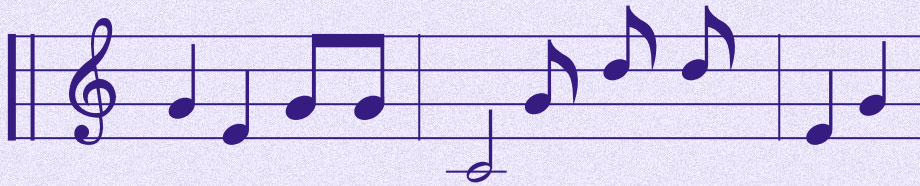
Assignment 4: Concept Video

Team SEAL:
Sophia, **E**llie, **A**my &
Leilenah



Team SEAL

Sophia Ramsey

Ellie Vela

Amy Lo

Leilenah Mamea

Problem

Many people struggle to connect with their **emotions** on a **deep** and **meaningful** level.

Problem

"My **sadness** was getting in the way of me doing things."

– *an Interviewee*

Problem

Many of our interviewees turn to **music** to attempt to deal with their **emotions**, even though it **doesn't always work**.

Problem

"After I had my son, and I was kind of going through **postpartum depression**...I really dove into **music** at that time."

– *an Interviewee*

Problem

"I listen to certain **playlists** when I need to **calm down**."

– an Interviewee

Problem

We asked ourselves, “How might we use **music** to help people **analyze** and **reflect** upon their own **emotions**?”

Solution

record

Value Proposition

Analyze your Emotions Using Music

Solution

record

Slogan

We listen – and so do you.

How it Works

1) User records a journal entry

2) We perform sentiment analysis

3) We select a song that aligns with the user's emotions

4) We provide the user with the song, as well as other metrics about their emotional history

Primary User

- Enjoys listening to **music**
- Has **internet** access
- Has access to **smart devices**
- Is comfortable **interacting** with smart devices
- Is interested in gaining insight into their **emotions**
- Is technologically **adventurous**

Competitor #1

Vent

Emotion-forward social network

- *Create posts & tag with feeling*
- *View trends in your feelings*
- *Share feelings with friends*
- *Join groups*
- *Digital Diary (actually just a feed of private posts)*

Competitor #2

Mood Music

Social Network for sharing feelings with music

- *Embed songs in posts*
- *Set daily emotion to get song recs*
- *Create playlists based on emotion*
- *Join groups*

Competitor #3
Journal
Apple's new journaling app (iOS 17)

- *Uses ML to sort/ incorporate media from other apps*
- *Prompts journaling through suggestions*

Competitor #4

AI Diary

Digital diary that analyzes entries

- *Analyzes mood*
- *Conversational*
- *Analyzes grammar*
- *Summarizes entries*
- *Generates poems*
- *Suggests topics*
- *Smart search*

Competitor Comparison

Features	Vent	Mood Music	Journal	AI Diary	record
Sentiment Analysis	✗	✗	✗	✔	✔
Music integration	✗	✔	✔	✗	✔
Analyze trends	✔	✗	✗	✔	✔
Digital Diary	?	✗	✔	✔	✔

Stakeholders

Direct Stakeholders

- Anyone who **inputs a journal entry** into our product.

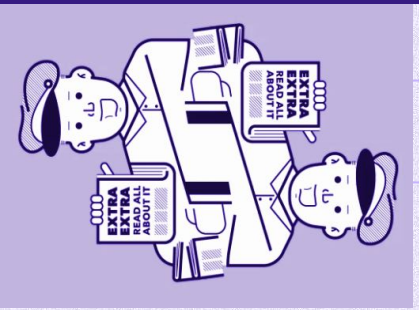
Indirect Stakeholders

- Musicians
- Anyone close to the user
- Mental Health Workers
- Hardware Manufacturers – e.g. Apple
- Software Manufacturers – e.g. Spotify, OpenAI

