



Measuring the  
experience of using

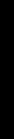
# AirPods Pro

Group Project By -

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## FEATURES



Customizable Fit

Active Noise Cancellation

Adaptive EQ

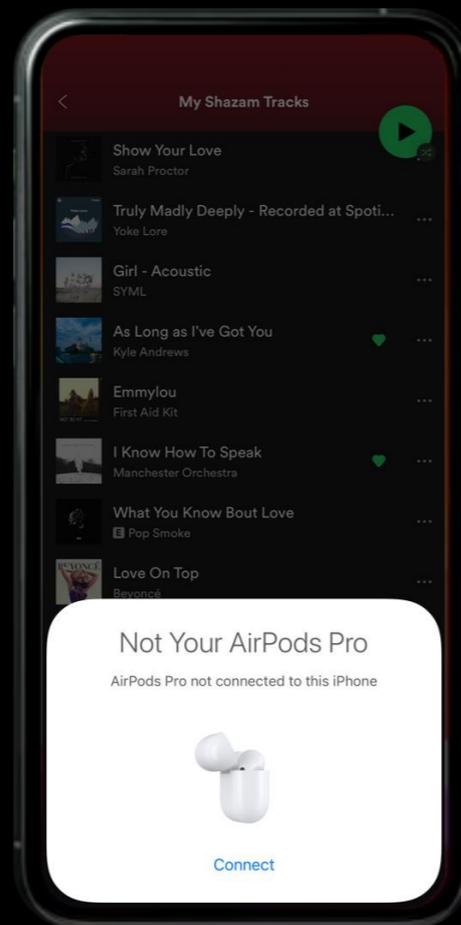
'Hey Siri' Always On

Sweat And Water Resistant

4.5 Hrs Of Charging Time

More Than 24 Hours Of Listening Time

Wireless Charging Case



# Scenario

The process and experience of **linking** and **using** a new pair of AirPods Pro

## Aspects

Comfort

Seamless Connection

Ergonomic Fit

Transparency - Noise Cancellation

Device Compatibility

Customized Fit

Charge - Time Lasting

## Methods

Surveys

Tracking Logs

Observation

## 5 Users

2 BOYS - B1, B2

3 GIRLS - G1, G2, G3

## Tasks

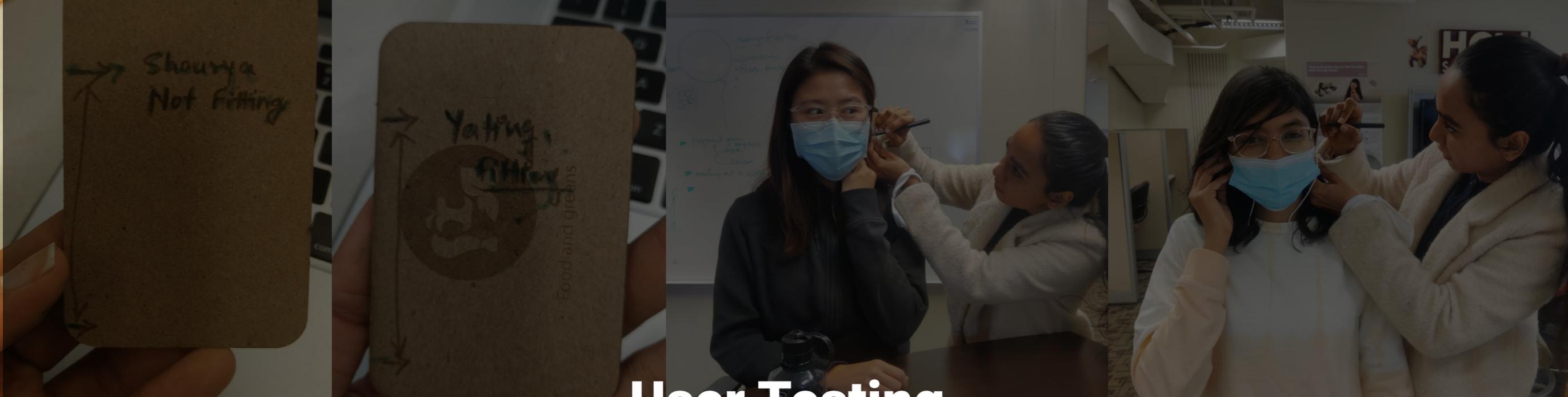
Perform Activities as decided by the interviewers

