



OX

become closer through shared music, seamlessly

Problem

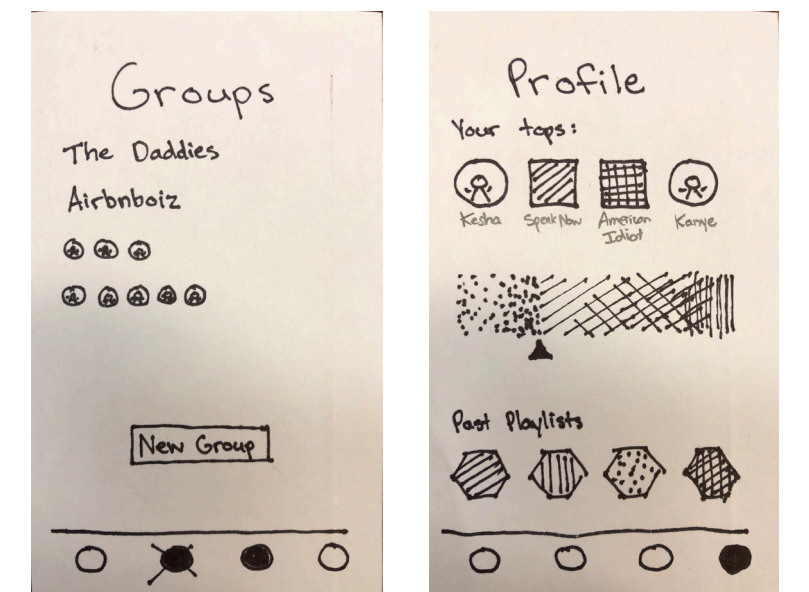
People feel uncomfortable sharing their music with others.

Process

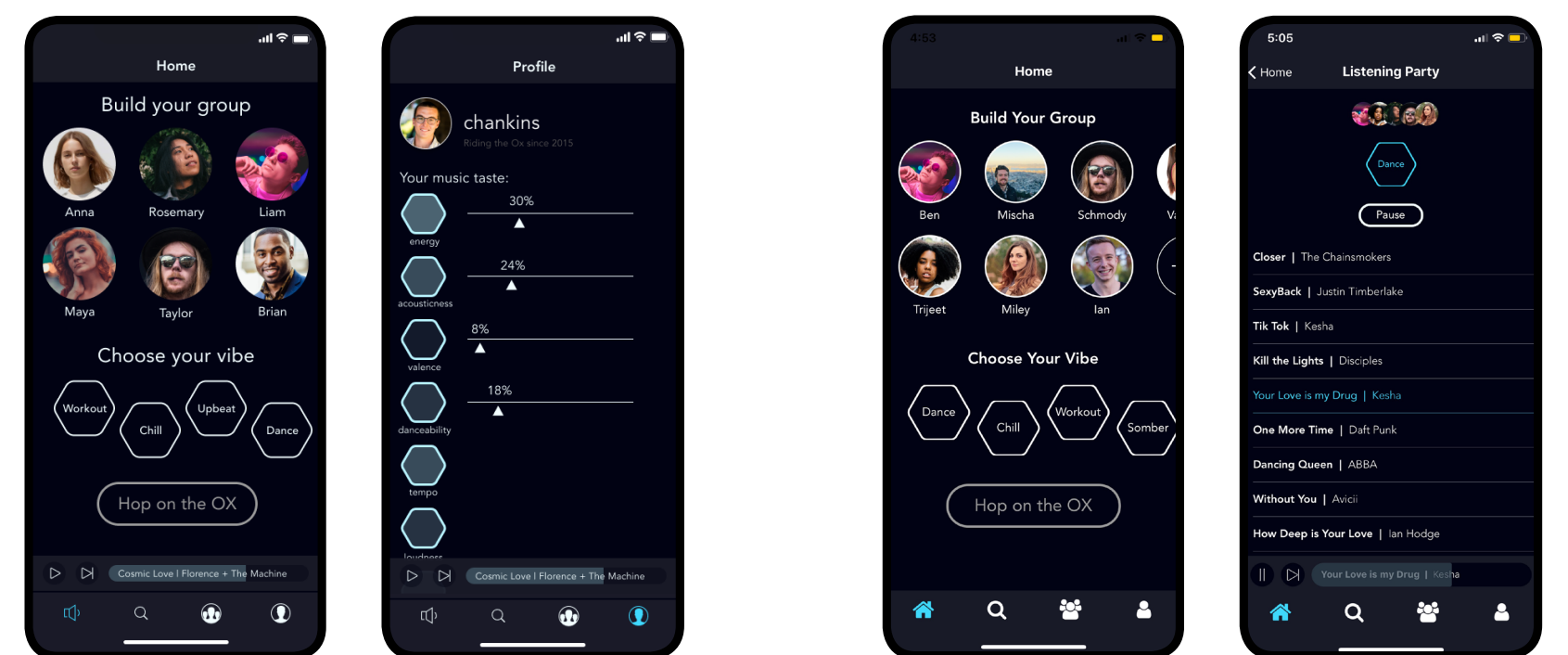
Through needfinding interviews and heuristic evaluations, we found that people want to share their music; they simply fear judgment while not knowing what others will like.

Solution

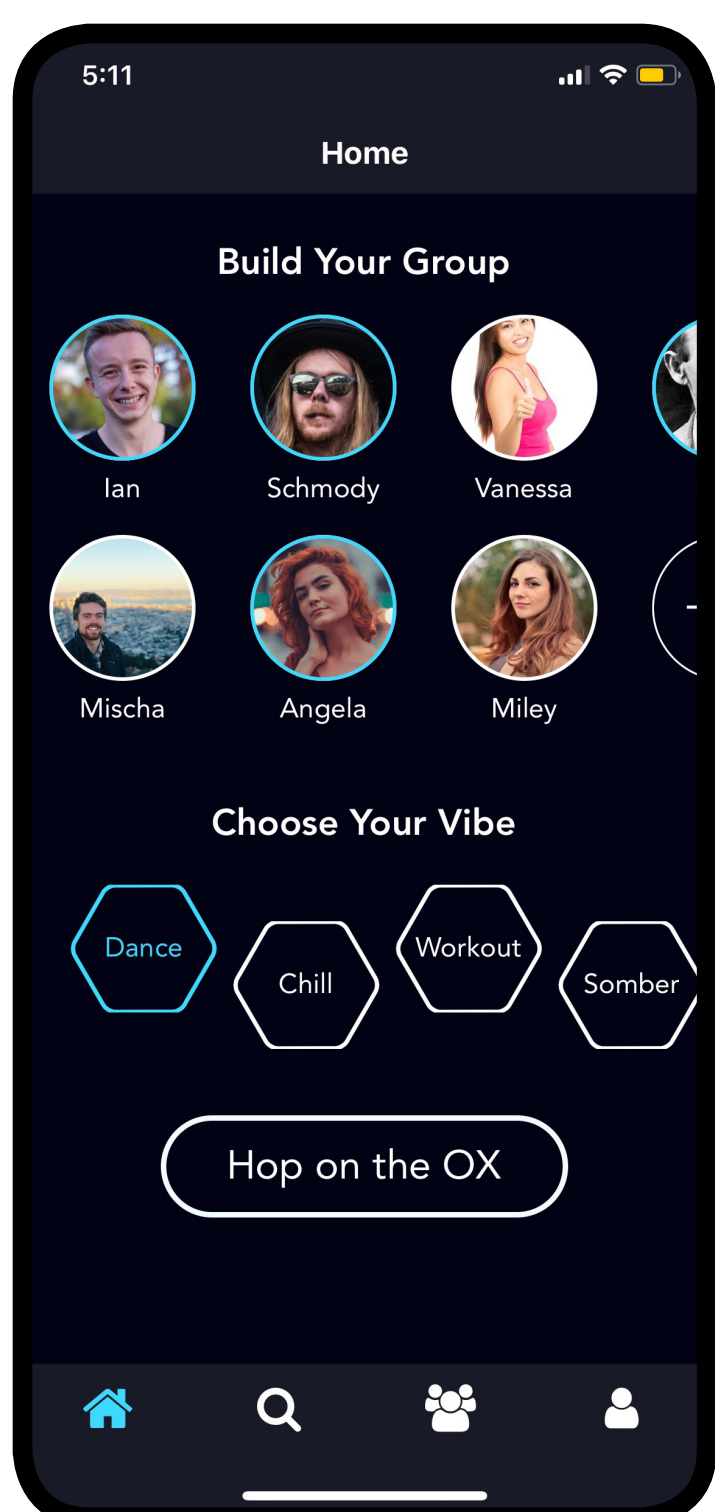
Through automated the music selection process, OX hopes to empower users to take control of shared listening experiences.



