Concept Presentation

Term Project 2 I Your Life, your Cisco

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

YOUR LIFE, YOUR CISCO

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?

What could audio recording with Cisco be like?

Impressions from our ideation sprint

User Research Recap

Project “Your life, your Cisco”

User Needs

USER NEED 1

Entry-level podcasters may not have a broad technical knowledge on audio technology. A **reliable, intuitive and understandable operation** is key for the users to get started without frustration.

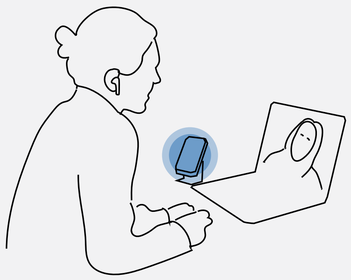
USER NEED 2

In order to make creative ideas come to live, the device needs to **adapt to various recording situations**, especially when the recording happens in an uncontrolled environment. (ex. café, restaurant...)

USER NEED 3

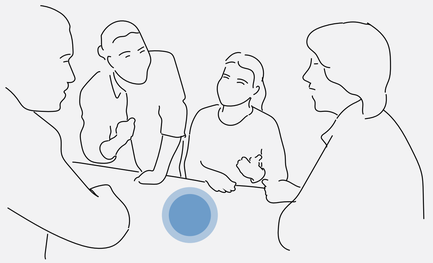
Our user research showed that one of the biggest problem lays in **extensive editing processes** after the actual recording. Additionally, the matching of audio levels of various microphones can be challenging.

Recording Situations



one-person setup
(remote podcasting)

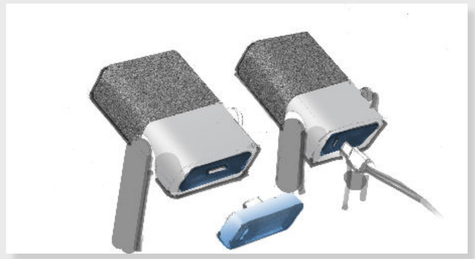
interview setup
(on the go or stationary setup)

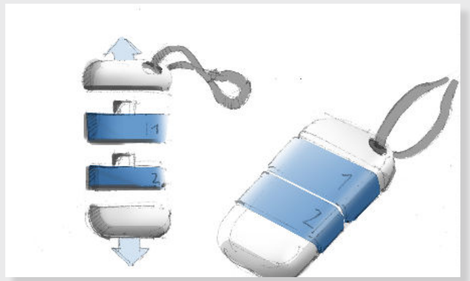


conference setup
(on the go or stationary setup)

3 concept directions

Project “Cisco on air”





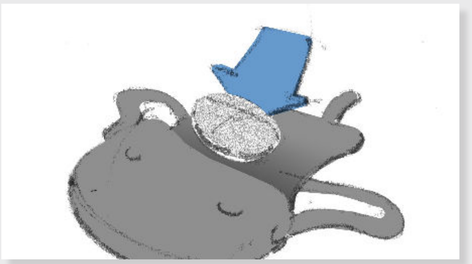
Concept 1

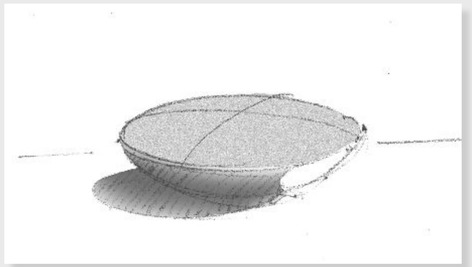
“Cisco grows with your podcast”

+ The concept shows potential through its modularity and upgradability.

Concept 2

“Cisco on demand.”





Concept 3

“WebCast go”

+ The microphone is designed to be one simple and beautiful object on your desk, that challenges the original archetype of a microphone.

Our goal

We are designing a modular audio recording system to fit the needs of entry-level podcasters. The base model, a USB-C Microphone for single, dual and omnidirectional recording, a lavalier microphone, wireless transmission modules, as well as a stationary desk stand.

Cisco stands for premium quality in audio and video devices.

To set the brand apart from the competition, Cisco creates audio recording devices with a soft and inviting appearance expressed through form and color.

Software Benchmarking

Software for podcast recording online

Software solutions known amongst podcasters to provide online 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.

RIVERSIDE

Zoom launched 2011

zencastr launched 2014

SquadCast launched 2017

Riverside launched 2019

Iris FM launched 2019

Podcastle launched 2020

Welder launched x

2011

2022

Webex Integration

Software for podcast recording online

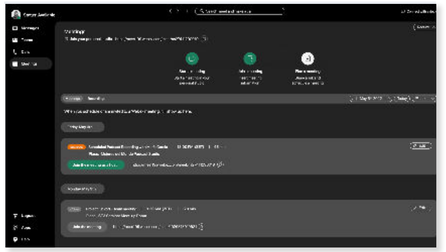
The Webex Audio Suite will be heart of Cisco's Podcasting devices. The suite **lets podcasters prepare, record, edit and share their creative work with intelligent and time-saving features.** Every product comes with a license for the Webex software system, inspired by Blackmagic's Pro Video cameras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

webex by CISCO ∞ webcast by CISCO

Start / Base

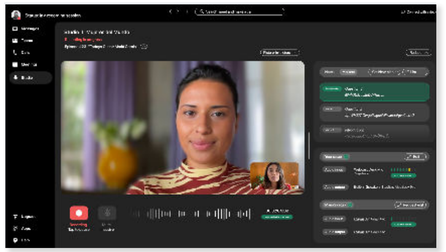
Extention

Organise



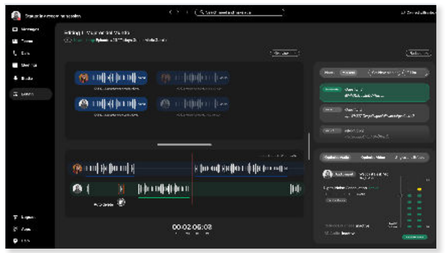
Organize scheduled meetings and send out invitations to your guests within the familiar webex system.

Record



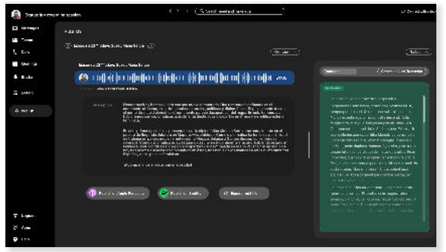
Feel in control during your recording sessions with all necessary interfaces visible. Focus on your interview guest without worrying about your setup. Set markers to highlight important sequences.

Edit



Edit your podcast in the blik of an eye thanks to intelligent cutting suggestions for filler words, breaks or mistakes,
auto audio-leveling and automatic video cueing for video podcasts.

Share



Share your Podcast with straming providers like Apple Podcasts or Spotify.
Alternatively, export in the audio format of your choice. Create an auto-transcript of your newest episode.

Status: Available

Search, meet and make a call

Connect with a device

- Messages
- Teams
- Calls
- Meetings

Reduce

Meetings

Join your personal studio https://meet199.webex.com/meet/na27411290019

Start a meeting
Start a meeting in your personal studio

Join a meeting
Insert meeting information

Plan a meeting
Share a link and schedule a meeting

Meetings | Recordings | May 6th 2022 | Today | List

When you schedule or are invited to a Webex meeting, it'll show up here.

Friday, May 6th

In 25 minutes — Scheduled Podcast Recording with María Garcia | 13.00 PM (ZET) | 45 min

Place: Mujeres del Mundo Podcast Studio

Edit

Join the meeting as a host https://meet199.webex.com/meet/na27411290019

Monday, May 9th

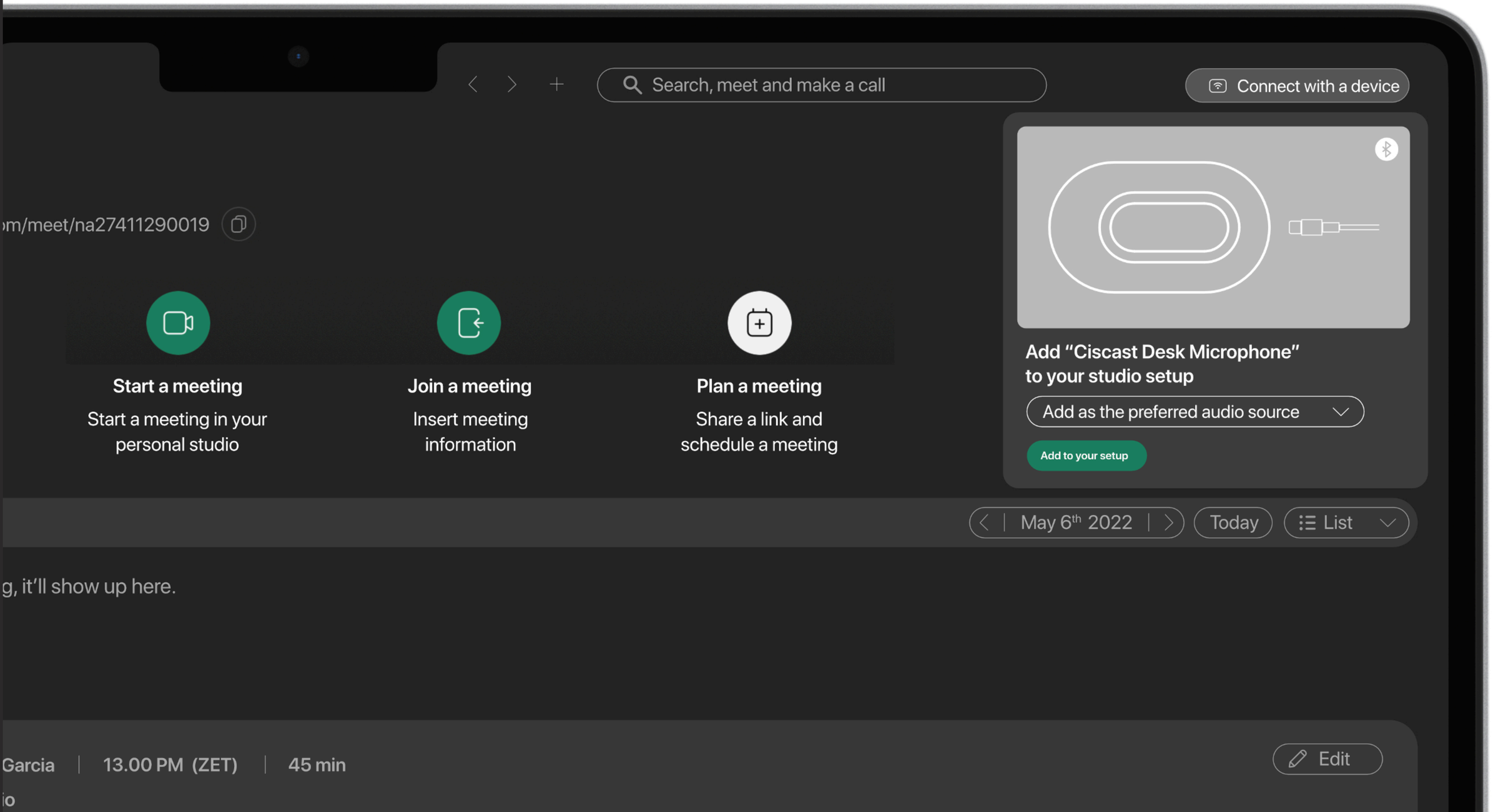
In 3 days — Project Kickoff - Team meeting | 9.30 AM (ZET) | 120 min

Place: ST3 Seminar Meet-up Room

Edit

Join the meeting https://meet199.webex.com/meet/1026813919931

- Upgrade
- Apps
- Help


Search, meet and make a call
Connect with a device
m/meet/na27411290019
Start a meeting
Start a meeting in your personal studio
Join a meeting
Insert meeting information
Plan a meeting
Share a link and schedule a meeting
Add “Ciscast Desk Microphone” to your studio setup
Add as the preferred audio source
Add to your setup
May 6th 2022
Today
List
g, it’ll show up here.
Garcia | 13.00 PM (ZET) | 45 min
Edit

Status: In a recording session

Search, meet and make a call

Connect with a device

Messages
Teams
Calls
Meetings
Studio

Upgrade
Apps
Help

Studio I Mujeres del Mundo

Recording in progress

Episode #23 "Todays Guest: Mariá Garcia"

Picture-in-picture

Reduce

Recording
Tap to pause

Mute
inactive

00:32:04:08
Your audio file is stored.

Notes | Markers | Set New Marker | List

Active Marker — *Question 3*
IEVÄObävosäoDV#hw. ...

Marker 2 — *Question 2*
#pIWHEFÄOwgeävigasfdlhvksdufgvoihsdv?

Marker 1 — *Introduction*
-ladävogäoDVLIAGVÖIVBÖ!

