

Affinity Diagram

Key: ● User Interview ● Expert Interview



Riley Del Fierra



Tayler Dean Lee



Alex Furgeson



Kwame Opoku



Adam Nistat



Jay Battle



Connor Campbell



Rick Bull



Phillip Sie



Troy Bohman



Ian Crawford

Will use stems in live mixes! If they are in a bundle it makes it easier to mix in new sounds

Will sometimes get stems from remix contests on Beatport DJ

Typical gets stems from exchanging files with friends on Dropbox would be neat if I could use my phone to do it

Mostly discovers new music at the club, will use Soundcloud and tracklist.com

Buying individual stems might be good, I usually only care about the vocal track anyways!

Might search for stems or samples on a mobile device

Might use a mobile app for quick mashups to just get a sense of how it sounds, these apps probably exist already

Always listening to new music on my phone while on the go

A way to connect like minded people to collaborate

I don't like marketing my music. Promoting myself through stem sharing is cool

Connecting with fans would be great

I'd pay for a cappella stems

would want to be able to explore each track apply filters to each track, apply high pass/low pass, dlf speeds, manipulate it to learn about it.

nice thing about project files is that you can see the volume automation and see all the edits as long as I doesn't involve stuff you don't have, you can still open it but not see everything.

Perfect world if stems found on phone: send link to computer, listen to each stem on phone, bookmark them for later, save to dropbox or google drive.

would love to be able to mix and share more and would upload his own stems, would love to be able to upload or sell his own stems, just wants to put his stuff up there.

wants to collab with more people, stems aren't available and fun to work with, sharing, connecting and collaboration is a must because stems are meant for collaborating and sharing.

has never paid for stems, & may only do it for really big people or more generic stems.

Likes social aspect of soundcloud: can repost track if collab with someone and can repost it which is nice wants collab feature to show specific artists not just who uploaded it, fav producers met doing

stems are educational

mobile a must: wants access is fine with lower quality files "I want to do the same things on my phone that I can do from my laptop."

Ableton Live user

I search, discover and listen to music all the time: from desktop and mobile device once I leave the house. Often on both mobile and desktop at the same time looking at different things.

Loves to discover inspiring music and artists

Stems are a great learning tool "a way to learn how songs are constructed"

Always seeking out like minded artists to collab with

Currently collars by sharing project files on dropbox

I have used stems with DJ contests before, many people though only keep the vocals, they throw out the rest

Always trying to promote and get my music in front of as many people as possible, Twitter, soundcloud

I'd pay for a cappella stems

Ableton Live user

My friends use stems as ideas when starting out a new idea for a track

I follow various blogs and pitchfork to find new music/artists, I look them up to see who they collab with

When I find a good track I rip the YouTube video or record using sound flower

I promote my music with Soundcloud, Facebook and Twitter

Would like to be able to download individual stems

I sell my music on Bandcamp and iTunes, also on spotify

stems are also used for tv, film & live performances a lot

Only create stems for artists if they specifically ask for them b/c it's so much work

Avid/ProTools started a marketplace and is getting ready to launch a shared cloud-based collaboration tool

Stems are used a lot in the gaming industry

Recording studios don't go out looking for stems, they don't consume them

Amateurs may use stems to save time, rather than for ex. grab individual drum samples

Recording Studios will create stems as good customer service, i.e. labels and movie/gaming industries require changes and different formats

Smaller indie bands might be more likely to release their stems

DJs will use stems in live sets, but some find these too unwieldy

A DAW market place for plugins and audio engineers to sell their services is coming

Stems are a lot of work to create in the studio

I really only use stems in collaborations or sometimes for remixes/contests.

Stems are used a lot in the gaming industry

Interested in downloading stems if the big artists were doing it. Would def purchase their stems.

Will explore stems to see how something unique or complex is made

Push notification when new tracks/stems are released from a big name artist

Save a track or artist on mobile for later

If the platform made collaboration easier - might be interested. A way to leave notes to one another?

Sharing stems may be a great promotion tool

Concerned and careful about giving away trade secrets

Working on the same virtual system, screen sharing, working on the same project file at the same time would be ideal

I'd pay for a cappella stems

I really only use stems in collaborations or sometimes for remixes/contests.

