

Case Study

Musicseen

Background

Musicseen aims to enhance accessibility to the music scene in Liverpool by highlighting the unique talents the city possesses. Their goal is to enable and support local musicians and professionals to connect, allow fans to discover new local music and create a connected network of talent.

Musicseen has an artist database of over 2,000 local musicians, offering links to their social media profiles and showcasing their music across multiple genres. Additionally, the company provides an events calendar to ensure fans are up to date with all music-related events across the city region.

Challenge

Musicseen were keen to learn more about the opportunities that emerging and cutting-edge technologies could provide for fast-tracking the development of their website, combining their data and greater accessibility for the public and artists.

Currently, Musicseen 'scrapes' information on local events via sites such as Eventbrite or even facility websites such as the Philharmonic, accessing their event details such as dates, times and artists involved. There is additional information on local artists that, although autonomously collated from specific sites, Musicseen teams must manually cross-check to ensure all details are correct and up to date. This process is time-consuming as resources could be effectively utilised elsewhere within the business.

Delivery Partner

VEC

Solution

The VEC technical experts explored the possibilities for introducing open AI technologies to host a live chatbot on the app, supporting client enquiries and streamlining their search for local artists and new music. This technology would better filter systems based on Musicseen databases for creating bespoke and personal recommendations and suggestions to the user.

The VEC hosted a Knowledge Transfer workshop to demonstrate to the Musicseen team what resources would be required to produce, maintain and further develop a chatbot as a technical advancement and how they could make simple but effective improvements surrounding their current data storage.

To begin testing their proof of concept, the VEC teams extracted a small amount of data to run against several scenarios to validate the accuracy of the chatbot. Due to successful rates, this can now be expanded upon, helping to create the solution ahead of challenges arising, giving Musicseen the confidence ahead of launch.

The VEC handed the proof of concept to Musicseen for testing for a few weeks to ensure the bespoke solution functioned as intended and to evaluate its effectiveness in completing assigned tasks. This interim transfer involved a workshop surrounding data input and instructions for adjusting chatbot prompts to facilitate broader testing and additional adjustments.

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Expected prompts may cover new music releases and various genres, customising the solution to Musicseen preferences.

This type of collaboration supports Musicseen in gaining an even greater understanding of the technology and how it aligns with the company goals ahead of costly investments in technology themselves.

During the handover workshop, the VEC were also able to develop a bespoke digital tool that automatically generates some of the data needed for their clients, ensuring Musicseen can reduce the amount of 'scraping' which proves to be a time consuming and manual task for their team. This will further streamline their work flows further whilst also avoiding alternative ineffective of processes.

Impact

The developments and advancements developed and tested by the VEC will accelerate Musicseen to ensure the teams can confidently launch the site and offer their clients a streamlined service for enhanced customer service and greater accessibility. Additional columns and streamlined data collection will see Musicseen include more accurate information such as genres, the music labels artists are supported by and social media handles for enhanced accessibility and networking opportunities.

The VEC teams developed a secure cloud database that Musicseen will oversee internally, offering a more reliable solution. This setup enables the anticipation and resolution of issues before they arise.

Delivery Partner

VEC

The VEC also made several recommendations for security systems to boost the security of the data and limit accessibility.

This progress will enhance the visibility of local artists, opening doors to potential collaborations and introducing their work to a greater audience for further exposure.

Furthermore, it will create more working opportunities, allow for project expansion, and contribute to the growth and development of the local industry.

The end goal for Musicseen is to create a community of music and concert attendees, using the chat GPT questions and queries to gain a greater understanding of what the general user considers popular and what is deemed to be missing, including greater physical accessibility for wheelchair users at specific venues for example. Such valuable insights can then be shared with external organisations to enhance collaboration and create a more personalised and accessible experience for even more music lovers.

Musicseen is now planning on running an innovative event for their company where they will be able to showcase their website and newly adopted advancements, showcasing and demonstrating the power they have developed.

"Working alongside the VEC teams has become invaluable for us. We have been able to massively streamline our workflows, using technologies we knew existed, but were unsure how to implement ourselves."

- Connor Di Leo, Musicseen