CS 465 PRINCIPLES OF UI DESIGN – HOMEWORK 2

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User Archetypes:

The target user audiences can be categorized into 3 categories namely: 1) The Music Lover, 2) The Traveler and 3) The Moody

1. The Music Lover:

"The Music Lover" is the type of person who eats, sleeps and breathes music. It is almost impossible to find them unhooked from their earphones. They have at least over 500 songs in their playlist. They are open to new music and enjoy any form of music. They would listen to different songs based on the location they are and the activity they are performing. For example, while exercising they listen to a peppy number while at home before sleeping they will listen to slow soothing songs.

The users belonging to this archetype will use the application almost all the time. The users can be across any age groups: teens to those in midlife crisis. They are comfortable using the smart phone, at least the music player app since they use it every day. The user has a routine regarding the places he travels The environment in which the user will use the application can be either calm (house, school) or very noisy and distractive.

2. The Traveler:

"The Traveler" is the type of person who travels a lot, whether it is to commute to work or going on long distance trips. They listen to music occasionally. Music is their stress reliever during such hectic travels. They at times sleep while listening to music while they are traveling.

This user uses the application at specific times of the day ex: in the mornings and evenings while commuting to and from work or during the weekends. Even though the location might be same, the time of the day determines the kind of songs they listen to. The user might be driving while using the application. The locations they travel might be new or they might travel to this specific location only for a certain duration of time. The environment in which the user will use the application will mostly be noisy and disruptive.They might also be driving in the cars so the music player should be able to least distractive as possible also the songs should be changed with minimal interaction.

3. The Moody:

This category refers to those users who rarely listen to music. Music is not their cup of tea, they have other past times like reading books or playing sports. If at they listen to music, they listen to songs based on their mood. If they are in a bad mood they would listen to sad songs and they when they are happy they would listen to peppy numbers.

They are not aware of the new songs that have been released. They have a specific taste in taste in music. Sometimes the place where they are there and the kind of music they listen to will vary. For example, they could be at a pub where ideally the songs are supposed to be peppy and loud, but they might be sad. So they will listen to sad songs. Location based playlist may at times work for them, at times not. So, we should give the users an option to override the location-based playlist and be able to choose the playlist based on their mood.

"The Moody" user will use the application not so frequently as "the music lover". The environment in which the application is used can vary from being noisy to calm. This may also be an old grumpy person who might not be comfortable with the use of the smart phone for playing music, since they rarely listen to music.

Low-Fidelity prototype and Reflections:

1. Creating a playlist

Since the users will be associating location with their playlists. The user needs to be given an option to choose which location to associate the playlist with. The location could be the current location where the user is or it could be a far- away location. The playlist should also be associated with a particular route (a starting point and destination) so that the user can use it during long trips and for short walks.

