

# Musit

*Project Recap*



# Our Team

# Who are we?



Senior, CS / HCI

Working at  
Microsoft after  
graduation

Hates Rain



Junior, CS / HCI

Interested in  
design and PM

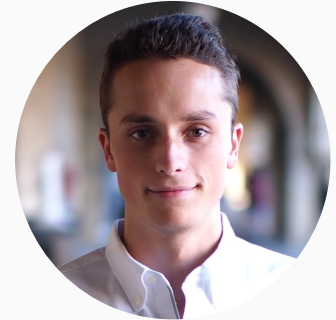
Running, writing,  
baking, learning  
Chinese



Coterm, CS / HCI

Interned for P.  
Diddy, currently  
works for  
Illuminate

Loves niche  
Japanese  
restaurants



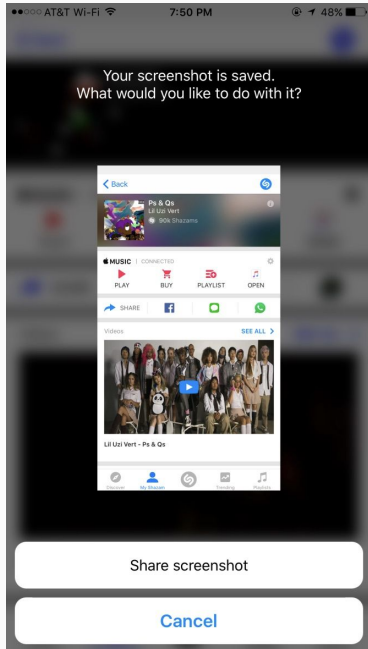
Senior, CS / HCI

Interned at Google  
X, joining startup in  
NYC after grad

Reads Daily Mail on  
Snapchat every day

# Our Problem: Sharing Music

# Existing Channels



Some music services like Spotify and Soundcloud have music-sharing features.

These features are **restricted** to users of that service, and still **auxiliary** to the core features of the platform.

Shazam helps you **remember a song** for later, but still relies on **links** and **screenshots** for sharing.

# Links

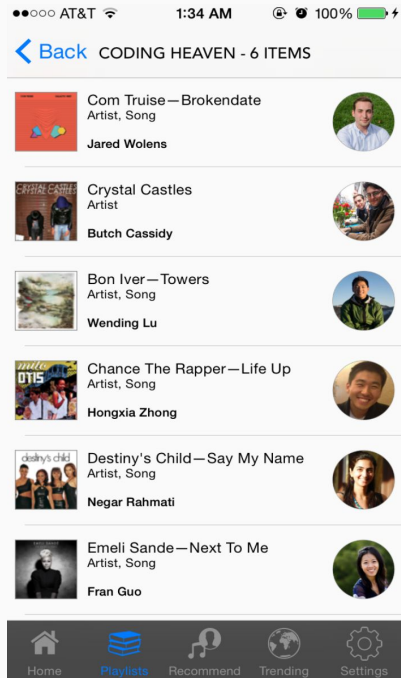
Sharing music today often means **pasting a link** into a message thread. This exchange is **boring** and the link is often **lost**.



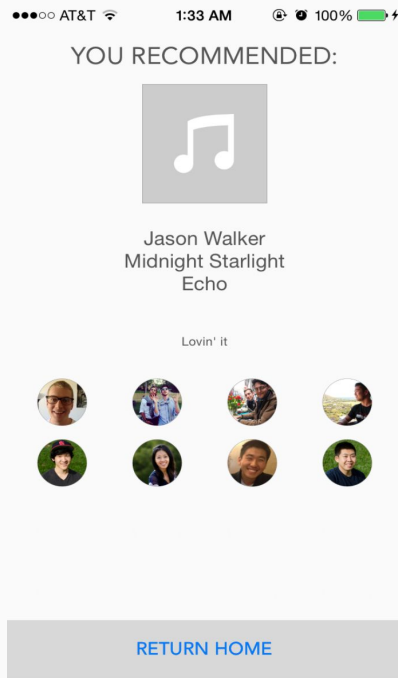
# Our Solution

Build a **dedicated channel** for sharing music with your friends and the people around you.

