



Live Music: Narrowing Our Scope

Lizi Ottens, Steven Beckley,
Max Murrell

Our team
Team TuneTribe



MAX



STEVEN



LIZI

Our Domain

Live Music

What are the key aspects of live music that people enjoy? How can we improve the experience?

Music as a Community

How can we leverage music to build community and connections?

Additional Interviews



Bad Jer

A DJ and audio engineer living in San Diego who performs at large and small events



Elle

A Biology researcher living in San Francisco who attends live music often

BAD JER



Takeaways

- Live events can connect people through the present moment, not only the music
- Music has a physical aspect to it when it's live, the vibrations from the bass and other sensations contribute to the live concert experience.
- Promotion is a major part of being a successful artist and gathering crowds.



Takeaways

- Believes concerts should be "a shared experience not a social experience"
- Enjoys the community and the people she sees at concerts, that they attract interesting people to meet, maybe concerts are also about meeting people she finds interesting
- What the crowd is like is really important, a dead or unenthusiastic crowd can really impact the concert experience.



FOCUS:
POVs from
potential users

POVs

We met... Easha, a singer-songwriter who performs often on Stanford's campus and is an avid music listener.

We were surprised to realize... Although Easha never goes to concerts in large groups, it's important to her who else is in the crowd alongside her and is annoyed when others don't appreciate the music.

We wonder if this means... Easha would enjoy the experience of going to a concert with a large group of similar people.

It would be game-changing to... Have a way to cultivate the experience of being in a crowd by surrounding users with people who enjoy music in the same way you do.



EASHA

POVs

We met... Evan, a college student at Harvard that goes to a live music event once or twice a month.

We were surprised to realize... Evan listens to many different genres of music, but all of the concerts that he talked about were rap concerts.

We wonder if this means... that if live music is really about the experience, then maybe there is something about rap concerts that provides a more desired experience for Evan

It would be game-changing to... Have a way to discover live music based on the type of experience you want to have.



EVAN

POVs

We met... Terry, a man waiting at the bar of a local restaurant with excellent recurring live Jazz music.

We were surprised to realize... Terry really enjoys spontaneously dropping in on live music events he discovers, but usually ends up defaulting to his favorite live music venues instead.

We wonder if this means... that new live music events / venues are highly desirable, but difficult to discover spontaneously without more help.

It would be game-changing to... Have an easy way for people to find new live music in their area.



TERRY

POVs

We met... Bad Jer, a DJ and audio engineer living in San Diego who performs at large and small events

We were surprised to realize... How live music performances not only provide audio and visual content, but physical sensations of feeling the rhythm

We wonder if this means... That multimodal experiences including haptics are highly desirable to live music goers

It would be game-changing to... Find new ways to allow people to physically feel the music they're listening to



BAD JER

POVs

We met... Elle, a young graduate who often attends live music events

We were surprised to realize... Although Elle believes concerts should be “a shared experience not a social experience”, she greatly enjoys meeting “cool” and interesting people in the crowd and the feeling of being a part of a crowd.

We wonder if this means... Given the opportunity, Elle may like to use concerts as a means to meet interesting people with similar tastes

It would be game-changing to... Have a way to discover/create communities through live music events and introducing people with similar tastes in music.



ELLE



FLARE:
Ideating with
HMW/s and
brainstorming

HMW's

Terry It would be game-changing to... Have an easy way for people to find new live music in their area.	Elle It would be game-changing to... Have a way to discover/create communities through live music events and introducing people with similar tastes in music.	Evan It would be game-changing to... Have a way to discover live music based on the type of experience you want to have.
<p>HMW encourage more live events?</p> <p>HMW encourage people to share live events</p> <p>HMW encourage more artists to perform live</p> <p>HMW leverage the knowledge of those who go to more live events to help out those who might not know about live events?</p> <p>HMW make live music accessibility into a social platform?</p> <p>HMW push music listeners out of their comfort zone</p> <p>HMW make live events more popular among communities</p> <p>HMW make live events in a local area more discoverable?</p> <p>HMW make live music like a social game?</p>	<p>HMW create a network of music lovers for people to meet?</p> <p>HMW leverage music taste as a means for people to connect?</p> <p>HMW encourage people to meet others at concerts?</p> <p>HMW use concert culture to create communities within listeners?</p> <p>HMW help people connect over shared music experiences?</p> <p>HMW make it easier for people to interact at concerts?</p> <p>HMW get artists to give their performances more of a social atmosphere?</p> <p>HMW build off existing communities to make them discoverable to others?</p> <p>HMW group similar types of concert goers together?</p> <p>HMW help people fully connect with one another?</p>	<p>HMW create a space to discover music by experience?</p> <p>HMW help people discover what types of live music experiences they would enjoy?</p> <p>HMW map certain experiences to corresponding types of live events?</p> <p>HMW encourage artists to create an experience that their fans would want to experience?</p> <p>HMW create the ideal concert experience for each user?</p> <p>HMW find the types of experiences people want to get out of concerts?</p> <p>HMW capture attention in the moment?</p> <p>HMW emphasize presentness at concerts</p> <p>HMW allow people to share memorable moments while staying present?</p> <p>HMW make listening anywhere like a concert?</p>

HMW make live events in a local area more discoverable?

