Chat on Grooveshark

This poster displays the features of a chat client integrated in the Grooveshark website.

Our users needs are: the ability to chat on on one, group chat, privacy controls, share music within the chat, and create community. From our these needs we created a chat client with 5 Key Features

Jamming Janna

Background
- 29, Female
- Bass Player
- Produced 3 projects
- She uses technology to enhance her musical ventures
- Preforms a local bars and lounges

"I want to talk directly to my listeners"

Key Goals
- Wants to talk one on one with others on the site especially those she interacts with in the broadcast rooms
- Likes to share her music to get feedback from users
- Wants to keep her followers informed of her local performance
- Wants to instantly share music
- Wants privacy controls to filter out spammers

Frustrations
- Does not like that you can not talk one on one in broadcast chat
- Not able to connect to the community of his listeners
- Unfiltered conversations

Janna is a female is bass player who has been playing since she was 10. She is a leader of the JazzU band. She has produced 3 albums where he travels to local venues to perform. She really like Grooveshark and the fact that she can connect to so many like minded individuals. She wishes that she can cultivate this community by sharing her music and connecting one on one to those in the same broadcast. She wants to post his events so that the word can spread and he can have some of the Grooveshark supporters in the area come out and enjoy her music.

Marvind Musical

Background
- UF student in his undergrad college.
- Techy, highly active on social media and loves music.
- Carries a laptop most of the time.
- Has an android smartphone and familiar with apps and mobile data connectivity.

"Need a lively conversation on my favorite music album"

Key Goals
- Listen and share favorite music with friends.
- Chat with friends about a recent album or song.
- Strike a conversation with any chat friend to share a conversation on a song of choice.
- Invite friends for a quick group chat about a new artist or song.

Frustrations
- Managing large number of friends and musical opinions at same time.
- Spam users.
- Discouraging old style chat Interface.
- Notifications during song play.

Marvind is 21 year old student who is pursuing his degree in digital arts at UF. He is ardent lover of country music and jazz fusion. He could often be spotted with his headphones enjoying his favorite genre of music played on the grooveshark play station. Marvind is also very active on social media where he communicates with lot of his digital friends. He recently found that he and many of his social media friends share a lot of common thoughts on their favorite music and artists. He wishes that his music client software could give him the ability to freely voice his opinions on songs or artists so that he and his digital friends could build a better rapport through similarities in the kind of music and artists they like. He is waiting for such a chat client enabled software to build his community of friends.

William Hood

Background
- Uses Grooveshark to listen to music
- Works in an office all day
- Comfortable using the site
- Does not like the current live broadcast
- Uses Grooveshark with Bluetooth in car
- Uses Grooveshark with Bluetooth with home audio speakers

"I enjoy listing to 50's, 60's Pop and Current Country Music and organizing events"

Key Goals
- Wants a chat feature that would help him connect to people listening to the same music
- Wants a feature where it could allow him to create online karaoke nights
- Wants a one-on-one chat client to connect this friends
- Want to share his playlist
- Create a chat forum that talks about new artist music

Frustrations
- Not being able to create announcement to share his passion for country music
- Not having a one-on-one chatting option

William Hood is a mid 40s and UF employee who works in the computer service department, he loves to do create events and invite all this friends to learn about new music. He would like to create announcement and start chatting with the country community of Gainesville to stay connect and share new music. William also enjoys chatting with his friends about the good oldies and loving to have a one-on-one chat feature that will allow him to connect to his friends and even suggest songs to them.

