Noted

where story meets soundtrack

team **NOTED**

Alyssa
product design

Kabir
computer science

Caleb
music

Jasmine
psychology

01

intro

Noted

where story meets soundtrack

problem

Even diligent photo takers and journalers do not always look back on what they have generated, **missing out on the opportunities for reflection and introspection**

solution

Noted is a digital platform that **prompts reflection** through the **pairing of photo and song** which can be **shared** with friends and stored in a **personal timeline**

target audience

Individuals who enjoy looking at **photos** and listening to **music** that desire an organized way to **chronicle and reflect** on past experiences

02

values in design

our values

- **Promote reflection and introspection** through both audio and visual mediums
- **Strengthen connections** with *close* friends and family members
- **Preserve the privacy and security** of users and their precious personal memories and photos
- **Low friction** to making posts within the app → should be as easy as opening a journal and starting to write

encoding our values

Reflection & Introspection

- Users can create photo-song pairings that **associate memories in photos with songs** significant to the user
    - Users are also reminded of previous memories through the photos that Noted generates
    - Compose screen is dedicated to creating these pairings
- Users can **look back on previous photo-song pairings**
    - Pairings are shown in a feed screen as well as in timelines which are on profiles for both the user and their friends
- Users can **add their thoughts to a caption** for their photo-song pairing
    - Can be done in the compose screen or by navigating to the edit pairing screen/modal

Strengthen connections

- **Send photo-song** pairings to friends & family
    - Messages screen is dedicated to sending pairings to an individual person
- **View photo-song pairings** created by friends & family (also in messages screen)
- Add friends to **see their timeline** and featured photo/song pairings

encoding our values

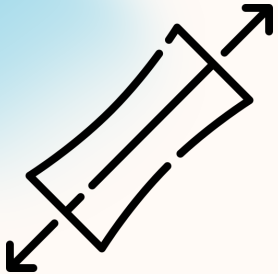
Privacy & Security

- **Privacy button** → toggling to public makes photo-song pairing visible to friends/family while private is only visible by the user
- Users are able to manage who can view their photo-song pairings and interact with them by being able to **block other users**

Low friction

- Users are **automatically directed to the photo-song pairing page** with an auto-generated photo ready when they arrive
- Users can easily change to a different photo with the **regenerate button**
- In the song selection screen, users are p**rovided with songs they already listen to** pulled from their Spotify API data
    - Users can also easily search for songs with the search bar in the song selection page
- Posting process (with no caption) can take **as few as three clicks**

tensions between values



*Privacy & Security **vs.** Less Friction*

Noted pulls users' Spotify API data to be able to offer a more frictionless experience in choosing songs for their photo-song pairings

*Strengthen Connections **vs.** Reflection & Introspection*

The social aspect of the app is at odds with reflection and introspection when the user creates posts that can be seen by friends and family → can become **more performative and less reflective**

*Privacy & Security **vs.** Reflection & Introspection*

Noted needs **access to users' camera rolls** in order to provide photos for users to pair

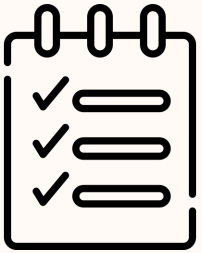
*Strengthen Connections **vs.** Privacy & Security*

Allowing users to block other users for privacy and security reasons results in the stunting of social connections between blocked users

03

tasks

3 tasks



simple

pair songs to photos

moderate

rediscover old memories*

complex

share photo/song pairings with others*

Note: *We reimagined our task priorities to* ***emphasize our core value of reflection****. Moderate task is designed encourage users to engage with past memories more. Our previous moderate task was repositioned as a complex task since we anticipate it being more frequently utilized by regular/active users. As a whole our task priorities more closely resonate with our values which makes the functionality more intuitive to the user*

04

goals & measurements

usability goal #1

Efficient

User is able to complete tasks quickly

Measure: time it takes to complete tasks

Rationale:

- *Journaling is often a **spontaneous process**. Creation flow should be quick and allow for capture of fleeting thoughts*
- *Having low friction processes **facilitates habit-formation** which is vital to long-term journaling*
- ***Memories are often interlinked**, so users may want to jump from one to another. Efficient navigation allows people to seamlessly explore their past*

usability goal #2

Robust

User is able to complete tasks with minimal errors

Measure: number of errors per task

Rationale:

- The app is only successful if user's make content. Any errors can **jeopardize user engagement** which would lessen opportunities for reflection
- Journaling is a very thoughtful activity. Distractions and interruptions through errors can **impede genuine/authentic self expression**
- Noted has the potential to **influence one's emotional well being**. Errors that lead to unexpected behavior have the potential to worsen one's mental health state and hinder them from performing the intended tasks (which would be beneficial to their mental health)

*error: taking an action that makes negative progress towards completion of task

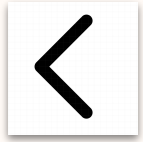
progress towards usability goals

Robust (error minimization):

