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# 1. INTRODUCTION

## 1.1 OVERVIEW:

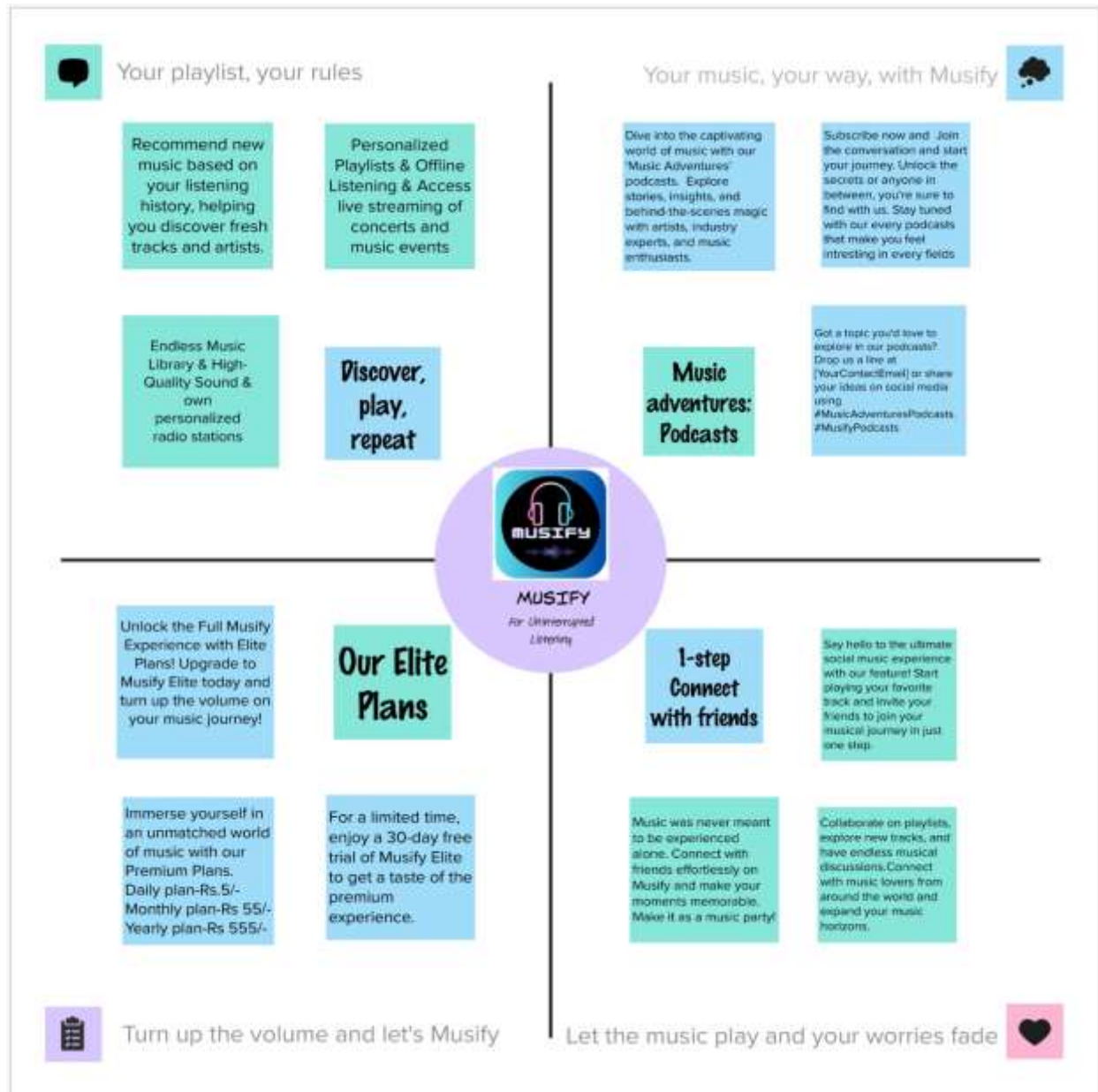
To create a Reel design using Canva, start by signing in or creating an account on Canva's website. Once logged in, click "Create a design" and set custom dimensions (typically 1080x1920 pixels for Instagram Reels). Design your Reel cover using Canva's templates, background options, text styles, and graphics. You can also upload images or videos. Customize elements by adjusting their size, position, and style. Arrange layers to your liking. After completing your design, click "Download" to save it to your computer. To use it on Instagram, upload it as the cover when creating or editing your Reel. Keep in mind that Canva's features and interface may have changed since my last update, so explore the platform for the latest tools and resources.

