

RADIO.COM

Tastemaker

Turning Music Discovery Into Competitive Street Cred

THE STRATEGY APPROACH

A Paradigm Shift in Audio Curation

Radio.com is evolving from a traditional radio platform into a competitive, music-discovery ecosystem.

This project implements the **Tastemaker Gamification System**, turning music curation into a high-stakes social game where users compete for "Street Cred" and "Nomination Crowns."

By transforming passive listeners into active, reputation-backed curators, we solve marketplace discovery fatigue with human taste receipts.

The Core Mandate

"Move the user action sequence away from institutional algorithmic feeds, returning audio scaling capacity back to independent human ears."

PAST BRANDING

The Color Archetype Palette

Lilac Geode

#AF8EFF

Sea Grape

#3C00B7

A State of Mint

#88FCCA

Darth Torus

#1F055E

Innocent Snowdrop

#D4C3FF

System Type Treatments

Montserrat Font

BODY COPY: Clean, highly legible, modern geometric sans-serif processing content frames.

PAST WIREFRAMES

R
RADIO.COM

Sign Up

Email

Password

SIGN UP

This wireframe shows a sign-up screen for Radio.com. It features the Radio.com logo at the top, followed by a large 'Sign Up' heading. Below this are two input fields for 'Email' and 'Password', and a 'SIGN UP' button at the bottom. The background is a dark purple image of a person wearing headphones.

ADVERTISEMENT

Listen to full song on **TREBEL**

Red Wine Supernova

Chappell Roan
The Rise and Fall of a Midwest Princess
#pop

Profile
Listen
Share
Explore
Like

This wireframe shows an advertisement for the song 'Red Wine Supernova' by Chappell Roan. It features a large image of the artist, a play button, and a 'Listen to full song on TREBEL' button. On the right side, there is a vertical navigation menu with icons for Profile, Listen, Share, Explore, and Like.

Saved Music Clips

- Time for Me to Fly**
REO Speedwagon
- Overkill**
Men At Work
- Come And Get Your Love**
Redbone
- Cosmic Dancer**
T.Rex
- APT.**
ROSÉ, Bruno Mars
- Diva**
Beyoncé
- Disease**
Lady Gaga
- Smalltown Boy**
Bronski Beat
- Two Princes**
Spin Doctors
- 25 or 6 to 4**
Chicago
- Rock With You**
Michael Jackson

This wireframe shows a 'Saved Music Clips' screen. It has a back arrow at the top left and a list of ten music clips, each with a small album cover, the song title, and the artist name. A vertical scrollbar is on the right side of the list.

Edit Profile

Hannah C

View all

Saved Music Clips

Account

- User**
hchusid@consumable.com
- Autoplay**
Automatically play tracks while scrolling
- Connect to Apple Music**
Link your Apple Music account to sync playlists
- Reset Password**
Change your account password
- Genre Preferences**
Set your listening defaults
- Logout**

This wireframe shows an 'Edit Profile' screen. It features a back arrow at the top left, a profile picture placeholder, the name 'Hannah C', and a 'View all' link. Below this is a section for 'Saved Music Clips' with four album cover thumbnails. The 'Account' section includes options for 'User', 'Autoplay', 'Connect to Apple Music', 'Reset Password', 'Genre Preferences', and 'Logout'.

NEW BRAND GUIDELINES

The Color Archetype Palette

Primary Lavender	#AF8EFF
Secondary Studio Violet	#3C00B7
Tertiary Neon Cyan	#00FOFF
Neutral Dark Base	#0E012D

System Type Treatments

Syne Font

HEADLINES: Bold, authoritative, geometric, structured for competitive charts.

Montserrat Font

BODY COPY: Clean, highly legible, modern geometric sans-serif processing content frames.

Space Grotesk Font

LABELS & METADATA: High-utility layout fonts displaying score data and micro-system tags.

FOURSQUARE GAMIFICATION ROOTS

What We're Borrowing From Foursquare

Foursquare pioneered location-based gamification with three mechanics that drove genuine behavioral change: check-ins as the atomic action, loseable Mayorships, and a badge system.

Radio.com maps each of these parameters directly onto premium audio discovery pipelines.

