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Team 9

One persona, one scenario, one user story & one feature  
Individual assignment due: 2/19/2024 @ 11:59 p.m.

### Social Music App

#### **Persona:** Alex Rivera

- **Personalization:**
  - Age: 24
  - Location: Lives in a bustling city known for its diverse music scene.
  - Background: Grew up in a family that appreciates a wide range of music genres, from indie rock to electronic.
- **Education:**
  - Graduated with a degree in Graphic Design from a well-regarded urban university. Self-taught in various music software and platforms through online courses and tutorials.
- **Job-related:**
  - Works as a Graphic Designer at a creative agency. Freelancer as a music reviewer and playlist curator for a popular online music magazine.
- **Relevance:**
  - Seeks a platform that combines their passion for music with their professional skills in design and social media. Interested in the Social Music App for its potential to explore new music, connect with artists, and collaborate with other music enthusiasts. Looks forward to using the app's features to curate playlists, share music experiences, and participate in a vibrant music community.

#### **Scenario** Description: Discovering New Music and Community Engagement on Social Music App

- **Scenario Name:** Alex's Journey to Musical Discovery and Connection
- **Personas of Actors Involved:**
  - Primary Persona: Alex Rivera, a 24-year-old graphic designer with eclectic music tastes, seeking to discover new music and connect with like-minded individuals.
  - Secondary Personas: Other app users with diverse musical interests, app administrators, and artists looking to share their music.
- **Overall Objective:** Alex aims to explore new music genres and artists, share their musical experiences, and connect with a community that shares their passion for music.
- **What's Involved in Reaching the Objective:**
  - Creating a profile that reflects Alex's musical identity.
  - Using app features to discover new music and artists.
  - Engaging with the community through discussions, playlist collaborations, and attending music-related events organized through the app.
- **Problem That Can't Be Addressed by Existing Systems:** Current social media platforms and music streaming services lack the integrated community aspect focused solely on music discovery and sharing. There's a gap in platforms that allow for deep musical engagement, sharing of experiences, and discovery in a community-driven context.

- Possible Ways That the Problem Could Be Tackled:
  - Implementing a feature for dynamic playlist collaboration to foster community engagement.
  - Enhancing discovery algorithms to suggest music and users with similar tastes.
  - Organizing virtual and physical music events to strengthen community bonds.
  - Developing a system for users to share music experiences and stories in a moderated environment to ensure meaningful interactions

**User Stories** for Discovering New Music and Community Engagement Feature:

- As a user (Alex), I want to be able to create and join groups based on musical interests so that I can share and discover music with like-minded individuals.
- As a user, I want the system to make it easy for me to discover groups and users with similar music tastes to enhance my music discovery experience.
- As a user, I want to be able to communicate with all group members using a single platform for discussions and music sharing.
- As a user, I want to be able to share playlists, songs, and music experiences with group members to foster a sense of community.
- As a user, I want the app to automatically suggest music, artists, and groups based on my preferences and interactions to personalize my discovery journey.

**Feature Design:** Dynamic Playlist Collaboration

- **Simplicity and Functionality:** The feature will allow users to easily create and manage collaborative playlists. Users can add songs, vote on selections, and discuss choices in a simple interface integrated with the app's social components.
- **Familiarity and Novelty:** The interface will be intuitive, leveraging familiar design patterns from popular music and social media apps, while introducing innovative ways to discover and share music, such as mood-based or event-specific playlist creation.
- **Automation:** To enhance user experience, the feature will include automated suggestions for songs and participants based on users' listening history and network connections within the app. This promotes discovery and reduces the effort needed to curate engaging playlists.
- **Control:** Users will have control over their contributions to collaborative playlists, including privacy settings, who can add to or vote on song choices, and moderation tools for public collaborations.
- **Avoiding Feature Creep:** This feature extends the app's existing social and music discovery capabilities without overcrowding the app with redundant functionalities. It focuses on enhancing the community aspect of music sharing and discovery, addressing a specific need that isn't fully met by existing systems.
- **General Functionality vs. Specific Feature:** This feature serves a broad purpose by fostering community engagement and music discovery, beneficial to all app users rather than serving a niche function.
- **Addition of Value:** It introduces a communal and interactive element to music listening, differentiating the app from other music streaming services that lack integrated social collaboration tools.
- **Importance to Users:** Given the app's focus on music lovers and community building, this feature is likely to be important and widely used by the app's user base, enhancing the overall user experience and engagement with the app.