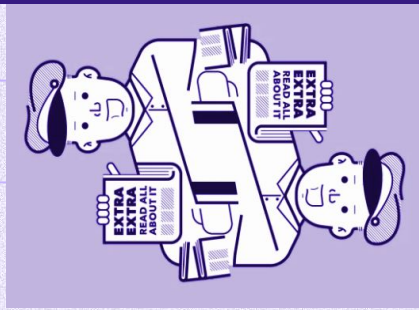
Ethical Implications

The Siren

What would using your product “too much” look like?	Stewing in negative emotions; Over-interpreting suggestions e.g. as a diagnostic tool
How does it encourage people to engage, and how does it make it easy to disconnect?	Provides personalized music suggestions, but allows exporting them out of the app
How does it respect people’s boundaries and other parts of their lives?	Doesn’t import media from unauthorized sources or force users to reply to specific prompts
In what situations might it be inappropriate or distracting to use?	In times of extreme distress or as a replacement for professional help



Ethical Implications



The Scandal

What's the worst headline about your product you can imagine?

Security breach

What about your business model would concern users most?

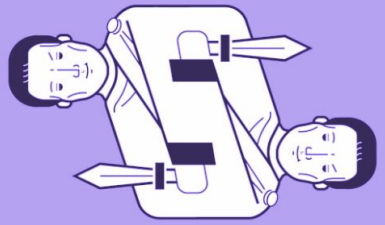
Privacy, security, and encryption with sensitive personal information

In what scenarios could your product cause harm or endanger people?

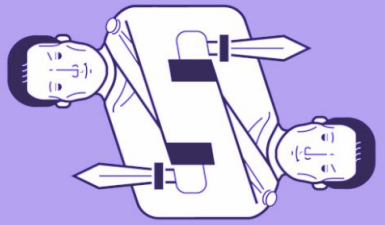
If private thoughts are accessed by others, or if users use the app in place of seeking help

If your product was used entirely opposite of how it's intended, what does that look like?

Knowing which songs a person was recommended and attempting to piece together their journal entries



Ethical Implications



The Backstabber

What could cause people to lose trust in your product?

Security breaches, lack of passwords/two factor authentication, poor recommendations

What could make people feel unsafe or exposed?

Lack of security, passwords, or account management

What mechanisms are in place for listening to your users?

We can implement a thumbs up/down rating for song selections

How will you recognize larger patterns in feedback so that action can be taken?

We can give songs scores based on whether the genre, mood, or lyrics match, and use that to improve matching for individual users

Simple Task:

Write a new journal entry & listen to music

Because writing & listening are the interactions that are most core to our app, **it should be the most streamlined.**

Moderate Task:

Import media (e.g. songs) from external sources

Selecting **what to import** and **where to place it** in a journal entry necessitates multiple steps, so it's more complex than writing a new entry. But it should be as simple as possible since it's part of the writing process.

Complex Task:

Review trends across history of previous entries

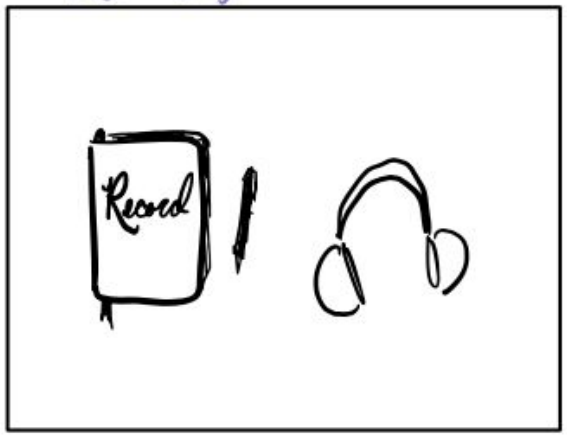
We want users' stats to be **personalized and highly customizable**, so reviewing them will involve more complexity than other tasks.

