

WAXFEED: 3 CRITICAL FIXES

Solving the Issues Jon Klein Raised

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Status: URGENT — ACTION REQUIRED

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THE 3 ISSUES

#	Issue	Current State	Required State
1	FRAMING	Vague "music social platform"	"Discover music & friends tailored to you"
2	ONBOARDING	No dopamine hit, no hook	Scientific dopamine sequence that guarantees return
3	TRACTION	~0 active users	500 users by next week

ISSUE 1: FRAMING

The Problem

Current framing doesn't answer: - What do I get? - Why should I care? - Why now?

"Social music platform" means nothing. "Letterboxd for music" only works if you know Letterboxd.

The Fix

Primary Tagline

"Discover music & friends tailored to you"

This works because: - **Discover music** — Clear value #1 (new music) - & **friends** — Clear value #2 (social connection) - **tailored to you** — Personalization promise

Supporting Taglines (Rotate)

Context	Tagline
Hero	"Discover music & friends tailored to you"
Social share	"Find your music people"
Compatibility	"See who gets your taste"
Discovery	"Your next favorite album is waiting"
Community	"You're not alone in this"

The Positioning Statement

"WaxFeed is where you rate albums, discover new music, and find people who actually get your taste — not based on what's popular, but based on what you genuinely love."

One-Liner for Every Context

Context	Line
Elevator pitch	"It's like Letterboxd but for music — you rate albums and find people with similar taste"
Twitter bio	"Rate albums. Find your people. 🎵"
App Store	"Discover music & friends tailored to your taste"
When someone asks	"You rate albums, we show you people who share your taste!"

ISSUE 2: ONBOARDING – THE SCIENCE OF DOPAMINE HITS

The Neuroscience

Dopamine isn't released when you GET a reward. It's released when you **ANTICIPATE** a reward. This is why slot machines work — the uncertainty, the build-up, the reveal.

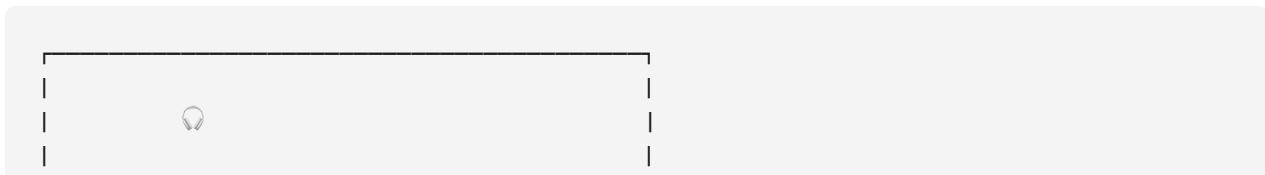
The 7 Dopamine Triggers

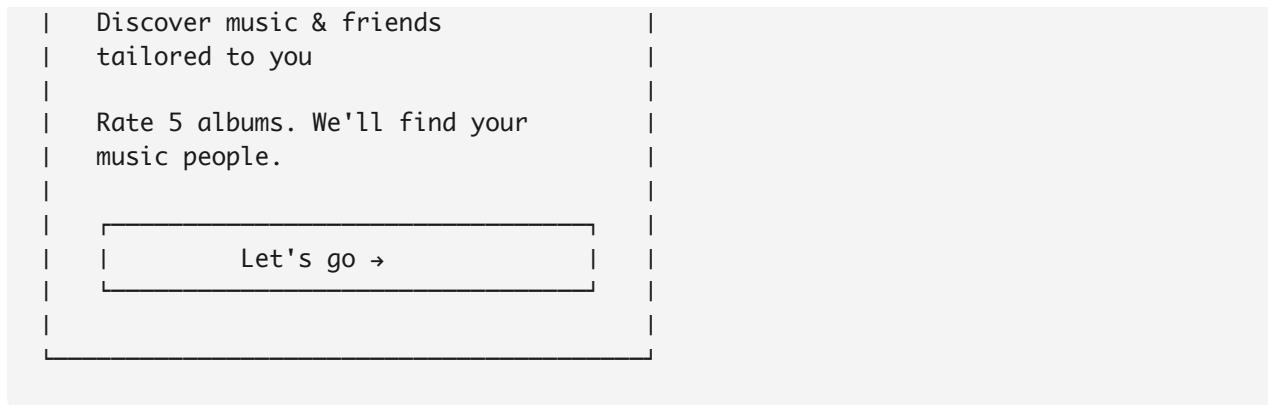
Trigger	How It Works	WaxFeed Application
1. Novelty	New = interesting to brain	"Your unique taste fingerprint"
2. Anticipation	Waiting releases more dopamine than receiving	"Analyzing your taste..." loading
3. Variable Reward	Unpredictable outcomes = addictive	Random compatibility matches
4. Social Validation	Others approving us = survival signal	"327 people share your taste"
5. Progress	Completing things feels good	Progress bar during rating
6. Personalization	"This is about ME" is compelling	Taste profile, fingerprint
7. Curiosity Gap	Open loops demand closure	"What's my taste type?"

