

Watson Beat

Final Playback

Team



Michelle Kim
UX Designer

Charu Mishra
Developer

David Gilman
OM

Abhinav Sundaresan
Developer

Prompt:

Make a better way for the Media Maker persona create their own sound.

Stakeholders



Gregor Moulton
Xlab Director
Primary Stakeholder



Elizabeth Transier
IBM THINKLab Director



Janani Mukundan
Watson beat



Richard Daskas
Watson beat

What are you in the mood for?

Anthematic

Pop Punk

Inspire

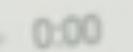
Propulsion

March

Connecting to Watson Beat...



Now playing your track + popfunk



0:00

User Research



Alisha Moore
Podcaster



Brad Eller
DJ/ Musician



Raquel Breternitz
DJ/ Podcaster



Mirko Azis
DJ/ Musician



Milena Pribic
DJ/ Podcaster

Personas



Veronica
Videographer



Paul
Podcaster



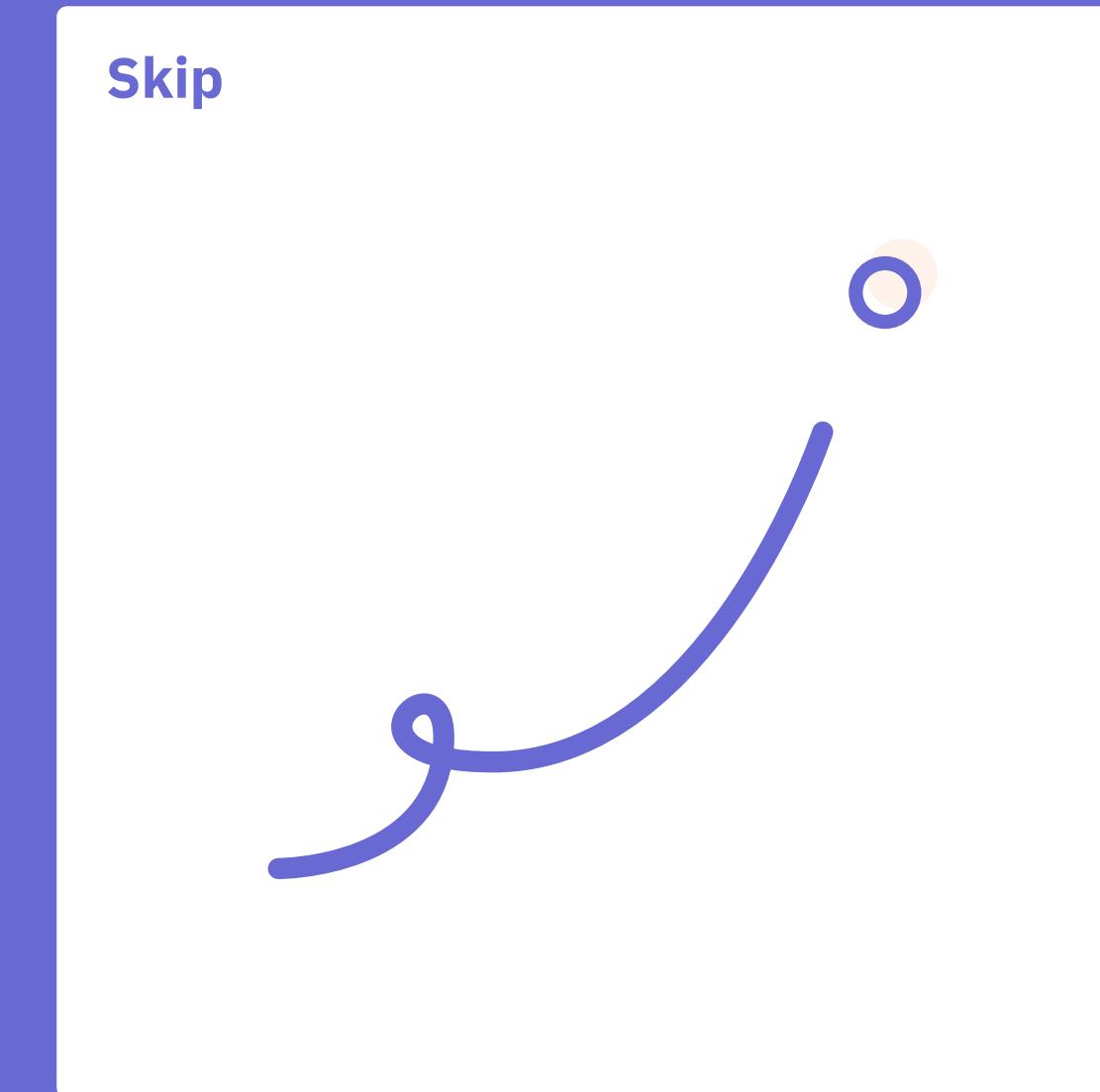
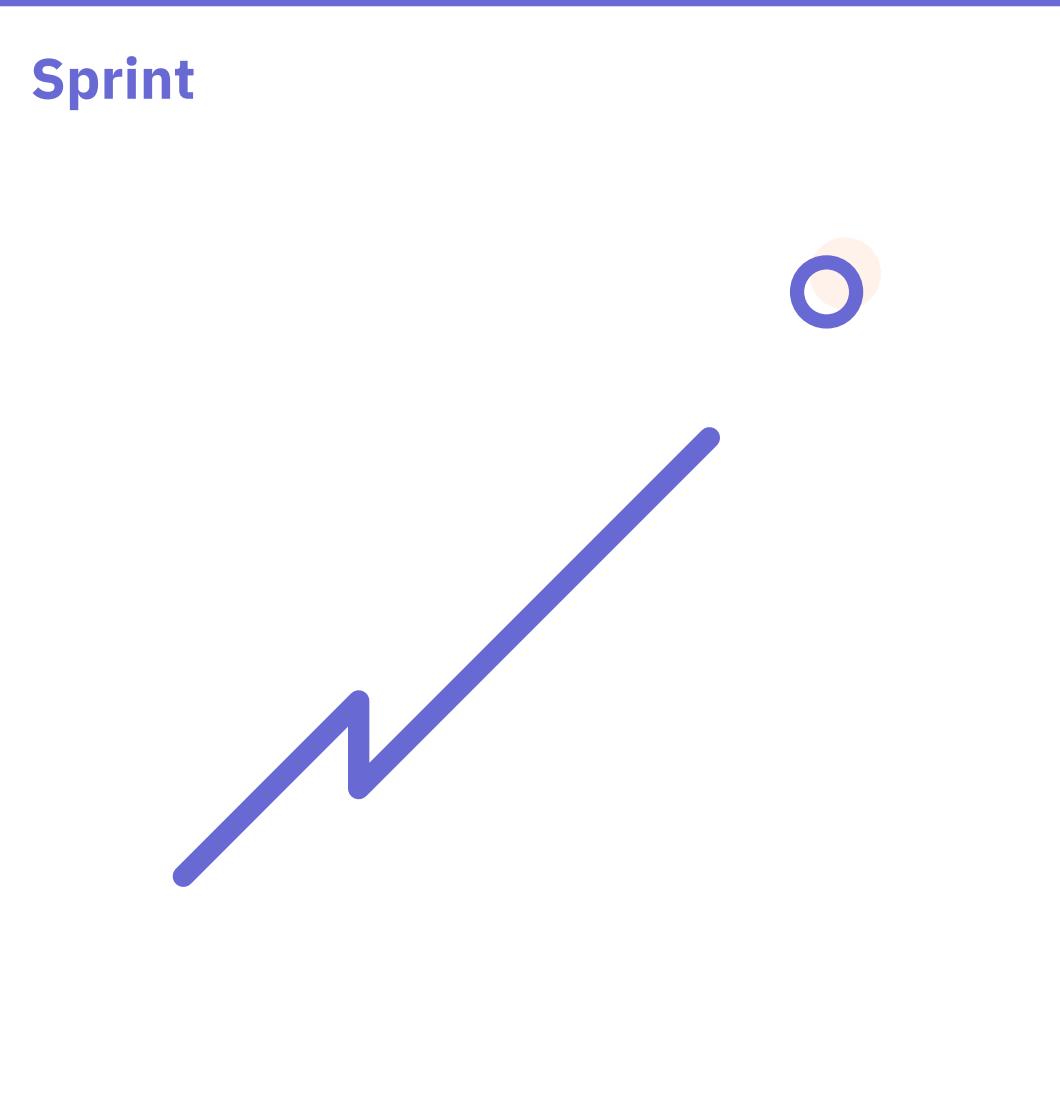


**“Watson Beat empowers video
and podcast creators to create
original, custom soundtracks.”**

Research & Design

- Interviews
- Four rounds of user testing
- Paper and InVision prototypes
- Multiple workflows
- Watson brand

If your project could walk, how would it move?



