

The background of the slide is a grayscale image of musical notation on staves, with various notes and clefs visible. A large orange rectangle is centered on the page, containing the title and other text.

# Assignment 2: POVs & Experience Prototypes

Art & Digital Media, 11am: **Sound & Music Production**

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# Our Team



**Katie P.**



**Nathan S.**



**Pramod K.**



## Initial POV: "Mary"

Image Source: [What Does a Sound Designer Do in the Film/TV Industry?](#)

**We met** "Mary", an NYU music cognition PhD student in her mid 20s who works as a Live Sound Engineer outside of school.

**We were surprised to notice that** Mary had to use Facebook & FB Messenger, her main way of getting gigs, which she felt is outdated.

**We wonder if this means** that Mary believes that there is a lack of convenient and organized ways to find and book gigs.

**It would be game-changing** to streamline the gig booking process.



Revised from last studio:

## POV 1: "Mary"

Image Source: [What Does a Sound Designer Do in the Film/TV Industry?](#)

**We met** Mary, an NYU music cognition PhD student in her mid 20s who works as a Live Sound Engineer outside of school.

**We were surprised to notice that** Mary had to use Facebook & FB Messenger, her main way of getting gigs, which she felt is outdated and not particularly professional.

**We wonder if this means** that Mary feels that there is a lack of convenient and organized ways to find compatible collaborators.

**It would be game-changing** to help Mary find compatible collaborators efficiently and professionally.

## Two More Needfinding Participants...

### P4: “John”

he/him

Postdoc lecturer at Stanford  
in his mid-30s

Picked as edge user for his  
extensive field recording  
work

### P5: “Jim”

he/him

Studio music producer in  
his 60s

Picked for being older  
than most participants



## P4: "John"

- "Lineages of artistry"
- Putting yourself out there
- Shifting between mediums

## P5: "Jim"

- "A reluctant pioneer"
- International collaboration
- "Recording a song is like having a baby, and I'm the doctor delivering"





## POV 2: "John"

Image Source: [iStock by Getty Images](#)

**We met** "John", a postdoc music lecturer at Stanford in his mid 30s who works primarily with field recording.

**We were surprised to notice that** he took photos and wrote prose descriptions of his natural settings while on field recording journeys for audio in nature.

**We wonder if this means** John believes that the whole setting in which he captured sound is an essential part of his creative process for composition and his teaching of creativity for composition.

**It would be game-changing** help John capture and integrate multimedia context into his work without detracting from his artistic interpretation.



## POV 3: "Robert"

Image Source: [The Ultimate Cheat Sheet for Becoming a Great Producer](#)

**We met** "Robert," an information security engineer in his mid 20s who is passionate about EDM music production, concerts, and playing several instruments outside of work.

**We were surprised to notice that** believes he is hard to work with because he can be overly-critical of others' work.

**We wonder if this means** Robert struggles to collaborate effectively and becomes lost when trying to become creative on the spot.

**It would be game-changing** if Robert could be encouraged and guided in a way that facilitates spontaneous and flowing creativity and fun and effective collaboration.



How might we help Mary discover **CONNECTIONS**  
or **SKILLS** that are not visible on the surface?

How might we make musical **CREATIVITY AS**  
**ADDICTIVE** as YouTube?

How might we make musical help develop Robert's  
ability to think **CREATIVELY**  
**SPONTANEOUSLY?**

