

**POVs and Experience Prototypes:**

# **The music creator experience**

Elsie, Alix, Jialin, Constance

Hello from team 3 🙌



**Elsie W.**  
SymSys



**Alix C.**  
CS



**Jialin Z.**  
CS



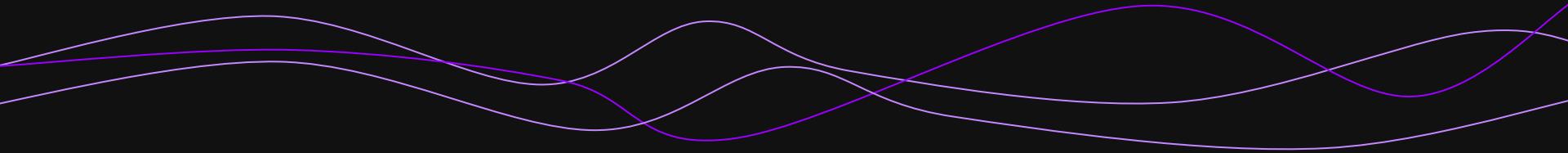
**Constance H.**  
CS

# Domain: Music Creator Experience

STUDIO: ART & CULTURE



# initial POV





We met...

We were  
amazed to  
realize...

It would be  
game-  
changing to...

Gloria, an avid producer and  
freelancer on fiverr.

she feels like she has no choice  
but to sacrifice creative control  
and comfort to get recognized  
and paid for making music.

redesign the musician work  
model to empower the artist.

NEEDFINDING ROUND 2

# artists and musician work





fiverr



## EDM DJ

Based in Holland,  
Freelancer on 3 platforms,  
Spotify songs w/ 1M+ streams

1

**(Tension)** "I'd be happiest right now if I could spend 70% of my time on my own music, and 30% on client work, but that's not realistic."

2

**(Tension)** Common to have misunderstandings b/w creators and clients that **force** the seller to put a lot of extra effort into pleasing the client.

3

**(Tension)** "Fiverr is really based on the buyer rather than the seller."



## RAYM

Full time Twitch Music streamer, does covers, releases on Spotify

1

**(Contradiction)** Loves how Twitch raids **facilitate networking**, but says Twitch has **not** opened up opportunities; "you have to do the connecting yourself."

2

**(Surprise)** "Some people **COME for your personality**, then decide to stay for your music" instead of the other way round.

3

**(Says)** "The **community** makes it so good for me"



## JOSH

Toronto-based touring  
country singer-songwriter  
(now on Twitch)

1

**(Surprise)** "Twitch is more engaging than performing live" because of intimacy

2

**(Tension)** Watches and reaches out to competitor streams for networking, but feels somewhat tedious and inorganic.

3

**(Surprise)** Listeners value the storytelling in a musical piece more than its instrumentation and melodies.



**JAYANI**  
Columbia sophomore,  
singer-songwriter with gig  
experience in China and US

1

**(Surprise)** "I used music as a coping mechanism and outlet for my emotions."

2

**(Contradiction)** Frustrated about networking, but feels the need to connect through social media

3

**(Tension)** "Connecting with fans is kinda like sending emails versus texting someone"

# POVs & HMWs



# POV 1



*Note: stock photo; our interviewee asked to remain unidentifiable*

We met...

We were amazed to realize...

It would be game-changing to...

