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# Sprout

Collaborators for an instant,  
Connections for a lifetime.



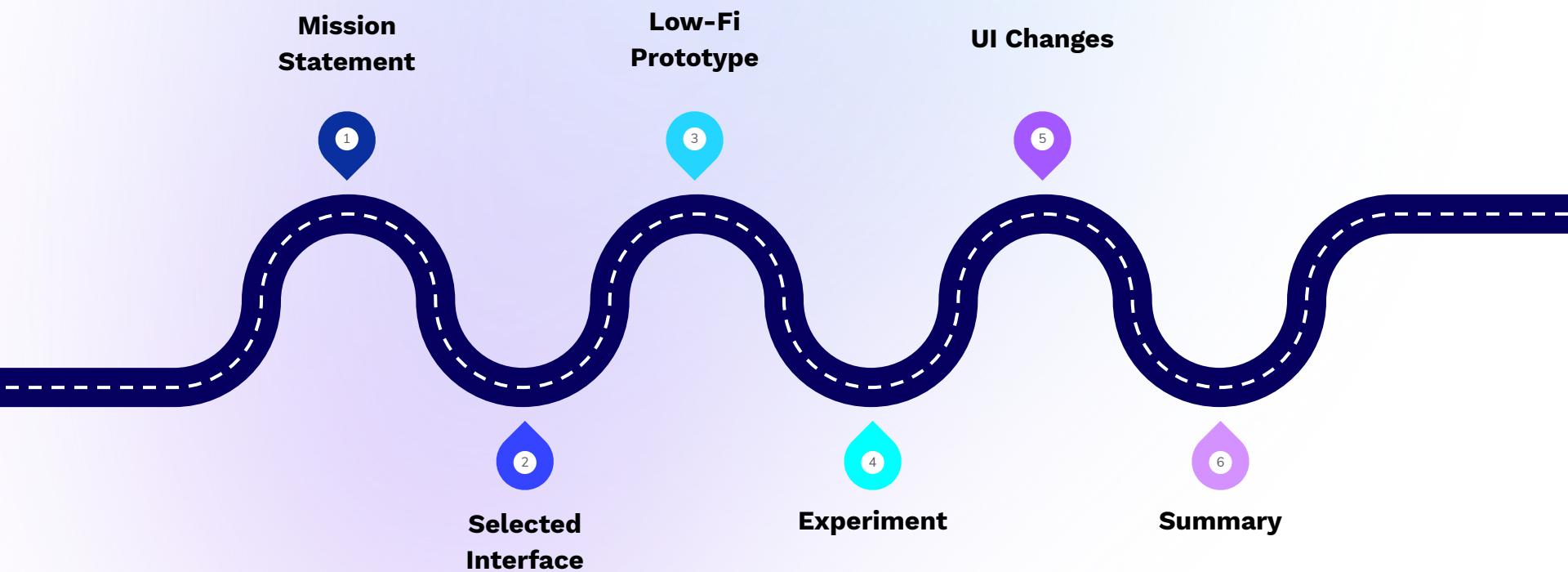
**Growth in the music industry revolves around networking.**



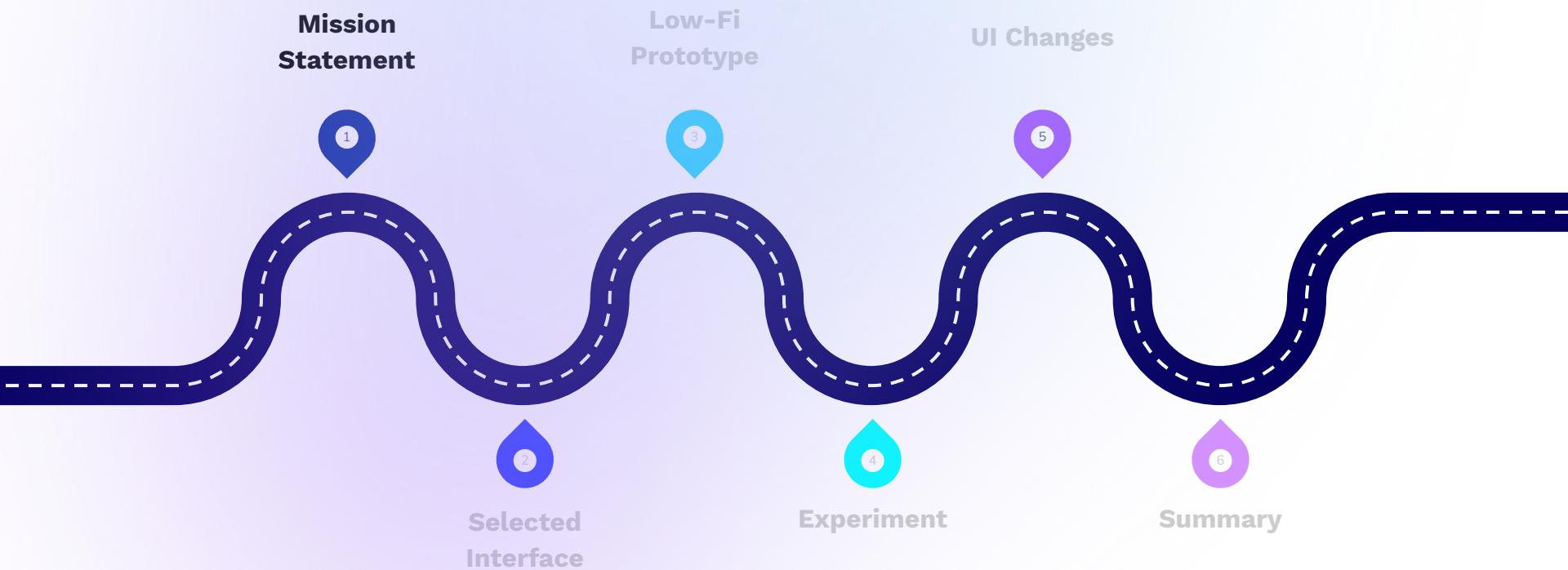
**But networking for small creators is either awkward or sparse.**

