

# C.O.D.E. - Museshare

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## *Using Music to Connect*

### **Members:**

- Rohini Rege
- Wenqin Jiang
- Mingjian Zhang
- Matthew Graichen
- Tad Spencer

### **Executive Summary & Idea**

Musicians, especially college level musicians without agents, have trouble getting their names out to the public and showcasing their talents to the local world. In a University town that has such a large music scene and population of student musicians, having a common network would create a faster and more efficient method for musicians to self promote and connect with others. Many uploading and sharing avenues on the web have developed, such as Soundcloud, Bandcamp, Spotify, and YouTube; however, these services are vastly global and it becomes difficult for a musician or community of musicians in a localized area to be recognized. In recent days, musicians have primarily used personal websites and social media to publicize and share music. "Museshare" is a social network designed for musicians specifically within the University of Rochester community as well as the local city of Rochester community.

Each musician would have a "profile" on which he/she could include biographies, missions, show promotions, and previews of demos. Targeted markets would be University of Rochester River Campus, Graduate, and Eastman students. The network allows each musician to upload audio and video (professionally taken or not), linked from Youtube or Soundcloud, as well as post an event calendar and advertisements about upcoming performances. Performances could be listed on a master calendar for easier viewing and general awareness. The network organizes people according to genre, specific location, and type of musician - types including A Cappella group, Solo musician, Band, DJ, and Miscellaneous. Each profile will also include a booking function, or a "contact us" feature for outside viewers to book, or for other musicians to collaborate or coordinate jam sessions with. Local recording studios will also be able to reach out to musicians according to recording expertise. Finally, there can be an upvote/downvote system or review function that other users can use to rate other musicians.

### **Use Case 1:**

DJ Beats, a student DJ at the University of Rochester, wants to publicize himself within the city of Rochester and get to know other DJ's in the area without having to comb through the extra mass that Facebook includes. He registers with Museshare to create a profile, connect with other DJ's, and upload previews of his mixes for others to contact and request for download. University administrators, sororities, and fraternities begin to contact DJ Beats for parties and senior night gig requests. He receives messages in his inbox and is able to collect necessary information to respond

by email or phone. DJ Beats suggests affiliating Museshare with WRUR and other University radio stations, in order to increase following and local musician involvement with the radio.

## **Use Case 2:**

The Rochester School of the Arts is looking for a lively A Cappella group to entertain and teach their high school choral class. Using Museshare, they type “A cappella” into a search bar and find a list of University and local Rochester area A Cappella groups. They prefer co-ed, and when they come across After Hours Co-ed A cappella, they utilize the “Contact us/Book us” feature to send them a message with their request. They notice that on After Hours’ profile, they have listed their repertoire and their past workshop experience. Using their organized database, they are able to specifically request a set list from After Hours and book them for a workshop.

## **Use Case 3:**

Earth Tones, a band made up of students all part of a common fraternity, currently plays at a couple of campus functions as well as a few Thursday nights at The Bug Jar. While they enjoy their regular gigs at the Bug Jar, they are looking for other venues in the Rochester nightlife scene as well as other student bands to connect with. Using Museshare, the band reaches out to other local Rochester bands on the network to ask for advice, collaboration opportunities, and other possible venues. Earth Tones’ drummer is on a temporary hiatus, so the band utilizes Museshare to connect with local percussionists to try and find talent to fill the space.

## **Required Technology:**

1. Database - Museshare will keep a database of contacts for each Musician’s profile according to genre, as well as a database of previews that people have uploaded. Due to the legal issues of downloads, file sharing, and licensing, full uploads and downloads will be prohibited. The database will be managed with MySQL.
2. Server Side Framework - Apache Web Server
3. Multimedia: Users can upload video and audio clips of their work.
4. Accessibility - Screen Reader friendly; easily navigable nav bars
5. Design & Evaluate - Alpha-beta testing, user friendly, user-centered design
6. Server-Side Processing: Processing of nearby users as soon as location information is available to improve response.
7. Ajax - to use for holding multiple conversations at once with multiple musicians on the network, as well as for outside agents to contact musicians.