



Assignment 4: Concept Video

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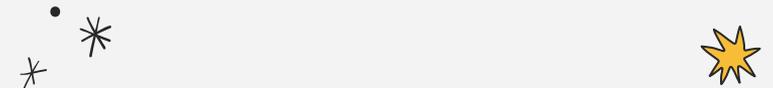
05

Storyboarding

01

Project Name & Value Proposition





Team Name Brainstorming Results:



Musique
MemTunes
Rhythmemo
Wavelength
Memphonic
High Note
MemReprise
Reprise
Motif
Chordial
MemMuse
Legato

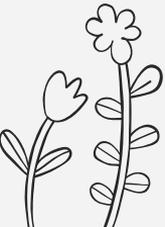
We brainstormed team names by combining musical and memory-related words.
From our brainstorming, these were the strongest names we voted on.





MemReprise

Where Music and Memory Meet

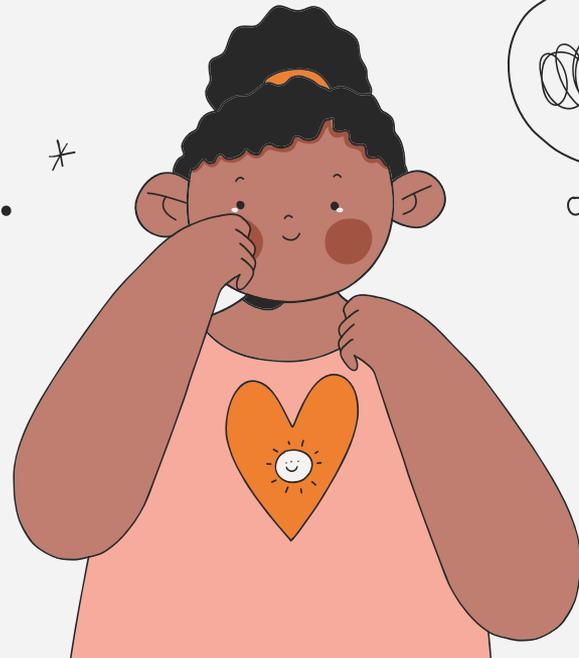


Note: *Mem* comes from the word “memory.” *Reprise* is the musical term used to represent repeated lines of music. This connects to the repeated triggering of memories through music and emotional connection.



02

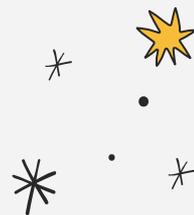
Problem & Solution

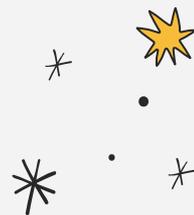




Primary User

Teens/young adults who stream music
and are comfortable sharing music on
social media





Previous Problem Domain

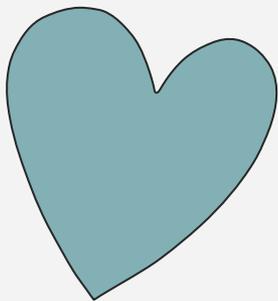
How can we harness power of music to evoke emotions and connect with past?



New Problem Domain

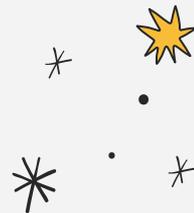
How can we connect music sharing and the archival of everyday memories?





Old Solution

Create a platform that will notify a person to share a song that reminds them of a story, memory or picture.



New Solution

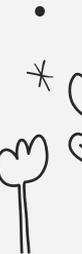
Create a platform for users to share a song (the one they're currently listening to or the most recent one) and attach it to a picture or memory.





03

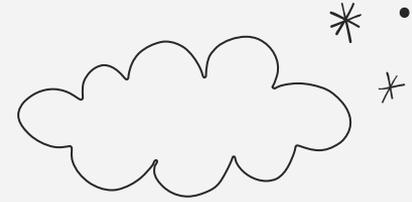
Market Research



BeReal.

