



M U S E

Turn music into memories.

dt+UX<sup>2</sup> Software Launch

# Our team



**Alema F.**  
*UX Designer*



**Tiffany M.**  
*App Developer*



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*App Developer*



**Vincent N.**  
*UX Designer*

## ROADMAP

Problem

Our solution

Design evolution

Final product

Future ideas

# Check-in

When was the last time you have consistently kept a journal?





Problem

# Problem

Current memory-making techniques are one-dimensional and time consuming.



# Existing solutions

Journaling is time-consuming, and photos only capture visual details.





Our solution

# Needfinding

Users want:

Memories **connected to their environment**

Platform to **easily see memories**



# Solution: Muse

## VALUE PROPOSITION:

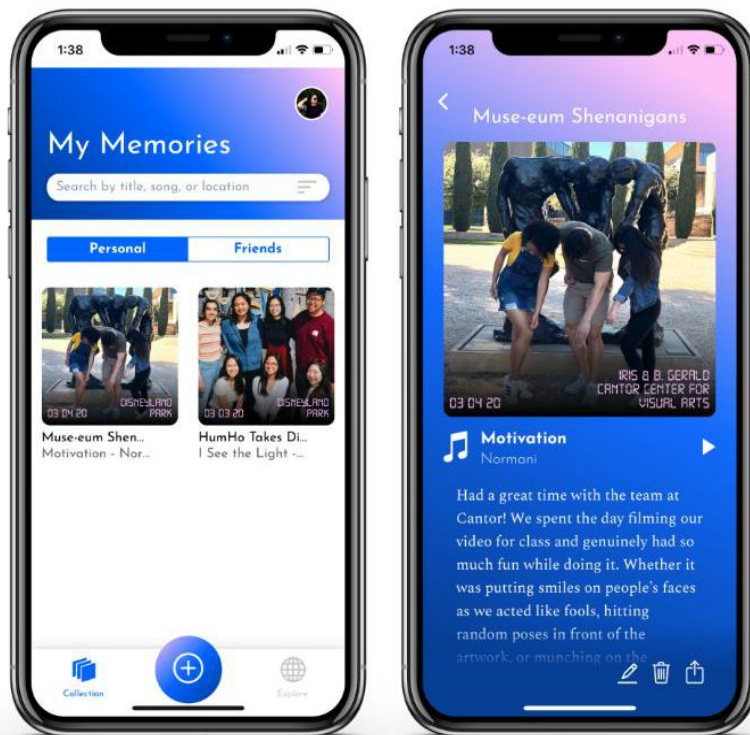
Turn music into memories.



# Solution: Muse

## SOLUTION:

Muse interweaves music with memories to make memories a delight.





Muse app video

2:13



# My Memories

Search by title, song, or location

Personal

Friends



03 04 20

DEPARTMENT  
OF ART & ART  
HISTORY

Muse-eum  
Motivation - Nor...



02 16 20

DISNEYLAND  
PARK

Disney's Magic  
I See the Light - ...



03 26 19

DISNEY'S  
HOLLYWOOD  
STUDIOS

Fantasmic Danc...

