# CHAT CLIENT FOR GROOVESHARK

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# GROOVESHARK CHAT CLIENT

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# GROOVESHARK CHAT CLIENT

## INTRODUCTION

This document explains the process for the development and integration of a chat client for the Grooveshark website. Based on the requirements set forth by Grooveshark, we designed a chat client to be embedded within the current website without impacting the entire website design. This proposal includes details of Grooveshark' requirements and recommendations based on our initial design idea of the chat client. We have included an analysis of our research, a summary of our process, and a report of the final design and its features.

## USER RESEARCH

For the basis of our design came from focus group of Grooveshark employees and three interviews with Grooveshark users. Below is a summary of the questions and answers we received from the focus group and interviews.

**Questions for Grooveshark employees and users:**

| |
|---|
| 1. **Why do you want to incorporate a chat client?** <br><br> The chat client will serve as a simple interface where artist and listeners can directly connect and chat about new music, suggest new song, and build community |
| 2. **What special features would you like to see in chat client?** <br><br> Easy interface to chat like, SMS text messaging, AOL client, or apple messenger |
| 3. **What are the issues you are anticipating with the chat client?** <br><br> Want to prevent spamming. |
| 4. **What is the best chat client you have used and what did you like about that chat client?** <br><br> Apple chat messenger, and group messenger. Like basic SMS text messaging without all the extra features of modern social media |
| 5. **Do you like to chat by topics or groupings** <br><br> Wanted to build community and have artist connect with their users to share new songs, projects and suggest new music to someone they would not normally listen to. |
| 6. **What is the current user experience?** <br><br> They are just chatting through the broadcast |
| 7. **What additions and limitations do you have with the current chat client?** <br><br> No ability to have a private conversation. Not able to share music with one person. Not able to talk one on one, not able to share music with one user, they can only share in the broadcast. There are not any privacy controls, and a bit intrusive. |

Table 1: Questions and Answers from Grooveshark employees and users

## PERSONAS

Based on the interviews and focus group, we decided upon three personas. Our personas feature a novice user, and expert user and an artist.
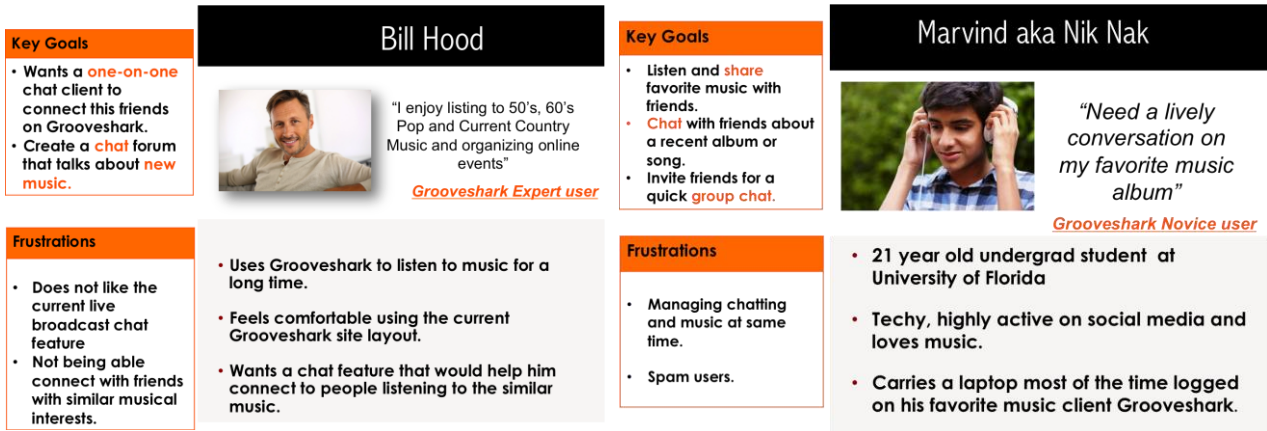


