

muve MUSIC

Concept Testing Discussion Guide

MAY 22 2012

TESTING GOALS

- Identify aspirational wants and needs related to radio and social
- Get reactions and feedback to leading interface concepts
- Form, validate & revise design hypotheses in order to refine core design principles for the team
- Get reaction and feedback on any initial design thinking

KEY QUESTIONS

- What are current users' current *radio* **habits, frustrations, wants** and **needs**?
- What are current users' current *social* **habits, frustrations, wants** and **needs**?
- What are preferred methods for starting a radio station?
- How do users want to tune custom radio stations?
- What playback interfaces are compelling for our users?
- Is there interest in a music-oriented social network?
- How (and why) do users want to share music?
- What features do users find **critical, differentiating, engaging** or **extraneous**?

TESTING LOGISTICS

PROCESS

- Conducting guerrilla style testing - Brian K will be moderating. Sean R will be in Denver to assist.
- We will set up group video so people can watch from LA, SF, and other remote locations.
- We will record audio and video

PARTICIPANTS AND SESSIONS

- We are testing with 8-10 subjects, over two days. Each session will be 1.5 hours.
- Sessions are on Wednesday May 30 and Thursday May 31, 9am-4pm MST.

INTRODUCTION & BACKGROUND (15 minutes)

INTRODUCTION

- Introduce moderator and testing study to participant

BACKGROUND AND MUSIC USE

- Tell us about yourself. What do you like to do, hobbies, interests, activities, etc.
- When and where do you listen to music?
- Do you listen to music alone or with others?
- Why do you listen to music?
- How would you describe your music habits?
- How would you complete this sentence: “Music is_____”

CUSTOMER EXPERIENCE DISCUSSION (45 minutes)

PART A: STARTING AND TUNING RADIO

RADIO EXPERIENCE

- Where do you listen to music?
- What do you consider “radio”? What is internet radio?
- What is the best/worst thing about car radio? what’s your favorite local station? what do you like about it?
- How do you listen to music on your phone [or name the app, e.g. “Pandora”]?
- What is the best/worst thing about music on your phone?
- If an app is mentioned: Could you show us how you use your phone to listen to radio (or other music)?
- If you could add one button to your radio experience that does something awesome, what would you have your radio do?

STARTING RADIO

- How do you usually start a radio station? show us on the device you brought with you.
- How do you create a new station?
- Is there anything you wish were better/easier about this process?

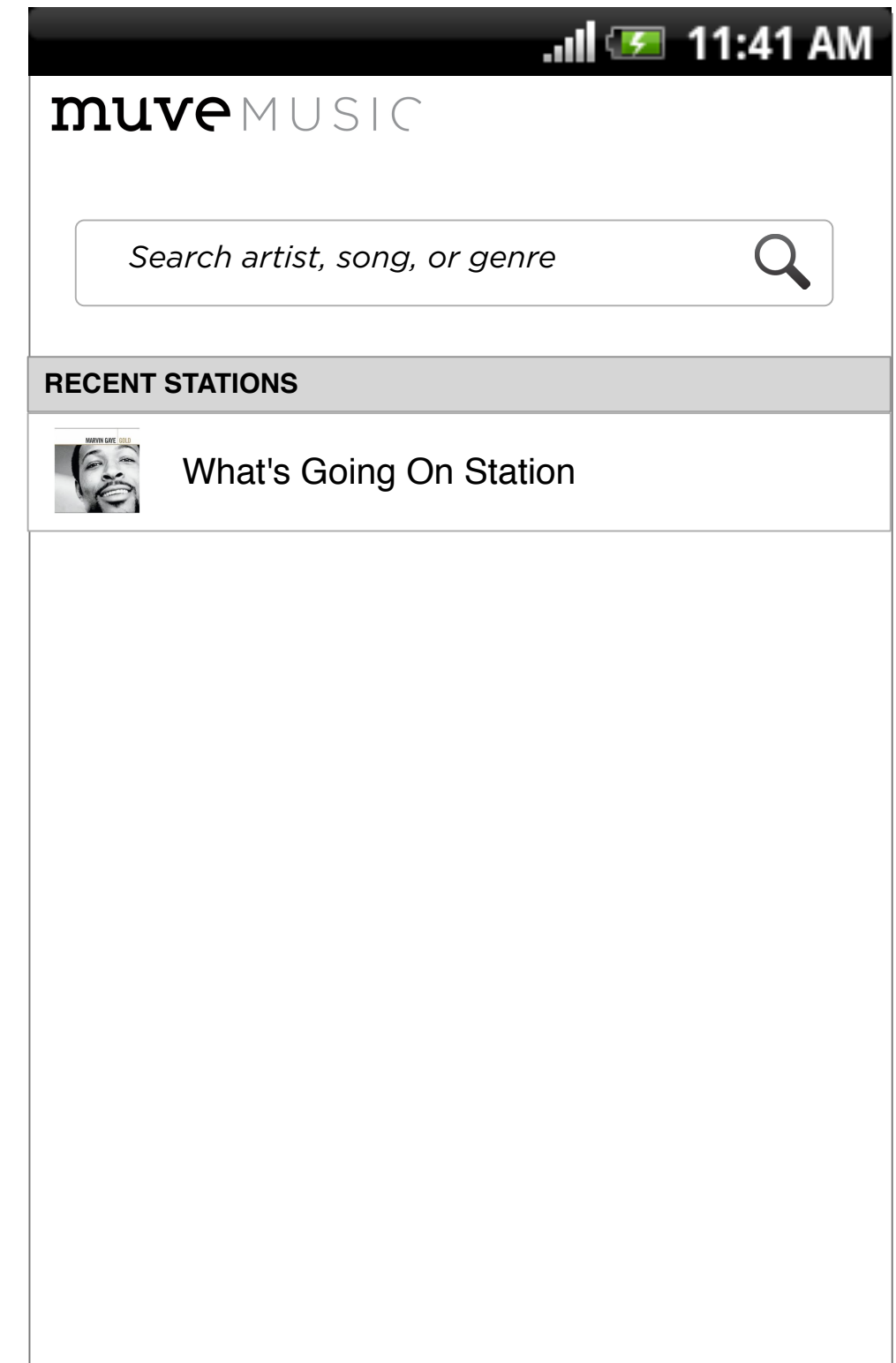
STARTING AND TUNING RADIO STIMULI

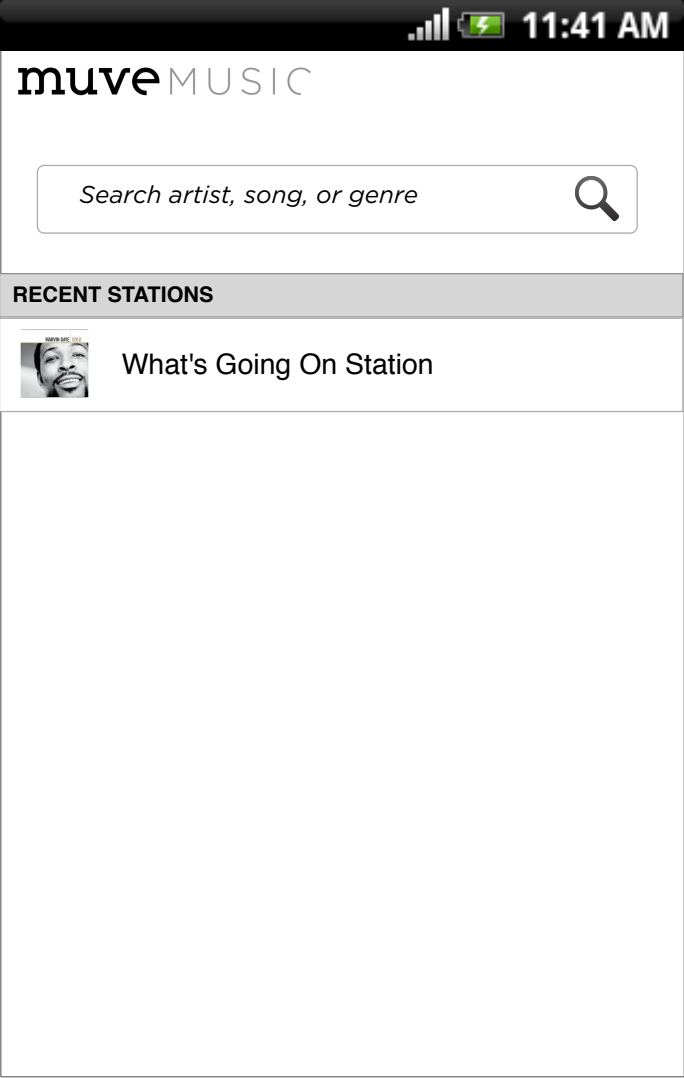
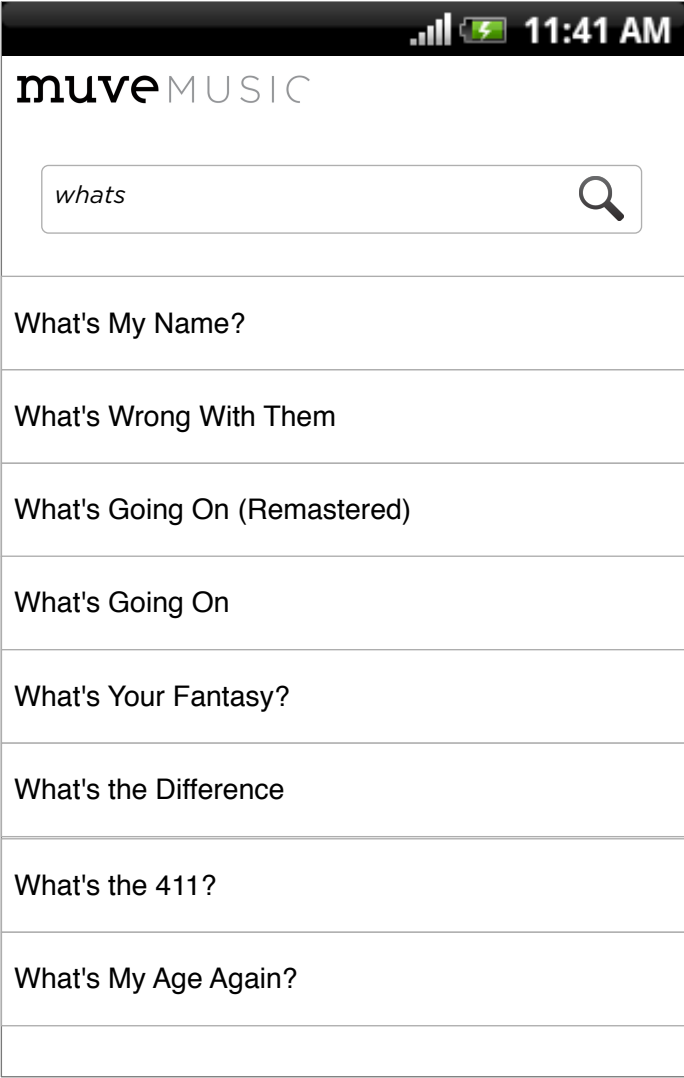
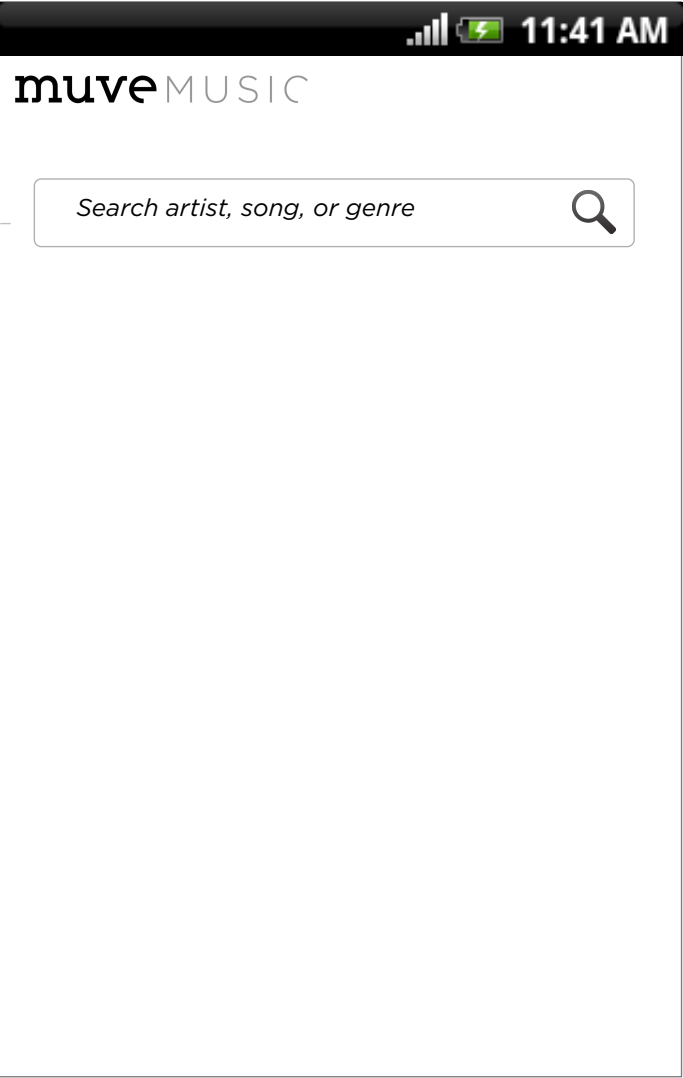
“is the pandora model still appealing?”

