Wavelength
Med-fi Prototyping

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Overview

Mission Statement and Value Proposition

Problem/Solution Overview

Revised Interface

Med-Fi Prototype

User Testing

Mission Statement

Our aim with Wavelength is make it easier for people with similar music tastes to connect. We believe music is better when you share it with others!

Value Proposition

Connecting compatible music listeners.

Problem/Solution Overview

It can be difficult to find friends with the same taste in music. There is a vast pool of musical genres and artists, AND growing number of ways to consume music.

Our solution, Wavelength, is a platform where users are matched with one another based on sampled music taste and geographical proximity. We encourage users to chat about their music taste, share songs with each other, or even meet in real life and go to a concert together.

Important distinction to be made: Wavelength is NOT a competitor to music streaming or purchasing platforms.
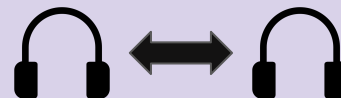
Tasks

Simple

Create a profile
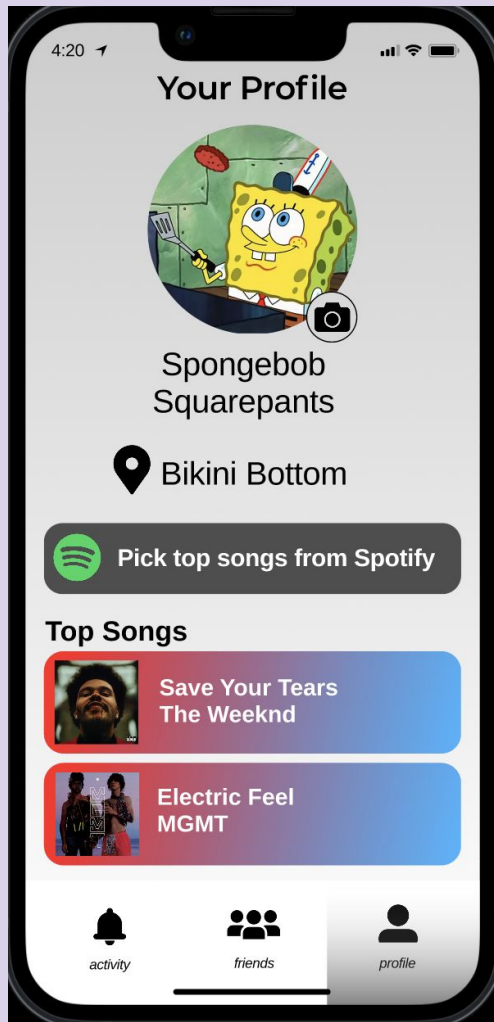
Medium

View a friend's profile
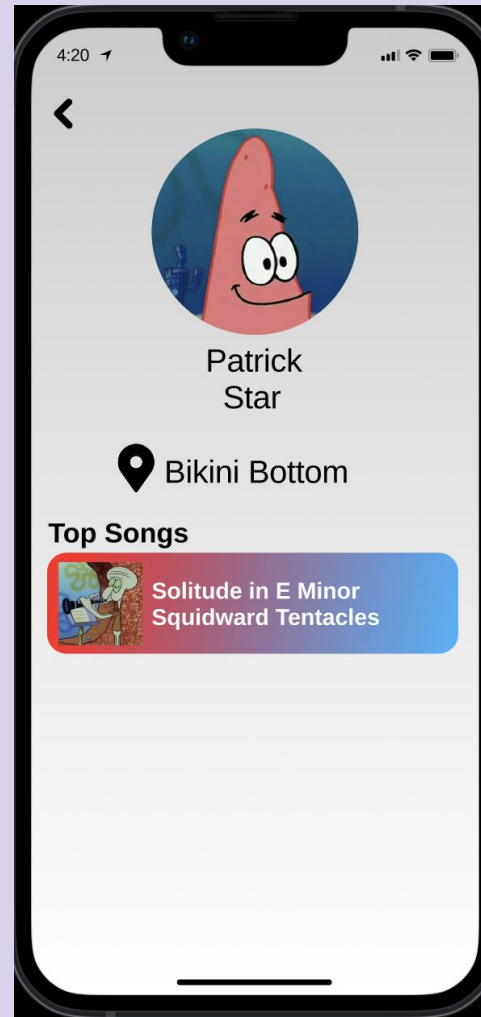
Complex

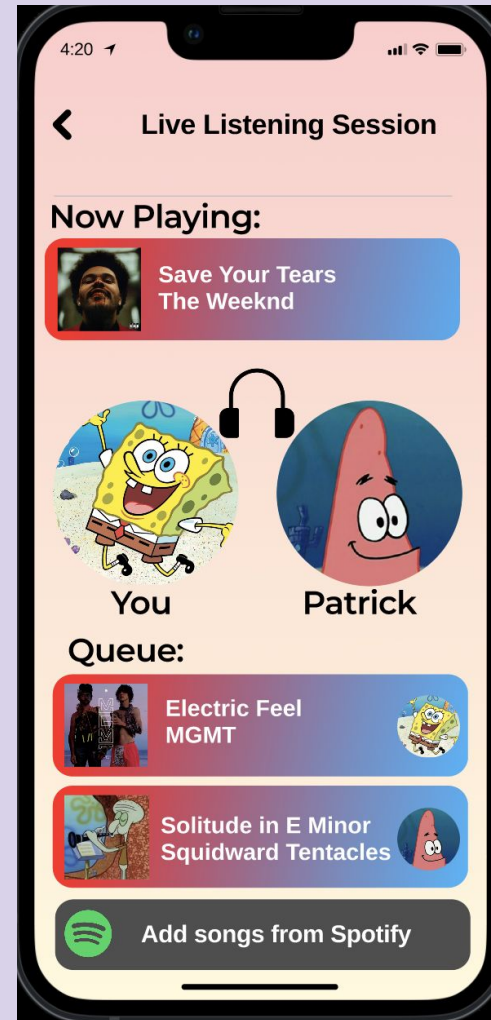Add song to live listening session with a friend

Simple Task:
Create a Profile

Moderate Task: View a friend's profile

Complex Task: Add a song to listening session with a friend

Usability Goals

Our main usability goals were to have each participant **complete each task quickly and easily** without becoming **confused by the app** or needing to ask the facilitator questions.
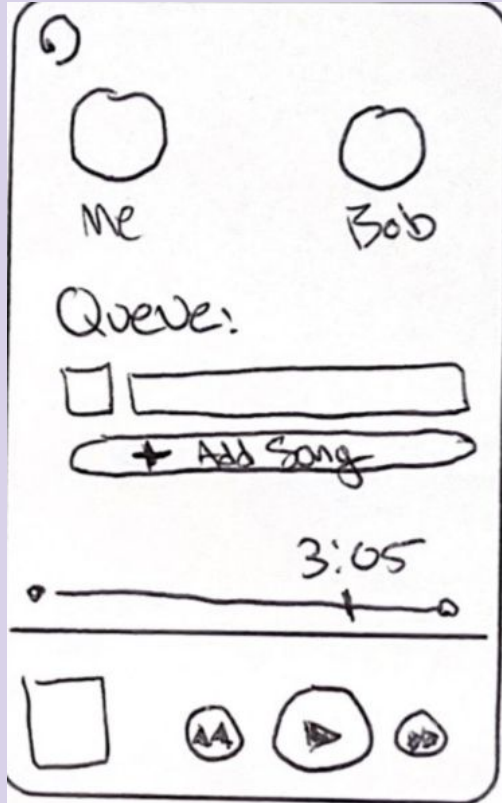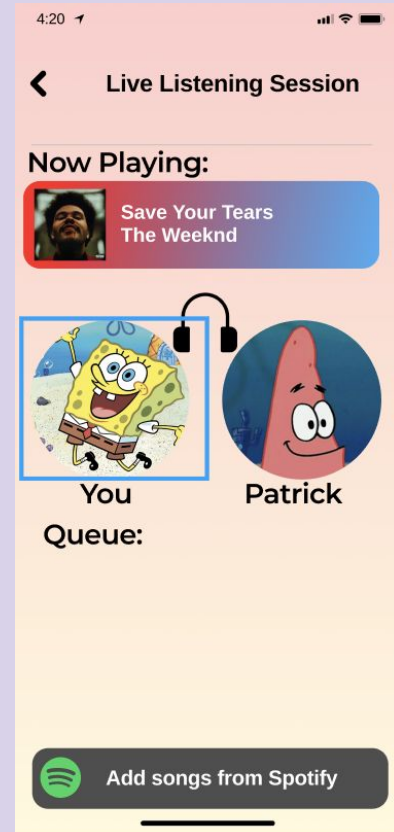
Key Measures

We focused on **how easily** users were able to complete the three tasks. When users found navigating the app confusing, we asked **what they were struggling with** in order to target pain points. To obtain a quantitative measurement about the simplicity of our UI, **we timed each participant** while they completed the tasks.
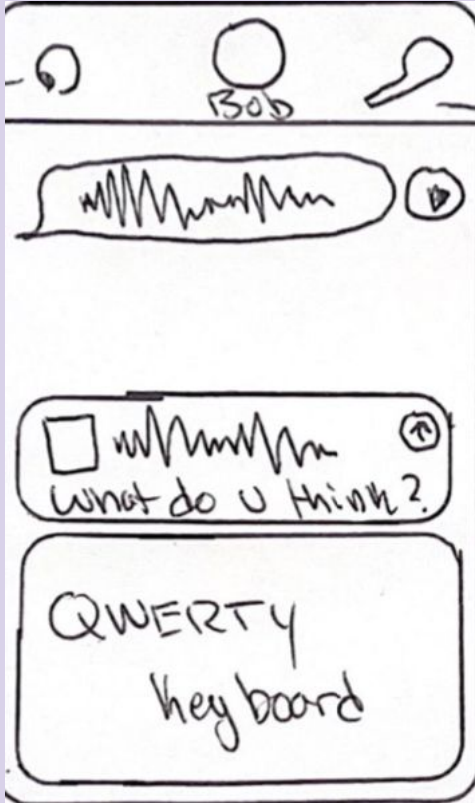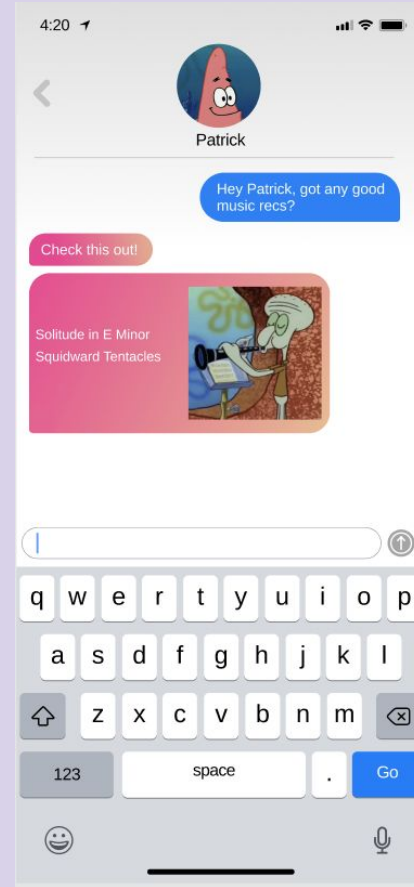
Revised Interface Design

