

# **WALKING DOWN MEMORY LANE**

JOURNAL / MUSIC / AI

**PRESENTER:**

Vy Mai



**Vy Mai**



**Tiffany Manuel**



**Jourdann Fraser**

**emotional  
journeys  
+  
memories as a  
form of time  
travel**

**initial POV**

## WE MET...

**Jiamin**, who defines “strong memories” as memories that are associated with strong emotions/feelings

## WE WERE AMAZED TO REALIZE...

that **her favorite place** gives her the **same feeling** that she experienced during **her favorite memory**

## IT WOULD BE GAME CHANGING TO...

help her **connect** other strong feelings to other places/memories

**have trouble  
remembering**

**vs**

**actively  
records  
memories**

# meet our interviewees



**Joyce Beattie**



**Sharon Liu**



**Cary Huang**

moved 7  
times in  
the past 6  
years



gradual  
memory  
loss

**Joyce Beattie**

Her aunt  
has  
Alzheimer's



reminds  
aunt  
through  
WeChat

**Sharon Liu**

\*preferred to not be photographed



YouTuber/  
vlogger



loves  
looking at  
past  
photos  
and videos

**Cary Huang**

**revised POVs**

# WE MET...

**Cary**, a YouTuber who enjoys re-watching his vlogs about his daily life

# WE WERE AMAZED TO REALIZE...

he doesn't use other **social media** platforms (i.e Facebook and Twitter) because it was **difficult to navigate** to older memories

# IT WOULD BE GAME CHANGING TO...

give people an **easy way** to access their memories from the past

# WE MET...

**Jiamin**, a millennial that does not use social media

# WE WERE AMAZED TO REALIZE...

that despite wanting to capture her memories, she would **rather be more present** and in the moment than **take a second to snap a photo**

# IT WOULD BE GAME CHANGING TO...

give her a **non-disruptive**, or even hands-free, way to capture her memories

# WE MET...

**Will**, a Filipino-American that lives in San Francisco

# WE WERE AMAZED TO REALIZE...

that **his favorite place** in San Francisco gives him the **same feeling** that he experienced during his **favorite memory**, watching fireworks in the Philippines as a child

# IT WOULD BE GAME CHANGING TO...

help him **discover** more places in San Francisco that **remind him of home**

# how might we...

- make revisiting memories a personal learning experience?

**(Cary's POV)**

- find a new way of capturing memories, focusing on our senses?

**(Cary's POV)**

- create an interactive/hands-free way to help you feel more in the moment while capturing a memory? **(Jiamin's POV)**

