EXAM PROJECT: BOSE

by Daniel Berger

35,732 Characters
14.9 Standard pages

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https://danielberger1995.github.io/bose1/

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Introduction

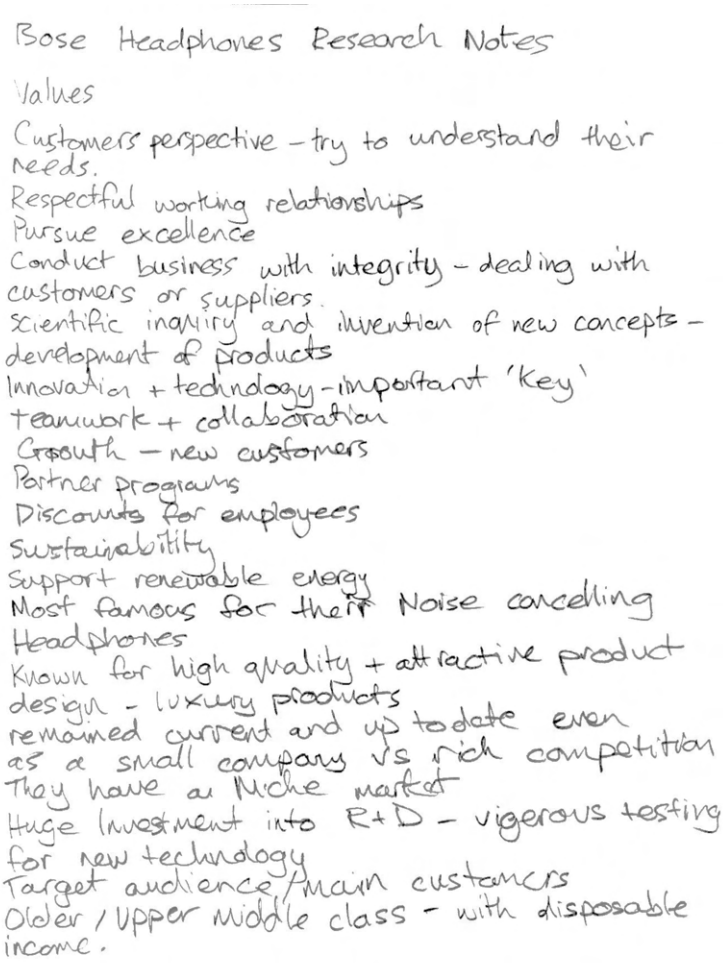
They say music is the food of the soul, the pure expression of spirit. It can alter your mood and make you feel in ways unexplainable. Music is a form of media that has no boundaries. It has the power to connect the world under one flag no matter the language, race or religion. It is something that almost everyone is involved in, whether its listening, creating or producing. For me personally music has always been a part of my life and the world would seem empty and void without it.

Desk Research

Before the start of this project I already had a slight understanding of Bose, its range of products and its selling point, but naturally my knowledge of the company was nowhere near in depth enough to undergo the process of creating a worthy solution for a brand of such stature. At least not without thorough research, not only into the brand image and its target audiences but its company culture as well, what Bose actually stands for at heart.

So, my process of research began as per usual, syphoning through multiple websites scrounging for any information to assist me through the task I had now embarked on and the first place I started (unsurprisingly) was Bose's own personal page.

A few examples of websites used for research:


Bose Headphones Research Notes

Values

Customers perspective - try to understand their needs.
Respectful working relationships
Pursue excellence
Conduct business with integrity - dealing with customers or suppliers.
Scientific inquiry and invention of new concepts - development of products
Innovation + technology - important 'key'
teamwork + collaboration
Growth - new customers
Partner programs
Discounts for employees
Sustainability
Support renewable energy
Most famous for their Noise cancelling Headphones
Known for high quality + attractive product design - luxury products
remained current and up to date even as a small company vs rich competition
They have a Niche market
Huge investment into R+D - vigerous testing for new technology
Target audience/main customers
Older / Upper Middle class - with disposable income.

https://www.bose.com/en_us/about_bose.html

https://www.bose.com/en_us/better_with_bose/dream_and_reach.html

https://capitalistcreations.com/bose-schools-entrepreneurs-on-the-importance-of-style/

https://www.quora.com/What-are-the-interesting-facts-about-Bose-Corporation

https://www.synthesio.com/blog/demographic-audience-analysis-bose-vs-beats/

https://brandongaille.com/23-headphone-industry-statistics-and-trends/

Business Model Canvas

Obviously, it can be extremely hard to analyze and express the value of a company, especially one as big and established as Bose. So, the next step I took was in creating a Business Model Canvas, which as Osterwalder explains is a great tool that can help you understand a business's plan of operation in a structured and simplified way. Proper use of this method can lead to valuable insights into the key activities within the company's separate segments and how they correlate with each other.

Process

I didn't want to let my man Osterwalder down, so I invested some time into reading up on how to formulate my Business Model Canvas correctly, these websites allowed me to have a deeper understanding of the requirements of each section and acted as a sort of guideline to the making of my own Business Model Canvas.

https://medium.com/seed-digital/how-to-business-model-canvas-explained-ad3676b6fe4a
https://www.alexandercowan.com/business-model-canvas-templates/#Step_2_of_10_Value_Propositions

After looking back at all the information that I had just accumulated through my research, I now felt I was ready and prepared to formulate a realistic Business Model Canvas for Bose. Following the structure that Osterwalder had so graciously provided, I began using post-it notes to shape out a similar layout on my own desk.

I started with the center of it all - the section Value Propositions, jotting down all ways I could think of on how Bose attracted its customers. Once completed I moved on to the right side – the external factors. In my Customer Segments I listed down all possible parties interested in Bose separating them under specific titles as well as by age groups. The internal factors were simpler to transcribe as the section requirements were standardly research based.

BMC summary

With the creation of my BMC I was able to have a clearer glimpse on how Bose actually functions behind the scenes, how it as a company presents itself to each of its customer segments and which key resources it requires in order to keep the machine oiled up (smooth) and running.

The section 'Value Propositions' proved to be of key importance, as through it I achieved deeper understanding of the methods Bose use to entice its customers and how it grants solutions to their pain points.

At first I was only thinking about the value their products offered to potential buyers such as being of high quality or having an attractive design, but after broadening my view I came to the realization that Bose itself had a lot of benefits give its invaluable customers as well, with their customer support, return and trial policies and of course their background in sustainability.

The desk research I had previously collected had already given me an idea of Bose's main target audience, but through the making of my customer segments I was able to expand on what I had already known. Even though Bose focused its products on the upper middle class, it was not the only audience it dabbled with, as I soon came to understand there were a lot of other customer segments that were both interested and involved in the company.

Separating the different parties of interest also allowed me the chance to see the correlation of the many Value Propositions Bose offered and which specific target audiences they were

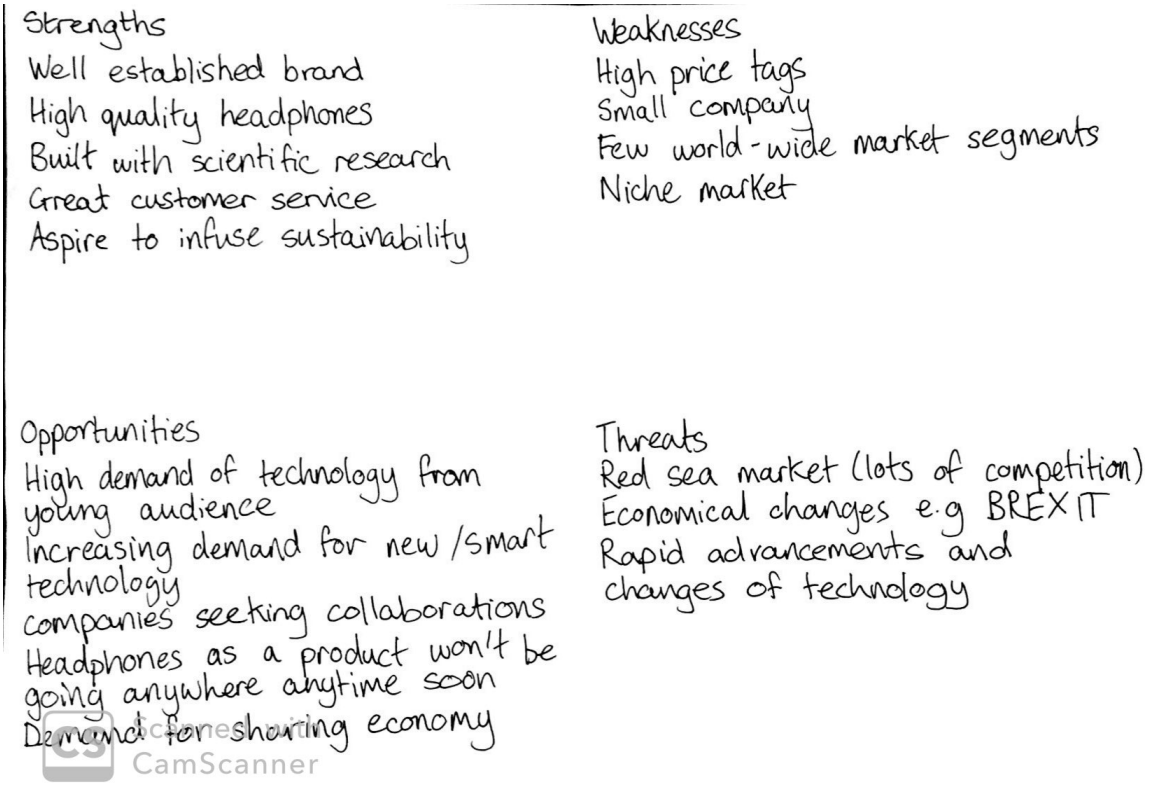
aimed at. For example, New innovative technology being primarily for tech enthusiast or the military while an attractive design being for a younger audience or a more casual user.

Although the process was extremely helpful in structuring a visual layout for Bose's many surrounding factors, I myself am not part of the company and was only able to gather limited information on the company's internal workings.

SWOT

To further my assessment of the company Bose I used a SWOT analysis, which is an abbreviation of the word's: strengths, weaknesses, opportunities and threats. It is a commonly used technique by businesses in order to assess the four aspects previously listed and evaluate their current situation before deciding on a new approach or strategy.

As mentioned in this website https://www.mindtools.com/pages/article/newTMC_05.htm, using a SWOT analysis correctly will be able to help you understand in which areas your company excels, or on the other hand where it falls short. It can offer you guidance into which direction your business can move towards and when doing so, what factors you should beware of.



Process

I started by splitting an A4 piece of paper into four parts, one for each of the separate aspects of SWOT. I once again had to step back and re-read my data collected through my research and my newly created BMC and began separating the valid information into its correlating section.

I first focused on the internal elements, the strengths and weaknesses which were pretty self-explanatory, having the explanation in the name. The strengths were almost just a repetition of my BMC's Value Propositions, while the weaknesses were a little harder to come by, but after my extensive research were straight forward to list down.

I then started on the external elements, which proved to be the more formidable task, as none of the data I had accumulated so far could assist me. I was on my own and had to ask myself constantly: What are the possible near future factors that could arise from the market, competition and even the worldwide economy and then be generated as a possible opportunity or threat for Bose.

SWOT summary

By completing a SWOT analysis for Bose, I was able to structure my research further and take another step forward into gaining a clearer perspective into the possible avenues for Bose to take advantage of or in the worst-case scenario, be prepared for.

Before the SWOT analysis I was purely looking towards the strengths that Bose offered, this method gave me a reason to look at the other side - the weaknesses, which in turn play a vital role in the company's foundation and future because if a brand such as Bose only ever looked at the positives and disregarded the areas in which they were lacking, such as their high price tags and niche market, then they would never have the motivation to adapt, change and grow.

But the element I found to be most crucial was the Opportunities. In making this section I obtained the first view of realistic which I could in cooperate into my final solution.

TOWS

Having completed my SWOT analysis the next step was to conduct a TOWS, which as stated on this website: https://blog.oxfordcollegeofmarketing.com/2016/06/07/tows-analysis-guide/, is a method used by companies as a strategic planning tool and unlike a SWOT it takes the process of evaluation one step further, emphasizing matching both the external and internal factors together in order to see how they relate to each other. By using this tool a business can gain better insight on how they use their strengths to benefit from future opportunities and reduce their threats by working past their weaknesses.

