

CS 147 - Arts and Culture Studio

POVs and Experience Prototypes

Introduction



Abanezer Sisay, Arkira Chantaratananond, Armando Bañuelos, and McDavis Ansere

Problem Domain

Help music creators best practice their art

Preliminary POV

We met Jay, an experienced funk guitarist, at the Guitar Center. We were surprised 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 time-consuming, energy-taxing activity to a relaxing activity.

Additional Needfinding Results



Gary - Record Man

We met Gary, the owner of the Record Man shop in Redwood City and long-time pianist. Gary noted that he feels that the younger generation of musicians often look back at older genres of music with disinterest and try to create original sound without reference to other artists.

We met Laura, a music major graduate from St. Joseph's University who works at Gryphon Stringed Instruments in Menlo Park. Laura struggles with creating structured time to play music because she had nothing to practice for.



Ofir - Berkeley University

We met Ofir, a music production major at Berkeley University. For Ofir, she described how music went beyond auditory expression: "Drama and music are my loves. I love to see the visual combination of auditory and visual beauty." Ofir feels frustration for not being able to find people with a similar passion for music..



Dave - Gelb's Music Shop

We met Dave, a novice guitar player who has been playing for 3 months at Gelb's Music Shop in San Mateo. When it comes to practicing music, Dave tries not to use online resources but rather learns through one-on-one lessons and by listening to his idols' recordings.

Top 3 POVs and Their HMW's

POV 1 - We met Jay, an experienced funk guitarist, at the Guitar Center. We were surprised 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 time-consuming, energy-taxing activity to a relaxing activity.

POV 1's HMW

1. HMW rephrase music as a way to give energy to people?
2. HMW make society value making music more in order to prevent people from minimizing its emotional importance?

POV 2 - We met Carlos and Jose, two San Jose State students who play classical jazz guitar. Carlos is a intermediate guitar player and Jose is a beginning 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 with others.

POV 2's HMW

1. **HMW make low-commitment, easy-access, quick-decision collaboration happen?**
2. **HMW we integrate musicians and non-musicians into an inspiring jam session?**

POV 3 - We met Troy and Laura. Troy is an expert drummer we met at the Guitar Center and Laura is a Gryphon Stringed Instruments employee who has a Music B.A. from Saint Joseph's University. 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's HM

1. **HMW incentivize practicing in a way that makes it addicting?**
2. HMW integrate practice into things that people already like to do?

Top 3 HMW and Their Solutions

HMW 1 (Inspired By POV 2)

HMW make low-commitment, easy-access, quick-decision collaboration?

HMW 1's Solutions:

1. **Speed collaborations: People virtually jam out together for only five minutes.**
2. Encourage and develop tools for self-collaboration

HMW 2 (Inspired By POV 2)

HMW we integrate musicians and non-musicians into a jam session for increased inspiration?

HMW 2's Solutions

1. Incorporate Visual Artists to make art based on Musical Creator and Vice Versa
2. Allow for Musicians and Dancers can gather for live street performances

HMW 3 (Inspired By POV 3)

HMW use monetary or competition incentives when practicing?

HMW 3's Solutions

1. **Digital world: Cute animal/plant/avatar/some live digital creature that stays alive as you practice**
2. Virtual Reality Concert: Place the subject on stage.
3. **Practice Lock: A Lock Guard for apps on phone. User must play a note to unlock the app. Making practice easier and more intuitive.**

Top 3 Solutions

Solution 1

- **Speed collaborations:** Have people virtually jam out together for five minutes

Solution 2

- **Digital world:** Cute live digital creature that stays alive when you practice