## 1.2 PURPOSE:

The purpose of the Musify app is to provide music enthusiasts with a comprehensive and immersive music experience. This helps users to discover new music, artists, and genres that align with their tastes and preferences. Through advanced algorithms and personalized playlists, it introduces users to songs and musicians they may not have encountered otherwise. It serves as a platform for users to enjoy their favorite music and immerse themselves in high-quality audio. It aims to make listening to music a pleasurable and entertaining experience. "Connect with Friends" feature encourages users to connect with their friends and share their music experiences in real time. It fosters a sense of community and social interaction around music. The app continually innovates and incorporates user feedback to improve and expand its features, ensuring that it remains responsive to the needs and preferences of its users.


## 2. PROBLEM DEFINITION AND DESIGN THINKING

### 2.1 EMPATHY MAP:



## 2.2 IDEATION AND BRAINSTORMING MAP:

Template



### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare  
🕒 1 hour to collaborate  
👥 2-8 people recommended

➕

#### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A

##### Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

##### Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

##### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1

#### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

Users often find it challenging to seamlessly share their favorite tunes with friends in real time, hindering the social dimension of music enjoyment. In light of this, there is a pressing need for a solution that simplifies music sharing and collaboration, allowing users to effortlessly connect with friends in just one step, rekindling the joy of shared musical experiences.

2

#### Key rules of brainstorming

To run a smooth and productive session

1

Stay in topic.

2

Encourage wild ideas.

3

Defer judgment.

4

Listen to others.

5

Go for volume.

6

If possible, be visual.



#### Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →

3

## Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP

You can select a sticky note and the pencil/pencil eraser tool to edit it.

### R.OVIYAA

1. Review of Current Features
2. Identifying User Pain Points
3. Idea Generation for Feature Enhancements
4. Prioritizing Ideas
5. Next Steps and Action Items

- List and briefly describe the core features of the Musify app.
- Share any recent data on user engagement and feedback regarding these features.

- Discuss common user complaints or pain points based on reviews, support tickets, and user surveys.
- Share any insights or areas where users might be dropping off or experiencing frustrations.

### M.KANEETHA

- Identify who will be responsible for each action item resulting from this brainstorming session.
- Discuss a timeline for implementing the selected ideas and a plan for user communication regarding customer support improvements.

- Encourage each team member to propose ideas for improving the customer support experience.
- Discuss how these ideas could address user pain points and enhance overall user satisfaction.

- Discuss common user complaints or pain points related to customer support based on reviews, support tickets, and user surveys.
- Share any insights or areas where support may be falling short.

### R.VANAMALAR

- Review and prioritize the proposed ideas based on factors like feasibility, potential impact on user engagement, and alignment with Musify's mission.
- Consider short-term and long-term strategies for improving user engagement.

- Share insights into known bugs or issues affecting user experience.
- Discuss improvements to quality assurance processes that can lead to a more seamless user experience.

- Offer insights into the Musify community's needs and preferences.
- Discuss how to foster a sense of community engagement among users.
- Suggest strategies for user-generated content and interaction.

### M.JENIFER

- Encourage each team member to propose ideas for improving the app's features.
- Discuss how these ideas could address user pain points and enhance the overall user experience.

- Identify who will be responsible for each action item resulting from this brainstorming session.
- Discuss a timeline for implementing the selected ideas and a strategy for user communication.

