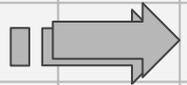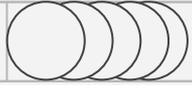# MemReprise

Medium-Fi Prototype

Casey, Caroline, Kayla, Sophie

Team

01

Casey Nguyen

BSCS '24, MSCS '24
California

Kayla Patterson
MSCS '24
New Jersey

02

03

Caroline Tran
BSCS '23, MSCS '25
Washington

Sophie Wu
BSCS '24, MSCS '25
Minnesota

04

Outline

01 Value Proposition

02 Problem/Solution

03 Values in Design

07 Med-Fi Task Flows

Tasks 04
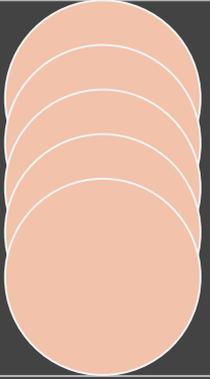
Usability Goals 05

Major Design Changes 06
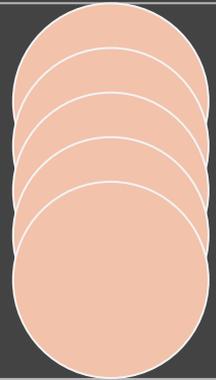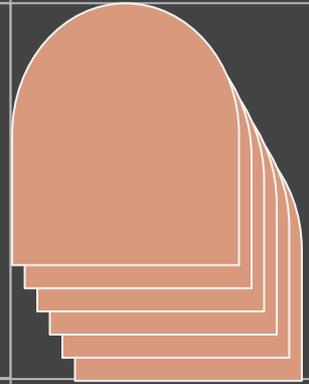
Implementation 08

01

MemReprise

Value Proposition

"Where Music and Memories Meet"

02
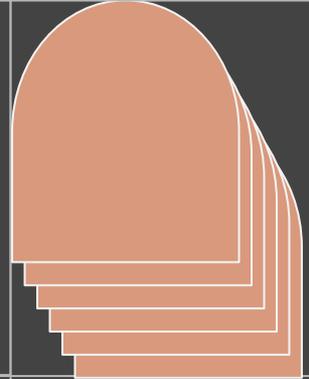
Problem + Solution

The Problem

The Solution

People often have **deep, yet hard-to-quantify associations** with their favorite music.

These associations go **undocumented** and **unshared**.

The Problem

People often have **deep, yet hard-to-quantify associations** with their favorite music.

These associations go **undocumented** and **unshared**.

The Solution

An app that prompts you daily to:
- Log the song you're currently listening to
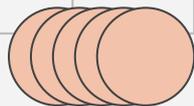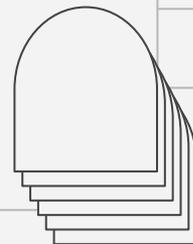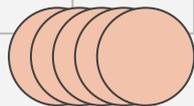
The Problem

People often have **deep, yet hard-to-quantify associations** with their favorite music.

These associations go **undocumented** and **unshared**.

The Solution

An app that prompts you daily to:
- Log the song you're currently listening to
- Associate it with a themed question

The Problem

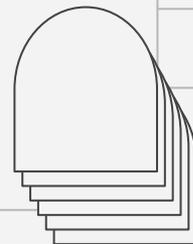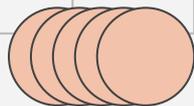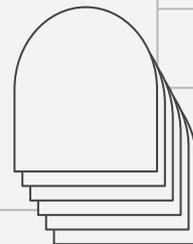People often have **deep, yet hard-to-quantify associations** with their favorite music.

These associations go **undocumented** and **unshared**.

The Solution

An app that prompts you daily to:
- Log the song you're currently listening to
- Associate it with a themed question
- Tag current mood and activity

The Problem

People often have **deep, yet hard-to-quantify associations** with their favorite music.

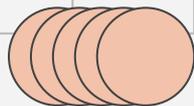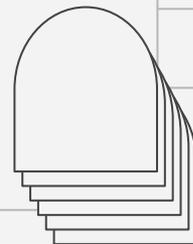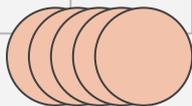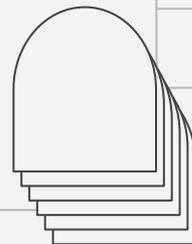These associations go **undocumented** and **unshared**.

The Solution

An app that prompts you daily to:
- Log the song you're currently listening to
- Associate it with a themed question
- Tag current **mood** and **activity**
- Discover new music by seeing how other users answered and tagged *their* music
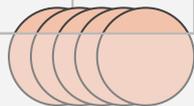
The Problem

The Solution

Posting is **quick** and **fun**.
Without any extra effort, users incrementally build an archive of their favorite music, and all of the past emotions, activities, and memories associated with it.

These memories can then be shared.
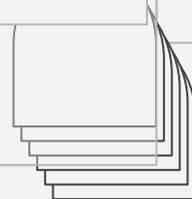
"Oh wow, so I can have a full [play]list of what makes other people happy, export it, and listen to it all."

– Clare Chua
(Low-Fi Prototype Tester, Stanford Student)
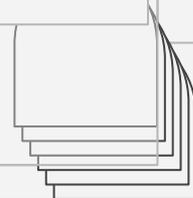
03

Values in Design

Values

Authenticity

01
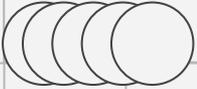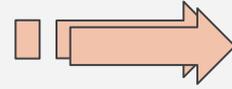
Memory logs are genuine reflections of user experiences

Inclusivity

02

All users **feel welcome** to share and explore

Intuitiveness

03
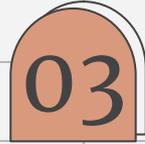
Easy-to-navigate and **user-friendly** interface

Playfulness

04

Enjoyable and **engaging user interaction**

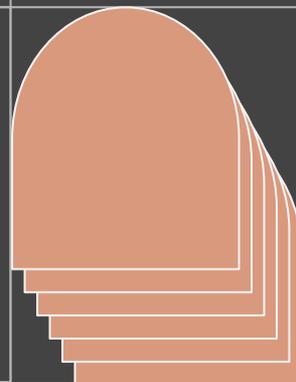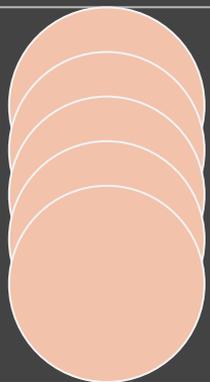# Value–Aligned Features

Authenticity

01
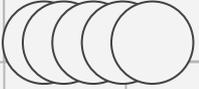
Personalized memory logs with **emotion and activity tagging**

Inclusivity

02

Range of selections to accommodate **diverse user expression**

Intuitiveness

03
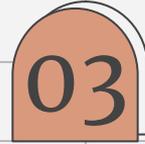
Streamlined navigation with clear prompts and actions

Playfulness

04

Themed playlists and gamified memory logging

Value Tensions

Authenticity vs. Playfulness

- Balance **genuine reflection** with **engaging activities**
- Use playful elements that **don't detract from authenticity** of memories shared
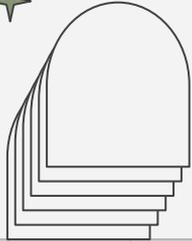
Inclusivity vs. Intuitiveness

