

# Samsung Mobile Apps Boot Camps

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## Scholastic Samsung Mobile Apps Boot Camps Concept Submission Form

Submission: SoundUP

**1. Name Your App!** Be creative. An app name can make all the difference... Think about some of the best apps available, they are usually less than 11 characters and describe or hint at the user experience inside! (i.e., Twitter: tweets are small sounds that birds make OR small bursts of information.)

Brainstorming room...

Key terms...

- Makes sound LOUDER
- Extended speaker system
- Facilitates interaction with friends and groups of people

sync  
song  
harmony

boombox  
stereo  
SOUND

Names....

- ~~SurroundSound~~ good but already an existing term
- ~~Sound Wave~~ not unique
- ~~Flash Mob~~ too wild-sounding
- SoundUp → SoundUP or sUP great; sums up the essence of the app in a catchy and UPbeat way!



Possible logos/icon

Name of your App: SoundUP

soundUP

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## 2. Describe Your App(500 Words)

**What will users be able to do? What makes it unique? Is it going to help, inform or entertain?**

With the rise of iPods and internet radio, musical entertainment has become an even bigger part of people's lives. SoundUP takes listening to and playing music, especially in a social setting, to a whole new level. This app will enable users to take one song or sound they want to share and essentially "piggyback" on multiple phone speakers

to create a synchronized, extended speaker system. And because people's phones are always with them, this music-playing function is accessible anywhere and anytime with Internet connection, which is quickly becoming everywhere. Each user will create a simple username for their "station" which their friends can connect to for their phones' speakers to become "channels" for the music the initiating user chooses to play. Unlike attempting to "press Play on the count of three" for the ultimate speaker effect (which my friends and I have attempted numerous times to no avail), SoundUP synchronizes the music for the whole group without requiring all to have same song or even be in the same place at the same time. For the initiating user, the app more or less lets them create and manage their own instantaneous radio channel that is only a few taps and buttons away for any of their friends to "tune in" to. Once the music is playing and people are thanking the user for providing opportune entertainment, other SoundUP users can still join in the speaker system by connecting to the initiating user's username, the initiating user will have the option to continue shuffling music in the folder he or she originally selected, and the operating phone speakers can be waved in the air or set in places around the room for a surround sound experience. This app is perfect for small groups of people as well, not just partygoers and hosts. And yet another use of the app builds on its directness and ability to broadcast recorded information via phone speakers. This app can be used to give instructions in emergency situations such as earthquakes, or everyday situations in which a large group of people need to be alerted at the same time. In the future, this app could also link to networks such as YouTube or Facebook and further expand its social user base. With this app, you will not need to carry around speakers or rely on one set of poor phone speakers. With multiple smartphones, it will not matter whether you and your friends are young or old, at a party, in a car, or even in separate places, SoundUP will keep you connected.

## 3. Which mobile platform(s) will you develop this app for? Check off a box below:

Smartphone       Tablet       Both

## 4. How is your app going to help your community? Will your app be a call to action, a medium to house information, a means to bring your community together or all three?

SoundUP promotes interaction with other people, cooperation to share music with friends, chances to discover new songs and new people, and also a way to add more life to a party. It will bring people together through the power of music.

But aside from entertainment, SoundUP's broadcasting ability lets it be used for more practical things. For example, NERT, San Francisco's neighborhood emergency team, could use it to relay information and instructions to many people when they connect to NERT's SoundUP "channel". This shows how this app can keep communities safe and informed.

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### 5. Who is best suited to use this app?

Why are they your target audience? Hint: Be descriptive about who they are, what they like and why this app is perfect for them.

**Primary Target:** Those who want to use music to entertain and be entertained in a more convenient and interactive way. For example: teenagers enjoy hanging out with friends, and

this app will let them play songs easily in social situations without having to carry speakers.

**Secondary Target:** People who can use the broadcasting abilities of SoundUP to relay recorded information quickly to groups of people who also have the app, such as announcers and leaders of organizations. It will be useful if Public Address systems malfunction or in substitute for walkie-talkies, possibly during emergencies. Its instantaneousness could benefit many people.