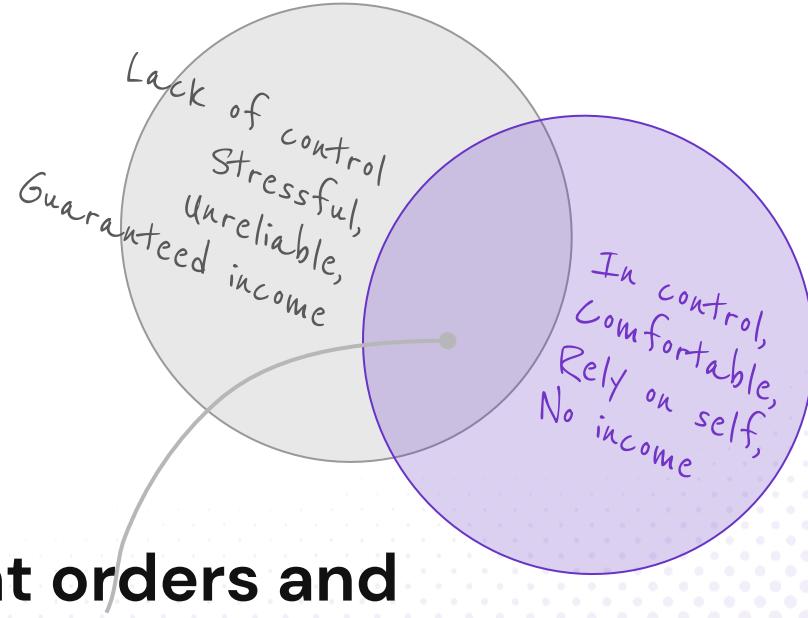
an **EDM DJ** who loves creating his own music, but primarily supports himself through production **freelancing**.

he spends most of his time fulfilling freelance orders for clients that **don't support his creative vision** to stay afloat financially.

enable artists to explore **creatively** and support themselves **financially** at the **same time**.

HOW MIGHT WE...

**Make working on client orders and  
one's own music feel like one job?**



## | POV 2



We met...

We were amazed to realize...

It would be game-changing to...

Josh, a touring country singer-songwriter who has shifted towards live-streaming due to COVID-19.

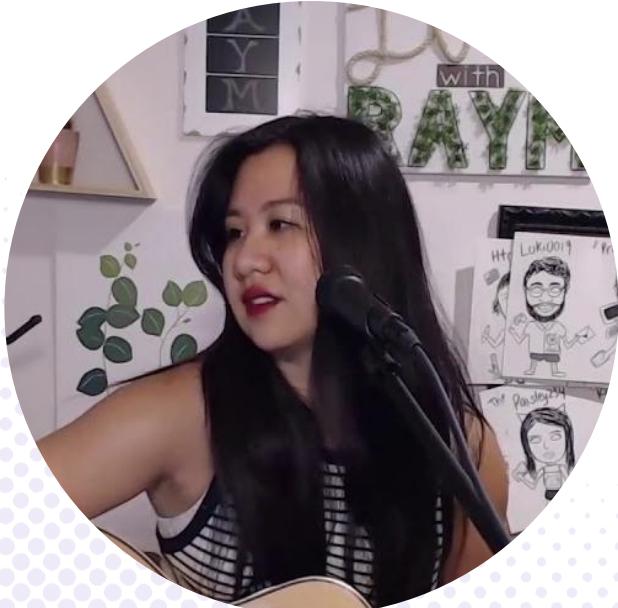
despite complaining about the tedious nature of networking, he still spends hours out of his day watching competitor streams to build his network.

make networking for musicians fun and frictionless.

HOW MIGHT WE...  
**Eliminate the anxiety  
that comes with networking?**



# POV 3



We met...

We were amazed to realize...

It would be game-changing to...

RAYM, a pre-med student turned full time singer on Twitch.

She spends lots of stream-time re-enacting Disney movies in full costume instead of making music because "just music is not entertaining enough" for her audience.

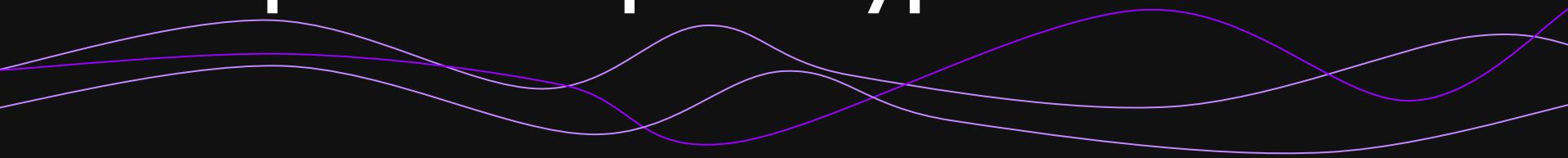
showcase personality and foster community through (not in spite of) artist music.



