Needfinding with a Beat

What might design thinking uncover about our music experiences and music sharing habits?

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Team Members:

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Studio Theme - Sharing

Needfinding Methods - Who/ What to ask?

- Diversity in interviewees

- 4 Major Question Themes

  Means? Personal? Social? Context?

EXCLUSIVE SPOTIFY USER

Who? San Francisco resident/ friend

Why? Quintessential Music

consumer in 2015

Where? Home in SF

Questions?

MUSIC PRODUCER - STANFORD STUDENT

Who? Music producer, Stanford student, produces and releases original music on online platforms

Where? Tresidder Union

Why? Expertise in Music industry and consumption

How? Friend of a group member

RECORD STORE ENTHUSIAST

Who?

23 year old from
Tennessee

Why?

Extensive record
collection

Where?

Phone call to home in
Tennessee

Questions?

BABY BOOMERS (AND BEYOND)

Who? My Mom (Suzanne), Aunt (Teresa), and Grandmother (Corinne)!

Why? Target music experience of those who largely predated music sharing/ social media sites

Where? In the kitchen of my home in Marin County

Questions?

Interview Results - Jaron

" I don't really know most of my friends' musical tastes... people these days really listen to *everything.* "

wishes there was a 'monoculture' of music consumption

Music producer

"Music is fundamentally social [...] I produce music to be listened to by people"

"I love communicating with my listeners, and finding out where in the world, my music is being listened to"
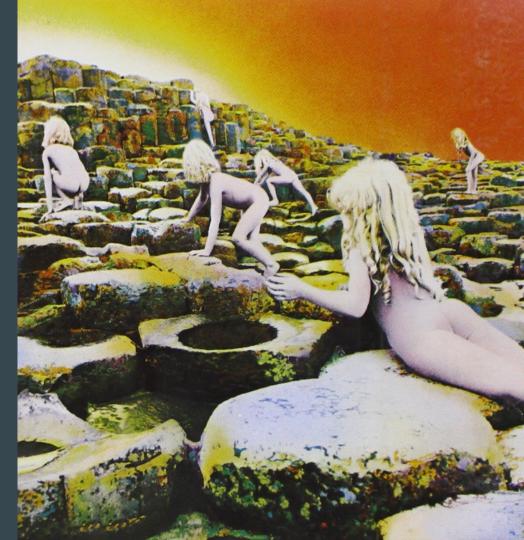
"I read music blogs when exploring new music"

"I don't think I have a strict musical taste, I'm pretty open-minded when exploring music"

Interview Results - Marek

"My favorite LP is Houses of the Holy by Led Zeppelin ... seeing the artwork and just being blown away."

Finds record store culture vintage and cool.

Sharing music is more intimate when it physically exists (LP, CD, tape)

Suzanne, Teresa, and Corinne

Suzanne: "I listened to James Taylor mostly because that's what I grew up with, that's what was played in our house"

Suzanne: Vivid memories of dancing around at pool parties during high school when she hears the song "Beyond the Sea" by Bobby Darin

Teresa: Lets songs that she doesn't necessarily like play in full out of politeness since "it'll be over soon"

Our Empathy Map

Inferences and Conclusions?

People want music to bring them closer to others (bond over it)

People don't want access to EVERYTHING necessarily

The amount of music available on spotify can be overwhelming

People care about the way that other people (friends/family) listen to music.

People like all kinds of music and are open to exploration

Needs? Insights?

People need for social connection around their music to be easier.

People need help choosing music so that it isn't an overwhelming experience.

Summary

We sum everything up!

Images Cited:

http://www.fivecentnickel.com/uploadedfiles/wp-content/uploads/2010/07/2010.07.14.jpg

http://www.gettyimages.com/detail/photo/group-of-friends-sitting-in-field-sharing-high-res-stock-photography/536991121