

# Managing an Agile Team

## Part 1: Positioning Statement

For music-industry professionals who want to find jobs and venue information within the industry regardless of location, the Transician is a platform that introduces you to find relevant opportunities and resources based on customizable preferences. Unlike over-saturated and liner platforms, Transician searches, communicates, and helps point you in the right direction.

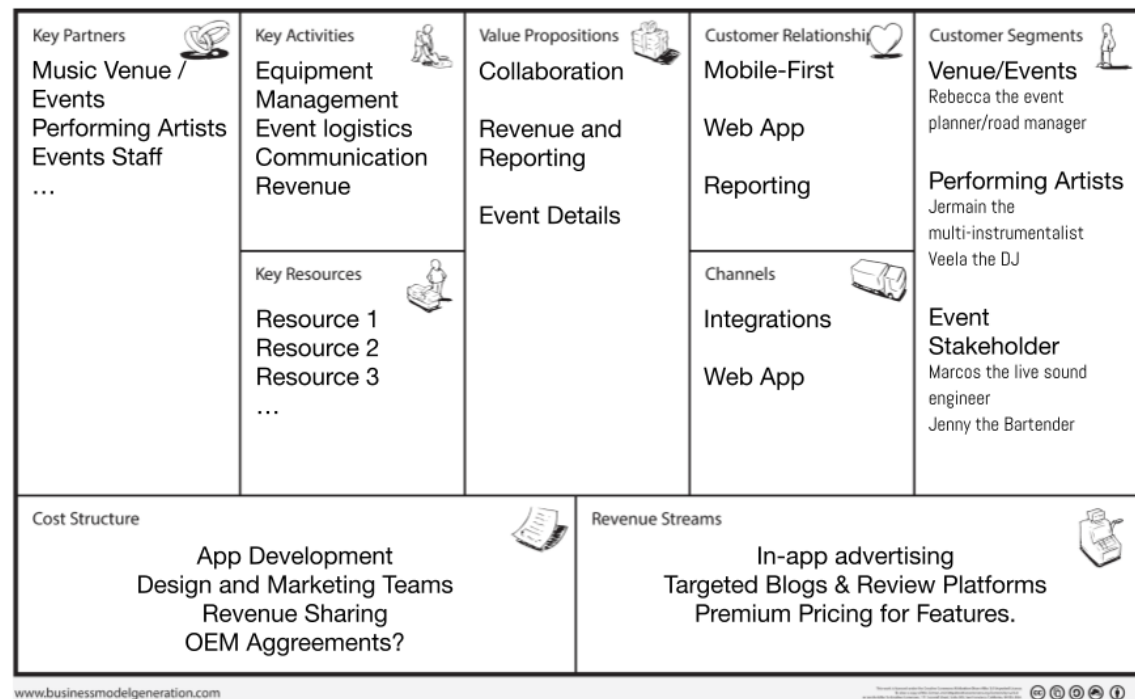
## Part 2: Focal Questions

### 1. What's important to this business? Why? How is it measured with regard to customer/user behavior?

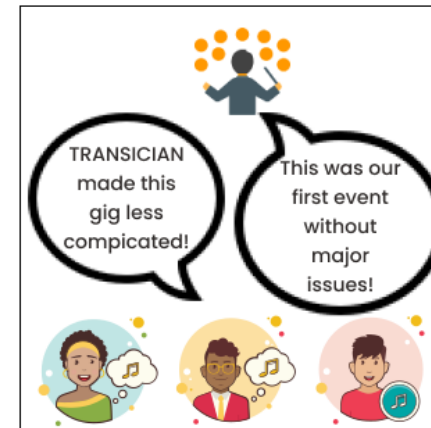
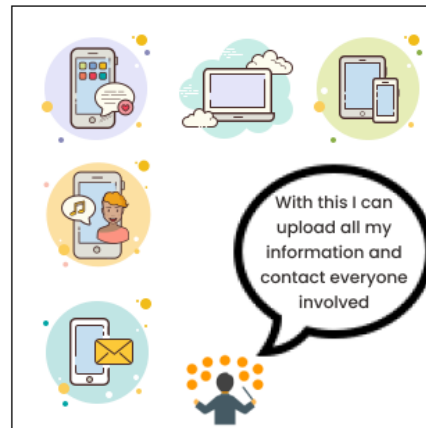
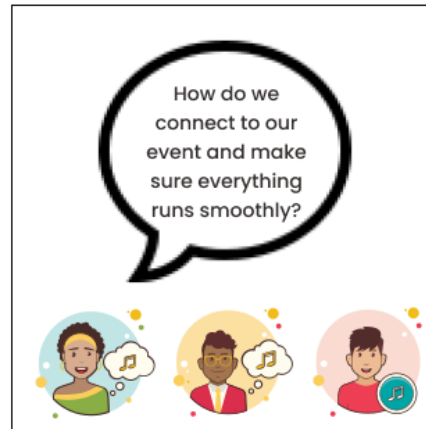
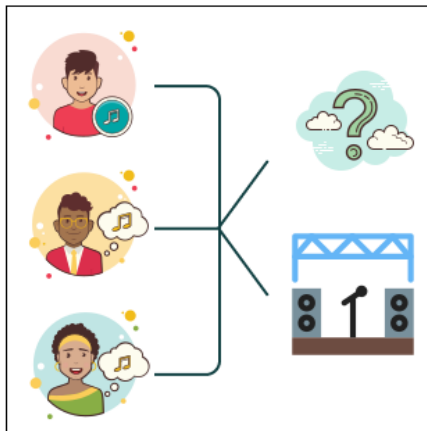
Transcian's core market is the music industry with a targeted focus on smaller to mid-level events and venues.

