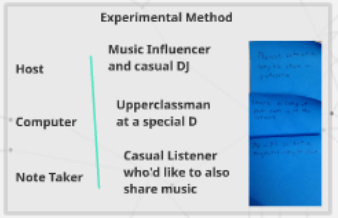
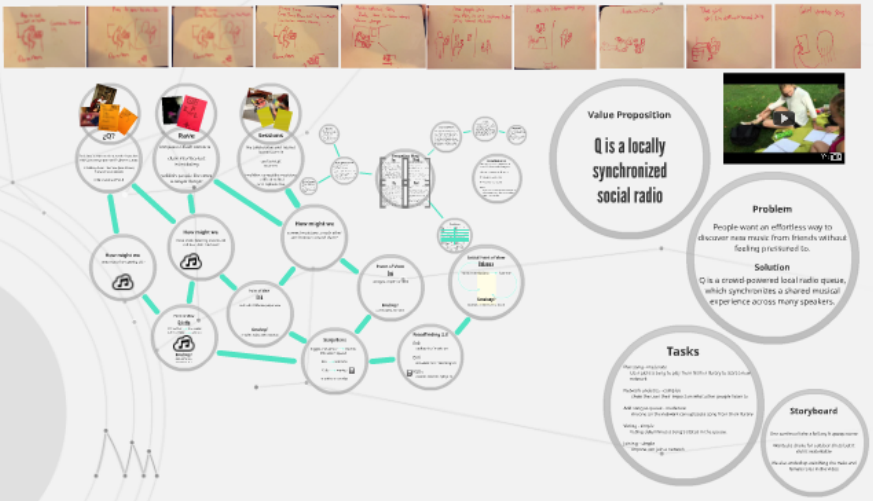
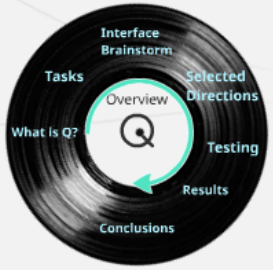
How Do People Share Music?

Yvan Quinn
Alec Arshavsky
Samuel Trautwein







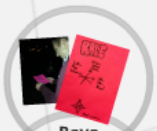
Prezi

¿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

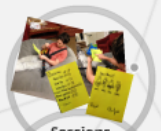


Rave

compass to flash concerts

clean interface but intimidating

validish: people like raves
stranger danger

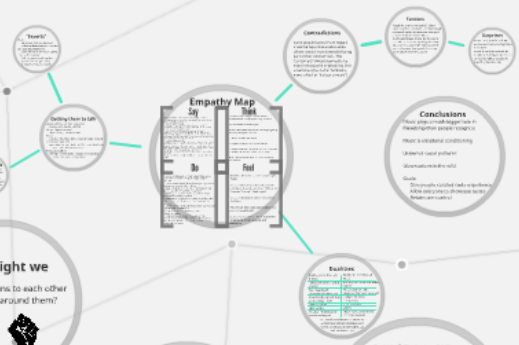


Sessions

live collaboration over internet
listeners tune in

cool concept
nuances

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



How might we

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

Colette

Gamechange?

Point of View

Erik

method cal listening experience

Gamechange?

simplify audio customization

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

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

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
Show the user their impact on what other people listen to

Add song to queue - moderate
Anyone on the network can upload a song from their library

Voting - simple
Voting determines a song's status in the queue.

Joining - simple
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

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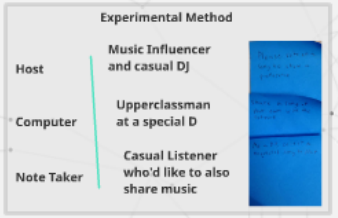
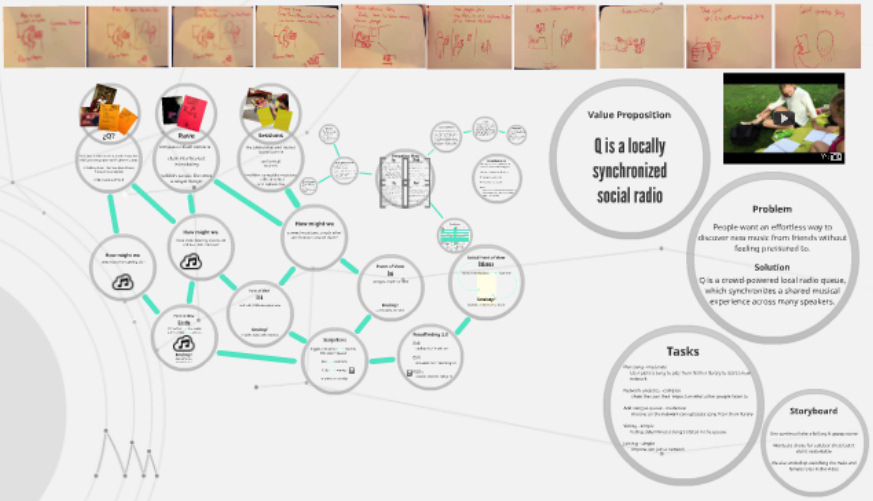
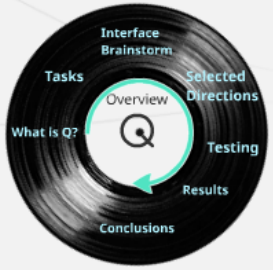
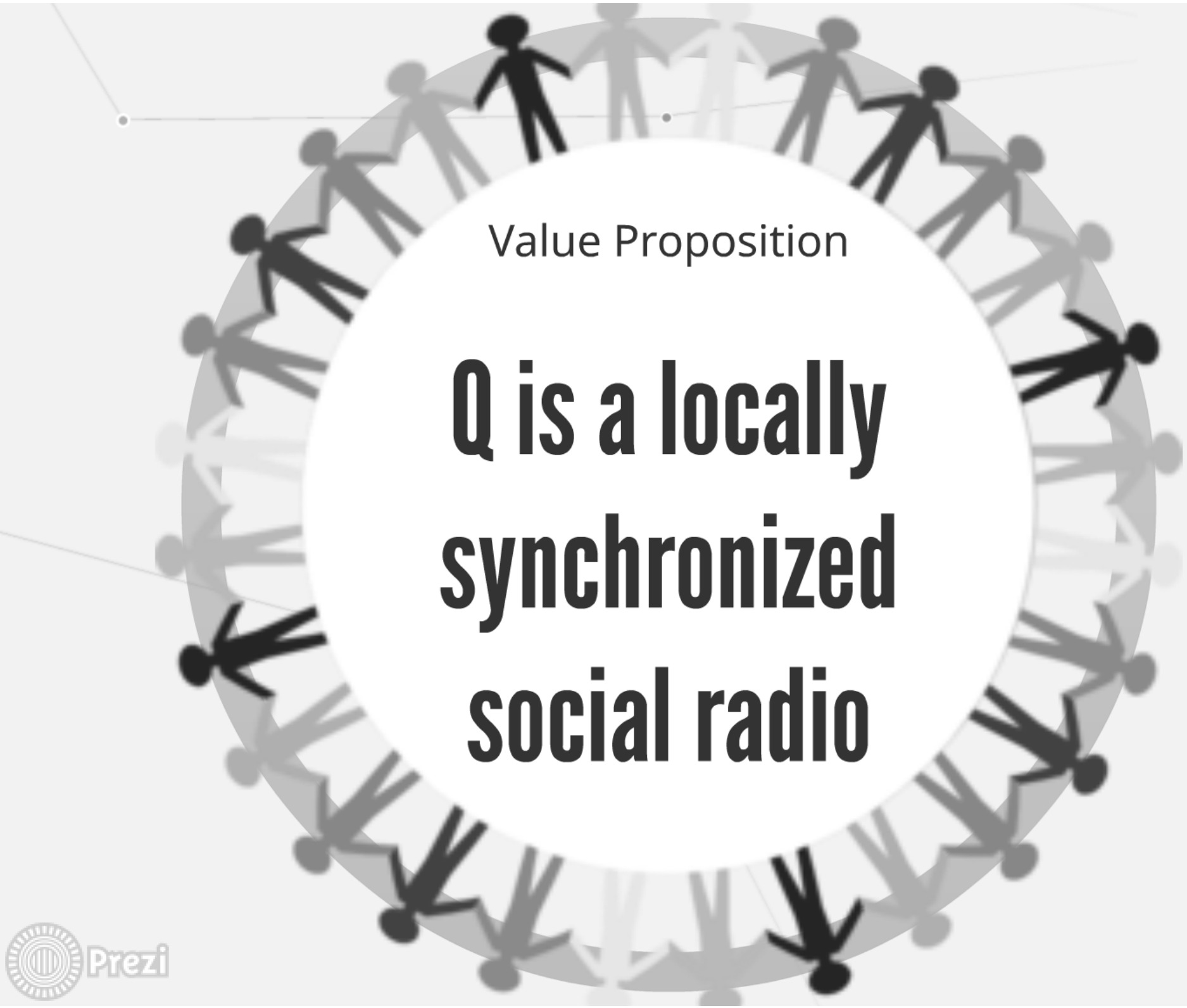






Prezi

Interface
Brainstorm
Tasks
Selected
Directions
Overview
What is Q?
Testing
Results
Conclusions


Value Proposition
Q is a locally synchronized social radio

Our Tasks

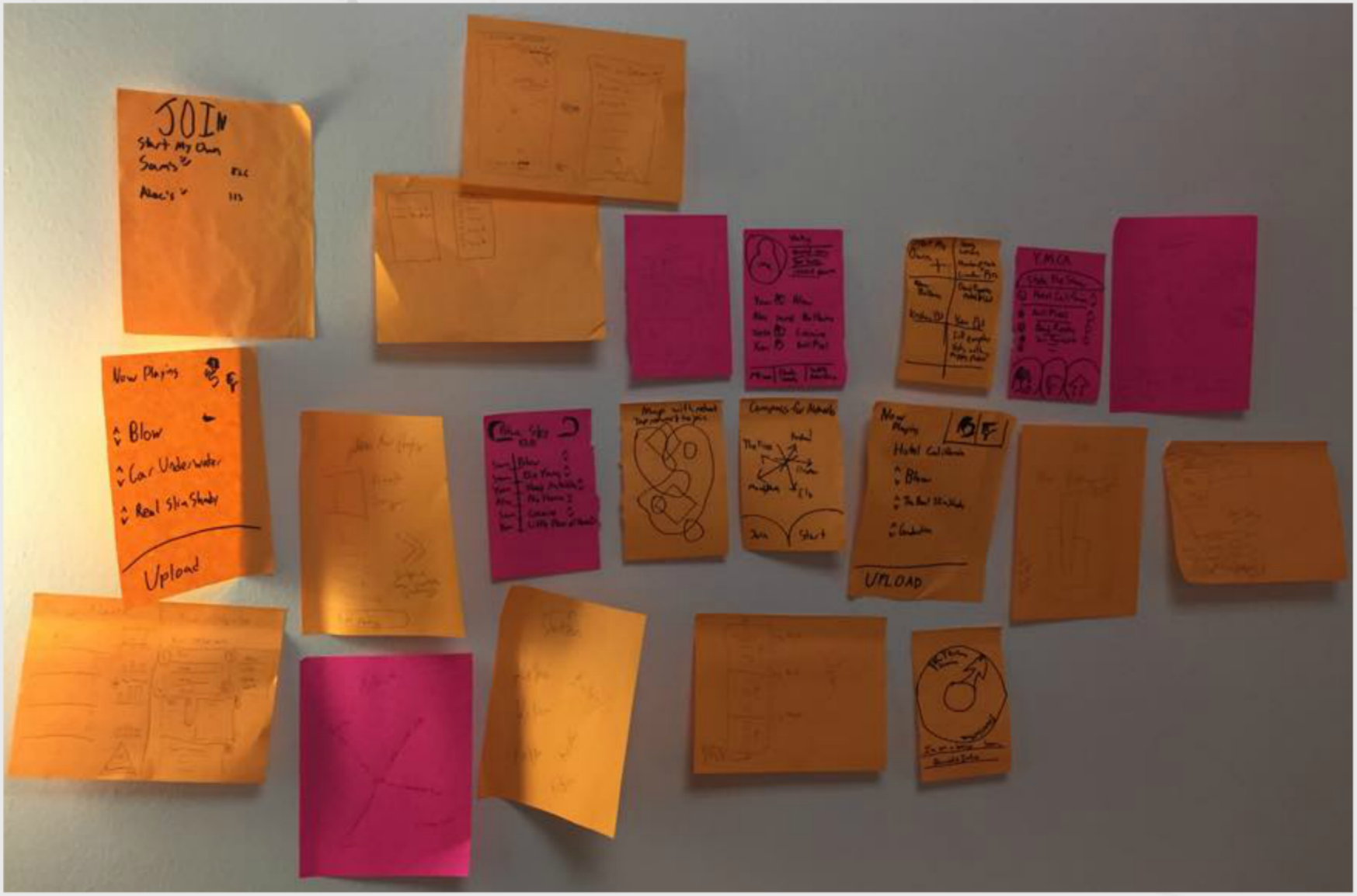
"Please vote on a song to show a preference"

