The background is a dark charcoal grey. It features several abstract, organic shapes with a gradient from deep blue to bright red. Some of these shapes are outlined in white, creating a sense of depth and movement. The overall aesthetic is modern and artistic.

# POVS AND EXPERIENCE PROTOTYPES

Sofia Kim, Sheng Moua, Jennifer Quach, and Gracielly Abreu

# WHO WE ARE



**SOFIA KIM**

'25

Symbolic Systems  
Santa Cruz, Bolivia



**SHENG MOUA**

'25

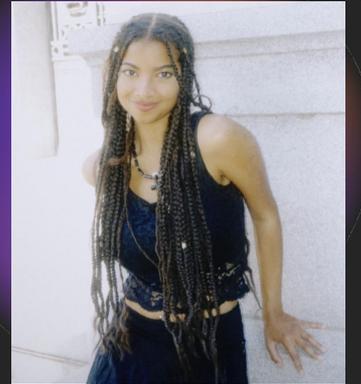
Computer Science  
Eau Claire, WI



**JENNIFER QUACH**

'25

Symbolic Systems  
Lincoln, NE



**GRACIELLY ABREU**

'26

Computer Science & Design  
Orlando, FL

# A RECAP...



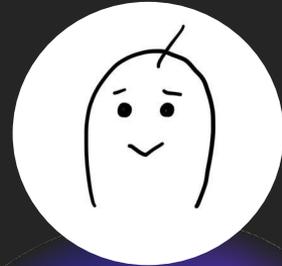
**JULIET**

- Nursing student @CVTC
- **Extreme user** - attended only one festival



**ALEX**

- Psychology student @Stanford
- **Average user**
- Started as a solo raver



**EDWARD**

- Senior data scientist @TikTok
- **Extreme user** - rave veteran & nomad

# THIS WEEK'S INTERVIEWEES...



## DILLON

- CS Student @ UC-Santa Cruz
- **Extreme user** - Little interest in music



## JOSH

- DJ & Producer
- **Domain expert** - DJs for venues and interested in festivals

# ADDITIONAL LEARNINGS



Dillon

Not everyone goes to festivals for the **music**—some go for the **experience** or to have fun with their **friends**.

The **fear** of being linked to **stereotypes** can discourage individuals from attending festivals.

Festivals can be **physically taxing**—it's important to recognize that everyone has different physical limitations.

A person's **environment** heavily influences their relationship with music.

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Josh

It's important to cater the music to the **audience** and the **venue**.

There are **geographical divides** when it comes to music taste and culture.

The **best crowds** are **diverse** in terms of background and “vibes.”

**Promoters** and **social media** play a big role in gathering attendees.

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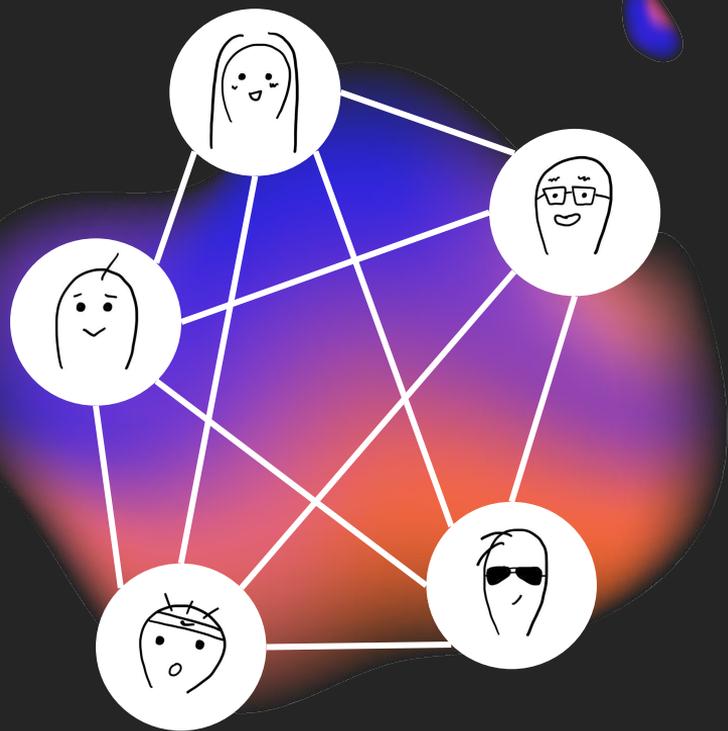
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# DOMAIN OF INTEREST: Festival Community Building

*Forming connections...*

*through festival culture*

# INITIAL POV: ALEX

## We met...

Alex, a psychology major at Stanford who enjoys a more *adventurous* nomadic lifestyle.

