

Research Report

This report comments on portable audio speakers used by high school and university students (aged 16-22), while exploring and discussing how these products fulfil the client's needs. Considering the intended target audience for my product are young adults, such as my peers, friends and myself, I can safely be certain of what the needs, requirements and desirable features that the audience/clients/customers; of both genders, aged 16-22, urban demographic and a high-middle class socio-economic status, would appeal to them. I can also take into account their way of life, including social activities, going out; drinking partying, or hanging with mates, and thus transportation; by car, train, tram, bus or taxi, which shall encourage myself to design the product for an appropriate environment.

My design must satisfy the design brief, therefore my product/design concept will be portable, be able to connect to smart devices, be powered electronically, be made from suitable materials and include adequate room for internal hardware.



Section A: High School and University Students

Their core values are family, friends, lifestyle, social activities, education, sport, and creativity and adventure. They are interested and concerned in making their foundations for their future life, hence they are on a journey of success and during this time of their lives, it is crucial and integral, as important steps of building their future are being made during this period.

Generally Young people value their family above all as family usually is the one thing in their life that is constant and entirely dependable family is intrinsic to each individual.

Family is fundamental and the last from the beginning to the end in life, as it gives youth opportunities, life lessons, and love, while providing shelter, protection food, water and a safe environment to grow up in.



Friend are also very important to individuals as they are often the same age, thus share various experiences, while growing and maturing through different stages of life simultaneously, hence having someone to talk and relate to throughout life.

Education is valued by young adults as it gives them the opportunity to push themselves and better themselves, ultimately preparing themselves for the workforce, which leads to financial income which everyone is interested in.

Sport, leisure time and social activities have greater value by this age group than others, as those years are when you go through much stress with high school and uni and social status, thus sport it great as a hobby and interest and to extract you from your everyday life and exercise to get your mind away from academics and stress. However leisure time is great to just sit down and relax with friends and family while social events are good to get you mixing with new people and having fun with peers

Generally speaking, high school and university students are interested in going out; drinking, gambling and clubbing.

They are interested in music; concerts and festivals, as well as technology; iPods, mp3's, earphones, *portable speakers*, *surround sound* audio speakers.

They are also interested in computer and television technology; ps3.xbox, Nintendo wii, laptops, Macs, computer games, downloading various media files and foxtel.

Their interested in learning, going to uni and school, reading books and magazines, researching on the internet, communicating with people and learning from others

They are Interested in sport and exercise, watching sport and playing sport as well as betting on sport. They like going for walks, bike riding, runs and jogs to keep fit

Interested in the opposite sex, socializing, meeting new people, having relationships, going out with others

Interested in other countries and places; travelling and learning about the world and people that come from different places, learning about other cultures and religions

Interesting in materialistic things, such as cars and clothes, as youths want to impress peers and others, or they feel a sense of gratitude when possessing more valuable or fashionable things.



Products that high school and university students interact with on a daily basis;

Mobile phones, mobile phone chargers, Laptops, laptop chargers, external speakers, external keyboards and external computer mice, Computers, monitors, motherboards, iPods, earphones, ipod cases, ipod docks, alarm clocks, ipads, notebooks, earphone case, earphone silicon fittings.

Cars, wheel-air fresheners, Bikes, Radios, antennas, Desk lamps, power boards, Mp3 players, batteries, Cds, cd players, cd racks, Chairs, roller chairs- rocking chairs- folder chairs, doors-sliding and swinging, pens, pencils markers, Books, book shelves, televisions



Aesthetics and styles that would appeal to my demographic:

Males may prefer a more jagged style, where the product draws attention, as males often like to show off their possessions



They would like a shiny chrome metallic finish on their speaker's exterior to give and suggest that it is expensive and of good brand

They would want it to be easily transportable, in spite of that as big as possible, thus easy transportation and large portable speakers that can store much electronics to ensure loud sounds and clear audio signals, ultimately the best possible sounding music in a small easily portable speaker system.

Females may prefer a more elegant appearance, with smooth curves and various colours. They wouldn't like a jagged nor rough aesthetic as they would lean towards a graceful and stylish aesthetic

Both genders from this demographic would desire portable speakers that look attractive and respectable to the public. Financially, they should be able to purchase high quality speakers, therefore they would want theirs to look expensive, good quality, made a by a good brand, and they wouldn't like it to look cheap nor fake.

Aesthetically, this audience would like this product to stand out; thus it could have a shiny metallic finish, or it could have a soft textured material on part of the exterior, or it could have chrome polished surfaces for example, all in order to satisfy the client/customers desired appearance.

People of this age group are interested in humour; thus strange shaped speakers that resemble something funny could be desired. They could be interested in having animal shaped speakers or speakers that resemble the shape of sporting balls and equipment, or just interesting abstract shapes and forms which draw attention and interest viewers.



