



HOME



TABLE OF CONTENTS



PLAYLIST

- 01 *Intro +
Needfinding*
- 02 *POVs/HMWs
/Solutions*
- 03 *Experience
Prototypes*
- 04 *What's
next?*



THANKS!



Define & Ideate

#FYP (For You Playlist)



CS 147
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2:54



3:49

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3:49

Interview Recap



Mary Lynn, 60



We need more accessible and engaging ways to keep up with music



Ben, 21



We need ways for people to connect with a community of music listeners



Emon, 32



We need a way to separate music exposure from industry pressures



New Problem Domain



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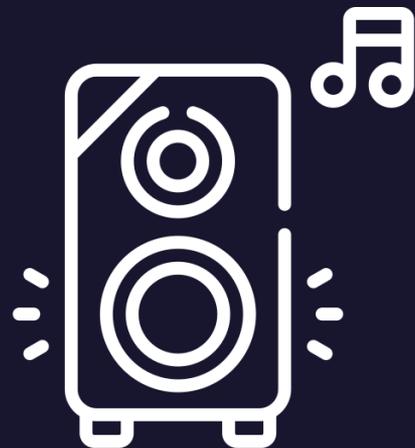
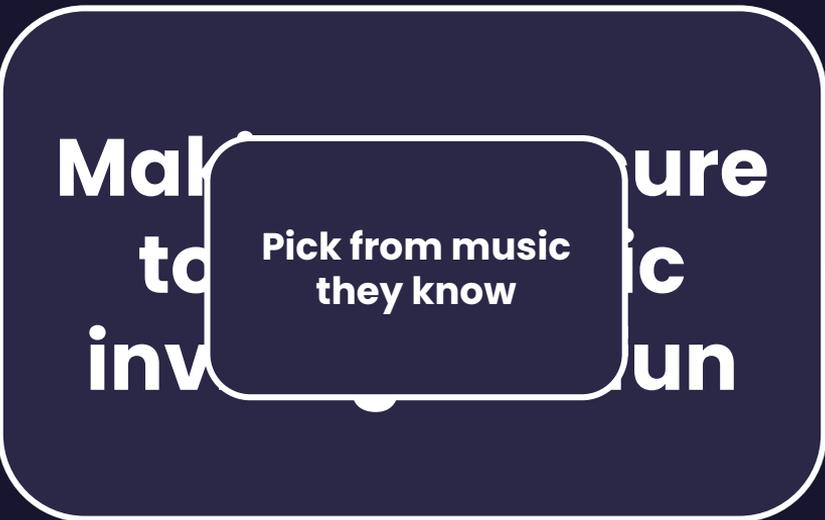


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New Problem Domain



Casual Listeners



Our New Interviewees



Krystal Lau, 25
Author

Interview conducted
@ Starbucks on
University Ave



Miguel Rodriguez, 20
DJ

Interview conducted on
Zoom



Krystal

Observations:

An author who makes playlists to match the vibe of what she's writing. Doesn't like Spotify's "tunnel vision".



Insights:

She feels like she may be missing out on a variety of music by only sticking to what she knows.



Miguel

Observations:

DJ who listens to music in a variety of environments. Finding new music based on emotions and new genres is impactful for him.



Insights:

Wants a way to find new music that is personal and connects with his emotions.



Key Learnings

01

People like to stay open-minded about music

02

People want to discover music in more complex, personal ways





POVs



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POV 1 – Krystal

We met...

Krystal Lau, a 25 year old author and casual music listener in the bay area who listens to music while she writes.



We were surprised to realize...

That she relies on Spotify for music suggestions but doesn't like how it gives her "tunnel vision" by only recommending the same types of songs she already listens to.

We wonder if this means...

That she feels like she's missing out on new genres of music that she could enjoy but hasn't found yet.

It would be game-changing to...

Find a way for Krystal to get music suggestions that are both diverse and appealing to her.

