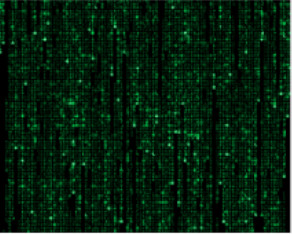



**Mesh Network!**




**Joining Data transfer**

**Music Playback**



**Song parsing!  
Local playback!  
No remote play yet D:**


**Integrating with UI**



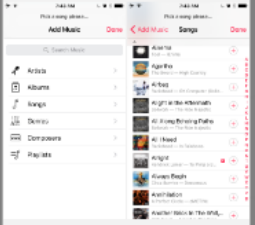
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**Home**

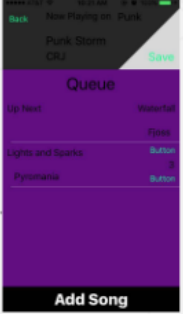


**Add Song**



**Create network  
Add to queue**

**Queue**



**Horizontal Task 3?**

Niche use?  
Gated entry?  
Uniqueness?  
Intuitiveness?  
Efficiency?

**Advantage over previous screen?**

**Starred Songs Saved?**

Buy button  
Month headers  
Day icons  
Album art  
Who shared it

**Where did I first hear that song?**

**How Do People Share Music? Q**

Yvan Quinn  
Alec Arshavsky  
Samuel Trautwein

## Sessions

live collaboration over internet  
listeners tune in

cool concept  
nuances

invalidish: compatible musicians  
= difficult to find  
can't replicate live

### "Experts"

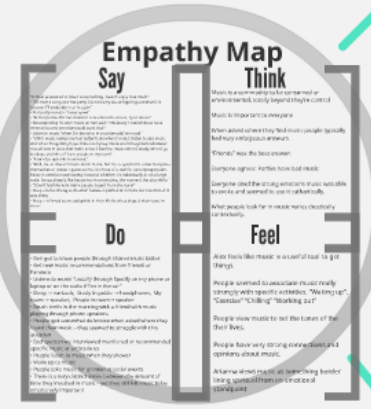
Why?  
came from their average user  
abilities and professional status  
if successful available  
can be used to improve things  
Local audio engineer  
Local sound scene a speaker  
system from the ground up  
full stack breakdown of audio

### Getting them to talk

Context settings (what they see/hears  
their context) Context, context  
What they (they) see/hears  
How (how) they (they) see/hears  
Top 20  
Contexts, learning habits, discovery world contents  
Ambiguity based on  
open interpretation leads to MORE varied feedback  
What gets different responses?  
Targeted questions  
one night answer gives unrelated important data  
I was in a way practically usable!

### Filthy Casuals

2 Standard, 1 Brown student  
1 open an high school student  
Why?  
willing to target user  
different pull from experts  
music discovery ends after  
college



### Contradictions

Some people leaned more toward  
music being a consumable while  
others leaned more towards it being  
part of their environment. The  
"consumers" always seemed to be  
more interested in engineering their  
experiences (i.e. better hardware,  
more critical of "frat party music")

### Tensions

People have very strong beliefs about  
music and its role in their lives. They view it  
as something to consume even though it  
appears to function more like a  
psychological tool, a lens, for therapy or  
an art form, or even of anything else people  
could self-medicate with. There is a lot of  
tension between how people think they  
use music and how they use it.

### Surprises

no one really had a definite  
answer as to where they found  
new music.  
music to be very important to  
people yet everyone we talked  
to was incredibly passive in  
how they found music.

### Conclusions

Music plays a much bigger role in  
friendship than people recognize

Music is emotional conditioning

Universal social patterns

Observations in the wild

Goals:  
Give people curated radio experience.  
Allow everyone to showcase tastes  
Retain user control

## How might we

connect musicians to each other  
and listeners around them?

