



M U S E

Turn music into memories.

Field Muse-ability Study

Our team



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App Developer



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App Developer



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UX Designer

ROADMAP

Introduction

Method

Test measures

Results

Discussion

Introduction

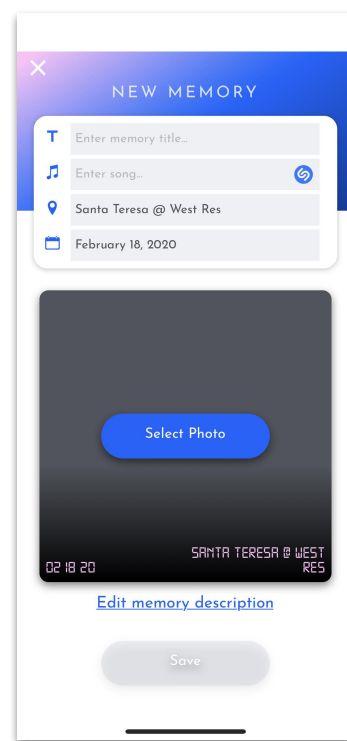
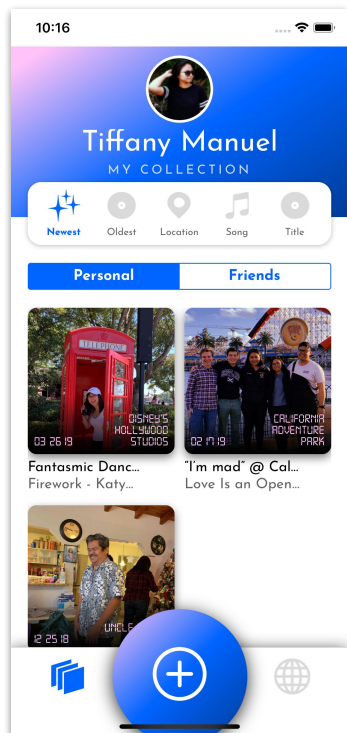
Problem: Current forms of memory-keeping have disadvantages: journaling is time-consuming, and photos only capture visual details.

Solution: **MUSE** interweaves music with memories to make looking back on life a delight.

Value Proposition: Turn music into memories.



The system



Purpose of Study

Test new interface changes:

UI redesign

Create memory task flow

Search in Explore screen



Purpose of Study

Test new interface changes:

UI redesign

Create memory task flow

Search in Explore screen

Gain insight on:

Shazam feature

Explore by location or song

Ease of use overall





Method

M U S E

Participants



Kaylee

Freshman in TAPS, 19

- Test inside MemAud; location-based memory
- \$10 gift card



Cainan

Senior in EE + Music, 21

- Test inside MemAud; any memory
- \$10 gift card



Liam

Sophomore in PD, 20

- Test inside MemAud; location-based memory
- \$10 gift card

Participants



Lisha

Tourist from Australia, 19

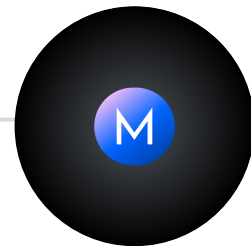
- Test outside in Main Quad; any memory
- \$10 gift card



Melissa

Palo Alto teacher, 24

- Test outside in DT Palo Alto; any memory
- \$10 gift card



Lucia

Palo Alto teacher, 25

- Test outside in DT Palo Alto; any memory
- \$10 gift card

Participants



Mairene

Sophomore at CSUF, 19

- Test outside in Disneyland; any memory
- No payment



Natalie + Sophia

High schoolers at PALY, 17

- Test outside in Disneyland; any memory
- No payment



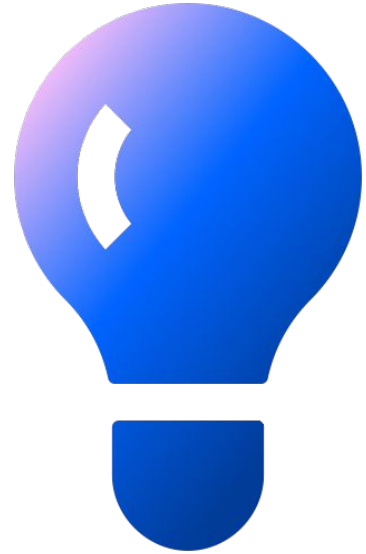
Kim

Senior at Pomona, 22

- Test outside in Disneyland; any memory
- \$10 gift card

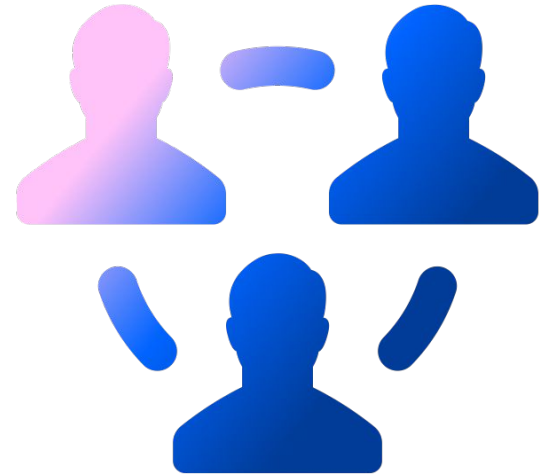
Apparatus

- *iPhone* with app remotely loaded onto it
- Timing measured using *Amplitude*, collected clickstream logs
- *Recording* of both screen as well as participant interacting with screen to refer back to