- Review and prioritize the proposed ideas based on factors like feasibility, potential impact on user satisfaction, and alignment with Musify's vision.
- Consider strategies for integrating user feedback into the product development process.

3

## Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

TIP

Add a sentence-like label to each cluster to make it easier to find, review, organize, and categorize important ideas as they're added to your board.

1. Introduce a new "Music Discovery" playlist that offers music based on user preferences.
2. Enable users to customize their artist and genre preferences for more personalized content.
3. Implement a "Music Time Machine" feature to showcase music from different eras and trends.
4. Allow users to create and share their unique playlists and music journeys.

1. Feature exclusive content, such as live performances and behind-the-scenes interviews with artists.
2. Introduce a Musify Podcast Studio where users can create, upload, and share their podcasts.
3. Curate and recommend podcasts that align with user's music preferences.
4. Enable users to add and sync podcasts with their music playlists for a seamless listening experience.

1. Create family plans that allow multiple users to share a single premium subscription.
2. Launch limited-time promotional offers, such as bundled subscriptions, with music, merchandise, and exclusive content.
3. Provide an AI-powered tool for users to generate personalized playlists.
4. Develop a loyalty program where users can earn rewards, exclusive content, and discounts by using Musify.

1. Launch a Musify Community Hub where users can share feedback and vote on feature requests.
2. Set up a feedback loop for users to report bugs and glitches directly through the app.
3. Introduce regular surveys to gather insights from users about their experience and preferences.
4. Establish an active presence on social media for quick responses and community building.

1. Create a "Musify Social" feature where users can connect, follow, and collaborate with friends.
2. Implement live chat rooms for users to discuss music, trends, and other interests.
3. Introduce user-generated challenges and games to foster social interaction and engagement.
4. Develop a feature that enables collaborative playlist creation and sharing with friends.
5. Launch Musify-themed events and contests to encourage active user participation.



4

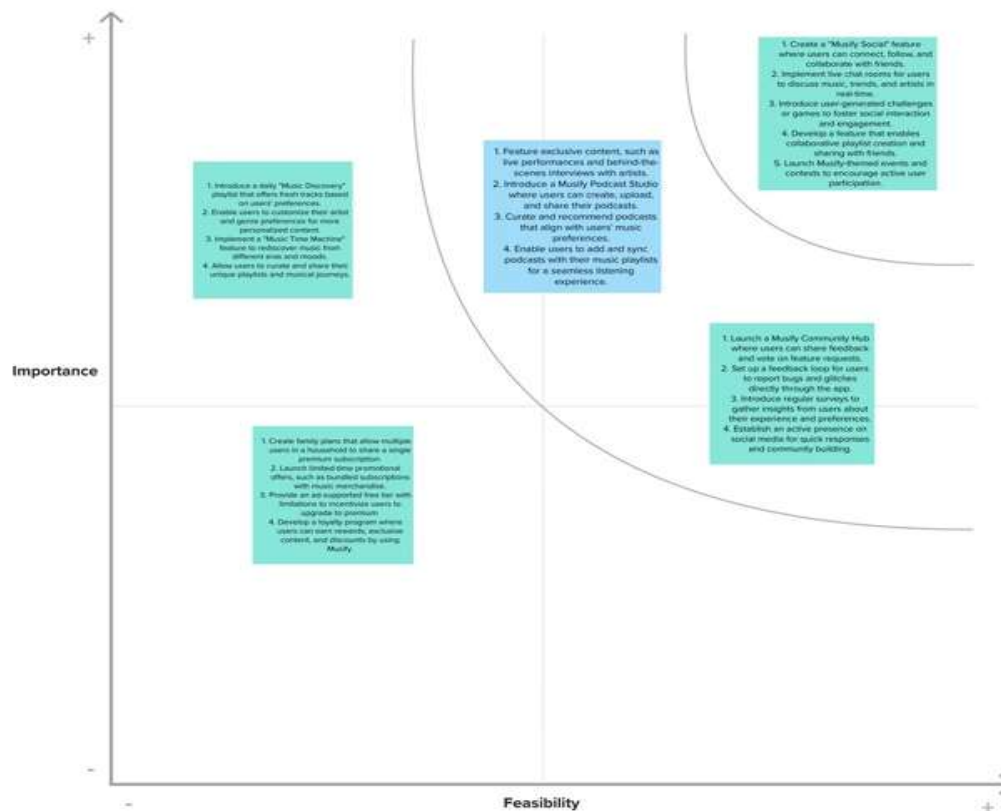
## Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



