



AUDIYO

Gold standard search for personalized streamed listening

# PERSONALIZED LISTENING

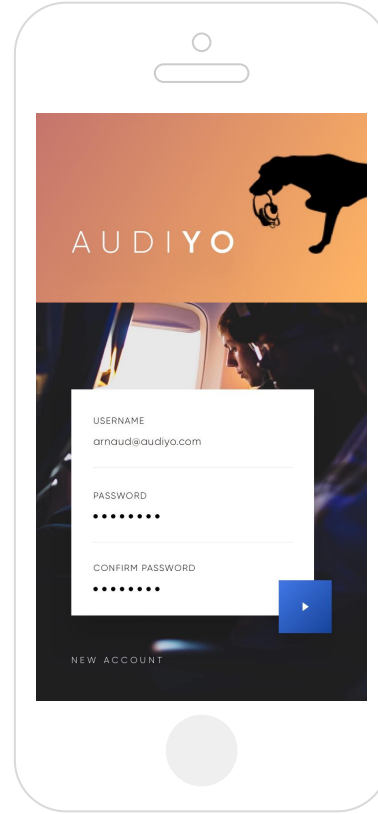
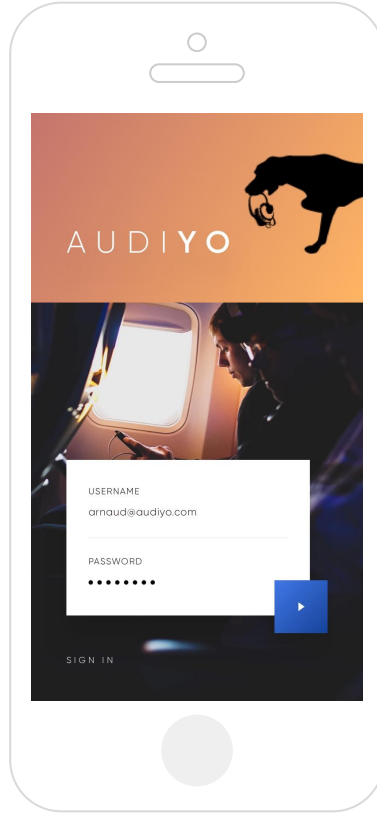
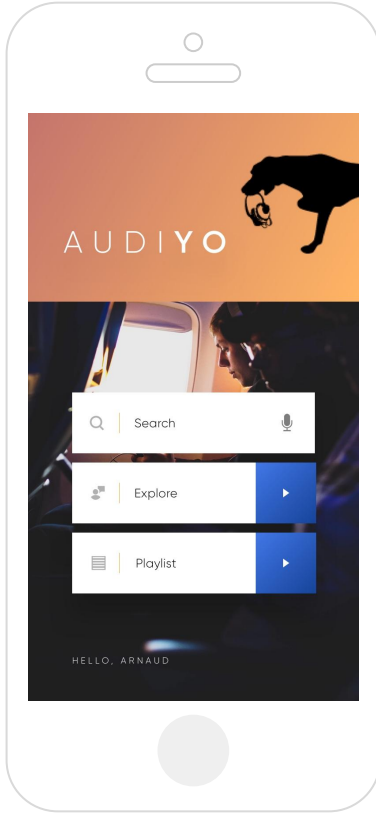
Audiobooks and podcasting are the fastest growing audio segments on mobile. Users who listen to audiobooks don't enjoy the benefits of folding down page corners, highlighting excerpts or leaving notes on their favorite pages... they also lose the nostalgic aspects of owning a book and watching it age. This leaves a lot to be desired from the audio experience on mobile.

Design an Audiobook or Podcasting mobile app that is personal, interactive and with the ability to bring even more utility to the user than a book could. Constraint: All suggested technologies need to exist, or have the ability to realistically exist within the next 6 months.



## INTRODUCING AUDIYO

AUDIYO is a streaming listening service available to both iOS and Android users. **AUDIYO** members can listen and stream from a catalogue of an endless supply of high quality audio books, podcasts and personalized radio stations which also syncs with a variety of smart home and car playback systems like Google Home, Amazon Echo and Android Auto.



