

# MyOngaku

music learning companion



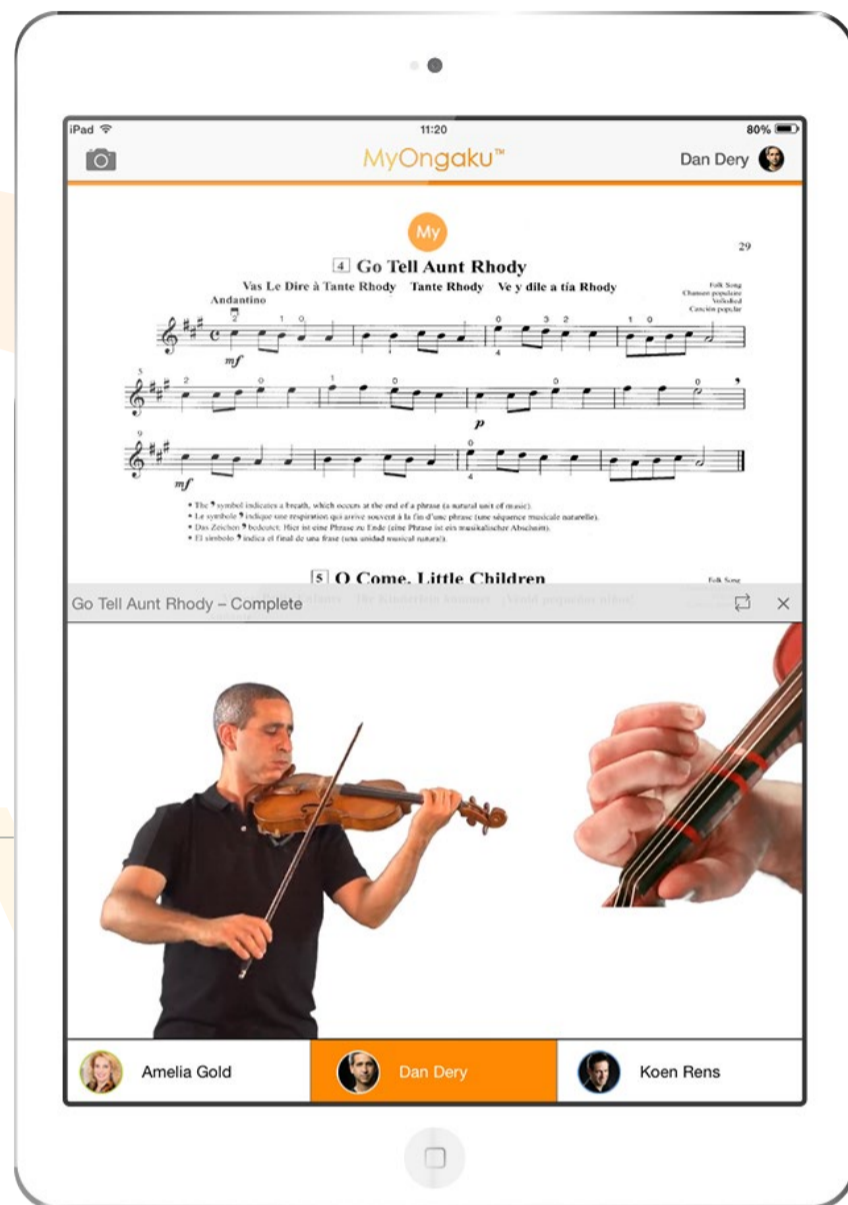
## iPhone & iPad

The Suzuki® Method of music education requires strong commitment from both students and their parents. Students need frequent at-home practice, and parents with little or no musical experience may struggle to assist their child during practice time.

Designed to help violin students and their parents make the most of practice time, MyOngaku enables students to view video demonstrations of specific pieces of music simply by pointing the camera of their iPhone or iPad at their sheet music page. This innovative approach to content delivery provides students and parents easy, on-demand access to guidance they need, at the moment they need it.

