soneme

vertical music discovery

Team

Emmerich Anklam - Team manager and designer

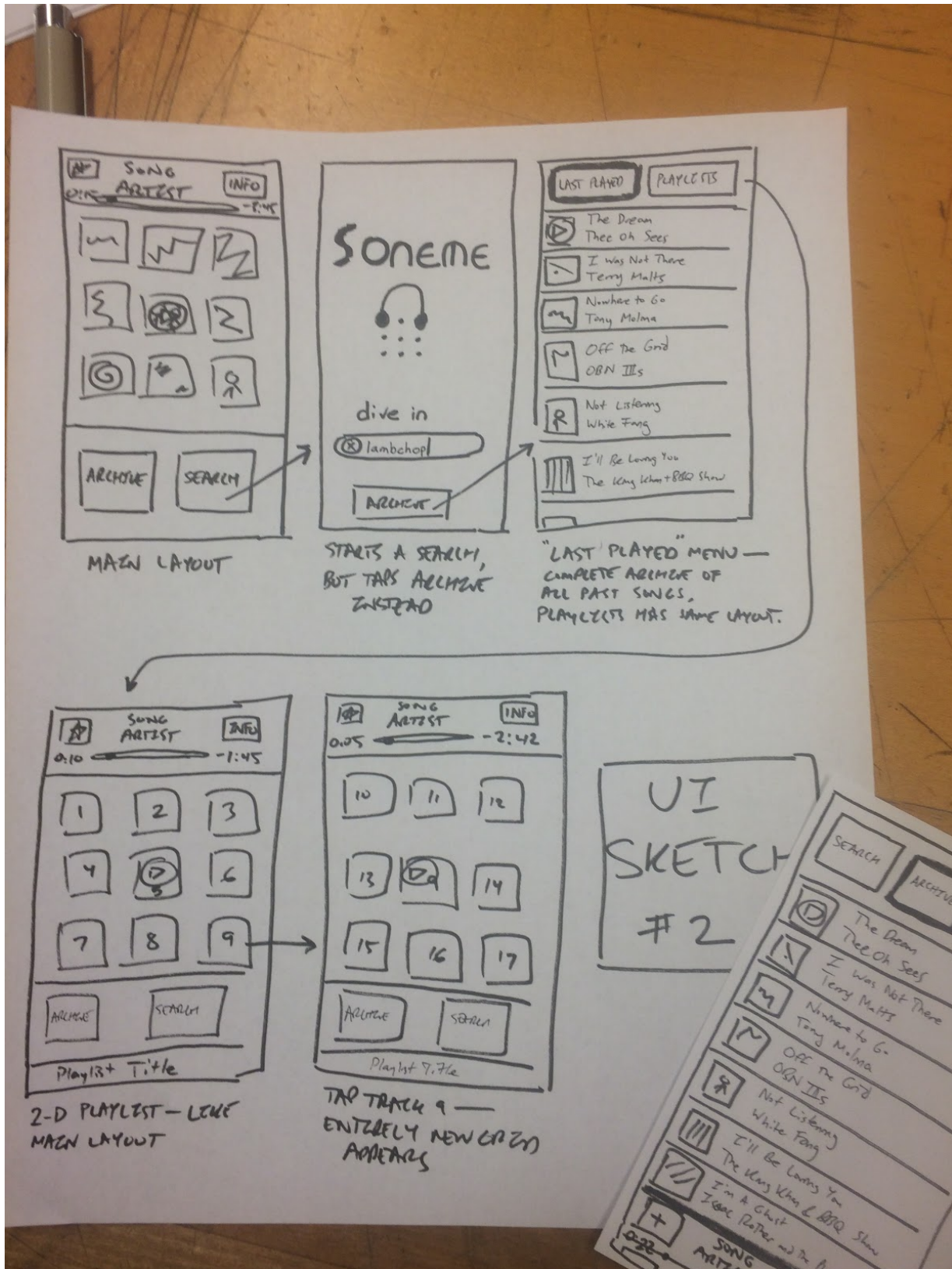Robert Fearon - Developer and designer

Jorge Pozas Trevino - Developer
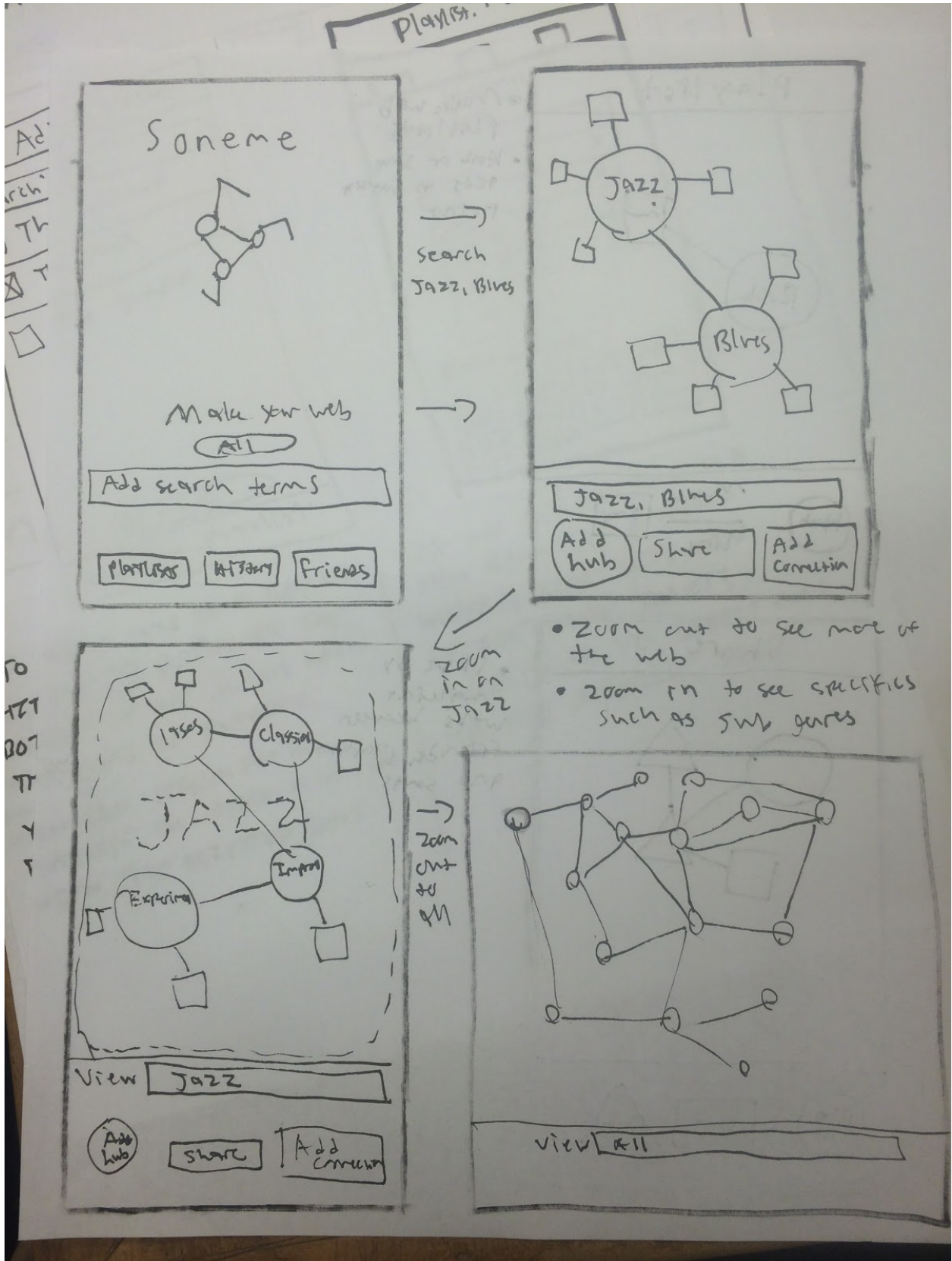
Problem and Solution Overview

There is no easy way for casual music listeners to find lesser known artists within vast libraries of recordings. Current technologies generally either trap listeners in a narrow span of popular music or appeal only to niche, underground markets; often little overlap exists between the popular and the underground. We propose an app that allows listeners to discover great, lesser known music by gearing listeners toward vertical discovery, i.e. moving from more popular to less popular music in a few minutes.