-Enhanced design appeal
-Easy and user friendly way to add songs from music app
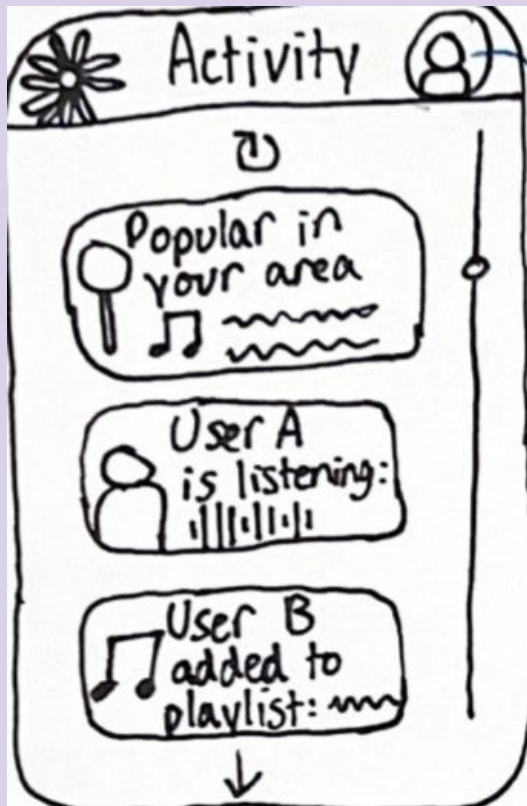- More in depth user-to-user display
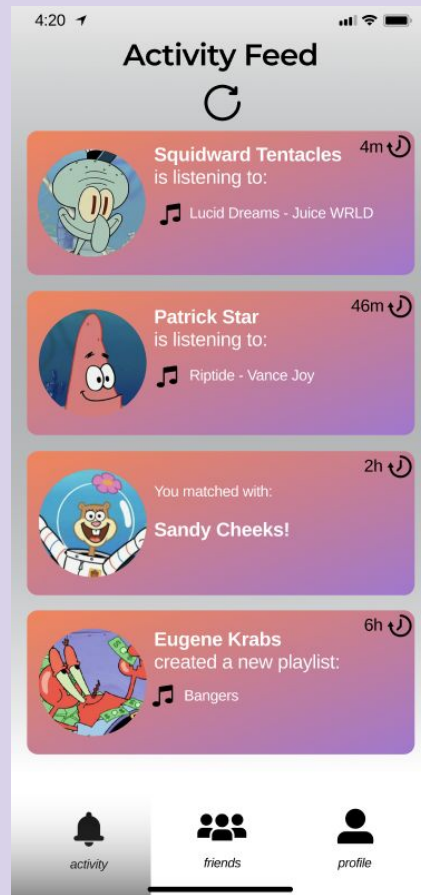
Revised Interface Design

-Sending songs and messaging far more fleshed out
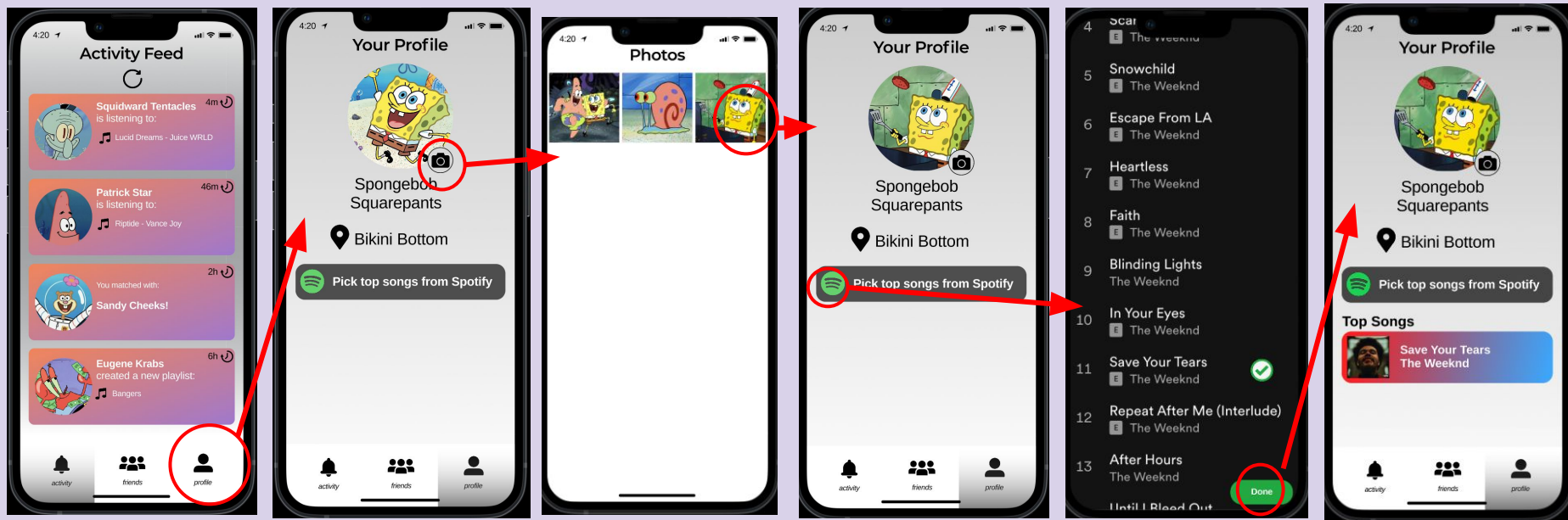-Simplified navigation options

