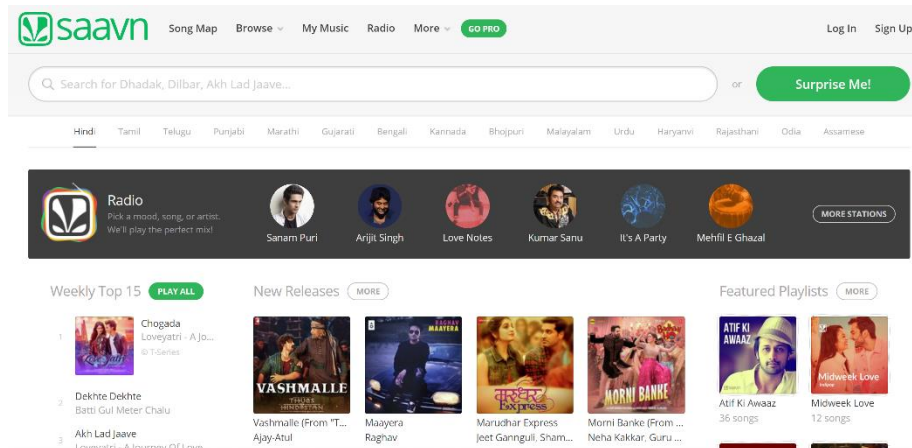


## Design Notebook #2

### HCI Platform Chosen: Saavn (Computer Version)



Saavn is a platform which offers individuals to search and listen to Indian songs of different languages such as Hindi, Tamil, Punjabi, Telegu etc. within one platform. I believe that Saavn is an example of good HCI because several the golden rules of interface design are fulfilled. One prominent one is Universal Usability. Saavn is designed mainly to be used by Indian music enthusiasts all around the world. Indian music isn't just Hindi music, and the fact that the segregation of music is specified through language on the home page shows that Saavn is taking in consideration the diversity of Indian music. They also have a song map which typically shows what music/song is being listened to more prominently all around the world giving you a chance to explore different genres and types of music. Another prominent golden rule is control, the designer smartly allowed the user to search around the website for songs and create playlists [upon login] but they also have this feature called 'Radio stations', which are often readymade shuffled playlists based on categories such as singers, genres, moods etc. For these stations, the control of the selection of the songs lies in hand of the website randomizer rather than the user, the user may choose to skip the song but not choose it in case of radio. Consistency is also maintained throughout the website, in terms of color scheme especially the green and white color is seen everywhere, and all songs have either their movie album or album cover next to them so that the individual knows where the song comes from, as well as the specification of the singer and music directors.

Another aspect of the website I like is that when one selects a song, you can see songs of the similar genre, type or language. Saavn often displays the latest releases on their homepage to allow you to explore new music. One of the constraints the designer might have faced is in terms of maintaining so many different genres of music and identifying them accurately. Some songs have been recreated for covers with a completely different vibe as the original and may be part of a different genre then. To help users better understand that, they should allow song covers to be displayed with the original song so people can choose version they like better. The designer had a good opportunity to highlight the new songs which may not have gained popularity and music directors will be willing to pay big bucks for the same, this gives a good opportunity for profits and revenue. Music is an extremely lucrative but a business of the heart and if applied properly, can benefit a lot of people well. I really like the way some playlists are premade, and I would suggest to the designer to let people make their versions of the same playlists by adding a duplicate option. I would also suggest the designer to allow people to see at least the next 4 upcoming songs in the radio stations to avoid constant skipping of music. Overall, I really like the HCI of Saavn as it fulfills its purpose of bringing Indian music to life all around the world and there are some tweaks here and there which would just be a cherry on the cake.