**How can we make networking feel organic and genuine for  
music lovers?**

# Roadmap

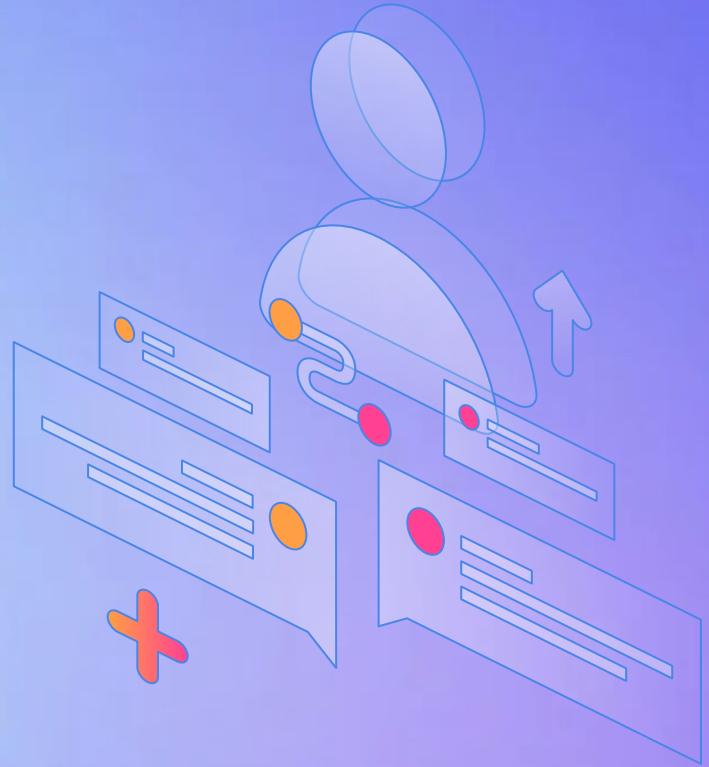


# Roadmap

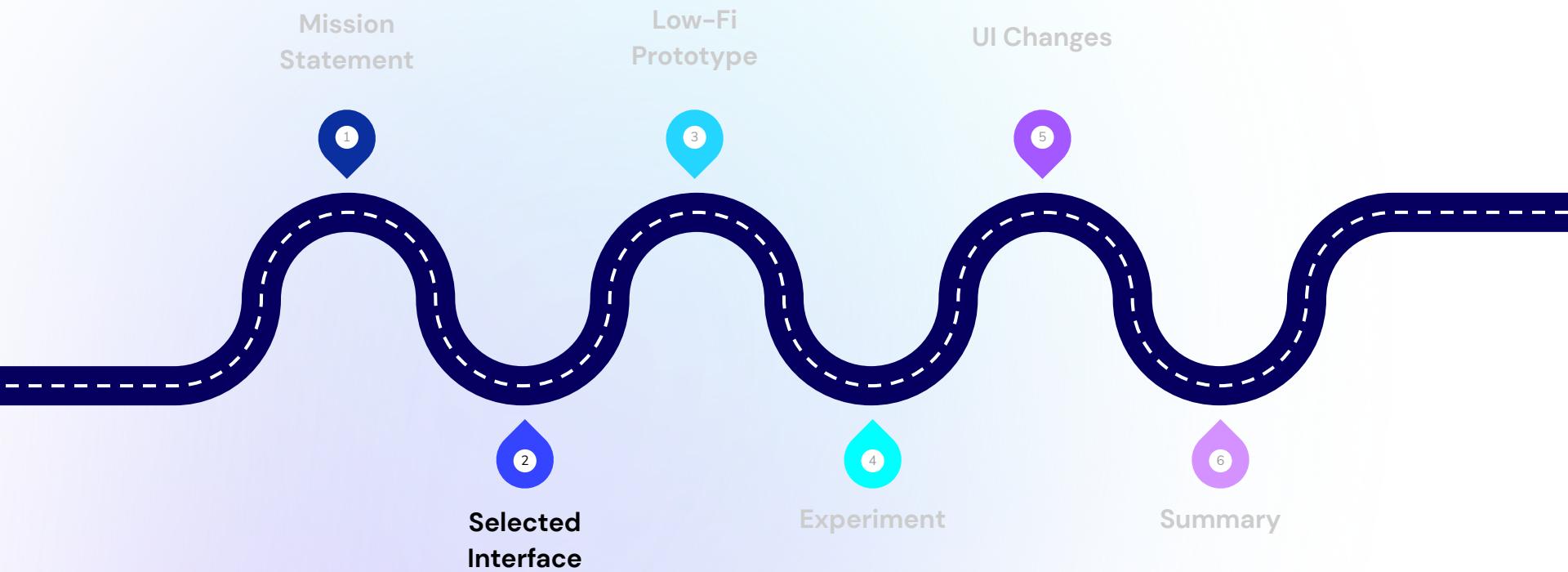


# Mission Statement

Our goal is to empower music creators to network comfortably by fostering quick, creative collaborations.

