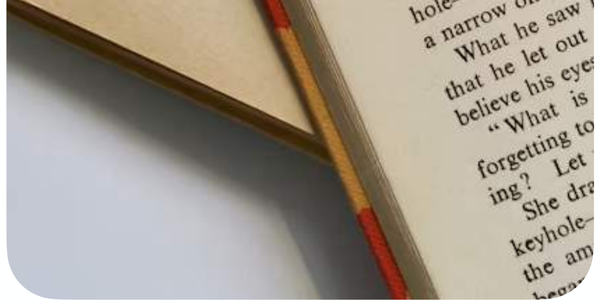
EXIT

Community

“Community”

Agfa
AGFA
ANASTIGMAT F. 7.7/10.5cm
STANDARD


What he saw
that he let out
believe his eyes
"What is
forgetting to
ing? Let
She dra
keyhole-
the am

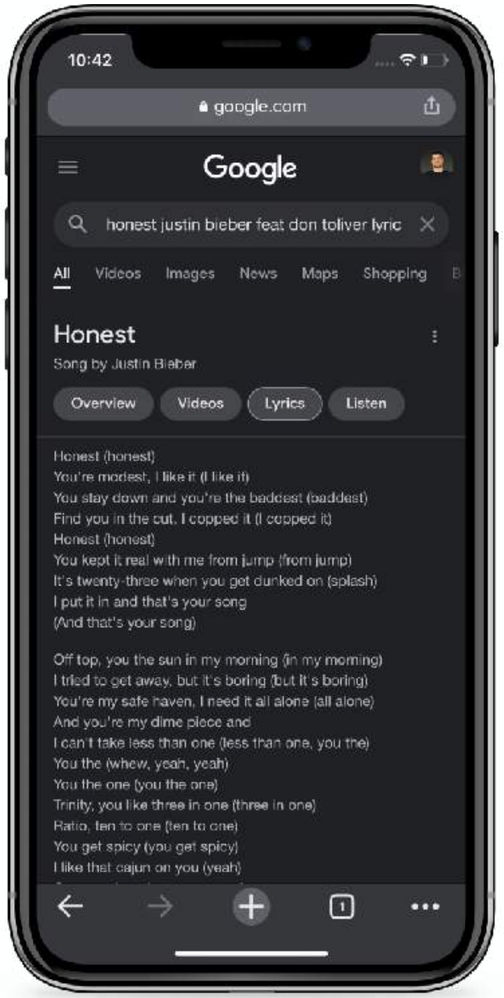
ROO PANES

“Belonging”

In any community,
one person’s passion ignites another’s.
The more we share,
the bigger the impact grows.

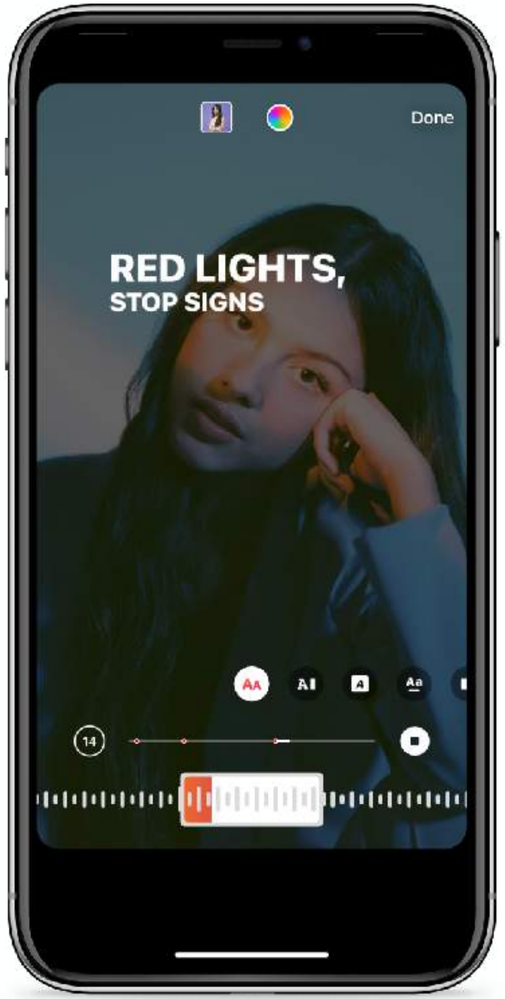
musixmatch

Google

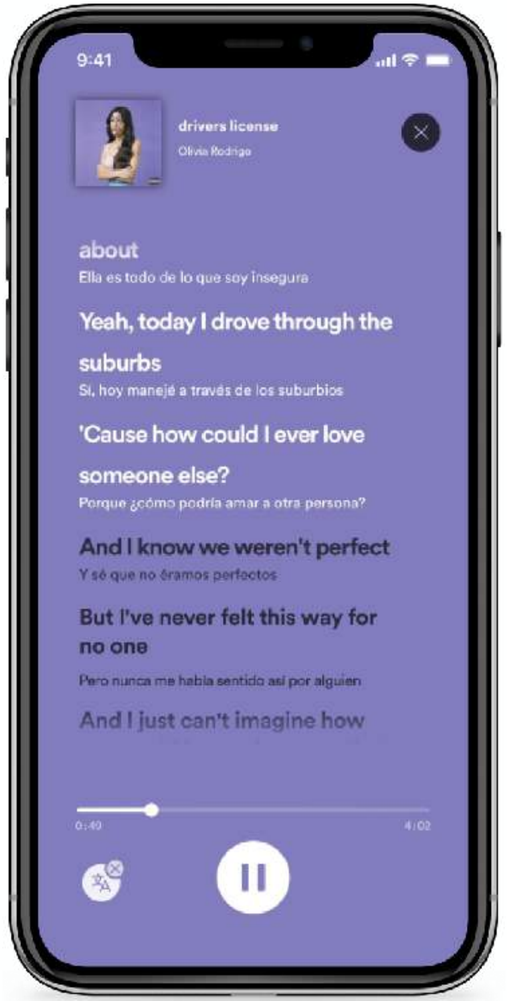


Apple Music

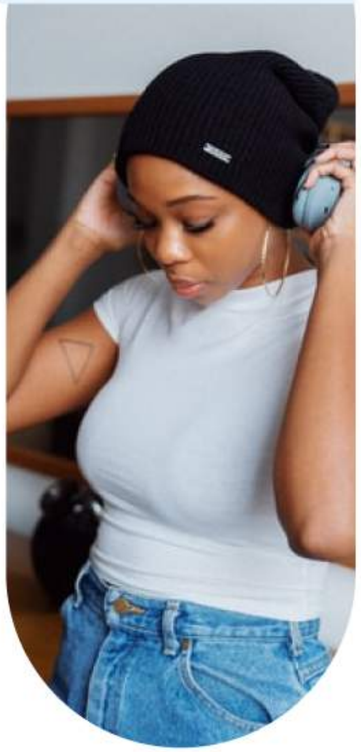
Instagram

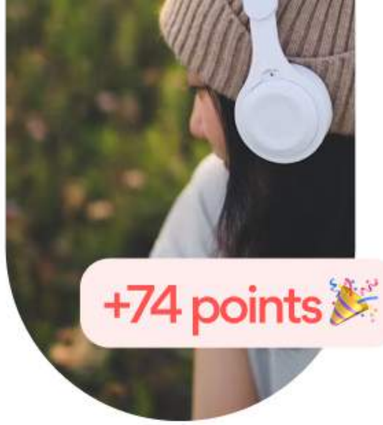


Spotify

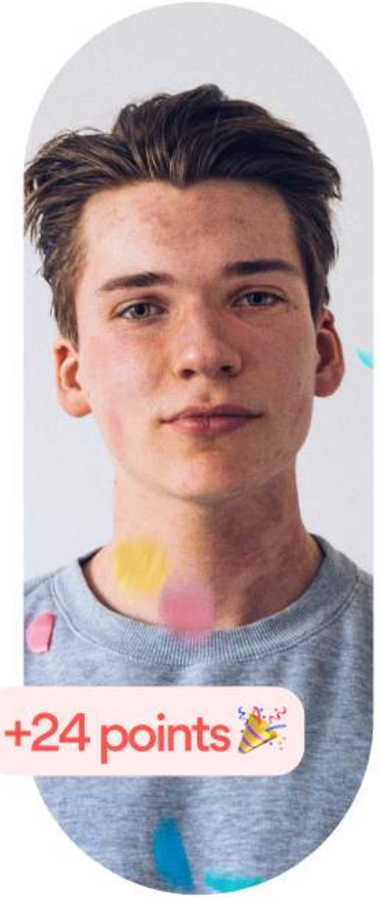


Great job!





+74 points

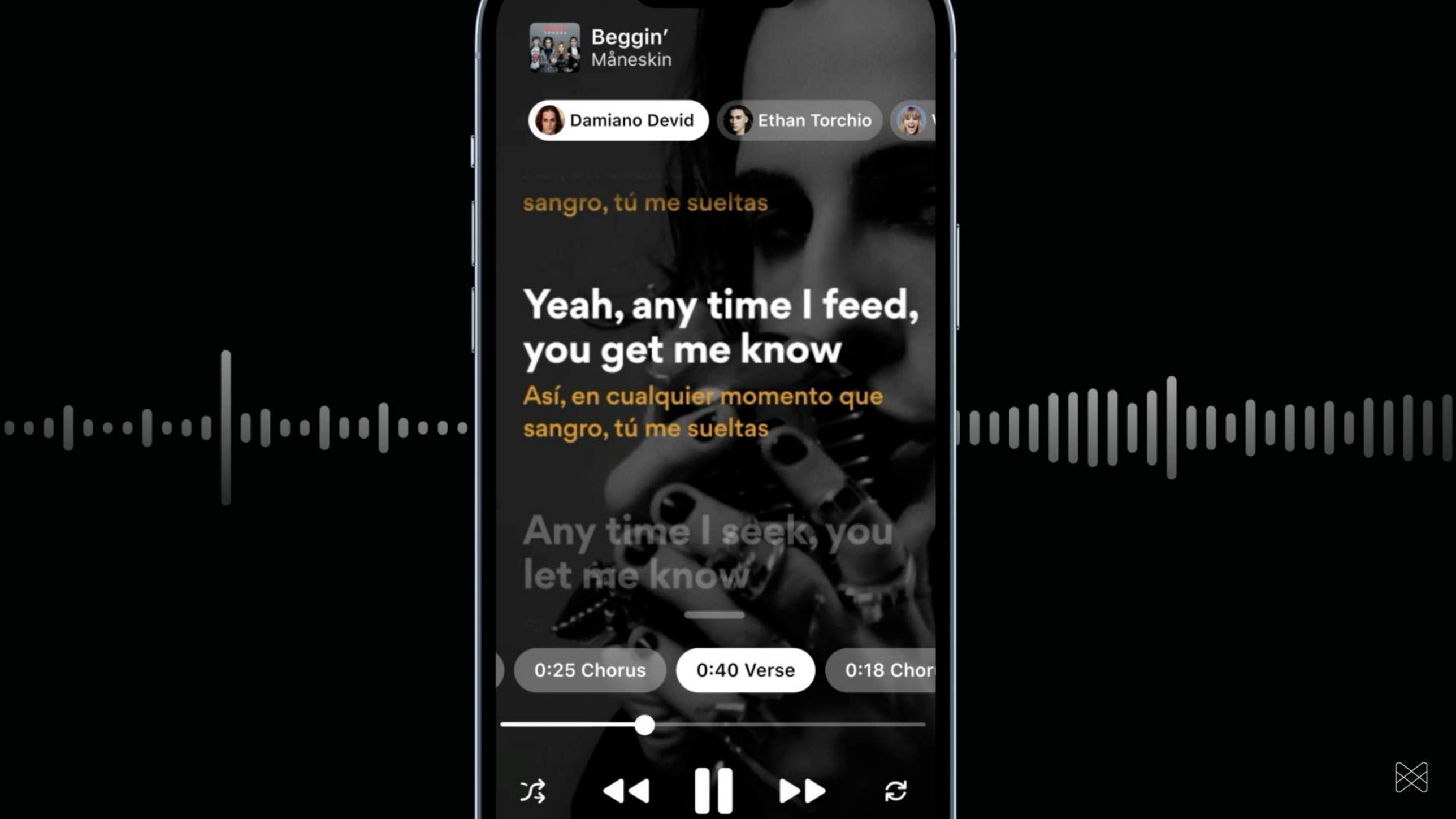


+24 points

Lyrics are complex

> *So, any time I bleed, you let me go*
> *Yeah, any time I feed you, get me? No?*
> *Any time I seek, you let me know*
> *But I plan and see, just let me go*

— Beggin' by Måneskin


Beggin'
Måneskin
Damiano Devid
Ethan Torchio
sangro, tú me sueltas
Yeah, any time I feed, you get me know
Así, en cualquier momento que sangro, tú me sueltas
Any time I seek, you let me know
0:25 Chorus
0:40 Verse
0:18 Chor

