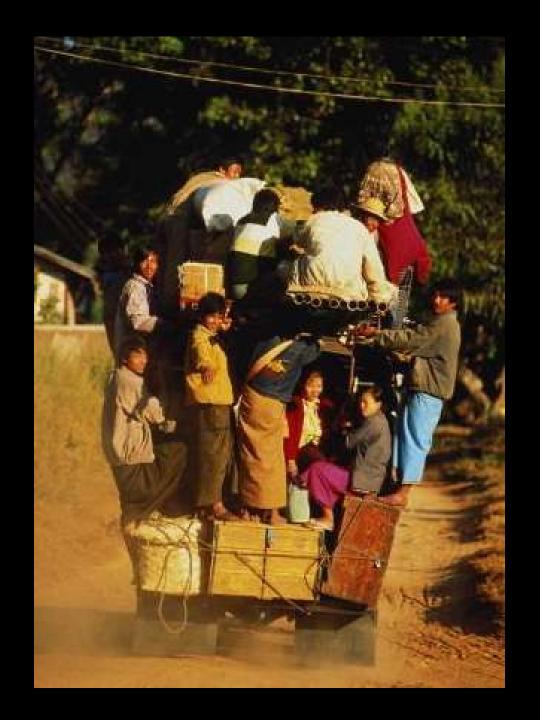# EarTunes
The digital music player for young urban commuters

Sarah Culberson

Ben Glenn

Evangeline Haughney

Top 5 reasons people listen to music on their commute

5. To not have to overhear a conversation about Aunt Bertha's gallstones.

4. Provide an interesting soundtrack for the couple making out in the corner.

3. Muffle out the sound of screaming children.

2. Help deal with the oppressive boredom of yet another trip to the daily grind.

1. Ignore conversation attempts from bizarre people.

Agenda

- Research
- Early concepts
- Final design
- Rationale

Research

Research Methods

- Interview target users
- In-context observation
- Competitive analysis
  - Online research
  - Brick-and-mortar

Who?

- Young & modern workers

- Commute using public transit

What are they doing?

- Standing
- Sitting
- Holding onto pole
- Carrying breakfast
- Drinking coffee
- Reading
- Sleeping
- All of the above

What do they want?

- To shut out the world (create a bubble)
- Time to ramp up or wind down
- Alone time
- Deter theft
- Style
- Convenience

Early Concepts

MP3 Glasses

MP3 Luggage Tag

Focus group: What worked…

Glasses

- It's new and innovative
- "Love the idea of the heads-up display"

Luggage Tag

- Controls are great
- "Visual display is nice to have but not necessary"

… and what didn't

Glasses

- "Which controls are which?" (both sides feel the same)
- "I hate smudges on glasses, so wouldn't like display"
- Could possibly become a target (using ears AND eyes)

Luggage Tag

- Very public – easy target to be stolen
- "Seems to be flimsy, would need durable connector"

Emotional Connection

They told us...

- Music identity associated with player
- Solitary experience
- Ramp up, cool down
- Create or enhance mood

Style

They told us…

- Subtle
- Sleek
- Simple

Design

They told us...
- Less is more
- Accessibility
- Multiple contexts

Functionality

They told us...

- Keep it simple
- Ease of use

Focus Group Take-aways

- Often don't want to make decisions about music on commute
- Must seem un-stealable
- Fit in pocket or go on belt loop
- Functionality should be mirrored on both sides
- When commuting, just need quick access to volume, pause, restart... rather than full display
- Cord management issues
- Probably don't need whole music collection on commute (only subset)

Final Design

Music player features

- All-in-one headphone unit
- Easy access to key functions (play/pause, skip, volume)
- Mirrored button functionality
- Audio navigation of playlists

Player

On/Off/Lock

Skip/Cue Fwd

Volume Slider

Playlist Next

Play/Pause

Skip/Cue Back

Playlist Prev

Remote control features

- Wireless remote with display
- Provides enhanced functionality
  - Track/artist listing
  - Playlist management
  - Shuffle listen mode
- Automatically syncs with player
- Inexpensive, throw-away design
- Variety of styles, attachments

Remote

On/Off/Lock

Menu On/Off

Menu

Playlist Next

Skip/ Cue Fwd

Play/Pause/ Menu Select

Playlist Prev

Volume

Skip/Cue Back

Dance2008
Lets Go!
01:17
Pop
MP3

Design Rationale

Why EarTunes?

- No cord management issues
- All-in-one
- Easy access
- Security
- Flexible wireless remote control

EarTunes… the future is now

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