### Dualities

finding music through friends	finding friends through music
absence of control to take	exercising control of one's own system
lack of majority of recommendations lost	music taste entirely absorbed from environment
emotionally impactful on an individual level	CRASH for social interactions
personalization	shared specificity
spontaneity	control
physical reverence for emotional impact	finding music to enable internal emotions

the paradoxical nature of music as a conscious and unconscious tool for influencing both the individual and his/her milieu

### Point of View

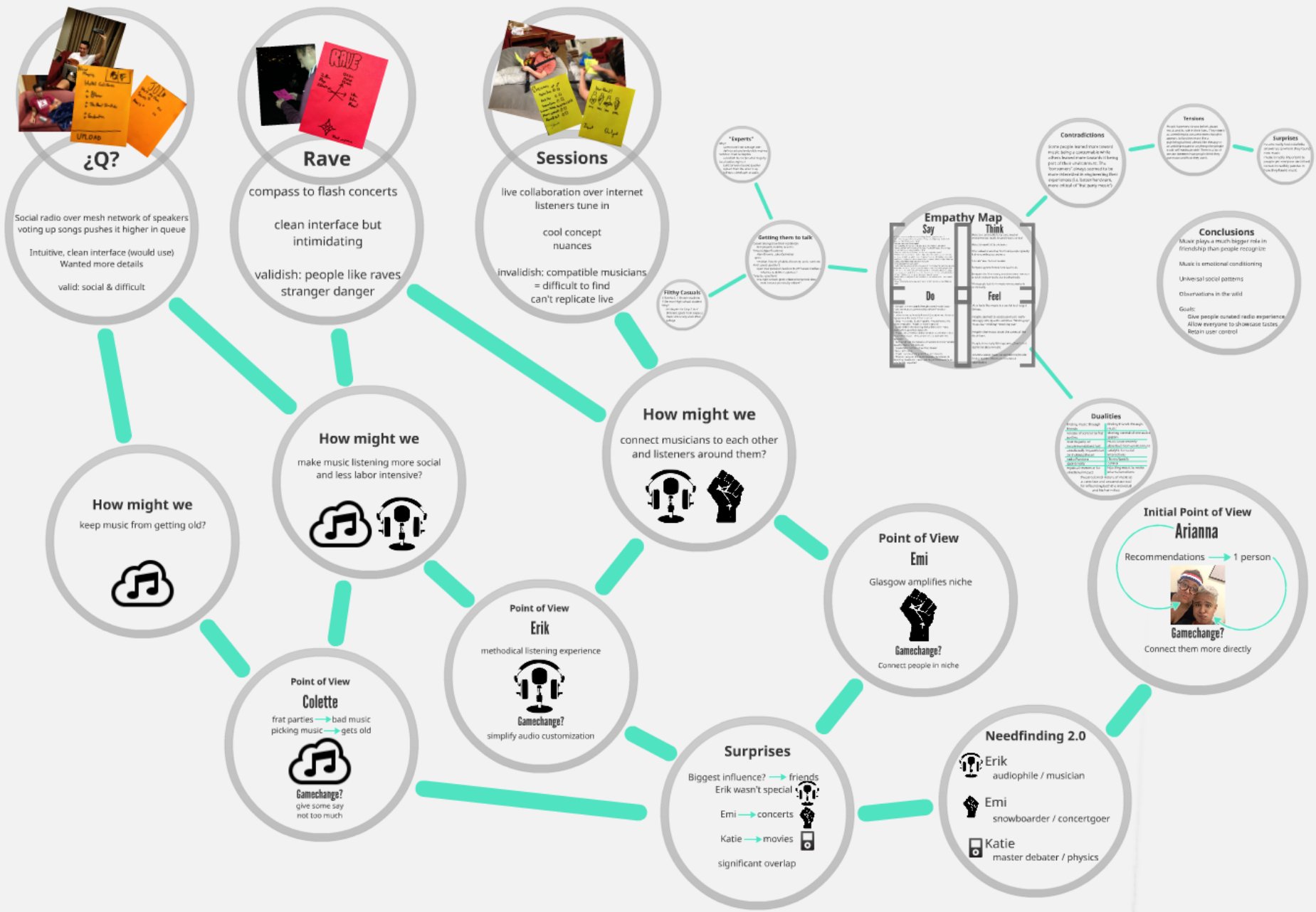
## Emi

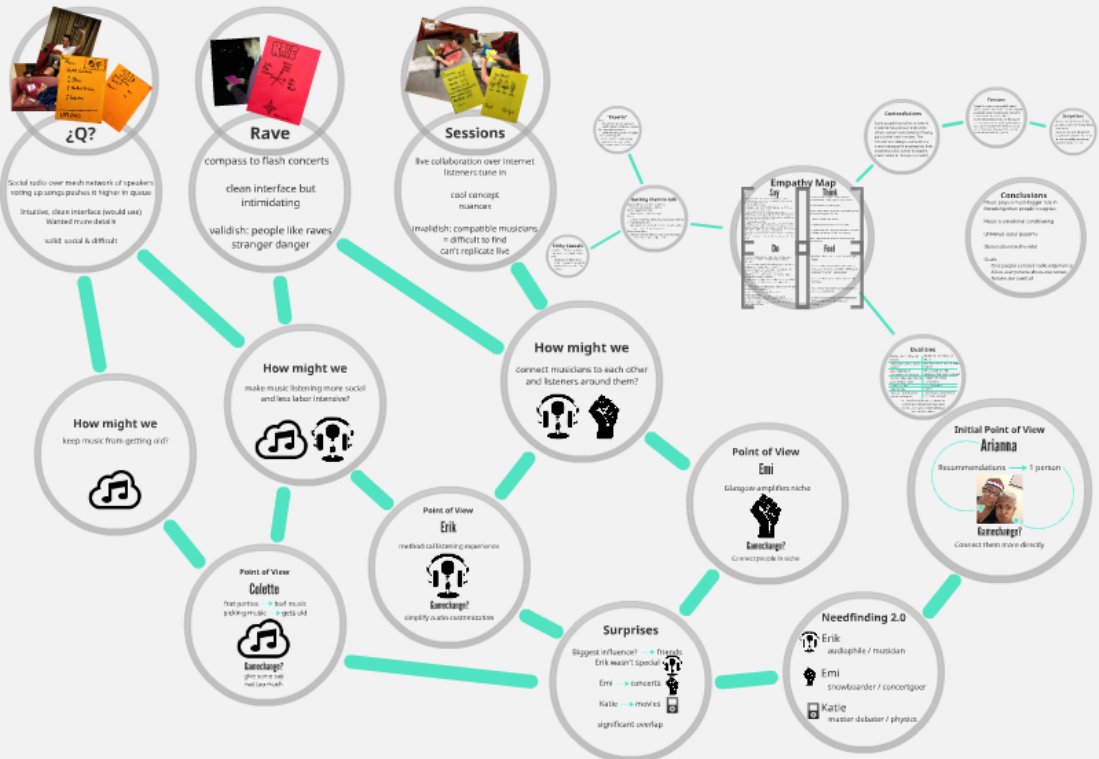
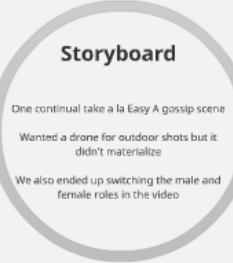
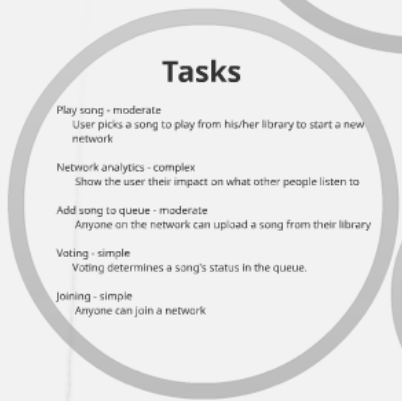
Glasgow amplifies niche

### Initial Point of View

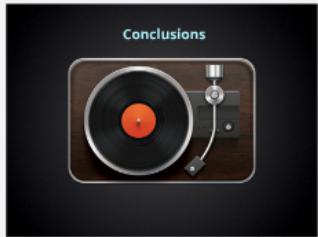
## Arianna

Recommendations → 1 person



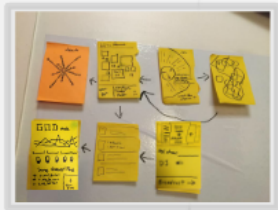




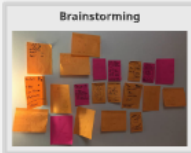


**Experimental Method**

Host	Music Influencer and casual DJ
Computer	Upperclassman at a special D
Note Taker	Casual Listener who'd like to also share music

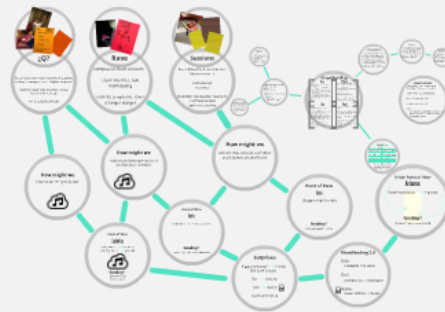


**Experimental**  
Two Directions  
**Familiar**



**Our Tasks**

- 👍 "Please vote on a song to show a preference"
- 🎵 "Share a song of your own with the network"
- 🎧 "As a DJ, select a requested song to play"