	Opportunities (O) O1. Headphones as a product won't be replaced anytime soon. O2. High demand of technology from young audience. O3. Increasing demand for new/smart technology. O4. Companies seeking collaborations. O5. Rise of sharing economy.	Threats (T) T1. Red sea market. T2. Economical changes e.g. Brexit. T3. Rapid advancements and changes in technology.
Strengths (S) S1. Well established brand. S2. High quality products. S3. Built using scientific research. S4. Great customer service. S5. Being sustainable.	SO Branch out or create new products to suit younger audiences. (S1+S2+O1+O2+O3) Innovate further and come up with new and unique technology. (S2+S3+O1+O3) Collaborate with other companies to further promote their brand. (S1+S2+O4) Promote the idea of re-using products. (S1+S2+S5+O4)	ST Produce the best quality products on the market in order to stand out. (S1+S2+S3+T1) Continue innovating and creating new technology to stay ahead of the game. (S2+S3+T1+T3)
Weaknesses (W) W1. High price tags. W2. Small company. W3. Few world wide market segments. W4. Niche market.	WO Lower cost of products to reach young audience. (W1+W4+O1+O2) Invest into enlarging the company size and reach world wide market segments such as Asia. (W2+W3+W4+O1+O3+O4) Pair with other companies as a package deal. (W1+W2+W4+O3+O4)	WT Produce cheaper products as well to increase market share. (W1+W4+T1) Expand company size and base in other countries. (W2+W3+T1+T2) Invest further into R+D sector. (W2+T3) Broaden target customer segments or invest into new markets. (W2+W3+W4+T1+T3)

Process

I began by drafting another A4 paper, on the left side I wrote down the internal strengths and weaknesses with their corresponding points attained from my SWOT and did the same for the external opportunities and threats on the top of the page.

I then commenced with the painstaking staking process of using one or more points from the internal factors and linking it with those of the external with intent to formulate possible strategic options for Bose.

TOWS summary

Although this method was at times trying, almost forcing me to push my mind to its limit, I can personally say that it was fundamental in helping me gain a realistic view of future possible strategies Bose could utilize based on their current situation.

In terms of my final solution, I can say without a doubt this method was the most beneficial yet, as it generated plausible results which in turn I could begin to conceptualize for my end product.

Seeing as Bose is already such an acknowledged brand and have been marketing themselves for the past 56 years, there wasn't so many options left that they haven't already taken advantage of.

But because of the adaptation of Bluetooth to cellphones headphone usage has surged, especially in the younger generation. Unfortunately, as I found out Bose's price tags are too high to be enticing for a target audience with a shallow pocket.

Summary

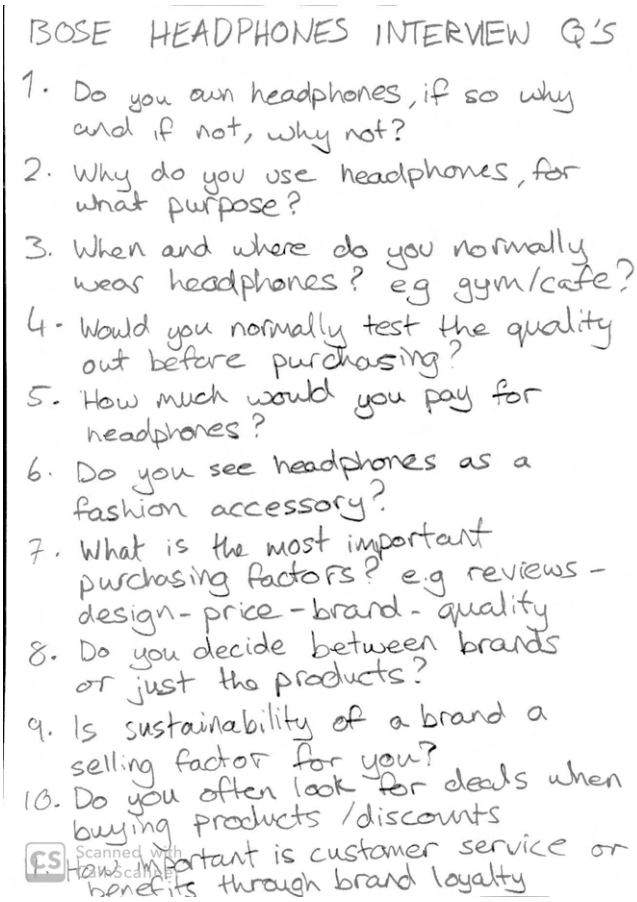
Overall I found this whole process eye opening. Each step forcing me to deepen my knowledge and understanding of Bose and how it works and the many alternate strategies it could use to elevate itself further from its countless competitors.

What I found most interesting how well each of these methods worked with one another. Each step somehow completing its predecessor, building on top of it like Legos to gain a higher vantage point and provide more insight into what the future might hold and how to control the strings of destiny.

Field research

After completing my desk research, I now felt ready and prepared for the next step, primary data collection. Armed to the teeth will all the material needed (and maybe a little extra) I started formulating a list of questions with the main goal of uncovering the underlying reason behind the importance of headphones to its users and the values they not only offer, but rather the values deemed essential by the customers themselves.

As I already mentioned my interests on Bose's potential avenues with the younger generation I decided to keep the demographic of my interviewees in line with that of the target audience I wanted to focus in on so I questioned eight members of my fellow students, what a coincidence it was that they were the perfect age range to fit.


BOSE HEADPHONES INTERVIEW Q'S

1. Do you own headphones, if so why and if not, why not?
2. Why do you use headphones, for what purpose?
3. When and where do you normally wear headphones? eg gym/cafe?
4. Would you normally test the quality out before purchasing?
5. How much would you pay for headphones?
6. Do you see headphones as a fashion accessory?
7. What is the most important purchasing factors? e.g reviews - design - price - brand - quality
8. Do you decide between brands or just the products?
9. Is sustainability of a brand a selling factor for you?
10. Do you often look for deals when buying products /discounts
11. How important is customer service or benefits through brand loyalty

Scanned with CamScanner

With my questions at hand I began interviewing them and recording our conversations to look back on at a later date. I left most of my questions open ended wanting my participants to empress their thoughts freely, which lead to some priceless discussions and even some off-script information.

Field research Summary

After concluding my interviews, I was able to note that the majority of people (as expected) were avid music listeners and usually have music playing in the background, unless otherwise preoccupied with something that involves listening (probably TV).

As my desk research also displayed the prospect of having wireless or Bluetooth headphones was one of the major reasons my participants made the purchase. The ability to freely listen to music while playing sport, working out or doing tasks such as cleaning or cooking without that 'annoying' cable limiting your every move and in some cases your phone as well.

To quote one participant "I was at the gym working out, listening to music really getting into it and feeling motivated, but my earphones would keep coming out and make the music cut off and really just ruin the vibe and concentration, you know then you have to stop and plug them back in."

Across the board testing before buying was a must do, most people described their purchasing journey as; going to the store and trying out multiple different headphones, then returning home having found the product of choice and then checked online for the same model for a cheaper price tag. Only a few of my participants had used the trial period offered by most companies but agreed it was definitely better to test the product firsthand.

Since the group I questioned was entirely made out of students living on a student budget, the maximum price they would be willing to pay for a pair of high-quality headphones ranged from 1000dkk-1500dkk but of course could vary depending on their financial situation. Yet once again, discussing the topic further with my colleagues allowed me the chance to discover that many of them didn't buy their headphones but rather added them to their Birthday/Christmas wish list and received them as a gift.

Because of the high price on quality headphones most of my classmates buy and regularly browse while there are sales on, as we people with limited income usual practice on all regards of shopping. My colleagues also agreed on the significance of useful benefits from being loyal to a brand or registering with a company, a few honorary mentions are: discounts, repairs, updates and free accessories.

Almost all my interviewees disregarded headphones as purely being a fashion accessory, which I 100% agree with. But to question no7, put an aesthetically pleasing design as the main motive behind purchasing a specific model over its counterparts. Followed by quality, price, brand and finally recommendation / reviews. Although a company's input into being sustainable isn't a key selling factor for their products it definitely is a bonus, especially for the people practicing it regularly at home.

After each interview it became clear that most people didn't have much knowledge about the history or backgrounds of the different headphone companies, what they stood for and what values each one offered. They mostly associated the brand with their marketing image (website and advertisements) the people who represent them and the collaborations they took part off.

“Well I know Marshall makes high quality products, I always see huge bands using their amplifiers and speakers and if musicians use it then it must be good, right?.” Said one classmate.

Finally, I asked each participant to use key words to describe the style of a professional, high quality headphones website, they answered: clean, clear, minimalistic, simple. They also added that the images had to be of high quality, that there should be videos included and a few smooth animations. Basically, the website as a whole should run smoothly and work together as it acts as a representative of the products and if the products are of high quality then so to should the website.

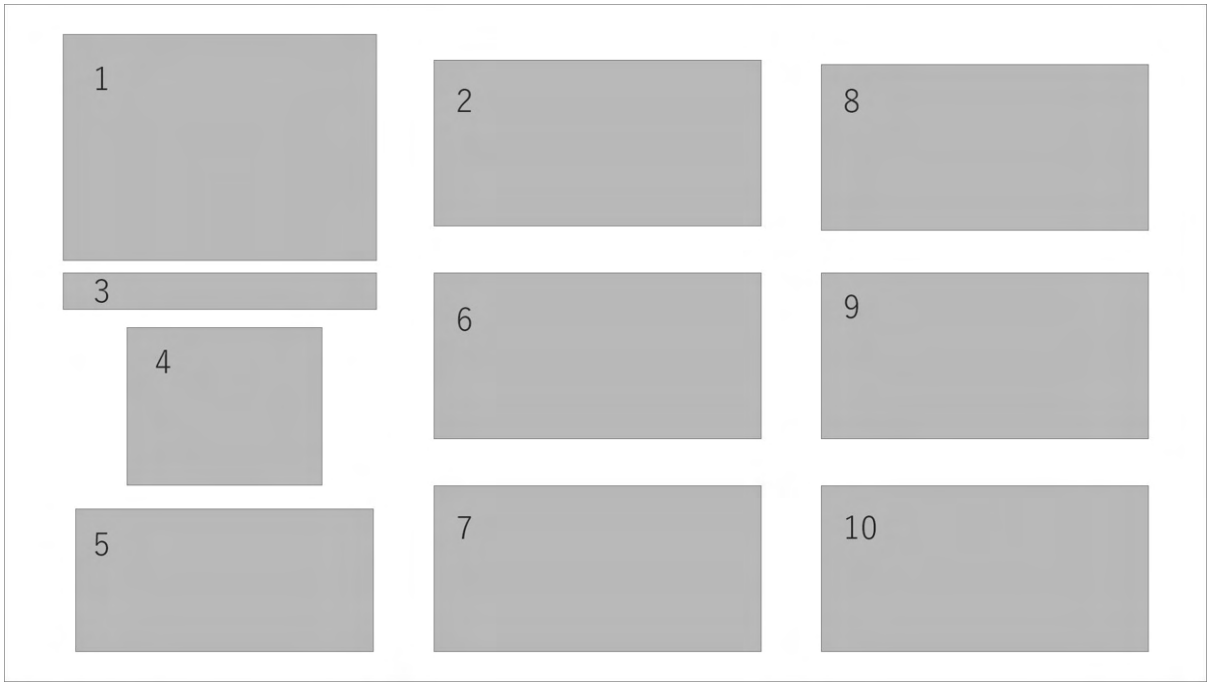
In conclusion I can say that for most people headphones are not a necessity but rather a luxury product, especially for those with limited income. And unless you are an aspiring DJ or the biggest music enthusiast you could probably get through life without a pair. But on the other hand, music is a powerful tool and to be able to relish it at the best quality possible does cost something, especially when you get to look cool at the same time.

Target group

Because of the results generated through my primary and secondary research I chose the target group of young students, who appreciate music and are regular listeners. People who would given the chance have a pair of headphones hang around their neck on the way to and back from school but sadly don’t have the disposable money to afford such a luxury item.

Persona template

Now that I had my target audience selected the next step was creating a persona template and here are the reasons why I included each section.



