



COMPOSING COMMUNITIES

Sophie Jin, Collin Jung, Gene Tanaka, Bryson Ochieng



OUR TEAM



SOPHIE JIN

Grad Student
Computer Science
Irvine, CA



COLLIN JUNG

Junior/Coterm
Computer Science
Champaign, IL



GENE TANAKA

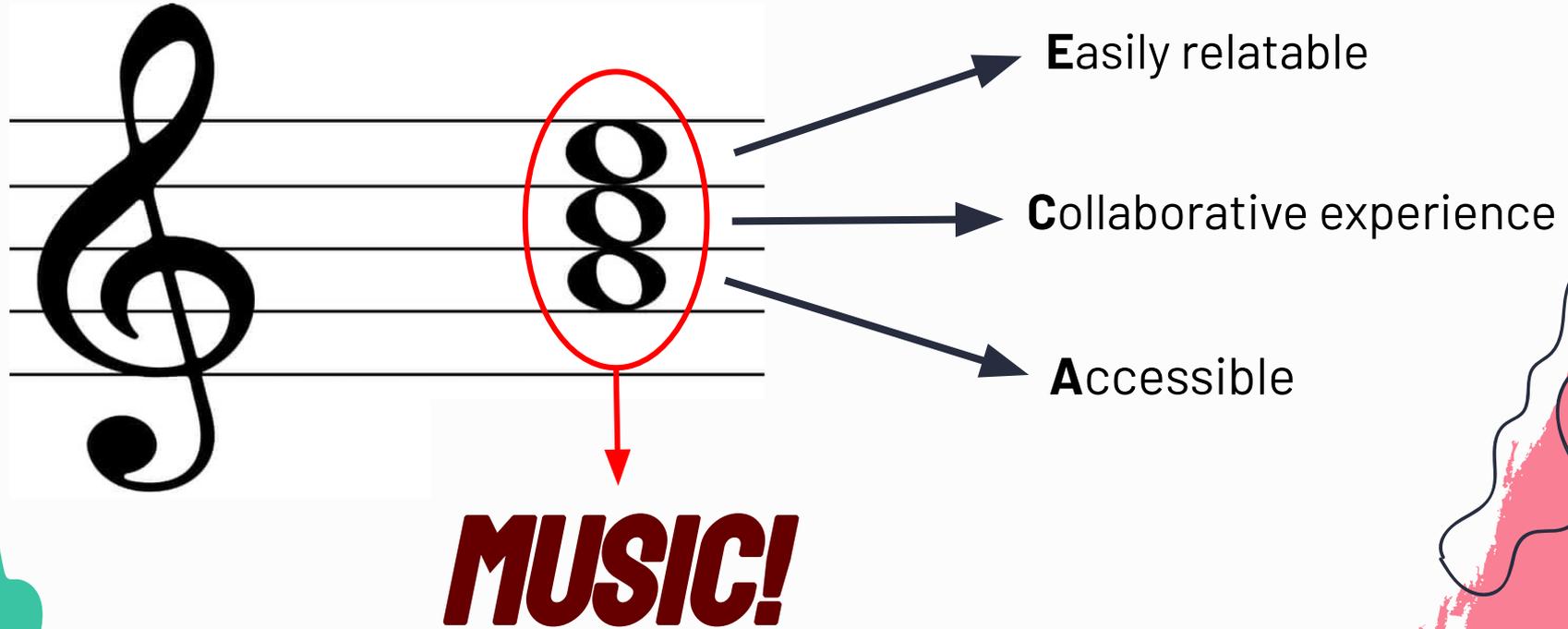
Grad Student
Computer Science
Oakland, CA



BRYSON OCHIENG

Senior
Computer Science
Newark, NJ

PROBLEM DOMAIN:





METHODOLOGY





CHOOSING PARTICIPANTS

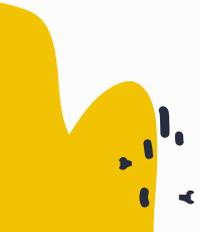
Diversity in age, gender, and musical experience

WHAT WE ASKED

Favorite genre? Memories associated with music? Where do you listen to music?

CONDUCTING THE INTERVIEW

Mix of random and scheduled interviews



METHODOLOGY



PARTICIPANTS

- Random participants + scheduled interviews
- Diversity in age range & gender to get broad range of musical experiences

WHAT WE ASKED

- Favorite genre of music?
- Favorite memories listening to music?
- What kinds of environments do you enjoy music in?

