

# CSCE 190

Assignment Name: Affinity Diagram

Group Name: Tech Support

Team Members who contributed:

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# 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

Single Membership or multiple types of membership?

How much should we charge for possible memberships?

**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

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

Group plan for memberships?

**Student plan?**

**Marketing**

**Reward for  
first 1000  
people to  
download our  
app**

**Visually appealing  
advertisements on  
streaming services**

**Sponsoring  
influencers?**

**How will we  
separate 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?**