

SOUNDCLOUD: YET TO BE NAMED LIVE COLLABORATIVE DJ SET FEATURE

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Background

SoundCloud was founded in 2007 as an online audio distribution platform that enables its users to upload, record, promote, and share their originally-created sounds. Each month, over 175 million users listen to music on SoundCloud on its web and mobile app platforms.

Many of these users have requested a way that they can participate in, listen to, and discuss live collaborative DJ sets. Several current and now-defunct websites have offered this functionality, but none in SoundCloud's polished and clutter-free design.

Goals

To create a platform on which:

- Users will DJ together online, in real time
- Users listen/join in on this live experience
- DJs should be able to select tracks and take turns playing songs
- DJs should be able to capture and share their DJ sets
- Listeners should be able to join rooms and listen to live DJ sets

Research questions

- What features do users want to see in a live collaborative DJ set platform?
- For users currently using other music sites besides SoundCloud, what features of those sites are appealing?
- Would people coordinate being online at the same time as their friends to listen to music together?

Methodology

- User research through surveys and interviews
- Competitive/comparative analysis
- Usability testing

These are the primary characteristics of the study's participants:

- Music listeners and creators
- Age 22 to 62
- Currently use at least one online music platform
- Expresses interest in sharing music with others
- Listens to/creates music for at least 30 minutes per day

Schedule

- Recruiting: begins on July 20
- Study day: July 27
- Results delivery: July 31