

Background

Today, music has developed to be about identity; identity of the artist projected on the fans, identity of the artist's sonic and the identity of the art form. This is because of the evolution of music and how powerful apps such as TikTok has been in finding new artists fast from a short time frame of songs going viral. This is very different to how Millennials and Gen X would find new artists; Millennials relied on software e.g. Limewire to download and discover new artists from their top hits, Gen X would have to go to a record shop to buy albums after digging through hundreds of vinyl/cassette racks. All generations had their way of creating an identity for the artists they listen to however, with the power that social media holds, identity becomes a trend and benefits the biggest artists in that realm and most of the time small artists do not get the recognition from the trend.



Aim

Being an artist myself, it is very difficult to get your music heard by people especially for free or for a very low cost. Therefore, I want to create a platform to bridge this gap; creating a website that allows small artists to be put on the spotlight by comparing them to bigger artists. This can break the initial phase of not being able to gain any listeners or follower and help evolve an identity for the small artist which is vital in the age of digitally released music and an over saturation of more people trying to be noticed in the music scene.

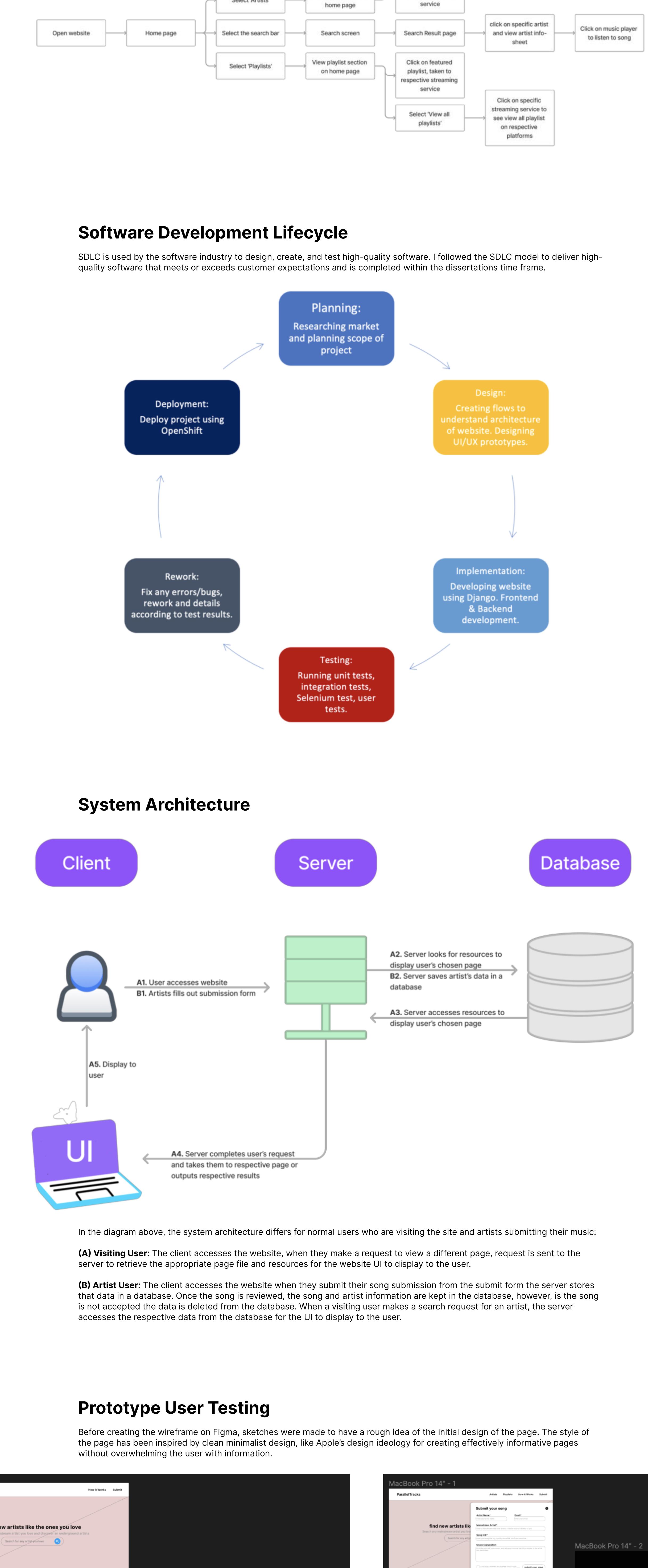
Literature Review

The research included looking into both music streaming services and music distribution services in order to find out how accessible are these services to small underground artists. The second part of the literature review included investigate different recommendation systems currently used by streaming services:

- General Recommendation System
- Content Based Recommendation System
- Hybrid Recommendation System

Design Overview

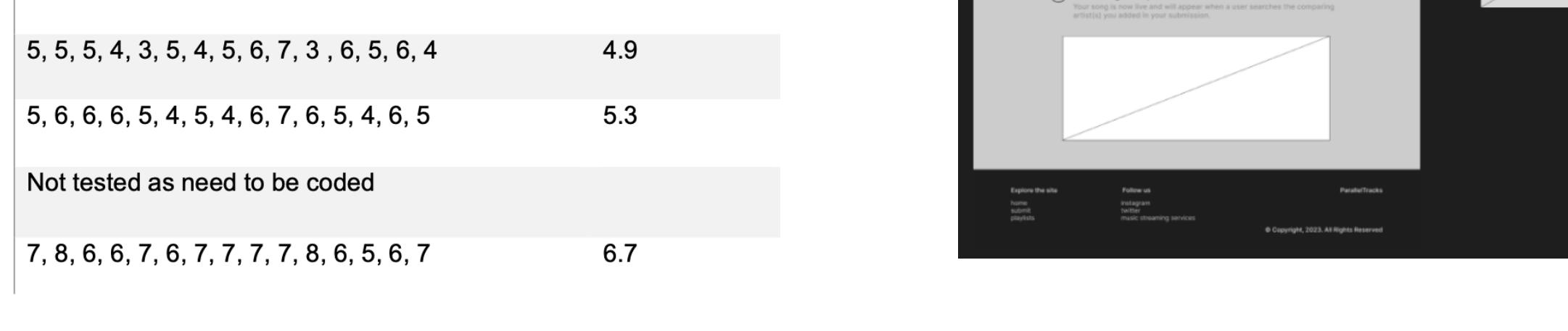
The flow diagram below depicts an overview of the application and how it functions. It focuses on the system flow and offers an idea of how the application will be developed.



