



**“I always  
wanted to be a  
musician...”**

**Matt, Mohammed, Yunha**



# Additional Interviews

## Nathan

Works in SF

Used to play the saxophone that belonged to his high school

Picked up guitar at college because it was cheap but never really liked it

Wants to play the sax again but it is too expensive



# Additional Interviews



## Frederick

College Student

Used to be a serious classical bassoon player (10 years)

Now involved in Taiko and has no time to practice with dedication

Wants to pick up the instrument seriously again



# Additional Interviews



## Ashwin

College Student

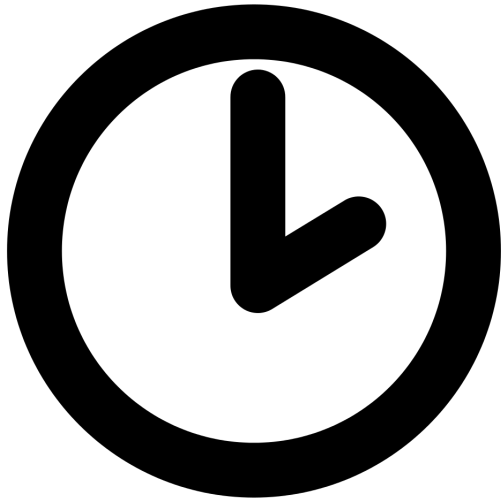
Never had the opportunity of musical education before college but always envied friends who did music

Bought a cheap ukulele from a friend 3 months ago

Dedicated some time to learning it over summer

# TIME and MONEY

- Music lessons are expensive!
- Instruments are expensive!
- Serious practicing is a lonely activity!



# SHARING MUSICAL RESOURCES

(skills, knowledge, instruments)

→ less expensive

→ less lonely

→ **More Fun and Less Expensive**

# POV<sub>1</sub>

We met **Nathan**, a ex-saxophone player who misses the instrument,

**Who needs** access to the inexpensive instrument that he's also excited to play

**Because** price is preventing him from playing the music he wants to play.

**It would be game-changing** if we could help put instruments in the hands of people who want them, regardless of their ability to pay for them.

# POV<sub>2</sub>

We met **Ashwin**, a relatively new ukulele player

**Who needs** an easier means of meeting up with friends to play music

**Because** for him the foremost motivation to practice is to be able to have fun with his friends.

**It would be game-changing** if Ashwin could find a group of musicians so that he can improve whilst having fun.



# POV<sub>3</sub>

We met **Frederick**, used to be a serious bassoon player before coming to college,

**Who needs** time and motivation to practice his instrument,

**Because** he is not taking lessons anymore and he doesn't have time to be in a serious ensemble,

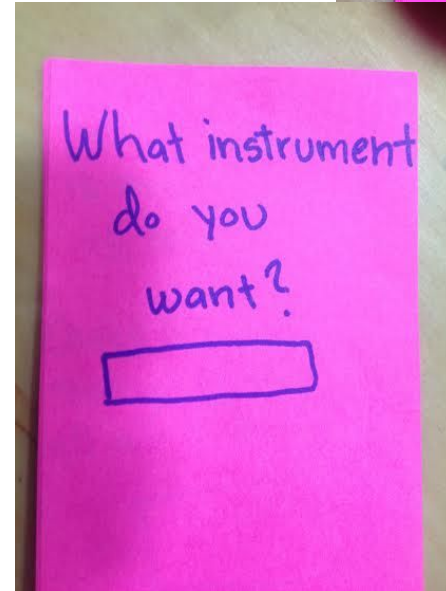
**It would be game-changing** if Frederick didn't feel like he is missing out when practicing.

# How Might We...

- Tap into underused instruments in Nathan's community?
- Tap into Frederick's time spent socializing and integrate music practice into that?
- Provide Ashwin cheap, fun ukulele learning experiences?

