

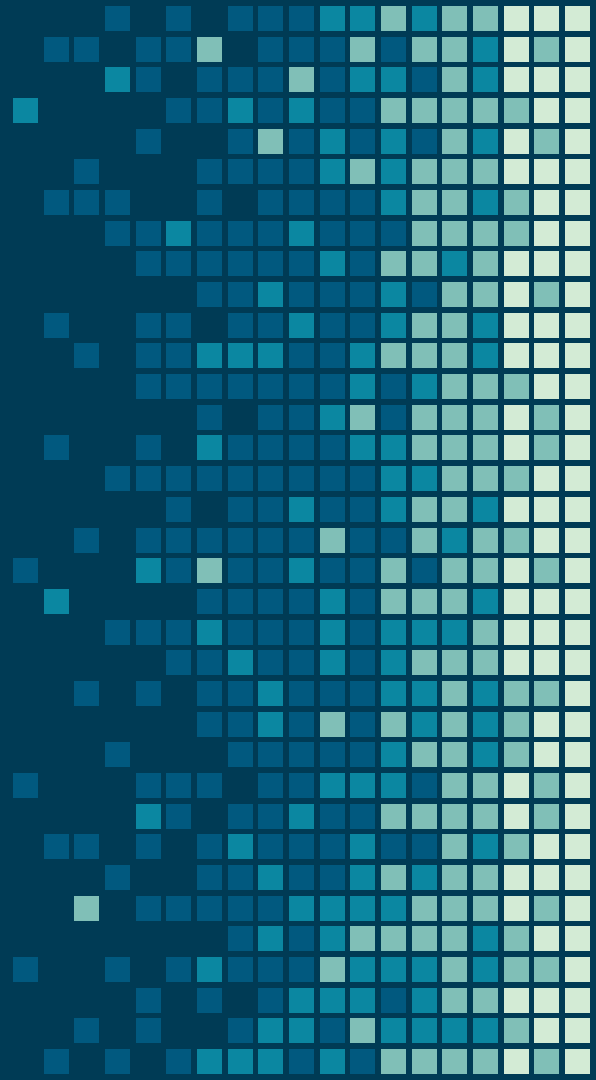
# OX

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Ian Hodge

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Mischa Nee



# OX

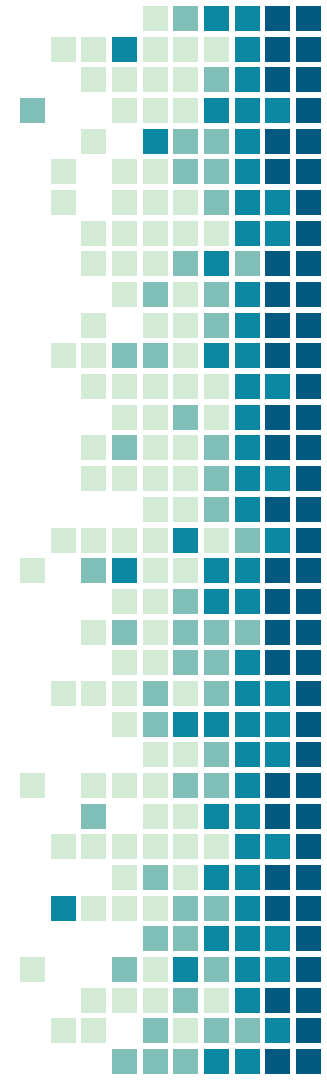
become closer through shared music,  
seamlessly

## **PROBLEM**

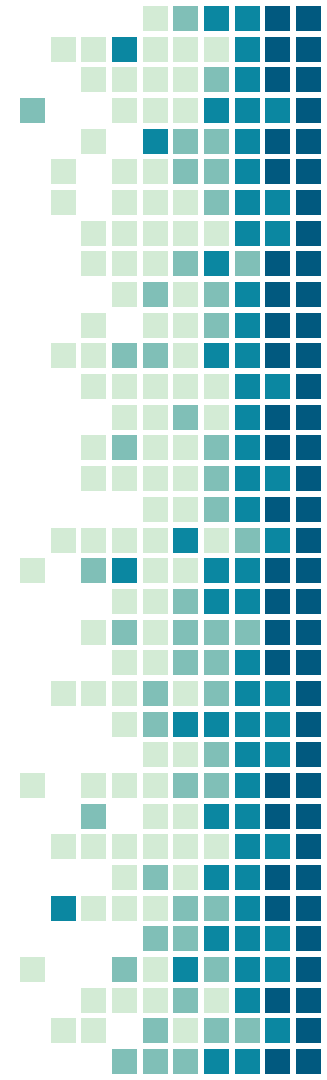
College students want to listen to music with friends but don't know what music others will like and find it uncomfortable to figure that out.

## **SOLUTION**

OX finds the intersection of music tastes both through automatically providing common songs and curating music profiles for intimate interpersonal discovery.



# Task Overview



# Simple Task

Find songs of everyone in a room will enjoy

NOTE: This new version more directly reflects our goal. We are not just trying to finding songs of common interest. We are trying to find songs of common interest *in this moment*



# Medium Task

Gain the “language” to talk about shared music tastes



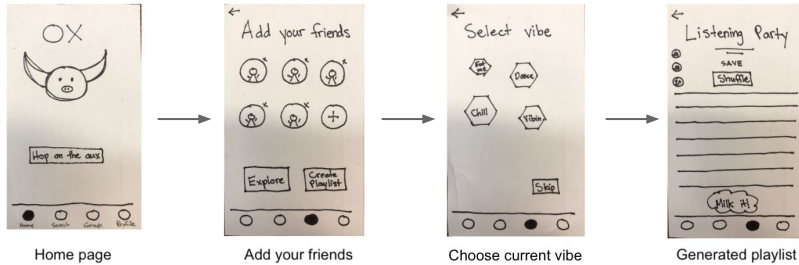
# Complex Task

Discover new music with multiple other people

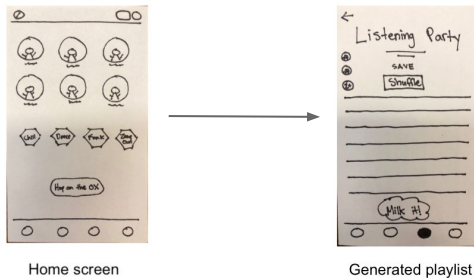


# Major Design Change #1

## Original Sketch

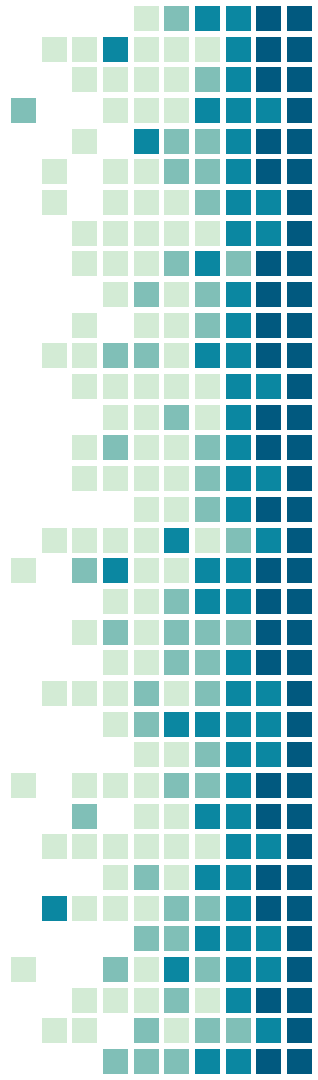


## New Sketch



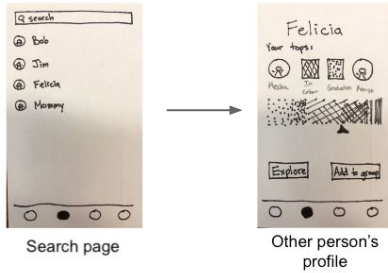
## Rationale

Our problem domain stems from the uncomfortable experience “hopping on the aux.” We needed to streamline that process, making it as simple as possible to generate a playlist of shared music tastes for any user.

