

How Do People Share Music? Q

Yvan Quinn
Alec Arshavsky
Samuel Trautwein

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

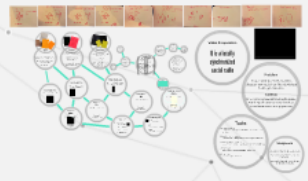
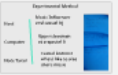
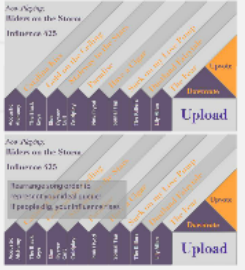
Experimental

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

Marvel

Tapping support
Intuitive
Switch integration
15 minutes flat

Unfamiliarity
Playwell
Scaling (scrolling)
Poppy-app (toothies)
Gestures
No landscape

The Good | The Bad

Tough Calls

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

Emphasizing core functionality
simplification!

Sketch

Simple & Quick
Realistic prototyping
Easier than Photoshop
Drag & Drop iOS
Snap to layout guides
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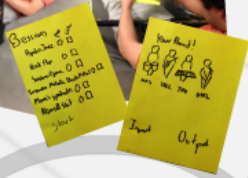
The Good | The Bad

Sessions

live collaboration over internet
listeners tune in

cool concept
nuances

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

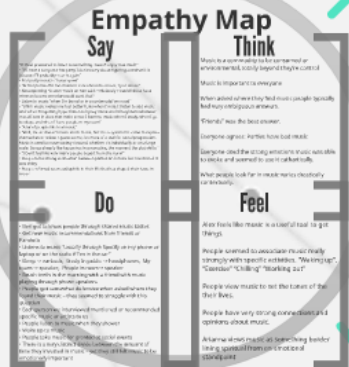


"Experts"
Why?
came more than average user
abilities and/or professional status
with excellent knowledge
concrete and experienced people
Local audio engineer
Local scientist with a speaker
system from his ground up
and back knowledge of audio

Getting them to talk
Context settings (weather, news, news
their category, Category, industry)
What did they hear about?
How did they feel about it?
Top 20:
- Spotify, Learning habits, discovery world contents
- Audio-games, Instagram
- open microphone, better MCH based feedback
- What gets their responses?
- Targeted questions
- one night answer gives unrelated important data
- how to use practically available

Filthy Casuals
2 standard, 13 browser, 12
1 user on high school student
Why?
- challenge to target user
- different goals from experts
- music discovery and after
- college

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



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 so personal and thought
it appears to function more like
psychological tool, a lens or a therapy or
an armor against anything that people
could not endure with. There is a lot of
tension between how people think it is
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 glib when
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

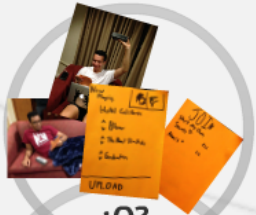
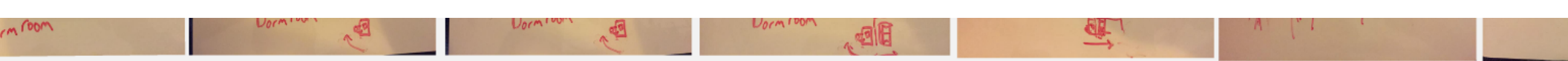
Dualities

finding music through friends	finding friends through music
absence of control to take	shoring control of one's own parties
lack of privacy of recommendations list	music, data, identity absorbed from entertainment
emotionally impactful on individuals	CRASH for social interactions
spontaneous	ritualized sociality
physical reverence for emotional impact	control
	fighting music to avoid internal emotions

the paradoxical nature of music as a conscious and subconscious tool for influencing both the individual and their milieu

Point of View
Emi
Glasgow amplifies niche

Initial Point of View
Arianna
Recommendations → 1 person



¿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



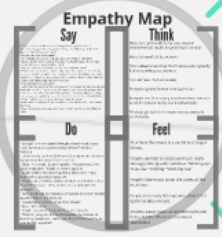
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"Experts"

Fishy Content

Getting them to talk



Contradictions

Tenets

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
Design user control

Dualities

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



How might we keep music from getting old?



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



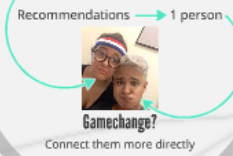
Point of View Erik
methodical listening experience



Point of View Emi
Glasgow amplifies niche



Initial Point of View Arianna



Point of View Colette
frat parties → bad music
picking music → gets old



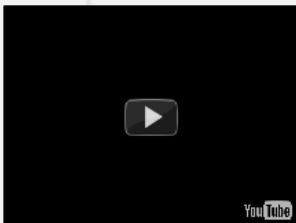
Gamechange?
give some say
not too much

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

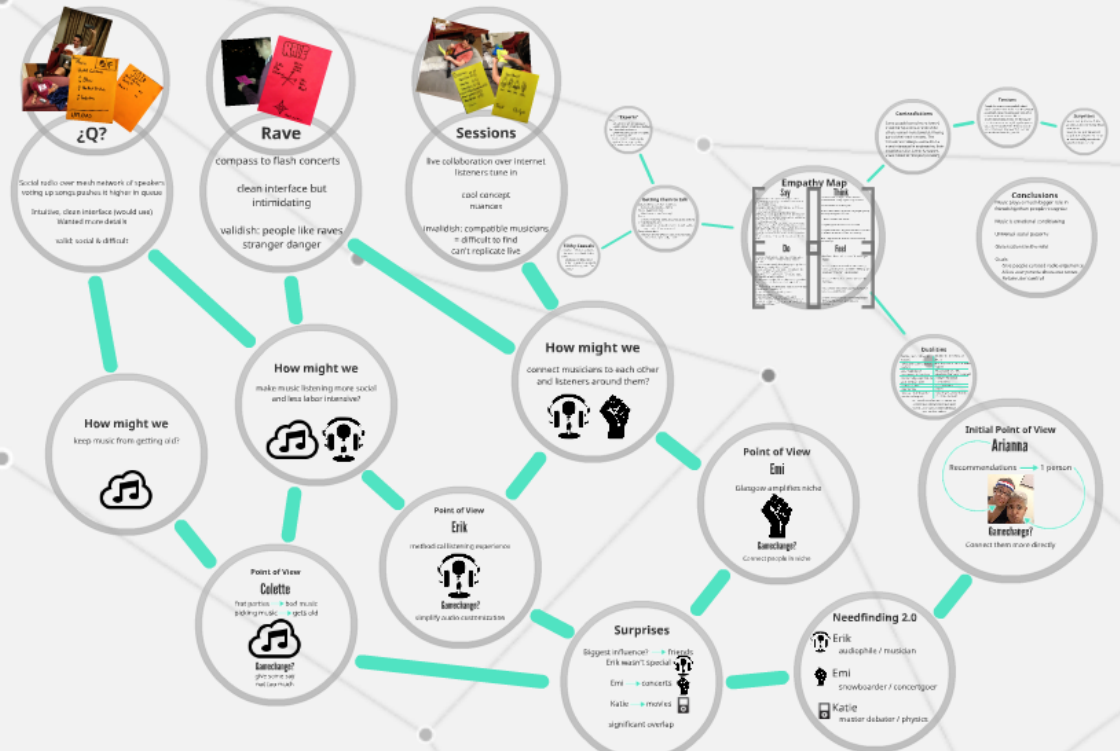
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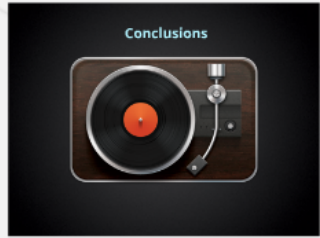
Tasks