## We were surprised to realize...

that there is a lot of *stigma* and *confusion* surrounding the festival scene.

## We wonder if this means...

he's ever felt *judged* or *hesitant* on introducing people to the scene.

## It would be game-changing to...

identify the key *misunderstandings* that separate experienced from inexperienced or hesitant individuals.

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# FINAL POVs



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Dillon, a freshman from UCSC and an introvert who doesn't listen to music regularly.

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some people go to festivals to spend time with others in a social setting rather than for the music.

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connect Dillon with people who are like-minded in his motivations to connect with others at festivals.

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### **We were surprised to realize...**

that Edward championed the process of festival community elements transcending to non-festival environments.

### **We wonder if this means...**

generational traditions within the festival scene strengthen the bonds between attendees.

### **It would be game-changing to...**

nourish the festival and non-festival scene by intermixing the values between both communities.

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# TOP 3 HMW's

# ALEX'S POV

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**How might we make festivals feel less overwhelming for *new attendees*?**

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## POV



How might we enhance *connection* and social interaction at festivals?

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## POV



How might we *promote* the niche festival scene through its *traditions*?

# SOLUTIONS

1

## **MATCHMAKING SERVICE WITH PROFILES**

Pair new attendees with more experienced festival-goers based on compatibility.

2

## **DIGITAL CONNECTIONS**

Create a digital medium for festival attendees to add each other as friends if have a musical connection.

3

## **FESTIVAL SCAVENGER HUNT**

Gamify the festival experience to encourage attendees to learn about festival traditions.

Solution #1

# MATCHMAKING SERVICE WITH PROFILES

## **Solution:**

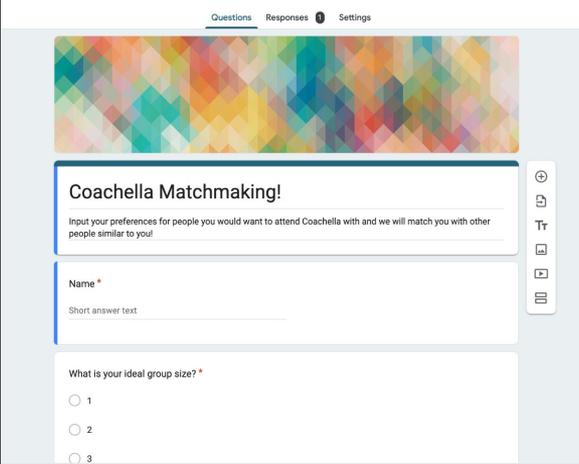
Have the festival newcomer take a quick questionnaire. Based on the results, match them with an experienced festival-goer.

## **Key Assumption:**

If we pair new festival attendees with more experienced attendees, it might make them feel less overwhelmed

# EXPERIENCE PROTOTYPE

1. Provide participant with **matchmaking form** for a hypothetical festival
  - a. Input **preferences** for ideal festival group
2. Provide participant with hypothetical **match** based on preferences
3. Debrief



Questions Responses 1 Settings

**Coachella Matchmaking!**

Input your preferences for people you would want to attend Coachella with and we will match you with other people similar to you!

**Name \***

Short answer text

**What is your ideal group size? \***

1

2

3

# PARTICIPANT

- English & design major @ Stanford
- Has gone to Coachella and Head in the Clouds
  - Attended with friends
- More introverted, doesn't venture outside of friend group



**STELLA**

# RESULTS

## What worked?

- Felt like it could be a fun experience
- Survey didn't take too much time and easy for participant to fill out

## What didn't?

- Participant felt anxious about going to festival with strangers
- Would still feel anxious even if she could meet up with them beforehand

## Learnings

- There are safety concerns regarding matchmaking services
- People want to go to festivals with people they trust
- People may prefer a **group** matchmaking service instead - less commitment

Solution #2

# DIGITAL CONNECTIONS

## **Solution:**

Connecting festival-goers using common music taste as a basis for fostering community.