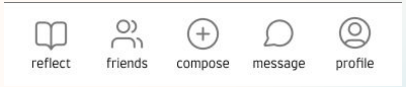
- **Added back buttons** to any nested screens to allow users to step backwards if they misclicked → speeds up error recovery and increases user control

- **Created a splash screen** with our value propositions and musical logo to provide more context behind the purpose noted → lessens errors because users will have a better understanding of the expected functionality of our app

- **Used more recognizable icons** in our new navigation bar (ex: noted N was confusing so switching to a ‘friends’ and ‘reflect’ icon) → makes the app feel more familiar, so people who have used mobile apps before will have less confusion at first



Back button icon



New navigation bar

progress towards usability goals

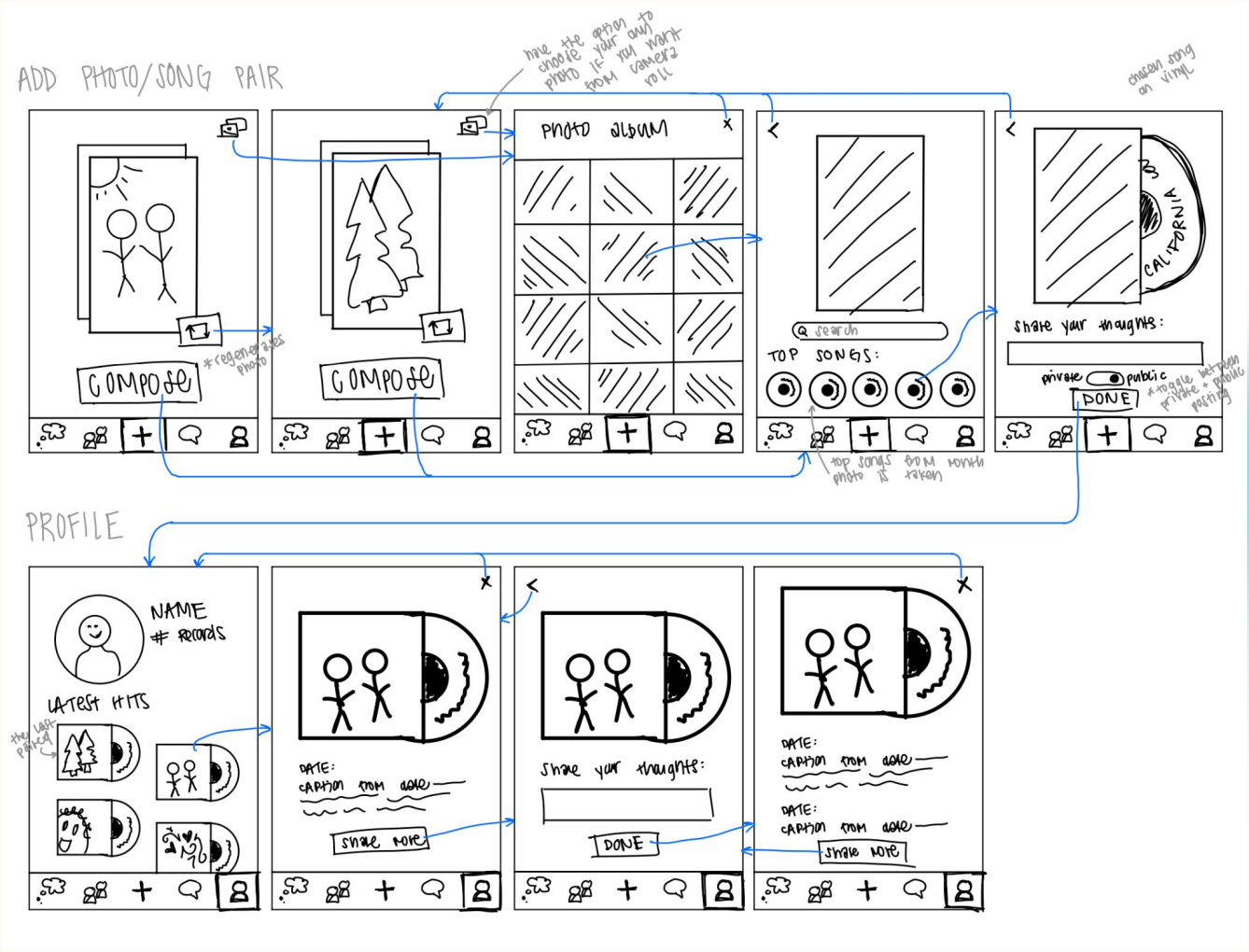
Efficiency (speed of task-completion):