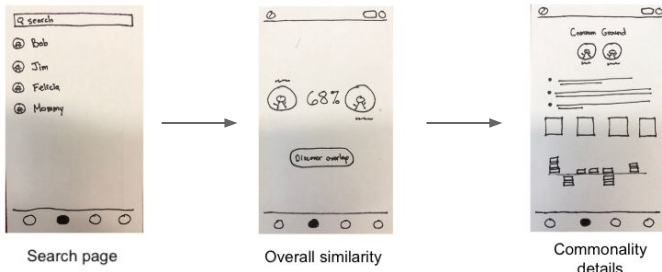


# Major Design Change #2

## Original Sketch

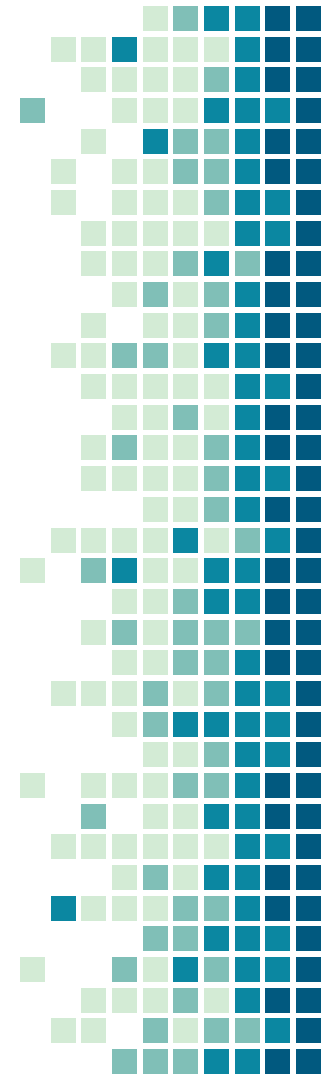


## New Sketch



## Rationale

In taking a step back to the core of our problem domain (finding intersections in music taste), we overhauled the ability to view other people's profiles and leveraged the search ability to find commonalities in music taste with other individuals.





