Tune in Together

SI 429, Winter 2025
Oak Group
Dr. Thomas

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Our Pitch

Ever dreamed of hitting up a certain festival, but your friends won't drop the bag on it? Or maybe there's a local concert you're dying to see, but no one else in your crew is down? If this sounds like you, we'd like you to meet Tune in Together - the first app built to help you find the perfect concert buddy!

Our platform utilizes similar design features to many popular dating apps, letting users 'match' with others who share their concert vibes. Are you a 'Barricade Warrior' who camps out for hours to be front row? We've got someone for you. More of a 'Crowd Drifter' who'd rather walk and socialize during the show? Look no further!

Our goal at Tune in Together is to create a safe, secure space where music lovers can connect with others who share their tastes - and coordinate transportation and meet-ups for the shows they're attending. All matches go through a trusted screening process, so users can focus on the music, not the stress.

Ultimately, the app aims to ease the loneliness and logistical challenges that many concert-goers face when attending events solo. Tune in Together brings together a diverse community of music fans who can enhance each other's concert experiences and even build real friendships - all through a shared passion for music.

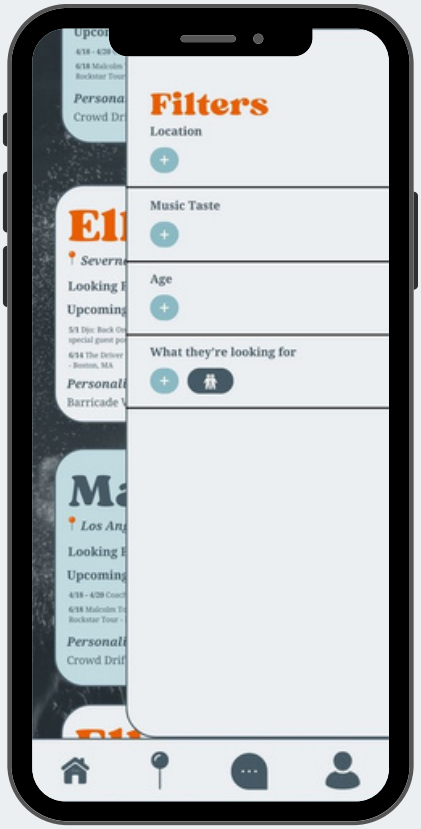
Platform Design

Explore Page

Tune in Together's explore page allows users to scroll through a range of profiles and decide whether or not to 'Match' with them - a process which will be discussed in greater detail later on. Here, users can see snippets of others' profiles, including their name, age, location, what they're looking for on the app (e.g., friends to wait in line with or transportation), upcoming shows that they're attending, and their personality type. For instance, 'Barricade Warrior' indicates someone who will wait for hours to secure a front-row spot at shows. Although each user is encouraged to contribute such information to build-out their profiles, it's likely that some will disclose more than others, as only name, age, what they're looking for, and upcoming shows are required (Kraut & Resnick, 2012).

Adding Filters

Users can add filters to more easily find certain types of people. Some categories we thought were relevant included location (filtering for specific proximity range), music taste, age, and what they're looking for (friend, ride, etc). The bottom row shows what it looks like when someone added a filter. This feature helps create a sense of assumed common ground between users, helping them to facilate faster connections (Sheng & Kairam, 2020)



Platform Design

Interactive Map

Tune in Together's interactive map feature affords users the opportunity to find others with similar interests who are also in close proximity to them. Specifically, while Tune in Together *requests* that users share their general location (county-based), the platform *refuses* them the ability to disclose their specific address (Davis & Chouinard, 2017). Users may also opt-out of sharing their location with Tune in Together entirely, which will disable the platform's map feature on their device.

