

# NEEDFINDING

CS147 Studio: Arts & Culture

Presenter: Diego Hernandez

7 October 2016



Chen Luo



Diego  
Hernandez



John Carlo  
Buenaflor



Qingping He

# DOMAIN OF INTEREST

## Music



NEEDFINDING  
METHODOLOGY

A hand-drawn speech bubble with a thick black outline and a small tail pointing downwards and to the left. The interior is filled with fine, parallel black lines.

I do music  
because...

A hand-drawn speech bubble with a thick black outline and a small tail pointing downwards and to the right. The interior is filled with fine, parallel black lines.

I want to...

A hand-drawn speech bubble with a thick black outline and a small tail pointing downwards and to the left. The interior is filled with fine, parallel black lines.

I like to...

# INTERVIEWEES



**Bo Redondiez**

Hip-Hop Artist & Activist  
SF Bay Area



**Ray Heigemeir**

Public Services Librarian  
Stanford Music Library

**Justin White**

Composition Student  
Florida State Univ.



**Andreas Garcia**

Pianist & Composer  
Stanford '17 (Math)



# INTERVIEW RESULTS



## Say

- “Electronic music is cool, but playing in a group is cooler”
- “If I meet some girl and we make a YouTube video,” I still need a comp. degree to be legit
- **“Don’t brag about fancy cars if you’re broke”**
- “Advertising” is imp’t; “people share my blogs”
- **Music as a “boost,” imp’t for “image”:** multiple mentions of Pulitzer-winning comp. Teacher
- **“Thank God [the Kasamas] invited me!”**

## Do

- Writes music, performs--preferably with friends, finds inspiration in friends’ music recs
- Composes classical music, applying to Juilliard, has to play flute for requirements
- **Writes lyrics, records, performs for community**
- Spearheads new Music Library stuff (New Books shelf, digitizing manuscripts)

## Think

- **Good music: technique that taps into *emotions***
- I can’t support myself with a musical career
- You don’t need formal training to make something that gets people’s attention
- Music school gets you taken seriously, gives you connections, expands your horizons.
- **Rap should be about your own experiences => people identify their craft => tell *their* story**
- What I do is useful. I’ve found my niche.

## Feel

- Social inclusion: kinship with community; need for external validation; **connection to others**
- Desire to contribute to a higher cause: **understanding heritage**; classical music as an art form; pursuit of knowledge.
- Self-assured; pride in job; aspirational desire to be remembered

Bo



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**Justin**

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## Feel

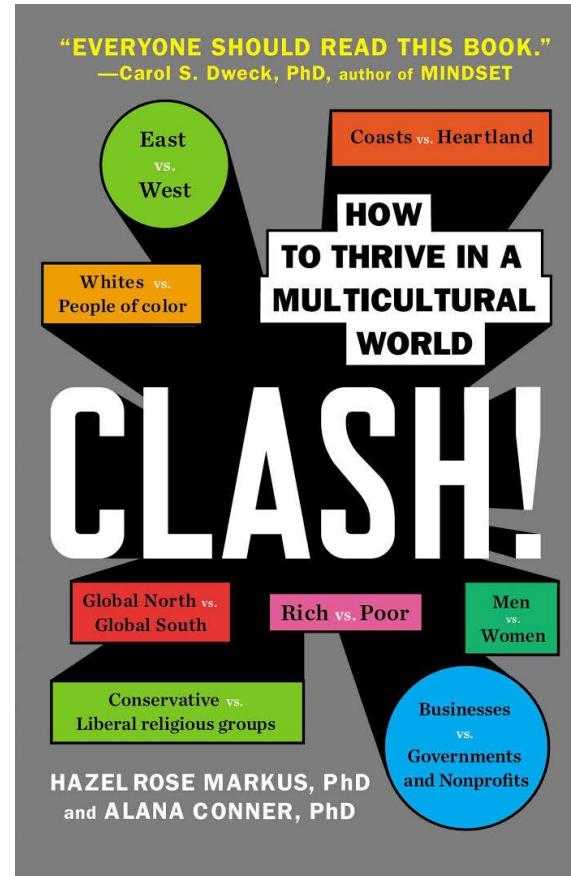
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**Andreas**

ANALYSIS

# TENSION

Independence  
vs.  
Interdependence



# CONTRADICTION

“A lot of what they want you to know [in music school classes] is a load of crap...**[Beethoven]** had **less distractions...**”



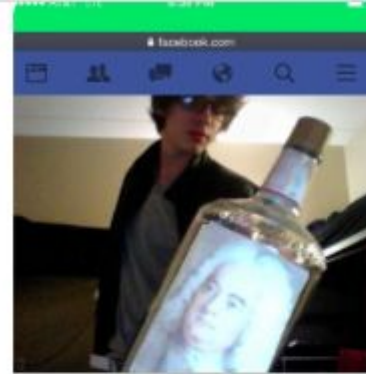
“...my composition teacher,  
**a Pulitzer Prize-winning  
composer...**”



Source: Stanford Music Collective's Facebook page

INSIGHT  
**Nobody  
talked about  
having FUN**

To: Justin White



Justin White  
I think it's time for some Handel.  
Timeline Photos · Nov 25, 2013 · · · · · · ·

Like Comment Share

Logan Rutledge and 23 others

Write a comment...

Shit I didn't mean to send that to you hahahahaha

iMessage



# NEEDS

Social inclusion

Convey deeper meaning to others

# QUESTION

Can “fun” resolve tension and bring people together meaningfully?

If not, what?



THANK YOU

DELETED SLIDES (FOR  
NOW AT LEAST)

# OUR TEAM



Chen Luo



Diego  
Hernandez



John Carlo  
Buenaflor



Qingping He

# CONTRADICTIONS

“A lot of what they want you to know is a load of crap... [Beethoven] had less distractions... my composition teacher, who won a Pulitzer Prize...” (Justin)

Andreas wants to make music the main focus of his life, but he is afraid of not being able to support himself

# SURPRISES

Music is social

Look at footnotes plz

## Say

“The new book and score section attract a lot of people”

“There are only 73 out of ~700

“Advertising becomes a big part of my job”

“People share my blogs on FB or via SNS”

## Think

It's quite useful for visitors

It's quite useful for visitors

It's quite useful for visitors

## Do

Walk through the selected book/media in “new books and score” section

## Feel

Proud

It's quite useful for visitors

It's quite useful for visitors

“No two people listen to the same song hear the same way”

Music provides the common ground for people speaking different languages to communicate.

Music is universal but also exclusive

# SUMMARY





# QUOTES

**Bo**

*“Delivery of lyrics through rap was more digestible, especially to folks with less educational backgrounds”*

*“Thank god they invited me to join”*

Another quote

**Ray**

*“Advertising becomes a big part of my job”*

*“I like how people share the blog via FB or other SNS”*

Another quote

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