PRODUCT NAME	CLASS	YEAR
SM Radio: Streaming Media Radio for the PDA	**HCI 1: Media Device Project**	**Fall 2003**

STUDENT PROJECT PRODUCT SPEC SHEET
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PROBLEM SPACE

Listen to online music that the user enjoys, but may not own using the Sprint PCS network. Listen to local music that the user enjoys whenever the user chooses.

GOAL

Design a product for users who may not have access to a radio station that plays a certain genre, or the physical media with them at the time they wish to hear an artist.

THE PRODUCT

SM Radio would use Sprint's new wireless PDA to provide a way for users to obtain streaming music in areas that have Sprint PCS service. A combination of two metaphors: a radio and a jukebox**.**

NEEDS ASSESSMENT / REQUIREMENTS

Ages of respondents ranged from 16 to 40+, most respondents were single. The average PDA experience was 11 months across respondents. Of those with PDA experience the average was 23 months. User responses supported the trend that smaller is better for mobility: 31% prefer music selection by artist, 59% prefer music selection by genre, and 10% had no preference. Average amount spent across all respondents was $8.79 per month. Average spent by those who purchased music was $14.17 per month. 58% of respondents would like a service of this sort. Of those users, they would pay an average of $9.02 per month for our service. 76% of respondents would pay more for a more portable format.

USABILITY GOALS

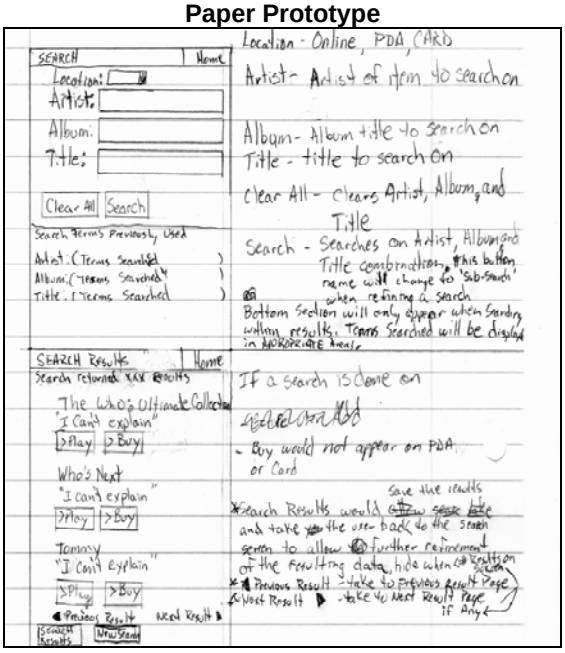
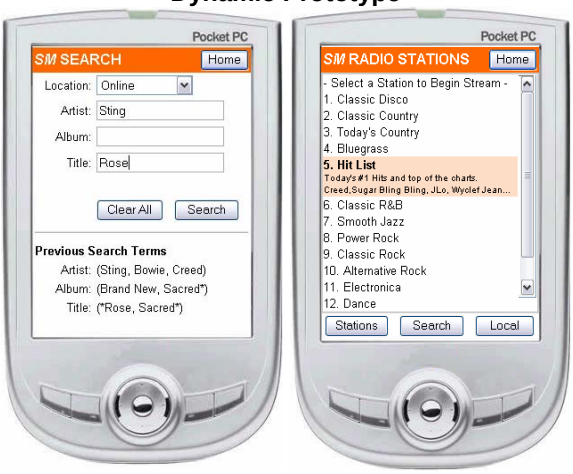
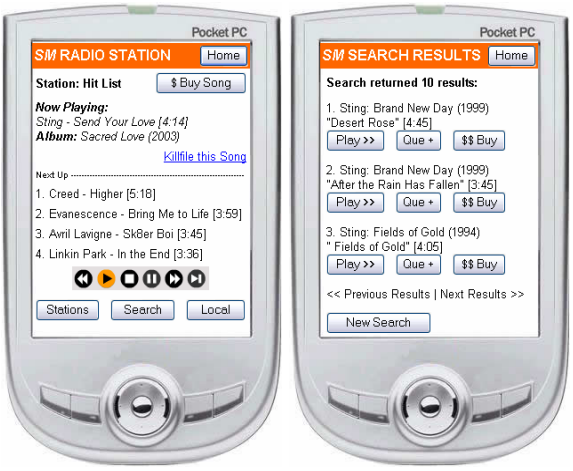
- Effectiveness: Easy to operate. Not to need a stylus while doing the most commonly used function.
- Efficiency: Quickly to find the desired song, Batched download to save time
- Learnability: Easy to learn. Documentation about the device is easily understood.
- Safety: Be able to withstand more abuse during activities. Confirmation of a song purchase, so that the user unknowingly buys a song.
- Memorability: Users will understand how to operate the play action controls since the play action controls will be the same as the action controls on their VCR's and CD players.
- User Experience: Enjoyable experience on finding the right music they want easily. Listen to favorite music while doing any number of activities. The user should be entertained by the listening to their favorite songs.

PRODUCT ASSESSMENT

Goal was to test and verify our concept and cognitive models. Tested our mental model and the mapping of functions. Ran users through a series of tasks focusing on stations and music search. In a cognitive walkthrough users listened by radio station, searched a list of many music genres (Potential for a host of genres: music, sports, talk), listened by searching for specific music, searched for a specific artist or song they wish to hear at the moment. Subjects also used the 'Buy' feature downloads the song to the PDA or removable media and purchased music through the local music button.

PROTOTYPES

Paper Prototype



Dynamic Prototype