1. Traditional Model

Provides a standard way to launch and store radio stations.

- describe what you’re looking at
- how useful is this screen for you to start playing music?
- is there anything you would change or feel is missing from this type of radio experience? **Dig in on ads, skip back/fwd, DMCA.**
- how does this compare to your current method of starting music?
- **Prioritize the three search types (artist, song, genre)**





Discussion: Launching stations, introduce “seeds”

- What if we helped you choose something you like? Options to choose stations. Does this sound helpful
- How quickly can you decide what to listen to? Do you need help in selecting music to listen to?
- Moderator describes what a seed is

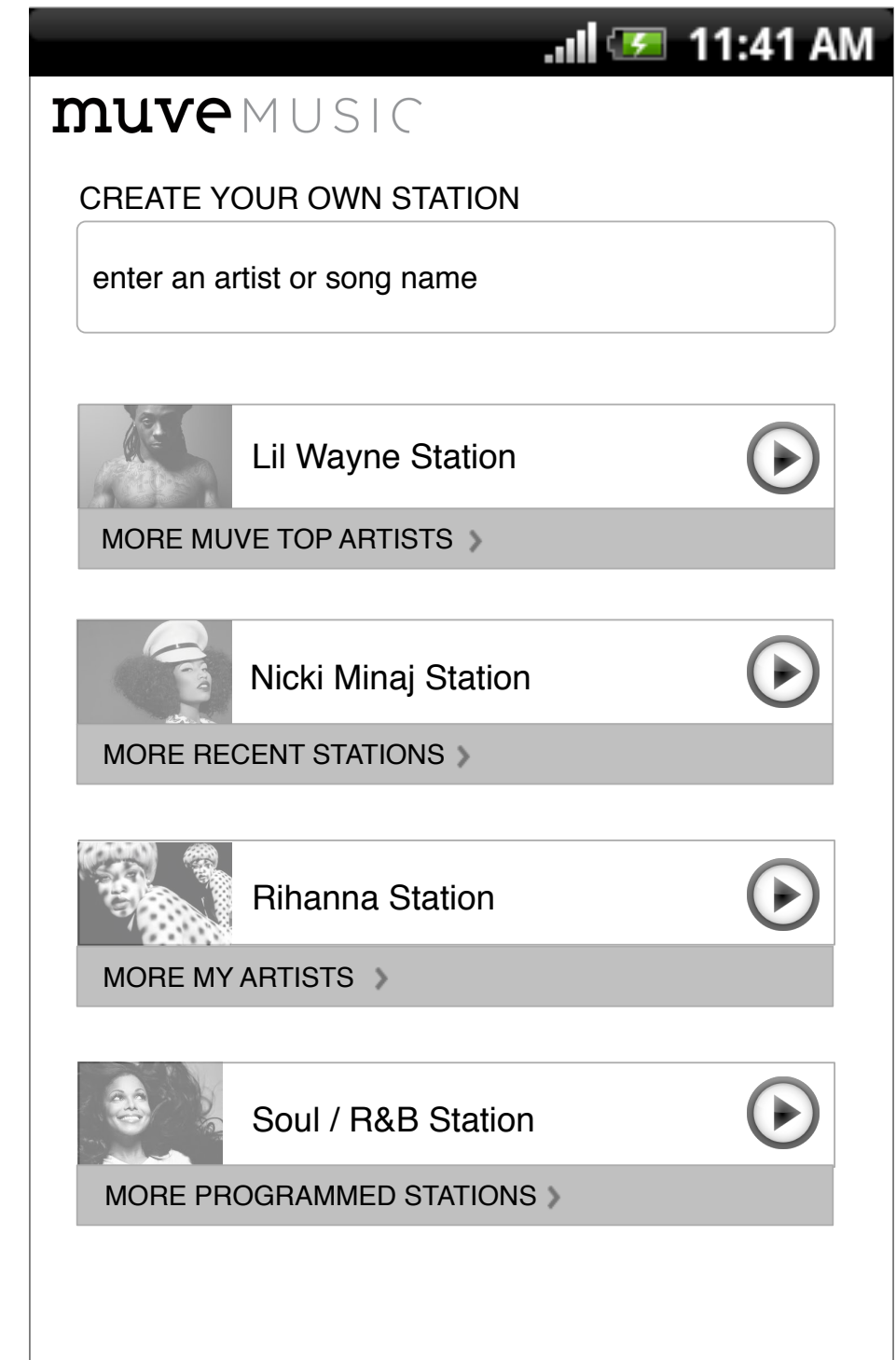
STARTING AND TUNING RADIO STIMULI

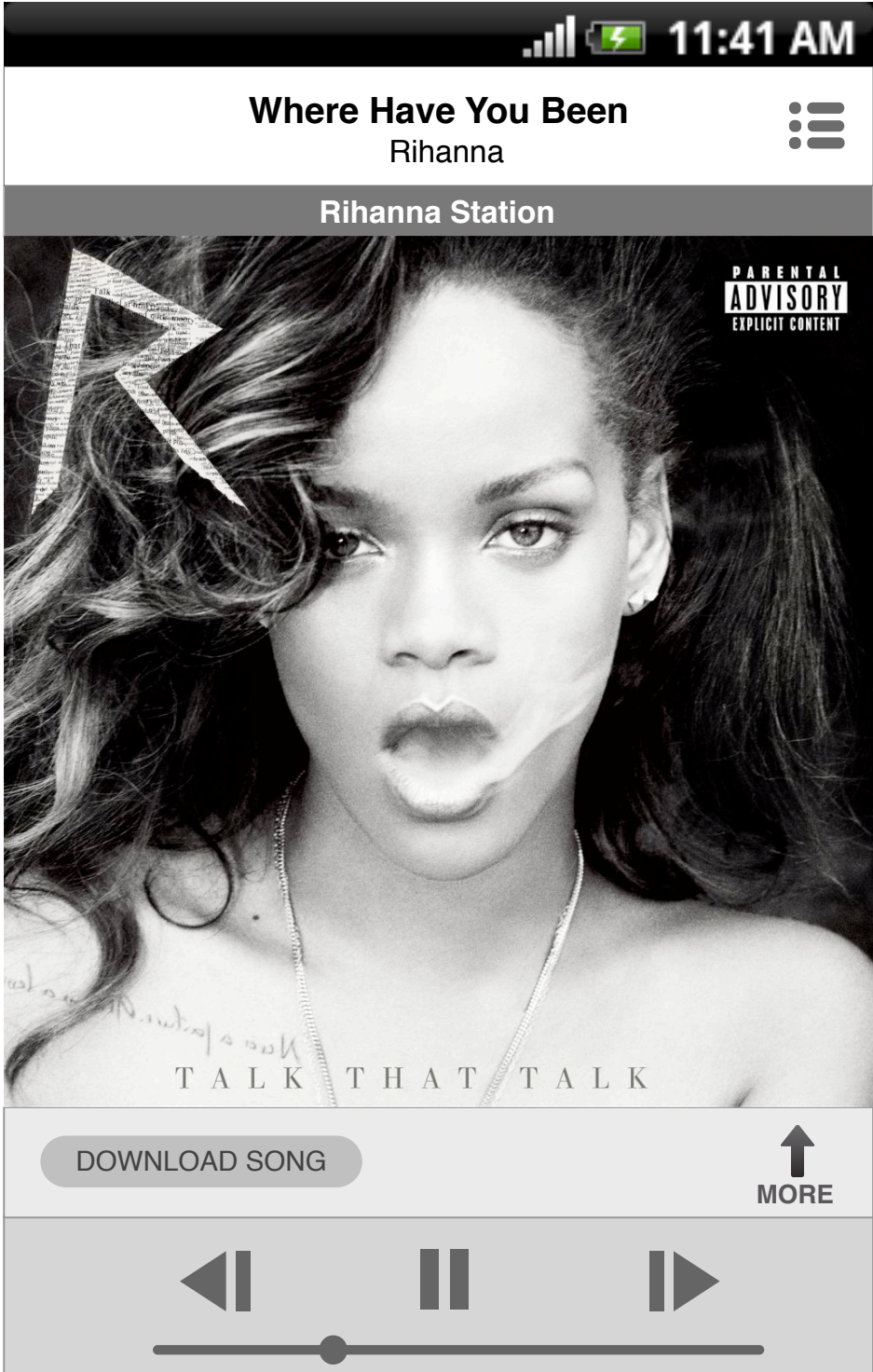
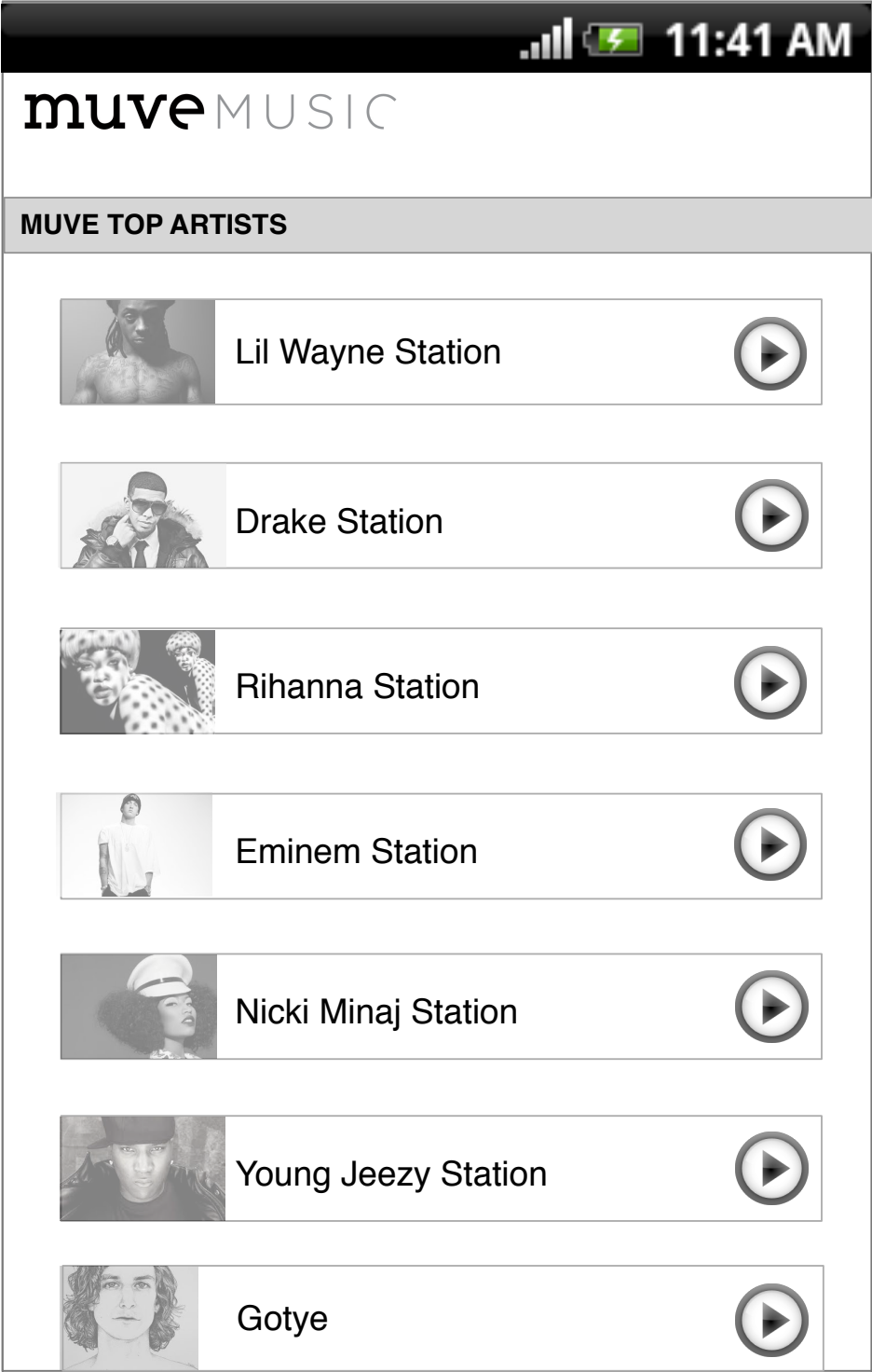
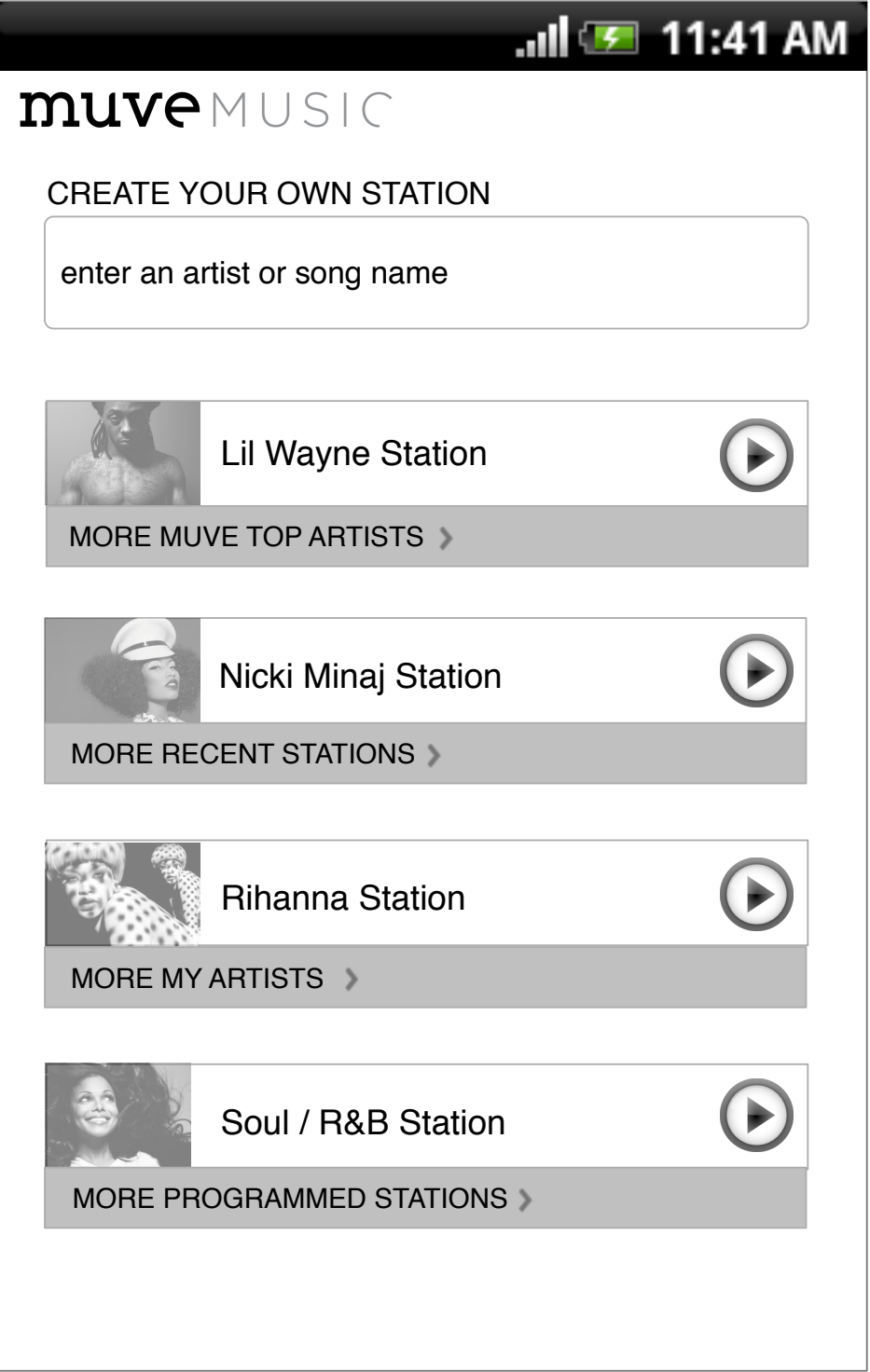
“do consumers want additional entry points to a radio experience?”

2. Home page with additional seeds

Shows and displays additional categories for user to find stations. Allows user to launch a variety of sessions from the home page.

- describe what you're looking at
- how useful is this screen for you to start playing music?
- what kind of station categories are interesting?
- sort these cards into the buckets



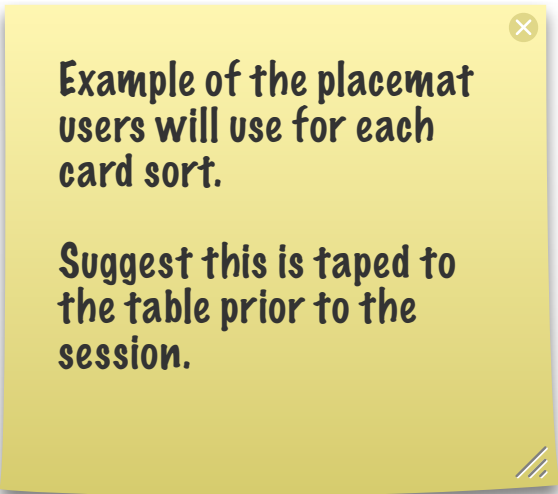


Station Grouping Categories

What types of stations are appealing to you?

- Muve Top Artists
- Recent Stations
- Saved Stations
- Pre-Programmed Stations (Rap/Hip-Hop, Christmas Music)
- Local Radio Stations
- My Music (based on artists you've downloaded)
- Songs and artists you've recently listened to
- Friend's Listening

Very Important



Somewhat Important

Not Important

TUNING RADIO PREP

- What is tuning/personalizing a custom radio station? have you ever done that before?

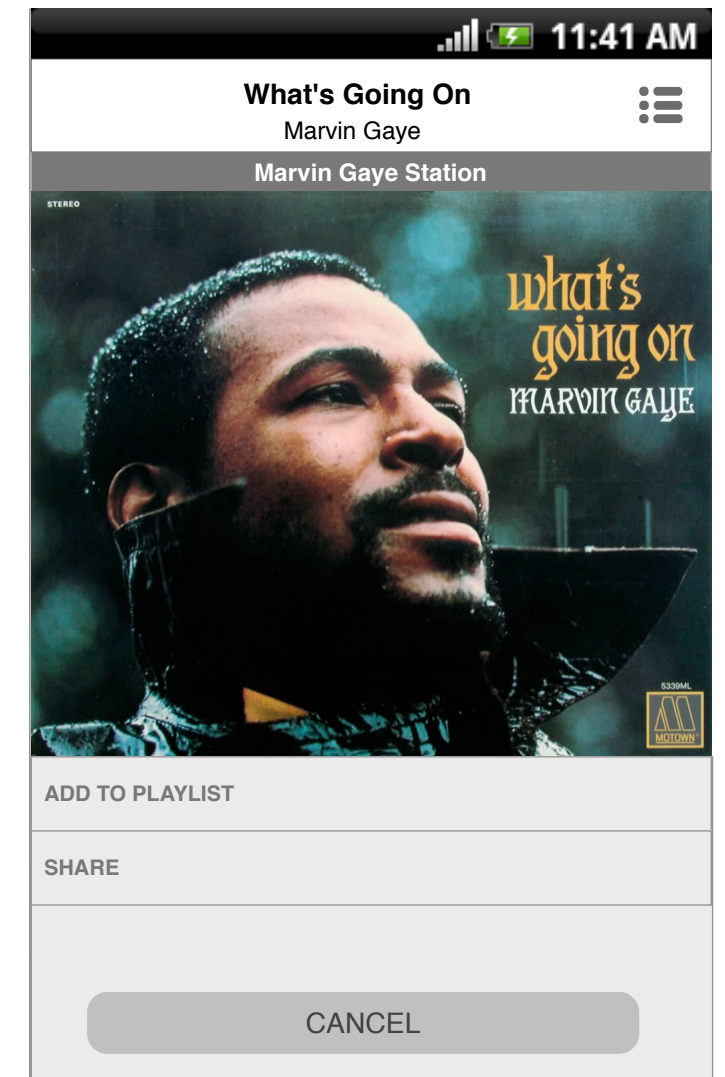
STARTING AND TUNING RADIO STIMULI

4A. Tuning the system with thumbs up / down

“how deeply do users want personalized pre-programmed music”

Introduces new controls to allow the user to train the system.

- describe what you're looking at
- would you use this control?



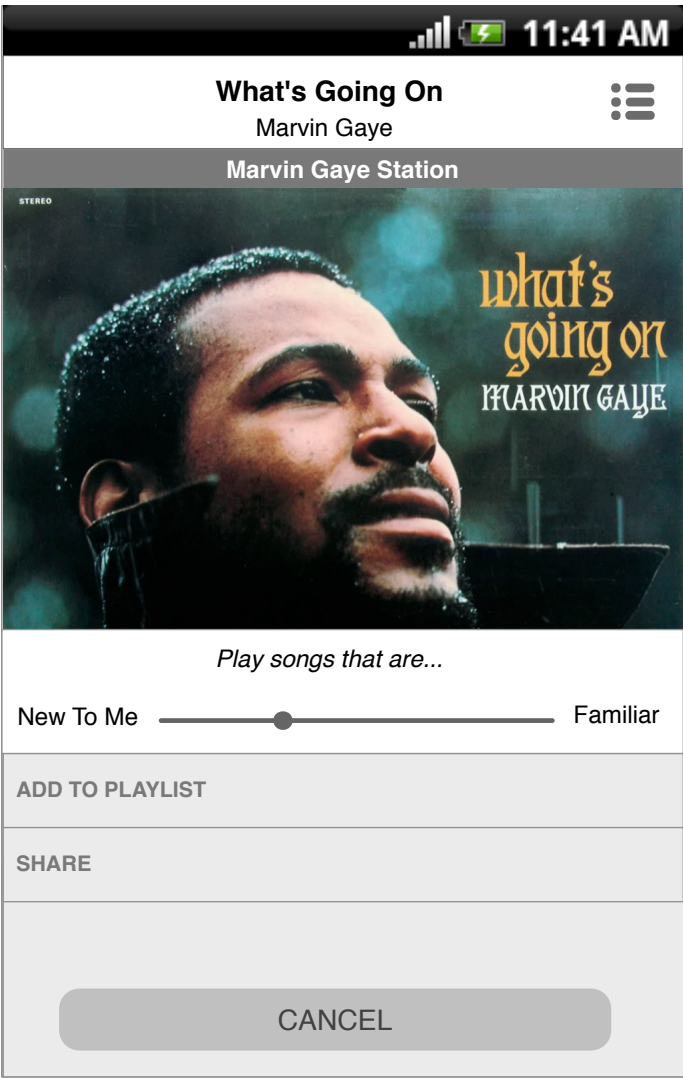
STARTING AND TUNING RADIO STIMULI

4B. Tuning the radio station with a single slider

“how deeply do users want personalized pre-programmed music”

Allows user to adjust the songs they hear.

- describe what you’re looking at
- would you use this control?



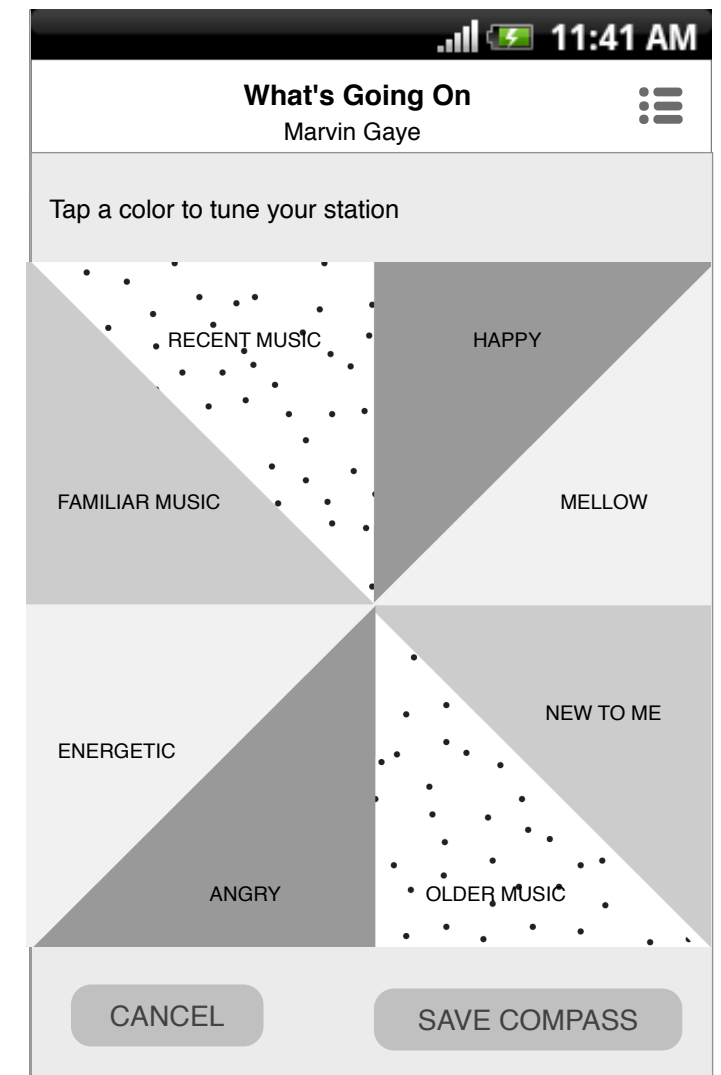
STARTING AND TUNING RADIO STIMULI

4C. Adjusting the station using a variety of parameters

Introduces an interface control that allows for fine-tuned station adjustment.

- describe what you're looking at
- would you use this control?

"how deeply do users want personalized pre-programmed music"



Station Customization Card Sort

What ways would you like to customize your radio station?

- Familiar music
- Unfamiliar music
- Current music
- Older music (1990s, 2000s, retro)
- Fast / slow music
- Happy / sad
- Angry / mellow
- Morning / Afternoon / Evening / Late Night Chill

Station Seed Card Sort

What ways would be useful for starting a radio station?

- Emoticon
- Search box
- Chat speak
- Map
- Color, mood
- Activity
- Graphical Visualization //
- Movie or game name
- Slot machine
- Roll the dice

- From a photo
- Event //
- FB friend
- Weather
- Play button

This exercise can be cut if the sessions are too long

	<p>CREATE YOUR OWN STATION</p> <input type="text" value="enter an artist or song name"/> <input type="button" value="▶"/>
<div>HAPPY</div> <div>ROMANTIC</div> <div>ANGRY</div> <div>SLEEPY</div>	<div><p>Working</p></div> <div><p>Meditation</p></div>

STARTING AND TUNING RADIO FOLLOWUP

- Given these different models, which is the most compelling for you? Why?
- Are there any other ways of browsing and starting music that you would like to see?
- What other radio features could make Muve radio different than what you've seen elsewhere?
 - what about adding DJs or other messages between songs?
 - what about using voice commands to start a station?

PART C: SOCIAL NETWORKING DISCUSSION

SOCIAL

This portion of the test is discussion only. We should keep it to 15 minutes or shorter, so that participants are not fatigued by battery of questions.

The questions aim to answer the following:

- Is there a place in the world for a digital social experience around music?
- Do users want a Muve social network at all?
- What are the things that make the music social experience valuable?

SOCIAL NETWORKING - WARM UP

- What was the first time you remember sharing music with someone else? What was special about it?
- When did music start being important to you?
- How much does music define who you are? How?
- Is music an accessory or is it more fundamental?

SOCIAL: Networking

“is there a place in the world for a digital social experience around music?”

- When you find great music, do you tell any of your friends?
- When you find something good or new on Muve, do you tell other people? How?
- Would you like a way to tell people from within Muve? Which people?

SOCIAL: Muve Social Network

“do users want a Muve social network at all?”

- Who is in the group of people you'd share with? What and how would you share? Would you share playlists, songs, artists, albums? **P1**
- Reverse the concept we just talked about. Can you learn about new music from your friends? Do your friends share your music taste? **P1**
- What about finding people who share your music taste? Would their recommendations be valuable? **P2**
- What about allowing other people to find you to get recommendations? **P2**
- With all of the above people (friends you share to, shared music taste people you don't know) - does there need to be a way to access those people on Muve? Why, how? **P1**

SOCIAL: What is important about the social experience?

“what are the things that make the music social experience valuable?”

- Suppose someone you know or follow has a great recommendation. Would you want to comment to the person who guided you to the music? What about a more lightweight way of giving acknowledgment, like a thumbs up button? **P1 - mainly trying to get at: is reciprocity key to an engaging social experience?**
- Suppose you have recommended, commented, or played a lot of music on Muve. Would you like a page that shows these activities? **P1 - trying to get at: do users think a profile page is needed?**
- Suppose you do want a personal page on Muve. Would you want to press a button to easily add artists/songs/albums to that page? (similar to liking artists, etc on FB) **P2**

PLAYLISTS

- Do you make playlists? What kind?
- Do you ever share your playlists? If so, where and how?
- Would you subscribe to someone else's playlists? How about collaborate on playlists?
- Would you want to publish these playlists on a user profile? Would you want strangers to follow a playlist you created?

SYNCHRONOUS LISTENING

- Let's break out of the box. What if you could listen to music at the same time as your friend while you are in different places? Is that interesting? How could this work for you? (soundrop model)

PART D: SOCIAL SHARING

FACEBOOK DISCUSSION

- do you post music-related things to Facebook? What do you like about this? Why are you sharing music?
- where do you access Facebook? On your phone or on a computer?
- *have you ever visited an artist fan page?*
- are you aware of music that shows up in the ticker or the music app (only relevant for desktop FB users)? If so, do you use it?
- what's missing from the Facebook music experience? is there anything more you could get out of it?

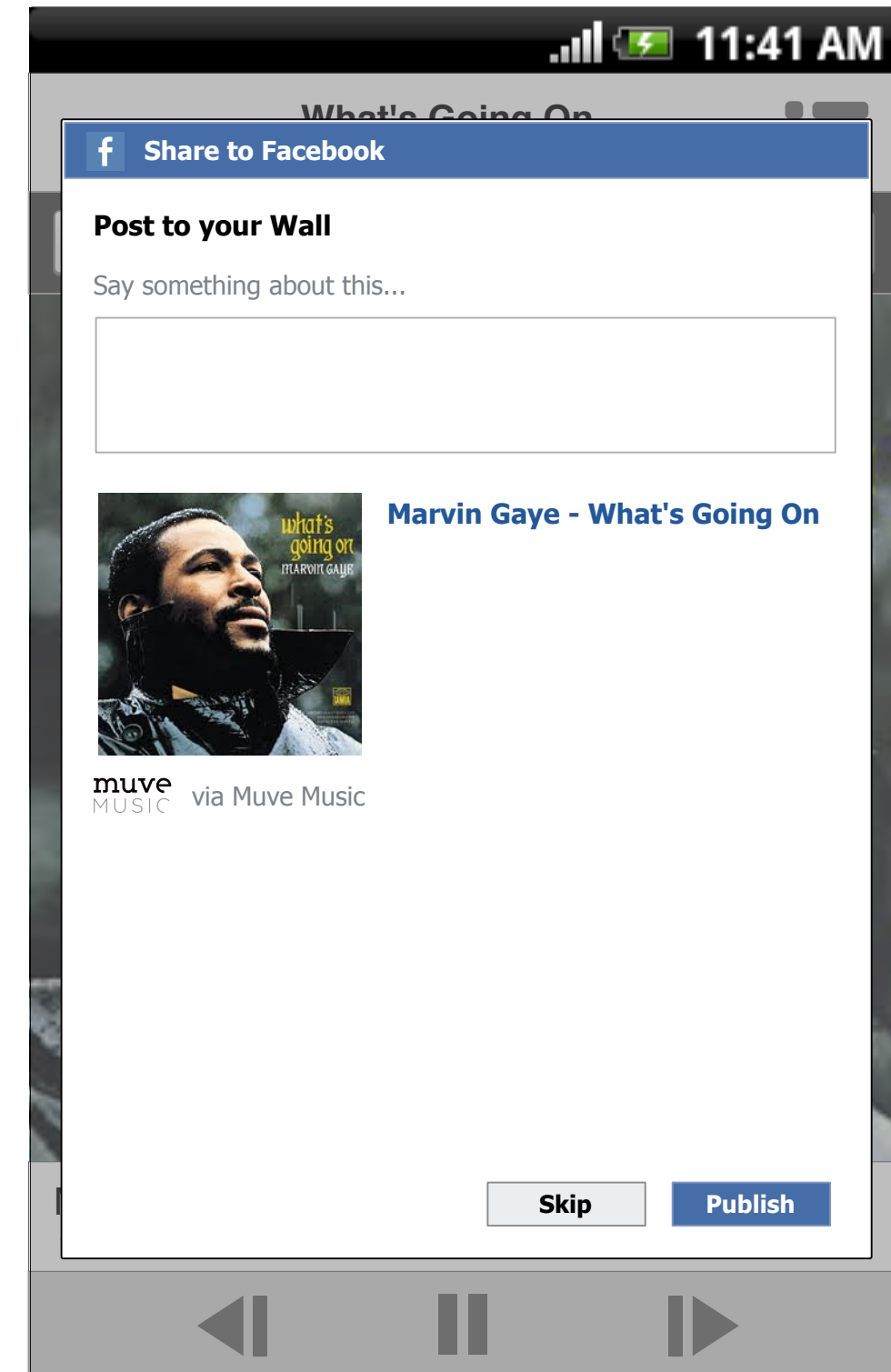
SOCIAL SHARING STIMULI

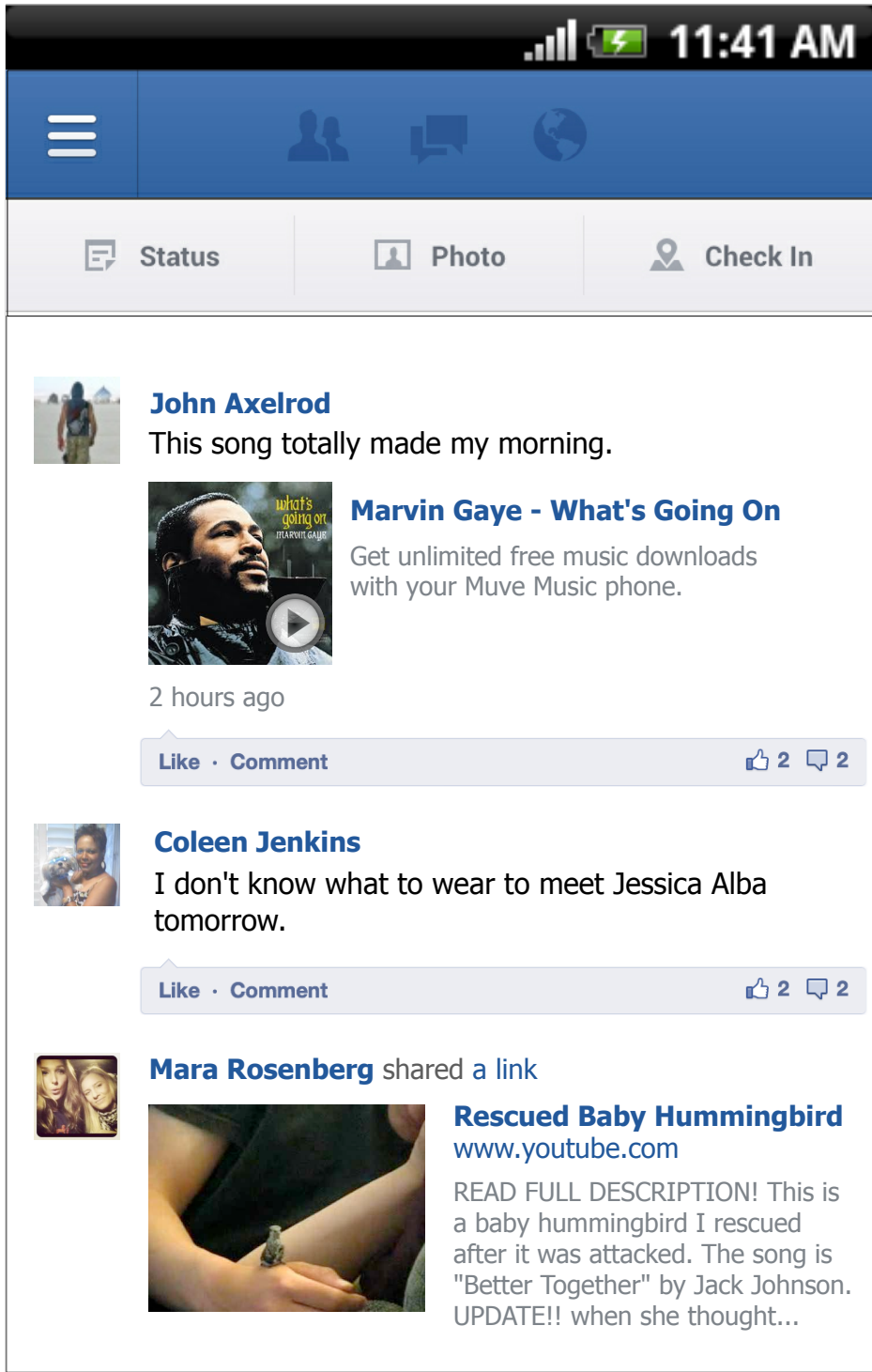
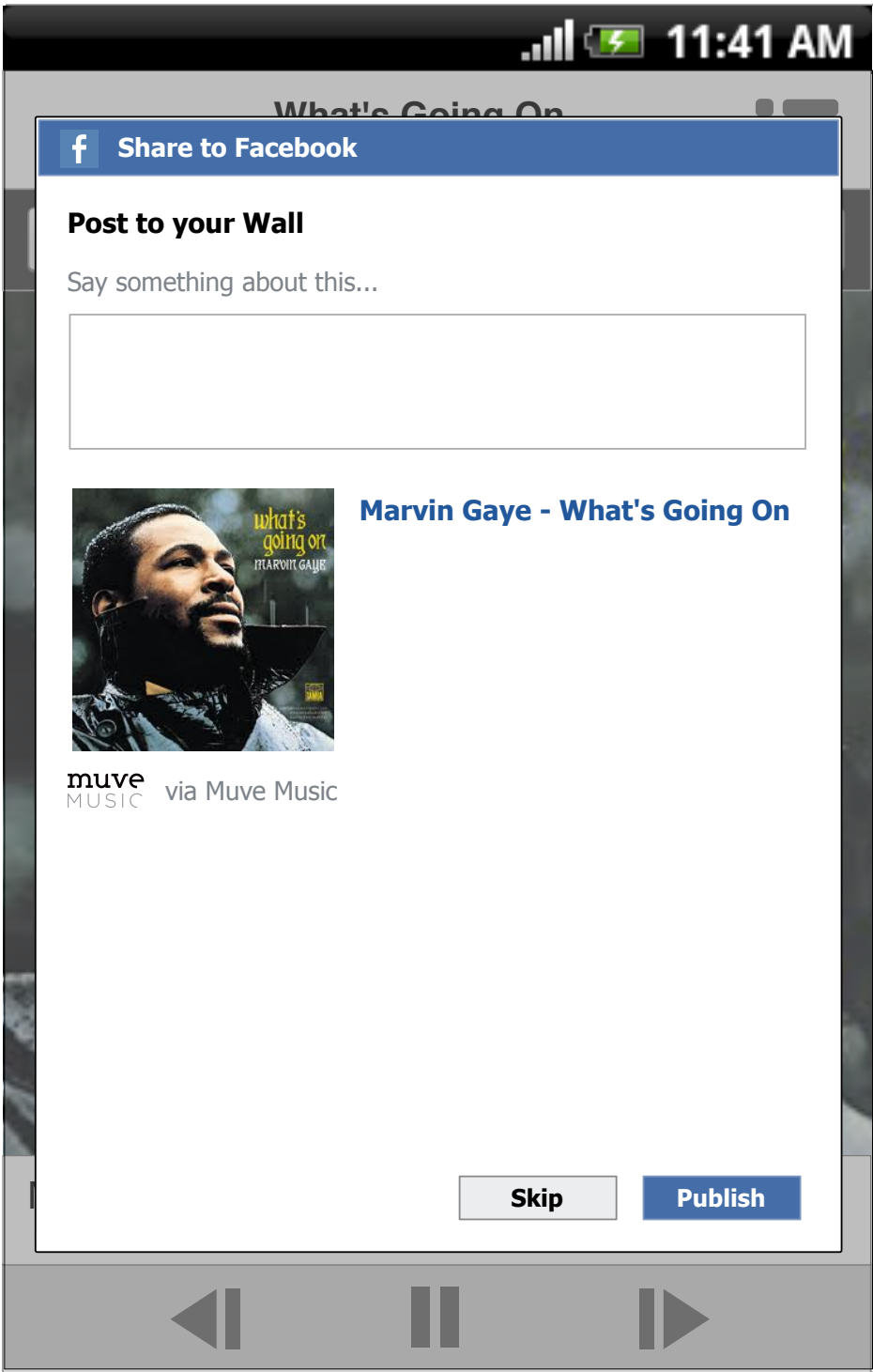
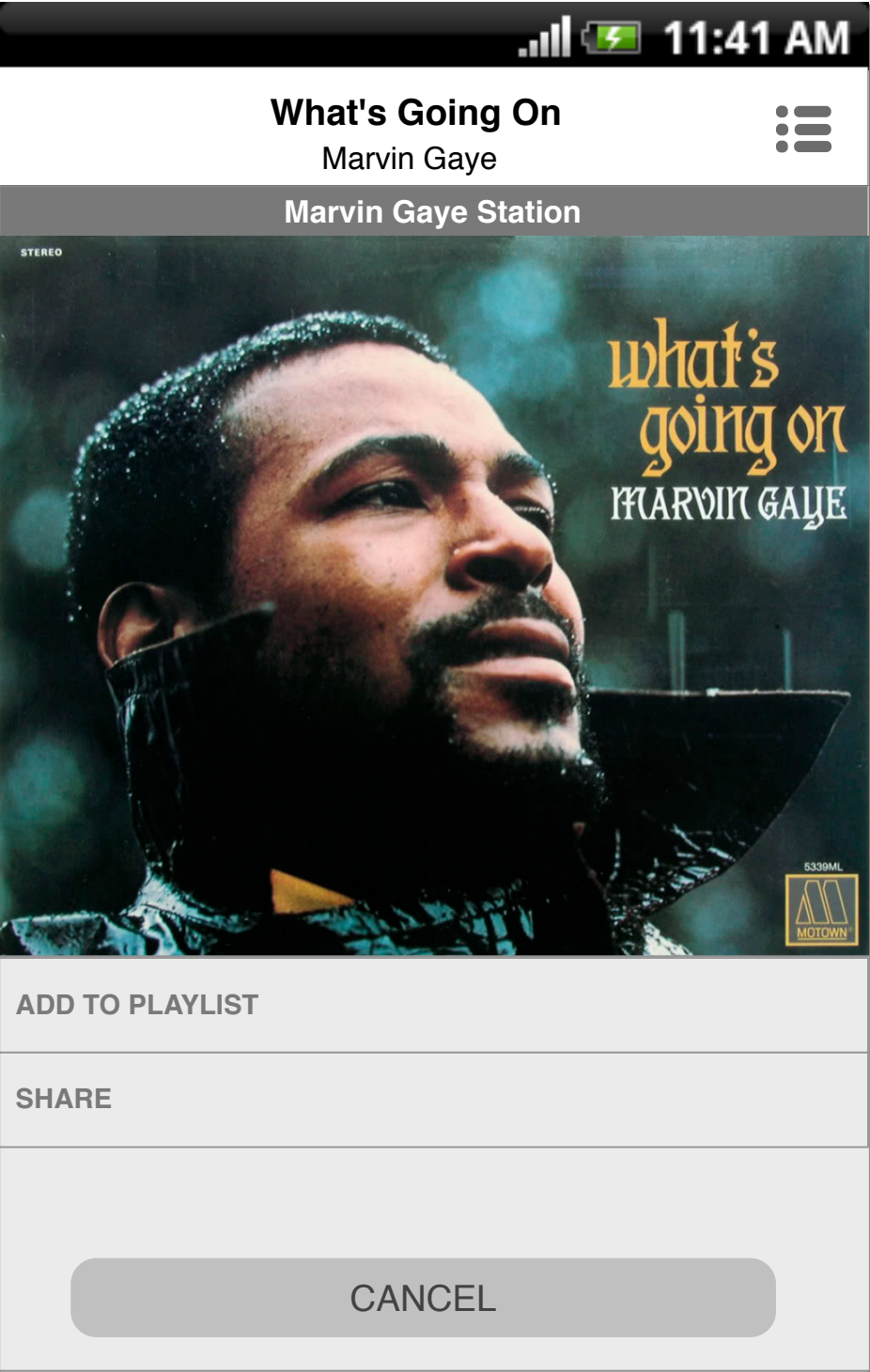
1. Basic Sharing