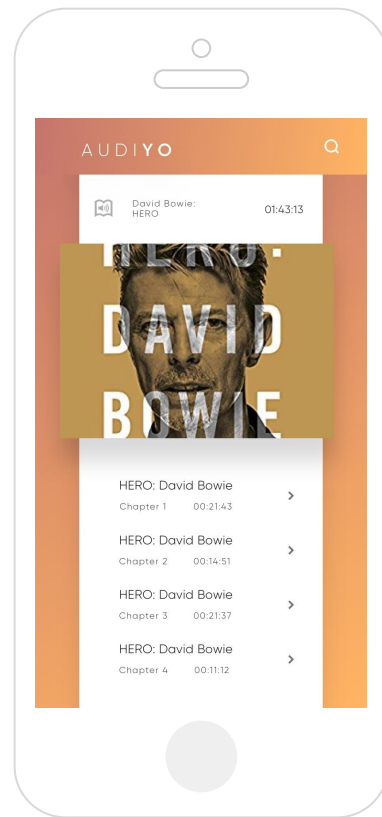
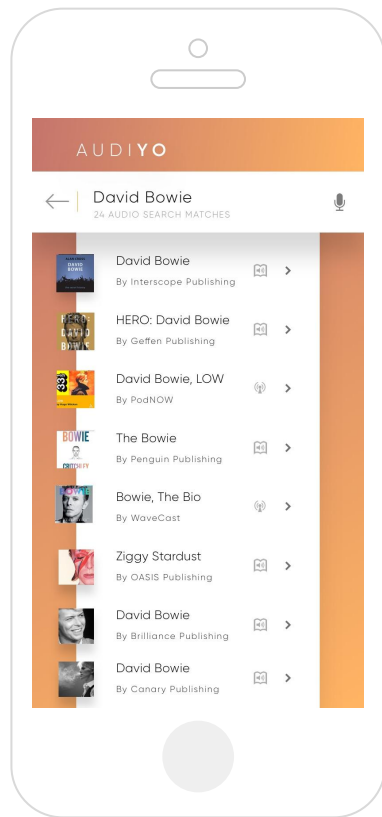
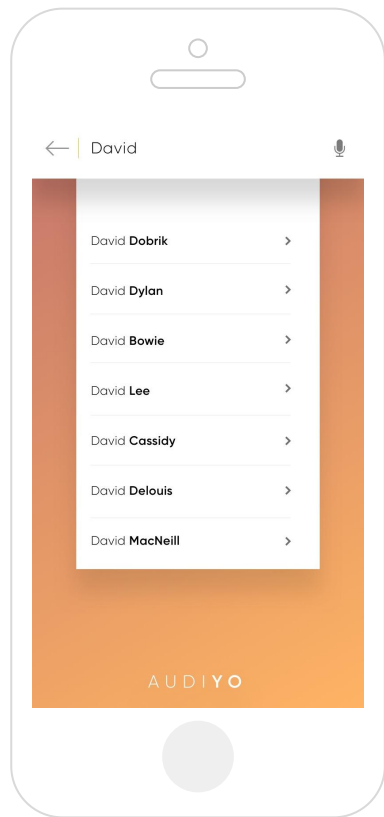
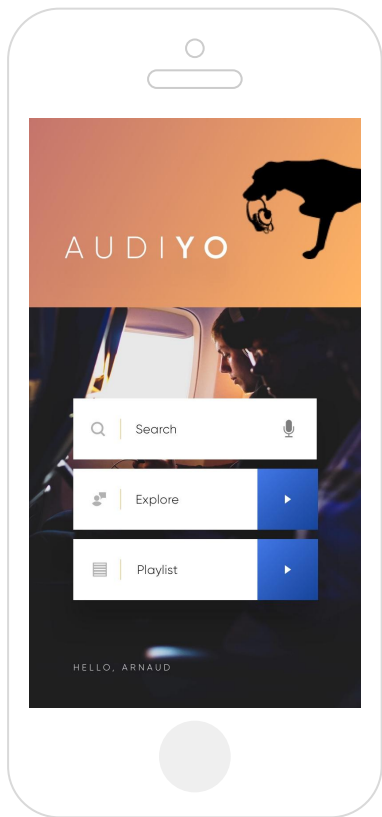


