

# Research Journal Design Ethnography

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## Musicians

Assignment Research for Design

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### Introduction

This document will become your research journal. Week by week it will help guide you through your ethnographic design research process. This document is structured according to the school weeks, which is why it starts in week 2.

Next to providing guidance and acting as a template, it is also the document that the lecturers will use to assess your lessons learned. So, make sure you follow the instructions to avoid problems at the end of the project. You need to hand-in this document in week 8, but make sure to fill it week by week, otherwise it will be too much work to do at the end!

Instruction boxes, like the one you are reading now, contain detailed information per week regarding the work you need to do. Make sure to delete these boxes and the clarification notes <like this one> before delivering the final document.

Good luck!

## Week 1.2: Selecting a subculture

### Selecting a subculture:

During the first lecture, the concept of subculture was introduced. At this point, you should have pre-selected 3 subcultures that you are interested in. If you could not define 3 subcultures during class, or you could not get approval from the lecturer, please select them as soon as possible and inform your lecturer so he/she can approve it.

When you are ready, write in this journal the 3 pre-selected options of subculture that you defined in class. For each of them argument why are they interesting for you, how you plan to access them, and what events/situations you can observe. Then, choose one of the three subcultures to research. Keep in mind that you will need to do an observation in week 3, a first interview in week 4, and a second interview (with a different participant) in week 5. These activities require access to the selected subculture. We suggest you take this into account when making a final decision between the three pre-selected subcultures.

If you have issues accessing your pre-selected subculture, it is OK to change it. If you do so, please communicate this decision to your lecturer as soon as possible, so he/she can approve it. You will need his/her consent before the next step.

### Plan the meetings/book the sessions and observations

Once you have decided upon a subculture, it is important that you start making preparations for the field work in week 3, 4, and 5. Booking meetings and events always take more time than expected. Also ‘plan’ for unexpected cancellations. It will be your responsibility to gather the data in the time that is given.

### Map the current information

Once a subculture is defined, it is time to start your exploration. The first step is to write what you think you already know (assumptions) about the subculture. Make a bullet list with everything that comes to mind.

Once your assumptions are on the table, perform a desk research about your subculture. In the desk research you can include scientific articles, newspaper articles, webpages, blogs, events, Facebook pages, forums, etc. Include at least 3 (different types of) sources to have variety in your findings. From your desk research you will formulate a set of conclusions, which will also be added to this document. Extra information or sources that you want to share can be added to appendix A.

Once you have mapped the information you know (assumptions) and what is already there (desk research). It is time to summarize and define a list of curiosities. Check your conclusions and think about possible topics or questions that you would like to answer in this research project. In other words, what would you like to focus your exploration on? This can be very broad and should spark your curiosity. Remember to focus these questions on the person you are designing for (the user, in this case your selected subculture).

## **1. Pre-selection of subcultures:**

### **1.1. Subculture: Writers**

- This subculture is interesting to me because... I have always wondered where writers get their inspiration from, and also how long it can take them to have a finished product.
- I can access this subculture by... I am planning on finding a writing club in the university or outside of the university.
- The possible events or situations that I can observe next week are... <list here what events/situations you can observe that are available for coming week>
- Contact persons: <Do you already have 2 contact persons? If so, add them here>

### **1.2. Subculture: runners**

- This subculture is interesting to me because... what gives them the motivation to run every time.
- I can access this subculture by... I am planning on finding a running club in the university or outside of the university.
- The possible events or situations that I can observe next week are... I will join my contacts for a few runs
- Contact persons: nick, Lorenz

### **1.3. Subculture: musician**

- This subculture is interesting to me because... I love listening to music and I always love hearing musicians making music.
- I can access this subculture by... My friend goes to a music university in Amsterdam, and I can have an interview by call or in person with her and she can give me information on the other musician that work alongside her in her course.
- The possible events or situations that I can observe next week are... call my friend and ask her questions, meet with my contact persons who have or are playing an instrument and try to understand what understand their inspirations.
- Contact persons: 1) Sascha Hendricks, 2) Saad, 3) Lisa 4) wiktoria 5) Felipe

## **2. Chosen Subculture:**

I chose musician because... it is an interesting thing to research as musicians are a very creative, to see what drives them to make songs, what inspires them to do a song and more. I like to listen to rap but when I meet a musician the genre of music they make doesn't matter anymore and they make me enjoy any type of music, which is what I find fascinating.

## **3. Current information**

### **3.1. Assumptions:**

- They are very creative
- They bring joy to other in an art form that everyone can enjoy
- They have a different mind-set.
- How will it affect their lives to be an artist

### **3.2. Desk research**

<https://www.digitalmusicnews.com/2017/10/12/stinging-stereotypes-musicians/>  
<https://en.wikipedia.org/wiki/Musician>

### 3.3. List of curiosities:

- Are they all very creative?
- Where do they get their inspiration from?
- Do they write the lyrics before making the song?

## Week 1.3: Observation

*FIRST AND FOREMOST: did you already book the two interview meetings for week 4 and 5 with the contact persons of your selected subculture? If not, do it ASAP!*

#### Formulate your research questions

Check the list of curiosities that you defined last week. Use them as inspiration for writing your research questions. Use the guidelines provided during the lecture.

#### Plan your observation activity

Once the research questions are defined, it is time to start gathering your data. The first task is to observe your subculture. You have provided a list of possible events, places or routines to observe during week 2. Use your research questions to define which situation you are going to investigate, and to define the set-up and protocol of your observation.

#### Gather observational data

Bring the protocol to the place/event/routine you will visit. During the observation, take notes and a minimum of 30 pictures (make sure to get permission when it is not a public place or when you want to make close-up pictures of people). Add your field notes and 30 pictures to appendix B.

#### Partial reflection and conclusion

Once you have finished your observation, reflect on your findings and make your first set of data cards (at least 8 of them). The data cards are provided in appendix C.

Next to that, briefly reflect on your visit and your performance as an observer. What went well? what was disappointing? What do you see as an advantage of the observation? What is a drawback? Write your reflection in the “methodological learnings” section (max 100 words).

Finally, evaluate if the data that you gathered fulfilled the objective of your observation. What possible follow-up questions or new curiosities can you develop further in your next research activity (first interview)? Make a list of possible follow-up questions and new curiosities under the “follow-up curiosities” section of this document.

## 4. Research questions

- How has playing an instrument affected your life?
- How do musicians make new music with in a band?

## 5. Observation Set-up

5.1. Objective of the observation: To see how musicians make music during a creative season.

**5.2. Related research questions:** how do musicians make new music?

**5.3. Situation:** I was allowed to join my friend's music class and observe them do their assignment. During this observation my friend that I was observing had an assignment where her and her classmates have to create a song which will be submitted to a music label. I found that musicians are all different and they make music in different ways. In my friend's class they have one person that is kind of in charge of the production and every is able to give their input on what they think could be a good addition, but other musicians have work more collectively rather than have a band leader. I also found out that a lot of the songs made will never be used and they made many more songs that I would have ever imagined. I was also invited to see part of a show from a friend and was able to get pictures done by the photographer afterwards. I also went to a music store to see the equipment that musicians use to make music

**5.4. Relevance:** This is the perfect situation to observe, as it will fit perfectly with my research question. I got to observe musician doing what they do in front row and behind the scenes, something that the public doesn't often have access to. Also seeing the equipment that they used in a music store allowed me to have an idea of how much of it was digital.

**5.5. Observation style:** I chose the non-participant and overt observation because, I cannot play music and if I had to join I would have probably broken the flow that they have and I don't need to look as much but rather listen.

**5.6. Resources:** I capture the information using notes and photos

## **6. Observation protocol**

I will use my iPad to take notes. On my iPad I have a few things that I want to look out for, such as "how do they organise." The time and place of the observation is perfect, it is in a university for music, and they have an assignment to make a song during the class I will join. All these conditions are exactly what I needed for my related research question. And will use my phone to take pictures

## **7. Methodological learnings**

My observation went very well, I arrived and quickly found a place to sit down, somewhere where I will not be in the way. During the observation I had time to take a few notes but sometimes found myself get carried away by the songs being made. Everyone was very focused but also laid back. They were a few times where I didn't understand the musical jargon they were using but I understood what I needed.

