



**OX**

# Lo-Fi Prototyping



**Become closer through shared  
music, seamlessly**

# Roadmap

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Design Process

Prototyping

Experimentation

Results







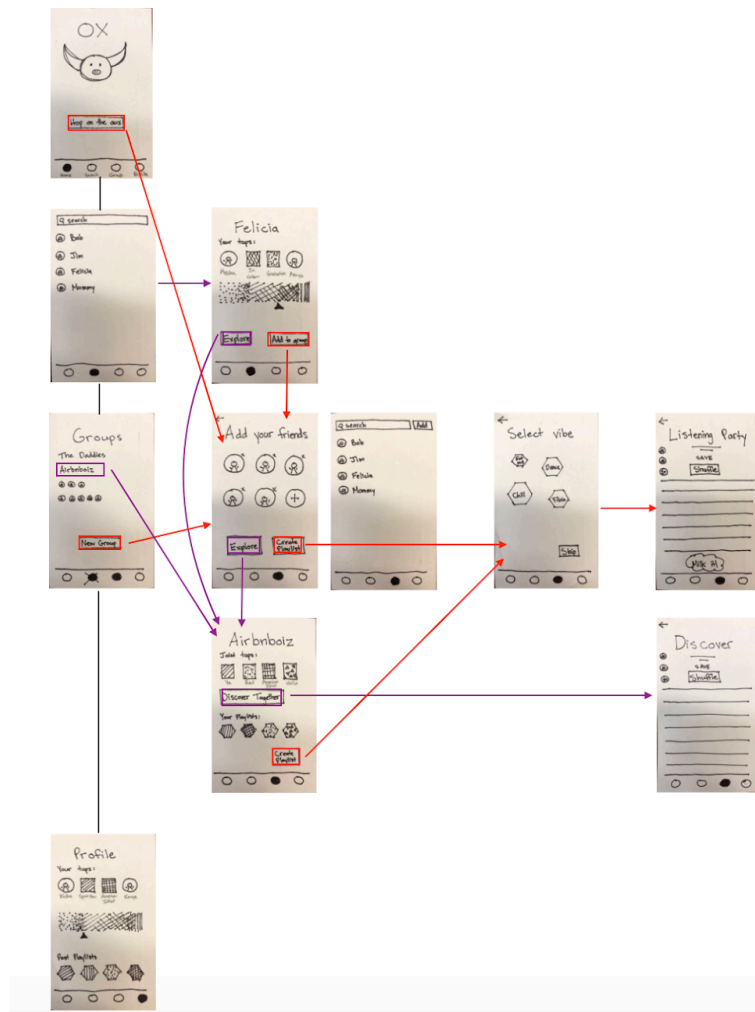
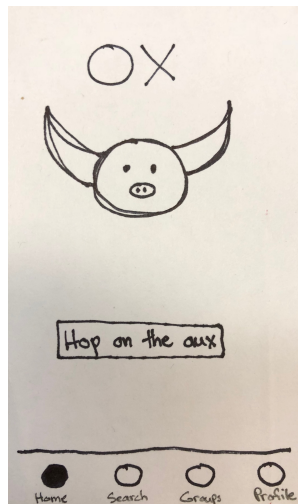
# Interface Selection

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Who's that UI? It's Jess.

# Tab-based mobile app

- ▶ Promote simple navigation
- ▶ Keep AUXing as primary focus
- ▶ Use groups as entry point





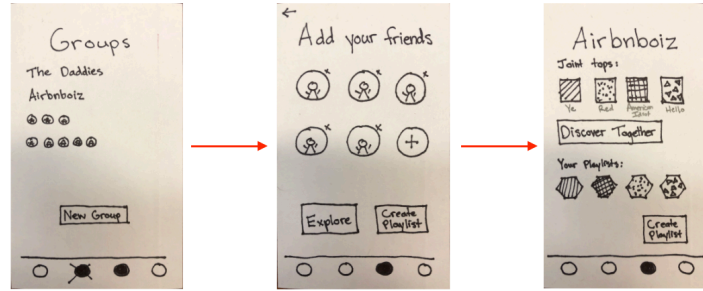
# Task Flows

Milk that OX



# 1. Find songs of common interest with others

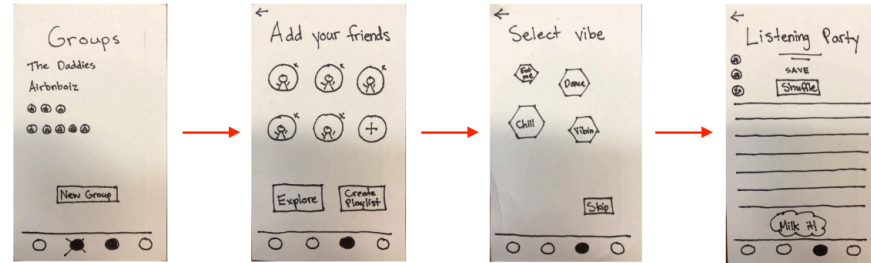
- ▶ Create a group with the people around you
- ▶ Generate a “chill” playlist with your group



Group home page

Add friends to new group

Unique page for your group



Group home page

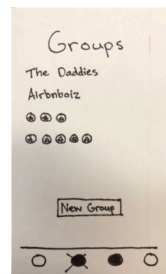
Add friends to new group

Select vibe

Playlist generated from group/vibe

## 2. Gain the “language” to discuss shared music tastes

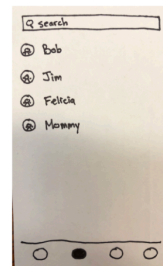
- ▶ Tell me two facts about your music taste
- ▶ Navigate to Felicia’s profile and tell us an artist that she likes
- ▶ Find an album that everyone in “Airbnboiz” likes



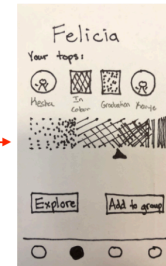
Group home page



Unique page for your group



Search home page



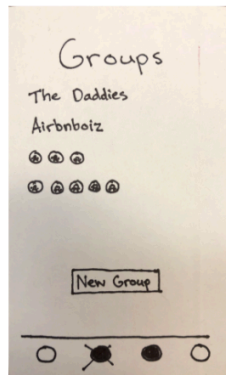
Other person's profile



Profile home page

### 3. Discover new music with multiple other people

- Discover new music the app thinks that the group “Airbnboiz” will like



Group home page



Unique page for your group



Discover playlist for your group




# Experiment Design

Paper's the new Plastics

## Test subjects

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A product design major and amateur musician

A recent graduate, S.F. tech worker

Researcher



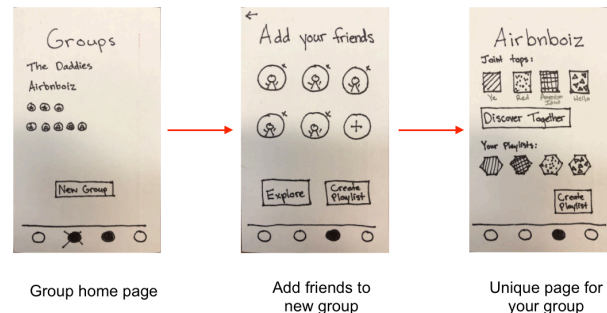
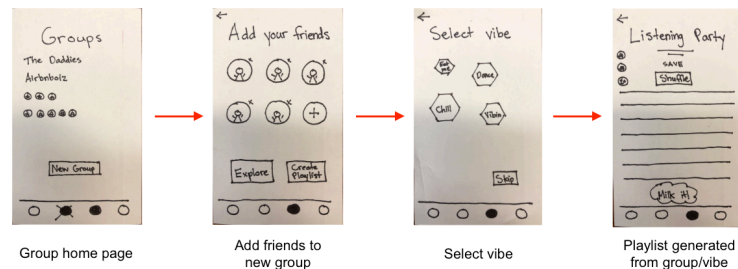
## Setup & Environment

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- ▶ Overview of the app and its goals
- ▶ Screens on index cards
- ▶ One team member as the “computer”
- ▶ Took note of successes, errors, and timing

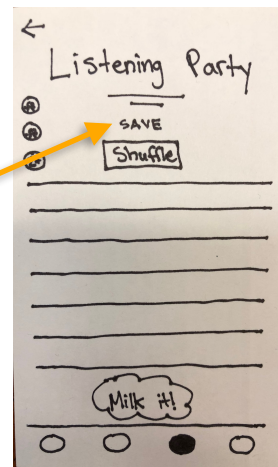
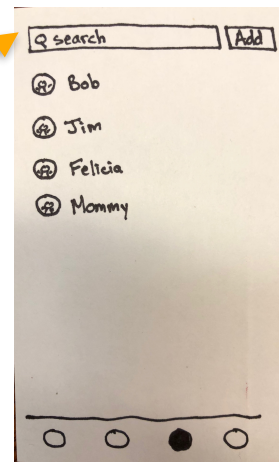
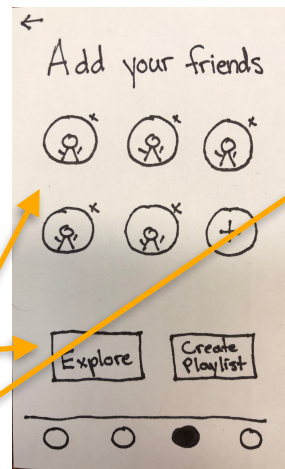
# Timing

- ▶ All tasks successfully completed
- ▶ Generating **playlists** was very intuitive (least time)
- ▶ Completing tasks within specific **groups** took a long time to figure out

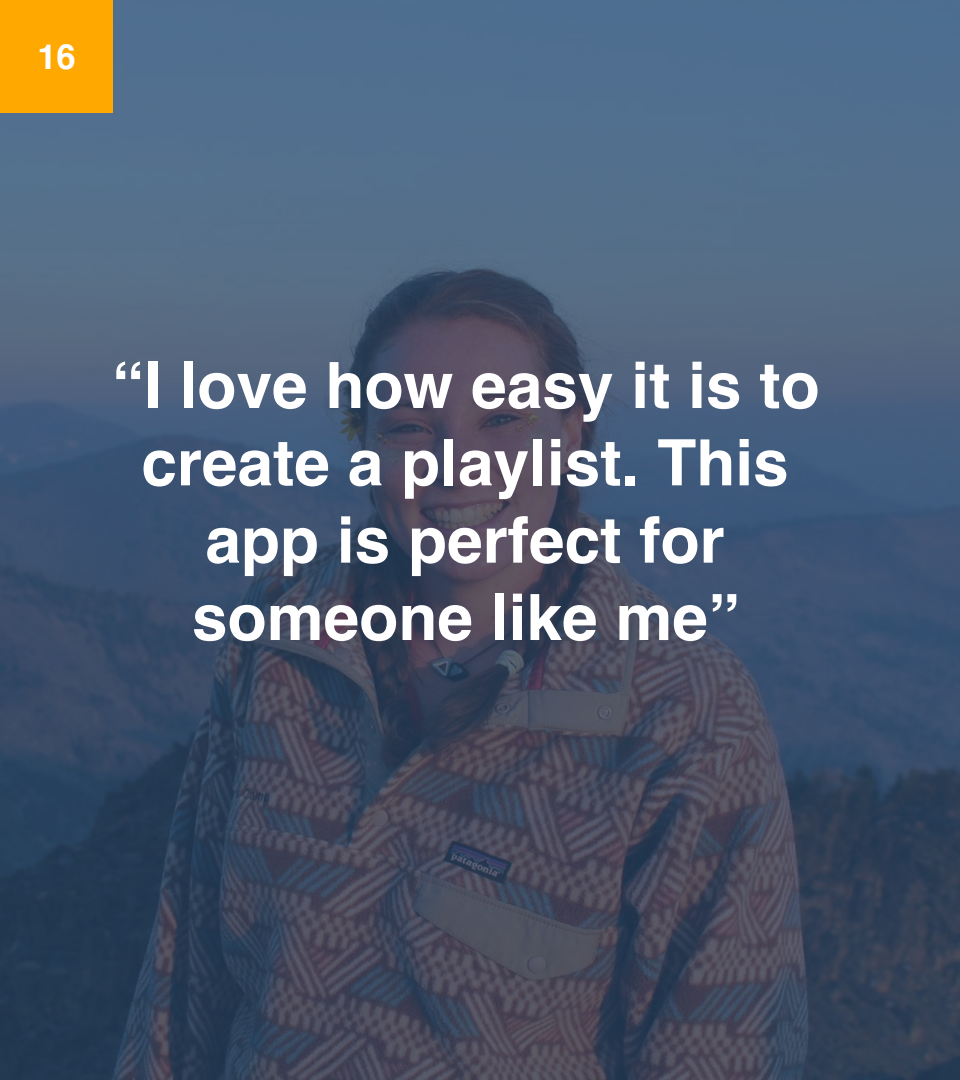


# Incidents

- ▶ Confused by **explore** options  
“what does it do?”
- ▶ Expected **search** of artists, songs, etc., not other users
- ▶ **Automating people** in the room brought up questions
- ▶ Wanted to **save a group** and didn't know how





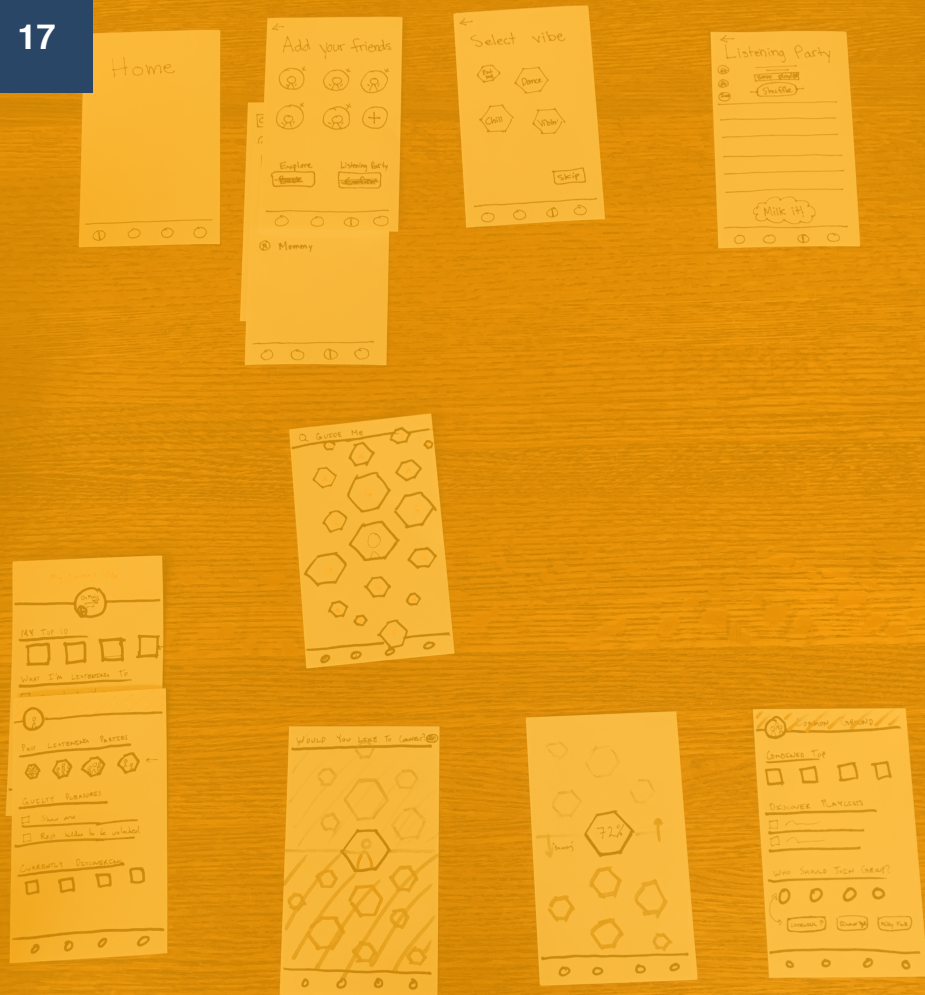


“I love how easy it is to create a playlist. This app is perfect for someone like me”

## Successes


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- ▶ Ease of **creating a playlist** was delightful
- ▶ **Profiles** were intriguing
- ▶ Selecting a **vibe** was a nice touch
- ▶ **Navigation buttons** helped a sense of place in the app



## UI Changes

- ▶ Create clearer flow to save a group
- ▶ Be conscious of button labels (i.e. explore)
- ▶ Add people to listening party like AirDrop
- ▶ Further develop and clarify components of profile



**Thanks!**  
Any questions?