

The background image shows a desk with a spiral notebook, a pen, and a small potted plant. A large, semi-transparent grey circle is overlaid on the left side of the image, containing a solid black circle. On the right side, there is a white target graphic with concentric circles.

# Pife Project Recap

# Team Pife



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**Arkira  
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**McDavis Ansare**

# Problem Overview

Musicians feel as if they have **nothing to practice for** and **no one to practice with**, which leads to a **lack of motivation** to practice

How can we incentivize practice and encourage collaboration among musicians?



## Solution Overview

We want to make playing music be a **low commitment and fun** activity.

This should motivate musicians to **practice everyday** and change their mindset about practice from being 'practicing for a goal' to '**practicing for myself**'





Mission Statement

**Always  
Have A  
Friend to  
Practice  
With**



Pife

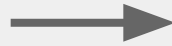


# RoadMap

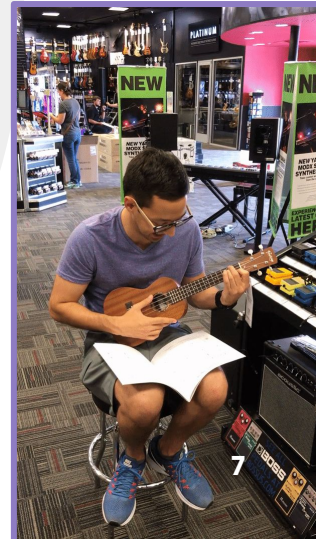
- Problem Overview
- **Roadmap**
- Needfinding
- Concept Video
- Design Evolution
- Current UI
- Potential Future Implementation
- Summary



Past musicians  
reminiscing the  
days.



Beginners  
starting their  
musical journey.



# SAY

"I learn the best with progressive lessons, from **beginning to hard**"

"I want to find new music and **connect** to the artists I listen to "

"There was no YouTube back then; I would record cassettes and play them slowly to learn"

"I was honestly fascinated with rhythm and what I could potentially do on the drums"

"Simple design for beginner learning tools is way more **trustworthy** to me"

"You have to figure if **new players** match your style and if you can work with their attitudes"

"You feel nervous up until you perform, then it's just jamming"

"**Brother** taught the basics to me... after I spent like \$300 on books"

# DO

## **Shake head**

when recounting experiences with bad attitude members

Showing **determination** when talking about experiences of practicing

**Practicing very little** due to time constraints

Plays random gigs with friends sometimes

Find rehearsal space only on weekends in SF

**Ask** friends about artists they have been listening to

# FEEL

Felt **excited** to be playing again and being able to talk musically.

**Somber** to acknowledge the fact that his life was slowing down and unable to practice or perform as much.

There is a feeling of **connection** when listening to new music that is out of the norm

Felt a little **sad/lonely** that he couldn't play with his friends

There is **comfort** in using a trustworthy tool that teaches you at your pace

Felt more comfortable when Armando played his guitar



# THINK

There needs to be more music partners and **time** for them to practice.

If there was a way of being exposed to the artists thought process and what makes their music "**different**"

I want to be **talented** enough to improv-jam with other musicians

That music is important and just wants to get better

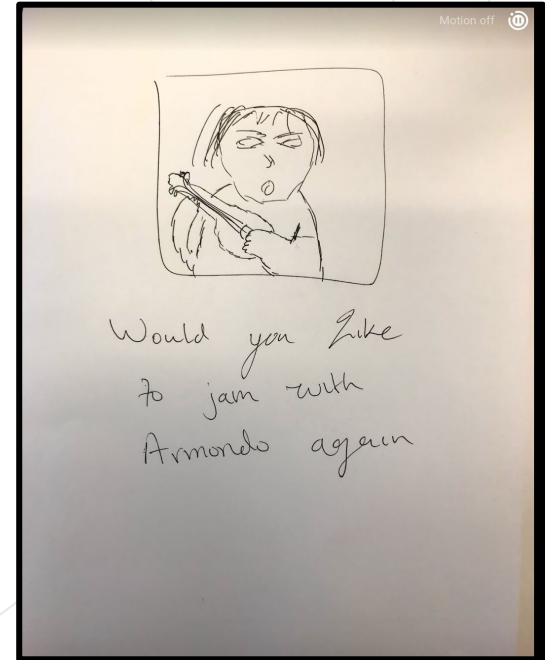
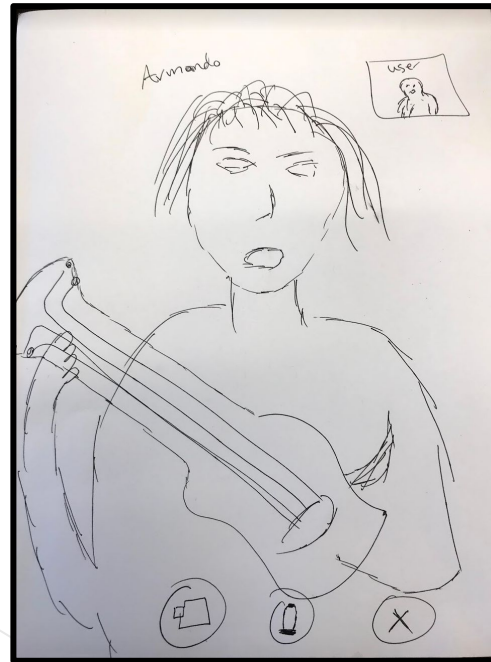
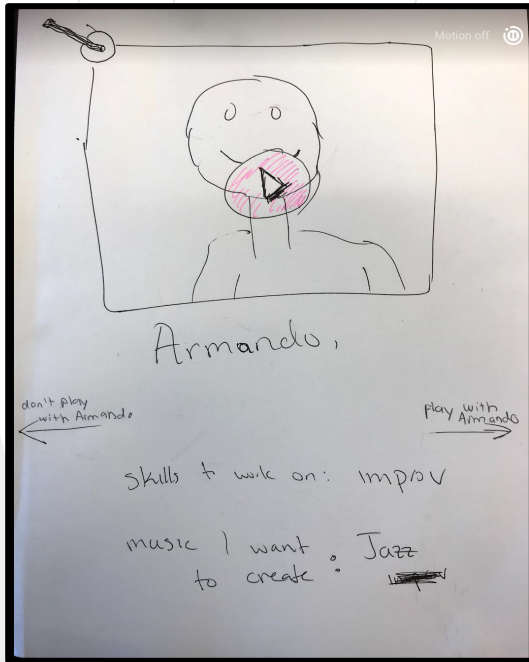
Music is a way for me to convey an **emotional** idea through a physical barrier

