NORTHERN ARIZONA
UNIVERSITY
College of Engineering, Forestry & Natural Sciences

SCHOOL OF INFORMATICS, COMPUTING, AND CYBER SYSTEMS
CS 386 – Software Engineering

Team Project – D.1 Inception

1. Introduction: describe in one paragraph what your project is about. Make it clear what problem your software is solving.

We want to create music apps to help you listen to your personal music library, discover new artists, identify songs and listen to streaming music. Our main focus will be allowing a user pick certain moods and playing a station or playlist off the desired mood. We want users to be able to listen to endless amounts of good music! The application will be used on Androids, Iphones, and websites.

2. Initial value proposition and consumer segments: report the initial guesses for these elements.

We are selecting the platforms for promoting the product or services - digital, radio, internet, and the mix of those platforms to succeed . We want to offer creative expression through human technology that is easy-to-use .

3. Interviews summary: present the results of each interview (the minimum number of interviews is 2 * number of participants in the group). See details about the summary of each interview in the next subsection

Interview 1: Charlie is a 24 year old student, he is an avid punk listener. Listen to music about 2-3 hours a day. Charlie listens to music while he showers and walking/biking. He thought the application was good idea. He believed that while streaming an artist's music , it should recommend other similar artists ! His main source for music is Spotify.

Interview 2: Max is a 23 year old student, he listens to mainly classic rock and hip-hop. He usually listens to music about 6 hours a day. Max listens to music while cooking and exercising. He believed the application would be a good fit for his lifestyle. He recommended possibly adding a studying or cooking mode to choose from. His main source for music is Pandora.

Interview 3: Adrean is a 28 year old and works for a glass replacement company. His most popular taste in music is lo-fi and rap. He believes he listen to music about 6-8 hours a day. He believes the application is a good idea, because YouTube is too repetitive for him. His main source for music is youtube.

Interview 4: Kramer is a 21 year old and is a university student. He listens to mainly EDM and other types of electronic music. He listens to music on the way to class every day and while playing video games on the weekend. He's constantly listening to the same playlists over and over again and wants to expand his musical taste. His main source of music is downloaded music.

Interview 5: Kirk is a 20 year old student who mainly listens to newer rock and pop-punk. He listens to music while doing homework which is most days of the week. He also likes music that pumps him up when he's out running. He loves listening to new artists but has a hard time finding them, especially to fit his moods. He mainly downloads CDs and finds music from youtube. He wants an application like this because he does not have the time to go find new music anymore.

Interview 6: Clayton is a 21 year old barber who mainly listens to pop punk but is really open to any genre. He likes to appreciate music more than listen to it blindly while he does something. He does spend time in his room listening to music most days of the week. As long as it's "not too expensive" he would be interested in downloading our application.

Interview 7: Rachel is a 22 year old server who mainly listens to alternative and electronic. She listens to music about 3-4 hours everyday. She uses Spotify and SoundCloud to get her music. She spends a lot of time exploring new music and adding it to her music library. She listens to music while driving, cooking and working out.

Interview 8: Mario is a 24 year old veteran who goes to NAU. He listens to Hip-Hop and Rock but casually listens to pop music too. He listens to music anywhere from 2 hours to 5 hours a day. He uses Spotify and his old iPod which has downloaded music to listen to music. He says an app that will make exploring music easier will be really beneficial to him.

Interview 9: Roger is a 26 year old mechanical engineer. He listens to Indie and alternative. He says he listens to music while repairing machines and on his commute to work. He estimates listening to music 1.5 hours a day. He uses a cassette player in his car to listen to his music. He says he recently got a smartphone and would love to have an app that stores all his music in one place.

Interview 10: Leila is a 36 year old bar owner. She listens to Rock and Country. She says she listens to music while bartending and doing house chores. She says she spends about 3-4 hours listening to music. She is currently using Pandora premium account to find her music but she says she does not like the interface and would love to have a cleaner music app.

4. Final value proposition and consumer segments: report the refined versions of these elements (the ones that you reached after the interviews).

Our product will have a clean interface. Something that users will like and will be easy to use. We will also focus on creating playlists for certain moods as well as introduce new music to our users. This app will definitely be available on smart phones (Google and Apple store) as this is where most of our users will come from. We will also talk about pricing and free service as this will be an issue for some

customers but we will have to come up with a reasonable solution. We should also think about making music not only available from our servers but as well as music users already have downloaded and give them a way to put their own music into playlists they create on our app.

5. Group participation
- Karsten Nguyen - Did 2 interviews and wrote section 1 (20%)
- Turan Naimey - Did 2 interviews and wrote section 3 (20%)
- Michael Ewers - Did 2 interviews and wrote section 2 (20%)
- Austin Torrence - Did 2 interviews and wrote section 4 (20%)
- Austin Collins - Did 2 interviews and wrote section 5 (20%)