inTune

PROJECT PITCH

InTune's mission is to bridge the gap between musicians and venues. InTune is a platform for users to book and find gigs as well as grow their network. musicians can book venues and venues can book musicians. Users will be able to complete the entire booking process through InTune, cutting out the middleman and making music more accessible for everyone.

PART 2:

DEFINITION, JUSTIFICATION, & EXPLORATORY RESEARCH

Currently, it is difficult for musicians to get themselves out there without having previous gigs or an established network. In addition, it is difficult for venues to find new musicians and bands that have not played in that town or have a similar fanbase as musicians that have already played that venue. Here is the issue: the same bands are getting booked at the same venues over and over, which makes it difficult for new musicians to emerge and for the current musicians to expand their fanbase. For example, Jameson Tank (an Athens rock musician) booked a gig at Loose Change in Clemson. Since Jameson played there, other musicians like him from Athens (Red Mile Road, as well as Wim Tapley and The Cannons) booked gigs at that venue. The best way for musicians to find new venues is from their friends, so these musicians continuously share the same market.

As for venues, most restaurant and bar owners do not actively immerse themselves in the music scene, so they do not know who to book to play at their venues. If these smaller venues want to book an musician, they either simply reach out to past people that have played there and ask for recommendations, further leading to these musicians sharing the same market. For new musicians, it is difficult to find out what venues are booking and how to establish themselves in the music scene. There is currently a hole in the market for smaller-scale musician booking and talent buying. Our website, In Tune, would act as an intermediary for musicians and venues, as well as independent buyers. Through this website, musicians will have the ability to create their own profile that showcases their talents so venues can get an idea of who they are and if they are a band that they would be interested in booking.

Each musician's page includes the musician's genre, photos and videos, a biography, past gigs (acting as a resume), reviews and ratings in specific categories. Musicians can also link their social media and music available on streaming services. Each musician page will have the option for musicians to upload a to calendar so venues and independent buyers can see if the musician is available to play that day. Venues will also be able to look at the musician's upcoming shows and listen to the musician themselves before they book them. In addition, musicians will also be able to look for venues. The venues will set up a page similar to the musician's, containing information and pictures.

PART 3:

COMPETITIVE ADVANTAGE REPORT

InTune is filling a void in the music community. It saves musicians and venues time and makes their lives easier. In a survey sent to musicians in Athens, as well as talent buyers and independent buyers, we found somewhat consistent statistics across the board in regards to finding new venues to play at/musicians to play at your venue and communication between venues and musicians.

A strong majority of the responses find it difficult to branch out and find new musicians and venues outside of their established network. A majority of both parties also find it stressful and time consuming to reach out to one another. Finally, a large majority of our responses said that they would find it helpful (and use it) if there was a website to ease and solve these pain points. After filling out the survey, one musician mentioned that the survey "felt like therapy" because it recognized his pain points with booking gigs as a musician.

PERSONA #1: JAKE

- Jake is 26 and is a drummer for his band from Athens, GA. He spends his weekends touring across the east coast playing at bars, breweries, and fraternity parties.
- To find gigs, he uses social media to see where other musicians with a similar fan base play at. He reaches out to those venues but has struggled to land gigs for his band. He primarily gets gigs from already established connections. Jake wants to find new venues to play at to stand out from other bands.
- He is tech-savvy but doesn't like to spend very much time online.

PERSONA #2: ERIN

- Erin is a 21 year old girl in a sorority looking for an affordable, fun, and local band to play at a party she is throwing in her backyard for her birthday.
- She is unable to provide any equipment for the band so she will need them to bring everything. Erin is more familiar with larger bands, but knows that she would not be able to hire them with her budget. She is considering asking friends if they know anyone or posting on Facebook, but she wishes there was an easier and more efficient way.
- She is very tech-savvy and spends a good amount of time online.

PERSONA #3: CARLY

- Carly is the manager at Live Wire in Athens. Live Wire is a popular event venue, but the venue also often acts as a typical bar.
- Carly is in charge of hiring musicians to play at Live Wire. She wants a diverse variety of musicians but finds it hard to find new ones in the area. She finds most by researching which musicians have played with each other in the past and networks from that network. Her budget is relatively high but not enough to hire a very well known band. She wants to create a list of various bands and musicians to play when she has an event.
- She is tech-savvy but needs to be able to find musicians quickly.

Right now, the most similar website to ours is Eclectic Artists (EA). This website allows venues/independent bookers to look at the page's roster, view musicians' profiles, and request to book the musician. However, our website is different because EA is primarily for mid to larger scale musicians that larger independent buyers use. For example, a fraternity might need a DJ, so they would use EA to hire a musician like AC Slater, who played at Bonnaroo, by having EA's rep talk to AC Slater's Booking Agent. Small scale venues and musicians do not want to jump through that many hoops, so our website would differ in that it is a direct connection between the venue and the musician. Each profile's contact interaction would act as if you are messaging a friend on social media.

Another company that offers somewhat similar services is Turnipblood Entertainment. However, it is from independent buyer to Turnipblood to the musician or their rep, so we visited their website to see what worked and what we could improve design-wise. We looked at their services tab which was split into categories such as "fraternity," "sorority," "formals," "production," and "bands." This tab was designed poorly and is misleading, so we think we can avoid confusion like this by separating the tabs into three sections: "musicians," "venues," and "independent buyers." By splitting up the people into three categories, each party can more-effectively discover and reach out to each other.

InTune stands out from competitors due to its simplicity and ease. It is accessible to people who aren't in the music industry as well as those within it. InTune is an all-in-one booking platform for gigs, from both the artist side and the venue side.