- Make app **accessible to all** without compromising **simplicity**
- Design **basic mode** for ease of use and toggle **optional settings** for depth
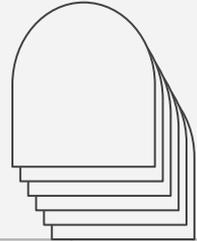
04
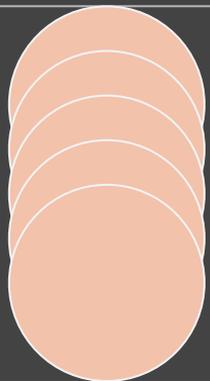
Tasks
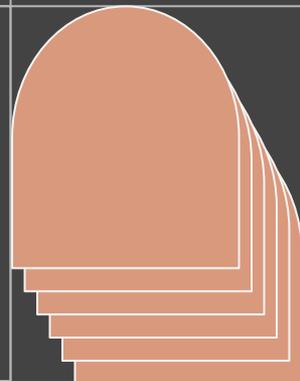
Task Overview
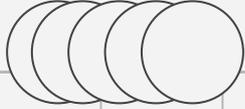
Simple

Share a song on MemReprise

Moderate

Discover music from other users who have similar music associations

Complex

Create personalized playlist from songs you previously shared

Low-Fi Simple Sketch: Share a song on MemReprise

Screen 1:

~MEMREPRISE~

pop-up window

POST A SONG, GET A SONG!

SONG NAME — Search & input text
ARTIST
CAPTION

THEME: WHAT STARBUCKS DRINK WOULD YOUR SONG BE?

◄ frappuccino | iced espresso | matcha latte ►

FEELING?

DOING:
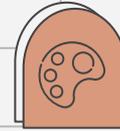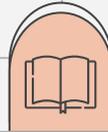RUNNING | STUDYING | EATING | CHILLING
COFFEE | HANGING OUT | SLEEPING | BOBA

CANCEL | POST

click to select & highlight
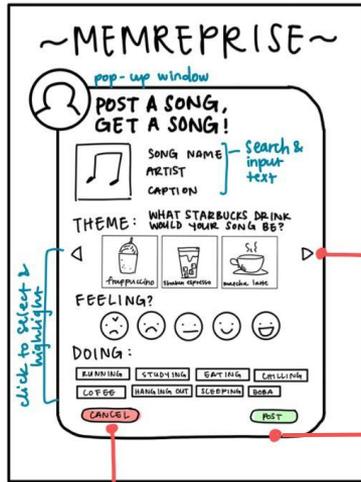
shows message requiring user to post a song to get a song.

Screen 1:

~MEMREPRISE~

POST A SONG, GET A SONG!

SONG NAME
ARTIST
CAPTION

THEME: WHAT STARBUCKS DRINK WOULD YOUR SONG BE?

◄ HOT CHOCOLATE | ICED LATTE | PINK DRINK ►

FEELING?

DOING:
RUNNING | STUDYING | EATING | CHILLING
COFFEE | HANGING OUT | SLEEPING | BOBA

CANCEL | POST

scroll

Screen 2:

NAME @handle   LISTENING TO: ARTIST : SONG

POSTS | REPRISE | PLAYLISTS

OCT 27 | THEME OF THE DAY: WHAT STARBUCKS DRINK WOULD YOUR SONG BE?

SEE WHAT OTHERS SAY!

album cover | Song Artist

caption:

album cover | Song Artist

Features:

Scroll arrows for the theme question options.

Select & highlight feature to show user's choice.

Post button leads to home page feed.

Cancel button closes the post draft.

Low–Fi Moderate Sketch: Discover music from other users who have similar music associations.

Features:

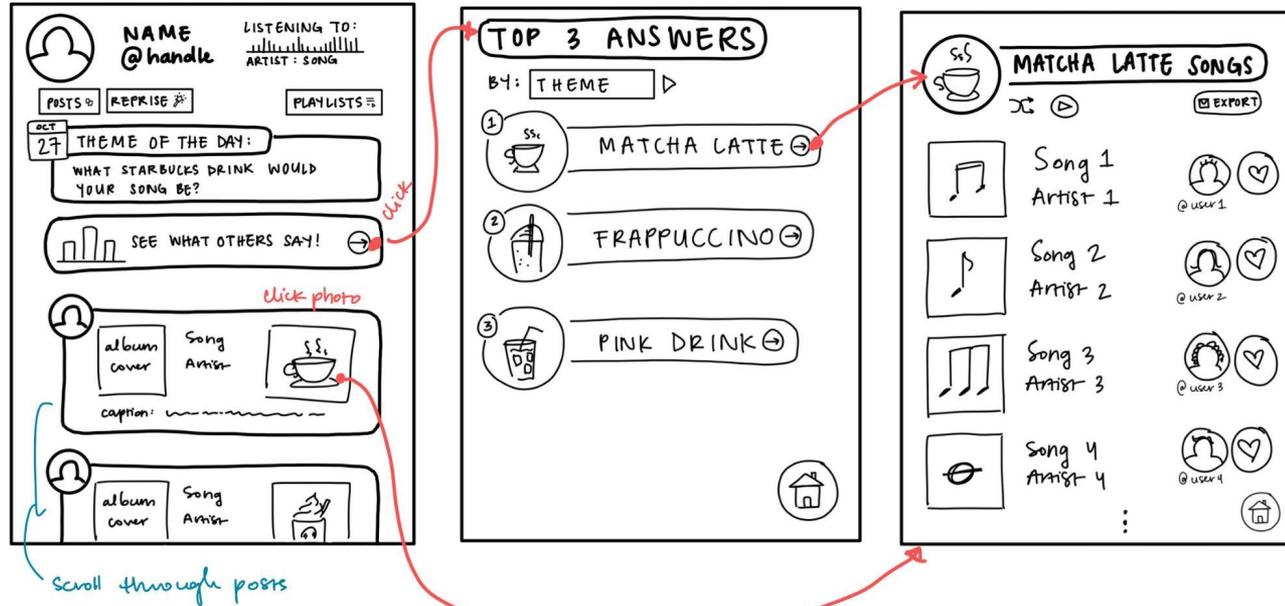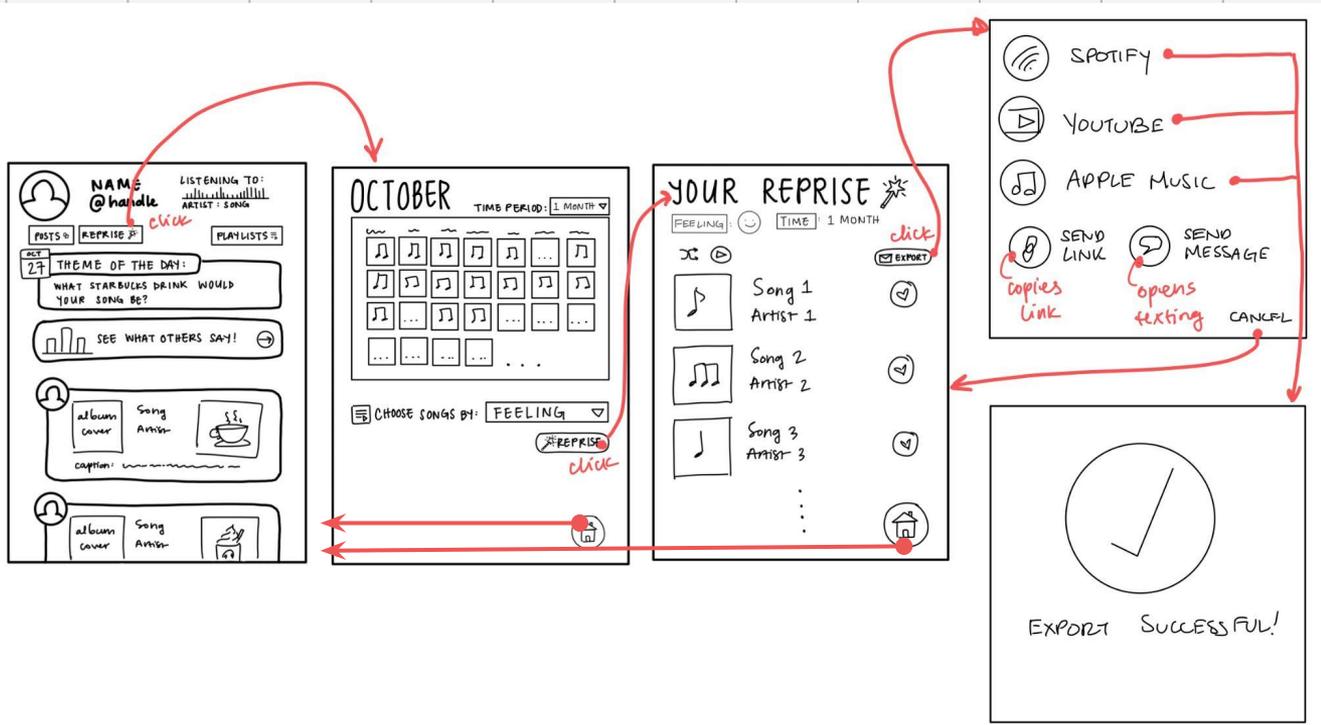**Arrow button** opens Top 3 Answers per category.

