

Proposal



Music Social Media Application

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The 5 W's analytical method will be used to break down the main components of this project. It is important to answer clearly to these questions in order to get a clear picture of the direction of it. (Singh, 2020).

What? – IMPRESS is a music social media application that allows users to upload videos showcasing their musical and artistic talents. The application will allow users to post new content and create “rooms” where people will be updated with information regarding news, live events, online concerts, or any other major announcement about their favourite artist. Another way to motivate content creators to use the app is by introducing a direct tip option with 0% commission.

All users will have the chance to become influencers through a rating algorithm that will be based on the level of engagement and the quality of the feedback provided.

Artists creating original content, such as musicians, will have the opportunity to get in touch with an A&R representative and discuss further career development options.

A karaoke function similar to Smule (but not the same) will be available. However, this service will not require a membership. A certain number of songs will be available on the platform weekly to allow users to interact and create connections.

This application will also be a pitching platform where people can purchase a specific service such as a band for a wedding, a decorator for a new home or a photographer for a photoshoot. However, with all these services included, the app will heavily focus on attracting as many followers as possible, maintaining its status as a social media application.

When – The project is expected to be completed in mid-February 2022. The application will be launched on a Thursday morning as Android refreshes its system at that time, which means that the app will be placed on the list of new applications with free publicity.

(Dickmann, 2021).

Why – Despite the number of many social media applications, such as Instagram, YouTube, TikTok, none of them pays fair rates to the artists who create the content. Some of them, such as Instagram, do not pay anything at all. This application intends to support artists all around the world and help them reach their maximum potential. A pay per view system will be in place, which will become appealing to any content creator and general users. The app is more focused to promote upcoming artists from all backgrounds.

The application will be available on all operating systems on all devices all around the globe.

Who – The application intends to bring musicians, painters, photographers, actors and many more to share their unique talents and ideas with people from all over the place. The original content will be highly encouraged, and it will have priority in the search list.

Inspiration

The main two applications which inspired me are Instagram and Smule. Even though Instagram does not pay users directly, people who managed to become influencers can create an income stream from it, and this is due to the high number of people using Instagram, about 1 billion monthly users (Dean, 2021). The other application which served as inspiration was Smule, as it is a trendy karaoke application with over 50 million active users where people try to express themselves through music while singing their favourite hits. However, Smule does not pay any user for their service instead, they have a monthly membership for using the

application (E.Solsman, 2018). Another major platform that had an impact on this project is Facebook. With over 2.8 billion monthly users, Facebook is still one of the most popular social media platforms (Iqbal, 2021). With over 800 million users from 70 countries, the Facebook marketplace inspired this application to offer the option of “booking service” through the application (Animalz, 2019).

Target Audience – Demographic

Using the right keywords to target the audience required will help any business save costs on marketing and find the customers who need a specific service. Demographics will help identify the audience suitable for a project by looking at the age, gender, race, ethnicity, location, marital status, education level, occupation, employment status and income (Freedman, 2020).

- **Age:** From 13 years old (or 16 years old depending on the state’s jurisdiction) onwards.
- **Gender:** All genders
- **Location:** Starting with first world countries with the significant and most populated cities.

Example:

Country: England.

Cities: Greater London, Birmingham, Greater Manchester, West Yorkshire, Leeds

- **Language:** English, French, Spanish, Italian, Arabic, Japanese, Portuguese, Romanian, Russian, Hindu, German, Mandarin – to be expanded.
- **Education:** All levels of education

- **Occupation:** No restrictions of any kind.
- **Marital status:** Single, Married, Divorced Widowed and any other.
- **Devices:** All devices (IOS and Android)

The audience will be targeted through 2 different approaches. One approach will be for attracting content creators, and the 2nd approach will be for attracting users in general (the audience).

SWOT analysis for IMPRESS

A clear strategy for growing a business is required for any type of project as it will offer clear direction towards achieving the final goal. Understanding the strengths and weaknesses of the business will allow the exploitation of relevant opportunities and manage the possible threats (Sarsby, 2016).

Strengths:	Weakness:
-pay users for views -offer career development opportunities -sing karaoke without a monthly membership -offer booking service -untaxable tip for artists -become an influencer	-better and more career development options -no actual userbase -limited capital for marketing -not enough knowledge about the market - no application developer skills

Opportunities:	Threats:
-investors are attracted to ideas relating to social media -social media sees growth every year, and the young generation is looking forward to new platforms. -due to COVID, most businesses operate online which means more product to be promoted (potential clients) -if the platform becomes successful, it can be sold off to another technological giant for a notable amount.	-design not good enough -not enough capital to complete the project -people may not like the concept or the interface -companies (possible partners) may choose not to collaborate and offer career development

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