



Case Study



Icreon

GBOB

A social network for music lovers

GBOB International wanted to create an online community that would bring bands and fans into direct contact with each other. Bands could leverage this community to promote their music and upcoming shows. Fans, in turn, could use this platform to keep abreast of the goings-on of their favorite bands and communicate directly with them as well as other fans around the globe. Based on these requirements Icreon developed the GBOB social network for music lovers. Both bands and fans can create and manage their profiles and interact with each other. GBOB has been provided with administrative capabilities to manage the social network.

Customer Profile

Global Battle of the Band (GBOB) International organizes the annual GBOB competition wherein bands from across the world compete in live original music performances. In addition to the prize money of \$100,000 the winning band is provided with the opportunity to go on a world tour.

Business Requirements

GBOB wanted a solution that would help them to setup and manage a social networking service for the music industry. Bands and fans were to be provided with the means to register and create their profiles. Embedded audio/video players enabling community members to play audio/video files online were required. Community members were to be provided with the means to locate and communicate with each other via messages, comments etc. The administrators were to be provided with the means to track members, update content to the website, manage advertisements and perform other maintenance tasks.

A social networking solution for the music community

Developed on the .net framework, the solution provides music lovers with a robust platform to network with each other.

Bands can register with the website to create and manage their profiles, accessible to all members of the community. A band's profile is divided into various sections which include:

- **Overview:** A general description of the band.
- **Bio:** Details of the individual band members and a summarized biography of the band as a whole.
- **Photo Gallery:** Images upload by the band. Fans can post their comments on the images.

- **Music:** Bands can upload albums as well as individual audio tracks to their profile. They can offer their music, to fans, free of cost or for a set fee (defined by the administrator). Fans can listen to the music online and can also add selected tracks to their play-lists. Fans are also provided with options to post their comments and rate the tracks.
- **Videos:** Bands can upload videos to their profiles. Fans can view the videos online and rate them.
- **Gigs:** Bands can create and showcase their upcoming calendar of performances.
- **Fans:** Displays a list of community members who have added themselves as fans of the band.

Fans can register to become members of the website. They can search for and browse through profiles of other fans and bands and add them to their friend list. Fans can create and manage public profiles. The profile includes the following information:

- **Overview:** Fans can enter general descriptions about themselves and also upload a profile photo.
- **My Play lists:** Contains the play lists that the user has created. Play-lists consist of the songs (available on the band's profile) added by the fan to his/her play-list.
- **My Bands:** Displays a list of bands wherein the fan has added himself/herself as a fan.
- **My Friends:** Displays a listing of members that the fan has added as friends.
- **My E-mail:** Messages sent by the bands (added by the fan to his/her profile) to the fan.
- **Top Tracks:** Displays the latest songs added by the fan to the play lists.

The solution includes an admin module through which the administrator can perform administrative tasks to manage and monitor the website.

Technologies used in developing this application are:

