

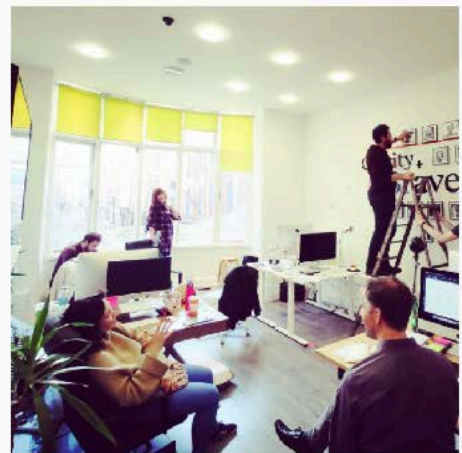
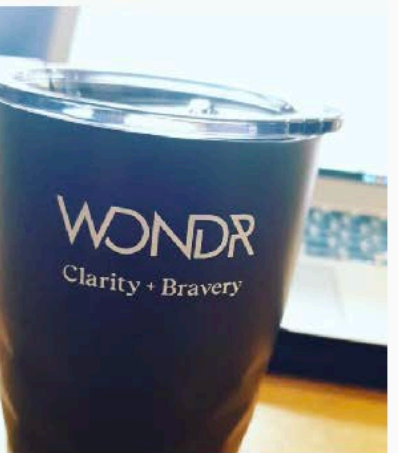
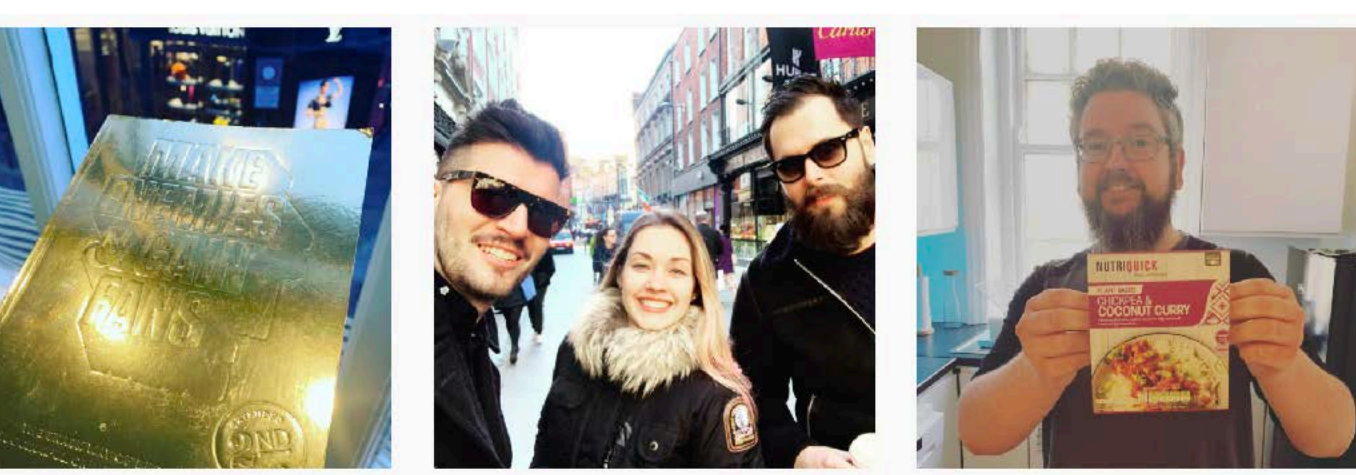
WONDR



WONDR

**U2 by YOU**

2021



## To fellow fans

We're always looking to bring innovation to every collaboration that we do through our LAB+ model. Sometimes we use this model to look at emerging technologies or existing ones that need a transformation and imagine what is possible.

We highlighted the 'Music Industry' as an example of a sector that has been digitalised to a point where 'the soul' has been lost. Recently I purchased a U2 hoodie as part of the 'All that you can't leave behind' 20th anniversary. The customer journey didn't deliver an exciting end-to-end fan experience. It followed the usual expected e-Commerce journey, no different to purchasing books or electronics online. It got us thinking that there is a huge opportunity to transform this by creating an immersive experience for bands, teams and sportspeople who have a huge cult following like U2 do.

Out of our internal workshops came the idea 'U2 By You'.

We understand the great reach and flexibility digital apps like Spotify bring, however some things have been lost. Our proposition has been designed to bring fans together as a digital community to share experiences, memories, experience exclusive band material and allow them the chance to contribute to a vast neural network of U2 memories from across the globe.

The results of this is an idea that helps to bring a richer experience for loyal fans where they can also watch concerts, listen to the back catalogue, merchandise and tours in a new manner that has never been done before. We're sharing as fans and would love to hear what you think.

**Dermot O'Shea**  
FOUNDER & DIGITAL ARCHITECT - WONDR



“A memory is what is left when something happens and **does not completely unhappen**”

Edward de Bono

# I remember recording **U2** from the radio.



Waiting for the DJ to please shut the fuck up.  
Fingers hovering over the spring-loaded  
play+record buttons on a cheap single-deck radio.

Sellotaping over the corners of a Suzanne Vega  
cassette so I could share the latest tunes in school  
the next day. Sorry for your troubles, Luka.

# I remember queuing up with mates for **Achtung.**



Lined up outside Golden Discs on Grafton waiting for the shutters the scrape up.

