

HCI I541 - Interaction Design Practice

Midterm Project

Team 4

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Introduction

Understanding Today's Social Networks

Majority of time spent in unproductive activities.

Does not help in intellectual and personal growth.

As a means of passtime.

Does not serve a real purpose for most individuals.

Inspiration

3 Simple Guidelines

Identifying the real entertainers.

Identifying the shortcomings in social networks to cater their needs.

Bridging the gap.

Music Now

Connecting Musicians to Businesses.. Now

The Problem Space

Using the Magnifying Glass

What would our audience look like?

What are their needs?

How do they accomplish their tasks **today**?

How we would like them to accomplish their tasks **tomorrow**?

The Context

Localization

Musicians looking to perform at local venues.

Event Hiring

New and Established businesses seek a variety of musicians to perform.

Authenticity

Are the musicians worth their buck?

Private Events

Birthday parties, Summer tuitions, Marriages - all need musicians to perform!

The People (Voicing Their Needs)

The Musicians

We want to perform!

We need to make money out of our talent!

We are really awesome! Come and see what we have already done.

The Businesses

We need performers!

We are willing to pay!

We want to know what you could do for us!

The Product (Intent)

Musicians can showcase their talents.

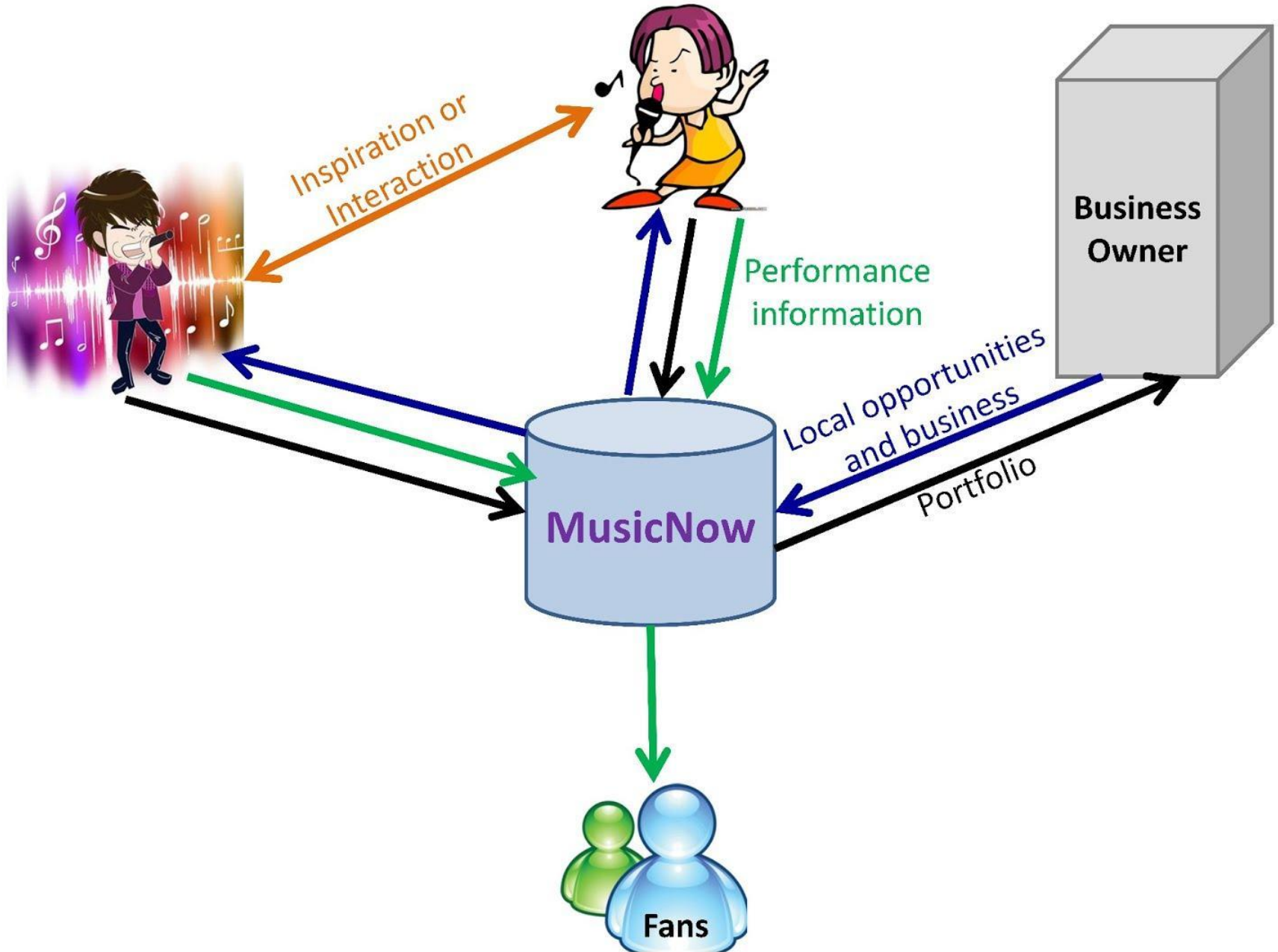
Musicians can contact businesses for performance opportunities.

Display their track record and their speciality.

Businesses can publicize musical events and invite bands to perform

Gauge the popularity of a band or a business.

Conceptual Model



For The Musicians

A section to create their portfolio.

A section for them look for open positions in a business.

A way for them to share uploaded items with business owners or with fans.

A way to show off their fan base to businesses.

For The Businesses

A section to enter event and audition details.

A section to browse local talent.

A section to notify musicians for an audition or event.

A section to have a conversation with musicians on a one to one basis.

Identifying Needs & Establishing Requirements

Identifying Needs

Target audiences' needs

- Musicians - seek opportunities
- Business owners - seek new talent
- Post events
- Local talent <-----> local businesses
- Provide a safe and trustworthy means to communicate.

