不期耳遇

音乐社交空间设计

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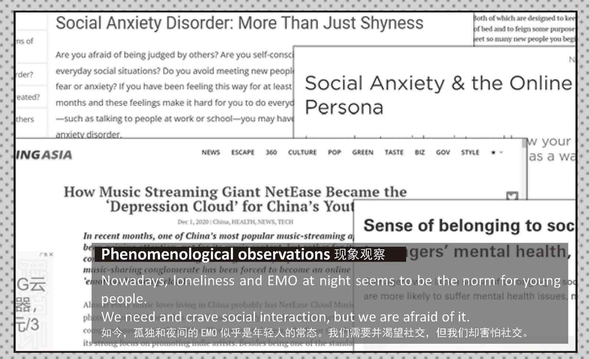


Phenomenological observations 现象观察

Nowadays, loneliness and EMO at night seems to be the norm for young people.
We need and crave social interaction, but we are afraid of it.
如今，孤独和夜间的 EMO 似乎是年轻人的常态。我们需要并渴望社交，但我们却害怕社交。

User research 用户调研

·Age 年龄 (Young 少 – Old 老)

·Real-life Social ability 现实社交能力 (Social phobia 社恐 – Social butterfly 社牛)

·Online Social ability 线上社交能力 (Social phobia 社恐 – Social butterfly 社牛)

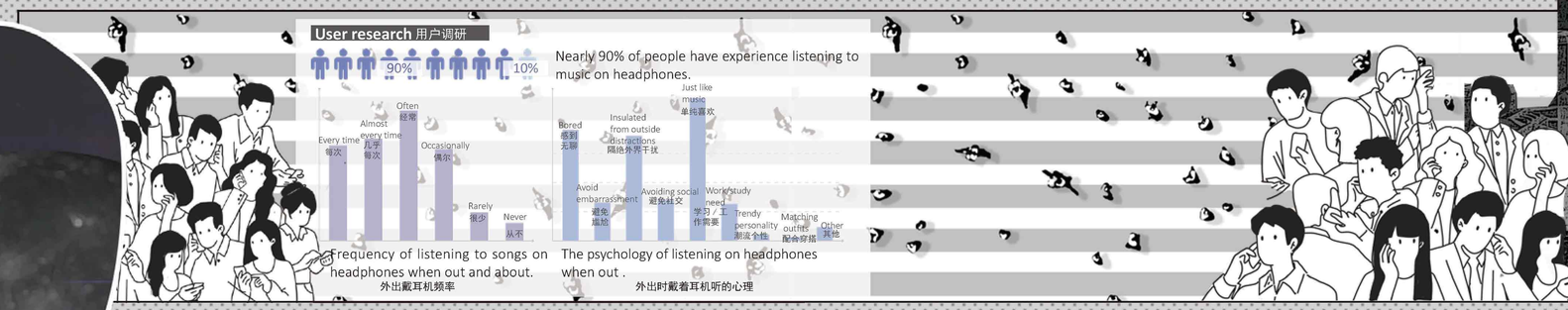
·Feeling lonely 感到孤独的频率 (Never 从不 – Frequently 经常)

As night falls, everyone stays in their rooms, the walls cut us off from the world and the darkness seals us in.
We are increasingly lonely in a city that is becoming more and more busy.
We have less and less of a sense of belonging to the city.
夜幕降临，每个人都呆在自己的房间里，墙壁将我们与世界隔绝，黑暗将我们封锁起来。
在这个越来越繁忙的城市，我们越来越孤独，对城市的归属感也越来越少。

User research 用户调研

According to the questionnaire we found that the vast majority of people usually feel EMO at night.
根据问卷调查，我们发现绝大多数人通常在晚上感到 EMO。

PART 1 BACKGROUND AND INVESTIGATION
设计背景与调研



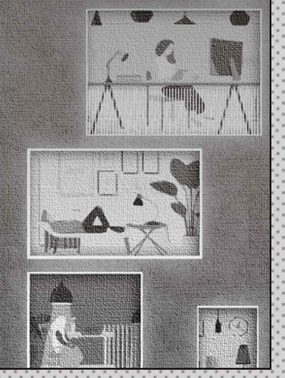
User research 用户调研

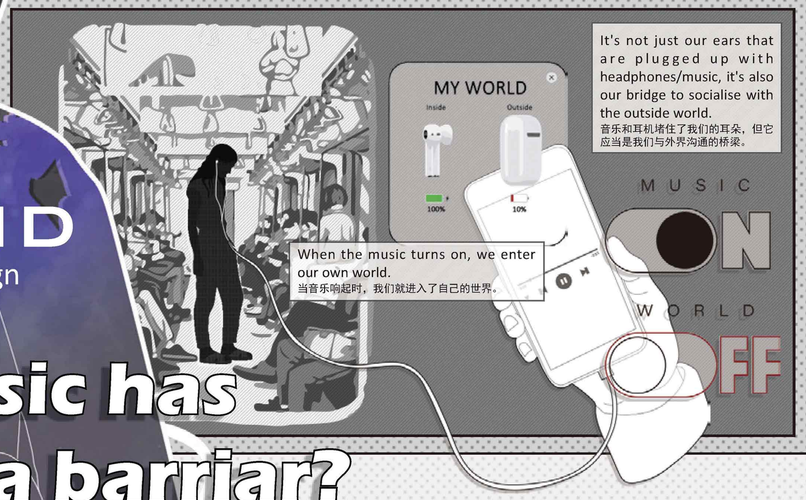
90% 10%

Nearly 90% of people have experience listening to music on headphones.

Frequency of listening to songs on headphones when out and about.
外出戴耳机频率

The psychology of listening on headphones when out .
外出时戴着耳机听的心理





It's not just our ears that are plugged up with headphones/music, it's also our bridge to socialise with the outside world.
音乐和耳机堵住了我们的耳朵，但它应当是我们与外界沟通的桥梁。

When the music turns on, we enter our own world.
当音乐响起时，我们就进入了自己的世界。

User research 用户调研

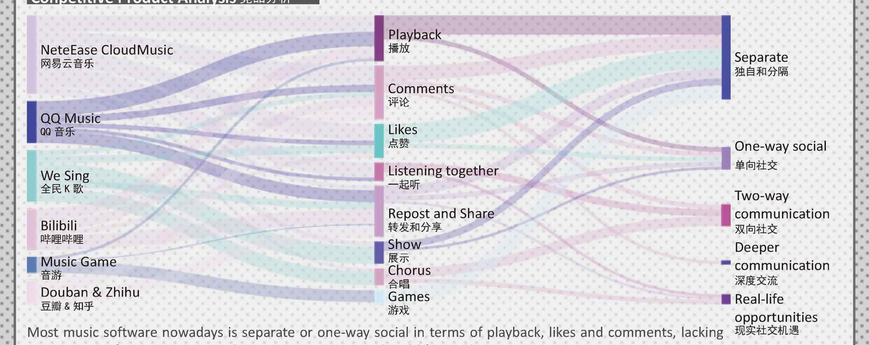
Do you have friends who have similar musical preferences to you?
您有和您音乐喜好相似的朋友吗？
NO 否 – YES 是

Do you want to make friends through common musical preferences?
您希望通过共同的音乐喜好进行交友吗？
NO 否 – YES 是

The way you want to make friends throughbmusic?
您希望通过什么方式进行交友？
ONLINE 线上 – REAL-LIFE 线下

We lack but want Music-friend. We need create opportunity both real-life and online.
缺乏但渴望音乐朋友（线上 + 线下）

Competitive Product Analysis 竞品分析



Most music software nowadays is separate or one-way social in terms of playback, likes and comments, lacking opportunities for users to create deep communication and real-life social opportunities.
But these are exactly what users want. So, it's essential to create an opportunity to socialise with music both online and offline, giving users the opportunity to connect with each other from the shallow to the deep.

Why music has become a barriar?

Word Cloud and Comments
词云图和用户评论

More **inclusive** and able to discover some friends who share my niche music interests.
更具**包容性**，能够发现一些与我的小众音乐兴趣相同的朋友。

I want to listen to songs with other people, and we can even **write songs together**.
我们可以一起听歌，甚至可以一起进行创作。

There should be more **choice available** to listeners rather than blindly creating a "general environment".
因当前产品（抖音等）引导性商业性太强全都盲从，应该有更多的**选择**提供给听众而不是盲目的营造“大环境”。

Hopefully there will be **more collisions of different possibilities**. **Meeting friends through song**.
希望会有更多不同可能性的碰撞，以歌会友。

It is **difficult to avoid the arguments and debates** that arise in the course of social interactions in various forms or platforms due to the **different perceptions and ideas of people**. This is not uncommon.
Perhaps the key to solving these problems may be **to effectively categorise and communicate** with all types of people.

不论从哪种形式来说都很难避免认知程度鱼龙混杂的情况。
现在各种形式或平台都会出现，正常的，因为这些原因出现的争执和辩论，能首先有效的让各类人群进行分类交流可能是问题的关键。

Also, being able to **give people with social phobia the desire to interact with others** in some way is one of the keys to essentially solving social problems.

同时也包含上文提到的包括社交恐惧的情况，希望能通过某些方式让这类人群有和他人沟通的欲望，从本质上解决社交的难题也是重点之一。

——anonymous user A

Be more **advanced**, **not too vulgar**.
The commercial nature of the guide is too strong for all to follow blindly, I listen to what others listen to, I listen to what Jitterbug puts on, there **should be more choices available to listeners rather than blindly create a "general environment"**.

高级一点，真别太俗，因引导性商业性太强全都盲从，别人听啥我听啥，抖音放啥我听啥，应该有更多的选择提供给听众而不是盲目的营造“大环境”。

——anonymous user B

Introducing the idea of music social
引出初步概念构想

But, is this really what we want?

PART 2

设计概念 和 社交方式演示

SOCIAL STYLE AND DESIGN CONCEPT

Design Concept 设计概念

- Real-life social phbia 现实生活社交恐惧
- Feelings of loneliness 孤独感
- The need for emotional communication in life 需要生活中的情感交流

→ User: Youth majority 用户：青年群体

- Functional limitations 功能局限性
- Inability to engage in deep social activities 不能进行深层次的社交活动
- Lack of potential creativity and enjoyment 缺少潜在的创新性和娱乐性

→ Existing Music APP 现有音乐类 APP

User: Youth majority → Existing Music APP: unable to statisfy 无法满足

User: Youth majority → Music TO Social: Require 需求

Existing Music APP → Music TO Social: Lack 缺乏

Music TO Social
音乐 — 社交

How to use ***Music*** to alleviate or solve the ***Social Problems*** ?
如何利用音乐来缓解或解决社交问题？

STRATEGY
策略

*Online and real-life are the two main places where we socialise. The two strategies are **interlinked and work together** to promote social interaction.*
网络空间和现实生活是我们社交的两个主要场所。
这两种策略相互联系，共同促进社交活动。

