



# showMe

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## Overview



Sharing has become **passive**

Did you even notice the **share** button?

We, as users, are **better** than bland hypertext

**GUI** + Central + *Aesthetics* = showMe

# Problem + Solution

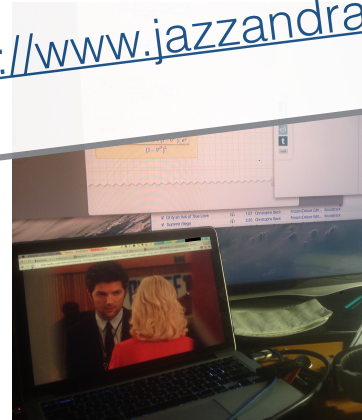
Interviewee	C.A	E.P	Z.Z
Age	18-25	25-40	18-25
Description	Music Blogger (PD Major)	Avid Listener (Biologist)	Music 24/7 (ME Major)
Interests	Uses social media to effectively rate music	Authors critiques for papers and online reviews	Incorporates their music into everything and anything

# Contextual Inquiry

**How?** *“Hi! How you doing? Well, I was wondering...”*

**Where?** On the go — *Accommodate people for their time*

**Incentive?** Check out <http://www.jazzandrain.com>



# Contextual Inquiry

# Individuality

Everyone has their own **source** of music (Ubiquitous)

People take varying amounts of *pride* in their music

Varying opinions on the publicity of certain information

Discover new and different tastes

## Contextual Inquiry

# Who?

**Heavy Music Users**

**Bloggers, Critics, Enthusiasts...**

**Private vs. Universal Sharing**

# Task Analysis

# What?

**Volleying and Friend Lists**

**Event Association and Tagging**

**Quotas and Shares**

**Binary Ratings**

# Task Analysis

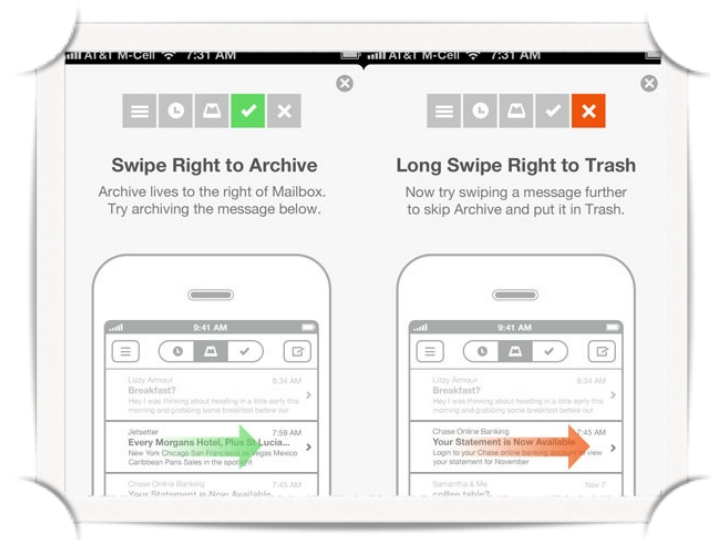


# How?

**Common Sense**

**Education**

# Task Analysis



# Where?



**Everywhere**

**Anywhere**

**On The Go**

**24/7**

# Task Analysis

# Relationships +

**Privacy**

**Word of Mouth | Online Platforms**

**Private vs. Universal Sharing**

**Few Detriments**

# Task Analysis

# (Geo)tagging

Scope : Moderate

Frequency : High

Importance : Low

*where and what you listen to...*

## Representative Tasks

# Friendship

Scope : Complex

Frequency : Medium

Importance : High

*volleying, friend-lists and accessibility*

## Representative Tasks

# Quotas + Popularity

Scope : Moderate

Frequency : Medium

Importance : Medium

connection + *inspiration*

## Representative Tasks

# cataloguing music

*“a service that catalogues links to a multitude  
of music clients to allow easy access of a variety  
of music.”*

