

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

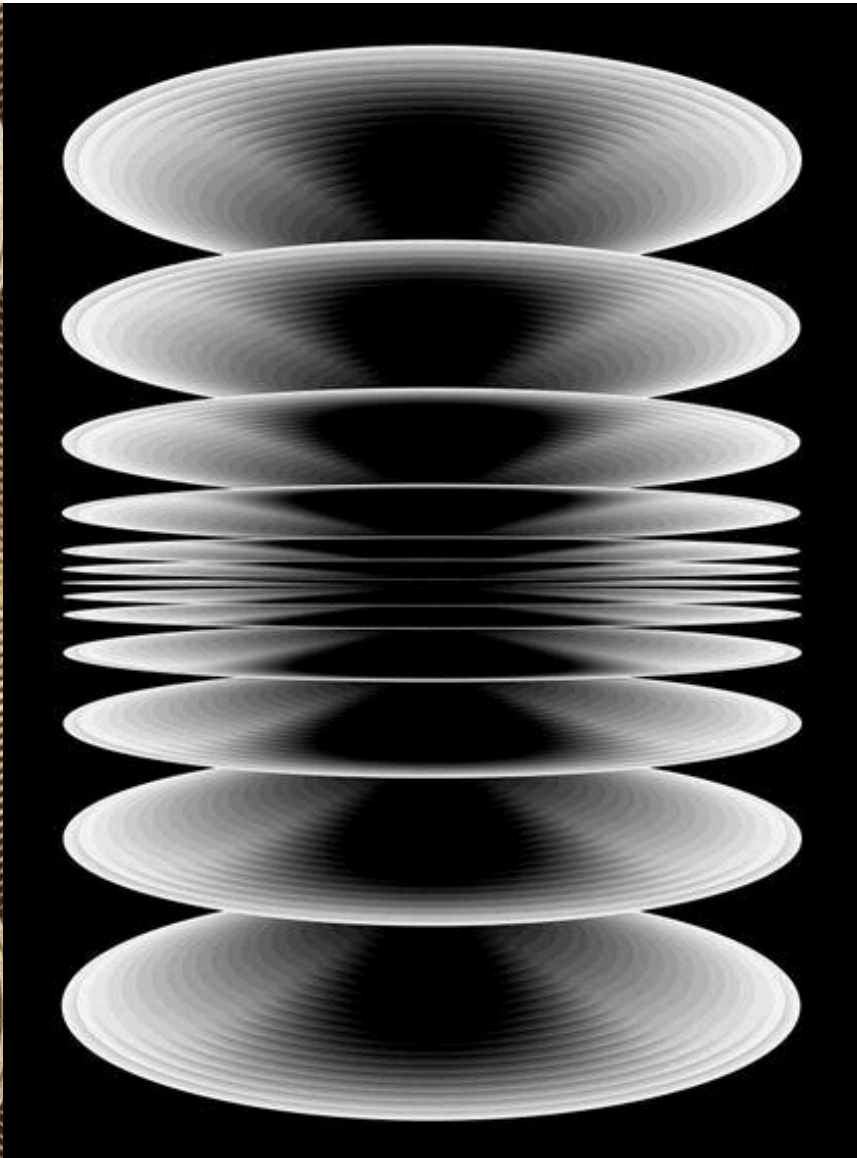
Sound that connects emotion and presence.
This direction focuses on **warmth, depth, and sensory immersion**, showing how Bose reaches people through feeling, not just sound.

Design Principle

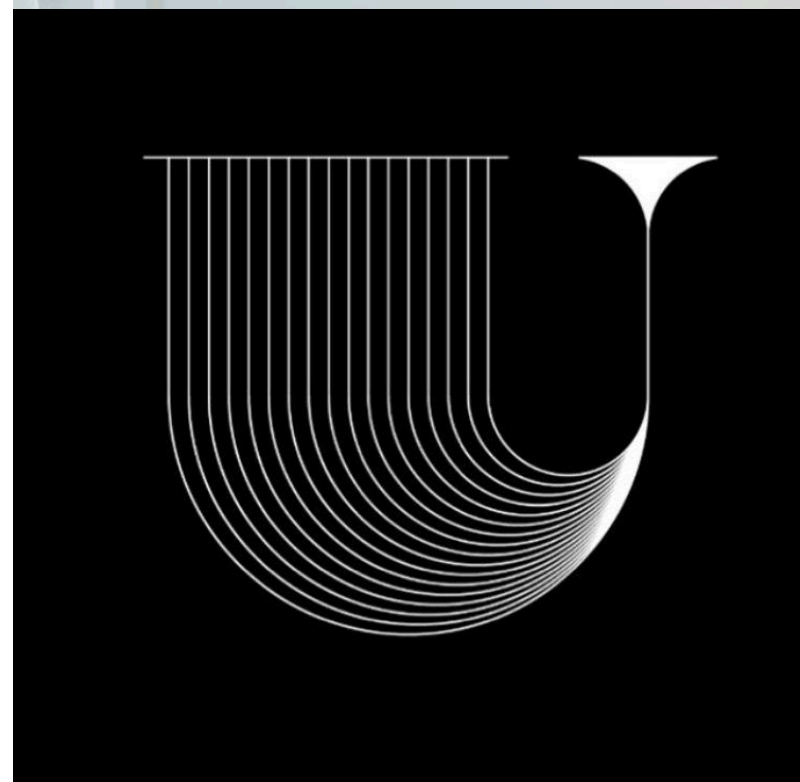
- 1. Dark & Warm Tone**
Deep blacks and warm orange accents create a bold, immersive sound-driven atmosphere.
- 2. Visual Rhythm Inspired by Sound**
Curves, waves, and geometric lines reflect motion, vibration, and sonic flow.
- 3. Sensory Depth & Materiality**
Metallic textures, subtle gradients, and layered shadows add weight and realism.
- 4. Human-Centered Warmth**
Soft lighting and emotional imagery emphasize connection, mood, and comfort.

Moodboard





AS
CT
PR



Archetypes

The Creator (60%)

The Hero (40%)

Drives emotional innovation and crafts meaningful sensory experiences.

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.



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.




Recognized for
INNOVATION.

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

★ CES 2024 WINNER

BEST OF INNOVATION



2. Compact Awards Section

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

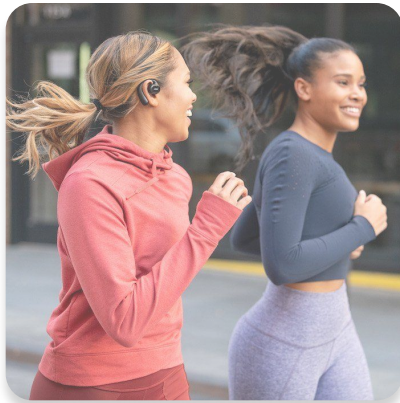
Key Highlights

HOMEPAGE

3. Lifestyle Section Adapted for Mobile

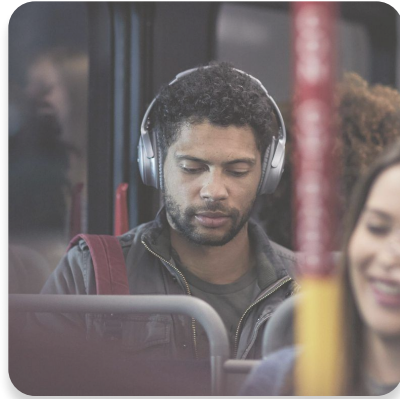
Converted into vertical cards to help users explore different lifestyles comfortably.

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.



Interactive View

★★★★☆ 4.7 • [3,820 reviews](#)

QuietComfort Ultra Headphones (2nd Gen)

Experience powerful noise cancellation and immersive spatial audio. QuietComfort Ultra Headphones bring your music and movies to life with rich sound and all-day comfort.

\$449

Color



Buy Now

Add to Cart

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

PDP

3. Mobile-Optimized Comparison Chart

Converted table into card-based comparison for easier readability.

How we compare

Bose QuietComfort Ultra

- v Best-in-class noise cancellation
- v CustomTune™ technology
- v 24-hour battery life

Sony WH-1000XM5

- 30-hour battery life
- Good noise cancellation
- No personalized tuning

Apple AirPods Max

- 20-hour battery life
- Very good noise cancellation
- No personalized tuning


Why people choose Bose

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

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

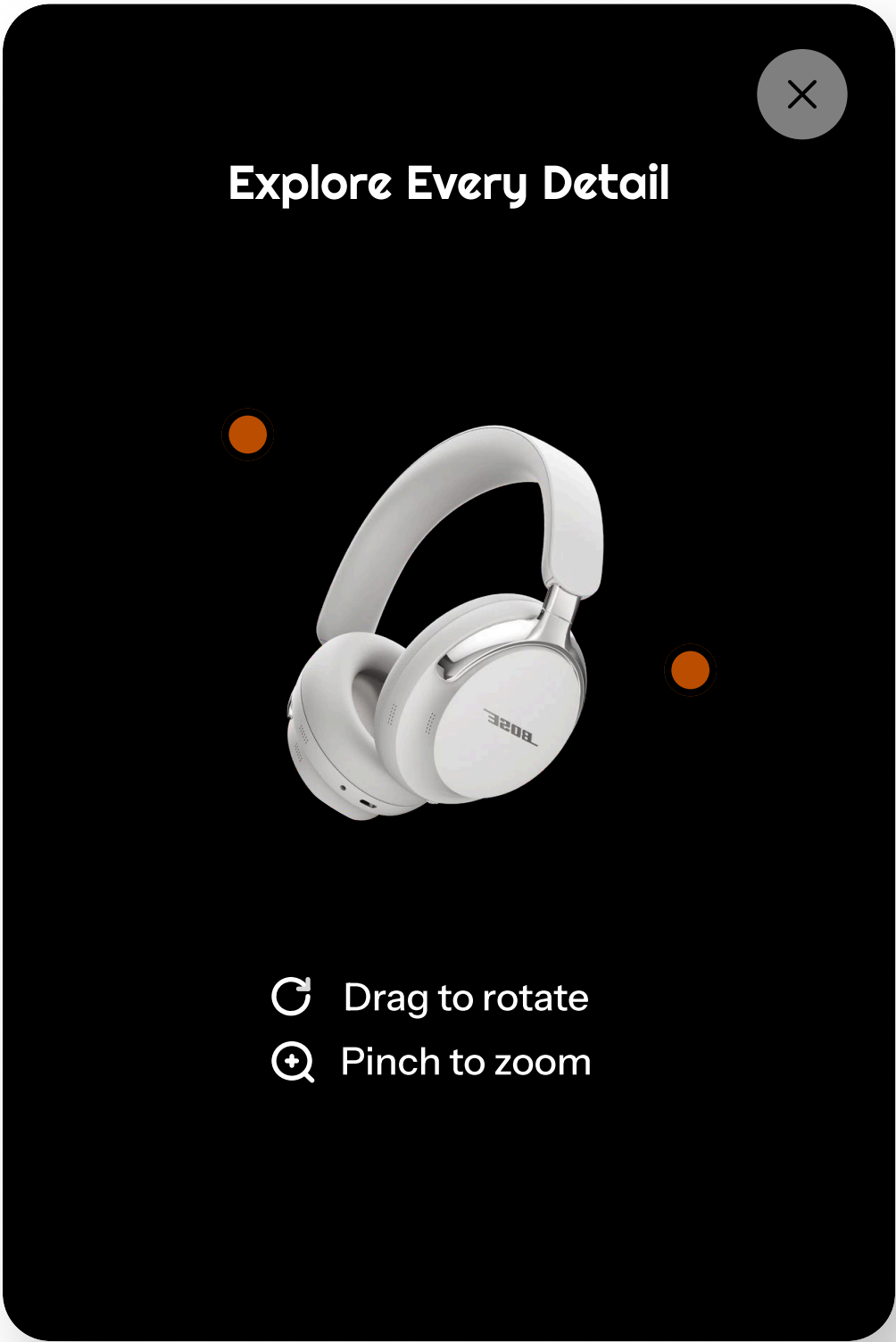
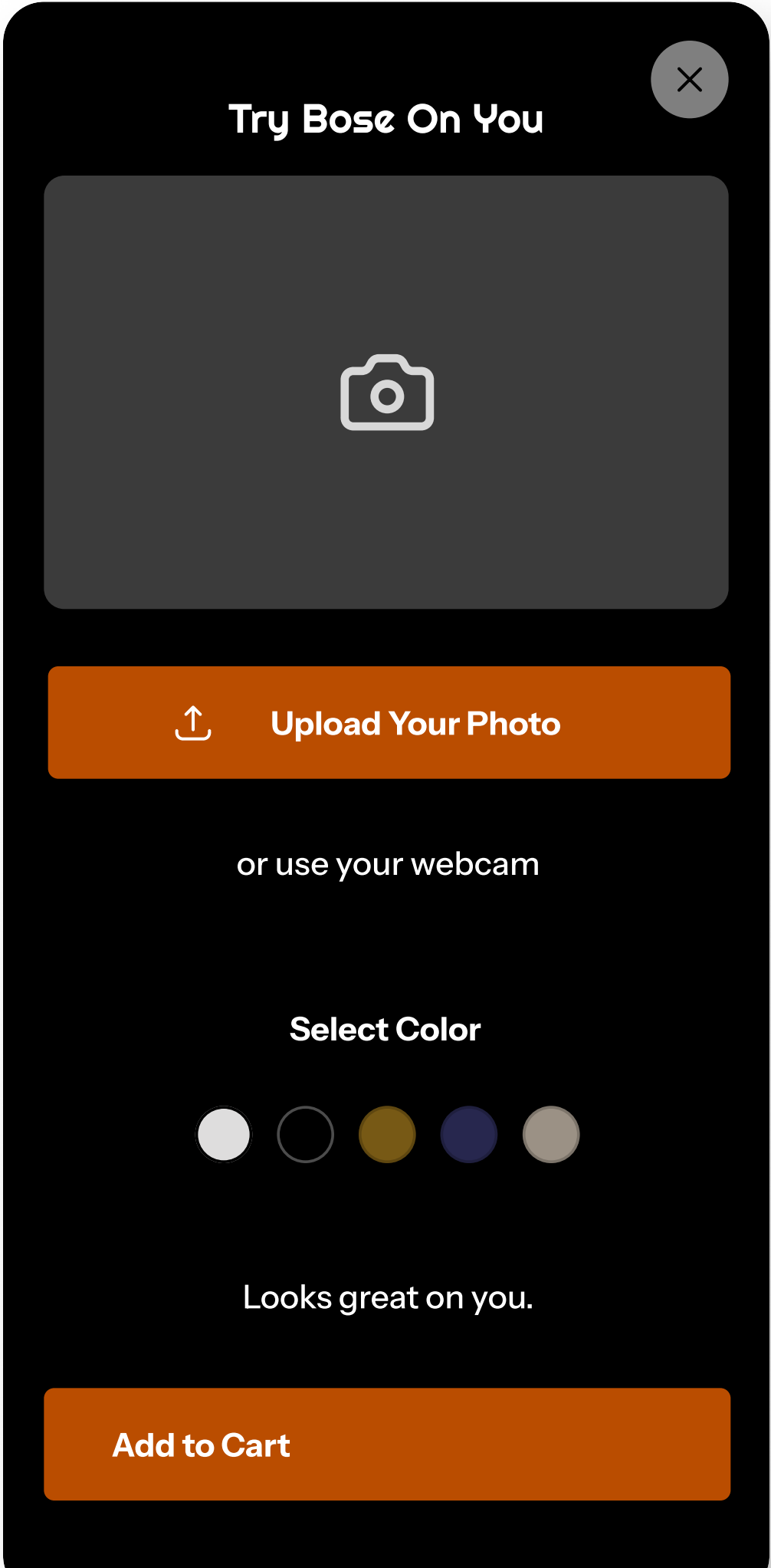
Key Highlights

PDP

5. Added Interactive Experience

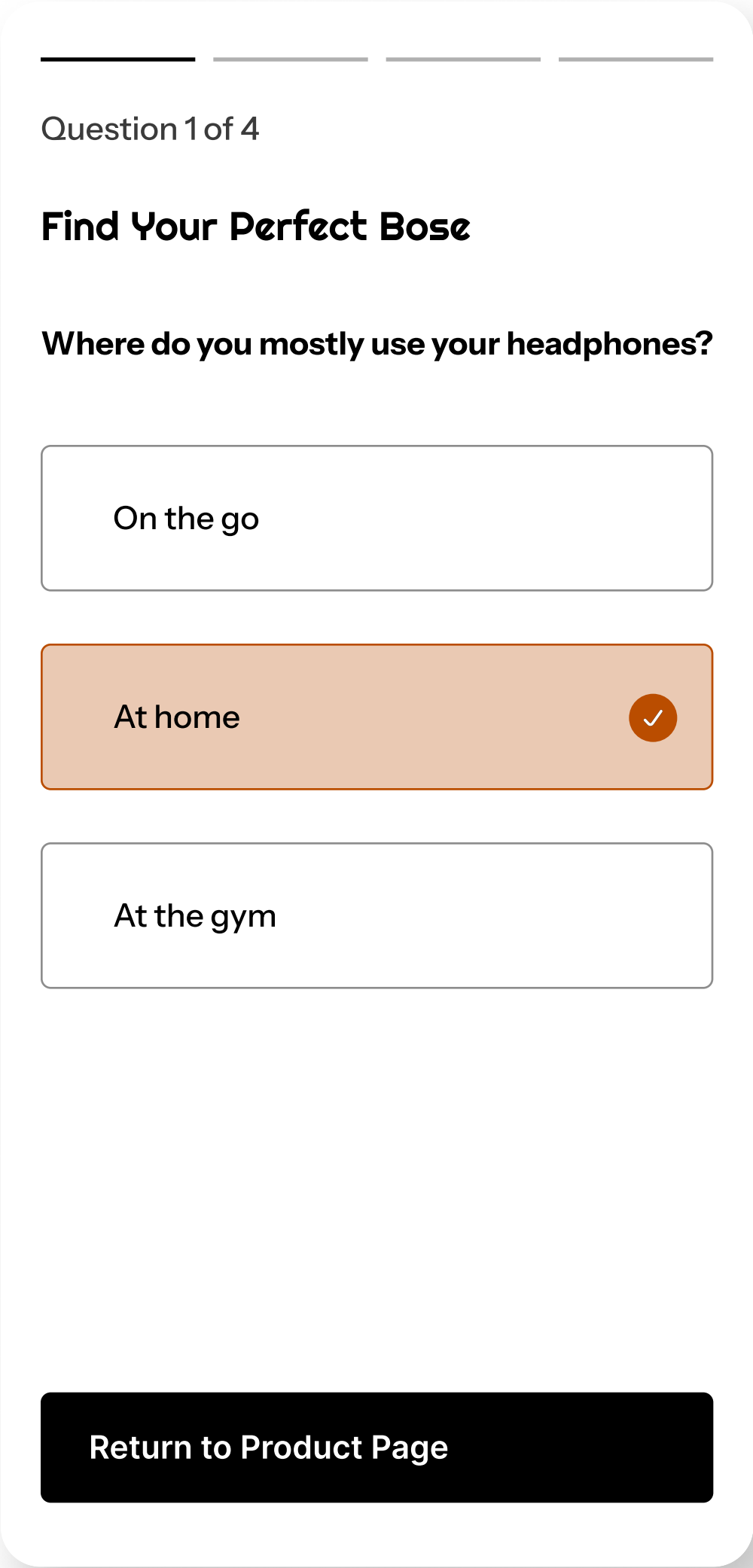
Introduced Virtual Try-On, 360° Viewer, and Quiz CTA to let users explore the product in a more engaging and hands-on way.