## SMART AUDIO SEARCH

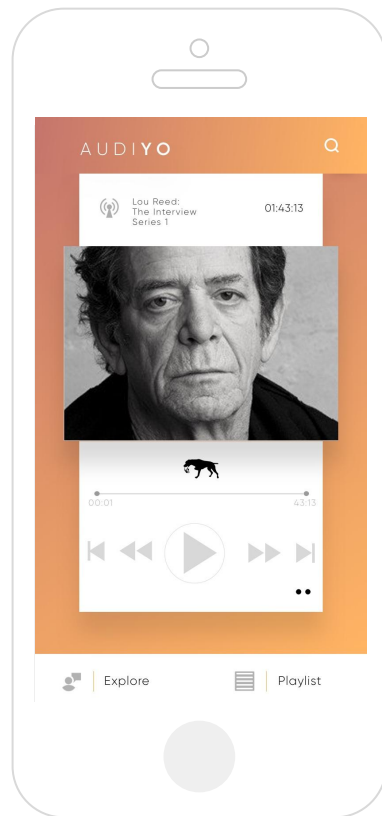
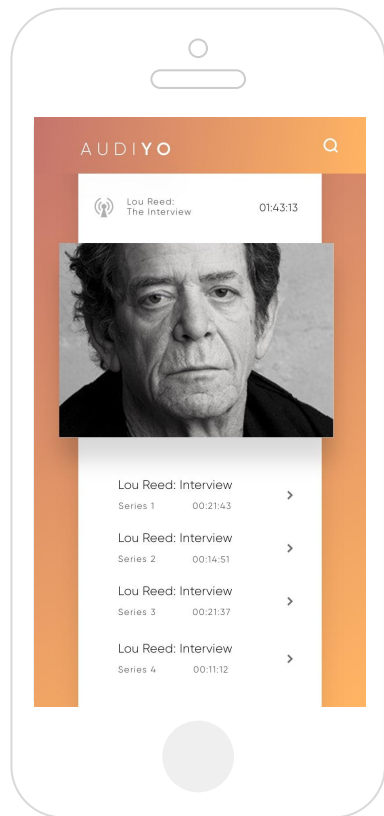
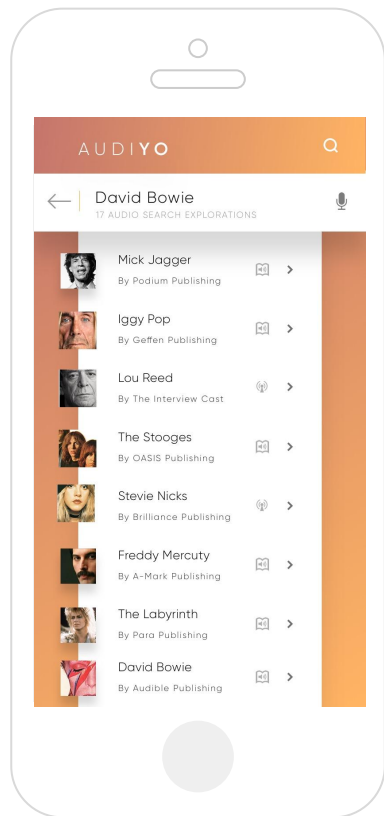
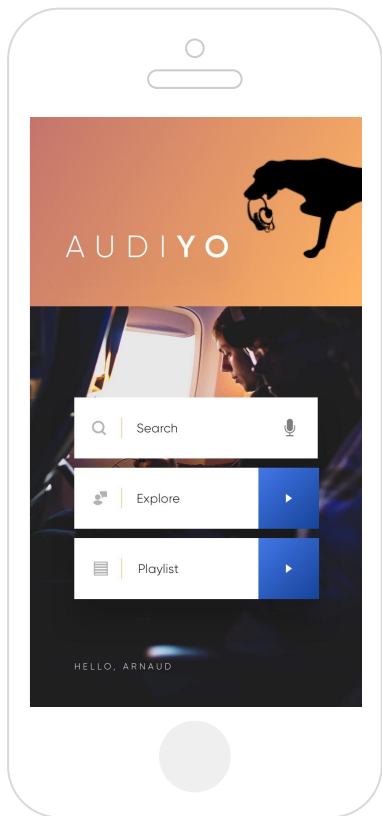
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Gold Standard Audio Search is unique in that search queries scrape audio listening files for both Audiobooks and Podcasts and provides relevant streaming search results based on actual content, not just keywords.