Button on theme photo links to themed playlists.

Category Swipes helps users view Top 3 Lists for different categories.

Scroll through songs posted by other users.

Low-Fi Complex Sketch: Create a personalized playlist from songs you recently shared.

Features:

Reprise button in home page opens post history.

Dropdown allows user to filter post history.
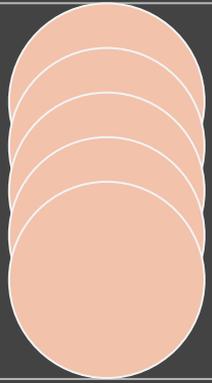
Reprise button on history page generates playlist.

Export button opens **links** to save playlists on other streaming apps.
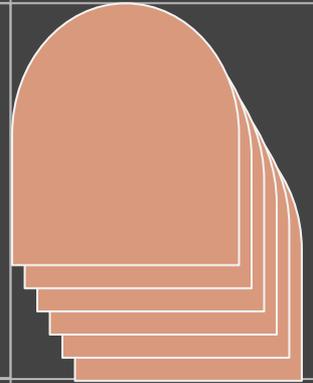
Home button to return to the home page.
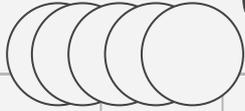
Cancel button stops export.

05

Usability Goals

Usability Goals + Measurements

App Efficiency

KPI: monitored **time** to complete each assigned task

Robustness

KPI: tracked **error rates** with points of failure or confusion

User Satisfaction

KPI: collected user satisfaction **ratings** + verbal feedback

KPI = Key Performance Indicator

Progress toward Goals
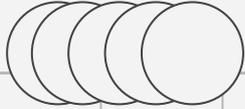
App Efficiency

Easier to navigate with **streamlined flows** and **simplified interface**

Robustness

Improved **error handling** and **clearer instructions**

User Satisfaction

Enhanced **design aesthetics** and **functionality**

06

Major Design Changes
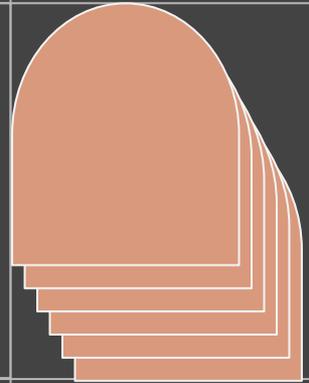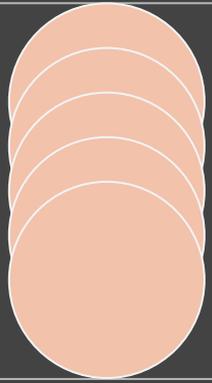
Change #1: "Post a Song" Draft

Before:

Post draft components were all on one page

After:

Post draft separated into multiple screens
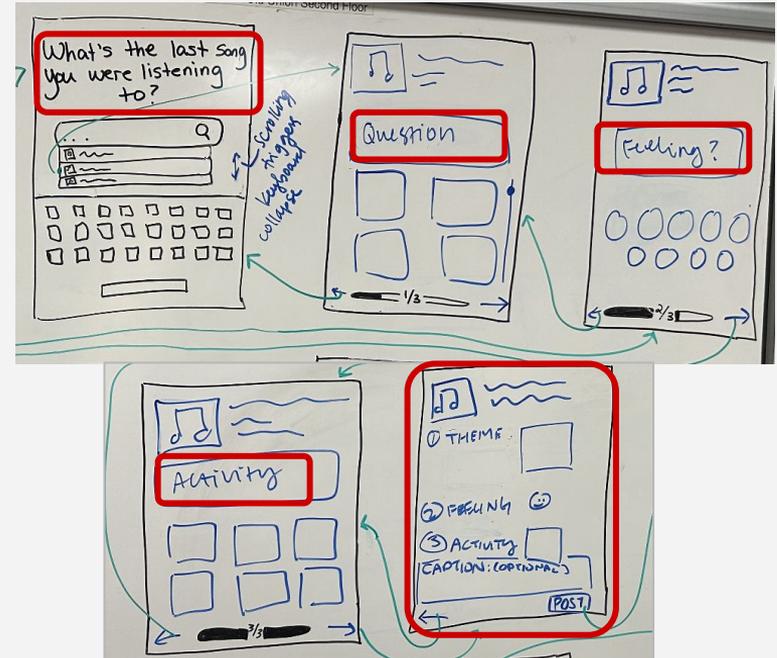
Change #1: "Post a Song" Draft