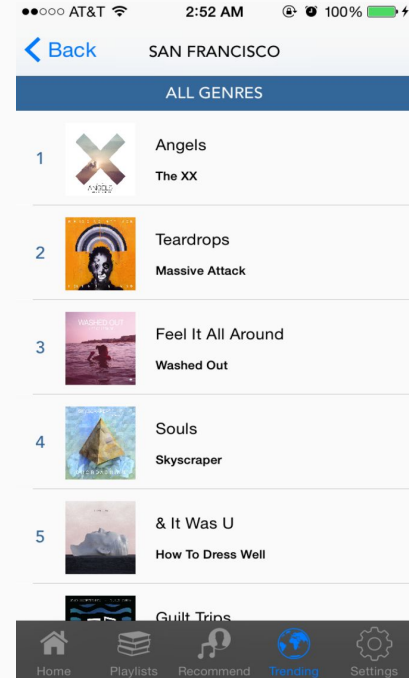
# 3 Tasks



Solicit suggestions for  
your playlists



Send suggestions to  
friends' playlists



Discover music by  
location and genre

# Roadmap

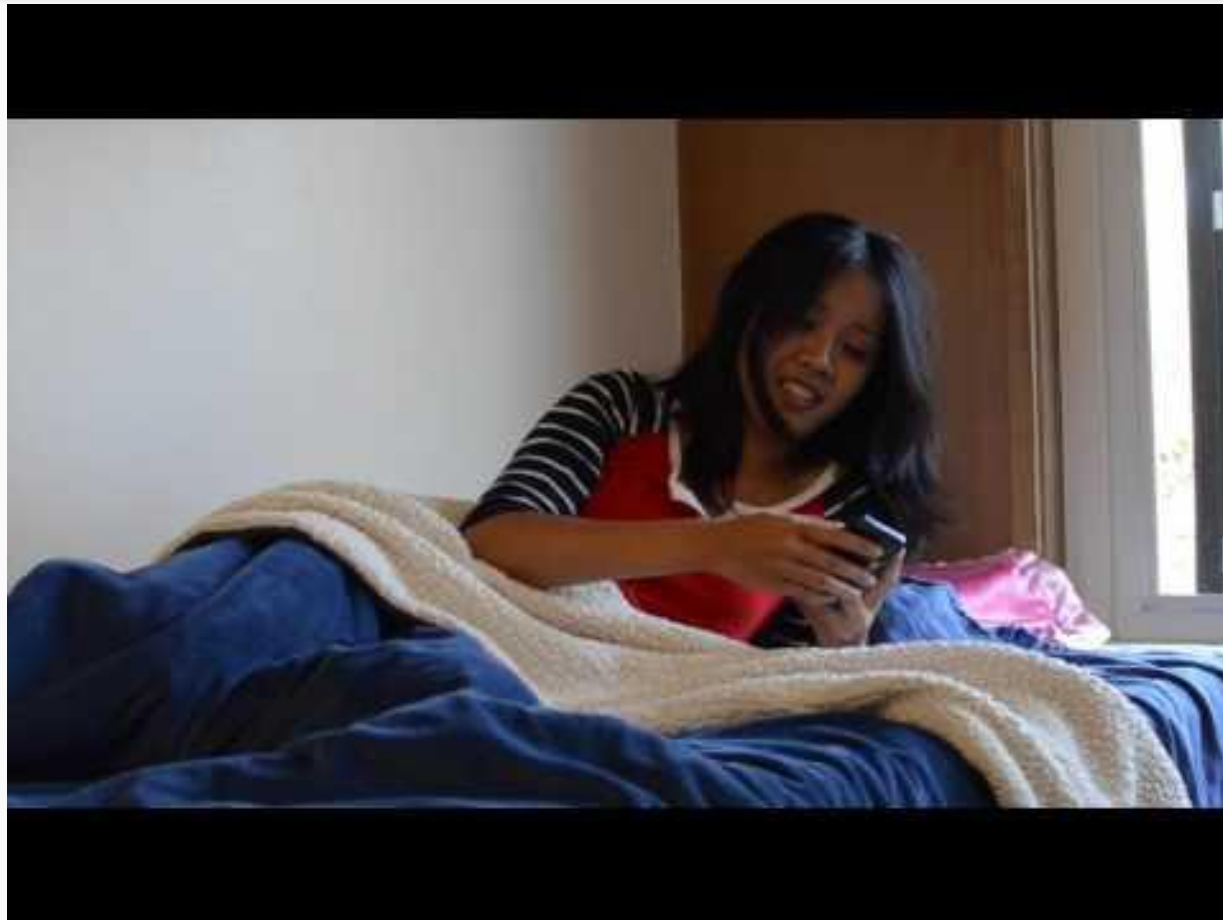
Video

Design evolution

Current UI

Looking ahead

Wrap up



# Design Evolution

# Needfinding

- Project Goal:
  - Create a music sharing application that people can use at any time and in any setting
- Needfinding Goal:
  - Interview a wide range of music fans to discover possible ways to enhance their music sharing experience

# Interviews

## Interviewee #1: E.P.

- 30-40 year-old biologist
- Frequently writes critiques and reviews on music sites
- Avid music sharer
- Enjoys actively sharing recommendations with friends
- Shares music via private messages or timeline posts on Facebook
- Rates suggestions using “like” feature on Facebook
- SoundCloud, Songza, and iTunes for streaming

## Interviewee #2: C. A.

- 18-25 year-old Product Design student
- DJ and music blogger
- Has a multicultural background and enjoys international music
- Listens to music via HypeMachine, SoundCloud, Youtube and iTunes

## Interviewee #3: Z.Z.

- 18-25 year-old Mechanical Engineering Student
- Musician himself → plays guitar
- Listens to music at his desk and on the go
- Representative of the typical user Musit seeks to serve: diverse taste and uses a variety of music platforms

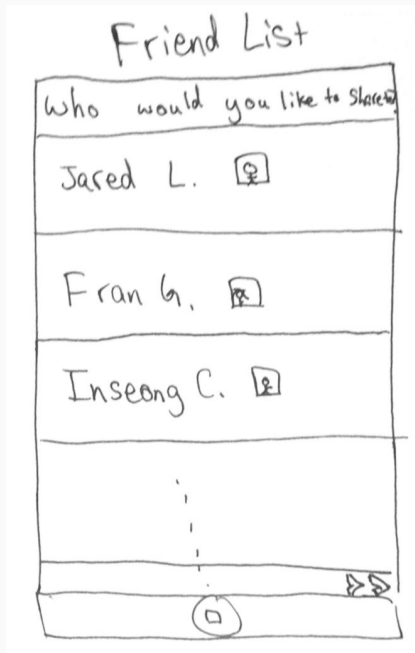
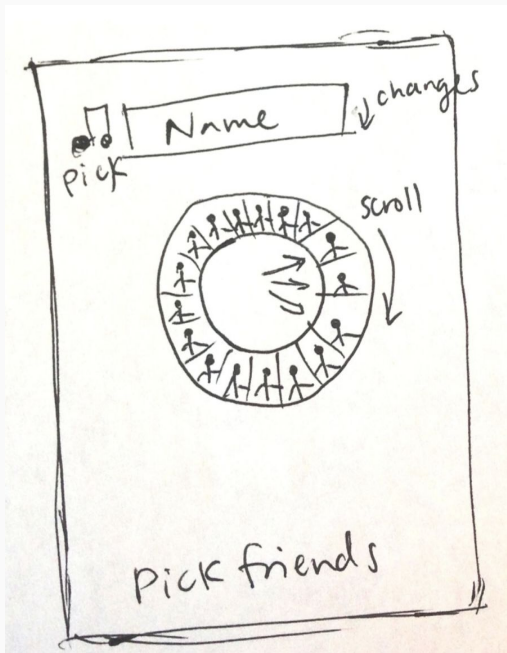
# Contextual Inquiry Findings