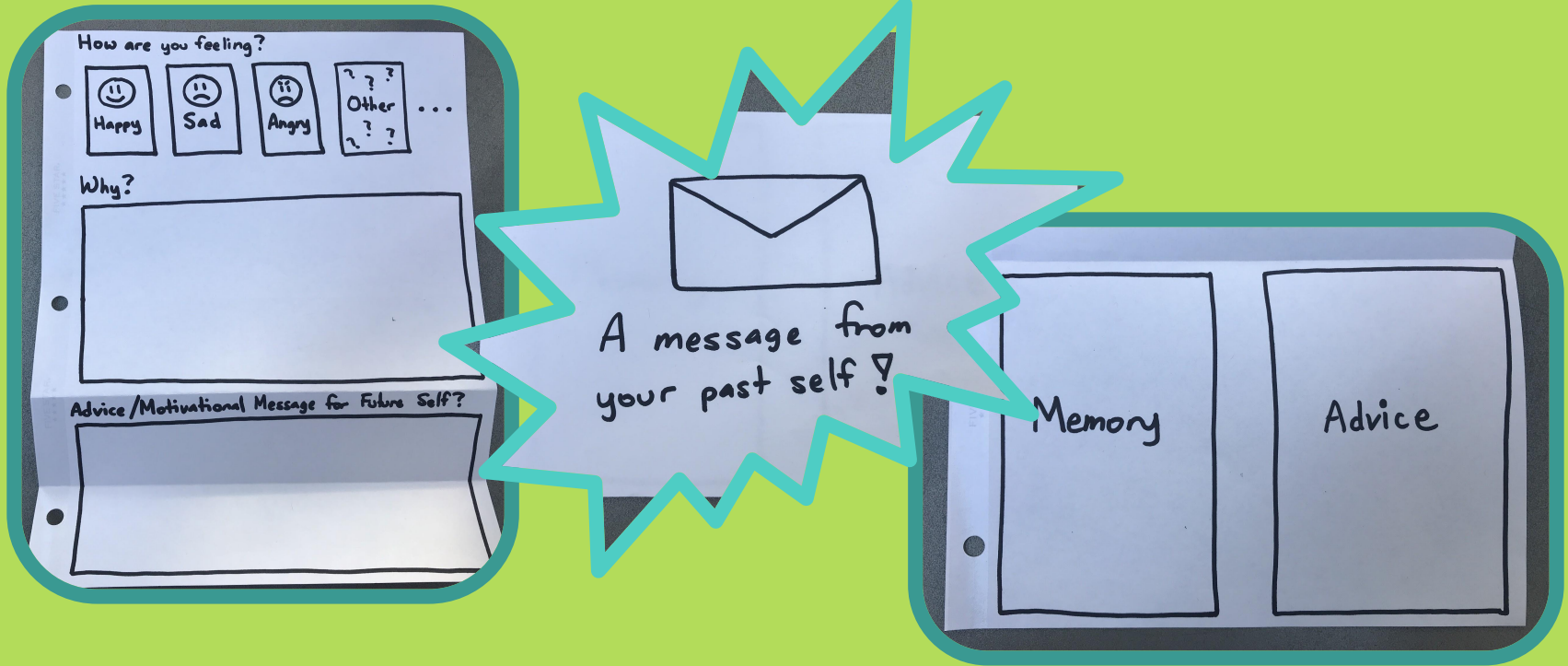
**SOLUTIONS?**

## **initial assumptions**

people want to revisit old memories and hear advice from their past self



# THE TIME TRAVEL JOURNAL



# THE TIME TRAVEL JOURNAL



## + PROS

---

- + enjoyed reading positive memory
- + past advice is helpful

# THE TIME TRAVEL JOURNAL



## - CONS

- 
- don't ask for advice right away
  - time-consuming
  - need pictures

# THE TIME TRAVEL JOURNAL



**! SURPRISES**

---

inclusion of all  
memories

VS

exclusion of negative  
memories

# THE TIME TRAVEL JOURNAL

## + NEW LEARNINGS

---

negative memories  
may not be helpful

&

timing of advice is  
crucial



## **new assumptions**

people want a “happy sad happy” sandwich of memories

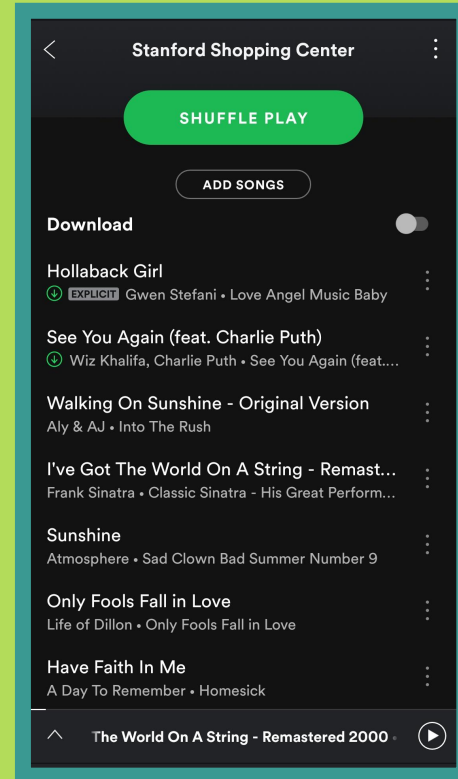
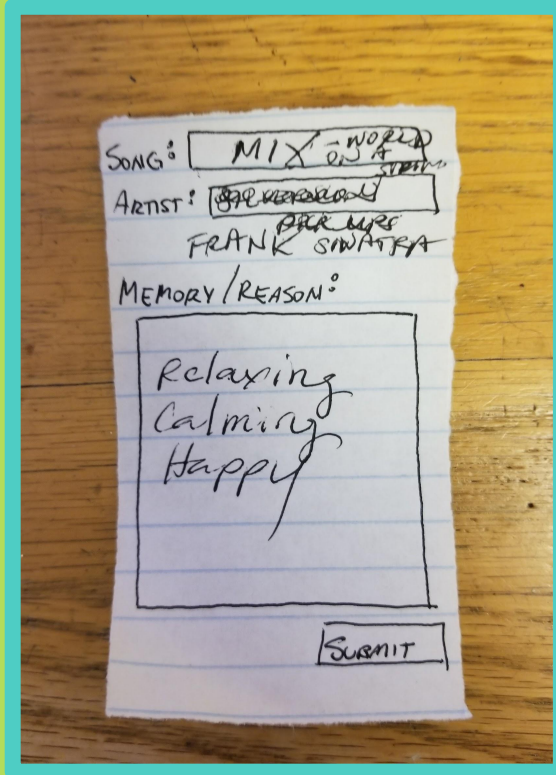
journaling is too time consuming