## Application Ideas

# sharing + storing

*“a way to collate and store suggestions  
from friends and individuals.”*

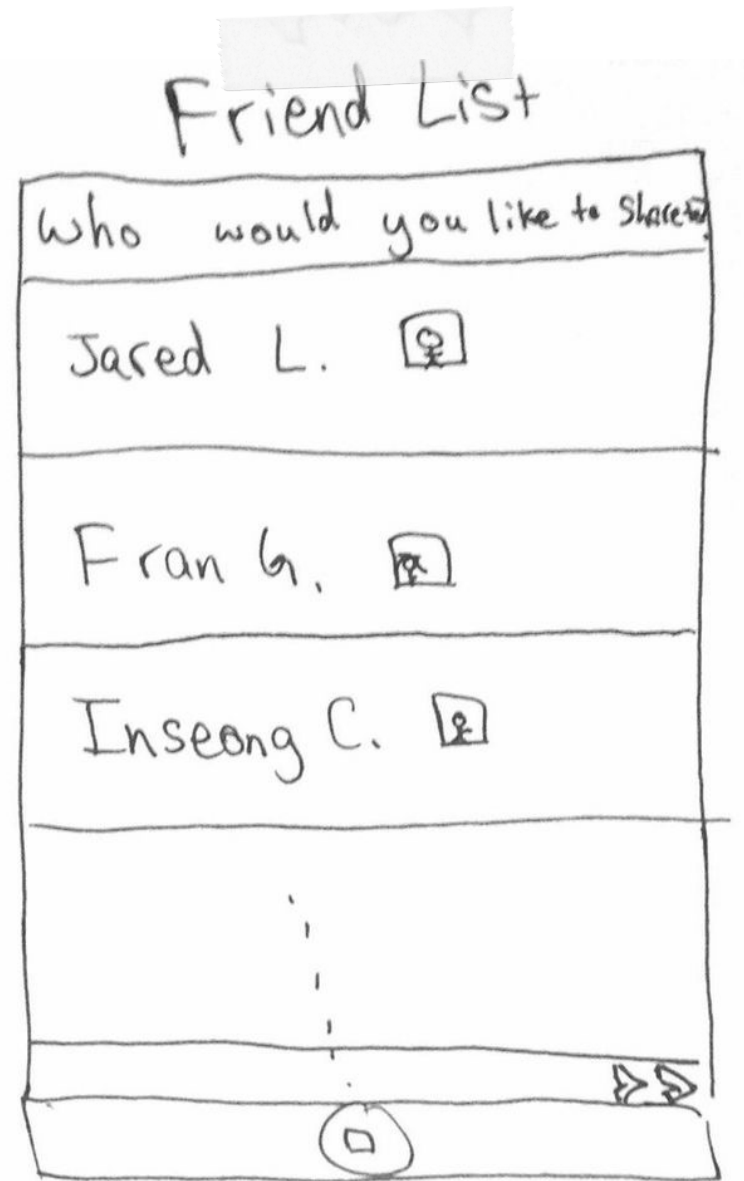
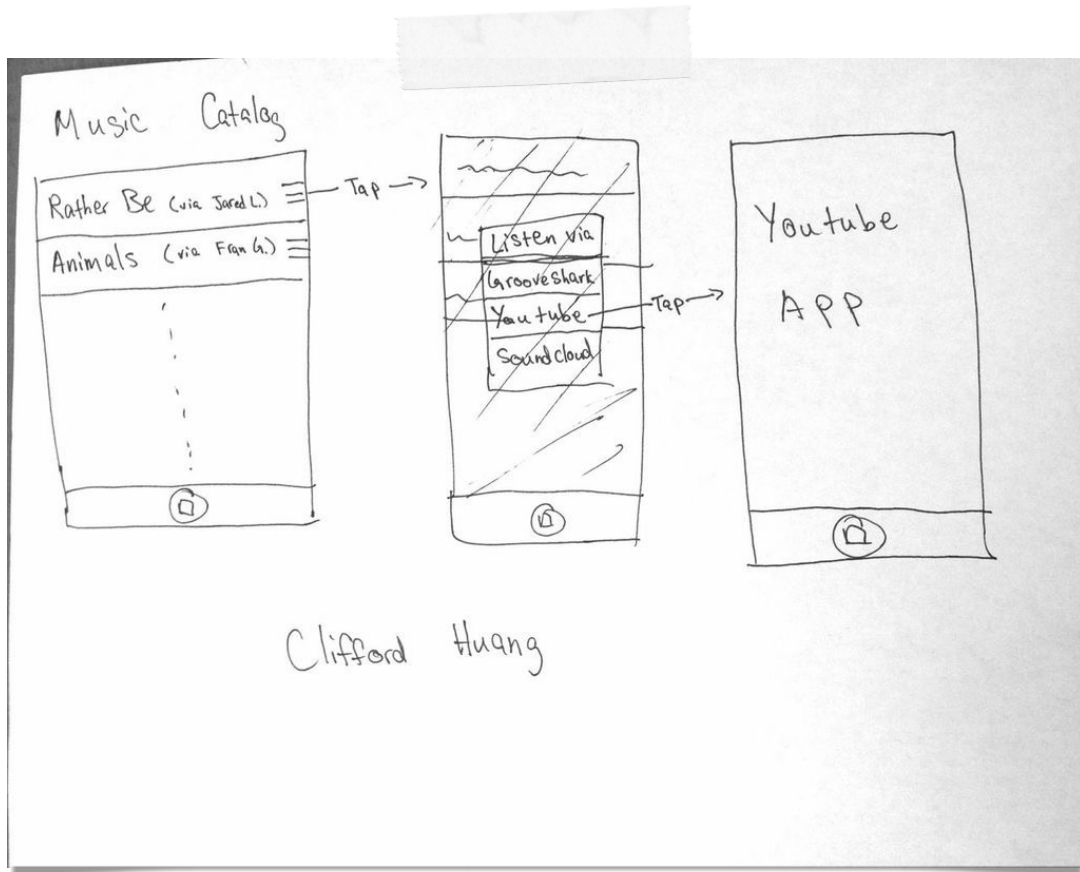
## Application Ideas