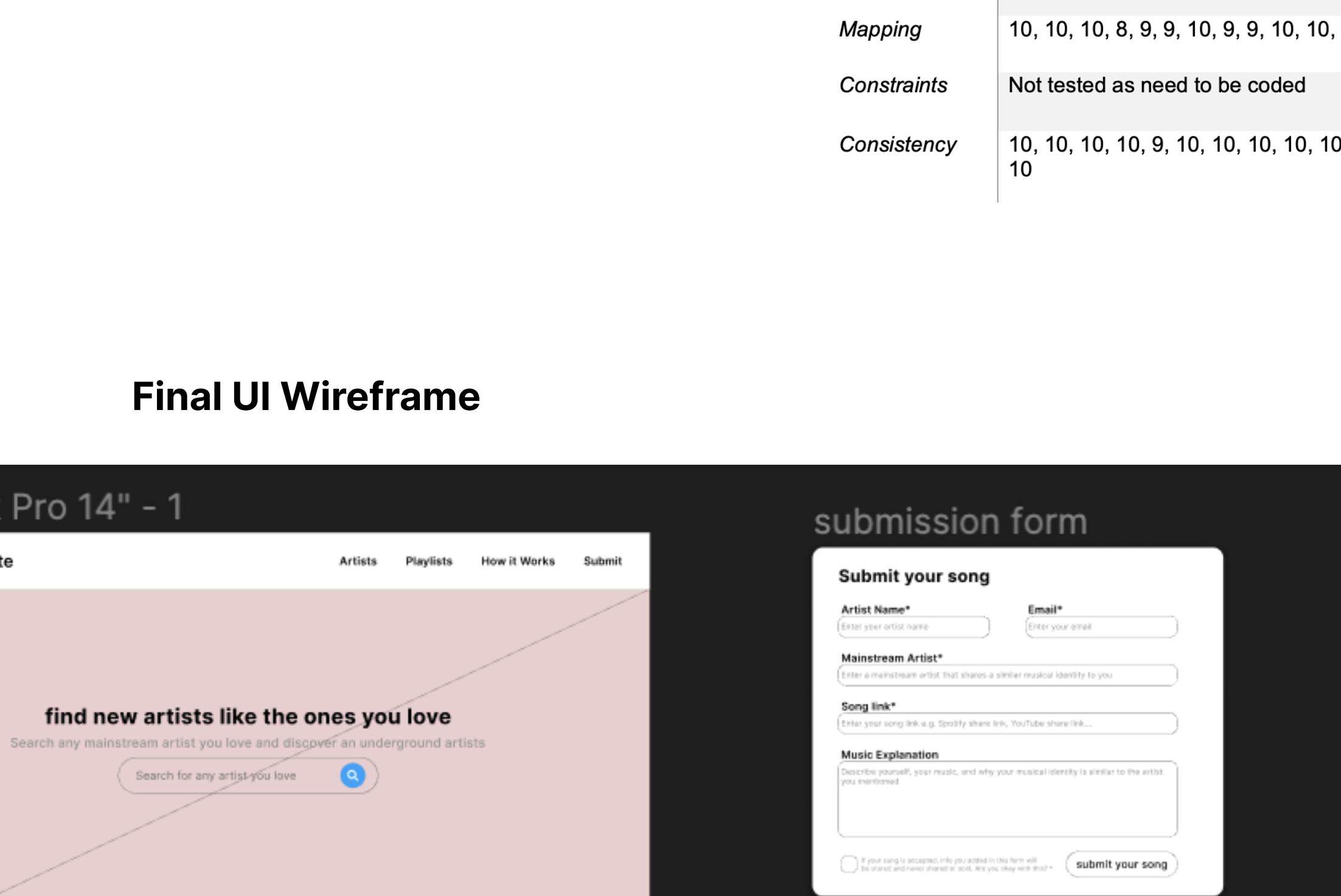
Application Walkthrough

The website would be used differently by a submitting artist and a music-lover looking to discover new artists.

1. **Artist Mode:** When the website is used by an artist, the user navigation is quite simple with few interactions to make an easy experience for their song submission.

