

# Wavelength

## Low-fi Prototyping

Team 2: Connor, Corbin, Sebastian, Steven

# Overview

Mission Statement and Value Proposition

Problem/Solution Overview

Selected Interface

Lo-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.**



# Selected Interface

After numerous trial sketches, we settled on this interface because it best accomplished our goals of **simplicity** and **minimizing clicks to get to important pages**.

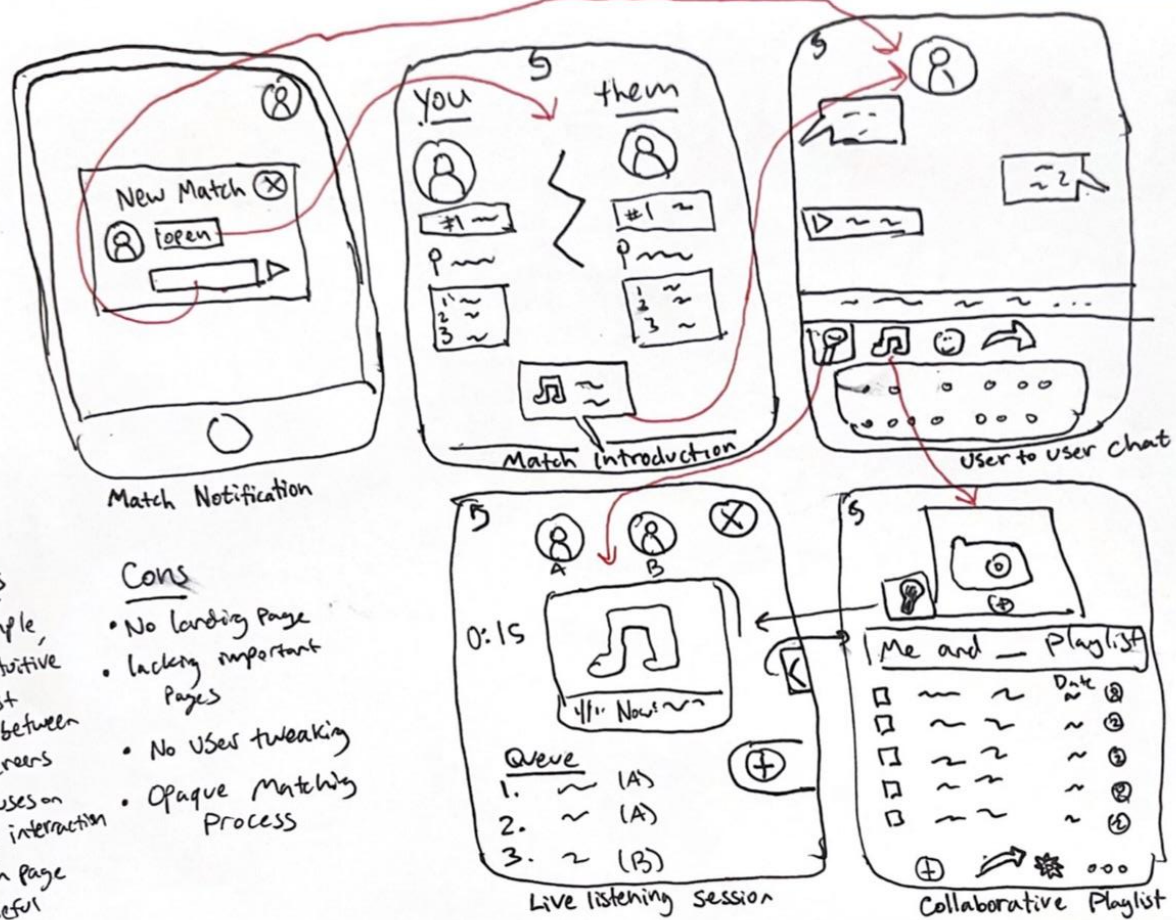
## Pros

- Simple, Intuitive
- Fast UI between Screens
- Focuses on 1v1 interaction
- Each page useful