- Most use multiple music platforms
  - Each platform has its advantages and drawbacks, so users tend to use different platforms for different tasks
- None of interviewees use music platforms to share their music
  - Most suggest music verbally, or via text message or Facebook
  - Cited privacy concerns associated with sharing from existing music platforms (automatic public sharing on social media sites)
- Several barriers to sharing music exist
  - Copying links is cumbersome
  - No incentives to share actively and often
- Interfaces on music platforms make a big difference
  - Backgrounds and small interface touches influence which platforms users prefer

# Sketches

- Interface Idea: aesthetic collage of songs that friends can contribute to, enables user to search and filter, and presents sharing in an interactive game-like way.
- Primary Features:
  1. Giving friends music recommendations
  2. Discovering popular songs by location
  3. Game-like interactions between users to encourage sharing

# Giving Friends Music Recommendations

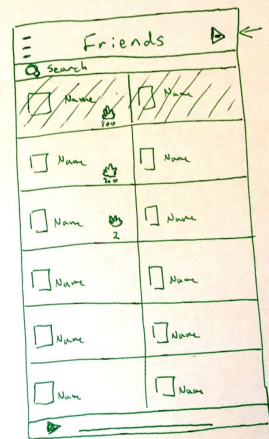


Share music to friends on the platform



Select Songs You want to Send

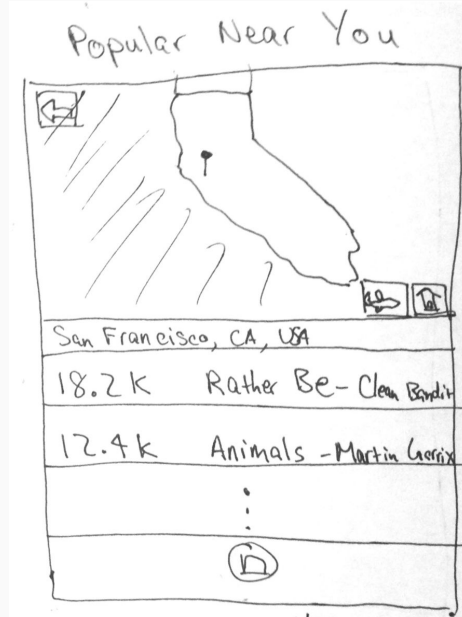
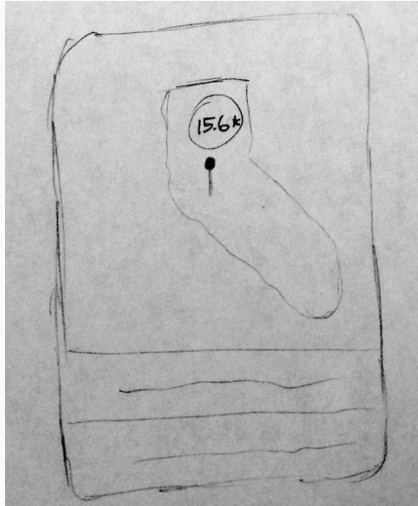
Swipe to send to Next Page Right



Send suggestions After selecting friends

Sketch by Inseong Cho

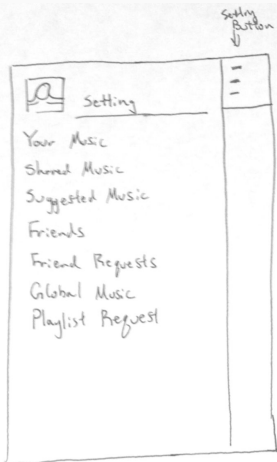
# Discovering Popular Songs by Location



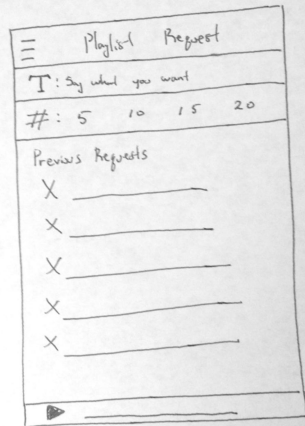
# Gamification

- Playlist Quotas
  - View how many slots remain on a friend's playlist or suggestion list
- Volley Shares
  - Create continuous song dialogues with friends

