

# Product Vision Document (Deliverable #1)

**APP NAME:** *“Band Builder”*

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**SWE 5003 Spring 2022**

## Table of contents:

Table of Contents.....	Page 1
App Description.....	Page 2
Statement of Need.....	Page 3
Consolidated V.I.B Statement.....	Page 4
Vision in Box Statements.....	Page 5
User Personas and Stories.....	Page 6-13

## [App Description]

**Name:** "Band Builder"

**Logo:**



**Mission Statement:** "We aim to provide a platform that allows musicians to increase productivity by finding other musicians to collaborate with.""

**Slogans:** "Be the next backyard Beatles"

**What name would establish a point of reference?**

E-harmony for music, (competitor's name is Vampr, same concept)

**What will the software be like?**

A mobile app, with a simple dashboard that divides content into a few different sections.

**What other software will it be like?**

Vampr, but better. Eharmony, but not for dating.

## [Statement of need]

### **Why does the customer need this software?**

A single musician playing alone looking for a group, or a band missing a member needing to play a gig next week. Practically any type of musician that is wanting to play with other musicians can use this app to accomplish that goal. Now, there are many variations

### **What current problem is the customer experiencing?**

The **single musician** playing by himself is lonely.

The **band** missing a member will lose money if they don't have a replacement member for the show next week.

The **home-producer** needs some instrumentalists to record tracks with him.

### **What are the pain points?**

The pain points will be matching musicians each other based on location, instrument choice, and genre. Adding to those pain points, musicians may have different intentions for meeting up even if they match on location/instrument/genre. For example, an amateur may just want to jam, and a professional may want to record.

## **[Consolidated Vision-in-box]**

**For:** {Part-time/Full-time musicians of all skill levels}

**Who:** {These musicians need an app that will find other musicians and bring them together based on common criteria.}

**The:** {"Band Builder" App is a "Musician Matchmaking Application"}

**That:** {Matches musicians together based on criteria: instrument, experience, genre, availability, location, and more.}

**Unlike:** {Vampr because...our algorithms and user interfaces are superior}

**Our product:** {Will have a better matching algorithm that utilizes more detailed criteria}

# [Vision-in-box statement]

[Drafted by Ryan, Ben]

## **Who:**

The user is any type of musician that wants to collaborate with other musicians.

## **Need:**

The user needs a utility that allows them to collaborate with other musicians.

## **Intent:**

Our intent is to build a social platform for musicians seeking to collaborate

## **Features:**

Pages, Grids, Tables, Data, Styles, Functions

## **Pages(6):**

My profile, My posts, Jam requests, Messages, Collaborations, Global posts

## **General Description:**

The user will download the application from the appstore, create a login and password, then sign in. The first page after signing in is the "My Profile" page. From here the user will be able to navigate to the other pages. The user will have the abilities to make posts, requests meetups, message other users, and share files.

**Data:** The data types for most of the data will be objects. Data points include: profiles, username/password, posts, messages, locations, instruments, genres, and descriptions.

## **Data: (Example)**

Page 1 [my profile(genre, instrument, location, experience, availability, band or solo)]

Page 2 [my posts(public post)]

Page 3 [my requests(incoming/outgoing)]

Page 4 [my messages(incoming/outgoing)]

Page 5 [my sessions(past, present, future)]

# [User Personas and Stories]



**Ivana Ivanavitch**

## Goals (Story)

I am Ivana from mother Russia. I frequently travel to the US to attend rock n' roll concerts. I am a heavy rocker who likes to jam with other heavy rockers. My day job is pouring vodka and cutting potatoes at a biker bar. I started a local band last year that has recently been playing sets at the bar.

## Bio (Persona)

Ivana is a 25 year old heavy rocker from Russia who likes to travel to the US to attend shows and jam with musicians. She wants a quick and easy way to find new musicians to jam with while she is traveling.

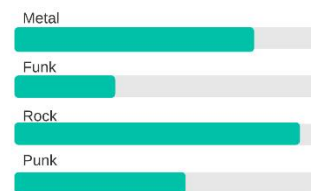
## General Info

Age	[25]
Location	[Moscow, RU]
Occupation	[Bartender]
Family	[Boyfriend, Pet Penguin]
Income	[\$24,250]

## Instruments

[Rock Drums]  
[Scream Vocals]  
[Synth Keyboard]

## Genres



**Style Jackson**

## Goals (Story)

What's good with ya people. My name is Style Jackson and I'm looking for some funky musicians to get down with. You can check out my albums at any major store to get a feel for how I like to play. I'm trying to incorporate my style into some groovy side projects that have a unique sound. I'm open to all sorts of different sounds. Peace out.

