



Team 5: Ethernet Chords

Project Proposal

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Brainstorming Result

The Chart

CATEGORY	KEY	KEY	KEY	KEY	KEY
ENTERTAINMENT	MUSIC	WEBSITES	FRIENDS	CONNECT	CLUBS
TOURIST	TRAVEL	COST	TIME	HOTELS	CLOTHES
CUISINE	VARIETY	RATING	WAIT TIME	HOTELS	FRIENDS
FASHION	BRAND	PARTY	PEOPLE	SHOPPING	CLOTHES
HEALTH	EXERCISE	NUTRITION	EMERGENCY	DISEASE	DOCTOR
ART	PAINTING	PEOPLE	EXHIBITION	CONNECT	RATINGS
ACADEMICS	STUDENTS	HOMEWORK	RESEARCH	LECTURES	GRADES
GOVERNMENT	TAXES	POLICY	PEOPLE	VOTING	OFFICES
TECHNOLOGY	MOBILE	COMPUTER	SECURITY	CONNECT	UTILITY
ENVIRONMENT	WEATHER	RECYCLE	POLLUTION	HEALTH	ANIMALS

5 Final Ideas

	INTEREST	INNOVATIVE	SIGNIFICANT	FEASIBILITY	DECISION
MUSIC (SOCIAL, UTILITY)	HIGH	HIGH	MEDIUM	MEDIUM	WE SHOULD
HEALTH (SOCIAL)	MEDIUM	HIGH	HIGH	MEDIUM	WE CAN
TRAVEL (TOURIST)	HIGH	MEDIUM	MEDIUM	HIGH	WE CAN
FOOD (UTILITY)	HIGH	MEDIUM	HIGH	HIGH	WE MAY
FASHION (LEISURE, BRANDS)	MEDIUM	MEDIUM	MEDIUM	HIGH	WE WON'T

Problem Statement

The brainstorming results led us to one final conclusion:

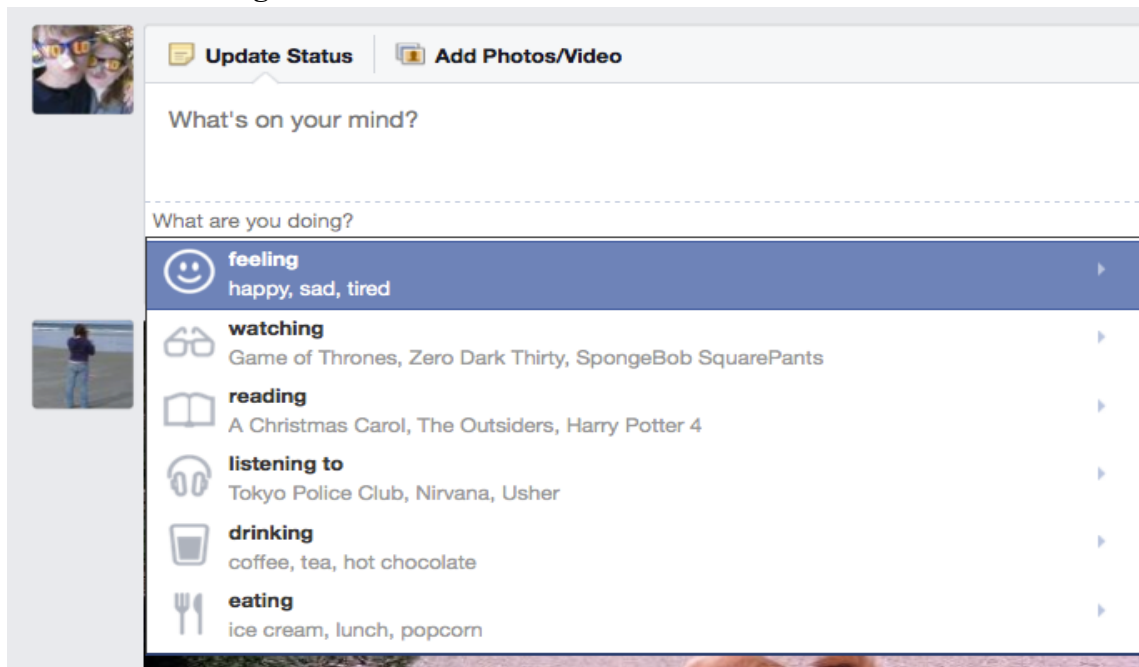
‘It is the tendency of any human to know what the other person is feeling or doing. Everyone wants to express themselves by their own means with or without any common language. People use symbols or gestures to show their current mood. In order to share feelings and express them, people are willing to constantly to adapt new modes of communication and look for different platforms on which they could express themselves more uniquely’.

Our interface will thus mainly address the problem of self-expression and communication. While most social networks, such as Facebook and Twitter, use words as a medium for expression, we believe that words are often not enough to fully express a person’s mood, feelings, or attitude towards something, especially across cultural or language barriers. Thus, we have chosen music as a new medium of expression. Music is considered the universal language and can, in turn, nonverbally convey an abstract mix of emotions that words often cannot. However, our interface will need to manage the details of using music for self-expression and communication. Much of the internet and other social networking sites are very text heavy, so we would need to deal with how to encourage communication and expression with minimal verbal communication. The user interface will not only help people communicate with each other, but it will also help build a bond based relationship between users. Such usage will not only promote the artists, but will also help in collecting information on what people like.