General sharing to Facebook.

- describe what you're looking at
- what are your motivations for sharing
- what do you expect friends to do with a shared post? does this expectation change on mobile vs. pc?
- would you want to share a playlist as well as a song/albums
- 30 second clips vs. full-length tracks. What are your expectations? Why would you want a full-length track?

"when a user shares, what is the intended desire?"





Discussion: 30 second clip cutter / standalone product

- What if you could cut your own sample? How long do you think that would take? Moderator talks user through process for cutting (up to 30 seconds).
- Would you prefer cutting your own to having a pre-selected 30 second clip?
- What if you could attach the clip to photos outside of Muve (on your phone, in your FB timeline?)

Brian K should show users the existing ringtone cutter on his phone

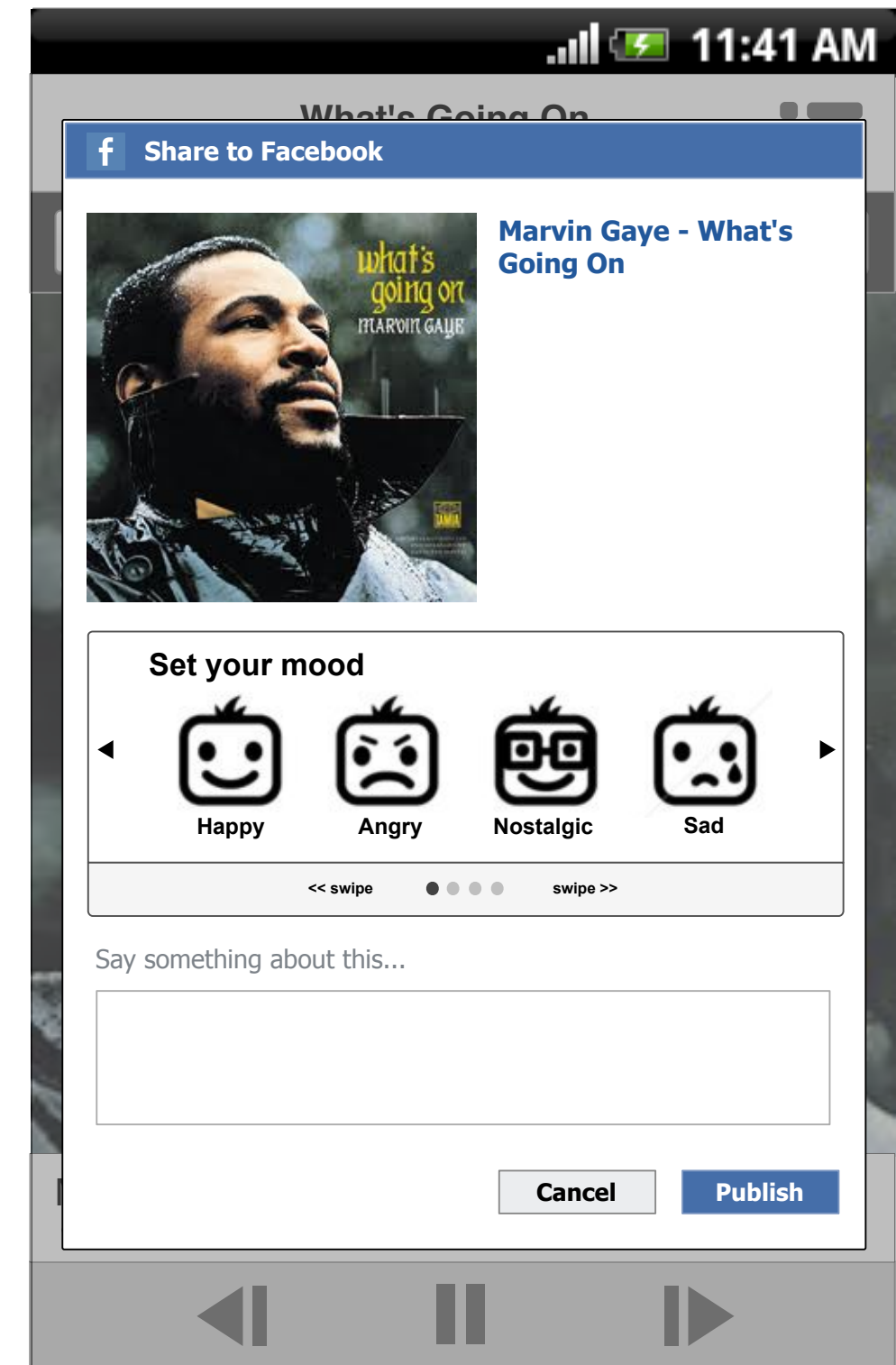
SOCIAL SHARING STIMULI

2. Emoticon Model

Sharing to Facebook and your Muve network by selecting emoticons.

- describe what you're looking at
- what is interesting about this experience?
- is there anything you would change or feel is missing?

“what other emotional aspects are captured during a share?”




11:41 AM

What's Going On

Marvin Gaye

Marvin Gaye Station



STEREO

what's going on

MARVIN GAYE

5339ML

MOTOWN

ADD TO PLAYLIST


SHARE

CANCEL

11:41 AM

What's Going On

Share to Facebook



Marvin Gaye - What's Going On

Set your mood

Happy

Angry

Nostalgic

Sad

<< swipe ● ● ● swipe >>

Say something about this...

Cancel

Publish

◀

⏸


▶

11:41 AM

Status


Photo

Check In




John Axelrod

This song totally made my morning.



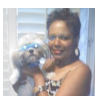
Marvin Gaye - What's Going On

Mood = Happy!

2 hours ago

Like · Comment

2 2




Coleen Jenkins


I don't know what to wear to meet Jessica Alba tomorrow.

Like · Comment

2 2



Mara Rosenberg



Rescued Baby Hummingbird

www.youtube.com

READ FULL DESCRIPTION! This is a baby hummingbird I rescued after it was attacked. The song is "Better Together" by Jack Johnson. UPDATE!! when she thought...