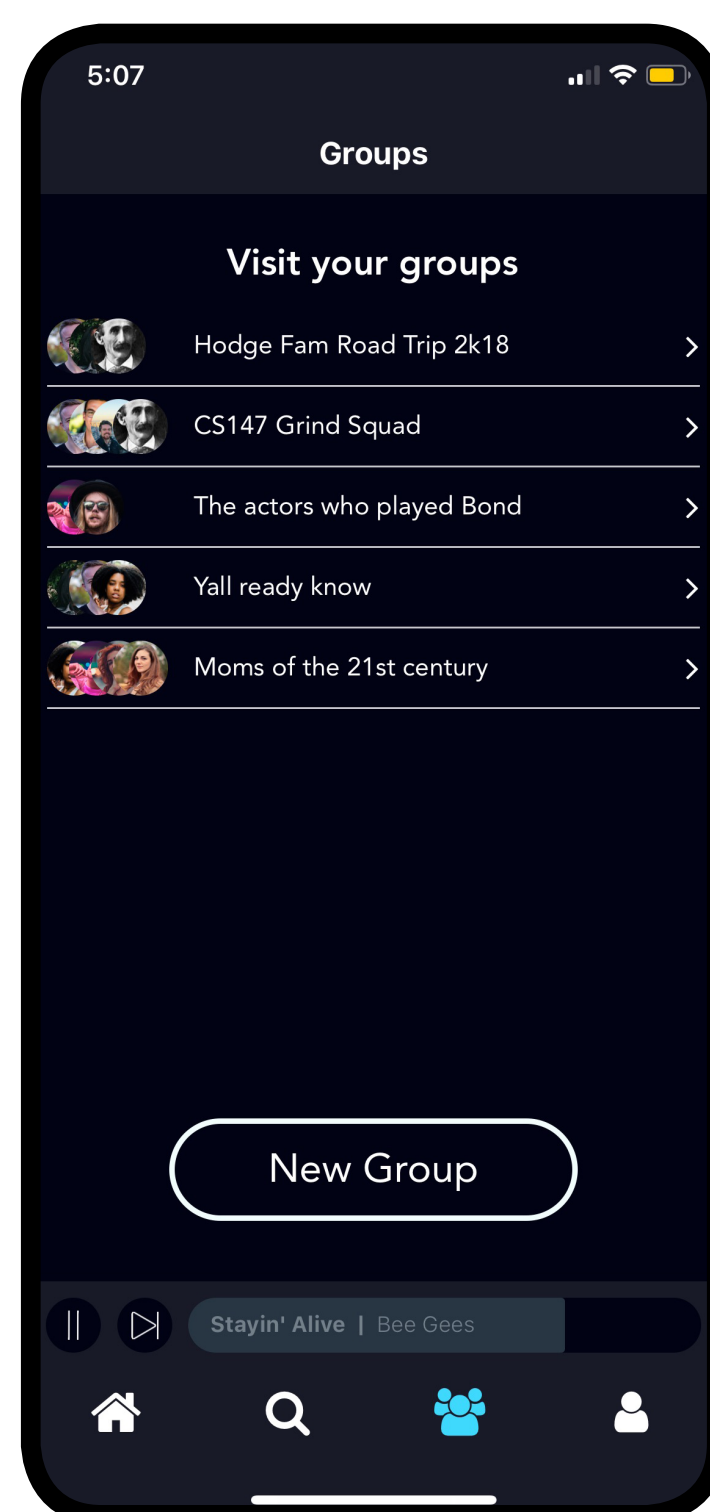
"When someone hands me the aux, I automatically say no..."