HMW leverage music taste as a means for people to connect?

HMW make listening anywhere like a concert?

Solutions

Music Radar

App that uses location to advertise and direct users towards live music events.

Musical “Dating App”

App that connects people based on their music taste

At-Home Concert

VR concert experience to recreate the ambiance and feeling of a live music event.



FOCUS:
Creating and
testing
experience
prototypes

Experience Prototyping

MUSIC RADAR

MUSICAL “DATING APP”

AT-HOME CONCERT

Experience Prototyping

Idea:

MUSIC RADAR

Critical Assumption:

Users be willing to follow directions to a live event not knowing the artist.

The Setup

A “live music event” to discover through written directions.

The directions are clear, but not the most efficient path to the venue.

The venue is obviously underwhelming, which is a real risk when using our proposed app



The Test



The tester was instructed to follow the directions given to him via his phone to “discover” his next new favorite musician from a potentially spectacular show.



After a windy journey through a dormitory, he arrived at the location using my instructions



My tester was less than impressed by the live performance that awaited him

However this provided great insights!

Shouldn't be consistently underwhelming

Enjoyed the adventure of following a windy path

Understands the risk of seeing an unknown artist and would be more likely to go if he *was familiar with the venues* he was being directed to.

Would want some idea of what type of music it is

Takeaways

- Users are willing to buy into the risk of seeing an unknown artist, yet are more comfortable attending a venue that they already have some familiarity with.
- There is a limit to how many bad shows users will see before they quit the app.
- Users are willing to follow convoluted directions if it feels like part of the adventure.

Experience Prototyping

Idea:

MUSIC “DATING APP”

Critical Assumption:

People will use music taste as a criteria to connect with people

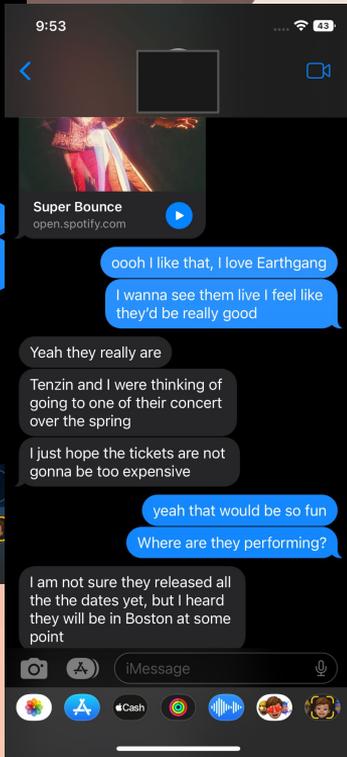
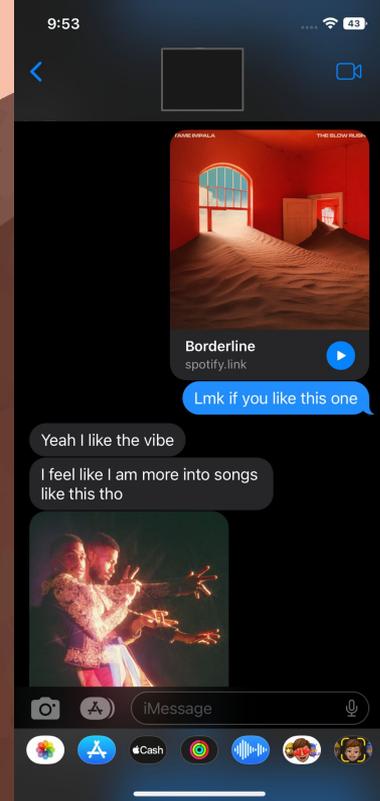
The Setup

Tell the tester to find someone that they want to get to know better.

Have them send music back and forth with this person as a way to get to know them

The idea is to use music taste as a potential icebreaker to get to know the other person





The tester was pleased with this prototype, but wasn't blown away.

