**RhythmicTunes: Your Melodic Companion**

**Ideation Phase**

**Empathize & Discover**

|  |  |
| --- | --- |
| Date | 31 January 2025 |
| Team ID | SWTID1741256970149949 |
| Project Name | RhythmicTunes: Your Melodic Companion |
| Maximum Marks | 4 Marks |

## Empathy Map Canvas for Rhythmic Tunes

### 1. What Users ****Say****

* **Casual Music Listener (PS-1):**
  + “I just want something easy to play in the background.”
  + “I like simple playlists that don’t require too much thought.”
* **User Exploring New Music (PS-2):**
  + “I’m always on the lookout for fresh tracks and hidden gems.”
  + “I wish there was a way to easily discover new artists.”
* **Multitasker (PS-3):**
  + “I need quick, accessible controls while I work.”
  + “I want music that doesn’t distract me too much.”
* **Mobile User (PS-4):**
  + “I need a smooth, intuitive interface on my phone.”
  + “Offline mode would be great for when I’m commuting.”

### 2. What Users ****Think****

* **Casual Music Listener:**
  + “I hope the app is straightforward and doesn’t overwhelm me with choices.”
  + “It should automatically curate my favorites.”
* **User Exploring New Music:**
  + “I want the app to know my tastes and suggest tracks I wouldn’t normally find.”
  + “It would be amazing if I could get personalized recommendations.”
* **Multitasker:**
  + “I need an app that doesn’t force me to constantly interact with it.”
  + “Background play and notification controls are essential.”
* **Mobile User:**
  + “The app must be fast, responsive, and data-efficient.”
  + “It should look great on any screen size.”

### 3. What Users ****Do****

* **Casual Music Listener:**
  + Launch the app and play pre-made playlists or radio stations.
  + Use simple “play” and “skip” controls.
* **User Exploring New Music:**
  + Browse through curated playlists, new releases, or genre-specific stations.
  + Use search filters and discover sections.
* **Multitasker:**
  + Keep the app running in the background while switching between tasks.
  + Use quick-access controls from notifications or a widget.
* **Mobile User:**
  + Frequently use the app on-the-go, relying on offline playlists and intuitive gestures.
  + Adjust settings to conserve data and battery life.

### 4. How Users ****Feel****

* **Casual Music Listener:**
  + Relaxed and satisfied when the app is simple and doesn’t demand too much attention.
  + Occasionally indifferent if the experience is too plain.
* **User Exploring New Music:**
  + Excited and curious when new, interesting music is recommended.
  + Sometimes frustrated if discovery features feel limited or repetitive.
* **Multitasker:**
  + Appreciative of smooth background play and minimal interruptions.
  + Irritated by intrusive ads or forced interactions.
* **Mobile User:**
  + Empowered by a responsive, touch-friendly interface.
  + Annoyed when the app is slow or consumes too much data.

### 5. Pain Points & Barriers

* **Common Challenges:**
  + Overly complicated navigation and cluttered UI.
  + Frequent, disruptive ads that interrupt the music flow.
  + Inaccurate or generic recommendations that don’t fit personal taste.
  + Lack of offline functionality for mobile users.
  + Data consumption concerns on mobile networks.

### 6. Desired Gains & Benefits

* **What They Want:**
  + An intuitive, clean interface that offers both ease-of-use and rich discovery features.
  + Personalized recommendations and playlists tailored to their tastes.
  + Reliable background play and quick access to controls.
  + Offline mode to enjoy music without constant data usage.
  + Minimal ads or options to opt out of interruptions.

**Example:**

