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Fuse for Spotify

APP DEFINITION STATEMENT

It can be difficult to manage Spotify playlists on a mobile device and even more challenging to make them feel cohesive. The Fuse app helps to create great playlists by providing power-user features like the ability to combine, intersect, and subtract playlists from each other. Fuse also displays comprehensive statistics and insights that are not available in the official Spotify app such as tempo, song key, energy-level, and danceability.

PROBLEMS THE APP SOLVES/WHAT THE APP DOES

1. Utilizes the Spotify Web API to access user's playlists.
2. Allows the user to combine, intersect and subtract playlists from each other. This is a unique feature as there is no way to accomplish this on mobile or desktop and adding/removing songs one by one is very tedious.
3. Shows additional information about a track's audio analysis (musical data, key, tempo, etc). This helps with creating playlists that feel cohesive.
4. Helps the user understand the quality of playlists by measuring things like danceability and energy on the playlist level.
5. Has an easy way to jump over to the playlist in the official Spotify app after making modifications in Fuse.

PROBLEMS THE APP DOES NOT SOLVE/WHAT THE APP DOES NOT DO

1. Does not replace the official Spotify app. The Spotify app is still how users will play their playlists and Fuse is simply a tool for managing and creating playlists.
2. Does not manage saved tracks or albums that are not inside of playlists. Fuse is focused on playlists exclusively to provide a better experience.
3. It is not a music player app because the Spotify app was designed for that purpose, Fuse works with Spotify to provide a better way to manage playlists.
4. Does not work with mp3 files since Spotify is a music streaming service.

DEMOGRAPHICS

Main Demographic

- Age Range: 18-26
- Gender: N/A
- Occupation: Student
- Income Range: \$5,000-\$15,000
- Other Details: Since Spotify offers a 50% off discount for students many students use Spotify in their daily lives. Since third-party Spotify apps that use the API require that the user has a premium subscription and the student plan is at a discounted rate but not free, the target demographic will have some income to afford a subscription. Because students are often exploring new music and Spotify offers unlimited songs, this target user has numerous playlists in their Spotify account.

Secondary Demographic

- Age Range: 30-45
- Gender: N/A
- Occupation: Music Industry Professional
- Income Range: \$20,000-\$80,000
- Other Details: This target user has Spotify installed with the premium plan and uses playlists regularly. Fuse offers features that this demographic cares about the most. For example, this target audience will be interested in song details like musical key, tempo, and other metrics.

PERSONAS

Josh

Josh is a 21 year old student at The University of Central Florida who listens to music all the time such as when his is studying or relaxing. Josh has many playlists on his Spotify account. Some of his playlists are similar to each other and share some of the same songs. Josh wishes there was an easy way for him to combine his playlist from last month with his new releases playlist. Josh is also looking for a way to create a new playlist from the intersection of favorite tracks playlist with his instrumental playlist, so that he only has his favorite instrumental tracks. The ability to

combine playlists and create playlists that only contain songs that are in two other playlists would save him a lot of time and tedious work so that he can spend more time listening and less time editing his playlists.

Isabella

Isabella is a 32 year old musician who spends a considerable amount of time creating playlists. Some of her public Spotify playlists have over 500+ followers. She tries to make sure each playlist has a cohesive feel. Isabella wishes there was a way to see if the tracks in her party playlist all have a similar bpm/tempo. She uses the crossfade feature in the Spotify app and wishes that the transitions would feel smoother which can be achieved by identifying the key the song was played in. If she had a way to view this advanced audio information Isabella would have an easier time getting the playlist to feel just right for herself and those who listen to her playlists.