

muve MUSIC

Concept Test Results

June 6 2012

RADIO TESTING

TEST DATA

Radio: Is the Pandora model still compelling?

- Kyrah, 34: “pandora makes things easier”
- Josh, 32 “I like it because I don’t have to DJ it” “It knows my taste”
With Pandora I can “Just turn it on”

Trends

- artist-based stations most popular, though one participant liked songs best (“I don’t always know the artist name” -
Jacklyn, 19
- download song was seen as new benefit (“that’s what Pandora doesn’t do” - Josh, 32)

Misconceptions

- artist stations only play songs by that artist

Radio: Do consumers want additional entry points to a radio experience?

- Josh, 32 “It’s not more complicated. If anything, it makes it easier to get what you want”
- Michael, 27 “It’s giving you more ideas to help you along the way”
“All the [topic categories] are important. If you’re digging in the crates you get better recommendations”

Trends

- My Music and Recent Stations were popular choices
- people responded positively to the pictures in the wireframe

Misconceptions

- “programmed” was misinterpreted. Theme stations was understood better.
- design did not clearly show topic categories

Number of Votes



Station Grouping Categories

	Very Important	Somewhat Important	Not Important
Muve Top Artists	4	1	2
Recent Stations	3	2	2
Saved Stations	6	0	1
Pre-Programmed Stations	3	3	0
Local Radio Stations	2	3	2
My Music	7	0	0
Songs and Artists Recently Listened To	4	3	0
Friend's Listening	1	3	3

Radio: How deeply do users want personalized pre-programmed music?

Thumbs Up/Down

	Kyrah, 34	Marcie, 31	Jamie, 30	Josh, 32	Jacklyn, 19	Michael, 27	Quincy, 27
Radio Tuning: Thumbs Up / Down	thinks tuning is specific to station	wouldn't use thumbs up, but likes the idea of thumbs down. perhaps a little confused by what tuning would do	uses thumbs up/down on Music Unlimited on his PS3 assumes thumbs down is song specific	likes it	wouldn't use it. "If I didn't like it I would skip the song"	NO DATA	some confusion, at first thought this was a vote about the song, and the controls represented what other people thought with prompting, understood that down means "play less," and pressing it twice could mean "take it off" the station

Radio: How deeply do users want personalized pre-programmed music?

Slider

	Kyrah, 34	Marcie, 31	Jamie, 30	Josh, 32	Jacklyn, 19	Michael, 27	Quincy, 27
Radio Tuning: Slider	"not as much freedom to customize your station" "when I see a bar, I hone in on whether I can set it just right"	would set to familiar likes more than thumbs up/down	"that's cool" but still prefers thumbs up/down	very clear he wants the combination of thumbs up/down PLUS slider	liked it - preferred over thumbs up/down "If I want to listen to songs I know I know, I can go straight to familiar"	NO DATA	preferred over thumbs up/down this one is more about his taste

Radio: How deeply do users want personalized pre-programmed music?

Compass

	Kyrah, 34	Marcie, 31	Jamie, 30	Josh, 32	Jacklyn, 19	Michael, 27	Quincy, 27
Radio tuning: compass	N	Y	Y	N	N	Y	Y
	"sometimes I like things a little simple, but may be right for the next person"	"I like this because I go on mood. If I could pick a color going by my mood it would be so much easier" Didn't understand the interaction controls; thought they were buttons.	thought design was weird; thought the compass adjusted when station was switched, not that he controlled the compass BUT still liked the mood presentation, and once it was described as a personal tuner he chose it over the other concepts	ok, but wanted slider + thumbs up/down thinks he can customize the slices by adding his own tags, like a custom preset	"I would probably be so lost if I saw this" "probably wouldn't use more than one control at a time"	very personalized	mood resonated - wanted to play an angry station

Trends

- People responded to the mood-based presentation ("9 times out of 10 I base my music off mood") - Marcie, 31
- If we go with straightforward compass, the design may need a tutorial. ("The design's weird. It's different. People might need to get used to it but I like it") - Jamie, 30