Customers can easily explore various listening suggestions based on historical search queries.



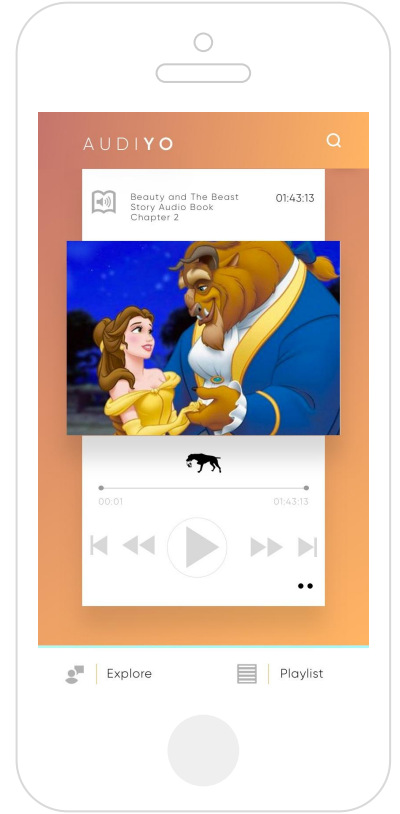
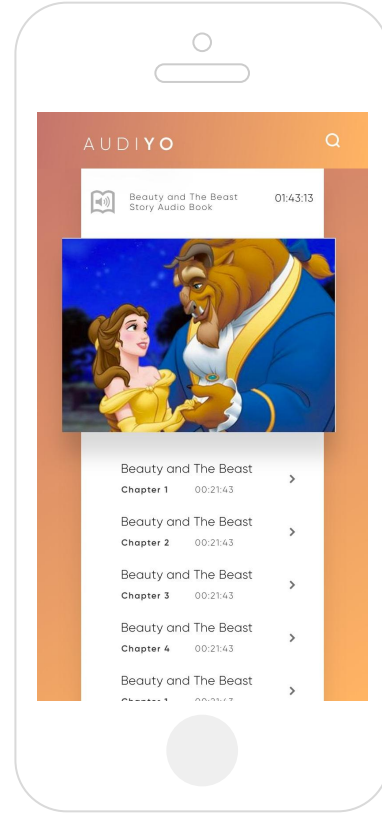
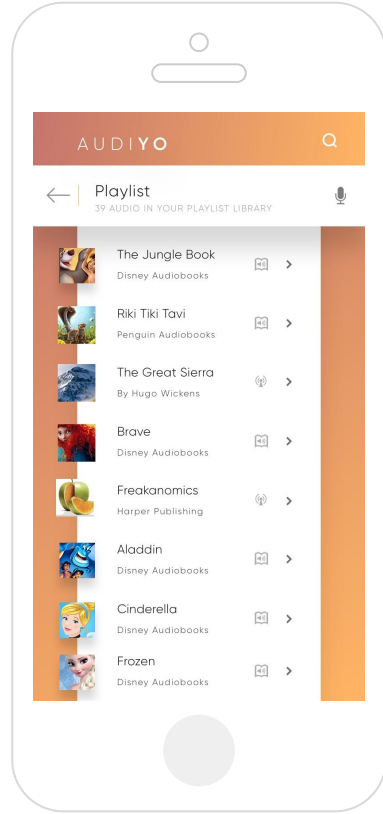
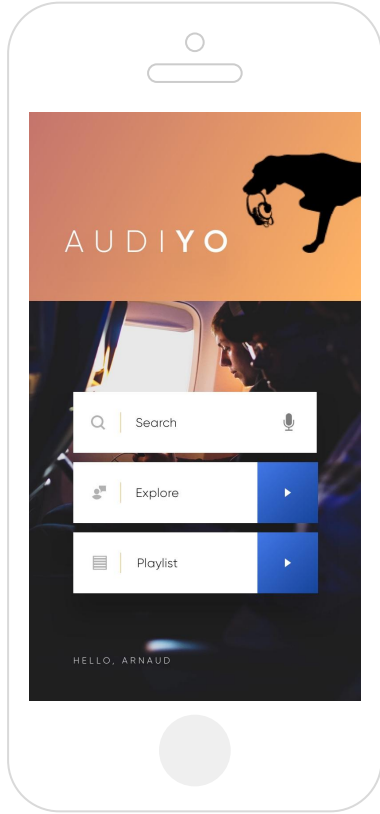
SEARCH FUNCTION





