

Ownable Moment

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Introduction

Ownable Moments in Interaction Design

In the realm of interaction design, an "ownable moment" is defined as a specific point during a user's interaction with a digital product where a significant emotional shift occurs, either positive or negative. These moments are carefully crafted to enhance the user experience by triggering emotions like satisfaction, anticipation, or nostalgia. They are particularly valuable because they create a deeper connection between the user and the product, encouraging continued engagement and loyalty.

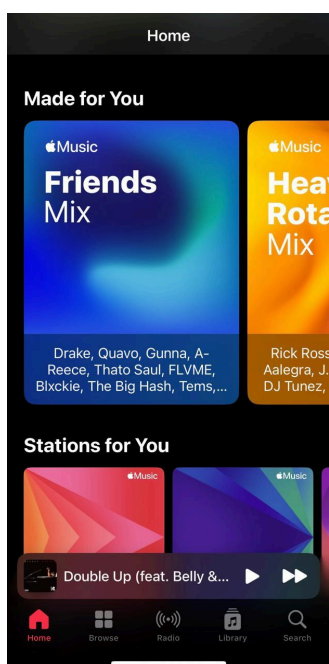
In this analysis, we will explore three distinct ownable moments within the Apple Music app, a popular digital music streaming service. Each of these moments plays a critical role in shaping the user's emotional journey, demonstrating how Apple Music effectively uses interaction design to create memorable and impactful user experiences.

Ownable Moment 1: Personalised Playlists ("For You" Section)

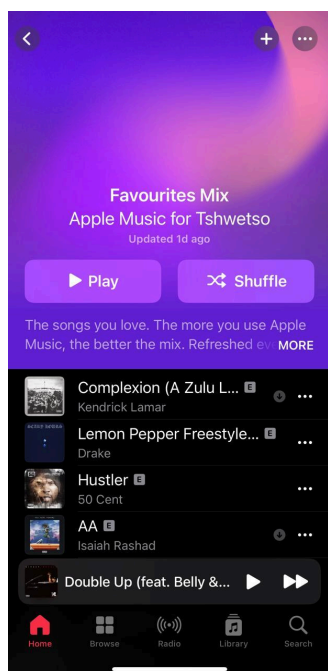
Title: Anticipation through Personalization

Screenshots:

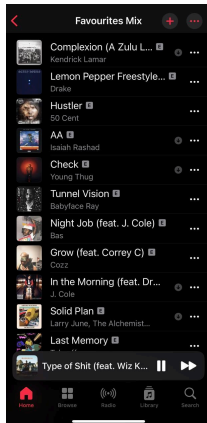
1. The "For You" section, highlighting the personalised playlists.



2. Screenshot showing a specific playlist (e.g., "Favourites Mix").



3. Screenshot displaying the contents of the personalised playlist.



The "For You" section in Apple Music offers users personalised playlists such as "Favourites Mix," "New Music Mix," and "Chill Mix," based on their listening habits. This feature creates a sense of anticipation and satisfaction as users eagerly check to see which songs and artists have been curated for them each week.

Emotion Addressed: The key emotion here is anticipation—users look forward to discovering new songs and enjoying their favourites, making the music discovery process more exciting.

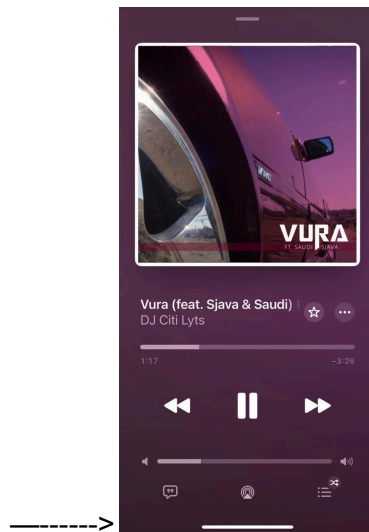
Effectiveness: This moment is effective in escalating positive emotions because it makes users feel understood and valued by the service, reinforcing their loyalty to Apple Music. The personalization makes the experience feel unique and tailored, which is a powerful motivator for continued use.