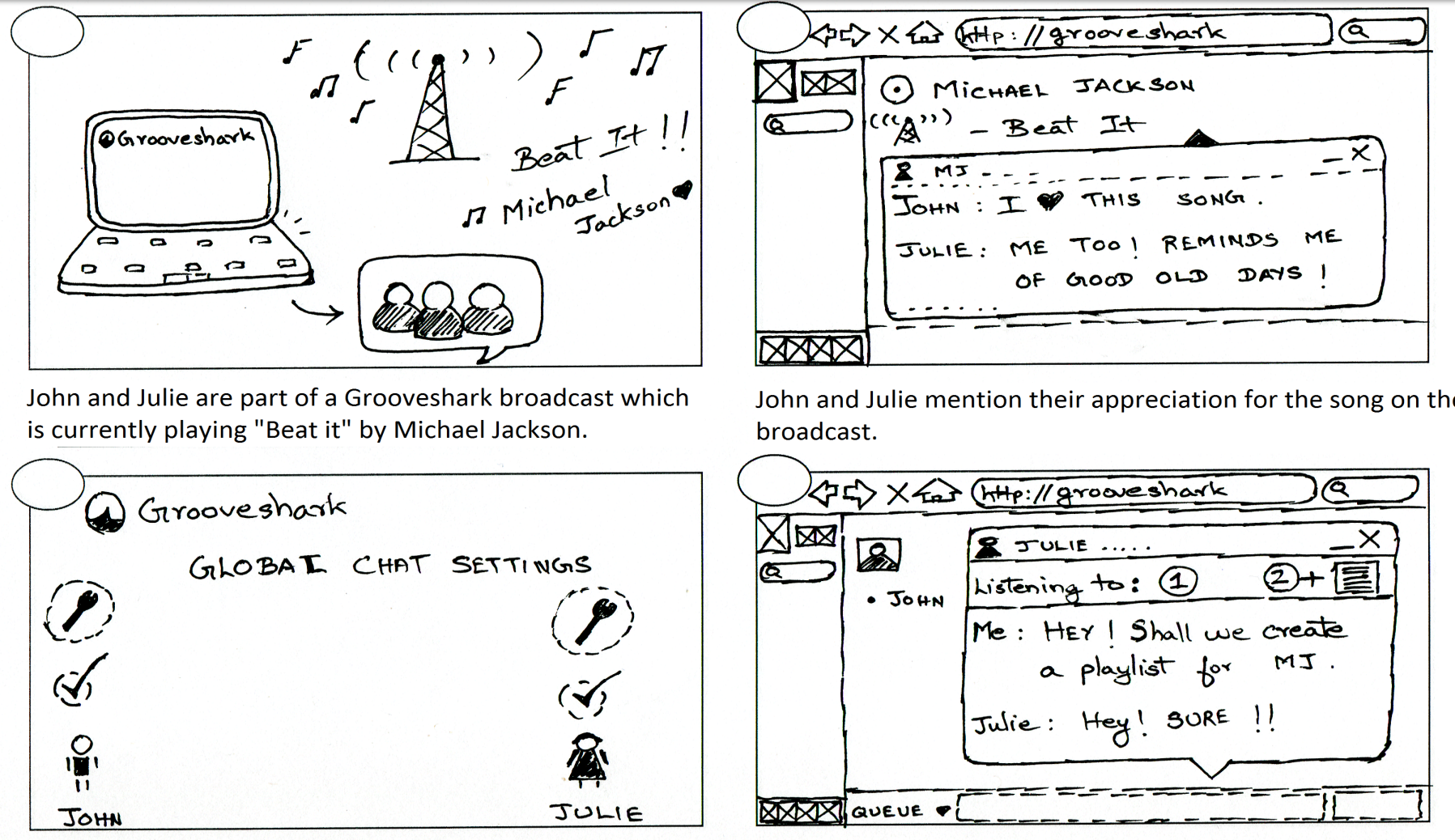| ONE ON ONE	DRAG AND SNAP	ANNOUNCEMENT CHAT	GLOBAL CHAT	PRIVACY CONTROLS
• Chat only with friends • Only friends can see if you online • Friends are added through an invite • Those you talk with the most can be favorites • See what friends are listening to and which broadcast they are in	• Group Chat • Only among friends • Builds Community • Option to go silent or leave the group	• Create an announcement about an event or listening party • Creates community • Only for friends or followers • Notification and the ability to chat about upcoming events	• Turn on through preferences • Connect with people through broadcast • Ability to send and receive chat request • Options to add new friends	• Ability to control who sees you online • Set your user preferences • Control Spammers • Block/Unblock feature

This Features:
One on One Chat
Global Chat
Chat Request in Broadcast
Share Songs in Chat
User Preferences to control visability

John and Julie are part of a Grooveshark broadcast which is currently playing "Beat it" by Michael Jackson.

John and Julie mention their appreciation for the song on the broadcast.

John and Julie have their global chat setting ON under the privacy settings.

John invites Julie to create a shared playlist of their favorite Michael Jackson songs in their "one to one" chat.

