

# POV and Experience Prototypes

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Problem Domain:

Help music creators best practice  
their art

Initial POV

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**We met** Jay, an experienced funk guitarist, at the Guitar Center. **We were amazed to realize** that despite saying he had no free time, he spent hours playing at the Guitar Center when his objective was simply to buy a distortion pedal. **It would be game changing** to shift his mindset from thinking of playing the guitar as a time-consuming, energy-taxing activity to a relaxing activity.

Initial POV

# Additional Needfinding Results

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# Gary

- Who?
  - Pianist and owner of the Record Man in Redwood City
- Why?
  - He was wearing a cool eye patch!
- Where?
  - The Record Man in Redwood City
- Insights
  - He feels that the new generation of musicians are disinterested in older music genres and try to create original sound without reference to other artists



# Ofir

- Who?
  - Music and Drama Major at UC Berkeley
- Why?
  - We found her singing a beautiful tune on the street
- Where?
  - UC Berkeley
- Insights
  - She feels frustration for not being able to find people with a similar passion for music



# Dave

- Who?
  - Novice Guitar Player
- Why?
  - Dominated the room with his strong personality
- Where?
  - Gelb's Music Shop in San Mateo
- Insights
  - Dave doesn't use online resources but rather learns via one-on-one lesson and by listening to his idols play





# Laura

- Who?
  - Music Major from St. Joseph University
- Why?
  - Employee at Gryphon Stringed Instruments
- Where?
  - Gryphon Stringed Instruments
- Insights:
  - Laura said that she found it difficult to rehearse because she had nothing to practice for



# 3 Revised POVs

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**We met** Jay, an experienced funk guitarist, at the Guitar Center. **We were amazed to realize that** despite saying he had no free time, he spent hours playing at the Guitar Center when his objective was to just buy a distortion pedal. **It would be game changing** to shift his mindset from thinking of playing the guitar as a general health requirement.

POV #1

**We met** Carlos and Jose, two San Jose State students who play classical jazz guitar. Carlos is an intermediate guitar player and Jose is a beginner guitar player. **We were amazed to realize that** while they practiced a lot individually, they struggled to come together to rehearse songs so their performances were inconsistent. **It would be game changing to** guide musicians in collaboration practices in order to provide them with consistent rehearsals.

POV #2

**We met** Troy and Laura. Troy is an expert drummer we met at the Guitar Center and Laura has a Music B.A. from Saint Joseph's University and currently works at Gryphon Stringed Instruments. **We were amazed to realize that** despite their dedication to music, they feel as if music is not as important to them anymore because they have nothing to practice for. **It would be game changing to** make musicians see practice not as a means to an end but as a means in itself.

POV #3

# Top 3 HMW Statements

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**It would be game changing to** guide musicians in collaboration practices in order to provide them with consistent rehearsals with others

How might we make **low-commitment, easy-access,** and **quick-decision** collaboration happen?

HMW #1

**It would be game changing to** guide musicians in collaboration practices in order to provide them with consistent rehearsals with others

How might we **integrate musicians** and **non-musicians** into an inspiring jam session?

HMW #2

**It would be game changing to** make musicians see practice not as a means to an end but as a means in itself

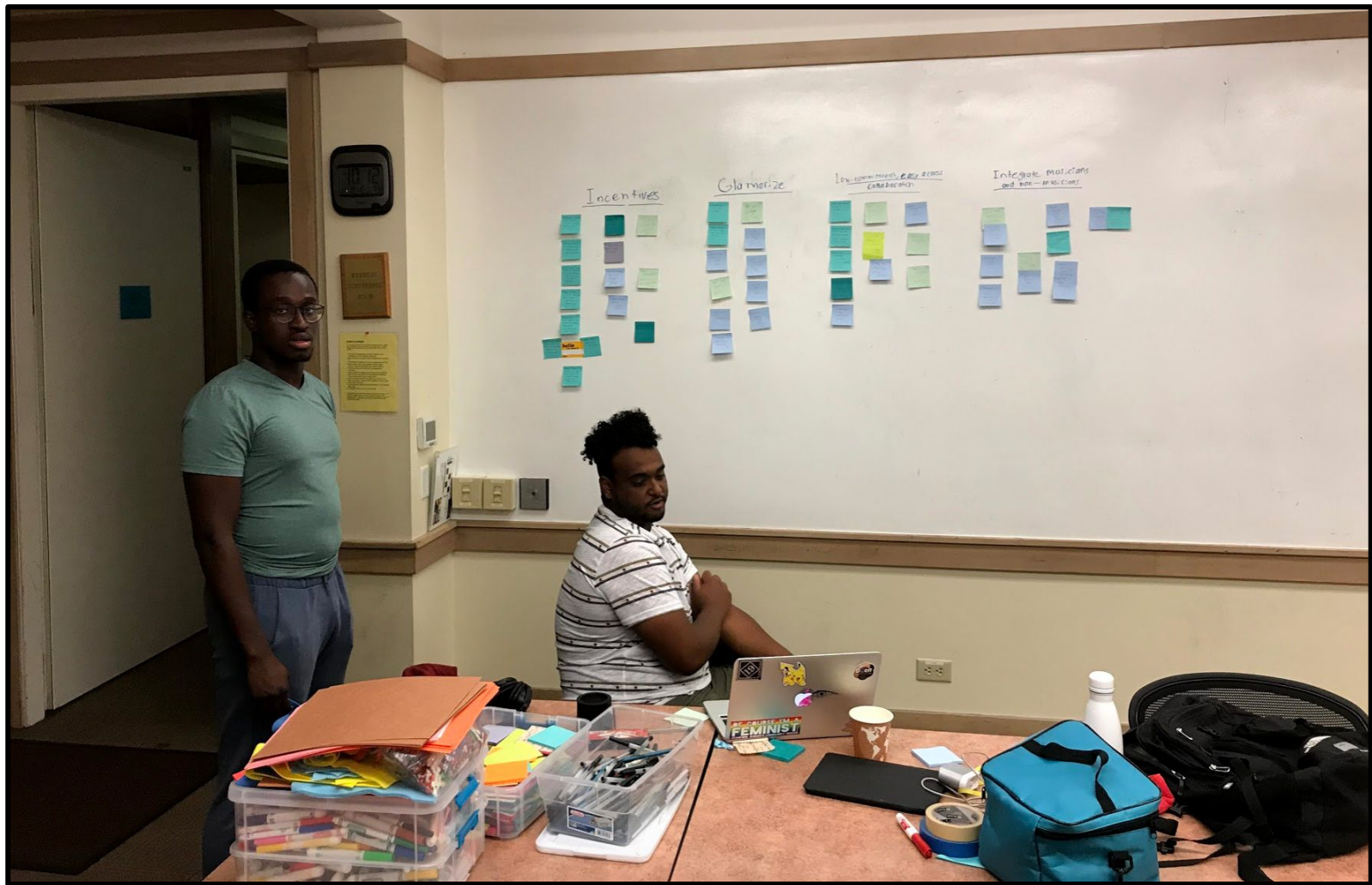
How might we **incentivize practice** in a way that makes it **addicting**?

HMW #3

# 3 Experience Prototypes

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Incentives

Sticky notes under the 'Incentives' heading, including a yellow note with the word 'value'.

Glomerize

Sticky notes under the 'Glomerize' heading.

