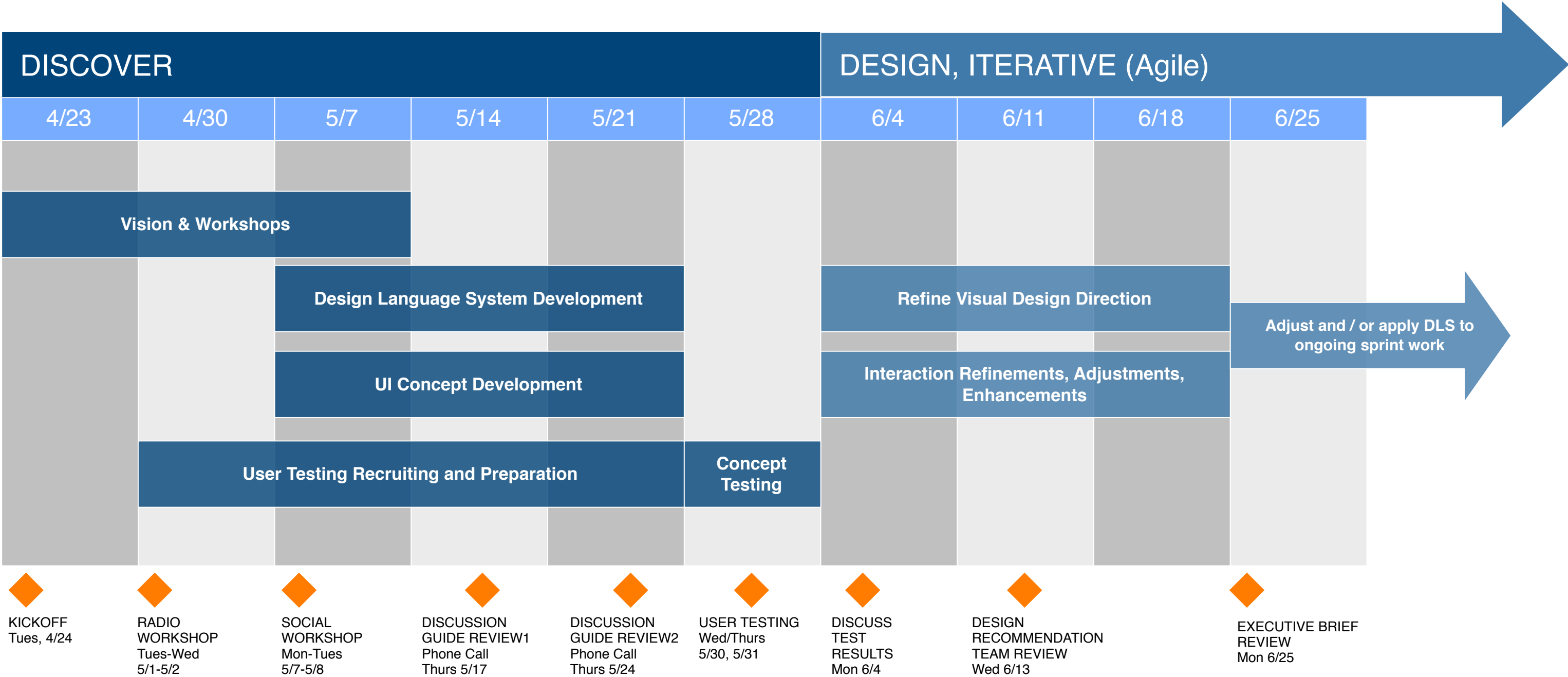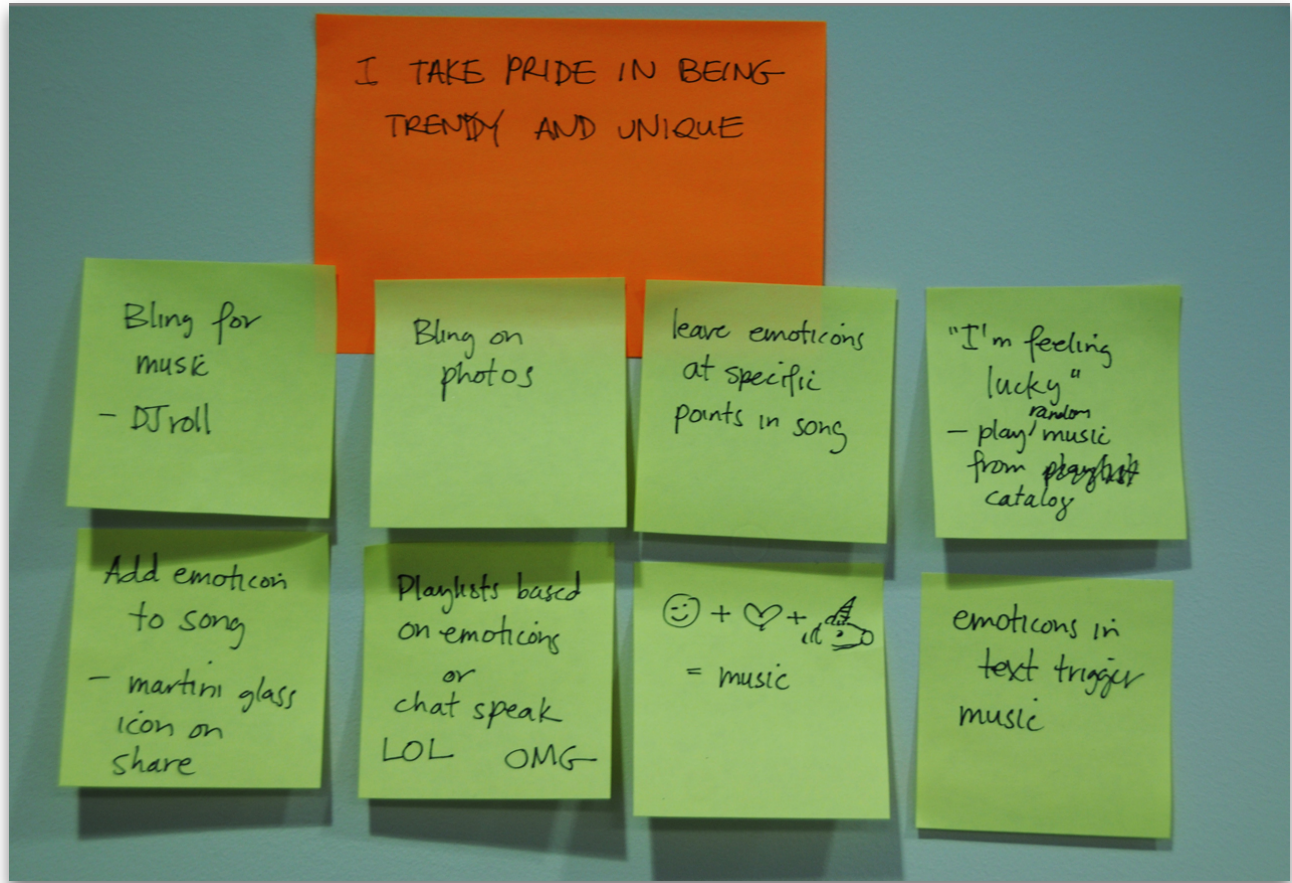# muve MUSIC

Executive Brief

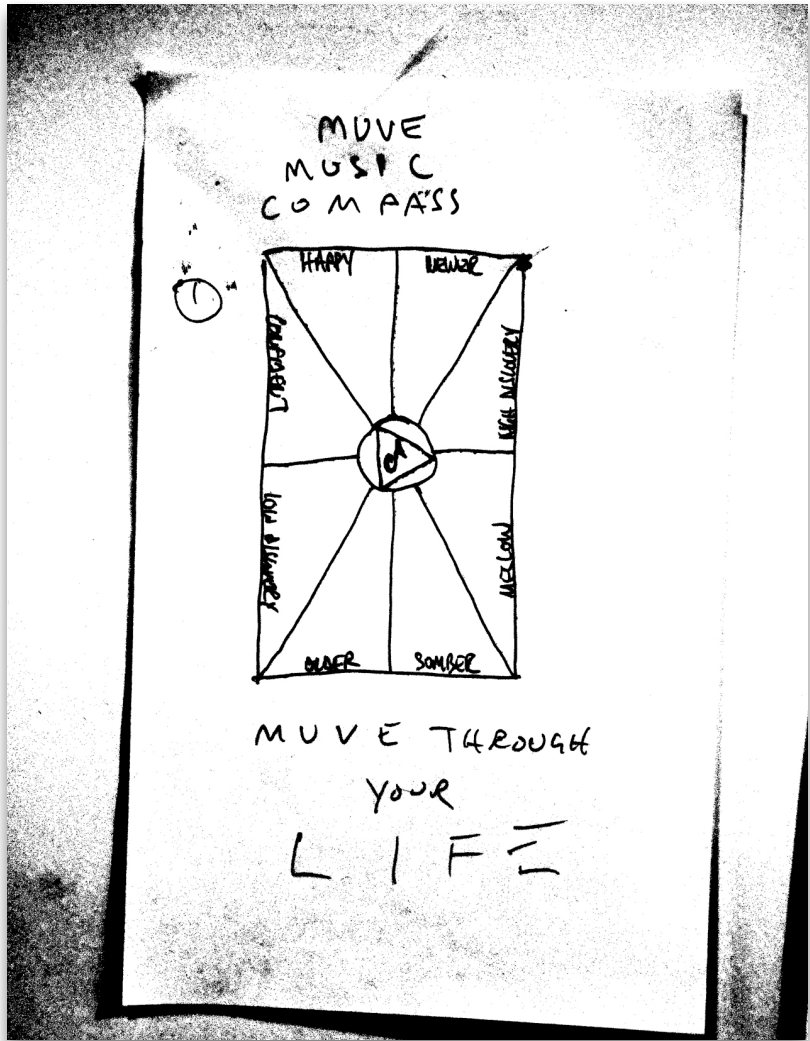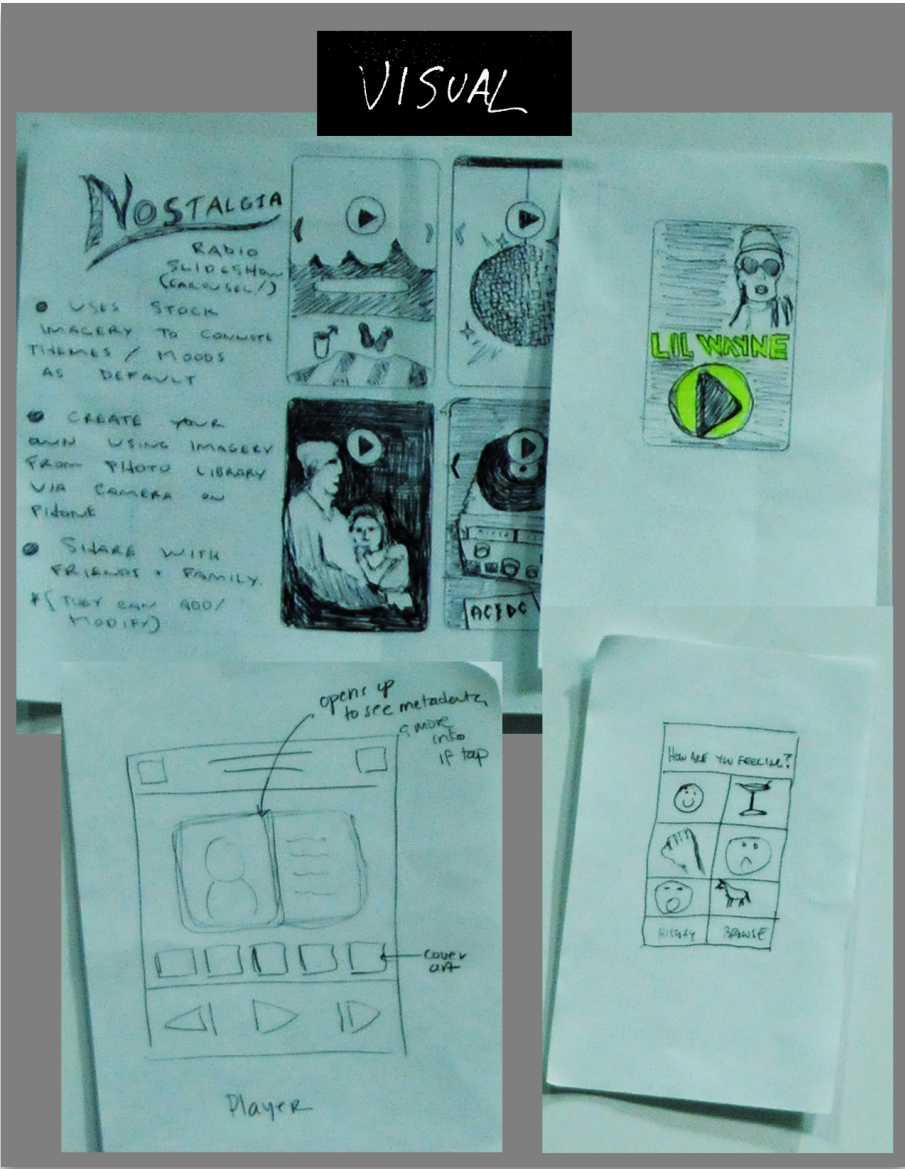**June 25 2012**

DESIGN PROCESS

2

Viva la Innovation Team

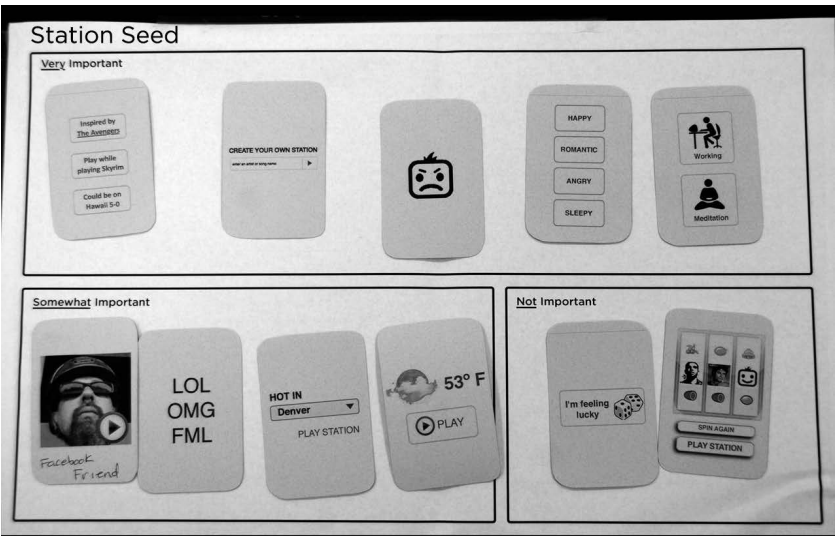
DISCOVER						DESIGN, ITERATIVE (Agile)			
4/23	4/30	5/7	5/14	5/21	5/28	6/4	6/11	6/18	6/25

Vision & Workshops

Design Language System Development

UI Concept Development

User Testing Recruiting and Preparation

Concept Testing

Refine Visual Design Direction

Interaction Refinements, Adjustments, Enhancements

Adjust and / or apply DLS to ongoing sprint work

KICKOFF
Tues, 4/24

RADIO
WORKSHOP
Tues-Wed
5/1-5/2

SOCIAL
WORKSHOP
Mon-Tues
5/7-5/8

DISCUSSION
GUIDE REVIEW1
Phone Call
Thurs 5/17

DISCUSSION
GUIDE REVIEW2
Phone Call
Thurs 5/24

USER TESTING
Wed/Thurs
5/30, 5/31

DISCUSS
TEST
RESULTS
Mon 6/4

DESIGN
RECOMMENDATION
TEAM REVIEW
Wed 6/13

EXECUTIVE BRIEF
REVIEW
Mon 6/25

Brainstorm...

Test...

muve music

radio & social

concept testing

5-30/5-31 2012

What's Going On
Marvin Gaye

Marvin Gaye Station

DOWNLOAD SONG

MORE

What's Going On
Marvin Gaye

Marvin Gaye Station

Play songs that are...

New To Me — Familiar

ADD TO PLAYLIST

SHARE

CANCEL

Station Seed

Very Important

CREATE YOUR OWN STATION

HAPPY

ROMANTIC

ANGRY

SLEEPY

Working

Meditation

Somewhat Important

LOL OMG FML

HOT IN Denver

53° F

PLAY

PLAY STATION

Facebook Friend

Not Important

I'm feeling lucky

SPIN AGAIN

PLAY STATION

5

...design to short and long term vision

Minimum Viable Product + Design Language System

6

RADIO

Team's Design Goals

Radio design can break out of the current box.

What radio experience do Muve users want?

Design to best product, not to fit in current application metaphors

When possible, adopt Ice Cream Sandwich UI controls

Look forward. We will evolve the design over time - what is the design roadmap?

Radio Design Principles: MVP

List-based views, utilitarian. Pictures, FUN!

Make it easy to start stations by providing quick seeds.

Keep the options minimal and the screens uncluttered.

Highlight the user's personal preferences and make it easy to access favorite stations.

THE RADIO USER EXPERIENCE
Minimum Viable Product

Muve App

muveradio

1st Experience –
Single Screen that
discusses mktg benefits

Radio Home

Playback Screen

Search Results

Tutorial

Personal & Mood–
Based Tuning

My Stations

Top Stations

Theme Stations

My Music

Activity Seeds

Recent
Stations

Favorite
Stations

In–Depth
Genres

My DJ
as Seed

MVP

Post MVP

11
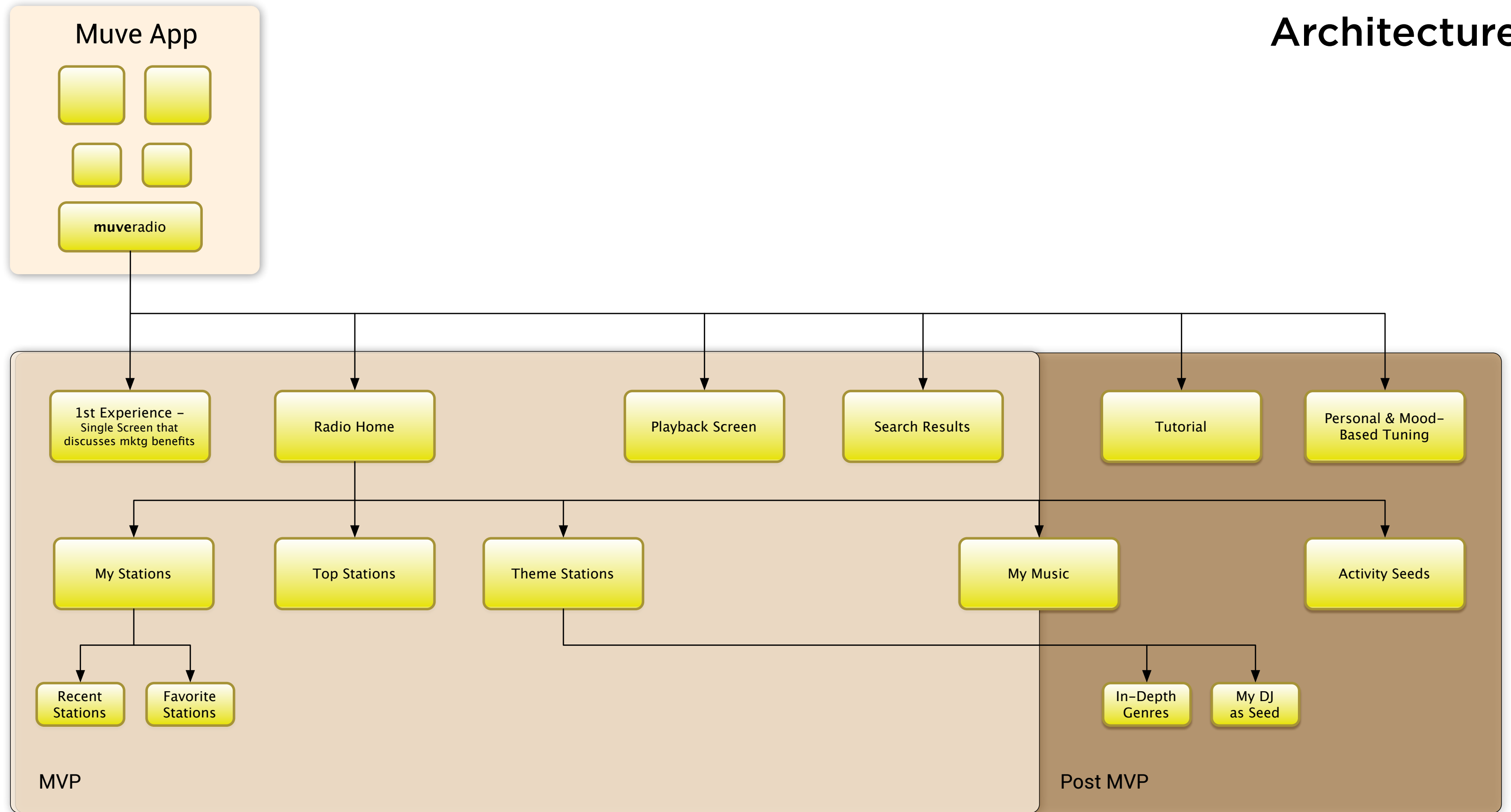
Wireframes

Interaction Designers use wireframes, such as the low-fidelity screen mockups you are about to see, to represent content hierarchy and interactive functionality. **They do not represent visual styling.**