Storyboard

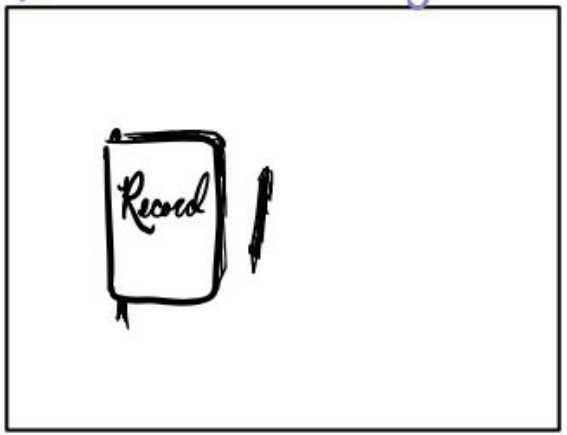
shot + movement
audio
simulated screen image

white noise could be record player noise

birds eye view
top of desk
putting headphones on
white noise that goes away when they're on

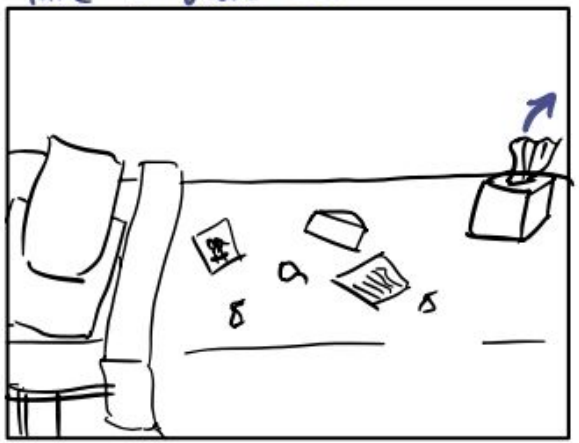


open journal
voice over "dear diary..." + ?

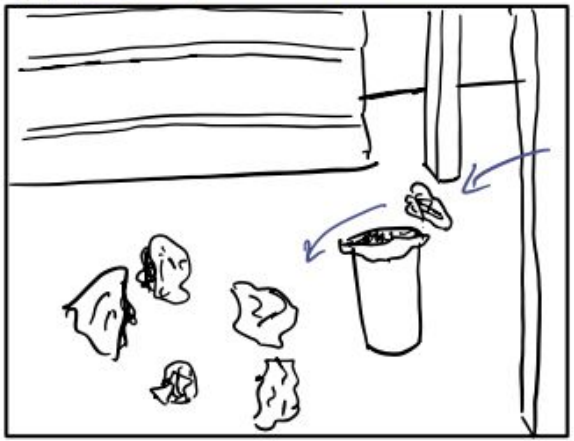


start writing date
siri voice recommending sad song (1)
song appear

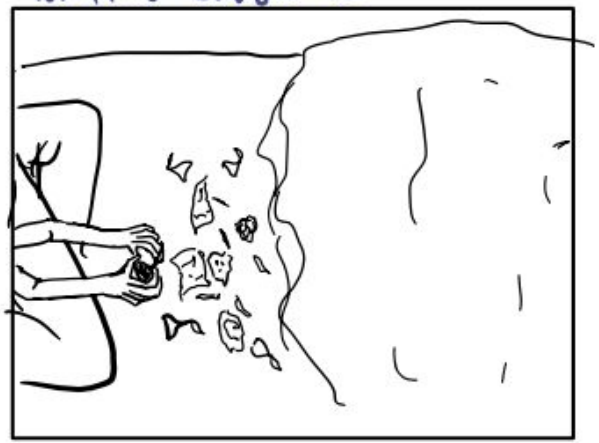
Song 1 continues
bed with chocolate, love letters + photo
take a tissue out