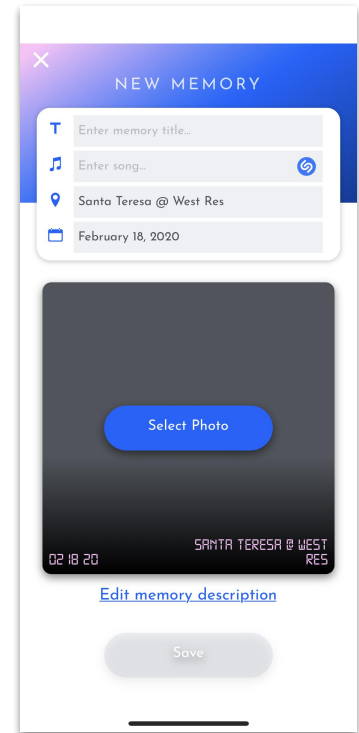
Task 0: Create an account

- Users expected to create an account in an onboarding process
- Not really looking for anything beyond ease of creating account; necessary component to begin using the system



Task 1: Create a memory

- Users expected to create a new memory with song and description
 - Location-based (at the location we tested them at)
 - Any memory (that came to mind)
- Does the task flow make sense? Was there any hesitation at any point in the process of selecting a song/editing memory description?



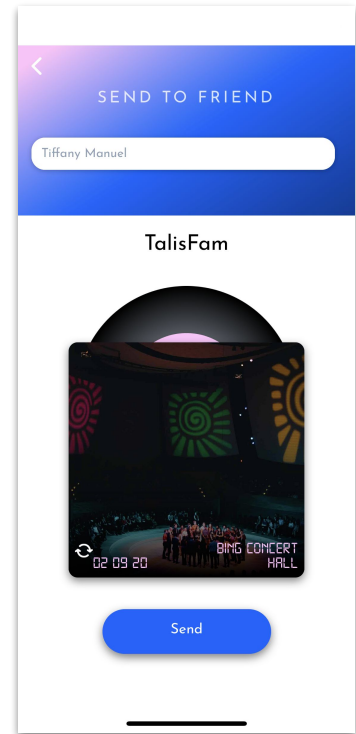
Task 2: View a memory

- Split into 2 subtasks
 - View own memory
 - View friend's memory
- Do people see everything relevant to the memory without prompting/guidance?
- Does the vinyl design make sense?



Task 3: Share a memory

- Split into 3 subtasks:
 - Sharing the memory to a friend
 - Sharing to a public collection
 - Viewing that memory in said public collection
- Do people understand the purpose and function of the Explore section? Do people understand the distinction between sharing to a friend vs. sharing to the public?



Procedure

1. Fill out informed consent form; set up cameras/recording for participant and screen
2. Had users think of a memory (either location-based or any memory)
3. Gave them the phone with the app
4. Dictated the tasks they needed to do one by one
5. Short wrap-up interview, then debrief



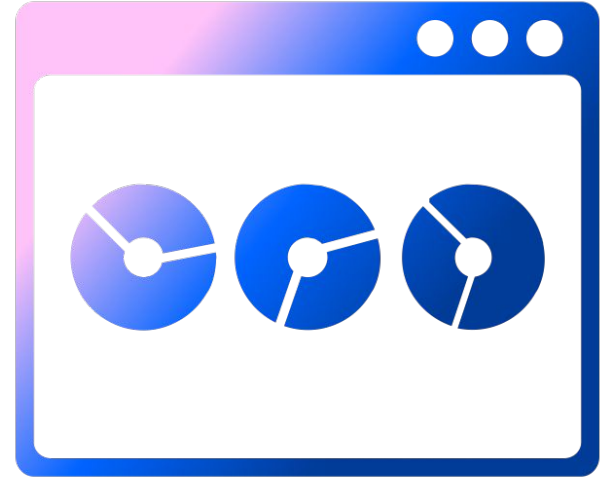


Test measures

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Test measures

- Task success
- Time to complete each task
- Number of total clicks
- Number of errors
- Physical response + observations

