

Extern Presentation



BEATS BY DRE

MARKET RESEARCH

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AGENDA



- Perceptions, Preferences, and Expectations Summary
- Overview of Interview Targets
- General Audio Device Usage
- Consumer Preferences and Decision Factors
- Over-the-Ear Headphones
- Concluding thoughts

SUMMARY

Perceptions

People rely on headphones in general and listen to music or podcasts every single day

Preferences

All 5 of the people I interviewed used over head -headphones, but also alternated with earphones for convenience and that it was very much compact

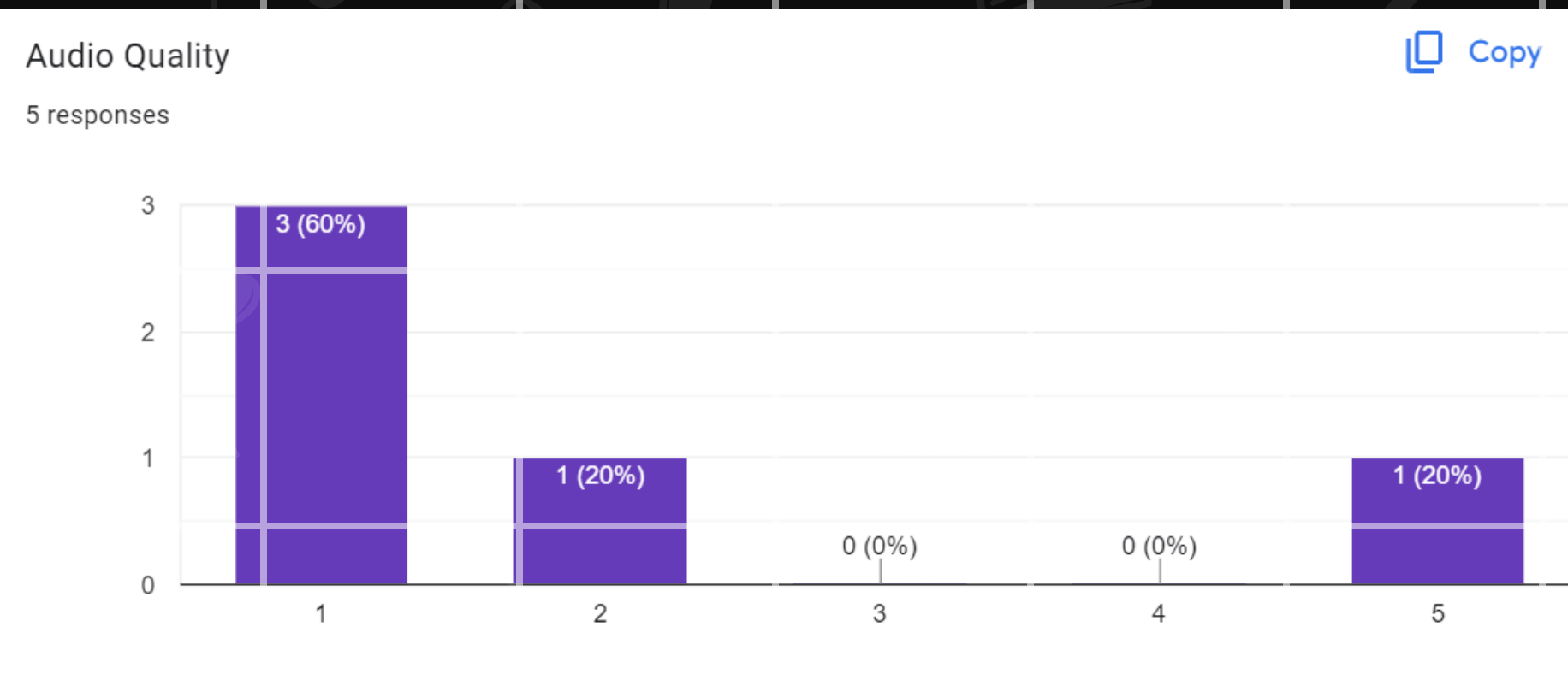
Expectations

I expected people to either use one audio device or another. Instead, in the interview process I realized people switch headphones based on the specific tasks or location there in.

TARGET OVERVIEW AND AUDIO USAGE

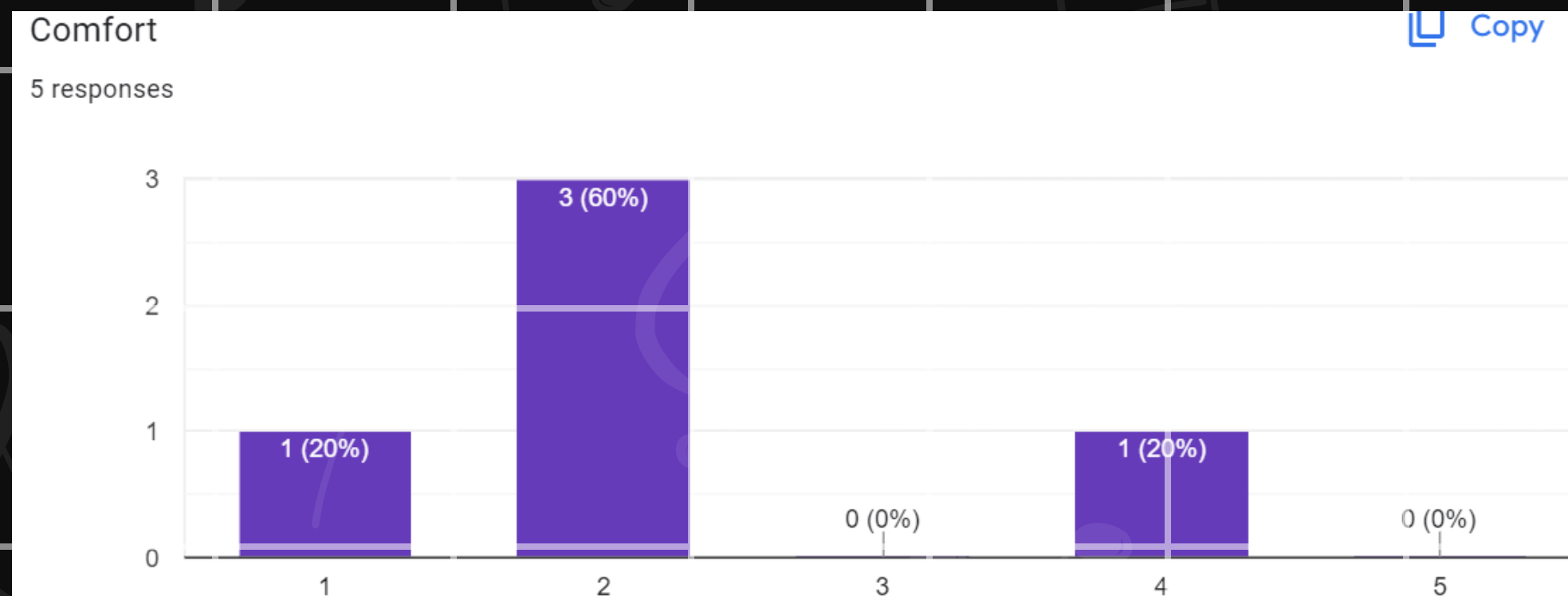
Age	City	Occupation	Audio Usage	Main Audio Device	Alternate
22	San Fransisco	Employee	everyday (frequently)	Airpods pro	wired headphones
22	New York	Student	everyday (frequently)	Airpods pro	Airpod Max
20	Boston	Student	everyday (frequently)	Airpod Max	Airpods pro
18	Boston	Student	everyday (frequently)	Airpod Max	Airpods pro
18	Boston	Student	everyday (frequently)	Sony	Bose earbuds

