

# SEMPRE

CONNECT WITH SEATTLE THROUGH MUSIC HISTORY



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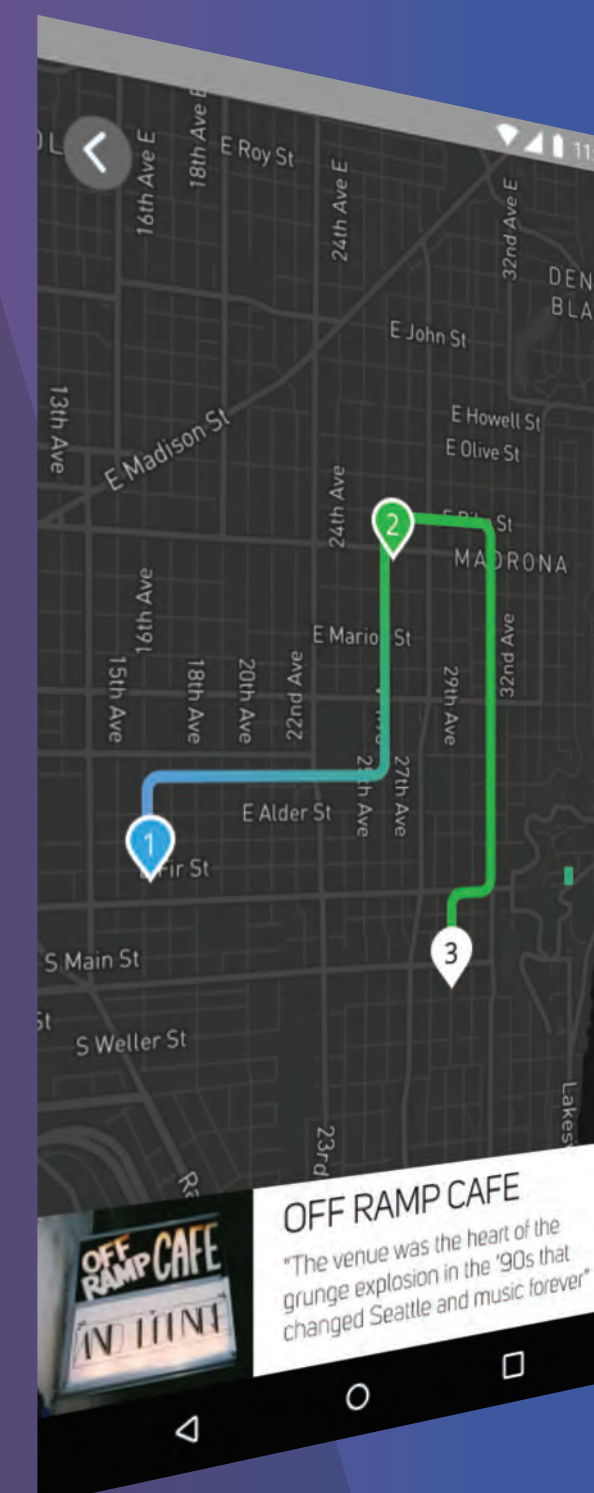
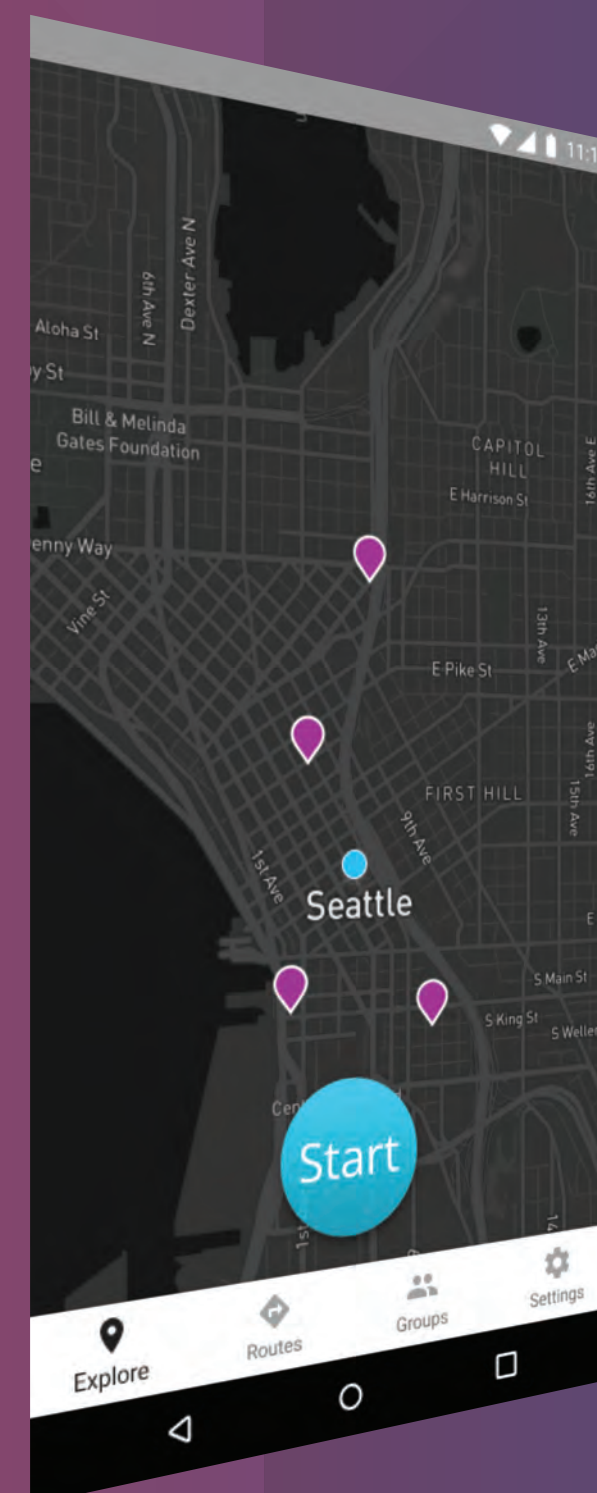
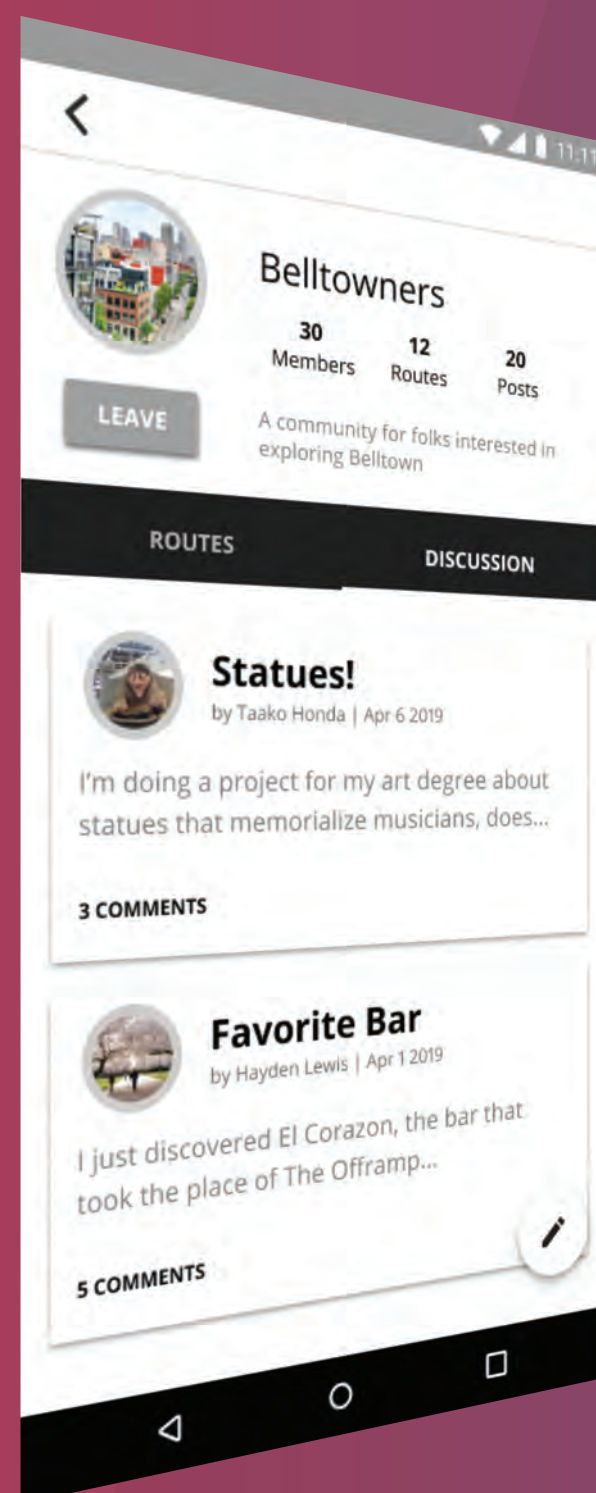
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## Problem

With Seattle in a period of cultural and infrastructural transition, residents may find it harder to connect with their city's musical roots. As a result, it can be difficult to imagine what Seattle was like during its jazz era, or the era of grunge music. New and old residents alike need support to build (or rebuild) their connection with Seattle and explore the city's changing landscape.

## Concept

An application that facilitates self-directed exploration of Seattle's music history through urban exploration and community discussion



## Community

Seattle residents may **create, share, and follow** tour routes to explore key locations in Seattle's music history.

## Exploration

Using Sempre's **Free Explore** feature, Seattle residents can visit suggested nearby locations at their own pace.

## Routes

Community members can enjoy features such as **discussion forums** and **route sharing** while connecting with like-minded people.

## Research

We collected information about the problem space through interviews, survey data, and field research.

**Grunge tours:** We participated in two guided tours to further develop our understanding of the problem space.

## Ideation

We clarified our target audience and app infrastructure through persona building, design requirements, storyboarding, and sketching.

**Affinity diagramming:** Our design requirements were developed by organizing sticky notes with key points from user interviews.

## Prototyping

We developed several iterations of prototypes using vector graphics editing software and usability testing.

**Wizard of Oz usability testing:** Participants used the app to navigate outdoors while receiving narration through a voice call.

