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CSE170  
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A2: Experience

### **Step 1: Iterate Point of View.**

#### **POV from A1:**

Upon the development of a Point of View that is based on the user's unmet need I found from my observations in A1, I learned that for Charlie's and Samuel's case, having a step-by-step guide for the song with clear placement of the fingers and form could have really improved their experience. For Samuel, if free-resources were available, why not link it to him directly in the first place. For the case of Andrew, why open a bunch of tabs and switch back and forth between them when he could listen to how the chords should sound like and compare it to how his chords sound like before resorting to opening a bunch of new tabs.

### **First Experience Prototype:**

With this POV in mind, I have put together a prototype of the application that my users will be testing. The structure of the first prototype is the following:

The app Idea that I am testing in this prototype is eliminating the search of going back and forth between the music sheet and chord structure with a beginner guitar player. The second item to test was the presence of a player that allows the user to play the song right on the same page. The user for this application experience is Andrew. He was asked to play “Count on Me” by Bruno Mars. The steps required include learning how to play a song, “Count on Me” by Bruno Mars and preparing a second guitar with which I would guide the user - whenever the user chose the tonal feedback or looking at the chord structure. I would guide the user with the chord structure on my own guitar if they needed help, if they chose the tonal feedback I would turn around from them and only play the chords they needed help figuring out; otherwise, I only told the user the chord they needed to play. The hardest part about this prototype was figuring out how to display the lyrics while the user was seeing the chord since I cannot physically display the lyrics on me as the application so I resorted to Googling “Count on Me lyrics” and opted with the second link which was [“https://www.azlyrics.com/lyrics/brunomars/countonme.html.”](https://www.azlyrics.com/lyrics/brunomars/countonme.html) I also figured I needed to know where the user was in the song so I asked the user to say the lyrics he was trying to play. Instead of the link to the original song, I had to have my spotify ready to play the song if the user wanted to hear the song again.

Feedback from the user was Andrew that he wanted me, the application, to play it first so that he could watch me play it. This made me think immediately back to one of the first points that Charlie, one of my first interviewee from assignment 1 of Needfinding, was told by His instructor. The instructor told him that the music was only going to be as good as the people around him during his first instrumental session. This made me reflect on how Andrew asked me if I could play this song first in his first attempt. This immediately gave me something to think further about, this thought was about a community-based learning environment where you can direct message individuals to see how they play the song and possibly collaborating. What I learned from this experience prototype is something that can set my application apart which is a community-based and people-driven learning environment. How I will apply it to my app is how it will require direct messaging feature. The direct link of the song on the page was also a success because Andrew utilized it at the start of the application.

### **Second Experience Prototype:**

For the second prototype, I will be test ran the application with Mario who is an intermediate guitar player. Presented with the same task, following the same steps as above, Mario declined the option of using the one-on-one guidance that the first user needed, but he did use the play option on the song to figure how the original song sounds like before playing - so that is a success. He had an easy time figuring out how to play the song after giving the chords and being shown the lyrics, again on

