

## Chapter Questions - OMITTED

### Concept Story

**Exposition:** The target audience are frequent music listeners and they want a wireless headphone option that has long battery life, good audio quality, and a product that they can find if they lose it.

**Inciting Incident/Problem:** The user wants the portability of wireless headphones, but they also want a way to find their headphones/headphone case if they misplace it.

**Rising Action:** My product, the AirPods 3.0, will include a built in NFC chip into each earbud and the charging case itself. The user's connected device (assuming a phone) will ping out the NFC chips every 30 seconds and map its location. The data will be saved to an app the user can reference if they lose an earbud or their case.

**Crisis:** Users currently solve the problem by relying on their own memory. Some people may not adopt my product over privacy concerns about their phones constantly monitoring the location of themselves and their AirPods 3.0's. It will probably be substantially more expensive than comparable products without the tracking technology, and competitors may be working on a cheaper solution.

**Climax/Resolution:** The increase in price for my product outweighs the potential cost of buying another new set of wireless earbuds. In the case of Apple's AirPods, if you lose one earbud you must buy a new set since Apple doesn't sell earbuds separately. Additionally, if you are out and about, you will have the peace of mind knowing if you do lose your earbuds/charging case, you can easily reference the app.

**Falling Action:** This product will convince more users to adapt wireless earbuds, since it mitigates fears of losing the device. With phones and laptops moving towards thinner designs without headphone jacks, this product will hopefully convince users to adapt a new technology over existing reservations.

**End:** My product helps people listen to easily listen to entertainment without the fear of losing an expensive investment. This aligns with my company's goal of providing connected technologies that are easily accessible and locatable.

### Usage Story

**Exposition:** The customer is using my product to locate misplaced earbuds that are small and expensive.

**Inciting Incident/Problem:** Too often, wireless earbud users experience episodes where their earbud might've fallen out of an ear, or the entire case has fallen out of their pocket. This sets off a frantic frenzy of searching every nook and cranny in order to find their lost earbud/case.

**Rising Action:** The user will first open the app on their smartphone that logs the last location of their lost earbud/case. Going off that information, the user can then make a well-educated guess on where their lost possession may be and look for it there. If the user doesn't find it immediately, often it will be faster than not having this functionality at all.

**Crisis:** If the app glitches out, or if the user forgets to download the companion app, the entire product and process will be rendered useless. The user would've spent extra money to spend the same amount of time searching for a product without location finding capabilities.

**Climax/Resolution:** The obstacle stated above will be overcome by numerous warnings in the reading material accompanying the earbuds, and when they first connect the earbuds to their phone, a user will be prompted to download the companion app. The user will recognize the value of this product when they find their lost earbud/case faster than a comparable non-location tracking earbud/case.

**Falling Action:** The wrap up to the experience will be the user being flushed with a sense of relief after finding their misplaced product, and their continued use of the product to listen to entertainment.

**End:** The user can now listen to music and videos with impunity. This device will allow users to live a more connected world without the fear of losing expensive tech.