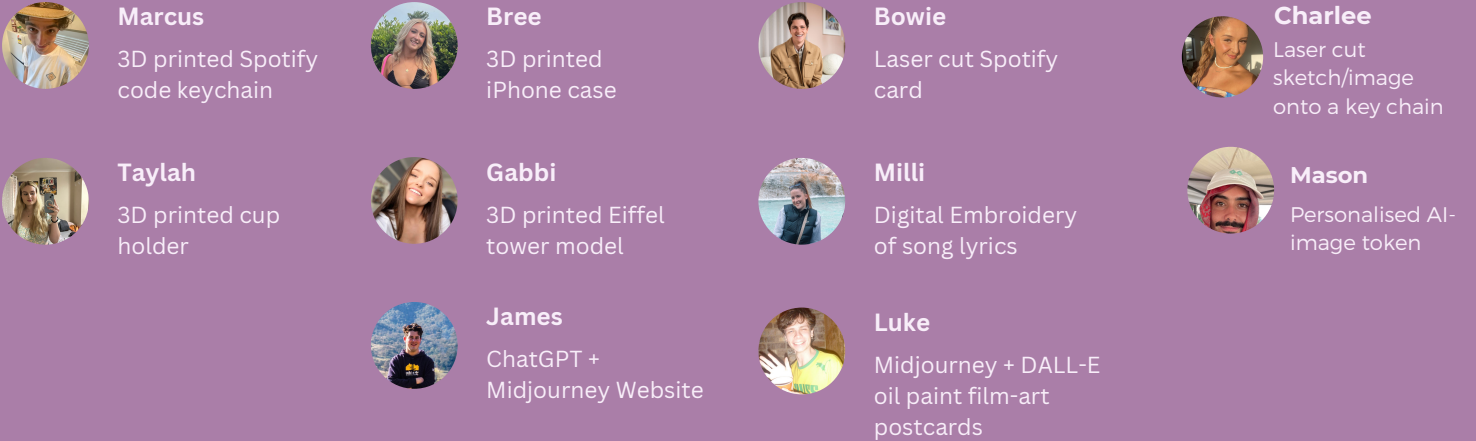




BCM 112: EMERGENT MEDIA
UNIVERSITY OF WOLLONGONG

TEAM MEMBERS & THE PROJECT



Tapeify Cassettes is made up of individual, laser etched 'cassettes' displaying a Spotify code which can be scanned through the Spotify app camera to open the song on Spotify.

Each cassette will also display a NFC sticker to allow users to tap the circle with their phone, opening the song automatically.

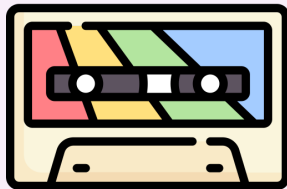
A set of 10 cassettes will be placed in a 3D-printed box with a lid.

The playlist will be determined by a users' input (genre, emotion, artist) into our very own AI bot.

AUDIENCE OVERVIEW

OUR TARGET AUDIENCE

We are particularly targeting young people currently riding the retro music revival wave. Through its overwhelming music catalogue, Spotify promotes passive listening practices and disconnects the listener with their favourite tunes. It has been proven physical encapsulations of music directs more time and appreciation.



SOCIAL UTILITY

Our product acts as a unique and personalised gift that can express one's musical taste. By combining modern and retro technology we have created a product which would typically be reserved for a niche market, but have opened up to 489 million existing Spotify users, retro tech lovers, and those looking for a personalised gift. Our chat bot makes it simple for customers of any technical ability to generate the perfect product based on their music preferences.

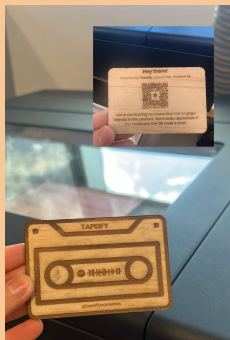
PROJECT ACHIEVEMENTS

PROJECT TIMELINE

Tapeify Cassettes blends Spotify's music quality and vast library with a retro cassette design for a meaningful listening experience. Our website's AI assistant generates personalised cassette playlists based on user prompts. Users can preview songs and purchase a laser-etched set of tapes packaged in a 3D-printed display box. This user-friendly process is accessible to all ages and technical abilities.