HOW MIGHT WE...

**Help creators engage their audience  
through (not in spite of) their music?**

solutions &  
experience prototypes



# We ideated solutions for each HMW...

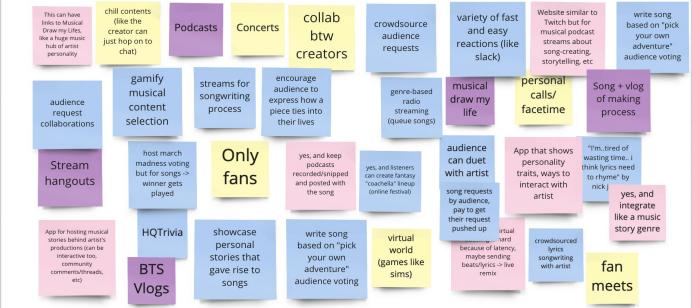
## HMW make client work and own music feel like one job?



## HMW eliminate the anxiety that comes with networking?



## HMW keep listeners engaged in ways that involve music?



• [JPG version](#) in team drive.

[Link to Miro.](#)

IDEAS SAMPLING: HOW MIGHT WE...

## Make working on client orders and one's music feel like one job?

1

**Match clients and creators** →

Sense of collaborating, not just "fulfilling orders"

2

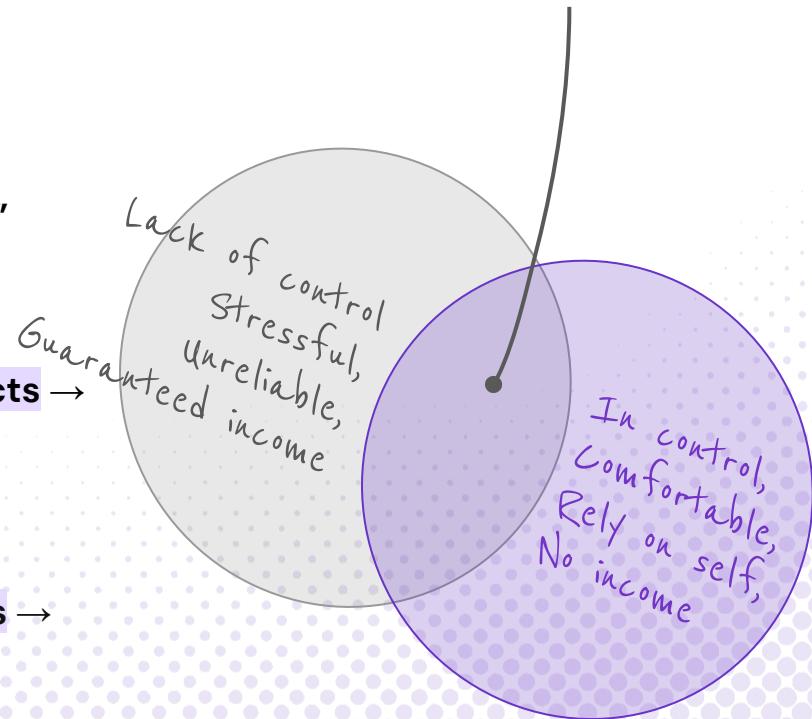
"Clients" invest in crowdsourced passion projects →

give client stake in artist's creative success

3

Creative participation level tags on job requests →

no miscommunication



IDEAS SAMPLING: HOW MIGHT WE...

## Eliminate the anxiety that comes with networking?

1

Trains & remixes on each other's music →

Connect artists organically through what they love to do

2

"Marriage Pact" Networking →

Automate connections based on values & data

3

Fans vote on fantasy duos/trios →

Let fans do the networking for artists



## IDEAS SAMPLING: HOW MIGHT WE...

# Help creators engage their audience through (not in spite of) their music?

1

**Podcast streams on the stories behind songs →**

Allows for storytelling while keeping it tied to music

2

**Crowdsource lyrics from fans during live songwriting →**

Engages the audience with the creator's creative process

3

**Allow audience to request artist collaborations →**

Creates a connections between artists while conversing with the audience



HMW MAKE WORKING ON CLIENT ORDERS AND ONE'S OWN MUSIC FEEL LIKE ONE JOB?

