

***BOSE***



# Problem

## 1. Repetitive Images

Too many similar visuals → weak brand impact

## 2. Off-brand Design

UI tone didn't reflect Bose's bold, premium identity

## 3. Low Headline Readability

Typeface made key messages hard to read

## 4. No Brand Story on Homepage

Only images → no info about what makes Bose special

## 5. Overly Long Product Descriptions

Hard for users to scan and understand quickly

## 6. Poor Information Structure

Important points were buried with no clear hierarchy

## 7. Repetitive PDP Images

Similar lifestyle photos reduced storytelling value

## 8. No Competitor Comparison

Users couldn't see why Bose is better than alternatives

## 9. Limited Interactive Features

No personalized or engaging product experience

# Improvements

## 1. Reduced Visual Repetition

Kept only strong, high-impact images

## 2. Stronger Bose Identity

Darker tone, premium contrast, sound-focused mood

## 3. Clearer Typography System

Improved readability with new headline font

## 4. Added Brand Story Sections

Bose innovation, technology, and heritage introduced

## 5. Simplified Product Content

Key features turned into charts + short summaries

## 6. Organized Information Structure

Clear hierarchy to highlight core product benefits

## 7. Refined PDP Imagery

More diverse and meaningful lifestyle visuals

## 8. Competitor Comparison Added

New section to show Bose advantages clearly

## 9. New Interactive Features

- Virtual Try-On
- 360° Viewer
- Quiz CTA
- Personalized Recommendations

# Brand Target Audience

## Primary 60-65%

- Young adults (19-29), professionals (30-49) who listen many hours per week (~7.8 hrs for 19-29).
- Value high sound quality, comfort, and are willing to pay more. (Sound quality top priority for 75% USA buyers)

## Secondary 20-30%

- Trend-conscious users, design lovers, frequent travelers.
- Buyers influenced by brand popularity: Bose has ~14% US adult user share.

## Other -10%

- Audiophiles and frequent travelers who want immersive experiences.

## Demographics

- Age: approx. 19-49 years old (focus on younger and middle-aged groups).
- Income: moderate to high (willing to pay premium for quality).
- Interests: music, comfort, lifestyle, technology, premium experience.

# Deep Sound, Human Feel (UPDATED AFTER FINAL UI DESIGN)

## Design Statement

Sound that connects emotion and presence.

This direction focuses on **warmth, depth, and sensory immersion**, showing how Bose reaches people through feeling, not just sound.

## Design Principle

### 1. Dark & Warm Tone

Deep blacks and warm orange accents create a bold, immersive sound-driven atmosphere.

### 2. Visual Rhythm Inspired by Sound

Curves, waves, and geometric lines reflect motion, vibration, and sonic flow.

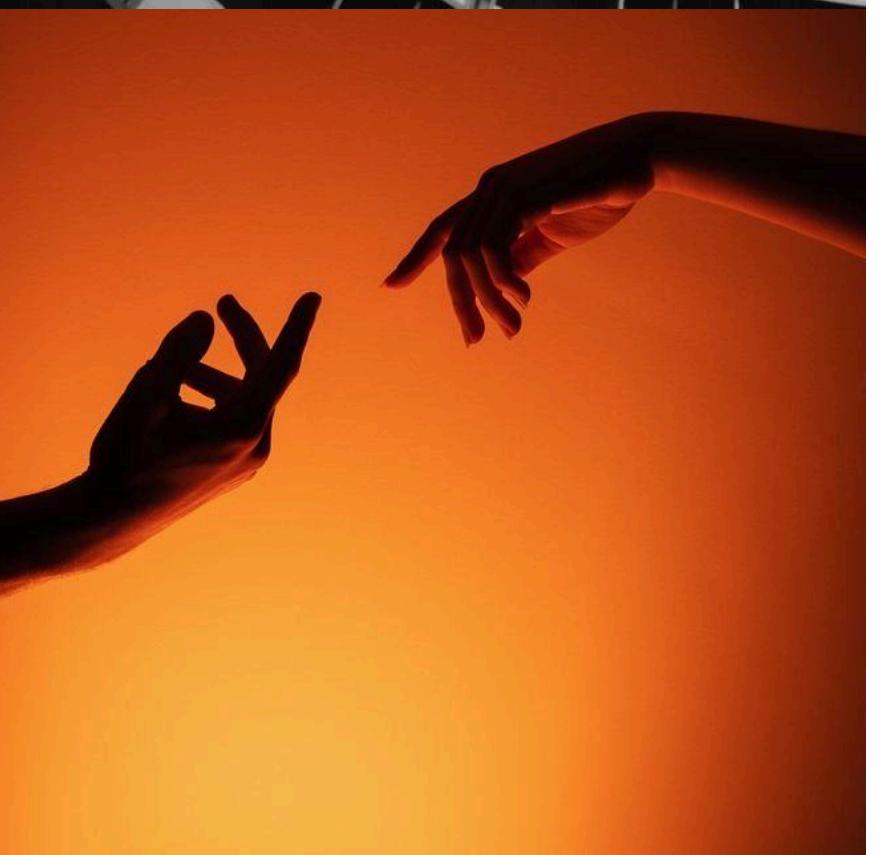
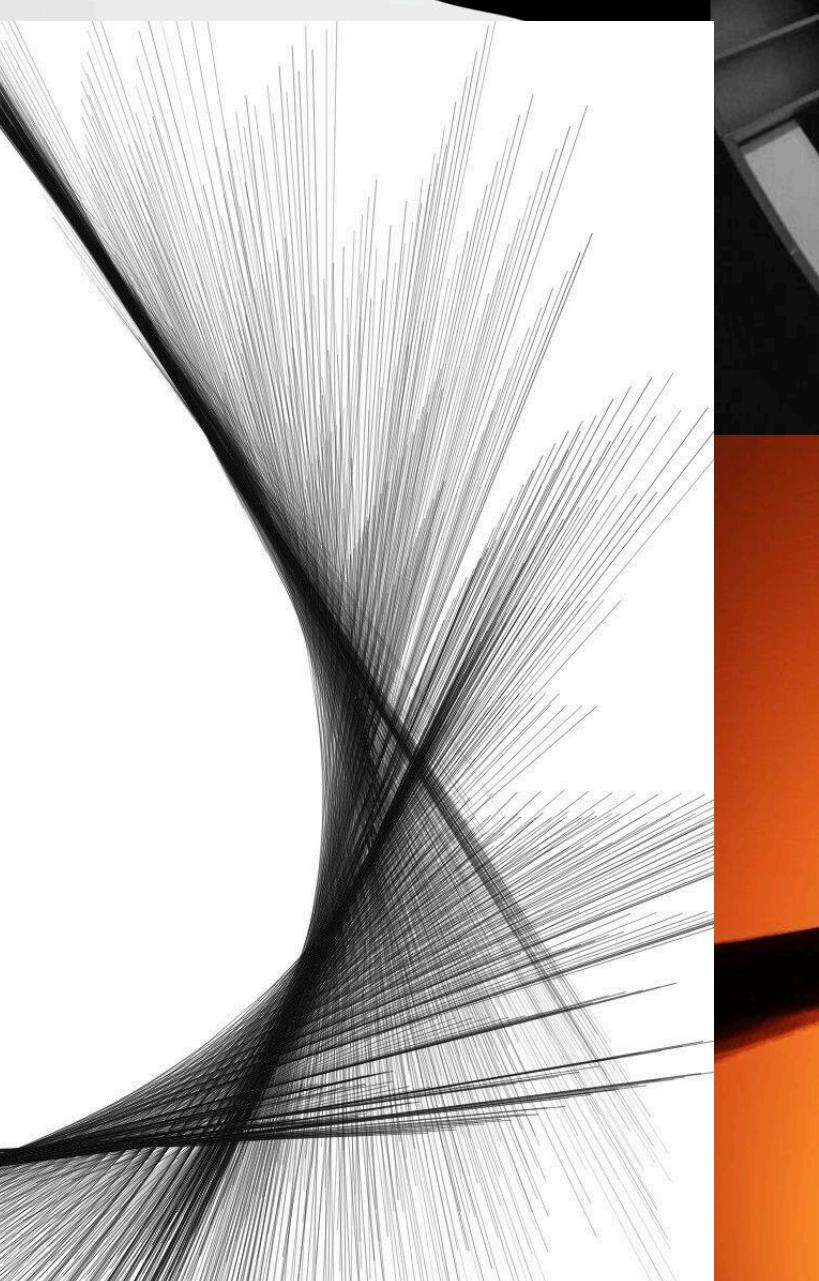
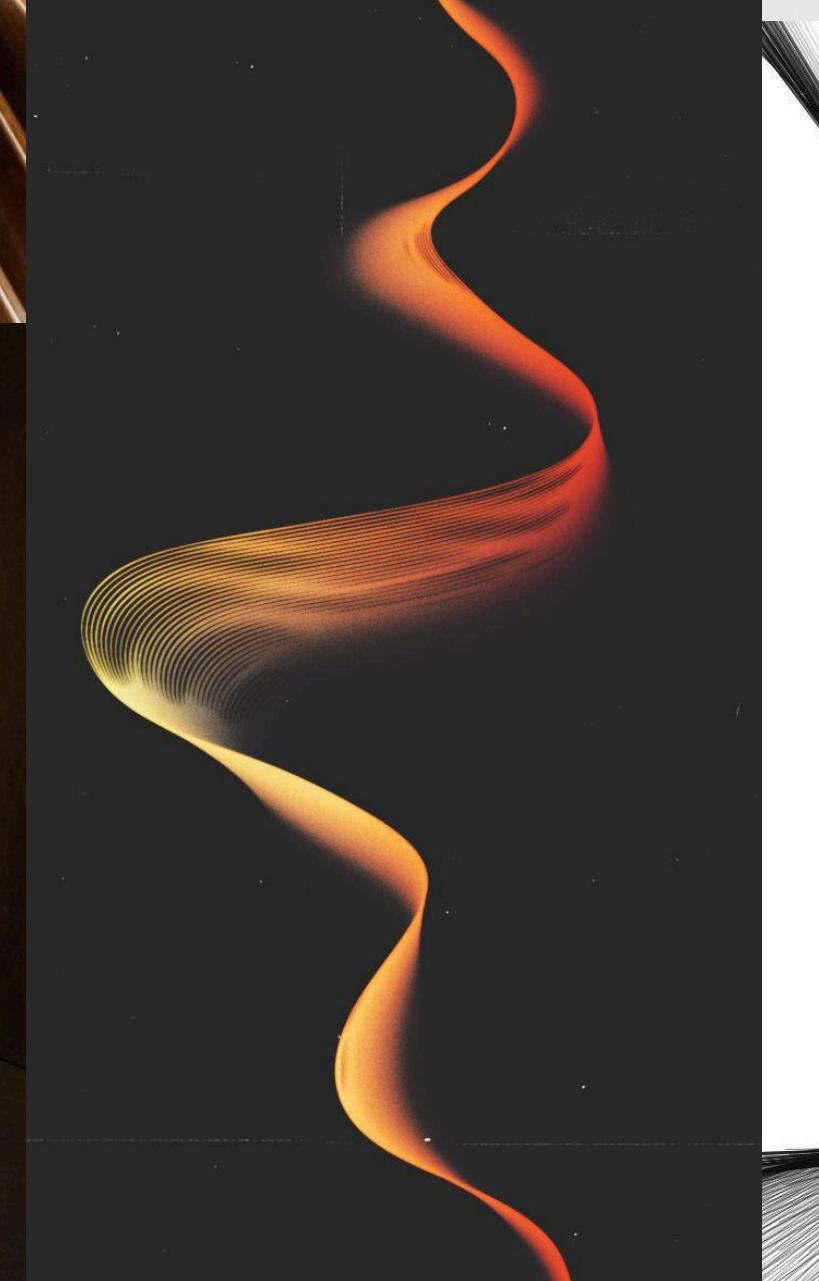
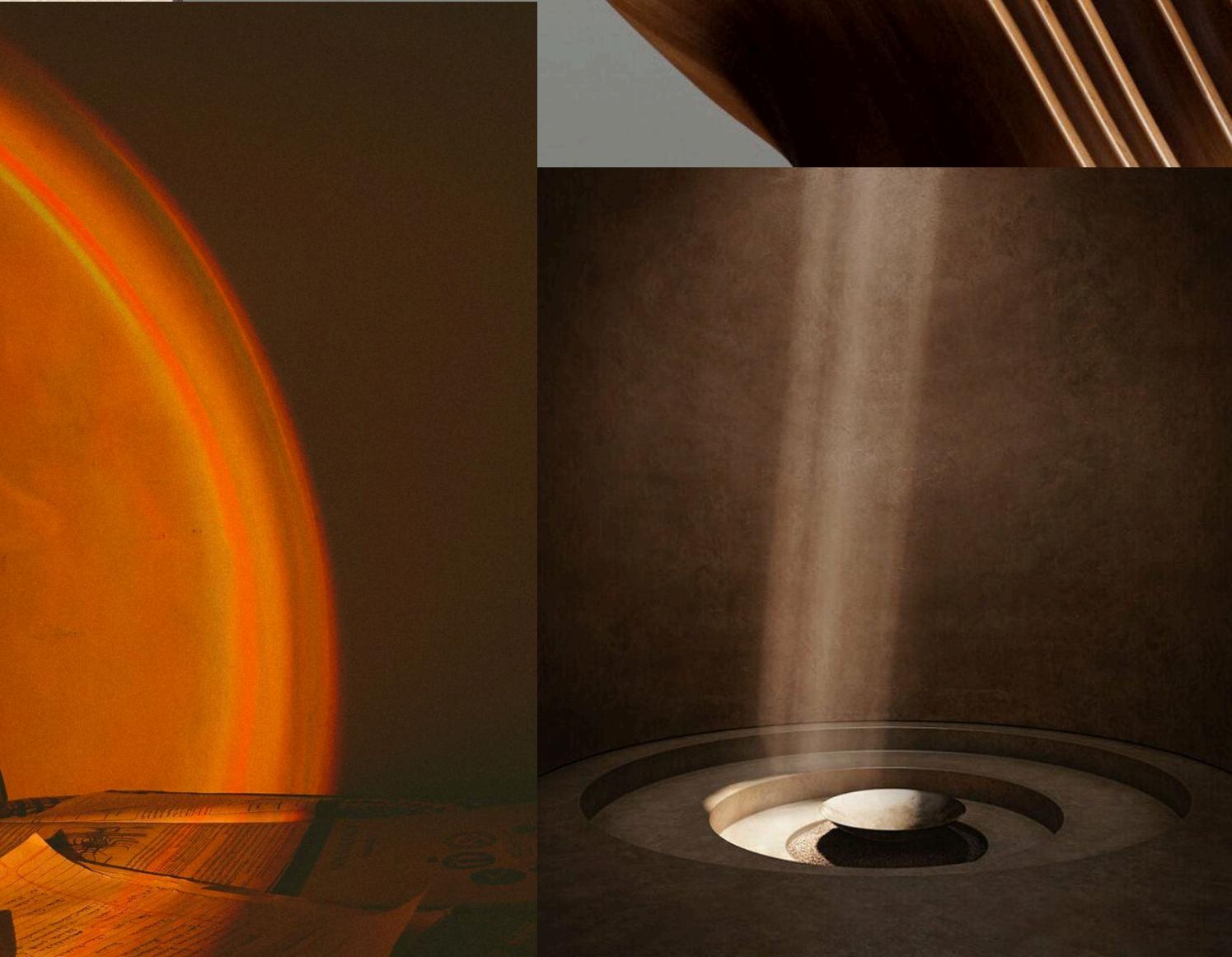
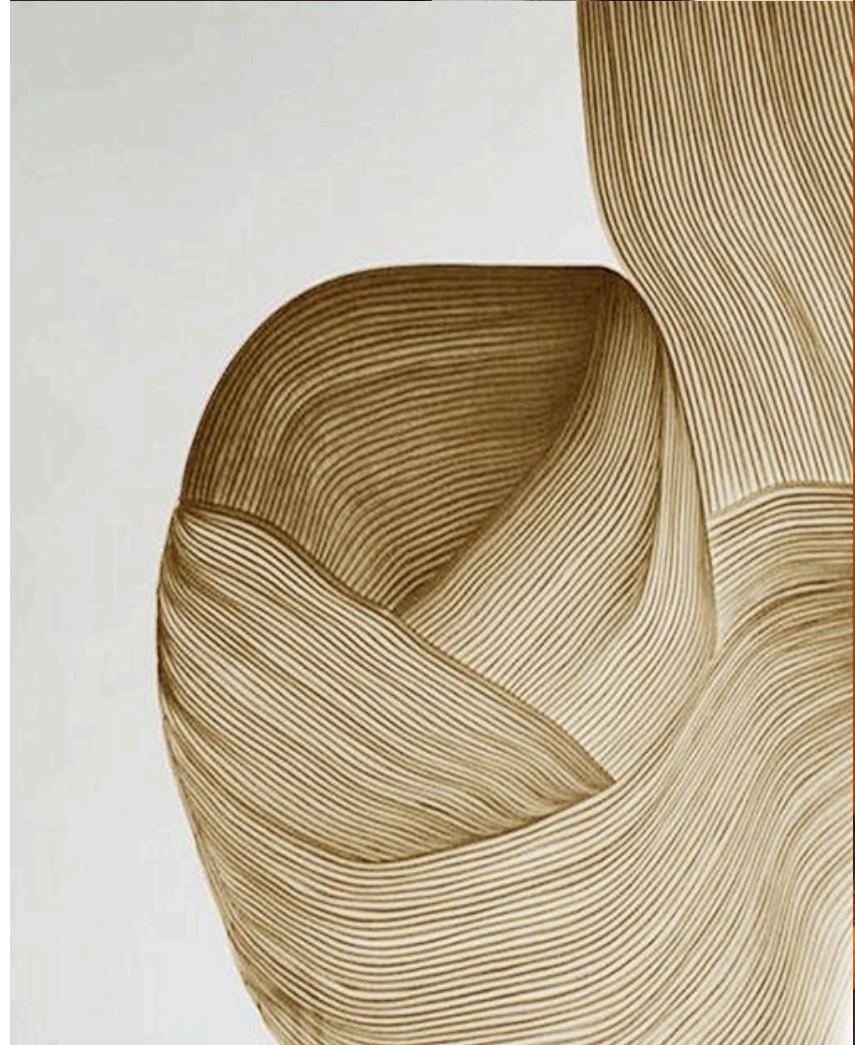
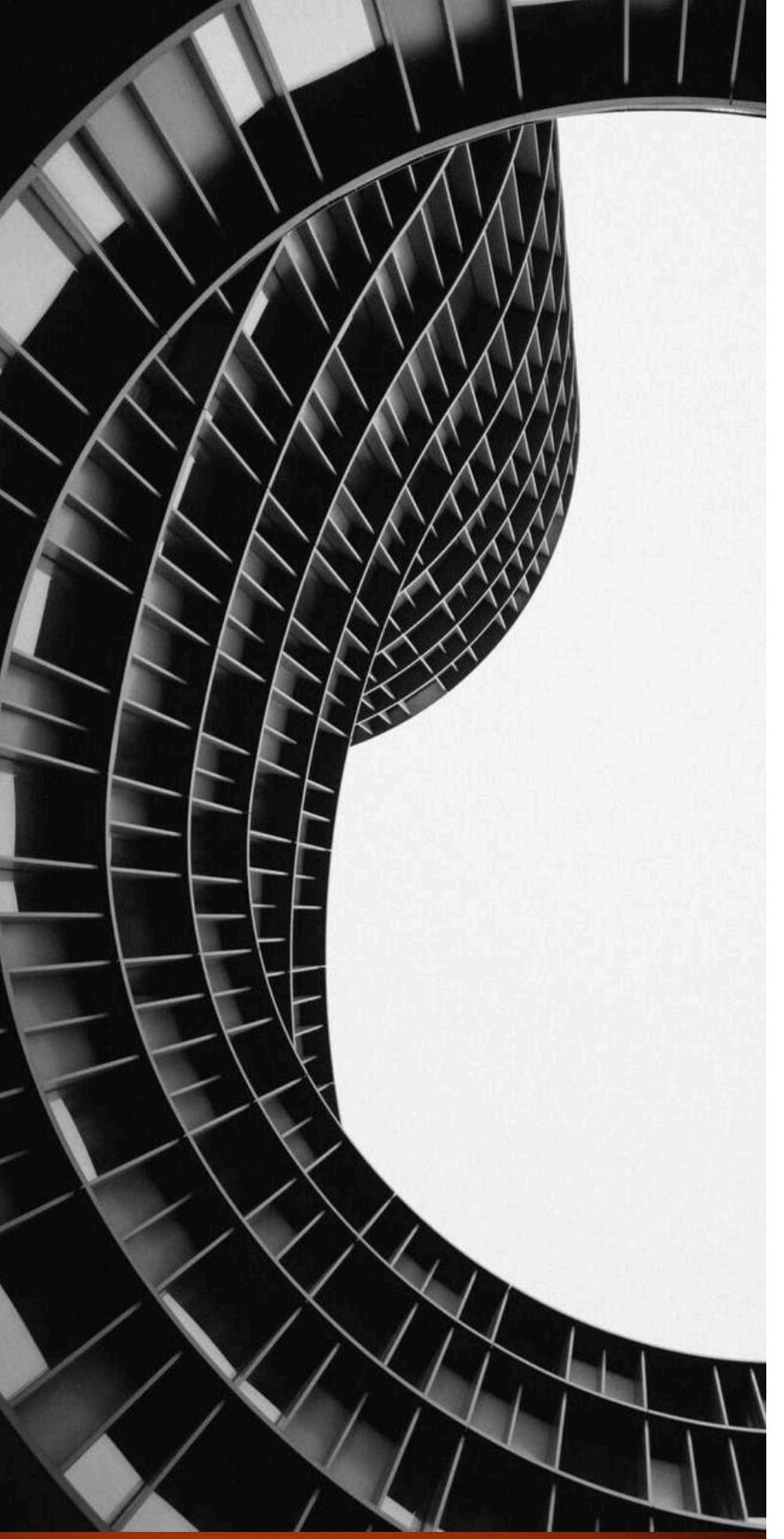
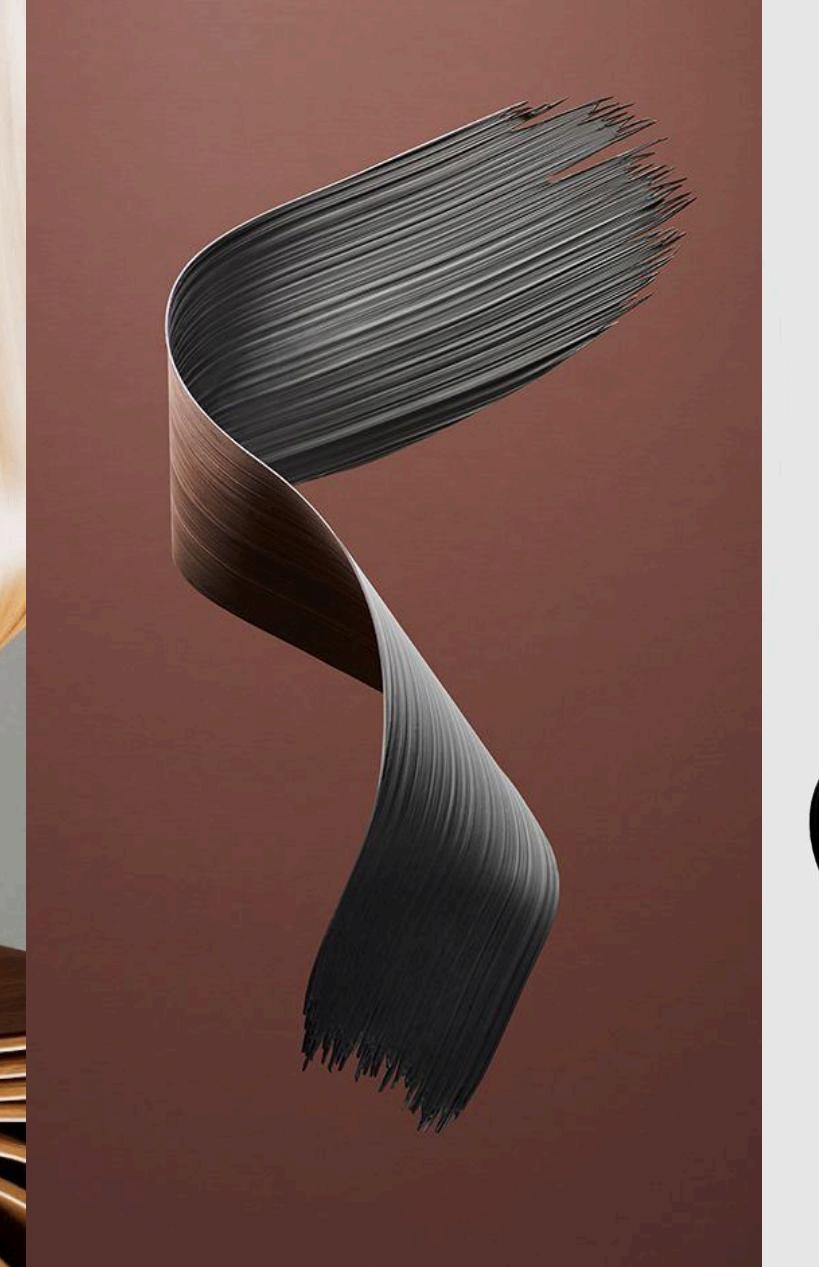
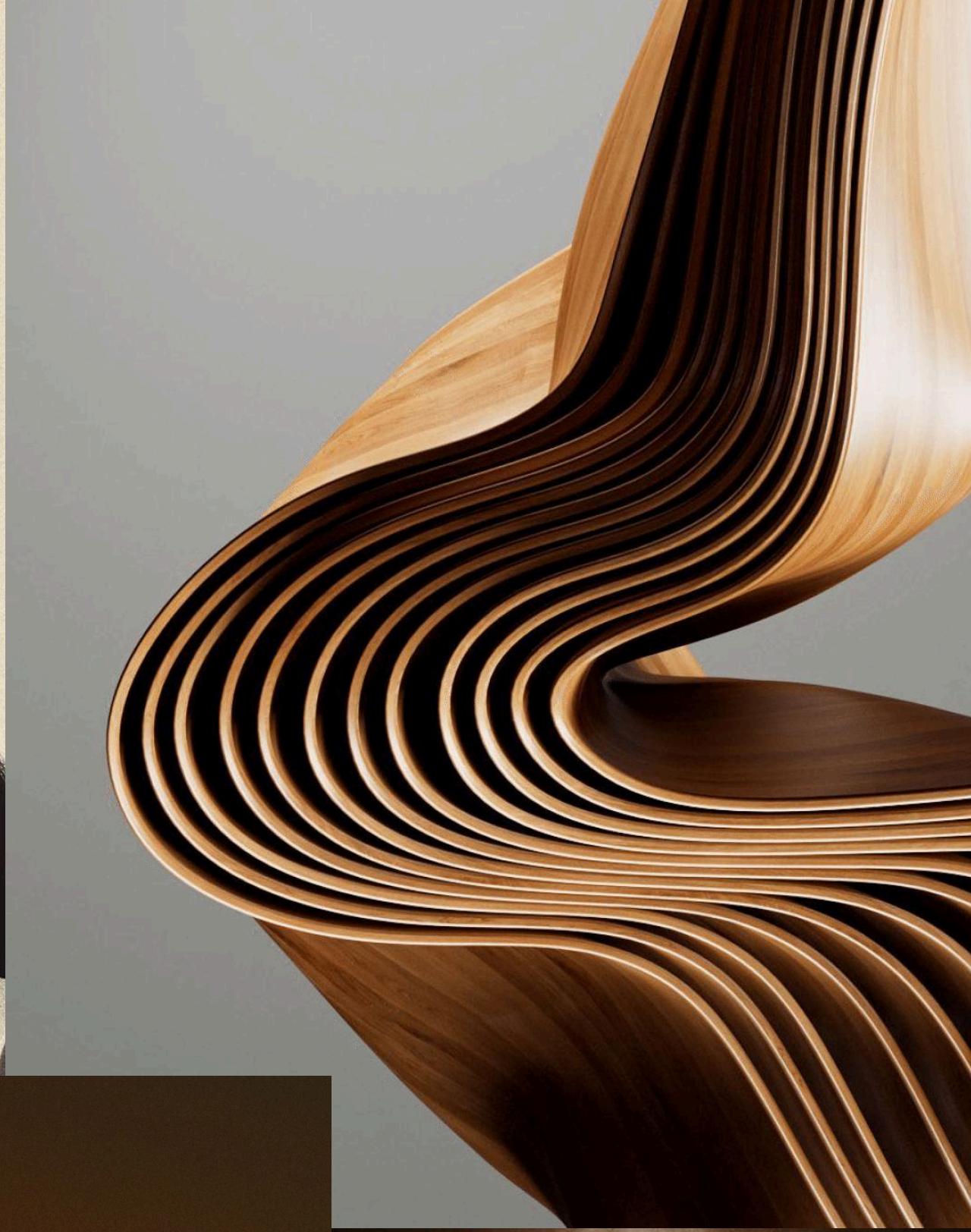
### 3. Sensory Depth & Materiality