Transcription

Synchronization

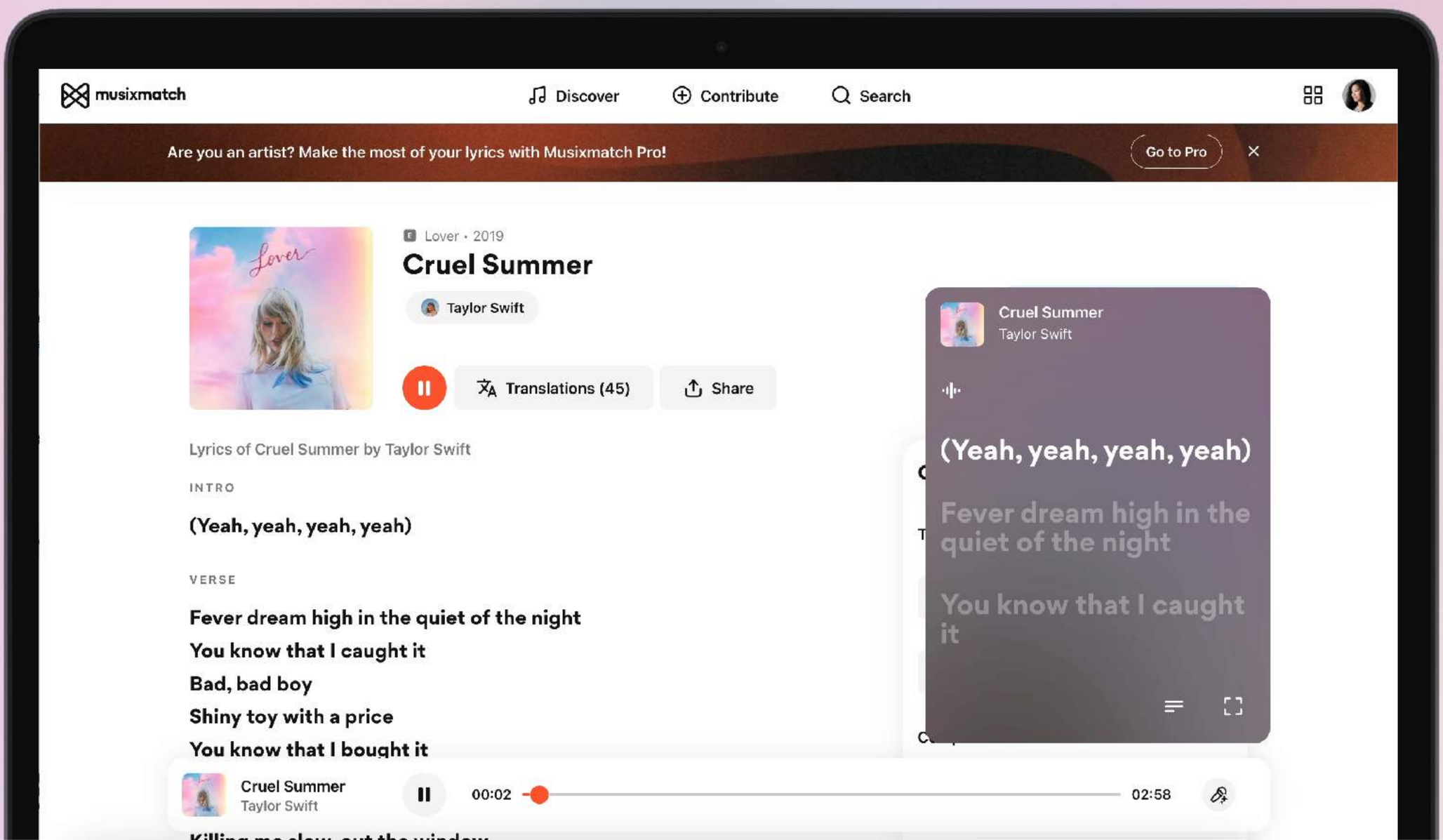
Translation

Tagging

Formatting

**“When you're happy,
you enjoy the music
but when you're sad,
you understand the lyrics.”**

— Frank Ocean

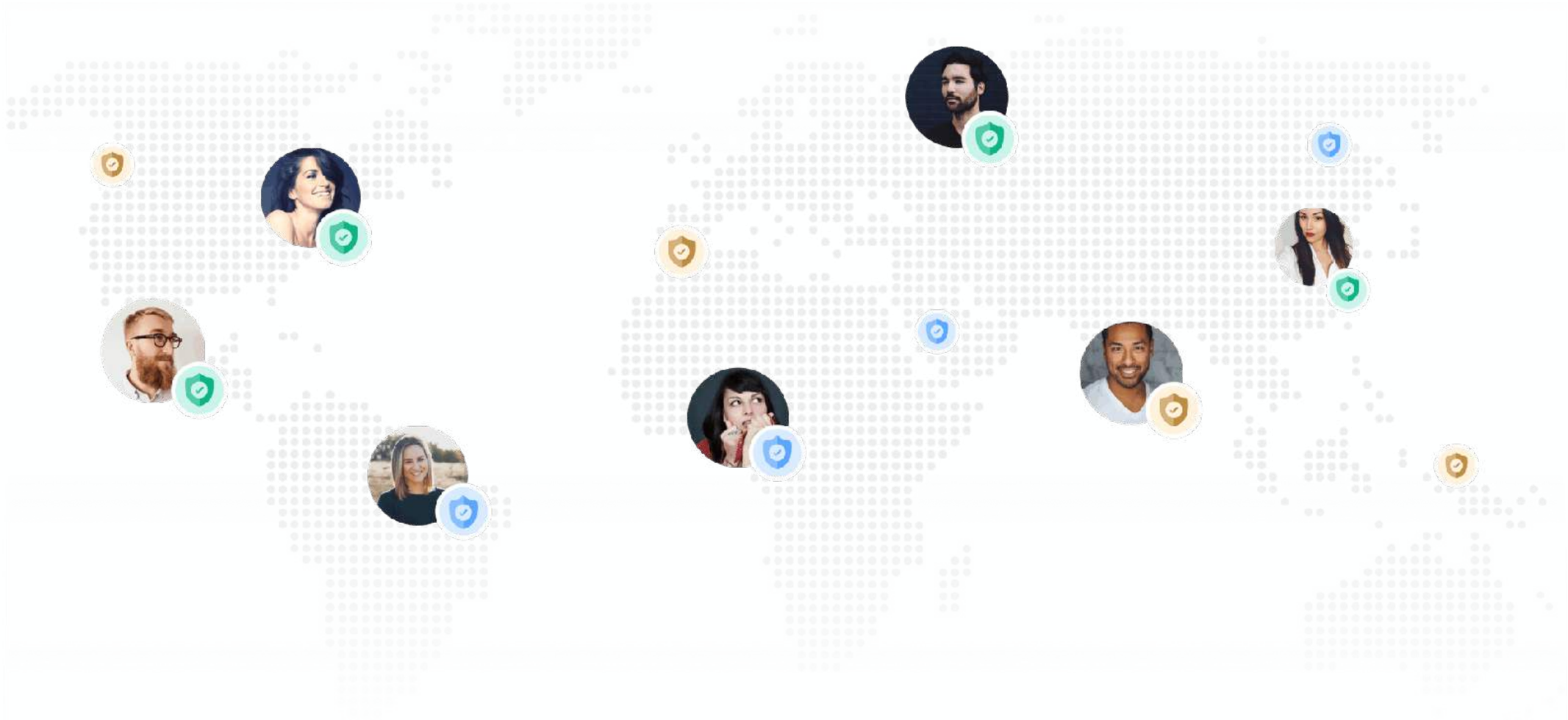

musixmatch
Discover
Contribute
Search
Are you an artist? Make the most of your lyrics with Musixmatch Pro!
Go to Pro
Lover • 2019
Cruel Summer
Taylor Swift
Translations (45)
Share
Lyrics of Cruel Summer by Taylor Swift
INTRO
(Yeah, yeah, yeah, yeah)
VERSE
Fever dream high in the quiet of the night
You know that I caught it
Bad, bad boy
Shiny toy with a price
You know that I bought it
Cruel Summer
Taylor Swift
(Yeah, yeah, yeah, yeah)
Fever dream high in the quiet of the night
You know that I caught it
Cruel Summer
Taylor Swift
00:02
02:58

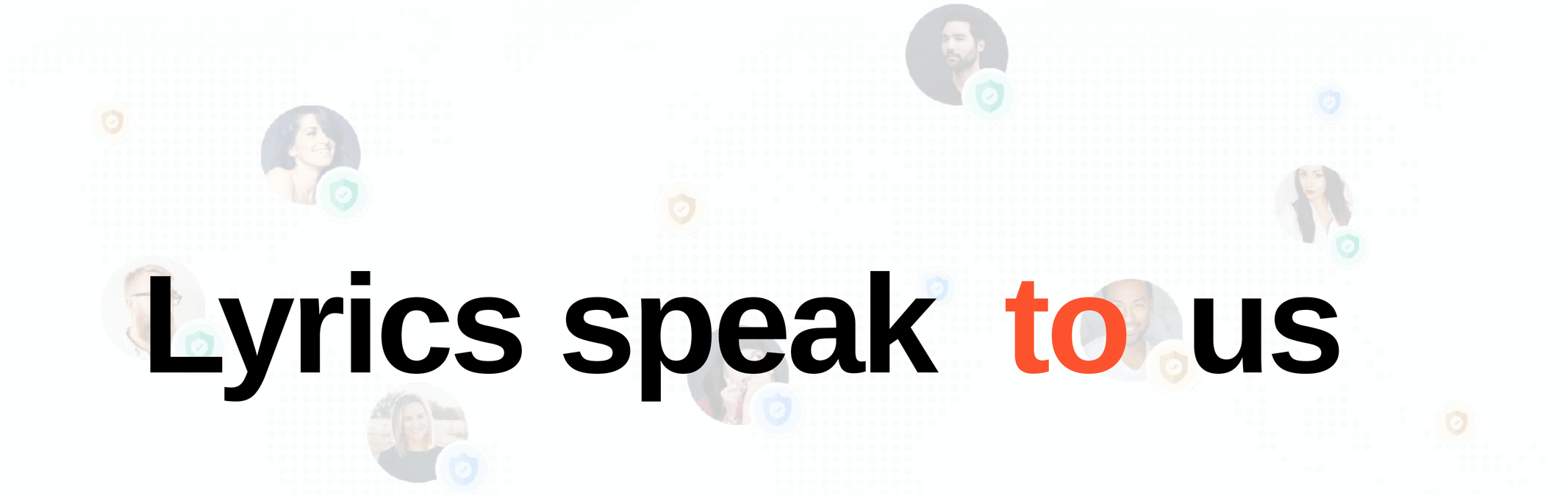
“Should I give up,
or should I just keep
chasing pavements?”

