

# Sterio

## The future of radio: combining streaming services with the traditional radio

Speed Dating (Need Validation Activity) — Report, Feedback & Notes

- **Sessions details**

- 5 sessions
  - 3x with ages ranging 18 - 24
  - 1x with ages ranging 25 - 35
  - 1x with ages 35 - 55
- Duration between 30 to 45 minutes
- Audio recorded (with consent of all the participating users)
- Remote session, given the COVID-19 pandemic situation (via Google Hangouts)
- Consent form digitally signed
- Personas and storyboards were shown digitally by sharing the screen and providing the link to the folder containing the files (both hand draws and digital representations)
- Presented the personas and scenarios, and then asked a couple of questions to get the conversation started. 'Forced' participants to put (and remain) themselves on the shoes of each persona
- Feedback was being recorded (via audio recording) and notes were being taken as the session followed
- All participants agreed to the 'User enactments' follow-up session, to be conducted

- **Manuel Fernandes** (19 years old / University Student)

- When Luis starts listening to a 'Now broadcasting' station, it should start on the same 'position' as the other listeners, to give the same 'radio' feel
- Luis should ask for permission for every item they want to add to radio. Some users suggested that this would be very overwhelming, and maybe they just wanted to make a 'copy'/duplicate a station. This could also be the case if Manuel rejected Luis suggestions, for example
- The station could follow a 'blocks' (like Lego) implementation, where Luis could add the desired audio content in a block (with Manuel's approval)

- Some users noted that, when playing albums, they wouldn't like to be interrupted in between songs

- **Carolina Santos** (29 years old / Software Engineer)

- Carolina should have the option to enable 'radio programs', even if the station is created automatically
- Given that Carolina is working on her office, it would be more practical and useful if she received a notification from an app she already uses for transportation, instead of waiting for the host to announce such information on the radio
- Privacy issues are important: "If I was Carolina, I wouldn't like to share my location, at least automatically, due to privacy concerns / battery issues."
- Automatic stations are great if I just want to click and start listening (based on Carolina's own taste and preferences)
- News and transportation digests are great, but without compromising privacy
- Skip controls should be available when automatic stations are created, so that if Carolina doesn't like an auto-suggested content she can skip
- Many users identified themselves with this persona and scenario, given their professions. They saw themselves on the context of Carolina and said they would react the same way as her.

- **Rita Silva** (38 years old / School Teacher)

- Rita should have a 'boomer' mode, for users that don't want that many customization. Ultimate customization should be only for power users
- Traffic information could be 'in route' if Rita was using a GPS app (such as Waze) or based on a location that was set beforehand whilst creating her station
- Location sharing is 'creepy' — many users, if they were Rita, wouldn't like to share this, nor have that read by the radio host
- Weather information be 'for the next hours / day' and not based on context. Rita already has Siri on her smartphone, so she can ask Siri for that information whenever she wants

- **Tomás Ventura** (54 years old / Truck Driver)

- Tomás could select a limited duration for its radio or an 'infinite' station, where he could both select the audio content he suggested, plus some recommendations based on this taste
- Audio messages won't work because they could be out of context. Most users, if they were Tomás, would simply want to read all messages when they have the time to do so, instead of having them being read on the radio in between songs
- Instead of displaying audio messages, some users felt that reading the entire conversation would be more helpful, but then Tomás could be really distracted by wanting to reply
- Broadcasting live events automatically (such as sports reports) was very well received
- Instead of transcoding his wife's message, users noted that, if they were Tomás, would prefer if his wife called him directly, pausing the radio transmission.