Interview target audiences

- 3 musicians
- 4 business owners

Questionnaires to Elicit Requirements

Musicians

- **Portfolio type, important elements & experiences**
- **Ways to find business**
- **Find/ Interaction with peers (other musicians)**
- Our product features
- Technology & Social networks (eg. safety issue)

Business owners

- **Recruit**
- Our product features
- Technology & Social networks (eg. safety issue)

Interview Findings - Musicians

Message communicate

- Face to face via some online chatting tool
- This is a major concern for female musicians.

Videos present by Youtube or Vimeo

Some policies -> not generally satisfied

Find opportunities on line or by an agent

- Musicians to seek out business owners
- Musicians usually find gigs by words of mouth.

Interview Findings - Business

Studio Recording

Also footage of live performances.

Fans can follow bands

Popularity index

Musician's performance for promotion purpose

Business owners interested in the individual personality

Task Scenarios

Musicians

- Guitar player promotes himself by create portfolio
- Piano teacher finds holiday gigs

Business

- Patrents find a piano tutor for children
- Local bar owner wants to hold a singing contest

Fans

- Follow musicians they like

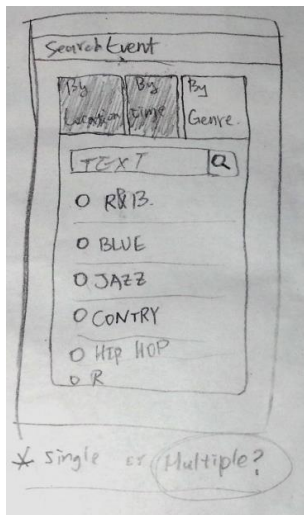
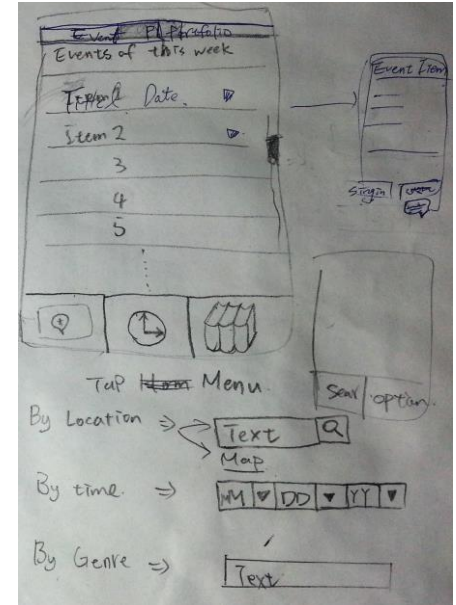
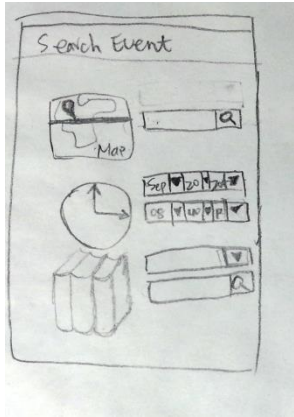
Interactions between different target users

Design

Main Components

- Anonymous browsing
- Home (business, musicians)
- Portfolio
- Events
- Search events
- Reviews
- Communication
- Radio

