

# Bringing back the vinyl experience.

An innovative and meaningful ritual for physically  
collecting the music you truly cherish.



A close-up, low-angle shot of a person's hand reaching into a large, dense stack of vinyl records. The hand is wearing a dark, textured sleeve and a white, ribbed cuff. The records are stacked in a way that creates a strong sense of depth and texture, with many edges visible. The lighting is warm and slightly dim, highlighting the hand and the records it is touching. The background is blurred, showing more stacks of records and possibly other people in the distance.

Design problem

# *The Vinyl Experience*

Vinyl is the *only* part of the music industry that's actually been *increasing*.  
so that the revenues from Vinyl *sales* last year were even *higher* than those  
of modern on-demand add supported streaming services, such as Spotify.  
(Fortune.com, April 2016).



# Design *Goal*



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*I want*

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*to make Spotify users between 18-30 appreciate their  
meaningful music at home the way people  
appreciate vinyl.*



# Interaction *Vision*

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## Qualities of interaction

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*Committing and satisfying.*

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## Interaction vision

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The user should feel as a chef performing his favourite ritual: choosing and exploring his favourite recipe to select the right ingredients to enjoy cooking, serving and finally eating his own creation.

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## Interaction qualities

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- |            |            |             |
|------------|------------|-------------|
| - Physical | - Personal | - Pleasant  |
| - Tender   | - Effort   | - Focussed  |
| - Visual   | - Slow     | - Enjoyable |



I choose

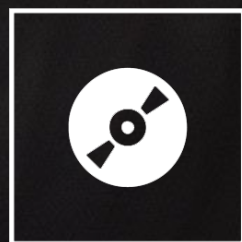
# *Vinyl because...*

*"Vinyl fosters a connection between the listener and music that is difficult to achieve with digital."*

**- Justin Pomerleau (Owner of three vintage shops)**

*"More importantly, vinyl is tactile. The sleeve is a canvas for a substantial amount of art and informative text."*

**- Eithan Hein (Music education professor)**



12" Cover Art is almost like an painting.



The tactile ritual of collecting, handling and playing Vinyl.



More background information about the song or album.



Purposeful listening for an intenser music experience.



# Cycle 2

## User Test 1

### Bringing vinyl to digital

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#### Test set-up

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9



Assignment and survey

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#### Results

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Visual content was desired which Spotify currently lacks. It improves the total music experience.



Providing more information about the music results in a better music understanding. It should be prior to hearing the song.

Cycle 2

## *User Test 2*

### Proper channel and desired content

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#### Test Set-up

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9



Assignment and survey

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#### Results

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Strong desire to  
collecting and reading  
physically to make  
it more tangible and  
personal. .



Unique artwork and  
selected relevant  
information about the  
song is most desired