The Ongaku Learning team believes that music learning should be a rewarding experience. With the launch of MyOngaku, Ongaku Learning are proud to offer students and their parents a new way to practice and enjoy music learning, and to offer music teachers an aid that will help their students make the most of practice time.

The MyOngaku concept captured the imagination of the Compsoft team, who were excited by the opportunity to partner with Ongaku Learning to bring their vision to life. MyOngaku was voted Gold Winner in the Family category at the 2015 US App Design Awards.



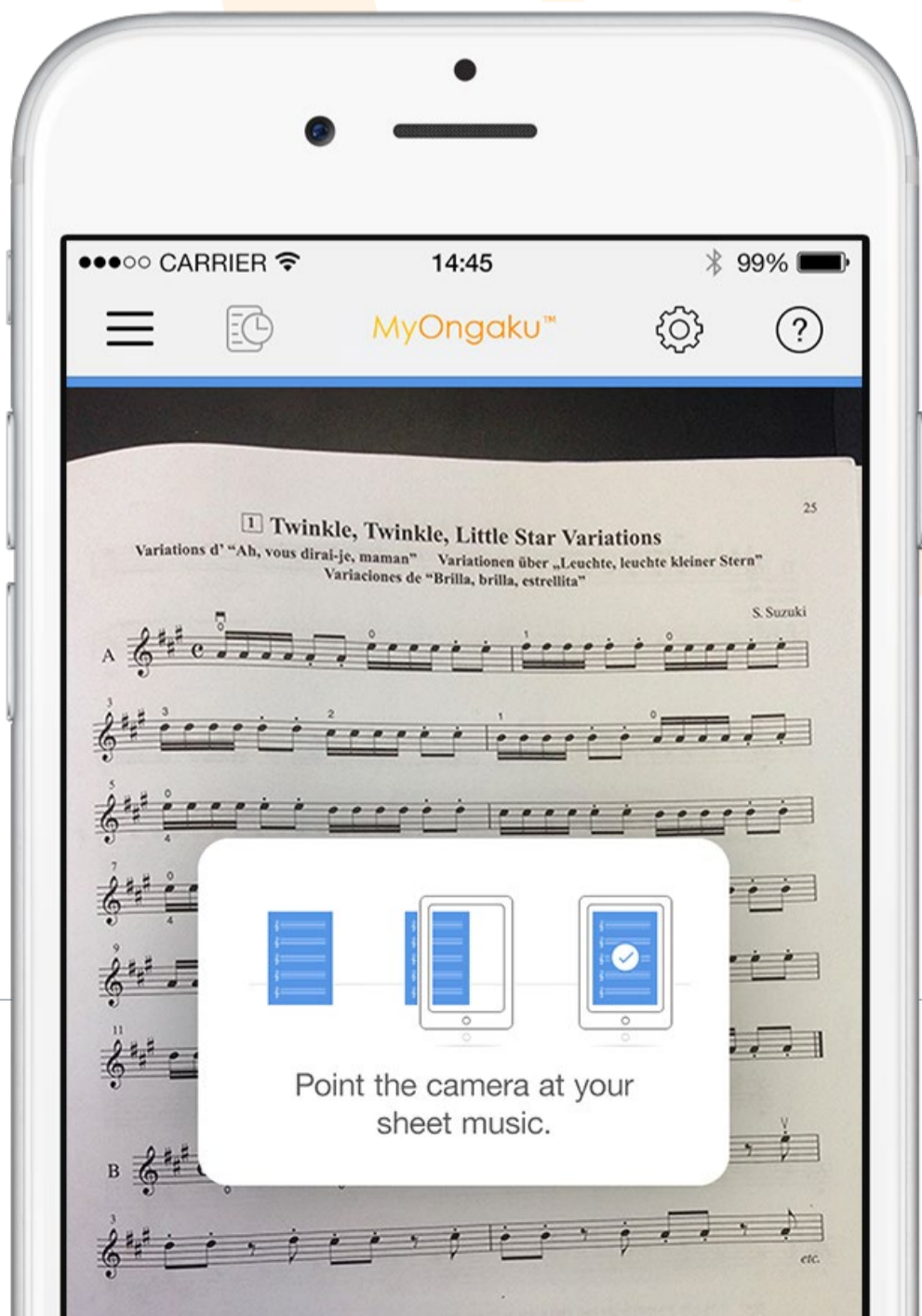
## Background

A "Suzuki child" who had the privilege of studying under Dr. Shinichi Suzuki – the renowned founder of the Suzuki® Method of music education – and a graduate of the Juilliard School of Music in New York, Dan Dery is a gifted violinist, performer and teacher. He is the inspiration behind MyOngaku and founding partner of Ongaku Learning SA.

A trained Suzuki instructor, Dan enjoys sharing his passion for music with a younger generation based on the philosophy of Dr. Suzuki and the method he pioneered. In this spirit, Dan brought together a diverse and dedicated group of accomplished performers, instrumental teachers, and music enthusiasts to fulfil the MyOngaku vision of creating a practice resource for music learning.

A good teacher is fundamental when learning to play an instrument but, inevitably, a lot of learning time is spent without direct guidance, practicing between lessons. These practice sessions are where habits are formed, frustrations may mount, questions arise and key learning points may be forgotten or misunderstood.

Parent-guided at-home practice is also key to the learning and progress of children who study using the Suzuki® Method. However, it may be challenging for parents, especially those without instrumental experience, to help their child when they themselves may not know what to do or how to do it.