12

Home Page
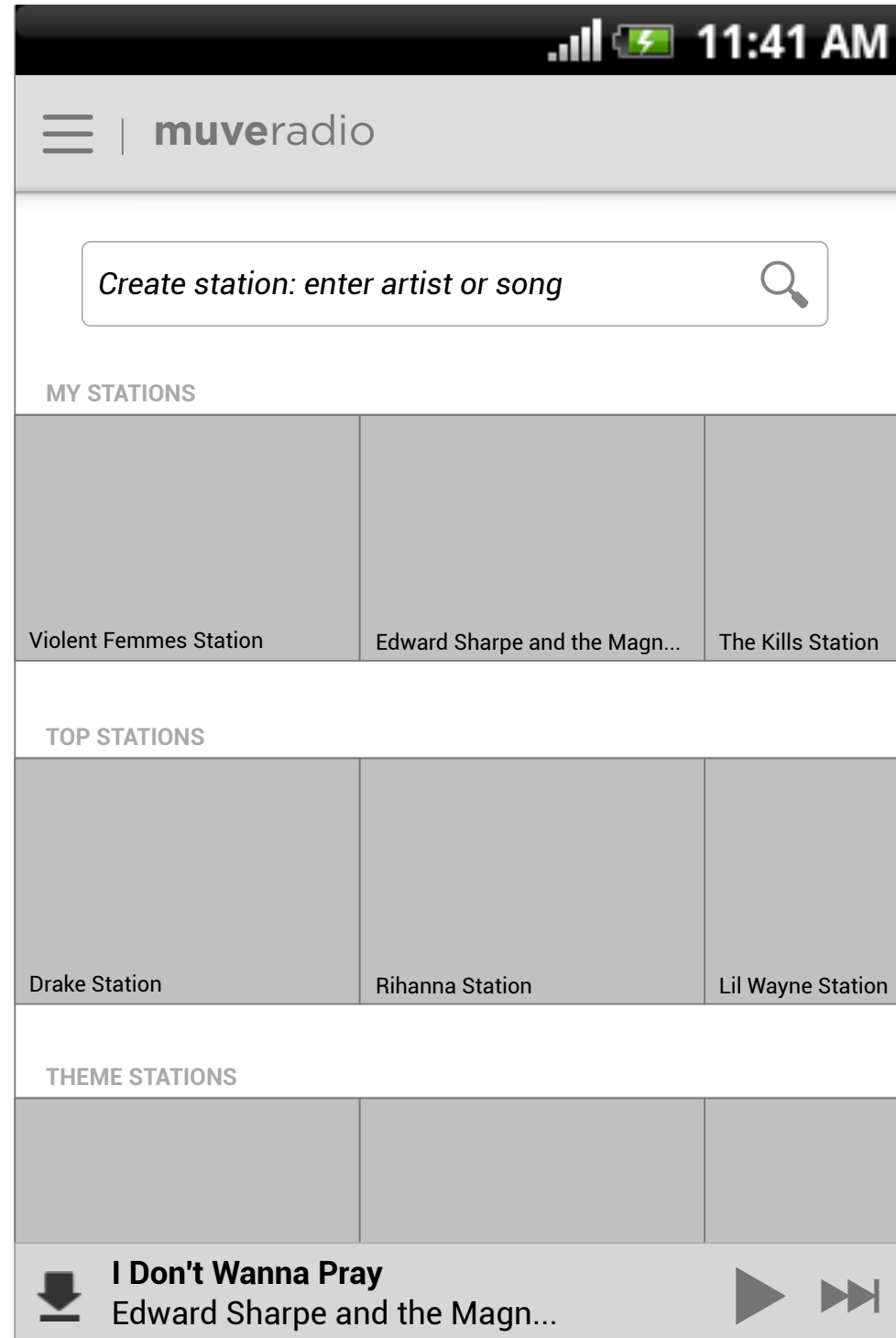
- Branded starting point

- Simplified navigation

- Visual design over list-based design

- Easy search access

- Quick launch to start stations
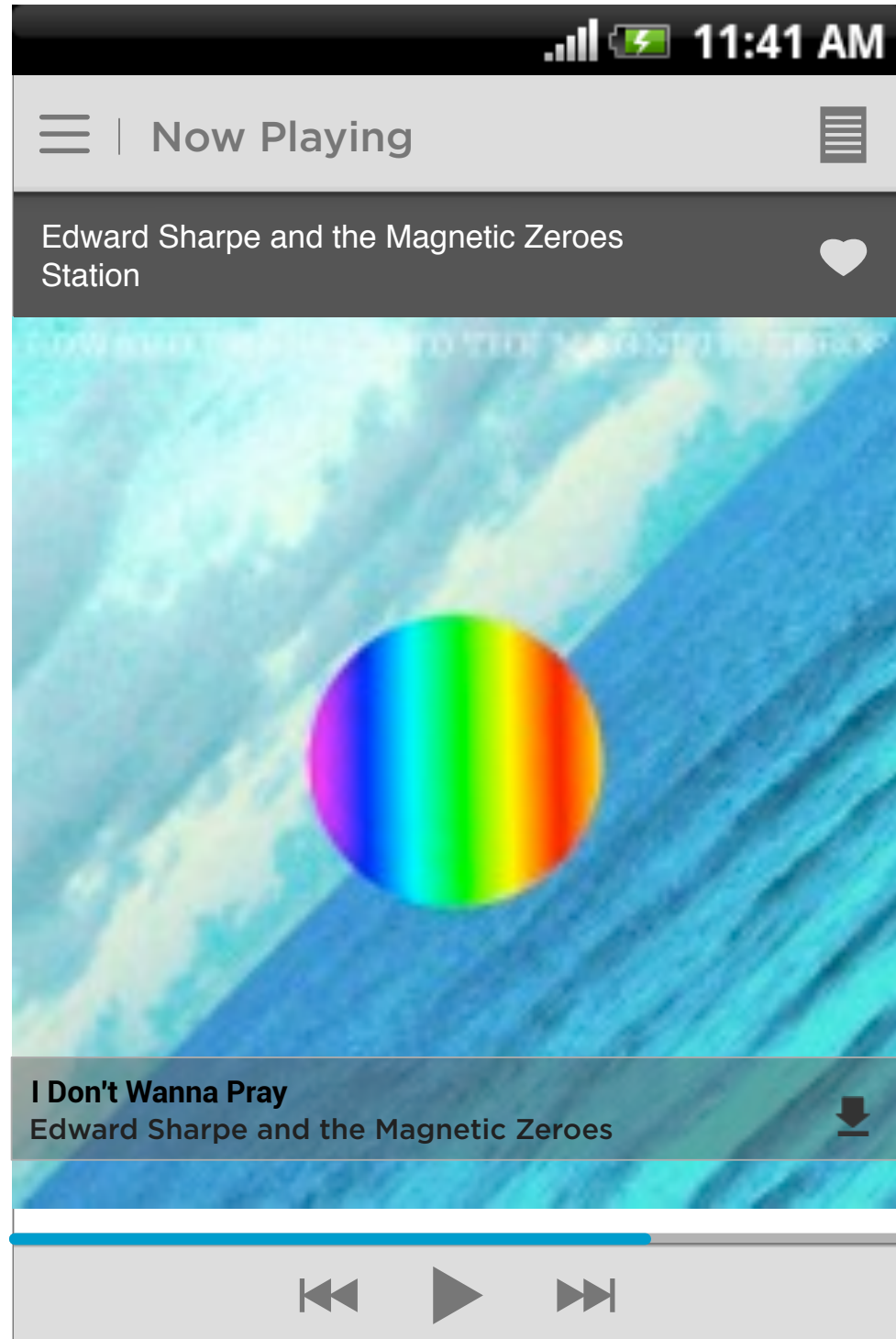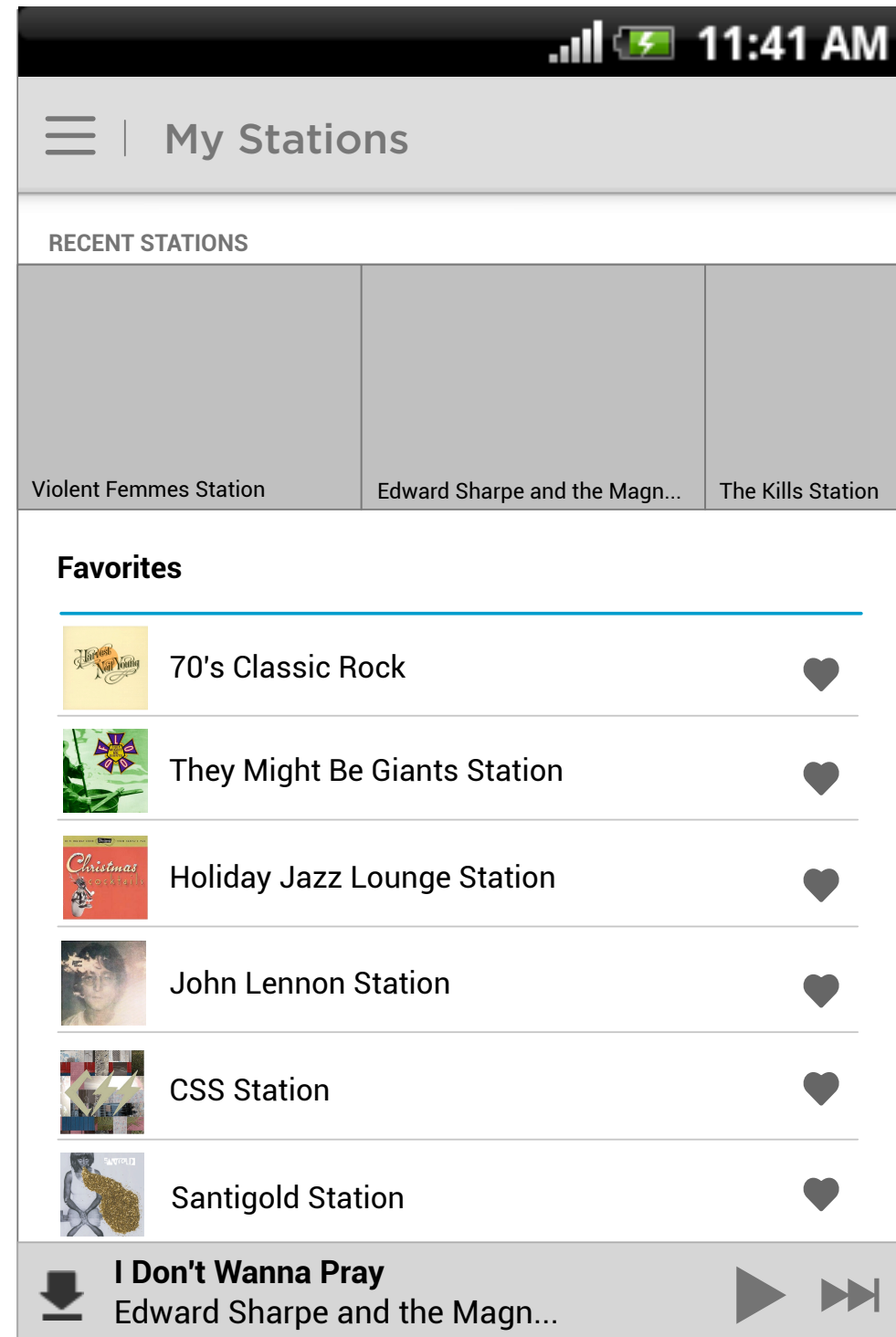
- Persistent playback controls
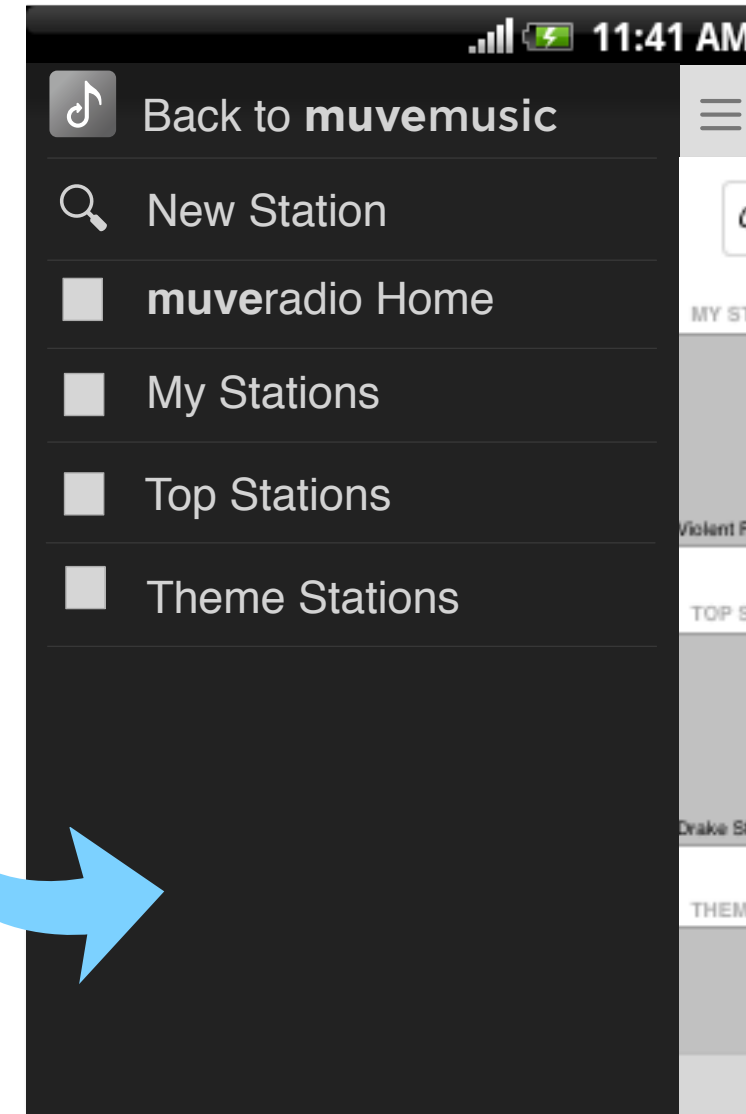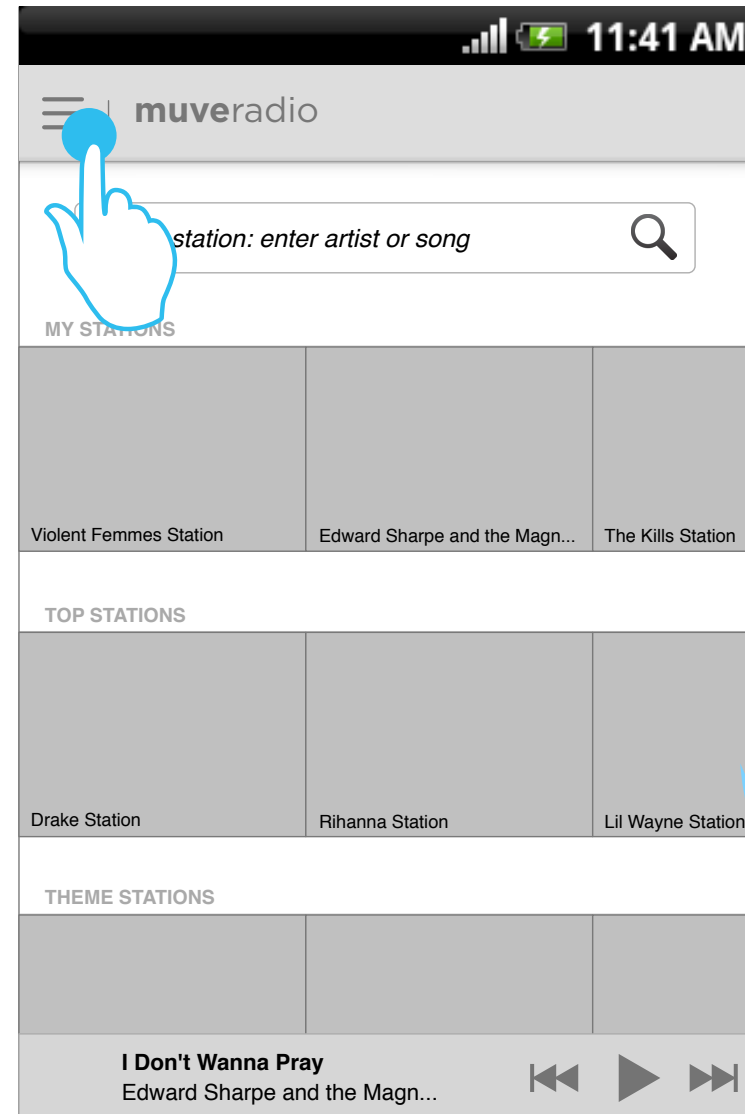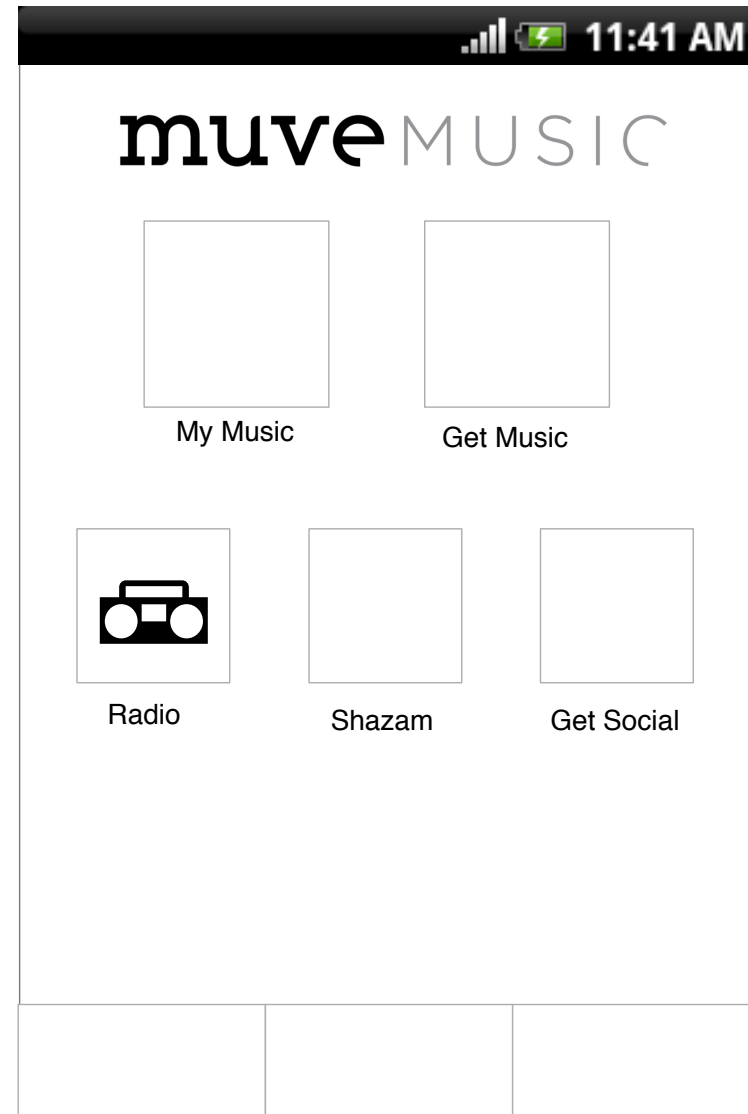
Navigation

● Adopt emerging navigation standards

● Interior screens can remain uncluttered

Playback
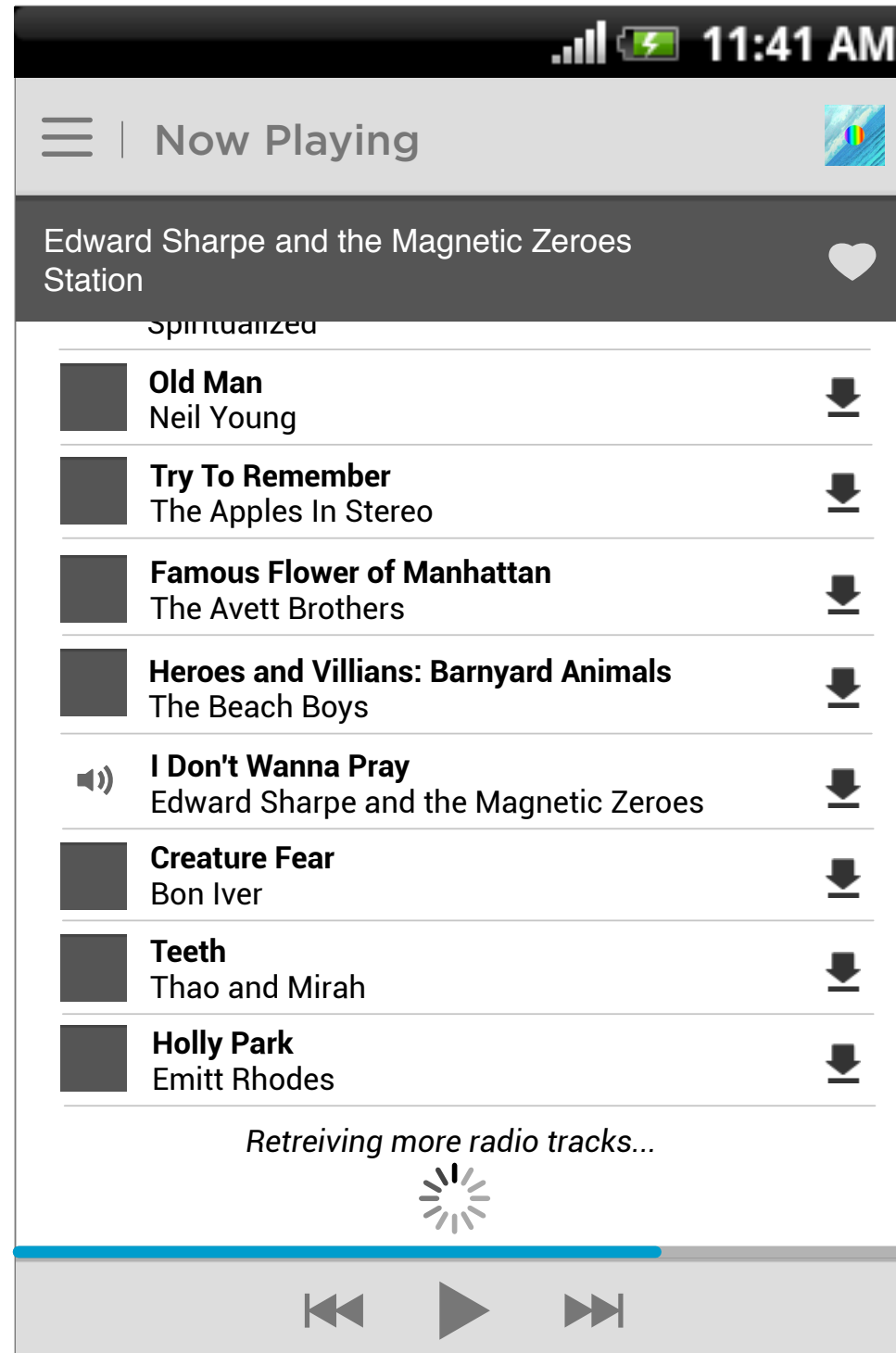
- simple playback controls for MVP

- one tap to favorite

- download track is UI priority

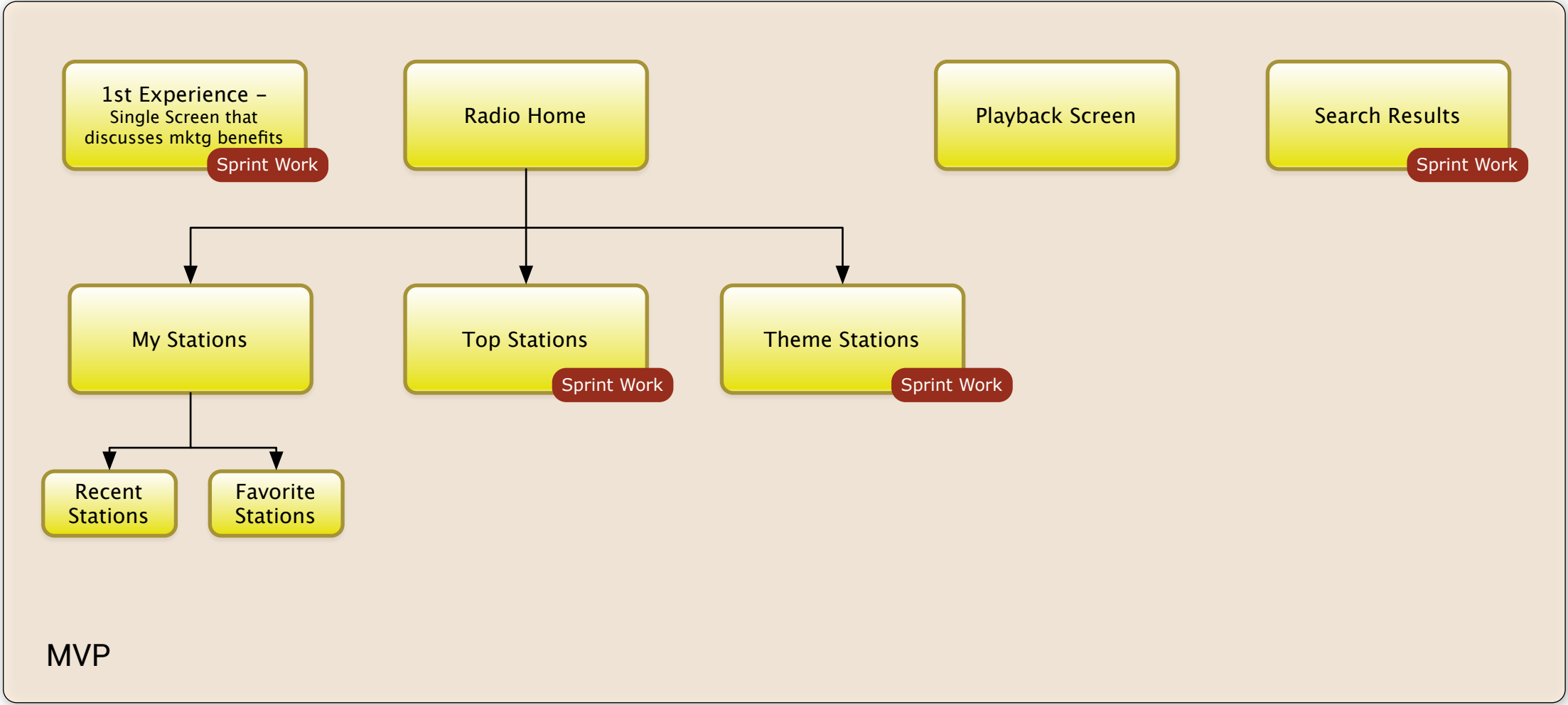- users can move backward and forward in queue - differentiator