Your setup — Edit

Audio input — Webcast Desk Mic, Single Mode — Auto level active

Audio output — Built-in Speakers I Julia's MacBook Pro

María's setup — Request edit

Audio input — *Marías Air Pods Pro* — Auto level active

Audio output — *Marías Air Pods Pro*

Status: In a recording session

Search, meet and make a call

Connect with a device

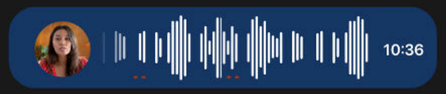
- Messages
- Teams
- Calls
- Meetings
- Studio
- Editing
- Upgrade
- Apps
- Help

Editing I Mujeres del Mundo

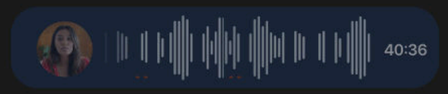
Now editing: Episode #23 "Todays Guest: Mariá Garcia"

Overview

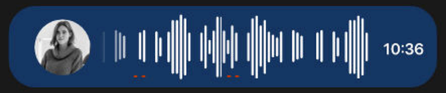
Reduce



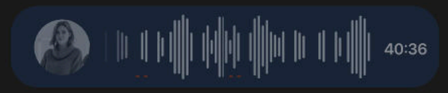
100522_Mujeresdemundo_María_03.wav



100522_Mujeresdemundo_María_03.wav

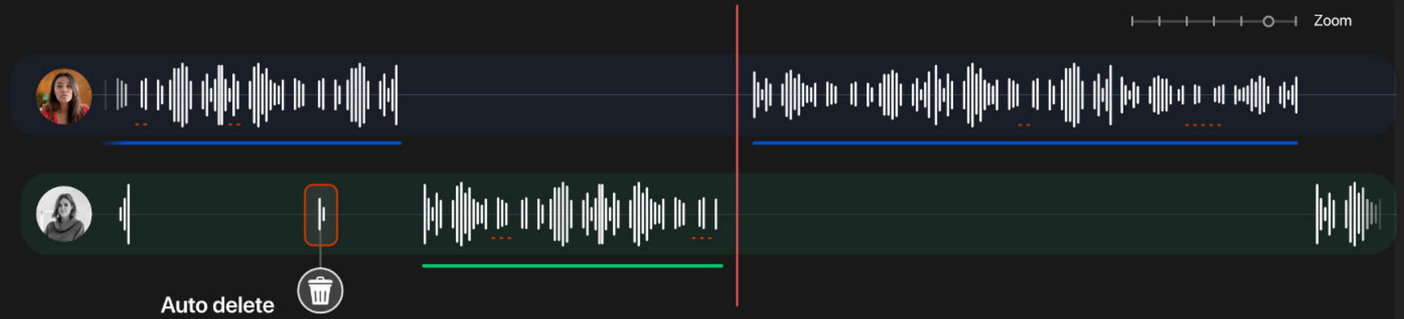


100522_Mujeresdemundo_Julia_05.wav



100522_Mujeresdemundo_Julia_06.wav

Zoom



Auto delete

00:02:06:08

h min sec ms

Notes | Markers | Set New Marker | List

Active Marker — *Question 3*
IEVÄObävosäoDV#hw. ...

Marker 2 — *Question 2*
#pIWHEFÄOwgeävigasfdlhvksdufgvoihsdv?

Marker 1 — *Introduction*
-ladävogäoDVLIAGVÖIVBÖ!

Optimize Audio | Optimize Video | Jingles and Effects

Audio input — Webcast Desk Mic
Single Mode

Digital Noise Cancellation active

Level 2

Natutral Voice

Reduce Loudness inactive

3D Audio inactive

Master Volume

+12 dB

0 dB

Auto level active

Messages
Teams
Calls
Meetings
Studio
Editing
Publish
Upgrade
Apps
Help

Publish

Episode #23 "Todays Guest: Mariá Garcia"

Overview

Reduce

Episode #23 "Todays Guest: Mariá Garcia"

Add file 100522_Mujeresdemundo_Episode22

Description

Hemos vuelto y hemos vuelto con una nueva temporada. Una temporada enfocada en el continente africano, en las influencias culturales, políticas y diplomáticas. Especialmente desde el punto de vista diplomático el continente parece desaparecer del mapa. En esta temporada hablaremos con diplomáticas actualmente destinadas o expertas en África y en política exterior feminista.

En este primer episodio os presentamos a la diplomática Ximena Bartolomé actualmente en el puesto de Segunda Jefatura en Maputo, Mozambique. Como diplomática ha tenido la posibilidad de trabajar en países muy diferentes como México, Bélgica o Guinea Bissau, con enfoques diversos. Como diplomática es su segundo destino en el continente africano, habiendo estado en Guinea Bissau donde se encargó de la apertura de la Embajada en el año 2007. En el episodio de hoy nos acerca a la realidad diplomática en éste y nos habla de los avances y retos bilaterales con España y de su política feminista.

¡Acompáñanos en este primer episodio!

Publish on Apple Podcasts

Publish on Spotify

Export .mp3 file

Transcript

Create an Auto-Transcript

Auto Transcript

In tincidunt. Aenean viverra suscipit tellus.

Suspendisse sem lorem, ornare non, vestibulum ut, tempor porttitor, est. Quisque convallis aliquet eros. Nunc nec nulla eget urna convallis eleifend. Nulla feugiat eros at augue. Integer feugiat nisi vitae velit. Cras cursus ipsum vel dolor. Sed pulvinar. Etiam velit orci, pellentesque at, porttitor blandit, luctus eu, justo. Donec in odio sed nisl venenatis feugiat. Phasellus sodales, pede dapibus rhoncus dignissim, justo turpis ornare felis, in imperdiet pede metus quis tellus. Proin imperdiet, quam a gravida pulvinar, est sem faucibus felis, sit amet consequat pede turpis id ante. In facilisis sodales arcu. Mauris tincidunt. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

liquam dapibus ipsum vitae sem. Ut eget mauris ac nunc luctus ornare. Phasellus enim augue, rutrum tempus, blandit in, vehicula eu, neque. Sed consequat nunc. Proin metus. Duis at mi non tellus malesuada tincidunt. Cras in neque. Sed lacinia, felis ut sodales

Cisco Webcast Hardware

Hardware products designed by Cisco

Your recording setup grows with your skills and needs.

1. Start your podcast with the **Webcast Audio Suite,** the reliable and time-efficient recording software.
2. Purchase **Webcast Audio devices** for premium audio quality.
3. Upgrade to **wireless extension products** to add even more flexibility to your setup.

What are we designing?

Cisco Webcast Hardware

Initial purchase

Desk microphone

Premium audio quality for any recording situation

+

Wireless Go Reciever

High-resolution data transmission in real time to your Phone, tablet, Mac or PC.

Optional desk stand

Hight adjustable stand for optimal audio quality in video calls and podcasts.

Upgrade 1

Lavalier microphone 1

Increased flexibility on challenging setups with more guests.

+

Wireless Go Transmitter 1

High-resolution data transmission in real time to your Phone, tablet, Mac or PC.

+ Wireless Go Reciever

When bought as a standalone kit

Optional lavalier silicone cases

Match the lavalier mic with your style, or with your guest's outfit.

Upgrade 2

Lavalier microphone 2

Increased flexibility on challenging setups with even more guests.

Wireless Go Transmitter 2

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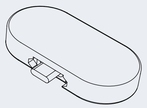

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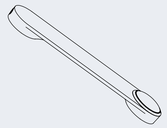

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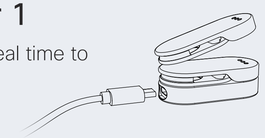

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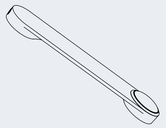
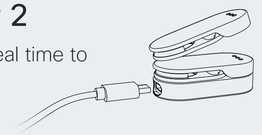


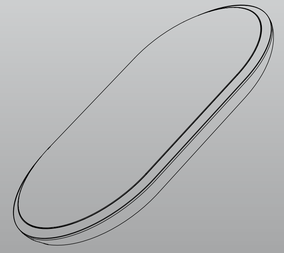
Wireless Go Transmitter 2

High-resolution data transmission in real time to your Phone, tablet, Mac or PC.



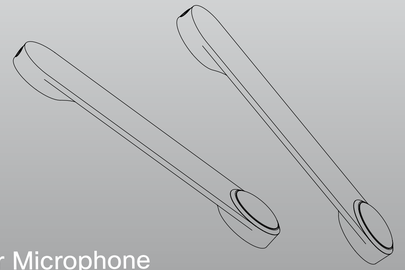
Concept for the Hardware

Webcast podcasting equipment



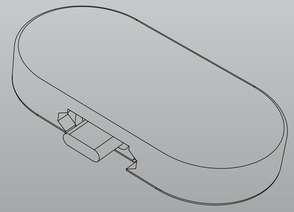
Desk Microphone

The desk microphone intelligently switches to single, duo or omnidirectional mode depending on the recording situation. It is designned to blend perfectly in your desk environment.



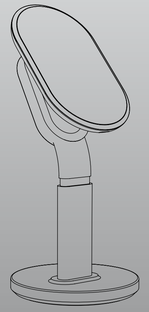
Lavalier Microphone

The Lavalier Microphone is designed to be housed in a silicone clip, that is easy to attatch, while also being exeptionally light and unobstrusive. To fit and macxh various outfits your guests, the Lavalier Microphone case is available in a variety of muted as well as expresive colors.



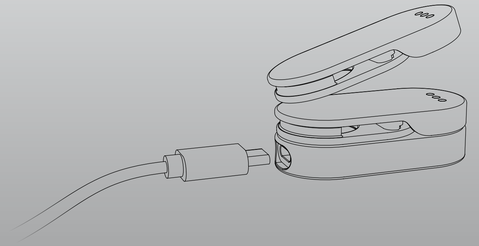
Wireless Go Reciever

The data sent from the Wireless Go transmitters is sent to this reciever, that connects to your Mac or iPad via USB-C.



Desk Stand

The desk stand offers a magnetic attachment piece to connect to your desk micropone, in an optimal recording distance in single mode.



Wireless Go Transmitter

In order to transfer audio data wirelessly from your Lavalier microphone we designed this transmitter, that easlily fits into your guests pocket.

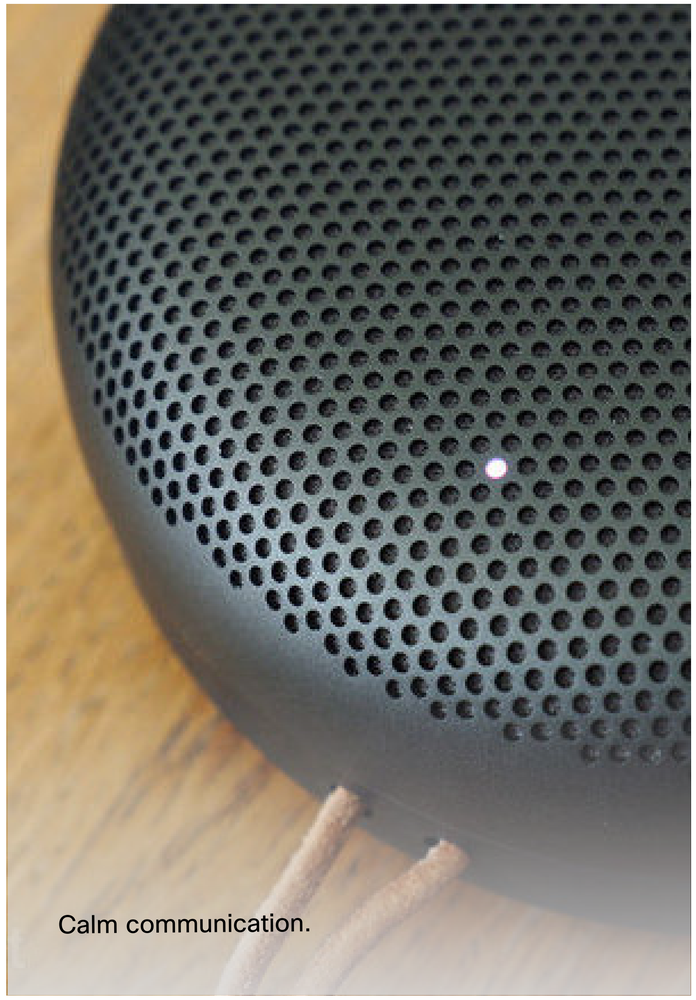
?

Carrying Case

To have your entire equipment with you, Cisco offers an optional carrying case for your microphones, cables and accessories.

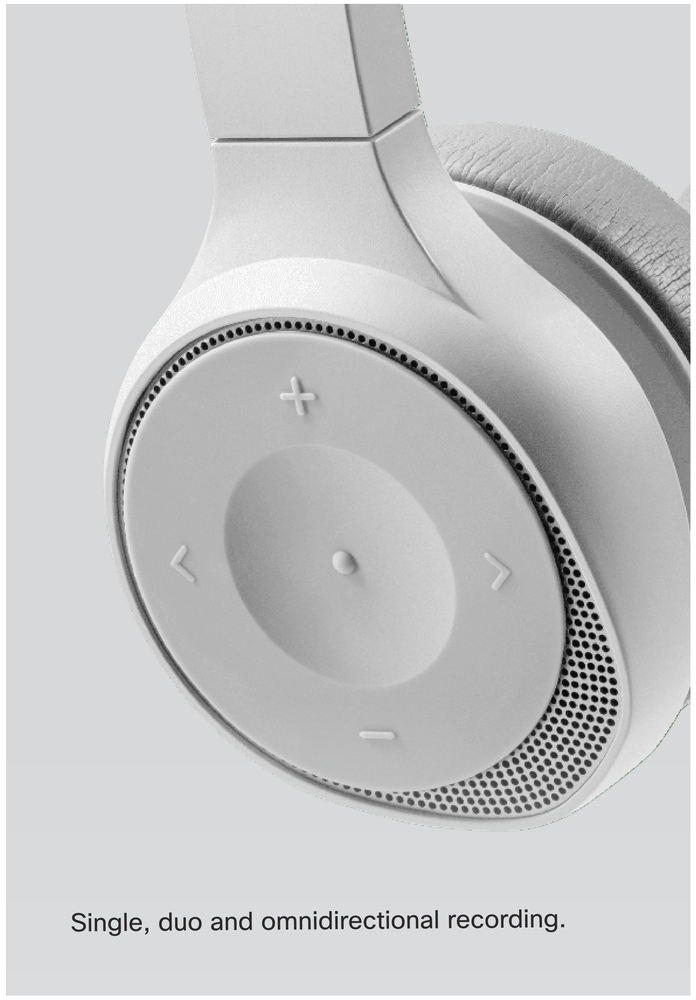
Design elements for the new Cisco audio recording products