BeReal

"Your friends for real"

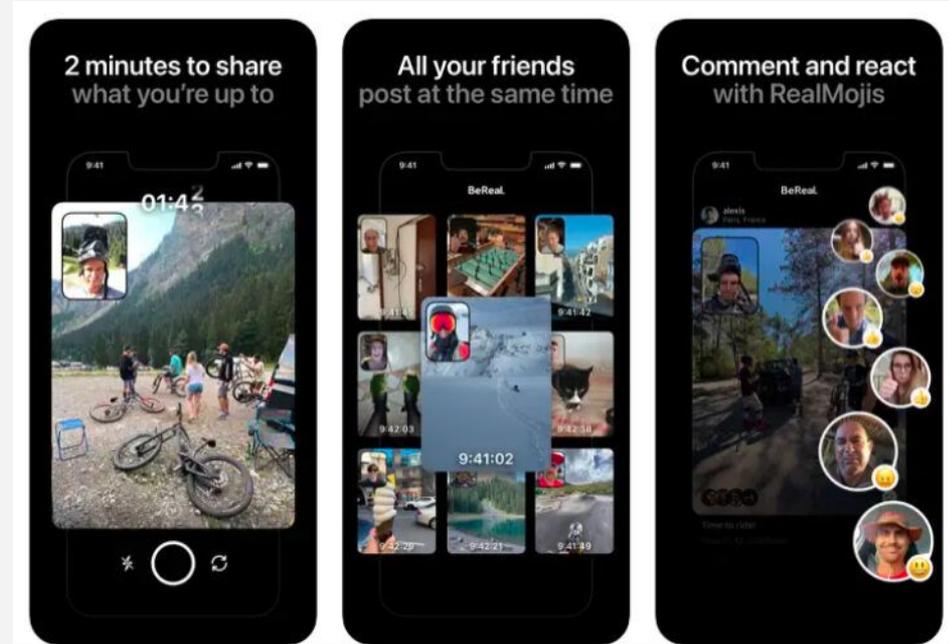


What did work:

1. Authenticity Over Quantity
2. Nostalgia & Moment Capture
3. User Engagement
 - a. Anticipate posts from friends

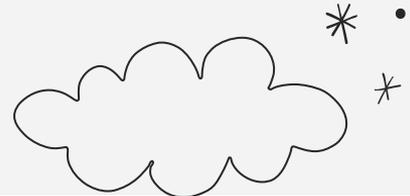
What did not work:

1. Pressure of Daily Posting
 - a. Feels like a chore
2. Lack of Diverse Content
 - a. Similar/mundane posts from friends



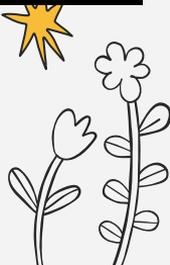
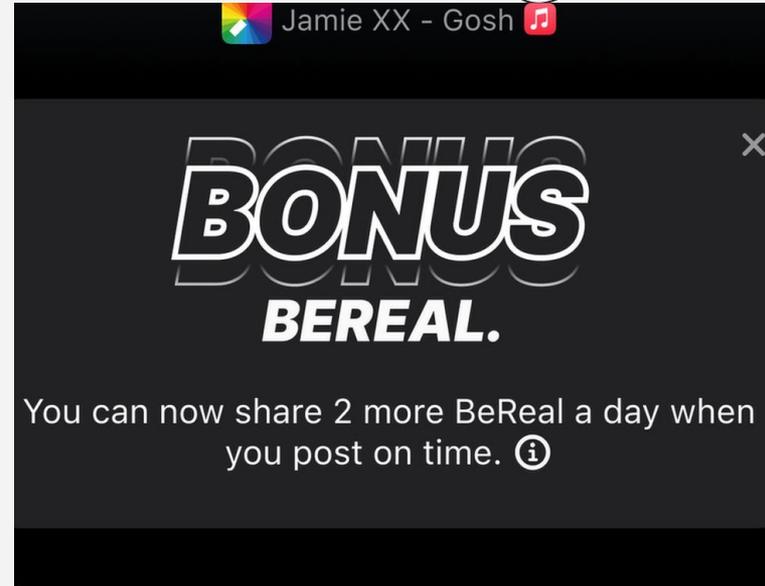


BeReal
"Your friends for real"



Implications:

1. **Balance Authenticity with Flexibility**
 - a. offering occasional "skip" days or ability to **post multiple** memories on special days
2. **Diverse Engagement Features**
 - a. Incorporate features that keep user engagement **diverse and fresh**
 - b. "Memory Challenges" or "Genre Days"