Revised Design

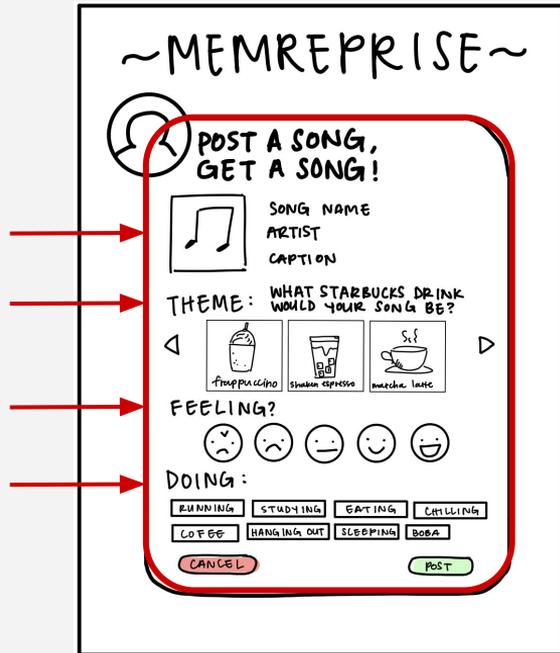**Post draft separated into multiple screens**
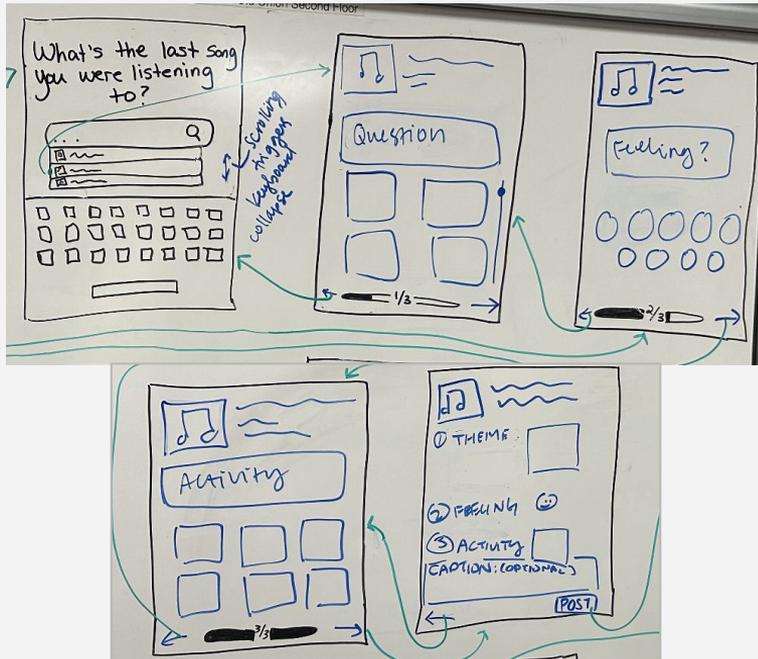
Feedback:

- Benedict: "Right now, I would be looking at a share icon" this inferred to us that the users were not clear on how to share a post when it was all together
- Clare: Wanted to exit out of the screen at the beginning because they were unsure about whether they start off at a post draft or if they had to navigate to a "start post" button

Change: Each section of the post is now shown on a separate screen instead of all sections on one screen.

Rationale: Allows users to process each question individually and without being overwhelmed from too much information on one screen.

Change #2: Home Screen and Main Feed

Before:

Multiple feeds and links on home screen

After:

Different tabs for different feeds
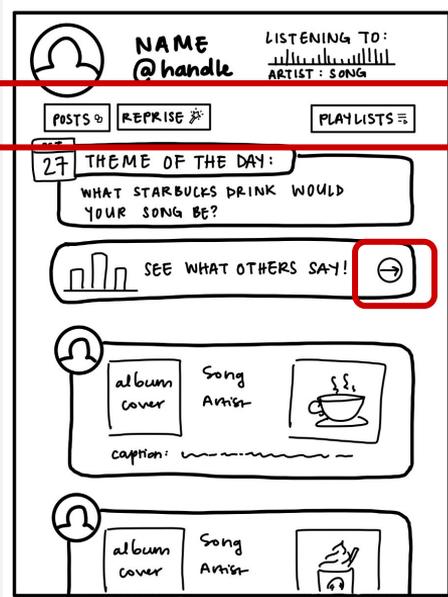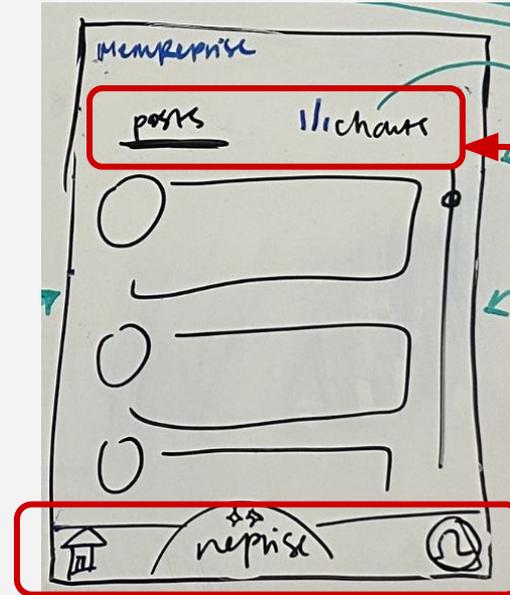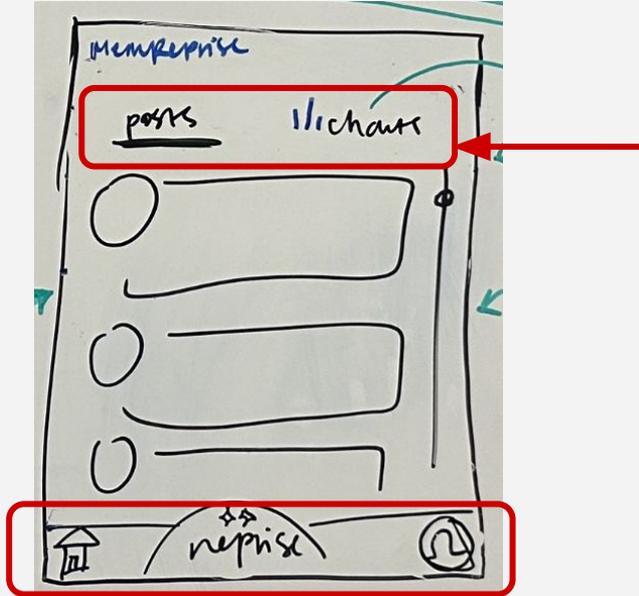
Change #2: Home Screen and Main Feed

Revised Design

Different tabs for different feeds

Feedback:

- **Clare:** "Am I looking at my own posts? Or are these other users' posts?"
- **Adrian:** "Create a playlist from my own posts... where are my own posts?"

Change: We created link between the posts and charts by assigning them to distinct feed screens, accessible through separate tabs to maintain a clear distinction. We also isolated the user's profile and introduced a Reprise' button in the bottom navigation bar.

Rationale: During low-fi testing, it was unclear where users find their past posts. Users were also overwhelmed with the home page which had too many buttons and links without clear grouping. We addressed feedback by grouping functions into tabs and a nav bar.

