**SUPPORT WHO YOU LOVE – SWYL – DRAFT v1.2**

**PLATFORM OVERVIEW**

1. **Moore’s vision statement**

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

+ ~~users~~ fans who want to support their artists

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

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

**+ users who want to buy digital music copies and/or re-list the music copies for sale**

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 digital copies of the artworks in form of 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 from fans, be able to sell limited-edition versions of their music in form of NFTs and instantly receive royalty rewards every time their digital copies go on sale again in future**. 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**)
* ~~Musicians/artists~~ Users who want to buy ~~music products’ ownerships~~ 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 wants to branch out more and to create an online community where he can showcase his music so his products can come to bigger audiences and hopefully to **earn donation**s from the **fans** and **supporters**. To gain more income, Kitonashi wants to be able to make **digital copies** out of his music products but still be able to **maintain the ownerships/rarity** so he can decide to digitally sell **either only one or multiple** copies of the 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. More than that, he wants to **setup his own membership plans** so people can have the option to **donate** him **monthly** and **yearly**. He also wants to **keep track of** the list of his **supporters** so that he can **offer** some **exclusive** **content** to those members.
4. Trang, age 27, is a successful crypto trader and a part-time 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 create digital copies of her awesome artworks to copyright them on a **blockchain network** just so she can **showcase them online or opt to sell them**. She also wants to **attach her social media links** to her user profile so other people can find her on other platforms.
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 or countries can hang out and enjoy his music. He wants the mentioned community to be **interactive** in which **he can communicate with his fans** by **posting online posts**, **answering questions** in the **comment sections** or simply just to **update his status** or music progress. He also wants to create and share **digital copies of the artwork** in the community so that other people can offer to buy his products. **Linh also wishes to describe his artworks via a form of metadata which includes all the necessary information about the music he produces.** With that being said, he wants a platform that don’t require much.
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. After she buys the music copies, Emily wants the **ownership** of the **copies** get **transferred** to her **crypto** **wallet**.
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 quite some time. He wants a marketplace platform where he can easily buy music NFTs. Then he can either **save it in her collection** or update the **copies’ metadata then re-list** it to make 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. She also wants to have an option to share Linh’s music on her other social media platforms.
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 and get the exclusive content from him. She also followed and subcribe to Kitonashi’s online community so she can interact with his products through the online community activities
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 by registering it to a blockchain - **Trang**
3. As a creator, I want to upload my music to blockchain - **Trang**
4. As a creator, I want to add metadata to my products - **Linh**
5. As a creator, I want to create either only 1 or multiple limited-edition versions of my song - **Kitonashi**
6. As a creator, I want to decide if I want to sell my digital music copies or not - **Trang**
7. As a creator, I want to add a royalty fee with my choice of rate to my digital copies of my song so I can get rewards after a secondary sale on my copies - **Kitonashi**
8. As a creator, I want to create my own community – **Linh, Kitonashi**
9. As a creator, I want to like my fan’s comments - **Linh**
10. As a creator, I want to reply to my fan’s comments - **Linh**
11. As a creator, I want to inform all my followers about my newest status/products - **Linh**
12. As a creator, I want to keep track of all my followers and supporters who tip me - **Kitonashi**
13. As a creator, I want to attach my social media links in my bio profile page - **Trang**
14. As a creator, I want to receive donations from my fans/supporters – **Linh, Kitonashi, Trang**
15. As a creator, I want to offer exclusive content to supporters who subscribe for the membership - **Kinonashi**
16. Music Buyers
17. ~~As a buyer, I want to offer a price to buy the product from the artist~~
18. As a buyer, I want to be able to buy digital copies from the artists on the platform – **Emily, Trung**
19. As a buyer, I want the ownerships of ~~the song~~ the digital copies are transferred to my wallet after I buy it – **Emily**
20. As a buyer, I want to save my buys in my collection tab - **Trung**
21. As a buyer, I want to edit the copies’ metadata and re-list ~~the products~~ for sale to make financial profits on it **- Trung**
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 - **Zoey**
25. As a fan, I want to share the products on my social medias - **Zoey**
26. As a fan, I want to register for monthly/yearly membership - **Carla**
27. As a fan with membership, I want to like the products my artist posts - **Carla**
28. As a fan with membership, I want to leave a comment on the products - **Carla**
29. As a fan with membership, I want to get exclusive content from my artists - **Carla**
30. **Features**
31. System features
32. A feature to let users to sign-in with crypto-wallet to make a transaction
33. A feature to save products’ metadata as NFTs on the Ethereum blockchain
34. **A feature to let creators mint only 1 NFT or multiple NFTs**
35. **A feature to record the original authors/creators of the NFTs**
36. **A feature to let creators add a royalty fee to their NFTs**
37. A feature to provide a marketplace for artists to post their products and the fans to show supports
38. **A feature to let creators and buyers execute transactions on the marketplace**
39. **A feature to transfer NFTs (i.e., ownerships of the copies) from one wallet to another**
40. **A feature to let creators receive payment and royalty reward instantly and automatically after every transaction**
41. A feature to allow users configure their own accounts
42. Creator features
43. 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
44. ~~A feature that allows creator to accept the donations from their fans~~
45. A feature that allows creator to create their own community and the members can interact with each other via artists’ posts
46. ~~A feature that allows creator to sell the products and transfer the ownership to another user~~
47. A feature that allows creator to publish their products with restriction (membership and non-membership)
48. Buyer features
49. A feature that allows buyers to offer creators a price to buy **their digital copies of the** products
50. ~~A feature to transfer the ownership of the products~~
51. Fans/backers
52. A feature that allows fans to one-time donate the product
53. A feature that allows fans to share the products on social medias
54. A feature that allows fans with membership to interact in the community
55. A feature that allows fans with membership to access to exclusive content