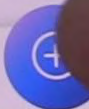


02 17 19

CALIFORNIA  
ADVENTURE  
PARK



Collection



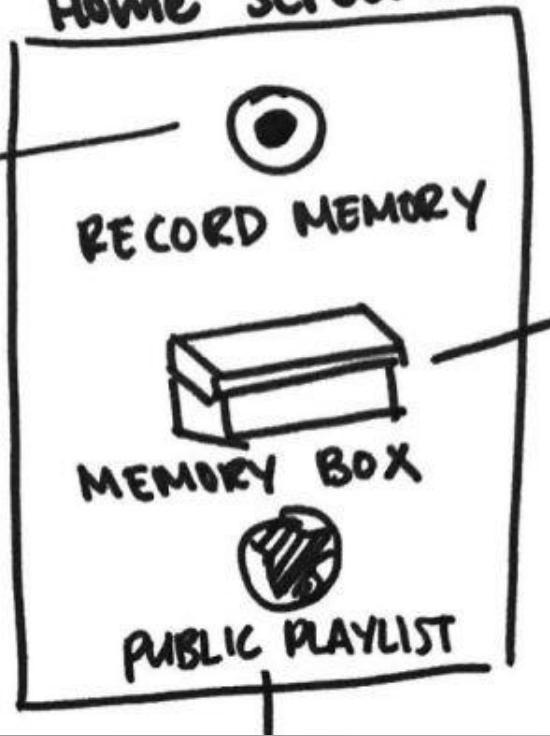
CREATING A MEMORY



# Design evolution: From Rechords to Muse

# Rechords: Initial sketches

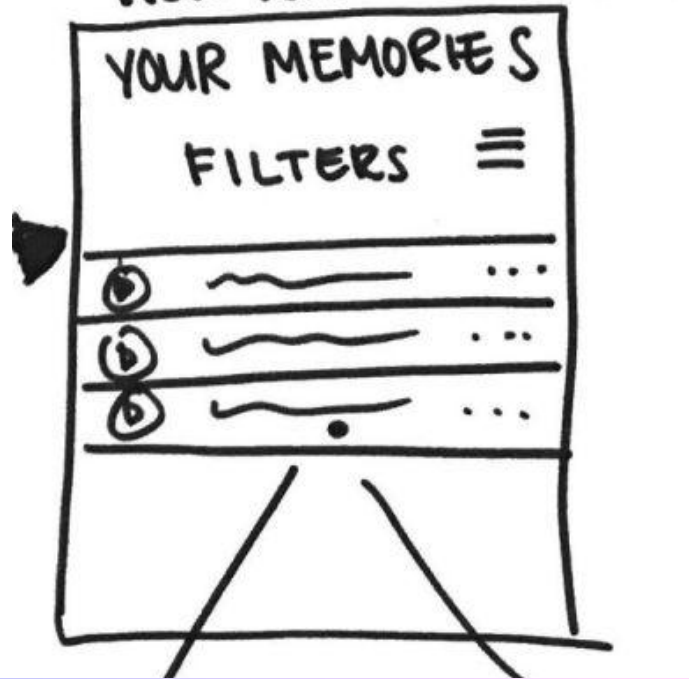
Home screen



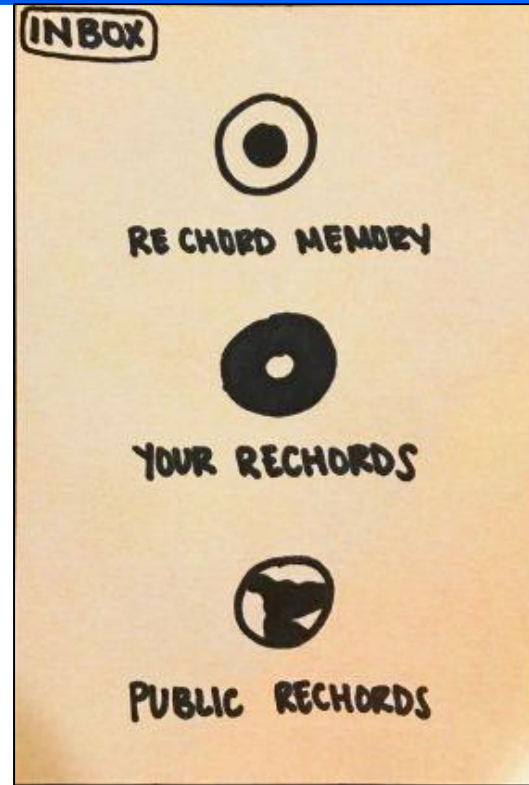
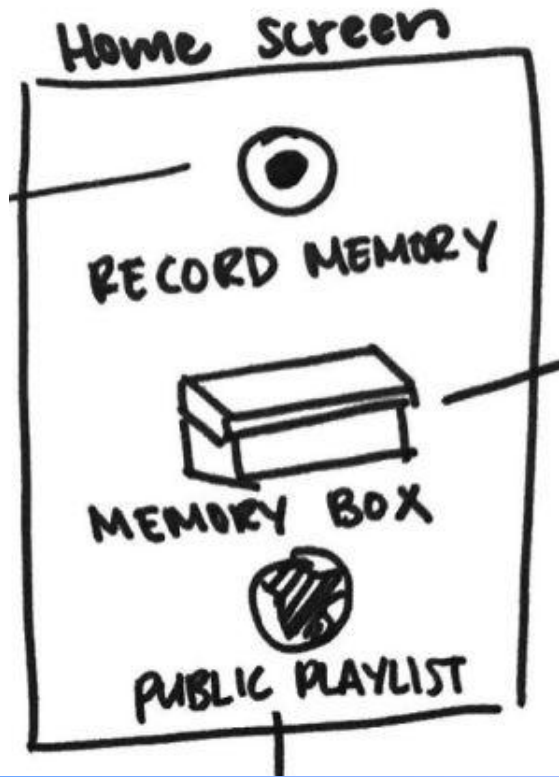
Added Memory



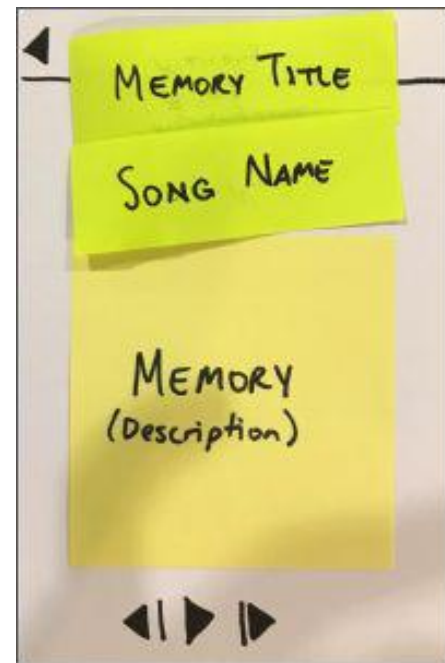
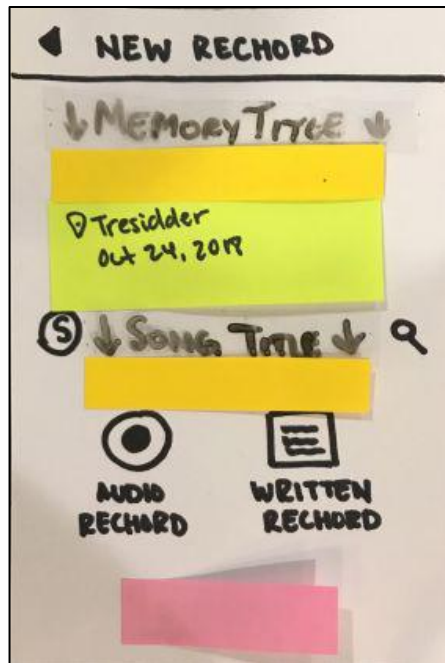
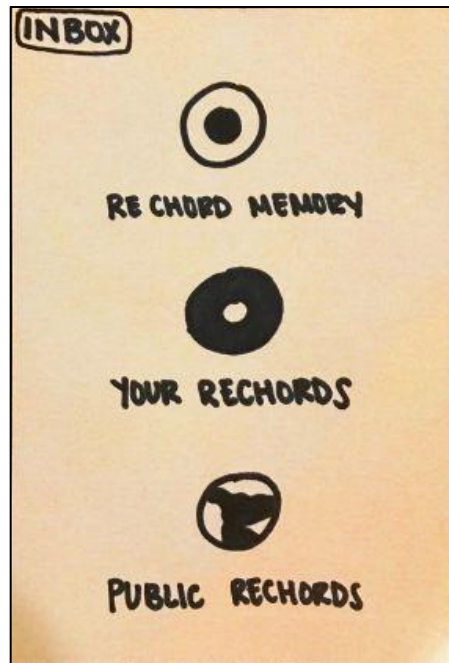
View Personal Memories



