aleased. Marketplace for Music Artists

I think to understand aleased and its ideas everyone involved should understand what aleased is about, this way we minimize misunderstanding and mistakes.

What aleased is and should become in future:

aleased aims to offer music artists a platform in the HipHop genre. There, on the basis of an estimated budget, beats, covers and other services and products can be purchased. These are primarily intended for creation, publication and marketing for the amateur music industry.

The platform serves as a social marketplace with a focus on newcomer artists. Aleased allows the artist to quickly and easily get all the products, resources and services he needs.

Aleased tries to be cost effective by keeping the fees for all involved as low as possible in order to adapt to the available capital of the early adopters. aleased cannot influence the prices of the individual products as they are distributed by third parties. However, a good balance between price and performance should be achieved.

Users who sell something on aleased must first be accepted and unlocked. In this way, the quality and professionalism of the goods offered by aleased are not flooded by inferior products.

Everyone knows the traditional way of an online shop with products at a fixed price. However, aleased's products can vary greatly in price according to quality, originality or brand (e.g. well-known producer). An artist's budget varies because it depends on his lifestyle and financial possibilities.

The price model at aleased is based on the budget an artist spends or wants to invest in his music. Depending on how big or small the budget is, the artist will be able to buy several or higher quality products.

Get it on Request!

The best sound comes when the beat and rap are in perfect harmony. Of course, it's optimal if the producer and the artist are together in the studio and create the whole song from beat to the finished song together. In most cases, however, this is not possible. In order to approach this kind of creation, in the form of a purchase process, the producer must know exactly what the artist wants from his ideal beat. The same applies of course to other products for which the artist already has concrete ideas.

In the so-called "Requests" the artist has the possibility to define his budget and then describes his project. The type of beats, covers etc. can be specified in the request. The sellers now have the possibility to upload beats, cover designs etc. into a request, provided that they agree with the advertised budget. The artist can now choose from the submitted products/services.

The price per unit (e.g. 1 beat) he defines in the Request i.e. $20 for a beat he is willing to pay

It should be noted that you always specify the budget per category, because maybe beats are already available and only a cover or a promotion is searched for.

First Version of the Website Need to be built (MVP)

User Segments

- The **artist** is the consumer, he wants to buy music resources (MVP: only Beats – Instrumental or music to rap and sing on) on a budget basis to make a song out of them.
- The **producer** is seller on aleased platform and earns from selling his beats.

Artists and producers can register on the web application. Unlike the producer, however, the artist has immediate access. The producer sends an invitation request to aleased via a form, including references of his beats. Aleased then decides whether the producer will be admitted on aleased.

For the MVP, a simplified form of the "Get it on Request" procedure is used. Since only two user groups are involved, only beats are traded in the initial stage. The beats are loaded into a playlist. There the selected beats can be added to the shopping cart. After checkout you can pay with PayPal. The price per beat is set in the Request with a price he is willing to pay per unit. After a successful order the beats can be downloaded directly.

Both user groups have a dashboard in which all actions are visible. The producer has the possibility to filter open requests and have his income transferred to PayPal under *Payout.* The artist can create a request and download purchased products under Downloads.

To save storage space, beats are deleted if they are not purchased after a certain time.

About the development Job

Some parts of the website are already built with ASP.NET CORE/5 and Bootstrap 5. The job for the developer/(s) is to finish the website so its functional and looking great.
Check it out aleased.azurewebsites.net

Login Credentials:
Artist (Customer): artist1@uleased.com – a1
Admin   : admin@uleased.com – adm..
Producer(Vendor: producer1@fleckens.hu – p1

Page Structure
- Landing Page (with Login Modal)
- Signup Artist
- Signup Producer
    o Invitation Request Confirmed

- o   Approved Producer Password Creation
- Admin Dashboard and User Control
- Artist Dashboard
  - o   Home
  - o   New Request
  - o   Cart/Checkout
    - ▪   Thank You Page with Download Option
  - o   User
    - ▪   Account
  - o   Help
- Seller(Producer)Dashboard
  - o   Home (Submit to Offers)
    - ▪   Submit Beats
  - o   User
    - ▪   Account
  - o   Payout

Legend: <mark>FRONTEND</mark>: ONLY frontend needs to be done
        <mark>BACKEND/FRONTEND</mark>: Both needs to be done
        <mark>DONE</mark>: Nothing needs to be done.
        <mark>FRONTEND/(BACKEND)</mark>: Backend is HALF Done/ Or DONE somewhere and needs to be migrated to another place

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Name of the Page	Content/Information	Type	Time	Budget
Landing Page	Frontpage with a small signup that leads to /signup and a login modal **READ MORE 2.**	FRONTEND		
Mail Service	Sending Mails out automatic with send grid. Html layout is provided. **READ MORE 1.**	(BACKEND)		
Signup Artist	Signup Form for Artist - Artist Name - Full Name - Password - Password Repeat - Email **READ MORE 3.**	FRONTEND		
Signup Producer	Signup Form for Producer with information text about invitation only - Producer Name - Full Name - Email - Beat Reference **READ MORE 4.**	FRONTEND/(BACKEND		
Invitation Request Confirmed	After filling in the Signup for Producer the End User will be redirected to this page where it informs the End user that his request has been submitted to aleased	DONE	-	-
Approved Producer	After aleased approved the Producer he gets a mail with a link to this page there he sets his password - Email	FRONTEND		

Password Creation	- New Password - Repeat Password - Submit **READ MORE 5.**			
Admin Dashboard /User Control	In the admin dashboard there is the user control **READ MORE 6.**	FRONT-/(BACKEND)		
Artist Dashboard (AD)	The Artist dashboard has a nav bar with the name aleased on the left and a logout (it displays the logged in users mail address(should display Artist name)) Also, on the left is a collapsible sidebar with 6 tabs **READ MORE 7.**	FRONTEND		
AD Home	It displays the playlist where submitted beats are listed and can be listen to also to add to the cart **READ MORE 11.**	FRONT-/BACKEND		
AD New Request	The Artist describes in the Request what type of Beat he wants. He fills in a form where he specifies the style and also term of the recording license and also what price he is willing to pay for a beat of this kind. After he filled in all the inputs he triggers submit and if he wants to publish a request he can click approve and then the request goes out to the producer and appears under beat requests in the producer dashboard **READ MORE 7.1**	FRONTEND		
AD Cart/Chec kout	If the Artist adds something, it will be displayed here, he can now throw something out of the cart or fill in the billing information and checkout with PayPal **READ MORE 12.**	FRONT-/BACKEND		

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Cart/Chec kout-ThankYou Page	If the purchase was successful the artist gets on this page where he will be thanked for his purchase and where he can download his purchased files **READ MORE 12.1.**	FRONT-/BACKEND		
AD User - Account	Here he can edit his account **READ MORE 14.**	FRONTEND/(BACKEND)		
AD Help	Help section with, help form and FAQ	DONE	-	-
Seller Dashboard /Producer Dashboard (SD)	Looks the same as the AD but Only with three tabs **READ MORE 8.**	FRONTEND		
SD Home	All open Beat offers where the producer can submit beats too **READ MORE 8.1.**	FRONTEND		
Home-Submit Beats	If the producer clicks on a beat request a modal opens with a detailed view what the artist wants below the description he can submit beats to the request - Beat cover - Beat Name - Preview Audio - Beat files - **READ MORE 8.2.**	FRONTEND/(BACKEND)		
SD User-Account	He can edit here his account information **READ MORE 14.**	FRONTEND/(BACKEND)		
SD Payout	Here it shows how much the producer made in sales and has the opportunity to transfer the money to his PayPal account **READ MORE 11.**	FRONTEND/BACKEND		

1. **Mail Service**

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I will provide the html designs
- Producer Invitation Request (Admin Mail)
- Producer Approved (Producer) Backend is created
- Producer Denied (Producer)
- Artist Registration (Artist)
- New Submits to the request (Artist)
- Order Confirmed, download links (Artist)
- Payout Request Confirmed/Denied (Producer)

2. **Landing Page**

Frontpage with a small signup that leads to /signup and a login modal.

- Backend is created but it needs a good UI and responsive design
  (I will provide the design (Images))

3. **Signup Artist**

Signup Form for Artist
- Artist Name
- Full Name
- Password
- Password Repeat
- Email

- Backend is created but it needs a good UI and responsive design
  (I will provide the design (Images))

4. **Signup Producer**

Signup Form for Producer
with information text about invitation only
- Producer Name

- Full Name
- Email
- Beat Reference

- Backend is created but it needs a good UI and responsive design
  (I will provide the design (Images))
- Mapping beat reference input

5. Approved Producer Password Creation
After aleased approved the Producer he gets a mail with a link to this page there he sets his password
- Email
- New Password
- Repeat Password
- Submit

- Backend is created but it needs a redesign, frontend job
  (I will provide the design (Images))

6. Admin Dashboard/User Control
Backend of User Control is created.
- Display the Beat references in user data display, value set in the Producer Signup form
- In some way we need an overview on the transactions and orders made on aleased. DON't need a fancy UI just simple and quick lookup.