# Prototype 1 - Musical Chairs

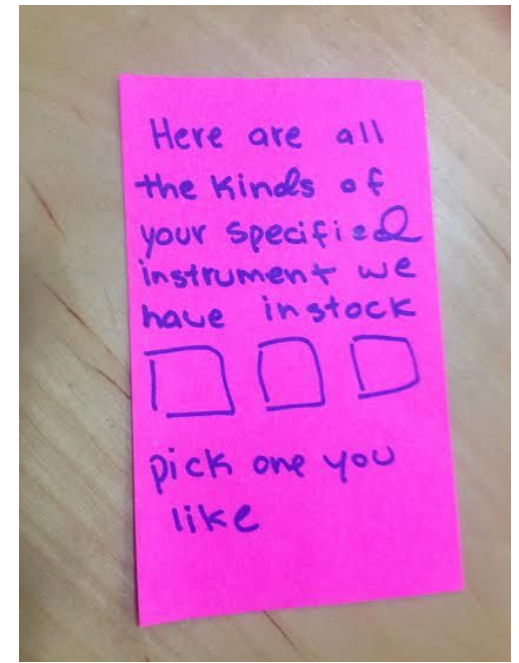
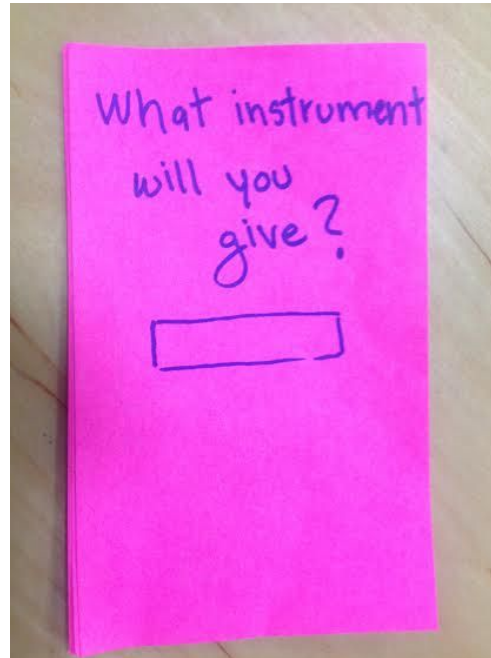
Phone app that allows users to rent and borrow instruments from a central warehouse (where they are extensively cleaned!)





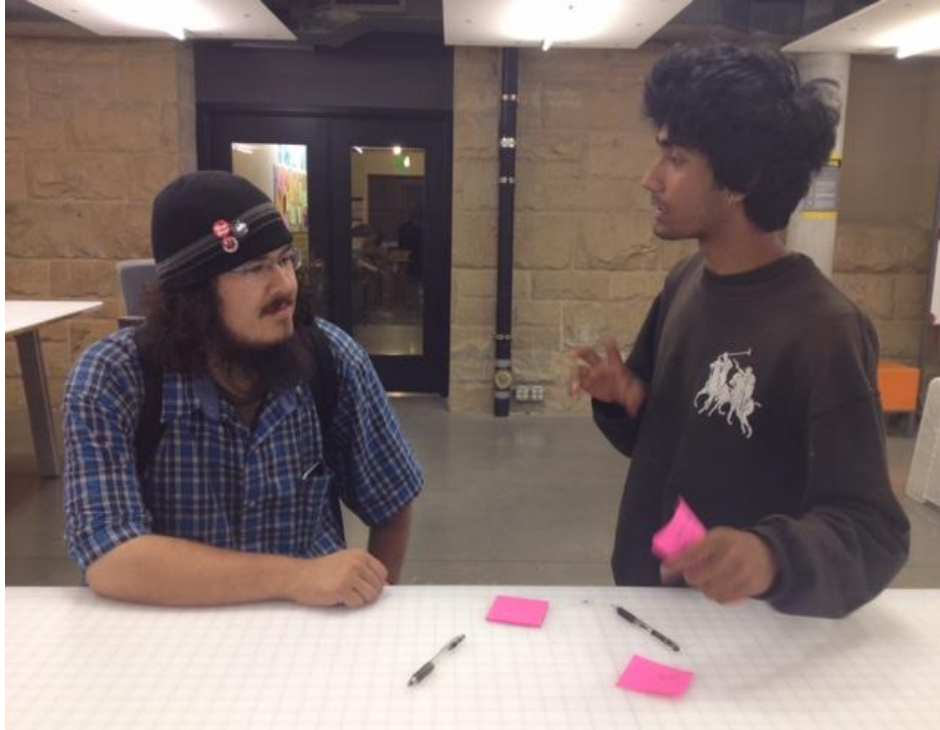
User can have instrument shipped to them, or go to the warehouse themselves

Can get a discounted price on their desired instrument, if they donate one they no longer play



Pick between available selection of instruments right on their phone

# Feedback and results



What worked?

- Rented a drum set for two weeks at a very low price
- Donated broken violin for even more savings

What didn't work?

- Can I afford to rent an instrument for long enough to get good at it?

Surprises?

- Preferred to go to store to get the instrument than have it shipped

# Validity

Assumptions validated:

- People are willing to borrow and try out different instruments
- People want to get rid of underused instruments.

Assumptions contradicted:

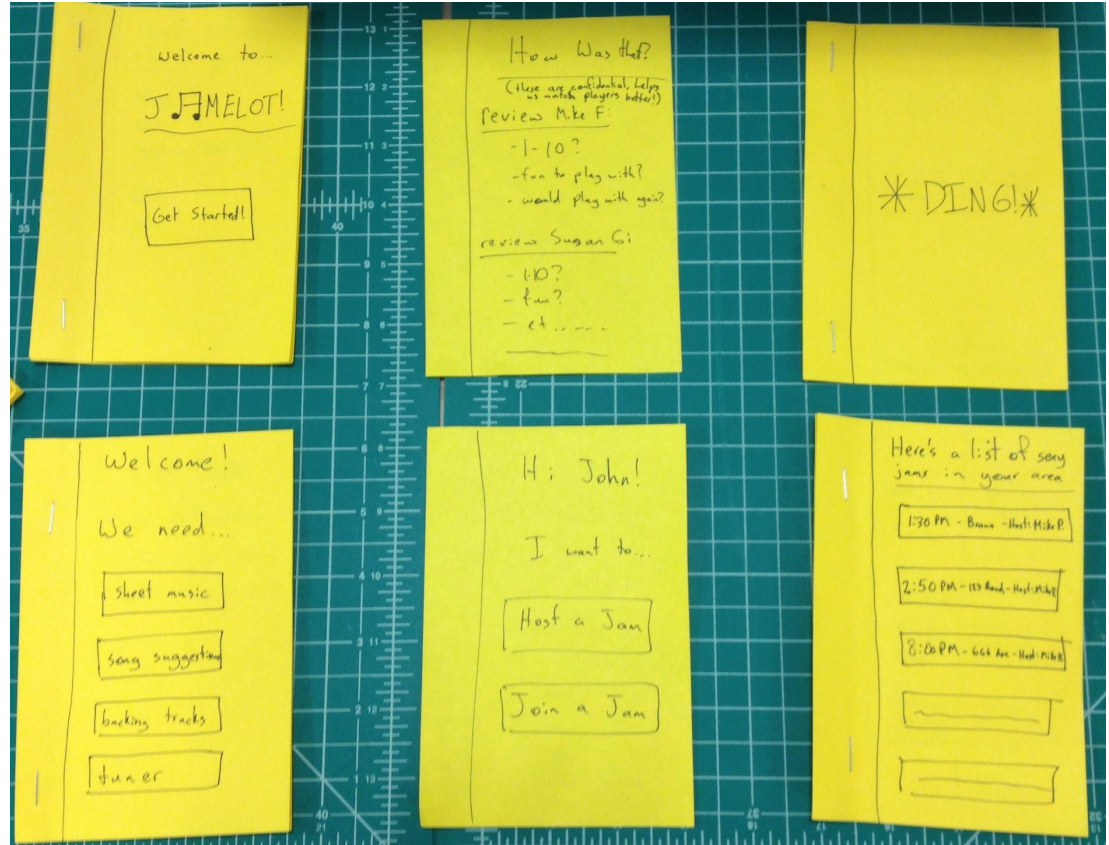
- Borrowing instruments would be cheaper than buying one.

New Assumptions?

