

Family Music Player

Concept Validation

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Focus Groups



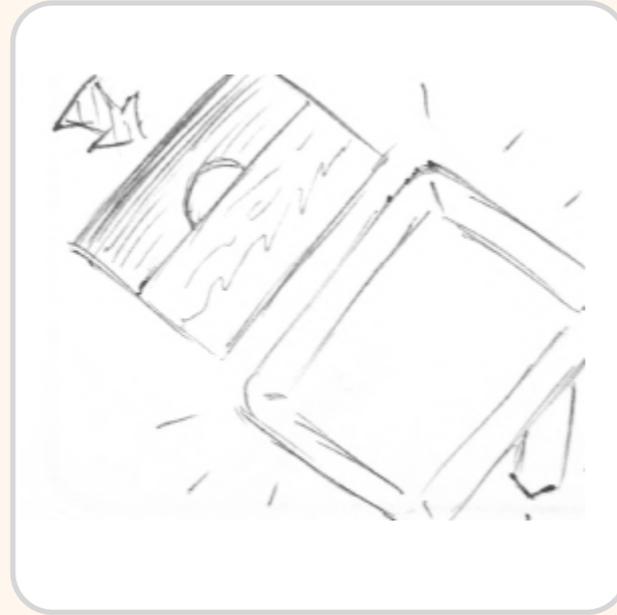
3 Participants Across 2 Sessions

*All Fathers, Early 30s
1-2 kids under 6*

Concept A - Music Frame - Exhausted Mom Scenario



Elaine comes home from a long day of work. She's exhausted and needs a little time to recharge before preparing dinner.



She places her favorite picture from her vacation into the Music Frame.



Her playlist of relaxing and soothing music starts playing as she escapes the world for a few minutes. Billy and Jill see the picture in the Music Frame and knows not to bother her.



Elaine's worries are washed away and she's able to prepare a delicious meal for her family.

Need

To be able to take a quick break from family and responsibility

Validated

Using one's own photos

Invalidated

Music is a sufficient cue

Escape is not possible with kids at home

Playlist configuration could be problematic

Do I have to carry pictures around to listen to music?

Ideas

Concept B - Music Frame - Kid's Scenario



Billy's parents are busy with yard work. He's getting bored and wants to listen to some music.



Billy pops a picture of his favorite superhero into the Music Frame.



A playlist of his favorite music plays as he pretends to be his favorite superhero.



Billy's parents are able to finish their yard work without worrying about Billy.

Need

To allow kids to listen to music without bothering the parents

Validated

Music should support or inspire an activity

Music could help a parent understand what their kid is doing even when they are in a different room

Invalidated

Parents don't want to hear the same songs over and over again.

Parents should always control the music so that they don't go crazy.

Ideas

Listen to audiobooks together in the kitchen. While parent cooks, kid draws.

Getting the kids engrossed in something is a relief for the parents.

Concept C - The Music Table



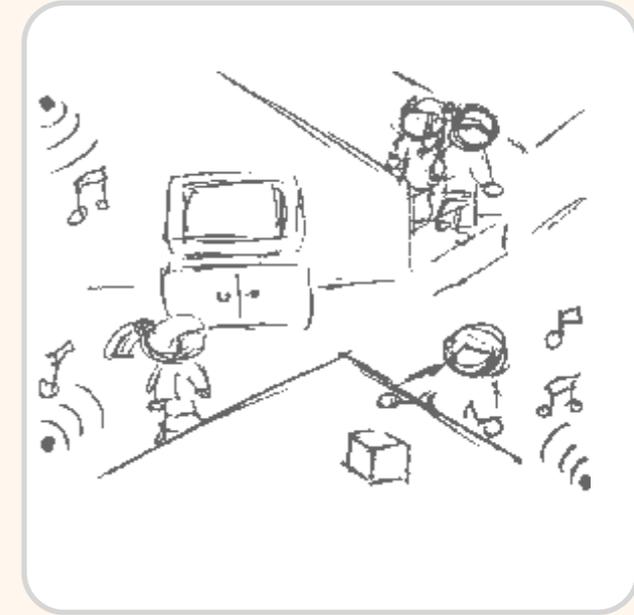
It's a lazy Sunday afternoon and Marty sits at the living room table to do some work. He places his keys on the table, and the Music Table recognizes Marty and begins playing his favorite music.



