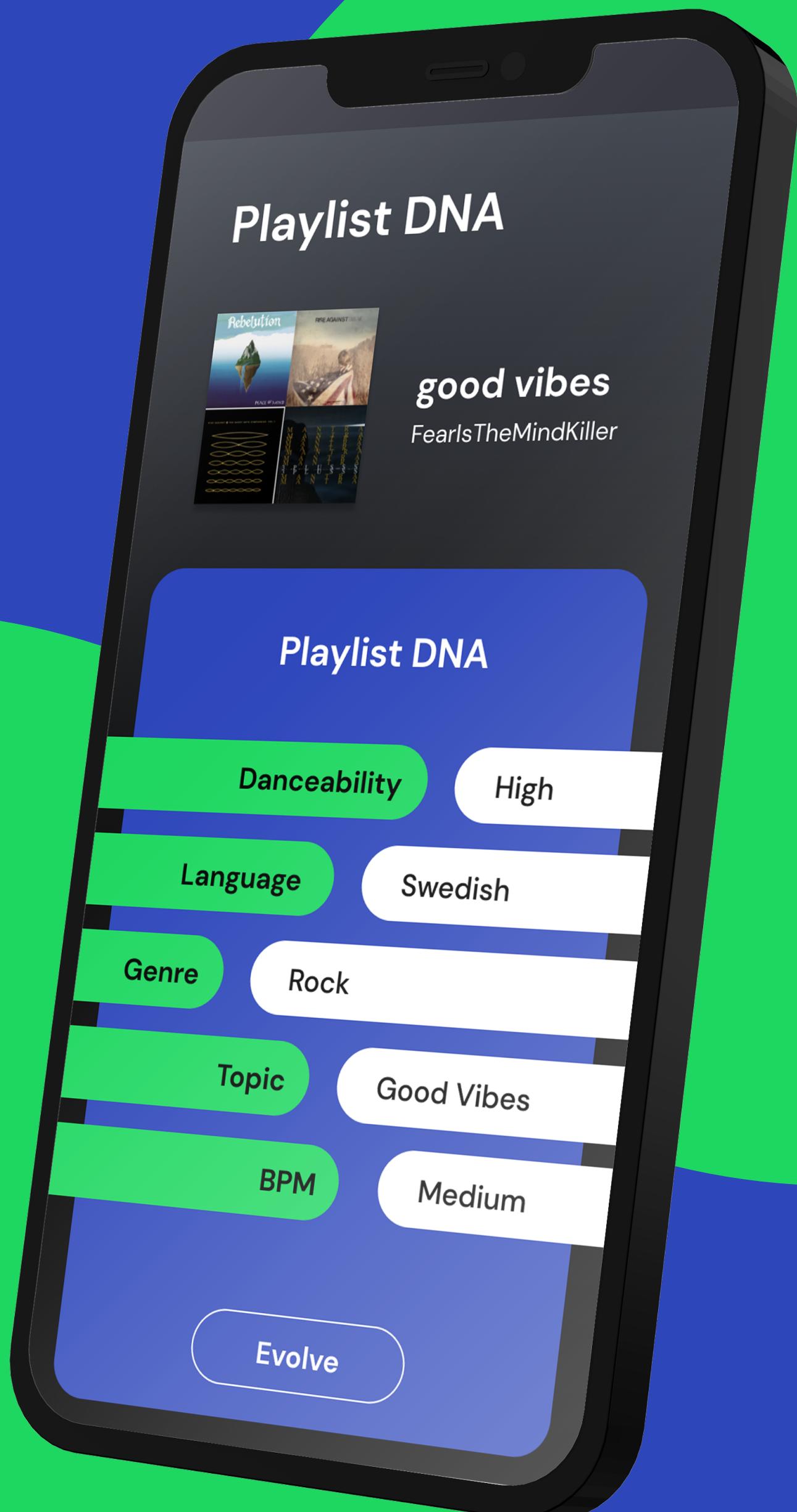




Spotify

Playlist DNA



Design Challenge

How might Spotify better serve **music discovery behaviors** using AI on **new or existing surfaces** based on both **implicit and explicit signals**?

/Alex Freeman

Design Process

**Stage 1:
Mapping**

**Stage 2:
Research**

**Stage 3:
Prototype**

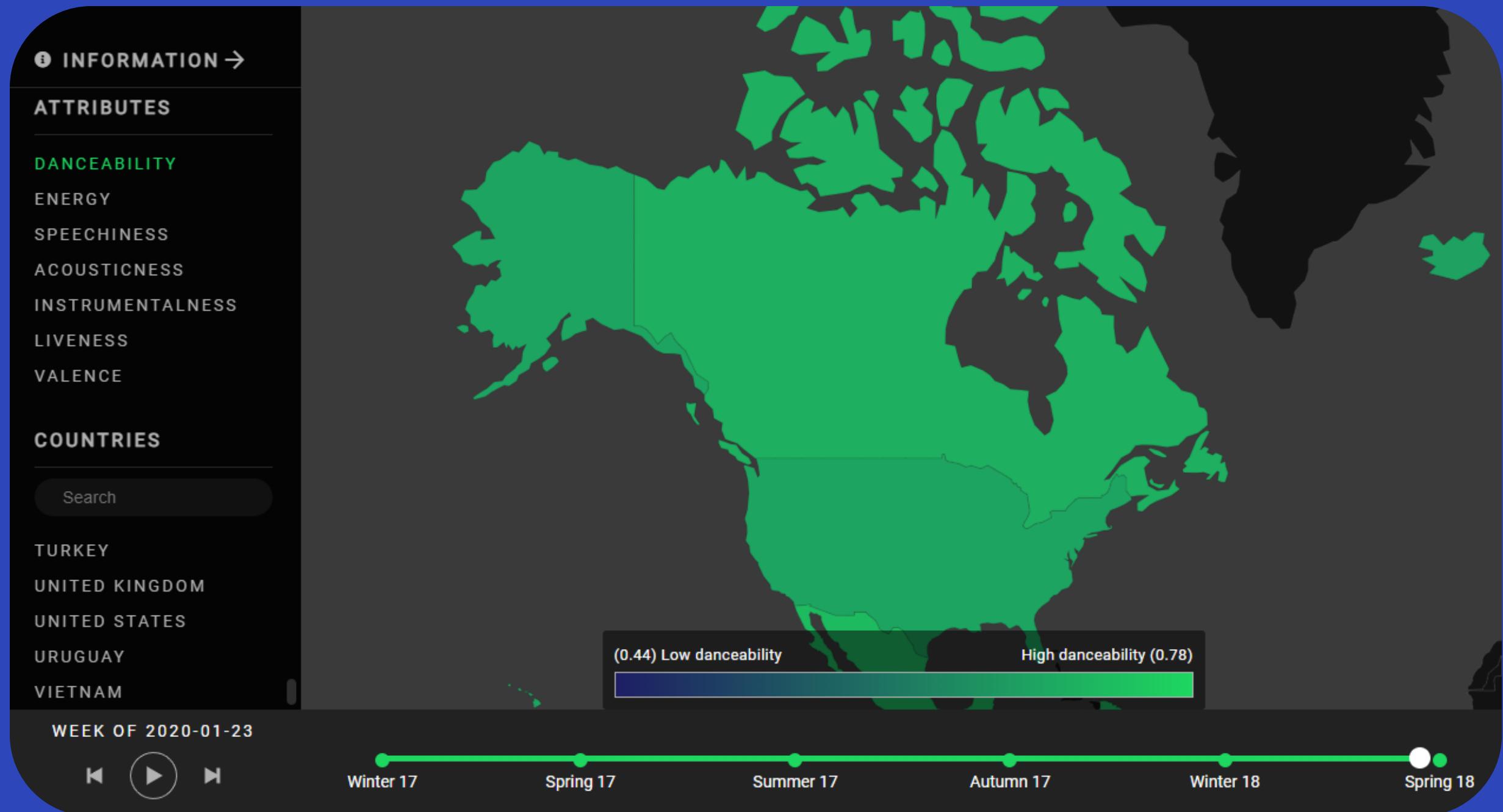
Stage 1: Mapping

The existing flow for creating “similar playlists”

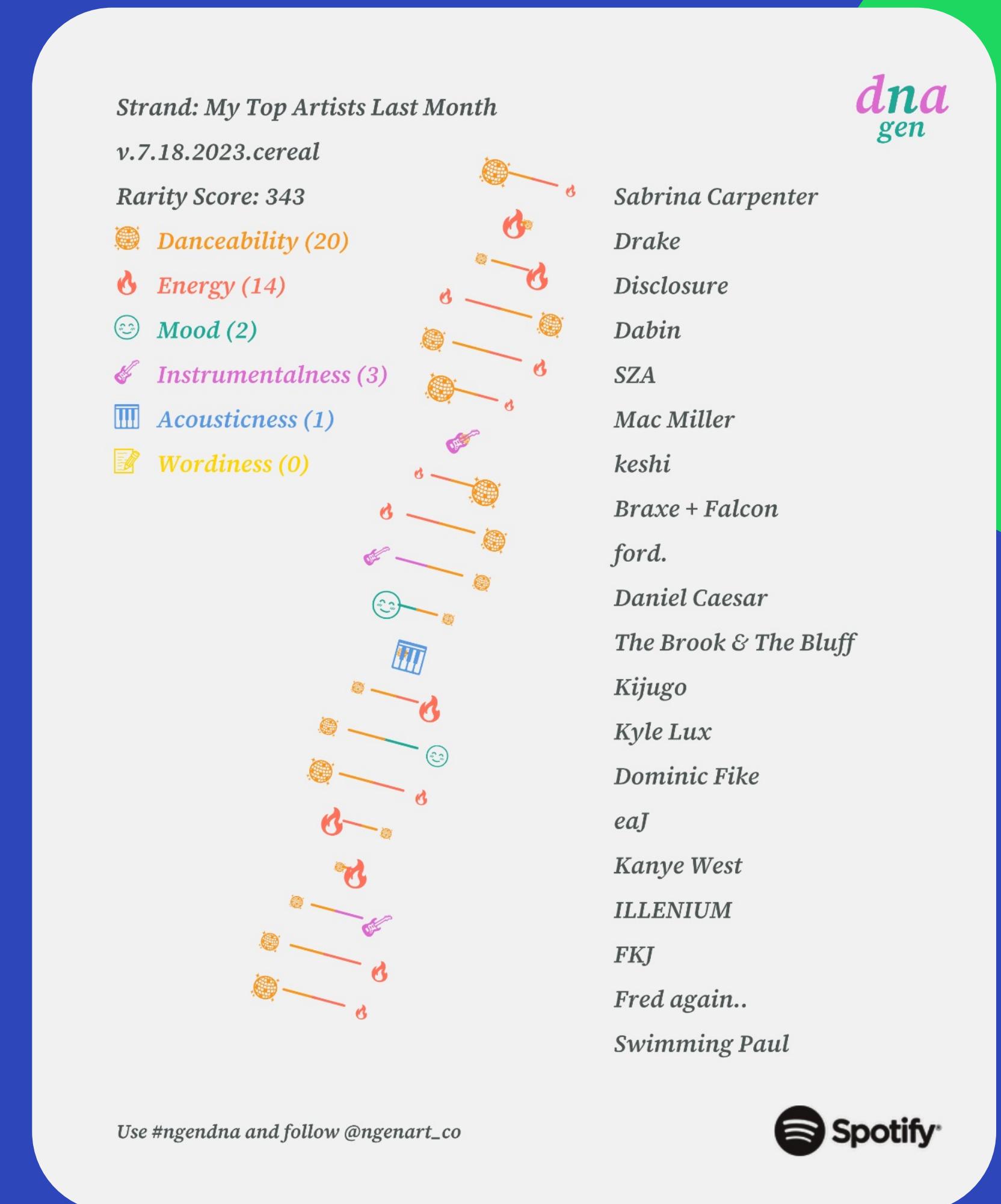


Problem: No agency in what is created

Stage 2: Research



Viral 50 <https://viral50vis.github.io/>



n-gen Spotify DNA
<https://ngenart.com/spotify/login-dna>

Viral 50

- Aims to visualize and provide insights into modern music trends for artists, content creators, and music enthusiasts.
- Visualizes attributes aggregated by Spotify, like "**Danceability**", which includes tempo, rhythm stability, beat strength, and regularity, to showcase how these attributes vary between countries.
- Our design aims to use those attributes as well (<https://developer.spotify.com/documentation/web-api/reference/get-audio-features>).

