

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

Tasks

- Play song - moderate
User picks a song to play from his/her library to start a new network
- Network analytics - complex
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Anyone can join a network

Storyboard

One continual take a la Easy A gossip scene
 Wanted a drone for outdoor shots but it didn't materialize
 We also ended up switching the male and female roles in the video

How Do People Share Music?
 Yvan Quinn
 Alec Arshavsky
 Samuel Trautwein



Sessions

live collaboration over internet
listeners tune in

cool concept
nuances

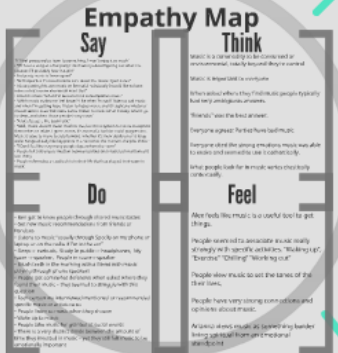
invalidish: compatible musicians
= difficult to find
can't replicate live

Filthy Casuals
2 (curator & Brown-Games)
1 (curator high school student)
Why?
analogous to target user
different public/private spheres
music discovery/visibility/usage

"Experts"
Why?
rights music that average user
didn't find and couldn't describe
couldn't use to describe it easily
had audio equipment
built a record label (Punkish)
open to feedback and critique
full stack developer of music

Getting them to talk

Great settings for their residence
the (digital) (curator) (curator)
What to expect for each
the (digital) (curator) (curator)
Topic
can talk about habits, interests, music careers
A (digital) (curator) (curator)
can't have a one-way talk to (curator) (curator) (curator)
what are their responses?
Curator questions
user (curator) (curator) (curator) (curator) (curator) (curator)
think about it personally later



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 "fest party music")

Tensions

People have very strong beliefs about music and its role in their lives. They don't see it as something to consume even though it appears to be. It's an experience that's deeply tied to their identity. It's not just about the music itself, but about the people who make it and the people who listen to it.

Surprises

No one really had a set answer as to where they found new music. It's really important to people get everyone we talked to say incredibly positive 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?

How might we connect musicians to each other and listeners around them?



Point of View

Emi

Glasgow amplifies niche



Gamechange?

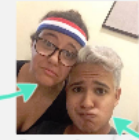
Dualities

finding music through people	finding friends through music
reliance of control to flat objects	shifting control of one audio system
wide variety of relationships but emotionally impactful on an individual level	music taste entirely dictated from someone else's category for social interaction
control	control
emotional impact	emotional impact
the paradoxical nature of music as a conscious and unconscious tool for influencing both the individual and higher levels	

Initial Point of View

Arianna

Recommendations → 1 person



Gamechange?

Connect them more directly

¿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

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"Experts"

... can't ...

Getting them to talk

... can't ...

Filthy Casuals

... can't ...

Empathy Map

Say
Think
Do
Feel

Contradictions

... can't ...

Tensions

... can't ...

Surprises

... can't ...

Conclusions

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Goals:

- Give people curated radio experience
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- retain user control

Dualities

... can't ...

How might we
keep music from getting old?

How might we
make music listening more social and less labor intensive?

How might we
connect musicians to each other and listeners around them?

