05
MuSync

Sensory Streaming Service App

Project Objective:
To create a streaming service app that solves a problem that isn't already being solved. The app can be for video streaming or music.

Concept:
MuSync is a music streaming app that provides a diverse library of sensory-friendly music for those with sensory sensitivity. The name MuSync is created from "music" and "synchronization". The name is inspired by the brand's mission of stabilizing the union of one's emotional state when they are feeling over stimulated. The app consists of four categories related to different scenarios when one might feel over stimulated.

Initial Research for streaming services

Live stream the Mars Rover

NASA has sent the Perseverance Rover to Mars where it has been collecting images and data about Mars. Currently there is a Twitter account where the Rover "tweets" its findings of the day, as well as some sound files of what the planet sounds like. However, there is no way to look at Mars live from the eyes of the Rover. This app would be a Live Streaming service for viewers to see Mars through the "eyes" of the Perseverance Rover. Viewers would be able to see the different samples the rover collects, new rock findings, as well as being able to see the surface of Mars and where the Rover goes.

Live stream meditation

There are many apps that provide wellness programs for people to follow but there aren't any that focuses on live stream meditation for therapeutic purposes. We would like to provide a service that allows people to find their inner zen. Allowing users to find classes from any location and join in. Ensuring that you are able to achieve your most clear and calm state of mind.

Chosen Idea and things to consider

Sensory sensitivity streaming app.

How can we make our app different and stand out?

Hypersensitivity regards to sensory channels such as sight, sound, taste, touch, smell, and pain. Hypersensitive people tend to feel certain senses very strongly and react to those overwhelming feelings.

Live stream Concerts

With this concept, the app serves as a platform for various artists to have a virtual audience watching their show alongside their physical audience. With an account on this app, users can purchase virtual tickets and reserve their spot for a front row virtual seat. The virtual audience is limited to a certain amount of people (as it would be for a physical audience) to ensure the app doesn't crash.

Additionally, users can explore upcoming concerts, view their concert lineup, and watch snippets/highlights of past performances.

Sensory streaming music

A content library of sensory-friendly music for parents of children with sensory sensitivity. There would be categories for certain scenarios based on focus, play time, bedtime, sesnory overload, etc. There would be a variety of different playlists and songs, ranging from classical and intrumental music to jazz and hip hop.

Descriptors and Mood/Tone

Accessible.
This app will be available for parents during any scenario that might trigger a sensory overload in their child.

Relieving.
This app is a relief for both the parent and the child. It relieves any stress or worry parents might feel seeing their child experience such negative emotions, and it helps relieve the negative emotions the child is experiencing.

Helpful.
This app helps both children in sensory overload and parents seeking methods to help their children during sensory overloads.

Calm.
The purpose of this app is to calm those experiencing overstimulation, so the entire app experience should be relaxing.

Peaceful.
All music featured on this app will be peaceful with the intention of calming down listeners.

Soothing.
This app will soothe any negative feelings or emotions that users are experiencing.

Mission

Helping people who suffer from sensory sensitivity and overstimulation.

Calming people who feel over stimulated.

Aim

To be one of the top sensory sensitive music streaming apps worldwide

SWOT Analysis

STRENGTHS:
• Well and better design for people who suffer from over stimulate
• Easy to read, More organized
• More focus on sensory sensitive music
• Positive Image, Good positioning

WEAKNESSES:
• The market is niche (Maybe causing limited growth)
• Basically a new apps for only focus on sensory sensitive music

OPPORTUNITIES:
• New market share (Less direct competitors)
• Niche marketing (high-profit margins, more focus on specific customers' needs and the quality)

THREATS (COMPETITION):
• Competitors: eg) Spotify, Deezer, SoundCloud
• Free online resources eg) YouTube
• These competitors occupied the most market share, having good rankings and reputations, and already having large content libraries.

Target Audience

DEMOGRAPHICS:
• Age: All age range
• Occupation and Communities: Work with sensory sensitive people (housewives, teachers, therapist)

