Music Mentor

Results, Monitoring and Controlling

PREPARED FOR

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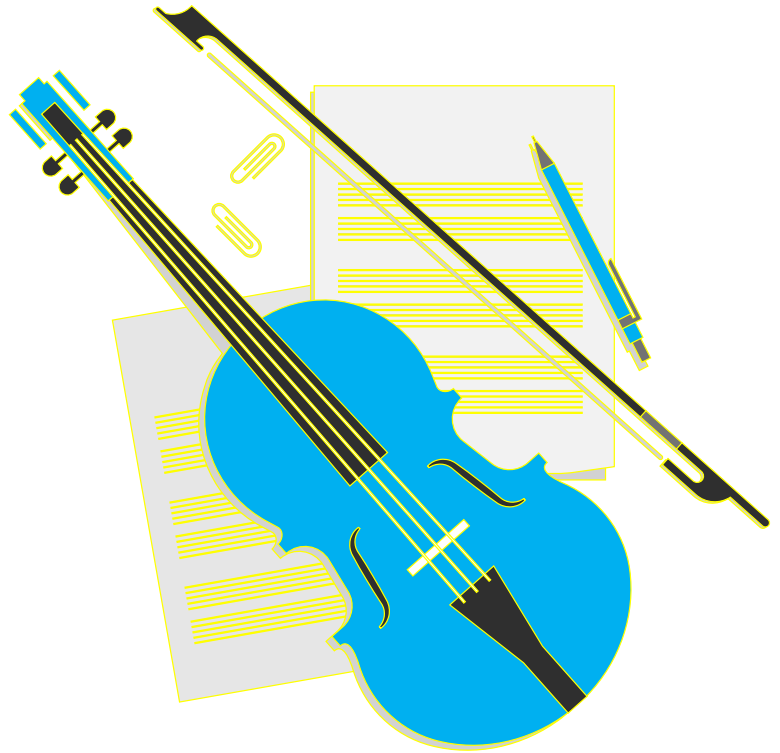
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1. Introduction

Music Mentor is a rich and dynamic platform crafted to enhance the learning experience and foster a deeper appreciation for the art of music. Whether you're a student looking to explore the intricacies of music theory, an educator seeking valuable resources for your classroom, or an academic professional conducting research in the e-learning sector, Music Mentor is your go-to destination.

After careful project management planning and reaching a significant milestone, the team is thrilled to present to you the initial prototype, featuring the Registration and Search functionalities.

This prototype serves to provide the following functionalities:

1.User Account Creation - Enable users to easily create an account, facilitating a personalized experience on our platform.

2.User Login - Offer a secure login mechanism for users to access their accounts and personalized features.

3.Music Resource Search - Give users the option to search for a wide variety of music resources available on our site.

4.Resource Filtering Options - Provide users with the ability to refine their search results by applying various filters based on their specific criteria.

5.Resource Download Feature - Incorporate a seamless download function that allows users to easily access and keep the music resources they value.

This manual provides an analysis of the work completed up to the first milestone and includes thorough instructions on how to use the site in various ways.

2. Registration

Upon entering the website, users are welcomed to the homepage, where they have the option to either log in or sign up, upload music sheets, search for existing music sheets, and explore a diverse array of tutors.
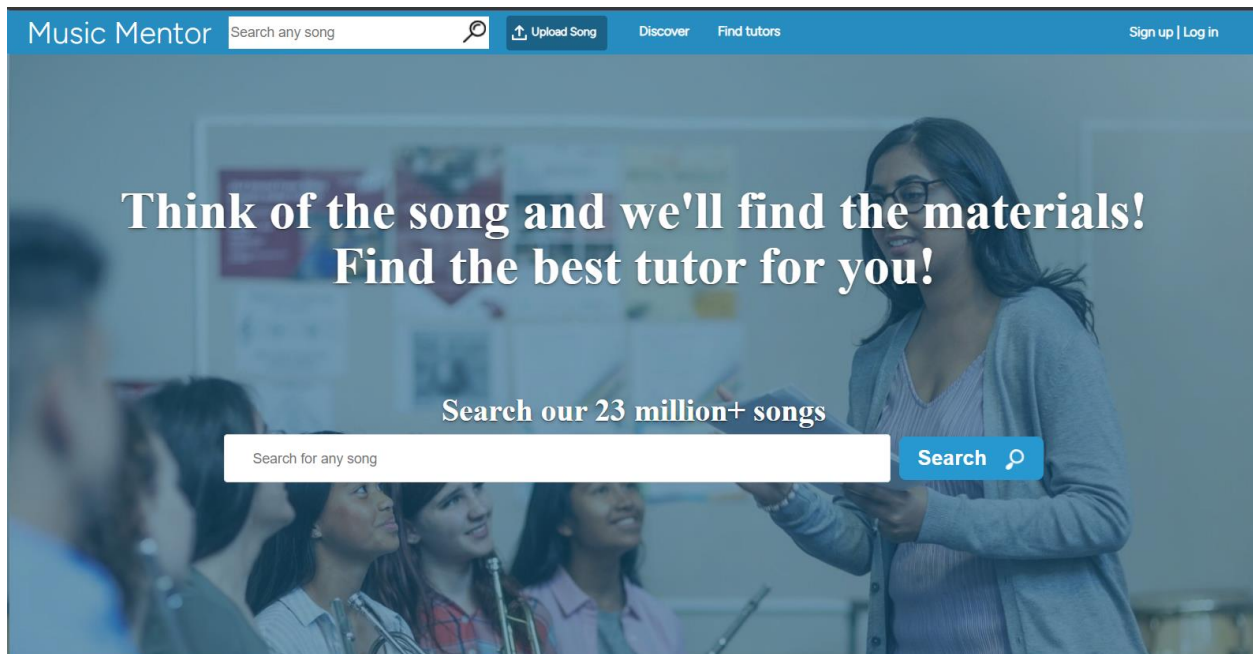

