

Needfinding 1

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Problem Domain

Art and Culture Studio

Music Creation

for people with little to no
formal training

Needfinding Methodology

Location: Hardly Strictly Bluegrass Festival



Main stage



Silent disco!

Location: Hardly Strictly Bluegrass Festival

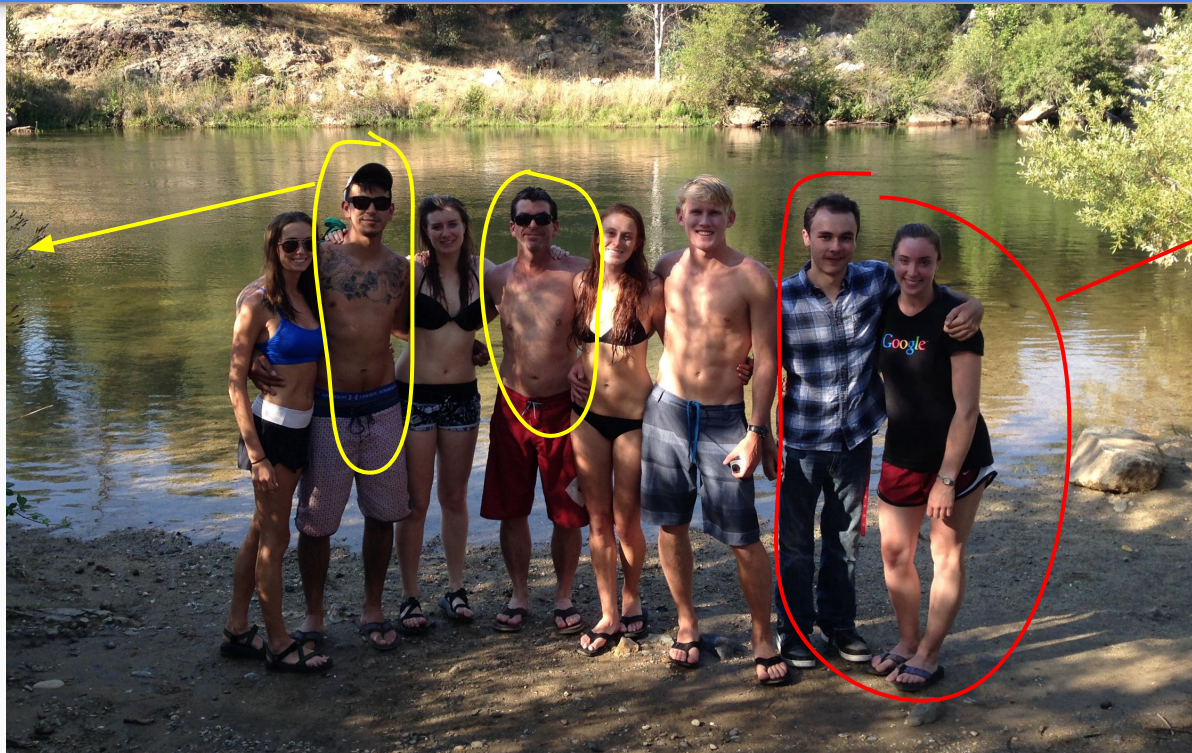


Interviewees



Which of these is not like the other?

Interviewees



Interview subjects
#1 and #2: Julio
and Mike

My boyfriend and I
(both techies)

Questions

- What is your background in music?
- What kind of musical events do you like going to? (e.g., concerts, festivals, opera, symphony)
- What types of music do you like, and what do you like about them?
- Have you ever tried to write a song on your own? Tell me about that ...
- What distances you from learning and creating music?
- Why do you think many people dislike classical music?
- Can you tell me about a time you felt more engaged and connected at a musical event, rather than just passively listening?

Results

Interviewee #1: Julio



Occupation: Ex-military sergeant, now in marketing school.

Age: late 20's

Used to be a bartender, and would experiment with playing modern covers and their original tracks to “develop the musical ear” of his customers

Was familiar with IDEO and the “shopping cart” video

Interviewee #2: Mike



Occupation: Current San Francisco paramedic, and used to be a police officer

Age: mid-40's

Has 2 young children, commutes 2+ hours from Carmel to San Francisco for work, often works 24 hour shifts

Interview #3: Michael



Occupation: Current Stanford student

Age: 19 (?)

Sings in Stanford Gospel Choir, played violin as a child, completely self taught. Loves music and wants to continue performing after school.

Tensions

“I feel like you can only learn music as a kid. After that, your brain hardens and it’s not as open to taking in new concepts. Music is like a foreign language.” - Mike

“I learned music creation software by trial and error ... it’s pretty complex and overwhelming at first.” - Julio

“I have two little kids, and I can’t afford [time or money] to take music lessons.” - Mike

“When I showed a friend (who was an experienced musician) a piece I was working on, he laughed and said my phrases were half as long as they should be.” - Julio

“Even just your questioning makes me want to get back into music ... now I feel guilty for not doing it!” - Mike

“That’s the biggest [barrier] honestly, time, and finances to pay for lessons and other resources ” - Michael

Contradictions

“Nothing beats being able to physically play the piano ... **It would be just as meaningful to be able to virtually compose a piece as it would be to physically play an instrument.**” - Mike

“You probably need a larger device to be able to play music properly, like an iPad at least ... **I love that iPhone app Smule, with the magic piano!**” - Mike

Analysis

SAY

"People want to hear *sound*, not music." - Julio

"I would def. spend 30 min/day on music" - Mike

"With a digital piano and a computer, you can sample any kind of sound." - Julio

"Duolingo for music would be cool." - Mike

"I understood rhythm and melody before anything else ... you can understand that even if you don't have an ear for music." - Julio

"I would spend hours trying to perfect a phrase until it just sounds right." - Julio

Michael seemed to think practically about music - it was something he enjoyed doing but would need to make other considerations before pursuing more seriously or professionally.

Mike seemed wistful that didn't continue music as a kid, and we inferred that he wanted a creative outlet outside of work.

Julio seemed to want to maintain "expert" status.

THINK

Julio kept looking off into the distance. DO

Julio got "twinkly eyes" when we understood what he was talking about -- he was happy to try to explain his philosophies about music.

Julio was distracted by his phone notification.

Michael was very engaged with the topic in his eye contact and body language.

guilty

busy

desire to learn

excited

regret

wistful

thoughtful

frustrated

FEEL

Needs

Lowering barriers for learning
basic music knowledge

Increasing access to
instruments and increasing ease
of play

Changing feelings of guilt or
inadequacy into excitement and
positive encouragement

Insights

People understand that
learning music is a significant
investment of resources.

People have ready access to
phones but significantly less
access to musical
instruments.

Thanks!