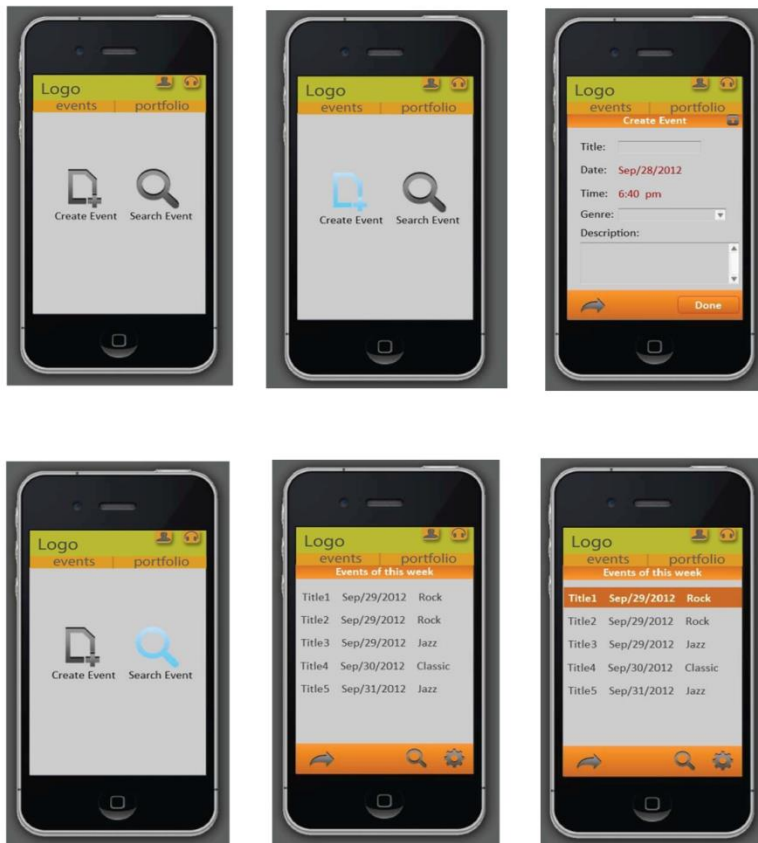
Sketches



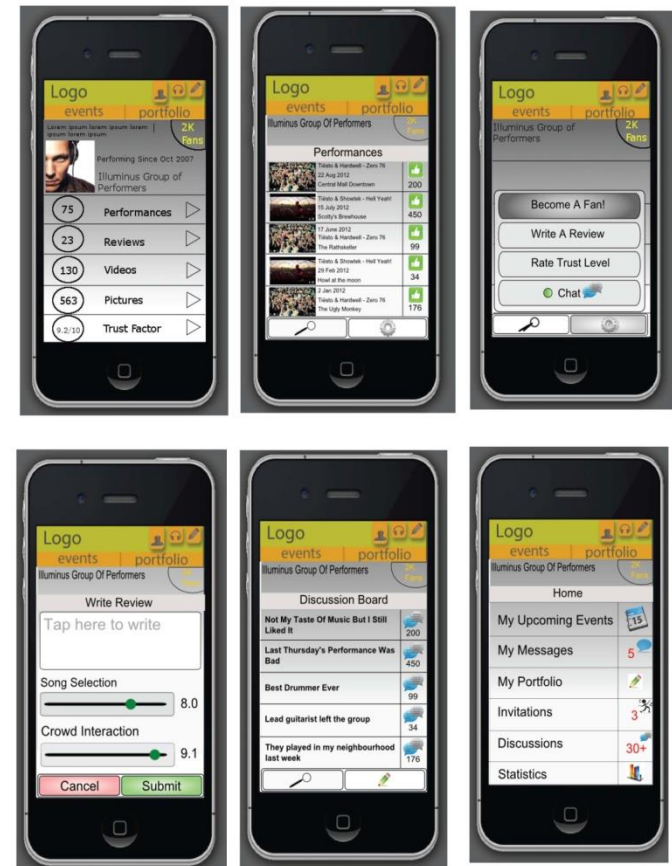
* Single or Multiple?

Low-fidelity Prototype

Version 2 Events



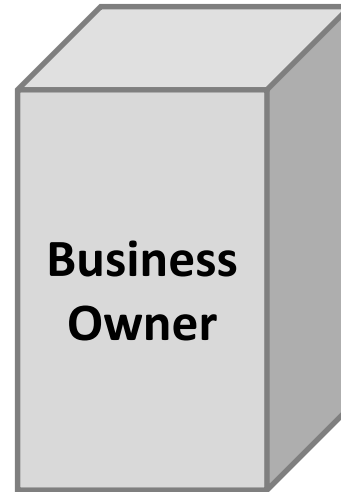
Portfolio



High-fidelity Prototype

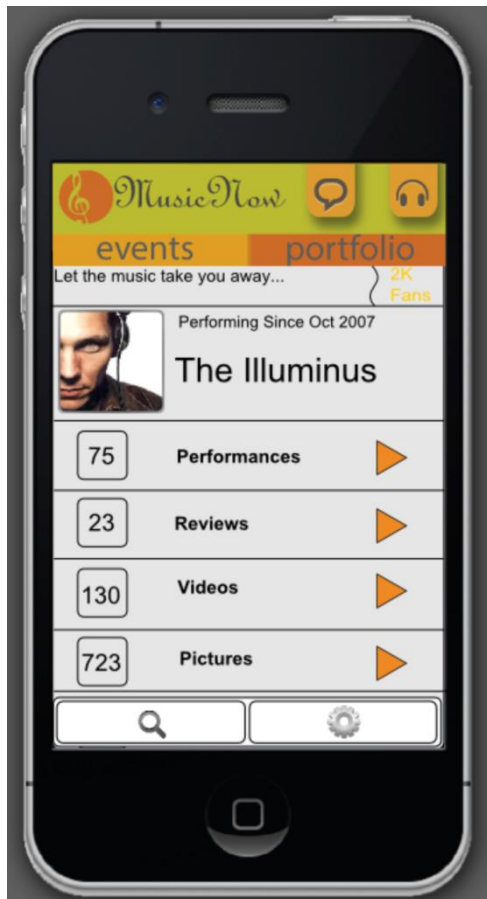


Musicians

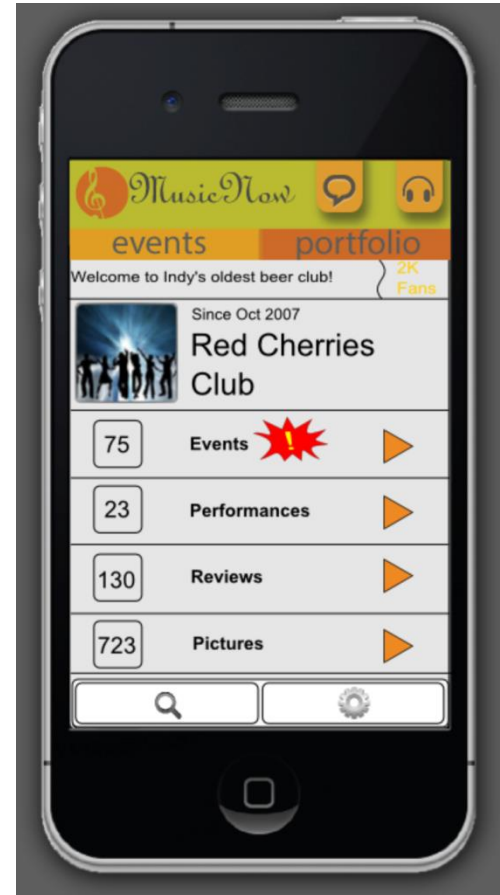


Evaluation

Evaluating the Data



- Freely explore MusicNow
- Complete 4 tasks
- Followed by a survey



Tasks

- **Task 1: Messages**

You are the owner of a locale business the Red Cherry Club, you want to send the band Illuminus a message.

- **Task 2: Ask to attend an event**

You are a band looking for local events you could participate in. You find an audition you are interested in and ask to attend.

- **Task 3: Accept a request**

You are the owner of a locale business The Red Cherry Club, you see you have a few request from local musicians to attend your audition you want Illuminus to attend.

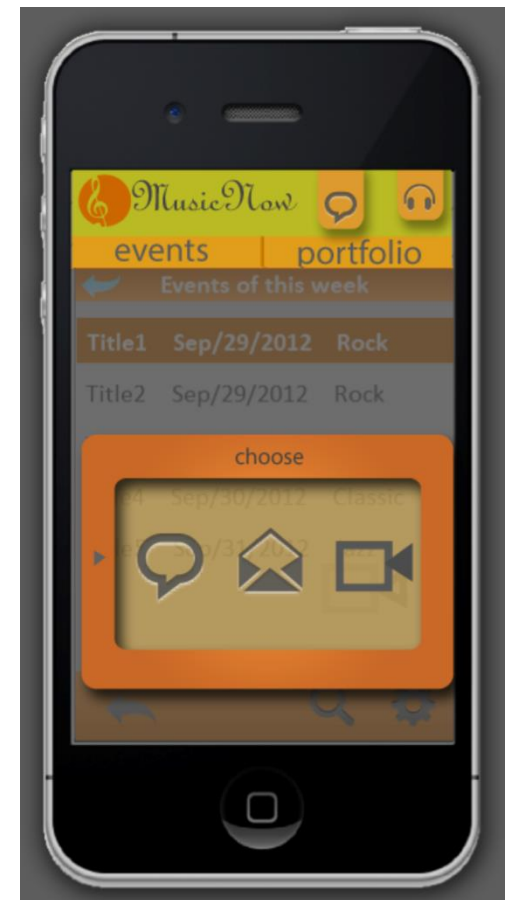
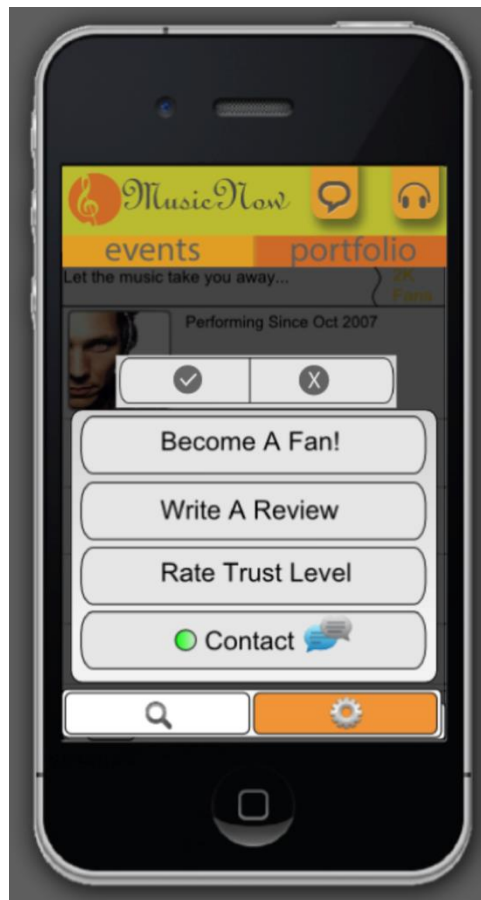
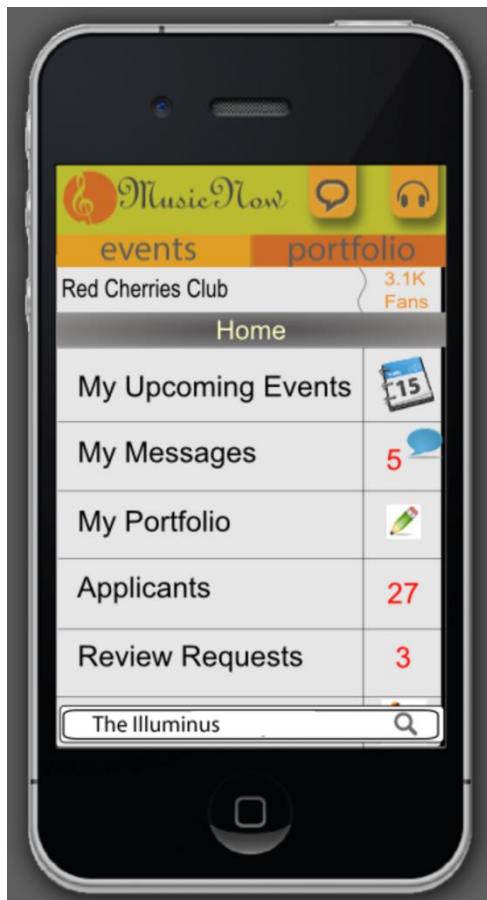
- **Task 4: Search Events**

You are an artist, The Illuminus. You want to search events on MusicNow. There are three ways to search events. Using these three functions to search for a band performance.

Observation

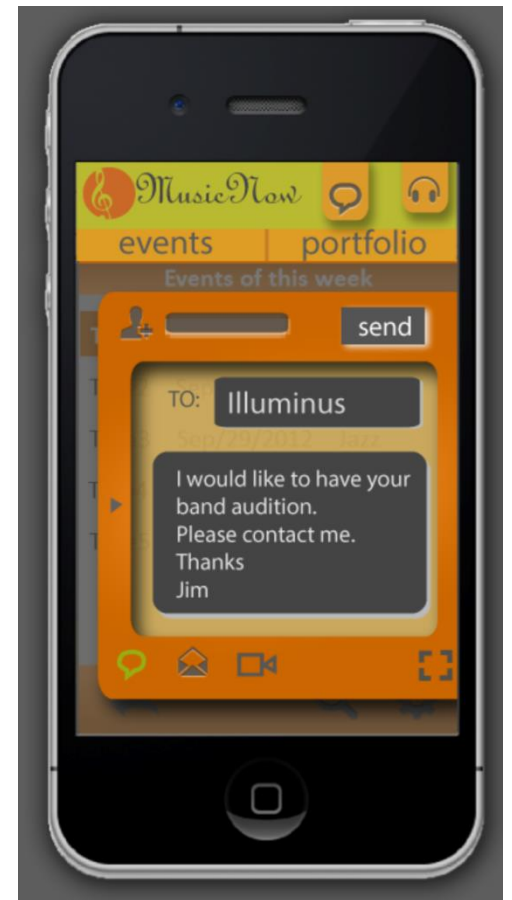
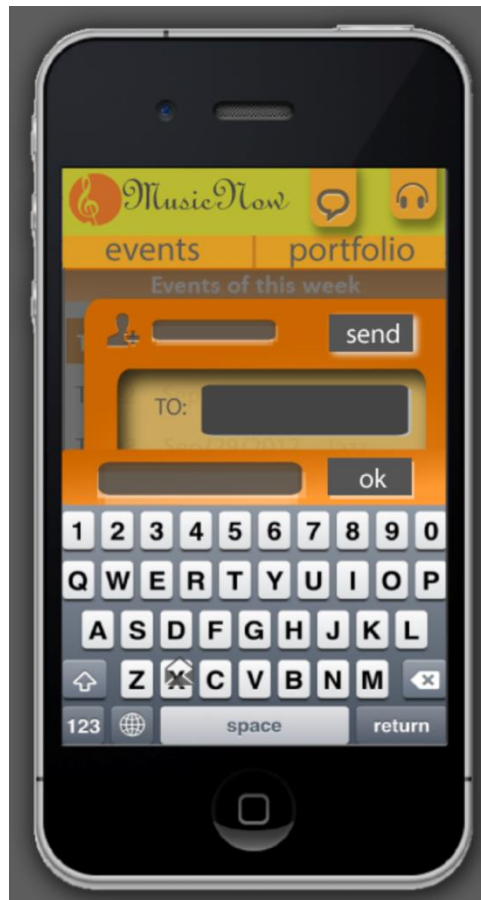
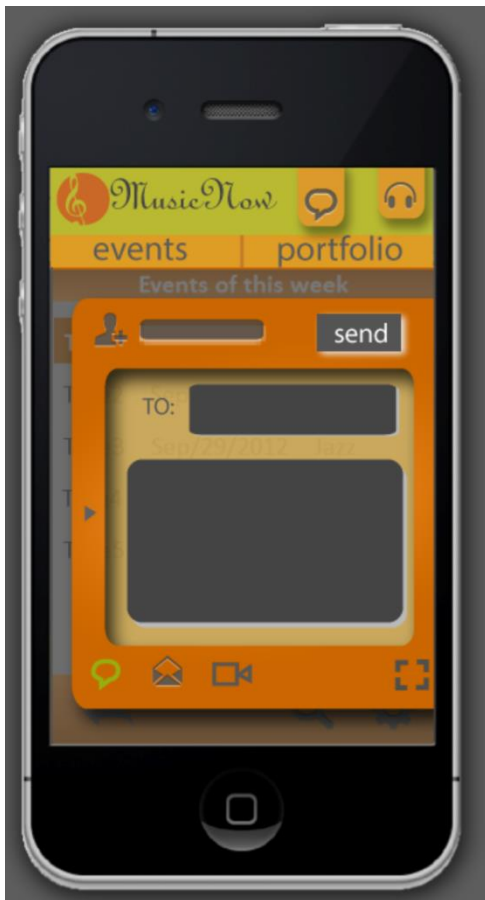
Observing Tasks

Messages



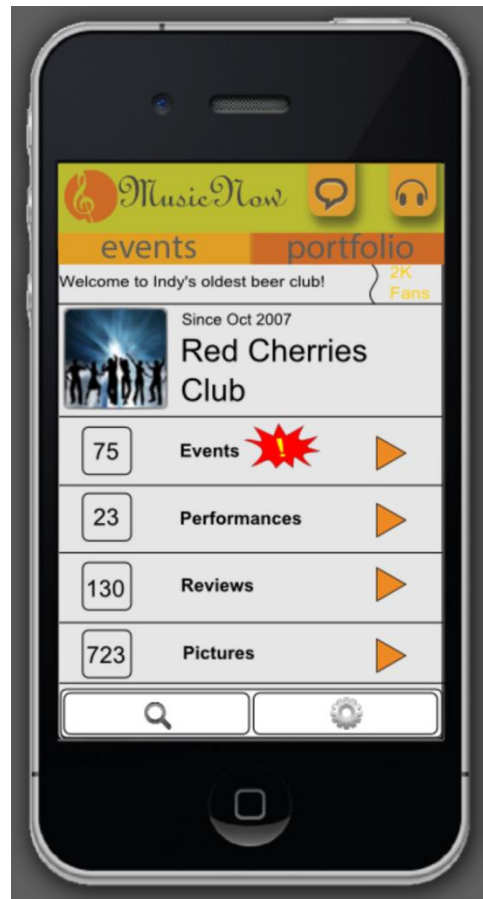
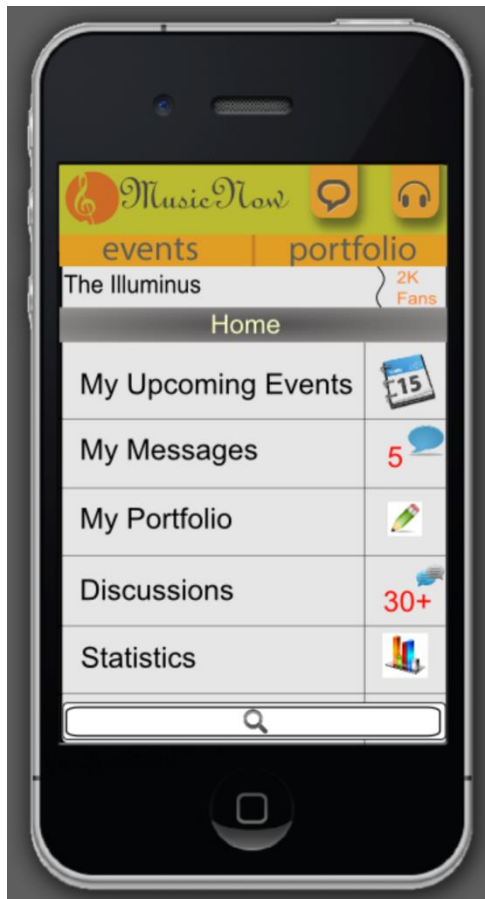
Observing Tasks

Messages



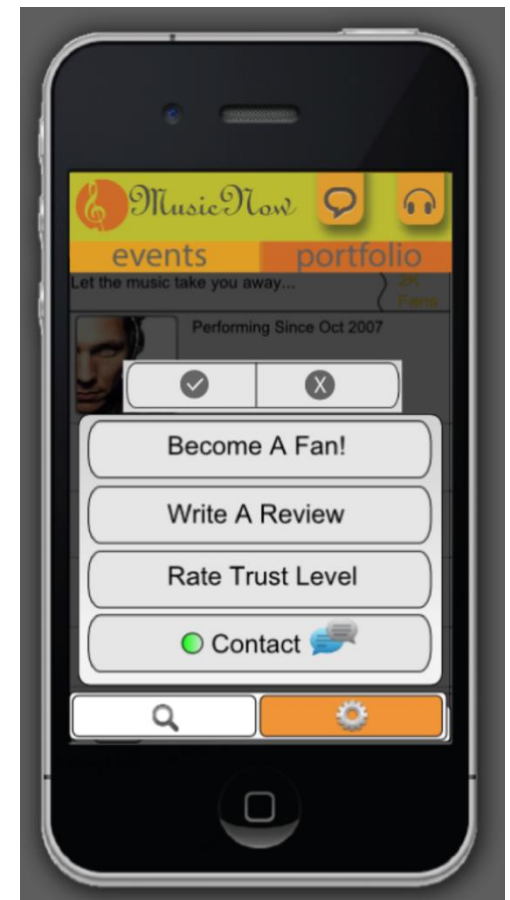
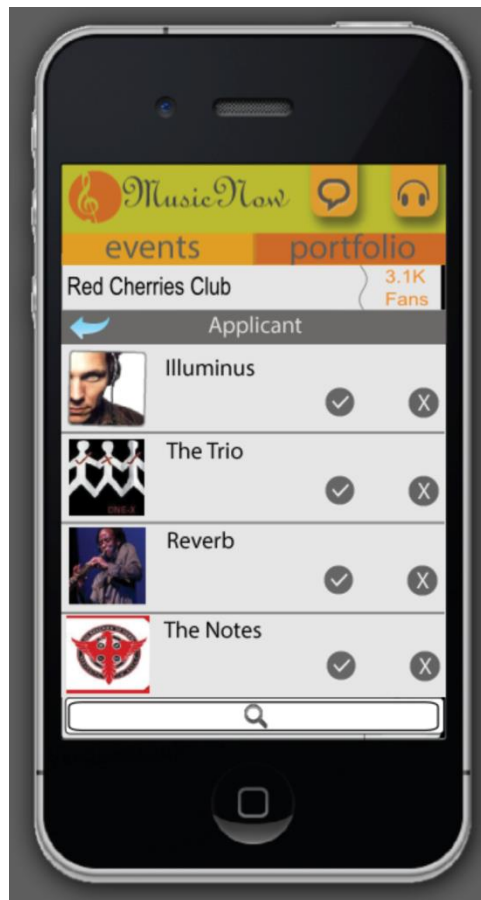
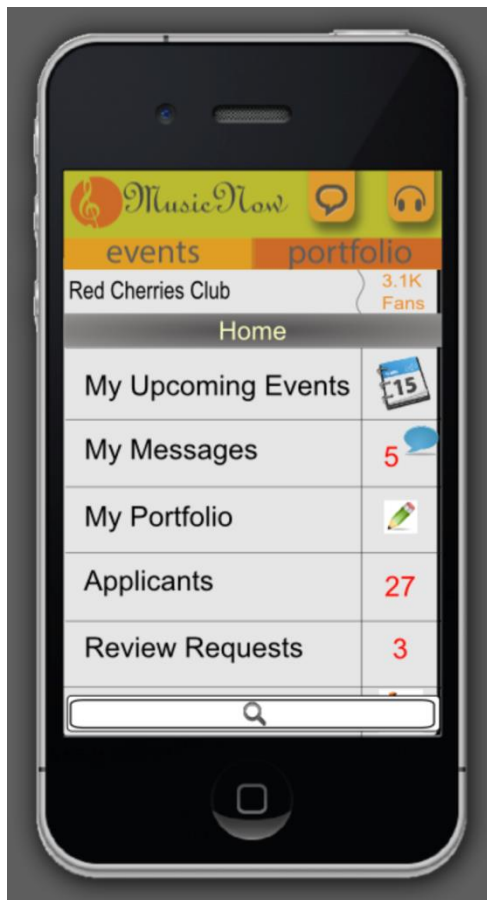
Observing Tasks

Ask to attend an event



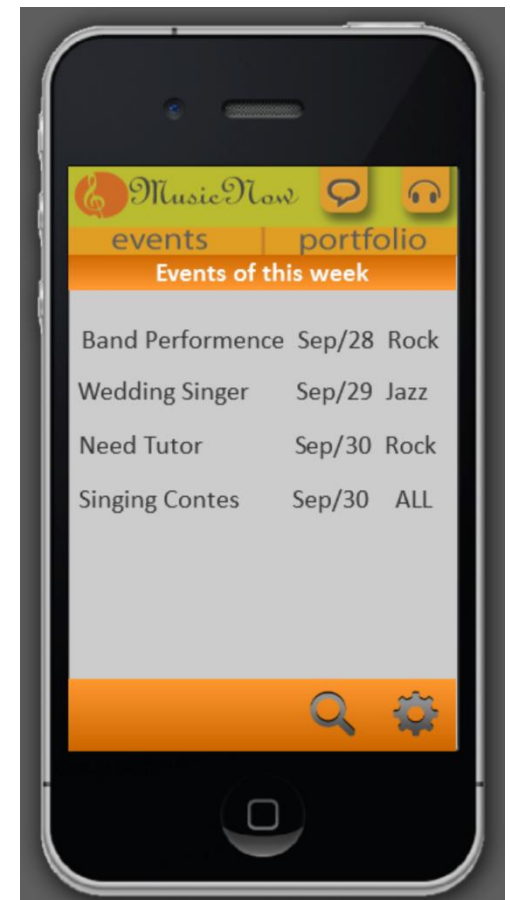
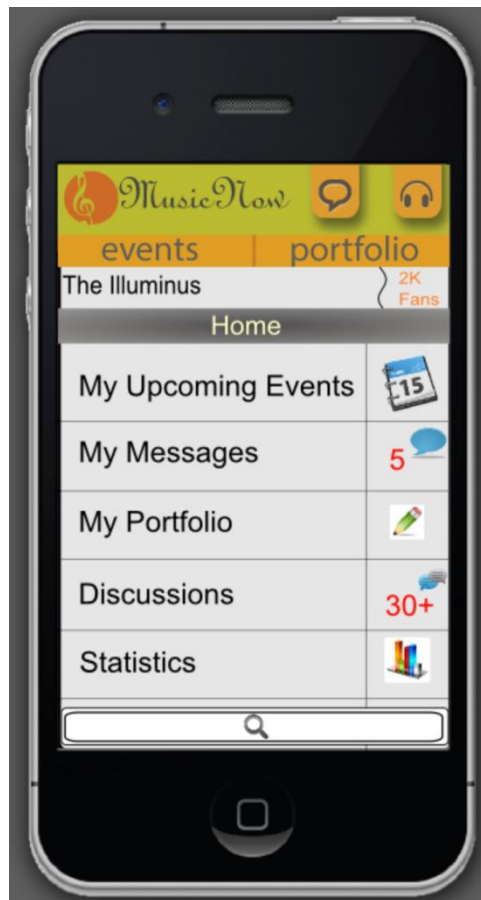
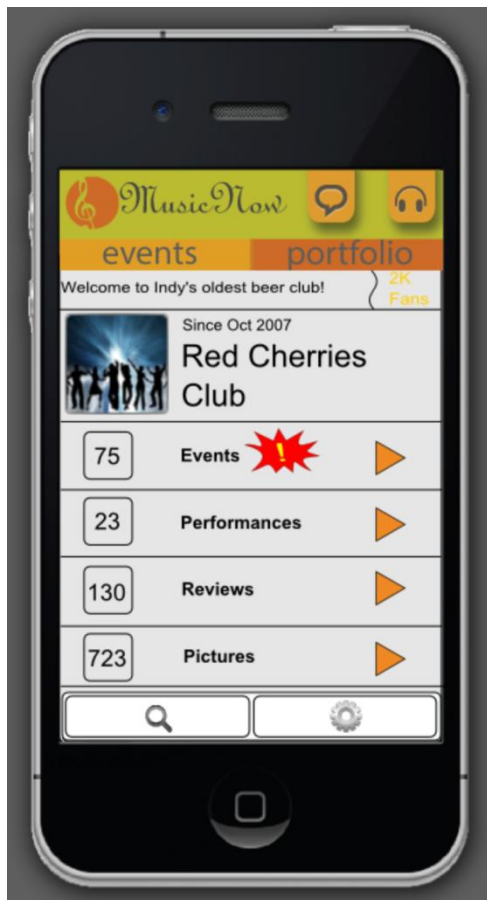
Observing Tasks

Accept Request



Observing Tasks

Searching Events



Comments from Users

- One user felt the fans were not visible enough saying, “fans are how businesses and musicians make money.”
- Request for more back buttons within a native app.
- One user asked if the radio linked to iTunes so they could buy or sell music.

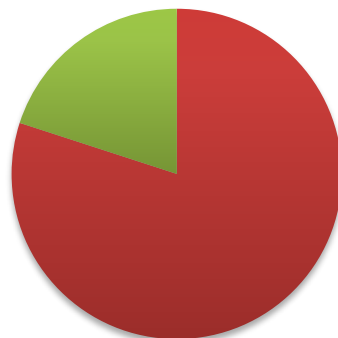
Survey Data

MusicNow would increase the clientele at my business/increase my opportunities to perform.



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

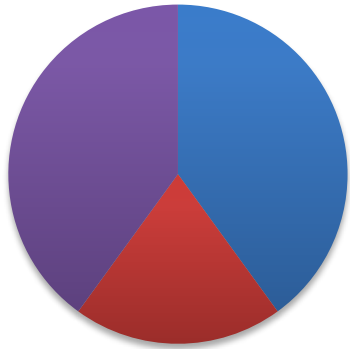
MusicNow's interface is enjoyable to use.



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

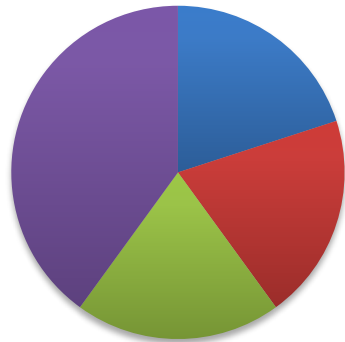
Alignment

I can easily create events.