Metallic textures, subtle gradients, and layered shadows add weight and realism.

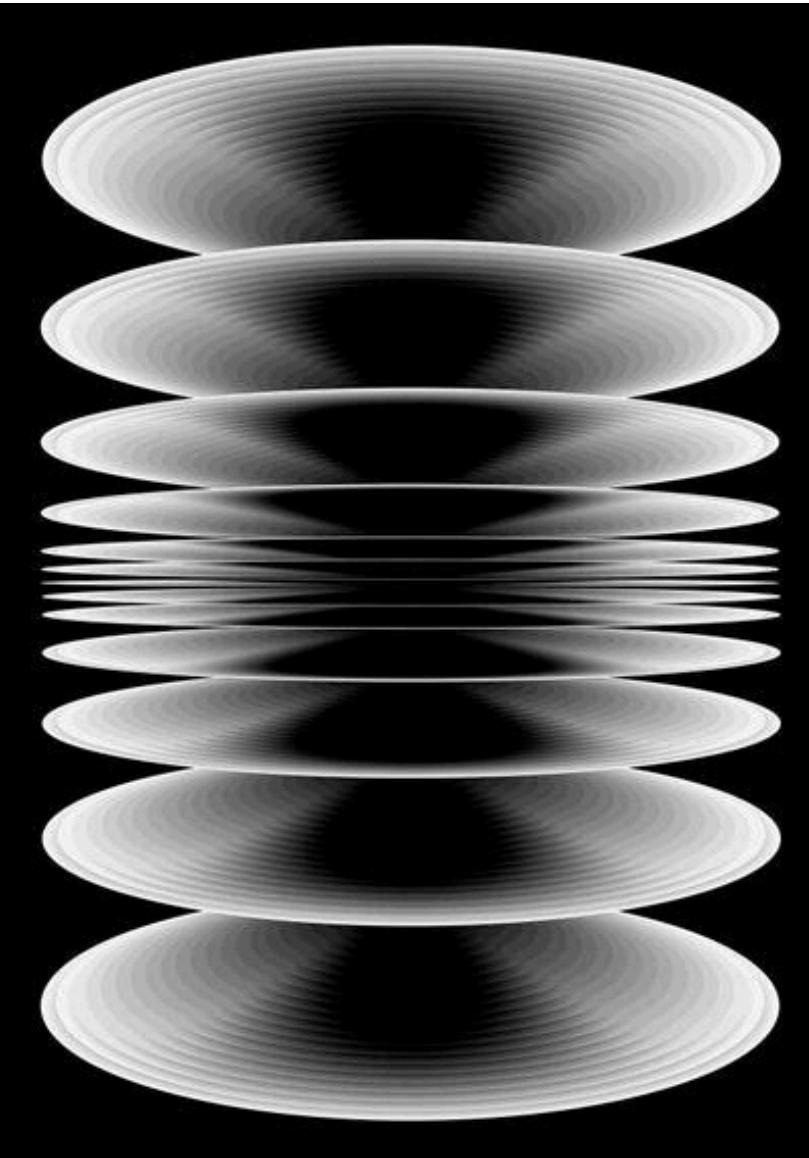
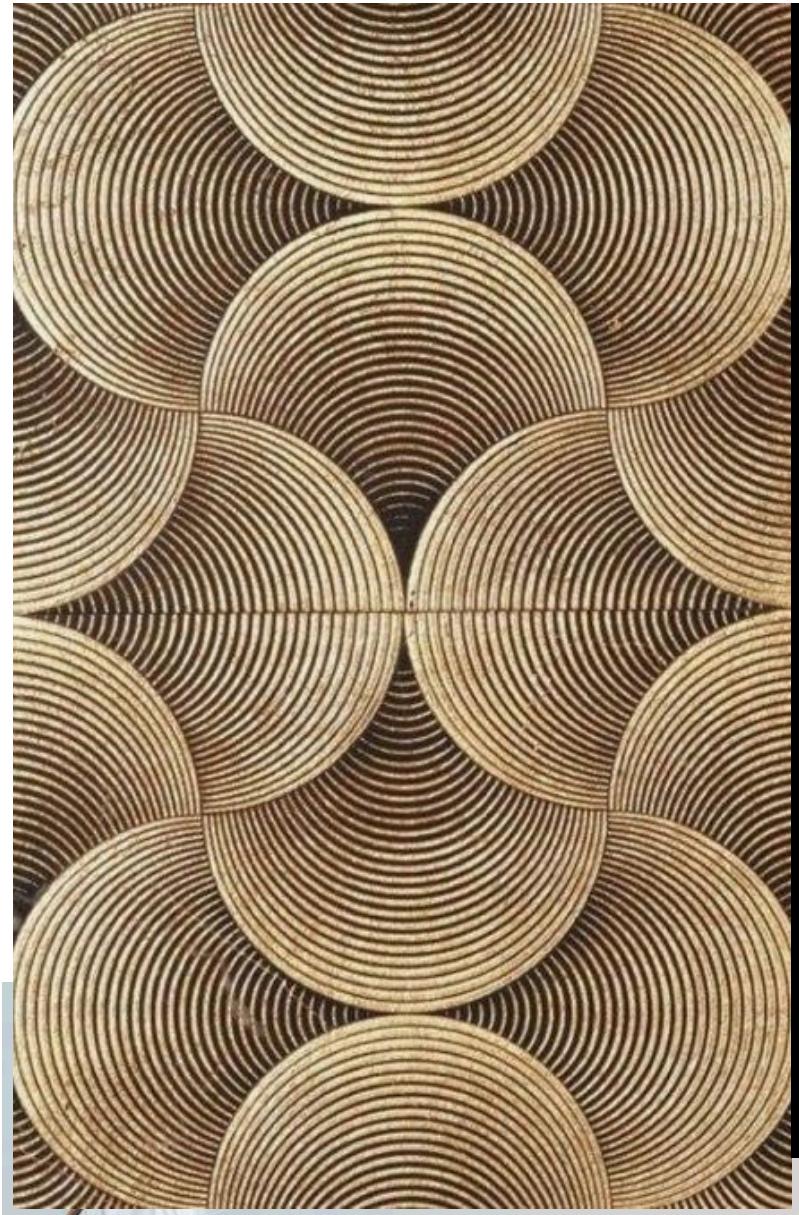
### 4. Human-Centered Warmth

Soft lighting and emotional imagery emphasize connection, mood, and comfort.