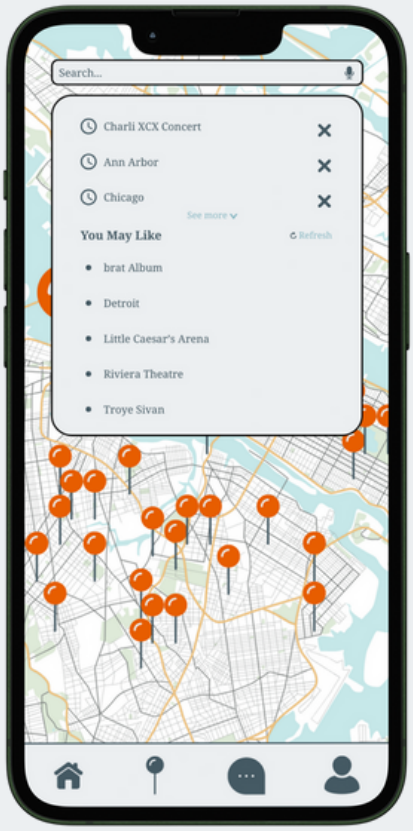
'Matching' With Users

TuneIn Together's Matching page appears when two users express a shared interest in getting to know each other. The explore page algorithm will show users profiles that have similar personalities, interests, and needs. To express their interest, users can swipe right on a profile on the explore page. If both users swipe right, the Matched page will appear. This action is inspired by similar connection platforms – if users have already performed this action on other platforms they will be able to recall the action again (Nielsen, 2024). On the Match page, users have the choice to chat with them, send a Quick Chat emoji (smile, wave, celebration, or heart), or exit out of the page. All matches then appear in the Chat page where users can choose to chat or access their expanded profiles.

Platform Design

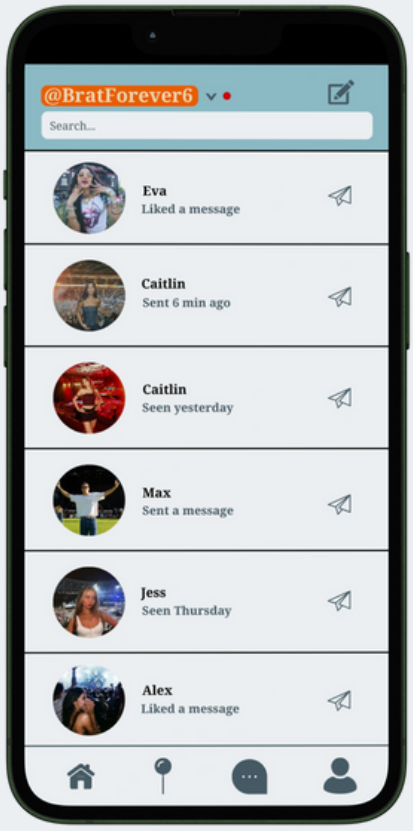
Search Page

The search page of the app uses both technical and social features to help users discover and connect with others who share their interests. The page includes a dynamic search bar with query suggestions and a personalized "You May Like" section powered by recent searches and user preferences. These features support the exploration and discovery of people who will engage with the same artists, venues, and events. Socially, the interface fosters interest-based browsing. For example, @BratForever6 has been seen searching for people going to a Charli XCX concert, which prompts our search queries to recommend things like Troye Sivan, which taps into fandom culture and encourages users to explore communities around shared tastes. These features help users not only find events but also feel part of a broader music-loving network, making the experience socially rich and contextually relevant.



Chat Page

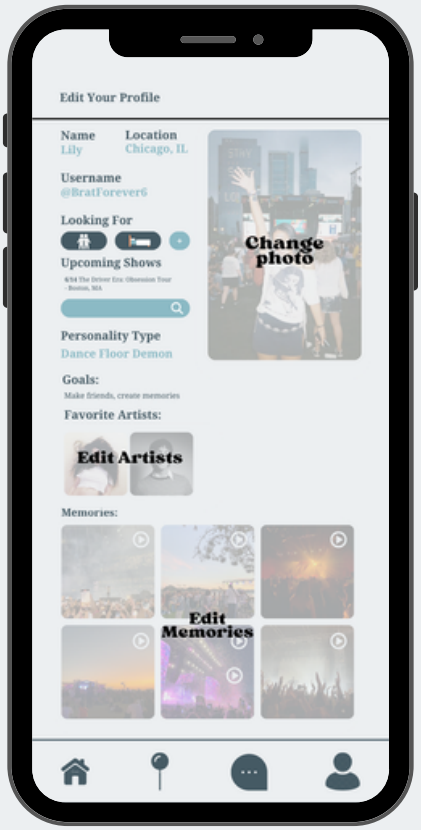
The chat page displays the next step after becoming a “Match.” The Chat page provides a space for direct communication between users. Technically, the chat list displays user activity ("sent 6 min ago," "seen yesterday") and profile pictures that offer cues for engagement and availability. The search bar allows for easy navigation through conversations. Socially, the design promotes identity signaling, easygoing interaction, and visibility, which helps users gauge mutual interest and comfort. This combination of real-time messaging with interest-aligned profiles encourages users to form meaningful connections based on shared concert experiences, ultimately fostering a safe, engaging, and community-driven platform.



