DESIGN 470: COMMUNICATION DESIGN TEAM NAME: TEAM VI COMPETITIVE ANALYSIS

Bragi

Description

The Dash by Bragi is the world's first Hearable, a smart wearable system that is worn in your ears. This pair of truly wireless smart earphones allows you to listen to music, track your performance and communicate.

Voice/Tone/Style

- 1. Clean style with large amounts of white space
- 2. The layout of the website allows for easy navigation
- 3. Language is straightforward and to the point which helps to convey messages simply
- 4. Heavy use of short catchy phrases or single words juxtaposed with pictures also help communicate simplicity, ease of use, and techsavy feel

Logo



Typography

MarkPro

SECONDARY

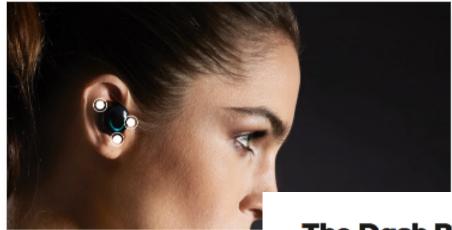
Color

PRIMARY: GRAY20

SECONDARY: SUMMER SKY

TERTIARY: WHITE

Imagery



The PerfectFit

Where your body c technology merge.

Ears are unique to each person:

In order to create the design for an earphone that would go beyond merely providing a comfortable fit, fingli mode three-dimensional score of hundreds of ears. Many different argodic shopes were tested to find the PerfectFit resulting in four distinct silicene FitSlesses (XS/S/M/L) which are induced in every Dean package. All clarg with its light-weight design, a three-soint secure if tisystem ensures that The Desh at a perfect juin a proof large of ears while wolling, running bising or swimming.



The Dash Package





Pres Brogi App Available for IOS, Android & Windows Phone