

6.470 Milestone 1

User Research

- 1) The problem we're addressing is the problem of musicians and fans alike being disconnected from each other. That includes musicians both playing independently and looking to perform with others.
- 2) Our one-liner is basically a collaborative directory/ working space for musicians and fans of music alike.
- 3) Musicians and fans can upload their work and can look up potential band-mates. People can host online jam sessions and post garageband project files to be edited by the community members if they set the permissions to do so.
- 4) Musicians and lovers of music. Age demographic: teens, young adults, 20-35 yr. old
- 5) Established musicians: they would need more file space. Probably expect audio editing, more control of their permissions and privacy, copyright issues.
- 6) Interviews included at the end.
- 7) We need a way to perhaps look at audio quality if we're going to implement live-streaming. There's also this issue of controlling privacy to a few people, not just all-or-nothing.
- 8) Personas
 - a) Musician
 - i) Behavior: We want this person to be the dedicated musician, the kind of musician that is constantly playing, preferably as their main living or their serious hobby. They'd be playing, recording, trying to do shows, etc.
 - ii) Goals: They want to get exposed, "discovered" as they said. They want people listening to their music, whether it be two people or two hundred people. They want to showcase their skill or have a place where they can put all of their recordings together. They would want to share their tastes and preferences with others.
 - iii) Skills: They know how to play an instrument, casually or seriously. They know how to produce a track with some kind of recording software. They have a substantial web presence.
 - iv) Attitudes: They're laid-back but passionate about their music.
 - b) Fan
 - i) Behavior: They're a concert-goer. They're the super-enthusiastic, infectious kind of fan that lives and breathes music. They have their favorite band's posters, pins, entire discography, etc. They are always listening to new music, going on iTunes, Spotify, Pandora, etc. and searching until they find new stuff they like.
 - ii) Goals: They want to find new bands. They want to find local shows. They want to find fans like themselves that are just as passionate about their fandom as they are. Their friends don't really want to accompany them to concerts so they need new ones.
 - iii) Skills: they know how to obtain their music, legally and otherwise. They know how to look for local shows. They can travel to and fro.
 - iv) Attitudes: they're die-hard fans.

9) Use Case

| | |
|---|--------------------------------------|
| Actor | World |
| Records an original composition | |
| Upload it to site | |
| | Posts it to their profile |
| | Comments are enabled for their video |
| Links others to their video through some kind of feed | |