40

Tuesday, May 29, 12

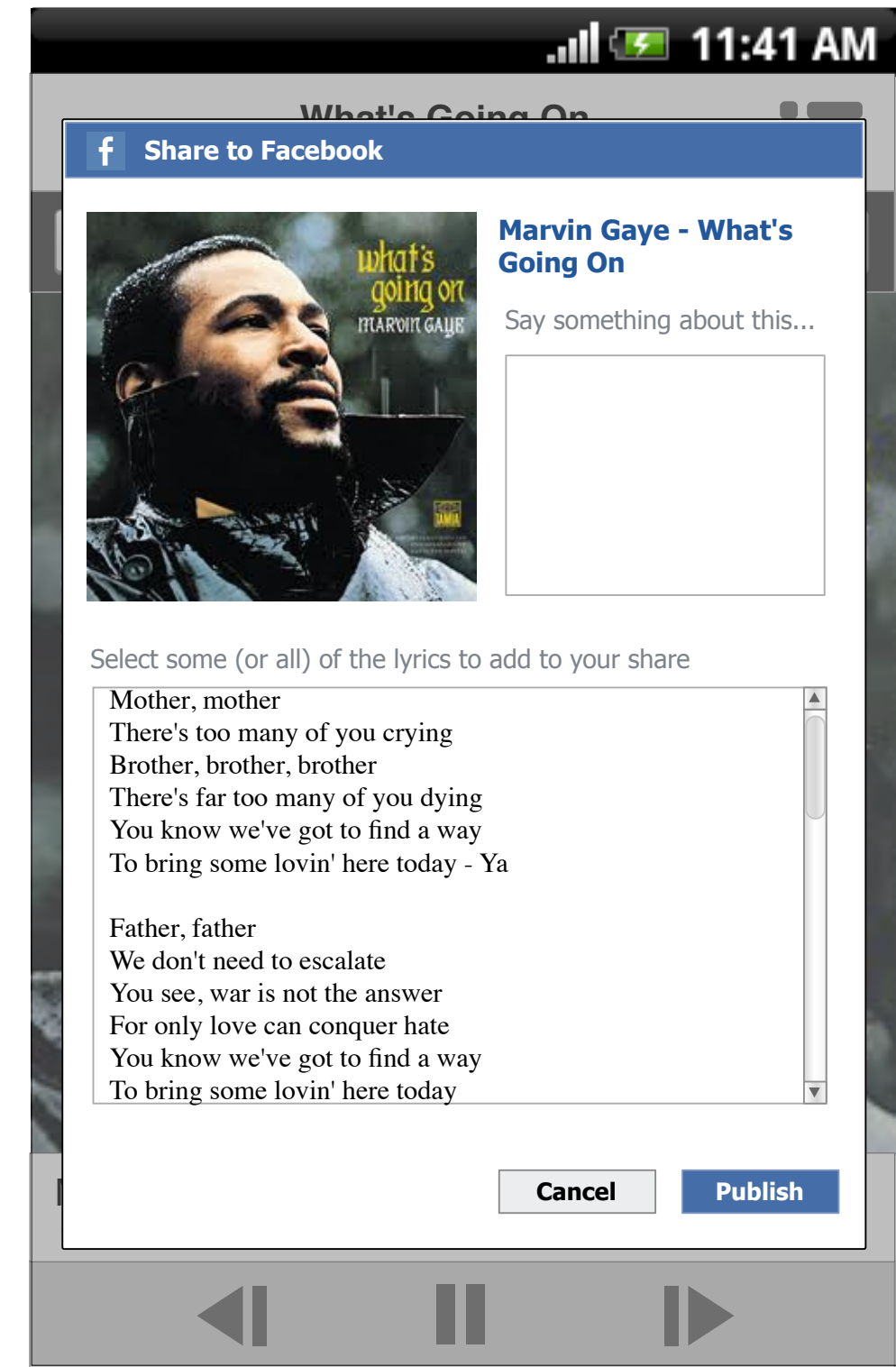
SOCIAL SHARING STIMULI

3. Lyrics Model

Sharing to Facebook and your Muve network by adding lyrics

- describe what you're looking at
- what other ways can you add emotion to a share?

“what other emotional aspects are captured during a share?”




11:41 AM

What's Going On

Marvin Gaye

Marvin Gaye Station



STEREO

what's going on

MARVIN GAYE

5339ML

MOTOWN

ADD TO PLAYLIST


SHARE

CANCEL

11:41 AM

What's Going On

Share to Facebook



Marvin Gaye - What's Going On

Say something about this...

Select some (or all) of the lyrics to add to your share

Mother, mother
There's too many of you crying
Brother, brother, brother
There's far too many of you dying
You know we've got to find a way
To bring some lovin' here today - Ya

Father, father
We don't need to escalate
You see, war is not the answer
For only love can conquer hate
You know we've got to find a way
To bring some lovin' here today

Cancel


Publish

11:41 AM

Status


Photo

Check In



John Axelrod

This song totally made my morning.



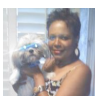
Marvin Gaye - What's Going On

"war is not the answer
For only love can conquer hate
You know we've got to find a way
To bring some lovin' here today"

2 hours ago


Like · Comment

2 2



Coleen Jenkins

I don't know what to wear to meet Jessica Alba tomorrow.



Mara Rosenberg

Rescued Baby Hummingbird

www.youtube.com

READ FULL DESCRIPTION! This is a baby hummingbird I rescued after it was attacked. The song is "Better Together" by Jack Johnson. UPDATE!! when she thought...

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Tuesday, May 29, 12

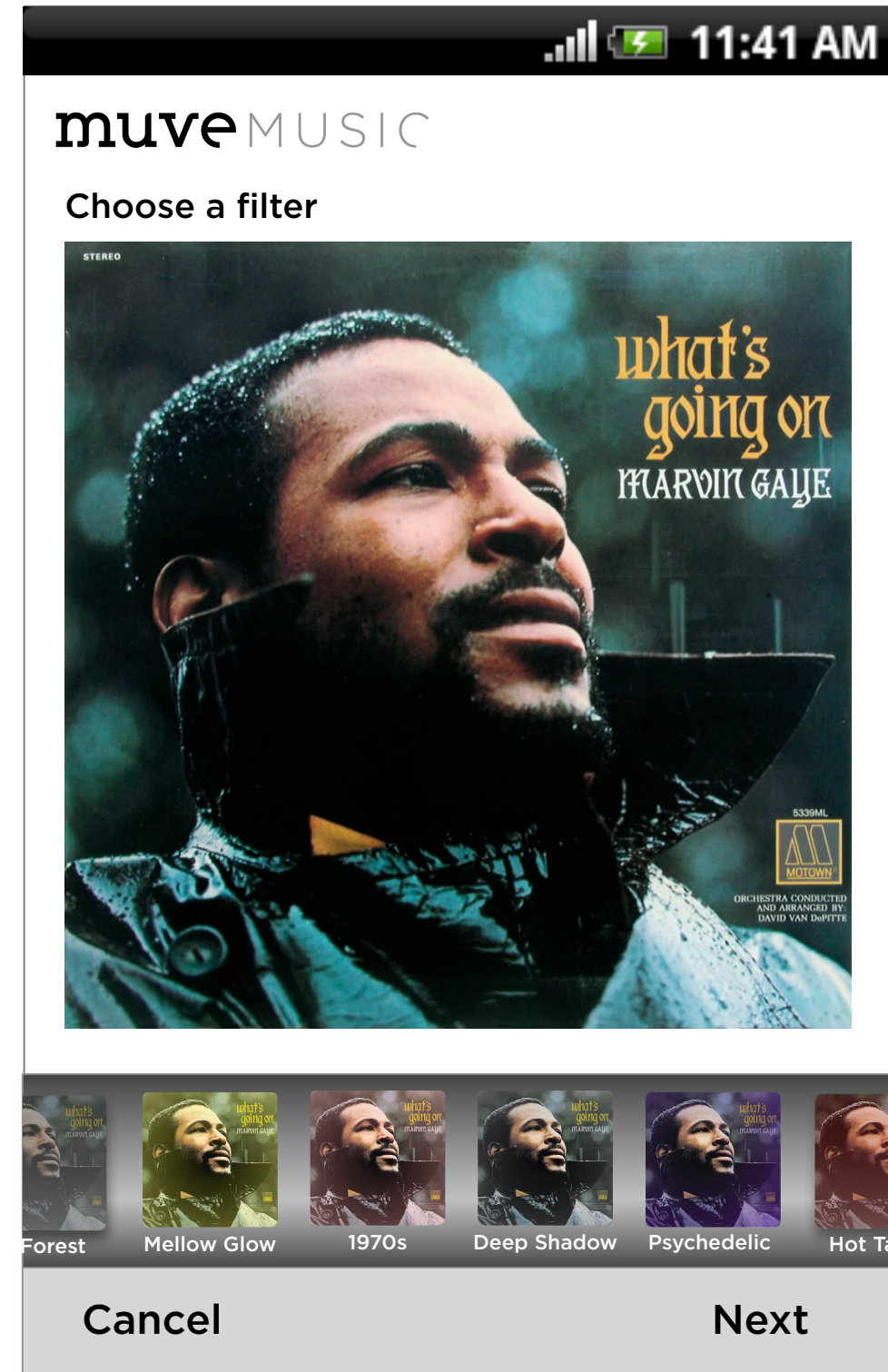
SOCIAL SHARING STIMULI

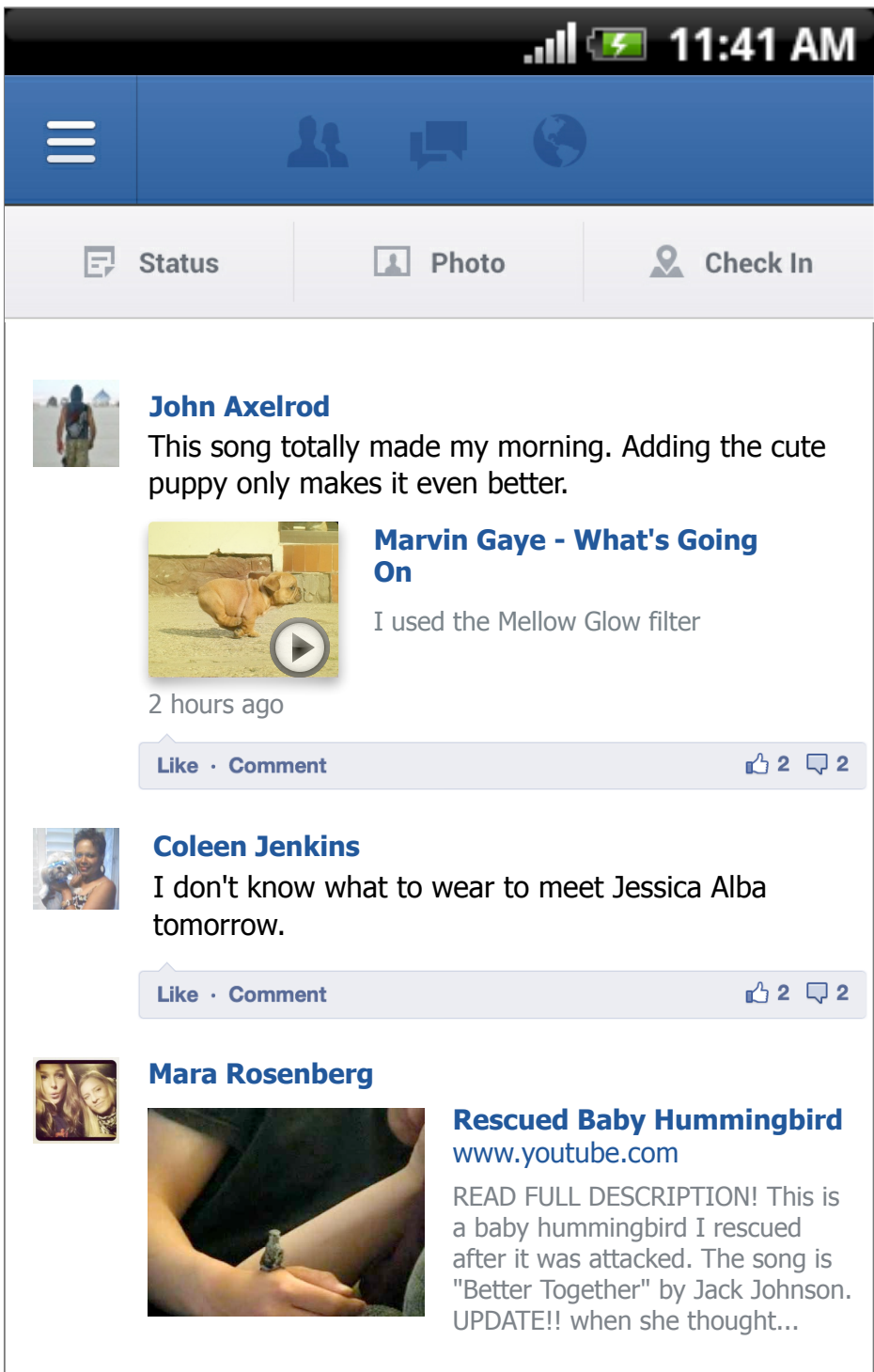
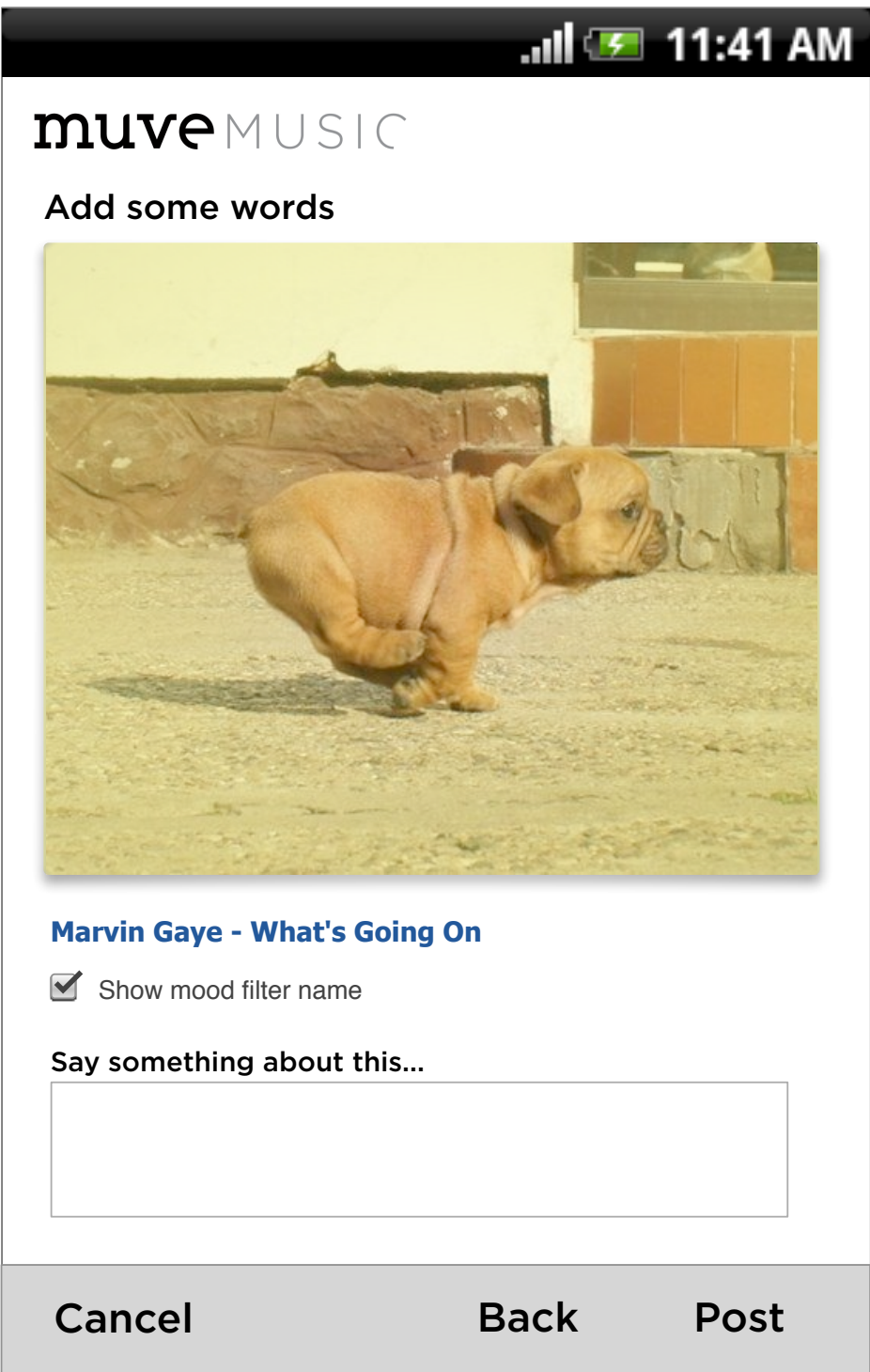
3. Photo Model - Images