How might we...

suggest music that someone might like beyond just looking at what they already listen to?



Solution – Personality test for music

Solution:

Find music that people might like based on an interactive personality test!

Key assumption:

People like getting music suggestions in ways that are more personalized, interactive, and engaging.



Experience Prototype

Part 1: Fill out personality questions

- Pick a song
- How should a song make you feel?
- What style do you like songs to be recorded in?
- How important are lyrics to you?
- How fast do you like the tempo of your songs to be?

Part 2: Receiving recommendation

- Tester gave song based on answers



Experience Prototype

Questions to ask:

- How did filling out this quiz make you feel?
- Had you heard of the song we recommended before?
- Did you like the recommendation that you got?

Assumptions:

- Possible to create 'music personality' quiz
- Quizzes are enjoyable
- 'Music personality' is consistent



Experience Prototype – Personality Test



Music Personality Quiz

Our software will recommend a song to you based on your music personality.

glsnaka@stanford.edu [Switch account](#) 🗑️ Draft saved

🔒 Not shared

Pick a song

- Drake - Furthest Thing
- Summer Walker - Session 32
- Earth, Wind & Fire - September
- Beyonce - CHURCH GIRL
- Wizkid - Essence (feat. Tems)

[Clear selection](#)

How should a song make you feel?

1 2 3 4 5

Cuddle on the couch at home Turn up in the club

[Clear selection](#)

What style do you like songs to be recorded in?

1 2 3 4 5

Acoustic guitar Synths and 808s

[Clear selection](#)

How important are lyrics to you?

1 2 3 4 5

No lyrics (instrumental) Just lyrics (A capella)

[Clear selection](#)

How fast do you like the tempo of your songs to be?

1 2 3 4 5

S l o w w V E R Y F A S T

[Clear selection](#)

[Submit](#) [Clear form](#)

Music Personality Quiz

Here is our recommendation:

KAYTRANADA & Joyce Wrice - Iced Tea

<https://music.apple.com/us/album/iced-tea/1610249065?i=1610249069>

This form was created inside of Stanford University. [Report Abuse](#)

Google Forms

Shaude, 26 – Working professional, casual music listener



Insights

What worked

- Simple
- Intriguing questions
- Fun

What didn't work

- Mood changed second day



Key takeaways



Quizzes should adapt – mood strongly affects taste



Quizzes should be easy and fun



People like engaging with music in a personal way



POV 2 – Mary Lynn

We met...

Mary Lynn, a 60 year old woman and casual music listener from Palo Alto who mainly hears about new music from her daughter.



We were surprised to realize...

She was excited and had a lot to say about her memories with music, even though she said it was hard to keep up to date with music on modern platforms.

We wonder if this means...

That her unfamiliarity with new technology makes it tedious for her to keep up with new music recommendations.

It would be game-changing to...

Find a way for Mary Lynn to learn new song suggestions in a way that feels inviting and fun instead of burning her out.



How might we...

make finding new kinds of music
a fun activity instead of a chore?



Solution – Diversifying music suggestions

Solution:

Diversify the pool of music suggestions by expanding scope.

Key assumption:

People like to be exposed to new kinds of music that is different to what they already listen to, but don't always know how to find it.



Experience Prototype

Part 1: giving them what they want

- Make participant list countries they've been or want to go to
- Ask them if they know any songs from this country
- Show them trending music from those country

Part 2: not giving them what they want

- Make participant list three genres they like
- Show them songs from genres they didn't list



Experience Prototype

Questions to ask:

- Are you often exposed to music from other countries or new music in general?
- Have you ever made a playlist by finding things you don't already listen to?
- Would you say this is an engaging way of finding new music?