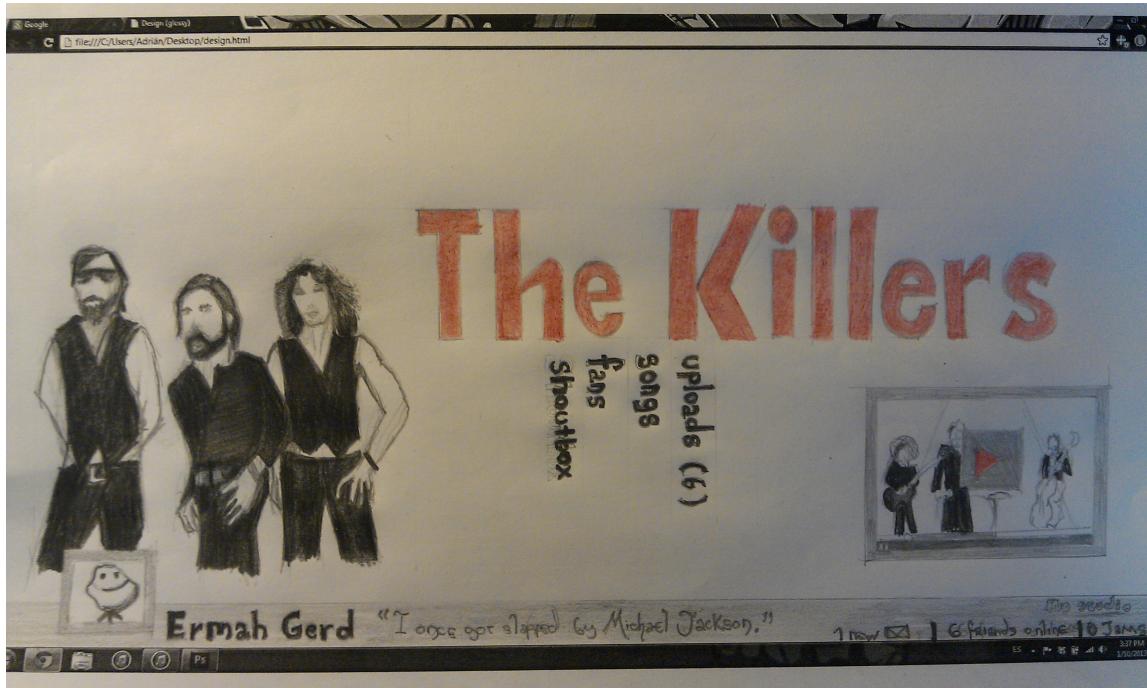
Jam session

| | |
|--|--|
| Actor | Site |
| Decide what to play | |
| They set up their mic/webcam | |
| | Host their audio/video stream |
| Keeps on playing | |
| | Notify the user that others are listening/watching |
| | Request from musicians to join in |
| Picks a request and accepts it | |
| | Combine audio streams |
| Stop playing and close the jam session | |

Fandom

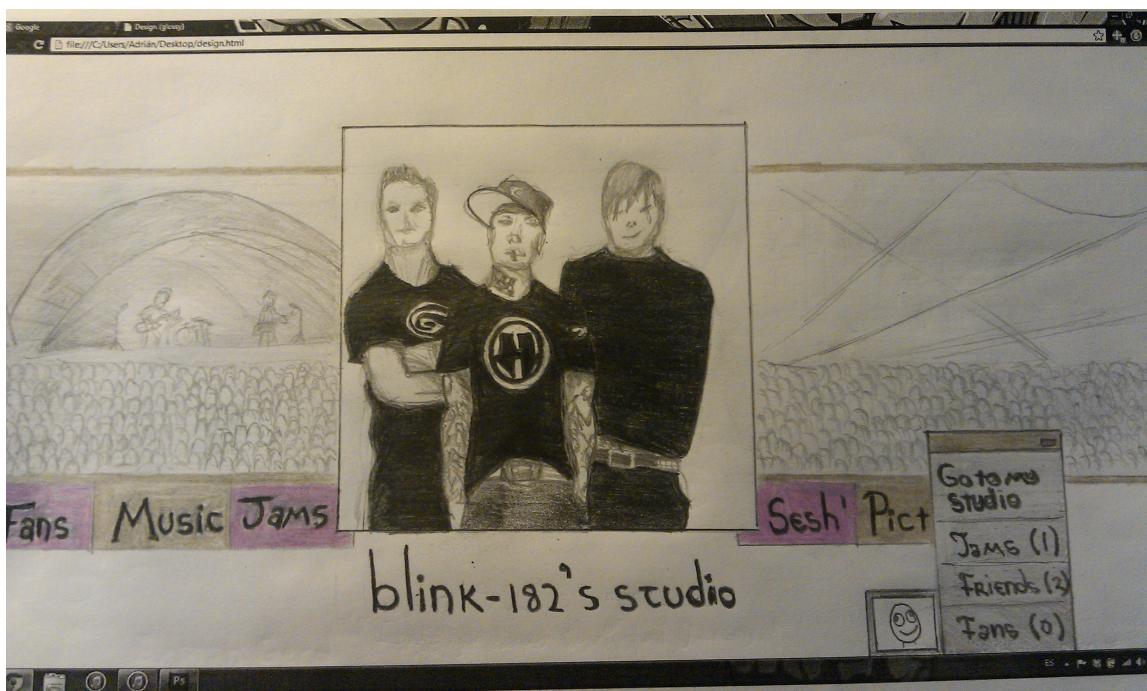
| | |
|--|--|
| Actor | Site |
| Buys tickets to a show or finds a show of interest | |
| Posts on site that they're going/want to go | |
| | Posts the concert by geographical proximity and hosts comments from others wanting to go |
| Reads through those comments and messages other fans | |