1. Persona's photo: to give a face to my persona and be able to connect to it.
2. Information such as name, age, occupation, necessary to fully understand the persona's perspective.
3. A few words that would summarize its personality.
4. Hobbies/interests: to get further connected to the persona and to remind myself it also has a life outside of my needs and I should take it into account.
5. Devices: mainly because those were the ones needed for our solution.
6. Bio: a brief introduction to the character, its background story, bringing it to life.
7. User needs: most important things my persona wants to have or achieve in her life. I should work towards fulfilling these needs in my solution.
8. Values: more specifically based on the persona's attitude towards websites and articles.
9. Pains: to know what kind of problems I should avoid and preferably solve.
10. Business objectives: important not every website is created just to provide for the users but also have them fulfil the needs and wants of the business.

Persona

Finally leading to the creation of Martin Novak, someone who could be a face for my interviewees and represent them exclusively. Martin is a very active and friendly member of society, with a keen interest with everything music related, making music himself. His headphones broke recently and now he has to use the earphones that came with his phone. But it just isn't the same but unfortunately he doesn't have the money to buy a new pair that could be of a worthy standard.

Active Hard working Creative Sociable

Interests / Hobbies
music
art
culture
fitness
sustainability
being up to date
social media
high quality products
technology
traveling

Devices

Name : Martin Novak

Age : 25

Occupation : Student

Bio
Martin was born and grew up in Czech.
He enjoy concerts and museums and culture.
He is a student in a foreign country and works part time.
He studies engineering and knows a lot about technology.
He has high expenses connected to his study and lives on a budget.
He is an aspiring musician making and recording music at home.
He shares his music on social media platforms.

User needs
He needs to buy new headphones.
He needs affordable prices.
He requires trial before purchase.
He needs reliable brand support.
He needs rewarded brand loyalty.
He needs high quality products.
He practices being sustainable.

Values
He wants to have modern, clean designs.
He needs the design to be compatible with phone.
He likes fast loading websites.
He enjoys memorable landing page.
He likes simple navigation.
He likes interesting visuals.

Pains
Slow page load speed.
Boring websites, without personality.
uninteresting media.
Pop-up adds.
Unreliable customer support.
Low benefits of brand loyalty.
Not enough information on products.
Expensive maintenance of gadgets.

Business Objectives
To Sell products.
To expand their target audience.
To have larger loyal customer base.
offers customers to try before purchasing
To build trust with the customer.
To share what the are doing.
To gain more influence through social media.
To promote sustainability.

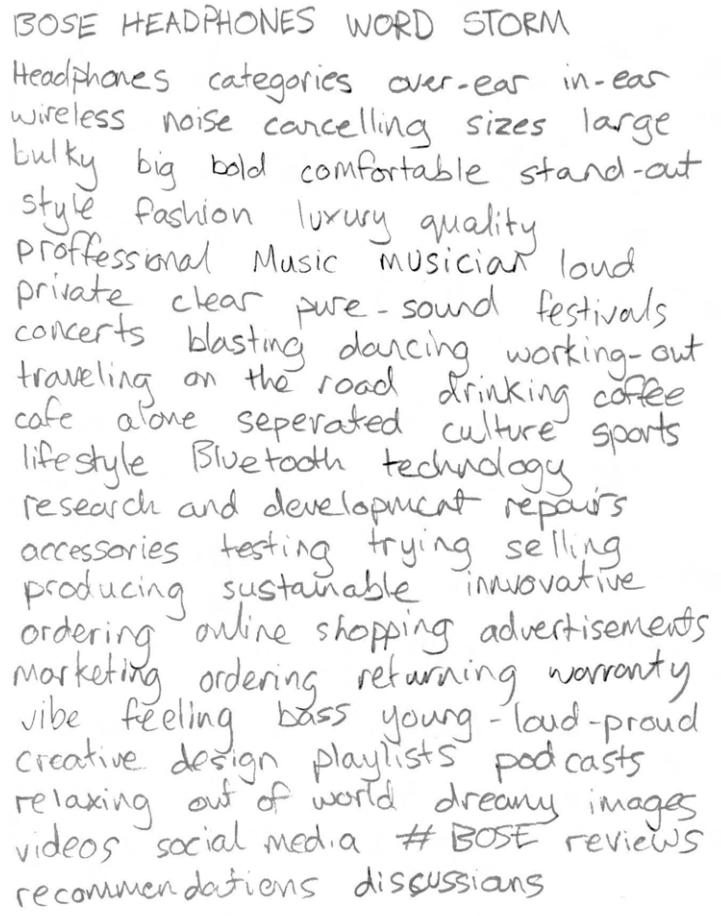
CONTENT AND DESIGN

Brainstorming

Wordstorm

To get myself started and the creative juices flowing I began with a word storm, starting with the word headphones and following it immediately with the next thing that came to mind, each word building off the last one imprinting my thought process on the page.

It was interesting to see how the words separated themselves into particular topics, the ones closest together holding the most in relation while those furthest apart having the least in common. This brainstorming method worked well as an inspiration tool allowing me to reach a creative mindset.

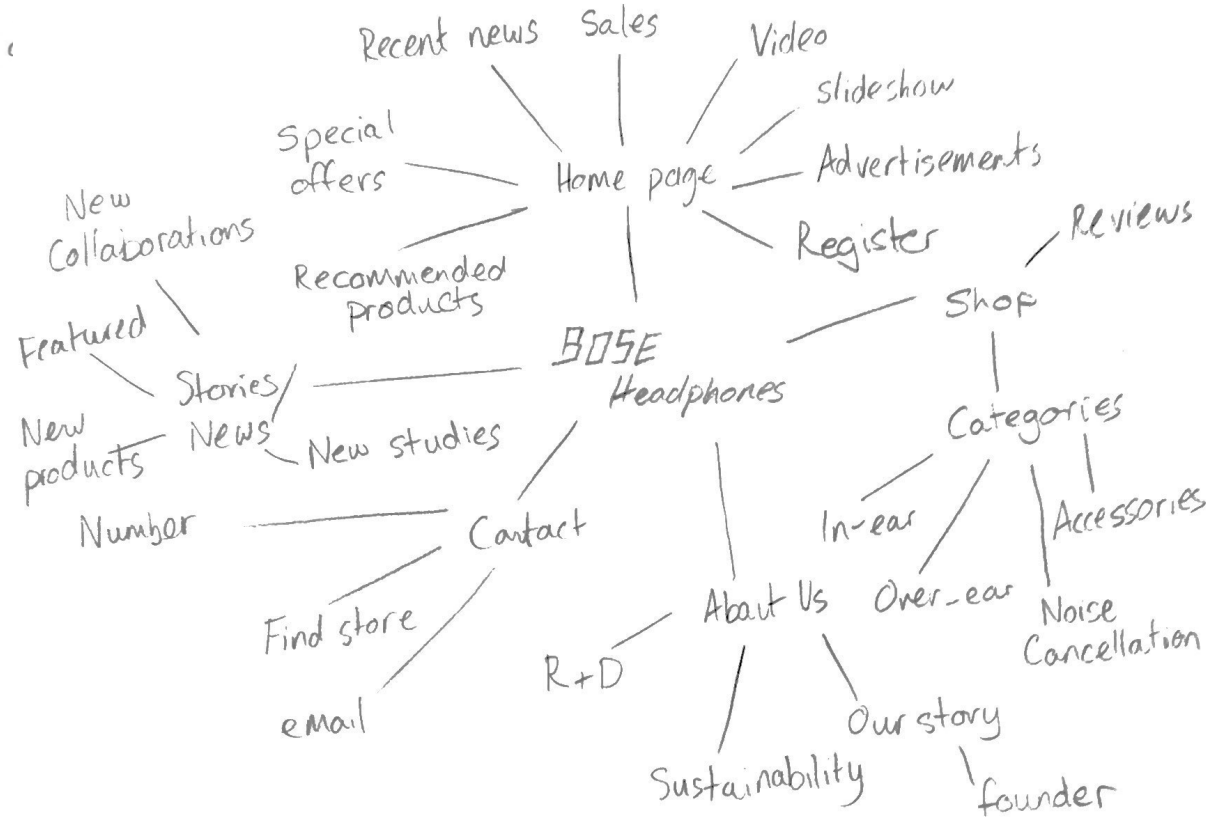


Mindmap

Having finalized my word storm and using it as reference, I moved on to the next brainstorming technique, the mind map. I didn't want to use Bose's published site as a starting point but while working it became apparent that its format was already burnt into my memory due to the extensive time spent on the page. As a result, my mind map ended up being quite general and unfortunately didn't reveal anything I hadn't already known.

But I was looking for something extra and it was this reasoning that prompted me to make my second mind map, one that prohibited using any words from the first in an attempt to reach the outskirts of my imagination. Without the availability of the 'easy way out' I had to ask myself: what could I add that would help Bose moving forward strategically, as well as benefit my persona Martin.

Luckily this time it was a lot easier as I had a partner to voice my opinions with and bounce ideas off, generating discussions and opening a flow of creativity. And just like last time this method proved itself to be fruitful, rewarding with fresh ideas and taking me a step forward towards developing my solution.


Recent news
Sales
Video
slideshow
Special offers
Home page
Advertisements
New Collaborations
Register
Reviews
Recommended products
Shop
Featured
BOSE
Stories
Headphones
New products
News
New studies
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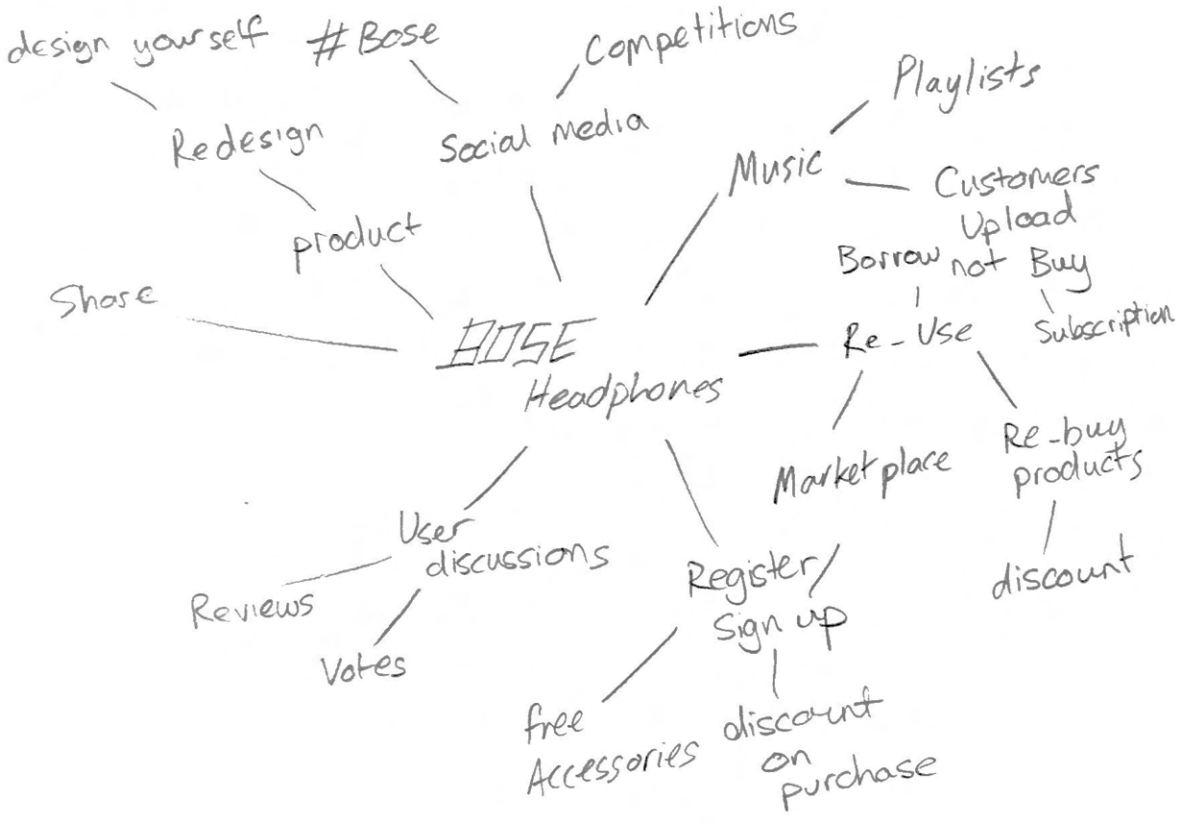
Accessories
Over-ear
Find store
About Us
Noise Cancellation
email
R+D
Our story
Sustainability
founder


design yourself
#Bose
Competitions
Playlists
Redesign
Social media
Music
Customers Upload
product
Borrow not Buy
Share
BOSE
Re-Use
Subscription
Headphones
Re-buy products
Marketplace
User discussions
Register/ Sign up
Reviews
discount
Votes
free Accessories
discount on purchase

CONTENT CREATION

I took a step back to re orientate myself, soak in all the information I had accumulated over the past few weeks making sure I had it all digested before moving forward. Looking back at my 2nd mind map I tried to build stronger connections between some of the points I had written and the possible strategies I learned from my TOWS analysis, of course never without Martin's interest on mind. I wanted to have a vivid picture of what I expected from the end product before moving forward. I began by taking these two strategies into consideration:

Lower cost of products to reach young audience. (W1+W4+O1+O2)

It is because of Bose's high price tags that young students such as Martin in most cases don't have the opportunity to buy their products and I was looking for a way around that, I mean I don't know a lot about marketing but I'm pretty sure just lowering the price tags wasn't an option.