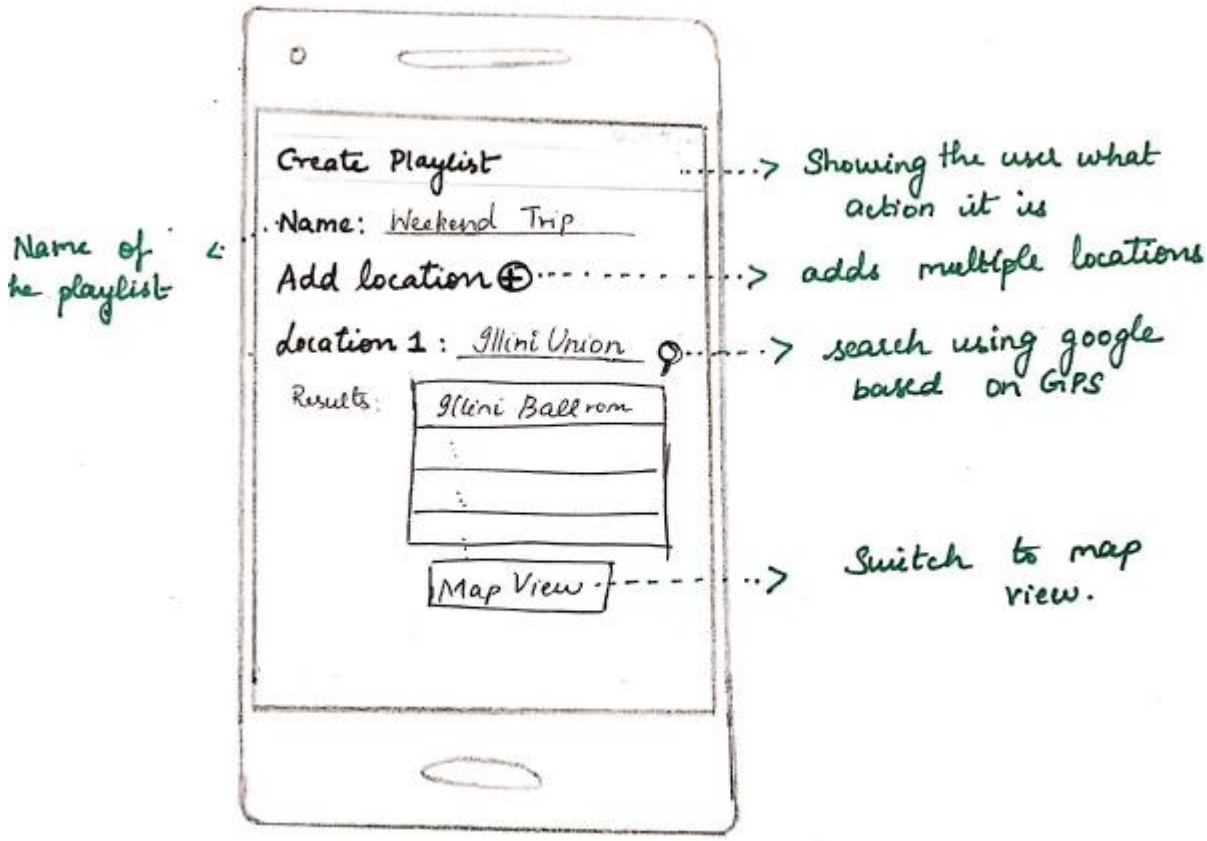
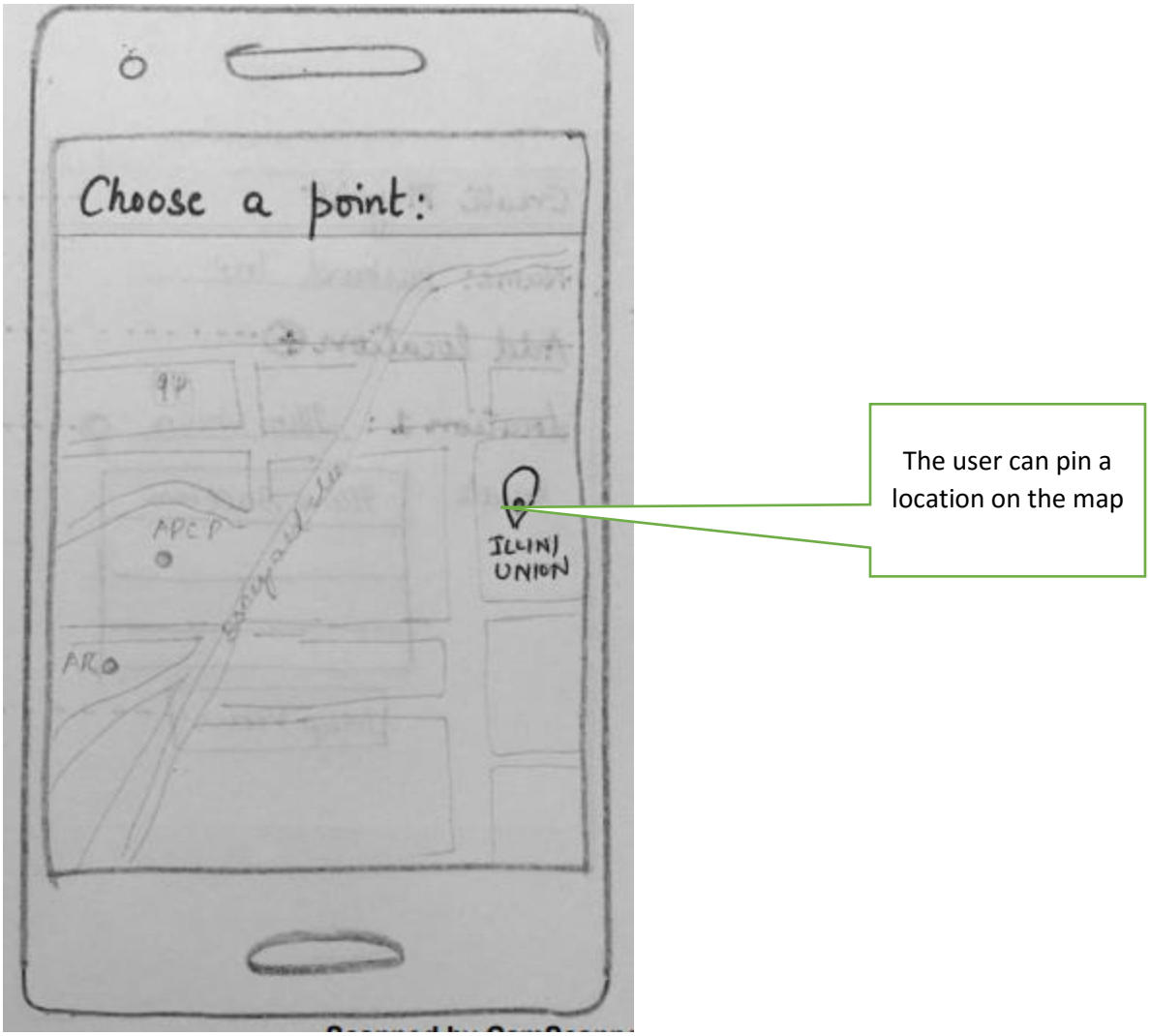


