

Live music: getting the experience

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Intro

Our Team



Max



Steven



Lizi

Problem Domain: Live Music

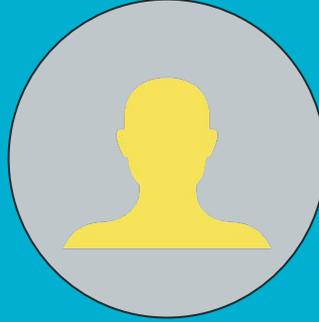
Needfinding Methodology

Our Participants



Evan

A Harvard student recruited for the number of concerts they attend



Easha

A Stanford student recruited for their experience as a performer



Terry

Waiting at the bar of a local restaurant with excellent recurring live Jazz music.

Guiding questions

- What role does music play in your life?
 - How often do you listen to music?
 - Do you make music at all?
 - Which genres appeal to you the most?
- How often do you attend live music events?
- Do you prefer live music or recorded music?
- What might prevent you from going to a live event?
- What's your favorite part about live music?
- What's your least favorite part?
- Tell me about a fun concert you've been to?
 - What was fun about it?
- What other types of things do you like to do for fun?

Interview Results

“Joy [Akala] was cool because more so than the music, I was really into the atmosphere and the environment. It made me realize why people go to live concerts.”



- Easha

“It unifies people. You can play music in any country and someone will start tapping their foot”



– Evan, on what music means to him

“First I wanted good food. Turned out they had live music and it's frequent!”



– Terry, on finding live music

Analysis

SAYS

Found one of his favorite restaurants with live music spontaneously by driving through the area

Always stops by the same place for music + good food when in town

"Like to stop in [to see live music] when walking by during the day or at the park"

"I didn't get any musical talent - I just developed an appreciation"

"If there's a pattern, I'll seek it out"

"My brother is a DJ, dad pro musician. I appreciate art and all types of music"

"First I wanted good food. Turned out they had live music and it's frequent!"

"Live music is very distinctive, and that's my favorite"

From the South Bay but comes to the City, Mill Valley and Sausalito often to visit for live music and good food

"Live music is my favorite"

THINKS

"DJ scene is different - more modern / techno side."

"Apps like Trip Advisor / Culture Trip / Yelp have insight based on what people are following / enjoying the most"

Prefers to hear jazz in a piano bar setting

"[The experience] is what's going to stop us and determine where we're going to listen."

"My family is all about drums + bass"

"It's about the music, the experience, and the people that I'm with."

"Any live music is fine as long as it's the right volume and it fits the mood of the restaurant where I'm in"

Curious to know what people are following and enjoying

"Usually the people that I know also have similar interests."

Actively seeks recommendations for places to go for live music and food

"In every town that we go to there's a particular local favorite, something that the area's known for"



Terry

DOES

Seeks out live music actively when traveling or exploring a city on foot

"Even at Golden Gate Park we'll hear some live musicians and hang out and just take in the experience."

Follows what live music events friends are going to

Doesn't always go to see music with a big group

Usually traveling or out of town but might overlap with other friends

Uses Google and Maps to look at recommendations by price or ratings

Returns to favorite spots with live music frequently

Goes to one of his favorite local Italian restaurants with rotating artists

"A lot of times we'll just be walking around and pass a pub or night place and hear some"

"A lot of times we'll stop in and check it out"

"If we like it, we'll stay longer. If we find out it's a pattern, then we'll seek it out the next time we're in town."

"[I find live music by] either getting recommendations or if we happen to be in the same area we can coordinate"

FEELS

Electrifying energy / vibe from DJs / dancing

Loves to explore all genres of live music

Likes to find the favorite spots where locals go for live music + food

"Very different vibe from solo guitar sets or classical"

"It's really just taking in the experience of the local communities and culture that we're in."

"It's all about the music experience and people I'm with"

"It's fun to be a part of it"

"About good music + good people"

"It's fun to explore all genres of music"

Contradictions

- Live music events for Terry are about the **experience** and **people** they're with; however, they **don't always attend with a group** of people but **consistently follow** what events others are going to.

Insight 💡 : We wonder if this means that **social connection** is a key part of the **live music experience**, even if people aren't physically present at the type of event in-person.

Contradictions

- Live events for Evan are about the experience more so than the actual music, but Evan says that he goes to concerts of artists that he follows and listens to.

Insight 💡 : We wonder if this means that the experience is more than just the ambiance and vibe, there's also an element of fandom and seeing artists that you know.

- Evan says he listens to a variety of genres of music, but when he talked about the concerts he had been to and his experiences, they were all rap concerts

Insight 💡 : If live music is about the experience, maybe there is something greater about the experience of rap concerts specifically that draws in people like Evan

Surprises

- Doesn't go in big groups: will sometimes even go alone and meet people there

Insight 💡 : Live music is more about the experience to them than the actual music

- For Terry, live events are “about good music and good people.”

Insight 💡 : We wonder if this means that live music is desirable **not only for listening** but for **social connection** or a **unique experience**.

Tensions

- Terry really enjoys **spontaneously** dropping in on live music events he **discovers** in coffee shops, restaurants, parks or venues while walking around a city, but primarily ends up **defaulting** to his favorite live music venues instead.

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

Surprises

- Evan gets annoyed when people have their phones out the whole time

Insight 💡 : We wonder if there is a way that we can encourage people to enjoy live music without recording it or taking pictures on their phone

- Evan is very frustrated with the inflated resale prices of concerts (especially rap concerts) and feels like only certain artists are worth the price of the ticket

Insight 💡 : We wonder if people would enjoy live music events more if they didn't have to worry about the prices of the tickets

Insights and Needs

- Common themes in our insights:
 - Music as a social device
 - Prices making live music less desirable
 - Experience of live music evokes emotions of excitement
- We wonder if this means that we can encourage more people to attend live music by:
 - Shifting the perception of live music to be more about the social aspect
 - Making concerts and live music more accessible price wise
 - Making concerts more discoverable

Summary

Next Steps

- More interviews: get a wider variety of perspectives
 - Narrow down the problem within the space of live music
 - Brainstorm HMW statements
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Thank you!