



M U S E

Turn music into memories.

Muse-ability Study

Our team



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Brand overview

There's something about **memories** that we naturally want to have a record of. But **journaling is time-consuming**, and **photos only capture visual details**.

MUSE uses the **connection between music and memories** to give users a better way to remember **by recording the location and song associated to a memory**. In this way, we not only remember these experiences; *we can Muse about them*.

Preview

- All three tasks completed successfully
- Flow for Task 1 (Create a memory) needs to be redesigned
- Participants liked combining music + memories
- Participants enjoyed social media aspect of app

Prototype changes

- Fixed some bugs
 - Automatic location detection (detects current city)
 - Sorting of memories (oldest shows up at the top left rather than bottom right)
- Started switch to **MUSE** branding

Participants



Tangaloo K.
Male / 21 / Sophomore
Sociology



Simi F.
Male / 22 / Sophomore
STS



Houston H.
Male / 23 / Junior
Human Biology

Apparatus & environment

- Apparatus: Team member's iPhone, Amplitude
- Environment: Computer cluster in Mirrielees



Task 1: Create a new memory

Scenario: Gathering with friends at Crothers

Objective: Create a new memory using the given scenario

User Difficulty: Complex

Looked for: Where participants navigated to try to create memories, what information participants inputted into New Memory page, level of confusion when completing task

Task 2: View your memory

Objective: Try to view the memory you've created

User Difficulty: Simple

Looked for: Understanding of where memories are stored

Task 3: Share a memory

Objective: Share a memory first with a friend, then with the public; then check that you've shared with the public

User Difficulty: Medium

Looked for: Ease of discerning between private and public memories, understanding of Explore page, interest in using the app as a social sharing platform

Procedure

Consent form

Pre-survey

Contact info, demographics, level of social media interest/usage

Introduction to the app

Outlined hypothetical scenario

“Imagine you’re on Crothers lawn, and you just finished (or have a moment during) a fun activity with friends, and you want to create a record to keep this memory...”

Three tasks

Post-interview

Test measures

Task success rate

Signs of confusion

Number of errors

Task completion
times

Test measures

Task success rate

Signs of confusion

Number of errors

Task completion
times

Results: Task Success Rate

- Task 1: Create a new memory
 - *2/3 without help*
 - *1/3 with help*
- Task 2: View your memory
 - *3/3 without help*
- Task 3: Share a memory
 - *Sharing with a friend: 3/3 without help*
 - *Sharing with the public: 3/3 without help*
 - *Verifying public memory: 3/3 without help*

Test measures

Task success rate

Signs of confusion

Number of errors

Task completion
times

Results: Signs of Confusion

- Task 1: Create a new memory
 - *Rapidly switching between tabs*
 - *Searching deeply into other tabs*
 - *“Uhh...”*
 - *Pauses, stares at screen*
- Task 2: View your memory
 - *No confusion*
- Task 3: Share a memory
 - *Memories did not pop up (code error)*

Test measures

Task success rate

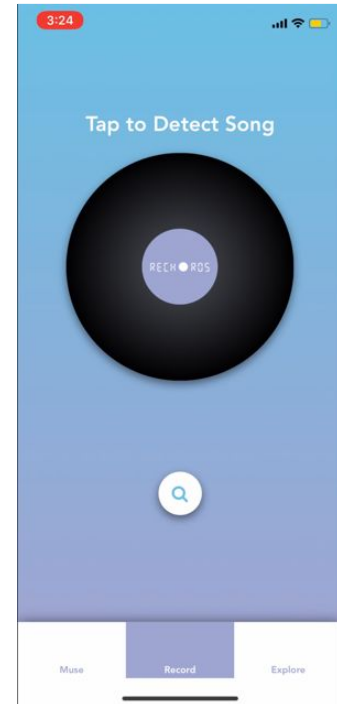
Signs of confusion

Number of errors

Task completion
times

Results: Number of Errors

- Task 1: Create a new memory → incorrect tabs
 - *Tangaloa: 5 Houston: 17 Simi: 1 -25 total*
- Task 2: View your memory → no errors
 - *Tangaloa: 0 Houston: 0 Simi: 0 -0 total*
- Task 3: Share a memory → incorrect searches
 - *Tangaloa: 2 Houston: 0 Simi: 1 -3 total*



