



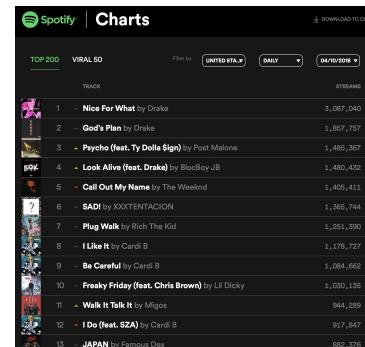
Jeffrey just moved to a new city and doesn't know anyone there. He does not like to be alone and really wishes he could find some new friends or possibly a lover.



After seeing an add for a social app called Connecting Through Music, he downloads it to his phone.



Using the app, Jeffrey inputs his favorite music by selecting top songs and artists.



On the app, he is able to see other users and what they have recently been listening to, as well as their most played artists.



Jeffrey then direct messages other users with similar taste and establishes new relationships.



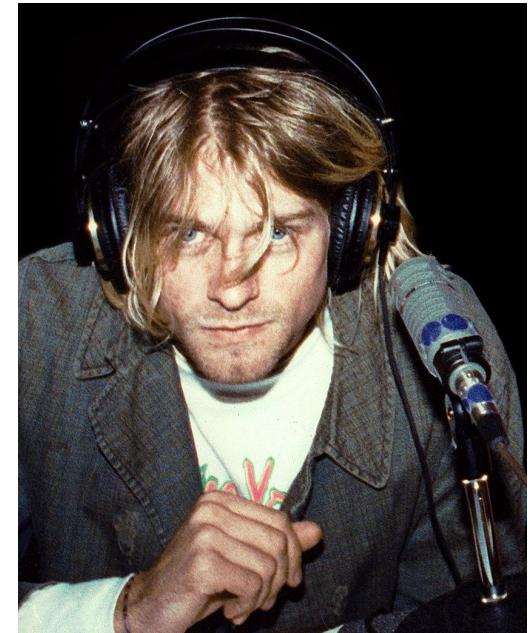
Jeffrey has now made a lot of friends who he can relate to. Jeffrey no longer feels so lonely in his new city.



