

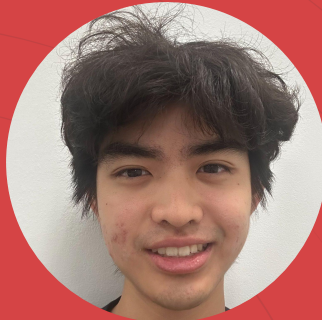
The background is a vibrant red. On the left, there are several faint, concentric white circles. Scattered across the red background are five white, five-pointed stars of varying sizes. On the right side, a large, black vinyl record is partially visible, with its center hole being a solid yellow circle. A red swoosh or line curves around the bottom edge of the record.

# **Sonare Needfinding**

# Team Members



**Bianca  
Chung**



**Brian  
Huang**



**Carlos  
Espinola**

**Domain/Theme**


## **Music Practicing**

**Exploring musicians' experiences, challenges,  
and emotions when learning new songs.**



# Needfinding Methodology

# Interview Questions



**Background & General  
Music Experience**

**Technology & Learning  
Tools**

**Learning New Songs**

**Mindset, Motivation &  
Emotional Connection**

**Pain Points & Challenges**

# Interview Questions



- What usually motivates you to learn a new song? Is it personal interest, challenge, or something else?
- How do you usually break down a new song when learning it?
- What frustrates you the most when trying to learn a new song?
- When you get stuck on a part of a song, how do you usually deal with it? (e.g., repeated practice, seeking help, etc.)
- Do you use any apps, websites, or software to help with music practice? Which ones and why?
- How does playing music make you feel?



# Interviewee A



## ✶ Who

Name: Melody

Gender: Female

Age: 21

Nationality: R.O.C. (Taiwan)

Education Level: NTHU undergrad

## ✶ How

high school friend

## ✶ Where

Online interview

## ✶ Why

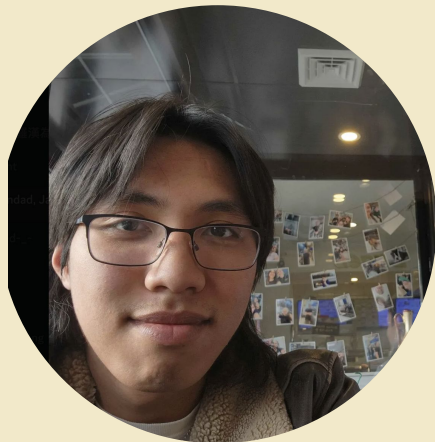
Guitar: 6 yrs

Bass: 3 yrs

Musical behavior:

- practice twice per week, 2 hrs for each session
- motivated by specific songs she wants to sing and play

# Interviewee B



## ☀ Who

Name: Conrad

Gender: Male

Age: 19

Nationality: USA

Education Level: Undergrad at  
TCNJ

## ☀ How

Friend from high  
school

## ☀ Why

Guitar: 7 years

Piano: 4 years

Self-Taught

## ☀ Where

Discord call



# Interviewee C



## ☀ Who

Name: Aydin

Gender: Male

Age: 20

Nationality: USA

Education Level: Rowan  
University

## ☀ How

Friend from high  
school

## ☀ Why

Novice Drummer

~2 years experience

Took a long break

## ☀ Where

Discord call

# Interviewee D



## ✦ Who

Name: Ruth

Gender: Female

Age: 27

Nationality: Paraguayan

Education Level: NTU Master in Literature

## ✦ How

Carlos' flatmate

## ✦ Why

Violin: 15 years

Ukulele: 8 years

## ✦ Where

Face to face interview

# Interviewee E



## ☀ Who

Name: Fran

Gender: Male

Age: 27

Nationality: Paraguayan

Education Level: NTUT Master in  
Industrial Engineering

## ☀ How

Carlos' flatmate

## ☀ Why?

Guitar and Bass: 15 years

Has a youtube channel

## ☀ Where

Face to face interview

# Empathy Map



# Say

- Conrad: "If there isn't a tutorial on youtube, I'm not learning it"
- Aydin: "I find video tutorials really helpful"
- Conrad: "I like recording myself, it helps me get a different perspective"
- Fran: "I like recording myself to track progress—it's how I know if I'm improving."
- Ruth: "Theory is like a language; it makes learning easier."