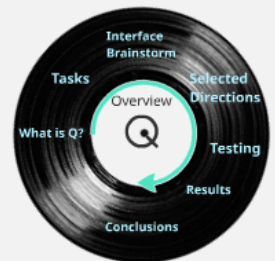
**Value Proposition**  
**Q is a locally synchronized social radio**

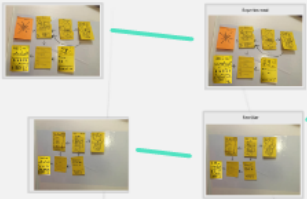
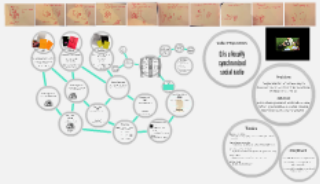
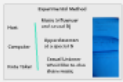
**Problem**  
People want an effortless way to discover new music from friends without feeling pressured to.

**Solution**  
Q is a crowd-sourced local radio outlet, which synchronizes a shared musical experience across many speakers.

**Tasks**  
- Planning interface  
- User interface design  
- Backend development  
- Marketing strategy  
- User testing

**Storyboard**  
- User flow diagram  
- Wireframes  
- Prototype development





### Last week

**Our Tasks**

- "Please vote on a song to show a preference"
- "Share a song of your own with the network"
- "As a DJ, select a requested song to play"

### Revised Tasks

- Simple: join existing network
- Medium: upload song to queue
- Complex: curate queue

### Last Week

**Familiar**

**Experimental**

**Q**  
a locally synchronized social radio

**Problem**  
People want an effortless way to discover new music from friends without feeling pressured to.

**Solution**  
Q is a crowd-powered local radio queue, which synchronizes a shared musical experience across many speakers.

**Cheating your way to the top**  
Network list  
Song queue  
Song upload

**The Wonderful Wizard of Oz**  
Network selection  
Queue reordering

**Prototyping Tool**  
**Marvel**

Tapping support  
Intuitive  
Sketch integration  
15 minutes flat

**The Good**  
The Bad

Unfamiliarity  
Payload  
Scaling (scrolling)  
Buggy app (crashes)  
Gestures  
No landscape

**Tough Calls**

Cut features – too ambitious  
god mode, map/rave,  
animated queue, "friends"

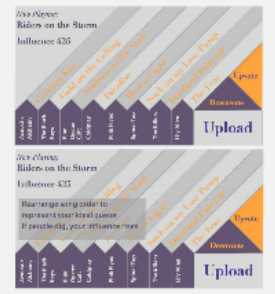
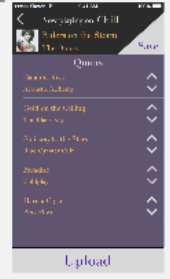
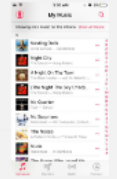
Emphasizing core functionality  
simplification!

**Prototyping Tool**  
**Sketch**

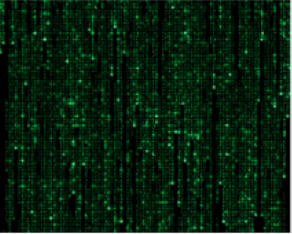
Simple & Quick  
Realistic prototyping  
Easier than Photoshop

**The Good**  
The Bad

Unfamiliarity  
Difficult to fine-tune  
No landscape  
Drag & Drop iOS  
Snap to layout guides  
Looks professional




**Mesh Network!**




**Joining Data transfer**

**Music Playback**



Song parsing!  
Local playback!  
No remote play yet D:


**Integrating with UI**



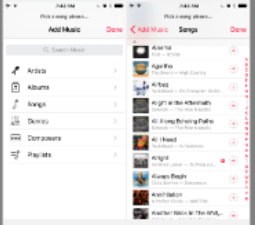
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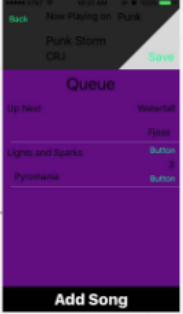


**Add Song**



Create network  
Add to queue

**Queue**



Add Song

**How Do People Share Music? Q**

Yvan Quinn  
Alec Arshavsky  
Samuel Trautwein

**Horizontal Task 3?**

Niche use?  
Gated entry?  
Uniqueness?  
Intuitiveness?  
Efficiency?

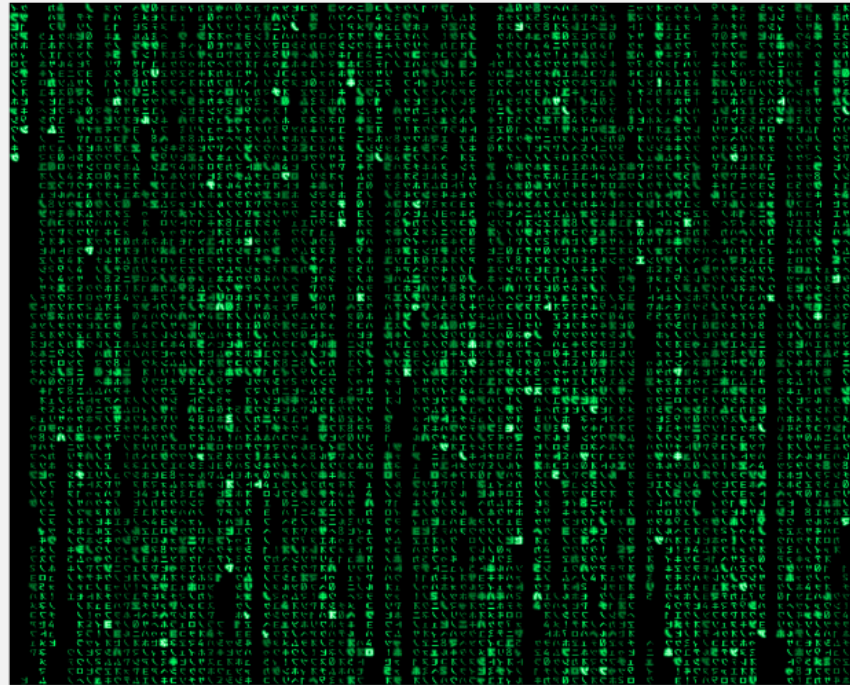
Advantage over previous screen?

**Starred Songs Saved?**

Buy button  
Month headers  
Day icons  
Album art  
Who shared it

Where did I first hear that song?

# Mesh Network!



## Joining Data transfer



Inter

Built  
UI fu  
(except

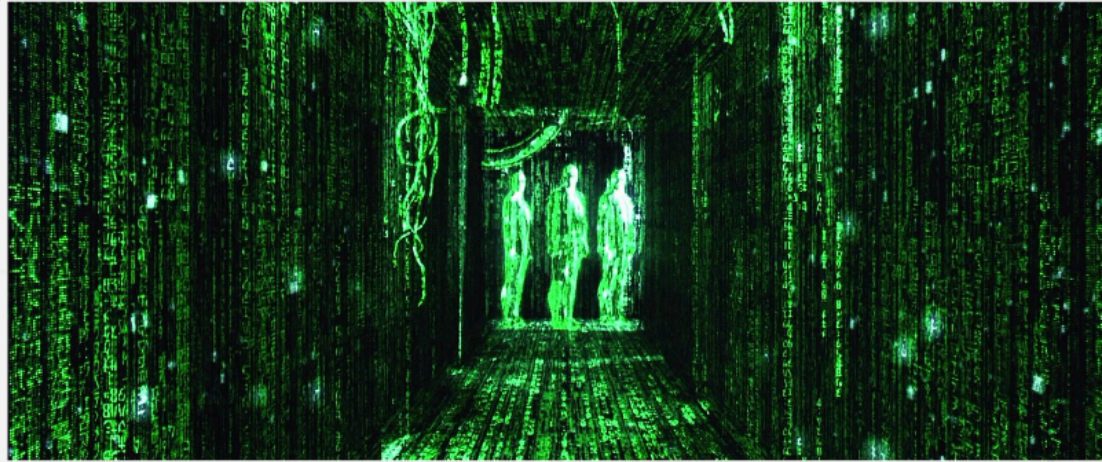


# Music Playback



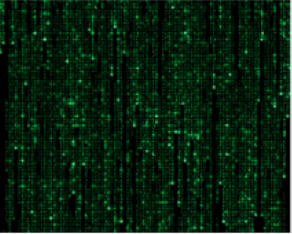
**Song parsing!**  
**Local playback!**  
**No remote play yet D:**

# Integrating with UI




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UI fully functional  
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**Mesh Network!**




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**Integrating with UI**



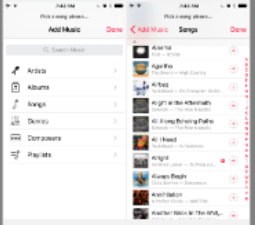
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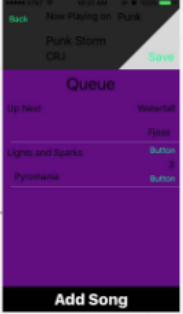