Then we were rats out of the traps and down the aisles. Paying with fivers the size of envelopes and coins the size of watch faces.

# I remember reading the lyrics on the bus home.



Sharing an earphone. Reading along to the music, impossibly small words printed in tight stanzas on unwieldy paper concertinas.

All while the club-footed driver lurched to a stop, making us motion sick as that greasy diesel fog crept up from the back.



**I remember being  
one of thousands  
singing along to  
With or Without You.**


# All these memories enshrine U2's music into my life.

They make every song a collection of moments, friends and experiences. Each unique and filled with detail. 'One' may be about grace.

But it's also the first song I learnt to play, on a cheap double-cut (it was red, with dodgy tuning heads and fuzzy pickups).





But now when  
I want music,  
I press a button. 

No story. No discovery. No shared memories.  
A frictionless and forgettable purchase from  
an all-you-can-eat service.

The music subscription model has done to music  
what McDonalds has done to food; filled us up  
while leaving us hollow.

**On the 30th Anniversary of  
Achtung Baby we're sharing  
a concept that has been  
designed remind U2 fans  
that the music we love  
is made deeper by our  
shared memories of it.**

**That a fundamental part  
of what makes U2, U2,  
is the fans and their  
shared experience.**



**“If I am close to the music  
and you are close to the music,  
we are close to each other”**

Bono

**U2**  
**History**

**U2 Fans**  
**personal**  
**stories**

# U2 by YOU

A WONDR Concept



**A digital timeline of  
U2 history, enhanced  
through fan memories.**

# Home of U2 by You

The next screens are extracts from our fuller prototype to give you a sense of the experience.

- The home is divided by decade, so you can choose your favourite and zoom in. Here you will see the images are made up of individual moments shared by fans.
- Alternatively, you can jump into a decade on the timeline and read more about the band from that era or you can go ahead and share your favourite U2 moment.



USE HEADPHONES FOR A BETTER EXPERIENCE



# U2 BY YOU

BE PART OF A JOURNEY THROUGH THEIR BEST MOMENTS IN HISTORY



# SWIPE TO CHANGE THE DECADE OF CHOICE

Think of this experience of a U2 universe with all the fan memories creating an image of the band. When you zoom in you see more.

U2 BY YOU



'10s

EXPLORE **DECADE**



U2 BY YOU





# '70S

EXPLORE **DECADE**



ZOOM IN/OUT EXPERIENCE TO VIEW  
SHARED FAN MOMENTS

U2 BY YOU



'10s

EXPLORE **DECADE**



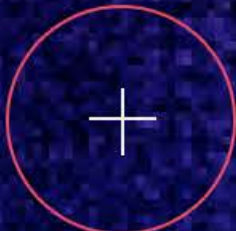


U2 BY YOU

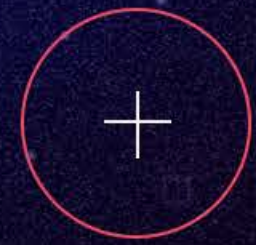


# '10S

EXPLORE **DECADE**



U2 BY YOU



U2 BY YOU



'10s

EXPLORE **DECADE**





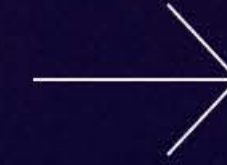
**ALEXANDRE THIBAUT**  
**360 TOUR**  
FRANCE - 2009