The registration feature on our website serves as the gateway to a personalized and enhanced user experience. We place a high value on user data security. The registration feature offers strong account management policies for protecting sensitive information and guaranteeing a safe online experience.

2.1   Login

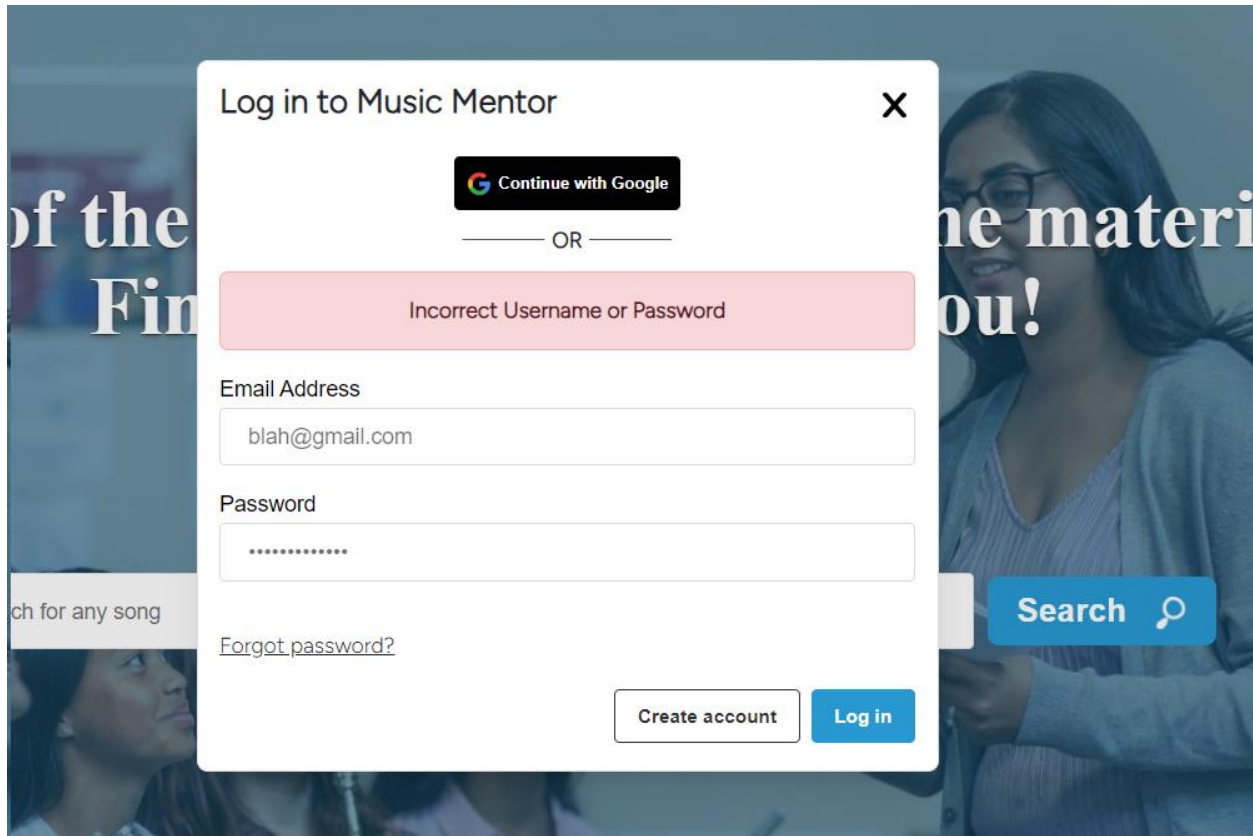To view the signup/login screen users click the "Login | Signup" button.
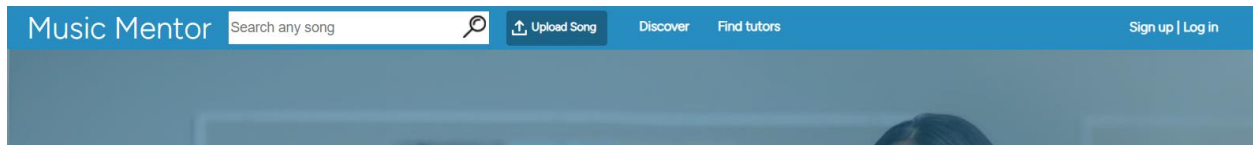
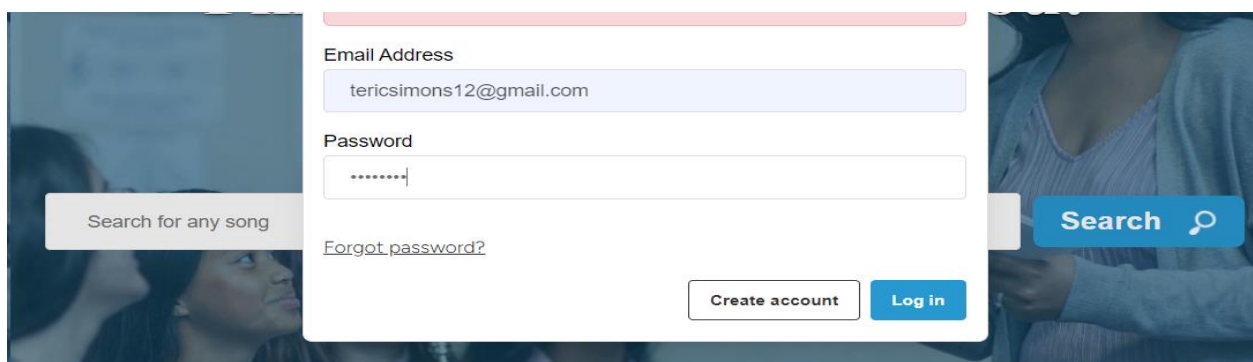Clicking this button brings up the login screen.
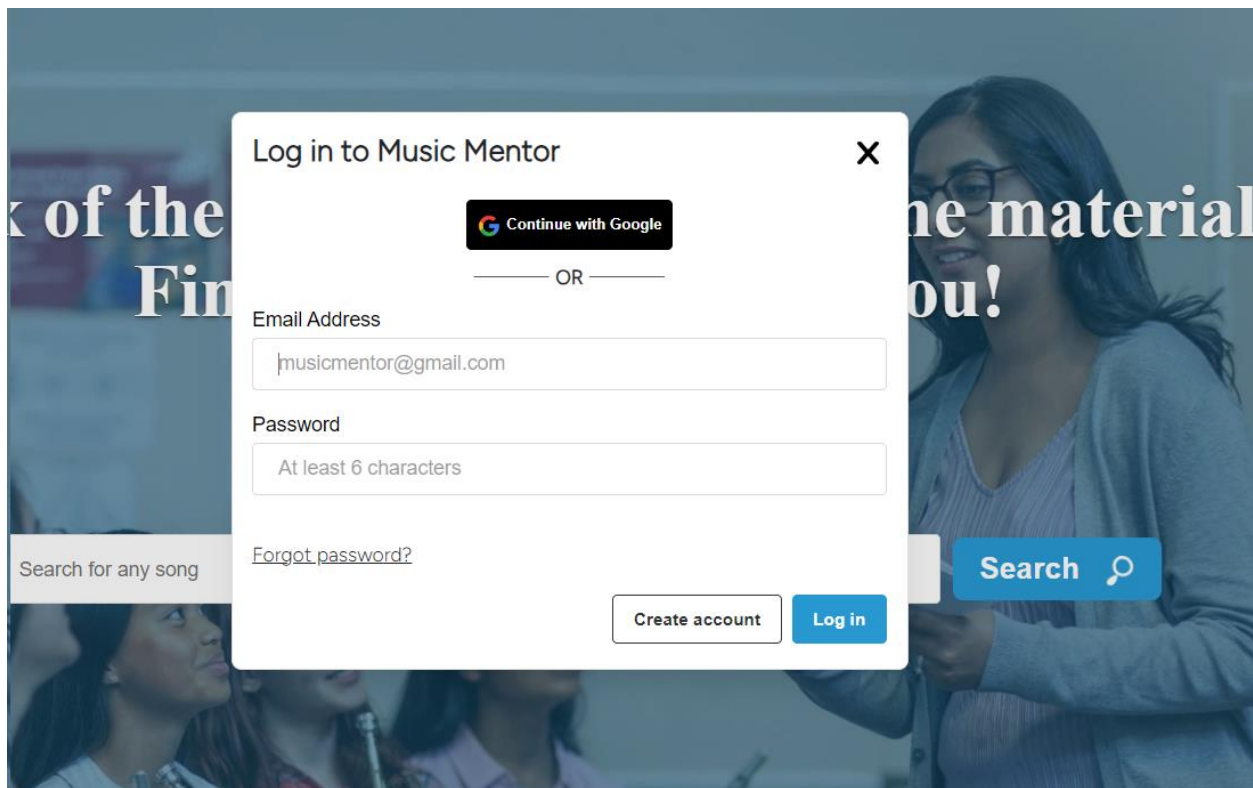
Users are required to enter an Email Address and Password provided they already have an account on the website.