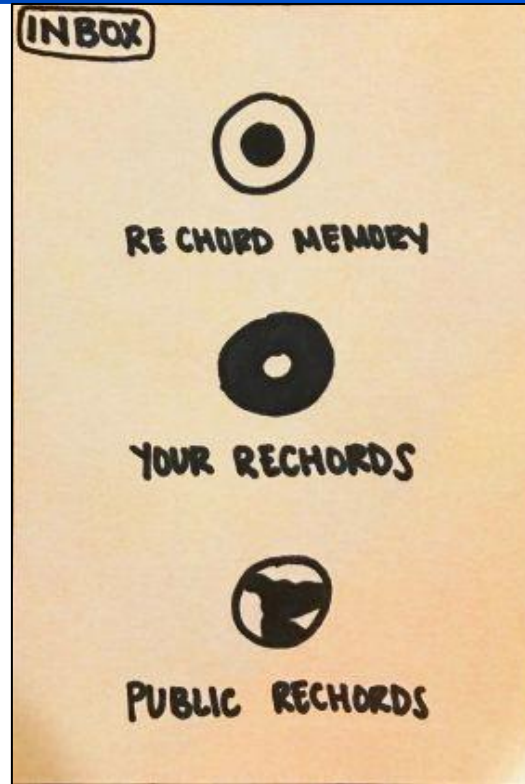
# Rechords: Sketches to low-fi



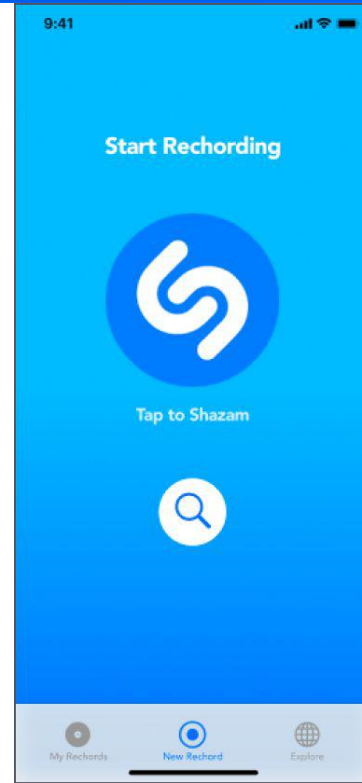
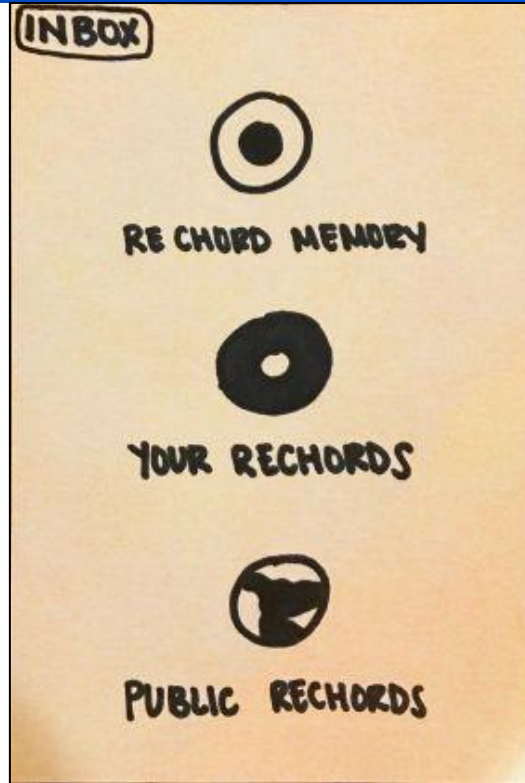
# Rechords: Low-fi prototype



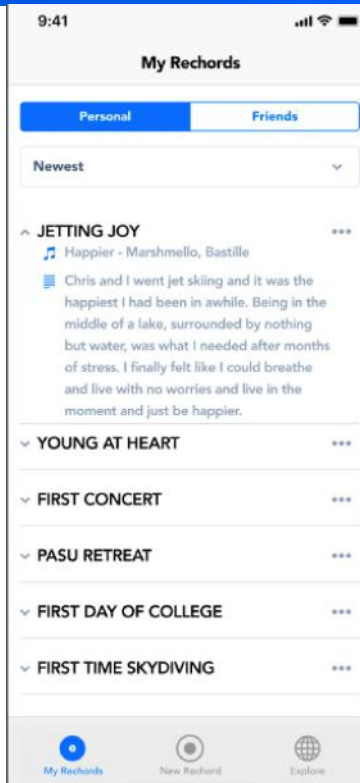
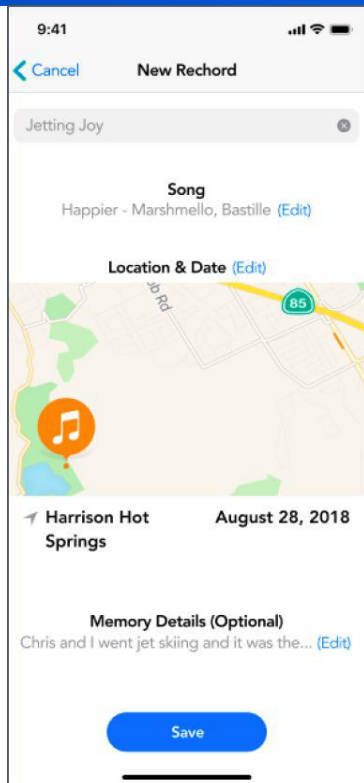
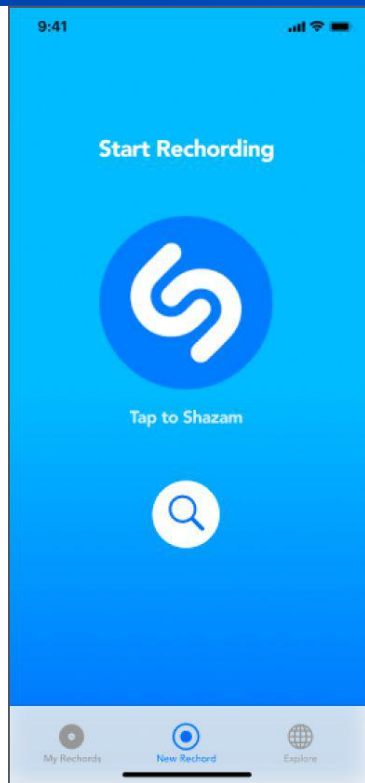
# Rechords: Low-fi to med-fi