"Share a song of your own with the network"

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

Prezi

Brainstorming



Prezi

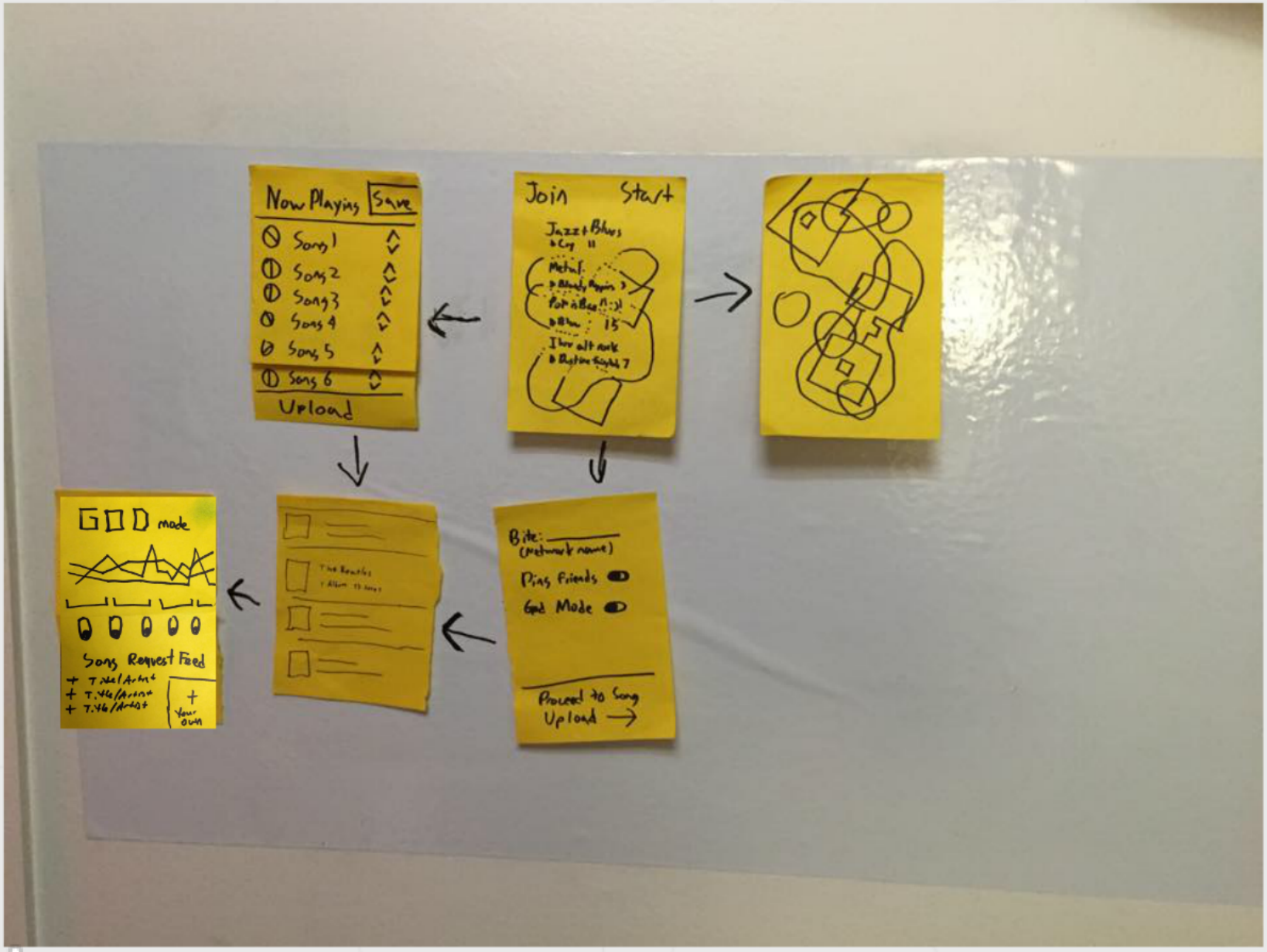
Experimental

Two Directions

Familiar

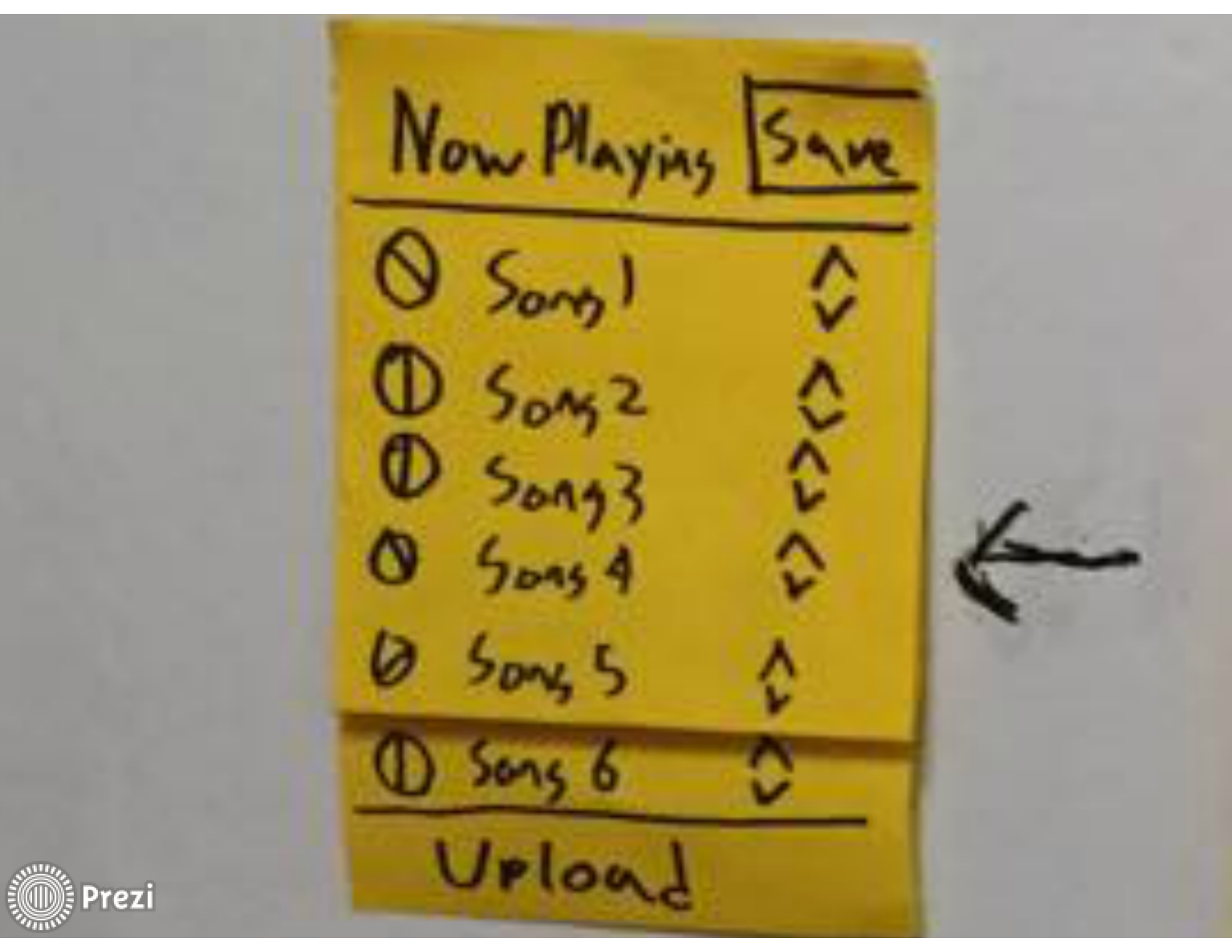
Prezi

Familiar

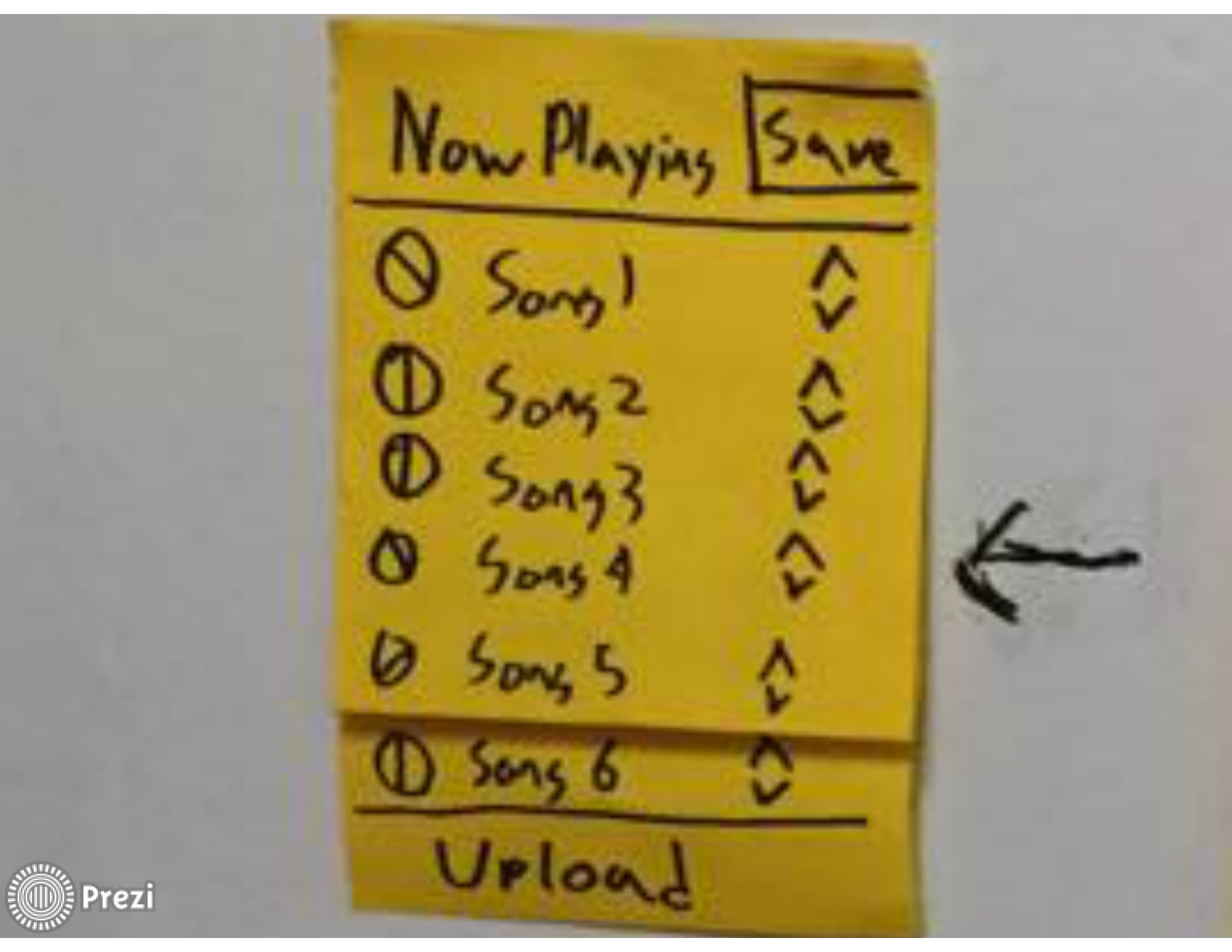


Prezi

Join
Start