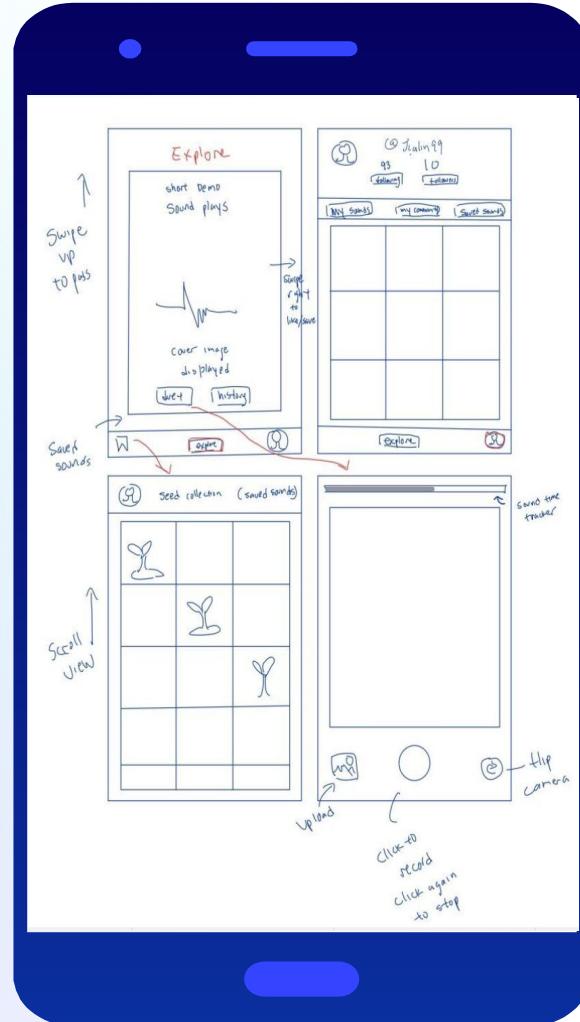


# Roadmap



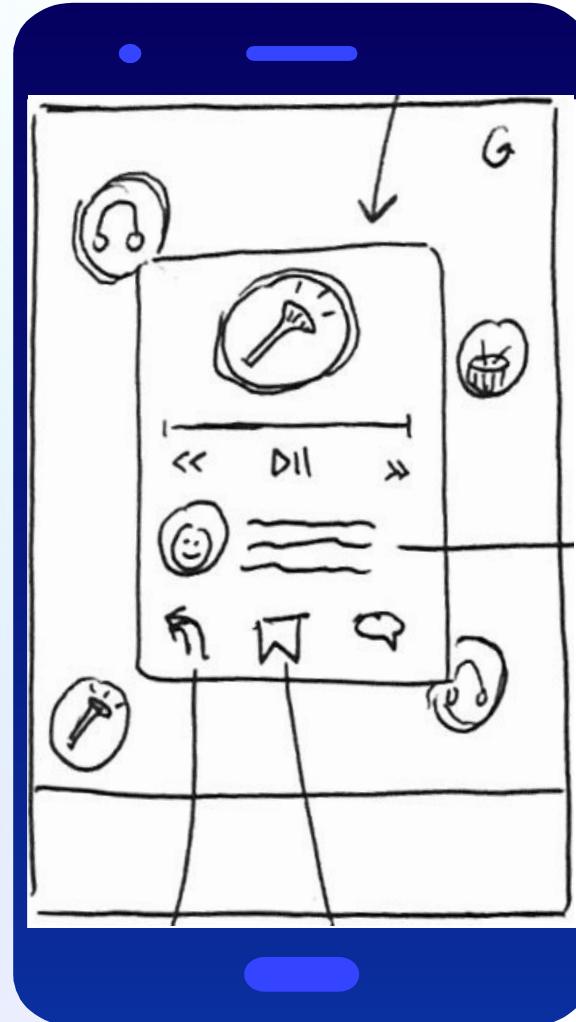
# 1. Swipe Interface

View one soundbite at a time,  
swipe to view the next one



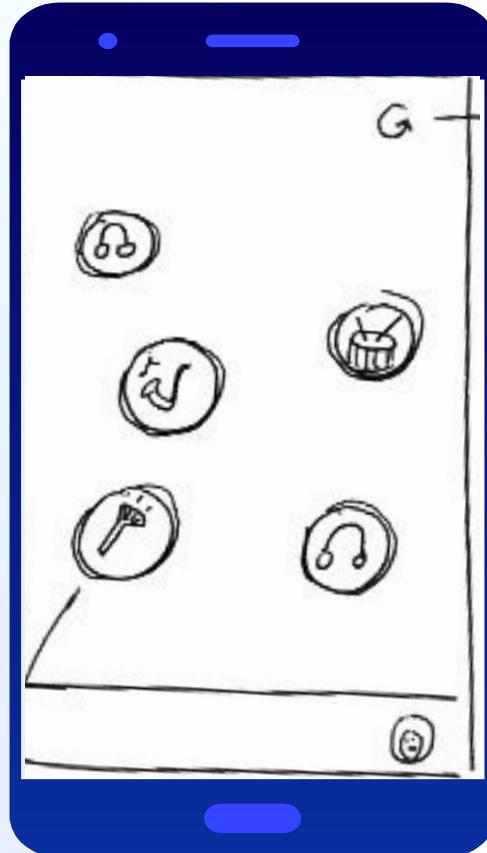
## 2. Bulk Interface

The bulk view presents multiple soundbites on screen at once, allowing for genre filtering and easy comparisons between soundbites.