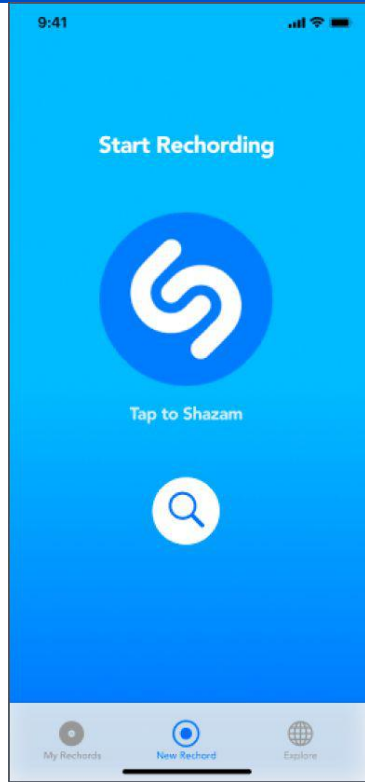
# Rechords: Low-fi to med-fi



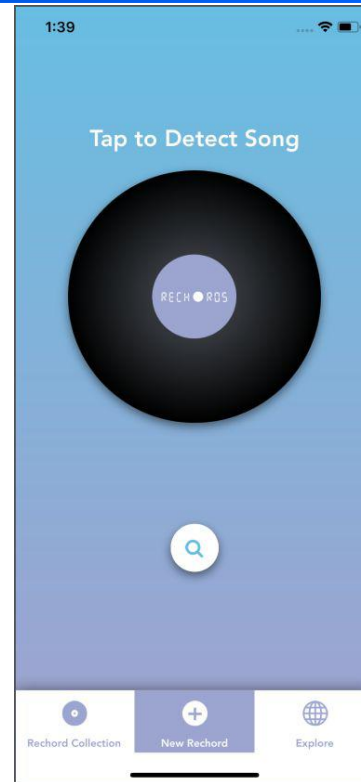
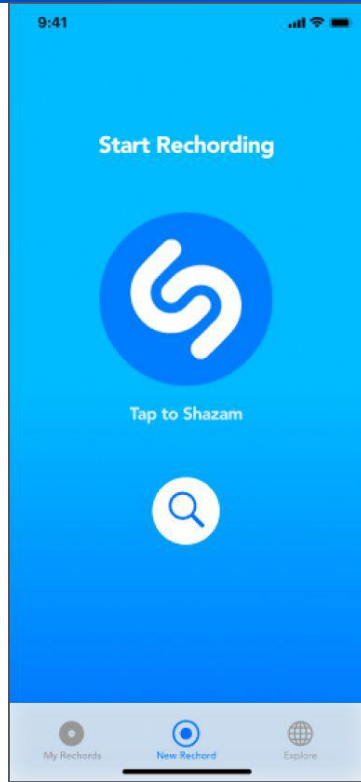
# Rechords: Med-fi prototype



