

SoundCloud App Redesign Brief

Objective: Due to SoundCloud not providing effective enough collaboration opportunities for small artists, I want to develop my app to help small artist reach their full potential for exposure, which is one of SoundCloud's missions.

Solution: I aim to reach this goal by allowing artists and listeners to be able to customize the style of music they want to listen to in a simple yet comfortable way through the on-boarding process, as well as through being able to view how many plays a song has, when it was posted without having to click into the song, and by creating an explorer page.

Reasons for Solution Choice:

- **Genre Customization:** Some of the artists that I interviewed said that it was difficult for them to find other artists which had around the same amount of followers/plays and the specific genre that they were looking for. If there was a separate category with the specific genre of music that they were interested in and contained artists of a similar follower/play count, it would narrow down the options, making it easier to find the perfect match.
- **Featured Artists:** Almost half of the artists said that they did not notice an increase in followers after they collaborated, which is one of the main reasons for collabs, so I believe that including a separate category with artists that collaborated with the artists that they listen to, will help small artists to gain more exposure. It will include a few songs of a similar style to the song that they are featured on so that the listeners will then be more likely to click on the artists page.
- **Preview:** Some of the artists that I interviewed said that it was difficult for them to find other artists which had around the same amount of followers/plays, so I believe that one of the fastest ways to do that is through being able to see their status without having to click into the song (plays, date posted, and genre). The shorter the date and the more plays an artist has means they are more well known than artists with less plays. Through using this strategy, artists can quickly compare themselves to others in order to see if they could collaborate.
- **Explore Page:** Some of the artists that I interviewed said that it was difficult for them to find other artists which had around the same amount of followers/plays, so I believe that another quick way to discover these artists is through having a separate explore page where they can search for hashtags to find the specific artists and so that others can find them easily.

Objective Success Criteria:

- Artists will be able to find the best collaborations with ease and will notice a large increase in listeners after their collaborations.

Requirements:

- Join as a creator/join as a listener
- Short survey on music preference
- A new category called "Collaboration Options"
- A new category called "Featured Artists"

- Changing icons under the song
- Adding an extra (explore) page for genres and plays.