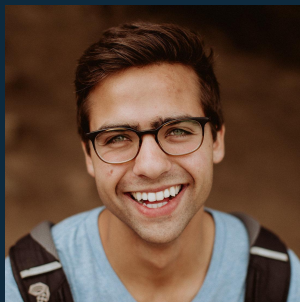




Arts and Culture Needfinding



Our Team.



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Experiencing Music



Methodology



Questions

- ◇ What is your relationship to music?
 - ◇ Can you talk to me about a typical experience listening to music?
 - ◇ When do you share music with friends?
How do you go about that?
 - ◇ When do you listen to music alone versus with friends?
 - ◇ What was one of the best experiences with music you've had?
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Methodology



Interview Overview

- ◇ Ben Josie
- ◇ MST major at CCRMA
- ◇ Domain expertise
- ◇ Messaged
- ◇ CCRMA



Methodology

Interview Overview

- ◇ Josiah Burnham
- ◇ Barista at Philz
- ◇ Very avid music listener
- ◇ Friend of a friend
- ◇ Philz, Palo Alto



Methodology

Interview Overview

- ◇ Rocco Cervantes
- ◇ Tech worker in SF
- ◇ 'Older' demographic
- ◇ Connected through a friend
- ◇ Facetime interview



Methodology

Interview Overview

- ◇ Emily Crist
- ◇ Student at Foothill
- ◇ Non-Stanford youth opinion
- ◇ Friend of friend from high school
- ◇ Philz, Palo Alto





Interview Results

Ben

“My CD player only held one at a time so you really spent a lot of time with each album”



“My folders are separated by ‘high-energy’, ‘low-energy’, ‘in a mood’”

“One of my favorite conversations is, what are your top 10 favorite albums?”

Josiah



“Music is all in the production.”

“Listening to music with others is cool when everyone enjoys it.”

“Making a playlist is a lot of work.”

Rocco

“I’m listening to music 90% of the day.”

“What I listen to always relates to my mood.”

“It’s annoying when I’m at a pregame or party and they’re only playing stuff I don’t like.”



Emily

“The older I get the more things mash together.”

“I always multitask with Spotify, but with a record player I just listen.”

“I liked Spotify’s year in review to show off my taste and see friends’.”





Analysis

SAY

Music is critical to my life

I always end up listening to the same stuff

It's hard to find music everyone will like

Always have music playing

My playlist are disorganized

I don't know how to build playlists

Vinyl is great for relaxation

Wants to conform to social setting

Having a playlist doesn't feel like I "own" anything

The producer plays such a big role in the sound

Wants to "show off" selection

THINK

I wish everyone could know what music I liked

Others will be upset if I try to change their music

I want nicely built playlists without the effort of making them

I am missing out on good music that is older

I wish understanding production style was easier

The amount of effort impacts the experience (vinyl)

Too much new music, not enough quality

Making a playlist is only worth it for large events

DO

Listen to music based on mood

Constantly listening to music

Use apps to research more about a song's production

Attempt to make playlists

Lose good music over time

Asks others what music they've been listening to

Seek out music actively

Find new music passively through discover weekly

Categorize by genre

Listen to music for different purposes

FEEL

Pressure to stay up to date with music

Loves music that makes you move

Annoyed when music is playing they don't like

Desire to discover new music

Respect for more than just the artists

Proud to show off favorite artists

Inspired by music they really enjoy

Invested in experiences that required resources

In awe with group experiences like concerts

Content when finding music that fits taste



Do

- ◇ Listen to/categorize music based on mood
- ◇ Constantly listening to music either passively or actively
- ◇ Use apps to research more about a song's production
- ◇ Attempt to make playlists





Say

- ◇ My playlists are disorganized and I don't know how to build them.
- ◇ It is hard to find music everyone will like.
- ◇ I always end up listening to the same stuff.
- ◇ Having just a playlist doesn't feel like I 'own' anything.





Think

- ◇ I wish I could know what music everyone liked.
- ◇ I want nicely built playlists without the effort of making them.
- ◇ I want more low effort ways of discovering music that I will like.
- ◇ I want more ownership of the music I listen to.





Feel

- ◇ Annoyed when there's music playing they don't like
- ◇ Inspired by music they really enjoy
- ◇ Proud to show off their top artists



Analysis

How listen to music (what music when, etc.)

need to identify mood (the song)
MUSIC is mood (type of music)
good decision type of music
listen to music when it's relevant
don't feel like having to listen to music
what has changed in type of music
listen to music when it's relevant
listen to music when it's relevant

Significance/purpose

likes looking at something in a song
100-100% of time something
connect with the performance
some background their reality
back to the song
listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant

Music w/ others (sharing)

listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant

Playlists/organization

listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant

Exploration

listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant

Associations

listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant
listen to the music when it's relevant





Analysis

Needs


- ◇ Faster creation of playlists
- ◇ Guidance in entering a new genre of music and music discovery in general
- ◇ Better organized music
- ◇ Playlists that others will like
- ◇ Music that supports current mood





Analysis

Insights

1. People want specific curated playlists, but it takes too long to create them
 2. It is hard to discover a common ground in music tastes between even a small group of people
 3. People think about different types of music by mood and use, not genre...
 4. People want to find new music, but they don't know where to start
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In Summary

We met...

People who consider music a big part of their life

We were amazed to realize...

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

It would be game-changing to...

Actually bring people together by revealing music of shared tastes