Jazz + Blues
Metal
15
I love alt rock
Prezi


Now Playing
Save
Song 1
Song 2
Song 3
Song 4
Song 5
Song 6
Upload

Prezi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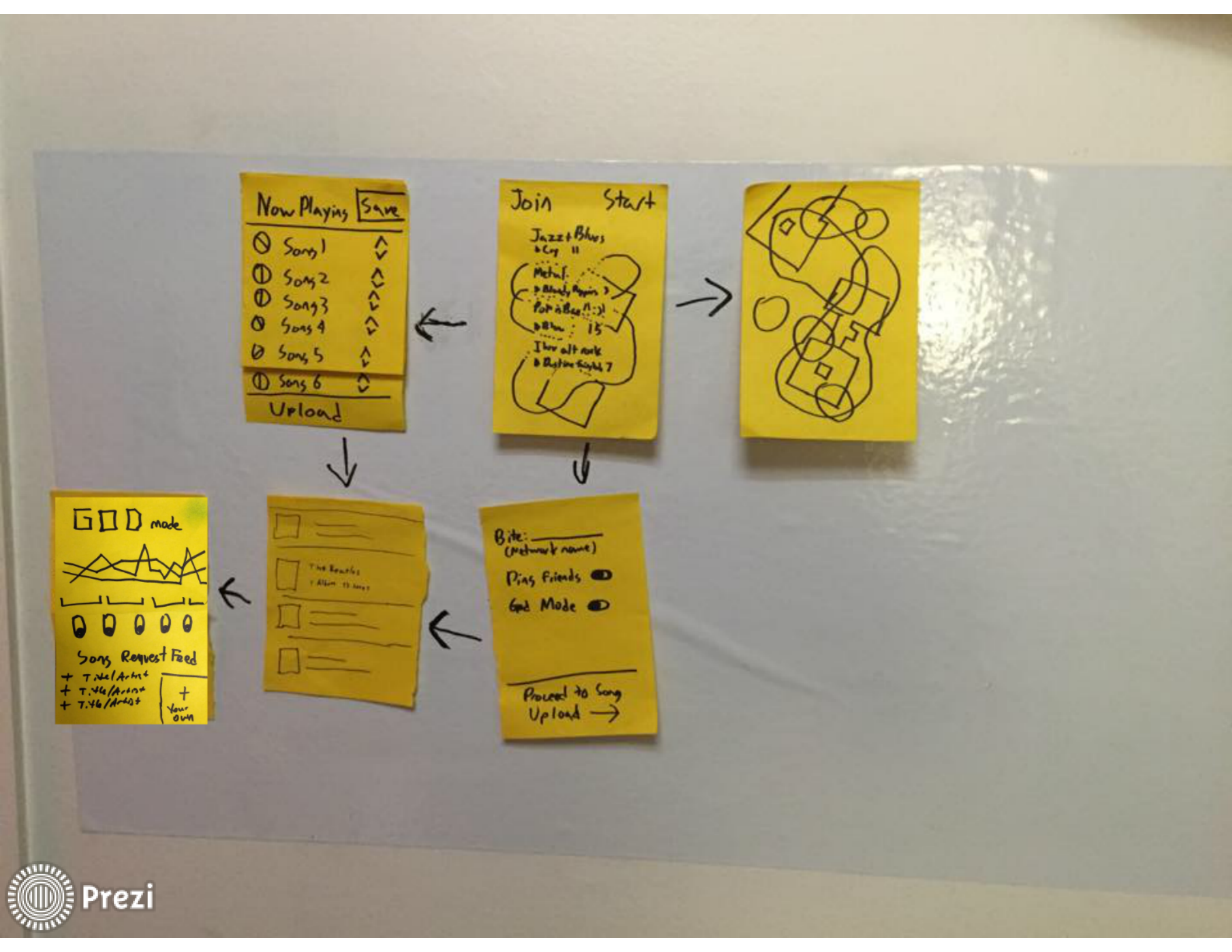
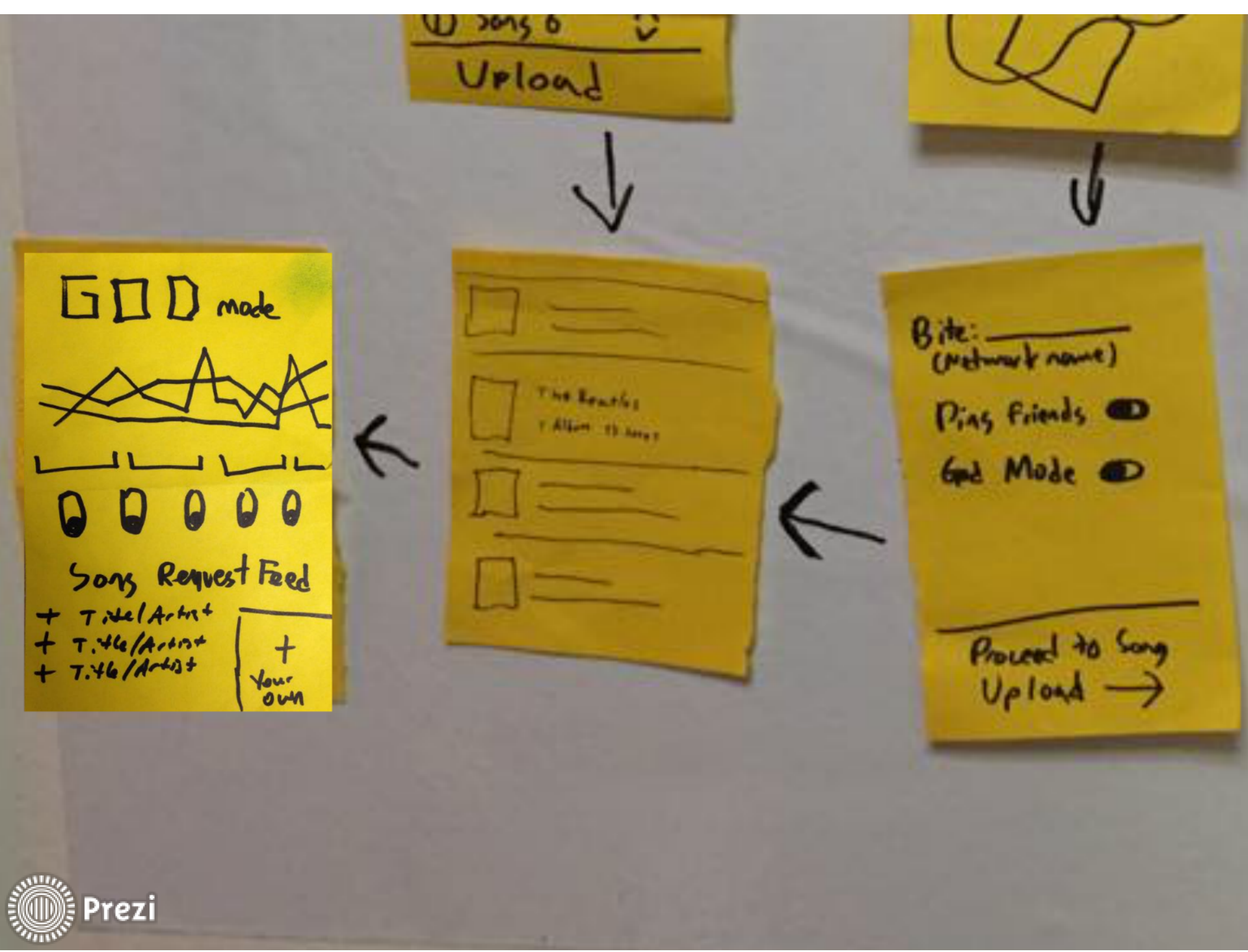
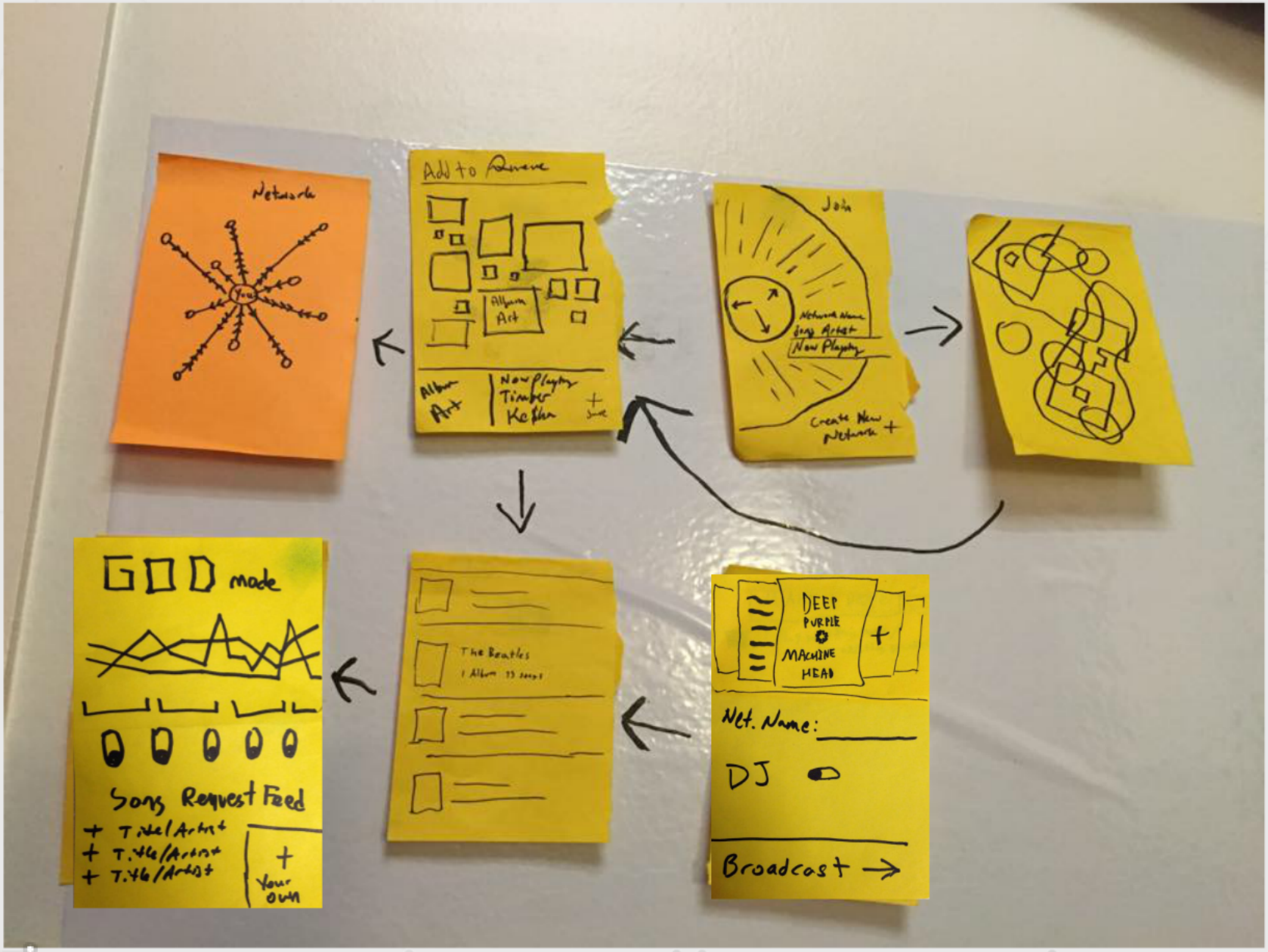
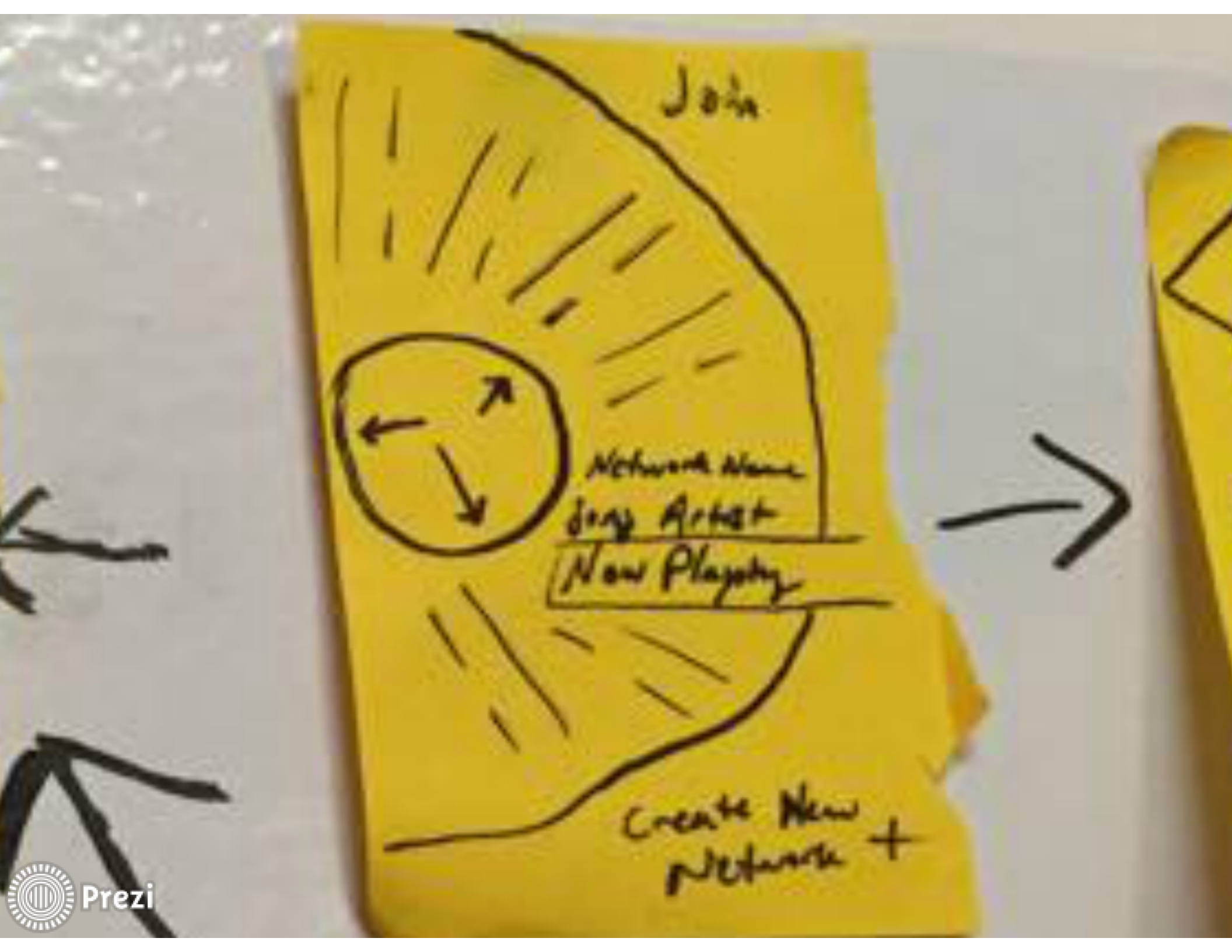

