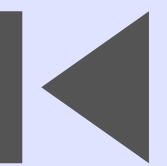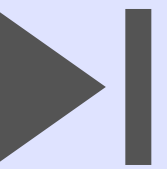# rhythmic.

A Human-Computer Interaction Project Presented By

Snigdha S Chenjeri PES1201800045
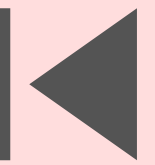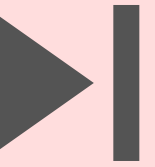Akshay Vasudeva Rao PES1201800310
Rohan Iyengar PES1201800547

PROBLEM STATEMENT

To design a music player with a
revolutionary interface that pushes the
boundaries of listener feedback and
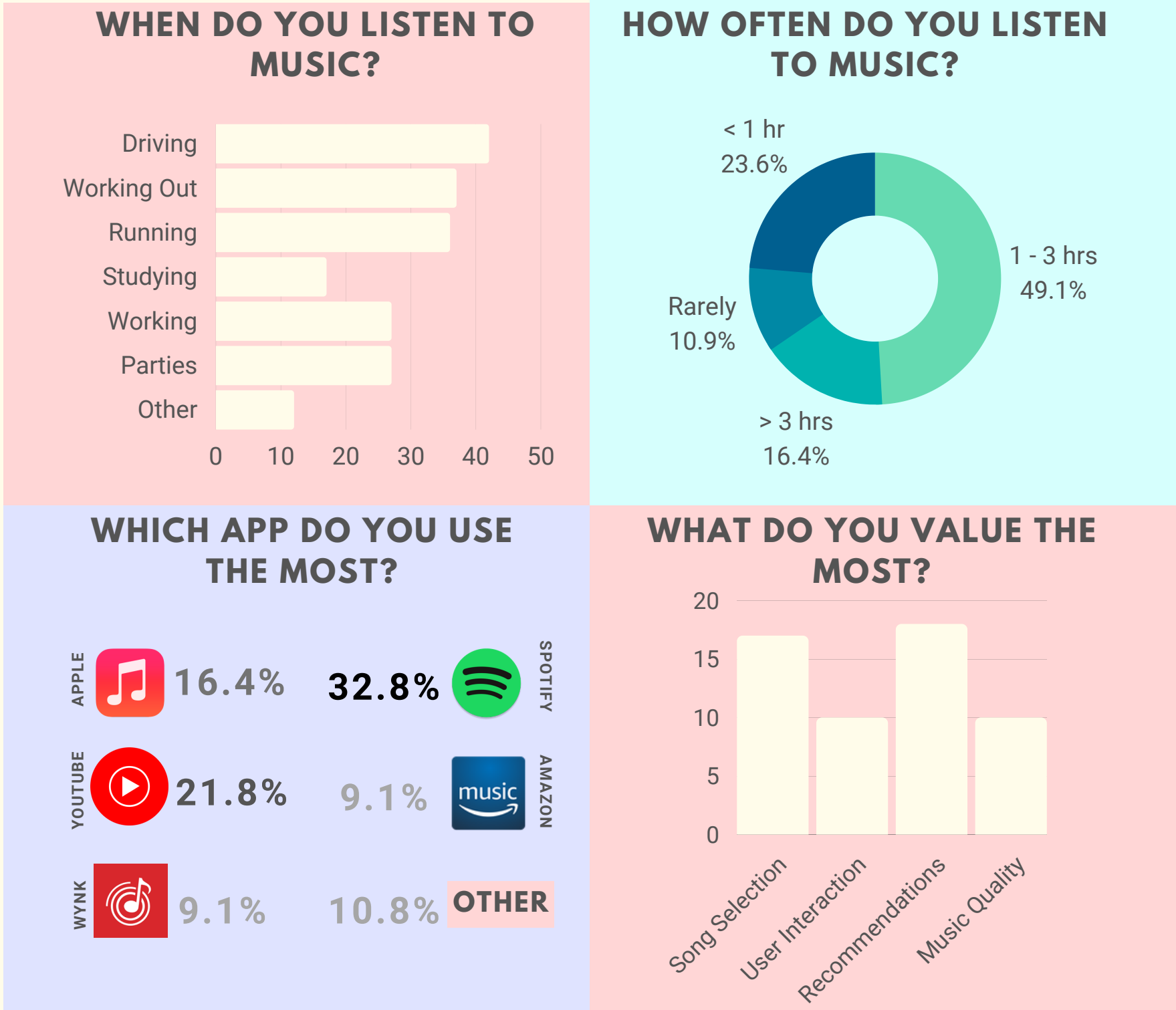changes the way people listen to music.

rhythmic.

CONCEPT VIDEO

NEED FINDING

What does a user look for in a perfect music streaming service?

WHEN DO YOU LISTEN TO MUSIC?

Driving
Working Out
Running
Studying
Working
Parties
Other

0 10 20 30 40 50

HOW OFTEN DO YOU LISTEN TO MUSIC?

< 1 hr
23.6%

1 - 3 hrs
49.1%

Rarely
10.9%

> 3 hrs
16.4%

WHICH APP DO YOU USE THE MOST?

APPLE 16.4%   32.8% SPOTIFY

YOUTUBE 21.8%   9.1% AMAZON

WYNK 9.1%   10.8% OTHER

WHAT DO YOU VALUE THE MOST?

