

MBTI PLAYLIST & QUOTES PRESENTATION

Presented by : Group 4

OUR TEAM



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TOPICS



Introduction



Detailed Steps



Detailed Description



Design Thinking Assessment Point



Design Thinking Evidence

INTRODUCTION

Design Thinking

Definition:

- A human-centered, solution-based approach to problem-solving and innovation.
- Focuses on solutions and user needs rather than the problem itself.

Example:

- Instead of focusing on the problem of decreased productivity during remote work, focus on increasing employee engagement.

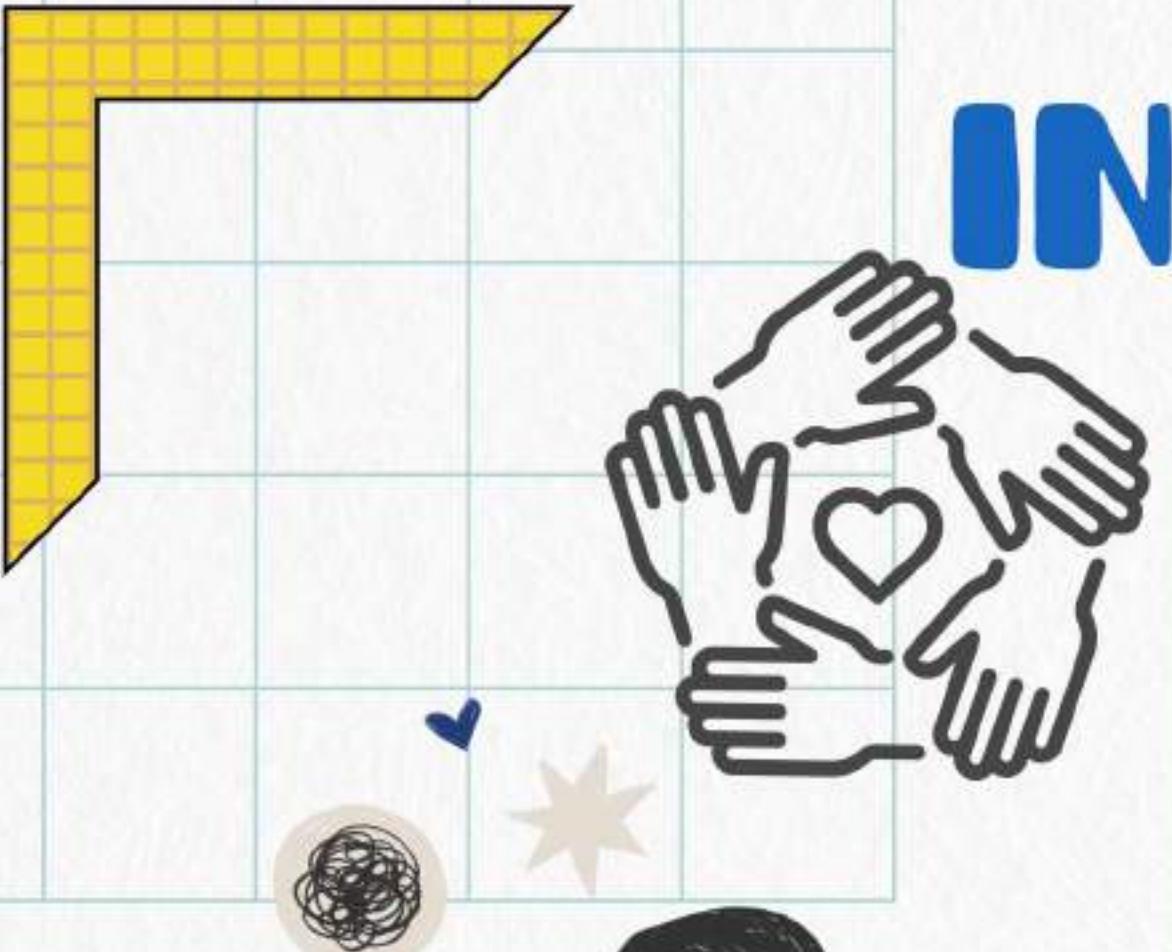


INTRODUCTION

Five Essential Stages of Design Thinking

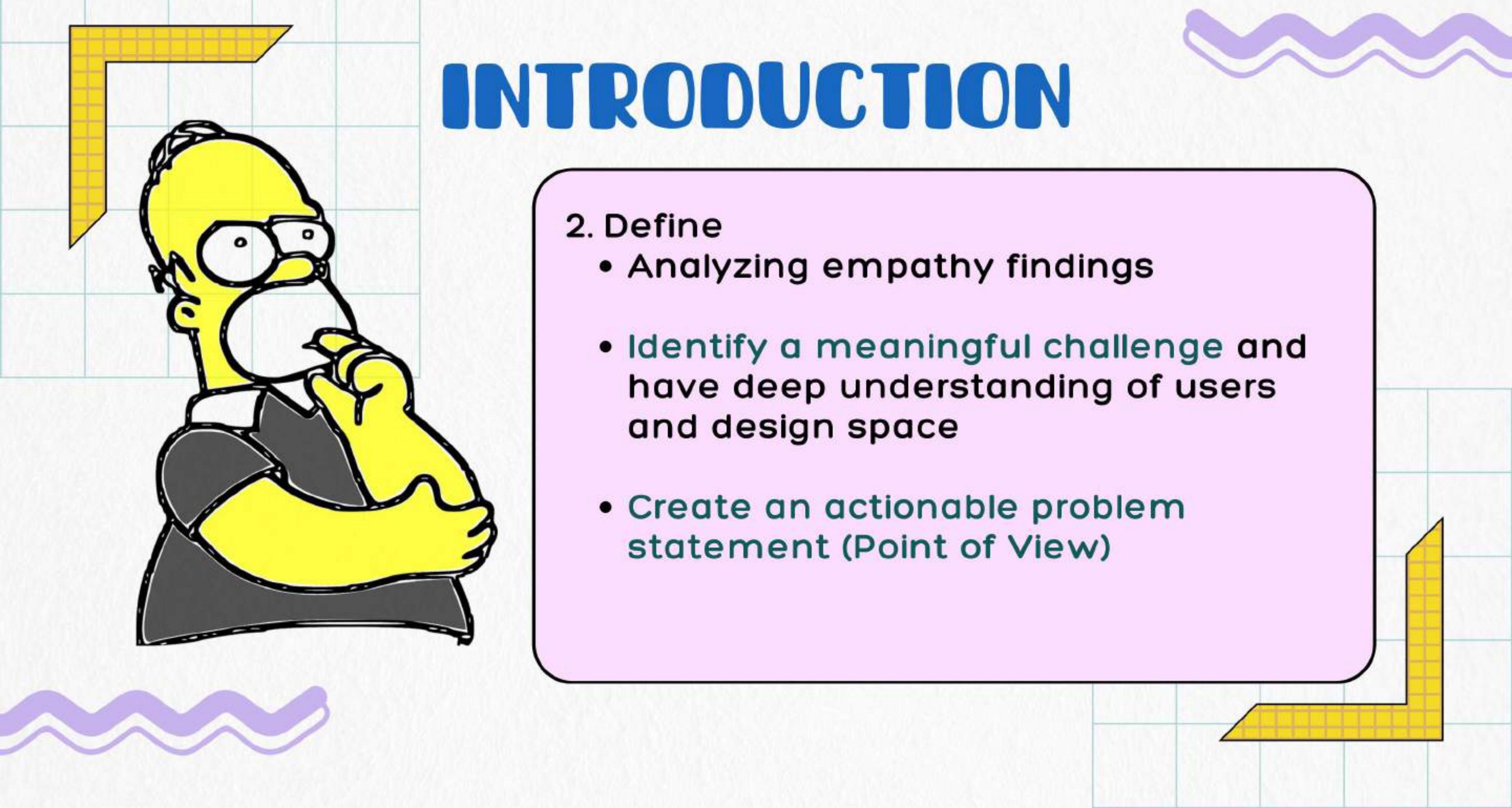
1. Empathize

- Understand users deeply by observing, engaging, and immersing.
 - Observe: Watch users in their environment.
 - Engage: Conduct interviews or short interactions.
 - Immerse: Experience what the user goes through.



