How Do People Share Music?

Yvan Quinn
Alec Arshavsky
Samuel Trautwein

¿Q?

Social radio over mesh network of speakers voting up songs pushes it higher in queue

Intuitive, clean interface (would use) Wanted more details

valid: social & difficult

Rave

compass to flash concerts

clean interface but intimidating

validish: people like raves stranger danger

Sessions
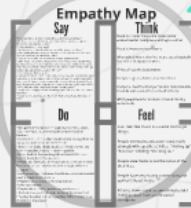
live collaboration over internet listeners tune in

cool concept nuances

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

How might we

make music listening more social and less labor intensive?

How might we

keep music from getting old?

How might we

connect musicians to each other and listeners around them?

Point of View
Erik

methodical listening experience

Gamechange?
simplify audio customization

Point of View
Colette

frat parties → bad music
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not too much

Point of View
Emi

Glasgow amplifies niche

Gamechange?
Connect people in niche

Surprises

Biggest influence? → friends
Erik wasn't special

Emi → concerts
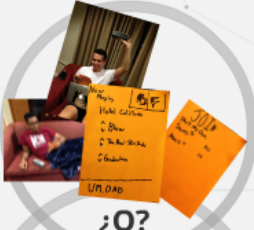
Katie → movies

significant overlap

Needfinding 2.0

Erik audiophile / musician

Emi snowboarder / concertgoer

Katie master debater / physics

Initial Point of View
Arianna

Recommendations → 1 person

Gamechange?
Connect them more directly

Empathy Map

Say | Think

Do | Feel

"Experts"

Getting there to talk

Filthy Casuals

Contradictions

Tensions

Surprises

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
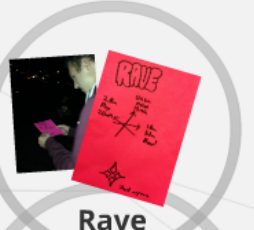Retain user control

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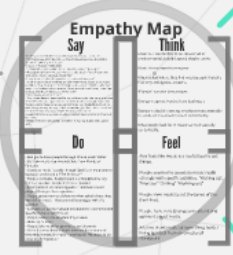
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Do | Feel

Contradictions

Some people leaned more toward music being a conversation while others learned music (casually). Learning pop of their combination's. The "conversion" always seemed to be more interested in engineering their experiences (i.e. better live shows, more critical of "frat party music")

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Contradictions

Some people leaned more toward
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part of their environment. The
"consumers" always seemed to be
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experiences (i.e. better hardware,
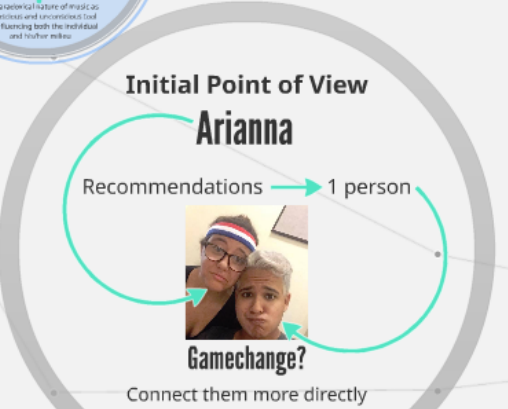more critical of "frat party music")

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
mythological root, almost like therapy or
an catalyst process or anything else people
could so if meditate 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 is really important so
people yet everyone we talked
to was incredibly passive in
how they found music

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Dualities

finding music through friends	finding friends through music
release of control to host parties	sharing control of one audio system
vast majority of recommendations lost	music seen entirely absorbed from environment
email orally impactful on an individual level	catalyst for social interactions
social/Pandora	iTunes/Spotify
spontaneity	control
mystical reverence for emotional impact	hijacking music to evoke internal emotions

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

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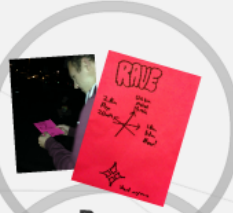Erik wasn't special

