
Association of Music & Memories

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Meet the Team



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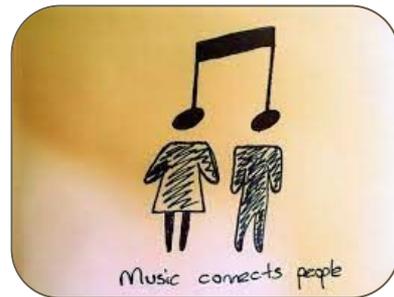
Problem & Domain of Interest:

Harmonious Ties: Connection Through Music

WHAT: Finding connections between music and people

WHY: Music relates to everyone in different ways

HOW: How can we use music to help people preserve and journal memories & events in their life?



Needfinding Methodology

Needfinding Methodology

Participant Search:

- Acquaintances (2nd-3rd degree social connections)
- Cold-emailing Stanford Faculty
- Posting on Palo Alto/Mountain View subreddit

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Interview Process:

- Teams of 2:
 - 1 Interviewer
 - 1 Notetaker
- Audio recorded if possible + real-time transcribing on laptop

Participants



Bryant Jimenez



Diana Jones



Michael Shanks

What We Asked

- **General Music Engagement**
 - Describe the last time you incorporated music into a daily routine
- **Collaborative Music Experience & Social Interaction**
 - Do you ever share music or song recommendations with friends or family? How do you usually share them?
- **Personal Preferences & Music Exploration**
 - Lately, which genres or artists have resonated most with you? Can you pinpoint why?
- **Memory, Emotional Connection & Personal Experiences with Music**
 - Tell me about a song or an instrument that brings you to a special moment in your life.



Bryant Jimenez

Student @ Stanford (**Extreme User**)

Team: Casey (Interviewer) & Sophie (Notetaker)
Location: Tresidder

Recruited: Mutual Acquaintance (Friend of a friend)
Compensated: No
Apparatus: Laptop (notes), Phone (recording)

- **Why did we choose him?**
 - Considers music as part of his identity
 - Heavy listener of music
 - Additional experience in composing and producing music
 - **Why is he an “extreme user”?**
 - High Engagement
 - Music as Routine
 - SoundCloud Creator
-

Bryant Jimenez - Stanford Student

Quotes

- "There's this one song where [J. Cole] talks about seeing this girl for the first time in his math class and that's pretty much how I met my girlfriend."
- "Whenever "Feel No Ways" by Drake comes up, the time that comes to mind is [when] I was on a bus [as an RA]...played that song, everybody enjoyed it...helped all the kids bond with each other."

Surprising Facts:

- Avoids Taylor Swift's music because of the inconvenience her concerts causes him in Denver.
- Doesn't like commercial-sounding tracks that feel made for specific settings, like Harry Styles' "Music for a Sushi Restaurant."
- Listens to songs with lyrics he doesn't relate to or condone

Likes learning Japanese
Likes working out
Likes playing basketball
J. Cole is the first artist ever listened to
"don't really go to parties"
"Being away from home"

earliest memory was video game music
"jungle music"

"Nintendo Game Cube"
listens to music 3hr/day

Says

listens to music between class, at gym, and at dining halls
"If I like a song, I'll like a song, even if it's outside genre"
"Connecting back to roots"

music can ruin/help how comfortable people feel in social settings
Fanbase impacts music enjoyment
negative associations w/ other activities can ruin music
music connects him to cultural roots
music should match mood

Thinks

collab on composing music gives new perspective
should blend music styles
If incorporate things already like, more likely to enjoy
Music can majorly impact his mood
music is a personal experience

Connects daily tasks w/ music
finds new music on social media
Created music on SoundCloud in past
Enjoys music that blends elements he likes
Associates first time seeing GF with song he listened to
Keeps the aux to himself

Does

associates not liking an artist with negative memories
Taylor Swift Concert in CO: "30 minutes to turn a corner"
Lit up talking about song he shared on bus ride
shares Spotify with GF
smiles when talking about GF
bonded with others over jpop/jrock while studying abroad

concerts are for the artist, not social event
hype
annoyed by Taylor Swift fans
"commercialized"
music should make people feel comfortable

Feels

welcomed and connected with Japanese residents while studying abroad
fond music memories
fulfilled
Some forms of music are not genuine
even though he's open to new genres

Before Japan, he would maybe would listen to 3-4 Japanese songs, but once got there, friends would show introduce him to new songs, and he really enjoyed it.

Discovering new music framed a part of his identity while studying abroad

Branches out into new genres such as JPop/JRock but also Spanish/Mexican music to reconnect with his heritage.

Felt excited and embraced when Japanese DJs played American songs to welcome him.

Insight

In Japan, music was a cultural bridge and self-discovery tool for Bryant.