Virtual Try-On



360° Viewer

Quiz CTA



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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View Details



QuietComfort Earbuds II
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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

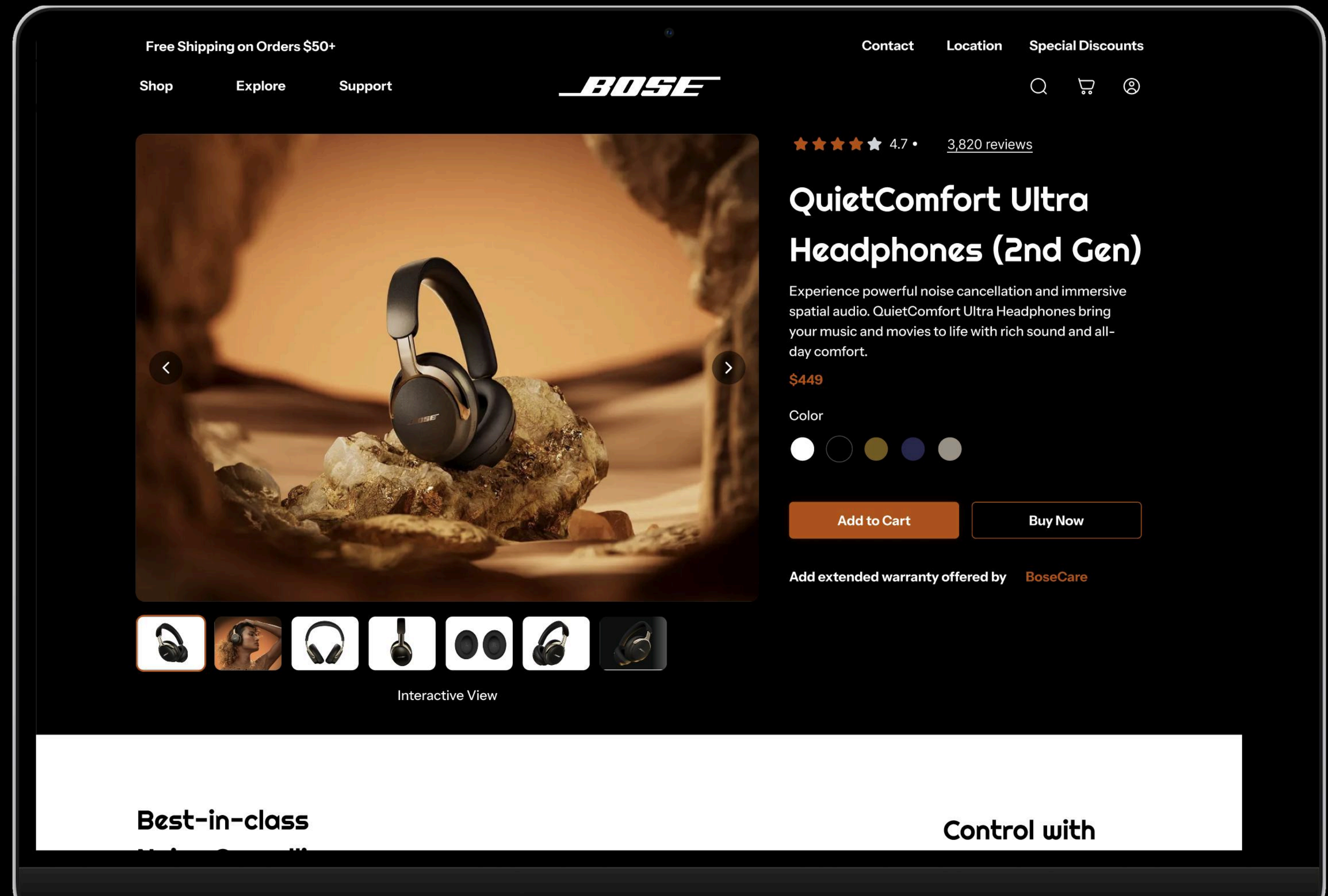
Our headphones adapt to your ears in real-time, delivering sound that's truly made for you

Prototype



UI Design

Desktop




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.

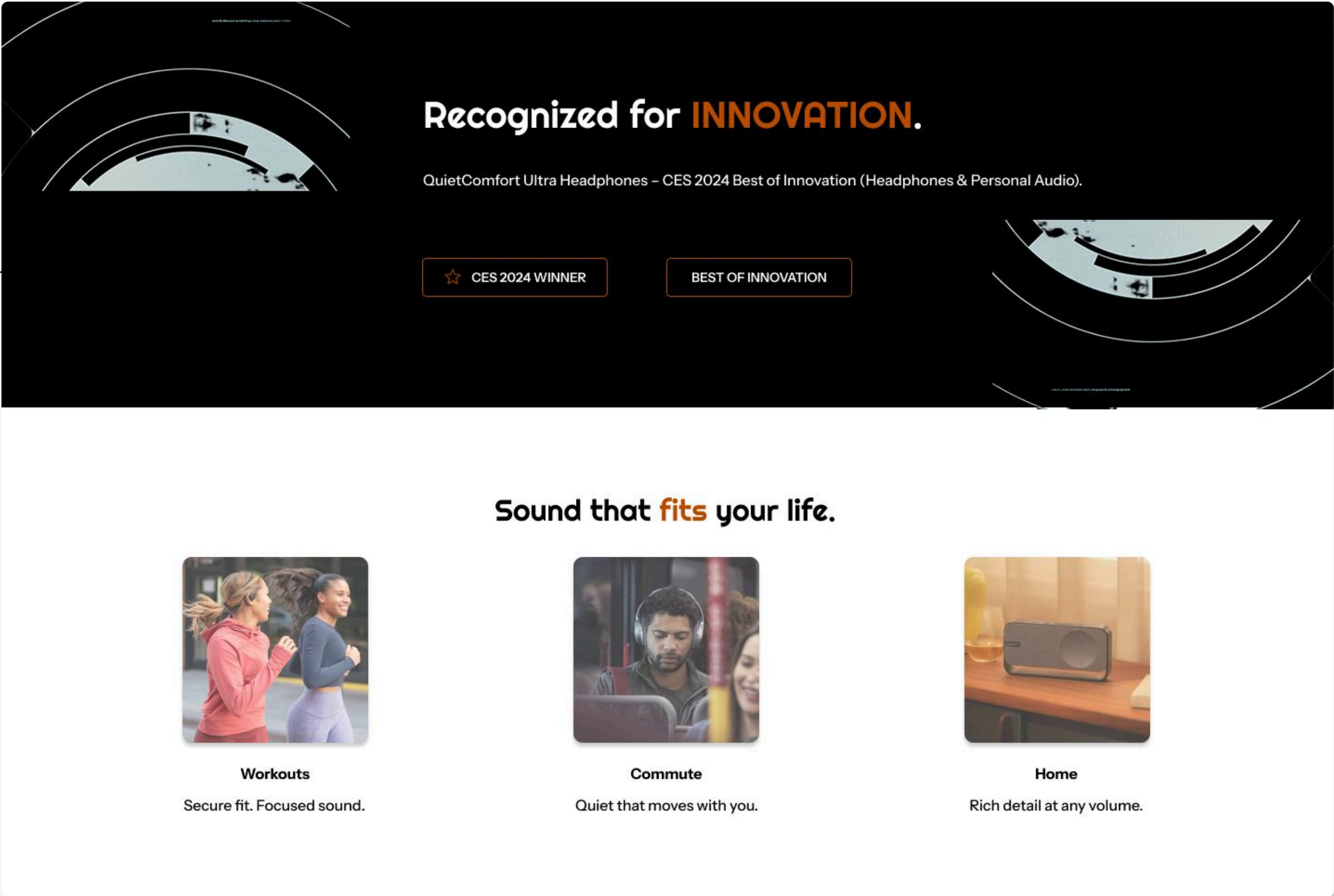


Key Highlights

HOMEPAGE

2. Awards & Recognition

Highlights industry recognition to reinforce the brand’s credibility.

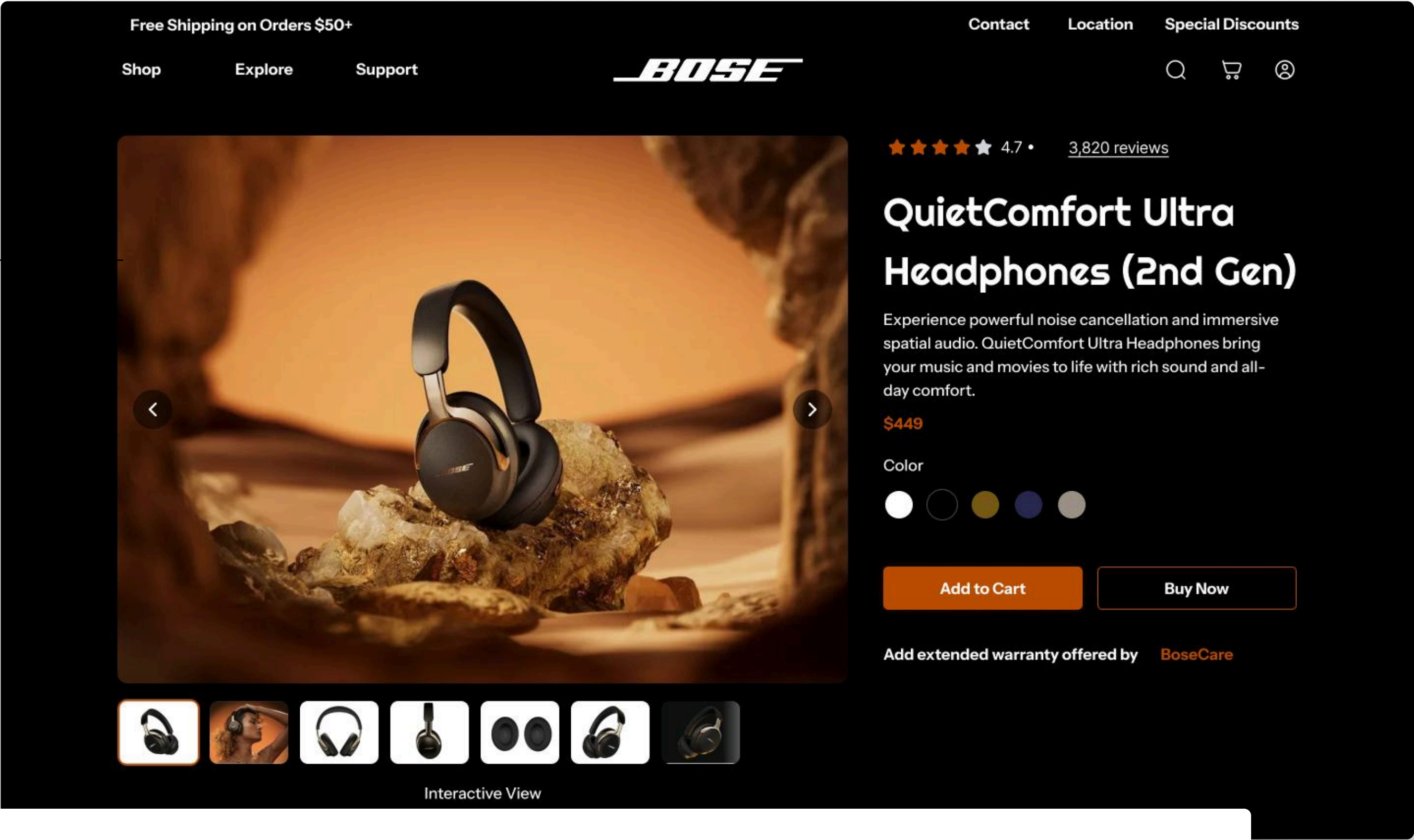


Key Highlights


PDP

1. More Compelling Main Product Image


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




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




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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
8 microphones for superior noise cancelling and voice pickup

Key Highlights

PDP

3. Competitor Comparison Chart

Shows users how Bose performs against other major brands.