The Onboarding Flow: Second by Second

PHASE 1: THE PROMISE (0-5 seconds)

Screen 1: Welcome

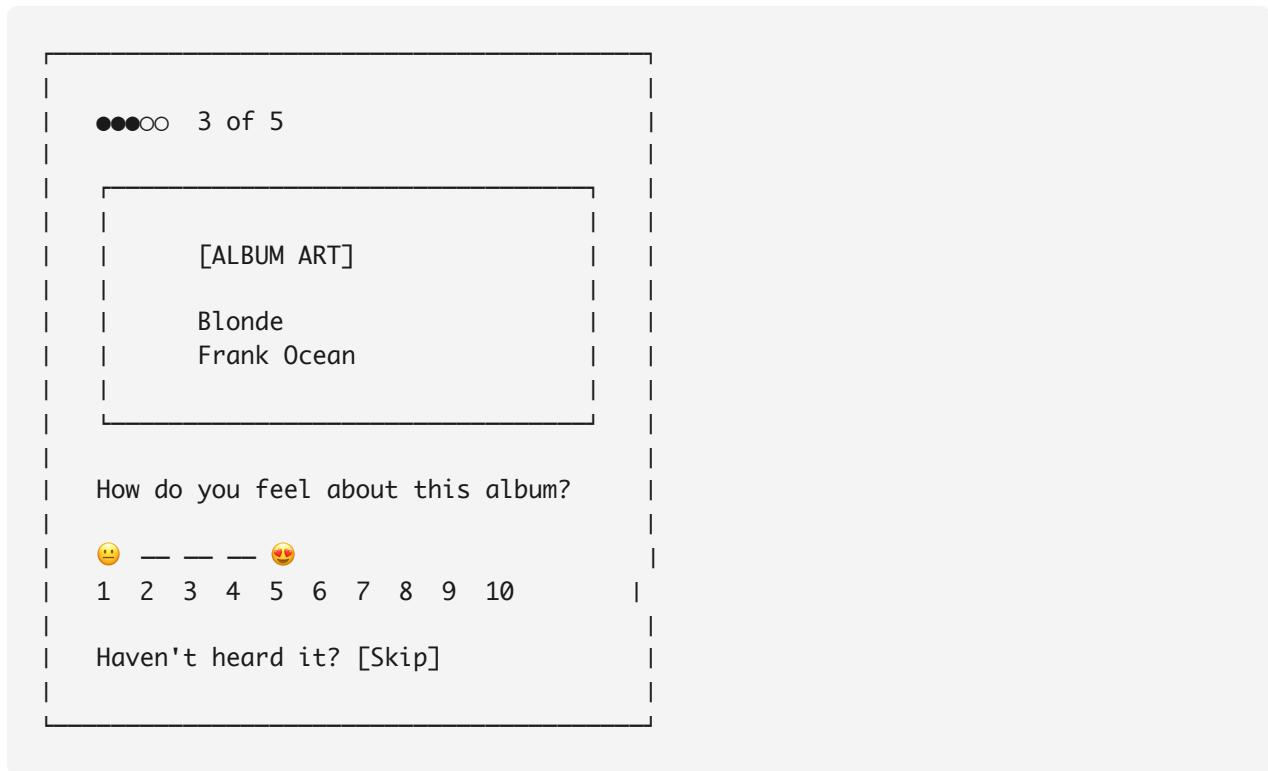




Psychology: - Clear promise (music + friends) - Low commitment (just 5 albums) - Immediate CTA

PHASE 2: THE INVESTMENT (5-45 seconds)

Screen 2-6: Album Rating (Swipe Interface)