Change #3: User Profile and Reprise

Before:

Calendar shows past shared songs and filter options.
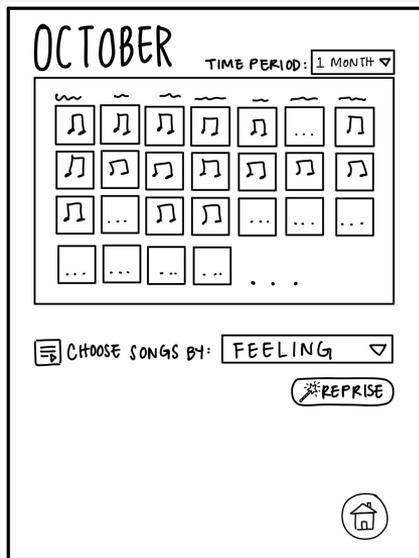
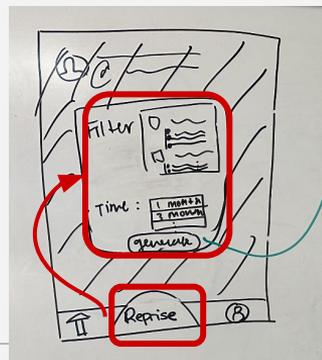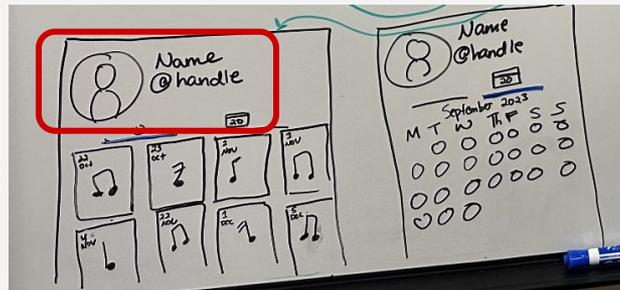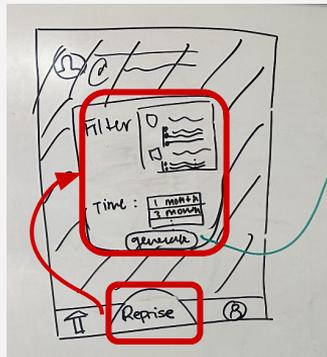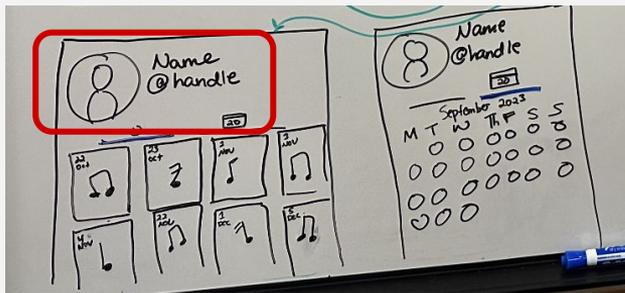## After:

Clear flow where users can access calendar from own profile. Separated post history and reprise.

Change #3: User Profile and Reprise

Revised Design
Clear flow where users can access calendar from own profile. Separated post history and reprise.


Feedback:

- **Benedict**: "Not sure where to go from this part, either post or playlist"
- **Adrian**: "I wonder what Reprise does"
- **Clare:** She did not notice the filtering options when shown post history and she exited the screen without creating a playlist.

Change:

- Separated user's view of past music by keeping it in the profile tab. Users can also view past music in the activity tab or calendar tab
- Reprise is its own tab, allowing users to filter songs based on time and category

Rationale: Differentiating "profile" for shared posts and "reprise" for playlist creation enhances user clarity on each section's function.
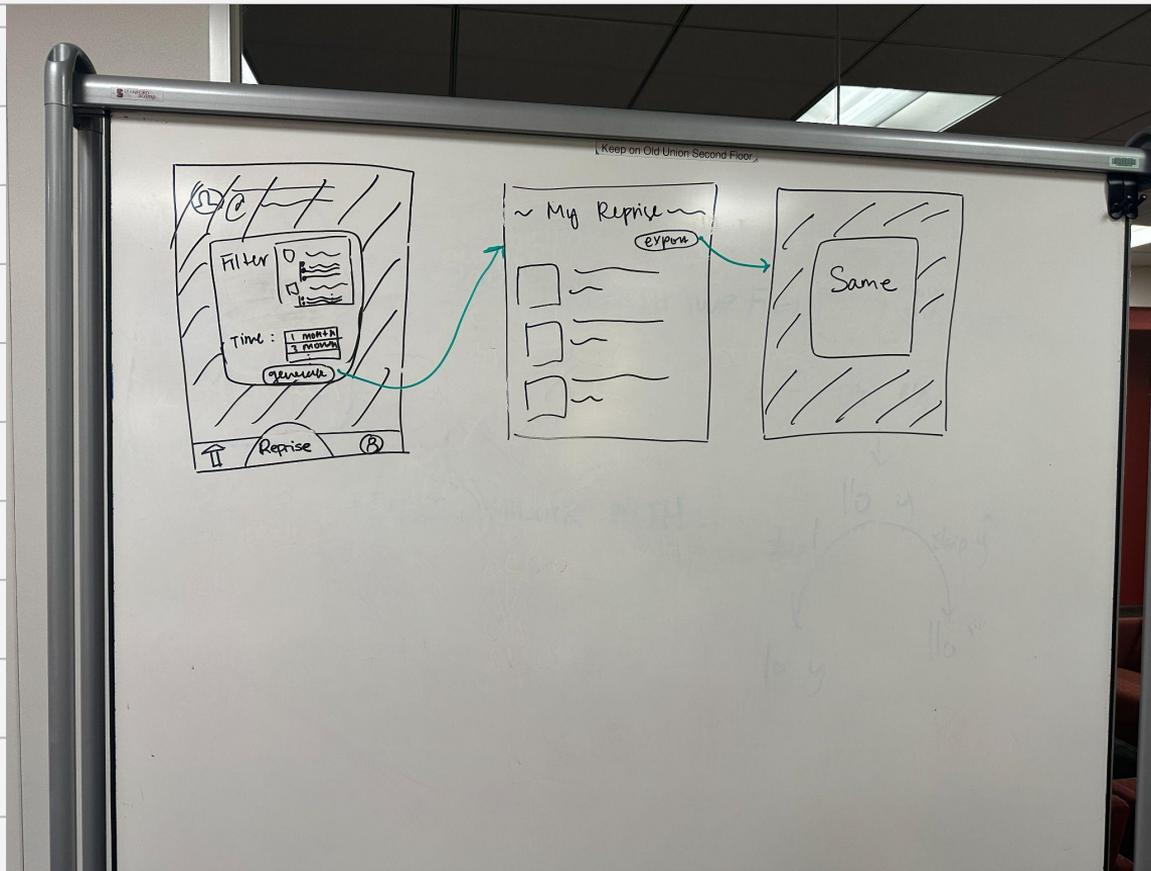
Changes Made
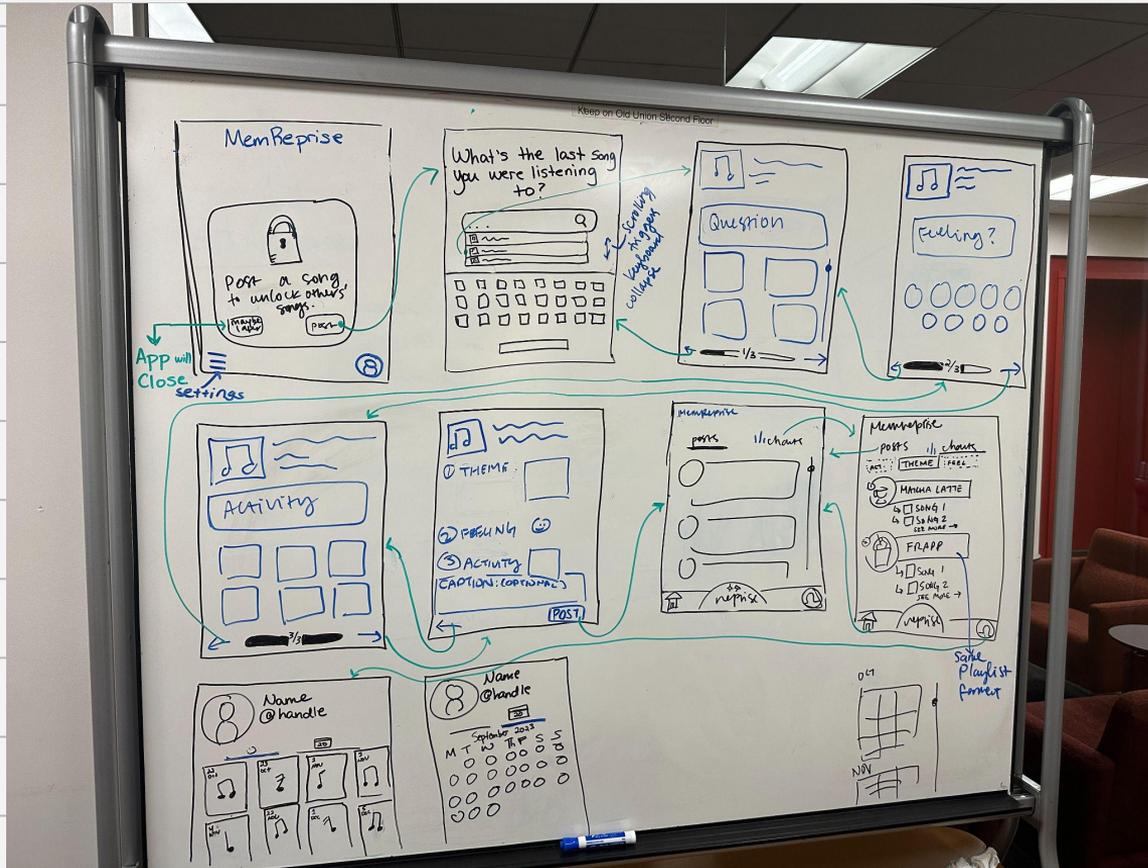
Changes:

Lock Screen: Intro screen will have a lock, user will post a song or do it later (app closes)

3 Steps: User fills in their post with 3 sequential steps

NavBar: Navbar at the bottom of the app

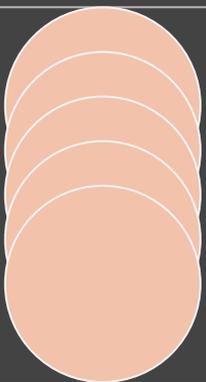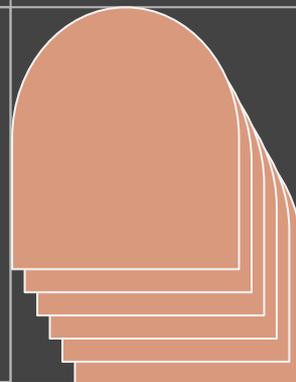**User Archives**: Users can see past posts through their activity tab

Changes Made

Changes:

Filter: Users can filter posts by category and time

07

Medium-Fi
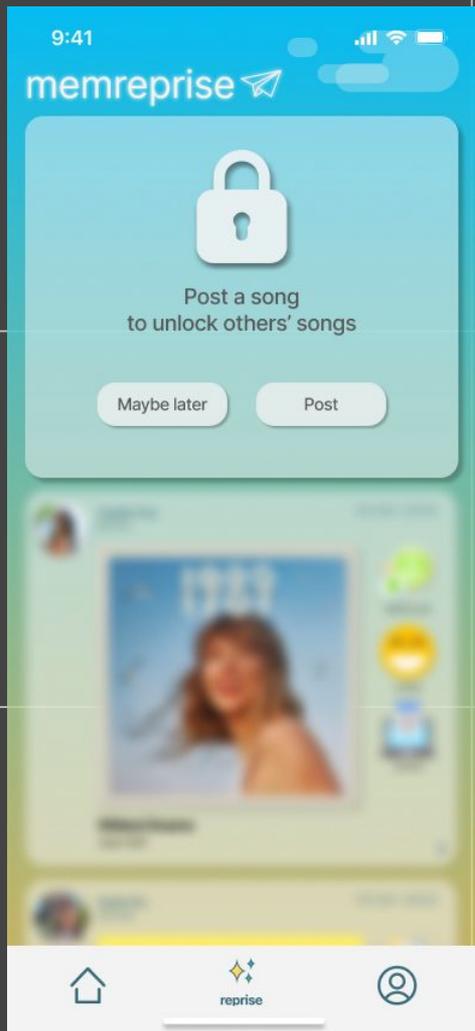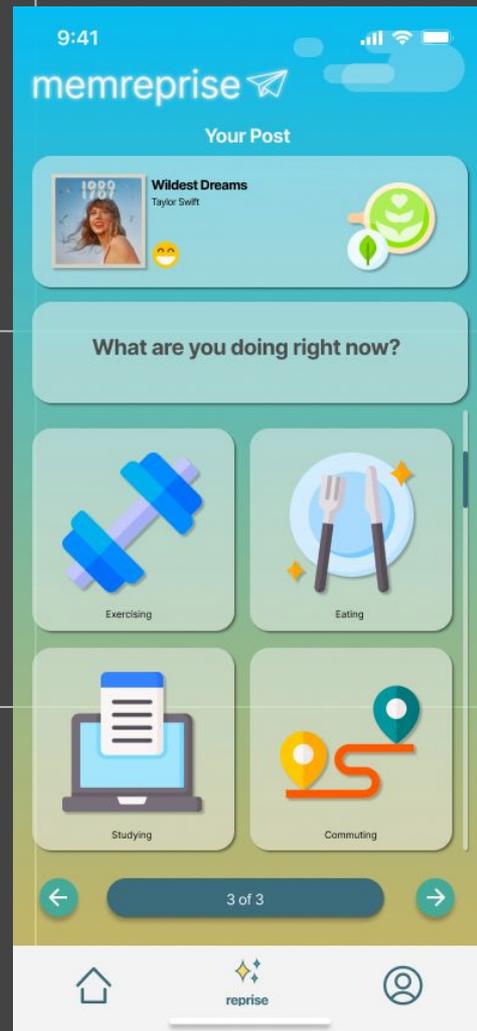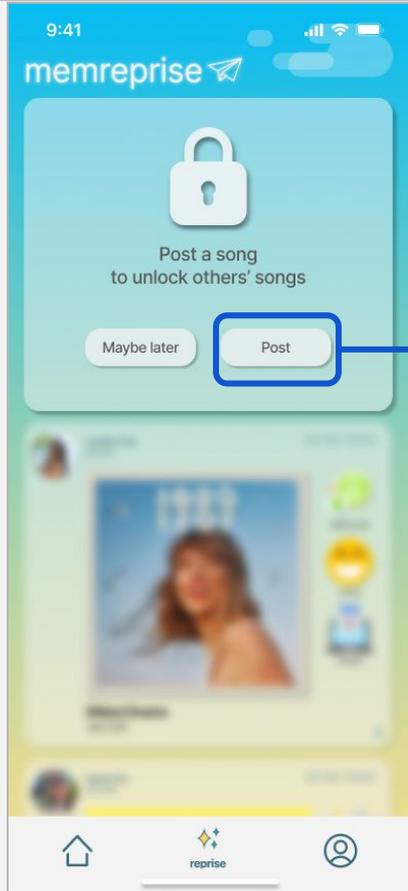Task Flows