Stems are used a lot in the gaming industry

I usually only use stems in collaborations or remixes if I can't make the sound myself. I'll pay for the good ones if they're readily available.

If there were stems available of artists who were as good or better than I am, I'd be on there multiple times a day. Otherwise, no reason to use it.

At the end of the day, music is my business. Anything I do has to pay off in some way: social currency is a huge part of that.

I want push notifications of things that are important to my work flow (collab updates, new stems available, hot releases, etc). I check everything on my phone.

I release my current songs for free at a high quality so that people don't rip it like I know they're going to do anyway at a low quality. It encourages people to use my music & get my name out there more.

Stems are primarily educational (and I wouldn't really pay for them unless it was a REALLY big name artist i.e. Skrillex, Deadmau5, etc)

I want a way to make collabing easier and more profitable (through social currency)

I sell and/or promote my music on all available social channels, esp: Soundcloud, fb, twitter, instagram, bandcamp

I want a simple, "minimal" flat design site with: a news feed on main page like soundcloud that just shows me the visuals of what's newly posted, trending, featured and soon to be

I am on my iphone 5s almost as much as I'm on my computer & use it to explore music, find people, check followers, etc.

Downside of stems is that when you're collabing and you pull them into your DAW they show up as audio blocks that you have to reconstruct. Takes a lot of time. I like project files better.

Usually always on my Laptop to mix and produce. Use a movie app to play a show once.

Doesn't use 3rd party plugins, feels music sounds more unique without them

Wants a simple app to trim and normalize samples, eq. Wants to grab a sound or tack and save or edit later

Fans are eager to download stems they like to see the elements to see how tracks are made

Approached by 3rd parties i.e. Beatport to release stuff.

Best selling samples / stems are clean simple sounds OR large bass / drum sample packs

I sell stems from my own production

When I use random peoples loops there is no personal connection, seems weird to utilize their music

When artists are on the same label it's natural to share each others stuff

Soundcloud is flooded with mediocre music, likes to use curated blogs as a resource for new music

Stems can be educational

Novice producers would use stems the most, used as a way to start off a track and then they alter the sound

No production on mobile devices, uses DJ gear

Doesn't really use stems, most of the stuff I make is for other people

Likes to find old tracks from the 50's and 60's, rip records from onto his computer

Mostly producers original tracks, will shop tracks around soundcloud to see if someone wants to build off of it

I like how stems can be educational, can see how things are built

Some reservations of using other stem files "but it could save time. If people post stems and don't care how people use them "Thats cool"

Will google "free stems for remixing"

Doesn't use online editing software at all

Might reach out to an artist directly to get stem files

Benefits of Beatport are being able to download in multiple file types (AIFF, WAV, MP3), encoding all downloads with ID3 tags that communicate the key and bpm of a track, and allowing you to

Shazam: For when I'm at a show or listening to a mix online and really like what I'm hearing. I only use it to catalog songs I've liked, I then find them on Soundcloud and "like" them there so I can have every

Soundcloud: Arguably has the most expansive selection. I start with exploring other artists pages, most importantly their "likes" and stem out from there. I like the quick action of "liking" a track so you can catalog

On that same note, having an embedded music player that operates independently of what page you navigate to is extremely important. I want to be able to click play on a track/stem, then

I acknowledge that in order to have a library comprehensive enough to generate traffic, you'd need to automate the tagging process-which is essentially writing a program that thinks like a human and links

most friends in the production world use Torrents and pirate giant packs like Vengeance. I don't have much experience here but I will definitely say that whether creating a mix or producing a song, the

You can say that a stem/track is a certain genre (Drum & Bass, House, Tech etc) but that doesn't mean anything when you're using it to construct something new.

I think a system that operates on a heavily tagged basis if properly executed could be fantastic. If you want to create a song that makes you want to get up early and dance around making

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Beatport: For purchasing more than discovery (although they do have artists make personal Top 10 lists etc that are helpful).

The "Beatport top 10" has become a laughing stock of shitty EDM music that all sounds the same so I steer clear (even though its purely customer driven-beatport as a company has no hand in

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Main services I currently use to find new music (I don't search for stems very often): Soundcloud, Shazam, Beatport