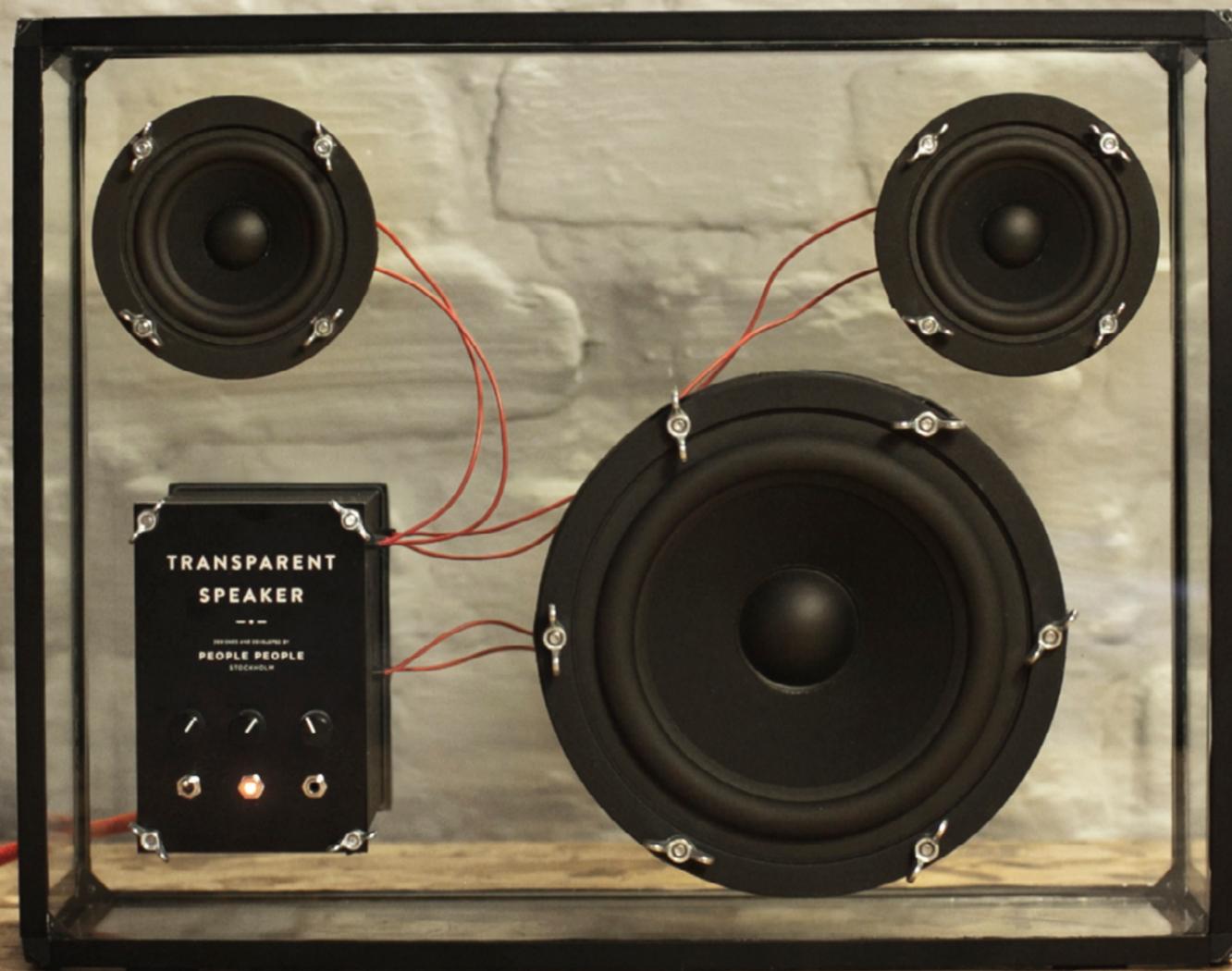


# A NEW TAKE ON THE PEOPLE PEOPLE TRANSPARENT SPEAKER



## Re-design course

**Brief:** Interview the designer behind a product to find out the background and work behind the product. Looking at the findings through three different lenses (social, environmental, psychological) in order to analyse and come up with a basis for re-designing the product