Point of View
Emi

Glasgow amplifies niche

Gamechange?
Connect people in niche

Initial Point of View
Arianna

Recommendations → 1 person

Gamechange?
Connect them more directly

Point of View
Erik

methodical listening experience

Gamechange?
simplify audio customization

Surprises

Biggest influence? → friends

Erik wasn't special

Emi → concerts

Katie → movies

significant overlap

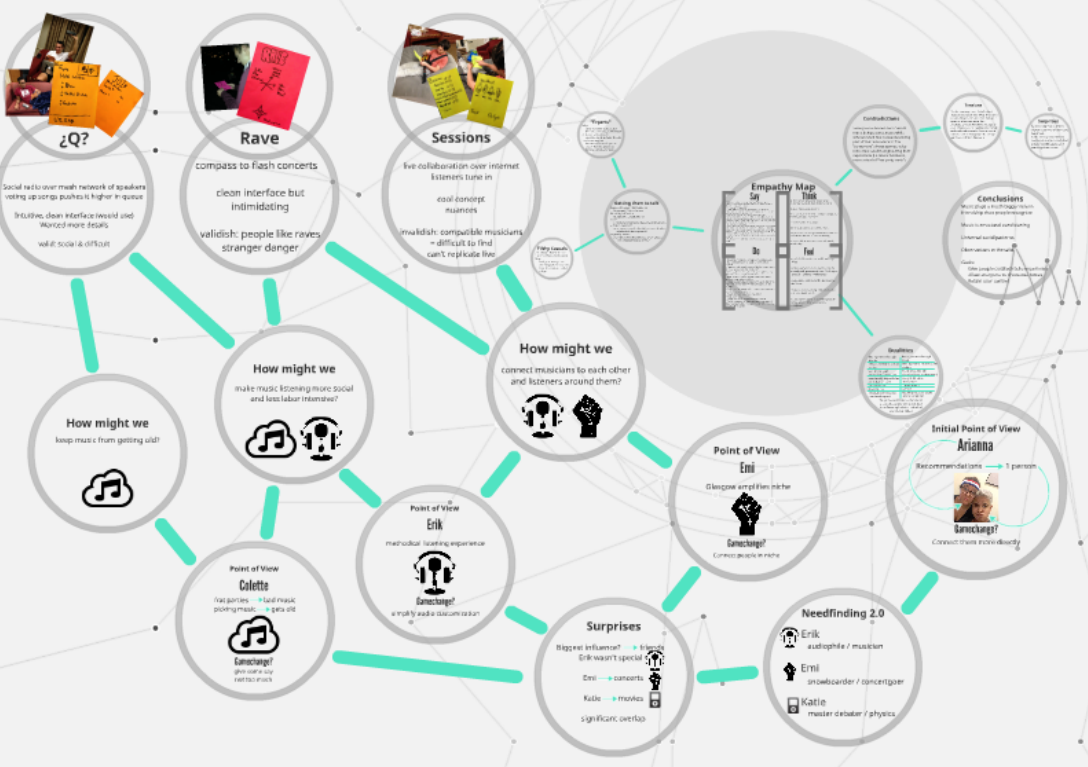
Needfinding 2.0

- Erik: audiophile / musician
- Emi: snowboarder / concertgoer
- Katie: master debater / physics

Point of View
Colette

frat parties → bad music
picking music → gets old

Gamechange?
give some say
not too much



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One continu

Wanted a

We also en
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Boy is sud
Girl on laptop



