



Dubseed Version 3.0 User Research Findings

The purpose of this document is to outline the high level findings from 10 user interviews. These conclusive results are intended to guide the next phase of Dubseed's growth and strategy. Topics mainly focus on producers and/or DJs opinions about online music marketplaces, but also touch on their opinions about the current version of Dubseed. The following are summarized results compiled from all 10 surveys.

Dubseed Traffic

Users typically hear about Dubseed from three main sources:

1. Search Engine results: Those interested in Native Instruments new .stem format came across Dubseed by searching for terms related specifically to the format, or less specifically for places to share or sell .stem content. Strong SEO is a cost effective approach to ensure that those searching for anything related to stems will come across Dubseed.
2. Via Native Instruments: Either through their facebook page, twitter, or the stems-music website where Dubseed is listed as the only community website for stems. Building a strong relationship with Native is once again a cost effective and highly strategic move that will help to market Dubseed.
3. Blogs: As the site starts to grow aesthetically and in terms of users, we hope to gain the attention of blogs more naturally.
4. Word of mouth: Friends tell friends... who then tell friends.

Demographic Breakdown

As shown in the statistics below, a majority of Dubseed's user's (70%) both produce music and DJ. This further enforces that by adding sample packs to our platform, we will accommodate to more of our users needs. The following is a breakdown of users on Dubseed:

- a. Exclusively producers: 20%
- b. Exclusively DJs: 10%
- c. Both DJs and producers: 70%
- d. Neither: 0%

Spending Habits

The average producer/DJ spends about \$89.50 per month on any combination of the following:

1. Music
2. Hardware (Gear for making and playing music)
3. DAWs
4. VST/Plugins
5. Sample Packs/Stems
6. Distribution

Spending Locations

Users are consuming music/samples from the following marketplaces:

1. Both DJs and Producers spend a lot of time on Beatport searching for everything from samples to stems and HQ tracks. These findings open doors to new opportunities considering that Beatport is in a vulnerable space and consumers may soon start searching for a more reliable store.
2. For full tracks consumers typically turn to Beatport, Juno, Traxsource, Discog, Amazon, Google, and Itunes.
3. For samples, consumers typically turn to Big Fish, Function loops, and loopmasters, and Prime loops.
4. Consumers almost always purchase plugins directly from the manufacturers website.

Most Favorable Music Marketplace Features

The following are key points, highlighting what consumers enjoyed *most* about the marketplaces listed above (in no apparent order):

1. Content: Users want a wide selection of high quality music, spanning different genres and sounds. Content that is exclusive, or does not sound like the 'generic' songs/samples that you may find on other websites is especially important. Exclusivity and diversity are two areas where Dubseed excels by allowing our users to upload their own content. This should continue to be a focus of our business model.
2. Aesthetic and UX: Users spending a lot of time on a platform want something that looks and feels comfortable. This is an area where Dubseed could eventually stand out considering that most competitors (especially on the sample pack side) have extremely outdated websites both in terms of look and functionality.
3. Search/browse/and filter: An astonishing amount of feedback mentioned this as being crucial to any music marketplace. Dubseed still needs to grown in this area.
4. Recommendations: Users want specific and targeted content that they will really dig. One person hit the nail on the head by saying he wants us to bring him content instead of him having to find it.
5. Accessibility of the player: meaning it should never disrupt a user's view (as some pop up players often do), or stop playing as the user navigates between pages. Dubseeds player avoids both of these frustrations.
6. The ability to create crates and playlists.

Least Favorable Music Marketplace Features

The following are key points, highlighting what consumers enjoyed *least* about the marketplaces listed above (in no apparent order):

1. Notifications or 'in your face' emails: Users do not want content or information being crammed down their throats. Irrelevant emails/updates, or ones that are not specifically targeted or relatable are more irritating than they are beneficial.
2. Irrelevant content: Once again playing off of the importance of search and filter capabilities. Users want to find specific content that is pertinent to them and their interests.

