

SEQUENCE

SOPHIA MARTENS 1805320

1 2 3 4 5 6 7 8



WHAT?

The SeeQuence is an eight key keyboard, especially designed keeping the blind and visually impaired in mind. The keys represent the notes: C-D-E-F-G-A-B-C (from left to right). The function of the buttons are explained in the appendix.

The goal of the SeeQuence is to teach the user musical notes and melodies. It does this by playing a note or melody and the user must try to recreate it. The user gets points based on how close their rendition was to the original melody.

In order to play, you have to connect the SeeQuence to an app. Here you have a limited selection of songs you can recreate and learn. To get access to more features, you have to upgrade to a VIP account.



SeeQuence in its packaging



SeeQuence app



close-up of Braille on keys

KEY PARTNERS

- SeeSequence manufacturers (Vizologi, 2023)
- marketing partners (Pereira, 2022)
- record labels (Pereira, 2022)
- right holders
- independent musicians

KEY ACTIVITIES

- quality control
- manufacturing
- software development (Vizologi, 2023)
- customer service (Vizologi, 2023)

KEY RESOURCES

- engineers & designers (Vizologi, 2023)
- contracts with key partners (partnership agreements)
- monthly active users (Vizologi, 2023)
- SeeSequence platform
- manufacturers

VALUE PROPOSITIONS

Offering a **fun** and **learnable** music experience (for the blind and visually impaired).

CUSTOMER RELATIONSHIPS

- promotional offers
- social media
- connection through music
- (Strategyzer, 2023)

CHANNELS

- website
- mobile app for iOS
- mobile app for Android
- Google Play
- App Store (Jagietka, 2015)

CUSTOMER SEGMENTS

- the blind and visually impaired
- anyone who wants to make/learn music (Ehrens, 2019)

COST STRUCTURE

- marketing
- manufacturing (Startegyzer, 2023)
- distribution and channels
- royalties and licensing fees (Pereira, 2022)
- maintenance of website and APP (Pereira, 2022)
- employee salaries (Pereira, 2022)
- stores (Pereira, 2021)

REVENUE STREAMS

Small revenue for the **SeeSequence** itself, **big** revenue for the **monthly subscription** to get access to more songs and guiding.

- free APPs
- free access with adds
- VIP subscription with premium access and features => freemium model (Vizologi, 2023)

KEY PARTNERS

The most crucial partners of this company are the **manufacturers**, who make the SeeSequence.

Marketing partners are important to increase revenue, to ensure brand awareness and to provide customer retention (Singson, 2022).

Choosing different songs to recreate is an important part of the SeeSequence's concept. In order to make this possible partnerships with: **record labels, right holders** and **independent musicians** are necessary (Pereira, 2022).

KEY ACTIVITIES

The key activities of this company are to **manufacture** the SeeSequences on a big scale, to constantly check upon the **quality**, to **develop** the **software**, so that it keeps improving and finally to have a loyal **customer service** that ensures customer loyalty (Vizologi, 2023).

KEY RESOURCES

The key resources are **engineers** and **designers** that develop the SeeSequence as to what it is today, **manufacturers** that produce the SeeSequence, **partnership agreements** and monthly **active users** (community) that make use of the **SeeSequence platform** (Vizologi, 2023).



CUSTOMER RELATIONSHIPS

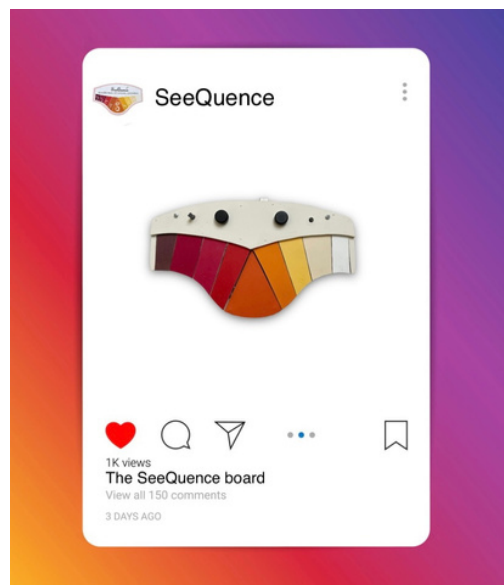
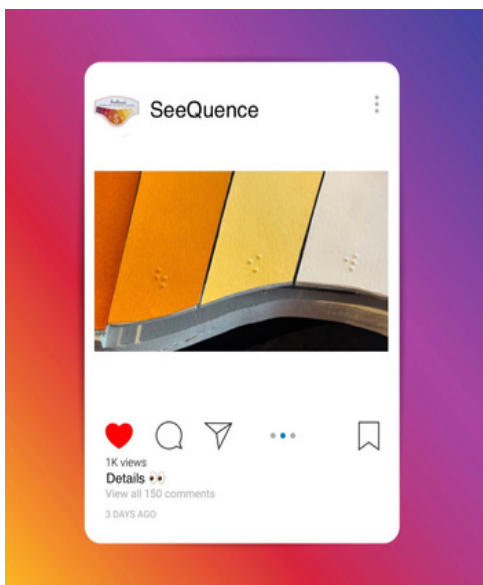
A strong customer relationship (community) is being built through **Social Media**. The goal of this community is to connect people through music.