Camera Zooms
in

Dorm room

Pan to over his shoulder



Dorm room



Plays songs

We "San Francisco" by The Mungis



Dorm room



Plays song
We "San Francisco" by The Mamas & the Papas
Camera man moves



Dorm room



Music volume falls

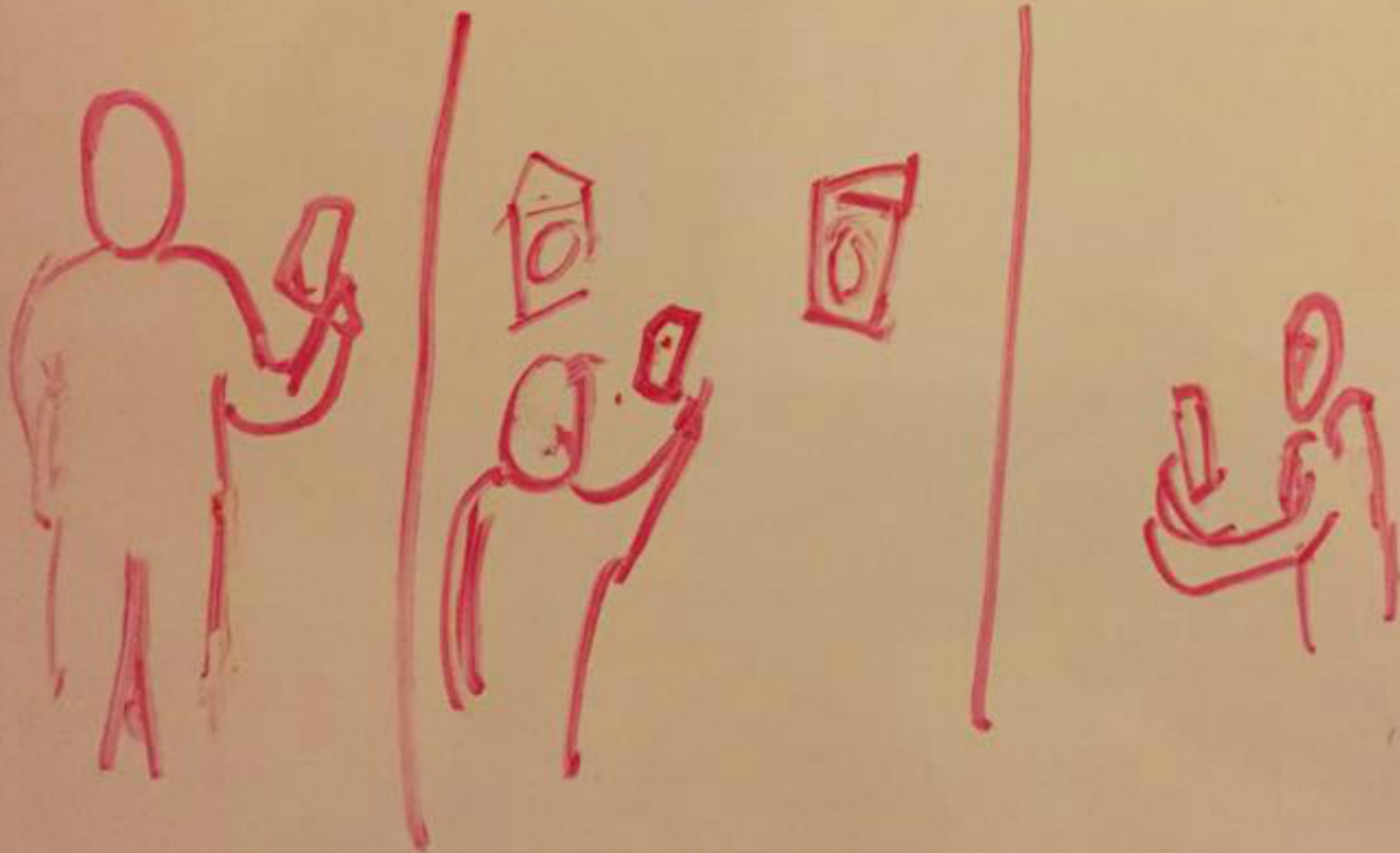
Dude Joins the lovers network

Volume jumps