## Bio (Persona)

Style Jackson is a 33 year old professional stage performer who plays guitar, bass, and drums. Style is always side projects, so he needs a good way to find some funky musicians to groove with. Style is one of those musicians with their own studio, so he needs other musicians to be willing to travel to his location.

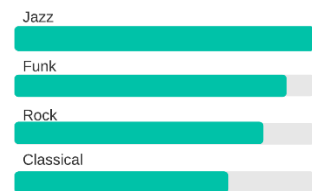
## General Info

Age	[33]
Location	[Cleveland, OH]
Occupation	[Performer]
Family	[Mom, Dad, Dog]
Income	[\$1,000,000]

## Instruments

[6 String Electric]  
[5 String Bass]  
[Jazz Drums]

## Genres





## Jody Highroller

### General info

**Age** [40]  
**Location** [Miami, FL]  
**Occupation** [Producer/Rapper]  
**Family** [Brother, Dog, Mom]  
**Income** [\$500,000]

### Goals (Story)

"I started off selling mixtapes at the mall, now I pop champagne when I ball. I could have played for the NBA, but decided to take over the rap game instead. I'm in the process of finding new and upcoming artists to do features with. I've already made mucho deniro so I'm just in it for the fun."

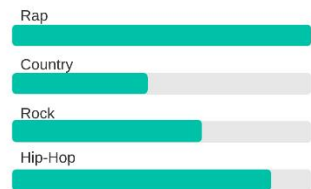
### Bio (Persona)

Mr. Jody is a 40 year old rapper from the Miami area where he lives with his 2 dogs and brother. Jody has an in-house studio where he records all of his music. He's hoping that this new app on the market called "Band Builder" will help him find some upcoming talent to work with.

### Instruments

[Vocals]  
[808 Bass]

### Genres



## Jimbo Hubbert

### General info

**Age** [45]  
**Location** [Knoxville, TN]  
**Occupation** [Teacher]  
**Family** [Wife]  
**Income** [\$35,000]

### Goals (Story)

As a casual musician, I want an easy-to-use application that allows me to connect with people that desire to learn or play bluegrass. It can be difficult to find people that are interested in the niche genre of music and being new to town makes it even more difficult.

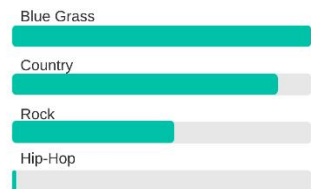
### Bio (Persona)

Jim is a man in his mid-40's. He recently moved to Chicago, IL from Knoxville, TN to be closer to family. He currently works as an elementary school teacher and lives alone with his wife. Jim used to play the banjo in a casual bluegrass band with some friends in Knoxville. Jim uses bluegrass music to connect with other musicians and develop bonds. He is an above-average musician but is willing to play with people of any skill-level.

### Instruments

[Banjo]  
[Spoons]  
[Fiddle Sticks]

### Genres





Joseph H. Dirt

### Goals (Story)

I love to rock and ride my hemi. Between working as a janitor and rocking to Van Halen in my hemi with my girlfriend Brandie, I shred my sweet axe like no other. I wouldn't call myself a casual player, I'm more of a rockstar. I'm surprised more legends haven't contacted me to form a super band. I think I will try this new app "Band Builder" to see if I can slap together a band to gig the county fair next month.

### Bio (Persona)

Joseph is 32 years old, from Backwoods Alabama. He is currently working as a janitor while he pursues his rock n' roll dreams. Joseph loves his hemi, rock music, his girlfriend, and his dog; in that order. Joseph considers himself to be a rockstar without the fans because he's so ahead of his time with his 'radness'.

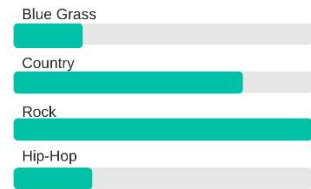
### General Info

Age	[32]
Location	[Backwoods, AL]
Occupation	[Janitor]
Family	[Girlfriend, Dog]
Income	[\$22,000]

### Instruments

[6 String Electric]  
[Bucket Drums]

### Genres



Tiffany Kim

### Goals (Story)

As a beginner pianist, I would like an application that gives me options for piano lessons in the area, so I can shop around and find the best fit for me.

