



M U S E

Turn music into memories.

Hi-Fi Prototype 2

Our team



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Project overview

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.*



Value proposition

MUSE leverages music, imagery, and writing to make powerful memories that users will remember and enjoy.





Interface changes

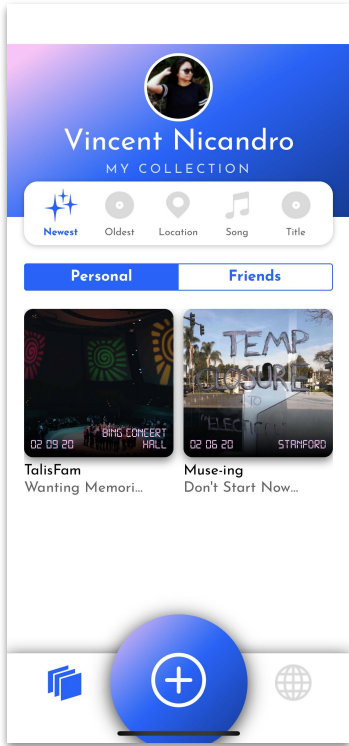
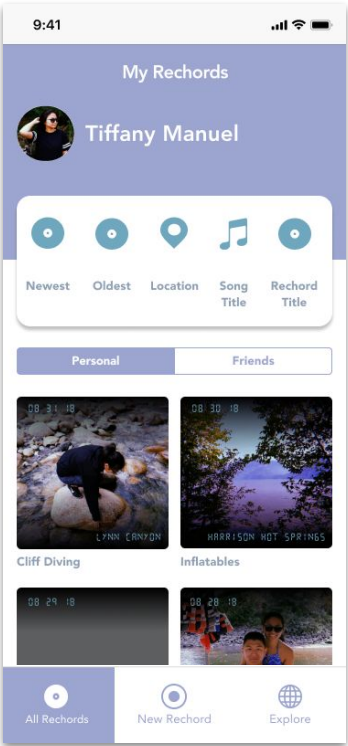
Key observation + solution

- Confusion about lingering Records terminology and design elements in Muse

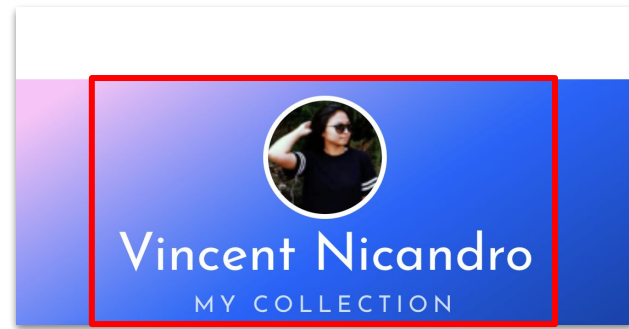
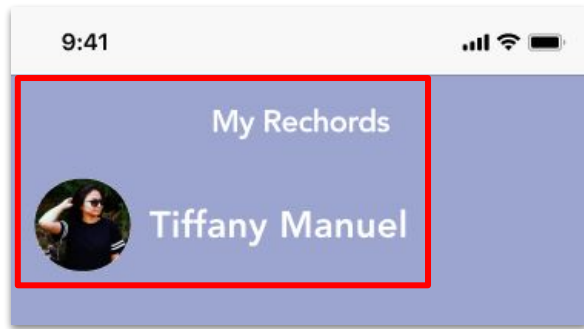


- Work on **fully integrating new Muse aesthetic** into app, including removing vinyl interactions

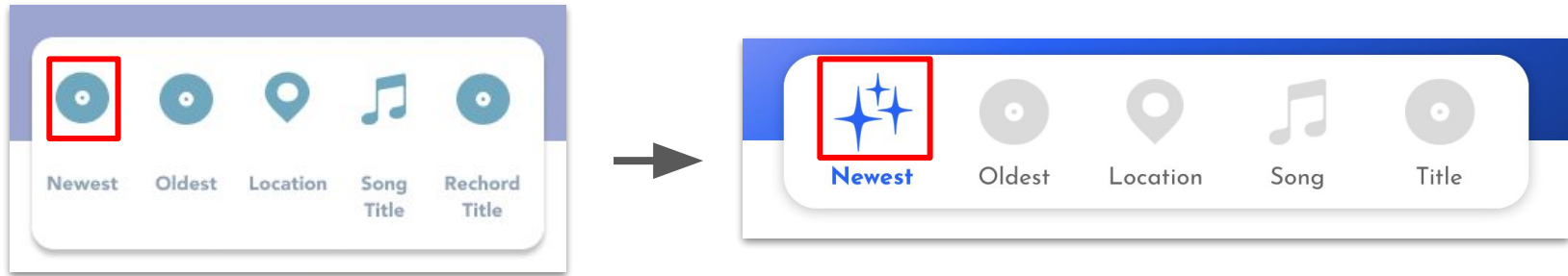
My Collection screen



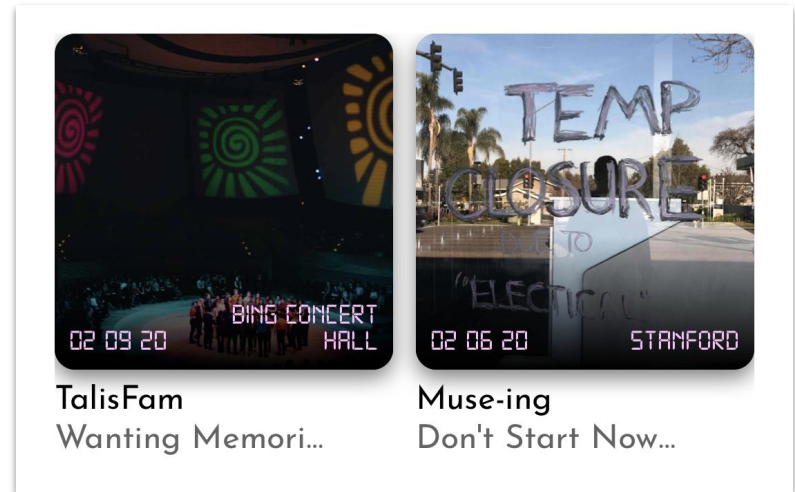
My Collection screen



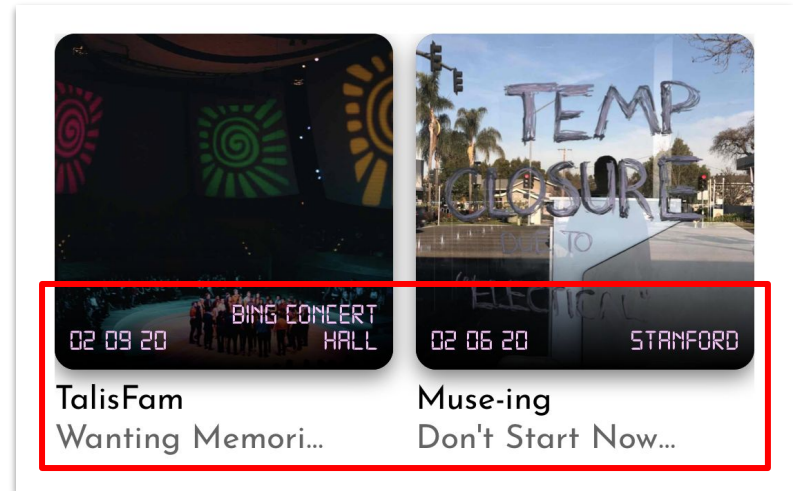
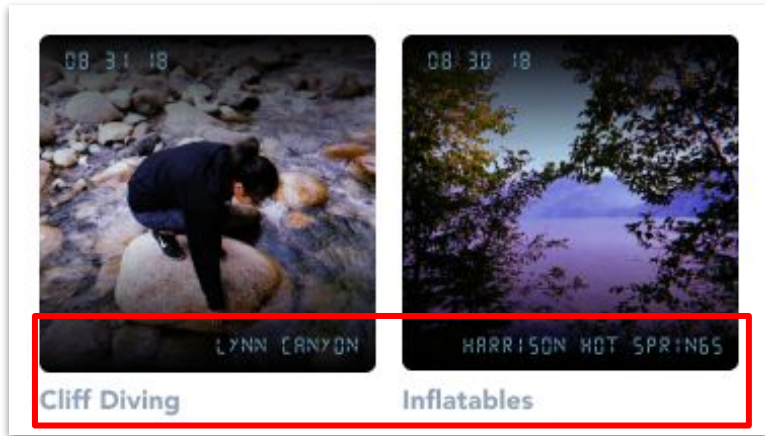
My Collection screen