Proper error checks are done, and feedback is given to users for incorrect email/password.

Once users enter a correct email and password, they click the login button and this will take them directly back to the homepage.
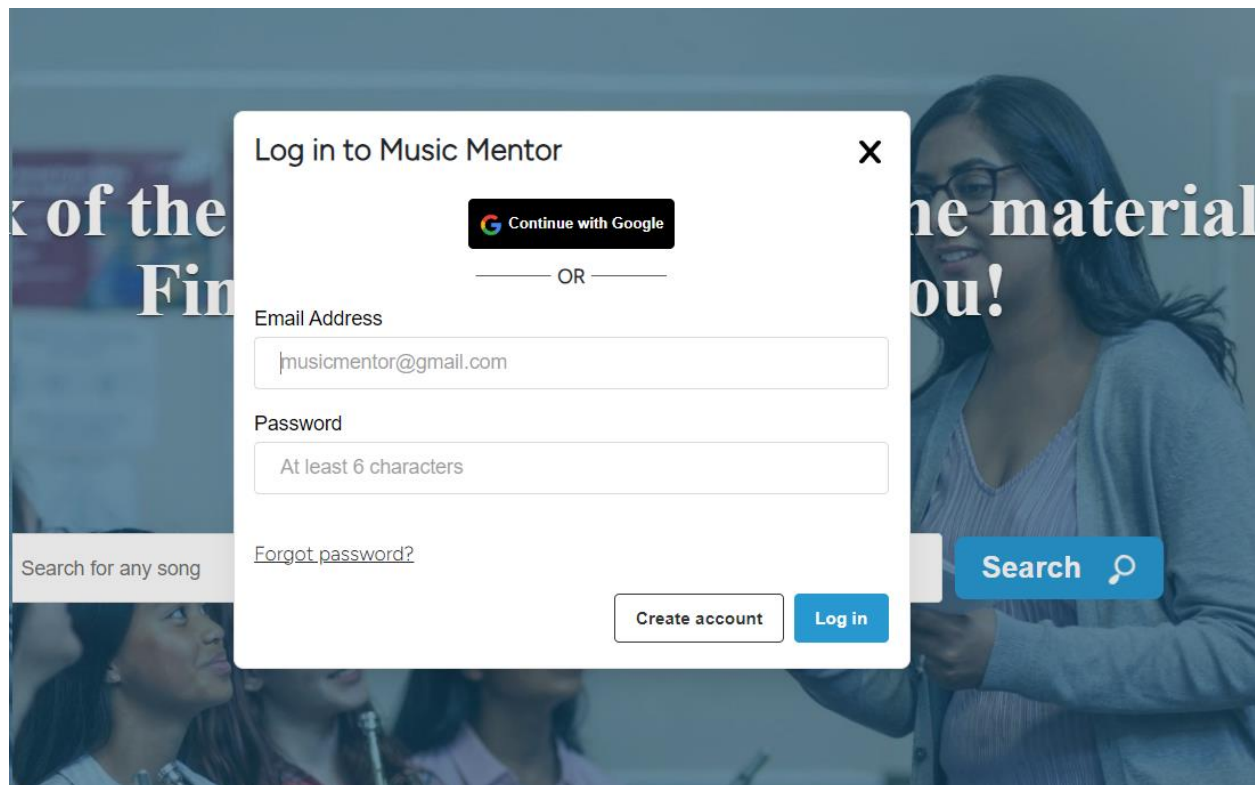
The "Login | Sign up" button is replaced with the first name of the user (provided on registration)
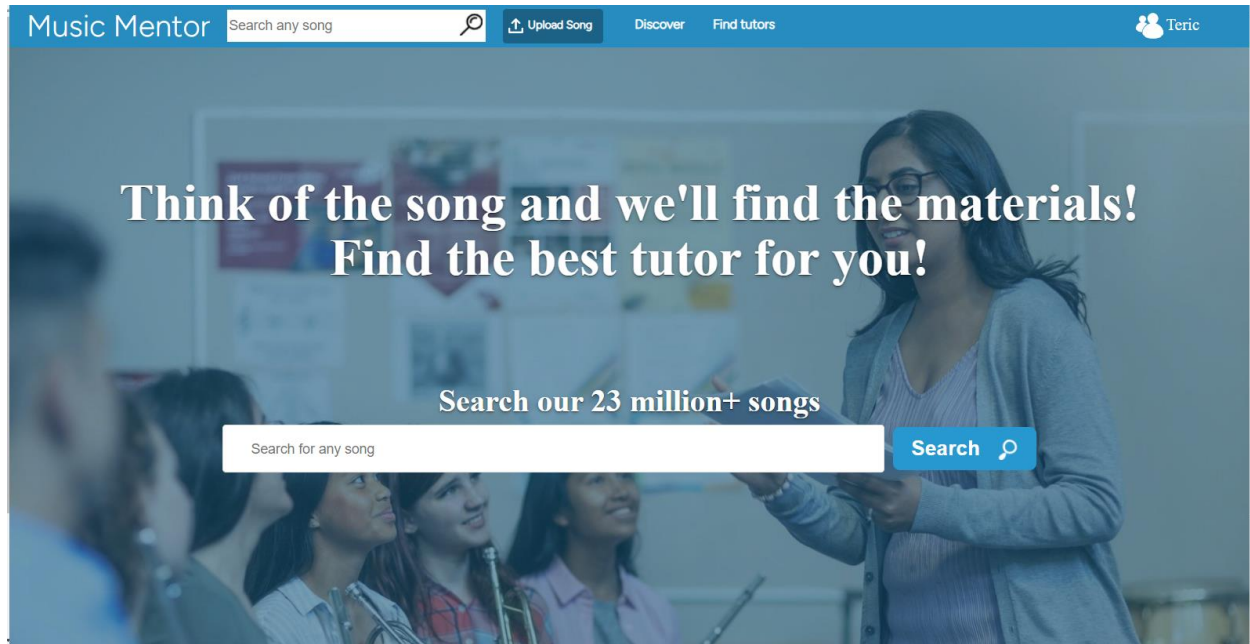
2.2   Signup

