Types of Users

Age Group 16-40?

Audiophiles or average music enjoyers? Both?

Students

Athletes

General Age group of users?

An app is more likely to appeal to a younger audience

Product Environment

Gym

Studying at home

Car(Bluetooth)

Running Outside

How will we make money?

Paid subscription

Advertisements

Link our music service to other streaming services: Streaming bundle?

Single Membership or multiple types of membership?

Group plan for memberships?

How much should we charge for possible memberships?

Student plan?

Problems we may run into

What type of music file should we use for the player?

Licensing music

Competition from other music services?

What can we do to make our service different / better?

Possible solutions for these problems

Make our app unique compared to others

Hire a legal team with experience in the music industry

Design our music player to work with multiple types of audio files

Legal issues that arise from our platform being used to stream music on other platforms

Marketting

Reward for first 1000 people to download our app

Visually appealing advertisements on streaming services

Sponsoring influencers?

How will we seperate our app from others?

Simple and easy to use UI

Exclusive music

Low cost membership

Rewards for time listening to music on app

Student Discounts

Rewards for continued renewal of subscription?

Discount for subscribing through a streaming bundle

Reward Tiers?

Getting app stores to carry our music service

Should we focus purely on music, or branch out to other forms of audio entertainment?

Audiobooks, podcasts, etc

Should we allow for users to upload their own music/audio entertainment?

Should we focus on specific platforms (ie Apple, Android, Windows, etc.)

Formats for listen to music

Stick to only streaming?

Should we allow users to download music?

Videos or purely audio?

Should certain formats be kept behind a paywall?