Ideation Phase

Define the Problem Statements

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| --- | --- |
| Date | 1st April 2025 |
| Team ID | SWTID1743512046 |
| Project Name | Tune Trail |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

Many music listeners seek a platform that enables seamless discovery, organization, and enjoyment of music tailored to their individual preferences. However, existing platforms often lack intuitive playlist management, meaningful personalization, and support for emerging independent artists. This leads to a disjointed and unsatisfactory listening experience.

Tune Trail aims to address this gap by providing a streamlined and engaging platform that enhances user interaction with music through curated recommendations, simplified playlist creation, and exposure to diverse musical talent.

**Problem Statement**

Users face difficulty in discovering and organizing music, while independent artists lack effective platforms for visibility. Tune Trail solves this by offering a unified space for music streaming, personalized playlists, and artist promotion.

**Customer Problem Statements**

**Listener Perspective:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement** | **I’m** | **I’m trying to** | **but** | **because** | **Which makes me feel** |
| **P S -1** | **A music enthusiast** | **Discover and organize music that fit my taste** | **I get overwhelmed by cluttered interfaces and irrelevant recommendations** | **Most Platform lack effective Personalization and intuitive design** | **Frustrated and disengaged** |
| **P S - 2** | **A casual listener** | **Support and follow independent artist** | **I rarely come across their content** | **Algorithms prioritize mainstream artists over emerging talent** | **Disconnected from the music community** |

**Artist Perspective:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement** | **I’m** | **I’m trying to** | **but** | **because** | **Which makes me feel** |
| **PS-1** | **An independent artist** | **Share my music and grow an audience** | **My Content gets limited reach** | **I lack access to promotion tools and platform visibility** | **Discouraged and overlooked** |
| **PS-2** | **A new musician** | **Collaborate with other artists and manage my portfolio** | **I cant easily network or showcase my work** | **Current platform are not designed for emerging talent** | **Isolated and underrepresented** |

**Key Features Based on Problem Statements**

# Effortless music discovery and playback

* + Personalized song recommendations
  + Advanced search and genre-based filtering
  + High performance audio streaming

2. **User-Centric Profile Management**

* Saved playlists and listening history
* Favorito tracks and repeat playback tracking
* Cross-device account synchronization

3**. Artist Dashboard and Insights**

* Real-time analytics on song performance
* Upload management and scheduling tools
* Fan engagement metrics

4**. Interactive Community and Notifications**

* Follower/fan updates and release notifications
* In-app messaging for collaboration
* Social sharing of songs and playlists

This feature set addresses key user and artist challenges, ensuring Tune Trail delivers a seamless, personalized, and interactive music experience.