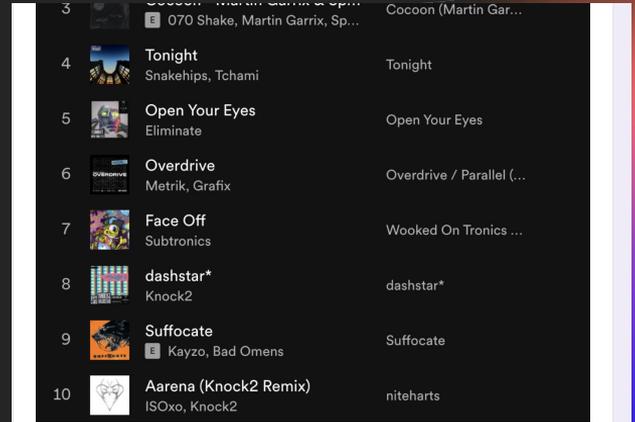
## **Key Assumption:**

The process of choosing friends based on their music taste will likely evoke some emotional resonance that will allow the user to make accurate predictions of shared interests and values

Solution #2

# EXPERIENCE PROTOTYPE

1. Ask participants to think about the music they listen to and what they would like to listen to at a festival
2. Show participants a series of spotify playlists and ask them to choose who they believe would be the best person to attend a festival with
3. Have them evaluate why they chose that person and what assumptions they made based on the songs shown.

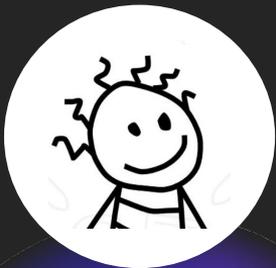


PICK \*

- Option 1
- Option 2
- Option 3

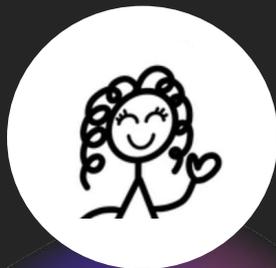


# PARTICIPANTS FOR SOLUTION #3



**SHEDEN**

- CS Student @ Stanford
- **Interested in attending festivals and concerts,** listens to music frequently



**RAINA**

- IR Student @ Stanford
- **Doesn't have a diverse music playlist, but loves music**

# RESULTS

## What worked?

- When experience was able to play the songs, the person felt confident about choosing a person based on their playlist
- This could be a quick and fun way to measure compatibility

## What didn't?

- Participants who weren't familiar with the music in the playlists ended up choosing arbitrarily
- Setting the prototype via Google forms limited interactivity with the songs- less information available to user

## Learnings

- Music taste can be a great tool to bring people together
- May not be a strong enough indicator of compatibility but when paired with other matchmaking techniques, can increase accuracy

Solution #3

# FESTIVAL SCAVENGER HUNT

## **Solution:**

Gamifying the festival experience by rewarding points for capturing specific moments/festival objects on camera.

## **Key Assumption:**

The user will be more receptive to potentially foreign festival traditions and new experiences, making attendance more exciting for new users.

# EXPERIENCE PROTOTYPE

1. Ask participants to describe what they imagine when they hear the word festival
2. Show participants the smaller pictures of individual items significant to festivals and ask for opinions
3. Inform participants about items.
4. Ask participants to find item in picture of a festival
5. Debrief their emotions behind the activity and how their perception of festivals were after the prototype.



Picture used for prototype.

# PARTICIPANTS



## EUGENE

- CS Student @ Stanford
- **Hip-hop/rap enthusiast** who has only attended Rolling Loud
- **Prior perception: Large crowds, mosh pits, headbanging**



## MARIANNE

- Makeup artist
- **Interested in attending festivals** having done makeup for festival goers yet has never been
- **Prior perception: People dressed up, lots of lights**

# FESTIVAL SCAVENGER HUNT

## What worked?

- **Exciting and fun** way to know what to expect at festivals
- **Learned new festival terms** and what to keep an eye out for at festivals
- Participants learned about the **meaning** and **value** of traditions