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

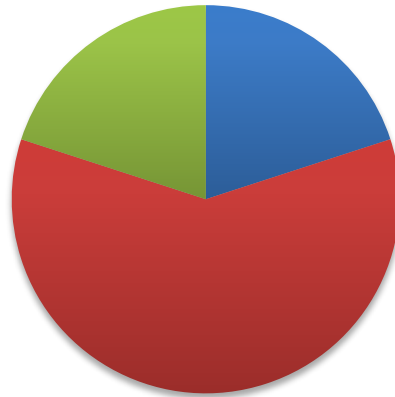
I can easily tell if another user is available to chat.



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Contradictory

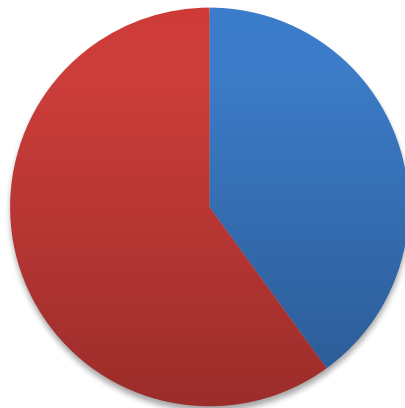
I can easily connect with other users in MusicNow.



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Faulty Question

If I am a fan of an artist or business, I like being notified of their events automatically.

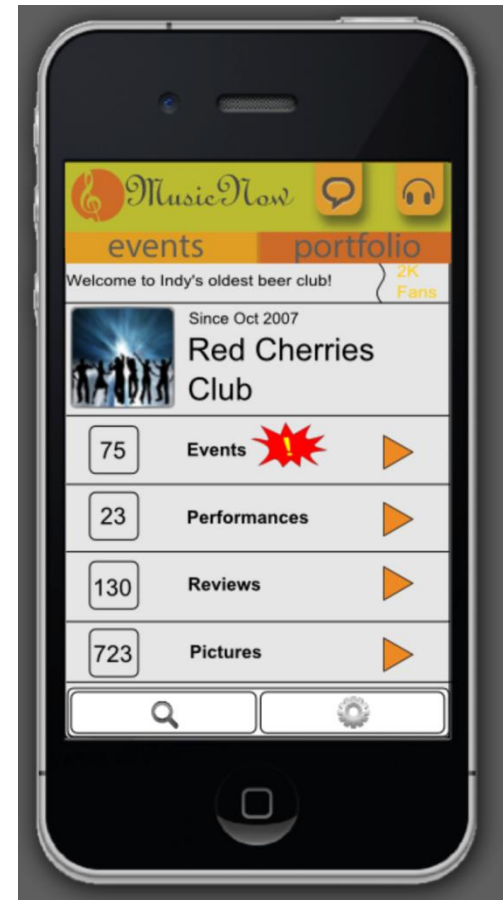
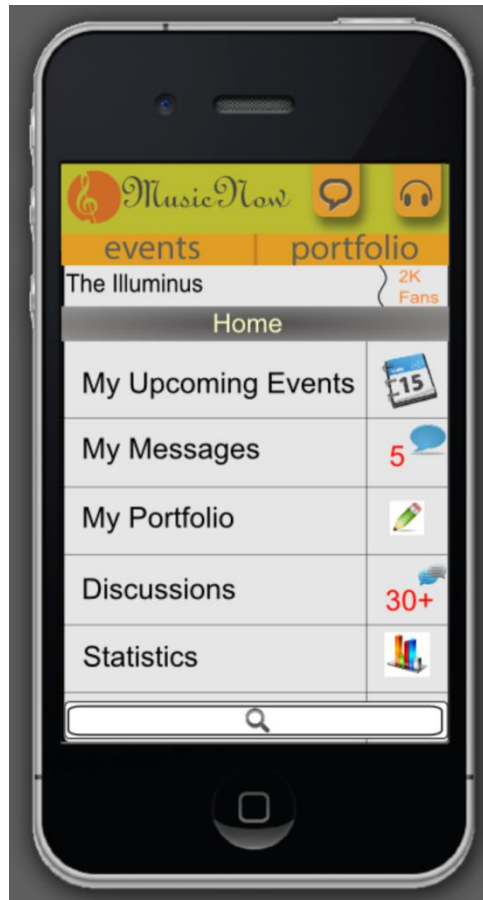
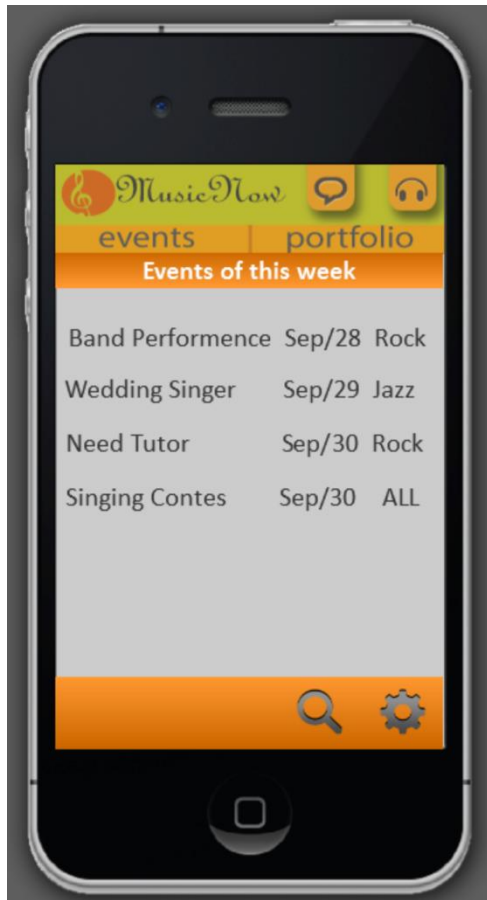


- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

So Putting It All Together

- Observation and surveys working together
- Prototype in HTML not representative of ISO app interface and functionality

Biggest Problems



Changes

