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Design Diary Entry Four

Shazam

The Shazam App's core function is to quickly and accurately identify songs by listening to a short audio clip. Users can simply open the app, tap a button, and let it listen to the music they come across in various contexts, such as on the radio, in movies, at parties, or while shopping. Within seconds, it provides information about the song, enabling users to find out which song was playing. After identifying a song, users can explore related content which makes it a valuable tool for discovering new music and artists. Shazam recently launched a feature which allows users to connect to popular music streaming platforms like Spotify and Apple Music, making it easier to integrate newly discovered songs into their daily playlists.

As for its target audience, Shazam's primary users are music enthusiasts, casual listeners, and those who want to identify songs in their daily lives, with a focus on Music Lovers, Partygoers, Film and TV Enthusiasts, Radio Listeners, and Curious Music Listeners.

I remember being introduced to shazam when a song played and everyone amongst my friends group was wondering which song it was. Everyone knew the tone but no one really knew which song that was. I quickly downloaded the application, tapped the shazam button and it identified the song within seconds. I recently discovered that the app is also available on the Apple watch making it more convenient. Recently I had the chance to visit a 90's Bollywood party and there were many songs which I heard and liked but never knew what the names were, I used shazam on my phone and quickly saved those using the connect to apple music feature they've recently introduced.

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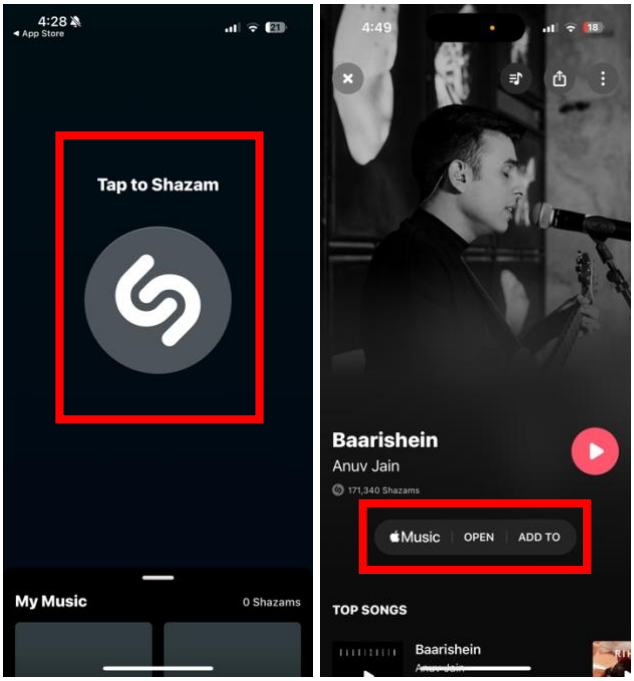
In today's design diary entry, I want to share my recent experience with the Shazam music-finding application, this was just after the class where we had studied about the building blocks for cognitive design.

Affordance and Signifiers: One of the standout features of Shazam is its effective use of affordance and signifiers. The most prominent affordance in Shazam is the prominent "Shazam" button. It's the centerpiece of the app's interface, and its visual design clearly signifies its primary function – to recognize music. This button is large, eye-catching, and placed prominently on the main screen. Its color and shape make it stand out and immediately communicate its purpose. Users are encouraged to tap this button to start the music identification process. Even on other screens, the buttons to open it with your music steaming application, adding it to saved music all of this is right in the center making it prominent.



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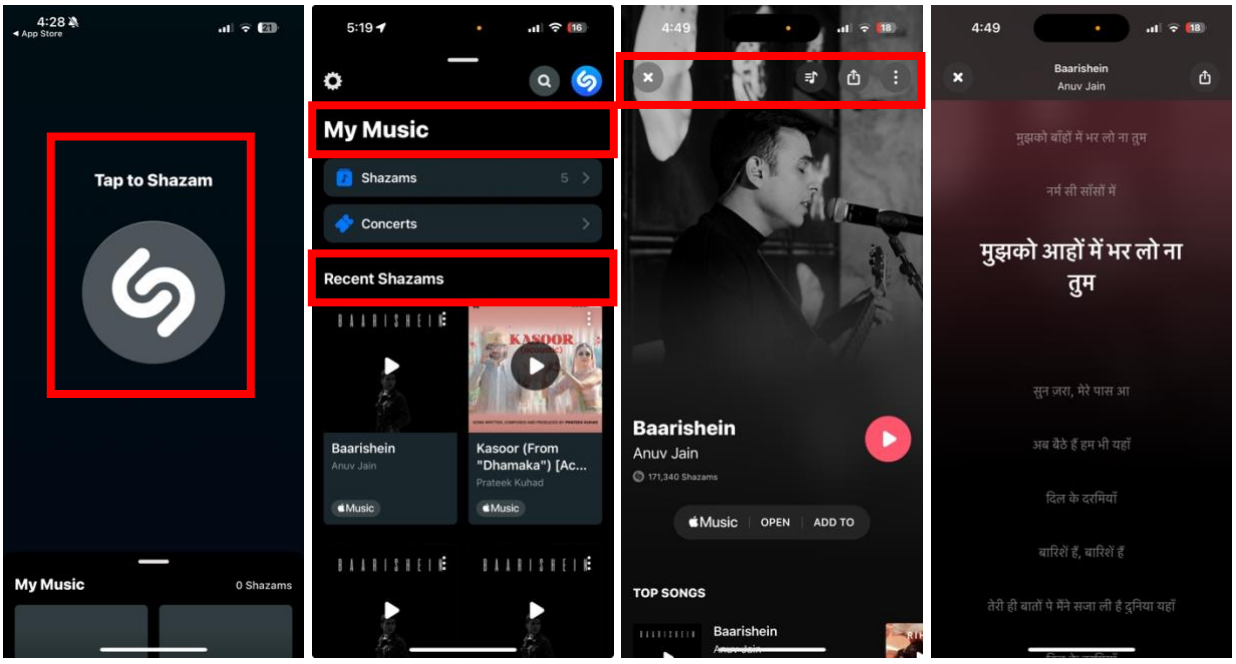
Discoverability: Shazam's discoverability is excellent in terms of its primary feature. The main screen has the "Shazam" button, which is the the core function and we talked about it in the Affordance and Signifiers section. Additionally, there are clear labels and icons for other features, such as "My Music," where users can access their history, and the search function for exploring music they've previously identified. The button to lyrics does a pop-up animation as soon as the song is identified and with the mobile application developer, I feel this grabs user attention and pushes the user to click the said button. The lyrics page also highlights lyrics that are running in sync with the music we identified. These elements are discoverable and well-organized, ensuring that users can not only easily access but also enjoy the features.



