Reference Radio

Combining good design and great data in the dashboard

Radioplayer

WorldDAB Auto UX research showed that drivers want...
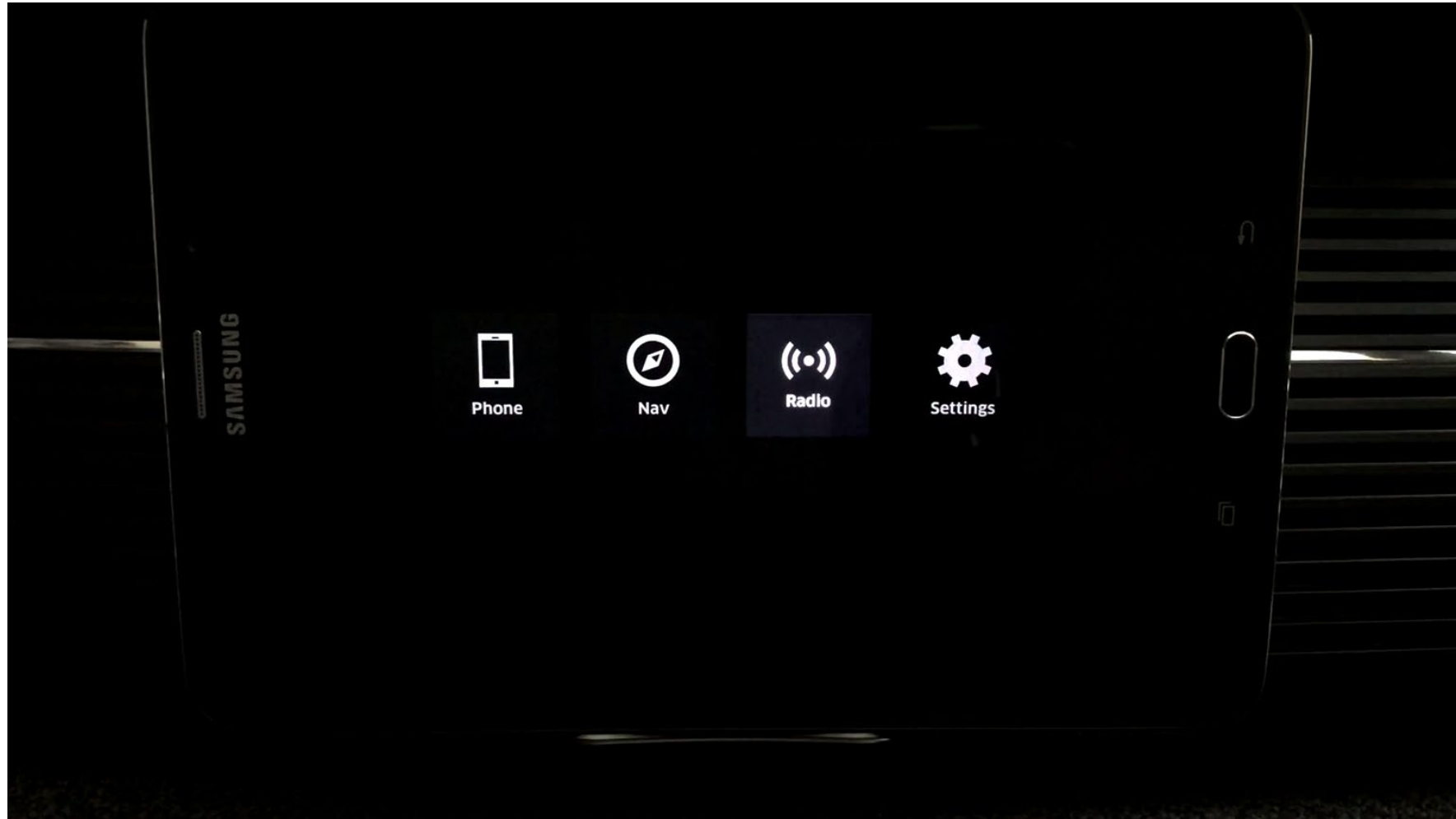
- To find the radio easily in the dashboard
- To find stations easily in the radio
- To see an up-to-date station list
- To set and use pre-sets easily
- To keep listening as reception varies
- To know more about what's on air
- To have their radio set up properly by default

Reference Radio main screen

Reference Radio video demo

michael.hill@radioplayer.co.uk

@radiomikehill