n-gen Spotify DNA

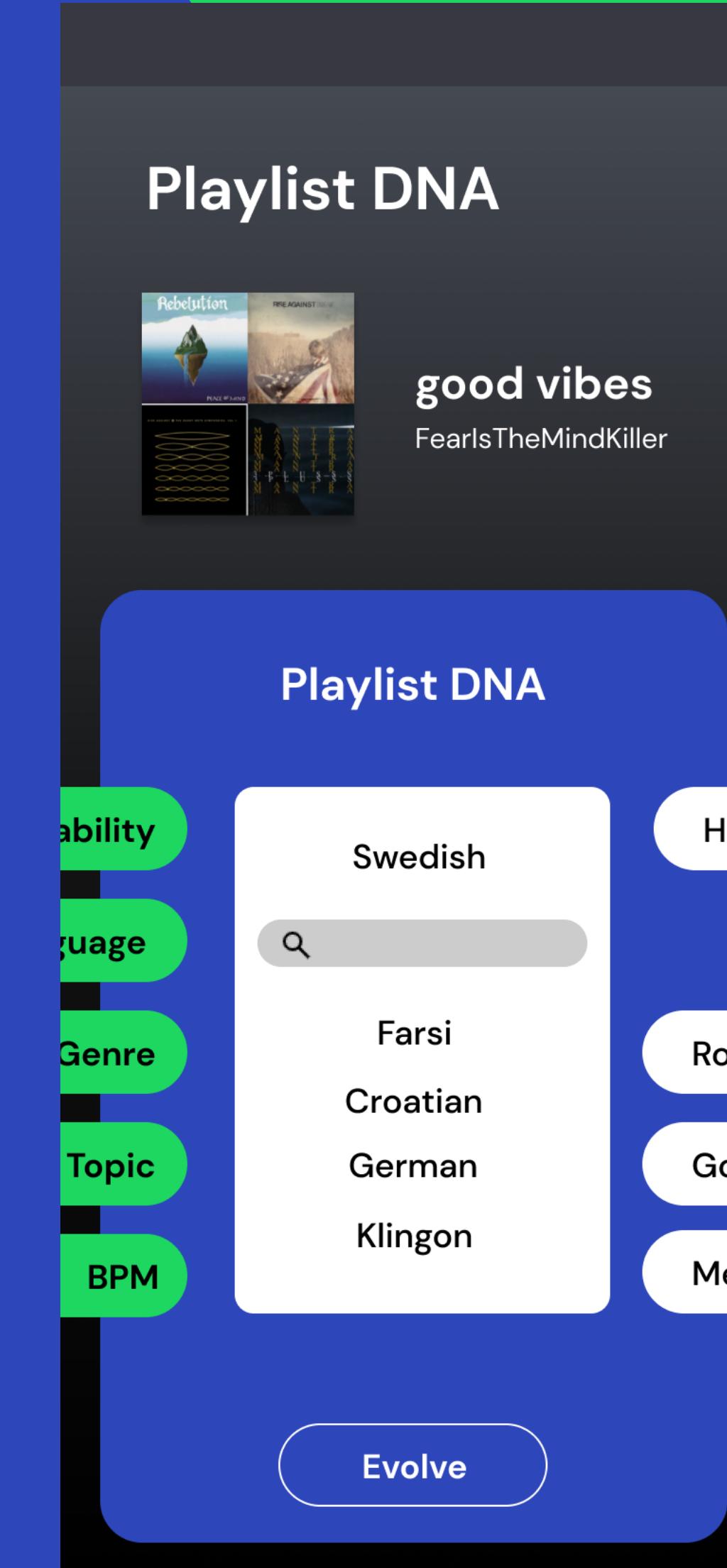
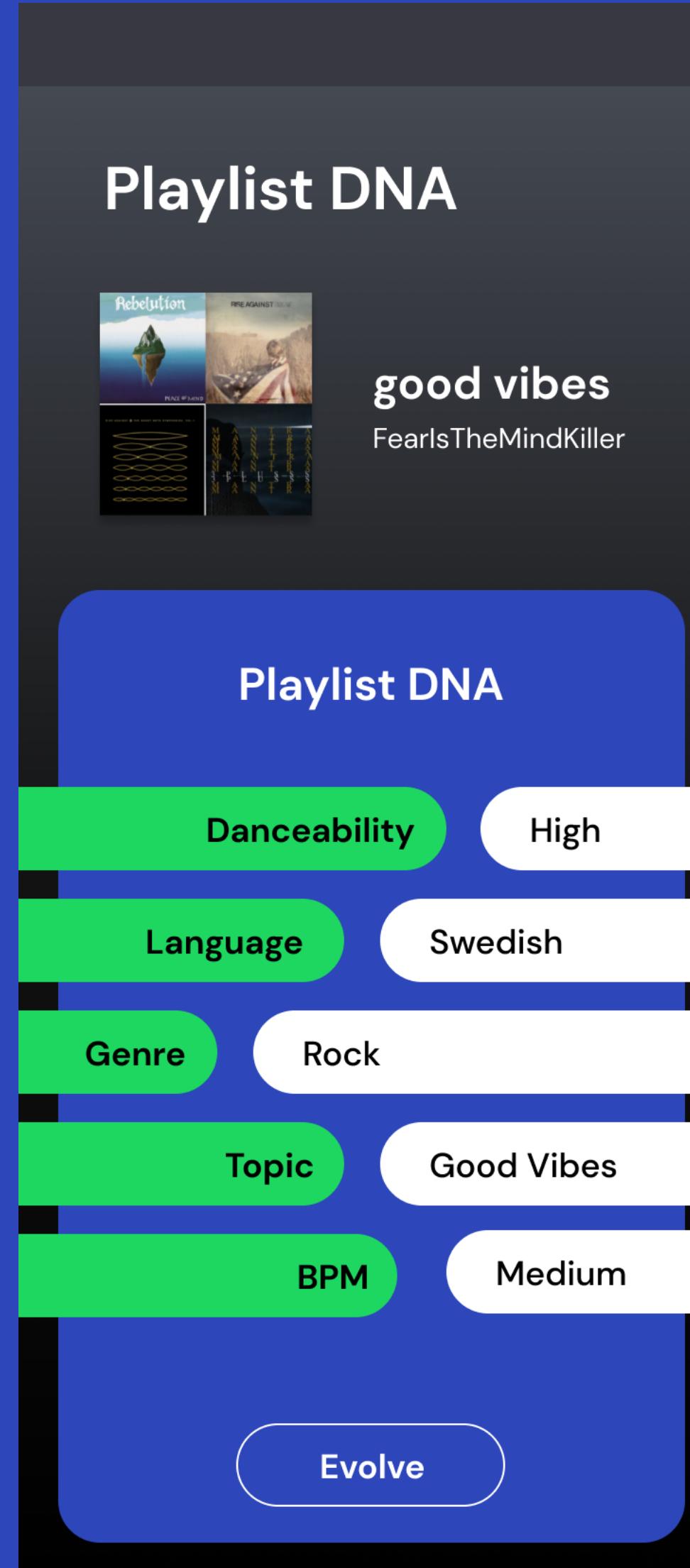
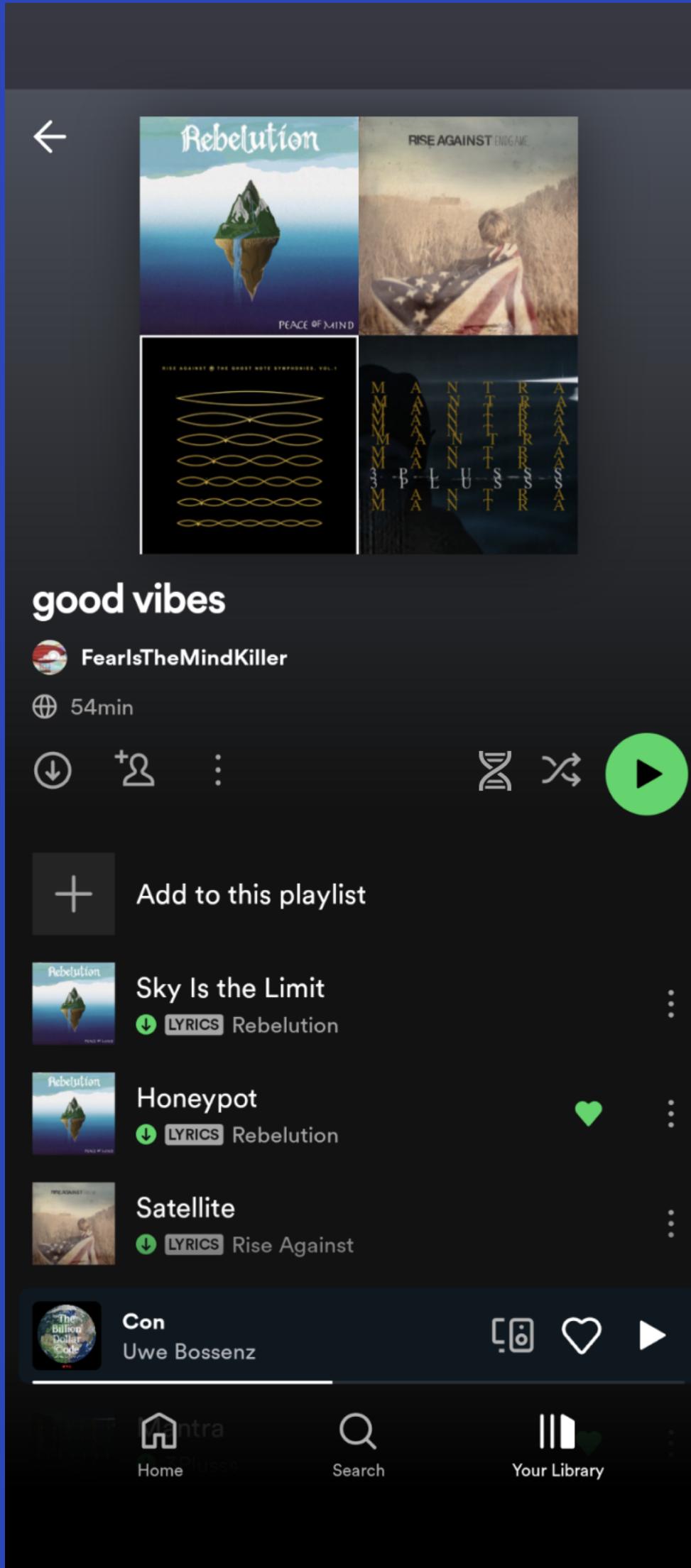
- It enables the integration of personal data into artwork for unique and personalized creations.
- This artwork evolves and changes with an individual's growing or changing personal data.
- Introduces the DNA metaphor