## PERSONALIZED PLAYLISTS

Whether it's a podcast short-story, or a Disney audio book, customers can easily create personalized custom libraries for all their listening moments.

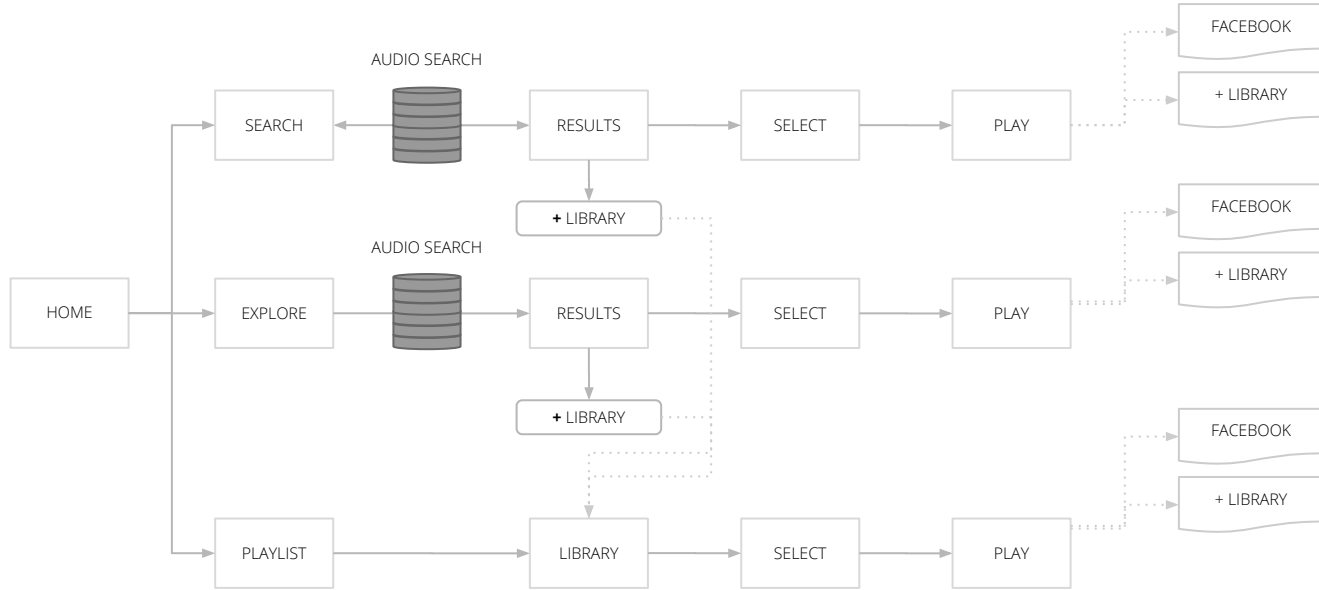




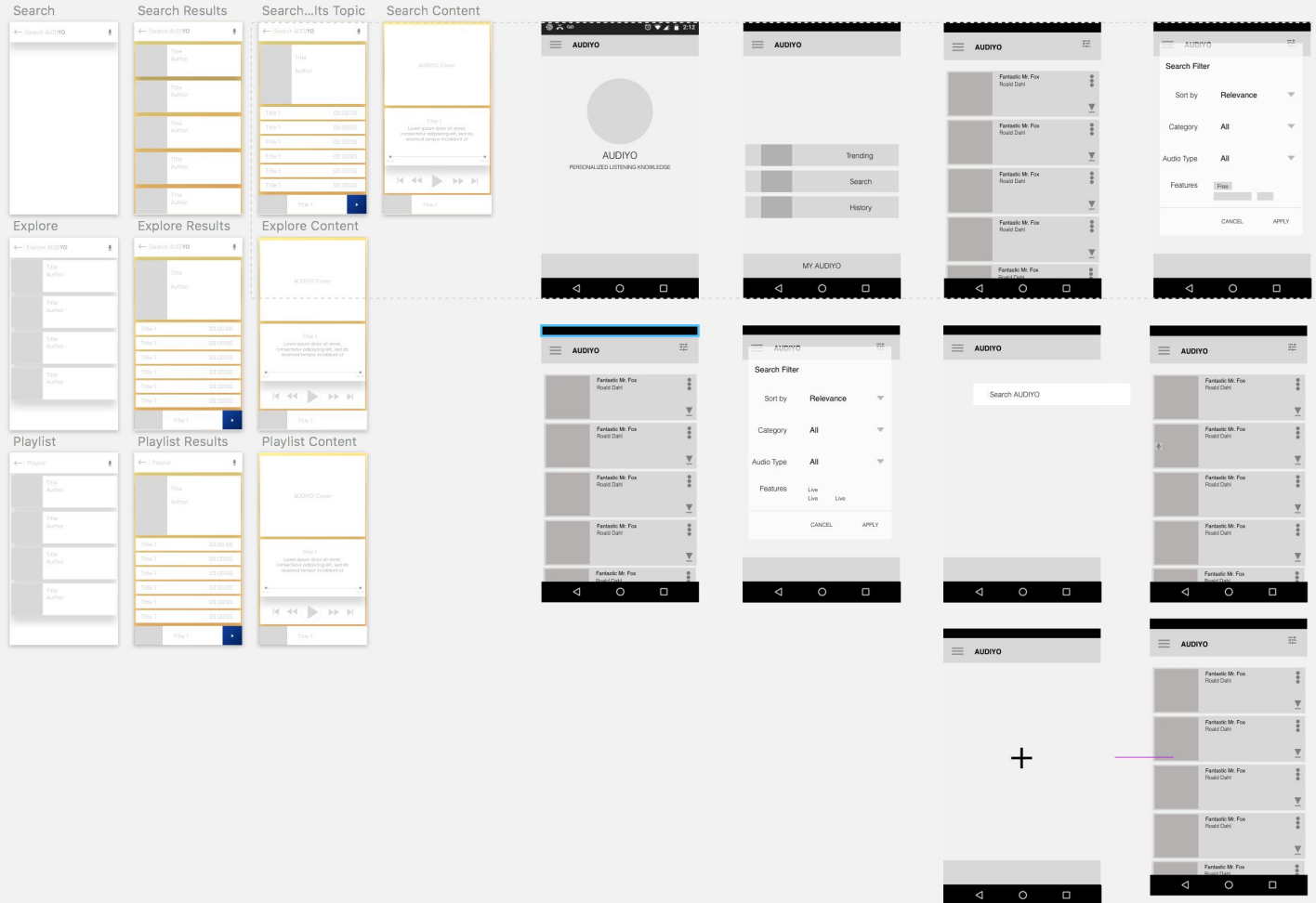
## HOW I GOT HERE

The next few slides are my design notes. From notes, to wires, to colors, I wanted to share my design thinking and principles for AUDIYO.

## FLOWCHART

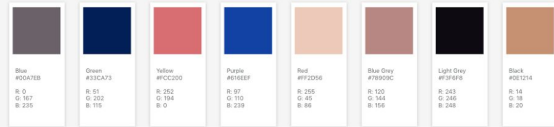


# WIRES

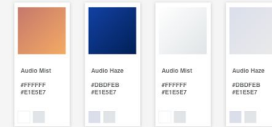


## COLORS

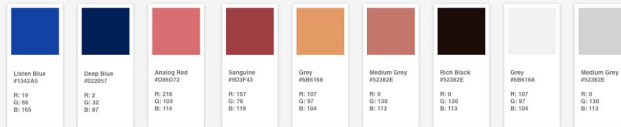
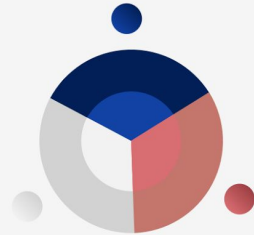
### AUDIYO Color Palette



### AUDIYO Gradients



### AUDIYO Color Themes – Brand and UI Palettes



## MY PRODUCT DESIGN PRINCIPLES

### **Prove to the Customer We Know Them**

Earn honest trust and nurture it by conversing with customers in ways that are specific, understandable and actionable within all aspects of AUDIOYO.