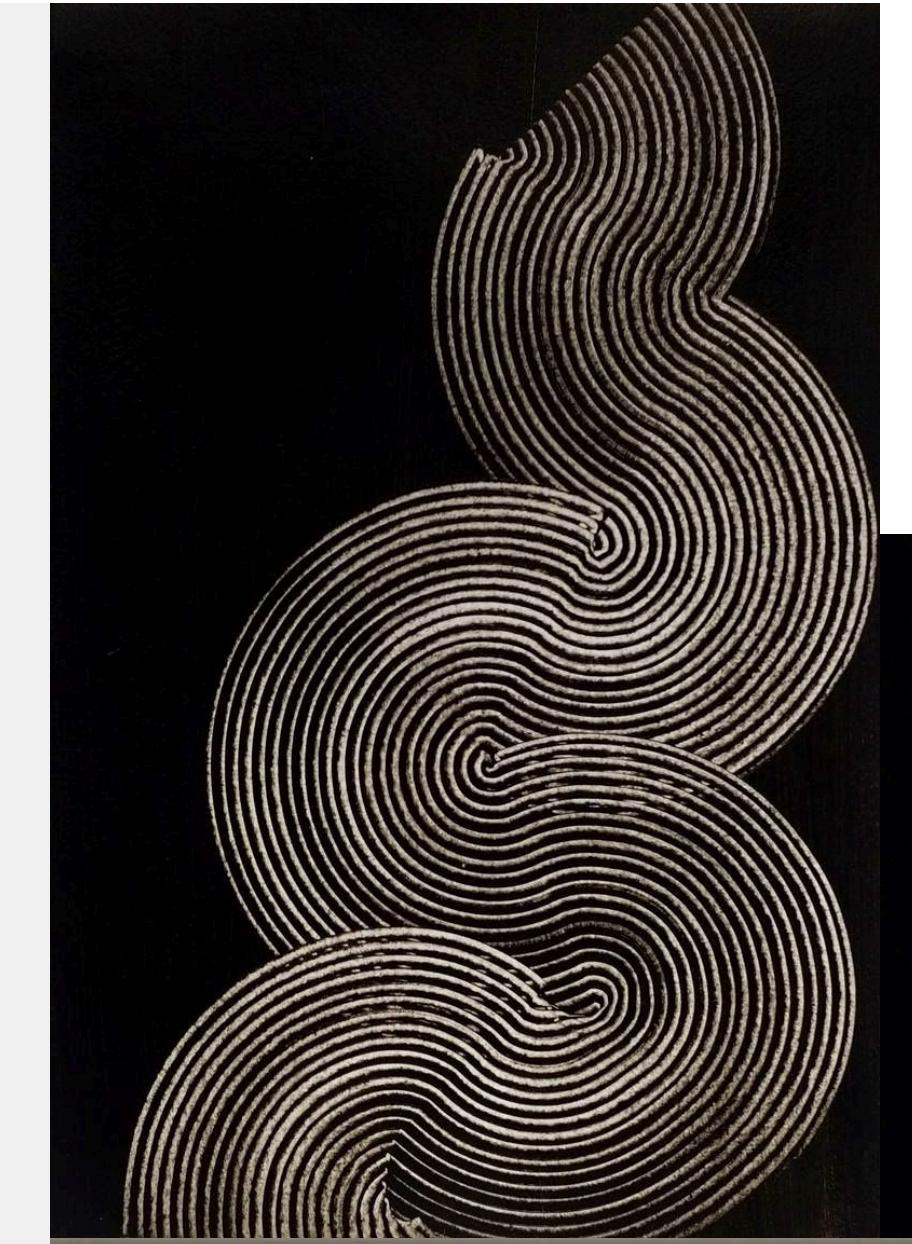
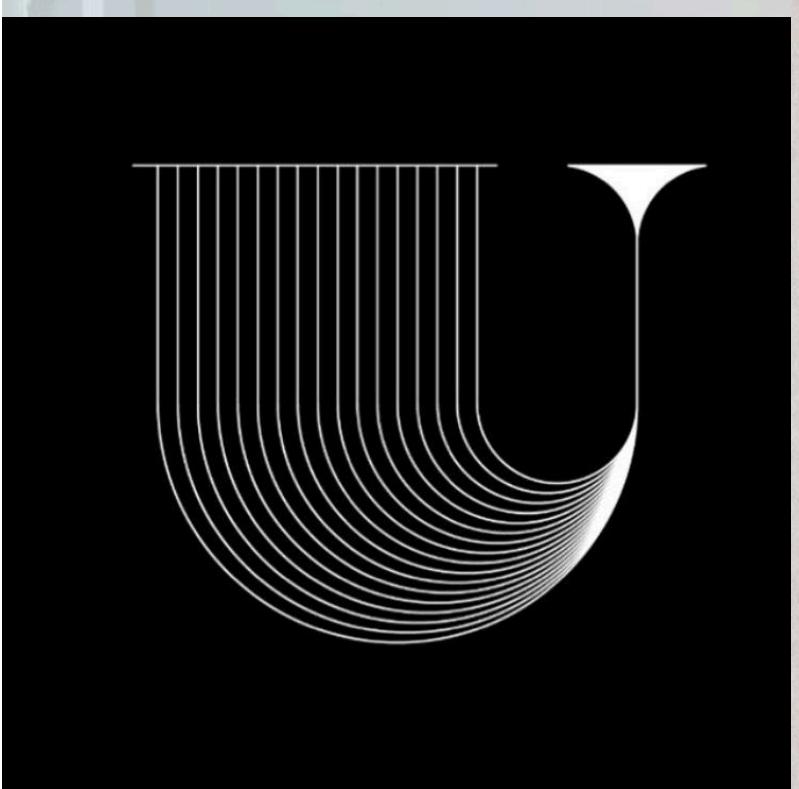
# Moodboard



# Moodboard



AS  
CT  
IR



# Archetypes

## **The Creator (60%)**

Drives emotional innovation and crafts meaningful sensory experiences.

## **The Hero (40%)**

Elevates everyday listening with clarity, power, and confidence.

# Adjectives

**Immersive**

**Warm**

**Expressive**

**Bold**

**Sensory**

**Connected**

**Refined**

UI Design

# Mobile

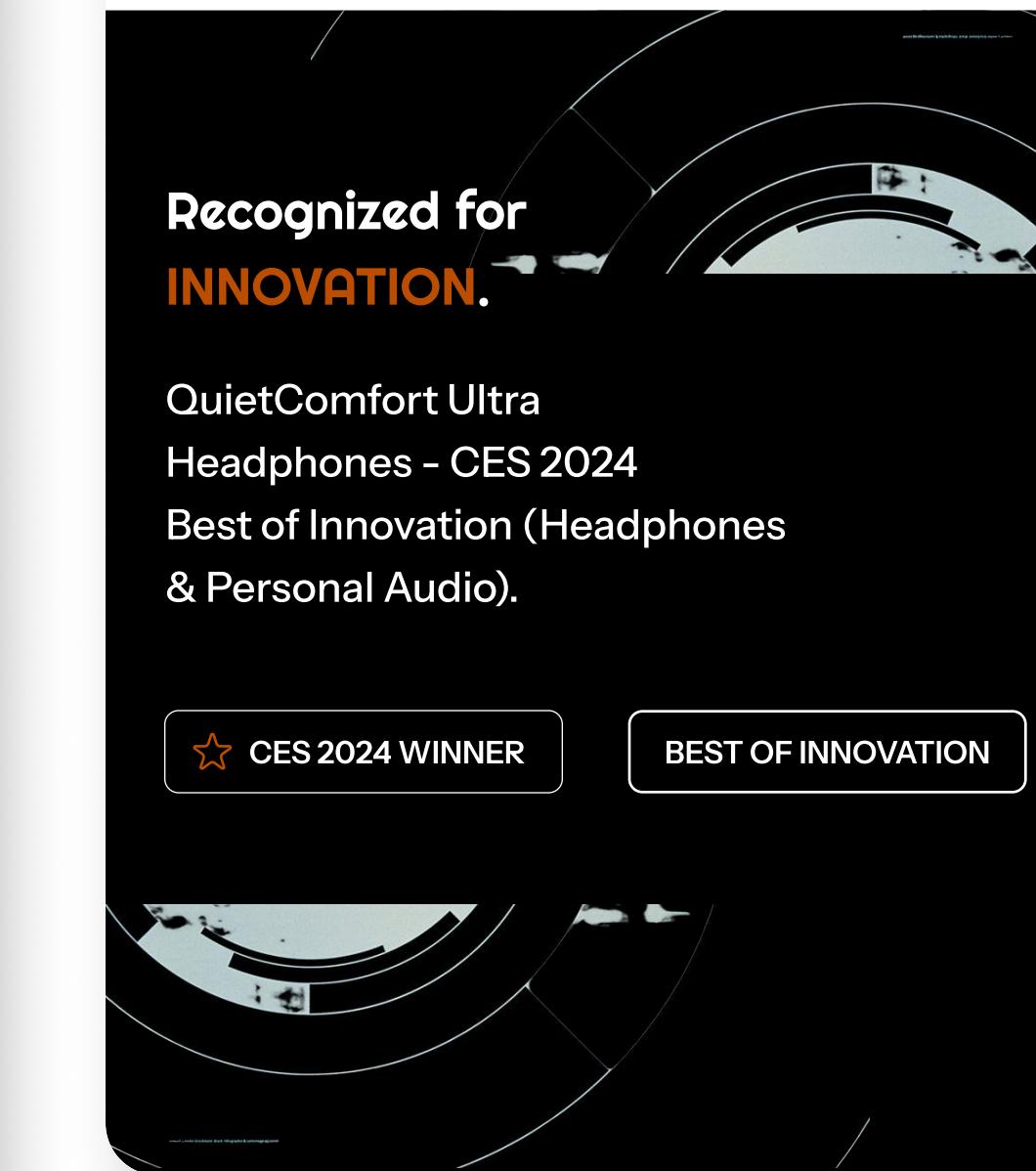
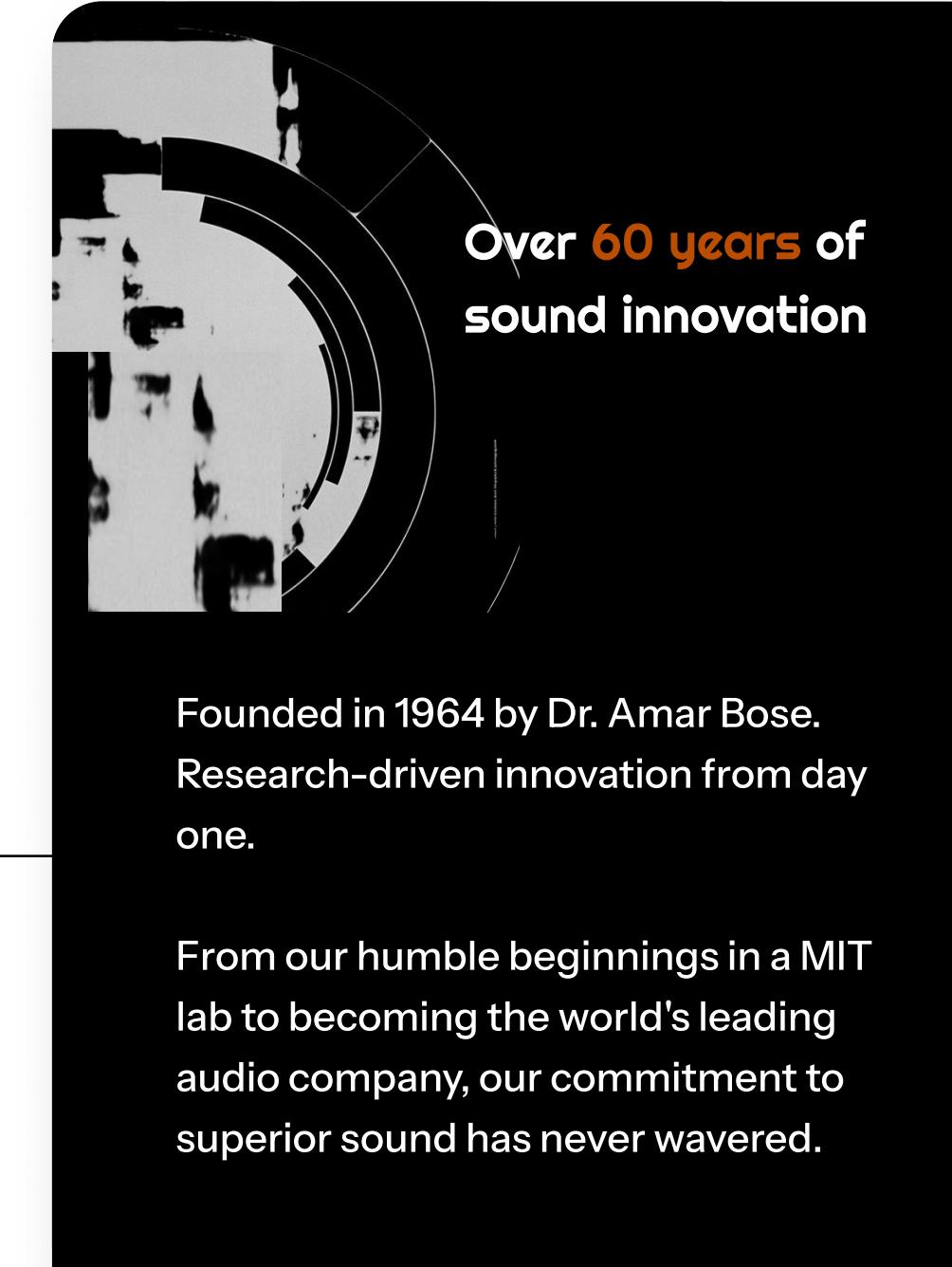


# Key Highlights

## Homepage

### 1. Story Content Reorganized for Scrolling

Brand story and heritage are placed in shorter, digestible sections for mobile reading.



### 2. Compact Awards Section

Awards and recognition are simplified into stacked cards for easy scanning.

# Key Highlights

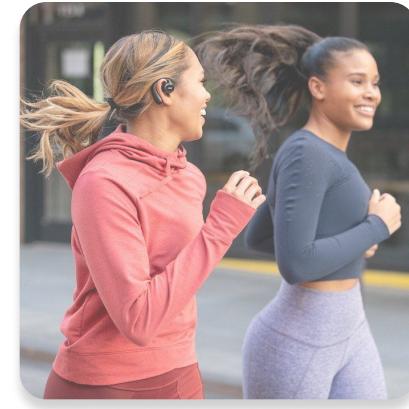
## Homepage

### 3. Lifestyle Section Adapted for Mobile

Converted into vertical cards to help users explore different lifestyles comfortably.

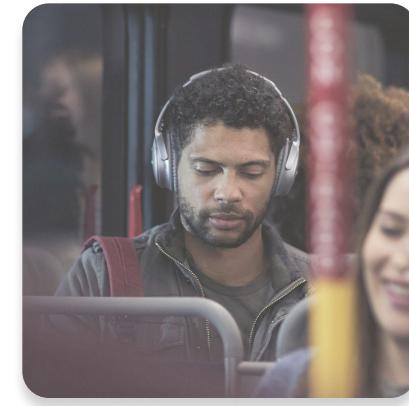


Sound that fits your life.



### Workouts

Secure fit. Focused sound.



### Commute

Quiet that moves with you.



### Home

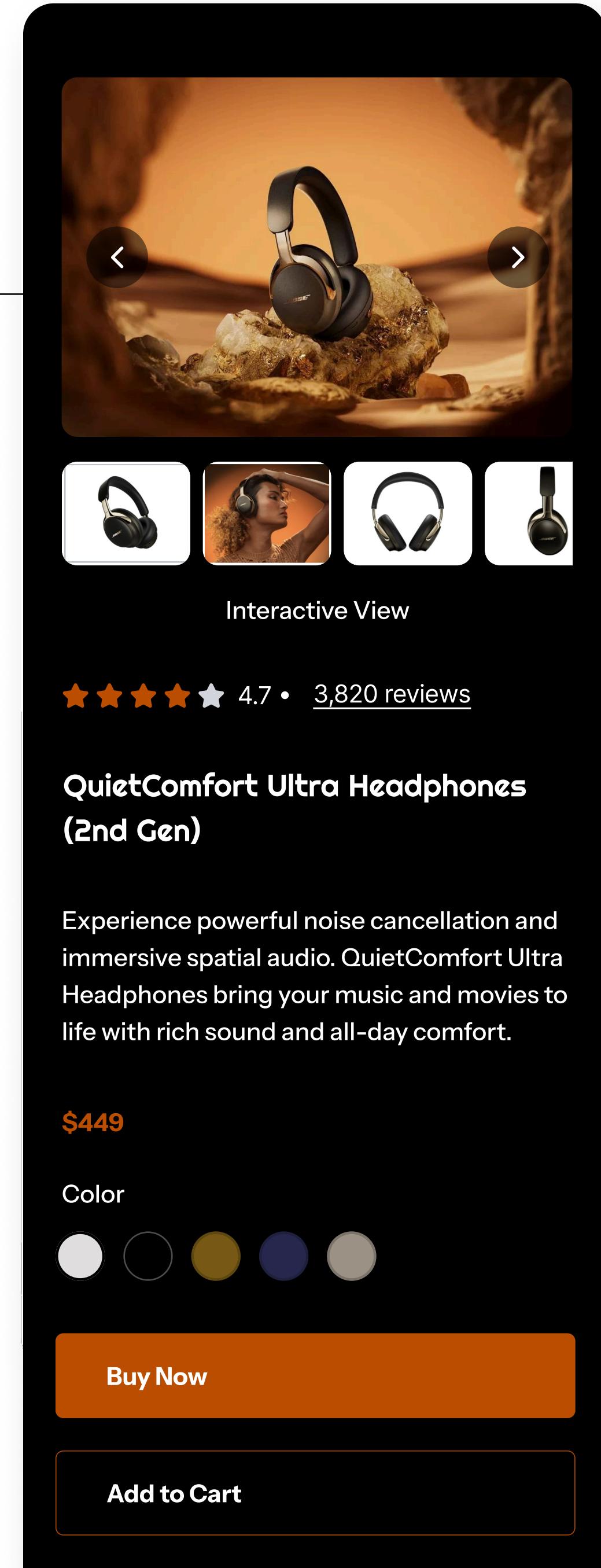
Rich detail at any volume.

# Key Highlights

PDP

## 1. Updated Main Product Visual

Replaced the hero image with a more compelling, premium visual to create stronger first impression.



## 2. Scroll-Friendly Feature Sections

Key features are broken into short modules to keep information lightweight.

### Key Features

- World-class Noise Cancellation**  
CustomTune™ technology adapts to your ears for the ultimate quiet experience
- Immersive Audio**  
Spatial sound technology that puts you inside the music
- CustomTune™ Personalized Sound**  
Analyzes your ears and adapts the sound perfectly to you
- 24 Hours Battery Life**  
All-day listening with quick-charge capability (15 min = 2.5 hours)
- Multipoint Bluetooth**  
Connect to multiple devices simultaneously with Bluetooth 5.3
- External Noise Rejection**

# Key Highlights

**How we compare**

Product	Best-in-class noise cancellation	CustomTune™ technology	24-hour battery life
Bose QuietComfort Ultra	✓	✓	✓
Sony WH-1000XM5	✗	✗	✗
Apple AirPods Max	✗	✗	✗

**Why people choose Bose**

- ✓ Better low-end clarity
- ✓ Most comfortable fit
- ✓ Strongest consistent ANC

PDP

## 3. Mobile-Optimized Comparison Chart

Converted table into card-based comparison for easier readability.

## 4. Personalized Picks & Recommendations

Suggests the best product options based on users' needs, lifestyle, and preferences.