Revised Interface Design

-Far more uniform activity feed
-Page navigation at bottom to improve distribution
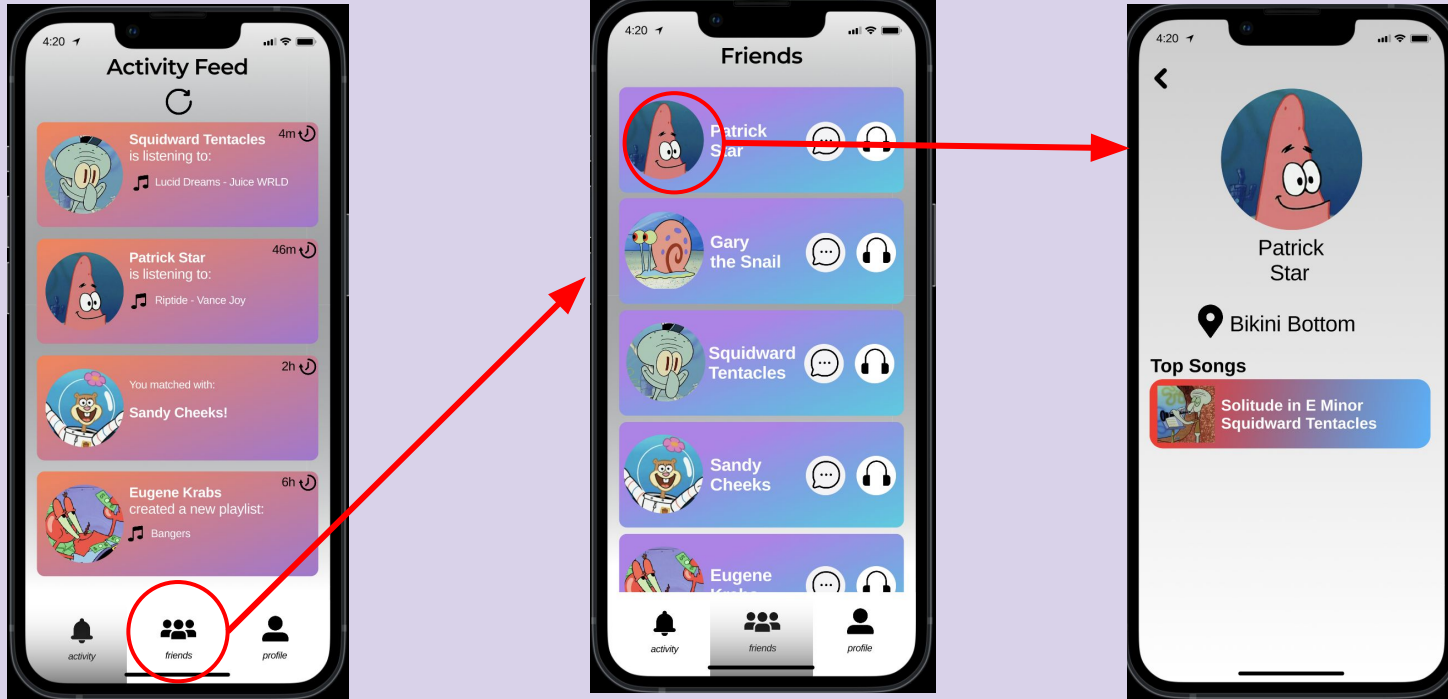- All activity user aligned
