This video is a demonstration of the Redesign of DJ Spooky's Secret Song APP. In order to update and develop the features, we developed 3 scenarios based on cultural probes and personas we created for the APP.

Scenario 1 is based on a professional DJ, Double D who uses the APP as a promotional tool and to organize his set lists.

In Scenario 2, Shirley, a student is using the APP to check out the DJ's in the Lounge and wants to learn to DJ for fun.

And in Scenario 3, DJ ShelB is looking to become a professional DJ and uses the APP to practice and receive feedback from other DJ's and listeners.

Scenario 1
DJ Double D is on the train and is planning his set for an upcoming show. He checks his playlist and decides to add more tracks to his set. He updates it and at the same time, he receives a call from a promoter wanting to book him for a show in Berlin based on his music he heard in the lounge.

Scenario 2

A friend sees Shirley and decides to see what is she is playing. Shirley explains she is browsing the lounge checking out DJ profiles and listening to their music. The friend is now interested in the APP and wants to know if its hard to DJ. Shirley shows her the tutorial mode which explains how to DJ and use the features in the APP. The friend is now excited to use the APP herself and play.

Scenario 3

DJ ShelB is having coffee and is working on a mix to add to his new profile he created for his press kit. He creates a set and saves it and uploads it to the lounge. A couple of days later, he browses through his profile and finds out that he has received positive feedback on his music. DJ ShelB is ready to become a professional DJ!