## **8. Follow-up curiosities:**

- How did all these people choose to take music as a career?
- What made them want to start in the first place?
- How does it affect their lives?

## Week 1.4: semi-structured interview.

FIRST AND FOREMOST: did you already book the interview meeting for week 5? If not, do it ASAP!

### Plan the semi-structured interview

Similar to your previous data gathering activity, start by defining the set-up of your semi-structured interview. Check the research questions defined in week 3 again, the follow-up curiosities that you defined at the end of last week, and the profile of your interview participant. Use this information as inspiration to define the objective of your semi-structured interview. Then define the protocol of your semi-structured interview. The *interview should last at least 30 minutes*.

### Gather data

Conduct the interview and make an audio recording. Add the link of your audio recording in this document and keep the recording until after you passed the course.

Once at home, listen to the interview and transcribe at least 10 minutes of it. Although we suggest you to transcribe as much of the interview as you can. Extract interesting quotes from your interview transcript and create more data cards; you should have many of them at the end of week 6. Add the transcript in step 12 and the data cards in appendix C.

Tip: a nice program to make your transcript is Inqscribe, you can get a free trial version online.

### Partial reflection and conclusions

In the “methodological learnings” section, reflect on your performance as an interviewer. Add 3 examples of good interview skills and 3 examples of skills that could be improved and explain them.

Finally, reflect on the following: Did you collect the intended data? What information did you gather, and what information will be relevant to discover with the next interview? Make once again a list of follow-up curiosities influenced by the previous questions.

### **9. Semi-structured interview Set-up**

- 9.1. Objective of the semi-structure interview: how does music influence their life?
- 9.2. Related research questions: how does music influence one's life?
- 9.3. Participant: I am interviewing Kado. He is a friend of a friend who plays guitar often
- 9.4. Relevance of participant's profile: He plays guitar more than just as hobby, so he is the perfect candidate.
- 9.5. Resources: I will be doing a recording of the interview and then transforming it into a transcript.

### **10. Semi-structured interview protocol**

Hello, my name is Morgan Gibrila and I will be asking you questions related to musicians as an interview as part of research that I am conducting. The interview will last around 30 minutes, where I will be asking you a couple questions. Any information will not be shared with others and will be used strictly for my research.

- 1) How would you say music has influenced your life?

- a) Would you say it is a good thing?
- 2) Have you been playing music since a young age?
- a) (no) so you would say that it is a rather new experience?
    - i) What made you want to get into it?
  - b) (yes) do you remember maybe the reason that you got into music?
    - i) Was any of it influenced by your parents?
    - ii) Why choose the (instrument) and not another instrument?
- 3) When you tell people you play the (instrument), do you notice any repeated reactions, maybe a question you hear a lot?
- a) (Says a question) could you maybe answer it for me?
  - b) Do you find them annoying?
  - c) Do you ever get song requests?
- 4) You mentioned earlier that you had (years) of experience, how many years did it take you to get to that level?
- a) Were there any moments where you had doubts about continuing this hobby?
- 5) What do you consider yourself as? A beginner, intermediate, a professional?
- a) (If professional/intermediate) have you ever thought of taking it to a career level?
  - b) In an ideal world, would you like to do it as a career?
- 6) What was one of your best memories while playing the (musician)?
- 7) Do you have a preferred moment to play the instrument?
- a) Maybe preferred song to play?
- 8) Could you tell me how a day when you are going to play the instrument looks like?

Thank you very much for your time and giving me the information, I needed. Do you have anything else you would like to add?

## 11. Audio recording link

<https://drive.google.com/file/d/1-dI7KWDN6tNFAe6iGjla53RMtMH81Bxz/view?usp=sharing>

## 12. Transcript first interview

Transcript	
<b>Interviewer:</b> [00:00:00]	Hello, my name is Morgan, and I will be asking you a few questions about questions related to musicians in interview time conducting for one of my classes. The interview lasts about 30 minutes and during just 30 minutes, I hope to find to get as much information as I can and any information obviously will only be used like for my entire life, my research and not nothing else. So my first question was, how would you say music influenced your life?
<b>Respondent:</b> [00:00:39]	For me, actually, I'm playing guitar in the church and Korean church in here, but I don't know like playing instruments like I'm like, relieve my stress a bit. And like, I know, like just fun in my life, like, you know, like, I'm studying a lot, so like, I have no any fun things in my, you know, in the life in The Hague, in the Netherlands, but like, you know, the reason, because of, because I played guitar, so like, yeah, I mean, it's just fun in my life, I think, yeah, yeah.
<b>Interviewer:</b> [00:01:21]	would you like? How did you come about to go play guitar in a church? Like, how did you

<b>Respondent:</b> [00:01:30]	Start it end up?
<b>Interviewer:</b> [00:01:31]	Yeah.
<b>Respondent:</b> [00:01:31]	Like I don't know, like after I came here, like, I'm just looking for a church that I can go, well, like someone asked me, like, do you play any instrument like, so, oh, I play guitar when I was in Korea, like. So they ask me, like, if you don't mind, can you play the guitar in the church bands like, that's like, Yeah, the thing I think is cool. Like, yeah, that's why. Yeah, that's why I choose it because it was are interesting.
<b>Interviewer:</b> [00:02:02]	Would you say the fact that you ended up playing in a church was a good thing, like for your, I guess, music in like hobby or.
<b>Respondent:</b> [00:02:13]	Yeah, I think so. Yeah, because like. I think that, you know, like anyway, I have to play guitar like just like, you know, there's one day in the week, at least a day in a week, so like I think I think I can like develop skills more, my skills more and like, yeah, it's going to be just like, Yeah, it's going to be a hobby as well, Yeah, I think.
<b>Interviewer:</b> [00:02:42]	So like, you play it regularly, like, do you play at home or you play with the band mainly
<b>Respondent:</b> [00:02:48]	uh, the main playing is going to be a band, but like I have to practice as well, like I played in my house as well
<b>Interviewer:</b> [00:03:00]	like, So you told me you played in the band, in the church. So did you start playing? Like, at what age approximately did you start from a very young age or was it recently?
<b>Respondent:</b> [00:03:14]	I started to play guitar at maybe 10 or 11 years old. I just play like, you know, just for a hobby, you know, like this mom told me, like, you know, like, yeah, you have to like, learn just one instrument maybe like, I choose guitar but yeah, I started like that. So like, maybe it's going to be almost like ten years, I think.
<b>Interviewer:</b> [00:03:37]	uh, would you say the reason you got into music is from your parents because you said your mom?
<b>Respondent:</b> [00:03:45]	Oh yeah, because my mom is artist as well. My mom playing like an instrument, traditional instrument, like I got some effect from her because, you know, like I always saw she playing some instruments like, yeah, I got affected like, maybe like, yeah, I know, my parents.
<b>Interviewer:</b> [00:04:07]	Okay Uh, besides the fact that your mom proposed to guitar, did you maybe decide guitar for a certain reason or did you have another instrument in mind?
<b>Respondent:</b> [00:04:20]	Uh, like. At first I started to play piano because like, it's a basic, you know? Yeah. But like, I think it's not fit for me, like, it's a bit hard and I don't like to play like this. So like I started, I play a lot of instruments like violin, guitar and piano, like drum, like bass or whatever, but like guitars really fit I mean, like, you know, fit for me. Like, I was really happy when I when I was young and playing guitar, so like, that's why I choose guitar again.
<b>Interviewer:</b> [00:04:55]	Ok. And do you ever like maybe sometimes try to practice a different instrument now or you just stick to guitar only?
<b>Respondent:</b> [00:05:04]	Uh, for now, I don't know why, but I want to learn piano again, I'm really bad at piano like, because like because piano is like the bass on the music. Every instrument, it's like, it's like, I want to learn piano and drum as well, so like I want like, I want to make like some, you know, like. I learn a lot of instruments, so yeah.
<b>Interviewer:</b> [00:05:34]	When you tell people that you play an instrument like the guitar. Uh, what type of replies you usually get like from your friends, maybe strangers.