Foursquare Mechanic	Radio.com Equivalent
Check-in at a location	Nominate a song to the chart
Mayorship most check-ins = crown	Nomination Crown - whose pick holds #1
Badge for visiting 5 gyms	Early Adopter badge: called it before 10k streams
Weekly leaderboard reset	Weekly chart reset every Monday

TASTEMAKER TIERS & RANKS

Four tiers earned through curation quality, not just activity volume. The Oracle tier requires predicting breakouts before mainstream playlists catch on.

1

Listener

Entry level
All new platform accounts

2

Curator

50+ votes cast
Active filtration participant

3

Tastemaker

3+ charted picks
Proven aesthetic ear

4

Oracle

Predicted a breakout
Ahead of market curves

COLLECTIBLE CREDIBILITY: BADGES

EARLY ADOPTER

Nominated a song before it hit 10k streams and it charted. Proof you found something first.

GENRE BARON

Held the #1 spot in a specific genre chart for 7 consecutive days. Requires active campaign defenses.

BREAKOUT PROPHET

Your nomination charted before the artist appeared on any editorial or algorithmic playlist.

SCENE BUILDER

Got 100+ followers to discover a sub-genre strictly via your curated pick tracks.

ON A STREAK

Three consecutive nominations that all charted in their respective calculation weeks.

WORLD EARS

Nominated charting tracks originating from 5+ different source countries across borders.

CORE ARCHITECTURE MECHANICS

Permanent Discovery Record

Every nomination is timestamped and public forever. If you discover an artist in 2025 and they blow up in 2027, your page remains absolute proof of ear. Labels and managers utilize this tracking index.

Weekly Reset Engine

Chart crowns reset completely every Monday, avoiding entrenchment and opening entry windows for new talent. This structure creates a weekly anticipated cultural moment paired with Friday reveals.

Streak Multipliers & Charts: Voting 7 days straight triggers double voting weight. Exploring untouched fields awards explicit Explorer system bonuses. Segmented micro-genre, mood, and city charts amplify total crown availability.

THE TASTEMAKER FLYWHEEL ENGINE



Discover & Nominate

Find something unexposed across deep sonic layers. Stake your rep metrics on it.



Chart & Earn Cred

Your pick rises up leaderboards. Verifiable badges unlock and your crown displays.



Followers & Growth

Fans align to follow your taste. Your global chart votes command higher system weight.

Cred Earns Influence → Influence Earns a Bigger Stage

MEMBERSHIP TIER MONETIZATION LAYER

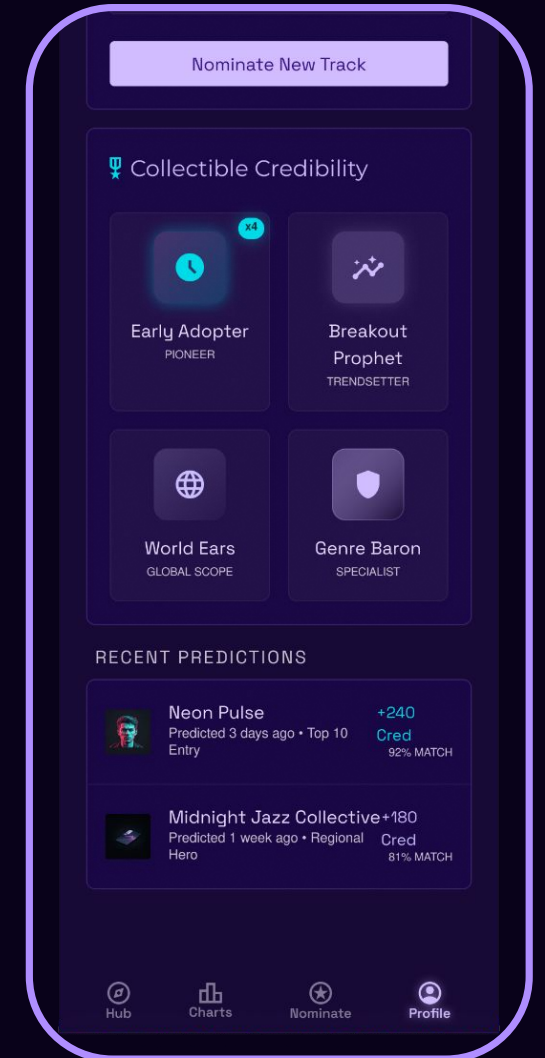
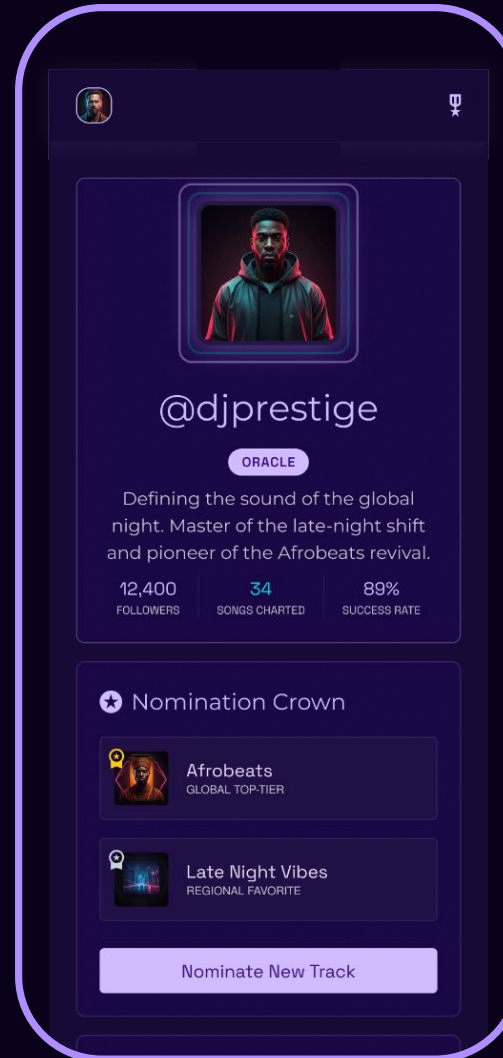
Ecosystem Capability	Free Tier Participation	Premium Tier (\$129/Year)
Community Chart Voting	Yes	Yes + 2x streak weight
Weekly Nominations	2	5
Genre Chart Access	Top 5 genres	All genres + moods
Predicted Pick Option (Oracle)	No	Yes - call it before nominating
Strategic Submission Window	No	Yes - 6hr head start each Monday