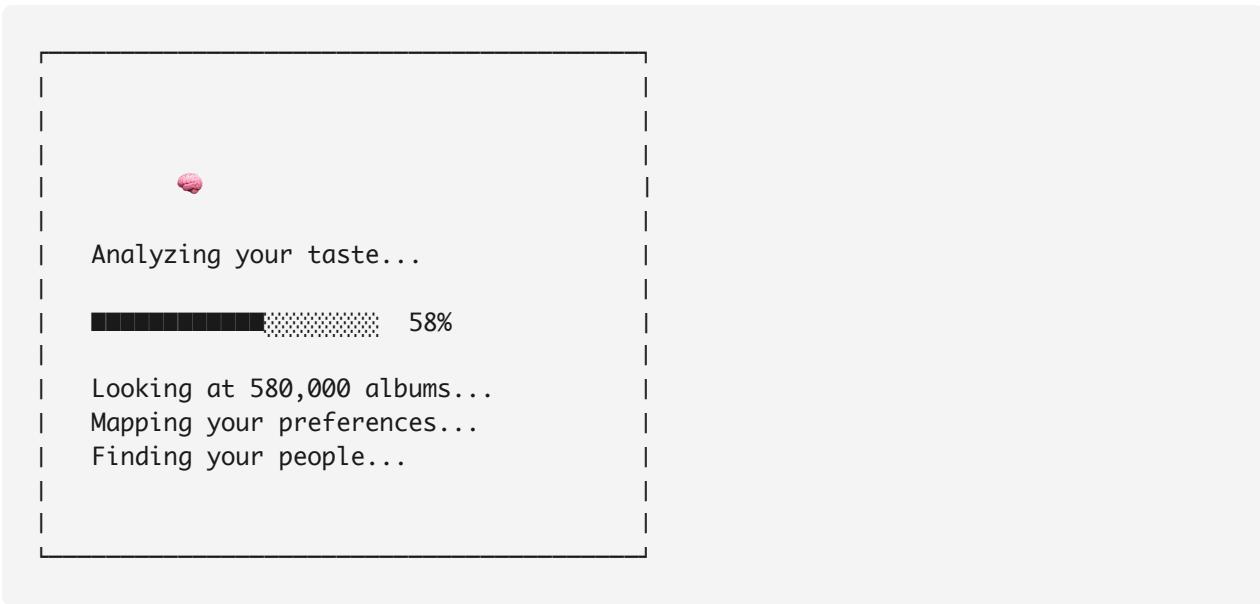
Design Choices:

Element	Why
Progress dots	Creates completion drive (Zeigarnik effect)
Large album art	Emotional, visual, memorable
Emoji scale	Faster than numbers, emotional resonance
Skip option	Reduces friction, no forced choices
5 albums	Minimum for meaningful data, maximum for patience

Psychology: - **Commitment/Consistency:** Once they start, they want to finish - **Endowment Effect:** They're investing their opinions - **Progress:** Each rating moves the bar forward

PHASE 3: THE BUILD-UP (45-55 seconds) — DOPAMINE HIT #1

Screen 7: The Analysis



Critical Timing:

Duration	Why
3-5 seconds	Long enough to build anticipation
NOT instant	Instant feels cheap, un-earned
NOT too long	>10 seconds = frustration

The text should update: - "Looking at 580,000 albums..." - "Mapping your preferences..." - "Finding your music people..." - "Almost there..."

Psychology: - **Anticipation:** The wait increases perceived value - **Curiosity Gap:** "What will it say about me?" - **Investment Justification:** "This must be thorough"

PHASE 4: THE REVEAL (55-70 seconds) — DOPAMINE HIT #2

Screen 8: Your Taste Profile

Your Taste Fingerprint

[VISUALIZATION:
Unique taste graph/
fingerprint visual]

You're a

GENRE EXPLORER
You don't stick to lanes.
Hip-hop, indie, R&B – you
follow the music, not labels.