UI Sketches
Option 1 - The Music Grid

Option 2 - The Music Web

Soneme

Make your web
[All]
Add search terms

[Playlists] [History] [Friends]

→ Search
Jazz, Blues

→

JAZZ

Blues

Jazz, Blues

(Add hub) [Share] [Add Connection]

↙ Zoom in on Jazz

- Zoom out to see more of the web
- Zoom in to see specifics such as sub genres

1960s   Classical

JAZZ

Improv

Experim

View [Jazz]

(Add hub) [Share] [Add Connection]

→ Zoom out to all

View [All]

Selected Interface Design

We decided to go for Option 1, the Music Grid. The Music Grid basically allows the user to choose an initial song based on several criteria. Once the song is selected and playing, 8 options surface around it, which are similar to that song each for a different reason (genre, song baseline, mood, artist, etc). The user gets to select the next song to be played from these 8 options. The user may also choose to start a new playlist based on one of these directions, and keep it playing without user input.
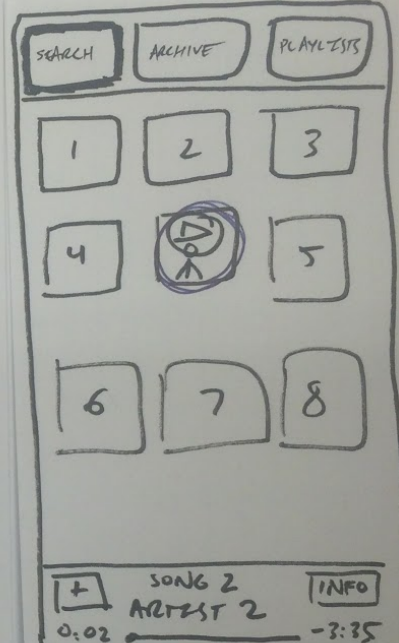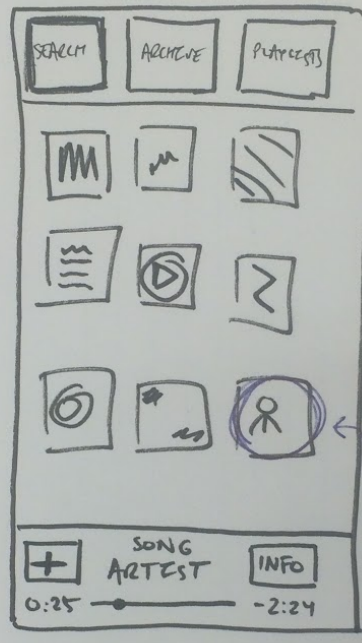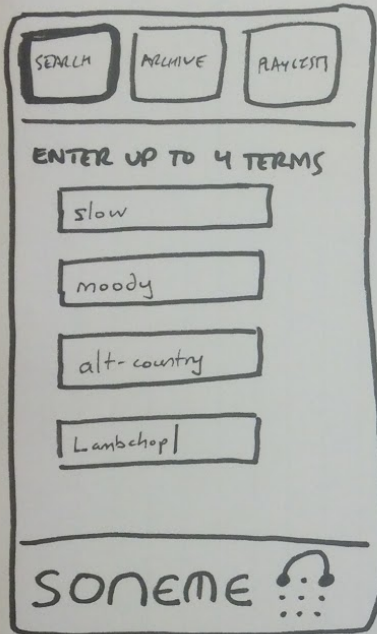
We went with this design over Option 2 for a few different reasons. To start off, this offers a simpler interface for mobile navigation, whereas the Mobile Web would be better served on a big screen. At the same time, while the mobile web seems like more fun to play with and navigate, it requires a higher understanding of the different genres, baselines and music patterns in order to be able to navigate successfully. By choosing to go with the Music Grid, we can be appealing to a larger range of users who are interested in finding newer music, without the need for them to really understand the music spectrum.

Feature	What this allows you to do
Search for starting song	Allows the user to discover a new artist/song by searching based on 4 terms (such as genre/artist/name/mood)
Choose next song	Allows user to pick the next song from a list of 8 songs similar to current song (based on different characteristics)
Find past songs in archive	User can look through history of played songs in order to find that song they played some time ago
View song info	Allow user to delve into the specific song/artist and get more information about it
Add song to playlist	Allows user to add song to playlist
Create a new playlist	Creates a new playlist which corresponds to a song and direction to take on the grid for the next songs once finished
Share a playlist/song	Share a specific song or playlist with friends through different types of social media
Play playlist	User can choose a previously created playlist and play it