<b>Respondent:</b> [00:05:44]	Like, You should play, sometimes like when someone asks, like, Oh, do you have any instruments you can play like, Oh, I play guitar? Oh yeah, you should play. Sometimes i mean, yeah, kind of things
<b>Interviewer:</b> [00:05:57]	Do you like... Besides, like the fact that they always ask you, Do you wanna play like, maybe play? Is there any other question that maybe comes up a lot like they ask you a lot? Like, I don't know. Yeah, just take questions. You would maybe hear a lot when
<b>Respondent:</b> [00:06:11]	Yeah question is like, how long like, did you play or like, why do you choose guitar as well, you know, kind of something like that.
<b>Interviewer:</b> [00:06:22]	Do you like it when they ask you a lot of questions like that or?
<b>Respondent:</b> [00:06:27]	And I have no feelings like because everyone's just like that, so like it's just like, you know, like, yeah, yeah, I can do that.
<b>Interviewer:</b> [00:06:35]	Do you have you ever been maybe approached by one of your friends and they asked you to play a certain song? on like the guitar or the instrument?
<b>Respondent:</b> [00:06:45]	Yeah. Like what do you mean?
<b>Interviewer:</b> [00:06:47]	Like, for example, your friend comes up to you and is like, Oh, I would really like to hear the song played like, I'm like
<b>Respondent:</b> [00:06:56]	Yeah, yeah, sometimes Yeah, yeah. They ask, like, can you play this song? If you can, can you like, play it for me? Like, all right, it's a bit embarrassing, but I'll I'll try something like that. Yeah.
<b>Interviewer:</b> [00:07:11]	And do you usually manage to, like, play the song straight away and to look at like, uh, maybe like a the song sheet.
<b>Respondent:</b> [00:07:21]	Playlist?
<b>Interviewer:</b> [00:07:23]	Yeah. Like, you know how in music you have the notes.
<b>Respondent:</b> [00:07:27]	Like notes,
<b>Respondent:</b> [00:07:28]	Music notes
<b>Respondent:</b> [00:07:30]	Like you mean like that. I'm seeing a lot that.
<b>Interviewer:</b> [00:07:33]	no, like when when someone asks you for to play song, do you some you know how to play it from the head if you've heard it before or you have to look at the notes.
<b>Respondent:</b> [00:07:44]	Like, I can play just like a bass and I'm like, not like, not like Same, but like, you know, like bass line or something. But like, like if I want to play like perfectly same, I have to see like music notes, I think, Yeah.
<b>Interviewer:</b> [00:08:03]	Okay. So you mentioned you've been playing for, since you were 10 years old righ?
<b>Respondent:</b> [00:08:09]	yeah
<b>Interviewer:</b> [00:08:09]	What would you say, your level? Your skill level is in terms of music.
<b>Respondent:</b> [00:08:15]	Hmm. You mean only for the guitar or just whole of music?
<b>Interviewer:</b> [00:08:19]	Let's say guitar. And maybe we will see for the others

<b>Respondent:</b> [00:08:21]	like for guitar. My levels, like one to 10, I think is going to be 6 because like, I never like, get learn from others. I just learned myself by myself, like, I'm not that professional, but like, I love that to hear. I think it's maybe like six I think, yeah,
<b>Interviewer:</b> [00:08:44]	Six. So was there maybe any moment when you were practicing or like playing it and then you kind of doubted the fact that you liked the instrument, like you kind of stopped playing maybe for a while?
<b>Respondent:</b> [00:09:05]	I don't know. Maybe I
<b>Respondent:</b> [00:09:13]	I just stopped it here when I was in high school, like it's not because of like, you know, like the feeling that I want, I don't want to play, but I was really busy because because of like studying or something so like and I have no time to play guitar and I wasn't not in the school band club as well as like, I have no chance to practice. Like, it's like, Yeah, that's my stuff. A little bit.
<b>Interviewer:</b> [00:09:40]	Ok, so you said you would rate yourself a six or seven?
<b>Respondent:</b> [00:09:47]	Level six
<b>Interviewer:</b> [00:09:48]	Six, would you say, like, it's like intermediate or professional level, if you have to give yourself a title?
<b>Respondent:</b> [00:09:59]	Amateurs
<b>Interviewer:</b> [00:10:01]	Amateur?

### 13. Methodological learnings

#### Good interview skills

Example 1

**Okay. So you mentioned you've been playing for, since you were 10 years old right?**

Explanation

the use of past information given during interview

Example 2

**would you say, like, it's like intermediate or professional level, if you have to give yourself a title?**

Explanation

giving the interviewee a feel of self-accomplishment as I give him high rating.

Example 3

**What would you say, your level? Your skill level is in terms of music.**

Explanation

give the interviewee self-evaluation, allowing them to reflect on their abilities to give a interviewer a better idea of the skills they have.

#### Interview skills that need improvement

Example 1

Okay Uh,

**Explanation**

I constantly say “okay uh” and I feel like it makes the interview less professional and makes it seem like I don’t know what I’m talking about.

**Example 2****like****Explanation**

the use of “like” makes it feel more casual. It could be good for more casual interviews but this is becoming a habit.

**Example 3**

“You know, like just...”

**Explanation**

too casual, it would be better to be a bit more formal and make it feel a bit less like a friend conversation.

**14. Follow-up curiosities:**

- As a musician what do you think of the way the music industry is going to ward now our days?

## Week 1.5: Ethnographic interview.

### Plan the ethnographic interview:

Once again, you start by defining the set-up of your ethnographic interview. Check for the last time the research questions defined in week 3, the follow-up curiosities that you defined at the end of last week, and the profile of your interview participant (Note that this is a different participant than during the semi-structured interview of last week!). Use this information as inspiration to define the objective of your ethnographic interview. Then, define the protocol of your ethnographic interview as instructed during the lesson. This interview should also last at least 30 minutes.

### Gather data

Conduct the interview and make an audio recording. Add the link of your audio recording in this document and keep the recording until after you passed the course.

Once at home, listen to the interview. This time you do not need to make a transcript, but we recommend you do make one. Again, extract interesting quotes from your interview and create the last batch of data cards. Add these cards to appendix C.

### Partial reflection and conclusions

Reflect one last time on your performance as an interviewer. Add two examples of good interview skills, and two examples of interview skills that need to be improved, in the “Methodological learnings” section and explain why.

Have your data cards from all the previous research activities ready to use in the next session. They can be either printed and cut, or ready in a digital board. You should have more than 20 cards! Otherwise, check your data again and try to create more. Remember, the more the better! Make sure all your data cards are in appendix C.

**// NOTE: do not forget to have your data cards ready to use during the next session.**

### **15. Ethnographic interview Set-up**

- 15.1. Objective of the ethnographic interview: find what musicians think about the new music industry.
- 15.2. Related research questions: As a musician what do you think of the way the music industry is going to ward now our days?
- 15.3. Participant: I am interviewing a person who plays the piano and has been in shows
- 15.4. Relevance of participant's profile: I get to have a different point of view, into the aspect of someone who does shows
- 15.5. Resources: audio recording

## **16. Ethnographic interview protocol**

Hello, my name is Morgan Gibrila and I will be asking you questions related to musicians as an interview as part of research that I am conducting. The interview will last around 30 minutes, where I will be asking you a couple questions. Any information will not be shared with others and will be used strictly for my research.

Their music life

1. As a musician, what type of instruments have you played?
2. Could you tell me what a day when you had lessons looks like?
  - a. How many hours did you have a week?
  - b. During these show, what type of routines did you have to prepare yourself?

The music industry.

1. As a musician what do you think the music industry is going toward now our days?
2. Can you tell me how the practice of instruments can influence music industry?
3. What are your thoughts on the statement form my previous interview “Most of the people should learn an instrument” and do you agree with it?