Personalized Picks



For Commuters

Ultra Earbuds

Compact and powerful for on-the-go

Buy Now



For Fitness

Ultra Open Earbuds

Stay aware while you workout

Buy Now



For Immersive Listening

Ultra Headphones

The ultimate sound experience

Buy Now

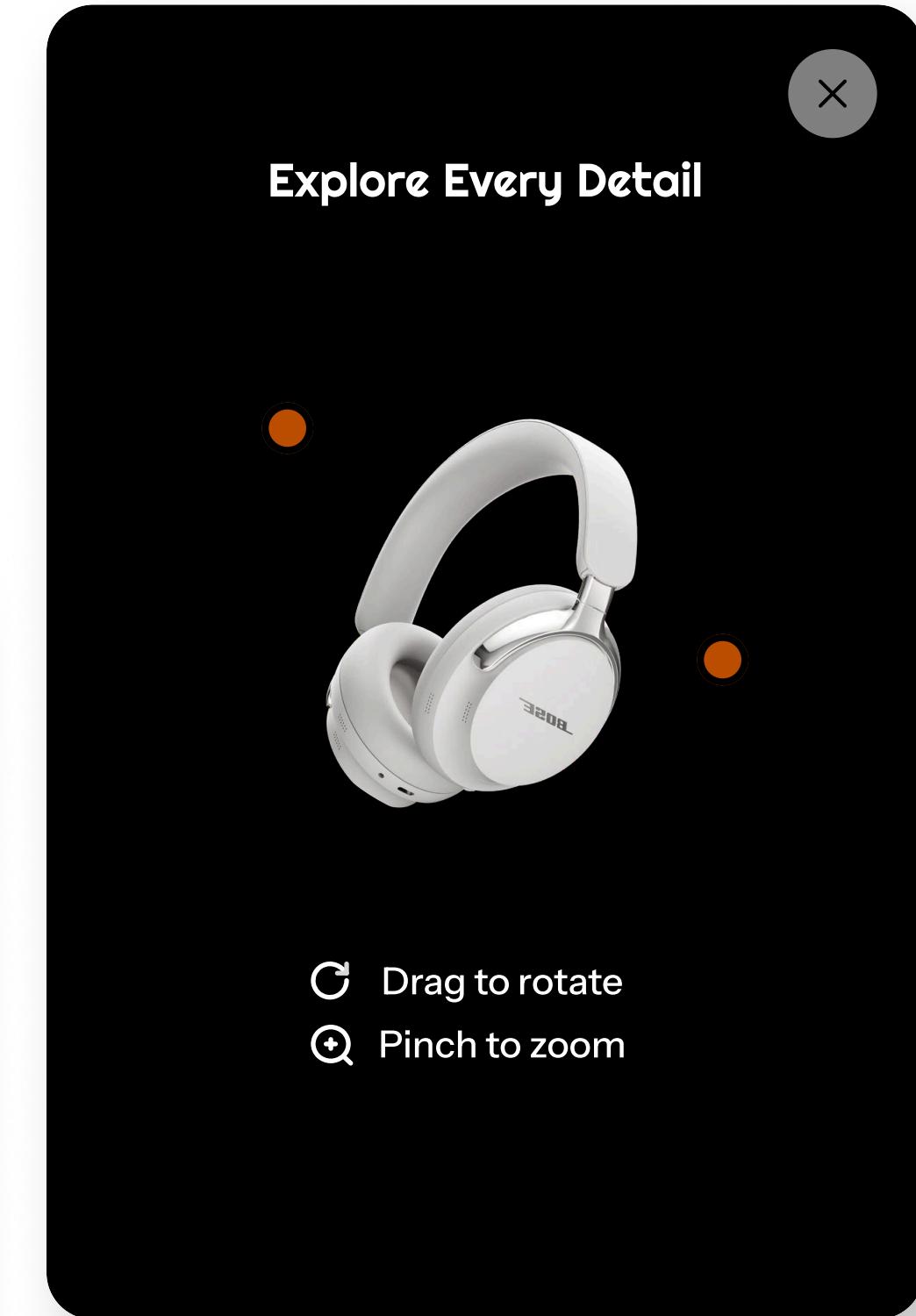
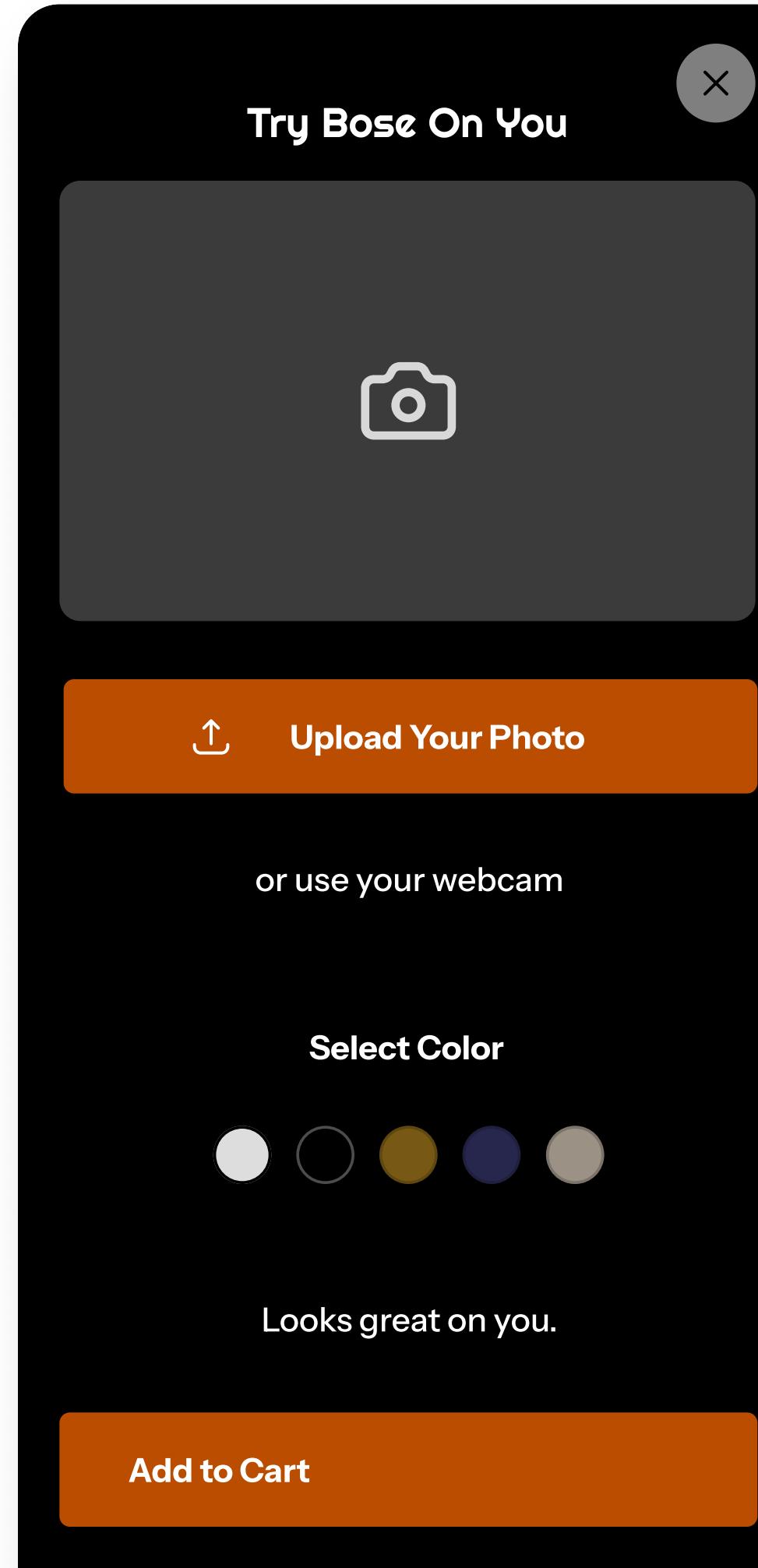
# Key Highlights

## PDP

### 5. Added Interactive Experience

Introduced Virtual Try-On, 360° Viewer, and Quiz CTA to let users explore the product in a more engaging and hands-on way.

#### Virtual Try-On



#### 360° Viewer

## Quiz CTA

Question 1 of 4

### Find Your Perfect Bose

Where do you mostly use your headphones?

On the go

At home

At the gym

[Return to Product Page](#)

# Key Highlights

## Quiz Result Page

### >Your Personalized Match

#### Your Perfect Bose

Based on your listening habits and preferences, we've found the ideal audio companion for you

#### Your Audio Profile

- Primary Use  
 **On the go**
- Priority  
 **Noise Cancellation**
- Style  
 **Over-ear**
- Budget  
 **\$200-\$400**

### BEST MATCH FOR YOU



#### QuietComfort Ultra Headphones

**\$429**

World-class noise cancellation meets immersive spatial audio. Perfect for commuters who demand the ultimate in both sound quality and comfort.



#### QuietComfort Ultra Headphones

**\$429**

World-class noise cancellation meets immersive spatial audio. Perfect for commuters who demand the ultimate in both sound quality and comfort.

#### Why this matches you:

- ✓ Premium noise cancellation for busy commutes
- ✓ Over-ear comfort for extended wear
- ✓ 24-hour battery life for all-day use

[Add to Cart](#)

[Compare with Similar](#)

#### Also Great for You



#### QuietComfort Headphones

**\$349**

Great noise cancellation at a more accessible price point

[View Details](#)



#### QuietComfort Earbuds II

**\$279**

Compact with personalized noise cancellation

[View Details](#)

#### Also Great for You



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#### The Bose Difference

##### 1:1 Personalization

Unlike generic recommendations, our quiz analyzes your unique listening habits to find your perfect match

##### 50+ Years of Innovation

Every recommendation is backed by decades of acoustic research and engineering excellence

##### CustomTune Technology

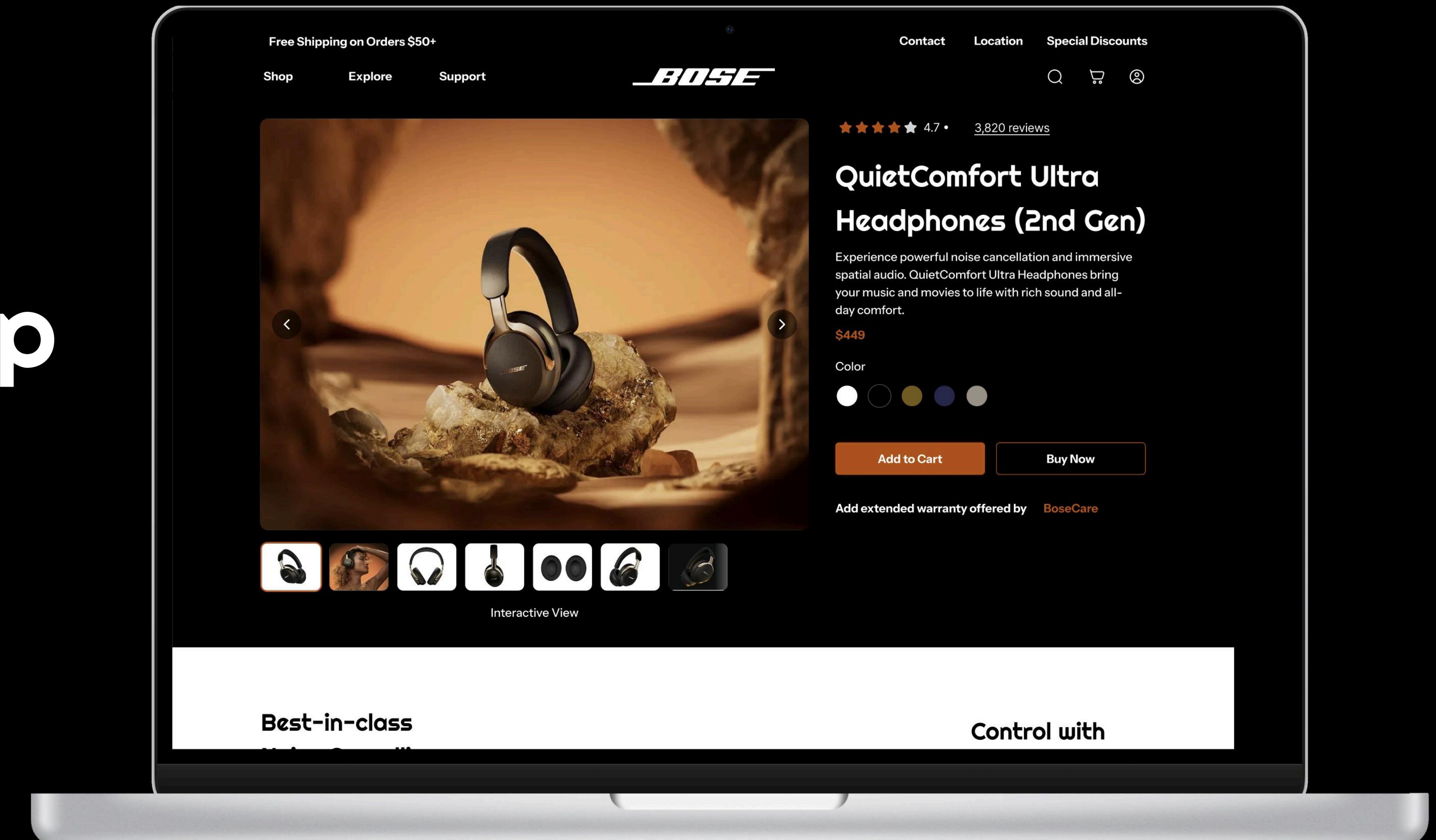
Our headphones adapt to your ears in real-time, delivering sound that's truly made for you

# Prototype



# UI Design

# Desktop



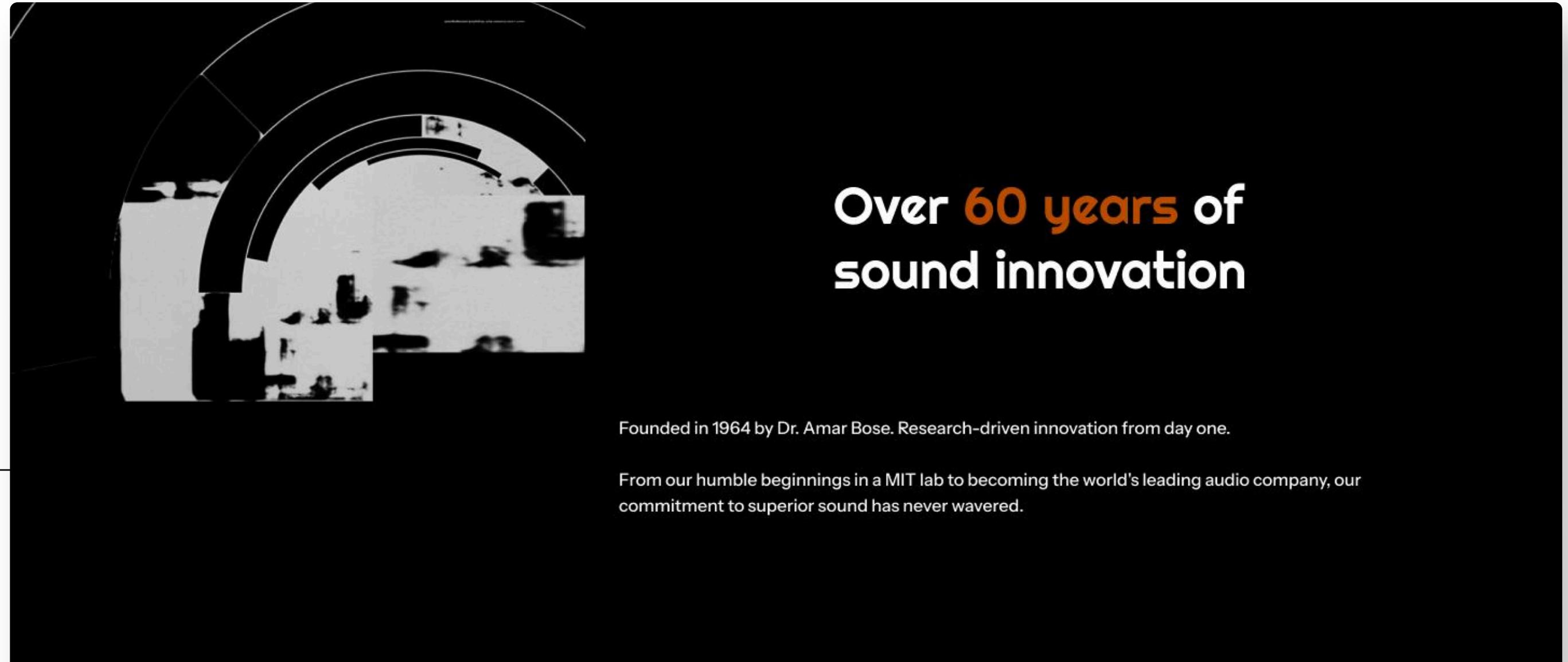
The image shows a screenshot of a Bose product page on a desktop browser. The page features a large, high-quality photograph of the QuietComfort Ultra Headphones resting on a piece of light-colored, crystalline rock. The headphones are black with a silver-colored headband. The background of the page is dark, creating a strong contrast with the product image. At the top of the page, there is a navigation bar with links for 'Shop', 'Explore', 'Support', 'Contact', 'Location', and 'Special Discounts'. A search bar and a shopping cart icon are also visible. Below the main image, there is a rating of 4.7 stars from 3,820 reviews. The product title 'QuietComfort Ultra Headphones (2nd Gen)' is prominently displayed in large, bold, white text. A brief product description follows, along with the price '\$449'. A color selection section shows five color options: white, light blue, gold, dark blue, and grey. Two buttons at the bottom are 'Add to Cart' and 'Buy Now'. A small note at the bottom right mentions 'Add extended warranty offered by BoseCare'. At the bottom of the page, there are two sections: 'Best-in-class' on the left and 'Control with' on the right, each accompanied by a small image. The overall design is clean and professional, with a focus on the product image and key purchasing information.

# Key Highlights

## Homepage

### 1. Added Heritage & Brand Story

Provides background on Bose's aviation roots and history, helping users understand where the brand comes from.



Over **60 years** of sound innovation

Founded in 1964 by Dr. Amar Bose. Research-driven innovation from day one.

From our humble beginnings in a MIT lab to becoming the world's leading audio company, our commitment to superior sound has never wavered.

**Proven where silence matters most.**

Bose pioneered active noise-reduction headsets in aviation, from historic flights to everyday listening. Our technology has been trusted by pilots worldwide for decades, and now brings that same precision to your daily audio experience.

