



# Ideation Presentation

Term Project 2 | Your Life, your Cisco

A project by Felix Wildberger and Nils Achenbach, Umeå Institute of Design





## Where should Cisco go next?

We envisioned three different directions that Cisco could take to establish itself as a lifestyle brand.









YOUR LIFE, YOUR CISCO

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## Anyone can start a podcast.

How can Cisco support first time podcasters to produce a high-quality recording in person, online, or on the go?





# Cisco on air.

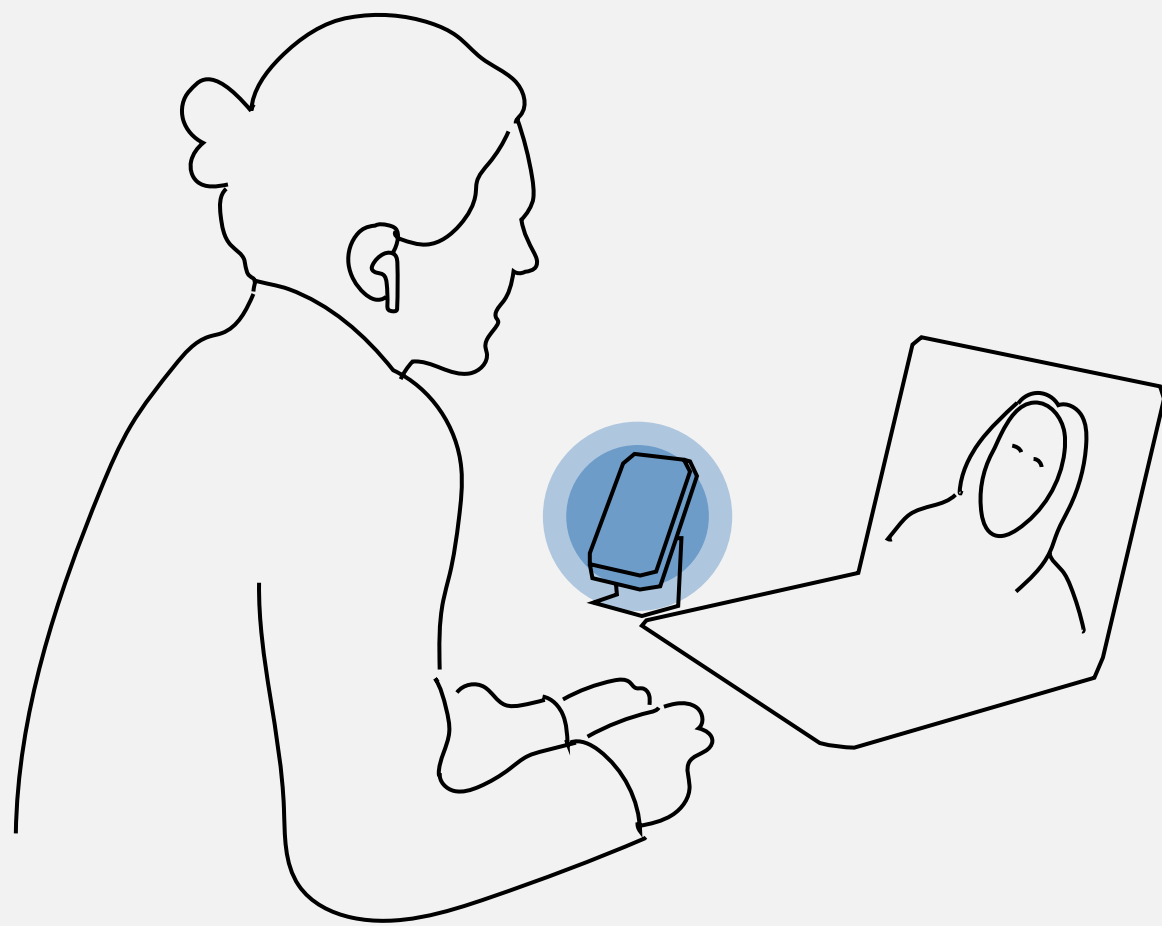
Cisco offers a **reliable and failproof solution for entry level podcasters to produce high-quality recordings**. The microphone can be taken to public spaces, cafés or restaurants to **interview guests on the go**. It allows a **natural conversation** for the interviewer and the guest, with a minimal interface that gives a clear overview of the recording quality and recording status. The device works seamlessly with **Cisco's Webex devices**, that can be used for recording podcasts in different settings.



**Question** Is it possible to make use of the microphones and software used on Webex devices to record high-quality audio files in a podcast setting?

## Sustainability

To design a lifestyle product with sustainability in mind, we would evaluate how we can **place the internal components for optimal accessibility** for repair. The chassy would be optimized to **withstand impacts and scratches during transport and use**. This requires a **conscious choice of material, to seperate the materials and reuse them in the supply chain** at the end of the product lifecycle.



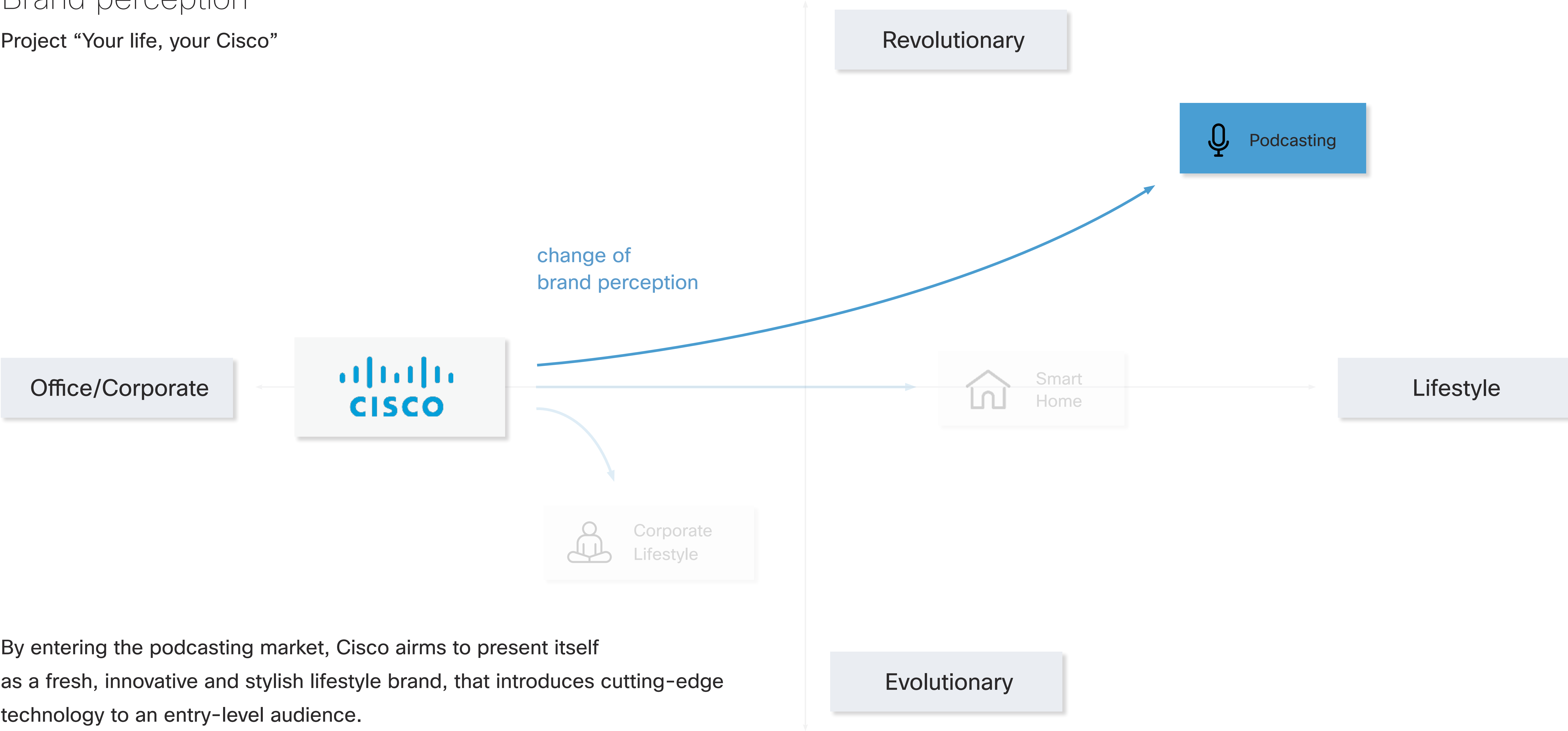
Webex for remote Podcasting interviews



A **microphone setup** that allows you to record high quality audio in an effortless way



Brand perception  
Project “Your life, your Cisco”

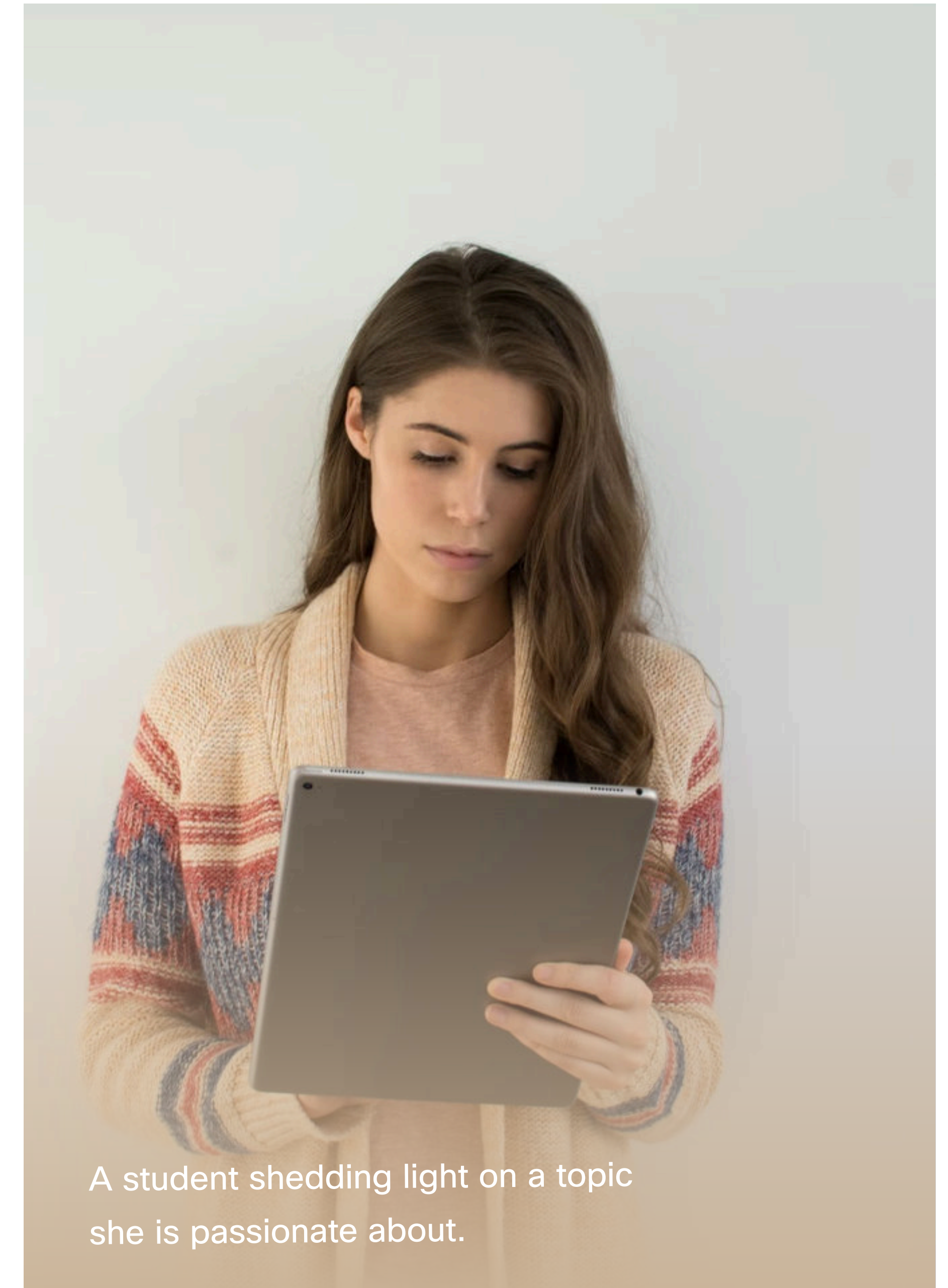


By entering the podcasting market, Cisco aims to present itself as a fresh, innovative and stylish lifestyle brand, that introduces cutting-edge technology to an entry-level audience.



## Who are entry-level Podcasters?

On the following pages we want to discover the diverse user group of entry-level podcasters.





Target group

Entry-level podcasters



\* fictional persona, based on observation

THE COMMUNITY HOSTS

Debra + Shanon Stevenson, 45+73

Mother + dauhgther from Saint Louis, IL  
The knitty gritty podcast on YouTube

A Knit Sheep Yarns is an online community dedicated to bringing the yarn store to the listeners home, while sharing family stories, new ideas and inspiration.



THE NETWORKER

Jan v. Bibra-Achenbach, 51

Industrial engineer, consultant, coach  
co-an.com

COAN Podcasts discuss current issues relating organizational development, leadership and self-management.



THE JOURNALIST

Julia Czutta Muñoz, 23

spanish-austrian podcaster  
mujeresdelmundo.org

Mujeres del Mundo is a spanish podcast starring women working in diplomacy.

level of experience

Budget	250€	up to 1000€	200€ - 500€
Time investment for postproduction	recording + 1 hour	1+ day	3+ days
Motivation	<ul style="list-style-type: none"><li>- sharing their hobby with a vivid community and keeping in touch</li><li>- sharing personal stories</li></ul>	<ul style="list-style-type: none"><li>- client aquisition and networking</li><li>- demonstrating presence and knowledge</li><li>- inspired by colleagues and competitors</li></ul>	<ul style="list-style-type: none"><li>- personal development, career</li><li>- passion for quality journalism</li><li>- growing audience</li></ul>
Setup and software	<ul style="list-style-type: none"><li>- iPad webcam + microphone</li><li>- iMovie on iPad</li></ul>	<ul style="list-style-type: none"><li>- changing setups, Apple Earpods, Zoom H4n, Webcams</li><li>- Zoom + Audacity</li></ul>	<ul style="list-style-type: none"><li>- Rode NT Mini</li><li>- Zoom on an iPad Pro / MacBook Pro</li><li>- Garage Band + NC Plugins</li></ul>
Audience and format	<ul style="list-style-type: none"><li>- up to 250 listeners</li><li>- small and dedicated audience</li><li>- subject specific discussions, private/family stories</li></ul>	<ul style="list-style-type: none"><li>- around 350 listeners</li><li>- undefined audience, client aquisition</li><li>- inspirational interviews, networking</li></ul>	<ul style="list-style-type: none"><li>- up to 1500 listeners</li><li>- specialized audience</li><li>- quality journalism, interviews</li></ul>



# Target group research

## Defining quotes + insights from our interview partners



**Jan v. Bibra-Achenbach, 51**

Industrial engineer, consultant, coach  
co-an.com

COAN Podcasts discuss current issues relating  
organizational development, leadership  
and self-management.

“We wanted to **produce something of high quality**, to show  
who we are, and attract new clients.”

“I have 4 mics here, 4 cameras, but **everything only works  
in a specific context**. If it (the new product) really works **all  
the time**, 1000€ would not be a problem.”

“**You never really know if the recording quality is fine.**

You always download it afterwards.

I just did **a few tests beforehand.**”

“It would make my work much easier if I could **mark up /  
highlight segments** of the podcast to shorten afterwards.”

“The post-processing of the podcasts involves  
a **gigantic editing effort**. I spent an entire day (or probably  
even more) to **remove all the “ähhs” and “eehms”**.  
The **shortening** in particular is **extremely complex**. It’s dif-  
ficult to find the right point in the conversation, and of  
course, you listen to the entire episode multiple times in the  
process. That’s **a lot of work.**”

“I would love to **try a podcast recording at a coffee shop!**”

“When I’m with an interview guest, I can’t do an audio  
check, everything has to happen very quickly. **Complete  
trust that everything works.**”



**Julia Czutta Muñoz, 23**

spanish-austrian podcaster  
mujeresdelmundo.org

Mujeres del Mundo is a spanish podcast  
starring women working in diplomacy.

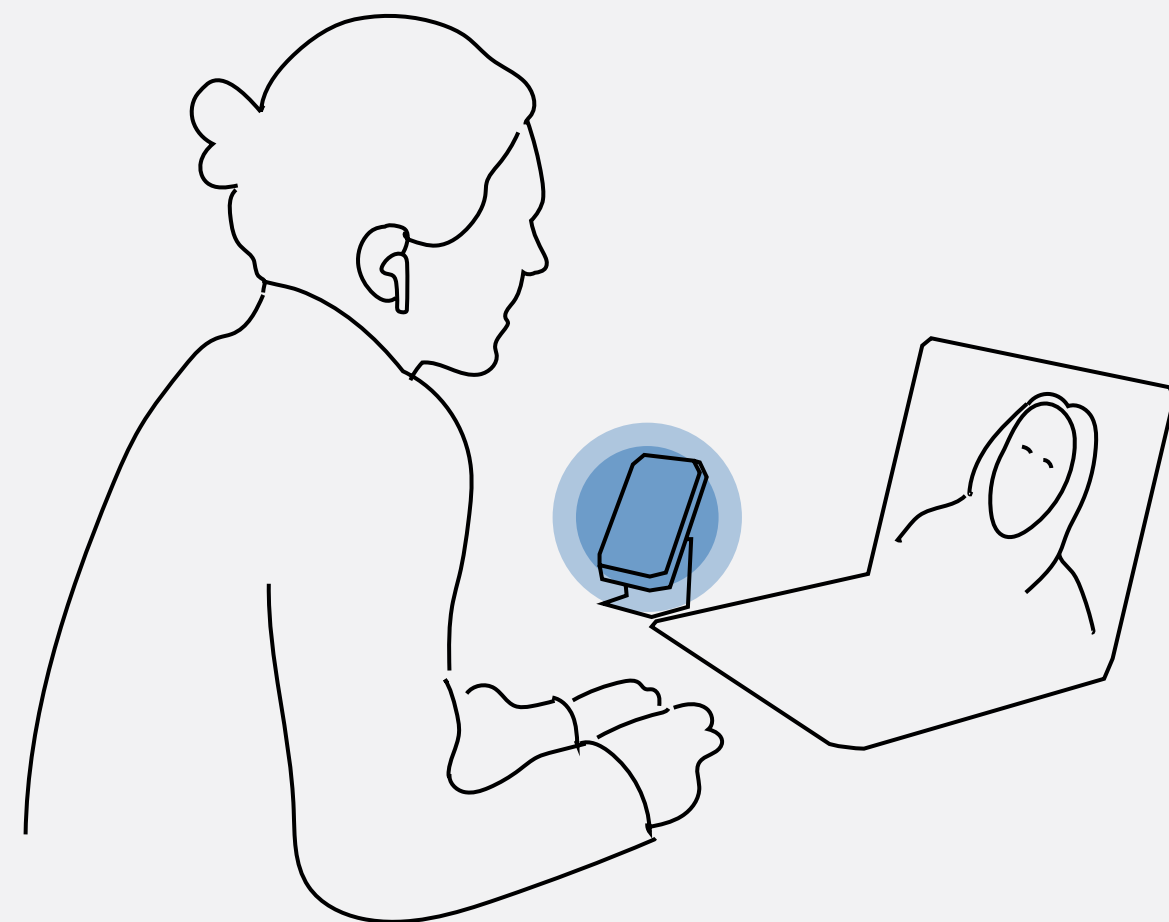
“In the beginning, I really did this **podcast just for me**.  
The idea for it came during my employment at the embassy.  
There I discovered **my love for diplomacy.**”

“Actually, I **would like to produce many more episodes**. But  
it’s all so **time-consuming**. I can already feel a **pressure  
to do more** with those audience numbers.  
It annoys me not to find the time to do more!”

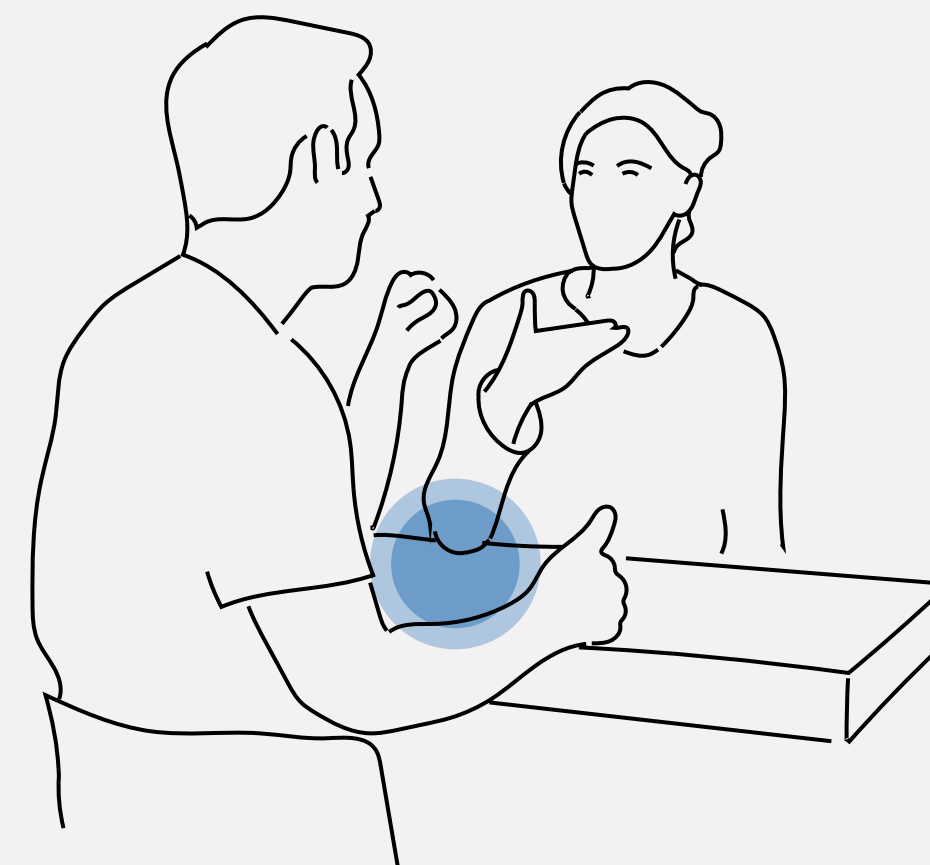


# What recording situations are we designing for?

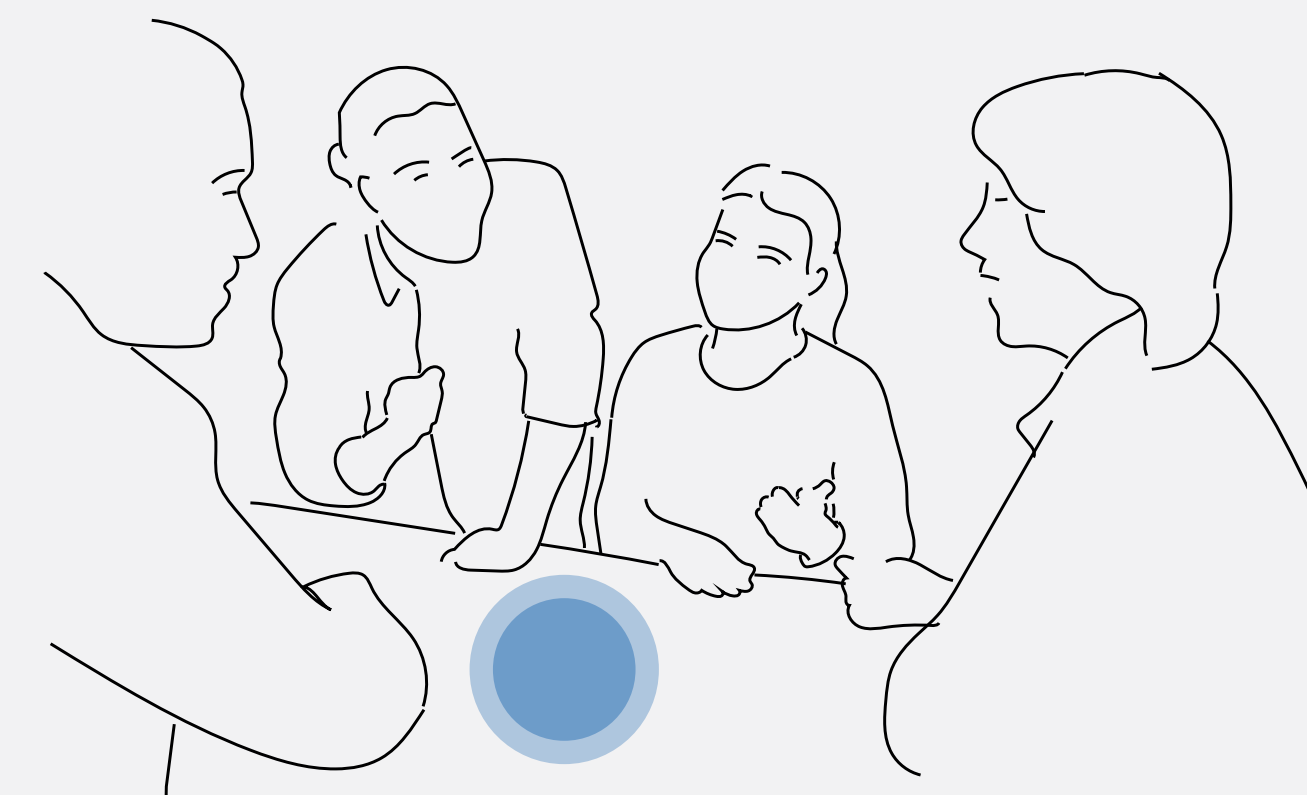
## Overview of a narrowed down selection of recording situations



one-person setup  
(remote podcasting)



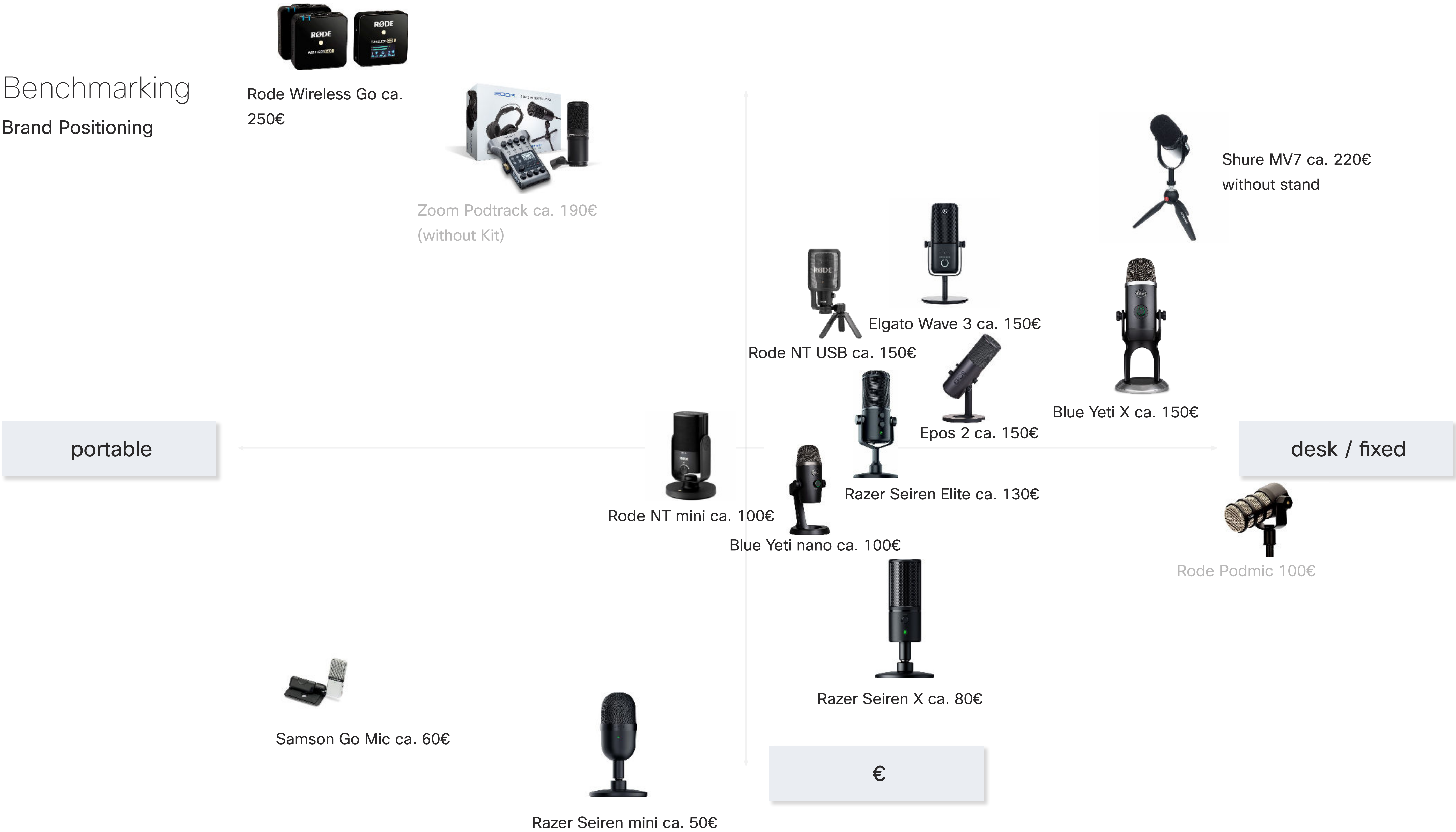
interview setup  
(on the go or stationary setup)



conference setup  
(on the go or stationary setup)



Benchmarking  
Brand Positioning





# Benchmarking

## Software for podcast recording online

Software solutions known amongst podcasters to provide on-line recording solutions.

Many entry level podcasters do remote sessions via Zoom recording. Within the last 8 years competing software solutions tailored to online studio recordings have emerged offering higher quality alternative software solutions.

Riverside currently appears to be the strongest player on the market. A common pricing model is 20\$ per month for the services below.



Zoom launched 2011



zencastr launched 2014



SquadCast launched 2017



Riverside launched 2019



Iris FM launched 2019



Podcastle launched 2020



Welder launched x

2011

2022



# Goals + Wishes

## Project “Your life, your Cisco”

### Goals

- enabling the host to **focus on content creation**, not the setup
- excellent **recording quality** for entry level podcasters and their guests
- **portable + lightweight** hardware package
- designed to **adapt** to different recording situations
- coherent and **intuitive interaction** experience for the host, **including feedback**
- **unobtrusive** visual appearance for guests
- **reduce** clutter, cables and organizational burdens
- integrating the product solution into Cisco’s **Webex** experience
- Introduce a new design language to **represent Cisco** as a lifestyle brand

### Wishes

- **upgradable** concept for prosumers and professionals
- **compatible** with existing audio equipment
- physically **reduce vibration and noise** in crowded places (shockmount, optional widcover, silicon feet?)
- **leveraging Cisco’s know-how** in technology (Ai voice recognition, face recognition, auto-leveling...)



# What could audio recording with Cisco be like?

Impressions from our 2-day ideation sprint

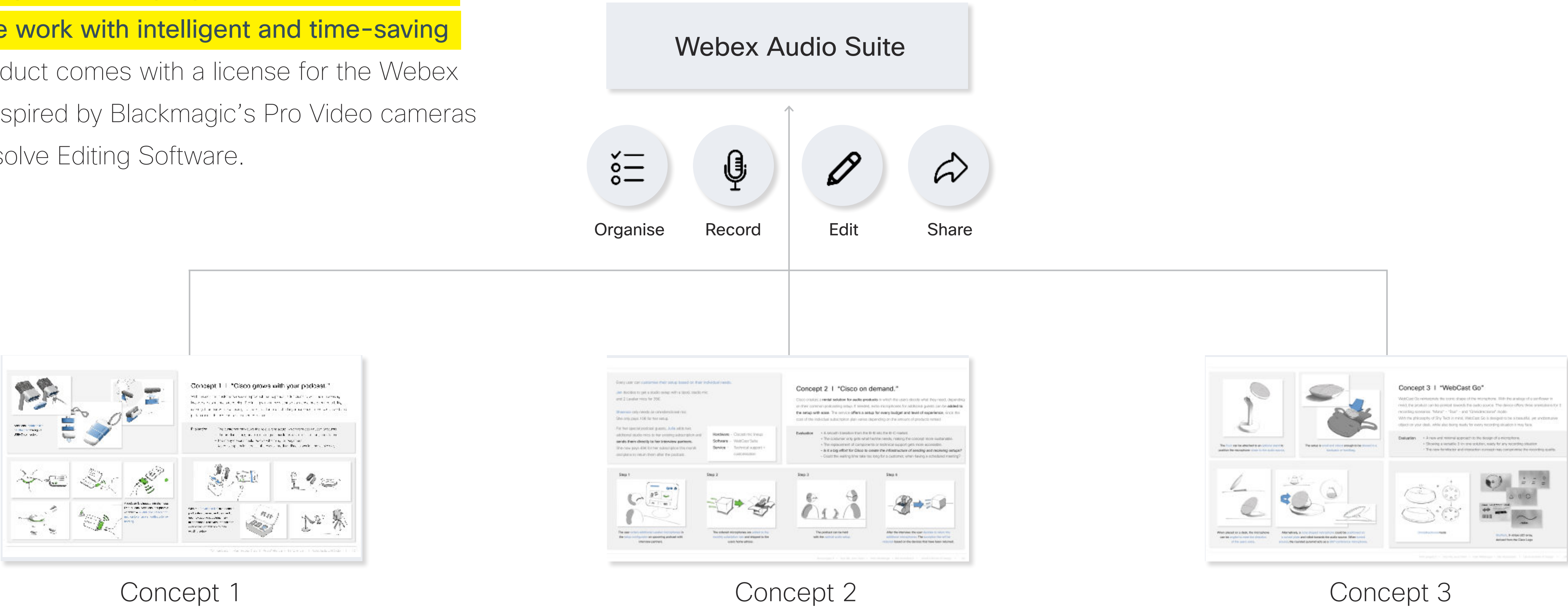




# Webex Integration

## Software for podcast recording online

The Webex Audio Suite will be heart of Cisco’s Podcasting devices. The suite **lets podcasters prepare, record, edit and share their creative work with intelligent and time-saving features.** Every product comes with a license for the Webex software system, inspired by Blackmagic’s Pro Video cameras and the Davinci Resolve Editing Software.





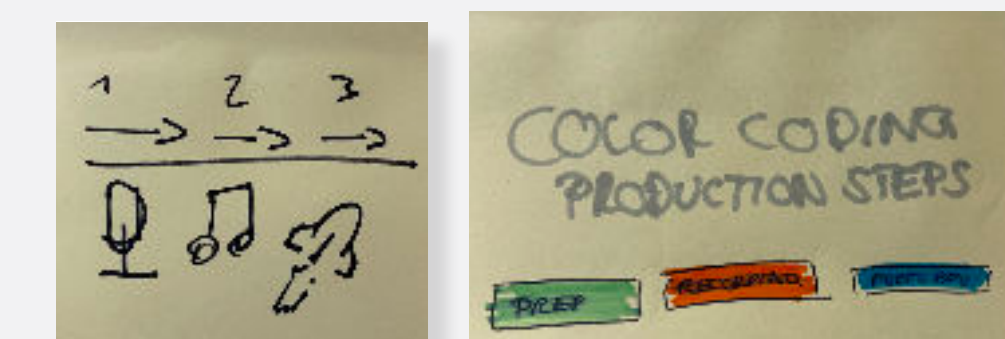
# Webex Audio Suite ideation

## Software for podcast recording online

The Webex audio suite will be designed alongside a physical set of audio-recording products. Both the hardware and the software side are meant to compliment each other, to streamline the workflow of entry-level podcasters.

### The main features of the Webex audio Suite:

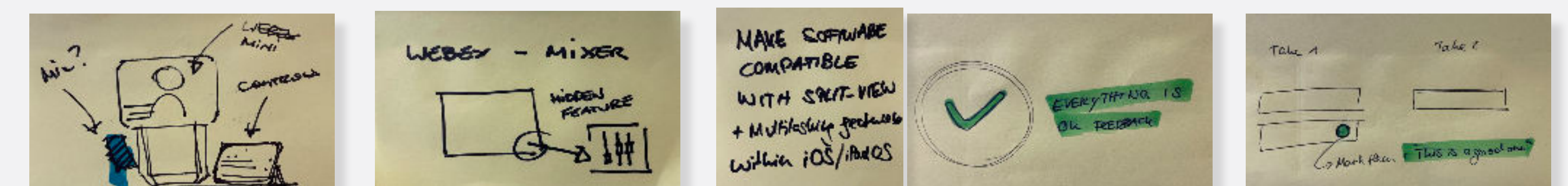
- **Organise your meetings** with the Webex calendar app, send out invitations and receive feedback.
- While recording the podcast the Audio Suite presents the host a **clear and understandable set of recording parameters**. The ultimate goal is to set the focus on the content itself, not the technicalities of audio recording.
- After recording, Webex offers **intelligent editing features** to reduce the time needed for post-processing.
- Integrated **sharing capabilities** let the host publish the podcast in an easy way.



Organisation



Recording



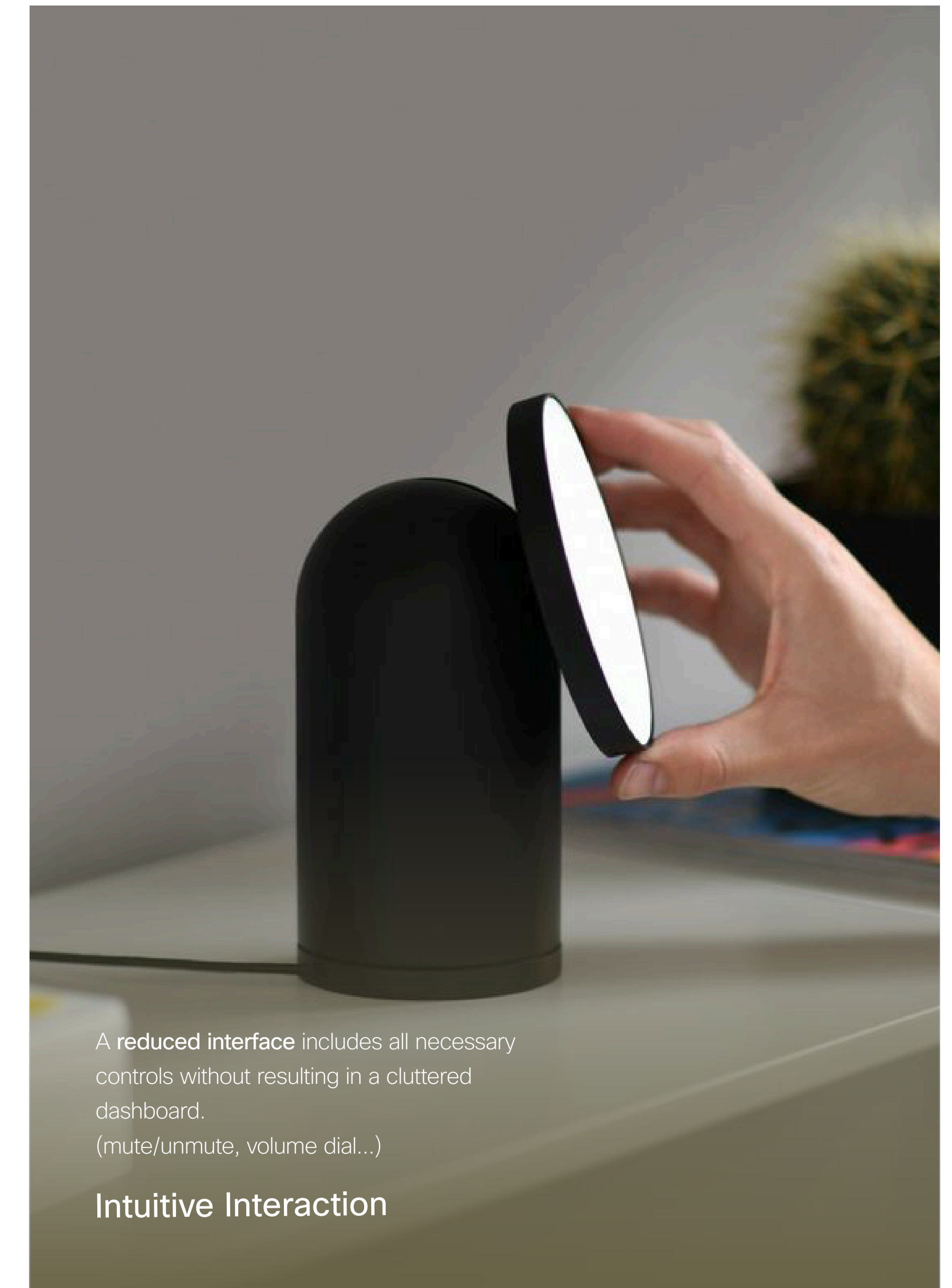
Post-Processing + Sharing





# Keywords

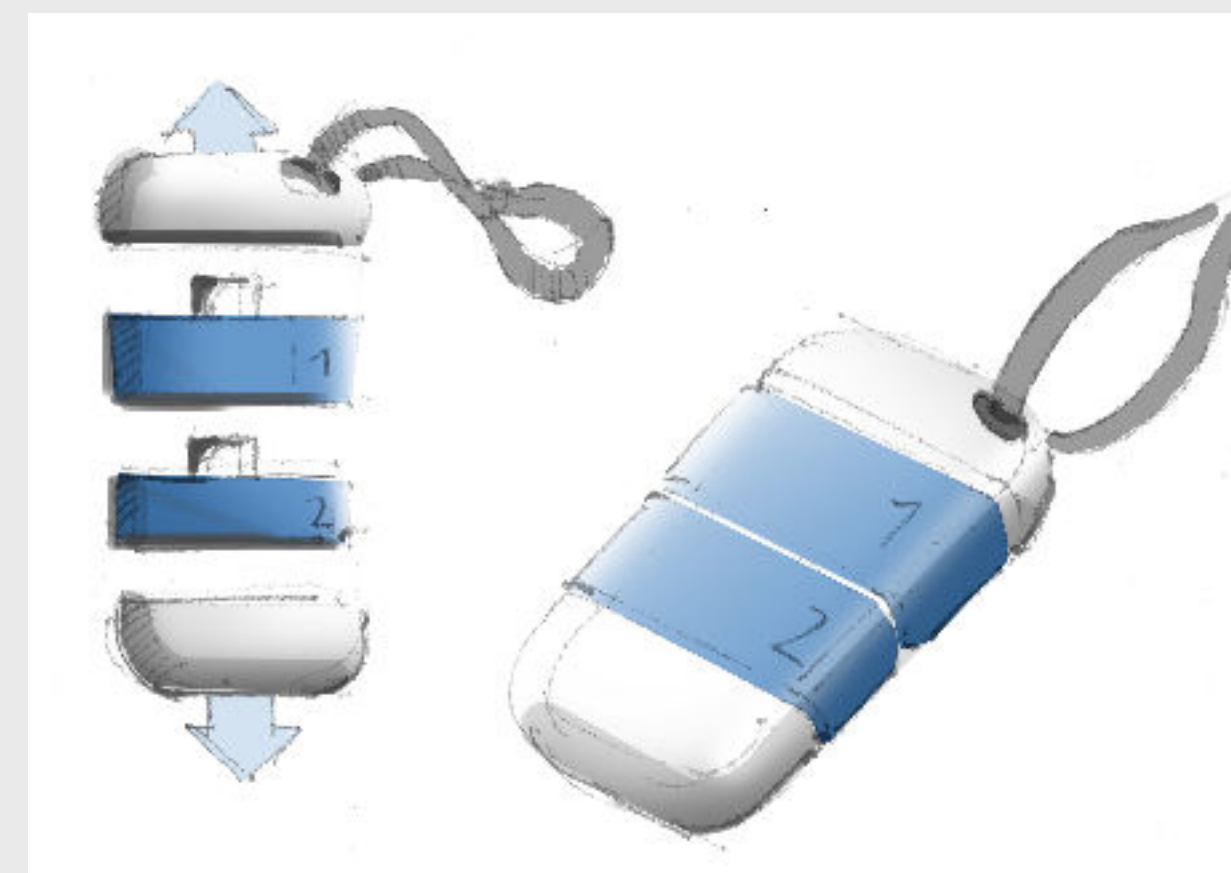
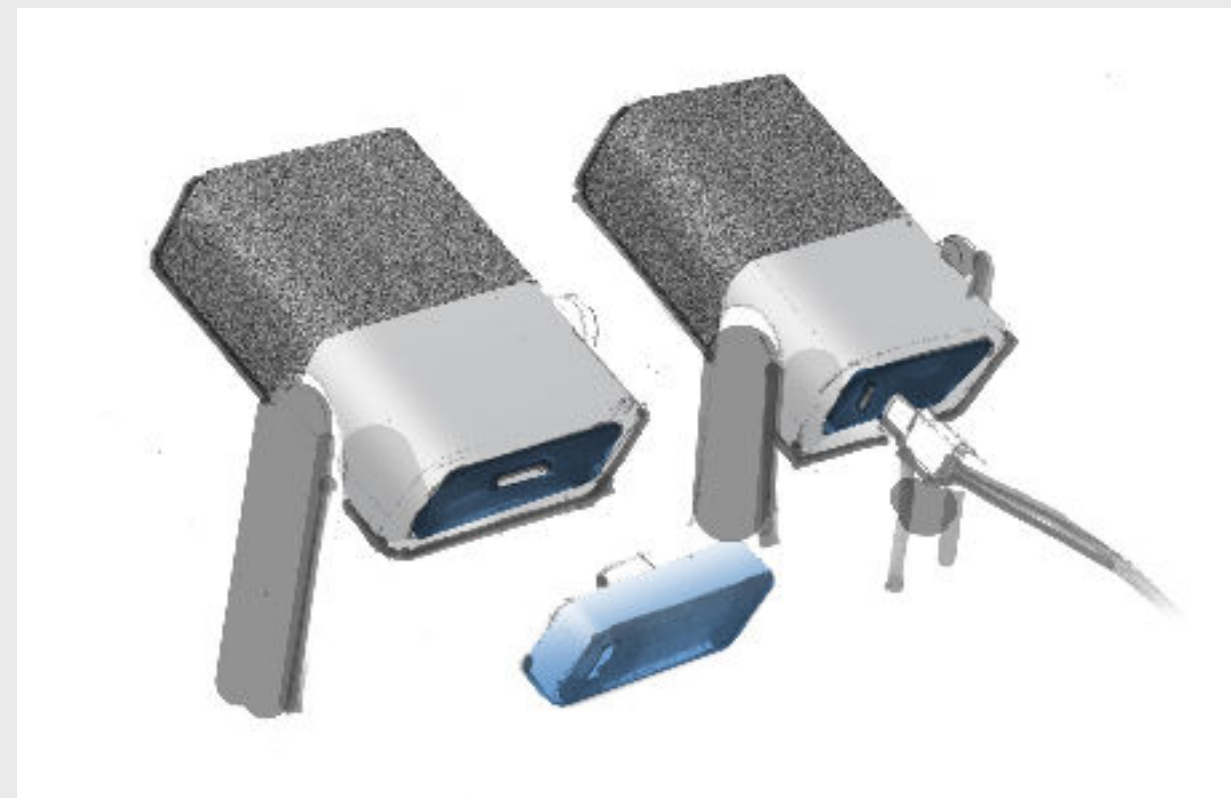
## Project “Cisco on air”





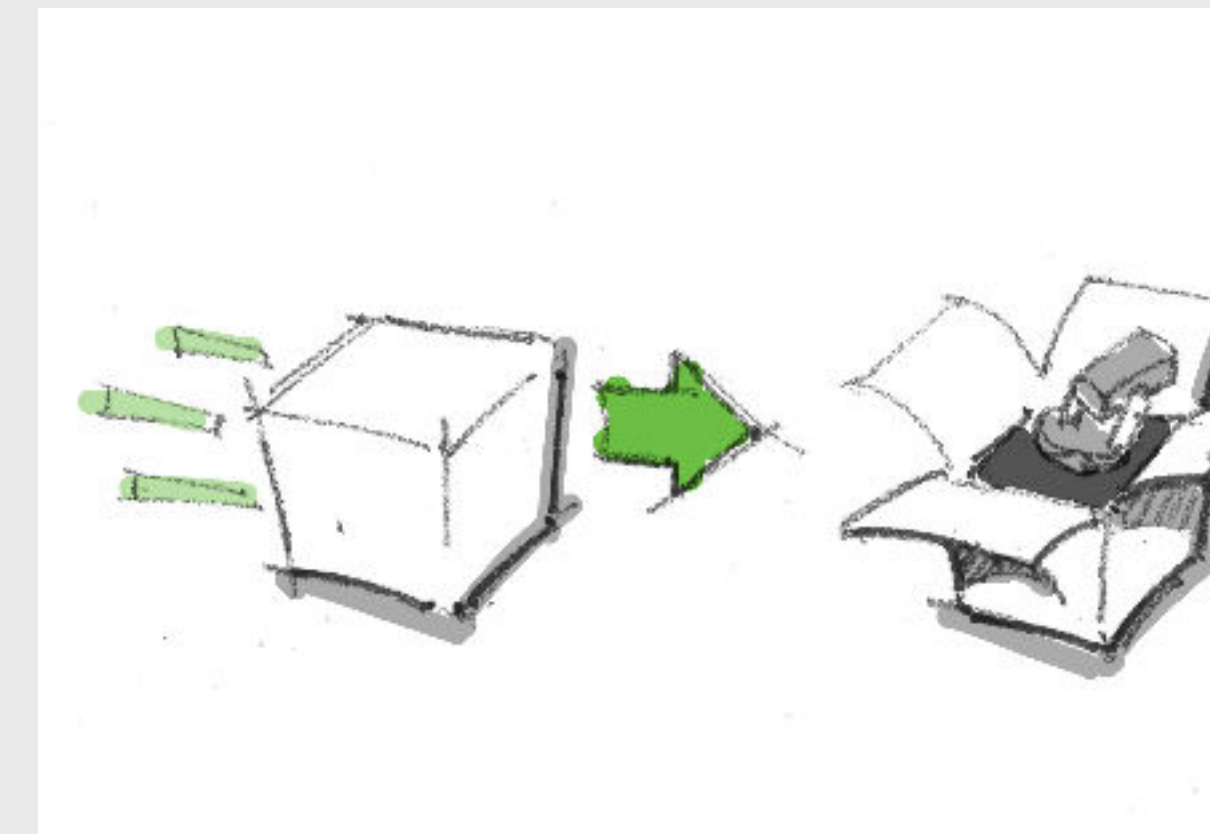
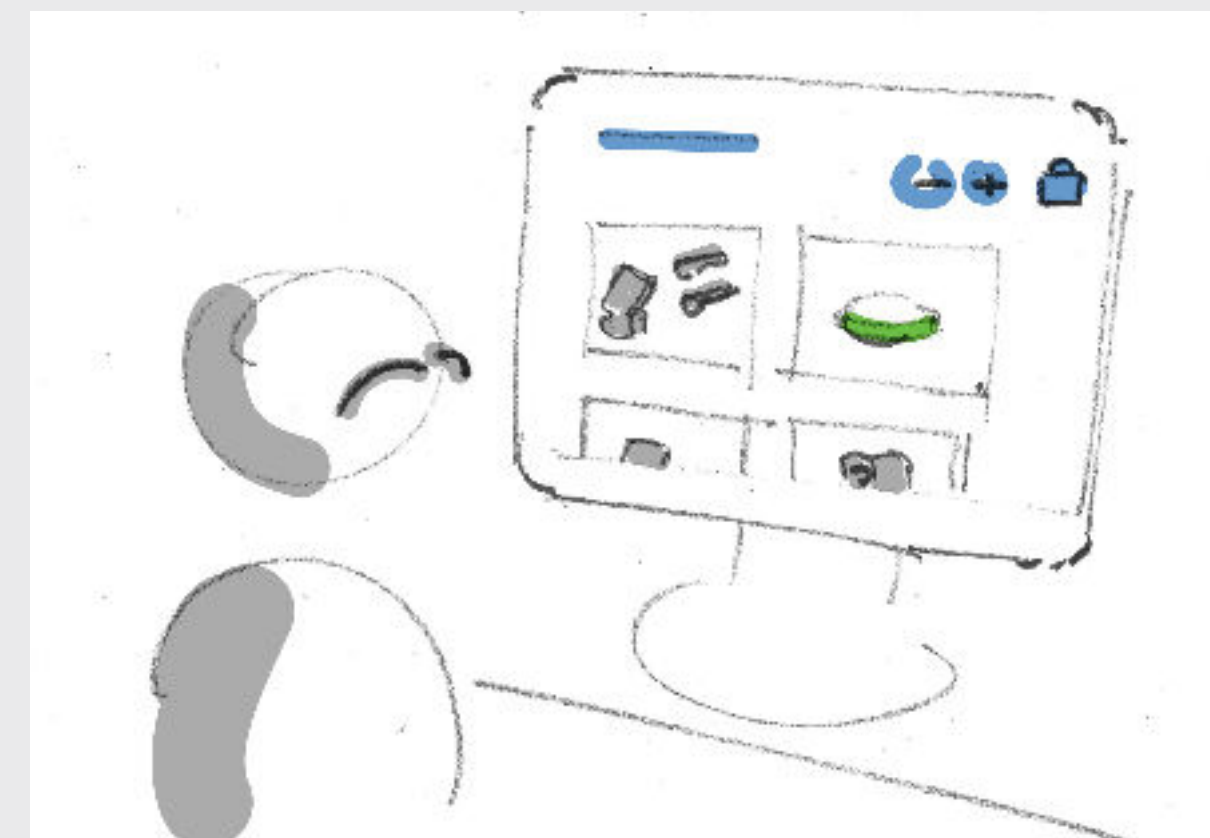
## 3 concept directions

### Project “Cisco on air”



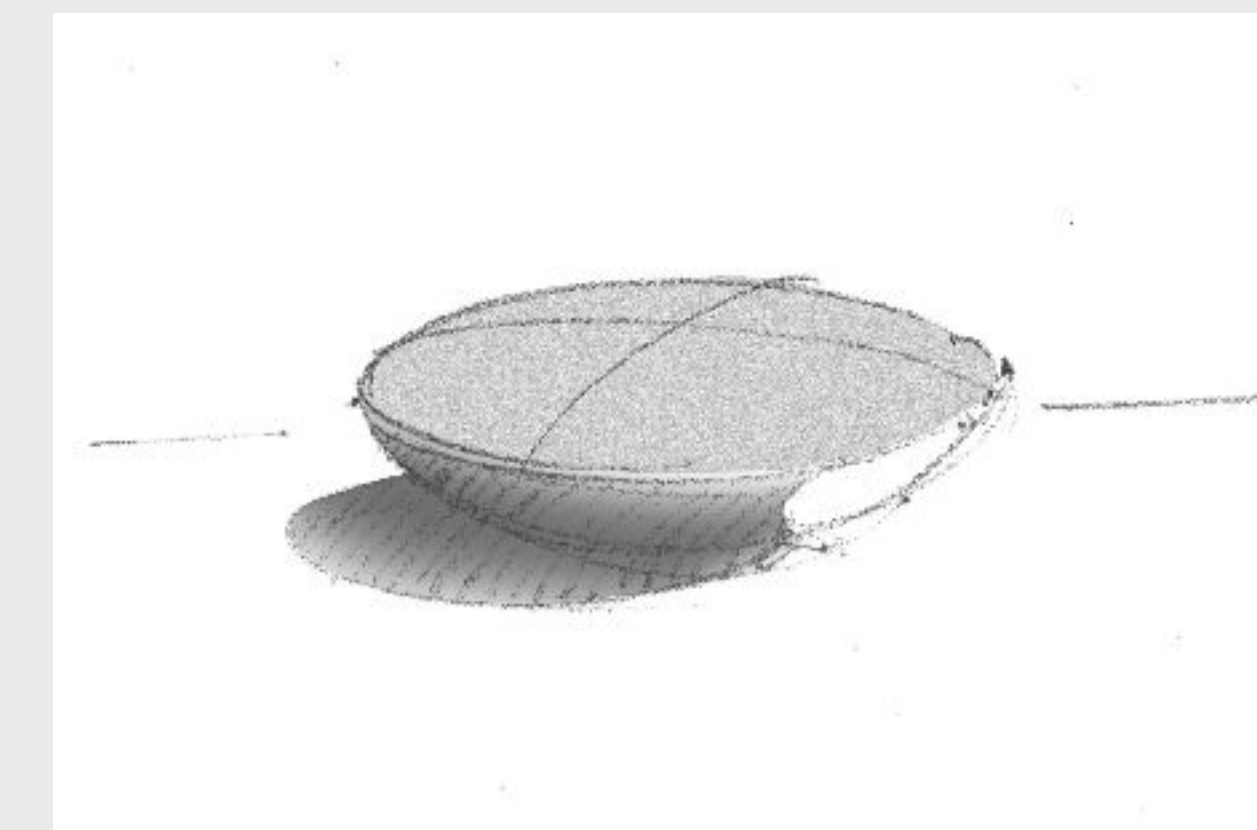
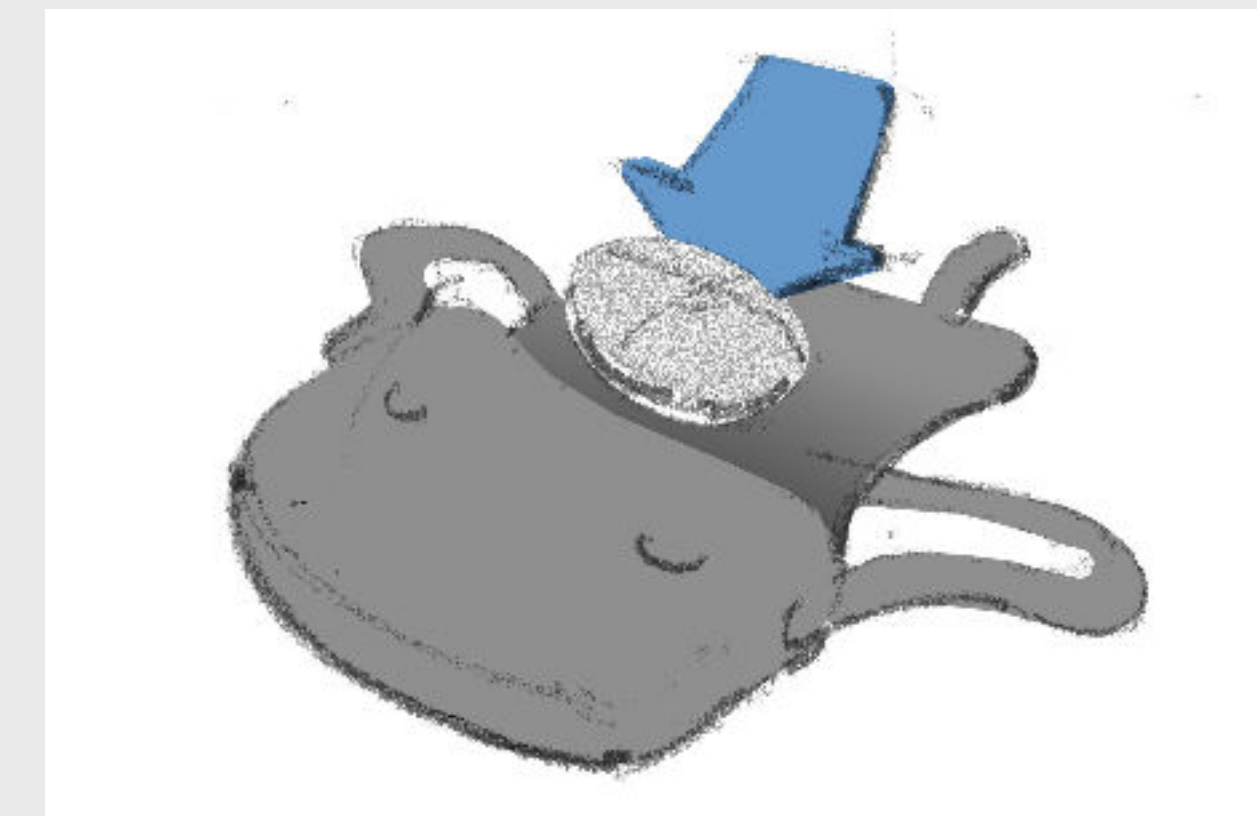
Concept 1

“Cisco grows with your podcast”



Concept 2

“Cisco on demand.”