SCREEN 1: THE TASTEMAKER HUB FEED

System Telemetry Central Dashboard

The core community engagement engine, pulling active curation activity layers and platform velocity alerts into one clean scroll.

Editable Data Mapping: Change text nodes in the dashboard code panel right to immediately mock different active global sub-culture charts.



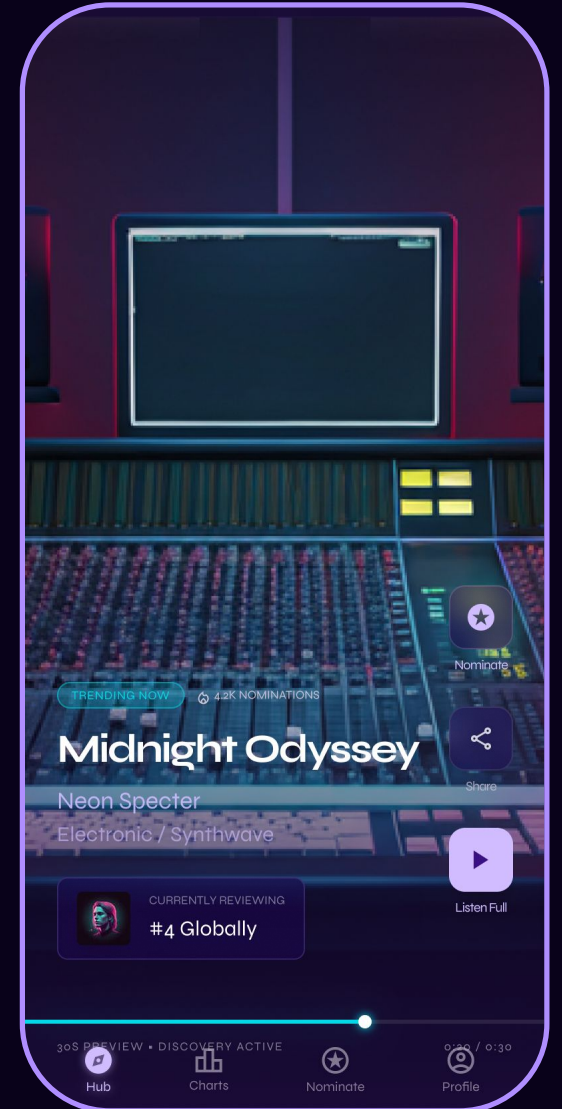
SCREEN 2: IMMERSIVE DISCOVERY ACTIVE FEED

Low-Friction Evaluation UI

An immersive asset layer displaying track options cleanly. Built specifically to eliminate choice paralysis via clean full-screen presentation systems.

