

INVITATION TO TENDER

Announced by

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Qualitative case study of the user experience of SoundWheel with an UK usergroup.

Background:

SoundWheel is planning to start selling in UK and have already been with Canute to UK on a trip to explore the UK market and find our potential customers. We have now decided to initiate market entry in the UK, and it is in this light we wish to explore user experiences in a UK setting. This will help us create quality marketing using user experiences.

We are now looking for a consultant whom can help us with developing and conduct user evaluation on a group of selected users in a UK market. The assignment is described below and will consist of the following tasks:

Question:

Can we describe the ways that Soundwheel assists with the experience of emotionally embodied states?

Aims and Objectives:

We require an experienced evaluation consultant to provide an in-depth description of how our product influences embodied emotional states (Varela et al., 1991) at an experiential level within a UK environment.

Methods

Participants

Adults (18-24) will be recruited from 2 populations: an academic HEI institution arts department for Group 1. and via social media general public for Group 2.

Inclusion Criteria



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The participants must have good hearing and be aged 18-65.

Participants must be studying or employed and score above 14 points on the perceived stress scale.

Theoretical Modelling

The theoretical modelling will use psychophysiological representational theory (Farah, 1985) and therapeutic music-based theory (Altenmüller & Schlaug, 2012) to develop the hypothesis of improved emotional embodiment.

Focus Groups (2-4)

Focus group type interviews (Basch, 1987) will be conducted to describe the change mechanisms (Kazdin, 2007) until the themes reach saturation (Guest et al., 2020) and provide a useful basis for describing the experiential basis of emotional embodiment, and under which conditions they may occur.

Interviews 6-8

Individual interviews will be conducted with music and wellbeing experts to offer insight into the change mechanisms of change identified in the focus groups and soundwheel compositions.

Preliminary logic model development

Based on the theoretical modelling a summary of the mechanisms of change and the operational environment will be produced in the form of a flow chart diagram (logic model).

Setting

The settings will be two UK based environments:

An open-air natural environment
An academic environment

Outputs

The outputs will be:

A description of the theory of change according to the specific musical compositions identified by Soundwheel
A thematic analysis of participant experience
A logic model summarising the change process in diagrammatic form

Intellectual Property (IP)

Soundwheel holds exclusive rights to all IP that is used or is potentially generated as a result of this evaluation.

Deadline for submission of tenders: 21-11-2022

Amount limit: 75.000,00 DKK excl. VAT

Submit tender



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