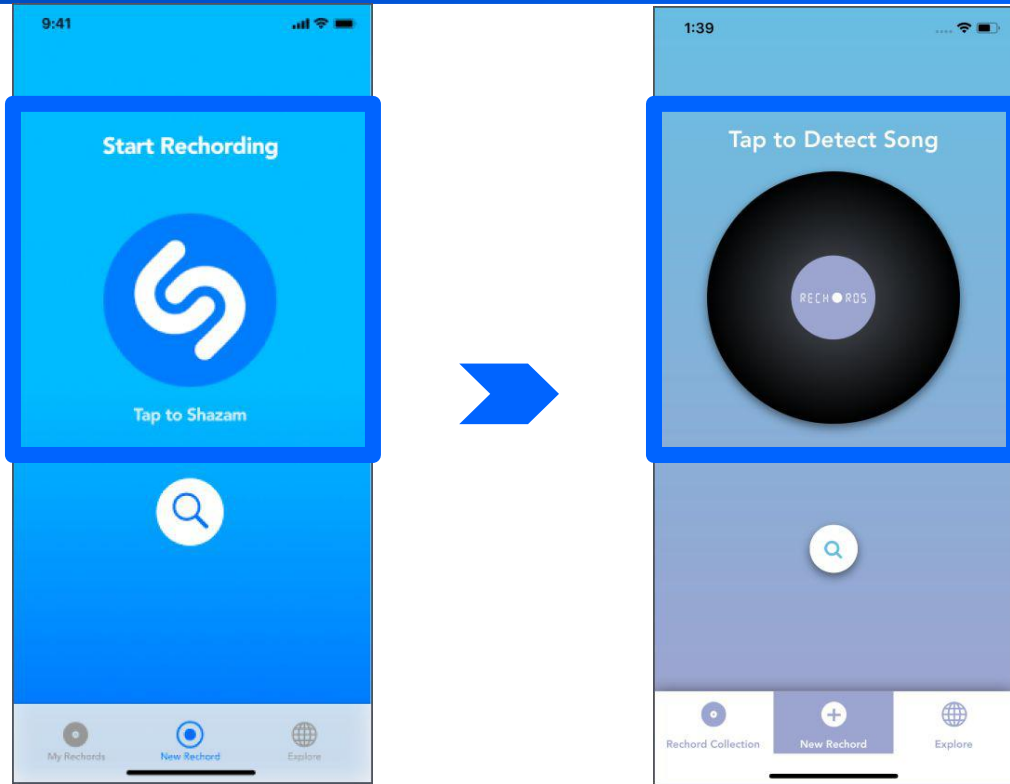
# Rechords: Med-fi to hi-fi



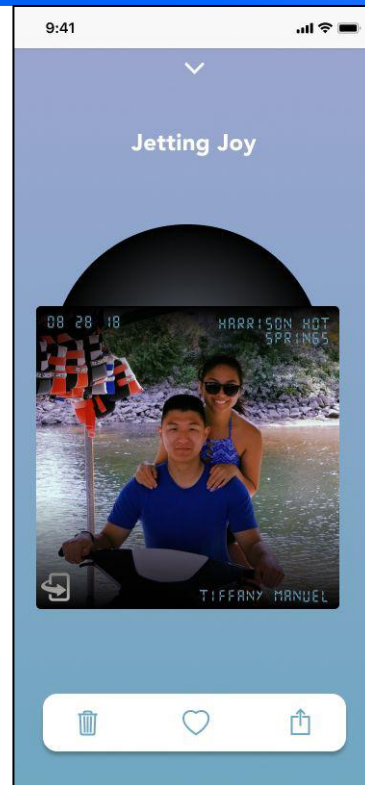
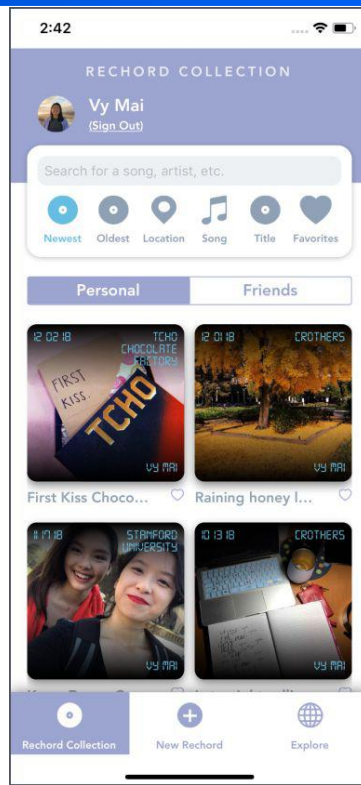
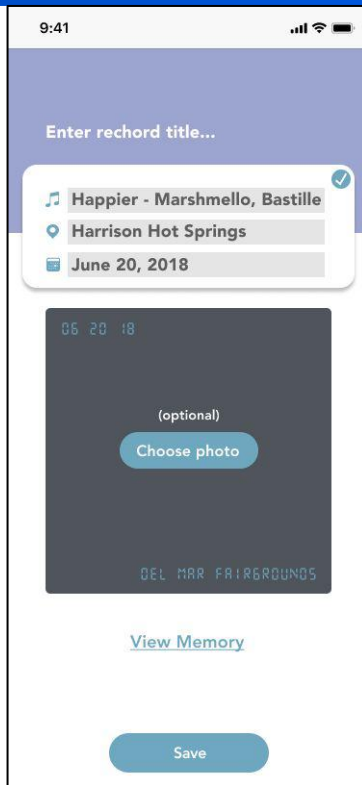
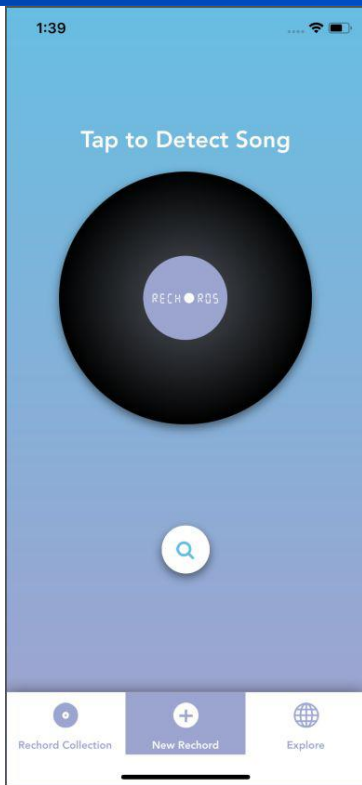
# Rechords: Med-fi to hi-fi



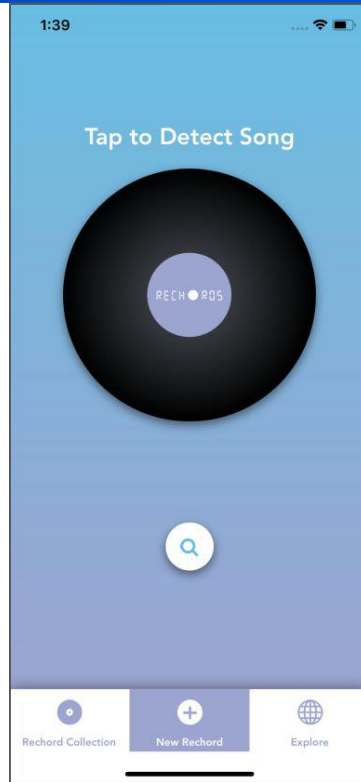
# Rechords: Med-fi to hi-fi



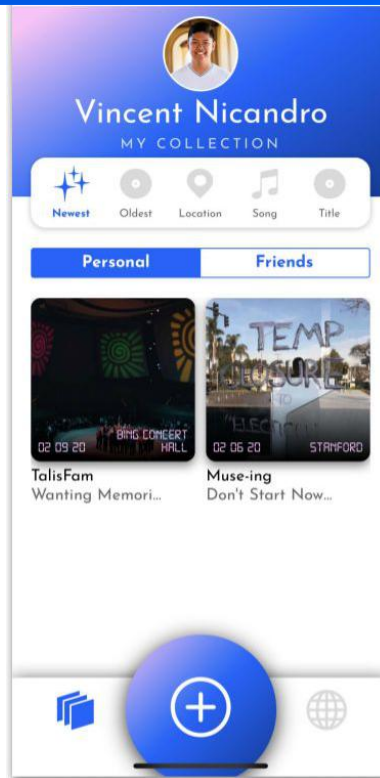
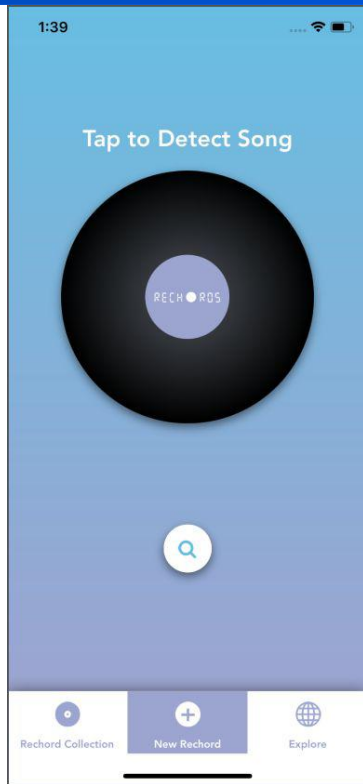
# Rechords: Hi-fi prototype #1



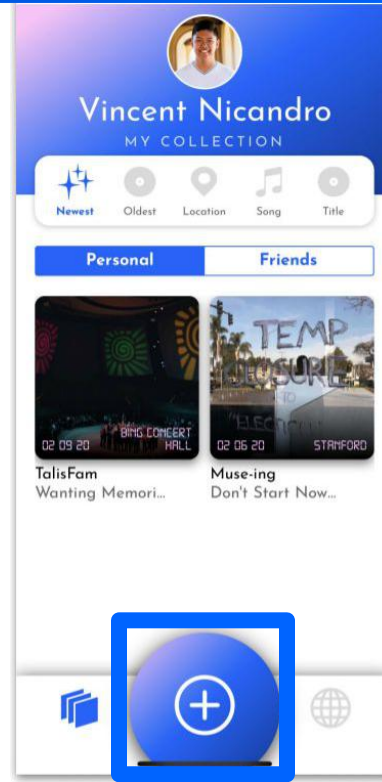
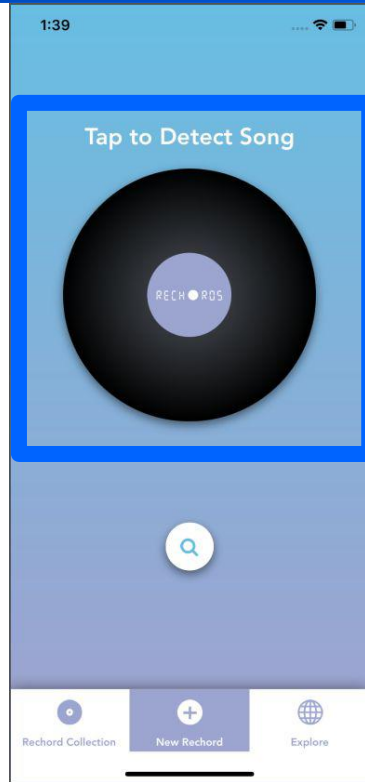
# Rechords: Hi-fi #1 to hi-fi #2