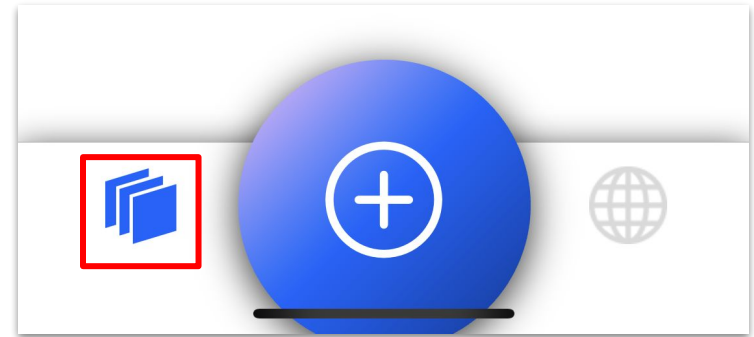
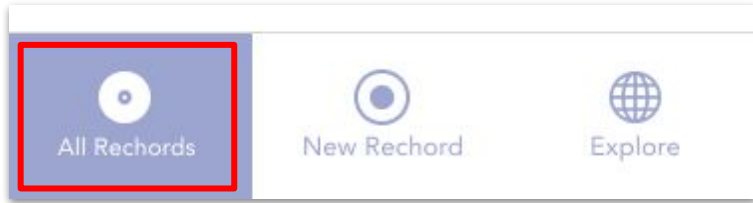
My Collection screen



My Collection screen



My Collection screen



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**

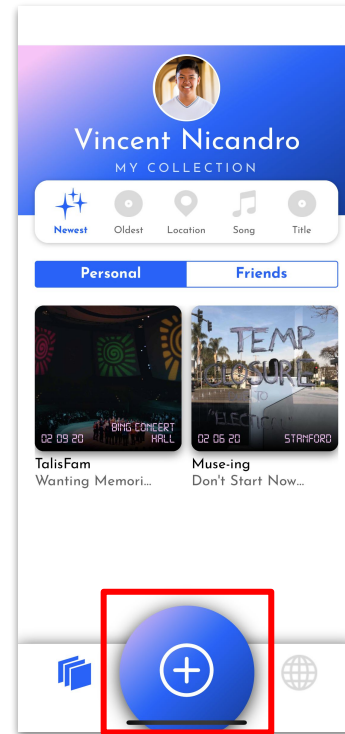
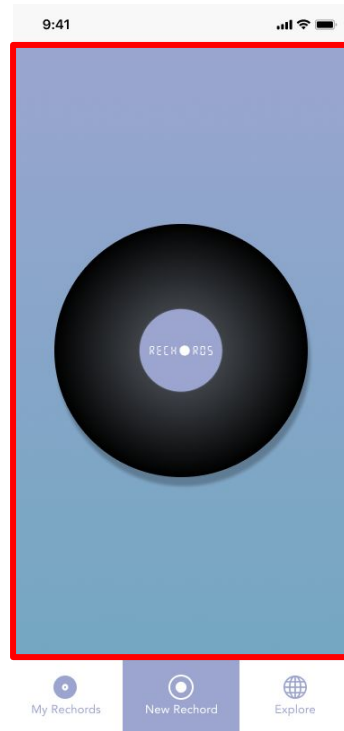
Key observation + solution

- 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

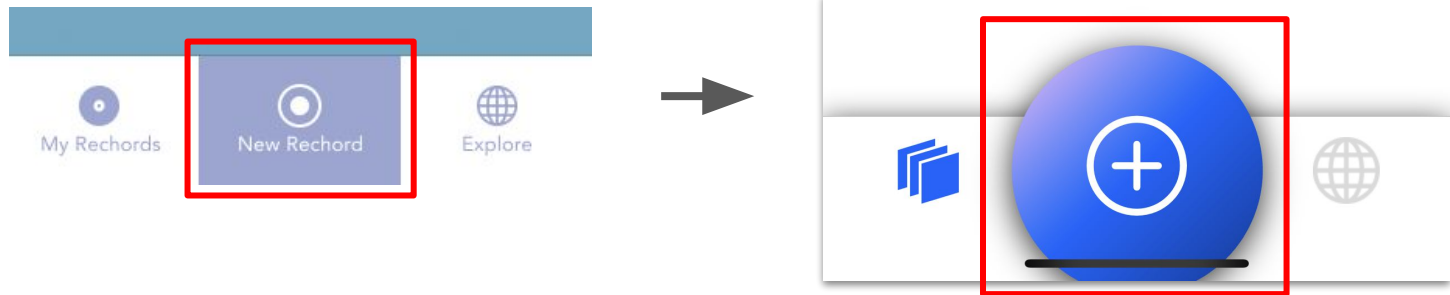


- Enable users to make **memories without Shazam-ing**
- Make Shazam an optional add-on feature

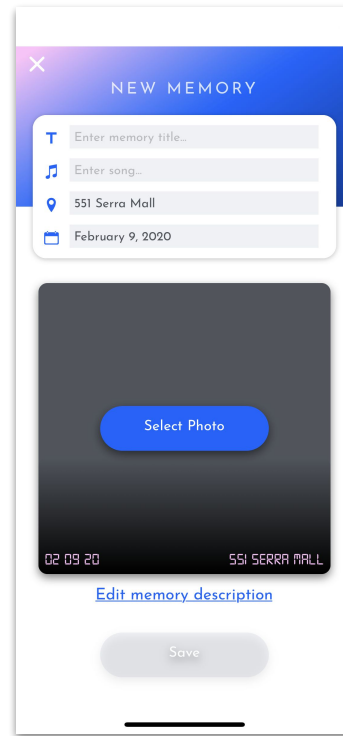
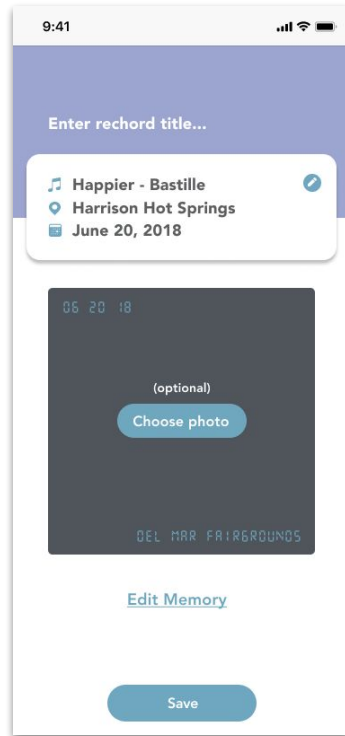
Create New Memory screen



