

Ideation Phase

Define the Problem Statements

Date	03 November 2023
Team ID	NM2023TMID04574
Project Name	How to Create a Reel Design Using Canva

CUSTOMER PROBLEM STATEMENT:

I often struggle to find new and diverse music that aligns with my preferences and mood. Existing music apps don't provide personalized recommendations, making it challenging to discover hidden gems or tailor my listening experience. I also face difficulty in creating and managing playlists that suit different occasions, and sharing my music with friends isn't as seamless as I'd like. I'm looking for a music app that can understand my unique tastes, offer personalized music recommendations, simplify playlist creation and management, and enhance social features for sharing and discovering music with my network.

I am	Subscriber
I am trying to	To enjoy my music app subscription, but I'm frustrated by the lack of personalized music recommendations and playlists. This leaves me feeling like I'm missing out on discovering new music that suits my taste and mood, which is the main reason I subscribed in the first place.
But	I often encounter issues with the app's recommendations and playlist management. These problems make me feel frustrated and like I'm not getting the full value out of my subscription.
Because	I often feel stuck in a musical rut, unable to explore fresh tracks that match my preferences. I'd like a music app that can truly understand my taste, so I can fully enjoy the benefits of my subscription.
Which makes me feel	Overall, this leaves me frustrated and less satisfied with my subscription. I'm seeking a music app that can address these issues to make me feel more fulfilled and engaged with my subscription.

Reference: https://miro.com/app/board/uXjVNTSKoXY=

Example:

