

ZUMIX Radio Project

Codesign Fall 2013

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ZUMiX

Background - East Boston

- Historically, East Boston has been home to new waves of immigrants.
- 46% of households speak Spanish at home.
- 70% of households are low/moderate income.
- 28% of households have children (20% of households across Boston have children).

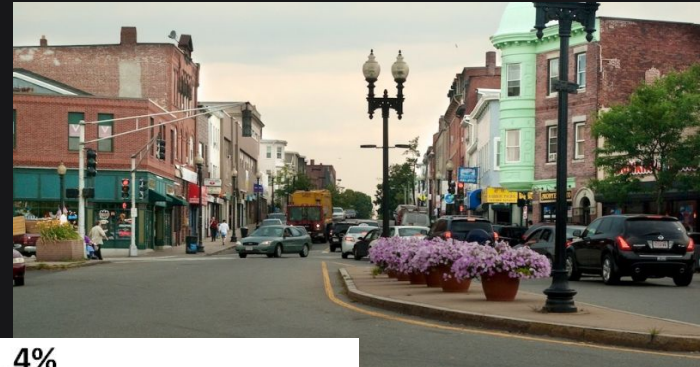
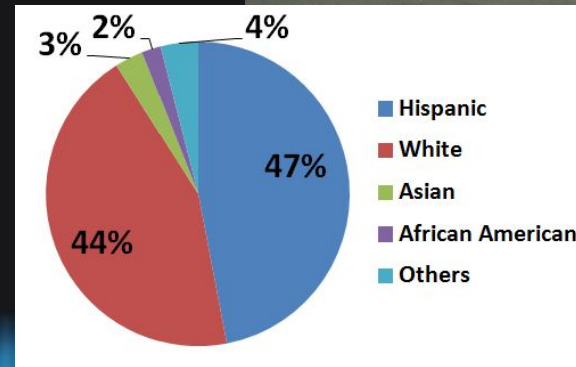


Photo courtesy of [Street Advisor](#)



Demographic information courtesy of [Boston Public Health Department](#)

Background - ZUMIX Radio

- **ZUMIX** is a place where empowered youth use music to make strong positive change in their lives, their communities, and the world.
- **ZUMIX Radio** youth DJs host their own radio shows that stream online. They play music, talk about topics that interest them, and share community stories.
- **Issues:**
 - Not enough people are aware of ZUMIX Radio.
 - People who know about it don't listen on a regular basis.
 - East Boston is facing many changes and the community could use a space to discuss these.



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Values & Goals

Our shared values

- Economic and social justice
- Engaged communities are powerful communities
- Healing racial and economic trauma helps us build community.

Goals

- Increase participation of youth and community in storytelling
- Increase listenership of Zumix Radio
- Integrate Zumix Radio into larger organization
- Engage and organize the community



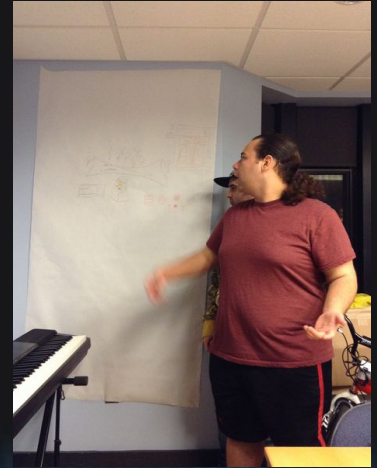
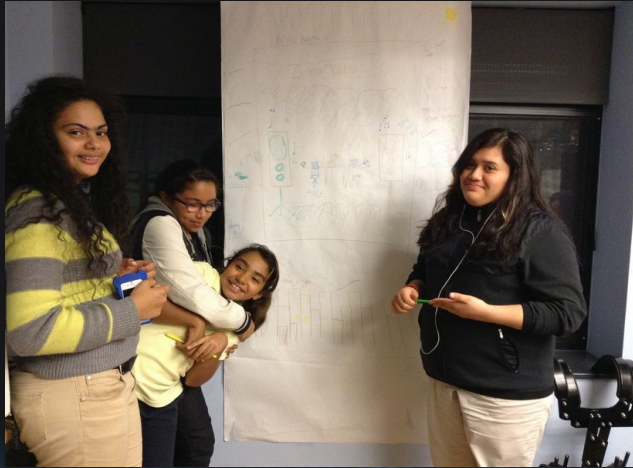
Outcomes