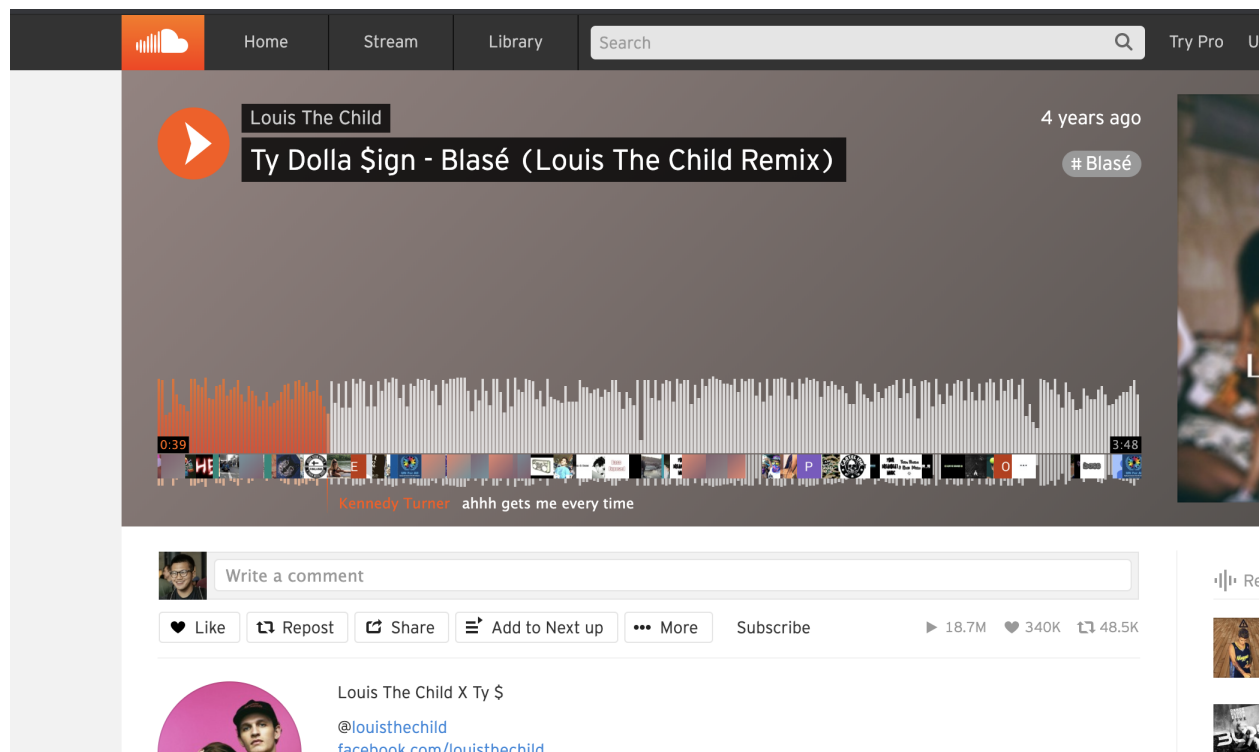
["https://www.azlyrics.com/lyrics/brunomars/countonme.html."](https://www.azlyrics.com/lyrics/brunomars/countonme.html) This time, however, the idea of having Mario reading out the lyrics to me and him playing the chords I while I tell him the chords to play simultaneously didn't work. I opted to just tell him the chords he needed to play in advanced where the chord changes happen and he went forward and played it. He was able to perform the task after this adjustment. The one-on-one guidance was not tested in this case because the user did not need the one-on-one guide which was one of my adjustments after my first experience prototype with Andrew. Tonal feedback that I offered was also declined by Mario - which also taught me that this idea will probably be useful in a learning environment and not in an environment where the user is only trying to find out the chords, not how to play the chords. Mario gave his valuable feedback based on his experience with my experience prototype and ultimate-guitar. He said how ultimate-guitar is easy to use but learning guitar tabs and their transitions with respect to the tempo of the song is something that he would like to see. He shared. This adds to my take-ways from the experience of tonal feedback being reserved for learning environment and and transitional track with respect to the tempo of the tab a user wants to learn.

**Inspiration Board:**

## Verbal Inspiration:

|          |               |           |       |             |
|----------|---------------|-----------|-------|-------------|
| Communal | Collaboration | Growth    | Green | Request     |
| Offline  | Modules       | Camp Fire | Learn | Jam Session |

