BandPage

Abstract

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Networking in the music industry is a difficult but important part of the music industry. There isn’t a standardized platform that allows for networking between musicians, bands, and venues. The proposed project BandPage would allow better discovery in the music industry and allow musicians and venues to display more detailed and specific information about who they are and what they do and allow musicians and venues to more easily connect.

Background / Motivation

An existing platform that musicians use is Instagram, but the features aren’t specialized for musicians and musicians are limited to a short bio. Musicians use Instagram to make announcements to their fans through posts, but there isn’t a clear differentiation between what posts are, eg. announcements for new music, upcoming gigs, because Instagram is a general platform that isn’t designed for just musicians. Musicians also use Instagram to network with other musicians or venues with Instagram’s direct message feature, but there is no way of filtering for just musicians or venues in Instagram. Because Instagram limits the amount of information artists can display, musicians frequently make landing pages with specialized information such as their songs and upcoming gigs, but there is almost no way of venue or musician discover. Musicians

Venues also use Instagram, but the short bio isn’t enough to properly describe where the location is, what kind of musicians play at the venue, or a schedule of musicians. Like musicians, Venues have landing pages with all that information, but it is difficult for musicians or bands to find venues that they can play at because there is no central directory for venues.

Proposed Design

BandPage would be a webapp or mobile map that would connect to musician’s existing Instagram profiles and existing landing pages.

BandPage should be able to connect to Instagram. Instagram has an A1PI (Application Programming Interface) where information can be pulled such as a user’s posts. In BandPage, to add a post users would be able to add a hashtag eg. #Bandpage and that Instagram post would show up in their BandPage page, promoting the BandPage platform, or manually add it in BandPage. Musicians would be able to have a music widget where they can display their released music. Spotify and Apple Music have widgets that an artist can display all their music.

Venues also have Instagram pages. Venues would be able to put more in more information. They would have the ability to have schedules and have a better, more direct link to the musicians that they host. Instead of making websites, Venues would just use this more unified connected system.

BandPage would also have pages for bands. Musicians can find other musicans for their bands. Bands have existing Instagram pages, so they would be able to link their pages.

Possible Benefits

Musicians will be able to find more gigs and venues will be able to find more musicians. Musicians can focus more on creating music and doing what they love instead of networking.