Spotify
CASSETTES

Spotify Cassettes

OUR TEAM

Marcus
3D printed Spotify code keychain
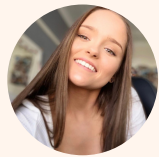
Bowie
Laser cut Spotify card

Bree
3D printed iPhone case

Taylah
3D printed cup holder

Gabbi
3D printed Eiffel tower model

Charlee
Laser cut sketch/image onto a key chain

Milli
Digital Embroidery of song lyrics

James
ChatGPT + Midjourney Website

Luke
Midjourney + DALL-E oil paint film-art postcards

THE PROJECT

Individual, laser etched 'cassettes' display a Spotify code which can be scanned through a devices camera to open the song on Spotify.

A set of 10 cassettes will be placed in a 3D printed holder/box which will display another Spotify code on the exterior that will link to a playlist made up of the songs on the cassettes.

The playlist will be determined by chatGPT based on a genre/emotion/artist.

EMERGENT MEDIAS

Tangible Media:
Laser Cutting
3D Printer

Virtual Media: ChatGPT for song choices and GPT-3 Playground for marketing, copywrite, etc. ChatGPT generation for our public website.
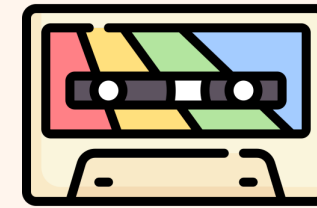
OUR AUDIENCE

Customer Profiles:

Existing Spotify Users

Majority of Spotify users are under 35.

The Gifter

Someone buying as a gift for others.

Retro Music Tech Lovers

Any Spotify user who enjoys retro tech.

People looking for unique ways to enjoy music

Spotify users wanting something unique.

Connecting with our Customers via:

TikTok

Majority of users are between 18 and 24 years old.

Multi Page Website

Average user age of webpages is higher than social media platforms. Also much more users.

COMPETITIVE SET

1. THINGIVERSE

A useful resource for seeing what other users have designed using similar technologies and determining whether our design is feasible.

2.SOUNDCLOUD

Soundcloud's audio player is shaped by the waveforms of the song that is currently playing. This UI element inspired us to investigate how we could make use of this one-of-a-kind art form, which led us to Spotify codes.

3.THE RESURGENCE OF TANGIBLE AUDIO MEDIUMS

After decades of stagnation, vinyl and CD sales are now increasing, and cassette culture is regaining public attention. In a world dominated by streaming services and digital consumption, this desire for music in a more tangible environment inspired us to create this design that combines the virtual (Spotify code) and physical (3D printed cassette) worlds.

PROJECT MOOD BOARD

PROJECT TIMELINE

Group Tasks	Week 1	2	Assm. 1 due 3	4	5	Recess 6	7	8	Assm. 2 due, project operational 9
Gather team members									
Develop project idea									
Work on project pitch document									
Develop pitch presentation									
Create social media page									
Contribute content to social media					new post	new post	new post	new post	new post
Create website									
Contribute content to website					new post		new post		new post
Work on slides for 10-min team demo									
Allocating positions for team demo									
Rehearsing team demo									

BUDGET & CHALLENGES

BUDGET

- Basing our budget model on the current prices of material at Koenig Machinery, we can estimate that one 10-pack of cassettes including a playlist box will cost $30-35.

Cassettes
- size = 100.5mm x 64mm PER Cassette
- material = $10.59 per piece of 4.3mm MDF Plywood - sheet size: 300x600mm

Playlist box
- size = 110mmx450mm - allowing for 10 cassettes
- material = filament (supplied by UOW)

CHALLENGES

- Potential shipping delays from Koenig
- Generating demand for the product
- Quality control measures - ensuring each cassette is correctly etched with a functional code
- Time management of production
- Lacking technical expertise