Fig 1: Creating a playlist (default view)

The user enters the details of the playlist like name. Also the “multiple locations” option allow the user to attribute the playlist with a number of location. Example: The weekend trip playlist can have two locations, the starting and ending location. If it’s a party playlist then we can tag it with a number of locations. Once the user has entered the location based on google’s suggestion he can choose a location. If he is unable to search for the location, he can use the map view to pin a location as shown below.

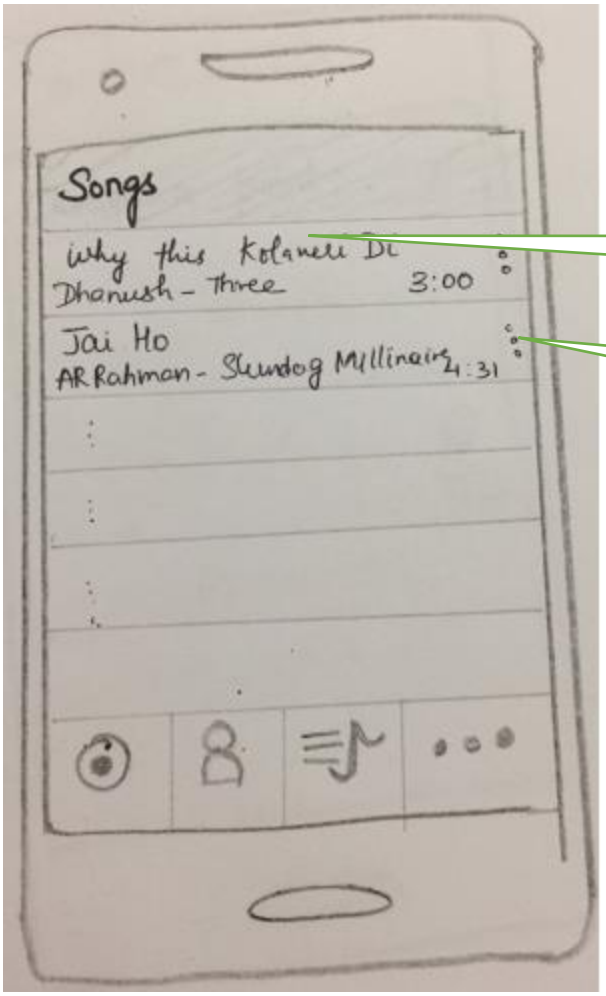


The current map is displayed based on the GPS location settings of the user.