How we compare

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

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Compact and powerful for on-the-go

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For Immersive Listening

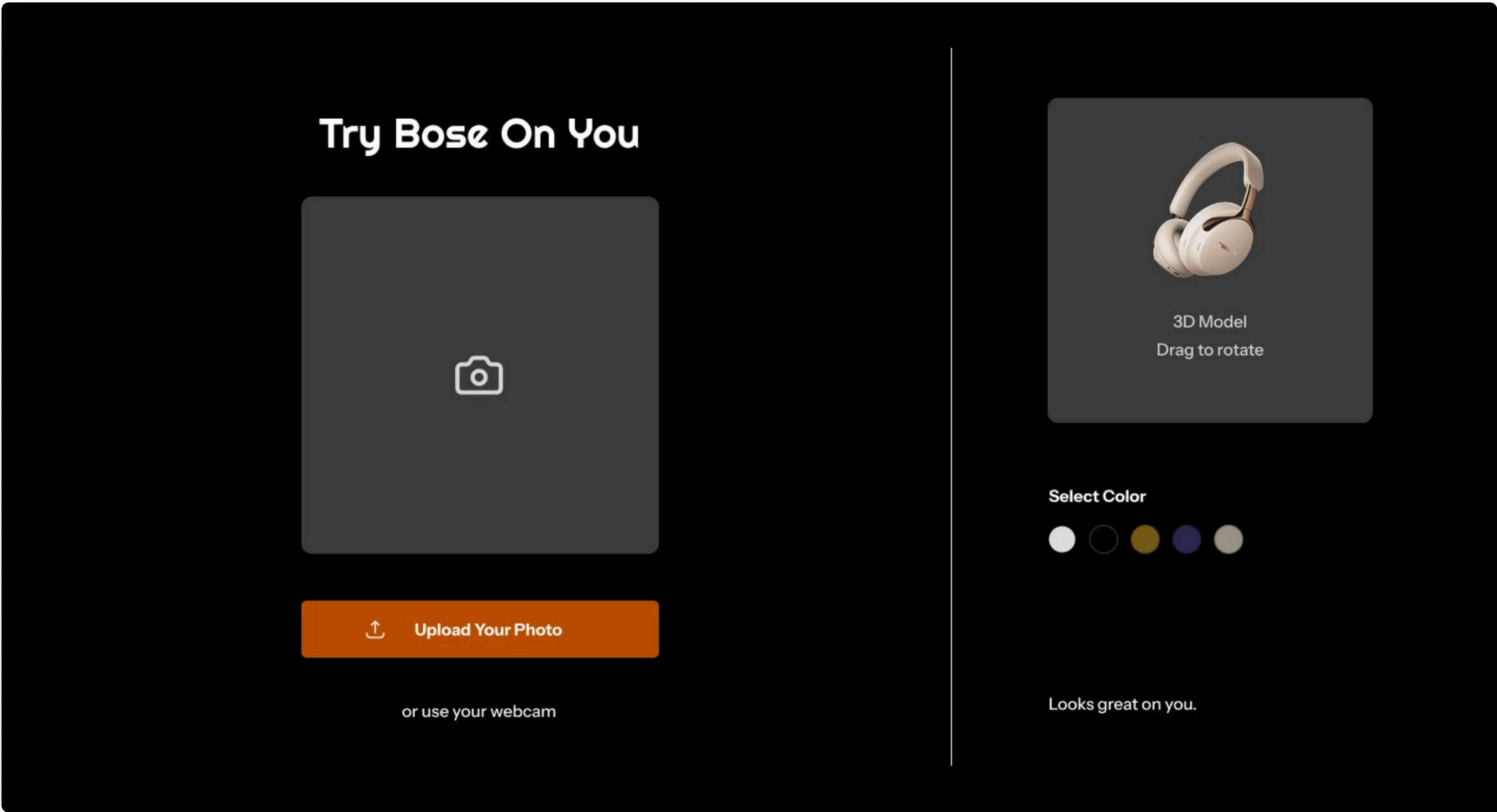
Ultra Headphones

The ultimate sound experience

Buy Now

Key Highlights

Virtual Try-On

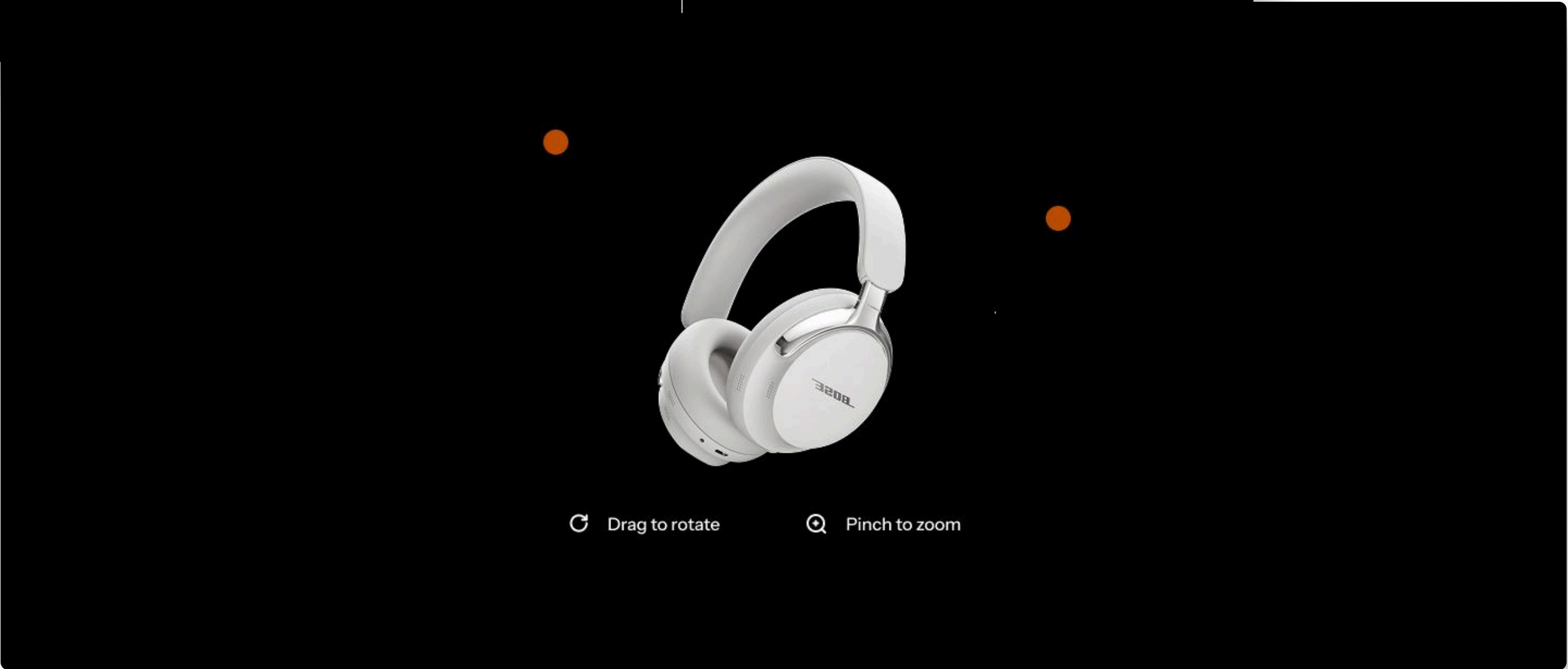


PDP

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

1

2

3

4

Find Your Perfect Bose

Question 1 of 4

Where do you mostly use your headphones?