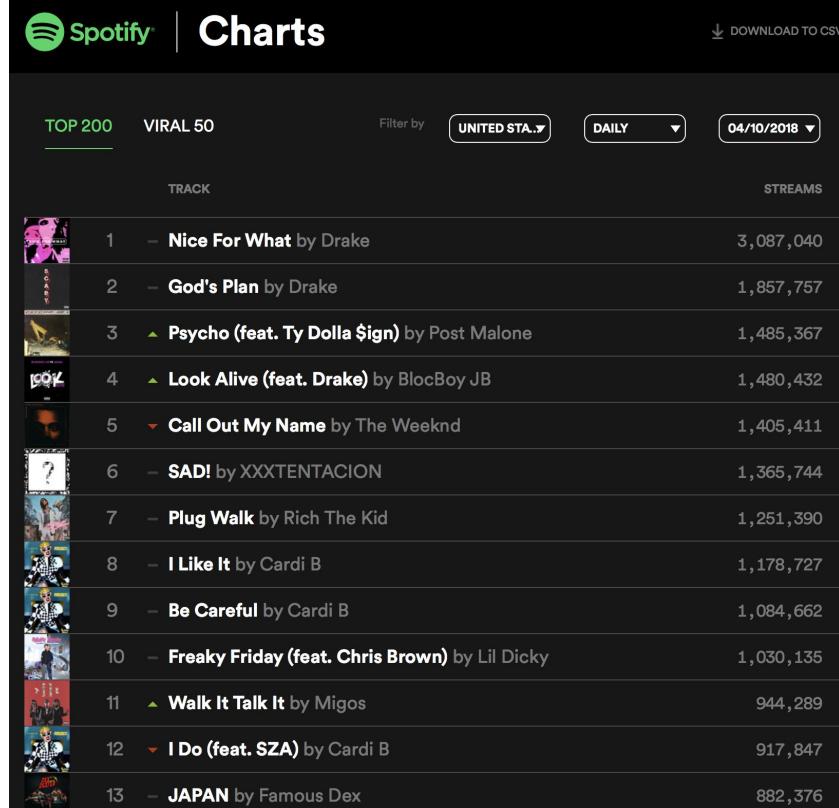
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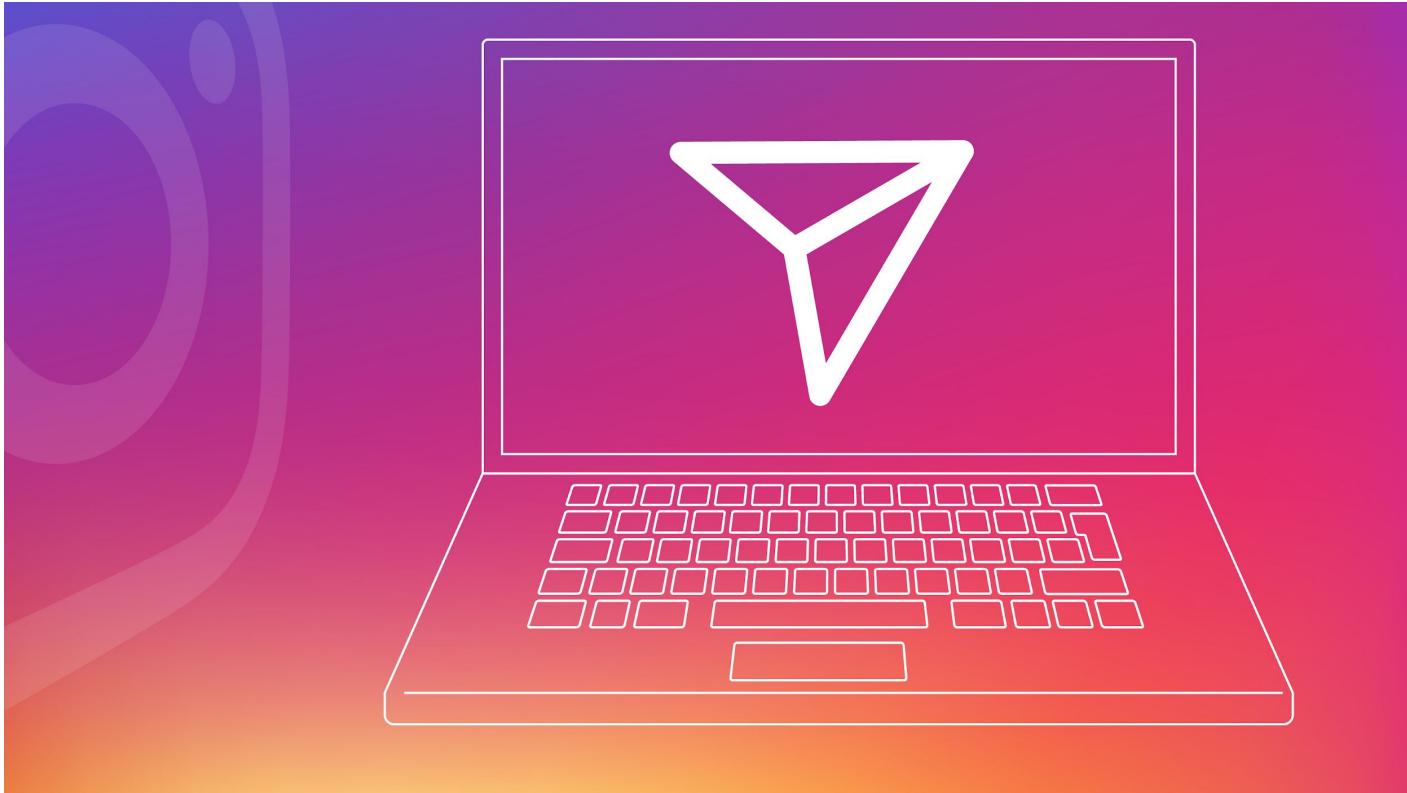
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The image shows the Spotify Charts interface for the United States on April 10, 2018. The top navigation bar includes the Spotify logo, the word "Charts", and a "DOWNLOAD TO CSV" button. Below the navigation are filter options: "TOP 200" (highlighted in green), "VIRAL 50", "Filter by" (set to "UNITED STATES"), "DAILY" (dropdown menu), and the date "04/10/2018" (dropdown menu). The main content area displays a table of 13 tracks with columns for "TRACK" and "STREAMS". Each track row includes a small thumbnail image, the rank, the track name, the artist(s), and the stream count.