### 3. RESULT

How to Create a Reel Design using Canva

MUSIFY



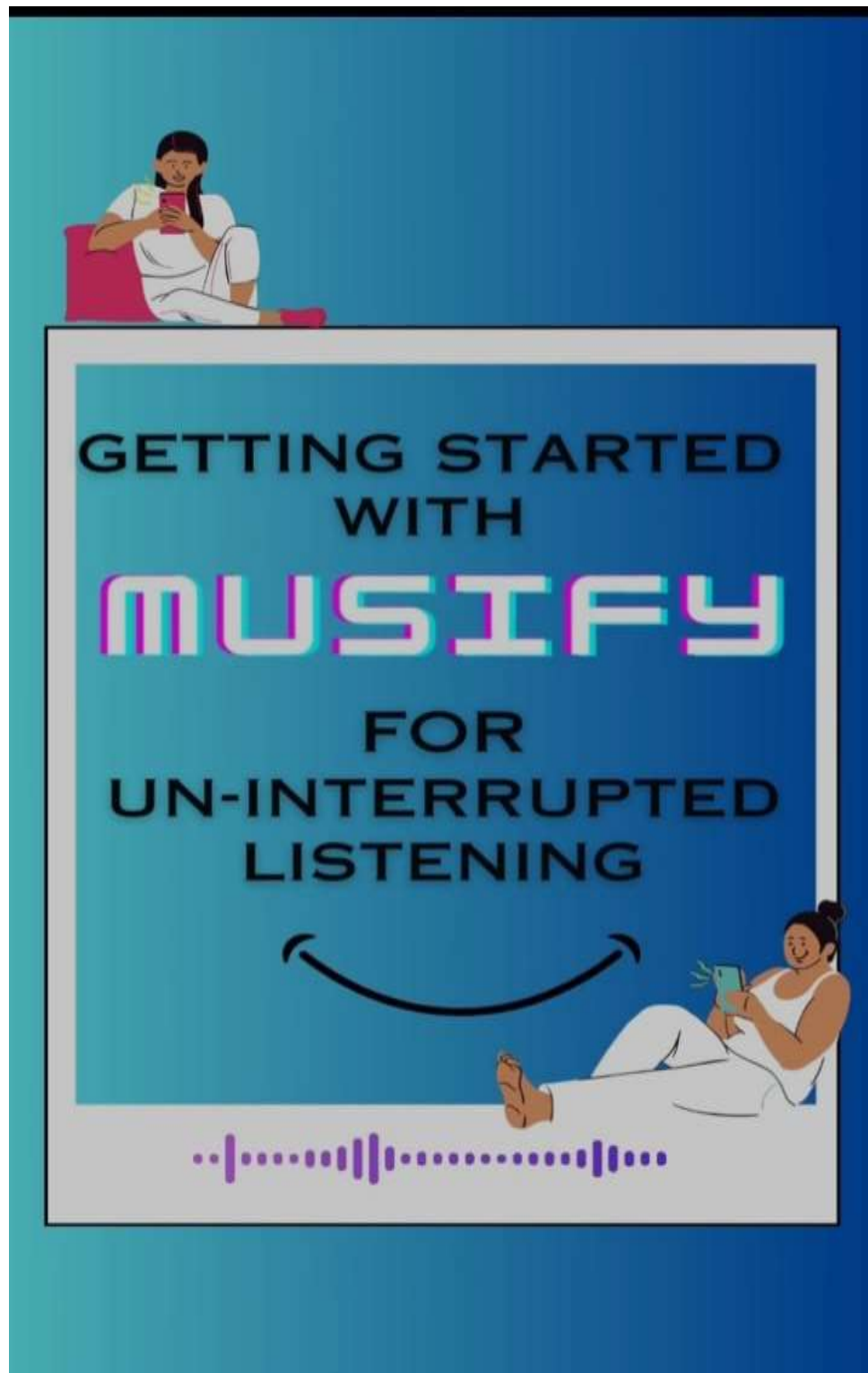
# Introducing



# MUSIFY









# ENJOY MUSIFY

*with our ELITE plans*

Daily plan	Rs.5/-
Monthly plan	Rs.55/-
Yearly plan	Rs.555/-

**SUBSCRIBE  
NOW**

LAUNCHING IN  
01.01.2024



COMING  
SOON

SIGN UP TO  
GET

**MUSIFIED !**



## 4. ADVANTAGES AND DISADVANTAGES

### ADVANTAGES:

- **Vast Music Library:** Musify provides access to an extensive catalog of songs, artists, and genres, ensuring that users can find and enjoy their favorite music and discover new tracks.
- **Personalization:** Musify uses advanced algorithms to create personalized playlists and recommendations, tailoring the music experience to individual preferences.
- **Social Interaction:** The "Connect with Friends" feature allows users to connect with their friends and enjoy synchronized music playback, enhancing social interactions and shared experiences.
- **Exclusive Content:** Musify offers exclusive content, including live performances, music videos, artist interviews, and podcasts, enriching the overall music experience.
- **Premium Features:** Users can subscribe to premium plans for an ad-free experience, unlimited skips, offline downloads, and access to exclusive content, enhancing the app's value.

- **Quality Audio:** Musify offers high-quality audio streaming, allowing users to enjoy their music in the best possible sound.
- **User-Generated Content:** Musify allows users to create, share, and curate their playlists, fostering a sense of community and self-expression.
- **Customer Support:** The app provides responsive customer support, ensuring that users receive assistance and guidance promptly, enhancing their overall satisfaction.

## DISADVANTAGES:

- **Internet Dependency:** Musify relies on an internet connection for real-time streaming, which may not be suitable for users in areas with limited or unreliable internet access.
- **Subscription Costs:** While there is a free version of Musify, the premium subscription plans come at a cost. Some users may find these plans relatively expensive or beyond their budget.
