



Our Music Playlists



Additional  
Interviews



Brainstorm



Experience  
Prototypes

# Assignment 2: POVs, HMWs, and Prototype Analysis

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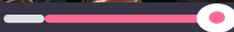




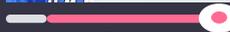
# Team



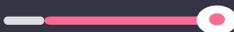
**Casey Nguyen**  
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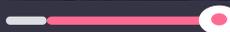
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# Problem Domain:



## ♥ Original Problem:

How can we use music to help people preserve memories & life events?

Nostalgia shaping memory and identity

## ♥ Revised Problem:

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

Emotion-based: Memory, song, sensory



## 2 Additional Interviews



Follow

Like

Share

### Joseph Lambo

Software Engineer at Google,  
living in San Francisco



Full playlist



Music has the  
power to  
*transport listeners.*



## 2 Additional Interviews



Follow

Like

Share

**Yifan Ding**

Data Analyst from  
Mountain View



Full playlist



Strong emotional  
connections to  
*varied music* over  
many years.



## Initial POVs



- **It would be game-changing** to have a platform where **Diana** can listen and annotate their feelings and memories associated with specific songs or genres.
- **We were surprised to notice** that **Joseph's** memory of recollecting the “normal” times of his life with a certain song. He recollected the last time he was with his brothers back in Nigeria; they were listening to the song called “Pop Style” by Drake...he mentioned how this added weight to the memory because it was truly the last time his life was considered “normal”...





# Initial POVs



- **It would be game-changing** to tap into music's link with personal memories for users like **Michael** to...alter the visual-auditory context of recalling memories, users can refine their introspection and link memory, music, and emotion.
- **We wonder if Yifan's** intense reaction to music reflects a deeper and continually evolving relationship to these songs that she's carried with her for many years and through many different situations.
- **We wonder if Bryant** perceives music as a tool that can shape social dynamics. To him, music plays a crucial role in fostering a comfortable social atmosphere and building connections.





# Revisions from Initial Studio 2 POVs



♥ 01

**Less “solution-y”**  
for the game changers

02 ♥

**More concise**  
when describing insights

03 ♥

**More direct**  
when explaining complex  
beliefs



# Revisions for Diana's POV



**Original:**

It would be **game-changing** ~~to have a platform~~ where **Diana** can listen and annotate their feelings and memories associated with specific songs or genres.



**Revised:**

It would be **game-changing** for users like **Diana** to be able to listen and annotate their feelings and memories associated with specific songs.





## Revised POVs



Diana is a recent Stanford graduate with a background in psychology and education who is now working in an advising role. **Diana frequently uses music as a “backing track” for various activities in her life.**

Diana’s intricate relationship between music, nostalgia, and her emotions; in particular, she expresses how **certain songs evoke memories of distinct life events**, such as the stress of writing college applications.

Music for Diana is more than auditory pleasure; it’s a **sensory time machine**, bringing her back to particular moments, feelings, and memories.

For users like Diana to be **able to listen and annotate their feelings and memories** associated with specific songs or genres.





# Revisions for Joseph's POV



**Original:**

**We were surprised to notice that **Joseph's** memory of recollecting the "normal" times of his life with a certain song. He recollected the last time...**



**Revised:**

**We were surprised to notice certain songs allowed **Joseph** to recollect a life that is "normal" with him and his brothers back in Nigeria.**





## Revised POVs



We met Joseph Lambo, a Software Engineer at Google, who lives in San Francisco but works in Mountain View. On **his long commute to work he enjoys listening to music to pass the time.**

We were surprised to notice certain songs allowed him to **recollect a life that is “normal”** with him and his brothers back in Nigeria.

We wonder if this means feeling a connection of the past with music holds a large amount of weight on that memory and reminds one of an experience that they **felt was more normal than the life they currently live.**

It would be game-changing if we could **connect users** to their past experiences through music that would allow them to **reminisce and connect to the times they considered “normal”.**





## Revised POVs



Joseph Lambo, a Google Software Engineer in Mountain View, commutes from San Francisco.

During his commute, certain **songs remind him of a “normal” life** with his brothers in Nigeria.

The connection between music and past memories seems potent.

Leveraging music to help users reconnect with cherished past moments could be transformative for users like Joseph.





# Diana's HMW Map Highlights



Caroline

how might we take sounds from memories and layer it with music



HMW connect users who have connections with same song



HMW annotate a song based on a memory



Kayla

Sophie

HMW we use concert/album setlist design to curate Diana's memories



HMW create a collective history among users through music

HMW combine a virtual diary with music



HMW craft a virtual "memory room" of someone's musical phases



Casey





## POV



We met Diana who frequently uses music as a **“backing track” for various activities...**

We were surprised how she ... expresses how **certain songs evoke memories of distinct life events...**

We wonder if music is more than auditory pleasure; it's a **sensory time machine....**

It would be game-changing to users like Diana to be **able to listen and annotate their feelings and memories** associated with specific songs or genres.

## Diana's Top HMW

1. HMW use **concert/album setlist** design to curate Diana's memories?
2. HMW create a **collective history** with friends through songs?
3. HMW craft a virtual **“memory room”** of someone's musical phases/personal history?