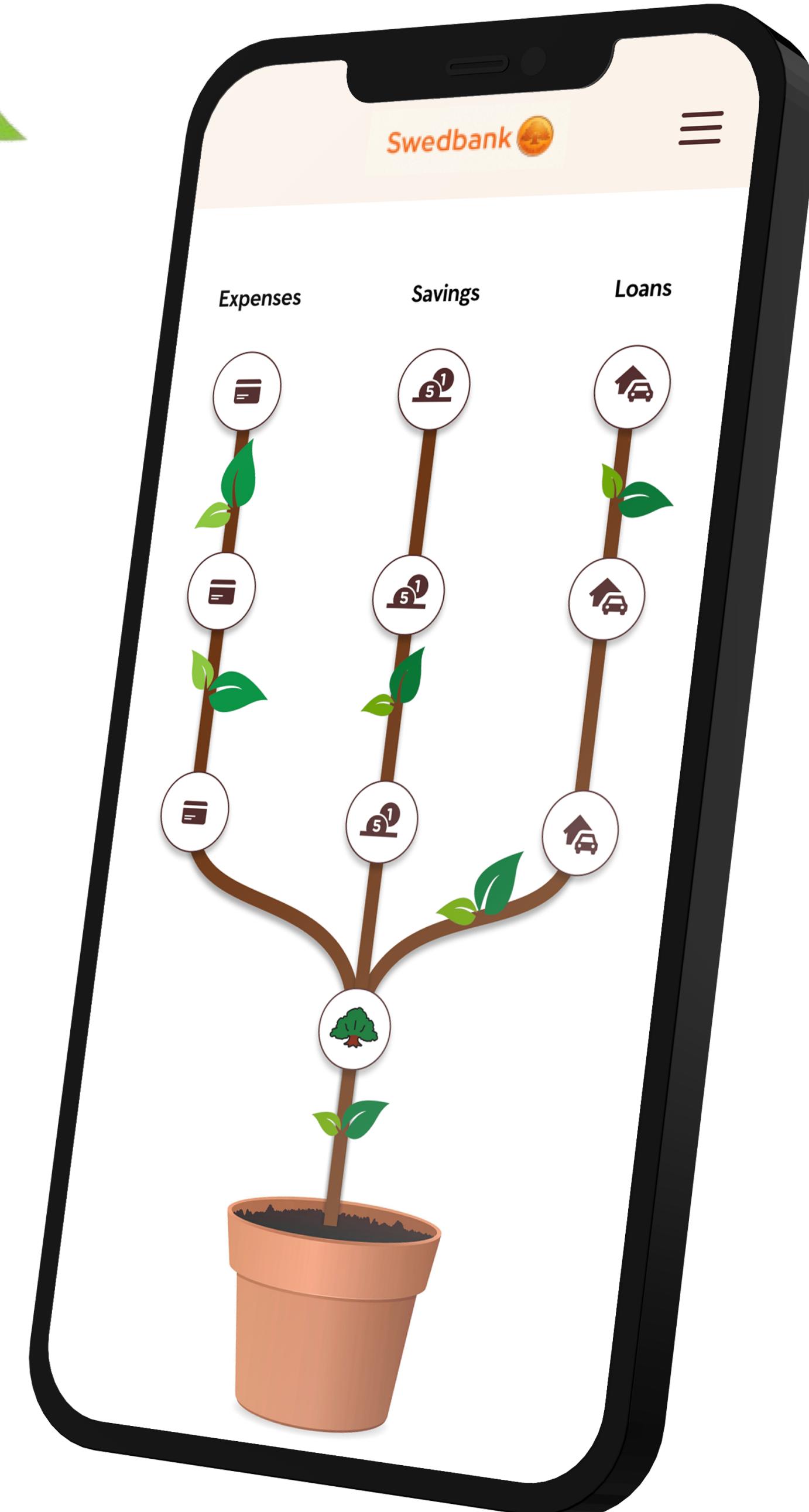
Stage 3: Prototype

Playlist DNA

- Let AI first distill a playlist down to its key common elements (type of melody, BPM, dancability, topic, language etc.)
 - These are the “genes” of a playlist.
- Now let the user modify (“mutate”) single genes of that
 - e.g. What would that playlist look like, if I listened to Spanish music instead?
- Combine implicit signals (listening history) as well as explicit signals (“mutations”) to create similar playlists

Stage 3: Prototype



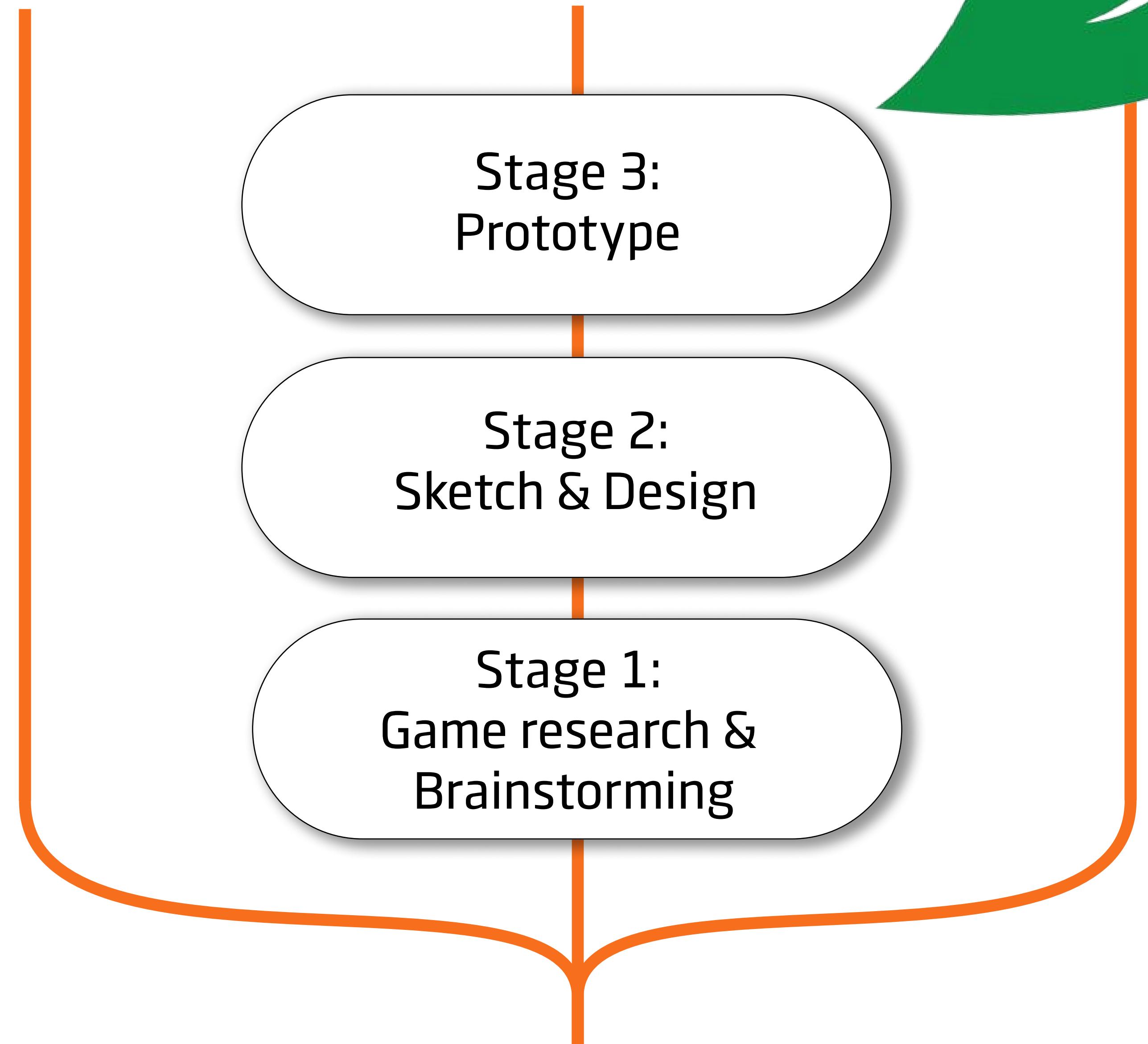


Design Challenge

1. Play some games on your phone this week for at least 3 days this week (**you MUST have fun ;)** Try different things too). Notifications ON recommended but it's not 100% needed.
2. Take notes about:
 - a. What game makes you want to come back and why did you.
 - b. What kept you playing. What made you not want to continue
 - c. What was hard and easy to learn and how to learn How was it done?
3. How would you make a banking app better with the lessons you've learned?

/Lidia Chia

Design Process



Stage 1: Game research & Brainstorming



Stage 1: Game research & Brainstorming



Engaging elements that kept us coming back to the game:

- A captivating narrative driven by meaningful choices
- Steady and satisfying progression
- Generous rewards, including appealing skins, items, and more
- Stunning art style and graphics that enhance the overall experience

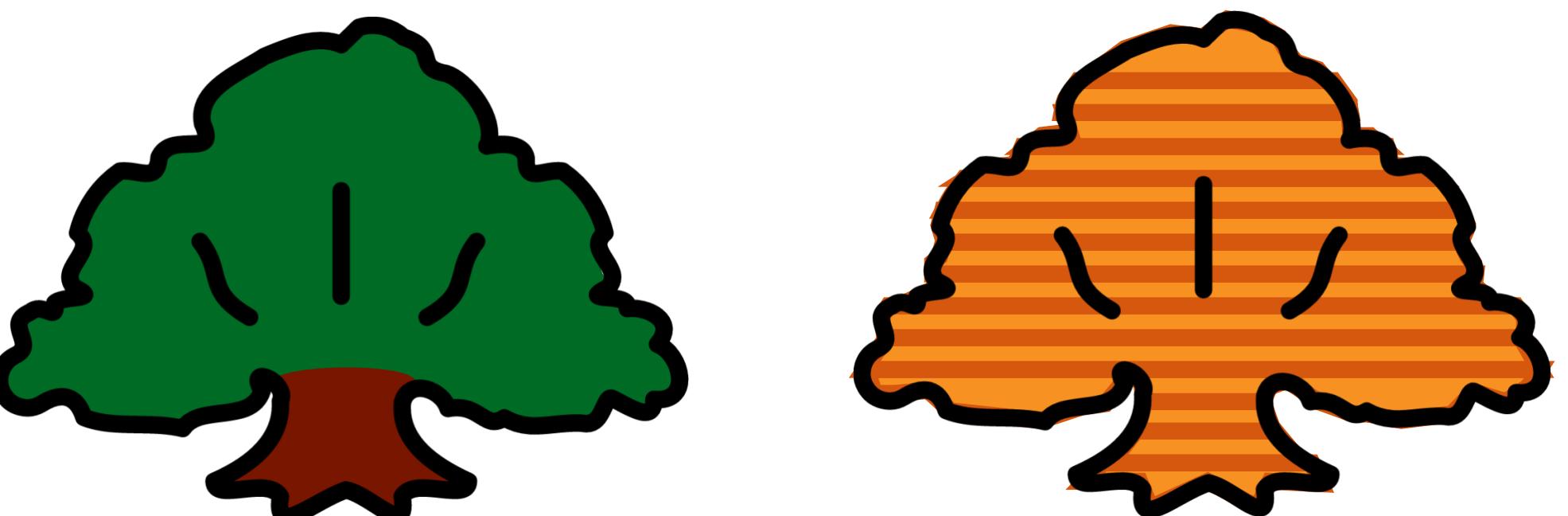
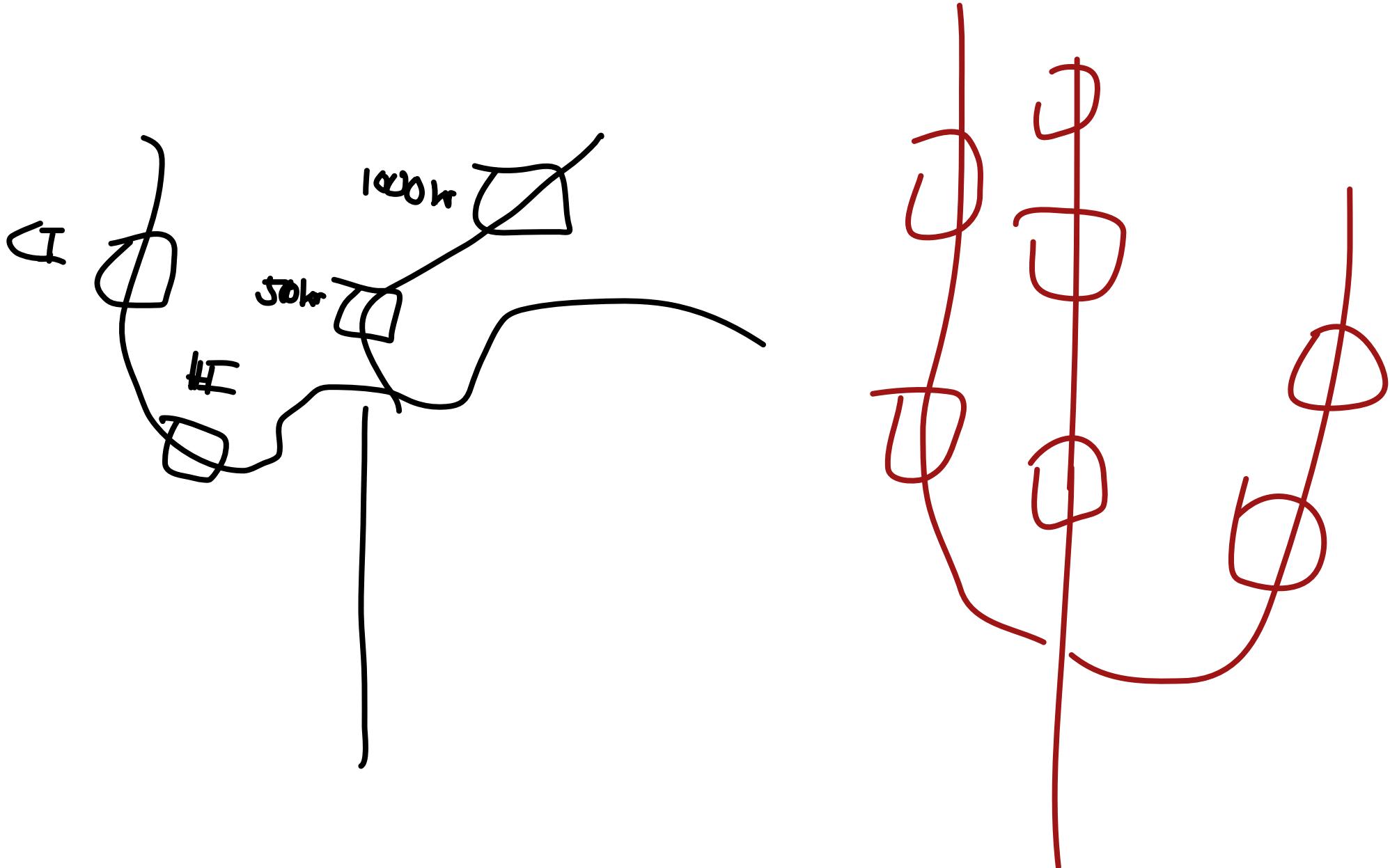
Inspired Banking App features we'll incorporate:

- Interactive choices that empower users in their financial journey
- Seamless, step-by-step progress towards financial goals
- Reward system to incentivize responsible financial habits and transactions



Stage 2: Sketch & Design

- Every branch of the tree consists of different challenges (savings, expenses etc.) connected to a reward.
- When a challenge is completed, the user gets access to the reward and the tree grows, starting the next challenge.
- The bank sets the challenges based on the user's behavior and information.



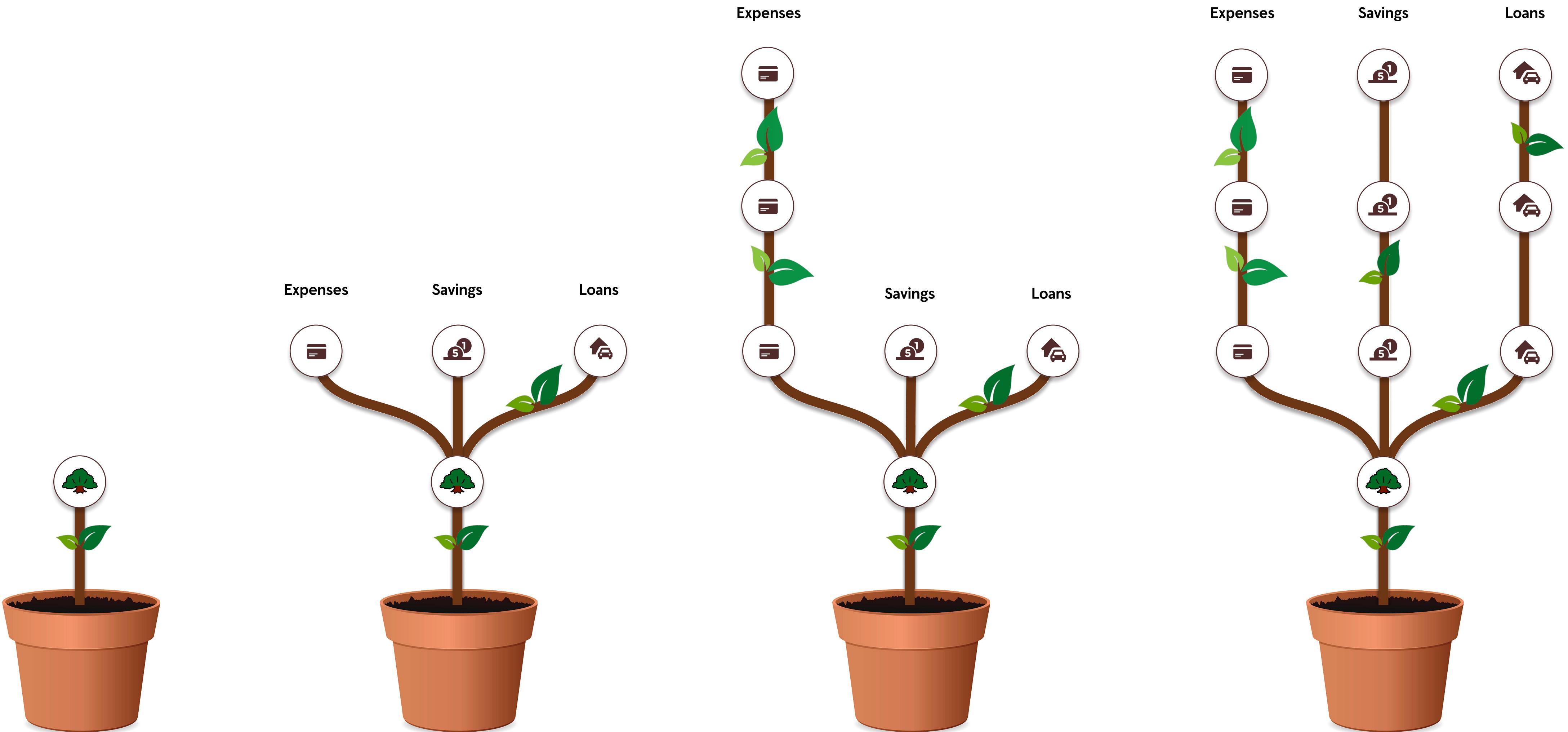
Stage 3: Prototype

LeafyBank

- In this banking app, people clear challenges and earn rewards!
- How it works: Grow your different branches by completing different challenges related to your expenses, savings, and loans. And in reward, earn different discounts as you move forward with every goal you reach.



Stage 3: Prototype



Stage 3: Prototype

Expenses



Challenge 1 Expenses

Description:

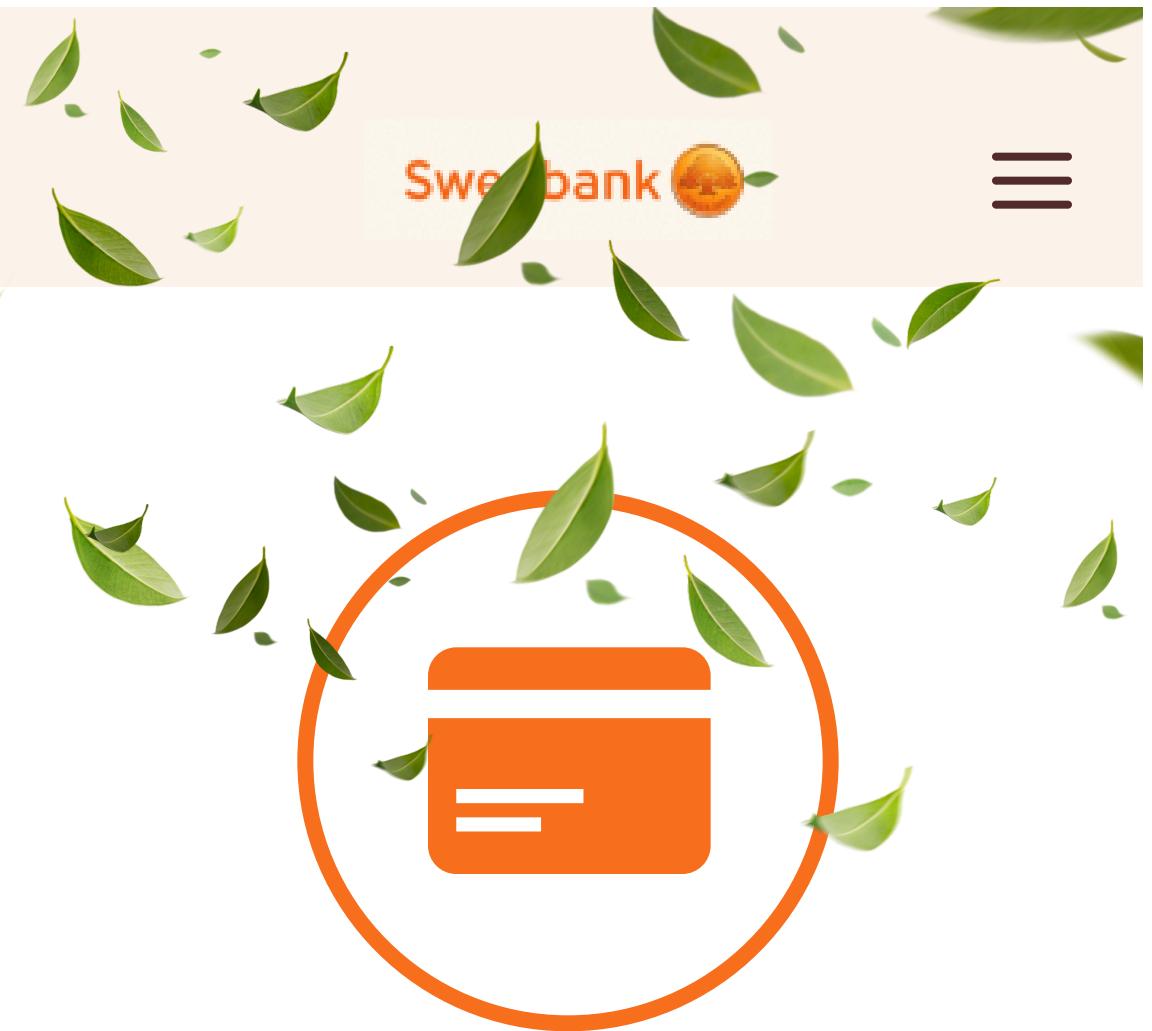
You have an opportunity to earn a 10% discount on MAX or a 15% discount on Espresso House if you decrease your monthly dining expenses by 2% compared to the previous month.

10%

OR

15%

Got it



Congratulations!

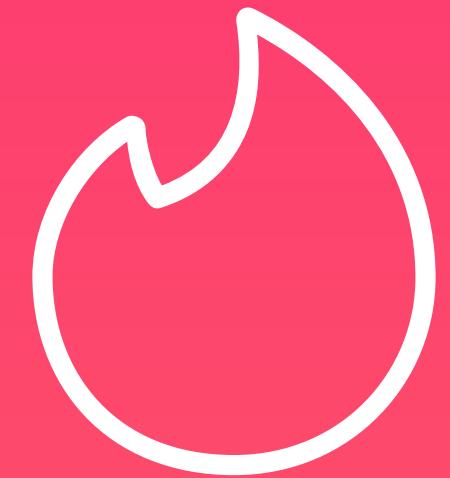
You've reached this month's goal!