30s Active Preview Matrix: Locks users into strict evaluation intervals to filter high volumes of raw underground audio files.

Floating Control Engine: Quick-tap interactions handle swift execution of upvotes or shares without leaving the player canvas.

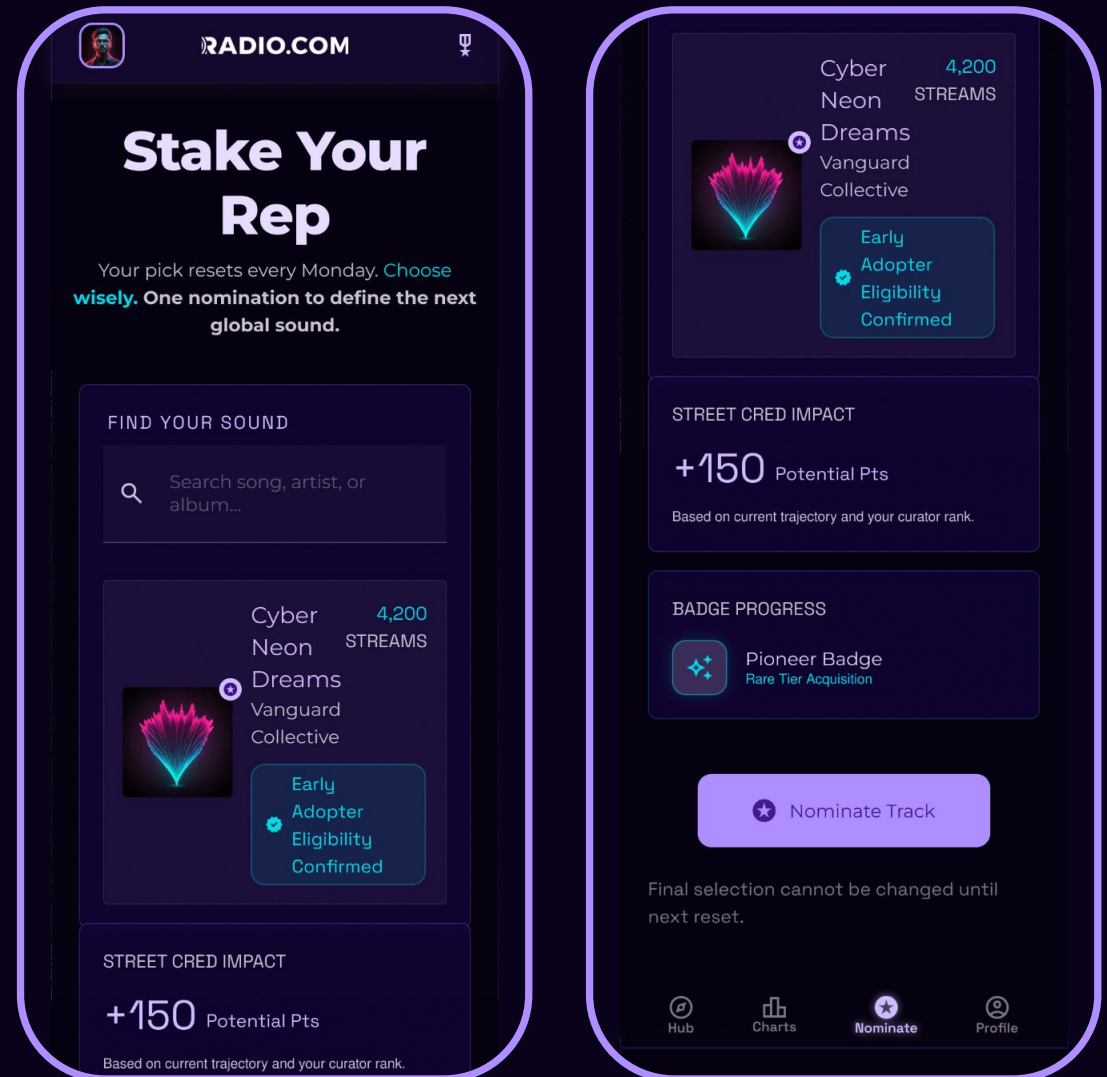


SCREEN 3: NOMINATION FLOW INTERFACE

High-Intent Commitment Action

The submission node where users spend their un-retractable, weekly track choices. Built specifically to counter lazy mass upvoting.

