



HOME



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THANKS!



Sketching, Low-fi Prototyping & Pilot Usability Testing

Retune



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Project name – Retune

“Refresh your tunes”

- ~~Replace old music~~ Mix up your vibes
- Share your favorite songs, request new songs
- Discover music through a social experience



Retune

Problem/solution overview

Primary user: Casual listeners

Problem Exposure to music is daunting

Solution: Leverage community,
personalize suggestions



Retune

Solution



Post songs
based on your
day!



Find a
community!



Share and
discover music!





Sketching Explorations



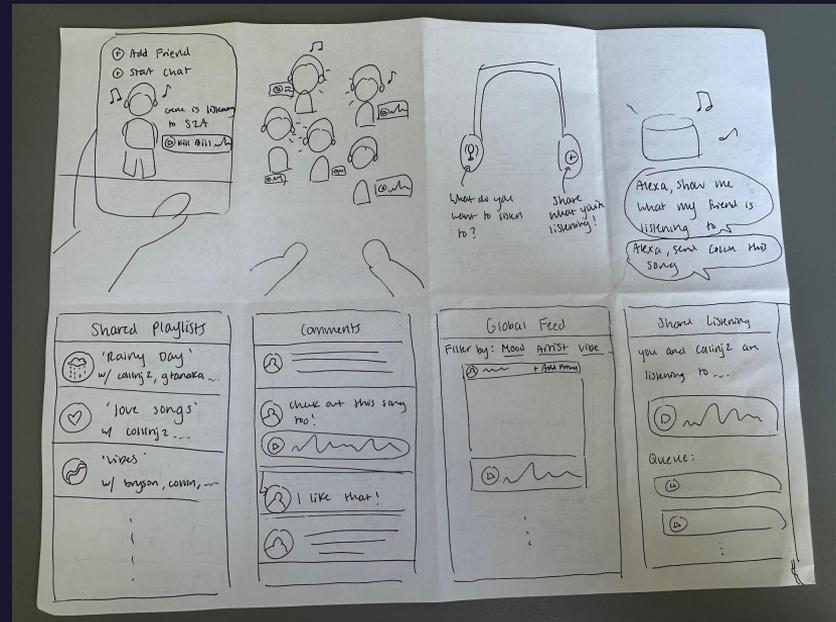
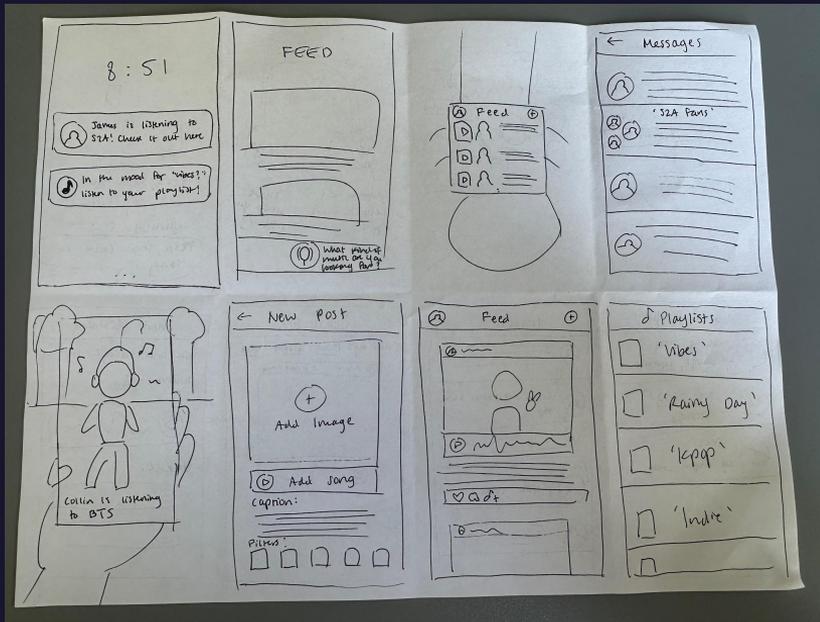
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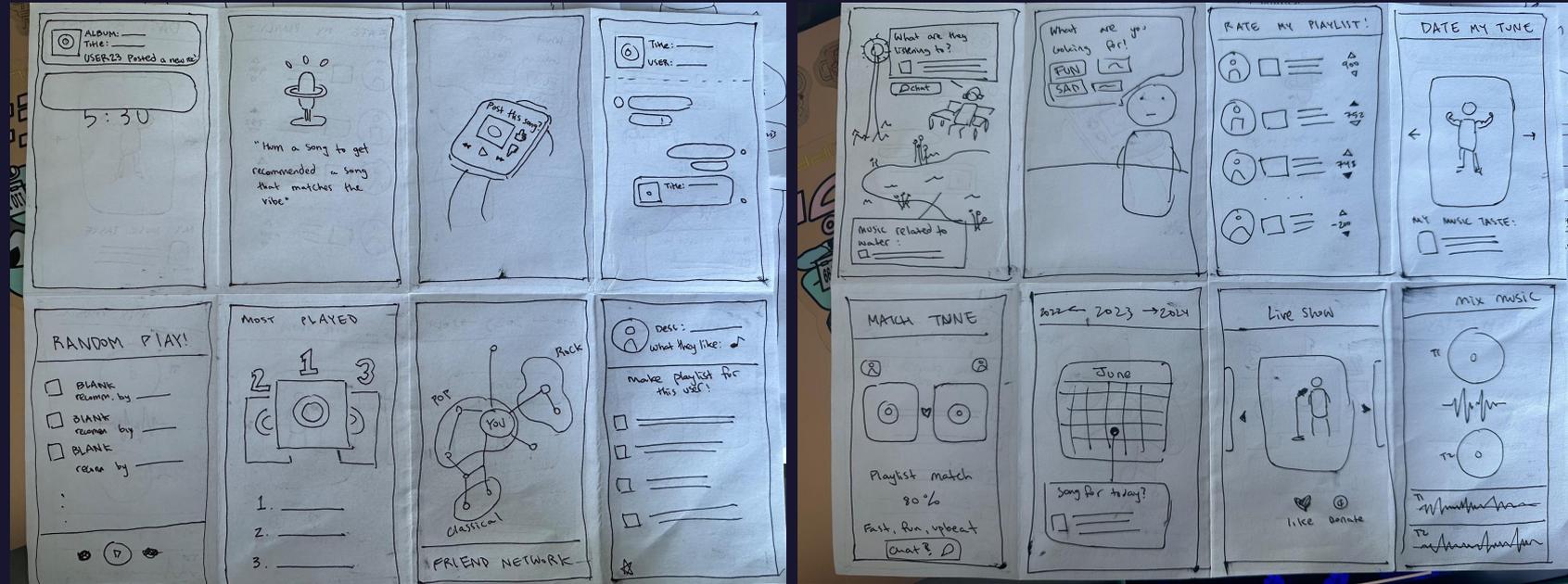