Here is your reward:



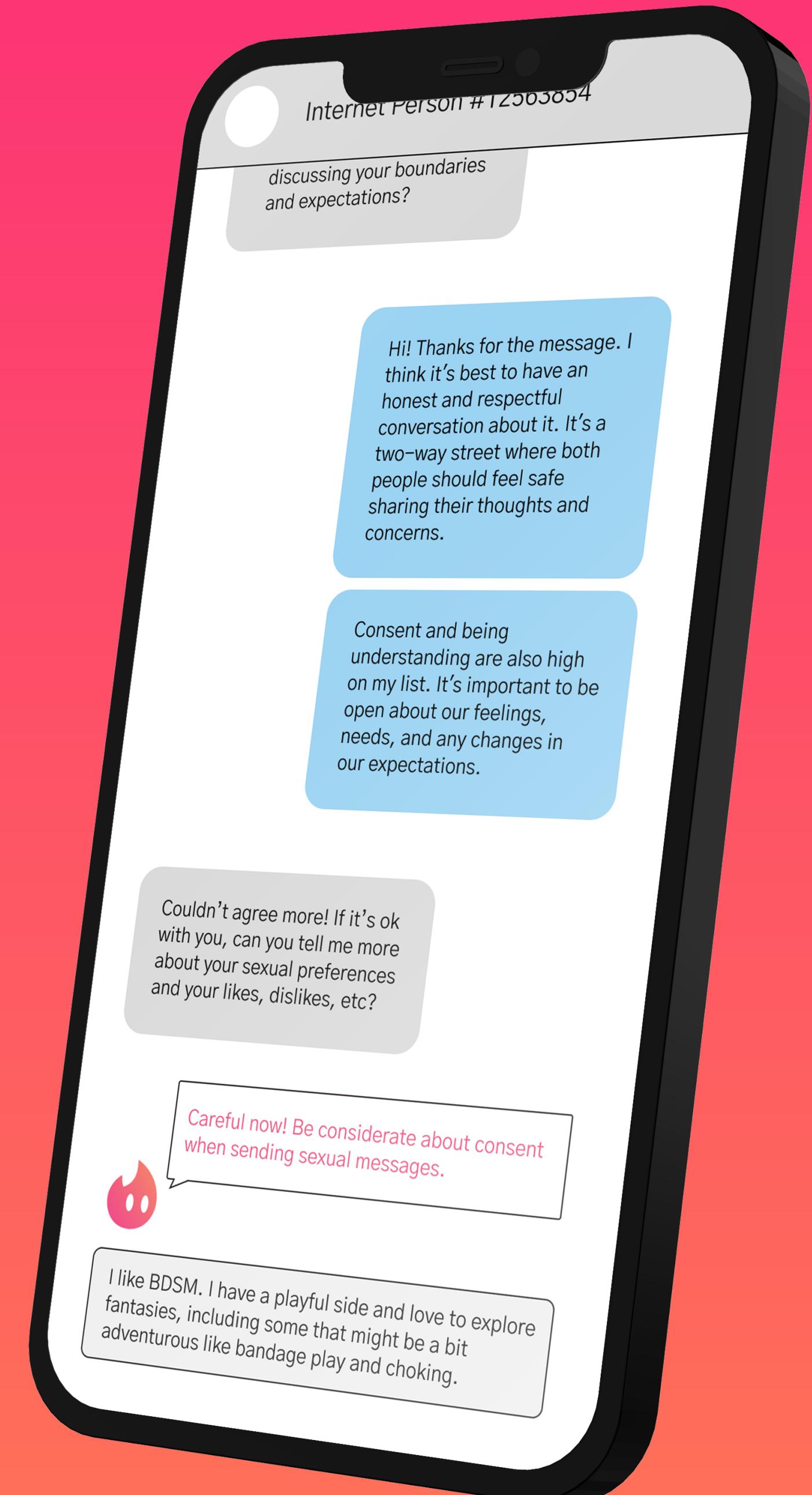
FGWA3-PASDN-34SEB





tinder

Tinderly



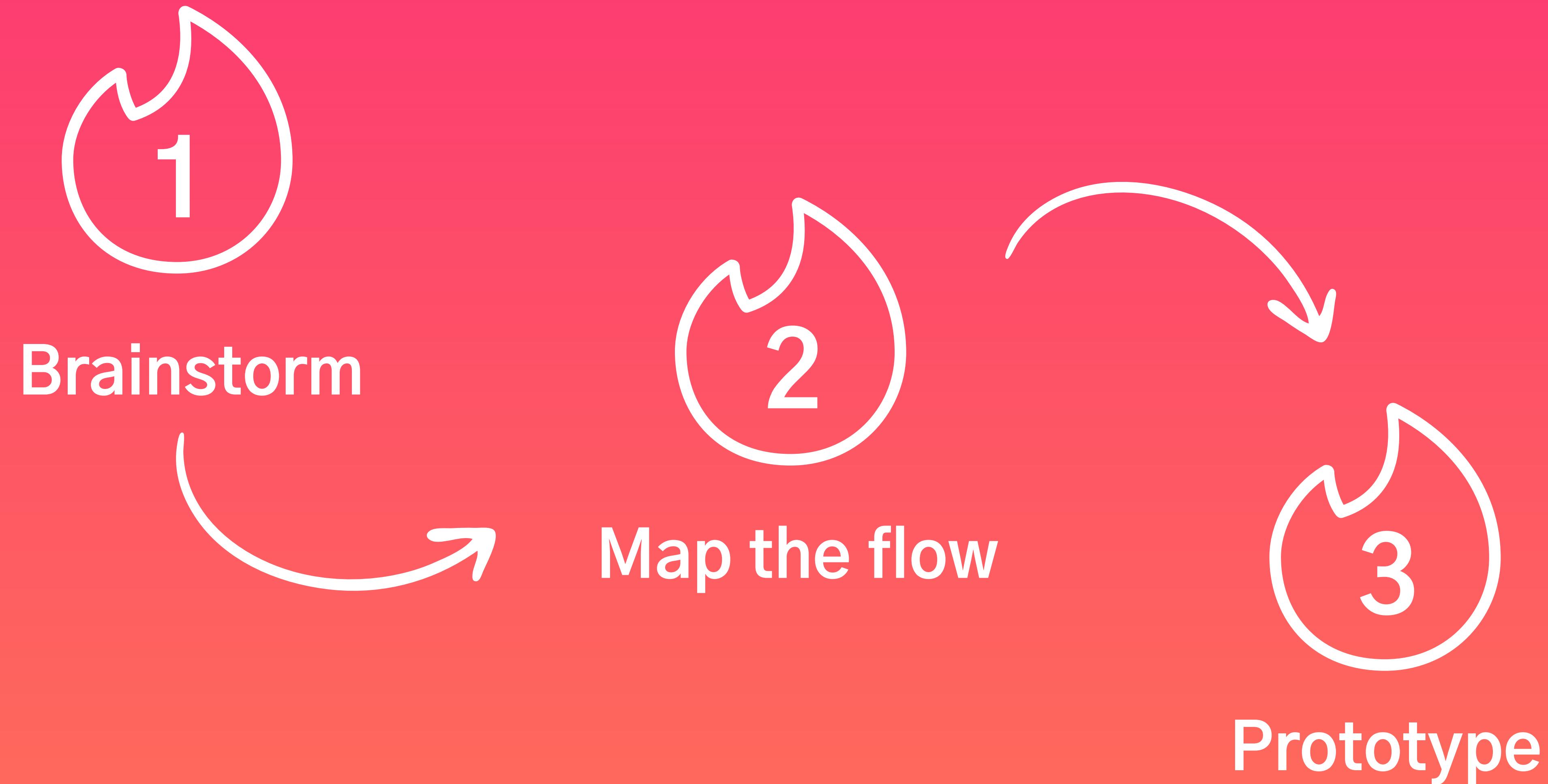
Design Challenge

Within Tinder, how can you use digital tools & behavioral science to nudge people to talk about sexual consent with their matched partner?

Goal: People that matched on Tinder talk about sexual consent without having their digital experience feeling broken

/Julie Lemoine

Design Process



1

Brainstorm

Prompts in
chat

Clippy for
Tinder

Profile
extensions
(Badges)

“Sexual
consent
match”
percentage

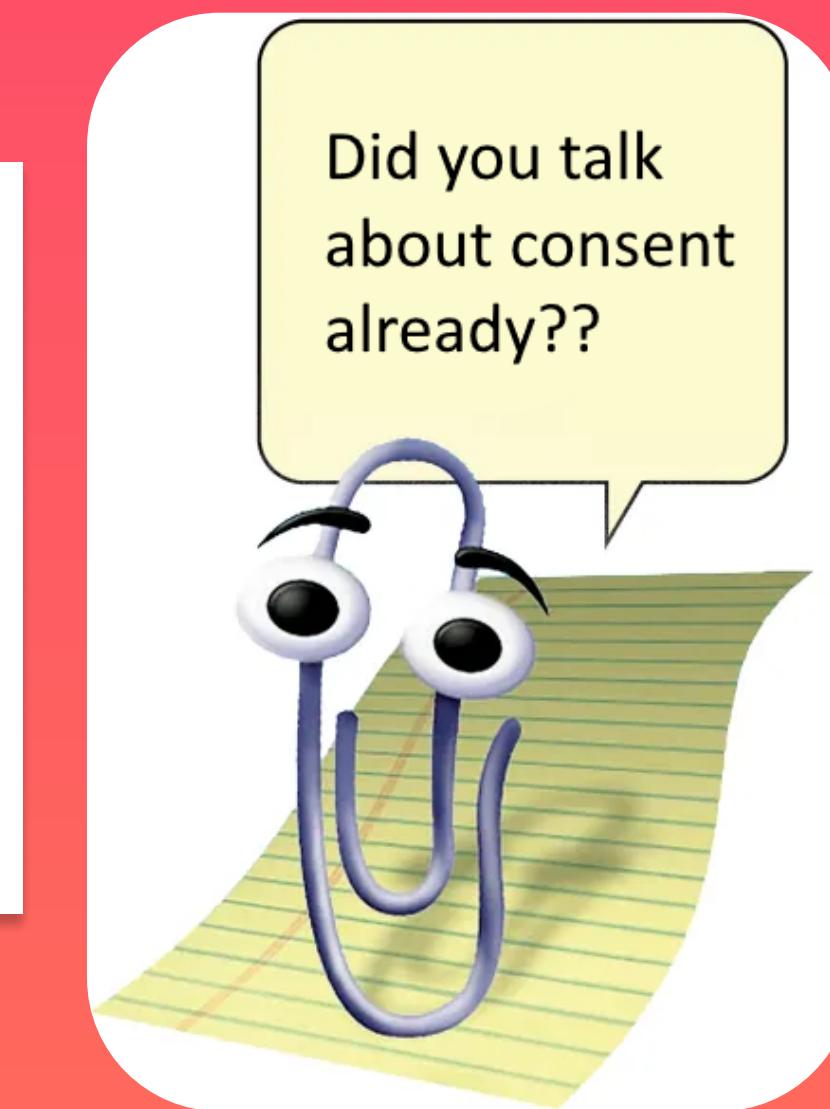
Silent
conversation
starter

Consent form
/check-in

Suggestion
/proposition
button to
have sex



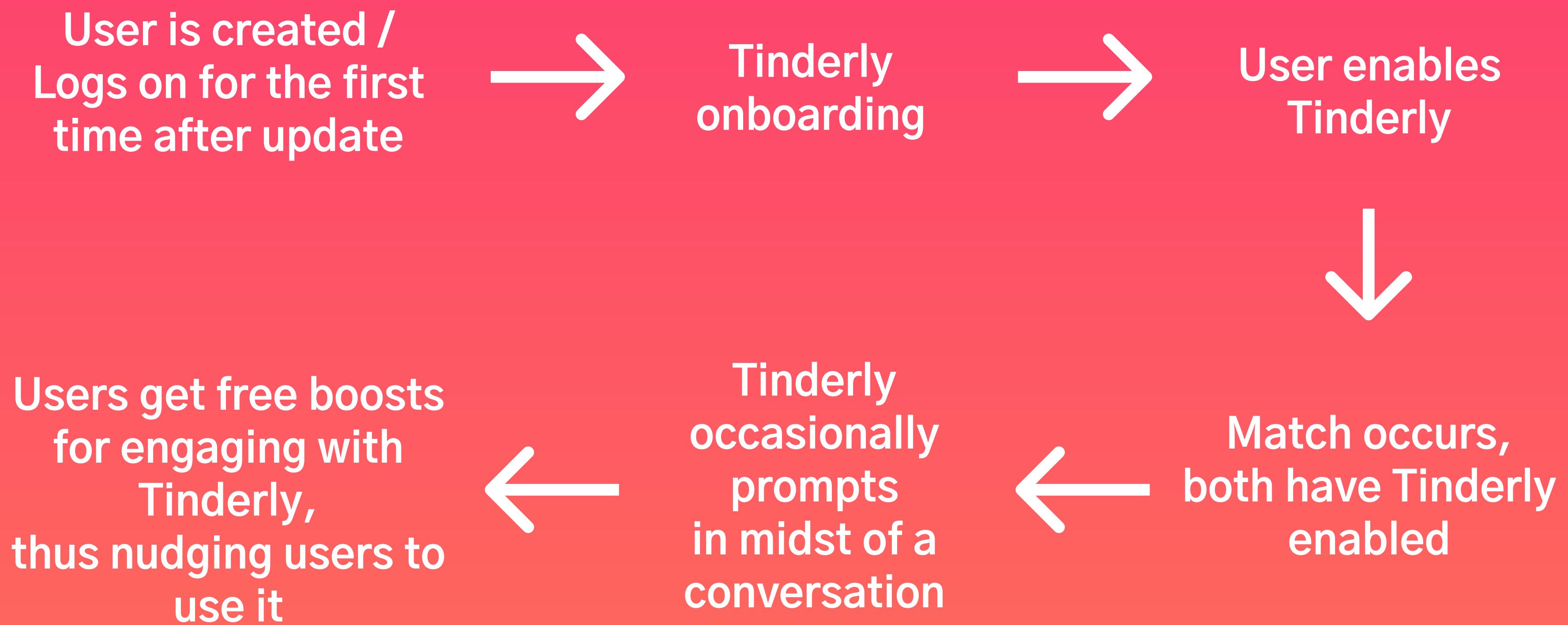
Clippy for
Tinder →
Tinderly



We chose this so to not tax the user with quizzes and questions, it is also a combination of a few of them.