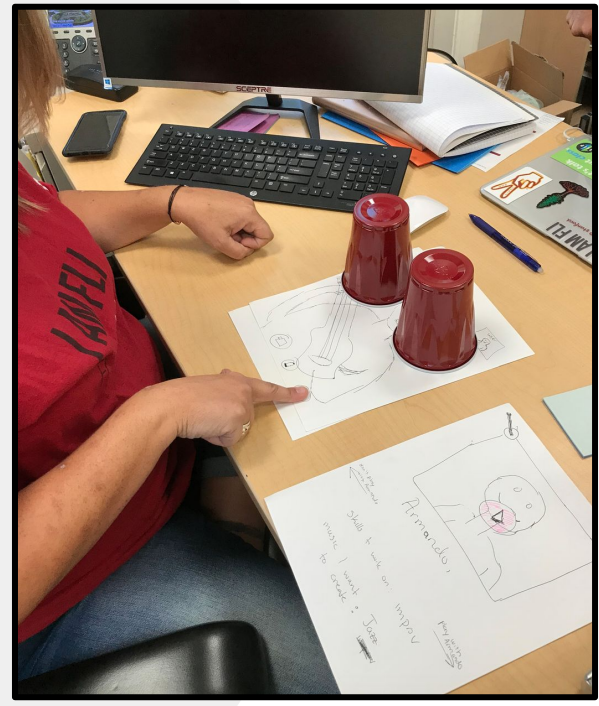
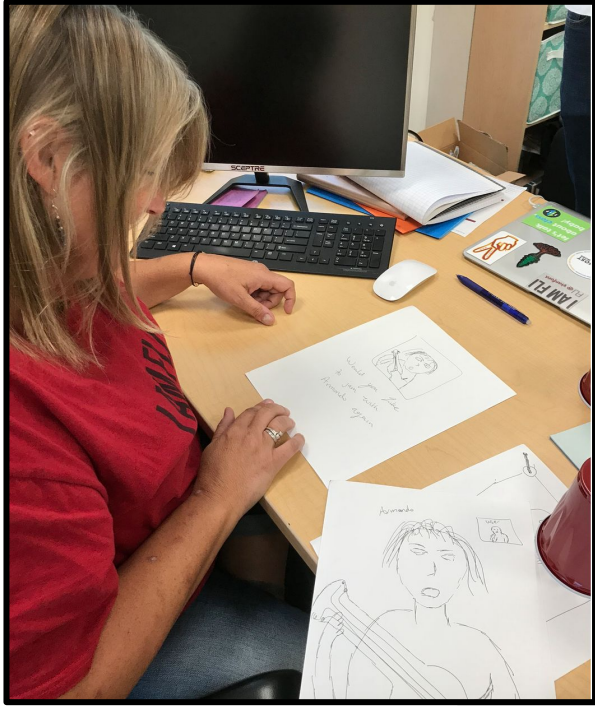
There are more important things in my life than music, but music will always draw me in

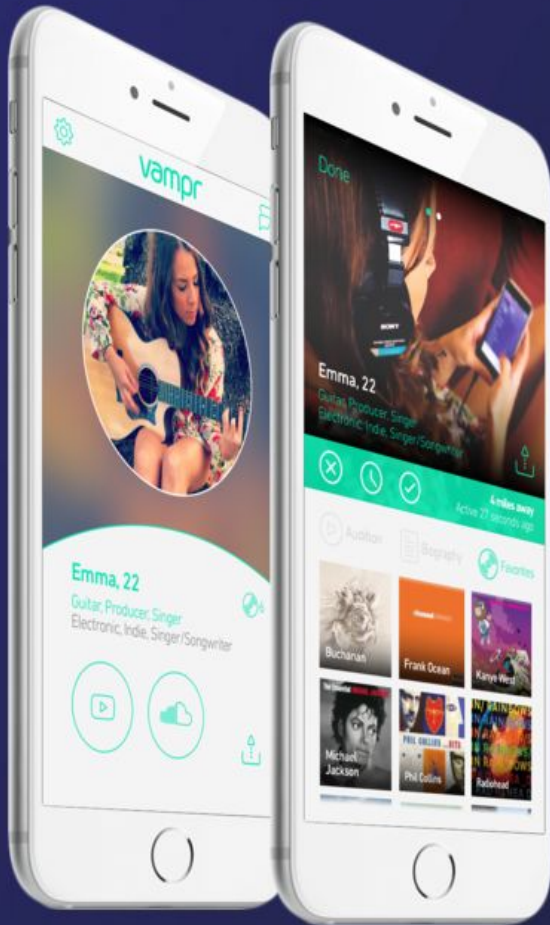
# Experience Prototypes



# Prototype #1: Virtual Speed Collaboration







vampr

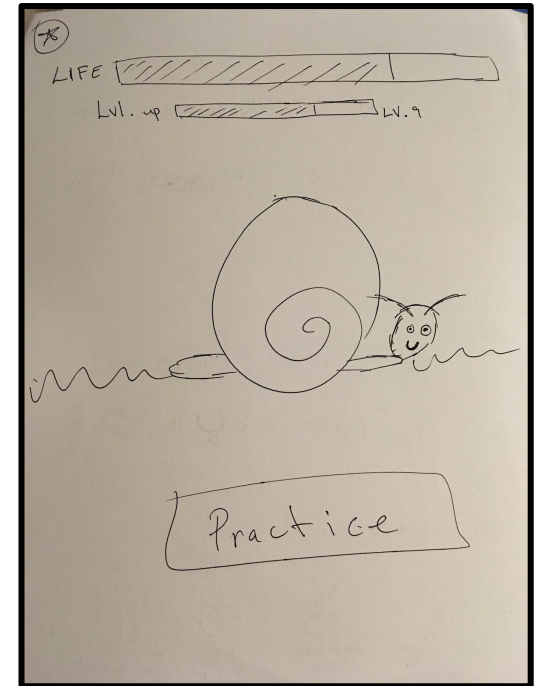
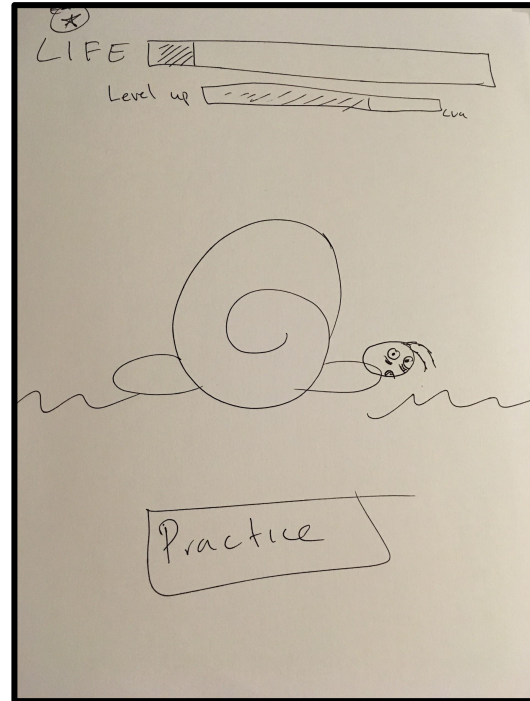
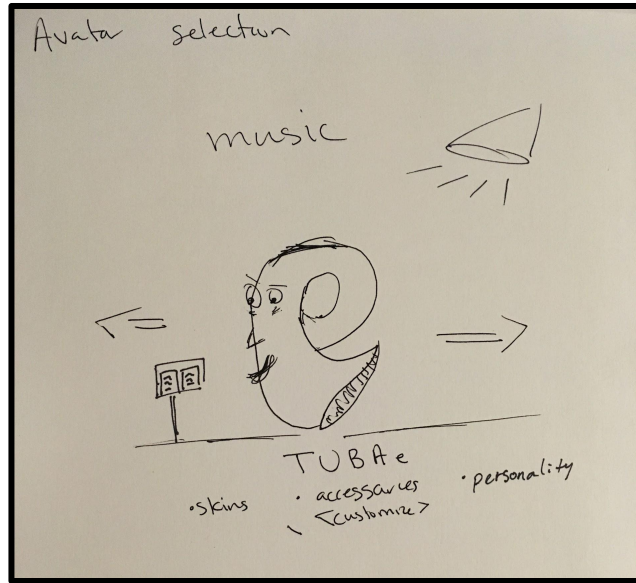
play together