WHERE

- Extreme user scheduled via Zoom
- Random participants from off-campus cafes

MEMBER ROLES

- We all conducted interviews individually/in pairs, Gene interviewed the extreme user
- All of us worked on empathy mapping & analysis together

EXTREME USER

- Avid music listener/critic
- Has experience working in the music industry

TOOLS

- Notebook
- Phone

WHO WE INTERVIEWED



Mary Lynn F., 60 years old
Palo Alto, CA



Ben Z., 21 years old
Atlanta, GA



Emon B., 32 years old
Detroit, MI





INTERVIEW RESULTS



"I wish music was
easier for me to listen
to, because I love it"

Mary Lynn



Mary Lynn F.
60 yrs old

Say

initially said she doesn't listen to music much, mainly her daughter's playlists

said she uses Spotify but doesn't like it very much (hard to make playlists)

shared that her daughter works in the music industry and helps local artists

said she likes live music, not just "standing still" music but where you can dance

she likes when performers are giving their all, finds it emotional

thinks that making playlists and getting into new music is tedious/a lot of work

thinks that it's hard to get exposed to new music

thinks it's too late for her to get into new technology related to music

thinks that she isn't the best person to talk to when it comes to music, but actually had a lot to say

Thinks that music and memories are connected

"I wish I listened to music more, if it was easier for me, because I love it"

said she would love to be exposed to new music

said she has a lot of memories associated with music

"I'm not that sophisticated so I'll be like I love that song but I don't remember who it is"

likes folk, soul, 70s era music

she finds it interesting that the 60s and 70s music from her youth is becoming popular again

Think

thinks that some new technology is difficult to use, since it isn't what she's used to

thinks that music can connect her more with her daughter

initially thinks of her daughter when it comes to music

thinks that she isn't really a "music-savvy" person

thinks that music has played a role in connecting her with her family

Do

recently went to a speakeasy in NYC with live music

dances to live music instead of passively listening

tried making playlists but finds it hard

stopped listening to music at home b/c her echo broke

initially had insecure body language, expressed she isn't the best person to ask about music

feels like she isn't someone who is really into music

feels frustrated at the hurdles she has to jump through to get into new music

feels like she doesn't have the time to enjoy music these days

felt happy when her daughter sent her & her husband a Cat Stevens song

feels like music is an emotional experience

went to The Guild for live music

seems like she seeks out live music

made a frustrated sound when telling us that her echo broke

feels connected to her daughter and her family through music experiences

feels nostalgia for the past memories she associates with music

feels proud of her daughter who is working with local artists in the music industry

feels like music is special when experienced live

expressed emotion when asked if she associates any memories with music-- "oh my gosh, so many"

listened to a podcast instead of music on her long drive here

went to see Elton John with her family

played music for her kids when they were younger to help them fall asleep

feels sad that she doesn't have time to get into the music her daughter recommends/new music these days

Feel

initially said she doesn't listen to music much, mainly her daughter's playlists

said she uses Spotify but doesn't like it very much (hard to make playlists)

shared that her daughter works in the music industry and helps local artists

said she likes live music, not just "standing still" music but where you can dance

she likes when performers are giving their all, finds it emotional

thinks that making playlists and getting into new music is tedious/a lot of work

thinks that it's hard to get exposed to new music

thinks it's too late for her to get into new technology related to music

thinks that she isn't the best person to talk to when it comes to music, but actually had a lot to say

Thinks that music and memories are connected

I wish I could listen to more music but it's hard to keep up

said she has a lot of memories associated with music

"I'm not that sophisticated so I'll be like I love that song but I don't remember who it is"

thinks that some new technology is difficult to use, since it isn't what she's used to

Keeping track of music is hard, but listening to it and experiencing it is fun

thinks that music has played a role in connecting her with her family

"I wish I listened to music more, if it was easier for me, because I love it"

said she would love to be exposed to new music

is it that id 70s m her parents becoming popular again

thinks that music can connect her more with her daughter

that she really a "tech-savvy" person

Mary Lynn F. 60 yrs old

recently went to a speakeasy in NYC with live music

dances to live music instead of past time listening

tried making playlists but

stopped listening to music at home b/c her echo broke

initially had insecure body language, expressed she isn't the best person to ask about music

feels like she isn't someone who is really into music

feels frustrated at the hurdles

feels like she doesn't have the time to try music these days

felt happy when her daughter sent her & her

feels like music is an emotional experience

Expresses excitement when asked if she has memories with music-- "Oh my gosh, so many!"