- 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

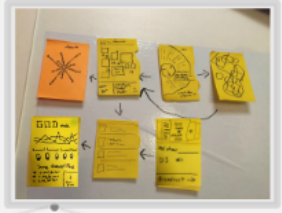
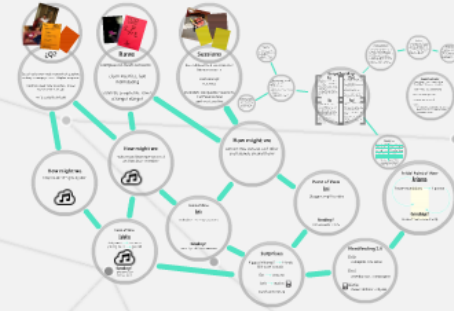
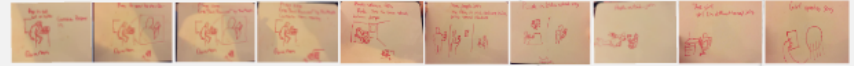
- One continual take a la Easy A gossip scene
- Wanted a drone for outdoor shots but it didn't materialize
- We also ended up switching the male and female roles in the video



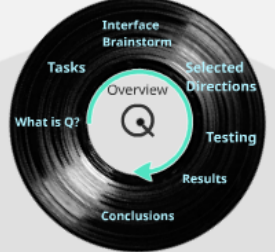
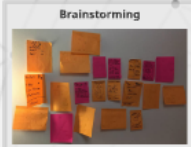


Experimental Method

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

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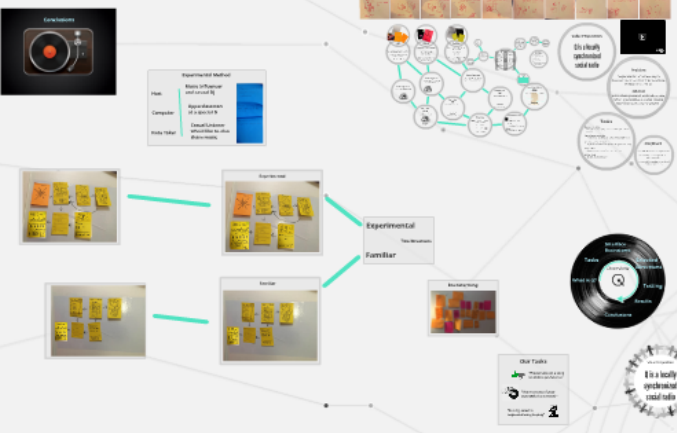
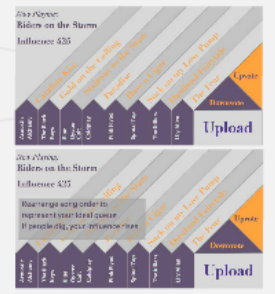
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The Wonderful Wizard of Oz

- Cheating your way to the top
- Network list
- Song queue
- Song upload
- Network selection
- Queue reordering

Prototyping Tool Marvel

- Tapping support
- Intuitive
- Sketch integration
- 15 minutes flat
- Unfamiliarity
- Payment
- Scaling (scrolling)
- Buggy app (crashes)
- Gestures
- No landscape

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 iOS
- Looks professional
- Unfamiliarity
- Difficult to fine-tune
- No landscape
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The Good | **The Bad**