## What didn't?

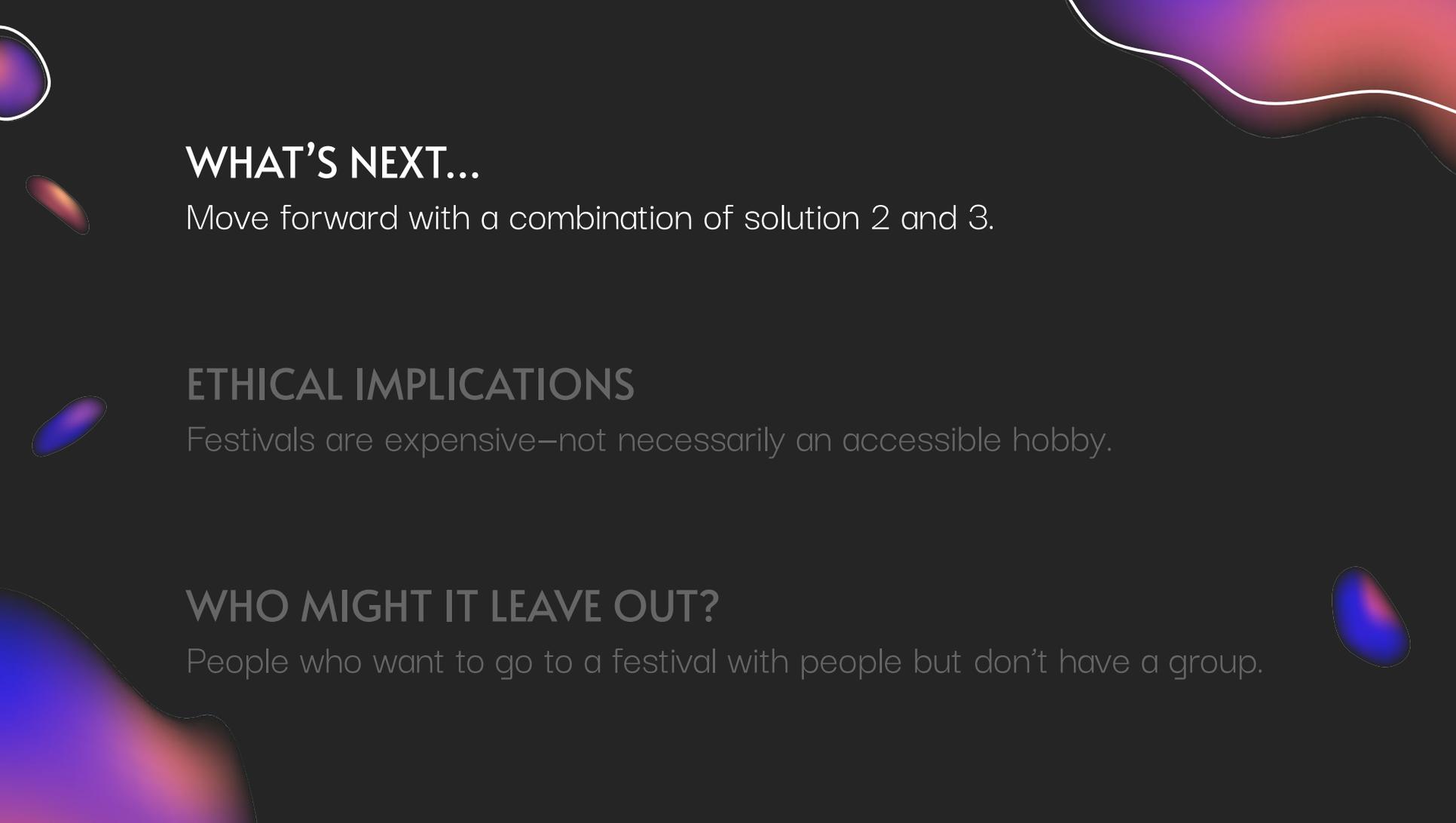
- Pictures seemed **overwhelming**
- Some **confusion** on what participants were looking for
- Some participants noted that they would be at the festival **solely for the music**

## Learnings

- **Assumption was valid**
- Users don't know what to look for if they are new to the scene
- **Meaning** behind traditions/customs (kandi, totems, etc.) are important to **realizing community values** within the scene