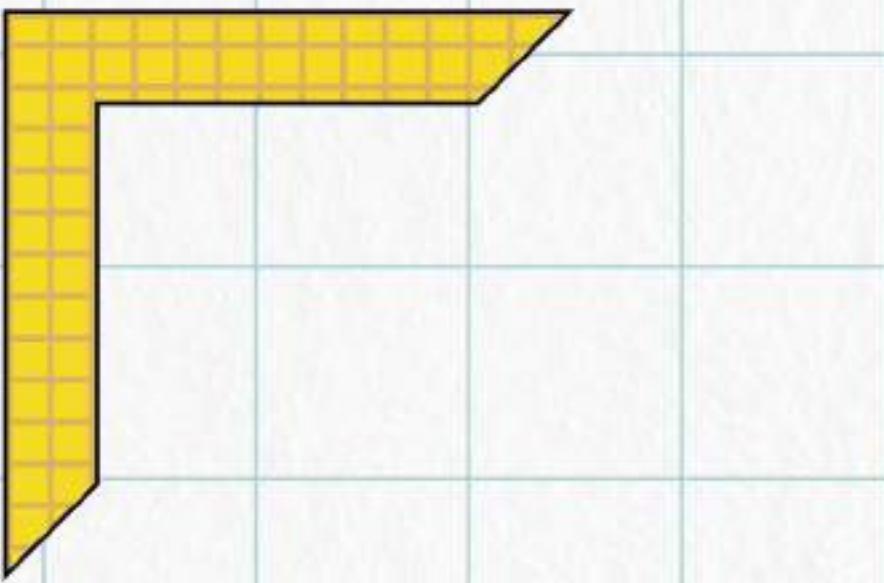


INTRODUCTION



2. Define

- Analyzing empathy findings
- Identify a meaningful challenge and have deep understanding of users and design space
- Create an actionable problem statement (Point of View)



INTRODUCTION



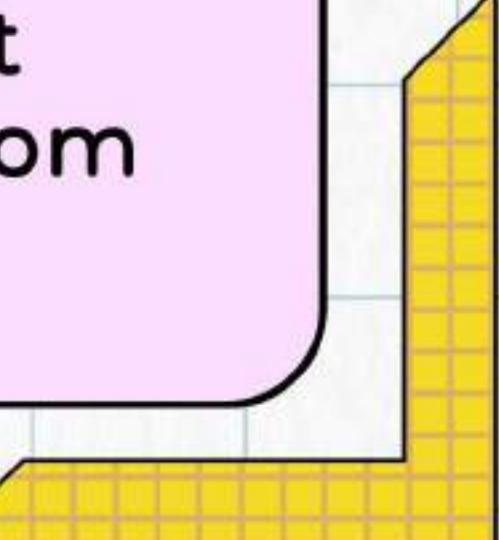
3. Ideate

- **Goal:**
 - Generate a large quantity of ideas.
 - Ensure diversity among ideas.
- **Outcome:**
 - Create a pool of ideas to build prototypes for user testing.





INTRODUCTION



4. Prototype

- Transform ideas into tangible representations for exploration and testing.
 - Forms of Prototypes:
 - Can be physical or visual
 - Resolution Matches Progress
 - Goal:
 - Explore possibilities quickly, let users try, and get feedback from users
- 
- 

INTRODUCTION

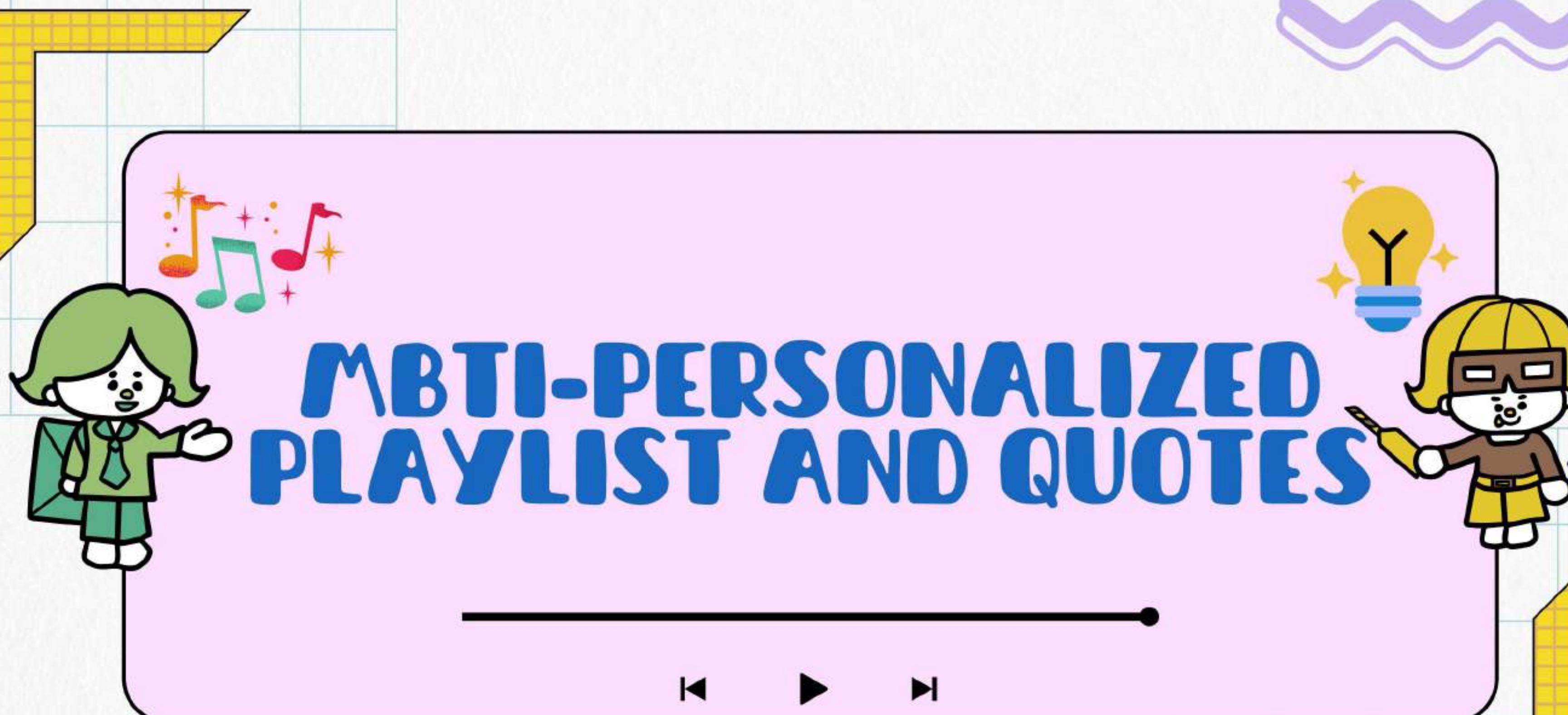
5. Test

- Refine and improve solutions through user feedback
- Place prototypes in real-world situations to understand their effectiveness
- Iterative process





MBTI-PERSONALIZED PLAYLIST AND QUOTES

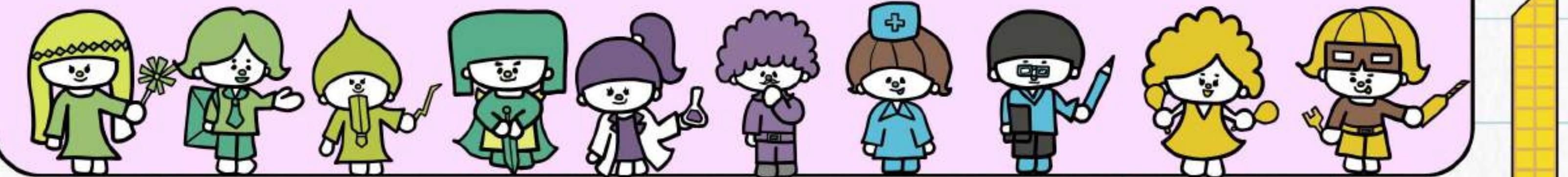


INTRODUCTION

What is MBTI ?

The Myers-Briggs Type Indicator (MBTI) is a personality assessment tool that categorizes people into 16 personality types based on four key dichotomies :

1. Attention: Extraversion (E) or Introversion (I)
2. Information intake: Sensing (S) or Intuition (N)
3. Decision making: Thinking (T) or Feeling (F)
4. World dealing: Judging (J) or Perceiving (P)