After a little while, Billy wants to play cards with his dad. Billy places his favorite toy on the Music Table, which queues up songs that both Billy and Marty enjoy.



Elaine and Jill get back from shopping and join the family for some games. Elaine places her purse on the table, and Jill places a doll on the table. The Music Table plays songs that appeal to the whole family.



Billy and Jill's parents get sleepy and head upstairs for a nap. With only Billy and Jill's toys on the Music Table, it plays their favorite tunes.

Need

To allow the family to play together while listening to music that everyone will enjoy

Validated

Interaction with the table sounds like it could be fun

Invalidated

Parents/kids don't have musical tastes in common

Kids don't put stuff on the table all the time

Parents' responsibility to introduce kids to new music

Ideas

Abstract representation of music being played on the table

Only some of the table should be sensitive

Want more visual engagement

Concept D - Cards - Kid's Scenario



Billy's mom gives him cards that have his favorite music on them. Each card has a picture on it. Some cards have one song and some cards have several songs on them that Billy picked out himself.



When Billy wants to listen to music, he drops some cards into the player. There are players in many rooms of the house.



When Billy goes on car trips there is a spot for him to play his cards in the back seat as well. On some trips his parents want to choose the music to listen to from the front seat, and don't let him choose. On long trips he sometimes uses headphones.

Need

Tangible but disposable music

Validated

Easily replaceable media is good. "I do like that a lot"

Invalidated

"We end up controlling the music in the car anyway"

"Master/slave relationship"

Kids want to do/use what the parents do/use

Ideas

Kids could trade this like baseball cards

Kids have favorite songs in an album - should be able to access those tracks

Secondary function of cards (game?)

Concept E - Cards - Parents' Scenario



Marty and Elaine can use their computer to print out cards representing songs, albums, or entire playlists. They frequently print out cards so that their son Billy can listen to music himself, but they have found that they like the card system as well.



When they have guests over, they can put the cards out on the coffee table so that they and their guests can look through them and pick music to listen to. The cards become a conversation piece.



The cards are great for the kitchen too, because they're so quick to use. Grab a card, drop it in the player next to the phone, and you're done. They're also disposable. If Billy loses one or spills something on it, it's easy to print up a new one.

Need

Tangible but disposable music

Validated

Good for parties - spread them out and allow people to choose, but limit that choice

Invalidated

Not useful to carry around
Step backwards from iPod

Ideas

Concept F - Faceplates



When Billy wants to listen to music he simply uses the faceplate on the music player with the large buttons



Other times when his dad Marty wishes to use the same music player, he uses the more advanced touch-based interface on top of the player instead.



The music player also comes with an LCD remote for the parents. A similar large-button faceplate can be placed over the LCD remote to create a "kids' remote" for the player.

Need

Separate interfaces for parents / kids

Validated

Separate remote for the kid would be good

Kids would play music more often

Kids get an interface they can't break or screw up

Invalidated

Don't give kids access to expensive electronics

Navigation issues

Kids would use too much - irritating for parents

large player/shared interface seems like a waste

Ideas

Music for kids is separate time - focus on times when the family is together

Lock feature on electronics

Reconfigurable touchscreen

Electronics hidden away - give remote to kids

Concept G - Soundtrack - Kids' Scenario



Billy and his friend Sam are playing superheros. When they put on their costumes, superhero music plays on the speakers in Sam's room.



Billy and Sam chase each other through the house. The superhero music follows them as they run from room to room.



