

MOTIVATE MUSICIANS, CONNECT COMMUNITIES

CRESCENDO CONNECT

DESIGN PROBLEM:

College students, especially those who have paused practicing the instruments they used to enjoy, need greater incentives, such as location, accessibility, lessons, and community, to be motivated to start practicing again



USER INSIGHTS:



- Users tend to not remain dedicated to their instrument in college due to being busy or prioritizing other pursuits
- The user demonstrates a clear interest in leveraging technology to facilitate their musical journey
- Lessons greatly incentivize people to play their instruments and remain accountable

DESIGN CONCEPT:

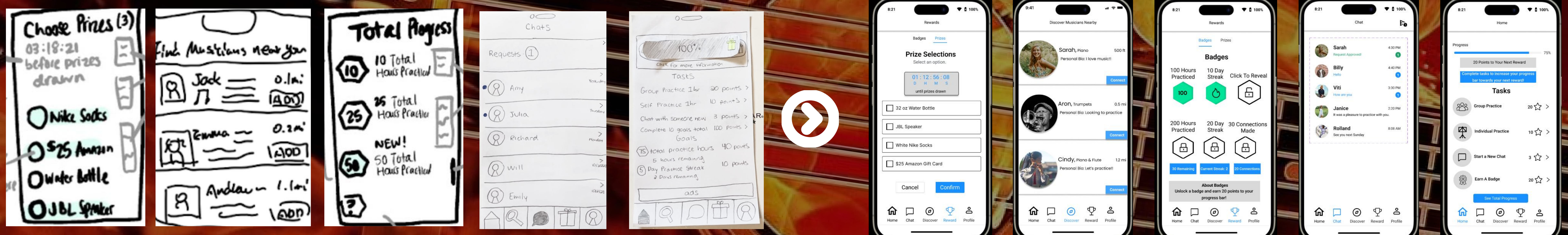
Users should be able to regain their sense of motivation through earning rewards, find local community through Discover and chat features, and complete tasks to improve at their instrument. This app represents a simple and low pressure way for musicians to want to play their instruments again



PROTOTYPE ITERATION:

From Low to High Fidelity:

- Popups to support error recovery
- Added user data and color
- Created “Badges” and “Prizes” sub-tabs for Reward page



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