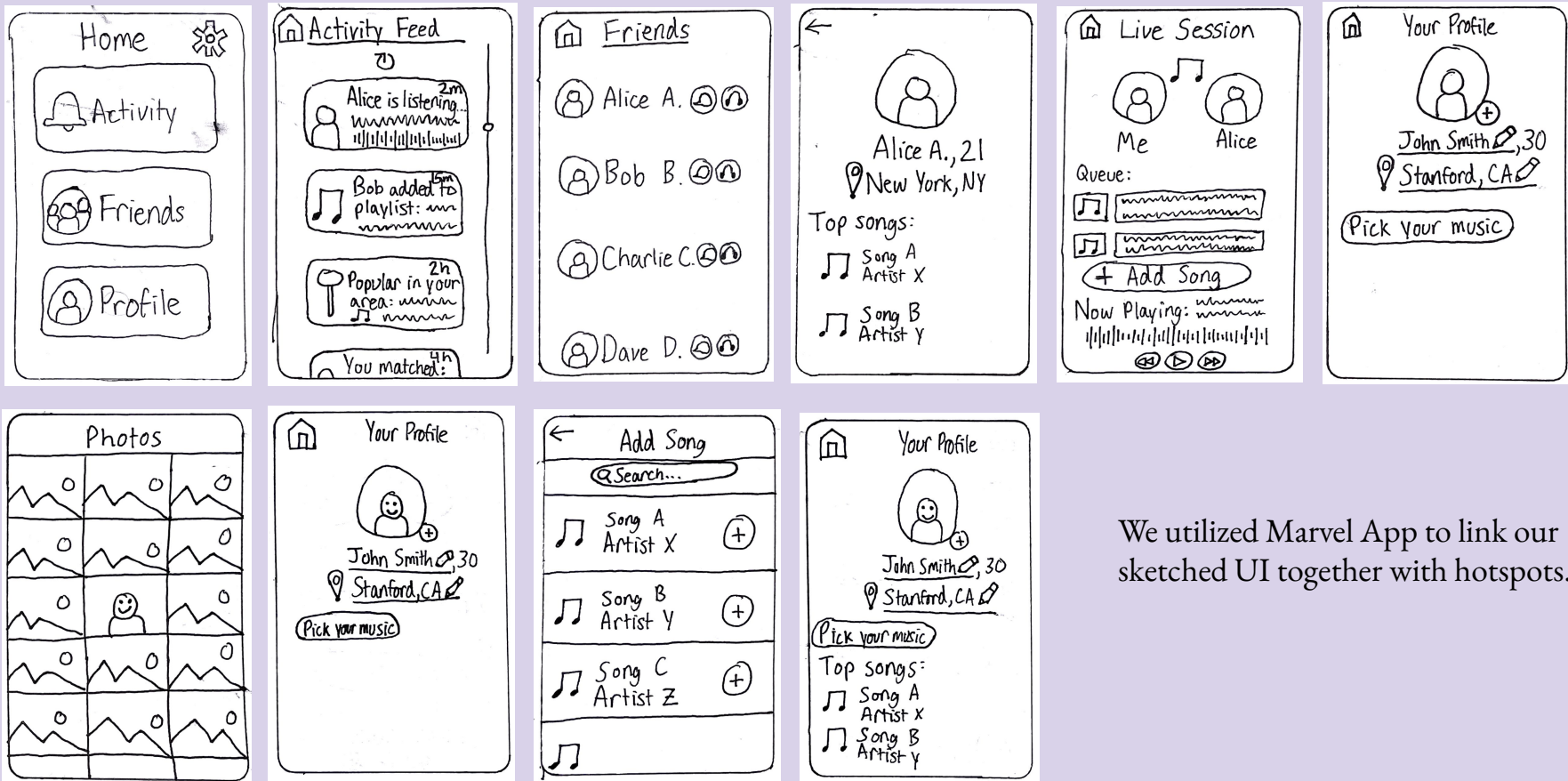
## Cons

- No landing Page
- Lacking important Pages
- No User tweaking
- Opaque Matching Process

UI Sketch 1



# Lo-Fi Prototype Structure



We utilized Marvel App to link our sketched UI together with hotspots.



