

Powerful and stable sound

T U N E

melody piece of music



What is Tune



Tune is a portable speaker that is designed to be simple, elegant, with a phone holder, and a unique metal hanger, it's an innovative design.



Tune with the melody and dance to the music.

"I DANCE TO THE TUNE THAT IS PLAYED"

FOLLOW THE TUNE



Q1) DESCRIBE WHAT IT'S LIKE TO HOLD AND USE A PORTABLE SPEAKER?

I would say you can enjoy your music with a decent level of music with friends without using headphones or earphones, like enjoying special moments.

Q2) WOULD YOU LIKE IT TO BE SIMPLISTIC OR NEW TECH? AND THE DESIGN SOPHISTICATED, MODERN, MINIMAL, LUXURIOUS, ETC...?

I want it modern and minimal, New tech, with Bluetooth, as I do not prefer screens.

Q3) IS YOUR SPEAKER WELL-EQUIPPED WITH DIRECTIONS AND ACCESSORIES? IF YES, WHAT DOES IT INCLUDE? IF NO, WHAT IS IT LACKING?

It comes with an instruction manual, but the design language explains to me so i don't use it, and like i said before it comes with a hanger

Q4) WHEN WOULD YOU RATHER USE A SPEAKER AND WHY?

On occasions when I'm with a group of friends or family to lighten the mood and have a good time. Also sometimes when I'm working



Qualitative Research

Interviews (Ethnography)

Q1) DESCRIBE WHAT IT'S LIKE TO HOLD AND USE A PORTABLE SPEAKER?

It's comfortable, it has a grip, that's why I think it's comfortable. I honestly travel with it around. It doesn't hurt that it's easy to carry around.

Q2) WOULD YOU LIKE IT TO BE SIMPLISTIC OR NEW TECH? AND THE DESIGN SOPHISTICATED, MODERN, MINIMAL, LUXURIOUS, ETC...?

I would prefer luxurious but if only I can afford it, i would like it to be simple but easy to use, fancy, maybe the design could give me the feeling of it being luxurious but it can be affordable.

Q3) IS YOUR SPEAKER WELL-EQUIPPED WITH DIRECTIONS AND ACCESSORIES? IF YES, WHAT DOES IT INCLUDE? IF NO, WHAT IS IT LACKING?

No it doesn't have any accessories but what I would like to add are something that I can change it so it can have accessories, maybe a strap to carry it in an easier way

Q4) WHEN WOULD YOU RATHER USE A SPEAKER AND WHY?

By the pool, friend gathering, car rides, meditation, workouts.



Qualitative Research

Interviews (Ethnography)

Q1) DESCRIBE WHAT IT'S LIKE TO HOLD AND USE A PORTABLE SPEAKER?

My speaker is really small, I have to carry it with its bracelet, it's literally the size of my hand.

Q2) WOULD YOU LIKE IT TO BE SIMPLISTIC OR NEW TECH? AND THE DESIGN SOPHISTICATED, MODERN, MINIMAL, LUXURIOUS, ETC...?

I want it to be simple, minimal, and new tech. I feel like this design language will give the attention to the speaker.

Q3) IS YOUR SPEAKER WELL-EQUIPPED WITH DIRECTIONS AND ACCESSORIES? IF YES, WHAT DOES IT INCLUDE? IF NO, WHAT IS IT LACKING?

It has a hanger as an accessory, i would like if it had a stand or maybe a bag.

Q4) WHEN WOULD YOU RATHER USE A SPEAKER AND WHY?

I don't take it anywhere, i keep it in my room, to keep me entertained while working.



Qualitative Research

Interviews (Ethnography)

Q1) DESCRIBE WHAT IT'S LIKE TO HOLD AND USE A PORTABLE SPEAKER?

It's uncomfortable because my speaker is a long rectangle with edges that hurt when you hold it for too long.

Q2) WOULD YOU LIKE IT TO BE SIMPLISTIC OR NEW TECH? AND THE DESIGN SOPHISTICATED, MODERN, MINIMAL, LUXURIOUS, ETC....?

I like it to be simple and minimal. I think speakers should just be speakers; maybe aesthetics wise it could be futuristic with lights, but in terms of functionality, I prefer minimal.

Q3) IS YOUR SPEAKER WELL-EQUIPPED WITH DIRECTIONS AND ACCESSORIES? IF YES, WHAT DOES IT INCLUDE? IF NO, WHAT IS IT LACKING?

My speaker lacks accessories it doesn't have a hanger, case, nor a stand but it doesn't need one cause the design is already like a stand

Q4) WHEN WOULD YOU RATHER USE A SPEAKER AND WHY?

On the beach, I love it a lot, because when you think of the beach, it's like a vibe, or in the desert, it's like a wild outdoor area when there's a group. It's even more comfortable when you have a bag!

Qualitative Research

Market research

Ultimate Ears WONDERBOOM 3

Bigger, longer, more efficient.
Booming bass, bigger 360-degree sound.
Durable, portable, with range.



Little compression at max volume.
Wide and immersive sound stage.

Unique design, button emphasize, minimal, freedom.

Beats Pill + portable wireless speaker

Defined, pure sound quality Bluetooth speaker in a
Portable, compact design, the length of the device is
0.68 Feet.

Able to play stereo content.
Low latency over Bluetooth.



Calm, soothing feeling, one solid color.

JBL Charge 4

WIRELESS BLUETOOTH STREAMING UP TO 20
HOURS OF PLAYTIME.

Long battery life, can charge your portable devices.

