Concept Video

Team 2

Wavelength

Connecting compatible listeners

It can be hard to find friends with the same taste in music...

We propose **Wavelength**, 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.

Market Research

TasteBuds, POM

Connection of users based on music tastes, the main purpose is for users to date and meet in real life

Soundcloud, Apple Music, Spotify

Exploration and consumption of music, limited social components
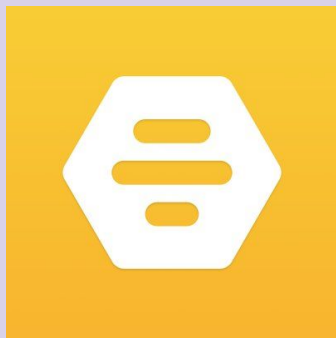
8tracks, Monolist

Playlist and new music exploration

Our unique take: emphasis on 1 on 1 interaction, music discovery, excitement of successfully connecting, and we aren't trying to make you date

Market Research

tastebuds

WAVELENGTH

Finding People
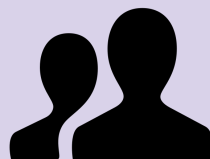
Finding Music

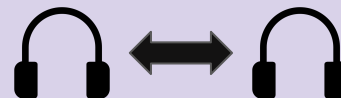tracks

m

POM

3 Levels of Tasks

Simple

Sharing a profile

Medium

Introducing candidate pairs

Complex

Live listener-to-listener interaction

Values in Design

Simplicity

We want our interface to be sleek and easy to navigate, while still providing users with the necessary features.

Protection of privacy

We want to keep users' listening data private, sharing only with matched users.

Fun!

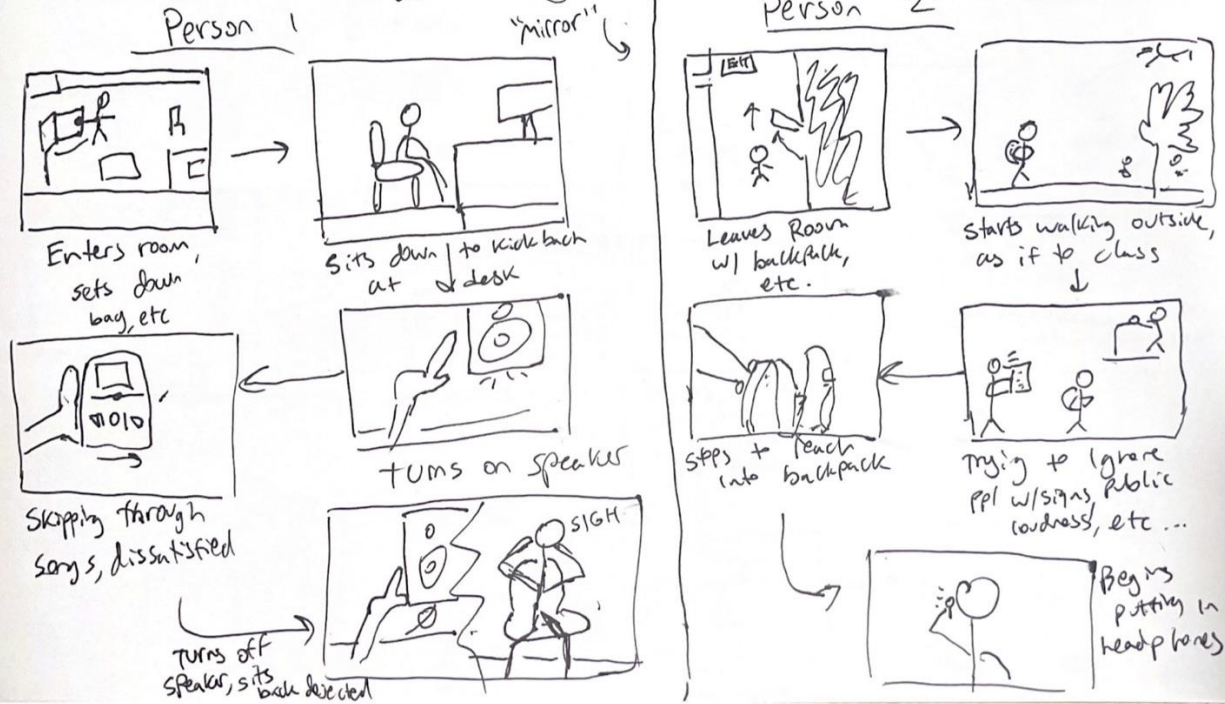The app will present matches in a way that gets the user excited.