Solution 3

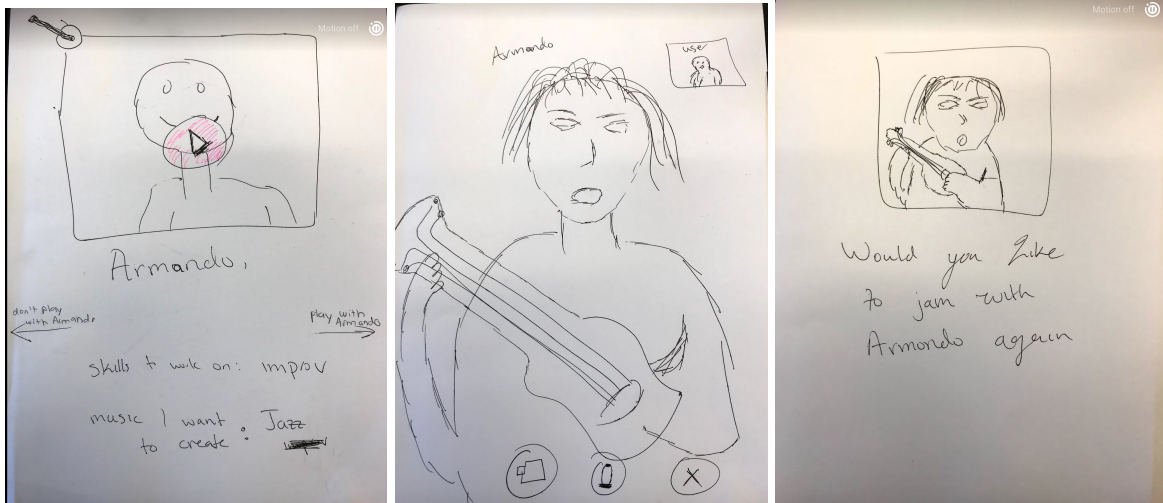
- **Practice Lock:** A lock guard for apps on user's phone - user must practice briefly to unlock their apps

Three Experience Prototypes

Prototype 1 - Virtual, Speed Collaborations

Since our project targeted creators, we made the assumption that we were working with music creators that wanted to work or jam with another person but did not have the time to do so. With this prototype, we assumed that we could make people interact with music on a semi-regular basis.

We made the prototype with pen and paper, sketching out rough ideas of the UI interface for each of the solutions.



Low-fi Prototype of Virtual Speed Collaborations

We tested the prototypes by finding people who played music and respectfully asking them to interact with the UI interface. If they choose to jam with Armando, the user would play the drums (cups) while Armando snapped to create a collaborative beat. We would then put a timer for 5 minutes (on Another User's phone), but also gave the option of the person ending it whenever (most opted for it because it was during work hours). We would then show them the last slide in which they can save their collaborator (Armando) into their favorites, so they can play whenever they are both online.

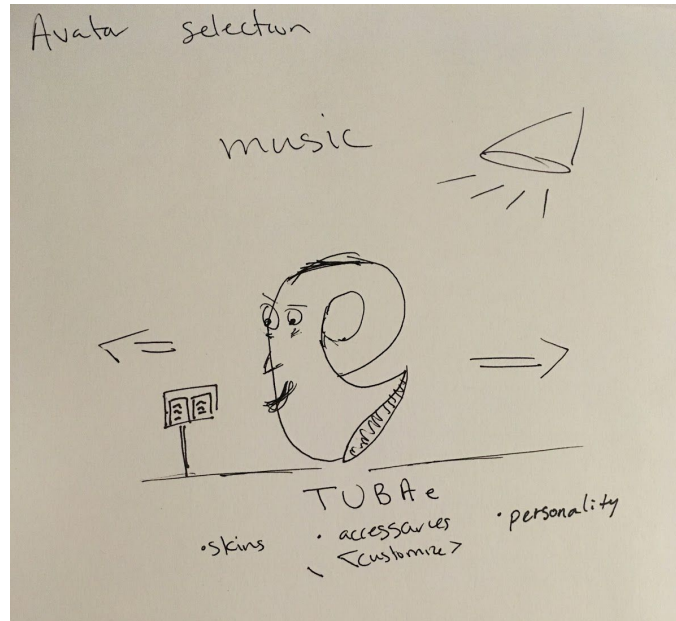
What worked was the swipe feature that asks people if they want to do a speed collab with someone, along with the user profile interface. What did not work: People didn't like to be surprised that they were suddenly Skyping a person and they weren't ready. We learned that people want to be given the flexibility to choose who they jam with and also an option to record awesome sessions with others,

The assumption is valid since we are targeting people who are musicians who will primarily use this platform. A new assumption that emerged is that musicians may not prefer online interaction rather than face-to-face interaction, but it might be a necessary sacrifice.