PRIMARY DATA PREFERENCES

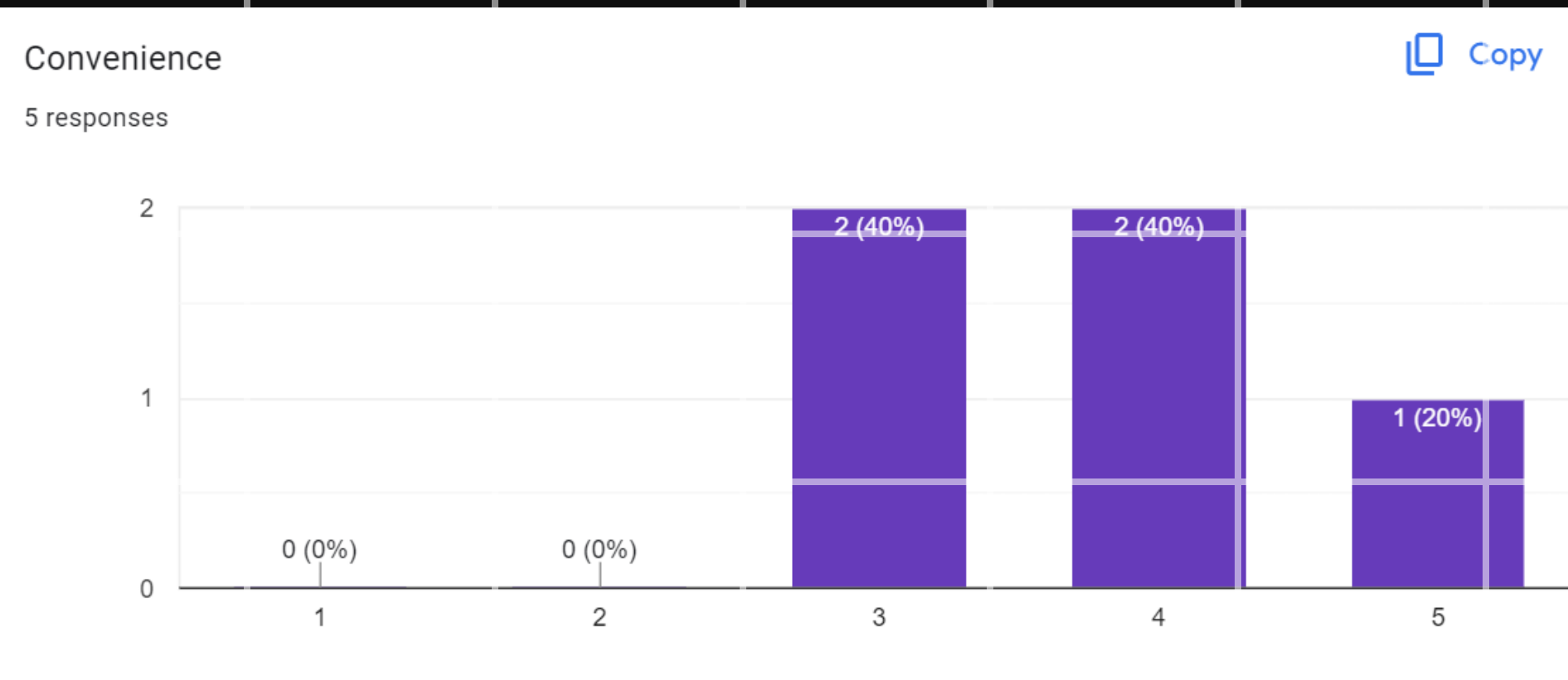


Out of the 5 people I interviewed, 60% had audio quality and comfort ranked the highest

Audio Quality and Comfort were the only measures scaling up to 60%.

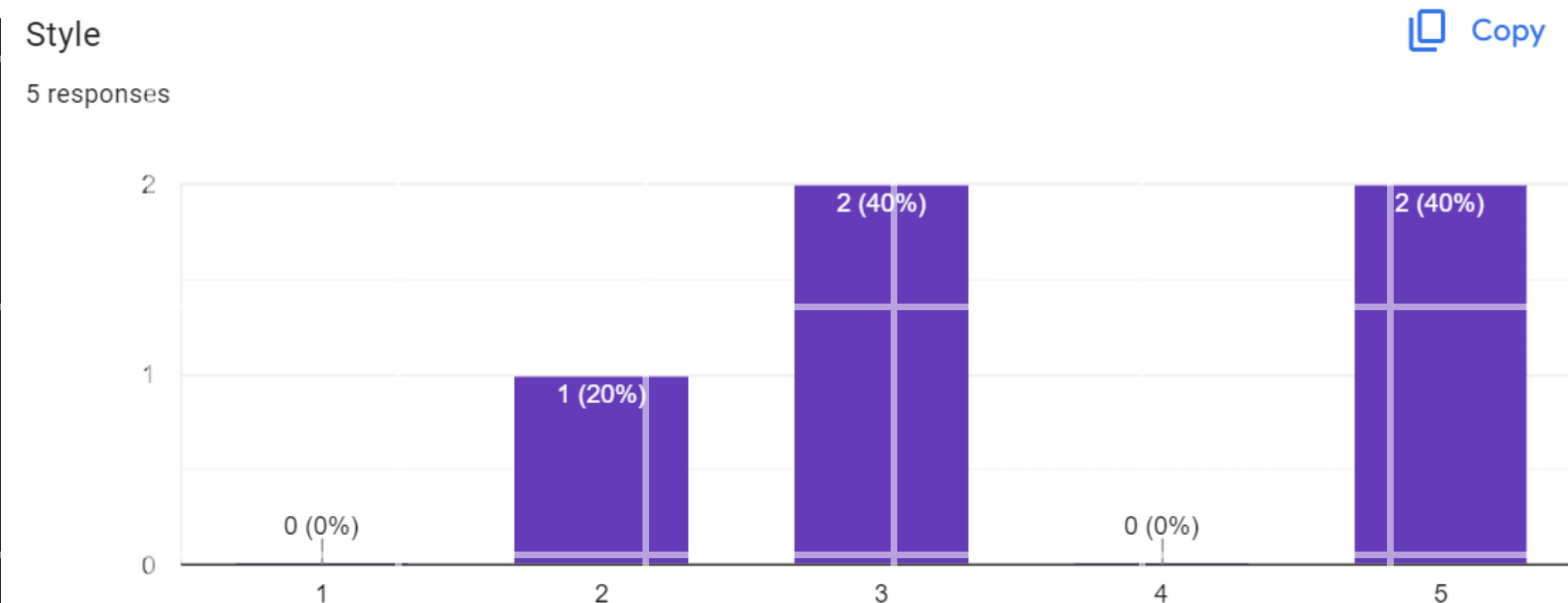


PRIMARY DATA PREFERENCES

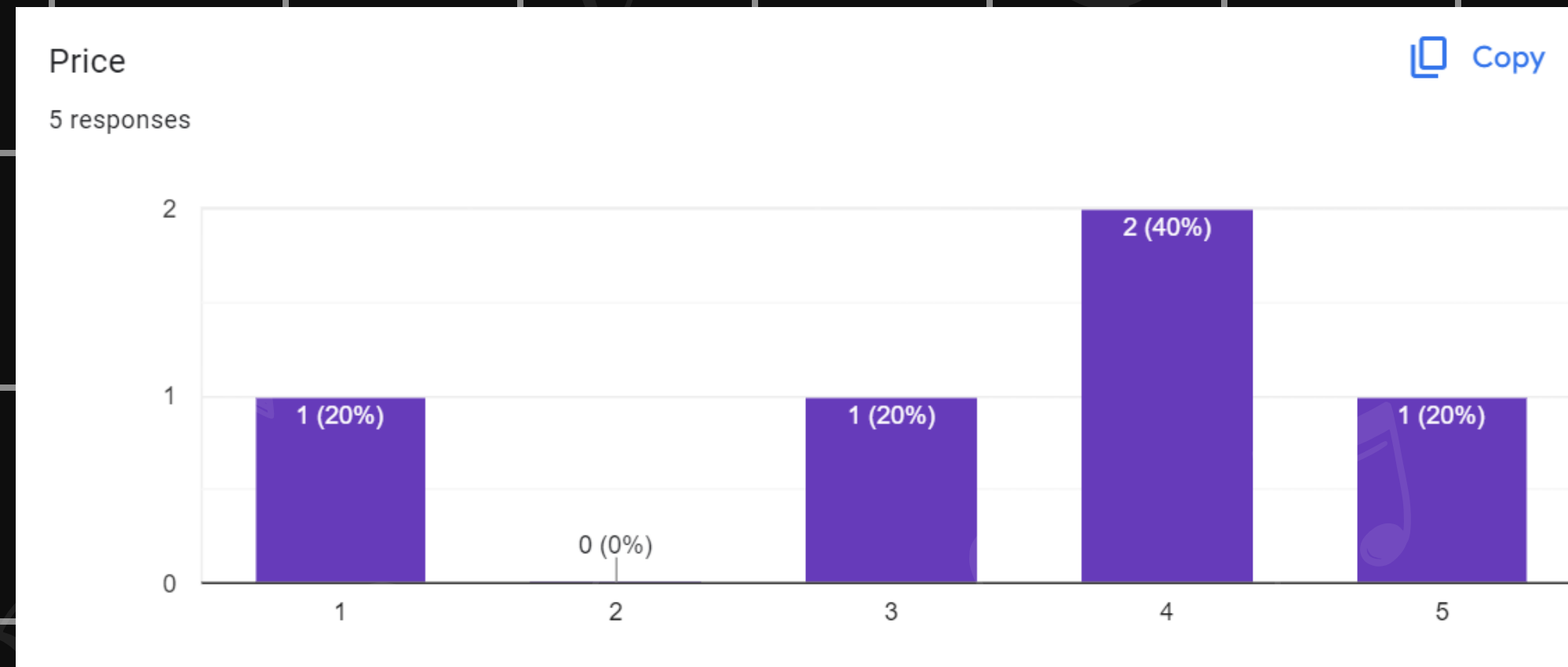


Out of the 5 people I interviewed, 50% had convenience as their 3rd and 4th choice.

Out of the 5 people I interviewed, 25% had style as 2, 50% had style as 3, and 25% as 5.



PRIMARY DATA PREFERENCES

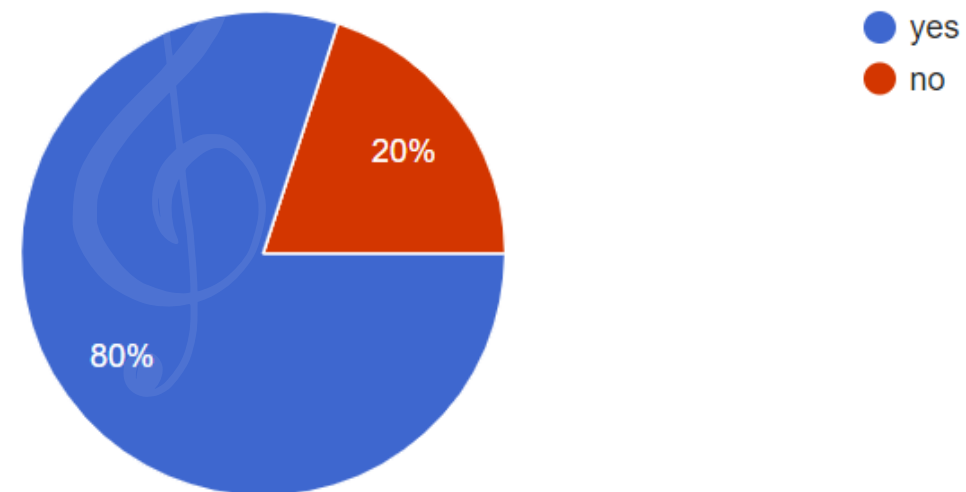


Out of the 5 people I interviewed, 25% had price as 1, 25% had it at 3, 50% had it at 4, and 25% had it at 5.

OVERHEAD-HEADPHONES

Do you use Overhead-headphones

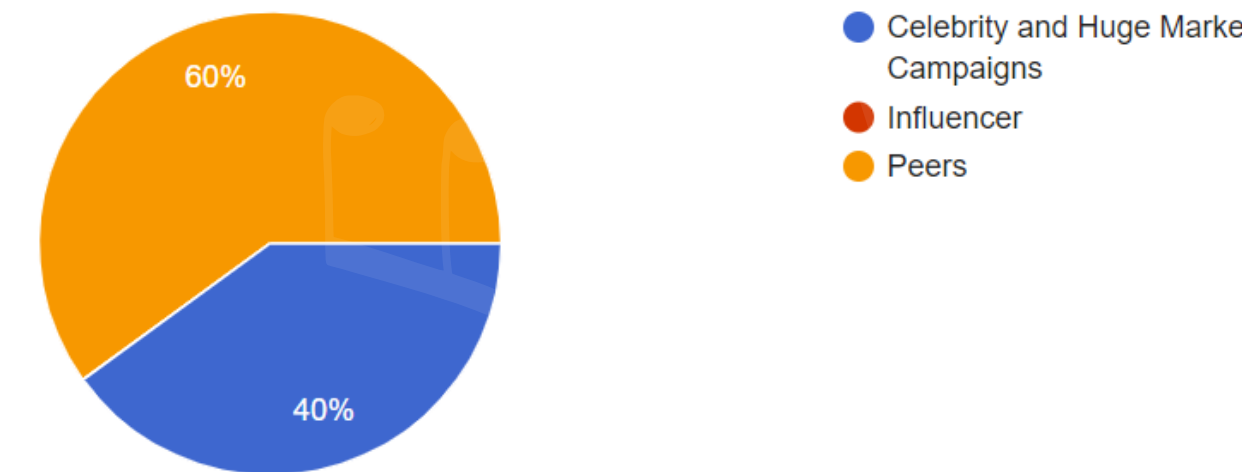
5 responses



4/5 people use overhead-headphones

Where are you most influenced

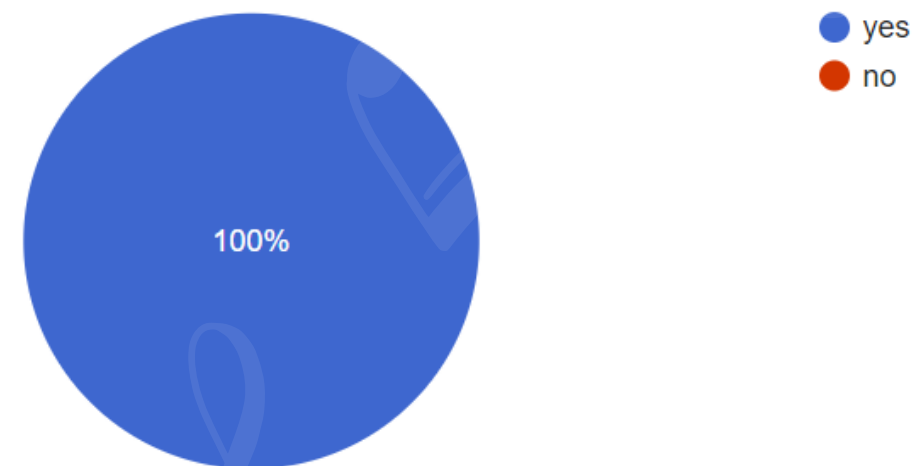
5 responses



3/5 influenced by peers while 2/5 influenced by celebrities

Do you alternate headphones

5 responses



100% of participants alternate headphones

KEY CONCLUSIONS

All participants use headphones every single day and will only buy new pairs if whatever they own was lost or impaired.

Audio Quality and Comfort were the highest ranked between all the 5.

Interviewers above 20 were influenced more by peers (60%), while those below 20 (40%) mentioned being influenced more by celebrity campaigns

Individuals who were above 20 were more likely to conduct thorough research on the item, due to the knowledge shown in interview

All agreed the over-ear headphones are making a comeback due to influencers and celebrities.