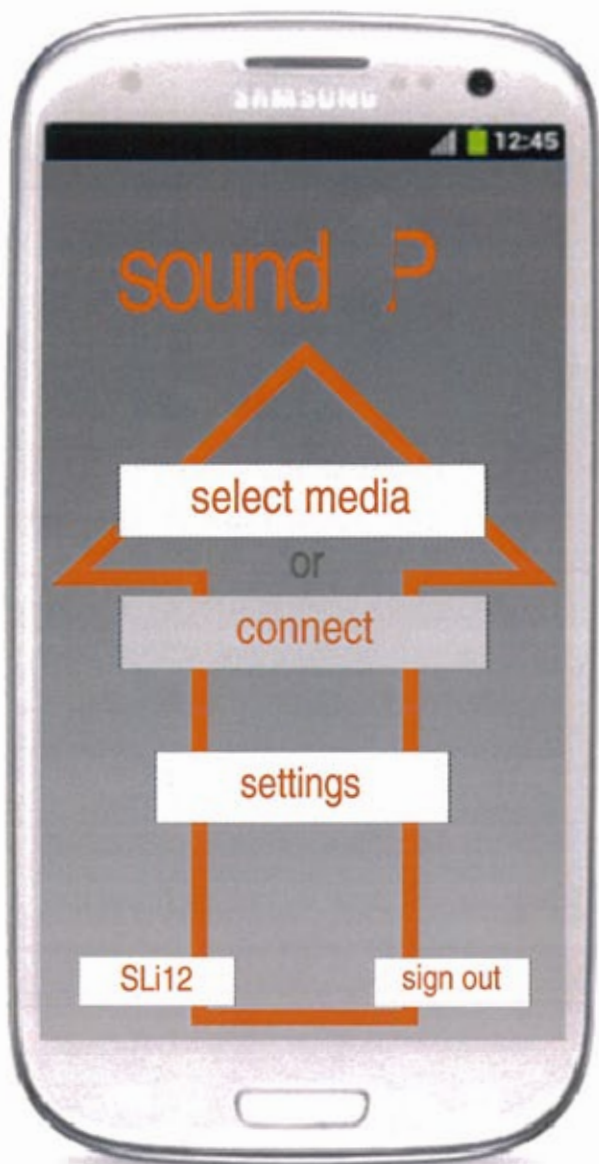
### 6. In the app world it's survival of the fittest. Who are your competitors and what sets your app apart from theirs? Describe differences in design, content and purpose; the weaknesses of your competitor's app, and how your app turns those weaknesses into strengths.

This app builds on the music-sharing angles of Spotify, Pandora, and the radio, as well as the concept of surround sound, but to a person or group of people in need of music—fast and loud—SoundUP provides much more convenience, personalization, and versatility. There are no other apps that function quite like this one. SoundUP has a user-friendly design and utilizes user-controlled “channels” that cater to the individual's need and not only let them play songs but also communicate instructions or announcements instantaneously via multiple phone speakers. This app's strengths are in its entertainment *and* practical uses, promptness, “social media” aspect, and ability to connect communities through sound.

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7. Using provided frames, draw and describe up to three screens that show off your app! How will your app work and look? Show the elements that appear on three key screens of your app. Then, describe the content and functionality of each screen, how users navigate or transition between screens and content, and what happens when users interact with your app (i.e., tap a button).



**Describe your screen:**

**The Main Screen:**

Here the user is SLi12, and she has the option to select media to start her own "channel" or connect to someone else's. There are also buttons for Settings and Signing out of the current account. Pressing the logo at any time will bring the user back to this page.

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**Describe your screen:**



### **The Control Screen:**

As the initiating user—the user in control (in this example “SLi12”)—this screen shows clearly the song or sound being played. The user can select different media to play, see how many people and their phones are connected and playing this song, and end the “channel” whenever he or she wishes to.

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Describe your screen:



### The Connector Screen:

The people (in this example, "user6") who are connected to an initiating user (SLi12)'s "channel" see this page, where they can also view the song/sound they are listening to. They have the options to pause while playing the music or disconnect.

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**8. Pitch your app. Convince us why your app is worth a \$20,000, \$10,000 or \$5,000 scholarship!**

**Be creative! Out of the box responses are encouraged.**

### "The Life of the Party"



There once was a girl named Cho.  
Her party was feeling quite slow.  
The food was all gone,  
This simply couldn't go on,  
So she decided to give SoundUP a go.

Her friend was a boy named Dan.  
He had his phone in his hand.  
He connected to Cho  
After she told him so,  
And together they hatched a plan.

Dan went to Tina and Joe.  
He told them to connect to Cho.  
They happily obeyed,  
Cho quickly pressed play,  
And they danced and sang like so!