Prototype 2 - Digital Pet Sustained By Practice

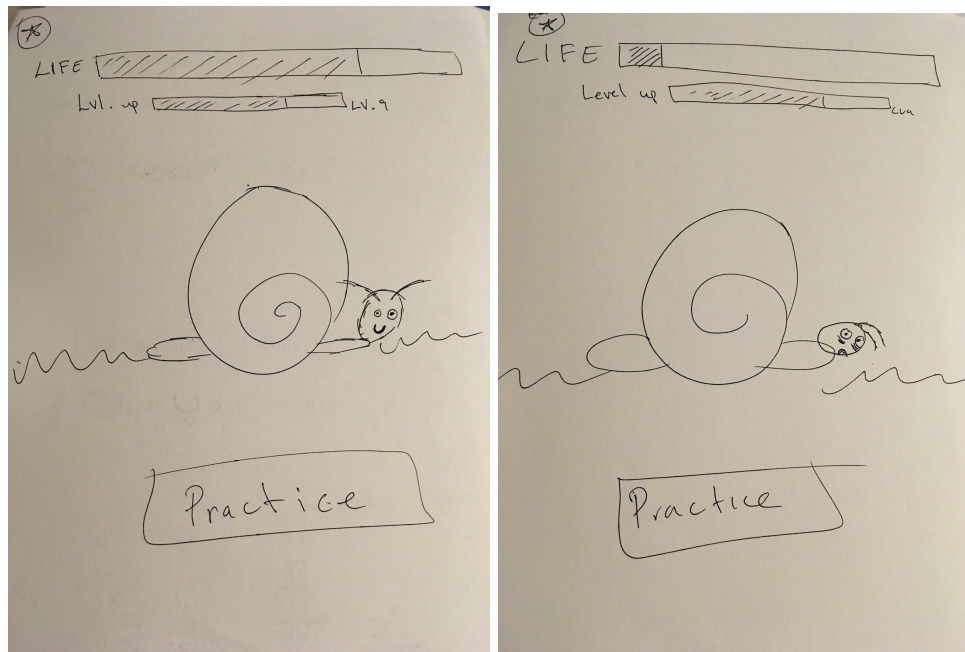
This prototype relies on the assumption that people create emotional connections with digital characters and that people like to see the evolution of those characters.

We created a prototype that allows users to have and interact with a digital creature they can customize. Users can pick from a category (animal, plant, or musical instrument) and give their avatars different skins, clothing, and unique personality traits. These pets will move around in a setting specific to them, (snails stay in gardens, tubas stay on a stage, etc).



Tuba Pet on Stage (Under "Music" Category)

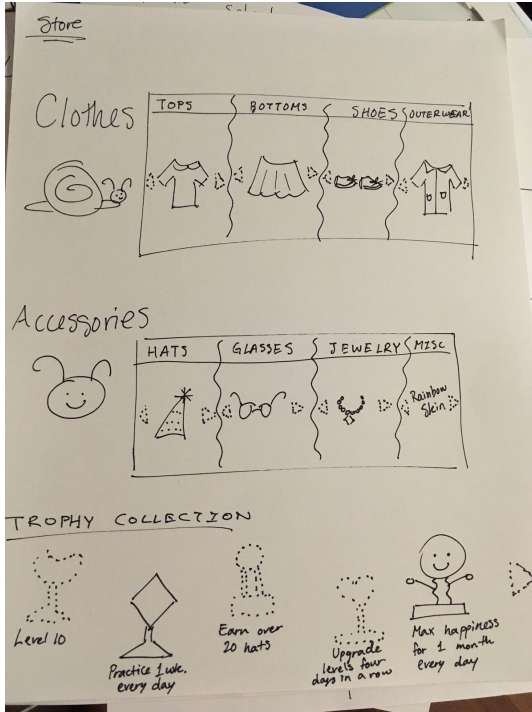
We designed the creature's happiness around how much the user practices in relation to their practicing goal - this will motivate the user to practice consistently.



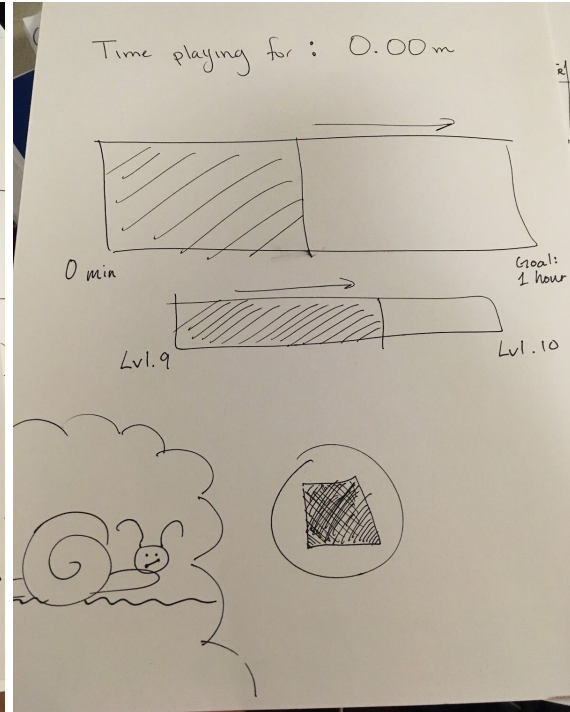
Happy Snail w/Practice

Unhappy Snail w/o Practice

Users can also level up their pet through consistent practice over time. Leveling up gives the user access to more clothing and accessories for their pet, and can help users earn collectable digital trophies.