**Q is a locally
synchronized
social radio**

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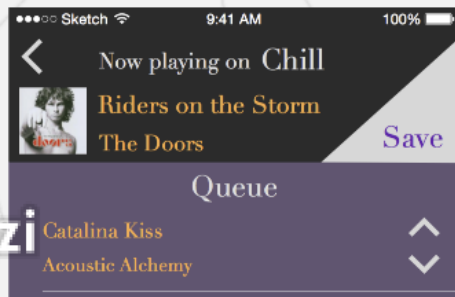
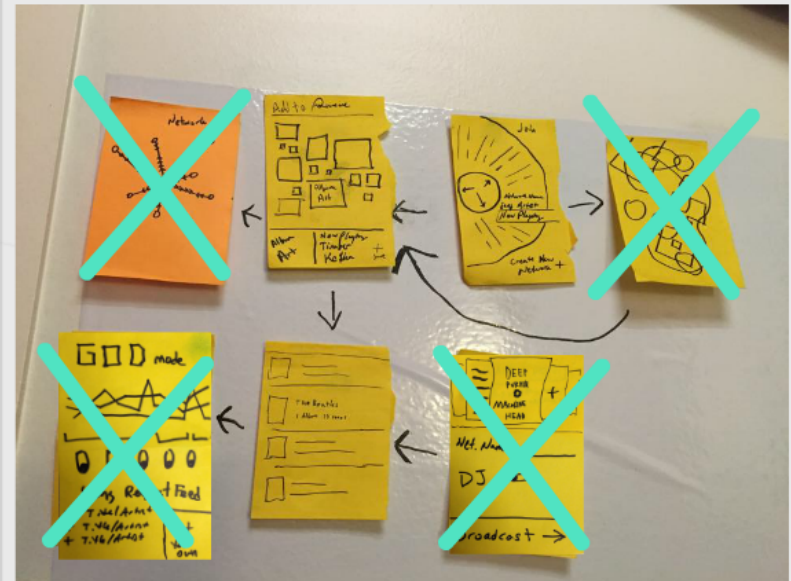
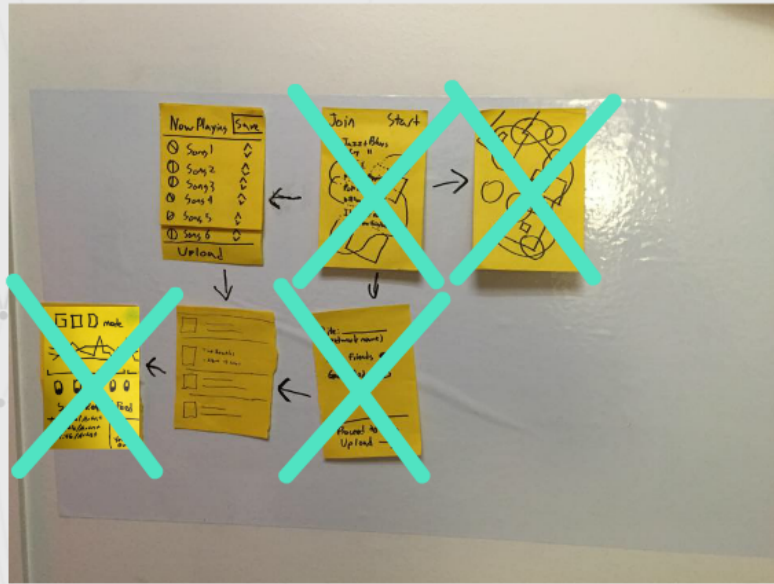
Complex: curate queue

Complex: curate queue

Last Week

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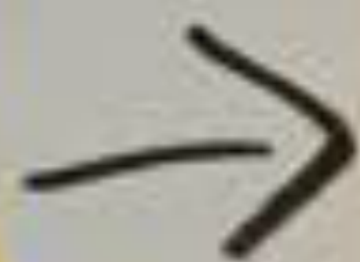
Experimental



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

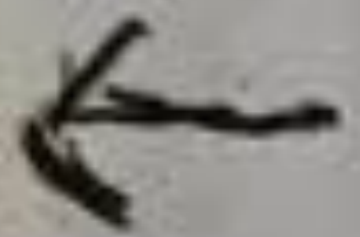
Up in Smoke



Now Playing

Save

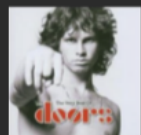
- ⓪ Song 1 ^
 v
- ① Song 2 ^
 v
- ① Song 3 ^
 v
- ⓪ Song 4 ^
 v
- ⓪ Song 5 ^
 v
- ① Song 6 ^
 v