7. Artist Dashboard
The Artist dashboard has a nav bar with the name aleased on the left and a logout (it displays the logged in users mail address(should display Artist name))
Also, on the left is a collapsible sidebar with 6 tabs

- Backend is created but it needs a good UI and responsive design
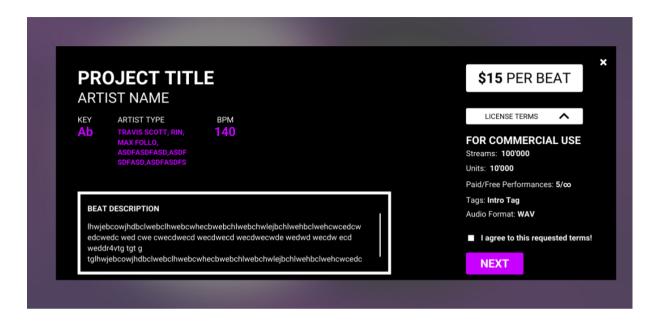 (I will provide the design (Images))

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7.1 AD New Request

The Artist describes in the Request what type of Beat he wants. He fills in a form where he specifies the style and also term of the recording license and also what price he is willing to pay for a beat of this kind. After he filled in all the inputs he triggers submit and if he wants to publish a request he can click approve and then the request goes out to the producer and appears under beat requests in the producer dashboard

- Backend is 70% done. Only the Terms needs to be coded.
  Terms:
  There are 10 different Licenses to choose from in a slide:

A whole contract is already generated for each license except the name of the licensee and licensor, and date and time of license creation. These three values are set dynamically at the end of the checkout.

8. Seller Dashboard/Producer Dashboard (SD)

The Seller dashboard has a nav bar with the name aleased on the left and a logout (it displays the logged in users mail address(should display Artist name))
Also, on the left is a collapsible sidebar with 3 tabs

- Backend is created but it needs a good UI and responsive design
  (I will provide the design (Images))

8.1. SD Home

Backend is created but needs a filter and sort option

8.2. SD Home: Beat Submission

(Half done with some errors)

If the Producer likes a request he can click on submit and this modal pop up:

There is all the information which the artist has filled in under NEW REQUEST. Self-explaining.

If the artist agrees to the information and terms and he clicks on NEXT a new Modal pops up:
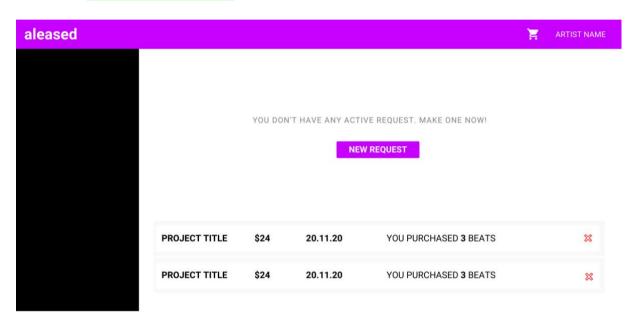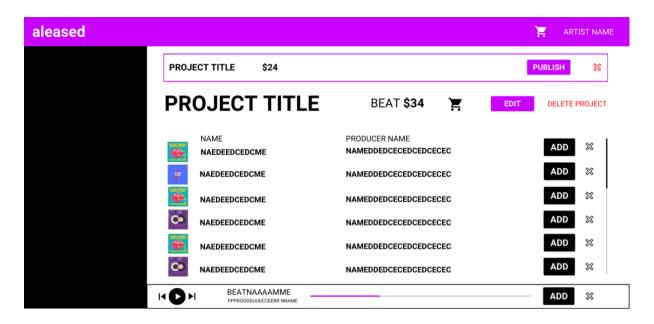
There he uploads beats to the data base.

- Beat-Image Input (jpg, scale down to 50 x 50px)
- Beat Name
- Beat Audio Preview (MP3)
- Beat files (MP3, WAV,)
- ADD BEAT makes a new Row
- Submit Beats: Beats appear in the playlist of the Artist who created that request
- Max. 3 Beats per request pro producer
- Capture the producer name with any submission
- 20 slots available per request

