Mymyoooz
Plan your social life through music!

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Introduction

Have you ever been out with friends at a venue that played music you hated? Did it irritate you all night? MyMyooz is an iPhone application that assists users with finding events and parties at bars, clubs, or venues in their area that fall in-line with their musical tastes by scanning the music in their iTunes library. Users can further browse events by other descriptors such as type of event, cost, keyword, and genre of music being played. Users can also connect with their friends to let them know about what events they love or are planning on attending. MyMyooz further gives managers and promoters the power to input all their events and parties' information in order to better target their desired customers.

This report discusses the concept, process, and steps taken in the creation of the MyMyooz iPhone application and website concept. The report is written in the similar order to which the application was designed and the process by which the final product was produced.

The name "MyMyooz" combines the partial phonetic spelling of the word "music" which is "myoozic" and the word "my" to create the meaning "my music." The application is named thusly because it's main functionality uses the user's musical tastes to find them new and exciting things to do - mainly within the nightlife arena.

Group Members

Gregory Shapiro - MIMS '13 (Concept, Research, Design, Usability Testing)

Benjamin Shapiro - BA Computer Science and Cognitive Science '14 (Concept, Implementation)

Advisor: Kimiko Ryokai

How MyMyooz Began

The MyMyooz concept came to fruition because Gregory had two problems that he wanted to solve. The first problem was that often when he would go out in the evenings and on the weekends with his friends, they would go to local and convenient establishments where music was played that he really didn't care for. For him, music is a large part of what makes a bar, club, or venue enjoyable; if he does not like the music, the quality of his experience is diminished, and with it, his mood! But the second problem was that when he suggested to his friends that they go to another venue where there was "better music," they would always confront him with "Okay, so where do you suggest?" and his suggestions were few. So what he really needed was a way to find bars, clubs, and venues that played music that he loved. Not an easy task to tackle.
The Original Idea
Since we keep our current favorite music in our iPhones which we use as our primary MP3 players, we thought that maybe, an awesome solution to this problem would be an application that scans the music in our phones and makes suggestions of places to go based on what we are currently listening to. The idea sounds pretty awesome, but through exploration of this concept and user research, we learned that not only was it not simple to implement, but it was difficult to make sure that the desired result was returned.

User Research
We conducted the user research for this project by using "friends & family" which then actually turned into a snowball sample as various people suggested speaking to other people in the bar and events industries. We spoke with 10 friends and family members which led us to then speak to a bar manager and an events and party promoter. In a way, the two people we were snowballed to gave us some of the most pertinent information that led us to the evolution of Mymyooz.

The quotes from the interviews that influenced the direction of Mymyooz the most are listed below:
"I’m not a music person, this would be useless to me…"
"My iTunes library is really divers; scanning the whole thing would probably prove worthless…"
"I know about most venues, but I never know what sort of events are going on in them…"
"I want a way to promote my parties and events… the bar itself is doing fine…"

The main overall finding that we discovered through all of these interviews was that events and parties were things people were interested in finding out more about but venues hardly mattered at all because people already knew about most venues that they would be interested in going to - or already had other methods for discovering new venues. What they did not have, was a way to consistently find out about new events happening IN these venues.

User Personas
After the 12 interviews were completed, we put together 7 personas that were grouped into 4 categories of "bigger picture" personas. The personas are below along with their persona cards with more information about them. That information includes their music listening habits, use-case scenarios for how they would use Mymyooz, as well as over-arching quotes that best represents each of their personas within the Mymyooz application.
SUPER LISTENER PERSONA:
VARIETY SUPER LISTENER

"I listen to many different types of music. When I go out, I love trying new venues. Depending on my mood, I could be down for a chill night of jazz or folk music, or an upbeat night of dancing and pounding beats. Variety is the spice of life!"

Jeremy

Age: 27

Occupation: Social Media at a Tech Startup

Music Listening Habits: Listens to a huge variety of music, and lots of it. Constantly buying new music, reading up on new artists, and creating new playlists. His iPhone gets updated daily with the latest music of all sorts.