Platform Design

Editing Your Profile

To create your profile, the following screen demonstrates how you can edit each section, including upcoming shows, artists, goals, personality type, and photos. With these tailored categories, we hope users can create a “personal front” that elicits their unique passion and interests in music (Bruckman, 2022). By having users show a decent amount of personal information, we hope that other people are able to understand their personality on a deeper level and choose people they truly think they will connect with.



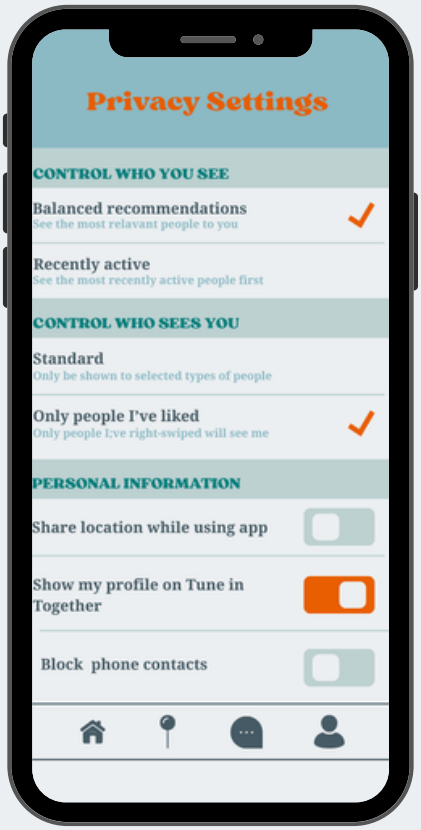
Expanded Profile

The expanded profile page allows users to get a closer look at their own as well as other user’s profiles. It features a profile photo, their basic information (name, username, location), what they’re looking for (ride, friends, etc.), upcoming shows, their personality type, and goals. Users can then feature their top five artists and their favorite concert memories. By being able to personalize profiles, users will find others that share similar interests. This will strengthen the bonds between users and increase connectivity, making it easier for users to choose who they believe they’ll connect with the most.

Platform Design

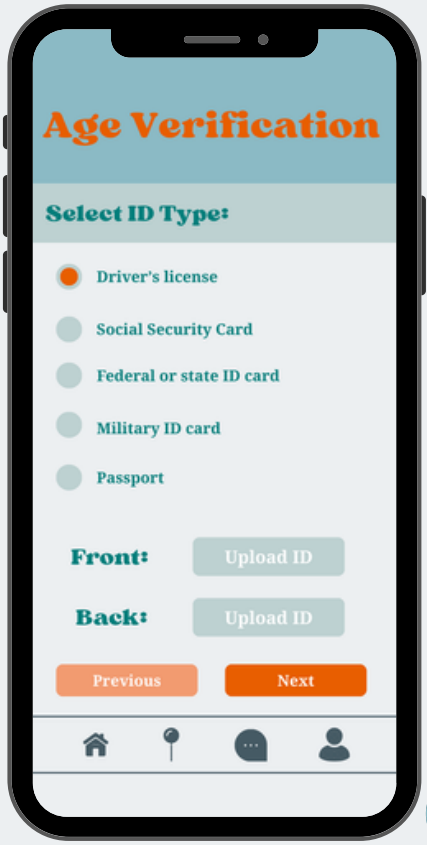
Privacy Settings

The privacy settings in this app reflect a thoughtful attempt to give users control over their experience, but there's room for improvement. Allowing users to choose who they see and who sees them—whether through balanced recommendations or limiting visibility to people they've liked—is essential for fostering a more intentional and respectful environment.