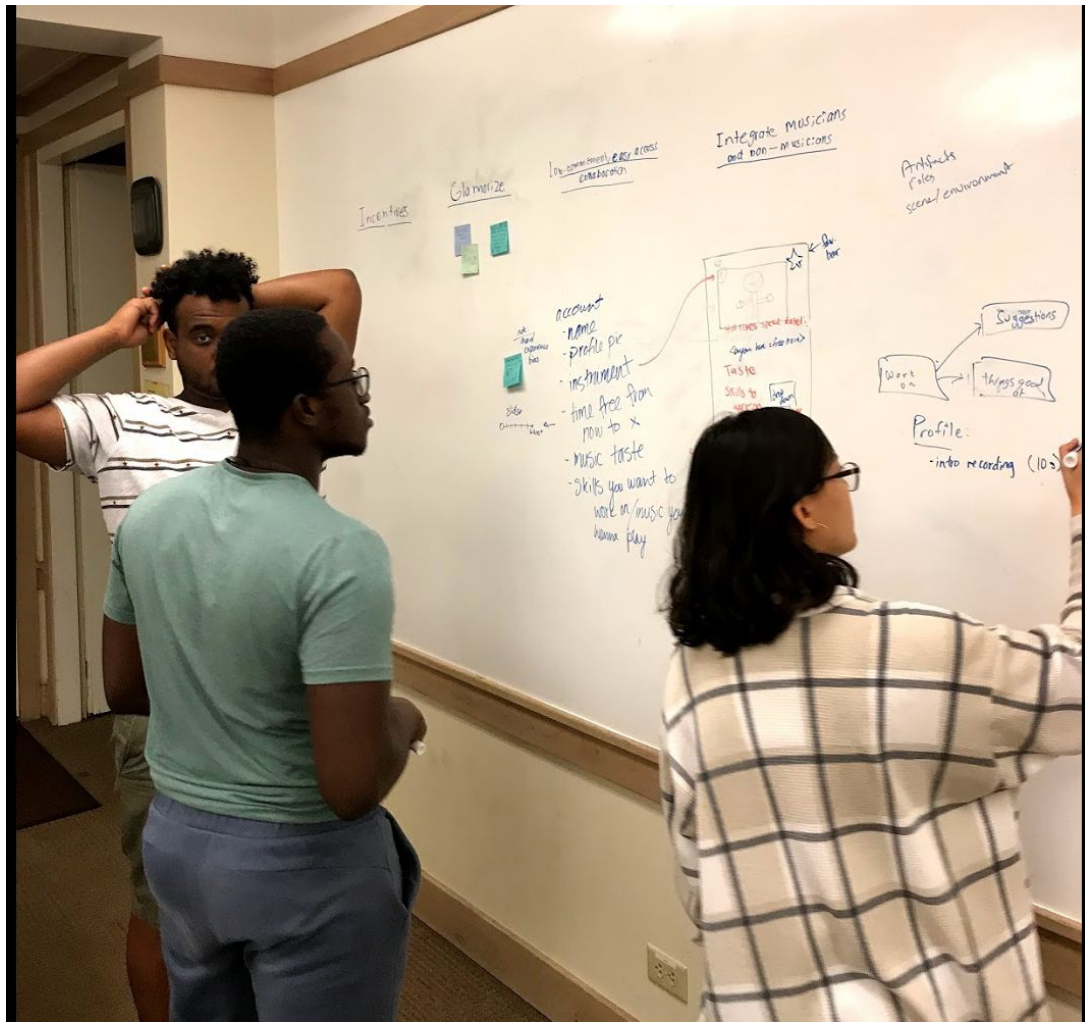
Low-Complexity, Early-Stage Campaigns

Sticky notes under the 'Low-Complexity, Early-Stage Campaigns' heading.

Integrate researchers and non-researchers

Sticky notes under the 'Integrate researchers and non-researchers' heading.

