Problem Solving (A3) Report: <u>Need New Music</u>

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1. Identify a Problem | PLAN

Sometimes you get tired of listening to the same music, or you simply want to find new sounds to expand your music library but is hard to find new music on your own. Asking to friends to give you some recommendations is not the most effective way, and sometimes you just end up with one or maybe two new songs, which is not enough.

Analysis of the Problem with the 4Ws	
Who?	This is need for any person who wants to explore or listen to new music.
What?	Find new sound on an easy way on a single platform where you have more outreach.
When?	Anytime the person is feeling creative or open to new experiences on their ears.
Where?	A surface easy to share and easy to search.

2. Set the Target | PLAN

Make a platform where people can share/explore/enjoy new music with friends and others.

3. Analyze the Causes | PLAN

Possible causes

1. Person listen to a playlist and keeps listening to this playlist-> recommendations of streaming platforms are based on the playlist-> this leads to same kind of music.
2. Person listens to same kind of music-> ask friend for recommendations-> recommendations may be similar or not compatible OR friend does not respond or gives a limited number of songs-> not a lot of content to find new vibes.

4. Propose & Implement Countermeasures | PLAN/DO

Proposal: Make a social media sort-of-app where you can make post about songs that you want others to explore, and others can share music as well for you to explore. Nice to have would be to connect to a music streaming API that lets you play music directly from the platform.

Cause	Countermeasure	Who?
Asking for new songs to friends but they forget to give recommendations to you.	Create an app that will let the people explore new song or share at any time, not depending on or waiting for friends to give them to you.	User
Receiving similar music recommendations from your taste.	The app will let you connect to other people that are not in your immediate circle, which reduces the possibility of having similar songs from your close one, also this will expand your network.	User

5. Check/Evaluate | CHECK

Questions to address:
- Could the user share music freely without feeling judge?
- Did the app help the user find new music that was likeable and different?
- Where the posts effective to find new songs/artists?

6. Act and/or Standardize | ACT

Questions to address:
- How can we ensure the process of sharing continues to be fast and effective?
- What can we add to the platform to improve experience?