

# SoundPrints

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Audio spaces that connect and inspire



# Problem

Achieving goals and building great habits can be difficult, emotionally taxing work. The obstacles that people encounter along the way can make them feel hopeless and kill their motivation. This is especially true when they do not have a community to help motivate them and celebrate their achievements.

# Solution

SoundPrints is a location-based audio journaling app that enables its users to connect with and inspire one another. When at a given location, users can gain inspiration and encouragement to achieve their goals by listening to the audio recordings left by others who visited that location. By adding their own audio recordings, users can celebrate their successes and help inspire someone who follows in their “soundprint.” We hope users will re-listen to and share their favorite audio recordings with others in their community.

# Market Research: Token

- **What is Token:** Token, a past CS147 project, connects photos and videos to the location they were taken in.
- **Similarities:** Token enables users to record media (photos and videos instead of audio) and stores those recordings according to a user's location.
- **Differences:** Token focuses on re-living moments and nostalgia. However, SoundPrints focuses on using the audio recordings to not only connect, but also to motivate, encourage, and celebrate achievement. We believe that audio as a medium is best-suited to our focus, as users can listen to motivational, encouraging recordings *while* pursuing their goals.
- **What worked for them:** Well-received and unique CS147 project.
- **What didn't work:** We do not have information about constructive feedback Token received during usability testing. However, it is not currently an app, and its creators never pushed the idea into the app store. Perhaps they found it difficult to implement.

# Market Research: Journify

- **What is Journify:** Journify is an audio journaling app in which people can record their thoughts, get live transcripts, build their timeline, and track their mood based on the audio content they create.
- **Similarities:** SoundPrints is also an audio journaling app.
- **Differences:** Journify focuses on creating a space for reflection and tracking moods. SoundPrints, however, is focused on enabling people to connect, inspire each other, and celebrate their successes. Unlike Journify, SoundPrints creates a community among its users by connecting all audio recordings to a location.
- **What worked for them:** Its users find the app therapeutic, a safe space for reflection, and low effort compared to written journaling.
- **What didn't work for them:** Users complain about bugs in the app, such as the app crashing while recording. They also express confusion over how to use the mood tracker feature. Finally, the app has about 10K downloads, which is a sizable amount, but it is not popular.

# Tasks

**Simple:** Listen to audio recordings made at the location you're in.

**Moderate:** Add your own audio recording to the set of audio recordings at your location.

**Complex:** Share recordings with your friends from your daily audio digest (digest of everything you've recorded that day).

# Values in Design

Our core values for our product:

- Giving and Receiving Motivation
- Inclusion
- Community
- Safety
- Security
- Privacy

# Values in Design: Conflicts

**Inclusion**

**Community**

**Security**

**Privacy**

**Safety**

**CONFLICT  
WITH**

Inclusion: Enabling users to freely express themselves

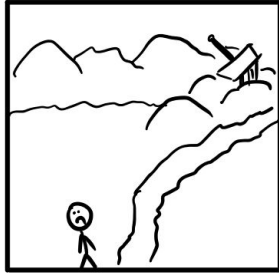
Inclusion: Protecting vulnerable users from negative speech, insults, and psychological harm

# Values in Design: Addressing Conflicts

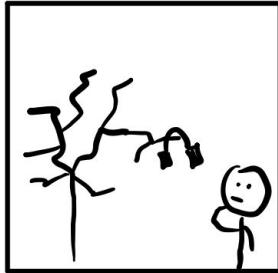
- Community guidelines: Each user reads and signs community guidelines form. Pledge to be respectful towards and supportive of others in the community.
- “Report a recording” and “report a user” features: Allow users to report those who make them feel unsafe. Users will be banned from the app if they don’t follow the community guidelines.
- Allow users to make their recordings anonymous.
- Run a hate speech detector on each recording.

# Storyboard Scene 1

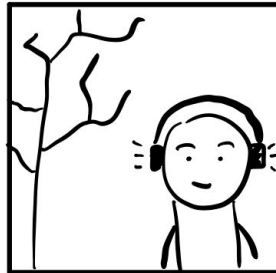
## Scene 1: Listening to Positive Audio Snippets (Location)



User planned to hike the dish, but is intimidated upon arrival. (360° shot)



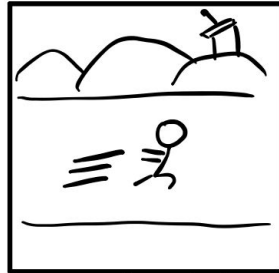
Close up shot, user finding the motivation (our idea). Emotions should be like realization.



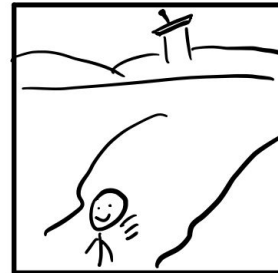
Frontshot of user's expression, which changes to determined when he equips the headphones. (headphones play a user submitted clip)



User becomes motivated.