Now Playing
Save
Song 1
Song 2
Song 3
Song 4
Song 5
Song 6
Upload
Join
Start
Jazz + Blues
Metal
Bite:
(network name)
Ping Friends
God Mode
Proceed to Song
Upload
GOD mode
Song Request Feed
+ Your own
Prezi

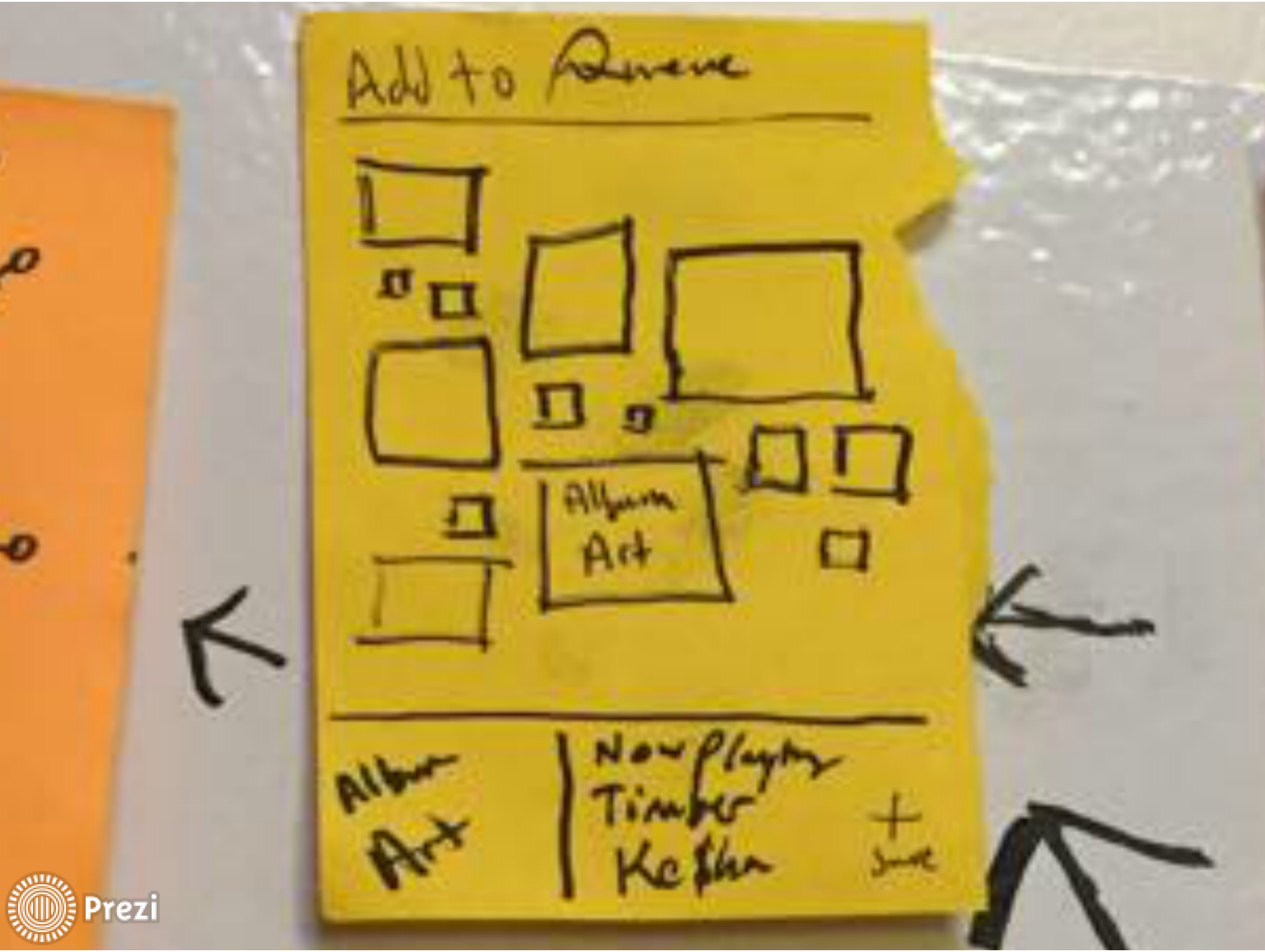
Join
Start
Jazz + Blues
Metal
15
I love alt rock
Prezi

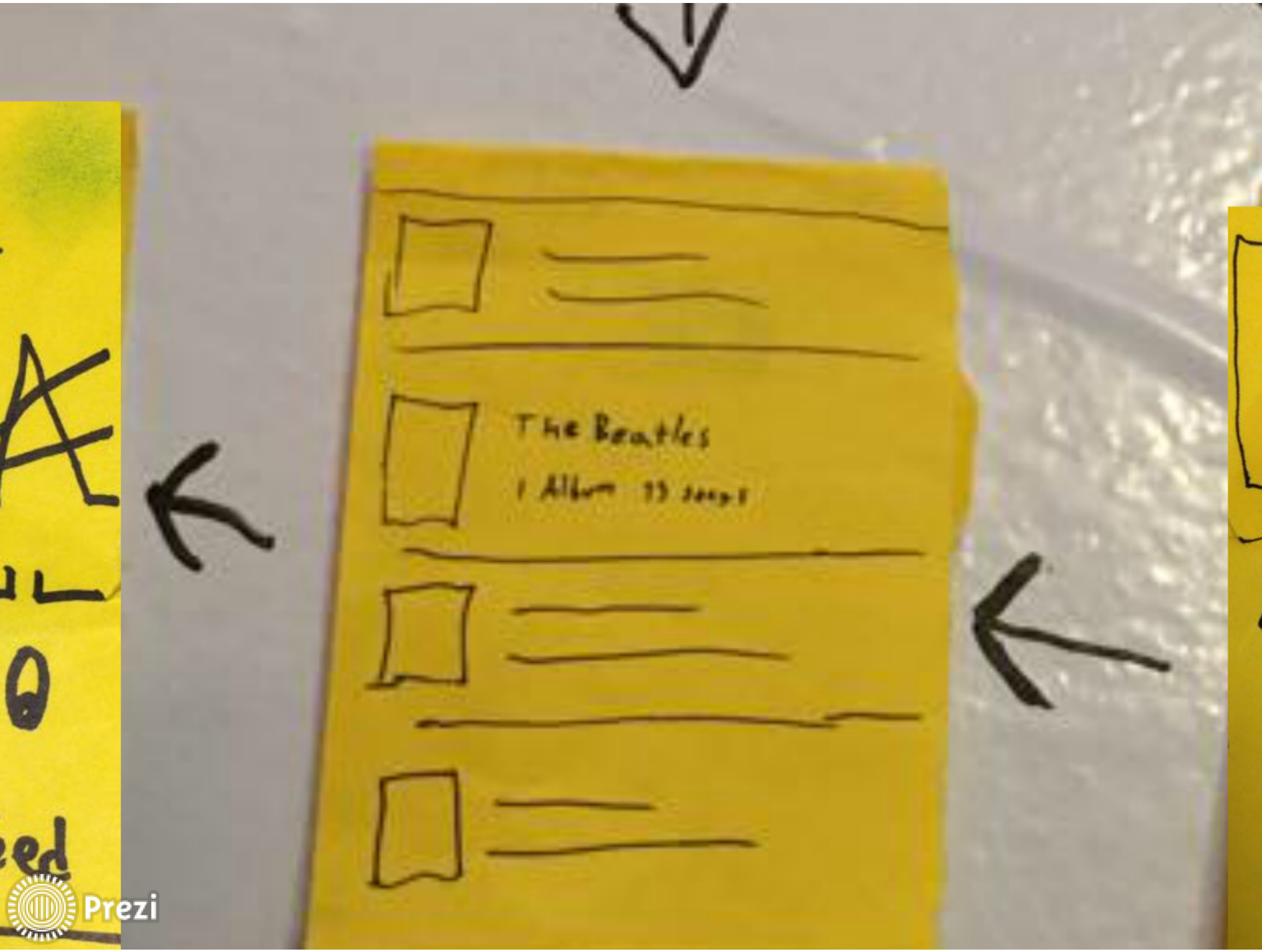

Upload
GOD mode
Song Request Feed
+ Title/Artist
+ Title/Artist
+ Title/Artist
+ your own
Bite: _____
(network name)
Ping Friends
God Mode
Proceed to Song Upload →