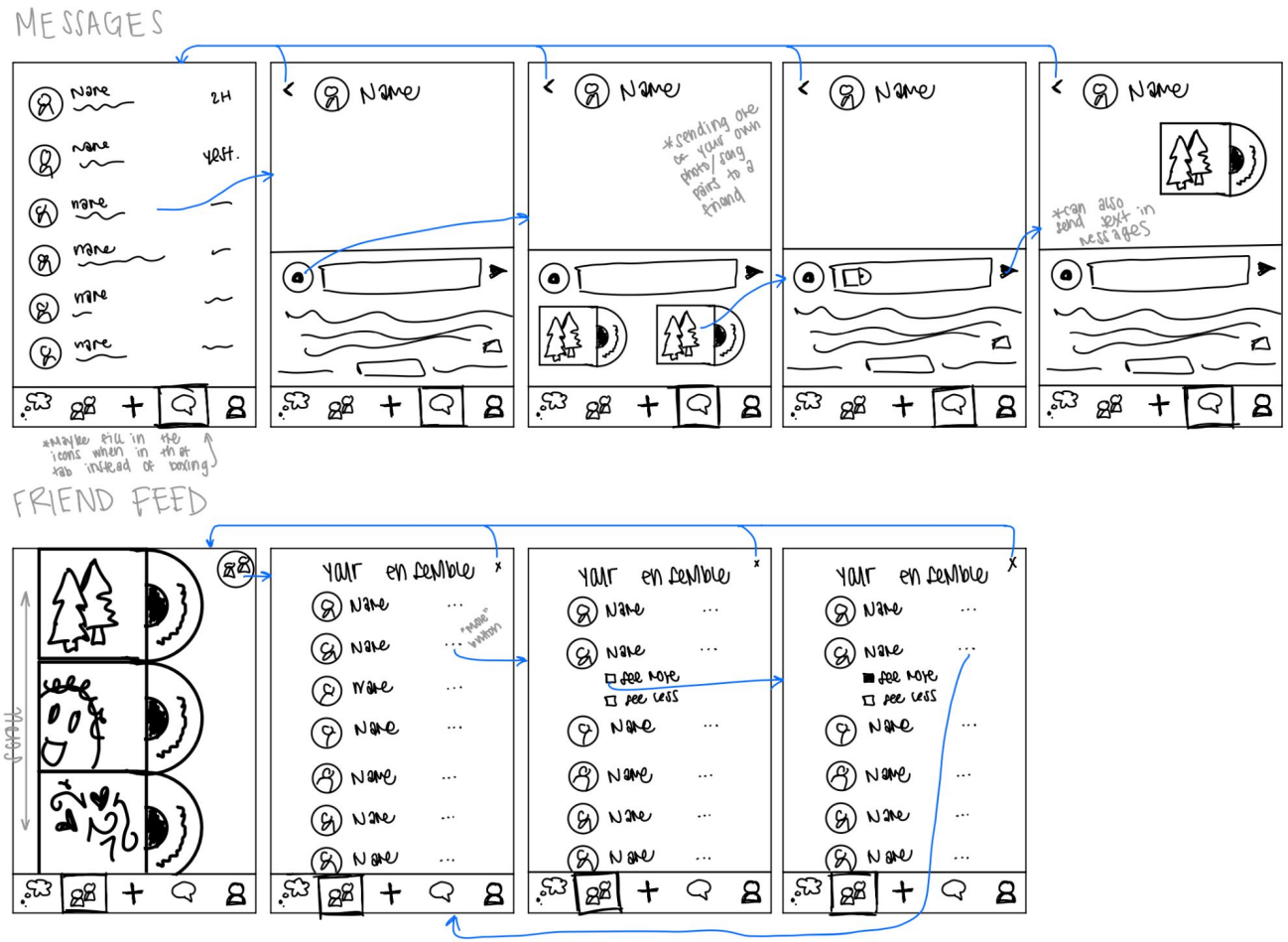
- Separate content of friends (previously in profile screen) to its **own dedicated friends screen,** marked by a ‘friends’ icon → allows people to find friend content quicker
- **Open app directly to a photo/song pairing screen** → streamlines the completion of the simple task
- Allow for users to **pick their own pictures** to pair when the user has a specific picture in mind to use → increases the efficiency of our simple task
- **Integrated past memories section to the home screen** → streamlines process of reflection

