Thomas Gingrich

Design Project-Record Player

CADD-245

Portland Community College

Introducing...
The "Spin-Wave" Record Player

KEY DESIGN AND MARKETING VALUES

Versatility and Accessibility:

The “SpinWave” is more than just a record player. Its built-in speakers and Bluetooth capabilities redefine how users experience their favorite vinyl and digital music.

Sleek Design with Superior Performance:

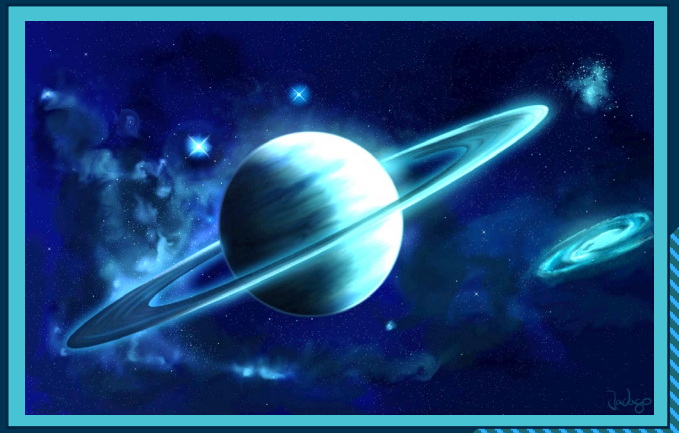
Aesthetically pleasing, the minimalist design of the “SpinWave” seamlessly blends with any decor while delivering great sound quality, making it a statement piece in any room.

Nostalgic Appeal, Modern Convenience:

Capitalize on the resurgence of vinyl with a product that combines the nostalgic charm and look of record players with a contemporary feel with features like Bluetooth connectivity and speed control.

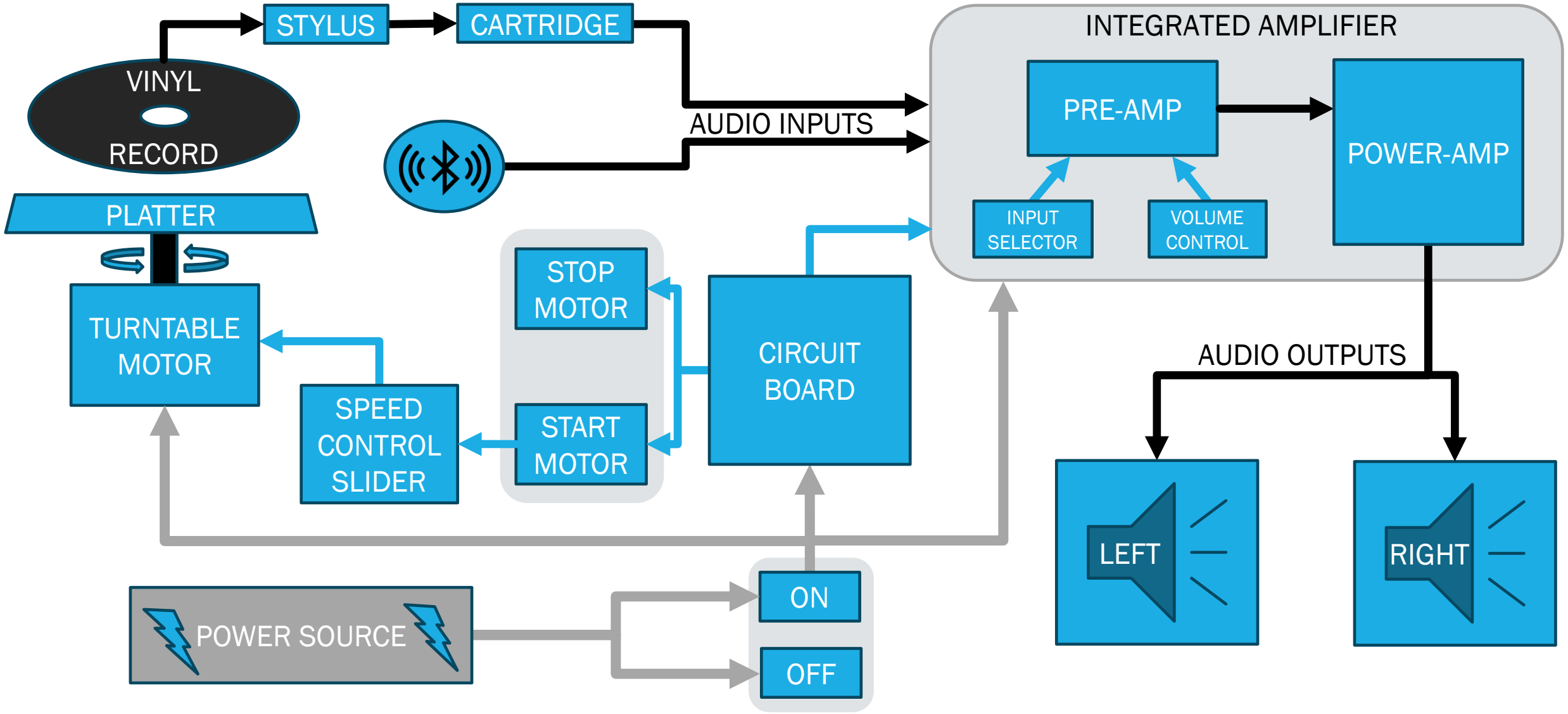
Spin-Wave

BILL OF MATERIALS



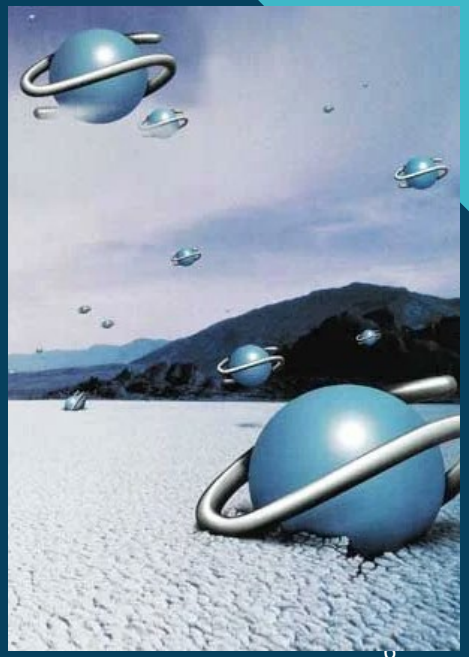
OUTSIDE DESIGN	INSIDE DESIGN
MAIN HOUSING	TURNTABLE MOTOR
TOP PANEL AND PLATTER	PREAMP/AMP
DUST COVER WITH HINGES	TONEARM INPUT BOARD
TONEARM WITH COUNTERWEIGHT	LED LIGHT
CARTRIDGE/STYLUS	CONROL/INPUT CIRCUIT BOARD
POWER/VOLUME & SPEED KNOBS	WIRING
RUBBER FEET X3	PREAMP/AMP
INPUT SELECTION KNOB	RIGHT SPEAKER UNIT (WOOFER, TWEETER, ETC)
RIGHT/LEFT SPEAKER COVER	LEFT SPEAKER UNIT (WOOFER, TWEETER, ETC)
POWER CORD	A/C POWER SUPPLY BOARD

BLOCK DIAGRAM SPINWAVE RECORD PLAYER



RELATED PRODUCTS AND INSPIRATION PHOTOS

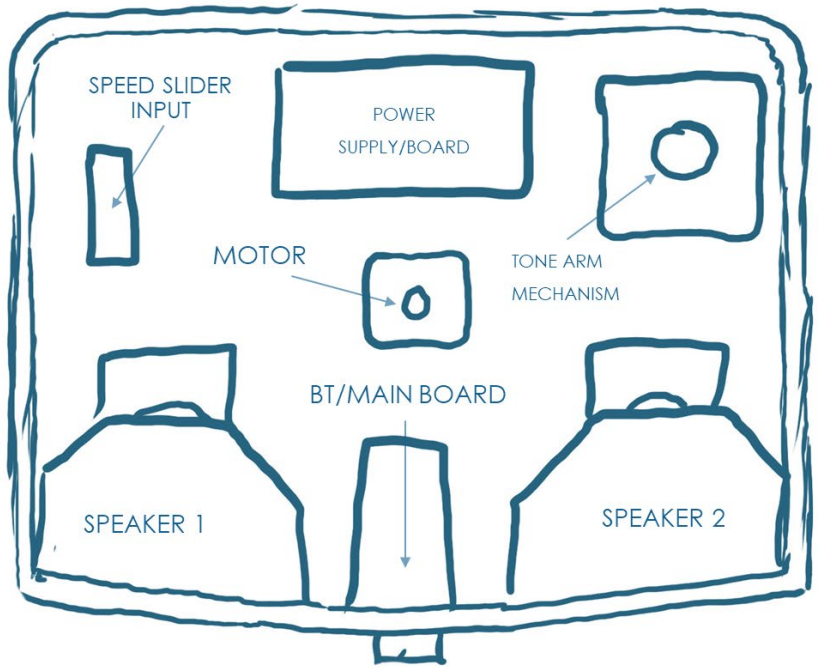
Spin-Wave



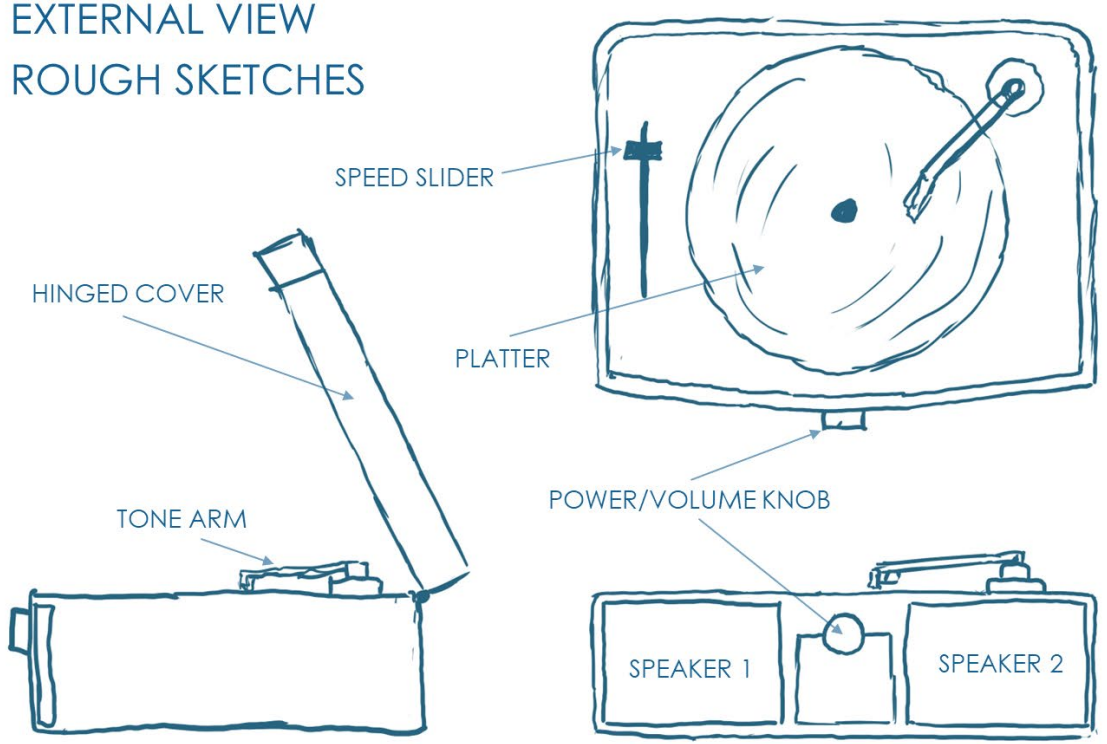
PRELIMINARY SKETCHES

Spin-Wave

INTERNAL VIEW ROUGH SKETCHES



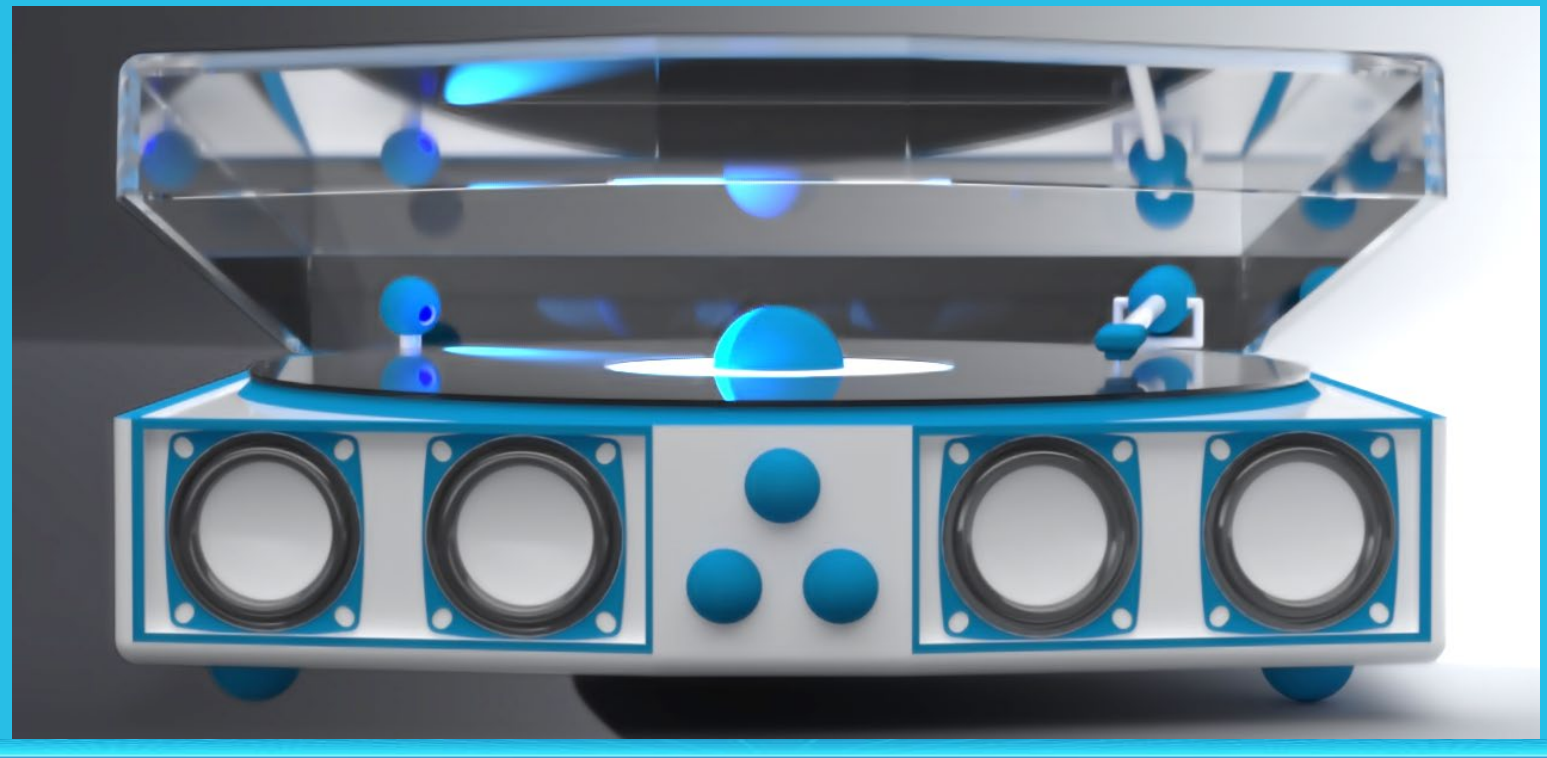
EXTERNAL VIEW ROUGH SKETCHES



Spin-Wave

FRONT VIEW

(SPEAKER COVERS REMOVED)



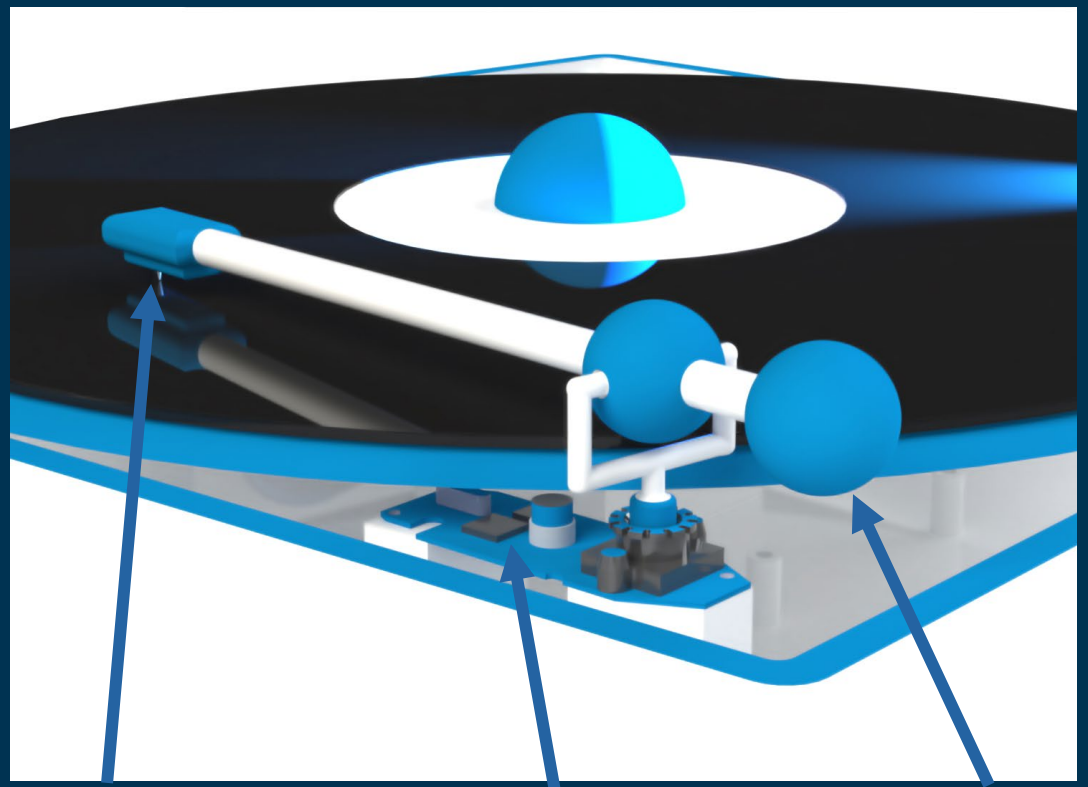
BACK VIEW

(POWER INPUT SHOWN)

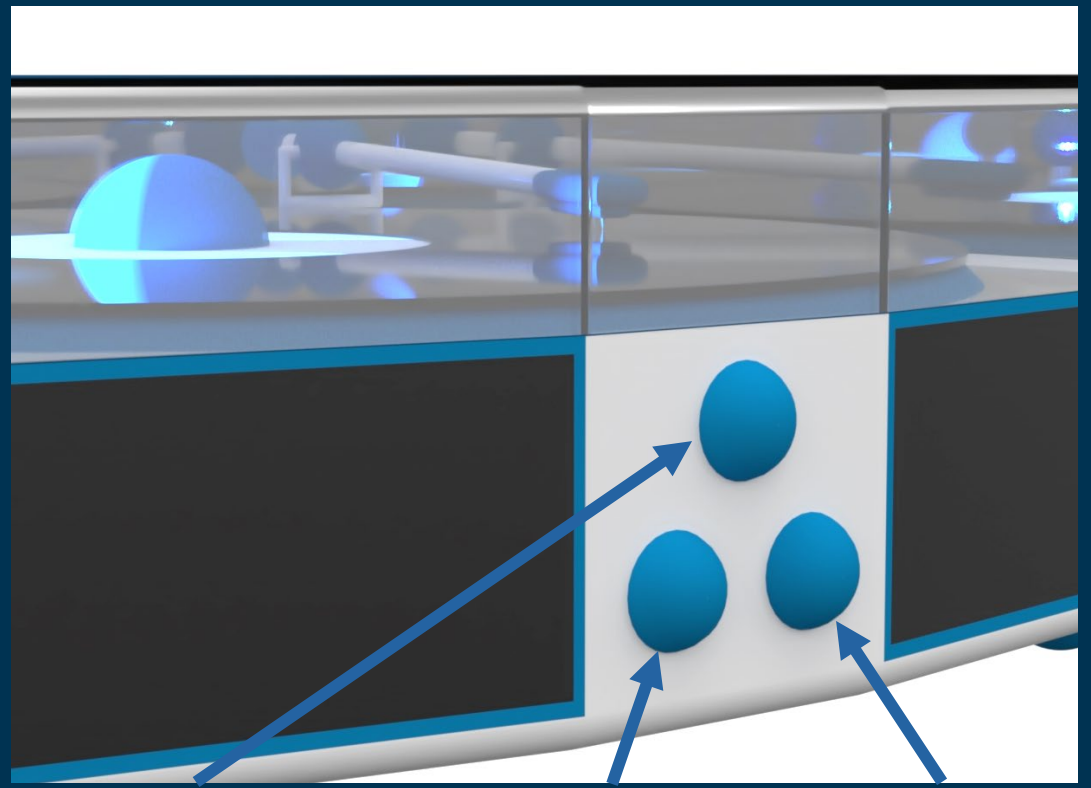
INPUT DETAIL VIEWS

Spin-Wave

TONEARM

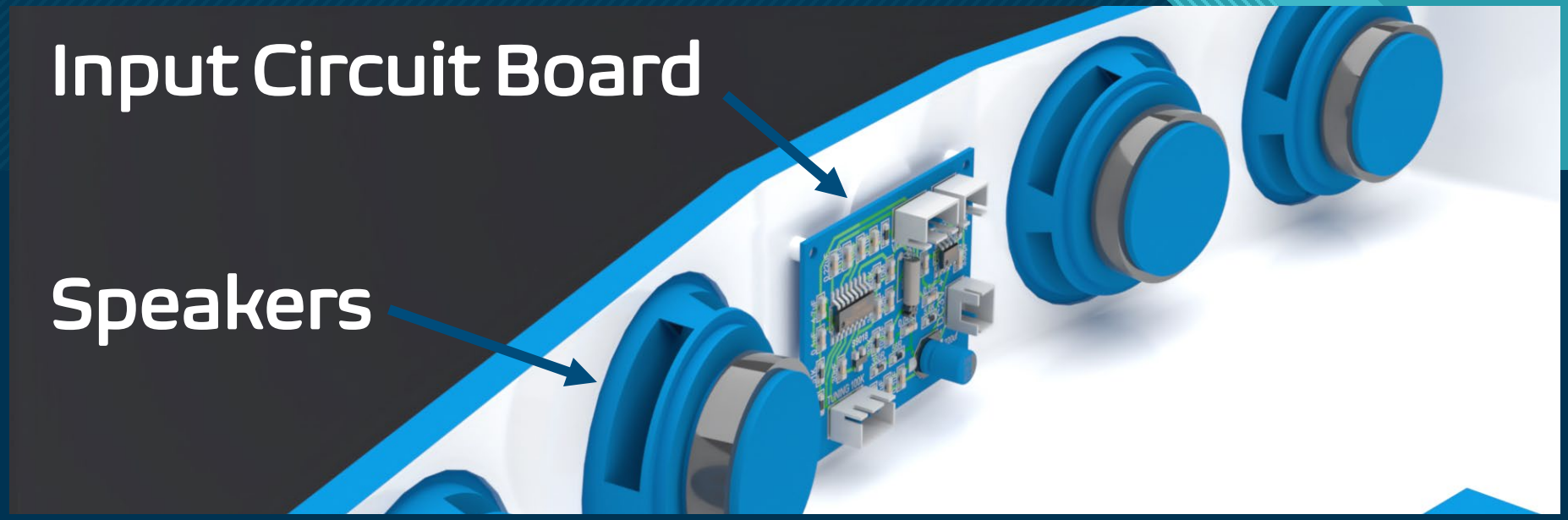


INPUT KNOBS



Spin-Wave

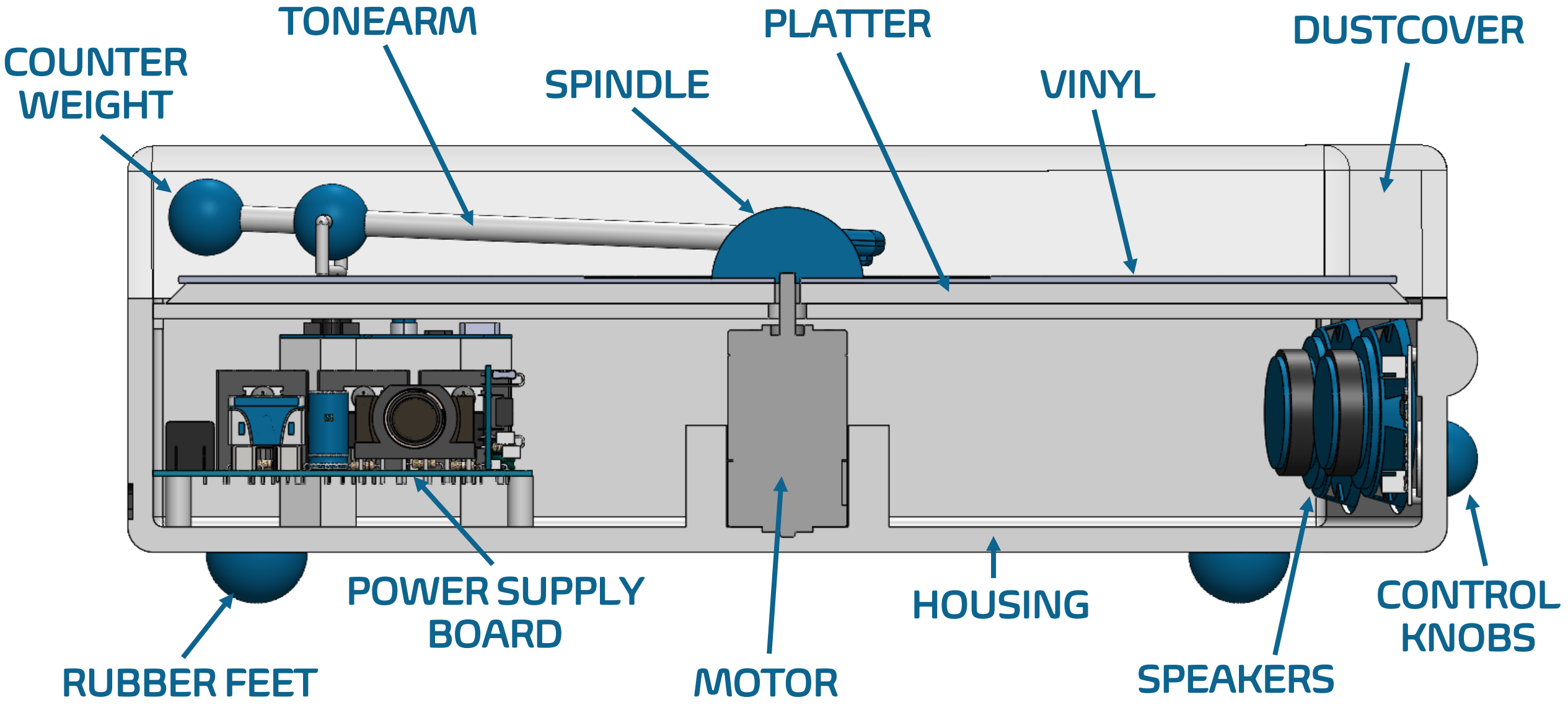
Additional Detail Views



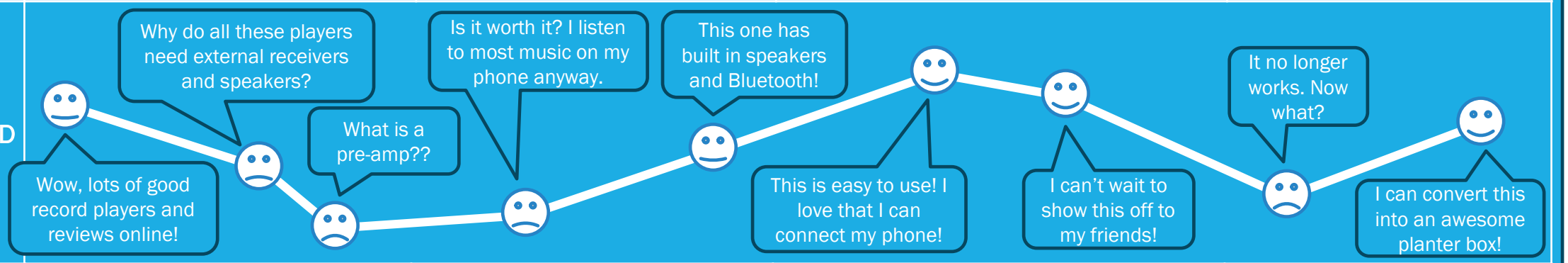
Logo

INTERNAL ARCHITECTURE

Spin-Wave



USER JOURNEY SPINWAVE RECORD PLAYER

	PHASE 1: RESEARCHING RECORD PLAYERS	PHASE 2: PURCHASING RECORD PLAYER	PHASE 3: ENGAGING WITH RECORD PLAYER	PHASE 4: DISPOSAL OF RECORD PLAYER
CUSTOMER WANTS AND NEEDS	• Discover different types of record players that are available (online research, friends, ads). • Find a record player that is easy to use and looks especially good sitting on the shelf. Not an audiophile.	• Doesn't want to use bulky receiver and doesn't want to wire a speaker system. • Wants a quality design with user friendly features at a reasonable price point.	• Easy to use. Easy to connect to Bluetooth. • Sound is as good as any high-quality portable Bluetooth speaker. • Wants to show it off in house or apartment.	• Wants to be able to find replacement parts if needed. • Wants it to last a long time. • Should be able to recycle or upcycle at end of product life.
CUSTOMER THOUGHTS AND EMOTIONS				
CUSTOMER PAIN POINTS	• So many options, many look very complex to use. Many require additional hardware which means additional research and money spent.	• Doesn't only listen to vinyl records. Enjoys listening to playlists on Spotify and Apple music.	• Happy with the product but would enjoy a few more features to show off to friends. • Uses it mostly for streaming music from phone through the Bluetooth feature.	• Fixability, finding parts. • How to dispose of system? Electronics can be difficult to recycle.
PRODUCT IMPROVEMENT OPPORTUNITY	• Make it user friendly with a design that is very pleasant looking. • Make it an all-in-one player. No additional hardware decisions and purchases necessary.	• Incorporate a Bluetooth receiver into the product. • Low cost but adds immense value to the product. Vinyl is expensive and music streaming is still the most popular way to listen.	• Add some features that stand out to friends that also encourage listening to vinyl over Bluetooth. • Incorporate a motor speed control slider. • Have a way to display the record sleeve so the user can show off the album artwork.	• Have good customer service and develop a fair warranty. • Provide replacement parts. • Have resources that give solutions for recycling and ideas for upcycling.

Thank You For Viewing!