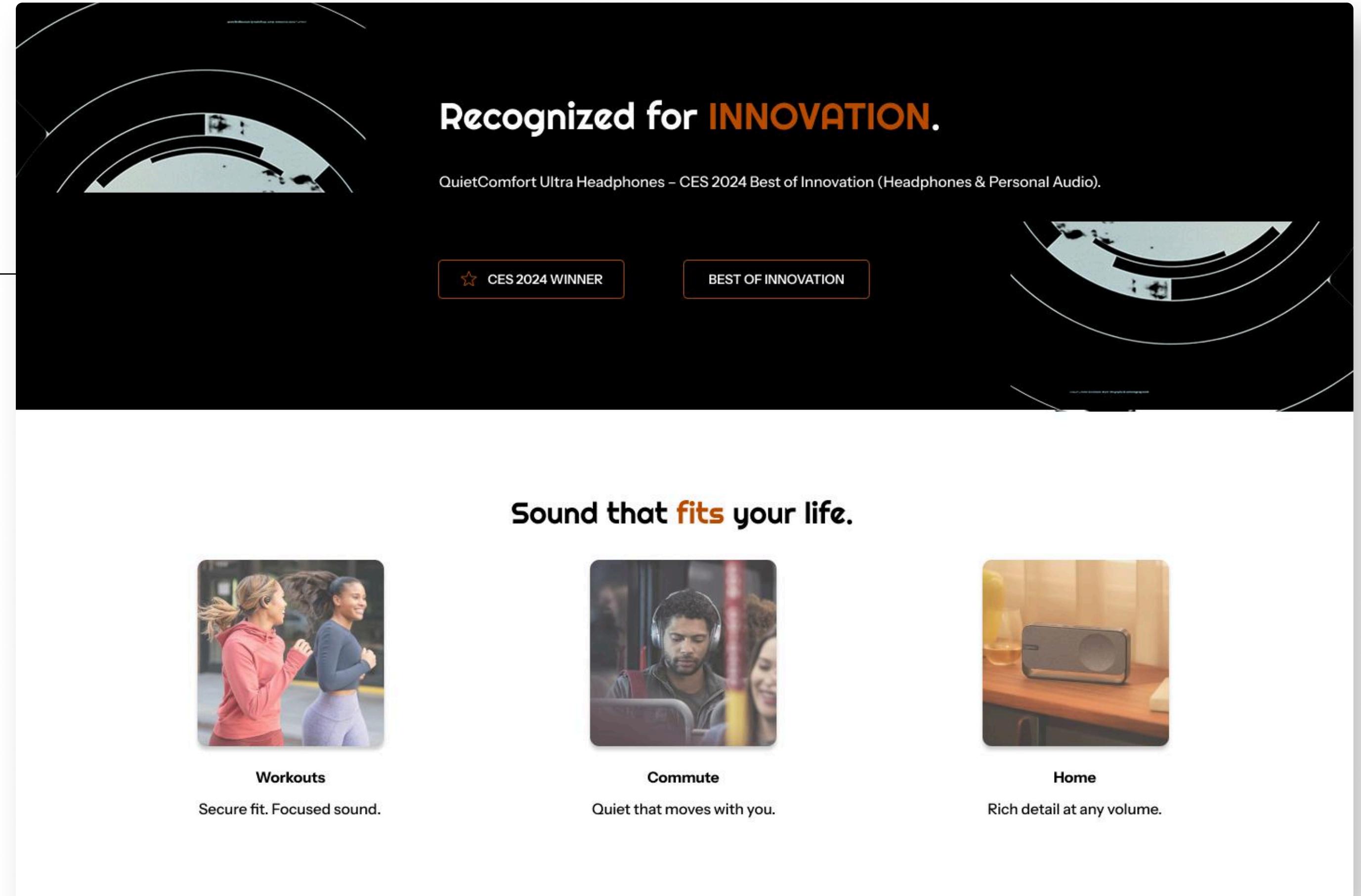


# Key Highlights

## Homepage

### 2. Awards & Recognition

Highlights industry recognition to reinforce the brand's credibility.



The screenshot shows the homepage of the QuietComfort Ultra Headphones. At the top, a large banner features a black and white image of the headphones with the text "Recognized for INNOVATION." and "QuietComfort Ultra Headphones – CES 2024 Best of Innovation (Headphones & Personal Audio)." Below this, two buttons are visible: "CES 2024 WINNER" and "BEST OF INNOVATION". The main content area has a white background with a large, stylized graphic of the headphones in the background. The text "Sound that fits your life." is prominently displayed. Below this, there are three sections: "Workouts" (two women running), "Commute" (a man and a woman on a train), and "Home" (a speaker on a wooden shelf). Each section includes a small image, a title, and a descriptive subtitle.

**Recognized for INNOVATION.**

QuietComfort Ultra Headphones – CES 2024 Best of Innovation (Headphones & Personal Audio).

CES 2024 WINNER

BEST OF INNOVATION

**Sound that fits your life.**

**Workouts**  
Secure fit. Focused sound.

**Commute**  
Quiet that moves with you.

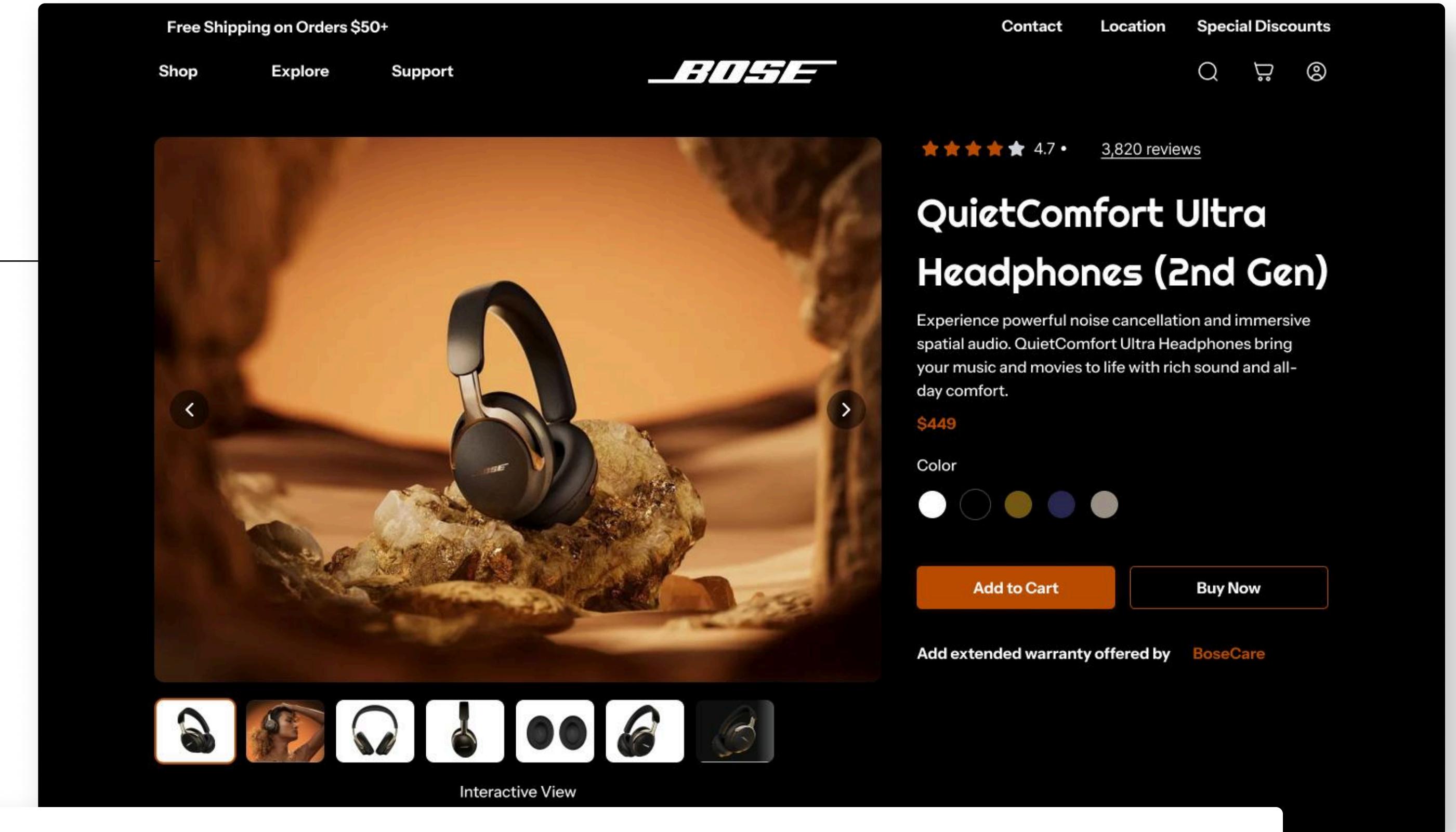
**Home**  
Rich detail at any volume.

# Key Highlights

PDP

## 1. More Compelling Main Product Image

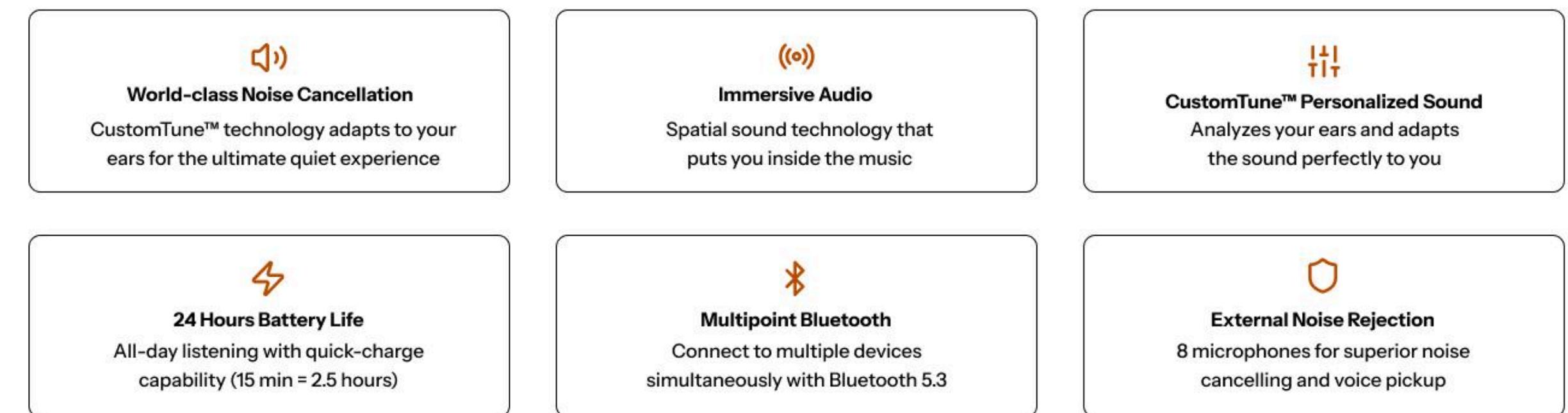
Creates a stronger first impression with a high-impact hero visual.



## 2. Clear Key Feature Breakdown

Uses icons and short text to help users absorb important information quickly.

## Key Features



# Key Highlights

PDP

## 3. Competitor Comparison Chart

Shows users how Bose performs against other major brands.

	Bose	Sony WH-1000XM5	Apple AirPods Max
Battery Life	24 hours	30 hours	20 hours
Noise Cancellation	Best-in-class	Excellent	Very Good
CustomTune™	o	x	x

**Why people choose Bose**

- ✓ Better low-end clarity
- ✓ Most comfortable fit
- ✓ Strongest consistent ANC

## 4. Personalized Recommendations

Suggests the best fit depending on lifestyle or priority.

### Personalized Picks

 **For Commuters**  
Ultra Earbuds  
Compact and powerful for on-the-go  
[Buy Now](#)

 **For Fitness**  
Ultra Open Earbuds  
Stay aware while you workout  
[Buy Now](#)

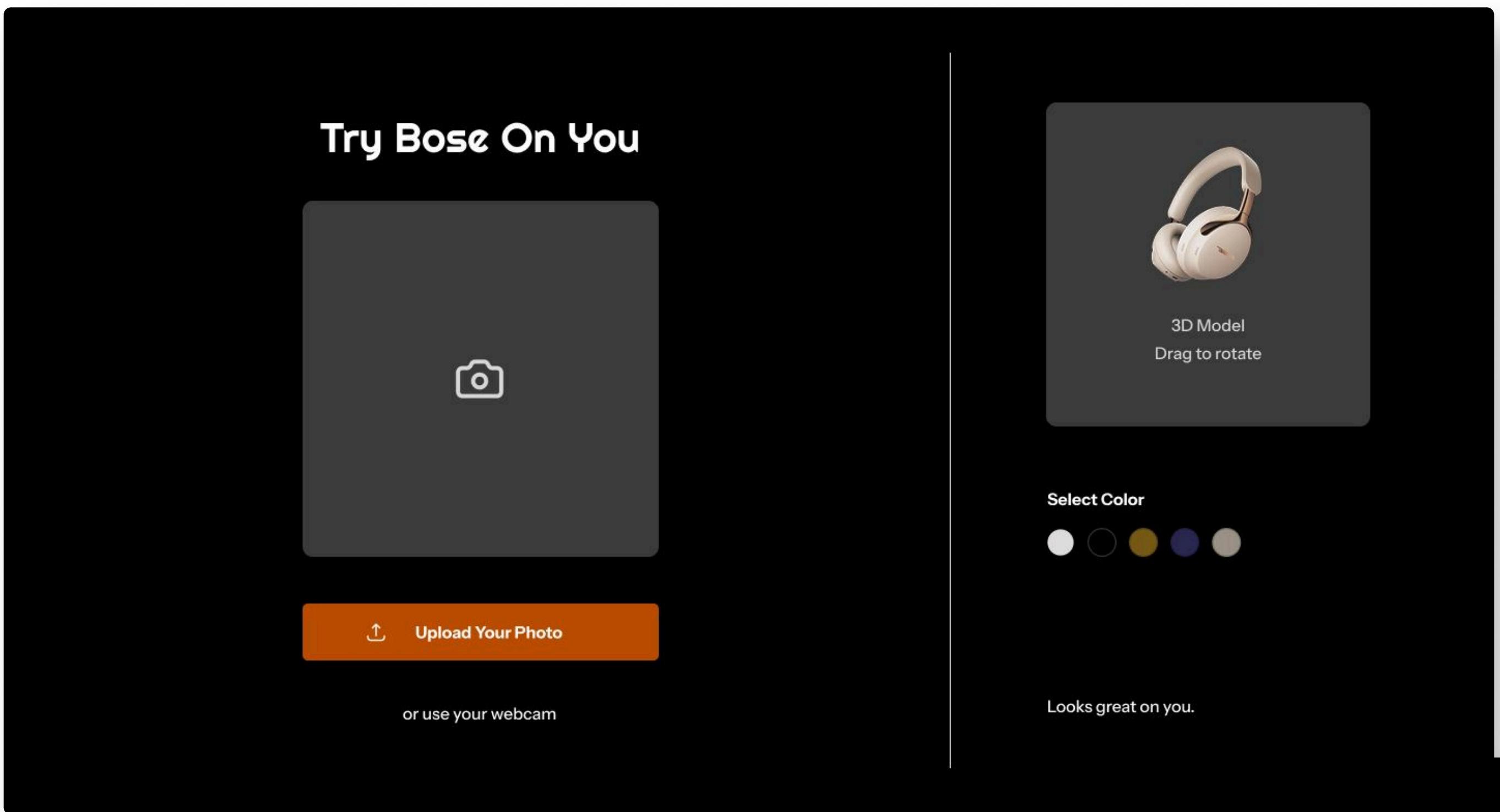
 **For Immersive Listening**  
Ultra Headphones  
The ultimate sound experience  
[Buy Now](#)

# Key Highlights

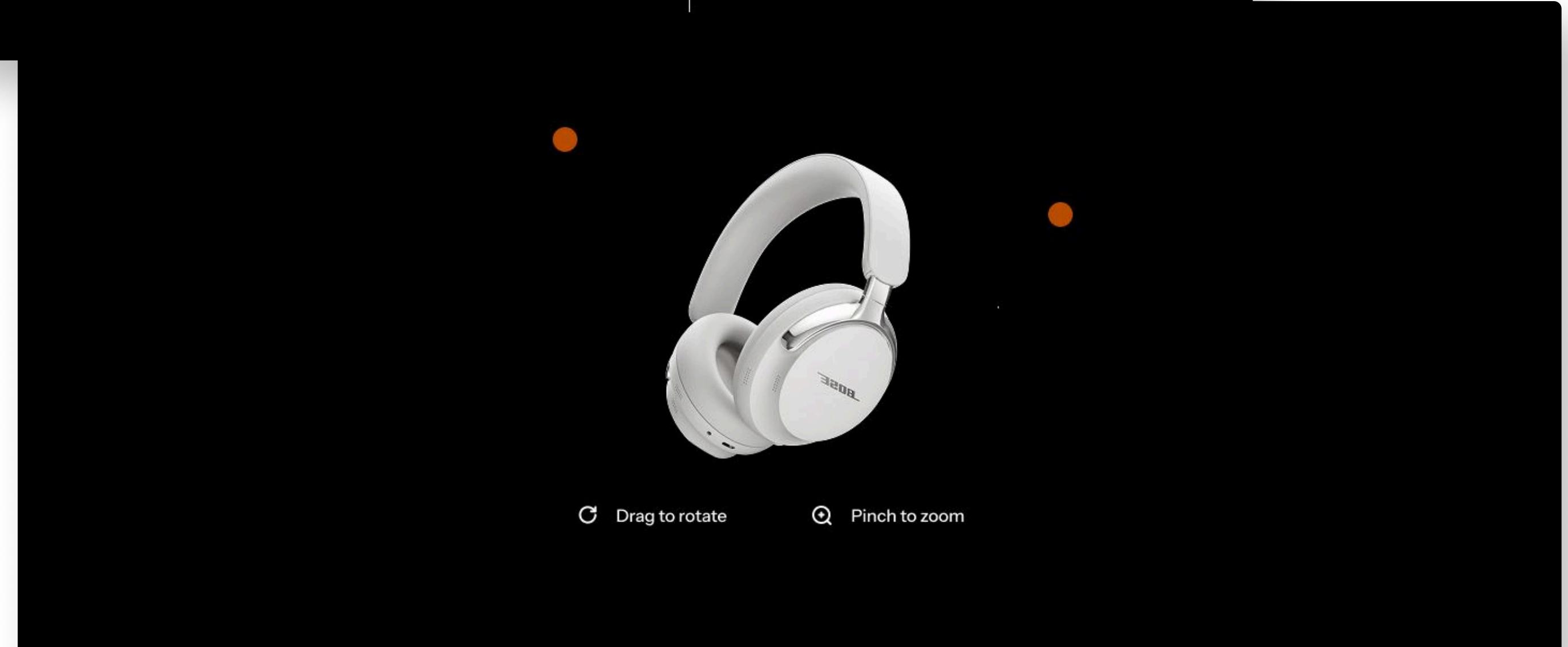
## PDP

### 5. Interactive Tools Added

Introduced Buy Now (formerly Virtual Try-On), 360° Viewer, and Quiz CTA to deepen engagement.