The first thing that came to mind was something I myself have used multiple times already, the same purchasing method that many companies such as apple offer, payment through subscriptions.

Another opportunity Bose could take would be as Martin says "to better reward brand loyalty", making it worthwhile for customers to both register and keep coming back on their site. But in order to achieve this Bose would need to make it advantageous for the client, possibly with the means of granting them discount on further purchases, increasing their warranty or even providing accessories for them.

Trying the product out is very important when It comes to shopping for the right headphones and even though most companies provide 30-day free risk trial, they fail to market it right. Usually having it in small font in a corner. I propose allowing the customer to order multiple headphones to be able to test and compare them in the comfort of his home.

As I found out through my research most people only recognize and define a brand through its multiple marketing schemes and collaborations, as this stand it makes sense to me that they should push to collaborate with different outlets and brands in order to reach the target audience desired.

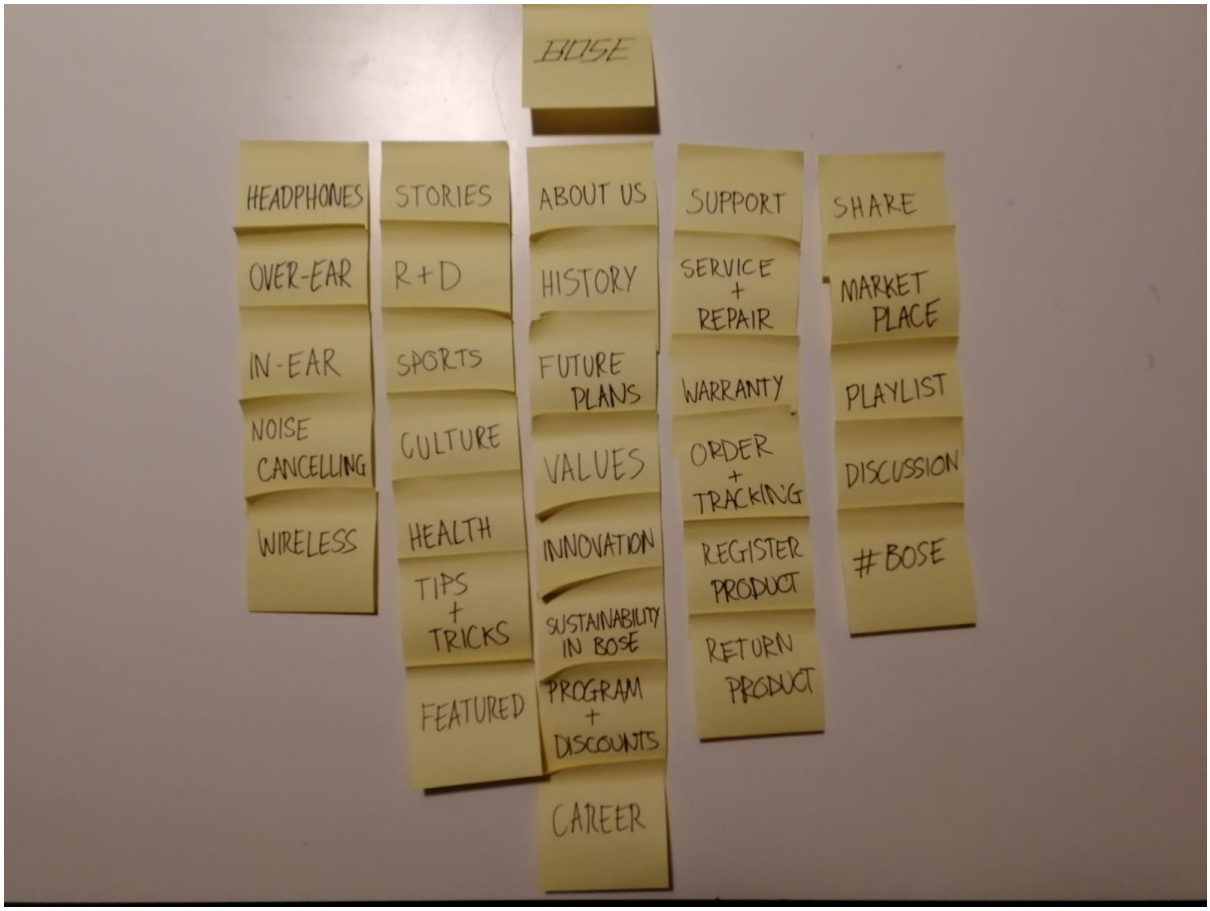
Sustainability plays a large role in todays society and is often the topic of many conversations. Bose holds up its end speaking about their approach to sustainability on their website but as I mentioned above, the majority of people, including their customer, aren't aware of how they work behind the scenes. My goal was to somehow push their ideas of sustainability out from the shadows and get it noticed by the public.

The idea first came to me when thinking about one of the key aspects of sustainability, re-using. Why not have a page where their own customers can resell Bose products? And not only would this action shout 'Sustainability!', trading potential revenue into longer lifespans for products and less waste, but it could also attract those buyers with limited income. With more people wearing Bose headphones, it could easily develop into trend such as beats flourished with, marketing through word of mouth.

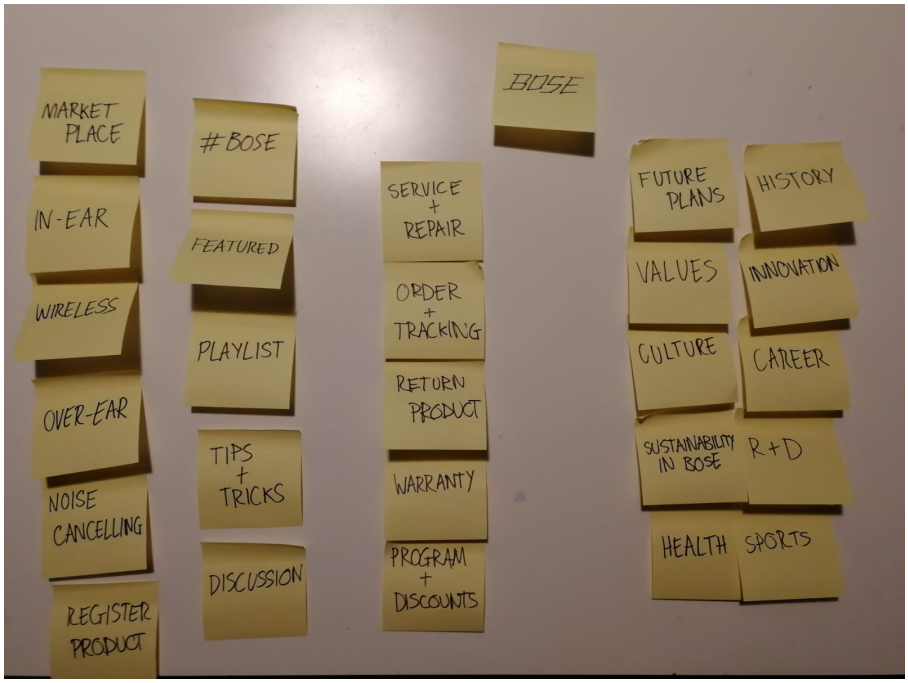
The more I thought about it the more I relished the idea and the larger it grew. It expanded to the point where it was not only a marketplace, but a page where customers are intended to share their own media, content and even interact with each other. Increased user activity on the site could also lead higher conversion rates for the company.

Card sorting

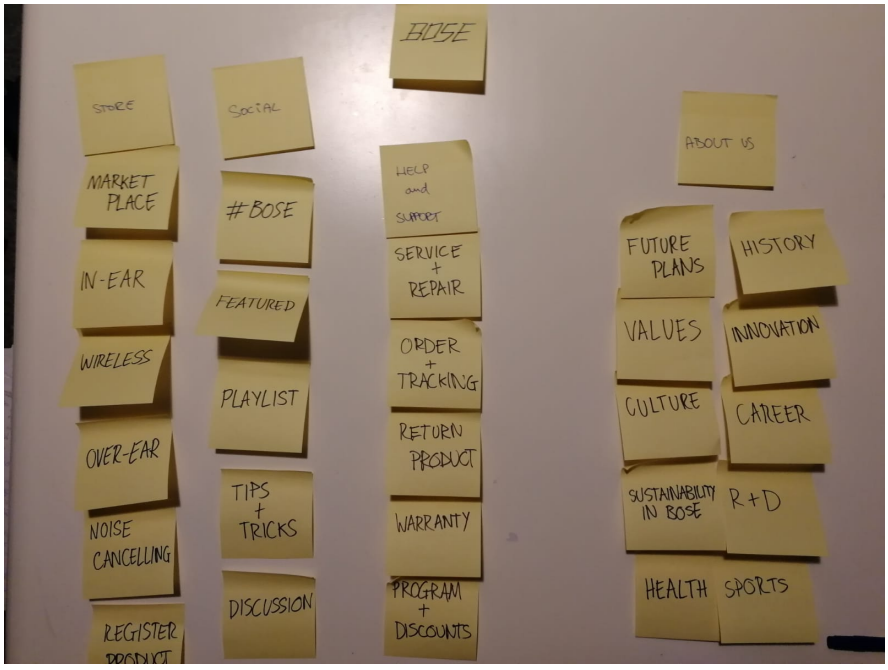
Coming into card sorting I felt pleased with all my designated subpages apart from 'Share', I had been fighting with myself in order to come up with a catchy, yet simple name that fully expressed the essence of the page.



I proceeded with the method of open card sorting in hopes of receiving valuable feedback. I handed out my subcategories without their predetermined subpages and asked my participants to order them in the way they saw fit.

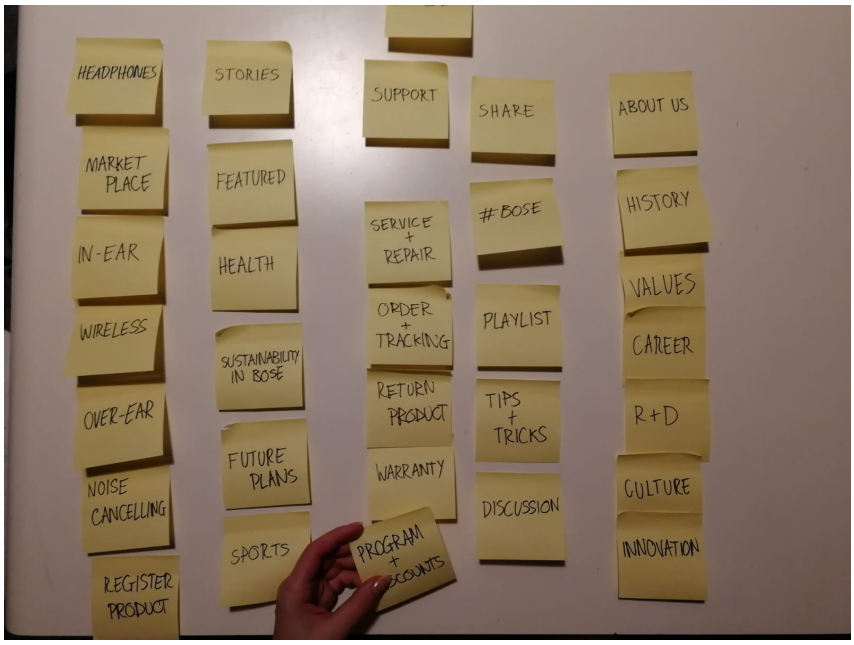


As expected they had a difficult time with the multitude of subcategories I had, especially with those from my ‘Share’ subpage, for example thinking that ‘Marketplace’ was actually the name of the subpage that I had forgotten to remove. They ended up splitting all the subcategories into four lists (one less than I had intended). When asked to give a title to each subpage they labeled them ‘Store’, ‘Social’, ‘Help and Support’ and ‘About Us’, putting most if not all the subcategories from ‘Stories’ into their ‘About Us’ section.



