

## Overview

As a part of Stanford University's CS 247: Human-Computer Interaction Design Studio class, I worked with 2 other students to create a product from ideation and needfinding to a high fidelity mobile web app prototype. In our studio's theme of "human being", we focused on how we can defy the stereotype that technology takes away from our "human-ness" and actually enhances our human experience. Specifically, we created a product that enhances people's experience of listening to music—one of the most human experiences we regularly engage in—by adding in a unique social twist. At the end, we presented our project to a crowd of VC's, industry professionals, faculty and students.

## Objective

For this project, I was tasked with conducting our needfinding interviews, understanding user goals associated with listening to music, and sketching out the user flow.

## PEACE Walk vs. Stanford Shopping Center

To learn more about human-computer interactions in the real world, we observed two seemingly completely distinct and opposite human experiences. Key points of differentiation:

Experiential vs. Purposeful

No technology allowed vs. potential benefits with technology

Peace vs. Urgency

We made several observations and explanations based on those observations. Here was one of them:

*"In our daily lives, we constantly have a sense of purpose. 'I am hungry and I need to eat.' 'I need to finish that PSet.' 'I need to meet with Joe about this club.' When we don't have specific purpose, we use technology to pass the time, like Facebook and as seen in our shopping center observations. However, without access to technology and being in complete silence allows something rare to happen in Silicon Valley—a time to reflect and notice physical aspects of activities we do and take for granted all the time (such as walking or breathing). This realization helps us slow down and appreciate the moment rather than constantly chasing some goal. In the end, this helps us achieve a sense of balance in our lives."*

## Powers of Ten, 2x2 Grids and HMWs

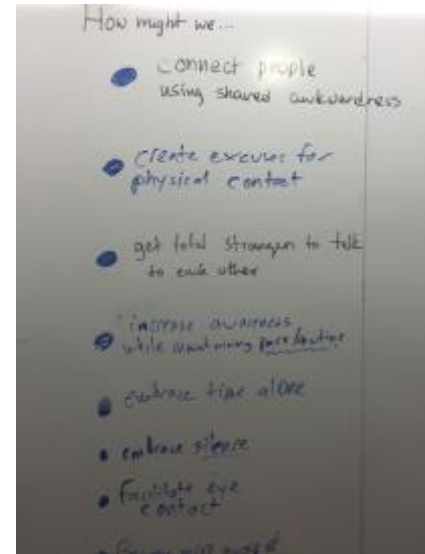
From our above observations, we conducted a few activities to help find underlying patterns that were not immediately noticeable. "Powers of Ten" helped us contrast and group our ideas in a way that identified unique patterns and trends that we would not have noticed otherwise. "2x2 Grids" illuminated interesting trends across themes such as between individual vs. group activities and awkward vs. comfortable. HMWs aka "How Might We"s distilled the problem down to manageable questions we could creatively problem solve.



Powers of Ten



2x2 Grid



HMWs

## Ideas (Flare and Focus)

From our “How might we...” questions, we began to flare out ideas and focus on four main ideas—three normal ideas and one dark horse idea. The final four ideas were as follows:

### 1. I want to meet people within shouting distance with some interest in common.

The product would find a way for you to be alerted if someone who has a similar interest to you is nearby, giving both parties an “excuse” to talk to each other and start a conversation they would never have tried before.

### 2. Pick 5 - 15 minutes of content / a short music playlist / a news article for a random stranger?

This idea hinges on the belief that people want to skip the small talk and create meaningful conversations. Small pieces of content that you share represent a small part of who you are as a person and immediately creates a more genuine environment.

### 3. Match $\geq 3$ people that are second degree connections / similar social groups / mutual friend circles / Stanford freshman to have food (at a discount?)

People love food. Especially at a discount. If we could partner with certain restaurants, then we could provide enough incentive for random people to eat there and also meet cool people. Food can bring people together.

### 4. I want to play a competitive Assassin's game with others nearby that minimizes social isolation with their phones. (Dark Horse)

In the game of “Assassin”, the objective is to shoot a specific target with water guns without them noticing. Our idea focuses on the same principle but via-phones—you can shoot someone only when they are on their phone. This creates a high-alert situation where the user/player is hyper-aware of their environment as well as a distraction that has no technology.

## Experience Prototypes + Usability Testing

We created experience prototypes for each of our ideas. The two most successful ones were our “ShoutOut” (meet people within a certain distance) and “LiveSet”(sharing music).

