Training Guide for Sales and Customer Support

## Background:

As technologies have evolved, physical recordings have become a thing of the past. Today, [86 percent](https://www.ifpi.org/downloads/Music-Consumer-Insight-Report-2018.pdf) of consumers are listening to music using on-demand streaming services. Users want a music streaming platform that lets users stream songs of their choice and generates playlists based on a user’s musical preferences.

The goal is to design a music streaming app with recommendation system. The system will be composed of server-side components and client-side components. The server-side component will manage the database operations and algorithm. The client-side components will be graphical interfaces that are integrated into corresponding larger systems. Success would be users able to listen music from us, on the go, anytime, anywhere from our huge library and be satisfied giving us good rating and referring to others

**Team**

**Legal partners –** To look into privacy items. During the development of the product, we would consult our in-house privacy and legal counselor. Once done, we'll write down that for each new edition of the product we'll consult with our privacy specialists because of the data sensitivity.

**Testing –** Willdefine the criteria for launching how many bugs and what severity will I and my team allow to launch with remember there is no such thing as zero bugs.

### **Engineering -** We will work with our engineering team to discuss which issues in our product we're comfortable to release with. We would also like to have an engineer monitoring our traffic checking that there are no major crashes or technical issues.

**Technical Support -** We'll define the dedicated engineering resource to have for the day of release.

**Marketing-** We will discuss with our marketing the right date for the release. And plan if they ready with their strategy. It is a new product, so we will need all the support we

can get to get noticed by our customers.

**Leadership –** For any approvals for the launch

### **Additional Teams We Need to Work With**

Partner Teams We Need to Work With

* Sales Team for outreach to sign the vendors up for our platform
* Technical Writer to write our release notes for the App Store
* Customer Support to help with user questions and issues

#### Collateral Materials We Need to Create

* Guidance for Sales on how to sell our product
* Help center information and articles
* Guidance for the Customer Support team

## 

## **Risks**

**Reputational Risk**

When we go public with a new product, the obvious risk is to our reputation. If the product gets a negative response from the media or the public, it could affect other successful products of Amazon. We need to be prepared to manage the impact of negative reviews or public opinion. No matter how good the product is, a negative response is always a possibility. Our risk assessment management procedures should prepare us for this scenario.

**Liability Risk**

We might see negative public reaction as the worst-case scenario for your launch, but there are other risks too. It’s always better to be safe than sorry.

**Demand Related Risks**

Sometimes success can be just as much a risk as failure. If we are not prepared for a swift increase in demand, our staff could be put under severe strain in meeting that demand. That can create health risks or, if the demand is not met, could come back to reputational risk or even affect cash flow.

## **Market background:**

Target audience: Users who are

* Owner of Alexa Smart Device Users.
* Music fans who may not have gotten on board with streaming yet
* Teenage and Kids

We will launch in US as it has 53 million Alexa Smart users.

Source: [Data](https://www.statista.com/statistics/794480/us-amazon-echo-google-home-installed-base/)

Competitor in a similar space: Spotify, Apple Music

Sources: [Competitors](https://www.telegraph.co.uk/technology/0/best-music-streaming-services-apple-music-spotify-amazon-music/)

Competitor's target audience: Millennials music lover for spotify, Elderly and iPhone User

Source: [Spotify Audience](https://somespotify.wordpress.com/2018/03/08/spotify-target-audience-millenials/), [Apple Audience](https://www.statista.com/statistics/822920/apple-music-user-age/)

Competitor's market share: 36% and 18% respectively.

Source: [Competitor Report](https://musically.com/2019/12/09/report-spotify-has-36-market-share-of-music-streaming-subs/)

We see a lot of competition, but it is not all in the same exact space so there is space for our product. Even the best-known products don’t get a lot of traffic so we should not anticipate a lot of traffic initially.

## Product Background:

3 features are as follow

**Name: Offline Download**

Users have the option to save songs and albums to their devices so that they can access their favorite music without an internet connection. To save a song or album:

A screenshot of a cell phone

Description automatically generated

Known Issue:

Downloading not started, failed in between, and not able to access downloaded file.

To download music without issues, user need a strong Internet connection. To troubleshooting download issues:

Confirm that user device is connected to Wi-Fi or a mobile network,

If using a mobile network, confirm that the Amazon Music app settings allow for Cellular, or

Force stop and reopen the app.

**Name: Create a Playlist from a Song Choice**

User can see a dashboard with a menu along the left side. Under My Playlists, click the Create Playlist button. Give it a name when prompted and click Save. Or can directly add tracks from the home screen.

A picture containing monitor, clock, screen

Description automatically generatedA screenshot of a computer

Description automatically generated

Known Issue:

Not able to add or remove songs to playlist.

Solution: Check internet connection and/or restart app

Playlist name is not showing if the name is more than 32 characters

Sol: Edit the playlist name to keep it within 32 characters

**Name: Using Voiceover for beginners**

The Amazon Music app features the Amazon Alexa voice assistant, Alexa. This means users can choose music without touching or looking at the screen. Simply say “Alexa, play” followed by the song, artist, album, or genre you want to listen to.

Known Issue: Commands are not working as expected

Sol: Check background noise

Note: Did not made in prototype so didn’t attached the screenshot.

## **Pricing**:

User plans

1. A free tier for Prime Members

2. A premium tier with paid subscription

The freemium version will allow users to listen through the catalogue of songs and play them. Only single app login, no Alexa device support and other limitation.

The premium version offers access to unlimited music across all devices, including smartphones, tablets, and Alexa. Download songs to their devices for offline listening and high-quality audio. The subscription offers are available at varying rates- $7.99 a month or $79.99 yearly

Will provide first 3 months free for all the user to try the service.