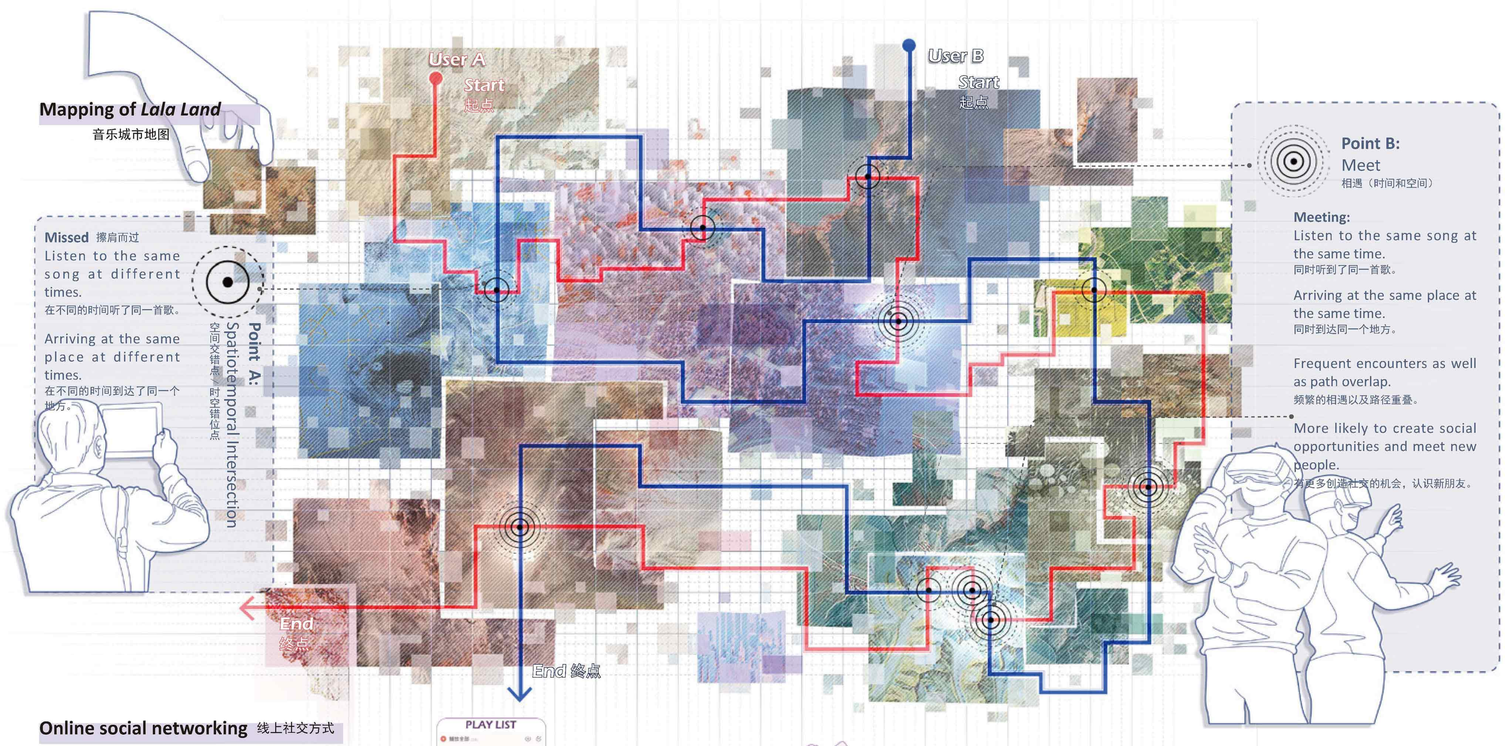
Part-1 Online
线上部分

- Building a virtual music city (Growing).
  构建能不断生长的线上虚拟音乐城市
- Multifunctional collection (Social, Playback, etc.).
  多种功能集合体（社交、播放、游戏等等）
- Enhance online and real-life social possibilities and deep emotional connections.
  增加线上和线下存在的社交可能性，创造深层次的情感联系。

Part-2 Real life
线下部分

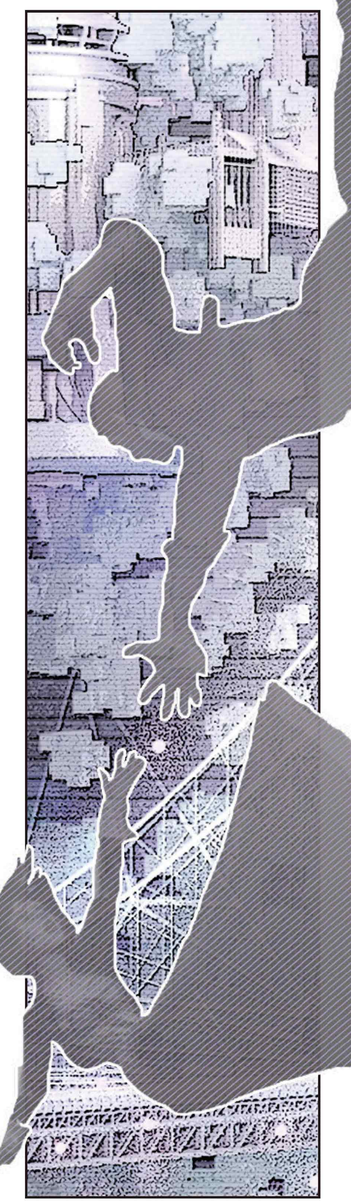
- Product design: A headset that enables music socialization.
  产品设计：一款能够以音乐为媒介进行社交耳机。
- A chance encounter through music.
  通过音乐产生不期而遇的社交。
- Ease or overcome real-world social phobia.
  缓解和克服真实生活社交恐惧。

SOCIAL STYLE OF ONLINE AND REAL-LIFE
线上线下的社交方式

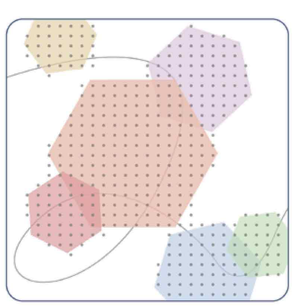


Real-life social networking 线下社交方式

a. 独自听歌
b. 听到他人音乐（由于物理世界相遇）
c. 音乐交换
d. 音频（他人）渐弱

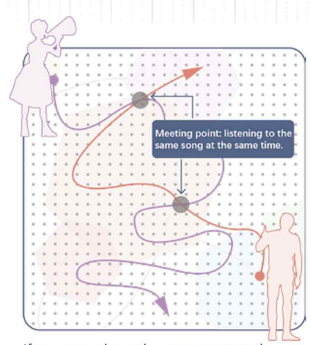


Online social networking 线上社交方式

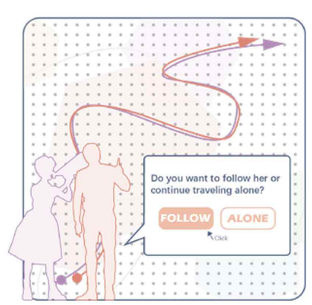


1 Each point represents a song, which is distributed in the community of the corresponding style to build a song list map.
每个点代表一首歌曲，它们分布在相应风格的社区中，以建立一个以歌曲为基底的地图。

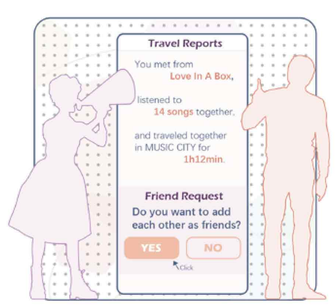
2 The user plays songs based on a song list and the points corresponding to the songs are connected into a path as the user travels through Music City. 用户根据播放列表播放歌曲，歌曲对应的点连成一条路径，形成用户在音乐城市的旅行路线。



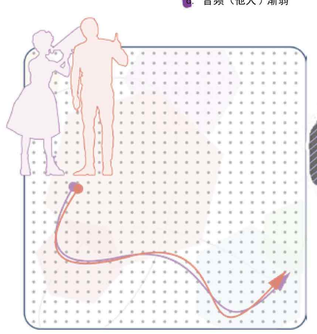
3 If two users hear the same song at the same time, their avatars will meet in the music city.
如果两个用户同时听到同一首歌曲，他们的头像就会在音乐城相遇。



4 After meeting, users can choose whether to follow or not (whether to listen to the song together).
两人相遇后，用户可以选择是否要跟随对方一起旅行即是否要一起听歌。

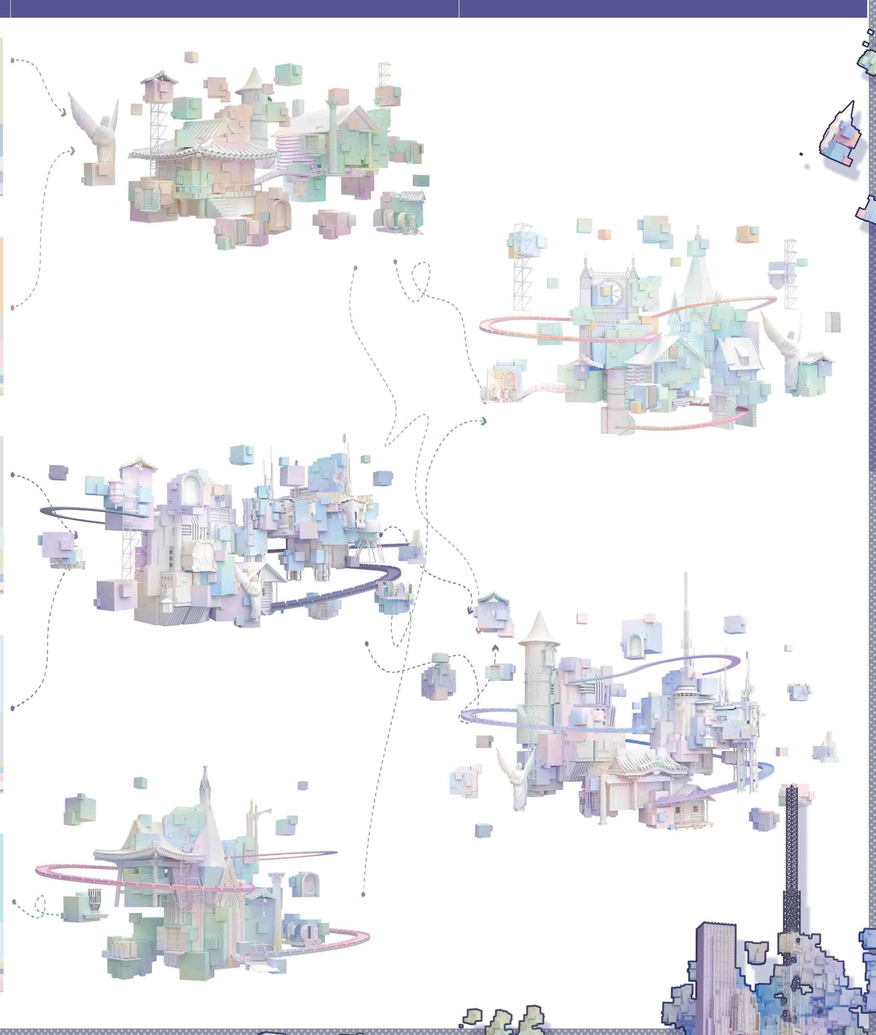


5 After trip, there will be a travel reportsand users can choose whether to add each other as friends.
旅行结束后，系统将生成一份旅行报告，用户可以选择和接受是否添加对方为好友。



6 After adding friends, you can invite them on trips (listen to songs) and chat online.
Maybe create real-world social oppor-tunitie
添加好友后，你可以邀请他们去旅行（听歌）和在线聊天。
也许可以线下见面，创造现实世界的社交机会。

TYPE 音乐类型	IMAGE 印象	ARCHITECTURE 建筑单体	COLOR 颜色	USERS' HOME 用户	SOCIAL PHASE 1 阶段1	SOCIAL PHASE 2 阶段2
Light 轻音乐						
Ancient 古风						
Folk 民俗						
Classical 古典						
Pop 流行						
Rock 摇滚						
Hip pop 嘻哈						
Electric 电子						



PART 3 GENERATE LALA LAND 生成过程

COMMUNITY A
社区 A

As the musical preferences of the users within the community change, so do the building attributes,colors, materials and decorations of the user buildings.

当用户的音乐喜好发生改变时，建筑的分布、颜色、材质和装饰都会发生相应变化。

Change Logic
变化逻辑

Generate Logic 生成逻辑

Community affiliation is categorized by the proportion of music preferences.

社区间的亲和程度由音乐喜好的比例构成决定。

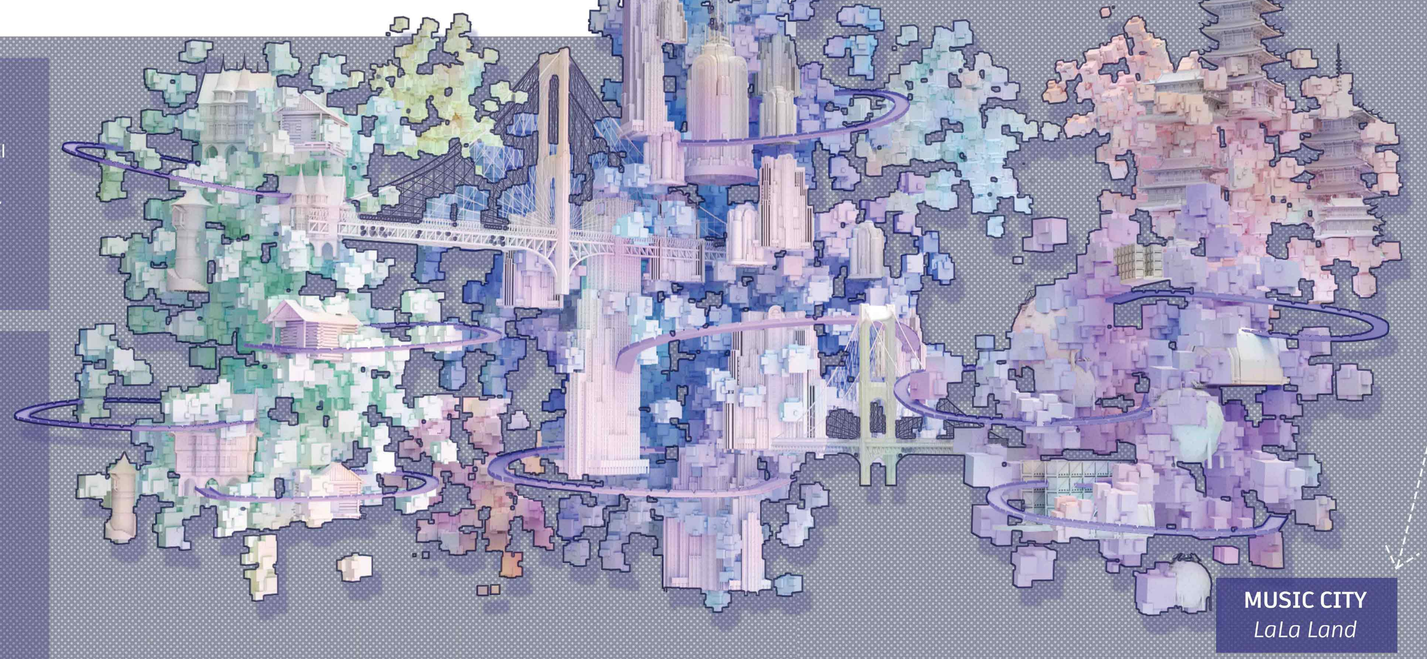
Distance between buildings and community centre is based on the percentage of music preference.

建筑和社区中心的距离取决于建筑的音乐喜好的比例构成。

The main music style — Building
Other styles — Components, colors, materials, etc.

主要的音乐风格决定整体建筑风格；
其他次要音乐风格体现在建筑的构件、颜色、材料等性质上。

COMMUNITY B
社区 B



MUSIC CITY
LaLa Land

What is LaLa Land ?

A virtual music city is built based on users' listening preferences to increase their social opportunities. People's musical social activities in the virtual city will be indirectly invisible in the form of the city.
That is, the city will change as prople's musical preferences and social activities change. It is a city that is constantly changing.

虚拟音乐城市是根据用户的音乐偏好来构建的，以此增加用户的社交机会。人们在虚拟城市中的音乐社交活动将以城市的形式间接地呈现出来；城市会根据用户的音乐喜好和社交活动而变化。

How to build LaLa Land ?

Unit 单体

Each user, after entering LaLaLand, will have a home of his/her own. This single architecture is generated according to the user's taste on music as well as the proportion of different music genres in his/her collections.
Cube is used as the prototype and basic units of all the architectures.

每个用户进入LaLaLand后，都将拥有自己的家。这个单体建筑是根据用户对音乐的品味以及不同音乐类型在他/她的音乐收藏中所占的比例而产生的。建筑的基本单位为立方体。

