

Audeara Refresh | Research, Strategy, & Creative

UX Research | Personas

Personas Methodology

1. Research over-the-ear headphone demographics, and market share etc.
2. Research brand positioning for leading headphone companies in the marketplace
3. Leverage Amazon reviews for Audeara, as well as competing brand reviews, to understand conversations customers are having about the headphones
4. Validate reviewers by surveying their profiles on Amazon, and identifying the type of products they have evaluated in the past
5. Research social media pages, and user profiles, that “Liked” or engaged with Audeara or related content
6. Reference paid data from Facebook

Personas Types Defined



**Open Office Worker
looking for a way to
escape**

Age - 28 years old

Occupation - Mid-level
Application Developer

Income - \$73,000

Status - Single

Location - Lives near the city
close to work.



Striving Musicians

Age - 25 years old

Occupation - Musician in a
band and also works as a
waiter.

Income - \$41,000

Status - Single

Location - Lives with
roommates in the downtown
Austin, Texas area.



**Constantly on the
phone in meetings**

Age - 34 years old

Occupation - Accounts
Manager

Income - \$68,000

Status - Engaged

Location - Lives with Fiance
near the city



**Hearing Loss from
traumatic events**

Age - 41 years old

Occupation - Blue Collar
Professional, former War
Veteran

Income - \$48,000

Status - Married with no kids

Location - Lives with wife in
the suburbs.



Health conscious

Age - 53 years old

Occupation - Business
Administrator

Income - \$115,000

Status - Married with college
age kids.

Location - Lives in the
Suburbs but works in a
metropolitan area.

Personas: Open Office Worker looking for a way to escape



David Chen

Age - 28 years old

Occupation - Mid-level
Application Developer

Income - \$73,000

Status - Single

Location - Lives near the city
close to work.

- **Bio** - David works for a Digital Agency as a developer. He works long hours and constantly in front of a screen. His social life is minimal and spends most of his time alone.
- **Enjoys** listening to a wide range of eclectic music while at work and enjoys watching movies on his VR headset at night in his apartment near the train station. He also a gamer occasionally when he has extra spare time.
- **Goals & Needs** - Looking for Noise Canceling headphones since he lives in an environment with a lot of noise surrounding his working and living space. Wants to enjoy music and movies to the utmost quality and immerse himself in the experience.
- **Frustrations & Pain Points** - Works in an open office environment and his apartment is surrounded with noise from neighbors and the hustle and bustle of the city and train station nearby. He's tried a lot of competitors and have yet to find a set of headphones that can bring his listening to the next level with a more personalized experience.
- **Behaviors** - Generally frugal but willing to spend money on things that he enjoys most in life. Willing to eat on a tight budget for a short period of time in order to purchase the items that he really wants.

Brands Of interest

Audio-Technica
Pandora / Spotify
Samsung Visio Roku
Blizzard - Fortnite
Amazon Google Facebook Nike Adidas
Netflix
Uber & Lyft
Yelp
Twitter
Facebook
LinkedIn

Technology

Well versed in IT and all things technology due to occupation.

VR
Smart TVs
Apple/ PC

Personas: Striving Musicians



Tyler

Age - 25 years old

Occupation - Musician in a band and also works as a waiter.

Income - \$41,000

Status - Single

Location - Lives with roommates in the downtown Austin, Texas area.

- **Bio** - Tyler has been a fan of music all his life. He started playing the guitar at a young age and still continues his dream with a strong passion. When he's not working at his waiter job in downtown Austin, he's socializing with his community of friends. At home, he enjoys time to himself, listening to music and being inspired to create his own.
- **Enjoys** playing his guitar and listening to his music that he produced with his music friends.
- **Goals & Needs** - Looking for the latest in headphone technology and wants extra features when it comes to his industry equipment.
- **Frustrations & Pain Points** - Can't afford Studio quality but needs custom clarity. He often listened to loud music in his younger years and has hearing problems.
- **Behaviors** - Often on a tight budget for most things in life but spends most of his money on his passion for music.

Brands Of interest

SoundCloud | Pandora | Spotify | Apple Music
Sony | Beyerdynamics | Sennheiser |
Audio-Technica | Sony
Target | Walmart | Amazon
Android
Uber | Lyft
Facebook Instagram Twitter

Technology

Android Phone
Laptop
Some Musical Electrical Panels for sound mixing
Music creation software
Smart TV
Sound Systems

Personas: Constantly on the phone in meetings



Jessica Aguilar

Age - 34 years old

Occupation - Accounts Manager

Income - \$68,000

Status - Engaged

Location - Lives with Fiance near the city

- **Bio** - Jessica lives in the popular Westside area of Los Angeles and has a very active social life. Her work life blurs with her social life. When she's at home, she likes to watch movies on her tablet while her fiance watches the sports game.
- **Enjoys** spending time talking with friends on the phone and has an active social life. When she's not talking to clients she watches seminars, presentations and even movies at work.
- **Goals & Needs** - Looking for headphones that she can use at work for Conference Calls and Online meetings that exceed expectations for noise cancelling and voice clarity. She spends most of the day talking on the phone to clients and at night talking to family and friends.
- **Frustrations & Pain Points** - Some headphones that Jessica tried in the past did not block out the noise from the office while she was on the phone with clients. She could hear the noise from her fellow co-workers which made listening difficult and often distracting her from her thoughts. Also, she had problems identifying who was talking during a conference call due to poor quality of clarity.
- **Behaviors** - Loves to shop and heavily influenced by what is popular. She shops with the attitude that things can easily be returned and refunded if they don't meet her expectations. She tends to return purchased items quite often just to try out the product.

Brands Of Interest

Belkin
Apple
Lexus BMW Mercedes-Benz
Michael Kors / Gucci / Burberry / Kate Spade
Nike
Netflix
Amazon
Uber - Lyft
Instagram
Facebook
Twitter
LinkedIn

Technology

iPhone - uses lots of apps
Laptop
Tablet
Smart TV
iWatch

Personas: Hearing Loss from traumatic events



Brad Garvey

Age - 41 years old

Occupation - Blue Collar Professional, War Veteran

Income - \$48,000

Status - Married with no kids

Location - Lives with wife in the suburbs.

- **Bio** - Brad is a War Veteran and works as a technician for a company that contracts him out to various buildings in downtown. He often works alone on ad hoc projects to maintain the buildings. After work he likes to go to the gym and workout. At night, he spends time with his wife and watches movies with her.
- **Enjoys** listening to Classic Rock and Country Music. Watches a lot of entertainment from Sports to movies when he's at home.
- **Goals & Needs** - Looking for smart headphones that can be customized for a more personalized hearing platform.
- **Frustrations & Pain Points** - Due to being in a war zone, James suffered from severe hearing loss. He doesn't hear certain frequency due to the ear damage.
- **Behaviors** - He is comfortable living a life that's routine. He enjoys going to the movie theater but often has to sit close to the aisle to be able to hear more clearly. Since he can't fully enjoy the movie going experience he often re-watches movies at home to get a better experience with his home entertainment system.

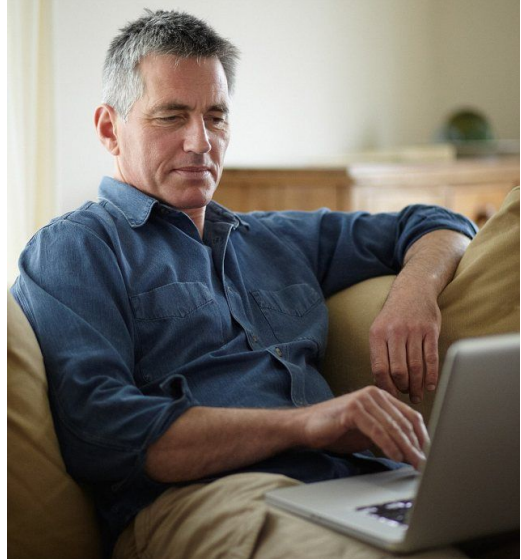
Brands Of Interest

Google Android
Sony
Costco Target Walmart
Ford GM Chevrolet
Bud Light
Facebook

Technology

Android Phone
On-board Technology in Pick Up Truck
Desktop
Smart TV and Home Entertainment System

Personas: Health conscious



Jim Thompson

Age - 53 years old

Occupation - Business Administrator

Income - \$115,000

Status - Married with college age kids.

Location - Lives in the Suburbs but works in a metropolitan area.

- **Bio** - Jim has been working for a large nationwide corporation most of his adult life. He has only worked at a few companies his whole career and is loyal to his employer. He works hard and likes to enjoy his free time at home watching movies and listening to his wide collection of music. He lives with his wife, two sons and a daughter so it gets pretty noisy at home at night and on the weekends.
- **Enjoys** listening to Brass and String Music - From Jazz to Classic Rock and even Classical Music. Likes to relax by watching streaming movies on his tablet with a house filled with family members.
- **Goals & Needs** - Looking for the best listening experience that showcases the best in listening nuances. Also concerned with long-term hearing health and medical grade would be more advantageous than aesthetic. Wants to enjoy his entertainment in peace.
- **Frustrations & Pain Points** - Too many options to choose from and does not know what is the best option and only knows brands from advertisements or company longevity. Does not want to research too long and wants the recommended choice right away from a general search on google. He is also constantly disrupted with noise from other family members and would like noise canceling features.
- **Behaviors** - Worked hard his whole life so now he is enjoying as much as he can and willing to spend to have the best. Shops primarily online but still enjoys going to brick and mortar stores to try new products.