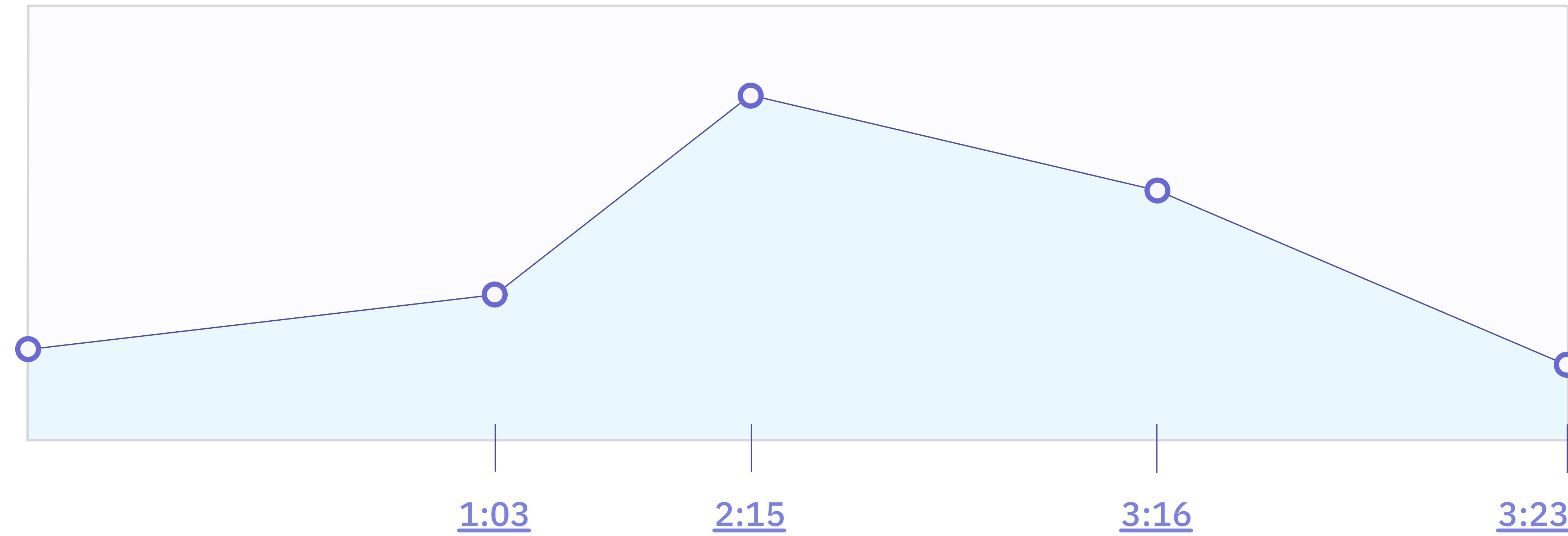
Customize your music.
Type in the desired length of your track, choose a mood, and adjust the energy levels.

[Start the tour](#)[Or skip](#)

Choose a mood: [Pop funk](#) [Chill](#) [Reggae pop](#)

High Energy

Low Energy



Backend development

- Node.js
- Express.js
- Handlebars
- App ID
- MixCloud
- Watson Beat Call
- MP3 rendering

Frontend development

- HTML/CSS
- Javascript
- FileSaver.js
- Bower
- D3.js
- Plotly.js
- Handlebars
- Bootstrap
- Carbon-components.js

Demo

Market Analysis



Jukedeck



Watson Beat

Future

Customization

Medium

High

Medium

High

Completeness of Vision

High

Low Customization

Low

High

Quality of Music

High

High

Medium

High

Industry Focus

Video

Video, podcasts, and more

Video and podcasts

Video and podcasts

Future KPIs

- Accounts created
- Tracks created
 - Tracks created per user
- Active users per day/month

Future

Cup Cake

Create Watson Beat tracks

Save tracks to Mixcloud

Cognitive and Customize workflows

Birthday Cake

Deploy all of music production
(Reaper) to server

Assign different moods
to the same track

Wedding Cake

Custom moods

Auto generate tracks based
on video and podcast input

Future

Thank you!