## **17. Audio recording link**

[https://drive.google.com/file/d/1KWyUuHj\\_mId9ldePa5gY2yUEKawONVAk/view?usp=sharing](https://drive.google.com/file/d/1KWyUuHj_mId9ldePa5gY2yUEKawONVAk/view?usp=sharing)

## **18. Methodological learnings**

### **Good interview skills**

#### **Example 1**

“So you said you tried the guitar. What about the guitar, did you not like?”

#### **Explanation**

using information that was given earlier to formulate a question

#### **Example 2**

“You said that for your second show, you had the opportunity to play your grandfather's favourite song. Did you get to choose what song you performed every, every show or you had a list of options and you chose which one?”

#### **Explanation**

the way to formulate the questions and the way I attack the question was done smoothly.

### **Interview skills that need improvement**

#### **Example 1**

“Well, thank you very much. Thank you.”

#### **Explanation**

the ending could have been better and I could have ended telling them that I have all the information needed

#### **Example 2**

“what do you think the music industry is going towards nowadays?”

### **Explanation**

very broad question, it could have been more precise, as everyone can interpret this question differently.

## **Week 1.6: Interpreting Data**

### Identifying patterns

This week you will combine all your findings and find patterns in your data. This will be done in an affinity diagram. Elaborate on the diagram that you made in class. Make sure the clusters are clear and have a name.

Make a brief description of each cluster so it will be easier for you to create different user insights. Make sure you mention which data cards you used where.

### Translate findings into insights

Once your clusters are clear, it is time to define your user insights. A rule of thumb is to have similar number of insights as clusters, but this is not always the case. A user insight can also be based on a small number of datacards that really spark your design inspiration.

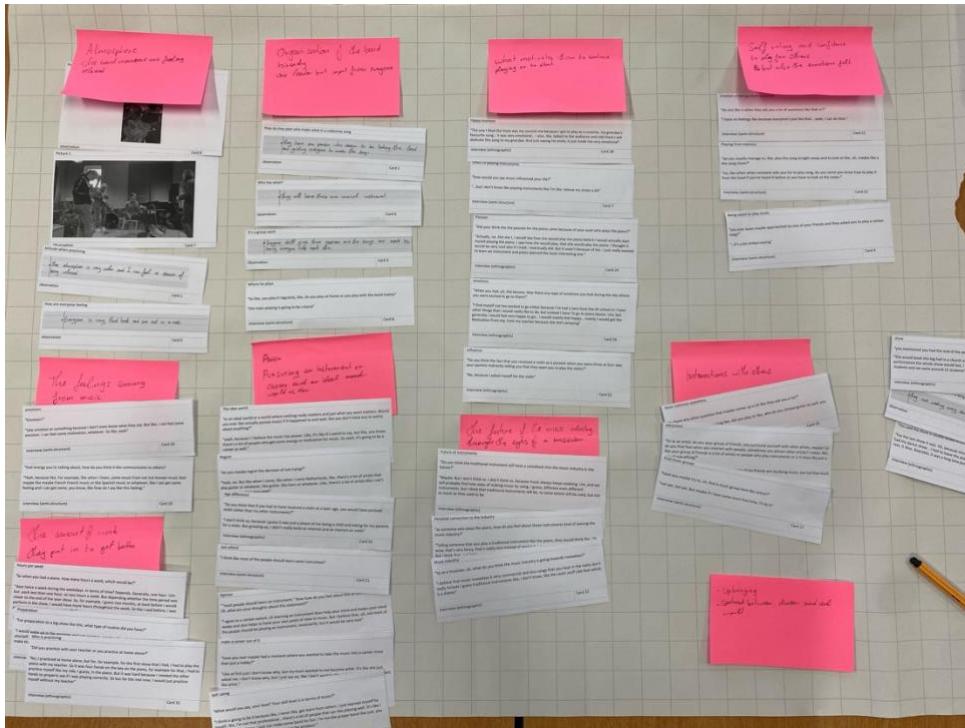
It is a strength if a user insight is backed-up by several different sources. In this research project that would mean: interviewing, observation, and desk research. If in any of your user insights a specific activity did not contribute, please leave it blank. Add your user insight statement and the underlaying evidence to this document.

### Partial reflection and next steps

Reflect on your performance. How did it go with the affinity diagram and the insights? What was the most complex step for you and why? Are there some topics or steps that are not entirely clear? Write your reflection under the “methodological learnings” section (max 100 words).

Finally, look back at your findings and reflect. Do you think you have gathered enough data to answer your research questions? Did you cover all your research questions? If there is something missing, what next step would you propose if there was more time? Why? Add your proposal to this document.

## 19. Affinity diagram:



## 20. Main clusters

The clusters I have made in my affinity diagram are:

### the atmosphere, the band members are feeling relaxed

When I went to do my observation, the atmosphere in the environment was very peaceful, there was no feeling of doing wrong and the band members felt very relaxed and seemed to be very relaxed .

**Data card statement:** How are everyone feeling

**Card number:**  
5

**Data card statement:** Attitude when practising

**Card number:**  
1

**Data card statement:** Picture 1

**Card number:**  
7

**Data card statement:** Picture 2

**Card number:**  
8

### organisation of the band hierarchy, one leader but there is input form everyone

During my observation I noticed that one person takes the role of a leader to king of guides the group, although there was a clear hierarchy it is not very noticeable as everyone gets to give their own input on what could be a good addition for the song.

**Data card statement:**How do they plan who make what in a collective song

**Card number:**  
2

Data card statement: Who has what?	Card number: 6
Data card statement: It's a group work	Card number: 3
Data card statement: Where he plays	Card number: 10

#### what motivates them to continue playing or to start

When doing the interviews, a common question I asked was the reason why they started. When discussing events, where they played music, that they had, they often told me that that was a motivational aspect of their music adventures.

Data card statement: Effect of playing instruments	Card number: 9
Data card statement: Influence	Card number: 24
Data card statement: Passion	Card number: 26
Data card statement: emotions	Card number: 28
Data card statement: Happy moment	Card number: 30

#### the feeling coming from music

During an interview one of the interviewee told me that they can feel a type of feeling when playing music or even listening. Regardless of if they understand the words being said, they can still feel the emotions coming from the artist.

Data card statement: emotions	Card number: 22
Data card statement: Energy	Card number: 21

#### pursuing an instrument or career and in an ideal world vs now

I noticed that a lot of musicians don't peruse music because it is an industry with a lot of other musicians, and it is really just a hit or miss game. You can make a really good song, and everyone likes it or you can make a song you love but no one likes. They most of them seem to choose the safety rout and not pursue it their dream by fear of not making it.

Data card statement: <b>The idea world</b>	Card number: 20
Data card statement: <b>Regret</b>	Card number: 17
Data card statement: <b>Age difference</b>	Card number: 25
Data card statement: <b>last advice</b>	Card number: 23
Data card statement: <b>Opinion</b>	Card number: 37
Data card statement: <b>make a career out of it</b>	Card number: 16

Data card statement: <b>Self rating</b>	Card number: 15
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#### the future of the music industry through the eyes of a musician

The future of the music industry is changing, and the traditional type of instrument are being replaced by digital instruments. I wanted to get the opinion of artist who has played and performed with physical instrument what their thought on that was.

Data card statement: <b>Future of instruments</b>	Card number: 35
Data card statement: <b>Personal connection to the industry</b>	Card number: 36
Data card statement: <b>Music industry</b>	Card number: 34

#### interactions with others

Out of curiosity I was interested in knowing who musicians usually surrounds themselves with. Do they hangout with mainly musicians or with everyone no matter if they play music.

Data card statement: <b>Most common questions</b>	Card number: 12
Data card statement: <b>Attraction</b>	Card number: 18
Data card statement: <b>Find music groups</b>	Card number: 19

#### the amount of work they put into getting better

Some people think that playing an instrument is hard, others think it is easier. I was interested in knowing how much time they spend practicing and how much difference did they see between practicing a lot and not practicing at all.

