

MusicLM: Text-to-Music Generative AI Tool

transforming a research tool into a market-ready product

OVERVIEW

As AI creativity tools captured imaginations in early 2023, Google focused on responsibly developing a Music Language Model with public input. **Our aim was to transform a Generative AI music tool that turns user prompts into music clips into a user-friendly demo that delivers a delightful experience and collects feedback.**

KEY OBJECTIVES

- Identify top AI music tools and their target audience
- Get feedback on quality
- Understand prompts used to generate music
- Assess usability and ease of use

METHODOLOGY

User Recruitment

Musicians who use digital tools to produce music and tech enthusiasts who are early adopters of AI tools

Methods

Landscape Analysis

Survey

Cognitive Walkthrough

Heuristics Assessment

Usability Testing

DELIVERABLES

- Survey analysis report on frequently used prompts and their quality ranking
- Heuristics evaluation highlighting violations by severity
- List of usability issues and improvement areas for in-app RLHF feedback mechanism

IMPACT

Conducted rapid user research under a tight deadline to develop a user-friendly generative AI demo.



The demo exceeded the engagement goal by over 10x in the first week.