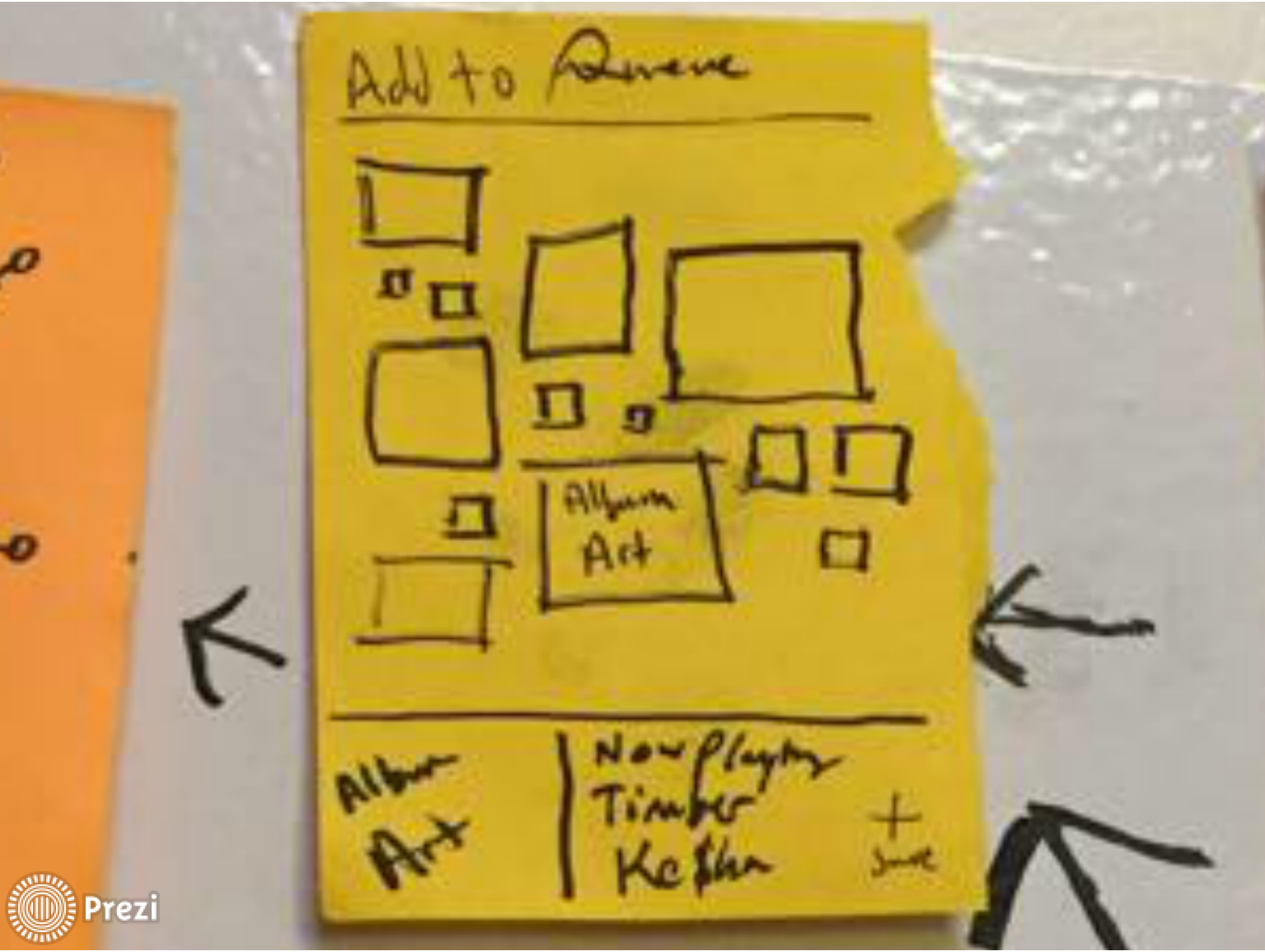
Experimental

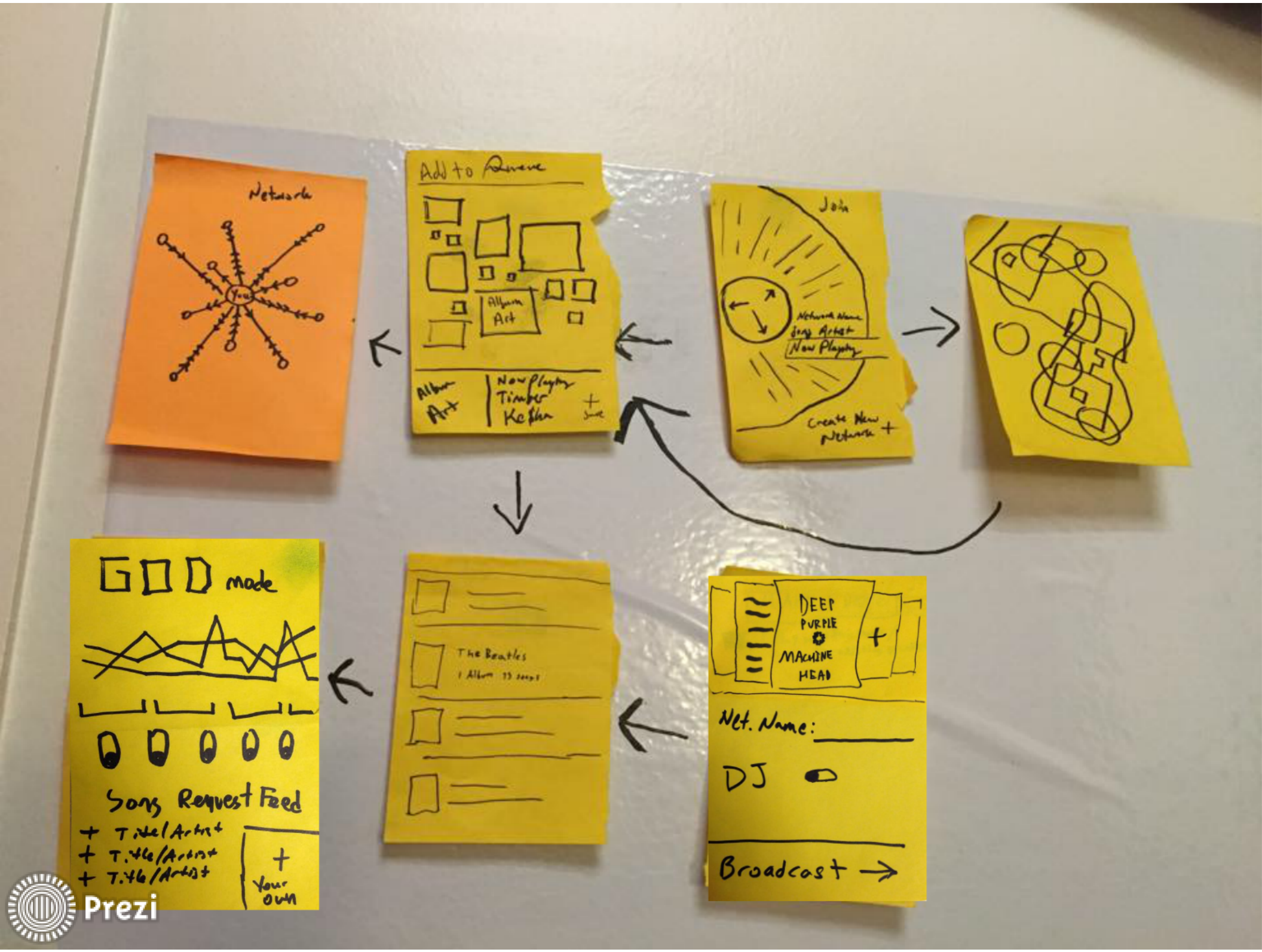


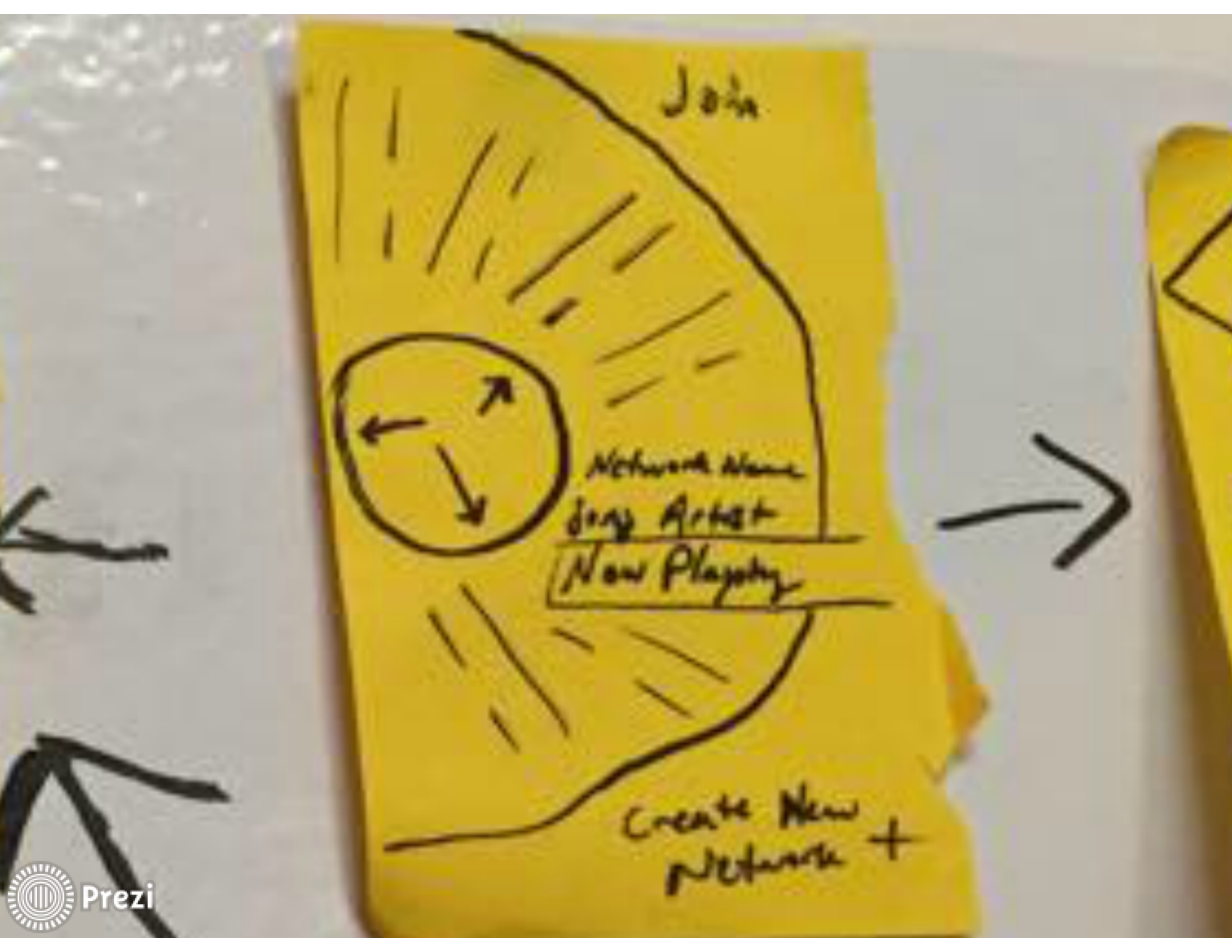

Join
Network Name
Song Artist
Now Playing
Create New
Network +

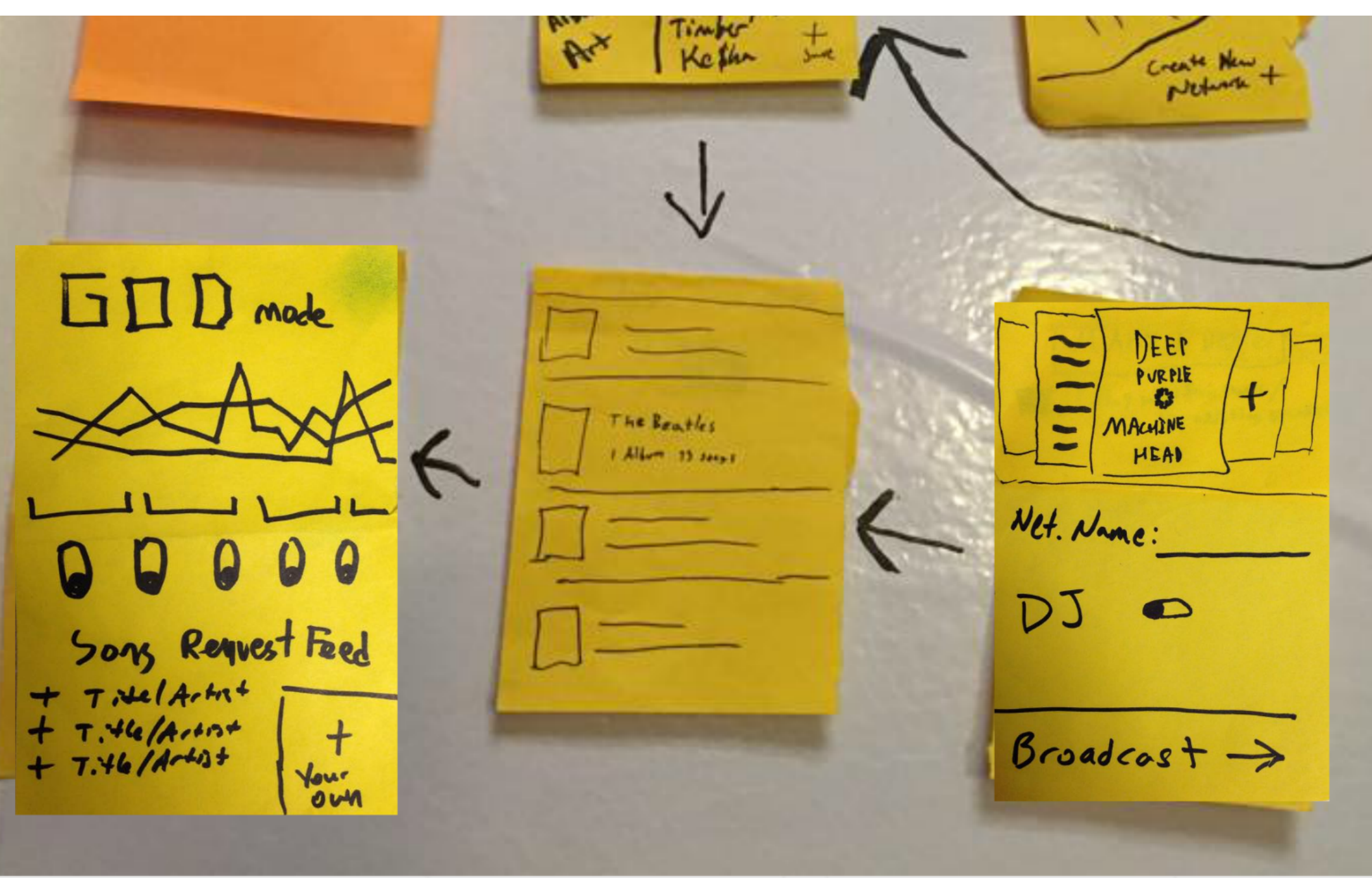

Add to Queue
Album Art
Album Art
Now Playing
Timber
Ke$ha
+ Save


The Beatles
Prezi


Add to Queue
Album Art
Album Art
Now Playing
Timber
Ke$ha
+ Save


Networks
Add to Queue
Album Art
Now Playing
Timber
Join
Create New
DEEP PURPLE
MACHINE HEAD
Net. Name:
DJ
Broadcast
The Beatles
GOD mode
