PROJECT OF PERSONAL

# Shazam

Shazam is a music search engine capable of discovering the title and artist of ALMOST any song in a matter of seconds

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THE OPPORTUNITY

## Most common use cases of Shazam last less than half a minute

→ suggesting that users are identifying a song, then immediately bounce to a different app to collect or listen

PROMPT

## Shazam can increase the retention on their app by providing more services to help users discover more music.

PROTOTYPE

## Experiencance is the best teacher

No sounds! Do didn't quite catch that. Try Again / These are the most frustrating words to see as time ticks over and you struggle to identify the song playing. As a music lover and serial "Shazammer" this experience was very often my reality.

THE PROCESS

- Discover: Research Phase
- Define: Synthesize Phase
- Develop: Ideate Phase
- Deliver: Implement Phase
- Next Steps

DIVERGENT THINKING
CONVERGENT THINKING
DIVERGENT THINKING
CONVERGENT THINKING
DIGITAL MARKETING
Research
SYNTHESIS
METRICS
Design
IDEATION
PROTOTYPING
TESTING
MARKETING RESEARCH
INDUSTRY REPORTS
AND MORE
AND MORE
COMPETITOR ANALYSIS
TRENDS
USER INTERVIEWS
FOR YOUR
COMPETITORS
CONTENT MARKETING
CULTURE, PERSPECTIVES
IDEATION
AND MORE
AND MORE
LIFE HACKS
CONTENT
CONTENT
PERSONAL PERSPECTIVES
PERSONAL PERSPECTIVES
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