Brands Of Interest

Amazon
Apple - Macbook Pro / iPhone
Bose & Sony
Samsung
Tesla & BMW
Facebook & LinkedIn

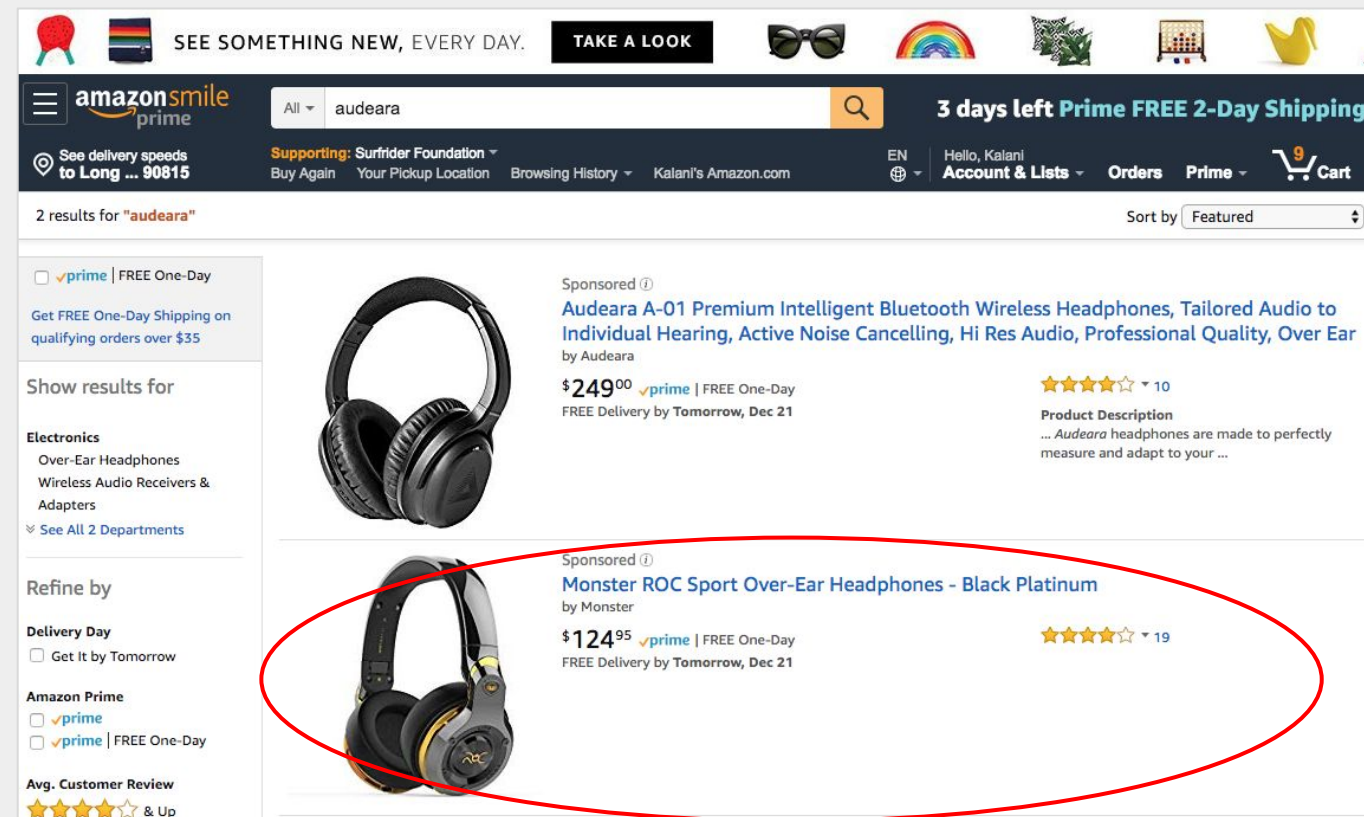
Technology

iPhone user - Health Apps / Finance Apps / News Apps
Social Media - Facebook
Home Entertainment - Laptop / Tablet / Smart TV / Alexa & Siri

UX Research | Niche Market Opportunities

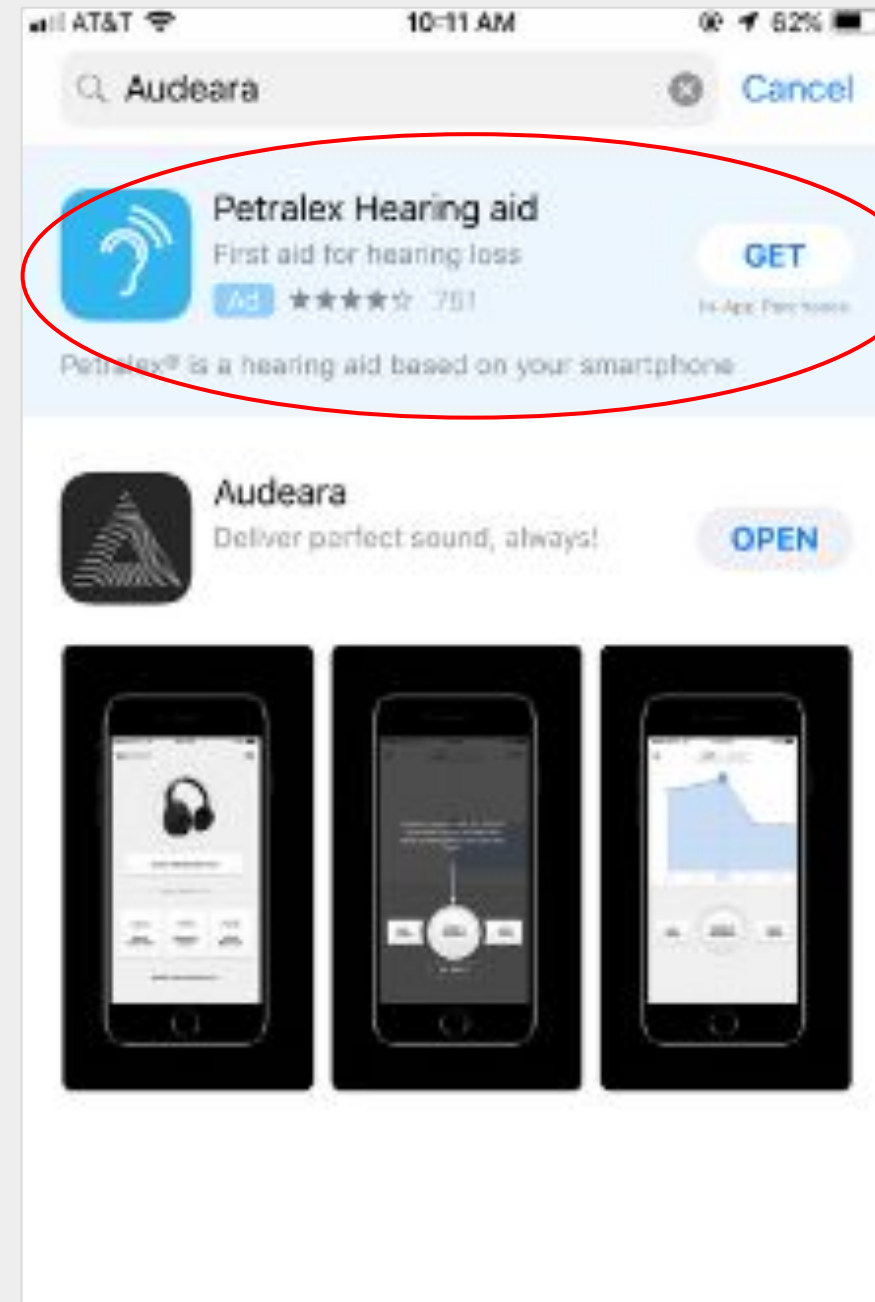
Acknowledging both sides of the competition

Direct Competition



Targeted ads by competitors
such as Monster
(amazon.com site search for: Audeara)

Indirect Competition



Targeted ads by
markets that consider
Audeara a competitor,
which are areas of
opportunity

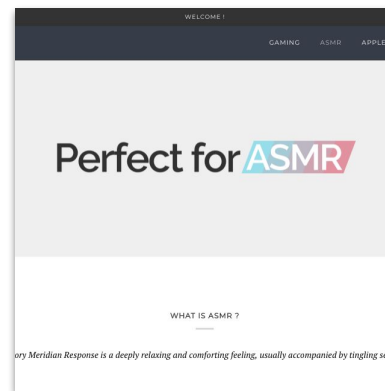
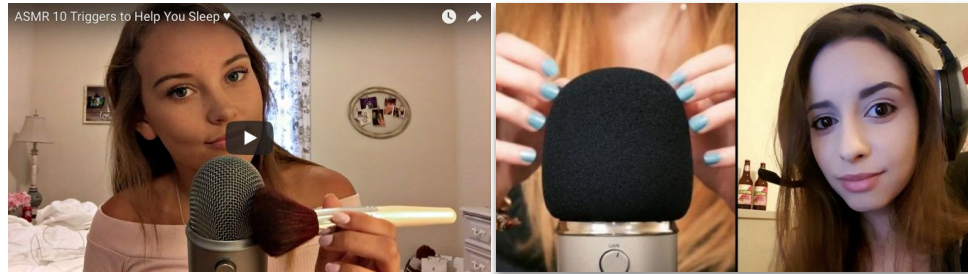
- iTunes search for Audeara
- Paid ad displays above it for a "hearing aid" app

Indirect Competition = Market Opportunities

- ASMR Community
- VR Community (*interested in full-immersion*)
- 3D Sound Experience
- Hearing Loss Community
- Veterans with hearing damage

Indirect Competition = Market Opportunities

ASMR Community



Reddit = 169K members
 Facebook = 59K members
 Youtube = **Millions Subscribe** to various ASMR channels with **hundreds of millions of views**

VR Community (Interested in Full-Immersion)



Reddit = 68k members
 Youtube = **Millions Subscribe** to various VR channels
 Second Life = 600K Active Users

3D Sound (Binaural Beats Therapy)



<https://www.medicalnewstoday.com/articles/320019.php>



Youtube = 200k+ members
 Various Groups on Reddit, Facebook, and other community websites

Hearing Loss Community

Nearly **50 million** Americans experience hearing loss



Ringing in the ears (tinnitus) affects **20%** of Americans, and hearing loss occurs in **90%** of those cases

1 in 5 teens has hearing loss



60% of veterans returning from Iraq & Afghanistan come home with hearing loss and tinnitus



Those with even mild hearing loss are twice as likely to develop dementia



<https://hearinghealthfoundation.org/hearing-loss-demo-graphics/>

“Approximately one in three people in the U.S. between the ages of 65 and 74 has hearing loss, and nearly half of those older than 75 have difficulty hearing.”