05

interface sketches

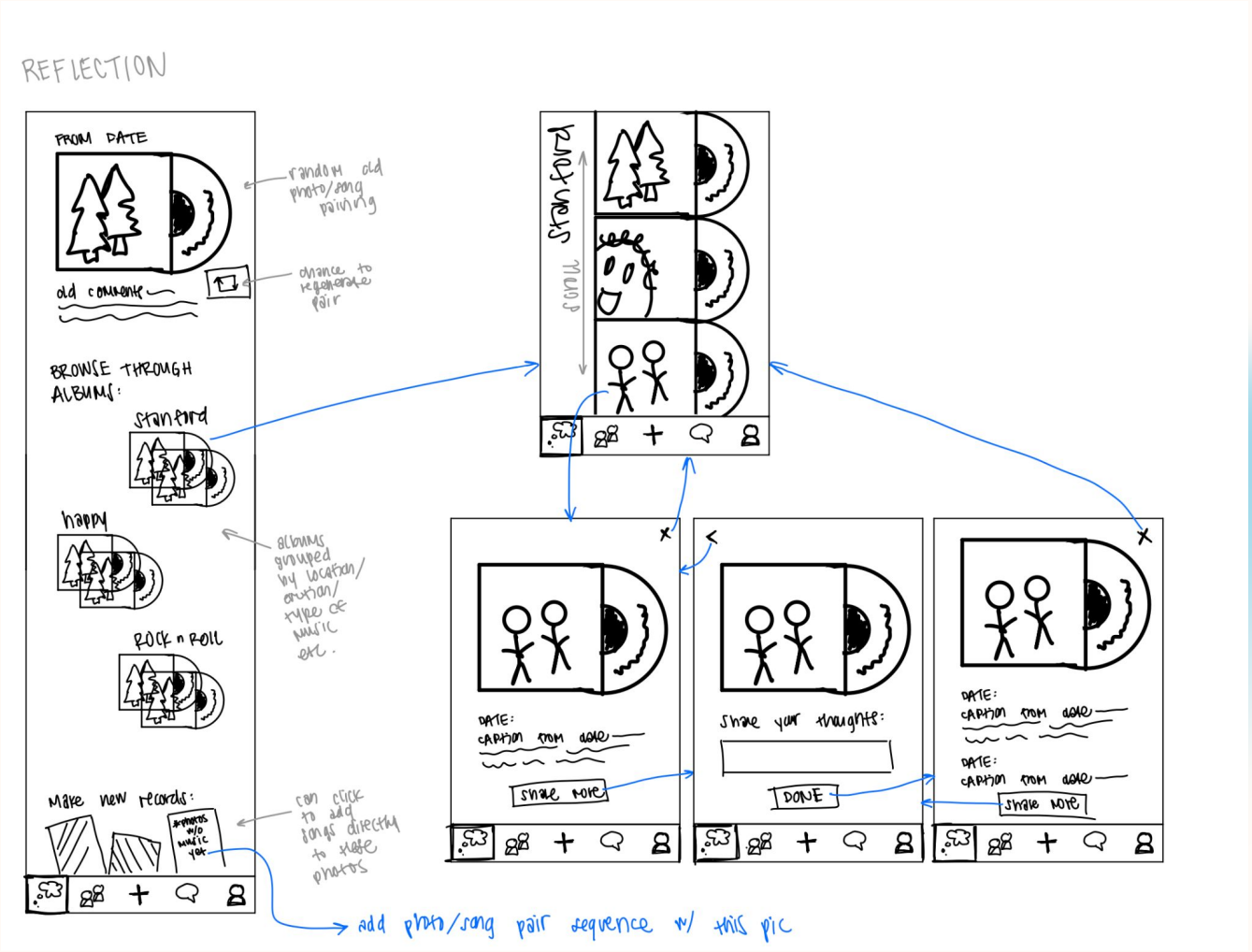
‘compose’ and ‘profile’ interface sketches





‘DMs’ and ‘friends’ interface sketches

‘reflect’ interface sketches



Original design featured 4-icons representing (left to right) the home screen, create page, DMs, and the profile page

Issues with the original design:

1. ***Users were unclear about what could be found on the user profile page*** → curating which friends the user was shown was embedded in nested screens on this page
2. ***Homepage was cluttered*** with both user's personal photo-song pairings and their friends' photo-song pairings → impedes the act of reflection & difficult to navigate

original 4-icon design

changing to a 5-icon set-up

major design change #1

new 5-icon design

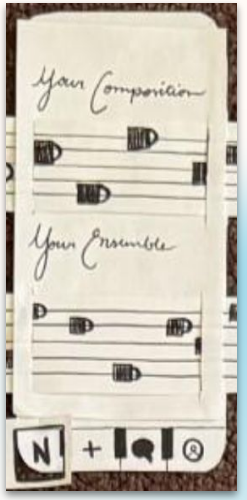
	reflect	friends	compose	message	profile
Leads to:	*reflection page*	*friends feed*	*create photo-song pairing*	*DMs*	*user's profile*

Shifted from a 4-icon design to a 5-icon design that breaks up some of the functionality that was included in the user profile screen into a separate screens with more intuitive icons

1. **Plus-sign icon** for creating a photo-song pairing **is shifted to the center** to be the focus of the bottom bar → user's eye is drawn to the center and thus more likely to engage with the simple task
2. **'N' icon was replaced with a journal icon** to represent the reflection home page where users can see and reflect on previously create photo-song pairings & rediscover old memories
3. **Friends page was added** to create a space specifically for viewing others' photo-song pairings and curating the friends the user interacts with
4. **Selected icon is labeled with text** underneath to further clarify the purpose of the associated selected screen

Original design brought the user directly to a homepage with both their personal feed and a feed of their friends' content

original opening screen – homepage



Issues with the original design:

1. ***Users were unsure about the purpose of the app*** upon opening; some thought the app was about sharing songs
2. ***Users had to explore*** or navigate around the app ***to be able to create a photo-song pairing***, leading to **increased time** to complete the simple task and **potential to loss of user interest** in completing said task

redesigning the opening set-up

major design change #2

Splash screen & auto-direct to the ‘compose’ screen

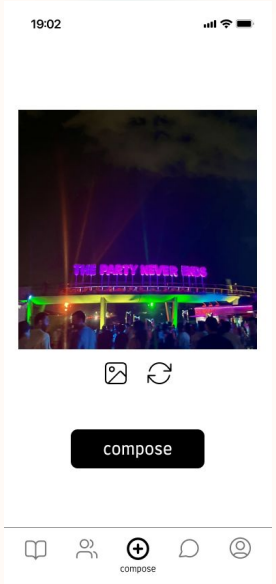
Revised opening set-up

1) **User sees a splash screen** with our value proposition and logo → **centers the user on the purpose** of the app right from the start

   then…

2) **User is brought** directly **to the ‘compose’ screen** to create a photo-song pairing → **increases efficiency** & reduces friction **for completing the simple task**

Splash screen with value prop

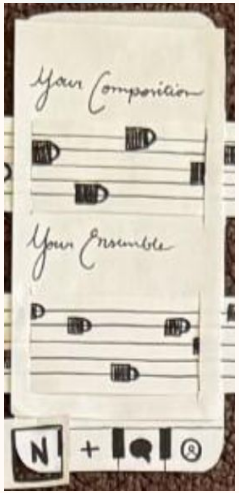


Compose screen

Original design featured a homepage with both the user's personal feed of photo-song pairings and a feed of friends' posts

Issues with the original design:

1. **Prototype-testers had difficulty identifying icons as photo/song pairings** due to small size and clutter
2. **Reflection on previously created photo-song pairings was impeded** by the wealth of (potentially distracting) content all on one screen
3. **Horizontal scrolling** on the two feeds **was too unique** for users to quickly understand, leading to less interaction with the homepage



original homepage

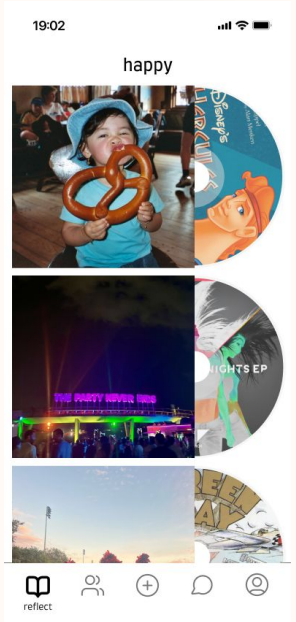
redesigning homepage

major design change #3

redesign of the homepage

aka the ‘reflect’ page

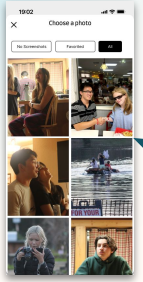
- **Removed the musical staff design** in favor of clarity and increased image size
- **Switched from** a **horizontal** scrolling feed **to** a **vertical scrolling** feed
- **Moved the friends feed to a separate screen** to allow the main focus of the homepage to be on reflecting on
- Significantly **increased the size of the photos** and their associated CDs to allow users to better see the photos and be more likely to interact with them



revised homepage

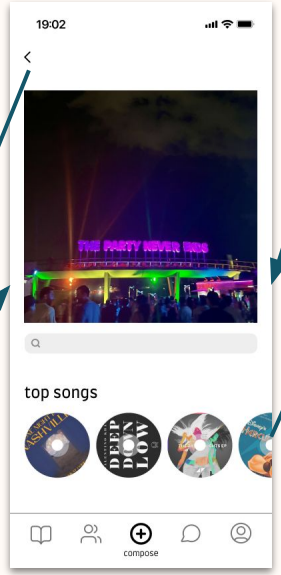
06

med-fi flows

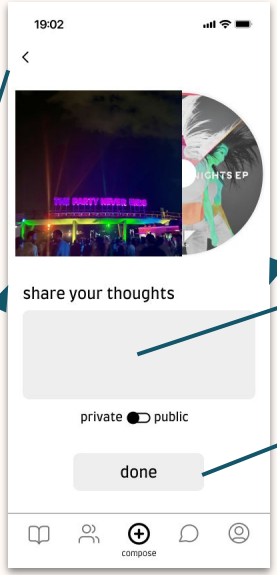


Custom photo selection modal. Users can choose to filter out screenshots, only show favorited photos, or show all of them.

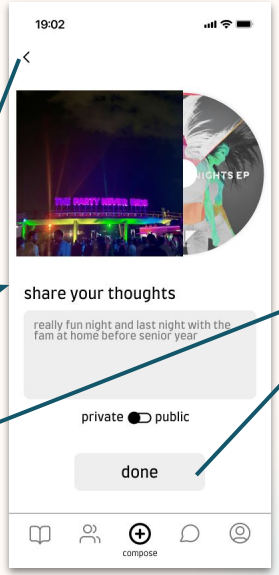
Select a photo: Left photo button opens photo library where you can choose new photo. Regenerate button loads a new random photo from library. Compose takes current picture and moves to next screen.