GEOGRAPHICS:
• Primary Location: USA
• Secondary Location: Worldwide

PSYCHOGRAPHICS:
• Interests: Love listening to music for relaxation
• Personality: Easy to be over stimulated, Intense, Emotional
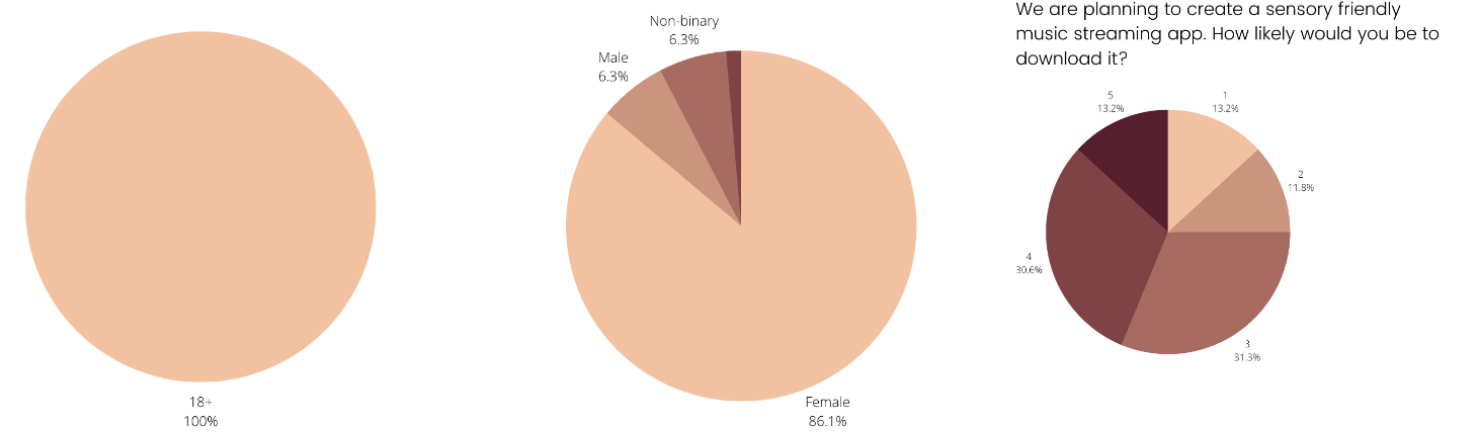
Brand Personality

• Friendly
• Convenient
• Reliable
• Universal

Brand Positioning

• Large content library with highly flexible personalized services
• Low price with medium high streaming quality and no advertisement
(Free price with few advertisements)

## Data Analysis

Global music streaming market:
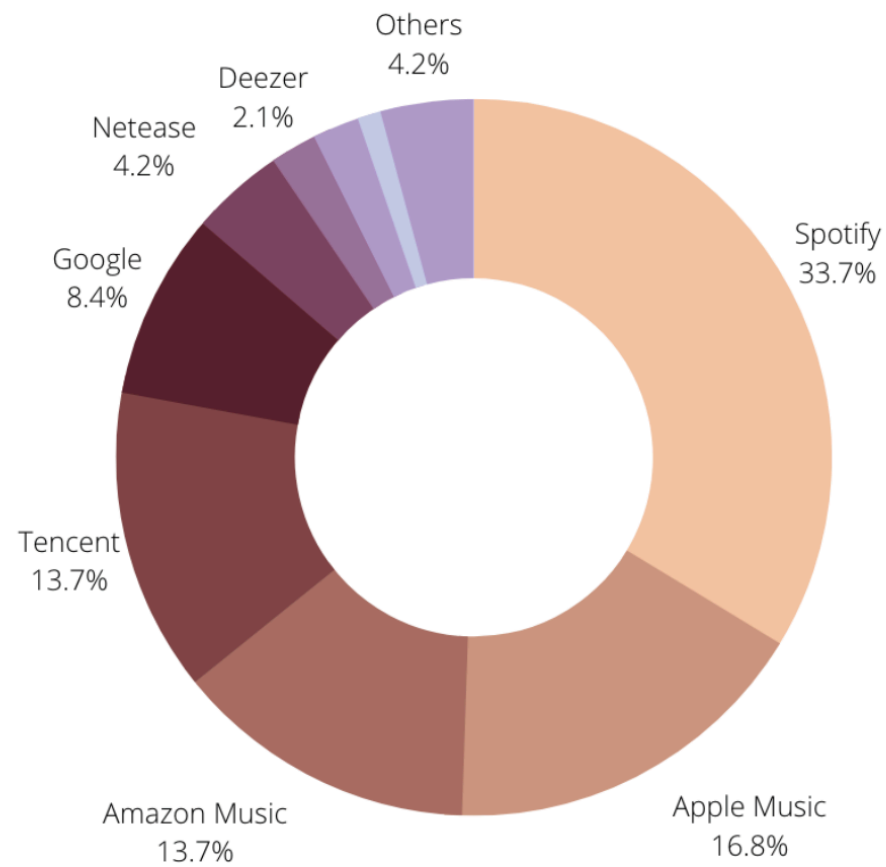
Statistics:
In 2021, 523.9 million people subscribed to a music streaming service globally
A 26.4% increase since 2020
Spotify has the biggest market share

The music streaming industry is a rapidly expanding market with plenty of areas that still need to be tapped.

Survey Analysis

We conducted a survey and received 144 responses.