— Chasing Pavement by Adele

Lyrics speak to us

A GLOBAL COMMUNITY



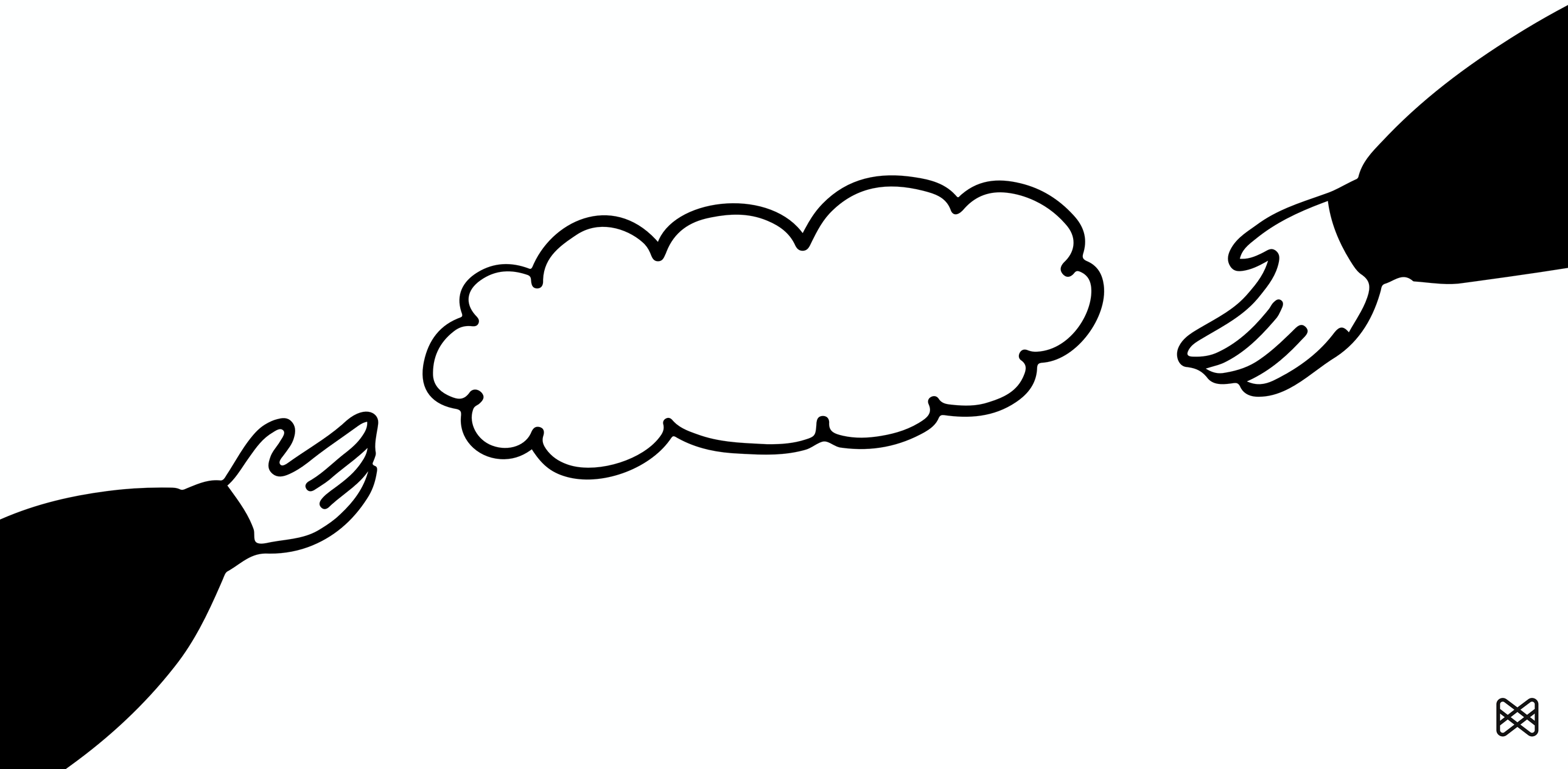


Lyrics speak to us

Lyrics speak through us

Universal language

A GLOBAL COMMUNITY

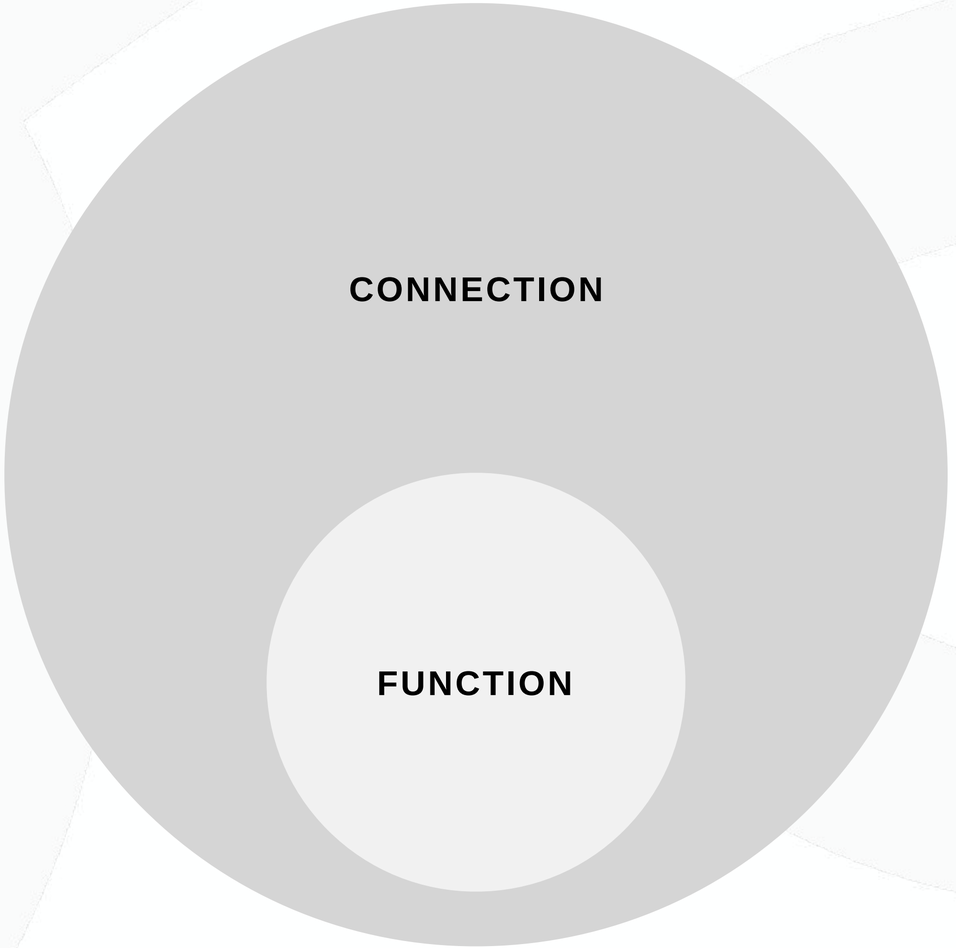


How?

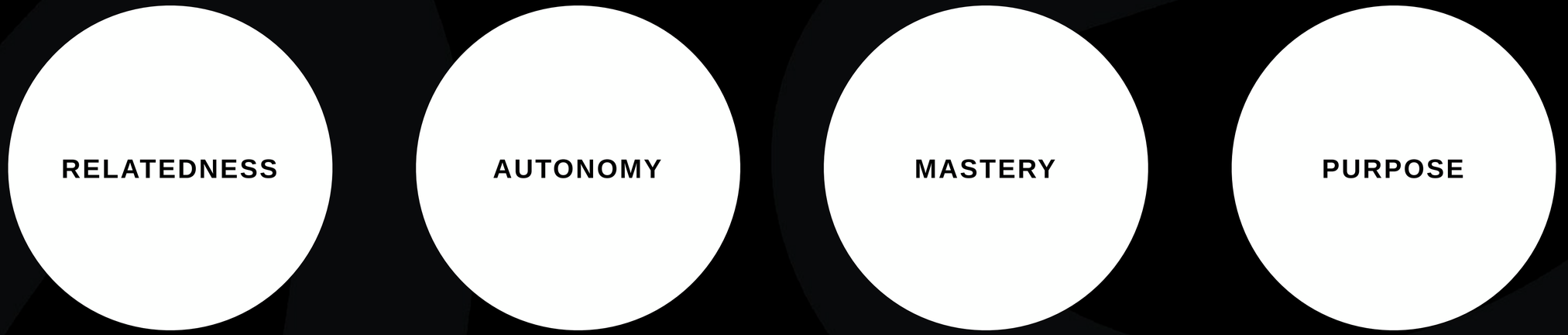
DESIGNING FOR A GLOBAL COMMUNITY

Identify your community

IDENTIFY YOUR COMMUNITY



IDENTIFY YOUR COMMUNITY



THE R.A.M.P MODEL OF INTRINSIC MOTIVATION, LUIS ESPINOSA, 2020.

PURPOSE

Involve them in your design

musixmatch

Discover Contribute Explore

I Wanna Be Yours

Arctic Monkeys

2013

Verse

I wanna be your vacuum cleaner
أريد أن أكون عكستك الكهربائية
Breathing in your dust
لأستنشق غبارك بعمق
I wanna be your Ford Cortina
أريد أن أكون سيارة الفورد كورتينا خاصتك
I won't ever rust
ولن أصدأ أبدًا
If you like your coffee hot
إذا كنت تحبين قهوتك ساخنة
Let me be your coffee pot
اسمحي لي بأن أكون وعاء القهوة خاصتك
You call the shots babe
اتخذي القرارات أنت يا حبيبتي
I just wanna be yours
أريد فقط أن أكون ملكك

Verse

Secrets I have held in my heart
الأسرار التي حملتها في قلبي
Are harder to hide than I thought
إخفاؤها أصعب مما ظننت
Maybe I just wanna be yours
ربما أريد فقط أن أكون ملكك

Contribute

Lyrics
Translation
Structure Tag

See all

Activities

Annabelle C — Specialist — Verified
Belle M — Curator — Synced
Constance Torren — Graduate — Tagged

See all

musixmatch

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Lyrics
Translation
Structure Tag