# visualizing music

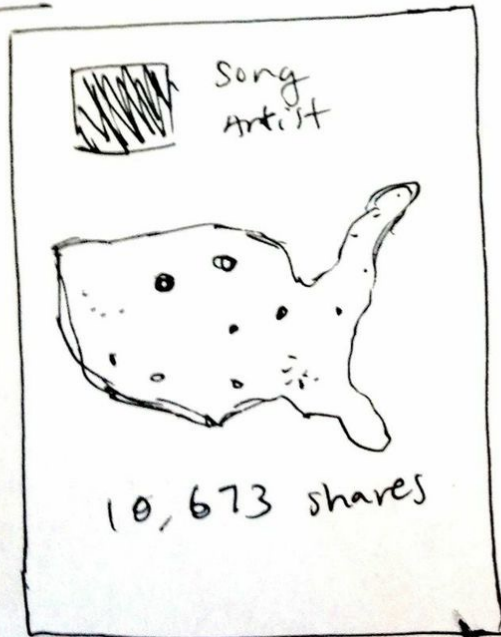
*“an aesthetically appealing way to present information that transcends mundane lists and rewards its users.”*

## Application Ideas

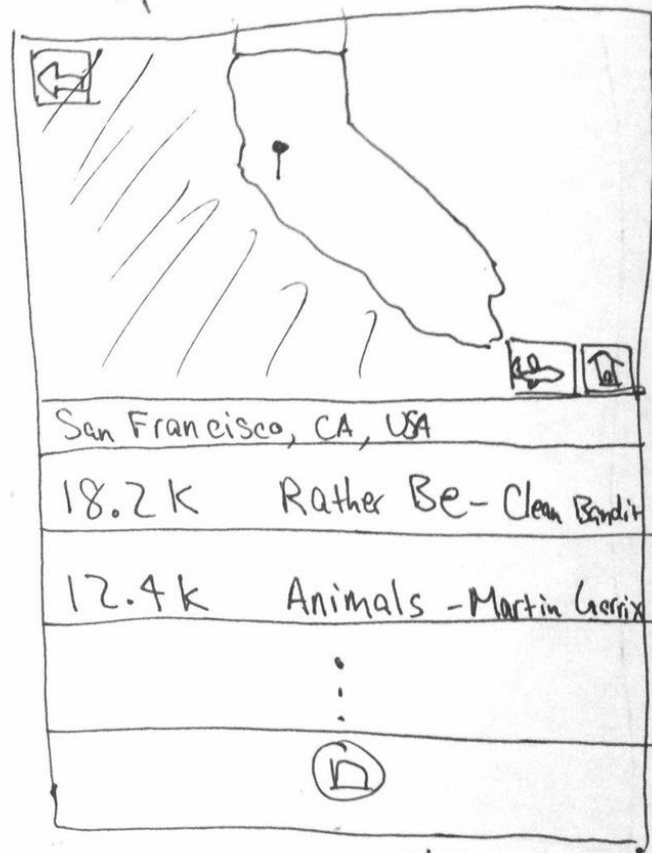


Sketches+

Task:  View Popularity of Song



