

Assignment 2

Team 2

Our Team and Domain



Sebastian J.



Connor H.



Corbin S.



Steven K.

Studio Theme: Becoming Iron Man

Domain: Interacting with Music

Recap POV



we met...

Gus, a music creator and listener.

we were surprised to notice...

he expressed frustration with the platforms
he uses to listen and learn music.

we wonder...

if this means there is gaps to fill in music
learning technology

it would be game-changing to...

put learning in the hands of the musician
with adaptive technology

Needfinding Round 2

Thana



Thana

Guitarist, Former Music Gear Reseller,
Student at Pittsburgh

"I just want to be able to work with musicians **who I get along with.** There's plenty of talented musicians but it's not always easy to collaborate. **People are the most important part, and the music comes after that."**

- Streaming platforms could use more social interaction
- Teachers and learners need to have the same level of commitment
- Finding peers of similar talent vs. peers you enjoy being around

Davis



Davis

Clinical Operations Associate,
infrequent music listener, lives in
Charleston, SC

"The Spotify Discover Weekly **gives me songs of the genres that I already listen to**, so I don't end up exploring new genres very often."

- Told by friends that he has "bad" music taste, has had bonding experiences meeting new people who shared music taste

POV Statements

POV 1 – revised



we met...

Gus, a music creator and listener.

we were surprised to notice...

he expressed frustration over his
learning experience

we wonder...

if this means music learning is
overgeneralized

it would be game-changing to...

put learning in the control of the
musician

POV 2



we met...

Thana, a guitarist in Pittsburgh

we were surprised to notice...

finding people who he enjoyed music
with in a new city was hard

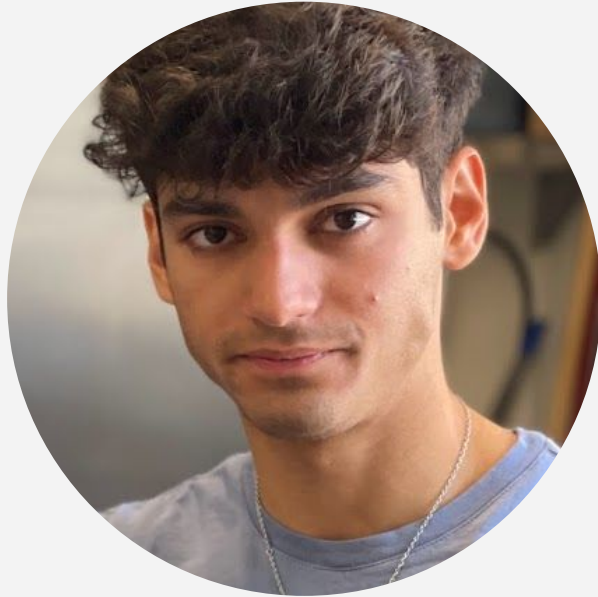
we wonder...

what makes it hard to enjoy old
hobbies in a new place

it would be game-changing to...

help people connect with a new city
through music

POV 3



we met...

Sauren, a drummer and a metalhead

we were surprised to notice...

his music taste is niche and he is skeptical
about sharing it with friends

we wonder...

if this frustrates him or makes him
uncomfortable

it would be game-changing to...

help listeners easily find others with similar
niche music taste

HMW Statements

HMW 1

How might we make learning programs specific to the user?

POV 1

We met Gus, a music creator and listener. **We were surprised to notice** he didn't have control over his learning experience and expressed frustration over learning platforms. **We wonder** if this means music learning is overgeneralized. **It would be game-changing to** put learning in the control of the musician.

HMW 2

How might we help someone explore a new city through music?

POV 2

We met Thana, a guitarist, student, and former music gear reseller. **We were surprised to notice** that finding other good musicians was easy, but he found it hard to enjoy working with others in the past. **We wonder** what makes it hard to find like-minded musicians. **It would be game-changing to** help musicians find similarly talented peers they can also get along with.

HMW 3

How might we connect listeners from similar communities to find niche music?

POV 3

We met Sauren, a metalhead, drummer, and avid music listener. **We were surprised to notice** his music taste varies from when he is alone to when he is in different situations around others. **We wonder** if this frustrates him or makes him uncomfortable. **It would be game-changing to** help listeners cater their listening to their environment

Solutions

Solution 1

Giving learners the option of both real teachers and self-led learning, along with rewards for completing learning goals

Solution 2

Connect city sightseeing with locally themed playlists to create an interactive experience based on history and environment

Solution 3

Help listeners find and meet people with similar music tastes based on exchanging and sharing playlists and songs

Prototypes

Prototype 1

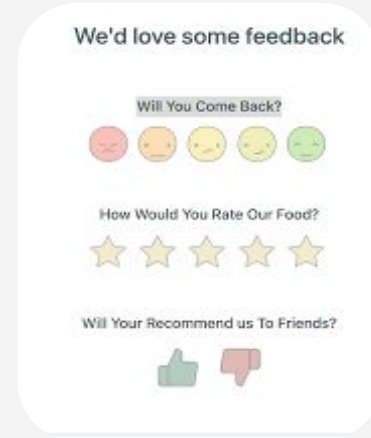
Assumption: People want an array of learning options, as well as feedback, when learning a new task