Stakeholders in the Venue/Events segment need coordination. Interfacing and clear communications have the ability to resolve common pain points.

We collaborate with creatives and performing artists to share information that is currently not publicly available. Creating solutions similar to open-source or information sharing can collect data and increase accuracy in information.



The prioritized CX for this value proposition is to communicate effectively without utilizing multiple tools. Integrating with other systems can assist with legacy systems but the priority is to improve information, venue details, streamline logistics and payments.



Panel	Notes	Questions & Observations/Metrics
A	<p>We can find venues and events that are willing to let us oversee and possibly be the intermediary or central command for communications.</p> <p>Then we should be able to view where issues commonly happen. What things are normally the problem and how this affects revenue for all stakeholders.</p>	<p>Initially we will have to coordinate the process from end to end. This includes common issues and errors in communication. How do they mitigate these issues before, during and after events?</p> <p>We can look at if we actually reduced these issues during events and see if there is an increase in quality.</p> <p>Additionally we can see if we can automate or streamline payment issues that disrupt revenue disbursements</p>
B	<p>We can take either a paper prototype or a very low-fidelity mockup to interested venues within a specific radius.</p> <p>Additionally, the same can be presented to musicians and relevant stakeholders.</p> <p>We can ask them to go through the platform to test usability and potential blockers.</p>	<p>Does anyone do this? Where do they hit blockers during the user flow?</p> <p>Can we get all related to parties to input the information. How can we get them to collaborate on this effort?</p>
C	<p>If we would go the Google AdWords route, the ideal route would be to go through music sites.</p> <p>Another place to consider would be social media, music blogs, and similar platforms to measure interest.</p>	<p>We'd look at click-through-rate and sign-up. If we can't find a CTR &gt;5% and sign-up's &gt;20% we'll consider that an invalidation of our demand/value hypothesis.</p>

## 2. For which problem scenarios/jobs-to-be-done should we test new propositions?

Problem Scenario/Job-to-be-Done	Your Value Proposition	Notes (optional)
Not having the right amount of time to learn about the venue and coordinate details.	Asking friends or acquaintances or contacting venues. Emailing trying to contact sound engineers.	Gain a better understanding of the venue, missing items, stage details.  What equipment do they have? What do you need to bring?  If we have the information needed, they can save time by asking the important details.
Better understanding of how to approach the desire to perform while generating valuable revenue.	Reading blogs, social media and online research.	We categorize, index all venues. We can give and advance breakdown of potential revenue and payouts.

### 3. How will we define and measure success?

Problem Scenario/Job-to-be-Done	Measuring Success/Outcomes
How do I know that I'm going to a gig that will have the right amount of people? Are they promoting everyone? Will I lose out on revenue if I pick this event?	Metrics: <ul style="list-style-type: none"><li>- Collect historical data (venue size, largest shows, past revenue)</li><li>- Does anyone do this? Where do they hit blockers during the user flow?</li></ul>
How do we advertise the shortages? How are they able to show their skills?	Metrics: <ul style="list-style-type: none"><li>- Searches of this type relative to others</li><li>- The radius and lead-in time to notify of shortage</li></ul>
How do we ensure that the merchandising and promotional material for the gigs are tracked logistically?	Metrics: <ul style="list-style-type: none"><li>- Shipping integration</li><li>- Collaborative integration with merchandisers</li><li>- Tracking of shipments</li></ul>
How do we create a central dashboard (command center) for people like Rebecca? A percentage of the industry is against using another tool. Are we able to assist them with the information they need during onboarding?	Metrics: <ul style="list-style-type: none"><li>- Initially we will have to coordinate the process from end to end. This includes common issues and errors in communication.</li><li>- Additionally we can see if we can automate or streamline payment issues that disrupt revenue disbursements</li></ul>
Bands will have to buy-in and join the platform to submit their information? Cloud-collaboration is helpful only if the sounds engineers also buy into the process.	Metrics: <ul style="list-style-type: none"><li>- If we would go the Google AdWords route, the ideal route would be to go through music sites.</li><li>- We'd look at click-through-rate and sign-up's. If we can't find a CTR &gt;5% and sign-up's &gt;20% we'll consider that an invalidation</li></ul>

	of our demand/value hypothesis.
<p>Studio producers may help with promotional material or they would like to see a band's performance before they start recording them live. Will a coordinated sound check be enough? Are musical acts willing to meet up with them beforehand?</p>	<p>Metrics:</p> <ul style="list-style-type: none"> <li>- Can we get all related parties to input the information. How can we get them to collaborate on this effort?</li> </ul>