

Project Design Phase

Problem – Solution Fit Template

Date	17/04/2025
Team ID	SWTID1744376795
Project Name	Tune Trails
Maximum Marks	2 Marks

Solution for Tune Trails (Music Streaming App)

Customer Segment(s) Music lovers, college students, working professionals, casual listeners, playlist creators, families who stream music online.		Customer Limitations Budget-conscious users, basic smartphones, average internet connectivity, non-tech-savvy people, limited storage for offline music.	Available Solutions Spotify, Gaana, JioSaavn, Apple Music (Popular but have ads/fees, limited personalization). Local apps (limited music library, outdated UI).
Problems / Pains Difficult UI in existing platforms, frequent ads, limited skips, lack of personalized recommendations, hard to discover new music, limited offline downloads.		Problem Root / Cause Centralized platforms are profit-driven, not customer-first. Lack of focus on smart music discovery and seamless user experience.	Behavior Frequently search for new songs/playlists, compare app features, share music with friends, use free versions to avoid fees, skip songs often.
Triggers to Act New album releases, trending playlists, friend recommendations, social media buzz, artist promotions.	Emotions Before: Frustration, boredom, confusion. After: Satisfaction, relaxation, excitement.	Your Solution A MERN-based, ad-supported music streaming platform with no hidden fees, smart personalized recommendations, seamless and intuitive UI, and easy offline access.	Channels of Behavior Online: Mobile apps, websites, social media. Offline: Word of mouth, posters, campus events.