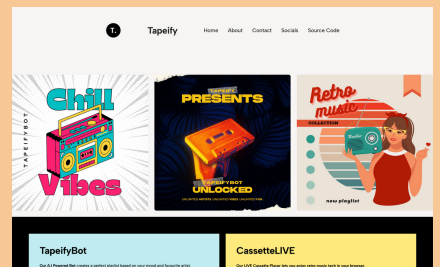
TASK

PHASE 01 CREATION OF PROTOTYPES

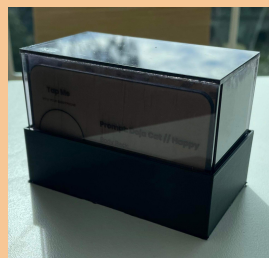


PHASE 02 CREATION OF WEBSITE, AI BOT, CRAFTING THE CASSETTES, MAKING CASSETTE BOX LID

CREATION OF WEBSITE, AI BOT, CRAFTING THE CASSETTES, MAKING CASSETTE BOX LID



PHASE 03 FINISHING TOUCHES, INTRODUCING THE BLACK VERSION - MORE FINISHED, ADAPTING NFC TAGS AND CREATING NEW DESIGN FOR OUR CASSETTES



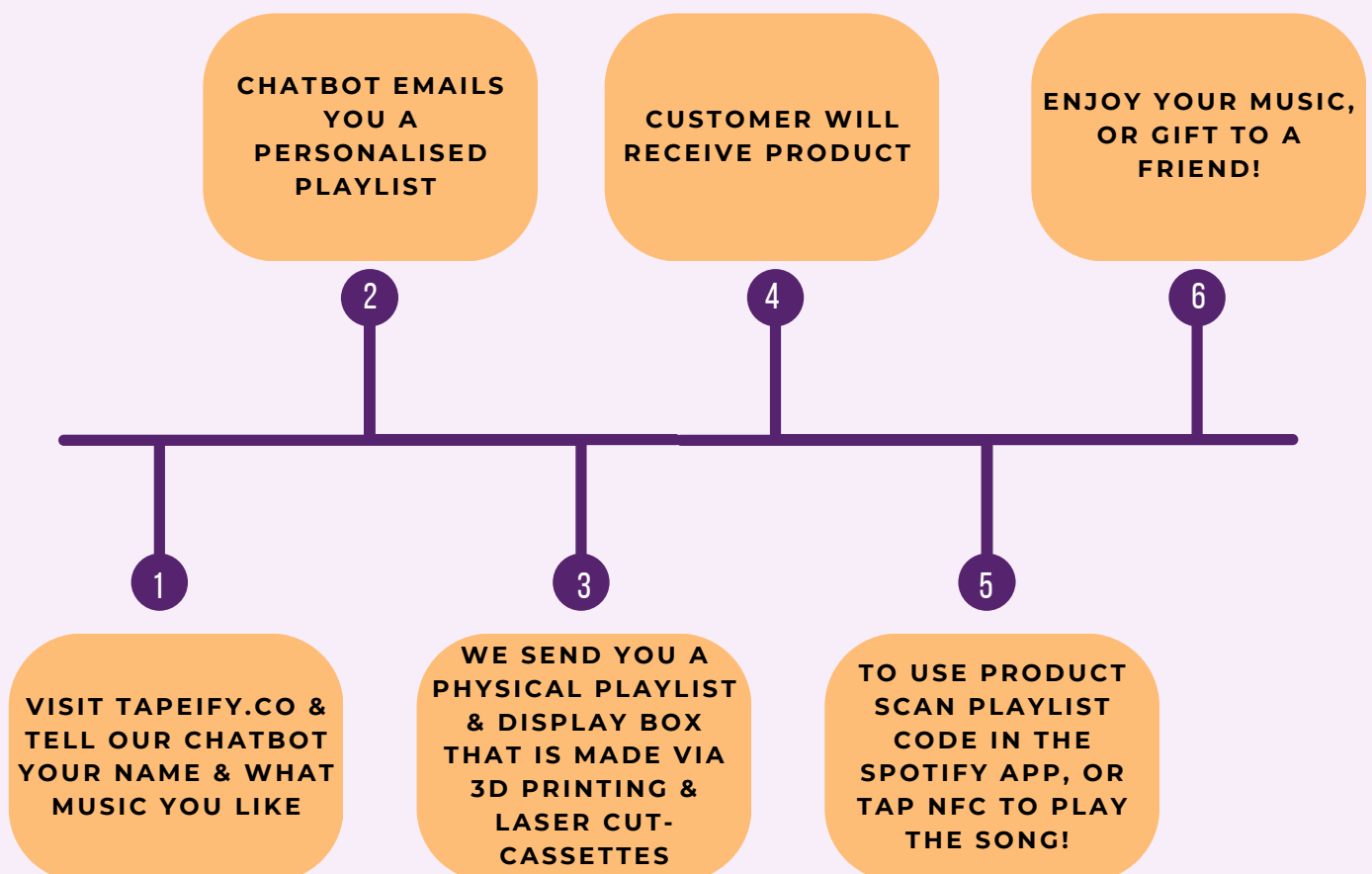
WHAT IS TAPEIFY CASSETTES & HOW DO YOU USE IT?

