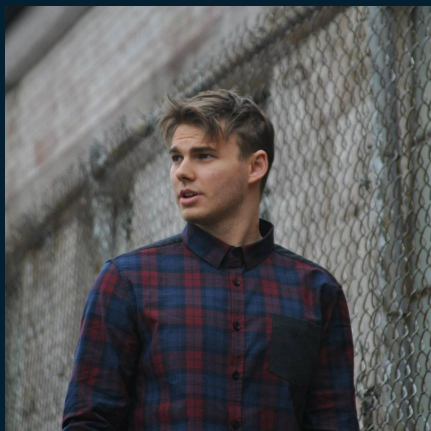# POVs AND EXPERIENCE PROTOTYPES

Michael Freeman

Andrea Rodriguez

Alan Khaledi

PROBLEM DOMAIN

LIVE MUSIC/MUSICIAN DISCOVERY

INITIAL POV

We met Griffin S. who wants to find other musical artists to collaborate with. It would be game changing if he could easily meet others who would be willing to work with him.

ADDITIONAL NEEDFINDINGS

UCHE U.

- actor/singer/ Model in LA

- strong interest in making connections

- experienced difficulties as an up-and-coming artist

KEVIN M.

- CS at Berkeley

- little music experience

- felt emotional at Bryan Adams concert

- has trouble finding local events

MELINA R.

- TV producer in LA

- highly interested in music

- career in media didn't connect her to her interest in music

REVISED POVs

POV 1

We met Uche U. who wants to find local musical artists to connect with. It would be game changing to be able to connect with like-minded musicians.

POV 2

We met Kevin M. who wants to see great live shows, but has difficulty finding them. It would be game changing if he could streamline this process.

POV 3

We met Melina R. who needs a way to connect with others in media. It would be game changing if she could expand her media experience to include the music industry.

TOP HMWs

1. "How might we help musicians meet other musicians in the area?"

POV: Uche U.

2. "How might we reduce the time commitment needed to stay updated and find new artists/live performances that someone will love?"
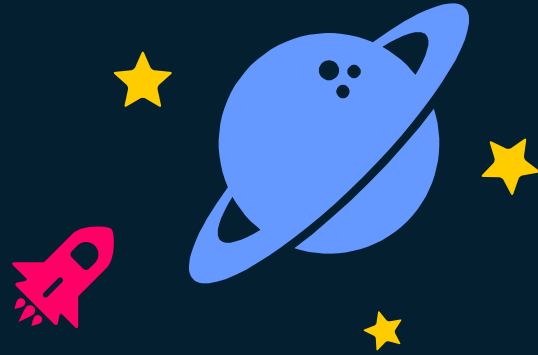
POV: Kevin M.

3. *"How might we help experienced people make a career out of their interests in music?"*

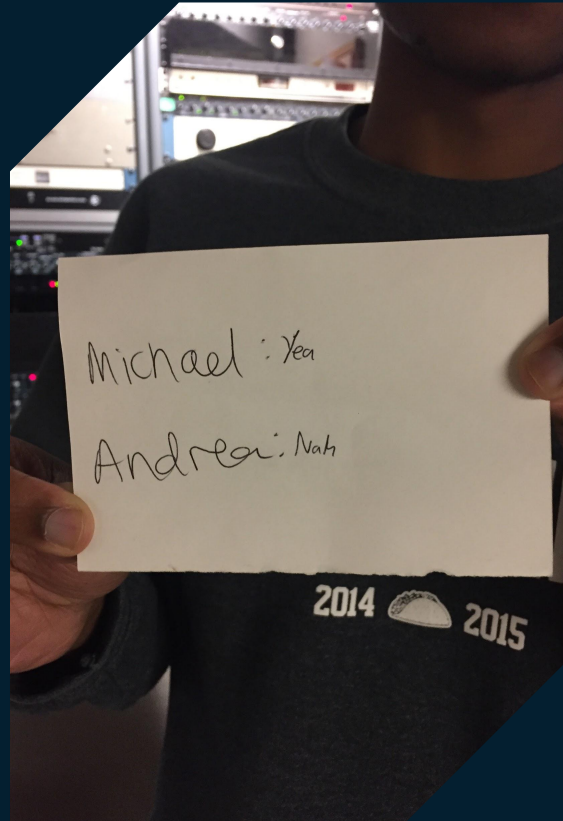POV: Melina R.

EXPERIENCE PROTOTYPES

PROTOTYPE 1:
MEET MUSICIANS

"HMW help musicians meet other musicians in the area?"

HOW WE TESTED IT

- Short 20-30 second performance
- Test subject has a card
- Each person participating indicates yes or no secretly
- Matches are revealed

ASSUMPTIONS

› Answers would remain the same whether or not we were online or offline

› We could simulate a performance that is just as effective with our without editing

› 20-30 second limit prompts for a greater degree of creativity from users since every second counts

WHAT WORKED?

› Rating system resulted in a successful match
› Jack really enjoyed and supported this idea

WHAT DIDN'T?

› Simulation had multiple limitations (as discussed on the next slide)

WERE OUR ASSUMPTIONS VALID?

› Answers would probably not be the same online vs offline

› Users would be more critical of our performances if they did not have to see us in person

› There was a limit to how impressive our offline performance could be

PROTOTYPE 2:
FIND LOCAL CONCERTS

"How might we reduce the time commitment needed to stay updated and find new artists/live performances that someone will love?"