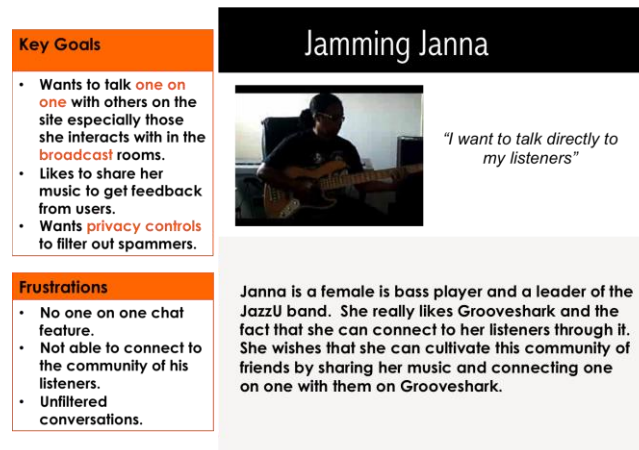**Figure 1: Bill Hood Persona**



**Figure 2: Marvind aka Nik Nak Persona**



**Figure 3: Jamming Janna Persona**

## SCENARIOS AND STORYBOARDS

**Scenario 1:**

Bill is logged on to Grooveshark and is currently listening to one of the Broadcast stations. (We show his global chat on in this scenario). He is enjoying the conversation in the broadcast and he receives a chat request from Lazyboy to chat one on one outside of the broadcast. He accepts Lazyboys request to start to chat. Lazyboy starts to send him advertisements about buying a car. Bill is getting a little aggravated and decides to use his block feature, which he is very happy to have.
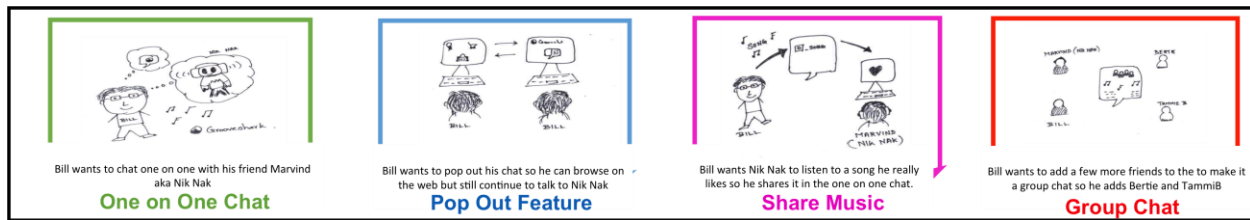
GROOVESHARK CHAT CLIENT



**Figure 4: Storyboard #1**


**Scenario 2:**

Bill likes to chat one on one with Marvind aka Nik Nak. He also wants to browse the internet for a gift for his mothers, but wants to continue his chat. Bill hears a song he really enjoys and wants to share it with Marvind Nik Nak. Bill is really enjoying the conversation with Nik Nak and decides to add a few more friends Bertie and Tammie B.  He creates a group chat and they are having a wonderful conversation.
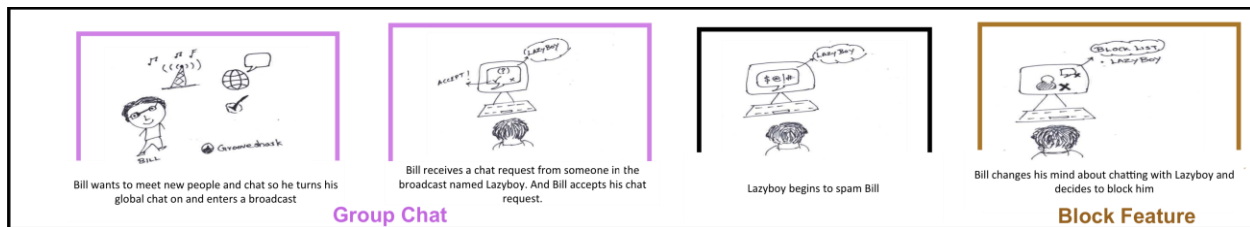


**Figure 5: Storyboard #2**

**Scenario 3:**

Janna just finished her latest project and wants to share it with the Grooveshark community. Janna turns on her global chat to invite those in her favorite broadcast into a group chat to hear some of her latest songs. Three people really like her new music and they ask if she could be their friend for future chat sessions.
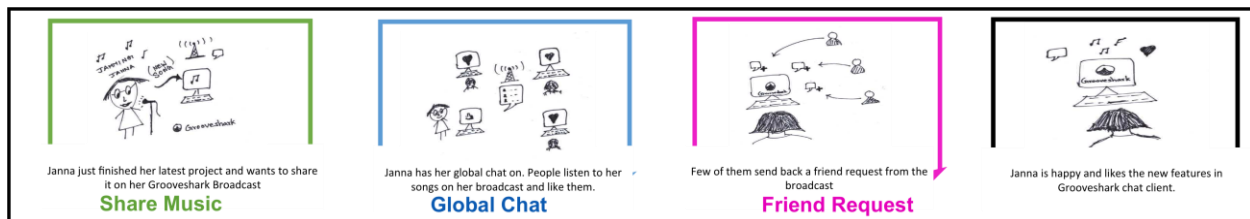


**Figure 6: Storyboard #3**


## BRAINSTORMING

After the interviews and the focus group were conducted, our group started the brainstorming process. We used several methods of brainstorming to arrive at our final design, such as group reflections and discussions, brainstorming, affinity diagram, and mind mapping and round robin.

### Group Reflection and Discussion

Group Reflection and discussion was first step in our brainstorming process.  Each team member shared their notes from the interviews and focus group. We discussed as group some of the themes that came forth and brainstormed some solutions for each theme.  We started to develop our initial designs.