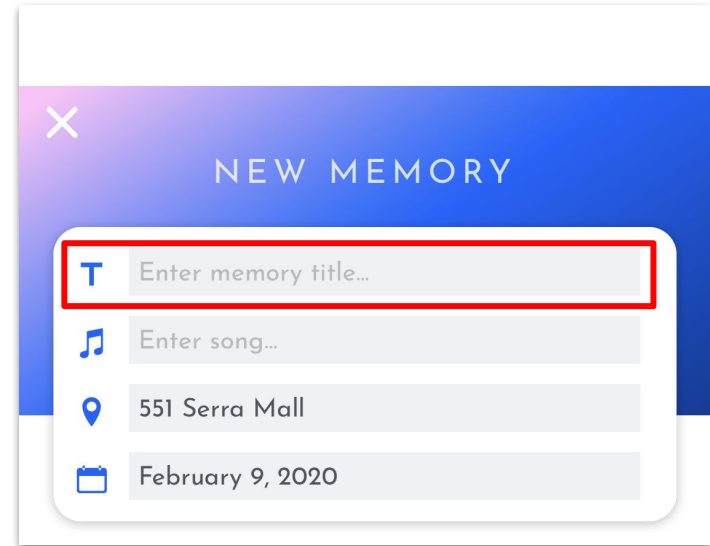
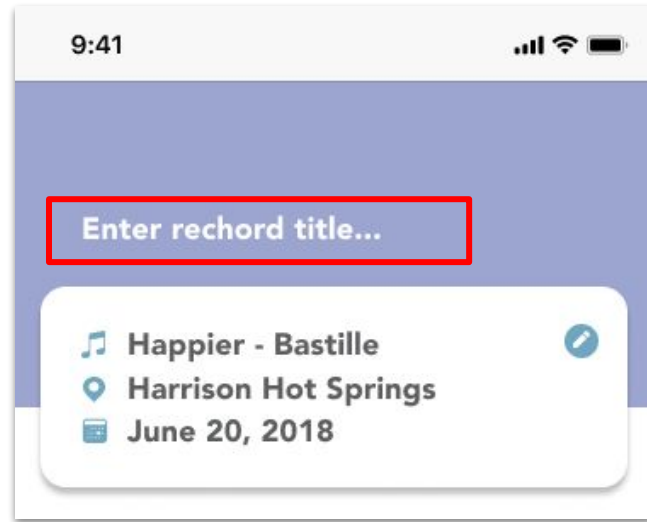
Create New Memory screen



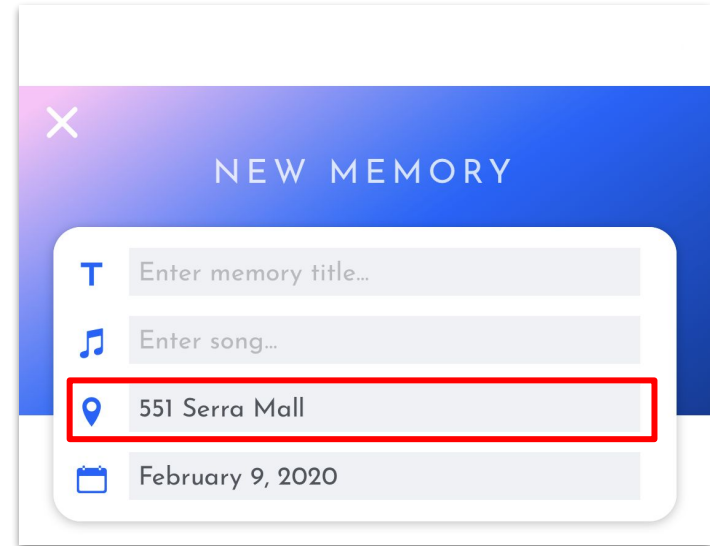
Create New Memory screen



Create New Memory screen



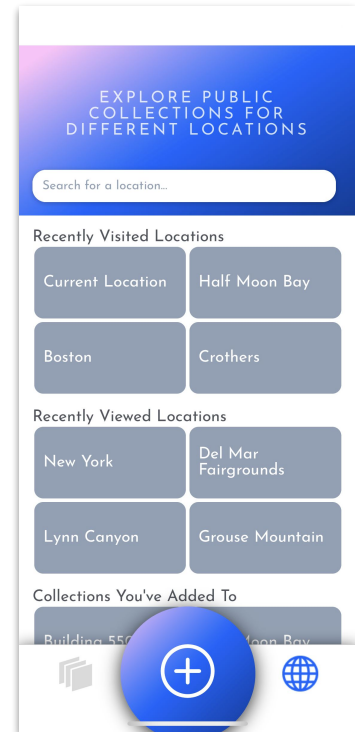
Create New Memory screen



Minor changes

- Changed vignette aesthetic by removing gradient
- Implementing functionality that allows users to search for any existing public location collection

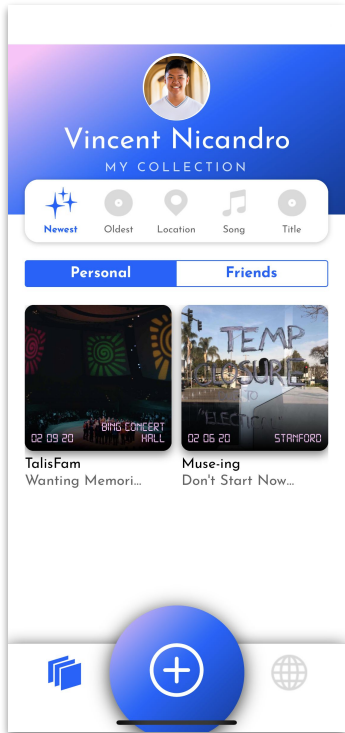
Allows for more flexibility during usability tests



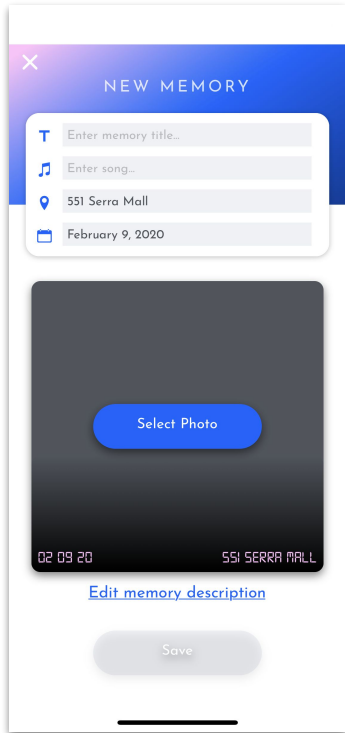
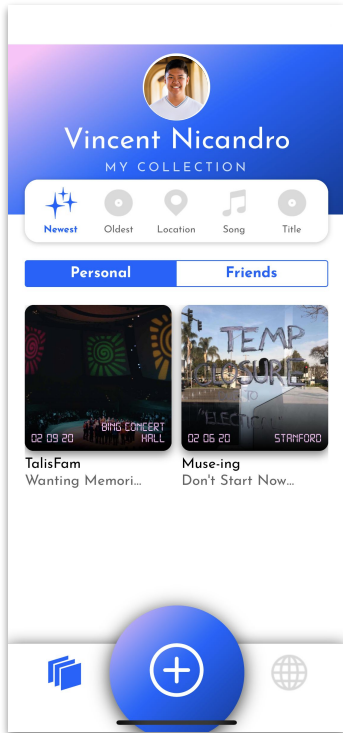