My Stations

- Detail stations view highlights recent listening

- List below shows recents and favorited stations together

- Imagery is added to the list views to present a more engaging display

This Summer - UX Work

MVP

1st Experience –
Single Screen that
discusses mktg benefits
Sprint Work

Radio Home

Playback Screen

Search Results
Sprint Work

My Stations

Top Stations
Sprint Work

Theme Stations
Sprint Work

Recent Stations

Favorite Stations

+ use cases and muve app integration issues

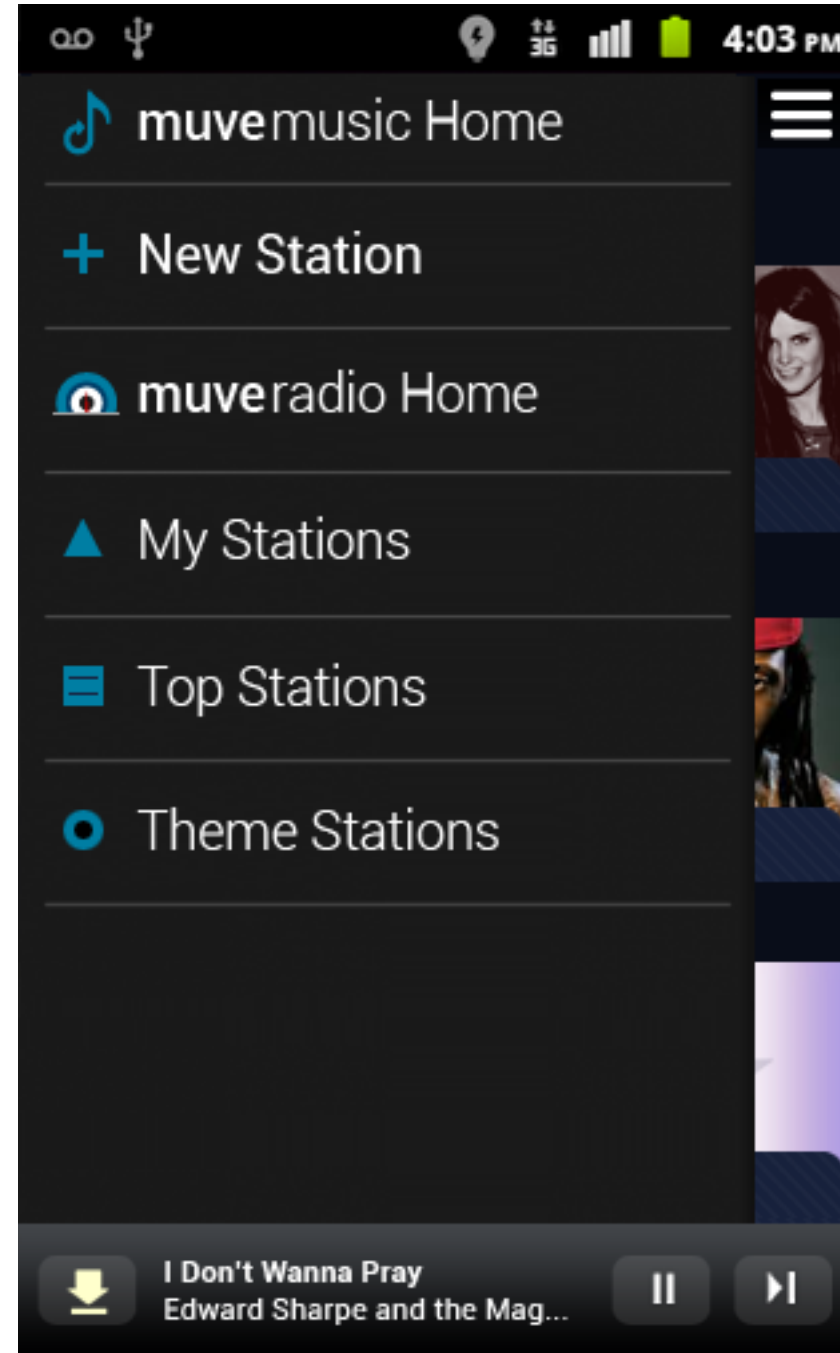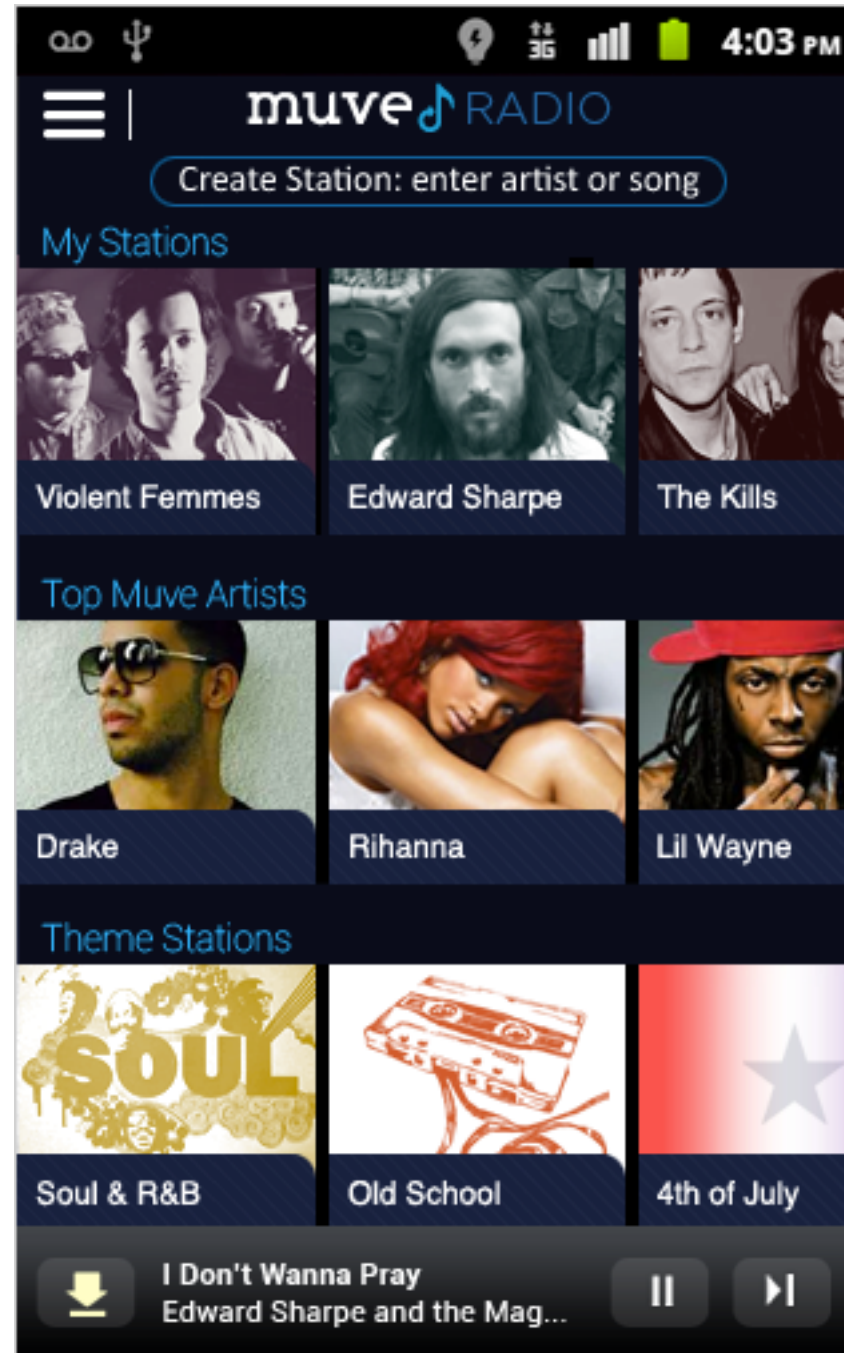# THE RADIO VISUAL DIRECTION
Minimum Viable Product

Home Screens and Branding
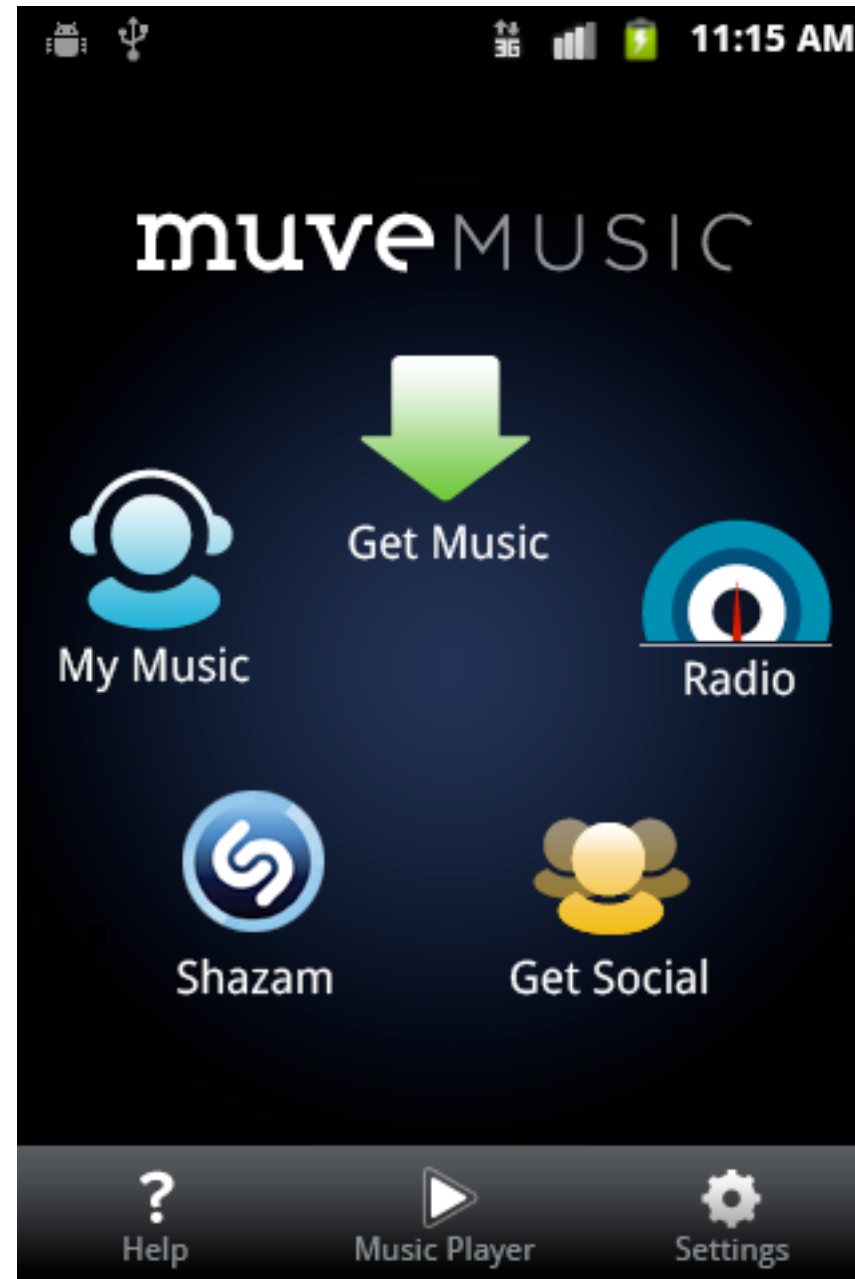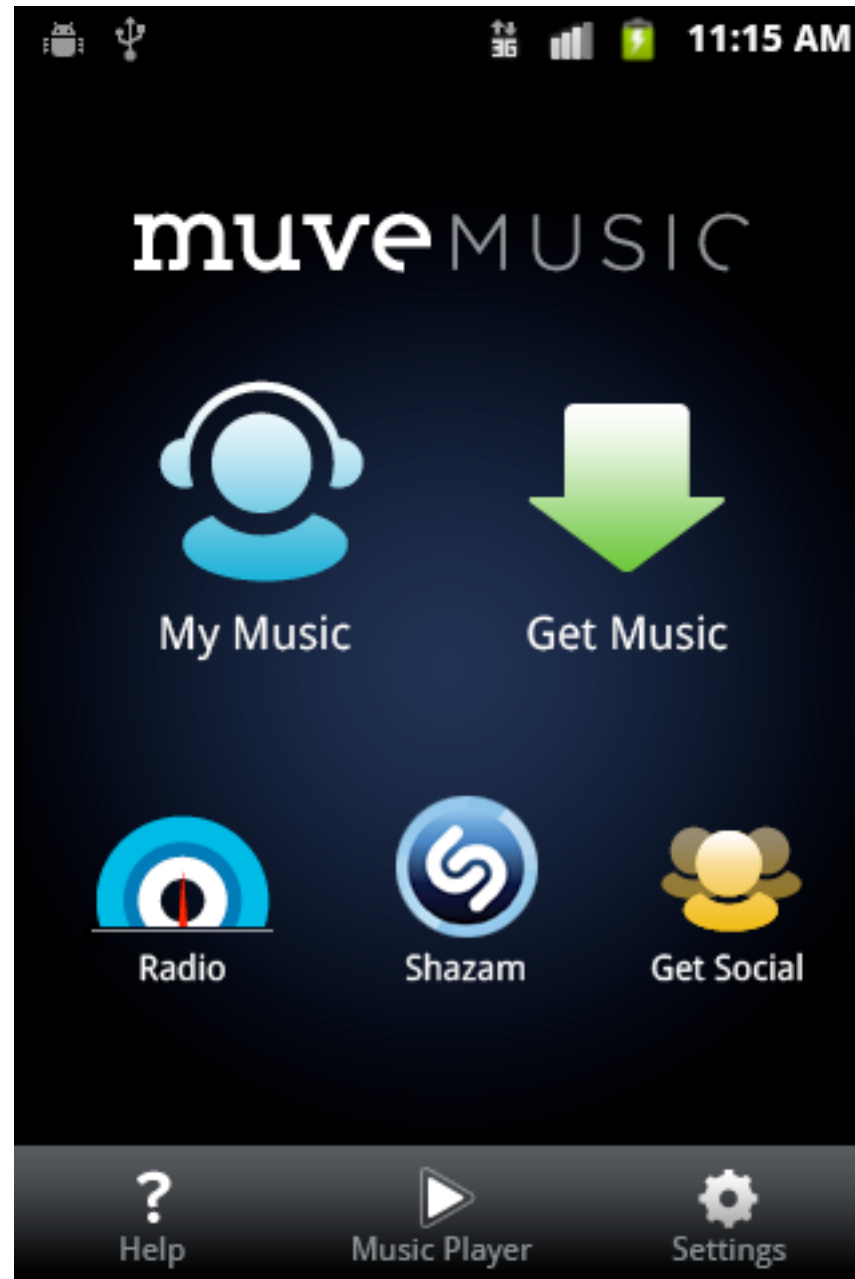
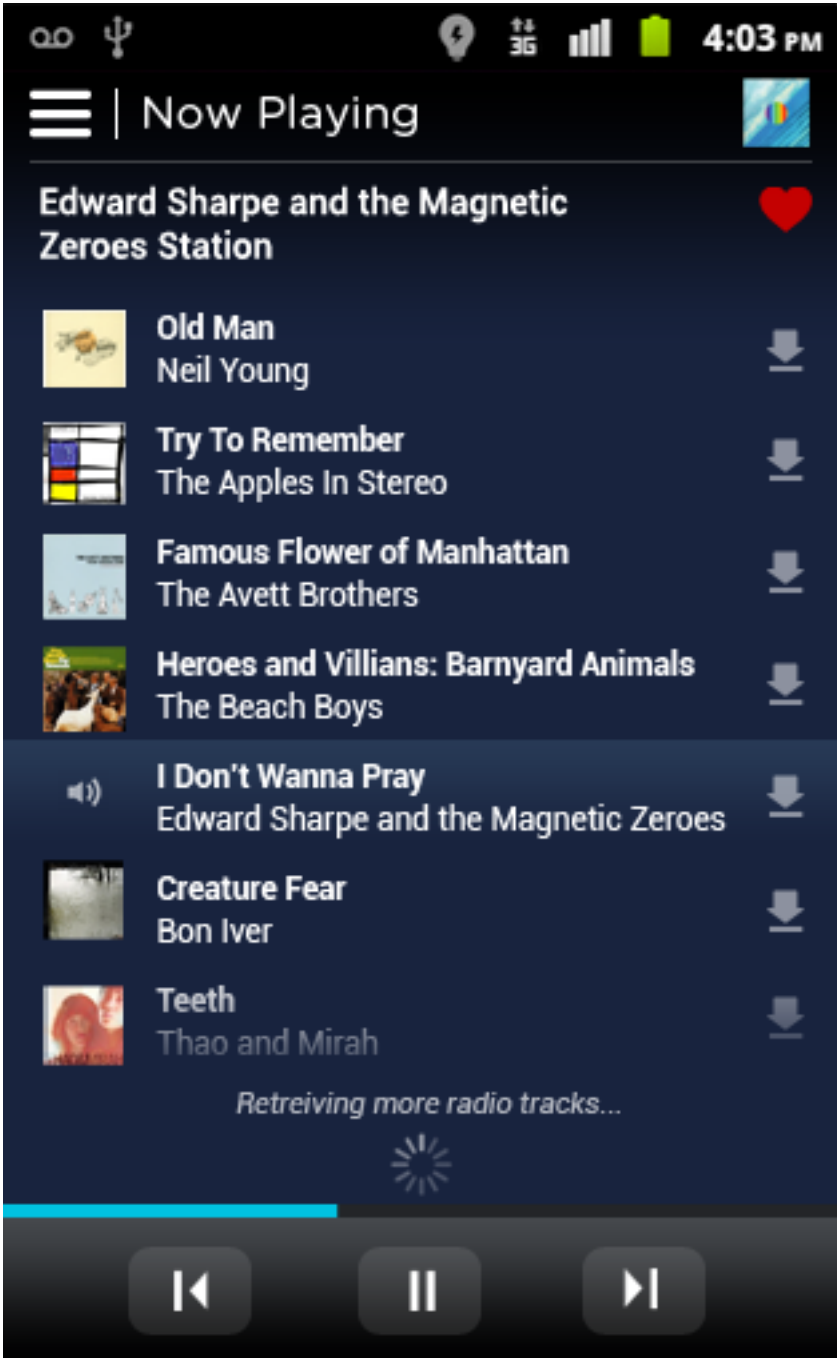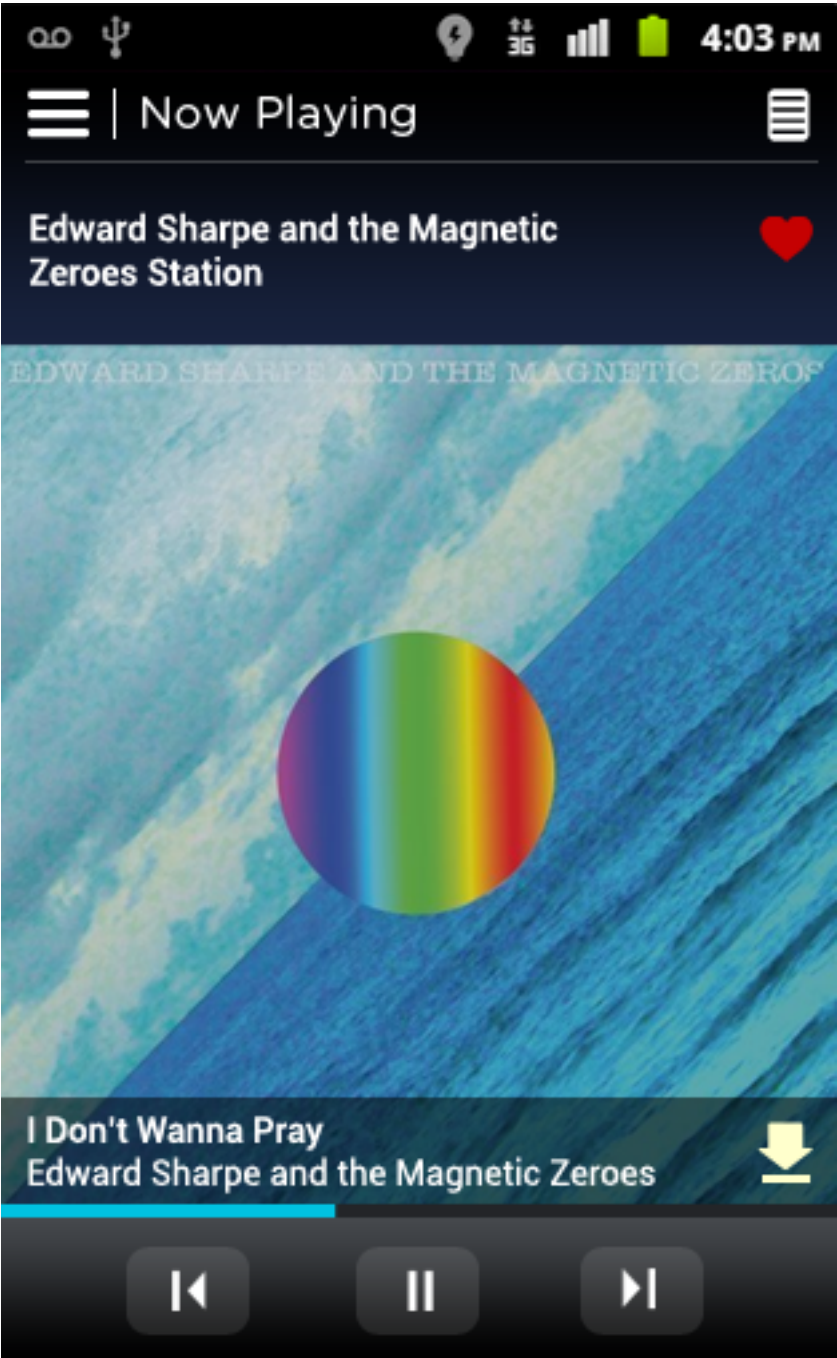conversation can evolve over the course of the summer