# '10s

EXPLORE **DECADE**





**ALEXANDRE THIBAUT**

**360 TOUR**  
FRANCE - 2009



ADD YOUR MEMORIES



EXPLORE **DECADE**



# ADDING A MEMORY EXPERIENCE

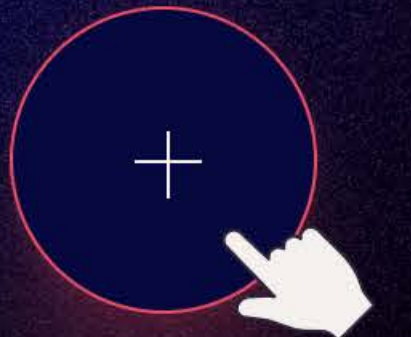
U2 BY YOU

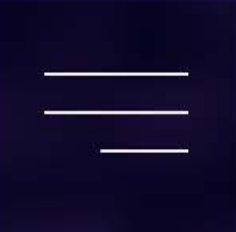


'10S

EXPLORE **DECADE**

ADD A MEMORY & GET TICKETS TO AN  
**EXCLUSIVE VIRTUAL CONCERT**





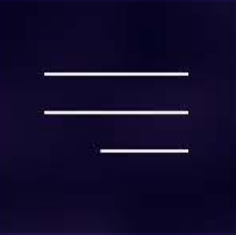
TYPE YOUR  
COMPLETE NAME

**CONOR O'BRIEN**



CANCEL ✕



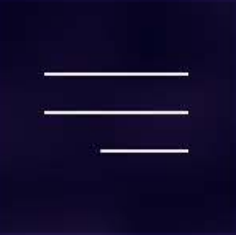


SELECT THE **TOPIC**  
OF YOUR MEMORY

- EARLY YEARS
- BOY
- OCTOBER
- WAR**
- THE UNFORGETTABLE FIRE
- THE JOSHUA TREE
- LOVETOWN
- ZOO TV
- POPMART



CANCEL ✕



SELECT THE **YEAR**  
OF YOUR MEMORY

1978

1979

1980

1981

1982

**1983**

1984

1985

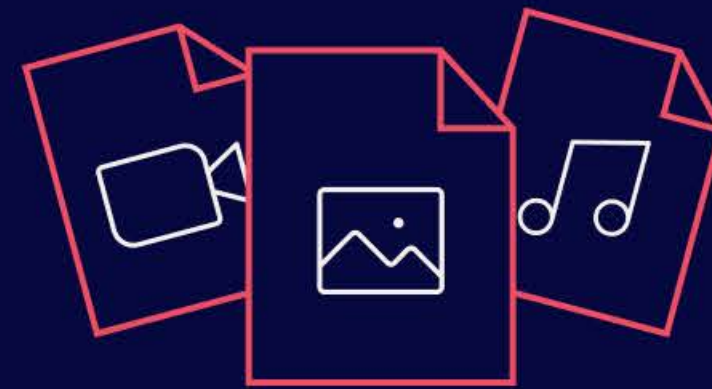
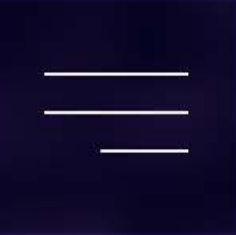
1986

1987

1988

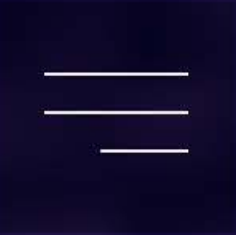


CANCEL ✕



DROP YOUR **MEMORIES** HERE  
OR BROWSE FROM YOUR COMPUTER

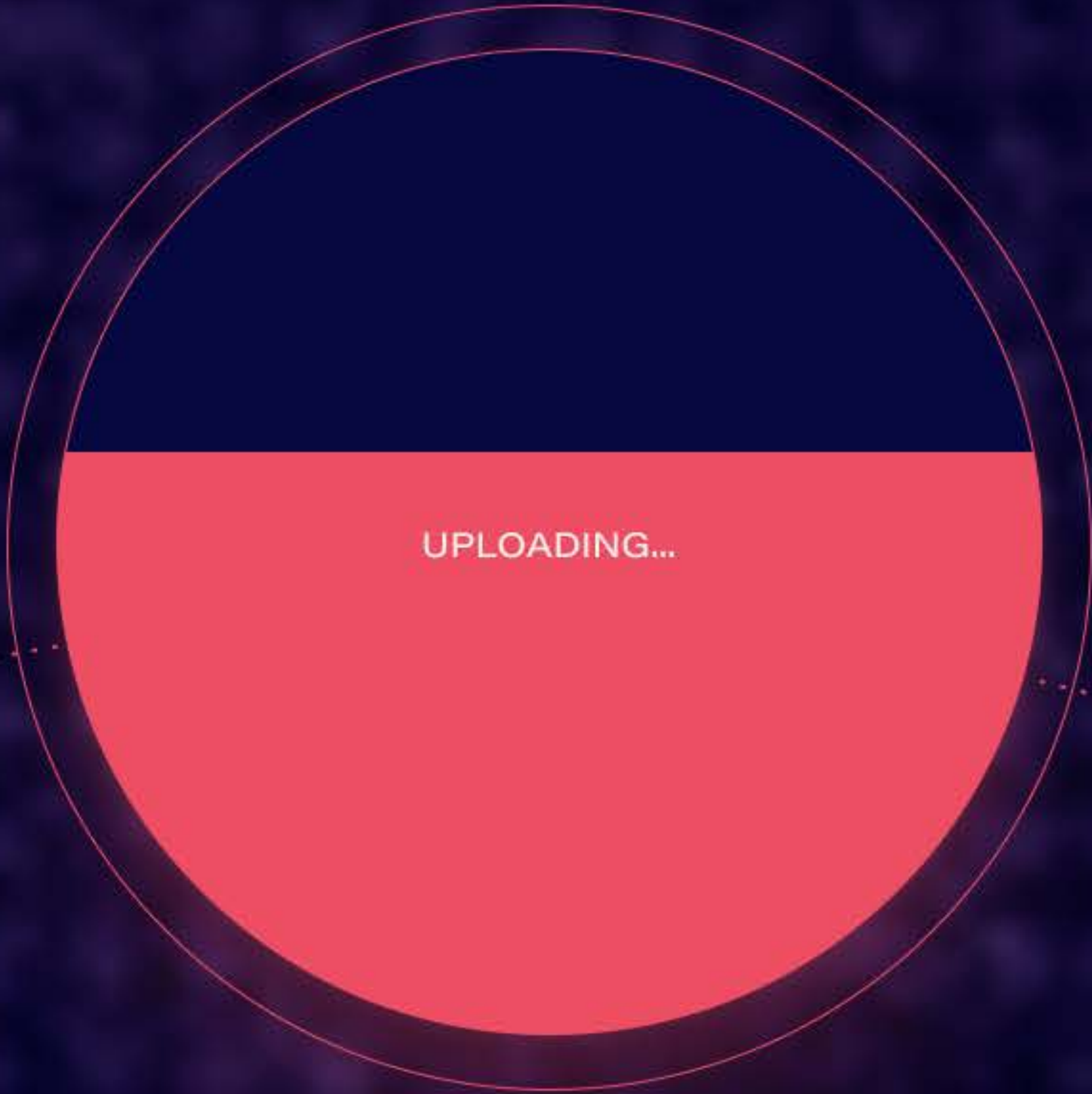
CANCEL ✕



DROP IT!