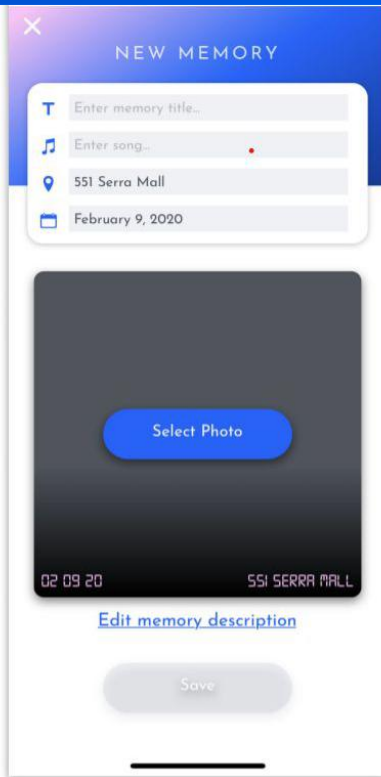
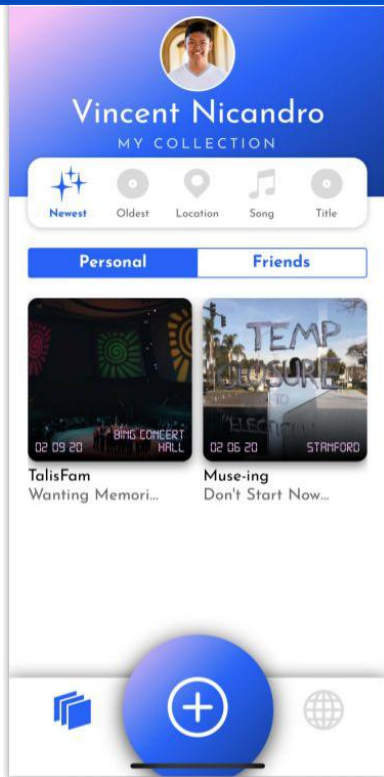
# Rechords: Hi-fi #1 to hi-fi #2



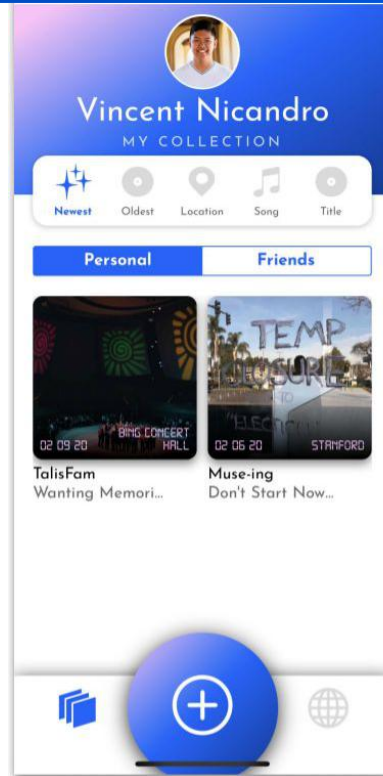
# Rechords: Hi-fi #1 to hi-fi #2



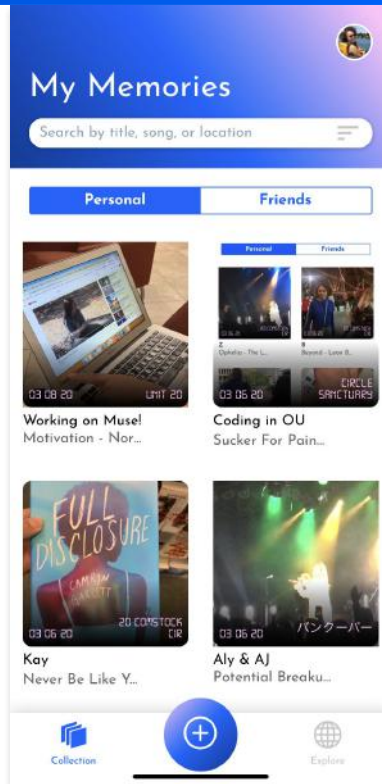
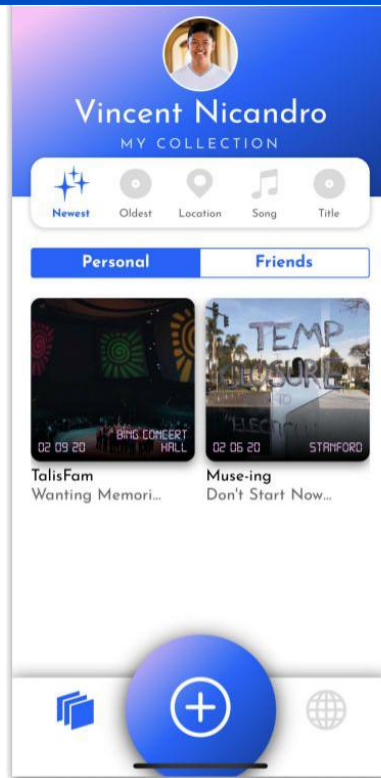
# Muse: Hi-fi prototype #2