## **initial assumptions**

people associate music and memories with places

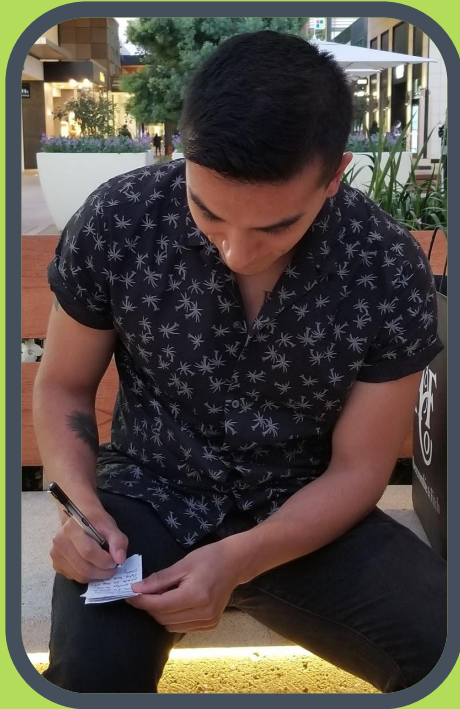
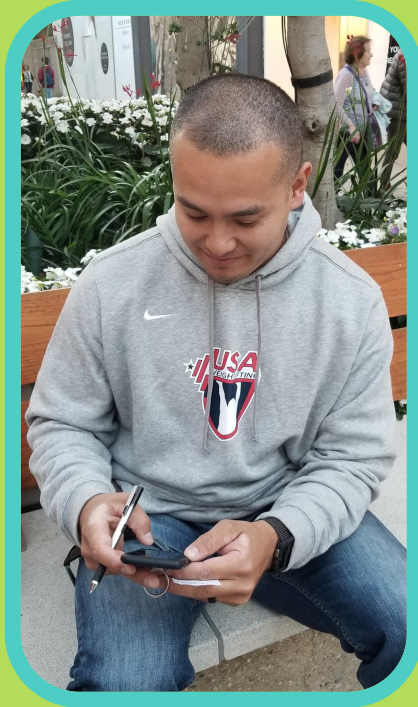
people would like to read memories from others

# WALKING DOWN MUSIC LANE





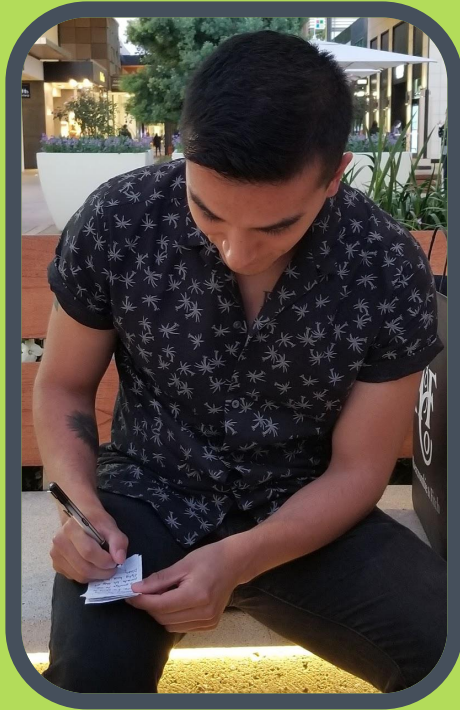
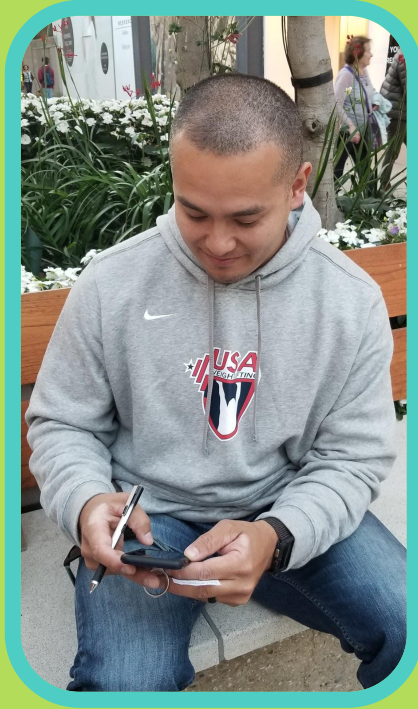
# WALKING DOWN MUSIC LANE