Tapeify was originally envisioned as a product to give as a gift. It was a way for people to have a physical token to represent the music they love in an aesthetically pleasing and retro influenced way.

Users would be able to use a Spotify code or QR code to scan and open their personalised playlist.

However, with the saturation of new technology beginning to complicate the user experience, we decided to develop a solution that could streamline and simplify this for our customers.

This led us to incorporate NFC tags into our product, meaning that the user will have instant, easy access to their favourite music, simply by tapping their phone on the cassette.



PRODUCTION TIMELINE

EVOLUTION OF PRODUCTION: Our production of Tapeify Cassettes has evolved significantly. We worked with laser cutters, 3D printers, NFC tags, and AI, honing our craftsmanship and immersing ourselves in the technology, which played a vital role in our final product.

TASK

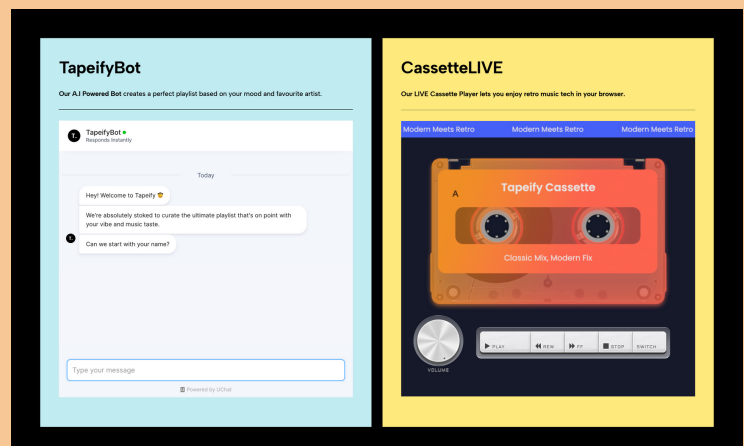
1. LASER CUTTING

DEVELOPMENT OF CASSETTE TAPS VIA THE LASER CUTTER USING BEAM STUDIO



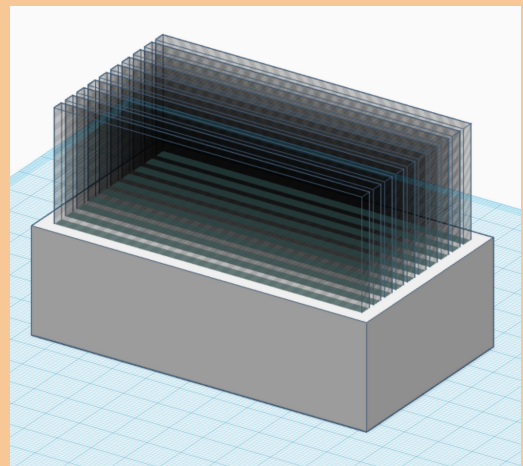
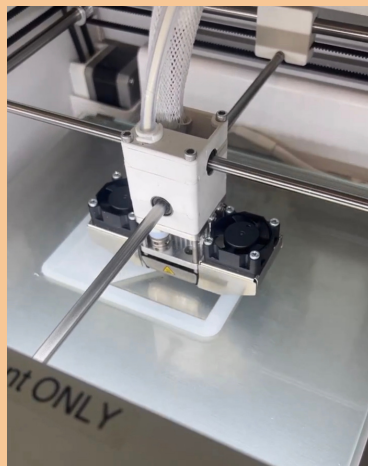
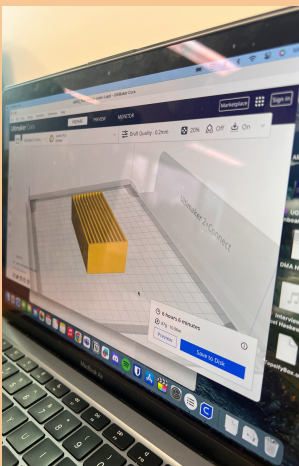
2. ARTIFICIAL INTELLIGENCE