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Concept Sketches: Crazy 8s

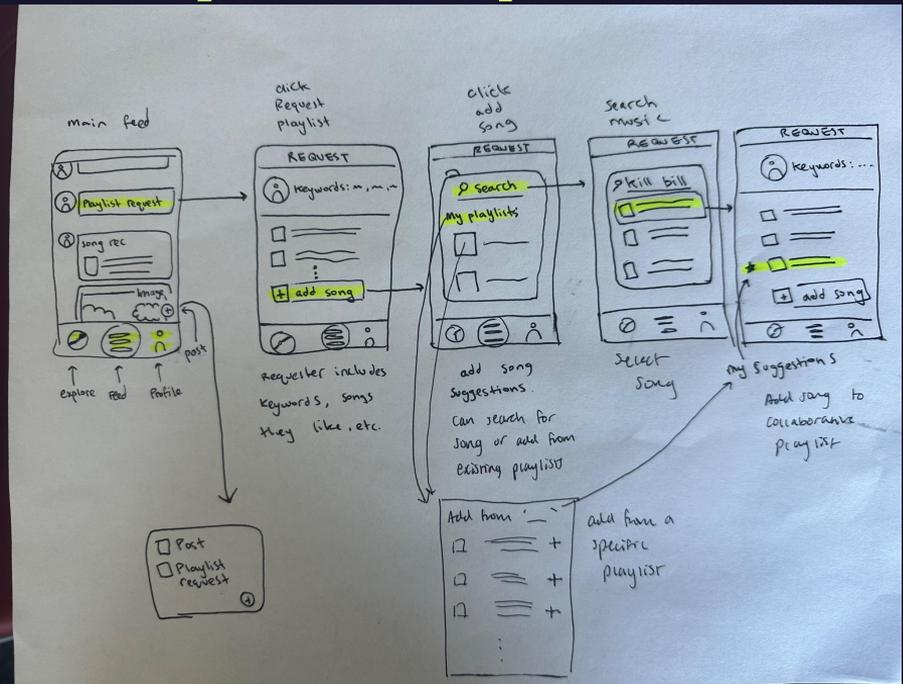


Concept Sketches: Crazy 8s (continued)