Need

There's a demand for avenues that empower individuals to explore and immerse themselves in diverse musical genres.

Pictures/Artifacts

Tresidder (Interview Location)





Diana Jones

Program Coordinator @ Stanford

Team: Casey (Interviewer) & Kayla (Notetaker)
Location: Stern Dining Hall

Recruited: Friend of a friend
Compensated: No
Apparatus: Laptop (notes), Phone (recording)

- **Why did we choose them?**
 - Represents an “average user”
 - Works professional 9-5 job
 - Casual listener
 - Uses music as background noise
 - Considers herself “musically untalented”
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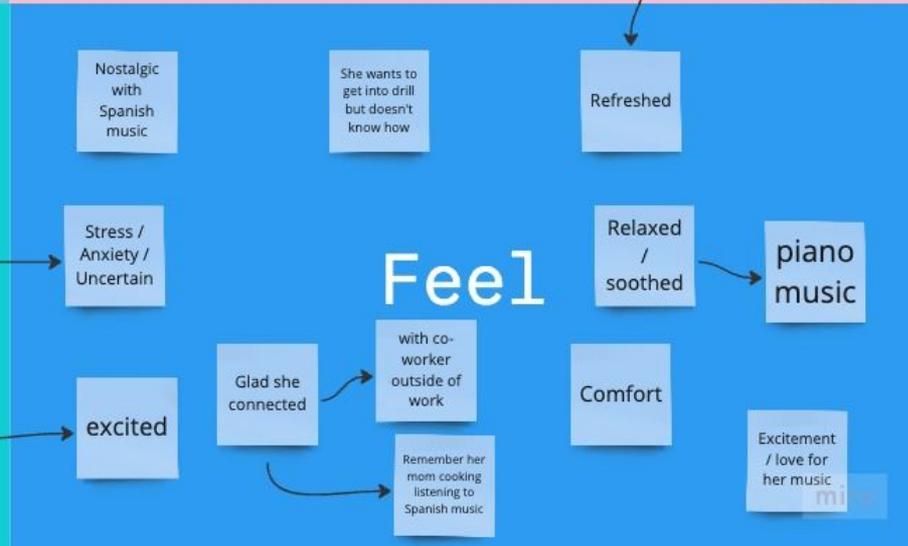
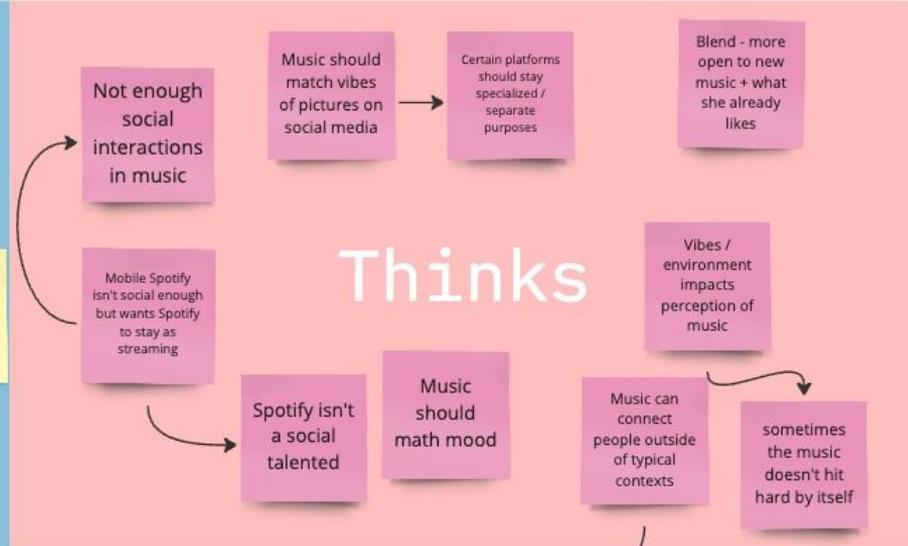
Diana Jones - Program Coordinator @ Stanford

Quotes

- “When I’m cooking, I get very nostalgic because I am using my mother’s recipes for something I know that I used to eat alongside my brothers.”
- “When I was writing my college applications...I had the same song playing on repeat...It worked both as background music and encouraged me to type faster.”

Surprising Facts

- Initially, she wasn’t fond of country music. But after a concert in Dallas, her perspective shifted due to the environment and vibe.
- While she finds Spotify a primary music source, she wishes for more social interaction on the platform without it turning into a social media app.



Says 30% of music she listens to is in Spanish

More open-minded to different music when it incorporates what she already likes.

Connected with coworker recently through a Spanish-speaking artist's concert

Feels a profound connection to her Spanish heritage, especially when listening to Spanish music or cooking traditional family recipes.

Insight

For Diana, Spanish music serves as a powerful connector to her heritage, evoking deep feelings of nostalgia and belonging.