Search Up Song
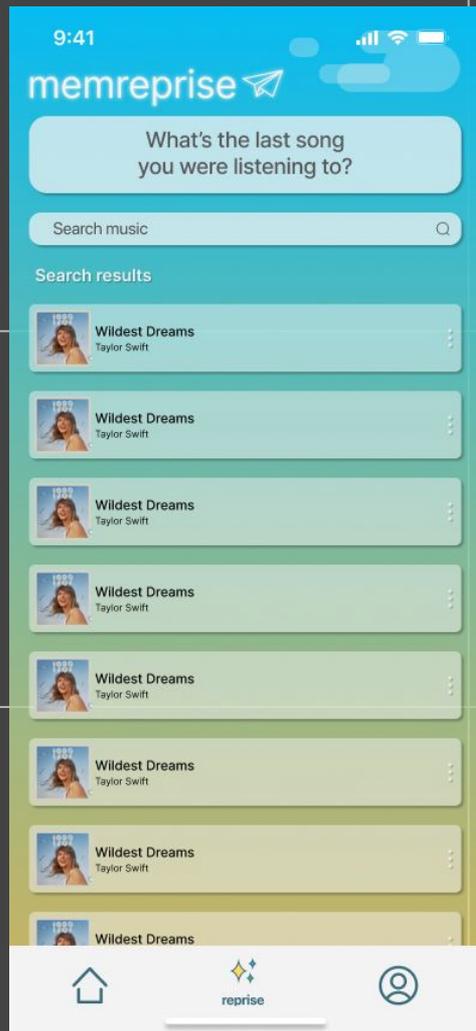
Personalize Post

Finalize Post

Simple: Post a song on MemReprise

Tap "post" button to begin creating a post. Users are not allowed to see other users' posts until they post something themselves.

Tap the search bar to start searching for your last listened to song.

Results will begin to populate as you type. Tap the correct result to move onto the next step.

Simple: Post a song on MemReprise
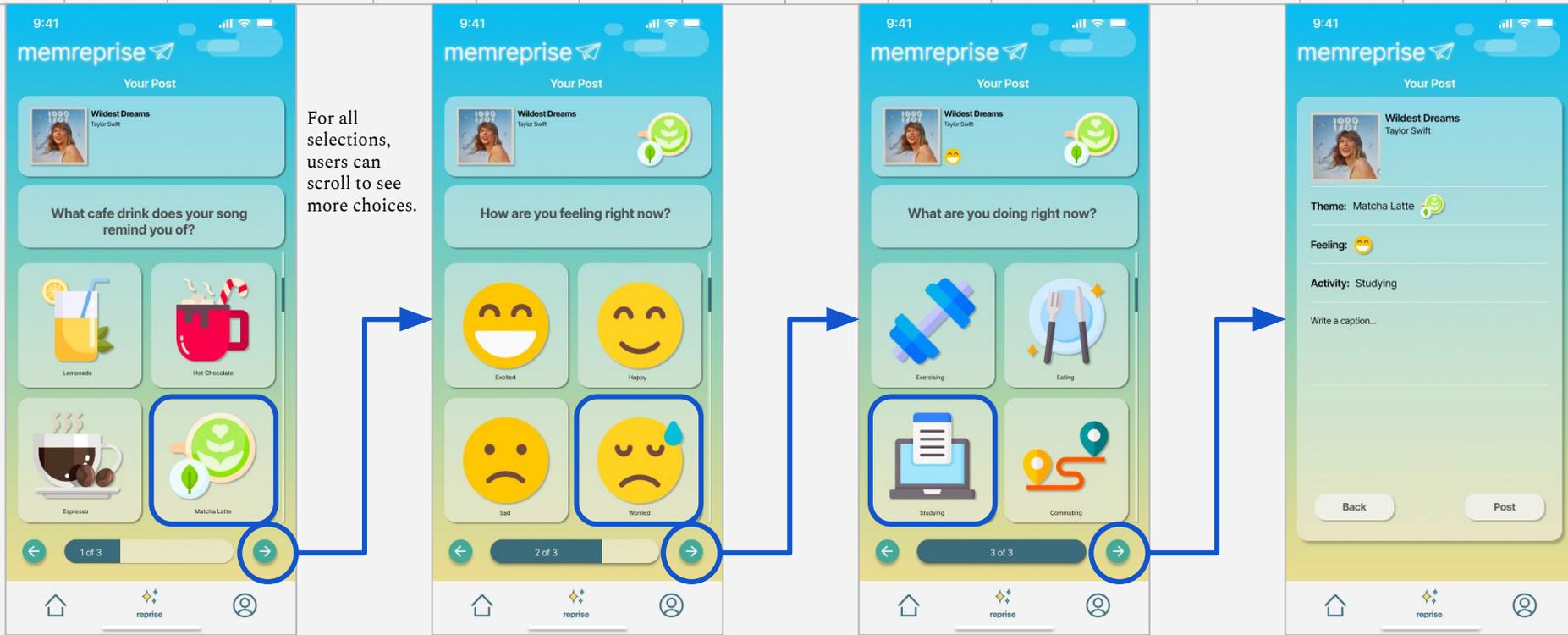
For all selections, users can scroll to see more choices.

Answer a themed "question of the day" by tapping on the selection that best matches your song. Tap on the "next" arrow to advance.

Tap on the selection that best matches your current mood.

Tap on the selection that best matches your current activity.

The user sees an overview of their post. You can optionally choose to write a caption here.

Simple: Post a song on MemReprise
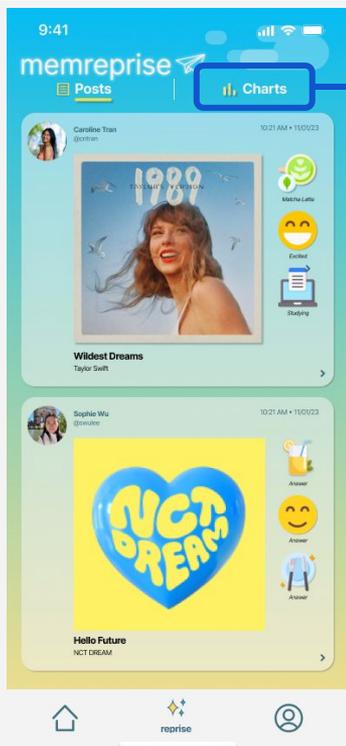
When satisfied with your post's content, tap the "post" button

You are automatically taken to a feed where you can scroll and see all other users' posts.

Moderate: Discover music from other users who have similar music associations

Tap on the "Charts" tab to view the top associations other users have with their songs.

The "Charts" tab defaults to showing the most popular answers to the themed question of the day.

Tap the "Feeling" button to view the most commonly reported moods and the songs associated with them.

Tap the "Activity" button to view the most commonly reported activities and the songs associated with them.

Moderate: Discover music from other users who have similar music associations

To view other songs users have associated with the top answers, tap the "see more" button.

Tap "back" to return to the "Charts" tab.

View a playlist containing music from other users who have all associated their songs with the selected answer.

Scroll down to view more.