Possible Rewards and Trophies



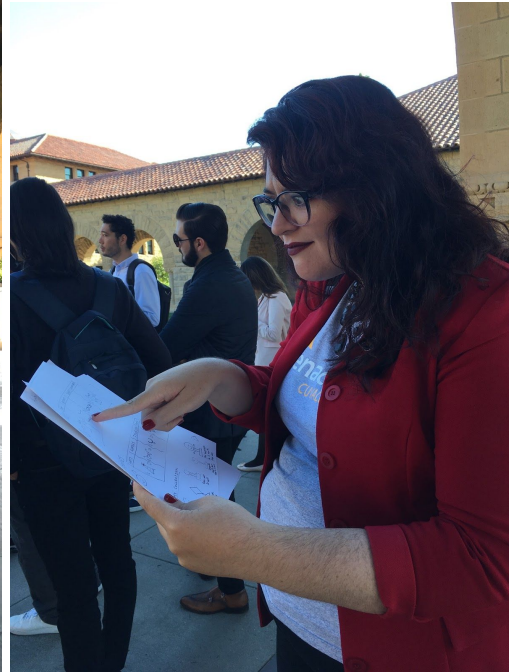
Practice Screen w/Live Pet Happiness Improvement

When users choose to practice, they will see their practice time progress as well as their avatar's level progress.

To test our prototype, we met Ahtziri, a visitor from Mexico who has been playing piano for 15 years. Ahtziri volunteered to interact with the interface and explained what she thought each feature was, along with what she expected to see. Ahtziri also gave input on her concerns, the features she would love to see, and her confusions.



Ahtziri



Ahtziri Walking Through Prototype

Ahtziri loved the concept of a digital pet and she really empathized with the creature when she saw that it got sad without practice. Ahtziri also liked the reward system with clothing, accessory and trophy bonuses because she wanted to dress up her creature more. The one feature that didn't perform very well was the level up bar on the live practice page - Ahtziri thought that once the goal was reached, the user would level up immediately. (We designed leveling up to happen only after several reached practice goals). Ahtziri explained that she wanted more practicality and interaction with the creature and suggested a metronome feature on the live practice page, as well as music-related games the pet could play along with its user.

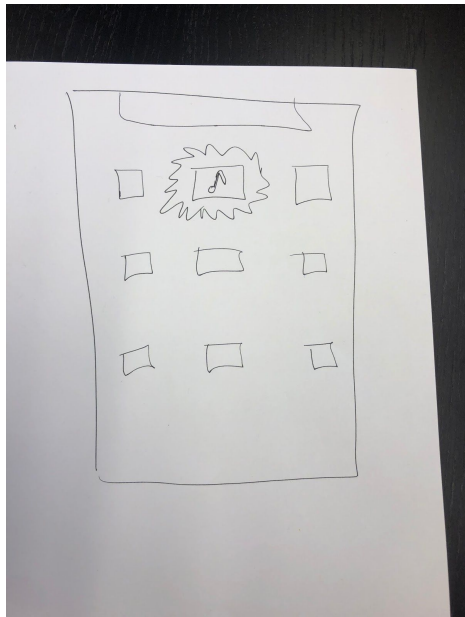
The assumptions we based this prototype around were valid, since Ahtziri showed a strong connection to the pet after she learned that she could pick the creature and personalize it. A new assumption that arose was that we assumed the novelty of having a pet that moves around would be enough to entertain the user.