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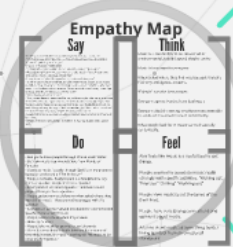stranger danger

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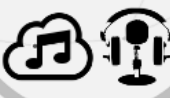## How might we

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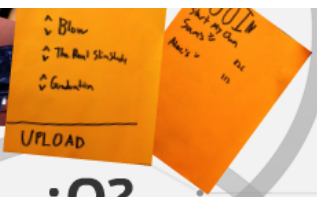
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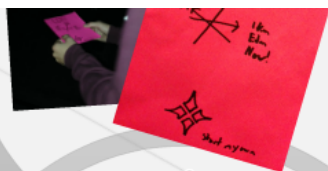Wanted more details

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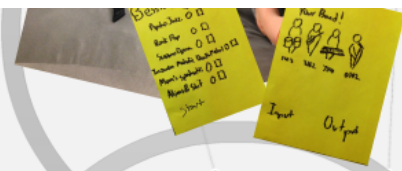validish: people like raves
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Why?
earns more than average user
definite actions/analyzable motives
Self-described audiophile
cancelled due to personal tragedy
Local audio engineer
built surround sound speaker
system from the ground up
full-stack developer of audio

Getting them t
Casual settings (our/their residence)
Ben (expert), Colette, Arianna
Virtual (Skype/Facetime)
Alex (Brown), Luke (Germany)
Topics:
ambition, listening habits, discov
Ambiguous questions
open interpretation leads to VO
what im to define response?
Targeted questions
one right answer gives unbiased
how is music practically utiliz

Filthy Casuals
2 Stanford, 1 Brown students
1 German High school student
Why?
analogous to target user
different goals from experts
music discovery ends after
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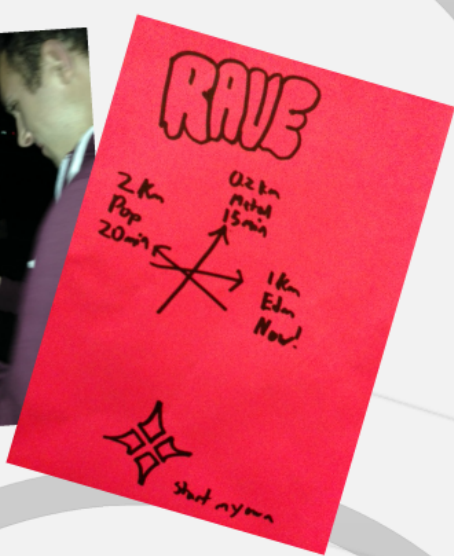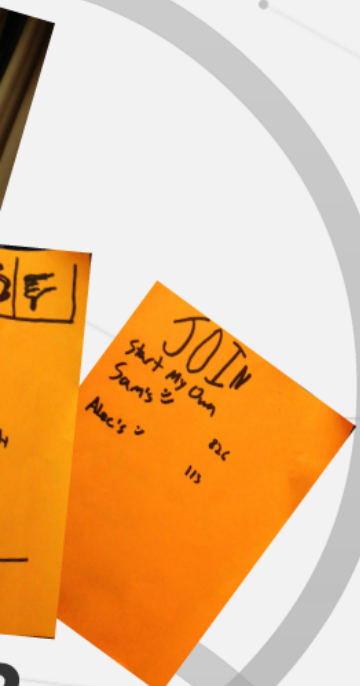 music discovery ends after
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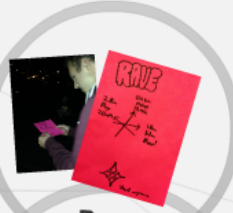
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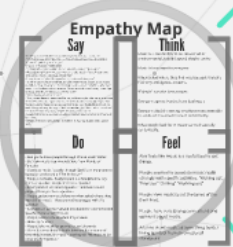stranger danger

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