To visit the Signup page users, click the "Create Account" button.

To create an account, users are required to enter their first name, last name, email address and password.

Proper checks are done to ensure multiple people can't have the same password and fields aren't left empty.

One the correct fields are filled out users click the "Create account" button and they are taken back to the homepage.
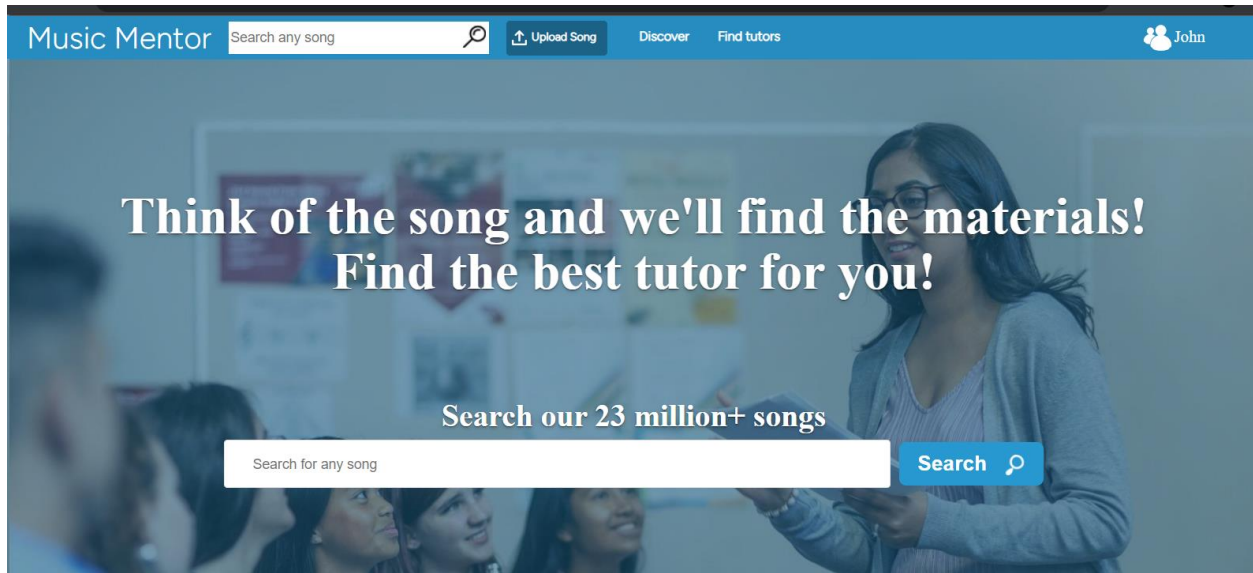
3 Searching