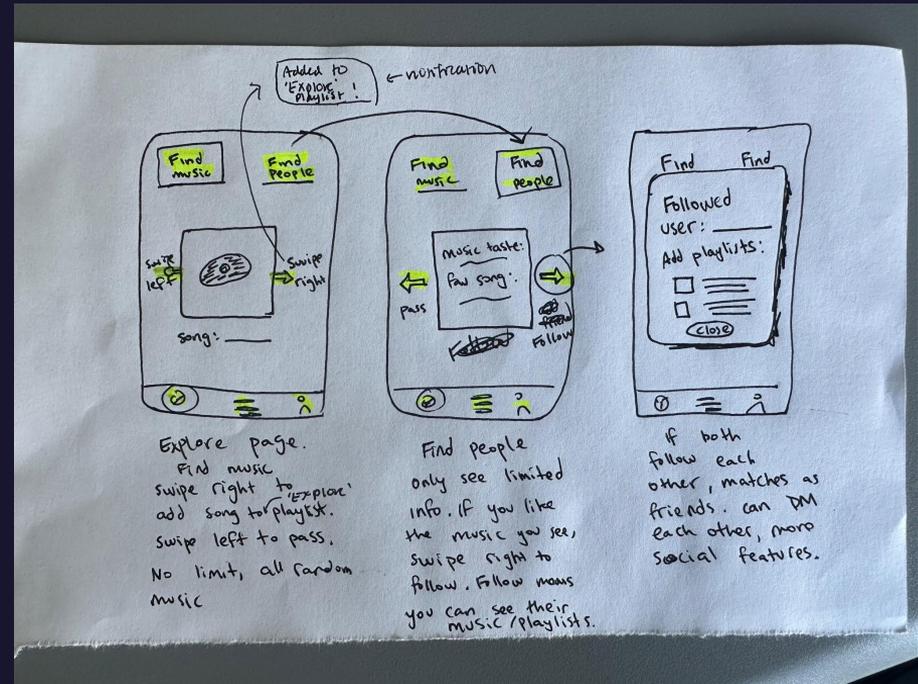
Realization (Choice 1): Playlist Requests

- Pros:
 - Interactive
 - Collaborative
- Cons:
 - Text heavy
 - Unclear how to find new friends



Realization (Choice 2): Explore feed for music & friends

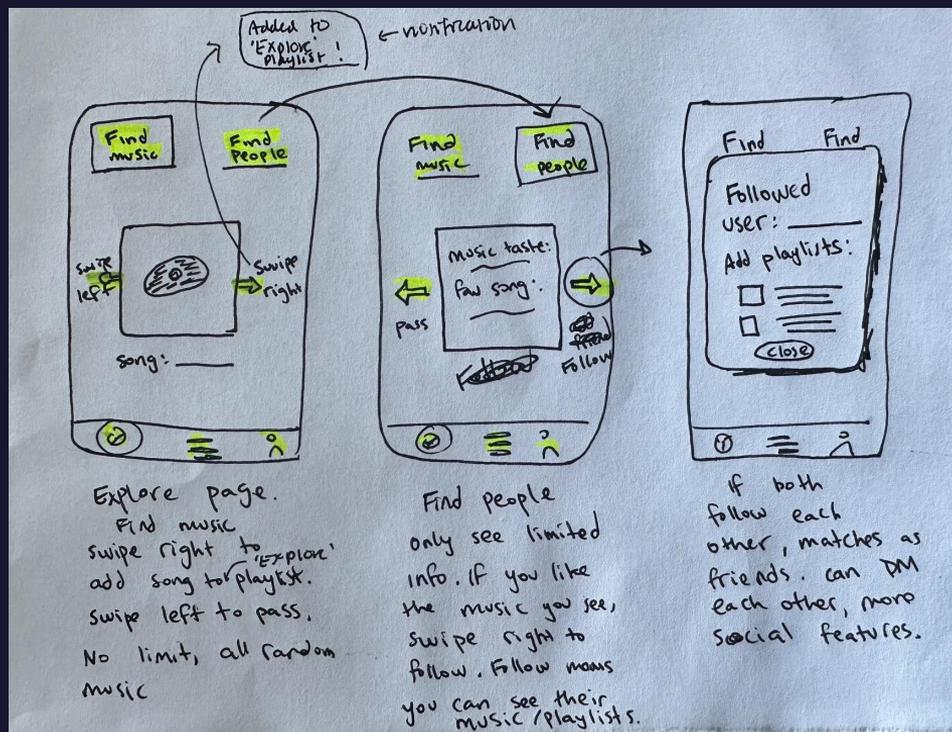
- Pros:
 - Interactive
 - 2 options for explore
- Cons:
 - Needs a more detailed feed



Winner: Explore Page for music and people!

