# GEARARD STREET HEADPHONES AS A SERVICE, FINDING THE RIGHT CUSTOMER AND DESIGNING THE BRAND



#### The context

Gerrard Street is a start-up that wants to set the next step towards the circular economy. They developed a modular headphone which they provide to customers as a service. The growth has been stable after an initially successful crowdfunding campaign, but they need to grow faster to reach scale at which they can become a sustainable business.

## Assignment

Gerrard Street needs a better understanding of their customer in order to grow faster and to build their brand. In this thesis Gerrard Street's target segment has been refined and the brand has been repositioned. The newly formed brand vision is implemented by developing a vision for Gerrard Street's service and designing a touchpoint.

### Target segment

Young educated men that live in an urban area, listen to music at every opportunity and uses music as a social connector, He values progress and change an works towards self-fulfillment.

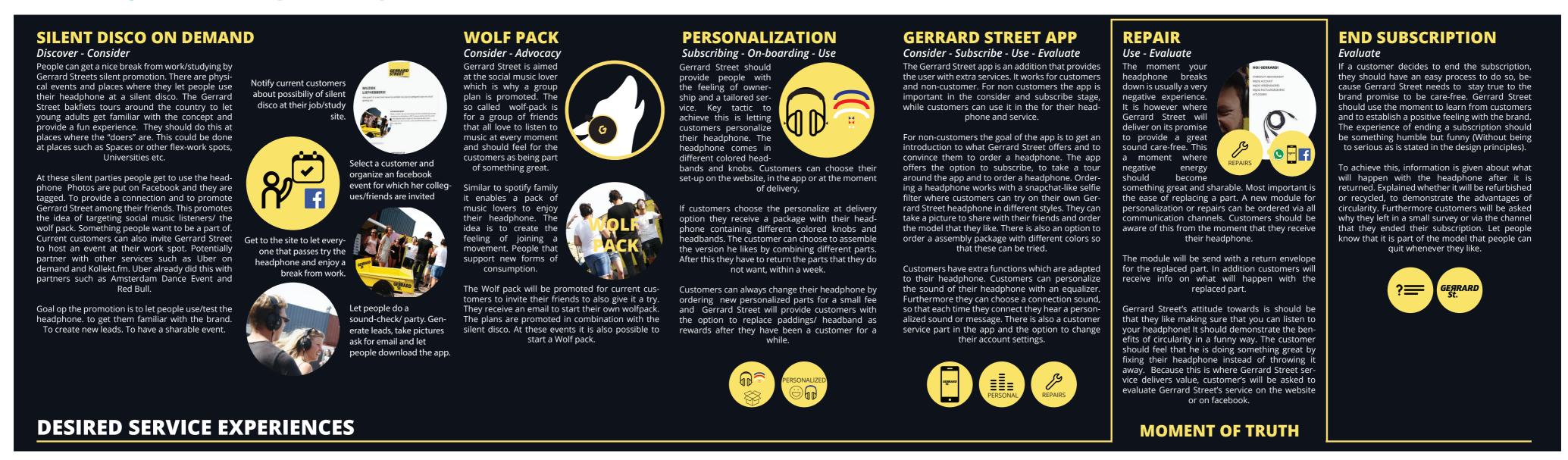
#### Positioning

Gerrard Street, the audio service for Doers, not talkers, for users, not owners, that connect through music and desire a great sound, care-

## Developing Gerrard Street's service

Gerrard Street's service is the main differentiator from its competition and should therefore be further developed to add more value. The objective is to add value through the service by delivering a personal and social experience. The desired experiences describe how this objective can be achieved. The repair moment is an essential moment for Gerrard Street's service, because it is where they fulfil their brand promise of providing a great sound carefree. The experience at this moment is redesigned to fit Gerrard Street's brand vision.

# DEVELOPMENT SERVICE



# THE REPAIR EXPERIENCE



**HEADPHONE** 

**BREAKS** 



**FIND OUT WHAT IS WRONG** 



**REQUEST A NEW PART** 



**RECEIVE PACKAGE** 



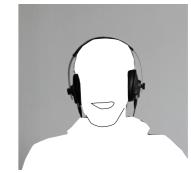
**FIX THE HEAD-PHONE** 



**BUILDING A HEADPHONE STANDARD** 



**RETURN PART** 



**ENJOY THE HEADPHONE** 



**COMMUNICATION ABOUT THE REPAIR** 

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