I then handed them my own subpages, to which they changed their layout to be comparable to my own. Although they were still unsure about the subpage ‘Share’, constantly asking me what it meant.

After explaining my version of the subpage ‘Share’ and what it was to include, I saw the

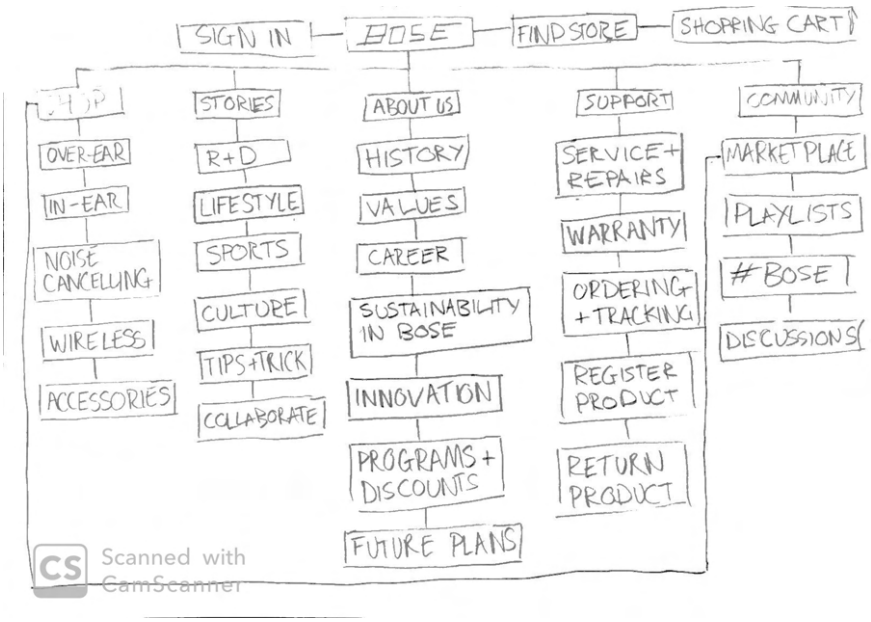


confusion slowly leave there faces. But just like me they were still unsatisfied with the name, saying that ‘Share’ was not clear enough and would easily be confused with ‘Sharing a photo’ or ‘Sharing a post’ (understandable). We then began trading numerous words back and forth, ‘User’, ‘Take part’, ‘Participant’, ‘Be involved’, ‘Join’ and finally we landed on ‘Community’, which seemed to fit perfectly and truly convey the message I wanted.

A few other changes were made, swapping out ‘Headphones’ for ‘Shop’, which made sense seeing as it was a site that only sold headphones. In addition, a few subcategories were changed, ‘Featured’ to ‘Collaborations’ and ‘Health’ to ‘Lifestyle’.

Site map

Now that my subpages were set in stone, I drew up my site map. Highlighting the pages, I would be focusing on and with a red line indicated that the shop would have an internal link to the marketplace.



Sketches

Before pen even touched paper, my first action was to look up the competition in search for a starting point. With headphones being a luxury product and all, I wasn't caught off guard when I found almost every website I turned to inspirational. Each one brimming with solid layouts and its own personality. But the two I found most impactful to my design process was that of https://www.bang-olufsen.com/en and https://www.marshallheadphones.com/dk/en/. Bang & Olufsen being insanely professional and minimalistic, while marshall felt more raw and had classic rock & roll to it. I classified Bose somewhere between both of these designs and that's what I set out to accomplish.

I began by sketching my homepage, at first for desktop and later for mobile. Starting first with the navigation bar, which once again I wanted fixed to the top of the page for easy access. One thing I already knew I needed to have was a high quality video as the first thing you saw when you opened the website, to really achieve that 'wow' aspect.

Next I addressed the layout of the page, once again I had a fairly certain idea of what content I wanted to be added and how to present it. But nevertheless I let my hands to the work and my eyes and instinct be the judge later, trying out multiple different variables of the same thing.

I had a bit of difficulty choosing in which way customers could navigate the store, but by days end I had decided upon using one similar to that of marshall, having the categories on the top available to be switch through easily, as I feel it was not only obvious and accessible for the user but it also created a minimalistic tone that I wanted. The other options felt a bit to basic and heavy, while I wanted my design to remain clean and modern.

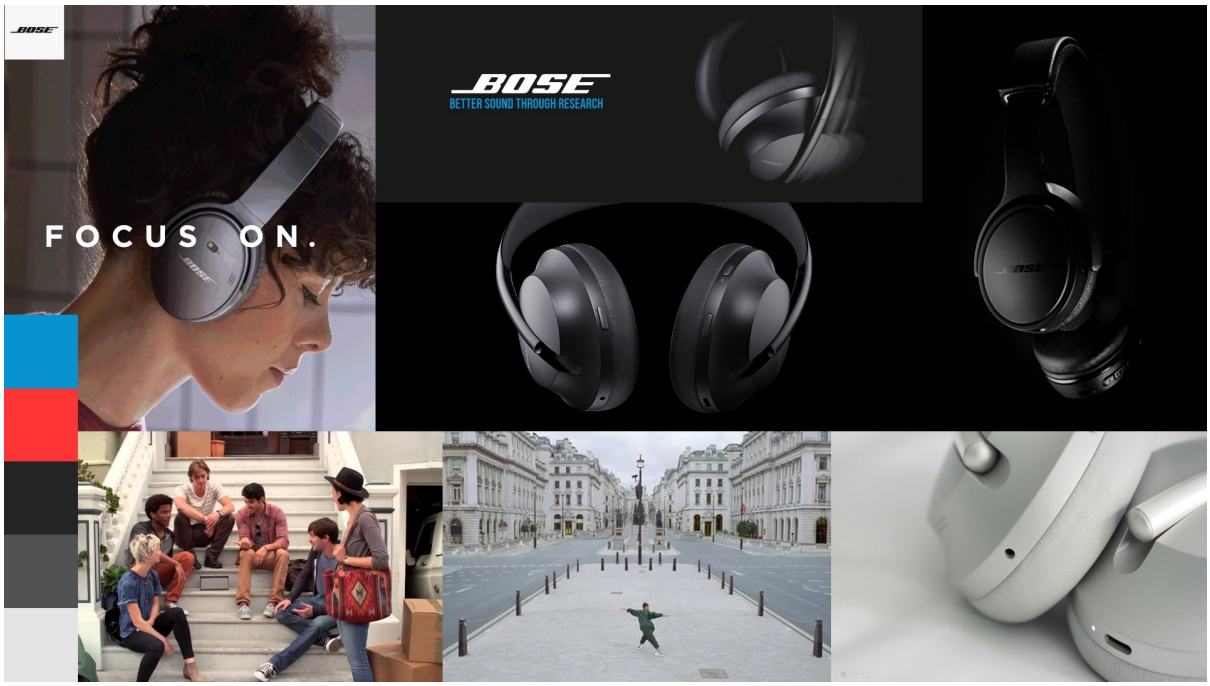
I was contemplating the design for my community for quite a while, wondering if it should act and look like another lading page, with large clickable links which would then whisk you off to the selected page. But after sketching it out I found it too basic and bulky, definitely not what I was going for in terms of design. It was at this point I came to the realization that I could use the same navigation as I did with the store, keeping the design clean and more consistent. And maybe I could apply the same system of navigation to every page, creating a sense of harmony and coherence throughout the entire website.

Mood board

Looking at my sketches and revisiting my word storm for inspiration regarding potential colors and imagery, I began my mood board. I decided upon using a variety of grey tones from light to dark with the intention of creating a mysterious and yet professional atmosphere. I also added two light shades of blue and red, as I wanted a particular color to stand out for my 10%.

At this point I was leaning more towards the blue, a lighting blue to indicate speed and electricity (even testing it out as seen on my mood board), while the red to invoke power and strength, although being a light red it felt somehow out of place. As I was still undecided I included both colors to my give myself options when it came to designing.

I scanned the web for images which could reflect the mood I wanted to create on my website, minimalistic and modern. I took in partially cropped images of headphones and especially those which still had shadows in the background, avoiding the feeling of seeming flat. I also chose images that represented my color scheme from both sides of the spectrum.

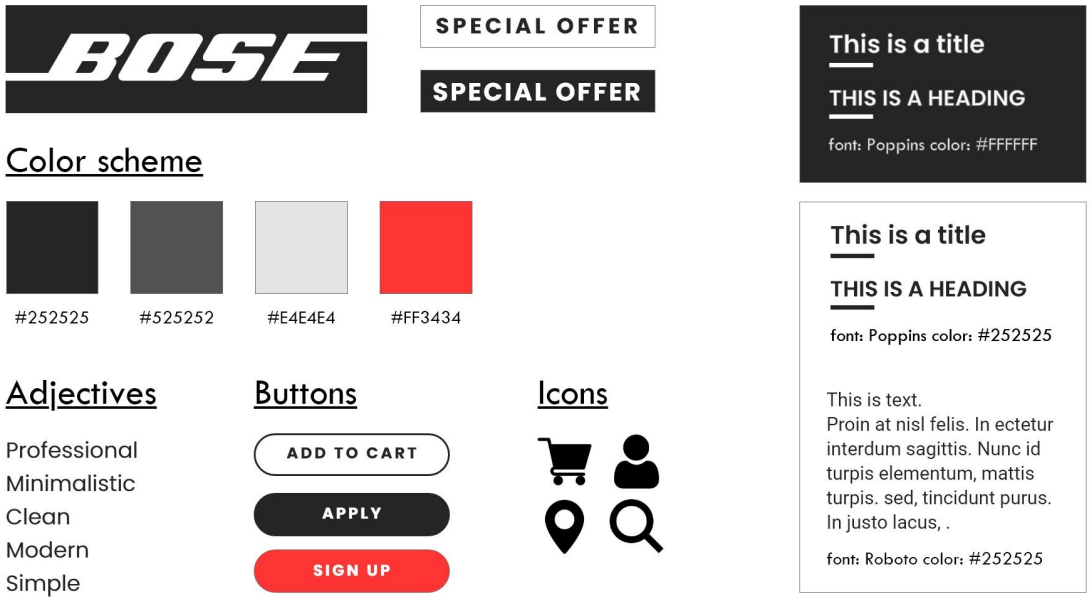


Style tile

After experimenting further with both blue and red, I decided not to use either of them in heavy amounts. For both colors would just act as a hindrance to a website that wanted to achieve a minimalistic appearance. I jumped ahead and attempted to use blue as the colors for headers and hover effects, but in the end I determined that it only gave the website a feeling of cheapness that I wanted to avoid.

I kept the light red to purely be used for important ‘stand out’ buttons and maybe some thin outlines, but other than that I planned to use the shades of grey, black and white to create a calm, professional tone.

For the text I played around with multiple different fonts, bold, regular and letter spacing until I had my favorite three to pick from. I choose Poppins bold for the titles, as it felt loud and expressive and Roboto for the regular text, allowing there to be a visible contrast between the two. This time I was set on using two san-serif fonts as I wanted everything to shout “modern”.