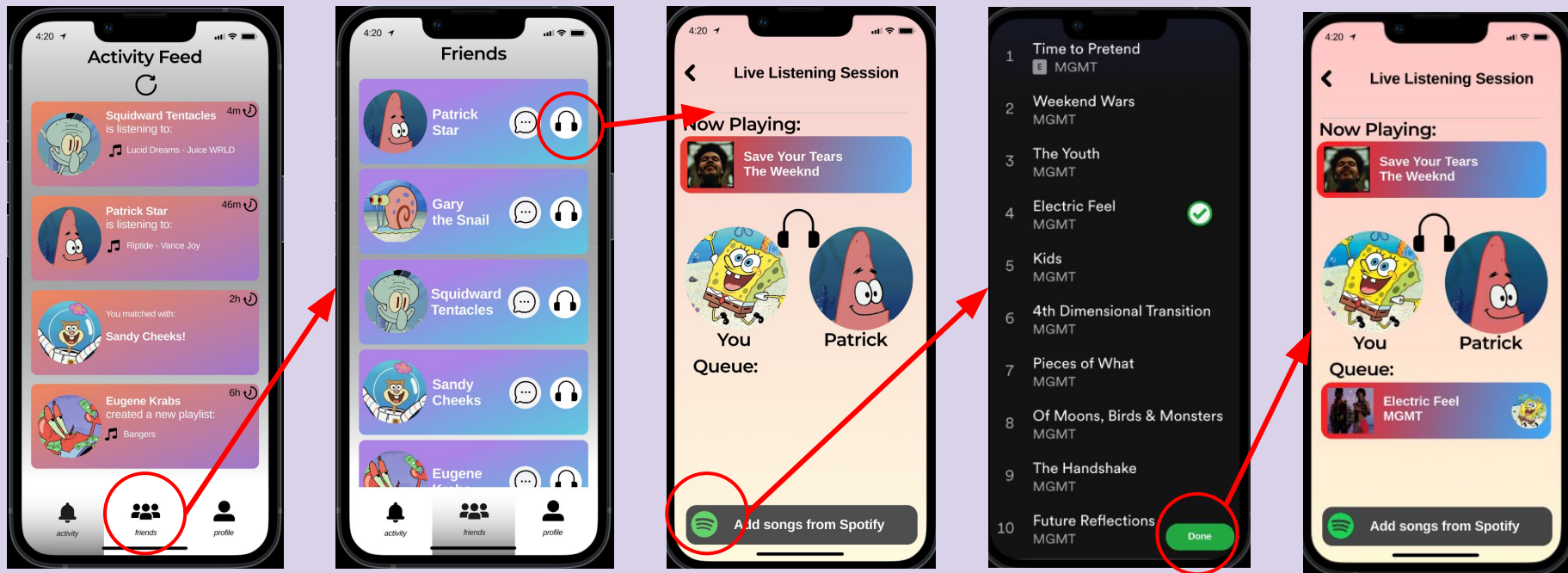
Easy Task Flow: Customize your Profile

This task flow starts by clicking on the profile tab, then customizing a profile picture and top songs to be displayed!