**Add Song**



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Add to queue**

**Queue**



**Add Song**

**Horizontal Task 3?**

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- Album art
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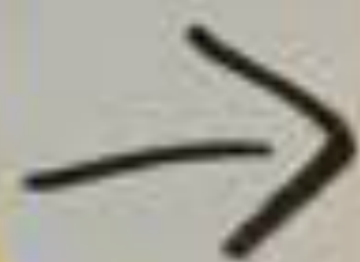
Yvan Quinn  
Alec Arshavsky  
Samuel Trautwein

Join



Network Name  
Jony Artist  
Now Playaby

Create New  
Network +





*Super Punk*

*Ska Lyfe*

*The Drop*

*AXX FM*

**New  
Radio**

**Chill**

**Riders on the Storm**  
**The Doors**

**Queue:**

Catalina Kiss  
Acoustic Alchemy

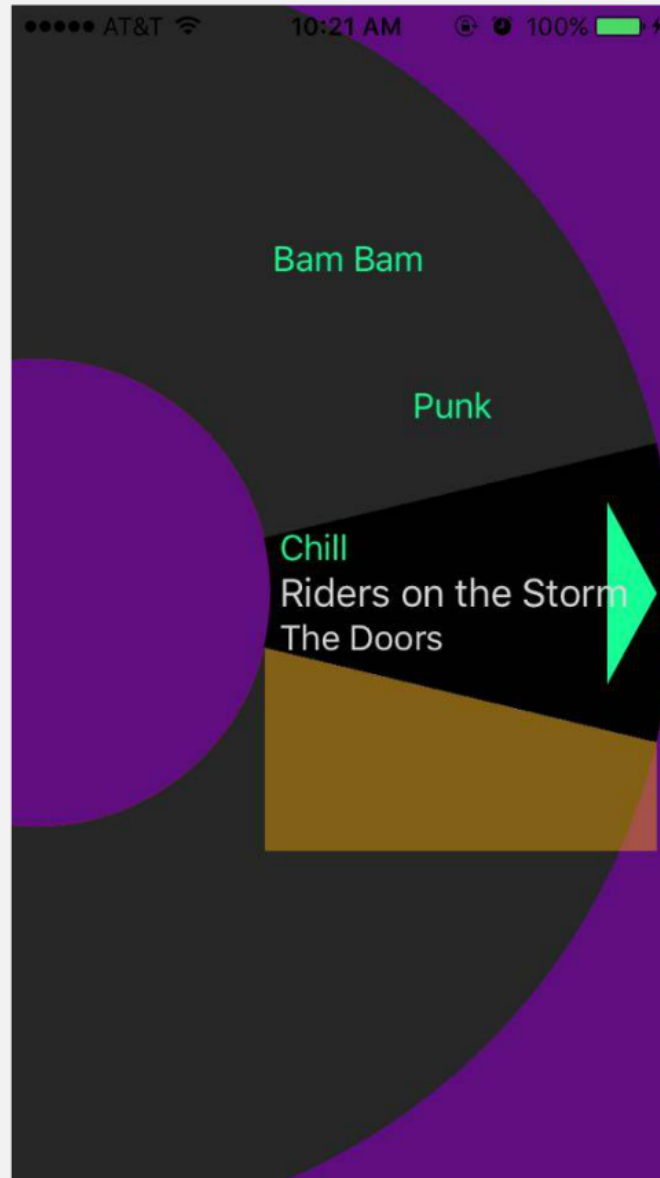
Gold on the Ceiling  
The Black Keys

Stairway to the Stars  
Blue Oyster Cult

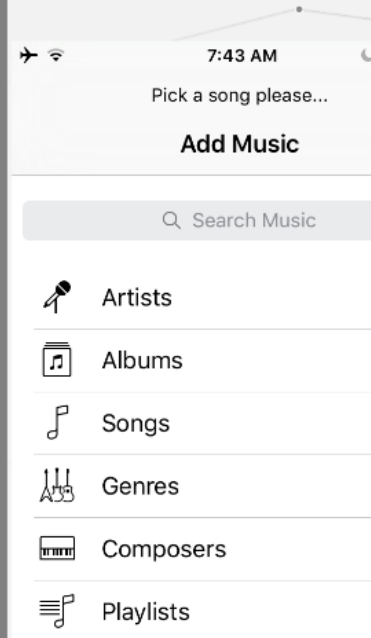
*Up in Smoke*



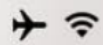
# Home



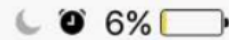
# Add



Create  
Add t



3:30 AM



# My Music



Showing only music on this iPhone. [Show All Music](#)

N



### Nesting Dolls

Circa Survive — Descensus



### Night City

The Sword — Warp Riders



### A Night On The Town

The Dear Hunter — Act IV: Rebirth I...



