

Usage Scenario: Haley

Haley wakes up for school, gets ready, and heads downstairs for breakfast. While waiting for food, she takes out her smartphone and checks facebook. On her wall, she reads that a popular singer that she is subscribed to just released a new single. Haley immediately downloads the song onto her phone and plays it. She thinks to herself that this song sounds just like the artist's last single, and loves it! Haley realizes that she is running late and which means her "friend" Samantha will be at school sharing the new song to their group of friends. Haley wanted to be the one who "found" the next hit song that everyone will be singing at her school.

Haley suddenly remembers that the song sound similar and she recently downloaded a new app that allows her to combine parts of songs. A cool remix of this new song with last month's song will definitely one-up her friend Samantha; as well as allow her to maintain the status of the "most hip" in the group. She takes the two songs and is able to create successful mix by lunch only during time between classes and when she could manage take the phone out in class. Her creation is a big hit within the group and Samantha is clearly disappointed. Haley then uploads her track to the app community and posts it on facebook as well.

Usage Scenario: Sonny

Sonny is en route to a concert at Madison Square Garden where he is the headlining DJ. He has all of the songs lined up for his set but wants to open with a mash-up of his most popular hits. His laptop and equipment are all packed away in luggage and all he has is his smartphone. He won't have much prep time once he arrives in New York so he wants to have a couple mixes already made by the time he is able to get his gear out. So he uploads and combines multiple variations/combinations of tracks to see which can be matched up. He finds a particular mash-up that he likes and shares it with his personal media cloud. He takes the other mash-ups and saves them for later use. When he gets to New York, he can upload his creation right onto his laptop where he can add additional effects with his professional software. This app saved him valuable time so he could focus on other aspects of his performance.

Usage Scenario: Andre

Andre and a close group of friends are starting a record label. They want their first CD to be the best of their collective work. Andre and his friends have been producing songs in the underground scene for years and they think can put their heads together in order to create the "ultimate beat". Their parent record company gave them 2 weeks to record their first album so each person has to do their part. Since everyone is busy, there is little time for everyone to sit down in the recording room and work on a song. During the day, each person creates a mash-up on their down time and posts it on the app community page. Andre can then log on and downloads their beat directly onto his device. He can then mix and match the beats until he finds something he likes. He then posts the new track onto the community site where his friends can download it directly to their mobile devices and listen/make changes from there. This will help them collaborate even with a small amount of face time. They can use each version like a ladder rung and improve upon it each time working their way towards a better sound.