Task flows

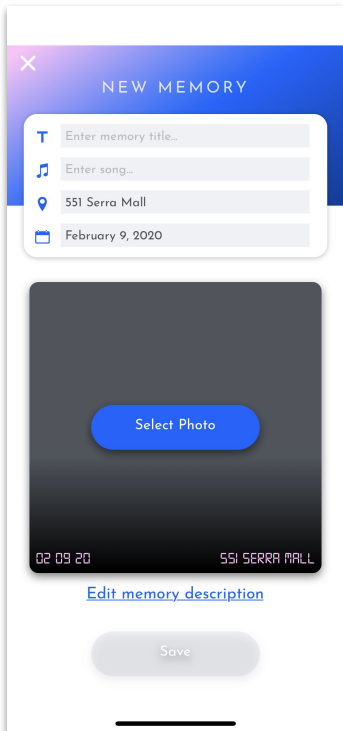
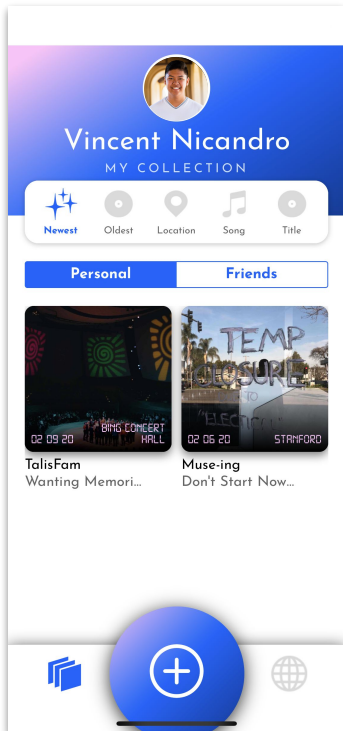
1: Create new memory



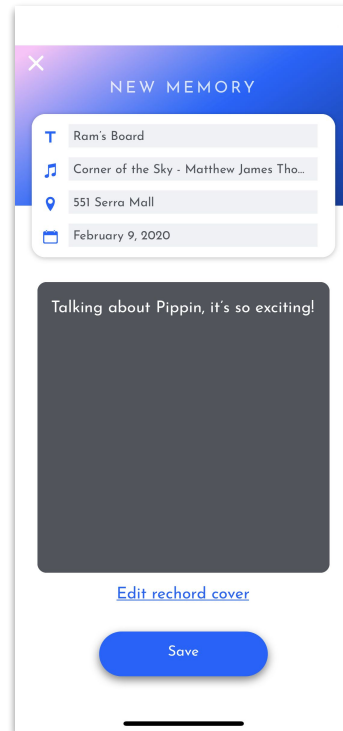
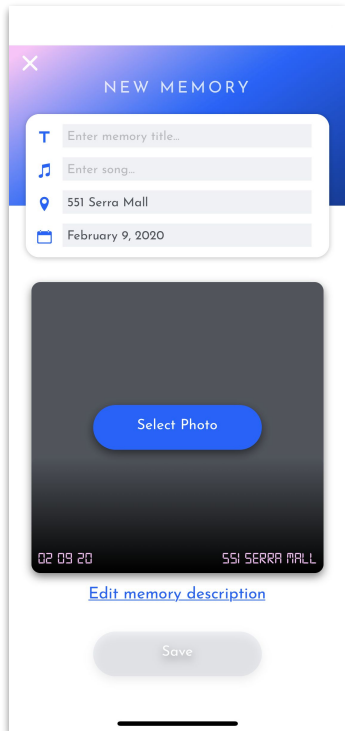
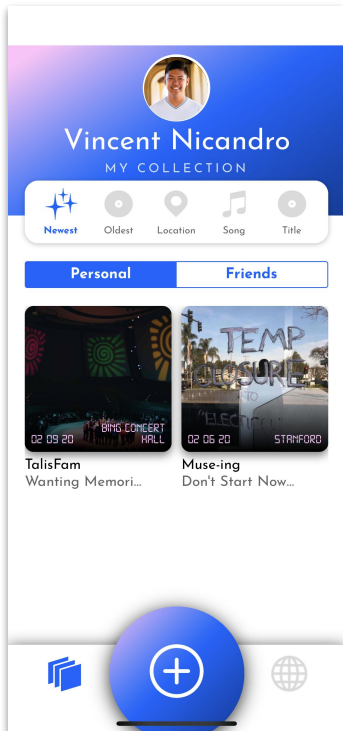
1: Create new memory



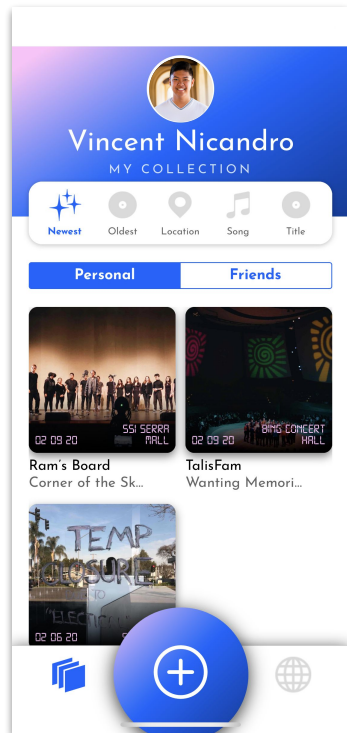
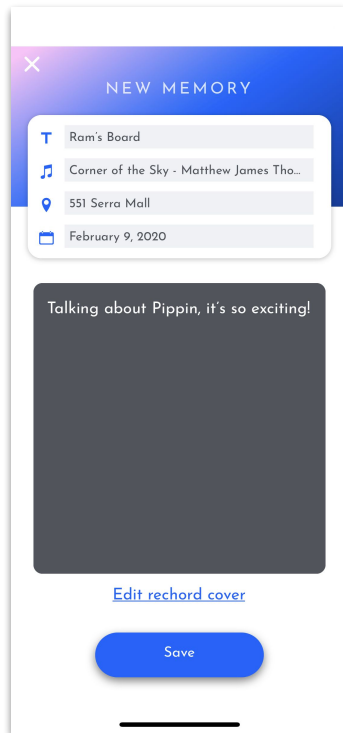
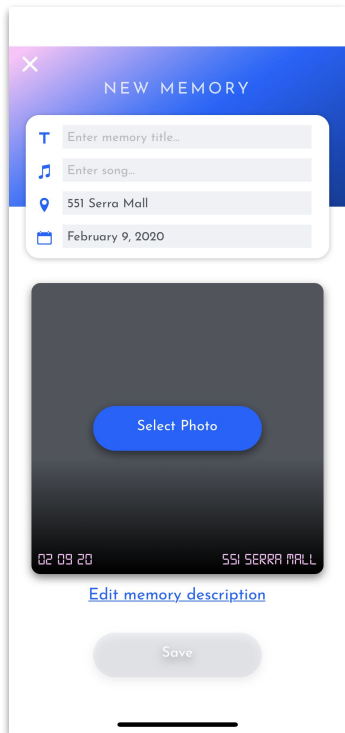
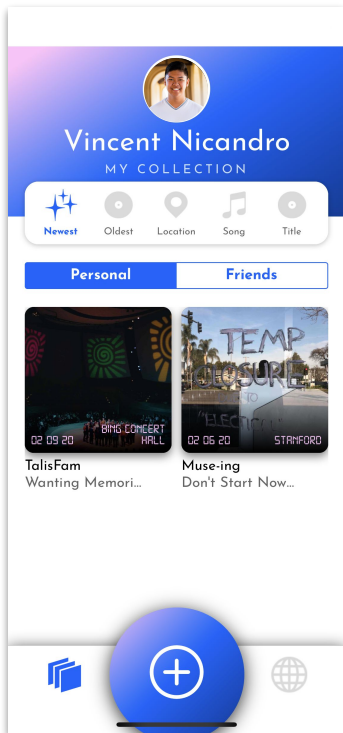
1: Create new memory