CREATION OF AI BOT & USE OF CHAT GPT & USE OF NFC TAGS



3. 3D PRINTING

CREATION AND DEVELOPMENT OF OUR CASSETTE BOX VIA 3D PRINTING USE TINKERCAD



MEDIA TOUCH POINTS



TIKTOK (Algorithmic Feed)

Used for:

- Project updates
- Introduction of Production



INSTAGRAM (Algorithmic Feed)

Used for:

- Showing the design process
- Posting teasers to our target market



LINKTREE (file/material sharing account)

Used for:

- Media directory
- Tool to assess interaction



TAPEIFY WEBSITE & CHATBOT - tapeify.co (Multi Page Website)

Used for:

- Core function of generating customer's music playlist via AI Bot
- Marketing and Selling our product via website
- Provide more information and support for our product

What is your overall communication story, theme and voice, and how does it reflect your audience?

Tapeify's story revolves around the unique experience of listening to music on cassettes, but using industry leading technology. We blended a mix of aesthetics, showcasing the beauty of vintage cassette tapes while incorporating modern design elements in our social media and website. We are passionate about connecting our modern music lovers to different ways of listening to their favourite artist and music.

How have your media touch points evolved over the entire session as you've received feedback from your audience?

Our social media landscape has witnessed significant evolution. We have curated visually appealing content, enabling enhanced audience engagement through interactive features like polls and questionnaires.

Our website now features social media links, and an upgraded TapeifyBot, capable of curating playlists based on unlimited artists or moods/vibes. The integration of ChatGPT enables comprehensive question answering. Customers now receive a personalised playlist via email along with a convenient cassette purchase link.

RESULTS

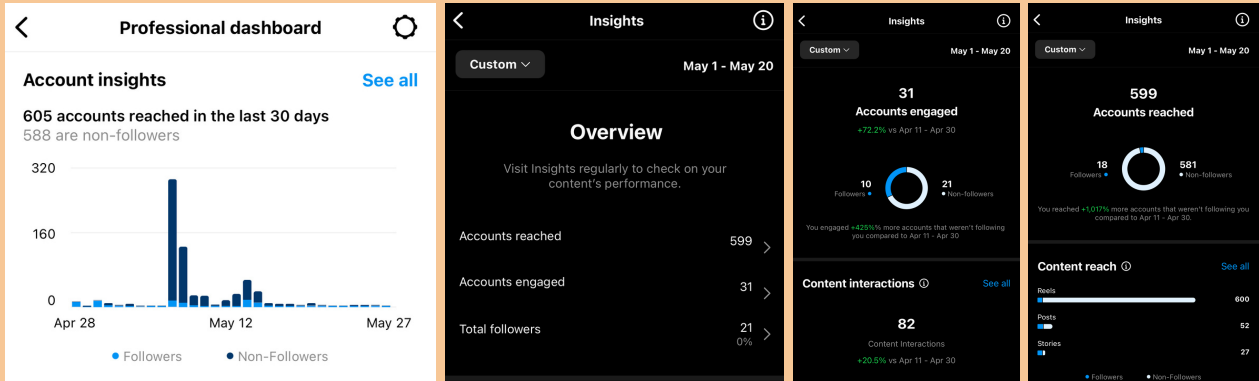
SOCIAL MEDIA & WEBSITE INTERACTION

MEDIA

INSTAGRAM

INSTAGRAM ANALYTICS - MAY 1 - MAY 22 (WEEK 9-12)

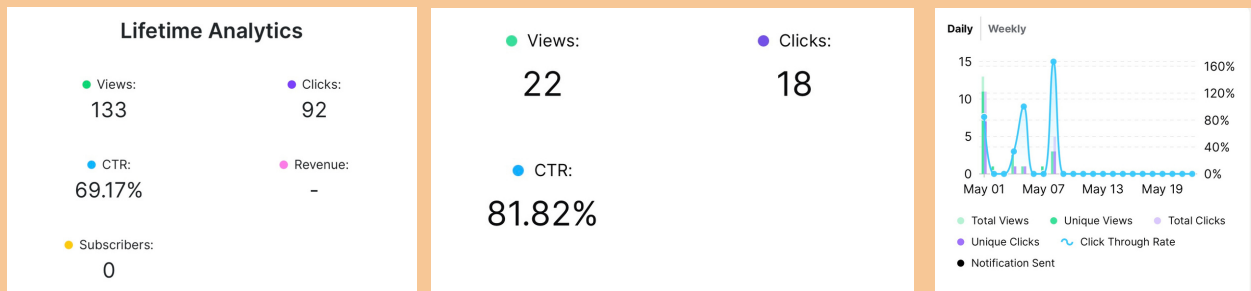
INTERACTION



LINKTREE

LINKTREE ANALYTICS - MAY 1 - MAY 22 (WEEK 9-12)