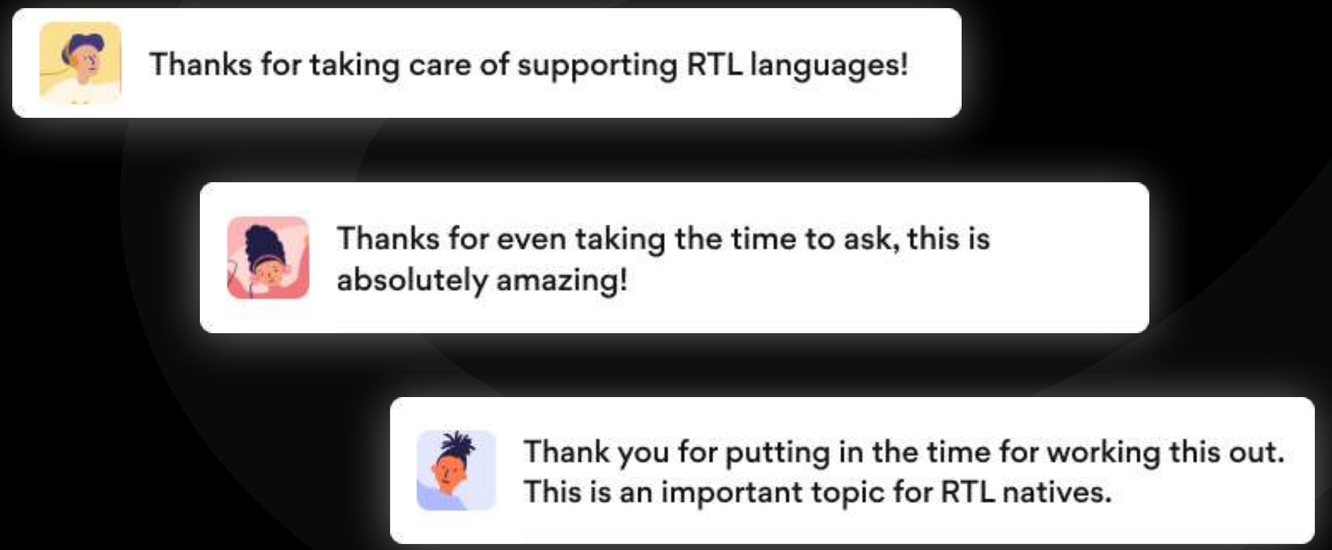
See all

Activities

Annabelle C — Specialist — Verified
Belle M — Curator — Synced
Constance Torren — Graduate — Tagged

See all

It’s no longer just *your design* —it’s *our design.*

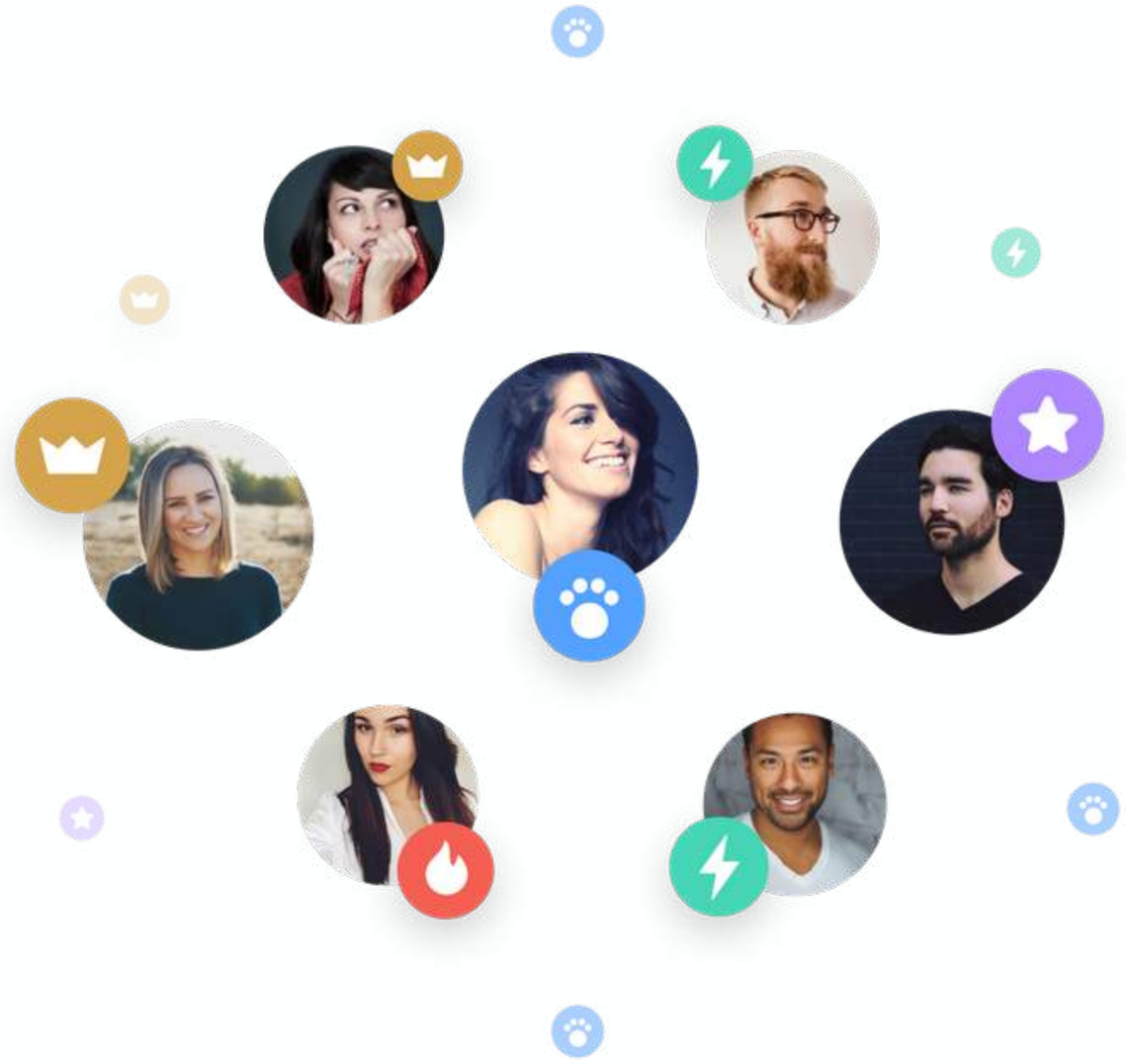


DESIGNING FOR A GLOBAL COMMUNITY

Visualize their identity

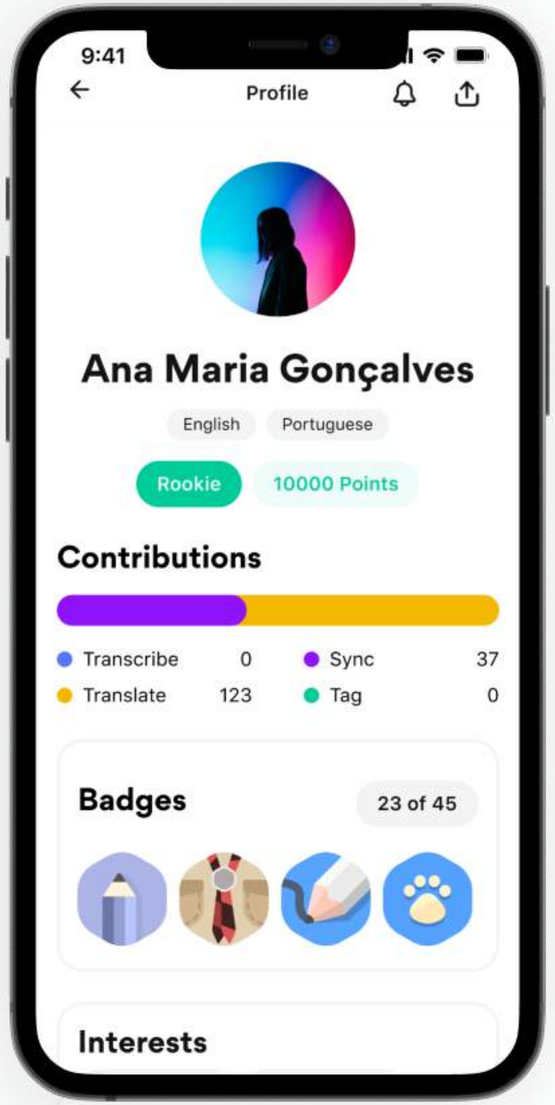
VISUALIZE THEIR IDENTITY

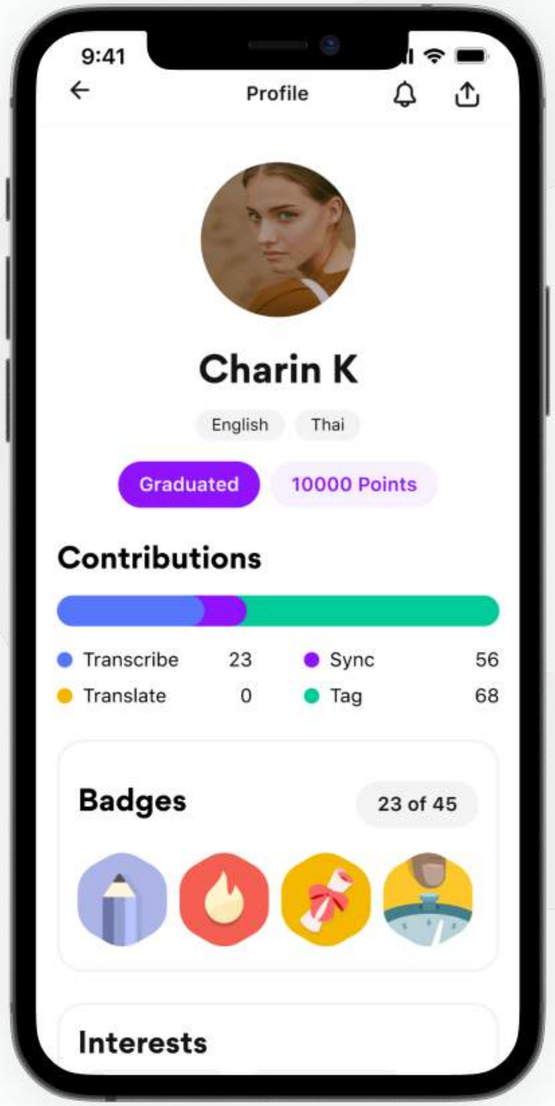
Who are they when they use your product?