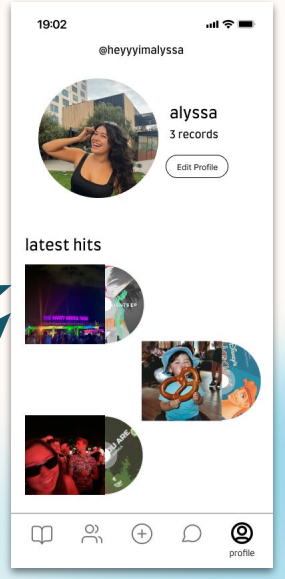
Select a song: Top songs fetched from Spotify are displayed in horizontal scroll. User can search for a song to pair as well. Navigate to next screen by tapping on a song.



Add a Description: Tap on text input to write a description.



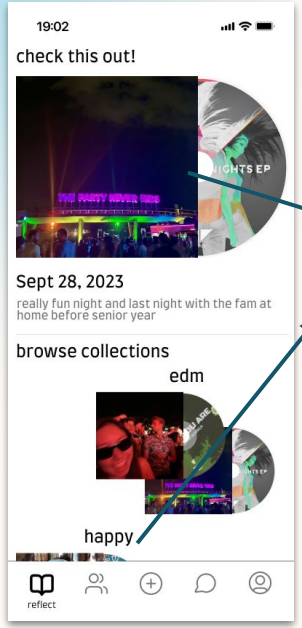
Toggle Visibility / Share: Toggle between private and public visibility. Hit done to share.



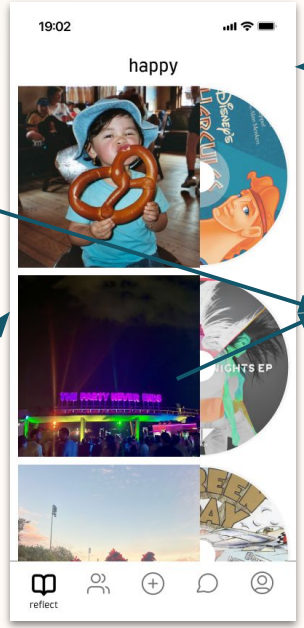
Confirmation: Pairing is shown in user's timeline on the profile section, confirming that the post has been created and shared.

pair songs to photos

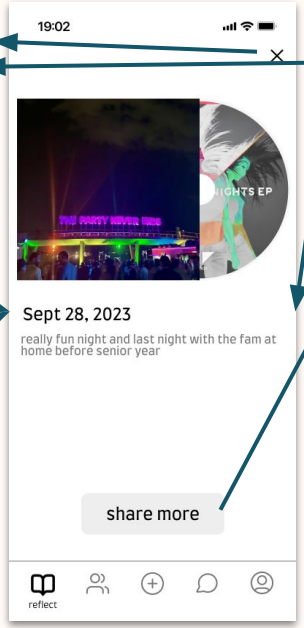
simple task flow



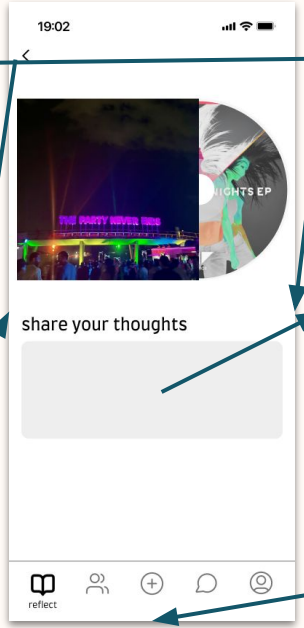
Browse Curated Memories: A random past user pairing is featured at the top. Below are curated collections of user's photo/song pairings, categorized by mood/genre of music. Click on collection to view it.



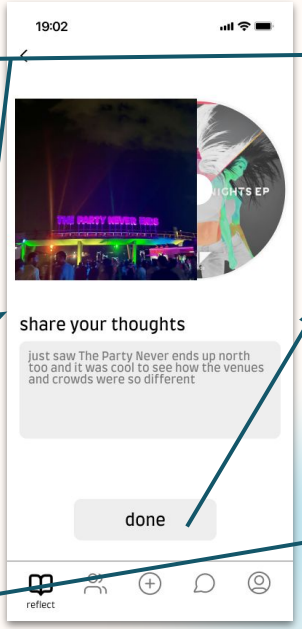
Explore a Collection: Collection page features vertical scroll of all pairings in that collection. Click on a pairing to view and expanded model of it.



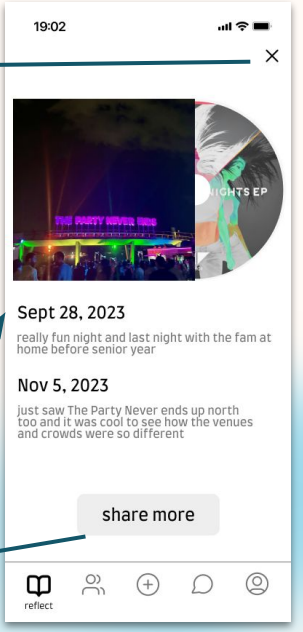
Choose a Pairing: The pairing's date and description are displayed. Press "share more" button to pull up a text input box to add a new description.



