**SUPPORT WHO YOU LOVE – SWYL – DRAFT 02**

1. Moore’s vision statement

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

+ fans who want to support their artists

+ **artists who want to earn revenue from their music through donations and sell digital copies of their music in the form of Non-fungible Tokens (NFT)**

**+ users who want to buy digital music copies and/or re-list the music copies to make revenue on it**

SWYL is a web-based **music donation/NFT marketplace 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 through NFTs.** UNLIKE other 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, **automatically receive donations, be able to sell limited-edition versions of their music in the form of NFT and instantly receive royalty rewards whenever their digital copies go on sale**. Also, blockchain technology will make all the transactions, ownerships and copyrights are transparent and immutable on the blockchain network.

**SWYL – platform main characters:**

* Musicians/artists who create music products and sell music NFTs (referred as **music creators**)
* Users who want to buy music NFTs (referred as **buyers**)
* Fans/supporters who simply just want to enjoy and/or donate rewards (referred as **Donators)**

1. **Personas**
2. Music creators
3. **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 old 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 his talents still help him gain a decent number of fans all over the world 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. **To gain more income, Kitonashi wants to be able to make digital copies out of his music but still be able to maintain the ownerships so he can digitally sell authenticated and high-quality music to his fans all over the world. He also wants to add to his digital copies a royalty percentage which will give him instant rewards whenever his digital copies go on sale again in the future.**
4. 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.
5. 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.
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~~ **buy digital music copies** of the music from other talented artists then “flip” it to make revenue on it.
9. **Trung, age 33, a crypto and decentralized finance enthusiast. He was born in a normal family in the middle of Hanoi, Vietnam where both of his parents are retired musicians. He is a music lover himself and more like a semi-tech savvy since he has been playing video games and study blockchain and crypto trading for a long time. He wants a platform where he can easily buy music NFTs and re-list them to hopefully earn revenue on it.**
10. Donators
11. 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.
12. 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.
13. **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 to Ethereum blockchain
4. As a creator, I want to add metadata to my products
5. **As a creator, I want to create either only 1 or multiple limited-edition versions of my song**
6. **As a creator, I want to decide if I want to sell my digital music copies or not**
7. **As a creator, I want to add a royalty fee with my choice of rate into my digital copies of my song so I can get rewards after a secondary sale on my copies**
8. As a creator, I want to create my own community
9. As a creator, I want to like my fan’s comments
10. As a creator, I want to reply to my fan’s comments
11. As a creator, I want to inform all my followers about my newest status/products
12. As a creator, I want to keep track of all my followers and supporters who tip me
13. As a creator, I want to attach my social media links in my bio profile page
14. As a creator, I want to receive donations from my fans/supporters
15. As a creator, I want to let other users know if I want to sell the product.
16. As a creator, I want to set a “offer to buy” button available to other users
17. As a creator, I want to transfer my song’s ownership to another user if they offer to buy
18. Music Buyers
19. **As a buyer, I want to be able to buy digital copies from the artists on the platform**
20. **As a buyer, I want the ownerships of the digital copies are transferred to be mine after I buy it**
21. **As a buyer, I want to re-list the copies that I bought to sell it to make revenue on it**
22. ~~As a buyer, I want to extract and download the audio to my computer~~
23. Fans/backers
24. As a fan, I want to one-time donate to the artist
25. As a fan, I want to share the products on my social medias
26. As a fan, I want to register for monthly/yearly membership
27. As a fan with membership, I want to get notification from my artists
28. As a fan with membership, I want to like the products my artist posts
29. As a fan with membership, I want to leave a comment on the products
30. As a fan with membership, I want to get exclusive content from my artists
31. Features
32. System features
33. A feature to let users to sign-in with crypto-wallet in order to make a transaction
34. A feature to save products’ metadata as NFTs on the Ethereum blockchain
35. **A feature to let creators mint only 1 NFT or multiple NFTs**
36. **A feature to record who is the original author of the NFTs**
37. **A feature to let creators add a royalty fee into NFTs**
38. A feature to provide a marketplace for artists to post their products and the fans to show supports
39. **A feature to let creators and buyers execute transactions on the marketplace**
40. **A feature to transfer NFTs from one wallet to another**
41. **A feature to let creators receive payment and royalty reward instantly and automatically after every transaction**
42. **A feature to let buyers/supporters spend crypto to make transactions**
43. A feature to allow users configure their own accounts
44. A feature to download the audio if the ownership matches
45. Creator features
46. A feature that allows creator to create products, attach products’ metadata, and minted it as 1 NFT or multiples NFTs and store it on the blockchain
47. A feature that allows creator to create their own community and the members can interact with each other via artists’ posts
48. A feature that allows creator to publish their products with restriction (membership and non-membership)
49. Buyer features
50. A feature that allows buyers to offer creators a price to buy their products
51. A feature to place and execute transactions
52. Fans/backers
53. A feature that allows normal users to one-time donate the product
54. A feature that allows normal users to share the products on social medias
55. A feature that allows fans with membership to interact in the community
56. A feature that allows fans with membership to access to exclusive content