made a frustrated sound when telling us that her echo broke

played music for her kids when they were younger to help them fall asleep

feels connected to her and her through experience

Nostalgia for old music and experiences with music

sad that she isn't as up-to-date with music as she wants to be

feels like music is special when experienced live

went to The Guild for live music

seems she really likes live music

expressed emotion when asked if she associates any memories with music-- "oh my gosh, so many"

music on the long drive here

to see John with her family

associates with music

her daughter recommends/new music these days

unifo

OBSERVATIONS

- Surprising that she claims not to know much about music but then is excited to talk about her memories with music.
- Associates music with family
- Frustrated at new tech (like Spotify)

INSIGHTS

- New technology that's supposed to make things easier can actually be a barrier for older generations who want to listen to music but don't know how to use it



MARY LYNN

INFERENCES

- Mary Lynn is nostalgic of simpler times when music was easier to keep up with
- She views music as an experience that connects her more with others

NEEDS

- People like Mary Lynn need a way to keep up with music and enjoy new music without needing to be tech-savvy

OBSERVATIONS

Uncomfortable navigating the current music world

INSIGHTS

New music technology acts as a barrier



MARY LYNN

INFERENCE

Surprisingly, enjoys music more than she lets on

NEEDS

More accessible ways to interact with music





“We need a Shazam that can tell me the name of a song based on humming”

Ben Z





Ben
21 yrs old

Say

Think

Do

Feel

loves
chill
music

would like to
"hmm" into
Shazam to get
songs they know
the rhythm to

listens to
mostly
Congolese
music

loves
upbeat
music to
dance to

music is a filler
for a
companion
they lack in life

relaxation
correlates
with music

goes to
parties to
dance to
music

Dance,
Music and
Nostalgia all
go together

Music matches
intensity of
activity
currently
doing

Listens to
music in the
evenings
when settled

Listens
to Steely
Dan a lot

he was 8
years old
dancing for
money

He listens to
different type of
music since he
speaks different
languages

loves artists
that have
good energy
and are jolly

music is a
form of
therapy for
them

he learns
more about
other cultures
through music

music is a
form of
cultural
expression

music is a
medium that
brings joy
and comfort

Has a difficulty
remembering
very nostalgic
music

he loves
slow music
as it is
calming

quick to
talk about
Congolese
music

excited
talking
about
memory

Laughter when
thinking by
about
memories with
music

tone goes
high when
talking about
memory

struggles
being serious
when talking
about music

music videos
are a great
pass time for
them

music festivals
would bring
more people
like them
together

Learn about
different
cultures via
music

goofy
talking
about
music

comical
taking
about
memory

Briefly talks
about
favorite
artist

relaxed tone
associated with
the thought a of
first memory in
music

struggles to
remember the
name of song
from memory
dancing

laughed a
lot during
interview

Lots of
hand
gestures

very joyful
talking
about
music

Enjoys
rediscovering
songs from
childhood

Nostalgia
with dance
and music

they would
love a Shazam
that detects
melodies

He loves
cultural
dance
music



BEN ZUZI

Say

Think

Do

Feel

Listens to a lot of Congolese music

wishes there was a Shazam for "hmm"s

music is a form of cultural expression

music, dance and nostalgia go hand in hand

Laughs when talking about memory

struggles to remember name of song from earliest memory

Joyful with a Music community

Nostalgia when listening to cultural music

loves chill

would like to "hmm" into Shazam to get songs they know the rhythm to

listens to mostly Congolese music

loves

music is a filler for a

relaxation correlates with music

goes to parties to dance

Dance, Music and

ns to in the things settled

He listens to different type of music since he speaks differen languages

m for the

music is a medium that brings joy and comfort

Has a diff rememb very nostalgic music

doing

Listens to Steely Dan a lot

he was 8 years old dancing for money

and are jolly

music is a form of cultural expression

more about other cultures through music

excited talking about

Laughter when thinking by about memories with music

tone goes high when talk

struggles

music videos are a great pa

music festivals would bring more people like them together

Learn about different cultures via music

goofy talking about music

comical taking about memory

quick talk ab Congo mus

Do

struggles to remember the name of song from memory dancing

interview gestures

very tal about music

childhood

Nostalgia with dance and music

they love a that melodies

music miro

Brie about favorite artist

music miro

OBSERVATIONS

- Surprised he was very comical and laughed a lot during interview
- Spoke a lot about dancing and upbeat music
- Spoke a lot about family and music in memories



BEN Z

INFERENCES

- Connects to his culture and family through music
- Needs music to uplift him during the day
- Music is a form of cultural expression.