The interface is kept similar to present day music application like Google Music, so that the users are able to use the app easily. However, the map view requires the user to be familiar with using navigation maps earlier. Also, when a person is visually challenged, they might face difficulty in using this feature.

2. Adding songs to playlist and marking as favorite

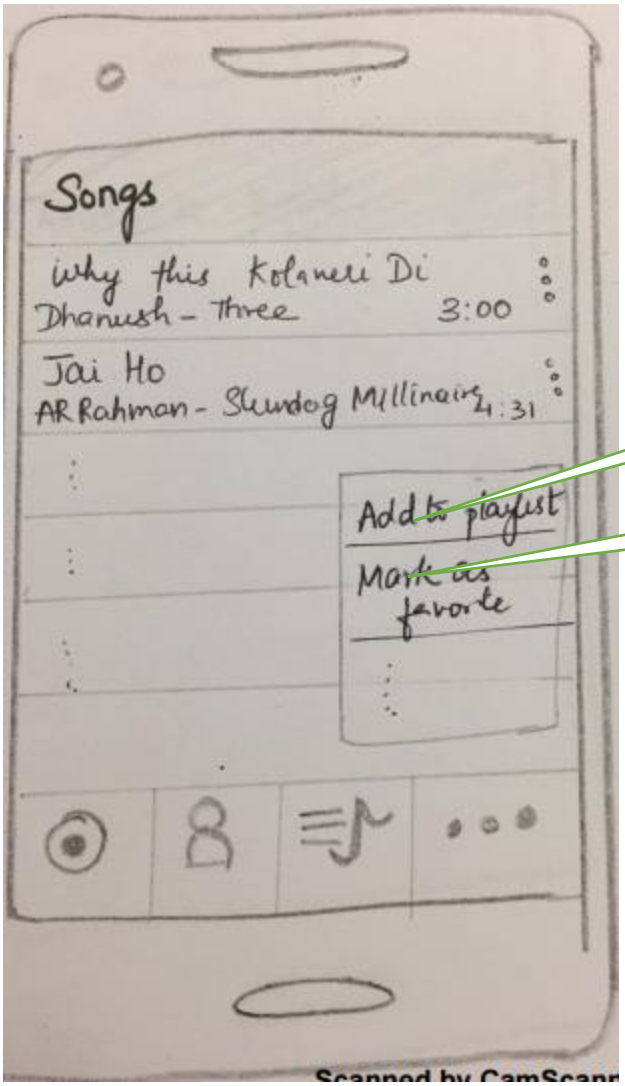
Once the playlist is created the user can add songs to the playlist as shown in the figure. Also the user can mark the songs to be favorite. This helps the application to choose which song to play when the user enters locations that are not covered in the playlist.



The user can select a song to play by clicking on it

The user can access various options by clicking on it

On clicking a menu option is displayed as shown below. Though, this approach is easy for the user to understand. The user has to add each and every song to a playlist individually which could be cumbersome.