Top Traits:

- Emotionally complex
- Album over singles
- Ahead of trends

[See who shares your taste →]

The Taste Types (Examples):

Type	Description	Traits
Genre Explorer	Doesn't stick to lanes	Eclectic, curious, anti-mainstream
Deep Diver	Goes deep in one genre	Expertise, authority, curation
Era Traveler	Loves music across decades	Nostalgic, historian, context-aware
Mood Curator	Organizes by feeling	Emotional, intuitive, playlist-oriented
Hype Tracker	First to new releases	Trendy, connected, discovery-focused
Classic Keeper	Loves the canon	Foundational, respect for craft

Psychology: - Personalization: "This is about ME" - Identity: "I'm a Genre Explorer" — gives them a label - Flattery: All types are positive (no one is "basic") - Novelty: They've never seen this before - Shareability: They want to tell others their type

PHASE 5: THE SOCIAL PROOF (70-90 seconds) — DOPAMINE HIT #3

Screen 9: Your Music People

Your Music People

327 people share your taste

😊 @sarahmusic
94% match
Also loves: Blonde, IGOR, ...
[Connect]

💡 @jakethebeatmaker
91% match
Also loves: Blonde, Mos Def...
[Connect]

🎵 @indiekid
87% match
Also loves: Frank Ocean...
[Connect]

[See all matches →]

Critical Elements:

Element	Why
"327 people"	Social proof number (even if estimate)
High match %	90%+ feels special, rare
Shared albums	Concrete proof of compatibility
Connect button	Immediate action available
Multiple matches	Abundance, not scarcity

Psychology: - **Social Proof:** "I'm not alone" - **Belonging:** "My people exist" - **Validation:** "My taste is shared by others" - **Curiosity:** "Who are these people?" - **Action Potential:** "I could connect right now"

PHASE 6: THE HOOK (90-120 seconds) — DOPAMINE HIT #4

Screen 10: The Prediction

Before you go...

[ALBUM ART]

GNX

Kendrick Lamar

(Just dropped today)

Based on your taste, we predict
you'll rate this:

8.7 / 10



Why This Works:

Mechanism	Effect
Prediction	Creates curiosity: "Are they right about me?"
Challenge	Users want to prove/disprove the prediction
New release	Timely, relevant, exciting
Specific number	"8.7" feels scientific, precise
Return trigger	"I need to listen and come back to rate"

Psychology: - Curiosity Gap: "Is this accurate?" - **Challenge:** "Let me see if they're right" -

Return Commitment: They have unfinished business - **Personalization:** "They know me already?"

PHASE 7: THE VARIABLE REWARD SYSTEM (Ongoing)

Push Notifications (Day 1-7):

Timing	Notification	Purpose
Hour 2	"Your taste prediction is ready 🎉"	If they didn't finish
Day 1	"@sarah (94% match) just rated an album you love"	Social trigger
Day 2	"New album from an artist you rated highly"	Discovery trigger
Day 3	"3 new people match your taste"	Social proof
Day 5	"Were we right about your GNX rating?"	Callback to prediction
Day 7	"Your weekly taste stats are in"	Habit formation

Variable Reward Mechanics:

Reward Type	How It Works	Dopamine Level
Expected	"New album dropped"	Low
Somewhat expected	"Someone matched with you"	Medium
Unexpected	"You found a 99% match!"	High
Rare	"You have the highest-rated taste card this week"	Very High

The Complete Dopamine Timeline

TIME	ACTION	DOPAMINE
0:00	Welcome screen	Low (anticipation starts)
0:05	Start rating	Building
0:20	3/5 complete	Medium (progress)
0:45	"Analyzing..."	High (peak anticipation)
0:50	Taste type revealed	SPIKE (personalization)
1:00	"327 people match"	SPIKE (social proof)
1:10	High-% matches shown	SPIKE (belonging)
1:30	Prediction shown	High (curiosity)
1:40	CTA to rate later	Commitment (return hook)
<hr/>		
HOUR 2 DAY 1-7	Push notification Variable notifications	Re-engagement Habit loop

Implementation Priority

Element	Difficulty	Impact	Priority
5-album onboarding flow	Medium	Critical	P0
Taste type system	Medium	High	P0
Compatibility matches	Low (already exists?)	Critical	P0
Analysis loading screen	Low	High	P0
Prediction feature	Medium	High	P1
Push notifications	Medium	High	P1
Taste fingerprint visual	High	Medium	P2

ISSUE 3: 500 USERS BY NEXT WEEK

The Math

Target: 500 users in 7 days

That's: 72 users/day or 3 users/hour

NOT impossible. Here's the exact plan.