Highlights the social aspect

Encapsulates main theme of app



Our tasks: Updated!

1. Find something new to listen to
2. Discover what friends are listening to
3. Reshare new music you've learned with other people



1. Find a song and add it to your playlist
2. Find a friend to add
3. Add one of your new friend's songs to your playlist





Low-Fi Prototyping



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My Profile



user since Oct 19, 2011

my playlists



My Feed



Cool song!!!

4:21 PM



Lover by Taylor Swift



Rainy Day Song

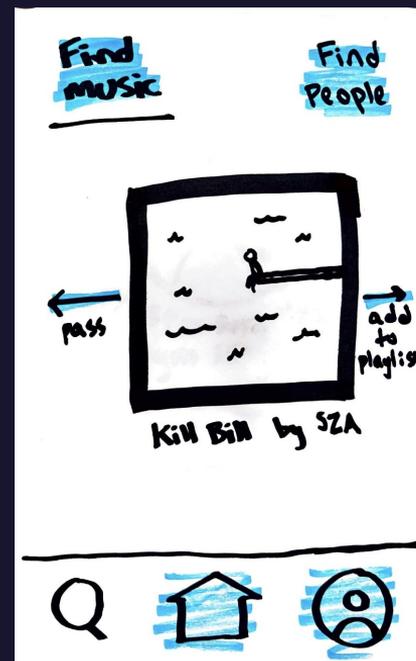
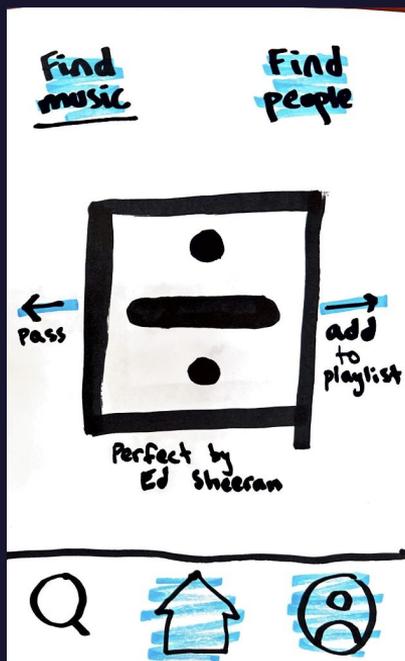
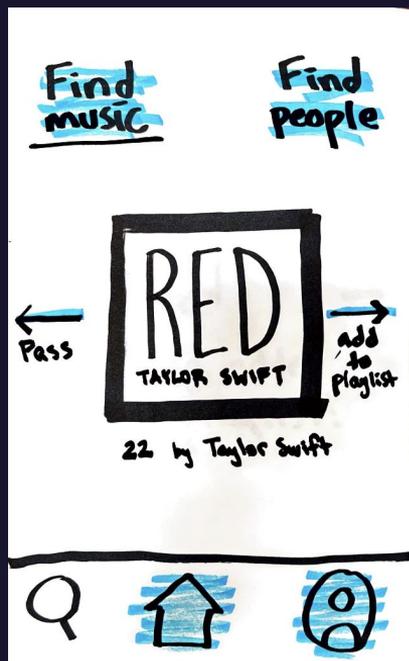
3:30 PM



