ABC ECHO

Redefine radio with a new way to listen.

IDEA9301

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Summary

Organisations such as the Australian Broadcasting Corporation are transitioning from traditional radio stations to digital platforms such as ABC listen, as listener habits shift to short-form video content platforms such as TikTok and other digital media channels.

This design proposal aims to envision the interface and user experience of a radio station that prioritises digital interaction and engagement, providing users with a unique and immersive audio experience.
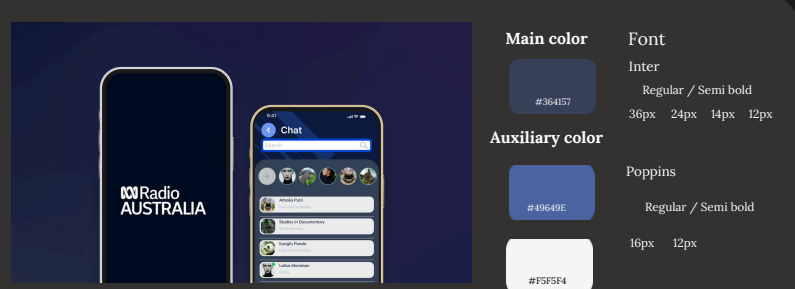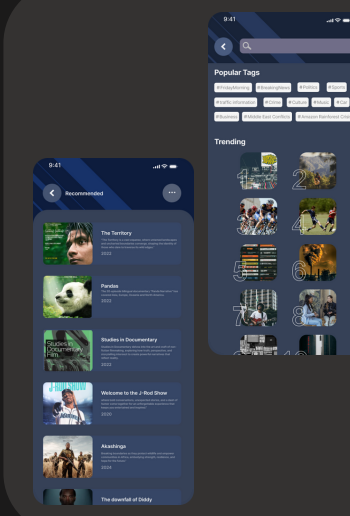
Goals

- Foster active participation and a sense of ownership among users
- Providing an intuitive and engaging experience for users.

HOT LIST / PERSONALIZED RECOMMENDATION

Hotlist shows the most popular work on ECHO, with real time updates, users can check the most popular radio works faster. This function can make the search step easier and enhance users participation.

Personalized recommendation recommends coentent that base on user's behavior and listening history, every user have different list, so they can always find new content that suits themselves, this can improve the user experience and user stickiness.

DESIGN SOLUTION

Main color
Font
Inter
Regular / Semi bold
36px 24px 14px 12px

Auxiliary color
Poppins
Regular / Semi bold
16px   12px

In the final design solution, we created a digital-first radio platform centered on user experience through in-depth research of user needs and market trends. The design combines personalized recommendations, real-time interaction, social sharing and user community features.

The following content describes in detail various aspects of the final design and further illustrates theimplementation of the core functionality through visual presentations.
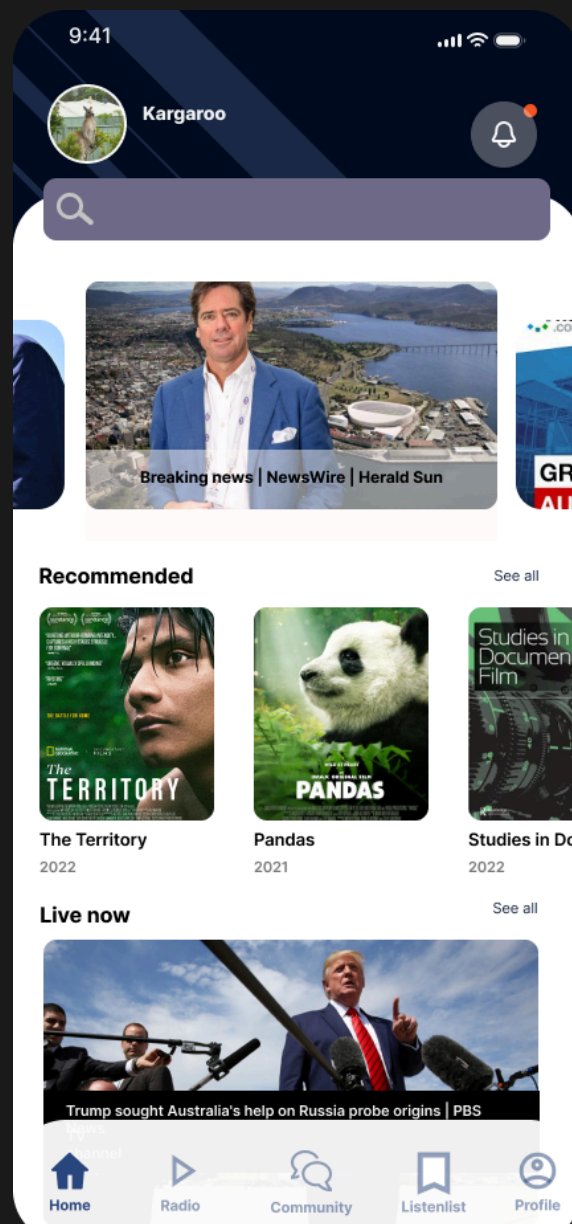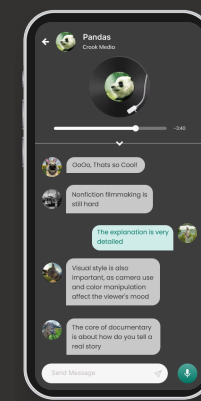
USER SOCIAL ENGAGEMENT
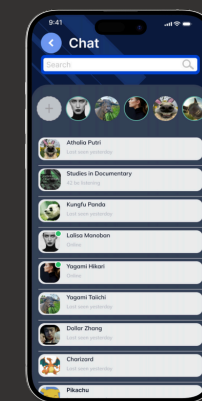
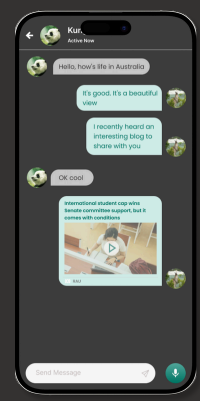### ADDRESS BOOK FUNCTION