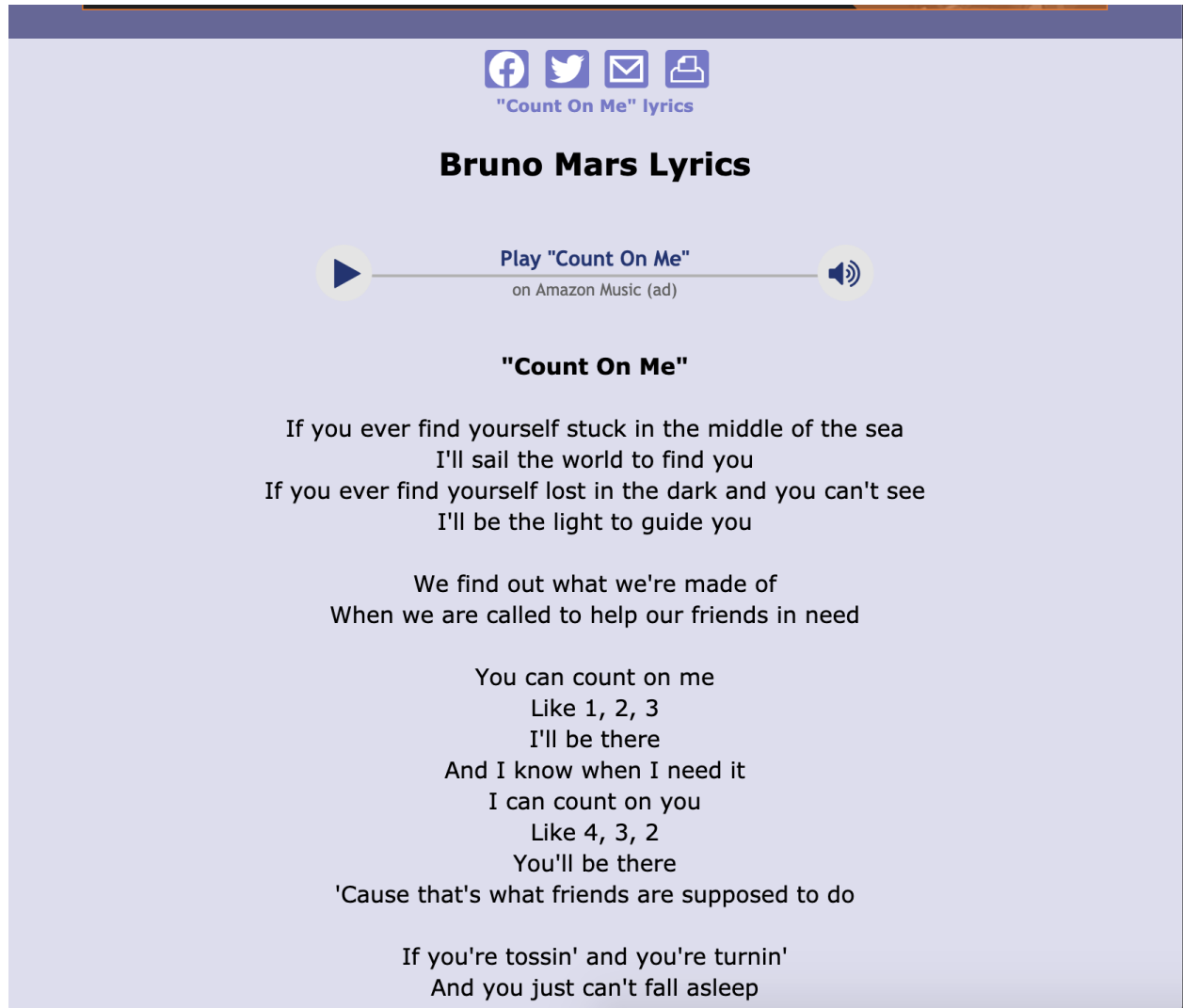
## Picture 1:



## Picture 1: Soundcloud

- + The soundcloud community involvement in each other's work is something that I want To emulate in my app
- I wish there was a better offline service

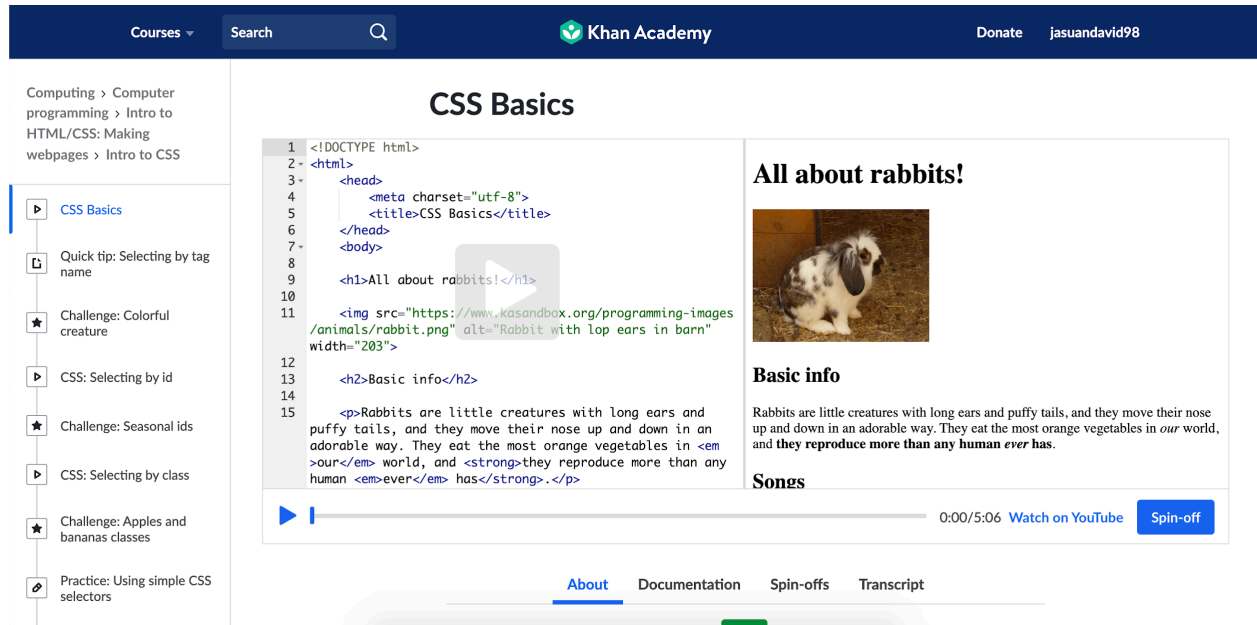
## Picture 2:



**Picture 2: AZ Lyrics**

- + limited ads and gives access to FREE resources
- it could use more design and variety in color

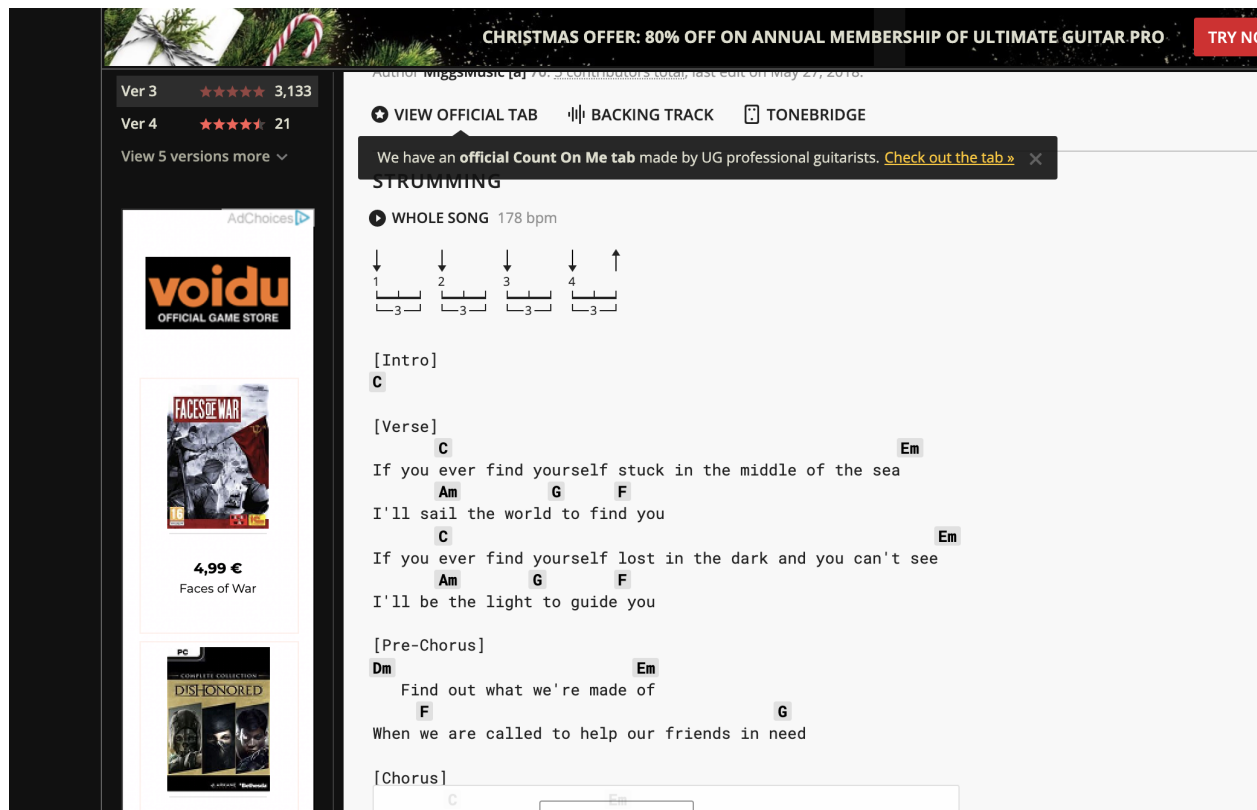
**Picture 3:**



**Picture 3: Khan Academy**

- + I would like this app to be a mean of growth and a place where music teachers could ask students to go on this website to motivate students to learn in their free time like some instructors utilize Khan Academy
- it can be missing that collaborative side of learning, the “presenting your ideas” and then being told “hey, there’s a flaw in your understanding about this ” I want this be present in my learning platform