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Misconceptions

- many users did not understand how to interact with the compass. Team thinks test may have been better if we presented this as four sliders.
- some participants who likes this concept thought of the moods more as buttons that start stations, not tuners

Number of Votes



Station Customization

	Very Important	Somewhat Important	Not Important
Familiar Music	● (5)	● (2)	○ (0)
Unfamiliar Music	● (4)	● (2)	○ (1)
Current Music	● (4)	● (2)	○ (1)
Older Music (1990s, 2000s, retro)	● (6)	○ (1)	○ (0)
Fast/Slow Music	● (5)	○ (1)	○ (1)
Happy/Sad	● (7)	○ (0)	○ (0)
Angry/Mellow	● (3)	● (2)	● (2)
Morning/Afternoon/Evening/Late Night Chill	● (3)	● (3)	○ (0)
Thumbs Up/Thumbs Down	○ (1)	● (2)	● (2)

Number of Votes



Station Seed

	Very Important	Somewhat Important	Not Important
Emoticon	2	1	4
Search Box	7	0	0
Chat Speak	1	3	3
Location	2	3	2
Mood	5	1	1
Activity	7	0	0
Movie or Game	4	1	2
Slot Machine	1	3	3
Roll the Dice	2	3	2
From a Photo	0	1	1
Facebook Friend	2	4	1
Weather	1	5	1

Radio: Are DJs or interstitials something appealing for an internet radio station?

	Kyrah, 34	Marcie, 31	Jamie, 30	Josh, 32	Jacklyn, 19	Michael, 27	Quincy, 27
DJ / Interstitials	NO DATA	DJs - not really, wants to just hear music but does like to hear what song was played info about upcoming concerts was appealing	doesn't care about DJ artist interstitial = cool, "semi-builds a relationship"	could be open to talk segments, but wants to be able to turn it off likes weather, concert updates	Jacklyn, 19 DJ - "Not really into all that" "I tend to skip the talking parts. I rotate the dial again" if artist comes on to announce song, "if it's something short I could deal with that but would prefer to hear more music."	wants to be able to turn it on or off	not interested in DJs or commentary

Trends

- If we do build this feature, recommendation is to allow user to turn off bumpers and interstitials

THEMES & DIRECTIONS

Guiding Decisions - Discuss

- Users want seeds to help start radio
- Radio algorithm should be weighed to familiar music
- Lead with artist-based stations
- Moods resonate. They are either (a) part of primary experience, or (b) part of the tuning controls
- Some measure of tuning is desirable

Open

- Infrastructure changes (thumbs up/down, favorites - whatever the team arrives at)
 - recommend to build where we think compelling, but keep siloed in Radio experience for 2012
- Are there any in-app touchpoints for radio? On artist pages, etc?
 - recommend add to Shazam, nowhere else until experience is more integrated

PLAYBACK AREA TESTING

Playback: Do users want to interact with the playback screens? If so, how?

Kyrah, 34	Marcie, 31	Jamie, 30	Josh, 32	Jacklyn, 19	Michael, 27	Quincy, 27
SKIPPED THIS PORTION OF TEST	SKIPPED THIS PORTION OF TEST	<p>in general, wouldn't interact unless he is on public transportation - "if I'm listening to music on my phone, I wouldn't be looking at the screen."</p> <p>if he does have idle time, he would use #1 (standard discovery). "for me, I like it simple"</p> <p>second choice is #3 (soundcloud) - "it's fun and interactive" - he is OK with strangers showing up here</p> <p>third choice is #2. sees no value to strangers with no additional context but could like it if it was people he knew</p>	<p>keeps screen off, concerned about battery usage</p> <p>likes "up next", concept #1 in general</p> <p>not interested in recent listeners - "I don't really care about people I don't know". He is interested in people who have rated the song thumbs up (gets closer to a taste match)</p> <p>Doesn't want to comment on each song, but would maybe use inline comments on bus when he has the time to interact</p>	SKIPPED THIS PORTION OF TEST	<p>thinks different views allows you to change path of music</p> <p>doesn't mind social view, still interested in seeing people</p> <p>would do inline comments</p> <p>preferred views: (1) soundcloud, (2) standard, (3) social</p>	SKIPPED THIS PORTION OF THE TEST

Trends

- people generally don't interact with screen unless on public transportation / waiting
 - of the concepts, the basic discovery (#1) was the most compelling

IS THIS A VALID SAMPLE SET?

