

# Buildathon Documentation for TunedIn

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## 1. Project Overview

**Project Name:** TunedIn

**Tagline:** "Connecting Music, Creators, and Opportunities."

**Problem Statement:**

Current music platforms fail to provide an integrated space for artists to collaborate across genres while allowing listeners to engage with music more personally. This results in missed opportunities for creators and fans to connect and grow together.

**Objective:**

To create a platform that bridges the gap between music artists and clients, enabling collaboration, custom music services, and deeper engagement within the music community.

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## 2. Targeted Sector and Audience

**Sectors:**

- Music and Entertainment Industry.
- Online platforms for creative and freelance services.

**Target Audience:**

1. **Music Artists:** Independent artists, producers, bands, and freelancers.
  2. **Clients:** Content creators, startups, indie filmmakers, and event planners.
  3. **Startups & Businesses:** Small businesses needing custom music for branding.
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## 3. Key Features

**For Artists:**

- **Free Sign-Up:** Create profiles showcasing skills, genres, and portfolio.
- **Custom Pricing:** Artists set their own prices for services.
- **Venue Booking:** Optional feature for performance collaborations.

**For Clients:**

- **Browse Artists:** Filter by skill, genre, pricing, and reviews.
- **Custom Music Requests:** Direct communication for tailored services.

#### Platform Features:

- **Secure Payments:** Commission-based model with 10% per transaction.
  - **AI-Powered Recommendations:** Personalized artist and music suggestions.
  - **Ratings & Reviews:** Build trust between artists and clients.
  - **Event & Venue Integration:** Book venues and live performances.
  - **Community Tools:** Social features for networking, live streaming, and fan engagement.
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## 4. Revenue Model

1. **Commission-Based Revenue:**
    - 10% commission on artist transactions (e.g., ₹1,000 commission on a ₹10,000 service).
  2. **Premium Subscriptions:**
    - Paid plans offering profile boosting, analytics, and featured placements.
  3. **Advertising:**
    - Banner ads, sponsored posts, and artist promotions.
  4. **Affiliate Marketing:**
    - Partnerships with music equipment/software brands for referral commissions.
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## 5. Technical Architecture

#### Frontend:

- Built using Wix Editor with Velo (custom coding).
- Features: Feed, Artist Profiles (Dynamic Pages), and Search Filters.

#### Database:

- Wix Data Collections for storing:
  - Users: Artist and listener profiles.
  - Posts: Music services, media links, and ratings.

#### Storage:

- Wix Media Manager for hosting images, videos, and audio files.

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## 6. Competitive Advantages

1. **Integrated Features:** Combines collaboration tools, personalized music discovery, and event management in one platform.
  2. **Global Reach:** Multi-language and multi-currency support.
  3. **Cost Efficiency:** Low overhead for artists and affordable custom services for clients.
  4. **AI Integration:** Enhanced user experience with intelligent suggestions.
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## 7. Roadmap

Phase	Milestone	Timeline
Phase 1	Develop MVP with artist profiles and feeds	1 month
Phase 2	Integrate payment system and client requests	2 months
Phase 3	Add AI features and venue booking options	4 months
Phase 4	Launch with marketing and analytics features	6 months

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## 8. Challenges and Solutions

1. **Challenge:** Competition from existing platforms.  
**Solution:** Focus on unique features like collaboration, event booking, and AI-driven personalization.
  2. **Challenge:** Building trust in transactions.  
**Solution:** Secure payment gateways and transparent commission policies.
  3. **Challenge:** Scaling for global users.  
**Solution:** Use scalable hosting and multi-language support.
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## 9. Presentation Design

- **Logo:** Simple and musical, representing connections.
- **Theme Colors:** Vibrant and creative (e.g., blue, purple, or gold).
- **Icons:** Representing artists, collaboration, music, and payments.

- **Visuals:** Include mockups of feeds, profiles, and collaboration tools.