Site Design



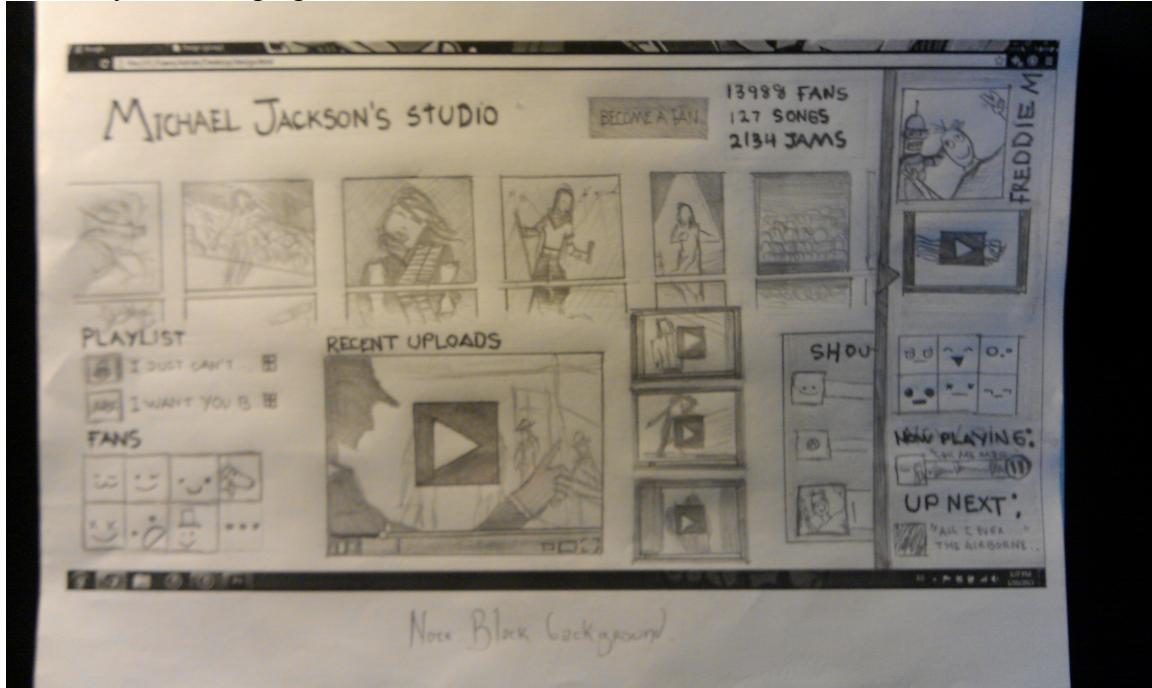
Pros: Simple, clean, minimalist. Emphasizes display of content through the videos.
Great emphasis on band image.

Cons: Vertical text hard to read, no display of networks, no clear way of messaging the user.



Pros: cleaner menus, clearer tabs, also minimalist. Nice banner image.

Cons: Odd centering of photo, cluttering of tabs. Blank space not used effectively. No clear way of messaging.



Pros: Better emphasis on recording content, use of a music player. More explicit display of social features.

Cons: Very cluttered, no clear visual path between features.

Photoshop Design



The Killers

recent uploads (2)

songs

fans

shoutbox (45)

Derp derpinson "I once won two tickets to Hawaii, so I went twice."

Go to my studio

1 new message | 6 friends online | 0 jams

Additional Questions

- 1. Who is on your team? You may list at most 3 people. For each member list the full legal name, .edu e-mail, school, major(s), year, and graduate/undergraduate status.**

The team consists of Walter Menendez (walterm@mit.edu, Course: 6), Adrian Jimenez-Galindo (adrianjg@mit.edu, Course: 2A & 8), and Michelle Johnson (mchlljy@mit.edu, Course: 6). We are all a part of the class of 2015 as undergraduates.

- 2. Would your team like to participate in the Rookie Division?**

No.

- 3. Which of the themes does your application match? Your answer should be one sentence if the match is reasonably obvious. Be as brief as you can. If your application matches both themes, list the one where the matching is more obvious.**

Our application matches the “Meeting New People” theme.

- 4. What technology do you plan to use for your server-side programming (e.g. PHP, Ruby on Rails, etc)?**

We plan to use Ruby on Rails.

- 5. What risks do you envision preventing you from successfully implementing your idea? Consider this an exercise of imagination, not a test of confidence.**

The learning curve of Ruby on Rails and implementing it onto our website.