Test measures

Task success rate

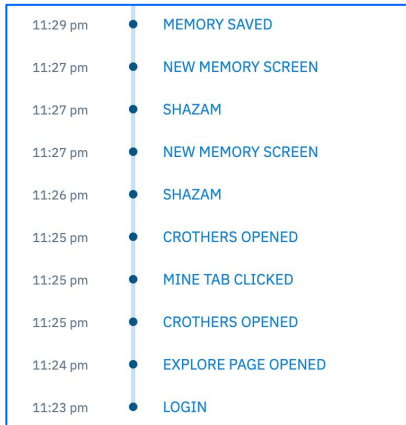
Signs of confusion

Number of errors

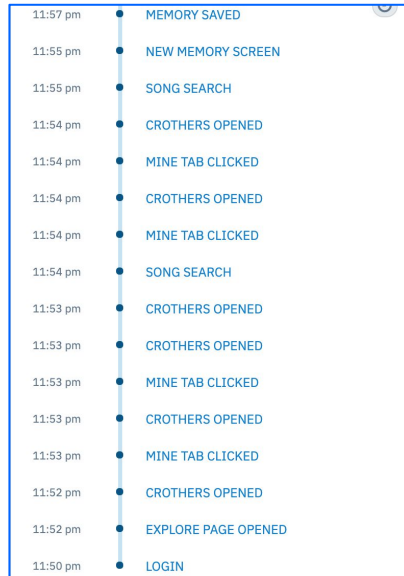
**Task completion
times**

Results: Task 1 Completion Time

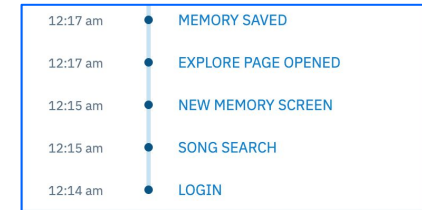
'Create a new memory' – Average time: 5.3 minutes



Tangaloo K. - 6 minutes



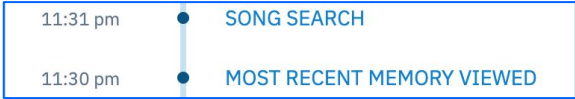
Houston H. - 7 minutes



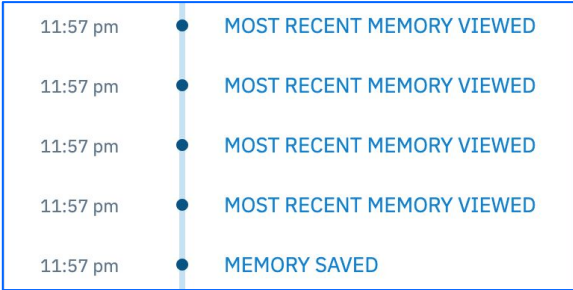
Simi F. - 3 minutes

Results: Task 2 Completion Time

'View your memory + friends' memories' – Average time: less than 1 minute



Tangaloe K. - <1 minute



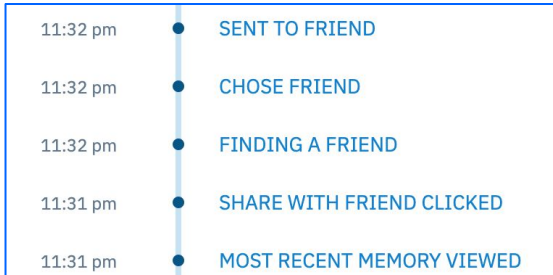
Houston H. - <1 minute



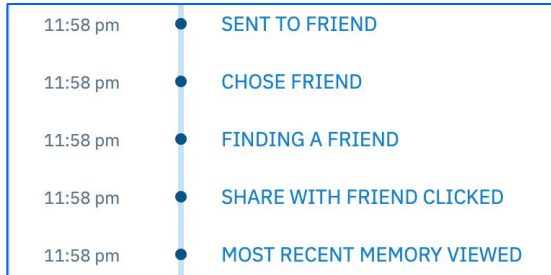
Simi F. - <1 minute

Results: Task 3 Completion Time (Pt. 1)