- radio brand

- ancillary radio iconography

- muve app home

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Key Radio Screens

Radio Playback

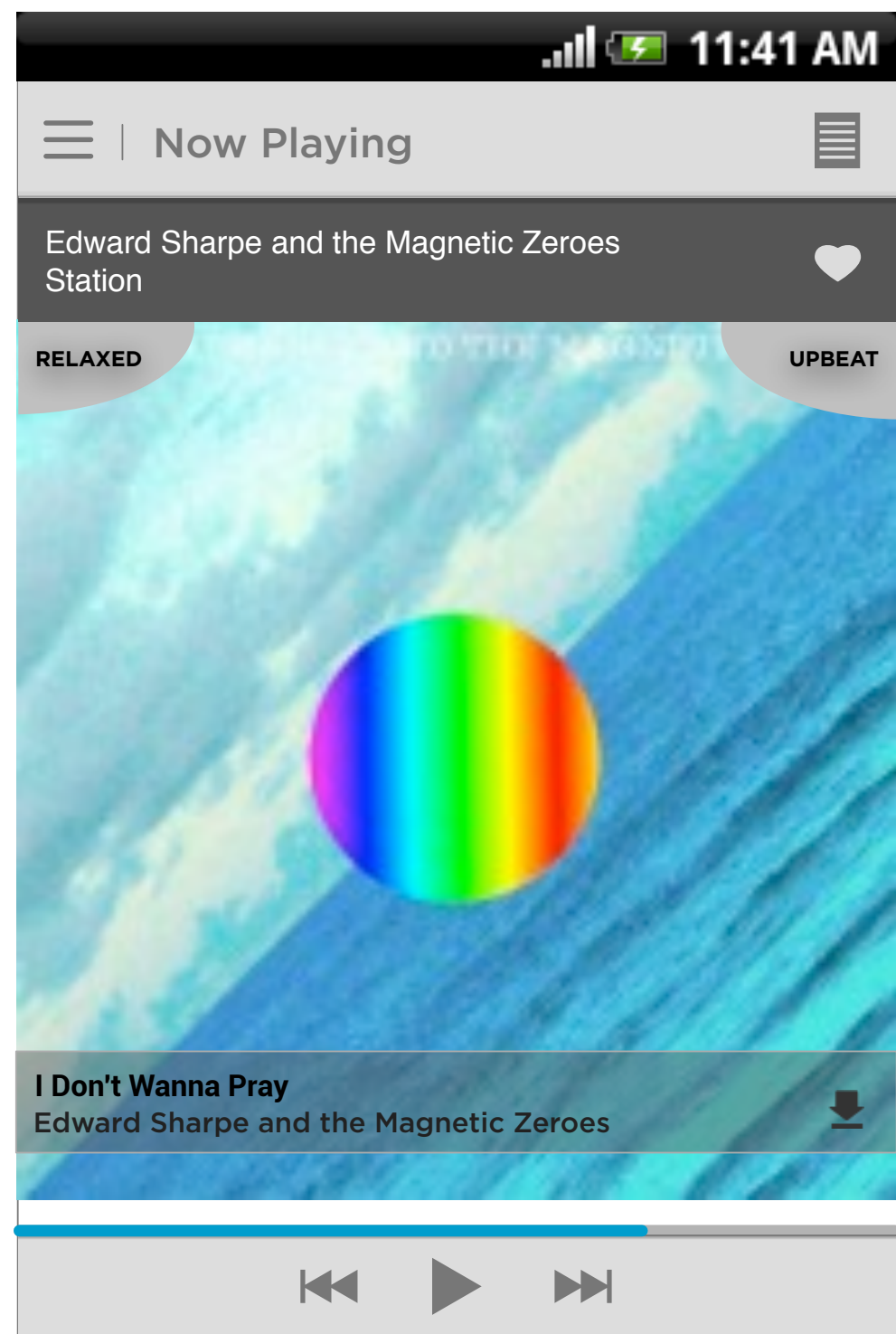Tuesday, March 5, 13
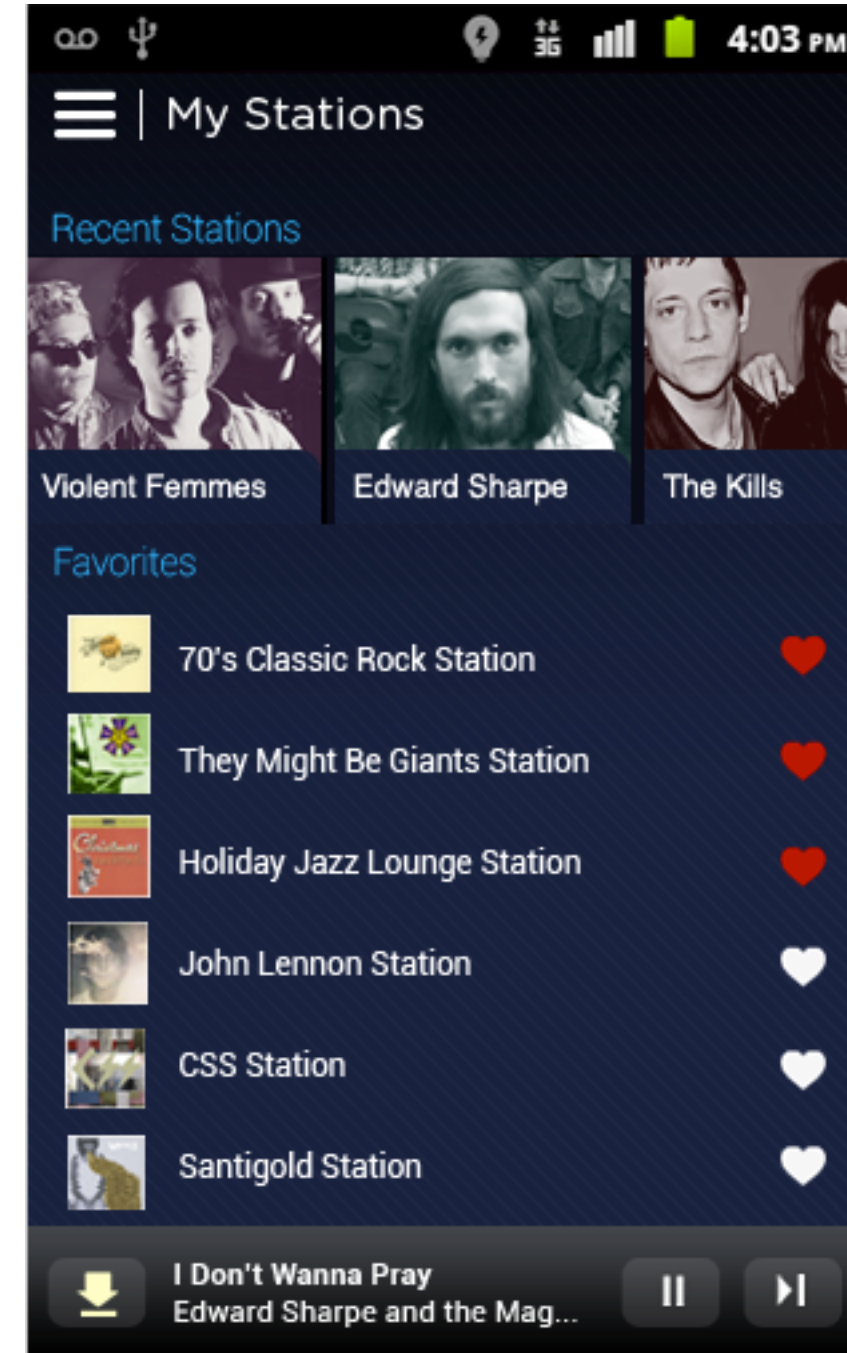
THE RADIO USER EXPERIENCE
Post MVP

