

Problem Area

Group	Members
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Motivation

Music has always been an important part of social interaction. Shared listening experiences often create emotional connections and help people communicate feelings, memories, and identities. However, with the rise of digital music streaming platforms, music listening has become increasingly individualized. Many people now listen to music through personal devices, which can reduce opportunities for shared experiences.

At the same time, social interaction around music still exists in digital environments. People share songs through messaging platforms, create collaborative playlists, or send links to tracks they like. However, these interactions are often asynchronous and fragmented, meaning that people do not always experience the music together in real time. This raises questions about how digital systems could better support social listening experiences that recreate some aspects of shared music consumption.

The motivation for this project is to explore how digital design can support more meaningful social music experiences, especially for young adults who frequently use streaming platforms and social media. By understanding how people currently share music and what limitations they encounter, we aim to explore new possibilities for designing technologies that enable richer social listening interactions.

Initial Positioning in Relation to the Theme

This project is positioned within the theme of Social Music Experiences, focusing specifically on social listening, which refers to situations where people listen to music together using digital technologies.

Interaction design research highlights the importance of designing not only functional systems but also meaningful user experiences. According to Bill Moggridge [2006], interaction design should focus on how people interact with technology in everyday life and how technology can support enjoyable and engaging experiences.

Similarly, P. Wright and J. McCarthy [2010] emphasize that technology design should consider the emotional and social aspects of user experience. Music listening is strongly connected to emotions, identity, and relationships, which makes it an interesting area for experience-centered design.

From a design perspective, H. Nelson and E. Stolterman [2003] describe design as a process of intentional change, where designers explore possibilities for improving human experiences through technology. This perspective encourages designers to frame problems broadly and investigate potential opportunities rather than focusing only on technical solutions.

In addition, J. Löwgren and E. Stolterman [2007] highlight the importance of delimiting the design space in the early stages of a project. This involves identifying a relevant problem area, understanding the context in which the problem occurs, and exploring the needs of potential users.

Based on these perspectives, this project will explore how digital interaction design can support new forms of social listening experiences that allow users to share music in more engaging and interactive ways.

Tentative Problem Formulation

Although music streaming services provide access to vast music libraries, they often focus primarily on individual listening experiences. While some platforms offer social features such as collaborative playlists or song sharing, these features may not fully support the feeling of listening together.

This leads to the following tentative problem formulation:

How can interactive systems be designed to support engaging and meaningful social listening experiences for young adults in digital environments?

To explore this question, the project will investigate:

how people currently share and experience music with others?

what limitations exist in current social listening tools?

what types of interactions could enhance the feeling of shared music listening?

The goal is not only to identify problems but also to explore opportunities for designing new interaction concepts that support social music experiences.

Preliminary Plan for User Research

To better understand the problem area, we plan to conduct initial user research focusing on young adults who frequently use music streaming platforms.

Who

The primary target users will be:

university students aged 18–25

frequent users of music streaming services

people who often share music with friends or people who create and play music for their communities

Potential participants may include students from our university, friends, or classmates who regularly listen to music through streaming platforms.

What

The user research will focus on understanding:

how people listen to music in everyday life

how they currently share music with others

whether they listen to music together with friends (physically or online)

how could we improve the social aspect of music listening

How

We plan to use several qualitative research methods.

- Interviews

We will conduct semi-structured interviews with approximately 5–8 participants. Each interview will last around 20–30 minutes and will explore participants' music listening habits and experiences with sharing music.

- Observations

If possible, we will also observe situations where people interact with music platforms in social contexts, such as studying with friends, sharing songs during conversations, or creating playlists together.

- Field studies

We know some electronic music producers, and have contacts in some foreign clubs.

- Diary studies

We'll ask some of our friends and family to note how they share music.

When

We plan to use methods mentioned above in following weeks:

- Diary Studies

We are planning to conduct our diary studies starting week 12.

- Interviews

We'll try contacting some music producers and different university students in week 12 as well, but when the interviews will take place depends heavily on their schedule.

- Observations

Starting this Friday (week 11) during parties and Friday bars we will start doing observations to see how different communities enjoy music together.

References

- [1] Bill Moggridge 2006. *Designing Interactions*. MIT Press.
- [2] Löwgren, J. and Stolterman, E. 2007. *Thoughtful Interaction Design: A Design Perspective on Information Technology*. MIT Press.
- [3] Nelson, H. and Stolterman, E. 2003. *The Design Way: Intentional Change in an Unpredictable World*. MIT Press.
- [4] Wright, P. and McCarthy, J. 2010. Experience-centered design: designers, users, and communities in dialogue. *Synthesis Lectures on Human-Centered Informatics*. (2010). <https://doi.org/10.1007/978-3-031-02192-3>.