Answer Survey and Short Questions asked by the interviewers

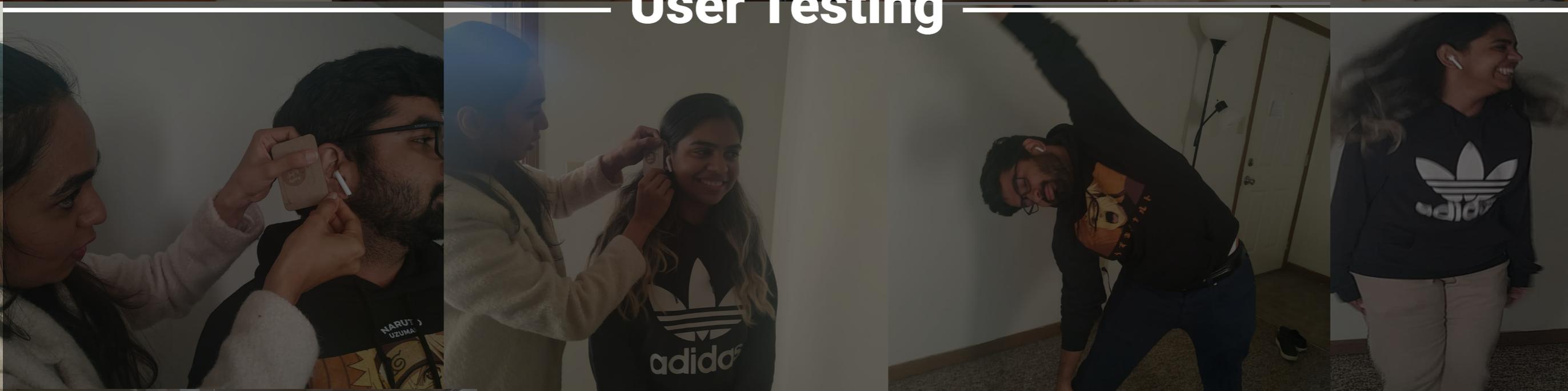
## Recording

All interactions were recorded and then were used for gaining insights

All survey results were collected individually and then compiled for better understanding and easy comparison



# User Testing

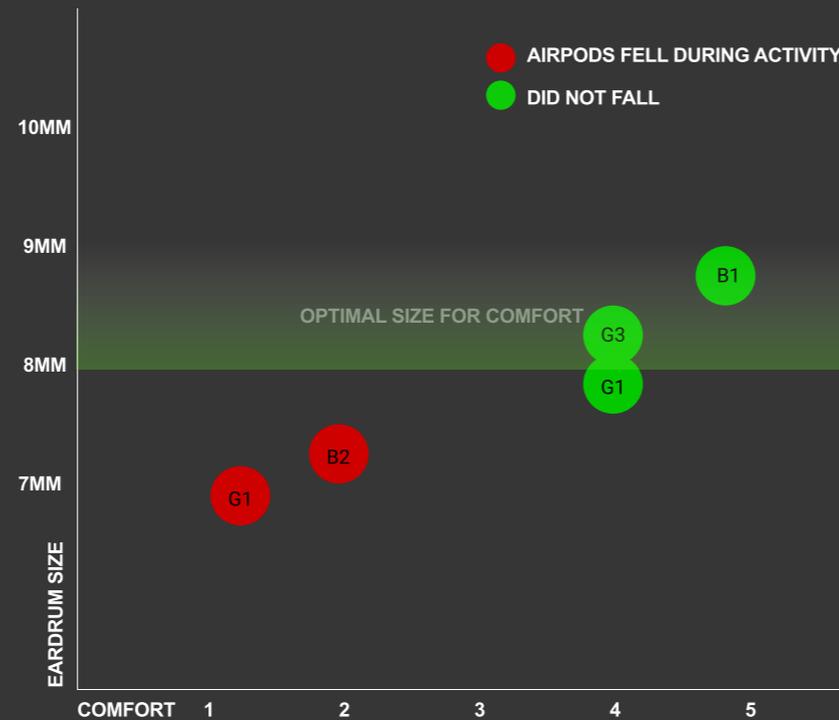


# RESULTS

## ERGONOMICS

Rather than creating a product that could accept different size earbuds for different ears, Apple went with a one-size-fits-all approach.

However, the outer part of the eardrum where the AirPods fit isn't the same size for everyone, so either the AirPods stay in your ears or they don't.



## TESTING

Users were asked to perform a physical activity, and their comfort level was judged by the number of times they adjusted the airpod in their ears, and also validated with a direct survey question - How comfortable would you feel if your hands were continuously engaged while wearing the airpods?

## INSIGHTS

Users with an eardrum size of 8-9mm have the most comfortable fit for the AirPods Pro, and feel comfortable using them while doing rigorous activities as well.

## CONNECTIVITY AND PERFORMANCE

The iPhone, being from the same Apple family made it easier to connect the AirPods Pro.

As the AirPods can also be connected with an Android, the seamless experience was questionable.

The sound quality and battery life difference was also a factor to consider for performance

### with iPhone

3 seconds to connect  
5 hours battery life

VS.