Download on the  
App Store

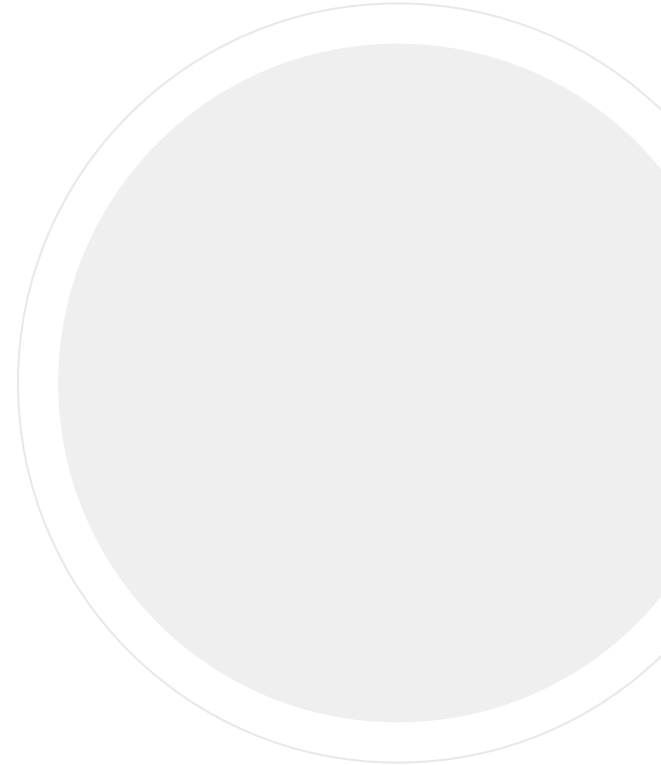


# Prototype #2: Digital Pet





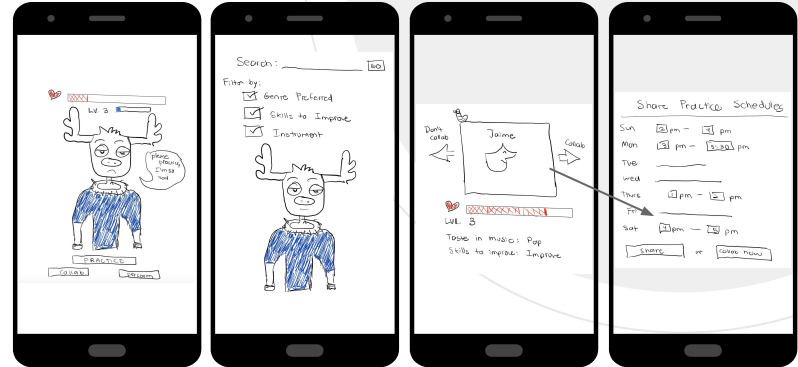
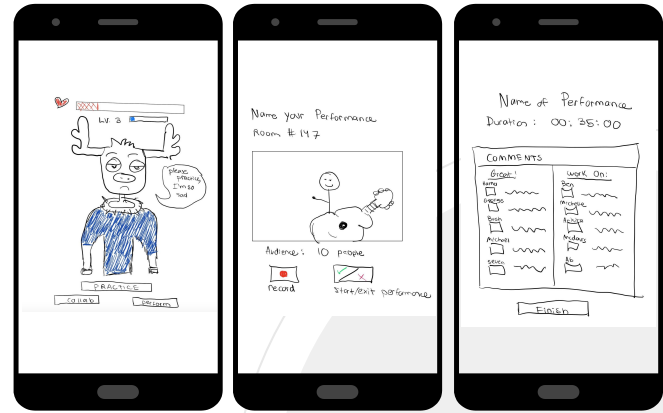
# Concept Video



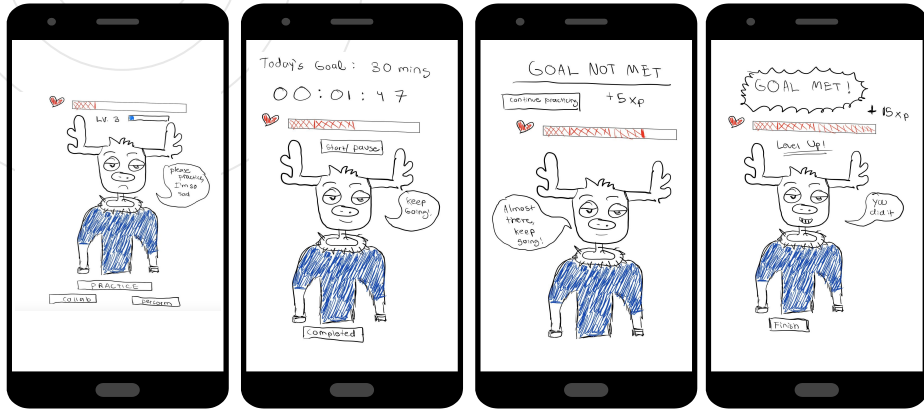
# Design Evolution



# Low-fi Prototype



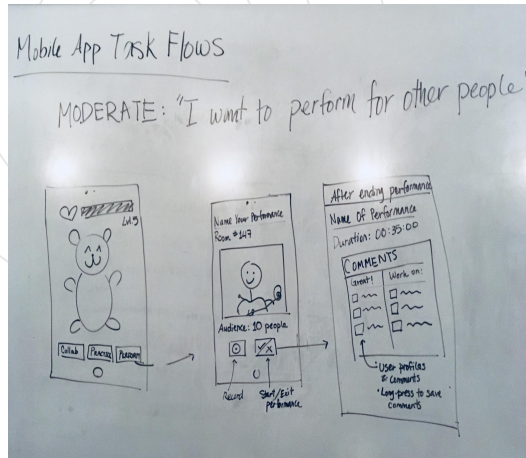
# Low-fi Prototype



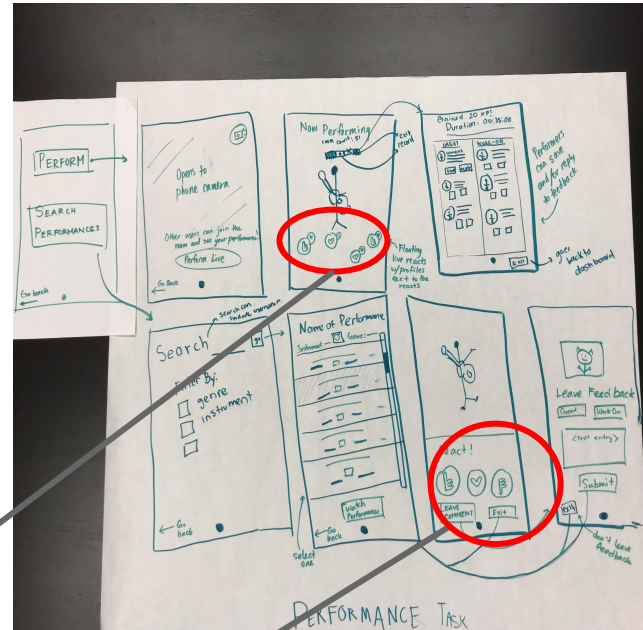
- Testers were worried about the **phone's microphones being too low-quality** for our purposes.
- Users were **confused by the Avatar's Purpose**.
- Users were **excited about the community** aspect of the application.

