



Team Name: BeatHarmony

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Initial Project Name: BeatHarmony

Problem:



Novelty seeking music-heads cannot find the fresh new music they need because:

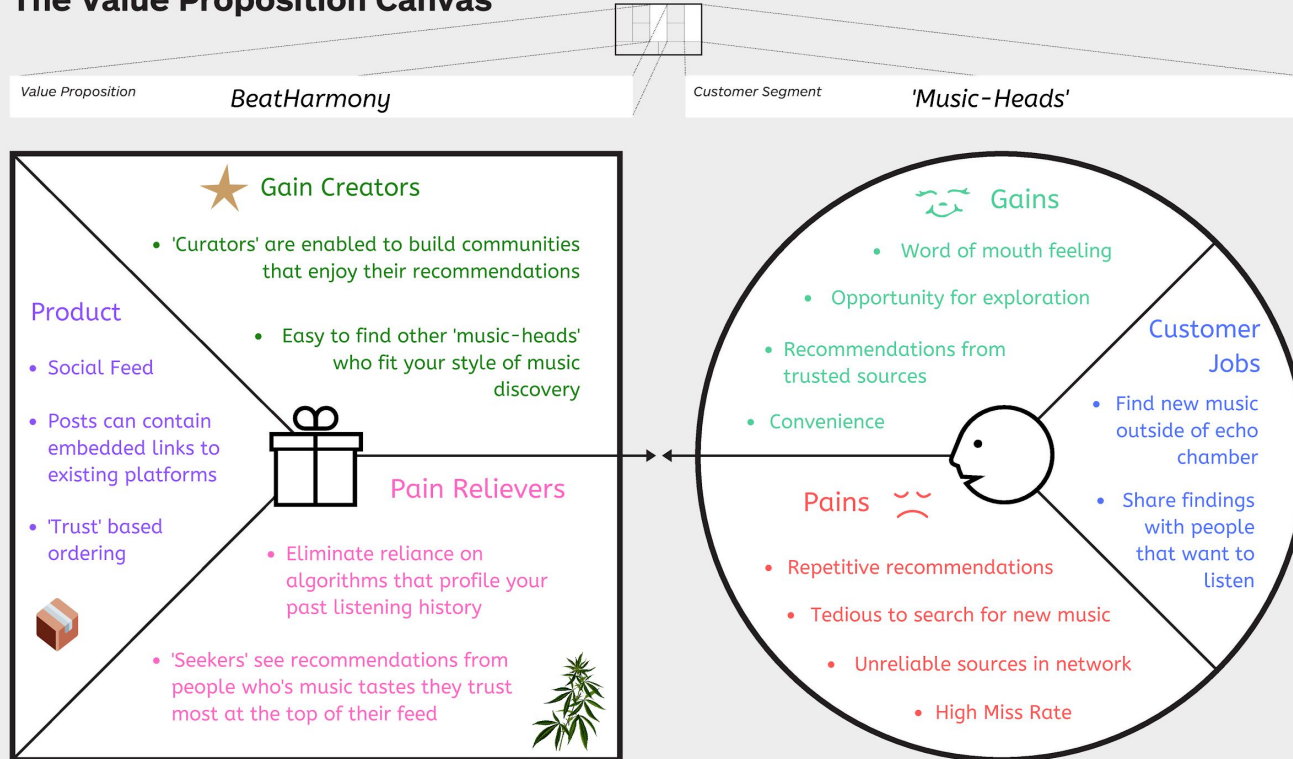
- 1) Music-heads are stuck in echo chambers as a result of the naive recommendation algorithms of existing services.*
- 2) Music-heads are not connected to curators who share in their unique tastes.*

Updated solution:



- Feed-focused playlist sharing app based on recommendations from trusted curators
 - Similarity-based matching service added as a feature for users who want to make direct connections and grow their networks
 - Direct links to music streaming services for ease of access