We are planning to create a sensory friendly music streaming app. How likely would you be to download it?
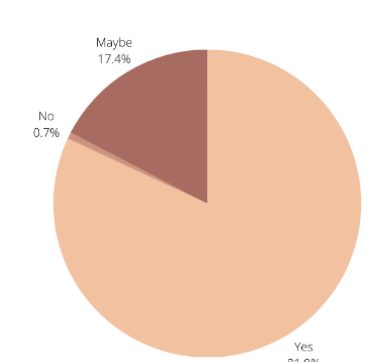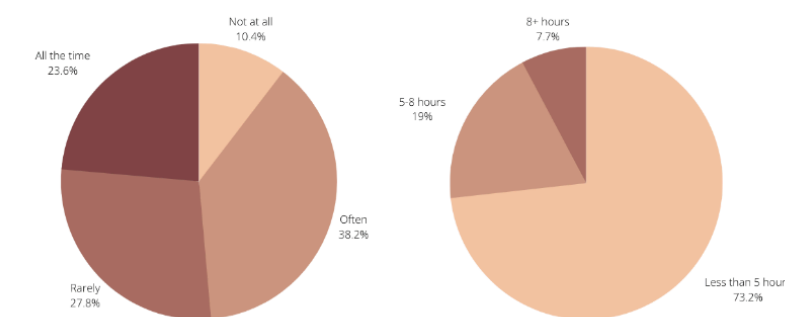
How many kids do you have?
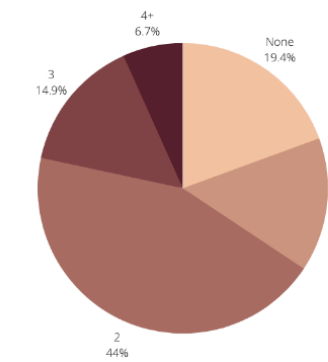
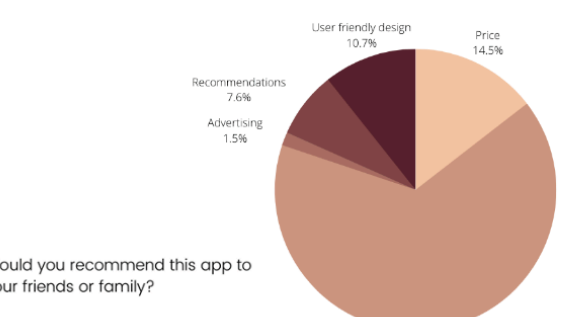Do you know people (friend, family, family friend, etc.) who struggle with overstimulation?
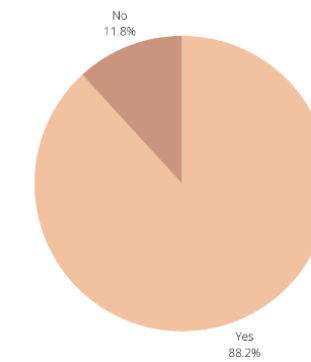
Do you think listening to relaxing sounds and music can help to calm people you know or yourself?
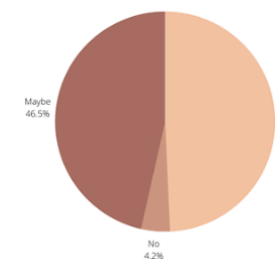
How often do you use streaming apps?

What factors influence your choice of streaming apps?

Would you recommend this app to your friends or family?

Name Ideation

- MeloCure- Melody Cure
- SyncTherapy
- SensoCure
- Relief Tune
- SerenTune
- Tranquil
- Musio- already EXISTS
- Musverse
- Auditorial
- Sensay

- Reactunes
- Presense
- Sensed In
- Keenly
- Acusense
- Musense
- MuSync
- SenSync

MuSync

Mu
The word Mu comes from the word Music but also the abbreviation of the Musicians' Union.

Sync
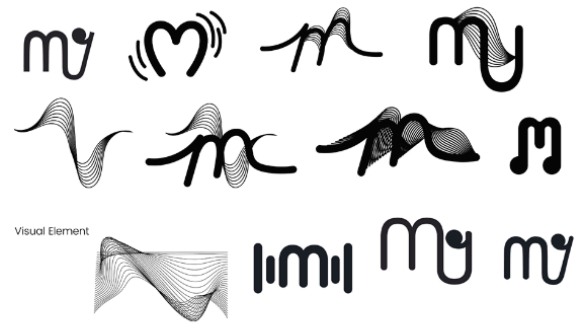The word Sync comes from **synchronize** meaning, cause to occur or operate at the same time or rate.