Application Use-Case: Uses Mymooz every Thursday or Friday to see what events and parties are going on this weekend. Always looking for the latest parties and new events going on in the area.
SAMENESS LISTENER PERSONA:  
SAMENESS SUPER LISTENER (TOP-40/POPULAR)

“\[\text{I only like top 40 hits and remixes. I'd only go to places that play that kind of music. I like to go to gay venues/parties with most friends, and mixed/straight venues sometimes with my girlfrends.}\]

Christopher

Age: 24

Occupation: Marketing Associate at a medium-size advertising agency

Music Listening Habits: Constantly buying new music when he hears about it from friends or on Facebook. Stays on top of the latest music hits and charts - specifically top 40 and top 40 dance remixes. Prefers the same when going out. Rarely strays from top 40 hits.

Application Use-Case: Uses Mymyooz once a week to see what parties and events are going on.
SAMENESS LISTENER PERSONA: SAMENESS SUPER LISTENER (TRANCE/SPECIFIC)

Stephanie

Age: 23

Occupation: iOS Developer at Zynga

Music Listening Habits: Constantly buying new music when she hears about it from friends or on Facebook. Stays on top of the trance music scene. Doesn't listen to anything else.

Application Use-Case: Uses Mymyooz often to scan entire iPhone library to constantly make sure she stays on top of what clubs and venues are playing the latest trance music. Also helps with keeping tabs on which Trance DJs are performing in town at various club venues.

*I only like trance music, and if I always had my choice, I'd always go to places that play trance music for dancing.*
AVERAGE LISTENER PERSONA:

Bradley

Age: 35

Occupation: Bartender

Music Listening Habits: He buys music when he hears something that he likes, either through friends, Facebook, or while out with friends. Doesn't really make a strong effort to keep up with artists and new music, but just stumbles upon it in everyday life or when the mood strikes. Has recently started paying for Spotify so that he doesn't have to pay to download music because he gets tired of music fast, and doesn't care to keep music that he used to listen to.

Application Use-Case: Uses Mymyooz to scan specific playlists depending on what mood he's in the mood for to learn about new parties, events, and concerts that are happening in the area.
AVERAGE LISTENER PERSONA:  
“DOESN’T CARE” LISTENER

Sarah

Age: 29

Occupation: Consultant at a large consulting firm

Music Listening Habits: She doesn’t pay for music, uses free services like Pandora and Rdio. Goes out with friends every weekend, but never asks or cares about what music is played. Hangs out at bars and clubs.

Application Use-Case: Used Mymyooz once, but finds it pointless because there is almost no music on her iPhone.
HOST PERSONA:

Bar Manager

Robert

Age: 38

Occupation: Full time bar manager and bartender

Current Promotion Tactics: Posts information about various new events on Facebook, updates the bar websites as often as possible, and posts fliers around the bar and in the bathrooms so patrons are aware of the new weekly events. In the cases of one-off charity events, he lets the people running those events make Facebook Events and advertise how they like on their own time.

Application Use-Case: Updates Mymyooz whenever a new event is created at the bar be it a weekly event or even a one-off beer bust or fundraiser event to help spread the word.

"I just want people know about the various weekly events we have but they change pretty often because we're always trying to get more people into the bar."
HOST PERSONA:

PARTY PROMOTER

Tommy

Age: 28

Occupation: Advertising Associate by day and party creator and promoter by night

Current Promotion Tactics: Currently postsers neighborhoods and bars/bars bathrooms where the likely clientele go. Creates Facebook events and invites everyone he knows and asks people to invite their friends. Venue website also puts up a flier on the website that gives all the party information.

Application Use-Case: Updates Mymyooz weekly as his parties change each week. He promotes weekly, bi-weekly, and monthly parties that all have a specific sort of theme and they need to be updated consistently to feature the upcoming DJs, performances, special guests and hosts, drink specials, and sometimes even venue change.
Pain Points

Through the analysis of the user research and the subsequent development of the user personas, we concluded that Mymyooz needed to address main points for two different groups of people: what we call "Listeners" and "Hosts." Listeners are essentially customers of venues and parties and events or "users" and Hosts are venue, event, and party promoters and managers. Listeners need to be able to find new events and parties that they'll love and that fall in line with their musical tastes at the places that they already know about and Hosts need to be able to tell their already existing customers about all the new parties and events that they are putting on as well as getting more new customers coming into their venue.

So the problem really boiled down to how can Mymyooz assist bar managers and party and event promoters and organizers in getting the word out about their events. As it currently stands venues do one or more of the following things to promote their events:

1) They post fliers and posters around their own venue, in neighboring venues, or around their neighborhood.
Example:

![Image of a flier for a Thirsty Thursday Toga Party]

- **THIRSTY THURSDAY TOGA PARTY**
  - **Thursday, May 9th!**
  - 9:30 PM
  - **TOGA! TOGA! TOGA!**
  - Grab a bed sheet - it's Toga Thursday at ATMOSPHERE!
  - 447 Broadway St. SF
  - $1 Sliders
  - $2 Nachos
  - $3 Drink Menu
  - Prizes for Best Toga!
  - Play Toga Bingo to win $3 Shots! (Mingle with others to complete your Toga Bingo Card).
  - Free Entry with Drink Purchase.
  - 1st Drink is regular price, next 3 drinks are $2 (Wells & Bud)
2) They post information on their Facebook page and/or website. Example:

![Image of a flyer for an event at Toad Hall]

3) They send out their event information to various websites that attempt to list events happening in certain cities. These websites (examples: metromix.com and sfstation.com) usually simply post the event's flyers on their site with no attempt at giving users a way to find these events or sort them in various ways that might allow for easier retrieval of the information.

Mymyooz hopes to alleviate these promotional issues for Hosts, and allow for better and more successful retrieval of the information for Listeners.
Mymyooz Re-Imagined

All of this information led us to re-imagine what Mymyooz would become: an event finder application that allowed for the scanning of music as only ONE of the ways that Listeners could learn of new events and parties happening at venues around them. The storyboards below explicitly lay out how a Listener could use the Mymyooz application to enhance their life and how a Host (in this case, a party promoter) could use Mymyooz to increase their customer-base for their events.

Use-Case Storyboards

<table>
<thead>
<tr>
<th>Storyboard: Super Listener Persona</th>
<th>Scenario: Variety Super Listener Use-Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeremy is a hardworking guy who lives by the motto &quot;work hard, play hard.&quot; But because work keeps him so busy and he spends a lot of his spare time reading up on new music blogs and downloading the latest tunes, he doesn’t really have time to research events going on for when the weekend comes around.</td>
<td>His friends will throw out ideas for what to do come Friday night, but they usually just involve hanging out at the local bars and Jeremy wants to do new and exciting things.</td>
</tr>
<tr>
<td>He selects his playlist titled &quot;top 25 most played&quot; (which lately tends to be mostly top 40 remixes) and presses &quot;SCAN.&quot;</td>
<td>Mymyooz presents him with a list of venues with parties happening tonight that play the same kind of music that’s in his top 25 most played list.</td>
</tr>
<tr>
<td>So when it’s quitting time at work on Friday afternoon and his coworkers are hanging around drinking beers, Jeremy pulls out his iPhone and loads the Mymyooz application.</td>
<td>Jeremy and his friends have an amazing Friday night at a new monthly party called &quot;Chaos!&quot;</td>
</tr>
</tbody>
</table>
What Mymyooz Became

After solidifying how Mymyooz would fix pinpoints for Listeners and Hosts, it was time to figure out what was needed to be created, designed, and implemented in order for Mymyooz to become a reality.

Mymyooz needed a website for Hosts to be able to input their event information along with the musical genres that were to be played during that event or party as well as an iPhone application for Listeners to be able to browse and find new events and parties that either fall in line with their musical tastes or some other organizational criteria.

