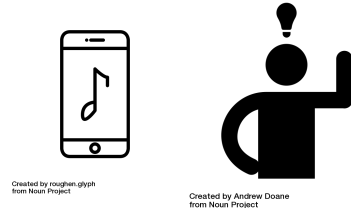# CrowdDJ

Anand Altekar
NYU-Courant
anandaltekar@gmail.com
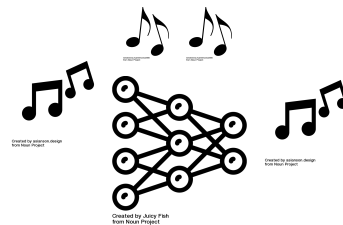9293913898, New York

WHAT IS IT?

Imagine you're at a party and want to play music that everyone will enjoy
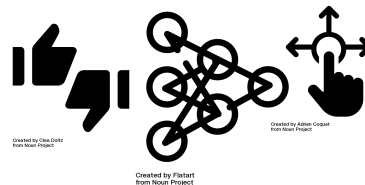
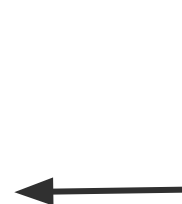**You create a playlist on Music and invite your friends to join it**

An algorithm populates the playlist*

The algorithm learns through users' interactions with the playlist

Thanks to CrowdDJ the party just got better!

*Refer to How

Screen 1 (INVITE):

Enter playlist name here

Search to add people

- Daniel Ek
- Michael Jackson
- James Hetfield
- Jimmy Page
- David Gilmour
- tigran hamasyan

Enter occasion

Starts at: 7:00 PM

Continue to add songs

Screen 2 (CREATE):

CrowdDJ

Search to add songs

- Strobe - Deadmau5
- The Middle - Jimmy Eat World
- Song 2 - Blurr
- Hump De Bump - Red Hot Chilli Pepper
- Trap queen - Fetty Wap
- The Real Slim Shady - Eminem

CREATE

Screen 3 (INTERACT):

CrowdDJ

- Strobe - Deadmau5
- The Middle - Jimmy Eat World
- Song 2 - Blurr
- Hump De Bump - Red Hot Chilli Peppers
- Trap queen - Fetty Wap
- The Real Slim Shady - Eminem
- Stairway to Heaven - Led Zeppelin
- Temperature - Sean Pail
- Don't Stop the Music - Rihanna
- Right Hand - Drake

REQUEST SONGS

Screen 4 (ENGAGE):

02:30

Up Next..

Cast Away
Etherwood

1   4

INVITE   CREATE   INTERACT   ENGAGE

WHY:

Users:

- Solves the problem of deciding what to play and lets users focus on the event
- Increases social interaction around music and creates fun moments

Apple:

- Create stories around Apple Music => Increased brand awareness
- Social pressure to join Apple Music on guests who are not customers => Growth
- Understand user networks within Apple Music => Better recommendations

HOW:

- Could build on top of existing recommender system.
- Collaborative Filtering
- Latent features in music audio
- Factor in additional data
    - Ex: Start, end time and occasion will help understand changes in moods over time
    - Song votes can help in improving personal recommendations

There's more but keeping it short for the sake of this presentation.

Thank You!