Veterans with hearing Damage

52% of combat soldiers have **moderately severe** hearing loss or worse.



https://www.army.mil/article/160050/researchers_evaluate_true_effects_of_hearing_loss_for_soldiers

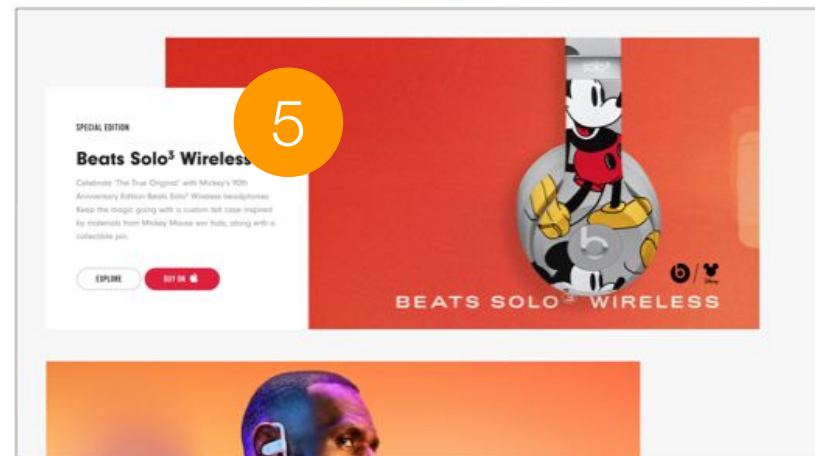
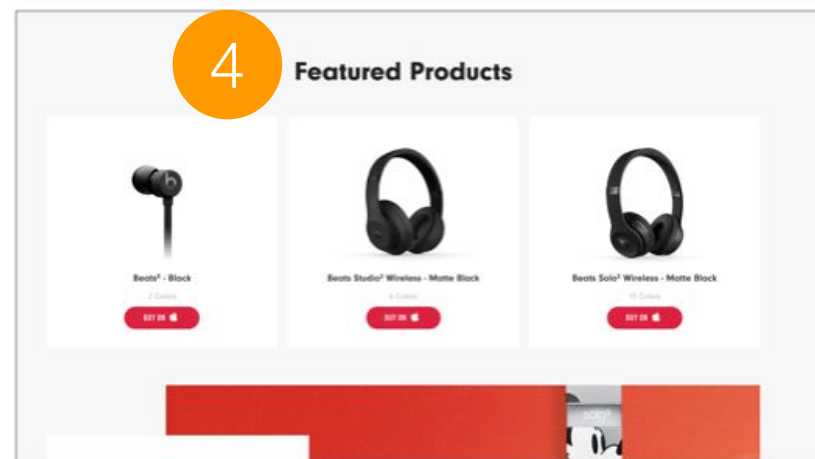
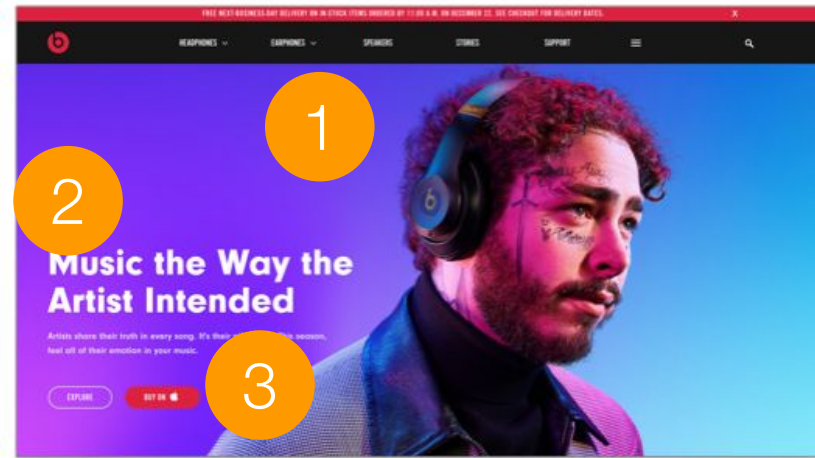
According to the U.S. Department of Veterans Affairs (VA), more than 2.7 million veterans currently receive disability benefits for **hearing loss** or tinnitus, a ringing in the ears.

<https://www.aarp.org/health/conditions-treatments/info-2018/hearing-loss-aid-military-veterans.html>

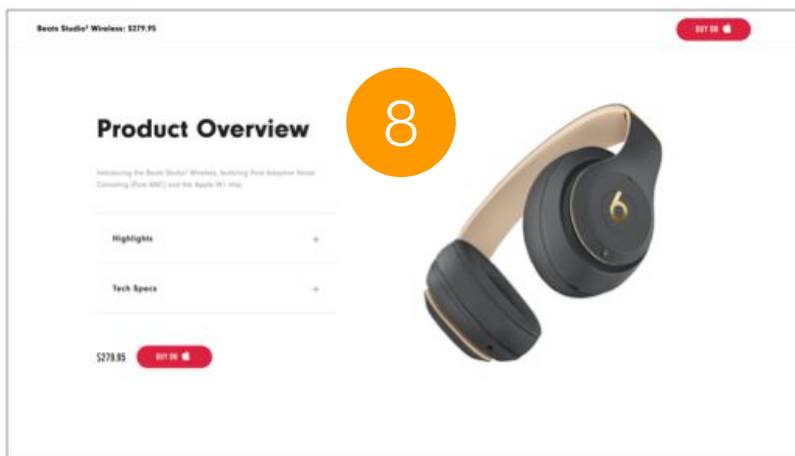
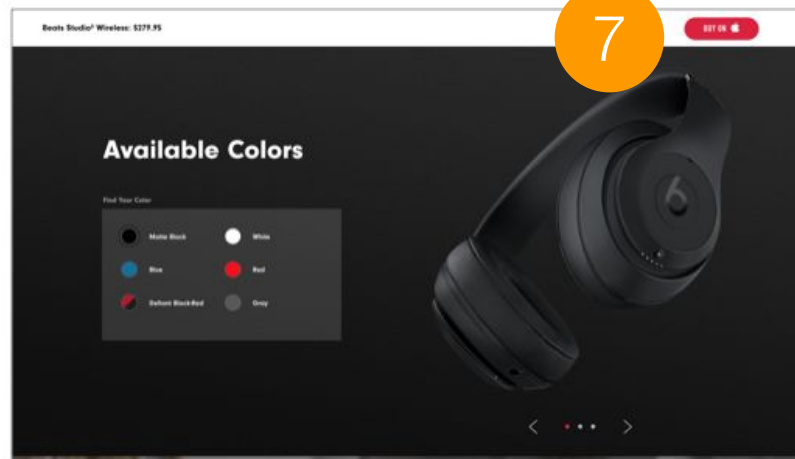
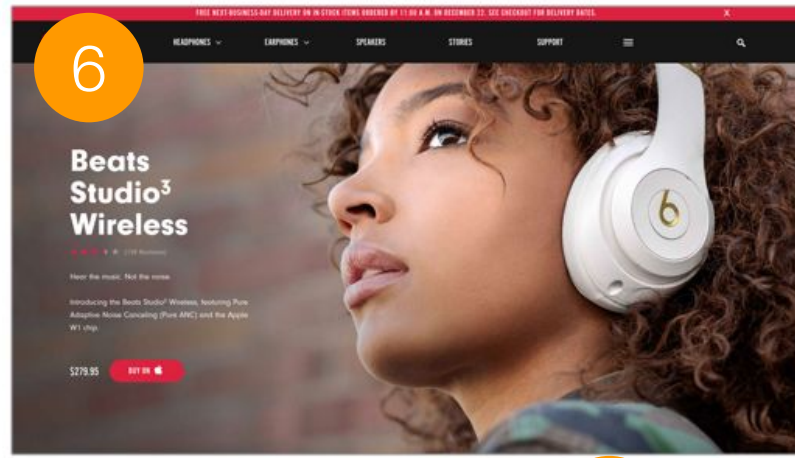
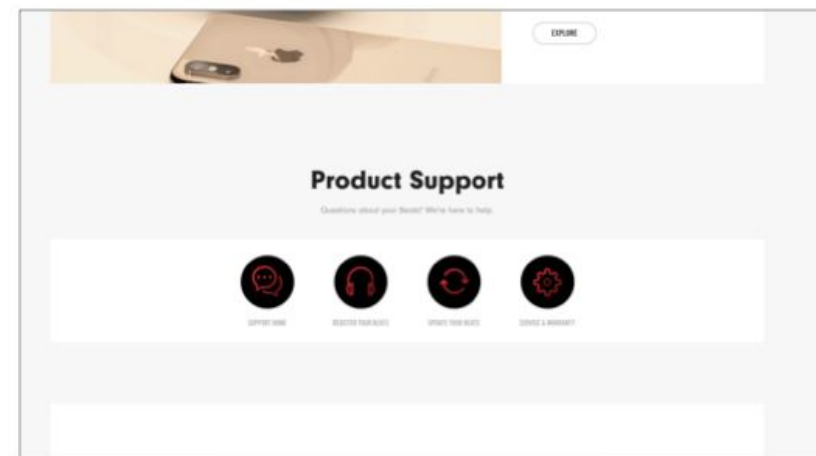
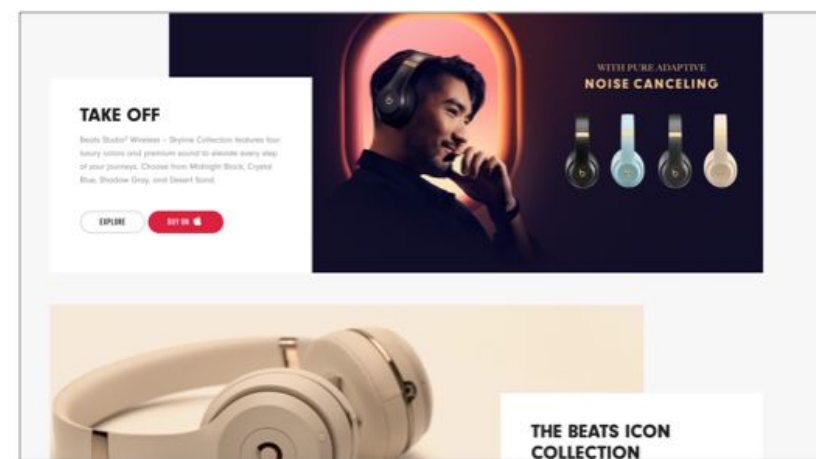
Research | Competitive