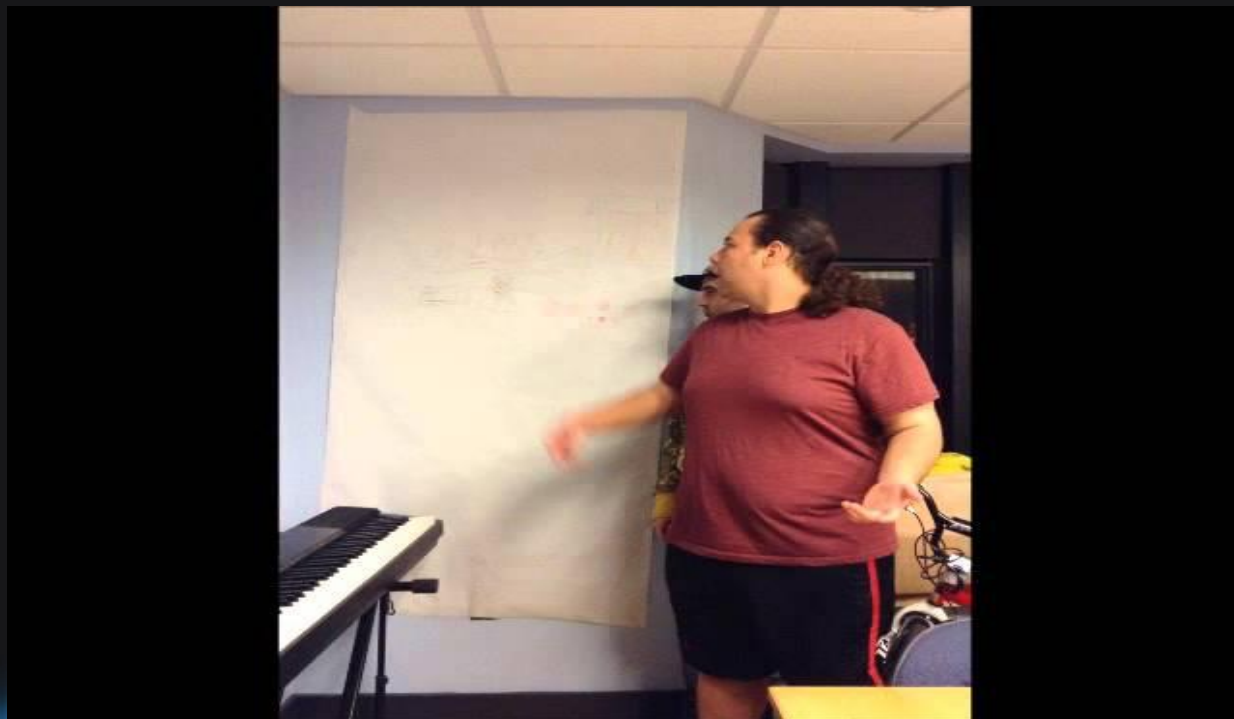
- Collaboratively design a project that serves the identified goals
- Create a physical object that will serve as an emblem for ZUMIX Radio and increase listenership
- Engage ZUMIX staff and youth in design process to foster sense of investment in ZUMIX Radio

