

Nicole Hu (nsh64)

COMM 4380

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## VR Prototyping Assignment Step 1 – Tunescape

**Name:** Tunescape

**Description:** Tunescape is a virtual environment where people can listen to, curate, display, and share their favorite music with their friends. In a gallery-like room, users are able to display their favorite songs, albums, and music videos, allowing visitors to view and play the room owner's music displays.

**Audience:** The target audience for Tunescape is all music lovers, particularly those who love to create Spotify/Soundcloud/Apple Music playlists, enjoy music with friends, go to concerts, or are interested in album artwork and music videos.

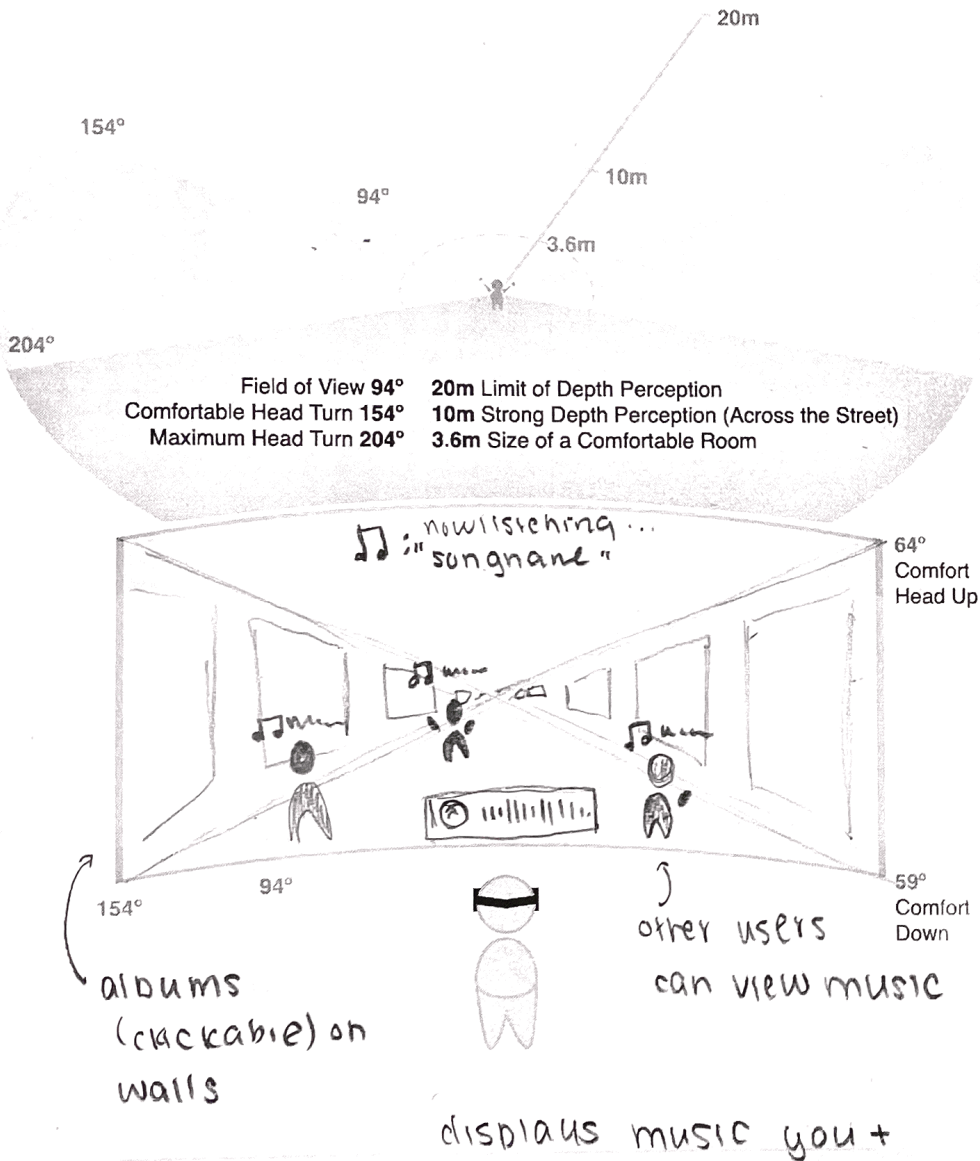
**Problem:** A lot of music lovers interact with music in a highly social manner – sharing their favorite tunes on their social media and sending playlists to their friends in order to recommend songs. While apps such as Spotify, SoundCloud, and Apple Music allow users to create playlists and share music on their social media, it is a very isolated and static process. Although Spotify has a feature which allows users to listen to the same song simultaneously, the surroundings, reactions, and viewing experience may be completely different for each person.

**Idea/Concept:** Tunescape would allow users to not only share audio, but also the *experience* of listening to music, even from miles apart. It would allow users to express themselves visually through creation and sharing of album and music video art displays. It would also allow for each user to physically interact with the music, which could be a powerful tool for music creators as well. Additionally, in the absence of in-person concert due to the global pandemic, Tunescape also provides a way for people to interact and enjoy a music set together in a virtual and similarly immersive social space. It can also be used as a podcast or album release viewing party application.

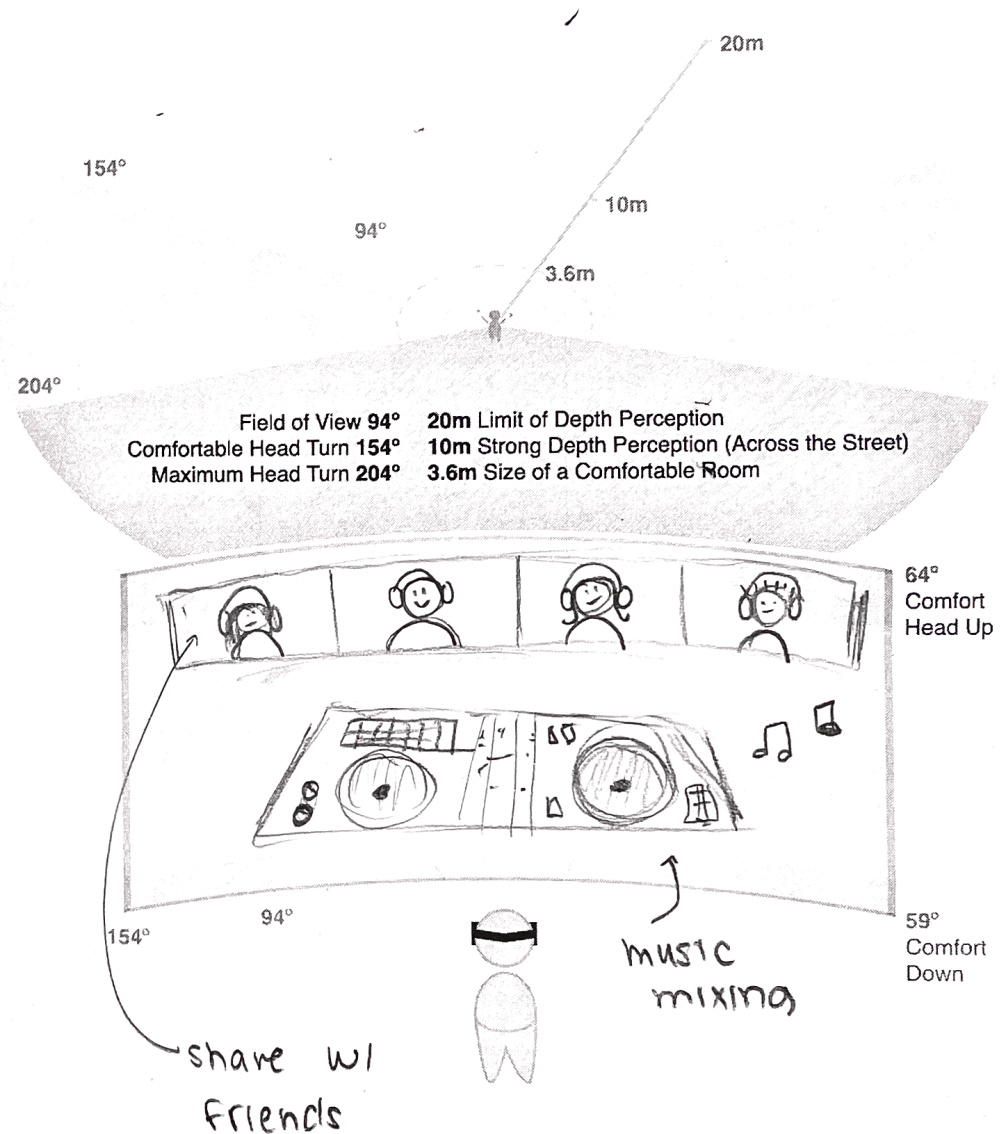
**Why VR?** VR offers an *immersive* experience comparatively to traditional music streaming and sharing platforms. It adds an enhanced layer to the way we interact with other people and music. It will also afford a compelling, dynamic new way of promoting and sharing music with friends.

**Inspiration:** Music is one of my biggest interests and inspirations. I am currently interning for Sony Music, and some of the concerns we are constantly thinking about are how we can uniquely and effectively distribute new music and increase the immersive music listening experience. Currently in the music industry, VR/AR is largely untapped. Some of the notable projects I have seen have been primarily AR Instagram and Snapchat filters for album release packages and interactive album artwork. My idea for Tunescape came from brainstorming about how we can amplify the music dissemination, release, sharing, viewing, and listening experience in a highly social manner.

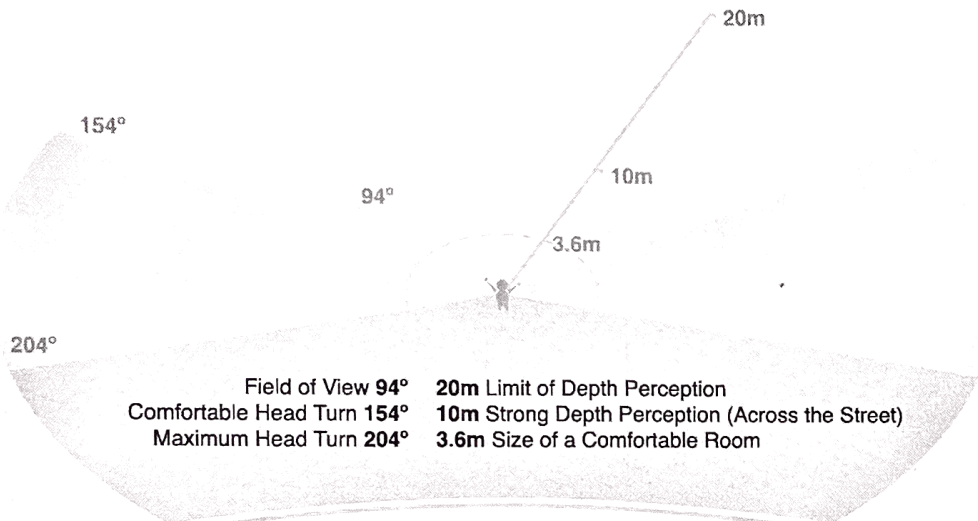
# Concept Name: Music Hall



# Concept Name: virtual DJ

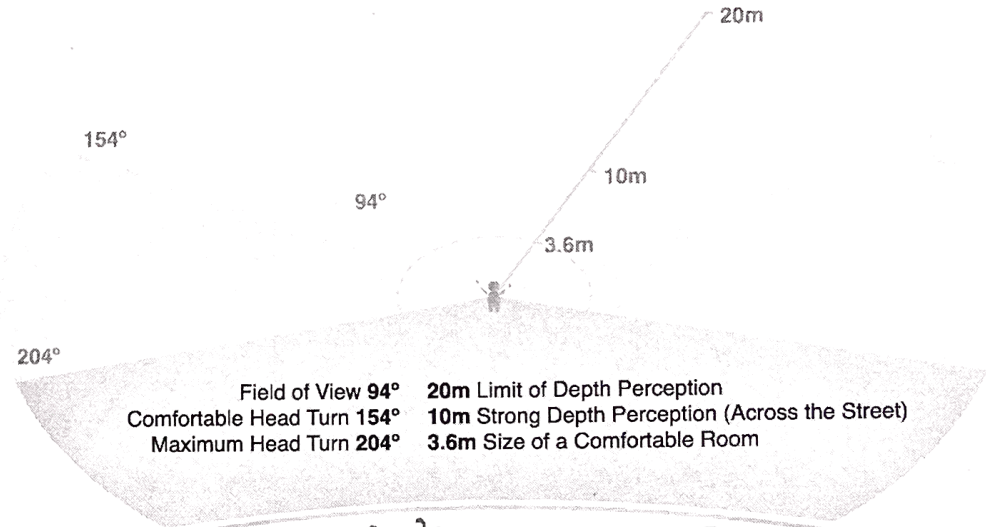


# Concept Name: AR music world



user can attach music to items. other users can play songs by interacting w/ items.

# Concept Name: album collab



users videocall + can create music playlist together and listen to.

# Concept Name: Tunescape



user can search songs to add to their "tunescape" - virtual walk-through music playlist.



songs are posted on room "walls". users can also choose room theme/aesthetic



user can invite friends to their room to enjoy music together.

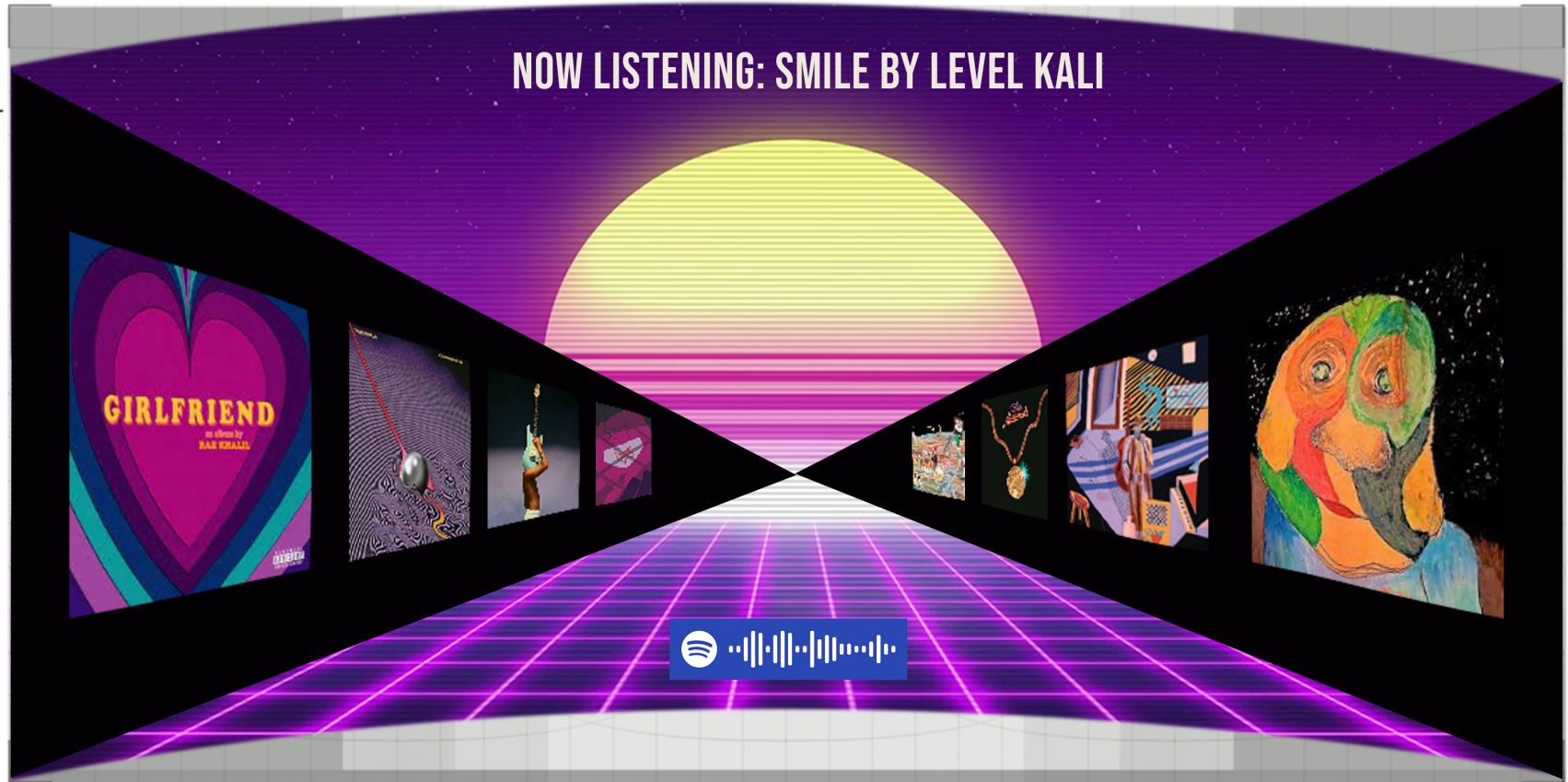
↑ sporty cool

Look up!  
What do you see if  
you look upward?

What is to your side?  
If you look left, what do you see?

What do you see in front of you?  
Casually looking around, what do you see  
in your primary view?

What is to your side?  
If you look right, what do you see?



-180 -170 -160 -150 -140 -130 -120 -110 -100 -90 -80 -70 -60 -50 -40 -30 -20 -10 0 10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180

What is behind you?  
If you twist your torso and  
look over your *left* shoulder,  
what would you see?

What is behind you?  
If you twist your torso and  
look over your *right* shoulder,  
what would you see?

90  
80  
70  
60  
50  
40  
30  
20  
10  
0  
-10  
-20  
-30  
-40  
-50  
-60  
-70  
-80  
-90  
Look down!