Beats by Dre: HP + PDP

HOMEPAGE



PRODUCT PAGE



NOTES

Homepage

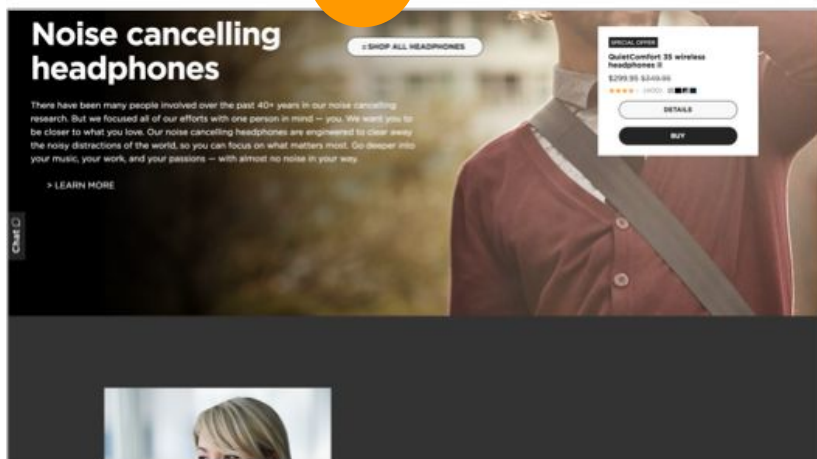
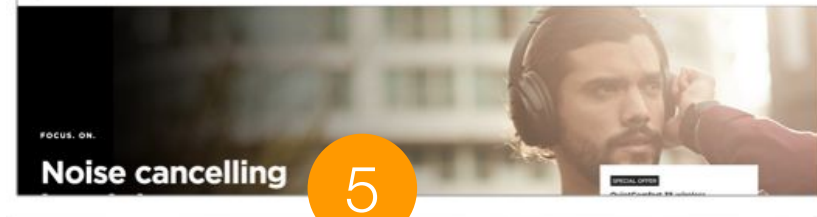
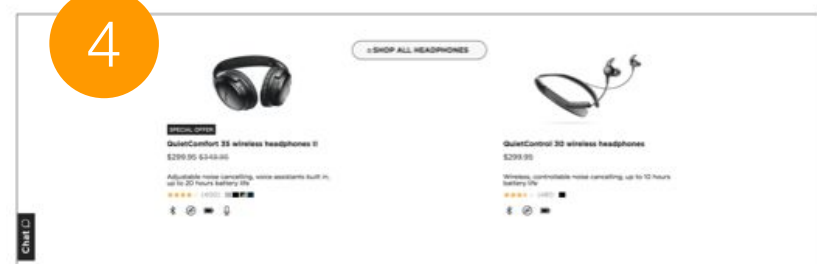
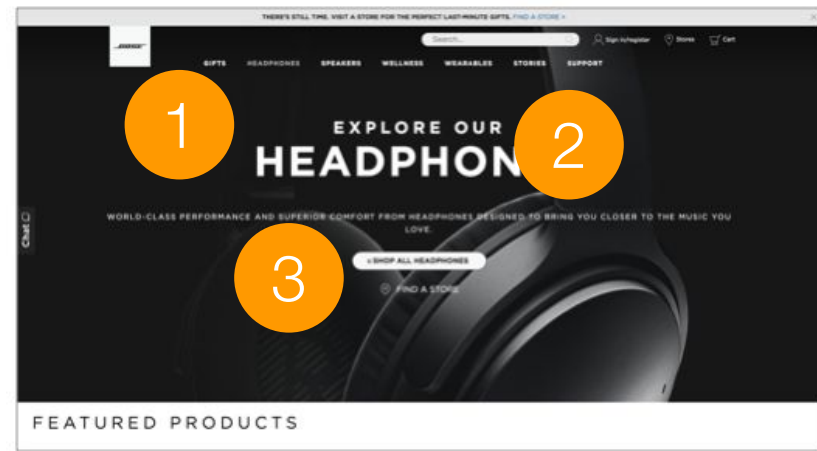
- 1) Lifestyle+Product hero creative
- 2) Brand positioning statement with value proposition beneath it
- 3) Buy and Explore CTAs
- 4) Products appears as the second item on the homepage
- 5) Product story introductions

Product Detail

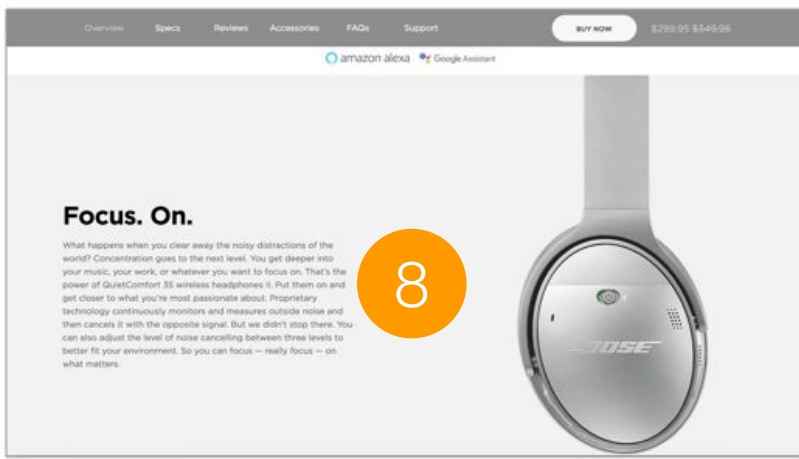
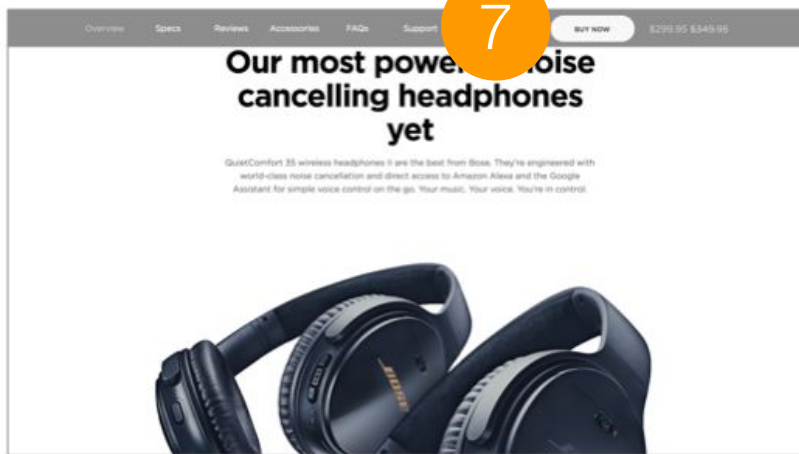
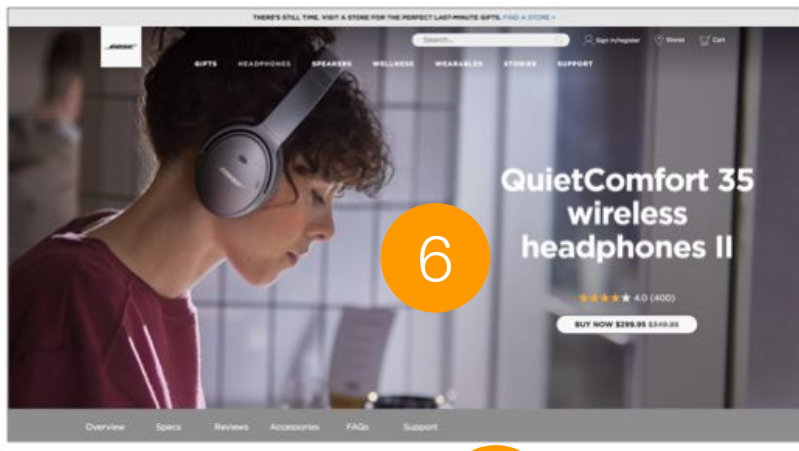
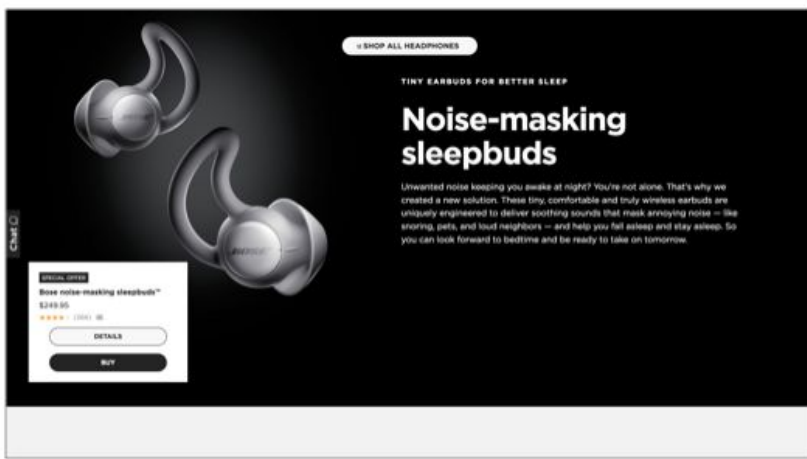
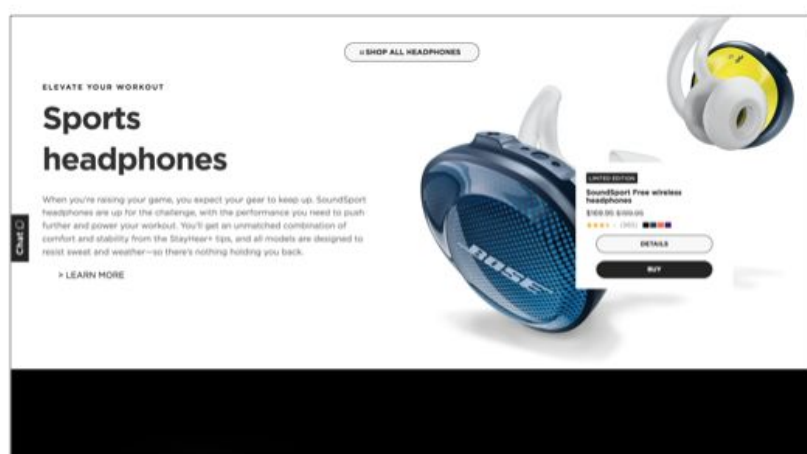
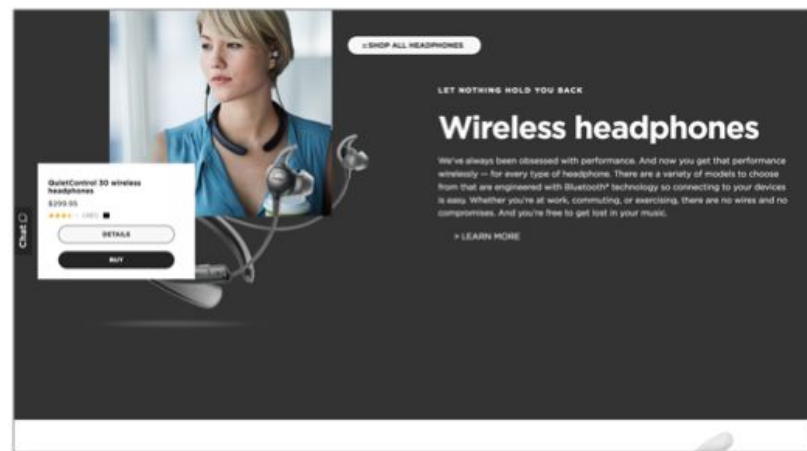
- 6) Lifestyle approach to product detail page with product visual and Buy and Explore CTAs
- 7) Buy button snaps to the top of the page as the user scrolls
- 8) Specs & details lower on the page