9. **Artist Dashboard Home**

If there isn't any active Request there is a screen with a heading "You don't have any active Request" and after that a Button which say NEW REQUEST!(Leads to /new-request) then old inactive requests listed at the bottom.
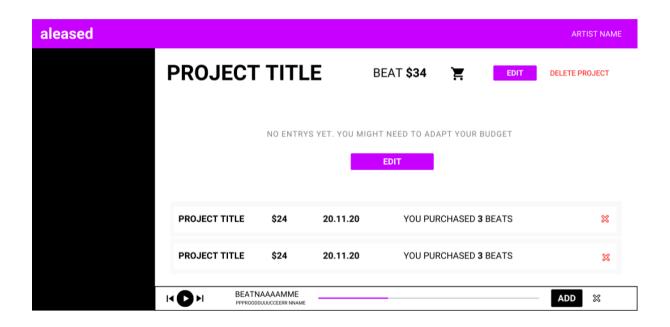

If a Request is created it appears on the top with the option to publish. If there is a Request already active and the publish button is triggered a modal pop up with an alert: " You want to deactivate the old request and activate the new one?" and a YES or CLOSE Button. The inactive old Requests are listed below

In the playlist are 20 Slots available for beats.

- The cart in the nav bar leads to /cart-and-checkout
- Clicking on the artist name you will be logged out
- If publish button is triggered a modal pop up with an alert: " You want to deactivate the old request and activate the new one?" and a YES or CLOSE Button.
- Edit Button you can edit the Request (already coded in backend)
- Delete project button deletes the project with a modal pop up alert which says, "are you sure you want to delete the request?"
- BEAT $34 displays how much a beat cost this value was set in the new request creation
- By clicking on a beat thumbnail, the beat audio preview starts to play
- Beat Name set in the Beat submit by the producer
- Producer name: Who has submitted the beat
- ADD: adds beat to the cart under Cart and Checkout
- The X kicks the beat out of the playlist and a new slot is available
- Play bar with play button and time bar, ADD and X

If the Request is published an empty playlist appears. "Any submits yet" in the middle. And an info with "If you don't get any submits customize your Request, you might have a to low budget…". Below an EDIT Button. The inactive old Requests are listed below.

After a month of inactivity all beats will be deleted, and the request gets inactive.
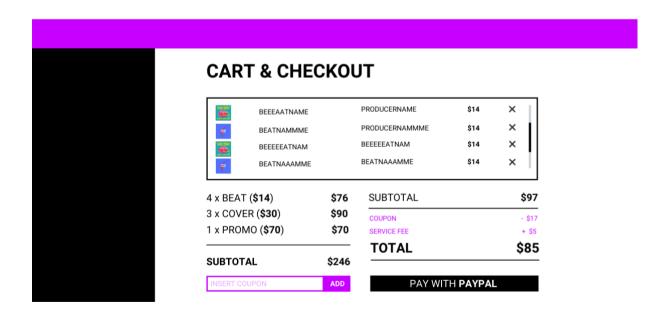
10. CART & CHECKOUT

Beats added to the cart will be listed under Cart & Checkout. You have the option to see what's in the cart and also to remove it from the cart. the rest is normal checkout stuff.

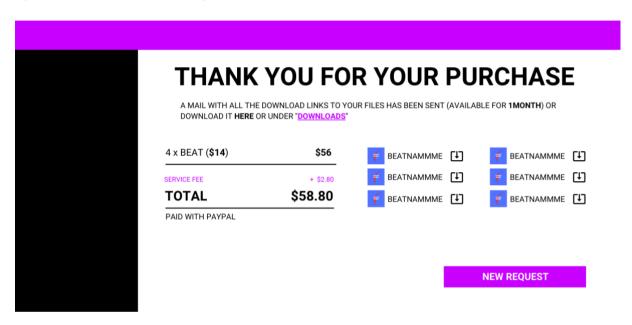**Service Fee:**
Under $40: +$2
Above $40: +5% on Subtotal

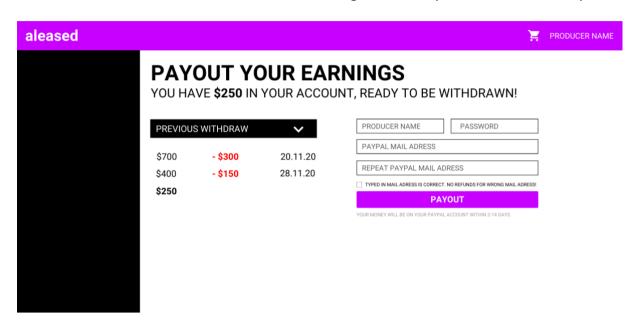Checking Terms and condition and afterwards checkout with PayPal.

10.1.   Thank You Page

After successful purchase the Artist comes to the thank you page, his order is listed there and some information text (/Downloads) and then the option to download it directly.

11. Payout Producer

The Producer who sells beats on aleased. Needs to get his money transferred to his PayPal account.

12. EDIT ACCOUNT

(backend already done atm only admin can edit user)