And so Mymyooz has become an iPhone application that assists Listeners with finding events and parties at bars, clubs, or venues in their area that fall in-line with their musical tastes by scanning the music in their iTunes library and further allowing them to search and browse events by other meaningful event and party criteria. The Mymyooz website further gives Hosts the power to input all their events and parties' information in order to better target their desired customers through the
Mymyooz iPhone application. In fact, without Hosts inputting their information, Mymyooz would fail to work.

And here we’d like to point out it would be possible for Mymyooz to input the information from the promotional pamphlets themselves but there would be no way for us to keep up with all the venues and all their new and recurring events because of the volume, and one of the main functionalities of the Mymyooz application is the ability to scan a Listeners iTunes music and recommend events and parties based on that scan. In order for that to work, Hosts need to input genres of music that will be played for each of their events - this is information that Hosts do not usually place on flyers or publicly list in the way that Mymyooz needs it. The way the Mymyooz system is set up, each Host creates an account for each venue they manage and then they can input events, event information, and musical genre information for each day of the week for that venue.

Website First Prototype

We designed the first website prototype using Balsamic Mockups. The screens for the prototype are below.
Mymyooz: Plan Your Social Life Through Music!
iPhone Application First Prototype

We designed the first iPhone prototype using Balsamic Mockups.

Some screens of the prototype are below and the full interactive prototype can be viewed at http://gregorydshapiro.com/mymyooz_prototype1/1.1.htm.
Mymyooz: Plan Your Social Life Through Music!
Mymooz: Plan Your Social Life Through Music!
Usability Testing and User Feedback

After the first iPhone and website prototypes were completed, we conducted usability testing and user feedback with 6 potential users. The website was only tested for usability because we were not able to find any Hosts in time to partake in testing and feedback.

The usability testing and user feedback hypotheses and script for the iPhone application are below:

Users will understand what “Scan My Music” means.
Users will understand what “Your Past Scans” and “Check-In Stream” refers to.
Users will know how to get to the main menu page.
Users will comprehend the difference between “Scan My Library” and “Scan a Playlist or Artist” buttons.
Users will understand that the “Scan Results Page” is a ranking order of match to their music.
Users will understand that an “event page” is for an event, NOT a venue.
Users will understand how to access more photos for an event.
Users will understand how to close out of the photos for an event.
User will understand how to access more features once on an event page.
Users will understand why they would check-in to an event.
Users will understand how to favorite and rate an event.
Users will understand how to get back “home.”
Users will know how to get to the main menu page.
Users will understand where they can go to find an event once it is favorited.
Users will understand how to view other scans and what those types of scans are.
Users will understand how to browse events without scanning music.
Users will understand what “Tell a Friend” is and does.
Users would check-in to events to get money-saving deals.
Which feature was your favorite? Which one would you use the most?
How would you imaging using this tool? How does this tool fit into your life? Can you give me an example?
Which feature did you care for the least? Which one wouldn’t you use?
Can you think of a feature you wish you had?
Users would scan their music in order to find events.
Users would use this application to find events.

A lot of minor changes were learned that needed to be made to the iPhone application. These included:

Ability to cancel scan
Events need to display rating
Events need to display the deal
Change global scans to “popular”
Refresh button for popular and local scans which would include most checkins, highest rating, and trending
Ability to browse events by rating, most favorites, and date
New swipe menu for event options - swipe left to right for the menu
Facebook and Find Friends put into ”my friends”
Add profile on main page instead of notifications
Add location input to scan page

Changes learned to be made for website:
Ability to repeat events weekly, bi-weekly, or monthly
Accordion-type navigation for simplifying the inputting of information and organization of that information
Calendar-style event input
Make it clear that you’re logged into a venue, not an event
Move logout button to where login button is on first page (not reflected in the second prototype)

