**Business Description**

Proposed Name: MzikiSoko

Possible Domain : Mzikisoko.com

**What we do?**

It is an online platform for selling and buying music, in Kenya.

**How? Page Overview**

-Log on to [www.mzikisoko.com](http://www.mzikisoko.com). You immediately get to the business home page. The home page has the most trending or popular musicians’ profiles for the user to easily click on. The profiles of the artists will appear horizontally from left to right.

-Once the user clicks on the musician’s profile, all their music contents are displayed for preview and purchase by the user. The contents are displayed vertically from the top to the bottom. The user has the option of buying as an album or just a single song.

-The home page also has a search sign at the center top for the user to directly search on the name of the artist or music they could be looking for. Once the user clicks on the ‘search’, all the names similar to the one searched should pop up, and a list of suggestions close to what they were looking for to also pop up. This is based on the category of music whether secular, gospel, local, or international.

-At the bottom of the homepage is a suggestion to new subscribers to sign up in order to be able to provide their content and create their own profile if they are musicians in order to be able to sell, and another suggestion is to users to sign up/in in order to purchase music. One can only buy after they have signed up unless they got to the page through a link that was sent to them, only then can the suggestion to sign up (Provide an email and a phone number) pop up once they click on “Buy” or “Download icon.

-At the far left and far right of the home page are news blogs on various marketing topic for artist or events happening when and where.

**How to Purchase? End User**

The user searched our page, and landed on these amazing profiles of the different artist s/he could be interested in. The user;

-Clicks on the artist’s profile.

-All the contents of that artist are displayed vertically from the most purchased to the least.

-There’s a “play” icon on each of the content for the user to click on to listen if indeed it is the music s/he could be looking for.

-There’s a “Buy” and a “Download” Icons besides each content preview and its price.

-Clicks on the “Buy” or “Download” Icon

-If the user has not signed in, the sign in/up page pops up. The information required is the user’s email address, User name and phone number. Verification SMS is sent to their phone number. If they had previously logged in, then they can proceed to purchase.

-After clicking the “Buy” or the “Download” Icon, payment options pop up, primarily Mpesa, airtel money and/or through a bank account.

For Mpesa payment option, a paybill number is displayed, while a unique code for that specific content is generated to be used by the user as the account number. These two; (Paybill and Account number) Autofills on the Blanks eg

|  |  |
| --- | --- |
| Mpesa Paybill | 1234556 |
| Account | HjvK212 |
|  | OK |

The user to click on “OK” Only after payment through their phone, and the OK sign to only become active for clicking after verification that payment has been done.

Once payment successfully done, an SMS to be sent to the user’s phone number with the link for downloading, or if using PC, the download process to start immediately. The SMS should read “You have successfully purchased “Name of the Song” by “Name of the artist”. Click link to save the song.” Once the link is clicked, the song should automatically be saved in the music file of the user’s phone watermarked with “mzikisoko.com”

**How? Content Provider End**

The content provider logs into our site and is welcomed with this amazing presentation of artist profiles selling their music. S/he scrolls to the bottom to find a Sign up Icon for the Artist. He signs up as a content provider. A page pops up for them to fill in their details which includes

-Full names

-Stage Name

-email address

-phone number

- Music category (A drop down of either gospel, secular, local and international pops for choosing)

- Upload Profile Pic (Specific size and pixels)

- Say Something about yourself and music (Specific number of words)

-Autoset phone number as user name

-Set up password

-confirm password

- Upload Content in two categories (Album or Single). For an album, a maximum of eight songs to be uploaded and sold together

-press ‘Submit’ for approval. Approval should take a few hours and the artist to be notified through an SMS of successful registration as a content with a link for them to share with potential buyers.

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