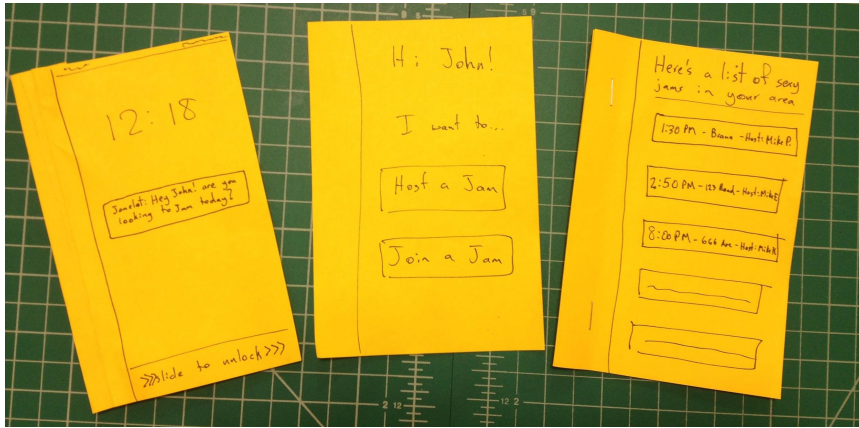
- People want to play different instruments rather than sticking with one and making it personal.

# Prototype 2 - Jamalot

Phone app enabling musicians to organize/ join jam session, and enjoy jam sessions they join

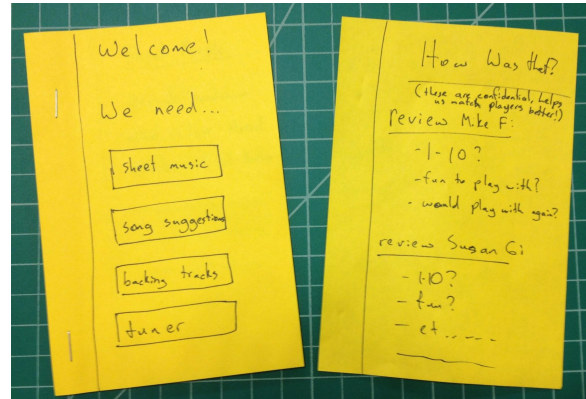




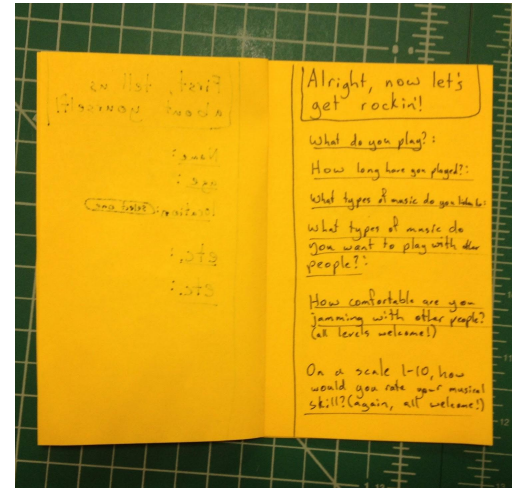


Lists local jams the user can join (sortable by experience level, music style, time, etc.)

Tools to help get jams started, sounding better, and more enjoyable!



User answers questions about personal music experience/ taste to optimize jam session matching!





# Feedback and results - Jamalot

## What worked?

- Tools for getting jams started
- Listing all local, available

## What didn't work?

- establishing trust with new jam-mates

## Surprises?

- Seemed more excited about tools to help during jams than finding jams



# Validity

## Assumptions validated:

- People want to Jam and have fun!
- People want to find others with similar musical ability and taste

