music'em

Functional Specs.

Nature Of Work

- Mobile app

Participants and Roles
- Advisors
  - Mark
  - Brent
  - Alejandro
- App testers
  - Charles
  - Hannatu
  - Dylan
  - Josh
  - Jasmine
  - Lynn
  - Ana

Target Devices
- Cell Phone, and Tablet OS
  - iOS
  - Android
- Browsers
  - Chrome
  - Safari
  - Mozilla
  - *https option

Copyright Needs
- APIs
  - Facebook

- ◦ Twitter
- ◦ Google+
- Graphics
  - ◦ Stock Photos
  - ◦ Custom UI elements
  - ◦ Logo

List Of Features:
- Save to created list for later viewing
- Share saved list publicly or privately
- Save Offline
  - ◦ image, video, audio, etc.
- Daily/weekly/monthly 1 minute read Recap
- Tag Tracking
- Import subscriptions
- Subscribe to brands and/or users
- Search facebook friends to recommend to
- Switch between certain content feeds:
  - ◦ Recommended to you
  - ◦ Newsletters subscribed to
  - ◦ Tag specific
  - ◦ Trending
  - ◦ Most Recommended/ highest ranking
  - ◦ Most shared (via twitter, facebook, etc.)
  - ◦ Brands/publishers Favorited
  - ◦ Editor Choices

Business Model "Freemium" type
- Brand awareness
  - ◦ Ad impressions
    - 50$ per thousand impressions
- Subscription base
  - ◦ Since the app depends on users there will be an incentive to subscribe
    - First 1000 subscribers are free
    - Recommend a friend to the app and you and your friend

get 1 month free
- Publishers' newsletters subscription subsidized
- Back-linking with Amazon, iTunes, and google PlayStore
- Partnership with streaming service spotify for listens

Hosting Requirements
- Url
  - 8$
- Database
  - firebase
- Budget: 0$
  - Using firebase
- Bandwidth
  - 1GB

User Requirements
- Subscriber login
  - Subscriber Type
    - Paid
      - 5.99$/month
      - 65$/Year (10% off from monthly)
    - Unpaid
  - Login method(s)
  - facebook, twitter, google+
- Non-subscriber

Project Timeline
- *defined in zen hub*

Databse Structure
- Firebase

User Requirements
- Facebook login,
- Camera upload

Site structure
- *see attachment*

Access Levels
- Admin
- Individual subscriber
- Free user

Intended Testing
- User testing
- a/b tests