	TRACK	STREAMS
1	– Nice For What by Drake	3,087,040
2	– God's Plan by Drake	1,857,757
3	▲ Psycho (feat. Ty Dolla \$ign) by Post Malone	1,485,367
4	▲ Look Alive (feat. Drake) by BlocBoy JB	1,480,432
5	▼ Call Out My Name by The Weeknd	1,405,411
6	– SAD! by XXXTENTACION	1,365,744
7	– Plug Walk by Rich The Kid	1,251,390
8	– I Like It by Cardi B	1,178,727
9	– Be Careful by Cardi B	1,084,662
10	– Freaky Friday (feat. Chris Brown) by Lil Dicky	1,030,135
11	▲ Walk It Talk It by Migos	944,289
12	▼ I Do (feat. SZA) by Cardi B	917,847
13	– JAPAN by Famous Dex	882,376

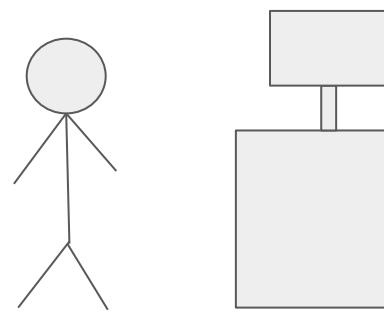
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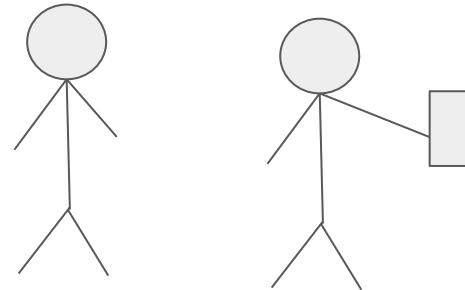
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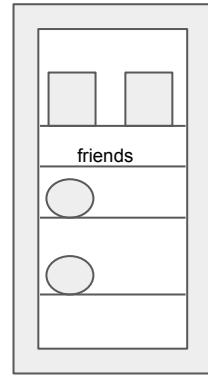
Jeffrey has now made a lot of friends who he can relate to. Jeffrey no longer feels so lonely in his new city.



Brian works long shifts every day and is getting tired of listening to the exact same thing every day. He doesn't know where to look or how to find new music.



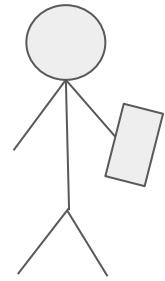
While spending time with a friend, Brian noticed he was music app he's never heard of. His friend told him that it was a new music sharing app that allowed you to connect with new types of music.



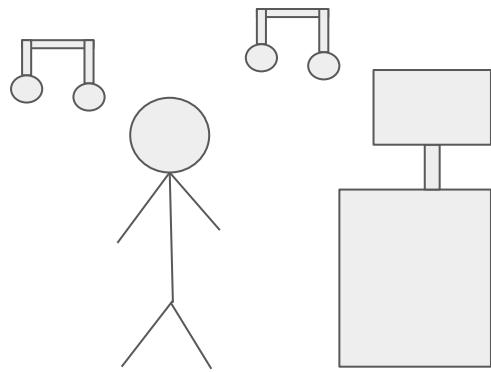
The app allowed him to see what his friends were listening to and connect with people based on music.



Brian started to connect with new people and massively expanded his music tastes.



Brian spent the rest of his day connecting with people and creating new playlists.



Brian now never had to worry about not having something to listen to during his long hours and had gained new tastes for music.

Michael Holmes is very busy when it comes to installing solar panels on houses and businesses. He often finds himself very lonely, but his music keeps him company.