UI Storyboards
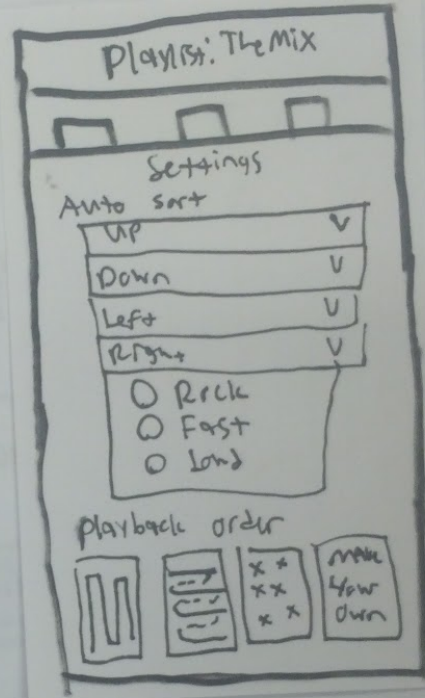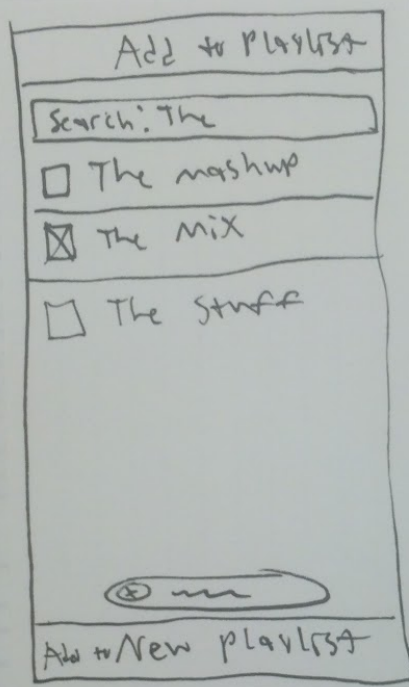

UI STORYBOARD

① SEARCH FOR MUSIC YOU HAVEN'T HEARD BEFORE

Screen 1:

SEARCH | ARCHIVE | PLAYLISTS

ENTER UP TO 4 TERMS

slow

moody

alt-country

Lambchop|

SONEME

Screen 2:

SEARCH | ARCHIVE | PLAYLISTS

[grid of icons]

SONG ARTIST | INFO

0:25 ———— -2:24

Screen 3:

SEARCH | ARCHIVE | PLAYLISTS

1 | 2 | 3

4 | ▶ | 5

6 | 7 | 8

SONG 2 ARTIST 2 | INFO

0:02 ———— -3:35

NEXT SONG

FROM THE WELCOME MENU, SEARCH FOR CATEGORIES INCLUDING ARTISTS YOU KNOW, GENRES, MOODS, AND SPEEDS.

A 3x3 GRID APPEARS, & AT THE MIDDLE IS THE FIRST SONG YOU HEAR. THE SURROUNDING 8 ARE SIMILAR OPTIONS TO CHOOSE NEXT.

TAP ON ONE OF THE SURROUNDING ALBUM COVERS THAT SONG MOVES TO THE MIDDLE AND STARTS PLAYING. THE SURROUNDING OPTIONS HAVE BEEN REPLACED WITH ENTIRELY NEW ONES.

② CREATE A 2-D PLAYLIST AND ADD SONGS TO IT

Add to Playlist

Search: The
- ☐ The mashup
- ☒ The Mix
- ☐ The Stuff

(⊛ 〰〰〰→)

Add to New playlist

Playlist: The Mix

Settings
Auto sort
Up	v
Down	v
Left	v
Right	v

- ○ Rock
- ○ Fast
- ○ loud

playback order

TO ADD A SONG TO A PLAYLIST, HIT THE ⊞ BUTTON AT THE BOTTOM OF THE SCREEN WHEN THE SONG IS PLAYING.

YOU CAN SEARCH FOR A PLAYLIST OR CREATE A NEW ONE WITH THE SELECTED SONG.

IF YOU ADD THE SONG TO A NEW PLAYLIST, A MENU APPEARS THAT LETS YOU DECIDE WHAT TRAITS CORRESPOND TO DIRECTIONS IN THE PLAYLIST GRID.