# Medium-fi Changes

- Avatar and Avatar interactions Redesign
- Goals added for Practicing
- Reactions added to Performances.
- Instant collaboration added with scheduling

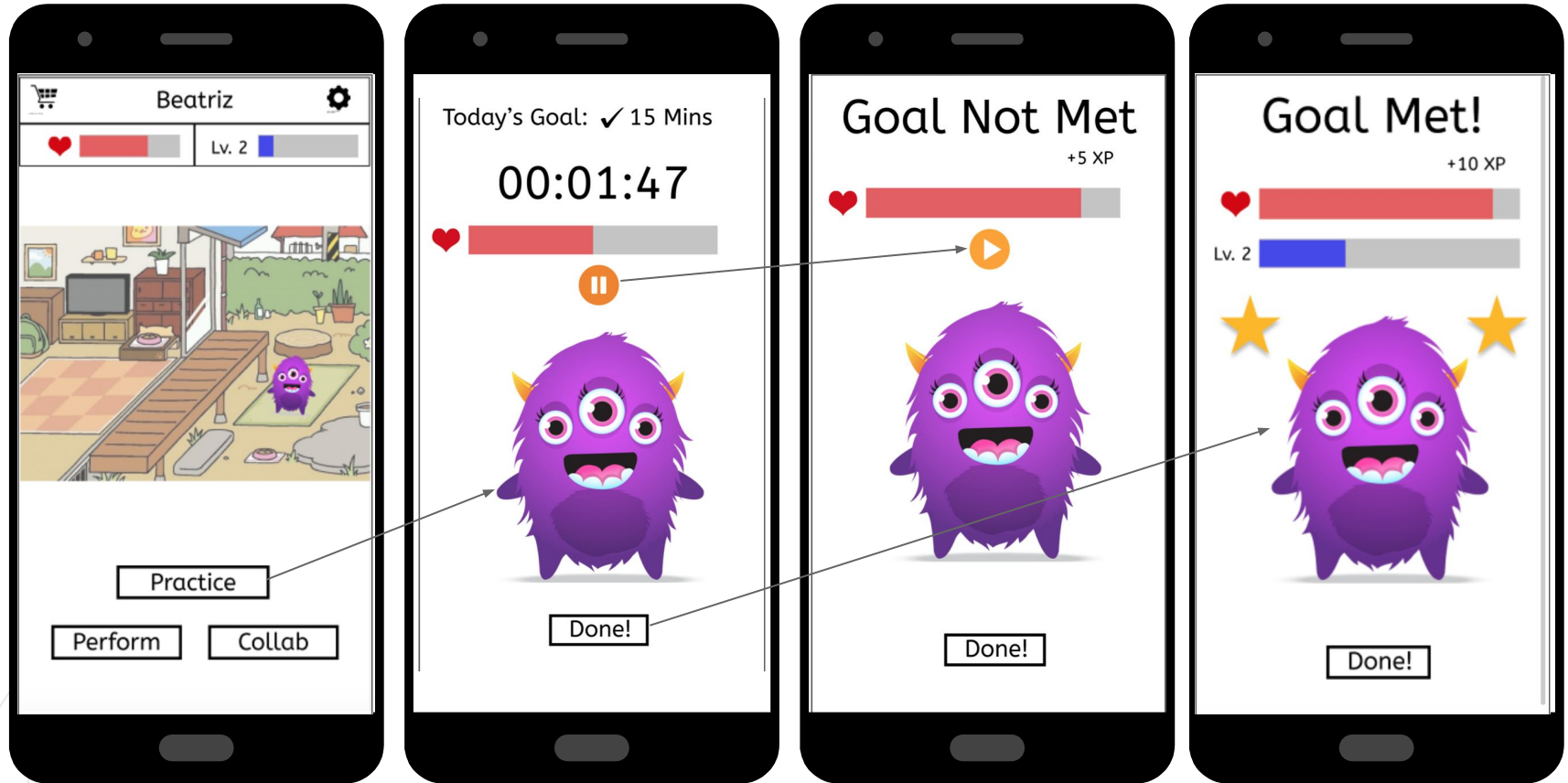


When performing, you can see the reacts of your viewers



You can react to performances

# Medium-fi Prototype



Added practice goal selection (see second screen)