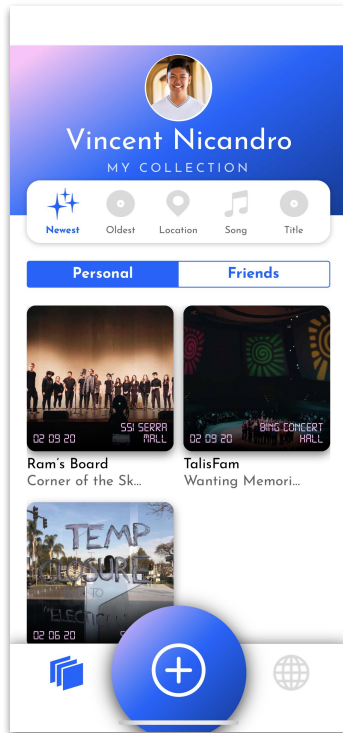
1: Create new memory



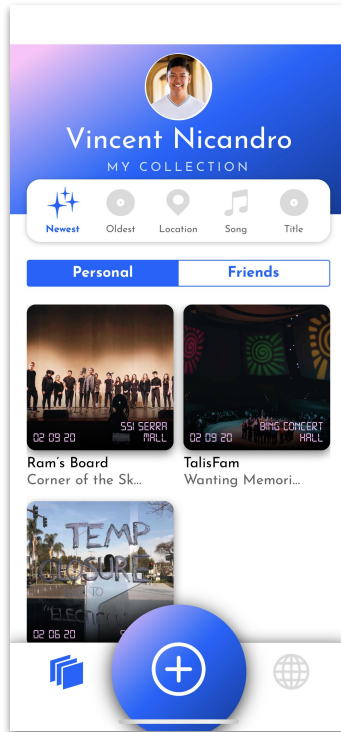
1: Create new memory



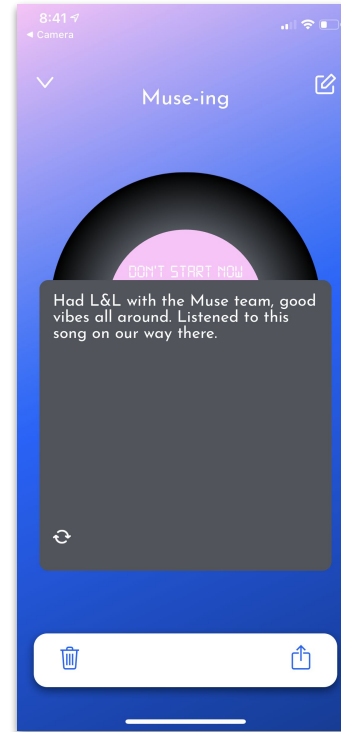
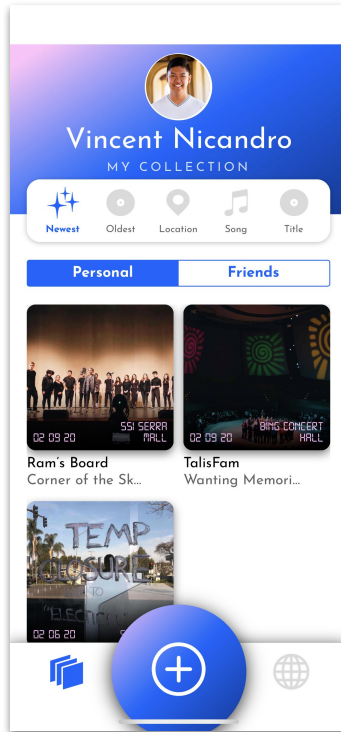
2: View your memory



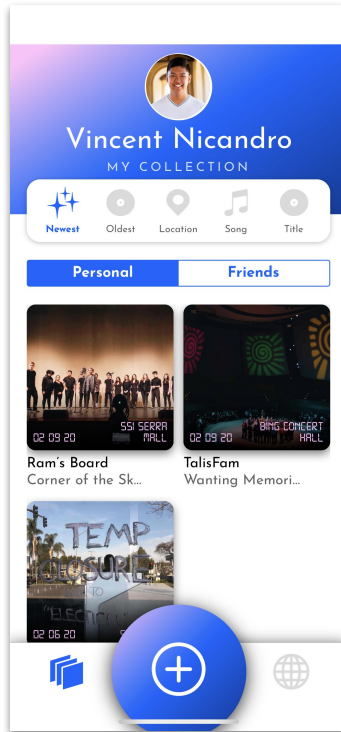
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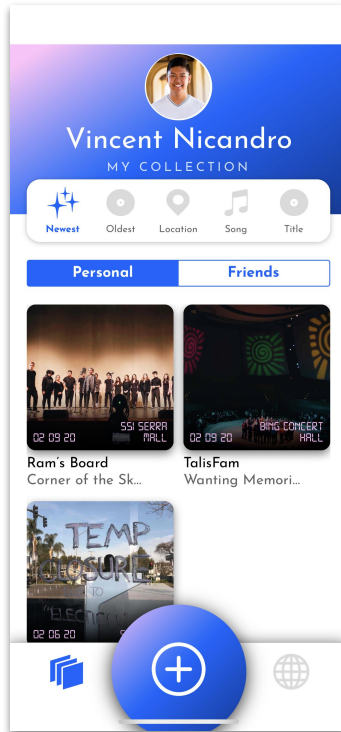
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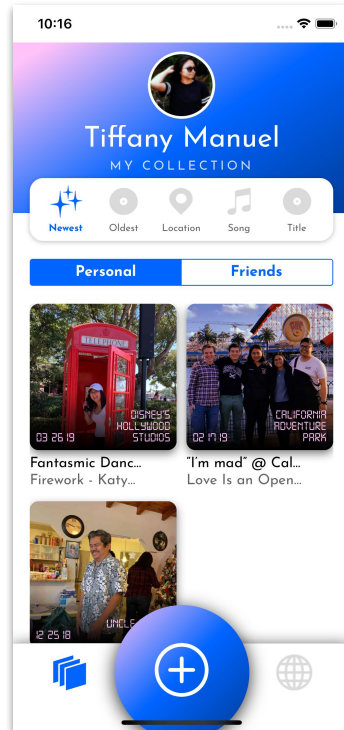
2: View your memory