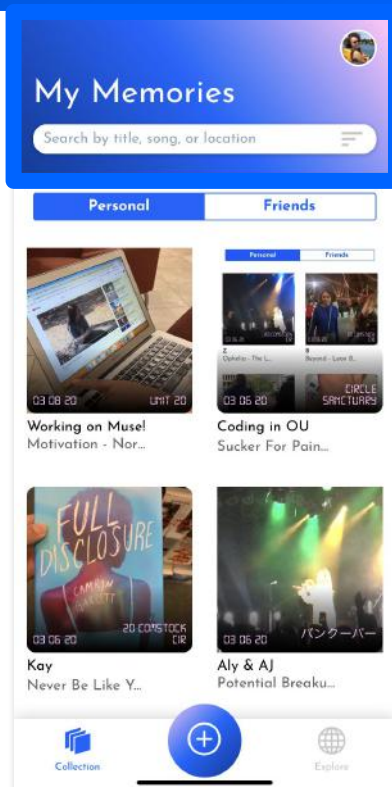
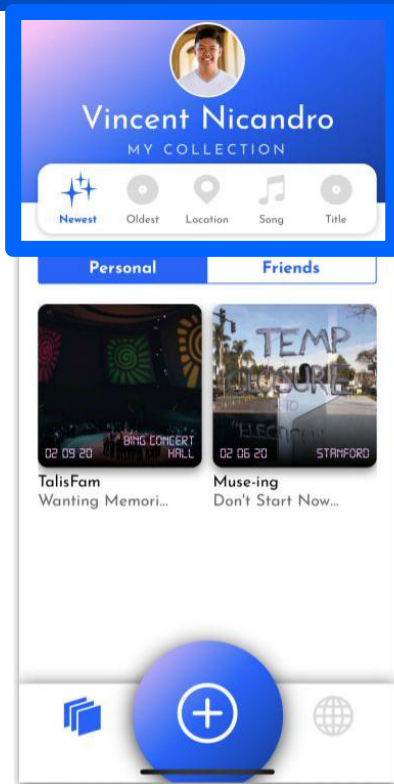
# Muse: Hi-fi #2 to hi-fi #3



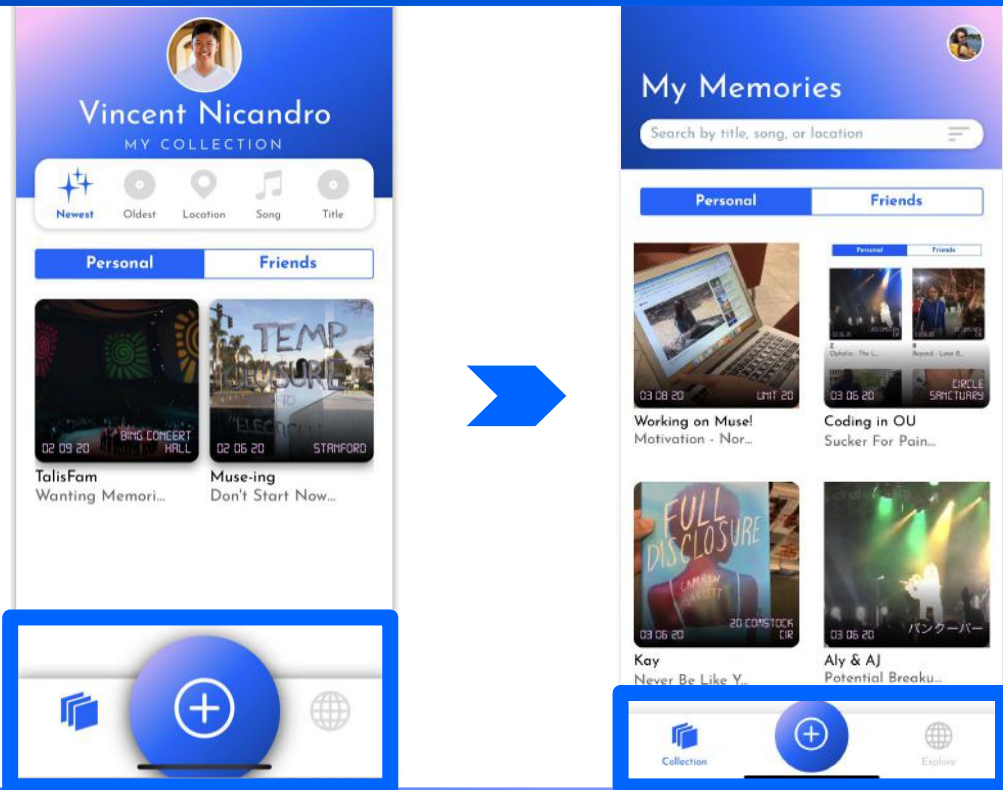
# Muse: Hi-fi #2 to hi-fi #3



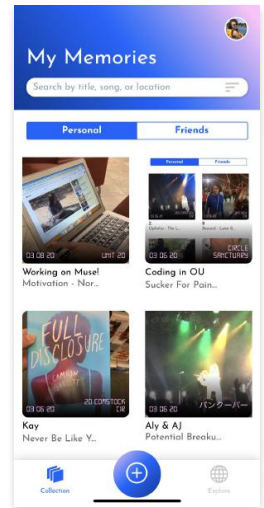
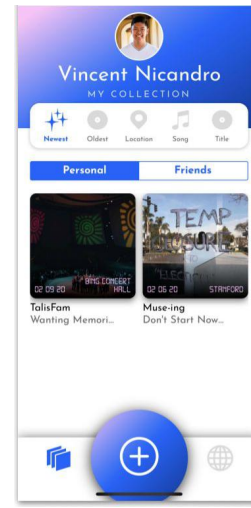
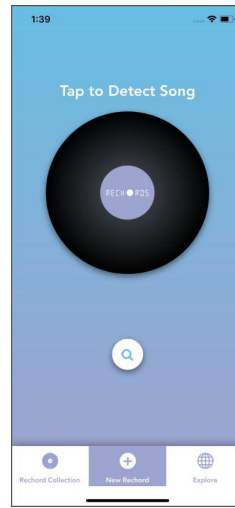
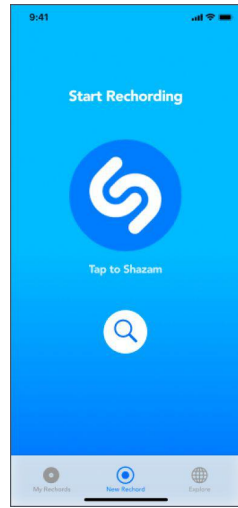
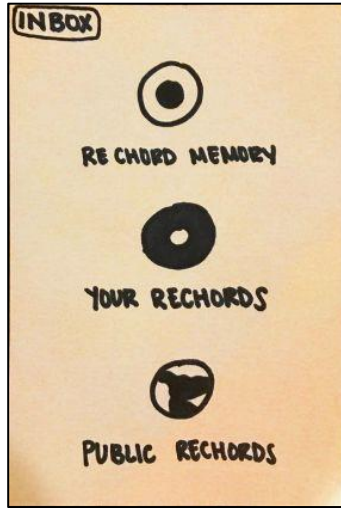
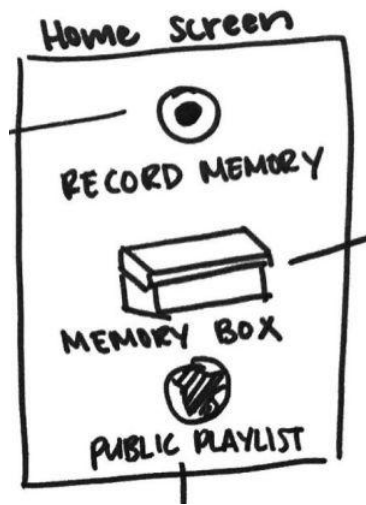
# Muse: Hi-fi #2 to hi-fi #3