Concept 3

“WebCast go”





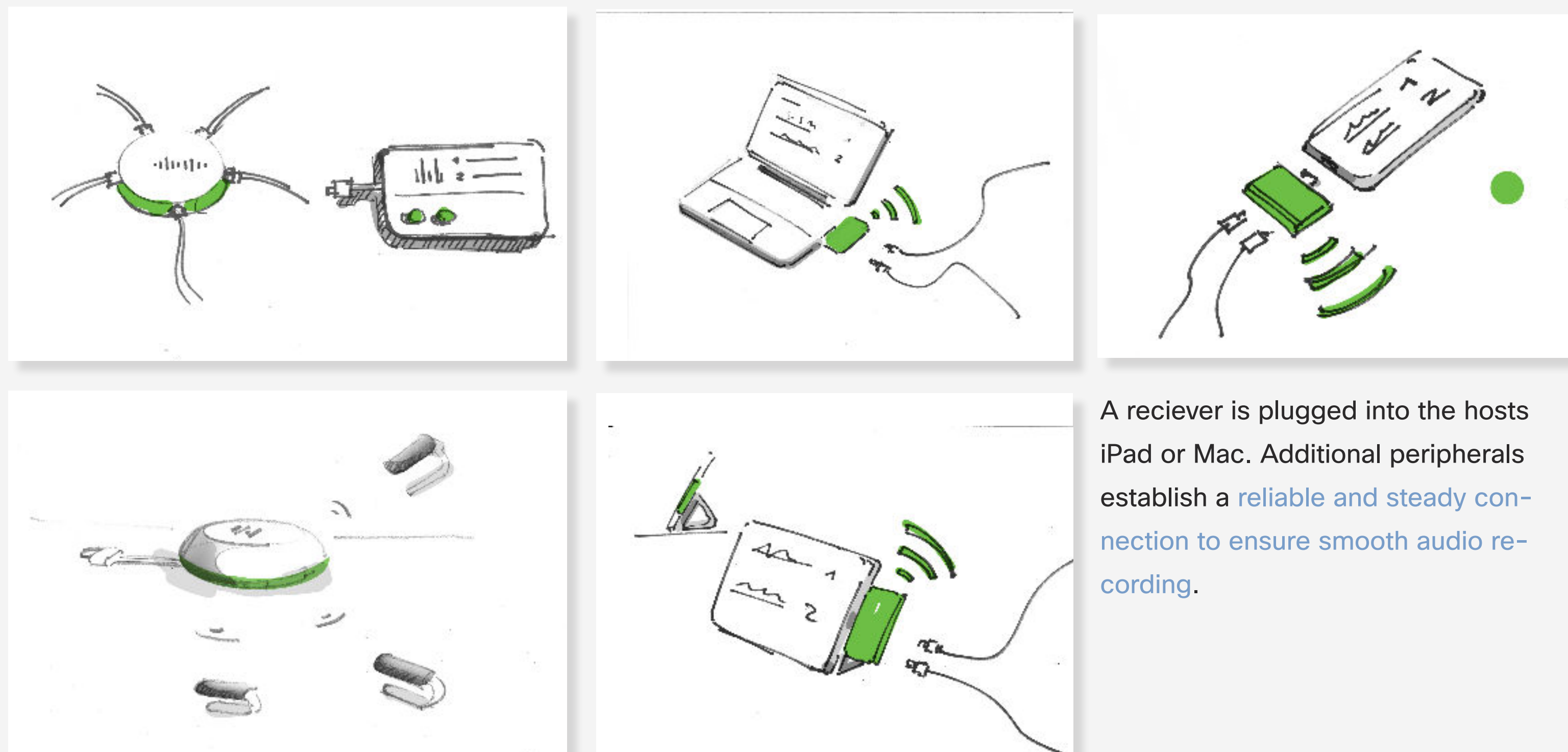
Additional **modules** can be **attached** through a USB-C connector.

## Concept 1 | “Cisco grows with your podcast.”

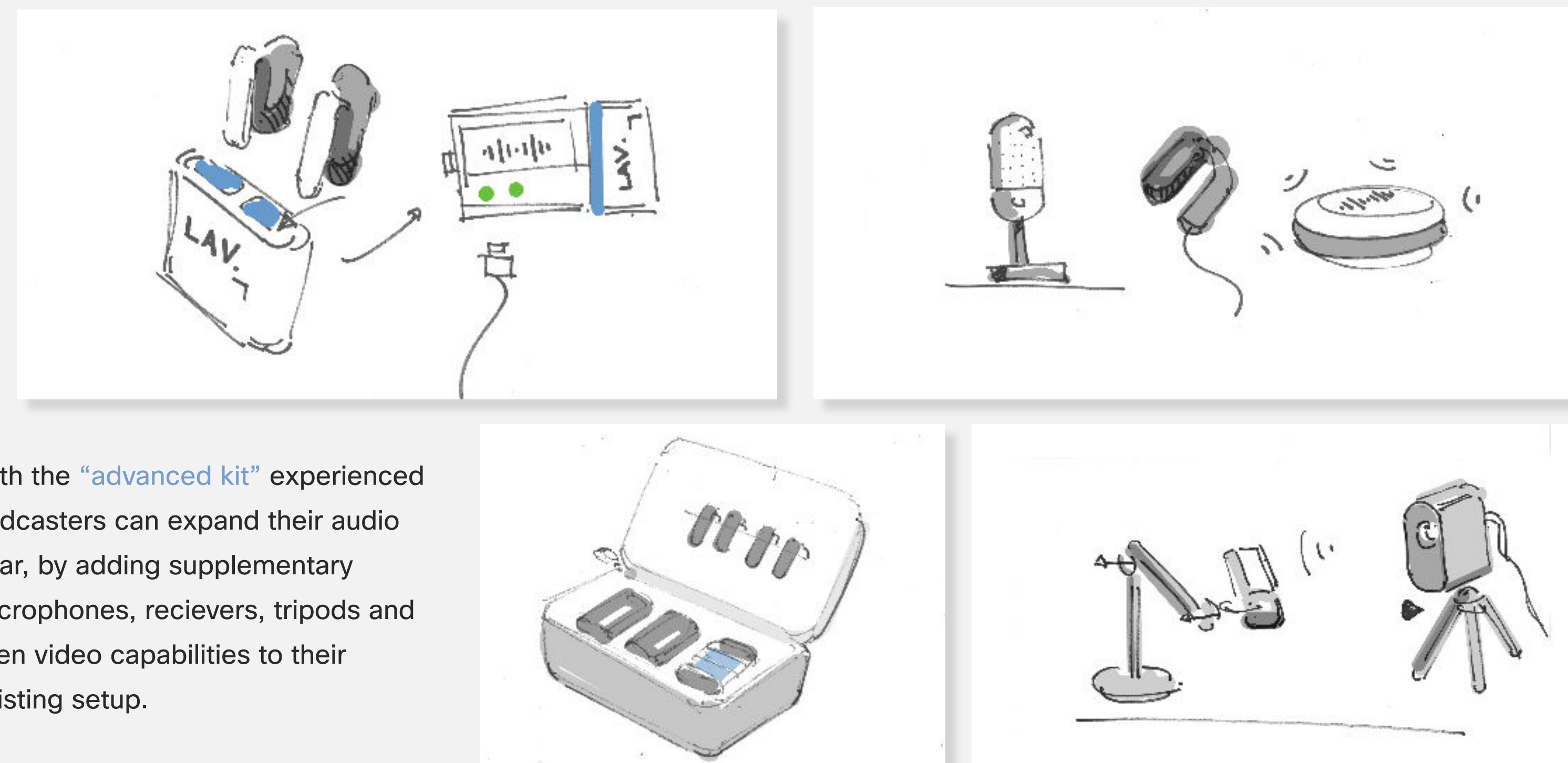
With this solution customers receive a product that expands its functionality with their increasing knowledge about audio recording. Beginning with an easy setup experience and great portability, users get familiar with podcasting. To meet the demands of a larger audience, more specialised and professional add-ons can be attached with ease.

### Evaluation

- + The customer only buys the relevant setup, which reduces unused products.
- + The product is upgradable, offering a flexible expansion - from beginner to pro.
- Too many options could be overwhelming for beginners.
- A pro-setup could increase the overall product dimensions in a noticeable way.

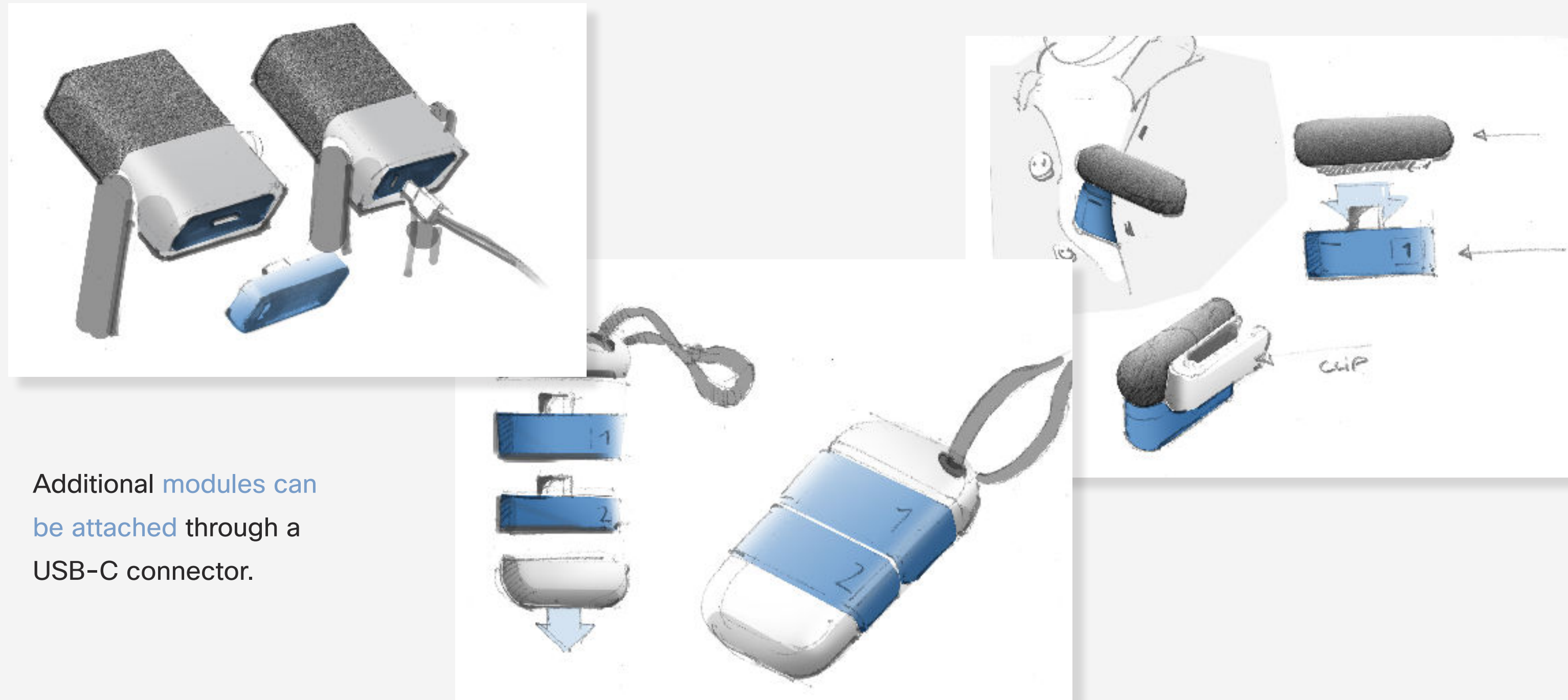


A receiver is plugged into the host's iPad or Mac. Additional peripherals establish a **reliable and steady connection** to ensure smooth audio recording.



With the “**advanced kit**” experienced podcasters can expand their audio gear, by adding supplementary microphones, receivers, tripods and even video capabilities to their existing setup.





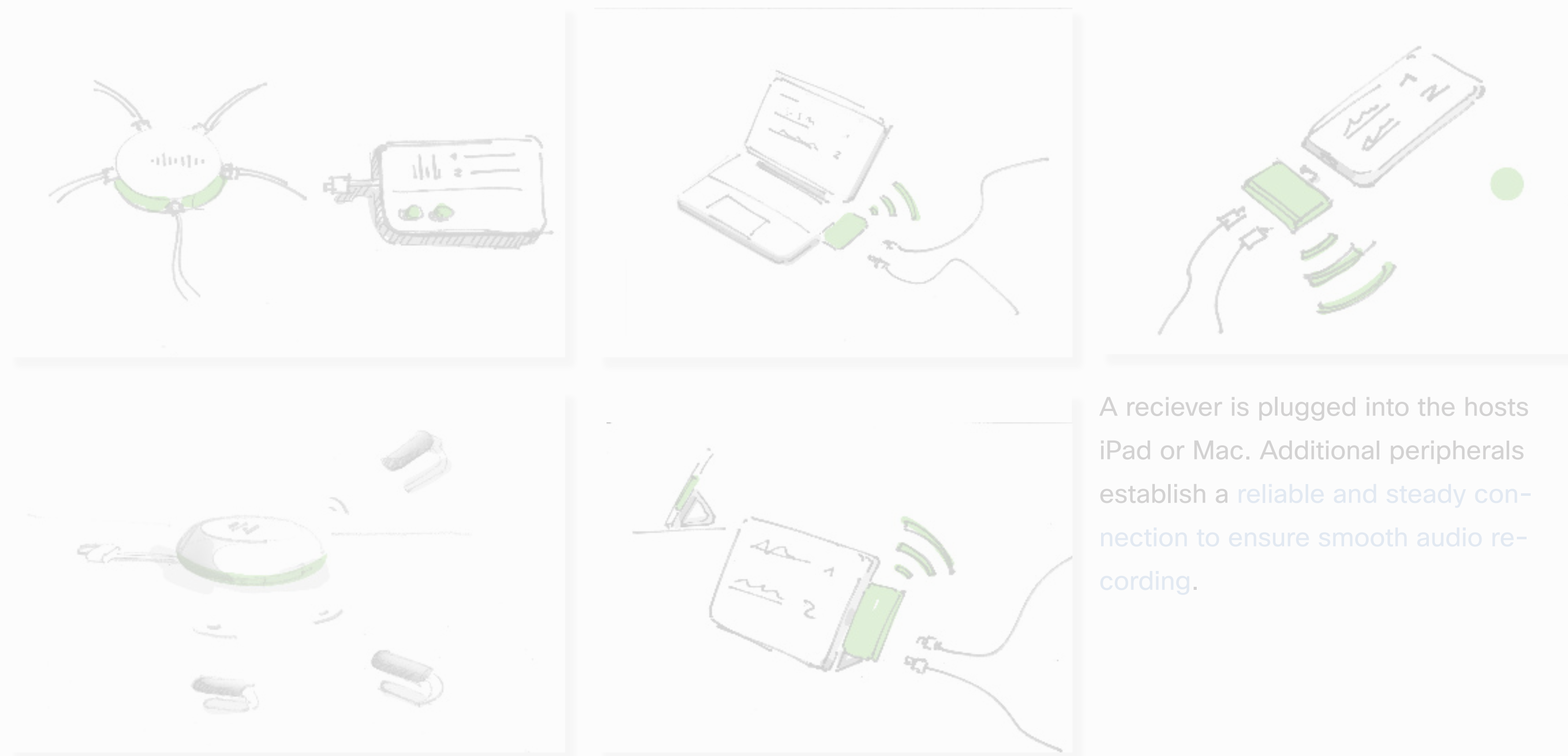
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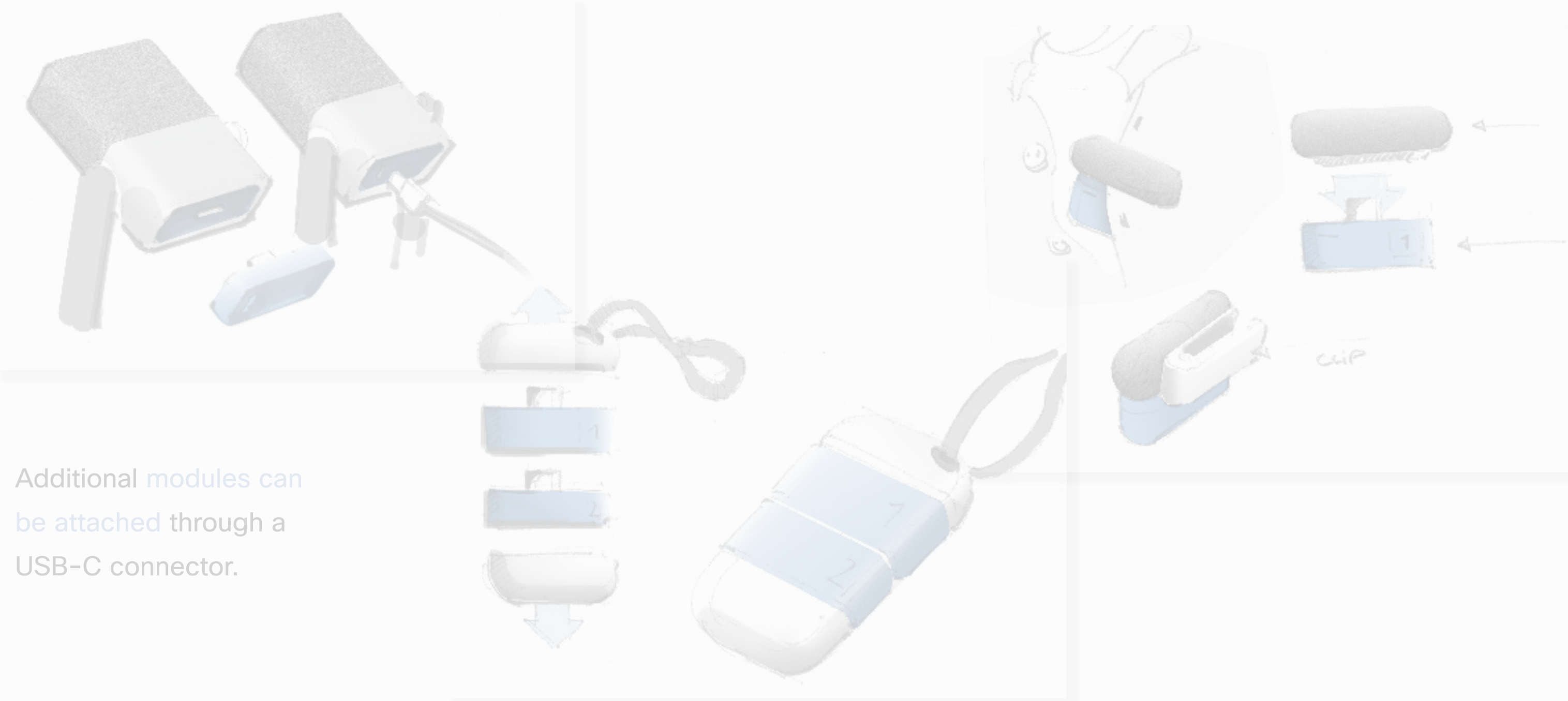


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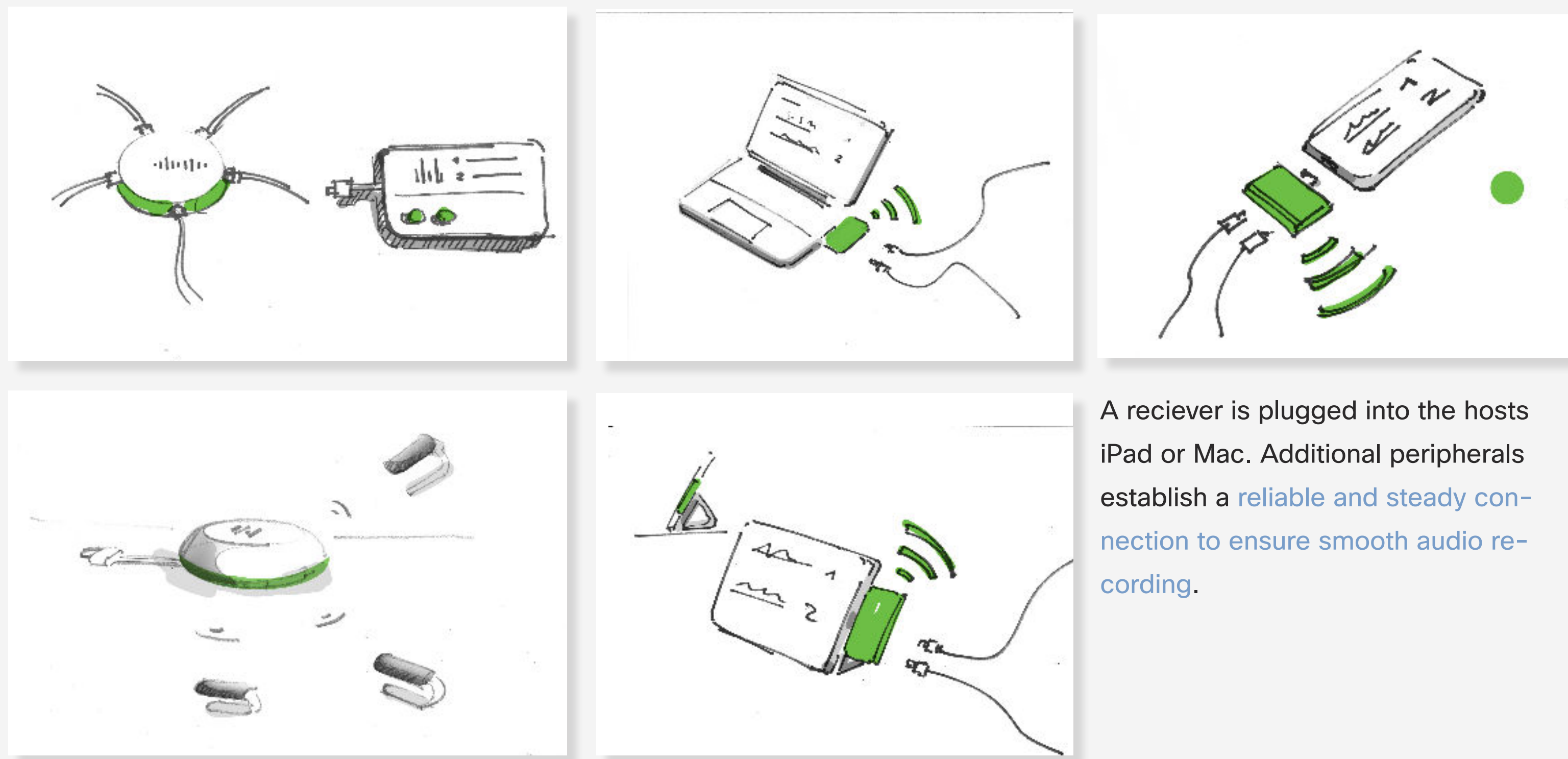
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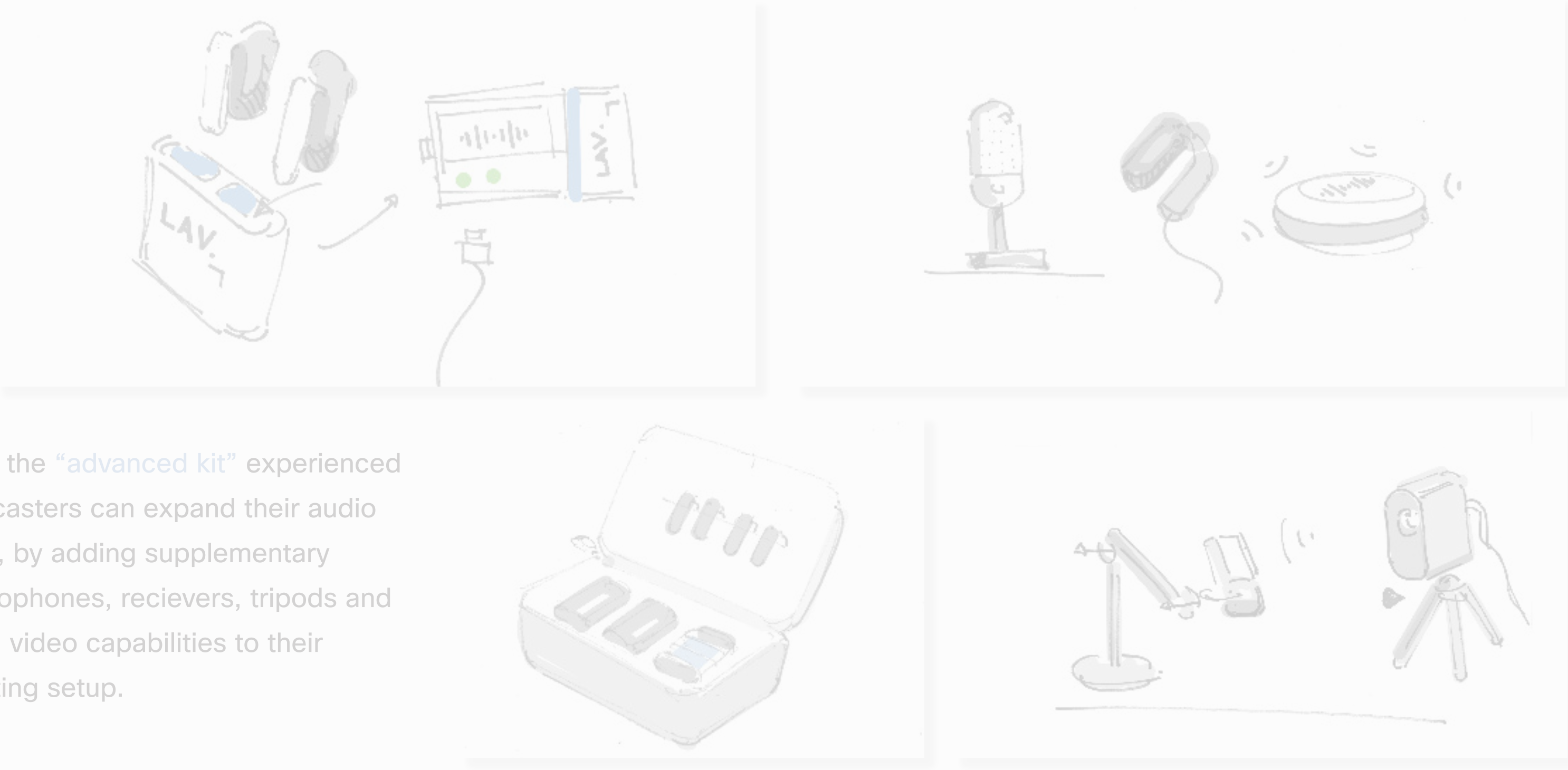
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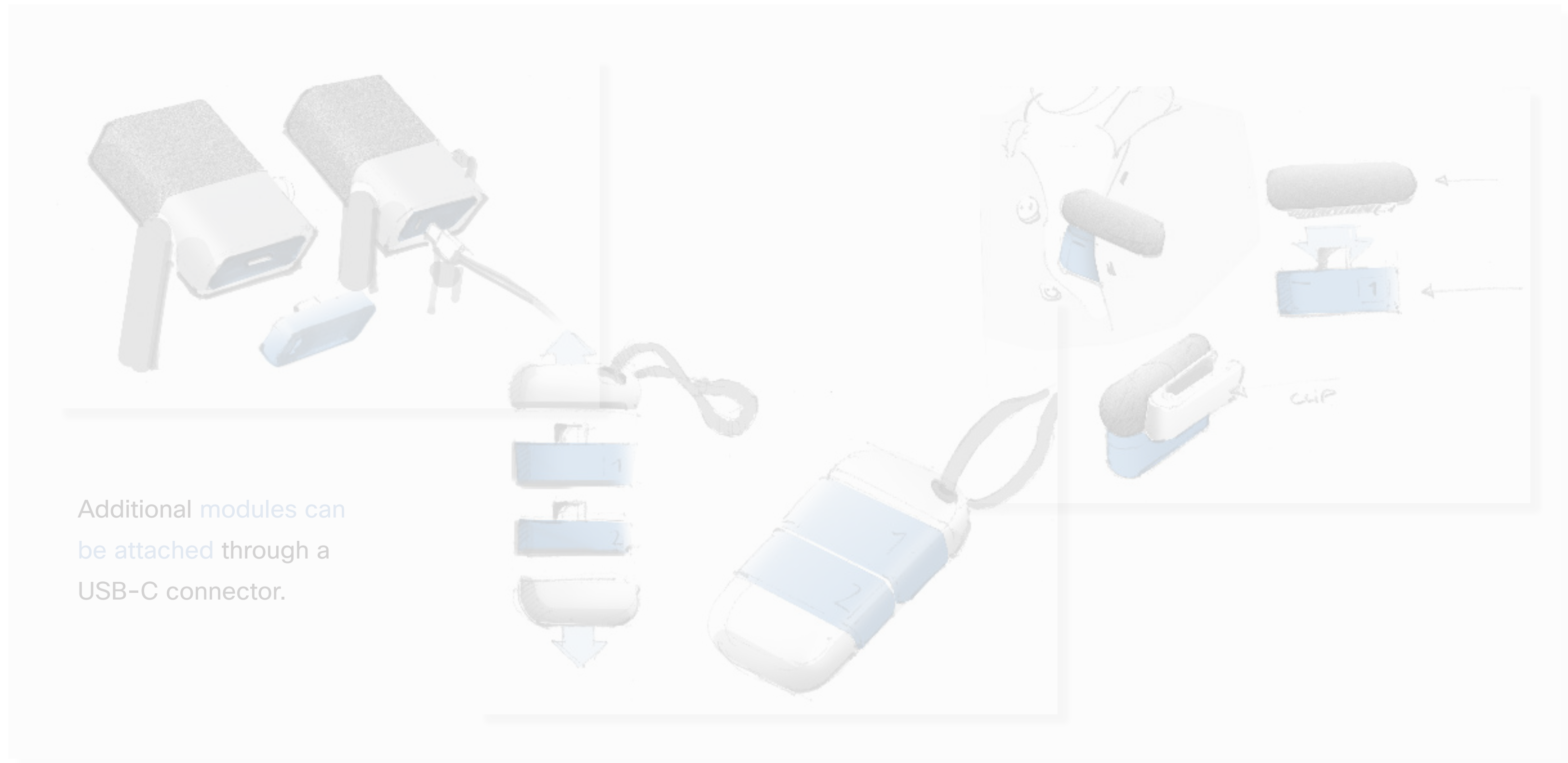