Spotify

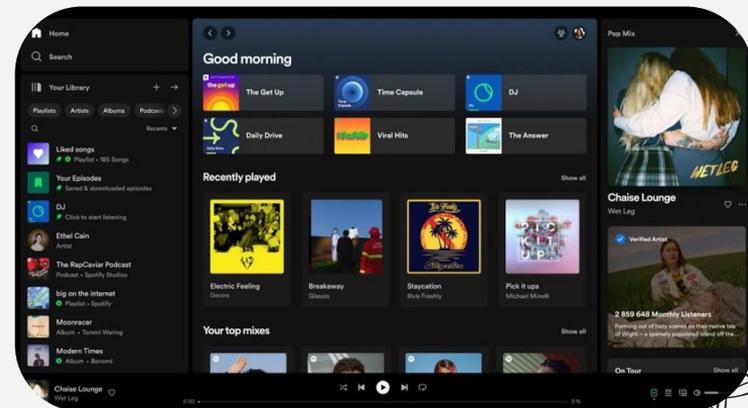
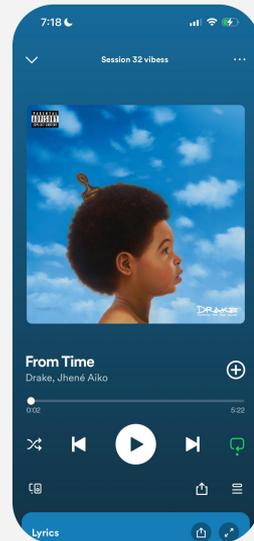
"Music for Everyone"

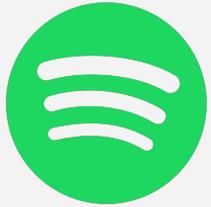
What did work:

1. **Simplistic Interface:** Users can easily **find and share songs**
2. **Personalization:** The *Made For You* section allows users to listen to an album of songs **tailored to their favorite genre/music**. Their *Yearly Wrapped* feature shows users a **personalized overview** of what they listened to throughout the year
3. **Versatile:** Can listen on mostly **any device** (computer, phone, watch, playstation, etc.)

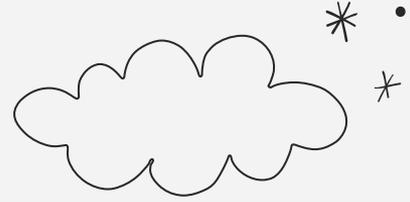
What did not work:

1. **Not all songs** are on the platform
2. **No posting options** to share thoughts about music



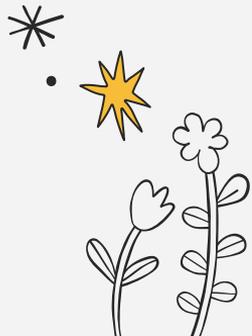


Spotify
"Music for Everyone"



Implications

1. **Discovery Mode:** Allows users to **find new music** in an easy way
2. **Yearly Wrapped:** Highlights a **user's statistics** on the app to show what they listen to the most during the year
3. **Made For You Albums:** Personalize albums for users so they can listen to a variety of songs that **relate to their favorite music** or genres





Instagram

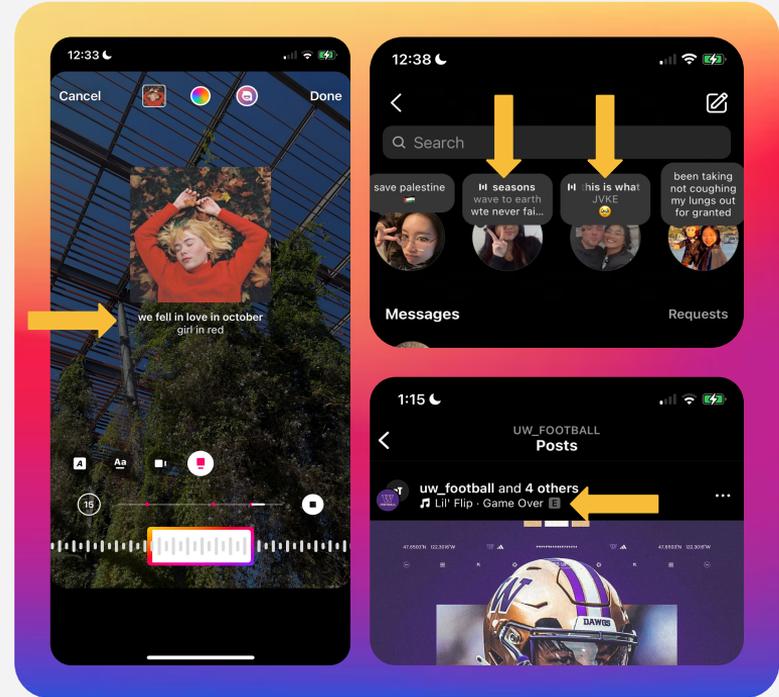
"Capture and share the world's moment"