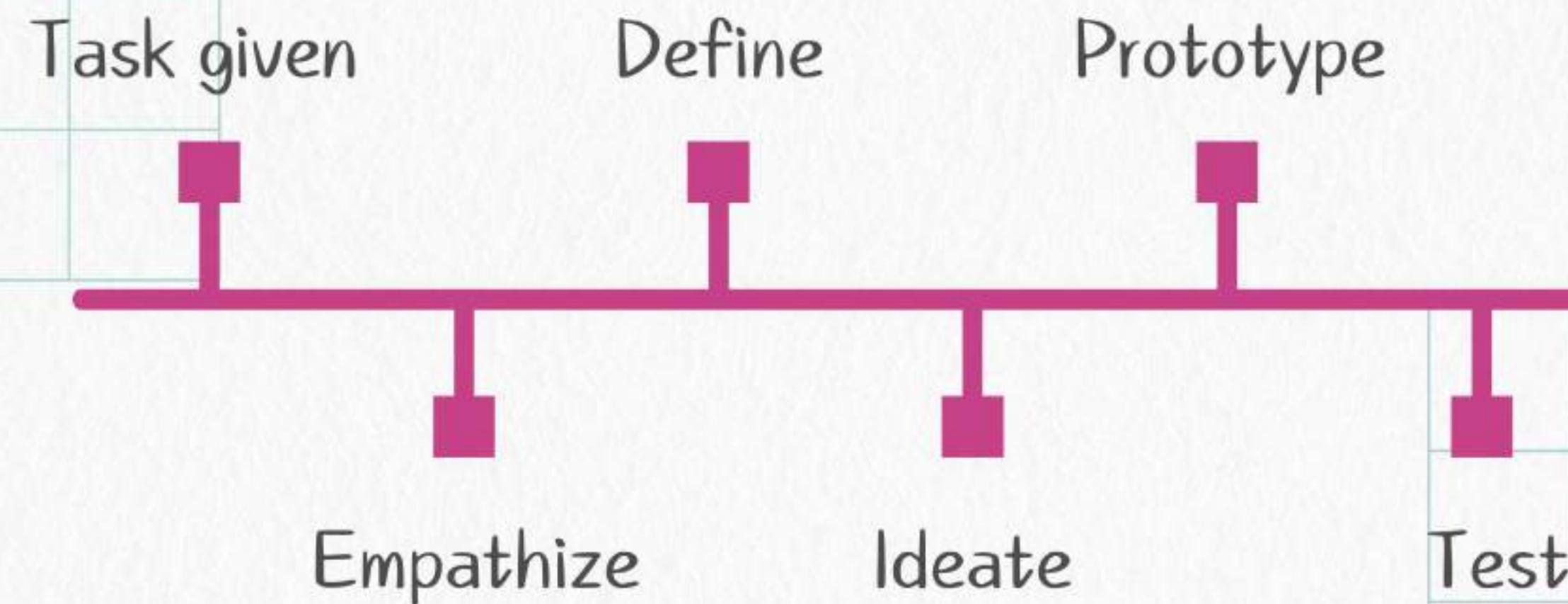
INTRODUCTION

What is MBTI-Personalized Playlist and quotes?

- MBTI-Personalized Playlist: A music playlist tailored to match the personality traits of each MBTI (Myers-Briggs Type Indicator) type.
- Features: Reflects emotional tones, themes, and genres that suit each type's worldview and preferences.
- Added Touch: Paired with quotes that highlight each type's core traits for a more immersive experience.



DETAILED STEPS



DETAILED STEPS

• STEP 1: EMPATHIZE

- Google form
- Understand the needs and preferences of users

• STEP 2: DEFINE

- 46% of respondents strongly liked the idea of combining playlists with meaningful quotes
- Problem statement: "How might we create a system that curates playlists using MBTI personality types, mood preferences, and meaningful quotes to provide a unique and personal listening experience?"

DETAILED STEPS

• STEP 3: iDEATE

- Brainstorming creative solutions
- Design a system that integrates MBTI, mood preference and quotes to a playlist

• STEP 4: PROTOTYPE

- Develop a prototype based on ideas generated in ideate phase

DETAILED STEPS

• STEP 4: PROTOTYPE

Homepage

MBTI Playlist
and
Quote Personalization

START!

MBTI PICK PAGE

Choose your MBTI

<input type="checkbox"/> INTJ	<input type="checkbox"/> ISTJ
<input type="checkbox"/> INTP	<input type="checkbox"/> ISTP
<input type="checkbox"/> ENTI	<input type="checkbox"/> ESTJ
<input type="checkbox"/> ENTP	<input type="checkbox"/> ESTP
<input type="checkbox"/> INFJ	<input type="checkbox"/> ISFJ
<input type="checkbox"/> INFP	<input type="checkbox"/> ISFP
<input type="checkbox"/> ENFJ	<input type="checkbox"/> ESFJ
<input type="checkbox"/> ENFP	<input type="checkbox"/> ESFP

MAKE

Feelings Pick Page

What are you feeling right now?

- Happy
- Sad
- Angry
- Disgust
- Fear
- It's complicated
- I don't know...

FEEL

Custom Song Page

Do you have any song you want to include in this playlist?

SEARCH ↗

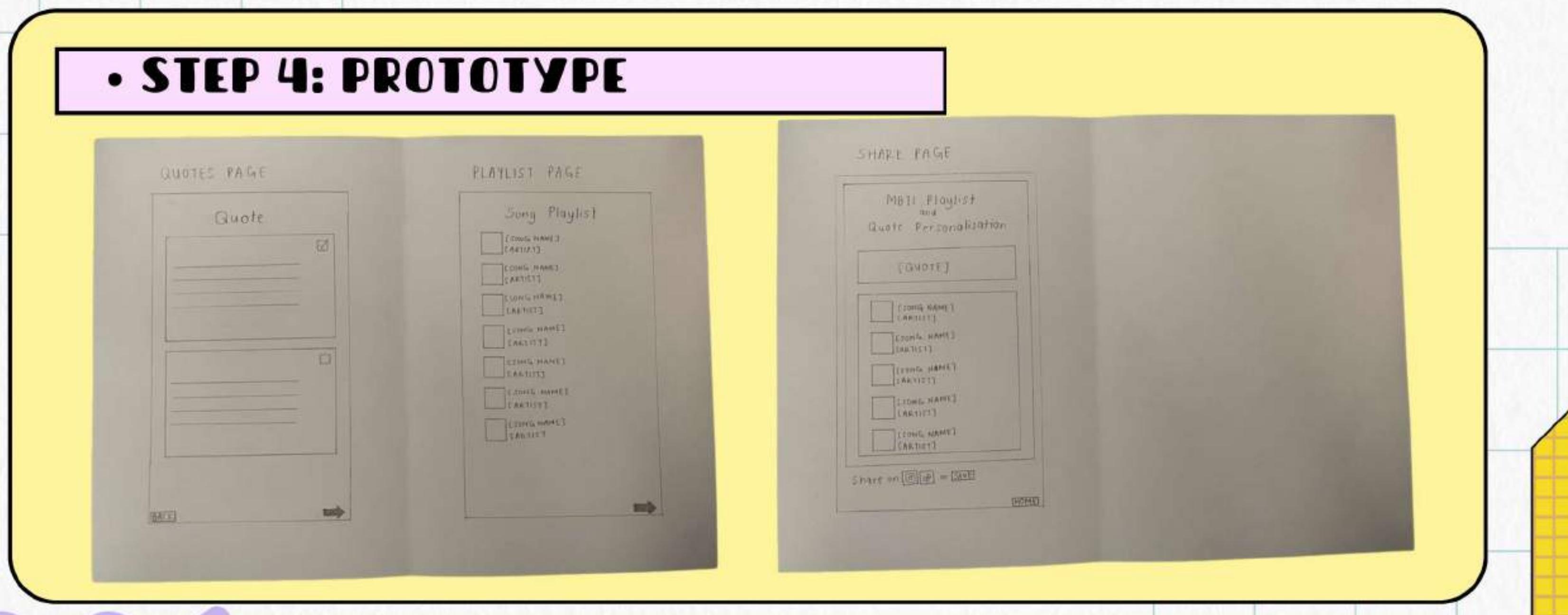
LONG NAME 1
 LONG NAME 2
 LONG NAME 3

➡

SONG ↗

DETAILED STEPS

• STEP 4: PROTOTYPE



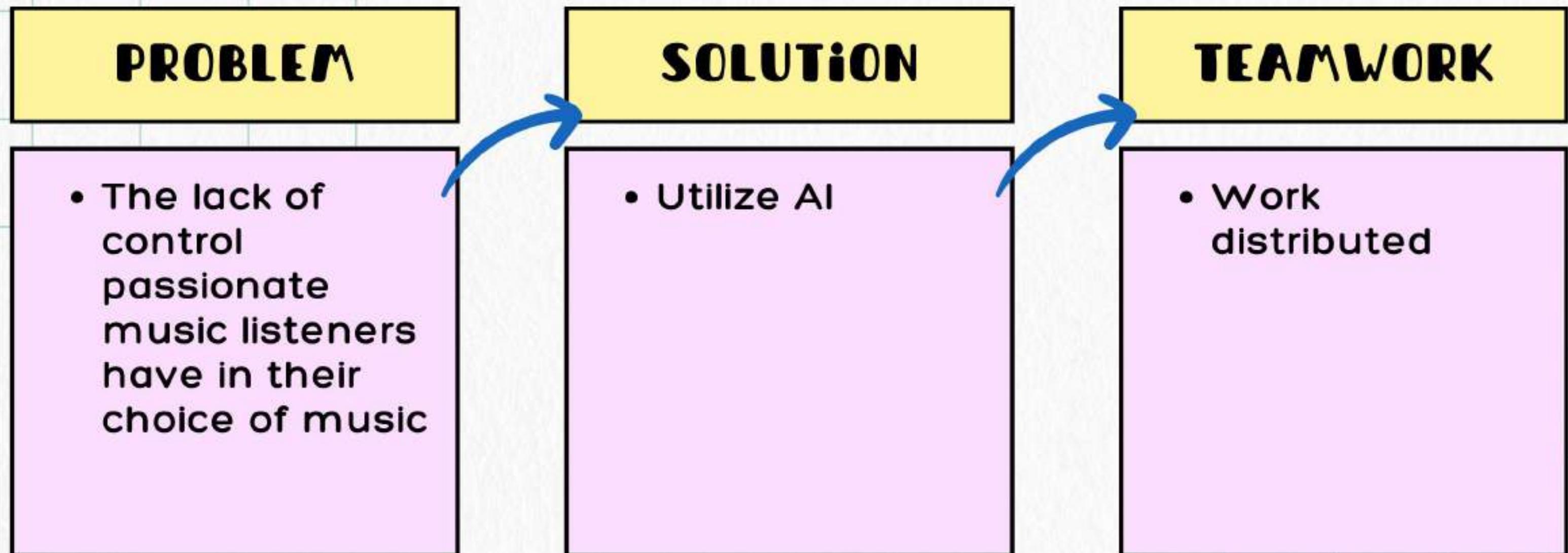
DETAILED STEPS

• STEP 5: TEST

- Completed prototype designing, features testing began
- Participants allowed to interact with prototype
- Feedback gained



