

GERRARD 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 and 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-free.

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

SILENT DISCO ON DEMAND

Discover - Consider

People can get a nice break from work/studying by Gerrard Street's silent promotion. There are physical events and places where they let people use their headphones at a silent disco. The Gerrard Street backpacks tours around the country to let young adults get familiar with the concept and provide a fun experience. They should do this at places where the "doers" are. This could be done at places such as Spaces or other flex-work spots, Universities etc.

At these silent parties people get to use the headphones. Photos are put on Facebook and they are tagged. To provide a connection and to promote Gerrard Street among their friends. This promotes the idea of targeting social music listeners/ the wolf pack. Something people want to be a part of. Current customers can also invite Gerrard Street to host an event at their work spot. Potentially partner with other services such as Uber on demand and Kolekt.fm. Uber already did this with partners such as Amsterdam Dance Event and Red Bull.

Goal on the promotion is to let people use/test the headphones. To get them familiar with the brand. To create new leads. To have a shareable event.

WOLF PACK

Consider - Advocacy

Gerrard Street is aimed at the social music lover which is why a group plan is promoted. The so called wolfpack is for a group of friends that all love to listen to music at every moment and should feel for the customers as being part of something great.

Similar to spotify family it enables a pack of music lovers to enjoy their headphones. The idea is to create the feeling of joining a movement. People that support new forms of consumption.

The Wolf pack will be promoted for current customers to invite their friends to also give it a try. They receive an email to start their own wolfpack. The plans are promoted in combination with the silent disco. At these events it is also possible to start a Wolf pack.

PERSONALIZATION

Subscribing - On-boarding - Use

Gerrard Street should provide people with the feeling of ownership and a tailored service. Key tactic to achieve this is letting customers personalize their headphones. The headphones come in different colored headbands and knobs. Customers can choose their set-up on the website, in the app or at the moment of delivery.

If customers choose the personalize at delivery option they receive a package with their headphones containing different colored knobs and headbands. The customer can choose to assemble the version he likes by combining different parts. After this they have to return the parts that they do not want, within a week.

Customers can always change their headphones by ordering new personalized parts for a small fee and Gerrard Street will provide customers with the option to replace padding/ headband as rewards after they have been a customer for a while.

GERRARD STREET APP

Consider - Subscribe - Use - Evaluate

The Gerrard Street app is an addition that provides the user with extra services. It works for customers and non-customer. For non-customer the app is important in the consider and subscribe stage, while customers can use it in the for their headphones and service.

For non-customer the goal of the app is to get an introduction to what Gerrard Street offers and to convince them to order a headphone. The app offers the option to subscribe, to take a tour around the app and to order a headphone. Ordering a headphone works with a snapchat-like selfie filter where customers can try on their own Gerrard Street headphone in different styles. They can take a picture to share with their friends and order the model that they like. There is also an option to order an assembly package with different colors so that these can be tried.

Customers have extra functions which are adapted to their headphones. Customers can personalize the sound of their headphones with an equalizer. Furthermore they can choose a connection sound, so that each time they connect they hear a personalized sound or message. There is also a customer service part in the app and the option to change their account settings.

REPAIR

Use - Evaluate

The moment your headphone breaks down is usually a very negative experience. It is however where Gerrard Street will deliver on its promise to provide a great sound care-free. This a moment where negative energy should become something great and sharable. Most important is the ease of replacing a part. A new module for personalization or repairs can be ordered via all communication channels. Customers should be aware of this from the moment that they receive their headphones.

The module will be sent with a return envelope for the replaced part. In addition customers will receive info on what will happen with the replaced part.

Gerrard Street's attitude towards is should be that they like making sure that you can listen to your headphones! It should demonstrate the benefits of circularity in a funny way. The customer should feel that he is doing something great by fixing their headphones instead of throwing it away. Because this is where Gerrard Street service delivers value, customer's will be asked to evaluate Gerrard Street's service on the website or on facebook.

END SUBSCRIPTION

Evaluate

If a customer decides to end the subscription, they should have an easy process to do so, because Gerrard Street needs to stay true to the brand promise to be care-free. Gerrard Street should use the moment to learn from customers and to establish a positive feeling with the brand. The experience of ending a subscription should be something humble but funny (Without being too serious as is stated in the design principles).

To achieve this, information is given about what will happen with the headphone after it is returned. Explained whether it will be refurbished or recycled, to demonstrate the advantages of circularity. Furthermore customers will be asked why they left in a small survey or via the channel that they ended their subscription. Let people know that it is part of the model that people can quit whenever they like.

DESIRED SERVICE EXPERIENCES

MOMENT OF TRUTH

THE REPAIR EXPERIENCE

HEADPHONE BREAKS

FIND OUT WHAT IS WRONG

REQUEST A NEW PART

RECEIVE PACKAGE

FIX THE HEADPHONE

BUILDING A HEADPHONE STANDARD

RETURN PART

ENJOY THE HEADPHONE

COMMUNICATION ABOUT THE REPAIR

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