## ShoutOut

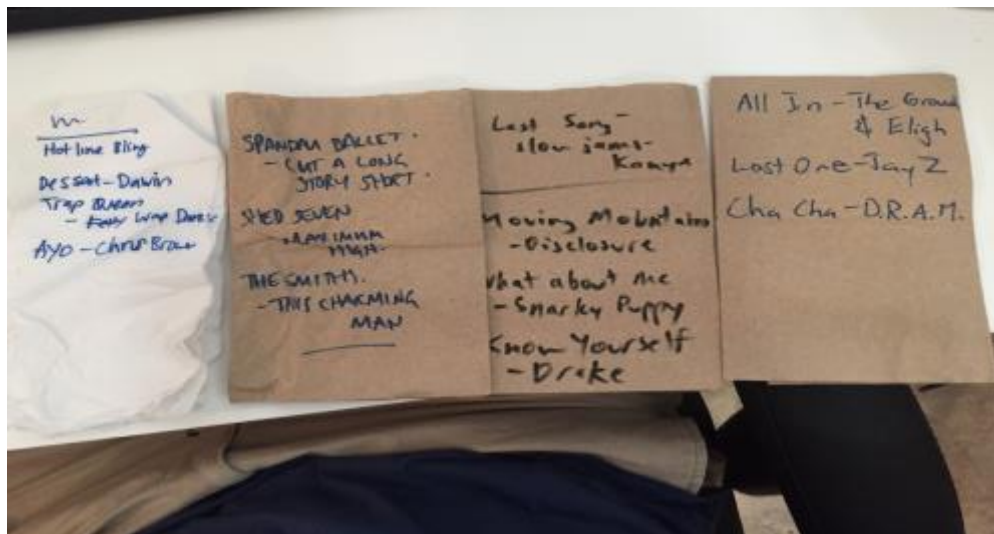


We created 16 different profiles that each listed 3-4 different interests or facts about them. Then we went around to different people in Palo Alto, asking them for the top three people they were interested in meeting and asking them why they chose those particular people. We interviewed a family of three (Mom, Dad, daughter who is a Senior in HS), a Stanford couple, two HS friends, as well as a businesswoman.

Here were a few key insights and observations for ShoutOut:

- Having cool accomplishments set some people apart
- People do not want to confront people with completely different interests or views (ie. political stances)
- Self-proclaimed introverts say they wouldn't use the app, may need to target only those who are extroverted
- Business-side of the spectrum: could make networking in common spaces much easier
- Two segments: casual meetups or business networking

## LiveSet



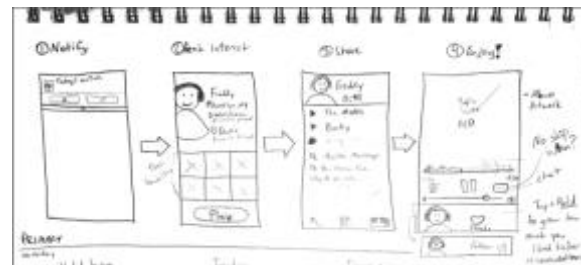
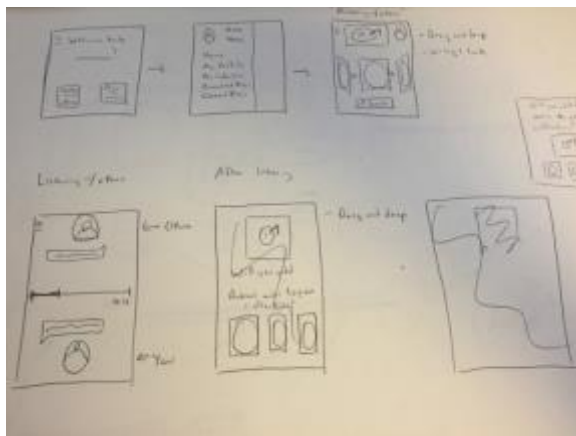
We handed the interviewee a napkin and a pen, and asked them to write down three songs for the interviewer. The interviewer also wrote down three songs for the interviewee. Then, we shared some info about what the others' music tastes are and simply have a conversation about the music choices and the experience in general.

Here were a few key insights and observations for LiveSet:

- People were surprisingly receptive to sitting down with a stranger with the excuse of sharing music
- Many of the interviewees were not as concerned about the interviewer's musical tastes - they mostly just wanted to share with them their personal favorite song at that time
- "I know you'll like this song", "You've gotta like this song"
- Start writing without asking anything
- Some people (our target users) are particularly *proud* of their music tastes - really feel the need to share it with others
- Some people also felt strongly about the connection that the live/read-time activity made, but being able to see the person and learn a bit more about the person was an important factor in the connection