The software calculates potential point rewards live using stream counts, preventing users from claiming tracks that have already safely breached macro market saturation rows.

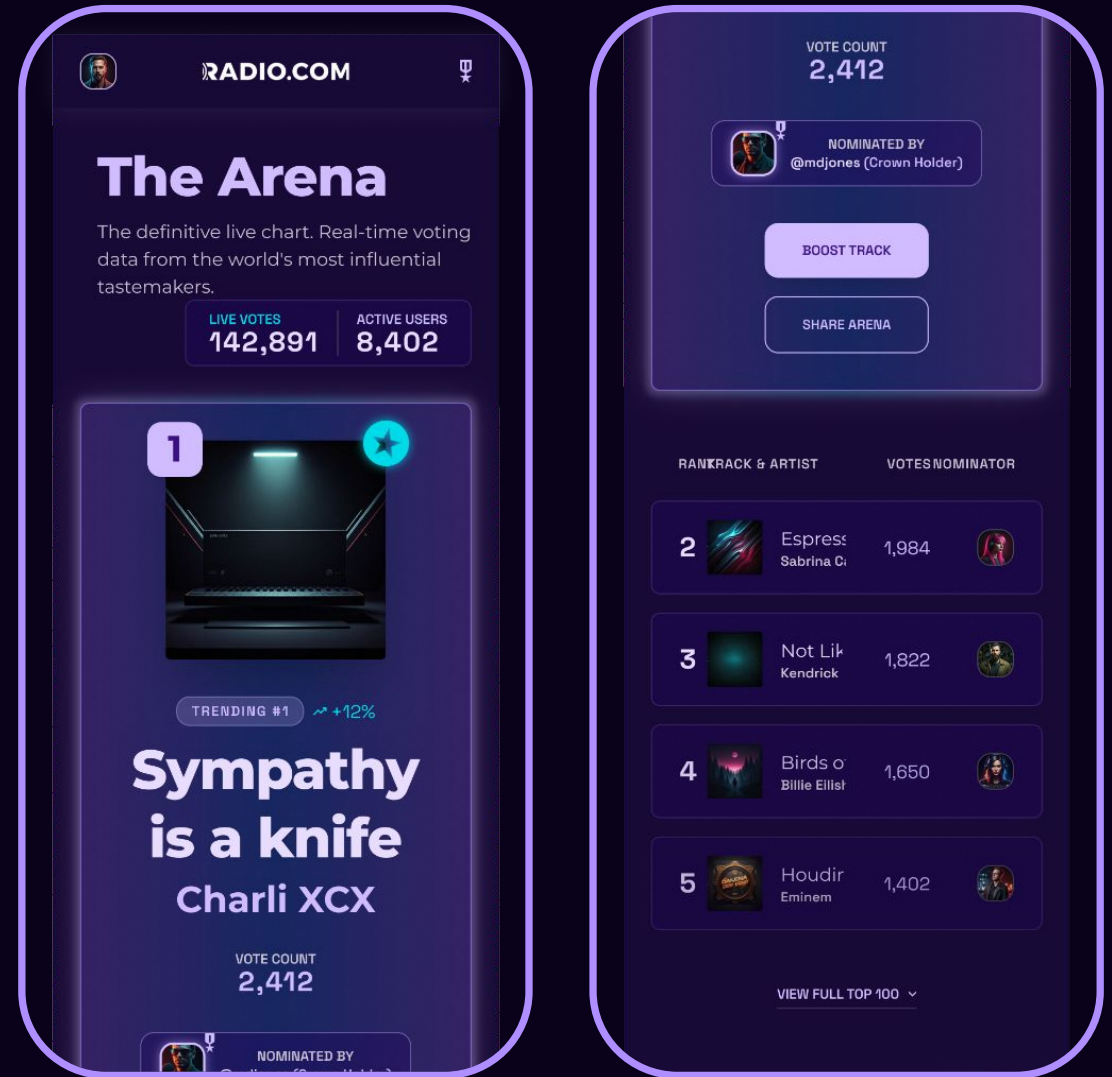


SCREEN 4: THE ARENA LIVE CHARTS

The High-Stakes Ranking Canvas

The definitive leaderboard structure showing active upvote counts alongside public crown ownership attribution nodes.