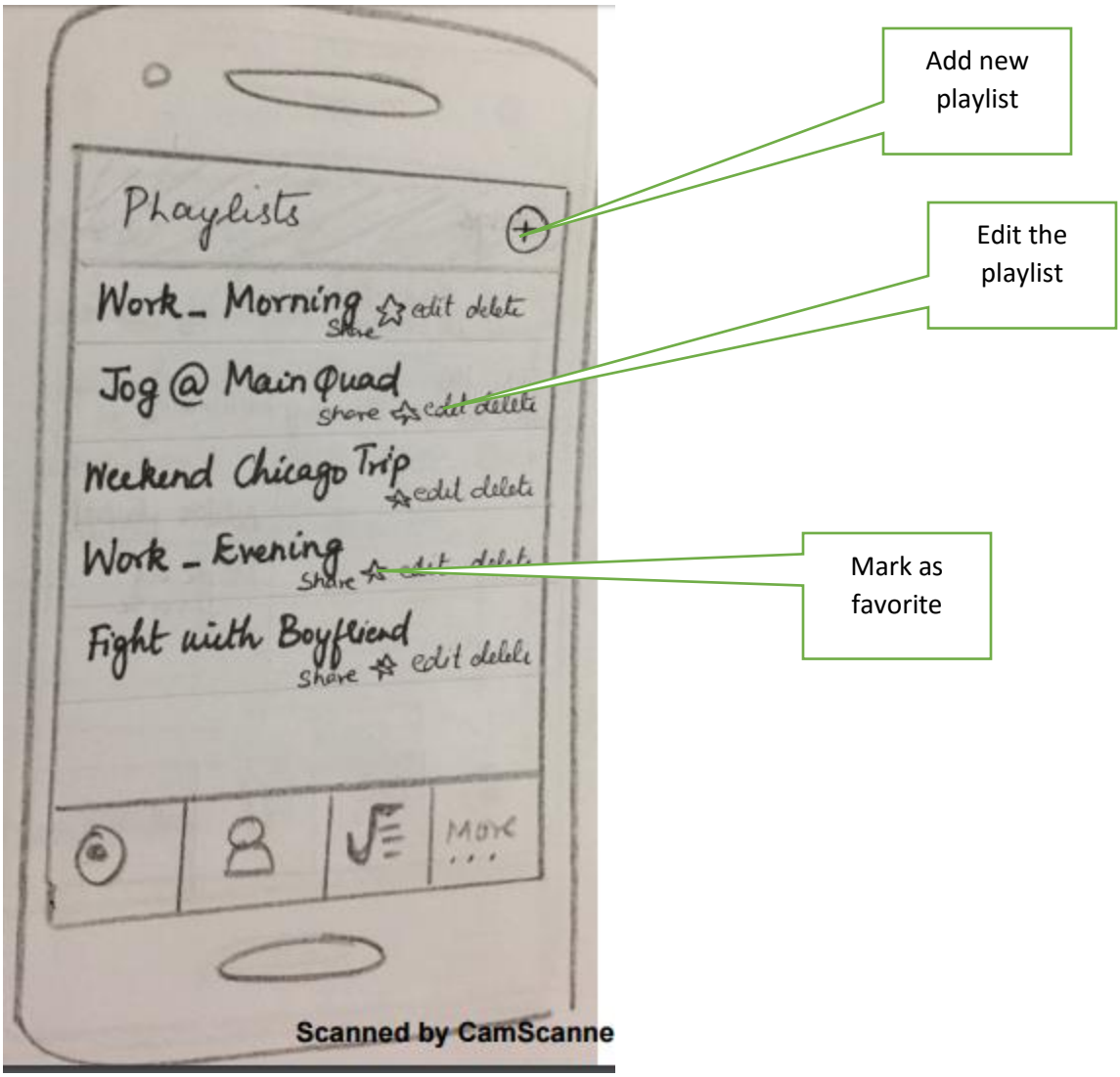


On clicking the available playlists are shown and the user selects one of them

Adding songs as favorite enable app to play songs when user is in unknown location or mute mode

3. View Playlists

On clicking the playlist icon at the bottom of the screen, the list of playlists available are displayed. The user can add a new playlist, edit, delete or share them from this screen. The advantage of marking a playlist as favorite is that the application can choose songs from that playlist when the user enters a location where no songs have been assigned.