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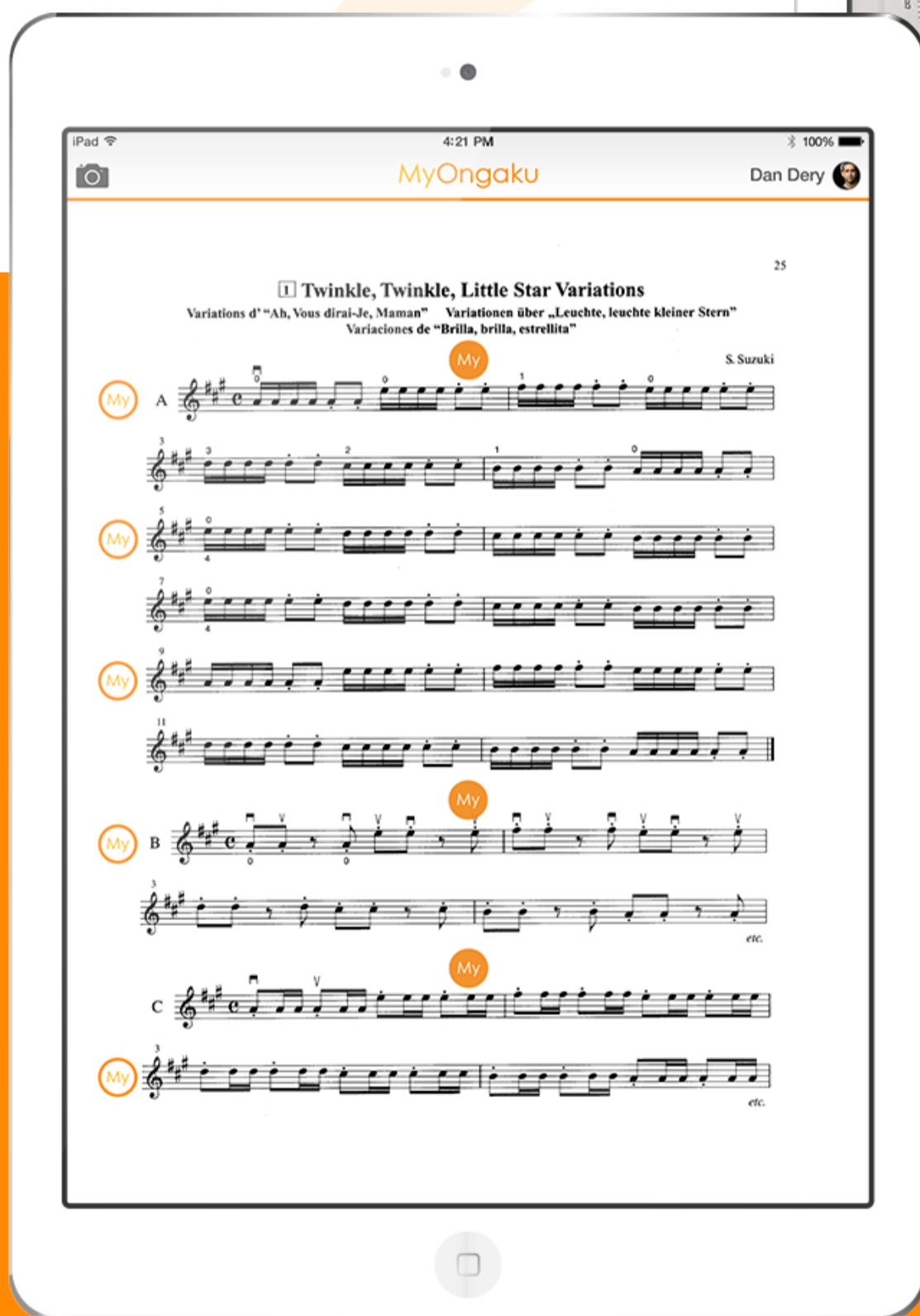