Song 1 continues
tissues on floor
one falls next to trash can

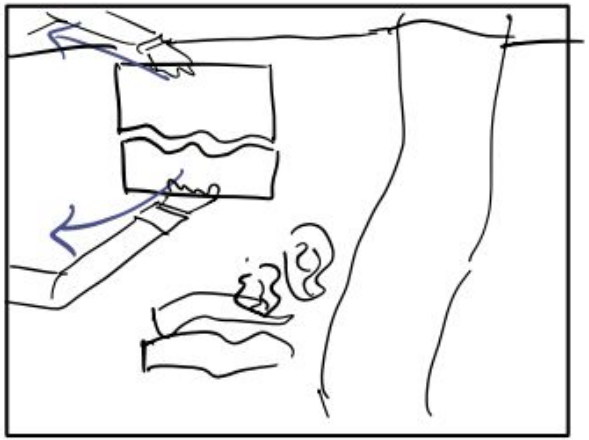


Song 1 continues
eating chocolate in bed
wrappers everywhere

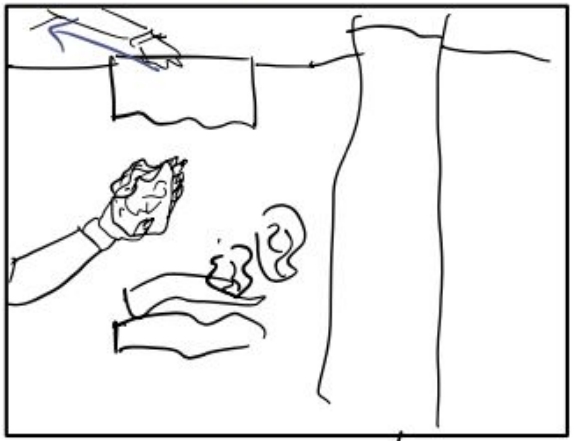


open diary again?
Same as other shot but somewhere else (still dark)
new date
"dear diary" + ? ?
siri again + song 2 (angry)

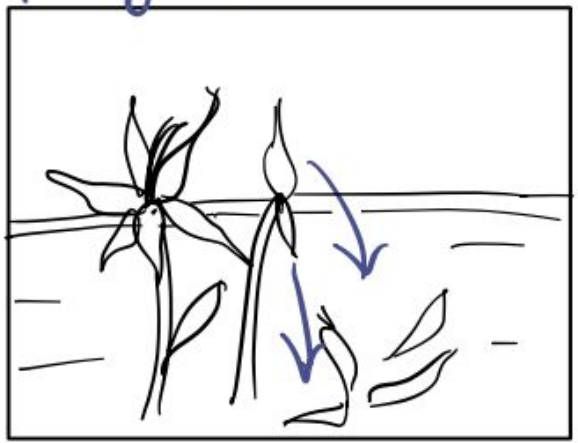
song 2 continues
tear up in bed



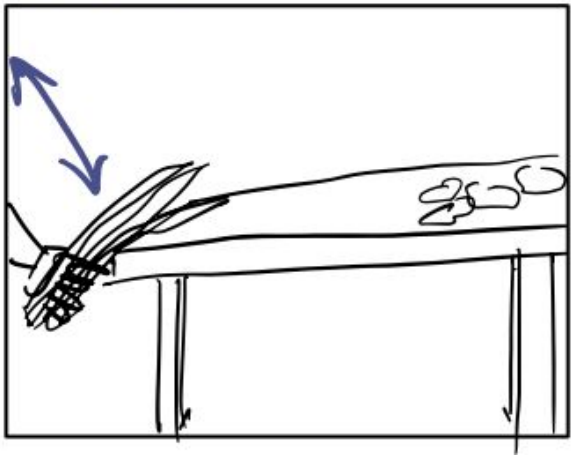
song 2 continues
crumple + drop



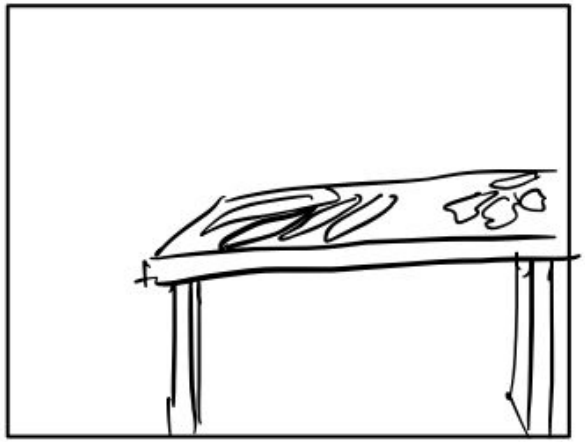
song 2 continues
start zoomed in
pulling petals off flowers