# Heuristic Evaluation

## Problem:

Unclear on functional **difference** between **Health Bar** and **Level Up Bar**

## Solution:

Replaced Level Up Bar with a **Streak Count**



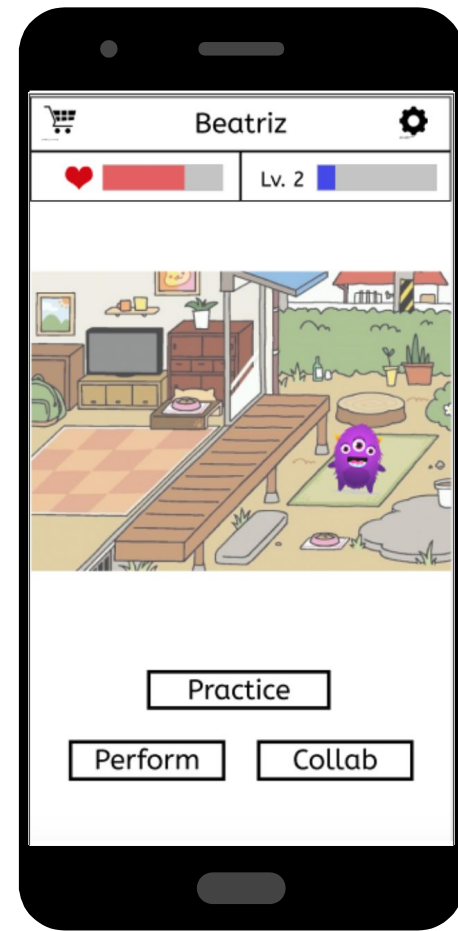
# Heuristic Evaluation

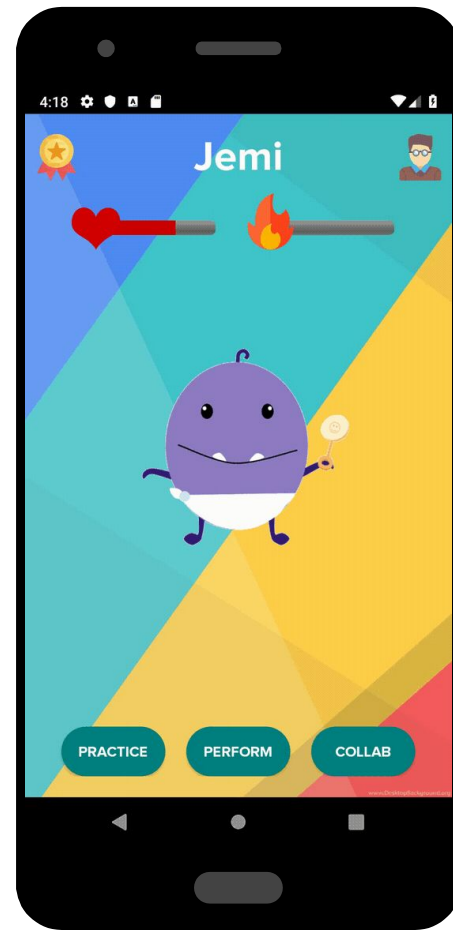
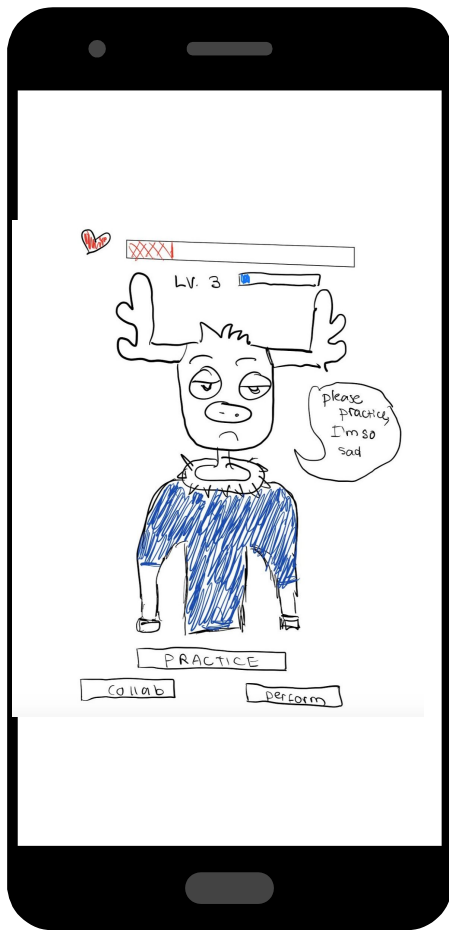
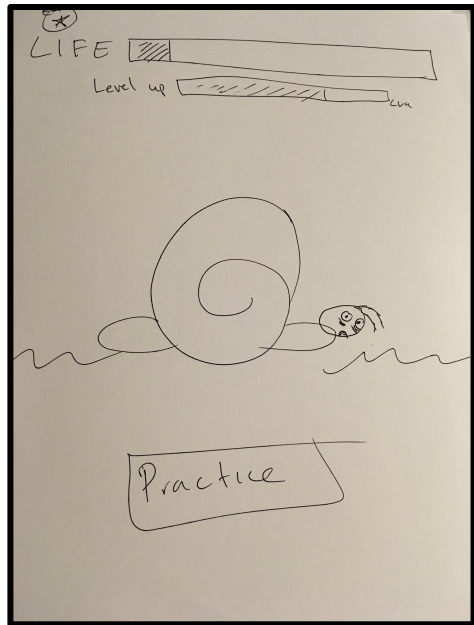
## Problem:

Avatar does not **interact** more/enough with the user as you progress through the app

## Solution:

**Animate** the avatar - allow it to perform actions that can be purchased in the shop via Pife Points





## Evolution of the Home Screen

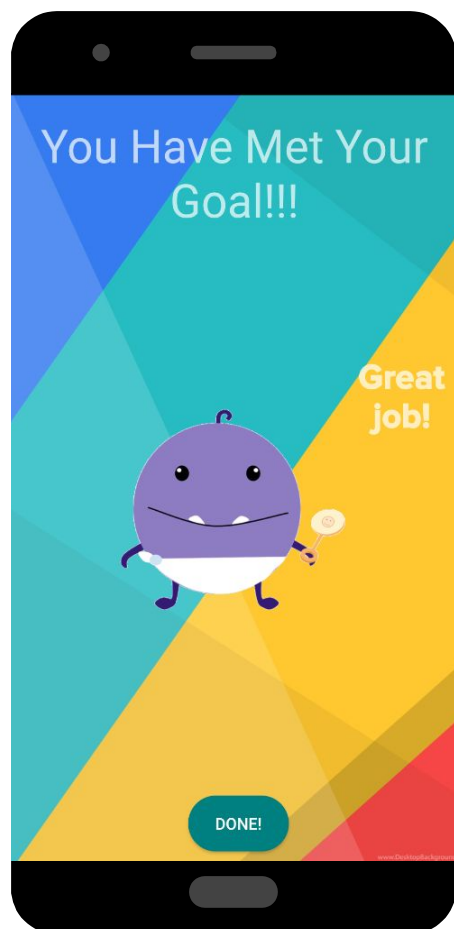
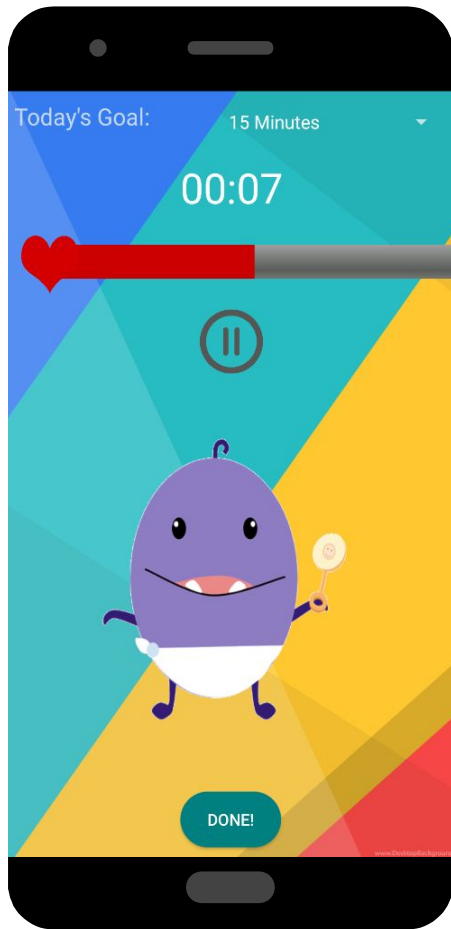
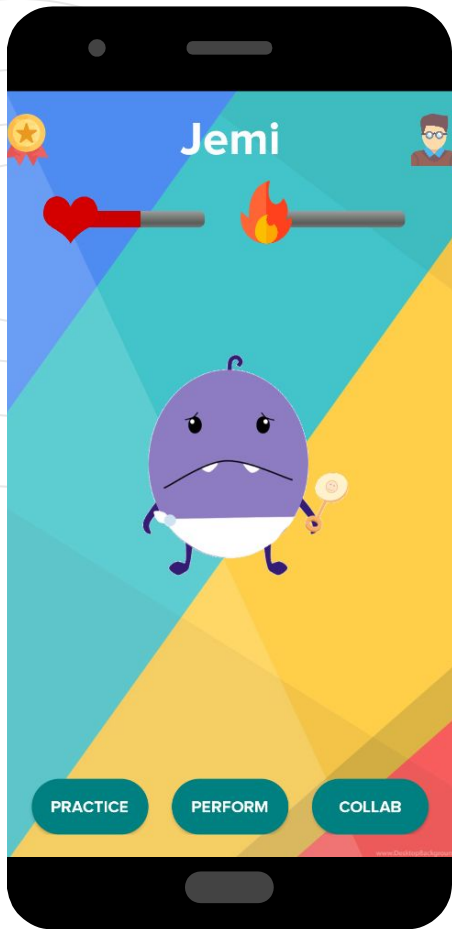
# Current UI



# Task 1 – Simple

“I want to feel motivated to practice.”