# Playlist Quotas

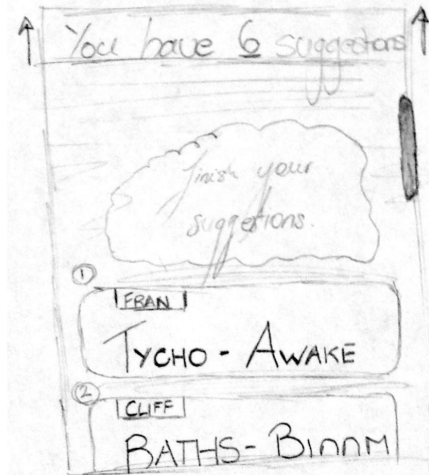


Setting Page for Navigation

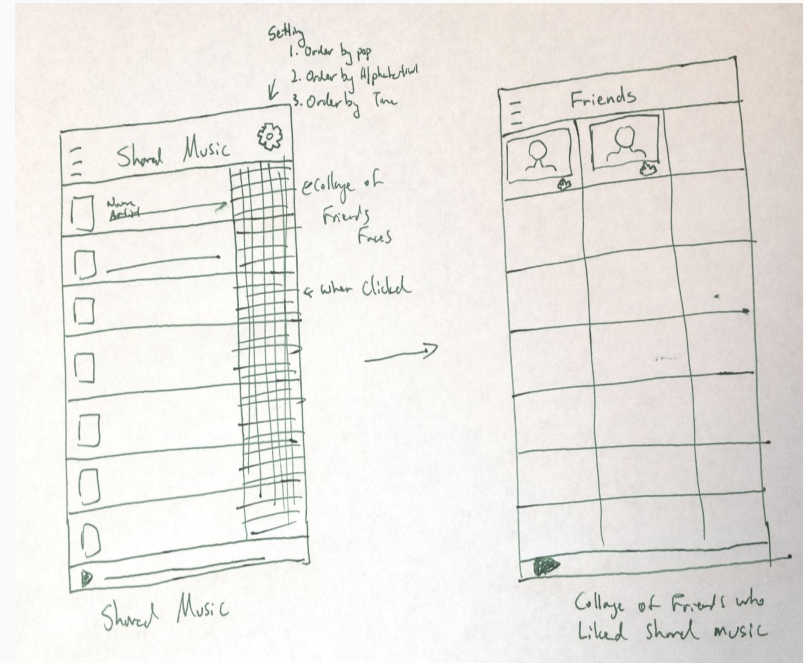
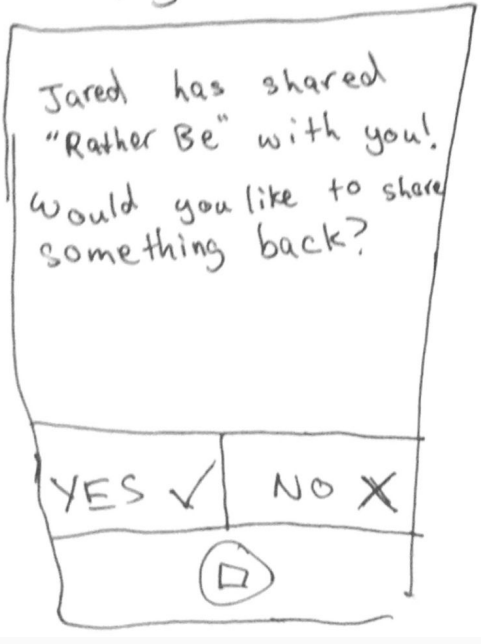
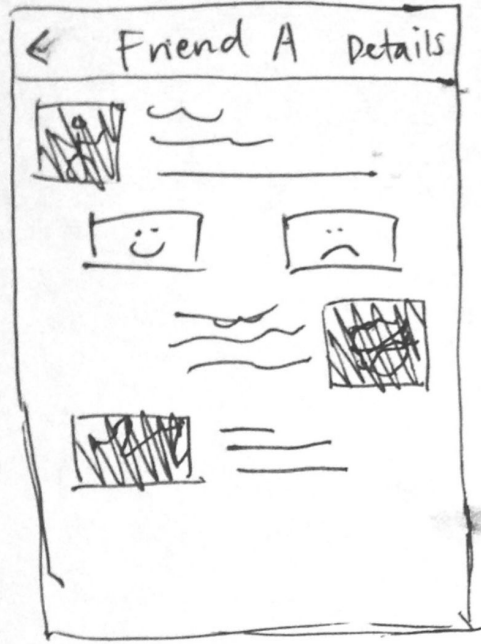


Playlist Request

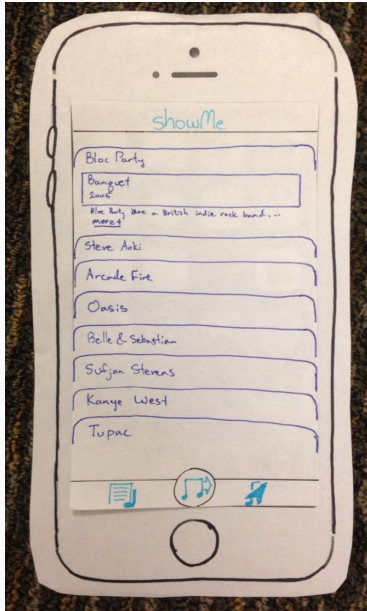
## Task: Quotas for Sharing



# Volley Shares



# Low-Fi Prototype

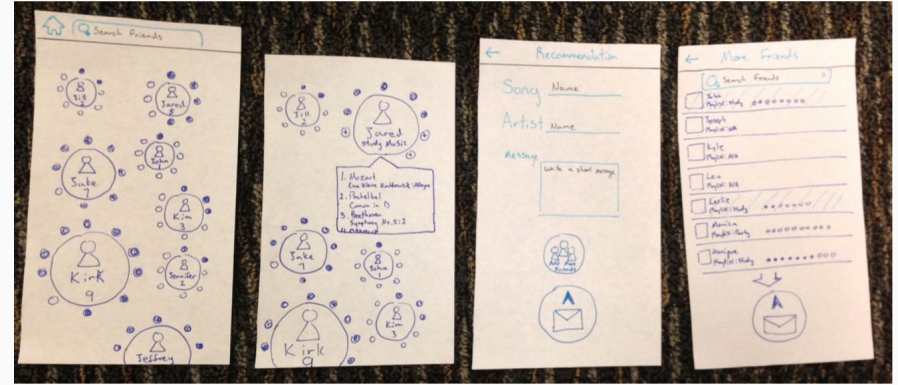
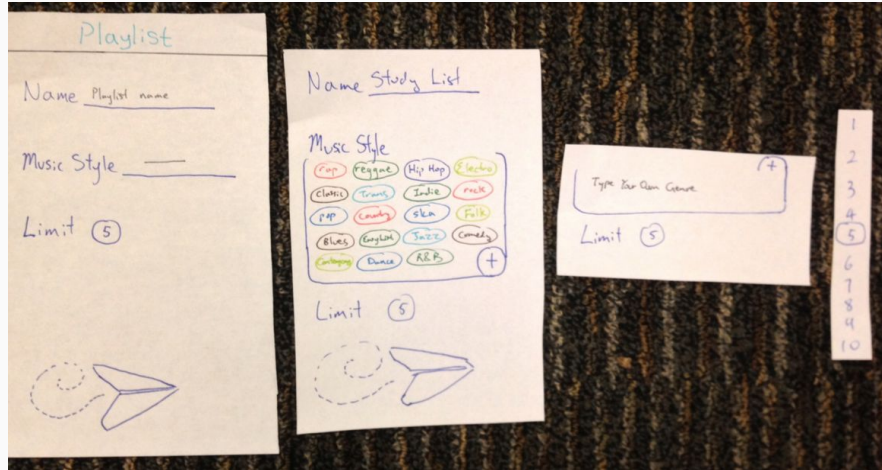


Home Screen



Discover Trending Music by Location

# Request and Suggest



Send a song suggestion to a friend (right) and request songs via a new playlist (left)