3.1   Search for music sheet
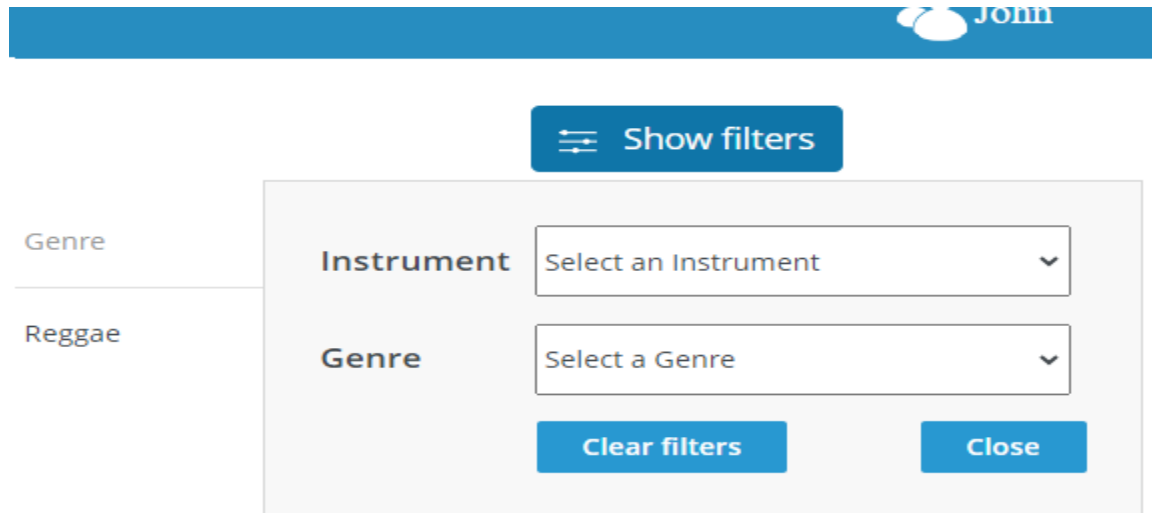
The Website utilizes a 'Google' type search using keywords that will retrieve results containing one or more of the keywords you enter the Search field. The results will be sorted by relevance, i.e., results corresponding to all search terms first then in decreasing relevance. For example, a search using the keywords "Bob Marley" first will retrieve results containing all three words, then will retrieve results containing two of them, and finally will retrieve results containing all results with just one of the keywords.

Firstly, to view all sheets available on the website users can leave either of the search fields empty and click search or press the enter key.

results for ""

	Title	Composer	Genre	Instruments
↓	dsds	dsfdsf	Hip Hop	Guitar
↓	dasdadas	dsdsdsds	Reggae	Violin
↓	dsdad	asdsad	Reggae	Guitar
↓	dad	asdsad	Reggae	Guitar
↓	vdv	dsfsfds	Hip Hop	Piano
↓	vsfs	fsdfds	Reggae	Piano
↓	vvcx	cvcx	Reggae	Piano
↓	sadsad	adasd	Reggae	Piano
↓	lit	ddadasd	Hip Hop	Piano
↓	idontknow	beethoven	Hip Hop	Guitar
↓	Bob Marley Jammin Sheet	beethoven	Reggae	Piano

To search for a particular sheet, users can enter keywords into the search bar and press enter or click the search button.

results for "bob marley"

	Title	Composer	Genre	Instruments
↓	Bob Marley Jammin Sheet	beethoven	Reggae	Piano

3.2 Filters

Filters are automatically done upon selection. To view filters users, click the show filters button.