Cisco Webcast Hardware

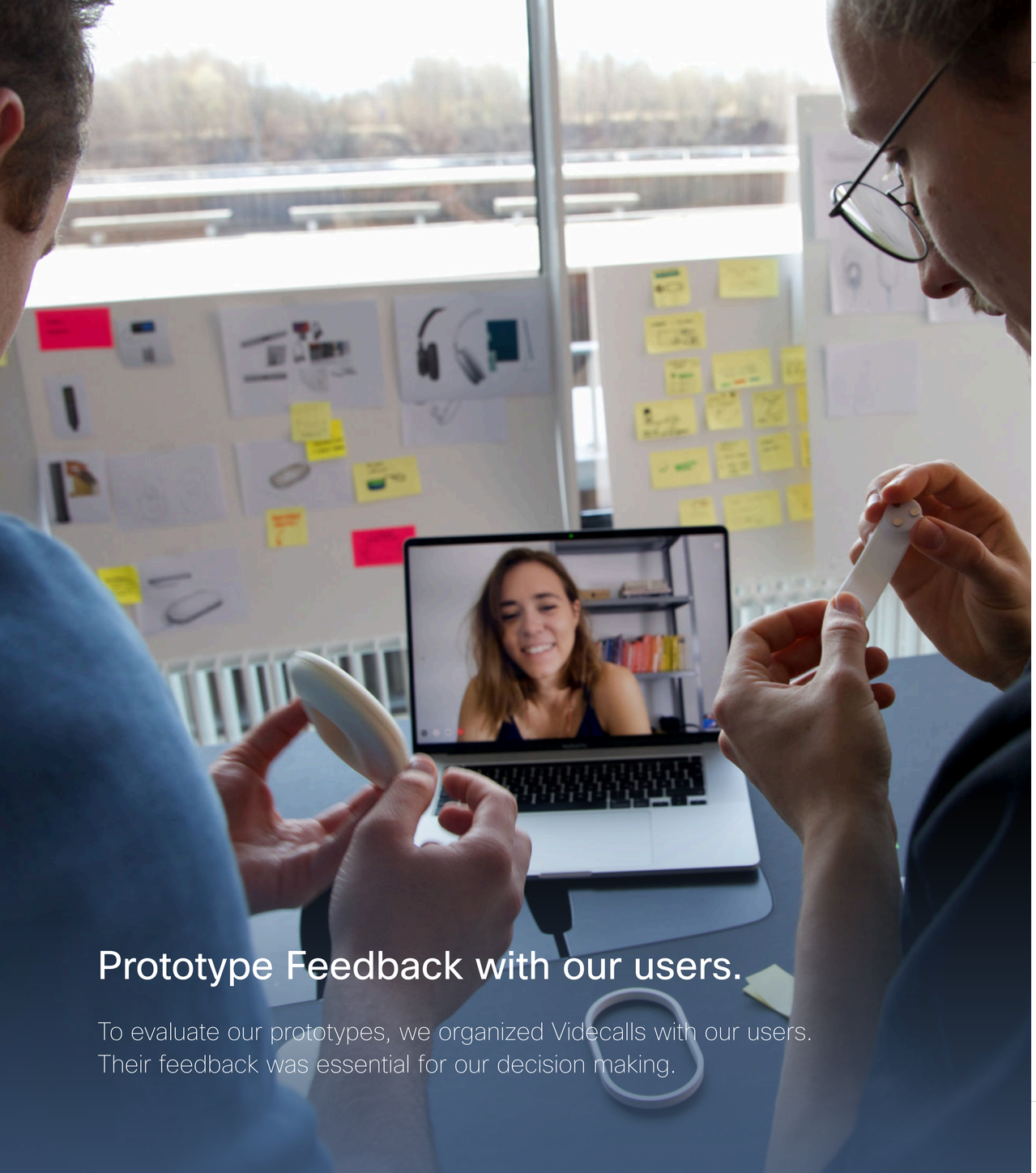


Calm communication.

The metal ring stands for premium audio and video quality.



Single, duo and omnidirectional recording.

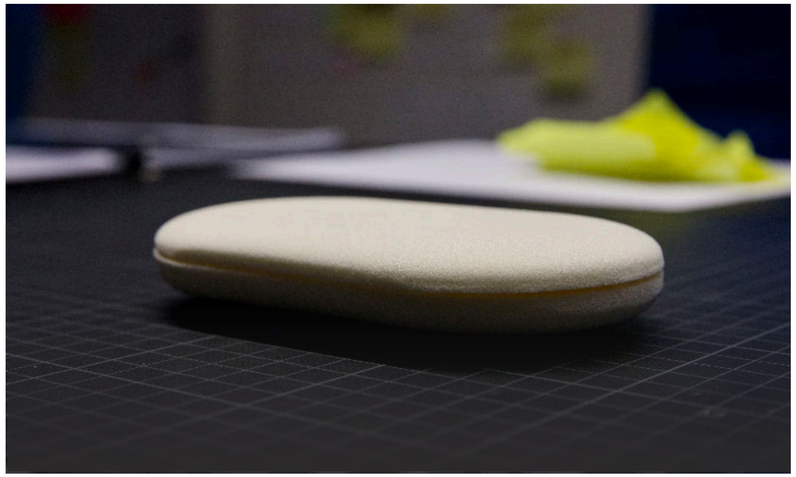


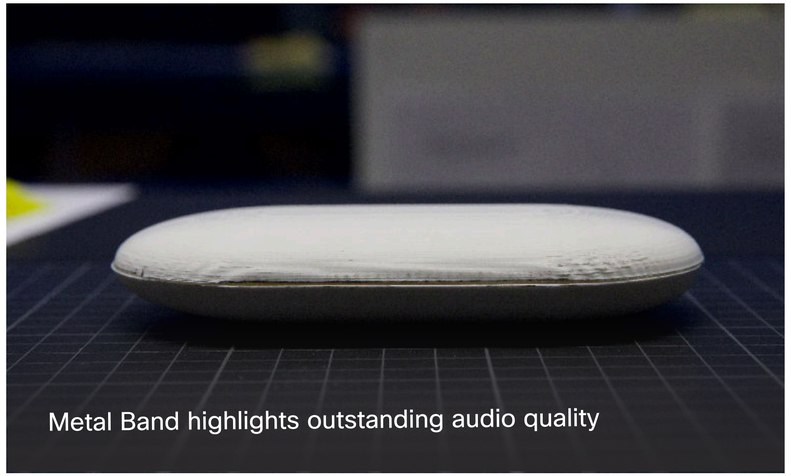
Prototype Feedback with our users.