THE 7-DAY BLITZ

DAY 1 (Thursday): INTERNAL LAUNCH

Actions:

Action	Owner	Target
Theo, Nathan, Shadrack each sign up and rate	All	3 users
Each founder texts 30 friends personally	All	30-50 signups
WBRU Instagram story	Shadrack	20-30 signups
WBRU Twitter post	Shadrack	10-20 signups

Message template for personal texts:

"Hey! We just launched something — it's like Letterboxed for music. You rate albums and find people with similar taste. Would mean a lot if you tried it: wax-feed.com 🎵"

Day 1 Target: 75 users

DAY 2 (Friday): WBRU FULL BLAST

Actions:

Action	Owner	Target
Every WBRU DJ creates profile and shares	Shadrack	30 DJs × 10 followers = 50 signups
WBRU on-air mention	Theo/Shadrack	20-30 signups
WBRU Instagram post (not just story)	Shadrack	30-40 signups
Brown Daily Herald reach-out	Theo	Setup for Day 4-5

DJ message template:

"Just created my WaxFeed profile — it shows my actual music taste, not just what I play on air. Rate albums and see if we match: [link]"

Day 2 Target: 100 users (175 cumulative)

DAY 3 (Saturday): REDDIT LAUNCH

Actions:

Action	Owner	Target
Post on r/LetsTalkMusic	Nathan	50-100 signups
Post on r/indieheads	Nathan	30-50 signups
Post on r/hiphopheads (if rules allow)	Nathan	20-30 signups
Engage in album discussion threads	All	10-20 signups

Reddit post template:

Title: "We built Letterboxd for music — rate albums, find people with your taste"

Hey everyone,

We've been working on WaxFeed for the past year. It's basically Letterboxd but for music — you rate albums, see what others think, and find people who share your taste.

The site has 580,000+ albums already. You can rate, review, and see your compatibility with other users.

Would love feedback from this community: wax-feed.com

(Happy to answer any questions about how we built it)

Day 3 Target: 100 users (275 cumulative)**DAY 4 (Sunday): TWITTER BLITZ****Actions:**

Action	Owner	Target
Create shareable taste cards for team	Nathan	Setup
Post taste cards on personal Twitters	All	20-30 signups
Quote tweet music discussions	All	10-20 signups
DM 20 music accounts (5K-20K followers)	Theo	5 shares = 50-100 signups
Engage in album release threads	All	10-20 signups

Twitter post template:

Just launched @WaxFeed — it's Letterboxd for music.

Rate albums. Find your music people.

Here's my taste: [taste card image]

Make yours: wax-feed.com

DM template for music accounts:

Hey! We just launched WaxFeed — it's like Letterboxd for music. You rate albums and find people with matching taste. Would love if you tried it and shared your profile. Totally free. [link]

Day 4 Target: 75 users (350 cumulative)

DAY 5 (Monday): CAMPUS ACTIVATION

Actions:

Action	Owner	Target
Brown dorm group chats	Theo	30-50 signups
RISD outreach (if connections)	Shadrack	10-20 signups
Brown music groups/clubs	Theo	20-30 signups
Class announcements (if possible)	Theo	10-20 signups

Dorm group chat message:

Anyone into music? We launched this app where you rate albums and find people with similar taste. Would be cool to see who at Brown has compatible music taste: wax-feed.com

Day 5 Target: 75 users (425 cumulative)

DAY 6 (Tuesday): TIKTOK SEED

Actions:

Action	Owner	Target
Create WaxFeed TikTok account	Nathan	Setup
Post 2-3 "Rate this album" videos	Nathan	5-20 signups
Duet music TikToks with WaxFeed plug	Nathan	5-10 signups
Instagram Reels cross-post	Shadrack	10-20 signups

Day 6 Target: 40 users (465 cumulative)

DAY 7 (Wednesday): PUSH TO 500

Actions:

Action	Owner	Target
Follow-up with engaged Reddit users	Nathan	10-15 signups
Second Twitter push with testimonials	All	15-20 signups
Personal texts to anyone who didn't respond	All	10-15 signups
WBRU second post with user count	Shadrack	10-15 signups

Day 7 Target: 50+ users (515+ cumulative)