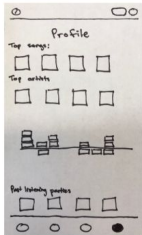
# Major Design Change #3

## Original Sketch

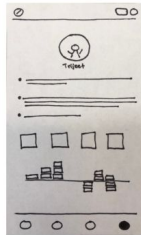


Profile home page

## New Sketch



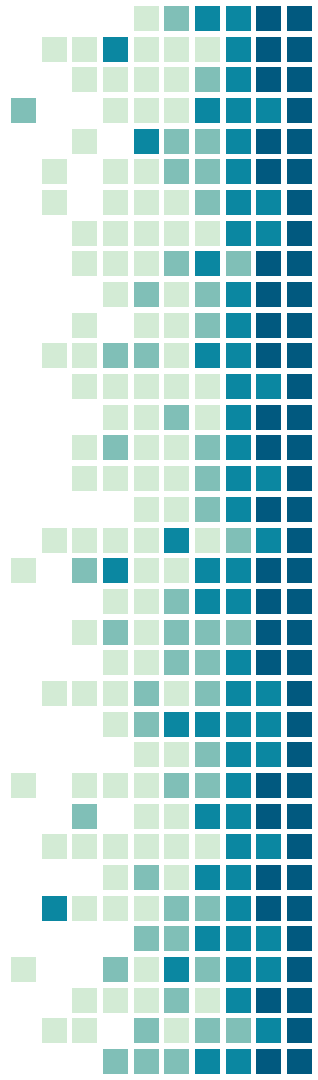
Profile home page



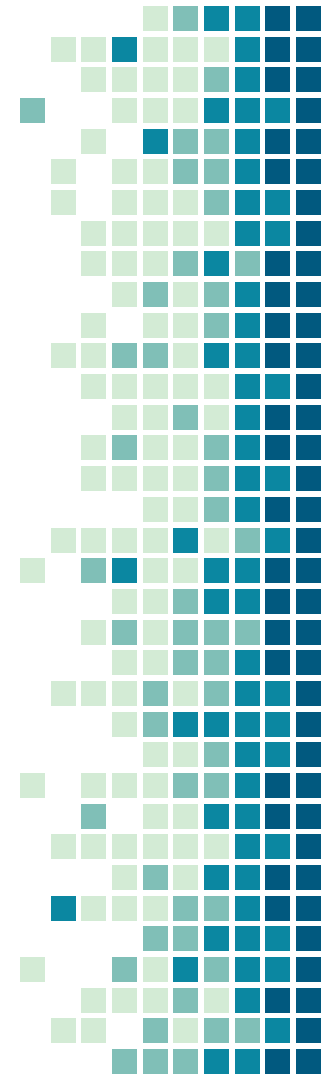
Details about music taste

## Rationale

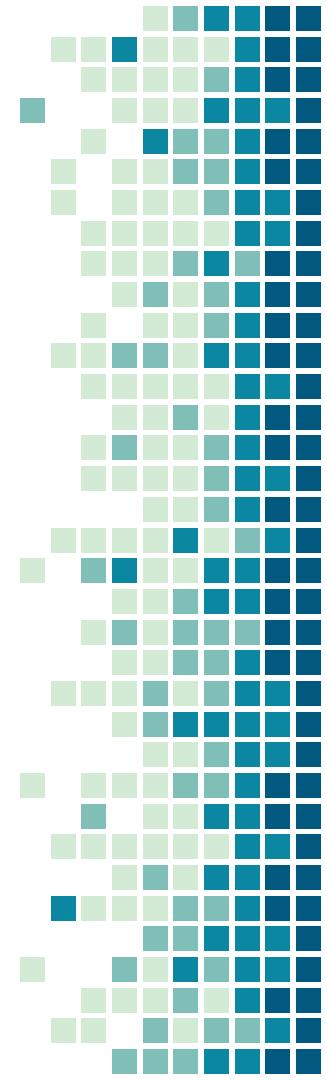
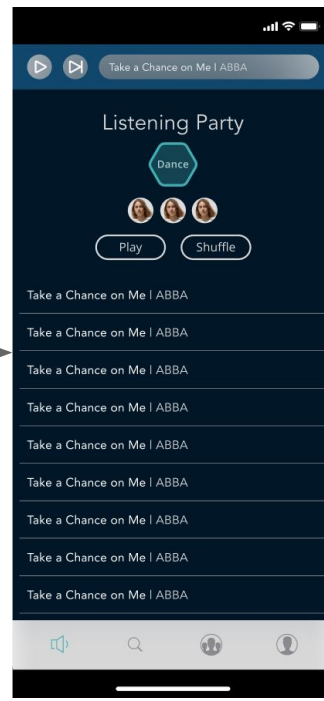
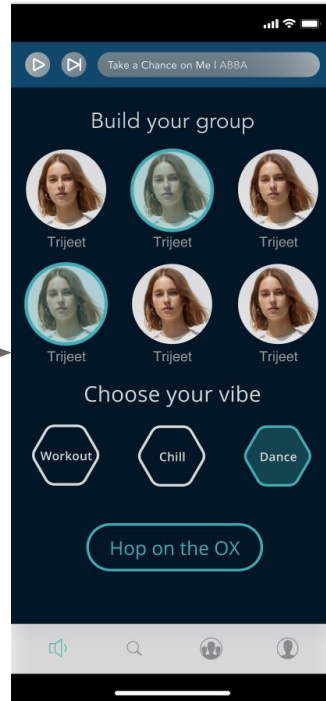
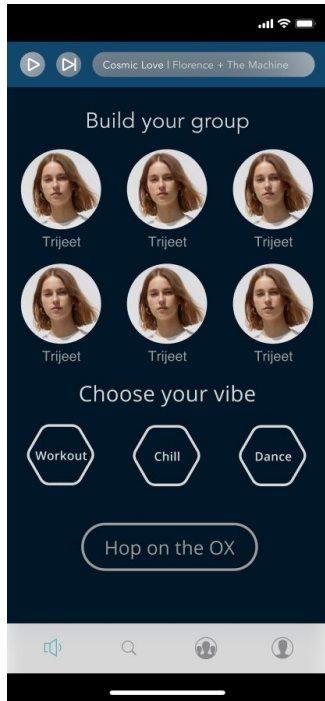
In thinking about what insights we wanted to provide with the music profile, we realized that there is no congrate linear representation of a music taste. We therefore want to create a more graphical representation that opens up into more specific insights, both verbal and visual.