# Say

- Aydin: "I like music because it helps utilize the more artistic side of me"
- Conrad: "Sometimes, I wish there was a person next to me helping me play guitar"
- Ruth: "My goal is to find a private teacher again for structure."
- Melody: "I love the feeling when people notice and appreciate my music"

# Think

- Wants to play songs that they like listening to
- Wishes for feedback when learning new songs
- Content with not playing the most difficult songs
- Prefers to learn songs faster
- Believes difficulty can be overcome through persistence and repeated practice.

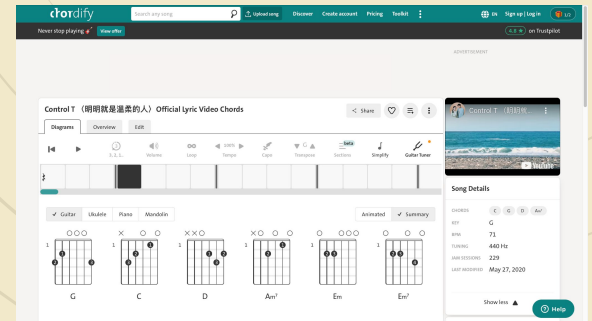
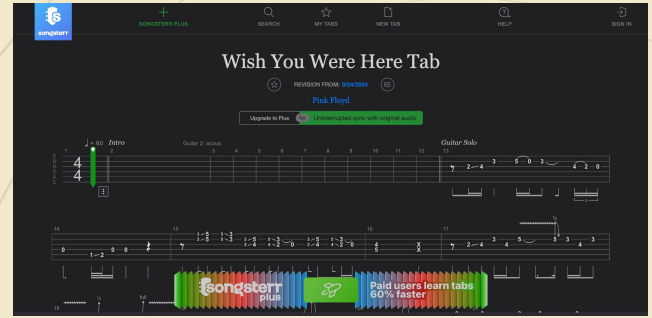
# Feels

- Playing instruments makes them happy
- On/off periods of enthusiasm
- Frustrated or discouraged when faced with challenges
- Nostalgic about past musical experiences
- Feels strongly driven by personal pride or social validation (such as compliments and positive feedback).



# Do

- Uses online resources: Youtube, Songsterr, Chordify
- Starts out with slow tempo
- Abandons songs when too difficult
- Practices for 30-60 minutes
- Primarily learns songs by ear, occasionally writing brief notes or chords on paper
- Often records practice sessions repeatedly



# Analysis



# Analysis

## Quote

"Playing in a band adds an interactive element that solo practice lacks."

"I don't always feel motivated when practicing alone, but sharing progress makes it more exciting."

## Insights

Solo practice often feels isolating, making motivation difficult to sustain.

## Needs

Social elements (e.g., playing with others, competition) drive engagement.

# Analysis

## Quote

"It's just vanity. I want people to know I sing and play well, so I record and post on social media."

## Insights

**Performing for an audience or sharing on social media** creates a sense of purpose in learning and practicing.

## Needs

A **community-driven feature** where users can share progress and receive feedback.

# Analysis

## Quote

"Most online sheet music resources are okay, but sometimes they aren't accurate."

## Insights

Online sheet music and chord apps lack accuracy, forcing users to adjust manually.

## Needs

A more flexible freemium model where essential features like transposition and time-scrubbing are available

# Summary

- **Users choose songs based on personal interest, emotional connection, or technical skill development.**
- **Recordings are helpful**
- **Getting feedback would be appreciated**
- **Music theory: useful, but can be intimidating**
- **Videos tutorials are useful— regardless of skill level**

# Pain & Gain

- **Technical Limitations in Practice => Customizable Learning Experience**

Users want the ability to slow down, simplify, or modify song difficulty without affecting audio quality.

- **Lack of Motivation When Practicing Alone => Social Features**

Gamified elements like leaderboards, progress tracking, and virtual practice rooms help maintain motivation.

- **Real-Time Feedback and Smart Practice Tools**


AI-powered rhythm and timing correction are preferred over subjective "quality" assessments.

# Summary: Interviewee Needs



**Fran: Short, engaging practice tools; visual real-time feedback; community motivation**

**Ruth: Structured learning path; expressivity coaching; intonation feedback**



**Melody: Auto-scrolling chords/lyrics; competitive social incentives; reduced distractions**

**Conrad: Guide for advanced techniques; recordings for reviews**

**Aydin: Sheet music with video tutorials; quiet place to play**