Radio Design Principles: Post-MVP

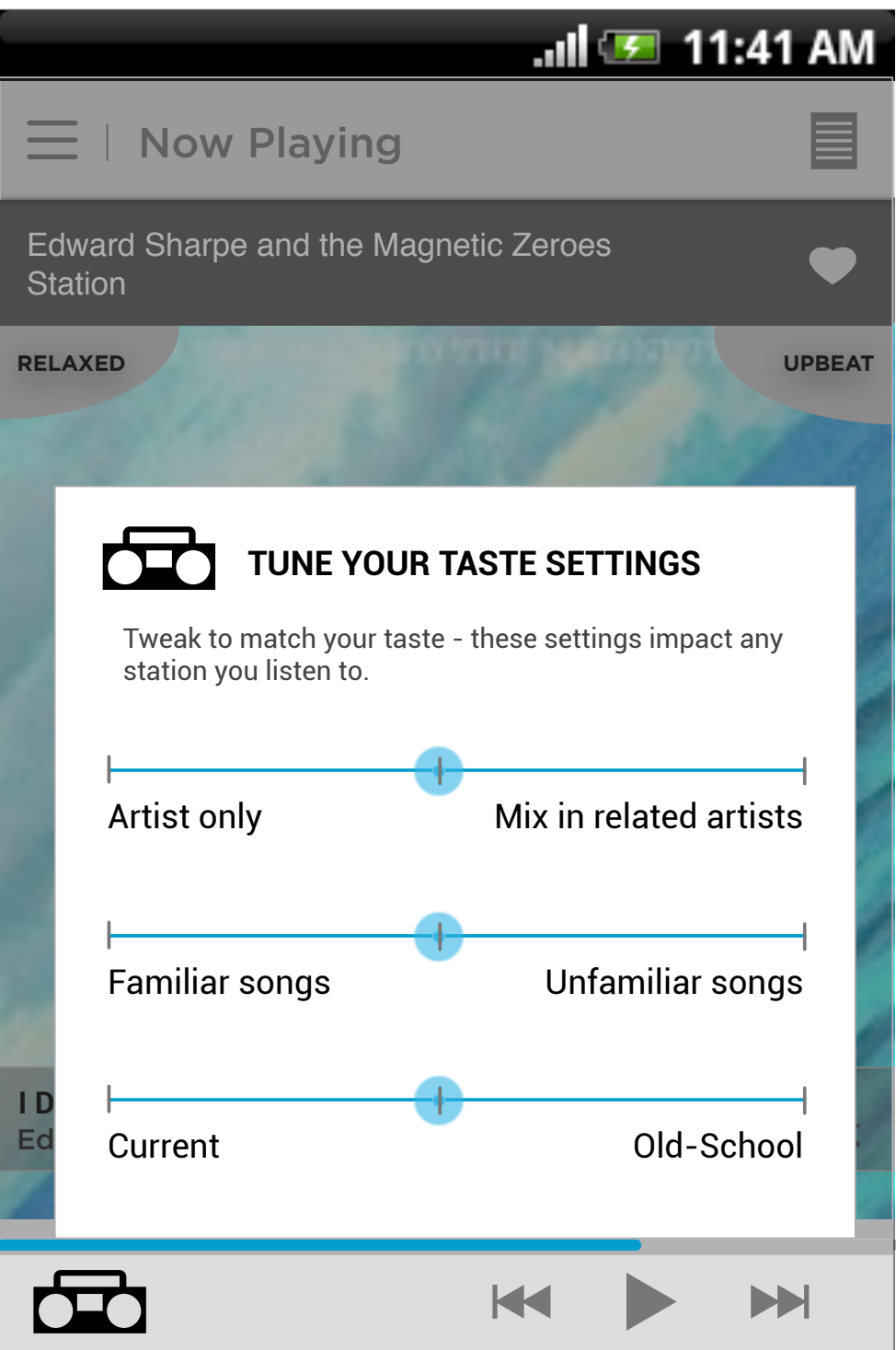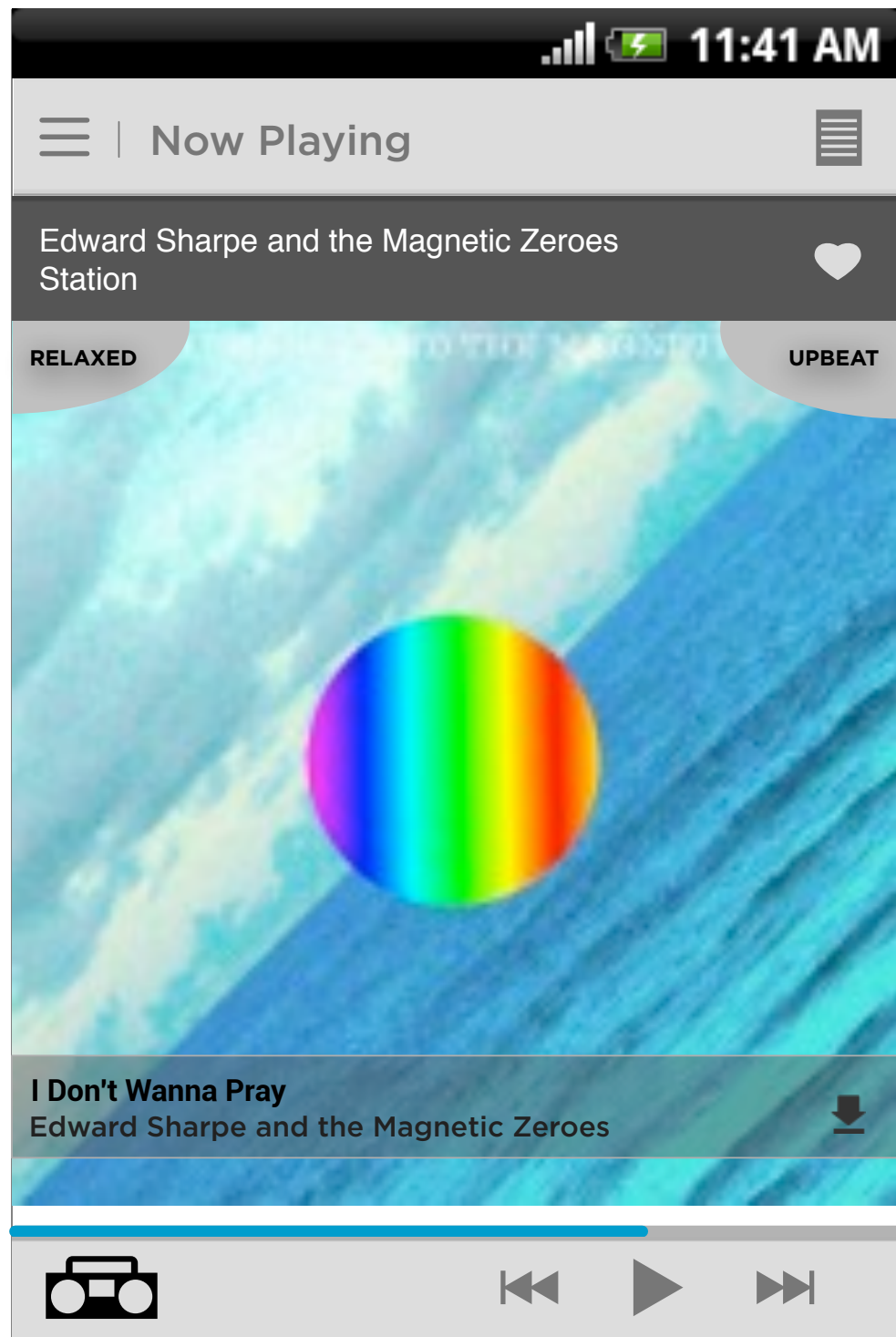**People tune music based on the mood they're in.**

Allow the more engaged user to tweak their stations along additional parameters
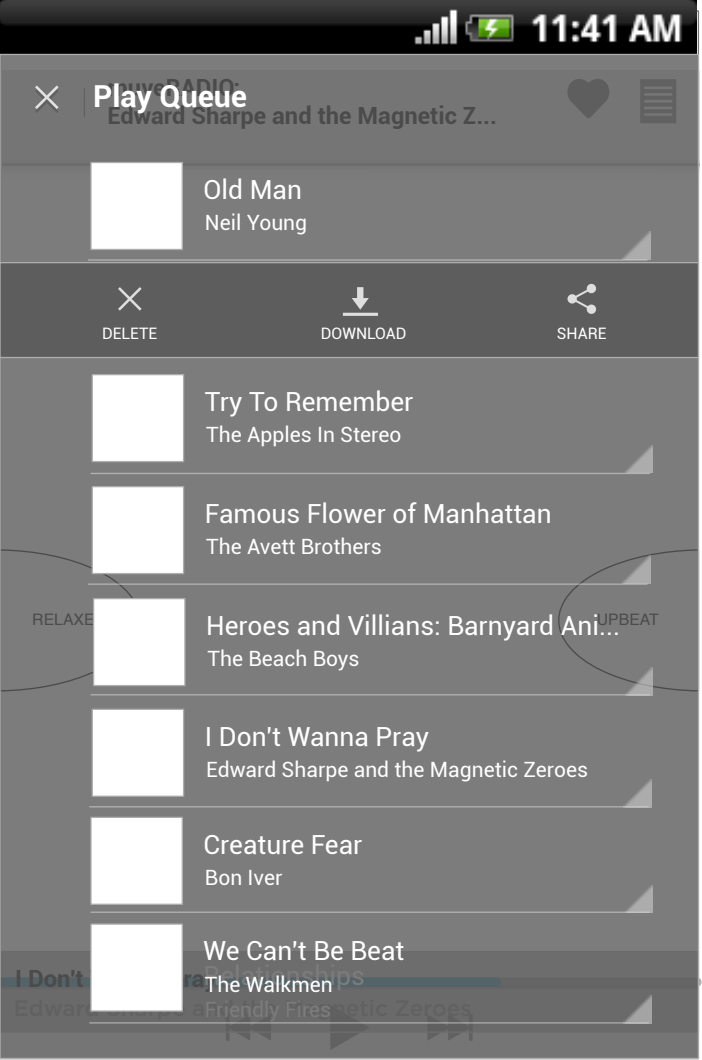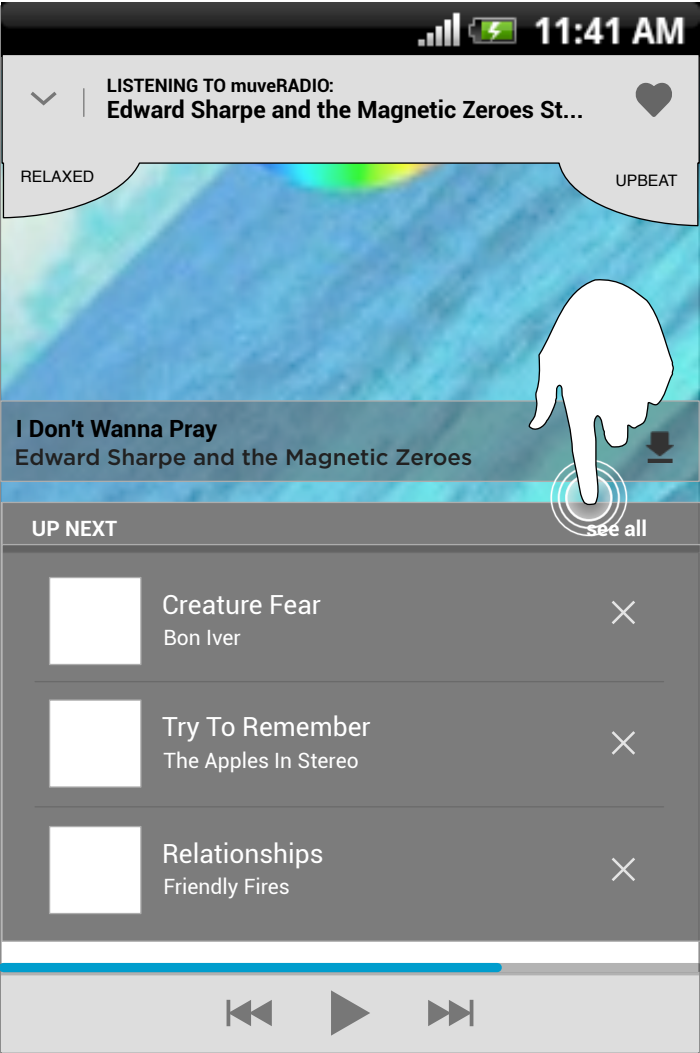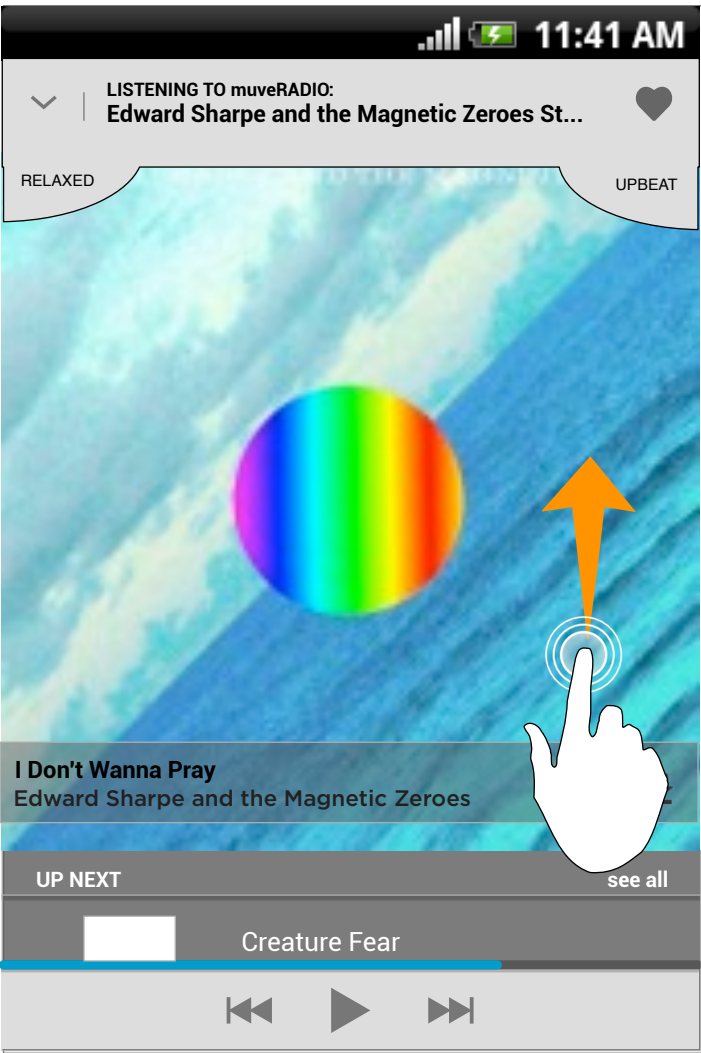
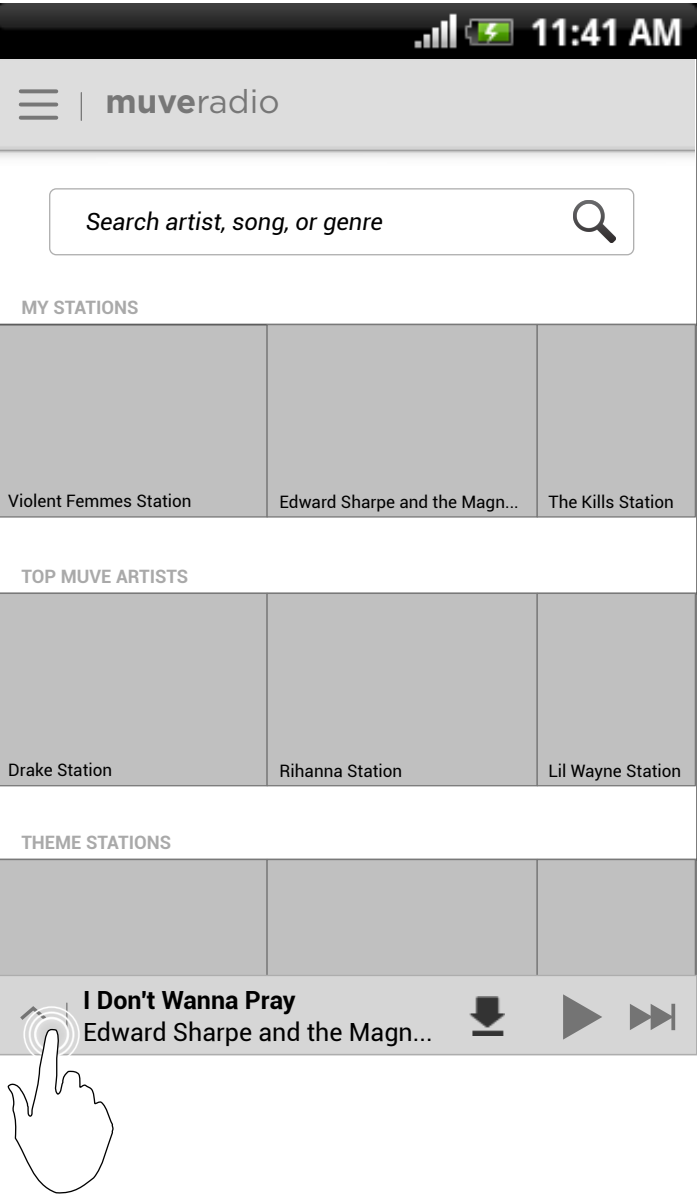**Consider more innovative playback screens**

Simple Mood Tuning

Tuesday, March 5, 13

Music Thumbprint Tuning

11:41 AM

☰ | Now Playing

Edward Sharpe and the Magnetic Zeroes
Station ♥

RELAXED   UPBEAT

I Don't Wanna Pray
Edward Sharpe and the Magnetic Zeroes

⏮ ▶ ⏭

11:41 AM

☰ | Now Playing

Edward Sharpe and the Magnetic Zeroes
Station ♥

RELAXED   UPBEAT

TUNE YOUR TASTE SETTINGS

Tweak to match your taste - these settings impact any station you listen to.

Artist only   Mix in related artists

Familiar songs   Unfamiliar songs

Current   Old-School

⏮ ▶ ⏭

25

Innovate on Playback View

SOCIAL

Team's Design Goals

For now, social design stays within the core app.

Social replaces "Get Social" and complies to current architecture.

When possible, use native phone functions instead of building our own interfaces (SMS, email, etc.)

Present key integration points (e.g. connect to Facebook) at point of need.

Social: MVP and Post-MVP

MVP

Facebook Integration: within Muve

Facebook Integration with Music APIs

Share to email, SMS, Facebook, Messenger

Post-MVP is what we have designed.

Social Design Principles: Post-MVP

Taste matches and social music discovery are useful.

