

UPNEXT™

A Live Attention Auction Platform

UPNEXT is not built to be downloaded. It is built to be noticed.

If executed correctly, it becomes infrastructure for live attention — not just a product.

1. Foundational Insight

Human Truth: People don't just want their song played — they want the room to *recognize* them.

Reframe: This is not a music product. It is a moment-ownership system.

Category Creation: *Live Interactive Attention Bidding*

2. Brand Core

Brand Essence: Control the moment.

Brand Promise: If you win, the room listens.

Personality: Confident · Minimal · Playfully dominant

Audience:

- Primary: Venues, DJs, broadcasters (B2B)
- Secondary: On-ground audiences (B2C)
- Cultural Role
Turns passive audiences into visible participants

CATEGORY & POSITIONING (NON-NEGOTIABLE)

Category (Created, Not Entered)

Live Attention Auction

Not:

- Music tech
- DJ software
- Engagement tool

Positioning Statement

UPNEXT lets people publicly bid to own the next moment in any live audio environment.

(Value Proposition)

Core Value

- Listeners get **instant influence**
- DJs get **transparent monetization**
- Venues get **engagement + revenue**

One-line Value Proposition

“Turn song requests into a live, transparent bidding experience.”

BRAND COPY (FINAL)

Core Lines

- “**You’re up next.**”
- “**Bid. Win. Play.**”
- “**Own the next 3 minutes.**”
- “**The room is listening.**”

Core Use Case

A real-time, transparent bidding system that lets audiences influence what plays next via QR.

Experience Principles

- No downloads
- Under 12 seconds to complete
- Screen-first entertainment
- DJ always in control

Brand Manifesto (Launch Asset):

The room has always had a soundtrack.

But no one ever owned it.

UPNEXT exists because moments matter. Because when your song plays, or your name is called, time bends toward you.

This is not about music. This is about presence.

You don't request. You don't wait.

You step forward. You bid.

And for a moment — the room listens.

UPNEXT. Control the moment.

Monetization Model

1. Venue subscription (₹2,999–₹9,999/month)
2. 10–20% commission per bid
3. Sponsored hours / brand takeovers

Why it works: Premium feel, high revenue density, low friction

Long-Term Vision

UPNEXT evolves into a universal attention auction layer for:

- Live debates
- Podcasts
- Events
- Streams
- Public forums

Anything with time + attention becomes bid-able.

MVP Scope (Deliberately Restrained)

Included:

- QR-based web app
- Live bid leaderboard
- Time-slot locking
- DJ dashboard
- Payments (UPI/cards)

Excluded:

- User accounts
- Music discovery
- Social feeds
- Gamification beyond bidding

1.1 Figma Handoff (What Designers Build Exactly)

File Structure

UPNEXT / Design

```
pgsql
```

Copy code

```
UPNEXT / Design
├── 00 Foundations
│   ├── Colors
│   ├── Typography
│   └── Motion rules
├── 01 Public Screen
│   ├── Idle
│   ├── Live Bidding
│   └── Win Freeze
├── 02 Mobile Web
│   ├── Entry
│   ├── Intent
│   ├── Time Slot
│   ├── Bid
│   └── Status (Winning / Outbid)
├── 03 DJ Dashboard
│   ├── Main
│   └── Override States
└── 04 Venue Admin
```



6. UI DESIGN — BUILD-READY (TEXTUAL WIREFRAMES)

A. PUBLIC SCREEN (THE BRAND ITSELF)

Idle State

```
vbnet Copy code
UPNEXT
SCAN TO CONTROL
WHAT PLAYS NEXT
[ pulsing QR ]
You're up next.
```

Live Bidding

```
nginx Copy code
LIVE BIDDING
₹180 ABHISHEK 🎶
₹150 PRIYA 🎤
₹120 RAHUL 🎶
Bidding ends in 07s
```