## Assumptions contradicted:

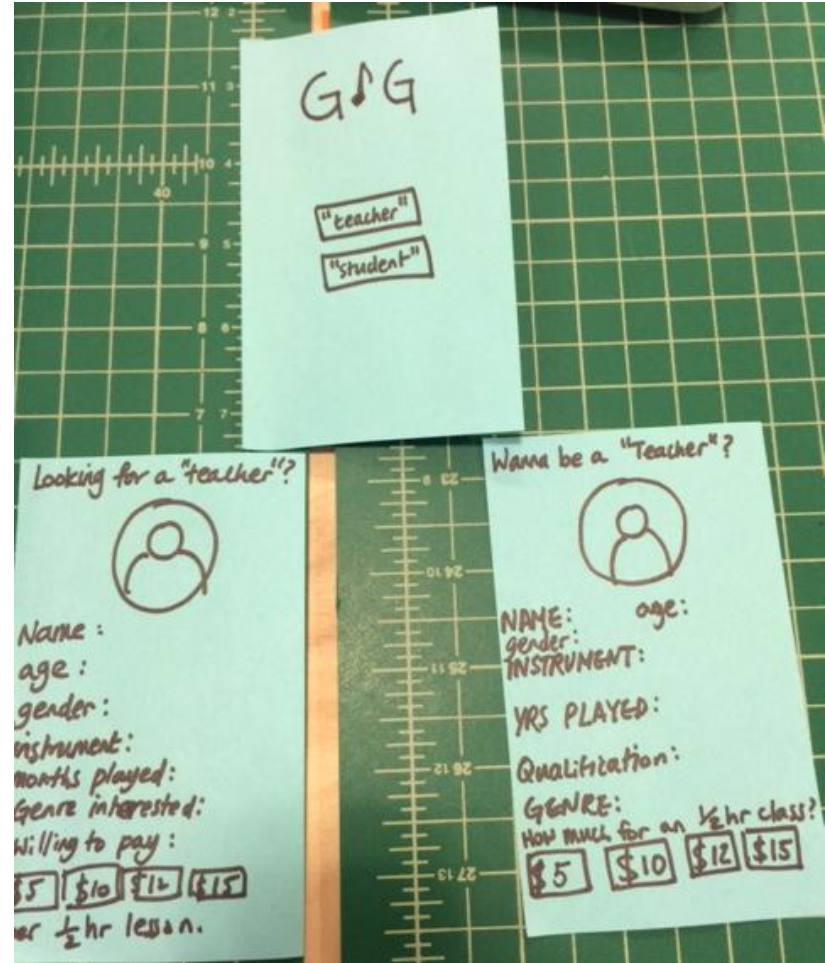
- People will quickly form bonds and trust each other

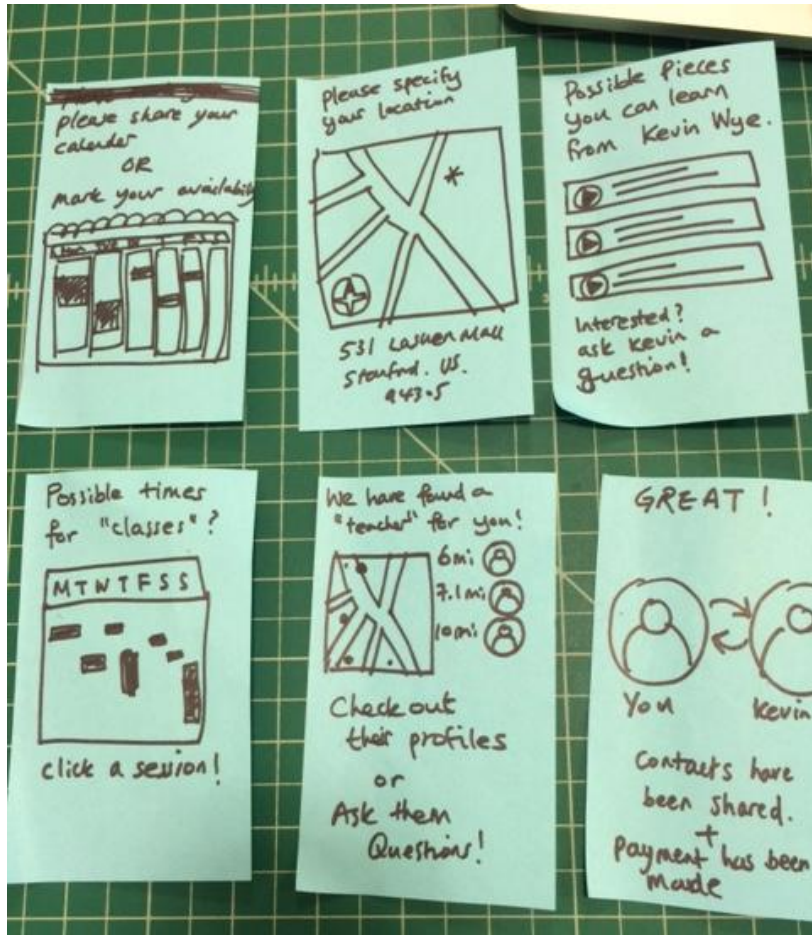
## New Assumptions:

- People will have similar level of investment in this activity in terms of time and commitment.