Sam's dad Marty is in the kitchen listening to his own music. When Sam and Billy run in, the superhero music doesn't follow them.

Need

Hands-free background music that supports play

Validated

Imaginary world is fun for kids - that's what play is

Better than TV - supports imagination

Invalidated

Mapping music to costumes / toys / context... how?

"Building and enhancing delirium"

Creepy for a kid playing by himself, better if at play with others

Ideas

Co-Branding

Enhances or suppresses imagination?

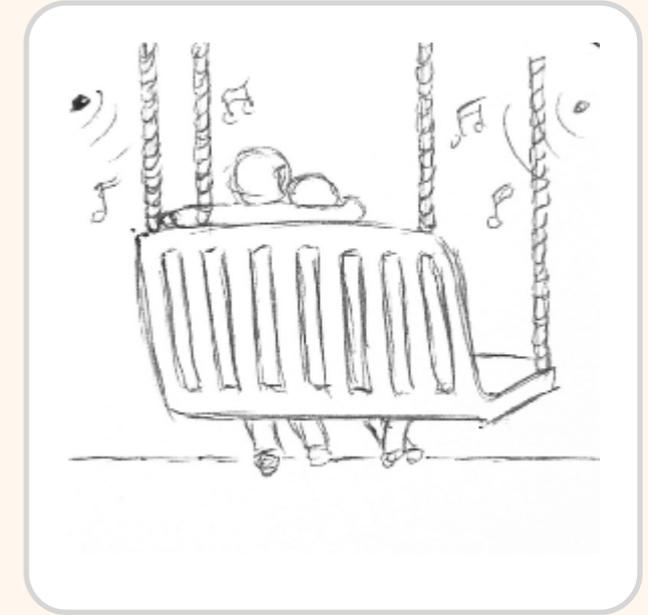
Concept H - Soundtrack - Parents' Scenario



Elaine and Marty are picking up Billy from his friends house since his grandparents are coming to dinner. In the car, the stereo knows to play music that will appeal to the whole family.



The house knows that Elaine has taken out the good dishes for a dinner party, so it plays Elaine's "upscale dinner party" playlist at low volume.



After the grandparents leave and Billy is asleep, Elaine and Marty relax on their porch swing. Their "romantic playlist" plays softly in the background.

Need

Hands-free background music that supports household activity

Validated

Invalidated

Need to be able to change the music.

Turns your life into a movie

Don't want to spend my life making playlists

Won't be able to tell exactly what mood I'm in

Ideas

Sticky Concepts



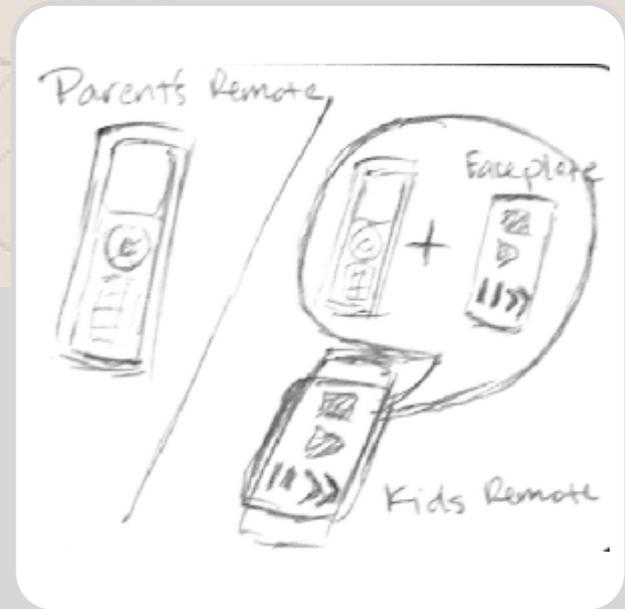
Disposability



Augmenting Play



Objects as Tokens



1 Device, Many Interfaces