DETAILED DESCRIPTION



DETAILED DESCRIPTION

PROBLEM

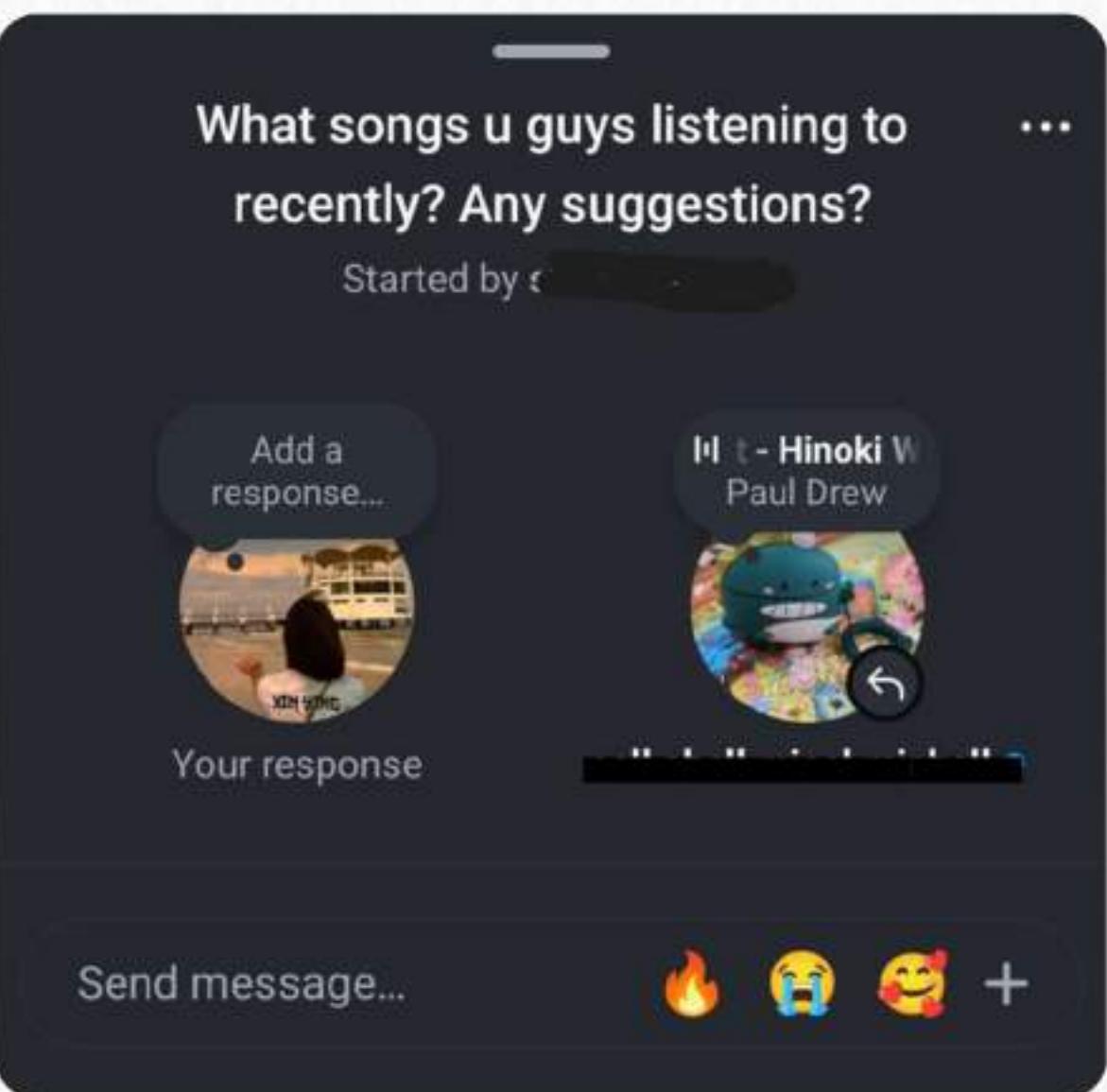
- The lack of control passionate music listeners have in their choice of music

- Difficult for them to find music that suits their tastes

- Conventional way of discovering music : asking others, is not efficient

DETAILED DESCRIPTION

PROBLEM



DETAILED DESCRIPTION

SOLUTION

- Utilize AI

- Machine learning to recognize patterns and factors affect user's music taste

- Wide access to internet data
- Dynamic

DETAILED DESCRIPTION

TEAMWORK

- Work distributed

- Research & data collection: Jia Ling, Xin Ying, Aliah, Umar
- Prototype designer: Azda
- Report writing: All

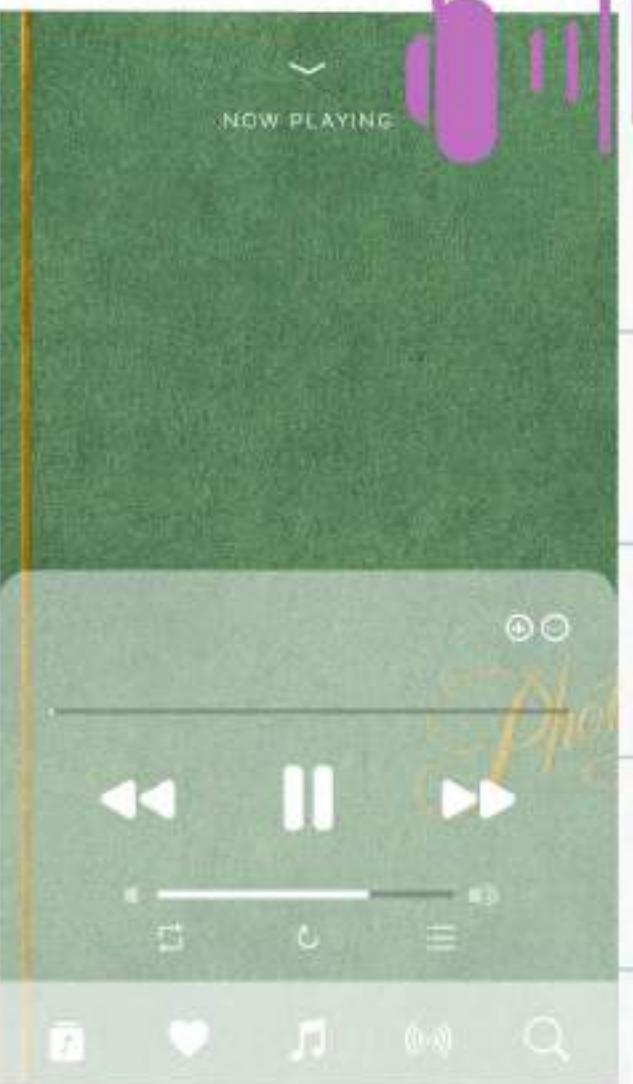
- Active communication & discussion in WhatsApp group
- Progress uploaded in GitHub

DESIGN THINKING ASSESSMENT POINT

01.

Empathize phase:

- Discovered interest of people towards personalized-playlist and trends of MBTI lately
- Adding quotes might enhance users' experience