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## Group Brainstorming

After we had a discussion about the interviews and notes we started to develop our design ideas. Below are our initial design ideas we came up with.

| Design Ideas | |
|---|---|
| • Easy to use platform for interaction amongst music lovers. | • Users can display what they're listening to. |
| • Chat client should enable users to build a community by adding them as friends on their list. | • Users can hide what they're listening to. |
| • Chat client should allow for one on one chat. | • Users can share playlists with their friends |
| • Chat client should support group chat. | • People can be friends or followers. |
| • User has the option to add or remove friends from a group chat. | • Users can have one-time chats with people they meet on broadcasts. |
| • Users are able to go "invisible" when they don't want to chat. | • Announcement chats for artists |
| • The chat window can be popped out so that the user can access other websites while chatting | • Classify users as novice, well rated or poorly rated to stop spamming on groups and broadcasts. |

**Table 2: Initial Design Ideas**

## Affinity Diagrams

Once we brainstormed some ideas we then wanted to prioritize and categorize our ideas. Affinity diagrams are a very helpful tool for categorization of various aspects of design. We individually wrote down things or ideas that we thought are relevant. Our four headings were: Privacy Settings, User Options, Features for the Artist and Bells.
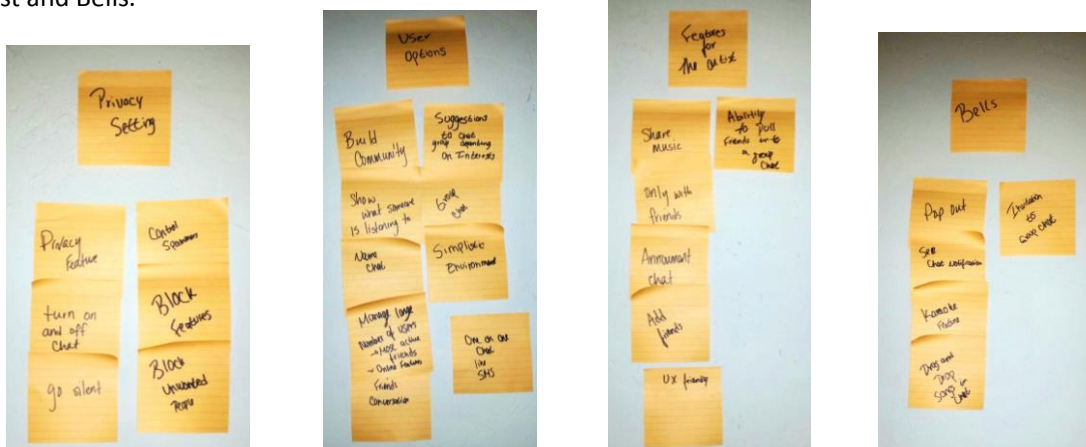


**Figure 7: Affinity Diagrams**

Mind mapping is a technique used to organize information visually. We took our ideas that surfaced through the affinity diagram to begin developing our chat client. Round Robin is a technique where every member gets to speak for a given amount of time. We combined both these techniques and each member came up and drew a mind map on a white board and we iteratively developed the mind maps.
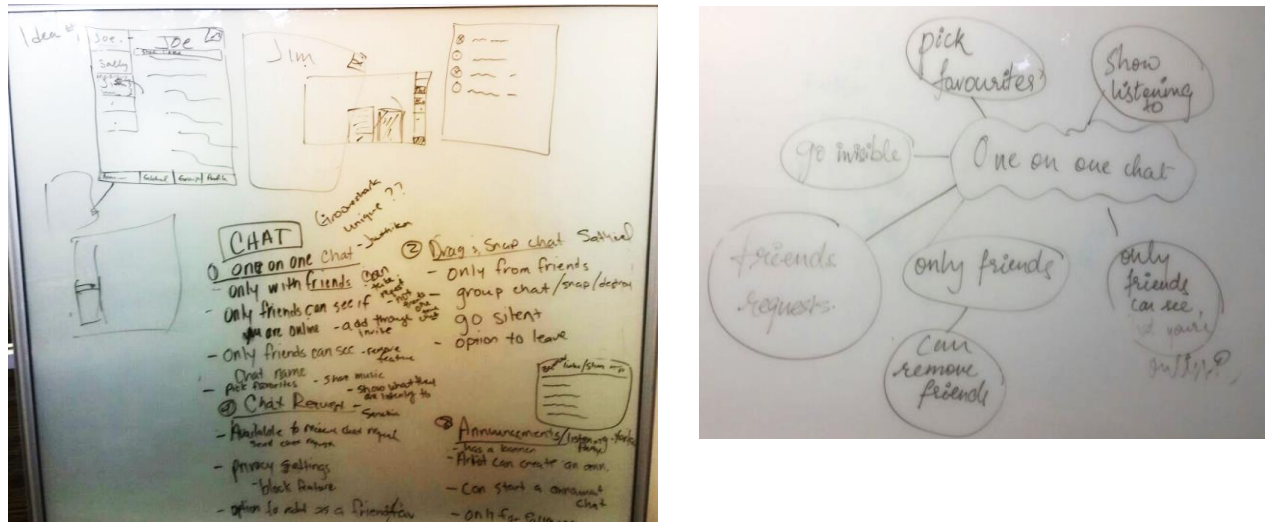


Figure 8: Brainstorming

## ITERATIONS OF DESIGN DEVELOPMENT

After the group conducted the user interviews and the brainstorming sessions, we started working on the design ideas for the project. Through the course of the project, we came up with numerous design ideas and iteratively developed them based on feedback from users and the midpoint critique sessions. The following are the design ideas we came up with through the process of designing.