Website Second Prototype
We designed the second website prototype using Balsamic Mockups.
The screens for the prototype are below. This was used as the guide for the implementation of the website. The website can be viewed at http://groups.ischool.berkeley.edu/my2ooz/main.
## Venue Name Goes Here

<table>
<thead>
<tr>
<th>Venue Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Login Information</td>
</tr>
<tr>
<td>Venue Calendar (Events)</td>
</tr>
</tbody>
</table>

### The Company
- About Mymyooz
- FAQ
- Help & Support
- Privacy & Terms
- Advertise
- Jobs

### Stay In Touch
- Blog
- Contact

Available on the
[App Store](http://www.mymyooz.com)
### Venue Information

<table>
<thead>
<tr>
<th>Venue Name</th>
<th><em>Required</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td><em>Required</em></td>
</tr>
<tr>
<td>City</td>
<td><em>Required</em></td>
</tr>
<tr>
<td>Phone Number</td>
<td><em>Required</em></td>
</tr>
<tr>
<td>Email</td>
<td><em>Required</em></td>
</tr>
<tr>
<td>Type of Venue</td>
<td><em>Required</em></td>
</tr>
</tbody>
</table>

**Notes**

**Website Link**
- Website address

**Login Information**

<table>
<thead>
<tr>
<th>Contact Name</th>
<th><em>Required</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td><em>Required</em></td>
</tr>
<tr>
<td>Password</td>
<td><em>Required</em></td>
</tr>
</tbody>
</table>

**Stay In Touch**

<table>
<thead>
<tr>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

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**MIMS Final Project Report**

**Mymyooz: Plan Your Social Life Through Music!**

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iPhone Application Second Prototype

We designed the second iPhone prototype using a combination of Axure RP Pro and Adobe Photoshop.

Some screens of the prototype are below and the interactive prototype can be viewed at http://gregorydshapiro.com/mymyooz_prototype2/Loading.htm.
Scan My Music
Scan My Library
Scan A Playlist
Scan An Artist

Select A Playlist

90's Party Friday Night
Cleaning Mix (4.13.2013)
Cleaning Mix (5.05.13)
Cleaning Mix (5/12/2013)
Inna - Party Never Ends
Josh Groban - All That Echoes (Delux Ed...
Ke$ha - Warrior (Deluxe Edition)
Running Mix #1
Running Mix #2
Running Mix #3
Running Mix #4
Running Mix #5
Sleep Mix (3.22.13)
Sleep Mix (3.26.13)
Sleep Mix (4.16.2013)
Mymooz User Rating

Mymooz Deal: $10 Off Entry

Beatbox
145 Harrison Street
San Francisco, California 94105
(415) 555-5555

Venue Type: Club

Hours Today: 10:00PM - 4AM

www.beatboxsf.com
http://www.yelp.com/biz/beatbox-san-francisco

Tonight’s Party: 2013 and JWFOD are planning to give you a year you’ll never forget. Our goal is always to

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Implementation

In implementing the Mymyooz concept, we laid out a fairly elaborate structure for the system. Although not all parts of the system have been implemented, the structure can best be shown through the following basic diagram:

This diagram depicts only the flow of data through the system (not the actual requests and responses made by each system). The server is essentially the controller for the processing, fetching and dispensing of data to each part of the system, whether it is for the purpose of data entry and updating through the web application or for serving data to users for the iPhone application. Data obviously travels both to the database and from the database; the web application requires data fetching and insertion in order to show venue managers their information and allow them to update it (which in turn requires a data flow between the server and the web application in both directions), and the iPhone app requires indirect access (through the server) to the database in order to show the users the results they want, as well as needing to send data to the server (information about playlists for analysis and user statistics). In this sense, you could view the iPhone app and the web application frontend as two different frontends for the same web application backend. Additionally, data travels from the Freebase API in order to assist us with our genre classifications.