Open

- Playback view
 - interest in “more” and what it means / shows. Could be worth exploring. Also allows team to innovate on this screen, part of JT’s request at the outset of the project.

Number of Votes



Playback Discovery

	Very Important	Somewhat Important	Not Important
Similar Artists	4	0	0
Lyrics	2	2	0
Biography	0	0	0
Similar Songs	4	0	0
Real-time Lyrics (In Sync with Music)	0	2	0
Friends Who Have Listened to Song/Artist	0	2	0
Strangers Who Have Listened to Song/Artist	0	0	2
Genre	4	0	0
Artist and Song Trivia	2	0	2
Artist Photo	0	2	0
Album Photo	0	2	0
Concert Dates	3	0	0

SOCIAL TESTING

TEST DATA

Social: Is there a place in the world for a digital social experience around music?

- Kyrah, 34: “If I was one of those people who could have a soundtrack playing while I walk down the street, I would do it.”

Kyrah, 34	Marcie, 31	Jamie, 30	Josh, 32	Jacklyn, 19	Michael, 27	Quincy, 27
Makes playlists with friends: Throwback Thursdays, Flashback Friday. Posts this to FB wall	<p>Uses SMS, FB messaging, calls people to recommend songs</p> <p>Likes sharing over texting because "they can listen right there."</p> <p>Never posts on FB, "maybe I've done that 2 times in the last 6 years"</p>	<p>has played music for friends through his phone, shares with girlfriend and local friends</p> <p>texts/FB message preferred to email "a lot of people don't check their email regularly"</p> <p>posts youtube videos to his FB feed to reminisce.</p>	<p>thinks social is valuable b/c has friends who know more than he does.</p> <p>"If I play [music] and you're around me, you'll hear it." but he doesn't explicitly share music. it's a solitary experience "I keep it to myself"</p>	<p>"I'm not a big FB person"</p> <p>Texts to friends "hey look up this title" but would rather send a song.</p> <p>Shares with people she grew up with.</p> <p>On FB: "I check my messages and get off" Text is better than email, doesn't really use email.</p>		<p>shares in party situations</p>

Trends

- texting and FB messaging used to recommend
 - sharing is still mostly a verbal activity, f2f
- sharing is often passive - it's played when someone else is there

Social: Do users want a Muve social network?

Kyrah, 34	Marcie, 31	Jamie, 30	Josh, 32	Jacklyn, 19	Michael, 27	Quincy, 27
		"Social networking would be more interesting if more people had Muve"	lukewarm about getting recommendations from strangers, but would do it			
	*most people don't have Muve"	prefers to share with people he knows.		People who share music taste - "that would be cool"	interested in finding friends on Muve, also interested in people with shared music taste.	not interested in making friends. "I just tune everybody out, I just get in my zone"
	likes idea of matching her up with friends also on Muve	would want to know if contacts or FB friends are also on Muve	he may not care about the taste similarity among friends he already has	and also interested in what other people listen to		
		likes idea of matching up with his music taste, ok being an influencer = MUSIC CLAN				

Trends

- most people's friends are not on Muve, so social networking is not as appealing
- users were open to Muve providing ways of finding their friend matches (contacts, FB)
- most people were open to the idea of getting recommendations from strangers who share their music taste

Social: What are the things that make the music social experience valuable?

Kyrah, 34	Marcie, 31	Jamie, 30	Josh, 32	Jacklyn, 19	Michael, 27	Quincy, 27
<p>Enjoys comments on her shares, likes the memory associated with the song.</p> <p>Wouldn't comment at specific point in song - "I don't use that on youtube, but I like to see other people's comments"</p>	<p>Doesn't want commenting - she is blunt and doesn't want to give opinions</p> <p>Wants a favorites list; would be ok publishing this favorites list or publishing playlists</p> <p>Doesn't want profile, maybe only for friends.</p> <p>Not into "fanning" an artist, but is interested in concert updates, new releases. Doesn't care about news or a twitter feed.</p>	<p>"I don't care what other people are listening to"</p> <p>Has liked "a couple hundred" artists on FB. Likes the wall updates if there are concerts. Liking: "It's easy, I would use it"</p> <p>sometimes adds brief comments to his FB posts.</p> <p>Profiles are fine, but doesn't care about it too much. But sees that it needs to be there to provide matches/recommendations. It's more about your friends though, "I don't care what Debbie from Arizona is listening to"</p>	<p>Sharing is about "telling stories"</p>	<p>Doesn't want a profile, it's too public. "If it's just music but no profile info, I would do that"</p>	<p>would respond back to a music recommender, with a comment or a like</p>	

Trends

- ability to comment on a share was appealing to some

Social: What share experiences are compelling?

Kyrah, 34	Marcie, 31	Jamie, 30	Josh, 32	Jacklyn, 19	Michael, 27	Quincy, 27
<p>emoticon seemed redundant</p> <p>excited about lyrics</p> <p>gave the camera a thumbs up when got to the photo portion, very excited</p>	<p>doesn't use FB so this portion of test not necessarily relevant for her</p> <p>doesn't like add photo concept - "this would throw the whole thing off if you're trying to get someone to listen to the song" but concedes it may be more meaningful if there's a picture that makes more sense, like a photo of a friend.</p> <p>would share on FB if it was as easy as hitting a button.</p> <p>likes idea of adding soundtracks to her FB photo albums</p>	<p>thinks should be able to tag people - "if someone tagged me on an album they're listening to, I would probably listen to it"</p> <p>emoticon is not interesting</p> <p>would use lyrics, thinks it's interesting</p> <p>likes adding a photo to the share, not as interested in altering album art</p> <p>order: (1) lyrics, (2) personal photo, (3) cover art filter</p>	<p>of all the choices, "I'd probably do lyrics, it helps tell the story"</p> <p>does like ability to add your photo</p>	<p>generally posts directly to messages, but would use share if there was an option "post as message" or "post to wall"</p> <p>really liked the lyrics - "I would probably use that because the reason to share the song is for some type of reminder"</p> <p>PHOTO COMPS WERE SKIPPED</p>	<p>would rather share directly to a person than post on a wall, but would do both</p>	<p>SKIPPED THIS PORTION OF THE TEST</p>

Trends

- lyrics are very popular
- the ability to add a personal photo was received well among the participants who saw the comps

Number of Votes



Social Sharing

	Very Important	Somewhat Important	Not Important
Add a Portion of the Lyrics	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Add all of the Lyrics	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Include/Tag a Friend in the Music Post	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Add an Emoticon	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Add a Personal Photo	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Add a Filter to a Photo	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Add a Word Tag to the Share	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Add an Activity (Cleaning the House etc)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Playlist	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Album	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Song	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artist	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

THEMES & DIRECTIONS

Guiding Decisions - Discuss

- Muve is not likely to contain the entirety of a user's social network. Work with FB when possible
 - FB / Phone contact matching is still a desirable feature
- Sharing is about reminiscing with friends. Users want to target their sharing to one person, or a group of people they know. Posting to wall is not as appealing, but should still be available.
 - when sharing, tagging on FB should be included
- lyrics as a portion of the share are very compelling
- Muve's social sweet spot is taste matching and providing recommendations based on this pairing (interest graph on Muve, social graph on FB)
- Playlist usage is high, people create them based on moods.
- People are willing to share playlists and other listening behaviors in a profile, but may need anonymity or privacy controls

Open

- photo customization - is there clear insight here? do we want to include as part of the social recommendations?
- music clans / groups - should we build to this?
- shared listening?
- playlists - publish on profile? perhaps add in one extra feature, like collaborative playlist or subscribe to playlist.
 - integrate into app (playlist charts, etc) perhaps after initial social phase