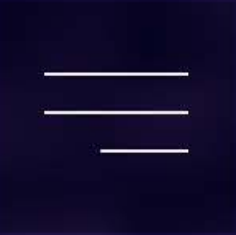
CANCEL ✕



UPLOADING...

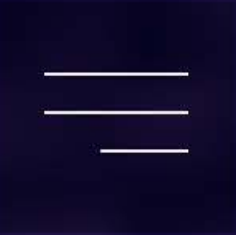
CANCEL X





**MEMORY** SUCCESSFULLY UPLOADED.  
NOW, A SPECIAL SURPRISE!

CANCEL ✕



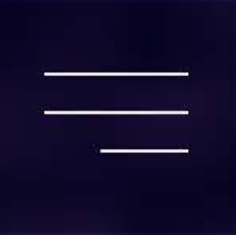
YOU JUST GOT A TICKET FOR  
AN EXCLUSIVE **U2 CONCERT**

---

ENTER YOUR MAIL TO RECEIVE IT!



CANCEL ✕



**CONOR O'BRIEN**

**JOSHUA TREE**

US - 1987



SHARE







**CONOR O'BRIEN**

**JOSHUA TREE**  
US - 1987

'10s

EXPLORE **DECADE**



# Discover the U2 Story

## A digital experience based on extracts from the book U2 by U2.

We've developed an experience that allows fans to delve into their backstory, listen to the records, watch live shows, as well as sharing their moment of choice as fans.

- **Home** is where you get to see all of the stories come together in a special 3D universe where you can pinch in to see the individual stories that make up the U2 experience.
- **Timeline** where fans can experience digital extracts from the book U2 by U2. In here they can delve deeper into the story of the band from their favourite decade
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- **The Store** - refreshed version of their current store with a richer experience and UI built for U2.

Of course, this can expand to include more sections around upcoming tours, it's the first version to paint ideas on what is possible if you reimagined the [u2.com](https://www.u2.com) experience.



# '70s

EXPLORE **DECADE**



# '70S

EXPLORE **DECADE**



IT ALL BEGAN WITH AN AD AT



● 1976

● 1977



1978



GAN WITH AN AD AT SCHOOL

● 1979

● 1980

● 1981

Drummer  
seeks  
musicians  
to form  
band

ummer

● 1980

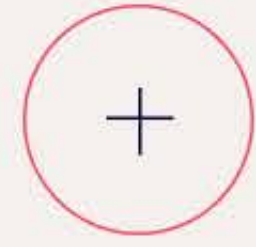
**Drummer  
seeks  
musicians  
to form  
band**

● 1981



**Drummer  
seeks  
musicians  
to form  
band**

**Drummer  
seeks  
musicians  
to form  
band**







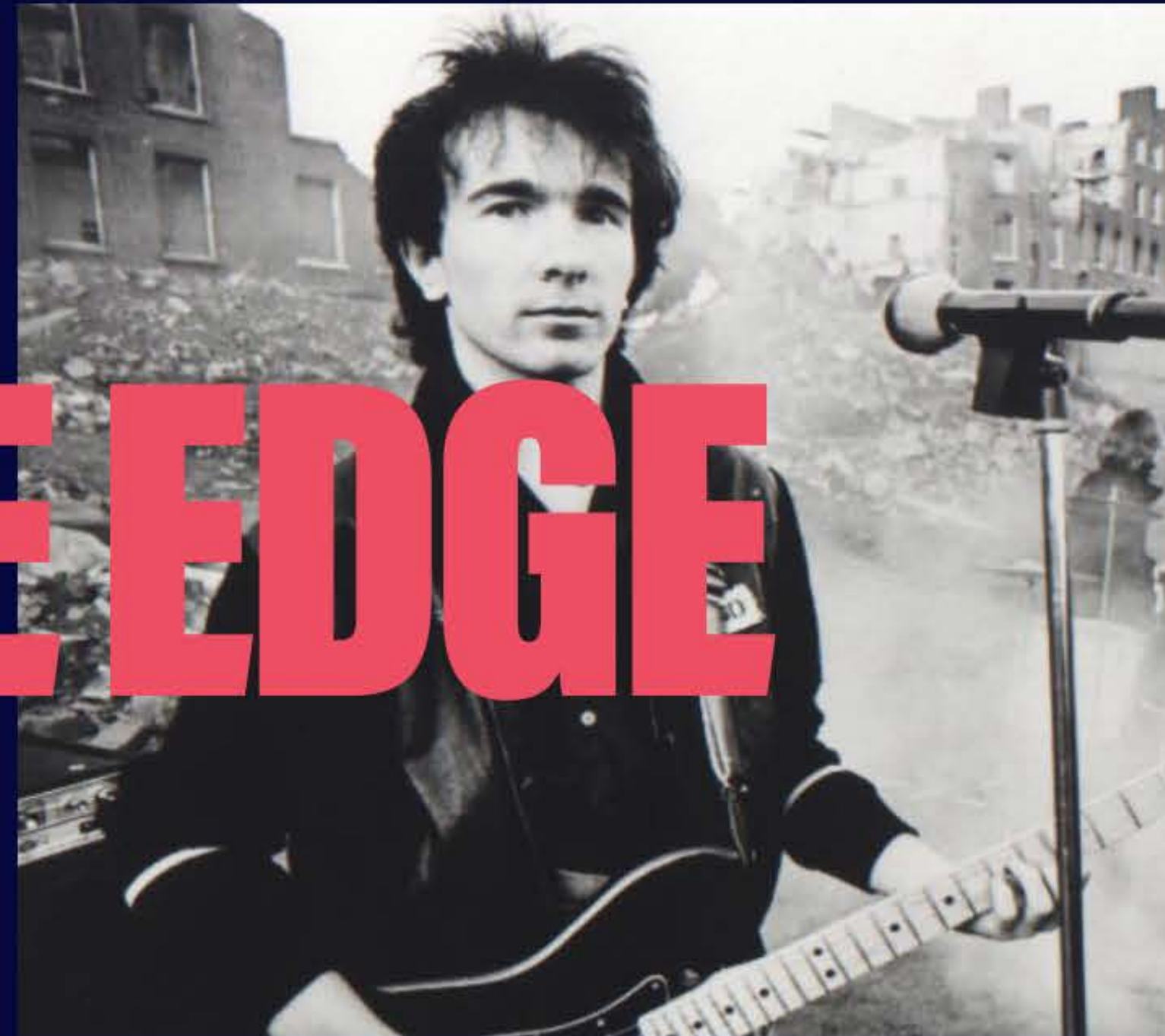
“This odd group of  
people convened in  
my kitchen in Artane.  
And that's where it  
started”

