
Product Vision, TI2806

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1

Introduction

The goal of the Multimedia Services Contextproject is to develop a new functionality for Soundcloud. Soundcloud is a multimedia platform for both mainstream and upcoming artists with a social aspect. It is possible to comment on the timeline of a song and interact with each other over what they think what the best part is of the particular song. This leads to the new functionality of this project which will allow the user to immediately listen to "the best part" of the song.

The best part of a song won't be the same part for every single user, but it will be the best part for most of the users. Because of the social aspect of Soundcloud it is possible to determine the best part according to the majority of the users using the comments they placed at a particular part of the song.

With the new functionality and only a single click on a new button in the application the best part of the song can be played. With this new functionality it becomes easier the explore the songs available on Soundcloud. The user doesn't have to listen a whole song or even a whole mix, but just a part of the song. So it takes less time to explore even more music.

In the next chapter the final product will be discussed.

2

Product

2.1 Goal

The main goal of our product is to give the user a unique way to experience unknown music. We want to give the user the opportunity to discover in a way which requires the minimum amount of time. In other words, discovering music with our product should be easy and efficient. This will be achieved by implementing some kind of recommendation system which will recommend a specific part of a song what the user might like. This will save time if the user doesn't like this 'snippet'.

This system will be extended to support a mix consisting of multiple songs. The most interesting songs of this mix will be compiled and played for the user, so the user can determine if he wants to listen to the whole mix. Normally these mixes are of a duration of thirty minutes up to two hours, and our application will provide a preview of around five minutes.

2.2 Target Group

The target group of our application are the users of Soundcloud who want to discover new music easy and quickly. They can scroll through their homepage of Soundcloud, decide which song they want to hear and receive a small snippet of the song. Based on this snippet they can quickly decide if they would like the whole song or discard it. The selection of a song is reduced from minutes to seconds.

The customers we mainly reach are the users who need to stay up to date with new music, promoters of new music and people with a short attention span. Our product decreases the time needed to decide if a song is likeable, so all kinds of users could potentially profit from our product.

2.3 Crucial attributes

Our main feature will be the snippet that gets selected from the song. It is crucial that this snippet represents the most interesting part of the song, so the user will not be misinformed. To determine this snippet we first will base it on the comment intensity, which later will be extended by looking into the feature essential of a particular song.

2.4 Unique Selling Points

Compared to other music streaming platforms, like Spotify, we deliver something extra. While other programs concentrate on helping the user find music, we strive to make going through found music more efficient. By providing the user with a preview of a song that is the most representative, will help the user not only go through more music but also ensure that important parts are not missed.

2.5 Timeframe and Budget

The product will be in development for about 8 weeks. During that time no paid services will be used.