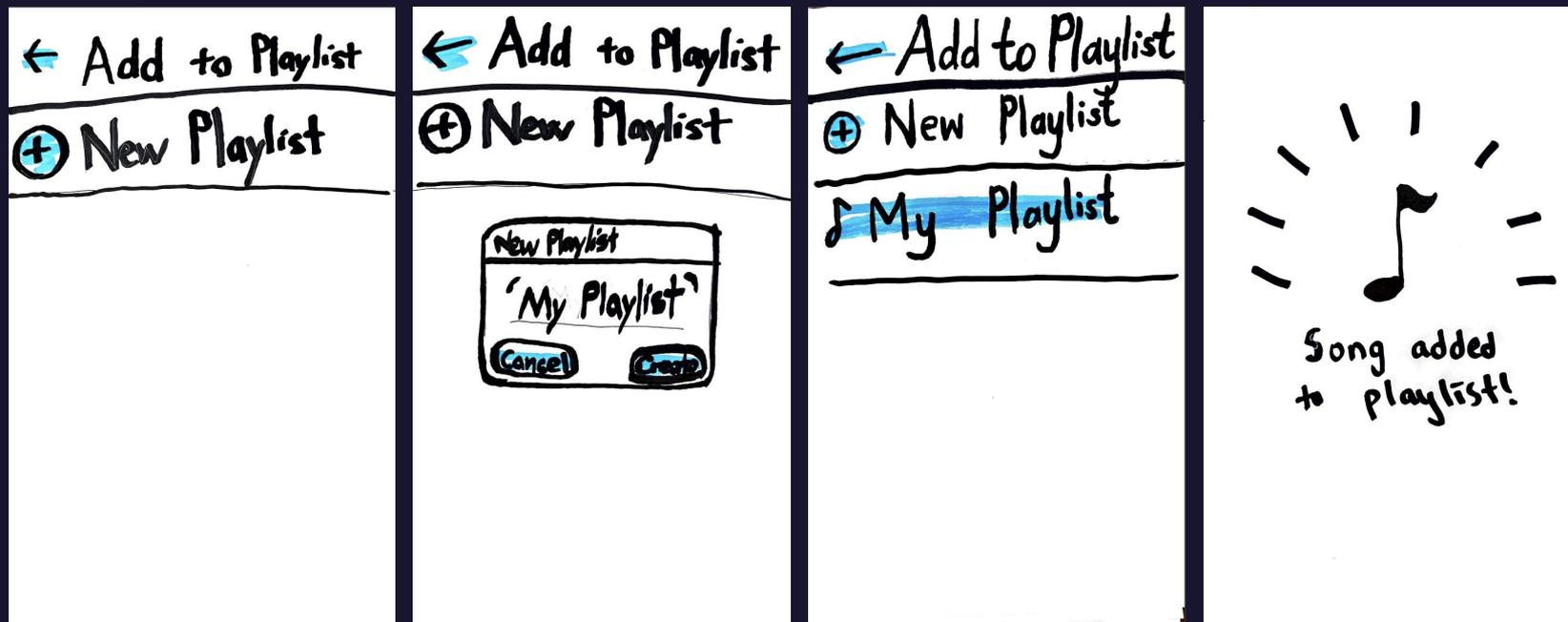
Sleep Well by d4vd



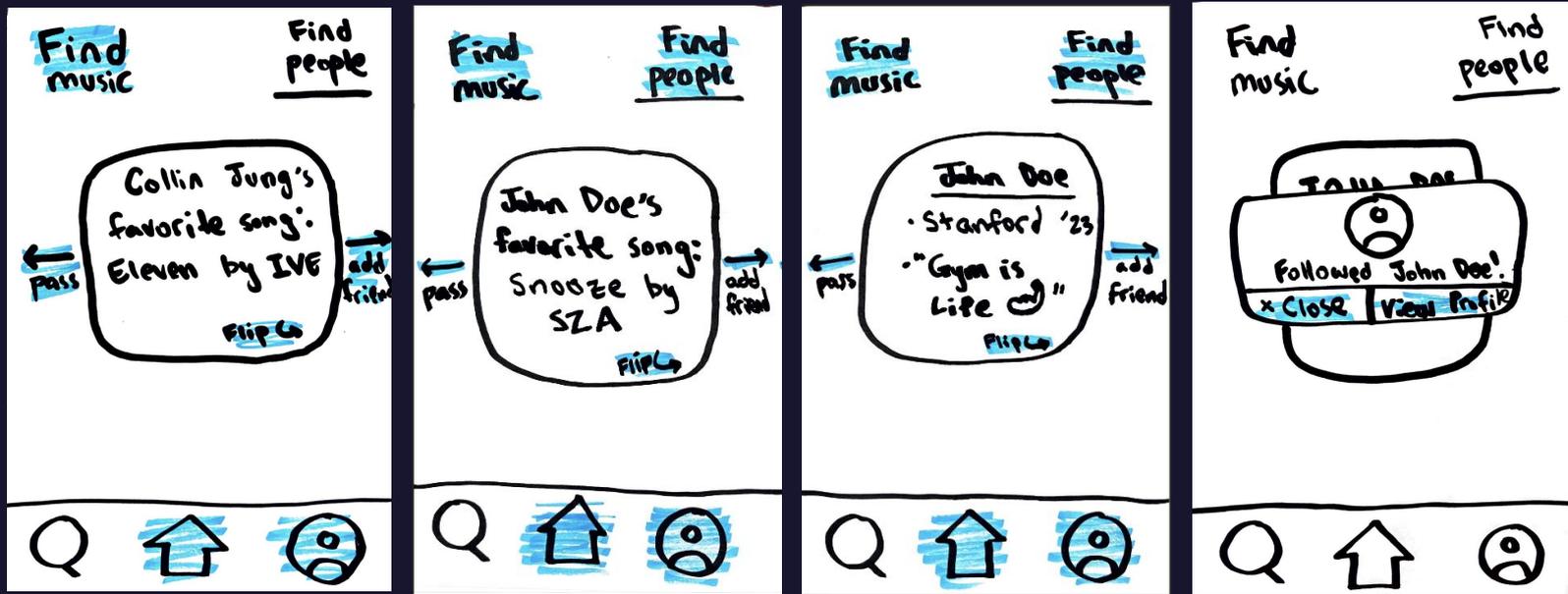
Task Flow 1: Find a song and add it to your playlist