song 2 continues
zoom out, keep petals in shot
smash flowers



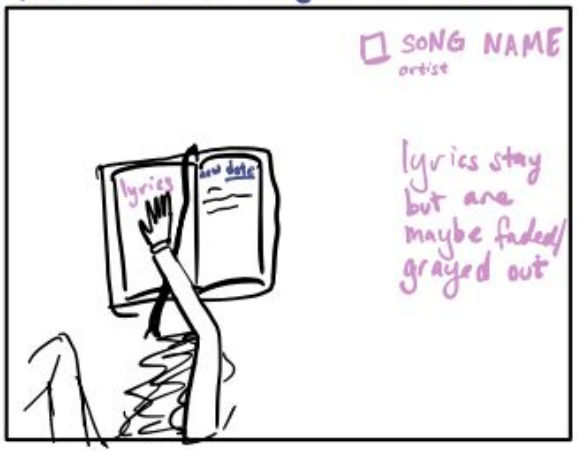
song 2 continues
throw them onto the table



open diary again?
Same as other shot but somewhere else (brighter)
new date
"dear diary" + ?
siri again + song 3 (moving on)

Alaska - maggie rogers?
song 3 continues
move lyrics + appear on left page
move hand right to left

move page hand right to left



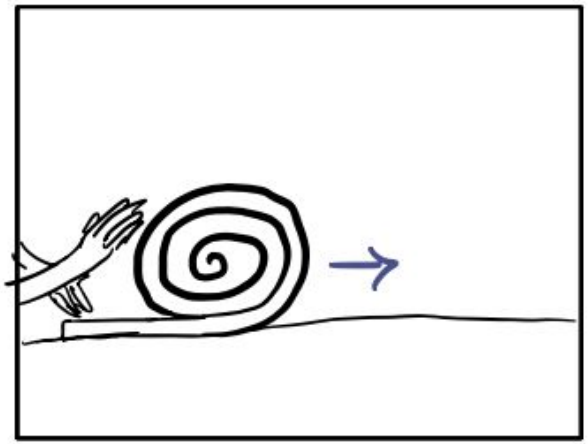
Song 2 continues
open shade + let the sun in

Song 3 continues
brewing a cup ~~of tea~~

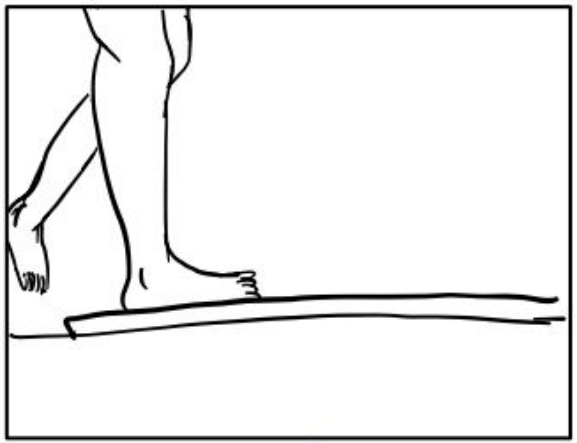
Song 3 continues
hang up ? inspirational quote or something

open diary again?
Same as other shot
new date
"dear diary" + ? ?
siri again + song4 (happy)