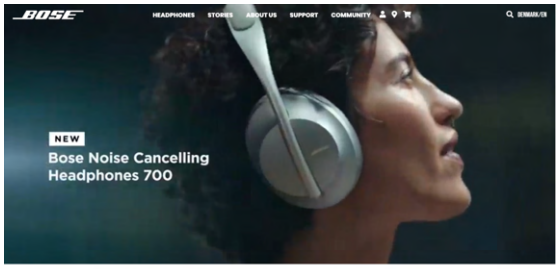
Mockups

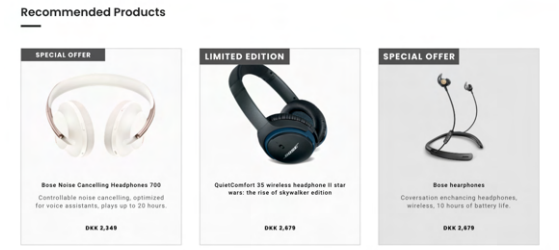
Feeling to excited to wait I jumped straight into mockups, I wanted to bring my design to life using color images and text. Just as my sketches depicted I had many full screen sections in which I experimented with different images and text variations searching for the best choice possible.

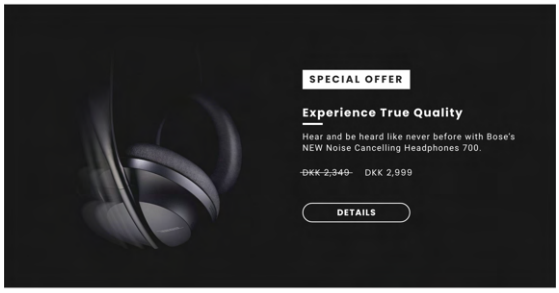
Designing the layout for the products was the next step. At first I used a similar design to that of Bose, including reviews and stars for ratings but I soon found it to be too crowded and that it took away the feeling of minimalism and look rather cheap, comparable to amazon. So, I redesigned them taking away any unneeded extra text and icons and left the design simple and clean.

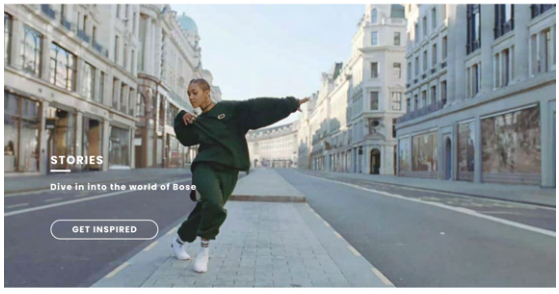
Another thing to point out is that I made the link from the store to the community marketplace less noticeable then the other buttons. My thought process being: yes, they want to promote sustainability but they are a business after all and need revenue too and if there was a large red button I believe it would stand out too much especially on such a simple minimalist design.

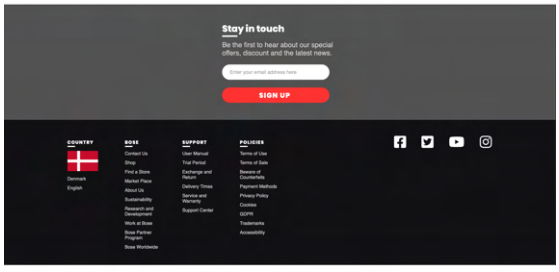
Writing the text was also of time spent contemplating and re writing until coming up with the best way to word each sentence. The design wouldn't work if the text was just subpar.

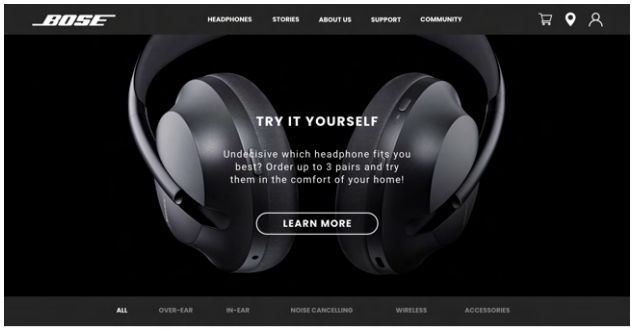


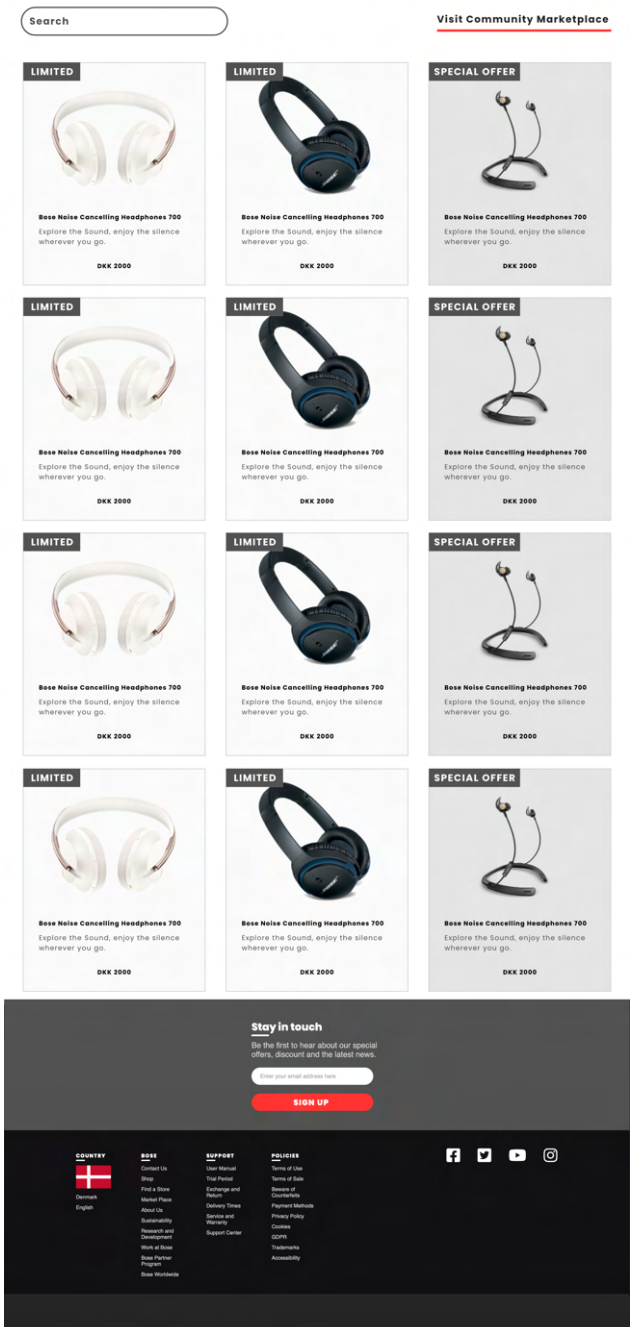


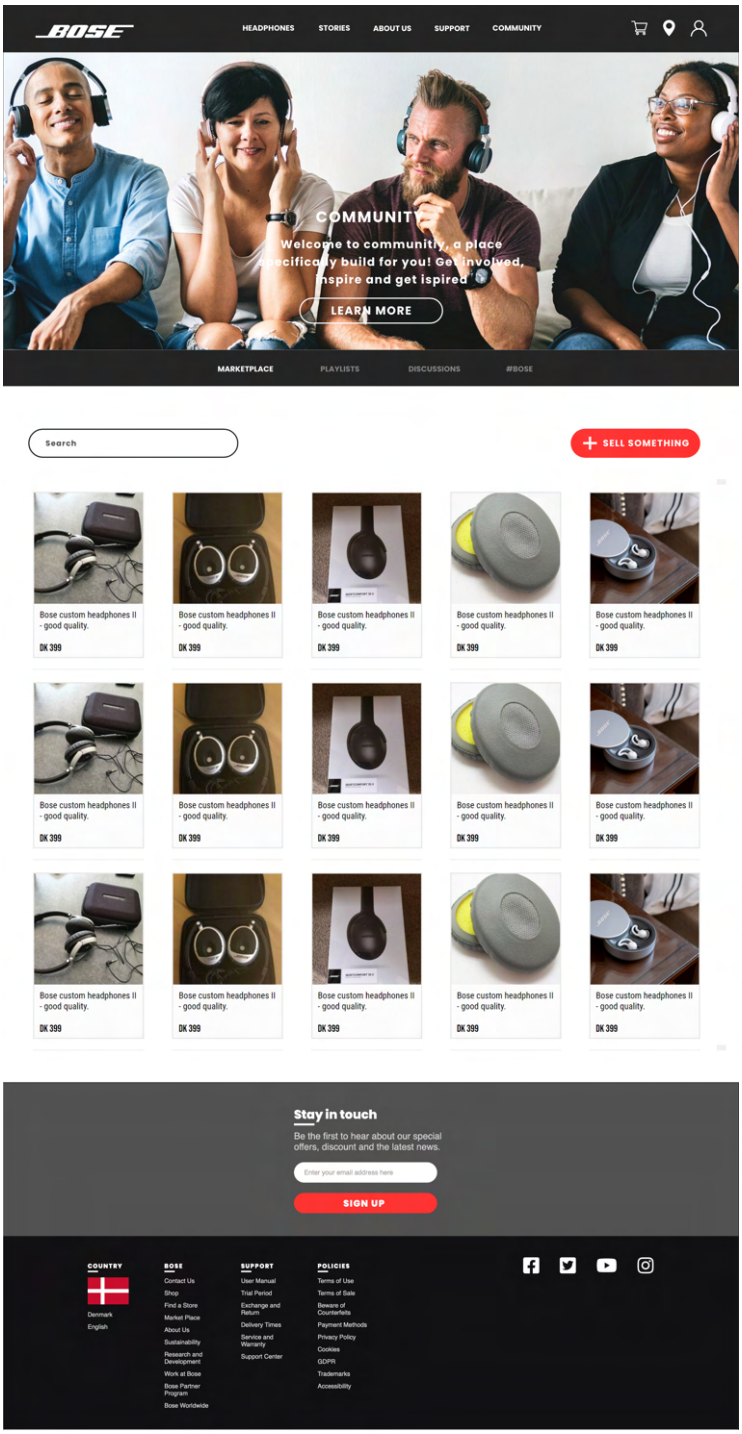


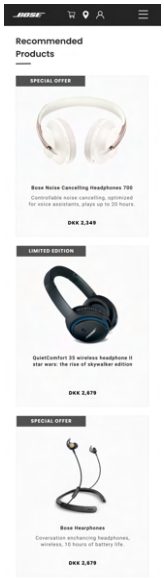


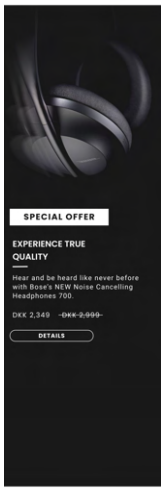


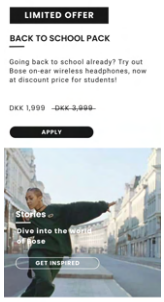


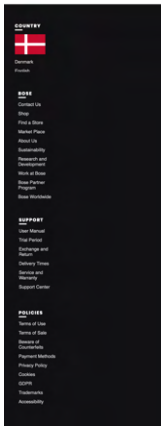


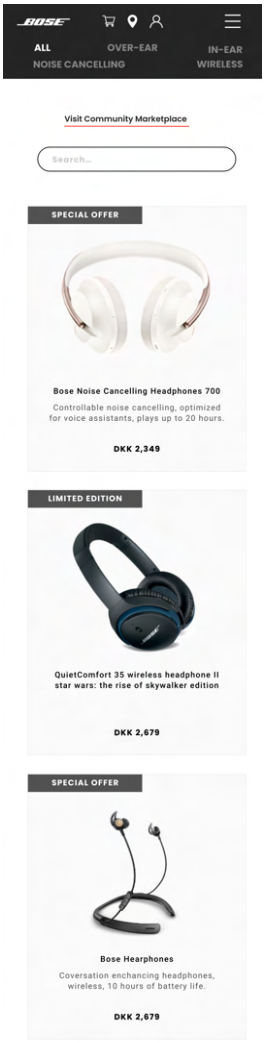

BOSE
HEADPHONES
STORIES
ABOUT US
SUPPORT
COMMUNITY
COMMUNITY
Welcome to community, a place specifically build for you! Get involved, inspire and get ispired
LEARN MORE
MARKETPLACE
PLAYLISTS
DISCUSSIONS
#BOSE
Search
SELL SOMETHING
Bose custom headphones II - good quality.
DK 399
Stay in touch
Be the first to hear about our special offers, discount and the latest news.
Enter your email address here
SIGN UP
COUNTRY
Denmark
English
BOSE
Contact Us
Shop
Find a Store
Market Place
About Us
Sustainability
Research and Development
Work at Bose
Bose Partner Program
Bose Worldwide
SUPPORT
User Manual
Trial Period
Exchange and Return
Delivery Times
Service and Warranty
Support Center
POLICIES
Terms of Use
Terms of Sale
Beware of Counterfeits
Payment Methods
Privacy Policy
Cookies
GDPR
Trademarks
Accessibility