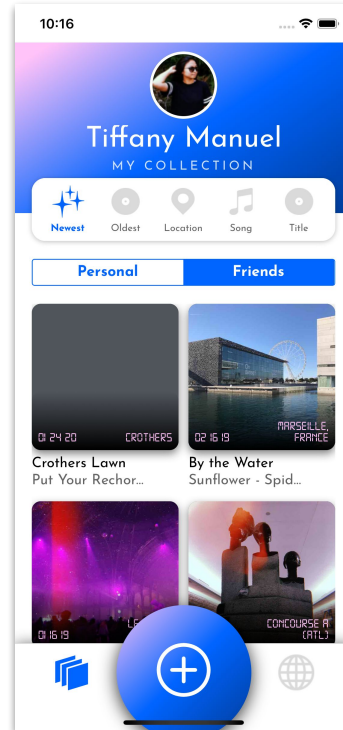
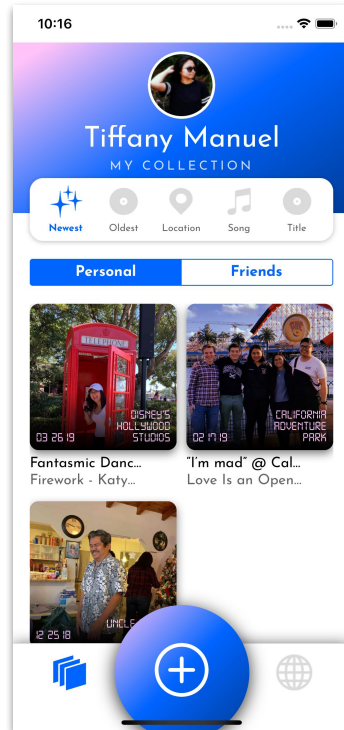
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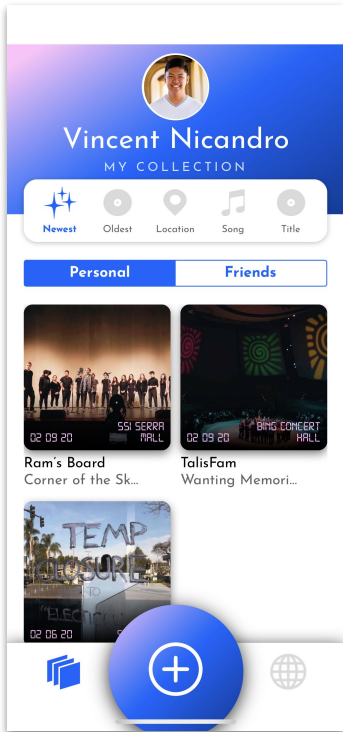
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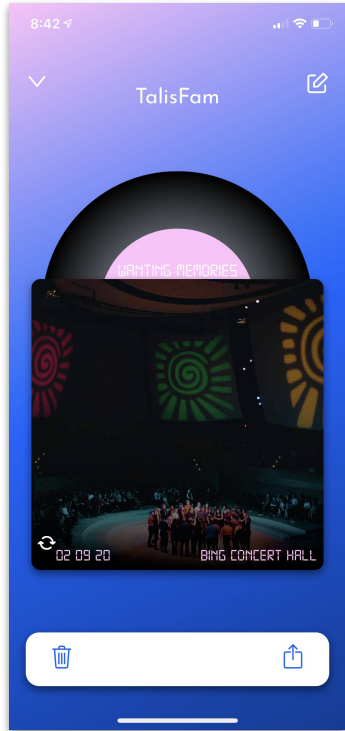
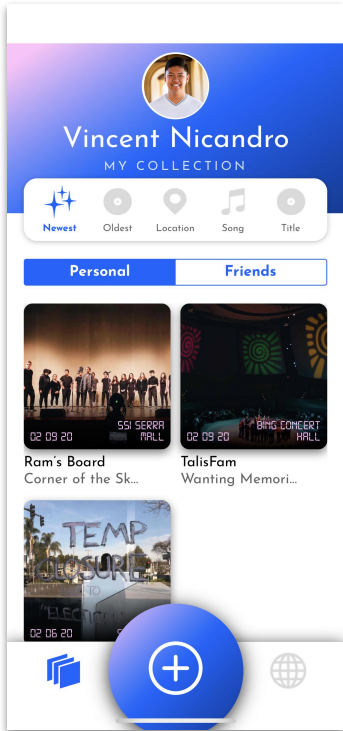
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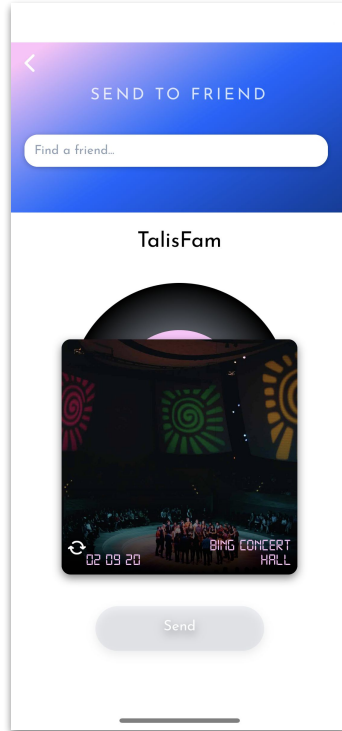
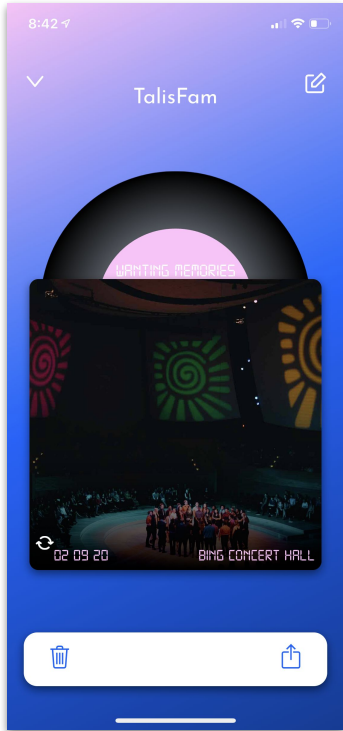
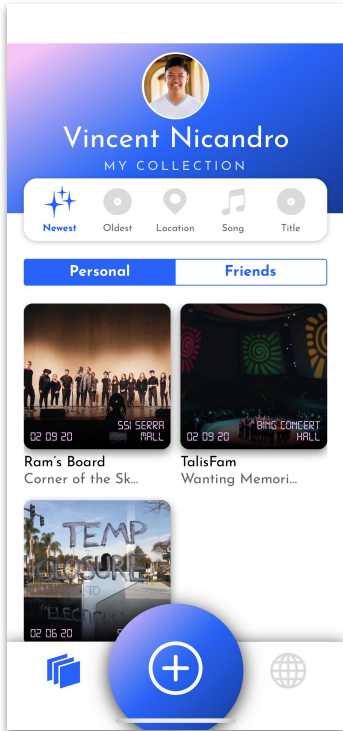
3a: Share your memory (friend)