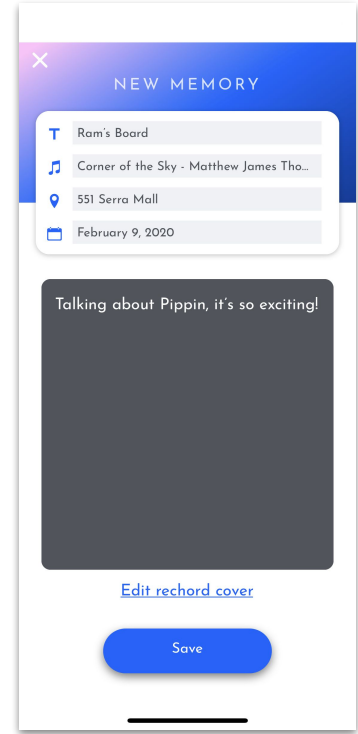
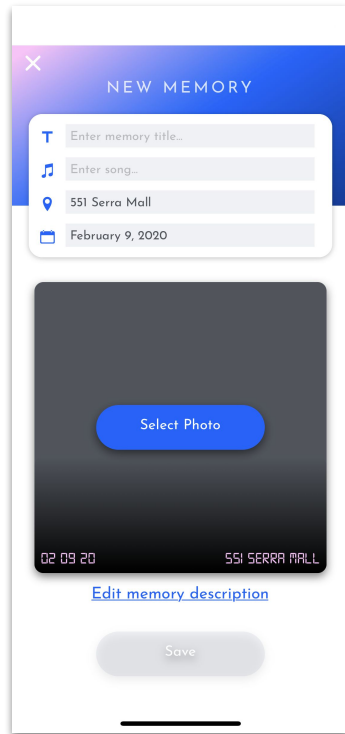
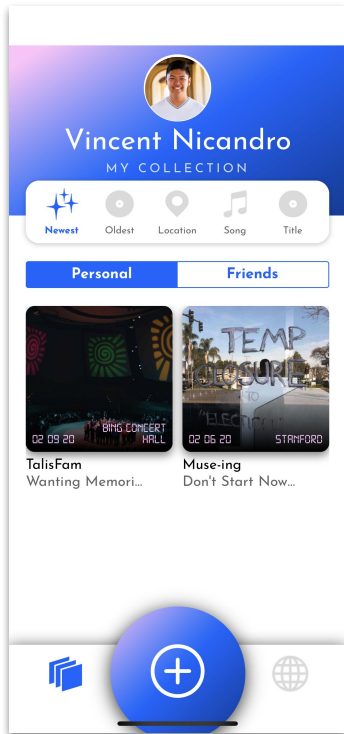




Results

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Task 1: Create a memory



Task 1: Create a memory

Range

Total time

1:15 - 3:18 min

Number of clicks

3 - 4

Number of errors

0 - 2

Average

Total time

2:29 min

Number of clicks

3.11

Number of errors

0.44

Task 1: Create a memory

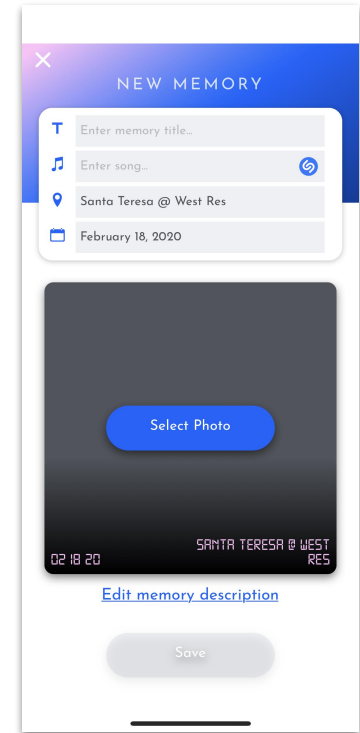
9/9 - Task success

Observations:

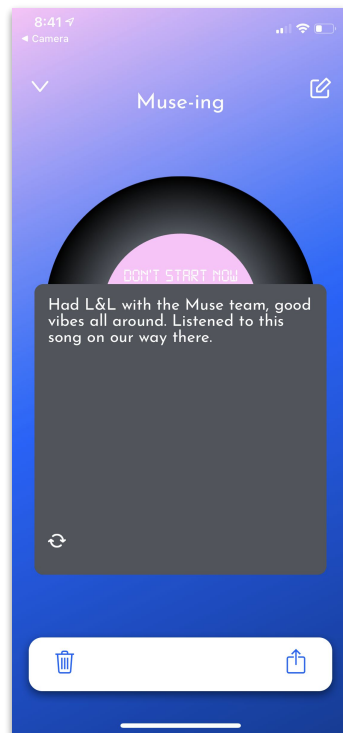
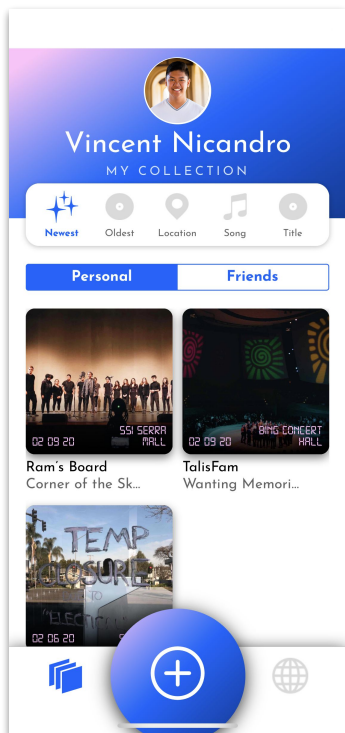
Some users didn't change location & date