# Joseph's HMW Map Highlights



Caroline



HMW distract from stresses of present

HMW learn to appreciate the older versions of ourselves



HMW allow people to feel connected back to their roots through music



Kayla

Sophie

HMW connect location and memory



HMW connect users with similar life "normals" to each other's music



HMW provide storytelling features for songs



HMW open up a memory to more than one person



Casey



# POV



We met Joseph Lambo...who on **his long commute to work he enjoys listening to music to pass the time.**

We were surprised to notice some songs made him **nostalgic of a “peaceful” life** with his brothers in Nigeria.

We wonder if ... music intensifies the impact of memories, evoking times that **felt more ‘normal’ than one’s current life.**

It would be game-changing if we could connect users to their past through music to **reminisce and connect to “normal” times.**

# Joseph’s Top HMW

1. **HMW** provide a storytelling feature for songs?
2. **HMW** minimize the stresses of the present/provide escapism/detach from reality?
3. **HMW** connect users with similar music tastes to each other’s life “normals” and experiences?





# Solution 1: Reprise



## Reprise:

- Platform for people to **stop what they are doing** and **share a song!**

## Critical Assumption:

- People listen to music for at least **50% of the day**
- People are **comfortable sharing** their music choices





# Reprise Prototype:



“Hi! What are you listening to?”

“Would you like to hear what the last person was listening to?”



Bleu (better with time)

Fred again...



En Mi Cuarto  
Jhayco, Skrillex





# Reprise Findings:



## Results

- Majority shared songs
- All listened to new songs
- Podcasts + news too

## Analysis

- People are curious!
- Music is not as private as we thought.

“Cool beat”

“Got a nice beat”

“Sounds powerful”

“It’s not really what I listen to but I don’t like it or dislike it.”



## Solution 2: SoundByte Memories

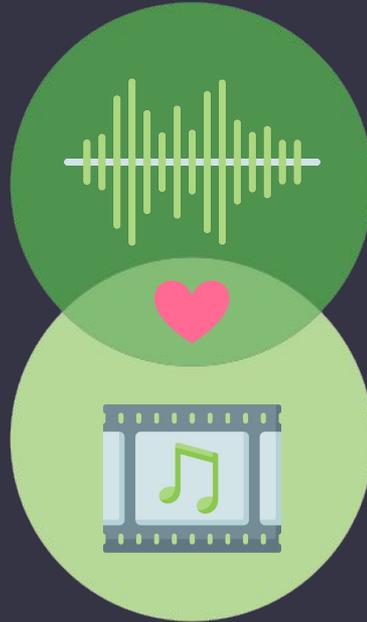


### SoundByte Memories:

- Layer songs/sound with memories, enhanced with multimedia elements.

### Critical Assumption:

- Digital memory recording is common.





# SoundByte Memories Prototype:



## Original Method:

- Too personal to share with strangers.

**PRIVATE**



## Revised Method:

- Survey on song-memory
- Measure memory recording.
- Do songs trigger memories?
- Test sharing comfort



# SoundByte Memories Findings:



## Results

- Link to memories
- Varied emotions
- Cultural context

## Analysis:

- Emotional bookmarks
- Many memories **aren't recorded**

“Last Christmas...  
I had my heartbroken”

“Get Gone...I listened to  
it ...on repeat (5 hours)  
after my mom told me  
some bad news.”



## Solution 3: Geo-Anchored Memory Capsule



### Geo-Anchored Memory Capsule:

- **Geo-tag songs & memories** to real-world locations

### Assumptions:

- Users often visit **varied public spaces.**





# Geo-Anchored Memory Capsule Prototype:



## Prototype Method:

- Engage users at a location about current song.
- Share past user song & memory with new entrants.
- Survey on song-location associations.





# Geo-Anchored Memory Capsule Findings:



## Results

- Home & Family
- Range of locations

## Analysis:

- Potential for users to discover songs
- Inaccessible **locations**

“Yes. A Chinese song called 今年夏天 (This Summer). It reminds me of my choir practicing room”

“Street lights by Kanye West and my old bedroom...”



# The winner is... Reprise!



## Add features from other Ideas:

- **Memory-Song**
  - Attach personal stories to songs.
- **Location-Based Playback:**
  - Relive songs in meaningful places.
- **Nostalgia Playlists**
  - Auto-curated based on memories.
- **Shared Experiences**
  - Connect over shared music memories.





# Ethical implications?



## Content Moderation



How will hateful or inappropriate content be controlled?

## Privacy



How will privacy be handled when users are attaching photos and locations to their liked music?

## Tech Dependency



How will an app like this impact screen time, tech usage, and real-world social interactions based on music sharing?



# Who does it serve? Who does it not?



## Does

- 1 Those interested in new music
- 2 Those interested in random music exchange
- 3 Those willing to share their own music
- 4 Those who like documenting their lives

## Does Not

- 1 Those who can't/don't use phones
- 2 Those who don't listen to music
- 3 Those not willing to share personal tastes
- 4 Those without convenient access to music or Wi-Fi



## APPENDIX:



- Additional artifacts from Yifan's interview
- Additional artifacts from a third (optional) interview, Michael Prosinski
- Miro board containing all of the HMW for Diana:  
[https://miro.com/app/board/uXjVNcCr\\_5w=?share\\_link\\_id=361450612271](https://miro.com/app/board/uXjVNcCr_5w=?share_link_id=361450612271)
- Miro board containing all of the HMW for Joseph:  
[https://miro.com/app/board/uXjVNcCr\\_Uw=?share\\_link\\_id=599444880505](https://miro.com/app/board/uXjVNcCr_Uw=?share_link_id=599444880505)
- POV Brainstorming
- HMW Brainstorming
- Solutions Brainstorming