To evaluate our prototypes, we organized Videcalls with our users.
Their feedback was essential for our decision making.

Desk Microphone

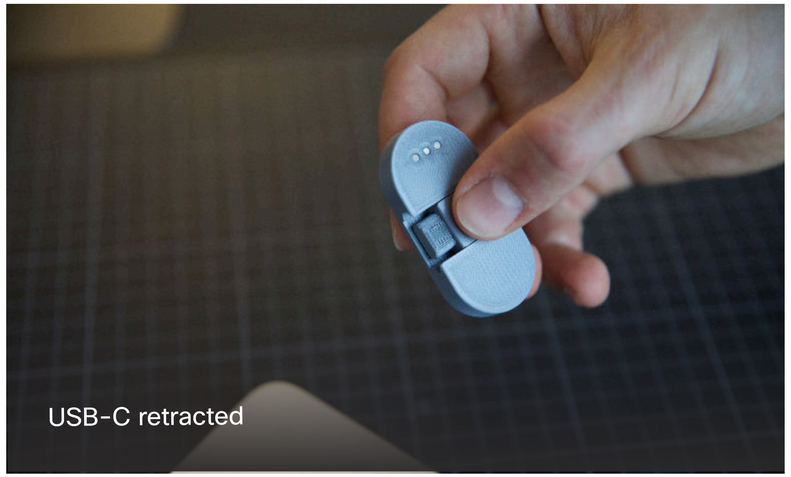
Single, duo and omnidirectional microphone

