muzic

*explicitly brought to you by team **Thunderstorm***

SENZATIONS
9th Summer School on IoT Applications

31.08.2014. - 06.09.2014.
Biograd na Moru, Croatia

Team

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Have you ever been in situation like this?

In brief

MuZic allows people to play their favorite music at their favorite places
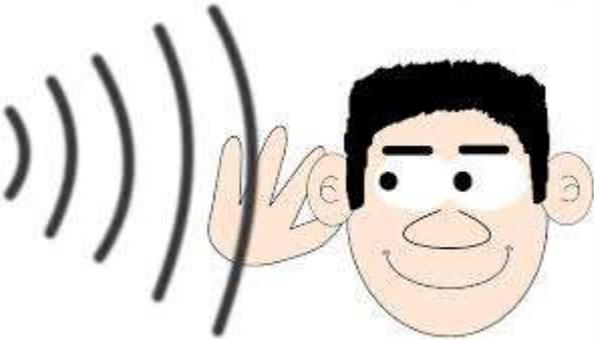
All it takes is a simple tweet ☺

With **muzic** you can bring your favorite music to:

# Motivation ☺

Two use cases of muzic :

muzic Personal

- .. is your personal **jukebox**
- .. allows you to create your personal **playlist of favorites**
- .. or just plays random pieces of predefined **music styles**
- .. it allows you to play with the **lights** at your place
- .. **knows your mood** best and it fits on your shelf

muzic Pro

- .. is suitable for **public environment**
- .. you can install it by the **pool**, at your **cafè**, your **hotel's lobby**
- .. you can visualize a **live feed** of your visitors' music demands
- .. allows your visitors to **interact with each** other through music
- .. can **host a game of recognizing the song** for your visitors' interaction
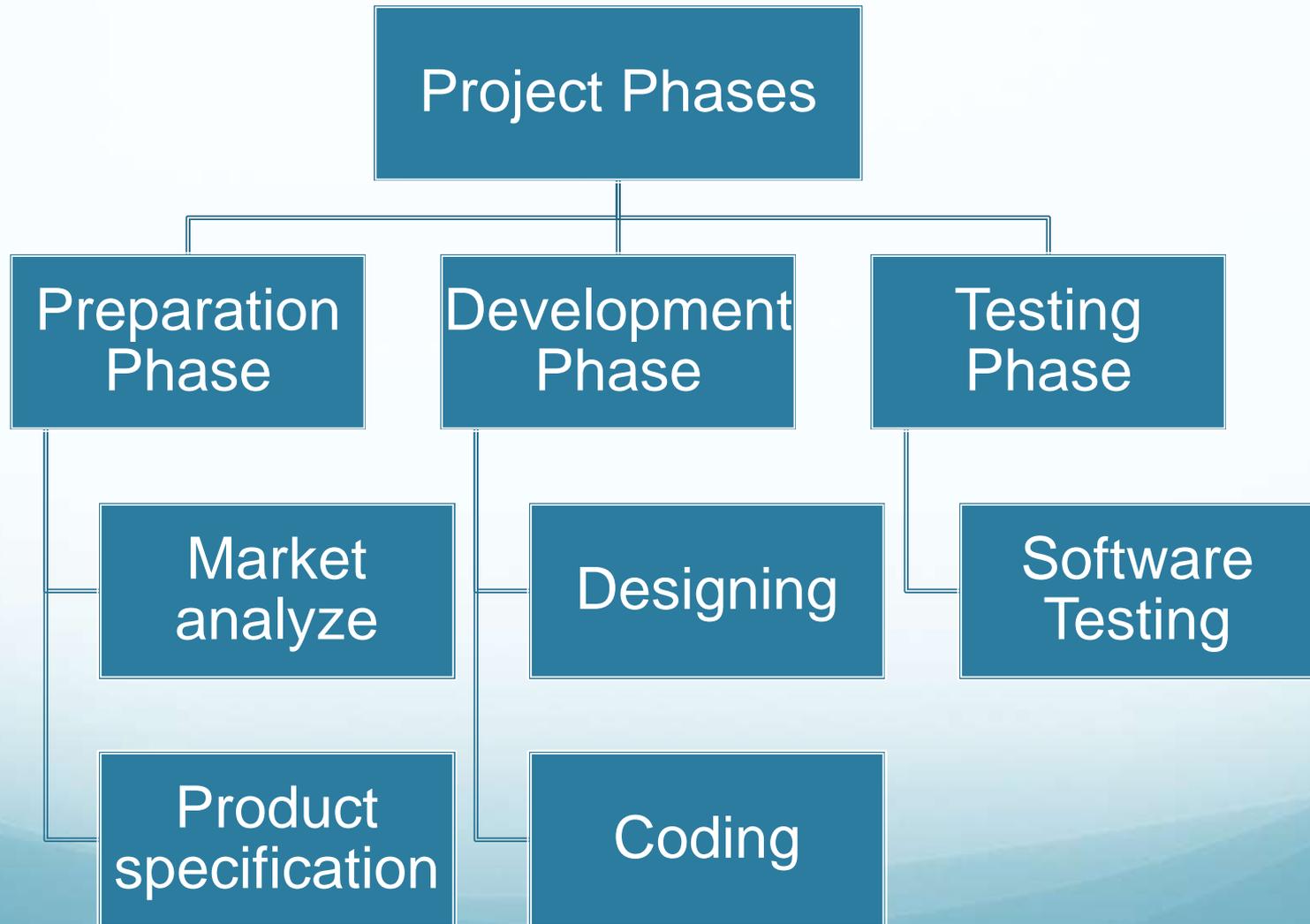
SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	*Reducing costs* *for public usage* Strengths	*Dependence of* *Wi-Fi connection* Weaknesses
External origin (attributes of the environment)	*No competition* Opportunities	*Changing* *regulations* Threats *on market*

Target group

- Individuals for private usage

- Public places

muZic

Benefit for target groups

- Enjoy favorite music everywhere

- Distance music control

- Distance light control in muZic private

- Reducing costs for public places (DJ, waiters…)

Competitors

COSTS DESCRIPTION	Units of measure	Quantity	Unit price (€)	Total
1. Contractor fees				
- CEO	month	24	1.000,00	24.000,00
- Secretary	month	24	500,00	12.000,00
- Project Manager	month	24	1.500,00	36.000,00
- Programmer	month	24	2.000,00	48.000,00
- Web designer	month	24	1.000,00	24.000,00
CONTRACTOR FEES TOTAL				**144.000,00**
2. Indirect costs				
2a)				
- Space rent + utilities	month	24	400,00	9.600,00
- Communication costs	month	24	150,00	3.600,00
- Accounting	month	24	200,00	4.800,00
- Office supplies	month	24	250,00	6.000,00
- Banking Services	month	24	100,00	2.400,00
2b) Equipment & furniture				
- Table	piece	1	100,00	100,00
- Chair	piece	1	100,00	100,00
INDIRECT COSTS TOTAL				**26.600,00**
3) Direct costs				
- Intel Galileo	piece	1.600	50,00	80.000,00
- Music Copyright	month		depends on country	
- Web page	Year	2	1.000	2.000
- Marketing – brochure , etc.	Year	2	5.000	10.000
DIRECT COSTS TOTAL				**84.000**
TOTAL				**254.600,00**

muZic

Personal

Has its own playlist, in case of no requests

You can create your own playlist

Ambient light controls

Mood resemblance based on your twitter feed

Professional

Has its own playlist, in case of no requests

You can create your own playlist, also have a list of favorites

MPoFS (Most Popular or First Served)

Displays live twitter feed

Tweet to a friend

Guess the song game

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