Portfolio Highlights

CASE STUDY
Radio365 Desktop Software

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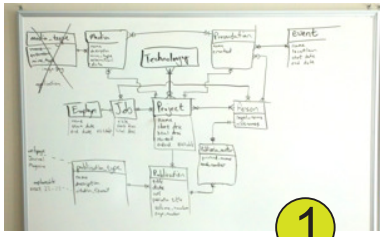
Radio365 Desktop Software

2004 Goal: create desktop software that has competitive features, is instantly recognizable as a player, and has standard controls similar to a car stereo for a short learning curve.

http://www.imagineave.com/live365/radio365-win/

MRD & Whiteboard Planning



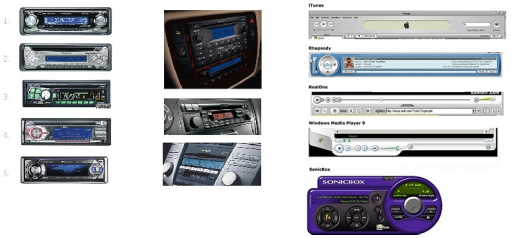
1

Competitive Analysis 2

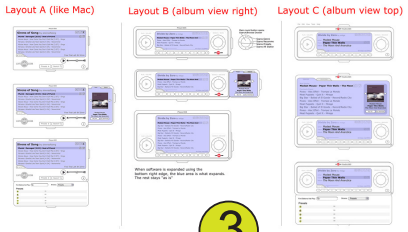
Top selling after-market car stereos (Crutchfield)

Top selling stock stereos (Consumer Reports)

Top competitor's web-based players



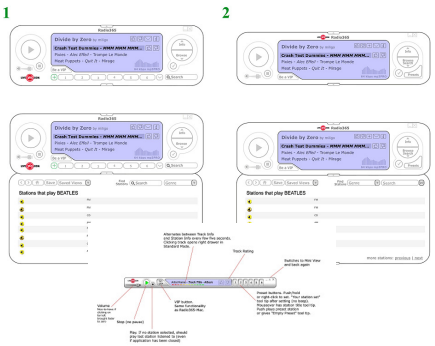
Low-Fi Paper Usability Testing



3

Flash Prototype UX Testing 4

Hi-Fi Wireframes 5



Final Mockup & Chops 6

UX Design

1. **Whiteboard Planning**
   Work with the stakeholders to come up with the marketing requirements.
2. **Competitive Analysis**
   Analyze the top players available including car stereos and web players.
3. **Low-fi Paper Usability Testing**
   Come up with set of low-fi printouts and test friends, family, and co-workers to see if we're in the ballpark.
4. **Prototype Testing**
   Take those low-fi testing results and put them into a clickable prototype. Gather feedback from small number of outside users.
5. **High-Fi Wireframes**
   Build the usabiliy-test results into the final hi-fi wireframe docs for engineering.
6. **Final Mockups & Chops**
   Create the final theme/look for the graphics and chop up for engineering. (See next page for larger examples)

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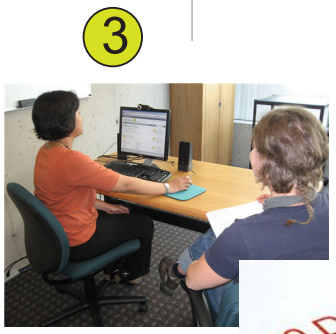
Final Product

1. Final product design.
2. Additional themes.
3. Additional usability testing with the final product - final tweaks before releasing.
4. Continue to monitor users for feedback.