### with Android

10 seconds to connect  
4.2 hours battery life

## TESTING

Users were asked to keep a time log through journal entries of their interaction with the AirPods Pro. The entries were later articulated to find out the exact time of usage of the device.

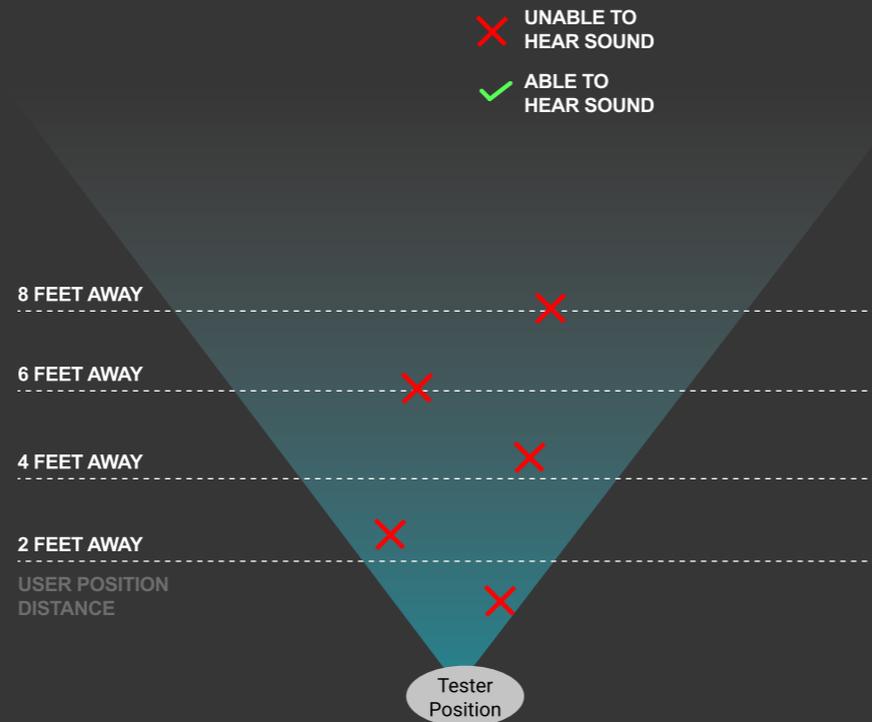
## INSIGHTS

Connecting to iPhones is a seamless experience as the user has to just wear the device, whereas for androids they have to manually connect every time. Connected to iPhones served a longer battery life as compared to Androids

# RESULTS

## NOISE CANCELLATION

Apple uses their custom active noise cancelling technology for the AirPods Pro. They claim that its software allows noise reduction to be continuously adjusted at 200 times/second.



## TESTING

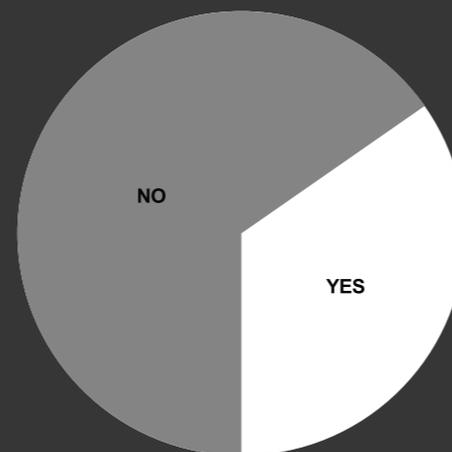
The user is asked to wear the device with transparency mode on and then off. The tester speaks at the loudest intensity of his voice and the user has to repeat the words spoken by the tester. The volume is gradually increased so as to test where the user fails to repeat the sentence. The volume of the device is noted at that point. This test is repeated again by reducing the volume from the threshold point in order to maintain the accuracy of the test.

## INSIGHTS

The AirPods Pro were quite successful in active noise cancellation, despite the tester being at a very close distance as well.

## BRAND LOYALTY

Apple has established a well connected ecosystem with a very loyal customer base, who will continue to buy its products even when there might be some competitive devices in the market with a similar or lower price range.



WOULD YOU CONSIDER BUYING A SIMILAR DEVICE - SAME FEATURES, SAME PRICE, DIFFERENT BRAND

## TESTING

This was articulated in a survey by showing the users similar products and were asked their willingness to invest in those instead of the AirPods Pro.

## INSIGHTS

There was a mixed reaction based on added features and price range.

# REFLECTIONS

## ADVANTAGES OF QUANTITATIVE MEASUREMENTS

- Ability to reach a large sample size
- Quick method of analysing data
- Randomized samples helps in excluding biases
- Effective to find trends
- Can stick to a specific focus

## LIMITATIONS OF QUANTITATIVE MEASUREMENTS

- Does not consider user motives
- Cannot provide clarity to review answers
- Not very accurate observations
- Can be very expensive
- Individual characteristics dont apply to general population