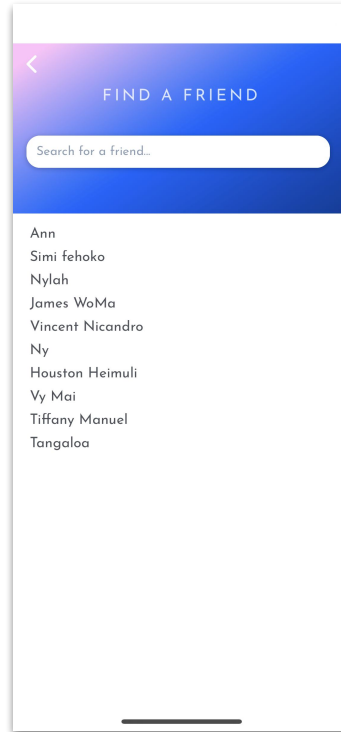
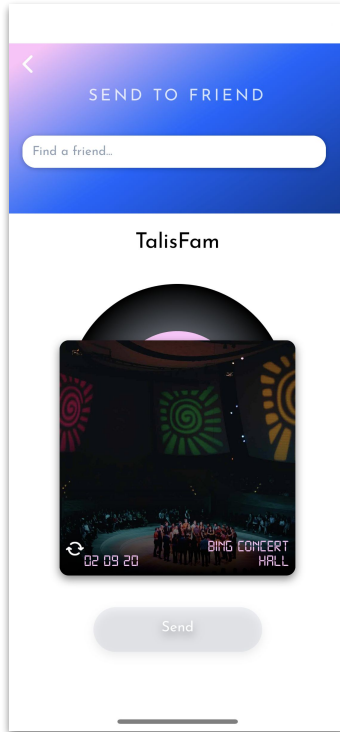
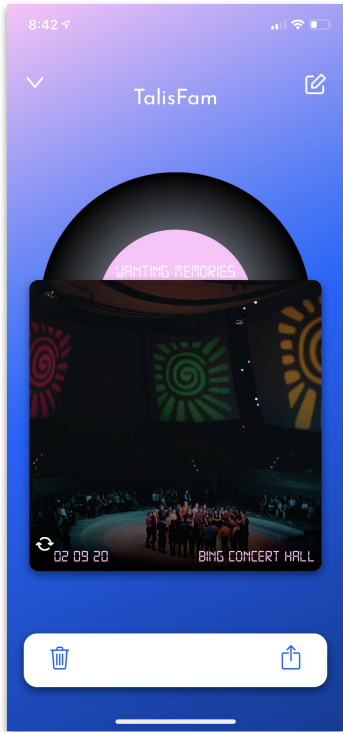
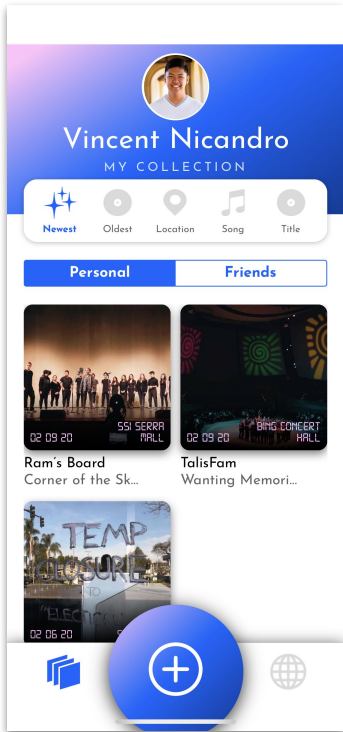
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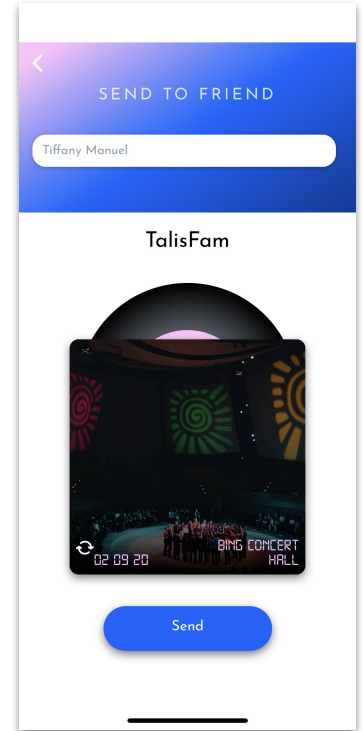
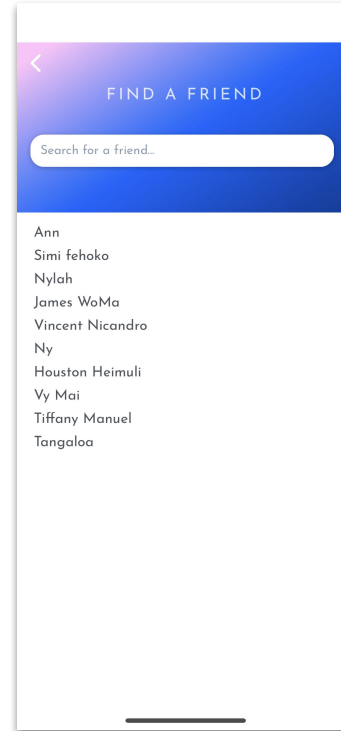
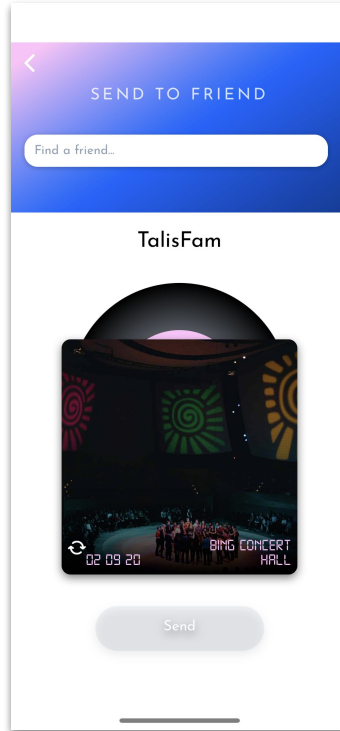
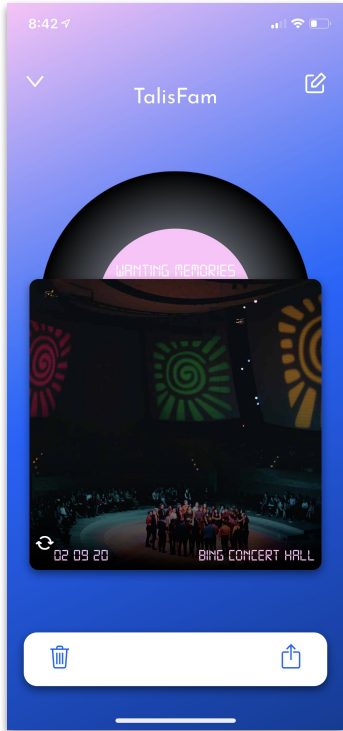
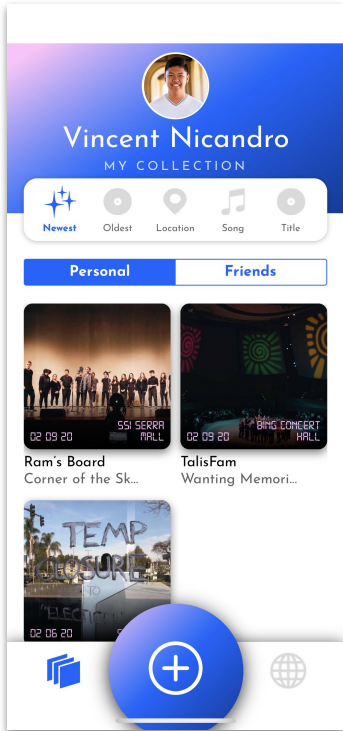
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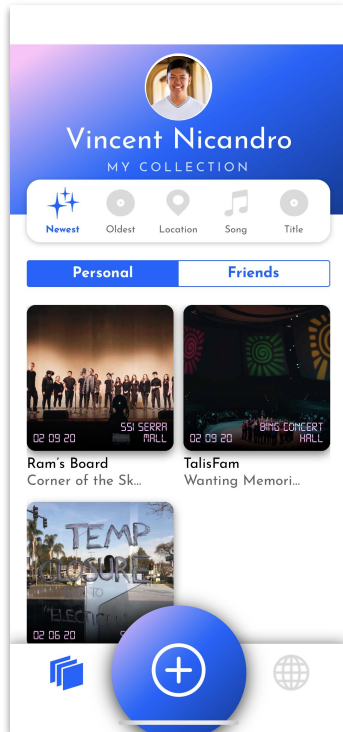
3a: Share your memory (friend)



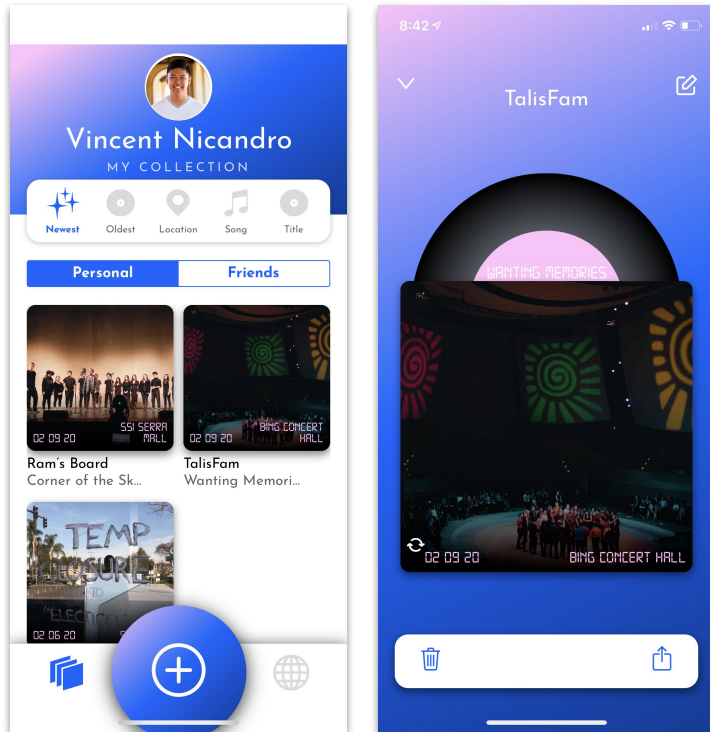
3a: Share your memory (friend)