**WHAT'S NEXT?**



## WHAT'S NEXT...

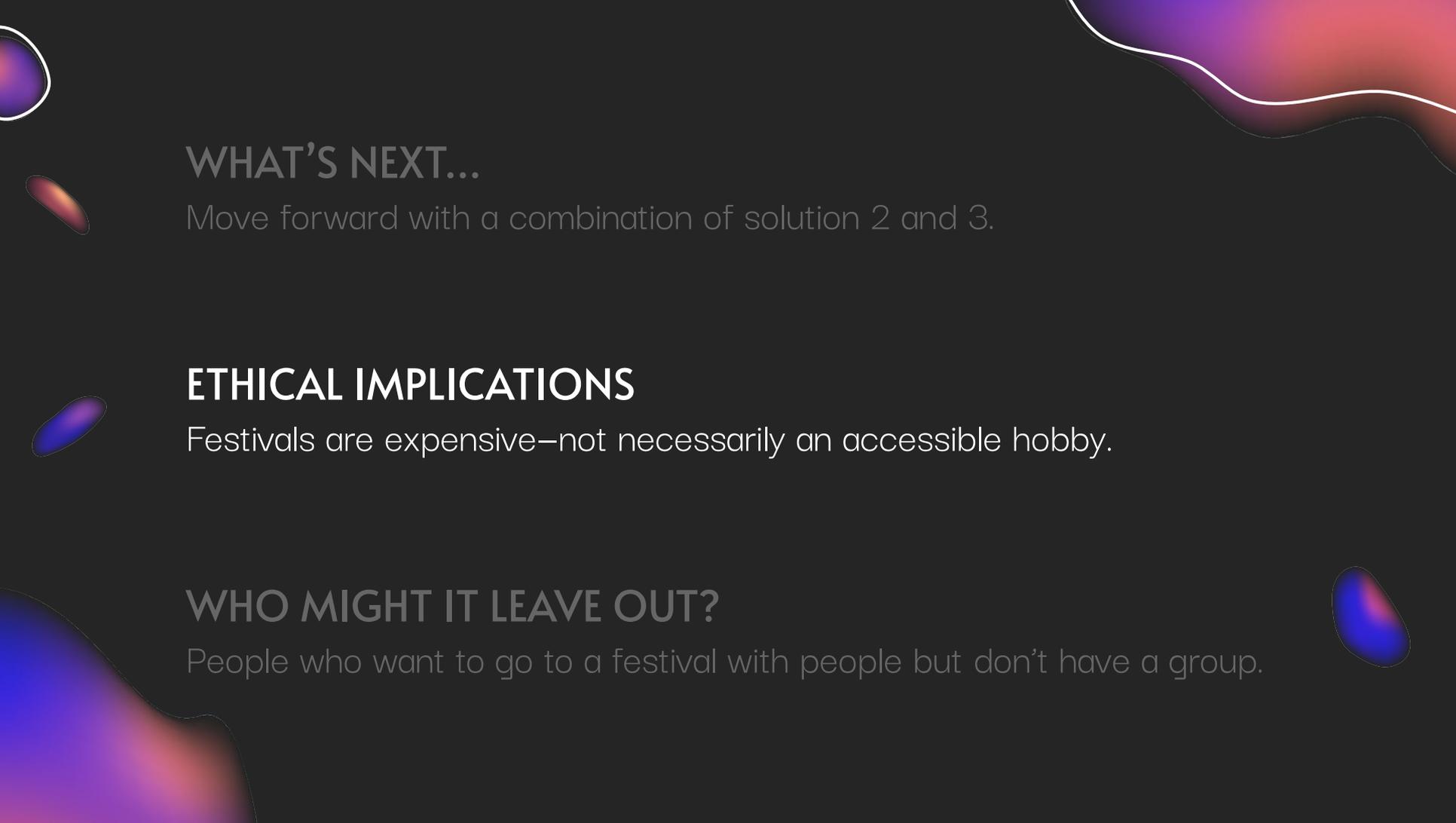
Move forward with a combination of solution 2 and 3.

## ETHICAL IMPLICATIONS

Festivals are expensive—not necessarily an accessible hobby.

## WHO MIGHT IT LEAVE OUT?

People who want to go to a festival with people but don't have a group.



## WHAT'S NEXT...

Move forward with a combination of solution 2 and 3.

