TrackTagging.com PRD

TL;DR

TrackTagging.com (the Service) automates the tedious process of adding Metadata (evocative descriptions, relevant keywords and common music metadata) to music tracks, helping musicians ensure their music is easily found online. In a sleek, user-friendly interface, the Service listens to each track, generates the Metadata, and lets users make edits before finalizing.

Designed for independent musicians, the platform offers a low-barrier, subscription-based model to save artists time and maximize online discoverability.

Goals

Business Goals

- Achieve a minimum 80% user satisfaction rate with auto-generated metadata. This is measured by:
  - The amount updates a musician (user) makes after the Service has generated the metadata
  - Voluntary user surveys
  - Support feedback
- Convert at least 10% of trial users to paid subscribers within three months of launch.
- Maintain consistent, repeated submissions by 40% of users each quarter.
- Maintain a churn rate below 7% for paying users in the first year.
- Reach profitability within 12 months through subscription and submission fee revenue.
- Set up infrastructure for future features such as automatically submitting tracks to:
  - PROs (ASCAP, BMI, SESAC)
  - Library of Congress Copyright Office
  - Production music libraries

User Goals

- Enable musicians to upload tracks and receive high-quality, accurate descriptions and metadata in under two minutes.
- Provide on-demand flexibility for musicians to customize or override auto-generated data.
- Minimize time spent editing returned metadata, targeting less than four manual changes per submission.
- Improve track visibility and discoverability on popular digital music platforms.
- Offer a seamless, intuitive, and frustration-free metadata management experience.

Non-Goals

- Serving enterprise clients or record labels (focus remains on individual musicians and small teams).

- Providing full-scale digital distribution or publishing services.
- Handling DRM, copyright enforcement, or content licensing.

User Stories

Primary Persona: Independent Musician

- As a musician, I want to enter standard information one time that the Service applies to all of my tracks, so I don't waste time entering the same information over and over
- As a musician, I want the Service to automatically add evocative descriptions, descriptive keywords, and common music metadata (Metadata) to my tracks, so that I can be found more easily on music platforms.
- As a musician, I want to see the Metadata for a track alongside its file name so I can clearly see the results.
- As a musician, I want to quickly upload my tracks and get results in one step, so I don't waste precious creative time.
- As a musician, I want to edit or fine-tune the Metadata as needed, so that the final data reflects my intent.
- As a musician, I want clear guidance if I make a mistake uploading, so that I can resolve issues without stress.
- As a musician, I want confidence that my music data remains private and secure, so I trust the service and keep using it.

Secondary Persona: Producer (on behalf of musicians)

- As a producer, I want an efficient workflow for submitting batches of music, so I can prep multiple tracks for release quickly.
- As a producer, I want summaries or reports of what's been tagged, so I can share results with clients.

Functional Requirements

- **Audio Analysis & Metadata Generation (Priority: High)**
  - Service automatically listens to uploaded audio and generates Metadata:
    - A clear, engaging track description
    - Relevant keywords from known music taxonomies such as, but not limited to:
      - musicbrainz.org
      - Megatrax.com
      - Last.fm
    - Common music metadata such as:
      - Title, based on file's title
      - Genre
      - Instrumentation
      - Tempo, expressed in beats per minute (BPM)
      - Mood
      - Potential usage

        - Key signature
        - Key
        - Similar artists and/or songs
- **User Editing & Approval Flow (Priority: High)**
    - Users can review, edit, accept, or reject automatically created metadata before proceeding.
    - Inline, easy-to-use editing interface for all metadata.
- **Track Upload & Management (Priority: High)**
    - Support for major audio file types (WAV, MP3, AIFF, FLAC).
    - Simple, drag-and-drop upload component.
    - Track library/history for user access to previously tagged music.
- **Subscription & Payment Integration (Priority: Medium)**
    - Minimal, transparent pricing for subscription and pay-per-track models.
    - Integration with widely-used payment processors.
- **User Account & Security (Priority: Medium)**
    - Secure user authentication and account management.
    - Privacy-first design for file handling.
- **Dashboard & Analytics (Priority: Low)**
    - Basic analytics to show users their tagging activity and most common edits.

User Experience

Entry Point & First-Time User Experience

- Musicians discover TrackTagging.com via music forums, word of mouth, or direct search.
- On landing page, users immediately see a call to action for quick upload (no account required for first trial).
- Lightweight onboarding and tooltips introduce core features (e.g., “Drag your track here!”).

Core Experience

- **Step 1:** User uploads a new music file.
    - Drag-and-drop or “Browse” action, with visible progress bar and instant file validation.
    - Display supported formats and file size limits for clarity.
- **Step 2:** Service processes the track and displays metadata.
    - Real-time animation/feedback ("Analyzing your music..." with a time estimate).
- **Step 3:** Metadata, descriptions, genres, and keywords are presented attractively in an editable form.
    - Each field (description, genre, keywords) is shown with an edit icon/pencil for changes.
    - System highlights confidence score or suggested edits as hints to users.
- **Step 4:** User optionally edits metadata.
    - Inline editing is smooth—auto-saves are visible, undo is available.
- **Step 5:** User confirms and saves final metadata to their track.

