

NORE

KARAOKE ROOM APPLICATION

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Karaoke Room



Introduction

Karaoke Room

In this report, I will analyze the karaoke room using a hook model and suggest areas for improvement. The karaoke room is a service place that provides users with entertainment in private spaces. It is sometimes placed in specific locations depending on the needs of customers. For example, it is located in an arcade for individuals to enjoy for a short time. There are also large karaoke rooms for many people to enjoy entertainment in a large space. The user can pay as much as the number of songs they want to sing, or they can set the usage time and pay by the hour. In the room, the user takes a look at the song list book,

and they find the song name and code number. Then the user can enter the number on the song machine to start. When it starts, the user can follow the lyrics on the screen and sing in tune. When the song is over, the system evaluates the user's singing ability, and the score is displayed on the screen. While the score is displayed on the screen, the machine's voice announces the score and delivers a congratulatory message to help users know when to finish singing. For this project, I would like to focus on how to improve the karaoke business by increasing customer participation.



Current Hook Model

Karaoke Room

Trigger

Internal trigger - What does the user really want?
External trigger - What brings the user to the product?

Want for an activity

New song release

Express emotion

Affordable price

Entertainment with others

Private space

Action

What is the simplest behavior in anticipation of reward?

Singing

Finding Karaoke room

Finding songs what they have

Provide score about singing skills

Get reaction from friends

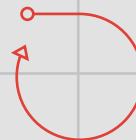
Provide celebration effects - voice & lighting

Investment

What kind of work will increase the likelihood of return?

Variable Reward

Is the reward fulfilling, yet leaves the user wanting more?



Persona

Karaoke Room

Suzi is a high school student in South Korea and has dreamed of becoming a singer since childhood. She is especially interested in music-related TV programs and has always hoped to become a star. She currently practices singing every week with her peers in the school club as the lead singer, and her team often participates in concerts.

Suzi Kim

Occupation	High School Student
Age	18
Location	Seoul, South Korea
Dream	Singer
Hobby	Song writing



Goal

- She wants to increase her popularity in the media.
- She hopes to become a professional singer in a famous entertainment company.
- She wants to earn money to buy music equipment.

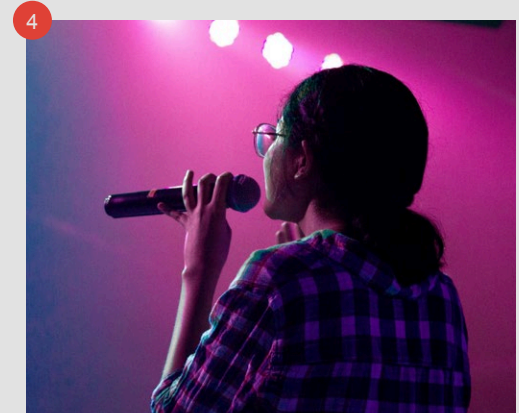
Frustration

- | | |
|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| She feels frustrated in her situation because it is hard to spend a lot of time with school to become a professional singer. | She left her wallet at home and realizes it when she gets to the karaoke room. So she has to go back to her home. |
| She is frustrated that her part-time job takes a long time to earn money to buy a musical instrument. | When she gets to the karaoke room, someone else is using it and there is no free seat, so she has to wait for the other person to finish. |
| She has difficulty finding a karaoke room nearby. | The song list book has missing pages or is torn, so she can't find the song. |

Scenario of Use

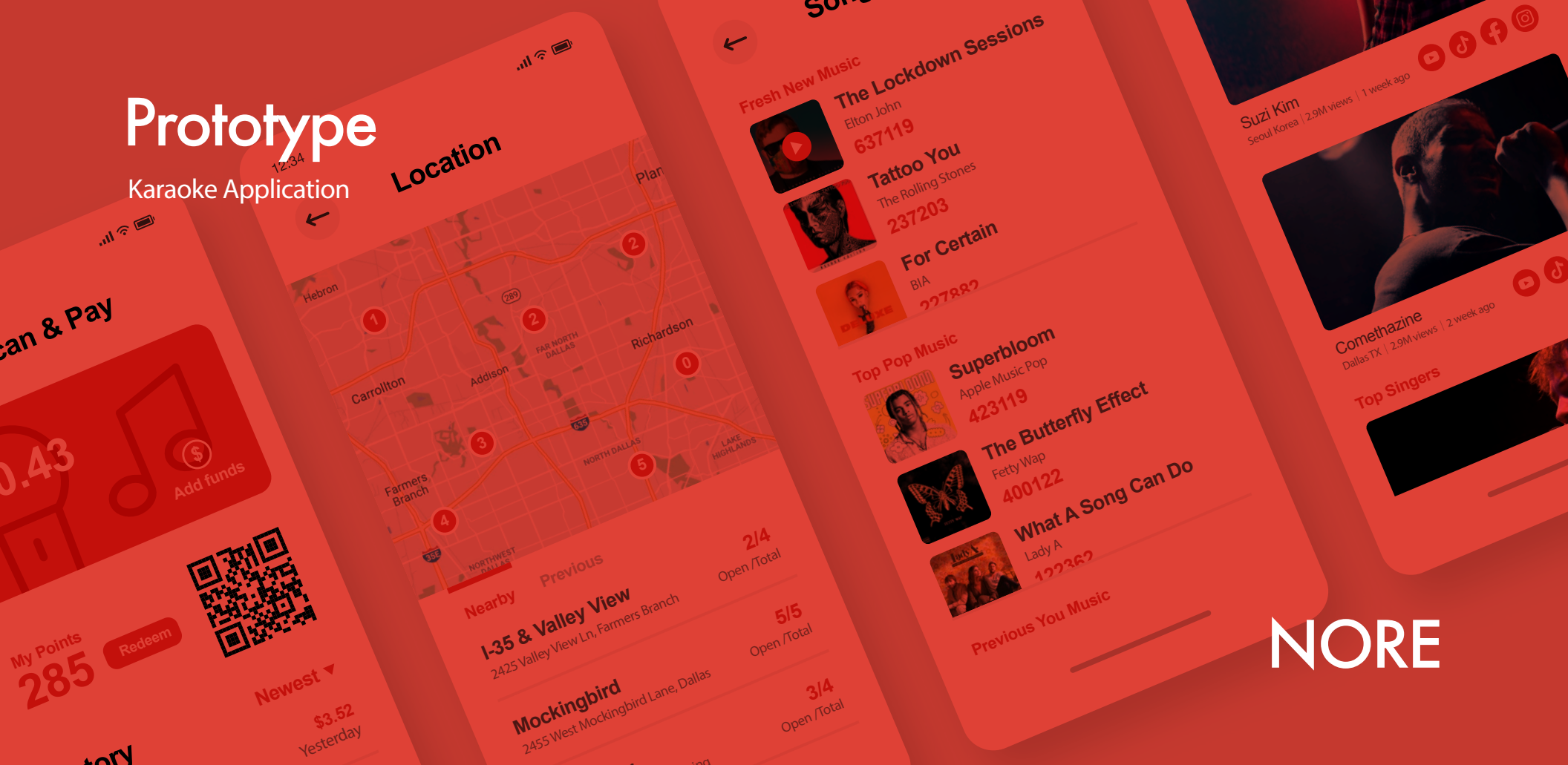
Karaoke Room

Suzi is very interested in singing and hopes to work in the music industry in the future. While waiting for a friend, she finds an arcade near the meeting place. She wonders if there is a karaoke room inside or not. If there is a karaoke room, she wants to sing a few songs until her friend arrives. She finds several karaoke rooms that are empty and can sing.

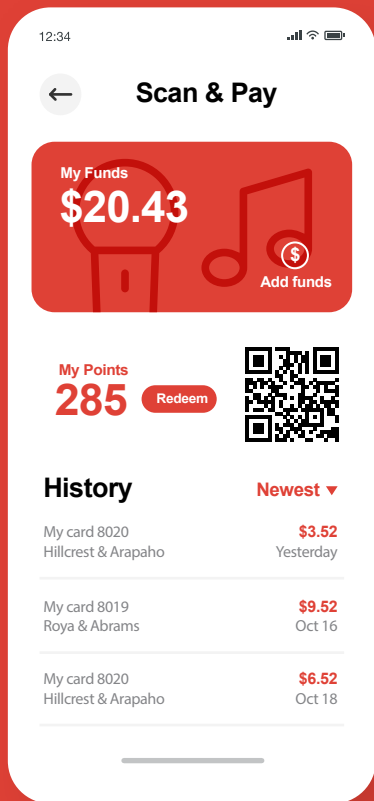


Prototype

Karaoke Application



NORE



Scan & Pay

Nore App

Painpoint

She left her wallet at home and realizes it when she gets to the karaoke room. So she has to go back to her apartment.

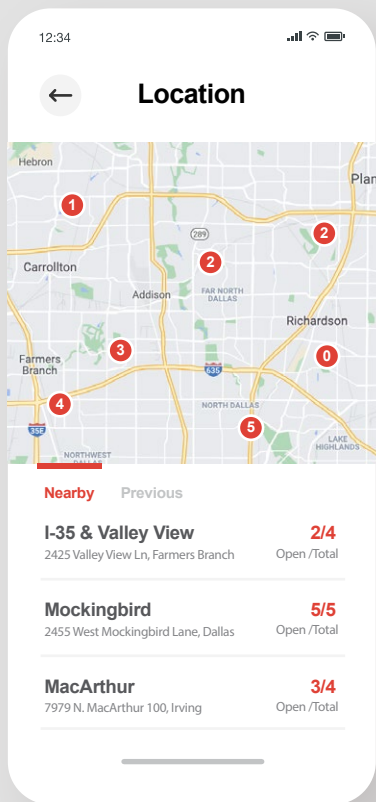
Solution

We provide a Scan & Pay page so the user can easily add money and use the karaoke room by scanning a QR code.

- + Accumulate point system ex. Starbucks

Experience

She no longer needs to bring coins to use the karaoke room. The Nore app allows her to use karaoke rooms anywhere by using her phone.



Location

Nore App

Painpoint

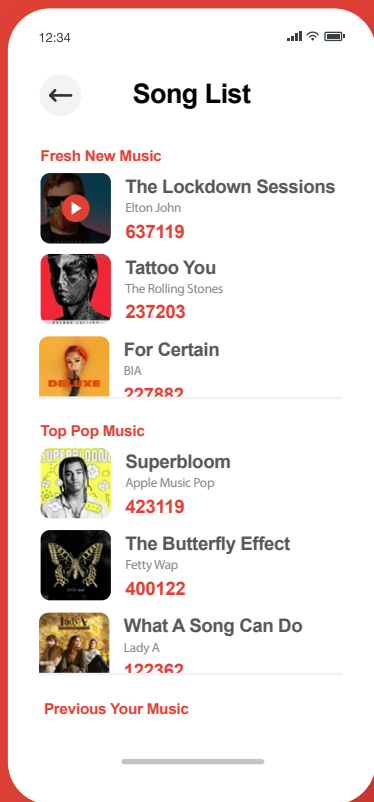
When she gets the karaoke room, someone else is using it and there is no room, so she has to wait until the other person finishes. Also, it is difficult for her to find a karaoke room nearby.

Solution

We provide a location page so that users can easily find the location of the karaoke room and find vacancies in real time.

Experience

She doesn't need to wait or go inside to check if there is an open space in the karaoke room or not.



Song List

Nore App

Painpoint

The song list book is missing pages or torn, so she can't find the song.

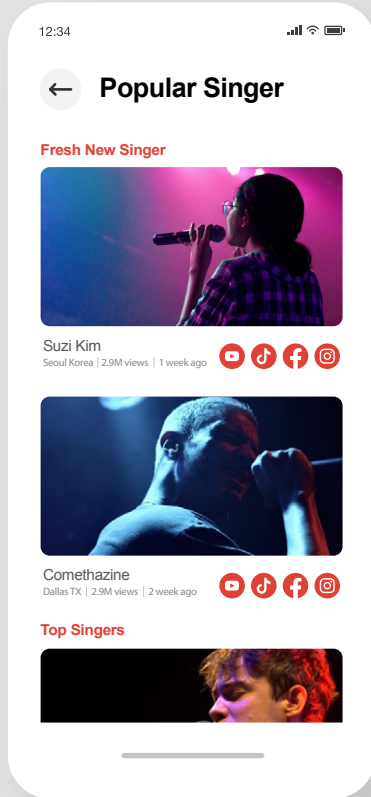
Solution

We provide a song list page so that users can easily find a song number and start playing the music from their mobile phone without touching the karaoke machine.

+ Protection from COVID-19

Experience

She can easily find her favorite songs and check the updated new song and popular songs with the app. She can also start the song from her cell phone without touching the karaoke machine.



Popular Singer

Nore App

Painpoint

She feels frustrated in her situation because it is hard to spend a lot of time with school to become a professional singer, and her part-time job takes a lot of time to earn money to buy a musical instrument.

Solution

We provide a Popular Singer page so that users can upload themselves singing and share it on other social media such as Youtube, Tiktok, Facebook and Instagram.



Experience

She can upload her singing video through the app so other people can see her singing skills and increase her popularity. She can also earn extra money by increasing her views.

Expected Hook Model

Nore App

Trigger

Internal trigger - What does the user really want?
External trigger - What brings the user to the product?

Keep increasing popularity

Watching other people sing

Expressing emotion

Creating memories with friends in Karaoke room

Updating videos

Constantly checking Nore app

Watching other singers

Adding funds to use the Karaoke room

Action

What is the simplest behavior in anticipation of reward?

Installing Nore App

Searching and playing songs through app

Finding an open karaoke room location

Watching other people's videos

Increasing the user's popularity

Producing revenue by uploading videos

Accumulating points

Easily finding a song and playing the music

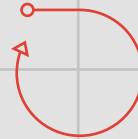
Easily finding an open karaoke space

Investment

What kind of work will increase the likelihood of return?

Variable Reward

Is the reward fulfilling, yet leaves the user wanting more?



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