## SOLUTION 1

Discovering **SKILLS +  
CONNECTIONS**



**MATCH COLLABORATORS**  
to complete short  
**TASKS TOGETHER**

## SOLUTION 2

Make creativity **ADDICTIVE**



Send users **PROMPTS** to  
complete during **LULL TIMES**



## SOLUTION 3

**SPONTANEOUS** creative  
thinking



A **CATALOGUE** of users'  
daily **ARTISTIC**  
**INSPIRATION**

# Prototype Participants

*Names have been changed to protect privacy*

## P6: "Hugo"

he/him

Late 20s

Stanford CCRMA

## P7: "Emma"

she/her

Late teens

Visual artist

College student

## P15: "Hwan"

she/her

Age 23

Data Analyst

## P12: "Raj"

he/him

age 24

software engineering job

piano, guitar pastimes

## P8: "Louis"

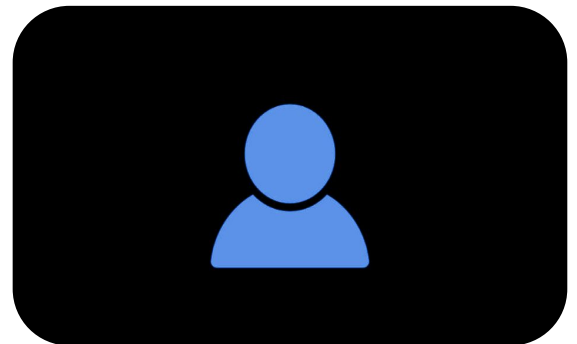
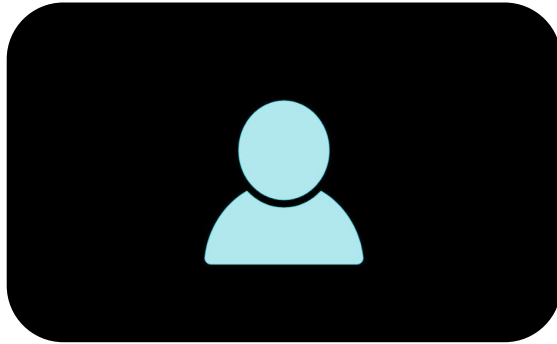
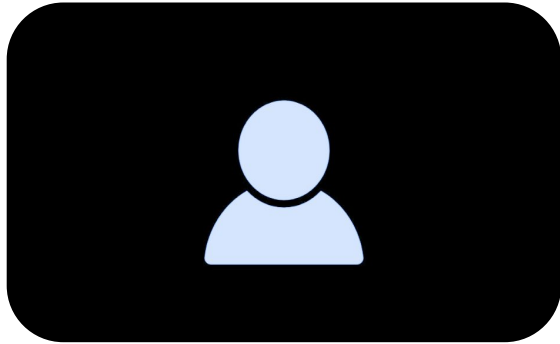
he/him

Early 20s

Stanford student

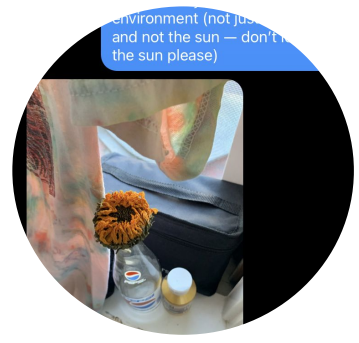
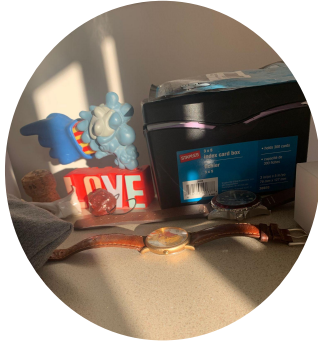
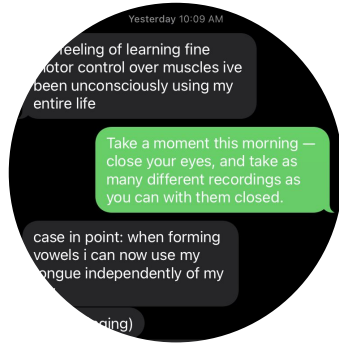
musician

**“SPEED DATING”** for finding **NEW COLLABORATORS**



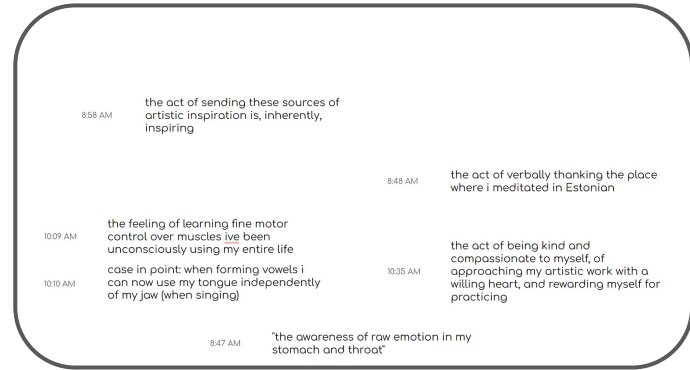
**Prototype 1**

artists find **INSPIRATION** at **RANDOM POINTS** in the day  
when engaged in other life activities



**Prototype 2**

people like seeing the **INSPIRATION** they've collected  
**CONSOLIDATED** in one space



**Prototype 3**



# SOLUTION CONCLUSIONS

Solution 2 + Solution 3



Prototype 2 + Prototype 3