POVS
+
EXPERIENCE PROTOTYPES

1.
INITIAL POV

We met...

People who consider music a big part of their life.

We were amazed to realize...

How hard it is to discover a common ground in music tastes between even a small group of people.

It would be game-changing...

If we could bring people together by revealing music of shared tastes.

2.
ADDITIONAL NEEDFINDING

In a room of strangers, I usually defer to someone who **knows the room**

Cam Burton '21

Chiller

When someone hands me the aux, I automatically say no

Aviva Fallas '20
Podcast Lover

We met...

Aviva, a computer science major who listens to podcasts more than music.

We were amazed to realize...

That she trusts others' song choices more than her own.

It would be game-changing...

To help her define a musical identity so that she can contribute to shared music experiences.

HOW MIGHT WE

give her specific songs/artists that she can confidently share with people

facilitate finding common ground in music taste

we show her other people have wack tastes too

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I'm only comfortable sharing my music with a **few close friends**

Clarissa Carter '19
Musician

We met…

Clarissa, a musician who spent this past summer working at the Warner Music Group.

We were amazed to realize…

Despite her outward confidence with music, she is reluctant to share lesser-known music with others.

It would be game-changing…

To allow her to feel comfortable sharing all types of music with both old and new friends.

HOW MIGHT WE

take the guilty out of guilty pleasures

help her create a playlist that she knows everyone will like

let her know current tastes in the room

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If I knew their favorite artist, I could figure out a lot about their music taste

Bella Wilcox '20

DJ

We met...

Bella, a DJ who creates and shares music constantly with diverse groups.

We were amazed to realize...

That she is completely confident in sharing music with her close circle, yet even as a DJ struggles sharing to a wider audience

It would be game-changing...

Generalize this intimacy across all of her social circles.

HOW MIGHT WE

let her know the music taste of someone she just met

capture some of the nuanced details of what builds the shared musical connection

assess the common vibe in a room

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UX TEST 1

Response to vibes:

› See how others are feeling affects choice

UX TEST 2

Response to familiarity:

› See how level of closeness affects choice

UX TEST 3

Response to being transparent:

› See how "guilty pleasures" change choice

Any Questions?