Few users tried to shazam

One user struggled to think of song



Task 2a: View a memory



Task 2a: View a memory

Range

Total time

4.2 - 21 sec

Number of clicks

3 - 3

Number of errors

0 - 0

Average

Total time

9.6 sec

Number of clicks

3

Number of errors

0

Task 2a: View a memory

9/9 - Task success*

Observations:

Users found song on vinyl easily

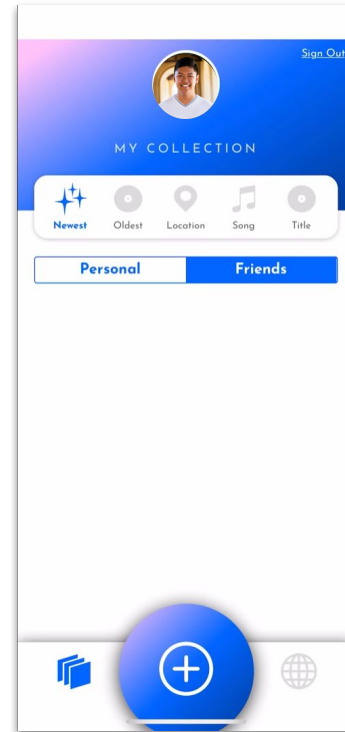
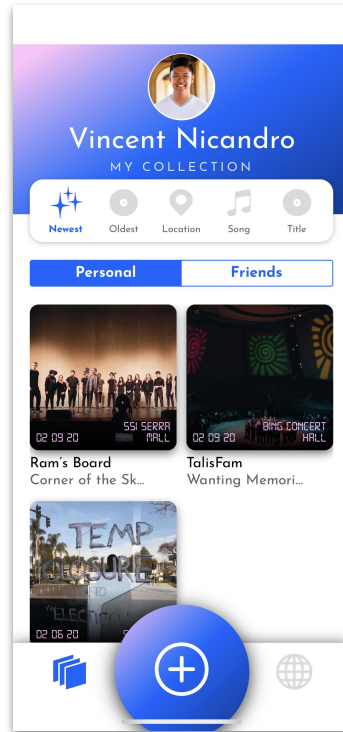
Almost all users missed flip icon on album

Users clicked other icons to find description

*Most users needed help finding description



Task 2b: View a friend's memory



Task 2b: View a friend's memory

Range

Total time

1.8 - 7.2 sec

Number of clicks

2 - 3

Number of errors

0 - 0

Average

Total time

4.2 sec

Number of clicks

2.43

Number of errors

0

Task 2b: View a friend's memory

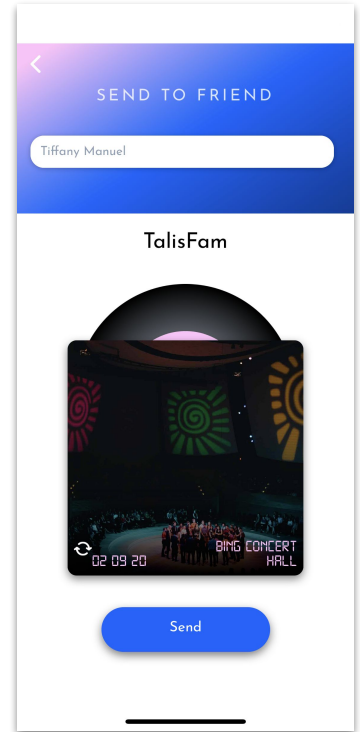
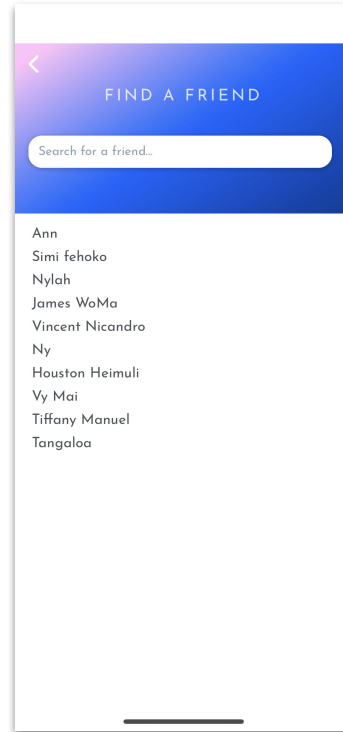
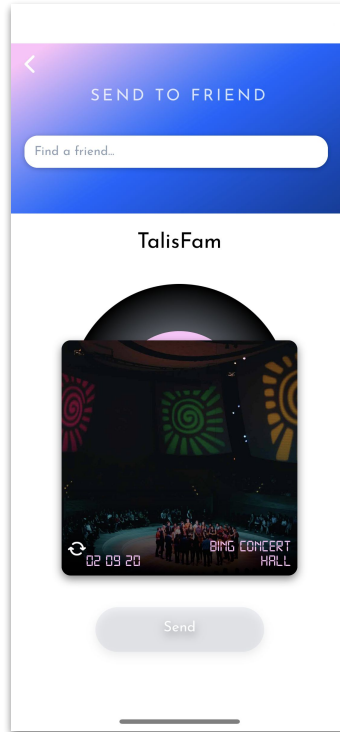
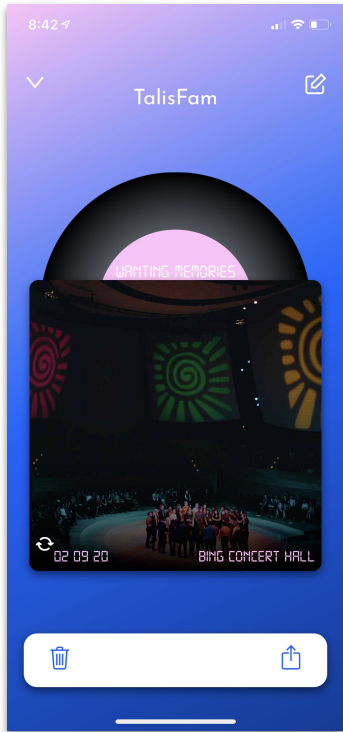
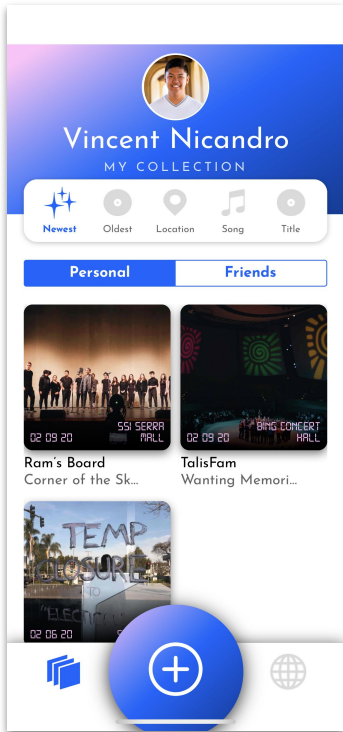
8/8 - Task success

