

# Product appeal of Phonak Bolero Q

Phonak Insight

Breathtaking first impressions that last

When we make a purchasing decision all of our five senses come into play. By stimulating any combination of these senses with a product, it is possible to influence purchasing behavior.

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## Introduction

Hearing performance is king. There can be no compromises when it comes to the main benefit of hearing instruments, which is better speech understanding. However, discreetness, usability, reliability and appearance are also important characteristics that influence a buying decision. A small device that is hard to handle

is a problem for older clients, a small device that is not robust is not a solution for children. The challenge is to find the right balance between size, hearing performance, ergonomics, and reliability. Last but not least an attractive design is important to support all the functional aspects.



## The power of first impressions

Often first-time users expect a hearing instrument to be a large beige "banana" remembered from a grandparent. Giving a first impression that pleasantly surprises helps to overcome the initial reluctance to get a first hearing aid. People rely on their first

impression for most purchases. This is also the case when choosing a hearing instrument. The first opportunity to delight new clients is the size and the choice of colors that exceed their expectations.

## Appearance

Polymers are the usual choice of housing material in the hearing aid industry. This material enables manufacturers to build small, reliable and robust hearing aids. However, the look of such housings is not always afforded sufficient attention such that it reflects the sophisticated technology and high value of the hearing instrument.

The new color palette of the Phonak Bolero Q BTE devices reduces the likelihood of the real value not being reflected in the appearance. A renowned color specialist has developed a completely new color palette. Each hair and skin tone has its own personality and consists of several shades of the same color.

Metallic colors are widely known to have the same effect. Depending on the perspective, the colors exhibit a spectrum from very light to dark impressions of the same color tone. This makes metallic colors ideally suited to mimic and adapt to the natural beauty of human hair and skin. The colors of Phonak Bolero Q BTE devices have been chosen and designed to make the hearing aid as discreet as possible by providing the best possible match to a wide variety of hair and skin tones.

For style-conscious clients or those who want to stand out, Phonak Bolero Q BTE devices also offer two fashion and three fun colors. For the traditionalists the well-known beige is also available.



## Design aspects

Good design aims for optimal function, simple handling and carefree wearing. But design must also respond to the style sensibility of the potential wearer with visual appeal. Shapes and colors, small details and flowing lines, combination of glossy and matt surfaces – these are design aspects that directly stimulate our visual sense. Something that instantly appeals is immediately pleasing.

### Distinctively Phonak

Our goal is for Phonak hearing instruments to inspire trust – and differentiate them from other products in the market. While the design suits contemporary tastes, it must also be acceptable and appealing to a broad range of people.

Our research data has clearly shown that when compared to existing hearing instruments, the new designs and colors of the Phonak Bolero Q models was rated as more high-tech/modern looking.

### Design in detail

The fundamental shape of the instrument contours to the wearer's anatomy while the technology fits into the tiniest housing. The soft contours underline the ergonomic shape and the edges and lines give the device character. It is essential that design needs to be able to facilitate performance.



Key design elements that have been optimized for usability and accentuate the design:

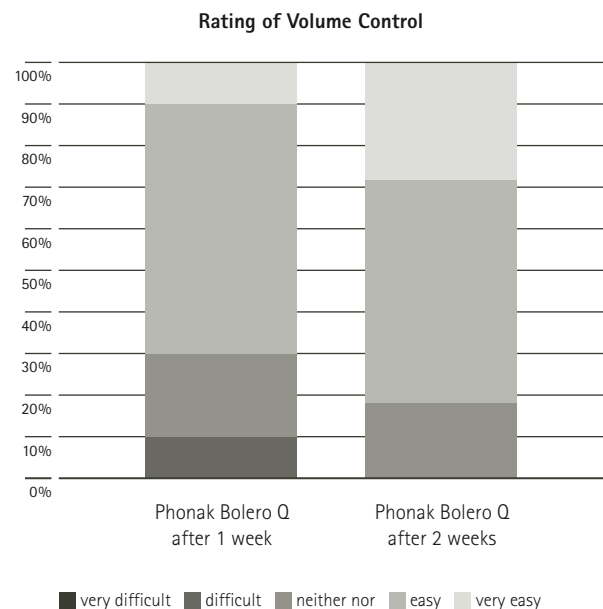
1. Elevated microphone plateau leverages the beamformer performance through a more horizontal alignment of the microphones on the ear.
2. The push button is positioned in the middle of the elevated microphone plateau so that it can be easily found.
3. Narrow microphone inlets are more resistant to dirt.

## Usability

In addition to visual appeal, other senses should also be considered, and certainly touch is relevant.

Clients like small instruments. But what impact does very small size have on usability? Fiddly battery handling, a push button that cannot be found behind the ear, or an ear mold that is tricky to insert are sources of frustrations that must be avoided. All these aspects have an impact on first impressions and acceptance of hearing instruments. Easy and clear push button tactility, a sturdy battery door which securely holds the battery and, of course, a smooth surface finish all address the sense of touch.

The manual controls of the Phonak Bolero Q hearing instruments are easily found and used on the ear even for those with dexterity challenges. The feel of the push button is clearly distinct to the finger and the volume control is more intuitive. After a 2-week trial 83% of test subjects rated the volume control of the Phonak Bolero Q easy/very easy to use.



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## Lasting performance and appeal

Ensuring that the design lives up to the promise of the technology, the Bolero Q family sports the highest quality finish and overall reliability. All models are nano coated with the latest plasma coating technology for enduring performance and appeal, even in moist conditions. With the Bolero Q-M13, water and dust

resistance is available at an unprecedented level of IP67 (IP67 indicates that the hearing instrument was not damaged beyond repair after 8 hours in a dust chamber, nor after being immersed in 1 meter (3 feet) of water for 30 minutes as defined by IEC60529).



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## Summary

Through listening to feedbacks from our customers and drawing from our own expertise we have taken a fresh look at our BTE portfolio. We embarked on a complete redesign of the range to appeal to the senses of your client. We are proud to introduce the brand new Phonak Bolero Q portfolio – designed to make a breathtaking first impression that endures through the life time of the instrument.

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