HOW WE TESTED IT

- Part 1: Told user to find concert in a given location and try to simulate the process of buying tickets
- Part 2: Gave user 4 cards, user chooses option, we simulate that option
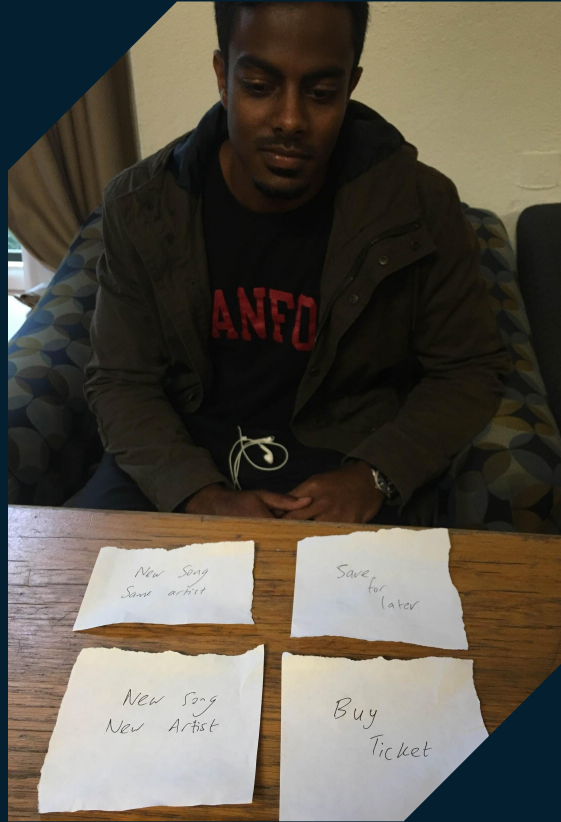
ASSUMPTIONS

› People's level of interest and likeliness to continue with the task at hand would be the same in both tasks

› The time it took us to perform the user's actions/cards would be as fast as the envisioned app

WHAT WORKED?

- We managed to find a concert the user prefered more
- Our process was faster than theirs

WHAT DIDN'T?

- Users preferred to have more control over their choices
-

WERE OUR ASSUMPTIONS VALID?

› People's level of interest and likeliness to continue the first task is usually low
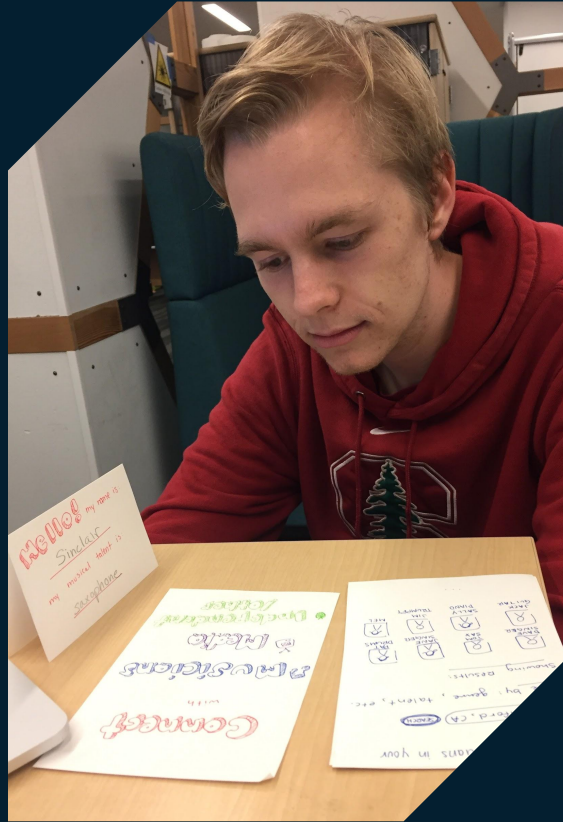› Time it took us to perform the user's actions/cards would probably be slower than the envisioned app

PROTOTYPE 3:
MEET
INDUSTRY PROS

"HMW help people make a career out of their interests in music?"

HOW WE TESTED IT

- Gave a musician a card to "sign up"
- Had him look at the first card with options
- Had him explore the other pages

ASSUMPTIONS

› The offline version can be as interactive as the online version
› This could bring opportunities and connections that musicians and industry people don't already have
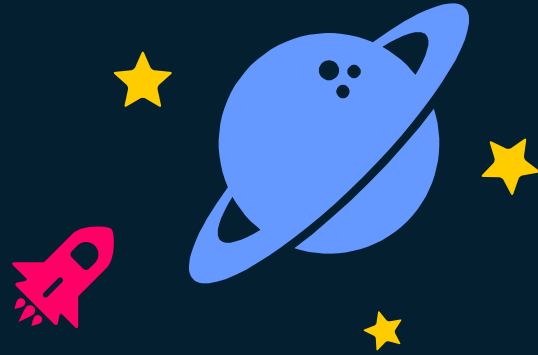› Users will understand how the layout works

WHAT WORKED?

- Option to refine search
- The music page showing other local musicians was understandable

WHAT DIDN'T?

- Categories seemed unclear
- Participants didn't realize it was music-specific

WERE OUR ASSUMPTIONS VALID?

› The offline version had issues with making the users find the right pages
› Professional musicians might already have connections--is this for amateurs only?
› The interface wasn't as understandable as we thought

WHICH PROTOTYPE DID WE FIND MOST SUCCESSFUL?

PROTOTYPE 1: MEET MUSICIANS

- › Prototype 2: Less needfinding support
- › Prototype 3: importance of intuitive UI design

THANKS!