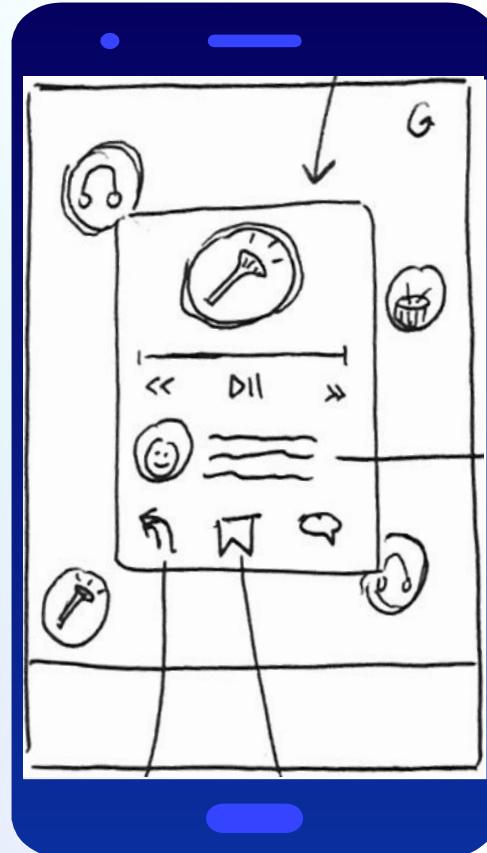
# Diving deeper

1. Novel and unique design,  
visually engaging



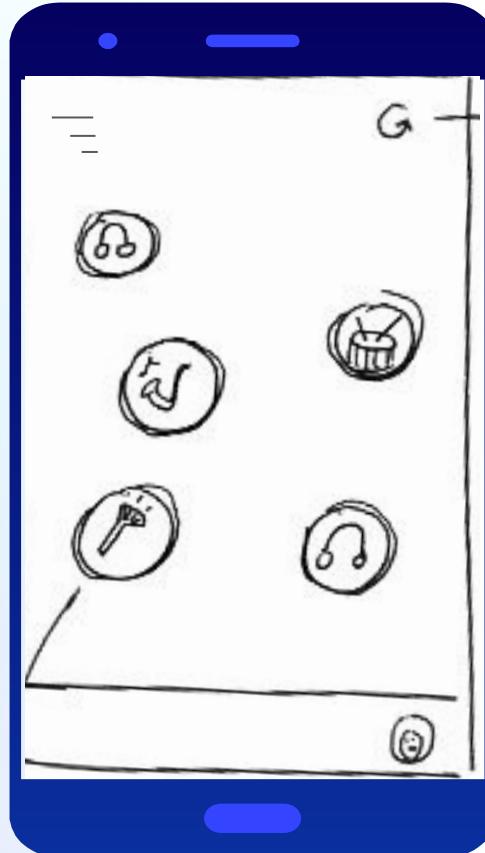
# Diving deeper

1. Novel and unique design,  
visually engaging
2. Easier to revisit a  
previously listened to  
soundbite

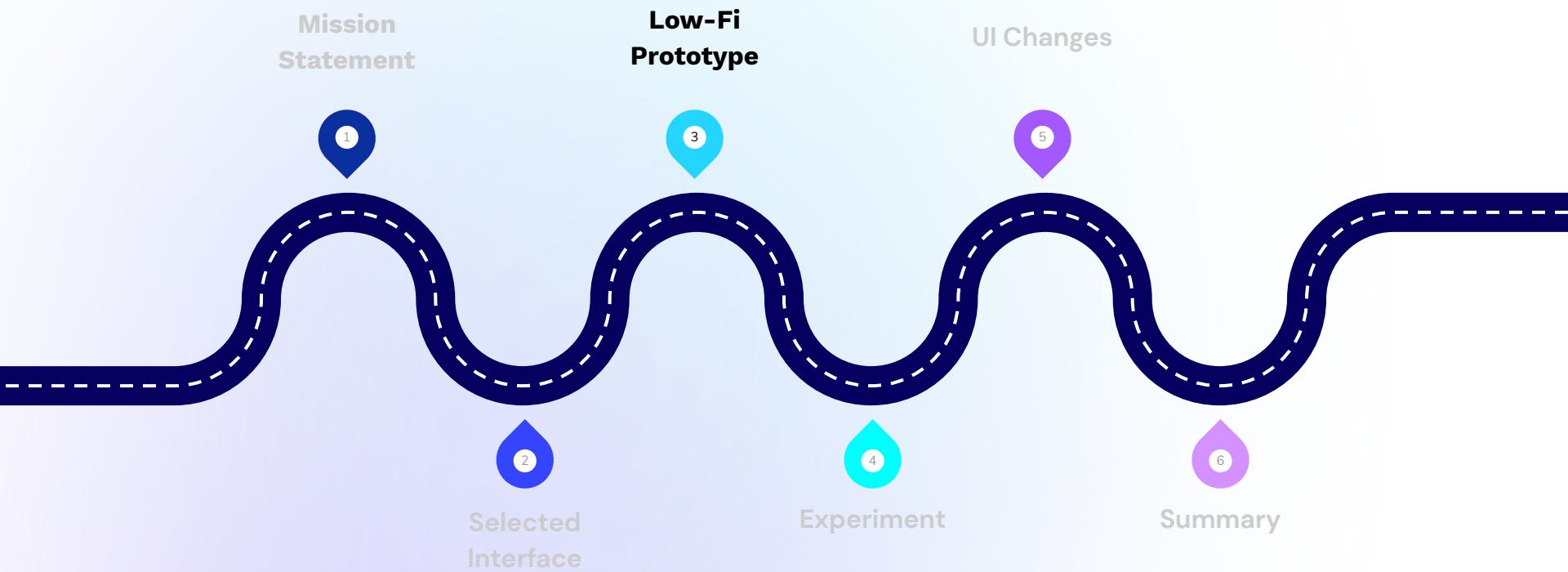


# Diving deeper

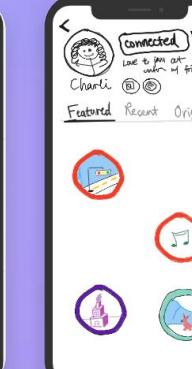
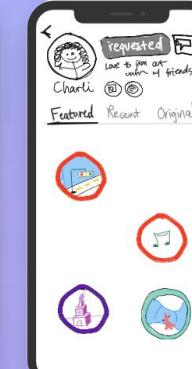
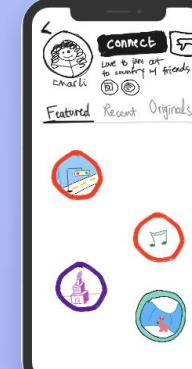
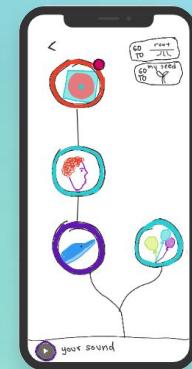
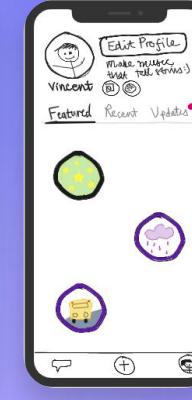
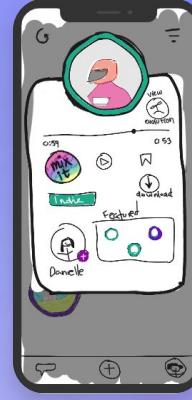
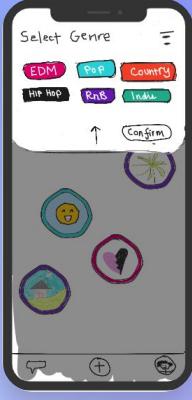
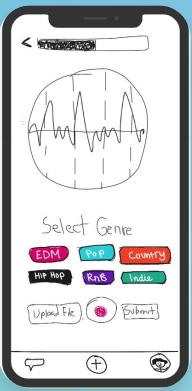
1. Novel and unique design, visually engaging
2. Easier to revisit a previously listened to soundbite
3. Gives more exposure to smaller artists



# Roadmap



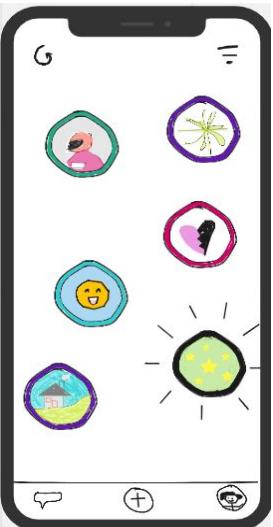
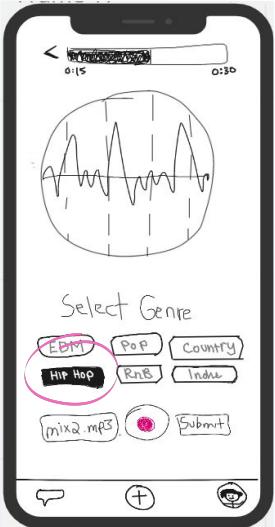
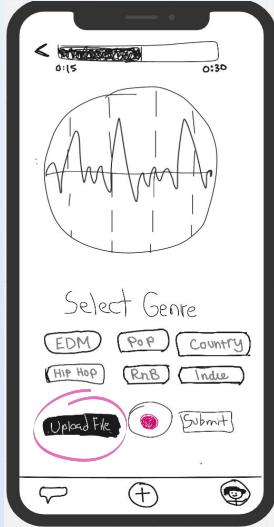
# Low-Fi Prototype Structure