INSIGHTS

- He would benefit from a tool that connects him to people with similar music taste
- He would love a tool that connects him to dancers of music he loves

NEEDS

- He needs a "Shazam" that can tell him music based on "hmm"s
- He needs a community that shares music taste.



OBSERVATIONS

- Comical
- Dance at functions
- Family memories



BEN Z

INFERENCES

- Music connects to family
- Upbeat music is uplifting
- Cultural expression

INSIGHTS

- Community of similar taste
- Connection to community of dancers

NEEDS

- Humming Shazam
- Community of music listeners





“In the teenage stage of the internet, blogs were highlighting all types of different artists for different reasons. We moved to streaming and it feels like software is deciding what music gets promoted.”



Emon





Say

Music taste was heavily influenced by mother

House music is popular in Detroit

Music production quality has gone up with technology

There's more music available to us, but same amount is appealing

Universal Music Group owns a lot of Spotify

Music industry in LA was very business oriented

Was one of few kids with computer in community

Artist with 100,000 streams had to work hard to get there but are making pennies

Studio sessions are inconsistent with how organized they are

Would prefer to work on business side of music moving forward

If Spotify raised monthly price to make more revenue, they would lose users

Think

It's too difficult to make a living as an artist

Listening to music while working is distracting

Streaming services have a corporate agenda

Music was more democratized during 2000s

Working in the music industry should generate more consistent income

Quality of storytelling has gone down in music

Honest artist lifestyle is not glamorous

Every genre of music has a time and place

There is not enough money for the artists in the music industry

Artists are forced to sign bad record deals because not enough income from streaming

Emon
32 yrs old

Do

Acts habitually

Listens to music on flights

Doesn't listen to music while working

Found music during 2000s through blogs

Made music with cousin after football practice growing up

Got introduced to producers and started getting invited to studio sessions

Listened to first Gunna mixtape to remember after new album came out

Gained small following in hometown

Started making music again after songwriter friend signed to label in LA

Listens to music almost every day

Feel

Jaded about working in music industry

Excited about going out when listening to Gunna

Increasingly critical about music with life experience

Passionate about making music

Bearish that blockchain technology could make art more valuable

Sympathetic towards artists who are done wrong

Nostalgic about hometown music scene

Grateful for exposure to music at young age

Upset that artists' work is often used without credit

Distrustful of corporate record labels

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Artist with 100,000 streams had to work hard to get there but are making pennies

Artists are forced to sign bad record deals because not enough income from streaming

11 had to work a lot to get there but are probably making pennies

with how organized they are

Would prefer work on business side of music moving forward

make more revenue, they would lose users

Emon 32 yrs old

lifestyle is not glamorous

genre of music has a time and place

There is not enough money to go around in the music industry

to sign back record deals because not enough income

Acts habitually

Listens to music on

Doesn't listen to music while worki

Found music during 2000s through

Jaded about working in music

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Gunna mixtape to remember after new album came out

small following in hometown

Started mak music again after songfwriter friend signed to label in LA

music almost every day

about hometown music scene

exposure to music at young age

Upset that artists' work is often used without credit

of big record labels

miro

OBSERVATIONS

- Emon has formed strong bonds with friends and family through music.
- Music continues to be a big part of Emon's daily life despite his issues with the industry.



EMON

INSIGHTS

- Surprisingly, the internet (and specifically streaming) is not as democratizing of music as they seem.
- The business side of music can interfere with artists' creative process.

INFERENCES

- Emon is passionate about making music, but is pessimistic about his ability to make a fair living off of it.

NEEDS

- A way to discover new music without biases from corporate forces.
- Artists to get paid fairly for their work.



OBSERVATIONS

- Strong bonds with friends and family
- Has issues with industry but still enjoys music



EMON

INFERENCES

Loves making music, but not the small paychecks



INSIGHTS

- Internet is not as democratizing as it seems
- Business interferes with artists' creative process

NEEDS

A way to separate music from industry pressures

CONCLUDING REMARKS

KEY INSIGHTS

- People need a new, easy way connect with one another through music
- Music needs to be more accessible
- People need better ways to find new music

NEXT STEPS

- Find new perspectives while refining our need
- Think about potential solutions