Moderate: Discover music from other users who have similar music associations

Tap the "expand" arrow to view the post's caption and any additional associations or memories that a user may have written into their caption.
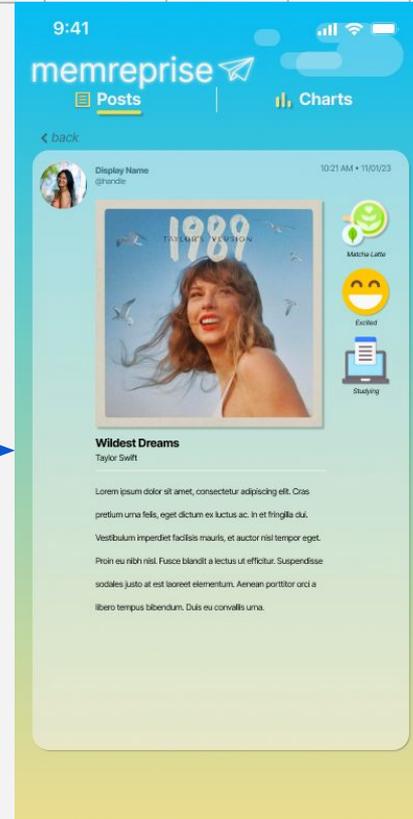
Complex: Create a personalized playlist from songs you recently shared.
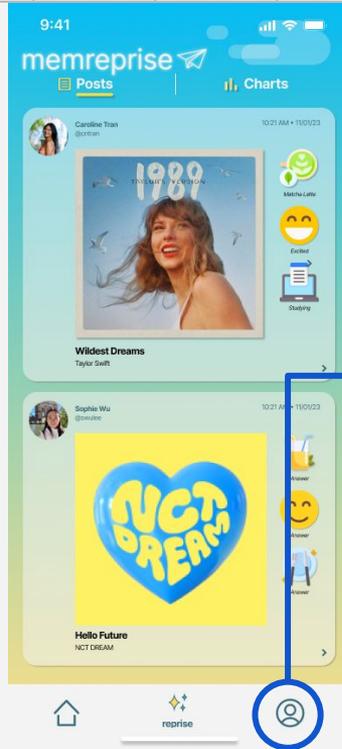
Tap the "profile" icon to see your user profile.

The profile defaults to your recent activity, which displays which songs you posted on which days.

Tap the "Calendar" tab to view your activity in a calendar format.

Complex: Create a personalized playlist from songs you recently shared.


Note: the "reprise" functionality can be accessed from any screen after the user posts by tapping the "reprise" button. The pop-up will show up over the user's current screen, and is demonstrated here over the "Activity" screen for simplicity.

Tap on the "reprise" button to begin creation of a personalized playlist.

Select how you want to filter which songs will go in your reprise playlist and the time period it should cover. Then tap "generate".
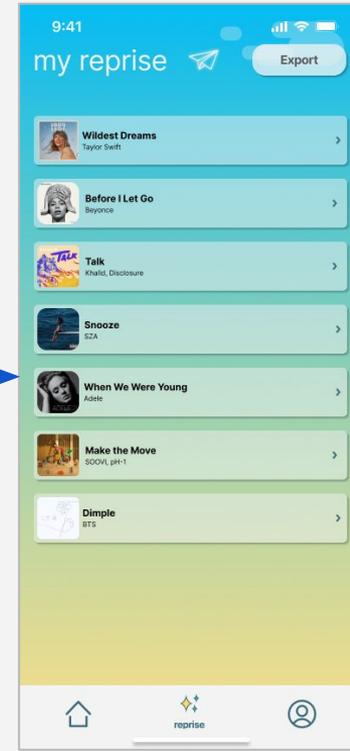
The user will then see their reprise playlist, with all songs that meet the filter criteria.
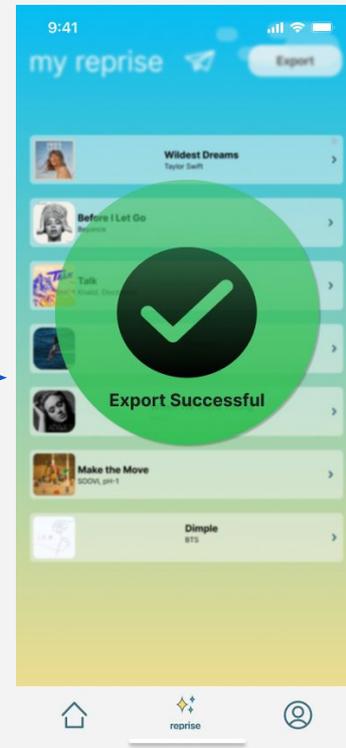
Complex: Create a personalized playlist from songs you recently shared.

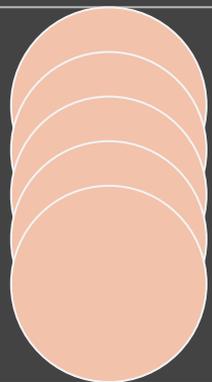Tap on the export button to begin exporting your reprise playlist.

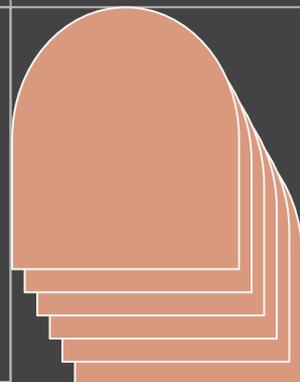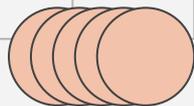Select which platform you want to export your playlist to.

The user will then see whether the export has been successful.

08

Implementation

Tools (Figma + IconDuck)

Pros

- Real-time **collaboration**
- **User-Friendly** Interface
- Extensive Library
  - **Many templates** and design tools (IconDuck)
- Interactive Prototypes
  - **dynamic, clickable** prototypes = better simulation

Cons

- Learning Curve
  - Full Figma **proficiency requires time**
- Consistency
  - Collaborative design **consistency is hard** with many elements and interactions
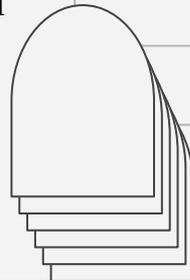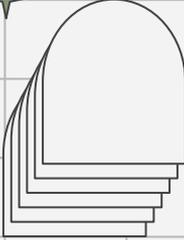
Limitations

Accessibility Testing

- No built-in tools for comprehensive **accessibility testing**, crucial for inclusive designs
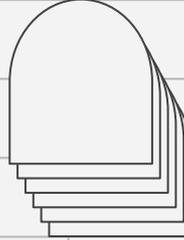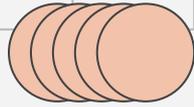
Live Data Integration

- **No real-time data or dynamic content** because Figma cannot natively integrate live databases/APIs

Custom Code Execution

- **Limited simulation of logic/functions**
- User selections and actions across different screens are not preserved
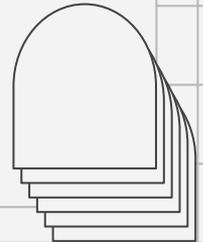
Hard-coded Features

- Music Libraries
  - **Limited selection** of songs and playlists
- Theme/Mood/Activity
  - **Set categories** for users to choose from
- Static User Profiles/Content:
  - User info and post content **stay unchanged**

Wizard-of-Oz Features

- Simplified Music Search
  - **Bypasses search functionality** with predetermined set of search results
- Assisted Selection Inputs
  - **Options chosen by facilitator**, simulating app response to inputs

Check out our website!

http://web.stanford.edu/class/cs147/projects/HarmoniousTies/MemReprise/

Appendix

- **Link to the medium-fi prototype on Figma**
  - Medium-Fi Prototype File
  - Medium-Fi Prototype

- **Link to the low-fi prototype in Google Drive**
  - Low-fi prototype

Thank You!