On the go

At home

At the gym

Next Question

PDP

5. Interactive Tools Added

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Quiz Result

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



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1:1 Personalization

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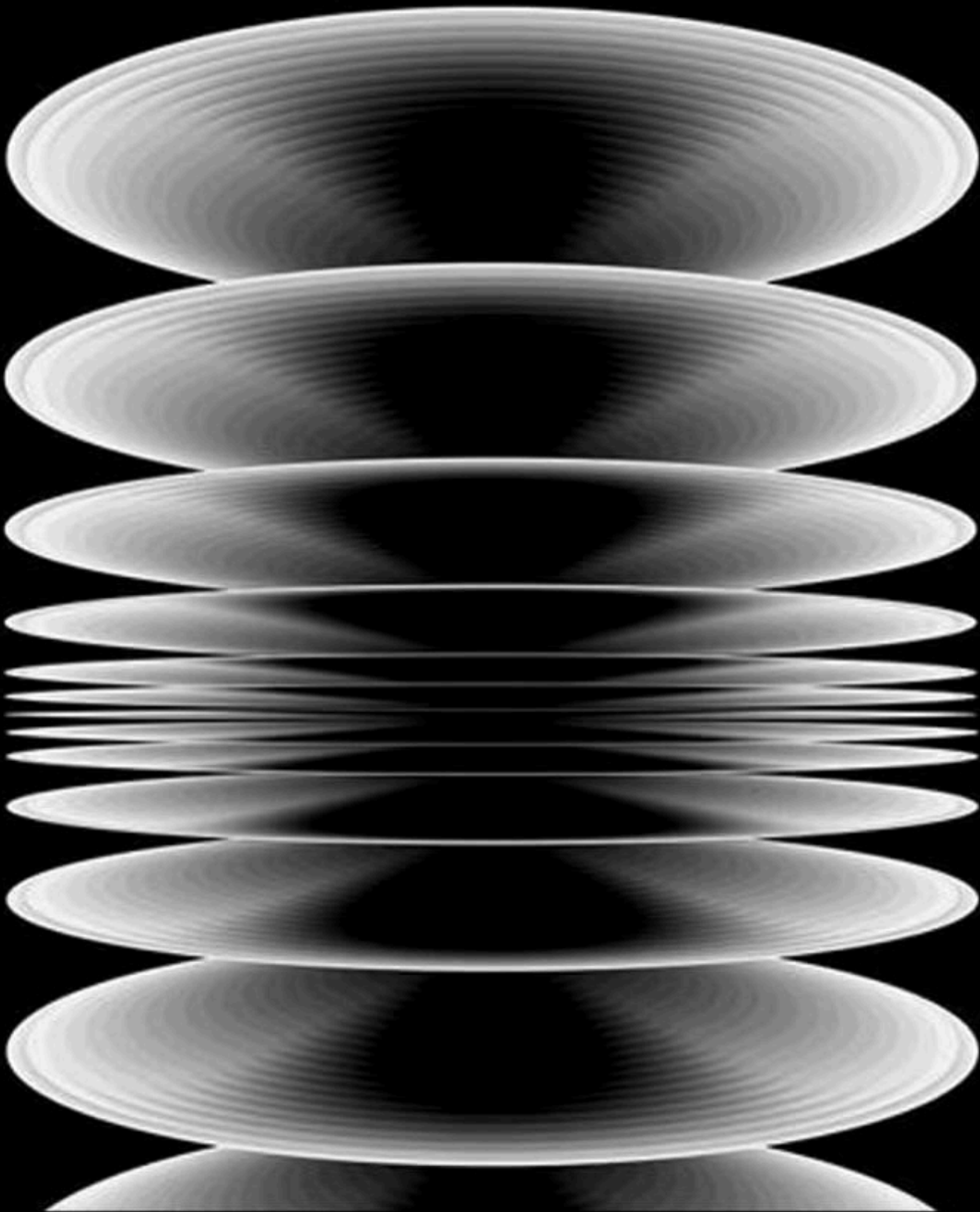
CustomTune Technology

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