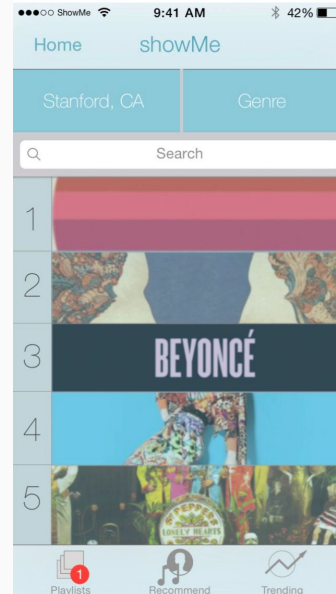
# Feedback

- Users intrigued by idea but stumbled over design features
- Streamline design features (buttons, search bar, etc.)
- Rethink design concepts to accommodate actual users
  - Make important features more prominent and self-explanatory
- Remove the competitive quota aspect of sharing and replace with a more collaborative game-like interaction
- Increase customizability

# Medium-Fi Prototype



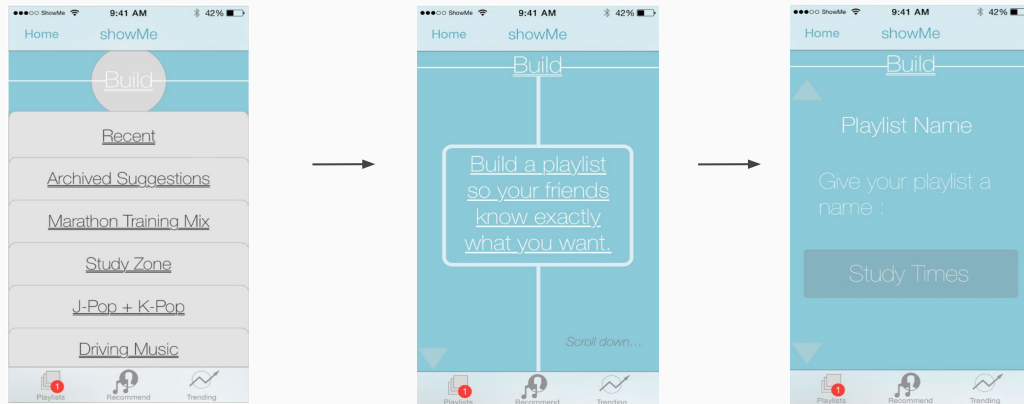
home page



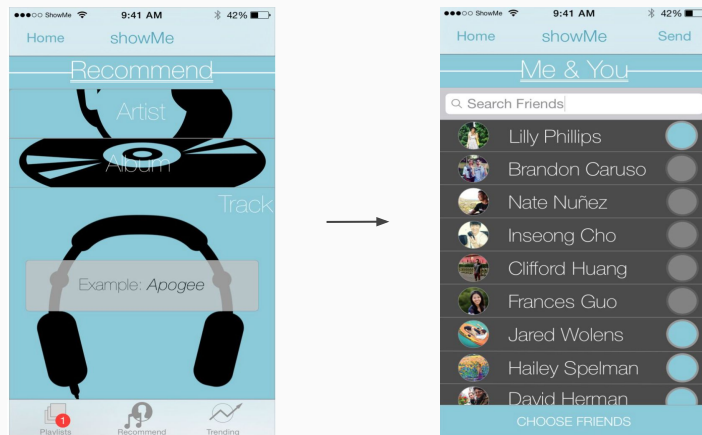
discover music trending nearby

# Create and Suggest

## Create a New Playlist:



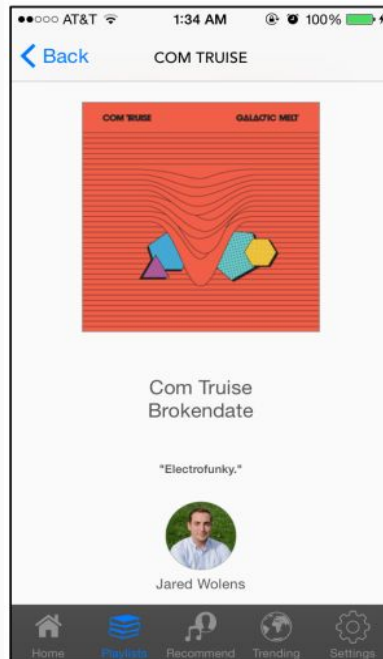
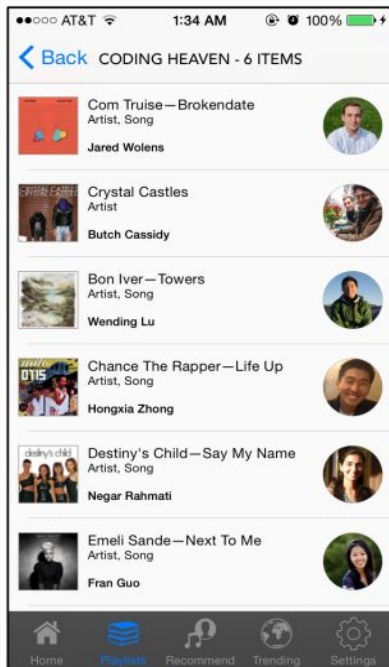
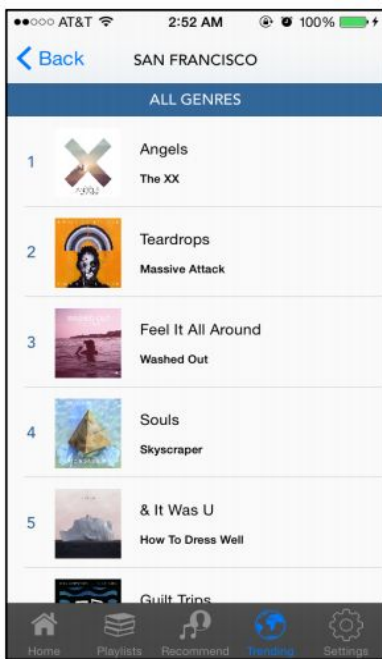
## Send a Music Suggestion:



# Feedback

- Simplify recommendations page and replace distracting graphics and examples with simple instructions
- Reduce ambiguity in selecting friends to share music with, perhaps by removing search feature and sticking to a simple friends list
- Improve error messages and add the ability to delete songs when a mistake is made
- Simplify creating a new playlist
- Make song title and information other than the album art clearer at first glance
- Incorporate presets for location and genre on trending page

# Hi-Fi Prototype

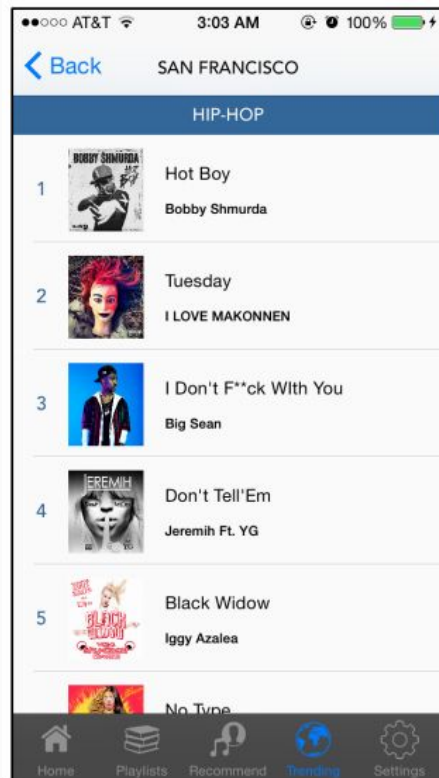
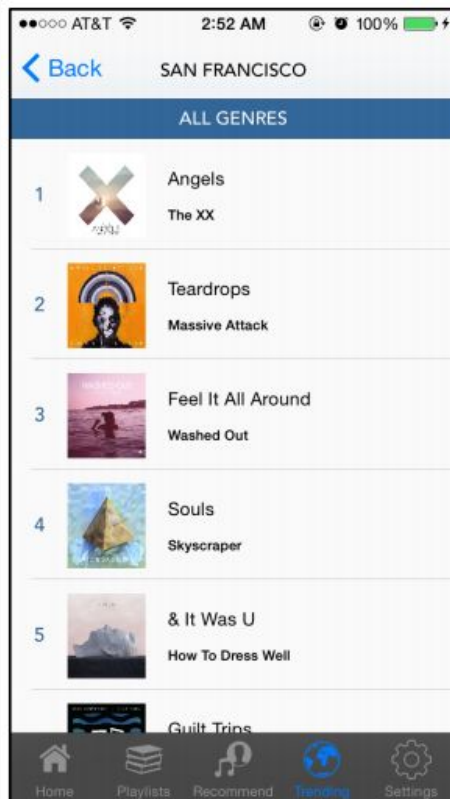
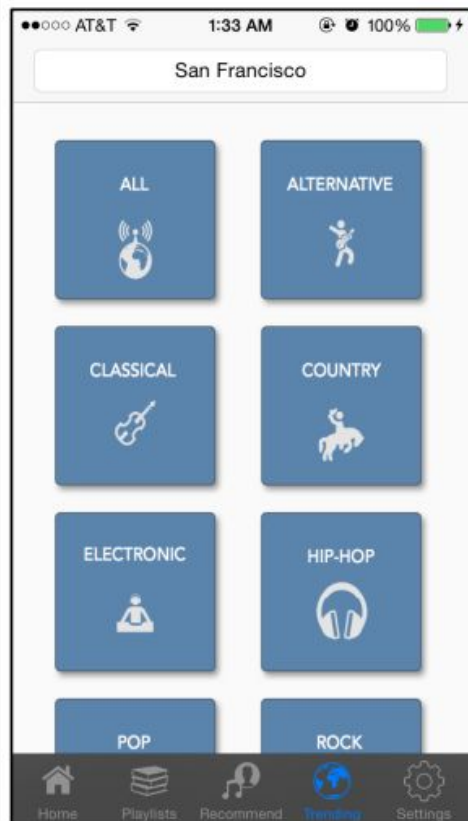


Trending songs  
(left)