## + PROS +

- + everyone loved it
- + easy to understand
- + Intuitive idea
- + enjoyed reading other's memories

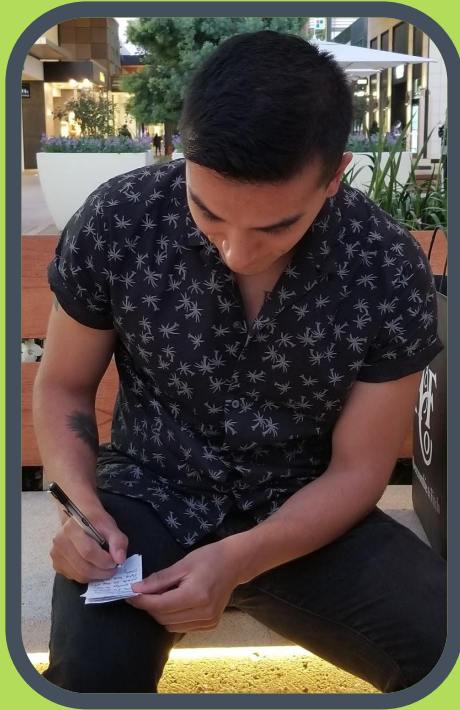
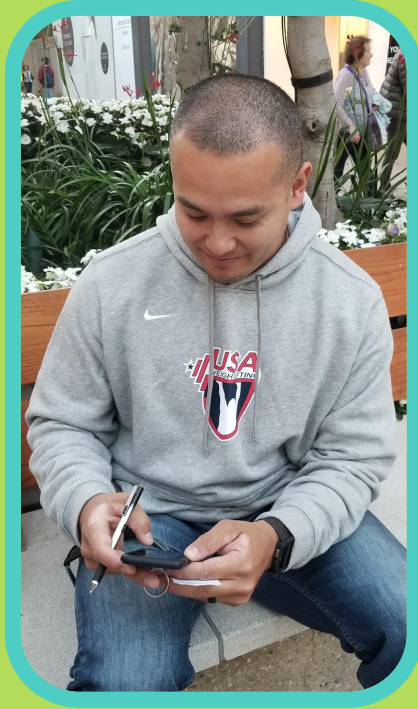
# WALKING DOWN MUSIC LANE



– CONS –

- narrow down choice with genre

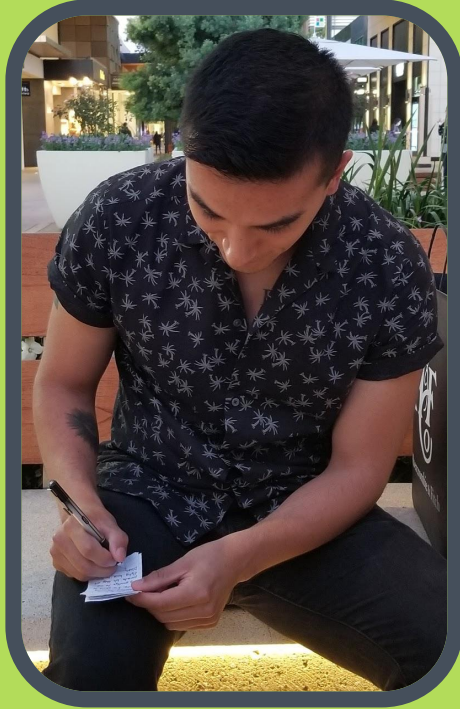
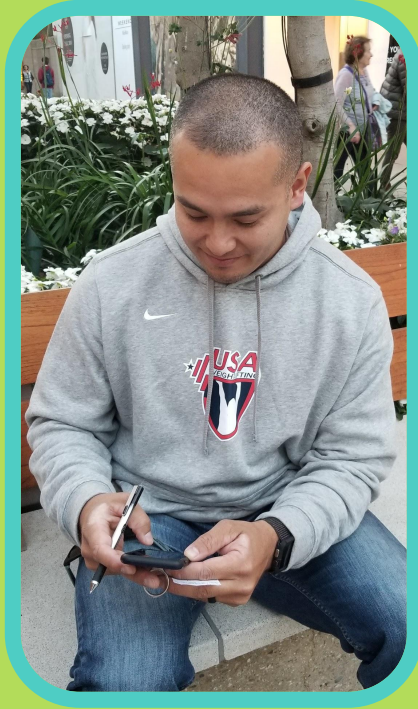
# WALKING DOWN MUSIC LANE