## Post a soundbite

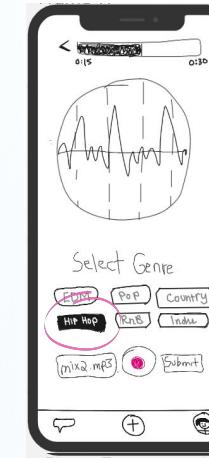
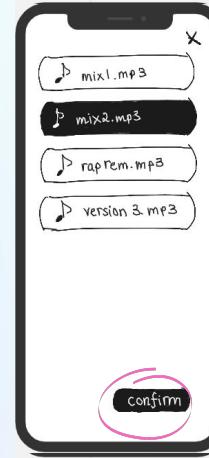
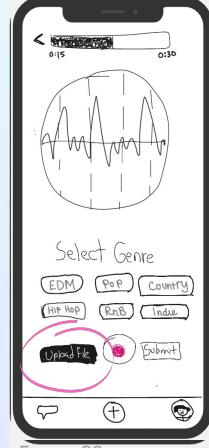
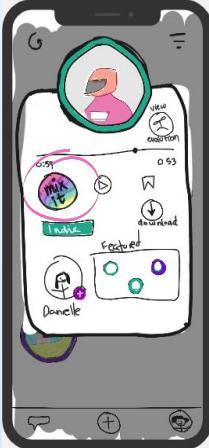
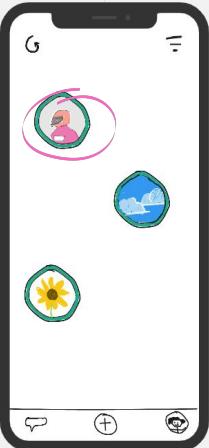
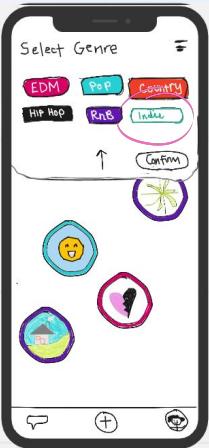
[SIMPLE]





# Reply to a soundbite

[MODERATE]

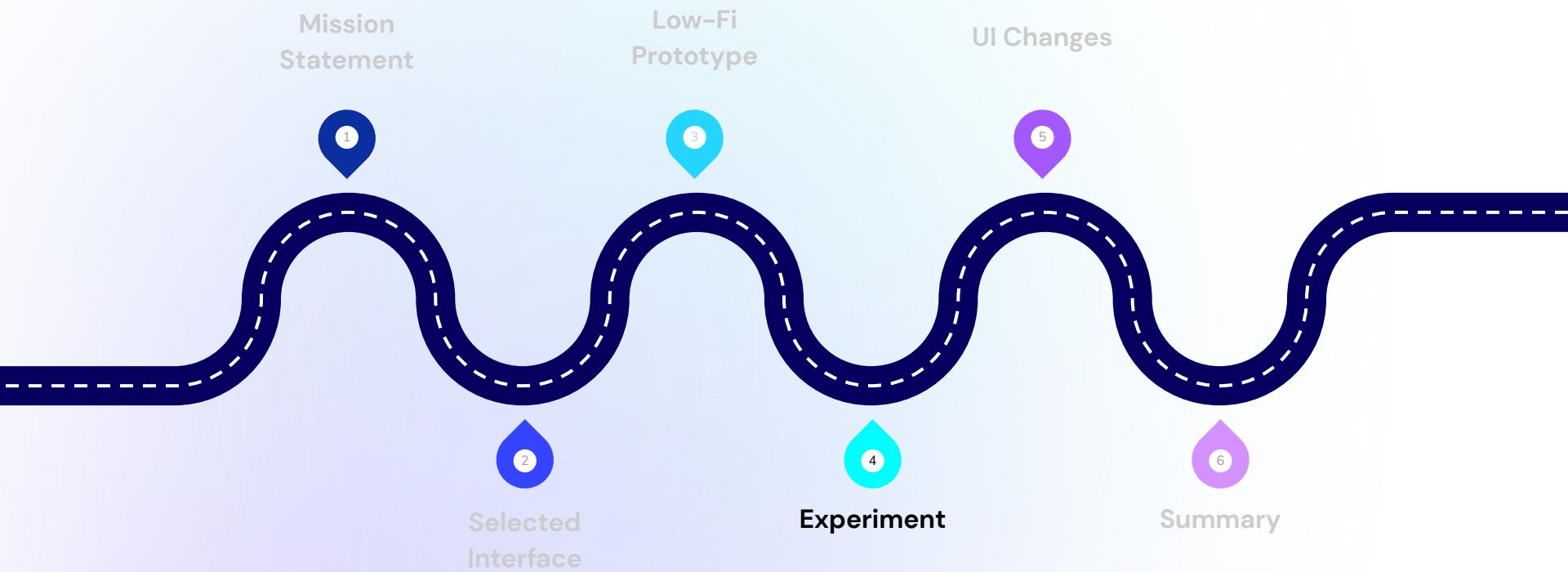




## Track your soundbite's evolution & connect with a remixer [COMPLEX]



# Roadmap



# Methodology (participants)



College Student +  
**DJ/producer**  
Los Angeles, CA



Professional **guitarist**  
in band  
Portland, OR



Freelance **singer**  
New York City, NY

# Methodology (environment)

Utilized Marvel to simulate an interactive prototype

Users were tested using a mobile interface with clickable icons and various animations

Encouraged thinking out loud and emotions during interview

Made note of what users said and how they acted e.g. facial expressions, nonverbal language, fluidity of moving through the tasks

Debrief session after every task

Ability to gain information based off of fresh thoughts and experiences from the participant





# Results

# Successes

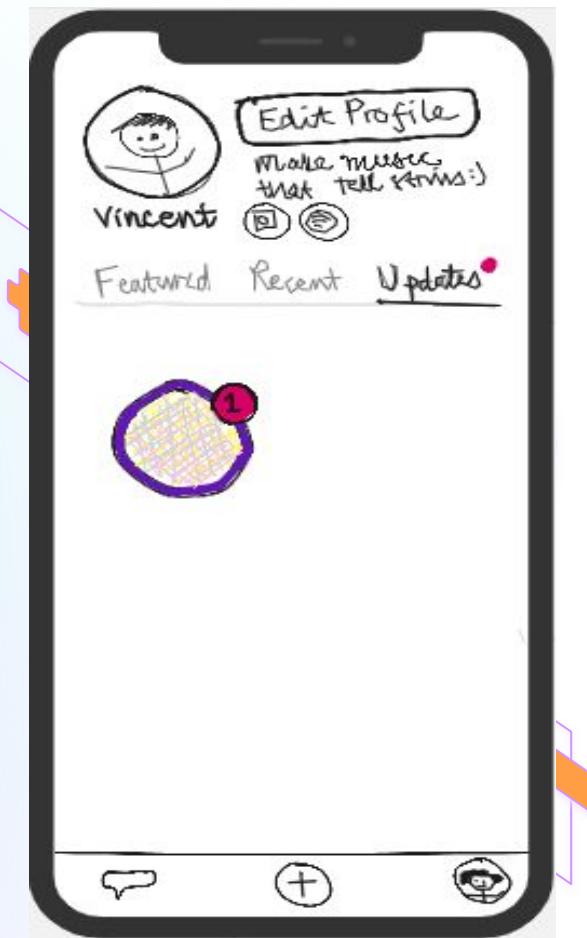


Participants were extremely excited by the novel idea, and all agreed they would use the app

