

Bringing back the vinyl experience

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



Cycle 1 IDEATE

5. Research Conclusions

Total participants: 30 Total user test: 4

1. Desire for a visual stimulus and for extra information prior to listening.

Providing the user with additional relevant information prior to listening the record connects the user to the music they listen. Providing more visual content results in a higher music satisfaction due to the visual stimulus.

2. Desire for physical music collectable and deeper music understanding.

People have a strong desire to collect and read through information physically to make it more tangible and personal. Information like the artwork of the album is highly appreciated. Having acces to a message written by the artist explaining his intentions with the song creates stronger connection with to the artist and a better understanding of the record.

3. Triangle shape diverging into circular most populair for product.

Using the theory of Sarah Diefenbach - An interaction vocabulair about the 'how' of interaction, the most favorite shape was a triangle diverging into a circular shape since it connected to the shape of vinyl, changed its appearance during the interaction and diverged itself from other common product shapes already on the market.

4. Compared to Spotify, better regarding interaction qualities and fulfills design goal

The product scores higher then Spotify on all the qualities of interaction. From the discussion we can see that people are constantly mentioning their appriciation towards the product, specially regarding its possibilities that can be linked to Vinyl and which Spotify currently lacks. The quality of design was even higher then expected. The conclusion is that this product indeed succesfully fulfills my Goal.

Meet Elpy.

Elpy differates itself from other music rituals through its uncommon shape and physicality making collecting personal again.

The top consist of a message written by artist explaining his story behind that specific song providing you with a deeper understanding.

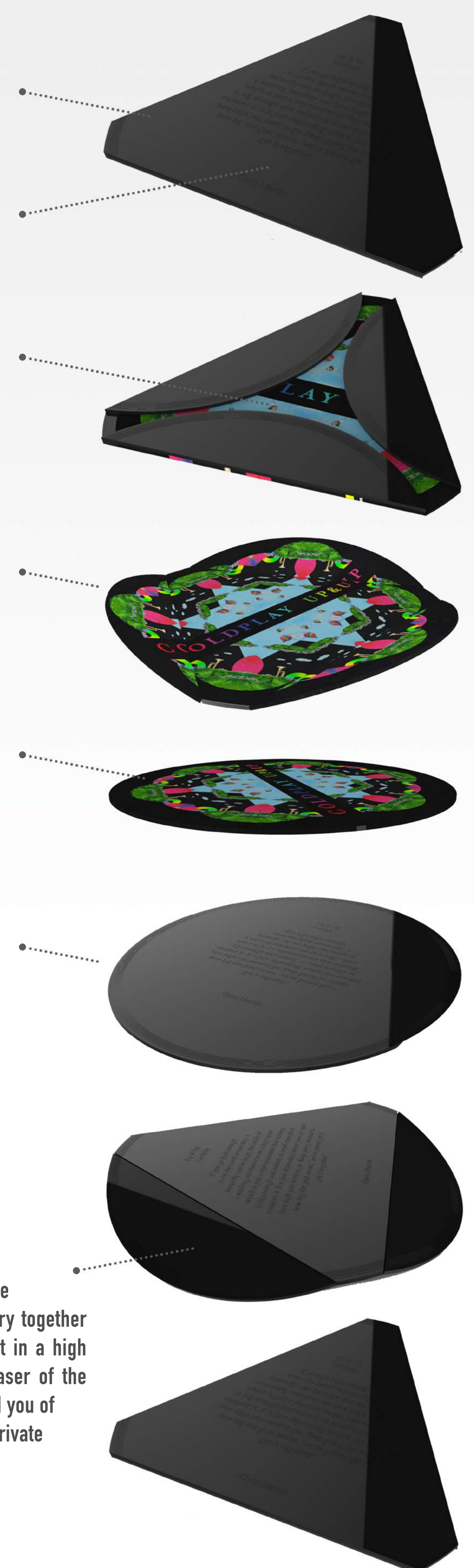
When turning Elpy around, it shows a teaser of the record cover unique for that specific record.

Folt open Elpy to discover the 8 inch size artwork.

You will unconsciously connect the visual to your own personl memory. Opening it again in the future will remind you again of that moment.

Elpy is produced from high quality acrylate and contains a NFC-chip inside to play your favorite songs using modern technology and a fitting docking station.

Folt Elpy back into its unique shape to savor your memory together with the visual and store it in a high quality box. It shows a teaser of the visual on the side to remind you of the content but keeping it private for others.



Touching Elpy on its touch-sensitive surface will activate the song. The dock is provided with a NFC-reader which register the chip inside Elpy and starts playing the song through your own connected speakers using Bluetooth.