## Collab-lance

Connect creators and clients on freelance projects that feel like collaborations through **mutual, holistic, interest** and **understanding**.

- 1 Filter by needs, timeline, and level of **creative control**
- 2 Read and listen to **in-depth profiles one-by-one**
- 3 Start messaging only when **mutual interest** expressed



## Assumption 1

People would sacrifice time and energy if it meant getting a more customized client-creator fit

## Assumption 2

Only being able to be messaged after mutual interest in working on a project alleviates stress for creators

## Assumption 3

People prefer accessing less job postings in a given amount of time if it means gaining a holistic, in-depth understanding of the people they work with.

# Collab-lance

**Assumption:** people prefer accessing less job postings in a given amount of time if it means understanding a potential client from a holistic, in-depth perspective.

## Provide vocals and production for my original song!



KARLIE

### About the Project

I wrote a song dedicated to my best friend for her birthday. Would love to work with a singer to help me bring it to life! I'd like you to tune my voice and come up with instrumentation.

### Details

- Hoping to pay \$50
- Drafts requested 2 Drafts
- Need In 1 week

### Creative Involvement in project desired



I'd like to provide feedback during the two drafts requested. Otherwise, I trust you!

**I'm a regular:** at piano bars and coffee shops  
**I'm looking for:** a producer that is able to mix my vocals  
**I'm the type of person who:** likes to trust the pro with following their creative vision when working with them  
**In my free time I like to:** cook French cuisine

OK for artist to share the project outcome with the public? Yes, with credit for my songwriting

## Manage Requests

Post A Request

ACTIVE PAUSED PENDING 1 UNAPPROVED

DATE	REQUEST	OFFERS	ACTION
Dec 06, 18	I'm looking for vocals and production for my original song. I'd like you to tune my voice and come up with instrumentation...	0 Review Offers	

DATE	REQUEST	OFFERS	ACTION
Dec 04, 18	I'm looking for an original song for my podcast introduction. I'd prefer if it was happy, high tempo, and exciting for my audi...	0 Review Offers	

*In-depth profiles of jobs AND the clients posting them, displayed one by one*

VS.

*Wide breadth of job requests with shallow to no information on the client*

# Collab-lance

Assumption: people prefer accessing less job postings in any given amount of time if it means understanding a potential client from a holistic, in-depth perspective.



matthewclanton

Helping you make music

★★★★★ 5.0 (306 reviews)

Contact Me

- *LA-based musician*
- *Quit job to become a full-time freelancer*
- *This has opened up a lot of free-time for him*

## COLLAB-LANCE EXPERIENCE PROTOTYPE RESULTS

# What went well



Provide vocals and production for my original song!

**KARLIE**

About the Project  
I wrote a song dedicated to my best friend for her birthday. We have been best friends since we were 10. I would like you to help me bring it to life! I'd like you to tune my voice and come up with instrumentation.

I'm a regular: at piano bars and coffee shops  
I'm looking for: a producer that is able to mix my vocals  
I'm the type of person who: likes to trust the pro with following their creative vision when working with them  
In my free time I like to: cook French cuisine

Details  
• Hoping to pay \$50  
• Drafts requested 2 Drafts  
• Need In 1 week

Creative Involvement in project desired  
● ● ● ● ●

If I like to provide feedback during the two drafts requested. Otherwise, I trust you!