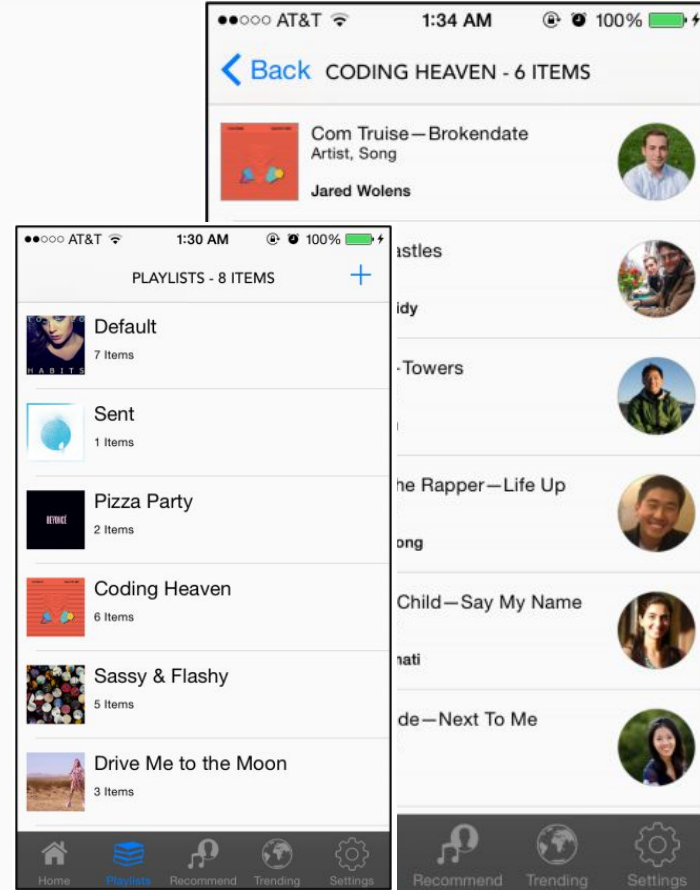
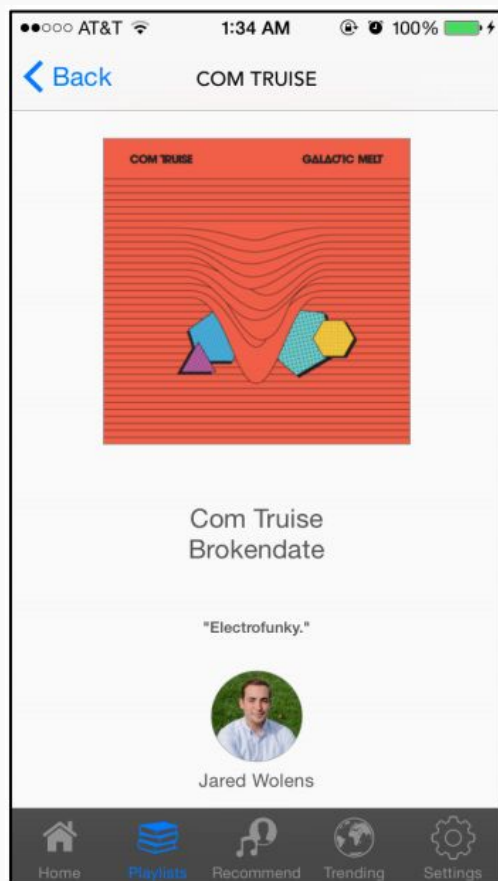
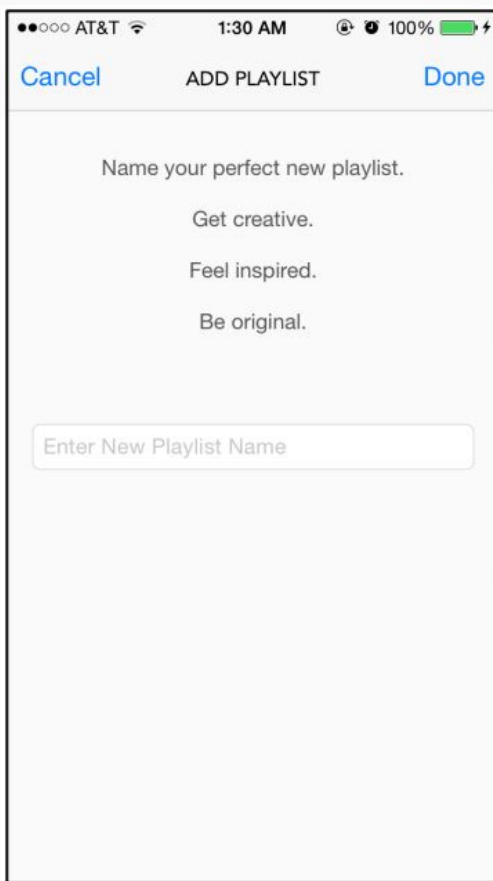
Customized  
suggestions (mid)

Recommendation  
(right)

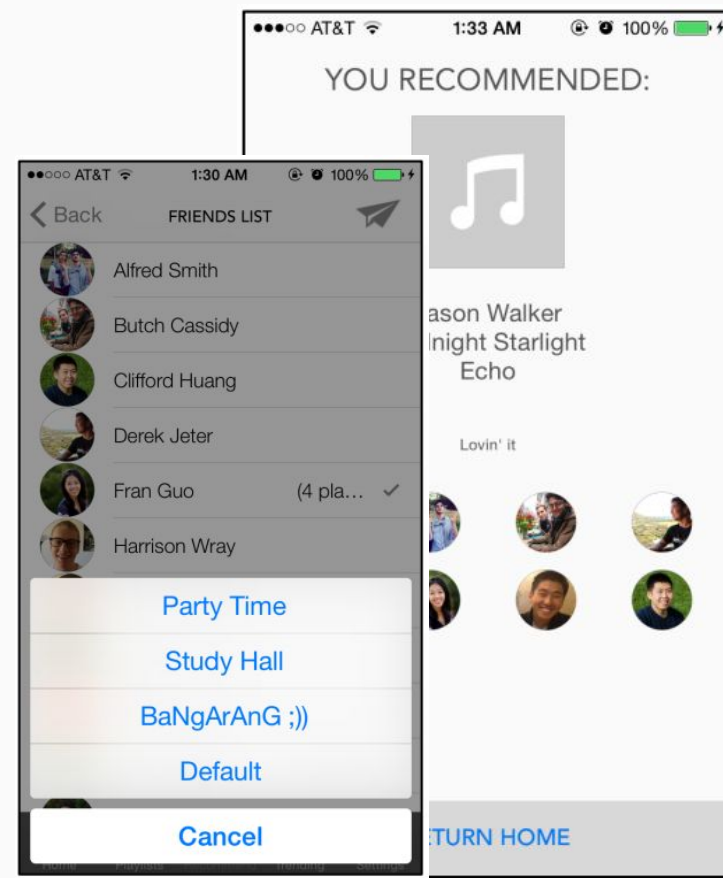
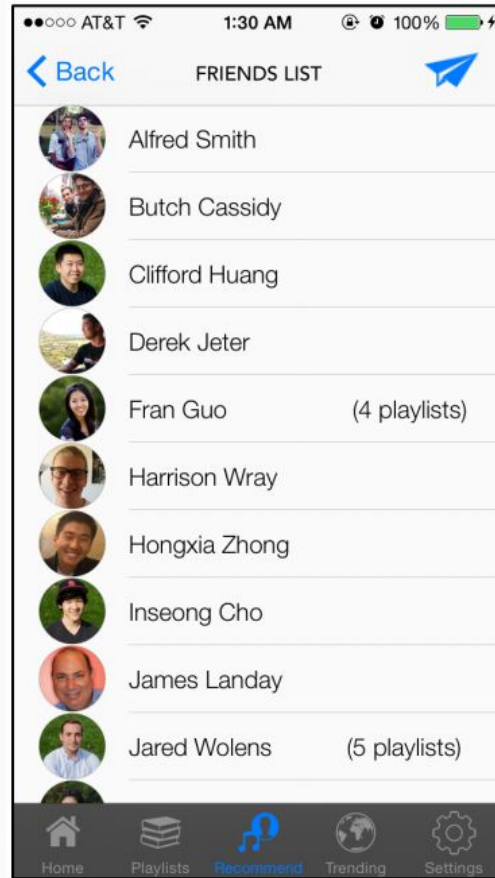
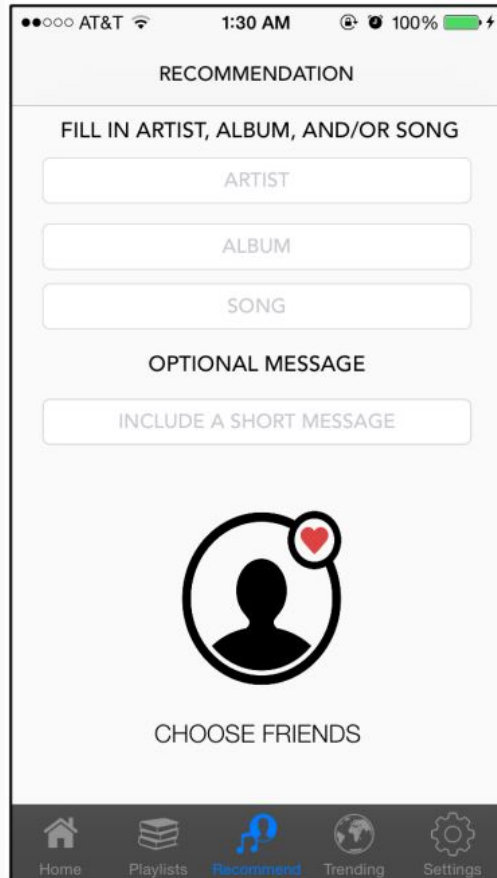
# Discover trending music