Prototype 3: Music Unlock Feature

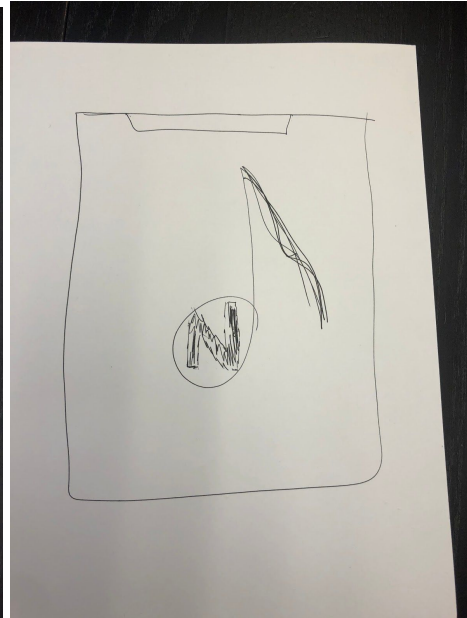
When first creating the prototype, we assumed that users had applications they like using but would want to refrain from using too often (such Facebook or Netflix). We also assumed that given the motivation, users would practice as a way of limiting their app usage/as a way of working towards the reward of using the app. Overall, we tried to create an environment where playing music is done before lower priorities.

The main concept of the app is for users to unlock applications on their phones with music practice. In order to unlock the phone, users must play a riff, chord, etc. to unlock specific apps (all set in the settings).

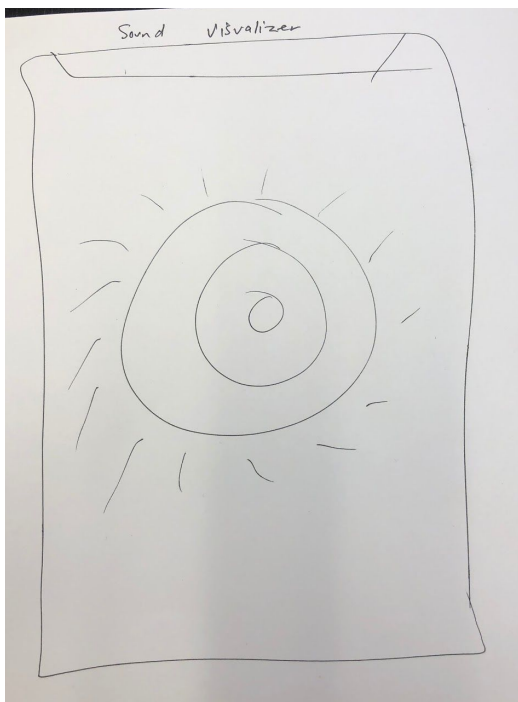
When testing the prototype, we talked to musicians and non-musicians. We presented the UI to both and noticed that the next step wasn't intuitive. However, what did work was having the user consider practicing before opening up the Netflix App. We also learned that we should display the original application's Icon instead of a musical note; we need to make exceptions for times in which the user doesn't have instrument access.



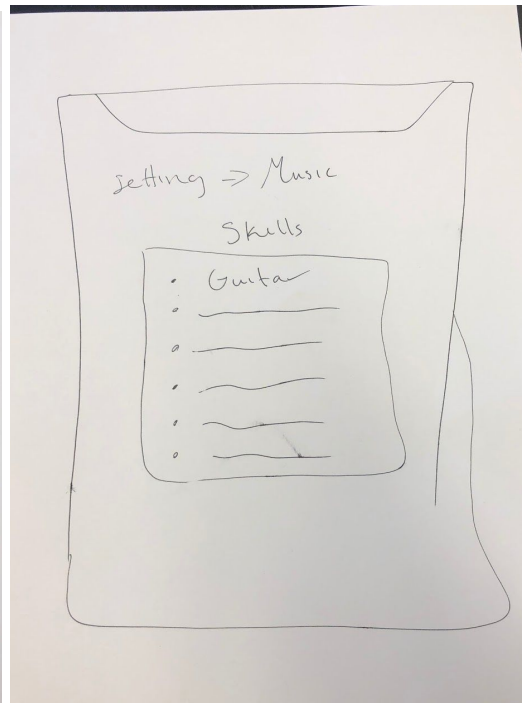
Initial Home Page



Opening A Locked Netflix App



Sound Visualizer When Practicing



Unlock Apps w/Musical Skills Selected Here

Our assumptions were valid. Our tester had applications they wanted use less and prioritize practicing more.

_____ *Best Prototype Moving*
Forward _____

We believe that prototype #1 (virtual speed collaboration) is the best prototype. From our experience prototyping, we noticed that people were incentivized to use the platform for its intuitiveness, time flexibility, and low commitment. Additionally, prototype #1 allows users to explore musical communities around the world and meet like-minded people.