③ SHARE DISCOVERIES + PLAYLISTS WITH FRIENDS

Song Title

Art
n stuff

Song Name
Artist Name

| Play | Add to | Share |

ARTIST INFO

Share ○

Add recipient
☒ facebook
☐ twitter
☐ someone

Add item
☐ Playlist | Upbeat
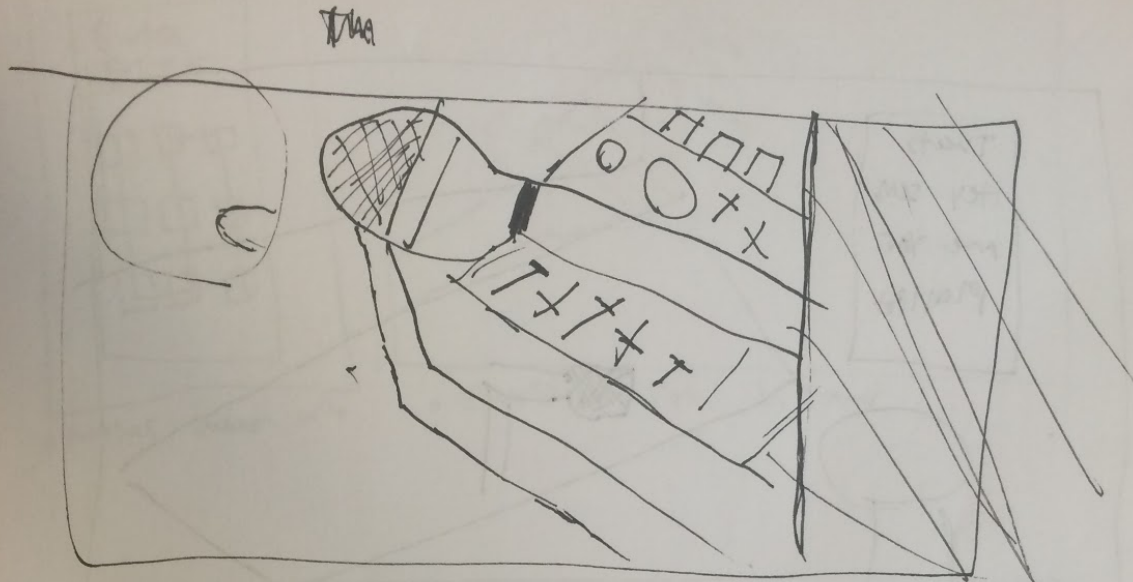☐ Song | Big Poppa
☐ Song | Heights
☐ Genre | Columbian Jazz
☐ Search | 1990s, Dance
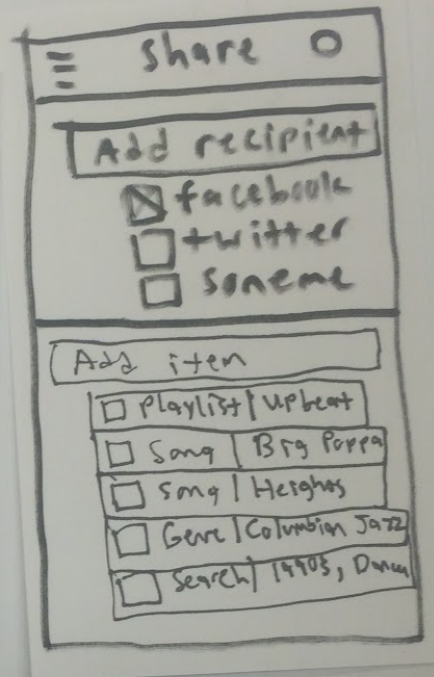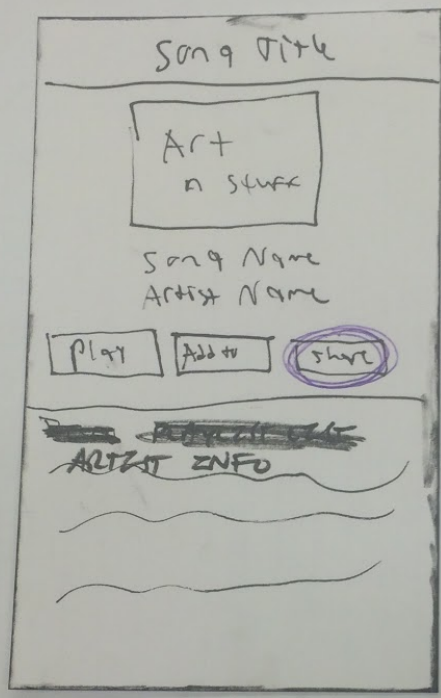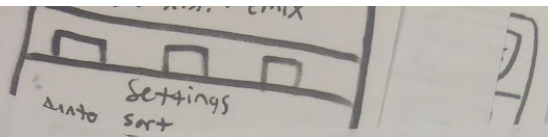
WHEN A SONG IS PLAYING, HIT THE [INFO] BUTTON AT THE BOTTOM OF THE SCREEN. SONG + ARTIST INFO APPEARS. HIT THE [SHARE] BUTTON.

