Project Summary
This project is for the streaming site, Pandora. Although originally renowned for its playlist-based algorithm, Pandora has since evolved into a full-service streaming app, allowing users to listen to specific artists and albums and most recently, podcasts. Pandora sets itself apart by not only its algorithm, but striving to compensate artists more than other similar app-based services. Their free service consists of radio stations curated to a specific artist or genre with ads in between. Pandora offers a premium subscription to users and because they rely on subscribers instead of individual listens, Pandora would like to accumulate more paying subscribers to insure an artist-friendly model in which optimum compensation reaches the artists directly.

Audience Profile
Pandora's vision is to have people always exploring and experiencing new music, while still maintaining user specificity. Pandora strives to communicate to audiophiles, those whose interest in music goes beyond casual listening. Their ideal user not only keeps up with musical trends, but sees the value of paying artists a fair price for their music. They are avid concert-goers, prioritizing their financial decisions around buying concert tickets or vinyl records. Although this is an audience Pandora has consistently reached, many users are not aware of their new features, and therefore not fully-utilizing their app. This subset does not enjoy being directly marketed to, but instead relies on the opinions of their friends and other music lovers when it comes to their streaming decisions, which is why increasing social capabilities of the app should be a priority.

Perception/Tone
Pandora's design will be laid back. The design will have a sense of playfulness. It will use a color palette that is lively and motivating. A cheerful, accessible, and whimsical feeling is what Pandora will evoke. When users use Pandora, they will feel satisfied. We will use a vibrant color palette. The design should be streamlined and uncomplicated. Non abrasive advertisement of their customization, with a colorful twist.

Brainstorming Notes:

THESIS: Touch on all the audiences

(a) Return of the mixtape; Release to align with Valentine's Day. Send your boo or bestie a playlist through social media platforms. Facebook, twitter, and instagram.
Audience: all 3 of our audiences: increase social presence and help both free and non pandora users become familiar with Pandora's customization abilities.
Tone: Fun, light hearted, red on pink; hearts

(m) Create instagrammable moments with a photobooth at music festivals that gives you your photo through your social media account; gives the audience the ability to share with friends with pandora tastefully in the background; geotag pandora photo booth.
Audience: festival goers
Perception and tone: lively, random objects, pandora tastefully in the background

(a) A well-known 2 Dope Queens doing a live podcast at a festival or event to let people know we have podcasts; make a snapchat geofilter.
Audience: festival goers, podcast lovers
Perception and tone: Reflect the tone of the podcast, while also letting people know pandora has podcasts. They'd plug pandora every ten minutes or so. Essentially reaching all of 2 Dope Queens listener base, and introducing them to pandora.

(a) Revamp website to prioritize features of premium subscription; banner ad with upcoming album releases; scroll down to listen to free.
Audience: free subscribers, newbies
Perception and tone: demonstrative of Pandora's subscription features, more variation in the design

(m) More aggressive in between song advertising for free subscribers while they are listening.
Audience: Free users
Perception and tone: stress features and that we're trying to pay artists more; Artists doing ads.

(a)Work with ticketing agencies like stubhub to give subscriber specific discounts.
Audience: Concert goers, dedicated music fans who want to spend money on artists
Perception and tone: shows value of premium subscription.

(b)Geotagging shows near your location to help subscribers find live music related to their tastes.
Audience: local and regional music lovers, concert goers, people who want to be social through music
Perception and tone: prominence, vibrancy, relatable, social

(b) Friend activity feed: ability to like and comment
Audience: Social media users, music fans that want to interact with others through music taste and find new music
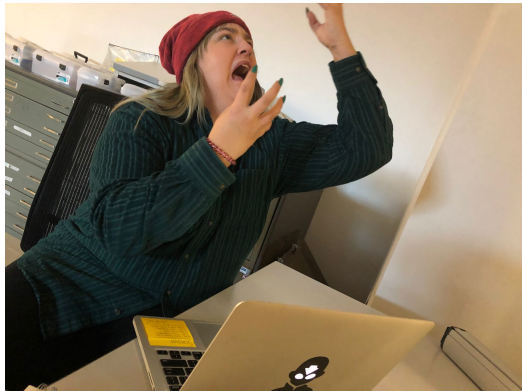Perception and tone: last FM vibes,

