

Shure | Product Strategy

Envisioning wireless.

Building a user-centered product roadmap for wireless microphones

Overview

Shure microphones are industry-standard gear for entry-level, journeymen and professional musicians. Shure head units, the part of a microphone assembly that captures sound, have decades of familiarity with musicians and engineers, and Shure wireless electronics had developed an equally impressive reputation for their rugged, reliable and easy to use electronics. When customers began to expect that they could mix and match head units with wireless systems, Shure initiated a research project to better understand the wireless microphone user experience. Catapult Thinking was engaged to work alongside the channel and user research team to document key user insights and define, articulate and envision a product roadmap based on the experiences of performers and engineers.

Impact

The product design language specified in the Shure "Envisioning Wireless" program informed changes in form factor, line logic, feature sets and brand architecture for the Shure Wireless product line, strengthening the brand's position in this core segment.

Scope
 Channel Research
 User Research
 Product Strategy
 Product Line Logic



Catapult Thinking is a hybrid agency that helps companies align marketing, brand and channel initiatives with business goals.

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