Win Freeze (1.5s)

```
vbnet Copy code
UP NEXT
ABHISHEK
₹180 - "Believer"
PLAYING IN 12s
```

Rules:

- Vertical motion only
- Numbers > names
- Freeze = social reward

B. USER MOBILE WEB (NO DOWNLOAD)

1. Entry

less

 Copy code

UPNEXT @ SOCIAL CAFE

[Choose what plays next]

2. Intent

css

 Copy code

[🎵 Play a Song]

[🎤 Shout-out]

3. Time Slot

css

 Copy code

[NEXT] [+5 MIN] [+10 MIN]

4. Bid

css

 Copy code

Current Highest

₹120

[-] ₹150 [+]

[PLACE BID]

5. Status

 Copy code

You're winning 🥇

Bidding ends in 06s



or

css

 Copy code

Outbid 
Current ₹180
[INCREASE BID]

Rules:

- No typing
- No scrolling
- One thumb
- Under 12 seconds total

C. DJ / HOST DASHBOARD

css

 Copy code

CURRENTLY UP NEXT
ABHISHEK – ₹180
Plays in 22s
[APPROVE] [DELAY 5m] [SKIP] 

DJ always has final control.

D. VENUE ADMIN (BACKSTAGE)

mathematica

 Copy code

Today: ₹8,420
Avg Bid/hr: ₹312

[Set Min Bid]
[Disable Shout-outs]
[Peak Hours]

1.2 DESIGN SYSTEM TOKENS

Color

- Base: #0B0B0B (near black)
- Accent: Electric Lime / Amber / Cyan (one only)

Type

- Primary: Grotesk / Neo-Grotesk
- Numbers: Tabular, heavy weight

Motion Rules

- Vertical movement only
- No bounce
- Ease-in = winning
- Ease-out = losing

1.4 Screen-Level UI System

A. PUBLIC SCREEN (Theatre Screen)

Purpose: Create desire + social pressure

Default State

- Full black background
- Center (XL): “SCAN TO CONTROL WHAT PLAYS NEXT”
- Subtext (XS): “You’re up next.”
- Subtle animated pulse on QR icon

Live Bidding State

- Vertical bid ladder (center)
- Each bid card:
 - Name (bold)
 - Song / Shout-out (small)
 - Amount (XL numeric)
- Winning bid glows + rises
- Losing bids fade downward

Win Moment (1.5s Freeze)

- Full screen takeover
 - “UP NEXT” (Huge)
 - Name · Song · Amount
 - Countdown: “Playing in 12s”
-

B. USER MOBILE WEB APP (No Download)

Design Rule: One thumb, one page, no scrolling anxiety

Screen 1 – Entry

- Header: Venue name
- Primary CTA: “Choose what plays next”

Screen 2 – Choose Type

- Two large cards:
 -  Play a song
 -  Shout-out

Screen 3 – Select Time Slot

- Horizontal cards:
 - NEXT (highlighted)
 - +5 MIN
 - +10 MIN
- Locked slots greyed out

Screen 4 – Bid

- Current highest bid (large)
- - / – buttons
- Primary CTA fixed bottom: “PLACE BID”

Screen 5 – Live Status

- “You’re currently #2” or “You’re winning”
- Real-time updates

- Micro-copy: “Bidding ends in 14s”
-

C. DJ / HOST DASHBOARD (Control Without Friction)

Design Rule: Zero learning curve, zero typing

Main View

- Current winner card (XL)
- Countdown timer
- Upcoming queue (2 items only)

Controls

- APPROVE (primary)
- DELAY 5 MIN
- SKIP (always visible)

Status Indicators

- Payments confirmed ✓
 - Content flagged △
-

D. VENUE ADMIN (Backstage)

Purpose: Business clarity

- Revenue today
- Avg bid/hour
- Peak time slots
- Enable/disable shout-outs
- Set minimum bids

1.3 FIGMA FRAME SPECIFICATIONS (DESIGN HANDOFF)

Frame Set A — Public Screen (1920×1080)

