

APP DESIGN

# JBL SPEAKER APP

A Harman Project 2013



**THE PROJECT**

JBL Pulse is a creative product which presents the content of music by lighting effects. A dedicated app was designed for users to change theme, set the speed and brightness. Advanced features include fully customizing all light details.

**MY ROLE**

This project was designed in 2013, during my tenure in Harman. I was principal UX/UI designer, working with industrial designers. This project took about 6 months. The design challenge is to make consistent experience across app and physical design.

**THE USER**

JBL is such a famous audio brand and has a large group of music fans. JBL has younger user group than any other brand in Harman. JBL is high quality together with affordable price.

## COMPETITOR RESEARCH



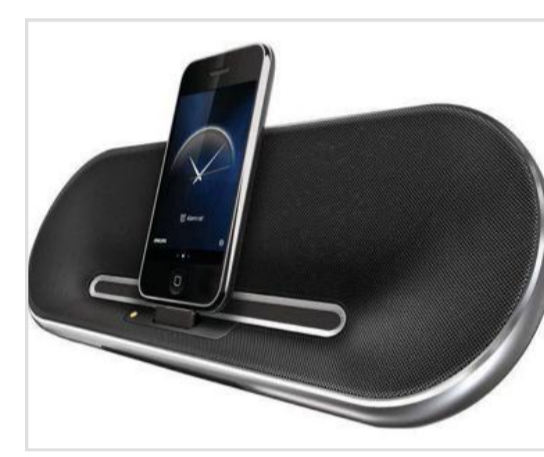
**ILUV STATION**  
Features: Vertical or horizontal positions. 4 unique clock styles. Internet radio. Wake to internet radio or iPod



**GEAR4**  
Features: Set alarms, sync time. Tune the radio. Play media over the USB port



**PURE CONTOUR**  
Features: Millions of tracks via the Pure Music subscription service. Over 19,000 internet radio stations. Facebook and Twitter integration

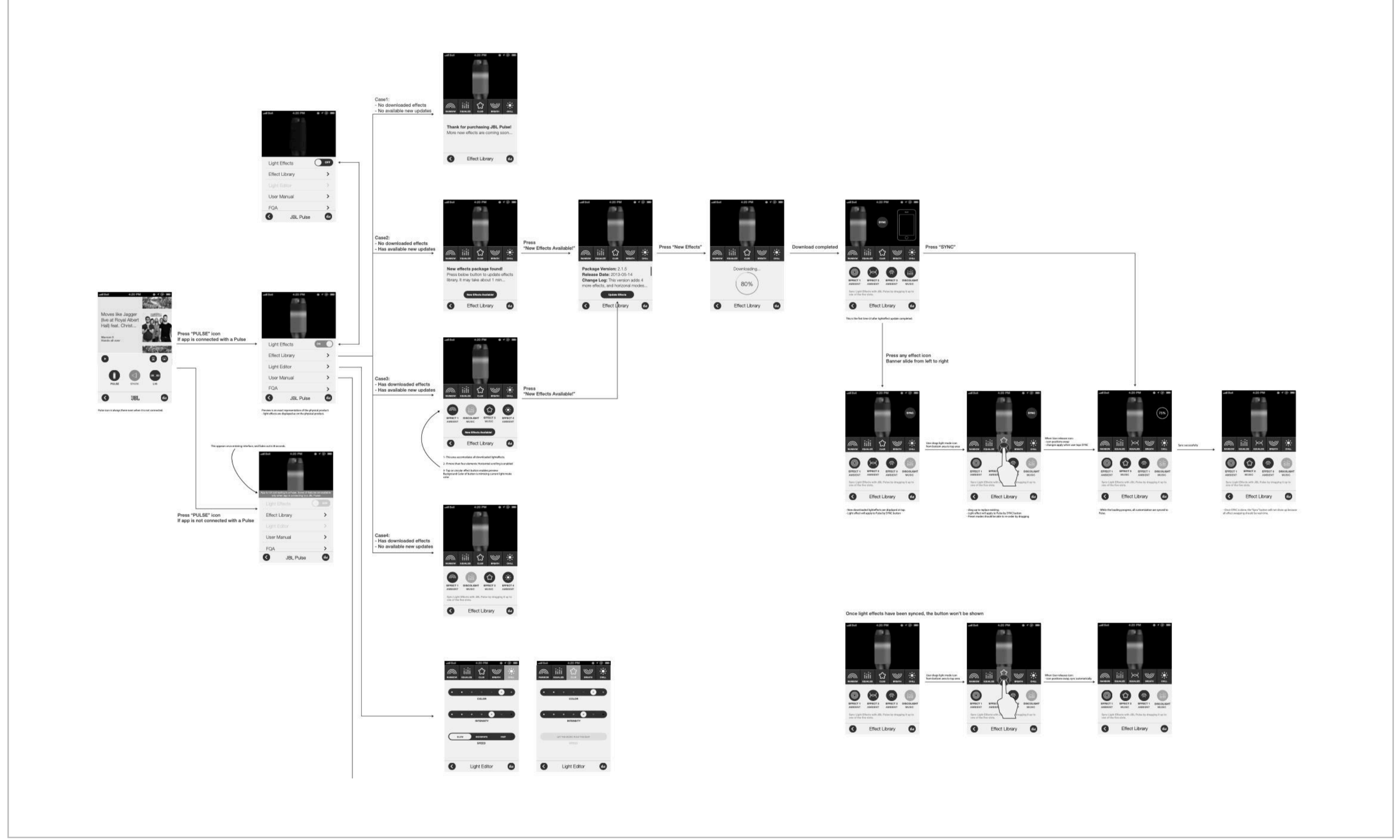


**PHILIPS STUDIO**  
Features: Worldwide Internet radio, alarm clock, weather alert. Share to with friends on Facebook and Twitter



**IHOME IW2 AIRPLAY**  
Features: FM radio. Fully customizable alarm manager. Full screen clock display with custom photo backgrounds.

## BRAINSTORMING



## FINAL DESIGN

