

# Improv



Chen Luo



Diego Hernandez



John Carlo Buenaflor



Qingping He

# Andreas



## Our Initial POV

- Composer
- Enjoys spontaneous social situations
- Encourage more social musical experiences

# Gabe



## Needfinding #1

- Jazz Musician
- Takes risks in practice, not performance
- Support enables him to take risks and to become better

# Derek



## Needfinding #2

- Google Employee
- More free time to pursue music
- Feels audience doesn't appreciate technique of artists

# Melissa



## Needfinding #3

- 10 year Violinist
- Unable to find a place in Stanford music community
- Loves to compete

# Gabe



# Revised POV #1

- Street Jazz Musician
- Risk-taking is central to his music
- Encourage musicians to try new things

Make risk-taking in  
music like sky diving?

# Derek



## Revised POV #2

- SW Engineer & Musician
- Personal technique is important
- Convey enthusiasm to audiences in an accessible way



Help the audience  
appreciate the role of  
personal technique in  
performance?

Bo



## Revised POV #3

- Hip-hop artist & Activist
- Originally rapped for himself
- Convey the message behind the music

Illuminate the social issues behind  
music and facilitate the conversation  
between artist and audience?



Listening  
...

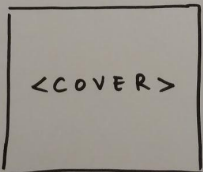
- + Discussion
- + Discovery

### Macklemore's Recommendation

National Coming Out Day	NEWS - Legalise Gay Marriage
BLOGS	More From Macklemore
Related Artists	DONATE

← Artist's Rec.

→ Community's Rec.



Same Love  
by Macklemore & Ryan Lewis  
Gay Marriage Legalization Religion

### Community's Recommendation

- Article 1
- News 1

UPLOAD

Share your thoughts:  
user 1  
" . . . . . "  
user 2  
" . . . . . "  
user 3  
" . . . . . "

- Δ Do you care?
- Δ Controversial

de. / But come ye back when summer's in the meadow / or

Danny Boy  
the valleys hushed and white with snow / It's

I'll be here in sunshine or in shadow, - / Danny boy

The 'sh' consonant introduced  
a new sound and ~~unpleasant~~  
feeling. Matches text?

Chat

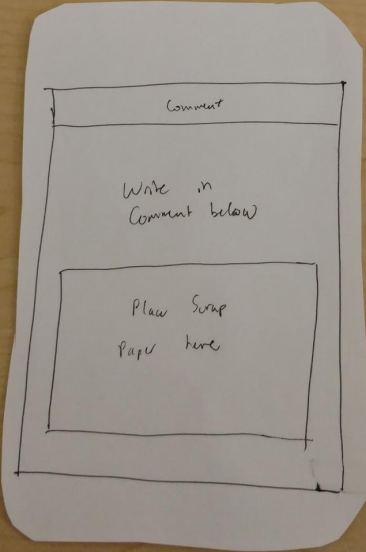
User One: This is awesome!  
User Two: Yeah Woo!  
Egk: Lol  
Zung: Rot!

Comment

breathe more  
purposefully

tempo could be  
faster and  
beier

could have  
more direction  
in phrasing



+ Have dialogue  
+ Targeted  
Feedback

Δ Distracting  
Δ Low Quality  
Feedback

Sing it  
while doing  
jumping  
jacks

Sing it  
like you're  
underwater

Sing it  
like you're  
a harp

Sing it like  
you're a  
pizza delivery  
person

Sing it like  
you're reading  
it for the  
first time

Sing it like  
you have to  
go to the  
bathroom

Sing it like  
it's the  
soundtrack to  
an action  
movie

+ Natural  
+ Enjoyable

Δ Limited scope