OK for artist to share the project outcome with the public? Yes, with credit for my songwriting

Page Requests  
PAUSED PENDING UNAPPROVED

Post A Request

DATE	REQUEST	OFFERS	ACTION
Dec 06, 18	I'm looking for vocals and production for my original song. I'd like you to tune my voice and come up with instrumentation.	<span>4 Review Offers</span>	
	Delivery Time - 10 days Budget - \$50		

DATE	REQUEST	OFFERS	ACTION
Dec 04, 18	I'm looking for an original song for my podcast introduction. I'd prefer if it was happy, high tempo, and exciting for my audience.	<span>0 Review Offers</span>	
	Delivery Time - 5 days Budget - \$50		



Prefers in-depth profile order →  
**Confirmed assumption!**



Not filtered by orders delivered →  
**great for new creators**



**"Cool, cool," vs. expressionless**

## COLLAB-LANCE EXPERIENCE PROTOTYPE RESULTS

# What didn't go well, surprises, and new learnings



Provide vocals and production for my original song!

**KARLIE**

About the Project  
I wrote a song dedicated to my best friend for her birthday. We are both amateur singers and I am looking for a singer to help me bring it to life! I'd like you to tune my voice and come up with instrumentation.

I'm a regular: at piano bars and coffee shops  
I'm looking for: a producer that is able to mix my vocals  
I'm the type of person who: likes to trust the pro with following their creative vision when working with them  
In my free time I like to: cook French cuisine

Details  
• Hoping to pay \$50  
• Drafts requested 2 Drafts  
• Need In 1 week

Creative Involvement in project desired  
● ● ● ● ●  
I'd like to provide feedback during the two drafts requested. Otherwise, I trust you!

OK for artist to share the project outcome with the public? Yes, with credit for my songwriting

Message Requests  
PAUSED PENDING UNAPPROVED

Post A Request

DATE REQUEST OFFERS ACTION

Dec 06, 18 I'm looking for vocals and production for my original song. I'd like you to tune my voice and come up with instrumentation.  
Delivery Time - 10 days Budget - \$50

OFFERS ACTION

DATE REQUEST OFFERS ACTION

Dec 04, 18 I'm looking for an original song for my podcast introduction. I'd prefer it was happy, high tempo, and exciting for my audience.  
Delivery Time - 5 days Budget - \$50



Still stressed about  
**technical language barrier**



**Creative Involvement**  
was most important element



Want to understand clients through  
**music listening patterns**  
(i.e. link Spotify)

HMW ELIMINATE THE ANXIETY THAT COMES WITH NETWORKING?

## 30-second Playground

*Socialize musically: send and reply to 30-second musical messages of creative, interlocking wildness*

1

**Create a 30-second musical message and release it to the playground**

2

**Dream up a musical reply by layering over, remixing, or covering others' soundbytes.**

3

**Ice is broken → make the connection  
Through frictionless social and DM buttons**



## Assumption 1

A creator will want to connect with people that duet them

## Assumption 2

People will enjoy and want to share 15 second remixes

## Assumption 3

**30-second commitments feel low-stake, fun, and can recharge creative energy**

# 30-second Playground

Assumption Tested: 30-second commitments feel low-stake, fun, and can recharge creative energy

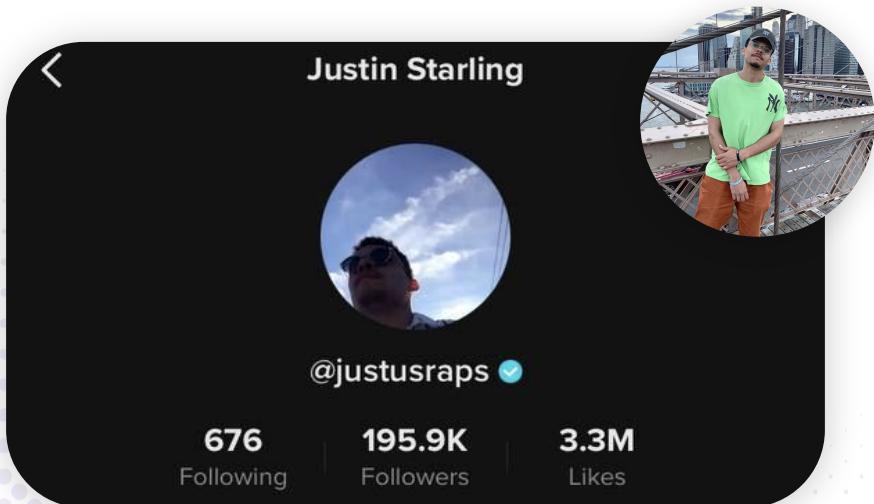


Would you be able to lay over, remix, or cover this 30-second sound-byte?