# Tasks

**Simple**



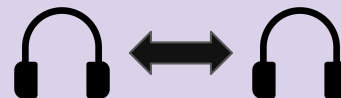
Create a profile

**Medium**



View a friend's profile

**Complex**

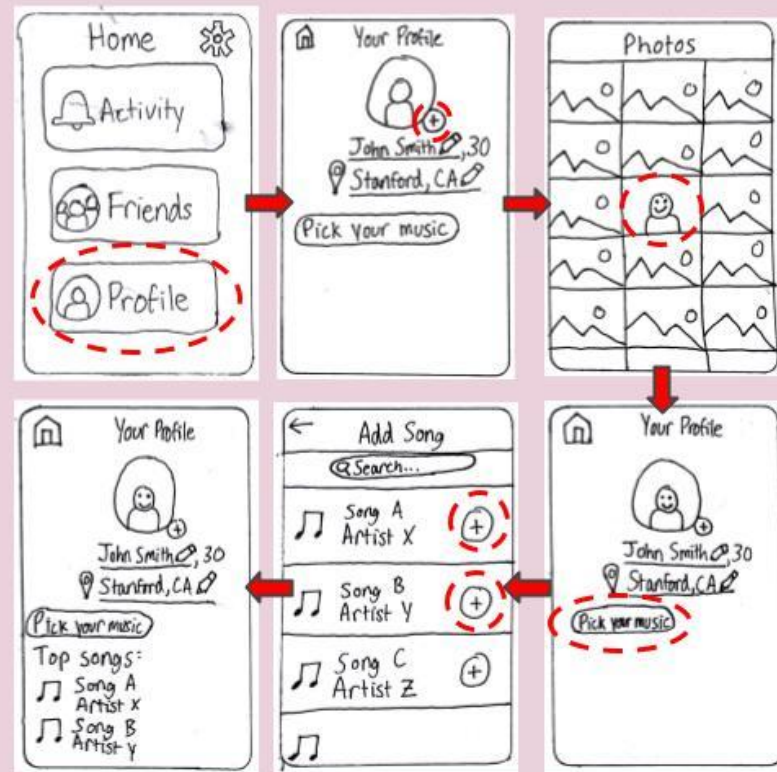


Live listener-to-listener  
interaction



# Simple Task: Create a Profile

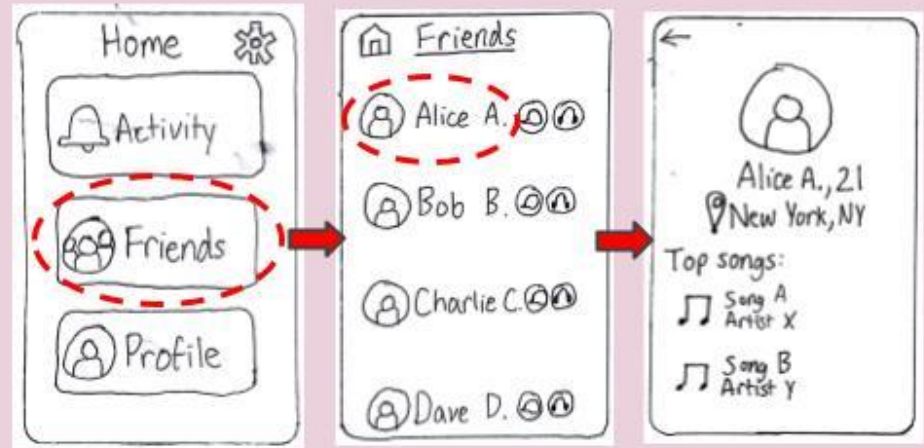
Simple: Customize your profile with a photo and a song.  
Home -> Profile -> Add Photo -> Profile -> Add Song -> Profile





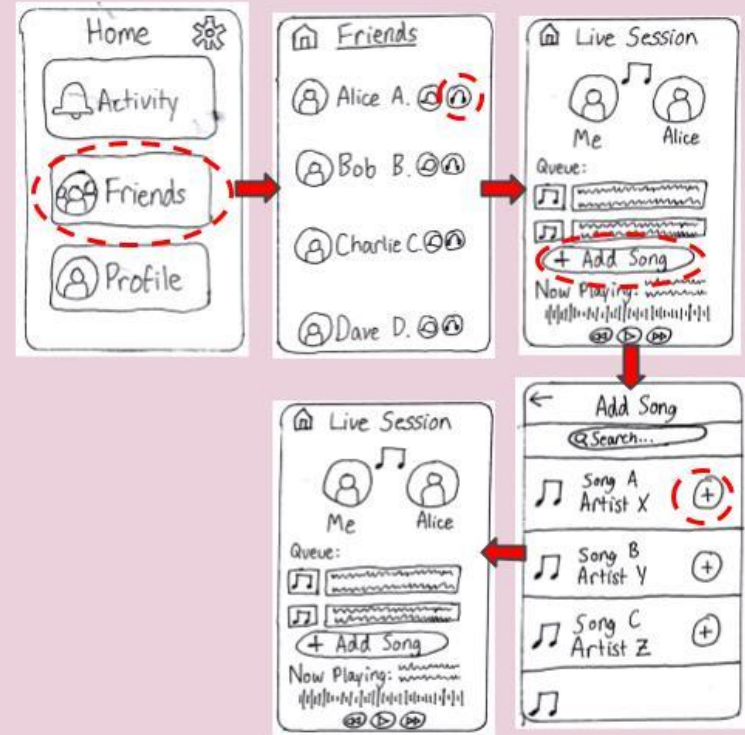
# Moderate Task: View a friend's profile