Community 社区

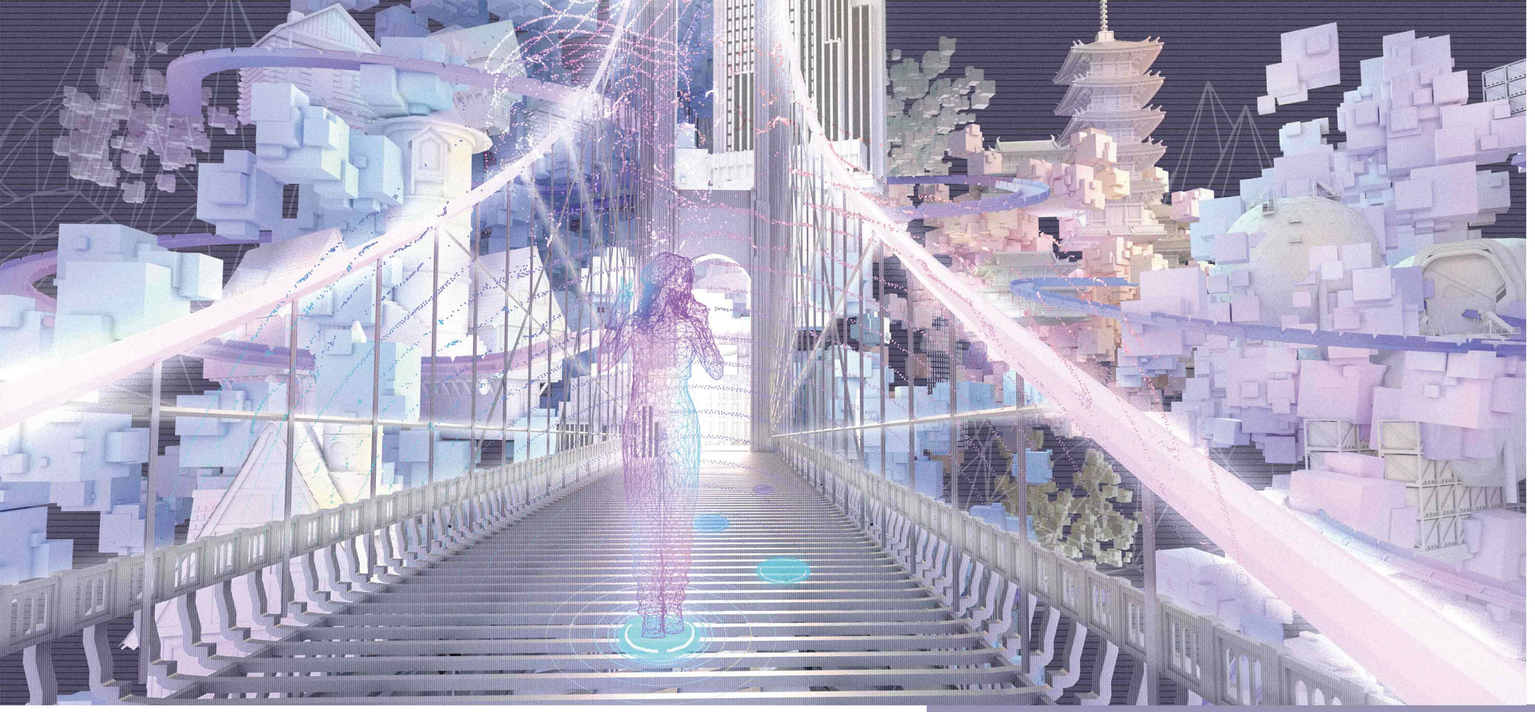
It is presumed that users usually have one or a few preferences about music. So their own home's style is dominated by one or a few music types, of which the genre with the largest percentage is selected as the main CHARACTER of the architecture. Architectures with similar characters gather togerther to form a community which represents a more concrete ,specific, and small music genre.

假设用户通常对音乐有一种或几种偏好。所以他们自己家的风格以一种或几种音乐类型为主，其中比例最大的类型被选为建筑的主要特征。具有相似特征的建筑聚集在一起，形成一个具体、小型的社区。

City 城市

All the buildings, communities as well as their interrelations and connections constitute the virtual music world — LaLaLand.

所有的建筑、社区和它们之间的相互联系构成虚拟音乐世界——LaLaLand。



PART 4 SCENES & GAMIFICATION 场景展示与游戏化

Introduction 简介

In order to use music as the main means to solve the social problems mentioned before, as well as to fill the gaps in existing music social products, we have designed visualized music world and used gamification strategies to make LaLa Land more appealing.

为了以音乐为主要手段来解决前面提到的社交问题，同时填补现有音乐社交产品的空白，我们设计了可视化的音乐世界，并采用游戏化的策略让LaLa Land更具吸引力。

Scenarios 使用场景

The game is both available for PC and mobile devices, making it accessible in multiple scenarios with the theme of music socialization.

这款游戏同时适用于PC和移动设备，以音乐社交为主题，可在多种场景中使用。

User 用户

On the road 路上

Creating authentic social interactions through serendipitous musical callings.

通过偶然的音乐创造真实的社会互动。

Recreation time 娱乐

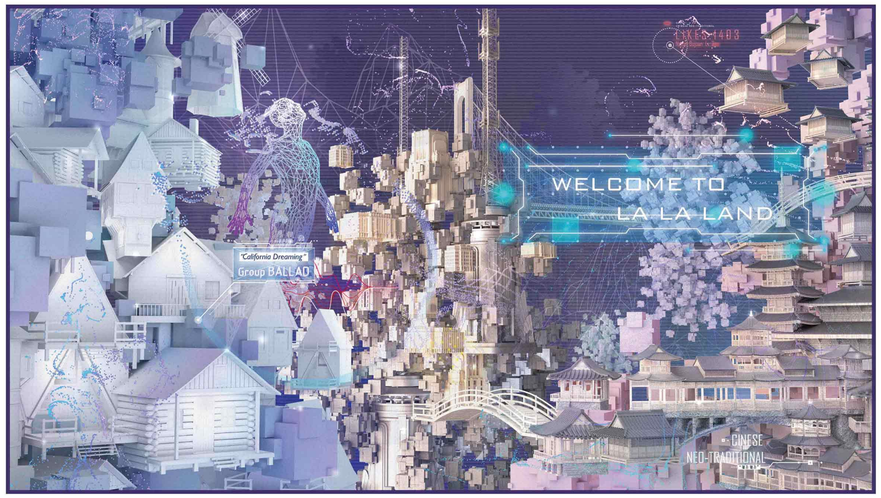
Discover friends with similar musical interests and expand users'social circle.

发现有相似音乐兴趣的朋友，扩大用户的社交圈。

Working hours 工作

As a spiritual support,review this musical exchange at the end of the journey to relieve loneliness and depression.