Bose: HP + PDP

HOMEPAGE



PRODUCT PAGE



NOTES

Homepage

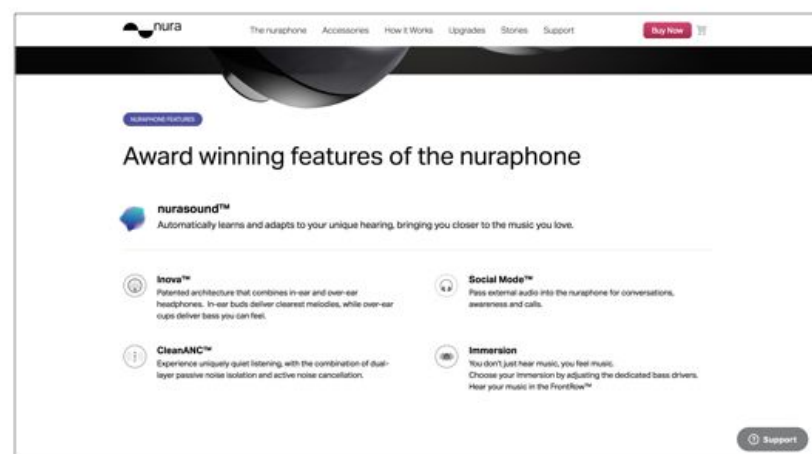
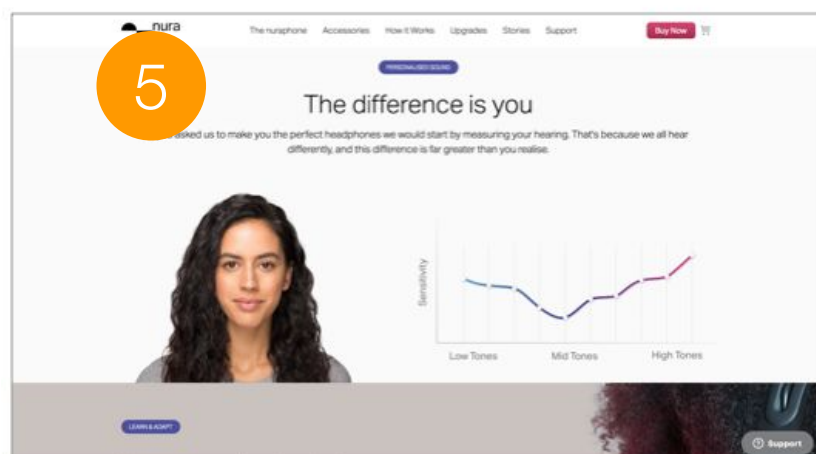
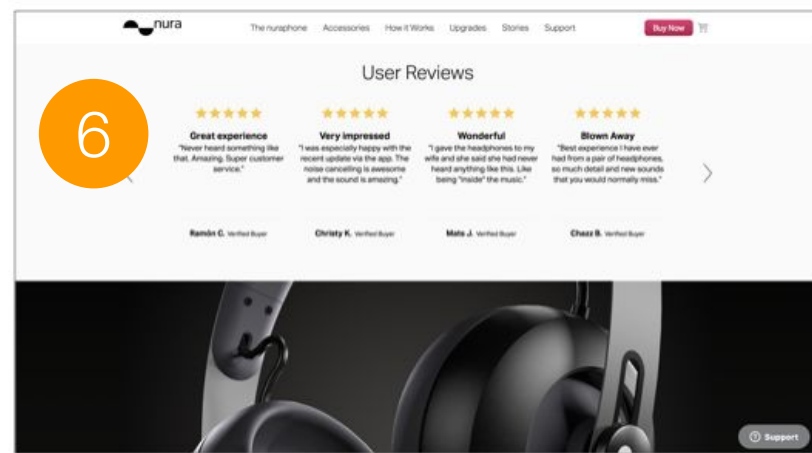
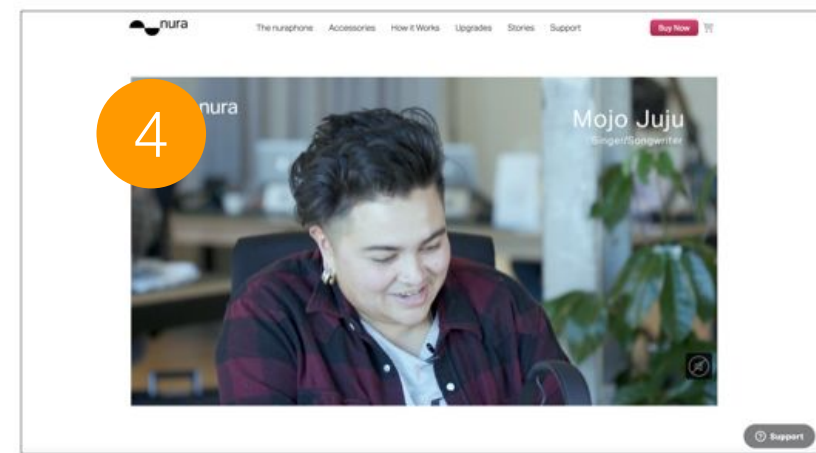
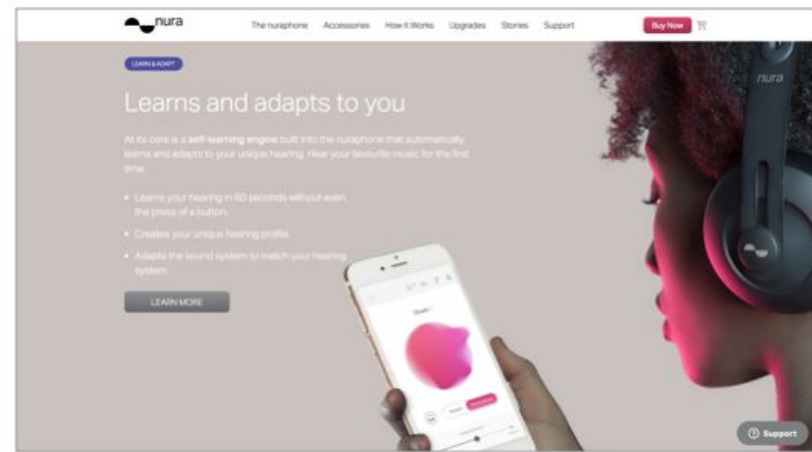
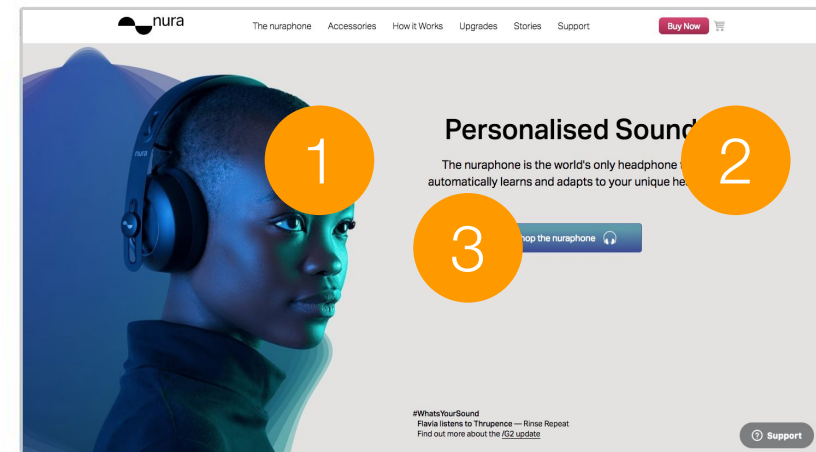
- 1) Product-focused hero creative
- 2) Brand positioning statement with value proposition beneath it
- 3) Shopping CTA
- 4) Products appears as the second item on the homepage
- 5) Product story introductions

Product Detail

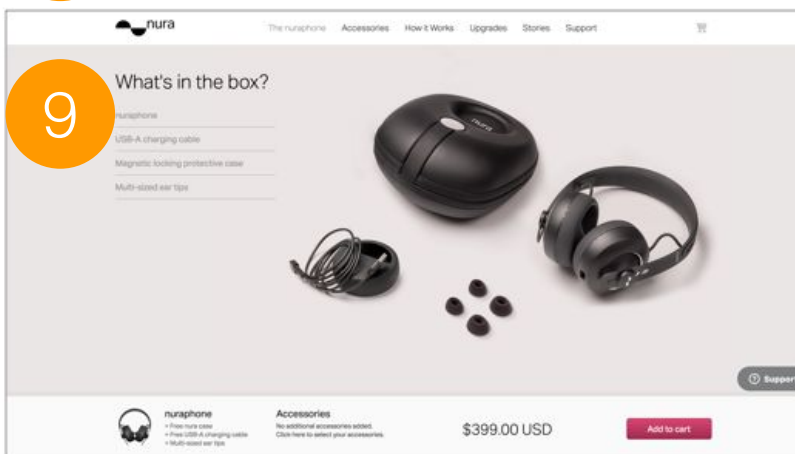
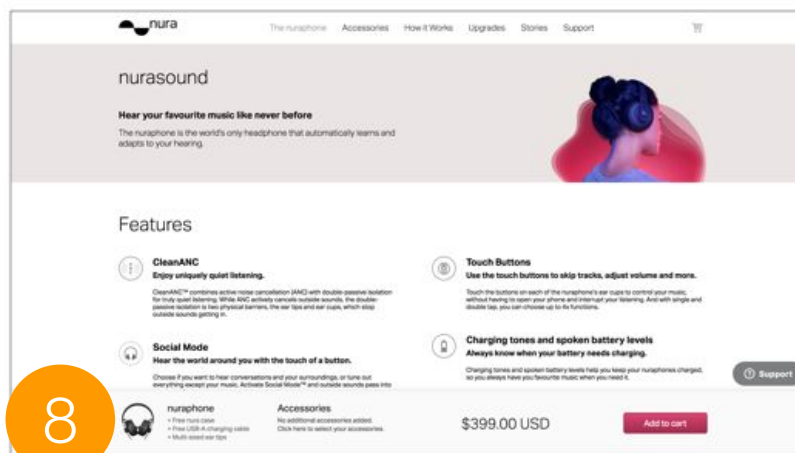
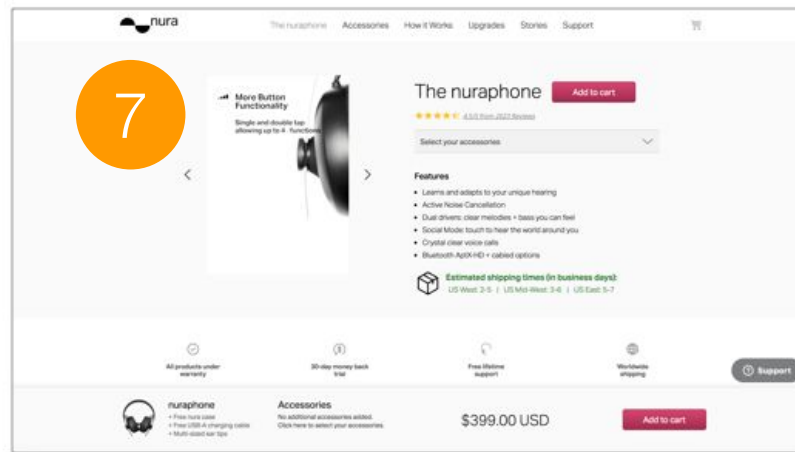
- 6) Lifestyle approach to product detail page with product visual and Buy and Explore CTAs
- 7) Buy button snaps to the top of the page as the user scrolls
- 8) Specs & details baked into the copy