MuSync
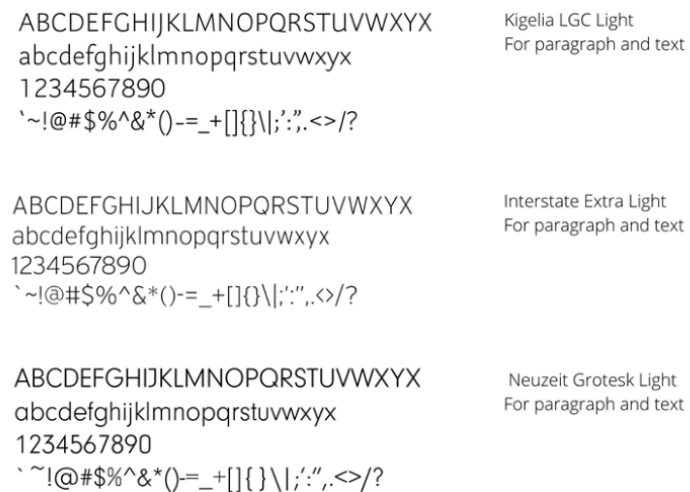Music that allows the stabilizing/Emotional Union of one's emotional state.

Color Exploration

Initial Logo Ideas

Visual Element

Font Exploration

Report Regular
MuSync

All Round Gothic Book
MuSync

Tondo Regular
MuSync

Quicksand Medium
MuSync

Omnes Regular
MuSync

Rubrik New Regular
MuSync

Hoss Round Regular
MuSync

Chennai Regular
MuSync

musync
MuSync

musync
MuSync
More Rounded Font

ABCDEFGHIJKLMNOPQRSTUVWXYX
abcdefghijklmnopqrstuvwxyx
1234567890
`~!@#$%^&*()-=_+[]{}\|;':",.<>/?

Kigelia LGC Light
For paragraph and text

ABCDEFGHIJKLMNOPQRSTUVWXYX
abcdefghijklmnopqrstuvwxyx
1234567890
`~!@#$%^&*()-=_+[]{}\|;':",.<>/?

Interstate Extra Light
For paragraph and text

ABCDEFGHIJKLMNOPQRSTUVWXYX
abcdefghijklmnopqrstuvwxyx
1234567890
`~!@#$%^&*()-=_+[]{}\|;':",.<>/?

Neuzeit Grotesk Light
For paragraph and text

Chosen Fonts

All Round Gothic Rounded
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
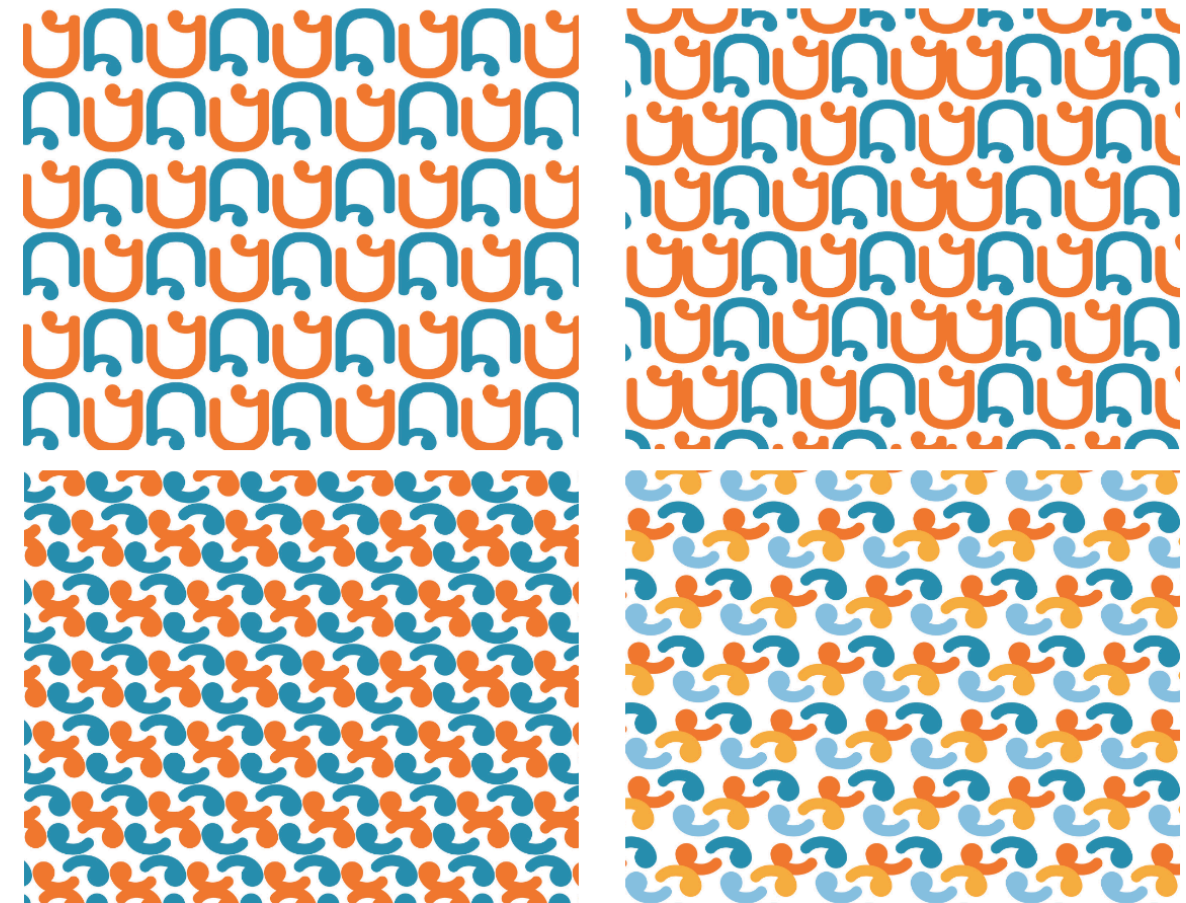1234567890
`~!@#$%^&*()-=_+[]{}\|;':",.<>/?