"This is cool and very cute"

"It was pretty intuitive like Instagram and other social media sharing platforms"

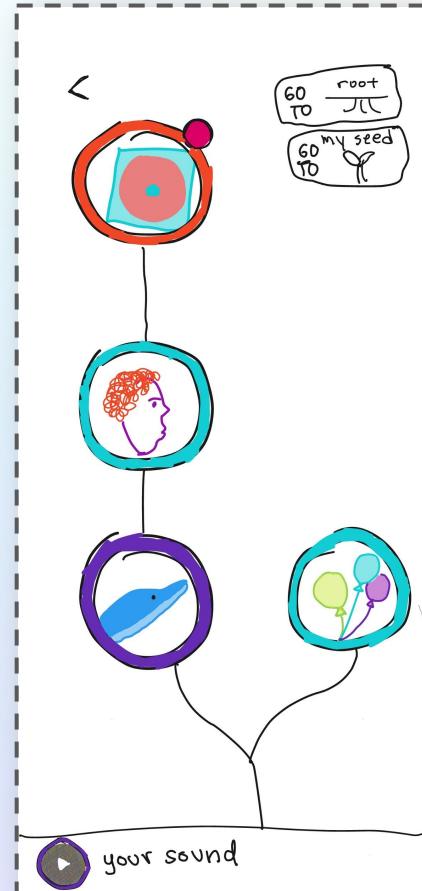
All thoroughly enjoyed the design and the unique approach to networking



# Improvement ▲

Soundbite evolution screen  
caused lots of confusion

Users spent an average of **32.3 seconds**  
on this page before being able to  
navigate to the next part of the task



Issues with understanding  
the **tree concept**

Soundbite Evolution

# Improvement A

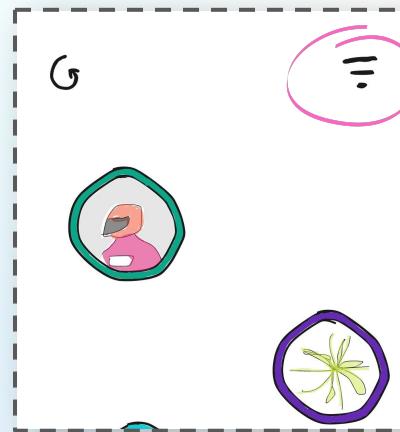
Trouble finding certain buttons

$\frac{2}{3}$  users **struggled** or did not complete our subtask of filtering the soundbites by genre: they attributed this to **unfamiliarity** with the filter icon