Assumptions:

- People aren't often exposed to music that is diverse in nationality
- People like to be exposed to new kinds of songs even if they don't like them at first
- It's hard for people to be exposed to new music once they're in their comfort zone of genres they like



Experience Prototype



Dorothy, 16
High school student

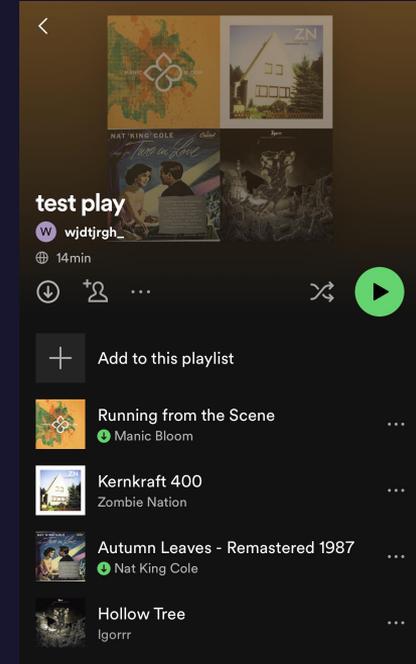
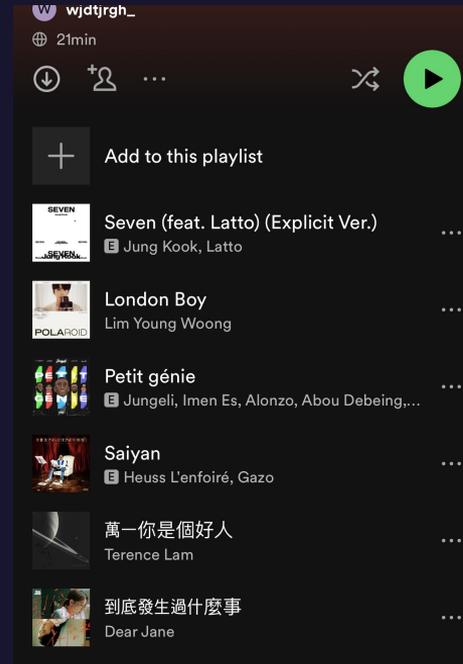
Casual music listener,
usually gets new
recommendations from
friends

Countries chosen:

1. Korea
2. China
3. France

Genres chosen:

1. Pop
2. K-pop
3. Indie



Insights

What worked

- Mostly new songs
- Liked being open-minded

What didn't work

- It takes time to warm up to new things



Key takeaways



First impressions aren't always the end



New music is hard to find but people like to hear new things



Everyday listeners want a mix of familiar and new



POV 3 – Miguel

We met...

Miguel Rodriguez, a DJ from New Jersey who listens to music in a variety of environments.



We were surprised to realize...

His favorite genre of music is Hip-Hop but his favorite album is from a different genre of music.

We wonder if this means...

That he likes to be open minded to finding different types/genres of music as a DJ who often interacts with music in social settings with diverse audiences.

It would be game-changing to...

Find a way to help Miguel find new music that aligns with his interest in the social spaces that music interacts with.



How might we...

leverage the community-building
and social aspects of music to
help people find new music?



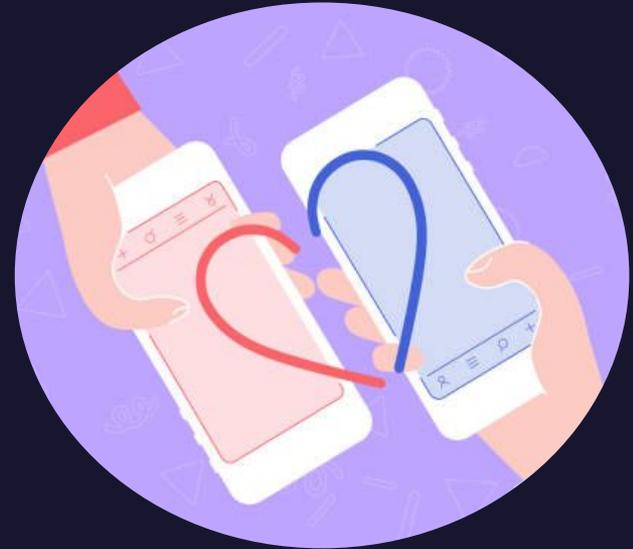
Solution – Music Matchmaking

Solution:

Use social media to help people find music by interacting with a community!