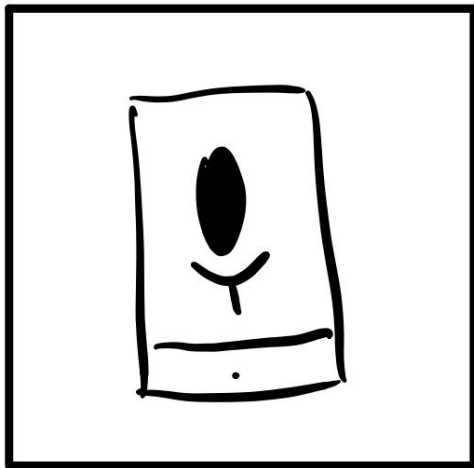
Training montage w/ motivational music. Suggestive of types of audio featured on our idea. (many shots)



User hikes the dish. (backshot of user leaving the dish)

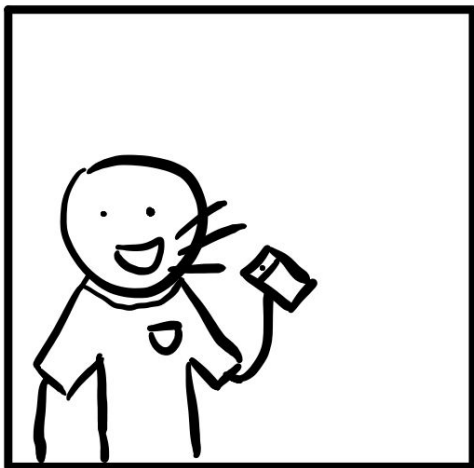
# Storyboard Scene 2

## Scene 2: Posting an Audio Snippet (Location)

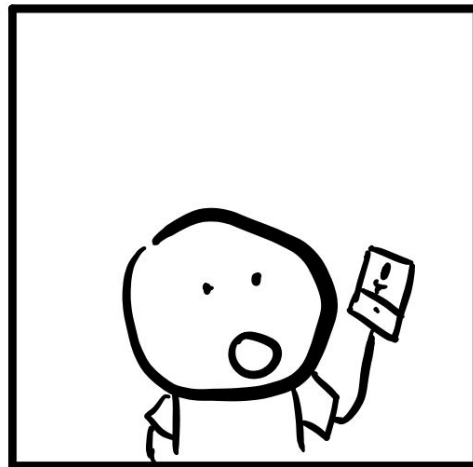


User finishes hike, is feeling good.  
Wants to leave an audio clip for others.

(close up shot)



View of half of actor's body.  
Show them recording.

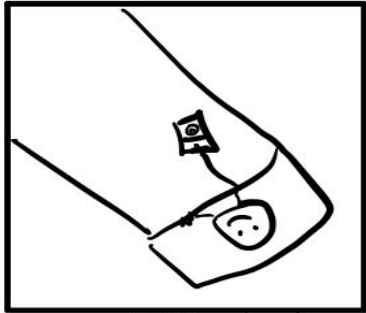


Transition to a closer shot  
of user's face. Move away  
from half body shot.

(user keeps talking)

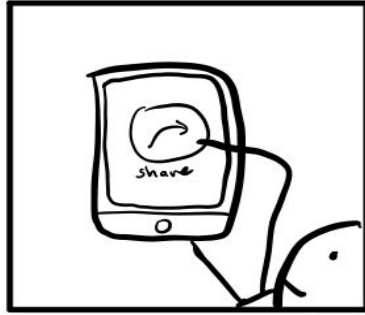
# Storyboard Scene 3

## Scene 3: Daily Digest of All Listened-To Audio Snippets, Sharing on Personal Dashboard



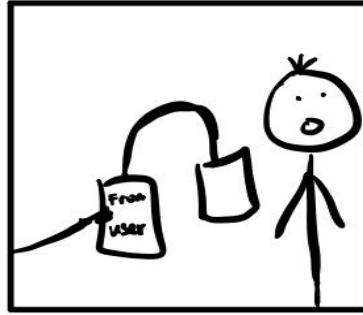
At the end of the day, the user wants to share a daily digest of his day w/ a friend.

(shot of user in bed smiling at phone)  
(angle from behind)



Closeup view of user clicking and clicking the very simple share button.

(Zoom in or pause here)

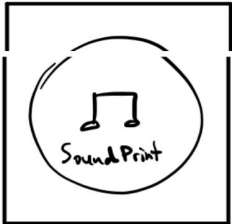


Friend "receives" message.  
(Someone hands headphones titled "from user")



Friend listens to user's digest. Should look like he is in thought.

(half body shot)



Pans out to our logo!