Neuzeit Grotesk Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
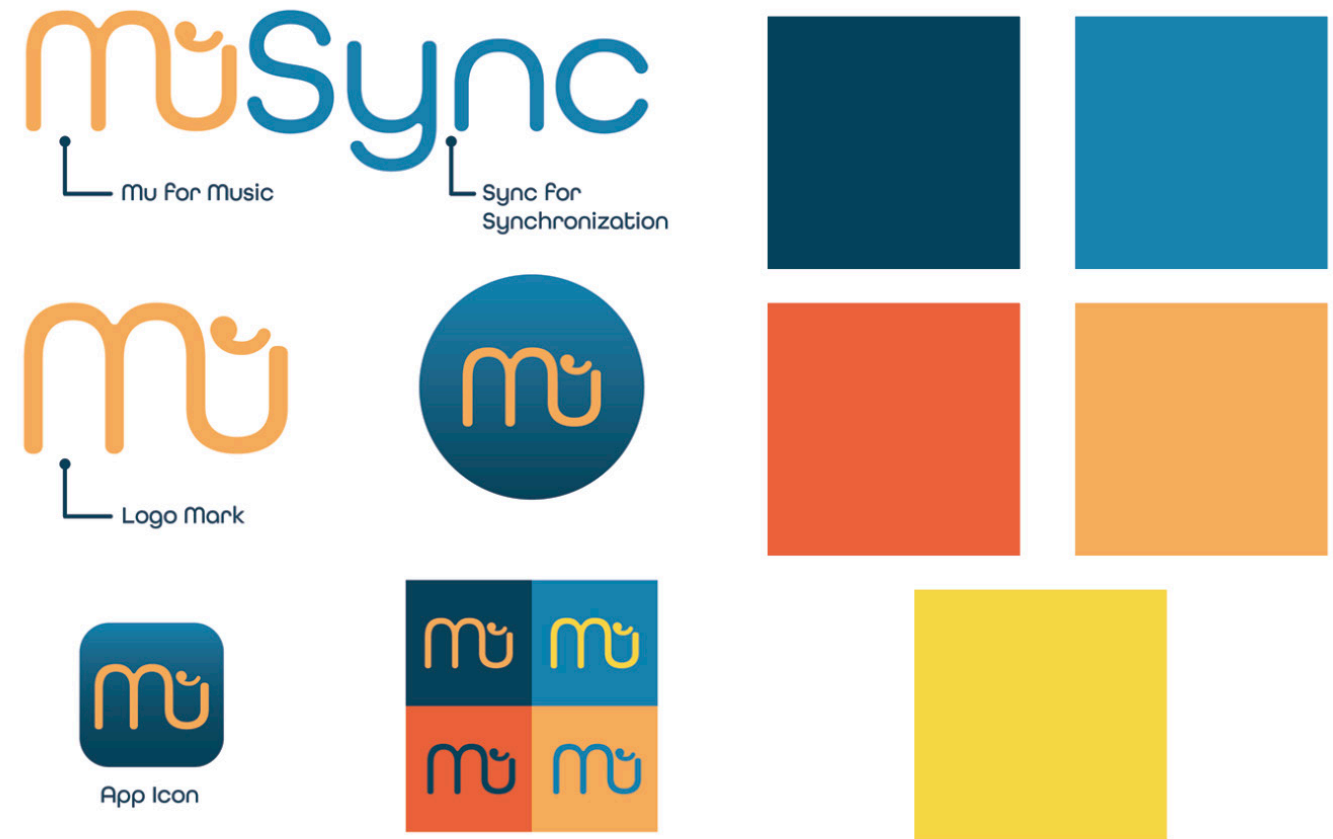`~!@#$%^&*()-=_+[]{}\|;':",.<>/?