作为一种精神上的支持，在旅程的最后重温这段音乐交流，以缓解孤独和抑郁。



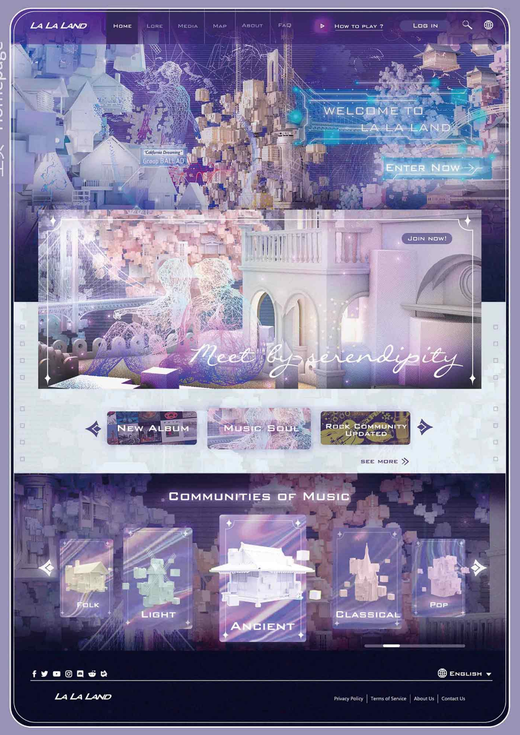
Scenes 场景展示

游戏化策略 / Gamification

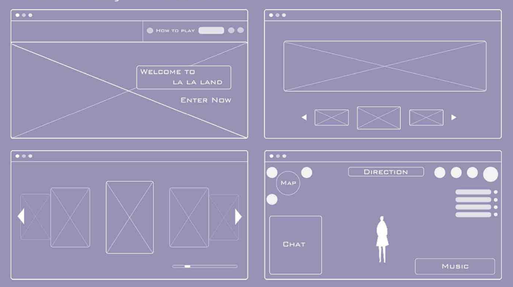
LaLaLand takes the form of both online and mobile open world RPG game in order to better attract users. Users can control their avatars in LaLaLand to move around and socialize with other users.

为了更好地吸引用户，*LaLaLand*采用了PC和移动端开放世界*RPG*游戏的形式。 在*LaLaLand*中，用户可以控制自己的虚拟角色四处走动，与其他用户进行社交。

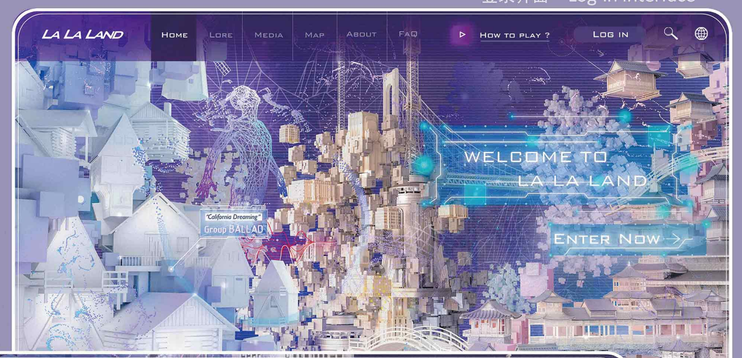
主页 Homepage



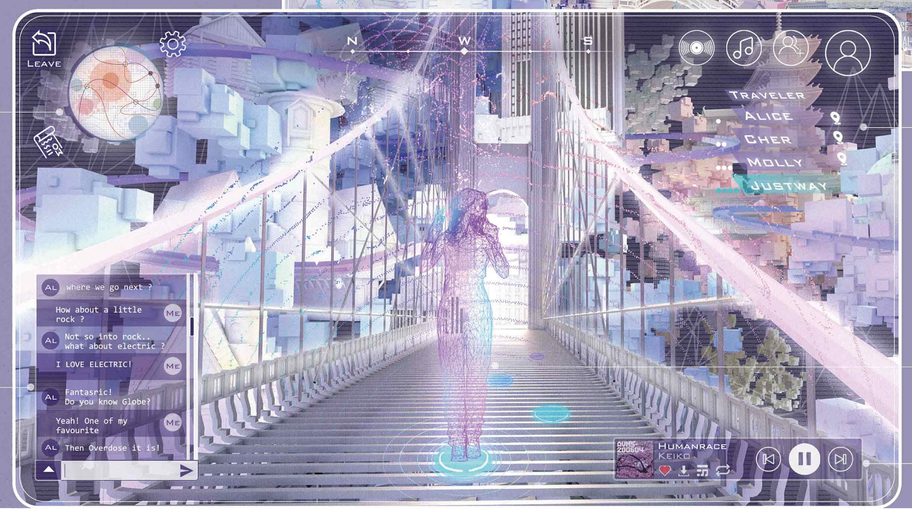
Low Fidelity 低保真原型



登录界面 Log-in Interface



- In-game
  - Move
  - Map
  - Settings
  - Task
  - Chat
  - Music Play
    - My list
    - Other's list
  - Collection
  - Player
  - Accompany
  - Friends
    - Join
    - Invite



minimap 缩略地图

聊天 chat

accompany 同伴

用户角色 user's avatar

背景音乐 background music

Game Main Interface 游戏局内主界面

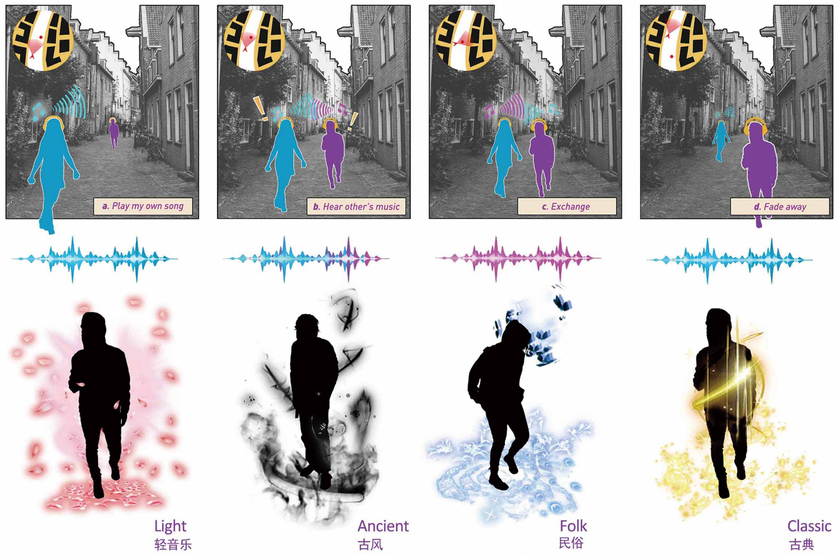
ENCOUNTER IN REAL LIFE

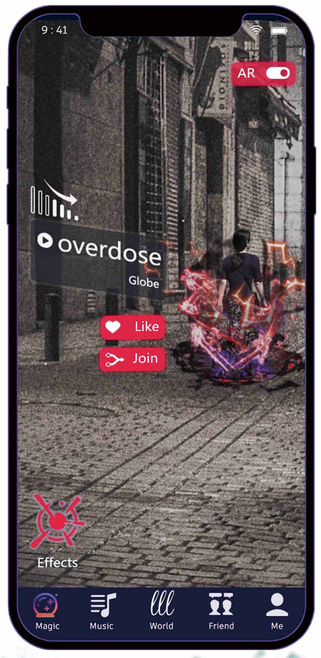
现实生活的相遇

1 To increase the chance of making new friends through music, two functions are provided:
The exchange of sound track when two users are aproaching to each other. It's like characters' BGM in movies and animations happening in real life.