Sharing to Facebook and your Muve network by applying photo filters to album art, or your own photos.

- describe what you're looking at
- what is interesting about this experience?
- is there anything you would change or feel is missing?

“what other emotional aspects are captured during a share?”





Social Sharing Card Sort

What are interesting ways to enhance the music you share? Place in the buckets.

- Add a portion of the lyrics
- Add all of the lyrics
- Include/tag a friend in the music post
- Add an emoticon
- Add a personal photo
- Add a filter to a photo
- Add a word tag to the share (“#graduation,” “#LOL”)
- Add an activity (cleaning the house, having a party)
- Location
- Playlist
- Album
- Song
- Artist

SOCIAL SHARING FOLLOWUP

- Given these different models, which is the most compelling for you? Why?
- Are there any other sharing ideas you would like to see?
- What should we name this feature? Share or Shout? Does Shout make sense?
- If participant mentioned that they were not interesting in sharing - did their opinion change after seeing the wireframes?

PART E: CONTEXTUAL PLAYBACK / PLAYBACK SCREENS

CONTEXTUAL PLAYBACK / PLAYBACK SCREENS

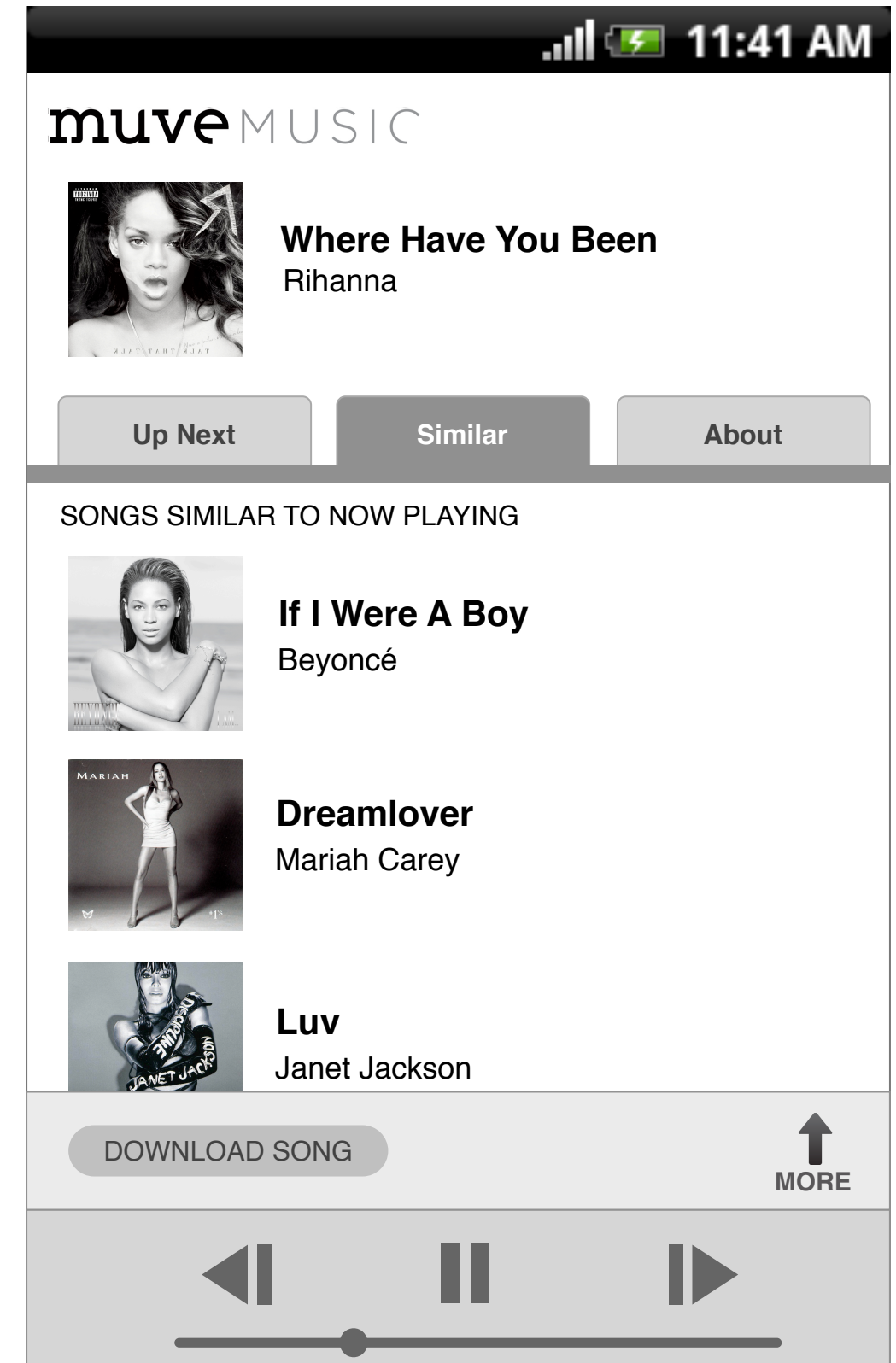
- What are some reasons why you'd want to interact with your phone / music app if you're leaning back and listening to music? [lean back mode vs. lean forward mode]
- Do you ever look at the playback info while you are listening to music? what makes you look at it?
- Is there any information you wish were available to you during music playback that is not available?
- Would you like to see related info on this screen (similar artists, artist bio, track info, etc.)?

CONTEXTUAL PLAYBACK STIMULI

1. Standard Discovery during playback

Allows user to access additional information during playback

- describe what you're looking at
- what other types of discovery information can you see here?
- would you use this?

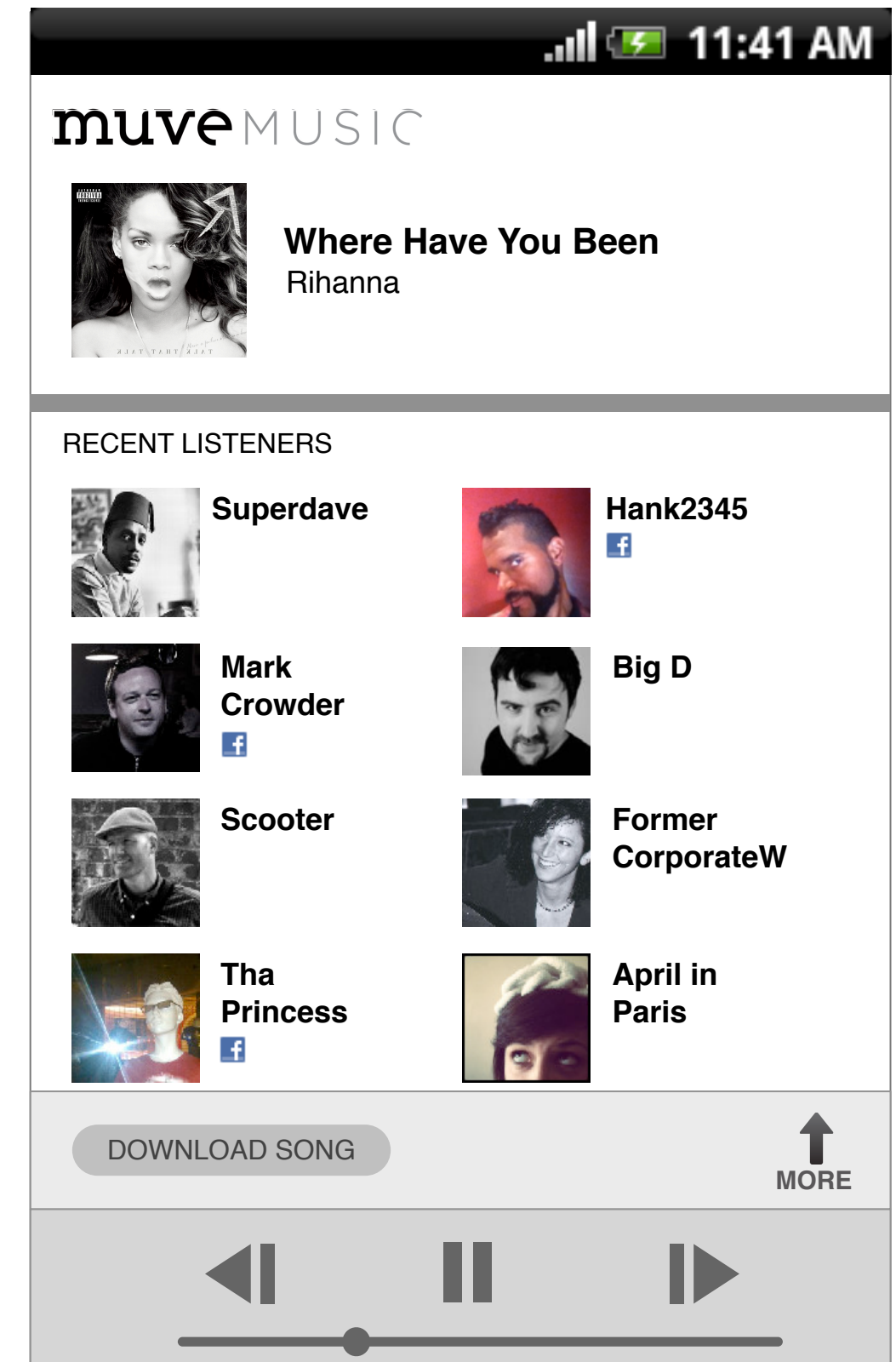


CONTEXTUAL PLAYBACK STIMULI

2. Social discovery during playback

Allows user to view and interact with social information during playback.

- describe what you're looking at
- is there any additional information you'd like to see on this screen?
- would this be interesting to you? would you use it?