**Design #1**

Our initial design idea was a raw one based on the inputs from clients from Grooveshark as well as other Grooveshark users we interviewed. The main points of this design idea were:

1. Classification of users as good users or spammers.

   We came up with the idea that people who spam on broadcasts need to be reported in the sense that others should know about this. So we thought of assigning user levels based on the number of profile likes or dislikes. The user levels were like "novice" "well rated" "poorly rated". For example, if a user would spam on a broadcast, other users of the broadcast could report him and his meter would tend towards poorly rated. A well rated user would be one who does not spam and is a regular user.

2. Classification of users such as "Artist" and "Listeners"

   During our user interviews, we came across the complaint that users don't get to interact much with artists and artists would also like to have an easy platform to interact with users while snubbing spammers. So we thought of classifying artists as the higher class of users so that they could pick who to interact with for activities such as promoting their music or talking about new projects.

**Design #2**

Through various discussions and feedback, we realized that the ideas we were thinking of were not very relevant to the assignment at hand. They were surely valid in terms of the quality factors but weren't very strong chat features. So we came up with a new set of design ideas. These were,

1. Introducing classes of users such as followers and friends where followers would just be users who chat with you on Grooveshark and send you a request for a one on one chat and friends would be the ones who'll permanently be on the friends list of a user.

2. Global chat: This feature is more of a privacy control. The global chat option is meant to be under settings on the Grooveshark page. If a user sets his/her global chat to "on", people can send them requests for one on one chats. Likewise, if this setting is "off", the user cannot be sent any type of chat requests. This is make it possible for users to stay offline and undisturbed whenever they feel like.

**Design #3**

This was the design idea we came up with before the mid point critique. They were:

1. **One on One chat**

   Users can chat with people on Grooveshark in a one on one way by using any one of the two methods. They can either send them a one time chat request which means they aren't friends yet but they can chat for just once. To send someone a one-time chat request, their global chat preference needs to be turned on. To add someone as a friend, which means they're going to be on your friends list, the user needs to send a friends request to the other user.

2. **Drag and Snap Chat**

   Group chat involves adding friends to a group and chatting with all of them at the same time. The group will have an admin who is authorized to add and delete people from the group. This is a more personalized version of the broadcast feature of Grooveshark. To add a friend to the group chat, the admin can drag him from the friends list and place him in the group.

3. **Announcement chat**

Announcement chat is a feature that enables artists to make announcements about their events and new releases. They can create announcement chats and add in their followers or friends. This way the artist-user interaction quality increases, which was a major user need.

4. **Listening-to**

   When the user is in a chat, the person on the other side can see what the user is listening to. It is an effort to promote music sharing without verbal information sharing.

5. **Privacy Settings**

   Users can set privacy settings to control global chat, visibility of chat options, and block users

6. **Shared playlists**

   Users can create shared playlists with their friends and have direct access to these playlists whenever they're on Grooveshark.

**Design Layout:**

For the initial design we had the chat client on the left side of the website. The concept was to have two collapsible panels on each side of the website. There were four icons at the bottom to mirror the playlist panel: one on one chat, announcement chat, group chat, and preferences.
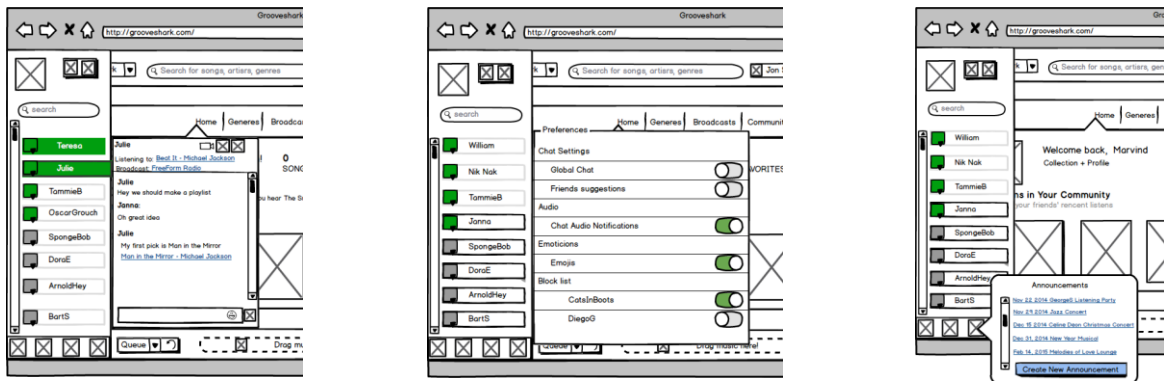


Figure 9: Old Wireframes

## FINAL DESIGN IDEA

The final design idea was developed from the feedback we received from Grooveshark and comments from our fellow classmates. This design idea reflects the changes that we have made to the project and the new additions to the previous design ideas.

**Design Layout:**

One major concern from Grooveshark was the layout of the chat client was covering advertisement spacing on the website. In our initial design we had a collapsible icon chat panel on the left side of the website. For the final design we integrated the chat client in the current playlist panel on the right side.

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We created a split panel with the chat client at the top and the playlist at the lower part of the panel. The chat client and the playlist has the ability to coexist on the same screen and the chat client has the flexibility to be maximized and minimized. Chat notifications and privacy settings will be integrated within the current websites notifications and settings. The interface of the chat screen was changed to display a more appealing design.