Add a description: Press the text input to add text.



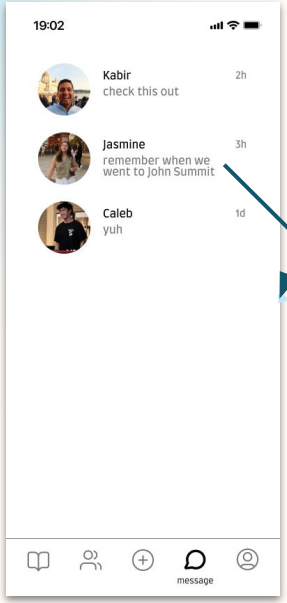
Save Changes: Press done to save.



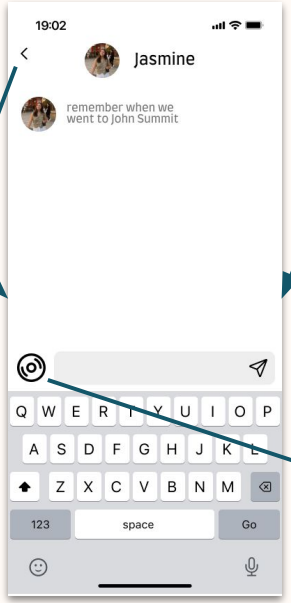
Confirmation: Updated information is now displayed, showing that the changes went through.

rediscover old memories

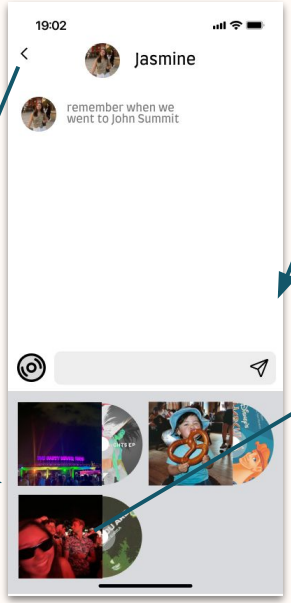
moderate task flow



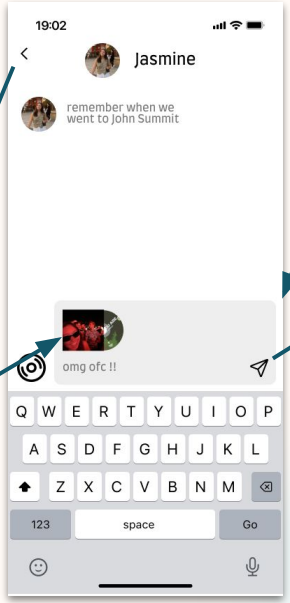
Navigate to Message Section: Friends are displayed in a vertical flatlist. Press a user item to navigate to direct message screen for that user.



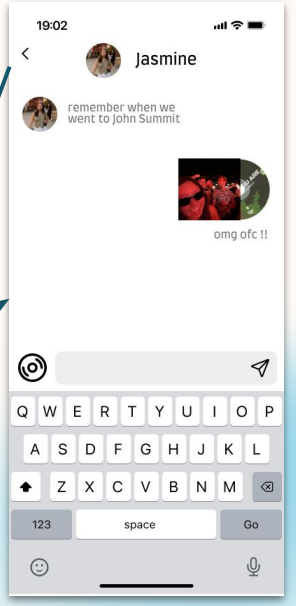
Access User Photo/Song Pairings: Press the CD icon to access user's photo song pairings.



Selecting Photo/Song Pairing: Press a specific photo song pairing to place it in message box.



Sending a Photo/Song Pairing: Optionally write a message and press send button to send it to the friend.



Confirmation: Pairing has been sent! It should now appear in the message history, confirming that it was delivered.

share photo/song pairings with others

complex task flow

07

implementation

prototype implementation

We sketched our logo using **Procreate!**

Pros:

1. Supports **free hand drawing**, ideal for brainstorming and ideation
2. **Ease of use** – Intuitive for people who have never used before
3. Supports copy/paste of drawings, allowing for **reuse of components**
4. Sketches are **vectorized**

Cons:

1. **No real-time collaboration**
2. Limited to **iOS devices only**. Most useful with iPad and apple pen. Not everyone in our group has an iPad

We built our prototype using **Figma!**

Pros:

1. Supports **real-time collaboration**
2. Can easily **reuse components** found across screens
3. **Abundance of community resources** (ex: icon packs) makes it easy to come up with a design palette
4. Interactive prototyping allows for simulation of **common mobile app gestures** such as swiping through photos or tapping to play a song

Cons:

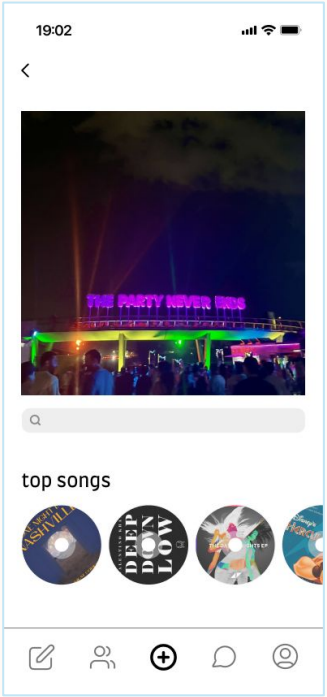
1. **No code extensibility** so flow consists entirely of click transitions
2. Somewhat of a **learning curve** for non design majors
3. **No native support to integrate sound** (music) in prototypes
4. All assets are static, so it **doesn't account for loading times** for music and images

limitations

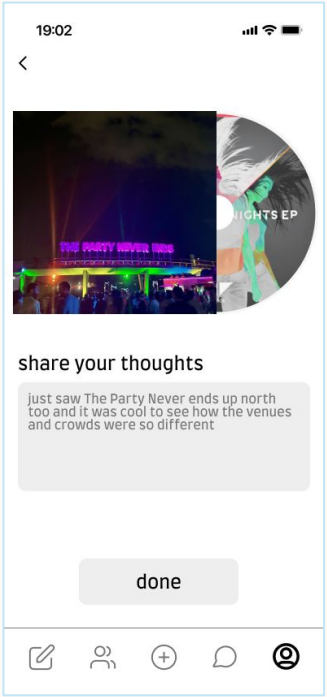
what was left out?

- **Users cannot add custom text descriptions to photo/song pairing**
  - Not related to any major task flow
- **Social integration features**
  - Aside from directly sending a pairing to a friend, our major task does not involve adding friends, viewing their profiles, or blocking them
- **Login flow**
  - We assume the user has already created an account. Login flow is unrelated to any major task flow
- **No Spotify integration**
  - Figma does not support Spotify integration
- **Accessible design for deaf community**
  - We are continuing to think about either in-app lyric incorporation or linking to another app/Spotify for the lyrics

wizard-of-oz features



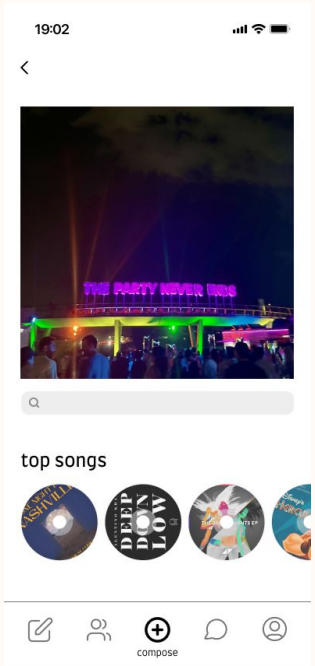
Top tracks based on
Spotify listening history



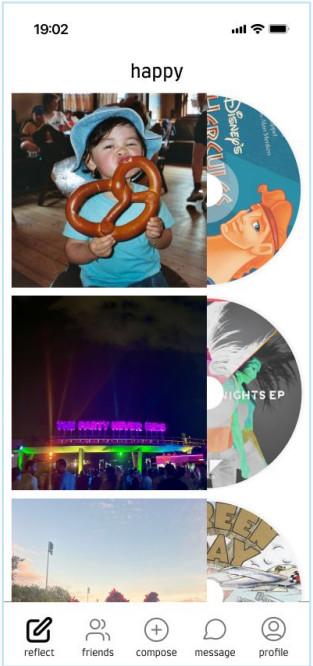
Default descriptions for
photo-song pairings

hard-coded features

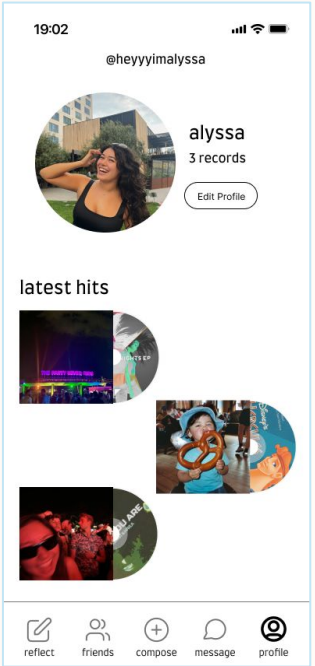
All Wizard-of-Oz features are hard-coded



Spotify top tracks (user-specific)



The photo-song pairings themselves



User profile information

08

appendix

additional design changes

- **Added username** to the top of profile pages
- **Supported multiple description/journal entries** associated with each pairing
- **Added hover help text** in compose screen
    - Helps with the learning curve for new users
- **Switched from record to CD** to represent musical component of photo/song pairing
    - Interviews and people in section thought that songs were difficult to view whereas album art is much more easier to recognize
- **Added ‘back’ carets** to screens to allow users to back out of errors and have greater control over their navigation
- **Redesigned the profile page** to be focused solely on the user’s posts and settings
- **Added a image selection button** on the ‘compose’ screen to allow users to select a photo of their choice rather than using a randomly generated photo

Figma link