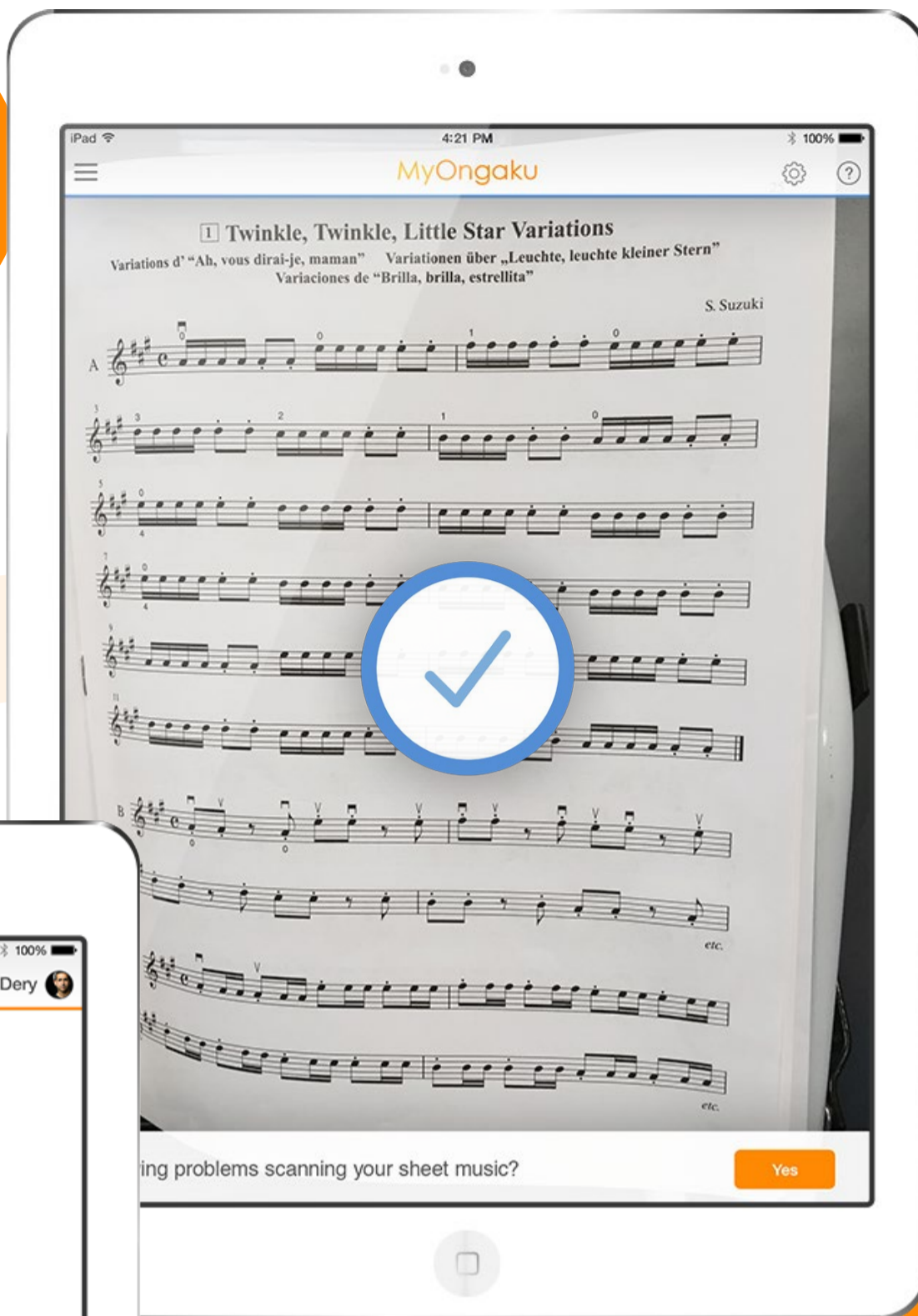
# Project Brief