Data card statement: <b>Hours per week</b>	Card number: 27
Data card statement: <b>Preparation</b>	Card number: 32
Data card statement: <b>Who is practicing</b>	Card number: 33

#### Self-rating and confidence to play for other but also the emotion felt while playing.

A lot of musicians tend to rate themselves low

Data card statement: <b>Emotion of being asked questions</b>	Card number: 11
Data card statement: <b>Playing from memory</b>	Card number: 12
Data card statement: <b>Being asked to play music</b>	Card number: 11

## 21. Insights

**User insight 1:** Their upbringing had an influenced their life due to their family member being into music.

During both my interview, both interviewee had their family or one of their family member with a background in music and it kind of influenced their interest in musical instrument.

**Data from observation**

No Data

**Data from semi-structured interview**

"My mom is artist as well"

**Data from ethnographic interview**

"In the family, we do have musicians, for example, his sister, my aunt."

**User insight 2:** There is a clear contrast between musicians' dream lives with music and their current life with music.

There is a big contrast between their ideal music life and their actual life. They all had to reduce their practice time or stop playing due to studies and working to make a living out of something else than music.

**Data from observation**

No Data

**Data from semi-structured interview**

"In an ideal world... Would you ever like actually pursue music..?" "Yeah, I think so"

**Data from ethnographic interview**

No Data

**User insight 3:** There is a clear influence of the new ways of making music using digital instruments and which is replacing the more traditional music making ways.

Everyday more and more songs are made, and they are slowly straying from the traditional ways of making it. During the observation I noticed that even thou they used instrument a lot of digital components were used.

**Data from observation**

During the observation I noticed that a lot of things the music students used digital components to make music.

**Data from semi-structured interview**

No Data

**Data from ethnographic interview**

"how do you feel about those instruments kind of leaving the music industry?" "I feel like nowadays. Telling someone that you play a traditional instrument like the piano, they would think like, Oh, wow, that's very fancy, that's really nice. Instead of seeing it, I guess more of like a normal thing. But. I think that. just instruments in general, they're kind of dying. Um, but they still do play an important role in the music industry industry. So they're not completely dying, I guess. But there. Left behind."

## 22. Methodological learnings:

While making the affinity diagram I had some issues to find each cluster, but eventually I started to make connections and managed to put all my data cards but left out 2 that I could not put in any cluster. For the insights I choose the most relevant clusters and reformulated them to a topic that can be discussed.

### **23. Proposal for next steps**

- 23.1.** Questions/topics: I would like to expand of the topic of the music industry taking over the new ways of making music. I would also like to touch on the topic of the new concerts where more and more of them don't have a live band that performs with real instruments and how musicians feel about that.
- 23.2.** Steps suggested: the ways that I can answer the questions stated above are: normal conversations at a music event, find only forums.

## **Week 1.7 + 1.8: Design Directions and Communication**

### Formulation Design Direction(s)

It is time to translate your user insights into design directions. The insights you derived from your design research can be seen as "information". The design directions state what a designer could potentially do when taking this information into account.

This is an interesting step, crucial for your design process, in which you transfer from your research findings to design possibilities. To do so, take a step back from your research, and look at your user insights from a bit more distance. What can you do with this as a designer? What kind of experience could you bring your subculture to improve their lives?

Describe a design direction (or more design directions if you want) that is (are) clearly based on one, or a combination of your user insights. **Describe the kind of experience you are trying to create, not an actual idea**

### Presenting research results

Finally, imagine you are in a meeting to present the results of your work to your client. You will need to describe your subculture and communicate your findings (user insights) and possible design directions in an engaging and empathic way.

Keep in mind that you are the one who did the research, over the weeks you have built an understanding of (and empathy for) your subculture. How can you transfer this understanding to people that did not interact with your participants? Choose any means to communicate your user insights and design direction(s) and to transfer this understanding.

### **24. Design directions**

#### **Design Direction: recognition app**

Based on the following user insight(s):

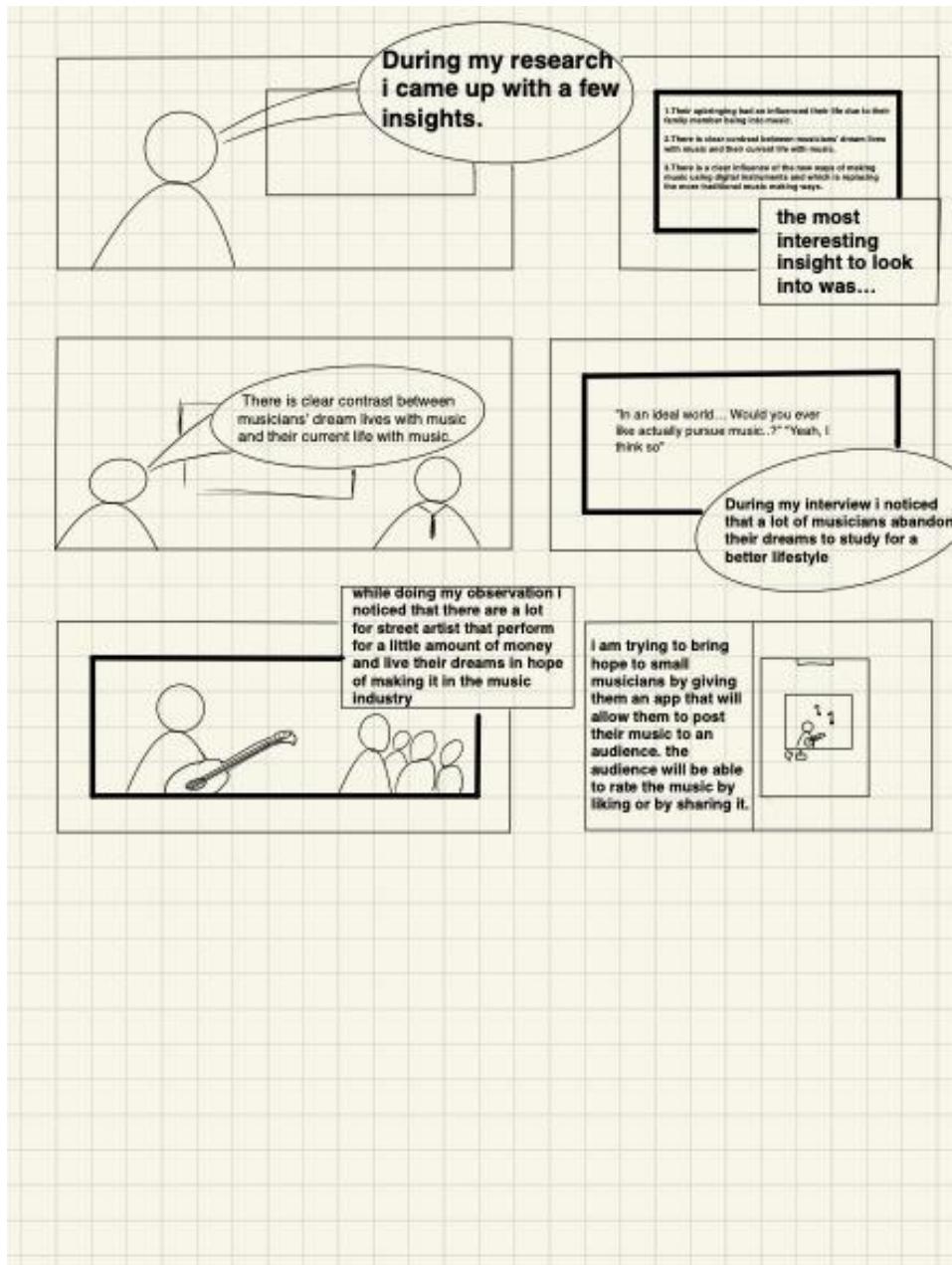
There is a clear contrast between musicians' dream lives with music and their current life with music

Description:

A lot of musicians end up discarding their dreams of becoming a musician because of the way society is, and people need to earn money to live. Being a small musician is not a sustainable job as you get little to no money to live. I want to create an app that will allow small musicians to get the recognition they deserve. The app will act like any social media where a user will have a feed which is personally customized based on preference. As a content creator you would be able to

post your music in forms of audio or video which will then be pushed to viewers that either follow you or that enjoys the same content that you are publishing. The viewers will see the content on their feed and will be able to like the content and/or follow you, if they don't already, which will allow the content creator to get more recognition with others.

