MUSIC TAKEN OUT OF CONTEXT

an idea by Phillip, Casey, Stephen, and Santiago
INSPIRATION
INSPRIRATION

Desire for new relationships
INSPIRATION

Desire for new relationships

Dread for awkward moments
INSPIRATION

Desire for new relationships
Dread for awkward moments
Uncomfortable with randos
Ran·do [ran- doh], n. 1. a person you haven’t met yet. 2. a person with whom you haven’t found anything in common with.
Potential friend

Rando
MUSIC
MUSIC

Passion
MUSIC

Passion

Fun to talk about
MUSIC

Passion

Fun to talk about

Something to bond over
TO CONNECT PEOPLE
INTERVIEWS
<table>
<thead>
<tr>
<th>Conversations</th>
<th>Music</th>
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<tbody>
<tr>
<td>Cycle through topics until finding a common interest</td>
<td>Choose music based on their situation</td>
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<td>Comfortable talking to people with similar experiences</td>
<td>Use music tastes to infer about someone’s personality</td>
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<tr>
<td>First 2 min make it or break it</td>
<td>Hesitant to share music</td>
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TASK ANALYSIS
Users:

students in a social atmosphere, looking to make friends

Desires:

eliminate rando factor

selected sharing of music tastes

Disconnect:

people don't really know what others are listening to

share music on extreme occasions (really good new song)
BRAIN STORM
CONTEXTUAL MUSIC SUGGESTIONS
CONTEXTUAL MUSIC SUGGESTIONS

Contextual playlists
PROTOTYPES

Automated playlists based on habitual actions
PROTOTYPES

Car playlists generated with everyone in mind
CONTEXTUAL MUSIC SUGGESTIONS

Contextual playlists
CONTEXTUAL MUSIC SUGGESTIONS

Contextual playlists

Contextual song recommendations
PROTOTYPES

Predicts song popularity based on people nearby
CONTEXTUAL MUSIC SUGGESTIONS

Contextual playlists

Contextual song recommendations
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Contextual playlists

Contextual song recommendations

Musical relationships
CONTEXTUAL MUSIC SUGGESTIONS

Contextual playlists

Contextual song recommendations

Musical relationships

Musical introductions
PROTOTYPES

Using music to facilitate introductions
QUESTIONS