Milestone 1
Team Gloin

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Course: 3916-001
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1.

Moodify

Moodify is the first ever music platform developed which not only provides better and interactive music experience between user and the interface, but also connects with the psychological state of mind of the user. All this only becomes possible when the user gives a response about his current mood or how is he/she feeling, based on the response the application suggests music to match the needs of the user's music preference. What makes moodify unique is that it connects with the user physically, mentally and emotionally.

There are various problems that Moodify will be solving:

- Removal of excessive ads
- Because of its simple and straightforward design there are less chances that the app will get crashed (most app usually get crashed because there is excess of information being transmitted from the user and towards the system which causes the application to crash).
- Compatible for all smartphones (Apple, Android, etc.)
- Reduce search time for the user

Description of design direction:

The Moodify application will have 10 screens in total. Start screen, Login Screen, Create Account Screen, Mood Screen, Recommendations Screen, Music Player Screen, Playlist screen, Search Screen, Account Screen, and Home Screen. The user when first enters the app will view the start screen wherein there is an option for guest, create account, or log in. Once any of the option is clicked, he/she is directed to that specific page and then at the end of that step they are directed to the moods screen.

The moods screen shows a list of moods from which the user must select, then based on the response the recommendation screen pops up which gives songs recommendation to the user or what best suits them. The user then selects any of the songs from where he/she then see the music player screen, where they see the artist's name, song, and a portrait of the album cover. There is like a fixed box at the bottom of the screen which consists of four screens. Those 4 screens are Playlist screen, Search Screen, Account Screen, and Home Screen.
There are not any additional changes made in terms of the idea or design. Our team have just redefined the previous information for better understanding.

2.

Stakeholder:

- Younger than 40-years-old
- Experience with using mobile app
- Phone user
- Music fan
- Musician

- Promoter
- Developer
- Designer
- Management

We spilt stakeholder into 2 parts: Consumer and Producer.

Consumer are Phone user, Music fan, Younger than 40-years-old.

Producer are Musician, Promoter, Music label, Developer, Designer.

Who will be affect by this app:

- Music app competitions
- Music label
- Musician
- Consumer

Our primary user will have experience using smart phone, mp3 player, or other music media. They are consumer with some experience using music app. We would focus on the consumer as they will directly use the app, producer would also use the app but not directly on a phone.

3.

Interview question:

1. Have you use a music app before?
2. Does emotion impact what music you listen to?
3. Do you want listen to music based on your mood?
4. Do you want to save music artist and playlist on the app?
5. Do you to be recommend new artist based on your previous listening?
6. Do you use equalizer setting?

Questionnaire question:

How many hours do you listen to music per day?

0 -|- 1 -|- 2 -|- 3 -|- 4 -|- 5+

How much do you like the shuffle function?

Not interested -|- Neutral -|- Very interested

How often you use equalizer setting?

Never -|- Sometime -|- Always

How often you look up the lyric?

Never -|- Sometime -|- Always

How important album cover to finding your music?

Not needed -|- Neutral -|- Needed

Sample Questionnaire [1]

Reflection:

- We would like to have a larger questionnaire answer pool.
- We would add more open-ended question to get more variant of user feedback. From those answer we could gain insight into how user expect from our apps and how they use them.
- We would like to add more question into questionnaire to get more data to analysis.

4

Interview answer and questionnaire answer log:

Interview

Id	Question Number	Answer
1	1	Yes
	2	Yes
	3	Yes
	4	Yes
	5	Yes
	6	No
2	1	Yes
	2	Yes
	3	Yes
	4	Yes
	5	Yes
	6	Yes
3	1	Yes
	2	Yes
	3	Yes
	4	No
	5	Yes
	6	Yes
4	1	Yes
	2	Yes
	3	Yes
	4	Yes
	5	Yes

	6	Yes
5	1	Yes
	2	Yes
	3	Yes
	4	Yes
	5	Yes
	6	Yes

Questionnaire

Id	Question Number	Answer
1	1	1
	2	Very Interested (3)
	3	Never (1)
	4	Sometime (2)
	5	Not needed (1)
2	1	2
	2	Very Interested (3)
	3	Never (1)
	4	Sometime (2)
	5	Neutral (2)
3	1	3
	2	Very interested (3)
	3	Never (1)
	4	Never (1)
	5	Needed (3)
4	1	3
	2	Neutral (2)
	3	Always (3)
	4	Sometime (2)
	5	Not needed (1)
5	1	3
	2	Very Interested (3)
	3	Sometime (2)
	4	Never (1)
	5	Needed (3)
6	1	3
	2	Neutral (2)
	3	Sometime (2)
	4	Sometime (2)
	5	Needed (3)
7	1	6
	2	Very Interested (3)
	3	Sometime (2)
	4	Never (1)

	5	Neutral (2)

Average hours listening to music: 3 hours

Lowest hours listening to music: 1 hours

Highest hours listening to music: 5+ hours

How much do you like the shuffle function?

+ 5 people are very interested.