Song Request Feed
+ Your own


Join
Network Name
Song Artist
Now Playing
Create New
Network +


Timber
Create New
GOD mode
The Beatles
DEEP PURPLE
MACHINE HEAD
Net. Name:
DJ
Broadcast
Song Request Feed
+ Title/Artist
+ Title/Artist
+ Title/Artist
+
Your own

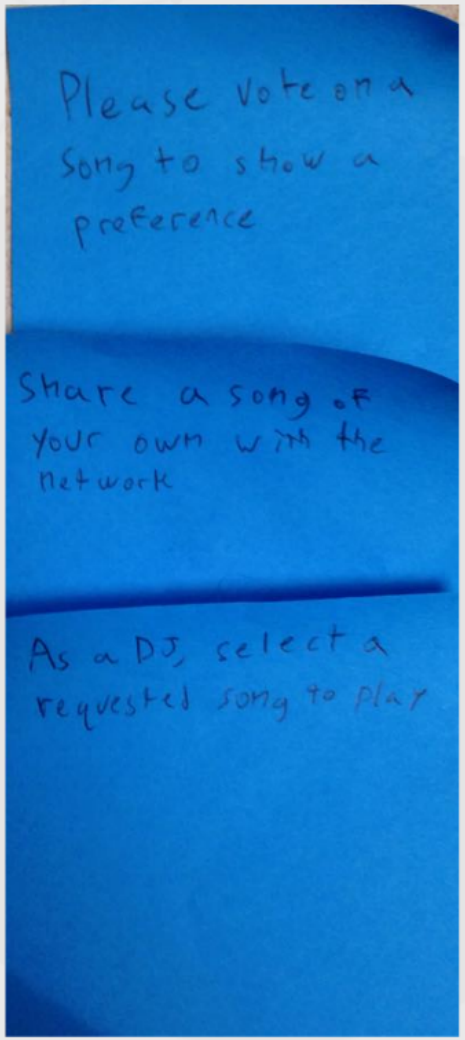
Prezi

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



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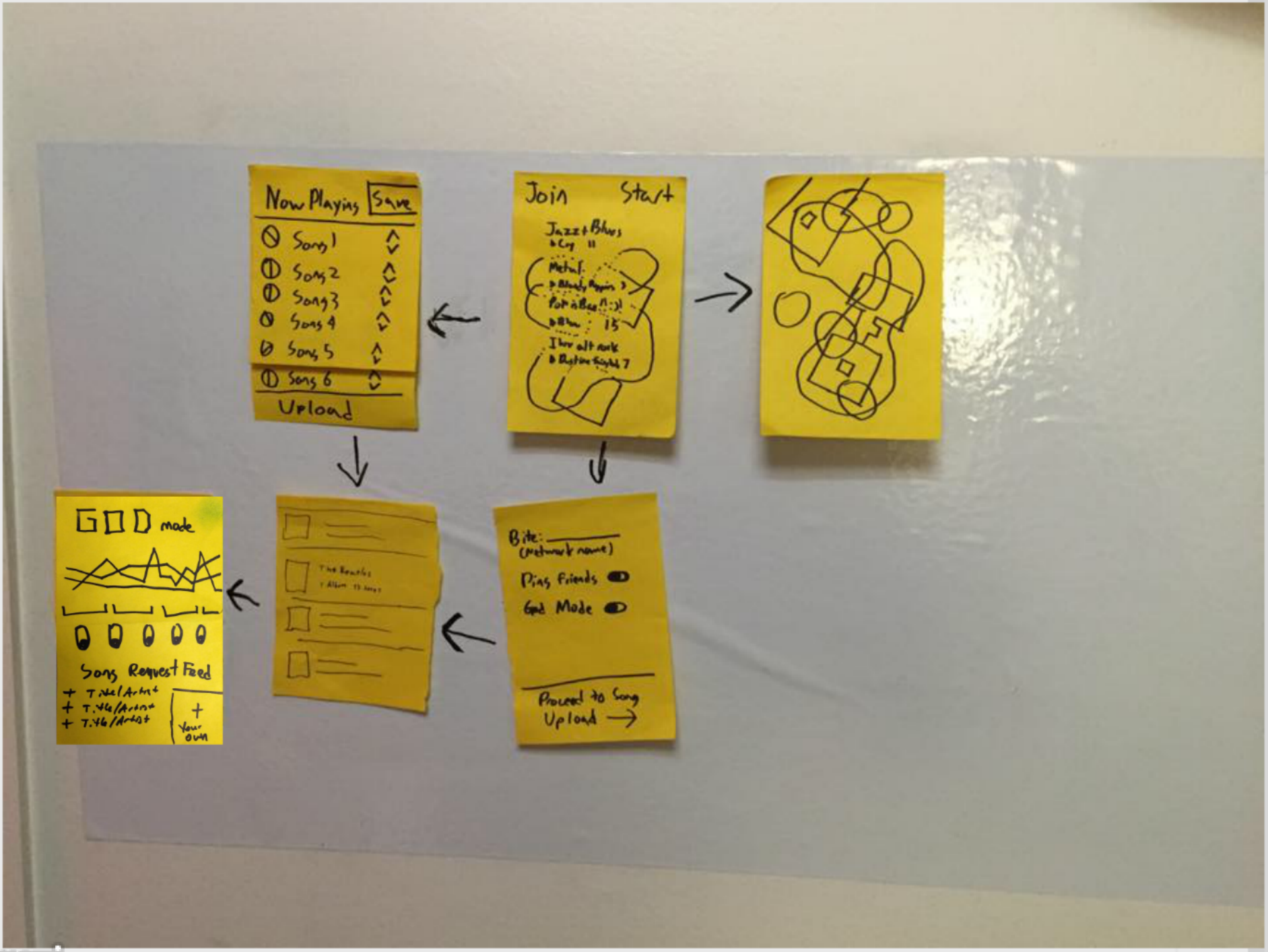
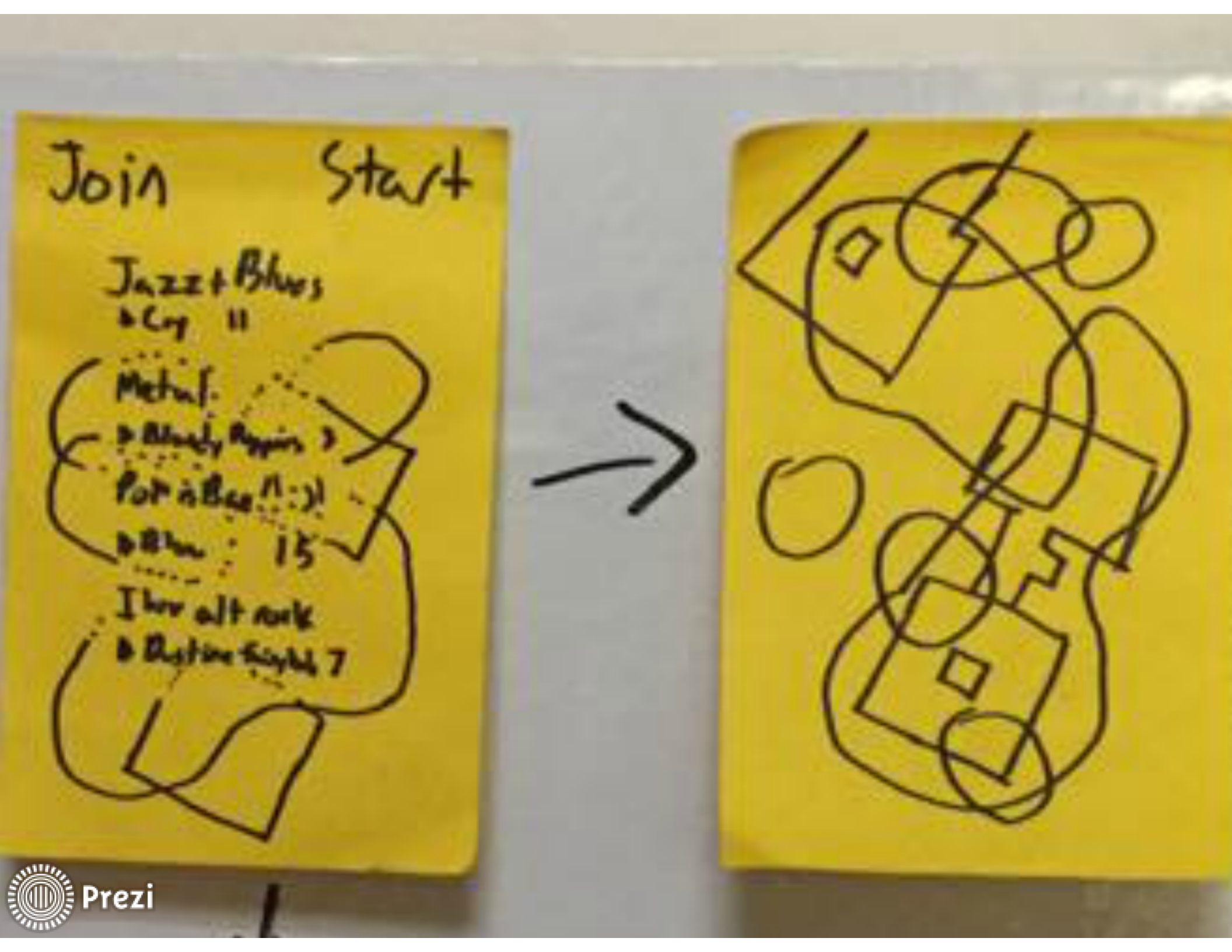
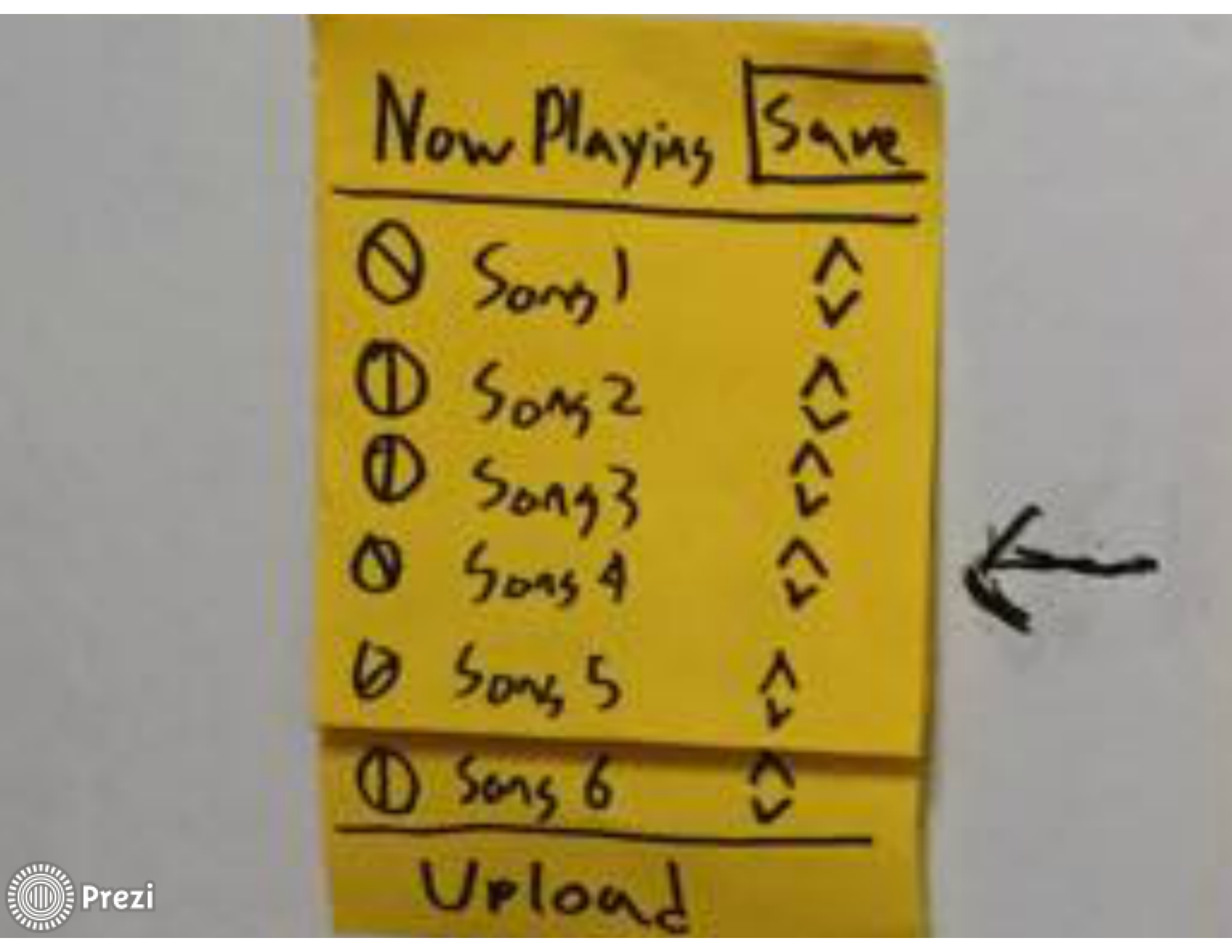