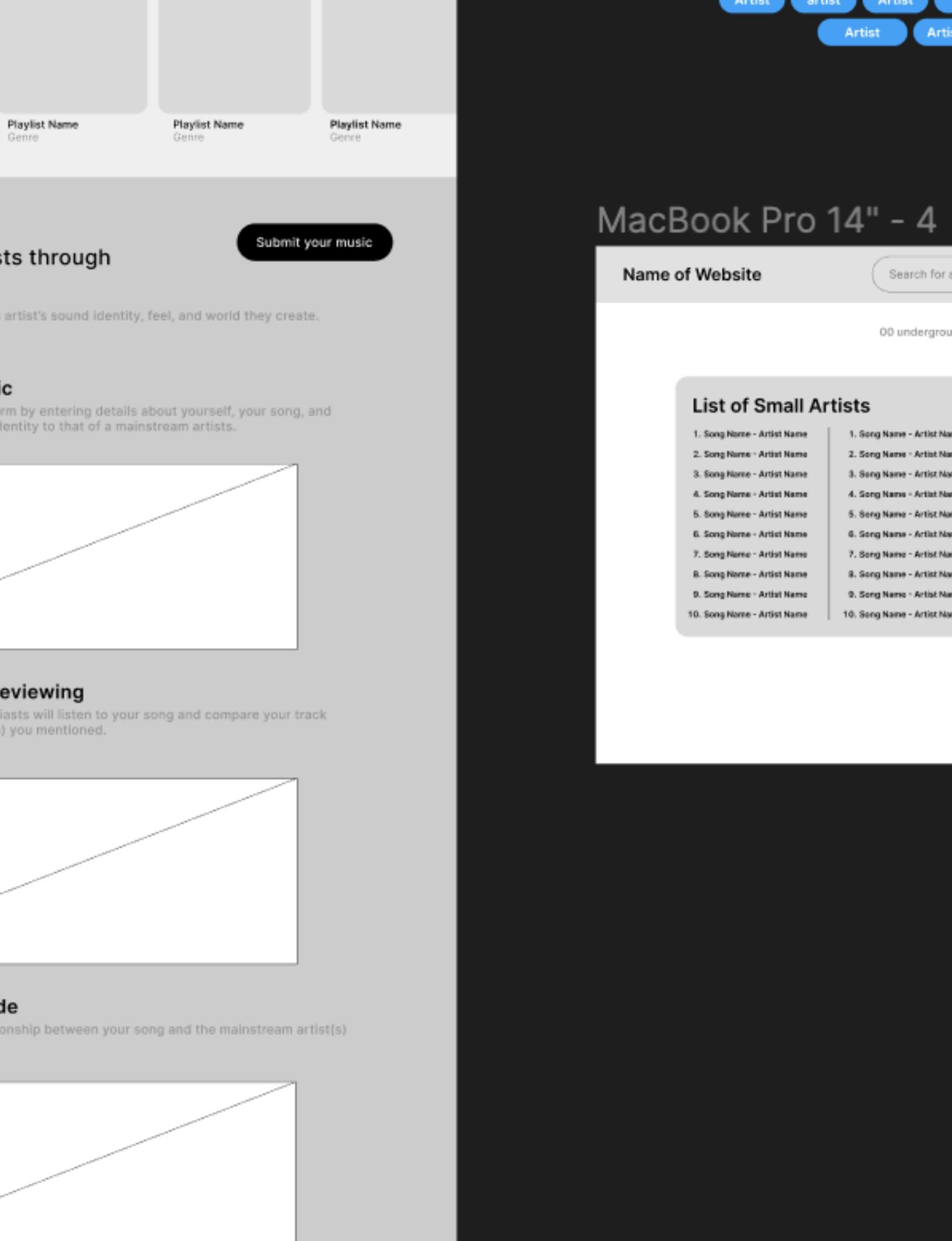


2. **User Mode:** When used by a music enthusiast, the features are wider but simple to understand by making interactions and the mapping straightforward and uncomplicated.