为了增加通过音乐结交新朋友的机会，提供了两个功能:

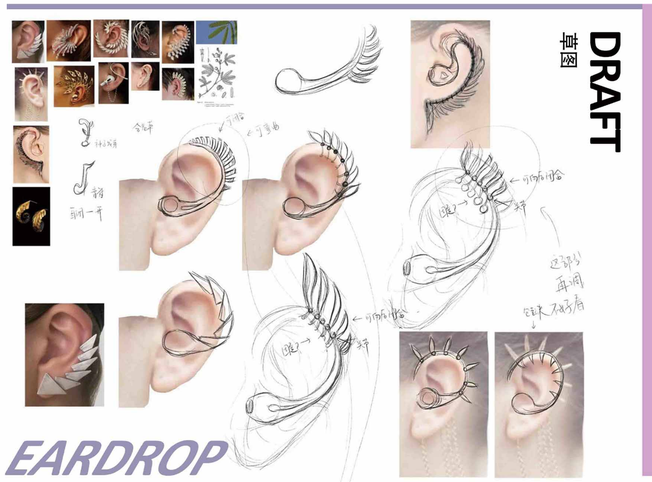
1 当两个用户接近对方时，他们所听的音乐逐渐发生音轨的交换，就像电影和动画中人物的BGM发生在现实生活中一样

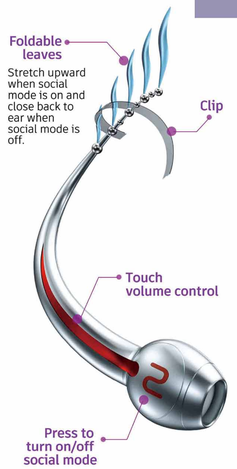




2 There will be various AR effects on users according to the genre of the music they are listening to. Other users can choose to use AR glasses or AR function enbeded in mobile app. to see others' status.

2 根据用户所听的音乐类型，将会有不同的AR效果。 其他用户可以选择使用AR眼镜或手机应用内置的AR功能来查看他人的状态。

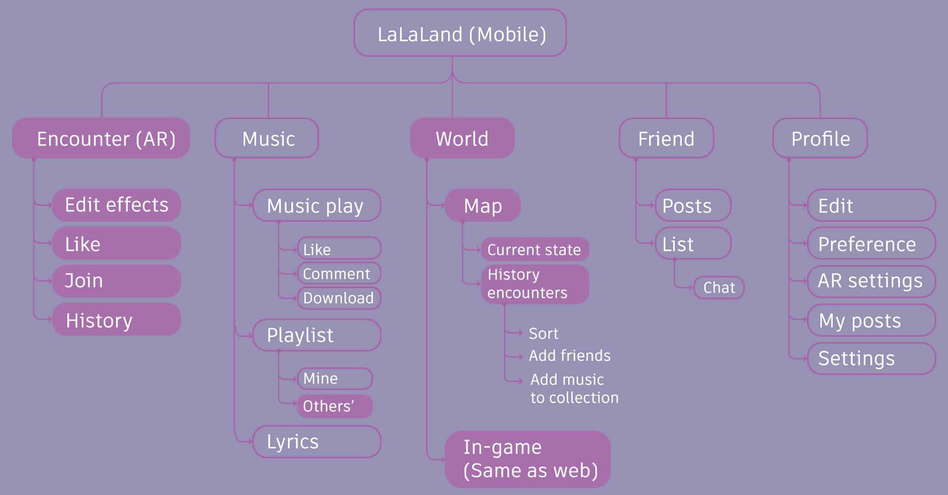




Information Architecture
信息架构

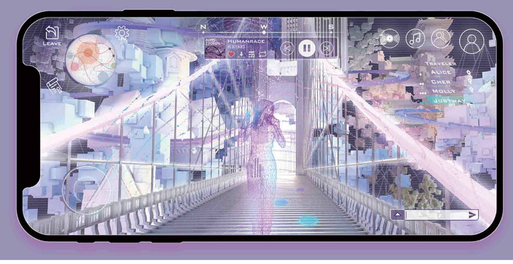
LaLaLand is also accessible through mobile phone. This APP consists mainly of encounters (to show encounters in real life), music collections ,entering the game world as well as friends.

可以通过手移动端进入LaLaLand。 这款APP主要由相遇(展示现实生活中的偶遇)、音乐收藏、进入游戏世界以及好友功能等组成。



The name *LaLaLand* is taken from the film *Lala land*. It means a city of music.The overall logo is composed of three letter L, an abbreviation of LaLaLand. The font pattern resembles the shape of a music note.

LaLa Land这个名字取自电影《Lala land》，意思是音乐之城。 整个logo由三个字母L组成，作为LaLaLand的缩写。 字体形式类似于一个音符的形状。



MOBILE UI 移动端界面

Eardrop 简介

Eardrop是LaLaLand的衍生产品，它旨在使现实生活中的接触更容易，并使希望社交的用户更加突出和可识别。

灵感来源

它的灵感来自于含羞草，这种植物在正常状态下会舒展叶子，受到刺激时又会合上叶子。

功能描述

Eardrop主要特征在于从外形上的变化显示用户当前是否处于希望社交的状态。当用户按下圆键开启社交状态时, 叶片挺直；否则叶片向后贴合耳朵。同时允许用户触摸划动改变音量

PART 5 MOBILE UI & ENCOUNTER IN REAL LIFE

移动端界面与现实中的相遇