What did work:

1. **Short and simple** way to share *current* song with 60-char note
2. **Display synced lyrics & album covers**
3. Users choose **most meaningful** song snippets themselves
4. Music **automatically played**

What did not work:

1. 60-char note might be **too short to fully express** feelings/memories



Note: We analyzed the features story posts, song notes, and photo posts so we can focus on musical features of Instagram.





Instagram

"Capture and share the world's moment"



Implications:

1. **Automatic Music-Playing:** Removing the click-to-play feature allows users to **go in "blindly"** and listen to new music without pre-judgment.
2. **User Autonomy through Song Snippets:** Giving the **power to users**
3. **Short Notes:** Increased **song-sharing rate** without requiring photos/memory artifacts
4. **Lyric & Album Visuals:** Eye-catching ways to **display synced lyrics and album covers** pique interest from user





TikTok

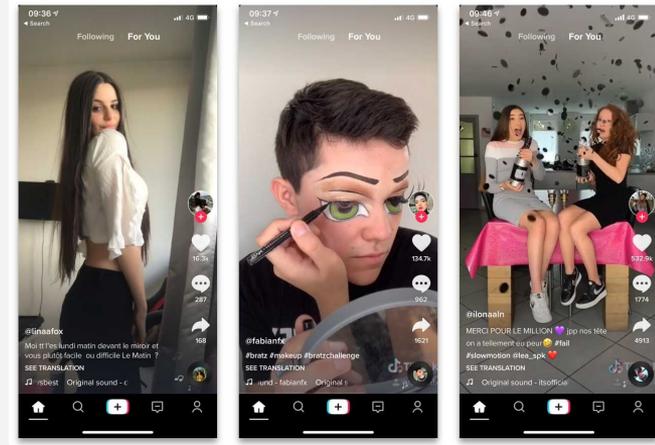
"Make every second count"

What did work:

1. **Audio-Visual Pairing:** easy for users to pair videos and images with a variety of sounds
2. **Endless Content:** never-ending feed exposes users to different audio tracks from other creators

What did not work:

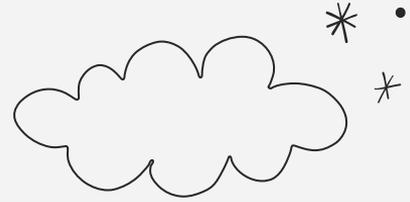
1. **Lack of Focus:** not built for music sharing—many posts are low quality or don't contain music at all
2. **Unauthentic:** subject to trends and opaque algorithm—trending music appears repeatedly, users get funneled into a specific "side" of TikTok, creators focus on engagement—making spontaneous, unique memory and music swapping difficult





TikTok

"Make every second count"



Implications:

1. Provide **ease of posting**—make sure songs and audio tracks are **accessible** and **easily pairable** with memories
2. Encourage users to **swap** memories and music in **real-time**—emphasize spontaneous **two way interactions**, rather than passively scrolling through recorded content
 - a. “Share a song, Get a song”, to **keep the chain going**
 - b. Focus also on **archival** purposes, rather than engagement
3. Provide **content filters** so users can choose what type of audio they want to send and receive, as well as ways to get truly **randomized, new** recommendations





					MemReprise
Share music					
Post images					
Post videos					
*Spontaneous + Synchronized					
*Archive Memories					