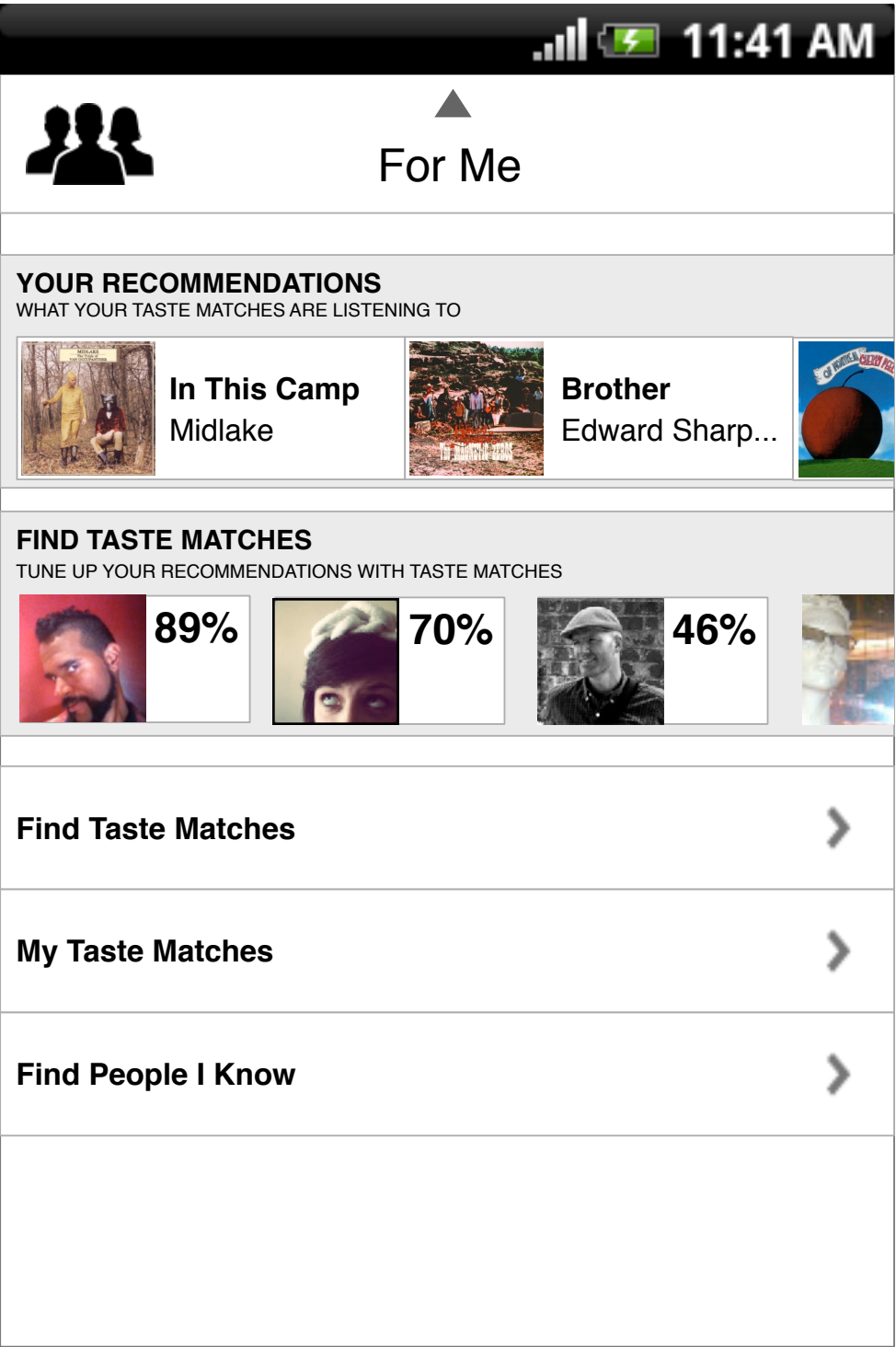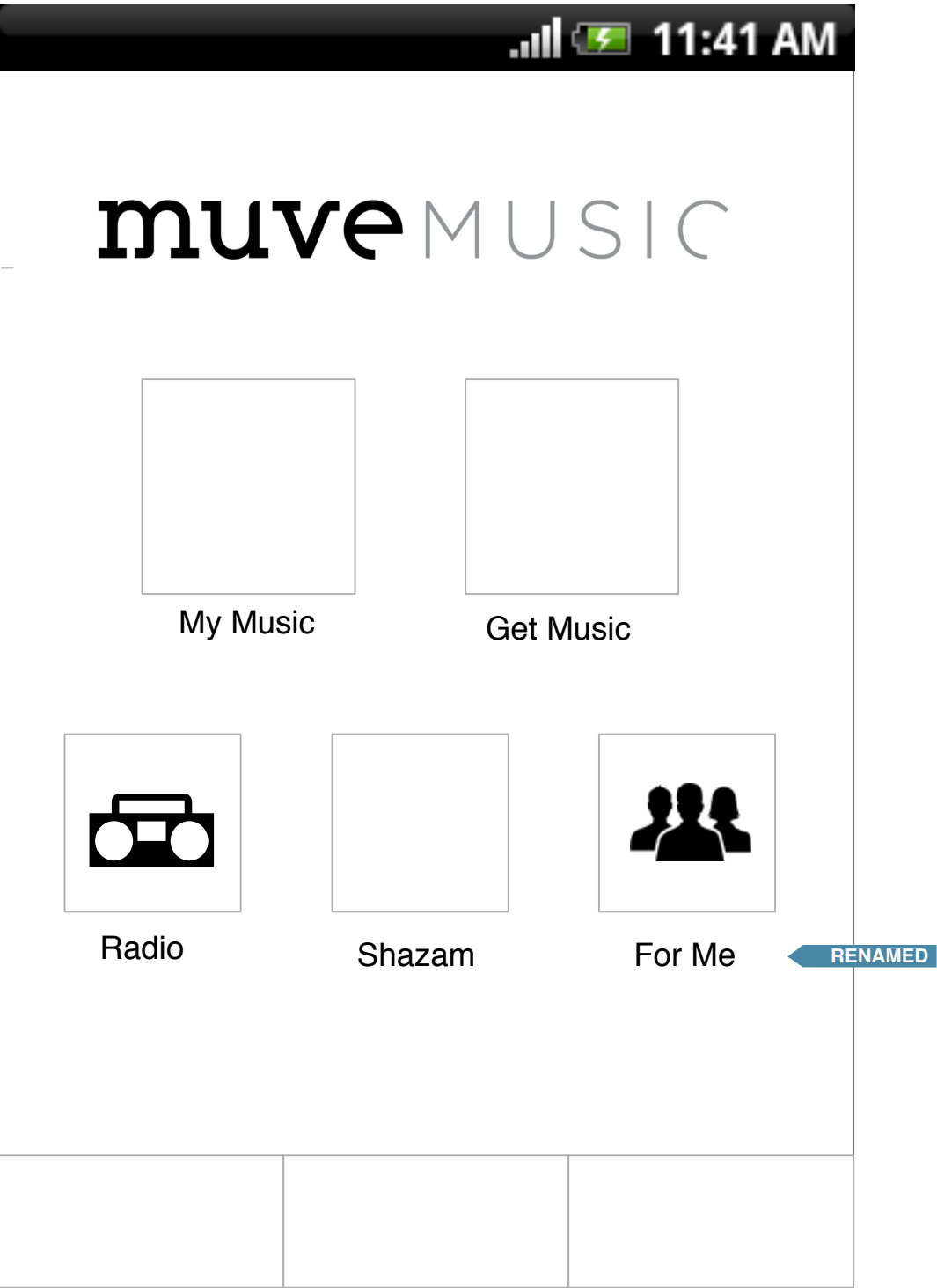**It's ok to have a profile if it helps people tune their recommendations.**

Provide a way to find friends that are also on Muve.

Lyrics resonate. Playlists resonate.

THE SOCIAL USER EXPERIENCE
Post Minimum Viable Product

Muve Home, For Me Home

muve MUSIC

My Music

Get Music

Radio

Shazam

For Me ◄ RENAMED

For Me

YOUR RECOMMENDATIONS
WHAT YOUR TASTE MATCHES ARE LISTENING TO

In This Camp
Midlake

Brother
Edward Sharp...

FIND TASTE MATCHES
TUNE UP YOUR RECOMMENDATIONS WITH TASTE MATCHES

89% 70% 46%

Find Taste Matches ›

My Taste Matches ›

Find People I Know ›

● "Get Social" has a new value proposition for the user. It is now about personalized recommendations

● For Me surfaces recs, and educates the user on how to find matches to tune their recommendations

Architecture

Social Home

People I Know   My Matches   Find Matches   Profiles

FB + Muve   Contacts + Muve

Post-MVP
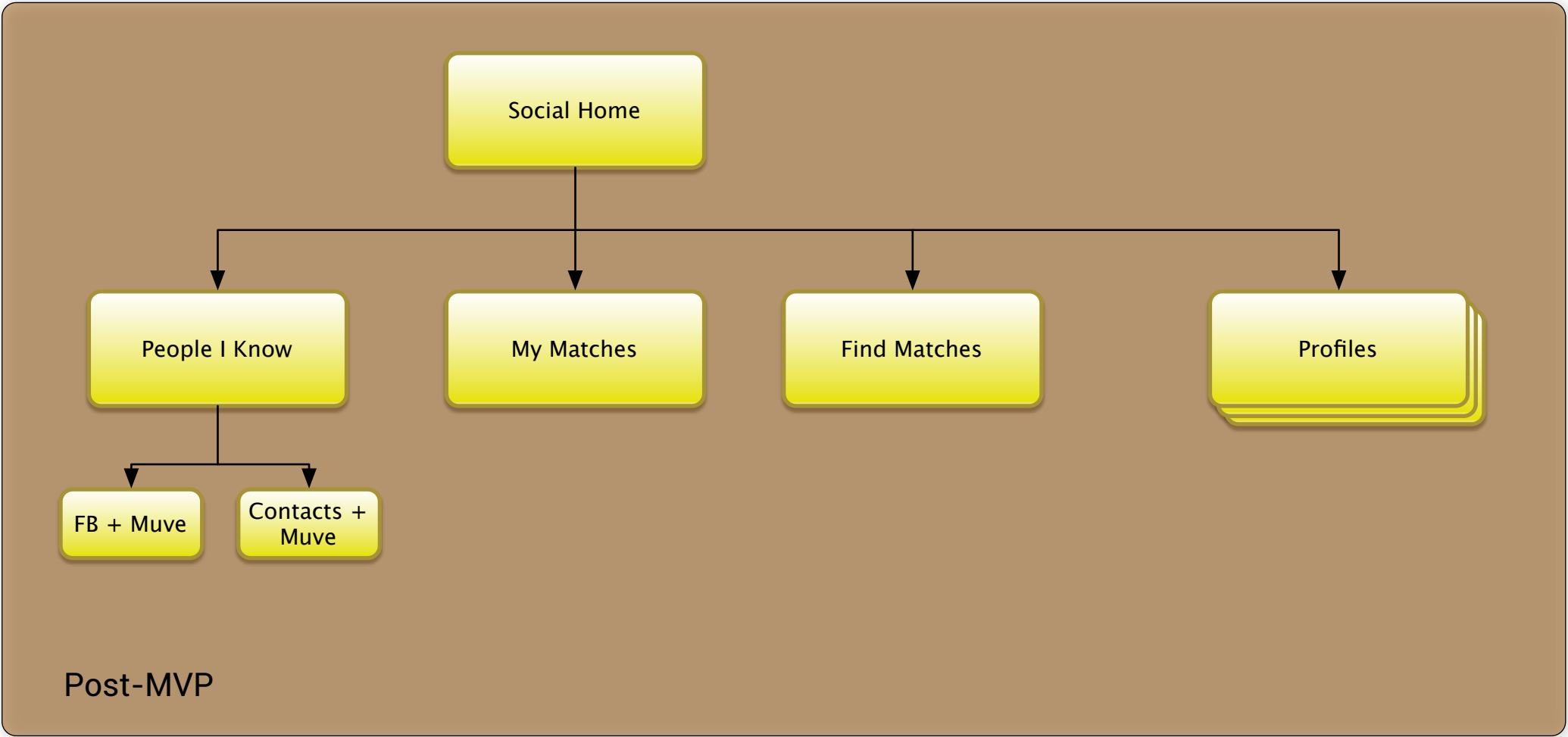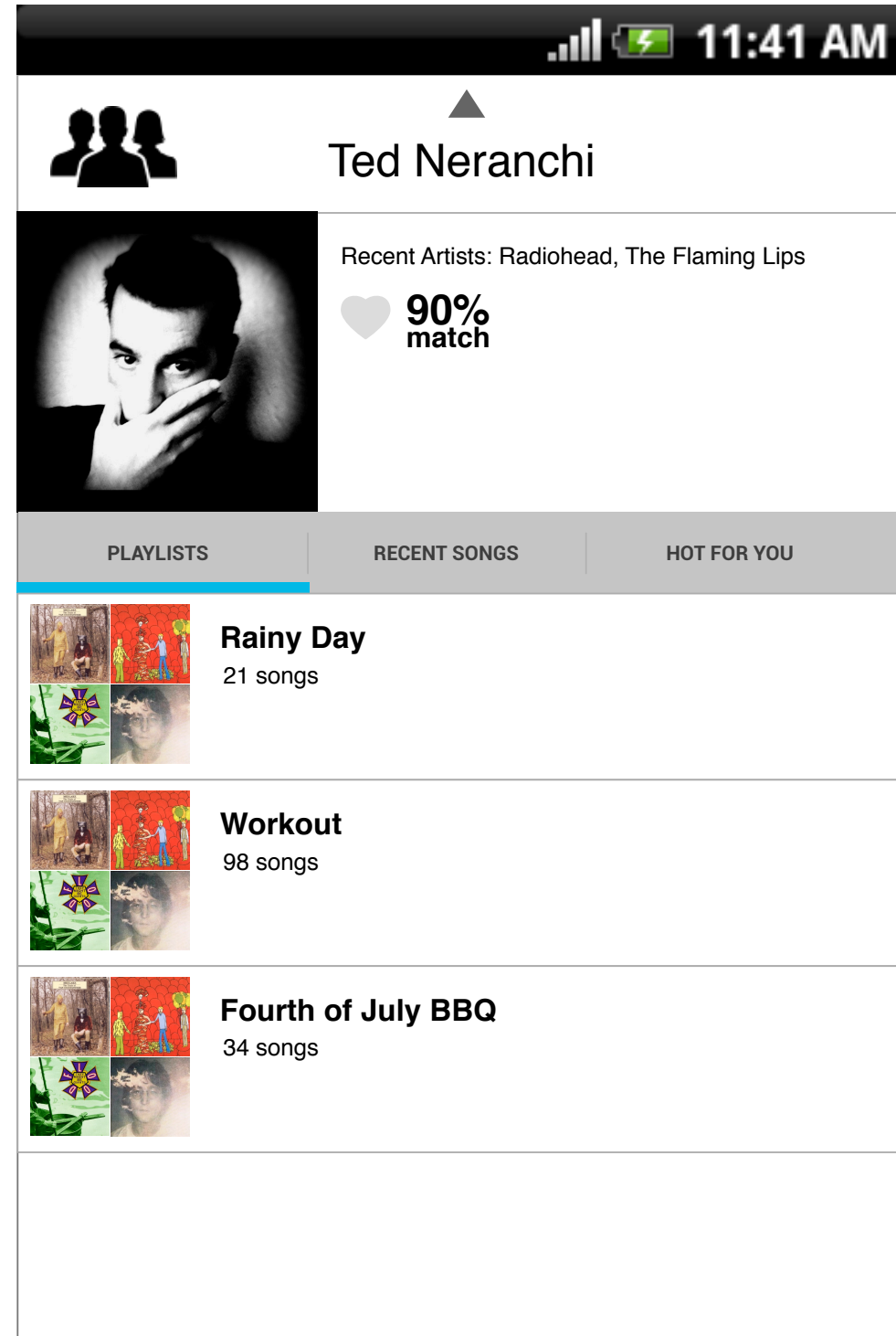
Profile

- Profile displays passive information

- "Hot For You" tab shows recommendations based on the overlap of your music taste with the profile owner's music taste

- Interface allows visitor to "favorite" a user so they are part of the social recommendation backend

Find Taste Matches, My Taste Matches

Find Taste Matches

PEOPLE WHO MAY SHARE YOUR MUSIC TASTE

Ted Naranchi Recent Artists: Radiohead, The Flaming Lips		**90%** match
Elise Jones Recent Artists: The Eels, The La's		**86%** match
Colleen McMurphy Recent Artists: The Pogues, The Boomtown Rats		**75%** match
Anthony Ziegfield Recent Artists: Of Montreal, The Apples In Stereo		**75%** match
Alice Minniver Recent Artists: Kurt Vile, Beach House		**75%** match
Tommy Sloat Recent Artists: June Carter Cash, The Rolling Stones		**60%** match
Jordan Wainwright Recent Artists: Mr. Bungle, Soundgarden		**52%** match

My Taste Matches

Rodney O'Neal Recent Artists: Radiohead, The Flaming Lips	♥
Norbert Farnsworth Recent Artists: Grizzly Bear, The Shins	♥
Sally Wellington Recent Artists: Fleet Foxes, Band of Horses	♥
Elle McPherson Recent Artists: Moondoggies, Less Gonzalez Alvarez	♥
John Martin Recent Artists: Mumford & Songs, Iron & Wine	♥
Lori Littleton Recent Artists: Of Monsters And Men, Sun Airway	♥
Akisha Washington Recent Artists: The Walkmen, Beach House	♥
Sam Beard Recent Artists: Duke Ellington, Japandroids	♥