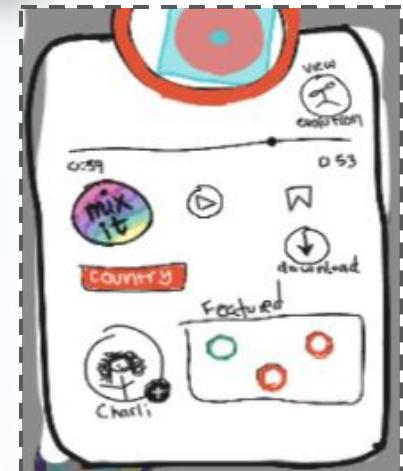
Lack of white space

$\frac{2}{3}$  users felt the sound pop-up page was too **crowded**

Filter icon



Sound pop-up Page



# Overall Results



**Post a soundbite**  
[SIMPLE]



**Reply to a soundbite**  
[MODERATE]

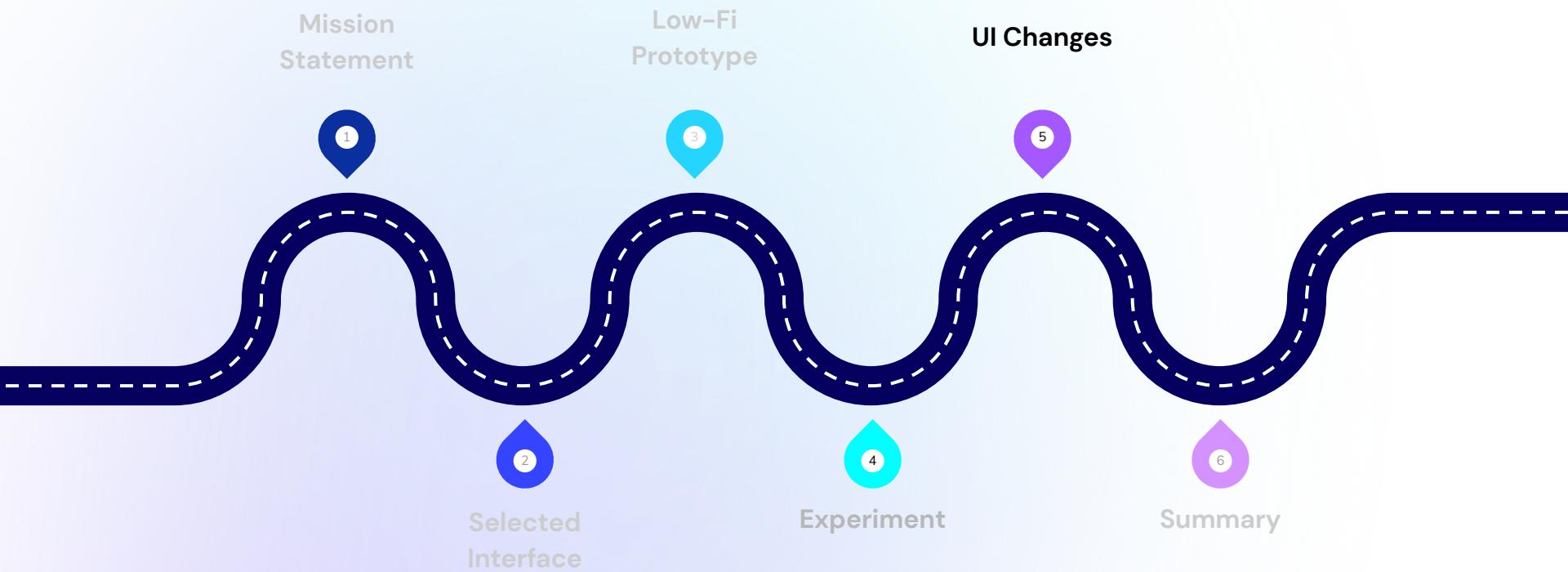


**Connect with a remixer**  
[COMPLEX]



**Track your soundbite's evolution**  
[COMPLEX]

# Roadmap

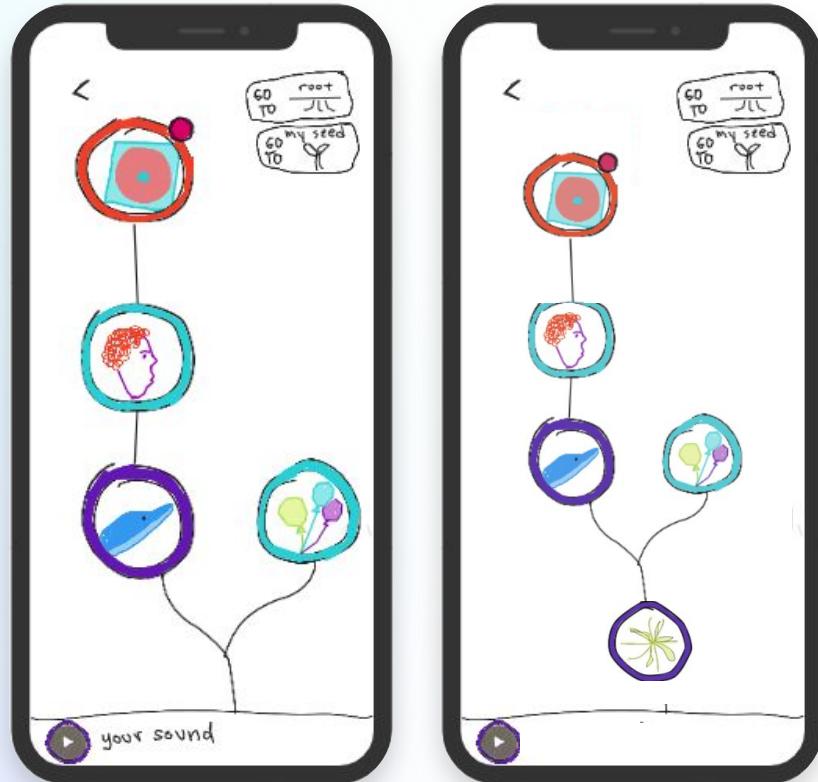


# Suggested Changes

Redesign the soundbite evolution screen

Problem: the structure is not indicative of its function; users read from top to bottom instead

Solution: add a root node at the bottom to indicate the bottom up user flow



# Suggested Changes

*Rename the “mix it” button*

Problem: “Mix-it” is a technical term for producers so it is misleading

Solution: “SPROUT!” emphasizes the evolution aspect of the soundbite collaboration feature



# Suggested Changes

*Soundbite popup unclutter*

Problem: a lot of buttons and features which can be overwhelming

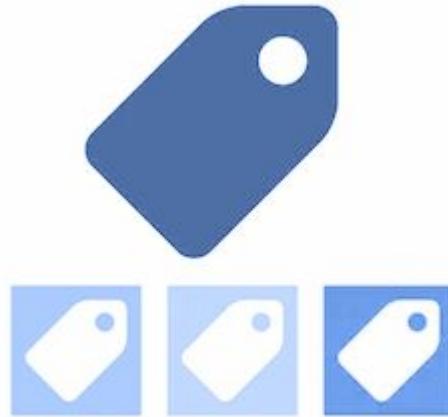
Solution: reorganizing the layout and remove unnecessary components



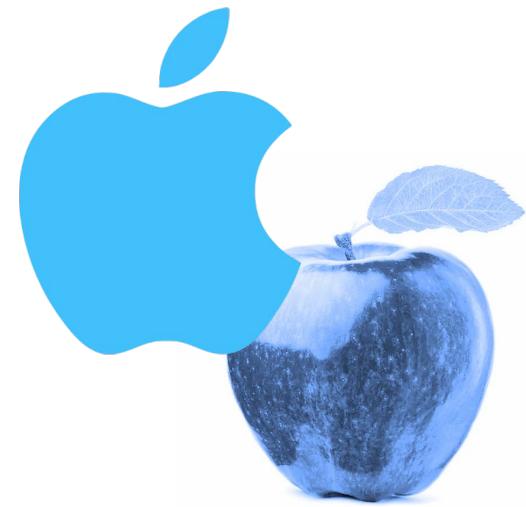
# Discussion/Next Steps



**Train vs Duet format**

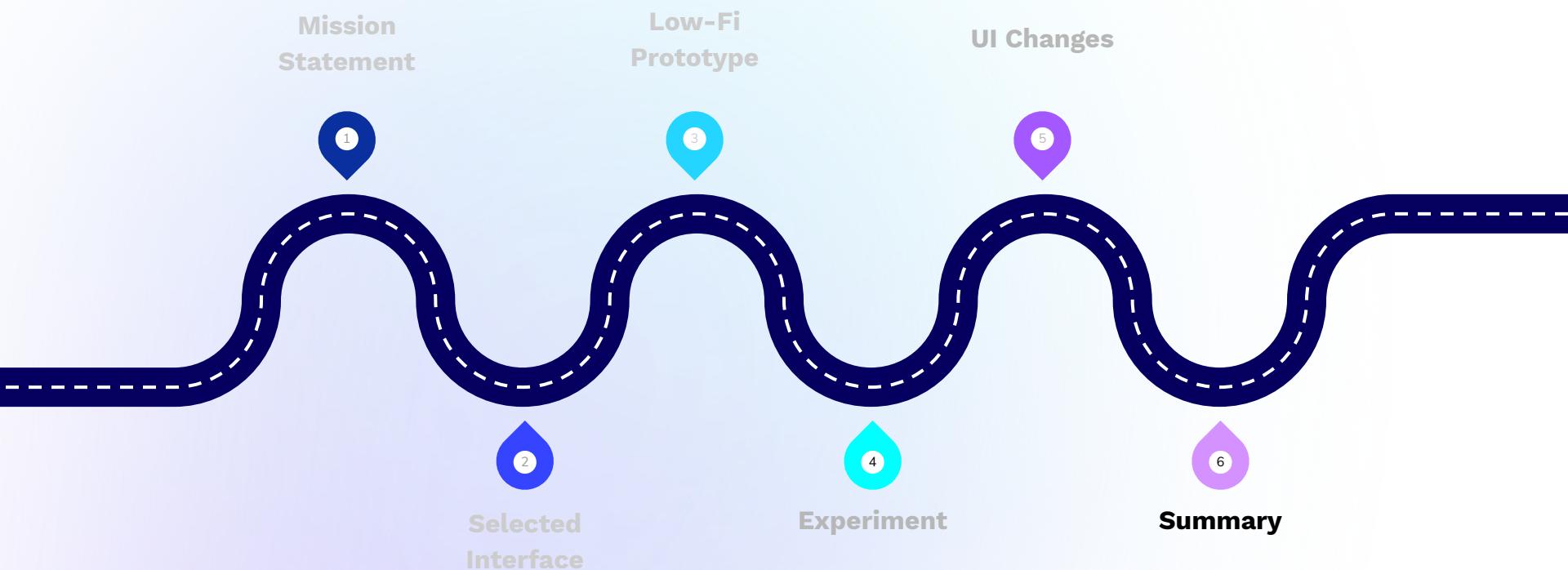


**Less vs More genres**



**Modern vs Detailed theme**

# Roadmap



# Summary

"This is so interesting! "

"I would definitely use this app."