Age Verification

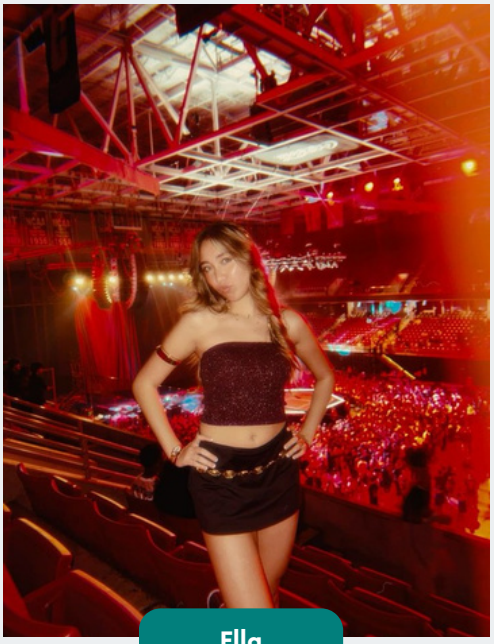
The age verification screen is a critical component of the concert buddy app, designed to prioritize user safety and build trust within the community. By requiring users to upload a valid government-issued ID—such as a driver's license, passport, or state ID—the app ensures that individuals are accurately representing their age and identity. This verification process helps create a more secure environment, particularly important when users are meeting new people to attend live events. While it may add a small step to the onboarding process, it reinforces accountability and reduces the risk of inappropriate or unsafe interactions, ultimately contributing to a more reliable and respectful platform experience.



User Scenarios

The following scenarios describe two potential Tune in Together users. They are each searching for different things on the app to showcase how users may experience Tune in Together.

Ella, 21



Ella

Personal Information:

Age: 21
Sex: F
Job: Student
Location: Severna Park, MD

Personality:

Openness

Extroversion

Agreeableness

Goals:

I want to build a community of people who have the same interests I do!

Motivations:

- create a community
- have concerts be more accessible/safe
- hang out with friends!
- have fun!!

Frustrations:

- feeling stressed about transportation
- not knowing anyone else at a concert

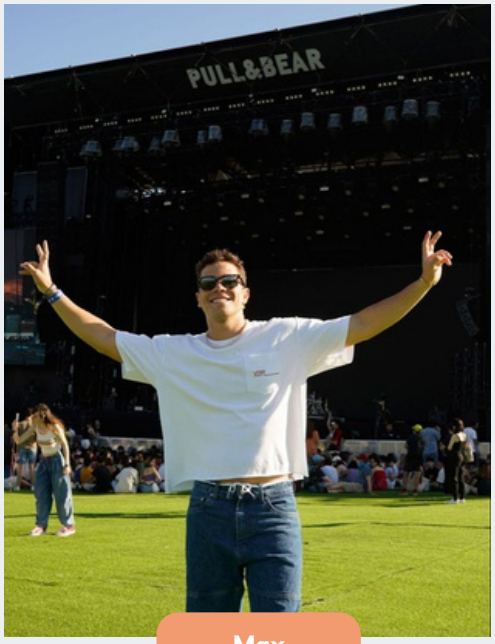
Favorite Artists:

Djo, The Beatles, The Driver Era...

Ella, 21, is from Severna Park, MD. Ella loves concerts – the energy, the community, and of course the music. She describes herself as a Barricade Warrior, getting to the venue early and running inside to secure the best spot. Yet she doesn't have many friends that share her same interests. With two concerts coming up (Djo on 5/1 and The Driver Era on 6/18), Ella is a little bit stressed about finding a ride and having friends to go with. She finds out about Tune in Together and decides to give it a try. Within a few days, she matches with two girls that love to hug the barricade as much as she does. They share so many of the same favorite artists and are going to the same shows. They create a group chat to coordinate a meet-up, and one of the girls offers to drive. Ella is now able to attend these concerts with little stress and a new-found community.

User Scenarios

Max, 24



Max

Personal Information:

Age: 24
Sex: M
Job: Finance
Location: Los Angeles, CA

Personality:

Openness

Extroversion

Agreeableness

Goals:

Find a ride to Coachella W2 and find some great people!

Motivations:

- vibing with new people
- seeing my favorite artists
- creating new connections and having new adventures
- having a blast

Frustrations:

- feeling stressed about transportation
- not knowing anyone else at a concert
- needing a place to stay

Favorite Artists:

Don Toliver, Mau P, Green Day...

Max, 24, is from Los Angeles, CA. Max is a veteran Tune in Together user and considers himself a Crowd Drifter – someone who flows through the crowds, creates connections with anyone he meets, and enjoys the energy of the show. He loves all live music, but music festivals are his specialty. Over the past year, Max has made many friends through Tune in Together. He has found carpools, festival crews, and some lasting friendships.

With Coachella coming up, he's gearing up for a great weekend, but his usual group isn't attending. No worries though, Max hops on Tune in Together and starts looking for some camping buddies. Max matches with someone who is going the same weekend with a group. They arrange for Max to meet him and the rest of his friends and they hit it off. Now Max has a ride to the festival and a group to hang with, strengthening his already amazing music community.

