## EMPATHY MAP

"I want to find new music"

"I like my playlists on shuffle" "Music elevates my mood and makes me happy"

says

I love this song,
I'm going to
replay it a 100
times!

My friend would really like this song

Which other songs sound similar to this one?

plays music with friends

works out regularly

creates personal playlists

listens to music while commuting to work everyday

goes to concerts

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feels

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\*excited to travel and go on long drives with music\* \*the need for motivation to complete a work out session\*

\*uncomfortable
using phones
with a single
hand while
multitasking\*

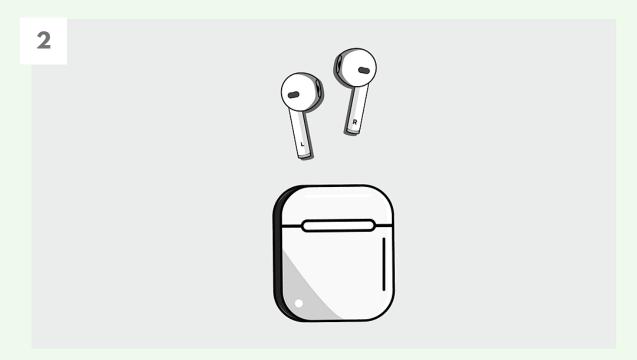
## STORYBOARD - Running/Cardio



Gita decides to go for a run.



rhythmic captures Gita's steps per minute via her phone or her smart watch.



Gita wants to listen to music on rhythmic alongside.

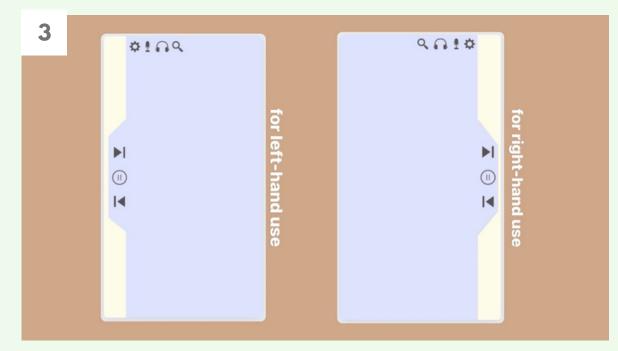


And delivers music tailored to her pace to keep her motivated.

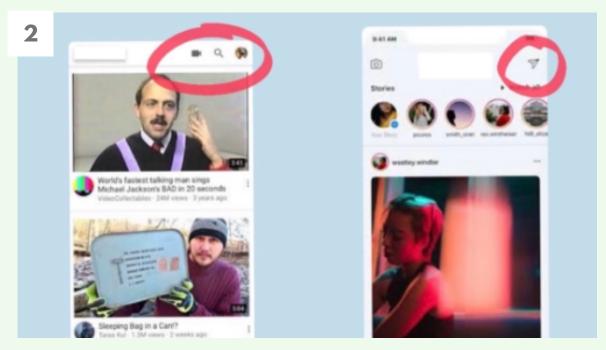
## STORYBOARD - Hand Adaptive Interface



Rahul is a left handed boy.



But why worry when you have rhythmic.



Rahul often faces difficulties while using mobile apps that are usually right-hand intensive.



Our hand-adaptive interface lets Rahul enjoy his music hassle free.