Map the flow





3 Prototype

Tinderly

- Lets users match and chat with people who are willing to engage in conversations about sexual consent
- During your conversations, Tinderly will randomly suggest prompts for you and your match to talk about
- If the conversation turns a bit spicy, Tinderly will appear with a consent prompt in the chat

3

Prototype



Consent is important to us.

And to you.



We want to help you engage in conversations about consent, so meet our new consent mascot.

During your conversations, you will randomly get prompts for you and your match to talk about.

As a bonus for enabling this feature, you will occasionally receive boosts.

Internet Person #12563854

It's a match!



Because you both enabled Tinderly, we'll be prompting you occasionally.

3

Prototype

Internet Person #12563854

when an unknown printer took a galley of type and scrambled it to make.

but also the leap into the typesetting, remaining essentially unchanged.

It was popularised in the 1960s with the release of Letraset sheets.

Looks like your messages are getting quite spicy. It's time for a consent prompt!

Prompt: How can you best communicate that you're uncomfortable with what is going on?

If you are going to use a passage of Lorem Ipsum, you need to be sure.

Internet Person #12563854

discussing your boundaries and expectations?

Hi! Thanks for the message. I think it's best to have an honest and respectful conversation about it. It's a two-way street where both people should feel safe sharing their thoughts and concerns.

Consent and being understanding are also high on my list. It's important to be open about our feelings, needs, and any changes in our expectations.

Couldn't agree more! If it's ok with you, can you tell me more about your sexual preferences and your likes, dislikes, etc?

Careful now! Be considerate about consent when sending sexual messages.

I like BDSM. I have a playful side and love to explore fantasies, including some that might be a bit adventurous like bandage play and choking.

Internet Person #12563854

Couldn't agree more! If it's ok with you, can you tell me more about your sexual preferences and your likes, dislikes, etc?

I like BDSM. I have a playful side and love to explore fantasies, including some that might be a bit adventurous like bandage play and choking.

I love that! You know what else I'd love? Doing you, right here right now! Send me your nudes and we can talk more about me tying you up. Or we can meet up right now and get to it if you want.

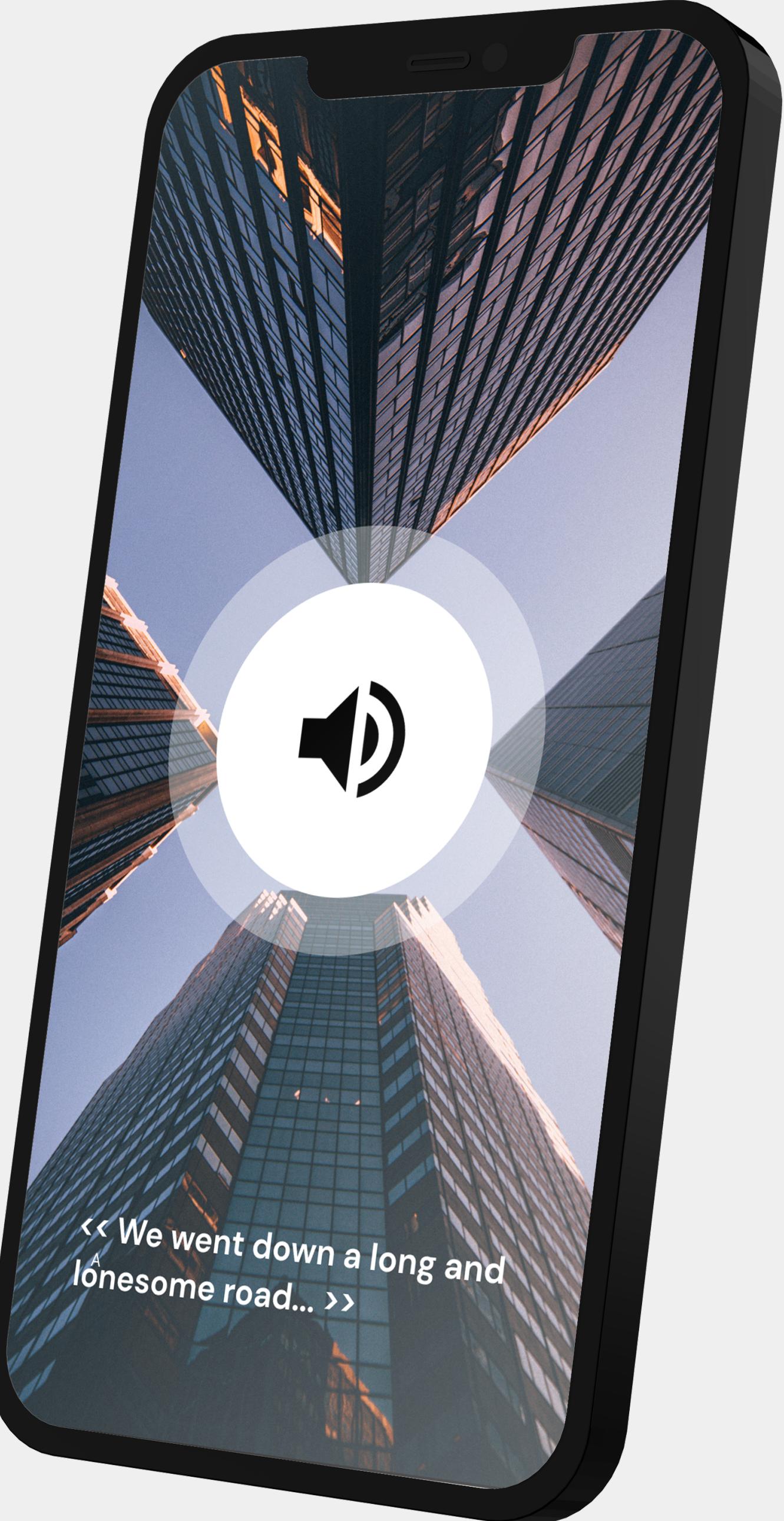
Report

Please remember that you can stop the chat and report your match at any point if you feel like they are violating our consent policy.

BLAST THEORY

MY POINT FORWARD

– Digital Edition



Design Challenge

Choose a Blast Theory project from here:

<https://www.blasttheory.co.uk/our-work/#chronology>

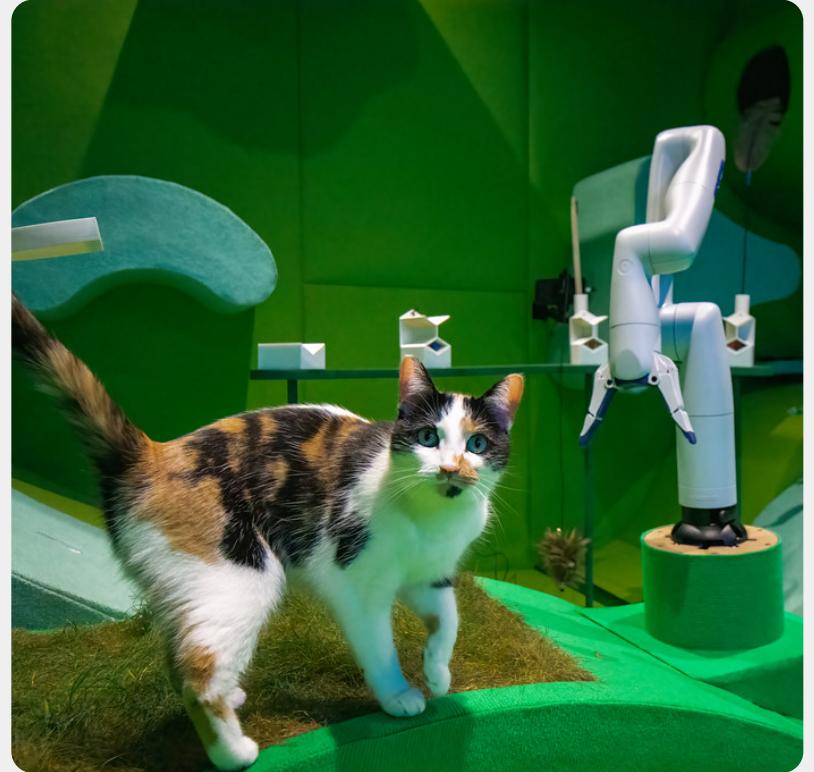
Goal: Identify one way that the work may create change in the user/visitor/participant. Then design an exclusively online version of that work that preserves or enhances that change.