20
15
10
5
0

Song Selection User Interaction Recommendations Music Quality
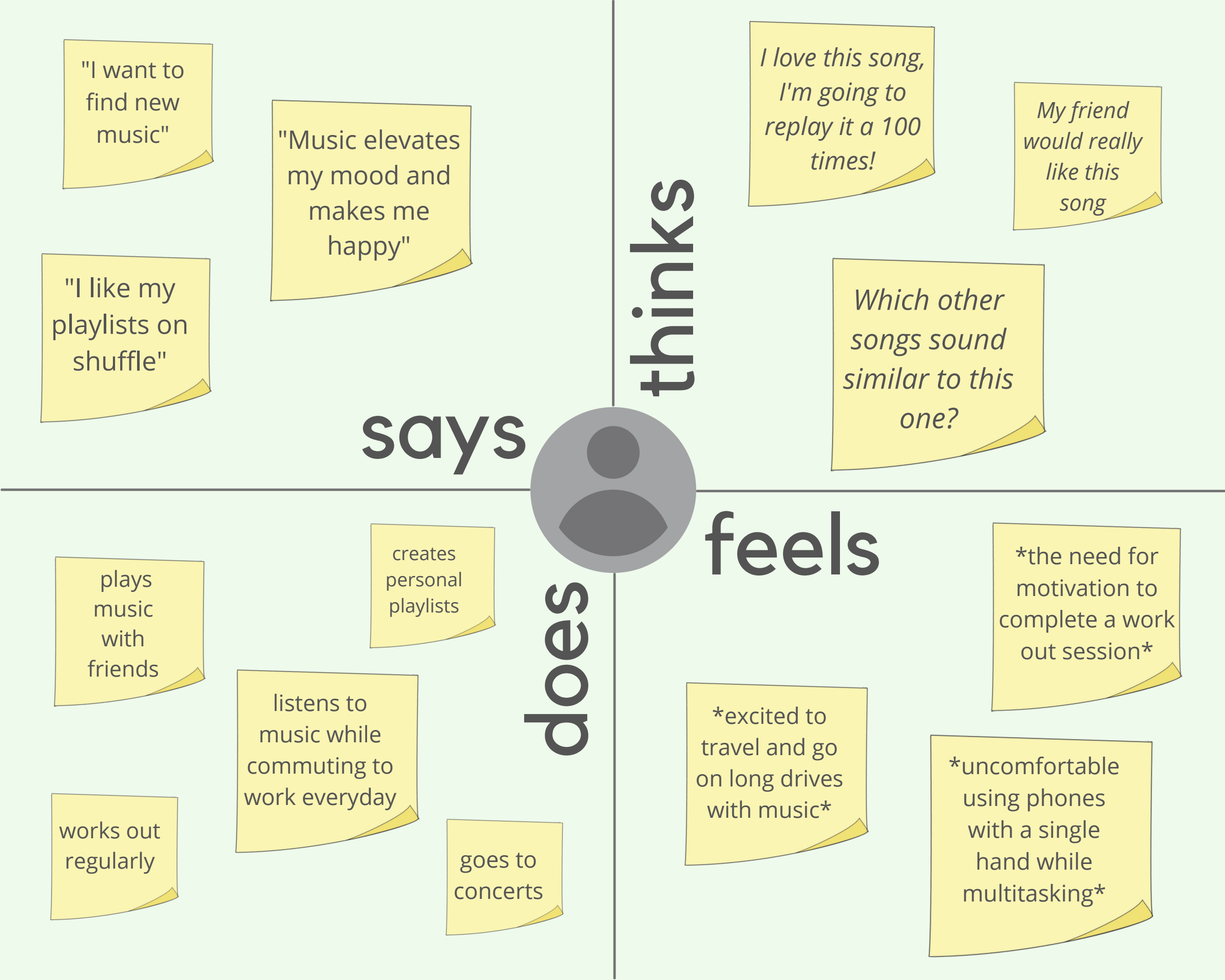
If you could add (or improve) one feature to your favourite music app, what would it be?

- Better recommendations

- Ad-free

- A system where I can listen to a song with someone else at the same time

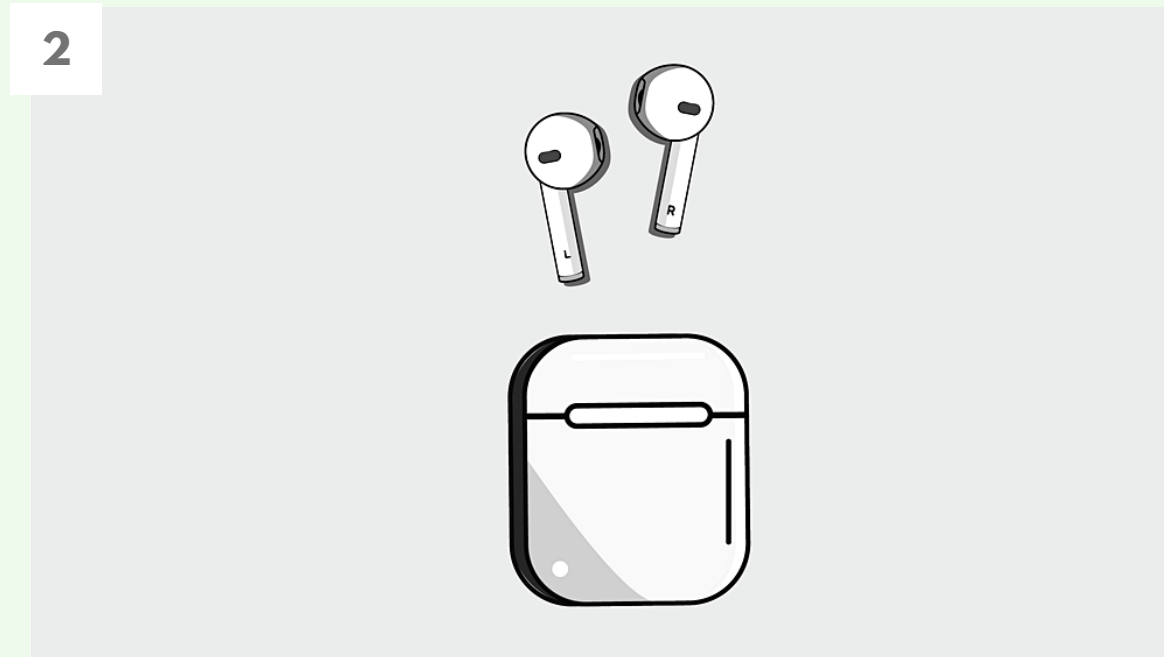- Voice search

- Better playlist options

EMPATHY MAP

says

"I want to find new music"

"Music elevates my mood and makes me happy"

"I like my playlists on shuffle"

thinks

I love this song, I'm going to replay it a 100 times!

My friend would really like this song

Which other songs sound similar to this one?

does

plays music with friends

creates personal playlists

listens to music while commuting to work everyday

works out regularly

goes to concerts

feels

the need for motivation to complete a work out session

excited to travel and go on long drives with music

uncomfortable using phones with a single hand while multitasking
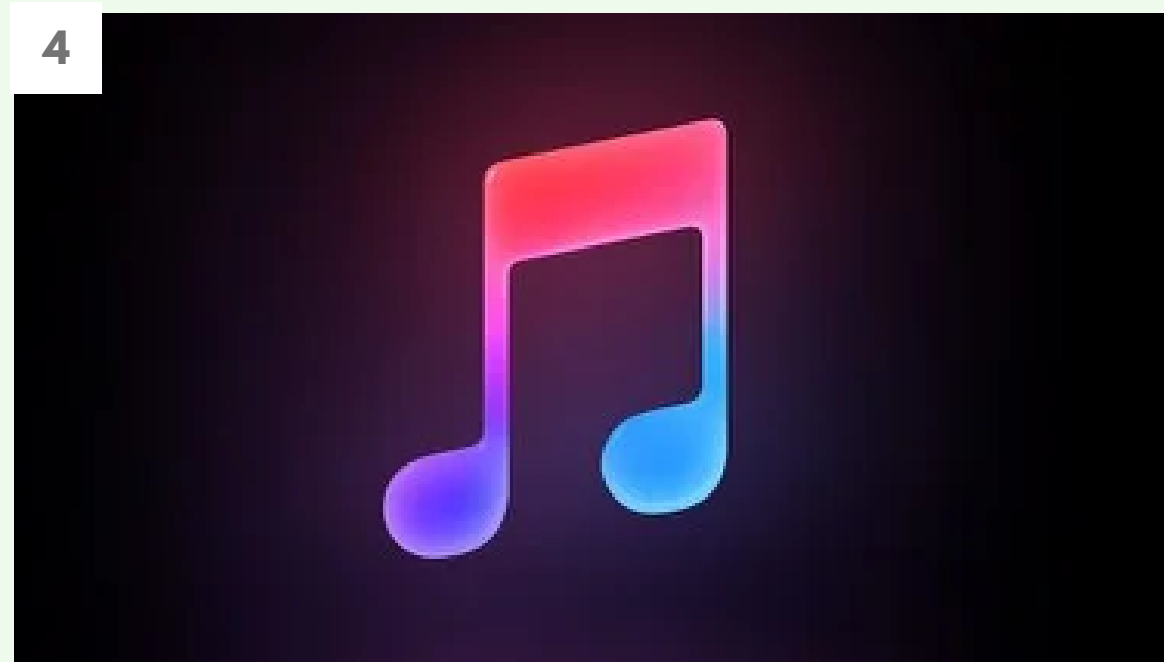
STORYBOARD - Running/Cardio