- Backend surfaces up matches

- Users can "collect" their matches

- Interface does not provide any means to search specifically for a user

APPENDIX A:
VISUAL DESIGN EXPLORATIONS

Direction 1
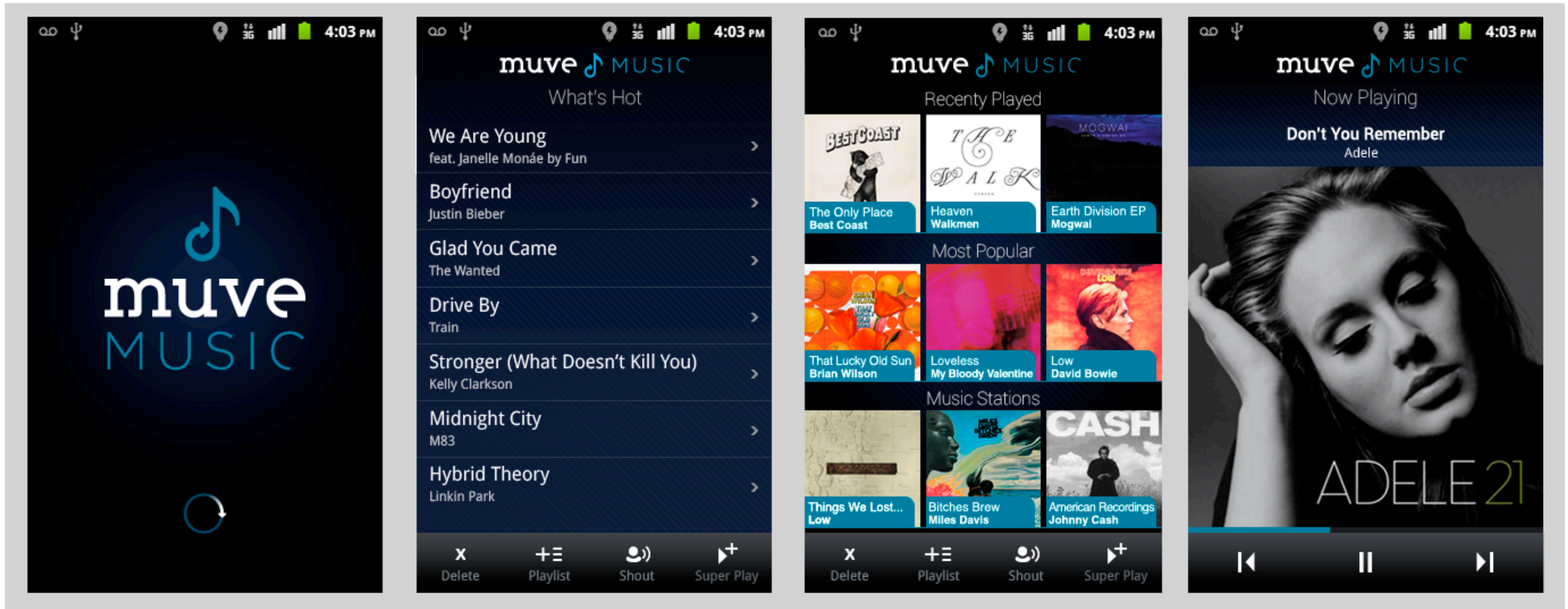
2 votes

Direction 2
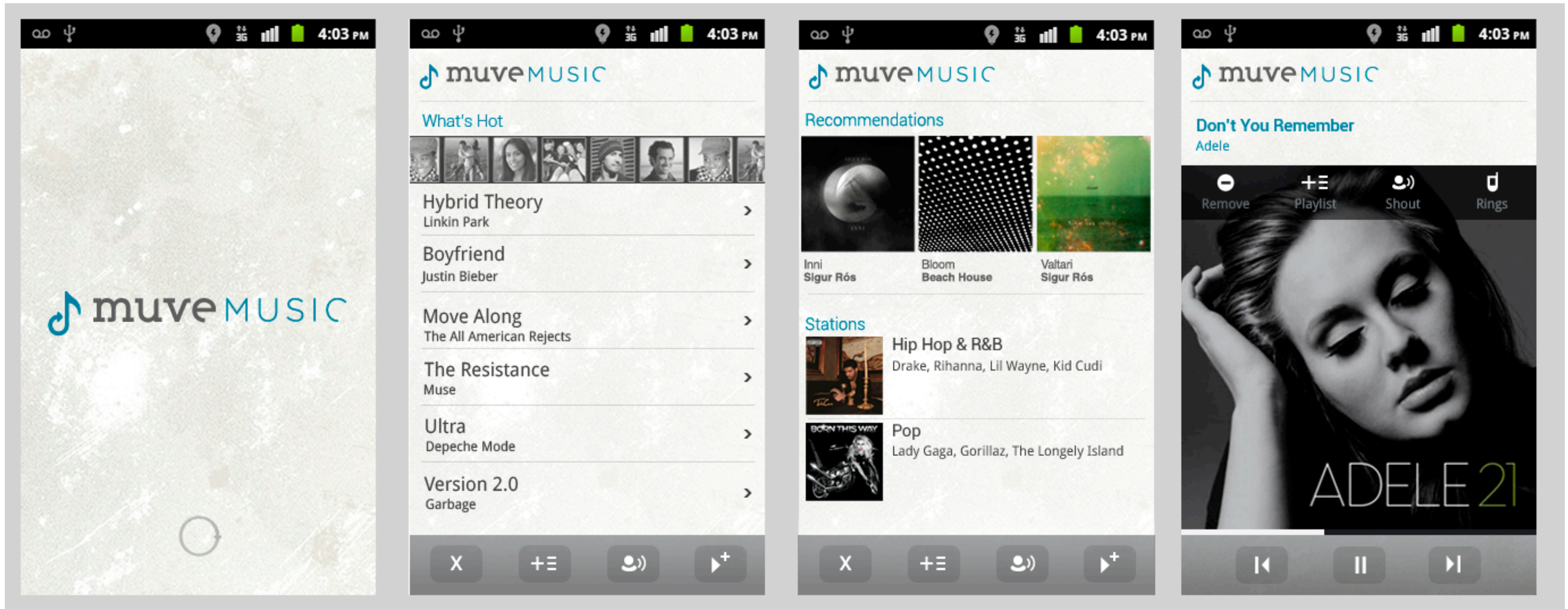
2 votes

Direction 3

3 votes

APPENDIX B:
VISUAL DESIGN PRELIMINARY WORK, POST-MVP

Simple Tuning - Mood Controls
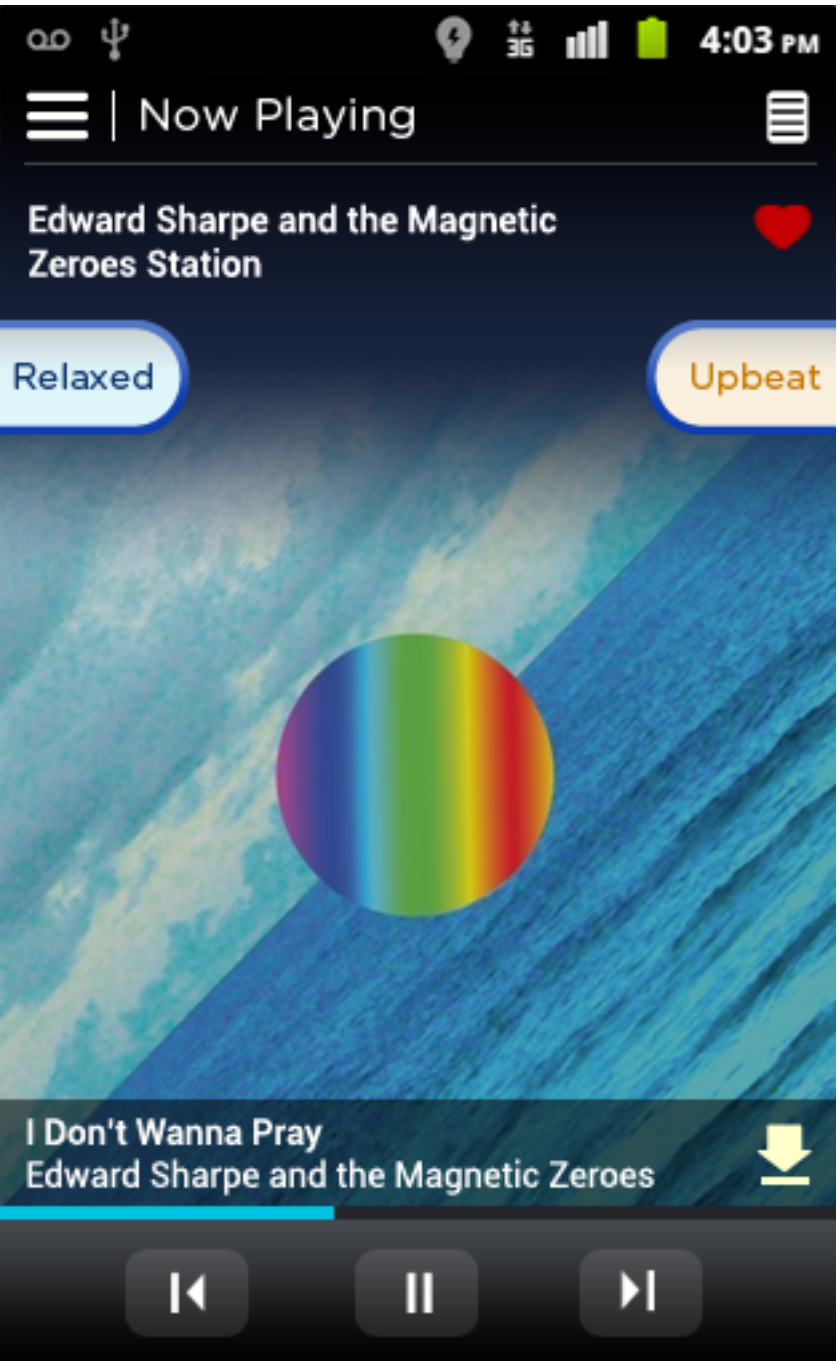
Advanced Tuning - Music Thumbprint
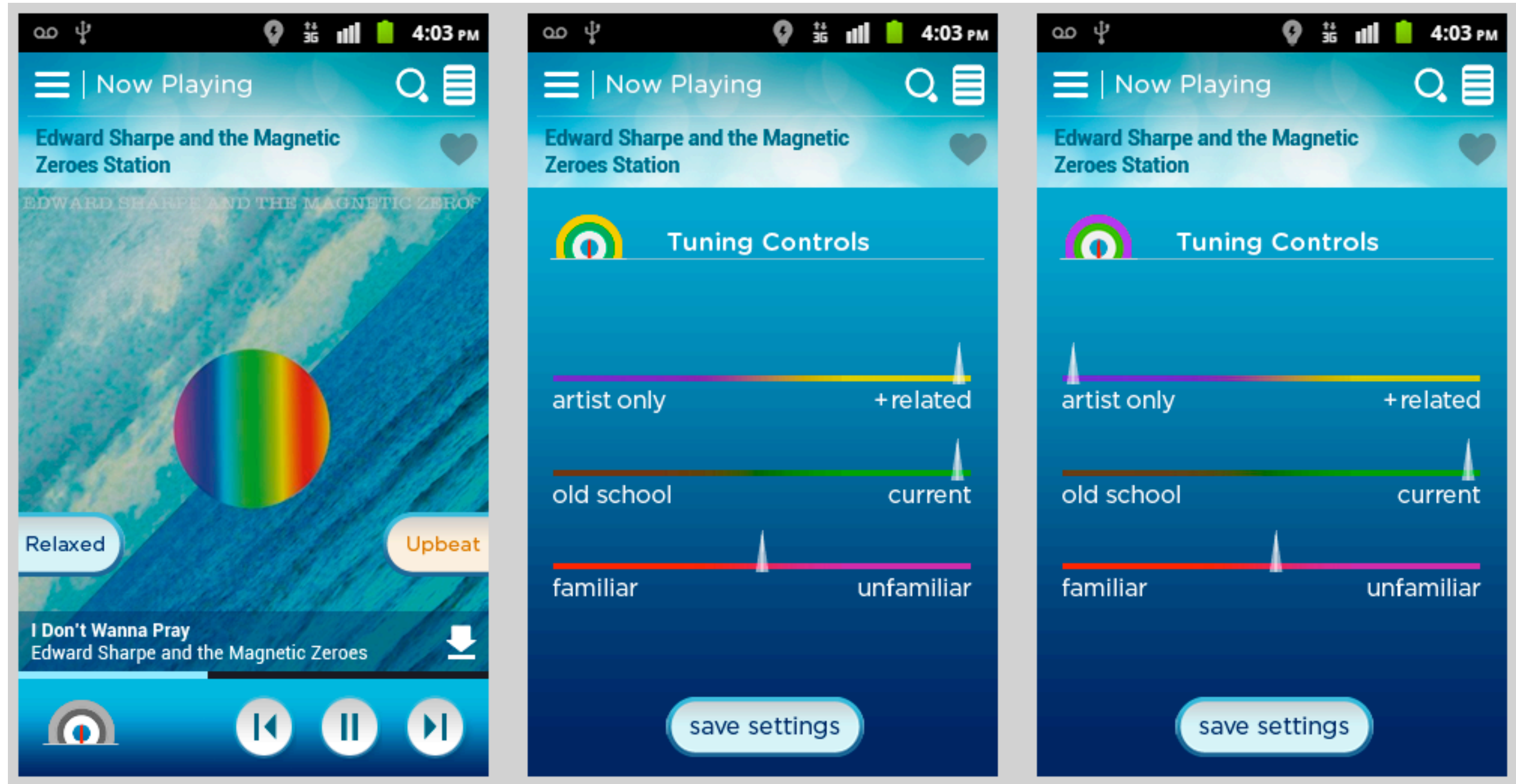
APPENDIX C:
CARD SORT RESULTS

Tuesday, March 5, 13

Number of Votes

0 1 2 3 4 5 6 7

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

44

Number of Votes
0 1 2 3 4 5 6 7

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

45

Number of Votes

0 1 2 3 4 5 6 7

Station Seed

	Very Important	Somewhat Important	Not Important
Emoticon	2 (blue)	1 (pink)	4 (yellow)
Search Box	7 (red)	0 (gray)	0 (gray)
Chat Speak	1 (pink)	3 (green)	3 (green)
Location	2 (blue)	3 (green)	2 (blue)
Mood	5 (magenta)	1 (pink)	1 (pink)
Activity	7 (red)	0 (gray)	0 (gray)
Movie or Game	4 (yellow)	1 (pink)	2 (blue)
Slot Machine	1 (pink)	3 (green)	3 (green)
Roll the Dice	2 (blue)	3 (green)	2 (blue)
From a Photo	0 (gray)	1 (pink)	1 (pink)
Facebook Friend	2 (blue)	4 (yellow)	1 (pink)
Weather	1 (pink)	5 (magenta)	1 (pink)

46

Content in the Playback Area

Social Sharing 2

Number of Votes: 0 1 2 3 4 5 6 7

	Very Important	Somewhat Important	Not Important
Similar Artists	4	0	0
Lyrics	2	2	0
Biography	1	1	1
Similar Songs	4	0	0
Real-time Lyrics (In Sync with Music)	0	2	1
Friends Who Have Listened to Song/Artist	1	2	0
Strangers Who Have Listened to Song/Artist	1	1	2
Genre	4	0	0
Artist and Song Trivia	2	0	2
Artist Photo	1	2	0
Album Photo	1	2	0
Concert Dates	3	0	1

47

Number of Votes: 0 1 2 3 4 5 6 7

Social Sharing

	Very Important	Somewhat Important	Not Important
Add a Portion of the Lyrics	3	2	0
Add all of the Lyrics	2	1	2
Include/Tag a Friend in the Music Post	3	2	0
Add an Emoticon	2	0	3
Add a Personal Photo	3	1	1
Add a Filter to a Photo	0	3	2
Add a Word Tag to the Share	3	2	1
Add an Activity (Cleaning the House etc)	3	1	0
Location	4	2	0
Playlist	5	0	0
Album	3	1	1
Song	5	0	0
Artist	4	1	0

48

49