Fully Editable Chart Assets: Open the raw code layout module to instantly alter song names, vote counts, or change the crown holder username tag inputs.

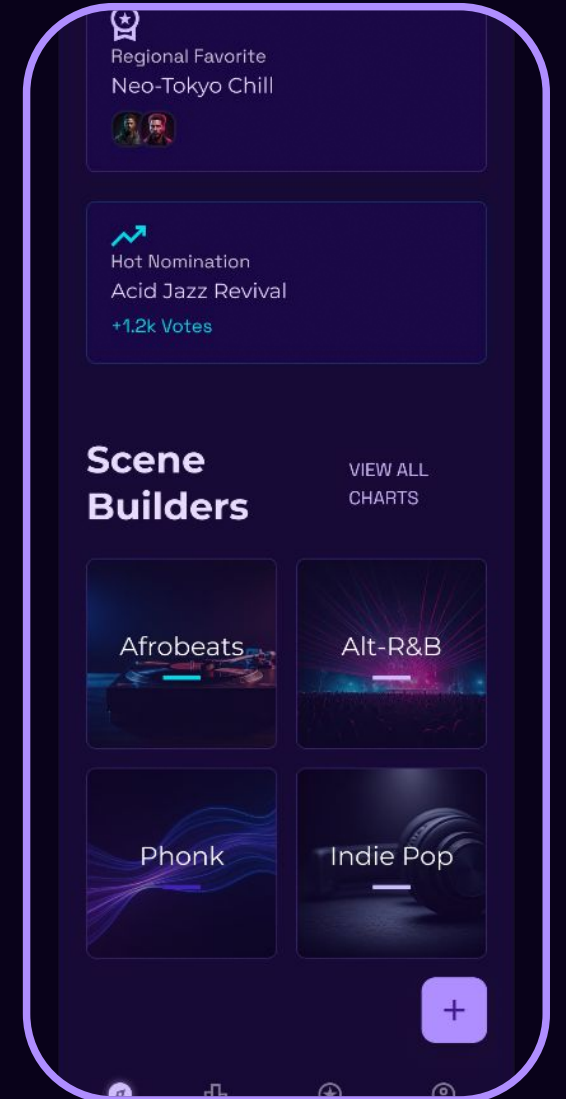
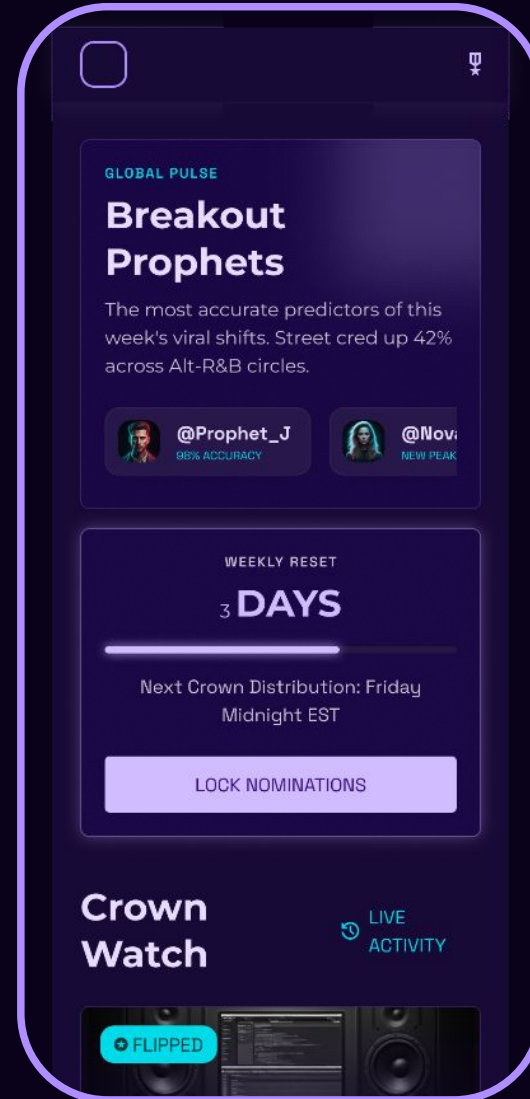


SCREEN 5: THE TASTEMAKER PORTFOLIO

Verified Curation Authority

The profile serves as an unalterable digital portfolio displaying user identity metrics, accuracy ratings, and unlock states.

