

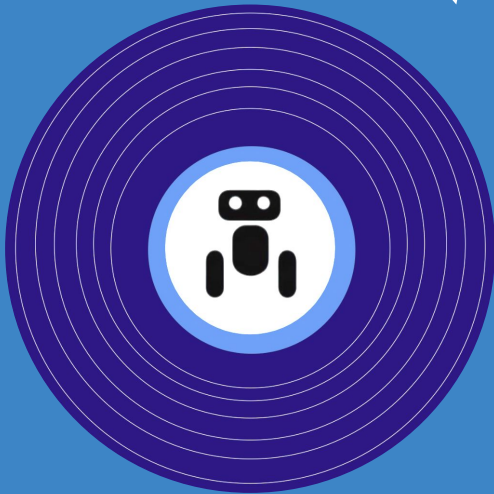
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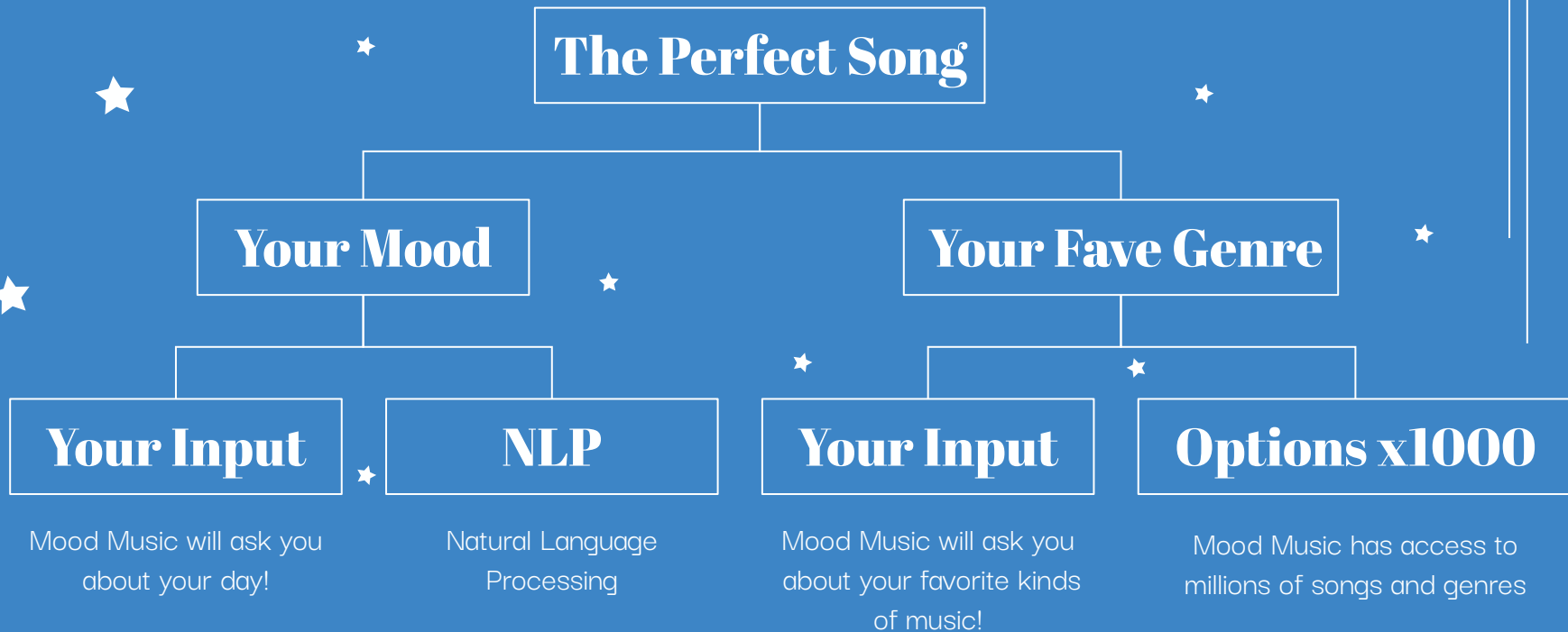
# Mood Music