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 Oyster Cult



Paradise



Coldplay



Have a Cigar



Pink Floyd



Upload



Add to Review



Album Art	Now playing
	Timber
	Ke\$ha
	+ 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

Upvote
Downvote

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

Upload

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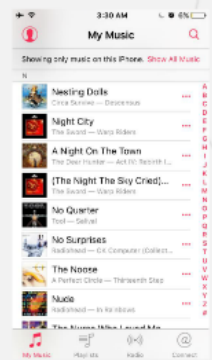
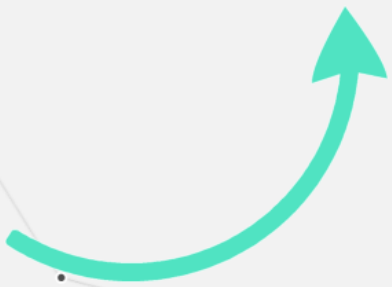
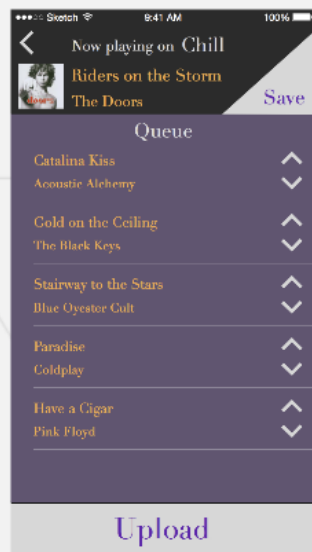
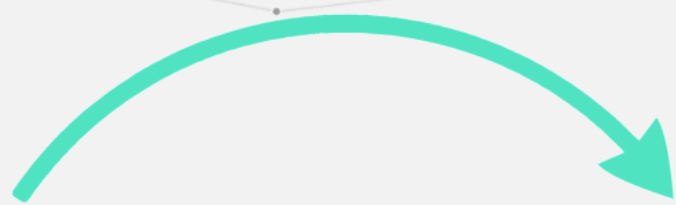
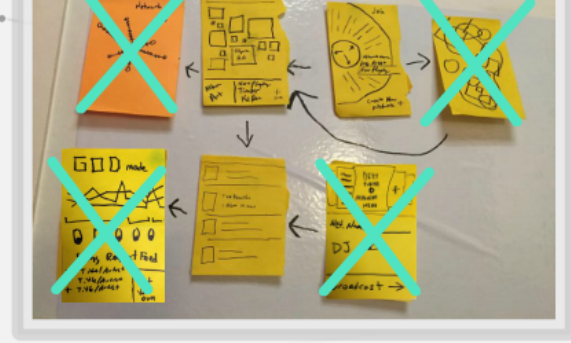
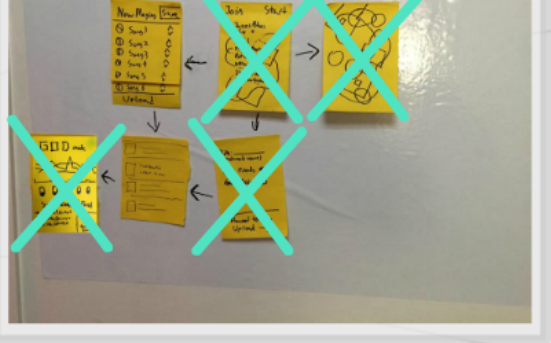
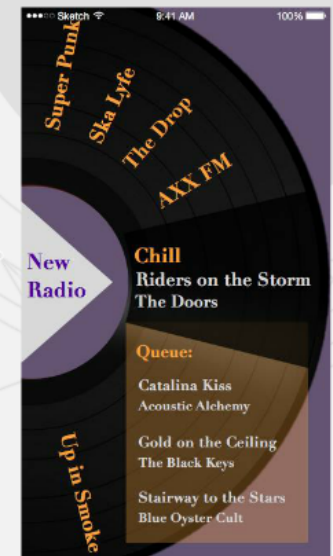
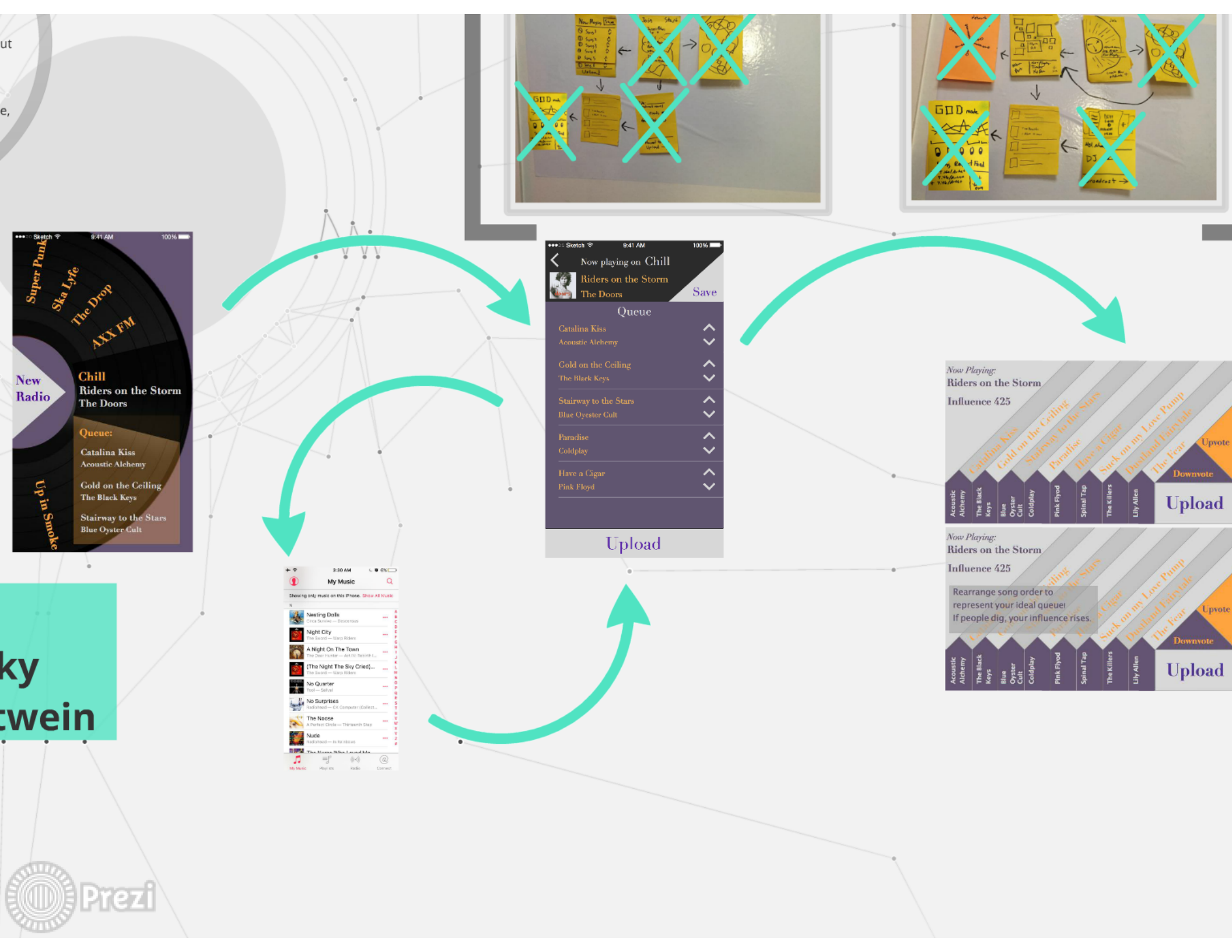
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If people dig, your influence rises.