Nura: HP + PDP

HOMEPAGE



PRODUCT PAGE



NOTES

Homepage

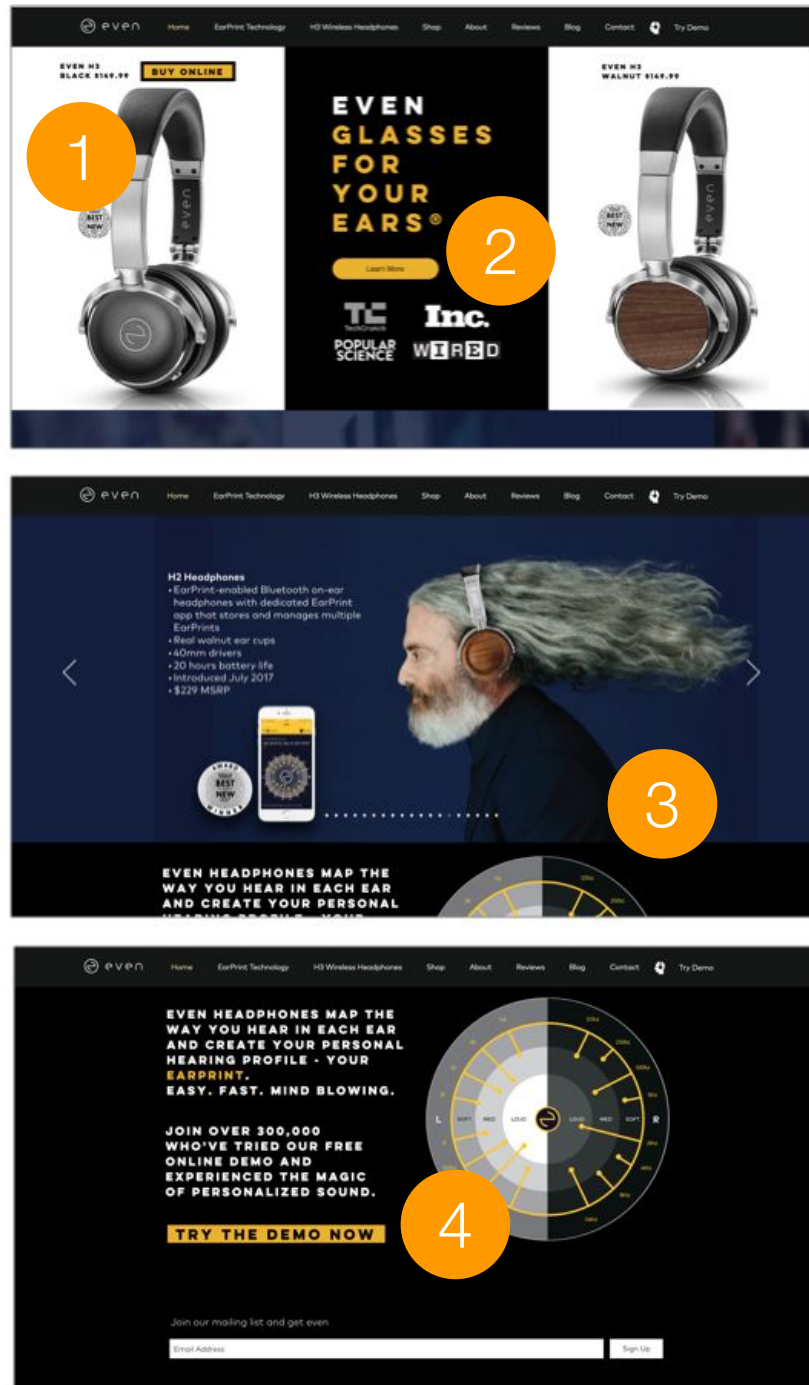
- 1) Lifestyle+Product hybrid creative on hero
- 2) Brand positioning statement with value proposition beneath it
- 3) Shop CTA
- 4) Products appears as the second item on the homepage
- 5) Intro to custom technology & product info
- 6) Self-contained user reviews

Product Detail

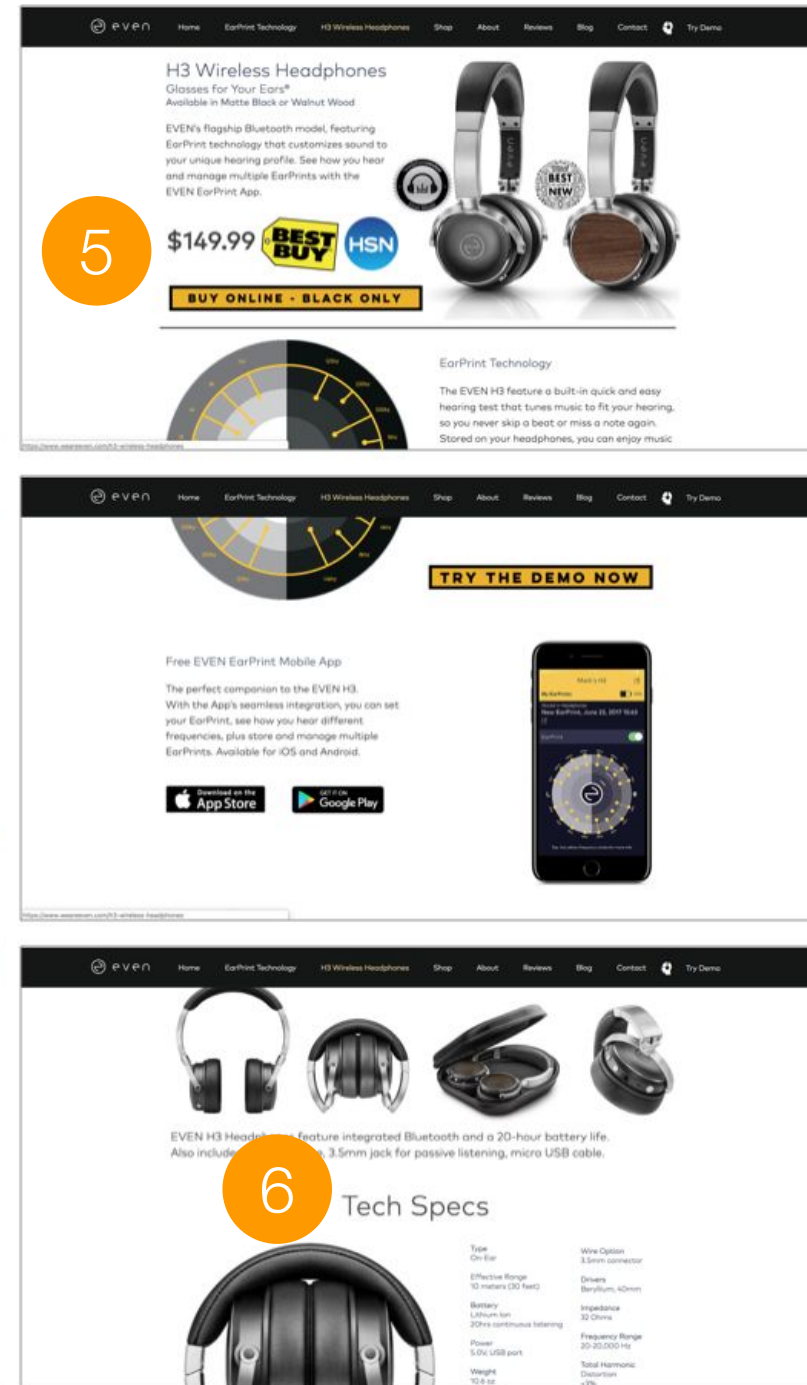
- 7) eCommerce/ Lifestyle hybrid approach to product page
- 8) Product info + Buy button snap to the bottom of the page as the user scrolls
- 9) Specs & details lower on the page

Even: HP + PDP

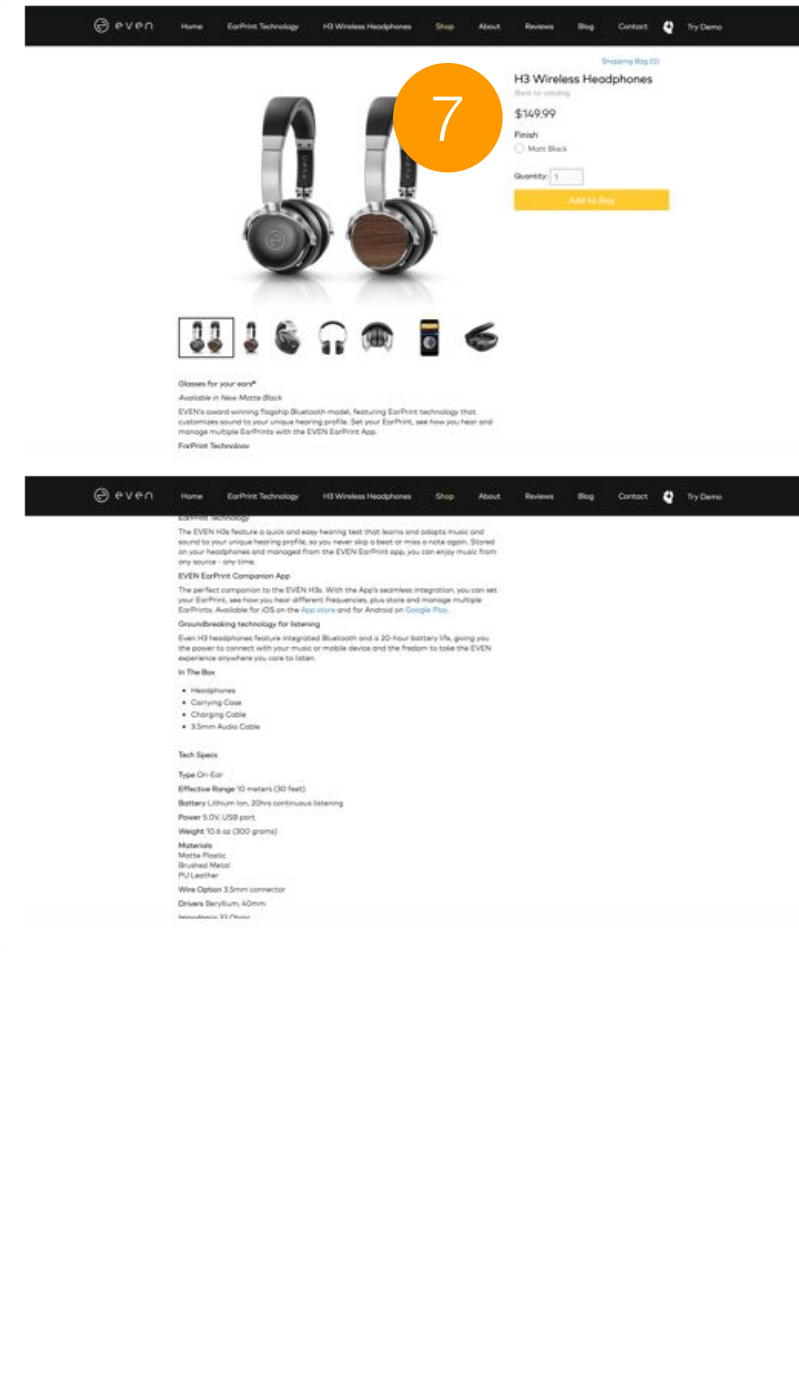
HOMEPAGE



PRODUCT INFO PAGE



PRODUCT SHOP PAGE



NOTES

Homepage

- 1) 2 of the same product, but different colors, in place of the hero
- 2) Learn More CTA w/ random links to reviews about the product
- 3) Rotating carousel with 19 items in it
- 4) Demo & subscribe form

