

Music for the Moderns

User Needs Analysis

Nault | Dabbish | Centgraf

Overview

Target group: Young Moderns
(yuppies with money)

Design goal: Develop fixed music
player for use in entire home

User Needs Research:

- Shadowing / Interviews
- Shopping
- Media



Shadowing/Interviews

Interviewed 7 users

Shadowed 3 of them – mid 20s to mid 30s

Web survey – 10 respondents

Emerging Themes

- Appearance
- Control
- Quality
- Access
- Mood

Appearance

"Has to look cool"

Presentation influences buying

Heaviness, Feel of the controls

Brushed metal/silver

Mahogany

"glow" of the device

Small is better



Control

Wants music everywhere and
anywhere (flexibility)

Speakers in every room

Parties: letting guests control
what's played

"Hates aiming" doesn't want to
have to point the remote to
control things



Speakers in the kitchen

Quality

"Gotta have kickin' sound"

Need to see and hear to buy

Substantial controls

Surround sound

*"I only want to buy things
once"*

Reads product reviews



Bang and Olufsen headphones

Access

Huge music collections – want
all music in one place (ipod)

Portability

Digitize music – annoying to
switch btw radio, cds and
mp3s



Mood

Creates playlists based on time of day, travels

Morning vs. evening music

Creates total sensory experience through lights, scents, sound

Plays music to either enhance or change mood



Shopping Visits



2 Stores in Shadyside
Custom home theater

The Listening Post

Let's Make Music

High-end systems

Bid contracts

Integrated into home

Automation systems

Design and construction

\$10k-\$100k +



Appearance

Quality Materials

Stainless steel

Matte black metal

Mahogany & Cherry

Glow

Electric blue

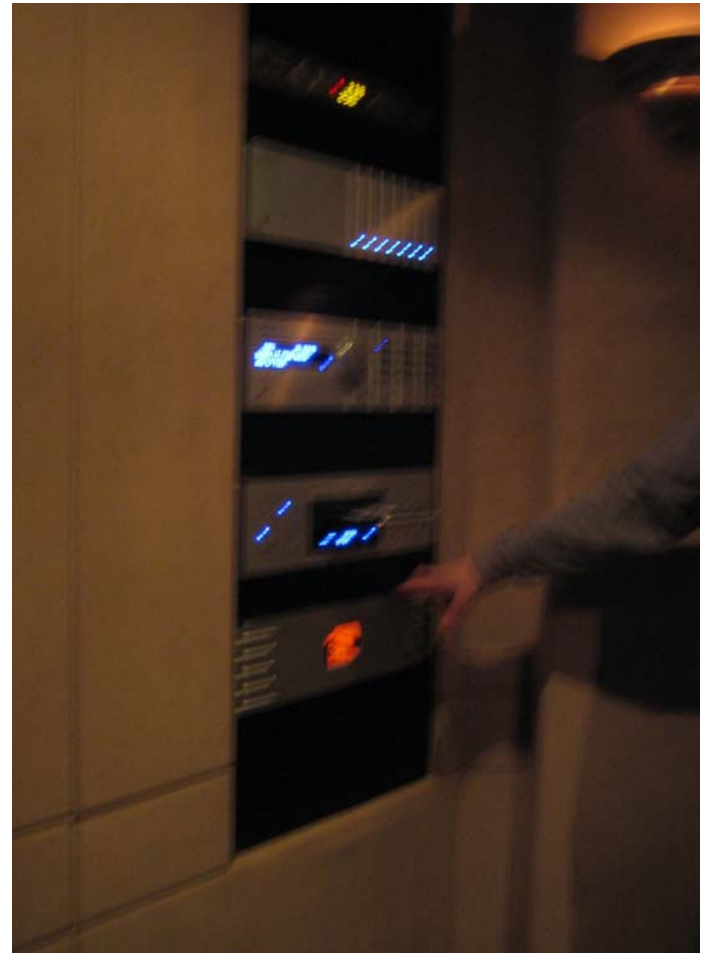
Neon orange

Seamless

Embedded in walls

Match surface textures

Custom paint colors



Consolidated Control



Hide the details

...and the equipment!