### (The Night The Sky Cried)...

The Sword — Warp Riders



### No Quarter

Tool — Salival



### No Surprises

Radiohead — OK Computer (Collect...



### The Noose

A Perfect Circle — Thirteenth Step



### Nude

Radiohead — In Rainbows



### The Nurse Who Loved Me

A  
B  
C  
D  
E  
F  
G  
H  
I  
J  
K  
L  
M  
N  
O  
P  
Q  
R  
S  
T  
U  
V  
W  
X  
Y  
Z  
#



My Music



Playlists



Radio



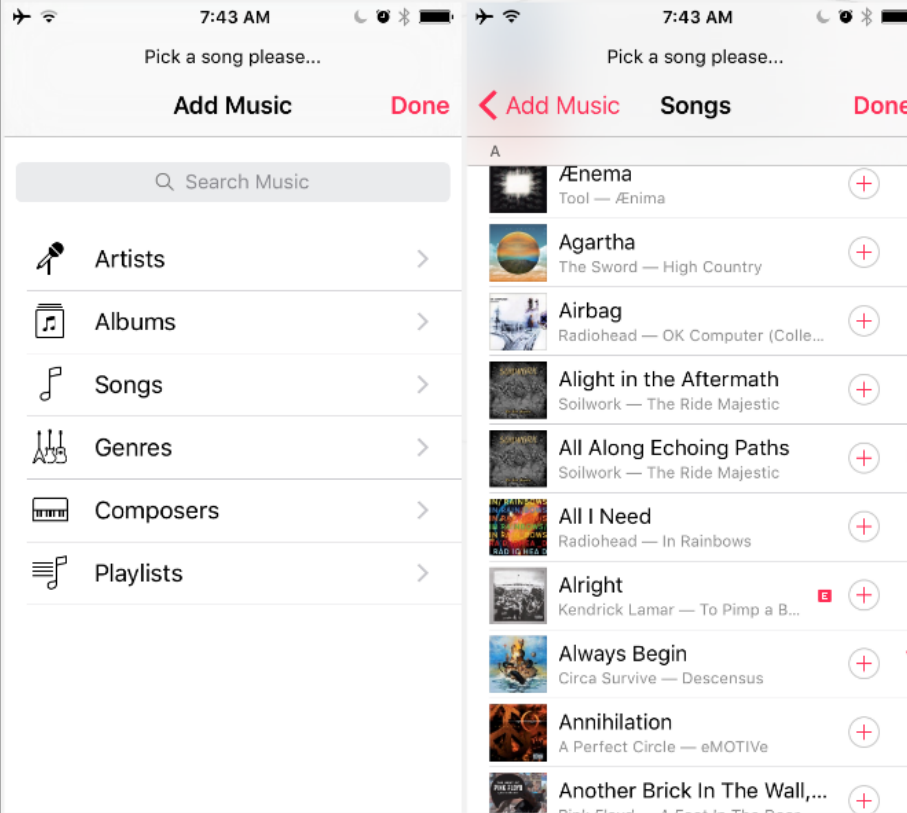
Connect



me

# Add Song

100%



e Storm

AT&T

Back

Up Next

Lights and

Pyromar

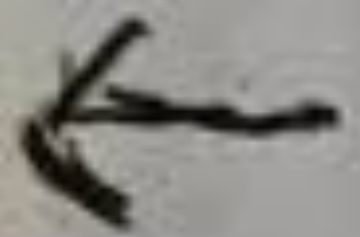
# Create network Add to queue



Now Playing

Save

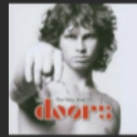
- ⊖ Song 1    ^  
                  v
- ⊖ Song 2    ^  
                  v
- ⊖ Song 3    ^  
                  v
- ⊖ Song 4    ^  
                  v
- ⊖ Song 5    ^  
                  v
- ⊖ Song 6    ^  
                  v



Upload



Now playing on Chill



Riders on the Storm  
The Doors

Save

### Queue

Catalina Kiss



Acoustic Alchemy



Gold on the Ceiling



The Black Keys



Stairway to the Stars



Blue Oyester Cult



Paradise



Coldplay



Have a Cigar



Pink Floyd



Upload

ng

# Queue

7:43 AM

pick a song please...

