

Music Practice Helper

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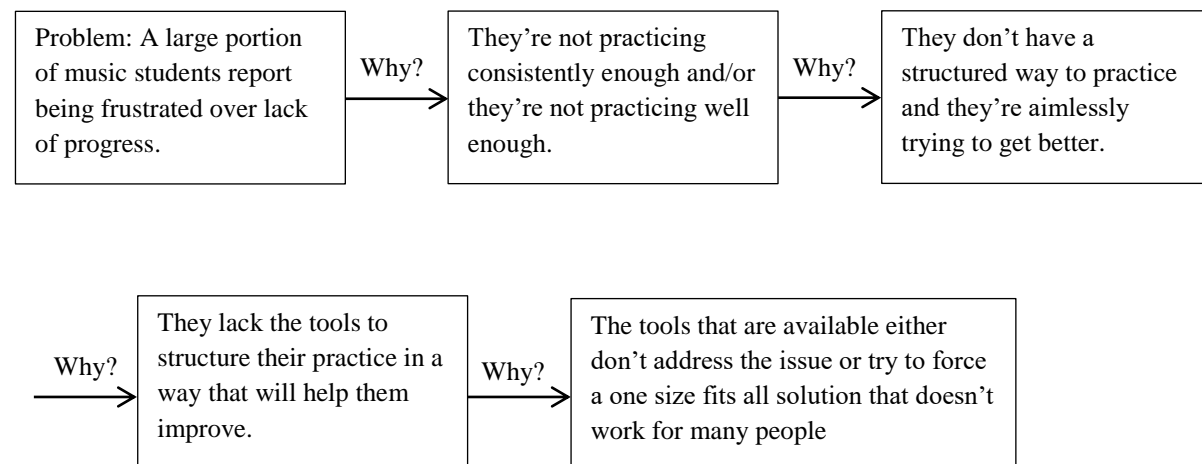
Problem Background:

- Improving at a musical instrument requires practice, something that takes a lot of discipline and hard work. Many music students avoid practice because they don't enjoy it and there's nothing encouraging them to do it.
- Even when students try to practice, it can be easy to get distracted and not end up doing the work.
- Many students don't have clear goals or any kind of structured practice so even if they focus and put in the effort, they don't progress as fast as they would like.
- In a survey done by Fender Guitars in 2015, around 90% of first-time guitarists abandoned the instrument in the first 12 months. One of the main reasons given was "not growing skills fast enough."

Target:

Music students have an easy way to set goals, structure practice routines, and have access to the material involved in their practice. By keeping track of their progress, their improvement is easy to see and serves as a motivator to keep practicing. With all of these factors combined, the student has a much lower chance of quitting the instrument and sees constant progress in their abilities.

Causes:



Countermeasures:

The goal is to create a web app where a music student can create an account and get access to practice tools that will allow them to:

1. Set goals and reminders
2. Design/Edit their practice routines
3. Upload the music sheets they're working on for easy access to them
4. Upload YouTube links to backing tracks and other practice material
5. Track their progress.
6. Confirm if they reached their goals or not
7. Receive advice on how to structure practice and how to follow it effectively

Check/Evaluate

- The success of this web app is checked by its ability to keep its users coming back to practice and by receiving good feedback about goals being accomplished. This can be determined with information such as: user logins, time spent on the app, routine completions, and the feedback that is received at the end of the goal deadlines.
- Failure would be indicated by users ceasing to use the app at rates equal or even higher to the rates they quit instruments normally. This would imply that they stopped practicing and the app had no effect in instrument retention.

Act/Standardize:

- The app needs to be consistently maintained and updated with new features in order to reach a broader demographic and serve its users more effectively.
- User feedback is taken into consideration in order to tailor the application to its users' needs.
- The application can be made more accessible by promoting it through instrument sales. It could also be ported to mobile devices as natively run applications which should improve the experience.
- This format of application can be applied to other areas entirely since all skills require some form of practice in order to get better at them. Example: drawing