Recommended Products
SPECIAL OFFER
Bose Noise Cancelling Headphones 700
Controllable noise cancelling, optimized for voice assistants, plays up to 20 hours.
DKK 2,349
LIMITED EDITION
QuietComfort 35 wireless headphone II star wars: the rise of skywalker edition
DKK 2,679
SPECIAL OFFER
Bose Hearphones
Coversation enchancing headphones, wireless, 10 hours of battery life.
DKK 2,679


SPECIAL OFFER
EXPERIENCE TRUE QUALITY
Hear and be heard like never before with Bose's NEW Noise Cancelling Headphones 700.
DKK 2,349 DKK 2,999
DETAILS


LIMITED OFFER
BACK TO SCHOOL PACK
Going back to school already? Try out Bose on-ear wireless headphones, now at discount price for students!
DKK 1,999 DKK 3,999
APPLY
Stories of
Dive into the world of Bose
GET INSPIRED


COUNTRY
Denmark
English
BOSE
Contact Us
Shop
Find a Store
Market Place
About Us
Sustainability
Research and Development
Work at Bose
Bose Partner Program
Bose Worldwide
SUPPORT
User Manual
Trial Period
Exchange and Return
Delivery Times
Service and Warranty
Support Center
POLICIES
Terms of Use
Terms of Sale
Beware of Counterfeits
Payment Methods
Privacy Policy
Cookies
GDPR
Trademarks
Accessibility


ALL
OVER-EAR
IN-EAR
NOISE CANCELLING
WIRELESS
Visit Community Marketplace
Search...
SPECIAL OFFER
Bose Noise Cancelling Headphones 700
Controllable noise cancelling, optimized for voice assistants, plays up to 20 hours.
DKK 2,349
LIMITED EDITION
QuietComfort 35 wireless headphone II star wars: the rise of skywalker edition
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SPECIAL OFFER
Bose Hearphones
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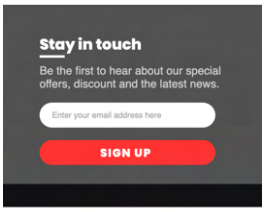
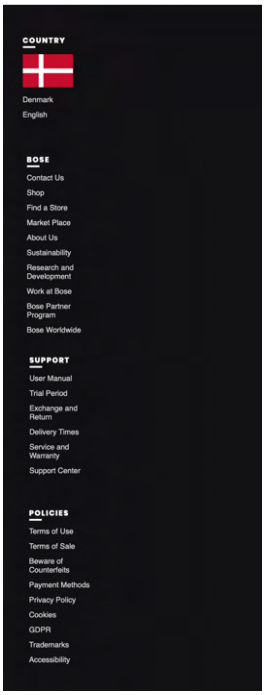

Stay in touch
Be the first to hear about our special offers, discount and the latest news.
Enter your email address here
SIGN UP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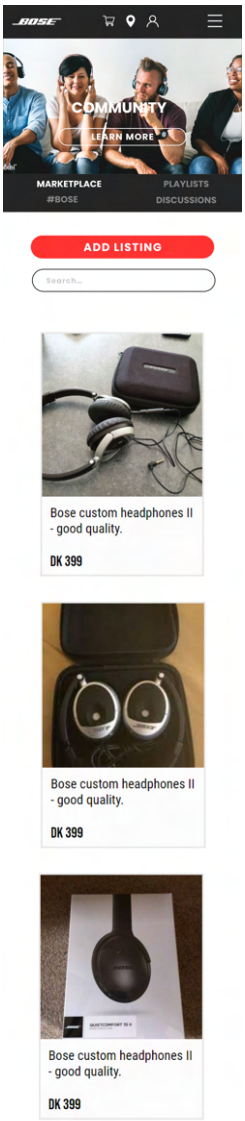
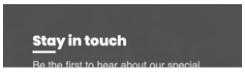
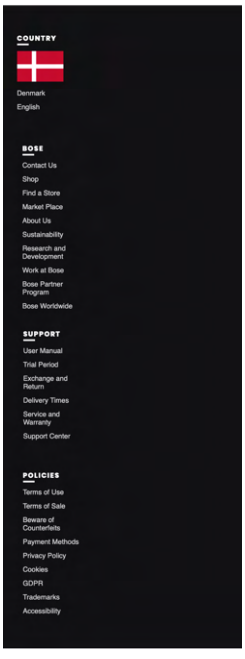

COMMUNITY
LEARN MORE
MARKETPLACE
PLAYLISTS
#BOSE
DISCUSSIONS
ADD LISTING
Search...
Bose custom headphones II - good quality.
DK 399
Bose custom headphones II - good quality.
DK 399
Bose custom headphones II - good quality.
DK 399


Stay in touch


COUNTRY
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Bose Worldwide
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Beware of Counterfeits
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GDPR
Trademarks
Accessibility

Usability testing

Once I was finished with my mockups I commenced with usability testing, my parents took part, who might be the best or worst participants, it depends on how you see it (they aren't good with technology).

I asked them for their first impression of the website and then gave them a few takes to complete, to see whether they could navigate through the pages easily, such as finding the register section or going to the community marketplace.

As I expected they had no trouble following the set tasks and navigating through the website and continued to compliment me on my design how it looked clean, simple and yet professional saying the way I used the red only for specific buttons really made it stand out that much more. (parents aren't the best critics to have, but they were all I had).

Coding

I started coding my navigation bar first, inside the header container I put both the a href links that would appear on full screen, as well as the links inside my burger menu. The links and the burger wrapper were both styled to display:hidden until @media resolution 890px. The burger menu was made using a checkbox which was hidden, I then targeted the checkbox to affect other siblings both when checked and unchecked, using transitions ease-in to give a nice easing and not so stagnant or robotic effect.

I also wanted to have my nav bar slide down on scroll, unfortunately this involved java script to a level I was not able to reach yet. Instead I took help from WW3 schools https://www.w3schools.com/howto/howto_js_navbar_slide.asp, but I adapted it to fit my wants, Instead of the subpages also folding down I wanted to have them already visible when the screen loaded. To achieve that I left the on scroll nav bar empty and instead used position absolute and a higher z index.

I wanted to make use of what I learnt during my specialization project and have the Bose logo draw itself. So, I set out turning each letter of the Bose logo into SVGs and uploading them to brackets. Then using this console log

var path = document.querySelector("svg path");

var total = path.getTotalLength();

console.log(total);,

I was able to measure each separate SVG and finally adapt them in CSS using dash-offset and dash-array. The rest was just a long process of playing with animations and timings to make everything fit together on smoothly. And things just got more complicated when I added a video behind and had to delay the time it started.

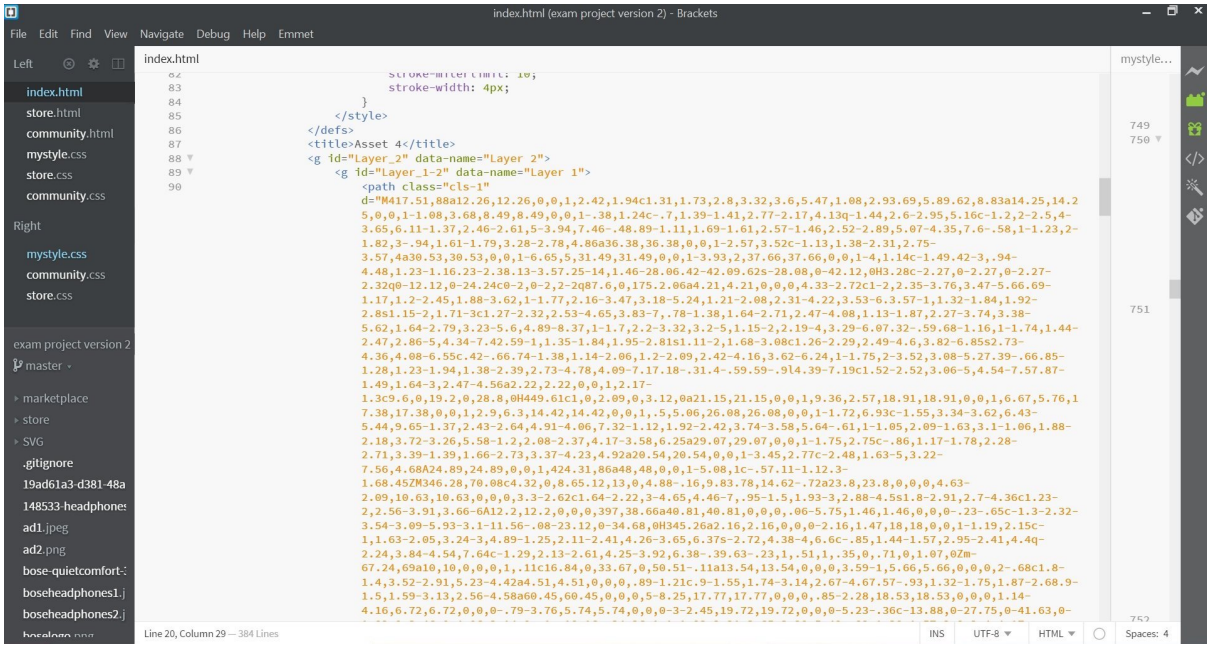
Another thing I adapted from my specialization project was the use of on scroll animations. I used the AOS library in order to control how each element moved and when it moved using CSS.

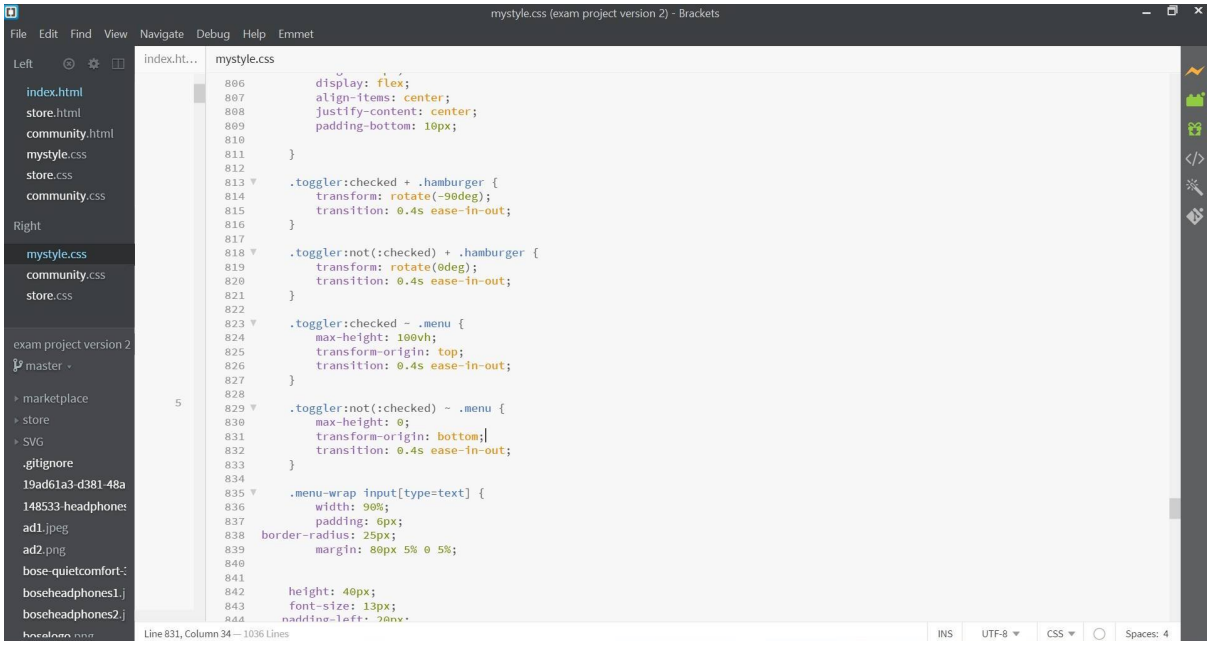
Because my navigation links were white and I refused to use a color for my hover effect, I had to come up with another method. Turning the opacity of the hovered object didn't make sense for me either. So, I planned to change the sibling opacity and keep the hovered subpage white, I went on to use this method for the rest of my pages as well keeping the design constant.