FEMINIST



Incentives

Globalize

Low overhead, easy access collaboration

Integrate musicians and non-musicians

Artifacts  
roles  
social environment

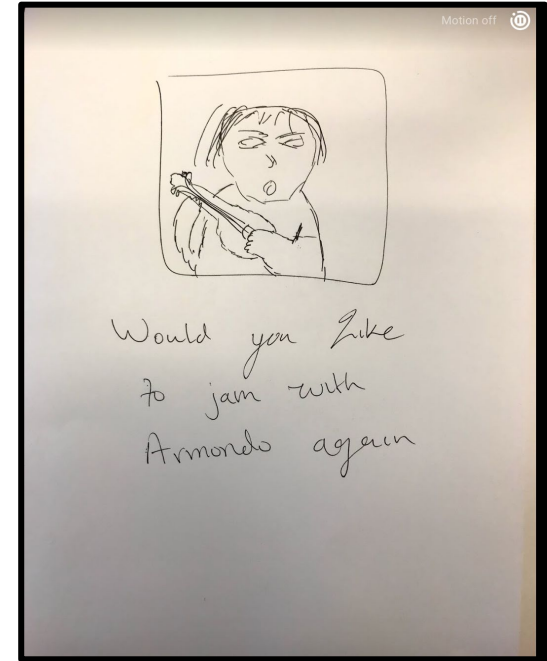
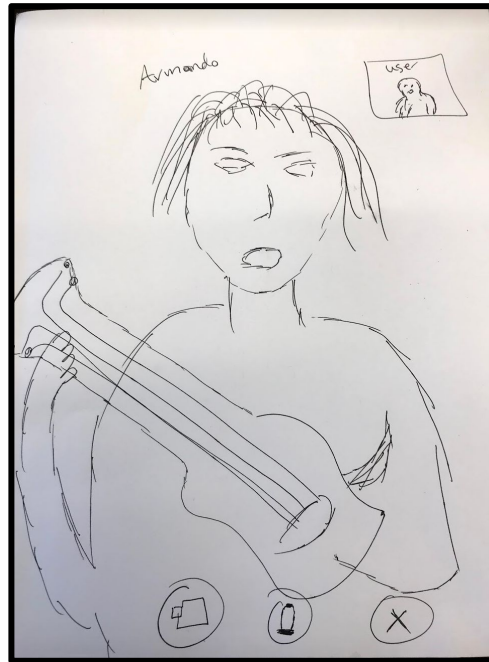
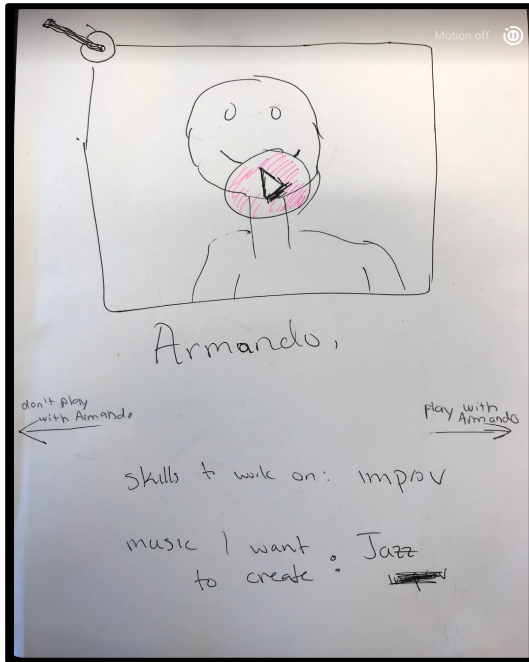
- accounts
- name
  - profile pic
  - instrument
  - time free from now to x
  - music taste
  - skills you want to have or music you want to play



Profile:

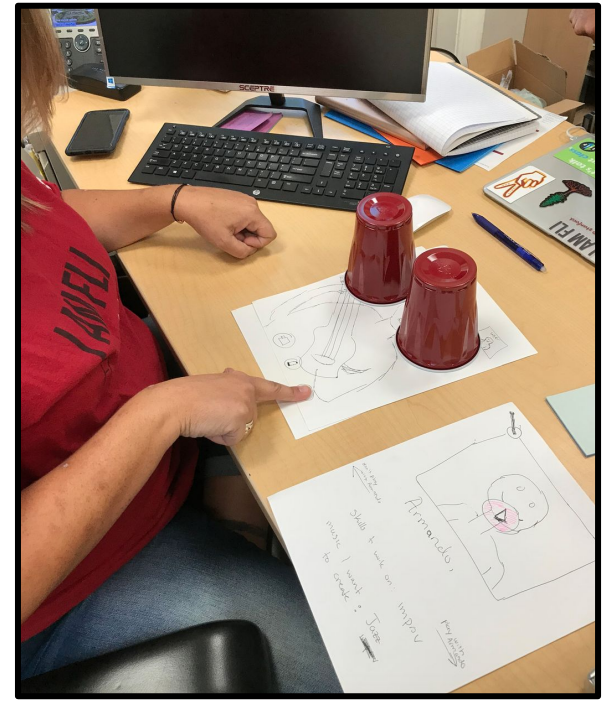
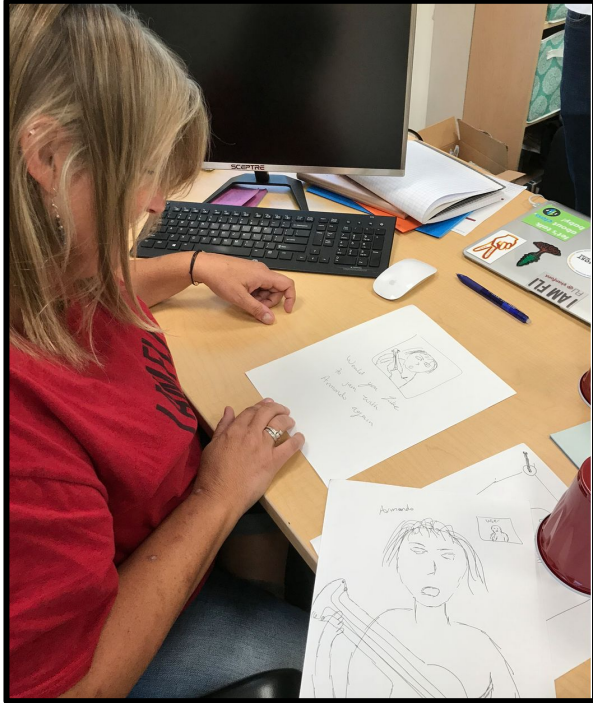
- into recording (10)

# Prototype #1: Virtual Speed Collaboration





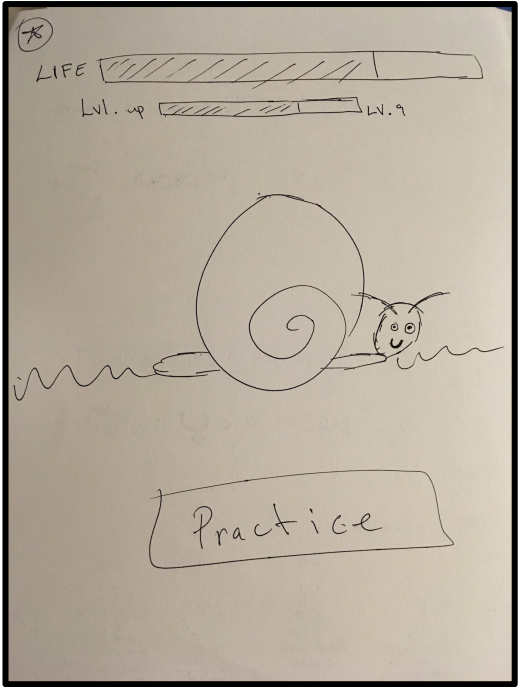
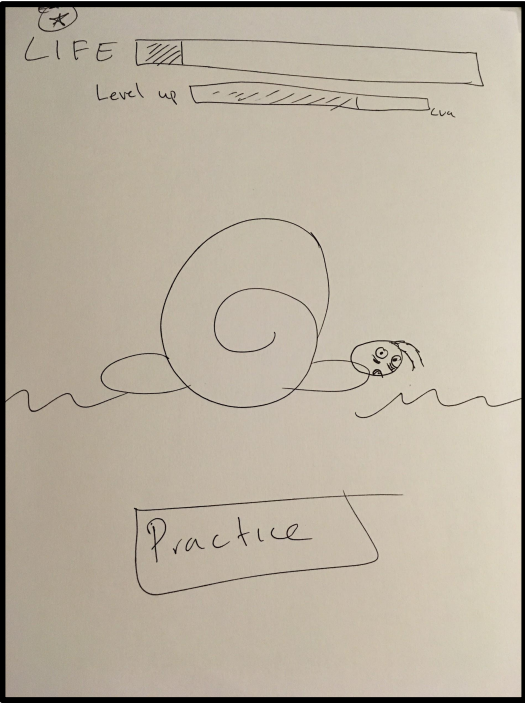
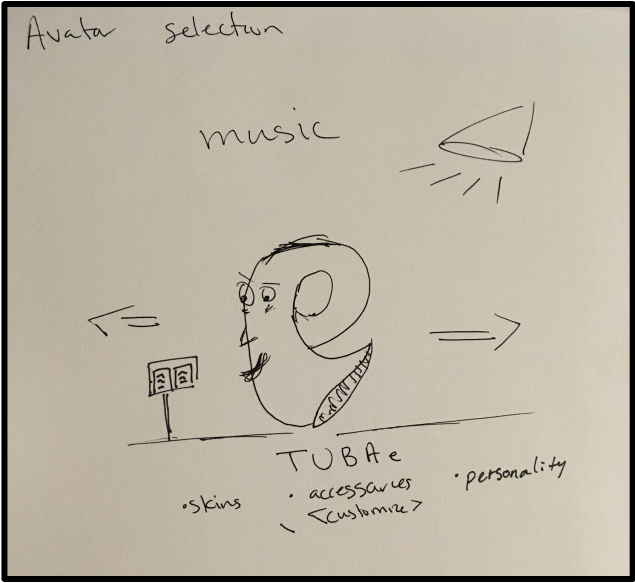
# Adriana