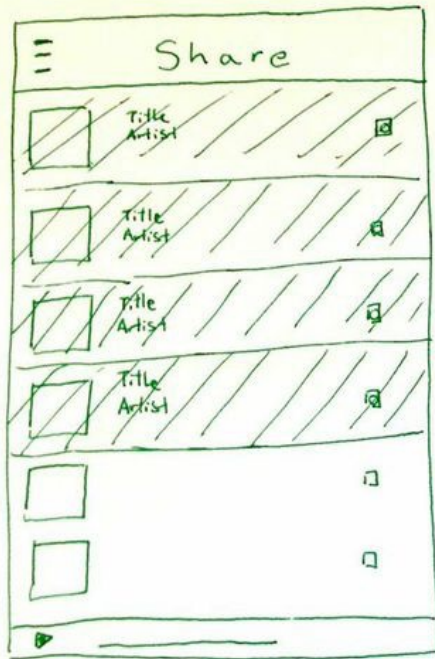
Popular Near You



15.6k

Sketches+

Share music to friends on the platform

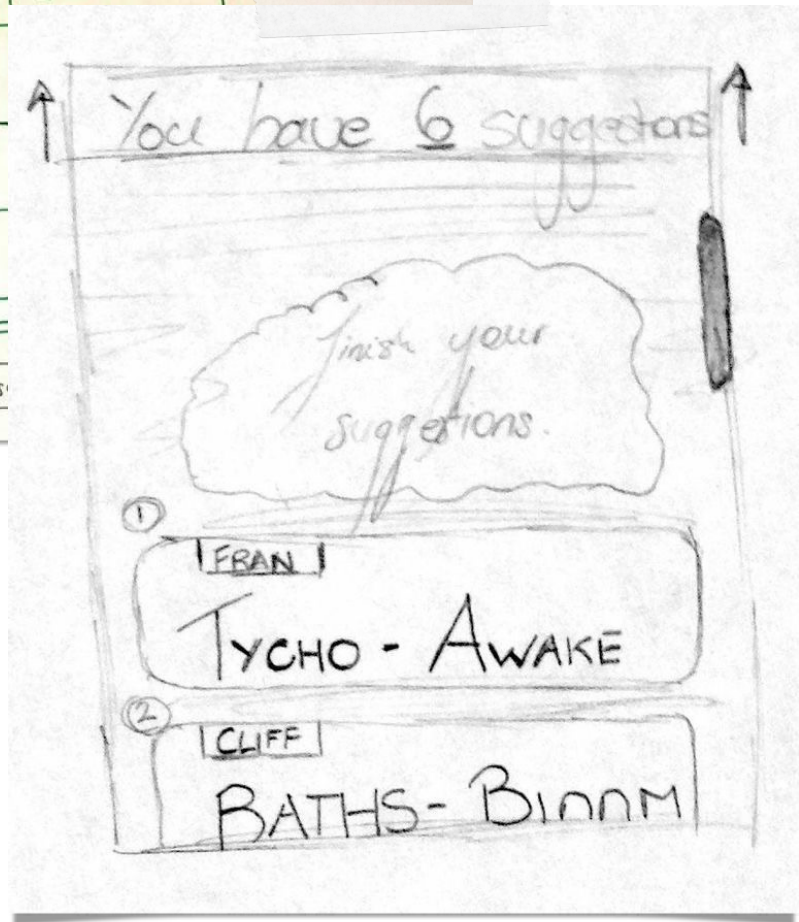


Select Songs You want to Send



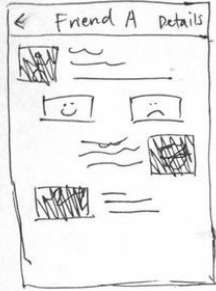
Send suggestions After selecting friends