/Matt Adams

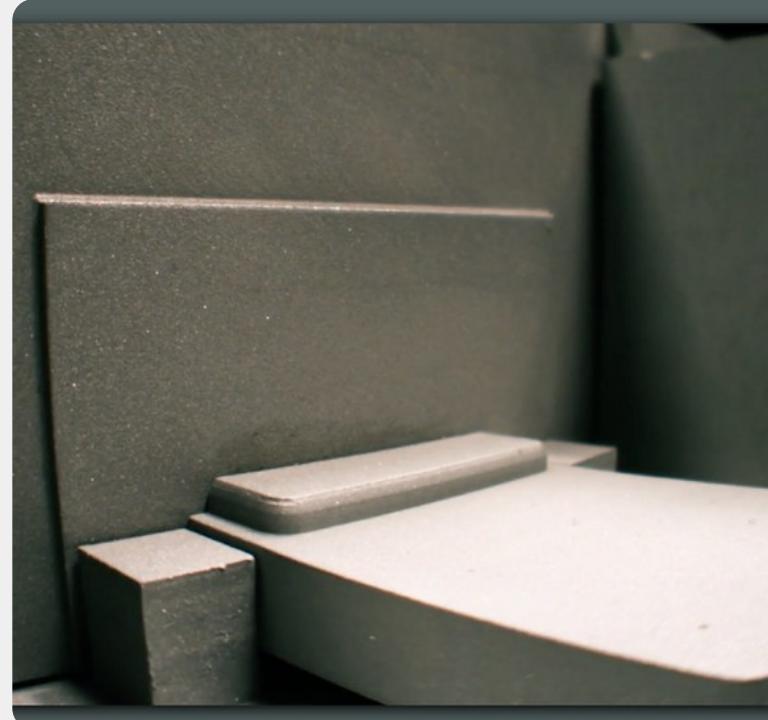
Design Process



Stage 1: Research & Brainstorming



Cat Royale

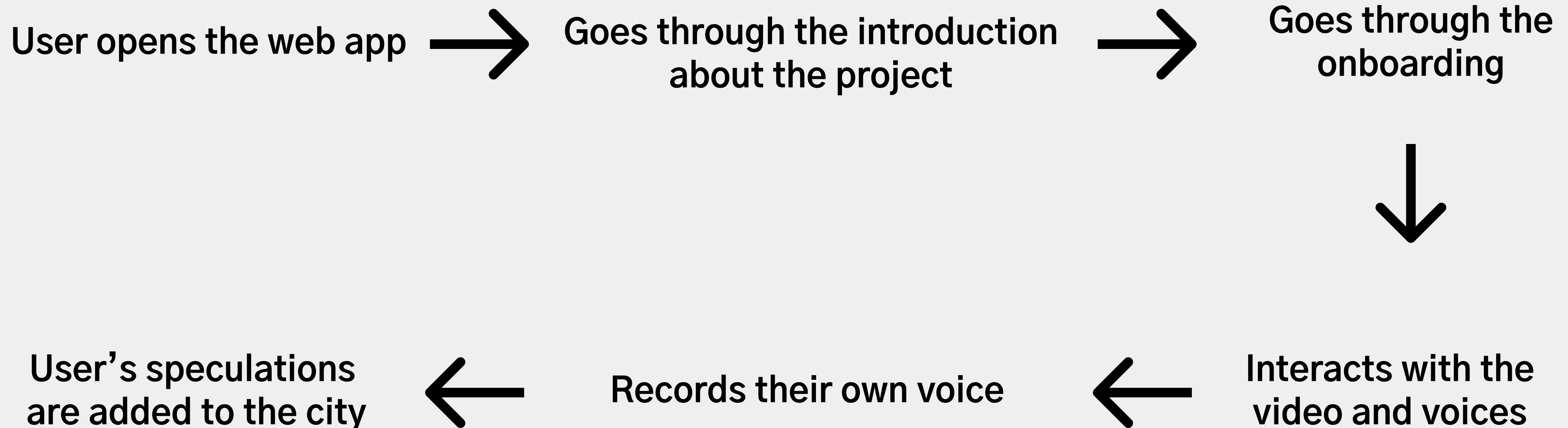


A cluster of 17 cases: Online



My point forward

Stage 2: Map the flow



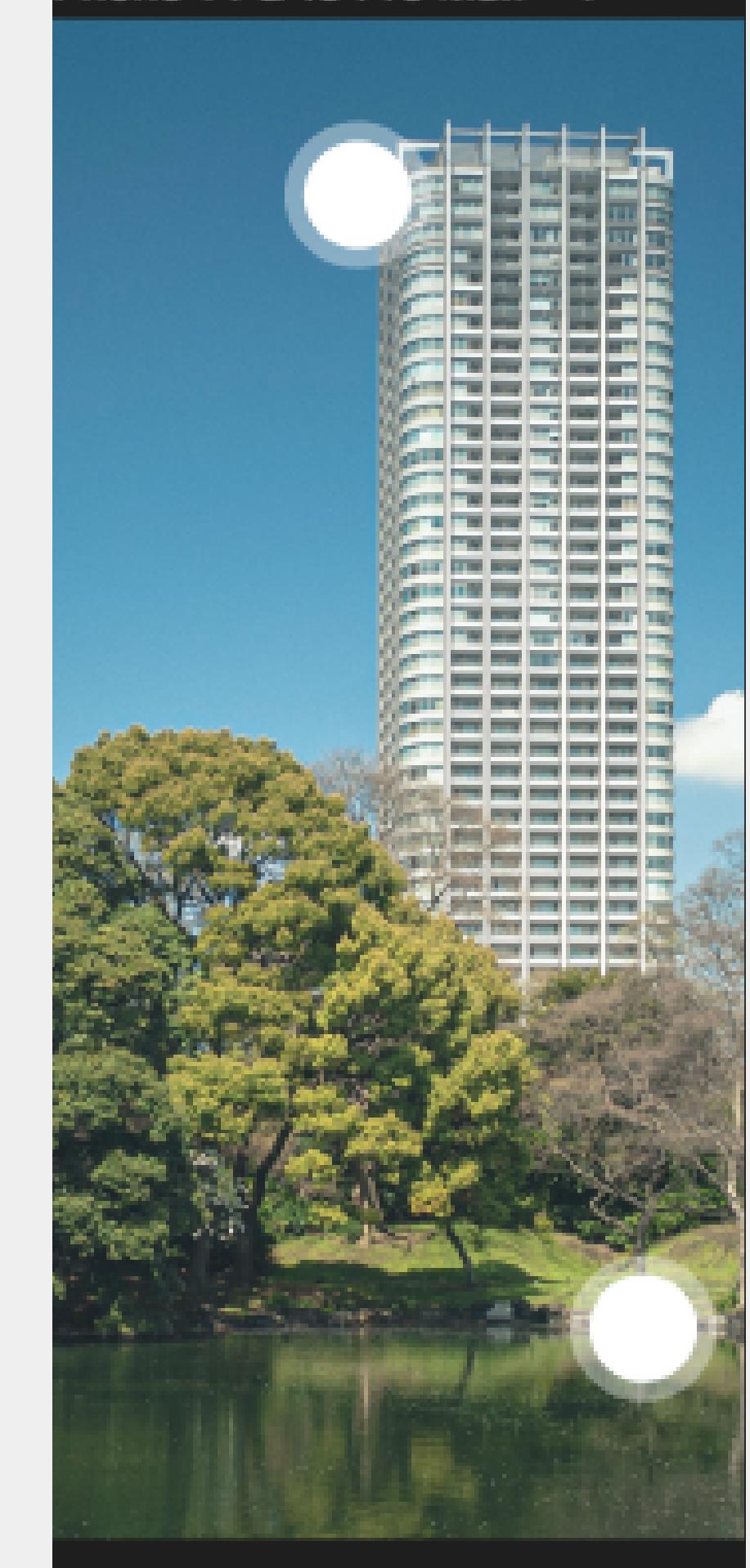
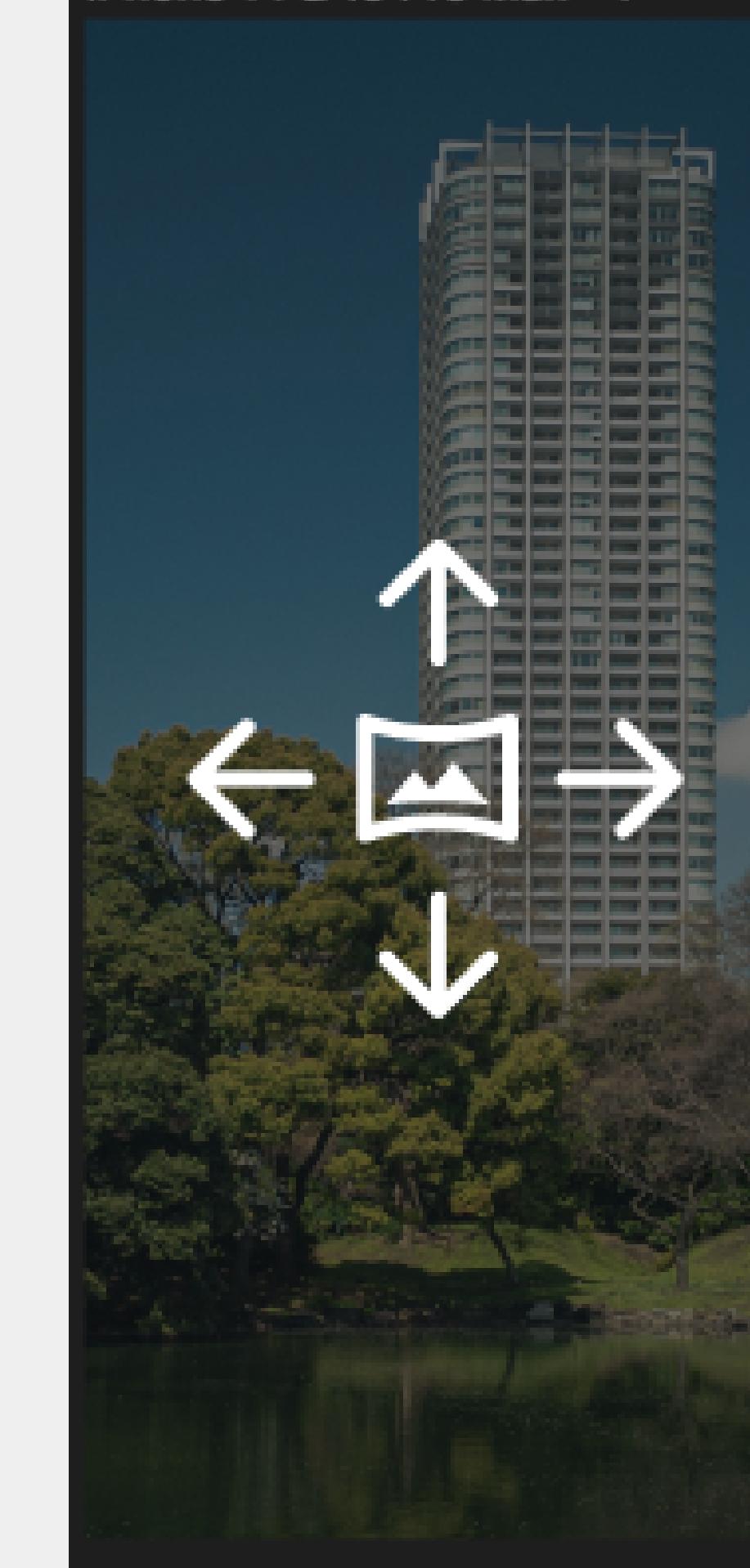
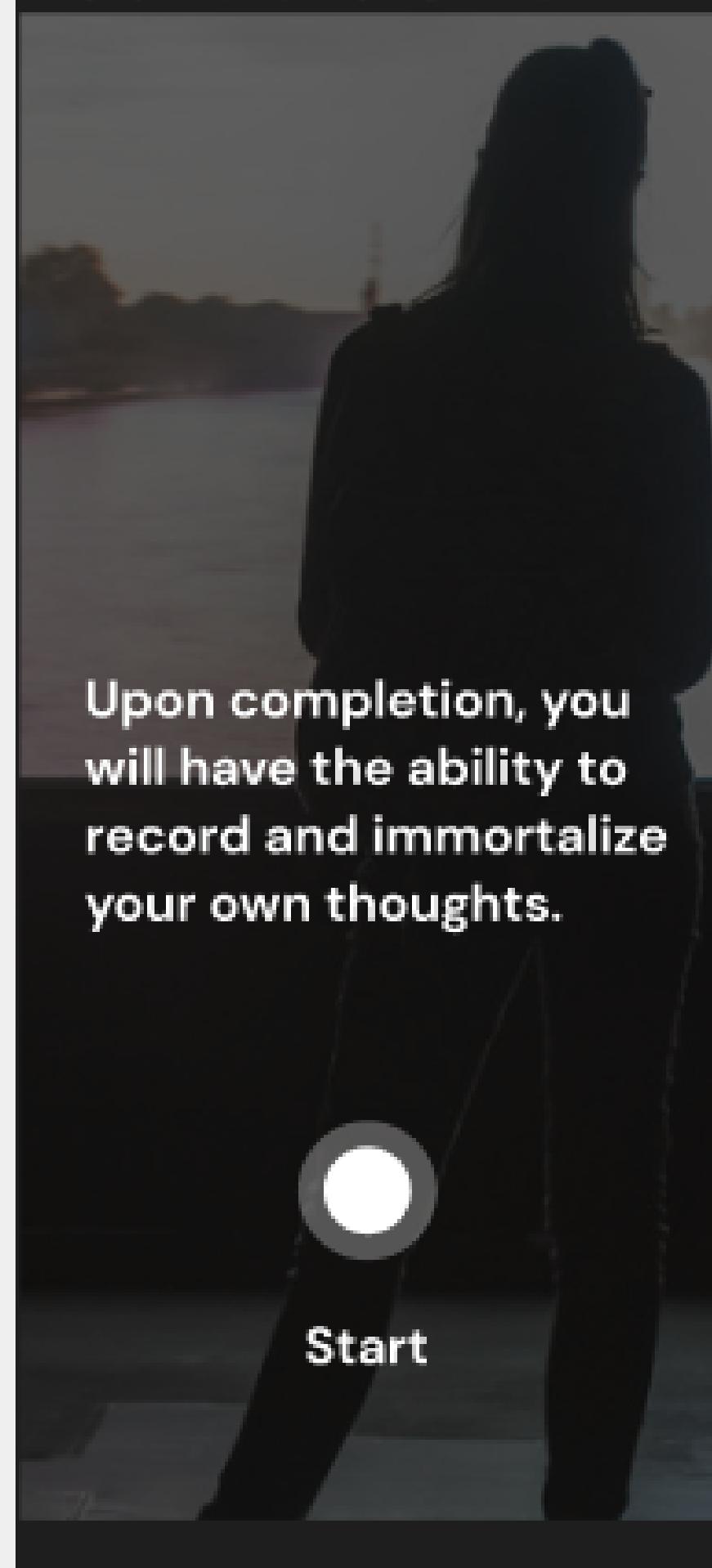
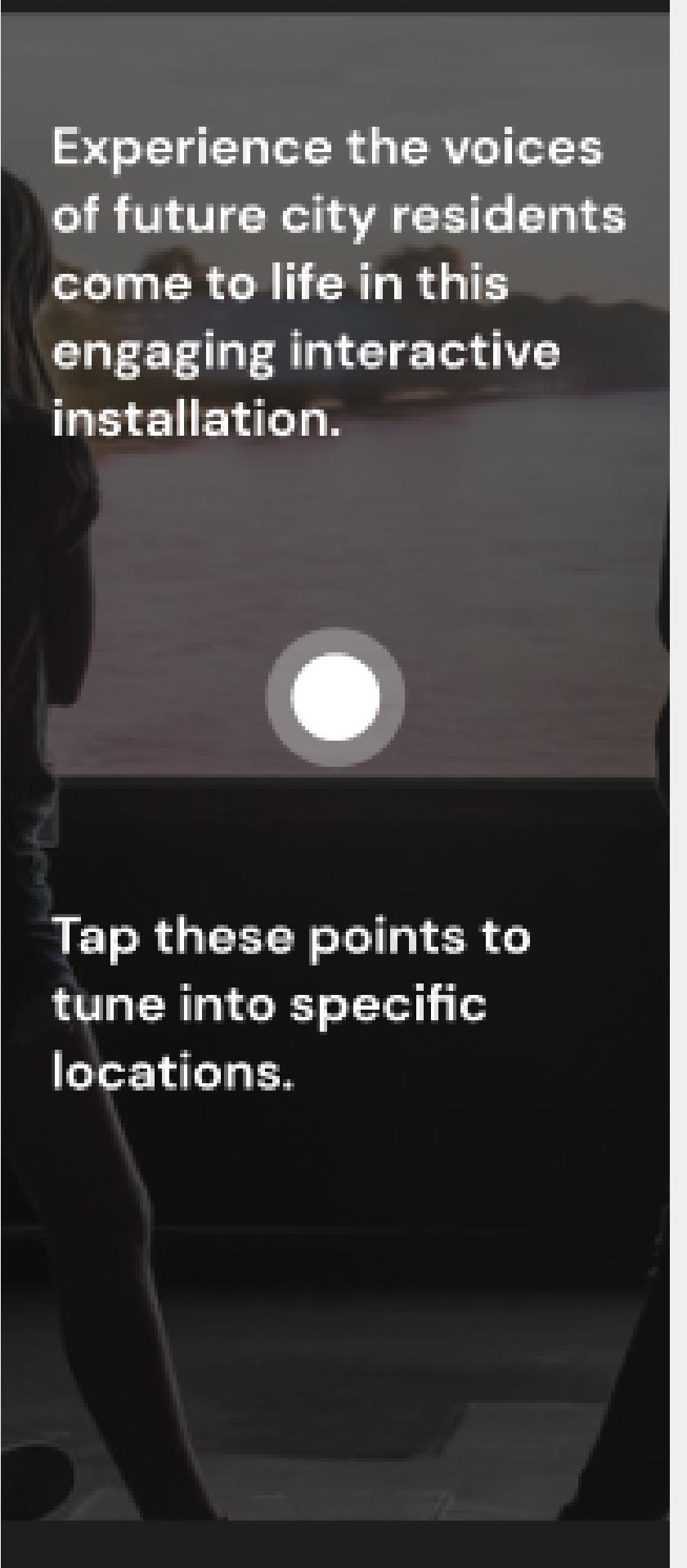
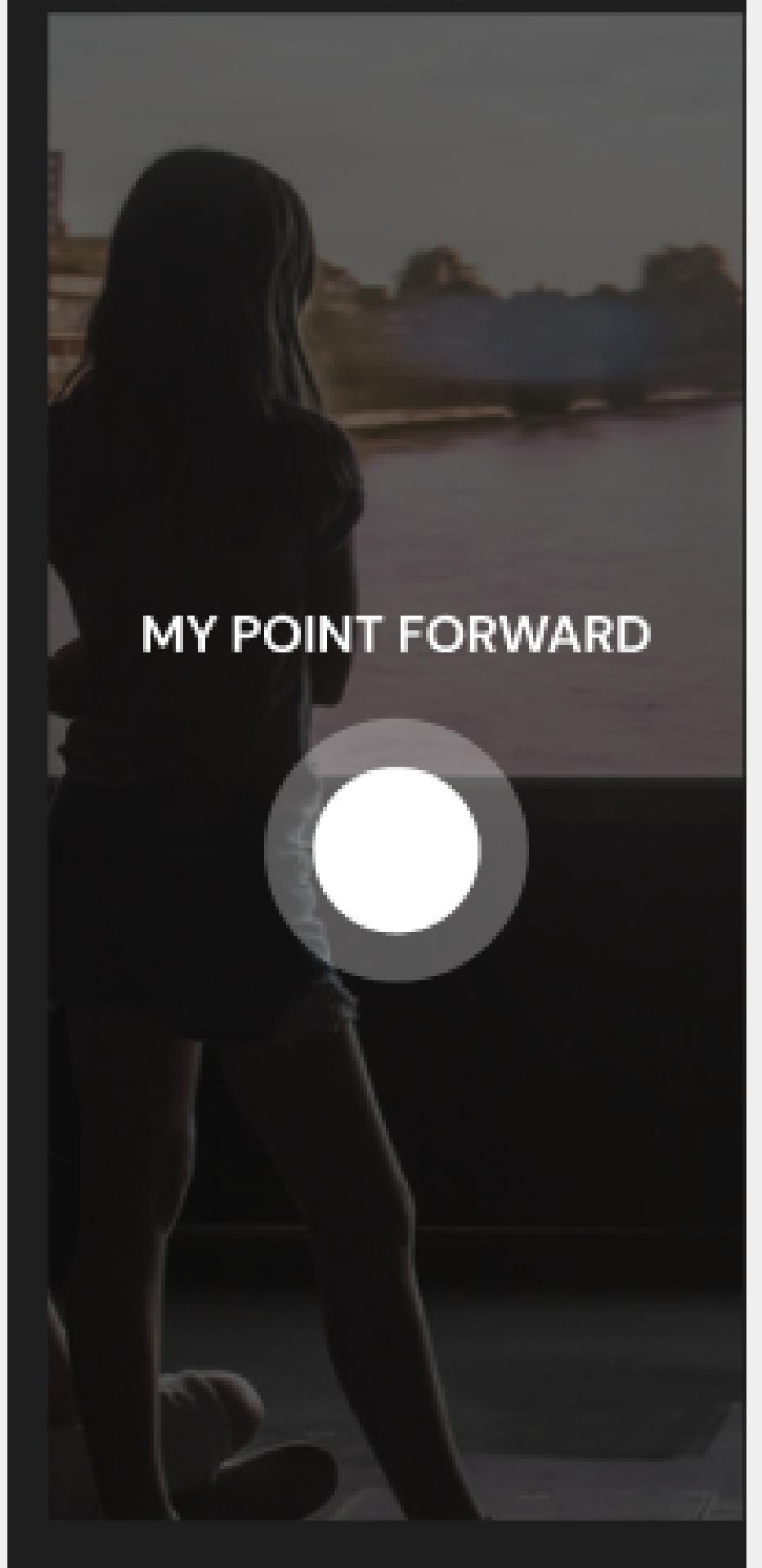
Stage 3: Prototype