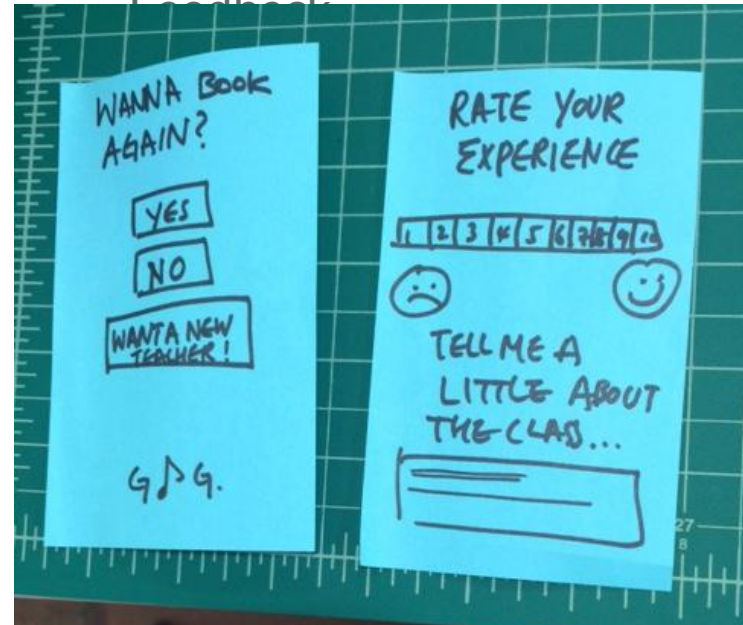
# Prototype 3 - GIG

Phone app that matches “teachers” and “students” for paid (but super cheap!) instrumental lessons

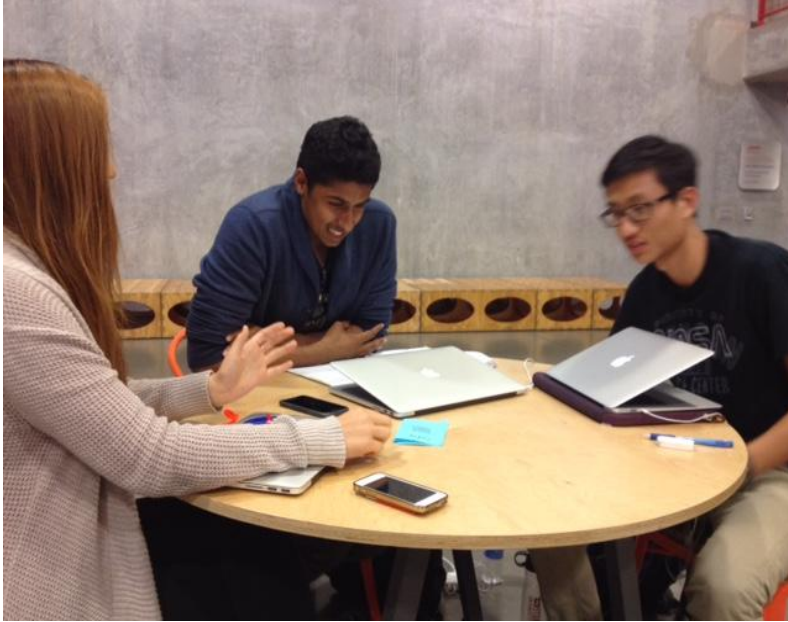




- Location
- Cost/hr matched
- level
- Genre (sample pieces)
- Availability



# Feedback and results



## What worked?

- I felt like I could trust this dude
- It's cool that I can get a preview of the songs I could learn
- It's cheap and easy, totally would do it

## What didn't work?

- I don't want to be teaching strangers
- There are easier ways to earn same amount of money.

## Surprises?

- Teaching an instrument can be stressful

# Validity

## Assumptions validated:

- People want cheap and casual lessons
- People don

## Assumptions contradicted:

- “Teachers” want to teach music for a little bit of money
- People can self-assess their musical ability

## New Assumptions:

- Both “teachers” and “students” have same level of seriousness in the musical training.



**LET PEOPLE  
BE  
MUSICIANS**

**Thank you ;)**