song 4 continues
side view unrolling a yoga mat



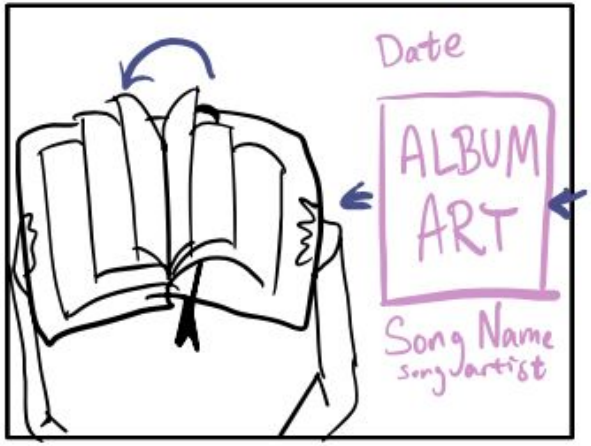
song 4 continues
step onto yoga mat



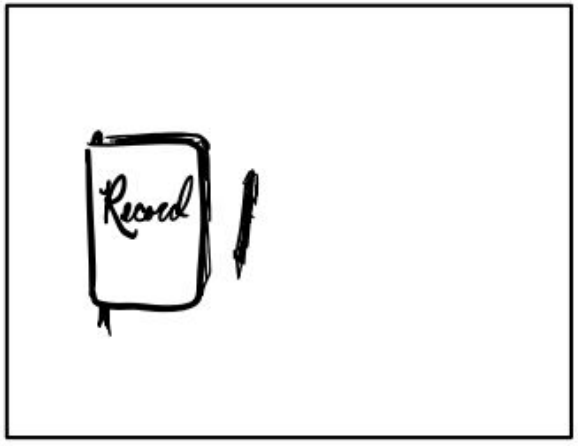
Song 4 continues

placing flowers in a vase
*moved to outside

audio?