Section B: Existing Products

After observing portable audio speakers in real life at Dick Smith, Harvey Norman, Target, Tandy, the Apple Store , (mostly in boxes) and browsing through electronic stores' magazines as well as online exploring of Logitech, apple, Sony, Bose, seinheiser, kilspch, monster beats, Panasonic and ultimate ears products, i have become aware with the standard specifications of portable speakers available today

I own my own pair of portable speakers which have pretty good sound quality but not the best, they are small and easily portable which is great, and they do not require and batteries nor chargers to power the product, it extracts its power from the audio device, which is terrific as you do not need to change batteries nor recharge the device.

Ideally the audience requires an easily transportable speaker system that has good sound quality whilst having provision for connecting to iPods, mp3s, mobile phones, and usb ports, all of which containing audio media files.

Good versions of these products have a tough exterior or protective case to ensure the device is safe while travelling. They can also be water proof which keeps it safe from rain and drink spills, and they can also be shock resistant which ensure that the electronics that enable the system to function within the device are safe and stay intact even when the system is dropped or roughed up during transportation.

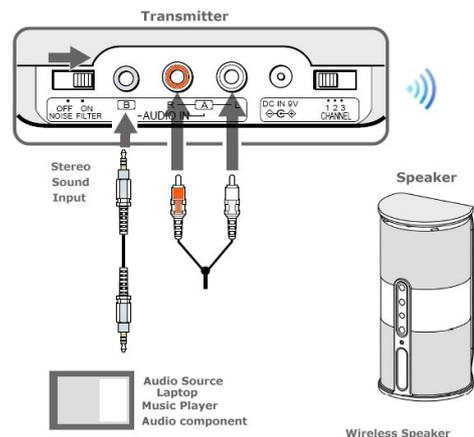
It is also good when these systems have ports which give customers the option to add on speakers to increase the sound intensity with more portable speakers. The better versions have small led lights to display that the device is functioning, in spite of that some have led screens with a battery diagram which depicts the amount and percentage of power that is instantaneously stored within the battery of the system.



There are many different parts to consider when analysing how it works

The products are often transported with a lid on, or within a case for protection, contained safely inside a car, bag or pocket. Then it is used by connecting an iPod, mp3 or other android device which stores media audio files. These devices transmit the files through the system which refracts and broadcasts the audio sound out loud so more than one person can hear which the advantage when compared to earphones is.

The systems function by some sort of electronic power which is either extracted straight from the audio device, or powered by batteries which can be bought, replaced and recycled regularly, or the system can hold a battery that is fitted into the system and stay there constantly and is directly recharged from an external charger that connects and draws power from household power points.



My target market's requirements is that it is easily transportable and has good sound quality

They would most likely store the portable speakers in their bags, back packs or pockets whilst travelling to their destination, therefore the form of this system should not have jagged edges nor sharp corners as they could poke and make it uncomfortable in pockets, or damage other possessions in bags.

They would want it to use modern technology and not be daggy nor basic, thus they would probably like the system to contain led screens and lights, tangle resistant cables, and high quality audio for the best possible sounding music available to produce given the space for internal hardware.

Instead of large bulky buttons, there could be elegant organic shaped buttons that only extrude a little, or there could be a touch screen control.

They would want the exterior tough to prevent damage; however it should still look attractive and expensive. Some products currently available have a zip case exterior which protect the hardware sufficiently although they are not very eye pleasing when zipped upped.



Other features that the system could have is a small flash light or laser beam,(simple things which the intended audience would find cool and thus be more encouraged to purchase), a bottle opener, a usb storage container, or possibly a lcd screen the displays the time, the temperature, your location and the power percentage of the system. The system could also have a small storage area for a tiny cleaning cloth, and the section can eject with the press of a button which would make the cloth accessible.

Its intended environment would be at uni, in class rooms, libraries, parks, bedrooms, living rooms, the beach, theme parks, sporting arenas and gymnasiums, thus it must be weather proof and shock resistant. It must have good volume control so you can decrease the volume when it annoys surrounding citizens, as well as easily able to increase volume simply to hear you music more clearer and at a greater intensity, possibly to ensure that your close by friends can also hear. The system should also contain a lock button,(similar to ones on mobile phones) to guarantee that the product does not accidently turn on during transportation to avoid wasting the batteries' power.

Ergonomically it should have buttons that are not sharp and should be smooth to ensure that it does not puncture, injure, poke nor damage the customer, others, and possessions in a bag, pocket or room. Thus there could be a tough touch screen that is scratch resistant (similar to iphones), which would use less room and it should make it easier to be able to fit comfortably into a pocket or backpack. It is not extremely vital that it fits comfortably in the client's hand, as it is much more important that it sits firmly, and safely in place flush on a table or floor surface which would be where the system is most often located during use.