We gave a person the task of learning a very simple piece on piano, 'hot cross buns'



We gave them options to access learning hints *and/or* live instruction



We assessed their performance and asked about their satisfaction

Results

Things that worked

- Having multiple options helped our participant when he got stuck
- Hints were useful in early stage progress

Things that didn't work

- The concept of how to use hints was confusing to our participant
- The participant was unsure of how to start until a demo was performed

Surprises

- The subject learned quickly despite having no musical experience
- Hints weren't easy to communicate without hands on teaching

New learnings

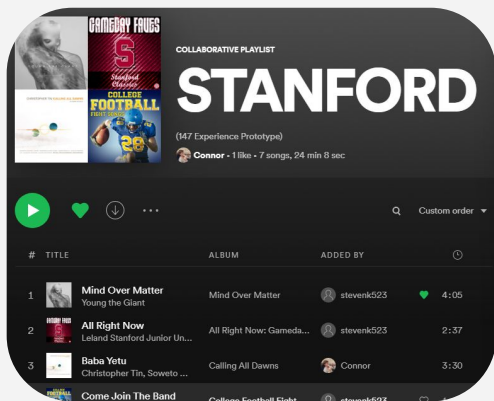
- Self learning requires thoroughly explained information to avoid conclusion
- The learner was satisfied only once he could play the piece accurately on his own

Validity:

This assumption is a viable one in that people want a number of ways to learn, interactive feedback, and satisfaction of completing learning goals

Prototype 2

We wanted to see if the process of discovering city-related playlists as you explore a new city enhances your travel experience.



We gave a potential user a playlist related to facets of Stanford



We asked the user to listen to specific songs in locations relevant to the song with a blurb



We asked the user if (and how) listening to the playlist enhanced their trip to campus

Results

Things that worked

- The user liked having a story behind the music they were listening to
- The user found that they listened to the music more intently

Things that didn't work

- The user did not like some of the songs (outside of their genre of choice)
- The user wanted to override the requirement to be at the location to hear the song

Surprises

- The user was interested enough to travel to certain landmarks to hear songs

New learnings

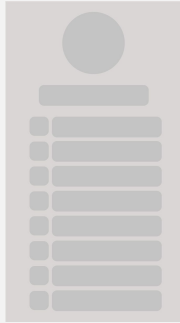
- The user showed interest in adding his own song to a landmark with a blurb

Validity:

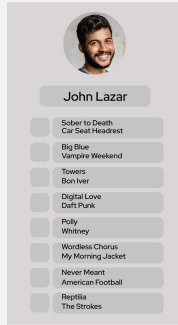
This assumption is a viable one in that people enjoyed listening to music connected to their surroundings and listened to the music more intently.

Prototype 3

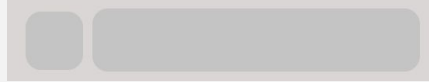
We wanted to see if people were interested in meeting people in real life with similar music tastes



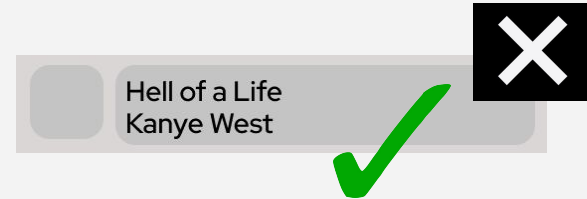
We let our participants fill out a profile.



They viewed a tester profile with 10 songs belonging to a hypothetical user.



We instructed the participant to suggest a song to the fictitious user based on their profile. They received a song from the other profile in return.



We then asked the participant if they wanted to “accept” the incoming song request. If they accept – we informed the participant that the fictitious user also accepted their song suggestion and that they would now be connected

Results

Things that worked

- The users liked how their playlist acted as their profile
- The users were motivated to suggest a song to connect to the fictitious profile

Things that didn't work

- One user thought the idea was restrictive and would have liked to see more information about the person before getting involved
- The users thought it took too long to suggest a worthwhile song

Surprises

- One user wished this was a real app they could use immediately

New learnings

- Different people value music taste in others at different levels
- Users liked to use their liked songs and playlists as their profile

Validity:

This assumption is a viable one in that people want to meet others with both similar and different music tastes.

Individuals value meeting others AND discovering new music in a social media paradigm.