# Original speaker concept

The **People People Transparent Speaker** gained a lot of attention even before its release, both due to its simple and **innovative design and high performance**, but also due to the optional feature of **distributed production**. This meaning that you can order a kit containing only the amplifier, wires, speaker elements and mounting components, whereas the glass is sourced locally by the buyer, utilizing local glaziers with the help of accompanying blue prints for cutting the glass panes.

Close monitoring and of the feedback, as well as interactions of potential customers was also an aspect that helped with both mapping market interest and setting up distribution channels.



Original speaker assembled

Pre-assembled transparent speaker: glass, steel and electrical components

Approx. retail price: 6000 sek.



Original speaker as self-assembly kit

Reduced price and environmental impact as glass is sourced locally. Encourages experimentation and customization.

Approx. retail price: 4500 sek.

# Interview findings and analysis through three different lenses

After analysing an hour-long interview with Johan Frössén and Per Brickstad of People People, the most important ideas behind the design can be concluded as follows:

## Target group

- None, defined by social media feedback and retail price

## Form development

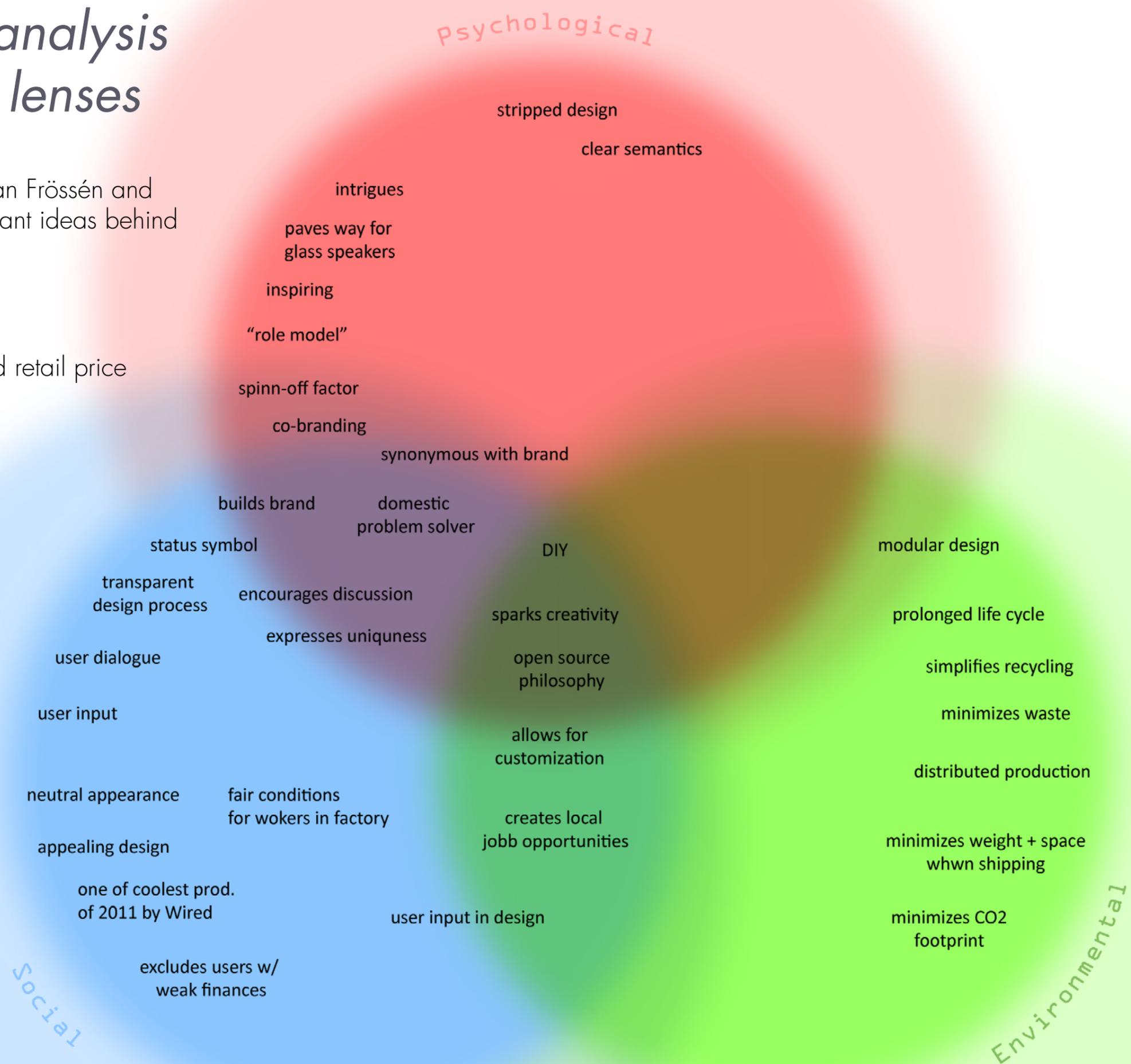
- Function and performance driven
- Boil down to essentials
- Keeping up with current trends