How do they want to present themselves?

VISUALIZE THEIR IDENTITY

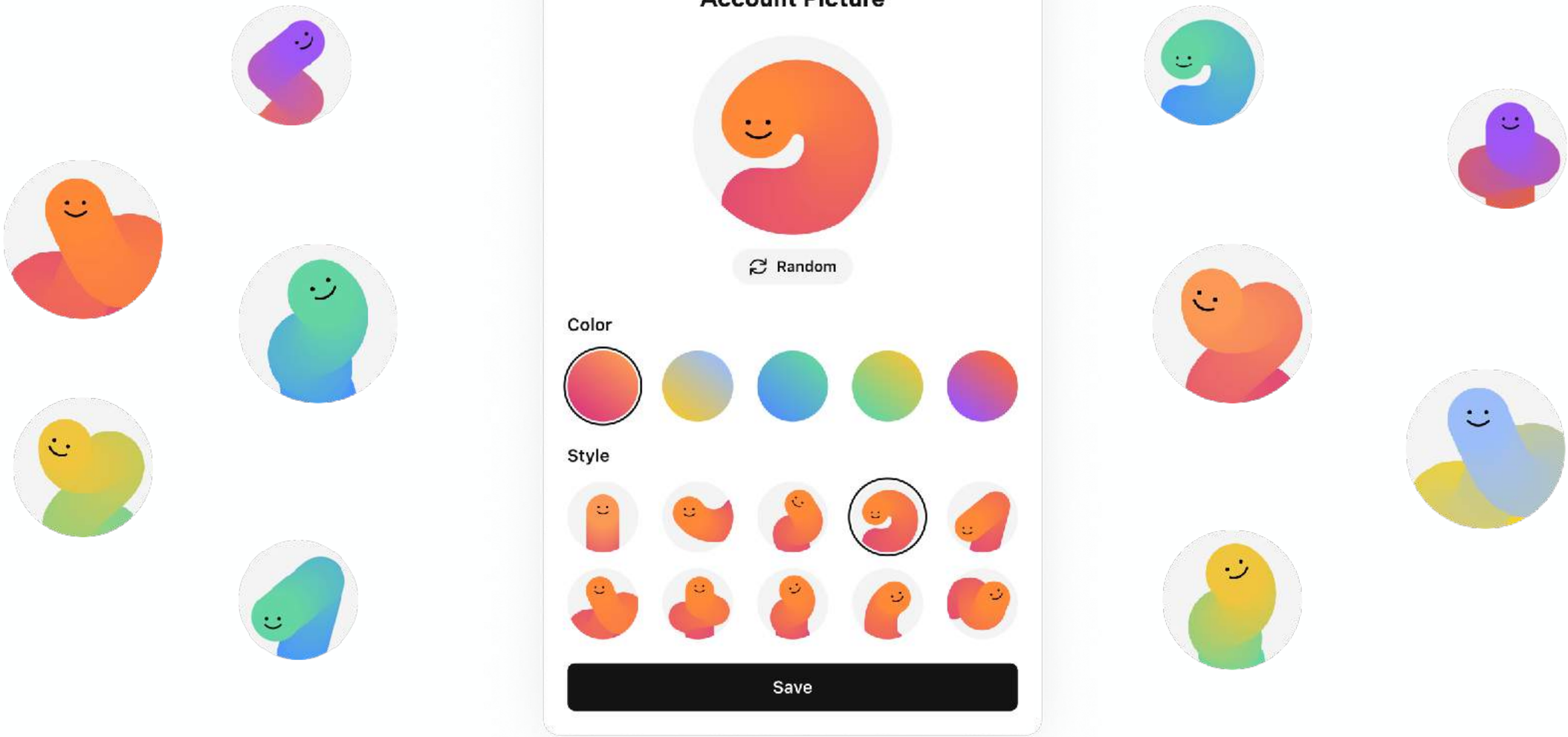




DESIGNING FOR A GLOBAL COMMUNITY

Embrace diversity and anonymity

EMBRACE DIVERSITY AND ANONYMITY

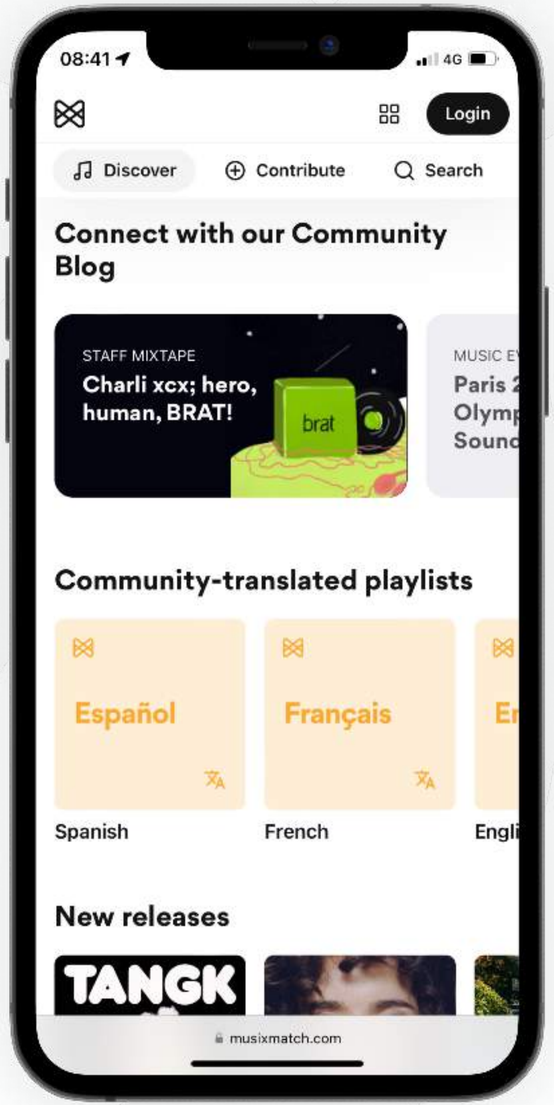


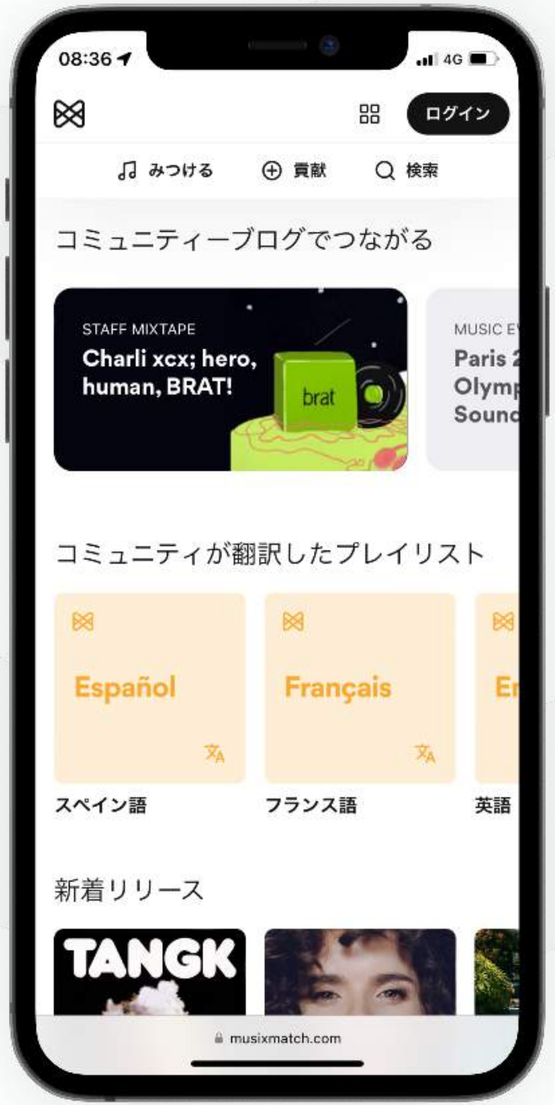
EMBRACE DIVERSITY AND ANONYMITY

Spanish

Portuguese

EMBRACE DIVERSITY AND ANONYMITY

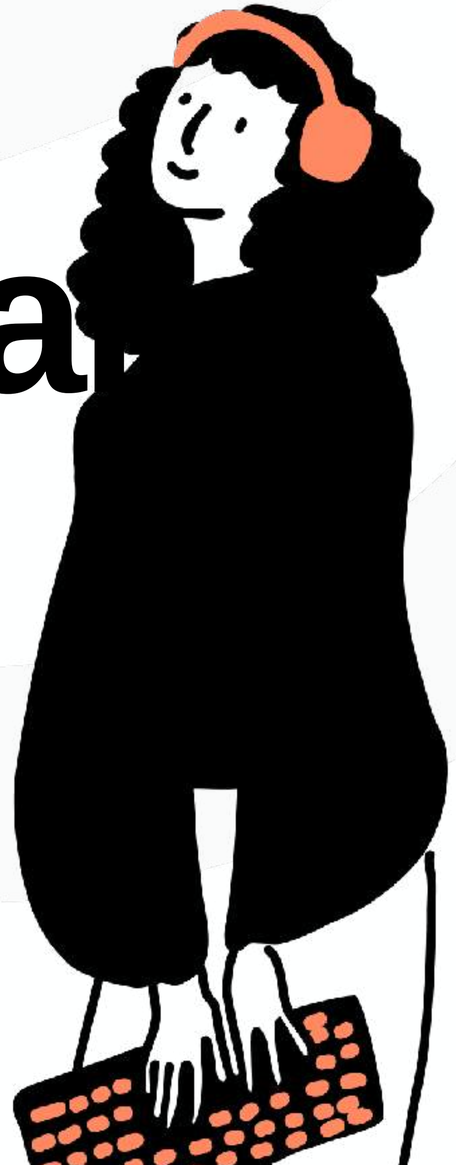