# Muse: Hi-fi #2 to hi-fi #3



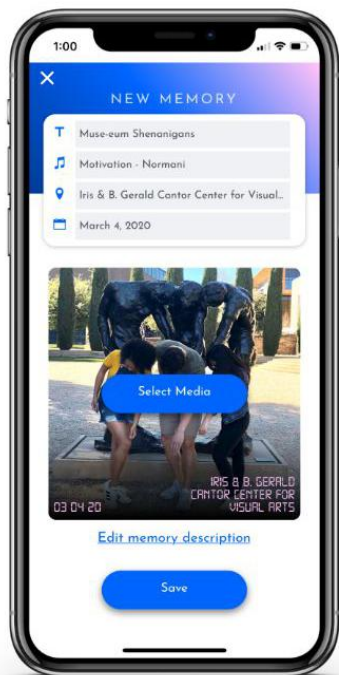
# Overall design evolution



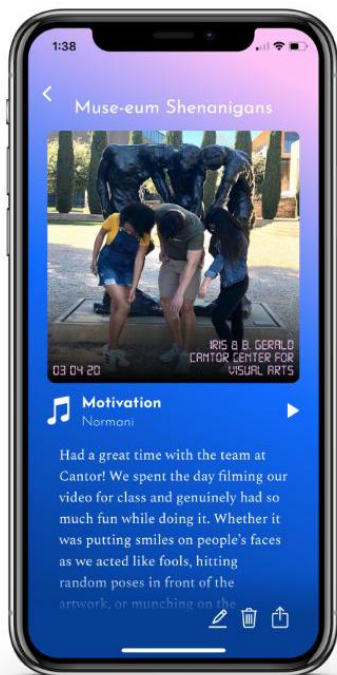


Final design + task flows

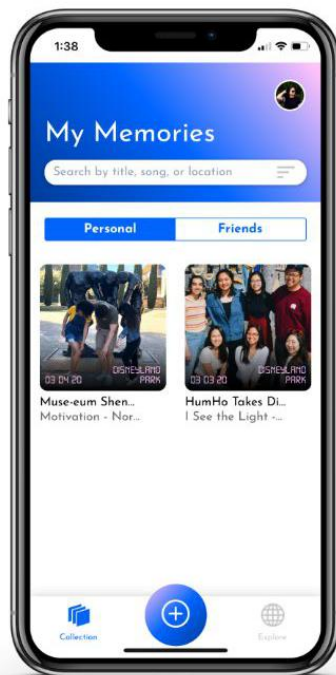
# Muse: Hi-fi prototype #3



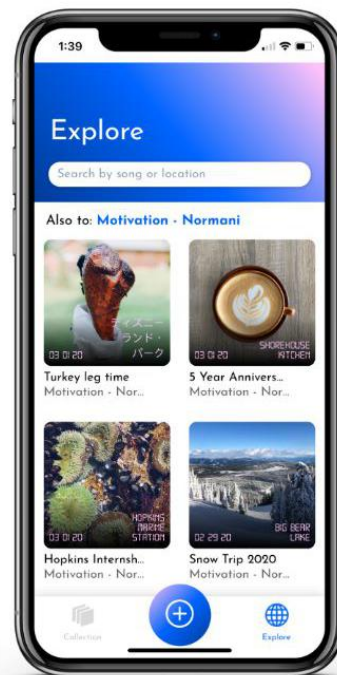
Create a memory



View your memory



Share your memory



Explore memories

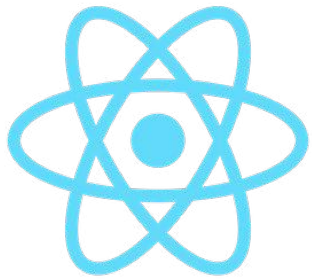


Live demo



# Implementation

# Implementation



React Native



Expo



Firebase



Google Maps  
API



Spotify  
API



# Future enhancements

# Future enhancements

**MULTIMEDIA MEMORIES:** multiple videos + photos, gifs, slideshows



# Future enhancements

**CURATED MEMORIES:** Staff-curated memories collections,  
community collections



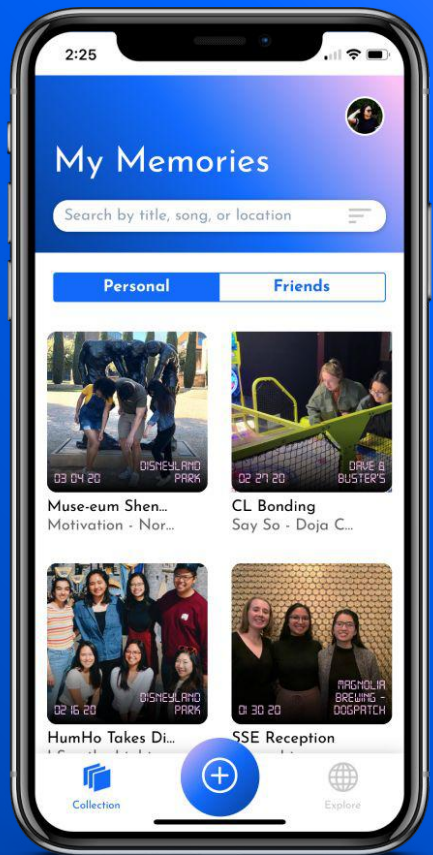
# Future enhancements

**BUSINESS MODEL:** aggregate data, sponsored memories, sponsored artists, subscription for pro features





# Summary



Turn music  
into memories.



Start musing at <https://stanford.io/2vJ4tRP>