We also had to decide on certain implementation details. For the database, we chose to use MySQL because it was what we were most familiar with. The server is written in python using the Flask framework; there were several reasons for this decision. Python was the language of choice because it is (in our opinion) among the most elegant, but then the choice was between Django and Flask. We decided on Flask first because it is more flexible than Django in that it requires less setup and less structure, which seemed to lend itself better to a small engineering team working on a project that had the potential to change quite a bit. Additionally, we didn’t anticipate having to do a lot of com-
plex server-side web application tasks; yes, the project does involve a web application, but the tasks required in actually serving the 2 or 3 main web pages involved in the application are fairly basic and most of the work done by the server is in data processing and database interaction, which brings us to the next point: Flask comes with a SQLAlchemy extension, a very easy tool for hooking into a MySQL database, requiring little-to-no extra effort and immediately usable. To make a long story short, we wanted to start building right away with minimal difficulty in a flexible programming environment, so we chose Flask over Django. An additional bonus that Flask had to offer was the Flask Login extension, which made authentication and session management very easy.

The final structure we decided on for the relational database was fairly simple and only involved two tables. One of these tables is implemented for use in the web system; this table contains venue information (all of the fields in the venue edit form) and the corresponding venue ID (one row for each venue), a fairly simple layout. Because the decision to incorporate events based on a calendar rather than a single week came rather late, we didn’t have time to implement the rest of the relational structure, but we were able to decide on a structure that worked best. The original idea (a week-long calendar for each venue) only made space for 7 events (if even that), and therefore could have been easily implemented within the venue table previously mentioned simply by giving each venue a slot for each day of the week (not very much overhead since each venue wouldn’t be likely to have more than a couple events per week). However, with this new application structure, each venue could potentially have a number of events on the order of hundreds depending on how far in advance they choose to schedule them, and it’s not practical to give a venue object 365 columns (one for each day in the year). Instead, the structure we chose to use involved one “events” column where the “events” cell of a venue row would contain a list of event IDs, each linked to an event in a separate events table (each row is an event with an event ID).

Transporting the data from the server to the web application was fairly clean because the Flask Login extension combined with SQL Alchemy provided a nice framework for loading in all the venue data into a single object and making it available to the frontend immediately upon login. Further information needs just required a simple query to the current user object. Sending data back to the server was messier simply because of the size of the form for information related to the venue, but by matching up the names of the elements in the form to the names of elements in the table, we were able to essentially map the information keyed to names in the form to information keyed to columns of the same name in the table. Setting this relationship up was tedious and lengthy, but it drastically reduced the amount of work required for data processing.

The web frontend was written in standard javascript (with jQuery, of course) CSS and HTML. The FullCalendar widget from [http://arshaw.com/fullcalendar/](http://arshaw.com/fullcalendar/) was used as the base for the calendar layout of the venue-editing page. No other frontend tools were used, primarily because our coder (Benj) is a backend engineer unfamiliar with the current state of the art in frontend development and UX design.
The Future

Because of the short duration of this project during the Spring Semester, we were not able to conduct as many interviews and usability tests as we had hoped (and with the appropriate targeted users) so we plan to do a lot more of that on all the features of the iPhone application and the website. We also plan to do more research on the features and functionality of the entire Mymyooz system. Specifically, we would like to speak with more Hosts (event and party promoters) to get more information about what would get them to use this system and what sorts of needs and desires they have when it comes to the promotion of their events and parties. Because we only spoke with 2 Hosts (event and party promoters), we believe our view of their needs and desires is limited. We would like to gain more insight on that front by speaking to more of them about what would get them to use the Mymyooz system and how and when they would be inclined to update and input all of the information we are hoping to gather from them.

We will also continue to work on developing the method and formula by which the Mymyooz iPhone application figures out what events to recommend based on the music. We spent some time working on that formula, but since implementation of the iPhone application and scanning functionality was not in the scope of this project, we did not concretely lay out what exactly that formula is in this report. We are, however, currently working on developing two databases (an artist database and a genre database) that will be necessary for the formula to work.

In conclusion, we will continue to work on this project after graduation, and hope that Mymyooz can become an actuality that helps both Listeners and Hosts improve their lives and jobs.