- **Ad Interruptions:** The free version of Musify is ad-supported, which means users will experience occasional ad interruptions while listening to music.

## 5.APPLICATIONS

- **Music Listening:** The core application of Musify is for users to listen to their favorite music. Users can stream a vast catalog of songs, artists, and genres, allowing them to enjoy music anytime and anywhere.
- **Music Discovery:** Musify helps users discover new music. Through personalized playlists and music recommendations, users can explore new songs and artists they might not have encountered otherwise.
- **Social Interaction:** Musify's "Connect with Friends" feature allows users to connect with their friends and listen to music together in real time. It serves as a social platform for sharing musical experiences.
- **Playlist Creation:** Users can create and curate their playlists, allowing them to personalize their music collections and share their playlists with friends or the Musify community.
- **Podcasts:** Musify often includes podcasts in its content library. Users can listen to a wide range of podcasts on various topics, making the app a destination for both music and audio content.
- **Exclusive Content:** Musify offers exclusive content, such as live performances, music videos, artist interviews, and unique tracks. This provides users with access to premium and exclusive music-related content.

## 6. CONCLUSION

Musify is a versatile and user-centric music streaming application that offers a rich and engaging music experience to its users. It serves multiple purposes, from music discovery and personalized playlists to social interaction and exclusive content. Musify's key advantages include a vast music library, personalization, social connectivity, premium features, and user-generated content. It fosters a sense of community among music enthusiasts and continually introduces innovative features to keep users engaged. However, it's essential to recognize that Musify also has its limitations, such as internet dependency, subscription costs, ad interruptions, and device compatibility restrictions. The perceived disadvantages of the app can vary depending on individual preferences and needs.