Ownable Moment 2: Real-Time Lyrics Display

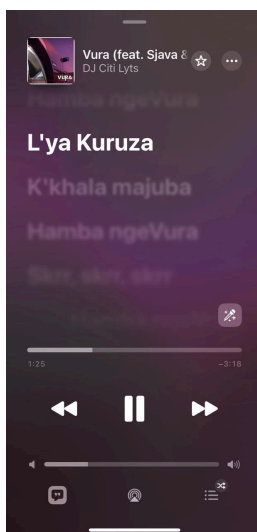
Title: Enhanced Engagement through Real-Time Interaction

Screenshots:

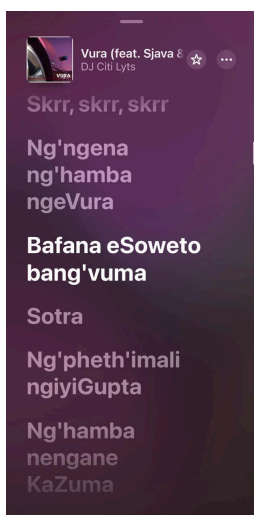
1. Screenshot of the lyrics feature in action during a song.



2. Screenshot showing the synchronisation of lyrics with the song's playback.



3. Screenshot of the lyrics scrolling feature.



Explanation:

Apple Music's real-time lyrics feature allows users to follow along with the words as a song plays, creating a more immersive and interactive listening experience. This feature not only enhances the connection between the user and the music but also adds a layer of engagement that transforms passive listening into an active experience.

Emotion Addressed: Engagement and connection—users can sing along or gain a deeper understanding of the song's meaning, making the experience more personal.

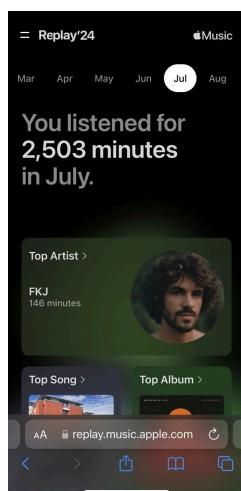
Effectiveness: The real-time lyrics feature is highly effective in enhancing user engagement. It caters to users who want to connect more deeply with the music, thereby increasing their overall satisfaction with the app. This interaction fosters a stronger emotional bond with both the music and the platform.

Ownable Moment 3: Apple Music Replay

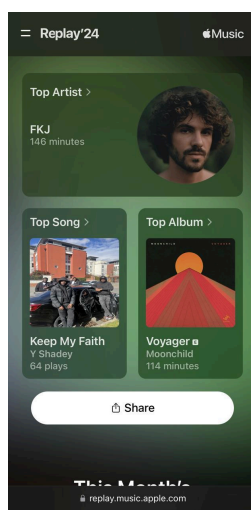
Title: Nostalgia through Yearly Reflection

Screenshots:

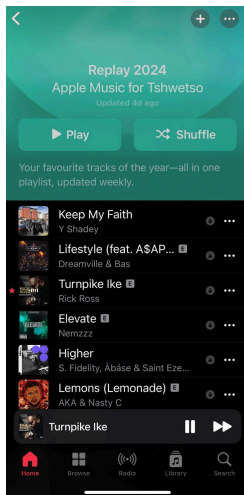
1. Screenshot of the Apple Music Replay homepage.



2. Screenshot showing the top songs, albums, and artists for the year.



3. Screenshot of the replay playlist being played.



Explanation:

Apple Music Replay is a feature that provides users with a summary of their most-listened-to songs, albums, and artists over the past year. This yearly recap evokes feelings of nostalgia as users reflect on the music that has accompanied them through different moments in their lives.

Emotion Addressed: Nostalgia and pride—users feel a sense of accomplishment and pride as they review their musical journey over the year.

Effectiveness: The Replay feature is very effective in creating an emotional connection by celebrating the user's musical preferences and memories. It encourages users to continue engaging with the platform, as they look forward to seeing their next year's recap, thus reinforcing their bond with Apple Music.

Reference List

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