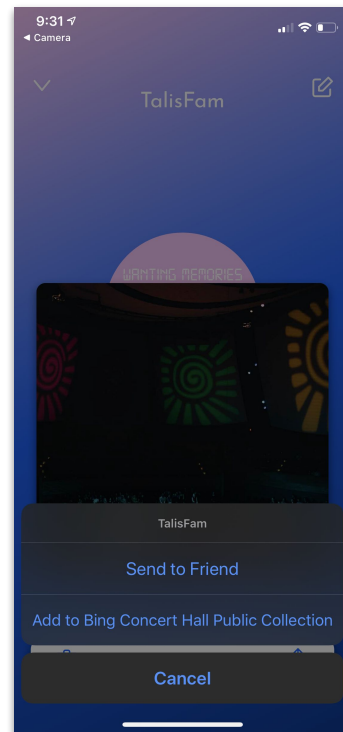
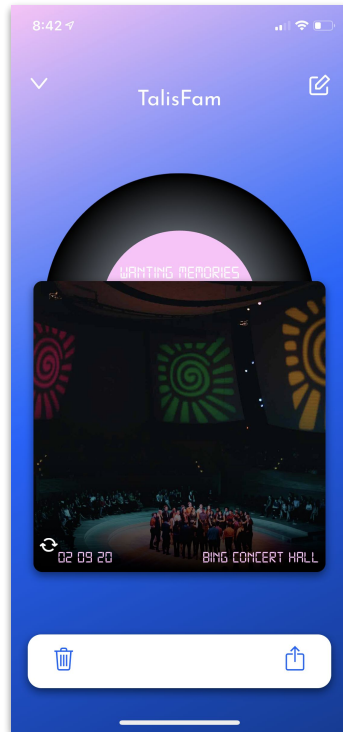
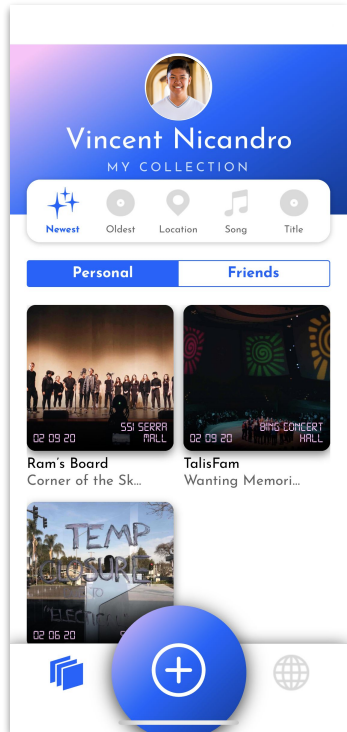
3b: Share your memory (public)



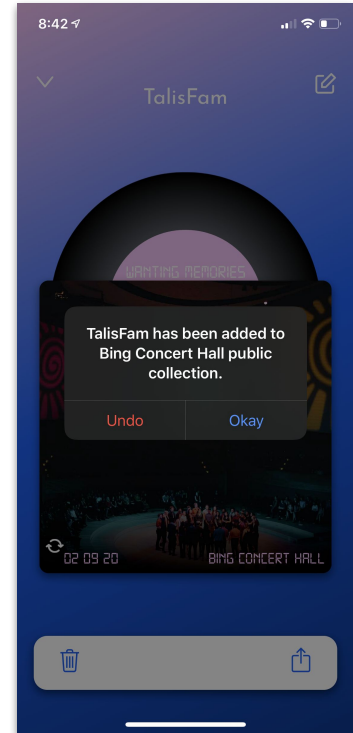
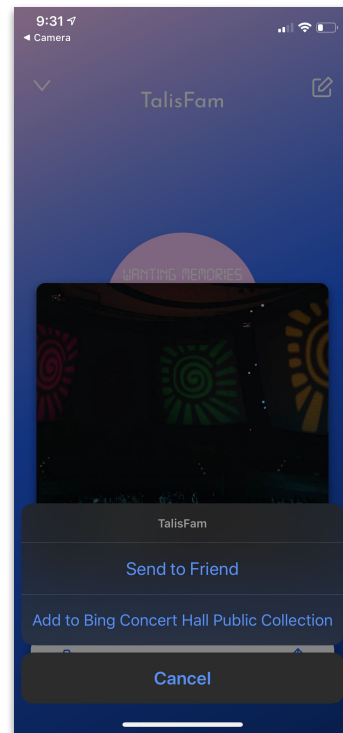
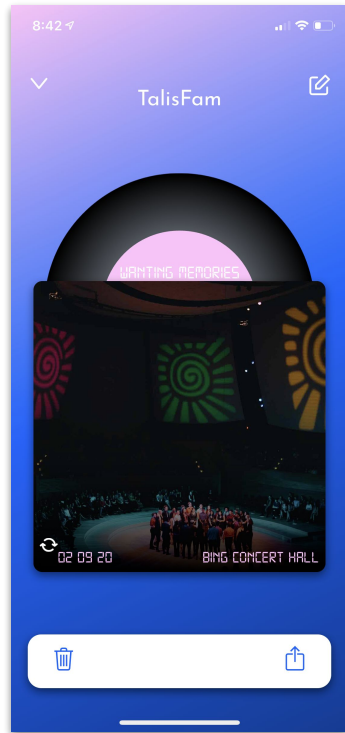
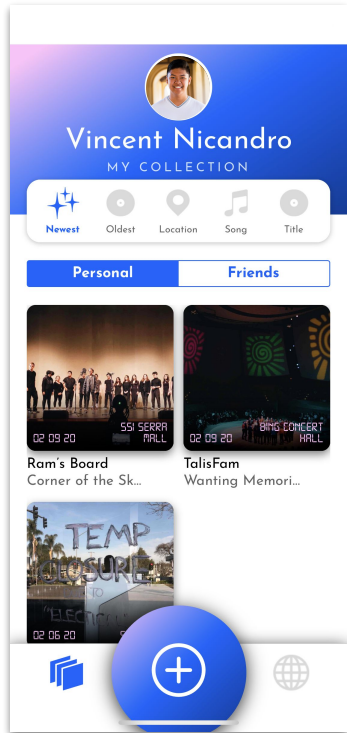
3b: Share your memory (public)



3b: Share your memory (public)



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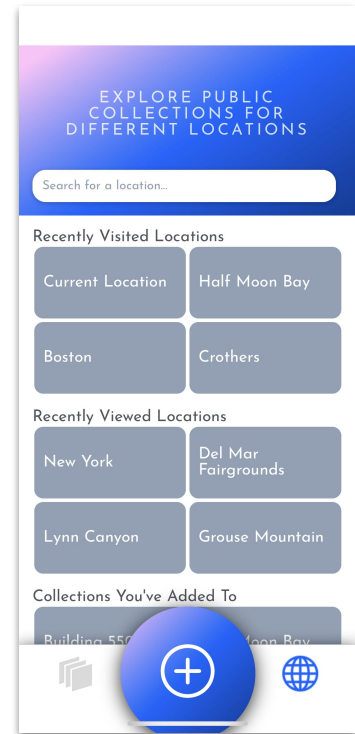




Future work

Unimplemented parts

- Playing music within the app - *Still figuring out how to implement*
- Multimedia album covers - *Not a priority since it doesn't get in the way of task completion + still figuring out how to implement*
- Shazam - *Do users want this feature?*
- Search within collections - *Not a priority since it doesn't get in the way of task completion*
- Settings page - *Not a priority since it doesn't get in the way of task completion*
- Locations on Explore Screen (hard coded) - *Not a priority since it doesn't get in the way of task completion*



Plan moving forward

- Implement all unimplemented parts
 - Shazam is dependent on user feedback*
- Fix any bugs found with more intensive testing
 - Intensive testing to be done internally*
- Possibly implement Manu's suggestion
 - Offer song recommendations if user does not already have a song associated with a memory. Concerned that this might be too difficult.*
- Expand search in Explore Screen
 - Allow users to search by song in addition to location. Also means changing UI of Explore Screen to highlight both song and location (currently just location).*



Thanks!

M U S E