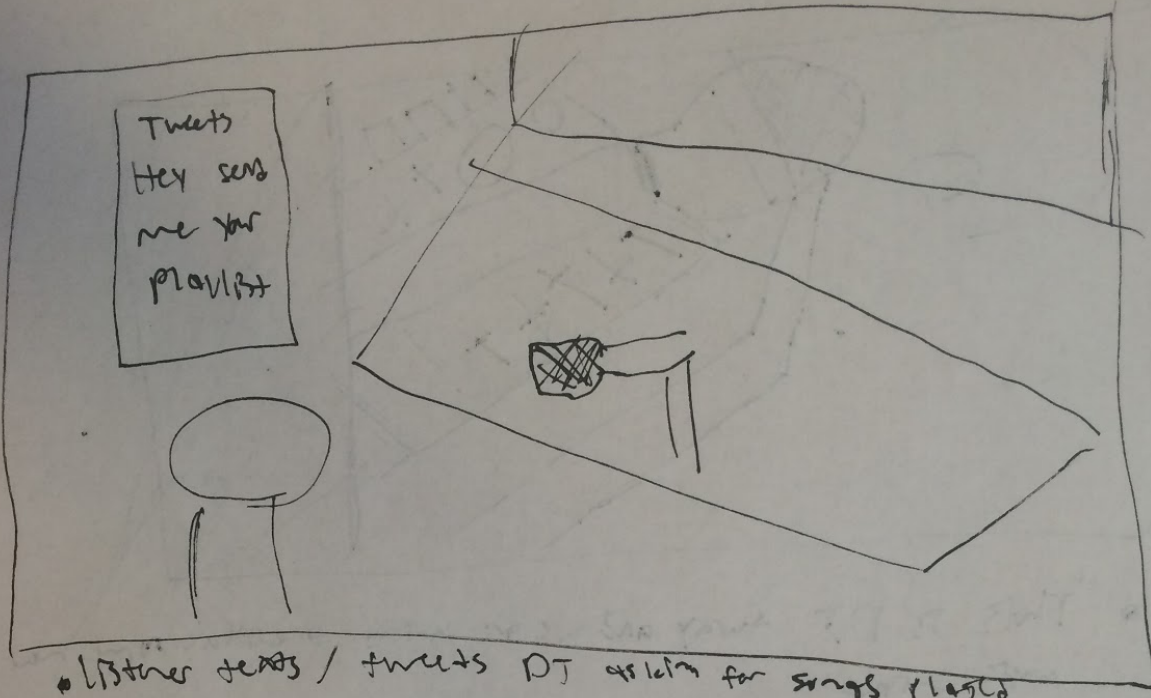ON A NEW MENU, YOU CAN SHARE TO FACEBOOK, TWITTER, OR A SPECIFIC PERSON. YOU CAN ALSO SEARCH FOR + ADD OTHER ITEMS.
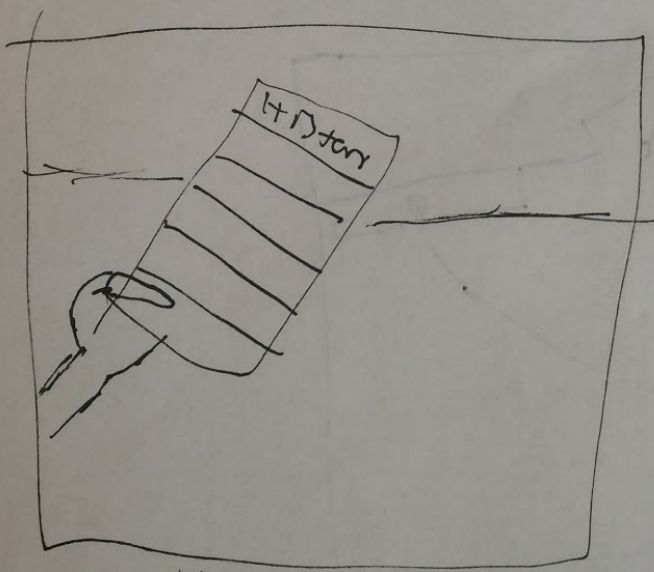
Settings
Auto Sort