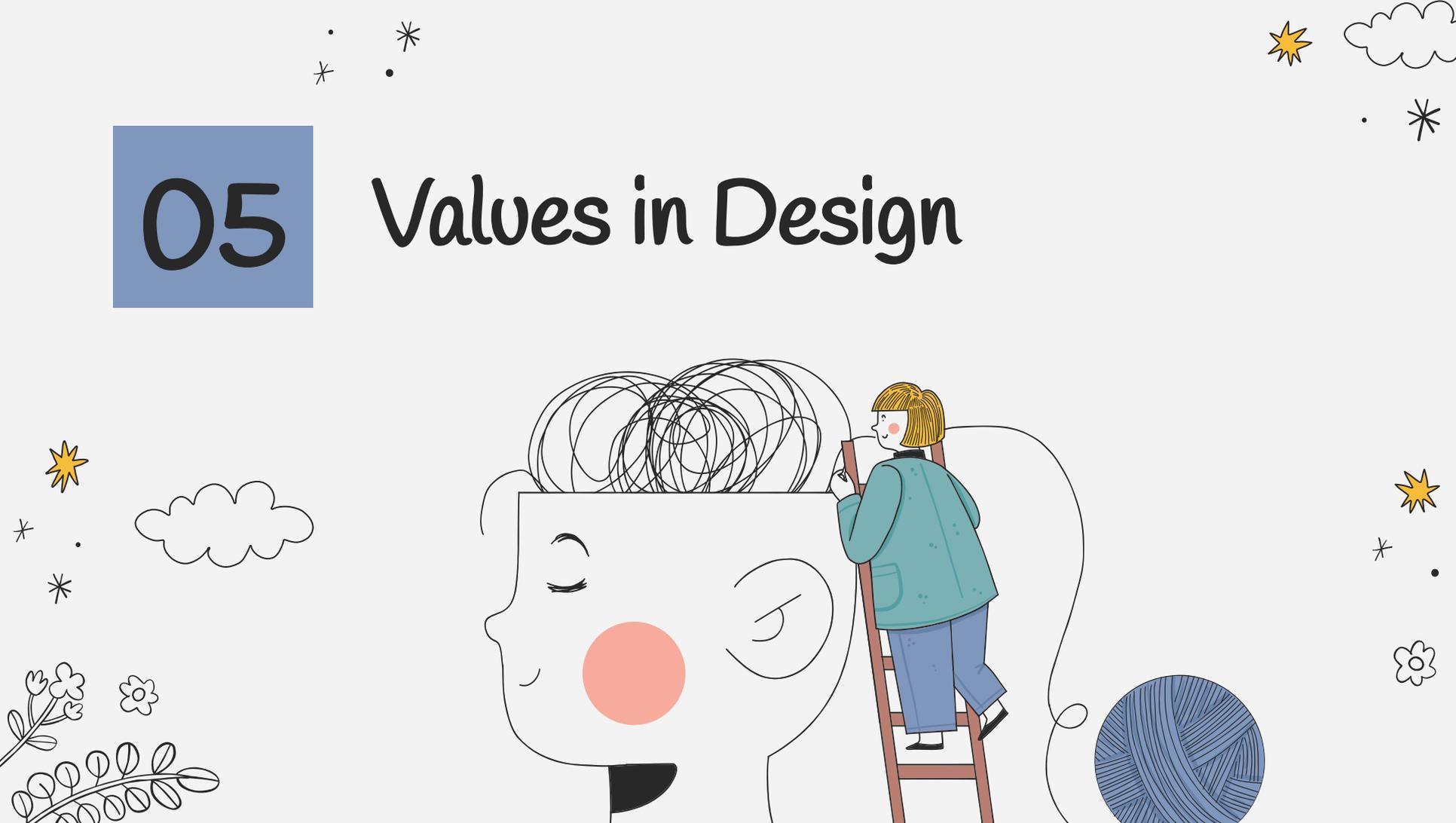
*Spontaneous + Synchronized means a timed notification for everyone on the platform. For instance, Be Real has a timed notification for everyone to post

* By archive memories, we also include the ability to caption or annotate them



05

Values in Design



Core Values

Inclusivity

Ensuring everyone on our platform feels included and comfortable sharing music



Diversity

Making sure we have a diverse set of people and music



Authenticity

Encouraging self expression and people feeling comfortable sharing their memories and music



User Autonomy

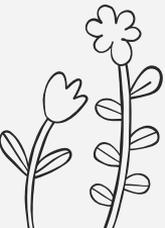
Giving our users full control of what they want to share and receive





Indirect Stakeholders

1. **Music Creators:** Their **music is on our platform** which indirectly affects them
2. **Record Labels:** They **manage** the **distributions** of the music creators
3. **Music Publishers:** People who **own rights to the songs** could be concerned about us sharing copyrighted music
4. **Individuals included on post artifacts:** Family members, friends, or strangers documented on the post aren't asked for **consent before posting**