EMBRACE DIVERSITY AND ANONYMITY

DESIGNING FOR A GLOBAL COMMUNITY

Provide missions a purpose



PROVIDE MISSIONS AND PURPOSE

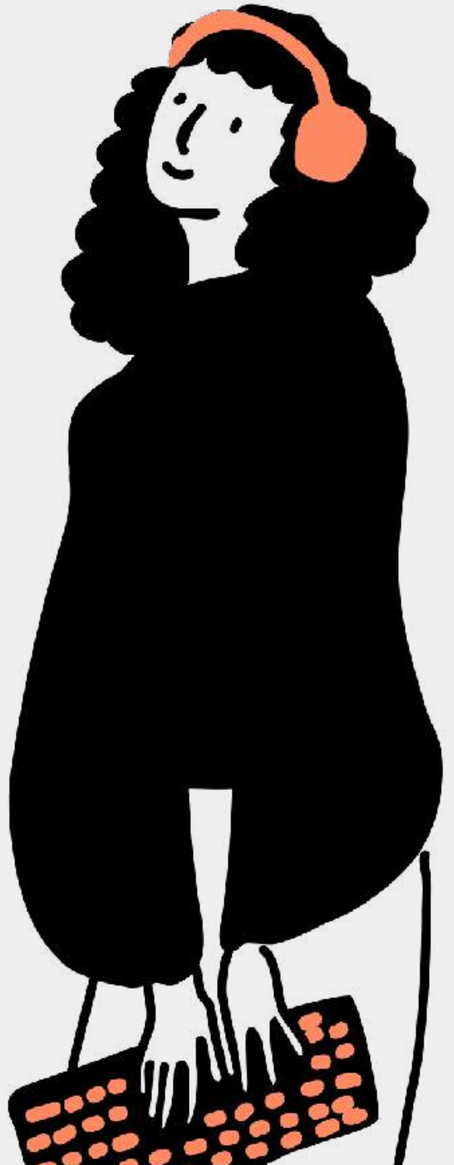
Transcription
Verified by Curator

Sync
Identify song's sections

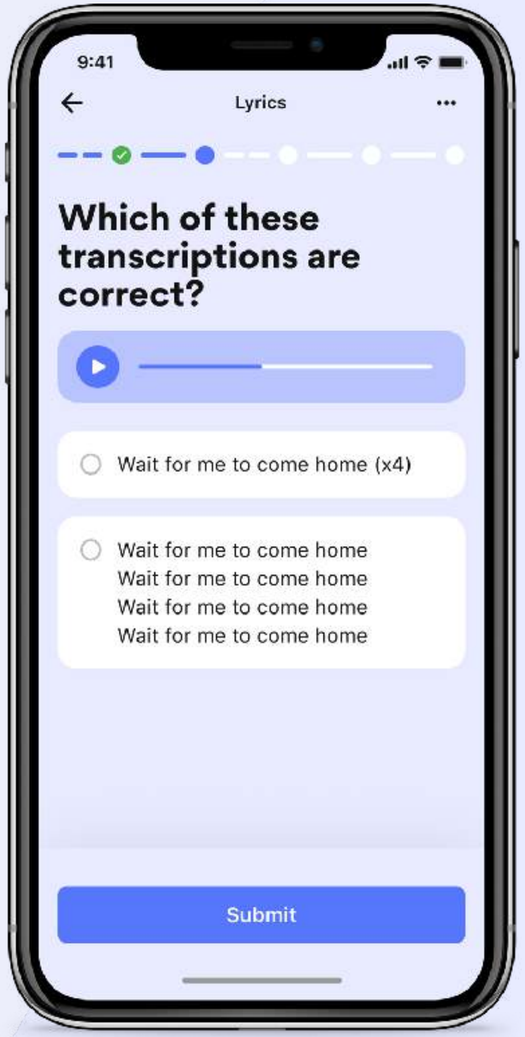
Translation
Share lyrics across language

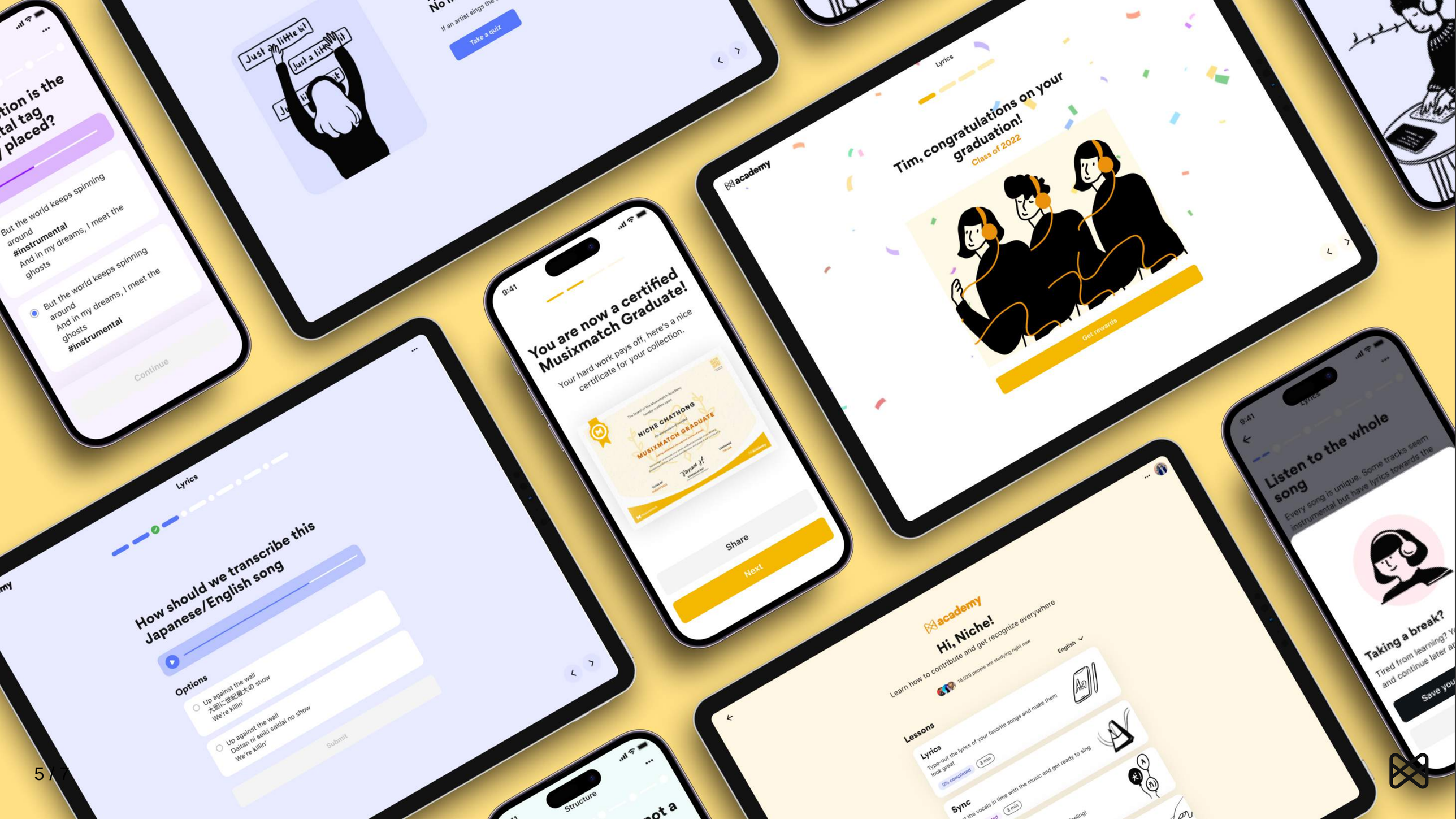
Structure
Verse, chorus, bridge...