Three Design Candidates

- Radio Player
- Mobile Story Booth
- Publicity/Marketing

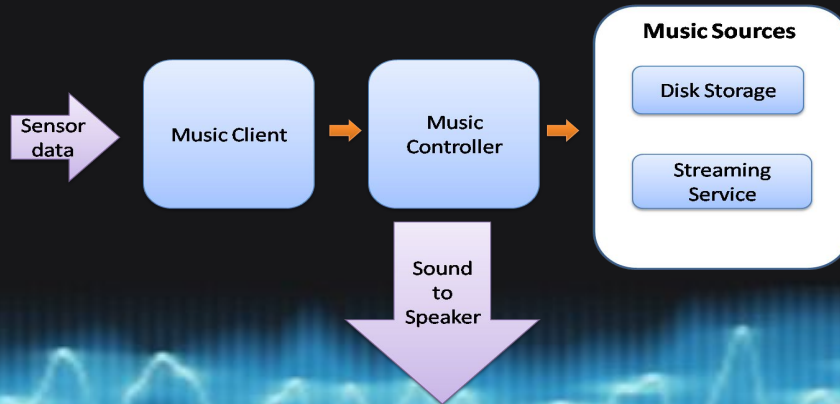
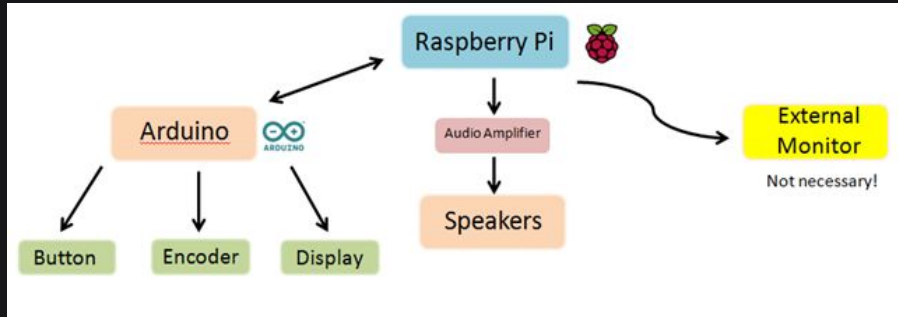


Brainstorming Workshop



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First Project Iteration



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Second Project Iteration

- We held another design workshop with ZUMIX youth
- We will purchase internet radio player to be housed inside a casing designed by the youth DJs
- We will laser cut the outer acrylic casing



Product

ZUMIX

Second Project Iteration

An example of acrylic casing

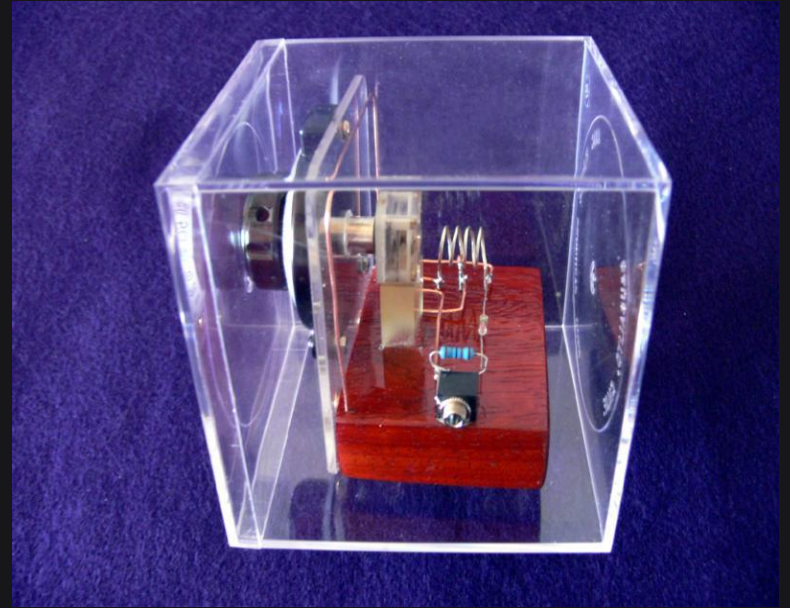


Photo from http://solomonsmusic.net/FM_CrystalRadio.html

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Project Proposal

What we'll make:

- Fun radio playhouse that continuously streams ZUMIX station

What we'll need to purchase or fabricate:

- Internet Radio Player
- Speakers
- Casing to represent ZUMIX



Image from www.amazon.com

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Challenges

- Structural Support
- Sound Quality
- Compatibility
- Communication
- Feasibility



Questions & Suggestions?



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