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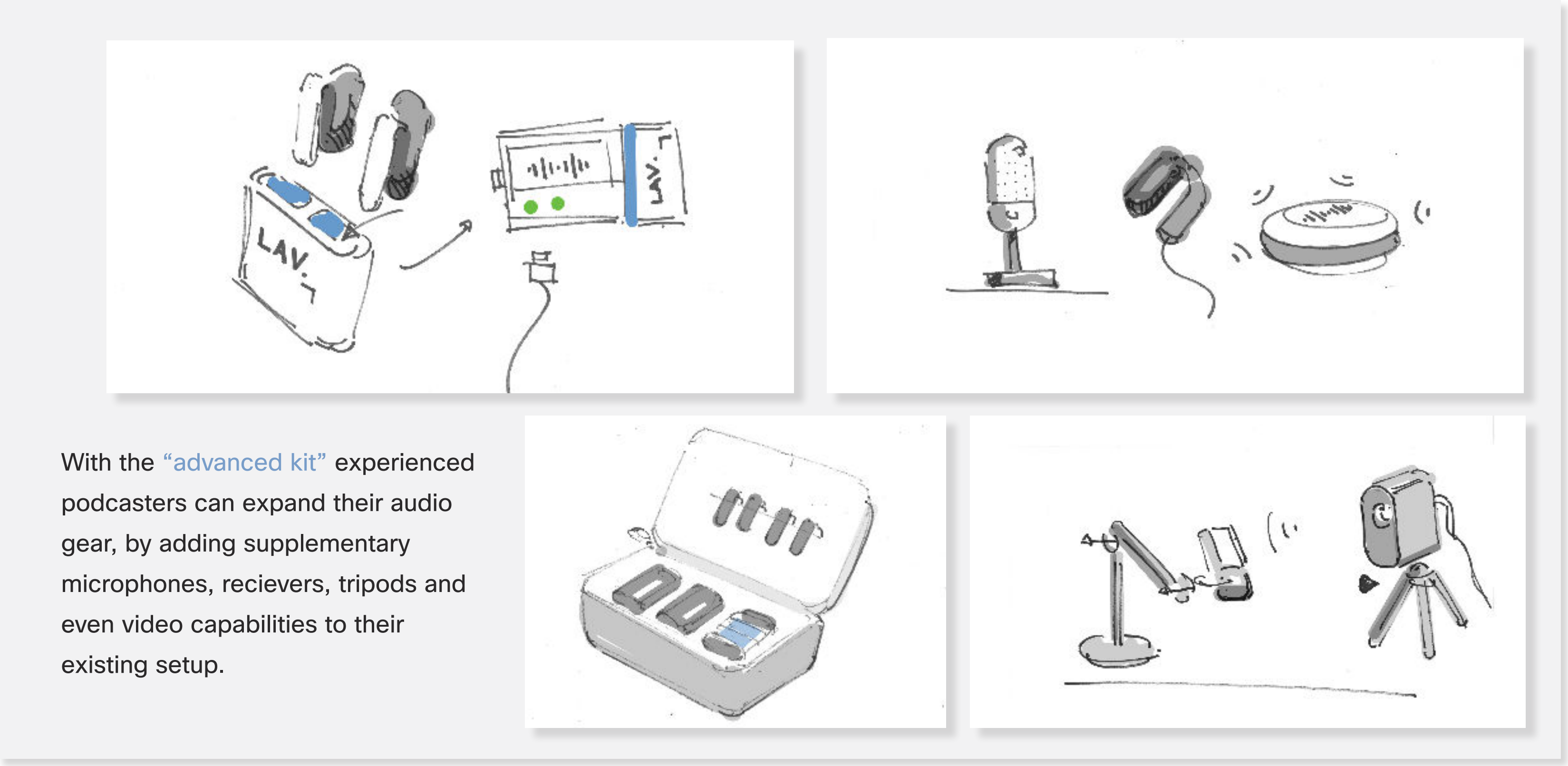
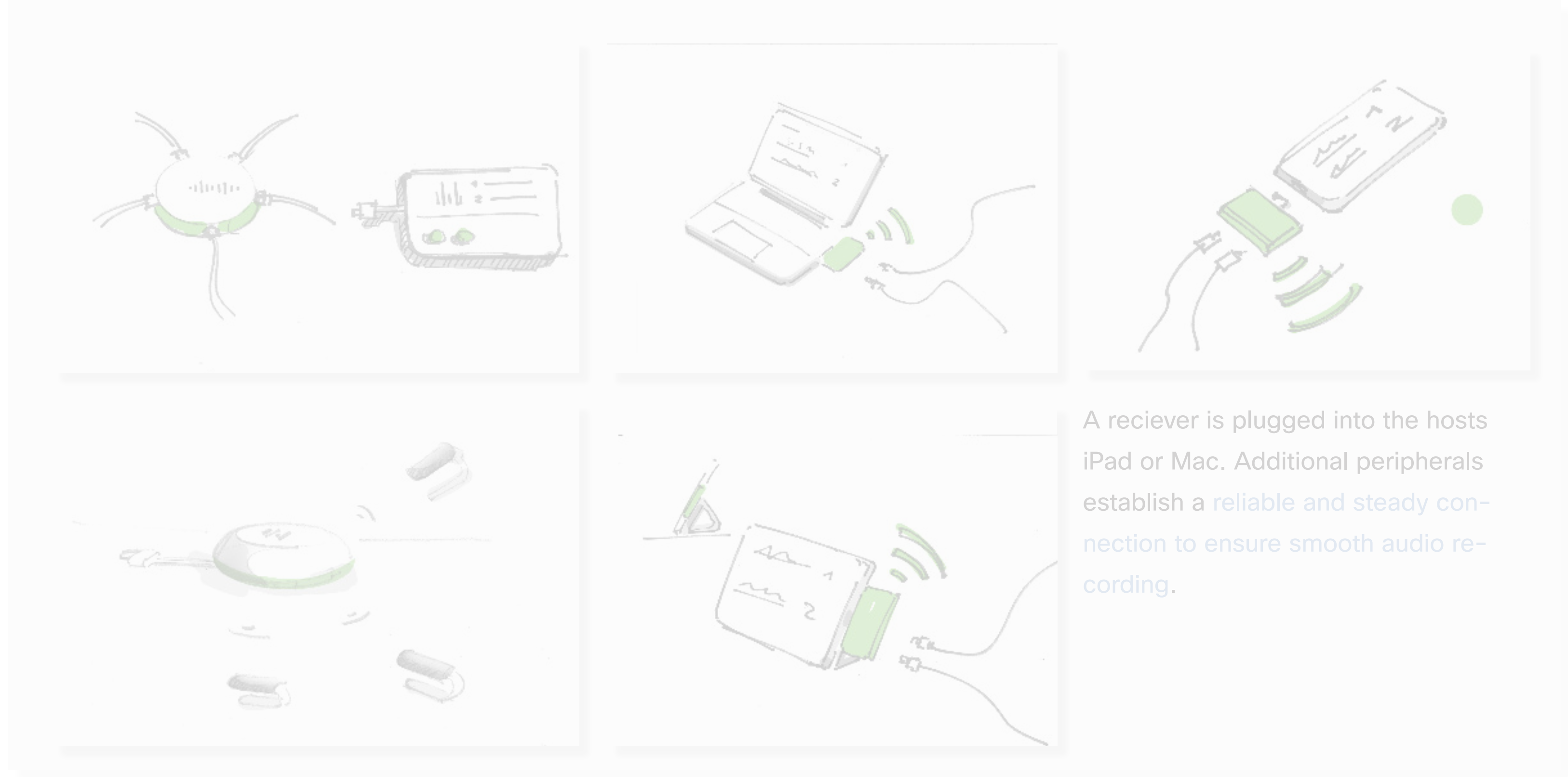




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Every user can **customise their setup based on their individual needs**.

**Jan** decides to get a studio setup with a tipod, studio mic and 2 Lavalier mics for 35€.

**Shannon** only needs an omnidirectional mic.  
She only pays 10€ for her setup.

For her special podcast guests, **Julia** adds two additional studio mics to her existing subscription and **sends them directly to her interview partners**.  
She now pays 45€ for her subscription this month and plans to return them after the podcast.

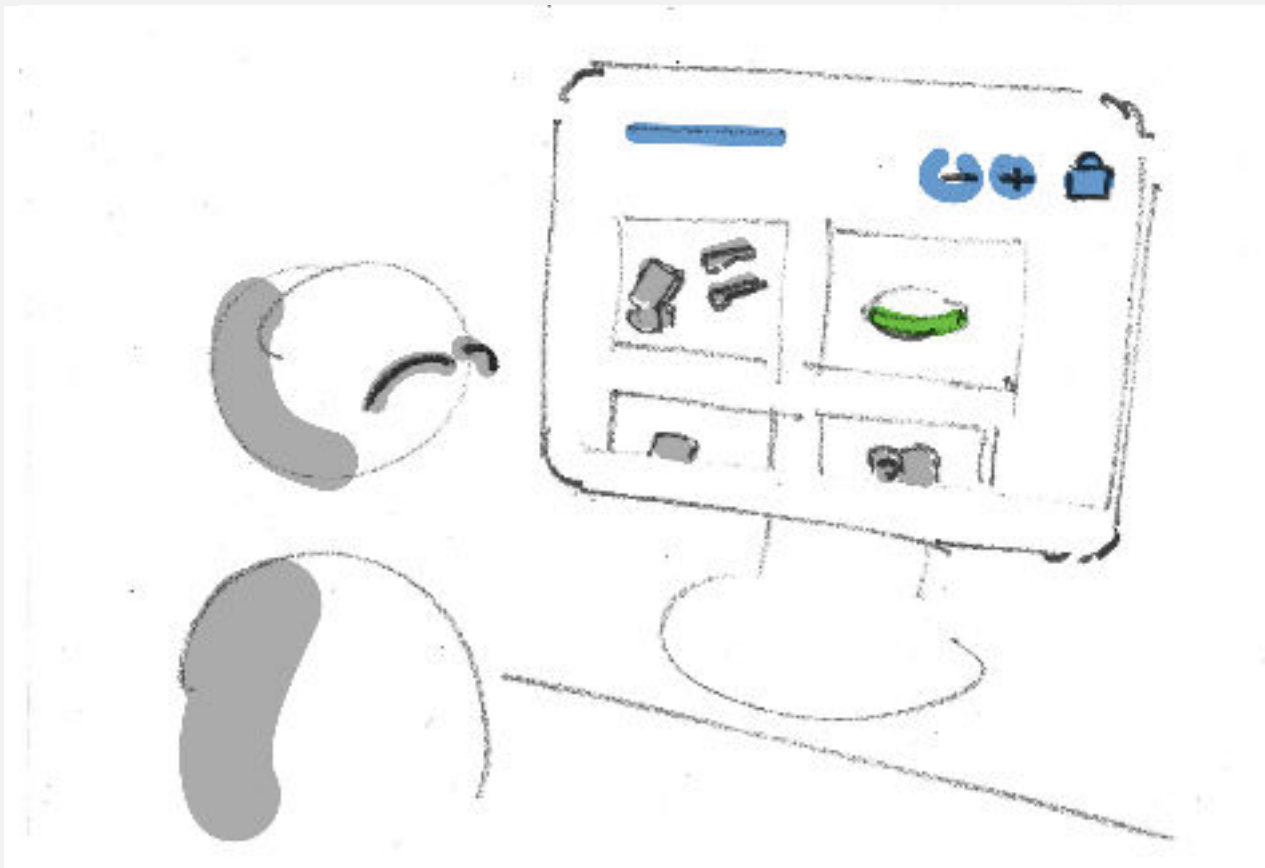
- Hardware** - Ciscast mic lineup
- Software** - WebCast Suite
- Service** - Technical support + customisation

## Concept 2 | “Cisco on demand.”

Cisco creates a **rental solution for audio products** in which the users decide what they need, depending on their common podcasting setup. If needed, extra microphones for additional guests can be **added to the setup with ease**. The service **offers a setup for every budget and level of experience**, since the cost of the individual subscripton plan varies depending on the amount of products rented.

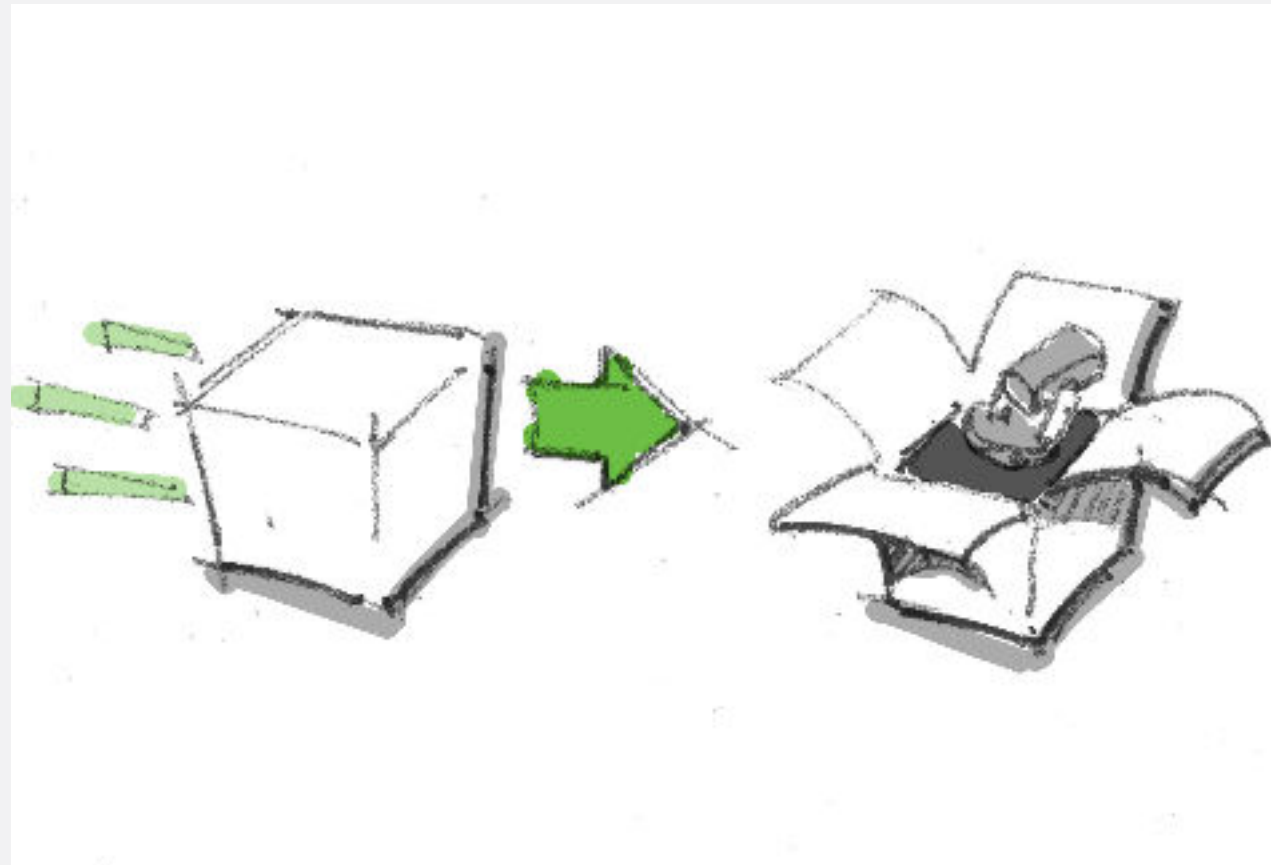
- Evaluation**
- + A smooth transition from the B-B into the B-C market.
  - + The costumer only gets what he/she needs, making the concept more sustainable.
  - + The replacement of components or technical support gets more accessible.
  - *Is it a big effort for Cisco to create the infrastructure of sending and recieving setups?*
  - Could the waiting time take too long for a customer, when having a scheduled meeting?

### Step 1



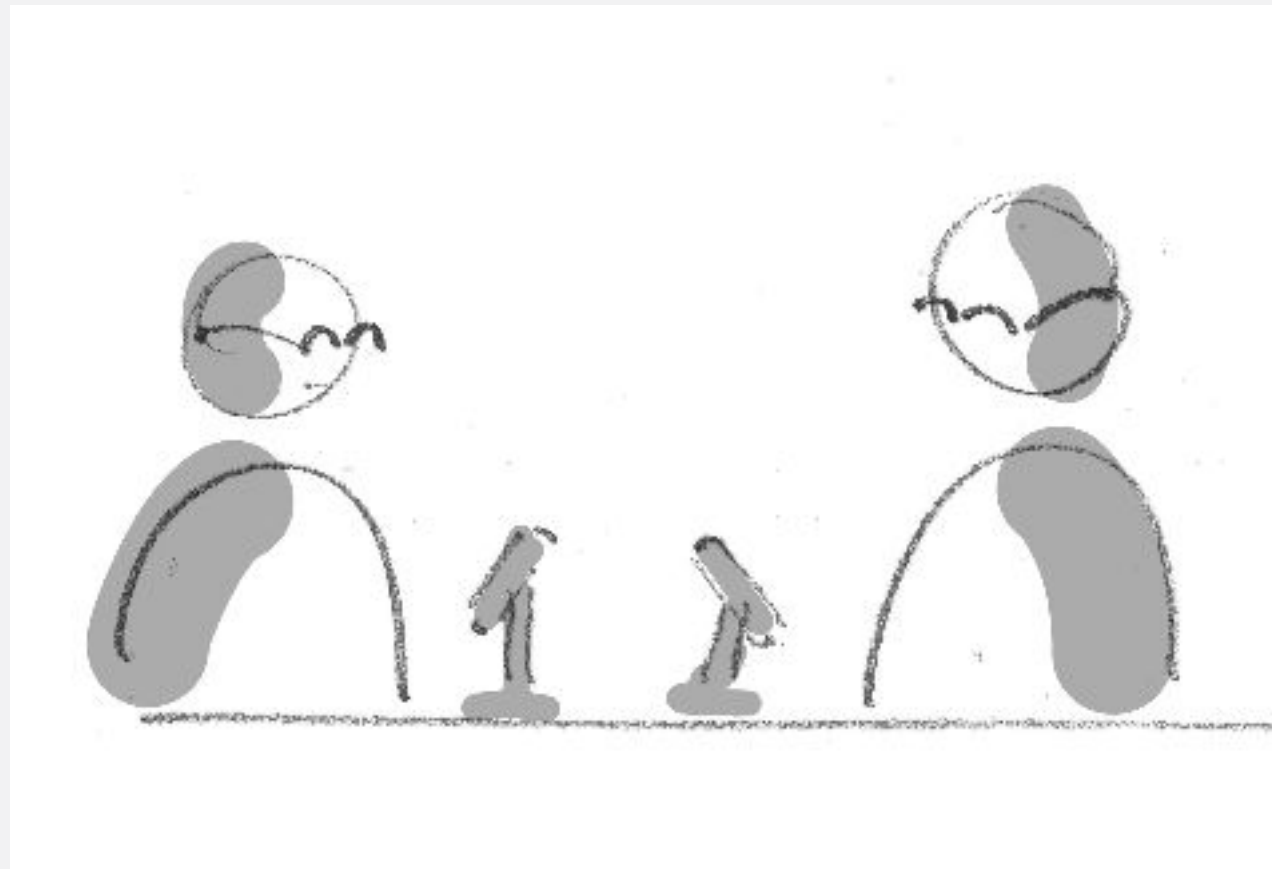
The user **orders additional Lavalier microphones** in the **setup configurator** an upcoming podcast with interview partners.

### Step 2



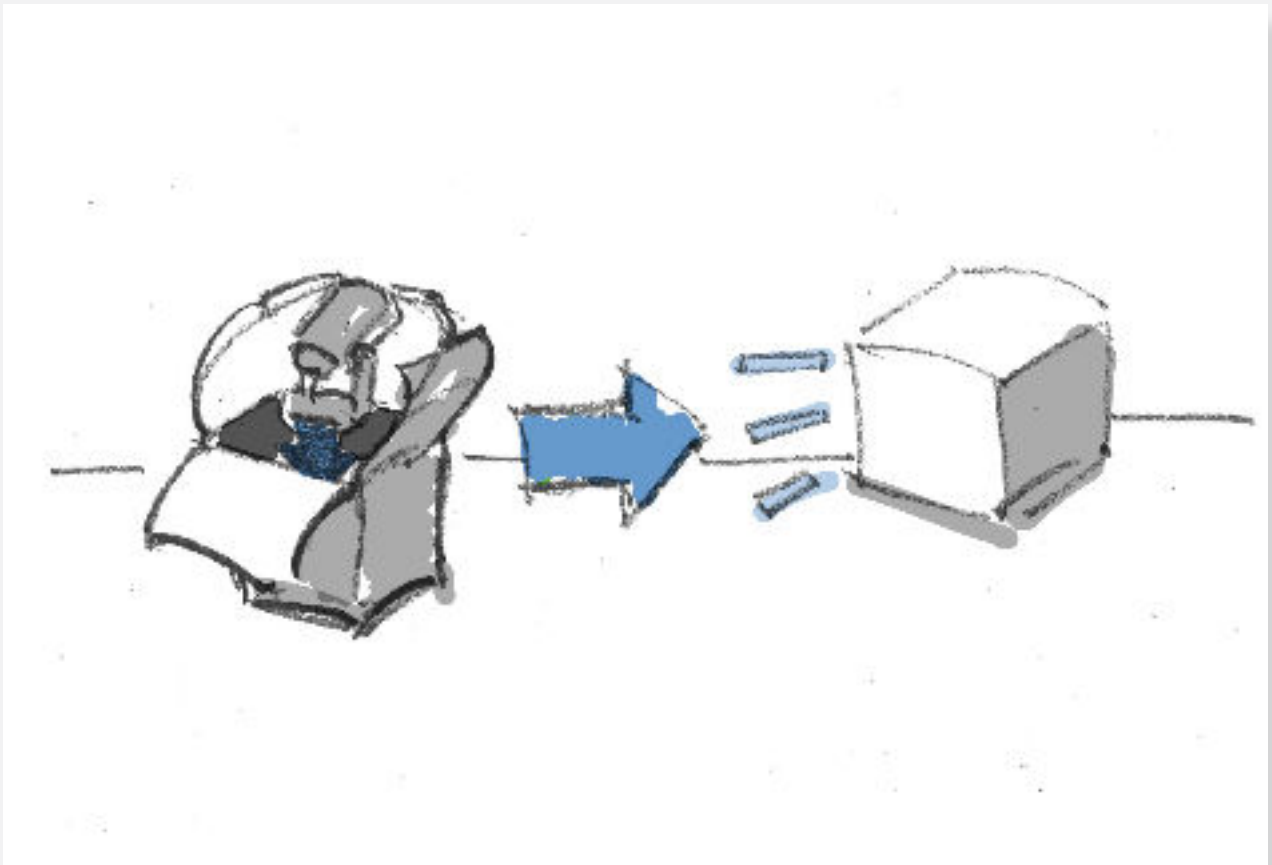
The ordered microphones are **added to the monthly subsription rate** and shipped to the users home adress.