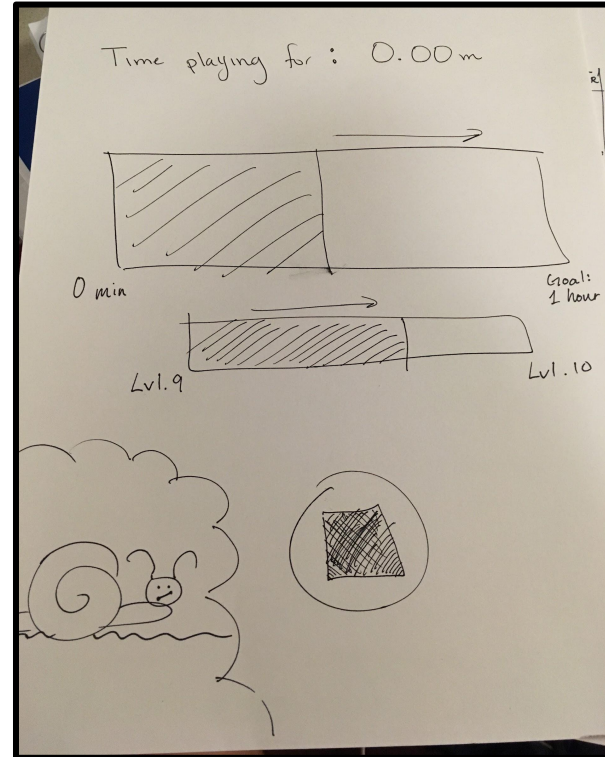
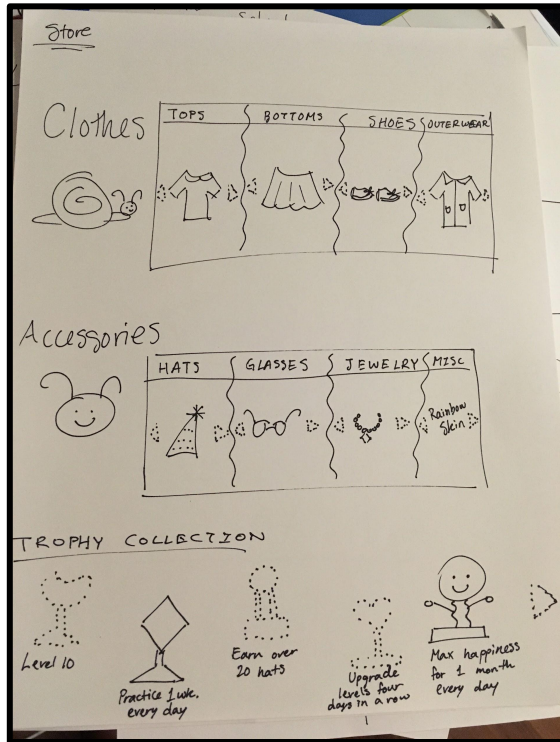
# Results for Experience Prototype #1

- What they liked:
  - Quick & intuitive
  - Time-flexible
- What they didn't like:
  - Concerned about creepers on the app
- Suggestions:
  - Recording function within the video chat feature