Moderate: View a match's profile  
Home -> Friends -> Friend Profile



# Complex Task: Listen live with a friend

Complex: Pick a song to listen to in a live session with a friend.  
Home -> Friends -> Live Session -> Add Song -> Live Session



Experimenting

# Participants

(selected for their niche interests in music and their interest in making playlists)



1

Listens to music for 6  
hours per day, fan of  
classic hip hop



2

Avid playlist builder,  
fan of 70s rock



3

Listens primarily to  
music popular outside  
the United States



# Experimental Method

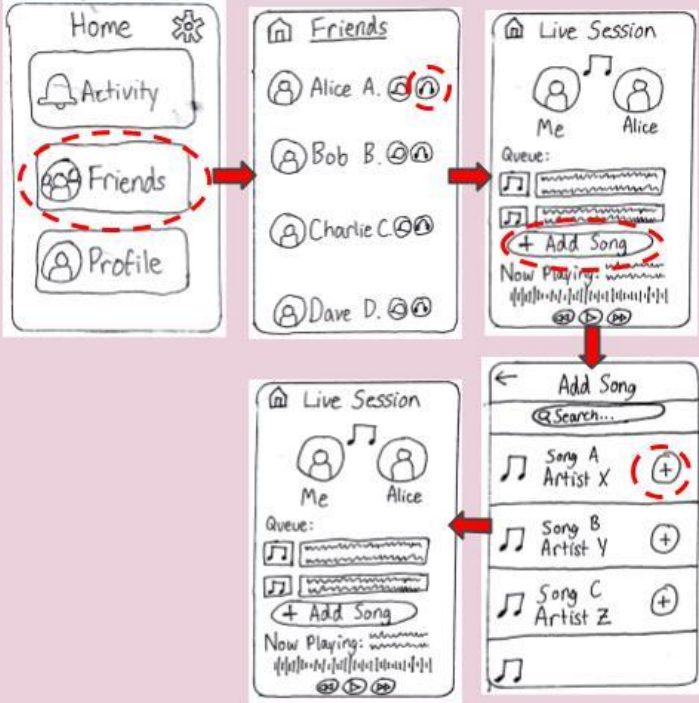
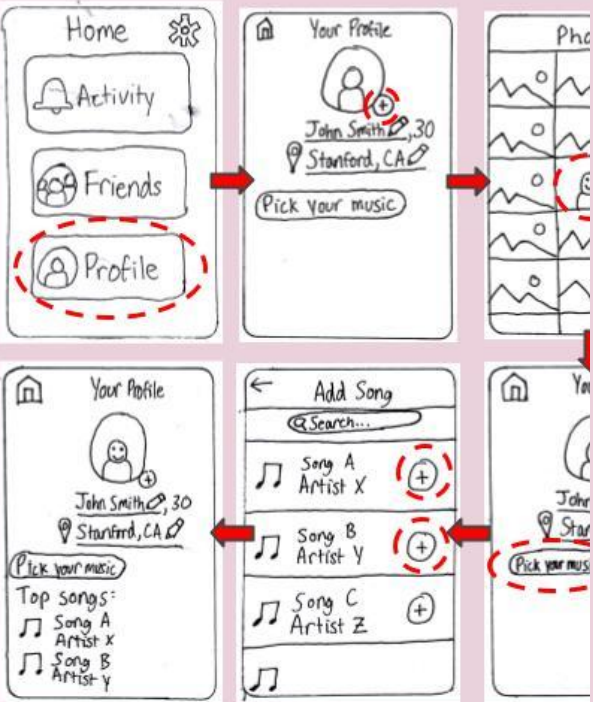
1. Interview with (1) was in person, (2) and (3) were over Zoom (using the proposed technique of “hugging” the laptop).
2. Used *Marvel*, we created a digital Lo-Fi prototype.
3. Stressed our desire for ease of use and navigation.
4. Had participants complete tasks one at a time.
5. We timed each task.