Songs Done

- na (+)
- na (+)
- ad — High Country (+)
- ad — OK Computer (Colle... (+)
- in the Aftermath (+)
- ng Echoing Paths (+)
- eed (+)
- ad — In Rainbows (+)
- t (+)
- k Lamar — To Pimp a B... (+)
- s Begin (+)
- lation (+)
- er Brick In The Wall, ... (+)

A  
B  
C  
D  
E  
F  
G  
H  
I  
J  
K  
L  
M  
N  
O  
P  
Q  
R  
S  
T  
U  
V  
W  
X  
Y  
Z  
#

AT&T 10:21 AM 100%

Back Now Playing on Punk Save

Punk Storm  
CRJ

## Queue

Up Next	Waterfall
	Fjoss
Lights and Sparks	Button
	3
Pyromania	Button

Add Song

work

ueue



Add to Queue

---



Album  
Art

Now playing  
Timber  
Kesha

+  
see





*Now Playing:*  
**Riders on the Storm**  
Influence 425

*Catalina Kiss*  
*Gold on the Ceiling*  
*Stairway to the Stars*  
*Paradise*  
*Have a Cigar*  
*Suck on my Love Pump*  
*Dustland Fairytale*  
*The Fear*

Acoustic Alchemy  
The Black Keys  
Blue Oyster Cult  
Coldplay  
Pink Floyd  
Spinal Tap  
The Killers  
Lily Allen

Upvote  
Downvote

**Upload**

*Now Playing:*  
**Riders on the Storm**  
Influence 425

Rearrange song order to represent your ideal queue!  
If people dig, your influence rises.

*Catalina Kiss*  
*Gold on the Ceiling*  
*Stairway to the Stars*  
*Paradise*  
*Have a Cigar*  
*Suck on my Love Pump*  
*Dustland Fairytale*  
*The Fear*

Acoustic Alchemy  
The Black Keys  
Blue Oyster Cult  
Coldplay  
Pink Floyd  
Spinal Tap  
The Killers  
Lily Allen

Upvote  
Downvote

**Upload**

# Horizontal Task 3?

Niche use?  
Gated entry?  
Uniqueness?  
Intuitiveness?  
Efficiency?

**Advantage over  
previous screen?**

# Starred Sav

Buy bu  
Month  
Day ic  
Album  
Who sh

**Where d  
hear tha**

sky



# Last week

## Our Tasks



"Please vote on a song to show a preference"



"Share a song of your own with the network"

"As a DJ, select a requested song to play"



# Revised Tasks

**Simple: join existing network**

**Medium: upload song to queue**

**Complex: curate queue**

zontal

← 3?

e use?

entry?

eness?

eness?

ciency?

ge over

screen?

# Starred Songs

# Saved?

Buy button

Month headers

Day icons

Album art

Who shared it

**Where did I first  
hear that song?**



**Q is a locally  
synchronized  
social radio**

# Q

## **a locally synchronized social radio**

### **Problem**

People want an effortless way to discover new music from friends without feeling pressured to.

### **Solution**

Q is a crowd-powered local radio queue, which synchronizes a shared musical experience across many speakers.

## Last week

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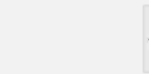
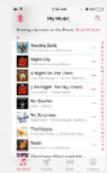
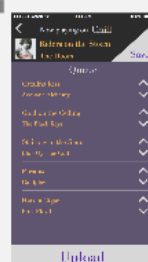
## Last Week



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a locally synchronized social radio

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Network list  
Song queue  
Song upload

**The Wonderful Wizard of Oz**  
Network selection  
Queue reordering

**Prototyping Tool**  
**Marvel**

Tapping support  
Initiative  
Sketch integration  
15 minutes flat

**The Good** | **The Bad**

**Tough Calls**

Cut features -- too ambitious  
god mode, map/rave,  
animated queue, "friends"

Emphasizing core functionality  
simplification!

**Prototyping Tool**  
**Sketch**

Simple & Quick  
Realistic prototyping  
Easier than Photoshop  
Drag & Drop IDS  
Snap to layout guides  
Looks professional

**The Good** | **The Bad**

# Horizontal

# Starred Songs