## 25. Communicate your results to your client in an empathic and visual way

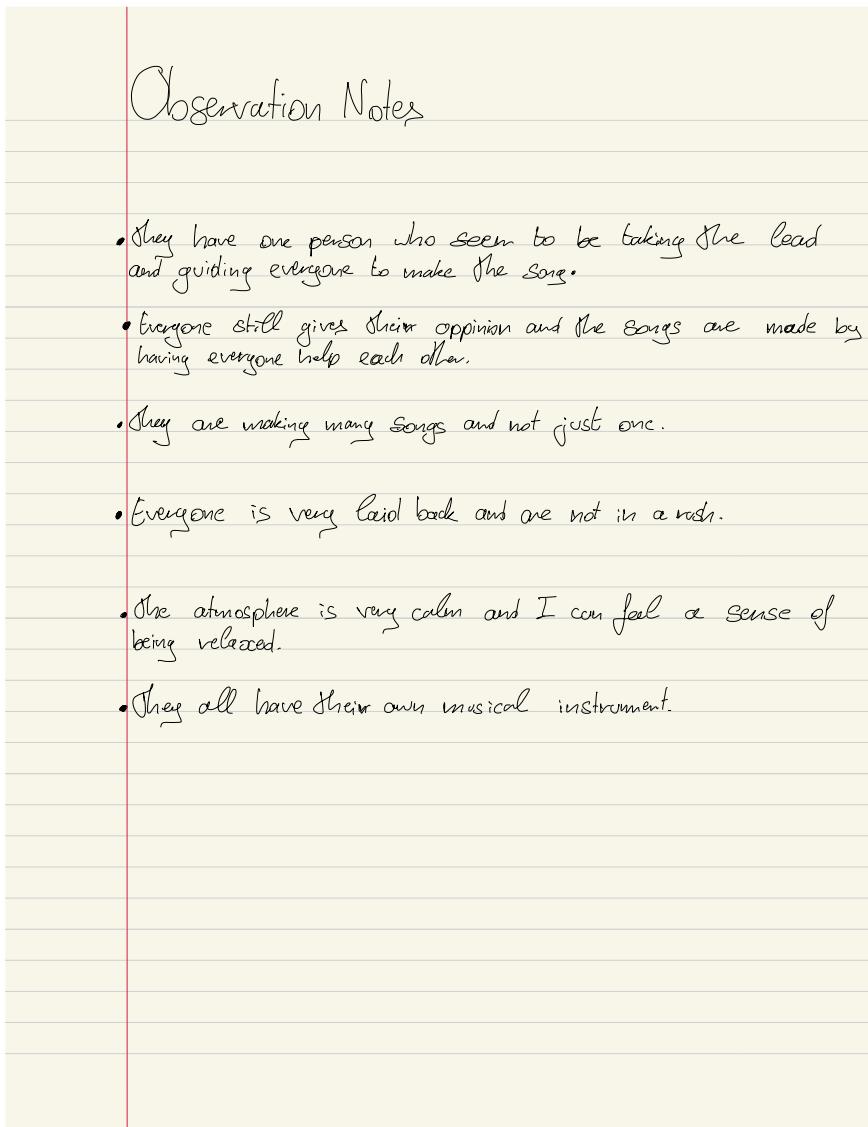


# APPENDIX

## Appendix A: desk research

the most relevant information I found is, "Becoming a professional musician is like stepping onto a total rollercoaster of financial instability. And virtually every musician will experience dire poverty at one stage or another."

