



# GRIND

The New Earmuff

**User Experience Maps**

The Idea

# GRIND Earmuffs

Grind Earmuffs will be a new addition to the hearing protection market. With a new style that challenges the status quo and using recyclable rubber materials and a modular design Grind Earmuffs aims to offer something fresh to the conscious consumer.

## Features

- Modular design to enable you to switch out parts
- Large portion of the product will be built with recyclable materials
- Premium muffs for comfortable all day use

## Style

- A bold look that aims to be more lifestyle oriented than current available options
- Large variations of color options to make sure that you find your style



# The Home Woodworker



**Name:** Edward

**Age:** 31

**Profession:** Physical Therapist

*"My biggest hobby is woodworking which I have been practicing in my home workshop for a few years now, and I even started selling some of my furniture pieces. I always try to use reclaimed and repurposed wood and hardware as sustainability in woodworking is important to me."*

## Awareness

*"I was reading a woodworking magazine I am subscribed to and came across an ad for the GRIND Earmuff."*

## Action

*"By using the GRIND earmuff I not only practice sustainability in the furniture I make but also in the equipment I use to make them."*

# The Family



**Name:** James, Emma & Sasha

**Age:** 34, 29 & 2

**Profession:** Eye Doctor, Psychologist & Toddler

*"Our daughter Sasha is the love of our lives! We do everything we can so she is happy and healthy. We are conscientious with food through buying organic and natural and also practice sustainable living every day in such things as recycling. We want pass on a healthy planet to Sasha and even our future grandchildren."*

## Awareness

*"In a parenting blog I saw an article about the importance of protecting your child's hearing especially at a young age and noted the GRIND Earmuff the blogger mentioned."*

## Action

*"We brought Sasha to a summer festival and had her use the GRIND Earmuff. It's amazing knowing you can provide safety to your child while helping the planet at the same time."*

# The Factory HSE Manager



**Name:** Nicole

**Age:** 41

**Profession:** HSE Manager

*"Safety has always been a priority at our company and recently sustainability has also become a main focus. We not only design a sustainable product but also are sustainable in our operations in our factory Providing the over 100 workers a safe and healthy environment is why I love being an HSE manager."*

## **Awareness**

*"An industrial supplies rep recently visited to review the equipment we use and showed me a brochure of the GRIND Earmuffs."*

## **Action**

*"After some testing we made the GRIND Earmuff our preferred hearing protection company-wide! The earmuffs accomplish both our safety and sustainability initiatives!"*

# The Construction Worker



**Name:** Cameron

**Age:** 25

**Profession:** Heavy Equipment Operator

*"Most people are surprised when I mention sustainability when talking about construction, but the topics go hand-in-hand. I was surprised myself when I started my job after school, but the construction industry focuses a lot on recycling and reusing materials. It's awesome when I get to crush a road one day and repave that road using the same material."*

## Awareness

*"A new site manager handed out GRIND Earmuffs as replacements after my pair broke."*

## Action

*"I was amazed when I learned the GRIND Earmuffs are made from ground up recycled material! They are just as comfortable and work great but have a cool story behind them."*

The Idea Redefined

# GRIND Headphones

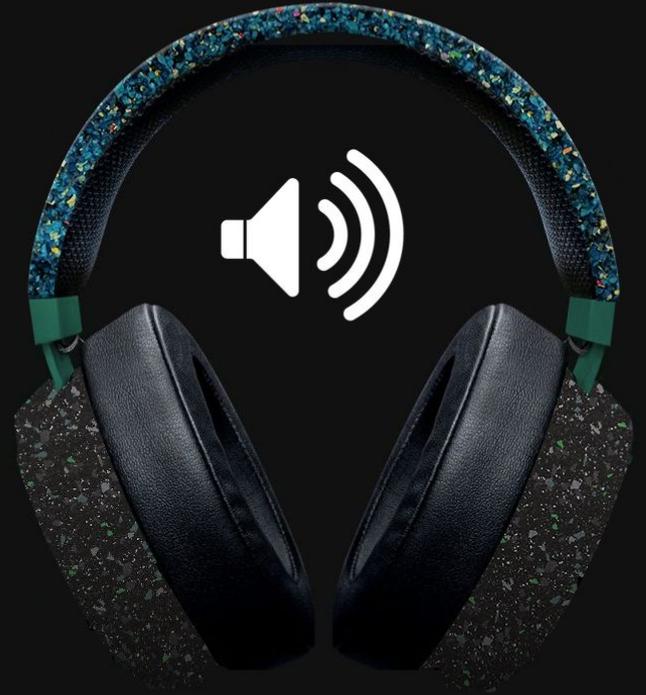
Grind Headphones use the same recycled construction as the Grind Earmuffs but partners with the headphone brands that people know and love today! The Grind Headphones aim to offer something fresh to the conscious consumer.

## Features

- Same great functionality with the headphones people know and use today
- Modular design to enable you to switch out parts
- Large portion of the product will be build with recyclable materials

## Style

- A bold look that aims to be more lifestyle oriented than current available options
- Large variations of color options to make sure that you find your style



# The Athlete



**Name:** Ashley

**Age:** 20

**Profession:** Student Athlete

*"Music is an important part of my life here at university as a track and field student athlete. I wear headphones to get pumped up at the gym or before a match and to relax afterwards. I love being an athlete and the environment at university is full of amazing people who share similar values and interests as me."*

## Awareness

*"The university athletic organization partners with companies for discounts on gear. I purchased the GRIND Headphones from that program."*

## Action

*"The GRIND Headphones sound amazing and are super comfortable whether I'm going for a run or lifting weights, and they have very stylish and eccentric colors."*

# The Musician



**Name:** Steve

**Age:** 53

**Profession:** Business Manager

*"I've been playing guitar for more than 30 years. My band and I play weekend gigs occasionally but most of the time I play is winding down after a day at work. It's important to have a good sounding and comfortable pair of headphones when I practice for such long periods of time; and my wife appreciates me using headphones also."*

## Awareness

*"My old and faithful headphones finally took a dump, so I went to the local music store and found that the same brand makes a model using GRIND headphone material."*

## Action

*"The first thing that caught my attention was the styling of these headphones as they are really cool, and since they are the same brand I used before I can trust their quality."*

# The Homeowner



**Name:** Philip

**Age:** 42

**Profession:** IT Consultant

*"Let's face it, owning a home is a lot of work. When I'm sitting on the lawn mower cutting grass or around painting the house or washing the windows, I like to wear headphones to listen to music and podcasts. Headphones make chores much more enjoyable, and let me focus on finishing the chores so I can spend time with my family."*

## Awareness

*"I searched online for headphones with features such as wireless, bluetooth & radio and the GRIND Headphones had these features like other brands but were also stylish."*

## Action

*"The GRIND Headphones are comfortable for hours of use and the variety of features lets me listen to podcasts, music or the radio while I do chores around the house."*

# The Hunter



**Name:** Isaac

**Age:** 33

**Profession:** Warehouse Supervisor

*"My father taught me from a young age about hunting and how important conservation is in hunting. Being an ethical hunter requires lots of practice at the range to ensure you are a good shot. I target practice a lot so a good pair of electronic shooting earmuffs is an absolute must to protect my hearing."*

## Awareness

*"A local sporting goods store had the GRIND Headphones and the story of being made from recycled materials stood out to me."*

## Action

*"The GRIND Headphones perform great for a day of target practice, and it's great to help conserve our environment by using a product made from recycled materials."*



NIKE GRIND