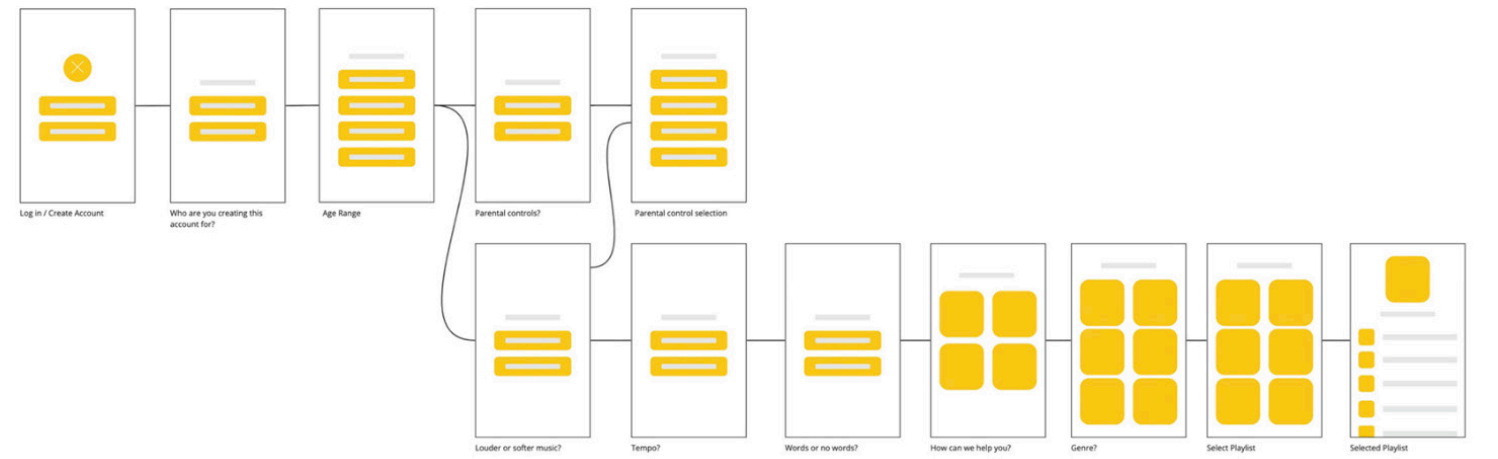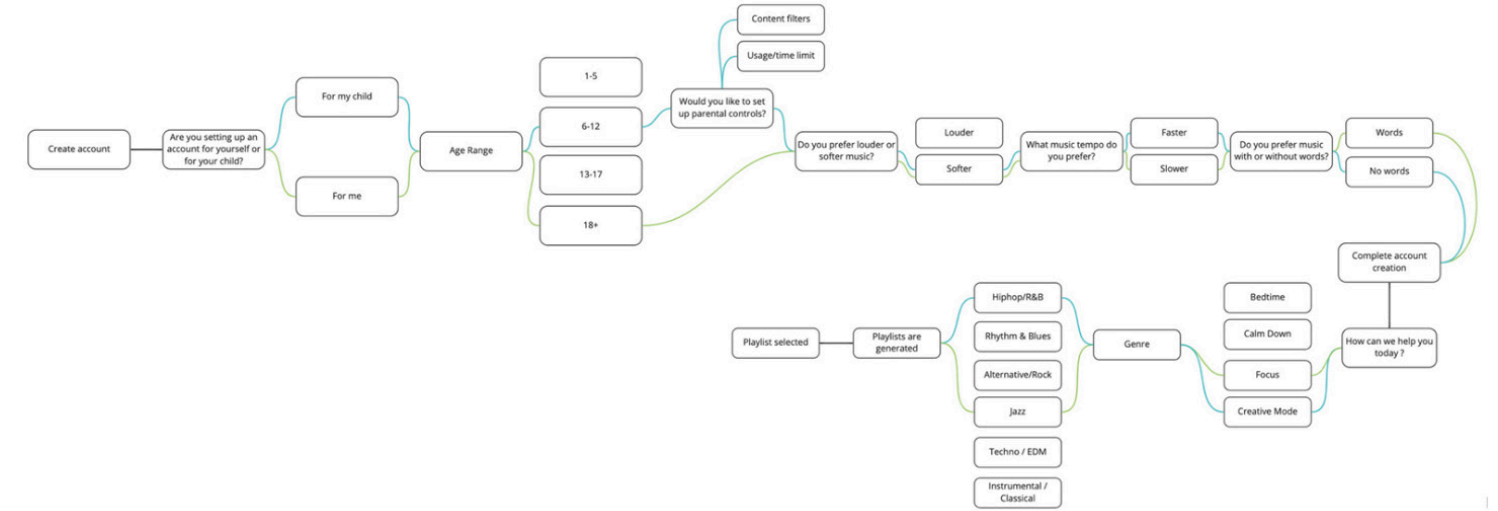