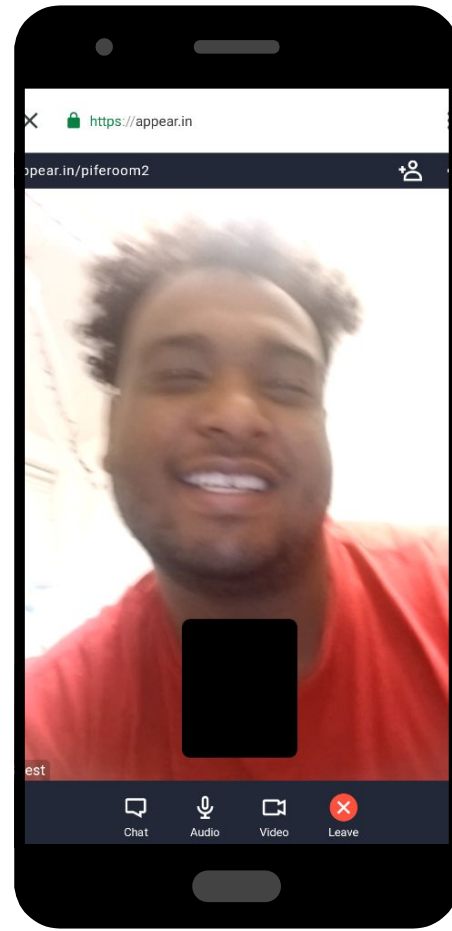
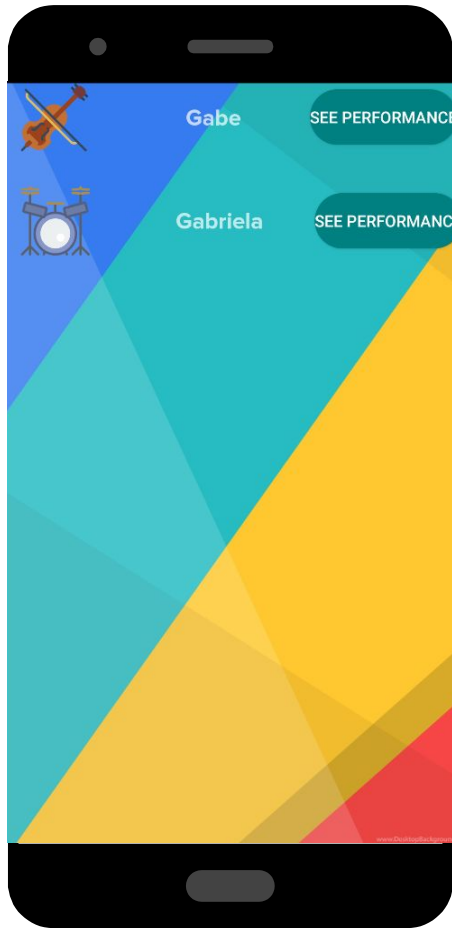
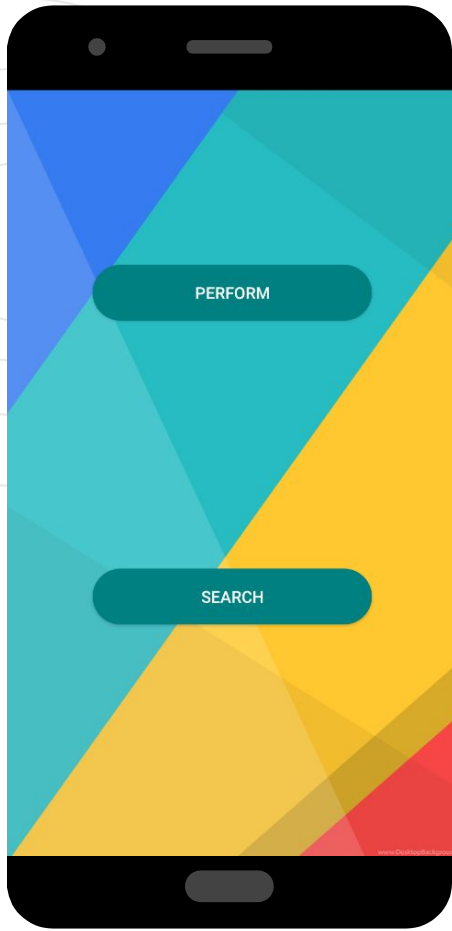




# Task 2 – Moderate

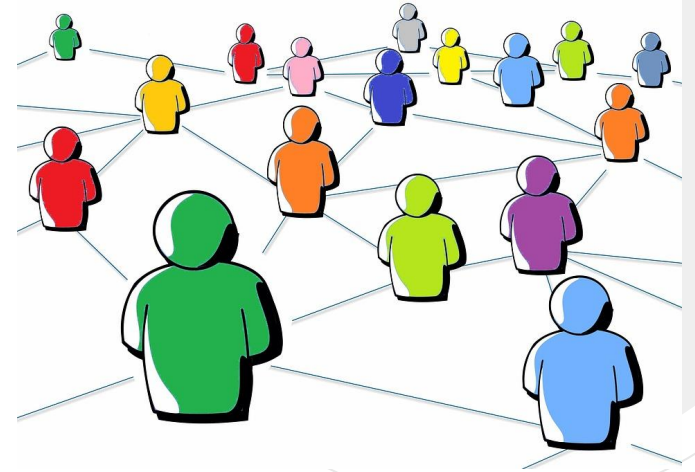
“I want to perform in front of others.”

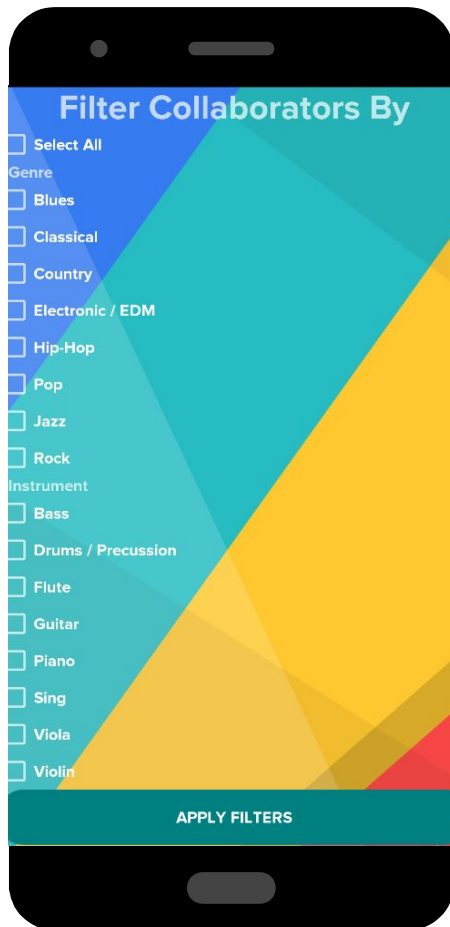
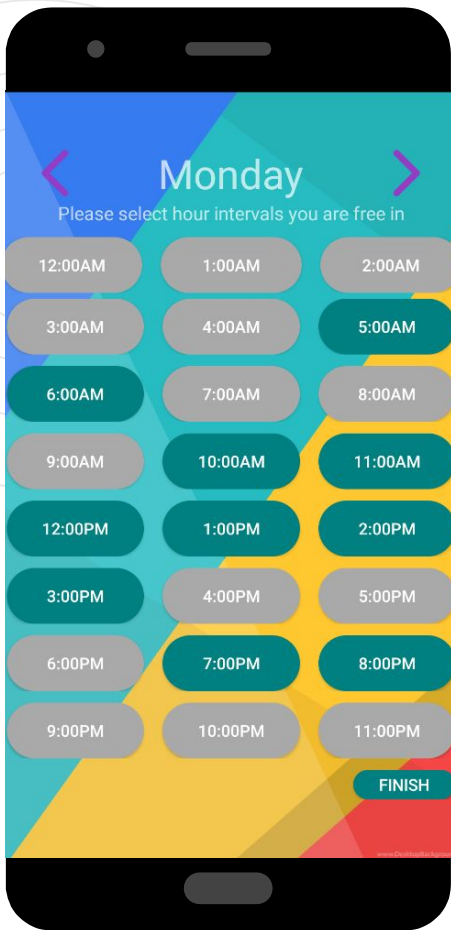