Task Flow 1: Find a song and add it to your playlist (Part 2)



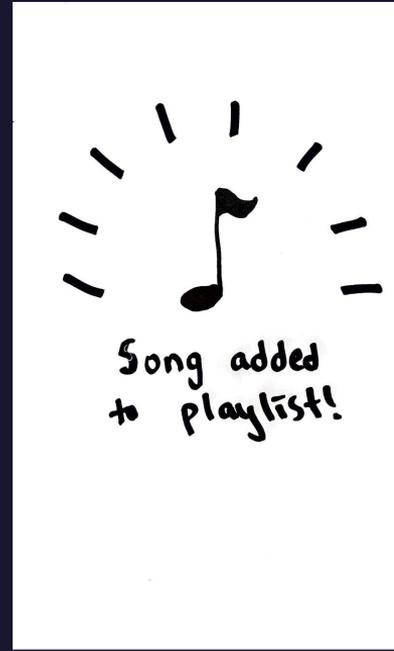
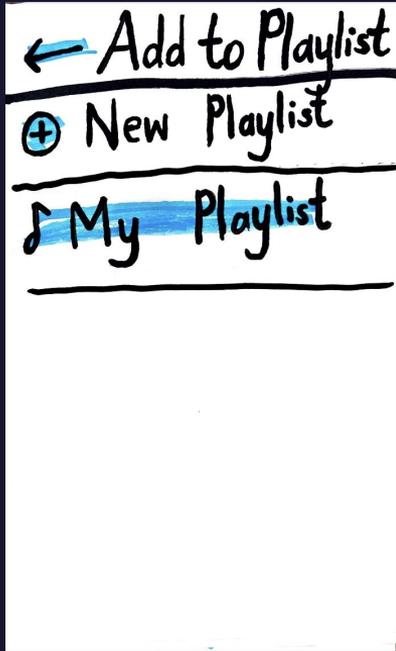
Task Flow 2: Add a friend



Task Flow 3: View your friend's playlists and add their song to your playlist



Task Flow 3: View your friend's playlists and add their song to your playlist (Part 2)





Testing



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Methodology

Member roles:



Sophie
Facilitator



Collin
Computer



Gene
Observer



Bryson
Observer



Methodology

Participants:



Cami D., 25
Law student



Grace M., 23
Lab researcher



Whyden D., 24
Software
Engineer

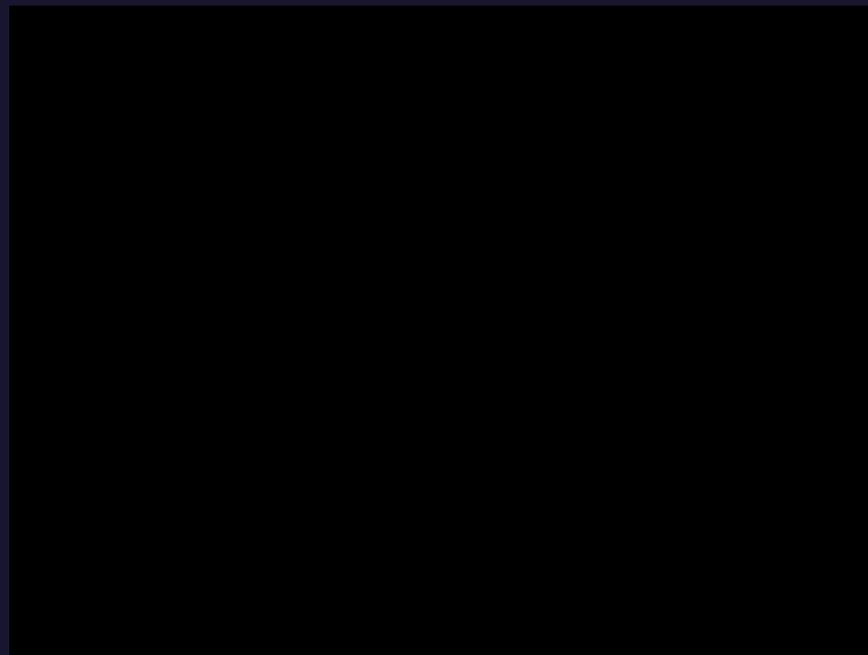


Joo-Mee L., 45
Professional
violinist



Methodology

Environment:



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Methodology

Procedure:

1. Context and rules
2. Give tasks
3. Reflective questions



Methodology

Usability goals/Key measurements:

1. **Learnable**: Determine how intuitive tasks are
2. **Efficient**: See how long it takes to complete a task





Results



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Data

01

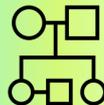
One non-tech savvy person had trouble



Our **simple** task took the most “thinking out loud”

02

Icons unclear for a **few** participants



Our **moderate** task garnered a few misclicks

03

All enjoyed the social aspect.