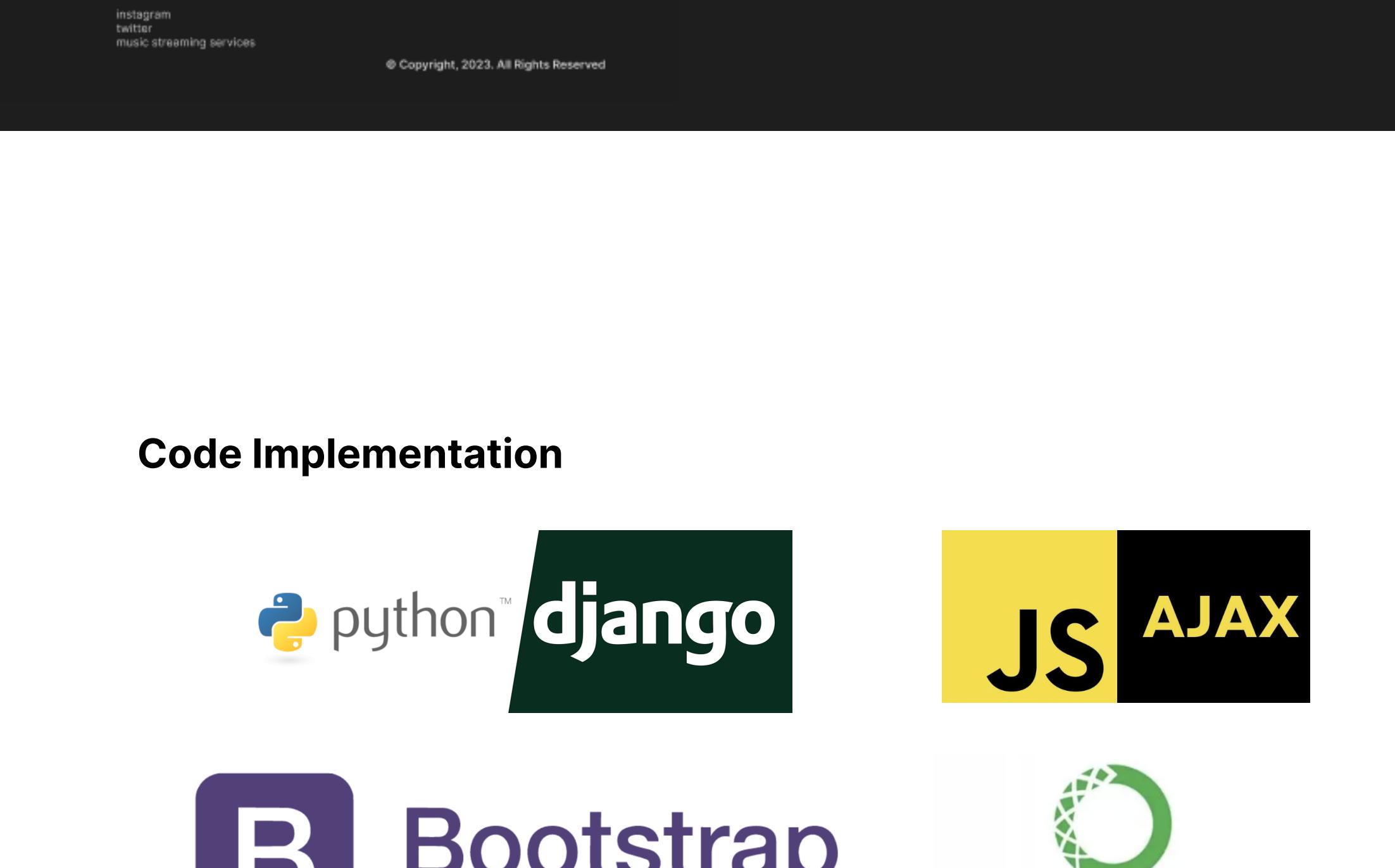


Software Development Lifecycle

SDLC is used by the software industry to design, create, and test high-quality software. I followed the SDLC model to deliver high-quality software that meets or exceeds customer expectations and is completed within the dissertations time frame.



System Architecture



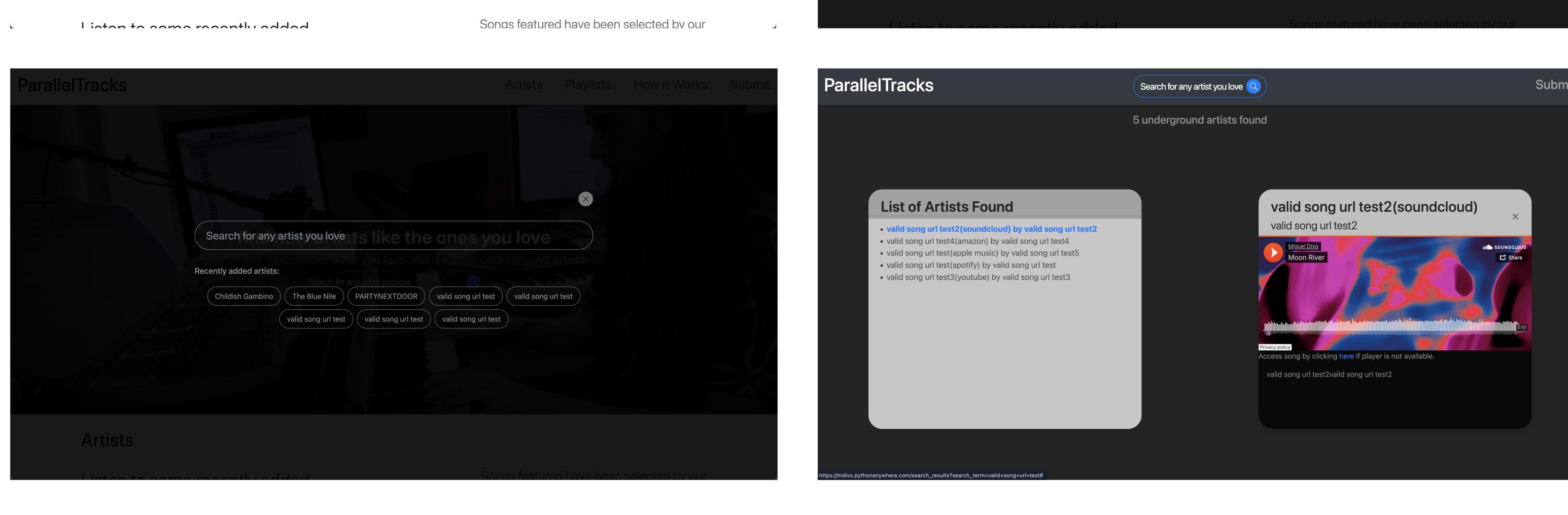
In the diagram above, the system architecture differs for normal users who are visiting the site and artists submitting their music:

- (A) **Visiting User:** The client accesses the website, when they make a request to view a different page, request is sent to the server to retrieve the appropriate page file and resources for the website UI to display to the user.

- (B) **Artist User:** The client accesses the website when they submit their song submission from the submit form the server stores that data in a database. Once the song is reviewed, the song and artist information are kept in the database, however, is the song is not accepted the data is deleted from the database. When a visiting user makes a search request for an artist, the server accesses the respective data from the database for the UI to display to the user.

Prototype User Testing

Before creating the wireframe on Figma, sketches were made to have a rough idea of the initial design of the page. The style of the page has been inspired by clean minimalist design, like Apple's design ideology for creating effectively informative pages without overwhelming the user with information.



Final UI Wireframe

Code Implementation

Final Website