MyOngaku is an interactive app that provides video examples of the pieces of music a student is trying to learn being played by professional violinists such as Dan Dery. By providing on-demand guidance, the app helps address the challenges often associated with at-home practice. This is important because practice time well-spent means that valuable teacher-student lesson time may be focused on more advanced instrumental skills and musicianship.

The app helps students stay in time, play the right notes, and maintain correct posture, rhythm, fingering and bowing. Content includes over 500 video demonstrations per book volume performed by three accomplished musicians, two synchronized video views, key learning points, and note-by-note guidance. MyOngaku is a Music Learning Companion – a partner to support the learning process.

In designing MyOngaku, it was critical the app be easy to use, incorporating relevant prompts and help at appropriate times, including smart prompts that are only shown if the app detects the user is having a problem (for example, scanning a sheet of music). It was also essential that the app be designed to appeal to families and young people, but without feeling childish.

includes over  
**500**  
video  
demonstrations



MyOngaku delivers sophisticated technology and exceptional content in a format that is a delight to use for students of all ages. In summary, the brief for the app was to:

- Recognise all pieces of music from Suzuki® Violin School, Volume 1, Violin Part, Revised Edition – the first of the official Suzuki book volumes for violin
- Implement a scalable architecture that easily allows for the launch of future book volumes
- Load in digital versions of the sheet music with hotspots allowing users to view videos of complete pieces of music, and hotspots on specific lines of music that allow users to view shorter videos of particular sections
- Allow users to select from among three accomplished performers
- Provide summary information about each performer's background
- Provide users with sample content and a demonstration of the app before requiring purchase
- Enable users to purchase the complete video content of the app



