

Scenario-Centric Music Sharing Community for Friends

Abstract

While music recommendations from friends may be more in line with user preferences, this approach still creates problems such as ignoring friends' sharing and difficulty in providing feedback. Therefore, the researcher considers providing opportunities for common music lovers to communicate and discover new music through music communities. In addition, environment affects listening to music, and different environments, moods, and music genres bring different experiences. **The aim of this project is to build a scene-based music sharing community to enhance users' music experience and sharing success.** By providing appropriate music sharing opportunities in specific scenarios, users are able to experience the emotional resonance in music.

Study Methodology

Literature review

The role of social media in sharing
Social music sharing needs in different scenarios
Characteristics of successful online communities

Interview

Understand users' music preferences, needs and behaviours in different scenarios.

Low- Fi Prototype

Low-fidelity prototype versions A and B used to validate design hypotheses.

AB Testing

Compare and contrast two different versions of the design and assess their effectiveness and impact.

Hi- Fi Prototype

Closer to the final product form to more accurately simulate the actual user experience.

Conclusions & Future Work

Recognising that different environments, moods and life situations have a significant impact on the experience of music, this project builds a music sharing community based on scenarios through research and design methods such as interviews, prototyping, and AB testing, providing a new music platform where people with similar life experiences can communicate, share and explore.

Future work that may be needed:

- 1、 Encourage users to participate in the development and improvement of products, collect feedback and respond in a timely manner.
- 2、 Introduce sentiment analysis technology to infer users' moods and emotions in different situations through smarter means.
- 3、 Scenarios join specific community events, themes or activities, such as holidays, festivals, etc., to further bring users closer to music.

Provide appropriate music sharing opportunities in specific scenarios to help users experience the emotional resonance in music.

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Introduction & Background

Background

Research suggests that users may be more satisfied with music recommendations shared by friends than those generated by the product system, possibly because friends know more about personal preferences and can provide more personalised recommendations. People's music listening habits are strongly influenced by their environment, and different environments, moods and music genres can lead to different listening experiences.

Problem

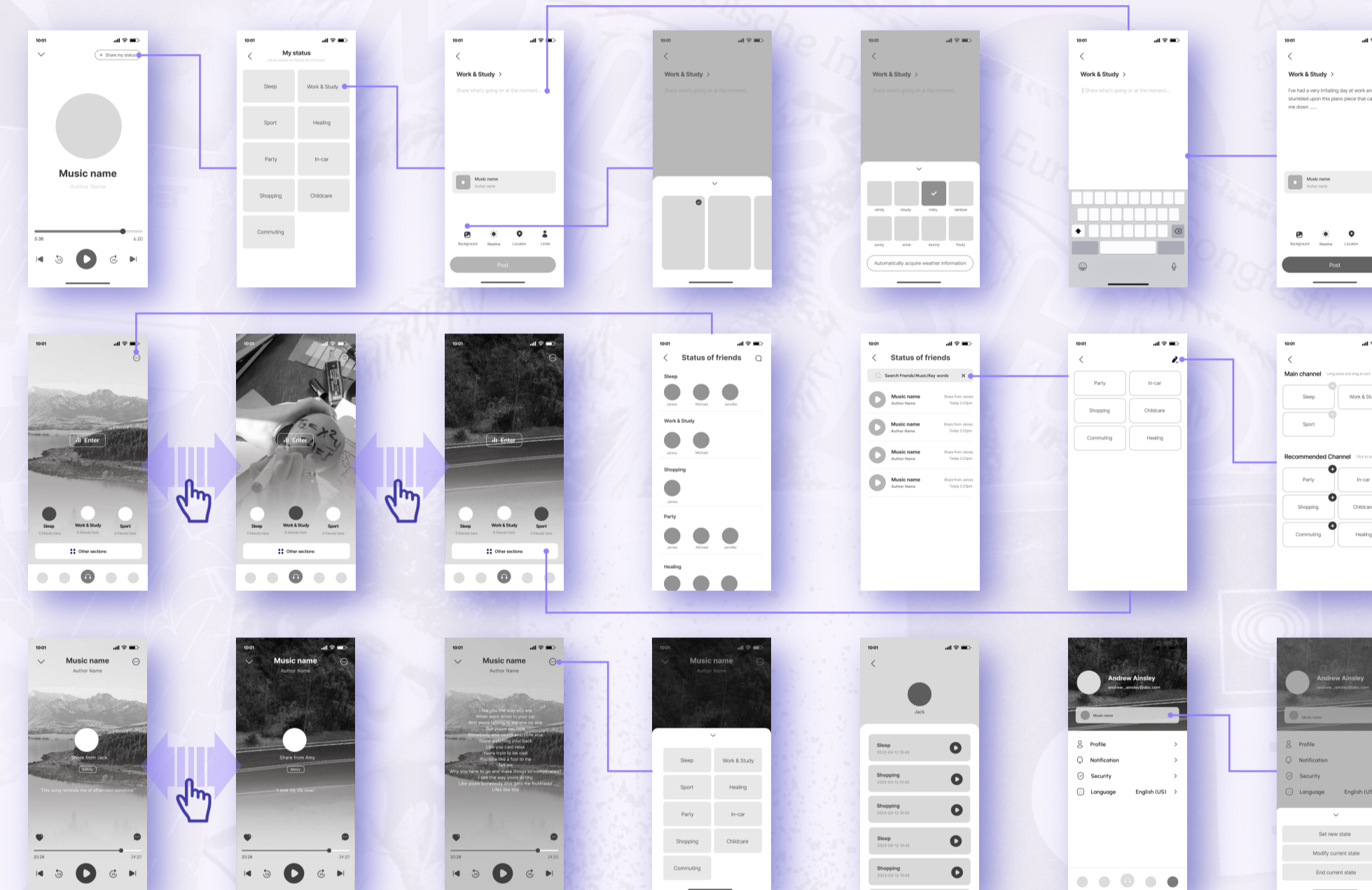
- Ignore friends' music sharing
- Difficulty with emotional resonance
- Can't get effective feedback from friends after sharing