**Design ideas that have been retained from the previous solutions:**

1. **Group chat**

    Instead of drag and snap chat we renamed to group chat. This feature enables users to create a group amongst their friends and chat in the group. The group has an admin who can add people and block them by going to the group settings.

    The announcement chat feature has been removed as its relevance is questionable and it might seem to be a bit out of context for a chat client. Users are able to post announcement message at the top bar of a group chat

2. **Listening-to**

    We have retained this feature because as mentioned above, it highly promotes music sharing. However, due to privacy reasons, we have added the enable/disable feature to it which means that the user can choose whether or not to show the song they're listening to. This was missing in the previous version of the solution.

**Design ideas that have been changed/ completely replaced or added**

1. **One on One chat**

    Even though the basic gist of this feature remains the same, we have removed the classification of users as followers and friends and just use a "friends list." We have also completely removed the concept of a one time chat as it was causing unnecessary confusion. The feature as it is now, enables a user to send a friend request to fellow users from their friends list or broadcast and chat with them one on one. The design allows the user to easily switch from conversations of different users. Shared playlist was completely removed too as it was out of scope for the chat client problem, but users are still able to share music through the chat client.
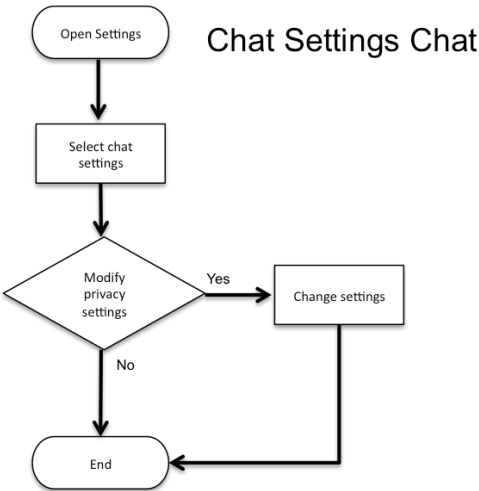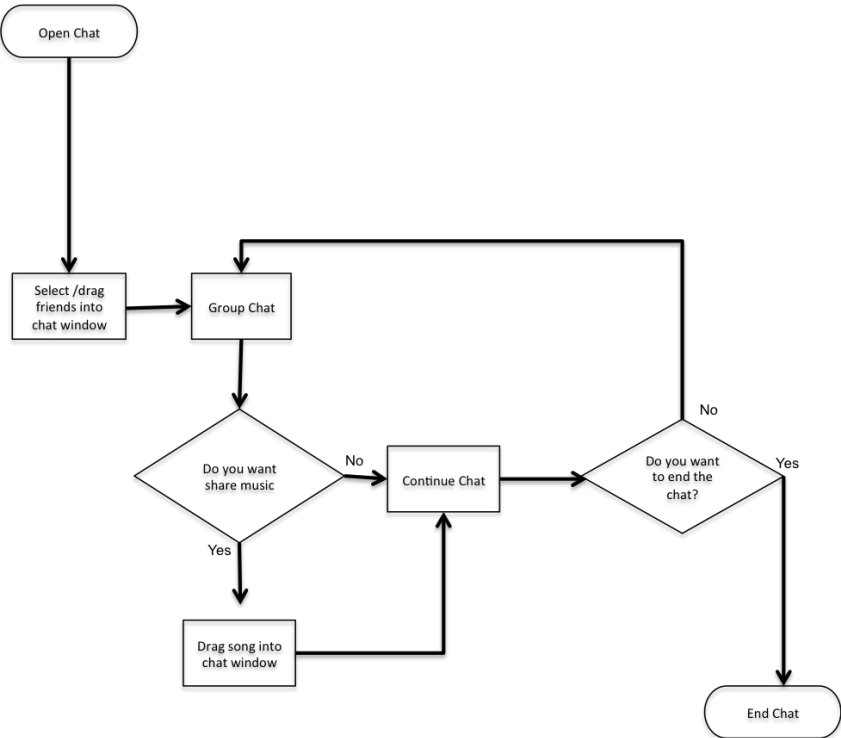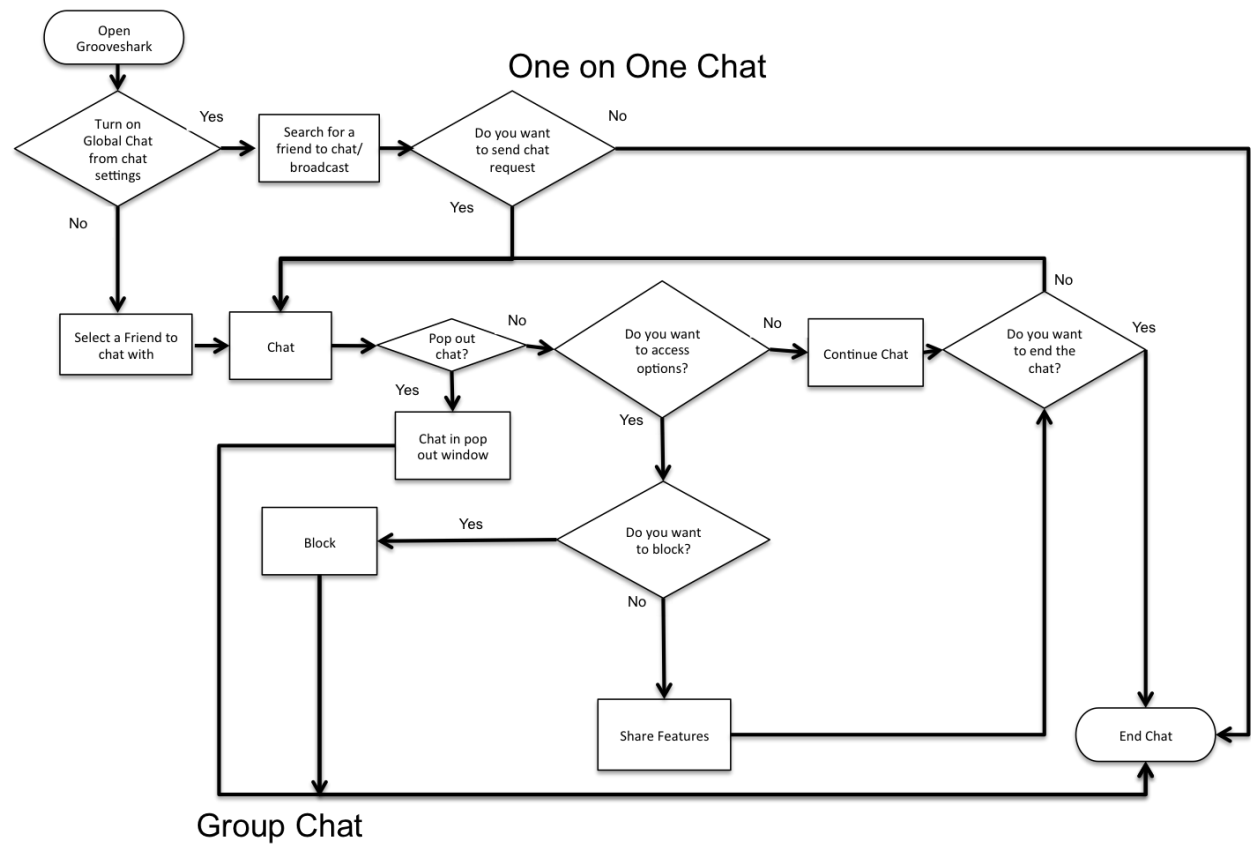
2. **Global chat**