(b) Diagnostics/statistics on your listening. Tracks what you're listening to, top artists, songs, etc.
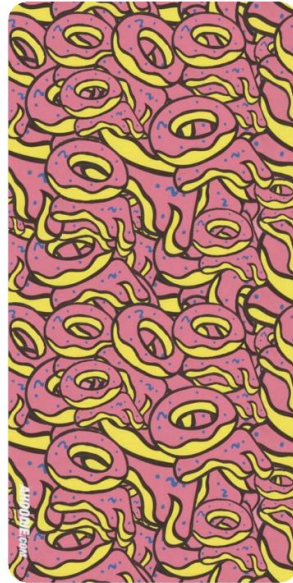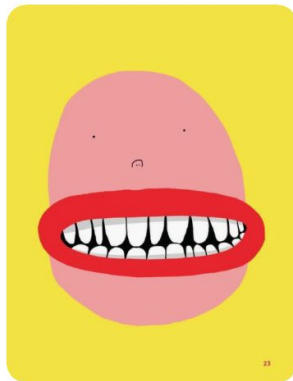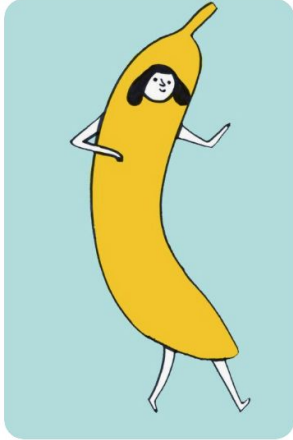Audience: People who want to keep track of their listening habits and show off to their music friends
Perception and tone: Clear and organized

Due Tuesday

you ain't weird you're FREE

1. Audrey: Intro

Although originally renowned for its playlist-based algorithm, Pandora has since evolved into a full-service streaming app. Pandora strives to communicate to audiophiles. They are avid concert-goers, even prioritizing their financial decisions around buying concert tickets or vinyl records. Although this is an audience Pandora has consistently reached, many users are not aware of their new features, and therefore not fully-utilizing their app, thus not seeing the value of a premium subscription. This subset does not enjoy being directly marketed to, but instead relies on the opinions of their friends and other music lovers when it comes to their streaming decisions, which is why our priority will be on increasing social capabilities of the app to reach more users.

2. Bella: Moodboard:

Whimsical feeling, colorful, lively, vibrant, motivating, laid back, cheerful, accessible, DIY bent **(DIY meaning coming off as less corporate and more human)** because our target consumer isn't into being directly marketed to. Color palette and playful designs and illustrations, along with the tastefully used handwritten typography will subtly motivate people to use our services. It will also clue users into our festival and concert going presence using images and footage from Pandora sponsored events.

3. Ideas

A. Increasing online presence: Audrey
1. Website-shifting focus from free subscribers to premium. Current website makes the assumption that it is for free users.
    a. Slideshow of pandora-sponsored live music
    b. Playlists from popular artists ie. What is Action Bronson listening to, etc.
2. Pandora sponsors well-known podcasts.
    a. Essentially reaching a larger listener base, and introducing non-pandora using podcast listeners to our platform.
3. Introduce new features of Pandora through something like the Return of the mixtape
    a. Align with Valentine's Day
    b. Send your boo or bestie a playlist through social media platforms. Facebook, twitter, and instagram.
    c. Increase social presence and help both free and non pandora users understand that you can in fact create full playlists on Pandora.

4. More aggressive marketing to free subscribers, outlining explicitly the benefits of pandora to not only the user, but the artists themselves.

B. Reaching out to avid Concert goers: Mikayla
1. Stress that pandora cares about its artists. Explain that our subscriptions directly impact how much money goes to the artists themselves.
2. Create instagrammable moments at music festivals such as coachella, SXSW or Bonaroo, giving us a presence amongst our main target market of audiophiles.
3. Partner with ticketing sites like stub hub to offer discounts on live music.
    a. We want to incentivize premium subscriptions by offering premium exclusive deals and benefits.

C. Social media presence. <u>THE GOAL:</u> To increase pandora's social media presence and have users be more social with music in general.
1. Friend activity feed
.   Users will have an active friend feed that shows whoever they add as a friend's current listening habits. This will allow users to like what they're listening to and comment on their feed. It will act as an in-app social media platform to share and connect with each others' tastes.
2. Diagnostics

Every week users will get a report of what they've been listening to in that time period, from Sunday to Saturday. This will include top lists with however many plays they gave that artist, genre, and album. People love to have a visual representation of what they've been listening to, and this will increase our social bend because users can show each other what they've been listening to, whether it be through the friend feed or the weekly report.

          3.   Geo-tagging

Geotagging shows near your location to help subscribers find live music related to their tastes. This will be based off of what a user listens to on a regular basis. All of Pandora's platforms will prominently display this. You can customize this interest-wise, location-wise, and whoever is interested-wise.

5. Conclusion:

Our overarching goal is to increase awareness of just how all-encompassing pandora's features are and that pandora goes beyond its origins of being essentially an online of a radio station, to being a fully customizable music streaming service.   Our use of whimsical and playful imagery will give us a relatability with audiophiles that will help us connect to potential users on a genuine level. We understand the potential listening base would not necessarily respond to direct marketing, so through a more interactive and accessible approach, as well as stressing our shared interest in paying artists a fair price for something we all love, we create a feeling of shared purpose between pandora as a company and pandora users, thus making a premium pandora subscriber feel like they are directly supporting the artists they love as well as the music community in general.