### Bio (Persona)

Tiffany is a 21-year-old college student living in central Florida. Tiffany enjoys picking up new hobbies. She has been interested in learning the piano for a while now after listening to a beautiful song she heard on YouTube.

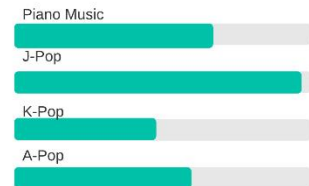
### General Info

Age	[21]
Location	[Orlando, FL]
Occupation	[Students]
Family	[Parents, brother]
Income	[\$30,000]

### Instruments

[Piano]  
[Ukelele]

### Genres







David Lago

### Goals (Story)

As a guitarist from Mexico, I would like a simple way of connecting with people of a similar musical background that have a passion for the music from my home country.

### Bio (Persona)

David is a man in his early 20's. He recently immigrated from Mexico and is living with his family in Detroit, Michigan. David works as a data scientist, but in his downtime loves to jam on his guitar. At times, David feels homesick and likes to play popular Mexican guitar music.

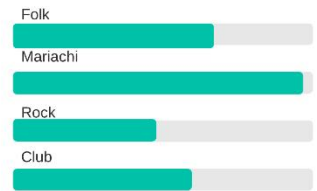
### General Info

Age [22]  
Location [Detroit, MI]  
Occupation [Data Scientist]  
Family [Parents, cousins, brothers]  
Income [\$55,000]

### Instruments

[Acoustic Guitar]  
[Moroccos]  
[6 String Electric]

### Genres



Alex Zacharias

### Goals (Story)

As an aspiring intermediate level saxophonist, I'm hoping to find a group jazz musician that match my passion and can push me to the next level. There are limited options for jazz musicians in my small town, and it would be nice to have way to connect with the jazz community of the larger cities.

### Bio (Persona)

Alex is a 23-year-old man living in a small town in North Dakota. He is currently working on his father's farm, but has the desire become a professional jazz musician. Alex lives by himself about 40 minutes outside of the nearest major city. When Alex has any free time, he spends it listening to jazz, practicing his improvisational skills, or working on saxophone fundamentals. Alex is very passionate about performing and likes to be around individuals with similar mindsets.

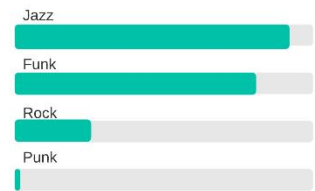
### General Info

Age [23]  
Location [North Dakota]  
Occupation [Agricultural Technician]  
Family [Huge family]  
Income [\$60,000]

### Instruments

[Saxophone]  
[Jazz Keyboard]

### Genres





Sandra Reyez

### Goals (Story)

As a trained classical pianist, I would like a way to make a little extra money on the side by selling piano lessons. I wish there was an app that would allow me to promote my music and meet potential piano students.

### Bio (Persona)

Sandra is a woman in her late 20's. She lives in Springfield, Virginia, and lives with her husband and 2 children. Sandra works in IT and is a very skilled classical pianist. Sandra loves playing piano for her guests, but also enjoys teaching others to play as well.

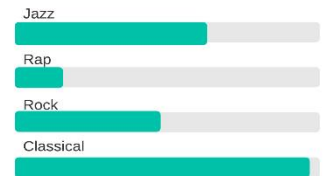
### General Info

Age [28]  
Location [Springfield, VA]  
Occupation [IT Manager]  
Family [Husband, 2 Kids]  
Income [\$60,000]

### Instruments

[Piano]

### Genres



Bimble Berkenstock

### Goals (Story)

"As a professional vegan and full-time jam sessionist, It's hard to find the time to seek out other musicians to join my love circle of music making. My goal, besides abolishing capitalism, is to form a hippie super group that travels the world spreading peace, man."

### Bio (Persona)

Bimble is a 29 year old, unemployed female with a passion for jamming, liberal arts, and protesting. The ideal group of musicians for Bimble are freethinking individuals with a propensity for hive-mind behaviour. To cut through all the noise, Bimble has chosen to try out this new music app called "Band Builder".