Simple, monochromatic colors logo emphasize,
calm, smooth.



Anker sound core 2

Bluetooth speaker with intense bass exclusive bass-up
Technology and a patented spiral bass sport boost
Low-end frequencies to make the beats hit even
harder.

supports stereo content.

Stability, calm design.



Qualitative Research

Market research

Sony SRS-XB13

Enjoy powerful surrounded sound, deep punchy bass and clear vocals.

Fantastic directivity,
low latency with IOS and Android,
IP67 rating for dust and water resistance.



One solid color, color contrast, calm.

OontZ Angle Solo

Incredible 100 foot Bluetooth range - play up to 100 feet away from your device.

Loud and clear sound quality
small but compactable



one solid color, excitement, simple, calm design,
exciting form presenting activity.

TELLUR Callisto Portable Bluetooth speaker

Wireless connectivity: Bluetooth version 4.2
wireless range: 10m
Connectivity: Bluetooth, microSD, USB

Lightweight & Compact

Red color fabric material emphasize on the speaker,
contrast between the two colors used, soft calm design
form, with a logo emphasize



LG XBOOM



Pacable, tossable, swingable + Totatable - with a
Durable design that's dustproof, splash proof, and built
for the outdoors.

Graphic EQ and presents. gets incredibly loud. Long-
lasting battery life.

Bold, dignity, complex pattern design, strength.

Qualitative Research

Market research

Echo Dot



Most affordable compact smart speaker designed to fit into small spaces in any room.

Can play music anywhere, loud and clear sound quality.

One solid color with light indicating the product is on.

BOSE Soundlink micro

Crisp balanced sound and unmatched bass for a Bluetooth speaker its size, plays loud and clear outdoors for beach days or camping trips.

Up to 6 hours of play time from rechargeable battery and wireless Bluetooth pairing.

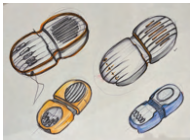
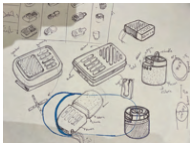
One solid color, with metal button emphasize.



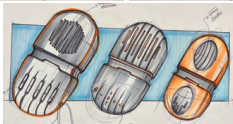
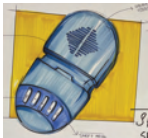
"FOLLOW THE TUNE AND DANCE WITH THE MELODY"

TUNE

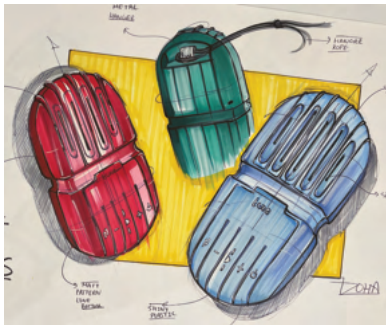
Initial Sketch



Initial Sketch



Final Sketch



Initial Model



Testing the model size

1



Internal Mechanism first test and buttons style

2



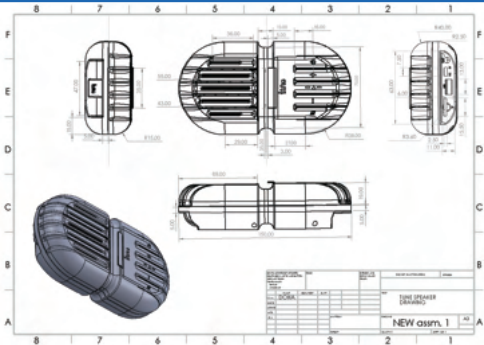
Internal Mechanism first test and buttons style

3



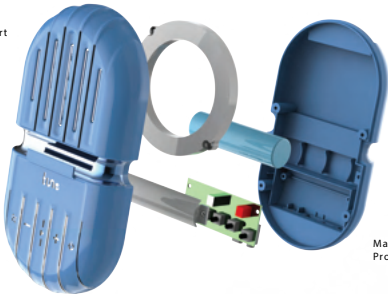
Internal Mechanism Third test design, and buttons
Mechanism option 2

Technical Drawing



Exploded View

Top
Product part



Matt bottom
Product part

Speaker support,
Battery cover

Chip, battery

Exploded View

Top
Product part

Bottom
Product part



Metal Buttons



Speaker support,
Battery cover, and
Buttons support



Chip, battery, and
Speakers



Sage

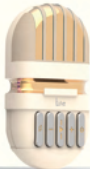
Sun

Renders



T U N E

T U N E



L I L A C

S K Y

F O R E S T

P I N K

S U N

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PALE



POWERFUL

U

SAGE



AND

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LILAC



STABLE

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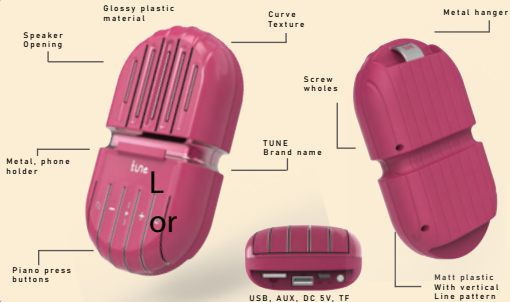
EAVEN



SOUND

Product Details

TUNE Main



Product Details

TUNE Main 2



Product Development



1



2



3

FOLLOW

THE

TUNE

4



FOLLOW THE TUNE FEATURES



Turn ON the speaker, and connect to bluetooth.



Connect your device and adjust the volume level.

Place your phone on the holder and enjoy the tune



Add TUNE's rope to the metal hanger!



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D O H A E L M A A M O U N