    The user can turn global chat on and off through the chat settings. This allows users that are not currently on friends list to send chat request through the broadcast. As the concept of followers have been removed, the user can treat this as an option to go "invisible".

3. **Pop out chat**

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This is an additional feature for this design iteration. The chat windows in one on one as well as group chat can be popped out of the website so that the user can chat with their friends without having to be on Grooveshark al all times.

## TASK FLOW AND WIREFRAME

### One on One Chat

```
Open Grooveshark
   │
   ▼
Turn on Global Chat from chat settings ──Yes──▶ Search for a friend to chat/ broadcast ──▶ Do you want to send chat request ──No──▶ (to End Chat)
   │ No                                                                                          │ Yes
   ▼                                                                                             ▼
Select a Friend to chat with ──▶ Chat ──▶ Pop out chat? ──No──▶ Do you want to access options? ──No──▶ Continue Chat ──▶ Do you want to end the chat? ──Yes──▶ End Chat
                                    │ Yes                          │ Yes                                            │ No
                                    ▼                              ▼                                                ▲
                              Chat in pop out window          Do you want to block?                                │
                                    │              Yes──▶ Block    │ No
                                    ▼                              ▼
                                                              Share Features
```

### Group Chat

```
Open Chat
   │
   ▼
Select /drag friends into chat window ──▶ Group Chat ──▶ Do you want share music ──No──▶ Continue Chat ──▶ Do you want to end the chat? ──Yes──▶ End Chat
                                                             │ Yes                                              │ No
                                                             ▼
                                                     Drag song into chat window
```

### Chat Settings Chat

```
Open Settings
   │
   ▼
Select chat settings
   │
   ▼
Modify privacy settings ──Yes──▶ Change settings
   │ No                              │
   ▼                                 ▼
  End ◀────────────────────────────────
```

# GROOVESHARK CHAT CLIENT



**Grooveshark** — browser window

Welcome back, Jon Smith!
Collection + Profile

| 0 | 0 | 0 | 0 | 0 |
|---|---|---|---|---|
| SONGS | FAVORITES | PLAYLISTS | FOLLOWING | FOLLOWERS |

Home | Generes | Broadcasts | Community | Popular

**Top Albums in Your Community**
Based on your friends' rencent listens

Queue | Drag music here! | Start Broadcasting

---

Chat Settings

Global Chat
Friends suggestions

Audio
Chat Audio Notifications

Emoticions
Emojis

View Block List

Settings
Chat Settings
Language
Invite Friends
Help

double-click to edit

---

**Blocked Users**

Remove user from Blocked List

LazYBoy
Mr. X Men
Fisher
LoveMusic

---

1. Grooveshark Logo and menu drop down menu

2. Users Profile picture and drop down menu

3. Menu - The chat notification will use the exciting notification system.

4. Chat settings are located under Grooveshark reagular settings. The users has privacy control that can be turn on and off.