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

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# How it Works



# 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



**Frank**

Age: 20

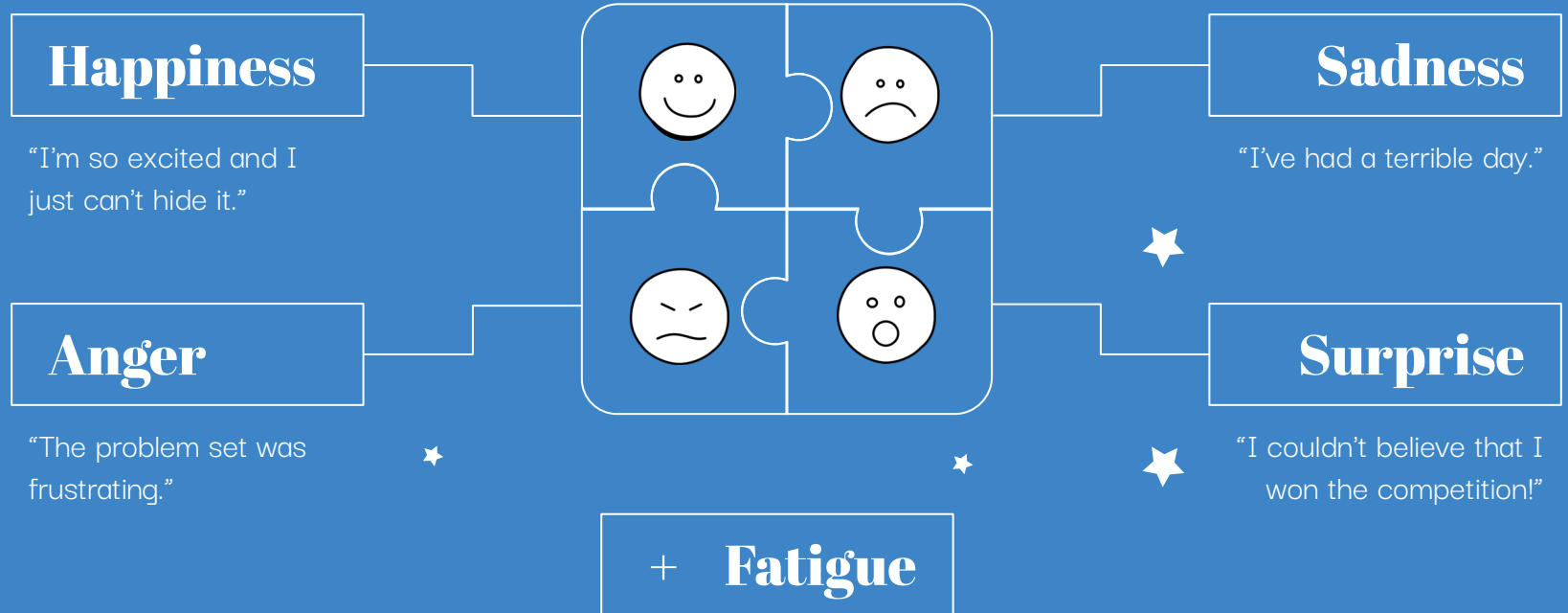
Gender: Male

Music Taste: Likes hip-hop music

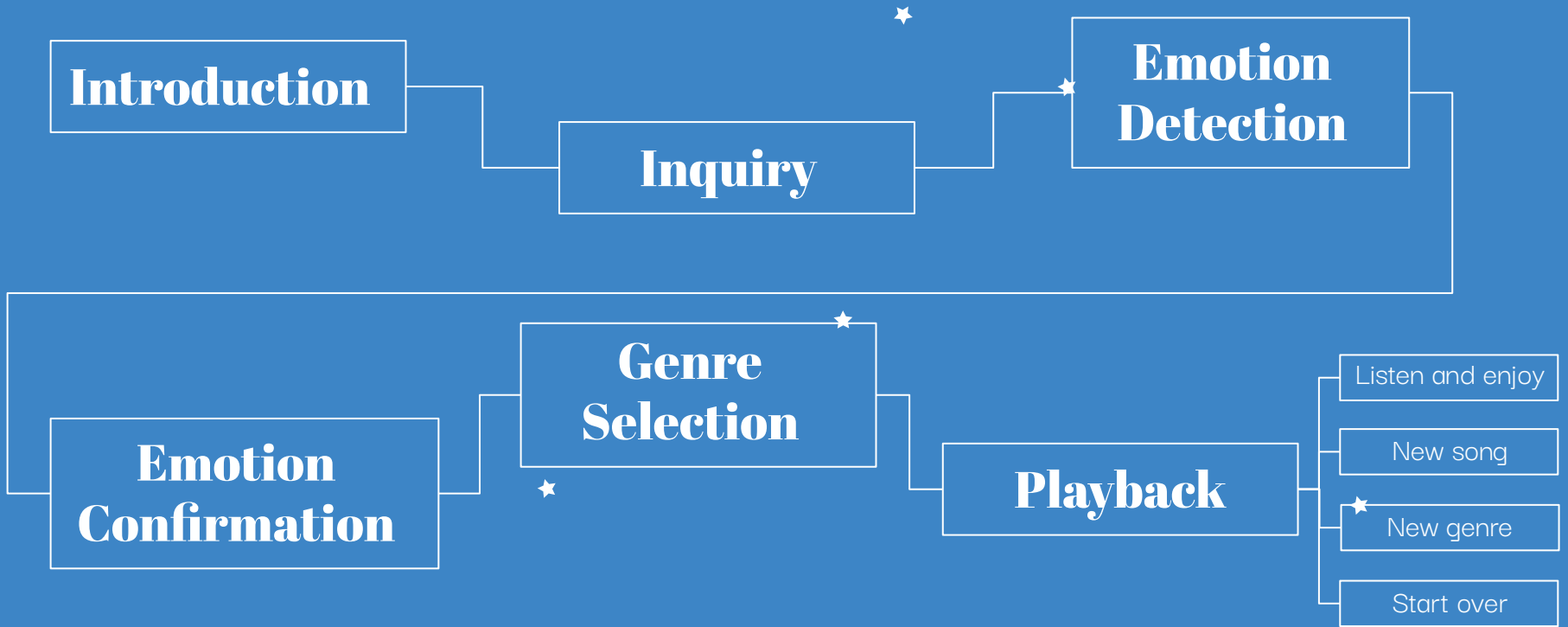
**Technologically Proficient | Love Music for the Emotional Experience | Drowning in Notifications  
Seeking Efficient Music Processes | Musical Explorers**



# Emotion Classification



# Workflow



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★

# Our Initial Product

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★





# 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

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# Users loved it!

82%



Liked the song Mood Music played

82%



Found Mood Music easy to use

91%



Said Mood Music correctly identified their mood

73%



Called Mood Music entertaining