Product Info Page

- 5) Storytelling approach to product detail page with product visual and Buy and Explore CTAs
- 6) Specs towards bottom of page

Product Shop Page

- 7) Second version of product page which looks identical to a standard eCommerce product page

Additional References

Mass-market

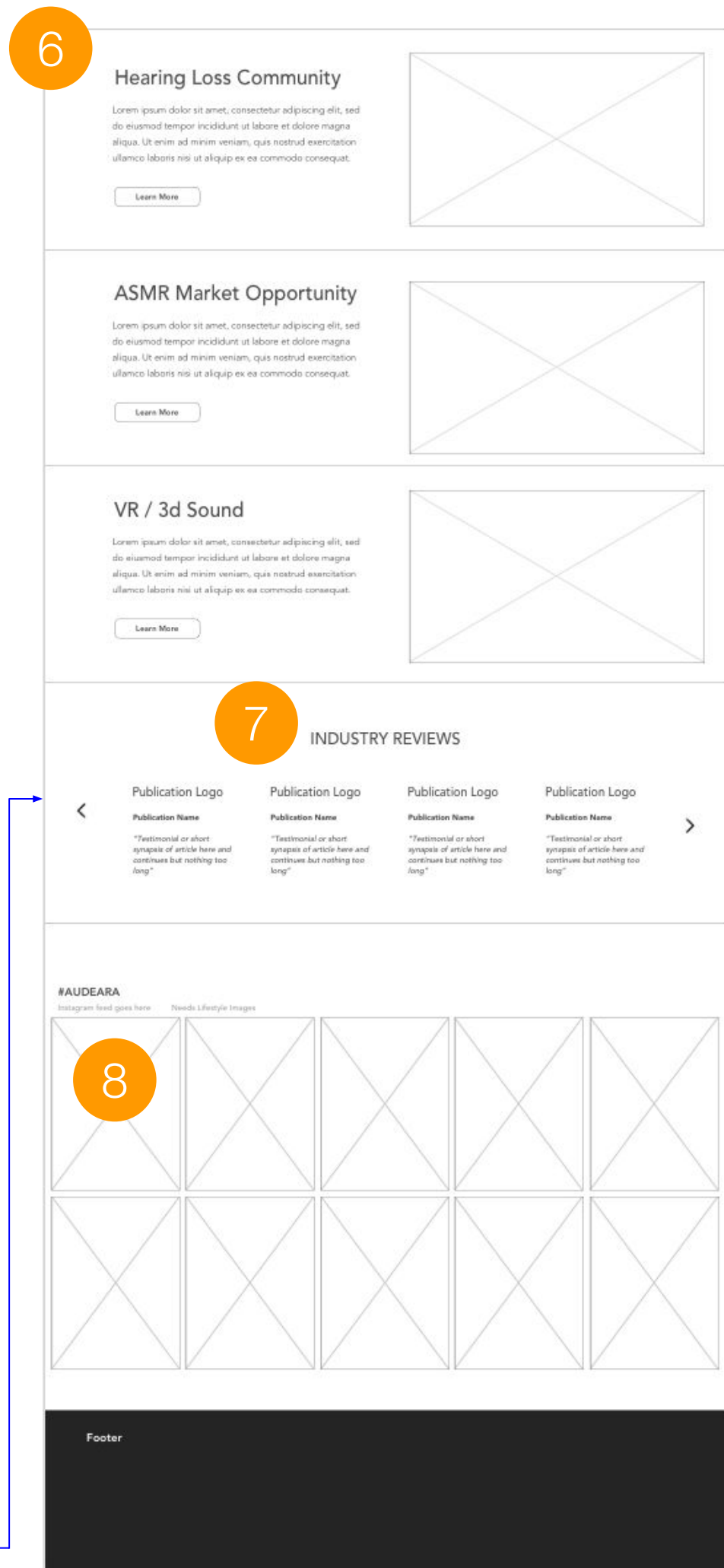
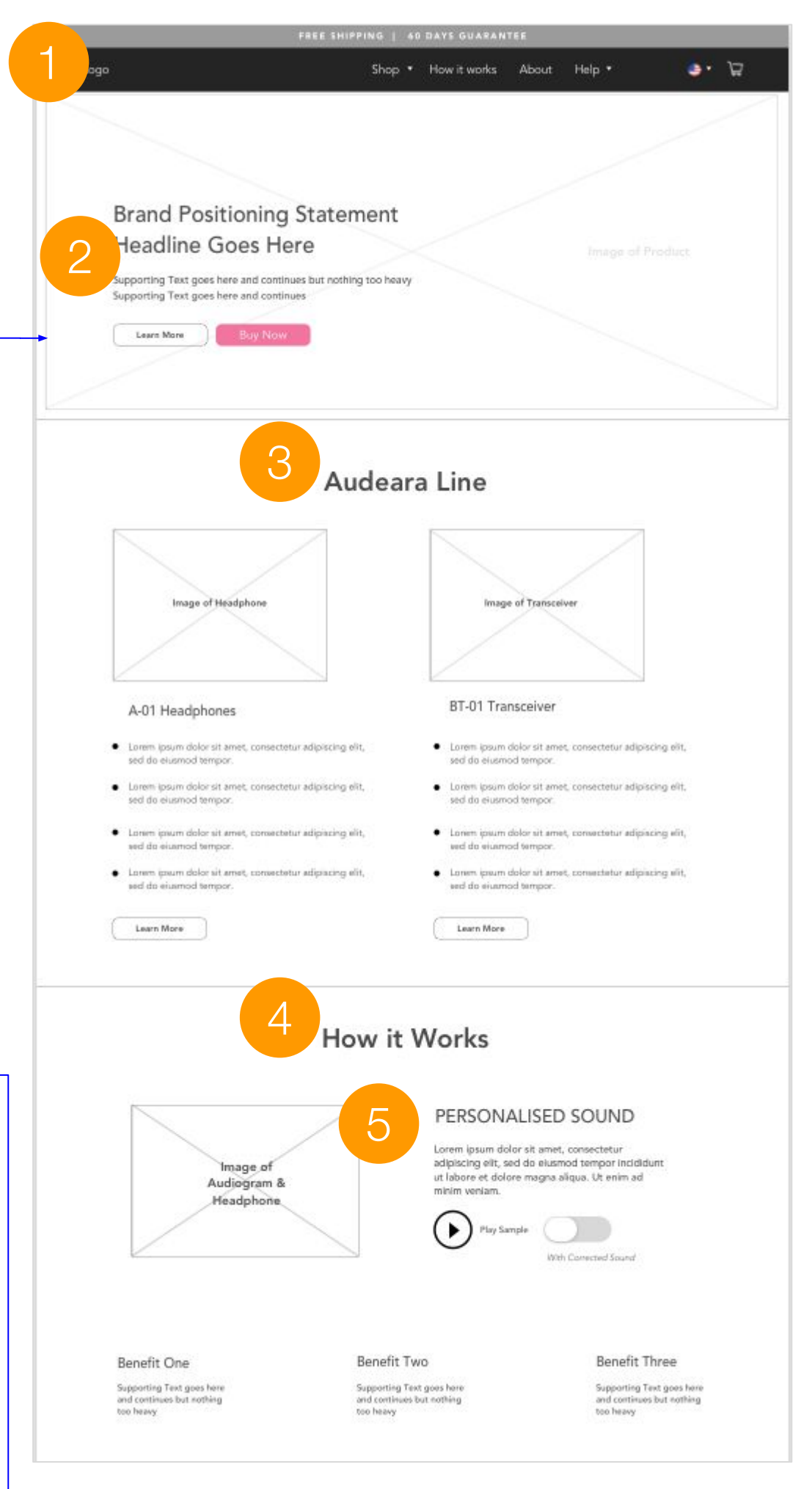
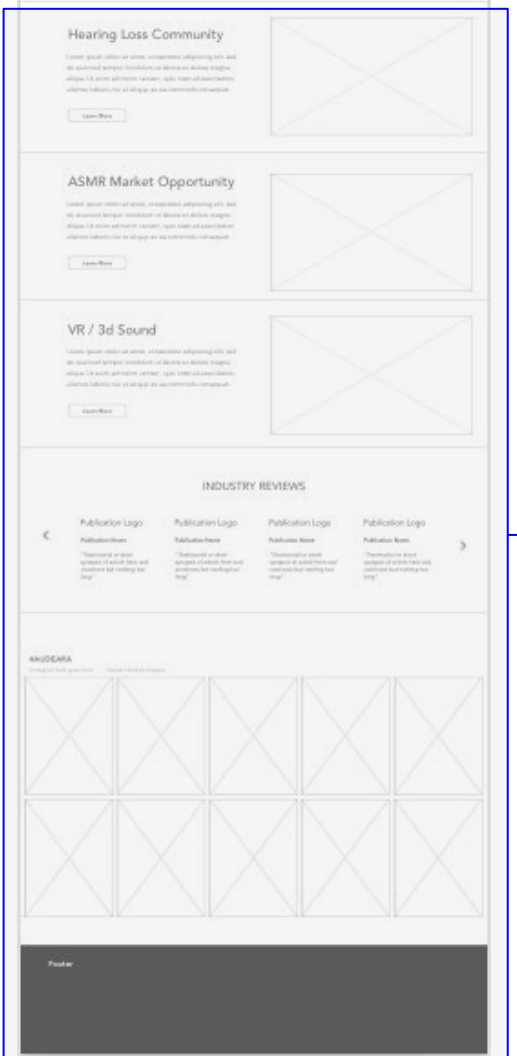
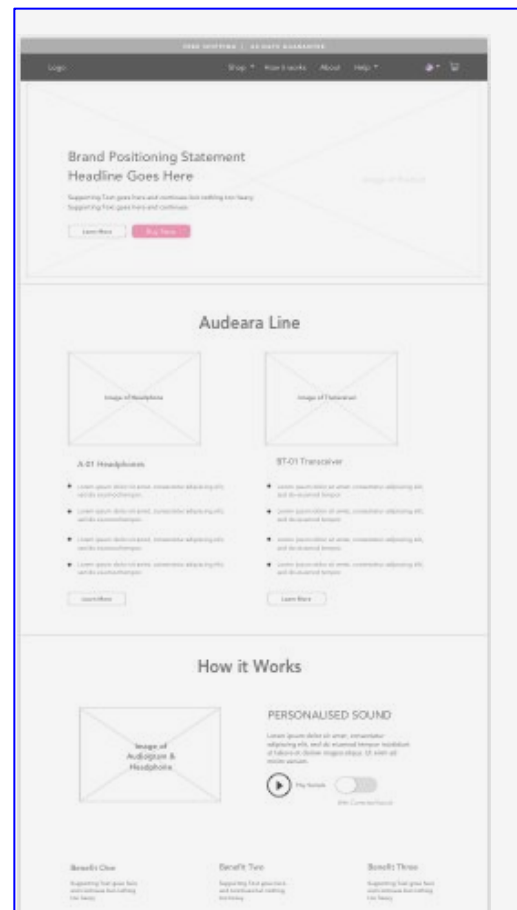
- 1) <https://www.underarmour.com/en-us/ua-sport-wireless-headphones>
- 2) <https://en-us.sennheiser.com/headphones>

