Eric Guzman

Design Challenge

July 2019

Qualitative Research

In early July, I took the initiative to interview two users who own integrated home audio systems. Both users were male and in their late thirties. Faisal owns a Bose ecosystem and was a former coworker of mine. Joey endorses Sonos and has been a close friend of mine for over ten years. Each interview was conducted over the phone prior to conducting any market analysis.

Interview with Faisal:

Me: Please tell me what you like about being a Bose customer.

1. *Faisal: They have awesome firmware updates.*
2. *Faisal: The system connects to the TV via HDMI Arc which enables total control.*
3. *Faisal: Each Bose system syncs to the ecosystem automatically upon installation.*

Me: What do you not like about using the Bose system?

1. *Faisal: You must use the app to control everything.*
2. *Faisal: It takes too much effort to just power the unit off and on.*
3. *Faisal: There are no physical buttons on the speakers themselves.*
4. *Faisal: The ecosystem can’t integrate third party speakers or hardware.*

Interview with Joey:

Me: Please tell me what you like about being a Sonos customer.

1. *Joey: Sonos works with both Apple and Google devices.*
2. *Joey: Smart speakers amp can make a Bose speaker work within the system.*
3. *Joey: The Sonos connect app is just fantastic.*

Me: What do you not like about using the Sonos system?

1. *Joey: Your music preferences do not automatically populate into the app.*
2. *Joey: It uses Crestron hardware.*
3. *Joey: I would like to see the app automate functionality on the back end.*