Key assumption:

People often find it more engaging to find music suggestions through friends or community than on their own.



Experience Prototype

Part 1: Music Tinder

- Participant selects a playlist from their feed of playlists posted by their friends
- Participant says “like” or “not like” for each song
- Swiping right to add a song to their playlist and left if not interested and up to move to another friends playlist

Part 2: Recommendations

- At the end, give them a short playlist based on the songs they swipe right to



Experience Prototype

Questions to ask:

- Did you hear any new music you hadn't heard before?
- Was this an enjoyable experience?
- How did you feel about the suggestions?

Assumptions:

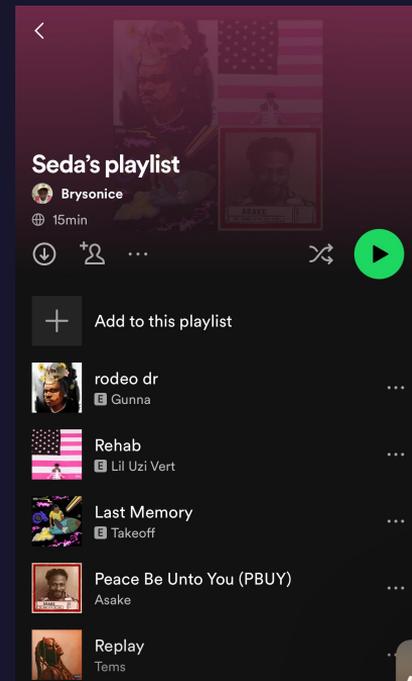
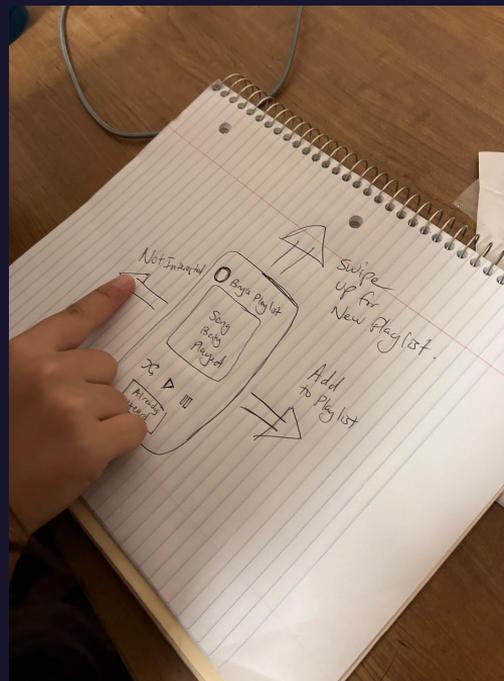
- People are curious about others' music tastes
- People like connecting with others who have similar tastes
- People like finding new things through social means



Experience Prototype



Seda, 20
Casual music listener



Insights

What worked

- Exposure to new music
- Community building based on music

What didn't work

- Poor engagement with some playlists



Key takeaways



Combining social networks and music discovery can be more fun/engaging



People often like turning to friends for new music suggestions



Sharing music tastes can be hard for people that are shy





What's next?



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Final solution

Leveraging community for personalized music suggestions



Final solution

- Ethical implications:
 - Age range?
 - Ability to freely comment?
 - Privacy?
- Who does it serve?
 - Everyday music listeners
 - Likely younger, tech-savvy people
- Who might we leave out?
 - Those who are not social media savvy
 - Those who shy away from sharing their tastes online





Thank you!



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