Existing Solutions

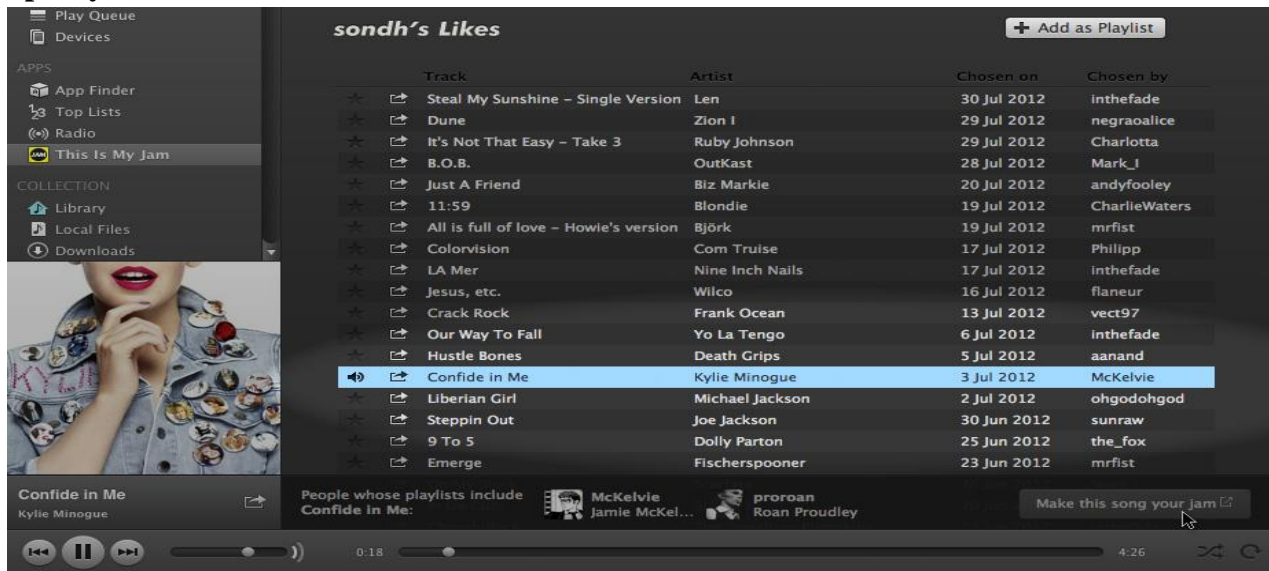
Currently, there's nothing in the market that is exactly like what we're doing. However, there are a couple of technologies that are similar. Our main purpose is to allow users to express themselves much like Facebook's "feeling" status. We combined it with music services that can also use the music to connect to other people much like Spotify. Each of the following technologies will be described below.

Facebook's Feeling Status:



Much like our app, Facebook's feeling status gives the user the ability to express how they feel and what they're doing. However, this is only expressed by using words. Sometimes, though, words are just not enough. Many people would like to have the option of putting down segments of songs to express themselves. In fact, most of all Facebook users already try to express themselves with songs by typing the song lyrics. We have found an even better solution to that problem. Instead of typing the lyrics, you can select segments of songs. That way, people can actually listen to the segment of the song and truly feel what you feel. This not only helps the person express themselves, but it also connects that person with other people because of the bond they have through music.

Spotify:



Spotify is a music service that is connected with Facebook to allow users to listen to music and share them on social media sites like Facebook. Spotify also allows you a build playlists to suit all your needs. In addition, you could follow people as well so that when they find new songs that they like, you can see it and might like it too. The major difference between Spotify and our app is that instead of playing the whole song, we only play snippets of the song since the whole song may not express how you exactly feel while snippets are shorter and express you more accurately. In addition, we also can group people based on the snippets and allow them to talk to each other when they are in the same mood.

Proposed Solutions

UrWave is an online social networking micro blogging service based on music. It picks the best features in Twitter, Facebook and Spotify and puts them together to create a dynamic platform where users can express themselves via music and lyrics.

Facebook's status model used to be a wonderful way for its users to express themselves. It allows users to send a message to their friends about what is going on in their mind. However, the problem with a Facebook status is that it can be anything, ranging from recycled internet memes to sympathy-seeking stories in Africa that never actually happened. The unfortunate truth is people on Facebook rarely use statuses as a way to express their feelings nowadays.

Twitter also employs the status model. However, Twitter is more focused on the delivery of information such as news and events. By enforcing restrictions on message, i.e: allowing only 140 characters per one message, Twitter is able to solve the Facebook's problem of unwanted content. Since the message needs to be short, the service prevents people from posting long and hard-to-digest content that is unsuitable for Twitter's mission as a delivery platform for "what is happening right now."