How did that feel?

# 30-second Playground

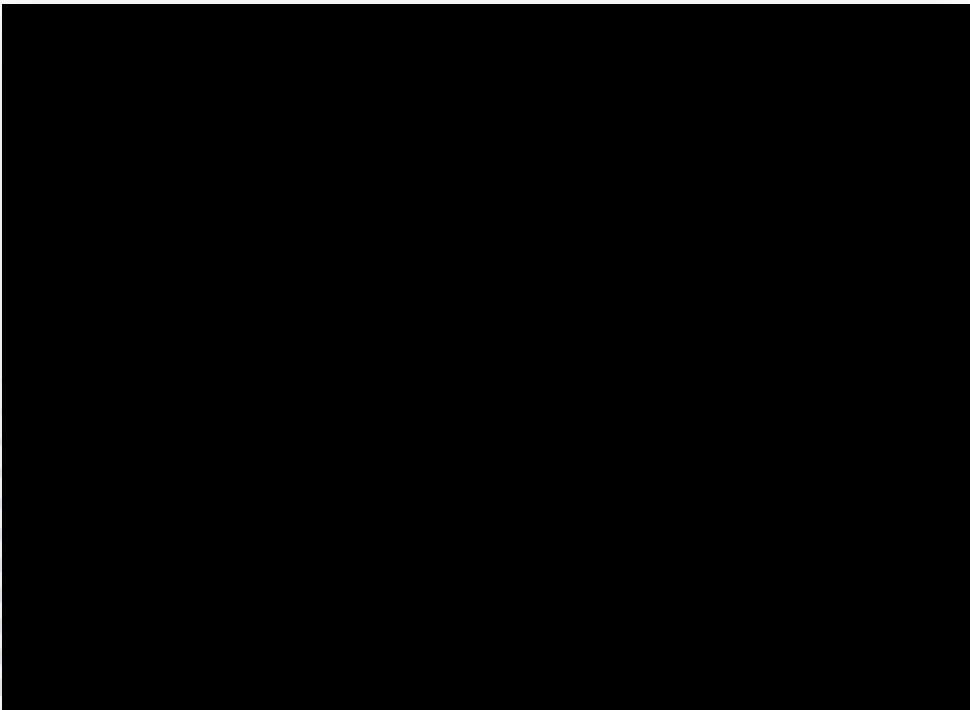
Assumption Tested: 30-second commitments feel low-stake, fun, and can recharge creative energy



- *Producer & rapper*
- *Viral on Tik Tok*
- *Released a new song every week (!) in 2019*

## 30-SECOND PLAYGROUND EXPERIENCE PROTOTYPE RESULTS

### What went well



Before: enthusiastically agreed  
→ **feels daunting, exciting**



After: “Fun working in ‘Stanford’” →  
**confirmed assumption!**

## COLLAB-LANCE EXPERIENCE PROTOTYPE RESULTS

# What didn't go well, surprises, and new learnings



**Not everyone (i.e. perfectionists)**  
would find the process short and stress-free



Freestyle primarily based not on the beat,  
**but the emotions he's feeling in the song**



**Adding non-creators to the equation  
can increase incentive to share**  
bc direct success then becomes a  
product of the "networking"

HMW MAKE CLIENT WORK AND THEIR OWN MUSIC FEEL LIKE ONE JOB? (SOLN 2)

## TUNEstart

*Re-imagines “clients” as investors with a stake in the artist’s creative success;  
invest in their passion projects to contribute creative ideas*

1

**Create a concept for a musical project  
and release it to the TUNEstart platform**

2

**“Clients” back the project with donations  
for chance to contribute creatively**

3

**“Clients” are invested in the artist’s success  
because they are given a stake in it.**



## Assumption

Artists will be willing to share creative control of their project in return for funding

## Assumption

People will trust the posters are genuine about investing the crowdsourced funds into passion projects they posted about if they know the story behind it

## Assumption

**People will be interested in funding smaller, unknown artists in the scope of artists with more following IF they can have more creative involvement.**

# TUNEstart

**Assumption Tested:** People will be interested in funding smaller, unknown artists in the scope of artists with more following if they can have more creative involvement.