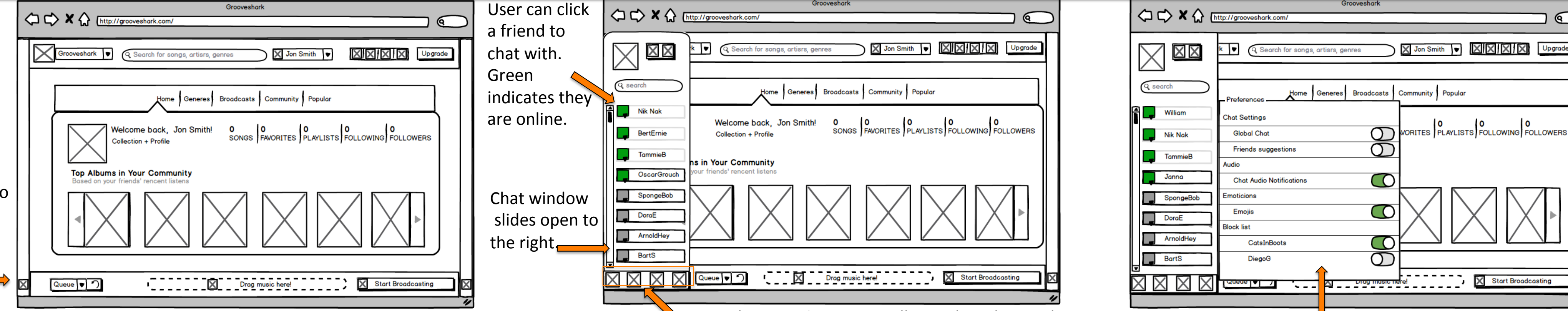John and Julie drag their favorite Michael Jackson songs to the playlist space.

John and Julie save the playlist as "Songs of MJ" to their respective profiles.

User will click on chat icon to slide open chat window.

User can click a friend to chat with. Green indicates they are online.

Chat window slides open to the right

Users has 4 option icons: collapse chat, drag and snap chat, announcement chat or preferences.

User can send and receive chat request in broadcast.

User can click icon to pop out chat window.

User can chat one on one by clicking on friend to show conversation. User can switch between friends in one chat window.
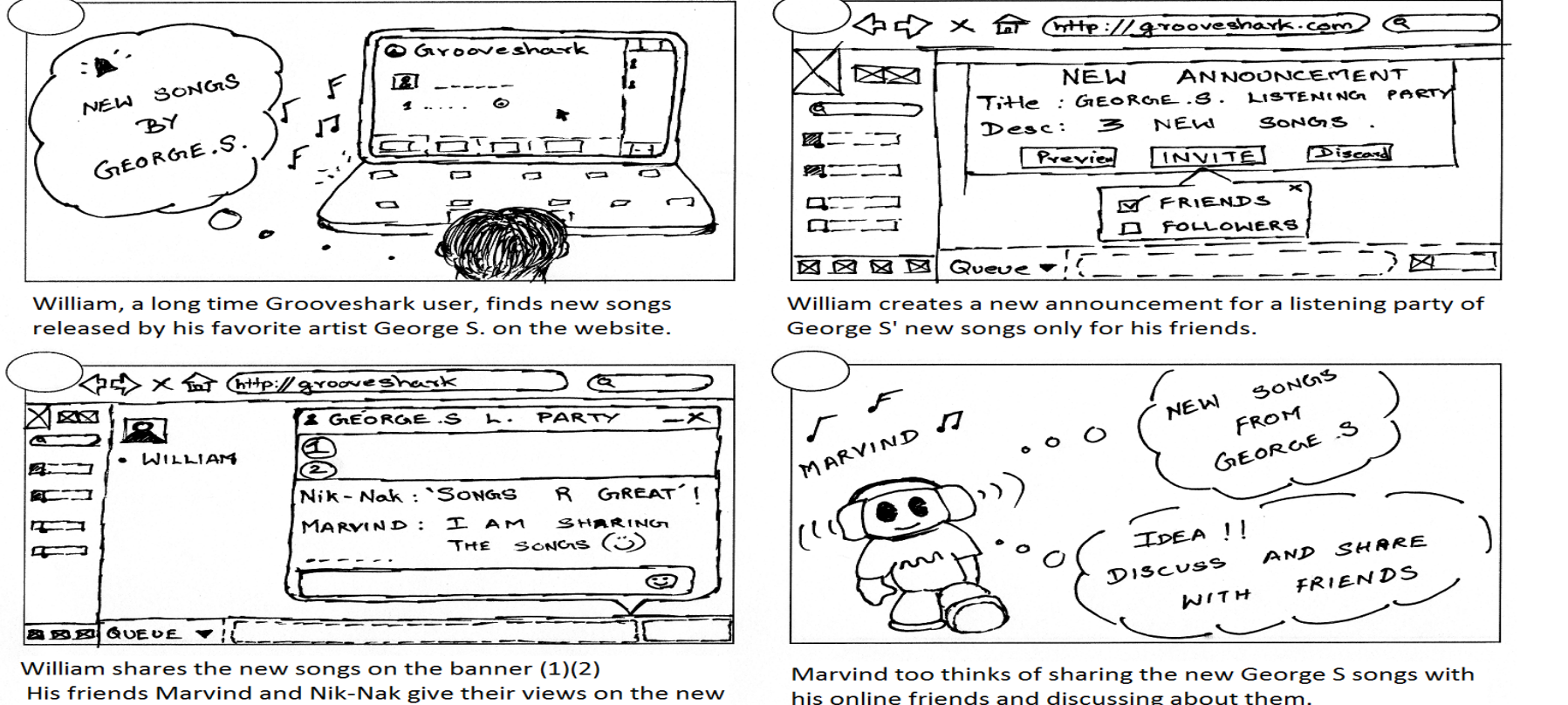
User can see what the other person is listening to and their broadcast location.

