

## 1. Singular Use Case and Target Audience Segment:

**Use Case:** Creation of mood-based playlists for indie music lovers.

**Target Audience Segment:** Indie music aficionados within the age group of 18 to 35 who frequently use Spotify and are constantly in search of fresh tunes that match their current mood.

## 2. User Journey of the MVP:

**Step 1:** User signs up/logins into the platform using Spotify credentials.

**Step 2:** User is prompted to select their current mood from a list of predefined moods. **Step 3:** AI algorithm curates a playlist based on the selected mood, using a combination of user's past listening history and other indie music tracks popular within the community. **Step 4:** User listens to the curated playlist on Spotify through the MVP platform. **Step 5:** User can provide feedback on the playlist, save it to their Spotify account, or request a new playlist for a different mood.

## 3. Pivotal Features for the Inaugural Version:

**1. Mood Selection Interface:** An intuitive interface for users to select their current mood.

**2. AI-Driven Playlist Curation:** AI engine that curates playlists based on the user's selected mood and past listening history.

**3. Playlist Playback Functionality:** Allows users to play the curated playlist on Spotify through the MVP platform.

**4. Feedback Mechanism:** A simple interface for users to provide feedback on the curated playlists to improve future curation.

**5. Save & Share Feature:** Enable users to save the curated playlist to their Spotify account and share it on social media.

## 4. Detailed 4-Week Plan for MVP Construction:

### Week 1:

Day 1-2: Finalize the design mockups for the user interface.

Day 3-5: Set up the basic tech foundation using a no-code platform like Bubble or Adalo. Day 6-7: Begin integrating Spotify API for user authentication and playlist playback.

### Week 2:

Day 1-3: Continue with Spotify API integration and test authentication and playlist playback.

Day 4-5: Develop the mood selection interface.

Day 6-7: Begin developing the AI-driven playlist curation mechanism.

### Week 3:

Day 1-4: Finalize the AI-driven playlist curation mechanism and integrate it into the platform.

Day 5-7: Develop and integrate the feedback mechanism.

### Week 4:

Day 1-3: Develop and integrate the Save & Share feature.

Day 4-5: Conduct thorough testing of all functionalities.

Day 6-7: Fix any identified bugs, and make necessary adjustments based on test

results.

## **MVP Criteria Considerations:**

The use of a no-code platform will expedite the development process while keeping the tech foundation rudimentary.

The mood-based playlist curation aims to gauge the target audience's willingness to invest time (and potentially money) in discovering new indie music tailored to their mood. A freemium revenue model could be adopted where basic playlist curation is free, but a premium subscription offers additional features like unlimited mood-based playlists, ad-free experience, etc.

The specific niche focus is on indie music lovers who are looking for mood-based playlists, which is a unique proposition that addresses a specific need rather than a broad audience.