# Prototype #2: Digital Pet



# Prototype #2 Cont.



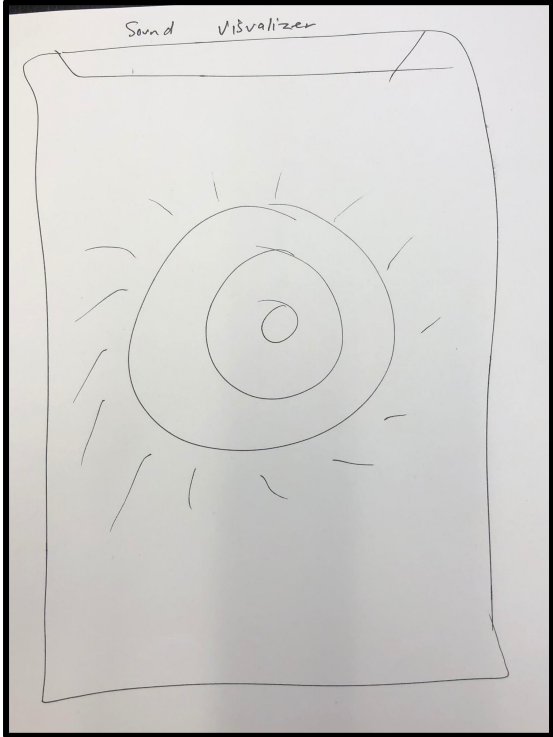
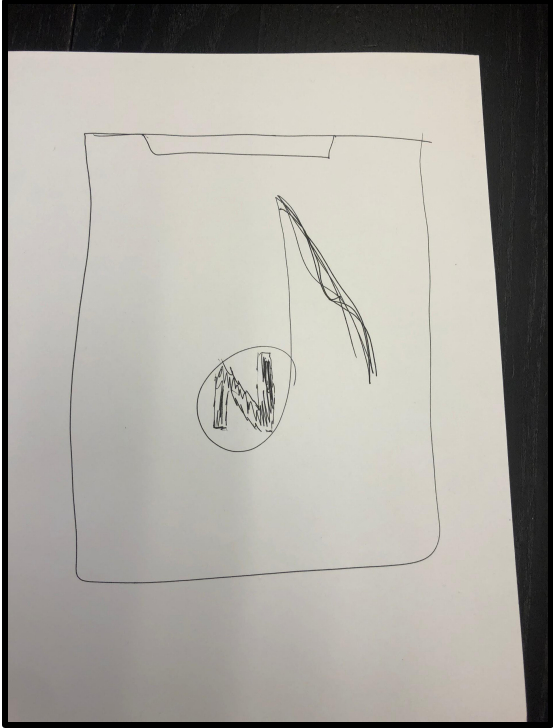
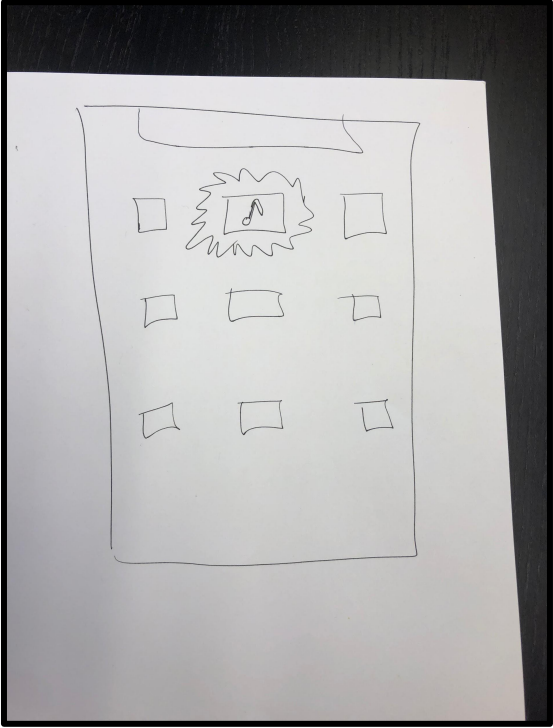
# Ahtziri



# Results for Experience Prototype #2

- What they liked:
  - General concept of the digital pet
  - Reward system of clothing accessories and trophies
- What they didn't like:
  - Was confused by the level up bar in practice interface
- Suggestions:
  - More practicality: add a metronome feature
  - More interactiveness: add music related games you can play with the avatar

# Prototype #3: Practice Lock



# Results for Experience Prototype #3

- What they liked:
  - Liked the concept itself of making practice more of a habit than thinking about it heavily
- What they didn't like:
  - It can get annoying to unlock apps by playing music
- Suggestions:
  - Having an option to turn the app on or off (optional disablement)



# Summary

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# Summary

- We learned that people prioritize the **low-commitment** prototype #1 due to their lack of time
- Moving forward, we would like to continue iterating on this prototype and including a health component through a human-to-human interaction lens