Conclusions

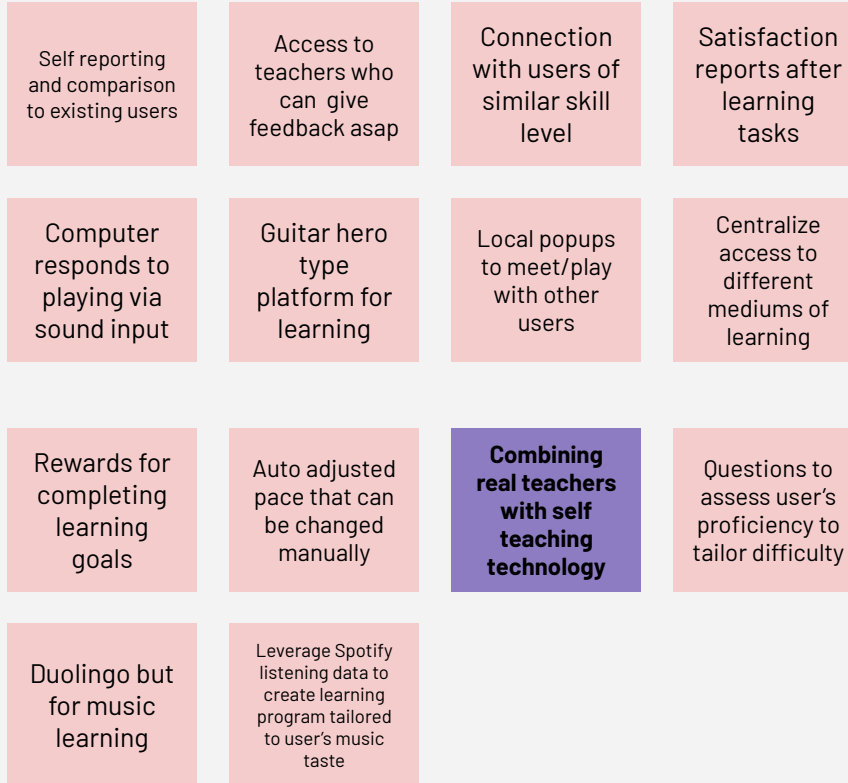
Summary

- We were most satisfied with Prototypes 1 and 3
- We were most invested in HMW 1 and 3
 - Music learning and music matchmaking
- Need to improve framework of teaching for 1st prototype
- How do we generalize Prototype 2 to other locations?
- Prototype 3 could be valid for matching listeners in an exciting and easy way

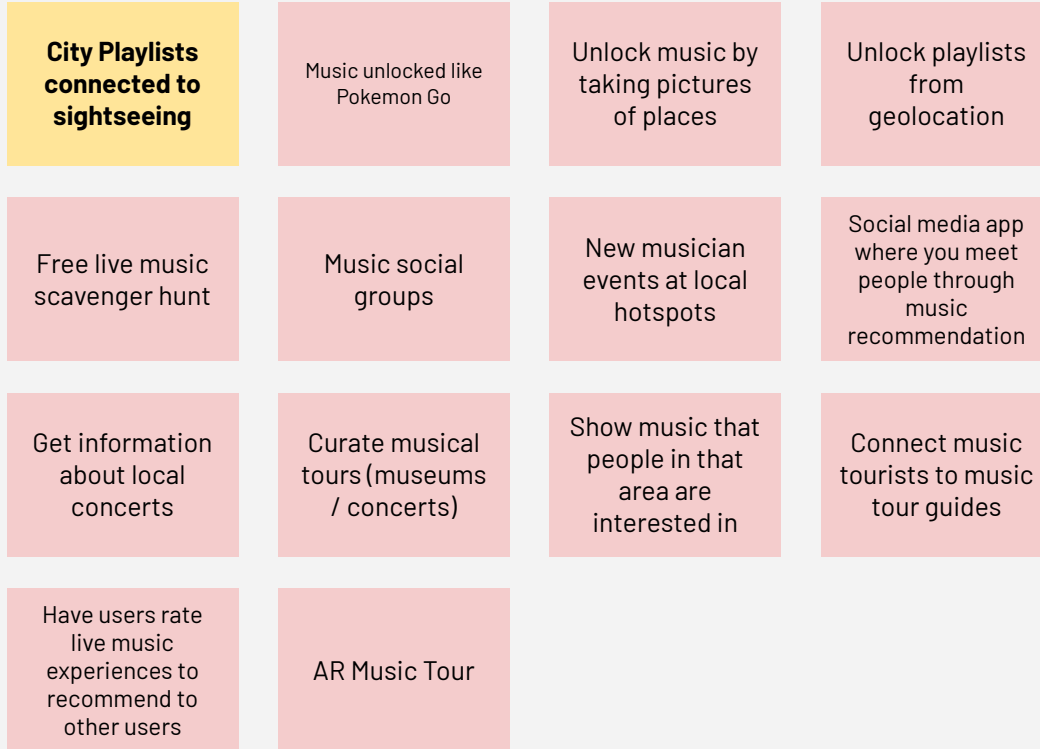
Do these ideas already exist? How do we create something unique and usable?

Thank You!

1. How might we make music learning programs specific to the user?



2. How might we help someone explore a new city through music?



3. How might we connect listeners of niche music?

