**Topic:**

This website is going to create an interactive and responsive environment for users to learn Ukulele.

**Problem:**

Firstly, I want to make learning ukulele an interesting experience. It is no longer a one-way learning process; instead, the learner could interact with the site. The site will respond to learner’s choice and give specific guidance, not through cliché and dull text-version answer, but through vivid pictures that simulates real ukulele playing experience. For example, our learner can select the tuning, root note, chords or scales. Once you finished your choice, there will be corresponding fingering position on the ukulele fretboard. This really provides learners an immersive and real learning process.

Secondly, this site aims to make learning ukulele an easy and relaxing process. So, instead of providing the learner a huge bunches of text-version books, this site has the most accessible, valuable resources stored for learners. The comprehensive but most commonly-used resources are provided both in language and images. Therefore, our learners are not easily to be confused and frustrated.

Thirdly, the site is a large song archive which is constantly being updated with new songs. Available videos and notes are provided. Besides, tips, guides will also be updated by the website as well as from other learners. Learners can also store their favorite songs after logging into their account.

Fourthly, this site aims to create a harmonious learning community. It is like a music club where ukulele learners are gathered together, sharing their interests, learning resources, questioning and looking for answers, and so on. This interaction will deepen mutual trust and positive feedback which brings satisfactory result.

**Target Audience:**

My target audience is teenagers aging from 12-18, who want to learn ukulele by themselves. These groups of people grow up in the age of media, so they are interested in new media, technology and social platform. They are busy in school days, so they want to use spare time relax themselves and develop an instrumental skill. But they don’t want to frustrate themselves to learn something hard, so they choose ukulele which is easier, more portable than guitar. Compared with one-to-one or off-line instructor, teenagers are more willing to learn an instrument through online videos, so that they can arrange their time flexibly. But it is also possible that when they are stuck, no one else around for help. They may also be afraid that it takes them time to find the most available resources, tips and guidance. They are also a group of people who are the followers of the most popular stuff, so they are always looking for something new and updated. In addition, they are a group of people who are looking for a sense of belonging, so a learning community will be attractive for them. They will be easily attracted by vivid, responsive, convenient, interesting and effective stuff. So, I think my website will be the one they are looking for.

**User stories:**

1. My name is Mary. I’m 12 years old. I have learned piano since I was 6 years old. I’m interested in music so I want to try something more. I think guitar is pretty cool, but it is heavy and not easy to carry on anywhere, so I decide to try ukulele first which is easier and portable for me. I don’t want to go to a one-to-one class, because it is expensive. So, I think I can just search for online guide and some notes to practice, and then I can master it well. However, after my first trial of playing, I found ukulele is different from piano, because they have different notes, scales and chords. So, I think it is really necessary to learn it systematically. I have bought some books before, but I’m easy to get stuck, and the guides in the book do not correspond to the video on YouTube. So it is hard for me to make progress.
2. My name is Andrew. I’m 18 years old. I’m a great lover of social media and computer. I just graduated from senior high school. During this summer, I want to learn a music instrument. But I have no idea about instrument before, so I wanna start from an easy one. I choose ukulele. I’m not sure I can master it or not, but I want to have a try, because at least ukulele is not costly. But I don’t want to spend money in tutoring, so online teaching is a good idea for me. I’m afraid I will easily give up if no one else around to motivate me, so I want to find a group of music lovers that can help each other. For me, mastering a new instrument is not the end of this summer. What I want is having fun and making friends. Just enjoy this process.
3. My name is Alice. I’m 14 years old. Since I knew ukulele, I thought it was made for me. It is so cute, pretty, and portable. It satisfied all my fantasy of fairy tale. I really want to learn ukulele well and play beautiful and cute songs for my families and friends. So I determined to learn it well. If I can practice my favorite songs anytime and anywhere I want, that would be perfect!