person wants to listen.

Spotify Radio’s headquarters is in downtown Chicago and the overall goal, as Spotify Radio employers, is to develop a customized playlist just for the listener to listen to without skipping many songs. The way it works is simple. First the listener will click on Spotify radio, then once it opens, it will ask the person to pick a genre that he or she would like to listen to, for example: hip hop/rap, pop, EDM, country, alternative rock, etc. Other genres could include topics like parting, workout, sleep, or other possibilities for the listener to listen to depending on his/her mood. Once the genre topic is chosen, Spotify radio will then ask the person to pick up to 3 artists from the genre selected. For example, options for hip hop/rap include J Cole, Kanye West, Drake, Lil Wayne, etc. The listener has a choice to pick 3 different artists, or if he/she does not know a single artist, there will be a button called random artists where Spotify will randomly pick artists suitable for that genre. Finally, Spotify Radio, will then select some of the top songs performed by the artist and are suitable for the given genre of music. Each artist selected will have 3 of their songs put in the playlist, which at most will be 9 songs, then Spotify will find other recommended songs from different artists that would fit the vibe and put it in the playlist.

Spotify Radio will consist of 4 departments, The first department is the genre. The department’s job is to get music genres and can create new topics that have not been heard before, for example indie rock, country thunder music, 70s music, etc. Genre department will have roughly 5 employers because the only objective is to find genres of music and come up with more. The next genre will be Artist/Album. This department will collaborate with both the genre department and the songs department. Their job will be to search up all the artists out there in the music world and categorize them in the genre of music they sing. Each artist can be in multiple music genres if the singer, or band, sings different kinds of music. For example, Darius Rucker originally sang pop-rock, but now he sings country. This department will probably have around 20 employers most because of how many artists are out there in the music world and how many genres each artist can be apart of. The third department is the Songs department. This department will consist of 2 different objectives. One, the employer will go threw each artist to find which songs are popular and which ones are not. Two, the employer will start a playlist and put 3 songs that think would be perfect to listen to given the genre and the artists selected. If there is no artist selected, then they would use their instincts to find some to fit the vibe of the chosen genre of music. Since there are 2 objectives being played used in this department, there will be around 10 employees in this department, 5 for picking songs by the chosen artists and 5 for starting the playlist and putting the songs in the playlist. The fourth and final department is the song recommendation department. This department will be the hardest one because not only does the employer observe the other departments on which genre, artist or artists, and songs selected, but also search around the music world for songs that can match the given vibe in the playlist. Meaning that they need to find songs that can still be played for the listener to enjoy instead of skipping the song. This department will consist of at least 15-20 employers, and they will collaborate with both the artist and song department to see which artists are in which genre and which songs can go with the flow. Overall, the total number of employers will be around 50-55 employers working at Spotify Radio. Spotify Radio will change the way of listening to music.