### Step 3



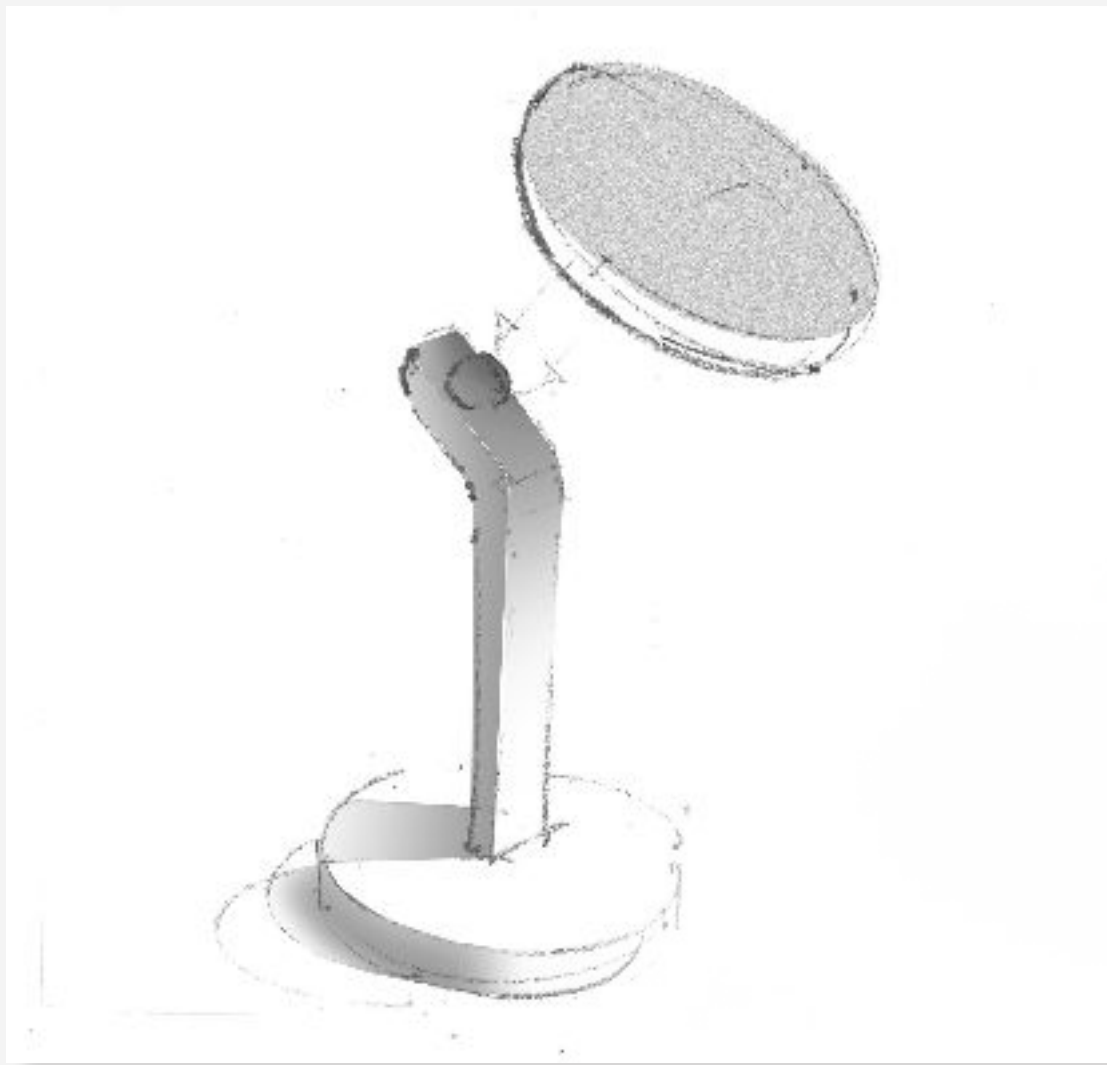
The podcast can be held with the **optimal audio setup**.

### Step 4

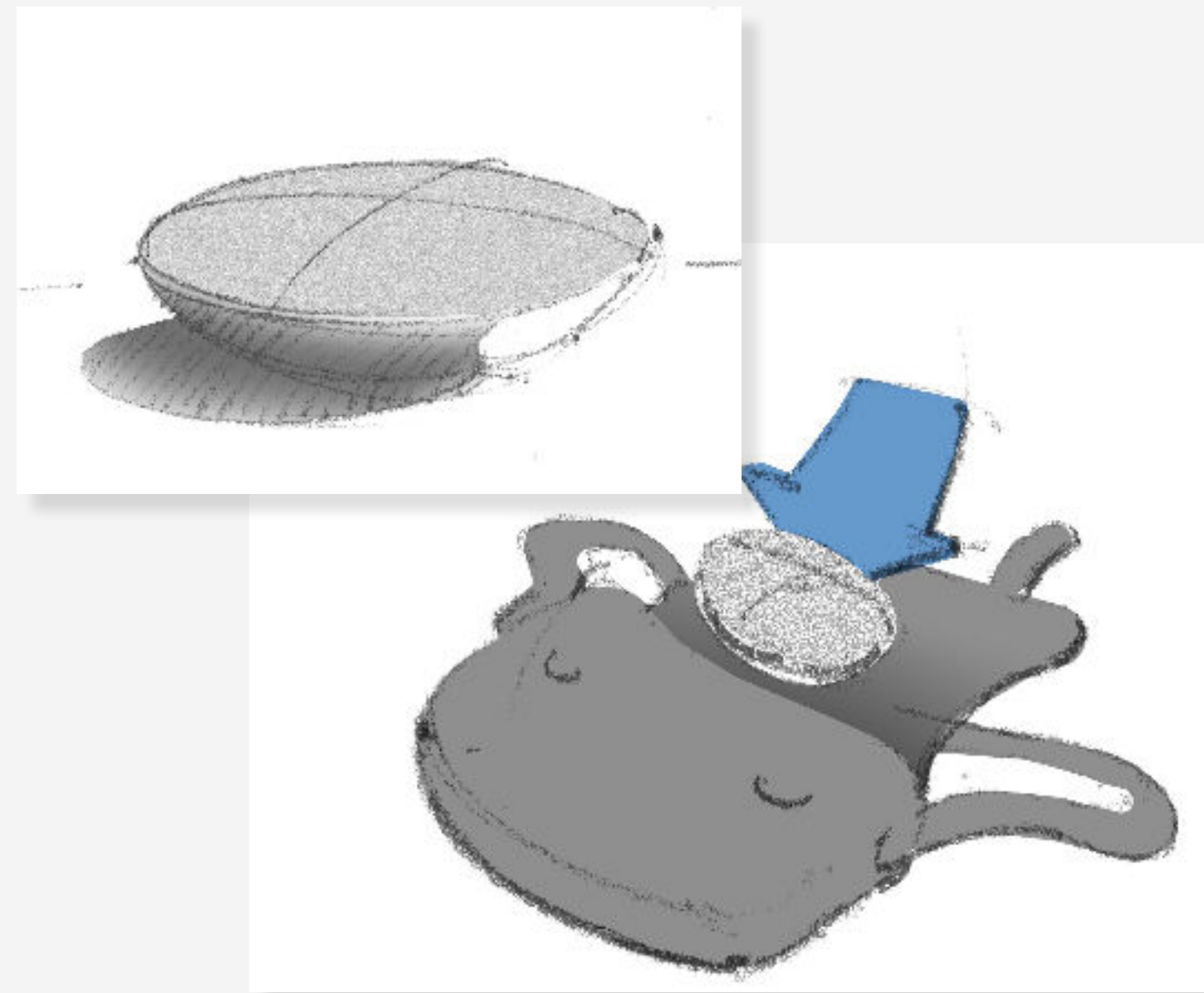


After the interview, the user **decides to return the additional microphones**. The **susription fee will be reduced** based on the devices that have been returned.





The **Puck** can be attached to an **optional stand** to position the microphone **closer to the audio source**.



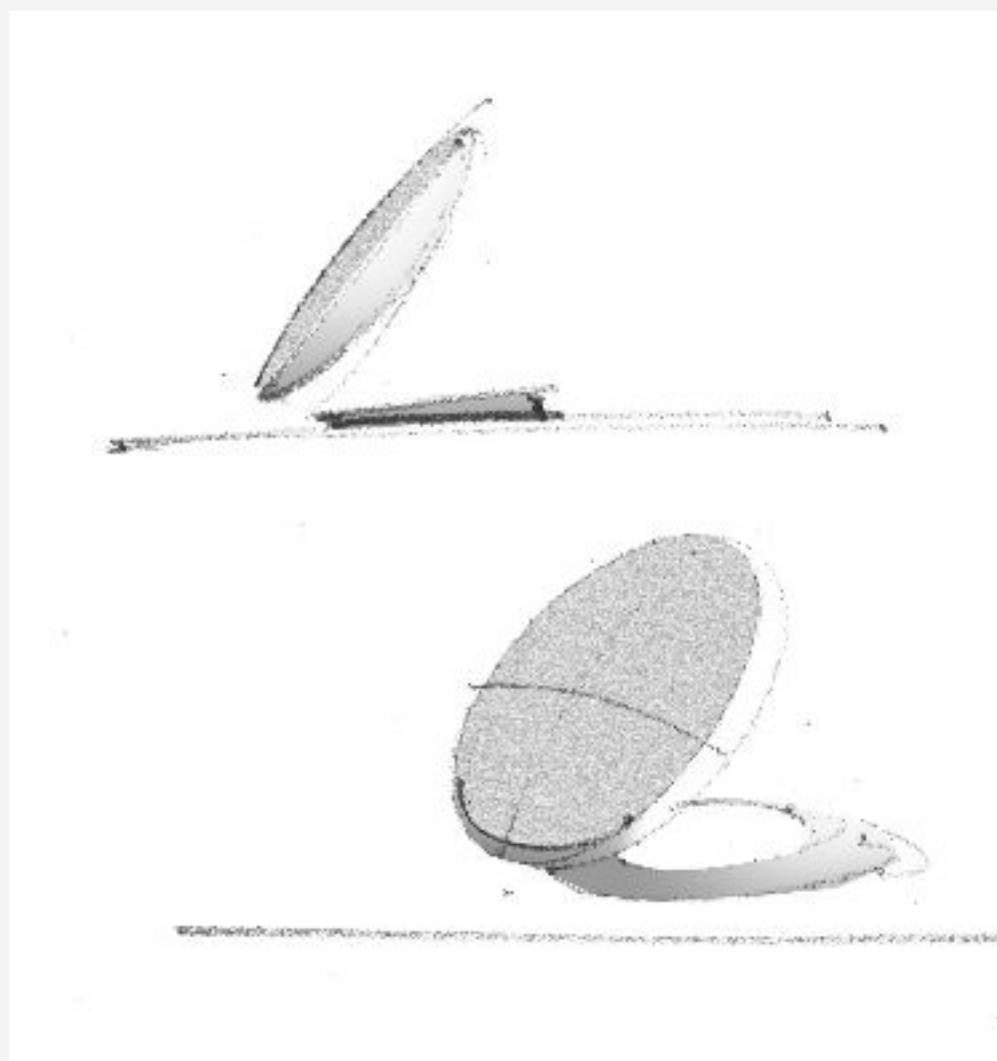
The setup is **small and robust** enough to be **stowed in a backpack or handbag**.

## Concept 3 | “WebCast Go”

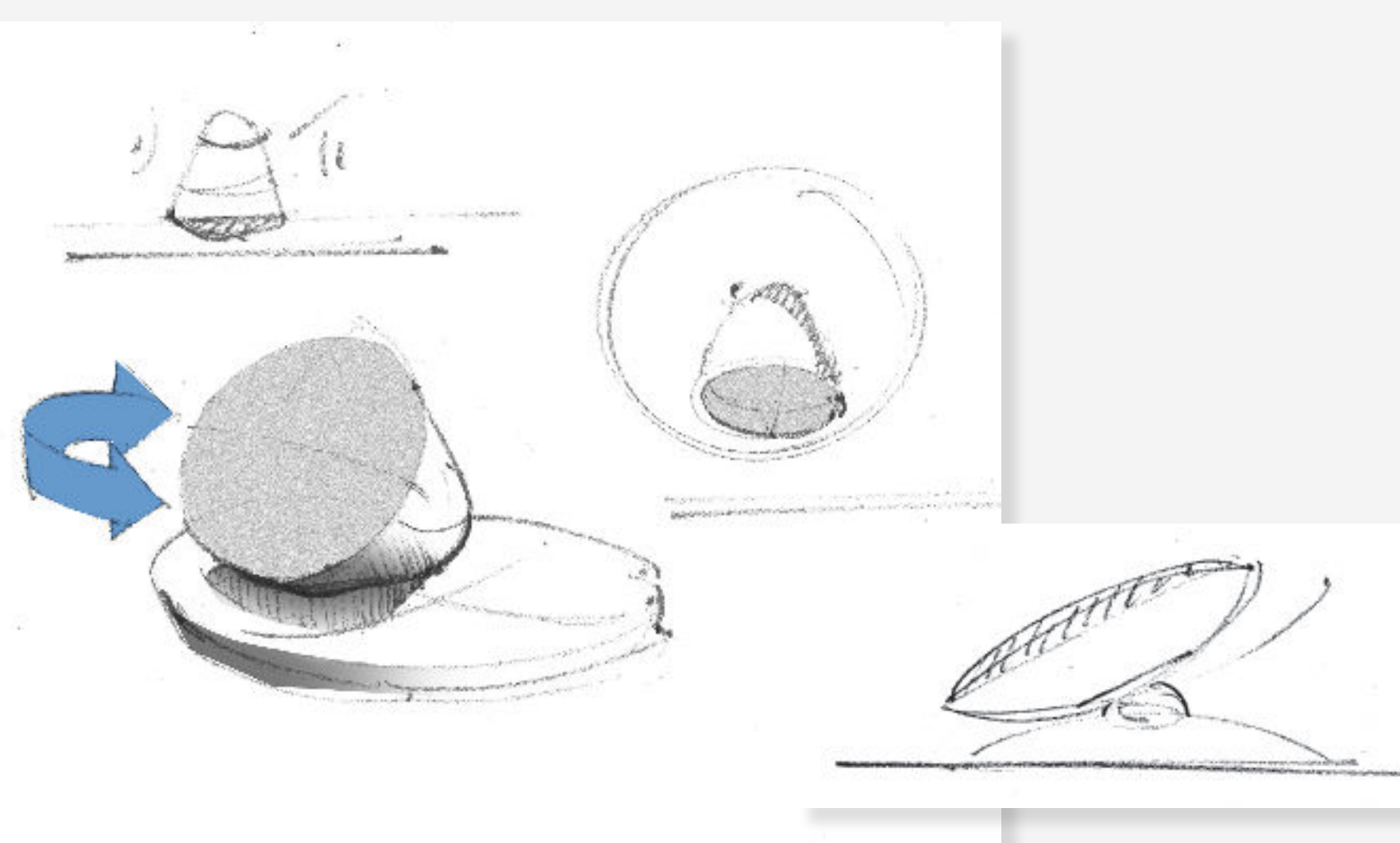
WebCast Go reinterprets the iconic shape of the microphone. With the analogy of a sunflower in mind, the product can be pointed towards the audio source. The device offers three orientations for 3 recording scenarios. “Mono” – “Duo” – and “Omnidirectional” mode.

With the philosophy of Shy Tech in mind, WebCast Go is designed to be a beautiful, yet unobstrusive object on your desk, while also being ready for every recording situation it may face.

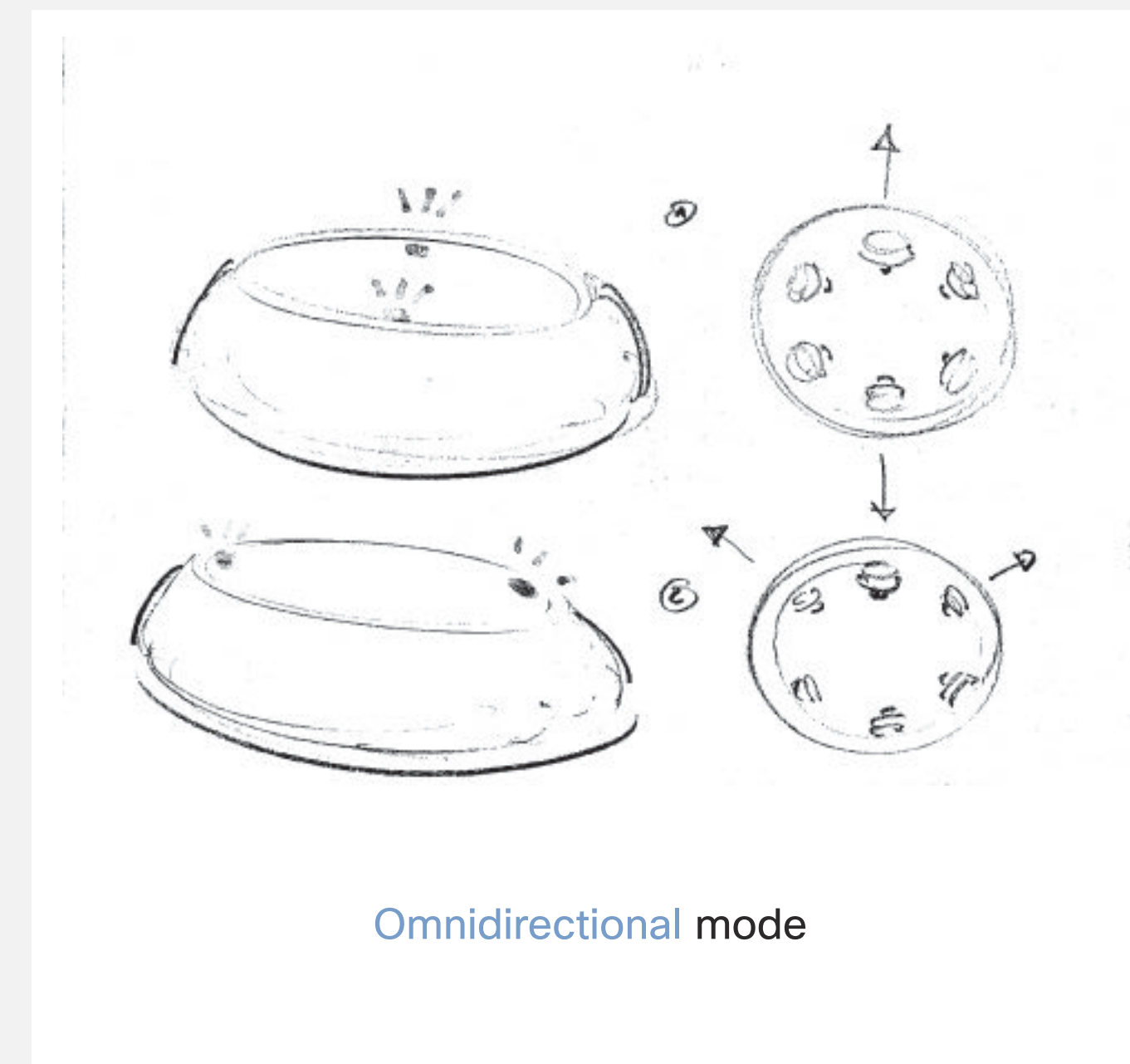
- Evaluation**
- + A new and minimal approach to the design of a microphone.
  - + Showing a versatile 3-in-one solution, ready for any recording situation
  - The new formfactor and interaction concept may compromise the recording quality.



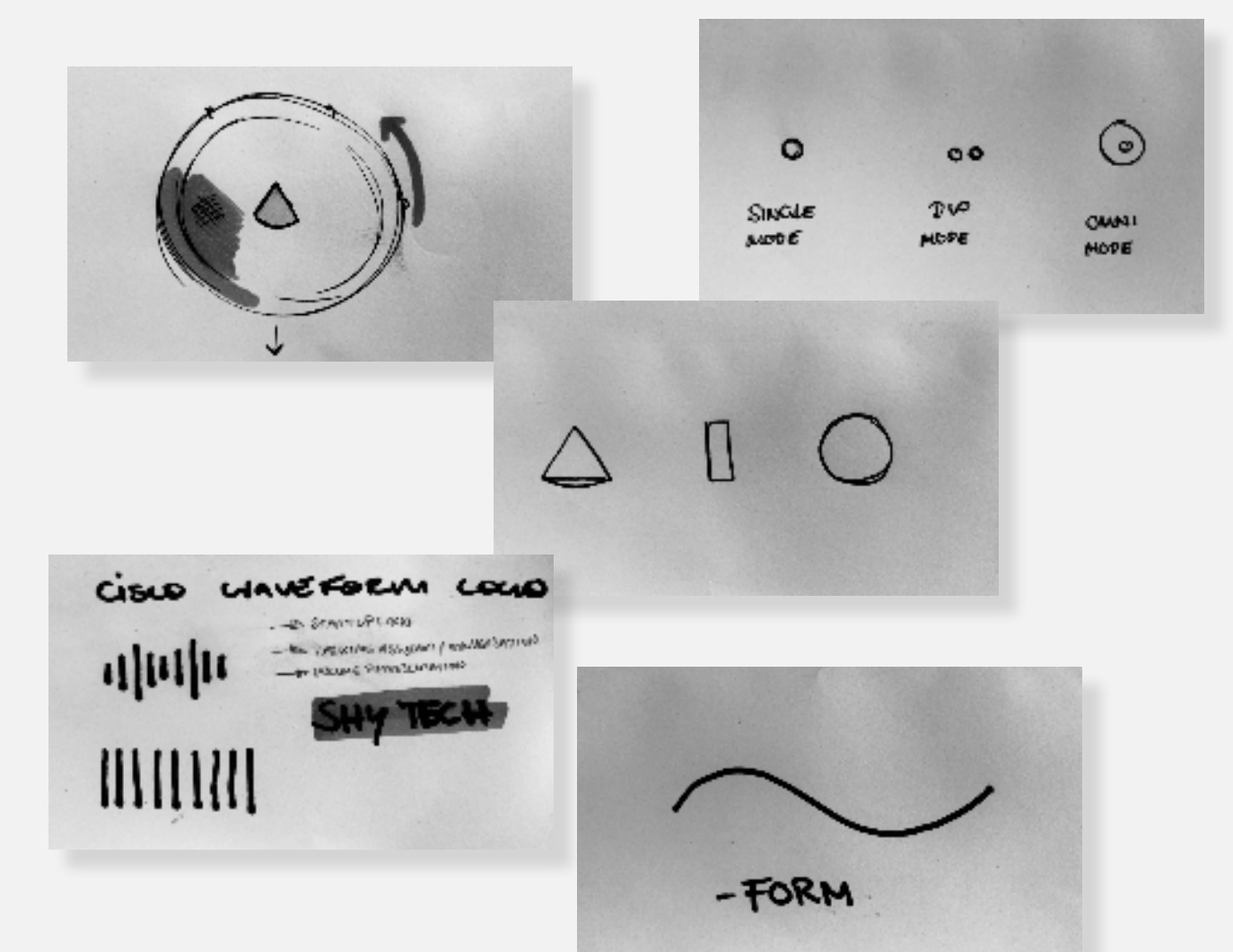
When placed on a desk, the microphone can be **angled to meet the direction of the users voice**.



Alternatively, a **cone shaped microphone** could be **positioned on a curved plate** and rolled towards the audio source. When **turned around**, the rounded pyramid acts as a **360° conference microphone**.



**Omnidirectional** mode

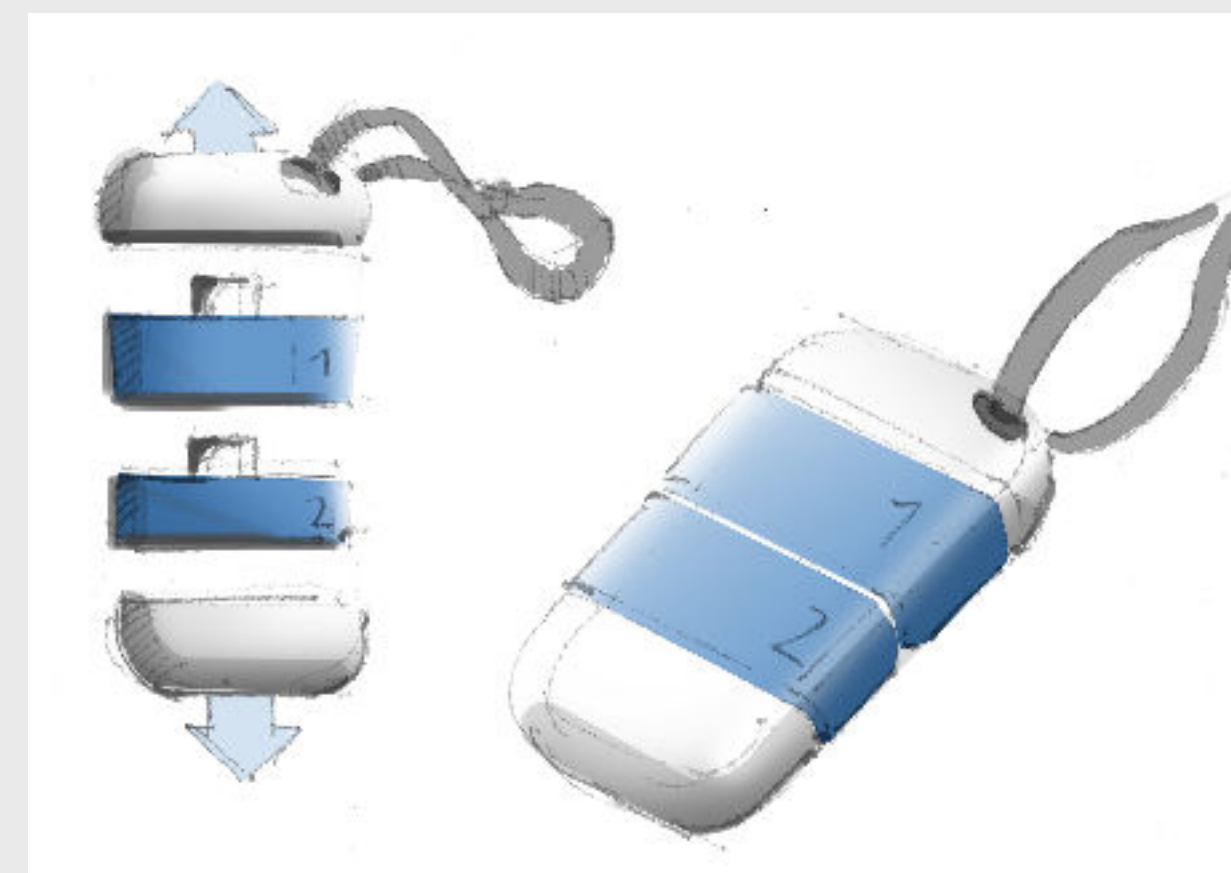
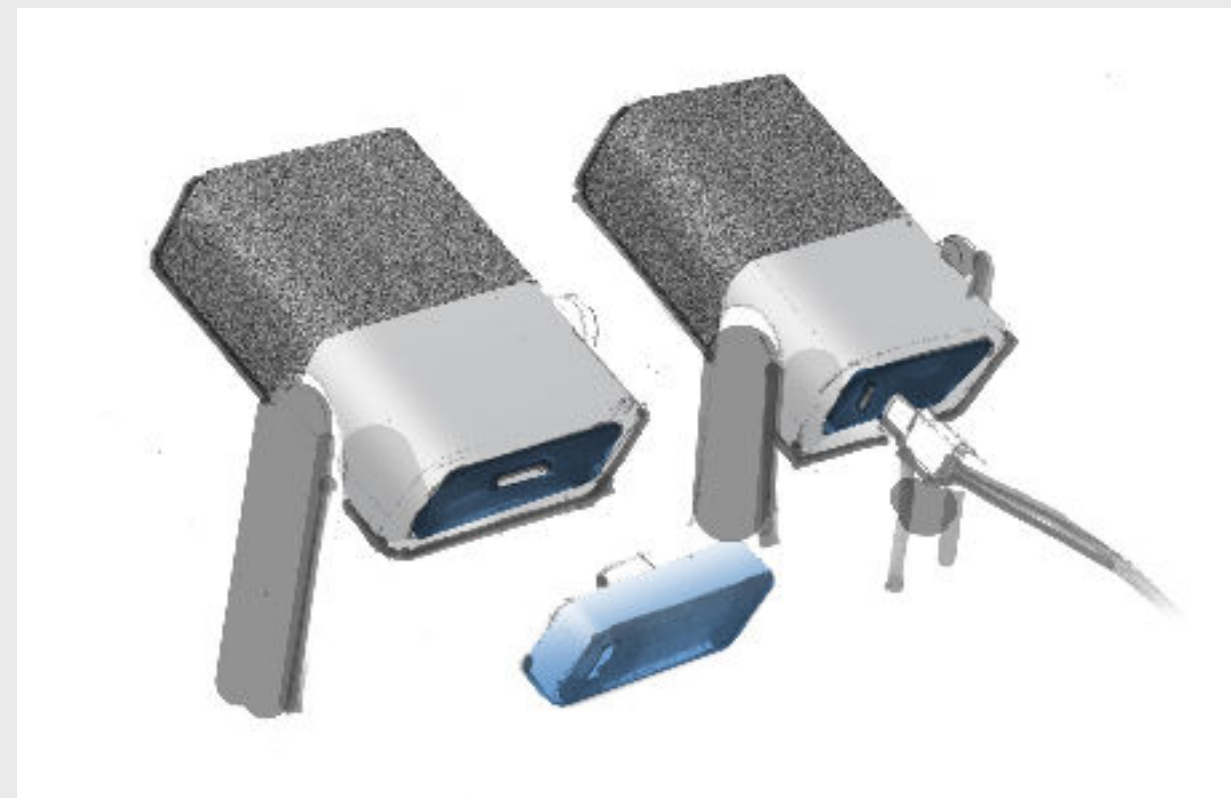