Need

A desire to discover and connect with cultural roots through music, allowing one to journey through their heritage and memories.

Pictures/Artifacts

Stern Dining Hall (Interview Location)

A screenshot of a Spotify artist profile for Kali Uchis. The profile is for a verified artist with 35,837,352 monthly listeners. The top section shows the artist's name and a play button icon. Below this, there is a 'Following' button and a three-dot menu. The 'Popular' section lists five tracks with their respective album covers, titles, listener counts, and durations.

Rank	Track Name	Listener Count	Duration
1	Moonlight	393,092,084	3:07
2	telepatía	958,193,223	2:40
3	Muñekita (with El Alfa & JT)	42,094,331	3:39
4	After The Storm (feat. Tyler, The Creator & Boots...	466,455,128	3:27
5	Melting	275,187,429	3:28



Michael Shanks

Professor of Classics @ Stanford
Resident Fellow @ Ng Humanities House

Team: Sophie (Interviewer) & Caroline (Notetaker)
Location: Ng House

Recruited: Resident Assistant of Ng House
Compensated: No
Apparatus: Laptop (notes), Phone (recording)

- **Why did we choose him?**
 - Diversity in demographics
 - Older
 - Non-American (UK)
 - Deeply engaged with the humanities
 - Likely has a different perspective on music due to academic background
-

Dr. Michael Shanks - Resident Fellow @ Ng

Quotes

- Music is “haunting, the return of what was lost”
- “ Memory does not represent the past...It’s not a picture...What is a memory? It’s a key to experience. Our experience is inconceivable without memory”

Surprising Fact

- His wife (professional) and both of his daughters are musicians
- He is involved in theater archaeology

Says

"Theater Archaeology"

"some music you 'can't not listen to'"

"practicing music is iterative"

"involuntary memory"

both daughters are musicians

"You FEEL Music"

"haunted by memories"

"Return of what was lost"

"Ambience and atmospheric"

"mahler no. 9 has so much life to it"

"memory percolates"

"music should be 'out there'"

"Time is not linear, it is looped"

music should be embodied

current apps aren't designed well

music is one facet of a multimodal human experience

each person's perception of the world changed in part by how they perceive it

physicality of music is important

Thinks

app organization should be consistent

music should be enmeshed in the world

music should create atmosphere

memories are changed each time you remember them

time is nonlinear

memory is a haunting act that resurfaces past emotions and images

Does

theater archeology

listens to classical music

has different playlists for different tasks

collects various sounds system components

uses a variety of different music platforms

listens to techno ambient music

voice was softer talking about his daughters

connects stories about daughters to musical experiences

turned towards interviewers more when talking about best friend, Mike

played an example sound track

physically got up to show us special books and artifacts

Uncrossed his arms when talking about his dogs and daughters

annoyed at current music platforms

loves the physicality of traditional music systems

fondness for his daughter's practicing the same pieces repeatedly

proud of all the trinkets he collected from past memories

annoyed at frequent updates to new digital platforms

passionate about recording sound (waves on beach) correctly

Feel

interested in learning more about AI recommendation algorithms

Passionate about blending physical and digital music mediums

Insight

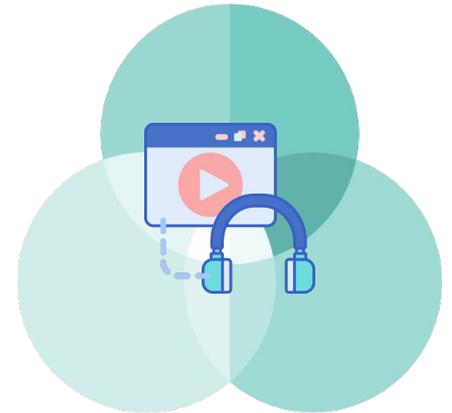
There is a profound connection between sound, memory, and our perception of history. Music is a temporal and emotional bridge.

Need

There's a need for platforms that intertwine sound, memory, and historical context, enabling a richer multisensory exploration of the past.

Key Learnings:

- Lasting and renewable connection between **music and cultural roots**
- Musical impact also relies on the **environment and physical medium**
- **Blend of musical interests** are positively accepted from our interviewees



What's Next

- **Deep Dive & Identify Challenges**
 - Explore **traditional and modern memory-keeping techniques** to pinpoint common patterns in memory and musical relations.
- **Engage with Diverse Groups**
 - Interview **varied age groups and backgrounds** to gather a holistic understanding blending musical styles and collaboration.
- **Brainstorm & Prototype Solutions**
 - Develop innovative methods or **tools to address identified challenges**.
- **Feedback & Refinement**
 - **Test prototypes** with a target audience, collecting feedback, and making necessary refinements to ensure effectiveness and user satisfaction.

Thank You!