1

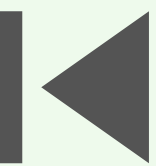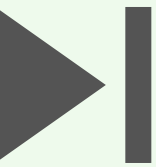Gita decides to go for a run.

2

Gita wants to listen to music on rhythmic alongside.

3

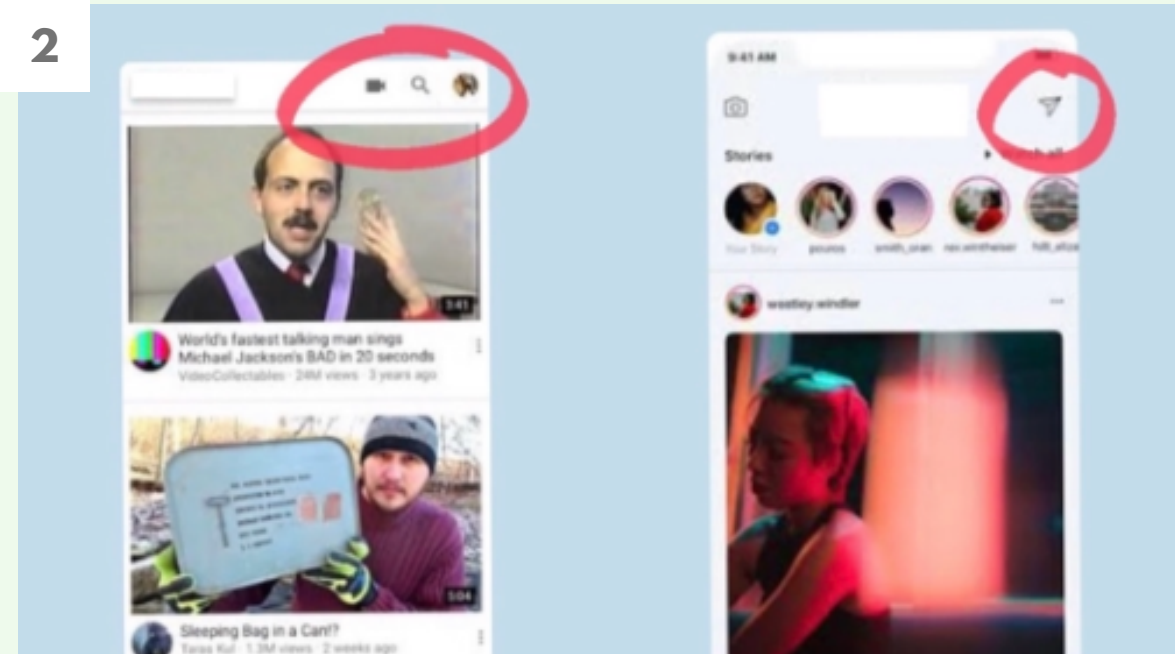rhythmic captures Gita's steps per minute via her phone or her smart watch.

4

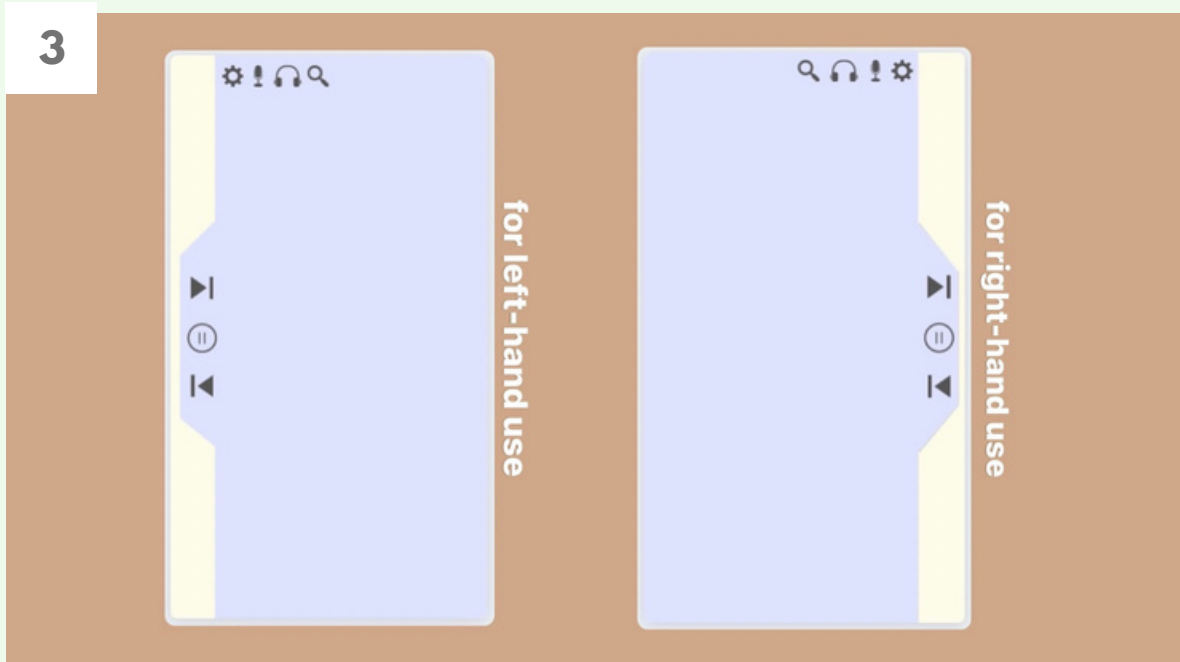And delivers music tailored to her pace to keep her motivated.