Small creator

## Josh Primer

Profile Pic  
Here

I'm Josh – I grew up listening to great storytellers like Springsteen, The Eagles, David Bowie, etc. I'm working on my first Pop EP, and really hoping to continue that legacy. It's going to be about my upbringing.

Age: 18

Popularity: 100 monthly listeners

Goal: 100/1000\$

Genre: Pop

**Gold Tier: \$100**  
Co-write a song on the album with me

**Silver Tier: \$50**  
I will write a song about a topic of your choice

## Christian Levy

Profile Pic  
Here

I'm Christian, a rocker that's looking to create an album about my journey with music. It's going to be about the trials and tribulations of dropping out of college to pursue my dreams in music; about my highs and lows. It's helped me find livelihood in everything around us. Hope that you will support me! In this passion project!

Age: 18

Popularity: 100 monthly listeners

Goal: 100/1000\$

Genre: Pop

## Maxwell Taylor

Profile Pic  
Here

Hey! I'm Max! I'm a Spotify artist with more than 200,000 monthly listeners, and I'm looking to TUNEstart my new EP. It's going to be about living in New York with my girlfriend during quarantine.

Age: 24

Popularity: 200,000+ monthly listeners

Goal: 100/1000\$

Genre: Pop

**Gold Tier: \$1000**  
Co-write a song on the album with me

**Silver Tier: \$300**  
I will write a song about a topic of your choice

Large creator

## TUNESTART EXPERIENCE PROTOTYPE RESULTS

# Results



Lower contribution tiers increased willingness to donate! → **half-confirmed assumption**

Lots of kids these days are like Josh Prime...  
Obviously everyone starts somewhere, but it all comes down to what his music sounds like

't trust the music creators



**Music dabblers prefer giving to small artists** because they can relate



**People need to hear samples** otherwise, nothing matters

### MICHAEL M.

- *Stanford Sophomore*
- *EarthSys Major*
- *Amateur Guitarist*

# Evaluating the solutions (we'd love to hear your input!)

	<b>Frequency</b> <i>How often does the problem it solves occur?</i>	<b>Density</b> <i>Do lots of people experience it?</i>	<b>Interest</b> <i>Average of our interest ratings</i>
<b>Collab-lance</b> <i>Matching for projects to relieve qualms associated with freelancing</i>	<b>High</b> <i>for full-time freelancers; on every order that supports their livelihood.</i>	<b>High</b> <i>All freelancers we expressed this internal conflict; there are 80,000+ freelancers in US and Canada (<a href="#">afm.org</a>)</i>	
<b>30-second playground</b> <i>Network playfully, musically, non-tediously</i>	<b>Low</b> <i>Networking is not on everyone's mind, so feeling of tediousness not as prevalent.</i>	<b>Medium</b> <i>Based on interviews, it seems that need to network is not AS prevalent in producers.</i>	
<b>TUNEstart</b> <i>Give clients a stake in the creative success of freelancers</i>	<b>High</b> <i>for full-time freelancers; on every order that supports their livelihood.</i>	<b>High</b> <i>All freelancers we expressed this internal conflict; there are 80,000+ freelancers in US and Canada (<a href="#">afm.org</a>)</i>	

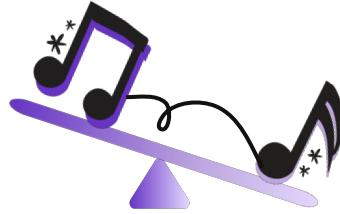
# Evaluating the solutions (we'd love to hear your input!)