Niche

- 3) <https://www.mimi.io/en/home/>
- 4) <https://custom.ultimateears.com/>
- 5) <https://rayconglobal.com/>
- 6) <https://north-america.beyerdynamic.com/>
- 7) <https://www.kickstarter.com/projects/1819116160/pure-customizable-headphones-that-adjust-to-your-h>

Solution Designs | Initial Wires

Wireframes - Homepage

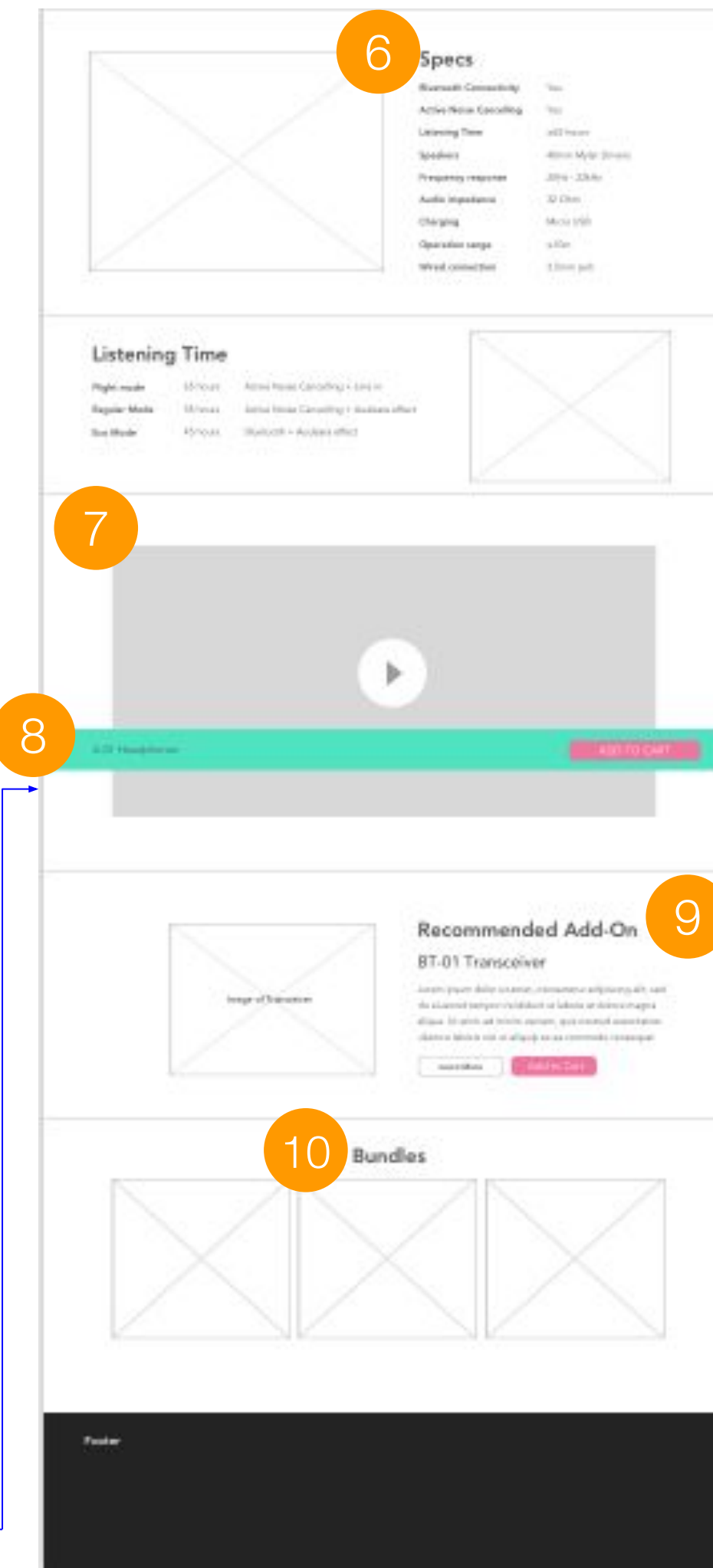
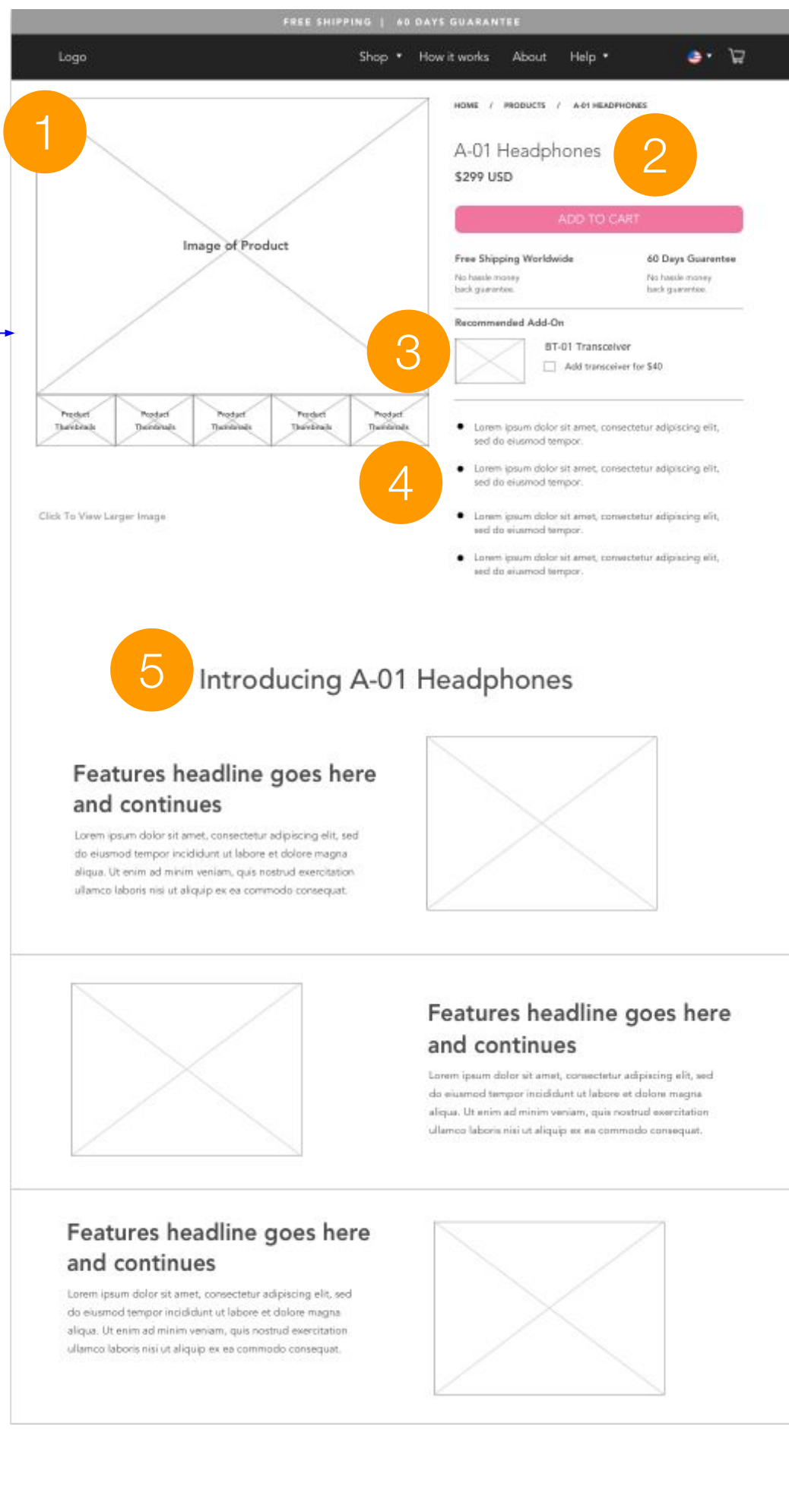


NOTES

- 1) Nav
- 2) Hero w/ lifestyle+product+branding (3-5s animation)
- 3) Product line
- 4) Hearing Science
- 5) Hear test
- 6) Communities highlighting various uses
- 7) Featured Reviews
- 8) Social Gallery that pulls in content based on hashtag

[View Desktop Wireframe](#)

Wireframes - Product Page



NOTES

- 1) Product image w/ thumbnails
- 2) Product title, Add to Cart button, & high-level benefits list
- 3) Recommended add-on
- 4) Highlighted features
- 5) Features highlights
- 6) Specs
- 7) Product video
- 8) Snap nav w/ product title and Add to Cart button
 - a) NOTE: Snaps to top or bottom as user scrolls
- 9) Add-on details
- 10) Available Bundles

[View Desktop Wireframe](#)

[View Mobile Wireframe](#)

Brand Manifesto

Audeara Brand Manifesto

The Sound of You

A Listener's Manifesto.

Listen to your world. At your volume. On your frequency. Let every note feel written for you. Every riff. The allegro. The soft hush. Feel the vibrancy in the choir's harmony. And the soloist's intent. This is the music you've heard in your head, but might not have known existed. The song that you've heard a million times, but never quite experienced. There is a whole new world of sound to hear with Audeara. It's the sound of you. Tailor your listening with our doctor-designed hearing test. Hear how sounds are optimized based on your unique hearing sensitivities. Our Audeara **A-O1** headphones deliver the indescribable experience of hearing your favorite song again, for the first time. The dynamic lick. The sultry bass line. The mezzo forte. It's your song, your symphony, your siren's call, all attuned to you. Wake up and press play. Audeara. It's the sound of you.

Audeara Positioning Statement

We hear you — so you can listen better.

Designed by doctors, crafted by engineers, experienced by music lovers. Audeara A-O1 headphones, incorporate technology that tests and optimizes the sound output for your unique hearing. No matter how you experience sound, you've never heard anything like Audeara.

Thank you!