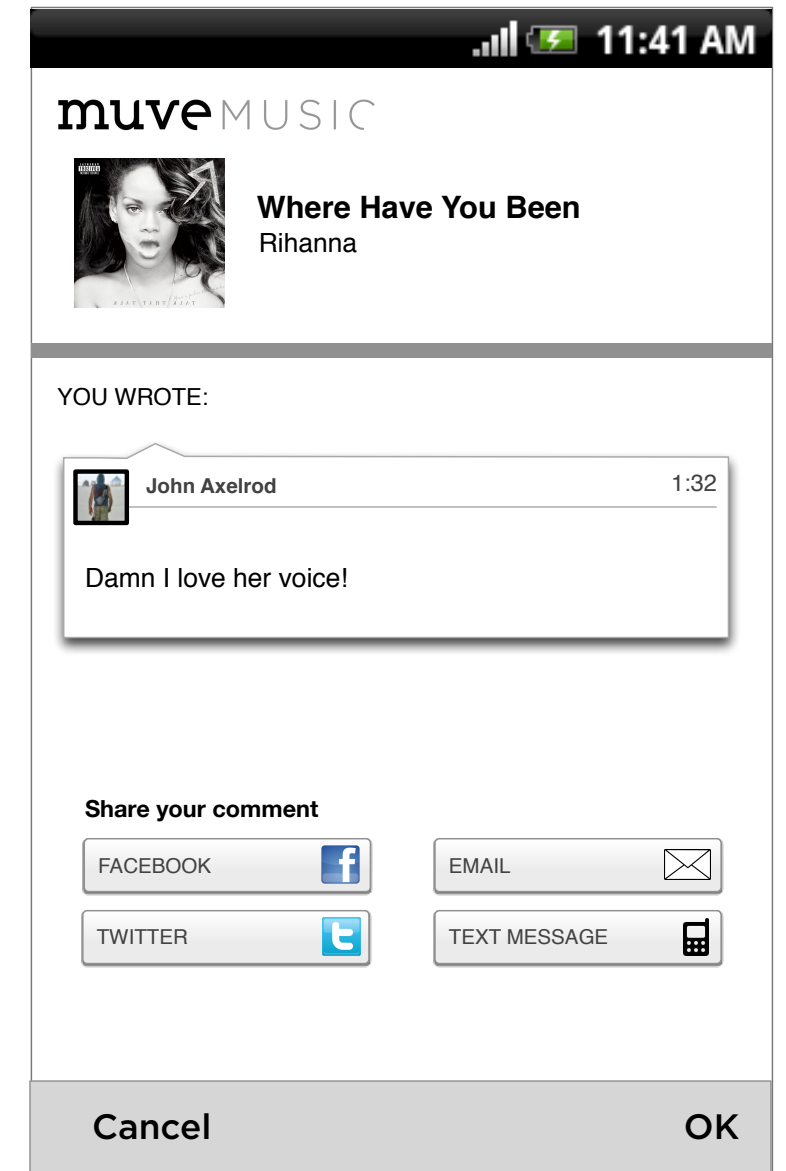
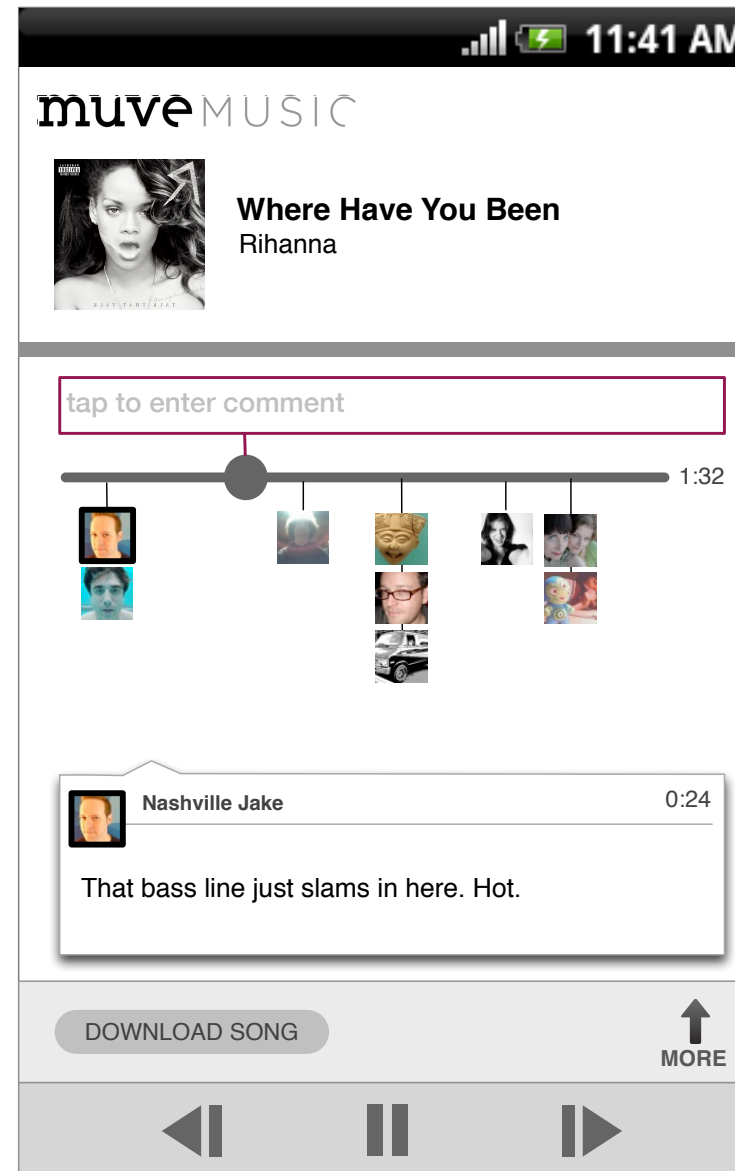


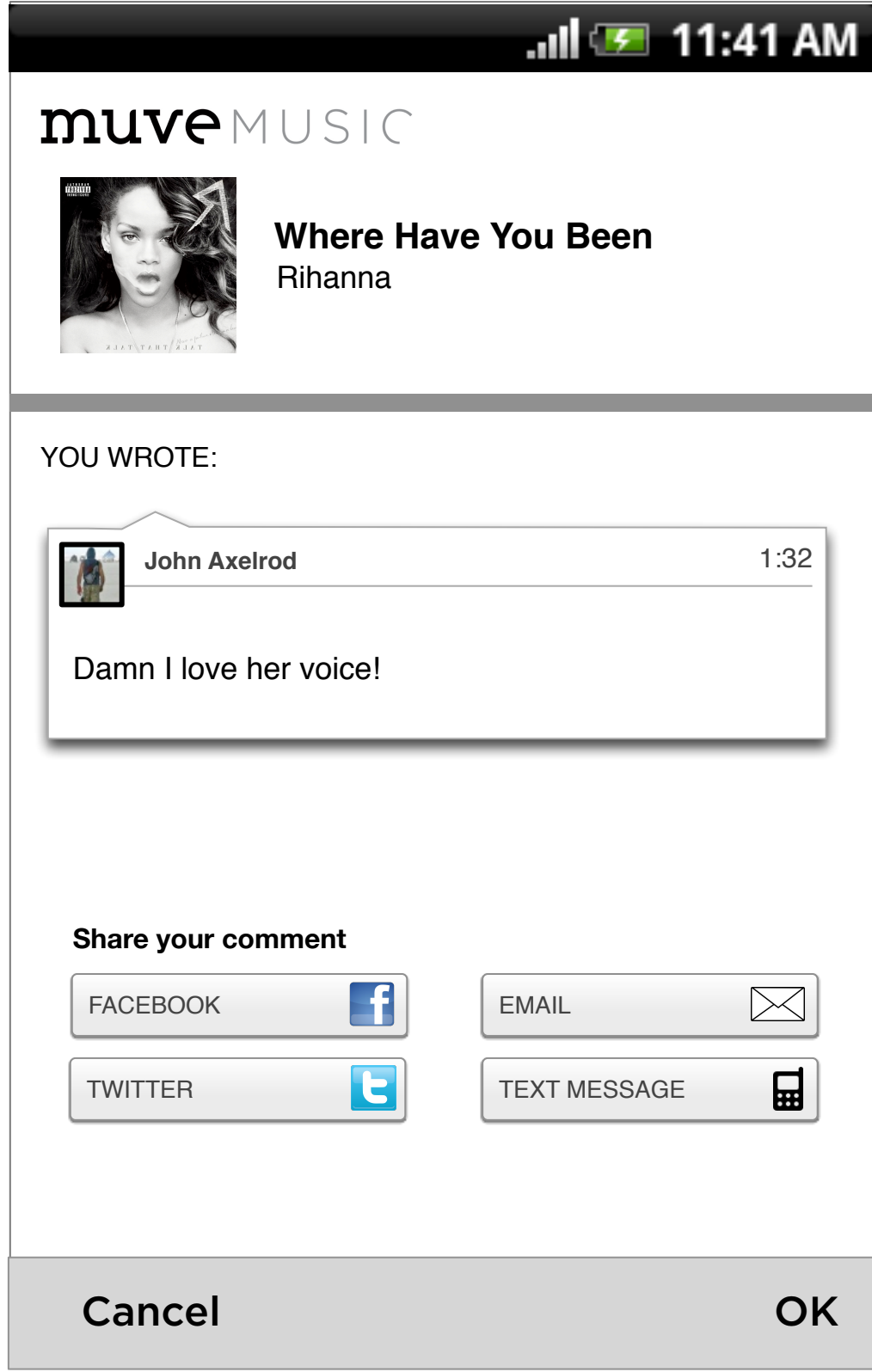
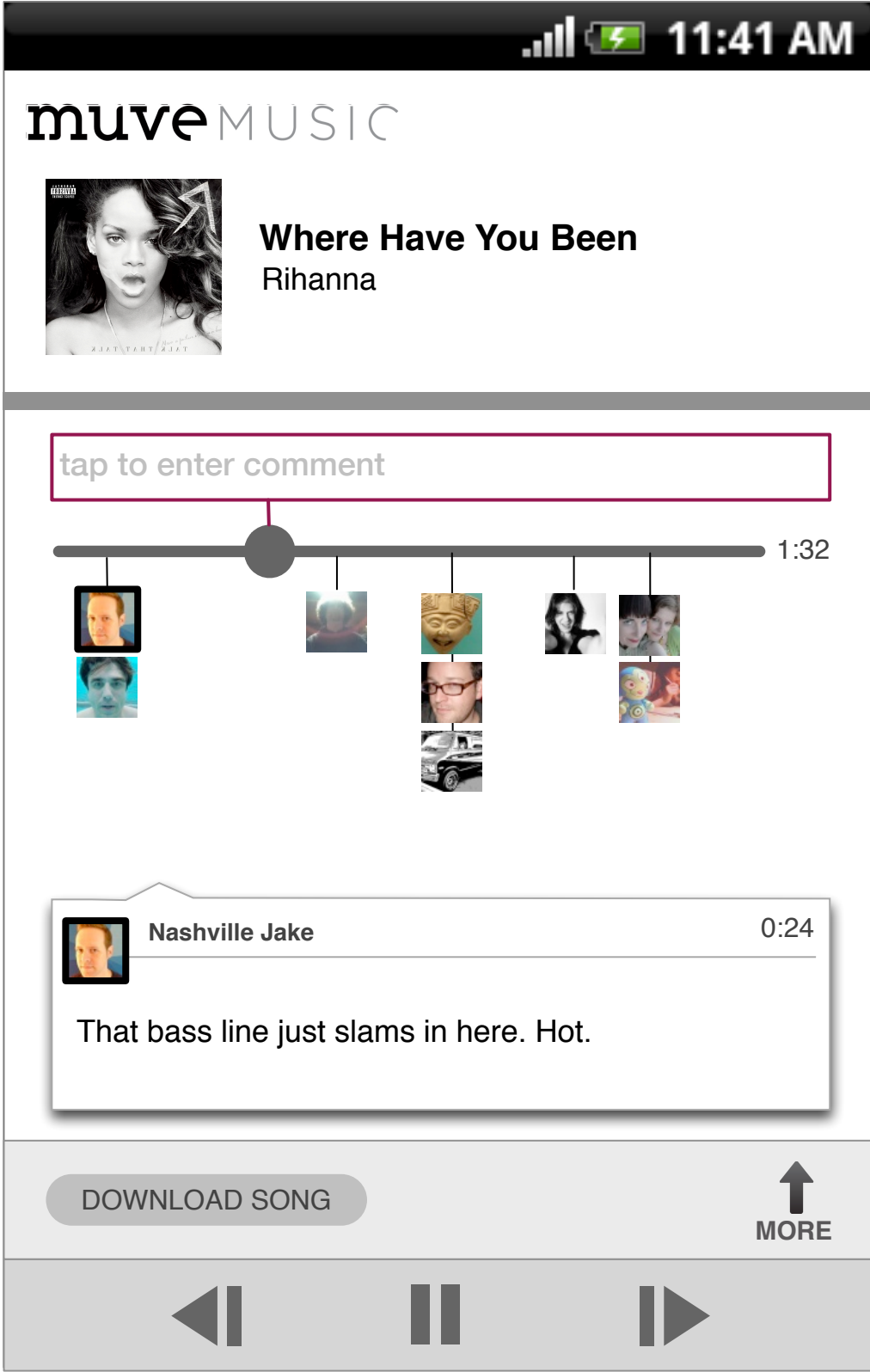
CONTEXTUAL PLAYBACK STIMULI

3. Interact / Comment during playback

Sharing a comment at a point in the song.

- describe what you're looking at
- what is interesting about this experience?
- is there anything you would change or feel is missing?





CONTEXTUAL PLAYBACK / PLAYBACK SCREENS FOLLOWUP

- Given these different models, which is the most compelling for you? Why?
- Are there any other playback methods you would like to see?
- What is the value of album art? are there any other ways we can display a visual that is appealing to you?
- Other ways of visualizing (screen saver with colors)?

Playback Screen / Discovery Card Sort

What information would be interesting to access from the playback screen? Rank in order.

- Similar artists
- Lyrics
- Biography
- Similar songs
- Real-time lyrics (in sync with music)
- Friends who have listened to the song or artist
- Strangers who have listened to the song or artist
- Genre
- Artist and song trivia
- Artist photo
- Album photo
- Concert dates

VISUAL REACTIONS (10 minutes)

VISUAL REACTION STIMULI

- Describe the look and feel of these screens - show to participant 1,2,3 order
- Sean will provide screens and order

CONCLUSION (5 minutes)

CONCLUSION

- Given everything we've looked at today, are there any other features you wish you could see in radio or social music?
- What are you most excited about in what you've seen? What are you least excited about?
- Any last thoughts before we end?

Final Logistics:

- Would you mind if we take a picture of you?
- Would you be willing to have our team contact you (via email) if they have any followup questions or would like to get your input on future design directions you've helped shape?