	<b>Frequency</b> <i>How often does the problem it solves occur?</i>	<b>Density</b> <i>Do lots of people experience it?</i>	<b>Interest</b> <i>Average of our interest ratings</i>
<b>Collab-lance</b> <i>Matching for projects to relieve qualms associated with freelancing</i>	<b>High</b> <i>for full-time freelancers; on every order they live</i>	<b>High</b> <i>All freelancers we expressed this</i>	
<b>30-second playground</b> <i>Network playfully, musically, non-tediously</i>	<b>Low</b> <i>Network everyone; tediousness not as prevalent</i>	<b>We like that it that this solution leverages the universal feeling of protectiveness and pride in things we had a hand in making to support artists and their passions.</b>	
<b>TUNEstart</b> <i>Give clients a stake in the creative success of freelancers</i>	<b>High</b> <i>for full-time freelancers; on every order that supports their livelihood.</i>	<b>High</b> <i>All freelancers we expressed this internal conflict; there are 80,000+ freelancers in US and Canada (<a href="http://afm.org">afm.org</a>)</i>	

# Key Learnings



Creators want personalized client matches for a better freelancing experience



30-second musical networking can be stress-free and fun, but not for everyone (perfectionists)



Creative involvement is a powerful incentive to invest, but the decisive factor is in the music itself

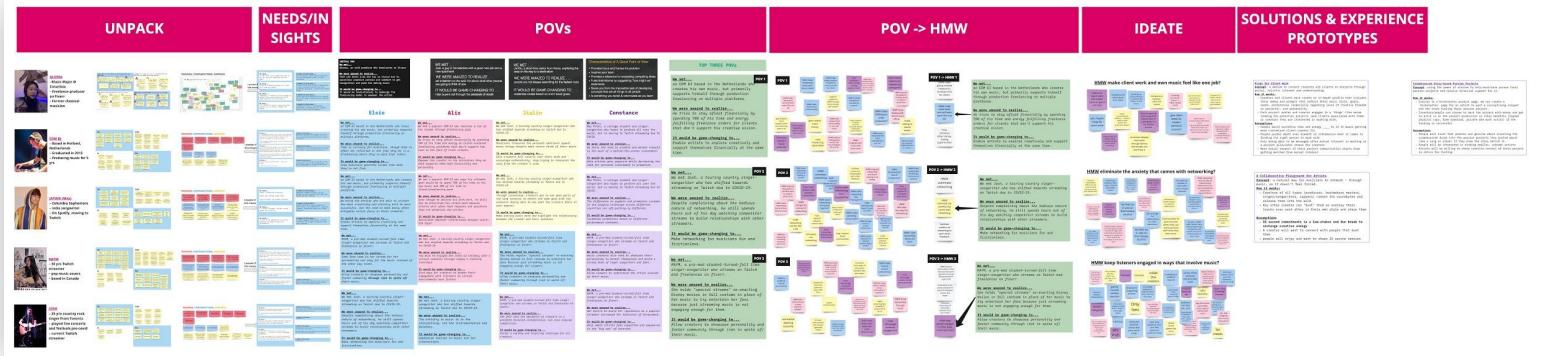
# appendix



# Appendix Info

Some slides before the appendix were not presented for time (8, 10, 20, 21, 22)

- Consent Forms
- Additional needfinding & experience prototype guides + artifacts in folder.
- Miro Workspace with ALL ANALYSIS ([JPG version](#), [Miro Board](#))



- We also conducted an additional experience prototype that was omitted due to time constraints (flip deck to view)

# Estioco: Playground experience prototype results



**Dustin** (Legal Name David)

- DJ Remixer
- TikTok and Spotify
- Frequently remixes songs

- **Validated our assumptions**
  - Artists enjoy making short, "causal" music that gives them a break from client work and allow them to build connections from it
- **Revealed other considerations we should make**
  - Not all artists (i.e. perfectionists) would find the process short and stress-free
  - 15-second time limit could be too short, depending on the song → changed to 30-second for Justin Starling
- **Next steps**
  - Possibly try testing the same process with other time limits
  - Look for ways to incorporate the other ideas to combat this problem thoroughly