Simple: Customize your profile with a photo and  
Home -> Profile -> Add Photo -> Profile -> Add

Complex: Pick a song to listen to in a live session with a friend.  
Home -> Friends -> Live Session -> Add Song -> Live Session

ile  
ofile



# Results

Timing Data (in seconds)

	Participant 1	Participant 2	Participant 3
<b>Simple: customize profile</b>	<b>0:07</b>	<b>0:08</b>	<b>0:13</b>
<b>Moderate: view friend's profile</b>	<b>0:07</b>	<b>0:24</b>	<b>0:08</b>
<b>Complex: add song in live session</b>	<b>Incomplete (hot zone was incorrect)</b>	<b>0:11</b>	<b>0:16</b>

In addition to this data, the experiment facilitator would observe when a participant was struggling with a particular path and inquire with the participant what was confusing them.



# Results

Discerning “view match’s profile” versus “view friend’s profile” was an artifact of a previous design

	Participant 2
<b>Simple: customize profile</b>	<b>0:08</b>
<b>Moderate: view friend’s profile</b>	<b>0:24</b>
<b>Complex: add song in live session</b>	<b>0:11</b>

Participants liked the design for our “Live Listening” screen

UI was “straightforward”





# Suggested UI Changes

Some participants noted that the UI for the app was “generic”. They suggested that we “spice it up”

A participant recommended making it clearer how to create a live listening session; the headphone icon wasn’t clear enough

- Many of the issues which occurred weren’t with the content of the prototype, but with how we constructed it on *Marvel*.
- Balance of simplicity of function, with an engaging design.
- Create a more engaging UI design, while maintaining an seamless flow between screens.



# 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*





tastebuds



tracks



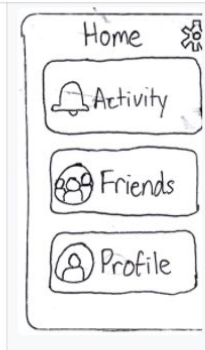
WAVELENGTH



Finding People

Finding Music





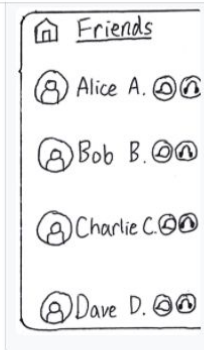
Updated 3rd Feb @ 14:13 PM

Home



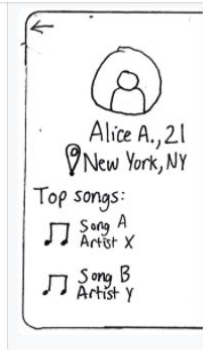
Updated 3rd Feb @ 14:14 PM

Activity Feed



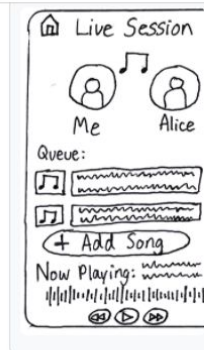
Updated 3rd Feb @ 14:14 PM

Friends



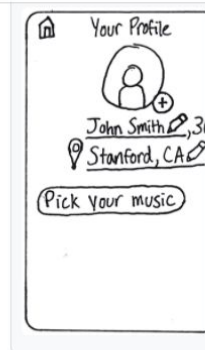
Updated 3rd Feb @ 14:14 PM

View Profile



Updated 3rd Feb @ 14:14 PM

Live Session



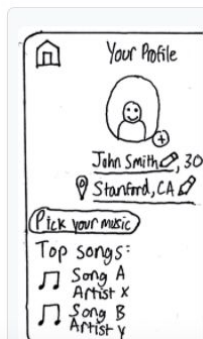
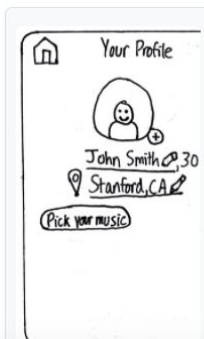
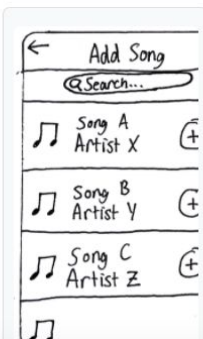
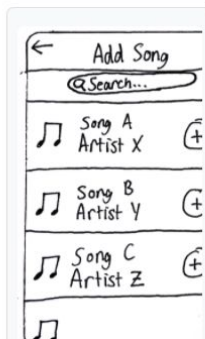
Updated 3rd Feb @ 14:15 PM

View Profile (OWNED, no picture)



Updated 3rd Feb @ 14:14 PM

Select Photos



# UI Design Going Forward



**Simplicity**



**Focus on Live  
Listening Feature**



**More engaging design**

**Simplicity** and **fun** may conflict. User testing showed us that there is a fine balance between keeping designs simple while also keeping the user engaged.



Thank You!