Observations:

No actual friend memories to test



Task 3a: Share memory to friend



Task 3a: Share memory to friend

Range

Total time

4.8 - 30 sec

Number of clicks

5 - 7

Number of errors

0 - 4

Average

Total time

19.2 sec

Number of clicks

5.89

Number of errors

.22

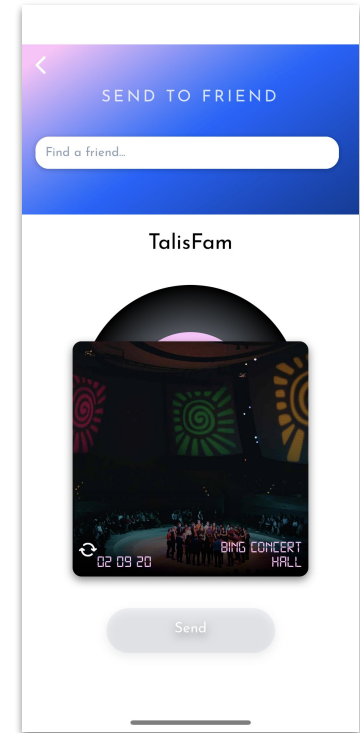
Task 3a: Share memory to friend

9/9 - Task success

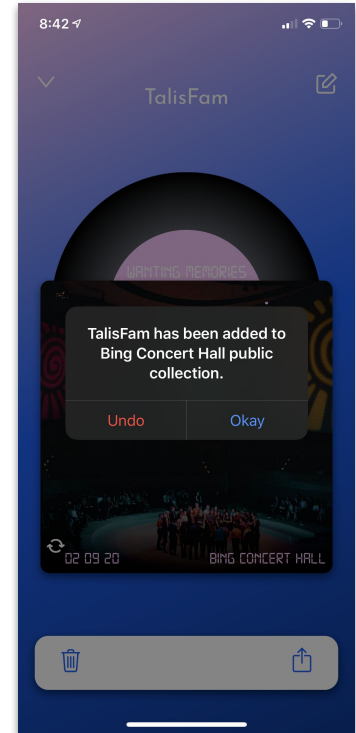
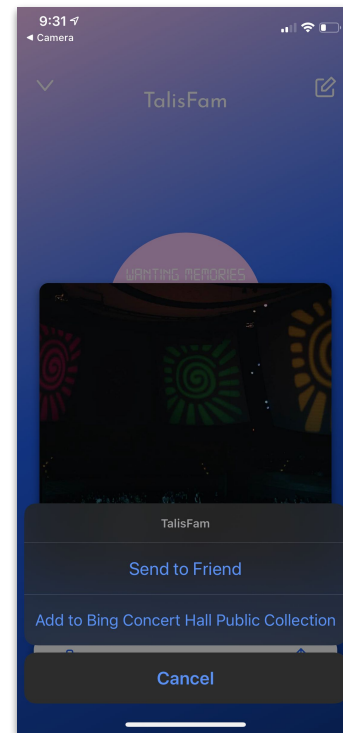
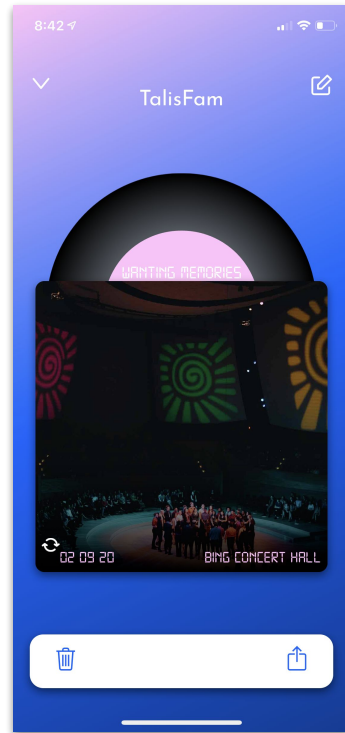
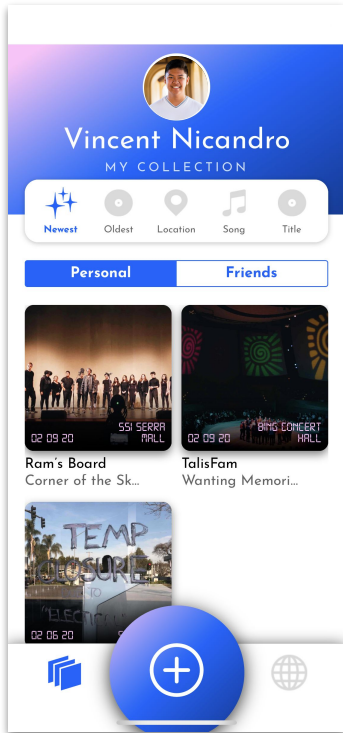
Observations:

Most users found share icon easily

Few users searched for share on other screens



Task 3b: Share memory to public



Task 3b: Share memory to public

Range

Total time

7.8 - 52 sec

Number of clicks

2 - 9

Number of errors

0 - 4

Average

Total time

17.4 sec

Number of clicks

4.33

Number of errors

.56

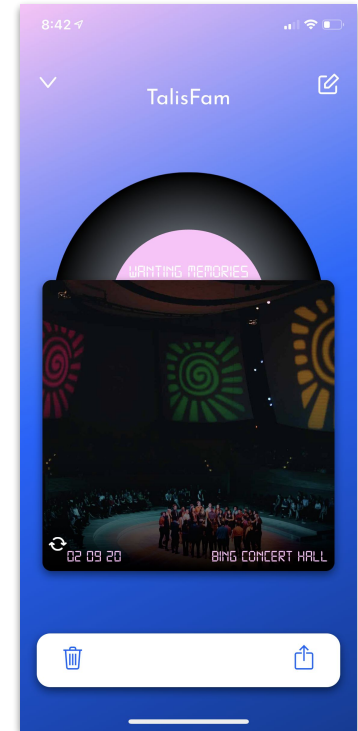
Task 3b: Share memory to public

9/9 - Task success

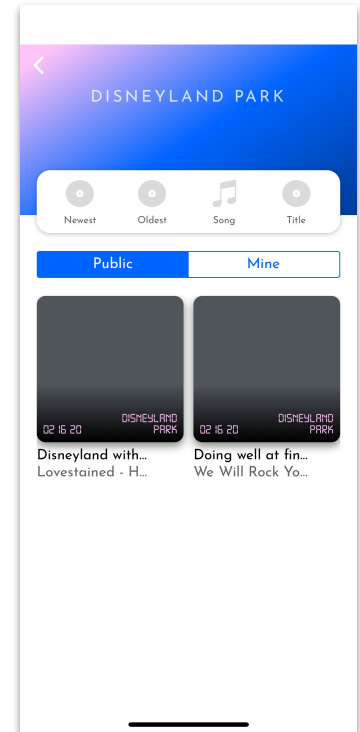
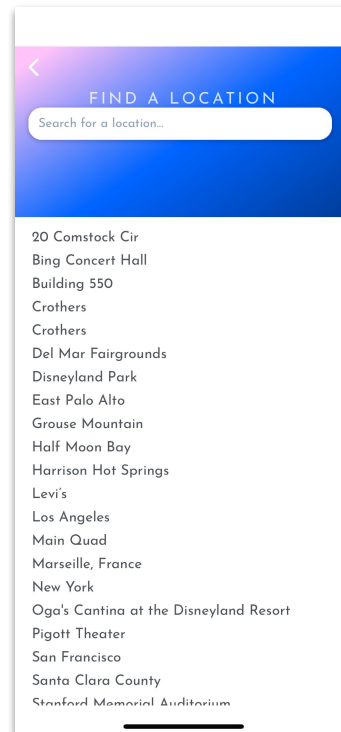
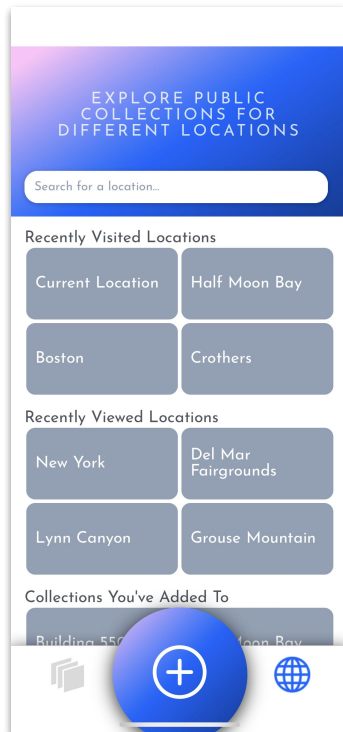
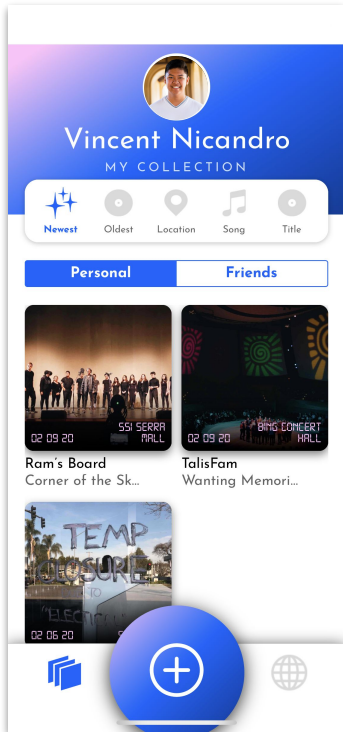
Observations:

Most users found share icon easily

Few users searched for share on Explore page



Task 3c: View memory in public



Task 3c: View memory in public

Range

Total time

12 sec - 1:04 min

Number of clicks

2 - 4

Number of errors

0 - 1

Average

Total time

32 sec

Number of clicks

3.11

Number of errors

.56

Task 3c: View memory in public

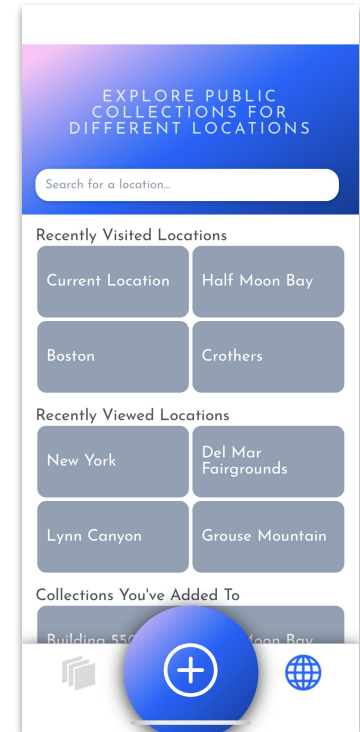
9/9 - Task success

Observations:

Most users went to Explore page immediately

Most users tried to use search bar in Explore

Few users scrolled through public collections



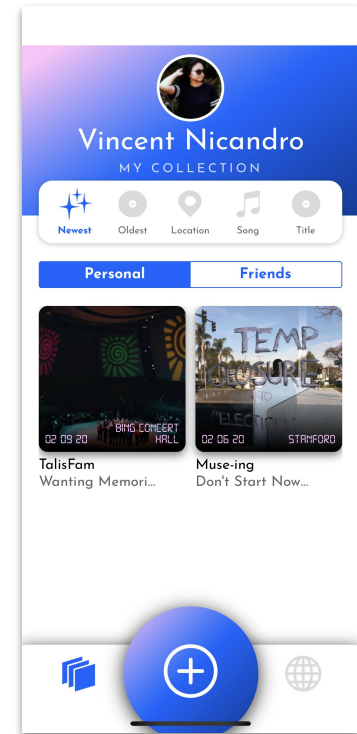


Discussion

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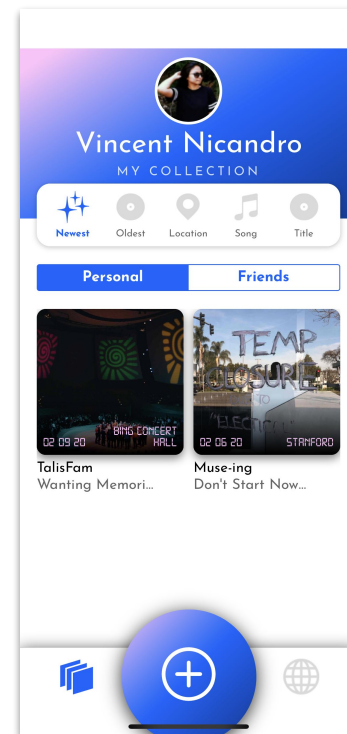
What we learned

