Mezzo Vision Statement

This document is the vision statement of the Mezzo app created by Team Gigs and mentored by Appfolio.

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The Problem (Status Quo)

Musicians currently do not have a fast, efficient, and safe way to meet up with other musicians in order to foster creative relationships and collaborate. Because of this, musicians are forced to use other means, and while sites like Facebook and CraigsList provide a way to extend invitations to collaborate, the processes are minimal, tedious, inefficient, or even incredibly unsafe. There is no dedicated application to promote the immersion and creativity a face-to-face jam session can produce.

So What?

Music has played a large part in humanity's lifetime, aging back to hundreds of years ago, and will undoubtedly continue to do so far into the distant future. It has been proven to produce therapeutic and beneficial results both physically and mentally. While musicians can certainly jam with just anyone, its important to find *people you are able to trust* to form this special relationship and foster positive creativity. CraigsList certainly is not the answer to that.

Mezzo – Finding a Medium for Musicians to Collaborate

Mezzo is our solution. By utilizing current technologies like **Ruby on Rails**, **Heroku**, **Apache Cordova**, **Cloud9 virtual IDE**, and **GitHub**, we will create **web and mobile applications** that will foster creativity between musicians. A musician's **profile** is a quick and easy look into the musician's history and interests. Profiles include **embedded media samples** to immediately allow users to *hear or see* if they like what another musician has been playing recently. A **chat feature** will allow musicians to easily talk to other, real musicians, which **required Facebook integration** will bolster and verify. **Location services** keep everything simple and local, so your jam sessions are only a short distance away.

But what's the difference?

Dedicated sites like this exist – Googling can show you those results. However, these sites lack a few things that *Mezzo* will provide. There currently is not a **compatible mobile application** for these sites, so managing accounts and finding jam sessions on the go is a hassle. Accounts are also **not secure or verified** on these sites;

Mezzo will require Facebook integration, which gives an extra layer of validity to someone's existence and protects against a large amount of fake, bot accounts from being made. Also, these sites have **no media samples** directly on the musician's account page, so meeting someone to form a symbiotic relationship with is still a complete shot in the dark.

Initial Project Milestones

The milestones within our project include:
- Completing a fully developed web front and backend with Ruby on Rails.
- Creating and debugging a complete login process with Facebook integration.
- Implementing location services within the web and mobile apps.
- Designing an attractive profile user-interface (UI) that easily incorporates an embedded media sample.
- Producing a simple and friendly chat experience.
- Creating fully developed mobile applications that mimic the web browser experience.
- Learning all of the required software, tools, and processes involved with all of the above.

Strategy

In order to build this application, we will be working under the Agile development process, which will work as follows:
1.) Work in 2 week (14 day) intervals – called sprints. After each sprint, we will provide a releasable version of the product as well as review our performance so as to optimize the efficiency and predict the productivity of the next sprint.
2.) Meet in daily meetings – called scrums – where we maintain clear communication and project clarity in our day-to-day work.
3.) Quickly and constantly research and utilize the most recent and relevant technologies that aid in our development process.
4.) Put our code under constant version control and issue tracking to remain as iterative, secure, and updated as possible.
5.) Always be adaptive. Always be moving. Always be learning.

We will be pushing our code to a private GitHub repository, as well as utilizing a Slack server to have constant communication between team members. Our sprints are organized using PivotalTracker and our documents are collected in a shared Google Drive folder. This methodology and these tools will greatly assist in the creation of our applications.

<u>Manifesto</u>

The entirety of this document can be boiled down to the answers to the following four questions:

1.) Who is your audience?
Musicians looking for other musicians

2.) What is the purpose of your app?
To collect local musicians together and allow them to collaborate

3.) What problem is your app trying to solve?
Lack of a central hub for musicians to meet and collaborate

4.) What content will your app incorporate?
- *Location services* for simplicity and locality.
- *Chatting* to foster relationships and communication.
- *Facebook integration* to allow for secure and safe identification.
- *Profiles* to provide more information.
- *Media samples* to showcase the ability and play-style of a musician and to check for compatibility.