

ktru 96.1 fm

Team KTRU

How many of you
like music?

If you had a massive library of awesome music, but you struggled to be able to play it, would that frustrate you?

Background



What is KTRU?



- Student-run
- Consists of a corps of faculty, student, and community volunteer DJs
- Plays an eclectic, and generally underrepresented, set of music
- DJs use CDs, vinyl, digital, and even tapes to play their music out

Problem Space

The problem - KTRU's extensive vinyl section is underplayed

The users - KTRU DJs

The stakeholders - KTRU DJs + KTRU listeners

The community partner - KTRU executive board



**How can we help and
encourage KTRU DJs
to easily explore and
play more vinyl records?**

Insights





DJ Interviews

- Interviewed DJs found vinyls intimidating
 - Fear of dead air
- Existing training process
 - Generational problem (i.e. shadowing)
 - Lack of hands on experience
- Current organizational movement regarding CDs
 - Reorganize specialty, genre-specific CDs to general section

60%

of KTRU DJs surveyed feel **comfortable**
using/handling vinyl in general

60%

of KTRU DJs surveyed felt that the training process
was **inadequate** with teaching them to play/handle
vinyls at KTRU

40%

of KTRU DJs play **0 vinyls** during their set

“I forgot everything from training
lol”

“It seems most of our trainers
don't know how to handle vinyl
in any capacity.”

Training

Brief and inadequate

“They showed me one time how
to play vinyls.”

“One person showed me [how
to play/handle vinyl] quickly”

“The main thing preventing me
from playing more [vinyl] is the
increased time it took to find the
album I was looking for”

Organization

**DJs struggle to find and locate
vinyl music they want**

“Often I would find an artist I
liked one week, then couldn't
find again until a month later.”

Training

**Practical and feasible for semester scope
Prevents more DJs uncomfortable with vinyl
from entering KTRU's system**

Organization

An important manpower issue

User Persona



- Name: **Dan the DJ**
- Sophomore at Rice
- A year in KTRU
- Has an eclectic music taste
- Within genres wants something unexpected/innovative
- **Open to different music**, and therefore open to **different mediums**
- **Scared to play vinyl**
 - Could cause **dead air** (time where nothing is playing)
 - Could **damage the vinyl**
- Has a brief understanding of vinyl
 - Knows how to use it theoretically, but is **nervous** to do it during a shift

**How can we help DJs become
more comfortable with
properly handling,
managing, and
playing vinyl?**





Ideate

Short Term

KTRU DJ's play vinyls 5% more of the time

Medium Term

100% of KTRU student DJ's collectively report being comfortable/open to vinyl usage during their set

Long Term

KTRU DJ's on average play 25% of their music from vinyl during their sets

Short Term

KTRU DJ's play vinyls 5% more of the time

Medium Term

100% of KTRU student DJ's collectively report being comfortable/open to vinyl usage during their set

Long Term

KTRU DJ's on average play 25% of their music from vinyl during their sets

Short Term

KTRU DJ's play vinyls 5% more of the time

Medium Term

100% of KTRU student DJ's collectively report being comfortable/open to vinyl usage during their set

Long Term

KTRU DJ's on average play 25% of their music from vinyl during their sets

1

Ensure student DJ's are confident with playing vinyl in and out of the studio

1

Ensure student DJ's are confident with playing vinyl in and out of the studio

2

Comprehensively address how to safely play and handle vinyls

1

Ensure student DJ's are confident with playing vinyl in and out of the studio

2

Comprehensively address how to safely play and handle vinyls

3

Create a sustainable teaching system that students can refer to conveniently



Initial Ideation

- Implementation of a training tool
 - Addresses use of vinyl during DJ shift and proper handling and care of vinyl.
 - Refresher
 - Reviews current DJ's knowledge
 - Improves the current training process
 - Increase hands on training experience
 - DJ's orientation with the vinyl room
 - Utilize an experienced DJ as a trainer
- Given the opportunity, implement a solution to address the current organization system as well

Next steps

Next steps

Begin to narrow down and scope ideas from ideate

Next steps

Begin to narrow down and scope ideas from ideate

Create a low-fidelity prototype

Next steps

Begin to narrow down and scope ideas from ideate

Create a low-fidelity prototype

Test low fidelity prototype with users

Next steps

Begin to narrow down and scope ideas from ideate

Create a low-fidelity prototype

Test low fidelity prototype with users

Iterate build/test cycle until high fidelity prototype is developed

Questions?



Design Goals

1. Ensure student DJ's are confident with playing vinyl both in and out of the studio
2. Teach DJ's about vinyl care and to safely handle vinyls
3. Create a teaching system that students can refer to conveniently

Major Problems

- Training system seems to be brief and inadequate...

“They showed me one time how to play vinyls.”

“One person showed me quickly”

“I forgot everything from training lol we were taught but it’s hard to remember everything”

“It seems most of our trainers don’t know how to handle vinyl in any capacity.”

“The system needs improvement.”

- Organization: struggle to locate and find music

“The main thing preventing me from playing more [vinyl] is the increased time it took to find the album I was looking for”

“Often I would find an artist I liked one week, then couldn’t find again until a month later.”