**! SURPRISES !**

“meter of feelings”

# WALKING DOWN MUSIC LANE



## NEW LEARNINGS

people associate music  
“moods” with locations

# WALKING DOWN MUSIC LANE

## new assumptions

a friend playlist > public playlist

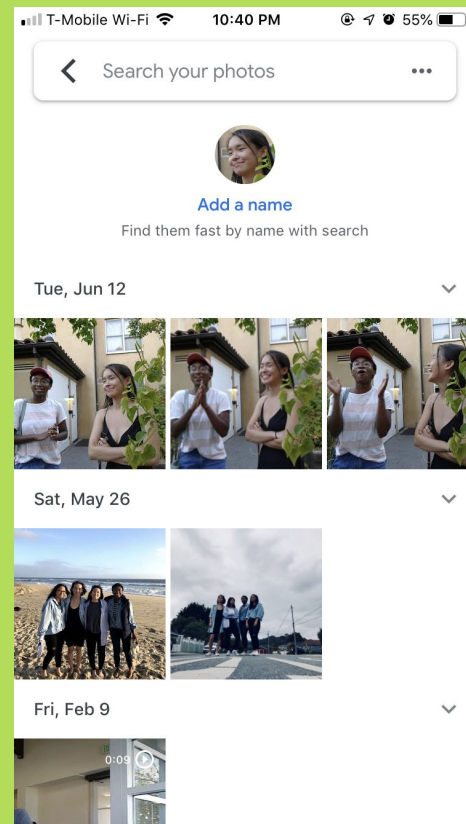
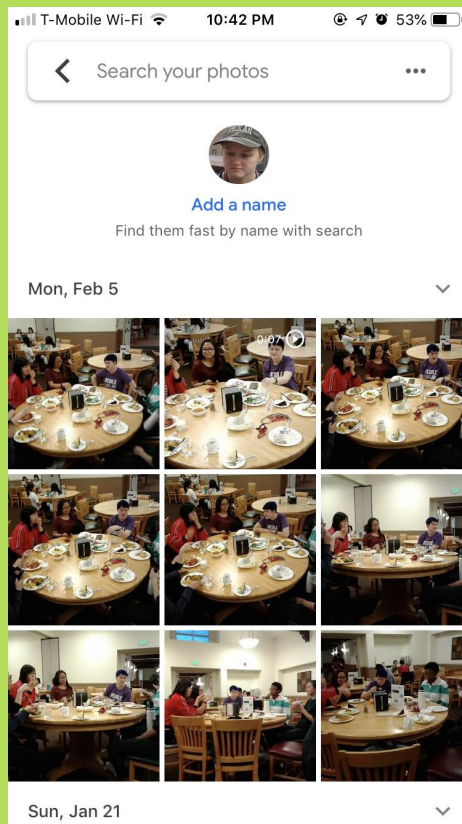
people prefer more meaningful stories

## **initial assumptions**

people wouldn't be okay with AI filtered photos

people would like attaching specific emotions to pictures

# DARK (HORSE) MEMORIES



# DARK (HORSE) IDEA

+ PROS +

+ reflection on photos





# DARK (HORSE) IDEA

## - CONS -



- concerns with use of security cameras and satellites
- privacy issues
- one word limit on describing photo

# DARK (HORSE) IDEA

**! SURPRISES !**



Jiamin would not use  
the app

# DARK (HORSE) IDEA

## NEW LEARNINGS



people would prefer  
friend-sourcing

prefer a private archive,  
but want to see photos  
of friends too

# DARK (HORSE) MEMORIES

## new assumptions

people don't want to look at photos from certain times in their past

people want to be able to “block” memories

**BEST PROTOTYPE?**

**BEST PROTOTYPE?**

**WALKING DOWN  
MUSIC LANE!!!**

**Questions?**