# Task 3 – Complex

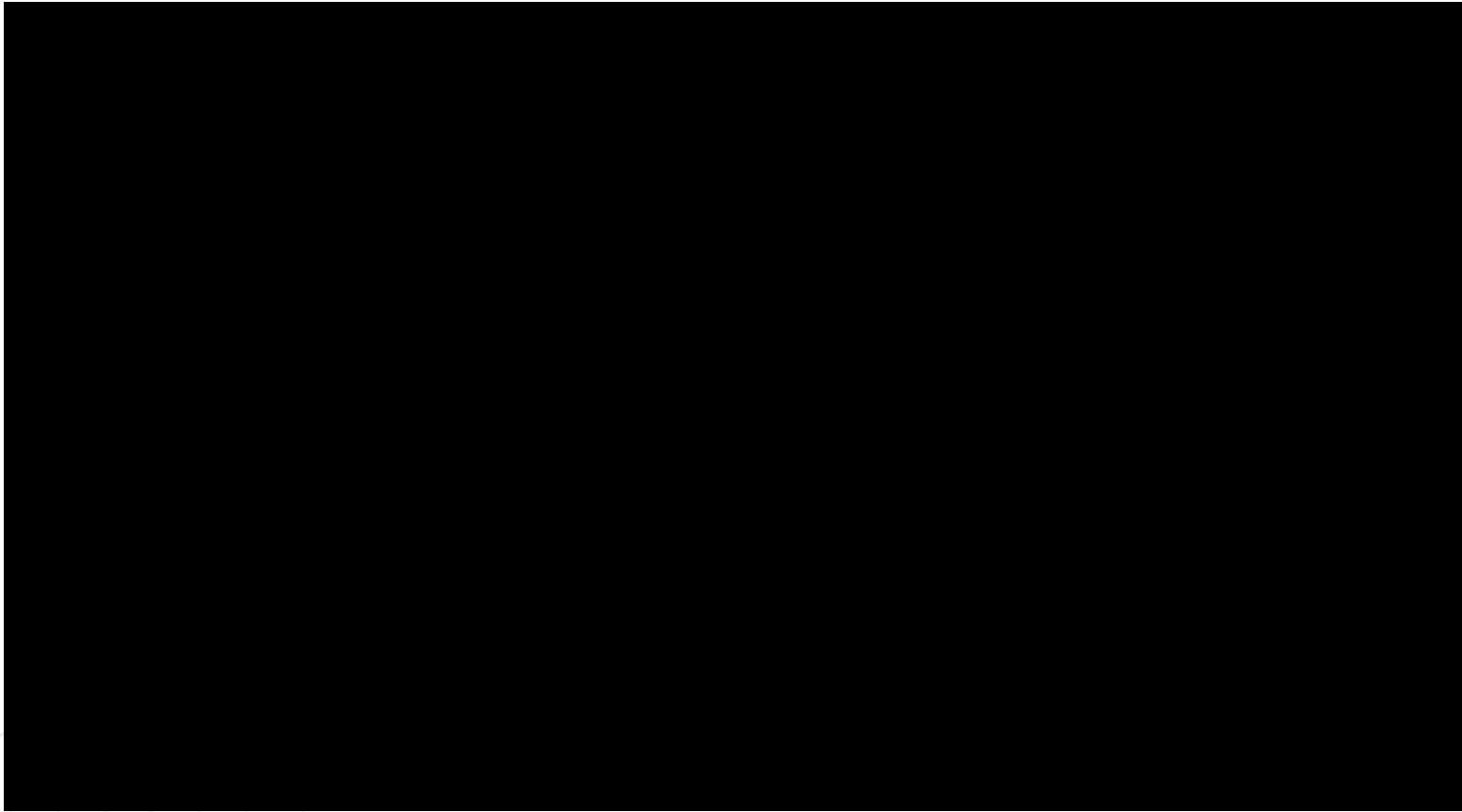
“I want to practice with others and schedule my collaboration.”





# Video Demo





# Future Ideas

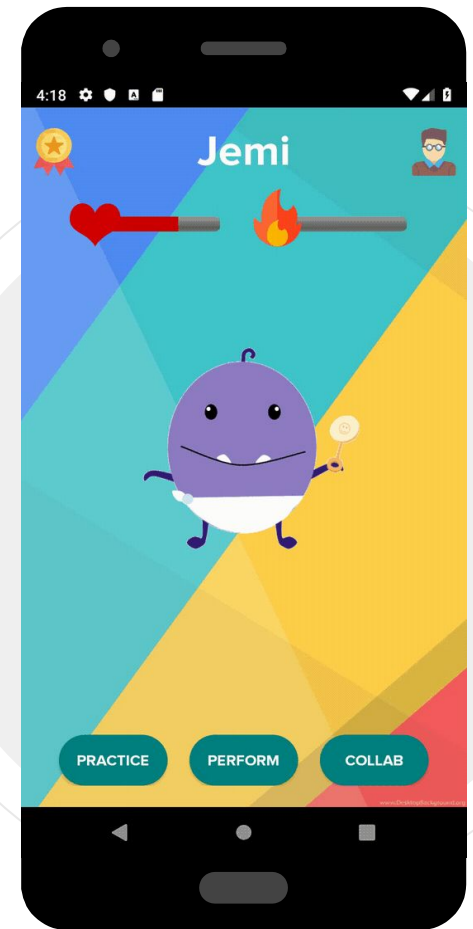




# Possible Future Enhancements

UI redesign for **broader audience**

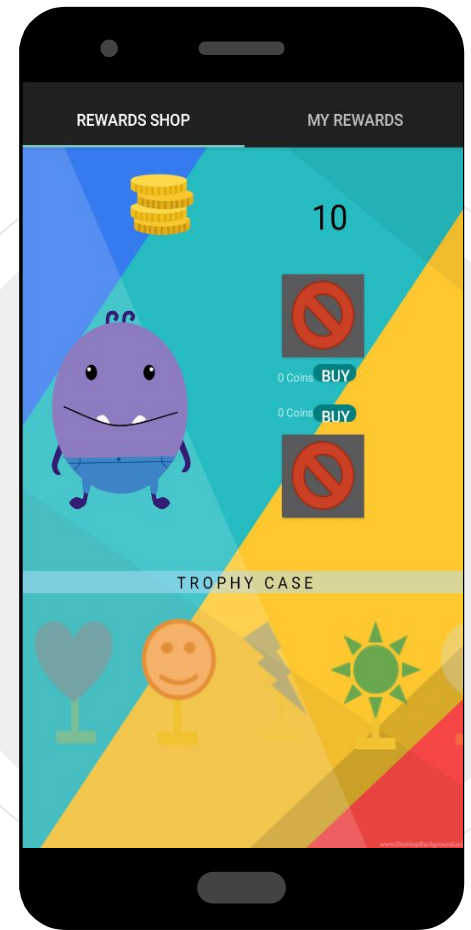
Implement **video-conferencing** tool with minimal lag



