

**Mobile App: “Musicool”**

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1. App name:

Musicool

2. App description:

Want to learn how to read music and get rhythm? Musicool could help you with that! This app would improve your speed and accuracy in reading music by simply spending less than 30 minutes a day. Whether you are a beginner or advanced learner, sight-reading shall be a daily routine. You will never feel alone on your music journey with the company of Musicool and people of shared dreams using this app.

Musicool could help you get familiar with key signatures, scales, treble and bass clef in the practice sessions. In the challenge sessions, you could practice your ability in sight reading and memorize a variety of notes. Musicool provides a variety of challenge sessions at difficult levels ranging from very easy to very hard based on extended scales, time limit, etc. In the review sessions, you would get a chance to review all the mistakes you’d made during challenge sessions. What’s more, with the sound of notes played during your practice, you would get better ears, a stronger foundation in rhythm and pitch, as well as a great sense of melodic notes by just looking at the sheet music.

Musicool is not only a sole learning app, but more like a community where people with a heart to learn music gather together. You may have your own homepage displaying your scores, progress,, and communicating with other players. You will be able to find anyone nearby using Musicool together with you. Musicool witnesses your daily growing up, and more - you will be a member of the “family” where you could get “likes” and explore other users who have shared interest and motivations like you.

3. Slogan

Musicool:

Spend minutes per day, learn music in a cool way.

4. Target users:

Children between age 5 and 10 who are learning music and need to practice sight-reading.

5. What problem/task(s)/need does the application help the users address?

1) Help users to practice sight reading in 10 - 15 minutes per day and cultivate a daily routine.

- 2) Encourage users to memorize key signatures, scales, and a variety of notes without pressure.
  - 3) Endorse users a sense of belonging on the journey of learning music by providing users a supportive community.
6. What four current apps on the Play Store (or other app stores, such as iTunes) would be your closest competitors? you will need to search around and try out apps to figure this out
- 1) Complete Music Reading: complicated in UI design; not exclusively for younger learners.
  - 2) Music Tutor: easy UI design may be helpful, yet only contains test sessions, which is less attractive to younger learners. Too many advertisements.
  - 3) Note Trainer: Fancy but not specific; not free.
  - 4) Music Sight Reading: Clean UI, but boring for younger kids.
7. Why will your app be better or different than the competitors?
- 1) Exclusive target users. Musicool aims to help learners between age 5 and 10. It is exclusively designed for younger children to navigate around while keeping them engaged in the learning progress.
  - 2) Short sessions. Sight reading in nature is a fundamental yet very important skill for learning music. It is not a skill that requires a large amount of time or efforts. Instead, it requires practicing for only “snack time” but continuously for months or even years.
  - 3) Supportive community. Musicool allows users to have their own homepage, explore other users, and even have their names listed on the ranking board. These give users a sense of belonging in this learning community and encourages them to check back every day.
  - 4) No distractions. Musicool is free of charge and free of advertisements.
8. What is innovative about your app idea? What will be particularly surprising or elegant about the concept?
- 1) Neat and clean UI design. Easy for the young kids to practice independently without “hep”/interruptions from others.
  - 2) Music learning community.
    - a) With the location sensor allowing users to discover others nearby, Musicool is able to engage users in the learning community and encourage them to check back every day.
    - b) Features like ranking board and progress report encourage users to use daily.
    - c) Personalized homepages. There are features that allow users to give others “like”, “clap”, “flower” to display on the receivers’ homepage. Users can also check others’ progress reports.
  - 3) Emphasis of independence. Younger learners will have no trouble in using this app alone.
9. What about your app will keep people engaged using it for a long time, even once the novelty wears off?

- 1) Musicool requires only a short time commission but will bring fundamental benefit to users. Users would witness their giant progress within days of usage, which would encourage them to put continuous efforts.
- 2) After a certain time of usage, users will cultivate a “habit” to use our app daily so as to reinforce the sight-reading ability.
- 3) The personalized homepage which demonstrates users’ daily usage, highest score and “likes” received will provide a sense of involvement.
- 4) Ranking board with the top 10 names who scored the most will stimulate users.

#### 10. What are the top potential weaknesses of your application idea and how will you address them?

Our app is a learning tool, which is not as fun as game apps in nature. So how to win children’s participation becomes one of the potential weaknesses.

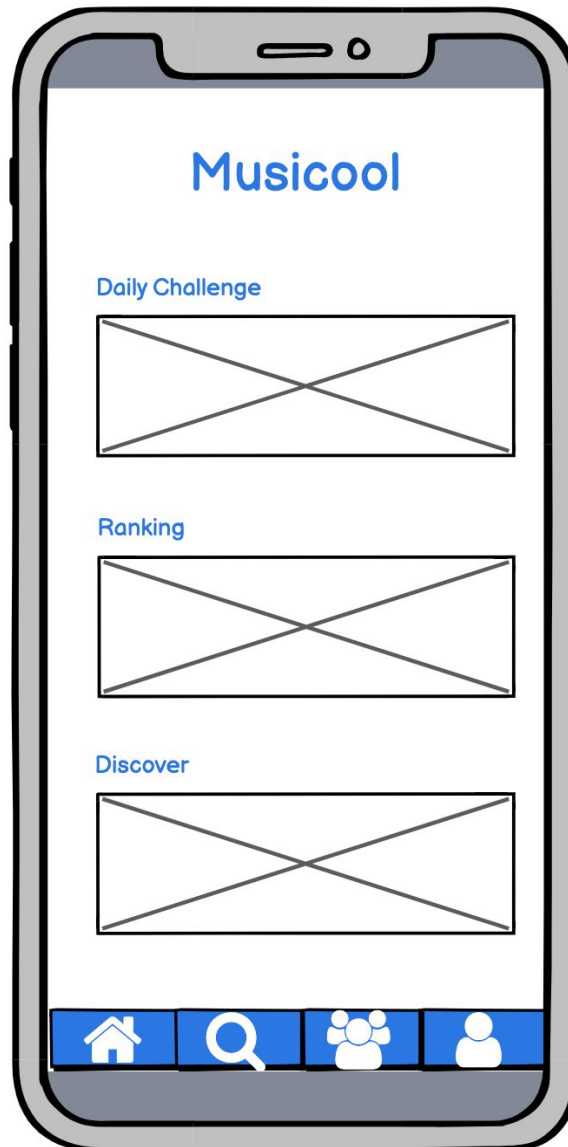
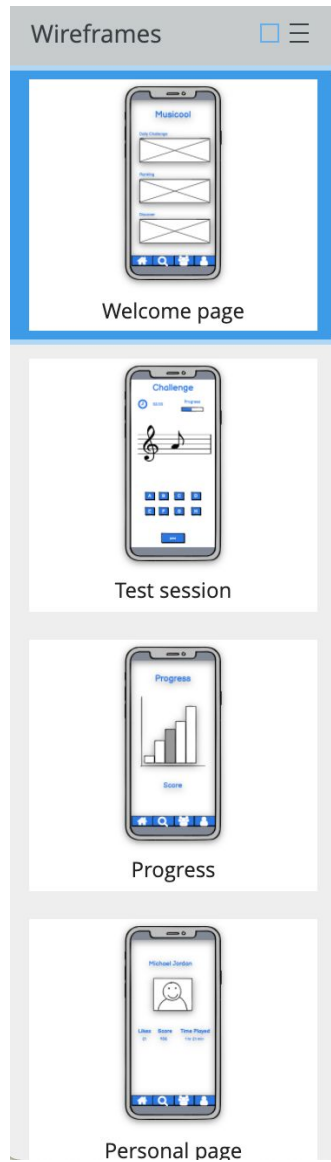
To solve this potential issue, we design our app with the following features:

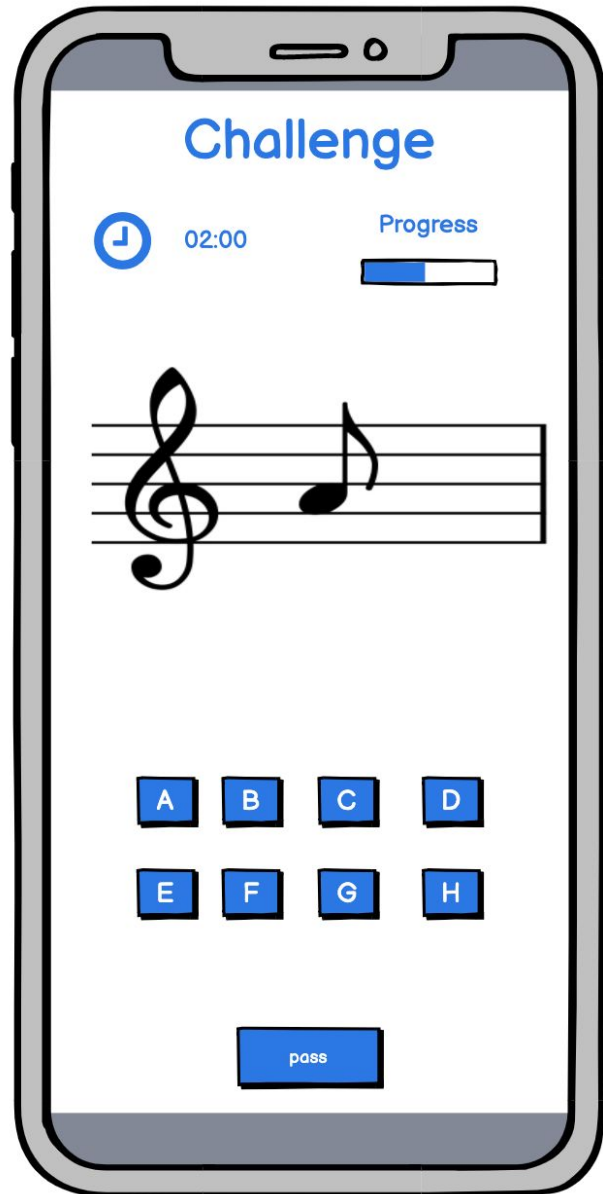
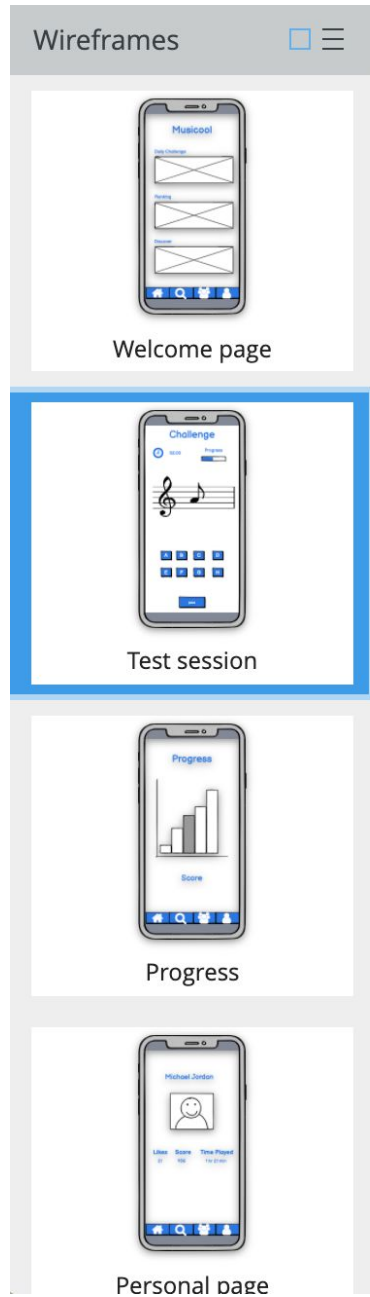
- 1) Short session with increasing difficulty. Considering the concentration time of younger learners and eye protection, each practice and challenge session is short. Short session is sufficient for learning and improvement.
- 2) Engaging the users in the learning community and encouraging them to check back every day. The music learning community built with the features of ranking board, progress report, personalized page, learners nearby would bring a sense of involvement of users, consequently, encourage them to improve and check their progress daily.
- 3) We aim at creating a unique, kid-friendly UI to win kids’ favor and attract their attention.

#### 11. Would you be able to design, build, and test this app before the end of the semester?

Yes, we sincerely hope to finish and deliver our app so as to benefit our potential users!

#### 12. Sketches of the app:





## Wireframes



Welcome page



Test session



Progress



Personal page