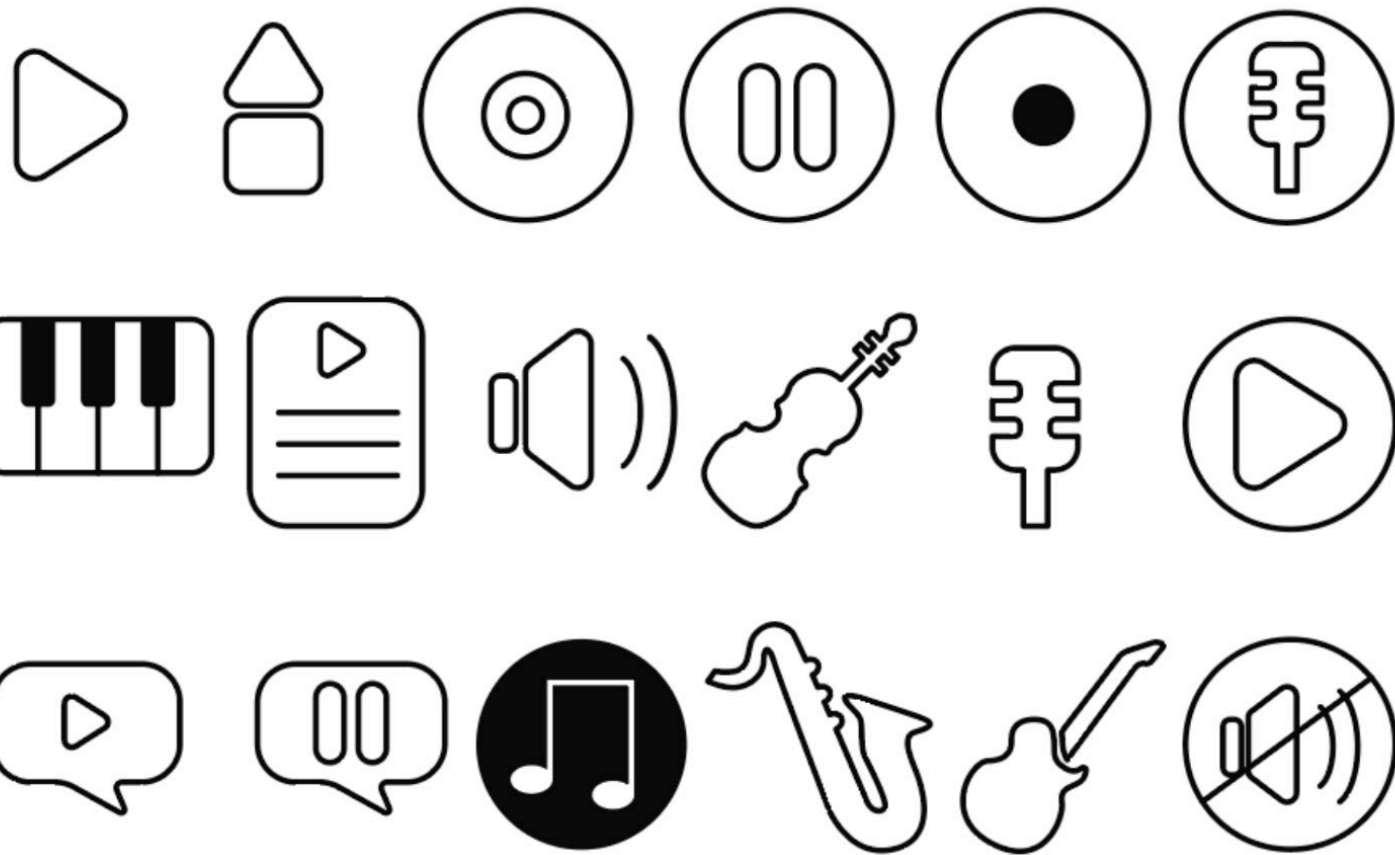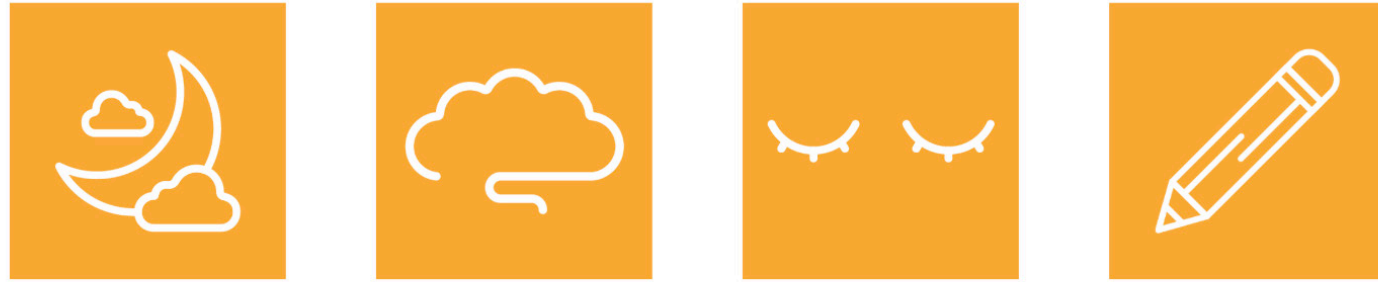# Applied Color Combinations