The Value Proposition Canvas



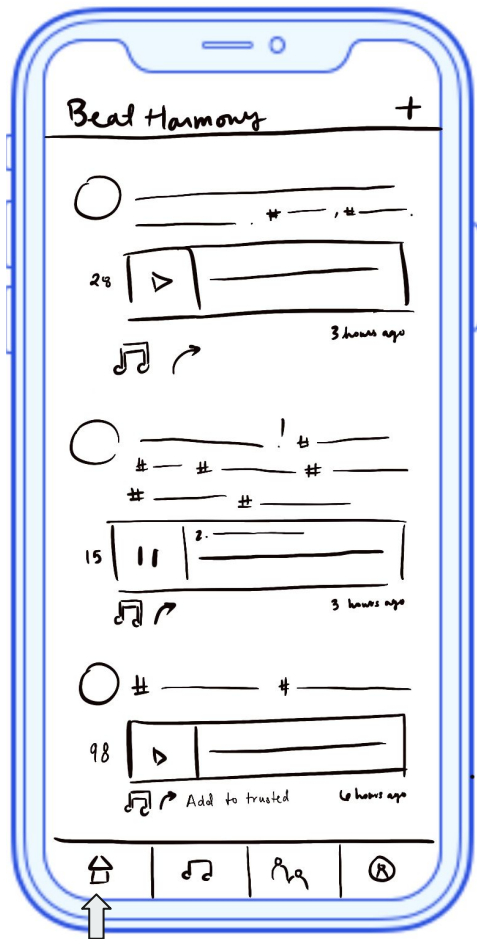
User Feedback:



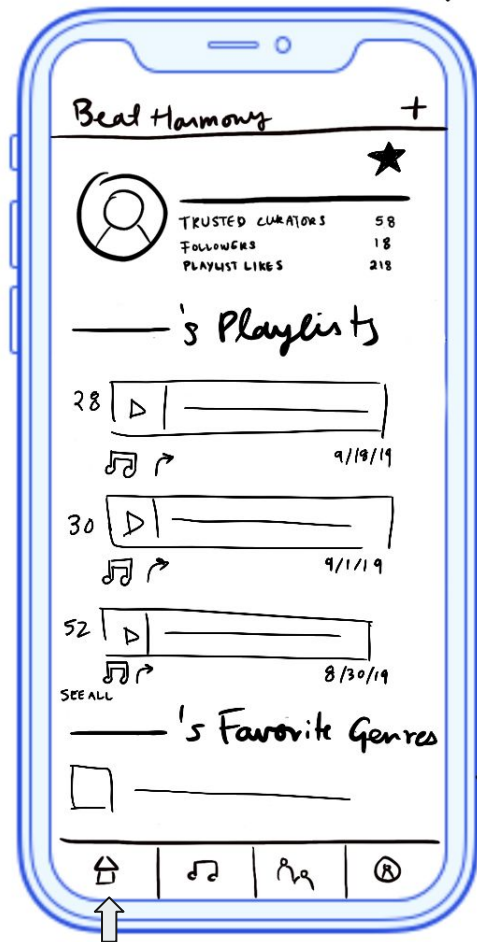
Questions and concerns from sprint 1 feedback:

- 1) An app that curates music without playing it is not enough. Approaches 2 and 3 are not enough to convince me to use the app.*
- 2) The social media approach sounds more viable than the others, though I still don't see how it would save time since users would still want to listen to samples of music before purchasing it.*
- 3) I do like the social aspect [of approach 3], but seems like the process is time consuming before you make a connection and filter people out.*