5. User can click on "view block list" to see a list of all blocked friends.
5a. A window will be display and the user can click the "x" buttom to unblock them..

6. Icon will open the chat and playlist
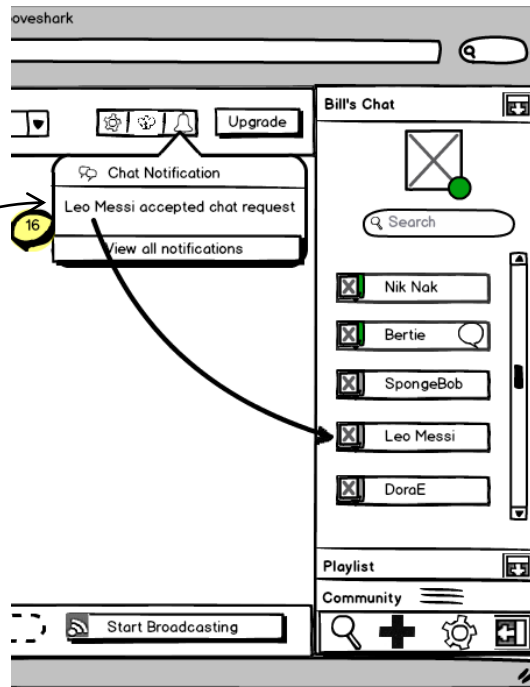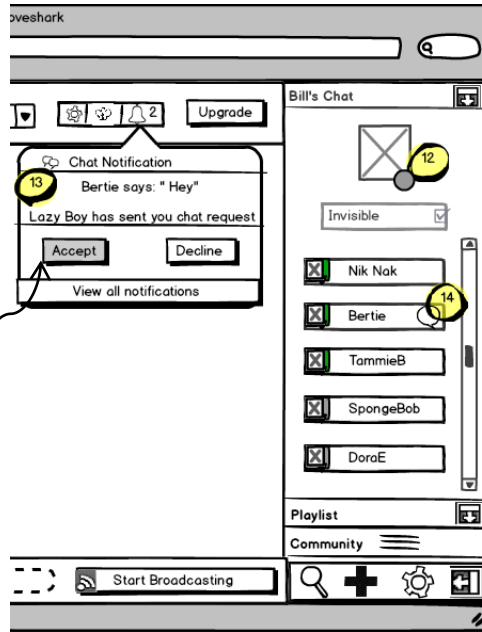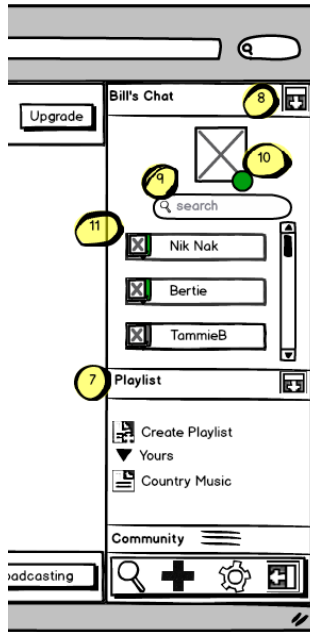
7. The menu location default is the following:
   a. The top will display the chat client
   b. The bottom will display the playlist

8. The "down arrow" will expand the entire chat client

9. User can search and add friends by thier names or Grooveshark user name

10. Green icon indicates that you are online and gray indicates you are invisible

11. The friends pictures will be displayed next to their name on the chat pannel

12. User can click in his/her picture to select the availability feature.. If the box is checked "off" it means that the user is invisible and the circle will turn from green to grey

13. Chat notification and friend request notification will be display under the Grooveshark notification setting.

14. A message icon will appear next to the friend who sent the message and the chat will start by clicking the message icon.

15. The user can search for friends under "search" and add them by clicking the "add friend button"

16. Notification will come up after your friend accepts your request and will be added to you friend list.

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**Bill's Chat**

search

- Nik Nak
- Bertie
- TammieB
- Leo Messi
- DoraE

Playlist

Community

**Nik Nak**

Listening to: You Raise Me Up: Josh Groban
Broadcast: FreeForm Radio

**Me:**
Hey!

Did have you hear The Smiths new song?

**Nik Nak**

No! I havent send me it to me!

**Me:**

Here you go! Enjoy!

The Smiths - "You Never Loved her"

Start Broadcasting

**Grooveshark**

http://

**Nik Nak**

Listening to: You Raise Me Up: Josh Groban
Broadcast: FreeForm Radio

**Me:**

Hey!

Did have you hear The Smiths new song?

**Nik Nak**

No! I havent send me it to me!

**Me:**

Here you go! Enjoy!