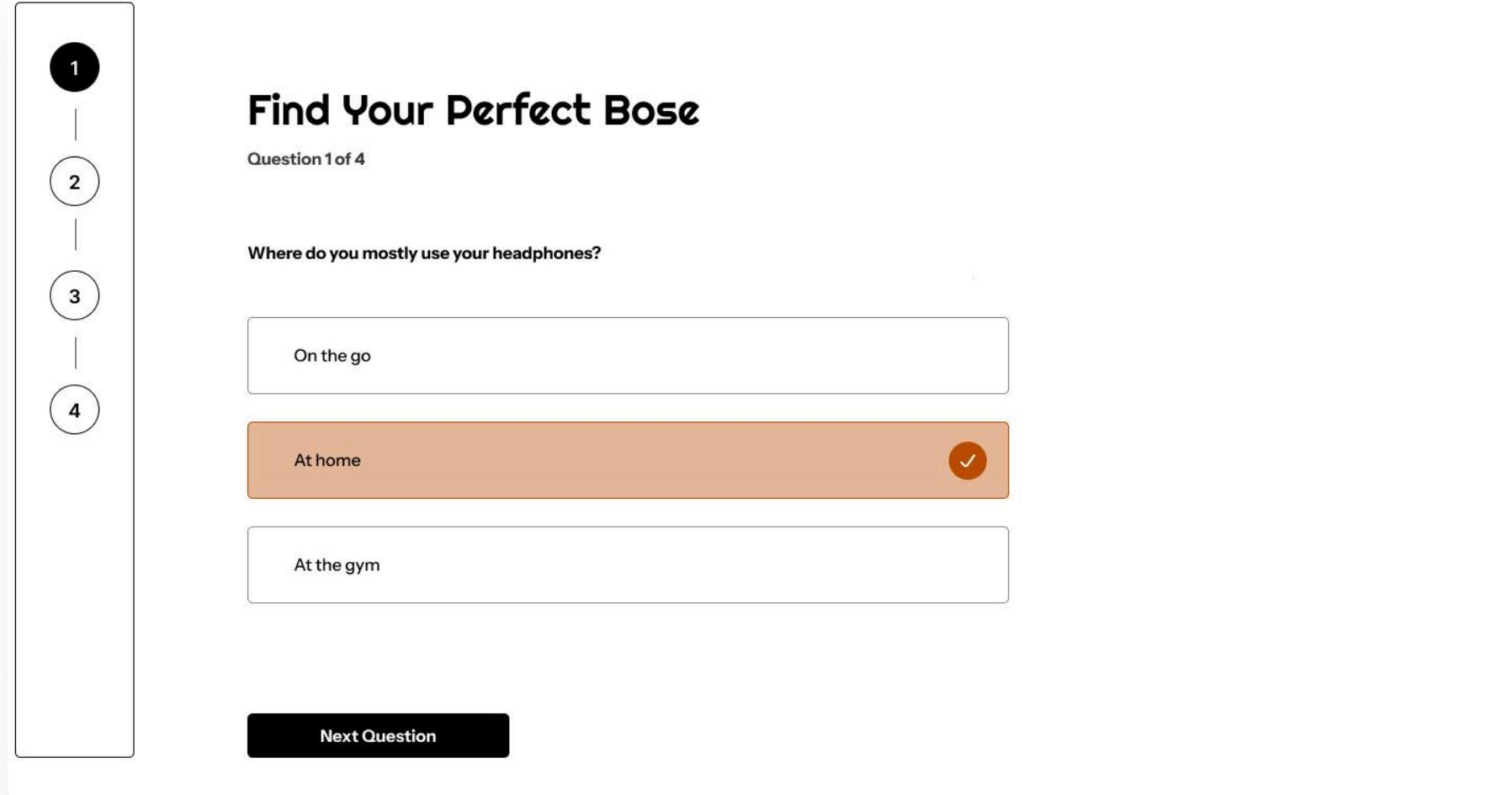


### 360° Viewer



# Key Highlights

## Quiz CTA

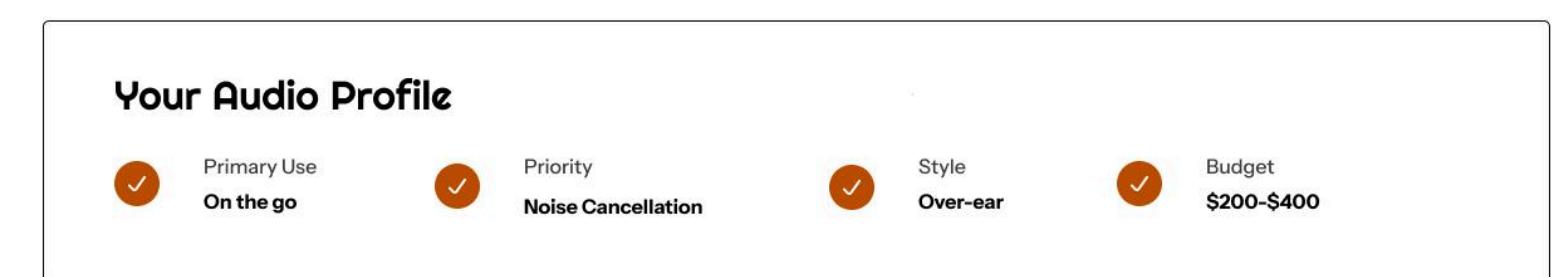


The Quiz CTA interface shows a question: "Where do you mostly use your headphones?". The options are "On the go", "At home", and "At the gym". The "At home" option is selected and highlighted in orange. A vertical navigation bar on the left shows steps 1, 2, 3, and 4, with step 1 being the current active step.

## PDP

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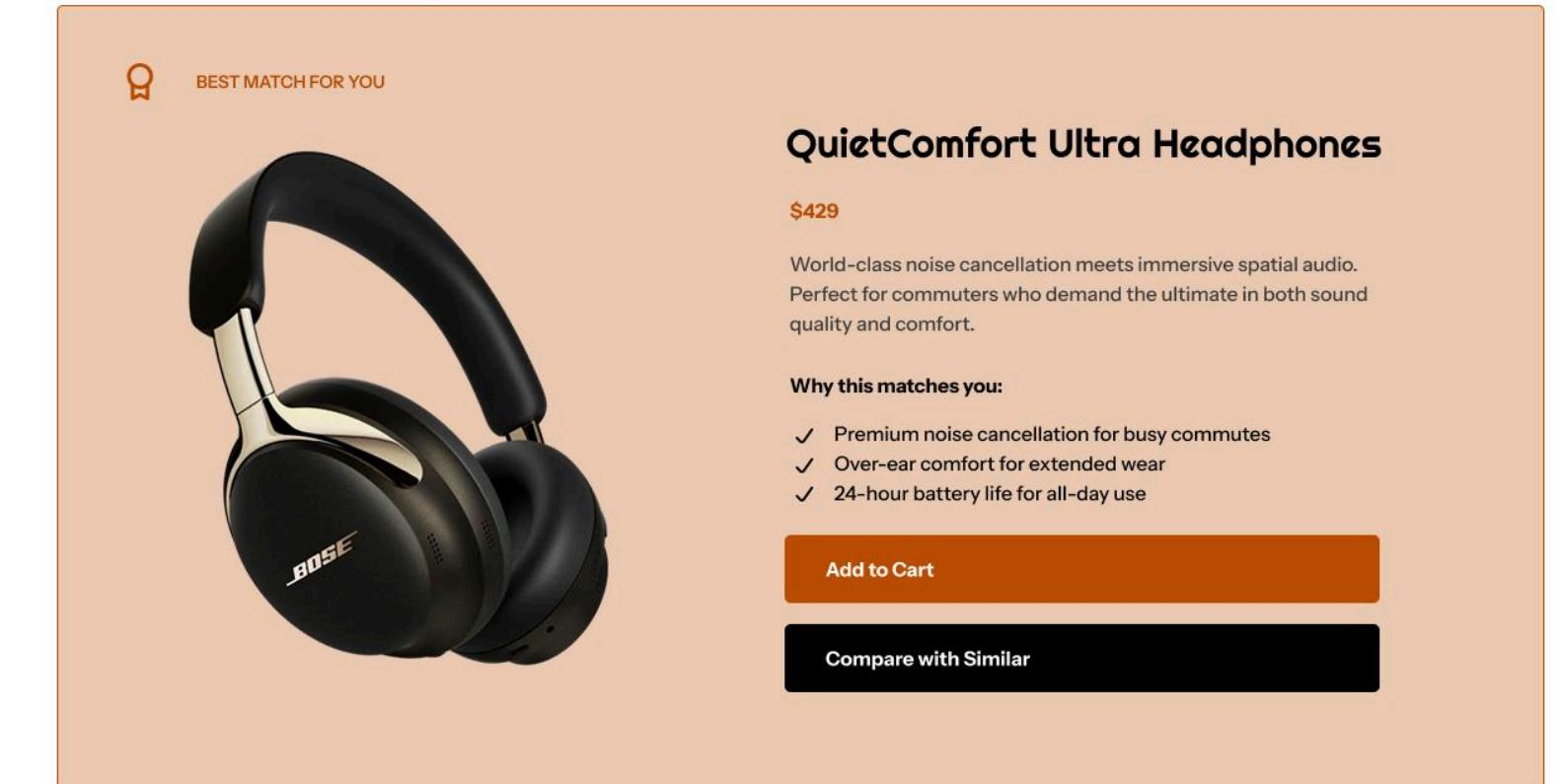


Your Perfect Bose

Based on your listening habits and preferences, we've found the ideal audio companion for you

Your Audio Profile

- Primary Use: On the go
- Priority: Noise Cancellation
- Style: Over-ear
- Budget: \$200-\$400



BEST MATCH FOR YOU

**QuietComfort Ultra Headphones**

**\$429**

World-class noise cancellation meets immersive spatial audio. Perfect for commuters who demand the ultimate in both sound quality and comfort.

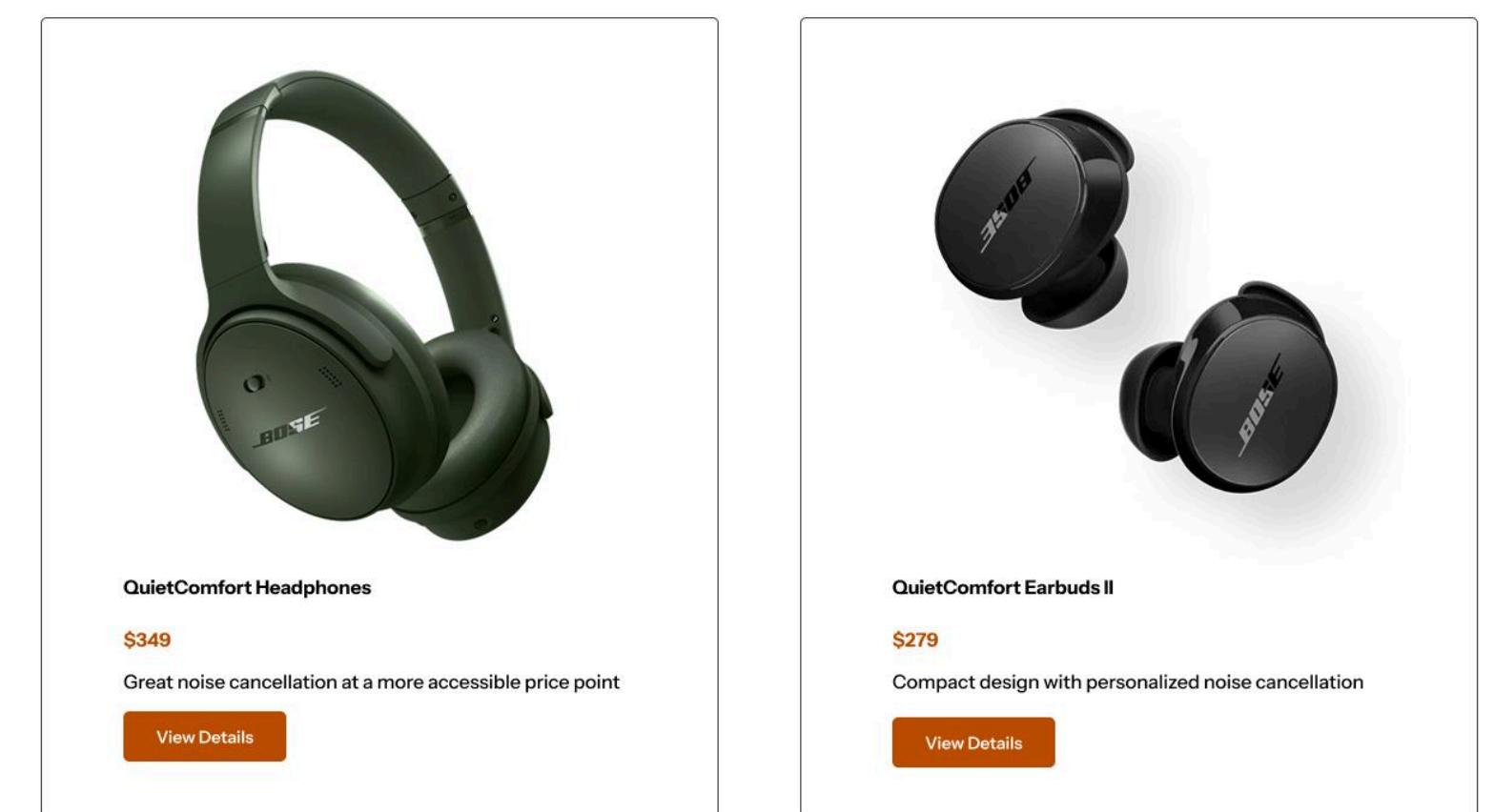
**Why this matches you:**

- ✓ Premium noise cancellation for busy commutes
- ✓ Over-ear comfort for extended wear
- ✓ 24-hour battery life for all-day use

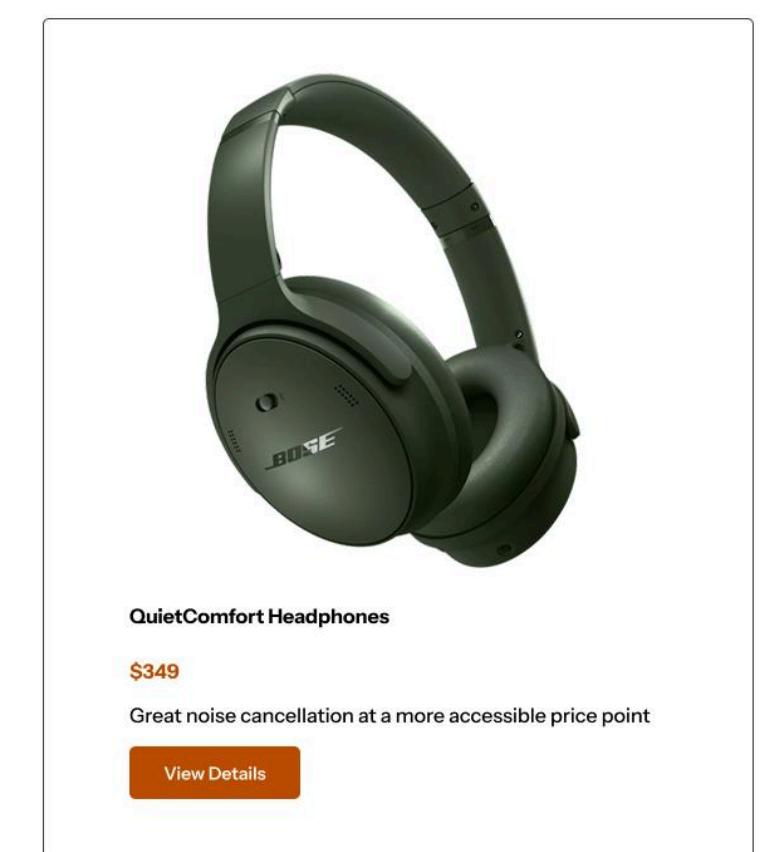
**Add to Cart**

**Compare with Similar**

## Quiz Result

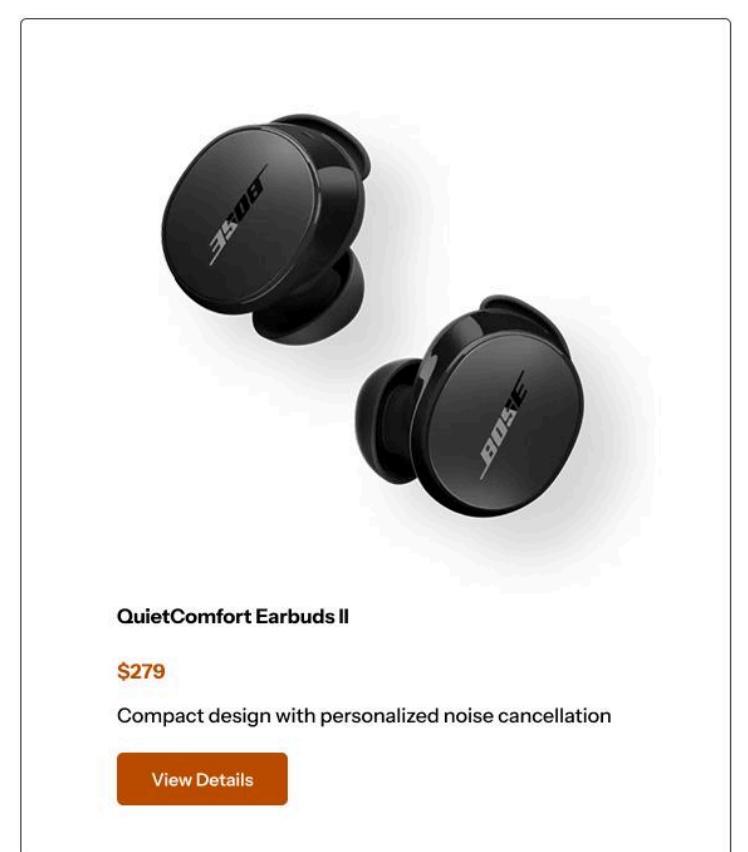


**Also Great for You**



**QuietComfort Headphones**  
**\$349**  
Great noise cancellation at a more accessible price point

**View Details**



**QuietComfort Earbuds II**  
**\$279**  
Compact design with personalized noise cancellation

**View Details**

## The Bose Difference

### 1:1 Personalization

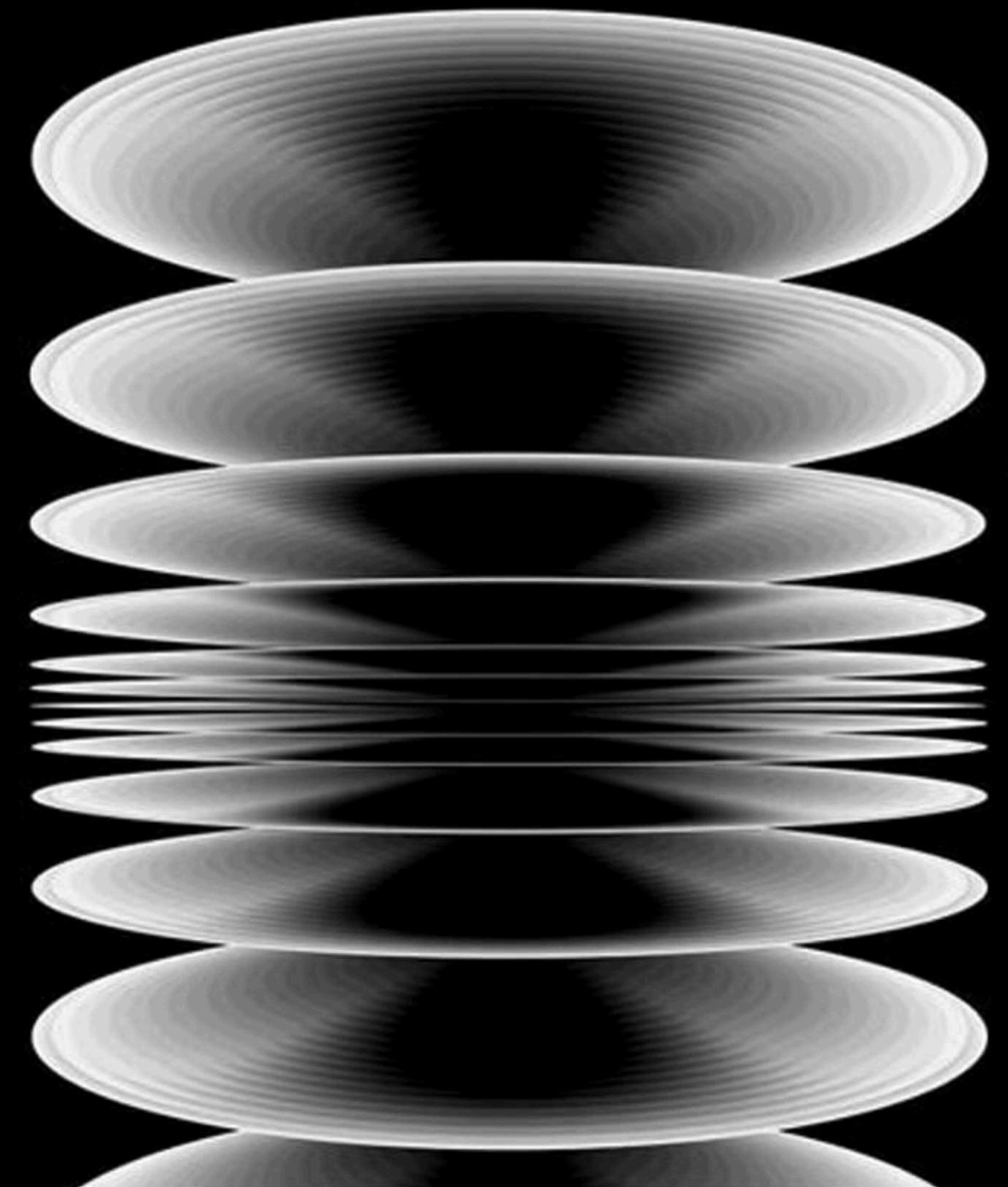
Unlike generic recommendations, our quiz analyzes your unique listening habits to find your perfect match