Whenever Michael is not working, he is constantly trying to improve his playlists and would like to share them with people.



Jerry Bowen

Jerry Bowen

Michael downloaded the Music Connect app to share his top listens at work.



Since Michael has downloaded the app, he has been able to not only share his music preferences with others, but has also been able to listen to other users top picks.

Jerry Bowen

Jerry Bowen

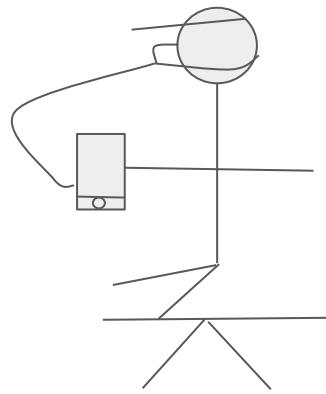
Using the app makes Michael's day fly by even faster. Now, it's not just using music to get by, it's the connection with the friendly platform.



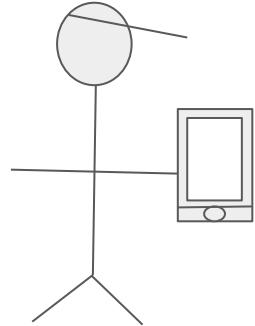
After Michael's long days at work, he can meet up with the people he has connected with on the app.

Jerry Bowen

Jerry Bowen



Jason Garcia is listening to music in his dorm. He is a freshmen at a college far from his hometown, and doesn't know many people. He desperately wants to make friends that share the same artistic interests as him, specifically music.



Jason downloads the free app called MusicMingle. He hopes to meet others who are interested in the same music he is, and possibly make new friends.

Jason creates a page to display his favorite artists. The app will use this data to match Jason with others who like similar music.

My Artists

The Smashing Pumpkins



Nirvana



Queen



Journey



Kendrick Lamar

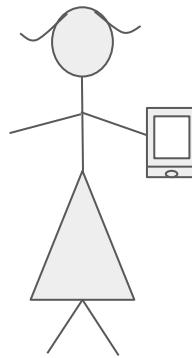
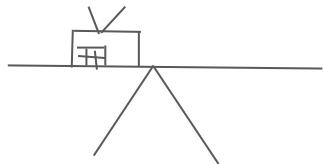


AC/DC



Ween





Janice is a freshmen at the same college Jason attends. She also doesn't know many people and is looking to meet friends. She downloads MusicMingle in the hopes of making a friend who shares her musical interests.

Janice creates a page to display her favorite artists, just like Jason did. She uses the customization options to personalize her page.

My Artists

Soundgarden



Nirvana



Queen



REO Speedwagon



Kendrick Lamar



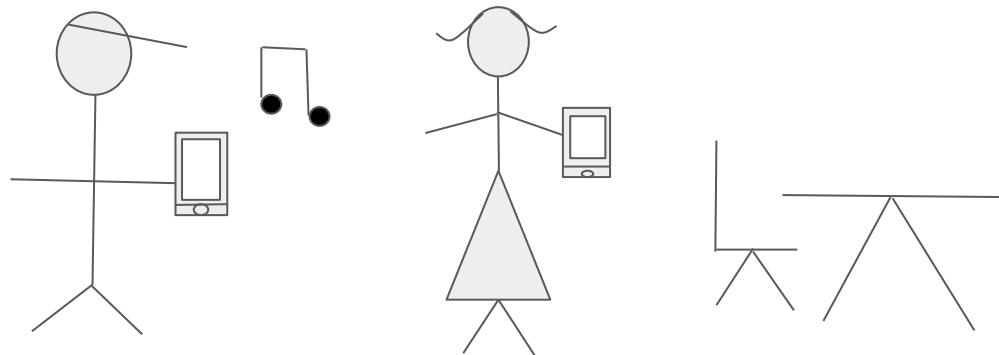
The Who



Primus



Bernardo's Coffee



Jason and Janice discover that they share common interest in music through MusicMingle. Using the chat feature in the app, the two get to know each other briefly and plan a meetup at a local coffee shop. A new friendship is made!