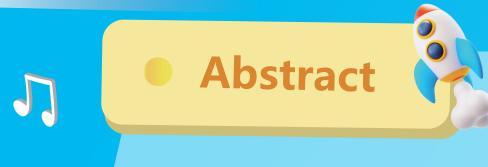# Music Visualisation Based On Spotify To Help Users Explore Music Better

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Abstract

This research focuses on the use of visualisation to help users explore music. I used qualitative and quantitative research methods, music and colour tests in different cultural backgrounds and eye tracking tests on the web and app of spotify. The result shows that colours, text descriptions, emojis and tags as references when explore music could help users understand unfamiliar songs better.

Intro & Background

WeChat is a mobile software used by almost every Chinese. It has a feature that converts voice to text, which reduces the time it takes to know what others have said significantly. If an app allowed music converted into colours, emoticons and tags, it's may help users to explore music better as well.

Design

I mainly redesigned 3 interfaces. They are the Music play page, the Song list page, and the Music search page.

Please scan the QR code on the left for more information.

Prototype by HTML5, CSS3

Methodology

01 Strategize
- Interview
- Questionnaire
- Music And Colour Test

Explore new directions and opportunites.

02 Execute
- Initial Ideas Evaluation
- Tree Testing
- Prototype Test
- Usability Test
- Eye-tracking Test(Web)
- Eye Glasses Test(App)

Optimize designs in order to reduce risk and improve usability.

03 Assess
- A/B Testing
- Online Assessments

Measure product performance itself

Evaluation & Result

For the overall design I make a final assessment. With a total evaluation score of 10, the average points of the 14 participants are 7.5. They agreed that the addition of colours, labels and text descriptions in the interface of Music List, Music Search and Music Play as a reference would help users to explore the unheard songs.

Conclusion & Future Work

In this study, the aim was to assess the usefulness of musical visualisation for exploring unfamiliar songs, and usability of Spotify. It's helps us to improve user experience and understand the relationship between colour, mood and music. This research has identified that people from different cultures have same colour perception of music; Synesthesia of music and colour is not unique to a few people. Due to this study was limited in terms of tester number, more deep trials is needed in the future.