Users were more confident carrying out the **complex** task



Overall Observations

- Easy to understand
- More guidance needed
- Usable for non tech-savvy?
- Interest in social features
- Conflicting goals of app



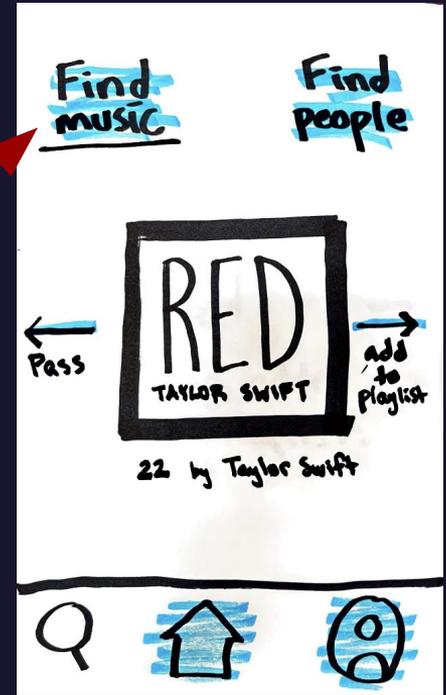
Bottom-line Data: Usability goals

- Learnable?
 - Accessible icons
- Efficient?
 - Clearer interactive features



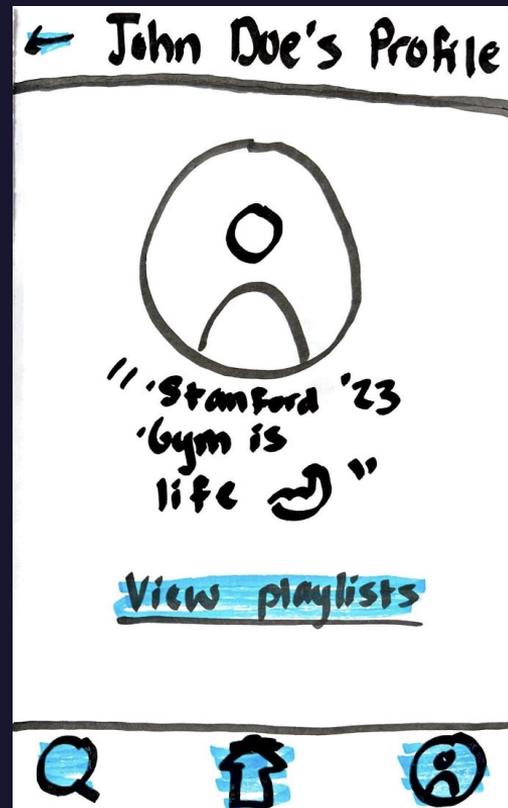
Critical Incident: Level 1, Grace

Used wrong navigation button



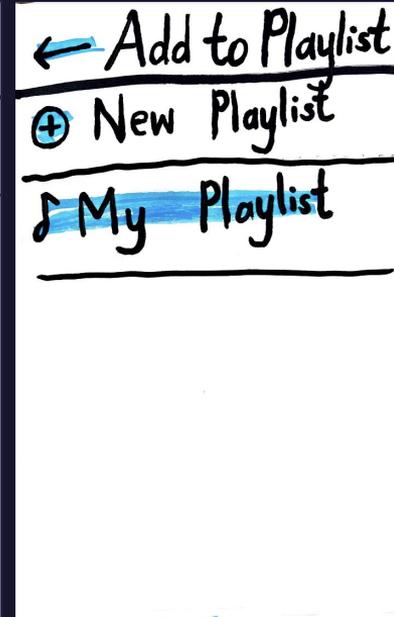
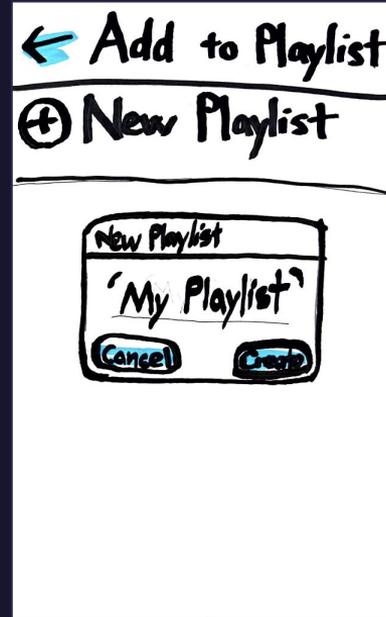
Critical Incident: Level 2, Whayden