+ 2 people neutral.

How often you use equalizer function?

+ 1 people is always.

+ 3 people are sometimes.

+ 3 people are never.

How often do you look up lyrics?

+ 4 people sometime.

+ 3 people never.

How important album cover to finding your music?

+ 3 people needed.

+ 2 people neutral.

+ 2 people not needed.

Conclusion:

+ Shuffle function is needed.

+ Equalizer function is non-essential.

+ Lyrics is non-essential.

+ Album cover cannot draw conclusion, need more info.

5.

- Name: Sam
- Age:22
- Primary work: University student
- Secondary work: Part-time server
- Hobby: Going to concerts
- Attribute: Night owl

Sam is an avid music listener. She likes having access to music on the go and likes to listen to different music depending on how she is feeling. She is familiar with using popular phone apps including other music playing app and/or devices. She has a busy schedule and wants to have her music be easily accessible and fit how she's feeling, so it keeps her going when studying and helps her decompress in what little free time she has.

Image source: https://www.google.ca/url?sa=i&url=https%3A%2F%2Fwww.studying-in-switzerland.com%2Fblog%2F5-tips-for-surviving-the-first-week-of-university&psig=AOvVaw17b1IEdNppcc_U8GWlGHBM&ust=1667784023752000&source=images&cd=vfe&ved=0CA0QjRxqFwoTCOj4qeSxmPsCFQAAAAdAAAAABAG

6.
1) Sam is having a bad day and feeling sad. She decides to listen to music to help themselves feel better. She accesses the Moodify app and select feeling sad, the app recommends a playlist based on this mood selection. Listening to the recommended music makes Sam feel better.

2) Sam is listening to a playlist recommended by Moodify. Sam really enjoys the song and want to save it to listen to again later. Sam creates a new playlist and add the song that she found. Now Sam can listen to the song whenever they want.

3) Sam has been using the Moodify app for a while now. She really enjoys it and want to be able to access the more advanced features such as creating playlists. She decides to create an account on the app. After creating her account, Sam is happy to be able to save music she like.

4) Sam has grown tired of listening to the same songs on repeat and want some new songs and artists. She like the current style of music she is listening to and want to find more music that is similar. Using the recommendation feature on the Moodify app, she is able to see recommended songs based on other songs she has listened to. Using the recommendation feature, she is able to find new music that she like.

5) Sam is throwing a party but is having trouble deciding on what music to play during the party. She opens up the Moodify app and select that she is feeling energetic/happy. The app recommends an energetic playlist to her. After scrolling through the playlist, Sam decides that it will be the perfect background for her party. Now she has one less thing to worry about while planning her party.

7.
  1) As a music listener, I want to play music on my phone so that I can listen to music anywhere I go.
  2) As a music enthusiast, I want to create my own playlist so that I can customise my music experience.
  3) As a discovery music listener, I want to be recommended music based on my mood so that I can listen to music appropriate to my mood.
  4) As a music enthusiast, I want to search for music so I can listen to the music I am interested in.
  5) + As a discovery music listener, I want to see trending music and upcoming artist so I can find new music and keep up with trends.
  6) As an experience music app user, I want to be able to create account so I can keep my music profile and use the app faster.
  7) As a new music app user, I want to be able to use the app as a guest so I can try out the app and see if I like it.
  8) As a music listener, I want to be able to play music in loop or shuffle so I do not have to be interrupted while listening to music.

Appendix

[1]

Questionnaire

How many hours do you listen to music?

0	1	2	3	5+
○	○	○	○	●

How much do you like the shuffle function?

Not interested	Neutral	Very interested
○	○	●

How often you use equalizer setting?

Never	Sometime	Always
●	○	○

How often you look up the lyric?

Never	Sometime	Always
●	○	○

How important album cover to finding your music?

Not needed	Neutral	Needed
●	○	○

Name: Vi Le

Contribution to Milestone 1:

- Arrange team meeting.
- Distribute works to teammates.
- Wrote 8 user stories
- Contribute to finding Stakeholders
- Contribute to coming up interview question, questionnaire.
- Design Sample Questionnaire.
- Conduct 2 interviews and 2 questionnaires.
- Log interview answers and questionnaire answers.
- Contribute to interview and questionnaire analysis.

Ryan Driver 3090389

Contributions

- Provided ideas in group discussions
- Conducted 1 interview
- Created a persona of a potential users

Laura Didyk

Contributions:

- Helping to come up with stakeholders and their characteristics/roles
- Helping to come up with questions for interview and questionnaire
- Conducted one interview
- Collected results from 3 questionnaires
- Helped with analysis of research findings
- Created 5 scenarios

Purab Budhwani

Contributions:

   • Came up with the project description, helped in identifying what problem will the app solve as well describing the look of the app

   • Helped in identifying the types of stakeholders/users for the Moodify app

   • Helped in identifying the questions for the questionnaire and interview

   • Asked questions from the questionnaire and conducted interview with one participant

   • Helped in analyzing the data by grouping them into table for easier understanding of the results