Lovestep

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Lovestep is an application designed for the collaborative development of digital music.
Problem
Solution
Contextual Inquiry

Seek perspectives from:
- variety of musical proficiencies
- mobile-enabled audience
- variety of musical tastes

Asked about:
- compositional musical experience
- collaborative musical experience
Interview #1: Abi

Musical proficiency: **LOW**

Has **never** played music with others.

Prefers that musical details are **abstracted** away from her, but still wants the power to create **unique** tracks.
Interview #3: Joel

Musical proficiency: **HIGH**

Plays drums and sings in a **band**.

Would prefer to be a **power user**, but is excited about the music he could make if his creative expression were **limited**.
Task Analysis Results

Who is going to use this system?
People with the desire to make music with friends.

What tasks do they now perform?
Some already play an instrument and are familiar with recording and playing with others. Some release their music. Some play no music at all. Almost all are avid music listeners.

What tasks are desired?
The ability to make music. Enjoying music in a group.

How are the tasks learned?
Experimentation.
Interview #2: Daniel

Musical proficiency: MEDIUM

Listens to music socially.

Supports the abstraction of tedious musical details, but wants the option to have free reign over minutiae.
Where are the tasks performed?
Dorm rooms, friends’ houses, recording studios, parties.

What’s the relationship between customer & data?
Customers create and consume sound data.

What other tools does the customer have?
Messaging services or sites like SoundCloud to share their music. Recording software. Services like Spotify to find music.

How do users communicate with each other?
Send music directly or post it for anyone to see.
How often are the tasks performed?
Leisure times. Most people listen to music every day. Musicians play a couple of times a week.

What are the time constraints on the tasks?
People can only create music in their leisure time. Most can also only listen to music in their leisure time.

What happens when things go wrong?
Users stop having fun.
Representative Task #1

Easily synthesize beats, melodies, and sounds.
Representative Task #2

Create music collaboratively.
Representative Task #3

Share music they have made.
App Idea #3

Gear the app more towards advanced musicians.

Allow **fine control** of beats, melodies, and everything else.

Users work on a **persistent workspace** (not in real time).
CLIKING ON
MID OUTPUT ON TOP
LETS YOU DRAG & DROP
NOTES

PRETTY GOOD A BIGGER
VIEW OF MID. LINES ON USER
PAGE

SEND

HORIZONTAL
COMPOSITION

SEND

HORIZONTAL
COMPOSITION

SUBRARY YES

ADD OUTPUT
OF CURRENT LOOP

HORIZONTAL
COMPOSITION

HORIZONTAL
COMPOSITION

SEND

HORIZONTAL
COMPOSITION

SEND

HORIZONTAL
COMPOSITION

SEND

HORIZONTAL
COMPOSITION
App Idea #2

Gamify the music collaboration process.

Time pressure and competition force the users to make highly dynamic music.
### Lovestep

**Challengers**

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### Lovestep

- **Score Tracks**
  - You
  - Them
  - Them

- **Current**
  - Kick
  - Bass
  - Snare
  - Hi-hat

- **You Win!**
  - Player Ian out of time

- **You have won 15 games!**

- **Song**

- **Play Song**

- **Continue**
App Idea #1

Gear the app more towards basic users.

Make it as easy as possible to produce pleasant music.

Users work simultaneously on the same song, writing in real time.
lovestep

Your Turn!
Choose Instrument

piano  drums
bass  guitar

lovestep

< edit  drums

kick  bass
snare  hat

send

POTENTIAL WAYS TO COMPOSE MUSIC ON AN IPHONE

DRUM KIT

SEND
Summary

[Image of a mobile app interface showing a music production application. The app is named 'lovestep' and allows users to select different drum sounds such as kick, bass, snare, and hat. There are also options to select different rhythm patterns (4, 8, 4, 16).]
Stolen Images

- http://www.spanishflytv.com/resources_mod/VideoImage108_culberson-wejebe-jam-.png
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