Sketch by Ins

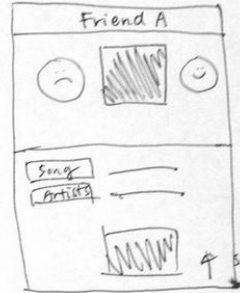


# Sketches+

Task: Volley Similar Song Suggestions



Frances Gub

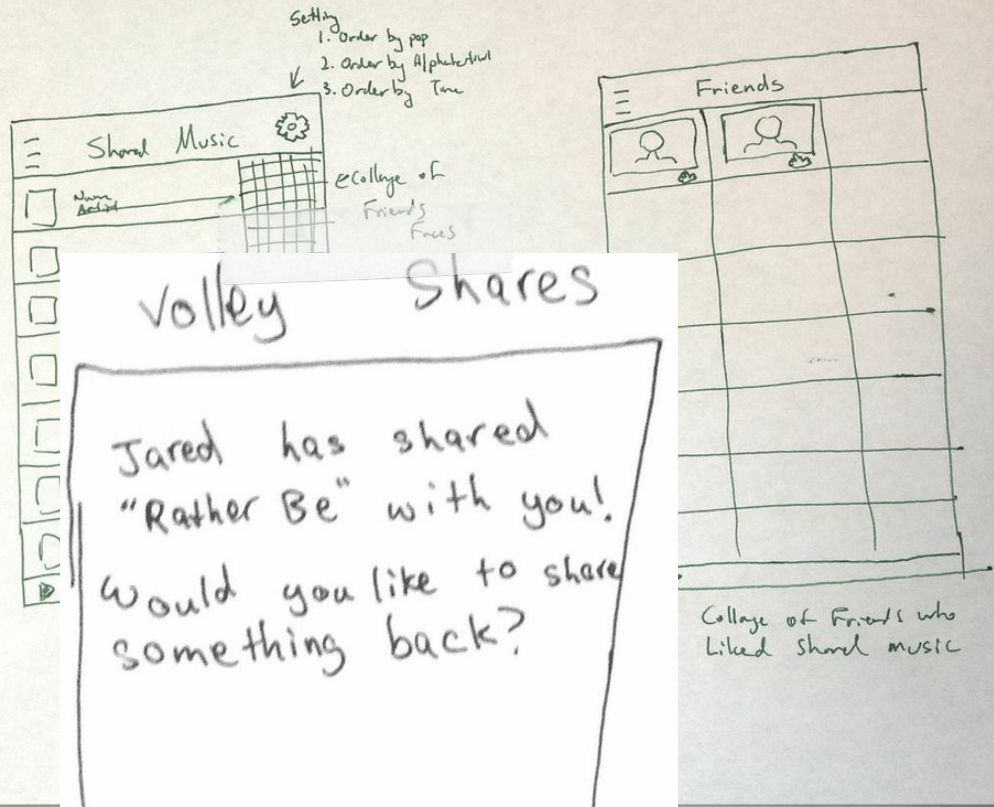
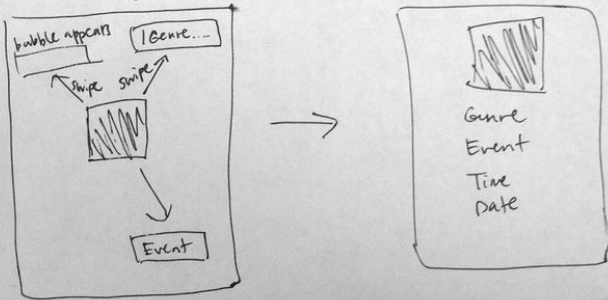


Swipe to see

Task: Event Association



Task: Tagging with Genres, Events



volley Shares

Jared has shared "Rather Be" with you!  
Would you like to share something back?

YES ✓ NO ✗



Clifford Huang

showMe aims to create a ubiquitous sharing client that fosters both pride and connectivity between individuals through both location and preferences.

*Summary*