### 50+ Years of Innovation

Every recommendation is backed by decades of acoustic research and engineering excellence

### CustomTune Technology

Our headphones adapt to your ears in real-time, delivering sound that's truly made for you



# Experience sound like never done.

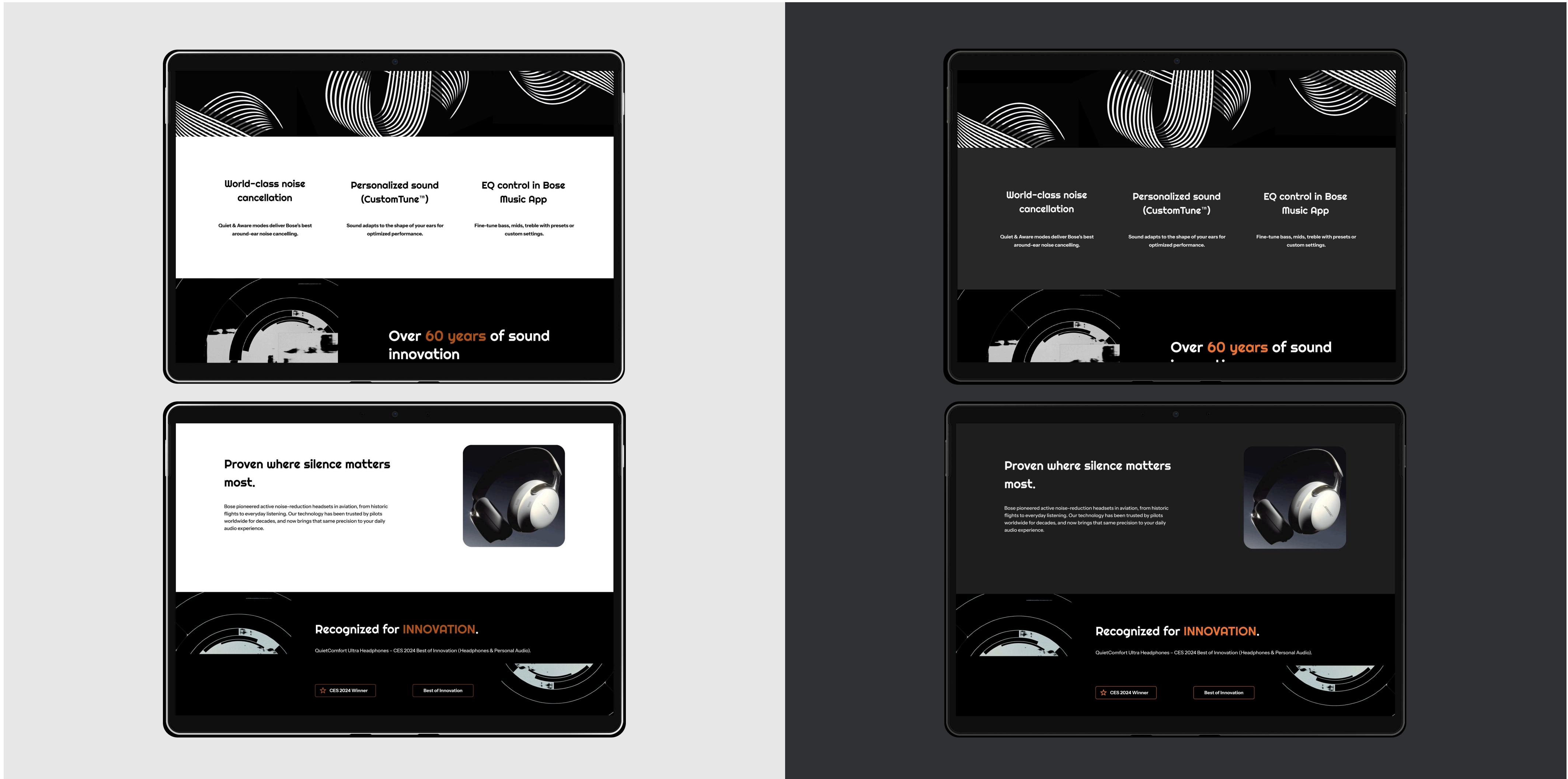
CustomTune™ personalizes audio to your ears, paired with our best noise cancellation.

Shop Best Sellers

Explore New Arrivals

# UI Design

## Dark Mode - Desktop





# Design System

# Typeface

## Righteous

Bold and distinctive—gives Bose a strong, memorable voice in headlines.

## Instrument Sans

Clean and highly readable—perfect for clear, modern UI and body text.

A large, bold, black font 'Aa' is displayed on a white rounded rectangle with a slight shadow, centered on the page.

## Righteous

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0 ! @ \$ % & \* ( ) + " " " ? /**

A large, clean, black font 'Aa' is displayed on a white rounded rectangle with a slight shadow, centered on the page.

## Instrument Sans

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**1 2 3 4 5 6 7 8 9 0 ! @ \$ % & \* ( ) + " " " ? /**

# Typescale

DESKTOP				MOBILE
Name	SIZE	WEIGHT	LINE HEIGHT	Example
DISPLAY	95px	REGULAR	100%	<b>  Lorem ips  </b>
HEADLINE L	48px	REGULAR	150%	<b>  Lorem ips  </b>
HEADLINE M	40px	REGULAR	150%	<b>  Lorem ips  </b>
HEADLINE S	32px	REGULAR	145%	<b>  Lorem ips  </b>
BODY EMPHASIZED	16px	BOLD	170%	<b>  Lorem ips  </b>
BODY STANDARD	16px	MEDIUM	150%	<b>  Lorem ips  </b>
LINK BUTTON	18px	BOLD	145%	<b>  Lorem ips  </b>
BUTTON	16px	BOLD	145%	<b>  Lorem ips  </b>
CAPTION	14px	SEMI BOLD (ALL CAPS)	150%	<b>  LOREM IPS  </b>
LINK	16px	BOLD	150%	<b>  Click me  </b>
	32px	REGULAR	125%	<b>  Lorem ips  </b>
	24px	REGULAR	145%	<b>  Lorem ips  </b>
	20px	REGULAR	145%	<b>  Lorem ips  </b>
	18px	REGULAR	145%	<b>  Lorem ips  </b>
	16px	BOLD	170%	<b>  Lorem ips  </b>
	16px	MEDIUM	150%	<b>  Lorem ips  </b>
	16px	BOLD	145%	<b>  Lorem ips  </b>
	16px	BOLD	145%	<b>  Lorem ips  </b>
	12px	SEMI BOLD (ALL CAPS)	150%	<b>  LOREM IPS  </b>
	14px	BOLD	150%	<b>  Lorem ips  </b>

# Color

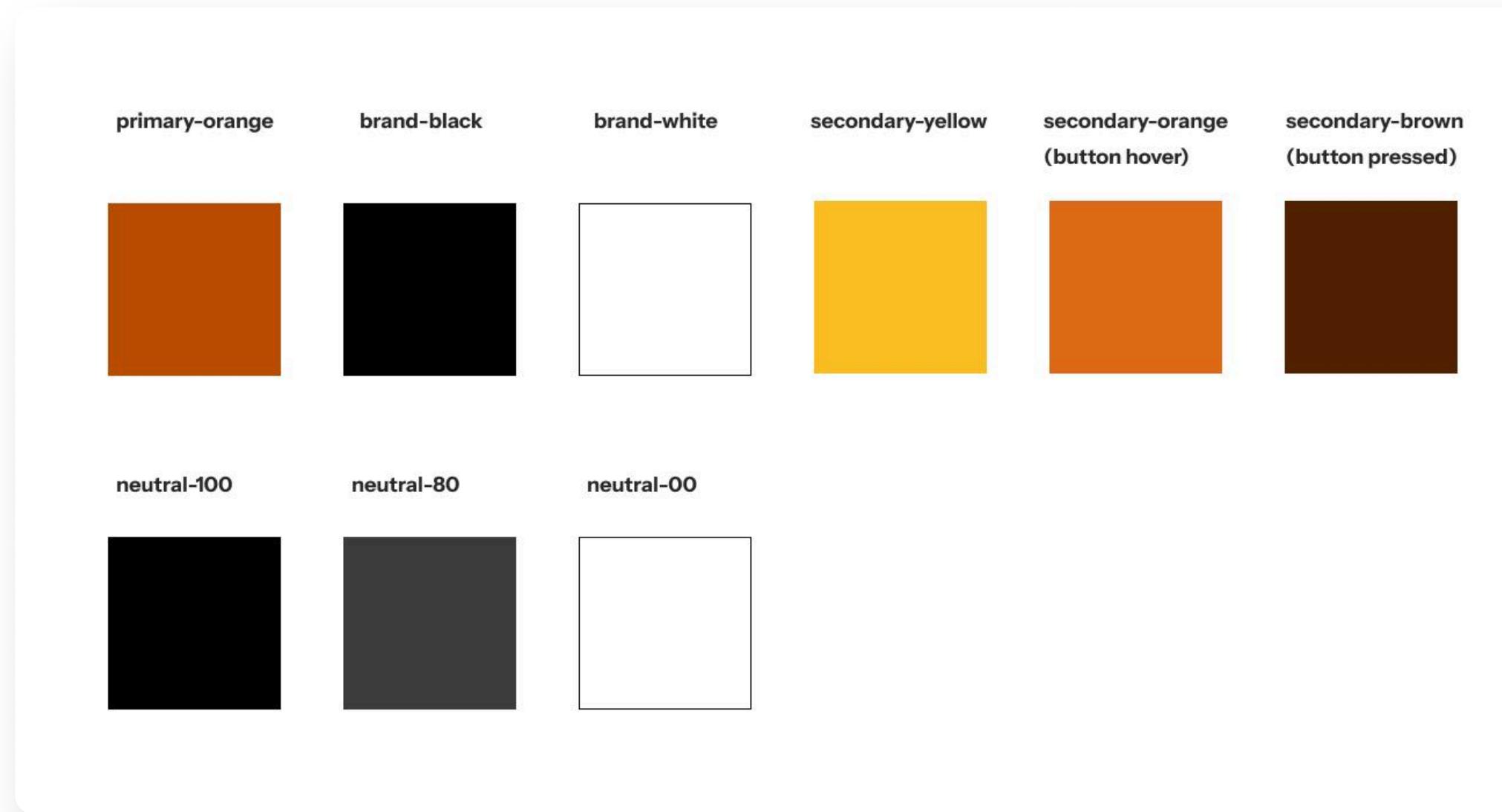
## BRAND

Name	Light	Dark
⌚ primary-orange	#BB4D00	#FF6E1D
⌚ brand-black	#000000	#FFFFFF
⌚ brand-white	#FFFFFF	#292929
⌚ brand-yellow	#FBBF24	#FBBF24
⌚ button_hover	#DE6A18	#FFFFFF
⌚ button_pressed	#522200	#FFFFFF

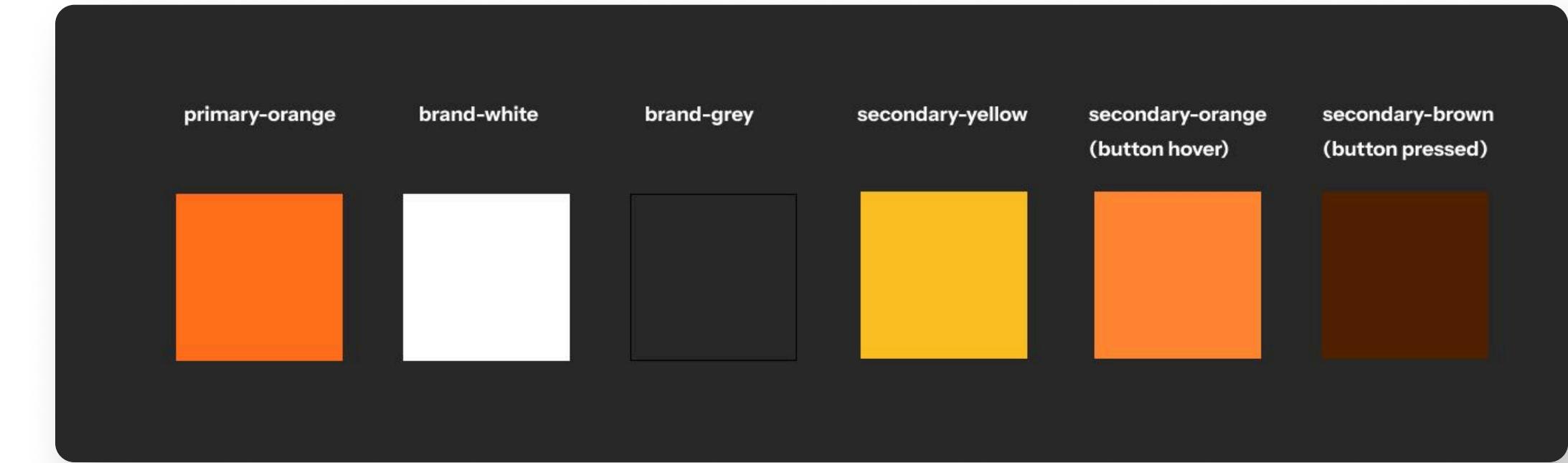
## NEUTRAL

Name	Light	Dark
⌚ neutral-100	#000000	#000000
⌚ neutral-80	#3C3C3C	#D9D9D9
⌚ neutral-00	#FFFFFF	#FFFFFF

## LIGHT

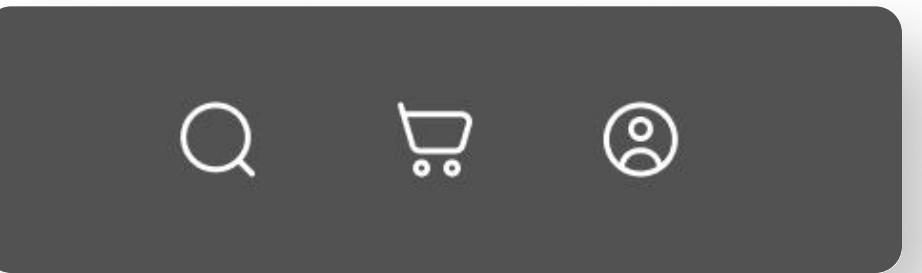


## DARK



# Icon

NAVIGATOR ICON



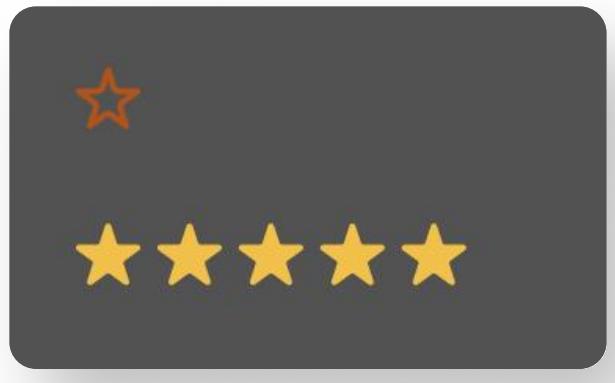
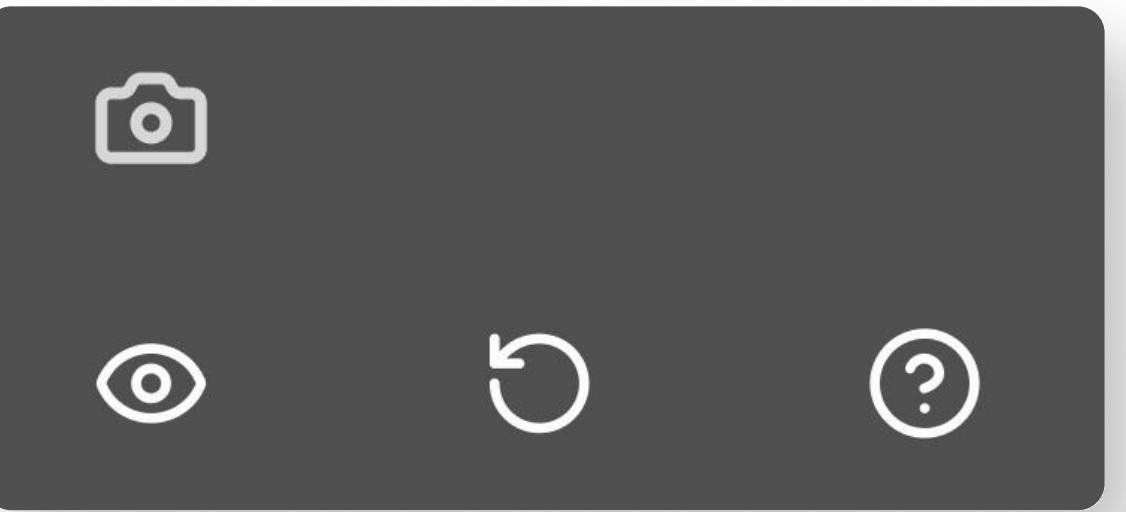
KEY FEATURES