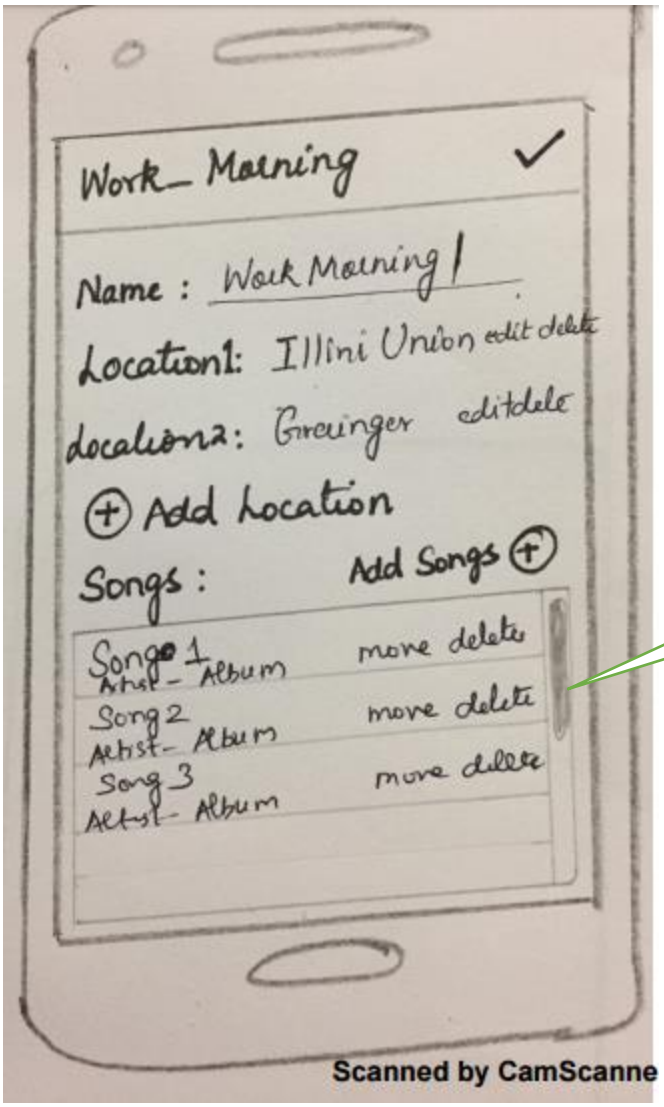


The disadvantage of having only location based playlist is that the user has to have separate playlist to play at different times ("Work_Morning" & "Work_Evening") of the day for the same location. If we have an option to enter time along when creating a playlist, we won't face this problem.

4. Editing playlists:

The user can edit the playlist by clicking on the edit option in the above screen. Not only can the user edit the details of the playlist he can also edit the songs and the order in which they appear in the playlist. This does away with the need to navigate to the songs tab to add a song to the playlist. Also it provides with the flexibility of the order in which the songs would be played. For example, the user while jogging will want to start with a slow rhythm song and in the middle will want a very fast song and end with a particular song.

However, when the number of songs are more the user will have to scroll through the pane below which can be cumbersome.