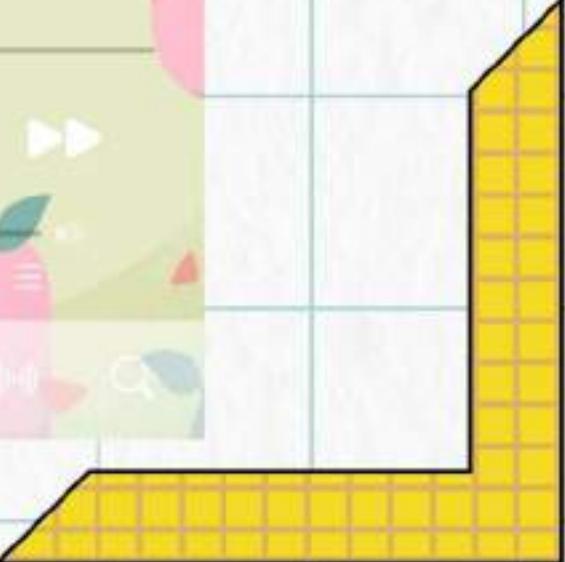
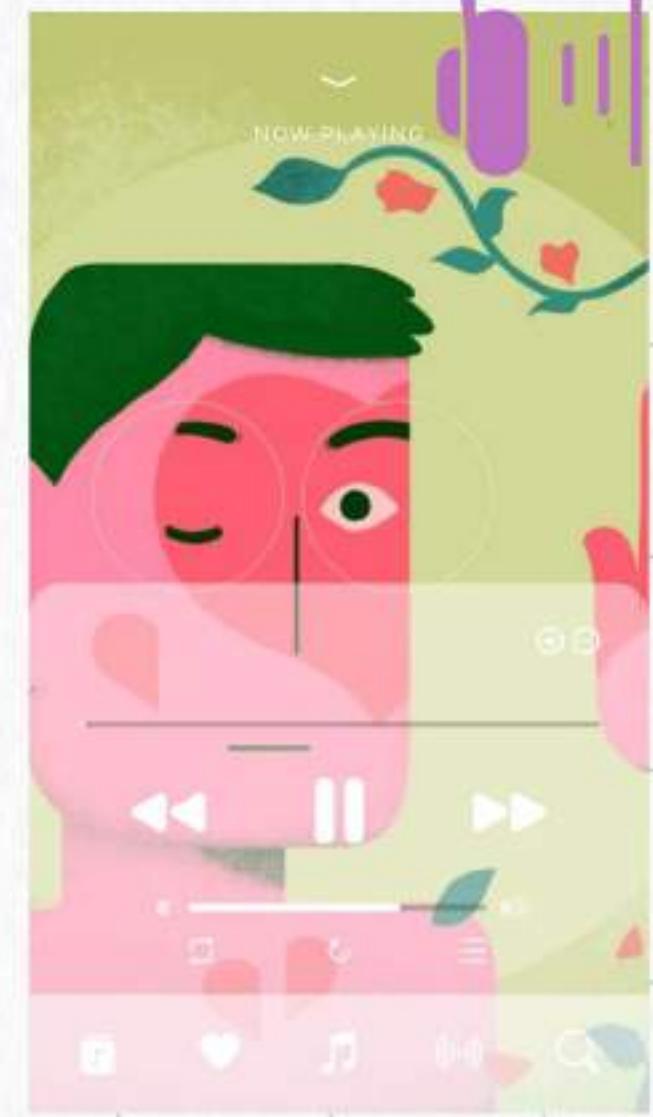


DESIGN THINKING ASSESSMENT POINT

02.

Define phase:

- Problem statement formed: People bored with own existing music playlist & seek for new music, growing MBTI trends
- Problem further analyzed



DESIGN THINKING ASSESSMENT POINT

03.

Ideate phase:

- Ideas and potential solutions discussed
- Illogical or unrelated ideas and solutions eliminated
- Best choice decided

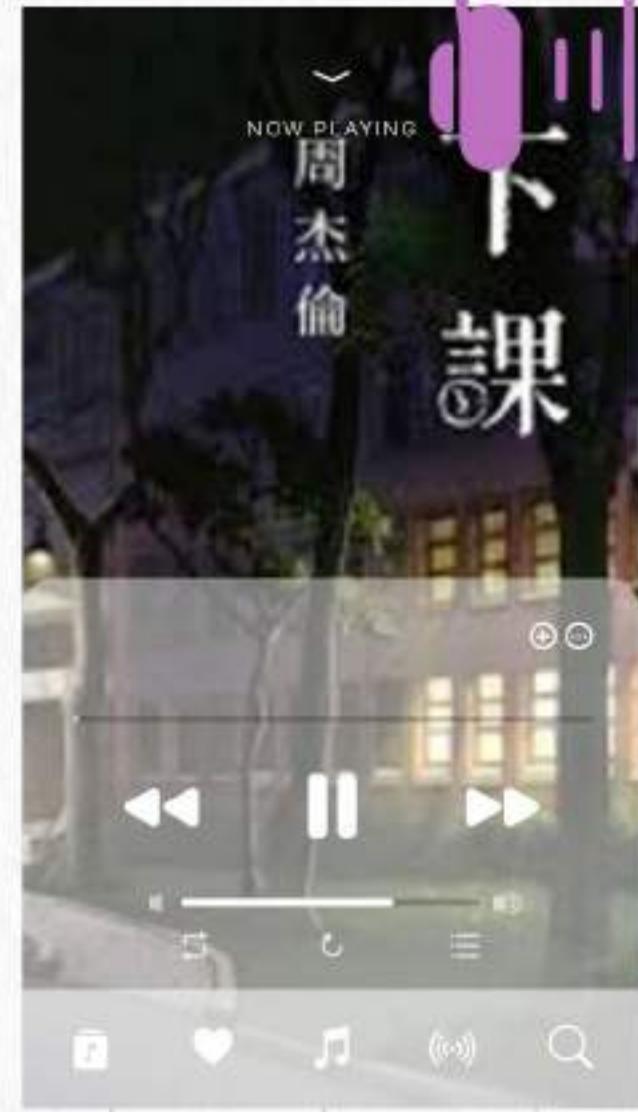


DESIGN THINKING ASSESSMENT POINT

04.

Prototype phase:

- Prototype designed: allows users to get their playlist generated based on filter and selection process
- Quotes generated from big data or song lyrics



DESIGN THINKING EVIDENCE

Empathy Phase



*Discussing findings
and ideas!*



DESIGN THINKING EVIDENCE

Empathy Phase



“ —
Problem found : Difficult
to find music that
matches own tastes
— ”



DESIGN THINKING EVIDENCE

Empathy Phase



“ —
Problem found :
Overwhelming amount of
music leads to decision
fatigue
”



DESIGN THINKING EVIDENCE

Empathy Phase

What is your MBTI personality type? *

How familiar are you with the MBTI personality framework? *

- Not familiar
- Somewhat familiar
- Very familiar

How often do you listen to music? *

- Daily
- A few times a week
- Occasionally
- Rarely

Do you prefer playlists tailored to specific moods or situations? *

- Yes
- No
- Sometimes (depends on the situation)

DESIGN THINKING EVIDENCE

Empathy Phase

Music Preferences

What kind of music genres do you enjoy? *

- Rock
- Pop music
- Rhythm and blues
- Classical music
- Jazz
- Electronic music
- Metal
- Country music
- Hip hop
- Funk
- Folk music
- World music
- Disco
- 其他:

What factors make a playlist resonate with you? *

- Lyrics
- Melody
- Energy level
- Emotional connection
- 其他:

DESIGN THINKING EVIDENCE

Empathy Phase

Quotes and Reflection

Do you find quotes meaningful or motivational? *

- Yes
- No
- Sometimes

What type of quotes do you resonate with most? *

- Inspirational
- Reflective and deep
- Funny and lighthearted
- Adventure-focused
- 其他:

Personality and Preferences

Do you think your music preferences align with your personality type? Why or why * not?

您的回答

Would you use a playlist and quote combo tailored to your personality? *

- Yes
- No
- Maybe

DESIGN THINKING EVIDENCE

Empathy Phase

Community and Sharing

Would you be interested in sharing personalized playlists and quotes with friends * or on social media?

- Yes
- No
- Maybe

How important is it for playlists and quotes to feel personal and relatable? *

- Very important
- Somewhat important
- Not important

Feedback and Additional Input

Do you have any suggestions for features that would make the MBTI playlist-quote combo more appealing to you? *

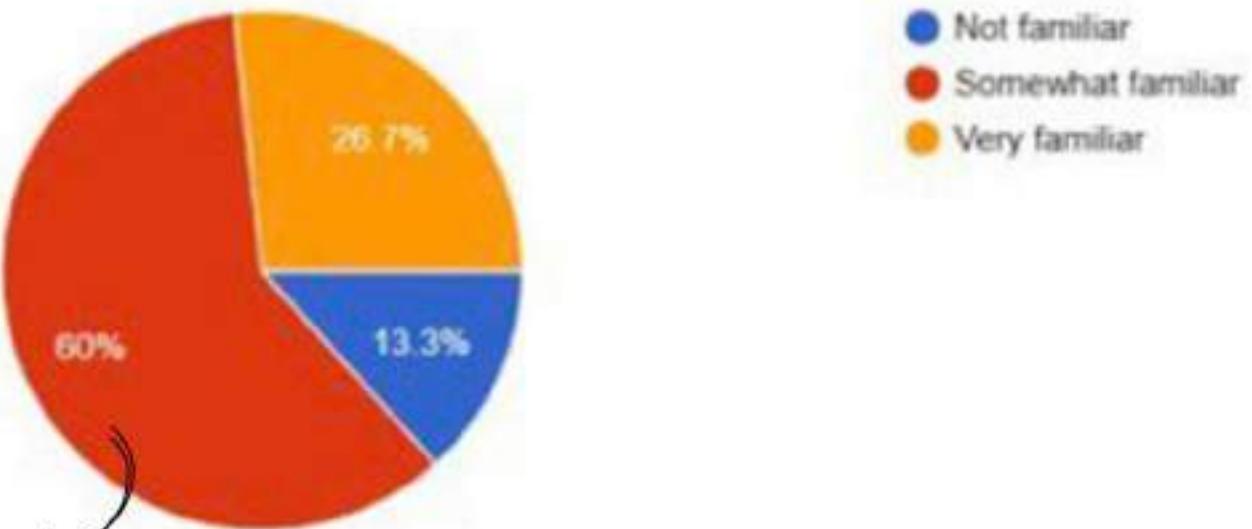
您的回答

DESIGN THINKING EVIDENCE

Define Phase

How familiar are you with the MBTI personality framework?

