

SHARE WITH US

LIVING/MUSIC/PLACES/APPS

Results : As the probes came back in and we began to look at the data we were immediately struck by how certain topics and opinions matched from user to user despite the differences in their ages and lifestyles. Particularly in the nature of how our users used their iPhones and their Apps a clear pattern could easily be seen. Conversely, some of the digital responses and info we expected to be the easiest parts to get back never returned at all and the way that music is used by our users turned out to be quite different from our expectations.

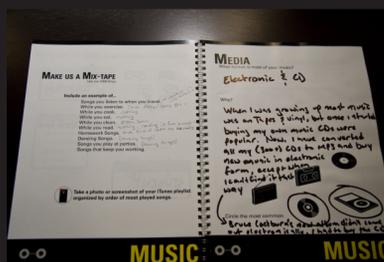


- "Laptop - The extension of my post-human self."
- "Notebook and Pen - The extension of my analog self."
- "Phone - The extension of the extension of my post-human self."
- "Headphones - A sensory interface between my extensions and my ears."
- "Bag - Structural support of my extensions."

What They Carry.

The returned "What do you carry?" info matched our expectations about our users. Much of what was carried daily was tech. Half of it either an Apple product or bits to extend such products. Wallets, water, notebooks and keys. Laptops and iPhones, mice and cords.

Similarly, in their media format and how they travel, our users were similar and conformed to expectations being mostly transit users who possess thousands of Mp3s.



What Surprised us...

How people use their music: While commuting, While Cleaning, When bored and alone.

How many music apps they used (see quote).

How much more written responses we got compared to photos and screen-shots and mix-tapes.

How many people want more ways to interact with their music.

"80% of the content of my iPhone is music but only 4 of my apps are music related."
"And one of those 4 is crap"

PROBE RESULTS FOR FUTURE DESIGNS

The app responses as well as the data on how people travel, what they use the iPhone for and where, when and how they listen to music will likely have the most impact on later designs for this client. In the end outside of the commute elements the info on people's favorite places and neighbourhoods was less directly useful and primarily exists to build context of the user.

