The products that we are going to deliver to the client is an 'escape room' and a concept music video with different media products in it.

Individual Task Analysis

Tasks :

1. To develop a 'reward' in the form of an AR filter to be given to the 'player' after finishing the Escape Room
2. To design the AR filter to represent the client as good as possible

Goals:

1. To induce a satisfying/happy feeling for the fans of the client
2. To provide a fan-service

User Story:

1. As a fan, I want to feel satisfied after solving

   the puzzle, and be well rewarded.
2. As a fan, I want to use the AR filter and post it on social media to share my appreciation towards Client

Group Analysis

Tasks :

1. To develop the Escape Room to induce a happy rewarding feeling after completion.
2. Her social media that are related as part of the escape room.
3. To make a concept music video.

Goals:

1. To induce a happy rewarding feeling after solving the escape room.
2. To better understand the theme of her songs.

User Story:

1. As a fan, I want to feel satisfied after solving
   the puzzle, and be well rewarded.
2. As a fan, I would like to see the music video to get a better idea of the
   music.