Promotional offers on the VIP account will attract new customers to be member of the SeeSequence community (Strategyzer, 2023).

VALUE PROPOSITIONS

*"Offering a **fun** and **learnable** music experience (for the blind and visually impaired)"*

Further explanation in the appendix.



CHANNELS

The channels of the company are a **website** that provides instructions with given examples and includes different songs you can recreate.

For more ease there is an **app** you can download via Google Play or in the App Store (available on Android and iOS).

The website and app are both audio equipped (Jagietka, 2015).



website home page



SeeQuence app

CUSTOMER SEGMENTS

The SeeQence is designed for the **blind and visually impaired who want to start making music**. To make their experience more pleasurable the SeeQence has an ergonomic shape and includes Braille.

It is difficult for the blind and visually impaired to learn notes and read music because they have to remember everything on their music sheet by heart in order to play something (Henry, 1984).

With the recreate aspect the SeeQence provides, you will learn the notes by hearing them, recognizing them and knowing the placements of them instead of learning the notes by heart. It is therefore a different, fun way to learn notes and melodies and eventually play popular songs.

The SeeQence is also perfect for **everyone who wants to start making music**. Because it makes the start stage of making music (learning notes) more fun and engaging (Ehrens, 2019).

COST STRUCTURE

The cost structure exists of the **manufacturing** of the SeeQence, the **marketing** that is done by the marketing partners who ensure company growth, the **distribution** and **channels** to get the SeeQence to different stores, **royalties and licensing fees** (Pereira, 2022), the **maintenance costs** of the website, app, stores and the **employee wages**.(Pereira, 2021).



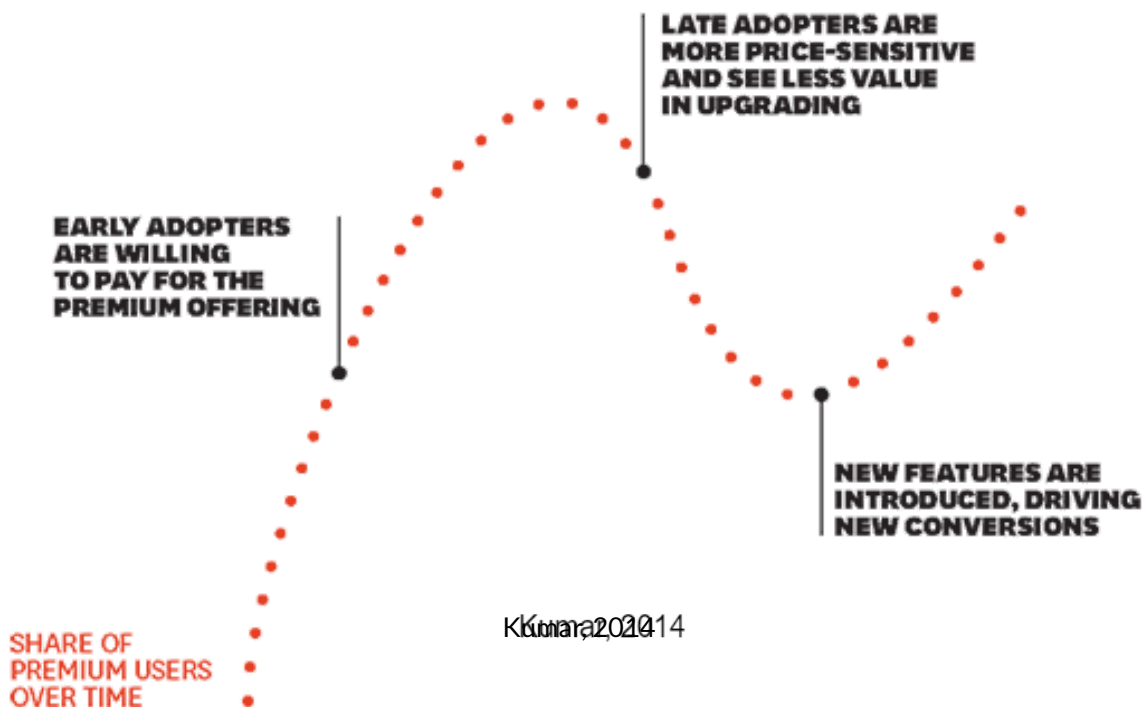
REVENUE STREAMS

The purchase price of one SeeSequence is low. The company makes a loss in this part. However, the benefit of this low price is that it makes the product more attractive to buy.

To use the SeeSequence, you have to install an app. This app provides songs you can choose to recreate. However, the songs will be limited and you will get advertisements when using the app (these advertisements also provide revenues to the company).

To get access to multiple songs, no interference from advertisements and more guidance throughout the app you have to upgrade to a VIP account for €15/month (**Freemium Business Model**).

This way the revenue of the SeeSequence itself might be small, but the revenue of the **monthly subscription** is not.



REFERENCES

- Pereira, D. (2021, July 30). Starbucks business model. Business Model Analyst. <https://businessmodelanalyst.com/starbucks-business-model/>
- Pereira, D. (2022, October 19). Spotify Business Model. Business Model Analyst. <https://businessmodelanalyst.com/spotify-business-model/>
- Smule business model canvas. (n.d.). Vizologi | Rethinking Business Model Design. Retrieved January 20, 2023, from <https://vizologi.com/business-strategy-canvas/smule-business-model-canvas/>
- Apple business model canvas. (n.d.). Vizologi | Rethinking Business Model Design. Retrieved January 20, 2023, from <https://vizologi.com/business-strategy-canvas/apple-business-model-canvas/>
- SoundCloud business model canvas. (n.d.). Vizologi | Rethinking Business Model Design. Retrieved January 20, 2023, from <https://vizologi.com/business-strategy-canvas/soundcloud-business-model-canvas/>
- Jagietka, K. (2015, February 3). Business model canvas: Value, channel and user. Divante.com. <https://www.divante.com/blog/value-channel-user-business-model-canvas>
- Ehrens, T. (2019, April 4). Customer segmentation - what is customer segmentation? Customer Experience; TechTarget. <https://www.techtarget.com/searchcustomerexperience/definition/customer-segmentation>
- Strategyzer, A. G. (n.d.). Customer Relationships - business model canvas. Strategyzer.com. Retrieved January 20, 2023, from <https://www.strategyzer.com/business-model-canvas/customer-relationships>

REFERENCES

Singson, J., Senior Director of Product, & Content Marketing Manager. (2022, February 24). Why do partnership marketing? Check out these powerful benefits. Impact.com. <https://impact.com/partnerships/why-do-partnership-marketing-check-out-these-powerful-benefits/>

Henry, J. (1984). Braille Music: An International Survey. Blind.

Braille Works. (2022, March 3). Social media for the visually impaired. Braille Works. <https://brailleworks.com/social-media-for-the-visually-impaired/>

APPENDIX

Further explanation of the buttons on the SeeQuence:
the played octave can be lowered or raised by turning the left-most knob. The big button next to it, can be pressed to cycle through different instruments like piano, guitar, bass and some others. On the right side of the product, there is also a big button and a turning knob. The button can be pressed to start the example song and will also notify your friends that you are online. The turning knob can be used to change the boards volume.

Customer Segments:

Social Media is also accessible to the blind and visually impaired because screen readers and other accessible technology have made it easier than ever for people with visual disabilities to comment, like, share, and create content on social media (Braille Works, 2022).

Value Propositions:

SeeQuence wants to make the starting stage of learning notes easier and more fun. It is very hard for the blind and visually impaired to play music, because they have to learn the notes, read them from the music sheet and remember them in order to play something. This requires a lot of cognitive effort that could possibly demotivate people (Henry, 1984). SeeQuence does not want this and therefore their approach is a little different. Instead of recalling notes, it focuses on recognizing sounds of different notes. You hear a note and you replay it on your SeeQuence. The more you practice, the more you will recognize the placement of the different notes and the more you can rely on your hearing.