**ShyTech**, 9-stripe LED array, derived from the Cisco Logo



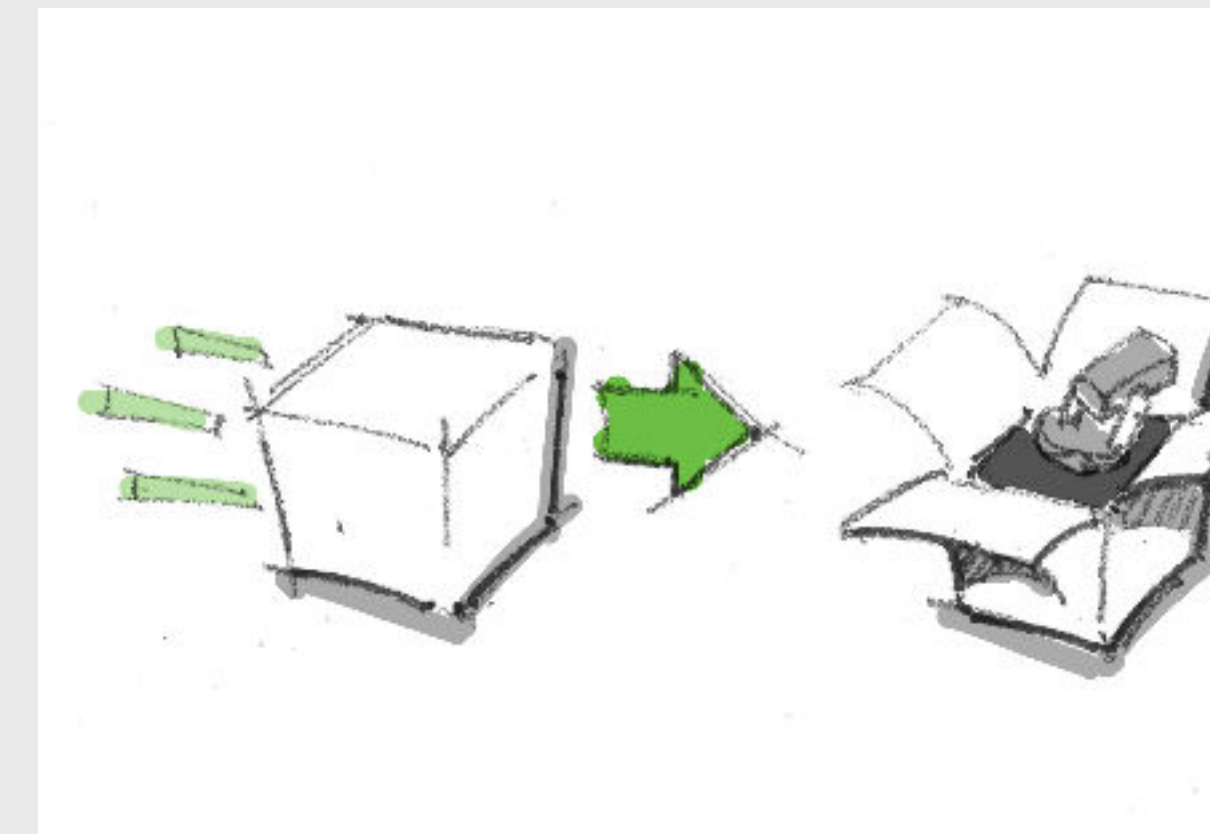
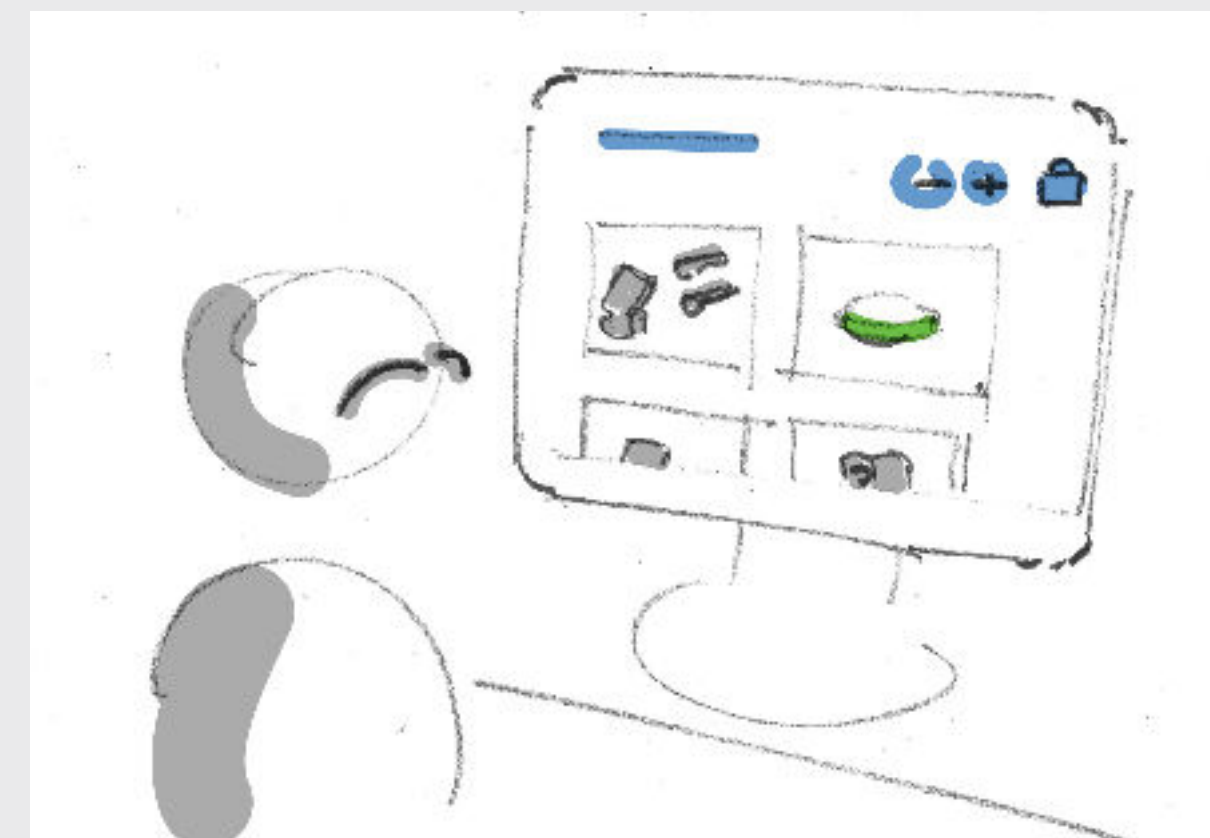
## 3 concept directions

### Project “Cisco on air”



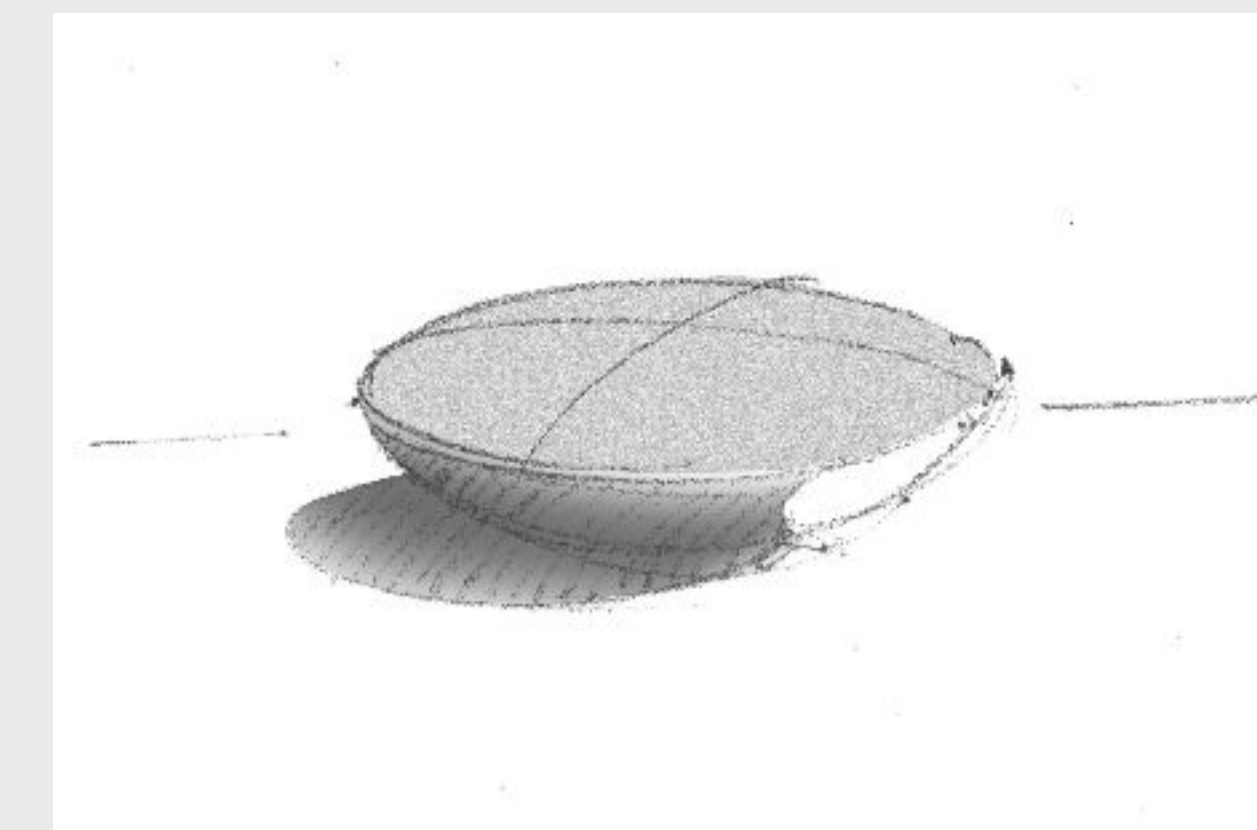
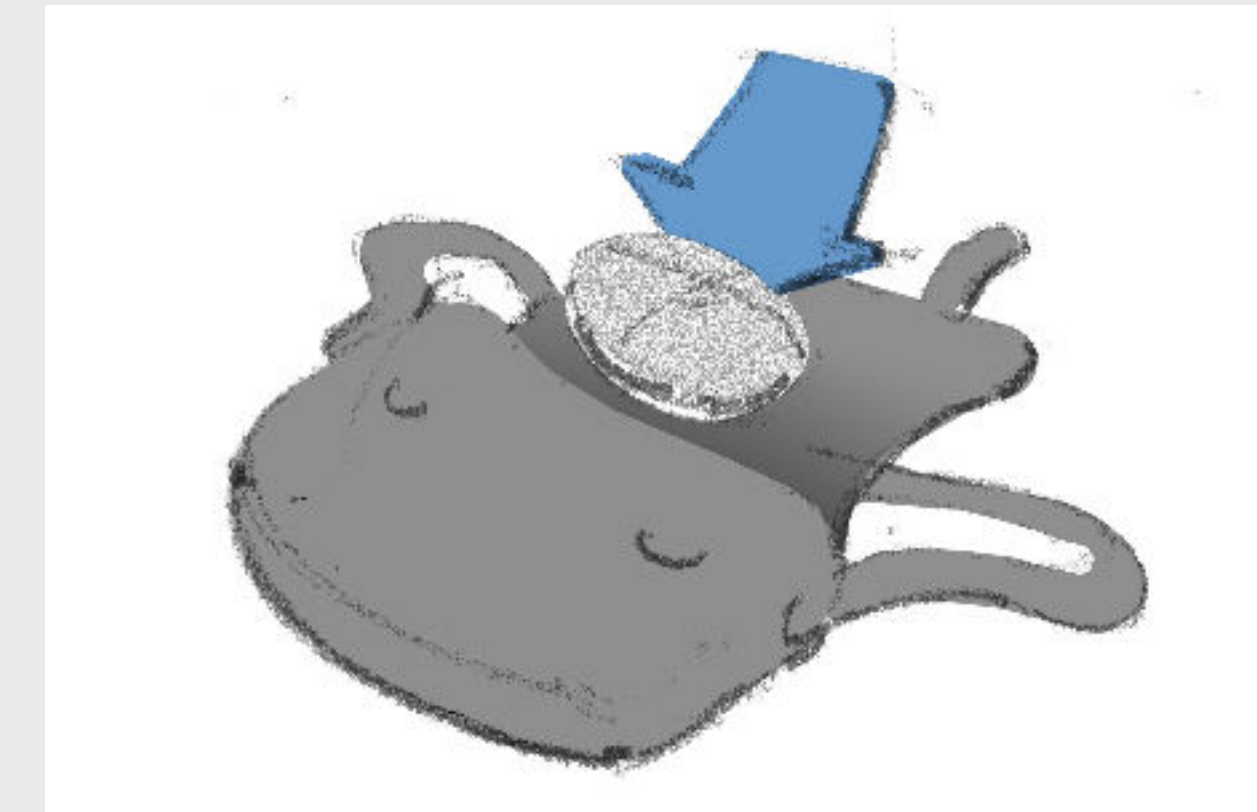
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Concept 2

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Concept 3

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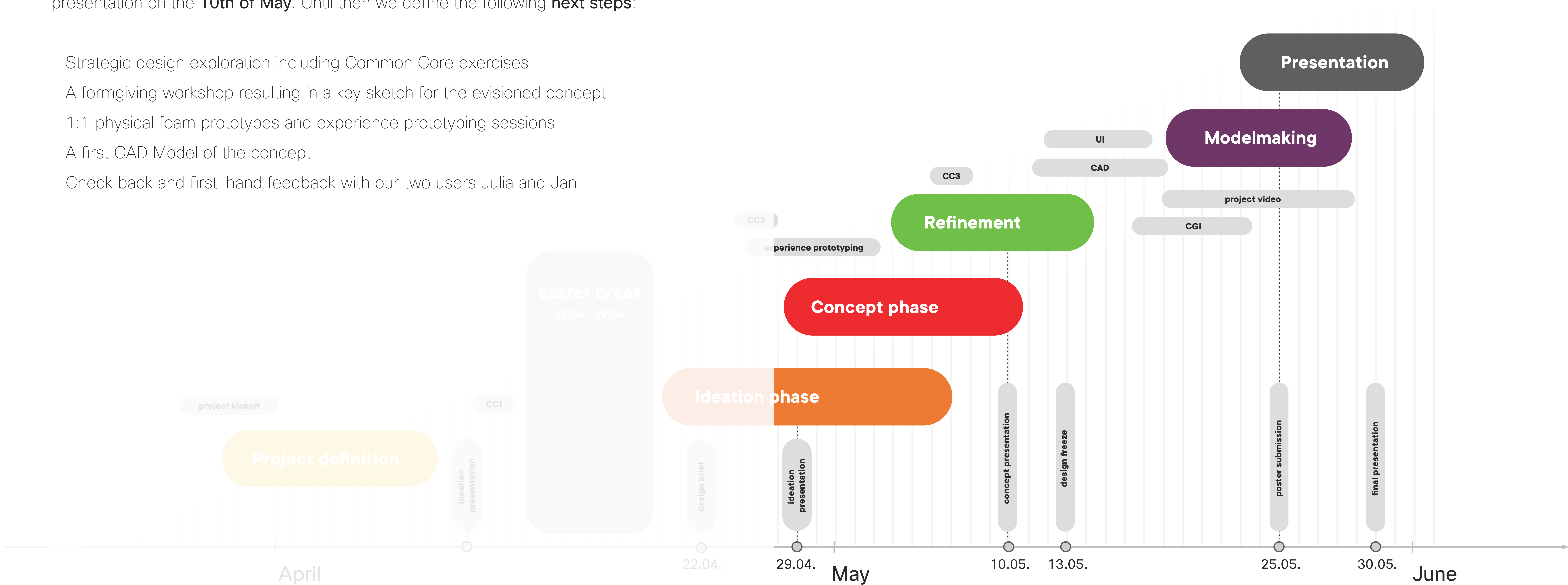


# Project Timeline

## Project “Your life, your Cisco”

After the ideation presentation we will decide on one concept direction, that will be persued until the concept presentation on the **10th of May**. Until then we define the following **next steps**:

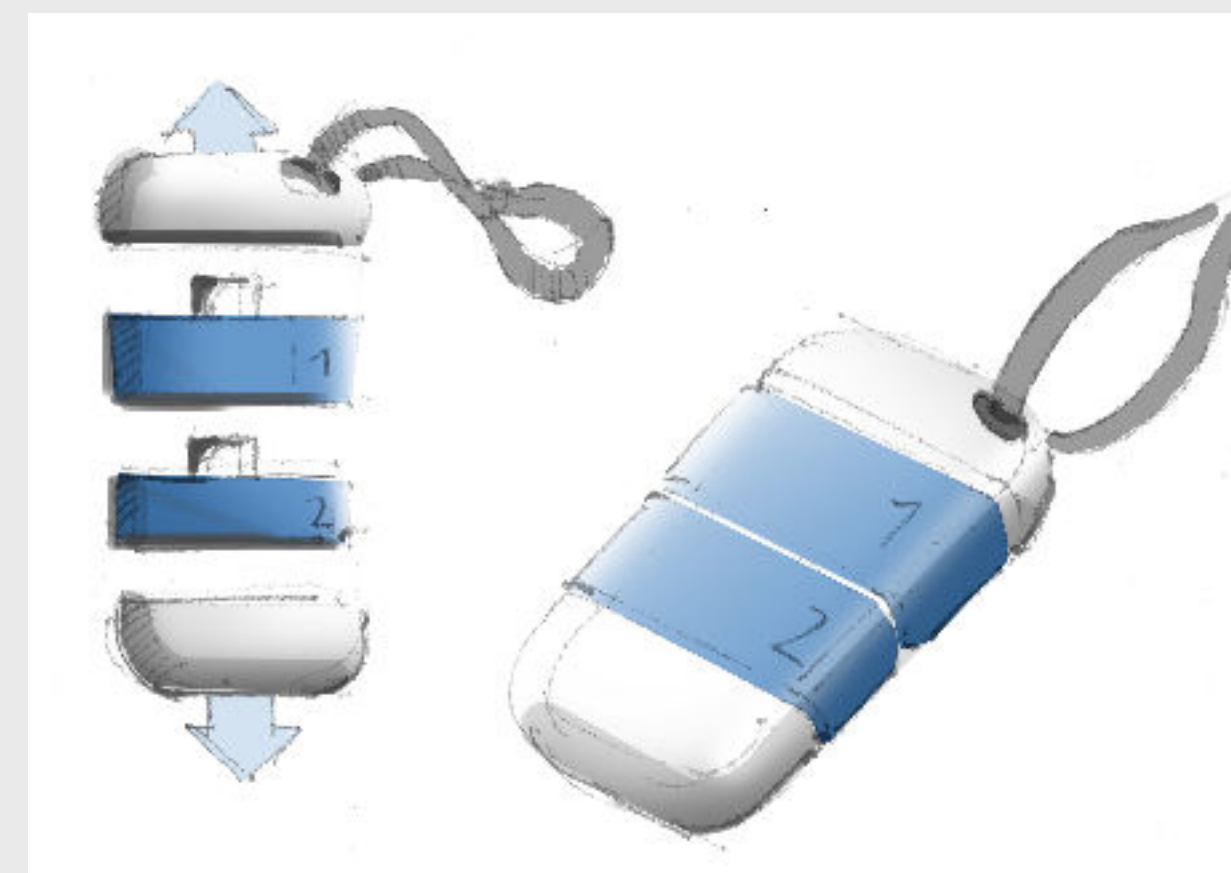
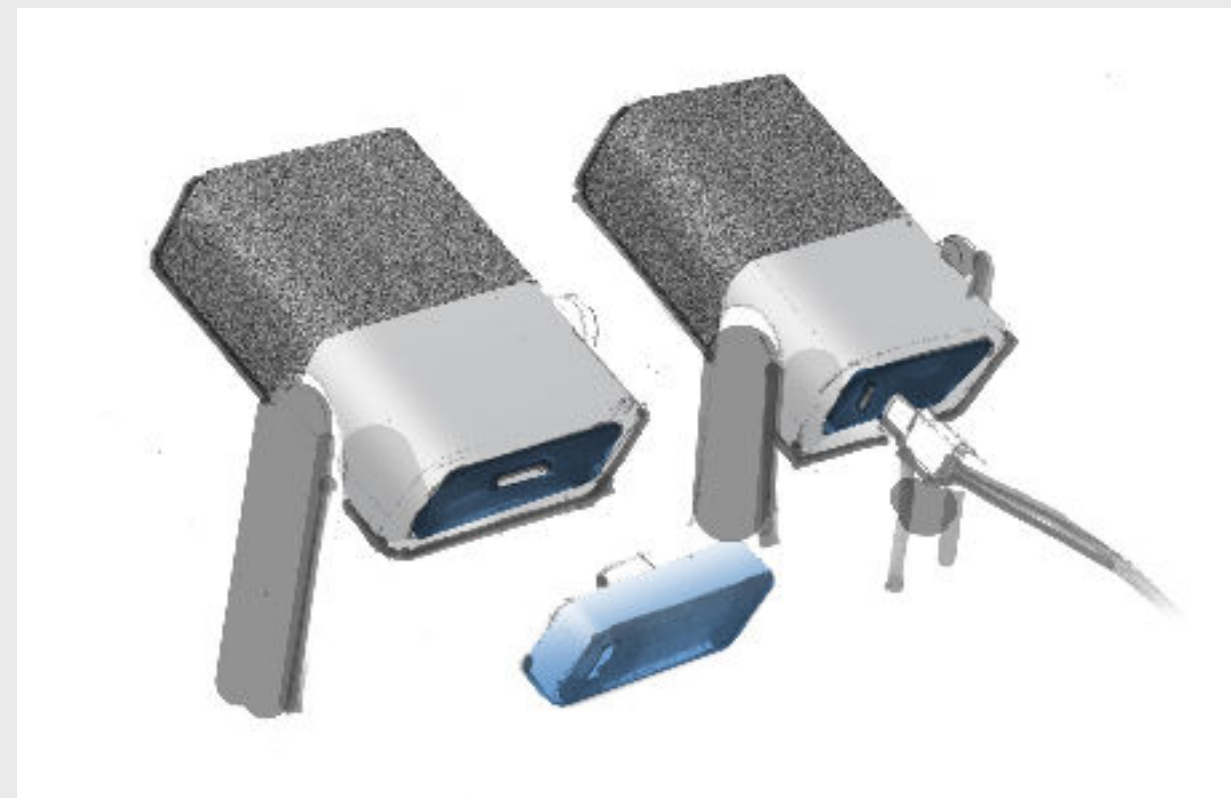
- Strategic design exploration including Common Core exercises
- A formgiving workshop resulting in a key sketch for the evisioned concept
- 1:1 physical foam prototypes and experience prototyping sessions
- A first CAD Model of the concept
- Check back and first-hand feedback with our two users Julia and Jan





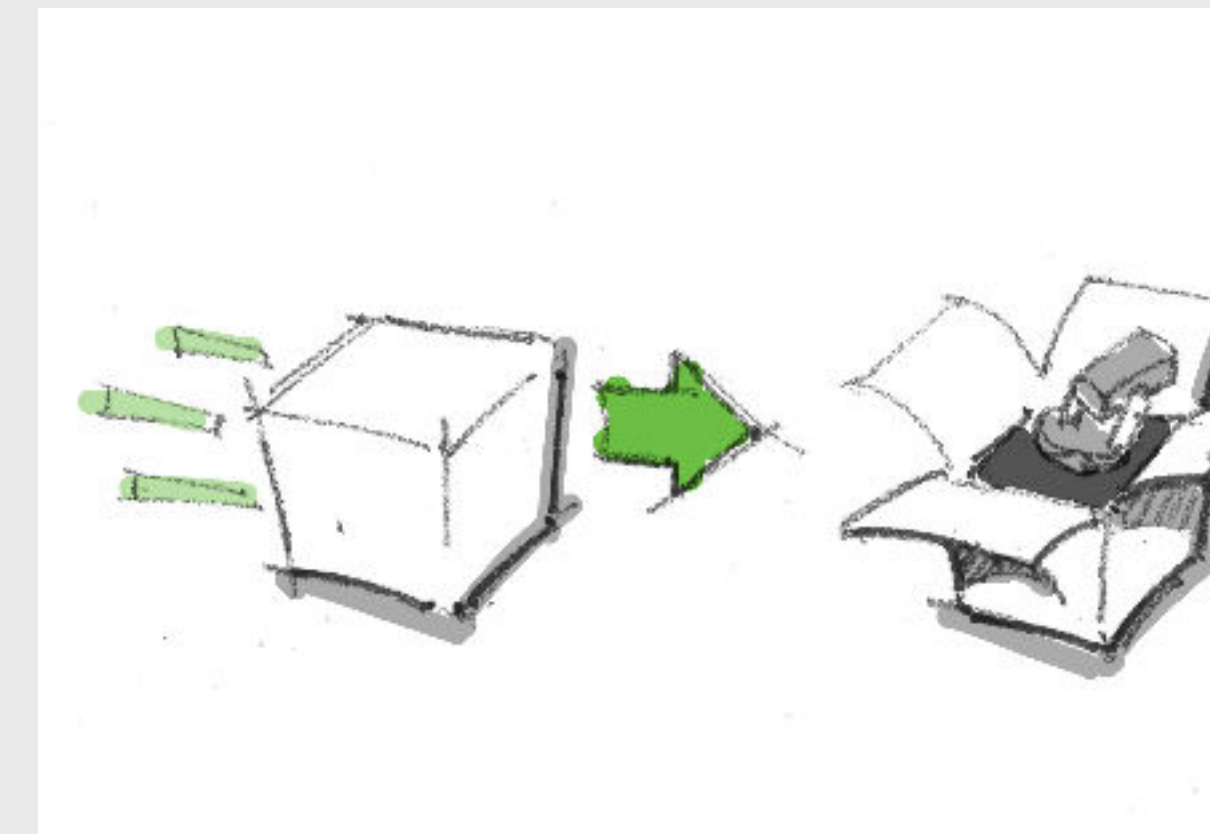
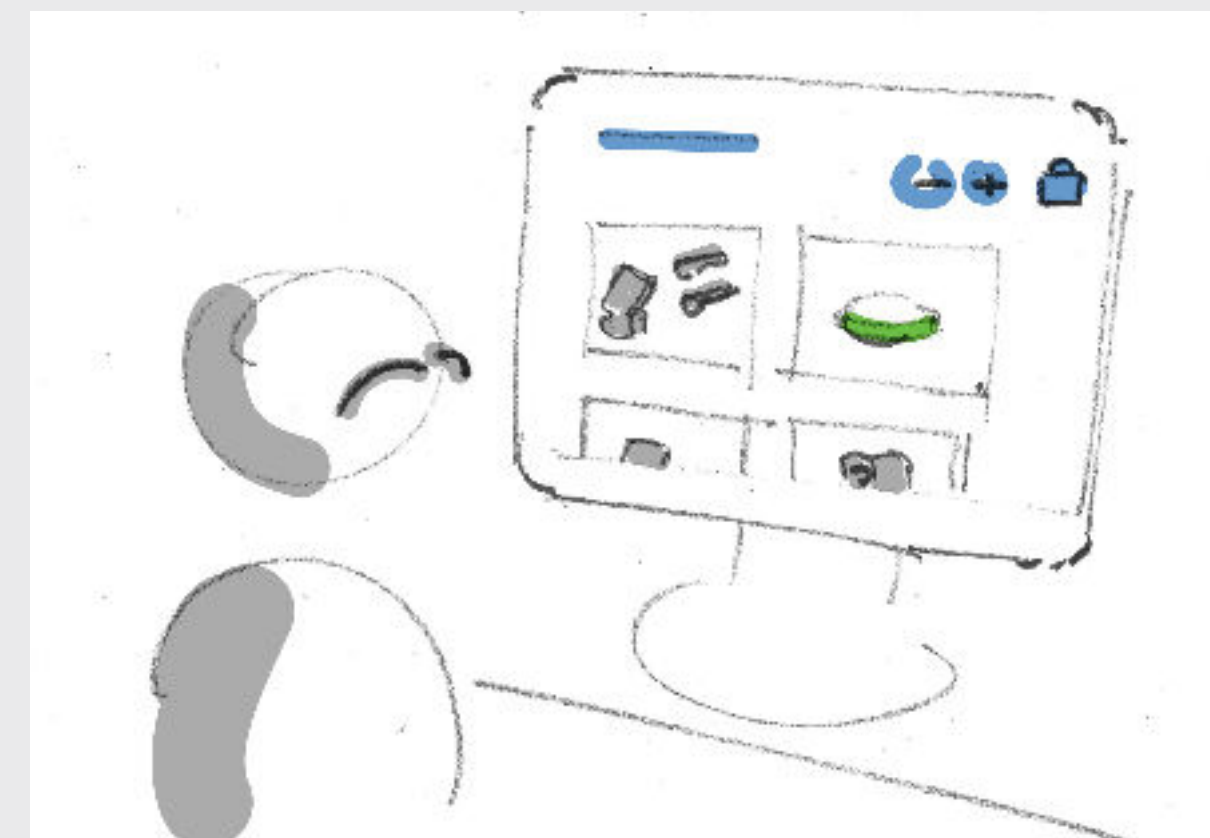
## 3 concept directions