MY POINT FORWARD – Digital edition

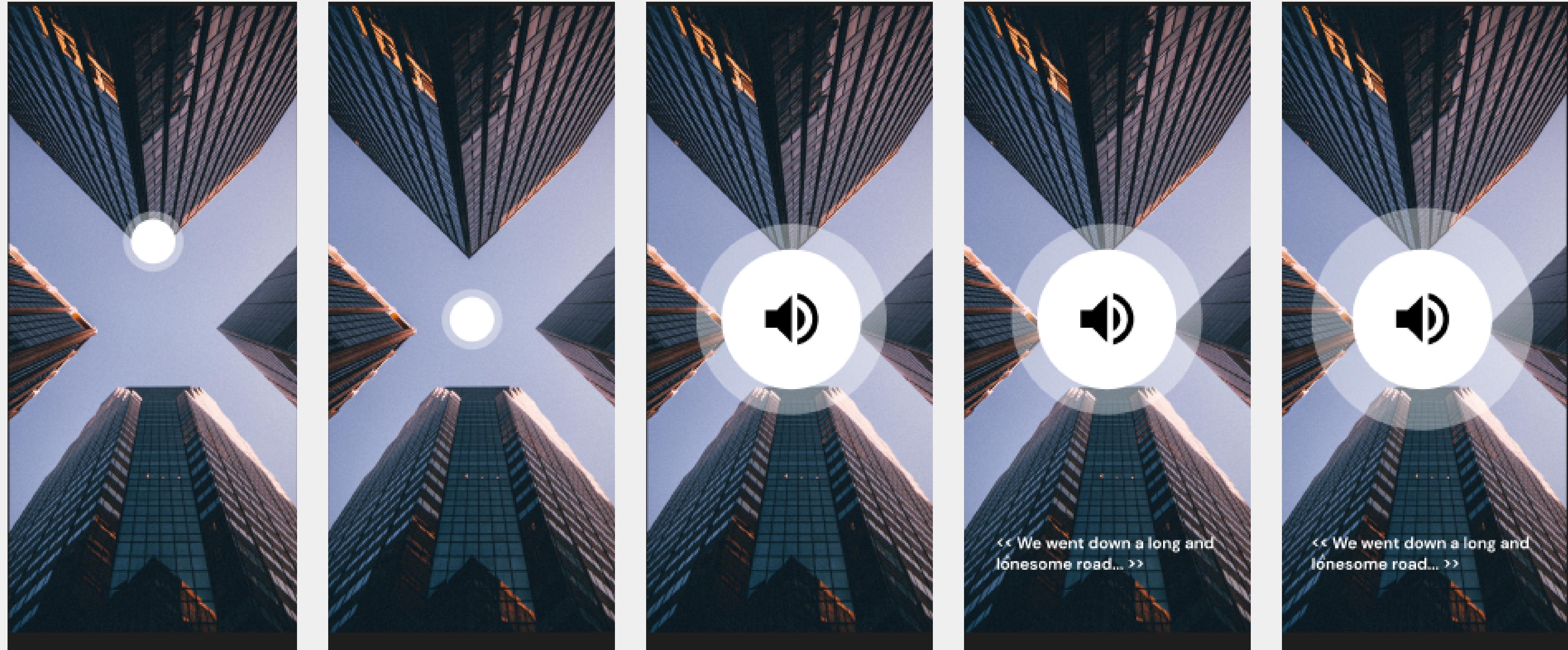
- The experience of “My Point Forward” is taken into the digital space
- A web app plays a 360° video that can be explored by moving the phone around yourself
- Recordings of other people can be located with markers and be played selectively
- The user gets to record & place their own story in the end



Stage 3: Prototype



Stage 3: Prototype



Stage 3: Prototype