Cycle 2

# Conclusion

## Meaningful Interaction

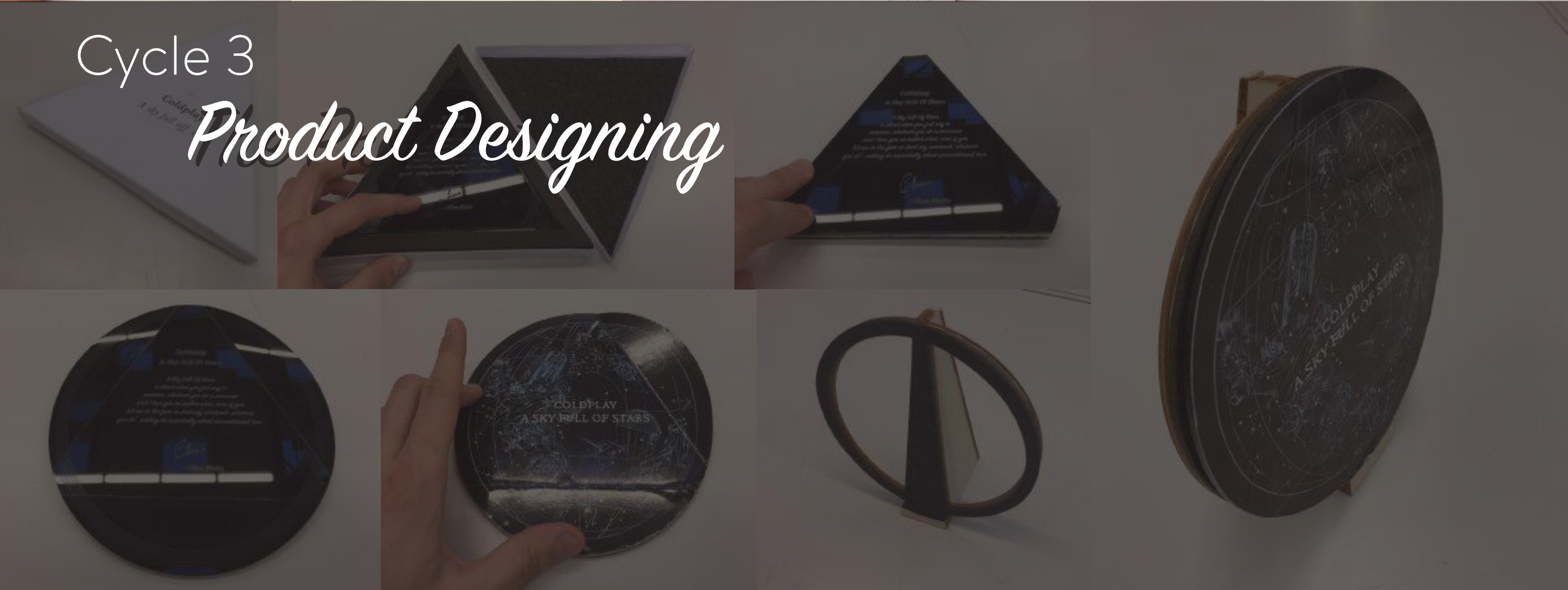
*Understanding* the music you cherish while collecting it physically and visually creates a strong personal *connection*, just as vinyl. This will eventually result in a higher *satisfaction* of your music experience.





Cycle 3

# Product Designing





Cycle 3

*Final Prototype*





Cycle 3

*Final Product*

**Meet Elpy.**



**Meet Elpy.**



# An innovative physical music ritual

It starts playing through your own connected speakers using Bluetooth.

The dock underneath is provided with a NFC-reader and registrates the chip inside Elpie. Touching Elpie on its touch-sensitive surface will activate the record.

Elpy is produced from black acrylate and contains a NFC-chip inside loaded with the high quality audio file of that specific song.





The limited amount of space prevents an overload of information and mentions only what matters.