flip through pages
album art fades in/out

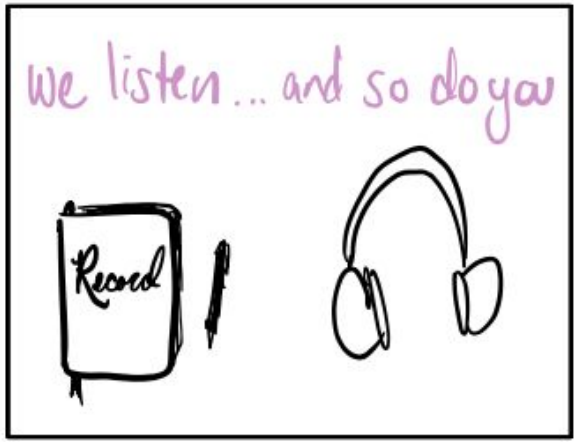


put journal down & close it
audio stops

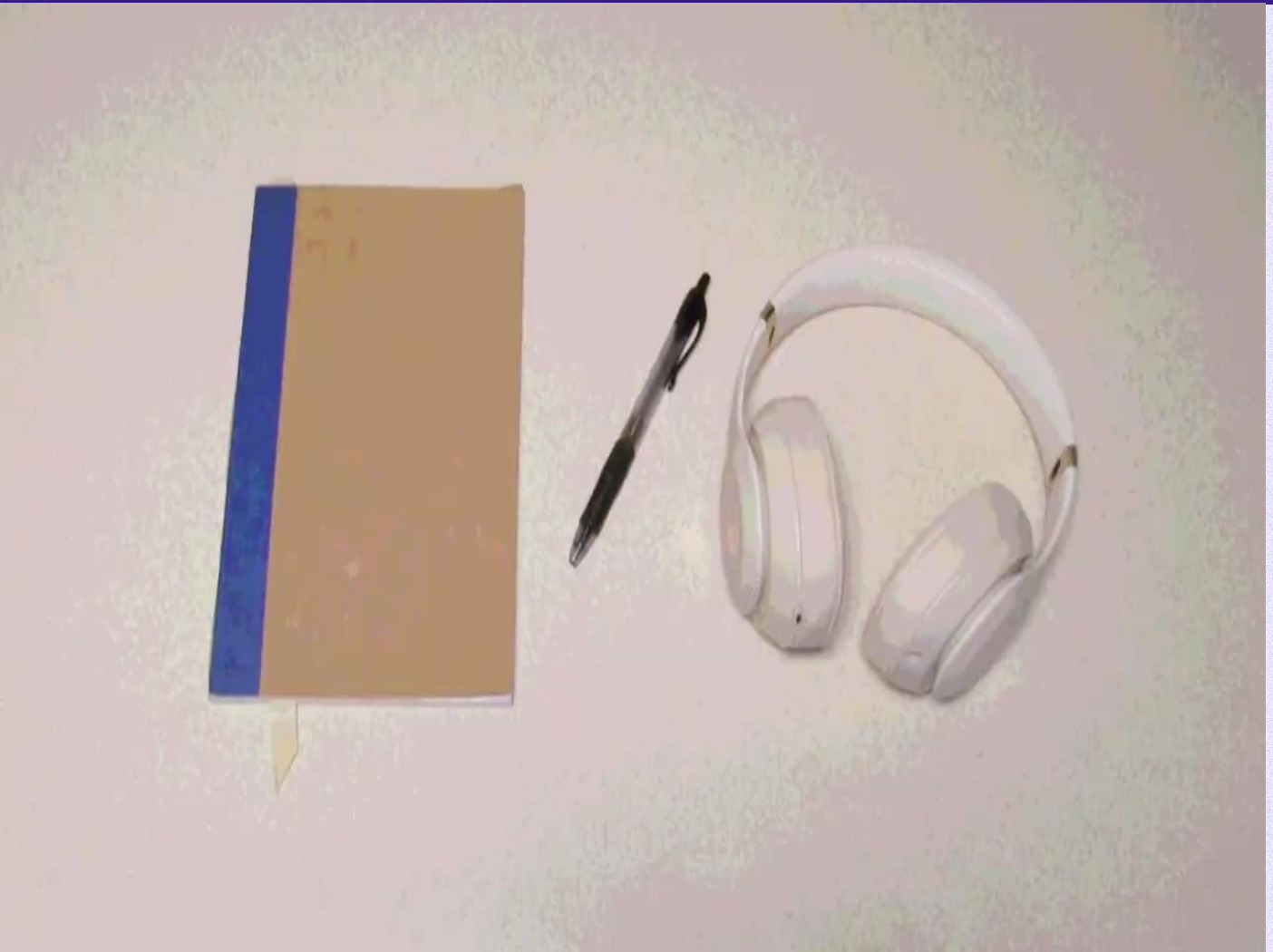


words appear

put headphones down
words appear
white noise resumes?



