

"Home on Replay: A Music Hub for African Students"



Prepared for:

Design Thinking 1

Prepared by:

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Agenda

Points Covered

1 Who is the user?

2 Razaq's music experience before and currently

3 What insight did you uncover?

4 HMW question

5 A day in the life of Razaq

6 New user experience(Before and After Comparison)

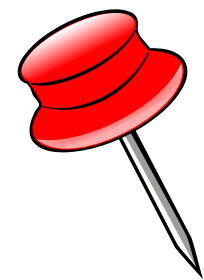


"In Nigeria, music was always in the background of life—at parties, in taxis, even at home. Here, it's just me and my AirPods."

February 23, 2025



Back home, music was more of a shared experience. Here, I listen to it more on my own."



Meet Razaq



What Insights
Did I Uncover
from Razaq
Interview ?



"Back home, music was shared"

"I don't think I've ever walked into a space and heard
the kind of music I grew up with."

"In Nigeria, music was always in the background of
life—at parties, in taxis, even at home. Here, it's just
me and my AirPods."

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A day in the life of Razaq

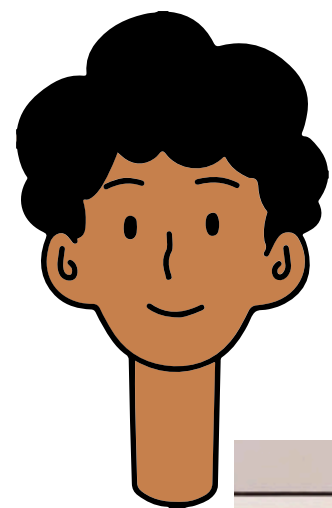


A day in the life of Razaq



New User Experience

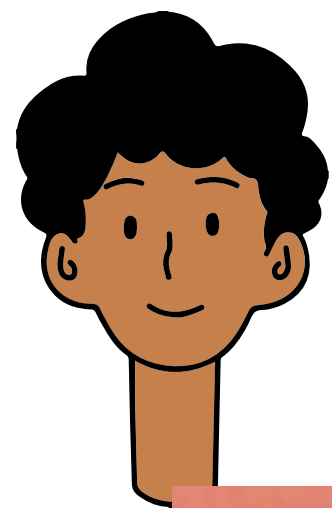




Razaq



Before



Razaq

— — —



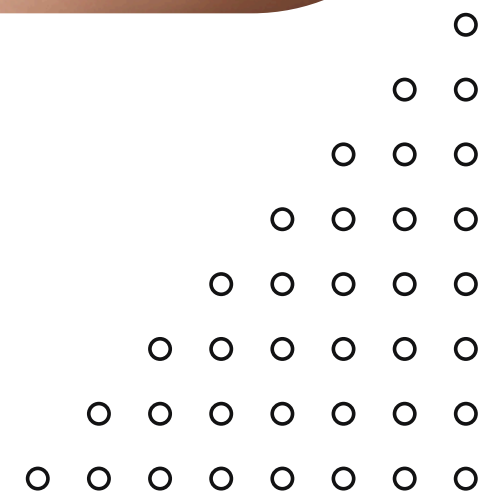
After



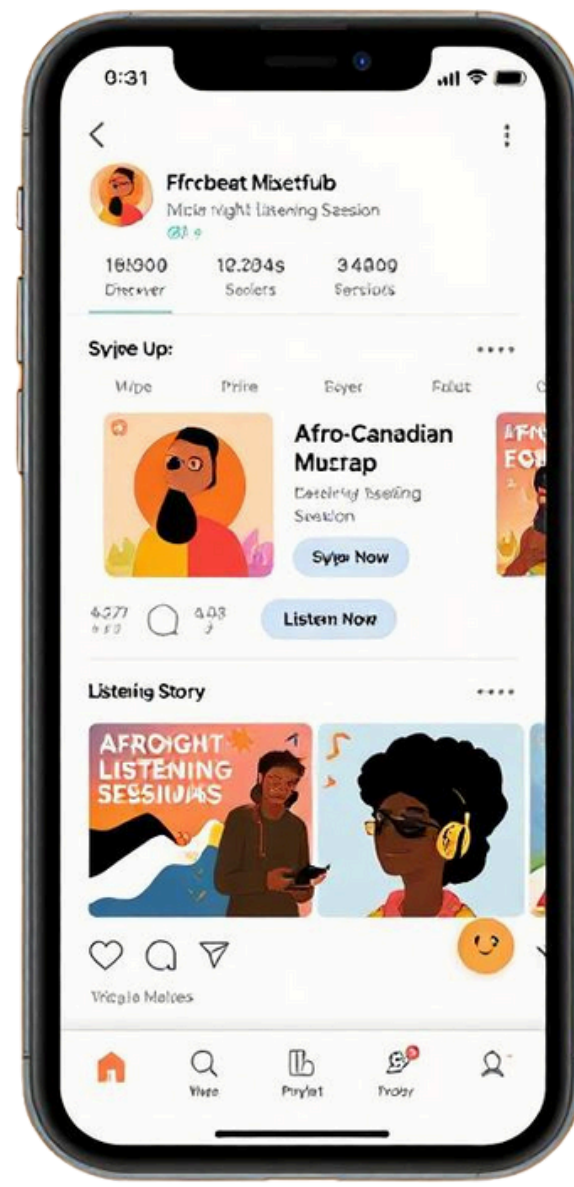
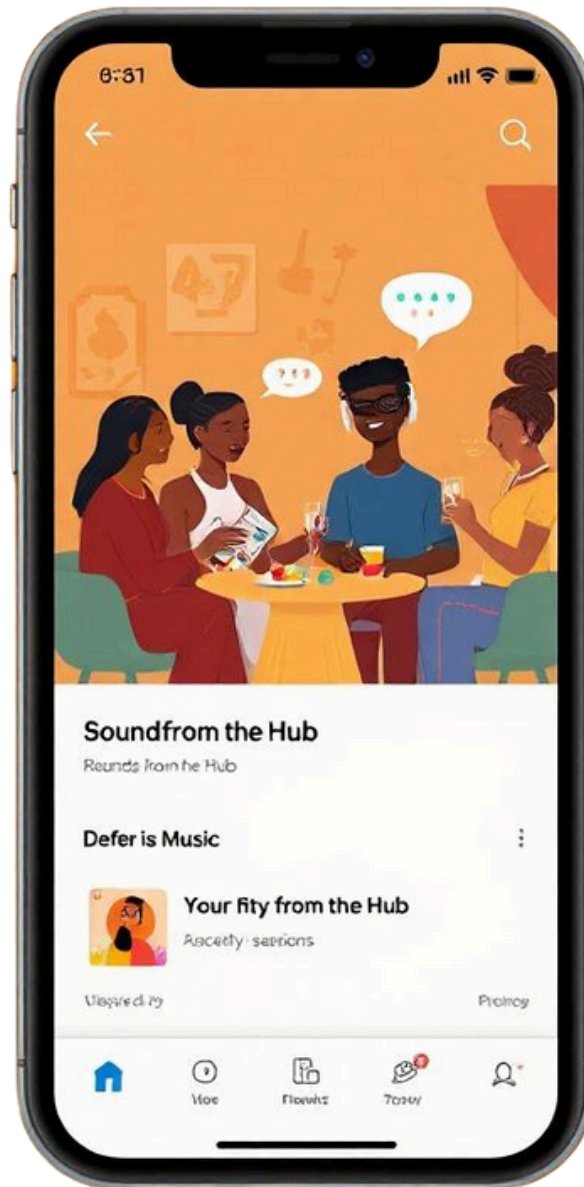
The Concept: Afro-Canadian Music Hub



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Razaq's Outside Hub Experience



→ IG feed for updates on upcoming events

→ Links to still access
“Curated Playlist from other Students”

→ Links to upcoming events and activities