Spotify is simply a music service that provides users with songs that they can listen to for free. Spotify tries to incorporate "social factors" into their service by integrating it with Facebook. A user can follow his/her friends and see what they are listening to. However, Spotify is not a social platform where users can send their messages to others. There is no way for a user to express themselves on Spotify. It simply lists all songs the user listens to. The user doesn't have an active and decisive role on what to share with others about their feelings.

UrWave provides users with the right service to truly express their minds and feelings to friends. It uses the status model that is familiar to more than a billion Facebook users. It also learns from Twitter about restriction of content. Users can only post music and lyrics. Each message must contain a piece of a song with an optional excerpt of its lyrics. By doing this, UrWave eliminates the risk of unwanted content and builds a community of people in which there is no barrier of languages or cultures. Just music and its represented feelings.

The successful story of Spotify has proven that everyone loves music that fits their mood, so we are building a product for them to share their mood in musical styles.

Target Users & Value

What types of users will use this interface and what value will they gain from using your solution?

We expect our users to be teens and young adults since self-expression using a technology as a platform is something that has grown with this generation. Also, users at this age are experiencing the most changes in their lives, and with this, have the greatest need to share common struggles and feelings. For example, many young adults are finishing college, entering the real world, and possibly starting families, and many teenagers are starting to decide which direction they will take their career path in as they choose which college to attend or which area to major in.

Users in this age group would, thus, have a tendency to share these events, feelings, and struggles. However, as we mentioned above, words are not always enough to express how you are feeling. While many users do post song lyrics, this does not completely convey the unspoken emotion that a person might feel from a song. Thus, by sharing song snippets, a user may be able to fully express themselves while also sharing common song interests with friends.

With these common interests and struggles, UrWave may also open up a chance for discovery. For example, a user and his or her friends may be experiencing similar feelings due to events in school, and might then post a song that expresses this feeling. Those users' friends might not know the song, but will hopefully be able to enjoy or connect with the song due to the shared feelings. Thus, our social network would provide a platform for sharing music/feelings and discovering new music based on similar mood or interests.

User Activities and Goals

What types of activities/tasks will users try to accomplish with this interface and what context of use is relevant for the project?

Users will mainly be using this interface to interact with other people via music. That means that users will be creating friend groups and relationships, not because of the personalities of the people using the site, but because of the music that they listen to. It's a social experience much like going to a concert with multiple stages; you end up meeting people who all like the same music because you end up at the same stage. Besides the social aspect of the interface, users will be able to track, review, and edit their favorite songs they've been listening to. Users will be able to see how their taste in music has changed over time. They can also simply listen to songs they like, as well as get new music suggestions.

People using this interface may also endure to support their favorite artists, or even make a name for themselves by posting their own music. Popular artists may use the interface as a way to reach their audience for a variety of reasons and because of the way the service is constructed, they will be able to reach the types of people they want, mainly the people who are listening to their music.

For this project the main context will be that of a college age user. This means that we won't be focusing on the production of new musical content as much as the consumption and sharing of it. We find that college age men and women would most likely be the primary group of people that would be interested in using a service like this because of the social nature of college. Many people make friends based on their tastes in music. Also, concerts, bars, and clubs are all music heavy environments which attract users who, in turn, will be looking for a way to listen to and find music they enjoy.

We will also restrict the context of use to that of a web-app. The reason for this is that many (if not all) college aged persons carry mobile devices and have laptops which increases our service's exposure if we use a web-app. This is because web-apps can be used on most modern devices. Web-apps are also a prime context for our interface because many people store their own music on their mobile devices. This would cause it to be much simpler for them to access



our service while listening to music on their mobile device if the interface is already right in front of them via their favorite browser.

Lastly, our interface is meant to be social and having it be a web-app allows us to use the “Go Public” feature of our service. This allows users to connect physically to nearby people with similar tastes in music who are using the web-app on a mobile device. Having such a feature would be less useful if it were only accessible via a desktop computer. Allowing the service to be used on a mobile device allows users to access the geo-social features of the interface much more quickly and with a higher likelihood of success.

Implementation and Scope

What do you believe will be the best implementation approach and how will you scope the implementation to make it feasible within the time constraints of the course?

The best implementation approach for designing this particular user interface design will be on a mobile platform like android or iOS. We will follow a step by step procedure of implementing the details mentioned in the proposal. Basic operations that will allow users to use the application and experience the interface will be the main focal point of the prototype.

The application would aim to implement certain features represented in the user design like the login/sign up page as primary objectives. Since the main focus of the application is to share the songs as a waveform in the news feed, the prototype would implement these features, allowing the user to share, post, and edit the song. User motivation and security features such as 'View As,' 'Account and Privacy,' and 'Go Public' will also be a part of the implementation.

For implementing the sign-up page we can use SQL to maintain a record of the login details. For implementing features that focus on news feed, sharing existing API's with other API's (if required) will be used and the application would use user permissions such as location, contacts, internet, etc. Also, the application will use custom buttons and textboxes to implement the user design. Further, if time permits, Account Settings and other features will also be implemented by using built-in functions from the platform's sdk.