**SUPPORT WHO YOU LOVE – SWYL**

1. Moore’s vision statement

* FOR: Music artists, fans/supporters
* WHO:

+ users who wants to support their artists

+ artists who wants to earn revenue from their music through donations

SWYL is a web-based music donation platform that is compatible with mobile devices THAT provides artists and their fans an e-performance where artists can show off their artworks and the fans can enjoy them then either tip the artists or offer to buy the artworks. UNLIKE other donation platforms, OUR platform is powered on top of the Ethereum blockchain (or any other blockchain networks) which means the artists can copyright their music for free. Also, blockchain technology will make all the transactions, ownerships are transparent and immutable on the blockchain network.

SWYL – music donation platform main characters:

* Musicians/artists who create music products (a.k.a. **music creators**)
* Musicians/artists who want to buy music products’ ownerships (a.k.a. **buyers**)
* Fans/backers

1. Personas
2. Music creators
3. Trang, age 27, is a part-time crypto trader and an indie music composer who lives in a central countryside province in Vietnam. She was born in a rural family where both of her parents are farmers. Trang has been creating indie music for six years and never went to any music school. She has her own little studio setup with many necessary music-making tools and a mac book pro to produce music. Working with computers and technical devices for many years granting her the technical skills making her confident when it comes to producing and publishing her music. She’s seeking for a playground on the internet where she can share/copyright her awesome artworks and her fans can support her along the way through donations so she can be able to keep doing what she loves.
4. Linh, age 41, is a part-time bartender, a music instruments teacher and he makes music for sale. He is a resident in one of the biggest cities in Vietnam, Saigon, where he can meet and connect with many people from all backgrounds. His father is a government officer, and his mother is a businesswoman, both retired. He got his music bachelor from Vietnam National Academy of Music. With the huge music background, he loves creating and teaching music but never gains any interest in computer or technologies in general. Frankly, he is not good with computers but still want to create an online community where people from other cities can enjoy his music and for others to buy his products. With that being said, he wants a platform that don’t require much. Just post and earn.
5. Kitonashi, age 25, is a music freelancer and small youtuber who is a music enthusiast. He lives in Shimoda which is less than half-an-hour away from Tokyo. He was born in a small family in which his single mom sells vegetable in the rural market. He has a little sister, Kanataki, who is 12 years who he loves the most and want her to have a better life. His lack of financial support from his parents limits him from approaching high-end music tools and devices, but somehow his talents still help him gain a decent number of fans through YouTube by making music videos. He wants to branch out more so his products can come to bigger audiences and hopefully to earn donations from the fans and supporters.
6. Music buyers
7. Roberto, age 22, is a college student in Spain who has the biggest love with rap music. He is born in a family where both parents are very successful in their business. He has his own professional studio and all the best music-making tools on the market. Unfortunately, he doesn’t have the skills and talents to make good beats. With the freedom of finance and the love with rap music, Roberto wants to spend his money to buy music ownerships from other artists and make his own songs.
8. Emily, age 18, just finished high school in England who doesn’t want to go to college but open her own business. She was born in a business family with where her father is a business advisor at Kinico Cooperation and his mother is a business analyst at the same company. His business mindset is influenced by both parents since he was still little. Emily doesn’t have any talents or ability to make music, but she loves music enough to want to start her career in music industry. She wants a platform where she can easily buy the ownerships of the music from other talented artists then “flip” it to make revenue on it.
9. Fans/supporters/backers
10. Zoey, age 49, is a normal English teacher from the U.S. She is from a rural famer family in Iowa. Even though, she is not any near being a tech savvy in fact she is quite bad at computers, she loves media socializing on her phone and watch YouTube videos in her free time. She happens to come across Linh’s channel where she enjoys Linh’s music. She wants to show her some support but due to her limited personal finance, she just wants to quickly tip her a small amount of money or “one-time donate” the artwork without any account registration involved or membership required.
11. Carla, age 28, is a successful Software Engineer and living in Italy. She was born in a wealthy family where her parents are successful in their own business. She is a tech savvy and really enjoys Japanese culture. She has been a big fan of Kitonashi for a long time and she always find a way to support him and his family. With her freedom of finance and the love she has for Kitonashi’s music, she wants to be his monthly/yearly backers to keep supporting him.
12. User Stories

As a SWYL user, I need to login to my crypto wallet

1. Music creator
2. As a creator, I want to copyright my products
3. As a creator, I want to upload my music
4. As a creator, I want to add metadata to my products
5. As a creator, I want to create my own community
6. As a creator, I want to like my fan’s comments
7. As a creator, I want to reply to my fan’s comments
8. As a creator, I want to inform all my followers about my newest status/products
9. As a creator, I want to keep track of all my followers and supporters who tip me
10. As a creator, I want to attach my social media links in my bio profile page
11. As a creator, I want to receive donations from my fans/supporters
12. As a creator, I want to let other users know if I want to sell the product.
13. As a creator, I want to set a “offer to buy” button available to other users
14. As a creator, I want to transfer my song’s ownership to another user if they offer to buy
15. Music Buyers
16. As a buyer, I want to offer a price to buy the product from the artist
17. As a buyer, I want the ownership of the song is transferred to be mine after I buy it
18. As a buyer, I want to re-post the products to sell it to make revenue on it
19. As a buyer, I want to extract and download the audio to my computer
20. Fans/backers
21. As a fan, I want to one-time donate to the artist
22. As a fan, I want to share the products on my social medias
23. As a fan, I want to register for monthly/yearly membership
24. As a fan with membership, I want to get notification from my artists
25. As a fan with membership, I want to like the products my artist posts
26. As a fan with membership, I want to leave a comment on the products
27. As a fan with membership, I want to get exclusive content from my artists
28. Features
29. System features
30. A feature to let users to sign-in with crypto-wallet in order to make a transaction
31. A feature to save products’ metadata as NFTs on the Ethereum blockchain
32. A feature to offer a marketplace for artists to post their products and the fans to show supports
33. A feature to allow users configure their own accounts
34. A feature to download the audio if the ownership matches
35. Creator features
36. A feature that allows creator to create products, attach products’ metadata, and minted it as an NFT and store it on the blockchain
37. A feature that allows creator to accept the donations from their fans
38. A feature that allows creator to create their own community and the members can interact with each other via artists’ posts
39. A feature that allows creator to sell the products and transfer the ownership to another user
40. A feature that allows creator to publish their products with restriction (membership and non-membership)
41. Buyer features
42. A feature that allows buyers to offer creators a price to buy their products
43. A feature to buy the product NFTs
44. A feature to transfer the ownership of the products
45. Fans/backers
46. A feature that allows normal users to one-time donate the product
47. A feature that allows normal users to share the products on social medias
48. A feature that allows fans with membership to interact in the community
49. A feature that allows fans with membership to access to exclusive content