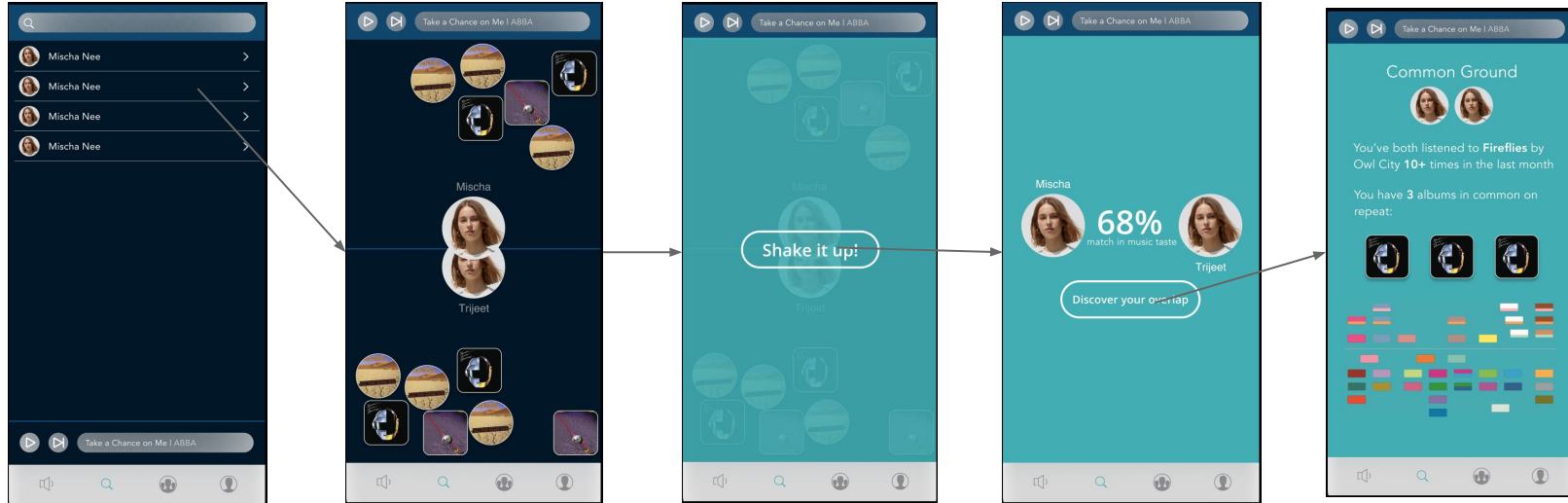
# Medium Fidelity Task Flows



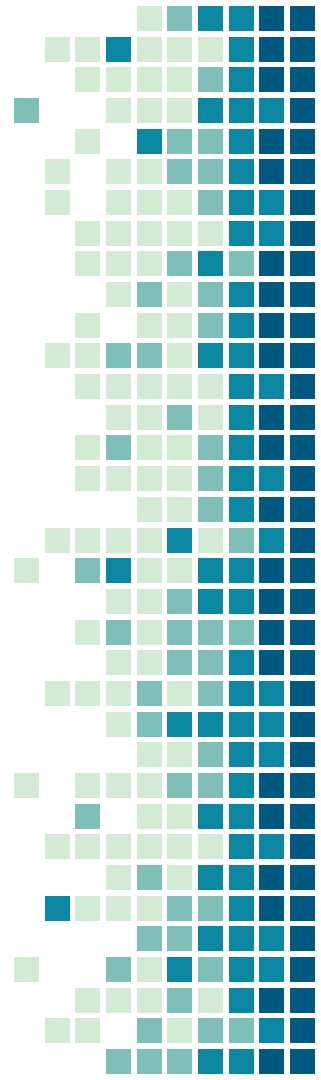
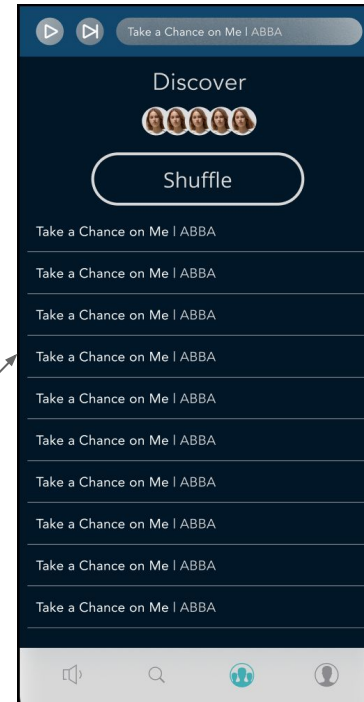
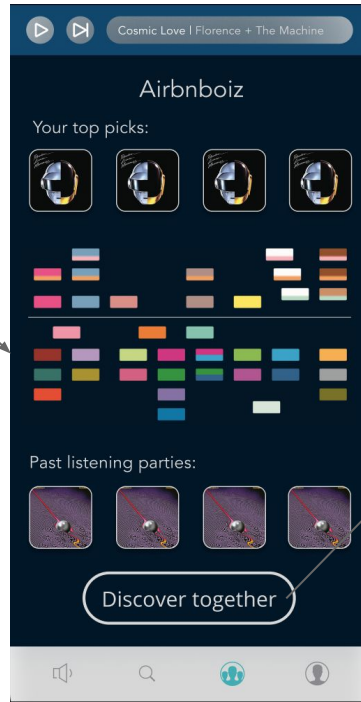
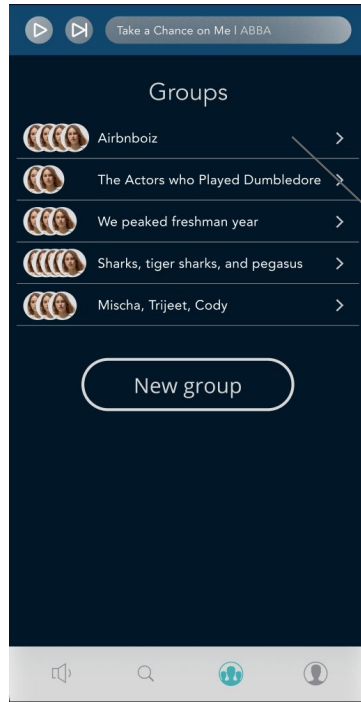
# Find songs that everyone in a room will enjoy



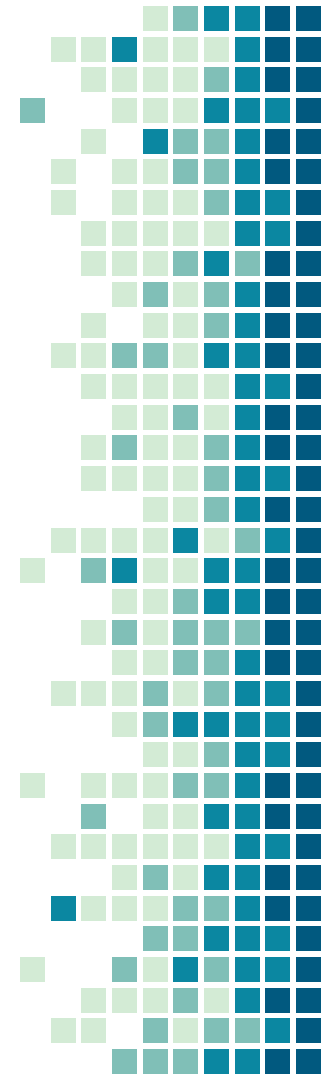
# Gain the “language” to talk about shared music tastes



# Discover new music with multiple other people



# Prototyping Overview



# Primary Tools

- Figma was the primary tool for designing and prototyping
- Great for collaborative working
- Had a very steep learning curve, none of us had used a tool like this before
- The “building-block” nature of the tool helped ensure that our designs were consistent and intentional. We were able to uncover flaws in our low-fi prototype through actual designing sketches



# Current Prototype Limitations

- All of the songs, groups, and insights are hard coded - we do not have to capability to find overlap in taste without user information.
- The pictures are currently stock photos - we are brainstorming ways to present a default picture and have the capacity to upload a personal photo
- Detailed features of the music taste visualization are currently absent - we need to know what technical information we have to work with before we can make final decisions on what we showcase





# Current Prototype Limitations (cont.)

- We want to add a feature where you can click on a song to see 'why it was chosen,' but this idea came too late to put it into the design.
- There are currently no "back" buttons on the slides - we don't know how to keep track of the specific previous page in a prototype
- The sequence of finding similarities with a friend is not animated (and will be) - the static nature of a prototype did not allow us to showcase this