- New task flow for Create a Memory works well



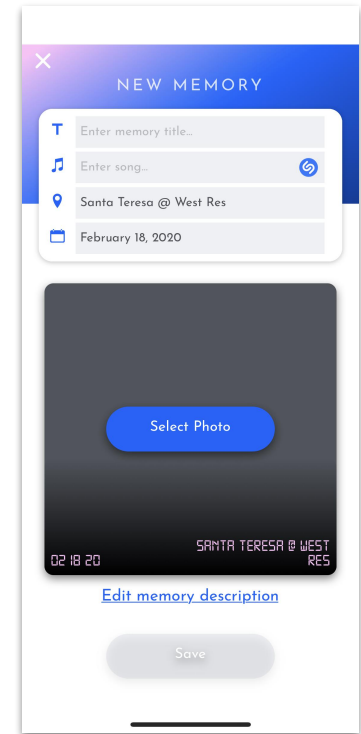
What we learned

- New task flow for Create a Memory works well
- Some users like multimedia for album cover



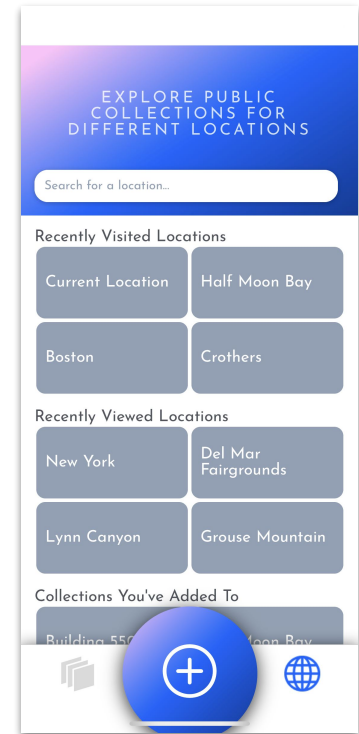
What we learned

- New task flow for Create a Memory works well
- Some users like multimedia for album cover
- Shazam feature is a plus, but not integral



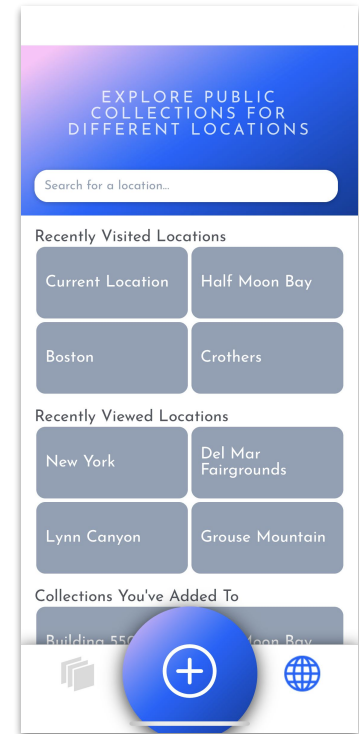
What we learned

- New task flow for Create a Memory works well
- Some users like multimedia for album cover
- Shazam feature is a plus, but not integral
- Explore by both location and song



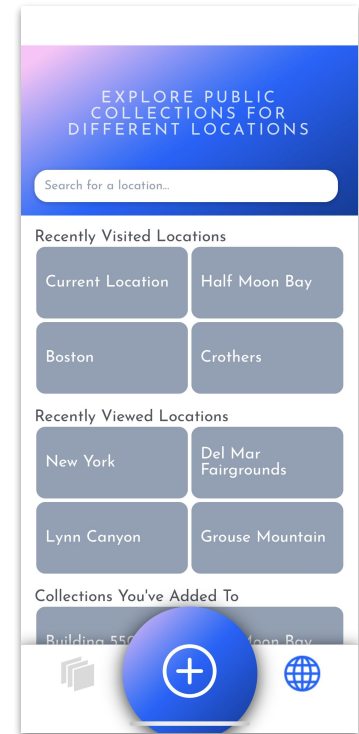
What we learned

- New task flow for Create a Memory works well
- Some users like multimedia for album cover
- Shazam feature is a plus, but not integral
- Explore by both location and song
- Search in Explore screen broken



What we learned

- New task flow for Create a Memory works well
- Some users like multimedia for album cover
- Shazam feature is a plus, but not integral
- Explore by both location and song
- Search in Explore screen broken
- Task flow for Share to Public is confusing



Future changes

- Explore public collections
 - Allow users to share to public via Explore page
 - Enable search by song (along with location)
 - Redirect to Explore page after sharing to public
 - Implement new UI design
- Friends' memories
 - Implement Add a Friend functionality
 - Design structure of friend memories
- Shazam (stretch goal)
- Multimedia album covers (stretch goal)

In situ

Difficulties:

- Video recording
- Participants in time crunch

Insights:

- Easier to think of memories
- App use is very intuitive
- Excitement for the app





Summary

M U S E

Summary

- Gained insight on app usage *in situ*
- Positive feedback on UI redesign
- New Create a Memory task flow → success!
- Shazam and multimedia covers are bonus features
- Confusion in Share to Public task
- Redesign Explore page



Thanks!

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