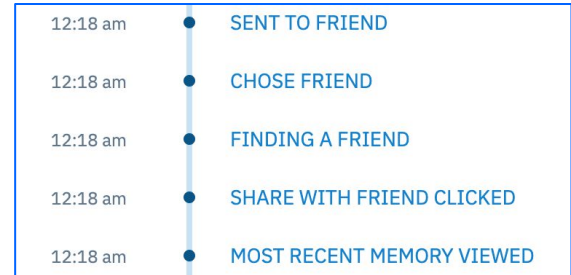
'Share a memory with a friend' – Average time: less than 1 minute



Tangaloa K. - less than 1 minute



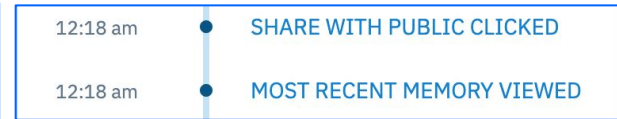
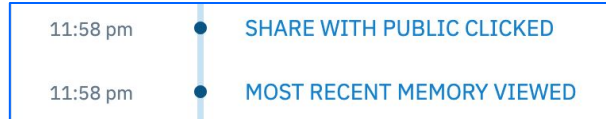
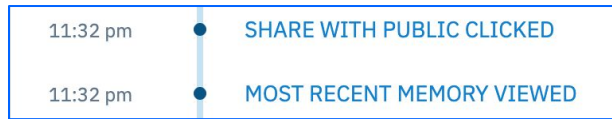
Houston H. - less than 1 minute



Simi F. - less than 1 minute

Results: Task 3 Completion Time (Pt. 2)

'Share a memory with the public' – Average time: less than 1 minute



Tangaloo K. - less than 1 minute

Houston H. - less than 1 minute

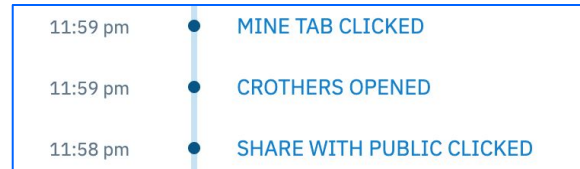
Simi F. - less than 1 minute

Results: Task 3 Completion Time (Pt. 3)

'Verify public memory' – Average time: 1 minute



Tangaloa K. - 1 minute



Houston H. - 1 minute



Simi F. - 1 minute

Results: Task 3 Completion Time (Pt. 3)

'Share a memory (+ verification)' – Average time: around 1 minute

Tangaloa K. - 1 ½ minutes

Houston H. - 1 minute

Simi F. - 1 minute

Discussion

Key observations ➤ Solutions

Key observation + solution

- Users struggled to initiate the process to create a memory
- Finding/ 'Shazam-ing' music not connected to creating a memory



- Change home screen accordingly to **make “Create a Memory” more explicit**

Key observation + solution

- Confusion about the home Shazam page
- All participants had songs in mind for their memories
- Shazam feature not as integral as expected; didn't need to necessarily find a song in the moment



- Enable users to make **memories without Shazam-ing**
- Make Shazam an optional add-on feature

Key observation + solution

- Confusion about lingering Records terminology and design elements in Muse



- Work on **fully integrating new Muse aesthetic** into app, including removing vinyl interactions

Key observation + solution

- Participants suggested using collections of pictures and videos for memories, along with individual pictures



- Allow **pictures, collections of pictures, and video** as media options for memories

Key observation + solution

- Participants liked ability to filter personal memories by song
- One participant wanted to see other people's memories using the song they'd selected for their memory



- Add **ability to search by song** in Explore page, along with default search by location

Summary

- All three tasks completed successfully
- Flow for Task 1 (Create a memory) needs to be redesigned
- Participants liked combining music + memories
- Participants enjoyed social media aspect of app



Thanks!

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