



## Abstract

The problem that we are solving is people's inability to have a say in the music playing around them in a party and other social settings. Many times, people's unique song tastes cause them to argue about which songs to play, causing people in the party not to have a good time.

Our solution is UpNext, a mobile app that allows everyone in a location to have a say in the music playing by adding any songs they want and vote on songs to change the order of the playlist.

## Problem Statement

The inability to have a say in the music playing is faced universally by everyone in a social setting. Currently, people either suffer through the bad music and subsequently have a bad experience, or they argue with the host of the party to have their phones attached to the speakers instead. Essentially, the problem arises due to the lack of mechanism to resolve conflict between each person's differing tastes in music. We are focusing on college students because they have the highest frequency in engaging in high density social gatherings compared to people in other age groups.

## Methods

Throughout the summer, in attempt to establish product-market fit, we had been constantly gathering data on how our users interact with UpNext through Firebase Analytics, as well as personal interviews and surveys with our users. Our Product Specialists had also been spreading UpNext to new users and gaining feedback from these users. In addition, using UpNext in bars in Ann Arbor had also been a good source of data and research into the features needed by bars.

## Implementation

During Fall semester, we focused on growing our user base in the Greek Life and house parties in Ann Arbor. We continued iterating our product based on how users interacted with UpNext. Our Product Specialist program also expanded and has been a consistent source of new users. We created merchandise (T-Shirts, Stickers, Banners, and Hoodies) and utilized social media campaigns to spread awareness of UpNext.

Our numbers indicate that not only are we solving a real problem for college students, our product is also loved by our users. We amassed over 1000 users in Ann Arbor, out of which 150 use UpNext weekly whenever they go out with their friends. In addition, we have two bars in Ann Arbor that use UpNext daily as their source of music.

## Reflection

As our product is updated on a regular basis, we have learned how to harness data in evaluating the effectiveness of a feature. We have also learned how to determine the source of user problems through qualitative survey. Most importantly, we have learned how to grow our user base in the most cost effective way.

## What's Next

We will continue to expand our user base in Ann Arbor through regular product improvements and guerilla marketing. In addition, we observed increased use cases in other college towns and will expand in these places in beginning of 2019. We plan to raise more rounds of funding to finance our growth.