Free Shipping on Orders \$50+

Contact Location Special Discounts

Shop Explore Support

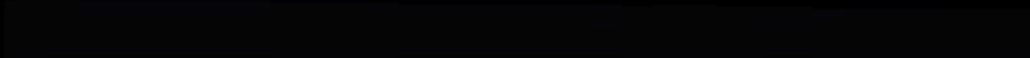


Experience **sound** like never done.

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

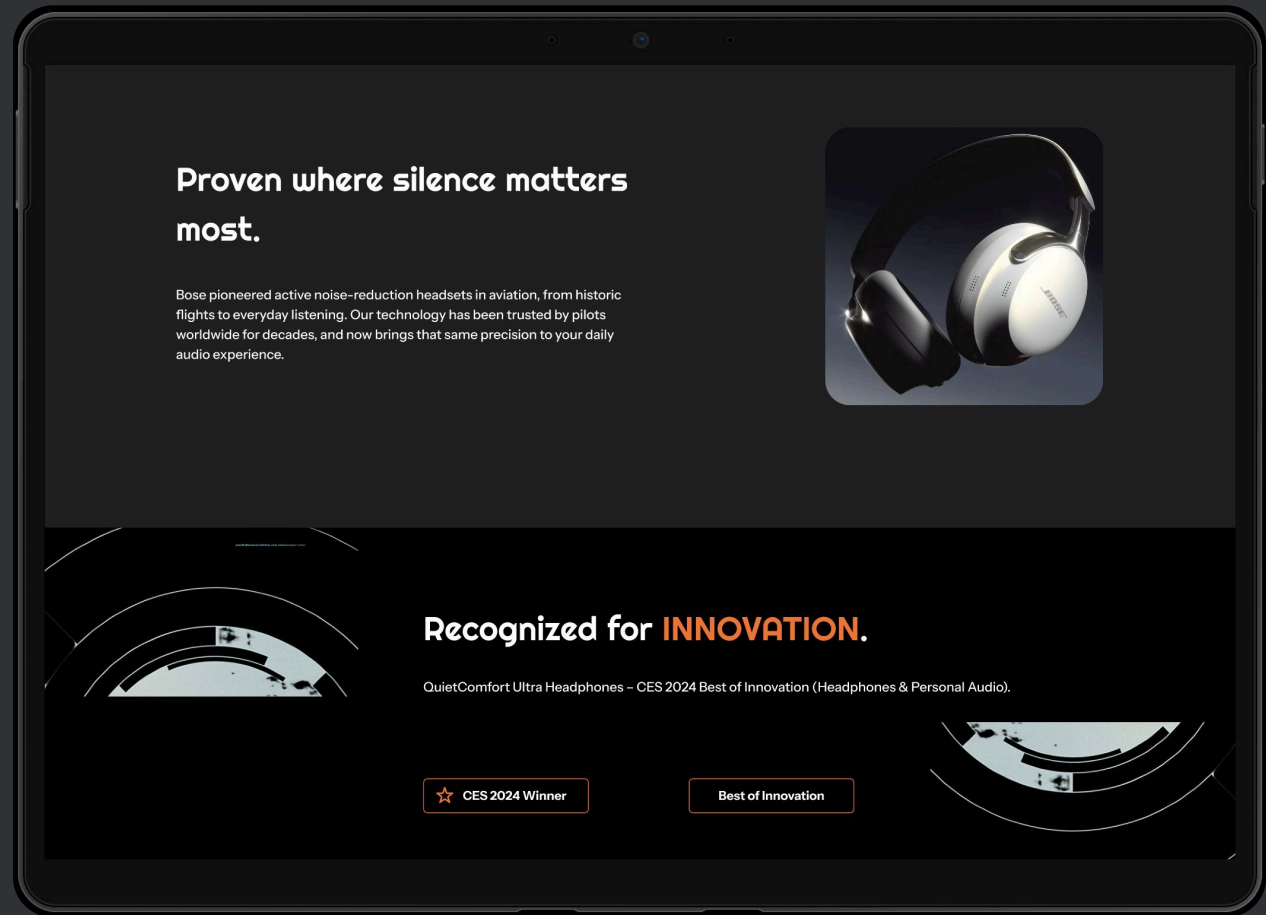
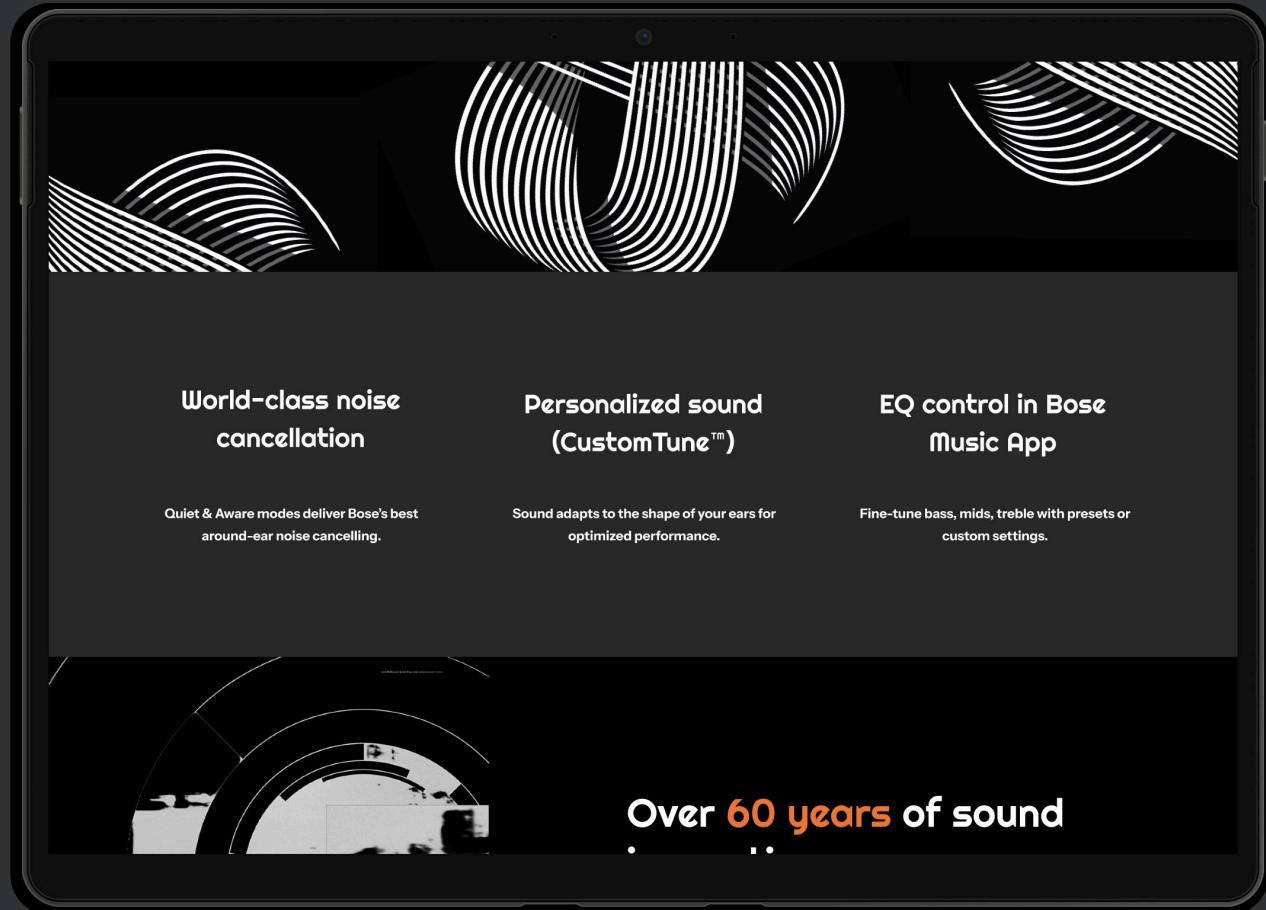
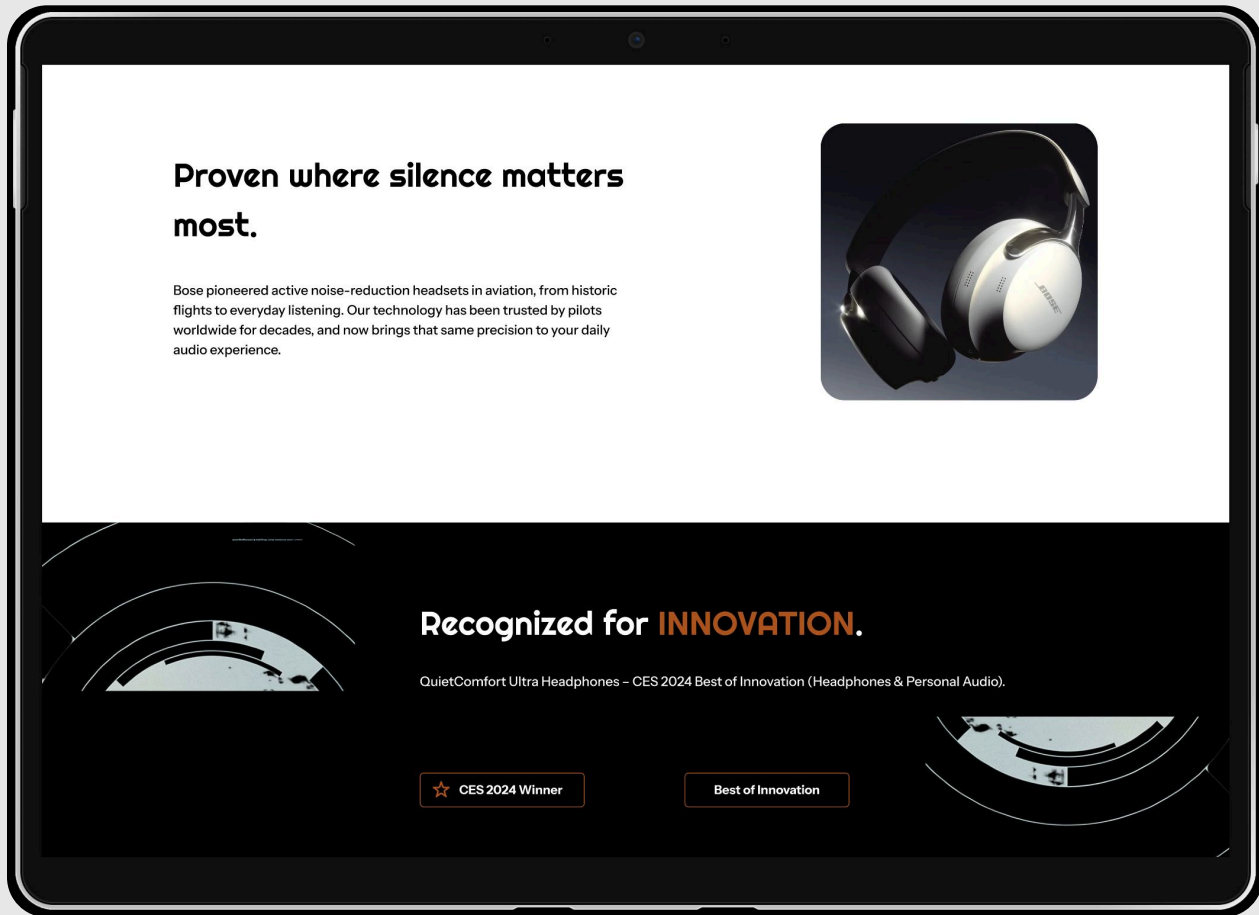
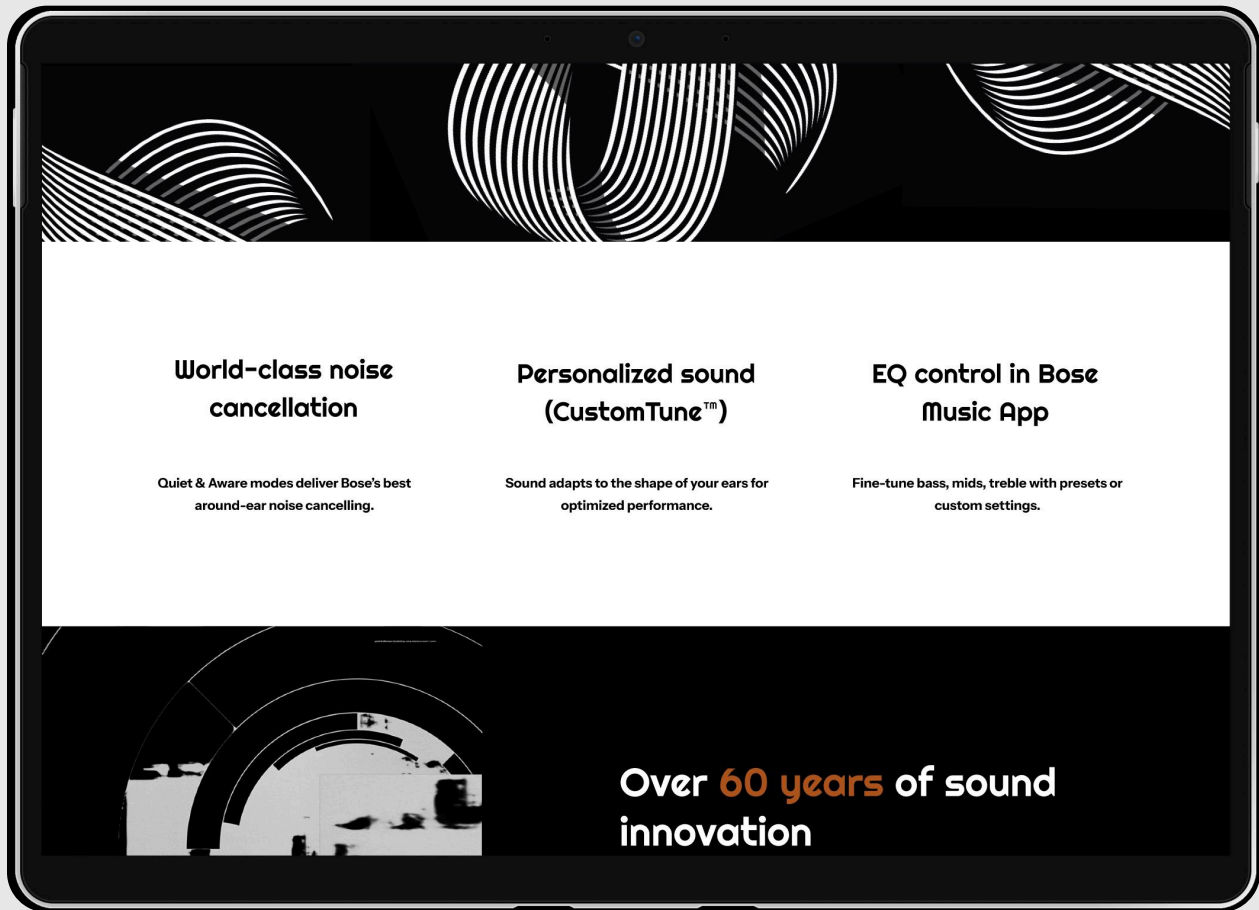
Shop Best Sellers