Simplicity and **fun** may conflict. In creating a simple interface, we might lack exciting and engaging aesthetics. To combat this, we need to strike the right balance between visual appeal and ease of use.
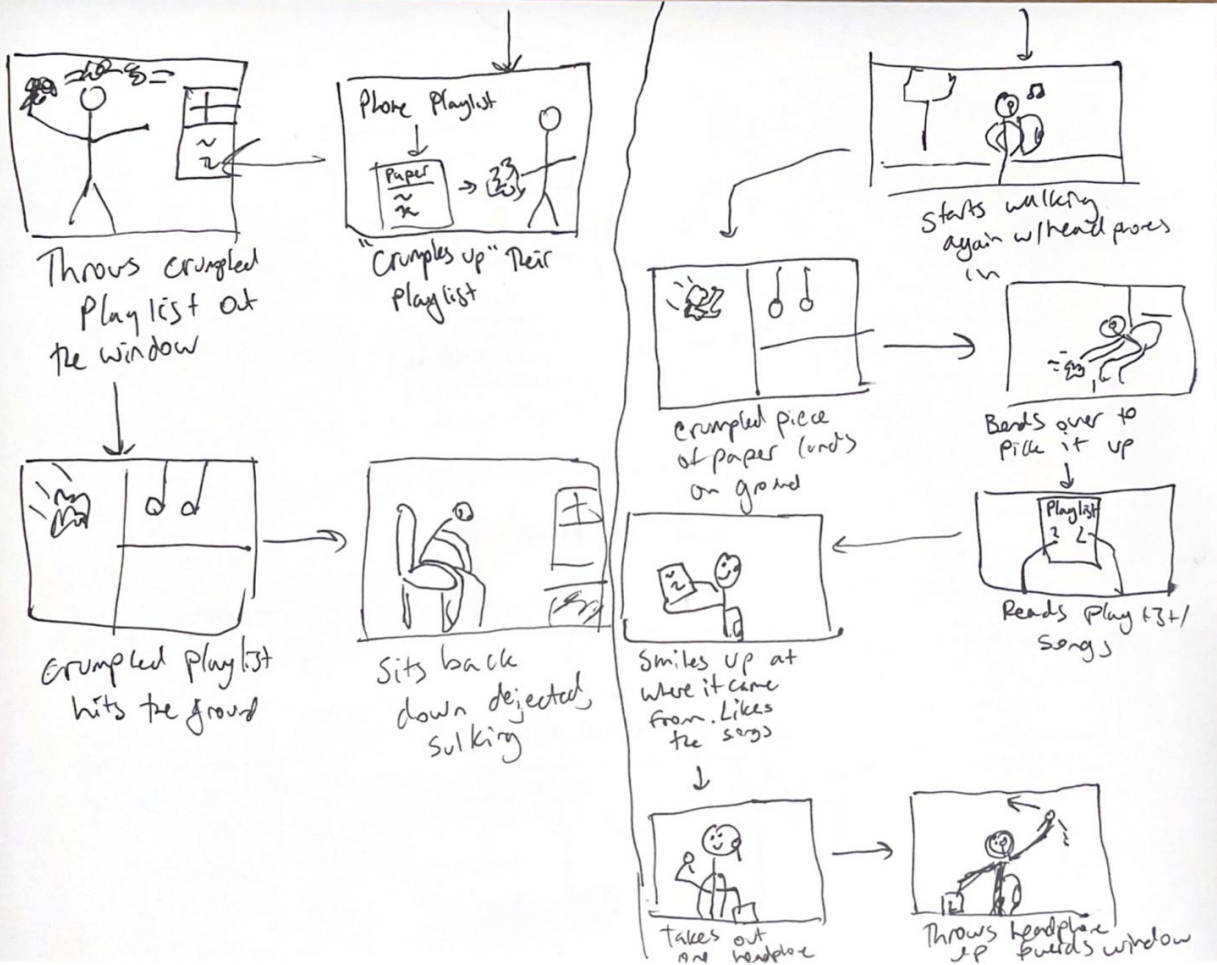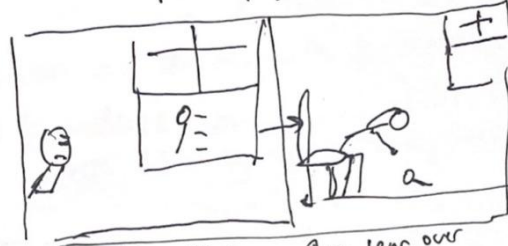
Storyboarding

Concept Video Storyboarding
- 2 parallel characters, depicted in parallel scenes
  - Come together at the end, with connection being music
  - Song w/soundtrack sounds bad until they are listening together, and then quality improves = connection

Person 1   "mirror"   Person 2

Enters room,   Sits down to kick back   Leaves Room   Starts walking outside,
sets down   at desk   w/ backpack,   as if to class
bag, etc   etc.

Skipping through   turns on speaker   steps + reach   Trying to ignore
songs, dissatisfied   into backpack   ppl w/signs, public
                                                                      loudness, etc...

          turns off   SIGH   Begins
          speaker, sits   putting in
          back dejected   headphones

1

Throws crumpled
Playlist out
the window

"Crumples up" their
Playlist

Starts walking
again w/ headphones
in

Crumpled playlist
hits the ground

Sits back
down dejected,
sulking

Crumpled piece
of paper (units
on ground

Bends over to
Pick it up

Smiles up at
where it came
from. Likes
the songs

Reads playlist/
songs

Takes out
one headphone

Throws headphone
up, builds window