# Possible Future Enhancements

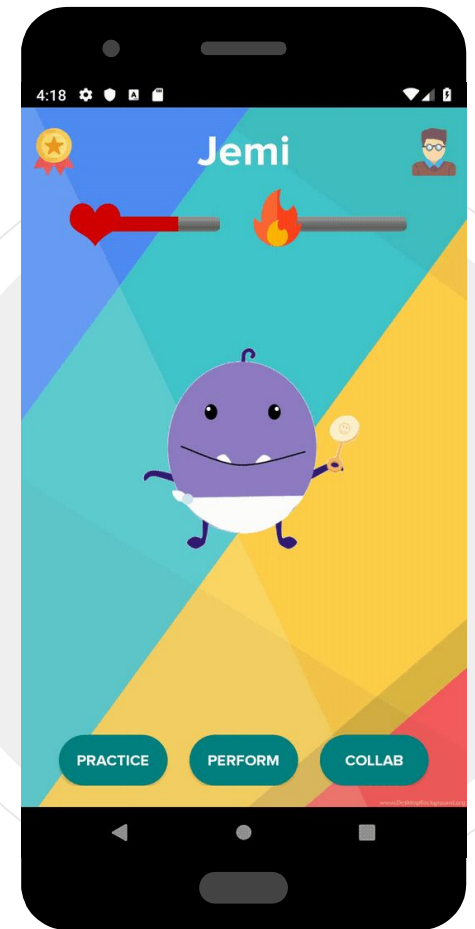
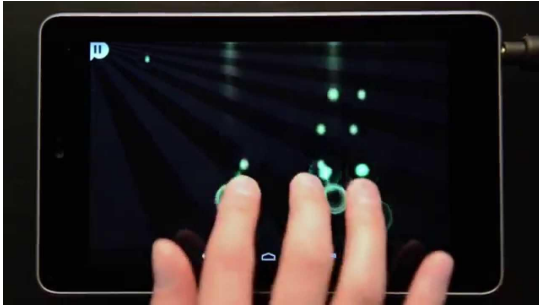
Implement **scheduling and notifications**

Enhance **character evolution** and rewards shop



# Possible Future Enhancements

## Gamifying Music Practice



# Summary



# Summary

Pife motivates musicians to continue their practice by making **practice** a responsibility, **collaboration** simple, and **performing** encouraging to do.



# Thank You



# Appendix





## Who?

Complete  
beginner to music  
creation

## Why?

Looked confused  
and hesitant  
looking for a music  
book

## Where?

Guitar Center



“I want to learn at a slow  
and steady pace - I’m  
intimidated when things  
move too fast”

## Who?

Very experienced  
guitar player

## Why?

He was jamming  
out to some crazy  
tunes!

## Where?

Guitar Center



"I was chosen by the  
guitar gods"



## Who?

2-year self  
taught guitar  
player

"I think that people lose sight that music is about an emotional experience. Music is up there with the strongest emotions like love, near-death experiences, and hallucinogenic drugs." - Carlos

## Who?

Has been  
playing bass for  
6 years and  
guitar for 3

## Why?

Playing a  
wonderful duet

## Why?

Playing a  
wonderful duet

## Where?

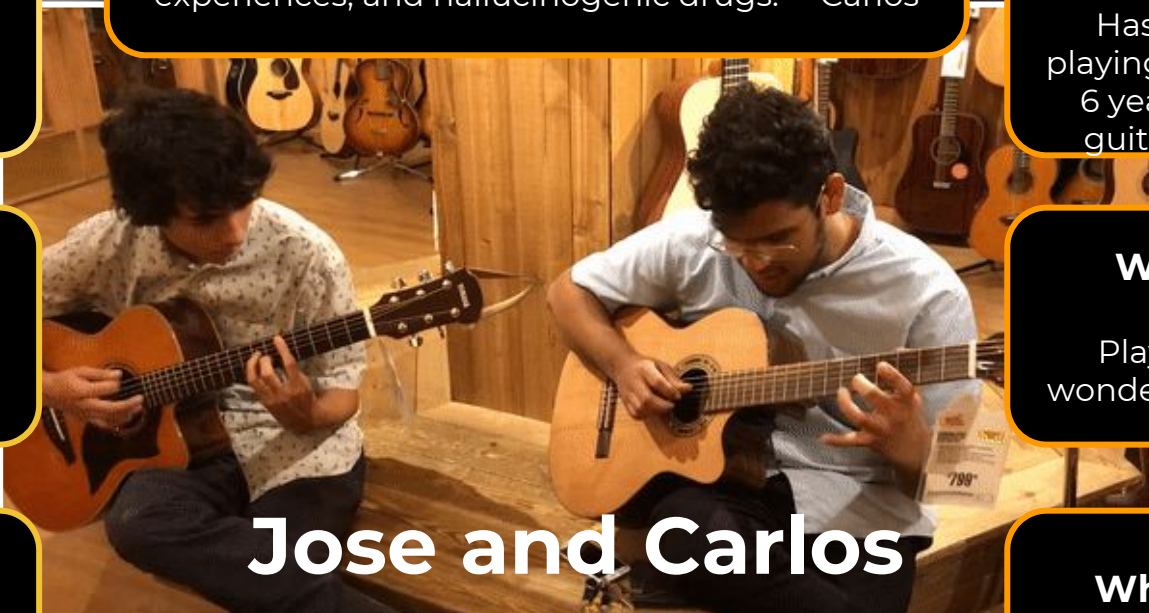
Guitar Center

# Jose and Carlos

"I just sounded like shit. I just knew that I needed to practice. There is no science behind it. Just practice." - Jose

## Where?

Guitar Center



### Who?

Has been playing drums since middle school

### Why?

Rocking out to an insanely catchy beat

### Where?

Guitar Center



“Well I wasn’t always a drum player. I first played bongos. Then my friend introduced me to a high-hat and snare drum. I have never looked back since”

## Who?

Stanford student  
who is a frequent  
listener music

## Why?

Listening to music  
while walking to  
class or lying in  
bed

## Where?

Stanford Campus



“Music is where I feel  
at peace and  
understood ”

Isi



# SAY

"I learn the best with progressive lessons, from **beginning to hard**"

"I want to find new music and **connect** to the artists I listen to "

"There was no YouTube back then; I would record cassettes and play them slowly to learn"

"I was honestly fascinated with rhythm and what I could potentially do on the drums"

"Simple design for beginner learning tools is way more **trustworthy** to me"

"You have to figure if **new players** match your style and if you can work with their attitudes"

"You feel nervous up until you perform, then it's just jamming"

"**Brother** taught the basics to me... after I spent like \$300 on books"

# DO

Use **Youtube** to learn new songs

**Shake head** when recounting experiences with bad attitude members

Showing **determination** when talking about experiences of practicing

**Practicing very little** due to time constraints

Staying at the shop to play, despite having picked up gift

**Ask** friends about artists they have been listening to

Plays random gigs with friends sometimes

Find rehearsal space only on weekends in SF

Looks up lyrics and chords to slowly play along with

Individuals played **different styles** to show off talents



# FEEL

**Somber** to acknowledge the fact that his life was slowing down and unable to practice or perform as much.

Felt **excited** to be playing again and being able to talk musically.

It is **satisfying** to progress through levels; it is motivating to learn this way

There is a feeling of **connection** when listening to new music that is out of the norm

Feels strongly **committed** to his musical career

Felt a little **sad/lonely** that he couldn't play with his friends

There is **comfort** in using a trustworthy tool that teaches you at your pace

Felt more comfortable when Armando played his guitar

# THINK

I want to be able to smoothly play along to songs at my pace

If there was a way of being exposed to the artists thought process and what makes their music "**different**"

I want to build a strong **foundation** for my playing

I want to be **talented** enough to improv-jam with other musicians

That music is important and just wants to get better

There needs to be more music partners and **time** for them to practice.

Music is a way for me to convey an **emotional** idea through a physical barrier

There are more important things in my life than music, but music will always draw me in