The filter button provides two options:

- By instrument which shows a list of instruments users can filter by

	Title	Composer	Genre	
⬇	Bob Marley Jammin Sheet	beethoven	Reggae	

Instrument: Select an Instrument
- Select an Instrument
- Piano
- Guitar
- Violin
- Drum

Genre:

- By genre which shows a list of genre users can filter by

	Title	Composer	Genre	
⬇	dsds	dsfdsf	Hip Hop	
⬇	dasdadas	dsdsdsds	Reggae	
⬇	dsdad	asdsad	Reggae	
⬇	dad	asdsad	Reggae	Guitar
⬇	vdv	dsfsfds	Hip Hop	Piano

Genre: Select a Genre
- Select a Genre
- Hip Hop
- Reggae
- Classical
- Dancehall

Let us filter all the music sheets on the website by Piano

	Title	Composer	Genre	
⬇	vdv	dsfsfds	Hip Hop	
⬇	vsfs	fsdfds	Reggae	
⬇	vvcx	cvcx	Reggae	
⬇	sadsad	adasd	Reggae	Piano
⬇	lit	ddadasd	Hip Hop	Piano
⬇	Bob Marley Jammin Sheet	beethoven	Reggae	Piano

Instrument: Piano

Genre: Select a Genre

Clear filters   Close

We can see the list now shows all the sheets made for piano.

3.3 Downloads

To download a music sheet a user simply clicks the blue download icon to the

far left of the sheet.

| ⬇ | Bob Marley Jammin Sheet | beethoven | Reggae | Piano |

If the user has adobe acrobat, then this button will allow them to view the sheet

before they download. If not, the sheet will download automatically to their

browser.

With adobe acrobat

Without Adobe Acrobat

4 Results Monitoring and Controlling Report

Jamaica Music Society Website Development Project

Reporting Period: Quarterly

Prepared by: The Music Mentors

Report Period Covered: Final Quarter

4.1   Objectives of The Report and Key Performance Index(KPIs) Overview

Increase Website Viewership: Track the number of visitors to the website.

Boost Tutoring Bookings: Measure the number of tutoring sessions booked via the website.

Enhance Customer Satisfaction: Monitor customer ratings and feedback.

Drive Revenue Generation: Track revenue generated through the website.

Facilitate Account Creation: Number of new accounts successfully created.

4.2   Data Collection

Methodologies:

1. Website Viewership (Number of Website Viewers)

We plan to utilize website analytics tools, such as Google Analytics, to track the number of visitors to our website. These tools will provide us with comprehensive data on user engagement, including metrics like page views, session duration, and user demographics. This information is crucial for understanding how users interact with the site and identifying potential areas for enhancement.

2. Tutoring Bookings (Number of Persons Who Book Tutoring)

For the measurement of tutoring session bookings, we will extract data from the website's booking system. This system records every booking transaction in detail. By analyzing this data, we aim to understand the demand for different tutors and identify peak booking times, which will assist in resource allocation and planning.

3. Customer Ratings

To gather customer ratings, we intend to implement a rating system on the website. Users will be prompted to rate their experience after each tutoring session. This feedback will be systematically collected and stored, allowing us to analyze tutor performance and overall customer satisfaction. This will be vital in guiding our continuous improvement efforts.

4. Revenue Generated Through the Website

We will rely on the website's financial transaction system to track the revenue generated. This system will provide detailed reports on all revenue streams, including tutoring session fees and other sales. This data will help us in assessing the financial viability of the website and in identifying the most profitable areas.

5. Account Creation (Persons Who Are Able to Successfully Create an Account)

We plan to monitor the website's user registration system to track account creations. This system will not only log successful registrations but also record failed attempts. Understanding these metrics is key to ensuring the website is user-friendly and accessible.

Additional Considerations:

- ➤ We are committed to ensuring all our data collection methods comply with data privacy regulations.
- ➤ We plan to integrate the different data systems for a more holistic analysis.
- ➤ Real-time monitoring will be implemented for key metrics.
- ➤ We will establish mechanisms for ongoing feedback, allowing for regular project updates and improvements.
- ➤ By adopting this systematic approach to data collection for each KPI, we believe we can thoroughly assess the performance of the website and make informed decisions for its ongoing development.

4.3   Data Analysis

- **Performance Metrics**:

    - **Website Viewership**: Present data on website viewers, trends, and any notable observations.

    - **Tutoring Bookings**: Data and trends on the number of bookings made.

    - **Customer Ratings**: Analysis of customer satisfaction and areas of praise or concern.

    - **Revenue Generation**: Details on revenue streams from the website, including trends and comparisons to targets.

    - **Account Creation**: Statistics on new account registrations and any encountered issues.