(45 条回答)



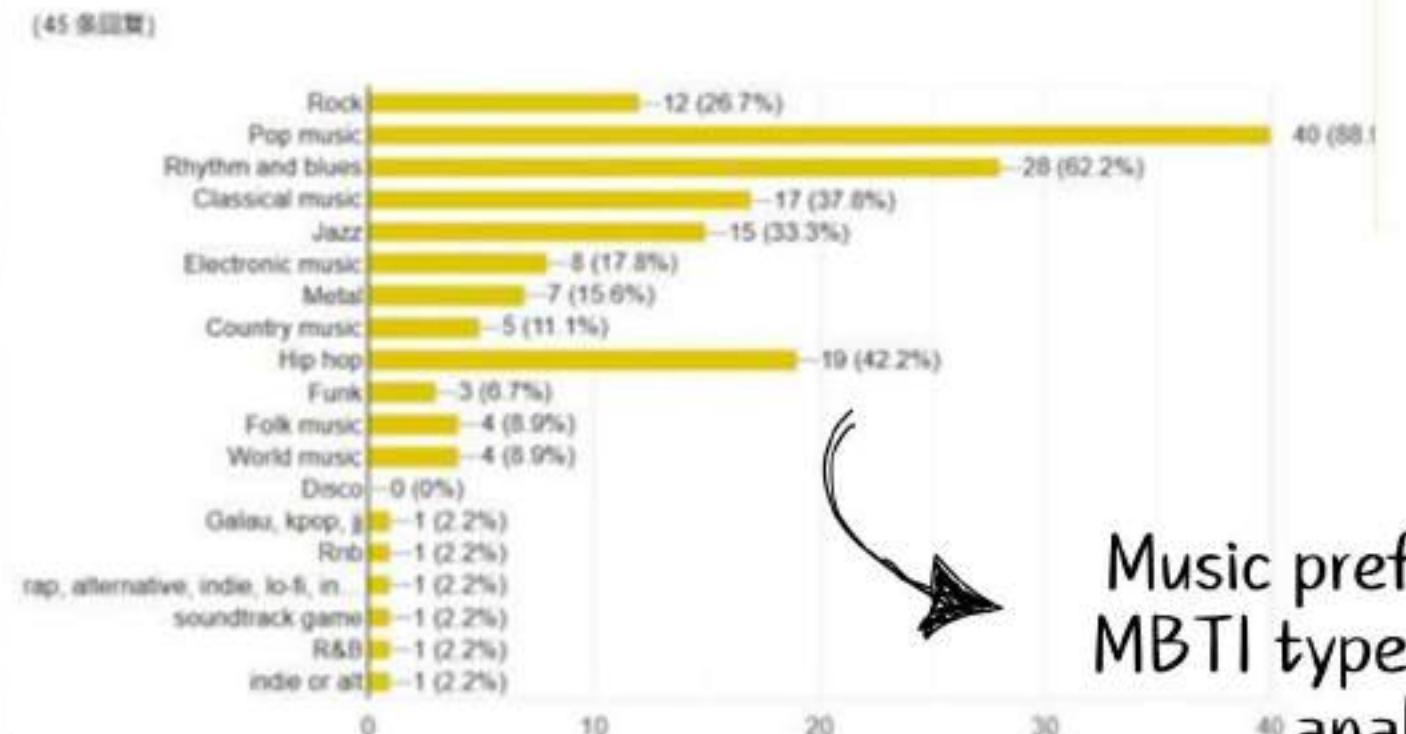
Majority somewhat
familiar with MBTI
Personality framework

DESIGN THINKING EVIDENCE

Define Phase

Music Preferences

What kind of music genres do you enjoy?



How often do you listen to music?

(45 個回答)



Do you prefer playlists tailored to specific moods or situations?

(45 個回答)



Music preference and
MBTI type are further
analyzed

DESIGN THINKING EVIDENCE

Define Phase

What factors make a playlist resonate with you?

(45 条回答)



User's needs are analyzed



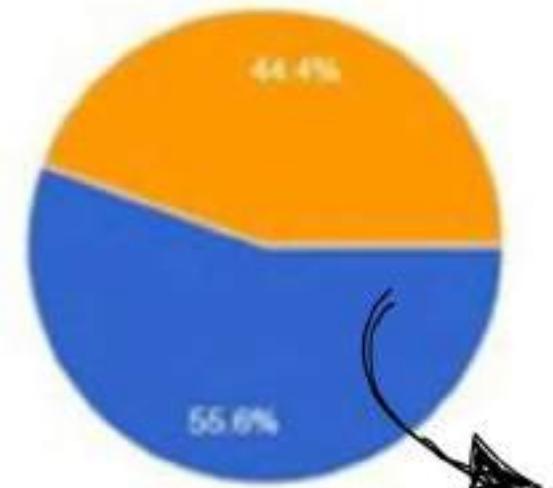
复制图表

DESIGN THINKING EVIDENCE

Define Phase

Quotes and Reflection

Do you find quotes meaningful or motivational?
(45 個回答)



Reflective and deep quotes resonate with most people

- Yes
- No
- Some

What type of quotes do you resonate with most?
(45 個回答)



- Inspirational
- Reflective and deep
- Funny and lighthearted
- Adventure-focused

Are there any quotes that deeply resonate with your personality or mindset?
(22 個回答)

Be kind, have courage and believe in a little magic

Leave footprints of love and kindness wherever you go

if you stop running, you'll look back and regret seeing yourself not running. so let's just run, let's cheer on together

" Millions saw the apple fall, but Newton ask why" - Bernard Baruch

_ Persis setahun yang lalu
Ku dijauhkan dari yang tak ditakdirkan untukku
Yang ku ingat saat itu
Yang kulakukan hanya menggerutu angkuh
_ Lebih percaya cara-caraku
Pilih ragukan rencana Sang Maha Penentu
_ Untungnya, bumi masih berputar
Untungnya, ku tak pilih menyerah
Untungnya, ku bisa rasa

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DESIGN THINKING EVIDENCE

Define Phase

Personality and Preferences

Do you think your music preferences align with your personality type? Why or why not?

(45 個回答)

Yes

No, because I listen to any kind of music honestly

Maybe a little

I think yes, because my music taste complement my emotional sensitivity and my desire to connect with the world around me and it also align with my tendency to enjoy energy-boosting and uplifting content that engage my personality.

Yes because I am kind of an easy going person

sometimes

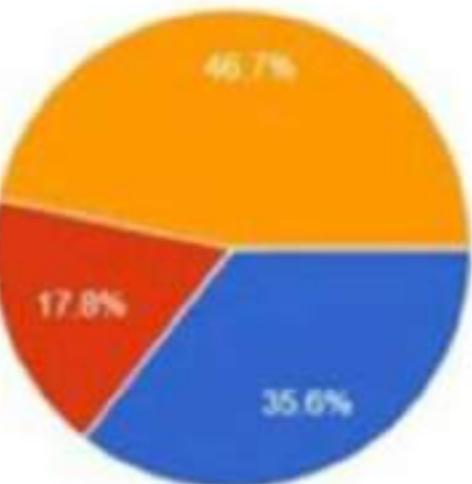
Not sure. I don't think so

Some of my friends said my music taste doesn't match my vibe so.... (they were SHOCKED when they find out I listen to Taylor Swift's song)

40% - Yes
33% - No
27% - Probably

Would you use a playlist and quote combo tailored to your personality?

(45 個回答)



- Yes
- No
- Maybe

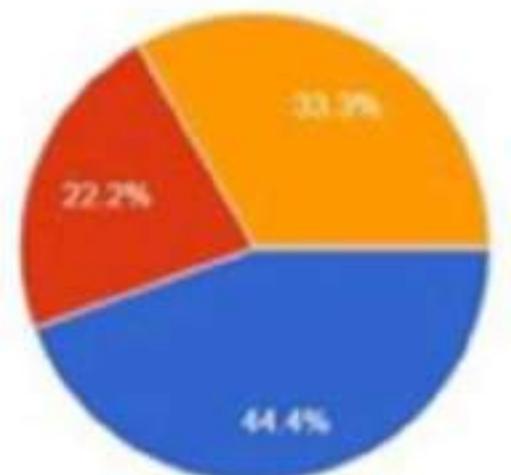
DESIGN THINKING EVIDENCE

Define Phase

Community and Sharing

Would you be interested in sharing personalized playlists and quotes with friends or on social media?

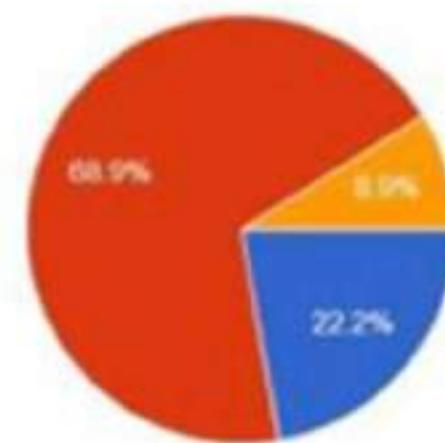
(45 条回答)



- Yes
- No
- Maybe

How important is it for playlists and quotes to feel personal and relatable?