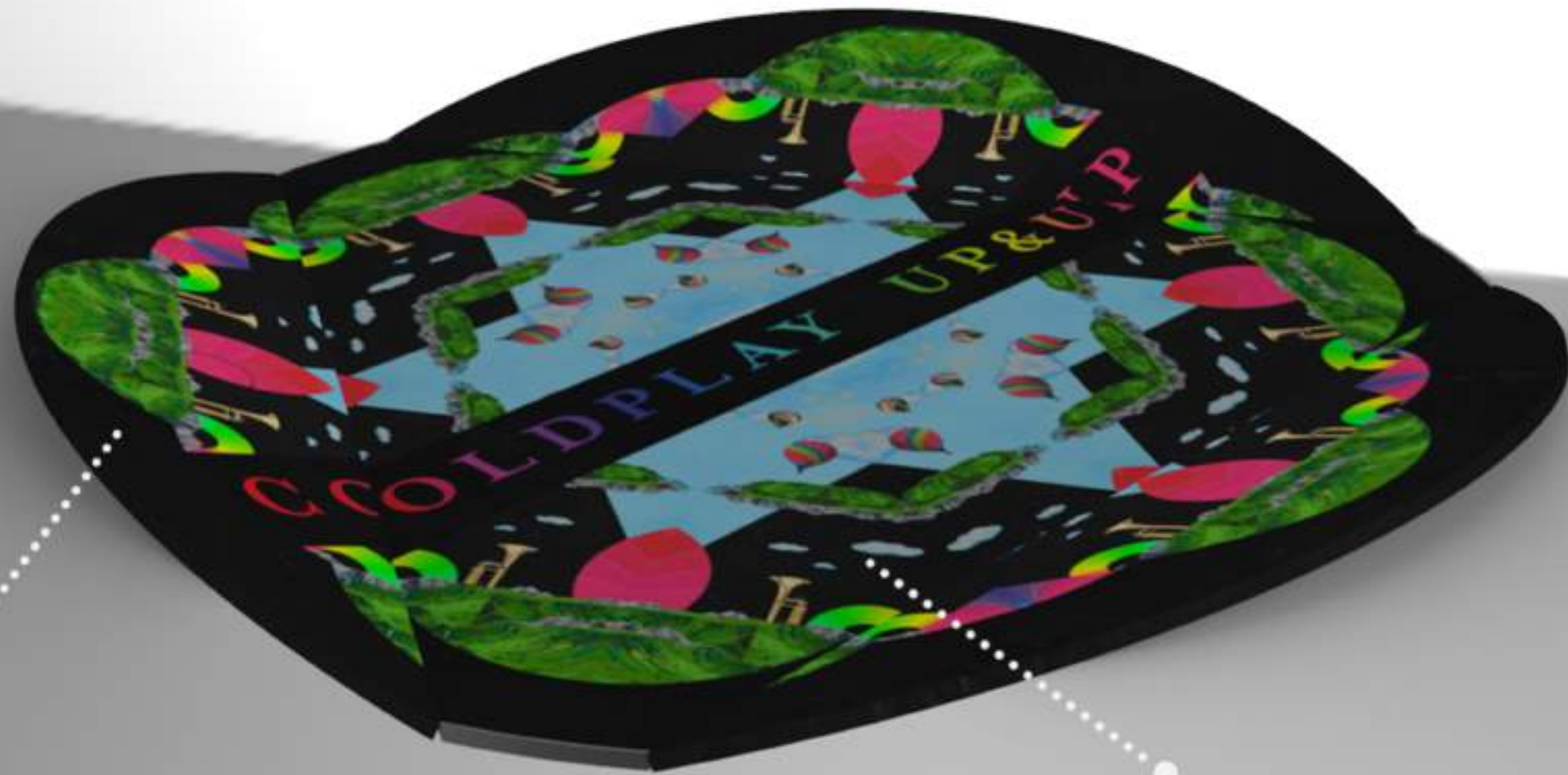
The top consist of an engraved message written by artist explaining his story behind that specific song.

The message is supported by an engraved signature of the artist.

Providing the user with  
a deeper understanding



## Fostering a stronger connection



Folding open the back will reveal the songs unique 8 inch cover. This visual stimulus improves your experience and helps you remember this moment or a memory connected to the song next time seeing it again.

The artwork will be fully visible when placing it on the dock, thus hides the engravings. This way you will not be distracted by their story and can fully focus on your own .



# Making collecting music personal again.

Collect your memory the meaningful record together in a high quality box, which shows a teaser of the visual on the side to remind you of the content but keeping it private for others.





All resulting in the satisfaction  
modern music listeners actually seek.

Elpy.





Cycle 3

# Final Evaluation

## Set-up



5



45 min



Questionair



Interview

## Results

Qualities regarding the music you cherish

*Understanding*

Way worse



Way better

*Connecting*

Way worse



Way better

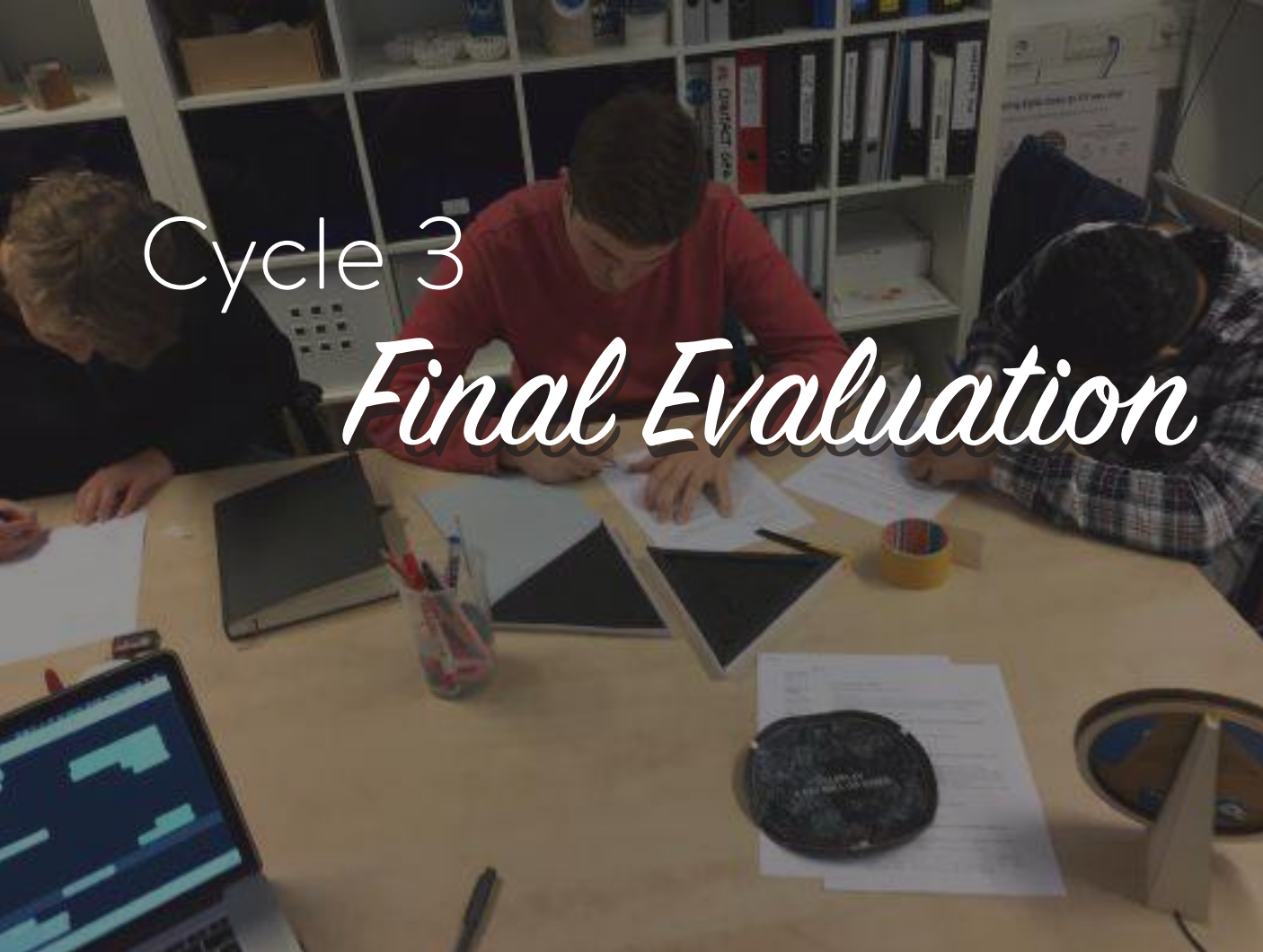
*Satisfying*

Way worse



Way better





Cycle 3

# Final Evaluation



## Set-up



5



45 min



Questionair



Interview

## Results

### Design Goal



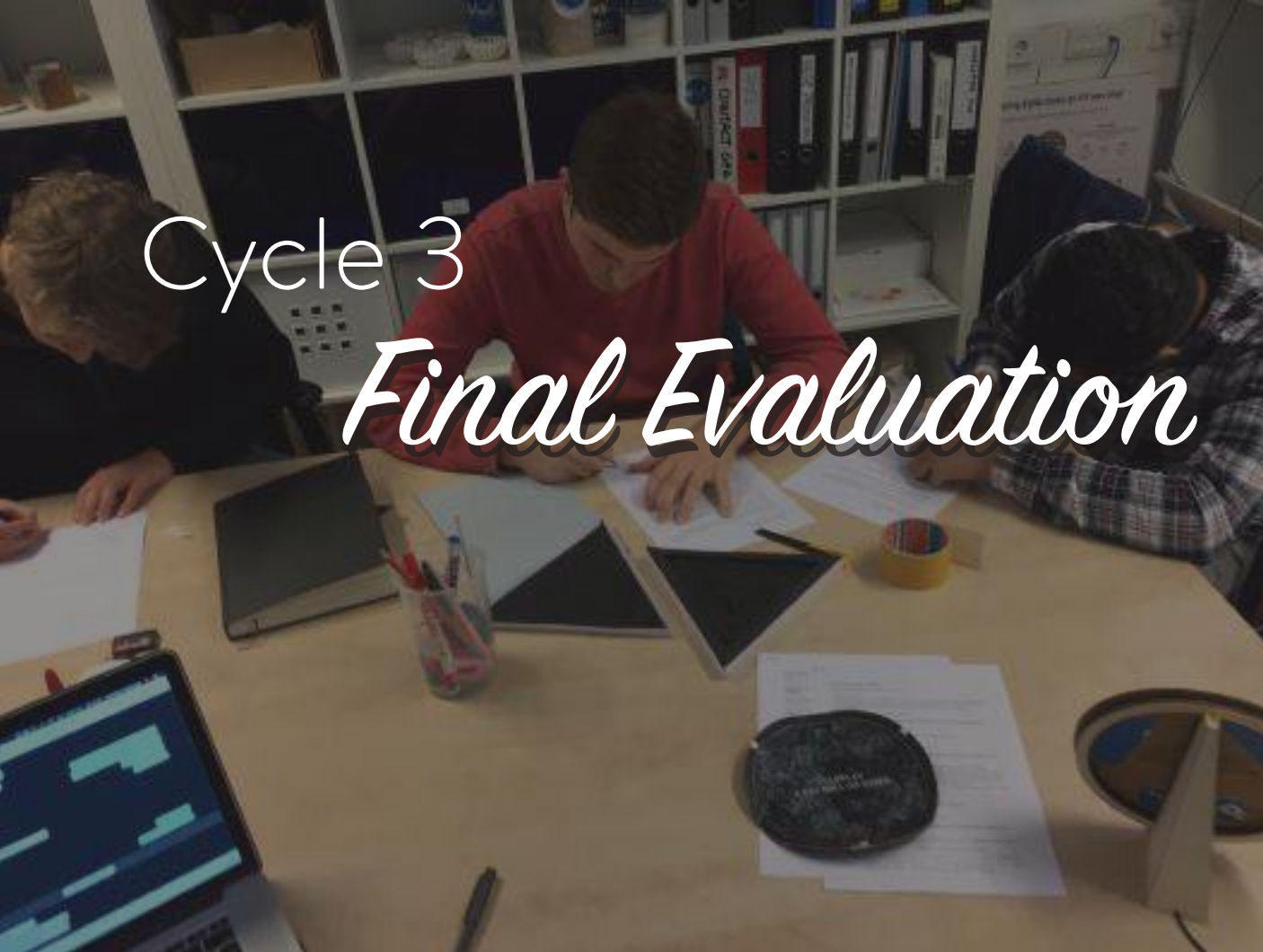
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Cycle 3

# Final Evaluation



## Set-up



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45 min



Questionair



Interview

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### Design Goal



Elpy.

*makes Spotify users between 18-30 appreciate their meaningful music at home the way people appreciate vinyl.*



# Thank you for listening.

"The song is already personal for me, but with the direct message you get the feeling that the artist really wants to share his story to me personally. And the visual is supporting this message."

- Lara

"I like the fact that it is physical again, but very modern."

- Reinier

## Elpy.

"The personal touch of the artist's text is so nice. Also the product takes more effort to put the music on, so you focus more on your music compared with a simple click of a mouse."

- Daimen