3. Affordability: Not all users want to spend upwards of \$40 on a sample pack in which they only use a portion of the content.
4. Transparency: This is not a hard one to pull off and is a top priority . Many musicians do not support Beatport because they do not trust the company or their business model. Dubseed on the other hand should strive to have an open and honest community amongst all of their users.

Dubseed Positives

What do users enjoy most about Dubseed?

1. User Experience: User's enjoy the simplicity of the layout, and especially like the separate modules of information. The stem player is also a major focal point, and something that many users have only found on Dubseed.
2. Community: A close knit community and frequent interactions with our users influences them to continuously return to Dubseed. This is the reason why our return rate is higher than most music websites.
3. Content: Users enjoy the diversity of our content and that it spans across multiple genres. They also like the accessibility and ability for any musician to sell content through Dubseed.

Dubseed Negatives

What do users enjoy least about Dubseed?

1. Lack of search and filter functionality: This is a top priority we should address as it is clearly something users want not only on Dubseed, but across all music marketplaces.
2. More content. This will become possible once we implement xml feeds that connect us to other distributors, and once we begin distributing sample packs and other forms of new media.
3. Blogs/Forums. A lot of beta testers asked for something like this. I think it is a great idea that will further bring our community together.

4. More remix contests: Pretty self explanatory. This is an area I am really excited for. As I have mentioned before, a marketplace, distribution chain, and piracy solution are perfect combinations for hosting feasible and secure remix contents.

New Business Model

In order to determine the next phase in Dubseed's business model, we asked the following question: "When it comes to purchasing stems, samples, synth patches, etc, would you rather pay per individual content, or pay a monthly subscription that allows you to download a considerable amount of content for a set monthly fee?"

1. 85% would rather pay a monthly subscription as opposed to purchasing individual tracks. Splice Sounds currently follows and extremely similar model to which the reviews and feedback have been very positive.
 - a. This depends a lot on the quality of the content, and the amount one is able to download per month.
2. 15% Would not not want a monthly subscription and would rather pay per track.
 - a. Some users are hesitant to make this sort of commitment, especially one that is recurring on a monthly basis.

Potential Subscription Costs

How much would customers pay for a monthly subscription?

1. Values
 - a. \$5.00-\$10.00/ Month
 - b. \$40.00/ Month
 - c. \$10.00/ Month
 - d. \$15/ Month
 - e. \$20/ Month
 - f. \$25/ Month
 - g. \$20.00/ Month
 - h. \$20.00-\$30.00/ Month
2. Average
 - a. \$20.31/ Month

Survey results ranking the features users would want on an ideal music marketplace from most important to least important (1 being the most important and 10 being the least important):

	Westley	Patrick	Noel	Nate	Maurizio	Jacob	Isaac	Holger	Alden	Dennis
Search/Filter	2	1	1	2	1	1	2	2	1	1
Recommendations	5	2	9	1	3	2	6	3	2	9
Featured Content	8	3	10	4	2	7	3	10	4	4
Social Interactions	7	10	3	7	10	8	8	9	9	3
Liking Tracks	9	5	5	6	8	10	4	8	8	10
Following Artists	3	4	4	3	4	3	7	5	5	5
Sharing Content	1	8	2	9	6	5	10	1	6	2
Top 10	10	7	6	5	5	4	5	7	3	7
Commenting	6	9	7	8	7	9	9	6	7	6
News Feed	4	6	8	10	9	6	1	4	10	8

Overall survey results:

Ranking	Feature	Total Votes
1	Search/Filter	14
2	Recommendations	42
3	Following Artists	43
4	Sharing Content	50
5	Featured Content	55
6	Top 10	59
7	News Feed	66
8	Liking Tracks	73
9	Social Interactions	74
10	Commenting	74

Conclusion

Thank you to all those who participated in this survey. Your feedback directly influences the success and direction of Dubseed, and for that, we are eternally grateful. We look forward to reaching out to you soon with any further questions and/or beta tests. PEACE