Performer tag
Identify who's singing what



PROVIDE MISSIONS AND PURPOSE



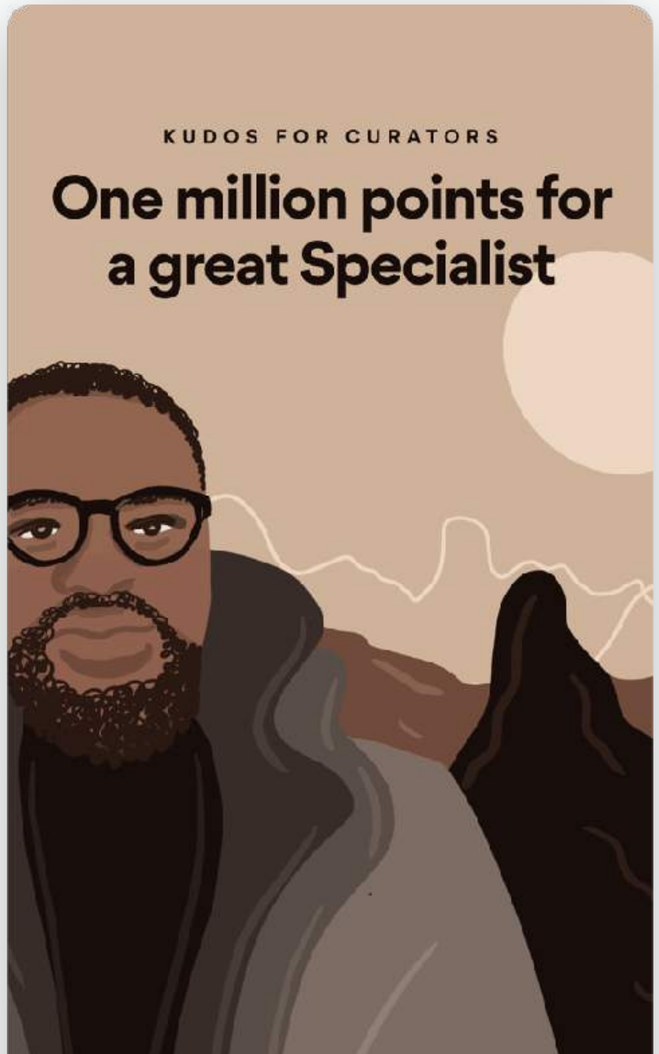

Just a little bit
Take a quiz
But the world keeps spinning around
#instrumental
And in my dreams, I meet the ghosts
But the world keeps spinning around
And in my dreams, I meet the ghosts
#instrumental
Continue
academy
Lyrics
Tim, congratulations on your graduation!
Class of 2022
Get rewards
9:41
You are now a certified Musixmatch Graduate!
Your hard work pays off, here's a nice certificate for your collection.
NICHE CHATHONG
MUSIXMATCH GRADUATE
Share
Next
Lyrics
How should we transcribe this Japanese/English song
Options
Up against the wall
大胆に世紀末の show
We're killin'
Up against the wall
Daitan ni seiki saidai no show
We're killin'
Submit
academy
Hi, Niche!
Learn how to contribute and get recognize everywhere
English
15,029 people are studying right now
Lessons
Lyrics
Type-out the lyrics of your favorite songs and make them look great
0% completed
3 min
Sync
3 min
9:41
Lyrics
Listen to the whole song
Every song is unique. Some tracks seem instrumental but have lyrics towards the
Taking a break?
Tired from learning?
and continue later
Save you
Structure

When you provide a mission, you're giving your community a reason to invest their time and passion into the product.

DESIGNING FOR A GLOBAL COMMUNITY

Give recognition

Beyond gamification



DESIGNING FOR A GLOBAL COMMUNITY

Introduce rituals

“A ritual is any practice that marks a time or event as special or important”

CHARLES H. VOGL, THE ART OF COMMUNITY

STAFF MIXTAPE

The Ultimate Back-to-School Playlist and its memories

MUSIC EVENTS ON EARTH

Let's talk about Elodie's first tour!

MUSIXMATCH MIXTAPE

Live Forever: The Oasis reunion we never thought we'd see

JUST FOR FUN

Findin links with Linkin Park

JUST FOR FUN

Crack the code! Find the errors in the given lyrics

MUSIC EVENTS ON EARTH

It's Been a Long Time Coming: Tales from the Eras Tour in Milan

TECHIE NEWS

New features to rock your world!

TIPS&TRICKS

Waiting for you at Musixmatch Academy!

JUST FOR FUN

The odd one out!

MUSIXMATCH MIXTAPE

Musixmatchers, straight from the Tortured Poets Department

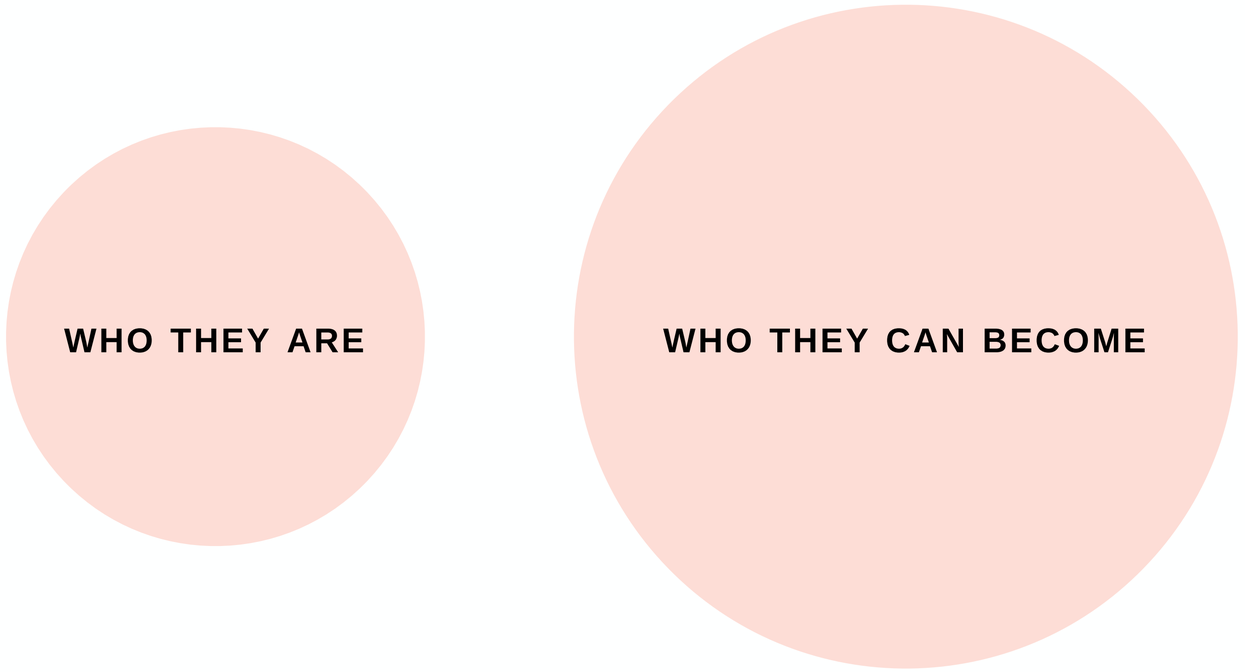
KUDOS!
THANKS!
GREAT!
SUPER!

Identify your community
Involve them in your design
Visualize their identity
Embrace diversity and anonymity
Provide missions and purpose
Give recognition
Introduce rituals

DESIGNING FOR A GLOBAL COMMUNITY MEANS...

Embracing the unknown

DESIGNING FOR A GLOBAL COMMUNITY MEANS...



DESIGNING FOR A GLOBAL COMMUNITY MEANS...

“Belonging”

DESIGNING FOR A GLOBAL COMMUNITY MEANS...

~~Belonging~~

“Becoming”

Thank you.

NICHE@MUSIXMATCH.COM