Product Vision Document (Deliverable #1)

APP NAME: “*Band Builder*”

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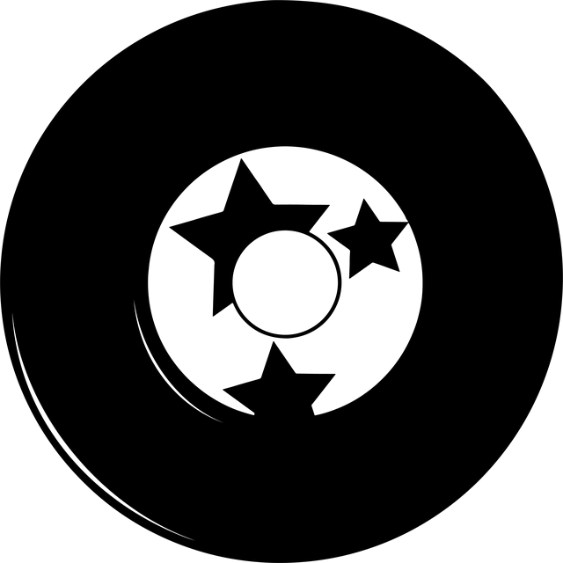
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[App Description]

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]

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