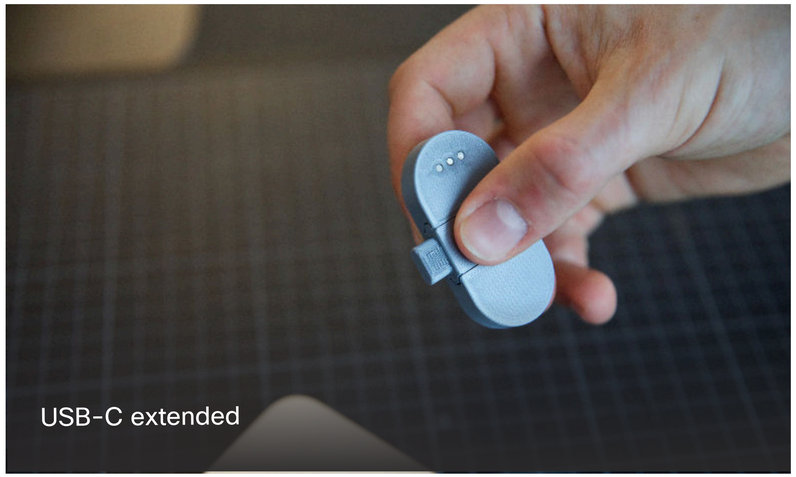


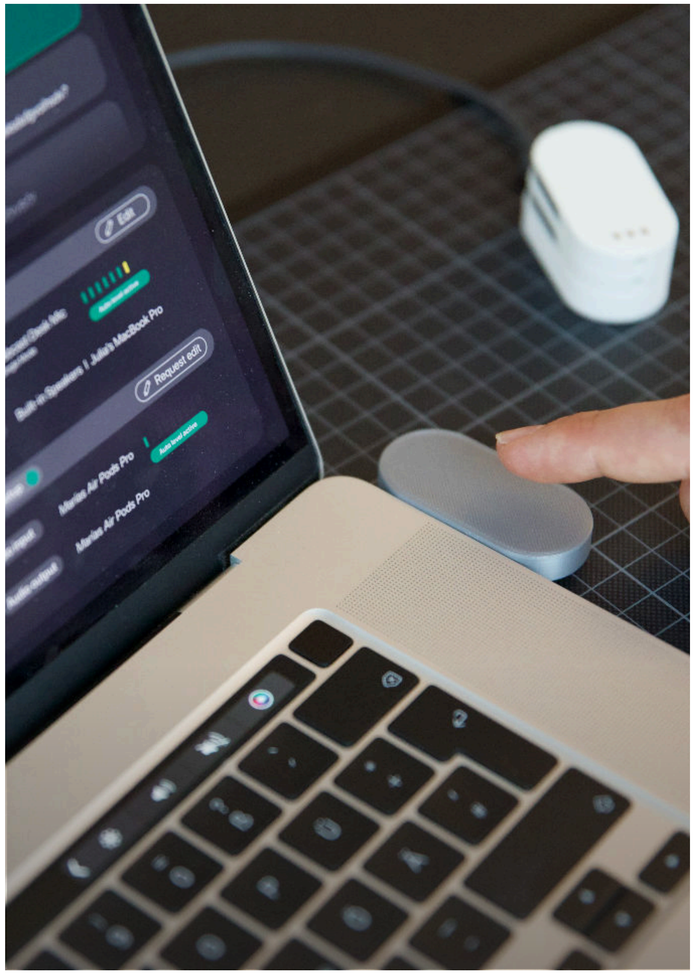


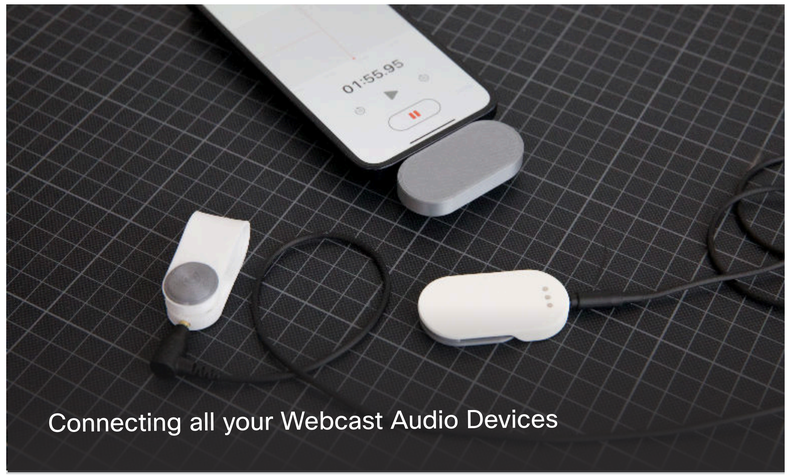
Wireless Go Reciever

USB-C hub


USB-C retracted


USB-C extended



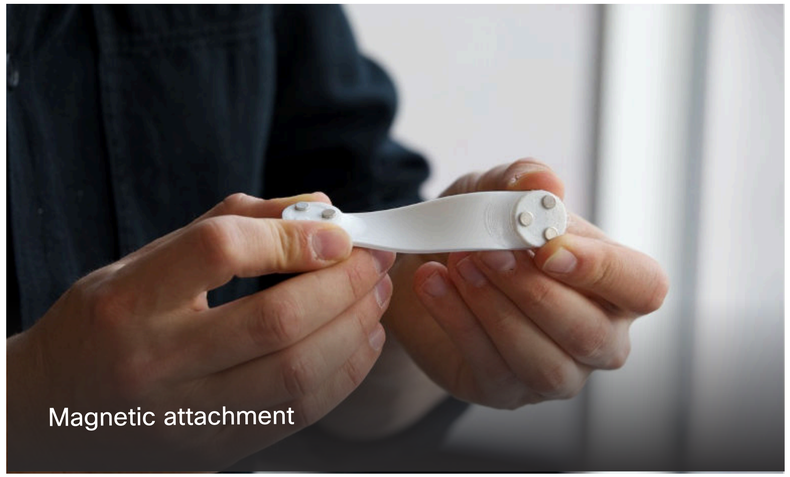


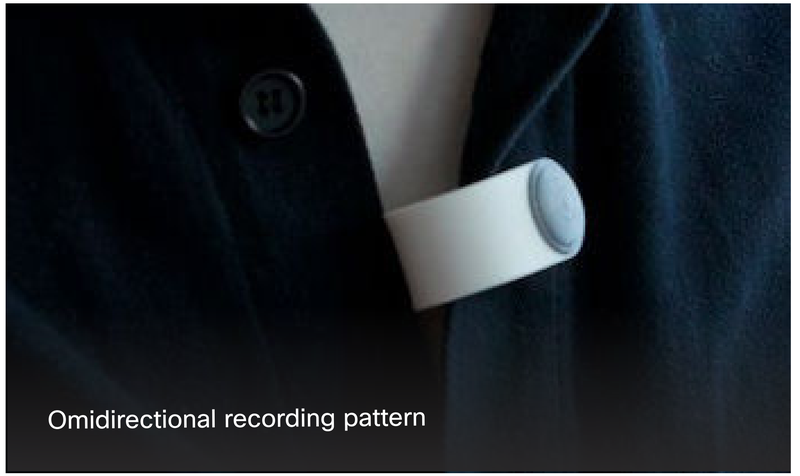
Connecting all your Webcast Audio Devices

Stackable with all Wireless Go Transmitters

Lavalier Microphone

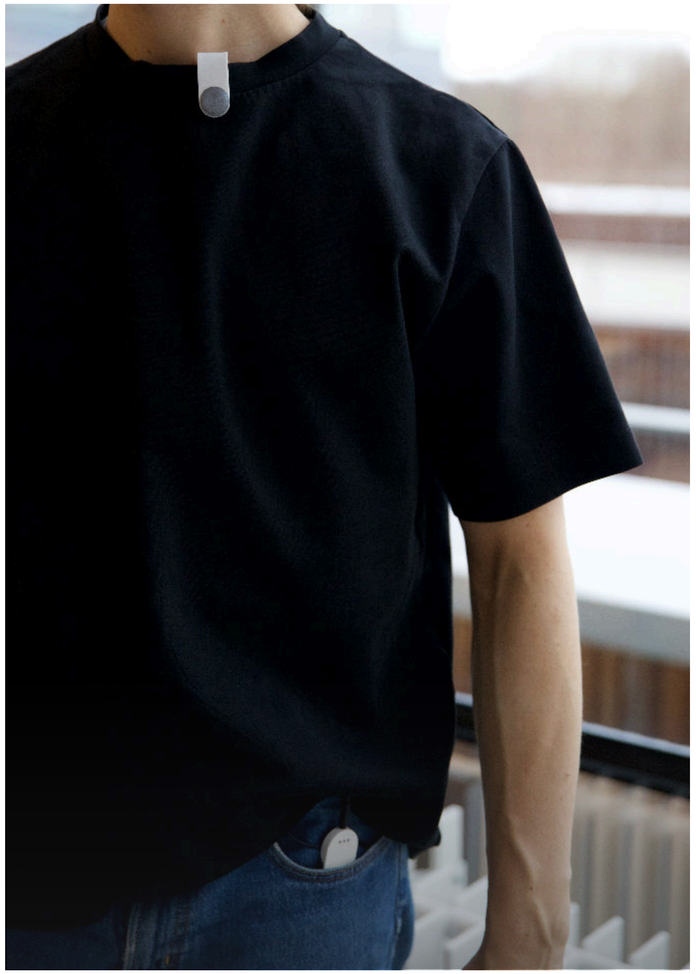
TPU Clip + Microphone

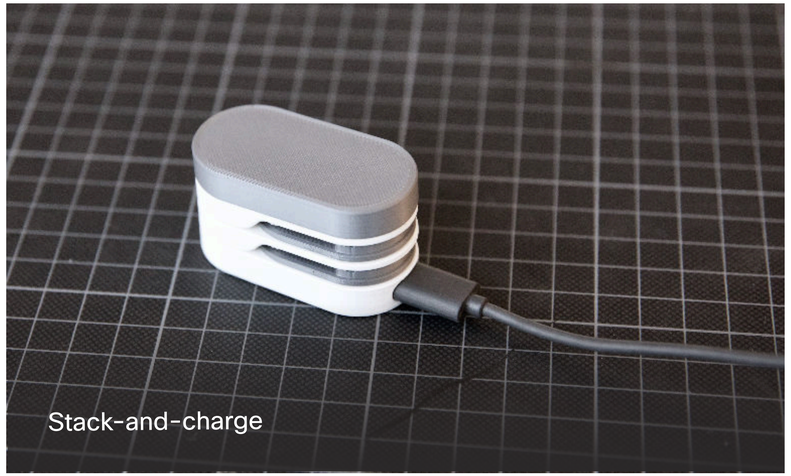




Wireless Go Transmitter

Transmitter for wireless audio signals





Space for additional controls & information

Detecting voices and giving feedback
Neue Aufnahme 74
7:04 PM 03:03
03:03.20

Neue Aufnahme
7:01 PM 02:38
02:37.73
Wireless Go reciever
Lavalier microphone
Wireless Go transmitter

