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Final Project Proposal

Introduction

Our website will be a online music player named "Your Rhythm" which recommends the music to users based on their tastes, emotion, and choices.

Purpose

Our mission is to provide users the exclusive music that suit their mood or surrounding environment best, and to encourage people to share their feelings about the music.

Idea statement

Music would be more healing or enchanting if the music matches the user's mood and surrounding environment. In addition,more and more people are looking for a music platform which could recommend them some music that they have never heard of . In this case, we plan to develop a website that recommend the most suitable music to users by the filter words which users tape in such as joyful/ irritating or study/sleep.

Target Audience

The target audience of our website is Millennials because they live in the internet era and most of them have the habit of listening to music.

Other features of our website

The overall style of our website would be very warm and cute, and the background image of the website would include some cartoon and emoji.

The website has a comment function that allows people to chat with each other and share their feelings, which probably could build a music and mood-sharing community.

The first method of choosing songs is called "match your feeling". Users can listen to any type of songs they want by selecting their current feelings at the relevant emojis.

The other way is that they can choose the type of song they want to listen by selecting different surrounding scenes .

Technology we plan to use (including but not limited to the following):

In this project, JavaScript libraries, CSS and HTML will be used to the web development. The html provides the basic structure of sites, and CSS is used to control presentation, while JavaScript is used to control the behavior of different elements and implement interactivity.

Team members:

Yeye Fan(Advertising), Rongjuan Sun(Marketing Communication Research)

Roles

We will both wear many hats as user experience researchers, graphic designers and web developers.

Potential Risks and Contingency Plan

The biggest potential challenges of the website is that we may not get the copyright of the music. In this case, we may use the soundtracks or videos which downloaded from youtube or other media channels to replace the music sources.

The other challenge is that we might not able to add a comment function since the process of achieving it is too complicated. If we could not make it, we can add a like/dislike and repost buttons on the page for users to express their feeling.