

VibeQueue

Lab 1 Introduction

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1. Introduction

Have you ever walked into a gym, and noticed that despite music playing throughout the building, the vast majority of gymgoers are wearing headphones? Not just in gyms, you can see similar things in cafes, bookstores, department stores, and generally any public business or venue. The reason for this is the patrons feeling that the music played by the owner of the venue does not match the mood the patrons want to set. It does not match the 'vibe' the patrons wish to feel.

Music has a larger impact on the habits of consumers than most may be aware of, including the consumers themselves. A study from MRC Data (2021) found that 41% of U.S. consumers would spend more time and money in a retail location if they enjoyed the music played in the store. They also found that 39% of respondents stated that hearing the music they enjoy makes them more likely to return to a business again. This study shows that the influence of the music played in a venue can have a significant impact on customer satisfaction and loyalty.

There are some existing services that attempt to address this issue, but they fail to completely solve the problem. The top current existing services are TouchTunes and Rockbot. TouchTunes leaves a gap in the market due to its high price and requirement of jukebox hardware. This can scare off smaller venues due to the price. Rockbot offers a lower price point and many of the features customers are looking for, but offers less flexibility. It also recommends and potentially requires using their own media player hardware.

In essence, customers want a way to play their own music easily and cheaply. Business owners want a simple, cheap service that will allow them to accommodate their customers, with the flexibility to establish their own rules. Business owners also need something that can integrate with their existing sound system.

To fill the gaps listed above, VibeQueue was created. VibeQueue is a music service that allows customers of venues to request their favorite songs for a small fee. VibeQueue is designed to be flexible, allowing it to be integrated with many existing sound systems, no extra hardware required. It also gives venue owners and staff the flexibility to whitelist or blacklist specific genres of music or songs to ensure that their venue maintains a specific vibe. With this, there is no concern of the sudden blaring of Swedish Black Metal in a cozy coffee shop. In case the staff have a change of heart, an override function is available to allow for blacklisted songs to be played. To use VibeQueue, customers simply need to scan the venue's VibeQueue QR code to access the page for that specific venue. The customer will be able to login and see the available songs that are allowed to be played at that venue and the fee for the song. For an additional fee, the customer can raise the priority level of the song, pushing it higher up in the queue. With VibeQueue, your vibe is managed in an easy, clean interface.

2. Product Description

3. Case Study

4. Glossary

5. References

MRC Data. (2021, October). *The Soundtrack of the Modern Customer Experience*. Study commissioned by Soundtrack Your Brand.