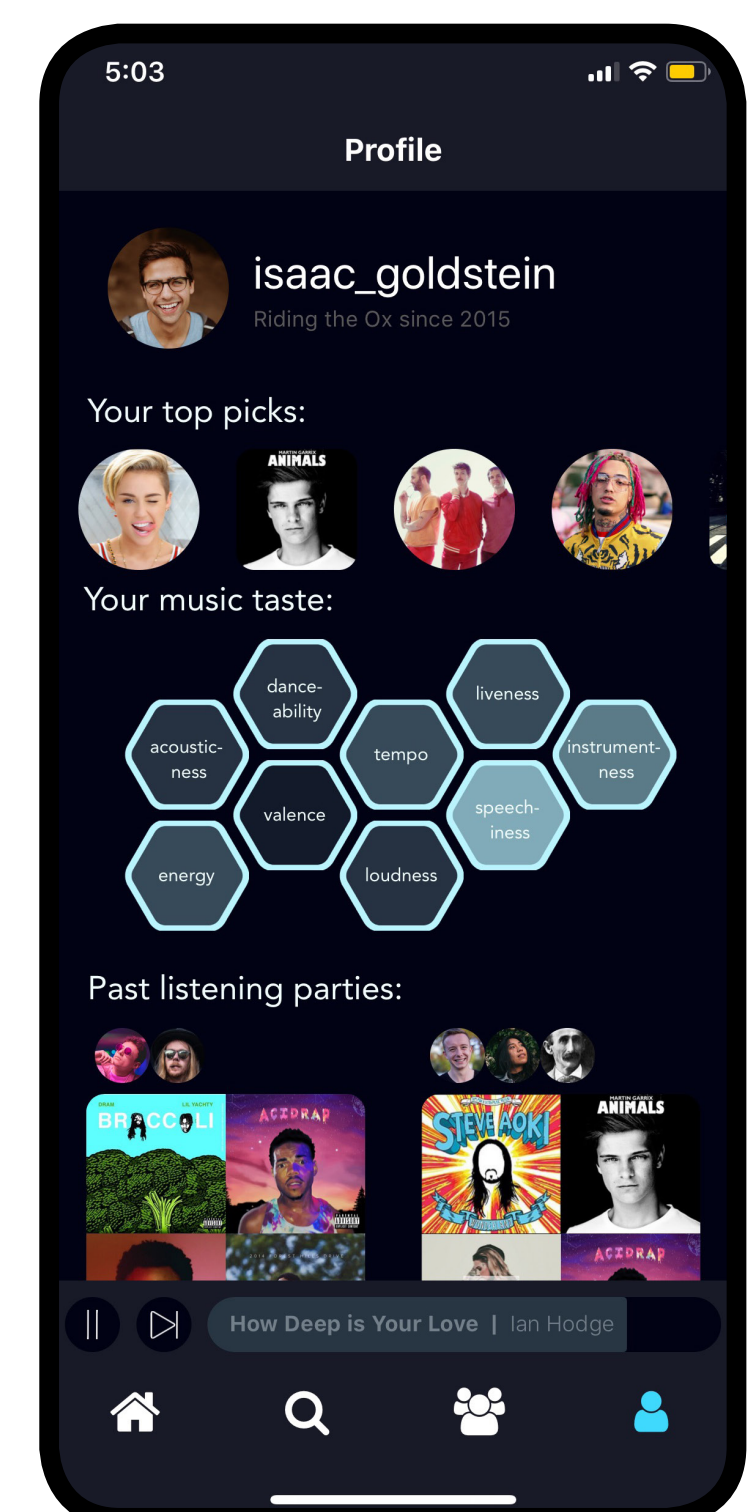
Key Features



Hop on the aux



Build listening groups



Discover music taste