1. Feed

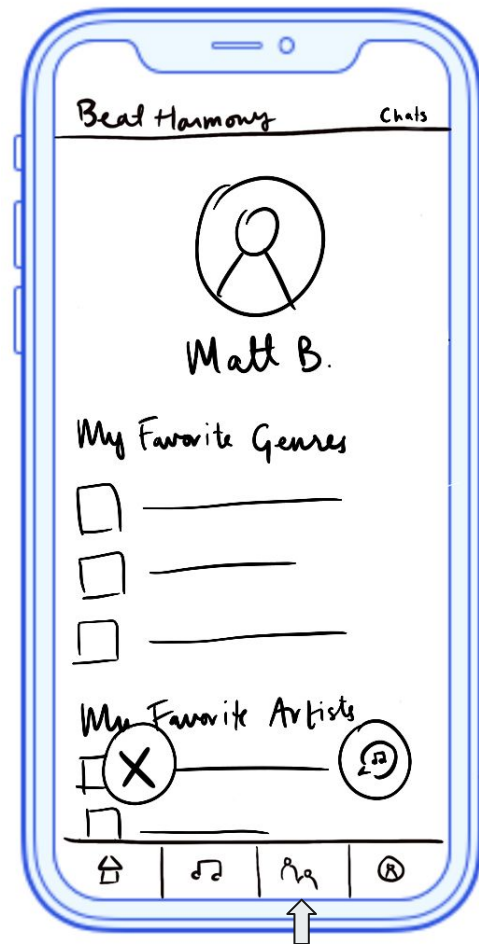


1/2. Trusted Curator's Profile



if a curator is NOT trusted, star icon will not be filled in

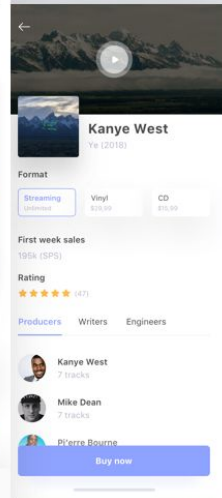
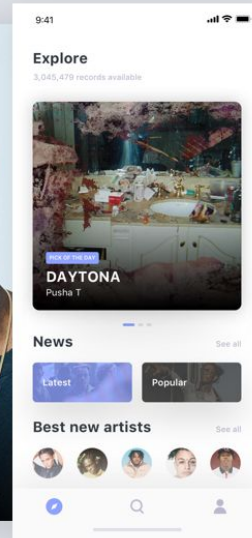
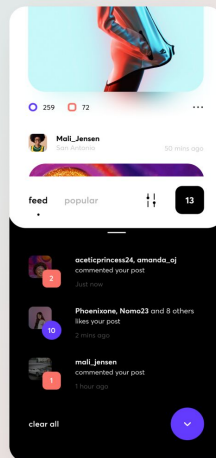
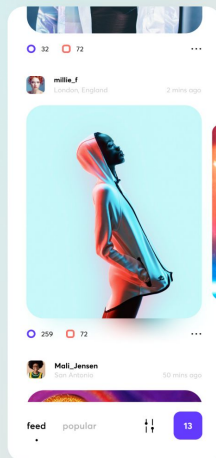
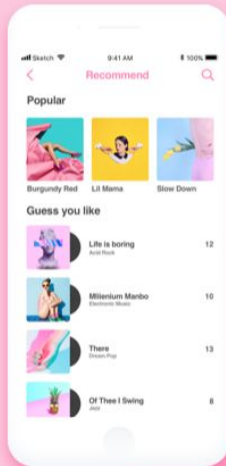
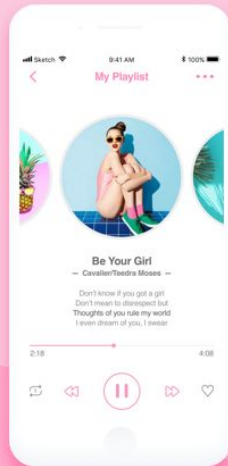
1/4. Match w/ users



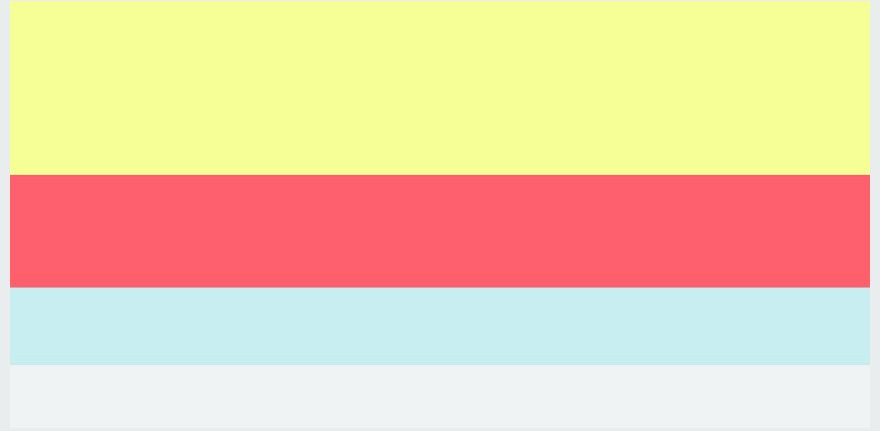
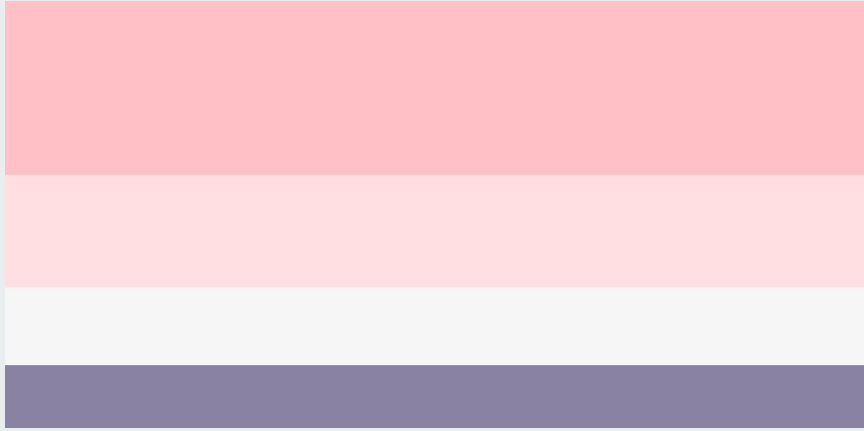