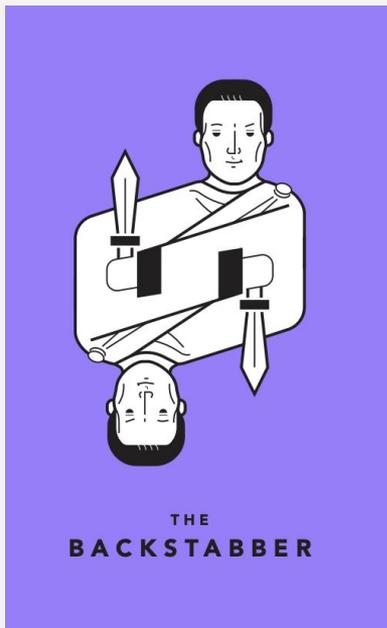


Direct Stakeholders

1. **Music/Podcast Listeners:** The users who will be **using the platform** directly
2. **Music Sharers:** People who **receiving and sending music** on the platform
3. **Content Moderators:** To ensure people **follow the platform's rules**, moderators will need to check the content of posts
4. **Other Music Streaming Platforms:** Can try to **compete with our platform** and bring our features to their platform (ex. Instagram with Reels competing with TikTok)



Ethical Consideration: The Backstabber



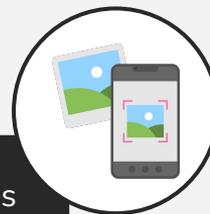
Privacy:

Tension: Sharing location can be a danger.

Affected group: Users targeted by bullies/abusers

Approach: Generalized, wider radius for location.

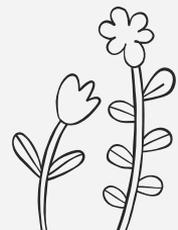
Unpermitted Sharing:



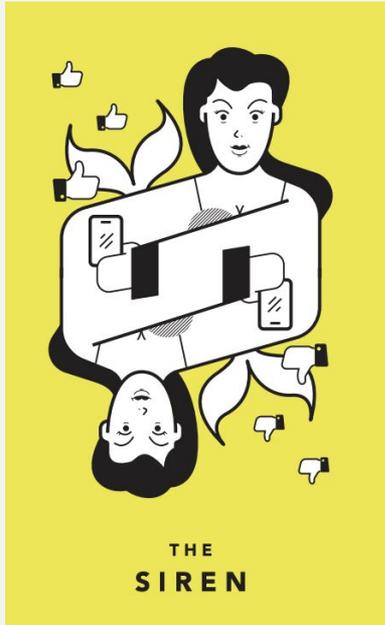
Tension: Post shares photos of individuals without consent.

Affected group: users' friends, family, strangers at location

Approach: Users have the autonomy to set account visibility.



Ethical Consideration: The Siren



Inauthentic Music:

Tension: Random notification can pressure users to share songs that “sound cool” to others, but are not their *currently-playing* song.

Affected group: Users

Approach: Add an anonymity factor.

Morphing User Group:



Tension: Users receive notifications at unideal times, disruptions and distractions to sleep, routine... etc.

Affected group: Users, family & friends of user

Approach: Flexibility in time frame for posting.



04

Concept Video Tasks



Tasks for Concept Video

1. **Simple:** User posts a song after being notified to share a song on MemReprise.

2. **Moderate:** User shares a song with another user and receives a song in return.

3. **Complex:** User annotates their posted song with a specific memory, story, or photo.



Simple: Getting notification / Posting A Song

- This is a **common task** where **majority** of our users will be getting notifications and posting song
- Getting a notification requires **no work** on the users side
- Posting a song only requires a **few steps** from the user



Moderate: Swapping a Song with Someone Else

- Puts **burden** on users to find and share songs with others
- Requires **another user to share** a song at the same time
 - (happens in the backend so users don't have to worry about finding a match)
- **More steps are required** for the user to access the song-swapping feature



Complex: Annotating post with a memory or story

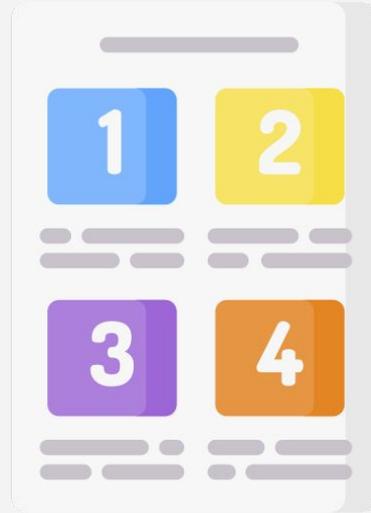
- **Rare task** that users only need to do if they want to annotate a post with a memory
- Annotations can **take time** for users to think about how to express themselves
- Contains **multiple steps** for a user to think of a memory to annotate and share