STORYBOARD - Hand Adaptive Interface
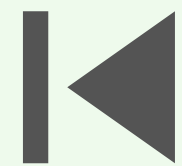
1

Rahul is a left handed boy.
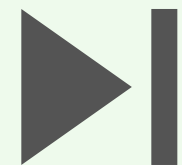
2

Rahul often faces difficulties while using mobile apps that are usually right-hand intensive.

3

for left-hand use

for right-hand use

But why worry when you have rhythmic.

4

Our hand-adaptive interface lets Rahul enjoy his music hassle free.

HIGH FIDELITY PROTOTYPE

rhythmic.

relating to a strong, regular repeated
pattern of movement or sound

---

rhythmic.

relating to a strong, regular repeated
pattern of movement or sound

hi, what's your name?

_____

and your phone number?

_____

---

rhythmic.

relating to a strong, regular repeated
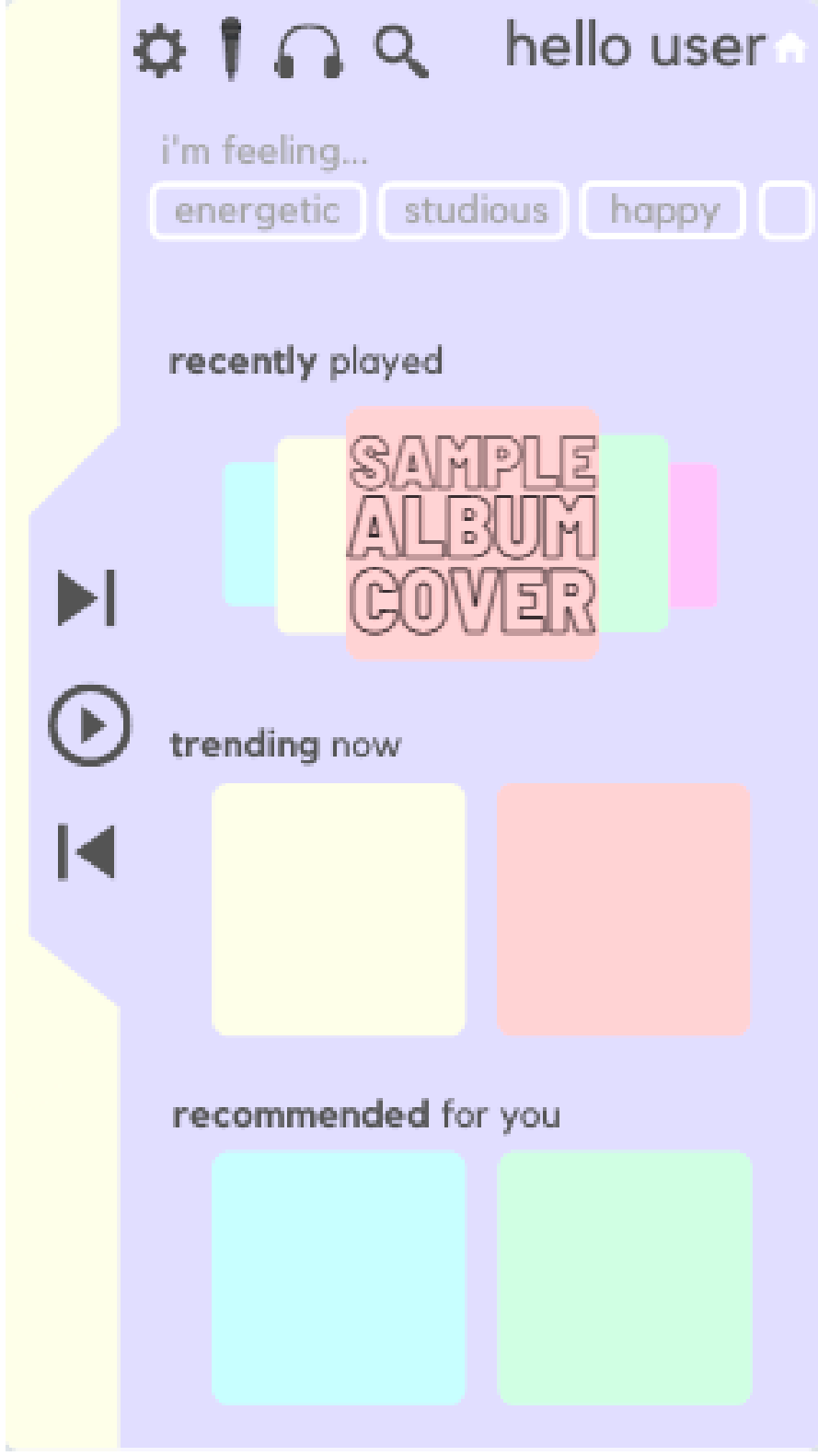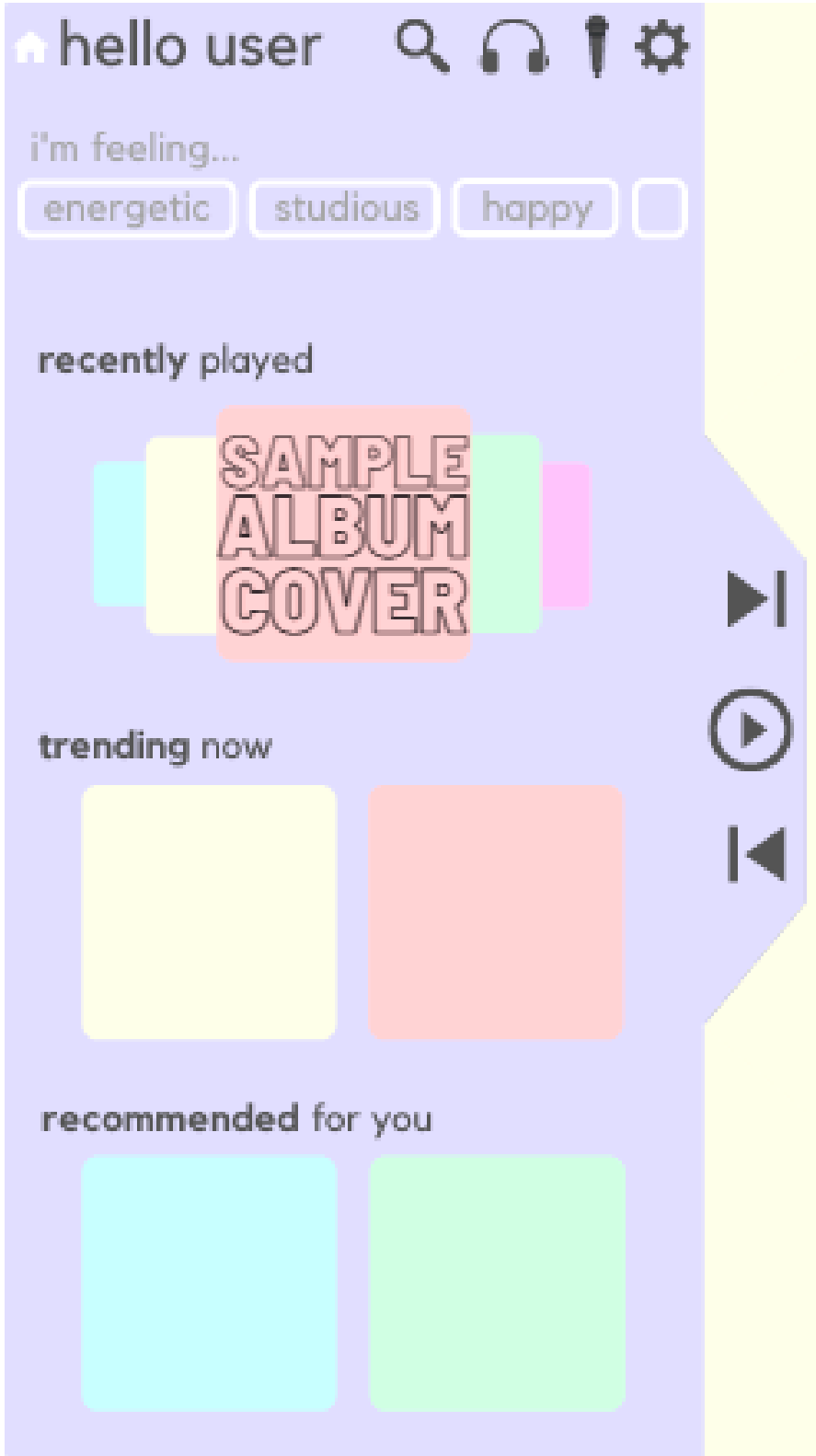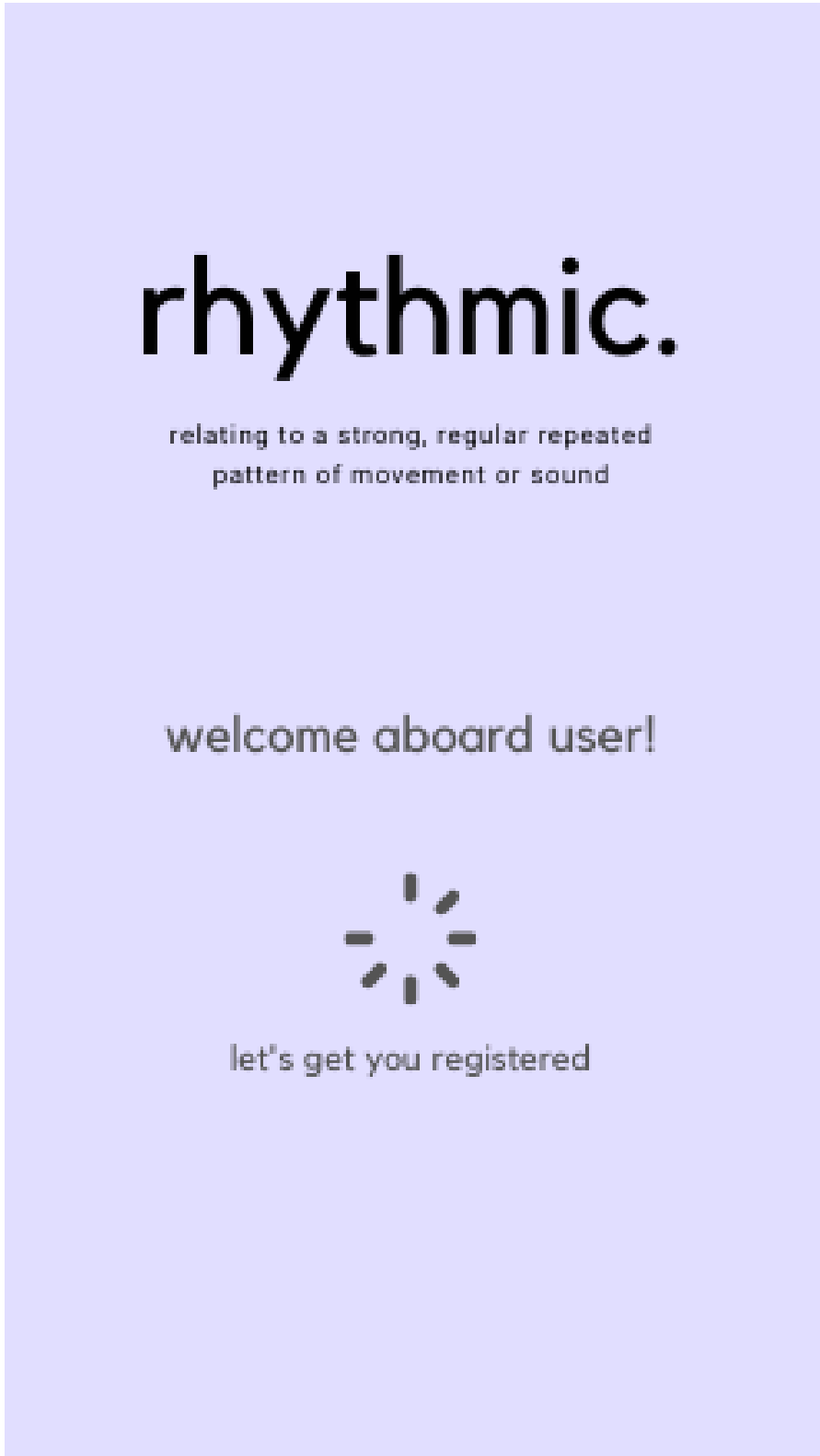pattern of movement or sound
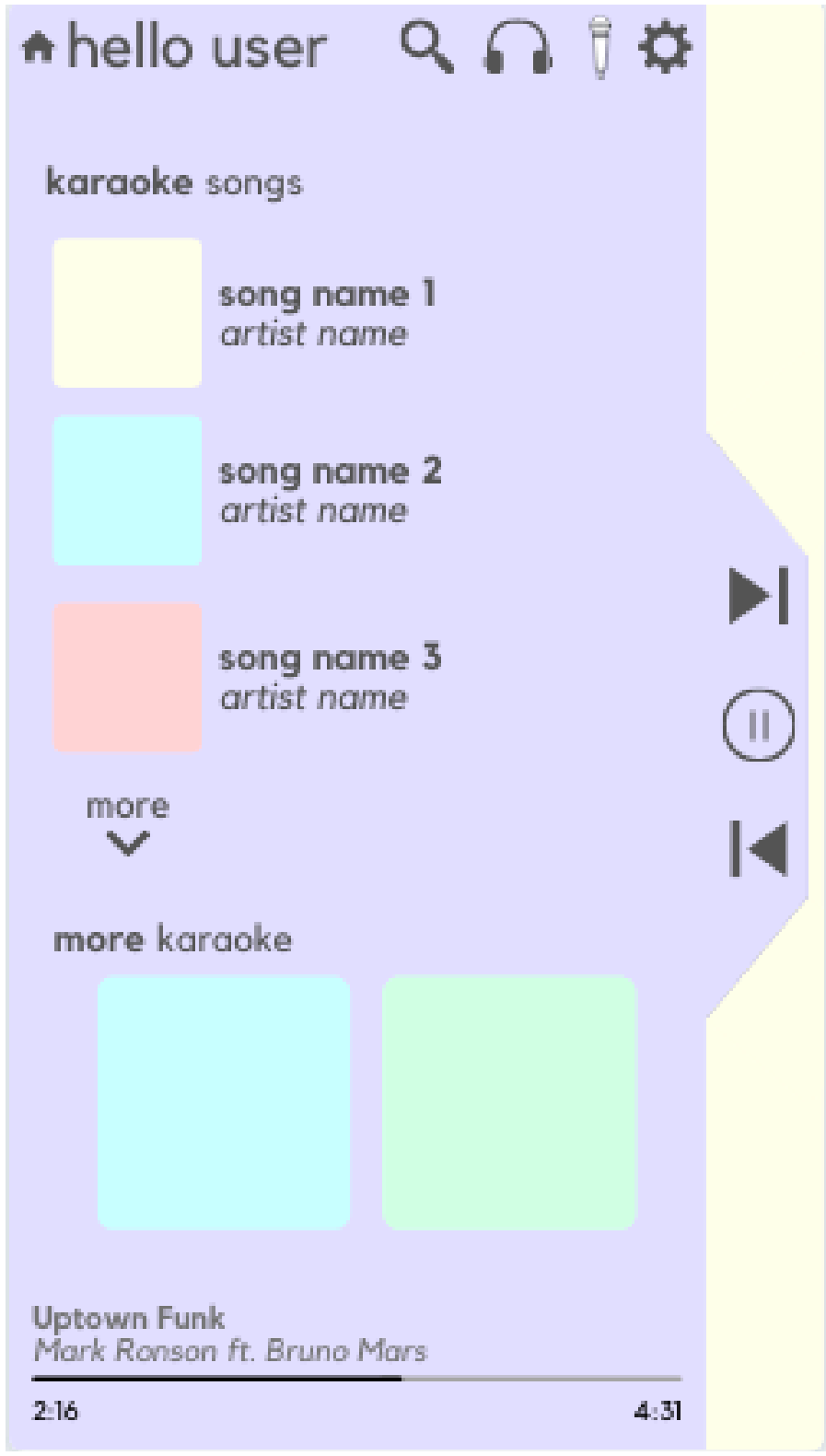
please enter OTP

