CSCE 190

Assignment Name:
Group Name: G.T.S.

Team Members who contributed:

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Problem Statement:

Our users tend to get tired of constantly digging to find music that fits their needs and are in search to get quality music that accurately reflects how they feel. Our solution is to get away from the mainstream music applications such as YouTube, Spotify and Apple Music, and provide a way for users to effortlessly sift through the musical underground.

Garth Garthson -Nick Brock

age: 24
residence: Boston, MA
education: Associates Degree in general studies
occupation: Bar Tender
marital status: Single but looking

"Bro, have you heard of (band no one has heard of)? They're lit."

Garth spends most of his free time listening to music. While he's at work he likes to talk about new music that his regulars may not have heard of.

Comfort With Technology

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MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Garth has deep rooted desires of being a musician but lacks the discipline to learn music. He makes up for this by trying to be ahead of the curve on new and emerging artists.

Needs

- Garth needs to be seen by his friends and customers as knowing more musical artists than anyone else.
- He needs to feel like he is a guru of unknown bands.

Wants

- To be involved in the music scene
- To engage with people who like music or are in a band and feel valued by them
- Toshow someone new music that they fall in love with

Darlyell Ingvar - Samuel Snipes

age: 30
residence: Seattle Washington
education: Bachelors in Business
occupation: Automotive Consultant
marital status: Married with no kids.

"I'm running from my wife at this very moment and Im bored while doing it"

Wakes up early and frequently travels, making long drives to the plant or company headquarters.

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Criteria For Success:

Likes learning new things and exploring new genres of his interests. Can find new things on his own but prefers to have things hand picked and recommended to him since he's usually occupied working or focusing on travelling.

Needs

- - New content such as music or podcasts
- - A new job
- - Exercise
- - A new wife

Wants

- - To explore new music and always have something fresh on the mind.
- - A new wife
- - Accurate recommendations.

Values

- - New and less popular content
- - Exploring new genres.

Fears

- - His wife
- - Growing stale or boring
- - Not having a coffee

MOBILITY LABS

Jacqueline Davis - Gabriel Hill

age: 22
residence: Portland, Oregon
education: 2nd Year University Student: "Undecided"
occupation: Barista
marital status: "It's Complicated"

*"I don't you think you understand, I only listen to underground artist" *Names a popular band**
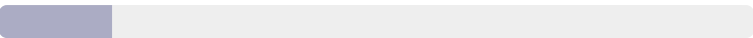
Jacqueline loves to spend her whole day complaining about her job on twitter. In her free time she is an "artist' and reads books.

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Criteria For Success:

Absolutely nothing, she is content with wasting time. As much as she claims to be a "free thinker", she would much rather spout other people's opinions than form her own.

Needs

- - A reality check.
- - Find actual meaning in her life.
- - Choose a path in her education.

Wants

- - A boyfriend.
- - Good music to "theme her life".
- - Other people to discuss her "original" taste in music.

Values

- - Doing things as easy as possible.
- - Her social media presence and what her followers think of her.

Fears

- - Commitment.
- - Making Decisions.
- - Actually having to find new music to listen to.

Daniel Daily - Duayne Wright

age: 34
residence: New York City
education: Masters in Jazz Performance
occupation: Freelance Musician
marital status: Single

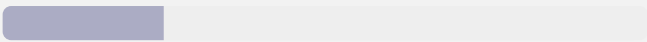*"Always jammin' and laying out phat chords"*

I usually walk everywhere I go, finding new gig venues and checking out the talent around the city. I like feeling inspired by everyone around me, no matter where they are in their musical journey.

Comfort With Technology

INTERNET

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MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

I will feel successful once I complete my album that I've been working on for years now. The album is missing a little somethin' but I know it'll be fire!

Needs

- Music 24/7
- Musicians to join my band
- Jam sessions at least 5 days a week

Wants

- Meet personal people
- Learn new music from people through jam sessions
- Be able to reach my band and communicate all my new ideas with them

Values

- Organization
- Making money

Fears

- Lack of communication
- Injuring my fingers
- Forgetting music that I hear in my head

Sean Lanfair – Jefferson Vitale

age: 33
residence: Washington, DC
education: Bachelors Degree (BA)
occupation: Discord mod
marital status: So so lonely

"This East beat go hard, I wonder if Death Grips would suit me?"

Sean is lonely and needs to fill his time with more music. Spotify and Apple music keep recommending the same simple artists and he doesn't have time to go in-depth to find more.

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Criteria For Success:

A new app that helps find new music, while also giving quality-sounding music. Helps the more underground artists get paid and just helps smaller artists achieve their goals.

Needs

- A way to find new artists
- Stop worshipping Kanye
- A streaming site that pays more than Spotify

Wants

- New Frank Ocean
- New music

Values

- Gritty Production
- Fearsome Lyrics
- Coke rap?
- Exploring music he wouldn't have listened to before

Fears

- Sharing that he likes Earl Sweatshirt
- Sounding too much Anthony Fantano
- Love

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