- **Visuals**: Include charts, graphs, and tables for a clear understanding of the data.

4.3.1 Comparative Analysis

- **Historical Comparison**: Compare current results with previous periods.

- **Benchmarking**: If available, compare against industry standards or similar projects.

4.4   Challenges and Opportunities

1. **User Engagement Difficulty**

Challenge: Initially, we observed lower than expected user engagement on the website.

Solution: We addressed this by implementing targeted marketing campaigns and improving website usability based on user feedback. We also introduced interactive features like music quizzes and live chat support to enhance user engagement.

2. **Complexity in Account Creation**

Challenge: Data revealed that a significant number of users were abandoning the account creation process midway.

Solution: We streamlined the account creation process, reducing the number of required fields and implementing clearer guidance throughout the process. Additionally, we introduced social media login options to simplify registration.

3. **Inconsistent Tutor Quality**

Challenge: Customer ratings highlighted varying satisfaction levels with different tutors.

Solution: We established a more rigorous tutor vetting process and introduced continuous professional development sessions for tutors. This helped in standardizing the quality of tutoring across the platform.

4. **Technical Issues with Website Performance**

Challenge: Website analytics indicated periodic slowdowns during peak usage times.

Solution: We upgraded our hosting solution and optimized the website's backend for better performance. This resulted in significantly reduced loading times and a smoother user experience.

4.5   Opportunities for Growth and Improvement

1. Expanding Tutoring Subjects and Styles

Opportunity: User feedback and data analysis showed a high interest in specific music genres and instruments not currently emphasized.

Plan: We aim to expand our range of tutors and resources to cover these additional genres and instruments, catering to a broader user base.

2. Developing a Mobile Application

Opportunity: With a significant portion of users accessing the site via mobile devices, there's a clear demand for a more mobile-friendly solution.

Plan: We propose the development of a dedicated mobile application to provide a better user experience for mobile users.

3. Integrating Advanced Analytics for Personalization

Opportunity: Data suggests that users are seeking more personalized experiences.

Plan: Implement advanced analytics and machine learning algorithms to offer personalized content recommendations and learning paths for users.

4. Partnerships with Music Institutions

Opportunity: There is potential for collaboration with educational institutions and music schools.

Plan: We plan to explore partnerships with these institutions for mutual benefits, such as offering accredited courses and expanding our user base.

By addressing these challenges and leveraging the identified opportunities, we believe the project can achieve greater success and provide more value to its users.

4.6   Recommendations and Action Plans

Immediate Steps for Current Issues and Opportunities

Enhance User Interface:

Action: Implement immediate tweaks to improve website navigation and user interface based on user feedback, aiming for simplicity and ease of use.

Optimize Account Creation Process:

Action: Simplify the registration process by reducing required fields and introducing clearer instructions to reduce user drop-off rates.

Increase Tutor Engagement:

Action: Organize a series of online workshops and training sessions for tutors to standardize quality and improve user satisfaction.

Promote Special Features:

Action: Launch a short-term promotional campaign highlighting new features and resources on the website to attract more users.

Address Technical Glitches:

Action: Conduct an immediate technical audit and perform necessary optimizations to enhance website performance, especially during peak traffic.

<u>Long-term Strategies</u>

Recommendations for Sustained Improvement and Growth

Mobile Application Development:

Strategy: Develop a comprehensive mobile application to provide a seamless experience for users accessing the platform on mobile devices.

Expand Tutor Network and Content:

Strategy: Gradually increase the range of tutors and musical content available on the website, focusing on underrepresented genres and instruments.

Implement Personalized Learning Paths:

Strategy: Utilize machine learning algorithms to create personalized learning experiences for users, based on their preferences and learning progress.

Strengthen Marketing Efforts:

Strategy: Develop a long-term marketing plan focusing on social media engagement, collaborations with influencers in the music education sector, and partnerships with educational institutions.

Continual Data Analysis and Feedback Incorporation:

Strategy: Establish a regular system for data analysis and user feedback collection to continuously improve the website and adapt to changing user needs.

Diversify Revenue Streams:

Strategy: Explore additional revenue channels such as merchandise sales, sponsored content, and premium subscription models.

Community Building and User Engagement:

Strategy: Foster a community around the website by organizing online events, competitions, and interactive forums for users to engage with each other and with tutors.

4.7 Presentation

- We plan to utilize visual tools to represent the data to better facilitate impactful communication and efficiency.

4.8 Review and Feedback

- We then plan to summarize feedback received from stakeholders and how it has been or will be incorporated.

4.9   Adjustments and Updates

- Lastly, we will detail any changes made to the reporting process or project plan based on feedback and evolving project needs.