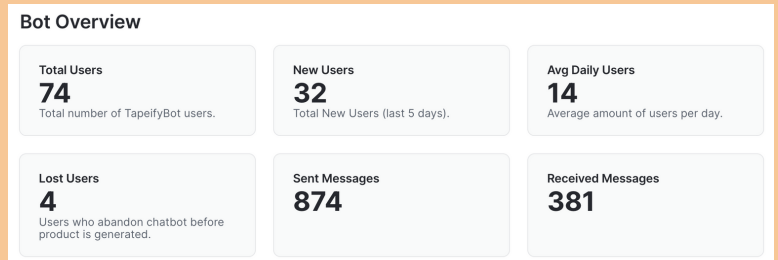
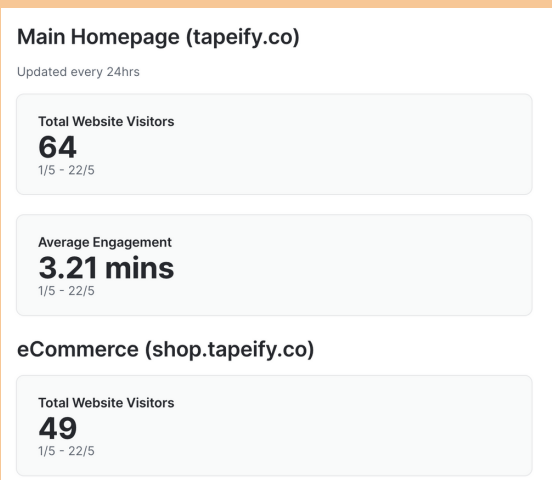
ANALYTICS



TAPEIFY. CO

TAPEIFY ANALYTICS - MAY 1 - MAY 22 (WEEK 9-12)

WEBSITE & CHATBOT ANALYTICS



PLANNING & REFINING



MANUAL ENTRY OF CASSETTES

- Having to do each cassette Individually
- Time consuming
- See if a generator could exist or be possible



NEW ADDITION OF CHAT BOT

- More accurate and tailored to each persons prompts
- Due to it having access to 80 million songs on Spotify it can take up to 5 minutes for a playlist to generate.
- Solution to this was to get email address from user that the bot will then send a notification when playlist is ready and a link that you're able to purchase physical cassette set from.



LID & CASSETTE BOX ISSUES

- Difficulties sourcing acrylic, leading to us not being able to properly refine and perfect.
- Allowed for only one prototype
- Software that was used to create the pattern to laser cut the lid wasn't accurate enough.
- Having to print another version of cassette box to work with the lid - creating a more sturdy and robust lid for consumer convenience.

PROJECT SUSTAINABILITY PLAN

MOVING FORWARD: TAPEIFY - OPEN SOURCE

Ensuring project sustainability is paramount for the long-term success of Tapeify. As the end of the semester approaches, proactive measures have been taken to secure the project's continuity. By establishing an open-source code page on the Tapeify website and social media, all assets and code have been made accessible for future developers or remixers to leverage and create their own Tapeify-inspired projects. This approach fosters a collaborative community, encouraging innovation and evolution of the project beyond its initial implementation, making it a sustainable and evolving venture.

Our A.I chatbot and website will continue to function after our official project comes to an end. This still achieves social utility for customers by helping to create hyper-personalised Spotify playlists based on their unique artists and mood.

Tapeify > Source Code

At Tapeify, we want to inspire others to build products and services that make life more fun.

Our source code for our A.I Bot, LIVE Cassette and Website Code are available below. You'll also find templates for our laser cut physical cassettes and social media posts too. Most content is free of copyright and is held under the *Creative Commons 0* Licence (CC.0). We do ask that you provide attribution for any direct duplications. Please see below table addressing copyright of our assets and code.

Via tapeify.co/source-code

Wrap-up

Our team has spent 13 weeks developing a revolutionary music product. We've worked hard, collaborated, and used social media to generate excitement.

Join us on TikTok, Instagram, Spotify, and our website

@TAPEIFYCASSETTES.