Labels, managers, and artists reference this portfolio screen to identify independent curation leaders early.

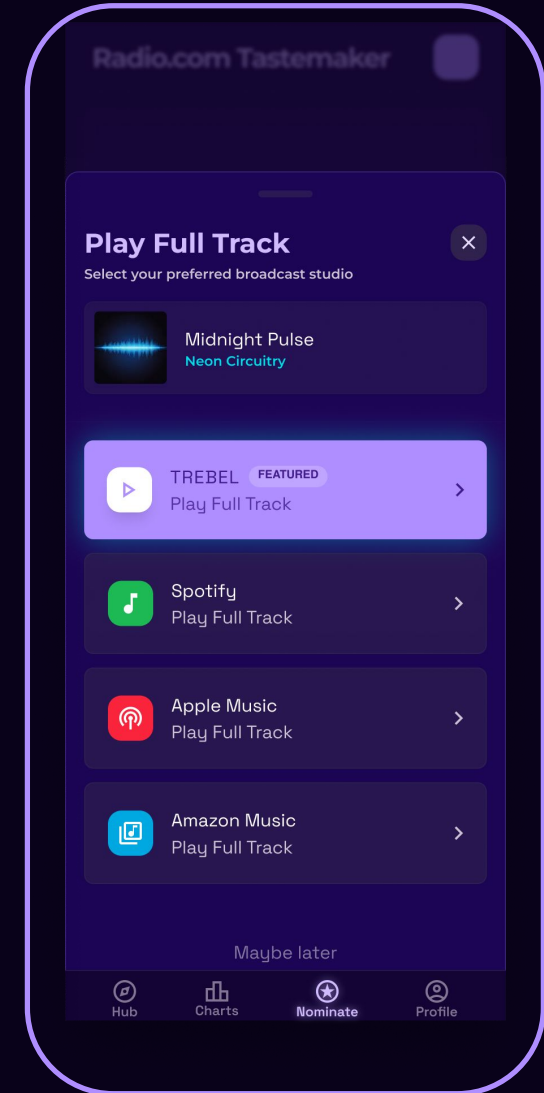


SCREEN 6: EXTERNAL STREAMING HANDOFF

Open Ecosystem Infrastructure

Radio.com treats major external audio tech setups as execution vectors, rather than competitive threats.

When a user wants to hear a track beyond the 30-second preview, this editable code menu pops open to deep-link straight into third-party premium services seamlessly.

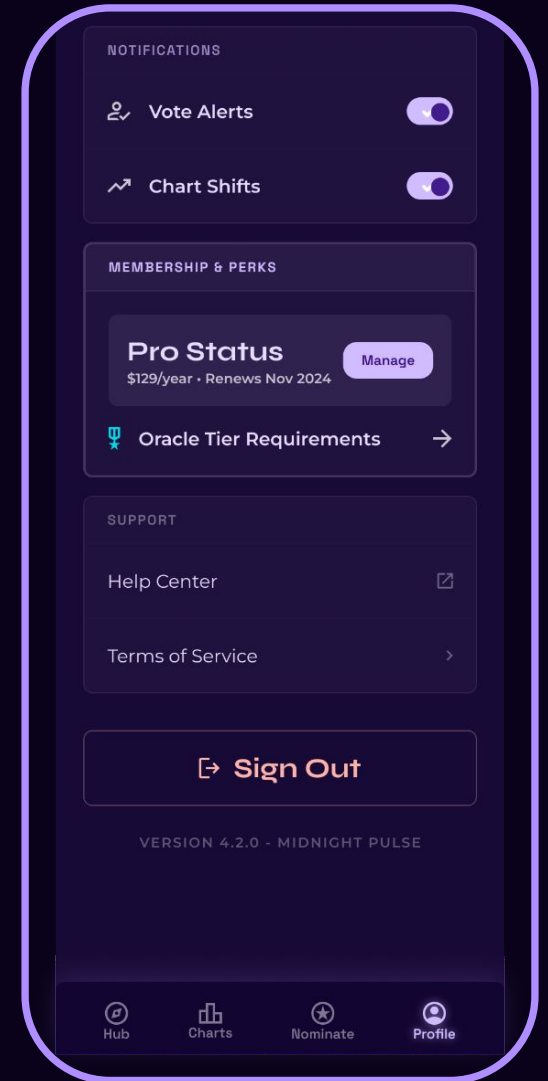
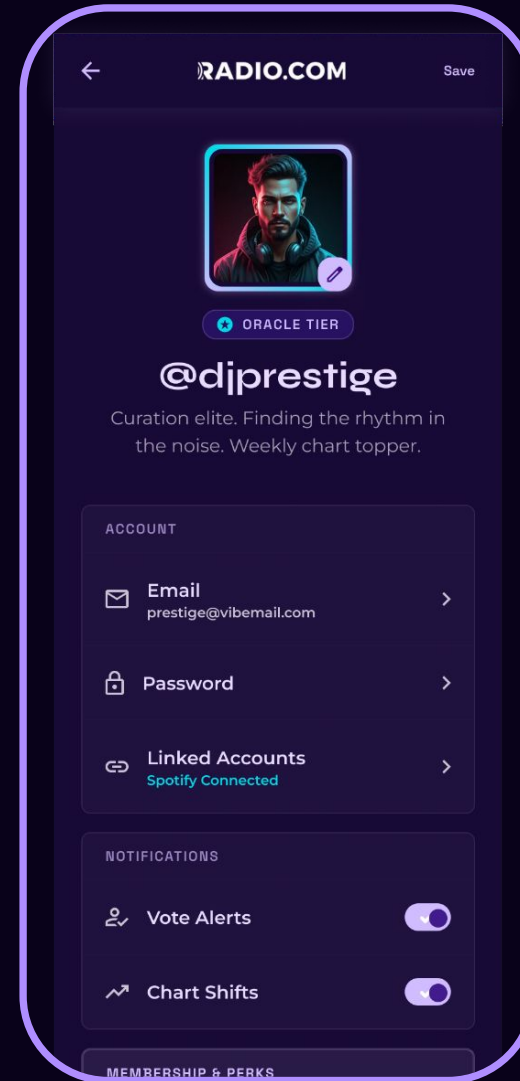


SCREEN 7: ACCOUNT SETTINGS & PRO TIERS

Subscription & Data Telemetry Control

The system control center that connects active user validation items with premium membership state matrices.

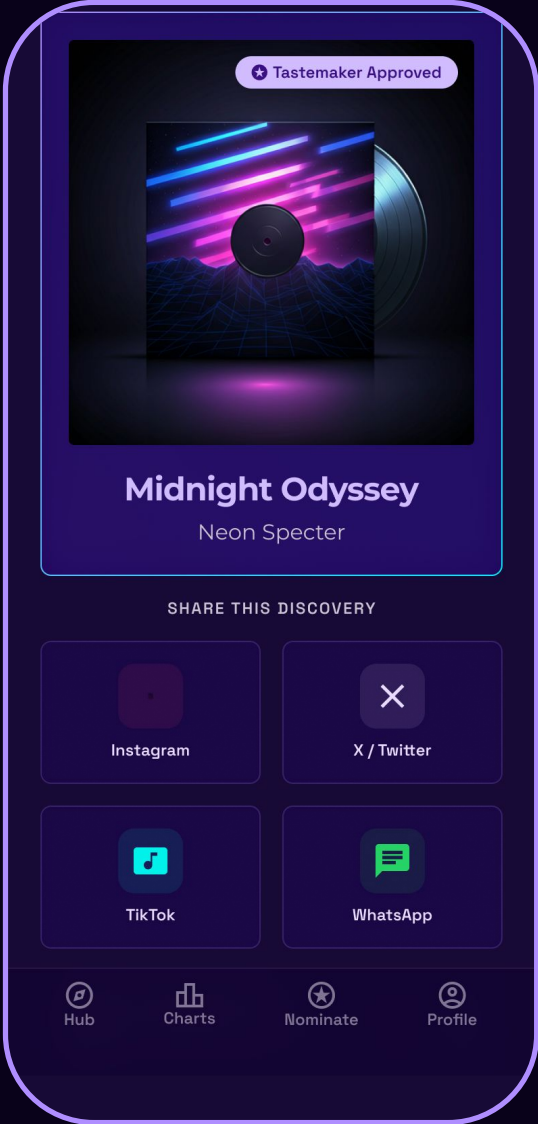
Displays linked status data cleanly while providing simple programmatic toggle components to manage live chart alerts.



SCREEN 8: SOCIAL SHARE ENGINE FLOW

The Viral Referral Distribution Node

The interface component that packages internal platform chart wins into high-leverage square graphics optimized for external distribution channels.





Proof of Ear.

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