You can see if your friends are online, click on your friend's profile picture and start chatting with that friend.
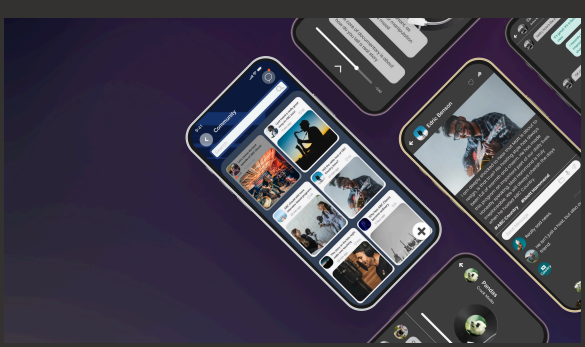
CHAT ROOM FUNCTION

A multi-person chat room where you can share opinions and discussions with many people about a particular broadcast.

PRIVATE CHAT

Chat alone, you can share specific content with specific friends, and share opinions and discussions with your friends individually

COMMUNITY

The **community** function allows users to create and participate in tipics, discussions or replay other users' posts, it can be a really good social space. And also, users can follow the content creators or other users, this funciton enhance theinteraction between users. By the community, the particifation the app can be improve, and also make users feel the connection between each others.

FLIPRADIO

The flip radio using the similar mechanism like tiktok, allowing users to listen short radio easier and quicker. Users can switch betueen different short radio by sliding up and down. This function enhances interactivity and immersion, and also attracts user groups who ilke diverse content.

LIKE , COMMENT, SHARE
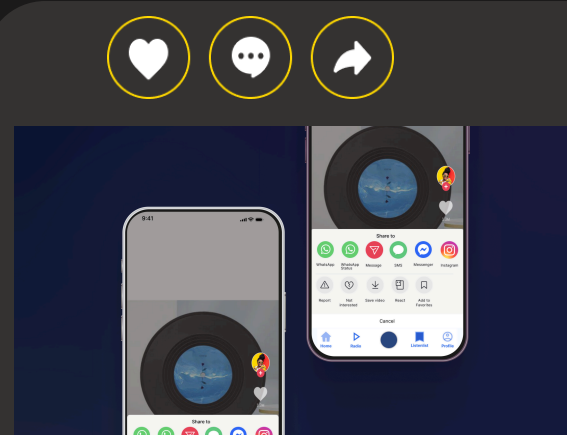
We recognized that users expect personalized recommendations and want to be able to interact in real time, such as expressing their opinions through likes, comments, and shares, and that they want to make it simpler to find the podcasts or music they want to listen to.

This led us to integrate these social features into the platform in our design, making the radio experience less one-way and more interactive and social.