## Mockups

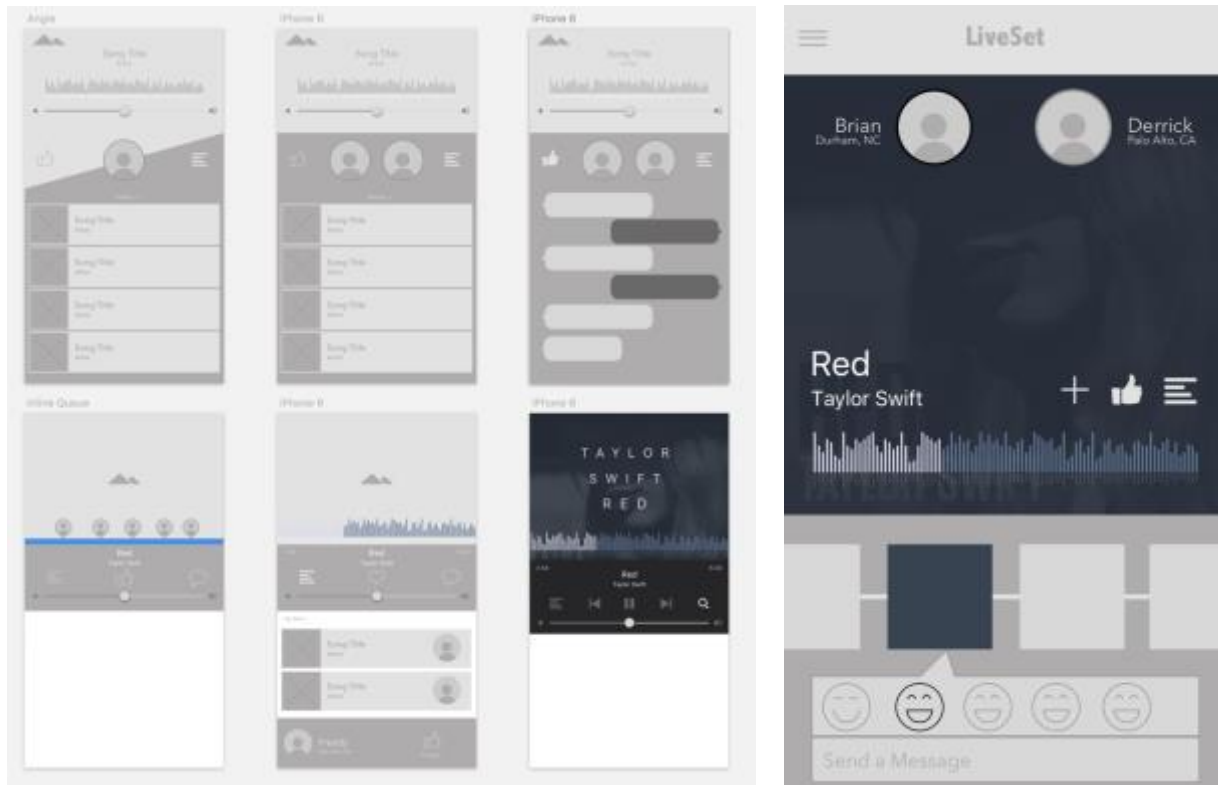
From our experience prototype, we thought that LiveSet gave us the most interesting idea to build off, especially with the types of conversations we had with our interviewees. Thus, we began mocking up what LiveSet could look like:





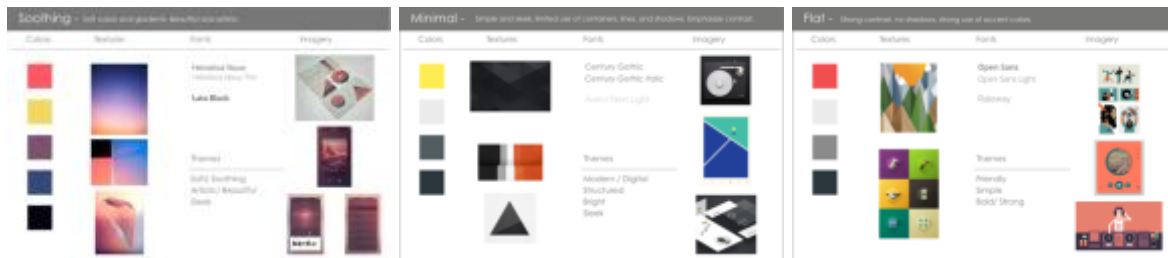
## Wireframes

From our mockups, we also began test out some wireframes.



## Moodboard

We also explored a few options for our moodboard.



## First Prototype + More Testing

LiveSet was a way that people could listen to music live with another stranger or friend as well as discover new music that they would love to listen to over and over again. A user would only have to pick a song to share with another user and based on the similarity of music styles, two users would be paired up and begin their listening experience. If they like each other's music tastes, they can expand their "set" by adding more and more songs to it as well as add a particular song to their own collection to share in the future.

We built our first usable prototype and began testing it out with various users at different locations.



## Final Prototype

We iterated upon our initial prototype and built our final prototype, where the [screencast can be seen here](#).

[We also produced a pitch video](#).

## Future Plans

If we were to continue with this project, we would need to do more usability tests on our final (second) prototype as well as figure out the best platform for our product to be on. Outside of just internally building and testing the product, we also would need to figure out how to acquire a customer base and negotiate with music streaming companies like Spotify or Apple to allow us to use their music.



## The Team + Poster