PERSONALIZED PICKS



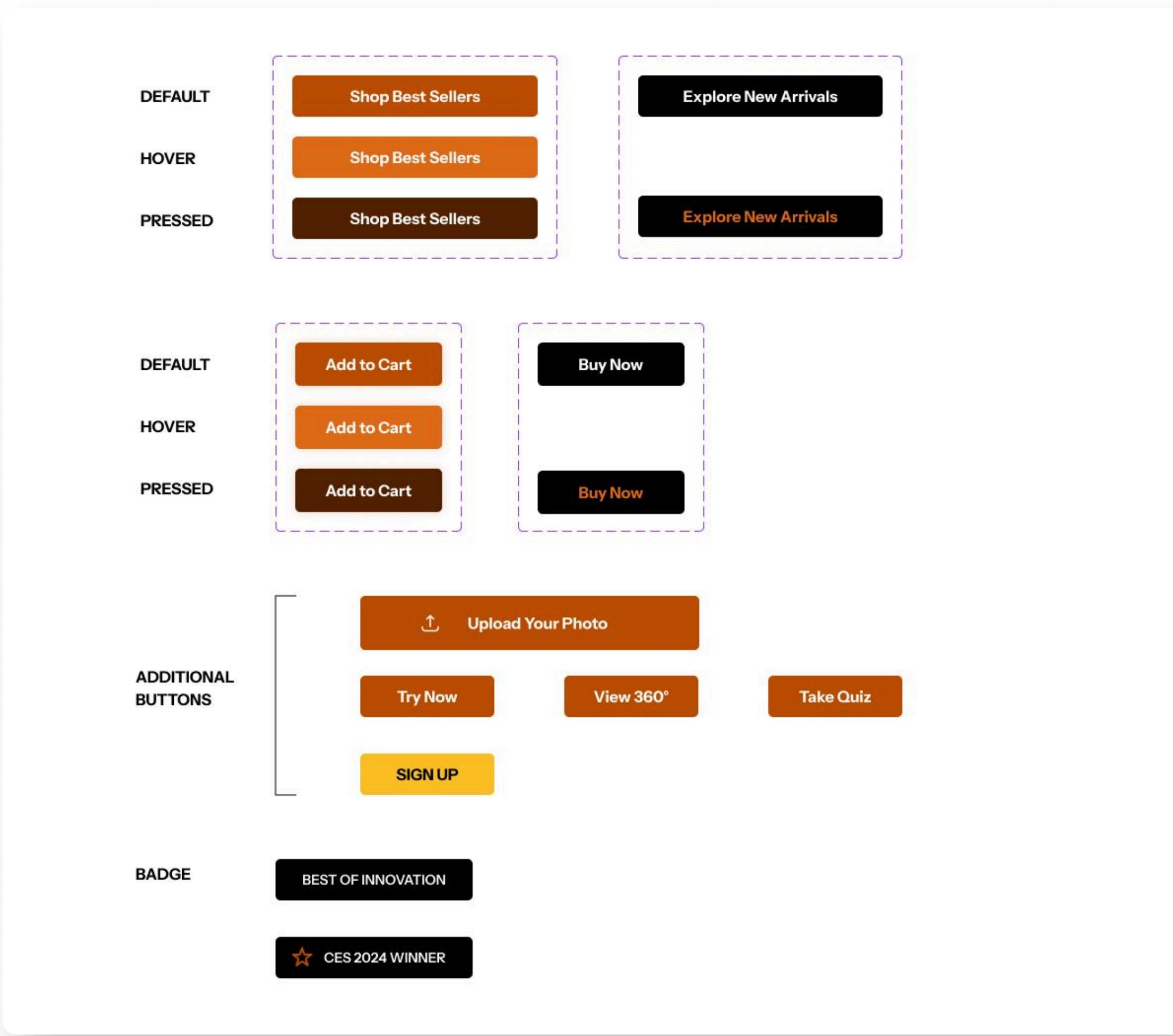
ADDITIONAL ICONS



# Button

## MOBILE

### DESKTOP



# Cards

MOBILE



**Bose QuietComfort Ultra  
Headphones (2nd Gen)**

**\$429.00**

DESKTOP



**Bose QuietComfort Ultra  
Headphones (2nd Gen)**

**\$429.00**

## Product Card Design Rules

- Corner radius: 5px
- Drop shadow: 0 / 4 / 4 / 0, Black 25%
- Card size: Flexible, adjusts based on content

# Navigation

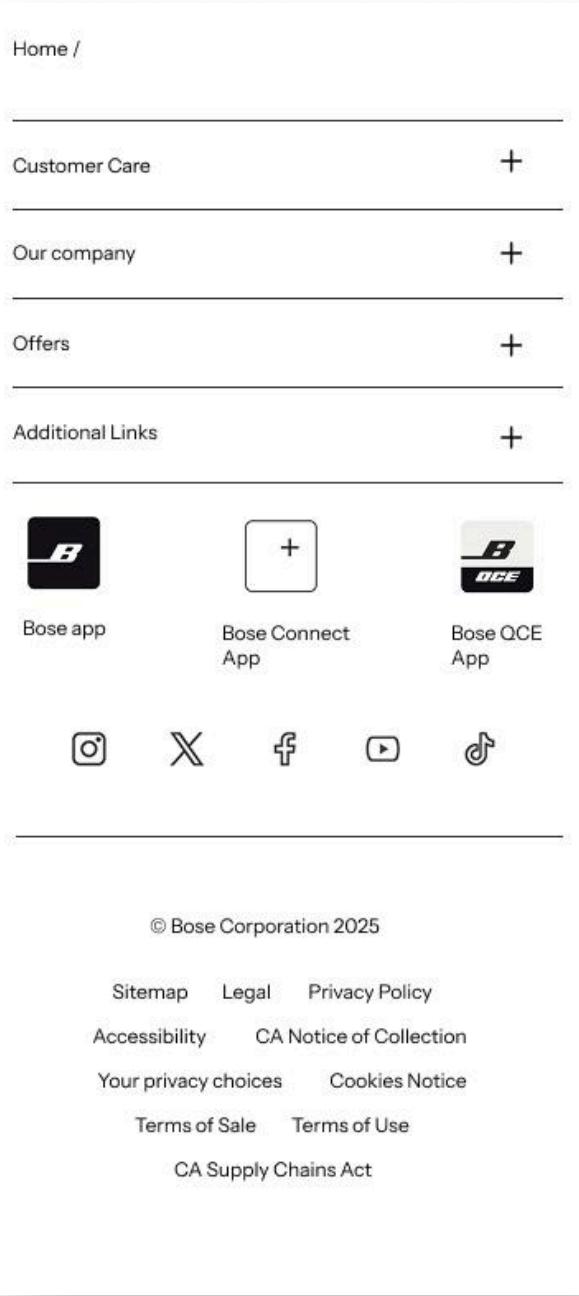
## DESKTOP



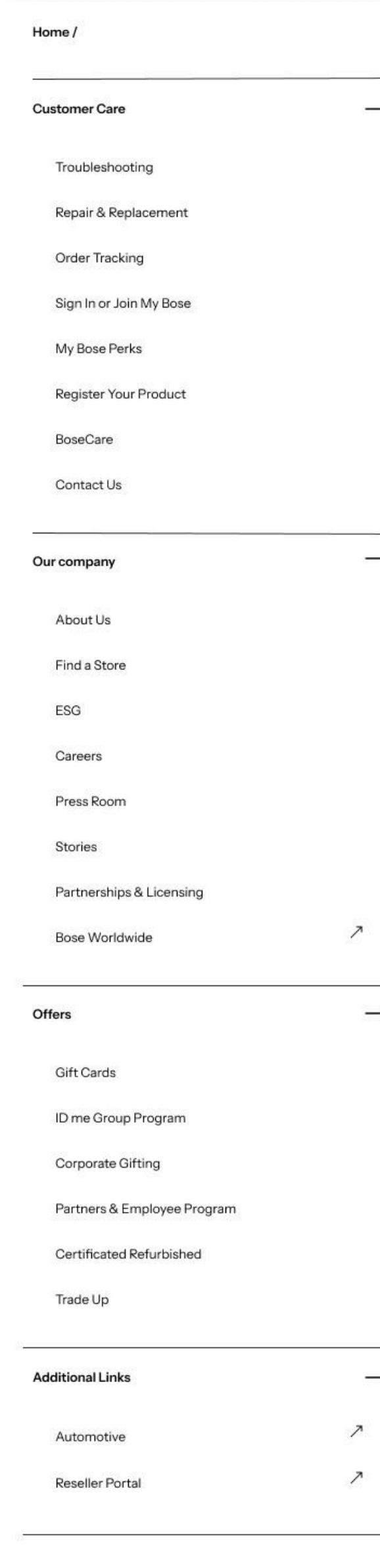
## MOBILE



# Footer



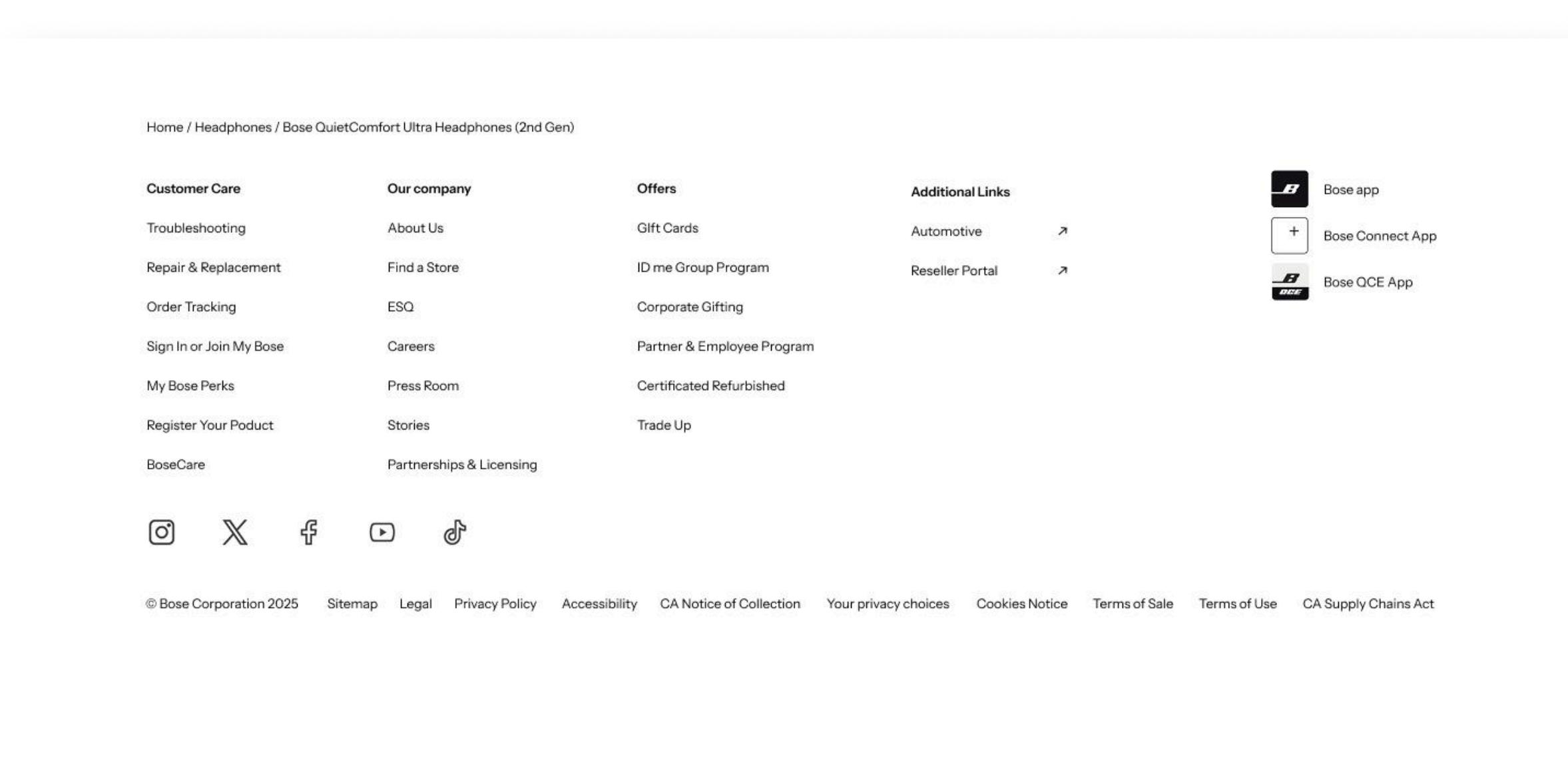
## MOBILE



## Footer Design Choice

The footer is kept clean and minimal in white to balance the strong visual impact of the main sections and maintain a clear, unobtrusive finish.

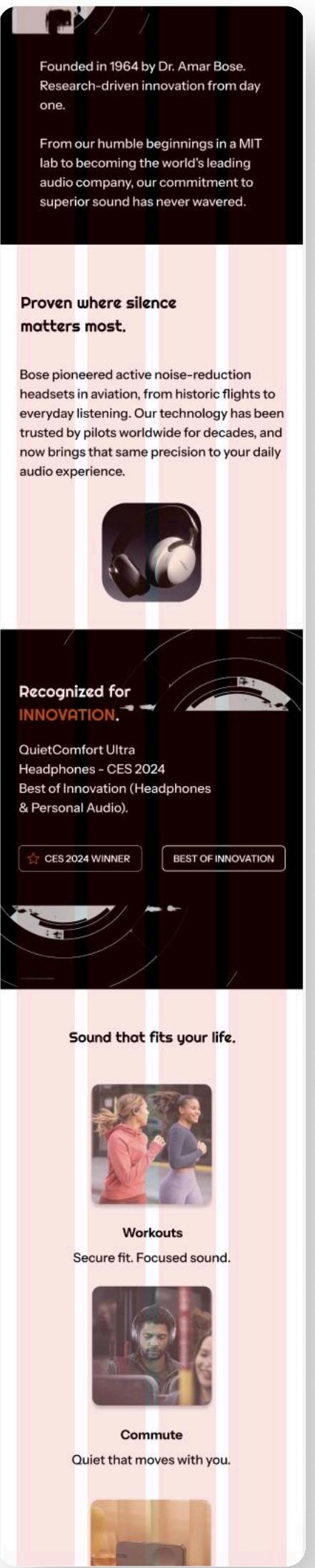
## DESKTOP



# Grid

## Mobile Grid System

- Columns: 4
- Type: Stretch
- Margin: 20px
- Gutter: 16px

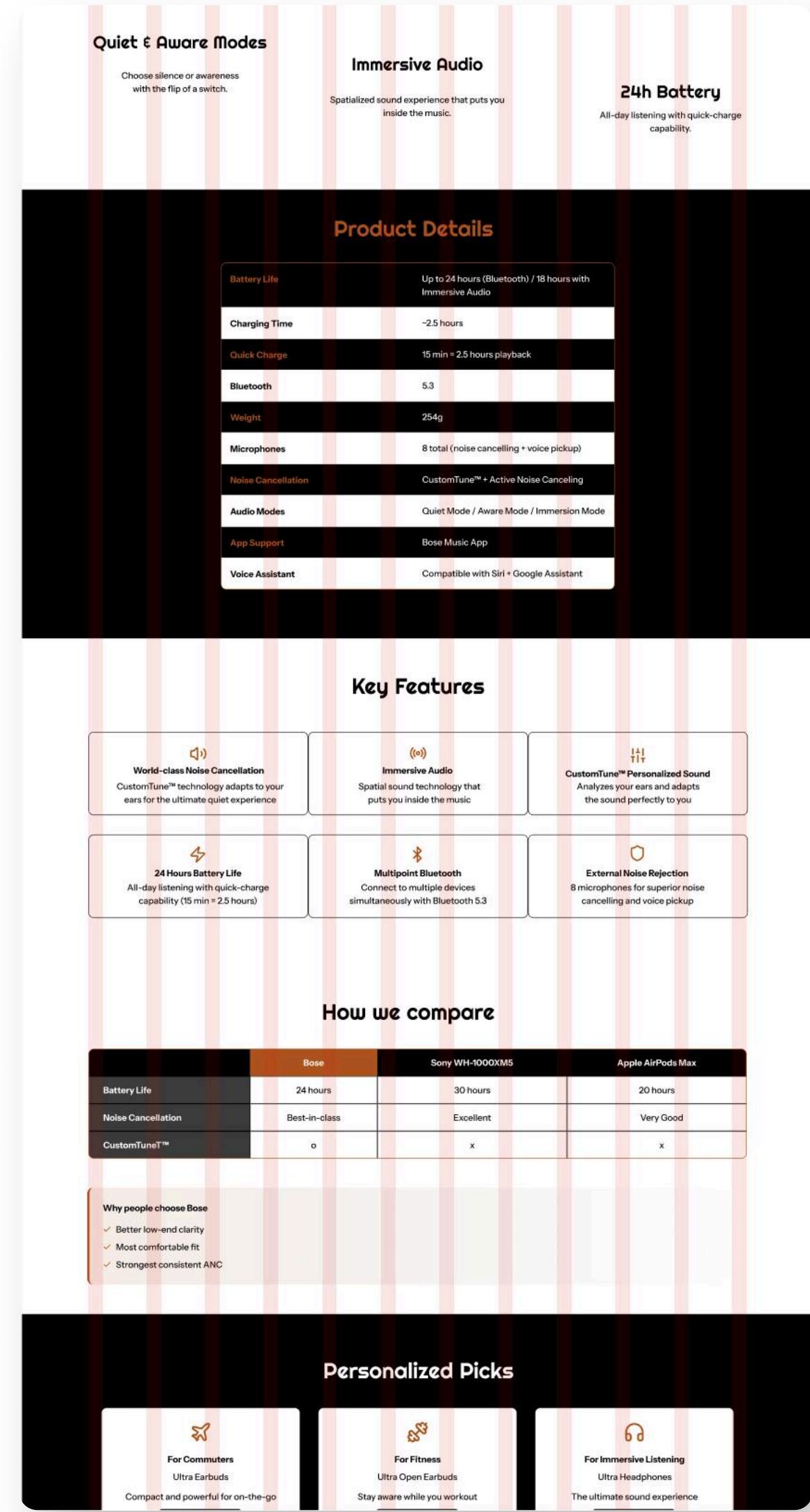


CT 302-601

Project 1

## Desktop Grid System

- Columns: 12
- Type: Stretch
- Margin: 120px
- Gutter: 80px



Taeyoung Yang

# Result & Reflection

The redesign makes Bose feel clearer, stronger, and more true to its identity. Brand story and heritage now add meaning, while product information is simple and easy to follow.

Interactive tools make the experience more engaging, and a consistent visual system keeps everything clean across desktop and mobile.

Overall, I learned how structure and storytelling can elevate both clarity and emotional impact.



Thank You

Time is a rhythm.