## Appendix B: Observation pictures and field notes















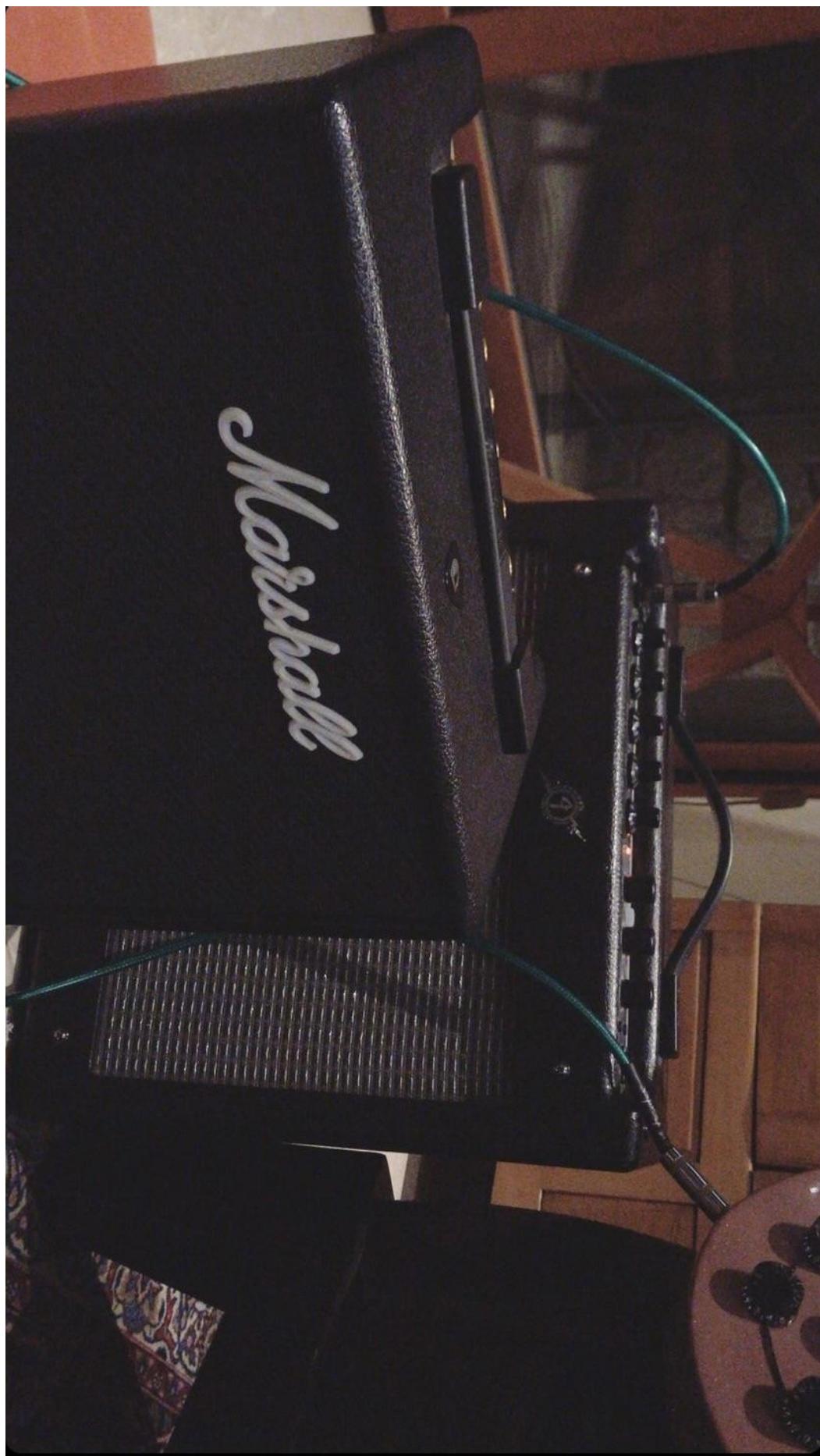


















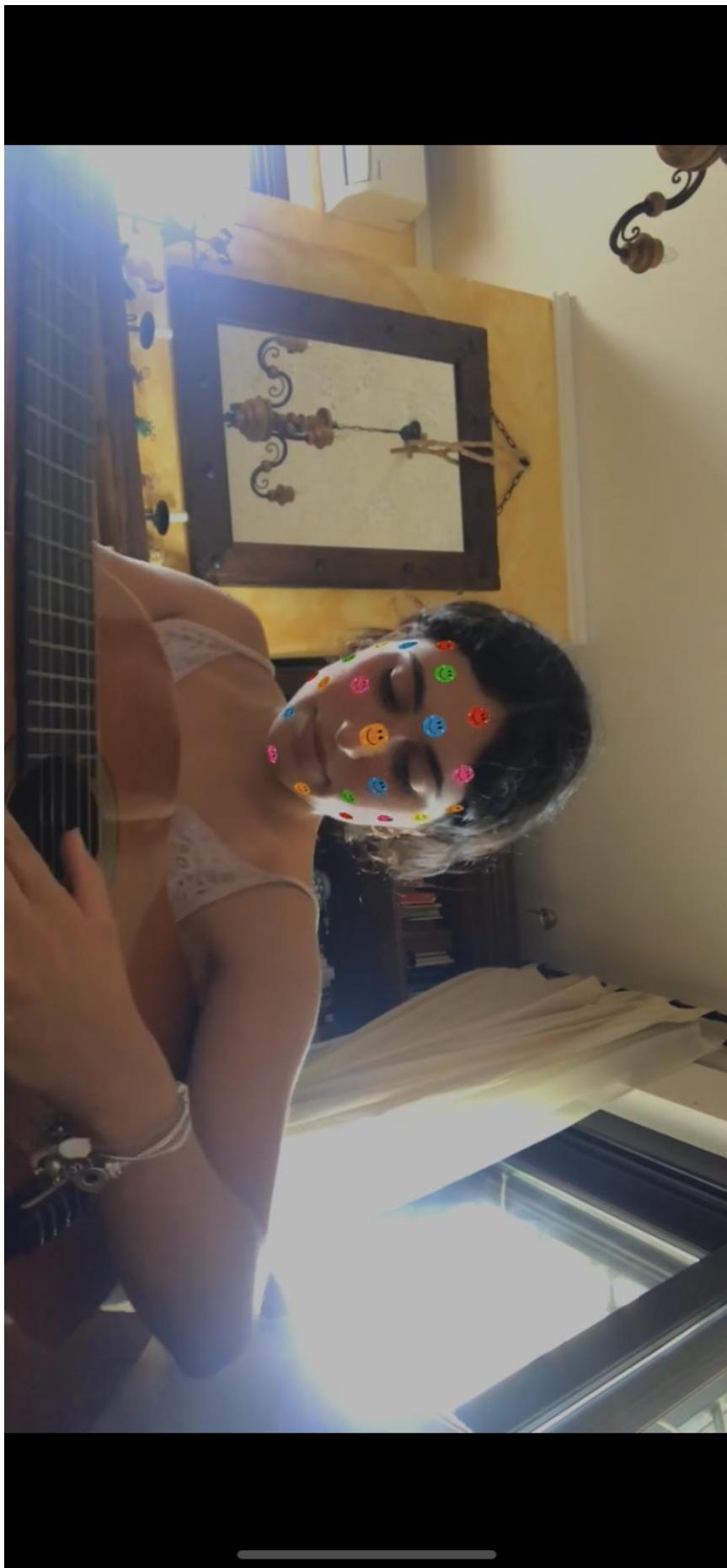






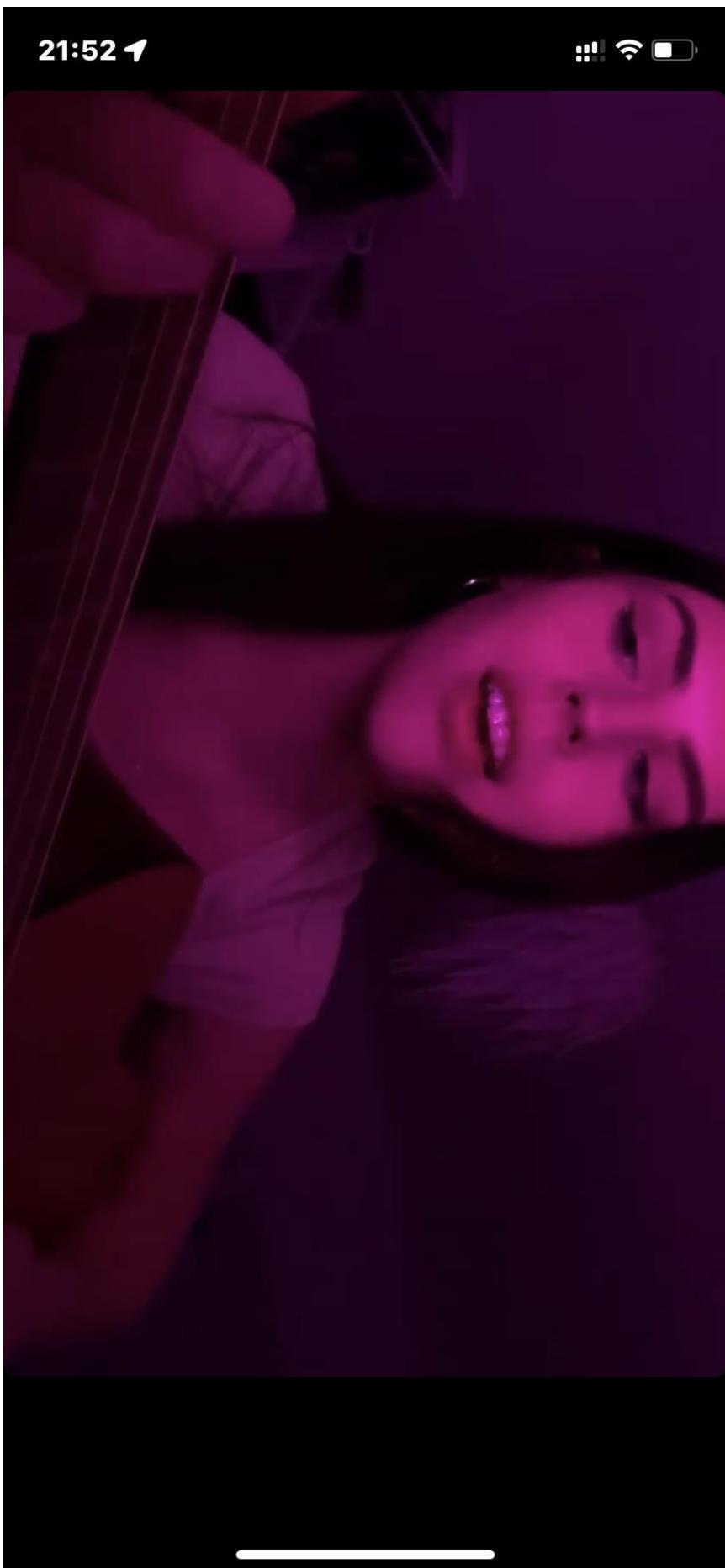






21:52





21:52 ↗



An old one I never posted))



## Appendix C: data cards

<make sure you have data cards from all your research activities. The more, the better! But at least 20. Copy and paste the data cards and fill them in>

Attitude when practising

• The atmosphere is very calm and I can feel a sense of being relaxed.

observation

Card 1

How do they plan who make what in a collective song

• They have one person who seem to be taking the lead and guiding everyone to make the song.

observation

Card 2

It's a group work

• Everyone still gives their opinion and the songs are made by having everyone help each other.

Observation

Card 3

How long does it take them to make a song

• They are making many songs and not just one.

observation

Card 4

How are everyone feeling

• Everyone is very laid back and are not in a rush.

observation

Card 5

Who has what?

• They all have their own musical instrument.

observation

Card 6

Picture 1



Observation

Card 7

Picture 2



observation

Card 8

**Effect of playing instruments**

"how would you say music influenced your life?"

"...but I don't know like playing instruments like I'm like, relieve my stress a bit"

interview (semi-structure)

Card 9

**Where he plays**

"So like, you play it regularly, like, do you play at home or you play with the band mainly"

"the main playing is going to be a band"

interview (semi-structure)

Card 10

**Being asked to play music**

"you ever been maybe approached by one of your friends and they asked you to play a certain song?"