A1. Idle

- Background: #0B0B0B
- Center text (H1): “SCAN TO CONTROL WHAT PLAYS NEXT”
- Subtext (Caption): “You’re up next.”
- QR icon: 64px, subtle pulse (opacity 70→100%, 2s loop)

A2. Live Bidding

- Vertical stack, center aligned
- Bid card (320×72):
 - Name (16px, bold)
 - Amount (40px, tabular)
- Winning card glow: accent @30% opacity

A3. Win Freeze

- Full takeover
- H1: “UP NEXT”
- H2: Name
- H3: Amount + Song
- Timer microcopy bottom

Frame Set B — User Mobile Web (390×844)

B1. Entry — Single CTA B2. Intent — Two cards (48px padding) B3. Time Slot — Horizontal cards, locked = 40% opacity B4. Bid — Fixed bottom CTA, +/- buttons only B5. Status — Green (winning) / Red (outbid)

Frame Set C — DJ Dashboard (Tablet 1024×768)

- Winner card (XL)
- Countdown timer
- Buttons: Approve / Delay / Skip (equal weight)

Design Non-Negotiables

- **No icons unless necessary**
- **Numbers larger than names**
- **Vertical motion only**
- **One accent color across entire file**
- **All CTAs bottom-anchored on mobile**

2.1 TECHNICAL PRD (ENGINEERING-READY)

Product Name

UPNEXT — Live Attention Auction

Platforms

- Public Screen: Web (Chromecast / HDMI browser)
 - User: Mobile Web (QR → PWA)
 - DJ: Tablet Web
 - Admin: Web
-

Core Flows

A. Bidding Flow

1. User scans QR
 2. Selects type (Song / Shout-out)
 3. Selects time slot
 4. Places bid
 5. Payment confirmed
 6. Bid appears instantly on public screen
 7. Timer ends → highest bidder wins
-

B. Slot Logic

- Only **one active winner per slot**
 - Slot auto-locks at timer end
 - New bids rejected after lock
 - DJ can delay or skip at any time
-

C. Payments

- UPI / Card
 - Bid valid **only after success**
 - Auto-refund if DJ skips
 - No wallet in MVP
-

D. Latency & Performance

- Bid update latency: <300ms
 - Screen refresh: realtime (WebSockets)
 - QR load time: <2s on 4G
-

E. Moderation & Safety

- Blocked words list
 - DJ manual reject
 - Min bid configurable per venue
 - Shout-outs toggleable
-

What Is Explicitly NOT Built

- User accounts
- History
- Notifications
- Music discovery
- Social features

2.2. ENGINEERING ACCEPTANCE CRITERIA

Core

- QR opens web app < 2s on 4G
- Bids update < 300ms latency
- Only one active winner per slot
- Slot locks on timer end

Payments

- Bid only confirmed post-payment success
- Auto-refund on slot cancellation

Controls

- DJ override always available
 - Skip logs reason (optional)
-

3. 7-DAY PILOT EXECUTION (REAL-WORLD)

Hardware

- 1 TV / projector (public screen)
- 1 tablet (DJ)
- Printed table QRs

Day-by-Day

- **Day 1–2:** Internal + staff testing
- **Day 3–5:** Live audience
- **Day 6:** Adjust min bid / timing
- **Day 7:** Film reactions + analyze data

Success Benchmarks

- ≥20 bids/hour

- Avg bid \geq ₹80
- $\geq 30\%$ repeat bidders
- DJ approval rate $\geq 90\%$

If these hit \rightarrow greenlight scale.

LAUNCH STRATEGY

Phase 1 — Proof

- 3 iconic venues
- Invite-only nights
- Film reactions, not features

Phase 2 — Signal

- Short clips of:
 - freeze moments
 - crowd reactions
 - rising bids

Phase 3 — Scale

- Colleges
- Radio
- Weddings
- Livestreams