**UI is through separate,
dedicated technology**

Single-tap controls

“Play DVD”, “Radio”

Single Room Focus

Home theater is a place

Multi-Room Access

**“NPR follows you through the
house”**

Different volumes, content

Access

Music servers

Instant access to all media

Rich metadata

“Most of my customers with money don't know how to rip a CD”



The Total Experience



Automation system

Manages the many components

Provides central access

Reduces complexity

Whole-house control

Automatic window shades

Security cameras

Lighting

Climate / HVAC

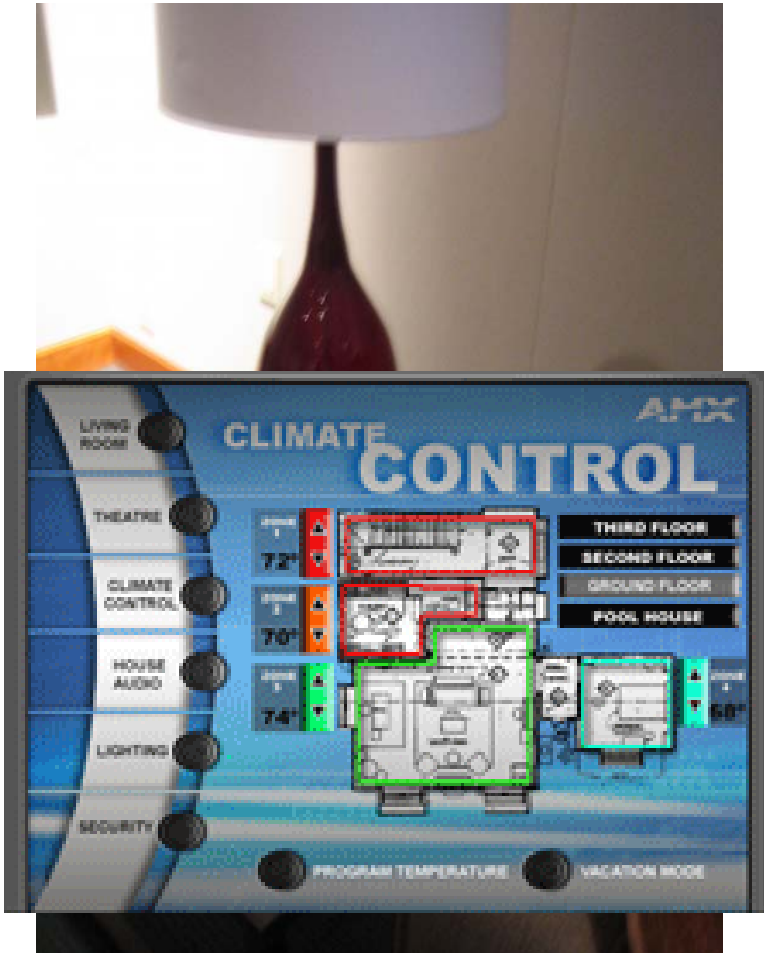
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Media – Overview

Magazines

The Robb Report

GQ

Dwell

New Yorker

Radio

NPR and news, Satellite Radio / XM

Television

HBO Original Series

Spike TV

A&E / Biography / Channel

Music

World / Trendy / indie / Jazz / Electronica / Ambient

Movies

Minority Report

Adaptation

Royal Tenenbaums/ Life Aquatic / Rushmore

Sideways

Memento

Bars / Restaurants

Soba Lounge

Club Havana

The Melting Pot

Casbah

The Walnut Grille

Cars

Mercedes, BMW, Lexus, Mini Cooper, Audi

Media – Central Themes

The Coolness Factor – the cutting edge, appearance and image, looking cool by having the newest latest stuff

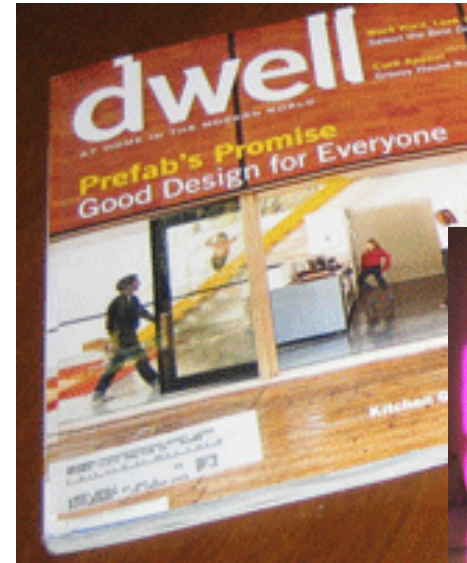
Quality – knowing that it's the best money can buy, and that it will last