(45 条回答)



- Very important
- Somewhat important
- Not important

DESIGN THINKING EVIDENCE

Define Phase

Feedback and Additional Input

Do you have any suggestions for features that would make the MBTI playlist-quote combo more appealing to you?

(45 条回复)

Mungkin buat base on setiap huruf (I,E,S,J,...) daripada buat utk (ISFP, ENTJ)

Have a mood charts that can show the quotes, and play the musics based on the person mood at the time.

I don't have any in mind

studying the meaning of the song

Not sure man. 😊



Song Explanations where it briefly explain how each song aligns with the MBTI type's traits.

idk but i do know that i like things on a more deeper level? Kinda like things that are mainly subjective. It's open for interpretation and i like it bcs you get to discuss it openly. Ig that's a sign that i do like theorizing and figuring things out. OK LIKE FOR EXAMPLE PEOPLE THEORIZING MEANING BEHIND LYRICS. Like yk those crazy swifties that look into deep through her lyrics?

DESIGN THINKING EVIDENCE

Ideate Phase

Ideate Phase :

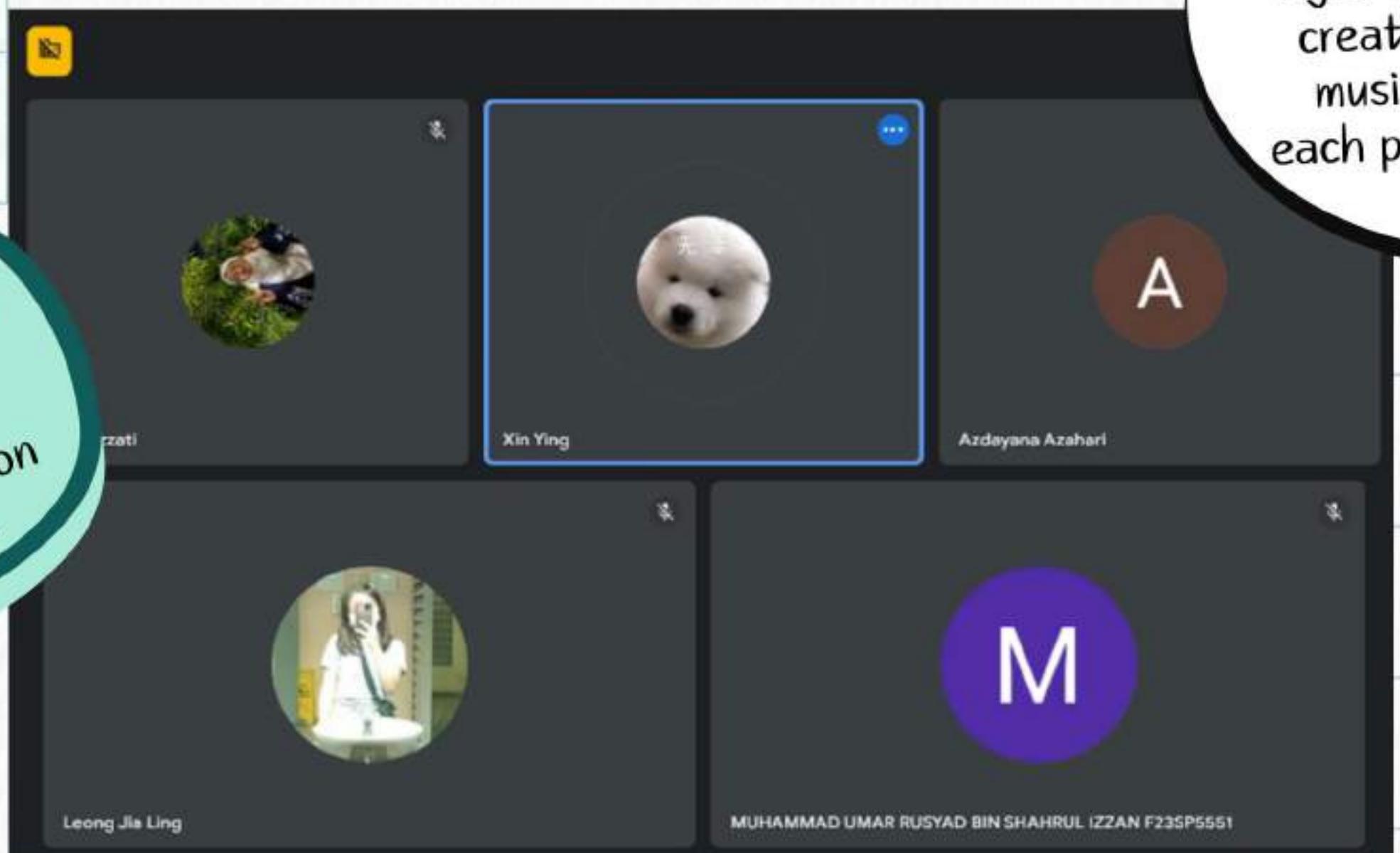
Problem :

- Playlist for specific moods/situation.
→ Add option for moods
- Melody / lyric
→
- Quotes : 1. Reflective and deep
→ give multiple quotes
- Playlist shared to social media
→ place an option button to share the playlist

DESIGN THINKING EVIDENCE

Ideate Phase

Yeah! We can use AI and machine learning to create personalized music playlists based on personality types.



MBTI is super popular right now, so why not create personalized music playlists for each personality type?

DESIGN THINKING EVIDENCE

Prototype Phase

Homepage

MBTI Playlist
and
Quote Personalization

START!

DESIGN THINKING EVIDENCE

Prototype Phase

MBTI PICK PAGE

Choose your MBTI

- | | |
|-------------------------------|-------------------------------|
| <input type="checkbox"/> INTJ | <input type="checkbox"/> ISTJ |
| <input type="checkbox"/> INTP | <input type="checkbox"/> ISFJ |
| <input type="checkbox"/> ENTJ | <input type="checkbox"/> ESTJ |
| <input type="checkbox"/> ENTP | <input type="checkbox"/> ESFJ |
| <input type="checkbox"/> INFJ | <input type="checkbox"/> ISTP |
| <input type="checkbox"/> INFP | <input type="checkbox"/> ISFP |
| <input type="checkbox"/> ENFJ | <input type="checkbox"/> ESTP |
| <input type="checkbox"/> ENFP | <input type="checkbox"/> ESFP |

BACK

DESIGN THINKING EVIDENCE

Prototype Phase

FEELINGS PICK PAGE

- What are you feeling right now?
- Happy
 - Sad
 - Angry
 - Disgust
 - Fear
 - It's complicated
 - I don't know...

BACK

DESIGN THINKING EVIDENCE

Prototype Phase

CUSTOM SONG PAGE

Do you have any song
you want to include in
this playlist ?

search

skip

[SONG NAME]
[ARTIST]

[SONG NAME]
[ARTIST]

[SONG NAME]
[ARTIST]



