**Challenge**
- Increase listenership
- Learn more about listener interests

**Solution**
- Provide metrics about listenership and listener interests
- Recommend programs to users based on their interests and locations

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**Challenge**
- Learn about your surroundings without losing time on your journey
- Keep both drivers and passengers entertained during the trip
- Stay alert and focused while driving

**Solution**
- Find programs in the common interests of driver and passengers
- Recommend programs to drivers based on location and interests
- Provide simple interface with voice-recognition option

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**Work Process**

- Interview
- Affinity Wall
- Persona & Scenario
- Lo-fi Sketches
- Hi-fi Prototype
- User Testing