**B.Tech(ECE)-QUANTUM UNIVERSITY-1-Task2-** **Create an example for a product where it needs the following**

**User Research**

**Objective:**  
 user research to understand the needs and expectations of potential AirPods users, focusing on improving features like battery life, sound quality, and AI integration.

**Methodology:**

1. **Surveys & Interviews** – Conducted with 500 users, including students, professionals, and fitness enthusiasts.
2. **Competitor Analysis** – Studied existing AirPods and alternatives like Bose and Sony wireless earbuds.
3. **Focus Groups** – Engaged tech-savvy users to discuss their frustrations and desires for an upgraded version.

**Findings:**

* 70% of users desire **longer battery life**.
* 60% want **better noise cancellation** for calls and music.
* 50% prefer **AI-powered voice assistance** for hands-free tasks.
* 40% face **connectivity issues** with multiple devices.