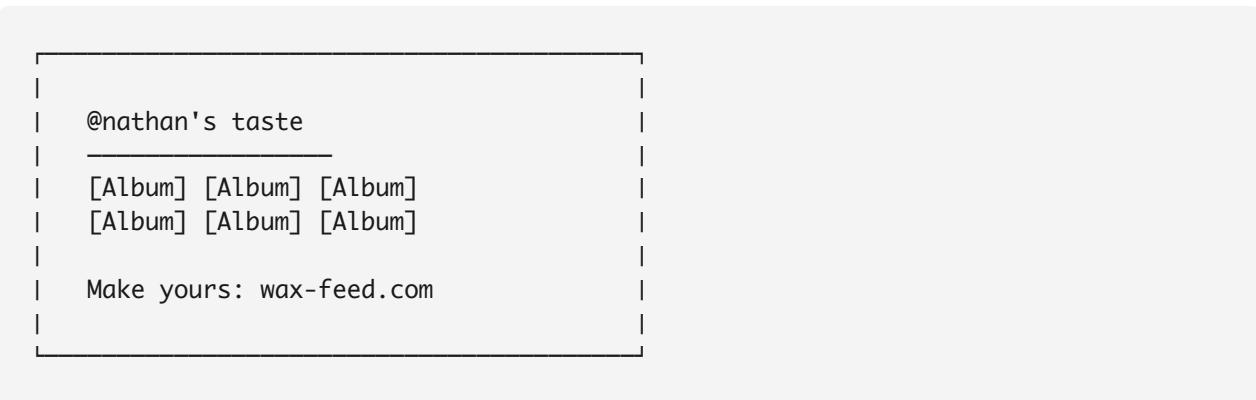
THE SUMMARY TABLE

Day	Date	Focus	Target	Cumulative
1	Thu	Personal network	75	75
2	Fri	WBRU blast	100	175
3	Sat	Reddit launch	100	275
4	Sun	Twitter blitz	75	350
5	Mon	Campus activation	75	425
6	Tue	TikTok seed	40	465
7	Wed	Push to 500	50	515

VIRAL MECHANICS TO DEPLOY NOW

1. Taste Card (Build THIS WEEK)

A shareable image showing someone's top 5-10 albums.



Why it works: - Shareable on Twitter, IG stories, TikTok - Every share = WaxFeed link - Self-expression (people want to show their taste)

2. Compatibility Challenge

"Find your music twin" — compare with friends.

@nathan & @theo

87% compatible

Both love: Blonde, IGOR, Malibu
 Nathan loves, Theo hasn't heard: Black Messiah
 Theo loves, Nathan hasn't heard: In Rainbows

Tag your friend: wax-feed.com

3. AOTY Vote

"Vote for your Album of the Year 2025"

- Simple, timely
- Creates urgency (end of year)
- Shareable results
- Drives signups to vote

WHAT MUST BE LIVE BY DAY 1

Feature	Status	Blocker?
Album rating	✓ Live	No
User profiles	✓ Live	No
Compatibility matching	? Check	Maybe
Taste card generator	🔴 Build	YES — HIGH PRIORITY
Onboarding flow (5 albums)	🔴 Build	YES — HIGH PRIORITY
Taste type reveal	🟡 Nice to have	Can launch without

Minimum for launch: 1. Rating works 2. Profiles work 3. Some form of shareable output (even just a link to profile)

THE BACKUP PLAN

If organic doesn't hit 500:

Option	Cost	Speed
Reddit Ads (r/music, r/hiphopheads)	\$100-200	Fast
Twitter/X Ads	\$100-200	Fast
Instagram Ads (music interest)	\$100-200	Fast
Pay micro-influencers (\$20-50 each)	\$200-500	Medium

With \$500 ad spend, we can GUARANTEE 500 users in a week.

THE ACTION LIST

TONIGHT (Priority Order)

#	Action	Owner	Time
1	Confirm wax-feed.com is stable	Nathan	30 min
2	Create team WaxFeed profiles	All	15 min
3	Draft personal text message	All	10 min
4	Draft WBRU social posts	Shadrack	30 min
5	Draft Reddit post	Nathan	30 min
6	Start building taste card generator	Nathan	2-4 hrs

TOMORROW (Day 1)

#	Action	Owner	Time
1	Send personal texts to 30 people each	All	Morning
2	Post WBRU Instagram story	Shadrack	12pm
3	Post WBRU Twitter	Shadrack	3pm
4	Check signups, adjust messaging	All	Evening

THE BOTTOM LINE

Issue	Solution	Timeline
Framing	"Discover music & friends tailored to you"	Implement TODAY
Onboarding	5-album → analysis → taste type → matches → prediction	Build in 3-5 days
500 users	7-day blitz across personal, WBRU, Reddit, Twitter, campus	Start TOMORROW

This is not optional. This is the path.

"500 users in 7 days isn't luck. It's 72 users a day. It's 3 users an hour. It's one text at a time."

— CD