 Larry Mullen





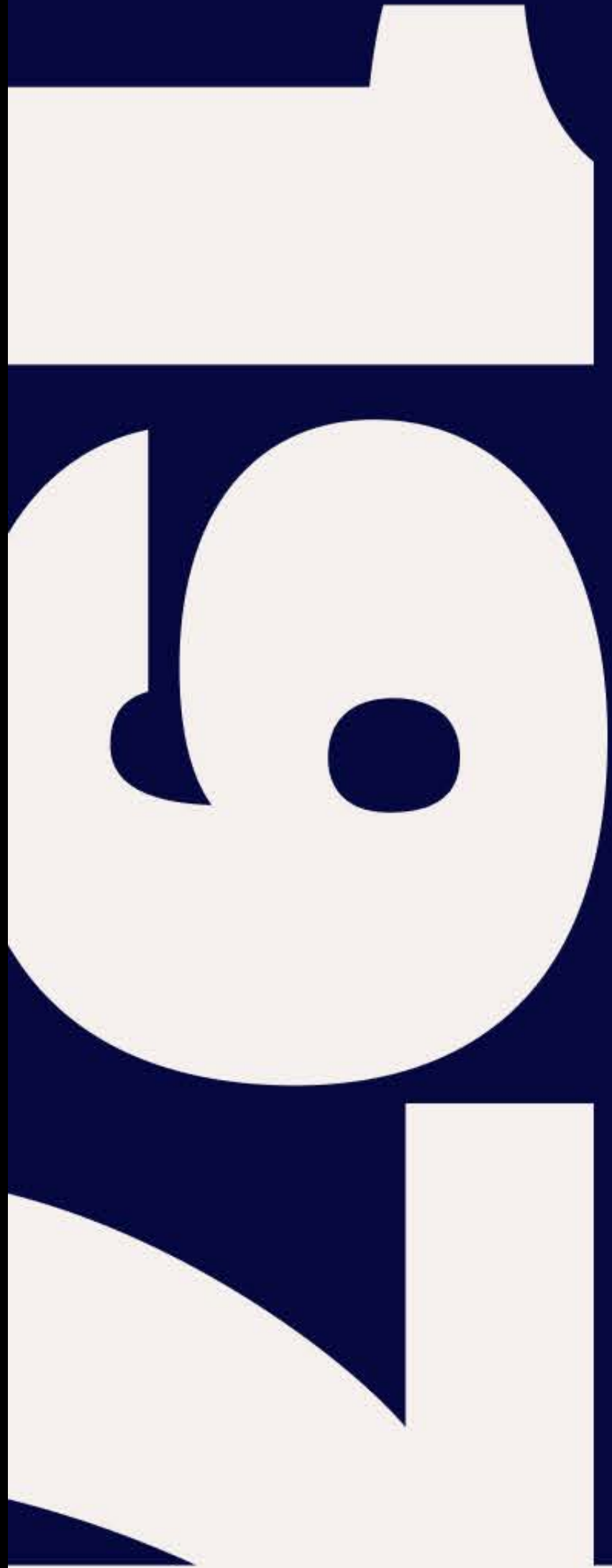
**BONO**



**THE EDGE**

# Feedback

The four teenagers, who initially called themselves 'Feedback', rehearsed in Larry's Dublin kitchen, Bono on vocals, The Edge on guitar, Adam Clayton and Larry making up the rhythm section of bass and drums. Inspired by punk, but insulated from the standoffish cool by the Irish Sea, Feedback had become 'The Hype' and then 'U2' and were soon building a local reputation based on the passion of their performances.



First TV appearance  
RTE 1978



After a brief period being managed by Adam, they had met up with Paul McGuinness but an early Irish release in 1979, the 'U23' EP on CBS, proved a one-off. They would wait until the following year to sign a long-term deal with Chris Blackwell's Island Records. 'I was amazed at the quality and talent and ambition of these four musicians and yet we couldn't get a record deal,' recalls McGuinness. 'Everyone in the world passed on U2 before we finally found a home at Island Records.'