Confusion when discovering music



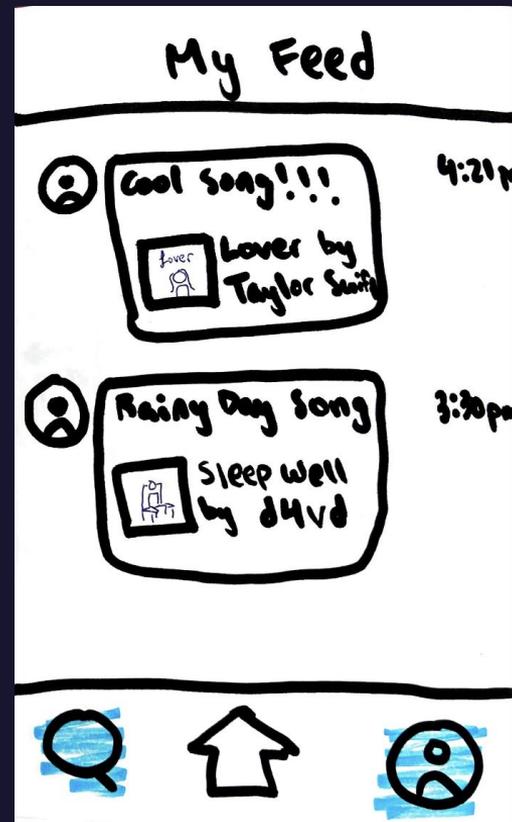
Critical Incident: Level 2, Cami

Couldn't add
song to playlist



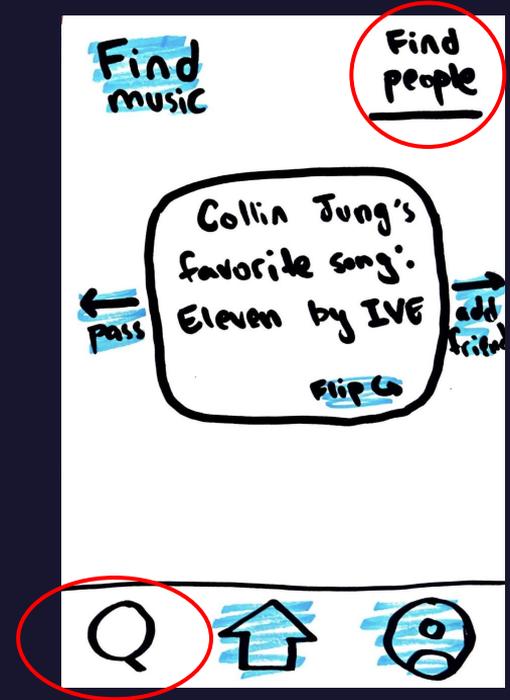
Critical Incident: Level 3, Cami

Difficulty finding explore page



Critical Incident: Level 3, Joo-Mee

Got lost trying to find people





Discussion



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Takeaways

To be careful of:

- Clear UI showing current page
- Intuitive icons



Takeaways

To tap into:

- Community-curated playlists
- Random discovery



Takeaways

What testing couldn't reveal

- Day-to-day feed
- Interactions with audio





Thank you!



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Appendix



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Incident	Severity
Pressed "find music" when already on "find music" page	1
Tried to rename new playlist but our prototype didn't support it	1
Tried to go to Feed instead of Explore to find a friend	2





Incident	Severity
Hit "my playlists" when tasked to find new music	1
Pressed "Find Music" in order to refresh the feed when looking for new music instead of swiping at first.	2
Didn't know how to go back to home page as the home button was not as clear to him as we expected	1



Incident	Severity
Didn't know where explore page was – thought it was a search button. Needed to give hint	3
Needed to press on newly created playlist in order to finalize adding the song. Needed to give hint	2
Initial reaction was to search for a specific song instead of going to explore page to find song	2
At first glance, thought “home” icon was an arrow	1



Incident	Severity
Wanted to filter by genre and find a classical piece to add to her playlist. Had to explain that we only had pre-populated songs for the prototype	2
Didn't know where to go to add a friend, tried going to her own profile first & looking at playlists. Needed to provide hint	3
Confused on how to view next person while on Collin's explore profile. Needed to provide hint to tell her how to swipe 'pass' on people	3