Explore New Arrivals



UI Design

Dark Mode - Desktop





Design System

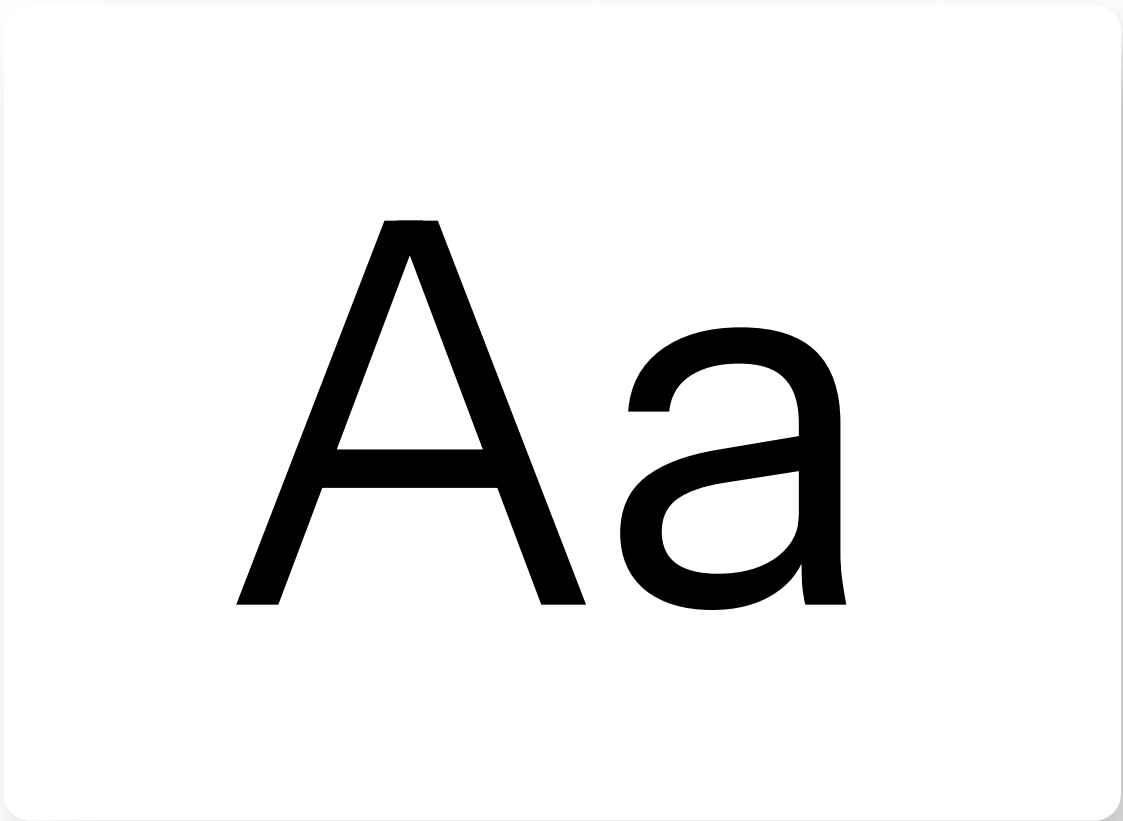
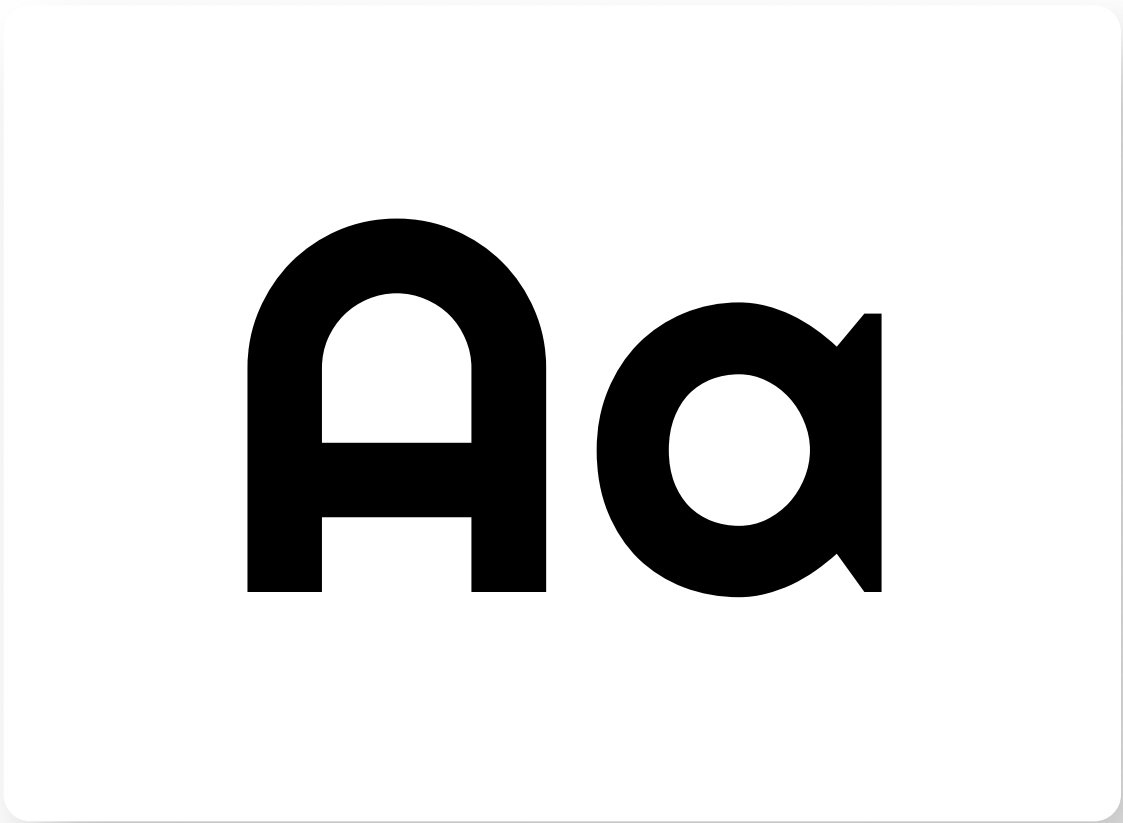
Typeface

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.



Righteous

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*()+'""'"/

Instrument Sans



















ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*()+'""'"/

Typescale

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

Color

BRAND

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

NEUTRAL

Name	Light	Dark
 neutral-100	 000000	 000000
 neutral-80	 3C3C3C	 D9D9D9
 neutral-00	 FFFFFFFF	 FFFFFFFF

LIGHT

primary-orange

brand-black

brand-white

secondary-yellow

secondary-orange
(button hover)

secondary-brown
(button pressed)

neutral-100

neutral-80

neutral-00

DARK

primary-orange

brand-white

brand-grey

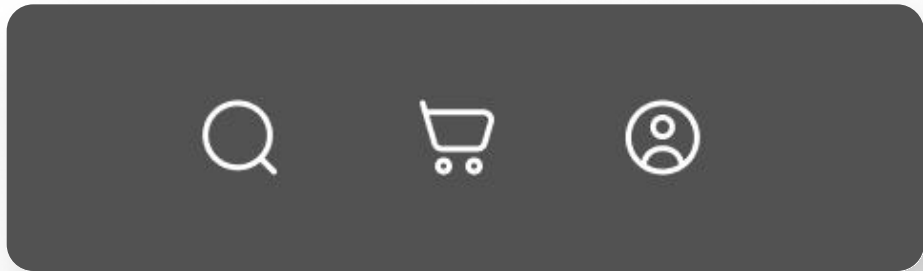
secondary-yellow

secondary-orange
(button hover)

secondary-brown
(button pressed)