First TV appearance  
RTE 1978



U2 strut their stuff at a Trinity gig in  
1979.  
Photo: Patrick Brocklebank.

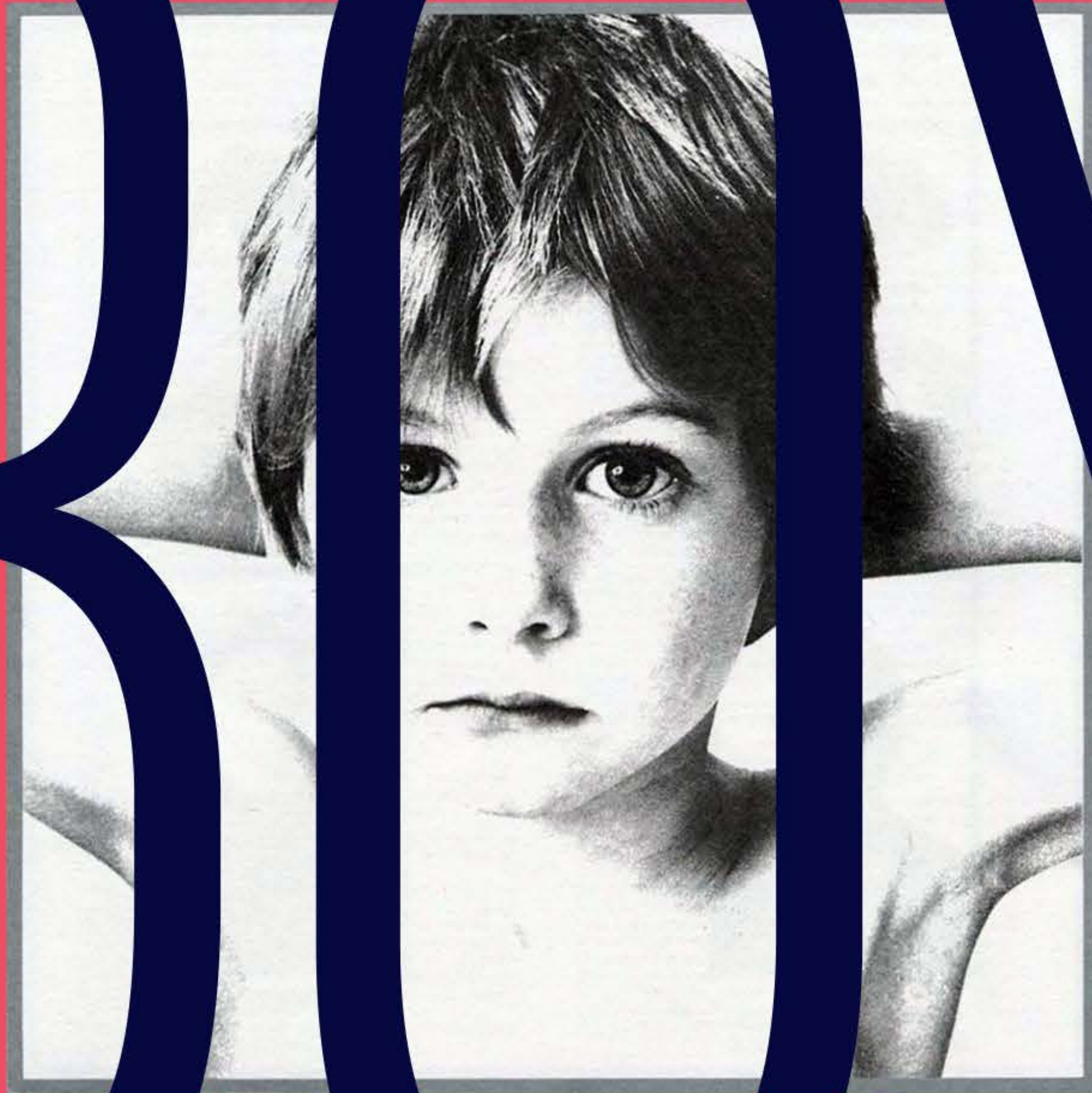


1980

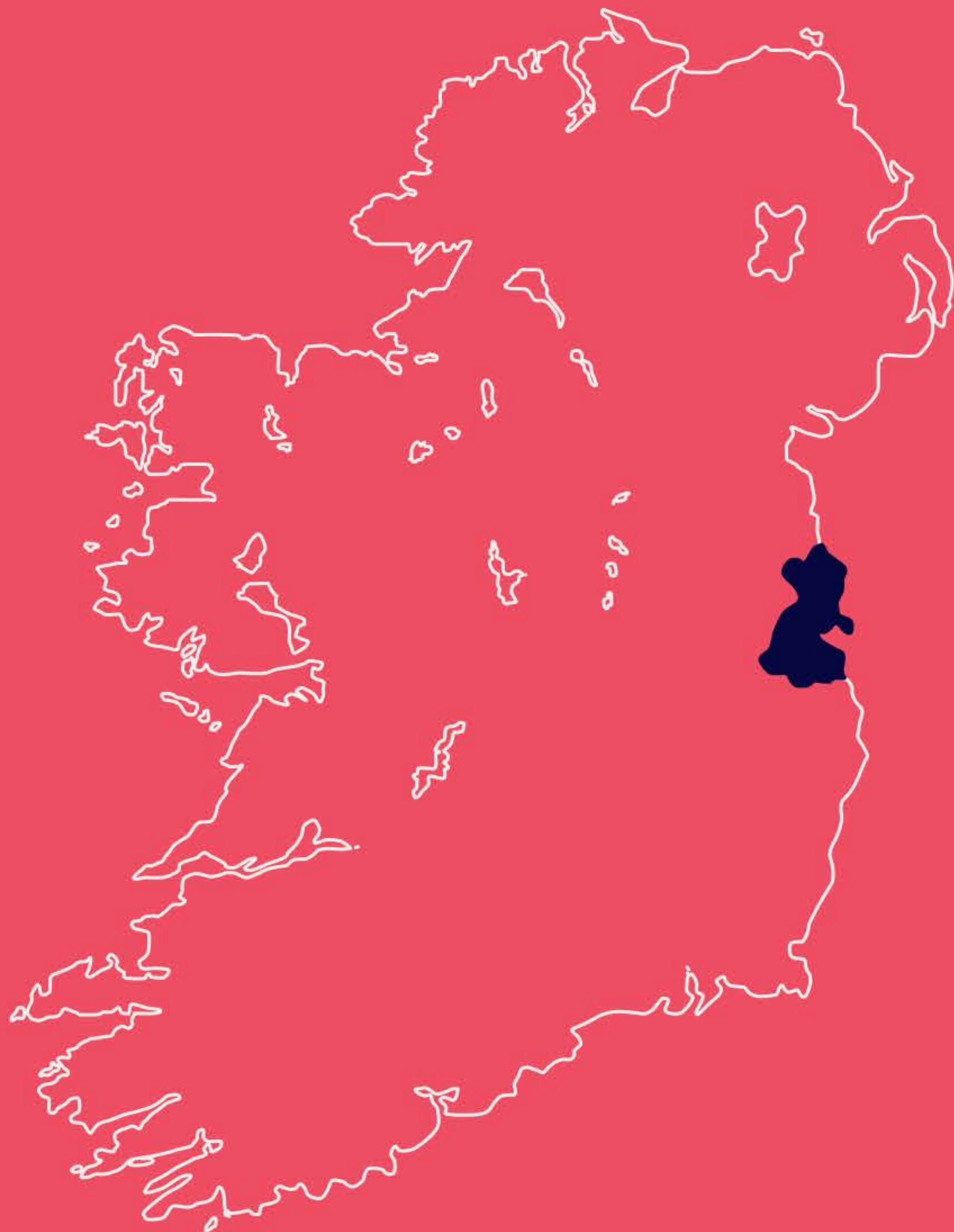
Down



# BOY



- 1980



Boy was recorded from July to September 1980 at Dublin's Windmill Lane Studios, which became U2's chosen recording location during the 1980s. It was their first time working with Lillywhite, who suggested recording drummer Larry Mullen Jr. playing in a stairwell, and recording smashed bottles and forks played against a spinning bicycle wheel. The band found Lillywhite to be very encouraging and creative, and he subsequently became a frequent producer of their recorded work. Thematically, the album's lyrics reflect on adolescence, innocence, and the passage into adulthood,[2] themes represented on its cover artwork through the photo of a young boy's face.