### **Personal and Personalized**

AUDIOYO listening is deeply personal and experiential. Learn and grow with customers over time by providing tools to make them feel at home and in control.

### **Do all the Lifting for the Customer**

Make sensible decisions and provide intuitive defaults that respect customers' time, data and attention. Learn what's most important to AUDIOYO customers.



## **Lead with Meaningful Content**

Personalized AUDIYO content trumps all. When we don't know the customer, follow-fast with desirable content curated by our gold-standard search results.

## **Avoid Dead Ends**

Few interactions are meant to be the last. Anticipate with the "next interactions" which should be intelligently designed to support a customizable experience.

## **Built for Customers on the Go**

Low performance is the universal app killer. AUDIYO is built for people on the go. Leverage tactics for increased performance and flawless bandwidth connections.

## **Fit and Finish Matter**

Pixel precision, clear copywriting and delightful details builds trust with AUDIYO customers. The product experience is the sum of every interaction.

## **Design Experiences at All Stages**

Consider the entire AUDIYO usage lifecycle. For example, “Unaware”, “Interested”, “First-Time”, “Regular”, and “Passionate” and respectfully evolve with customers audio listening tastes and aptitudes.

## **Audio Listening is the experience**

AUDIYO’s experience is one that inspires, evokes and intensifies our customer relationship with audio listening. AUDIYO exist for both a functional and emotional purpose.

## USER FAMILY STUDY FOR NAVIGATION APPROACH

My earliest design challenge was to propose how we would display audio navigation in the AUDIYO mobile app itself. I did not have qualitative data to support this and subsequently performed a hierarchical card sort with 4 participants (I used random family members and my fiance'). My aims were to understand how they thought about different categories of audio content and what was most important to them.

During a “think-aloud” session, I learned that my 4 participants ranked content based on 1) What they felt was predictable, 2) What made them curious and 3) What they were skeptical about. I ranked their feedback using a mean-point average system and noted key feedback.

I finalized and settled on 1) Search (Audio Search), 2) Explore (Predictive recommendations) and 3) A Personal Playlist (Their personal library).

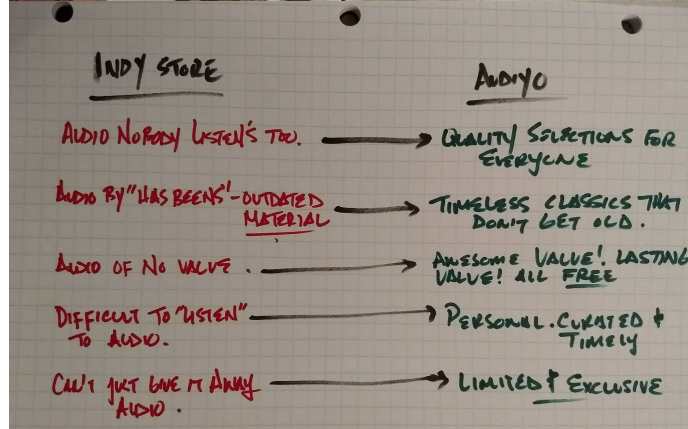
CATEGORY	Rank	Weighted Ranking Score	P1	P2	P3	P4	P5	P6	P7	P8	User voice
Searchable	1	1.875	3	1	1	2	2	2	2	2	I don't have to think, relevant Search for listening segments. Strong search results.
Explore	2	2.75	2	2	3	3	3	3	3	3	Knows me based on my listening.. Predictive recommendations
My Playlist	3	4.5	4	4	4	4	5	5	5	5	The ability to save my listening. I like to re-listen to good things.
New	4	4.5	5	5	5	5	4	4	4	4	Listen to something new I haven't heard. Better in "Explore" category
Featured Categories	5	6	6	6	6	6	6	6	6	6	Listen to what others are listening to isn't important.