Video Planning Storyboard

- "This is DJ Away and we are going to explore some new music together"
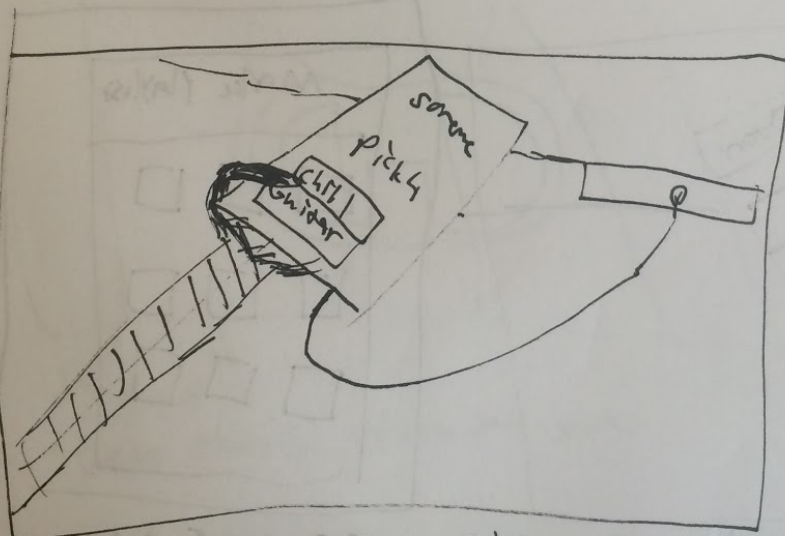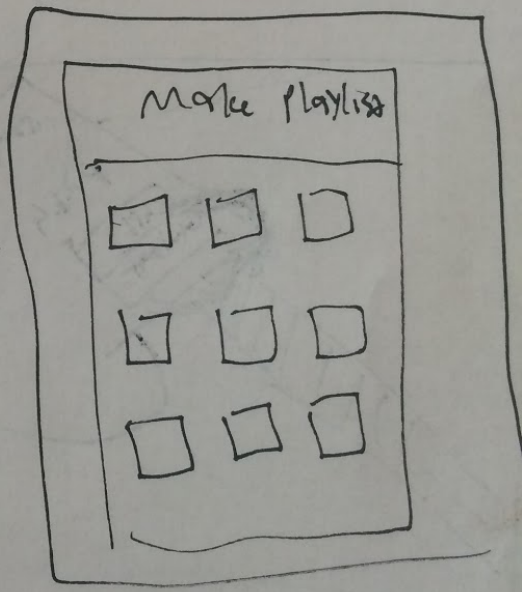

- DJ inputs search, makes grid
- Starts playing off of random grid songs
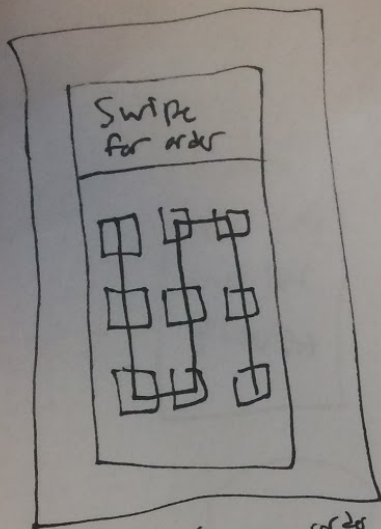
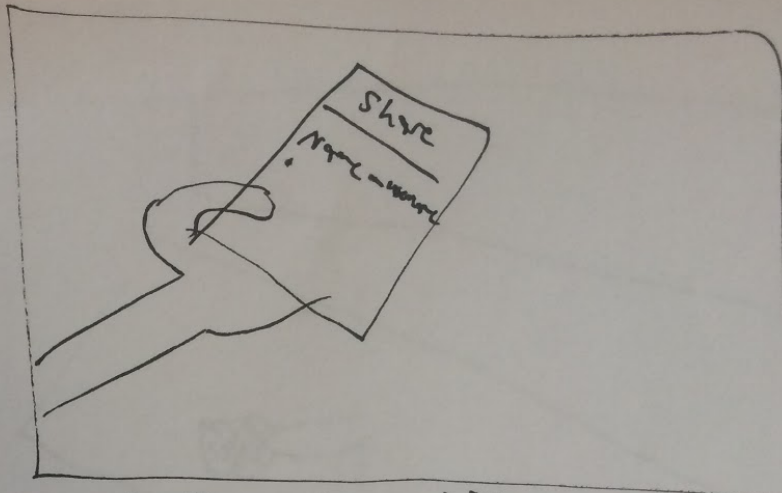• Listener texts / tweets DJ asking for songs played