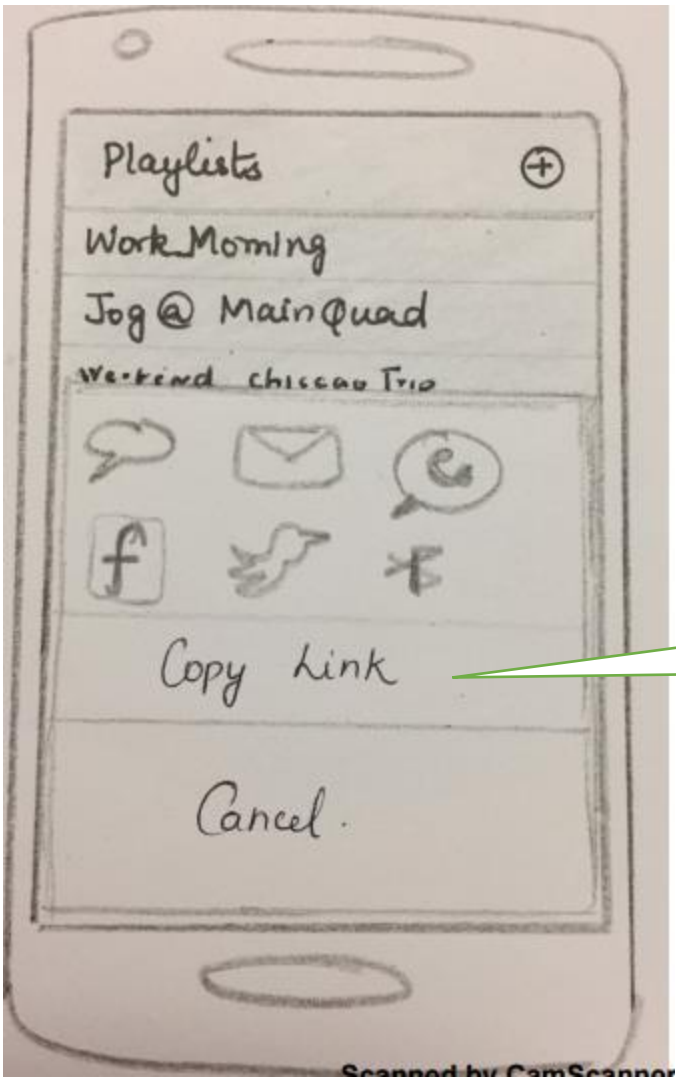


Scroller to scroll through songs and edit the playlist

5. Sharing playlists:

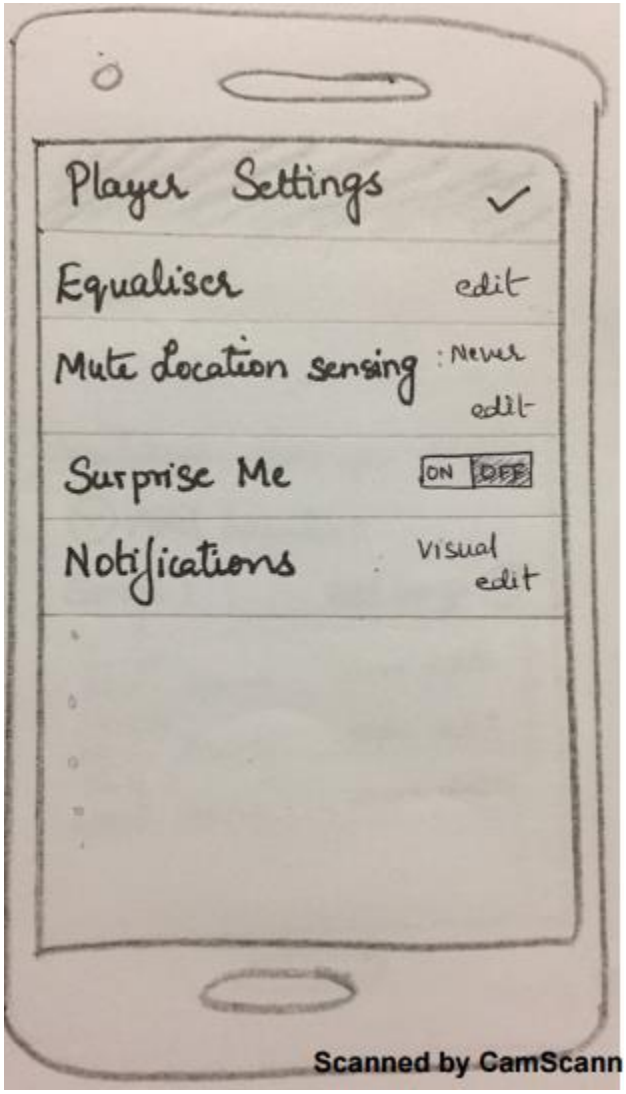
This feature is based on the assumption that a lot of users are using the app and users have an option to upload their songs to the cloud. So let's say that a user wants to share the playlist that he has created with his friends, then he can use the share button to send a link to his friends either via message, watsapp or email. When his friend clicks on the link he will listen to songs that was uploaded from the application website if he has not downloaded the app. The user can also share the playlist in social media platform like facebook, twitter etc.

The advantage of this approach is that we can get details of the songs that various users listen to at different places. Later we can use this information to automatically play songs when a user enters a new location if he is open to listening to new songs that are not from his playlist. Soon, when all the songs are in clud, users need not store songs in their mobile rather they can just download our app and we can continuously play songs based on their location from the information we have collected over months.