### Project “Cisco on air”



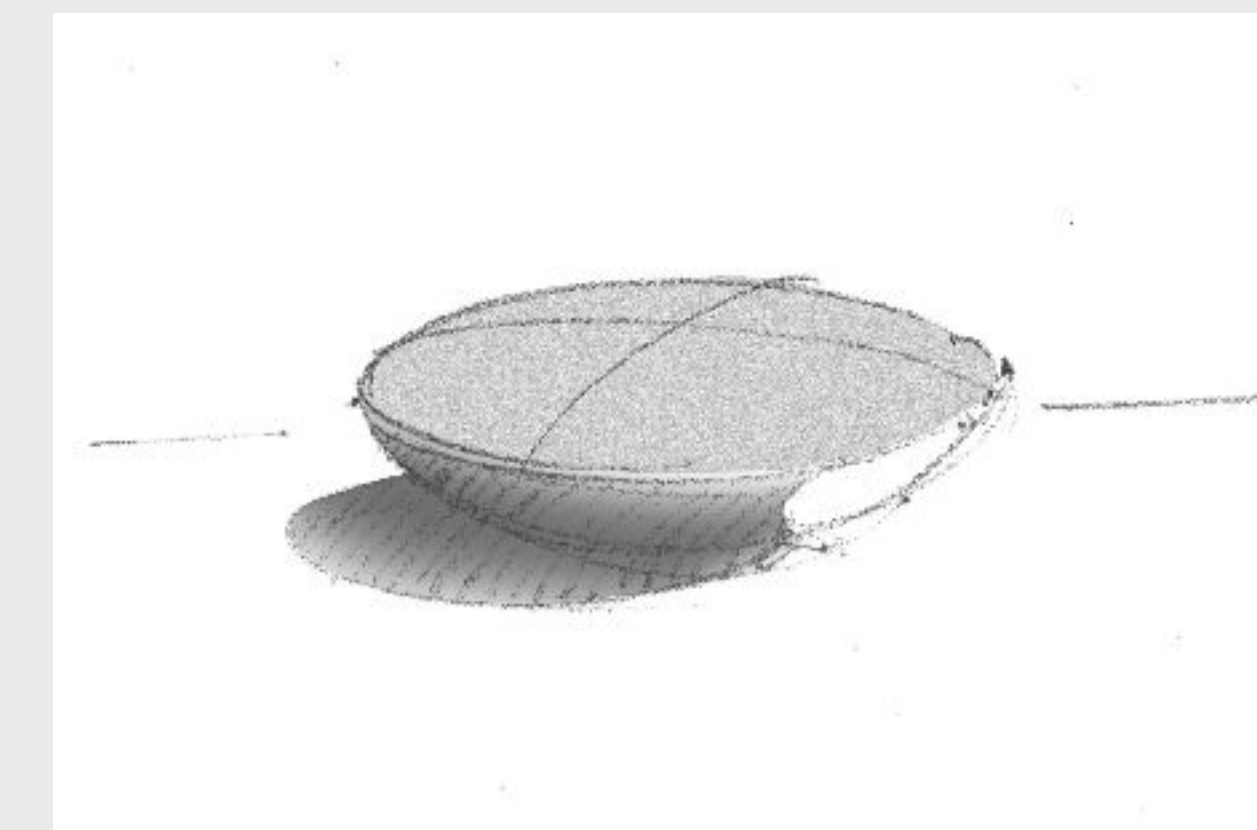
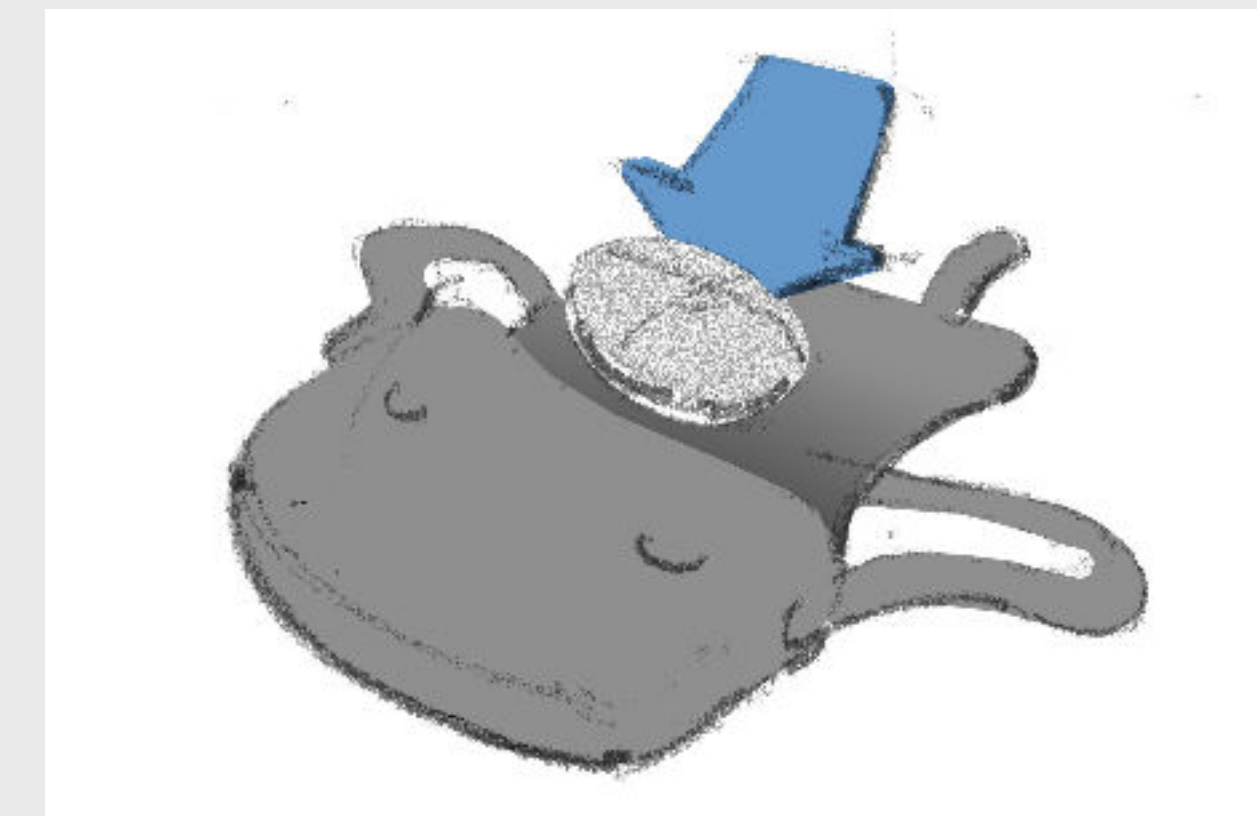
Concept 1

“Cisco grows with your podcast”



Concept 2

“Cisco on demand.”



Concept 3

“WebCast go”





# Cisco on air.

## Term Project 2 | Your Life, your Cisco

### Contact

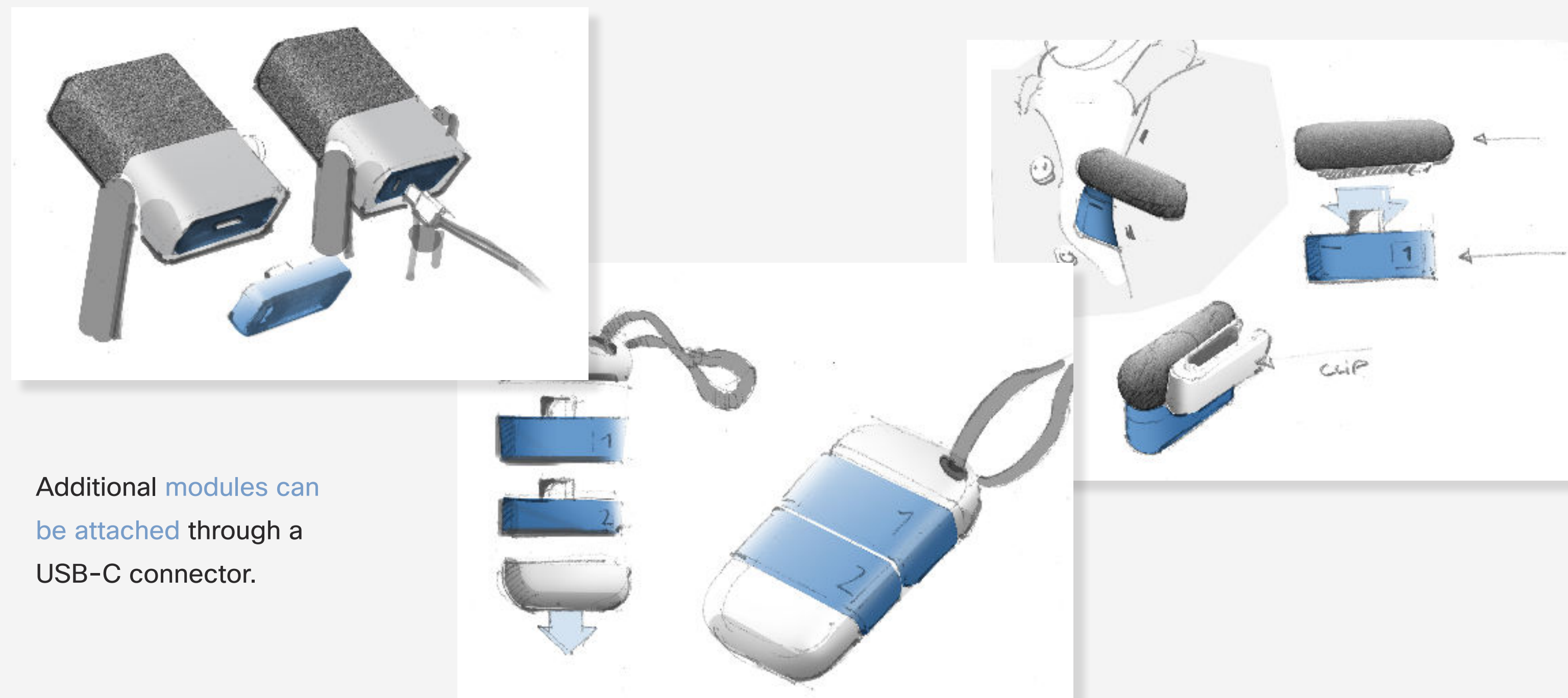
**Nils Achenbach**

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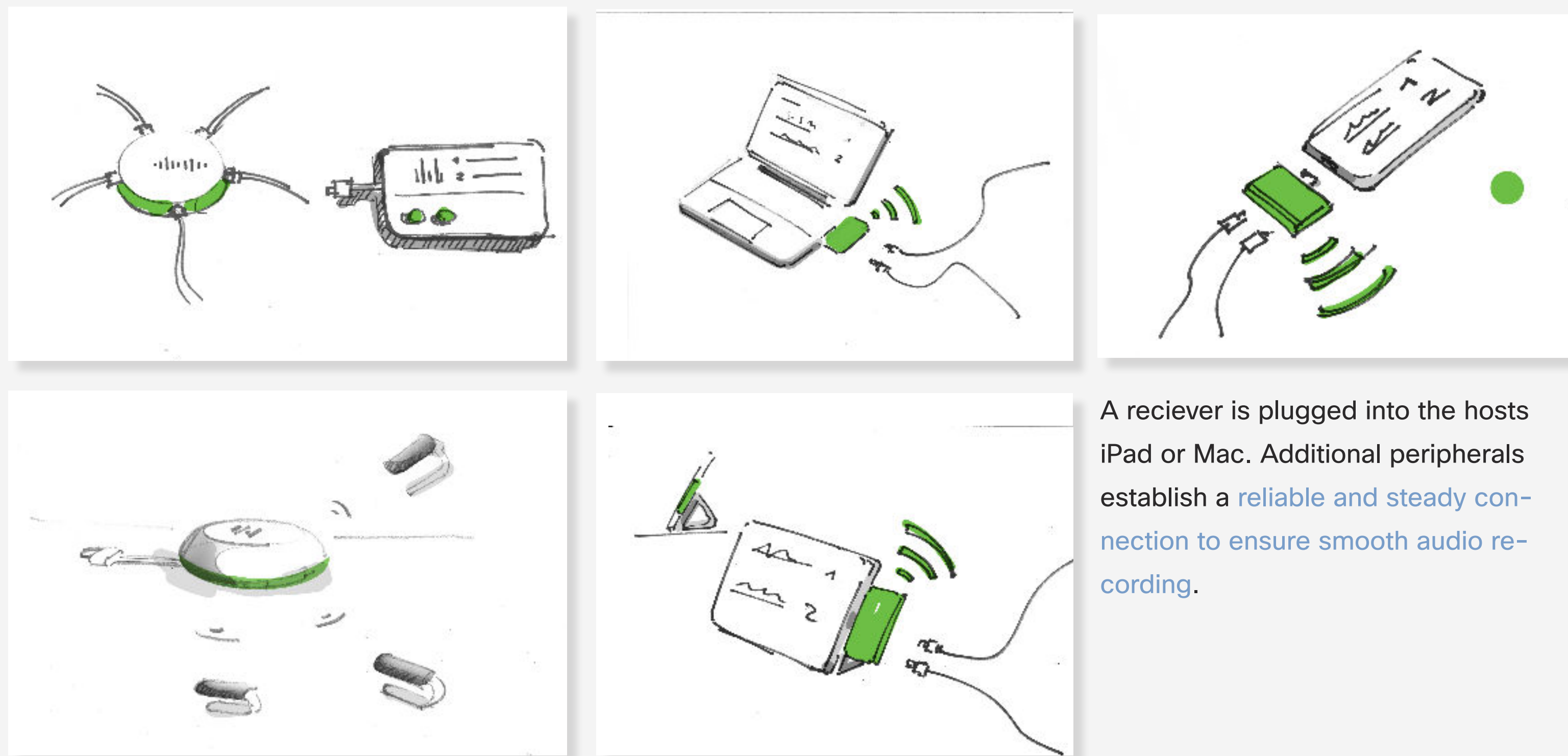
Additional modules can be attached through a USB-C connector.

# Concept 1 | “Cisco grows with your podcast.”

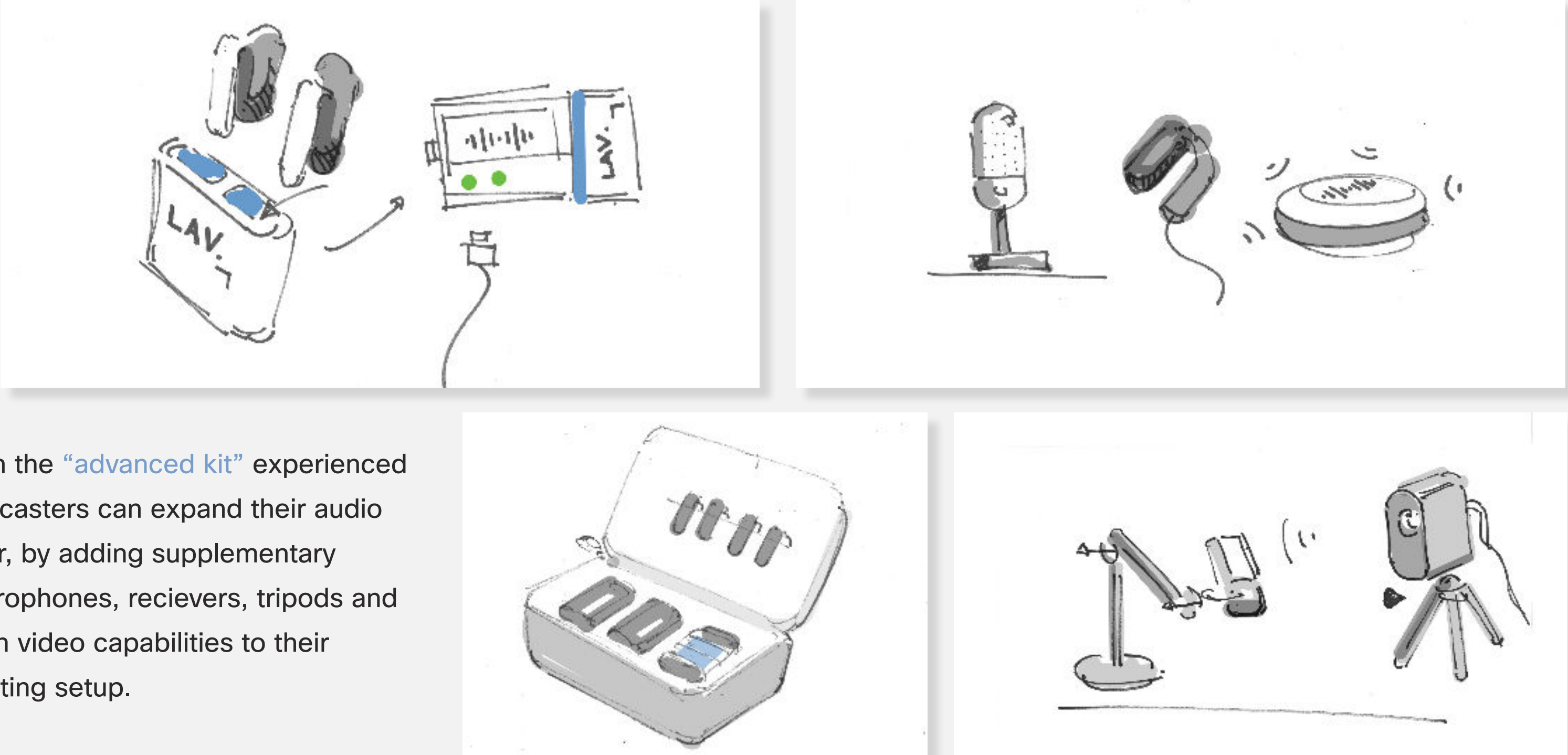
With this solution customers receive a product that expands its functionality with their increasing knowledge about audio recording. Beginning with an easy setup experience and great portability, users get familiar with podcasting. To meet the demands of a larger audience, more specialised and professional add-ons can be attached with ease.

- Evaluation

  - + The customer only buys the relevant setup, which reduces unused products.
  - + The product is upgradable, offering a flexible expansion - from beginner to pro.
  - Too many options could be overwhelming for beginners.
  - A pro-setup could increase the overall product dimensions in a noticeable way.



A receiver is plugged into the host's iPad or Mac. Additional peripherals establish a reliable and steady connection to ensure smooth audio recording.



With the “advanced kit” experienced podcasters can expand their audio gear, by adding supplementary microphones, receivers, tripods and even video capabilities to their existing setup.



Every user can **customise their setup based on their individual needs**.

**Jan** decides to get a studio setup with a tipod, studio mic and 2 Lavalier mics for 35€.

**Shannon** only needs an omnidirectional mic.  
She only pays 10€ for her setup.

For her special podcast guests, **Julia** adds two additional studio mics to her existing subscription and **sends them directly to her interview partners**.  
She now pays 45€ for her subscription this month and plans to return them after the podcast.

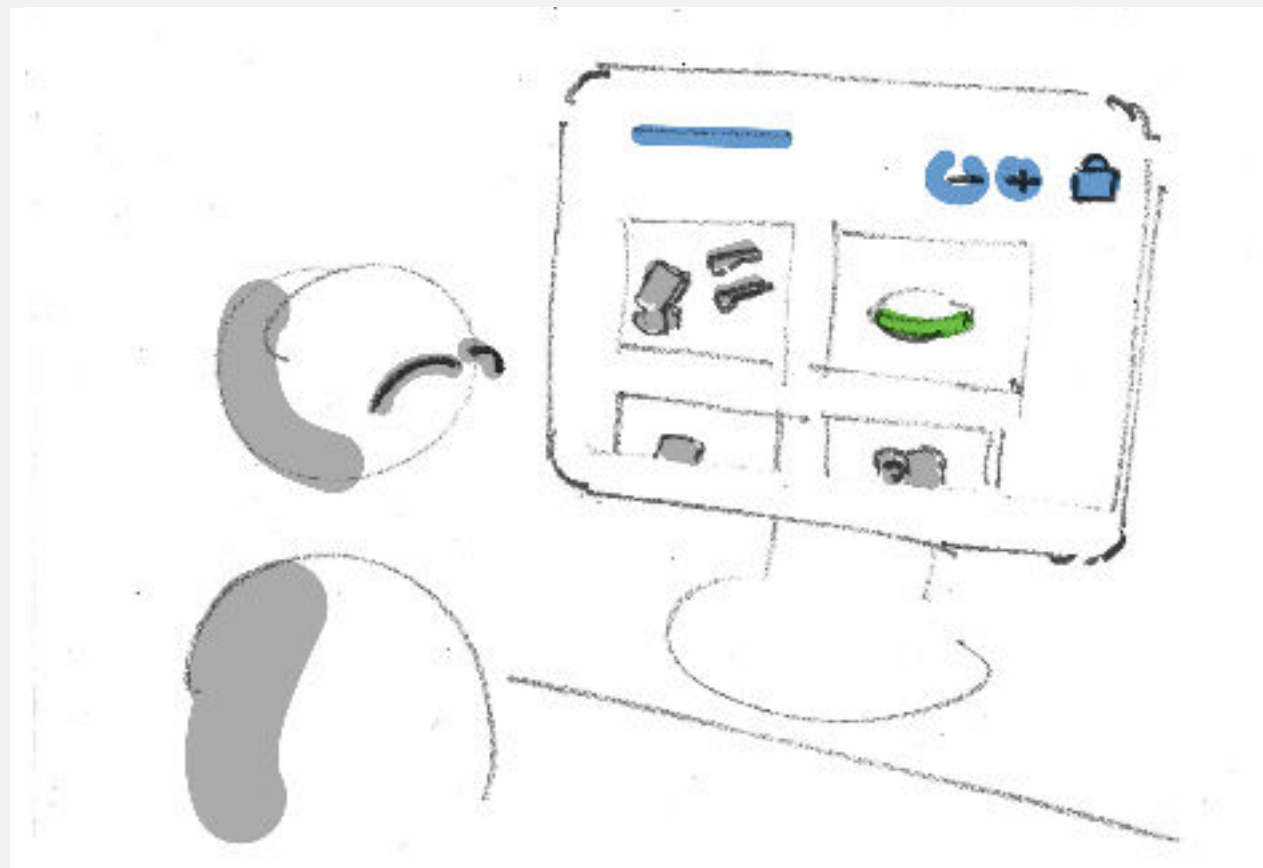
**Hardware** - Ciscast mic lineup  
**Software** - WebCast Suite  
**Service** - Technical support + customisation

## Concept 2 | “Cisco on demand.”

Cisco creates a **rental solution for audio products** in which the users decide what they need, depending on their common podcasting setup. If needed, extra microphones for additional guests can be **added to the setup with ease**. The service **offers a setup for every budget and level of experience**, since the cost of the individual subscripton plan varies depending on the amount of products rented.

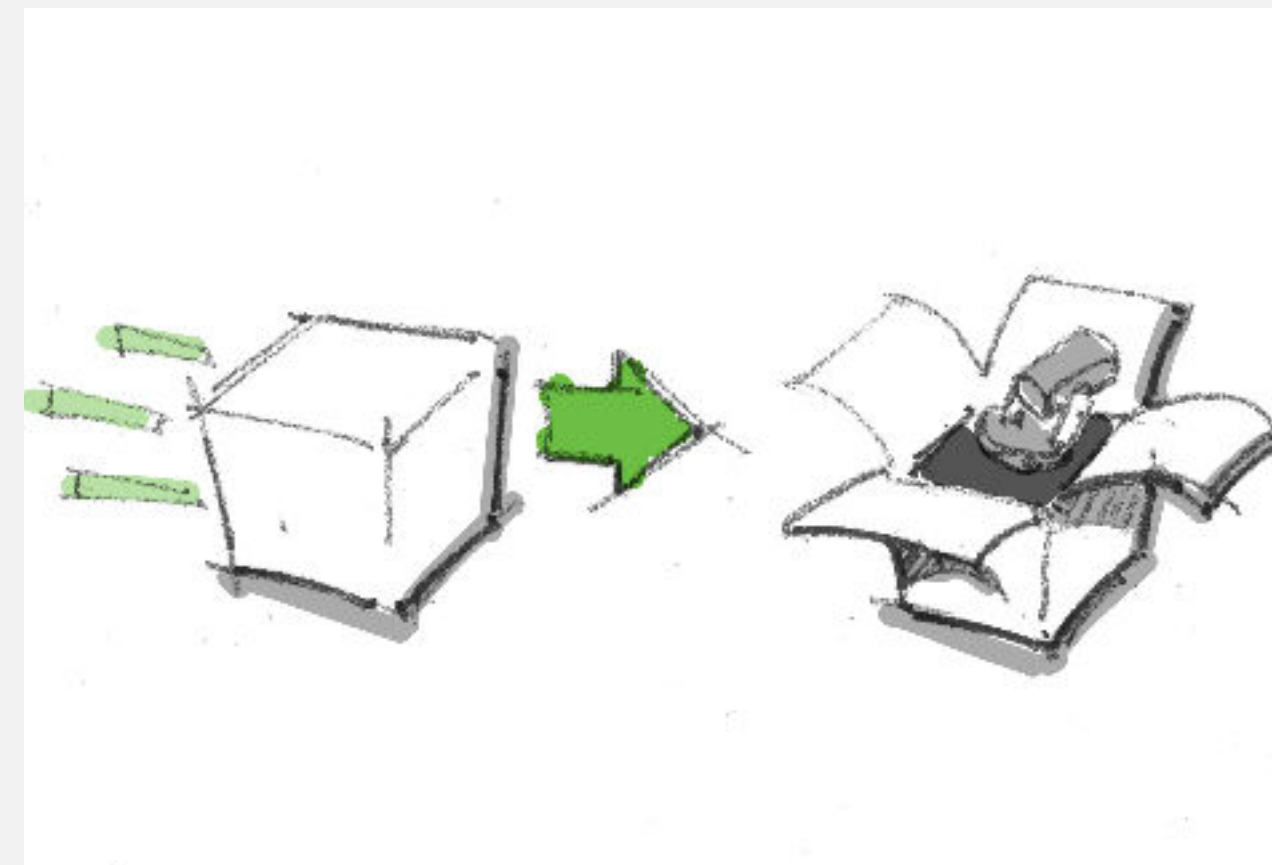
- Evaluation**
- + A smooth transition from the B-B into the B-C market.
  - + The costumer only gets what he/she needs, making the concept more sustainable.
  - + The replacement of components or technical support gets more accessible.
  - *Is it a big effort for Cisco to create the infrastructure of sending and recieving setups?*
  - Could the waiting time take too long for a customer, when having a scheduled meeting?

### Step 1



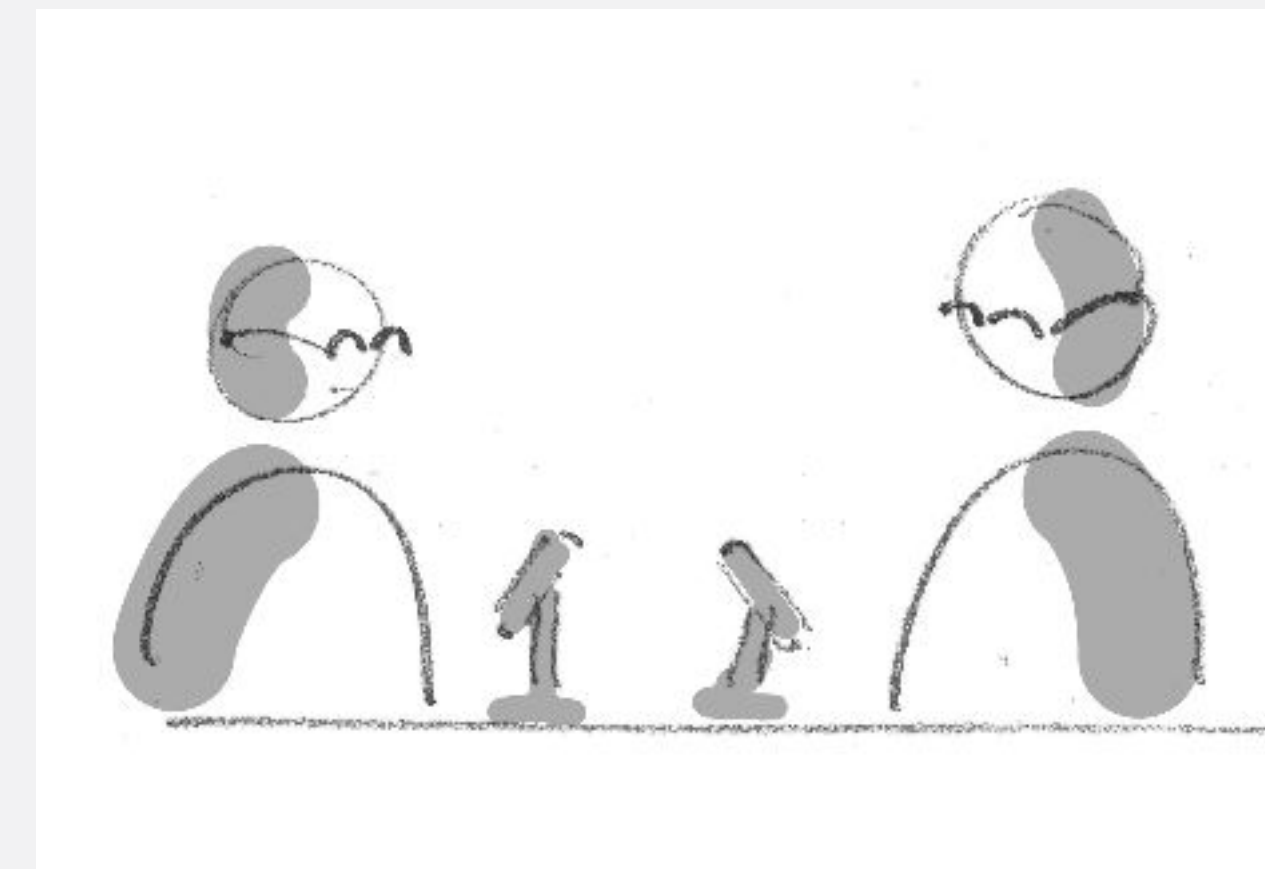
The user **orders additional Lavalier microphones** in the **setup configurator** an upcoming podcast with interview partners.

