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PODCASTS.

GROUP C1

Podcasts as a medium is growing, just in Sweden the amount of podcast listeners has increased from 1.53 million in 2014 to 2.14 million in 2017 and showing no signs of stopping. More people than ever are tuning to be entertained or educated in their favourite topics. Most of this listening is occuring on smartphones but the implementation of these apps are still kind of basic. There is obviously a lot of room for improving the podcast experience.
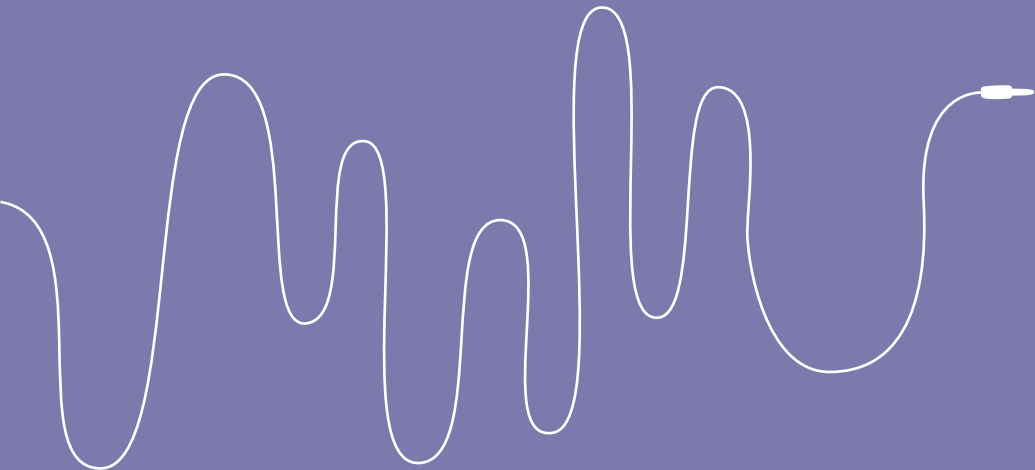
Podcast is a sound medium that provides everything from interviews, education to entertainment. Beside the sound medium the opportunity to share other content (as a podcast producer) is restricted. Through reading we have found that for podcasts to grow, it needs to move beyond just sound and engage listeners in a more active way.

What can be said about podcasts? What we found out in the literature review were that podcasts needs to continue to evolve, especially they need to go beyond sound. They need to construct relationships with the audience and keep them engaged and interactive.

Parallel prototyping
Different type of comment systems
Soundcloud-type comments
No comments at all
Sorting on timestamps
Comment feed flowing with the time of the episode
Creator choosing timestamps where comments are allowed
Notification and lock screen alternatives
Big player (sort of like spotify)
Smaller notifications
Donation alternatives
Different types of show notes
Creator only
Creator and commenters

what inspired us.

Make it easier for creators and listeners to interact
How bad the Apple Podcasts application is today

Enrich the podcast experience beyond sound

Put more power in the hands of the creator and
create an even more diverse podcast space

Different commenting systems and applications
(youtube, instagram, facebook, soundcloud)

Make it easier to share information

EXPLORE.

A design where the producer can add show notes to a specific episode and timestamp.

connection

Collect the information connected to a specific podcast episode in one place. Enable the option of commenting within the episode (connected to a certain timestamp) and from this also be able to create discussions.

Notifications: They can't be too intrusive.

Notification information on the lock screen will make it easy for the listener to see the current information.

Sorting for the comments. A chronological order for the comments won't work all the time. Planned sortings are popularity, chronological (based on time stamp times), new (in order of publication).

DARK COLOR SCHEME.