More people join

We film in one continuous take
going round the house



People in kitchen upload songs



→
Camera

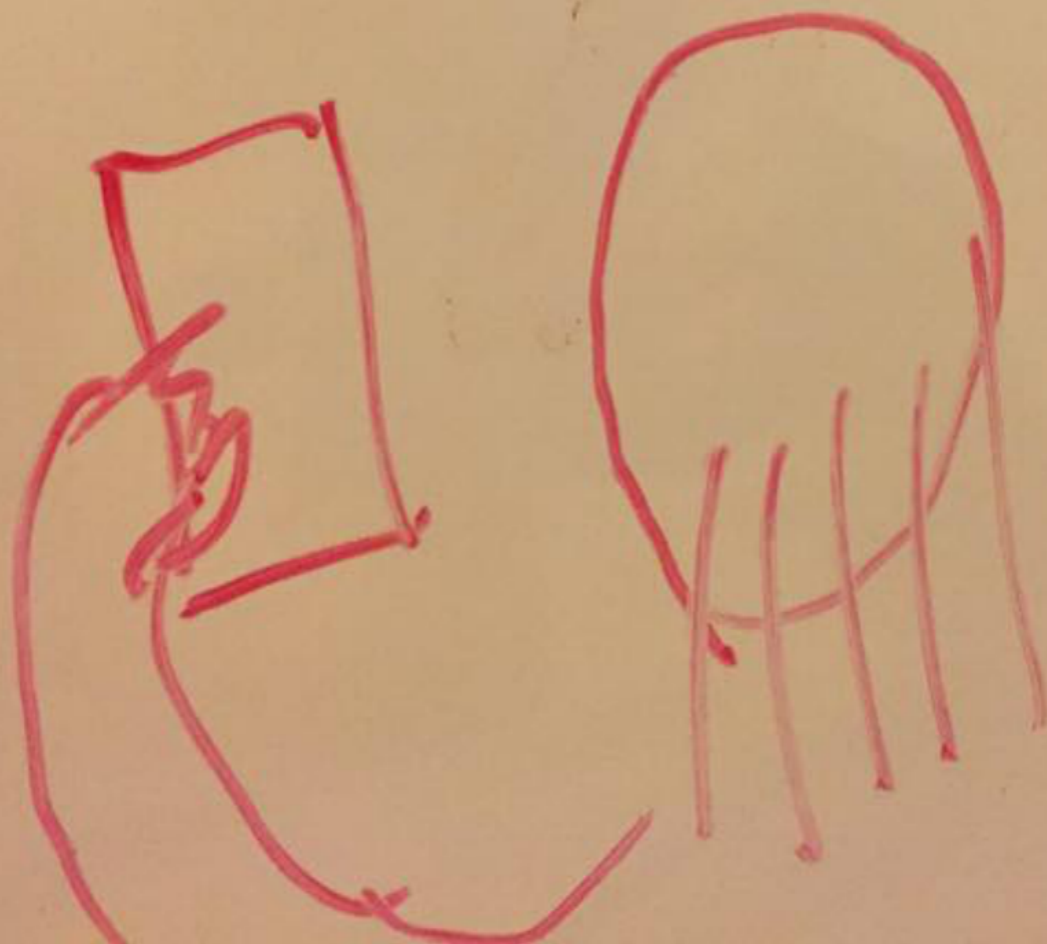
People outside join



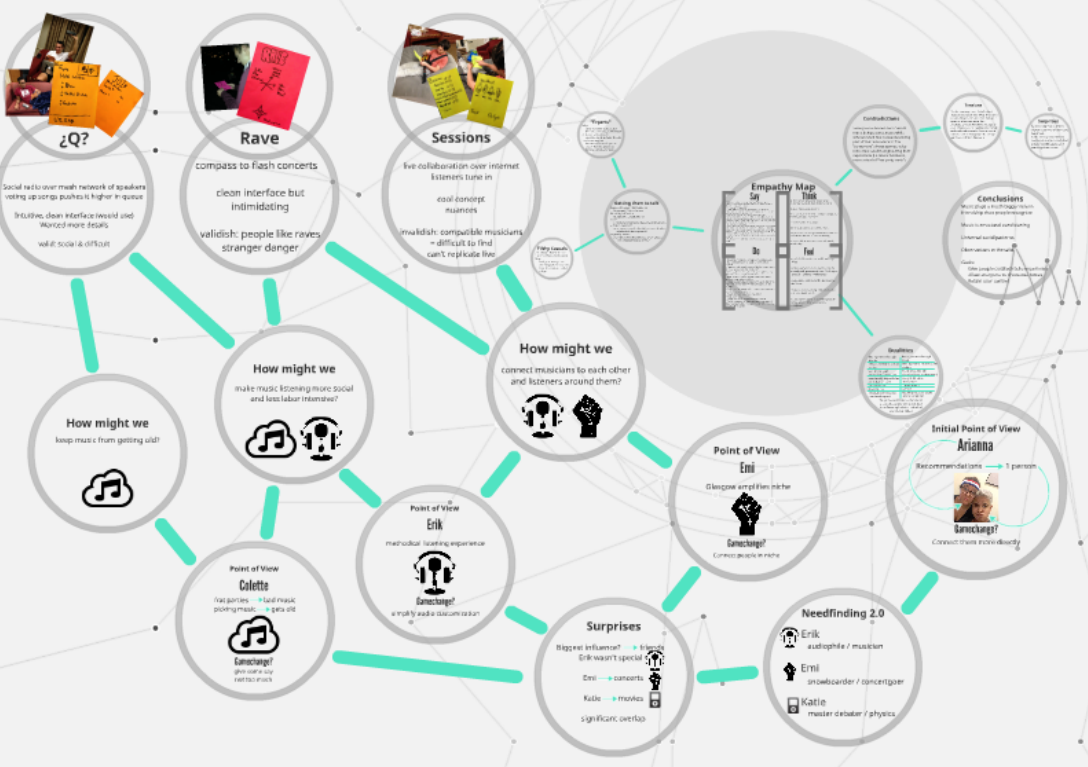
The girl
girl (in different house) joins



Girl upvotes SDAs







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