Icon

NAVIGATOR ICON



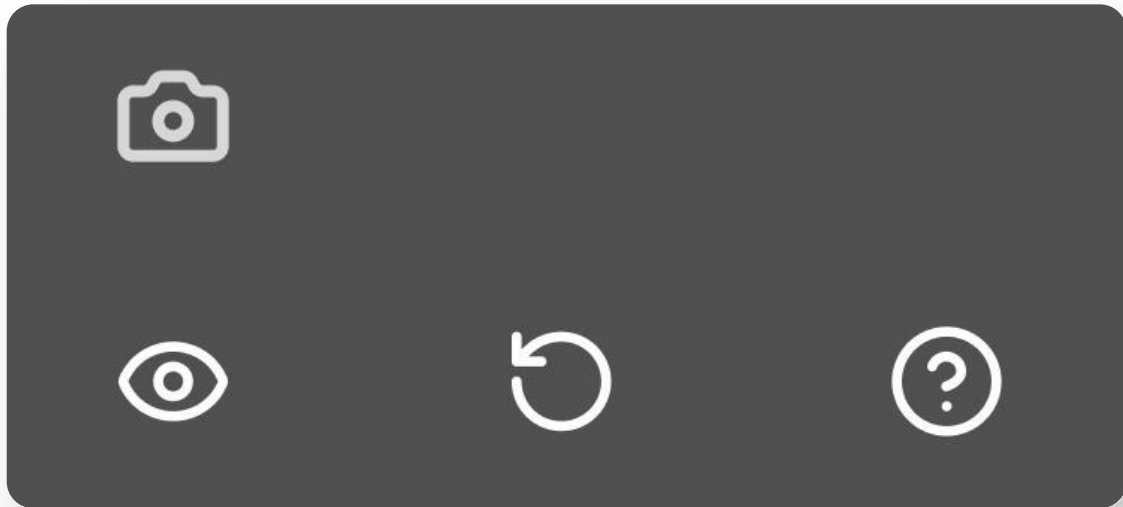
KEY FEATURES



PERSONALIZED PICKS



ADDITIONAL ICONS



Button

DESKTOP

DEFAULT

HOVER

PRESSED

DEFAULT

HOVER

PRESSED

ADDITIONAL
BUTTONS

BADGE

Upload Your Photo

Try Now

View 360°

Take Quiz

SIGN UP

BEST OF INNOVATION

CES 2024 WINNER

Explore New Arrivals

Explore New Arrivals

Buy Now

Buy Now

Upload Your Photo

Try Now

View 360°

Take Quiz

SIGN UP

BEST OF INNOVATION

CES 2024 WINNER

MOBILE

DEFAULT

PRESSED

DEFAULT

PRESSED

DEFAULT

PRESSED

ADDITIONAL
BUTTONS

BADGE

Shop Best Sellers

Shop Best Sellers

Buy Now

Buy Now

Add to Cart

Add to Cart

Explore New Arrivals

Explore New Arrivals

Add to Cart

Add to Cart

Compare with Similar

Compare with Similar

Upload Your Photo

Try Now

View 360°

Take Quiz

View Details

SIGN UP

CES 2024 WINNER

BEST OF INNOVATION

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

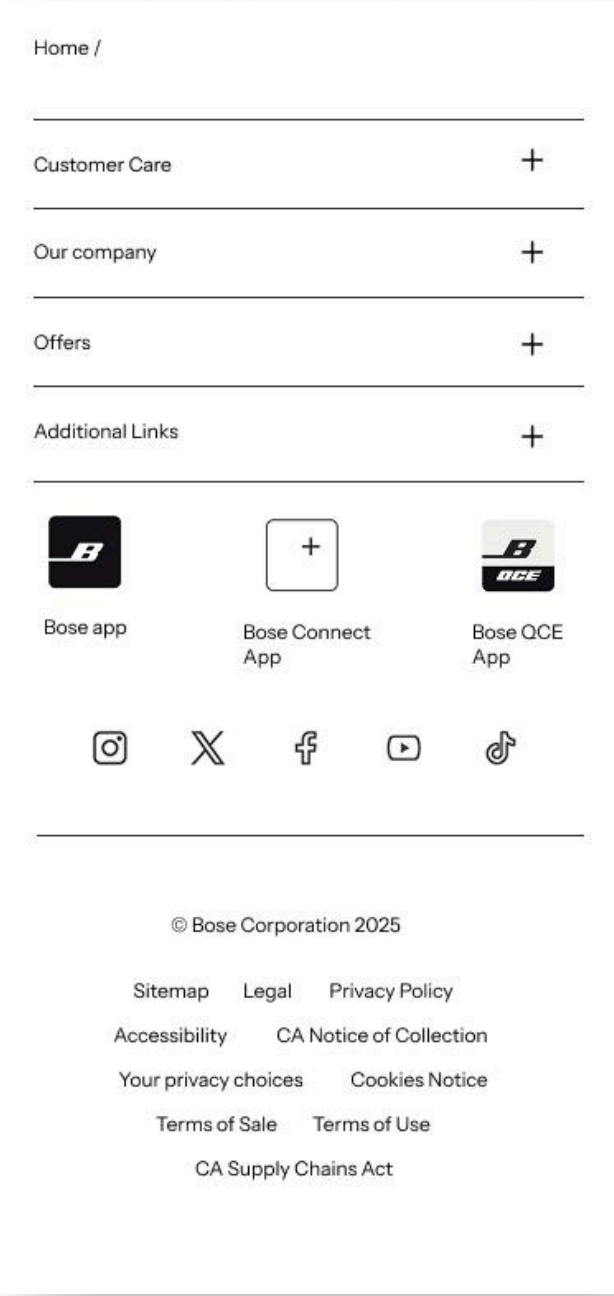
DESKTOP



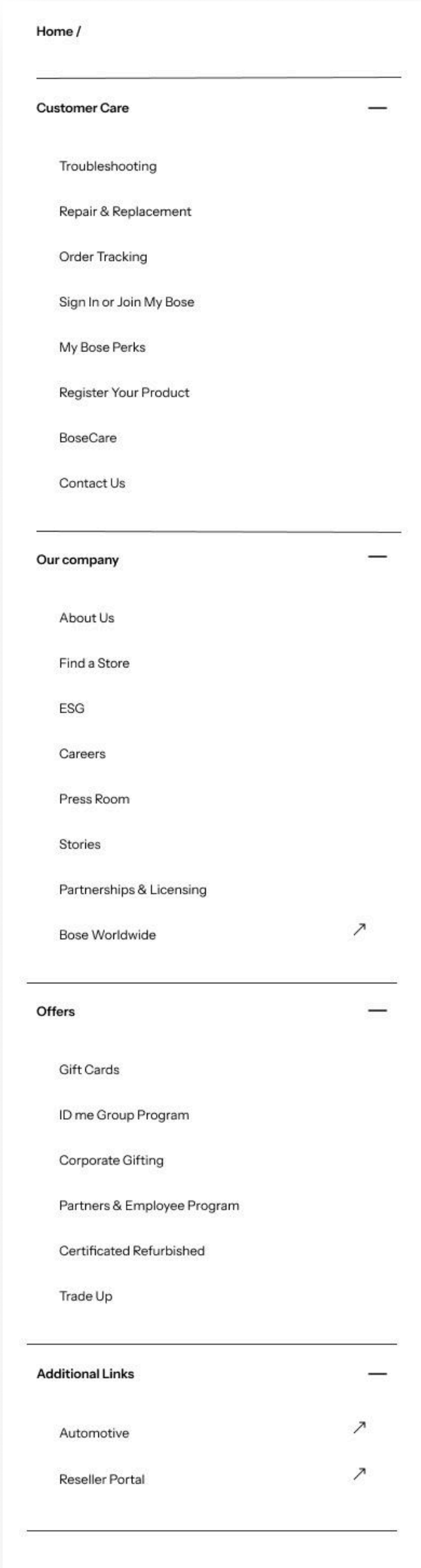
MOBILE



Footer



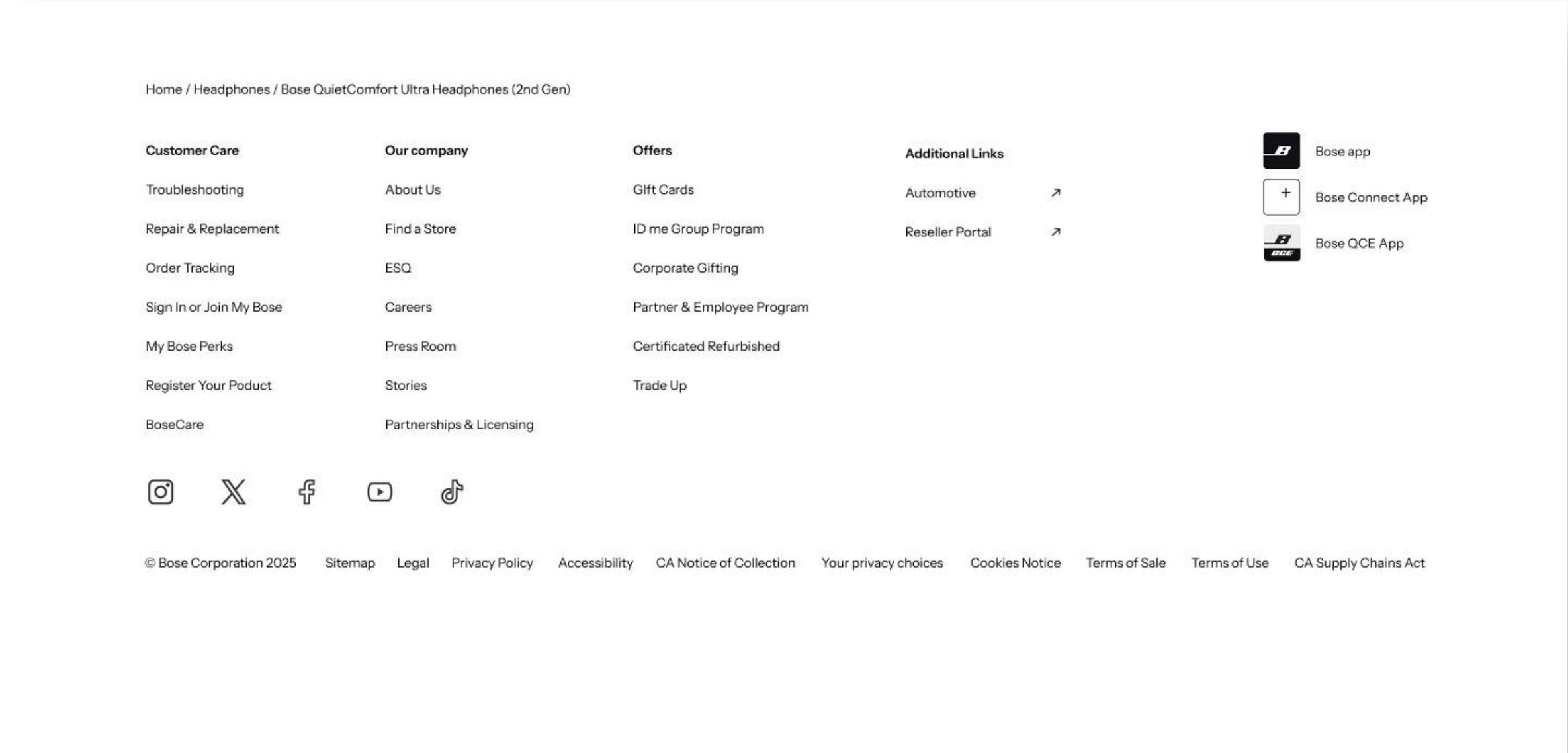
MOBILE



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

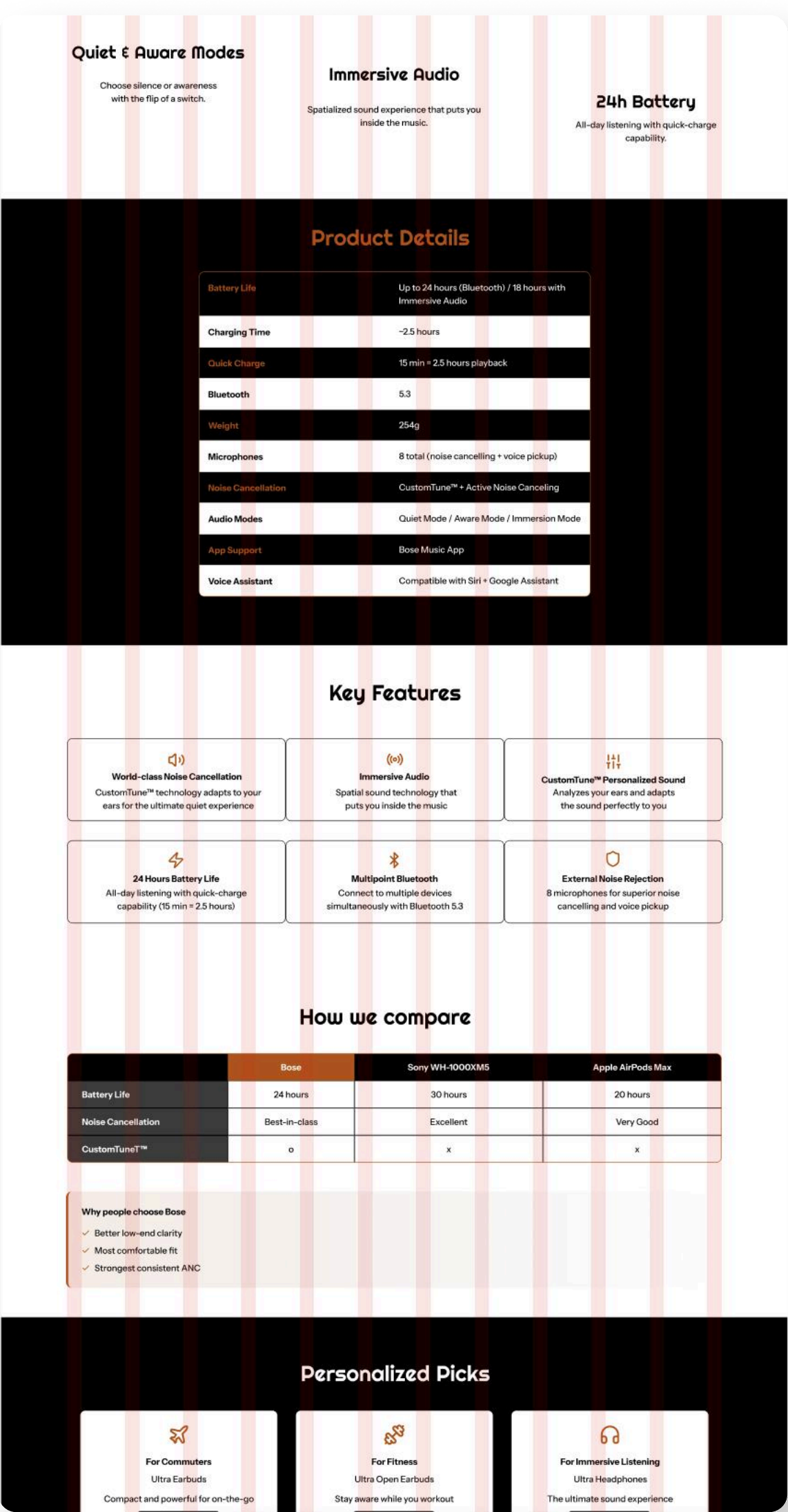
Mobile Grid System

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



Desktop Grid System

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



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.

BOSE

