

# TOP MUSIC - A Music Forum for Everyone

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Hi, our product is a music forum called TOP MUSIC.

It's made by Janki Patel, Steven Gorfman, Brandon Patton, and Ryan Qin.



## Product Details

- Music Forum
- Apple Music and Billboard Top 100
- Favorite artists and genres
- Freedom of discussion
- Data collection

Our music forum will be similar to the typical online forum with threads and comments that users can make and reply to.

The artists and genres that users can choose from will come from Apple Music and Billboard Top 100 data.

Using this data, users of the website will choose their favorite artists and genres when they first register.

After registering, the users will be free to discuss whatever music related topic they want with others.

This data will then be collected and stored in music metrics which can then be sold to other music companies such as Apple Music and Spotify so that they can improve their algorithm and platform.



## Core Features and Key Functionality

- Main page
- Music Forum
- Music Metrics
- User Profile
- Like/Dislike Thread
- Sort Forum Page

Going over the core features and key functionality of our website, we will have the main page be a display of all the recent threads that have been made.

We will also require the user to have an account in order to do anything on the website besides view the threads.

The website will keep track of music metrics, and there will be a user profile page which includes the basic personal information you would expect such as the user's name, email, and more, as well as a display of their favorite artists and genres.

In addition, users will be able to like or dislike a thread, similar to upvoting / downvoting from Reddit. This will give an idea to other users who are browsing the forums and threads as to whether a thread is good or bad, or is well liked or not.

Lastly, users will be able to sort the forum page in a couple of ways. They can organize the forum page by number of likes, by number of comments, by date, by genre, and by artist. This will improve the quality of life for our users.




## Core Feature - Music Metrics

- User Information Collection:
  - Top ten artists
  - Top ten artists in each genre
  - Top ten genres
- Relevancy
  - Improvement of algorithms
  - User music choice and opinion demographics

TOP-MUSIC will be collecting the following user information from the overall user population: top ten artists of the site, top ten artists in each genre of the site, and the site's top ten genres. We will collect this information as the user creates their profile and from this collection we will create the top ten lists for each item. The user will be prompted for their top three artists and top three genres.

This information is relevant because it is valuable to music streaming platforms such as Apple Music and Spotify. Our collected information will provide useful perspective on what music, genres, and artists users are interested in, which can be used to educate music streaming platforms' algorithms used to recommend new music, artists, and genres to a user.



## Core Feature - Music Forum

- Users will be able to:
  - Create new thread
  - Reply to thread
  - Edit thread
  - Delete thread
- Discussion promotes longevity of use
  - Users can create new threads as topics of discussion arise
  - Reply feature allows users to respond to discussion topics and share their opinion

Going more in depth about what users will be able to do on our music forum, they will be able to create new threads, reply to threads, edit their own threads, and delete their own threads.

As a music forum, we hope that our users will be able to freely create threads for discussion with others and contribute to other people's discussions if they find them interesting.

This will help ensure the longevity of our website and give us constant data throughout the years, making our website useful and relevant.



## Product Users

- Music Enthusiasts
- People looking for new music or artists
- People who want to discuss music related topics
- Age unrestricted

Our target audience will range from music enthusiasts to people who are looking for new music or new artists to people who want to discuss music related topics.

Anyone at any age will be able to use our website, whether they be old or young, male or female, or other, giving us a wide variety of data to use.



## Why TOP-MUSIC?

- Selling of metrics
  - Data collected can be sold to music streaming applications (Apple Music, Spotify, etc.) to improve their algorithm
  - User data remains anonymous
- Reduce stress level, can discuss music with others and divert their mind

Our project vision is to sell collected data about user preferences to major music streaming services such as Apple Music and Spotify.

These data would be collected when users sign up for our forum site during which they will be prompted for their top three artists and genres.

We will store and collect their response to this prompt and generate data of the site's top ten artists, top ten artists in each genre of the site, and the site's top ten genres.

This data will then be sent to the music streaming service companies without the user's name and information attached.

Access to this information is important to the development of these services' music recommendation algorithms and will help them develop their algorithms to be more integrated with user interests.

Also, our site allows for open discussion of musical interest and fosters a stress-free environment where individuals can speak their minds and vocalize opinions about music.



## Extra Features

- Edit Profile
- Polls
- Search
- Social Media sharing
- Display poll result
- Display metrics
- Recommend other artists based on favorite artist / genre

We have planned to add the following Extra Features to our project if time allows:

**Edit profile** - Users will be able to change their preferences and selections of favorite artists/genre/music later on as well as conventional profile attributes like email address and password. As discussions occur in our forums, users can dynamically change their favorites as they need which provides fresh, valuable data to the aforementioned music streaming platforms that can further improve algorithms. Users can also set their profile to private or public to hide or display their data to others.

**Polls** - We will display polls to users each week concerning notable artists. This feature would be additional data we would send to major music streaming platforms along with our collected metrics. These polls would give these streaming platforms an idea of the latest trends in the music industry.

**Search** - This feature would allow users to search through our forums for specific threads based on the keyword, artist, genre, user they entered.


**Social Media Sharing** - Users will be able to share the website, a post, a poll, and more with their friends and the world. Users will also be able to share their profiles to social media.

**Display Poll Result** - Users will be able to view the results of weekly polls after the polls have finished collecting votes for the week.



Display Metrics - This feature would allow users to see the metrics for the site we are planning to send to the aforementioned streaming services.

Recommend Other Artists based on favorite artist/genre - Our site would also give users recommendations of other artists based on the favorite artists and genres of users with similar musical taste.



## Extra Feature - Social Media

- Advertisement and awareness
- More users
- Better metrics
- More revenue

Users will be able to share a multitude of information through our website such as the website itself, a post, a poll, as well as their user profile.

Giving users this ability to share this information would increase the overall usage of our website and influx of new users.

This in turn would make our metrics more accurate given a wider population of users, thus leading to more accurate information being sent to the aforementioned music streaming services.

Given the higher accuracy, our data will become more valuable and generate more revenue.



## Extra Feature - Recommendations

- More appeal
- More data
- More revenue

Having recommendations will make our website more appealing to users so they stay around and use it more often

This will in turn give us more data which will let us generate more revenue



## Thank You

If there are any questions, feel free to reach one of us at:

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