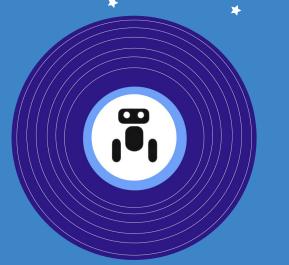
Mood Music



MUSIC IS A CATHARTIC EXPERIENCE. NOW, SO IS FINDING IT.

**

How it Works

The Perfect Song **Your Fave Genre Your Mood** NLP Options x1000 **Your Input Your Input**

Mood Music will ask you about your day!

Natural Language
Processing

Mood Music will ask you about your favorite kinds of music!

Mood Music has access to millions of songs and genres

What makes Mood Music Special?

01

Personal

Feels like a real conversation

02

Offline

Avoid constant communications & notifications on devices

03

Time Efficient

Avoid scroll, uncertainty, and wrong choices

04

Cathartic

Find music to help you process your day

05

Discovery

Find new songs when you're in the best state to appreciate them

User Persona

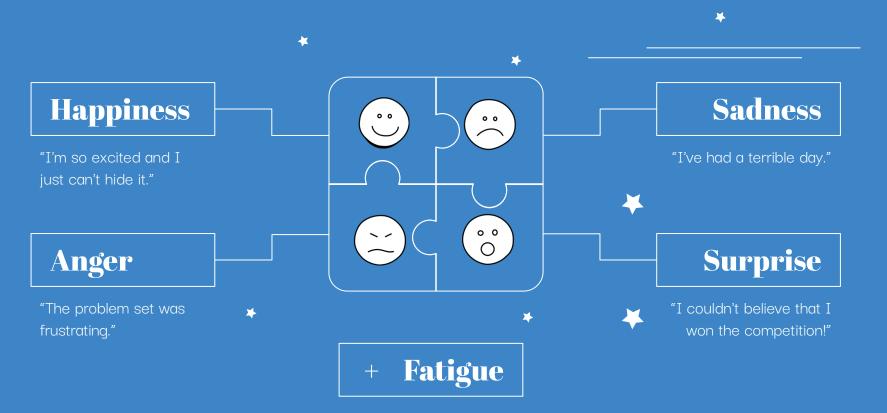


Technologically Proficient | Love Music for the Emotional Experience | Drowning in Notifications

Seeking Efficient Music Processes | Musical Explorers



Emotion Classification



Workflow

Emotion Introduction **Detection** Inquiry Genre Listen and enjoy **Selection Emotion** New song Playback **Confirmation** New genre Start over

Our Initial * Product



What do our users want?

Usability Testing 1



"Make sentences shorter"

"Alexa talk faster"

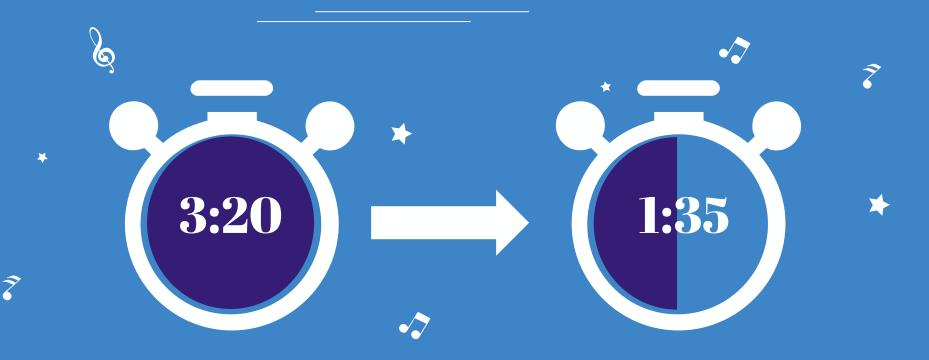
"Conversation not a questionnaire"

"Get to music quicker"

So what changed?

- 1. Shorter prompts & process
- 2. More empathetic and precise
 - 3. More genres and emotions
- 4. Added function: opposite mood

Useability Testing 2 - Improvement



Users loved it!

82%

Found Mood

Music easy to use

82%

Liked the song Mood Music played

91%

Said Mood Music correctly identified their mood

73%

Called Mood Music entertaining *

