

# New Product. Not for Everyone.

## **Project Goal**


When Sonos was preparing to launch their new product Amp, they wanted to avoid confusion—Amp was geared towards the professional market and unnecessary for most Sonos households. However, it was still important to announce the product, but in a way that would not confuse Sonos owners.

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## Solution

I wrote and designed a simple, straightforward "quiz" for the launch email, helping recipients quickly ascertain whether they needed the product or not.

SONOS



**More power.  
More possibilities.**

**Meet Amp.**

Amp extends the Sonos experience to your in-wall and in-ceiling speakers, bookshelf and floor-standing speakers, and yes, even outdoor speakers. Power hungry? With 125 Watts per channel, Amp supports high fidelity sound for even the most demanding speakers.

**Stream everything.**  
Stream everything you love with the Sonos app and Apple AirPlay 2.

**Amplify your TV experience.**  
Connect your TV to enjoy immersive stereo or surround sound for shows, movies, and video games.

**Play all your music.**  
Connect your turntable or other audio sources to enjoy vinyl, CDs, and audio files stored on your devices.

**Take the sound outside.**  
Amp easily powers third party outdoor speakers so you can expand your sound system to the backyard.

**It gets better.**  
Regular software updates means Amp improves over time.

[Shop now](#)

**Is Amp for me?**

Most Amps will be professionally installed, so if you're looking for a professional installation for your home sound system, we can help you find one below. If not, here are some questions to find out if Amp is right for you.

Do you want to incorporate any of the following into your Sonos sound system?

	YES	NO
<b>1</b> Speakers that need to be wired into an amplifier in order to play (i.e. bookshelf speakers, floor-standing stereo speakers, etc.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<small>*Note: Sonos speakers have amplifiers built into them and do not need to be wired into an amplifier.</small>		
<b>2</b> Speakers built into your walls or ceilings	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>3</b> Outdoor speakers	<input checked="" type="checkbox"/>	<input type="checkbox"/>

If you answered yes to any of the above, click below to learn more about Amp.

[Learn more](#)