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## WHO MIGHT IT LEAVE OUT?



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# APPENDIX



# HMWs

## DILLON

Dillon  
HMW make their behavior more like something that they would do in their own lives?

Dillon  
HMW speak in more casual, less formal language for others not in the room?

Dillon  
HMW facilitate the process for others to find people to go on future activities?

Dillon  
HMW make behavior more fun for others to experience new music?

How might we shift the focus from organizational aspects (events, food, music) to the personal aspects of behavior?

Dillon  
HMW make an introduction that is more personal and use understanding of people's behavior goals to approach?

Dillon  
HMW share about their own interests and experiences before asking others to join?

Dillon  
HMW make behavior that shows their interests & preferences?

Dillon  
HMW use their understanding of others to make introductions more personal?

Dillon  
HMW use their own experiences to make introductions more personal?

Dillon  
HMW create a more personal space for those who are interested in the social aspects?

How might we make the musical aspect of behavior more engaging to personal interests?

How might we connect people with similar interests/experiences while maintaining the social aspect of the activity/experience?

How might we foster connections between different music communities?

## EDWARD

Edward  
How might we make it easier for others to find people to go on future activities?

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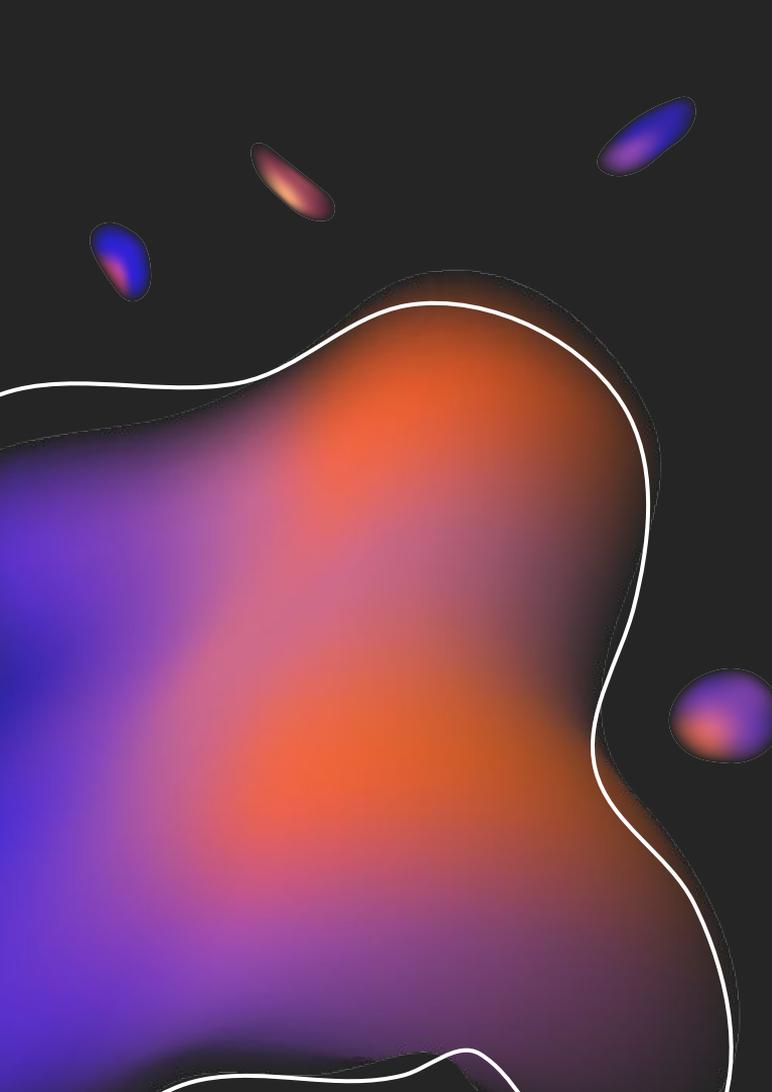
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# THANKS!

Questions?

Contact us!

[sofiakim@stanford.edu](mailto:sofiakim@stanford.edu)

[smoua@stanford.edu](mailto:smoua@stanford.edu)

[tmquach@stanford.edu](mailto:tmquach@stanford.edu)

[gabreu@stanford.edu](mailto:gabreu@stanford.edu)