



**How do we
interact with
music?**

Our Team



Sebastian



Connor

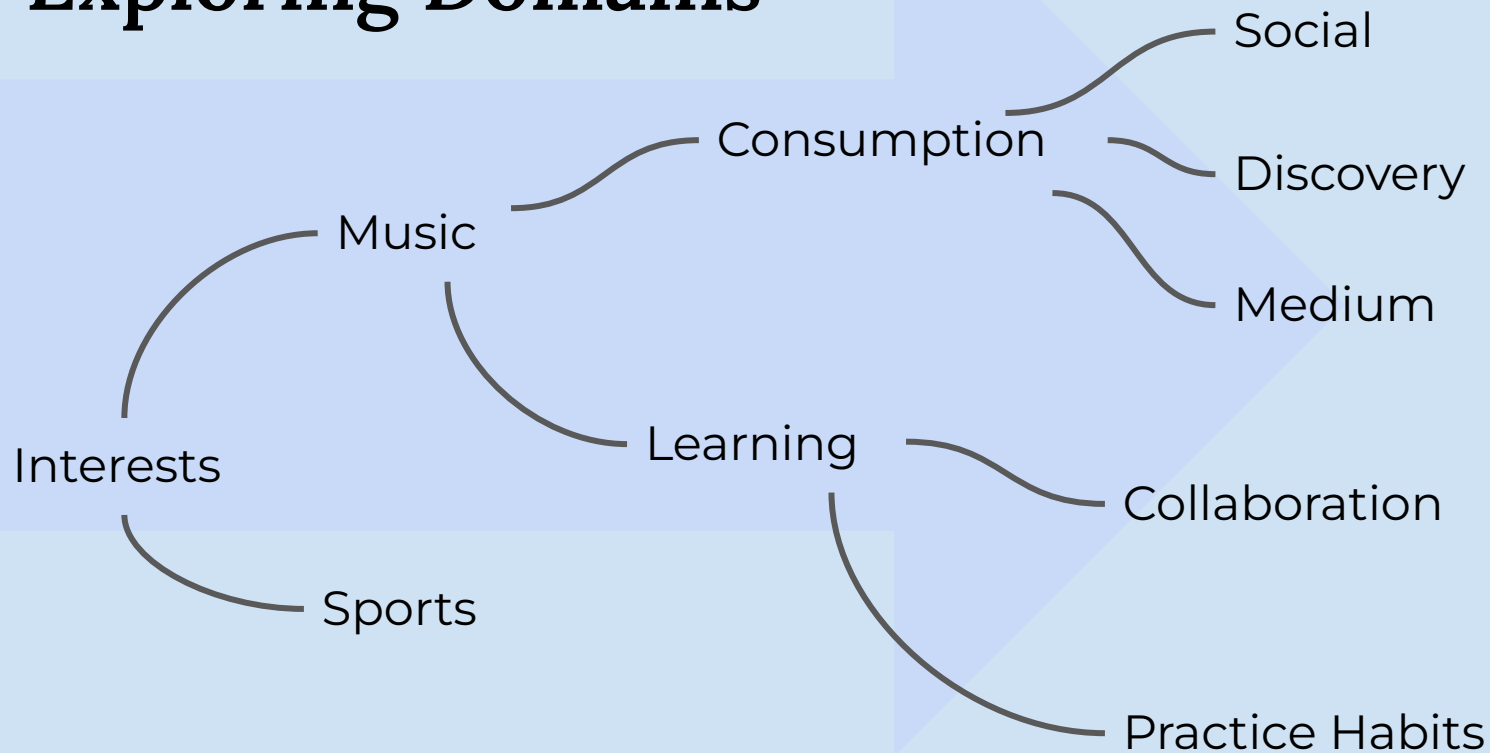


Corbin



Steven

Exploring Domains



Participant Selection

Different
level of
musical
ability

Relevant
Age Group

Diversity of
Listening
habits

Not limited
to Stanford

**Need to improve
age diversity,
education diversity,
and reduce
familiarity*

Our Participants



Gus

Avid Creator and
Consumer



Emily

Playlist Enthusiast
Music + Exercise



Sauren

Drummer and
Metalhead

The word "findings" is centered between two large, dark gray curly braces. The braces are symmetrical and point outwards, framing the text.

findings

Methodology

- Restricted by ongoing pandemic
 - Mix of zoom and in person interviews
- Baseline questions, but focus on flow
- Let the subject lead the conversation
- Found subjects through personal connections



Guiding Questions

How do you consume music?

How do you socialize musically?

How much do you listen?

How do you discover new music?

Do you play an instrument?

What affects your listening habits?

Emily

“I like going to the gym and **finding playlists** to set me in the mood—like ‘hype gym’ or ‘power workout’. I like to find a certain type of music to play that **fits the vibes when I’m on aux.**”



Emily

College junior, Playlist Enthusiast

Gus



Gus

College senior, avid creator and
consumer of music

“I started learning guitar recently using an **app to learn**. It seemed good for someone that has never played an instrument, but there is **no option to speed up the pace.**”

Says

"When I have time, I practice for one or two hours a day for enjoyment. At school I use it as a stress reliever."

"I listen to music almost the entire day. Golf takes up most of my time and I listen to music while practicing."

"I started learning guitar recently and I downloaded the highest rated guitar app to learn. It seemed good for someone that has never played an instrument, but there is no option to speed up the pace."