Now Playing
Save
Song 1
Song 2
Song 3
Song 4
Song 5
Song 6
Upload
Join
Start
Jazz + Blues
Metal
Bite:
(network name)
Ping Friends
God Mode
Proceed to Song
Upload
GOD mode
Song Request Feed
+ Title/Artist
+ Title/Artist
+ Title/Artist
+
Your own

Prezi


Join
Start
Jazz + Blues
Metal
15
Prezi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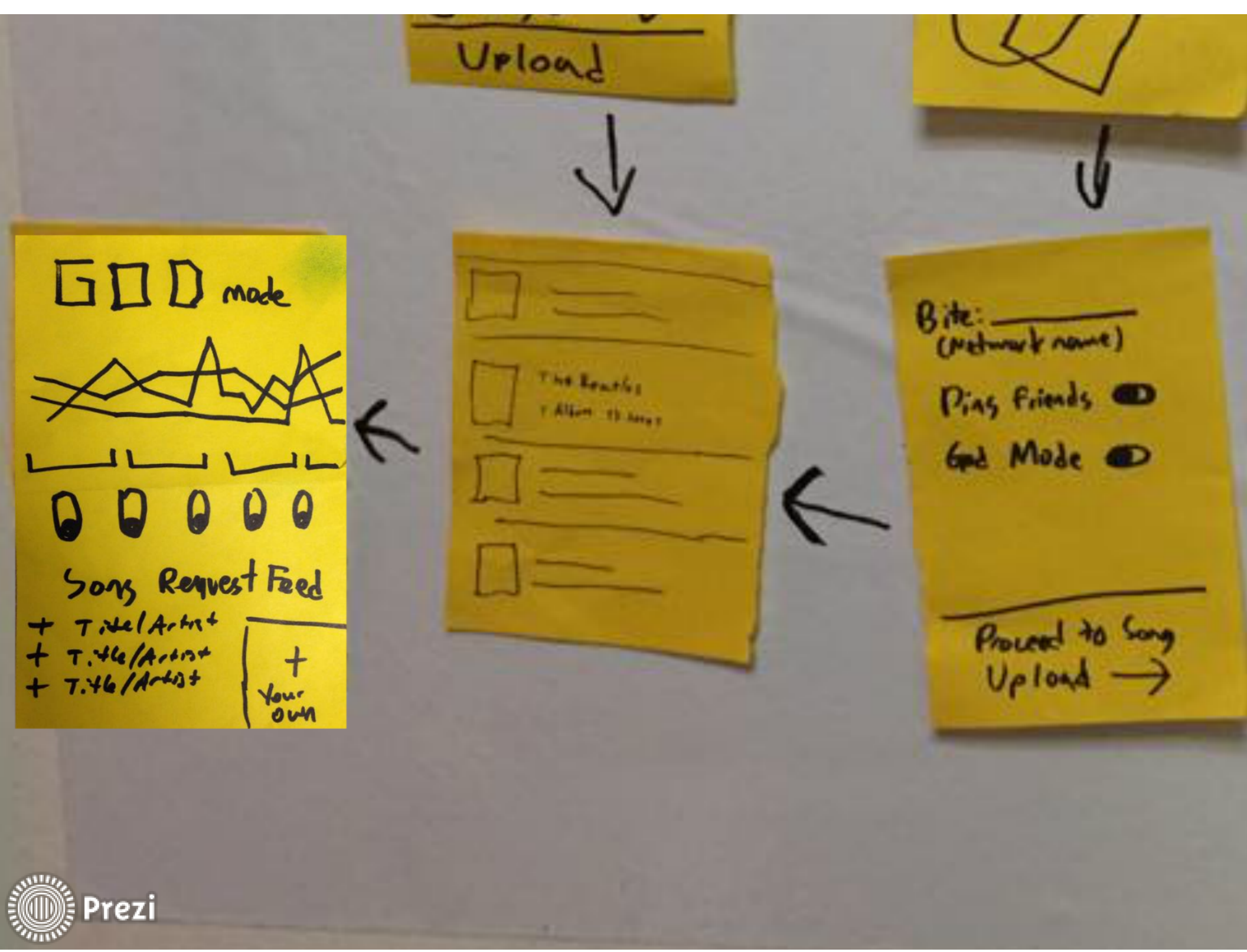
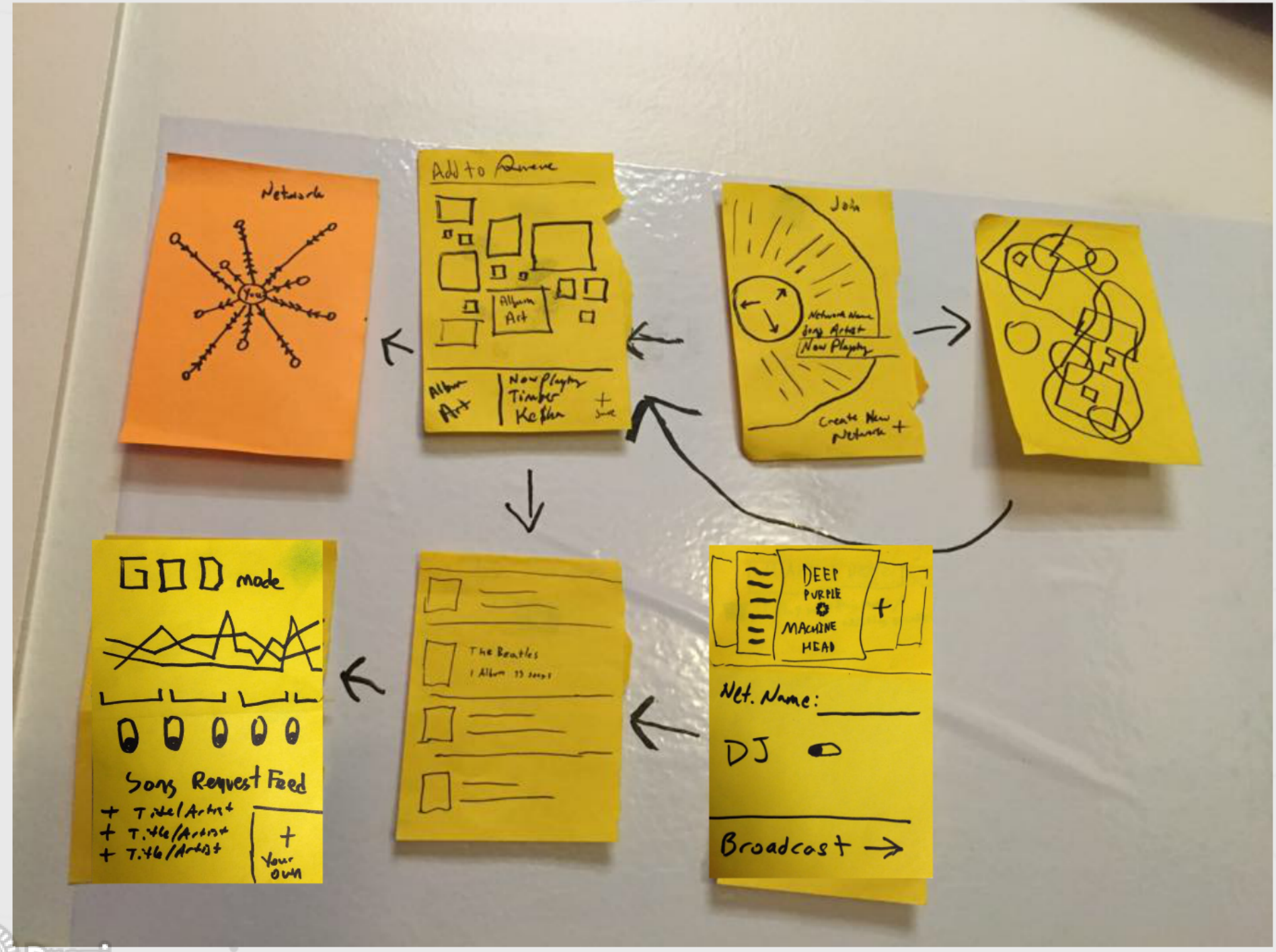
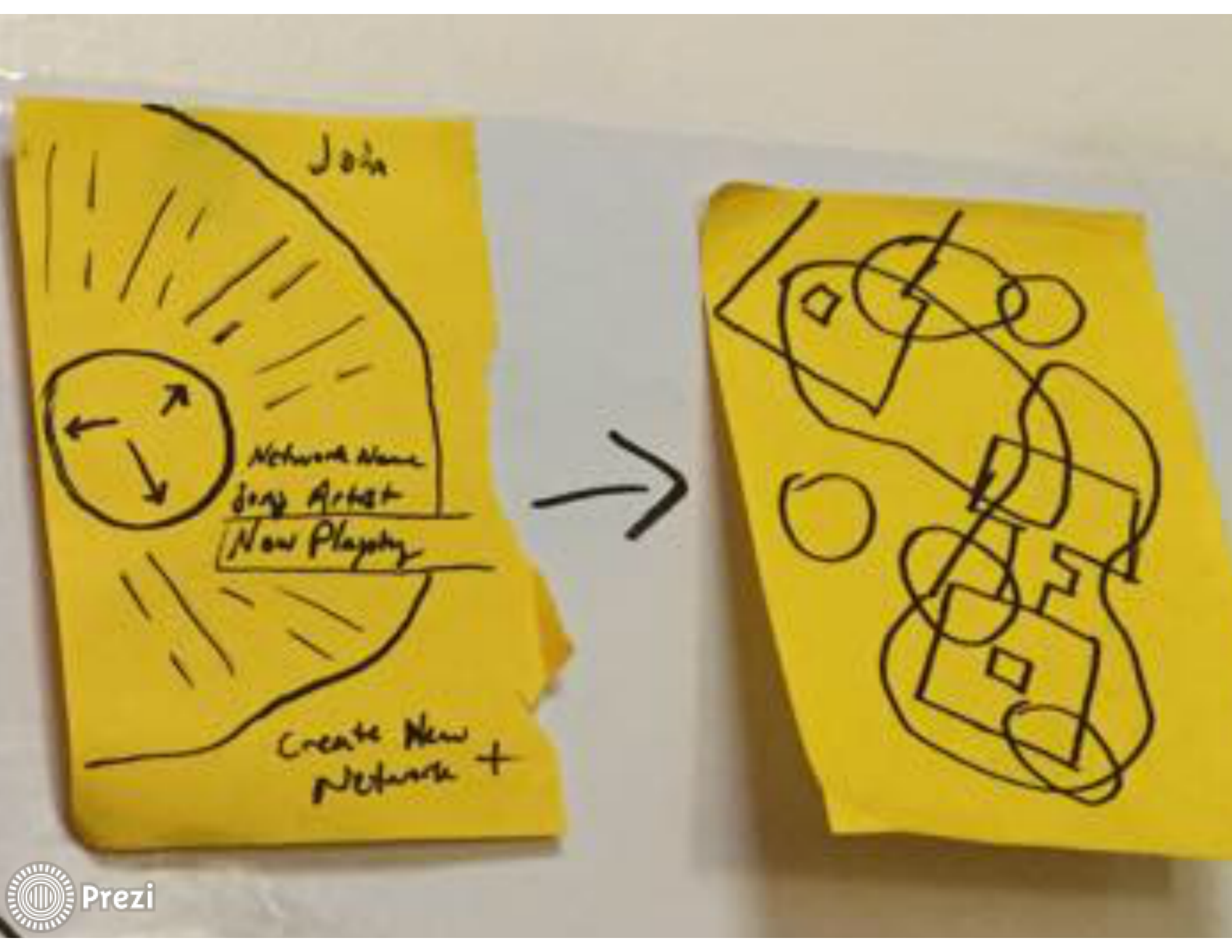
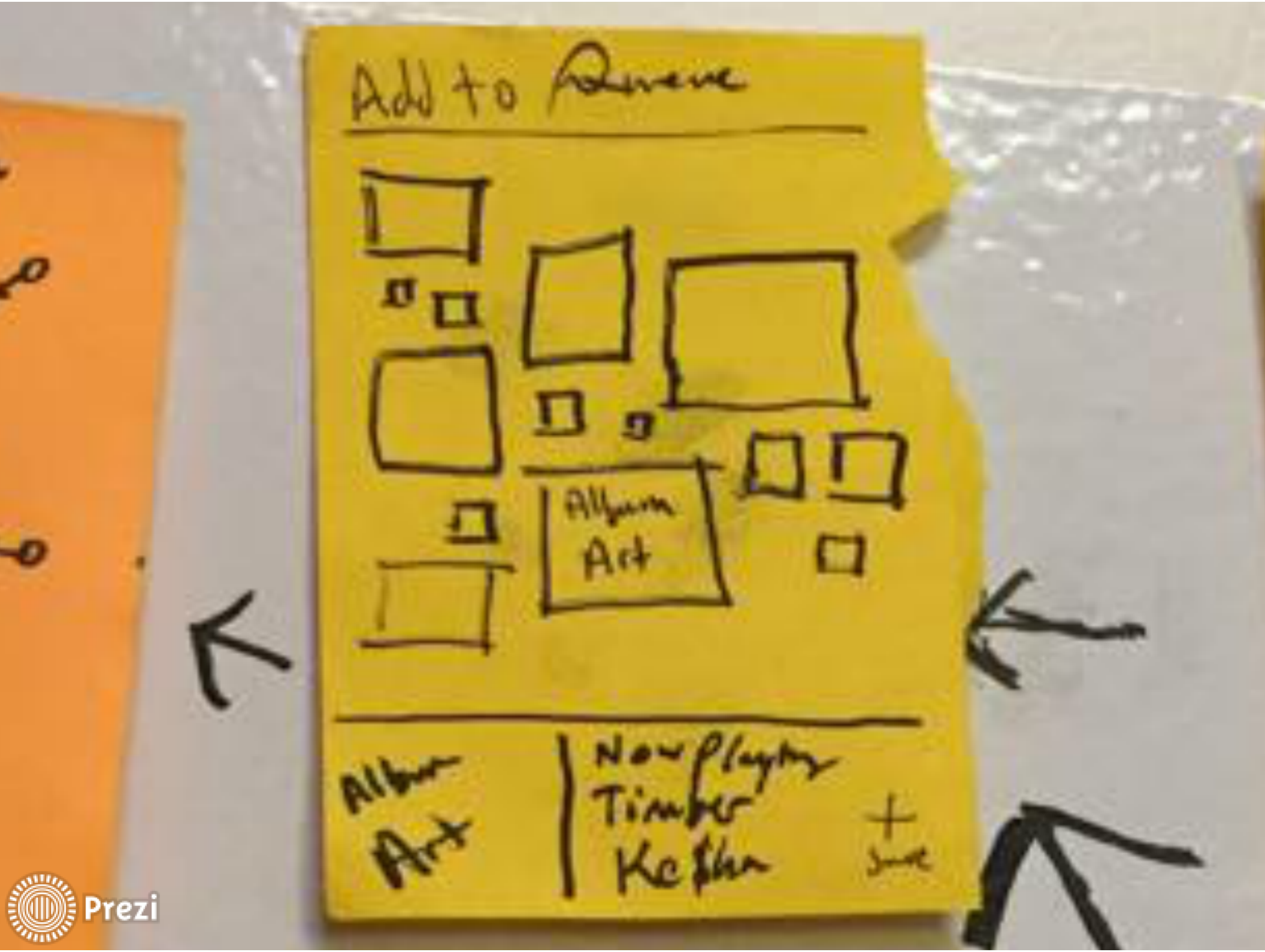
Upload


