Donald Johnson

MIN 240-001

Design Question/Statement

* Who do you want to help?

I want to help the many men and women who like listening to music and are subscribed to a music streaming service.

* What do they want to do?

People wish to listen to all of the music that they like in one centralized location or application, and would like to be able to stick to one streaming service while driving so that they can feel safe and still enjoy their music.

* What is their frustration (the current problem)?

People are frustrated with their current selection of music streaming services because often times they do not provide all of the music that one may wish to listen to in one place or application.

* What would be a possible solution (social fabric + technology)?

A possible solution would be an application that combines the libraries of streaming services that you are subscribed to on your phone. You would also be able to communicate with this application hands-free like Alexa to find songs and artists, and also be able to send songs and playlists to other users on the app like direct messaging.

Persona

TJ

21, male, student

Ear and passion for music, interested in music and socializing with friends, nice and caring with safety, family, and security holding much importance.

Wants to listen to a range of music all in a centralized location that proves to be better and more inclusive than his current music streaming service.