Pros:

- They thought it was a good way to break the ice and start conversation
- Sparked other conversations
- Was able to also find some new music

Cons:

- Felt like she didn't want to send songs too much or for too long
- Didn't want the idea to become "overused"

Learnings:

- Using music should be to spark and supplement conversation, not control the conversation

Takeaways

- Is able to spark conversation
 - Emphasize variety
- Apprehension regarding oversharing

Experience Prototyping

Idea:

AT-HOME CONCERT

Critical Assumption:

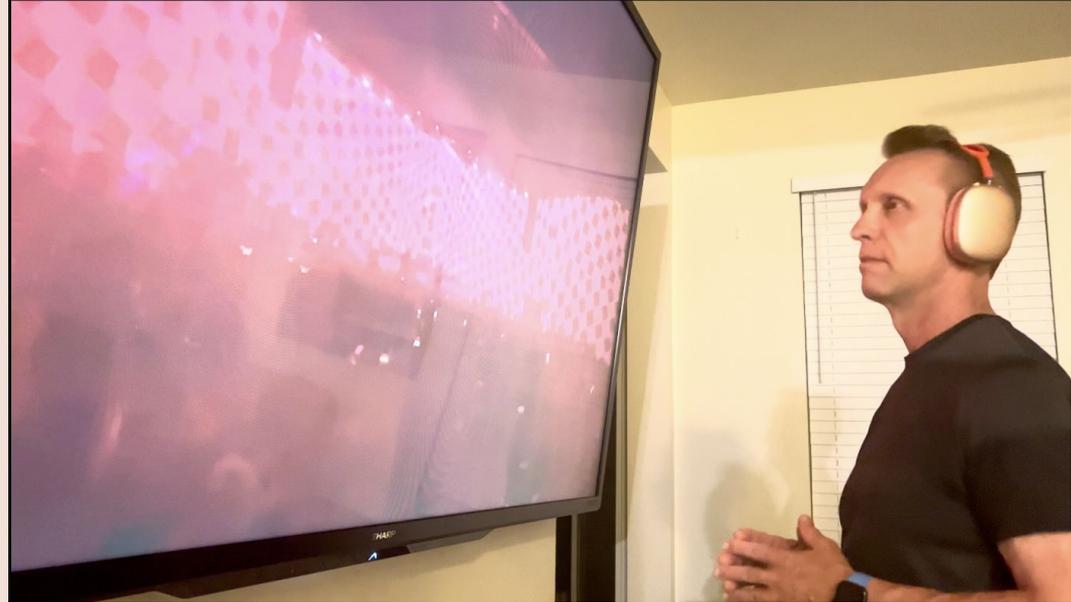
Users will respond positively to multimodal stimuli that can simulate the ambiance of a live concert.

The Setup

X Prototype 1: Audio only through headphones

X Prototype 2: "Live VR Concert" - Audio and live concert footage from a subjective perspective on a massive screen

X Prototype 3: "Live VR Concert" + Headphone "Haptics" to physically feel the beat



Home Concerts

X Prototypes



The tester was pleased with the experience of a live home multimodal concert.

“Feeling something breaks you out of a shell!”

“Visuals were exciting but 1 dimensional. Music makes it 2 dimensional. Feeling makes it 3 dimensional.”

“If I feel music, it’s more impactful than if I hear it.”

Takeaways

- The more dimensions, the better.
- Audio + Visuals > Audio
- Audio + Visuals + Haptics = Best
- Haptics in other locations (back, torso) may be preferable in future prototypes.

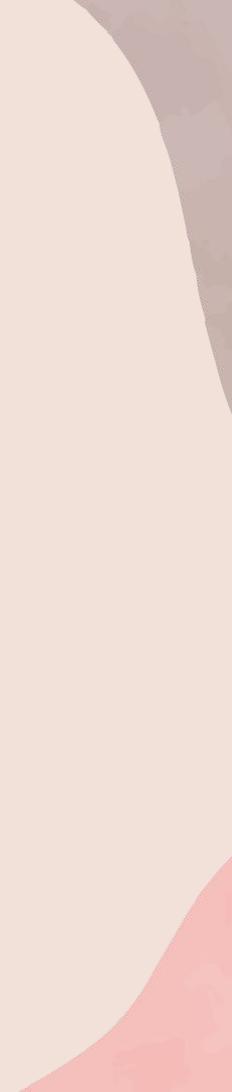


Moving Forward

MUSIC RADAR

MUSIC RADAR

AT-HOME CONCERT



MUSIC RADAR

USER CONCERNS

- Could lead users through dangerous or inaccessible areas
- May increase pedestrian inattentiveness
- Could be used by people operating vehicles.

MUSIC RADAR

ACCESSIBILITY CONCERNS

- Mobility
- Safety
- Location