11 O'Clock Tick Tock  
Live On The Old Grey Whistle Test  
1981

# 70S MERCHA

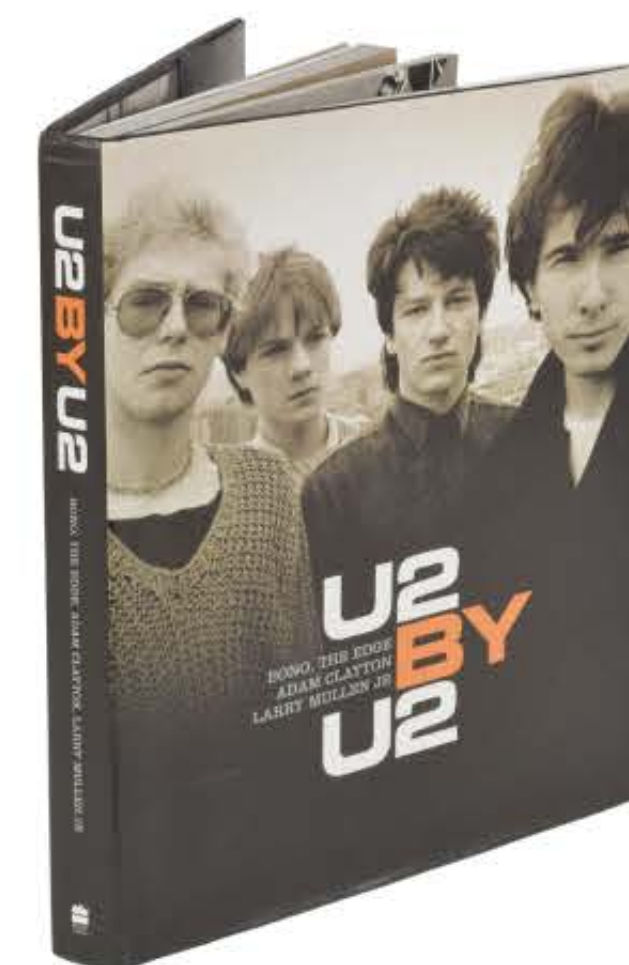
[View all](#)



BOY LIMITED EDITION VYNIL  
€ 30



U2 LOGO BLACK T-SHIRT  
€ 24,99



U2 BY U2 BOOK  
€ 22

# What else is in the menu

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# '90s '00s '10s

Home About **Timeline** The teaser The big

SHARE



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The background features a dark, almost black, space filled with vibrant, glowing lines in shades of purple, magenta, and blue. These lines are arranged in a way that suggests motion and digital connectivity, with some lines forming circular or spiral patterns. The overall effect is a futuristic and dynamic digital landscape.