fade to black
silence

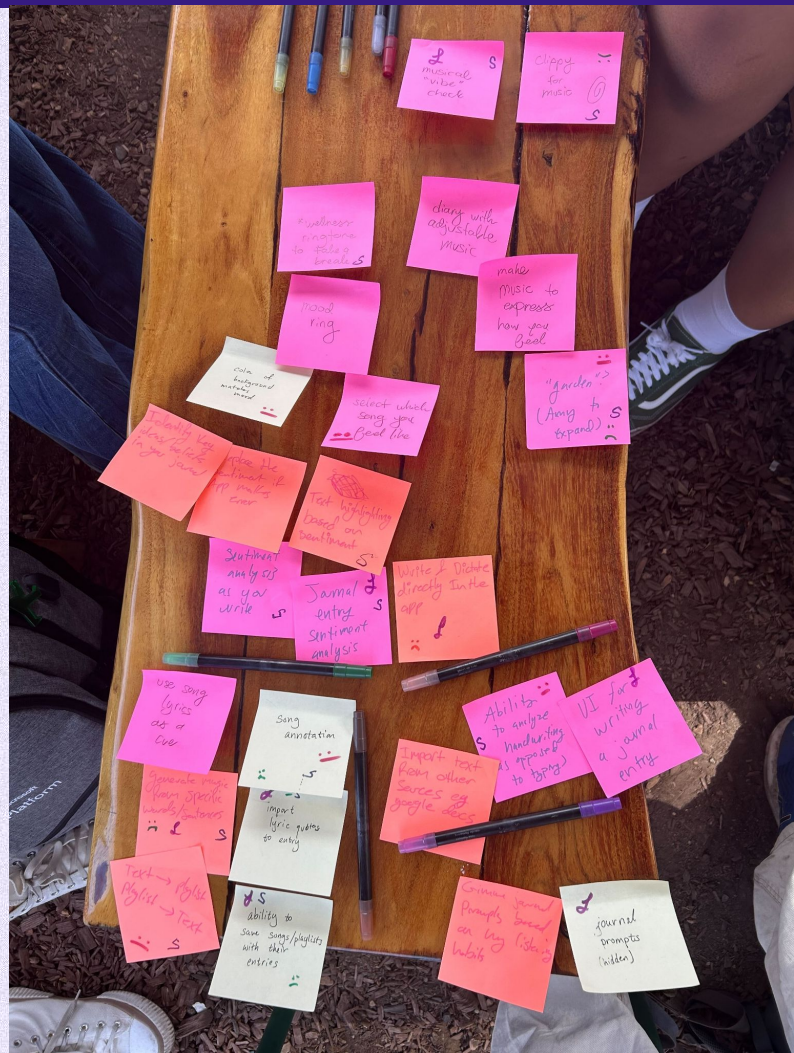


Concept Video

Or click here to watch on YouTube

Appendix

Product Ideation



Task Ideation

Description	Votes	Task difficulty
Make a beat to describe how you feel		Complex
Annotate a song as you listen		Complex
Analyze your emotions from your entry by reviewing the output of our app		Complex
Import text into your journal from an external source		Complex
Generate music from single words/sentences		Complex
Text -> playlist and playlist -> text (sentiment analysis)		Complex
Create the "soundtrack to your life"		Complex
Create a musical mood board of sounds, beats, etc		Complex
Create a seasonal soundscape		Complex
Audio journal entries		Complex
Create a musical time capsule		Complex
Generate a song for an entry/sentence		Complex
Look at how your entries have changed over time		Complex
Collaborative music/diary entries		Complex
Input your mood of the day		Moderate
Adjust music while you journal		Moderate
Dictate your journal entry directly into the app		Moderate
Create a daily emotions playlist		Moderate
Annotate songs		Moderate
Decide what to write using song lyric cue provided by app		Moderate
import lyric quotes to entries		Moderate
Save songs/playlists with their entries		Moderate
Create a highlight reel/playlist of your week		Moderate
Time-stamped playlists - add memories to a song		Moderate
Sound experiments recording		Moderate
Track your mood over time		Moderate
Revise something you wrote earlier and refresh app output		Moderate
sound diaries while traveling		Moderate
Change your mood with music		Moderate
Listen to music while you journal		Simple
Open up the device you use to journal		Simple
Write your journal entry into the device		Simple
See a history of your entries		Simple
Click a button to indicate that you're done writing your entry		Simple
Leave an annotation on a point in a song		Simple
Write a journal entry		Simple
Open a previously-written entry		Simple
Search through entries for specific keywords		Simple
Create musical impressions - sketch/draw how you feel to songs		Simple

Concept video script

Script

DIARY ENTRY #1

May 7th, 2023
How could Tim dump me for Rachel? I've never been more devastated in my entire life.

SIRI VOICE

"Based on your journal entry, the song Never Felt So Alone by Labrinth matches your current mood."
<Never Felt So Alone by Labrinth plays>

DIARY ENTRY #2

May 23rd, 2023
How dare Tim betray me this way. He is human garbage.

SIRI VOICE

"Based on your journal entry, the song Kill Bill by SZA matches your current mood."
<Kill Bill by SZA plays>

DIARY ENTRY #3

June 14th, 2023
FaceTimed with mom today, that was nice. Might go to yoga later.

SIRI VOICE

"Based on your journal entry, the song Alaska by Maggie Rogers matches your current mood."
<Alaska by Maggie Rogers plays>

DIARY ENTRY #4

July 24th, 2023
Woke up happy today. Starting to feel like things are getting better (:

SIRI VOICE

"Based on your journal entry, the song Green & Gold by Lianne La Havas matches your current mood."
<Green & Gold by Lianne La Havas plays>

Actors

Sophia – a young college-aged woman.

Context

Sophia is sitting in her dorm room journaling about a recent breakup. As time passes, she continues to journal about her evolving emotions.

Conflict / Resolution

Conflict: Sophia is grappling with the negative emotions associated with a breakup.

Resolution: Sophia overcomes her breakup-induced sadness over time by journaling in Record – a music-based journaling tool that aids people in reflecting upon their emotions.

Brainstorming

- Color in black and white until we introduce *record,* then switch to color
- No music before *record*
    - Perhaps white noise, heartbeat, steady kick drum, cafe ambience, city ambience
- Before: user is failing to journal, shots of blank pages, frustration with self and writers' block
- After: ideas flow freely, user feels excited to journal
- User starts in cramped, uncomfortable room, but is transported to wide-open location when they start using *record*

Ethical considerations

- Can't make it look like a healing or therapy app
    - Solution: show time clearly passing

Concept Video (draft)

Before color grading, special effects

Or click here to watch on YouTube