

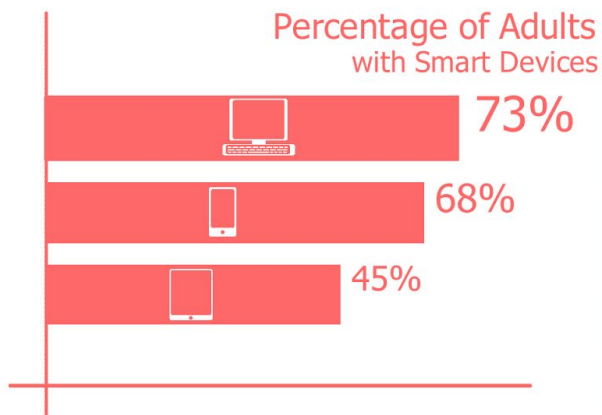
Market Analysis: Market research and competitor analysis

- **Target market** - Our product is marketed to anyone who enjoys listening to music and wants to explore new types of music that flow well together, similar to how a DJ would play music. Our product is marketed towards anyone with a smart device, and this market segment is constantly growing.
- **Profile of competitors** - Pandora is our main competitor. They offer a radio station for music that the user likes, similar to ours. The main difference is that the music played through our program is music that is meant to flow well together. The advantages to our radio station is that our product will choose songs based on the musical flow as opposed to playlist created from categories, similar to Pandora's services. The advantage of the current competitor is they have many more songs in their library and a rooted consumer base.
- **Competitive advantage** - The benefit to customers of our product is that they can listen to music based on the mood and genre. The program will play songs that flow well together, rather than change up from song to song in a playlist like Pandora. Our product will be using machine learning. The most amazing thing about using machine learning to make playlists and work with music is that in the future, with enough data and training, the machine learning program could produce its own kind of music like a real DJ. This means that the user could create their own personalized DJ based on the kind of music they like and be able to listen to music that has never been heard or created before, and this is what really marks the difference between our product and Pandora. We will be providing a subscription based model to create profits from our product. This will be more profitable because profit margins from subscriptions have been found to bring in more revenue as opposed to ad based profit margins similar to Pandora.

Infographic:

TurnUp Music

by the numbers...



Welcome to TurnUp

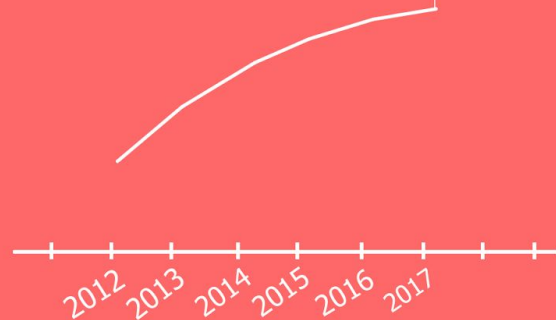
Statistics from: Pew Research and Statista

The World of Music is Changing...

With the rapid increase in smart device adoption and the ever increasing audience of digital radio listeners, perhaps it's time for something smart...

Digital Radio Trends

Digital Radio users are expected 179 million users by 2017



Results of the retrospective on first iteration

- Report the findings of the retrospective. Include the successful and unsuccessful concepts used in first iteration and new ideas for next iteration:
- Successful - Site is up with rudimentary functionality. Needs to be linked with server in order to have full functionality.
- Unsuccessful - TensorFlow is taking a lot more time than expected, not only to learn but also on how to implement within the backend.
- ***For Next iteration (this is part of our 2 week sprint plan for trello)*** - We need to focus on bringing product to base levels of functionality by putting more work into the backend of the project. We intend to implement an accounts management system to have a subscription based system. Rudimentary TensorFlow backend must be completed to make more progress within the main idea of our project. TensorFlow needs to be implemented into the backend regardless of whether it is functioning properly or not, we need at least the “Hello, World” of TF to be implemented into the site and working with the backend. With this completed, we can then start to work on getting TF to work with music and begin the training. We will implement the TF backend into the JavaScript framework that has already been started. We also need to obfuscate music files to avoid piracy.

Add to project management tool: the new user, functional, and nonfunctional requirements (trello) - So far we have covered all of our requirements and do not need to add any changes to them at this point in time.

Create a 2 week sprint / waterfall cycle and create a document describing the results from the planning (snapshot of PM tools chart)