A LITTLE ABOUT US

OUR ETHOS

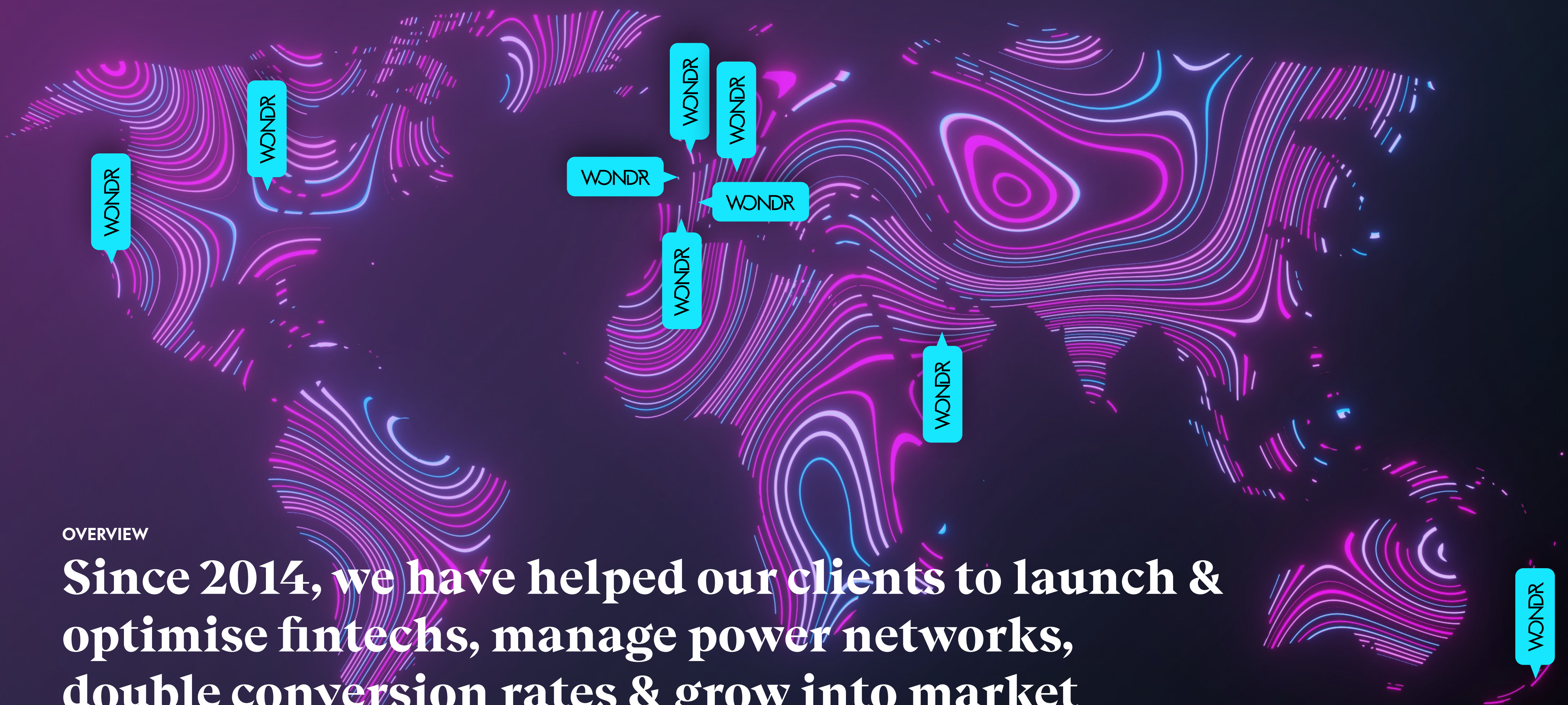
# Accelerated Innovation through Clarity & Bravery.

WONDR  
A Digital Product Practice

OVERVIEW

We are a **Digital Product Practice** that accelerates digital innovation & delivers results that matter for digital business owners.





OVERVIEW

**Since 2014, we have helped our clients to launch & optimise fintechs, manage power networks, double conversion rates & grow into market leaders across the globe.**



OUR PROCESS

**The future is where your customers already are. Our process enables you to meet them there.**

Our 3 step (LAB+ / CRAFT / BUILD) modular process accelerates innovation through clarity + bravery.

- ✓ ACCELERATE INNOVATION
- ✓ UTILISE EFFICIENCY
- ✓ ACHIEVE BUSINESS GOALS
- ✓ VALIDATE STANDARDS
- ✓ VALIDATE SUCCESS WITH REAL CUSTOMERS
- ✓ REDUCE COSTS/RISKS ON THE DEVELOPMENT OF DIGITAL PRODUCTS.
- ✓ DE-RISK INVESTMENTS



👉 VIEW IN BROWSER INSTEAD 😎

# Go raibh maith agat

If you'd like to speak further about this document, please contact...



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