

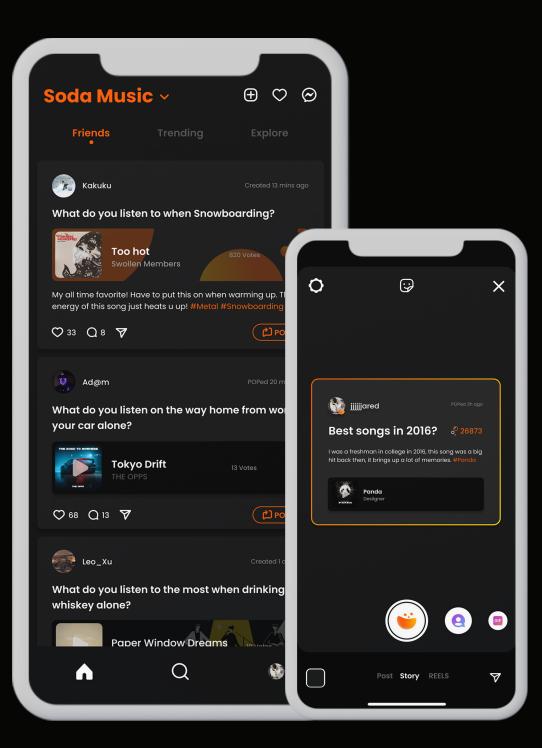
An innovative social music platform that enables music lovers to connect with friends through the music they love.

Problem

Music help connects people together. However, Gen Z teens are listening to more diverse music than ever before and 97% of Gen Z say they listen to at least five musical genres regularly, which makes it hard for them to find people who share similar music tastes and discover new music effectively. Additionally, around 40% are dissatisfied with the recommendation algorithms of the existing music streaming services, and Instagram (60%) and TikTok (54%) are the top places they're finding out about new artists and songs. They need more friends' different yet potent musical recommendations. Therefore, we aim to help users enhance their social experience with friends around music and explore new music with the community.



Instagram & Music Platforms
Integration



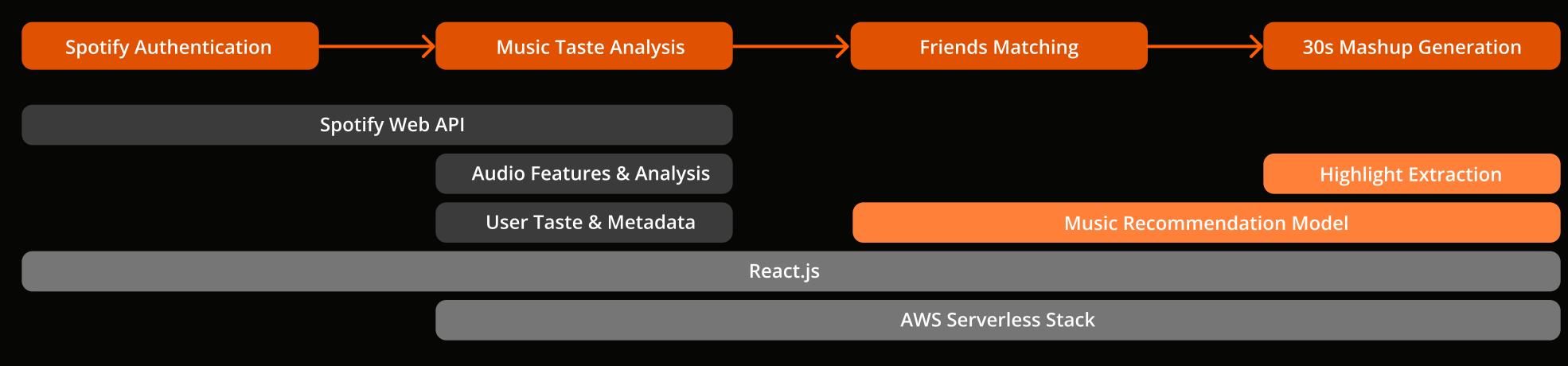
Friend-based Music Community



Friend Matches & Mashup Playlist

Solution

We aim to create a social music platform that enables music lovers to socialize through music with friends effectively. As Gen Z attention spans get shorter and prefer more visual audio content, we provide snackable music content based on their interest and friend community. Through Soda, Gen Z users can match with friends with similar music tastes to receive opt-in, automatic, shared, personalized playlists. Moreover, the friend-based community allows them to get personalized feeds on the basis of their music listening trend and friends' interests.



Software Architecture

Process

Secondary Research

Conducted secondary research to understand the social music landscape and key competitors.

Primary Research

Conducted 3 stakeholder interviews and 12 user interviews to define user needs and scenarios about socializing around music.

Concept Design

Created low-fidelity wireframes and prototypes in Figma.

Developed user matching mechanism and compiled mashup playlists.

Concept Evaluation

Conducted concept evaluation study with 6 users via cognitive walkthrough and focus group method.

User Testing

Conducted 2 rounds of user testing to collect user feedback.

Iterated design based on user testing results and finalized the design.