Catalina Kiss
Gold on the Ceiling
Stairway to the Stars
Paradise
Have a Cigar
Suck on my Love Pump
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Pink Floyd
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Upload



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Super Punk

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AXX FM

**New
Radio**

Chill

**Riders on the Storm
The Doors**

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Acoustic Alchemy

Gold on the Ceiling
The Black Keys

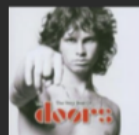
Stairway to the Stars
Blue Oyster Cult

Up in Smoke





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 Oyster Cult



Paradise



Coldplay



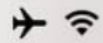
Have a Cigar



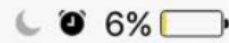
Pink Floyd



Upload



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

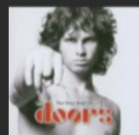


Connect





Now playing on Chill



Riders on the Storm

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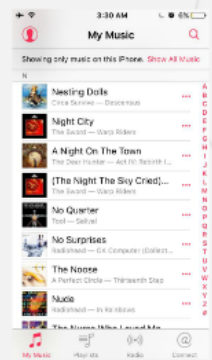
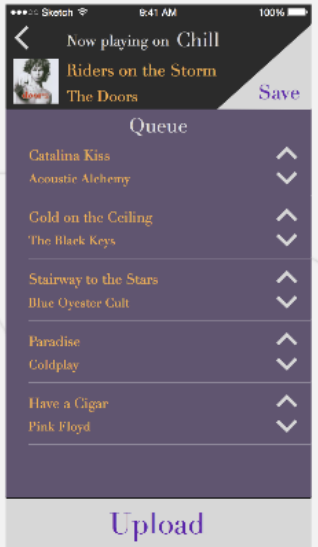
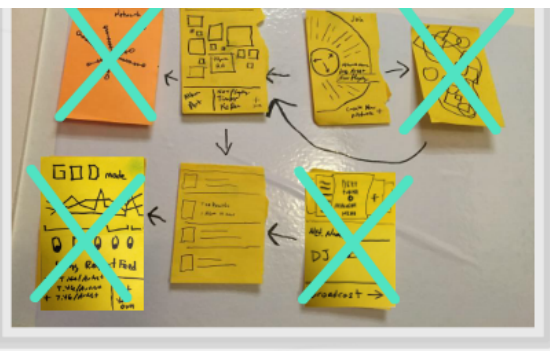
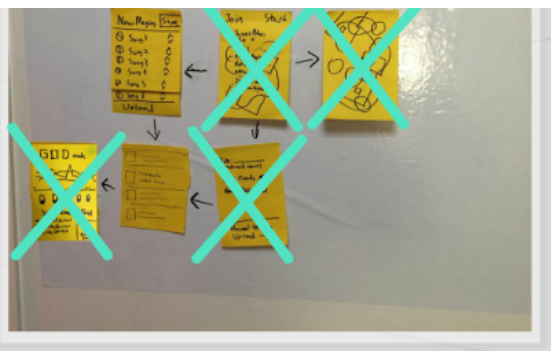
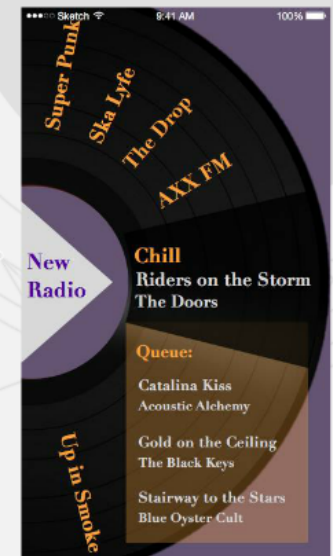
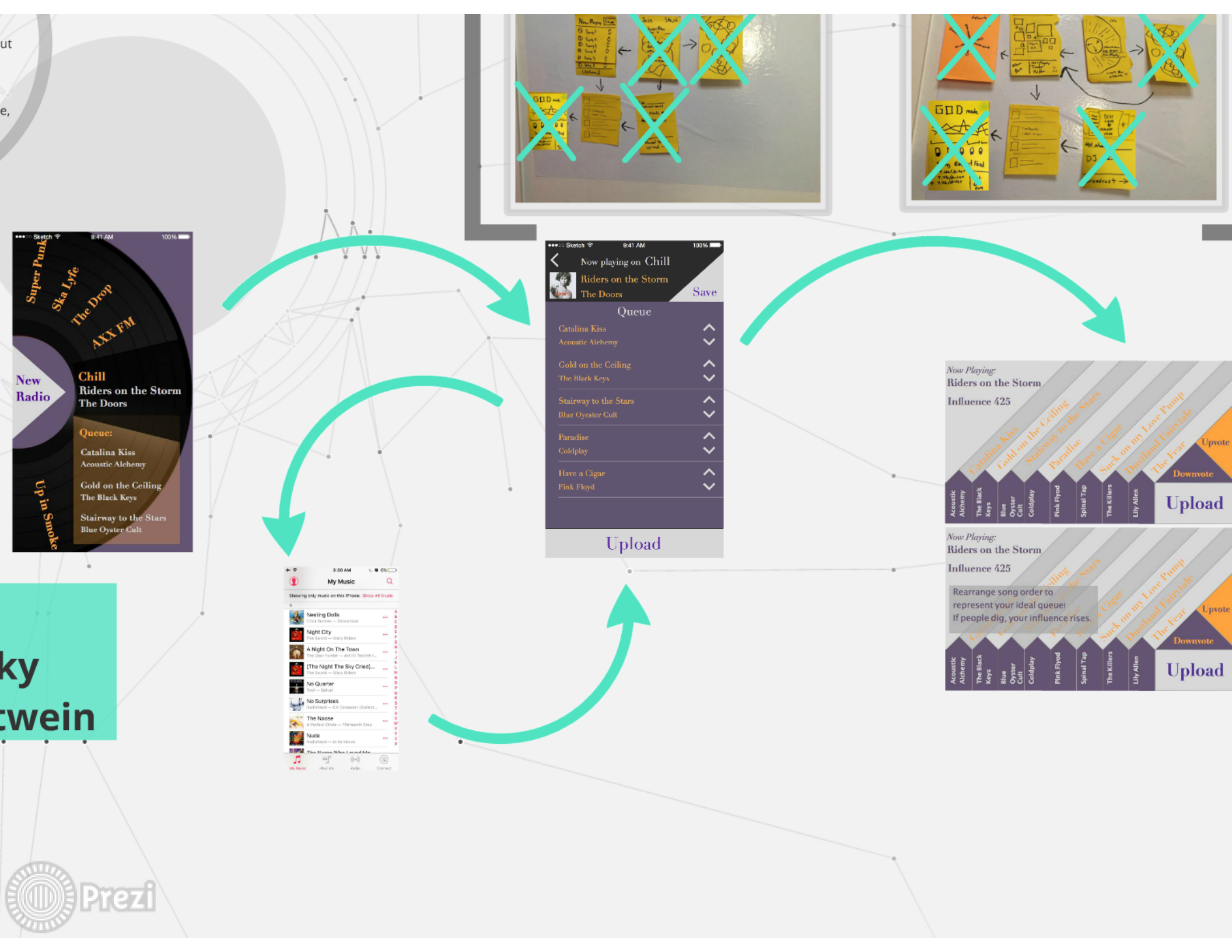
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Prototyping Tool

Sketch

Simple & Quick	Unfamiliarity
Realistic prototyping	Difficult to fine-tune
Easier than Photoshop	No landscape
Drag & Drop iOS	Snap to layout guides
Looks professional	

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