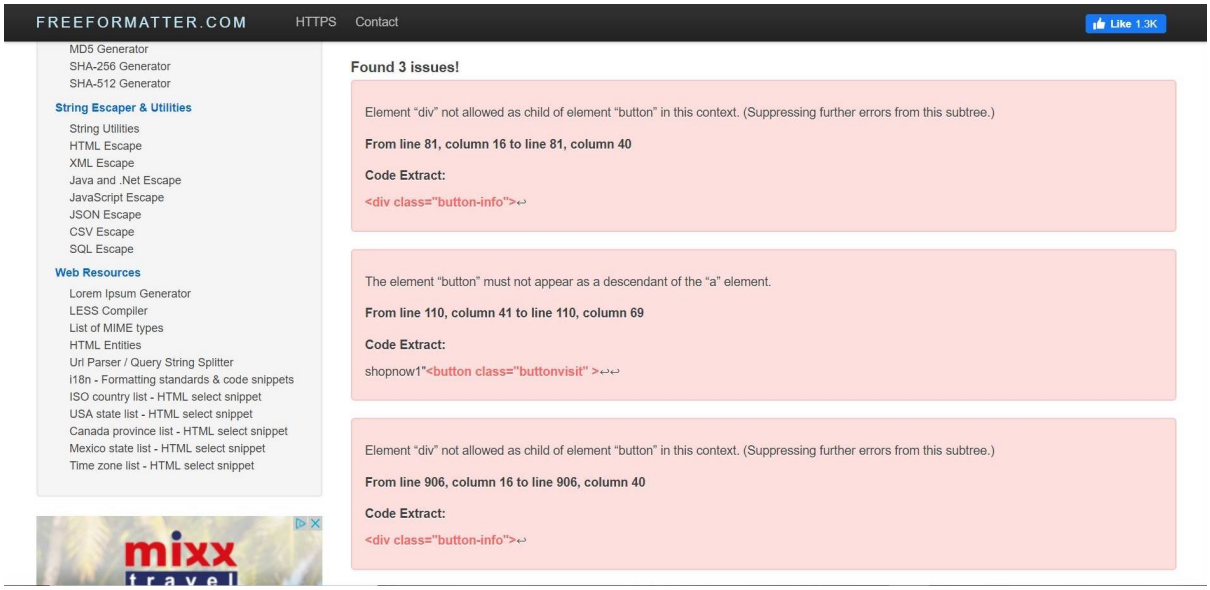
For the subpage 'Shop' I wanted to create a working sub navigation, one that didn't change the page when you chose to another option. For this I once again visited WW3 schools and this time adapted a slideshow to fit my needs. https://www.w3schools.com/howto/howto_js_slideshow.asp

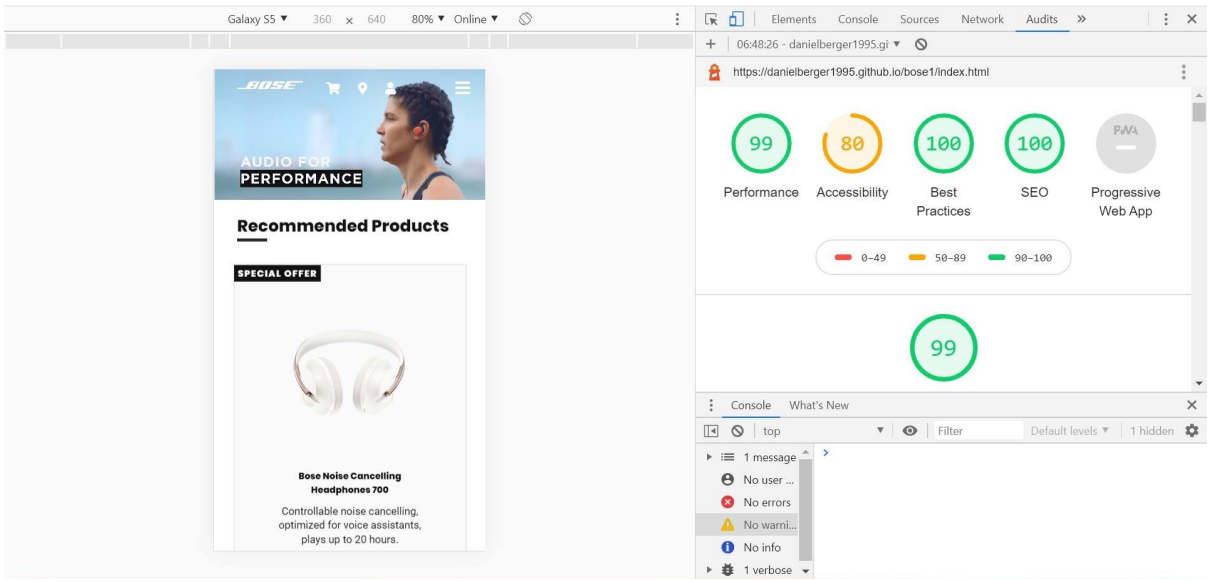
I removed all unnecessary details from inside each slide and change the 'dots' into my subcategories. The process took a long time and a lot of coding, but I was extremely happy with the end result. As well as that I made the subcategories sticky so they would act as a second navigation bar and be always accessible even if the user scrolled too far.

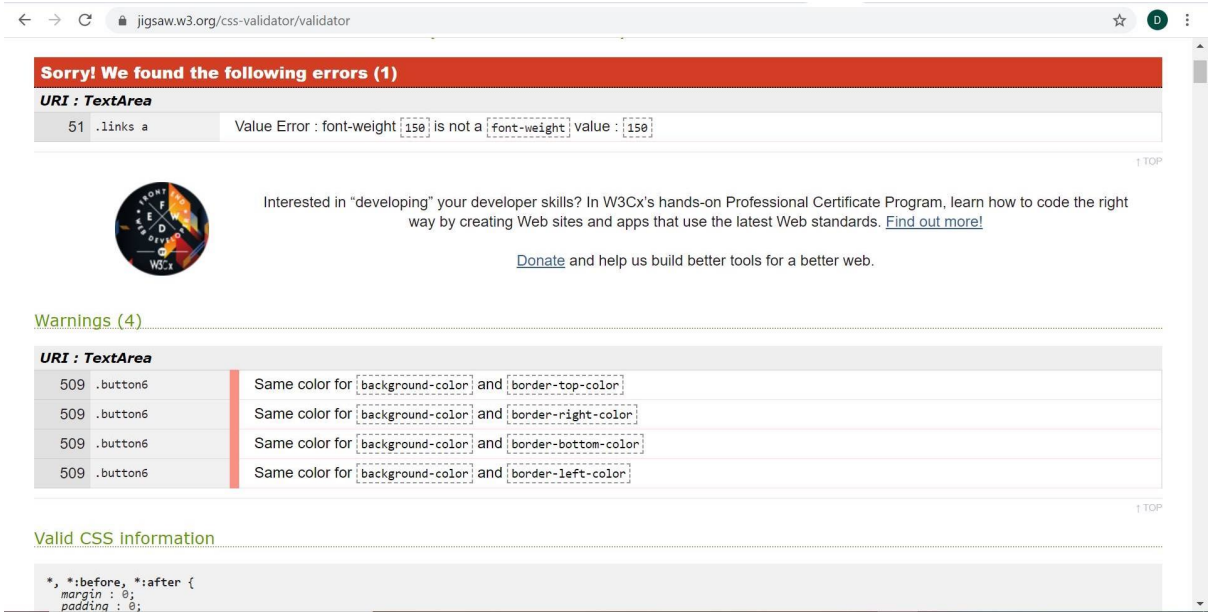
Once my website was finished I validated both my HTML and CSS code. Unfortunately the HTML validator wasn't too happy with the animation I created for my button hover effect saying I couldn't have a in side of a <button>, regrettably I couldn't find a way around this so I left it as it was. I then completed a performance check the result are as shows below.




mystyle.css (exam project version 2) - Brackets
File Edit Find View Navigate Debug Help Emmet
index.html
store.html
community.html
mystyle.css
store.css
community.css
Right
mystyle.css
community.css
store.css
exam project version 2
master
marketplace
store
SVG
.gitignore
19ad61a3-d381-48a
148533-headphones
ad1.jpeg
ad2.png
bose-quietcomfort-
boseheadphones1.j
boseheadphones2.j
display: flex;
align-items: center;
justify-content: center;
padding-bottom: 10px;
.toggler:checked + .hamburger {
transform: rotate(-90deg);
transition: 0.4s ease-in-out;
.toggler:not(:checked) + .hamburger {
transform: rotate(0deg);
transition: 0.4s ease-in-out;
.toggler:checked ~ .menu {
max-height: 100vh;
transform-origin: top;
transition: 0.4s ease-in-out;
.toggler:not(:checked) ~ .menu {
max-height: 0;
transform-origin: bottom;
transition: 0.4s ease-in-out;
.menu-wrap input[type=text] {
width: 90%;
padding: 6px;
border-radius: 25px;
margin: 80px 5% 0 5%;
height: 40px;
font-size: 13px;
Line 831, Column 34 — 1036 Lines
INS
UTF-8
CSS
Spaces: 4


FREEFORMATTER.COM
HTTPS
Contact
Like 1.3K
MD5 Generator
SHA-256 Generator
SHA-512 Generator
String Escaper & Utilities
String Utilities
HTML Escape
XML Escape
Java and .Net Escape
JavaScript Escape
JSON Escape
CSV Escape
SQL Escape
Web Resources
Lorem Ipsum Generator
LESS Compiler
List of MIME types
HTML Entities
Url Parser / Query String Splitter
i18n - Formatting standards & code snippets
ISO country list - HTML select snippet
USA state list - HTML select snippet
Canada province list - HTML select snippet
Mexico state list - HTML select snippet
Time zone list - HTML select snippet
mixx travel
Found 3 issues!
Element “div” not allowed as child of element “button” in this context. (Suppressing further errors from this subtree.)
From line 81, column 16 to line 81, column 40
Code Extract:
↩
The element “button” must not appear as a descendant of the “a” element.
From line 110, column 41 to line 110, column 69
Code Extract:
shopnow1"<button class="buttonvisit" >↩↩
Element “div” not allowed as child of element “button” in this context. (Suppressing further errors from this subtree.)
From line 906, column 16 to line 906, column 40
Code Extract:
↩


Galaxy S5
360 x 640
80%
Online
BOSE
AUDIO FOR PERFORMANCE
Recommended Products
SPECIAL OFFER
Bose Noise Cancelling Headphones 700
Controllable noise cancelling, optimized for voice assistants, plays up to 20 hours.
Elements
Console
Sources
Network
Audits
https://danielberger1995.github.io/bose1/index.html
99
80
100
100
PWA
Performance
Accessibility
Best Practices
SEO
Progressive Web App
0-49
50-89
90-100
99
Console
What's New
top
Filter
Default levels
1 hidden
1 message
No user ...
No errors
No warni...
No info
1 verbose


jigsaw.w3.org/css-validator/validator
Sorry! We found the following errors (1)
URI : TextArea
51 .links a
Value Error : font-weight 150 is not a font-weight value : 150
↑ TOP
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Warnings (4)
URI : TextArea
509 .button6
Same color for background-color and border-top-color
509 .button6
Same color for background-color and border-right-color
509 .button6
Same color for background-color and border-bottom-color
509 .button6
Same color for background-color and border-left-color
↑ TOP
Valid CSS information
*, *:before, *:after {
margin : 0;
padding : 0;

Conclusion

In regards to the information I gathered from my desk research and the strategies generated especially from my TOWS I believe I did create a worthy solution for Bose, applying methods into their site that could allow them to reach a wider market in a red sea of competition, as well as pushing their efforts in sustainability into the light and creating a platform which in hopes would produce a wider stream of customers and in turn a larger customer base. But the solution I created was not only to help Bose, as I had Martin needs on mind as well, finding solutions that would help both the parties achieve what they desired.