Shared and received niche music with his friends in the last couple of months

Eyes lit up talking about impromptu jam sessions with his fraternity brothers

Has a musical family, passion for music is amplified by family

Played in a band in high school, expresses desire to continue playing in a group

Does

Gus values his own playlists higher than playlists created by anyone else

Gus values live music primarily because of the shared experience of seeing someone extremely talented

Gus has no interest in playlists created by anyone else

Gus does not value music taste in others, but thinks shared tastes could become a point of bonding

Frustrated with some of the features of Spotify

Frustrated with existing music learning apps

Annoyed that he has to pay for premium on apps and still has to watch ads

Desire to play more music with friends, but challenged by how little time has to seek out playing opportunities

Thinks



Gus
College senior, avid creator and consumer of music

Feels

Sauren



Sauren

Masters student, metalhead,
drummer, 8hrs of music per day

“I’ve been getting into
‘slowed + reverb’ music of
popular songs when I
study, which is on
YouTube, not Spotify.”

POV

We met

Gus, a musical creator

Emily, a playlist connoisseur

Sauren, a Metalhead

We were amazed to realize

He didn't have control over his learning experience

She seeks playlists made by strangers

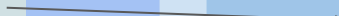
His music taste swings dramatically when he is alone

It would be game changing to

Put learning in the hands of the musician with adaptive assistance

Connect people to playlists of other users in a social way

Help listeners seamlessly cater listening to their environment



Summary

We asked how people interact with music in their daily lives

We learned that there is a diverse set of musical needs across different people

We found that control is an important part of any music experience

Personalizing how to engage with and seek music was a common idea

Listeners and creators all want control over their music

To some, a lack of control is important. To others, more control is desirable

Next Steps...

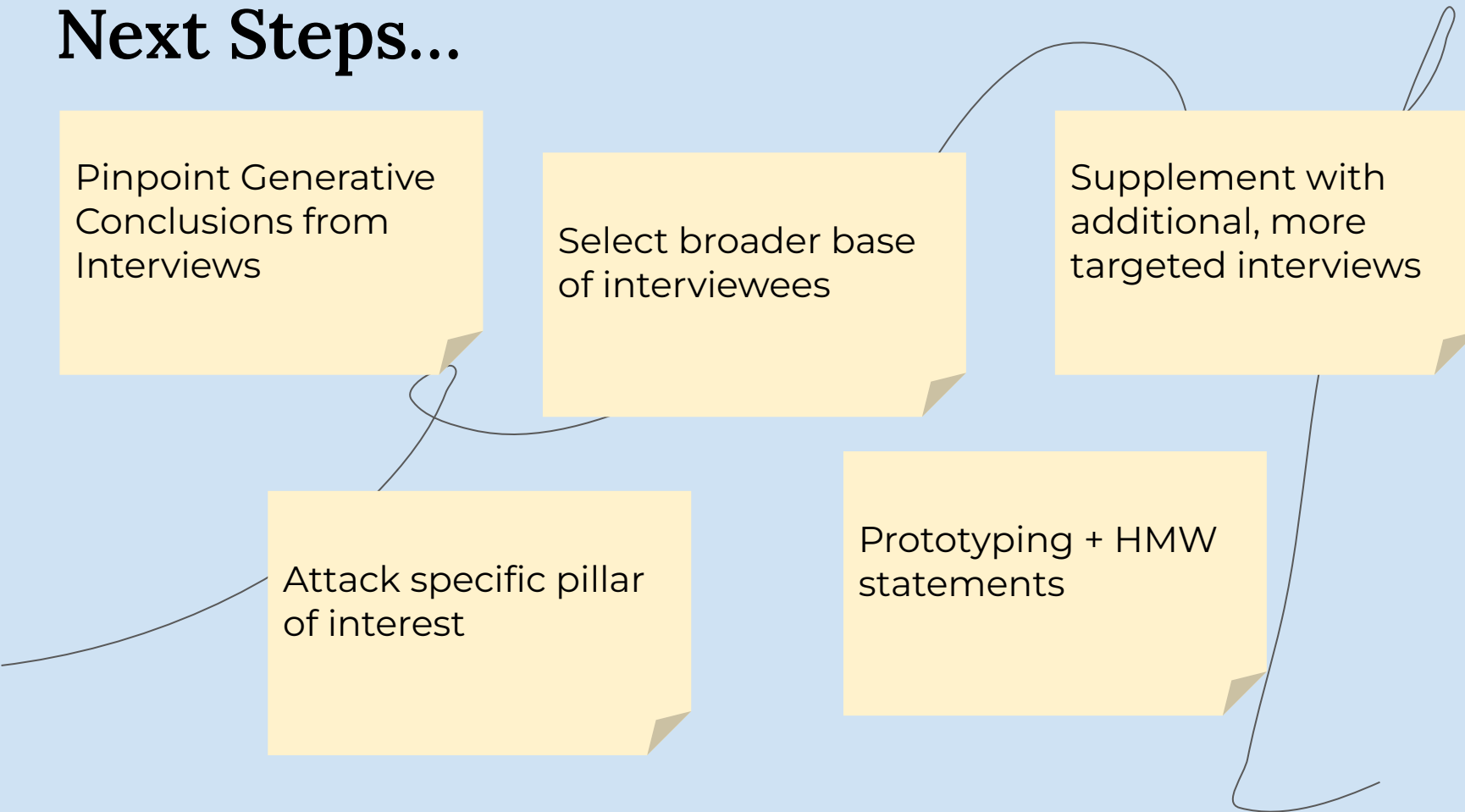
Pinpoint Generative
Conclusions from
Interviews

Select broader base
of interviewees

Supplement with
additional, more
targeted interviews

Attack specific pillar
of interest

Prototyping + HMW
statements





THANK YOU!!