# Ask for new suggestions



# Send your friends specific recommendations



Demo

# Ideas for Future Enhancements

- Expanding use of Social and Music APIs
- External Music Integration
- Increase social aspect
- Facebook Live-like Reactions to recommendations
- Expected application features
- Conversion to Web App

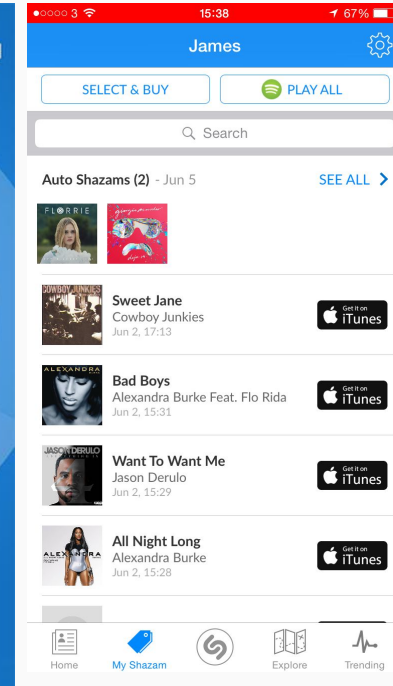
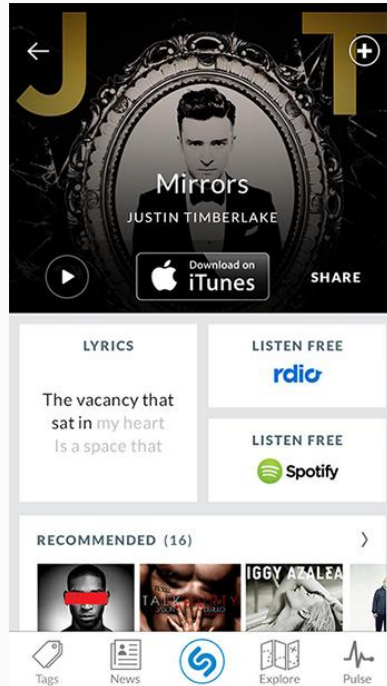
# More APIs

- Spotify
- SoundCloud
- Apple Music
- Facebook Messenger



# Playing Music from the App

- Option 1: Embed a music player into our app
- Option 2: Link to music services (Used by Shazam)



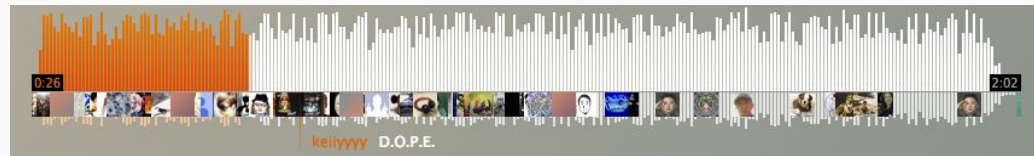
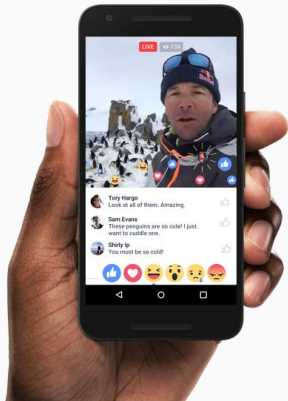
# Developing music-based relationships

- More research/brainstorming needed for this
- Maintaining existing relationships vs. Creating new ones



# Reacting to music

- Inspired by both Facebook Live and SoundCloud



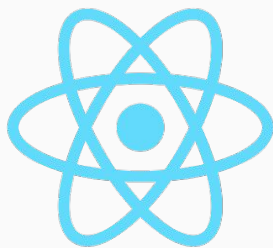
# Adding expected (boring) features

- Password-protected user accounts
- Create a backend for storing data
- Autofilling correct spelling of music/user names
- Mobile alerts and notifications
- Delete functionality for Default and Sent lists



# Converting to a web app

- Remove the installation step
- Easy to send links to the web app to invite friends
- Access your music from **any** device
- Choosing a framework



React



BACKBONE.JS

# Summary

- Build a **dedicated channel** for sharing music with your friends and the people around you.
- Port over to a web application to allow for **universal access**
- Implement linking and music APIs to allow for a **richer experience**