**Ideation Phase**

**Define the Problem Statements**

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| Date | 15 April 2025 |
| Team ID | SWTID1743610409 |
| Project Name | Tune Trails |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

Existing music streaming apps lack personalized recommendations, affordable pricing, and strong social features, leading to a subpar user experience. We aim to build a **next-gen music streaming platform** that delivers **AI-powered suggestions, budget-friendly plans, and seamless social sharing** to enhance music discovery and engagement.

Graphical user interface, text, application, email

Description automatically generated

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| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A 28-year-old office worker who streams music during commutes and workouts. Values convenience over curation | enjoy my favorite playlists ad-free during workouts and subway rides, | ree tiers bombard me with ads and offline mode is limited, | platforms prioritize pushing premium subscriptions over user experience | frustrated and nickel-and-dimed. |
| PS-2 | A 35-year-old vinyl collector who uses streaming to discover indie artists. | discover underground artists and support them directly, | algorithms shove mainstream hits at me and there’s no tipping feature, | streaming services optimize for mass-market profits over niche curation | disillusioned and culturally unheard. |