User clicks on user preferences icon to turn on global chat to send/receive chat request with those that are not his current friends. Global chat default is off to control spammers; User preferences can set privacy controls.

Users can share music in chat.

This Features:
Announcement Chat
Drag and Snap
Group Chat
Privacy Controls

William, a long time Grooveshark user, finds new songs released by his favorite artist George S. on the website.

William creates a new announcement for a listening party of George S' new songs only for his friends.
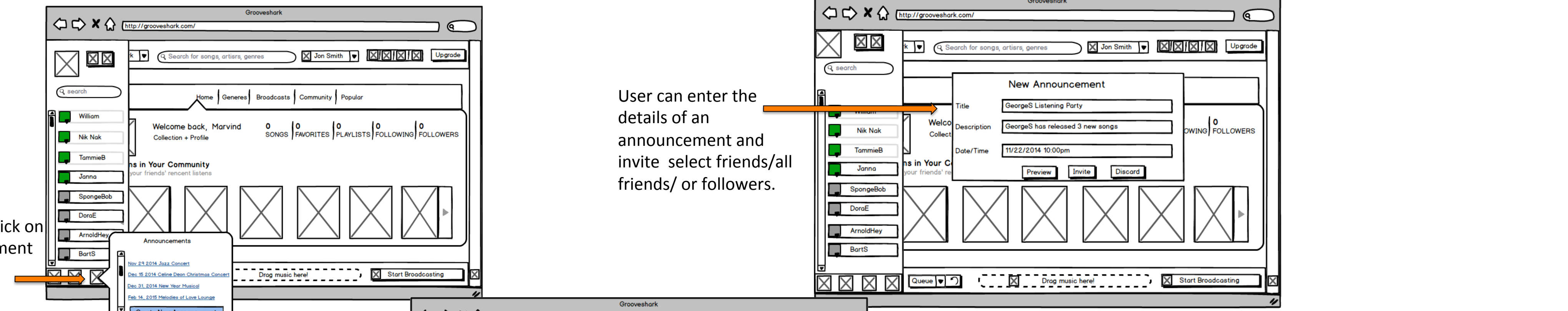
William shares the new songs on the banner (1)(2) His friends Marvind and Nik-Nak give their views on the new songs.

Marvind too thinks of sharing the new George S songs with his online friends and discussing about them.

Marvind drags his online friends to the groupchat (1) He also drags the music from the queue into the group chat (2)

After an eventful conversation, Marvind snaps the group chat (3)

User will click on announcement icon.

User will click on create new announcement button.

User can enter the details of an announcement and invite select friends/all friends/ or followers.

Those who receive an announcement invitation can see the link on their announcements and join in a group chat by clicking on the link.

Users can participate in a Group Chat through announcement chat or users can create their own group chat with a few friends.

Sakthivel Arunachalam | Juthika Das | Yerika Jimenez | Sanethia Thomas