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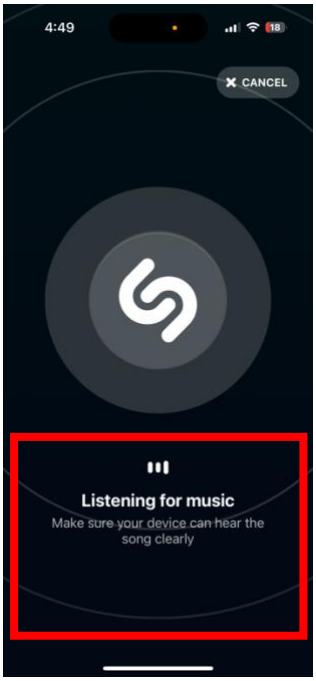
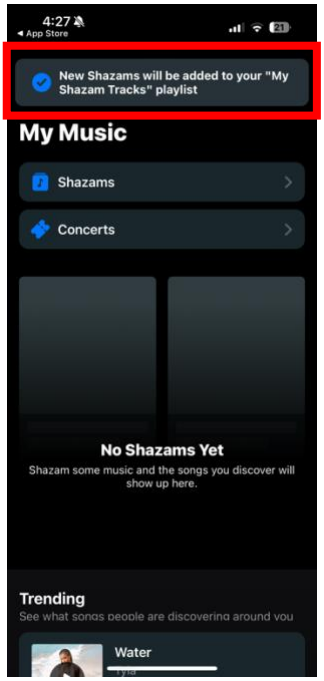
Feedback: Feedback in Shazam is sensory and visual. The visual feedback includes the waveform animation showcasing that it is listening to the song and then mild haptic feedback with the immediate display of the recognized songs name and a bright color to catch attention before it shows the actual song name is really impressive. This multisensory feedback not only confirms the action but also adds an element of delight to the user experience. The application in other areas also gives notification style feedbacks, grabbing attention and conveying the required message.





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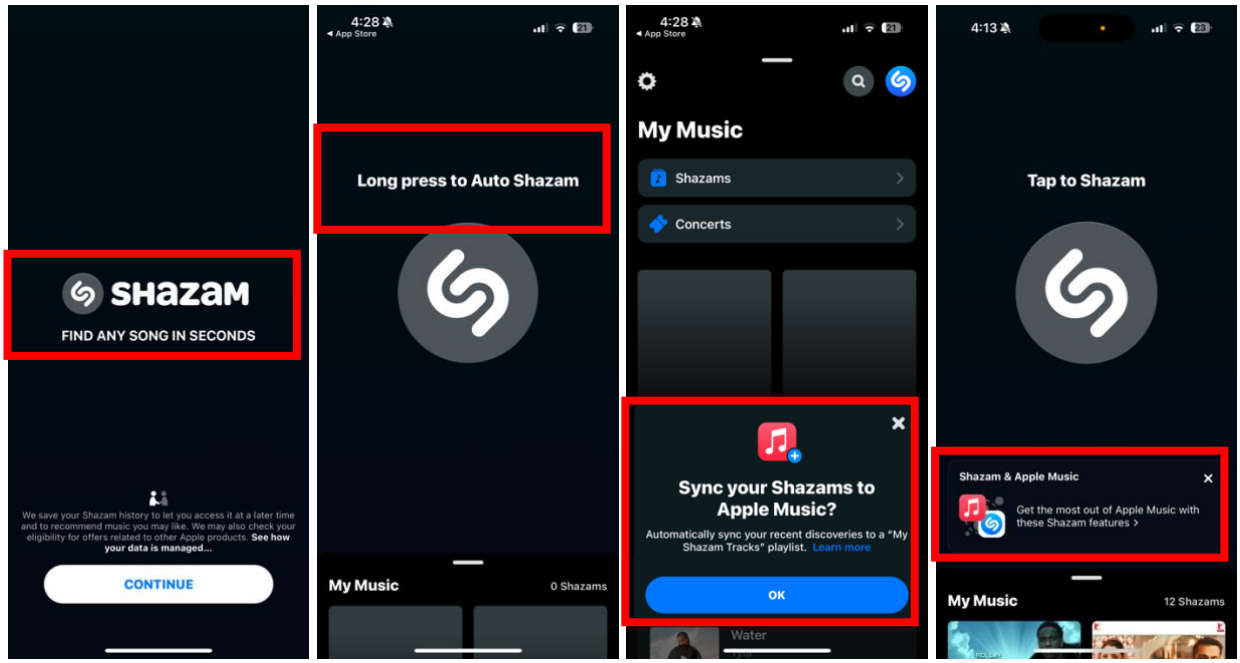
Conceptual models: There was a clear use of conceptual models on the splash screens and in various pages of the application where they clearly explained the goal of the application / feature and how it would benefit the user.



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SWOT Analysis