Dan Dery



Amelia Gold



Koen Rens

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## User Experience

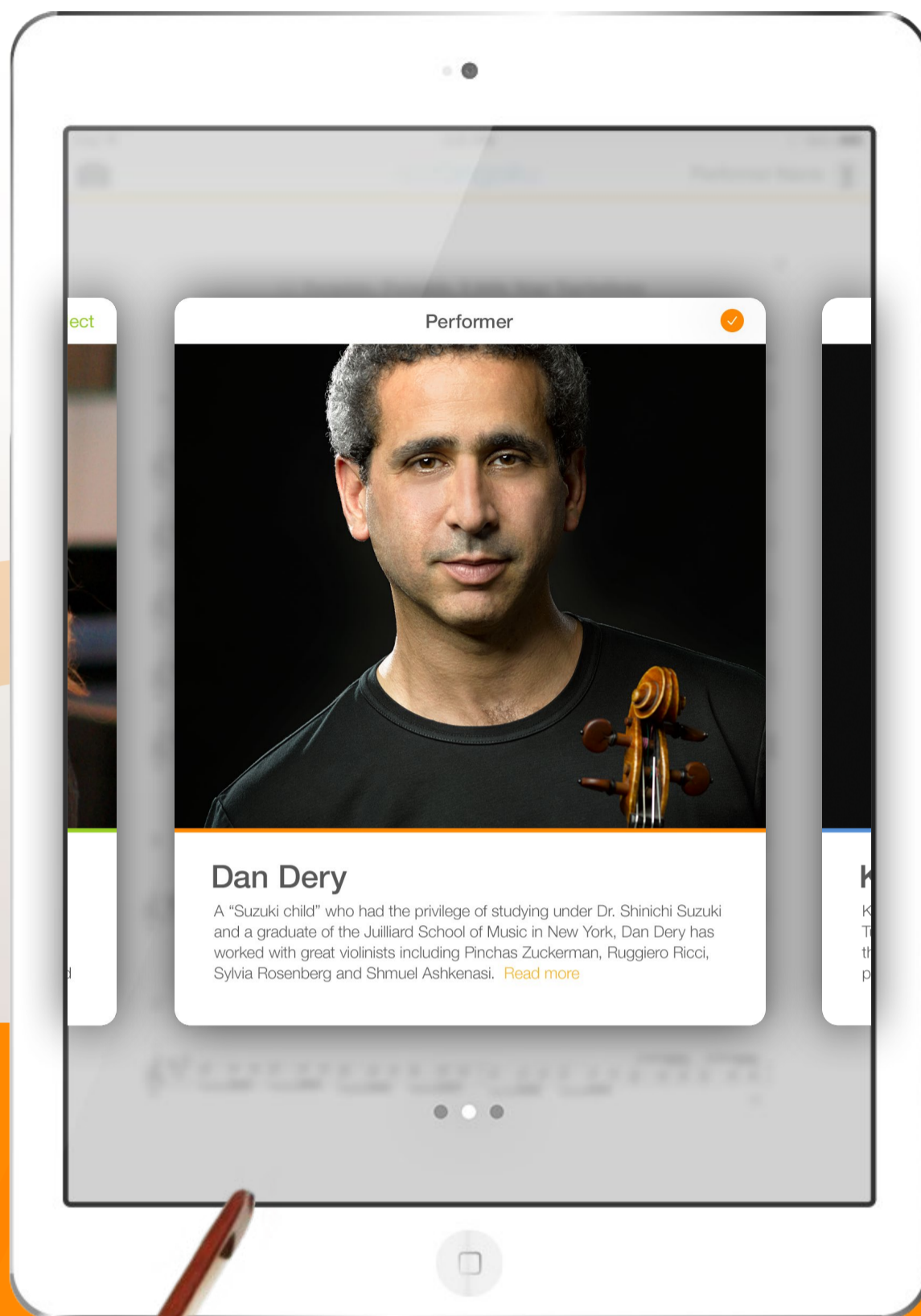
Users of MyOngaku will come from a broad range of backgrounds and include both parents and children of varying ages. It was, therefore, vital that the app be designed and implemented to be easily used by, and to appeal to, a wide range of users.

A rich introduction animation informs the first-time user of the app's purpose and provides an overview of how to use the app before transitioning into the main camera view. Clear calls to action appear using subtle animations that indicate to the user what they are able to do at each stage of the process.

In the camera view, smart help prompts appear if the app detects the user is struggling to scan a sheet of music. Tapping these prompts takes the user to bold, graphical help screens that explain the common issues associated with using augmented reality (AR); for example, harsh sunlight, obscured view of the page, etc. If the user views the Help screens and still has issues, they are prompted to contact Ongaku.

In order to cater for all use cases, the app does not rely wholly on AR and allows the user to manually select the videos they wish to view.

Once a piece of music has been recognized by the app, interactive icons animate into view, encouraging the user to tap on them. The options to view videos, change performer, and to switch between full screen and inline view are all clear and obvious, and only one tap away.



“The team at Compsoft have been fantastic throughout the project. Their knowledge, passion and dedication have enabled us, not only to deliver on our vision, but to create a product that exceeds all our expectations.”

*Britton Roberts, Brand Director, Ongaku Learning*