Solution

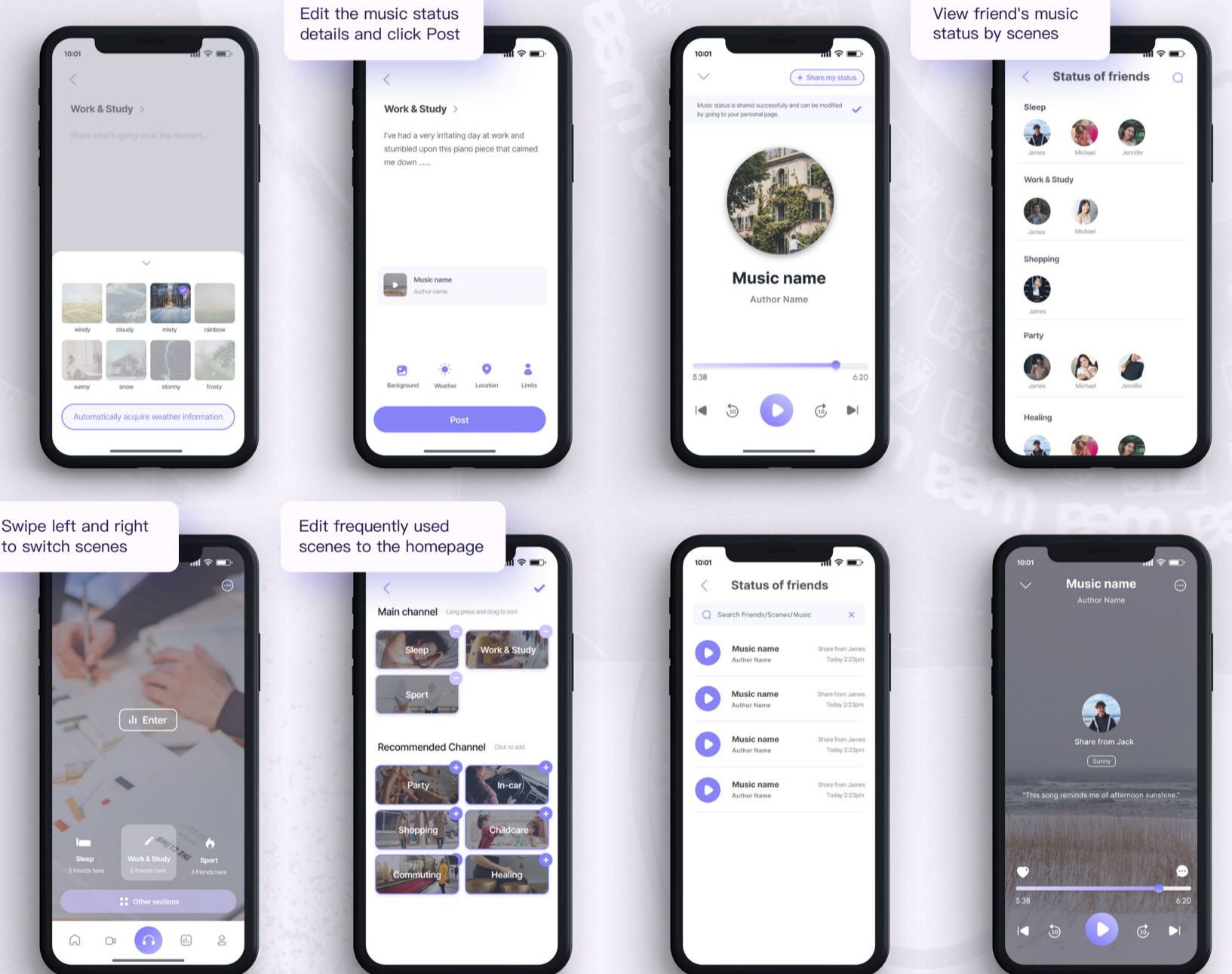
Scene-based music community function allows users to share and discover music in specific scenes, and enhance the emotional resonance experience by creating music sharing opportunities.

Design

User Flow & Low-Fi Prototype



Hi-Fi Prototype



Testing & Evaluation

Participants: 6 young people under the age of 35 from Tier 1 or Tier 2 cities who fit the profile of the product's target users.

Purpose: Validate the different design assumptions for versions A and B to better understand user preferences and needs for the experience of using the Scene Music Status feature.

Tasks: Users were guided through two versions of the prototype and were required to complete four tasks based on the primary and secondary functions of the product.

Based on users' feedback and opinions, aggregate the data, compare the test results of version A and version B, and draw conclusions to combine the parts of the two design versions that are more in line with users' expectations and needs in order to further optimise the product design.

Research Results

1. Scene music status: The content and location of the guide text needs to be clearer.

2. Personalise frequently used scenes: Users want to be able to edit their frequently used scenes so that they can find them more quickly.

3. Functional portal guidance: Users preferred the placement of the buttons in version 1 because it was more in line with common operating practices.

4. Interaction experience: Users have slightly different preferences for interaction and information presentation, with an overall preference for immersive interface design.