- Learning Prototype Definition
 - A tool in the design and customer discovery process focused on testing ideas, values, features, costs, etc.
 - Influence the MVP, **Product Design**, and execution plan through validated learning.
- Goals of this learning prototype
 - Collect customer data referencing our overall product design.
 - Collect customer data for a future interactive learning prototype.
 - Narrow in on a UI design.
 - Narrow in on a color palette or aesthetic style.
- For this learning prototype we presented volunteers with a series of questions referencing specific color palettes (qty.15) and UI designs (qty.15).

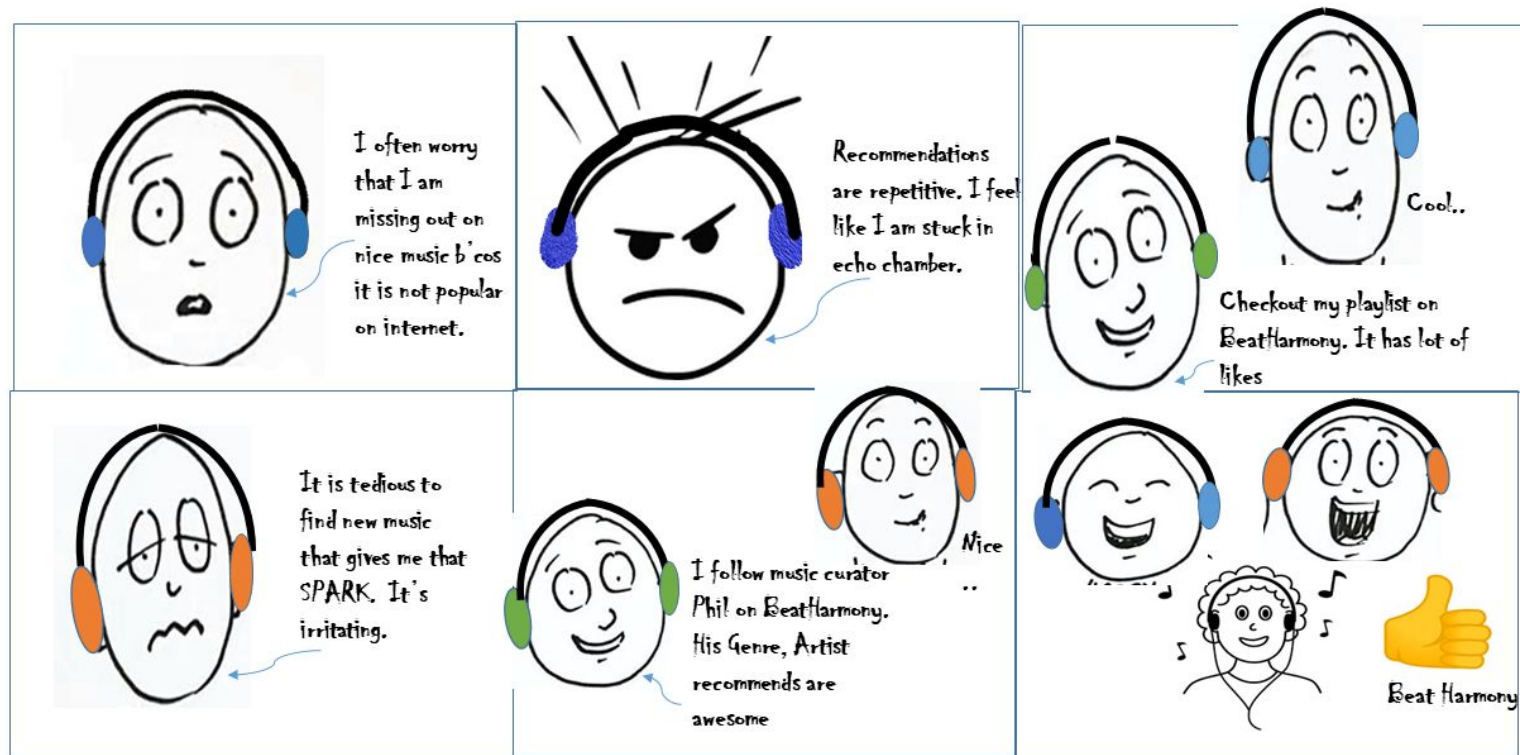
Learning Prototype - Top 3/15 UI Designs:



Learning Prototype - Top 3/15 Color Palettes:



Storyboard:



Initial Architecture:

