





Aria is a new product for the upcoming market and a new experience for today's users.

NAME

aria

The name **Aria** comes from an italian musical term aria (air), which refers to a musical ambience composed for a soloist.

As the name says, it gives you the experience (*musical accompaniment*) to you (*the soloist*).



OUR INSPIRATION

Zaha Hadid
Galaxy Soho Shopping Mall, Pekin
Photo: Hulton & Crow

Our inspiration

Today's global trend consist on **adopting different wearable products as a must in our daily basis**; in other words, the human being has adopted over time many products as part of their day, which main purpose consist on improving the life of the user.

This was the main idea we choose to develop our concept. Designing a device capable of hearing the world's future needs and do something about them.

INSIGHT

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The earphone as the balance between the connection and the isolation with your sorroundings.

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PRIMARY FUNCTION

Primary function

The **primary function** we would like to achieve is not only to improve the capabilities of the human being but also to extend them, giving the user the chance to live a whole new experience, through a wearable that they can use everyday and all day long.



UNIQUE PROPERTIES

Unique properties

What makes us different? Aria does not have a specific word to be described as and we think this is for a reason. There is no product out there that can be compared with, mainly because there are so many categories in which Aria can qualify as a product.

Aria's main purpose consists of improving the life of the user through a non-invasive design that allows to improve human capabilities.

Aria is a product composed by two hands-free headphones. It is a wireless, Bluetooth headphone set that not only responds to today's fashion and style trends, but also answers to ergonomical needs that allows a comfortable fit, which provides an excellent user experience. Its ear hook design provides security and prevents it from slipping from the ear which enables the user to wear it as a full time product.

PRODUCT



PROJECT DIRECTION AND LOCATION & RESEARCH ABSTRACT

Project Direction and Location

The project started in August 2018 in Mexico City, we continue developing it in order to make it an experience, that goes beyond listen to music, it will be able to connect with many aspects of a user life through an app.

In the future Aria will be part of new experiences. We believe that this product can be applied in a large number of scenarios making the life of the users easier and more efficient.

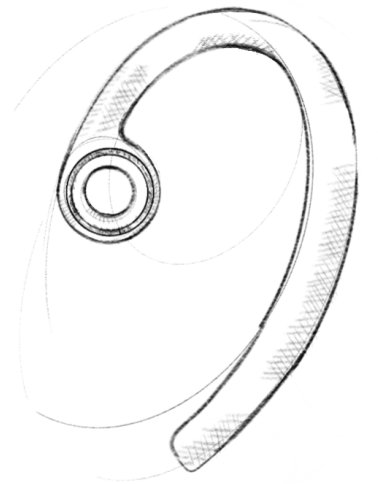
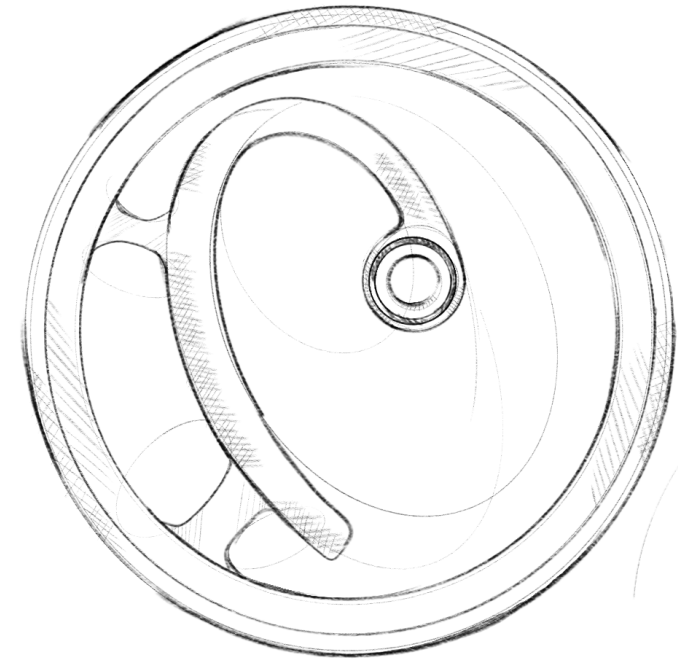
Research Abstract

We immerse ourselves in the situation that we needed to understand, therefore we dedicated a lot of time to observe and document details by taking photos of different scenarios in order to find possible insights. With those observations we started to create an aesthetic moodboard. We also did a benchmark of similar products in order to analyze the technology that exist today. We brainstorm and started to sketch proposals and making rapid prototypes until we arrived to the final design. Type of Research/Tools:

- Observing and taking photos (journal)
- Moodboards
- Market Research
- Immersion
- Brainstorm
- Rapid Prototypes

Goal

Our goal was to design a wearable that supports the users during their daily routines allowing them to stay in contact with their surroundings, in order to prevent social isolation, internal hearing damage and other types of issues in the auricular cavity that regular earphones may cause.



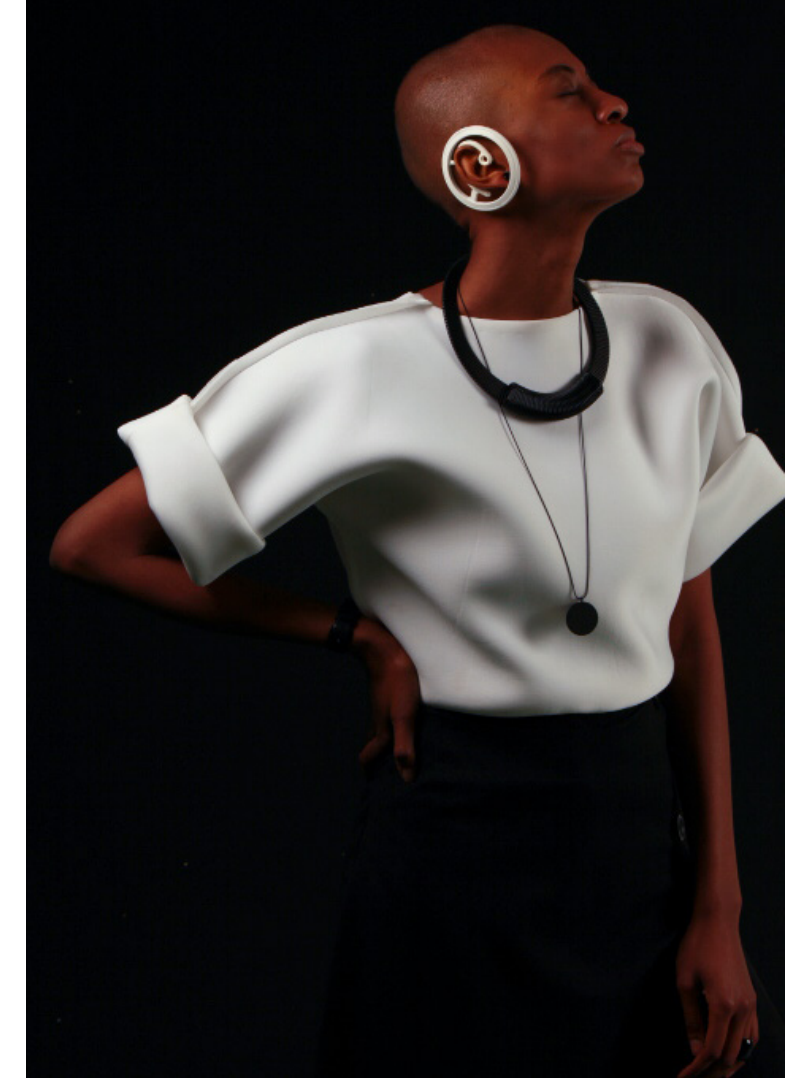
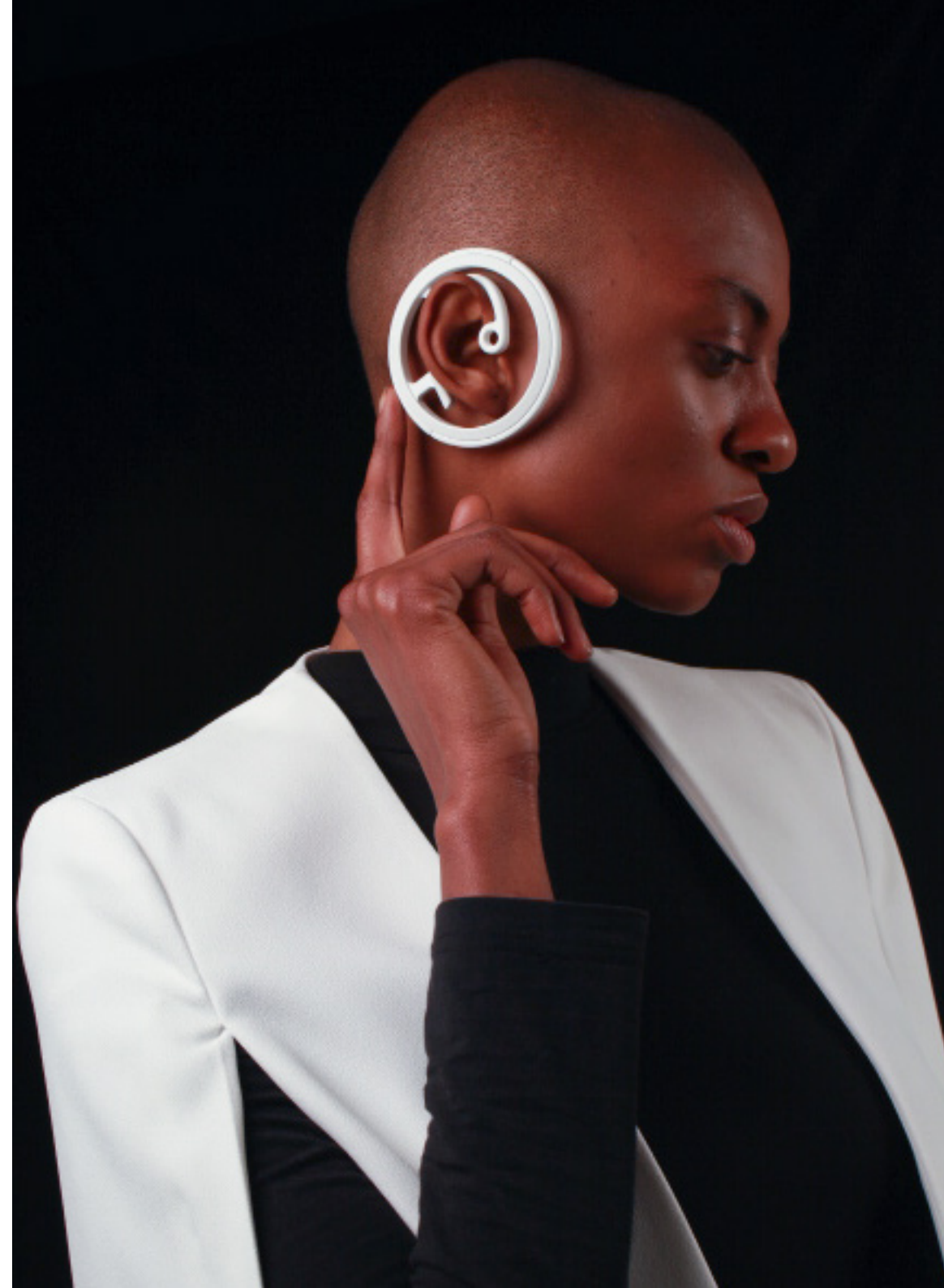
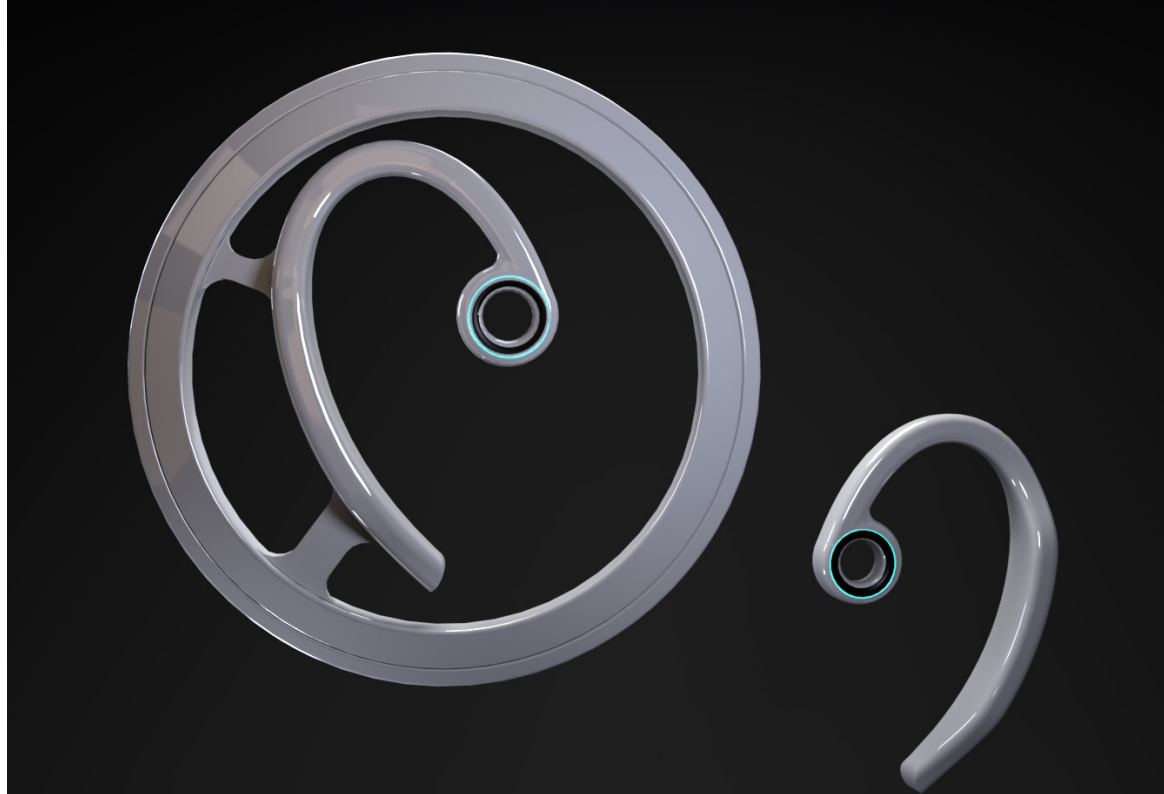


Product Technology and Materials

Aria's design is a result of the sum of design thinking methodology and a user centered design, which main target consist of creating a concept that responds correctly to today's user needs.

In order to achieve the design of Aria, we did different ergonomic studies by 3D printing prototypes with different shapes and grips that allowed us to see if the design did remain in the ear without falling out. One of the biggest challenges was to manage all the above with a design that stayed outside of the ear (preventing ear damage), however this is one of the unique qualities of Aria.

We did some research on the on going technologies that helped us to create an intuitive interface between Aria and the user, providing them a different experience with their surroundings.



Tags

It is an extraauricular¹ headphone, external speaker headphone, earhook and circular headphone design, wireless Bluetooth headphone with mic and controls, headphones for music hands-free calling and other voice commands, a charging dock, a headphone with touch bar and rial mechanism controls designed for an extended period of time preventing hearing damage.

¹ **Extraauricular:** A term created to understand aria's nature. It is an ear-piece that works on the outside of the ear without invading the ear cavity



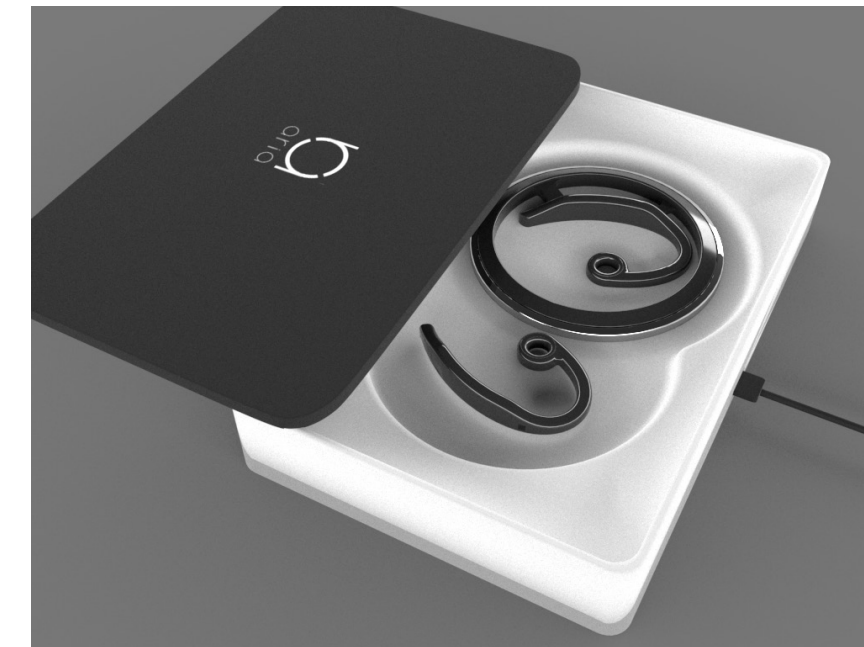
Operation - Flow - Interaction

Aria is a product composed by two hands-free headphones. The right headphone has all the controls, while the left headphone complements and supports the right one. This method facilitates the use and comfort of the product.

It operates with a simple and intuitive gesture interacting using a tactile touch bar.

Aria also has a mechanism that allows the user the intuitive control of the volume. It is equipped with an external speaker that avoids hearing damage, a microphone that allows the user to control via voice commands its cell phone.

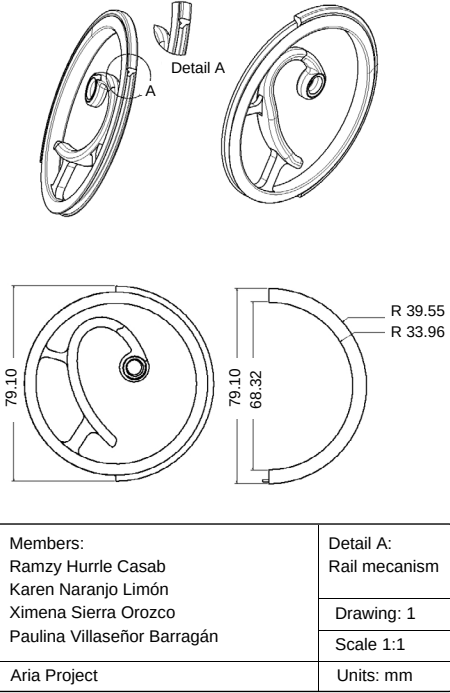
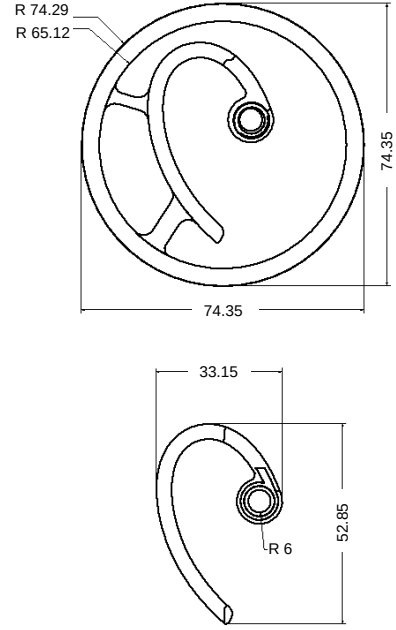
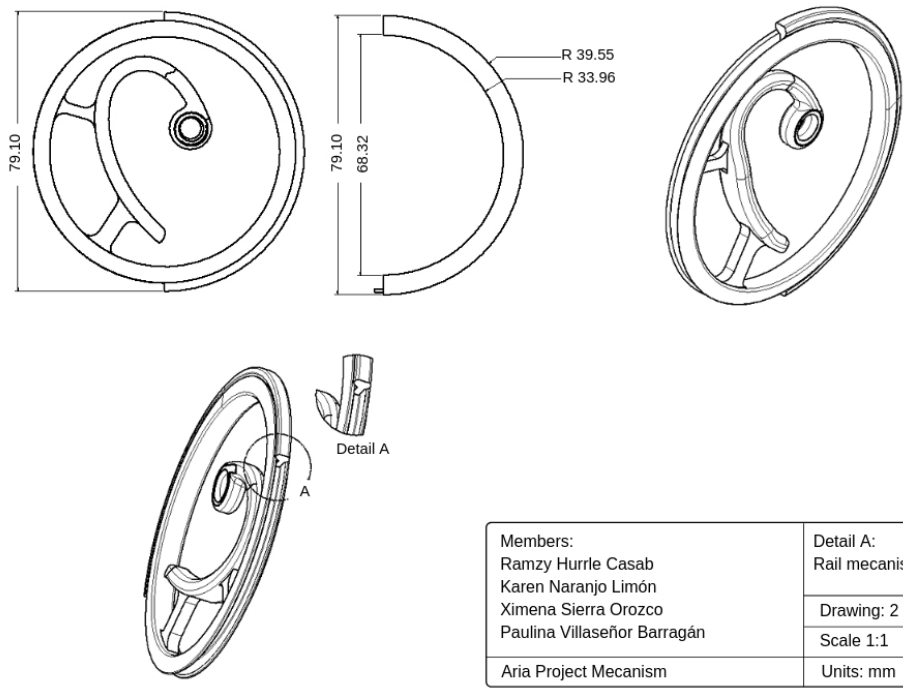
Aria has rechargeable batteries, which are charged by electromagnetism, through a charging dock. The dock is specially designed to fit the two headphones. This feature allows the charging process to be easier and faster. To ensure compatibility with other devices, this dock is equipped with a micro USB port.



dock



DIMENSIONS



PACKAGING



The packaging design consist on a box made out of cardboard with the logo printed on.

It must be a two part with two the colors of the Aria's product palette in matte and it may have an accent color to make a contrast.

It all should be in a black matte bag with ribbon straps made out the perfect size to fit horizontally, that must contain the logo centered on both sides of the bag.



Dimensions:
25 cm x 9 cm x 2 cm
The logos dimensions are 2 cm and it must be on the center.

APP



Download the app
to unlock the full experience



App features

Aria is so much more than just a gadget, it is a new experience. It goes beyond just listening to music as it connects many aspects of your life in order to achieve a balance between them.

Through the Aria's app, it can connect to your electronic devices via Bluetooth or Wi-Fi Networks allowing you to link with your various accounts and access to your information in order to get to know you better.

It is suggested that in the future it may be part of today's or future experiences. We believe that this product can be part in a large number of scenarios being very useful and efficient. There are many different and endless possibilities where it can be part of.

FUTURE SCENARIOS

Sports



Aria is perfect for users active lifestyle, allowing them to enjoy a better sporting experience. Its design prevents it from falling at times when there is greater impact during the exercise, fulfilling the need for safety and comfort. There is no reason to feel limited and to acquire different products for each hobby. Aria is a versatile product which gives the user the freedom to wear it in any sport. For example, mountaineering, athletics, swimming, hiking, tennis, triathlons.

Let's say that a person goes to the sports club because he enjoys doing different activities. It would be cumbersome and uncomfortable to carry several types of earphones with different attributes that suit each activity. Imagine wearing earphones that stay in place while running and then having to switch them for another pair of earphones that are water resistant. For instance, Aria is the best alternative considering it satisfies a large number of requirements. It has the adaptability to adjust to each user's needs and requirements.

Imagine a user is taking swimming lessons. In this case, the advantages of Aria's design is that it allows the user to listen to the coach's instructions while listening to a metronome sound to regulate or maintain a rhythm. It is also likely that the user is training alone and wants to know how long it takes to give a lap to the swimming pool. Hence, it is possible to link Aria to a chronometer application and receive immediate feedback.

Work



Aria is perfect to increase productivity, because you are not totally isolated from the environment so there is a possibility of saving time and still have a strong connection with the your surroundings and coworkers, in order to have a more pleasant and fluid work experience.

Now let's imagine a workplace where an employee is using the common earphones, while he is receiving phone calls from clients or maybe he is having an online meeting or listening to music, he would totally isolate from his tasks.

If Aria was in this scenario, the employee could be connected to his tasks and to his colleagues, demonstrating an openness to work as a team and communication.

FUTURE SCENARIOS

Travel



With Aria you have the ability to connect with other apps or devices providing many options to create numerous and varied experiences.

To give you an example we are going to use the Google Translator App. When you connect Aria to your devices it is not going to matter if you are in a remote country in which is impossible to communicate with the residents, or if you are somewhere where you speak the language however you need to understand a more technic vocabulary; Aria can help you reduce the stress on these situations and have a more pleasant time. You can keep a conversation in real time with a person with a different idiom.

We can apply this not only for work travels but also holidays, when we connect Aria with the GPS we would be able to listen a tour guide, which will improve our citysightseeing experience. This could work on museums as well. Let's imagine that the traveler is lost in the city and seeks to return to his hotel, but nobody understands what he is saying, with Aria tourists can ask for directions to get back to their hotel.

It doesn't matter where you go, Aria can make you feel at home.

Entertainment



Aria is part of many aspects of a person's life, from working to entertainment. This wearable can follow you during every activity on your day.

For example, let's say you want to go to the movies with your son, he wants to see it in spanish but you would like to hear the original language; this is where Aria can take place and allow both of you to listen the film with the language of your choosing. You could enjoy your experience without missing anything.

Let's see it from a different angle, imagine you want to see a play while you are on a foreign country, with Aria this wouldn't be a problem because you can hear anything other people are saying on the language you choose. We can say the same thing of similar scenarios like, conferences, seminars, tour guides, among others.

Aria gives the opportunity to live together as a family allowing them to enjoy their own experiences with their preferences. That's one of many reasons of why Aria promotes social coexistence.

Day to day



Aria is a product that can become indispensable in your daily life. Being an extra-auricular wearable prevents the user from being entirely isolated.

One of the reasons Aria's aesthetic is for it to be able to accompany you 24/7 without needing to take it away because you can still have contact with other people and your surroundings, allows you to be always alert.

Imagine you are walking through the city and at some point, you want to cross the street. It is very imperative to be attentive to the sounds that are generated around, in case of emergency, any rumble allows you to react in time preventing accidents.



BRAND BOOK

The following abstract will answer brand communication matters; anyother reproduction will have to be consulted at the full application manual.

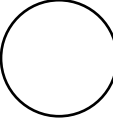
COLORS



black
#000000



grey
49%



white
#ffffff



green
#d2d92a

R: 211
G: 217
B: 43

C: 25
M: 0
Y: 90
K: 0

The color palette is divided into two categories; the colors for the product itself and the ones that are use for branding purposes.

Aria’s product palette are white (#0000) black (#ffff) and cold grey at 49%.

Aria’s branding palette has the same 3 colors but also a contrast/accent one which is a yellow green (#d2d92a).

TYPOGRAPHY & PARAGRAPH

Avenir - Avenir Next

The typography is Avenir/Avenir Next; these will depend on the thickness the publicity needs. However the popular font for Aria's brand identity is Avenir Book. The titles must be thicker with black or heavy thickness meanwhile the subtitles will be roman or medium.

The paragraph will always be justified, will have a margin of at least a half of an inch. The content shall never be the same thickness of the title or subtitle. And the name Aria will always have the first letter in caps and will never have quotation marks.

The paragraphs must be divided with more than an enter and under any circumstances the words will be cropped to fit better. The use of a line with a thickness of 1 pt. to divide the text will be allowed as long as the margin is considered and always in a lighter grey color.

14 Light

15 Book

16 Roman

17 Medium

18 Black

19 Heavy

LOGOTYPE & LOGOMARK



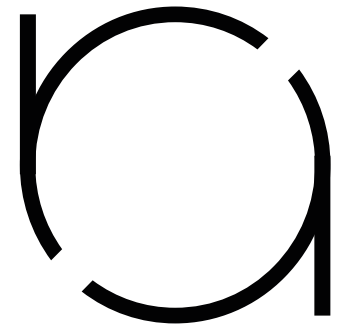
Logotype

Aria will always have an image that represents elegance, simplicity and minimalism; therefore the logotype must always be in one of the three colors presented before. It must be black, white or 49% grey; we believe this is the way we will want to communicate the brand. The logo consist in a logomark and a typography design exclusively for this matter.

Logomark

The logomark will be presented in the product itself wether is engraved or printed on. This also applies for the packaging and charging dock, but this one must be always justified at the center.

The colors must contrast with the surface and they will always be black or white.



COMMUNICATION

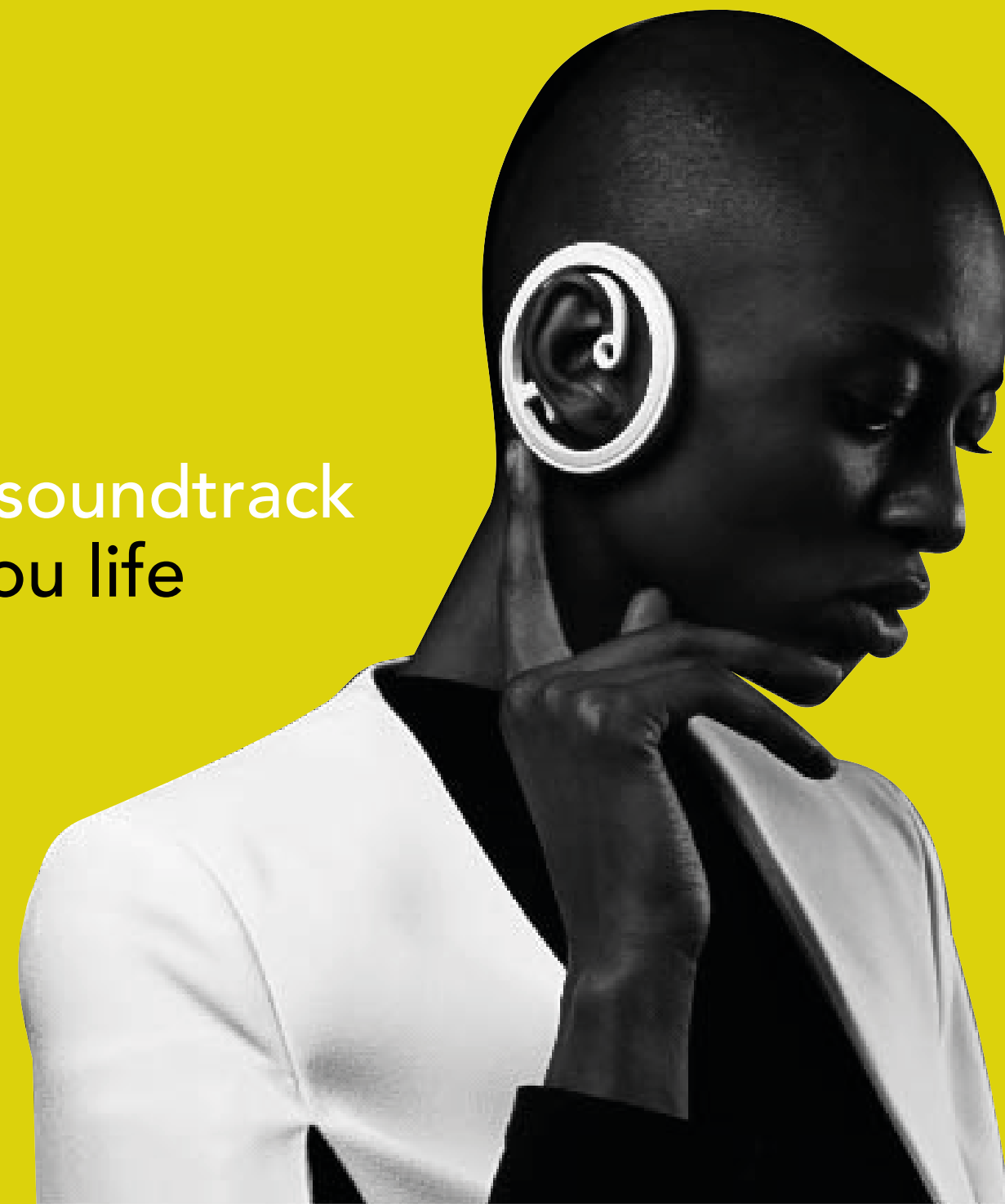
The soundtrack of your life





Is not a style
is a **state of mind**

The soundtrack
of you life



TEAM MEMBERS & CREDITS

Team members



Ramzy Hurre Casab
Industrial designer



Karen Naranjo Limón
Industrial designer



Ximena Sierra Orozco
Industrial designer



Paulina Villaseñor
Barragán
Industrial designer

Credits

Juan Pablo Naranjo López
Video voiceover

Eliana Ortiz
Model

Rodrigo Hernández
Model

Denisse Reyes
Model

Far Out - New beginning
Music