- 6. Are you planning to participate in the competition? Your answer will solely be used for planning purposes.**

Yes.

Interview with Anita:

1. What kind of musical background do you have?

I played Clarinet in elementary school.

2. Instruments?

Clarinet

3. Favorite genres/artists?

Swedish House Mafia, Ed Sheeran, Frank Sinatra, Whitney Houston, Mr. Cheeks, Wale, Tupac, and Nas.

4. How often do you go to concerts?

Very recently, once a year

5. What would make you go more often?

Time and money

6. Are you in a band?

No.

7. Wanna be in a band?

It would be cool to be one but I can't sing or play an instrument

8. Do you do your own recordings?

No.

9. Where do you upload them if you do?

It depends.

10. Would you upload it if you could control privacy and also get critique/reviews from others?

Yes, especially if there is anonymity.

11. Would you want a site where you could find different musicians and have a jam session?

I think that would be really cool.

12. How often do you use streaming services like UStream, Google Hangout, etc?

Yes, I use Pandora almost every day.

13. Would you use them more often if you could broadcast out to others?

Yes

14. What do you find difficult about collaborating on music or sharing your own content?

Forming a personality and people bashing you for it (cyber bullying).

She also suggested that we “make privacy settings where you can only share with people you choose.”

Nick Uhlenhuth, '16

What instruments do you play?

I'm a drummer.

Favorite genres?

Mostly rock.

Are you in a band?

Yeah, currently. It's my brother, this one other guy, and then a grad student.

Have you been in one previously?

One in high school, named Good Luck Joseph. It was just a couple of our friends.

How did that form?

We just met up one day, starting playing together and we made it a thing. It was really easy since we knew each other already.

What about the one here on campus?

That one was harder to form. We had three members ready but we couldn't find a fourth. If it hadn't been for this one guy who forwarded us an email, we wouldn't have formed.

So what's the hardest thing about starting a band?

It's either really easy or really hard because you either already know everyone or you spend so much time looking for people. Like with this new band, the last member's a grad student. Kinda would have preferred an undergrad.

Do you do your own original recordings?

I mostly do covers. Drum covers are awesome.

Where do you post them?

Mostly to Facebook, although recently I posted one to Youtube and it got some hits.

Would you want a forum where you could control privacy settings to your stuff?

Maybe. If I wanted to post a track to a few bandmates then yeah. But if I'm uploading it I guess I kinda want everyone to see it, haha. It definitely would be better to upload for free since with one band, we paid to get it recorded and it didn't sell that well. People just don't buy music anymore, it's all streaming now.

Have you ever done any webcast performances?

Nah, kinda wanted to.

Would you use a site where you could?

That'd be cool. I'd be concerned about audio quality though.

Adrian's Interview:

1. What kind of musical background do you have?

I have been an active listener of music since I was about 7, I've been playing music since I was 10.

2. Instruments?

I play bass, guitar, trombone, and violin

3. Favorite genres/artists?

Favorite genres are punk rock, ska/rocksteady, and indie rock

Favorite artists are Pink Floyd, LCD Soundsystem, Leftover Crack, and The Strokes

4. How often do you go to concerts?

I go to concerts about once a month.

5. What would make you go more often?

More money and time would make me go more often.

6. Are you in a band?

I am not in a band at the moment

7. Wanna be in a band?

I would love to be in a band

8. Do you do your own recordings?

I have done some of my own recordings, but I usually have someone helping me out.

9. Where do you upload them if you do?

I upload them on Soundcloud.

10. Would you upload it if you could control privacy and also get critique/reviews from others?

I would definitely upload to such a site.

11. Would you want a site where you could find different musicians and have a jam session?

I'm not entirely sure how a jam session would happen in cyberspace, but I would be game to try it!

12. How often do you use streaming services like UStream, Google Hangout, etc?

I use Google Hangout about once a month

13. Would you use them more often if you could broadcast out to others?

If I could broadcast out to others I would probably use them a lot more.

14. What do you find difficult about collaborating on music or sharing your own content?

I think the most difficult part of collaboration is getting in tune with each other's musical style and building from the common ground. As an individual, sharing your content outside of your friends and family can be difficult because reaching a wider audience is strongly dependent on how popular your music is and how many opportunities you have to be heard.