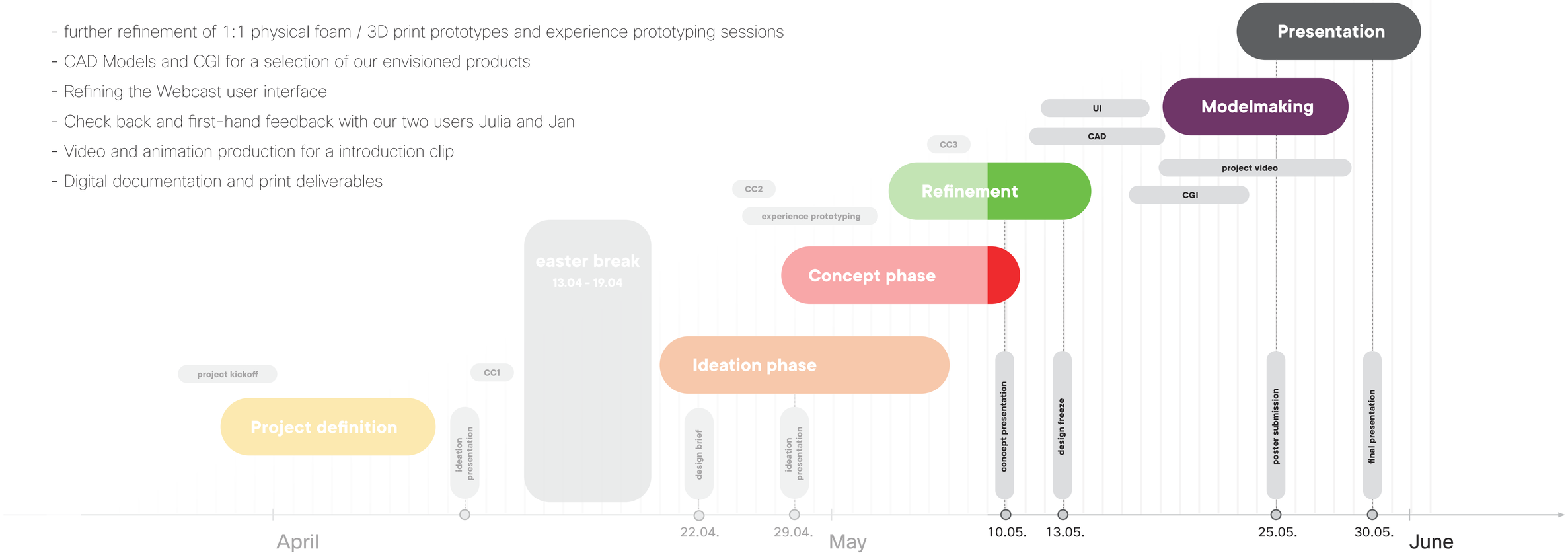
Stack charging

Project Timeline

Project “Your life, your Cisco”

After today’s concept presentation we will continue refining the Cisco Webcast product family. Until the final presentation on the **30th of May**, we define the following **next steps**:

- further refinement of 1:1 physical foam / 3D print prototypes and experience prototyping sessions
- CAD Models and CGI for a selection of our envisioned products
- Refining the Webcast user interface
- Check back and first-hand feedback with our two users Julia and Jan
- Video and animation production for a introduction clip
- Digital documentation and print deliverables



Cisco on air.

Term Project 2 I Your Life, your Cisco

Contact

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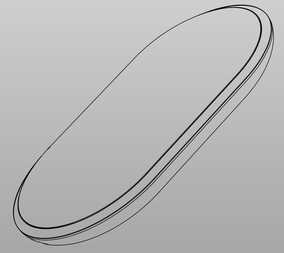
Felix Wildberger
felix.wildberger@gmail.com

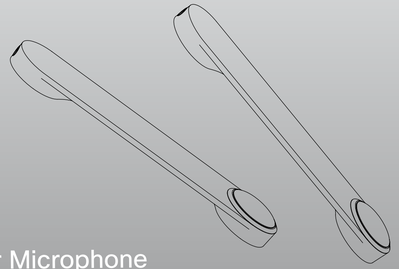
Concept for the Hardware

Webcast podcasting equipment



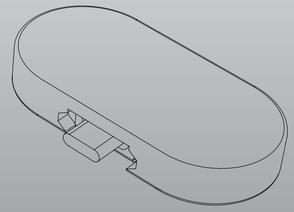
Desk Microphone

The desk microphone intelligently switches to single, duo or omnidirectional mode depending on the recording situation. It is designned to blend perfectly in your desk environment.



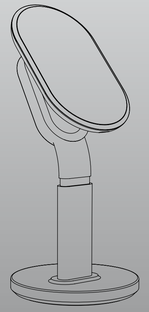
Lavalier Microphone

The Lavalier Microphone is designed to be housed in a silicone clip, that is easy to attatch, while also being exeptionally light and unobstrusive. To fit and macxh various outfits your guests, the Lavalier Microphone case is available in a variety of muted as well as expresive colors.



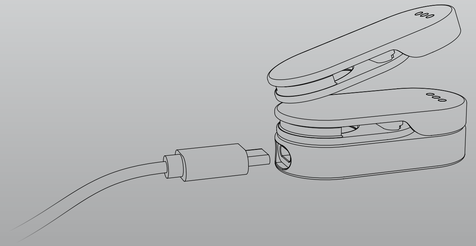
Wireless Go Reciever

The data sent from the Wireless Go transmitters is sent to this reciever, that connects to your Mac or iPad via USB-C.



Desk Stand

The desk stand offers a magnetic attachment piece to connect to your desk micropone, in an optimal recording distance in single mode.



Wireless Go Transmitter

In order to transfer audio data wirelessly from your Lavalier microphone we designed this transmitter, that easlily fits into your guests pocket.

?

Carrying Case

To have your entire equipment with you, Cisco offers an optional carrying case for your microphones, cables and accessories.

What are we designing?

Cisco Webcast Hardware

Initial purchase

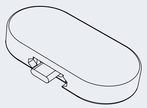
Desk microphone

Premium audio quality for any recording situation

+

Wireless Go Reciever

High-resolution data transmission in real time to your Phone, tablet, Mac or PC.



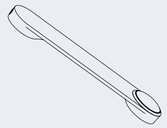
Optional desk stand

Hight adjustable stand for optimal audio quality in video calls and podcasts.

Upgrade 1

Lavalier microphone 1

Increased flexibility on challenging setups with more guests.



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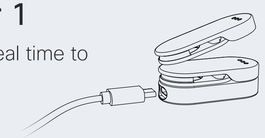
Wireless Go Transmitter 1

High-resolution data transmission in real time to your Phone, tablet, Mac or PC.



+ Wireless Go Reciever

When bought as a standalone kit

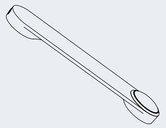
Optional lavalier silicone cases

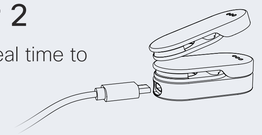
Match the lavalier mic with your style, or with your guest's outfit.

Upgrade 2

Lavalier microphone 2

Increased flexibility on challenging setups with even more guests.



Wireless Go Transmitter 2

High-resolution data transmission in real time to your Phone, tablet, Mac or PC.