— — — —

00:59   send again

HIGH FIDELITY PROTOTYPE contd.
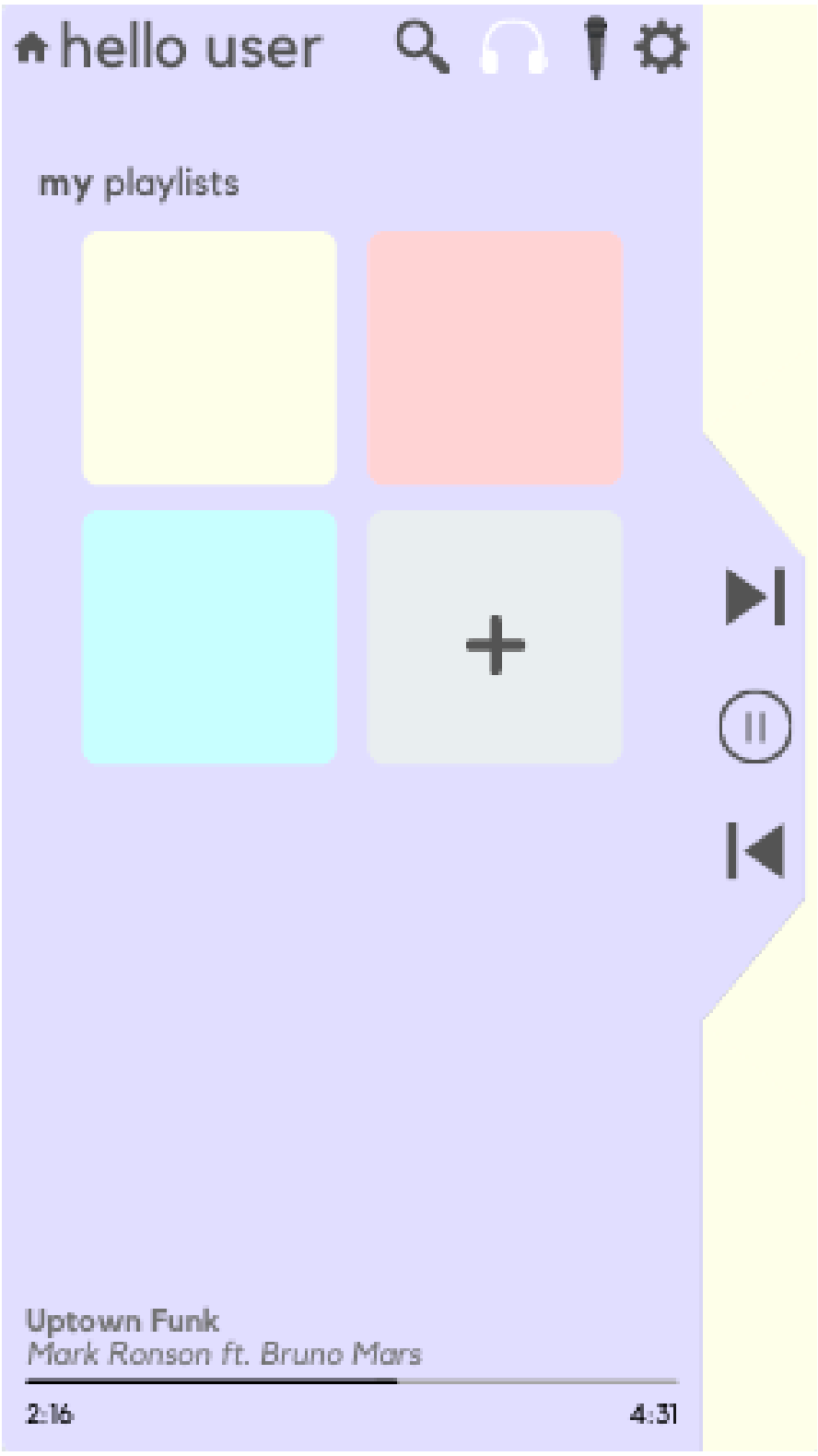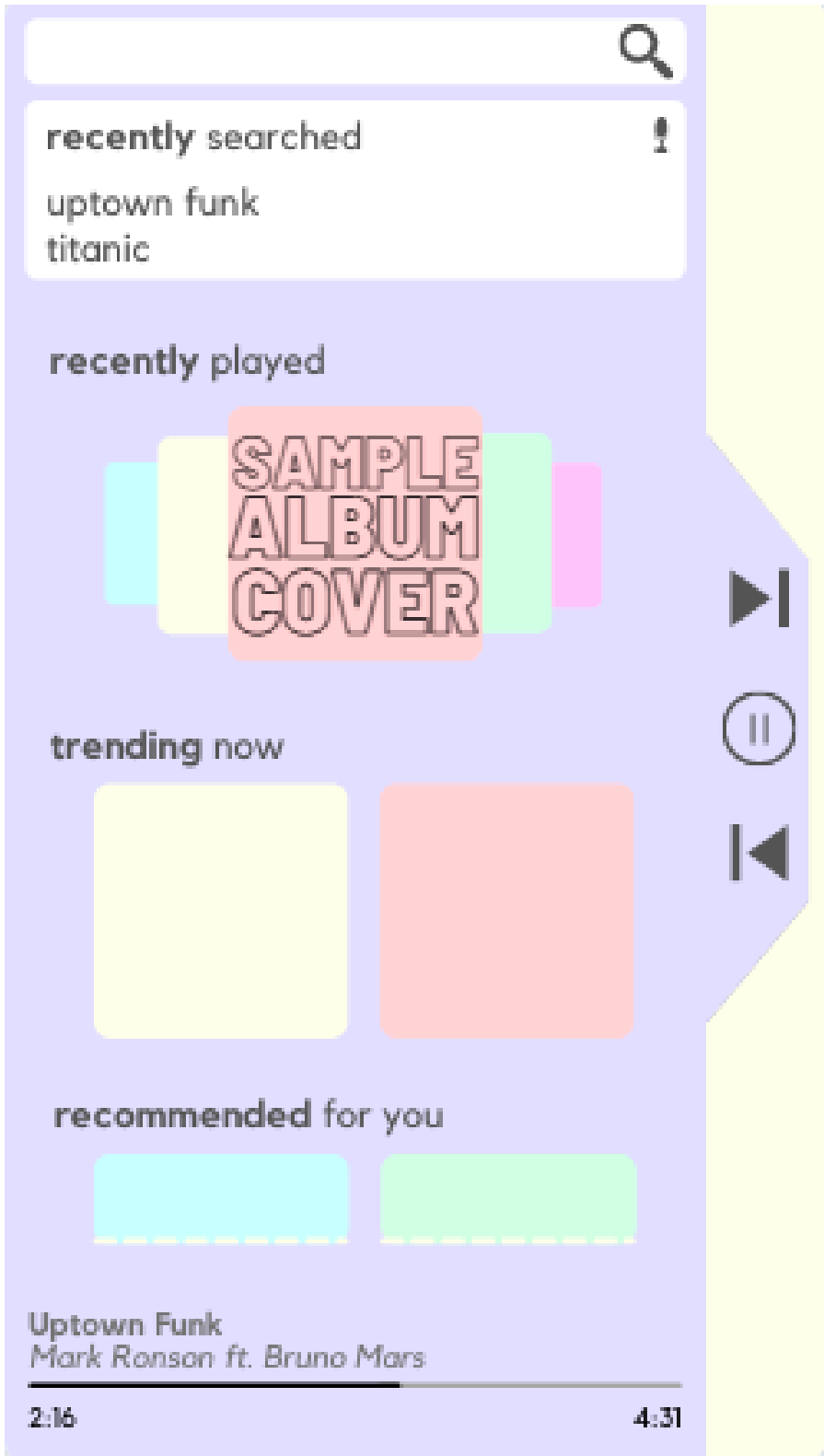
HIGH FIDELITY PROTOTYPE contd.