**Picture 4:**



Picture 4: tabs.ultimate-guitar.com

- + Plethora of resources, innovative and design based on user's need like their self-scrolling page
- misleading ads that tell users "easy way to learn \_\_\_\_" and you would have to click "I want to learn the hard way" if you didn't want to sign up. The

Picture 5:

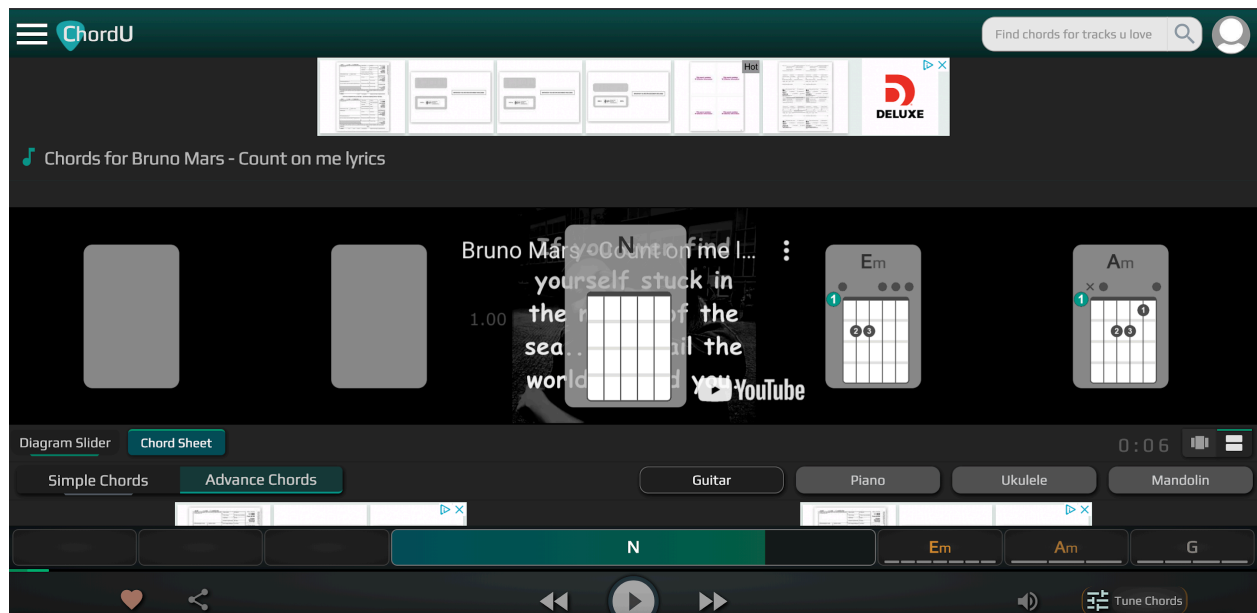


**Picture 5: Messenger-**

- + great platform for planning events, notifying groups, voting for activities, and collaboration
- New messages from people not already in contacts are hard/hidden to be found. The design is poorly designed for people to meet new people with respect to the app that I purpose that I am going for with connecting new people as well.

**Picture 6:**





**Picture 6: ChordU**

- + instead of showing music sheets, it gets straight into “how to play on the piano” which allows users to enjoy the fruit of their work immediately and promotes further learning
- it’s only play along and to get them into sheets, you would have to hand write down the chords or you would have to pay to print the sheets

## Competitive Analysis

0- Not provided

1- Some provided

2- Enough

| Competitors         | Free-content | Collaborative/<br>Messaging | Beginner<br>Friendly | Versatile<br>w/ different<br>Instrument | Database | Versatile w/<br>Different<br>devices |
|---------------------|--------------|-----------------------------|----------------------|---|----------|--------------------------------------|
| Ultimate-guitar     | 2            | 0                           | 1                    | 0                                       | 2        | 1                                    |
| Chordify            | 1            | 0                           | 2                    | 2                                       | 2        | 0                                    |
| ChordU              | 2            | 0                           | 2                    | 2                                       | 2        | 1                                    |
| Guitar<br>Dashboard | 2            | 0                           | 0                    | 0                                       | 0        | 2                                    |