## GOLD STANDARD AUDIO SEARCH ... LIKE AN INDIE-RECORD STORE

A technique I used to brainstorm the type of search results I wanted was by recalling an experience I had while visiting a small, local indy-record shop in [Atlanta called Criminal Records](#). In addition, I was inspired by a technique from [Marty Neumeier's book - "Metaskills: Five Talents for the Robotic Age"](#). Marty teaches us that great and original ideas can emerge if we reverse the polarity in an assumption.

I imagined the worst possible perception of AUDIYO to be analogous to the 'bargain bin' in a brick and mortar indy record shop - discounted music that nobody wanted. Through this lens, I identified the undesirable traits of the bargain bin to help articulate (opposite) principles for planning and creating strong recommended results for our AUDIYO listeners..

From this exercise, it became clear that we could help customers derive more value from the service if we crafted a story behind AUDIO initial free streaming audiobooks and podcasts.

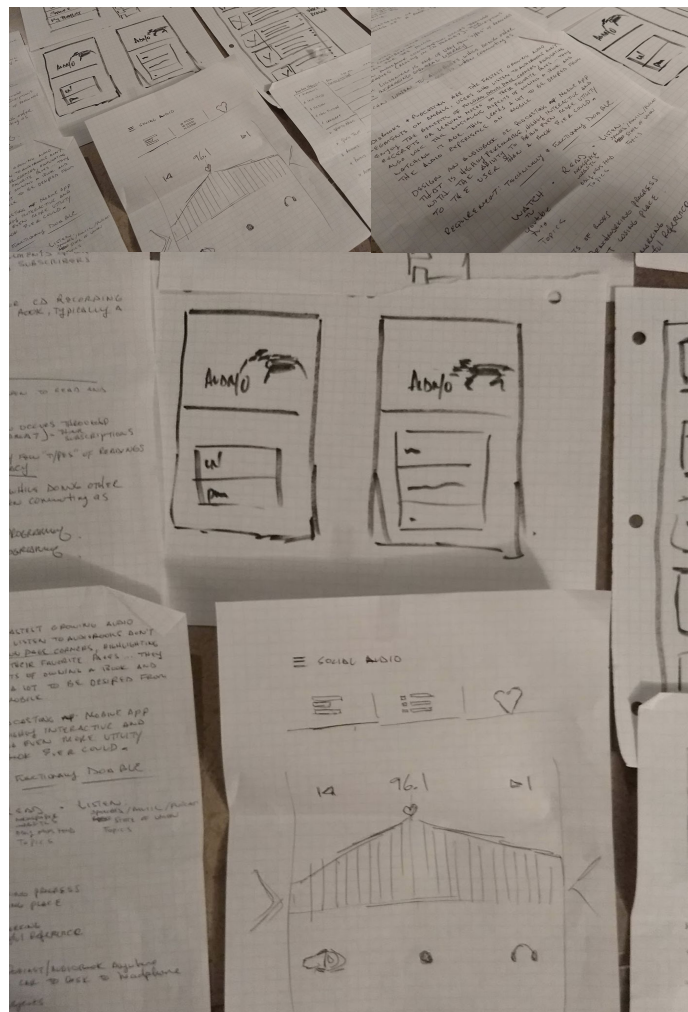


## COMMUNICATING DESIGN

My process involved sketching and white-boarding concepts and flows and then translating these directly to wireframes, then on to design comps. Since I was not working with existing design patterns, it was a challenge to move straight into hi-fidelity designs.

My next step involved the comps and piecing them together visually. In the early stages I focused only on representing the highest risk areas of the design. Later phases would focus on micro-interactions, which I'd create in either Sketch or Proto.io.

Prototyping is the next effective way to gain meaningful feedback from a team, get consensus from stakeholders and approval from senior leadership. Next steps have me design these hi-fidelity compositions and run them during usability testing.





## TESTING OUR ASSUMPTIONS

My vision for AUDIYO is to be simplest, but strongest listening service for our customers.

We focus on two things: Audio Search and In-Stream listening.

After initial launch, we'd focus on continuous product iterations and carefully selecting new features for release and focusing on testing our assumptions with user testing and focus groups.

In short, focusing on a continued product life cycle that keeps AUDIYO fresh and new.

Thanks for listening!