Medium Task Flow: View a friend's profile

To access a friends profile, a user clicks on the friends tab and selects the profile icon of the friend they want to see
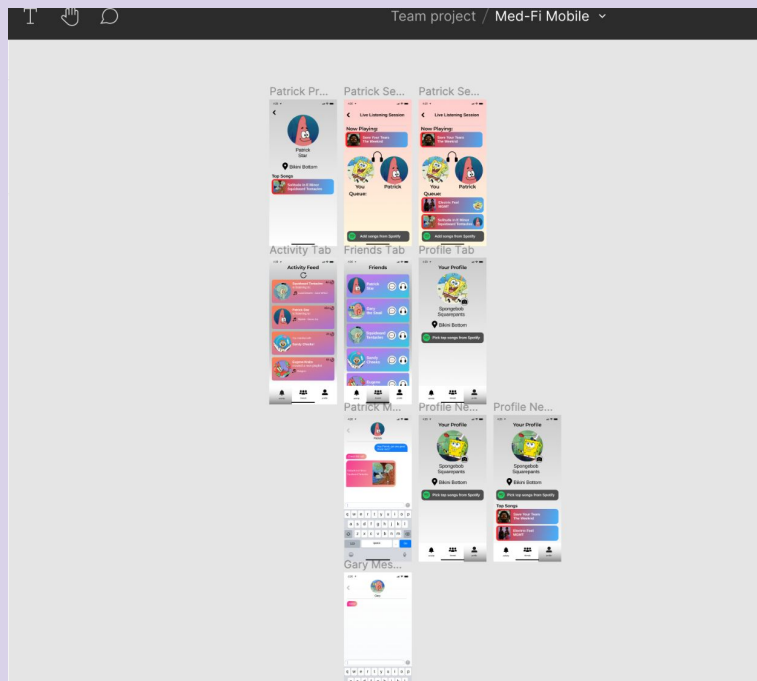
Hard Task Flow: Add a song to a live listening session

To add to the live listening queue, the user goes to the friends tab, clicks the headphone icon, then adds songs to queue from spotify which are then displayed in the queue!

Prototype Overview

Tools

Our prototype was designed, constructed, and operated using Figma.

- Allowed for comprehensive prototyping
- Steeper learning curve than MarvelApp
- Easy collaboration

Limitations

- No actual music listening during prototype
  - Arguably most pivotal appeal factor of app
- No explanation of user matching process
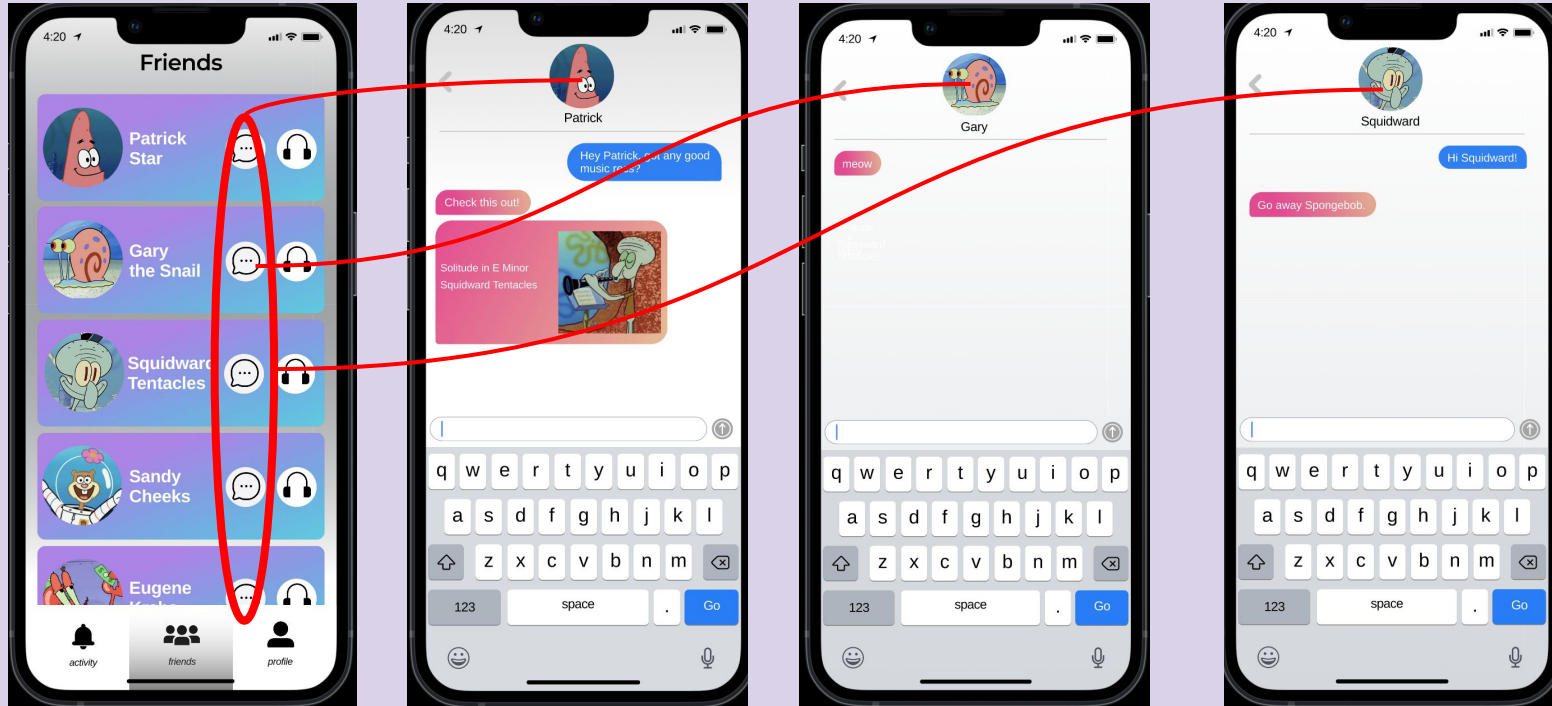- Customizability somewhat limited

Constraints

- No 'Wizard of Oz' techniques were needed, the prototyping tool in Figma was sufficient
- Certain flows hard-coded due to difficulty of implementing
  - Custom chat interaction, song exchanging, profile customization
- Only particular task flows are available to prototype tester, rather than more realistic exploration

Additional Screenshots: Chat Functionality

The chat function will be simple, allowing users to message friends and send songs through connecting to music streaming apps.

Summary

Our aim with Wavelength is make it easier for people with similar music tastes to connect. We believe music is better when you share it with others!

"Connecting compatible music listeners"

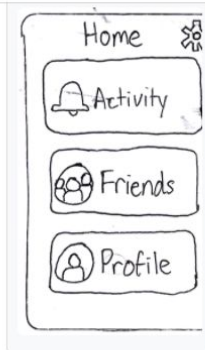- *Wavelength*

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Thank You!

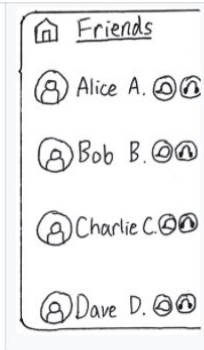**WAVELENGTH**

Finding People

Finding Music
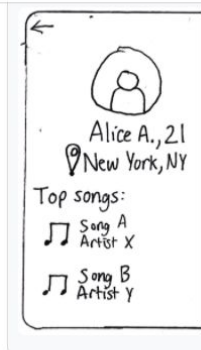
Updated 3rd Feb @ 14:13 PM

Home

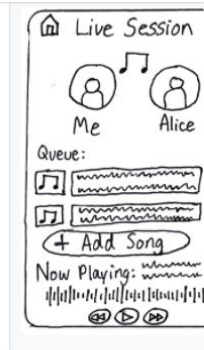Updated 3rd Feb @ 14:14 PM

Activity Feed
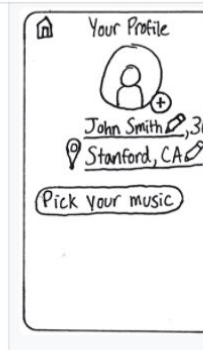

Updated 3rd Feb @ 14:14 PM

Friends

Updated 3rd Feb @ 14:14 PM

View Profile

Updated 3rd Feb @ 14:14 PM

Live Session
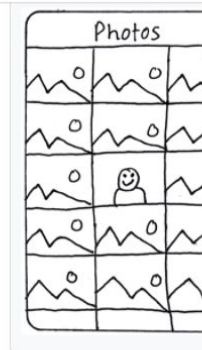

Updated 3rd Feb @ 14:15 PM

View Profile (OWNED, no picture)

Updated 3rd Feb @ 14:14 PM

Select Photos