



Needfinding MUSIC

Andrea Rodriguez
Michael Freeman
Alan Khaledi

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Kevin Coelho

Student musician

12 years of classical music training

Plays piano and various other instruments

Very active in jazz music scene

Puts on various musical events here at Stanford

Stanford, CA

A portrait of Josh Solomon, a young man with dark hair and glasses, smiling. He is wearing a purple and white striped button-down shirt. A hand is visible on his right shoulder. A large white number '3' is overlaid on the top left of the image.

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Josh Solomon

3 years as an after school music instructor

Live musician

Live sound engineering, recording, show management, etc.

Los Angeles, CA



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Griffin Stoller

12 years experience with violin

Producer and composer

Electronic dance music

Stanford, CA



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Nicholas Hodges

Co-founder of record label

Works at record store

Plays music for fun

Music Journalist

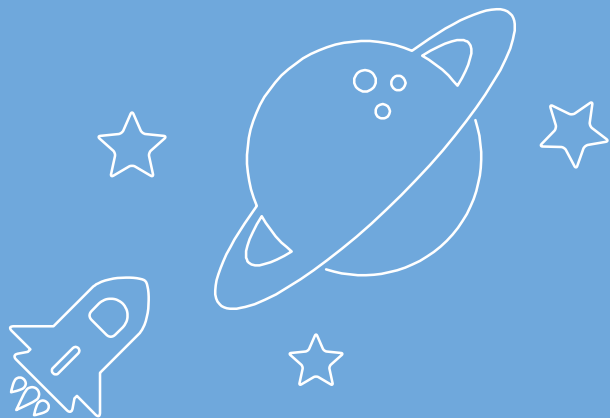
Toronto, Canada

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WHAT DID WE ASK?

- ▶ Tell me about your passion for/interest in music.
- ▶ Describe a moment where you discovered or rediscovered that music is your passion.
- ▶ Tell me about a time when you felt like you hit a roadblock with learning music.
- ▶ (In reference to the musical memory) How did you feel about...?
- ▶ Tell me a musical dream of yours.
- ▶ How have you found yourself getting more involved in your music/work/etc?
- ▶ What attracts you to music?
- ▶ When do you feel most connected to music?
- ▶ What sustains your interest in music?

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RESULTS

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Quotes

- ▶ "I have tendonitis in both my arms, and that has been a huge challenge over the last few years... Playing with not stellar technique has made it really hard and put a huge **block** in my **development**."
- ▶ "I feel most **connected** when the performer and the audience manage to connect and feed off of each other's **energy**."
- ▶ "It's primarily you who has to **sustain** your interest [in music] yourself by keeping up with it."
- ▶ "**Collaboration** with other artists can often get complicated... there are a lot of **contracts**"

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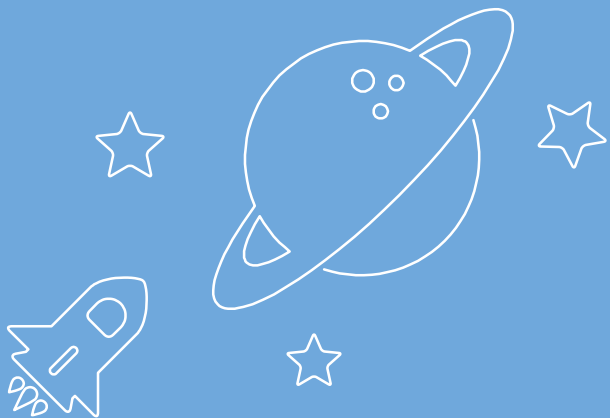
Surprises

- ▶ Even as an accomplished musician, Kevin learned improper techniques that made things much more difficult for him further down the road, and as a consequence he has had to learn to play things correctly that he's played successfully before.
- ▶ Josh continued listening and playing despite his hearing deficit.
- ▶ Even though Griffin had access to explore his musical talent at a very young age, it wasn't until he was 15 when he first learnt how to produce on a computer.
- ▶ Nick uses music as inspiration for his writing.



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ANALYSIS

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INFERENCES AND CONCLUSIONS

Inferences

Love for music is something that builds over time

Despite the fact that Kevin had musical teachers, the poor techniques they had were passed onto him because he did not have a source to consult to learn proper techniques.

People who are really interested in music often really enjoy making it

Conclusions

People can build their love for music through experience

Even music students can benefit from having a resource that they can consult for proper techniques and good developmental practices when trying to master instruments.

Making the ability to create music more accessible would be of interest to many people who like music

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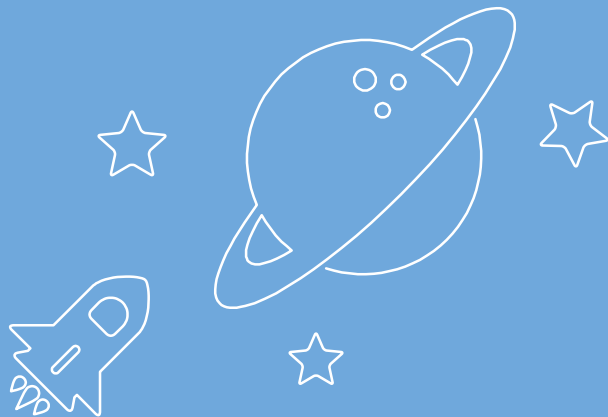
QUESTIONS

How might someone nurture a potential affinity for music if they don't know how to look for the resources?

How can a database of trusted, reliable musical knowledge be compiled for music students to consult?

Would Kevin have the same health problems if he was provided with a source to consult?

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EMPATHY MAP

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"I got into Jazz by going to the Stanford Jazz Workshop when I was in middle school"

"Playing with not stellar technique has made it really hard and put a huge block in my development."

"You feel empowered because you just made a whole crowd react"

"I feel most connected when the performer and the audience manage to connect and feed off of each other's energy."

"it's primarily you who has to sustain the interest yourself by keeping up with it"

SAY

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**Excited about
his time at
the Stanford
Jazz
Workshop**

**Liked to
bring up
collective
efforts**

**Excited when
talking about
own
experiences
playing music**

**Liked to
bring up
personal
projects**

**tended to refer
to collaboration
and a need to
ease the process**

DO

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Regrets learning improper technique - he now sees the value of proper technique in playing an instrument.

He is thankful for going to the Stanford Jazz Consortium - He sees the value of music programs for young children and music education

He is an instructor, believes in the value of music education

He might think that music is an integral part of humanity, he probably believes that it is something everyone can be greatly affected by (positively)

He realizes the large role that music has played in Kevin's life - he believes in the power and influence of music and is excited to be a part of it

THINK

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PROUD

APPRECIATIVE

REGRETFUL

INSPIRED

HOPEFUL

FEEL

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NEEDS

- ▶ Humans need hobbies
- ▶ Music students need a source to consult to ensure proper technique when attempting to master new instruments
- ▶ People desire to collaborate with others when creating music

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INSIGHTS

- ▶ For those who are capable, the ability to play music is an empowering activity
- ▶ For those looking to master a musical craft, a proper approach is vital to longevity
- ▶ People like connecting with others through music

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SUMMARY



- ▶ Collaboration → Accessibility
- ▶ Realistic Goals
- ▶ Preventing Misinformation
- ▶ Streamline
- ▶ Musical Education



THANK YOU!