Upload
GOD mode
Song Request Feed
+ Title/Artist
+ Title/Artist
+ Title/Artist
+
Your own
Bite:
(network name)
Ping Friends
God Mode
Proceed to Song Upload →


Network
Add to Queue
Album Art
Now Playing
Timber
Join
Network Name
Song Artist
Now Playing
Create New Network +
GOD mode
Song Request Feed
+ Title/Artist
+ Title/Artist
+ Title/Artist
+ Your own
The Beatles
1 Album 13 songs
DEEP PURPLE
MACHINE HEAD
+
Net. Name:
DJ
Broadcast →

Prezi


Join
Song Artist
Now Playing
Create New
+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Album Art
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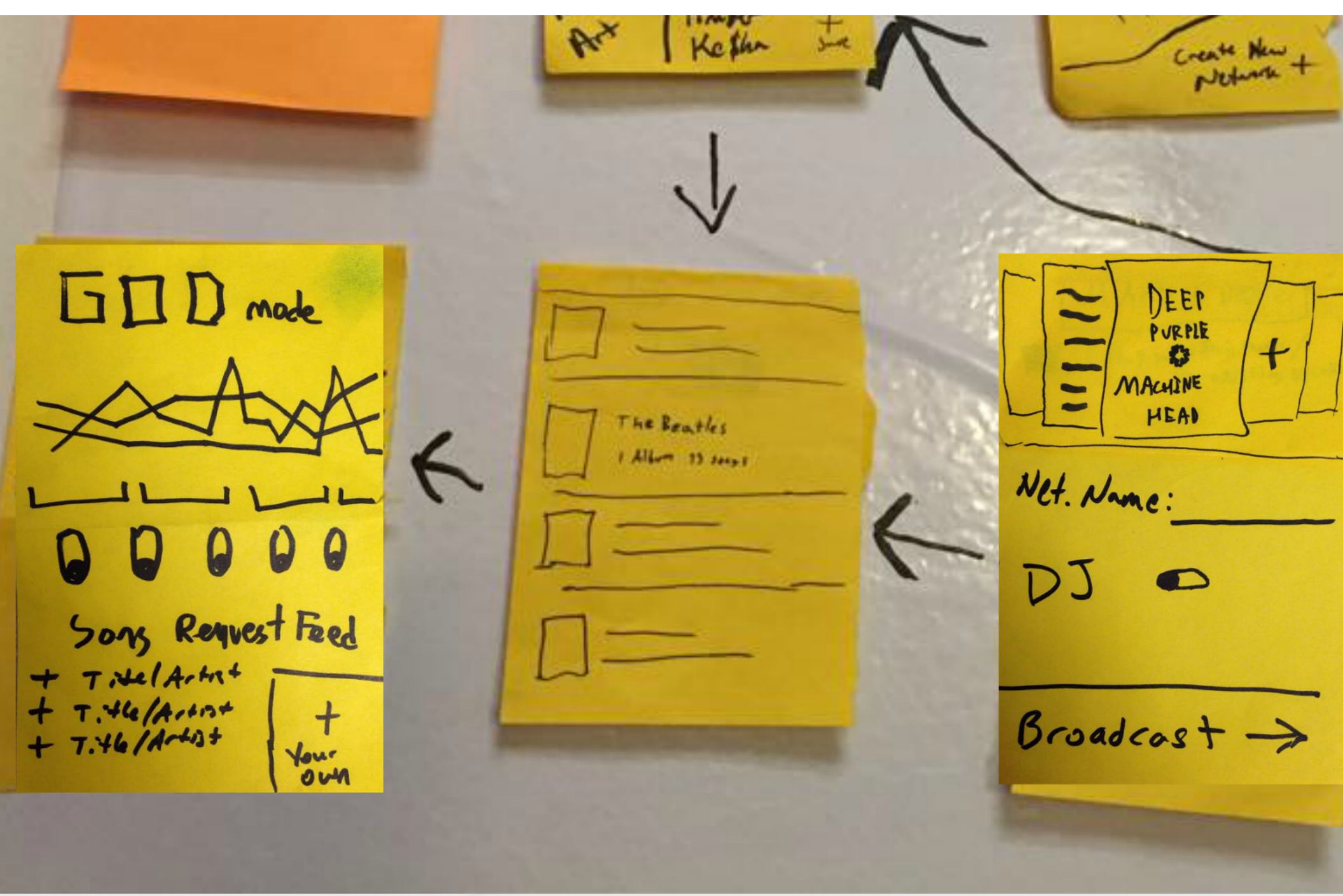
Timber
Ke$ha
+ Save


Create New Network +
GOD mode
Song Request Feed
+ Title/Artist
+ Title/Artist
+ Title/Artist
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The Beatles
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DJ
Broadcast

Prezi

Conclusions

Prezi