The Smiths - "You Never Loved her"

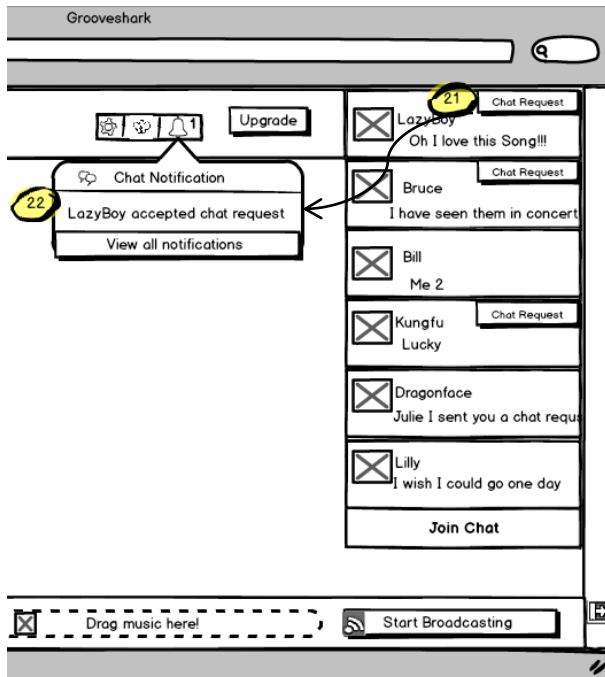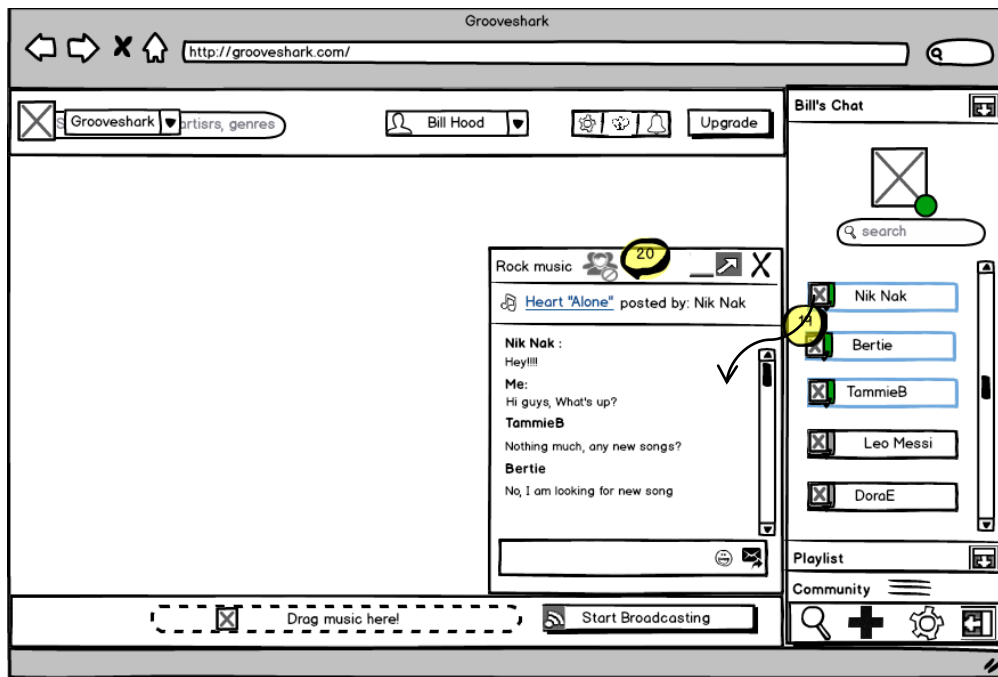17. The chat window has the following feature:

   Main features
a. Pop out icon
b. Block icon
c. Share music
d. Top part of the chat will display what they are listening and in what broadcast they are in

   Secondary feature
a. Close icon

18. By clicking the pop-out it will pop out the pop out screen will be display

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**Groveshark**

http://grooveshark.com/

Grooveshark | artisrs, genres | Bill Hood ▼ | Upgrade

**Rock music** 🔊 **20**  _  X
🎵 Heart "Alone" posted by: Nik Nak

**Nik Nak :**
Hey!!!!
**Me:**
Hi guys, What's up?
**TammieB**
Nothing much, any new songs?
**Bertie**
No, I am looking for new song

Drag music here! | Start Broadcasting

**Bill's Chat**

🔍 search

Nik Nak
Bertie
TammieB
Leo Messi
DoraE

Playlist
Community

---



**Grooveshark**

🔔1 | Upgrade

Chat Notification
**22** LazyBoy accepted chat request
View all notifications

**21** LazyBoy | Chat Request
Oh I love this Song!!!

Bruce | Chat Request
I have seen them in concert

Bill
Me 2

Kungfu | Chat Request
Lucky

Dragonface
Julie I sent you a chat requ...

Lilly
I wish I could go one day

**Join Chat**

Drag music here! | Start Broadcasting

---

**19.** You can create a group chat by clicking on users you want to chat and dragging them into the chat.

**20.** If you want to block someone from your group chat you can click on his/her name and click the block icon.

**21.** Send a chat request in broadcast by clicking on "chat request" button

**22.** Notification will appear here after user has accepted your request