### Step 2



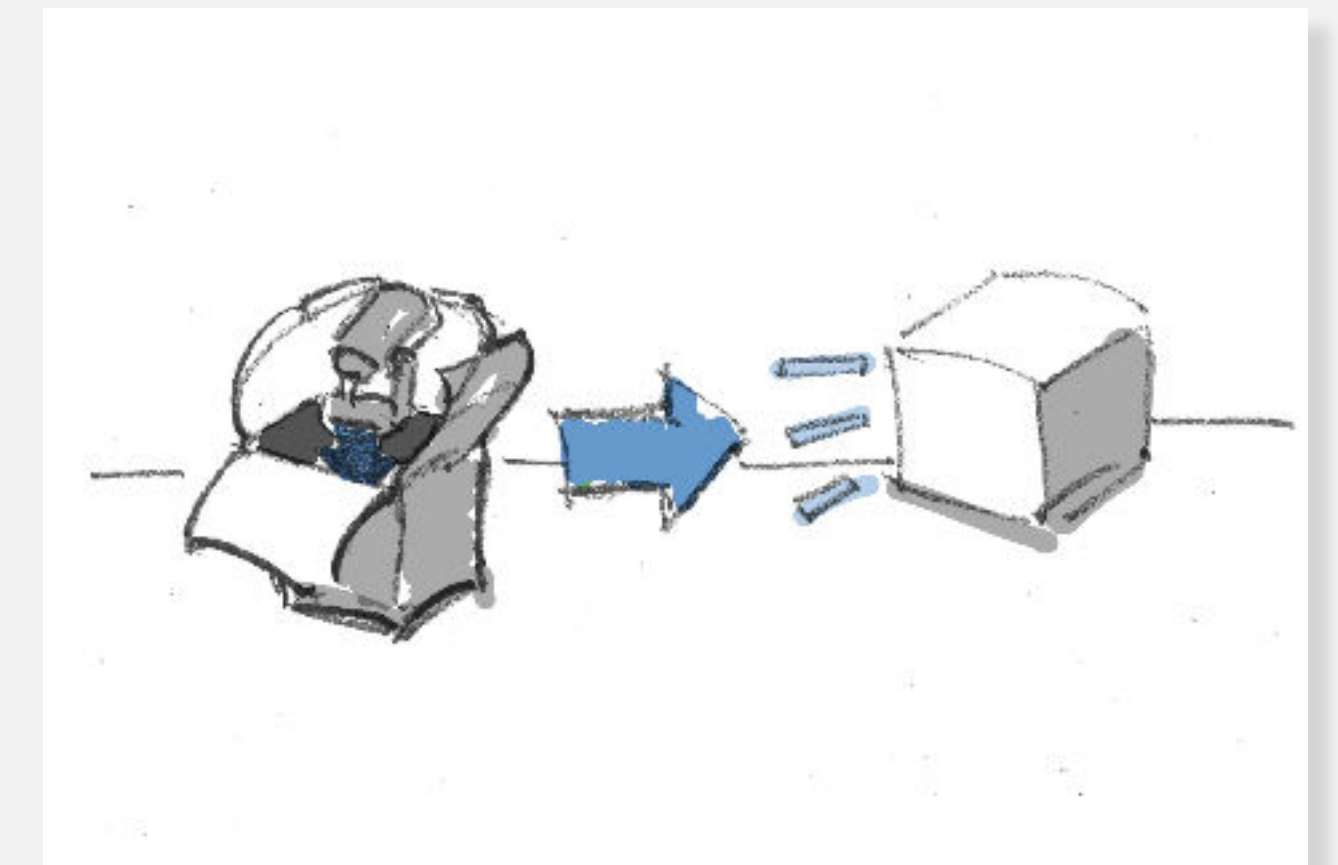
The ordered microphones are **added to the monthly subsription rate** and shipped to the users home adress.

### Step 3



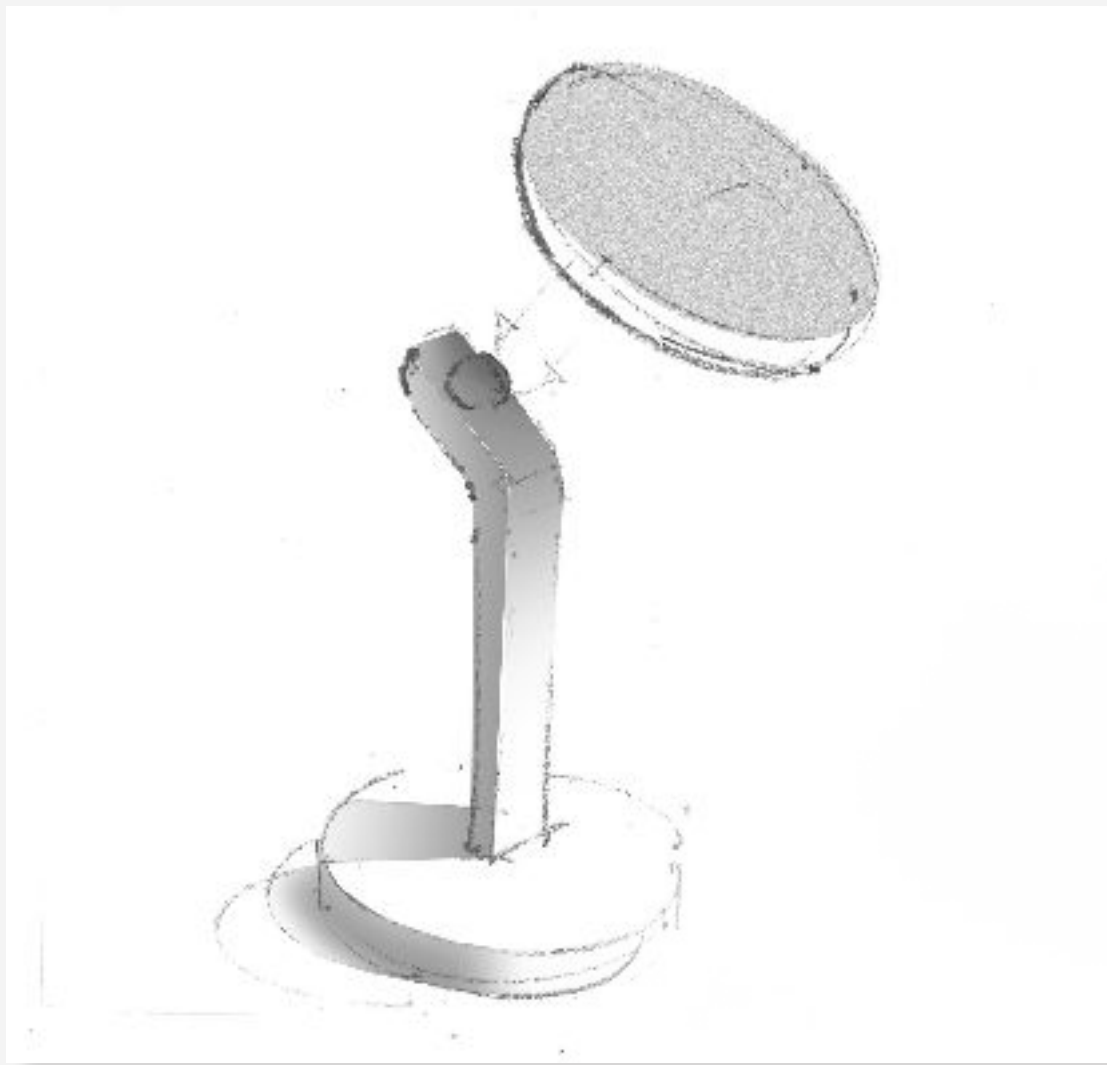
The podcast can be held with the **optimal audio setup**.

### Step 4

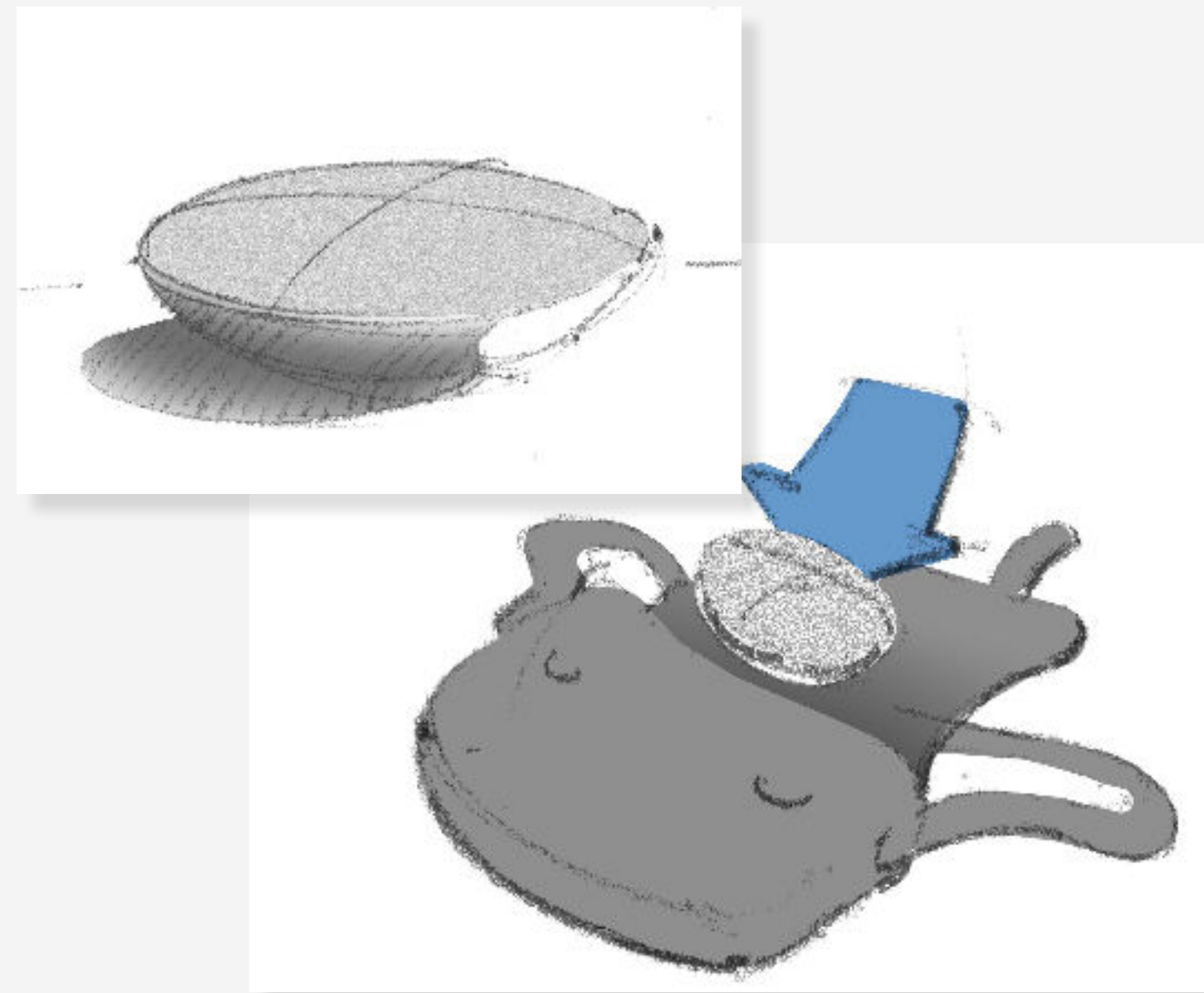


After the interview, the user **decides to return the additional microphones**. The **susription fee will be reduced** based on the devices that have been returned.





The **Puck** can be attached to an **optional stand** to position the microphone **closer to the audio source**.



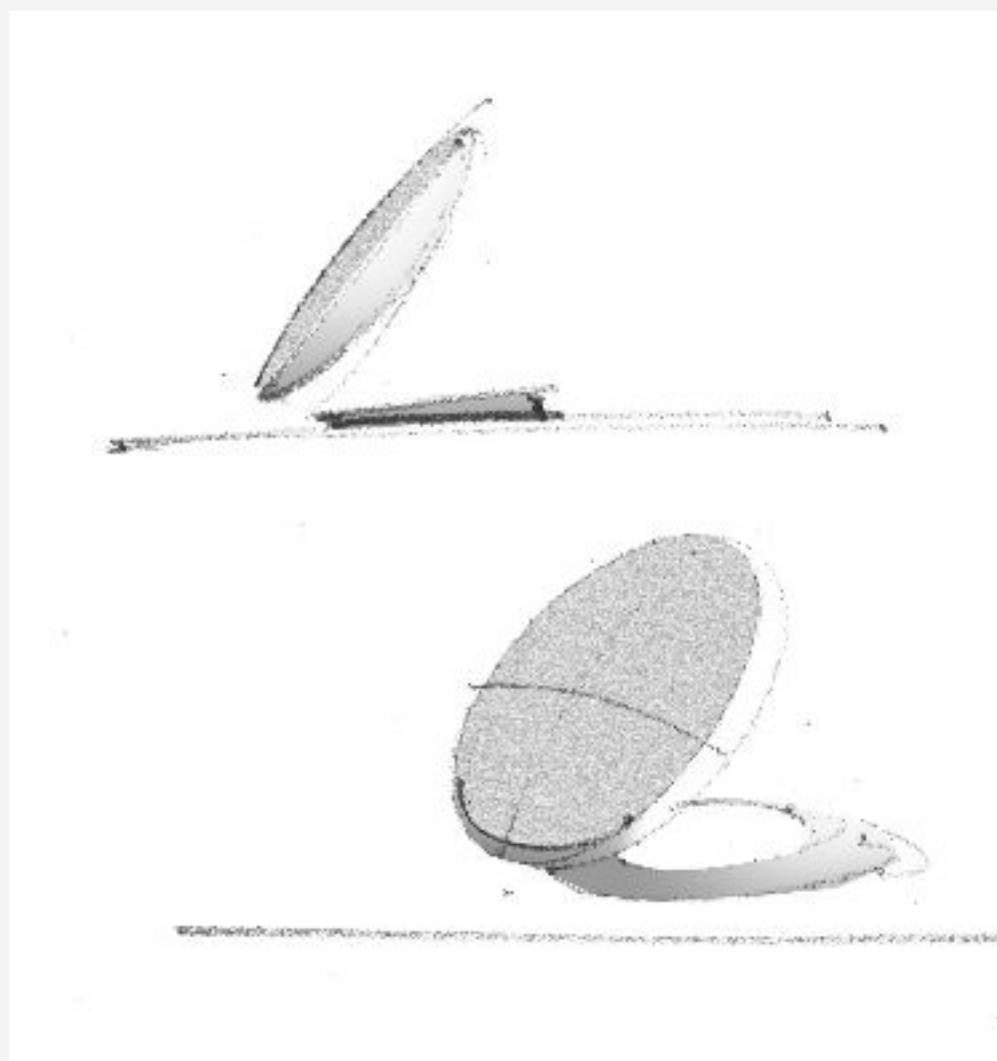
The setup is **small and robust** enough to be **stowed in a backpack or handbag**.

## Concept 3 | “WebCast Go”

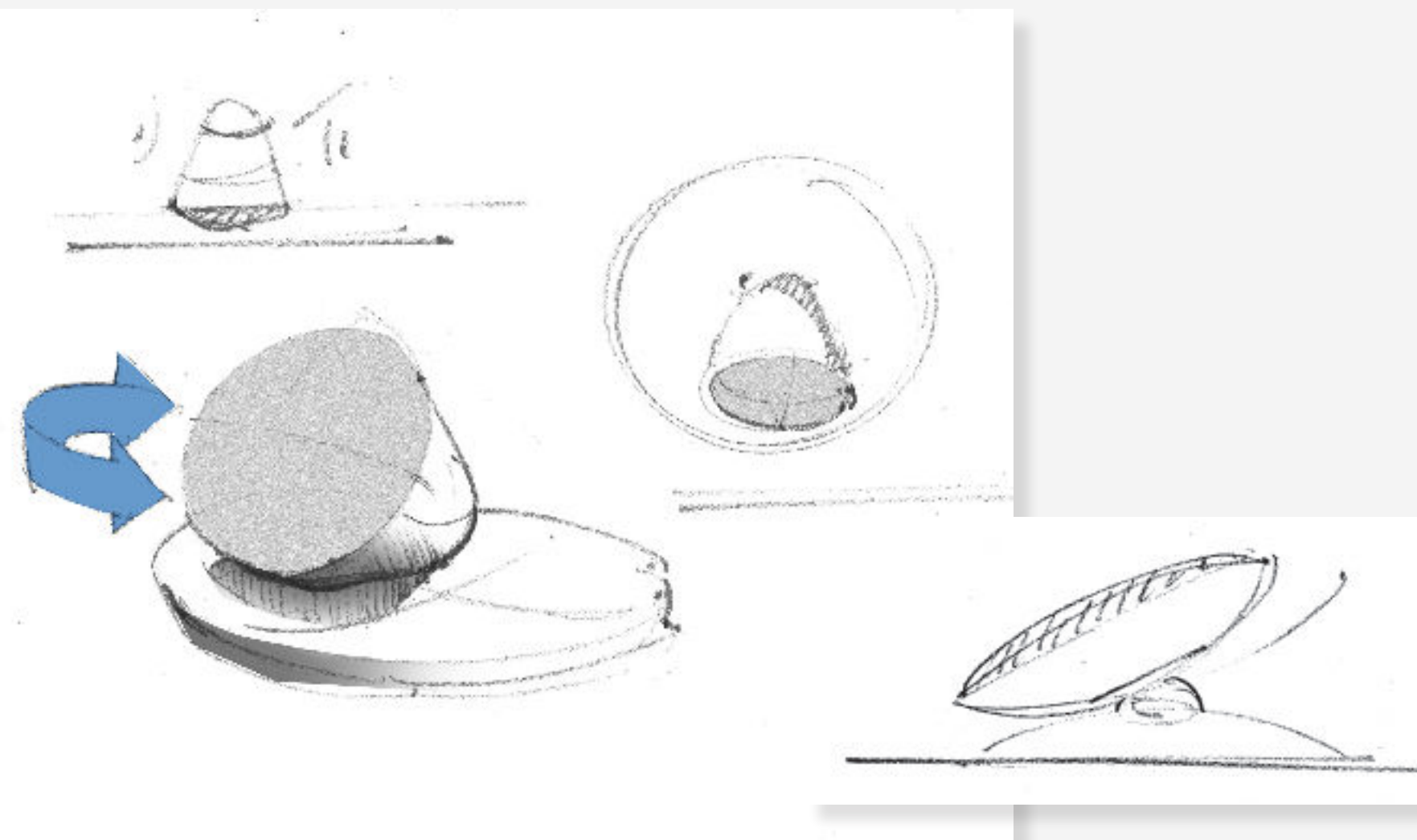
WebCast Go reinterprets the iconic shape of the microphone. With the analogy of a sunflower in mind, the product can be pointed towards the audio source. The device offers three orientations for 3 recording scenarios. “Mono” – “Duo” – and “Omnidirectional” mode.

With the philosophy of Shy Tech in mind, WebCast Go is designed to be a beautiful, yet unobstrusive object on your desk, while also being ready for every recording situation it may face.

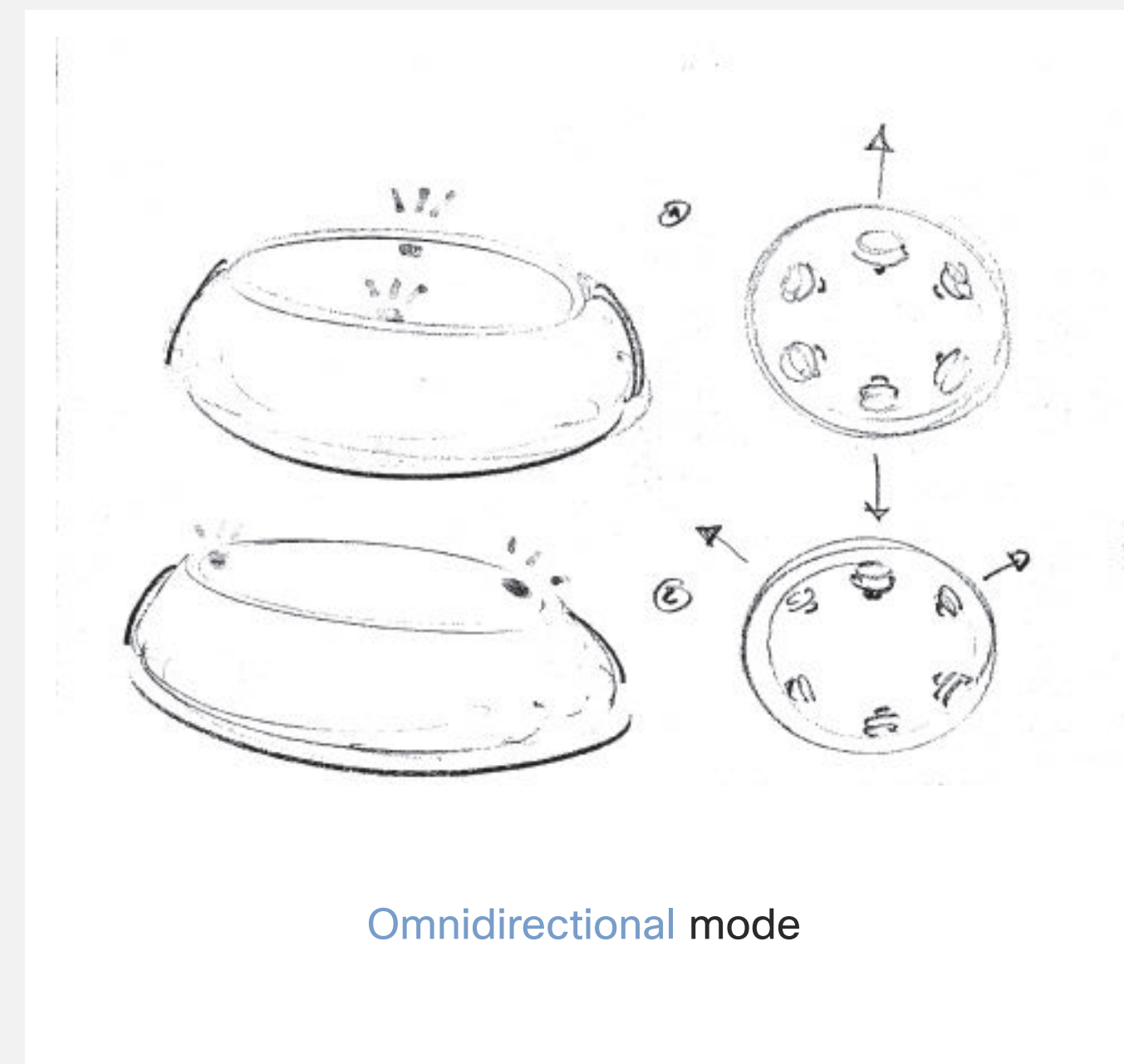
- Evaluation**
- + A new and minimal approach to the design of a microphone.
  - + Showing a versatile 3-in-one solution, ready for any recording situation
  - The new formfactor and interaction concept may compromise the recording quality.



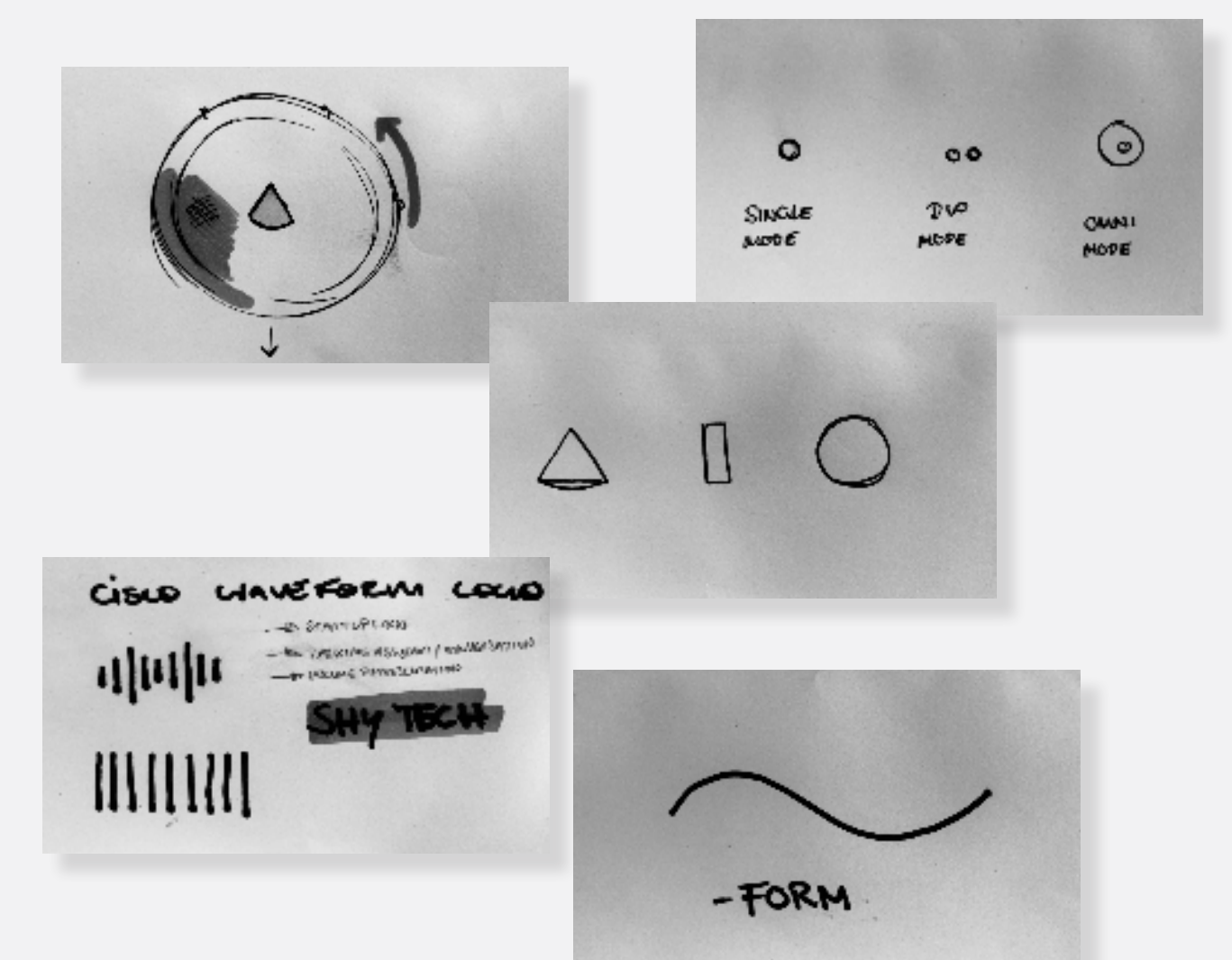
When placed on a desk, the microphone can be **angled to meet the direction of the users voice**.



Alternatively, a **cone shaped microphone** could be **positioned on a curved plate** and rolled towards the audio source. When **turned around**, the rounded pyramid acts as a **360° conference microphone**.



**Omnidirectional** mode



**ShyTech**, 9-stripe LED array, derived from the Cisco Logo