Total Experience – wanting to have the ultimate or best possible experience, to live life to the fullest

The Coolness Factor

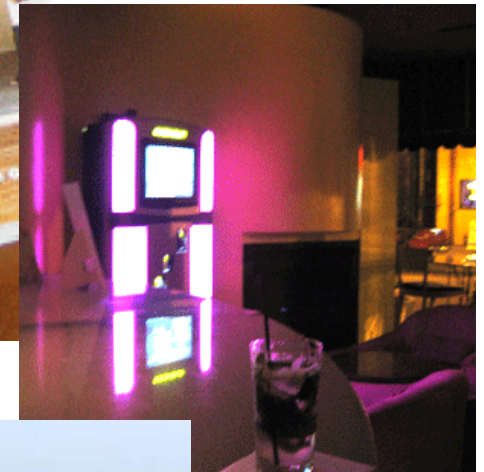
Magazines – dwell

“At home in the modern world”



Television – HBO

Original series – edgy and unique



Bars – Club Havana

miami club feel, trendy

Cars – mini Cooper

“younique” + “let’s motor”



Quality

Magazines – The Robb Report

“for the luxury lifestyle”

Television – A & E

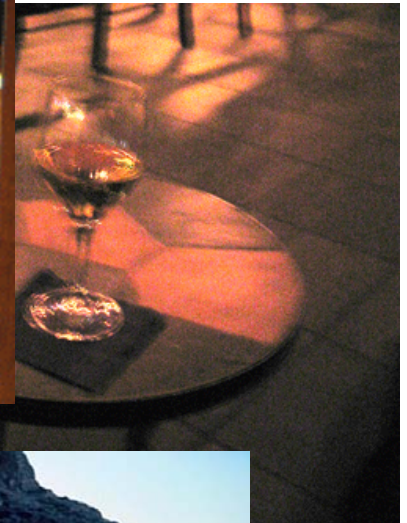
“The art of drama”

Bars – Soba Lounge

(couldn't afford to get drunk there)

Cars – Mercedes Benz

“a car that is faithful to its driver”



Total Experience

Magazines – GQ

“Look sharp / Live smart”

Television – Spike TV

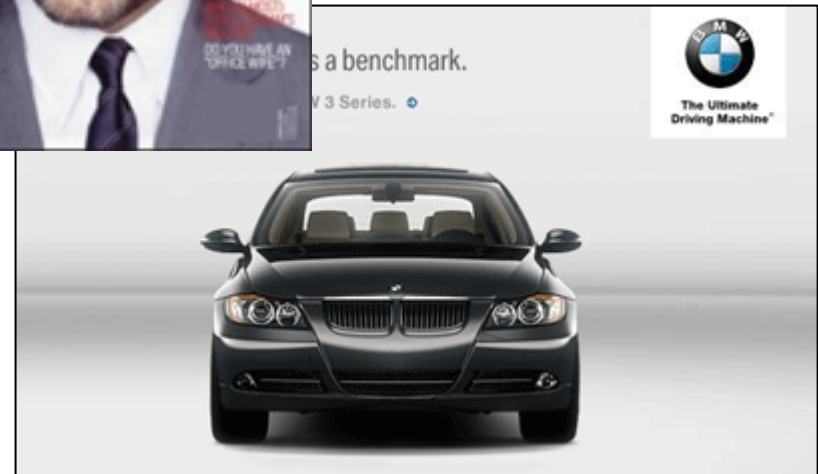
the ultimate experience!

Restaurants – Melting Pot

“an extraordinary dining experience”

Cars – BMW

“the ultimate driving experience”



Incorporating our findings into the design

Appearance / The Coolness Factor

Control

Quality

Access

Total Experience