Competitive Analysis

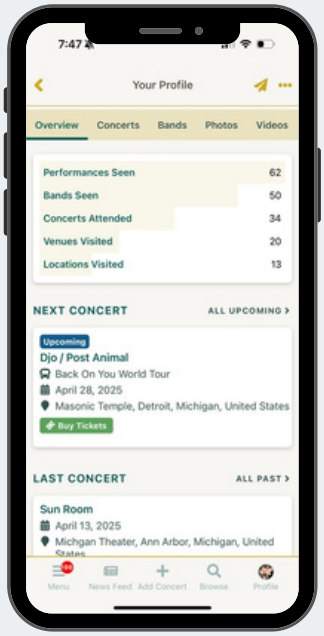
Dating Apps

Tinder can be seen as a competitor as it offers another way to meet people and find someone to do fun activities such as going to concerts. Tinder even has a “Music Lovers” group. Apps like Bumble for Friends which helps users meet platonically is another big competitor as it does not limit people to dates. Our app stands out by being tailored for people specifically interested in music, having filters that can speed up the process of finding people who have the same music taste/concerts they are attending. Dating apps on the other hand require you to message back and forth first.

Tinder

Concert Archives

Concert Archives is a platform where users can share the concerts they have been to. While our app also has this feature, Concert Archives does not have the messaging capabilities or filters to help people make friends and find people to go to the concerts with them as easily. Our app is more social and fosters interaction as opposed to just sharing experiences.



Concert Archives

Ethical Reflections

Age Verification

First, user safety is our top priority. Since this app facilitates in-person meetups, we're requiring all users to be 18 or older and to complete ID verification (such as uploading a photo of a government-issued ID) during sign-up. This age verification mitigates the risks of minors being matched with adults. However, requiring IDs brings other challenges, like securely storing sensitive information and verifying users from diverse backgrounds or without traditional documentation. One potential solution is using third-party verification services that handle and anonymize sensitive data while ensuring authenticity.

Drawing from Resnick et al.'s Building Successful Online Communities, establishing strong boundaries and identity cues early on can enhance user trust and reduce bad actors (Resnick et al., 2012). Using badges or visible markers for verified users, or letting users report/block others easily, helps foster a self-regulating community.

Use of Algorithms

One major ethical consideration we had was how we match users. Many platforms rely on opaque ranking systems that can unintentionally reinforce biases, such as prioritizing users who are conventionally attractive or socially popular. We avoid this by not scoring users or displaying rankings. Instead, we match people based on self-selected filters like location, music taste, and logistical needs (e.g., rides, shared lodging). This promotes authentic compatibility over arbitrary popularity metrics.

We will also clearly disclose to users how the matches are determined and provide users control over what filters they apply. In doing so, we draw from Resnick et al.'s recommendation in Building Successful Online Communities to make systems legible and user-controllable, enhancing trust and reducing manipulation.

Ethical Reflections

Privacy and Location Sharing

Using a map to show where people are/where they are attending concerts introduces major privacy trade-offs. While this feature enables convenience and discovery, location data can be sensitive and misused. Similar to Snapchat's map feature, we will allow users to control the specifications of their location visibility. Users can choose to share only their city/area unless they opt into sharing a live pin with trusted matches. This approach follows the principle of user agency and informed consent. Additionally, defaulting to less specific location sharing and asking for explicit consent before any real-time location is shown ensures we aren't unintentionally putting users at risk.

Inclusivity

Since we are focusing primarily on users aged 18-30, we risk alienating older fans and people who might not be tech-savvy but are still passionate about concerts. Our interface, onboarding, and search filters should be inclusive in language and design to allow broader participation and avoid creating an elitist or niche feel. Further, we must consider accessibility for users with disabilities. If users are relying on our app to coordinate travel or accommodations, we must ensure our app is navigable with screen readers, offers alternative text for images, and includes clear typography. Ethical tech design includes universal usability, not just aesthetics.

Social and Environmental Impact

By encouraging users to carpool or share accommodations, our platform has the potential to reduce the environmental footprint of concert attendance. This promotes sustainability in addition to community-building.

Socially, we hope our app empowers fans who often feel excluded, such as those who don't have friends with similar music tastes or who feel anxious going to events alone, to attend shows and find meaningful connections.

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