## Design process

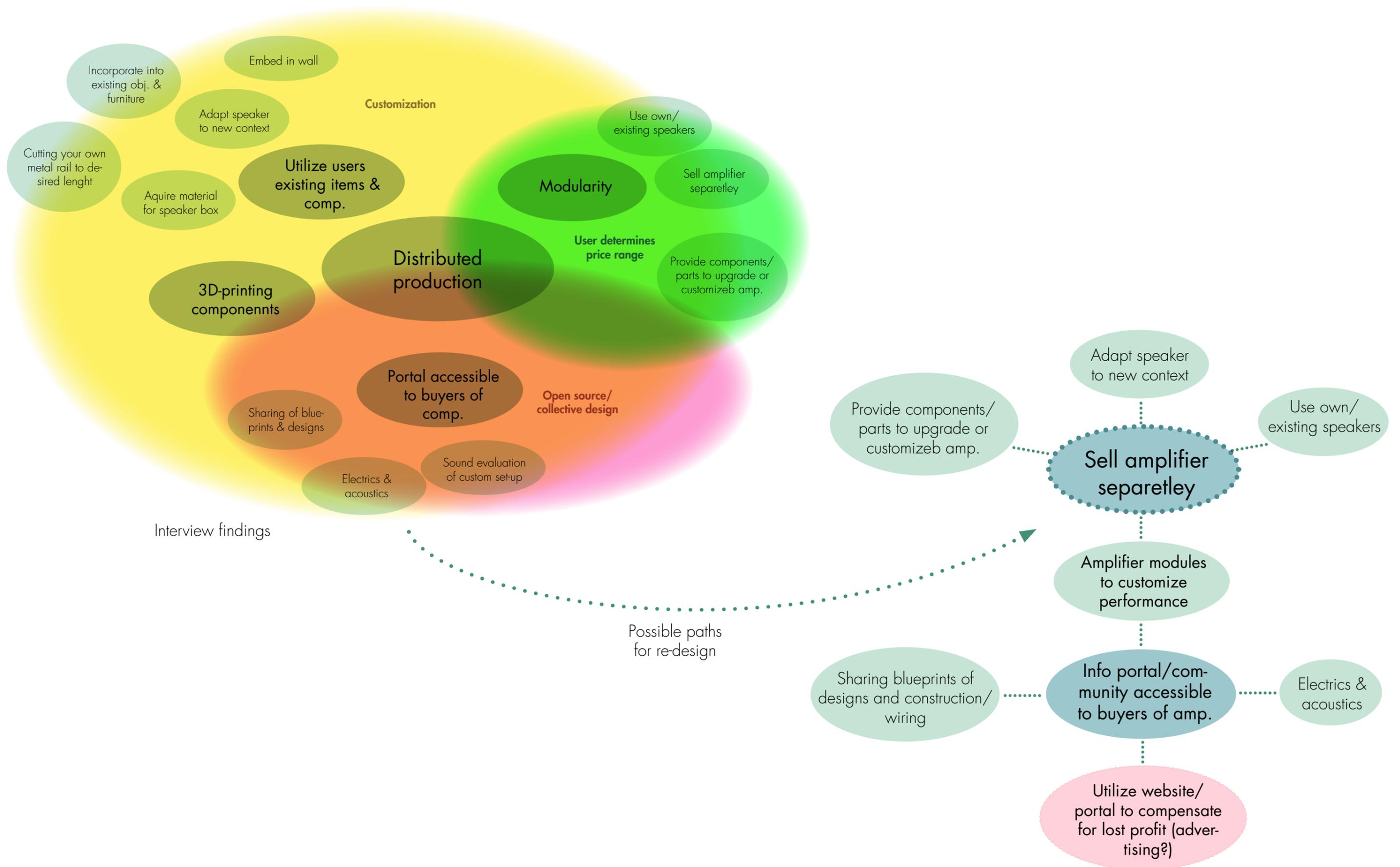
- Define parameters to fulfill and work with all parameters from start
- Make sure products have substance
- Test concept against users on blog measure feedback
- Less time and money invested before demand/market is established

## Vision/result

- Modularity
- Sustainable product, prolonged life cycle
- Distributed production
- Efficient initiation process



# Narrowing down focus points for re-design



# Proposal

- streamlining the People People speaker even further

I have chosen to focus further on the concept of **distributed production**. In this vision, the amplifier and wires are sold separate, and lets the user utilize pre-existing speaker elements. Software built in to the amplifier gives the user access to a **web portal/forum, in which wiring schemes, audio profiles, examples of mounting etc. can be exchanged between users.**

**PP's idea of including user input and feedback (through digital media) throughout the design process is now reflected in the online community asociated with the amplifier.**

The environmental impact is also further reduced, both in terms of shipping as well as the option of utilizing existing components that might otherwise end up in the trash.

The new concept strongly encourages the user to use the speaker in new and playful ways, and maximizes freedom of customization.

Building further on the transparency aspect of the original concept, the speaker system can now blend in even further into the room, where **the only boundaries are the users imagination and will to experiment.**



# System/service overview

## Web Portal

Inspiration ..... Users  
PP ..... Image library

User guide

Technical specs.

Blueprints/wiring schemes ..... Users  
PP

### Links

(glass, speaker elements, carpenters etc.)

### Discussion forum

- sound/audio
- sound evaluation
- misc. technical
- suppliers
- misc.

## Amplifier

### Modularity

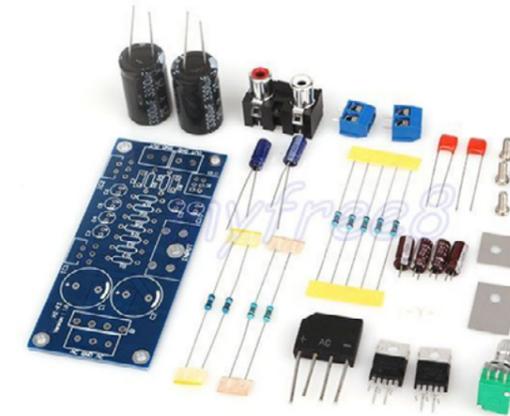
- Visualize parts/modules

### Packaging

- ..... USB hook-up to computer
- ..... Software installation, access to portal
  - ..... Blueprints/schemes
  - ..... Community
  - ..... Sound evaluation software
  - ..... Customer support



# Positioning of concept



Pre-assembled/  
fixed

DIY/customized



New concept