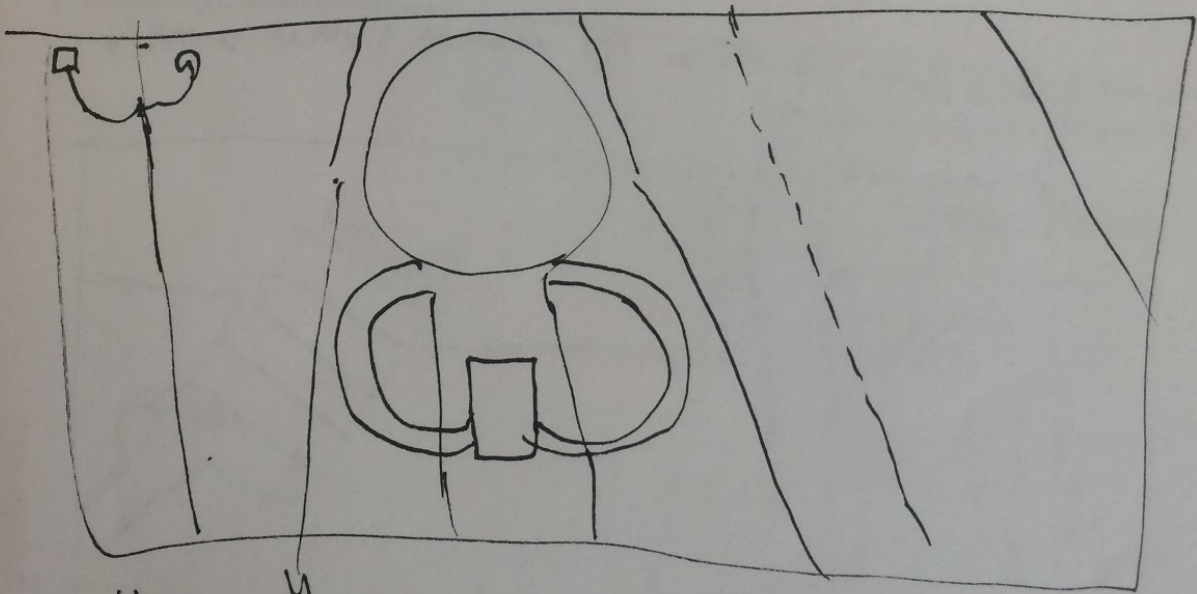• DJ adds tracks to playlist   • Arranges order

Story board

• makes custom order

• shares with listner

"Street"

• Gets playlist walking down street

Concept Video Description
Overall we found making the video fun and easy. The process of storyboarding to create the video was really helpful and helped us finish the video in less time than it would have otherwise.

What was difficult?
It was difficult to get time in the radio station studio to film, as the studio was busy pretty much all of the time. Getting familiar with the video editing tools took a little getting used to as well (since we went for Adobe Premiere to do this video), but as soon as we were familiar, the difficulty went away.

What worked well?
Sketching the video was done pretty quickly, as we already had an idea of what to do. The sketching proved to be very useful, as with it, we just had to go and shoot the different scenes, without having to worry about missing or recording a scene just in case. It allowed us to record in a different order than the video sequence.

How long did it take for each design phase?
- Design Prep took about 15 minutes to complete, especially since the video had already been discussed while doing the UI sketches
- Shooting of the video took about 1 hour total, if you remove the waiting time for the studio to be available. Other than that, it was all pretty straight forward.
- Editing took a bit over 3 hours, with the part taking the biggest amount of time being the text and sound editing. Putting the clips together was pretty easy and quick to do.