"It's amazing how this is different from other social media platforms"

"From these small sounds I get learn about other creator's style and can find good long term partners"

"Oh yeah, that makes sense now"

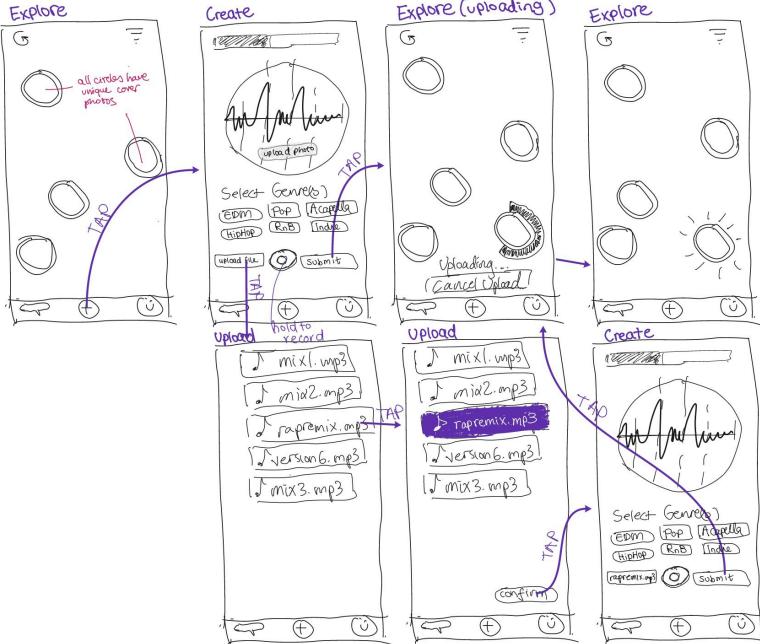
 Appendix

# Appendix Info

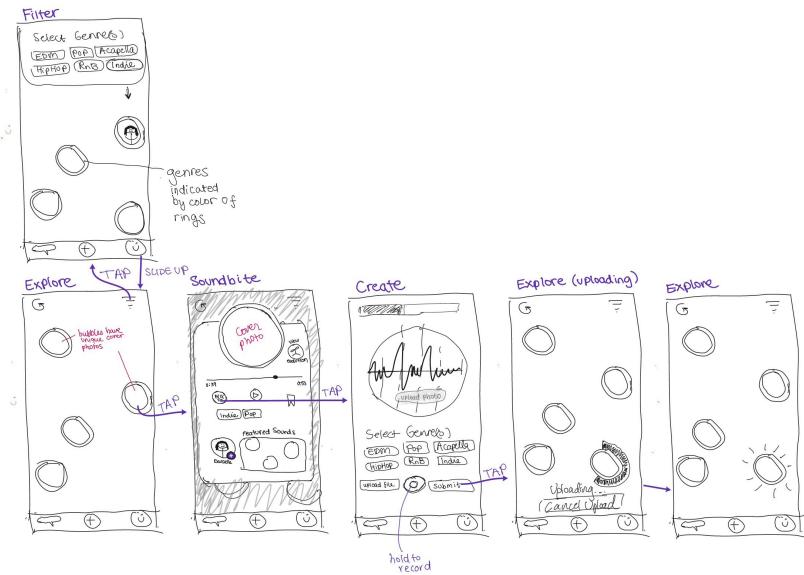
- Consent Forms
- Additional needfinding & experience prototype guides + artifacts in folder.
- Interview Notes
  - Dustin
  - Jason
  - Preston
- Miro Workspace with ALL ANALYSIS
  - Sketches + Storyboards
  - Interview Debrief

# Selected Interface Task Storyboards

## 1. POST A SOUNDBITE (Simple)



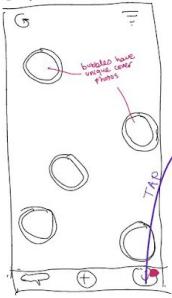
## 2. MIX A SOUNDBITE (Moderate)



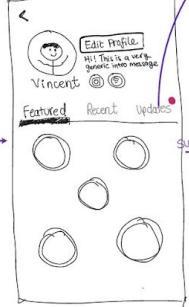
# Selected Interface Task Storyboards

## 3. TRACK YOUR SOUNDBITE EVOLUTION/CONNECT WITH A REMIXER (Complex)

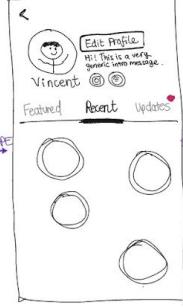
Explore



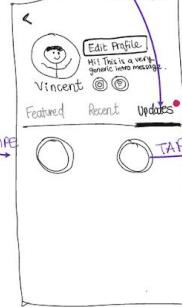
My Profile (Featured)



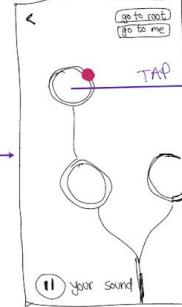
My Profile (Recent)



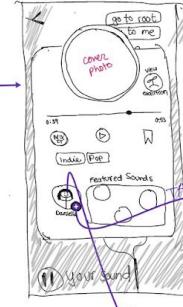
My Profile (Updates)



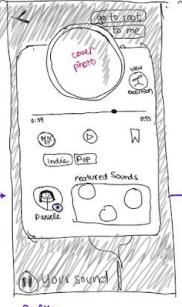
Soundbite Evolution



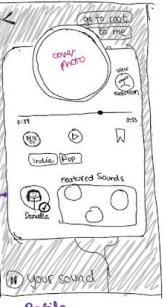
Soundbite



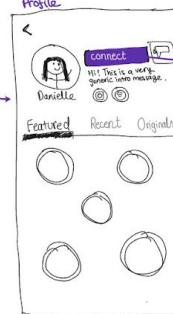
Soundbite



Soundbite



Profile



Profile

