

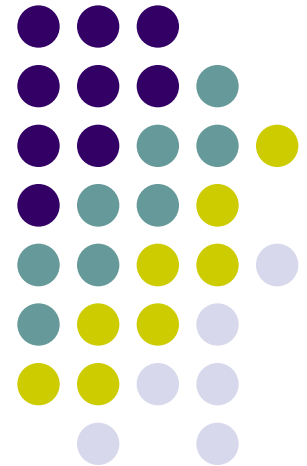
Usability For MP3 Players

Human-Computer Interaction

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Summary

- **Why MP3?**
- **iPod mini 2G**
- **iRiver H10**
- **Compare**
- **Result**
- **Yepp T6 (option)**

iPod mini & iRiver H10



Mini HDD Type, Not Flash Memory Type.

Apple iPod mini (2nd generation, 4GB)



- **From Runway to Subway**



- **One-Stop Song Shop**
- **iTMS (iTunes Music Store)**

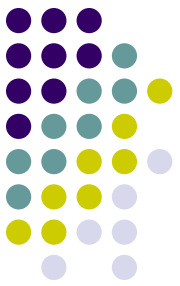


- **Under Your Thumb**



- **Sync to Fit**





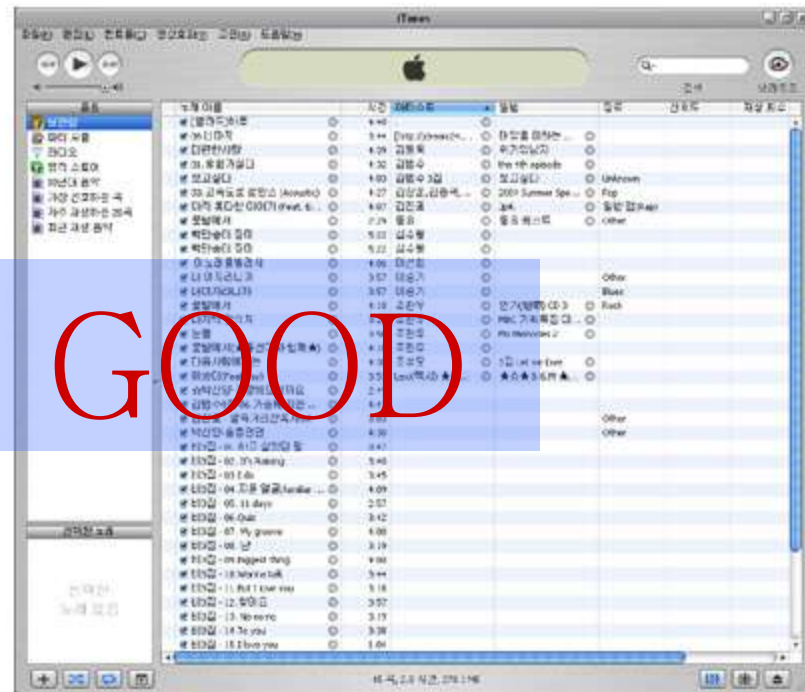
Apple iPod mini (2nd generation, 4GB)

- Software - iTunes



iPod

Very GOOD



iTunes



Reigncom iRiver H10 (5GB)

- **Slim, lightweight Design**



- **Vivid Color Display**



- **Ultra-Intuitive interface with touch strip**



- **Removable battery**



Reigncom iRiver H10 (5GB)



- **PHOTO**



Step1



Step2



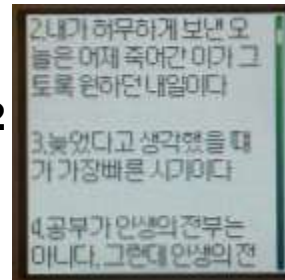
- **TEXT**



Step1



Step2



- **FM Radio**



Step1

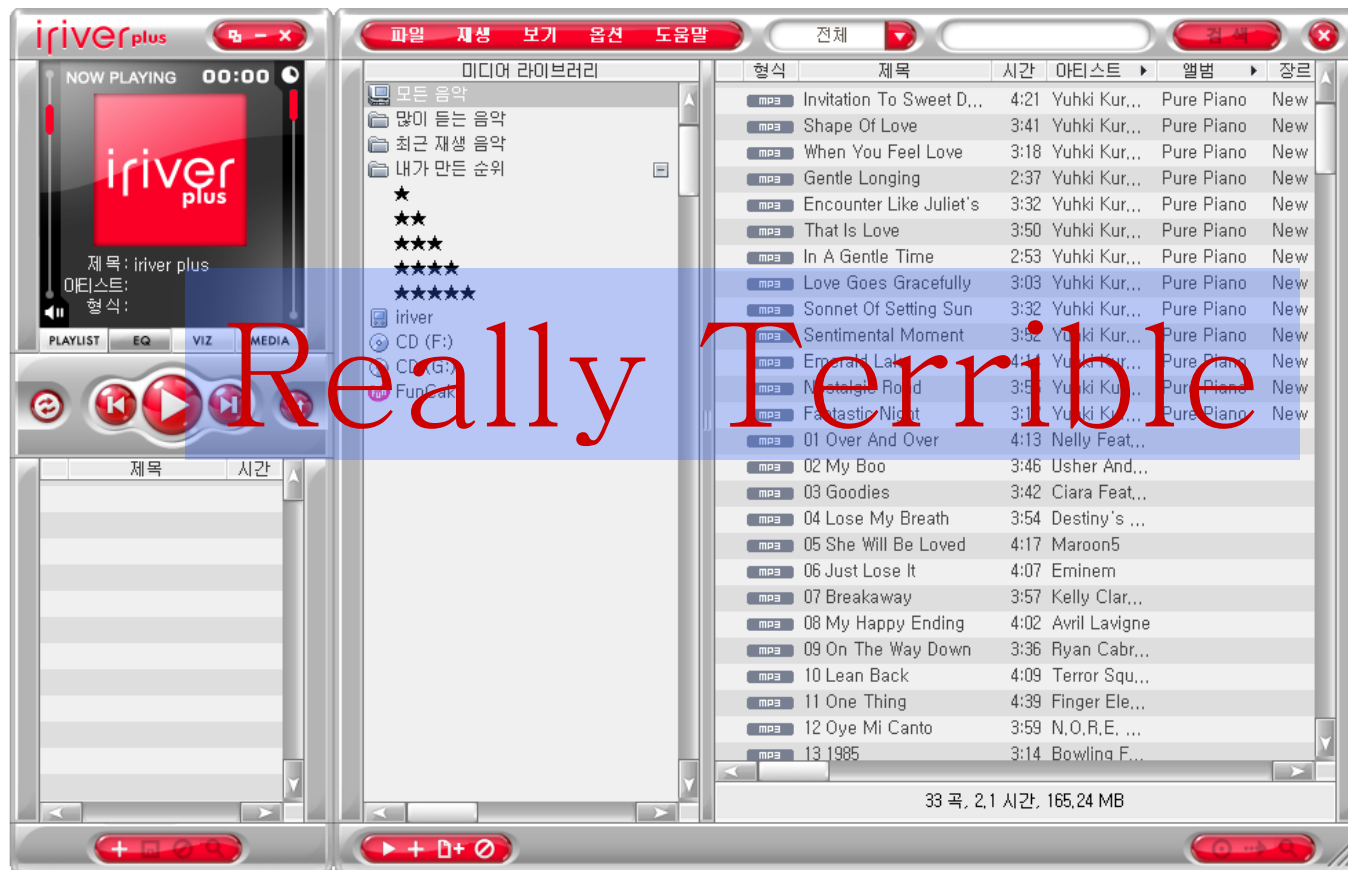


Short Step is good.



Reigncom iRiver H10 (5GB)

- Software - iRiver Plus

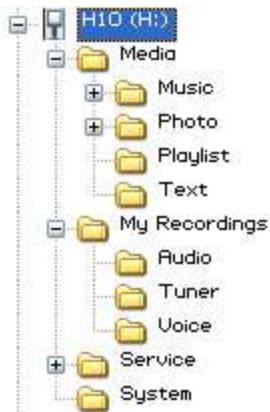


Why?



Reigncom iRiver H10 (5GB)

- Software - iRiver Plus



Should **Change**, Not Upgrade.

Compare #1 – Touch Navigation



Click Wheel



Touch Scroll

	iPod mini	iRiver H10
Predictability	Very Good	Normal
Learnability	Very Good	Bad
Consistency	Very Good	Normal



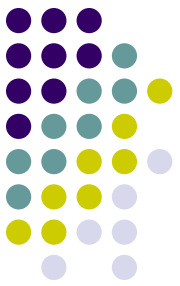
Compare #1 – continue...

	iPod mini	iRiver H10
Flexibility	Normal	Normal
Recoverability	Normal	Normal
Feedback		
- Vision	Good	Very Good
- Auditory	Good	Bad
- Touch	Very Good	Bad
- Response time	Fast	Very Slow



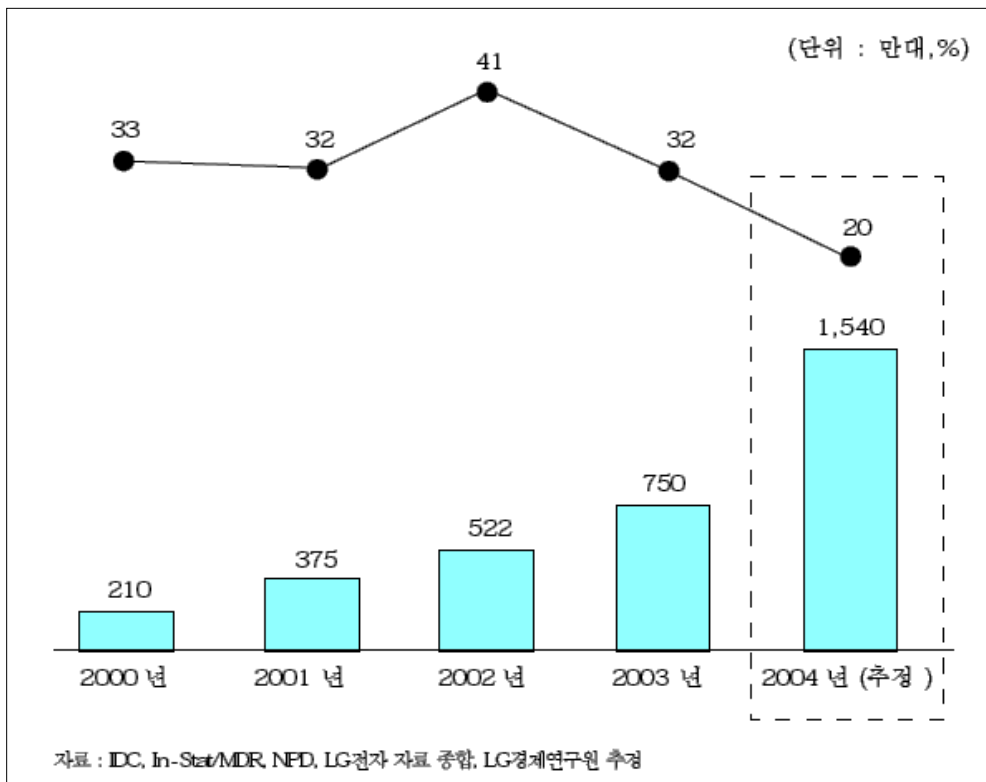
Compare #2 – Feature

	iPod mini	iRiver H10
Pros.	<ul style="list-style-type: none">● <u>Click Wheel</u> is enough to control all function.● Perfect Wheel control is attractive.● Simple Design is really gorgeous.● Size is the smallest in the world except Flash Memory Type.● Both IBM and MAC.● Just connects USB so easier than H10.	<ul style="list-style-type: none">● <u>Many Functions.</u>● FM Radio, Photo, Text and Photo.● Recording audio and voice.● During Charging, You listen to music. (But Needs Charger)● Removable Battery
Cons.	<ul style="list-style-type: none">● During Charging, You never listen to music.● Wanting move file to others computer, You should use iTunes.● No! Windows 98, ME	<ul style="list-style-type: none">● Response Time is Terrible.● If you were a man of quick temper, you would become angry when using control pad.● Turn On/Off , Select Music , View Photo● iPlus, iRiver Software like iTunes is really Terrible.● Because of very slow. And quick temper...



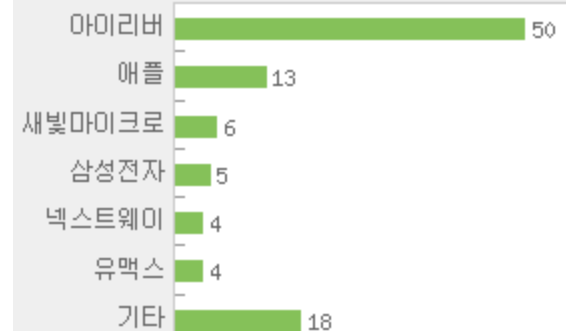
Compare #3 – Market Share

● MP3 세계시장 규모와 한국시장 점유율



- in USA
: iPod '03(21%) → '04(65%)
- '05(82%) FT(Financial Times)
- Only Flash Memory Type.

국내 MP3플레이어 시장점유율(%)

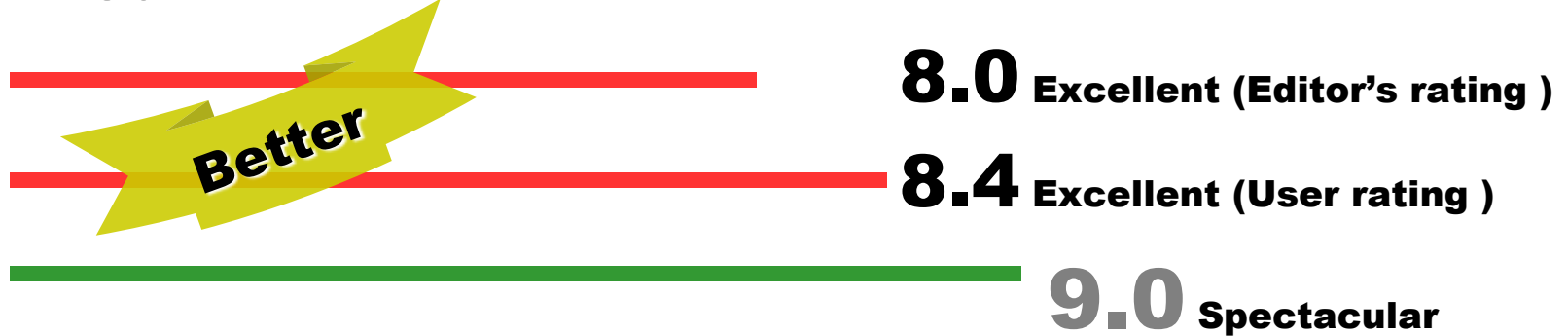


- iRiver i-FP999 **7%**
- Apple iPod Shuffle **6%**



RESULT

- **iPod mini**



- **iRiver H10**





(Flash Memory Type)

SAMSUNG Yepp T6 (512MB)

- **Small and Simple**



- **COOLGATE**



- **Very Easy**