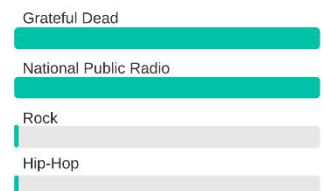
### General info

Age [29]  
Location [Seattle, WA]  
Occupation [Unemployed]  
Family [Dad, Mom, 2 Cats]  
Income [Dad, Mom]

### Instruments

[Freeform Bongos]  
[Plant-Based Horn]  
[Spirit Spoons]

### Genres





Scott Roach

### Goals (Story)

"-As someone who works in the industry, I am looking for something that can connect me with likeminded people so that I can add to my friend group."

### Bio (Persona)

Scott has been around instruments his whole life. From being involved in his church to working at guitar center. Scott loves everything about music and instruments and wants to work with both for the rest of his life.

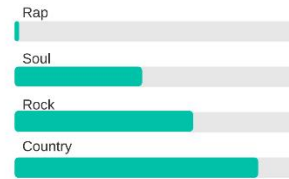
### General info

Age [27]  
Location [Albany, GA]  
Occupation [Guitar Center: Sales]  
Family [Mom, Dad, Goldfish]  
Income [\$27,000]

### Instruments

[6-String Acoustic]  
[6-String Electric]  
[Piano]

### Genres



Billy Bones

### Goals (Story)

Billy Now is an aspiring rapper from Birmingham AL. He grew up idolizing Eminem after watching the movie the 8 Mile. Billy writes his own music and performs it live at small venues but wants to either travel to Atlanta or out west to increase his chances of getting noticed.

### Bio (Persona)

Billy grew up in a rough part of town but always found the good in any situation. He strives to be the best person he can be while also pursuing his dreams. Billy is not only doing this for himself but for his entire family.

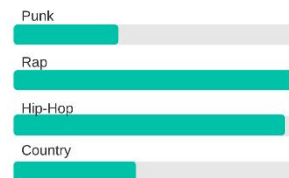
### General info

Age [28]  
Location [Birmingham, AL]  
Occupation [Sanitation Worker]  
Family [Mom, Dad, Girlfriend, Dog]  
Income [\$42,000]

### Instruments

[Keyboard]  
[808 Drum Pad]  
[DJ Controller]

### Genres





**Natasha Kebun**

### Goals (Story)

Natasha went directly into the military out of high school she is using it to be able to build a career and have the government pay for college. She first found a love for instruments when she was stationed in Hawaii and witnessed the islanders' playing ukuleles. That moment sparked an interest in Natasha to dig deeper and really explore the culture.

### Bio (Persona)

Natasha is coming up on the last remaining portion of her contract she signed with the military. From there she will be pursuing her education in audio engineering and understanding how music is made from the beginning.

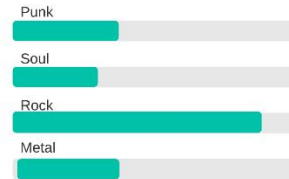
### General info

**Age** [30]  
**Location** [Gatlinburg, TN]  
**Occupation** [Soldier]  
**Family** [Mom, Dad, Sister]  
**Income** [\$50,000]

### Instruments

[Guitar]  
[Keyboard]  
[Ukulele]

### Genres



**Susan Pollock**

### Goals (Story)

"I've always had a love for songwriting. I want to make a band, but I'm unable to find band members to play the songs I wrote. The first time I sang for my family, they were blown away by how beautiful my voice is. I'm now looking to relocate to Nashville to start my career, but I need to find a band first!"

### Bio (Persona)

Susan grew up with a normal lifestyle as she went to school and got a degree in business. It wasn't until she started going out in college and experienced live music and found a passion for songwriting and singing. Now it is all she can think about every day.

### General info

**Age** [24]  
**Location** [Clearwater, FL]  
**Occupation** [Front-Desk Secretary]  
**Family** [Mom, Dad, Step-Brother]  
**Income** [\$35,000]

### Instruments

[Drums]  
[Saxophone]  
[Clarinet]

### Genres





Jim Fisher

Goals (Story)

"Growing up in Texas I was surrounded by blue collar labor and fell in love with getting my hands dirty.I have also found a love for playing guitar and singing.I have been working in the oil fields to save up money for studio time so I can make my dreams a reality."

Bio (Persona)

Jim is a young and hungry individual.He was forced to mature quickly since his father and moth split up at a young age.He works extremely hard to me the man of the house but also chase his dreams as a musician.

General info

Age [22]  
Location [Austin, TX]  
Occupation [Oil Field Worker]  
Family [Mom, Sister]  
Income [\$52,000]

Instruments

[Flute]  
[6-String Electric]  
[Piano]

Genres