"...it's a bit embarrassing"

interview (semi-structure)

Card 11

**Most common questions**

"Is there any other question that maybe comes up a lot like they ask you a lot?"

"Yeah question is like, how long like, did you play or like, why do you choose guitar as well, you know, kind of something like that."

interview (semi-structure)

Card 12

**Emotion of being asked questions**

"Do you like it when they ask you a lot of questions like that or?"

"I have no feelings like because everyone's just like that... yeah, I can do that."

interview (semi-structure)

Card 13

Playing from memory

"do you usually manage to, like, play the song straight away and to look at like, uh, maybe like a the song sheet?"

"no, like when when someone asks you for to play song, do you some you know how to play it from the head if you've heard it before or you have to look at the notes."

interview (semi-structure)

Card 14

Self rating

"What would you say, your level? Your skill level is in terms of music?"

"I think is going to be 6 because like, I never like, get learn from others. I just learned myself by myself, like, I'm not that professional... there's a lot of people that can like playing well. It's like I just can like, you know, I just can make some band for fun. I'm not the proper band like just, you know, just for fun. So like, I think it's going to be amateur."

interview (semi-structure)

Card 15

make a career out of it

"have you ever maybe had a moment where you wanted to take the music into a career more than just a hobby?"

"Like at first just I don't know why, but my mom wanted to me become artist. It's like she just asked me. I don't know why, but I just say no, like I don't want to like, I don't want to be an expert like artist."

interview (semi-structure)

Card 16

Regret

"do you maybe regret the decision of not trying?"

"Yeah, no. But like when I came, like when I came Netherlands, like, there's a lot of artists that play guitar or whatever, like guitar, like horn or whatever. Like, there's a lot of artists like I can't like survive in that area yeah"

interview (semi-structure)

Card 17

#### Attraction

"So as an artist, do you your group of friends, you surround yourself with other artists, maybe? Or do you find that when you interact with people, sometimes you attract other artists? I mean, like, like your group of friends is a lot of artists or people who play instruments or is it more like just a mix of everything?"

"mix of everything, Yeah, because yeah, some of my friends are studying music, but not that much like so yeah, it makes"

interview (semi-structure)

Card 18

#### Find music groups

"have you maybe try to, uh, find a music group here like online?"

"not yet. not yet. But maybe if I have some more free time, I'll do it"

interview (semi-structure)

Card 19

#### The idea world

"in an ideal world or a world where nothing really matters and just what you want matters. Would you ever like actually pursue music if it happened to end well, like you don't have any to worry about anything?"

"yeah, because I believe the music has power. Like, it's like it's weird to say, but like, you know, there's a lot of people who get some energy or motivation for music. So yeah, it's going to be a career as well."

interview (semi-structure)

Card 20

#### Energy

"that energy you're talking about, how do you think it like communicates to others?

"Yeah, because like. For example, like when I listen, some music from not not Korean music that maybe like maybe French French music or like Spanish music or whatever, like I can get some feeling and I can get some, you know, like how do I say like this feeling."

interview (semi-structure)

Card 21

emotions

"Emotion?"

"Like emotion or something because I don't even know what they say. But like, I can feel some emotion. I can feel some motivation, whatever. So like, yeah"

interview (semi-structure)

Card 22

last advice

"I think like most of the people should learn some instrument"

interview (semi-structure)

Card 23

Influence

"Do you think the fact that you received a violin as a present when you were three or four was your parents indirectly telling you that they want you to play the violin?"

"No, because I asked myself for the violin"

interview (ethnographic)

Card 24

Age difference

"Do you think that if you had to have received a violin at a later age, you would have pursued violin rather than try other instruments?"

"I don't think so, because I guess it was just a phase of me being a child and asking for my parents for a violin. But growing up, I didn't really build an interest and an interest on violin"

interview (ethnographic)

Card 25

## Passion

"Did you think the the passion for the piano came because of your aunt who plays the piano?"

"Actually, no. She she I, I would See how she would play the piano before I would actually start myself playing the piano. I saw how she would play, that she would play the piano. I thought it would be very cool also if I tried. I eventually did. But it wasn't because of her. I just really wanted to learn an instrument and piano seemed the most interesting one."

interview (ethnographic)

Card 26

## Hours per week

"So when you had a piano. How many hours a week, which would be?"

"days twice a week during the weekdays. In terms of time? Depends. Generally, one hour. Um, but ,each less than one hour, so two hours a week. But depending whether the time period was closer to the end of the year show. So, for example, I guess two months, at least before I would perform in the show, I would have more hours throughout the week. So like I said before, I was either two or three hours, in one day"

interview (ethnographic)

Card 27

## emotions

"When you had, uh, the lessons. Was there any type of emotions you had during the day where you were excited to go to them?"

"I find myself not too excited to go either because I've had a very busy day At school or I have other things that I would really like to do, but instead I have To go to piano lesson. Um, but generally I would feel very happy to go... I would mainly feel happy... mainly I would get the Motivation from my, from my teacher because she she's amazing"

interview (ethnographic)

Card 28

## show

"you mentioned you had the end of the year show. What type of show was it?"

"She would book this big hall in a church very close to the Coliseum and we would the performance the whole show would last, I believe, around five, six hours because it was all her students and we were around 15 students"

interview (ethnographic)

Card 29

Happy moment

"The one I liked the most was my second one because I got to play as a surprise, my grandpa's favourite song... it was very emotional... I also, like, talked to the audience and told them I will dedicate this song to my grandpa. And just seeing his smile, it just made me very emotional"

interview (ethnographic)

Card 30

Lasting the time

"You said the show is usually lasted around six hours. Was it a bit hard to last six hours?"

"For the last show It was. Uh, because since I also danced on the same day and at the same time I had my dance show... I had to leave the piano show earlier to go to my dance show. But for the rest, It Was. Bearable, it was a long time, but it's doable."

interview (ethnographic)

Card 31

Preparation

"For preparation to a big show like this, what type of routine did you have?"

"I would wake up in the morning and just practice, practice the whole time and also prepare yourself and I guess also, yeah, practice if you do mistakes. So how to catch up and how to not make the audience realize you made a mistake."

interview (ethnographic)

Card 32

Who is practicing

"Did you practice with your teacher or you practice at home alone?"

"No, I practiced at home alone, but for, for example, for the first show that I had, I had to play the piano with my teacher. So it was four hands on the key on the piano, for example for that, I had to practice myself like my role, I guess, in the piano. But it was hard because I needed the other hands to properly see if I was playing correctly. So but for the rest now, I would just practice myself without my teacher"

interview (ethnographic)

Card 33

#### Music industry

"So as a musician, uh, what do you think the music industry is going towards nowadays?"

"I believe that music nowadays is very commercial and also songs that you hear in the radio don't really include I guess traditional instruments like, I don't know, like the violin stuff like that which is a shame"

interview (ethnographic)

Card 34

#### Future of instruments

"Do you think the traditional instrument will have a comeback into the music industry in the future?"

"Maybe. But I don't think so. I don't think so, because music always keeps evolving. Um, and we will probably find new ways of making music by using, I guess, different even different instruments. but I think that traditional instruments will be, to some extent still be used, but not as much as they used to be."

interview (ethnographic)

Card 35

#### Personal connection to the industry

"as someone who plays the piano, how do you feel about those instruments kind of leaving the music industry?"

"Telling someone that you play a traditional instrument like the piano, they would think like, Oh, wow, that's very fancy, that's really nice instead of seeing it, I guess more of like a normal thing. But I think that just instruments in general, they're kind of dying... they're not completely dying, I guess. But there, left behind."

interview (ethnographic)

Card 36

#### Opinion

""most people should learn an instrument." Now how do you feel about this in this statement?  
Uh, what are your thoughts about this statement?"

"I agree to a certain extent, uh learning an instrument does help your mind and keeps your mind awake and also helps to have your own point of view in music. But I believe that, uh, not most of the people should be playing an instrument, necessarily, but it would be very nice"

interview (ethnographic)

Card 37