05

Storyboarding

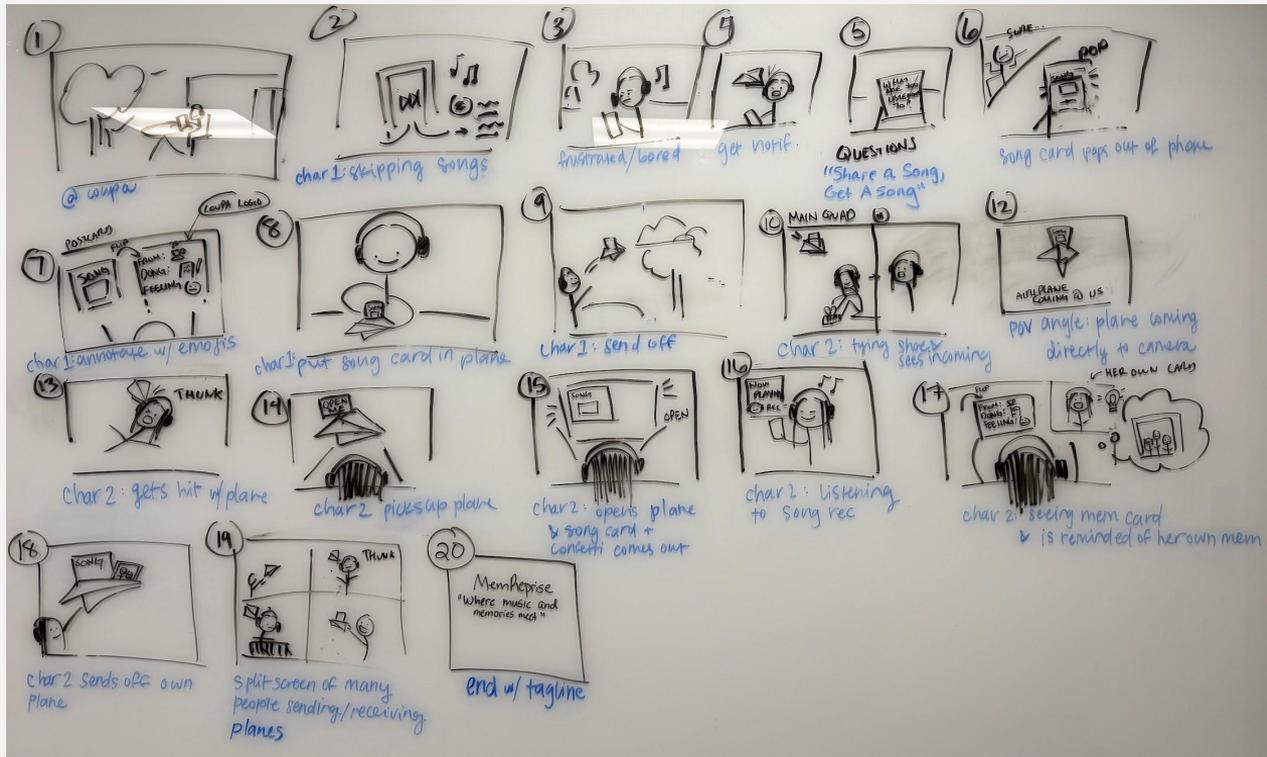


* Prop Pictures



- **Left:** “Song cards” that character 1 flips through to simulate skipping songs
- **Middle:** “Polaroid” that reminds character 2 of song he experienced with friends
- **Right:** “Now Playing...” Poster used as a way to show viewers what characters are listening to without showing phone screen.

Storyboard*



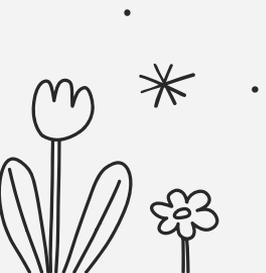
See our well-annotated images in our storyboard powerpoint [here](#).



Video



Link to Video: <https://youtu.be/XkzYSFXfwnc>





• * Appendix

- Video Outline
- Annotated Storyboard Powerpoint Here