Screen 1

recently searched !
uptown funk
titanic

recently played

SAMPLE ALBUM COVER

trending now

recommended for you

Uptown Funk
Mark Ronson ft. Bruno Mars
2:16   4:31

Screen 2

⌂ hello user   🔍 🎧 🎤 ⚙

my playlists

+

Uptown Funk
Mark Ronson ft. Bruno Mars
2:16   4:31

Screen 3

⌂ hello user   🔍 🎧 🎤 ⚙

karaoke songs

song name 1
artist name

song name 2
artist name

song name 3
artist name

more
⌄

more karaoke

Uptown Funk
Mark Ronson ft. Bruno Mars
2:16   4:31

Screen 4

⌂ user's profile   🔍 🎧 🎤 ⚙

name **user**

phone number **99xxxxxxxx**

email ***add email***

notifications ON **OFF**

languages ›

help ›

about ›

start a party!   copy url
rhythmic.com/startparty/abc/share

Uptown Funk
Mark Ronson ft. Bruno Mars
2:16   4:31

HIGH FIDELITY PROTOTYPE contd.

HIGH FIDELITY PROTOTYPE contd.
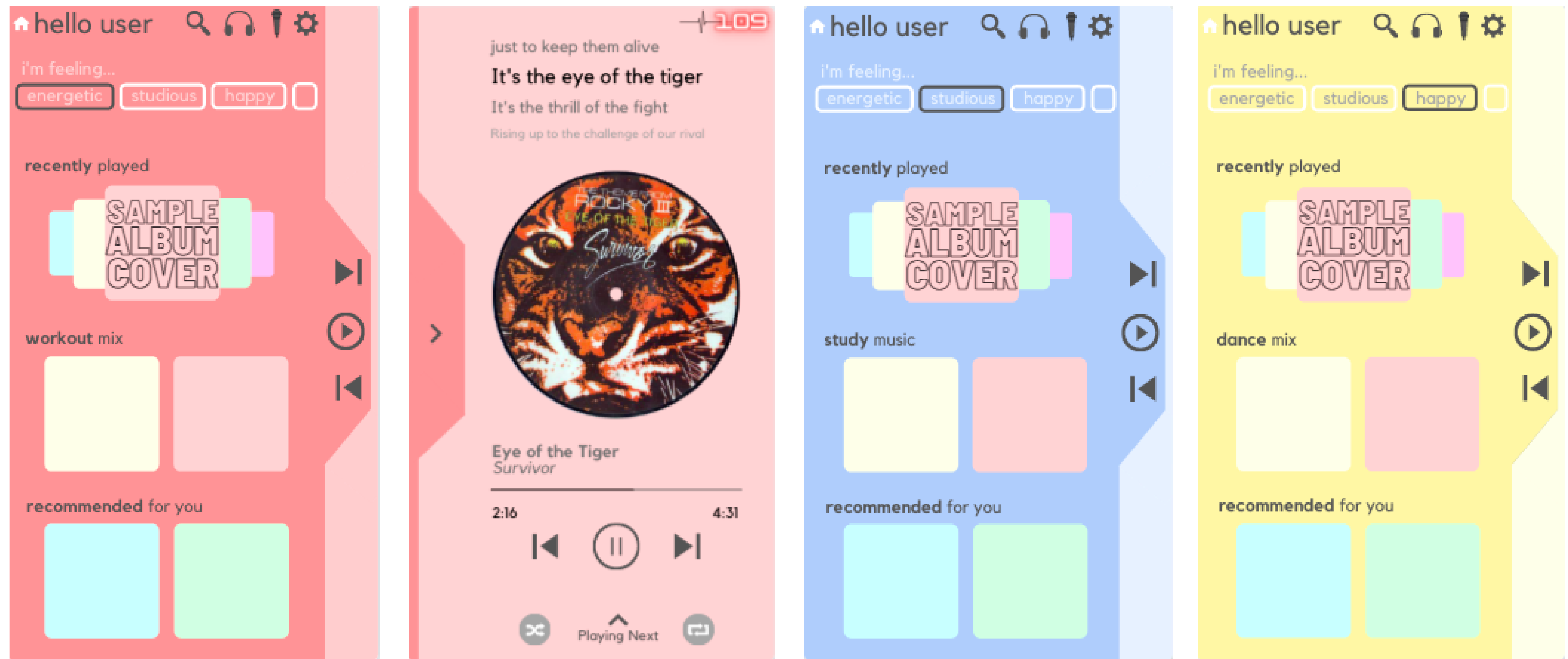
HEURISTIC EVALUATION

