Agile Analytics

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 relavant 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: Sketch a Demand/Value Hypothesis

Child Stories for Epic 1

Child Stories	Analytical Question(s)	Analytics
As Jermain the multi-instrumentalist I want to find the best way to find new gigs without losing a lot of time searching, so that I can prepare for events and schedule my time accordingly.	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: - Collect historical data (venue size, largest shows, past revenue - Does anyone do this? Where do they hit blockers during the user flow?

As Salah the equipment manager, I want to find big events where they are running short on people so that I can travel	How do we advertise the shortages? How are they able to show their skills?	Metrics: - Searches of this type relative to others - The radius and lead-in time to notify of shortage
As Dave the merchandiser, I want to connect with various stakeholders so that I can improve my logistical decision making.	How do we ensure that the merchandising and promotional material for the gigs are tracked logistically?	Metrics: - Shipping integration - Collaborative integration with merchandisers - Tracking of shipments
As Rebecca the event planner / road manager I want to have a clearer overview of the event so that I can improve communication amongst our team during the event.	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: - Initially we will have to coordinate the process from end to end. This includes common issues and errors in communication. - Additionally we can see if we can automate or streamline payment issues that disrupt revenue disbursements
As Marcos the live sound engineer I want to have a better description of what artists and venues want currently and historically so that I am more prepared for how things will go.	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: - If we would go the Google AdWords route, the ideal route would be to go through music sites. - We'd look at click-through-rate and sign-up's. If we can't find a CTR >5% and sign-up's >20% we'll consider that an invalidation of our demand/value hypothesis.
As Lucas the studio producer I want to learn more about the musicians overall expectations and influences.	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	Metrics: - Can we get all related parties to input the information. How can we get them to collaborate on this effort?

	beforehand?	
As Veela the DJ I want to have better visual performances and information on how the venue is setup so that in some cases I can lighten the gear I bring with me.	DJ's can have either the most basic setup or extensive requests depending on their vision. How do we incorporate them into the decision making or connect them with other people who are willing to increase the visual performance?	Metrics: