

# TWITTER #MUSIC RENOVATION

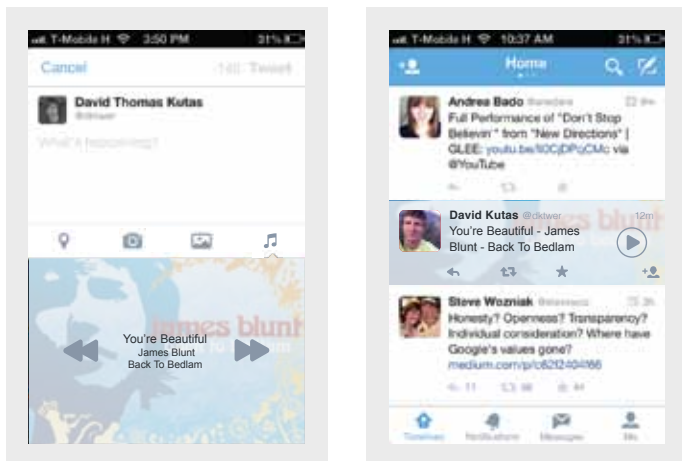
## CONCEPT DESCRIPTION WITH ILLUSTRATIONS ABOUT HOW TO REDEFINE TWITTER #MUSIC

### INTRODUCTION

Twitter #Music has just failed. However, the need to discover and share music is still there, and it has resulted in a vacuum. Despite of its failure, the idea was great, but the concept was faulty. Music should be brought to the users, and hyperlocal solutions should be applied with other integrated features. In the next few sections, some important features of my concept will be introduced with illustrations.

### FEATURES

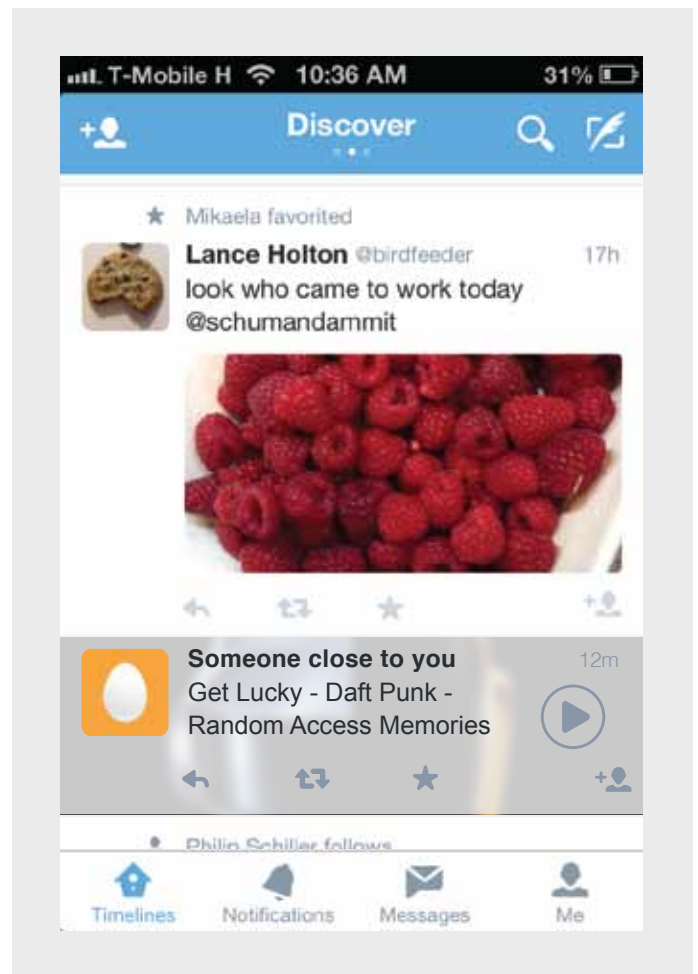
In the new tweet composer interface a new sharing option should be added: music. If you share music, your followers can discover it in their timeline.



Your personal page should contain your music information. It should suggest to add your Spotify or Rdio account to play full tracks.

On the Discover page, you could see what other people are listening to and sharing around you. This feature can be achieved through hyperlocal solutions and connected services.

One more page should be added to the header menu: Music. This would contain all the features from the old Twitter #Music application.



### CONCLUSION

Music should be brought to the users, rather than users having to go to music. Through my above-mentioned solutions this aim can be achieved.

With my solutions real time interactions can be created which raise the cool factor, and it also generates more and more new music tweets. In this way, you can get know music from others through Twitter, Twitter can learn your style, and it can suggest music to your taste. Through your sharing, others can also get more suggestions, and Twitter can refer users to other services (iTunes, Spotify, Rdio) and consequently it generates revenue.

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