Based on the 10 usability heuristics as defined by the Jakob Nielsen and the Nielsen Norman Group.

1. VISIBILITY OF SYSTEM STATUS
2. MATCH BETWEEN SYSTEM AND THE REAL WORLD
3. USER CONTROL AND FREEDOM
4. CONSISTENCY AND STANDARDS
5. ERROR PREVENTION
6. RECOGNITION RATHER THAN RECALL
7. FLEXIBILITY AND EFFICIENCY OF USE
8. AESTHETIC AND MINIMALIST DESIGN
9. HELP USERS RECOGNIZE, DIAGNOSE AND RECOVER FROM ERRORS
10. HELP AND DOCUMENTATION
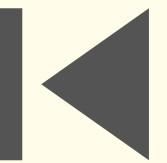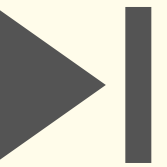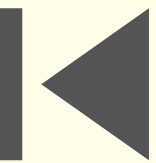
HEURISTIC EVALUATION contd.

VISIBILITY OF SYSTEM STATUS

- Appropriate messages will be displayed when
  - a user registers for the first time
  - a new playlist is created
  - a song is successfully added to a playlist
- Clear and visible icons for global navigation and status of currently playing song.
- User's steps will be captured at regular intervals and will be visible on the screen to keep them notified.
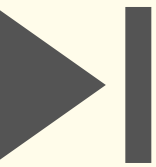
MATCH BETWEEN SYSTEM AND THE REAL WORLD

- *rhythmic.* uses the English language as its mode of communication.
- The users can also search using their voice via the app's voice search assistant.
- On the music player screen, the play/pause icon is located in between the 'previous' and 'next' icons, following the real-world convention of forward and backward, so that users can quickly navigate through the playlist.
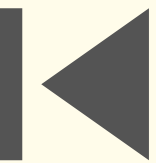
HEURISTIC EVALUATION contd.

USER CONTROL AND FREEDOM

- To exit the Search, My Playlists, Karaoke or the Settings screen, the user simply has to deselect the icon. To exit from the music player or the song queue screen, the user has to swipe as directed.
- A 'Home' icon is provided on every screen.
- User has the freedom to choose their preferred languages.
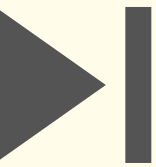
CONSISTENCY AND STANDARDS

- *rhythmic.* makes use of the standard icons for previous, next, play and pause icons that are familiar to everyone and conform to any music streaming service conventions.
- The music player screen appears on swiping left from any other screen on the app and swiping right back from the player directs the user to the previously opened screen which indicates internal consistency.

ERROR PREVENTION

rhythmic. notifies the user and asks for permission before letting the user perform a critical action like deleting a playlist.
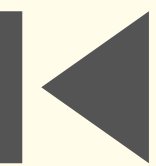
HEURISTIC EVALUATION contd.

RECOGNITION RATHER THAN RECALL

- The user's recent searches list is displayed in the search box to reduce the memorization of old search history.
- The home page hosts a list of the user's recently played songs and playlists in case they wish to revisit a playlist.
- Users are also provided with trending playlists to help them discover popular tracks that they might have heard in another context.
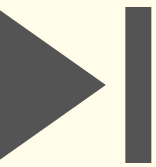
**FLEXIBILITY AND EFFICIENCY OF USE**

- Shortcut icons are provided for various end goals.
- *rhythmic.* lets users add/delete multiple songs to/from a playlist via the 'add' icon.
- It does the same with downloading music offline in that users are allowed to download multiple tracks at once via the 'download' icon.
- Flexibility - voice assistant and hand adaptive

HEURISTIC EVALUATION contd.

AESTHETIC AND MINIMALIST DESIGN

- *rhythmic.*'s interface is ad-free.

- The entirety of the app's background uses a palette of pastel colours.

- The background colour can change to suit the user's current mood.
    - Red - energizing, signifies strong ambition and determination
    - Blue - lowers blood pressure and slows down the heart rate, promoting a relaxing atmosphere to study or work in
    - Yellow - bright colour that is often described as cheery and warm

- Only a minimal set of frequently needed icons and options are displayed on the screen for easy, informative, hassle-free usage of the app. For example, the option to choose preferred languages is not required on every screen since it is a rarely used feature. Hence, it is present in the 'settings' section of the app.
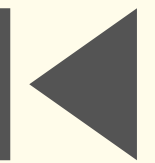
HEURISTIC EVALUATION contd.

HELP USERS RECOGNIZE, DIAGNOSE AND RECOVER FROM ERRORS

- There are not many critical errors that a user may encounter on rhythmic.
- However, appropriate flashes and messages will be displayed on the screen in case of failure. For example, in case of a network issue, the user will be notified that the app is not able to connect to the internet and the user will be suggested to reload the app or check their device's connectivity status.
- Appropriate error messages will be displayed to the user in case of sign-up or log-in failure due to various reasons like incorrect credentials and mismatched OTP.
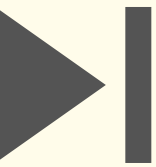
HELP AND DOCUMENTATION

- All first-time *rhythmic.* users will be introduced to the app by a simple tutorial that displays the actions performed by each icon on the screen and the basics of navigation.
- A recurring user can access the app's documentation in the form of FAQs in the 'settings' section.
- *rhythmic.* also provides 24x7 email support to the user in case of any enquiries. (help@rhythmic.com)