BACK

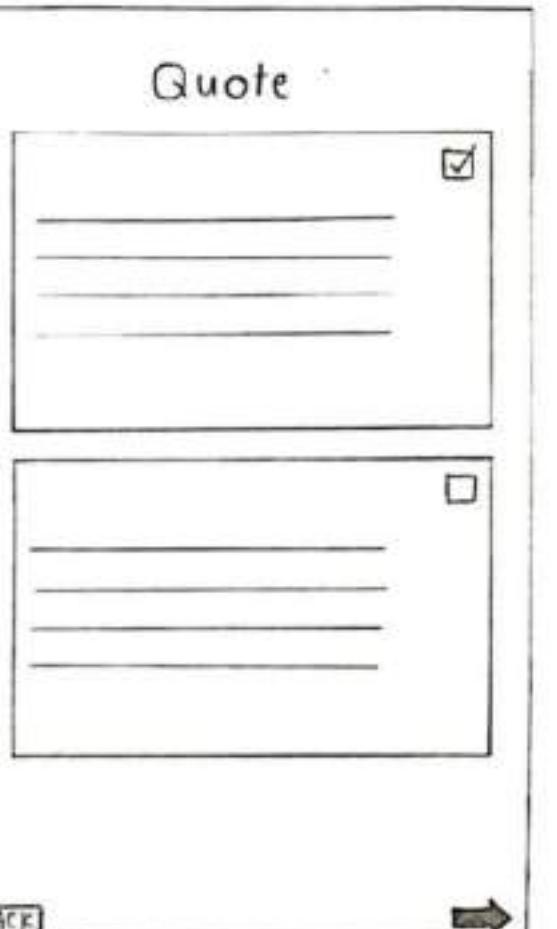
DESIGN THINKING EVIDENCE

Prototype Phase

QUOTES PAGE

Quote

PAGE 



DESIGN THINKING EVIDENCE

Prototype Phase

PLAYLIST PAGE

Song Playlist

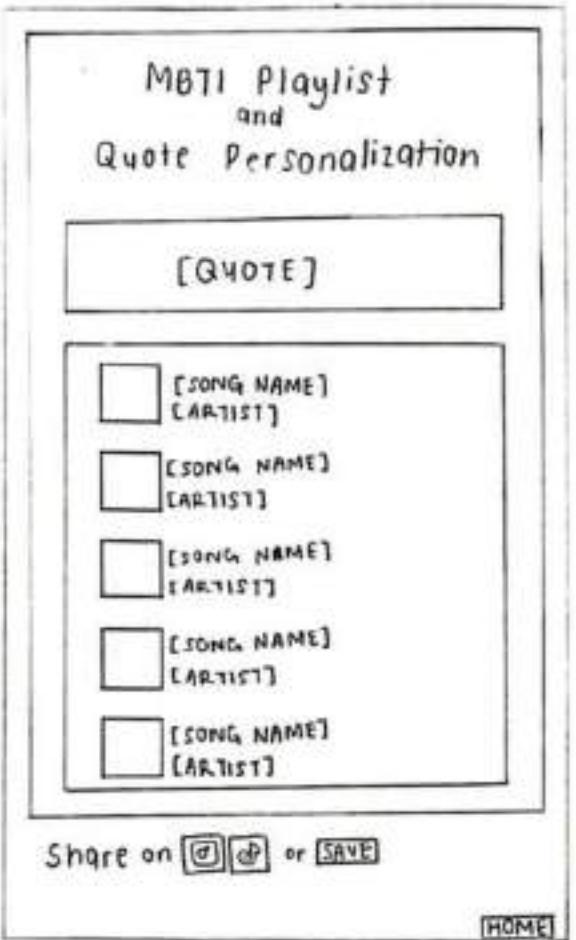
- [SONG NAME]
[ARTIST]



DESIGN THINKING EVIDENCE

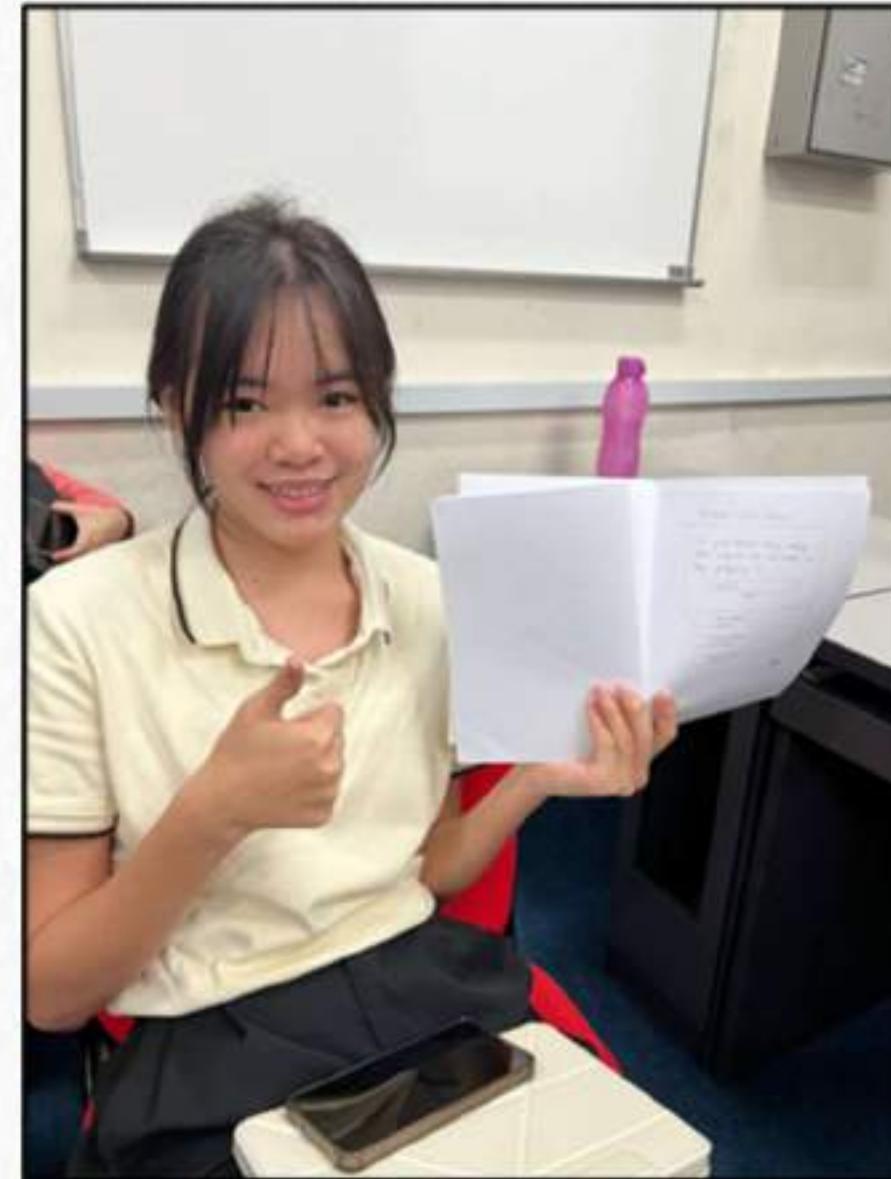
Prototype Phase

SHARE PAGE



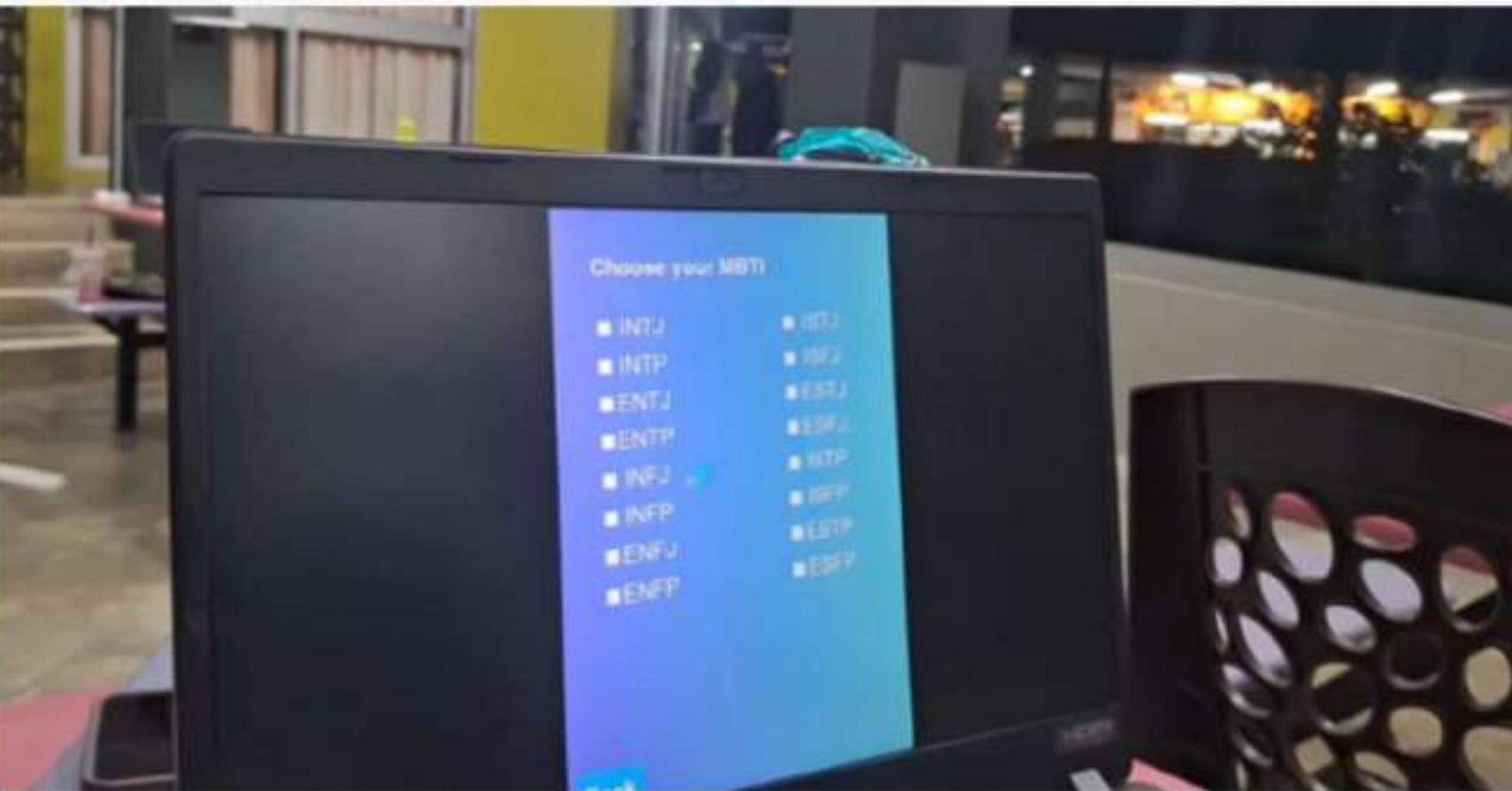
DESIGN THINKING EVIDENCE

Prototype testing phase



DESIGN THINKING EVIDENCE

Prototype testing phase



CONCLUSION

The idea of MBTI-Personality Playlists and Quotes is still pretty new to most people.

Luckily, the majority seem open to the concept.

We genuinely believe this invention could make a big difference and benefit a huge number of people.



THANK YOU

Presented by : Group 4