The Software will be facilitating us to select the Segmentation only from the STP (Segmentation/Targeting/Positioning).

Software Description:

Software Name: Musical Universe

The Software will have sets of music having various genres. Different genres will depict the personalities of the users as the research have been made by Professor Adrian North of Heriot-Watt University (Edinburgh, Scotland, U.K).

The result of the research showed that the following genres reflect the respective attributes in individuals:

***Blues fans*** *- have high self-esteem, are creative, outgoing, gentle and at ease.****Jazz fans****- have high self-esteem, are creative, outgoing and at ease.****Classical music fans****- have high self-esteem, are creative, introvert and at ease****Rap fans****- have high self-esteem and are outgoing.****Opera fans****- have high self-esteem, are creative and gentle.****Country and western fans****- are hardworking and outgoing****Reggae fans****- have high self-esteem, are creative, not hardworking, outgoing, gentle and at ease.****Dance fans****- are creative and outgoing but not gentle.****Indie fans****- have low self-esteem, are creative, not hard working, and not gentle.****Bollywood fans****- are creative and outgoing.****Rock/heavy metal fans****- have low self-esteem, are creative, not hard-working, not outgoing, gentle, and at ease.****Chart pop fans****- have high self-esteem, are hardworking, outgoing and gentle, but are not creative and not at ease.****Soul fans****- have high self-esteem, are creative, outgoing, gentle, and at ease.*

The software will scrutinize how often an individual listens to the music of a particular genre, and then after a specific period, it’ll provide the result in the form of respective personality that an individual possesses.

Via this software, we won’t be bothering ourselves by taking time consuming interviews, filling boring questionnaires and having inefficient surveys. The Software “Musical Universe” will give you results in the most appropriate time, with great efficiency.

Scenario:

Suppose the government is on the verge of establishing a high fertility IT institute, that’ll be serving the military in the future.

The government want its candidates to have the following attributes:

* Creativity
* High self-esteem
* Hardworking
* Extrovert

The IT institute offers 3 major courses i.e. “The Warrior Web” program, “Self-Release EMP (Electro-Magnetic Pulse)” and Practical Cyberspace.

The government is willing to entertain only those candidates who possess at least three of the above mentioned attributes, in a short time.

**Answer 1:** The primary user of our software will be the Government. As the government has not so much time to entertain heavy amount of candidates, therefore Musical Universe will be the most prior option the government will have.

The government will then be spreading the awareness of our software at Army/Navy Colleges. So the sophomores at Army/Navy Colleges can use the software and the government can easily fetch the required segmentation.

**Answer 2:** The team behind Musical Universe will arrange technical sessions with the government. Also the team will provide valid proofs of tests and authentic research.

**Answer 3:** Along with the software Musical Universe, we’ll be providing the user (government) membership at a suitable discount, so that the user can experience our more projects related to the betterment of society.