Pattern Exploration

Refined Color Palette and Logo

Final Color Palette and Logo

Mu for Music

Sync for Synchronization

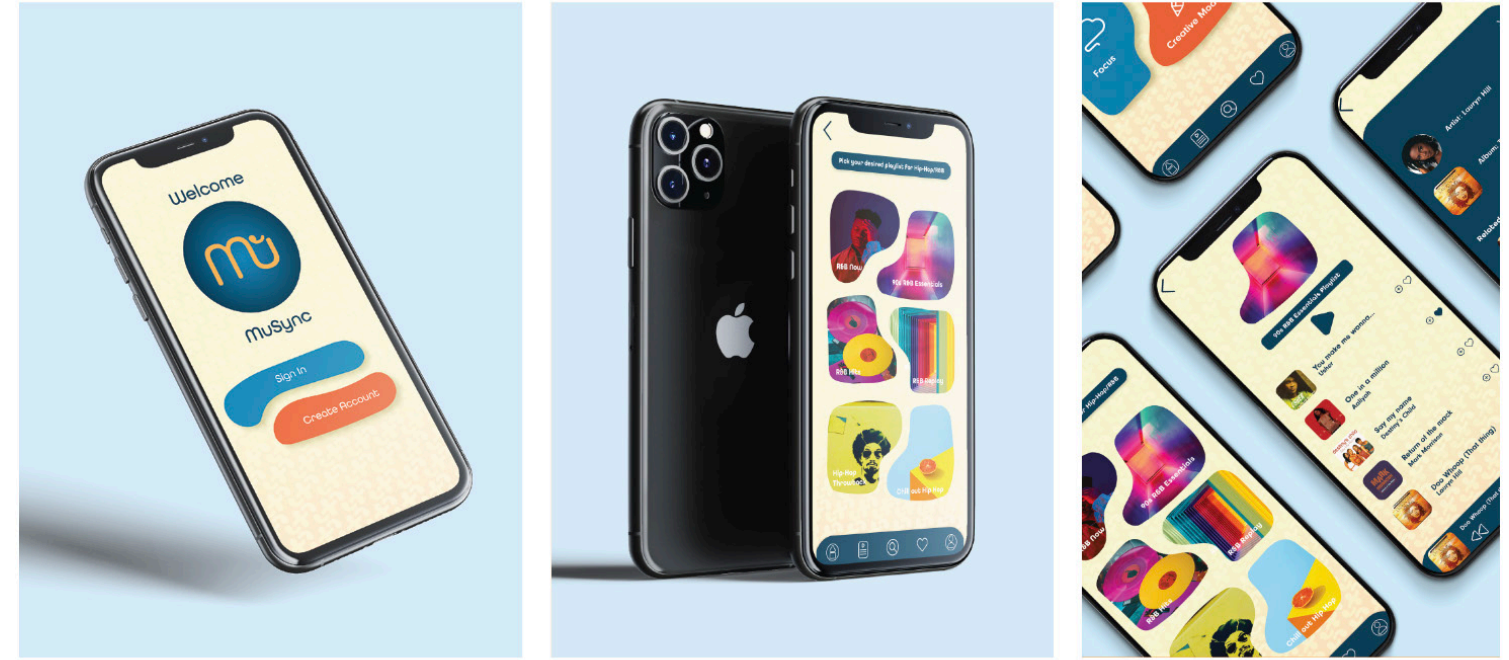Logo Mark

App Icon

App Flow and Wireframes

App Icons

Final App

Once a genre of music is selected, the user can see a variety of playlists.

After selecting a playlist, the user can see all of the songs and has the option to favorite songs.

Users have the ability to select the song and swipe up for more information.

After sliding up for more details, information on the songs artists, album, and related tracks are shown.