Link to the playlist and the songs that can be accessed by the receiver from the app's server

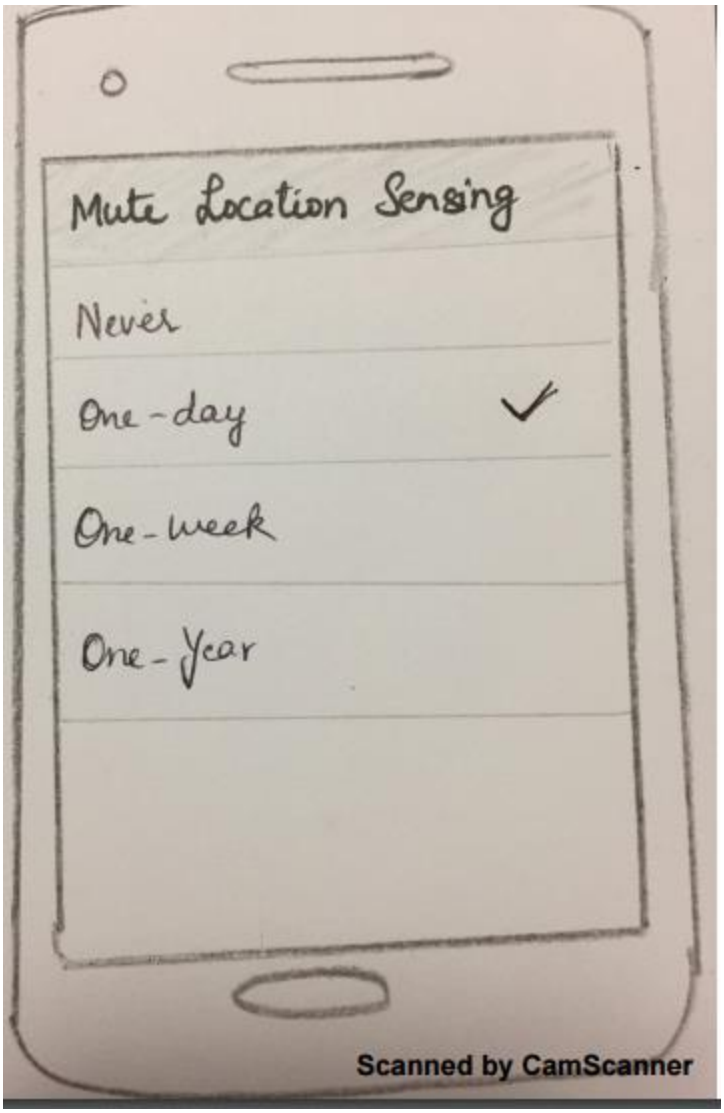
6. Music Player Settings:



In this screen the various user configurable settings are displayed and can be edited.

Surprise me: This feature is mainly for “Music Lovers” who love to experiment with new music. From the details we have obtained from “sharing playlists” features, we can automatically play songs when a user enters a location for the first time. This also comes handy for “the travelers” when they are on long trips. They don’t have to create a playlist for the purpose of the trip. Based on what other users have listened to when they were at a particular location, we can suggest and play new songs.

Mute location based Sensing: From user research we realized that during certain situations the users will want to turn off the feature of location based sensing. This generally occurs when the listener is practicing a song, because of which he has to listen to particular song throughout the day irrespective of his location. Thus we need an option to turn off the location based song playing. The application gives the user various time intervals at which he can disable the location based sensing.



The advantage is that after the time period for which the location sensing was disabled, the service becomes automatically enabled. This does away with the user to manually enter his option every time.

AutoPilot:

Since the users enter multiple locations for a playlist, the location might overlap. Enabling the autopilot options leads to the application to choose songs from a particular playlist else the user will be prompted to choose from multiple matching playlists

Notification Settings:

The users can be notified when they move from one location to another either through visual, audio or vibration. The advantage is that the user can even sleep during travel with his option. After a particular location the user is alerted which helps them wake up

Visual: The disadvantage is that if the user is not looking at the phone then the notification is meaningless

Audio: There are two options: narration, where a robotic voice tells the user that the location and the playlist is changing and AlertTone: which is normally a song that is played between switching locations and playlists. The disadvantage is that it might distrupt the music experience

Vibration: This generally involves a soft vibration of phone during notification. The advantage is that it is less disruptive.