    - Success message and prompt for further submissions.
    - Option to save/organize tagged files in a simple dashboard (if registered).
- **Step 6:** Payment wall presented after trial or to unlock advanced features.
    - Friendly prompts, clear pricing, streamlined checkout.

Advanced Features & Edge Cases

- Batch/bulk upload for power users (appears after first successful single upload).
- Handling corrupt or unsupported files with specific error messages and troubleshooting tips.
- Graceful fallback for slow connections; offer an email notification when results are ready.
- Dark mode and accessible color palette for various lighting and vision needs.

UI/UX Highlights

- Minimalist, modern interface focusing on speed and clarity.
- Large, readable fonts; easy access to help and feedback.
- Fully responsive design for smooth experience on desktop and mobile.
- WCAG-compliant color contrast and keyboard navigation.

Narrative

Jesse is a passionate indie musician who can't wait to release his latest single but dreads the tedious labor of tagging files with captivating descriptions and relevant keywords. Each time Jesse uploaded tracks in the past, digital platforms either buried them in obscure corners or left them with generic metadata—making discovery nearly impossible.

Jesse finds TrackTagging.com and is drawn in by its promise: upload your music, and let the service do the tedious metadata work. One drag-and-drop later, a rich set of keywords and a punchy, genre-accurate description appear—almost instantly. Tweaking a couple of lines, Jesse is done in record time. His track now stands a real chance of being found in the ever-crowded digital music landscape.

As Jesse returns for each new release, submits more tracks, and recommends the platform to fellow musicians, TrackTagging.com's business grows on the strength of genuine delight—an example of how technology rescues creativity from administrative dullness.

Success Metrics

User-Centric Metrics

- Average time to complete a tagging session (target: under 2 minutes).
- Rate of metadata edits per session (target: less than 2 edits per submission).
- Net Promoter Score (target: NPS > 50).
- Repeat submission rate (target: 2+ tracks per user per month).

Business Metrics

- Conversion rate from trial to paid plans (target: 10%).

- Average revenue per user (ARPU) each month.
- Churn rate for paid subscribers (target: <7% monthly).
- Total active users and total tagged tracks per quarter.

Technical Metrics

- Metadata accuracy (user approval of auto-generated content, >80% acceptance rate).
- System uptime (target: 99.9% monthly).
- API request latency (target: average under 1 second per request).

Tracking Plan

- Track user actions: uploads, edits, saves, payments, upgrades.
- Session length and completion rate.
- Feedback form submissions and support requests.
- Conversion events: trial to paid, repeat submissions.
- System health: file processing times, errors, API failures.

Technical Considerations

Technical Needs

- Audio analysis engine capable of processing diverse audio files and extracting genre, mood, instrumentation.
- Metadata generation component powered by machine learning/NLP.
- Web front-end with responsive UI for uploads, editing, and dashboard.
- Secure back-end for file handling, data storage, and user management.

Integration Points

- Payment processor for handling subscriptions and micro-payments.
- Optional integration with popular music distribution platforms (future phase).
- Email service provider for notifications and communications.

Data Storage & Privacy

- Temporary storage for music files during processing; strict auto-deletion after user confirmation.
- Persistent storage for metadata and user profiles (encrypted by default).
- Compliance with privacy regulations (GDPR, CCPA) for data rights and secure handling.

Scalability & Performance

- Cloud-based infrastructure for seamless scaling as user submissions grow.
- Processing concurrency to handle multiple uploads and tagging sessions in parallel.
- Optimized load balancing and file-processing to minimize user wait times.

Potential Challenges

- Ensuring AI-generated metadata is both accurate and artistically relevant.
- Handling large or unusual audio files without system slowdowns.
- Balancing privacy with the need for temporary file access; minimizing risk of data breaches.
- Supporting international character sets and diverse music genres.

Milestones & Sequencing

Project Estimate

- Initial MVP: Medium – 3–5 weeks (lean implementation, minimal team)

Team Size & Composition

- Small Team: 2 people (Product/Design + Full-Stack Engineering)

Suggested Phases

1. Discovery & MVP Definition (1 week)

- Key Deliverables: Product/Design defines minimal feature set, flow, and branding; Engineer outlines architecture and selects ML/NLP baseline.
- Dependencies: None.

2. Core Build: Upload, Analyze, and Edit Flow (2 weeks)

- Key Deliverables: Core upload, audio analysis, metadata generation, and editable review; initial web UI.
- Dependencies: Basic branding and design wireframes.

3. User Accounts, Payments & Dashboard (1 week)

- Key Deliverables: Secure authentication, payment integration, simple user library.
- Dependencies: Functional MVP complete.

4. Polishing, Testing & Accessibility (1 week)

- Key Deliverables: Responsive UI, accessibility tweaks, error handling, edge cases, user testing closed beta.
- Dependencies: All features functionally complete.

5. Launch & Early Growth (ongoing)

- Key Deliverables: Open to public, gather feedback, rapid improvement cycles.
- Dependencies: Public-facing site ready, initial marketing assets.
