

# MUSIC TAKEN OUT OF CONTEXT

an idea by Phillip, Casey, Stephen, and Santiago

INSPIRATION

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Desire for new relationships

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Desire for new relationships

Dread for awkward moments

# INSPIRATION

Desire for new relationships

Dread for awkward moments

Uncomfortable with randos



**Ran·do** [ran- doh], n. **1.** a person you haven't met yet.      **2.** a person with whom you haven't found anything in common with.

Potential friend

MUSIC



MUSIC

Passion

# MUSIC

Passion

Fun to talk about

# MUSIC

Passion

Fun to talk about

Something to bond over

TO ~~CONNECT~~ PEOPLE

# INTERVIEWS



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## Conversations

Cycle through topics until finding a common interest

Comfortable talking to people with similar experiences

First 2 min make it or break it

## Music

Choose music based on their situation

Use music tastes to infer about someone's personality

Hesitant to share music

# TASK ANALYSIS

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## Users:

students in a social atmosphere, looking to make friends

## Desires:

eliminate rando factor

selected sharing of music tastes

## Disconnect:

people don't really know what others are listening to

share music on extreme occasions (really good new song)

BRAIN STORM

# CONTEXTUAL MUSIC SUGGESTIONS



# CONTEXTUAL MUSIC SUGGESTIONS

Contextual playlists

# PROTOTYPES



Automated playlists based on habitual actions

# PROTOTYPES



Car playlists generated with everyone in mind

# CONTEXTUAL MUSIC SUGGESTIONS

Contextual playlists

# CONTEXTUAL MUSIC SUGGESTIONS

Contextual playlists

Contextual song recommendations



# PROTOTYPES



Predicts song popularity based on people nearby

# CONTEXTUAL MUSIC SUGGESTIONS

Contextual playlists

Contextual song recommendations

# CONTEXTUAL MUSIC SUGGESTIONS

Contextual playlists

Contextual song recommendations

Musical relationships

# CONTEXTUAL MUSIC SUGGESTIONS

Contextual playlists

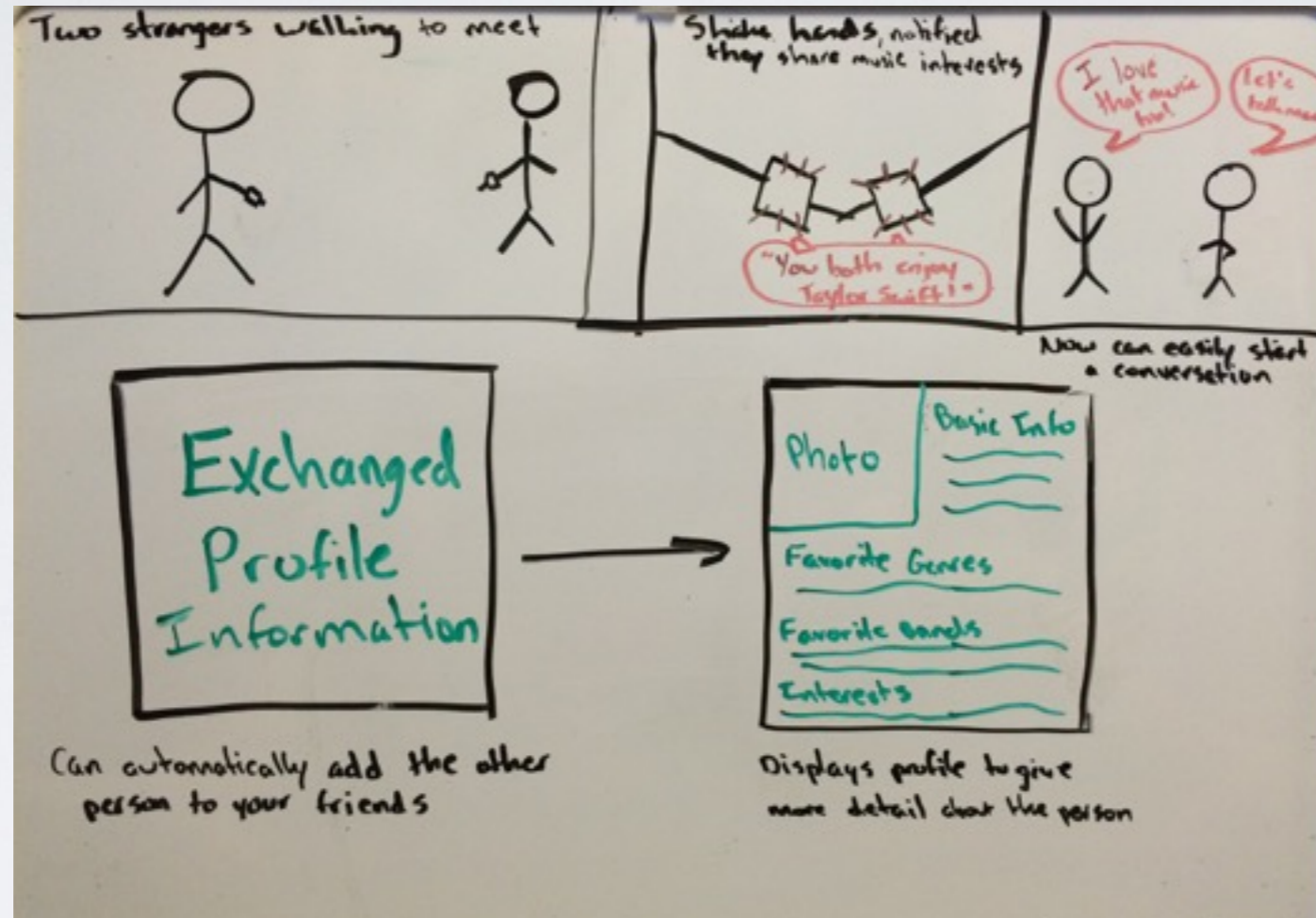
Contextual song recommendations

Musical relationships

Musical introductions



# PROTOTYPES



Using music to facilitate introductions



# QUESTIONS