



## 04 Build

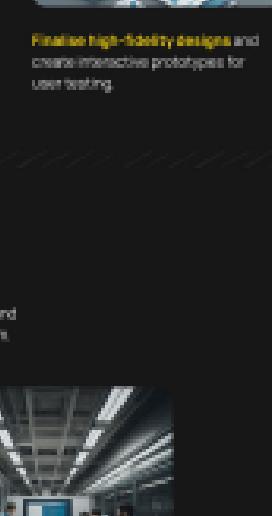
Create a user-centric and visually appealing design that aligns with the brand identity and meets user needs.



Develop wireframes and prototypes to visualize the user journey and interactions.



Incorporate feedback from stakeholders, usability testing, and iterative design processes.



Finalize high-fidelity designs and create interactive prototypes for user testing.

## 05 Deliver

Comprehensive design system documentation and collaborating closely with the development team.



Collaborate with the development team to make the design a reality.



Perform thorough testing of the product for functionality and performance.

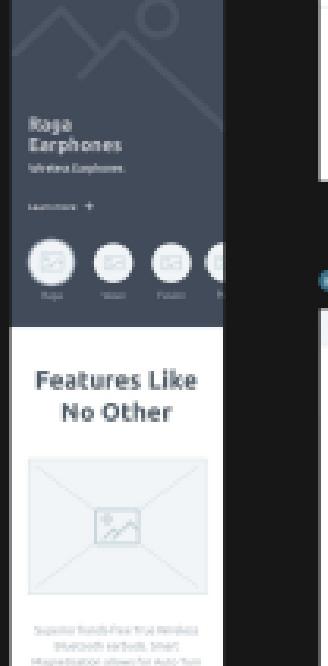
## Challenges

Designing a seamless and engaging digital experience for Crossbeats presents several challenges that require careful consideration:

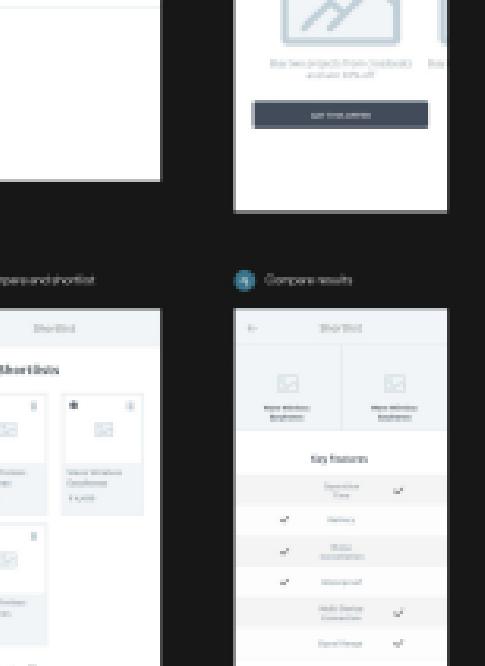
Adopt a responsive design approach, conducting thorough testing on different devices to optimize layouts and interactions for each screen size.

Maintaining a cohesive brand language which is a mixture of **Hearts and Holes**.

## Few moments while building the product



“ This time, highly focused, doing the only thing I truly love to do - Design! ”



“ Stress relief with our office dog - Lol! ”

## Wireframes

Starting with a mobile design addresses design challenges early in the process. It is more cost-effective.

It allows designers and developers to identify and address potential issues before scaling up to larger screens.

## Colours

Design Insights



Did you know? Steve Jobs wanted the right shade of beige for the Apple II. Apple's manufacturing partner had 2,000 shades of beige. None of them were good enough, so he made his own.

I share a similar passion for detail. While I didn't have 2,000 shades of orange for this project, I meticulously crafted 28 different shades of orange to find the perfect one. Gathering everyone in the room, I had them vote on their preferred shade.

I wasn't satisfied with the vote, so I decided to keep going, and came up with a vibrant orange.

## Typography

Barlow was used entirely in Crossbeats platform. It is bold and energetic that will highlight the active brand language of Crossbeats.

### Typeface - Barlow

#### Regular

Aa Bb Cc Dd Ee Ff Gg Hh

#### Italic

Aa Bb Cc Dd Ee Ff Gg Hh

#### Medium

Aa Bb Cc Dd Ee Ff Gg Hh

#### Medium Italic

Aa Bb Cc Dd Ee Ff Gg Hh

#### Semi Bold

Aa Bb Cc Dd Ee Ff Gg Hh

#### Semi Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh

## Visual Design Plan

Prioritize seamless integration of style and functionality in visual components.

Aim for Crossbeats to stand out in the competitive landscape of audio devices.

Ensuring that each visual component serves a purpose in enhancing user engagement.

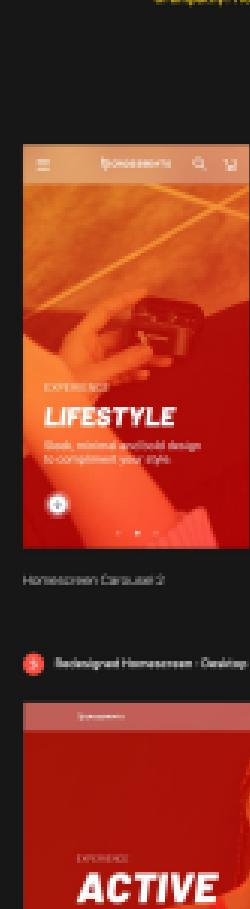
Utilize gradient schemes, typography, imagery, and intuitive navigation for a harmonious blend.

Address challenges of maintaining simplicity and elegance while showcasing cutting-edge features.

Homescreen - Version 1



Homescreen - Version 2



### First section in the design

Considering the vibrant color scheme, we opted for an energetic orange gradient. In the initial version, we incorporated products displayed as a dynamic carousel with changing images.

But there was something missing. A missing piece of puzzle. The design lacked emotion. The design lacked empathy. It felt as if it's without a soul. What's the first thing when comes to your mind speaking of empathy? HUMILITY!

First Homescreen - Mobile



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New features, improved bass boost and enhanced durability

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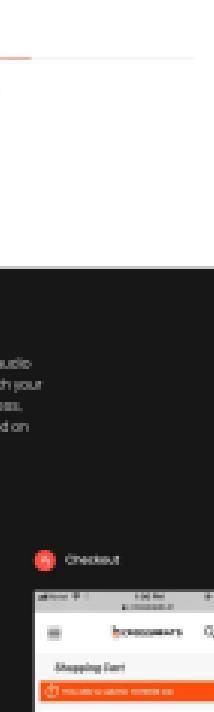


### Final Homescreens

These images not only breath life into the design but also establish an immediate connection with users.

Faces that reflect joy, determination, and the sheer enjoyment of an active lifestyle now grace the top section of the homepage.

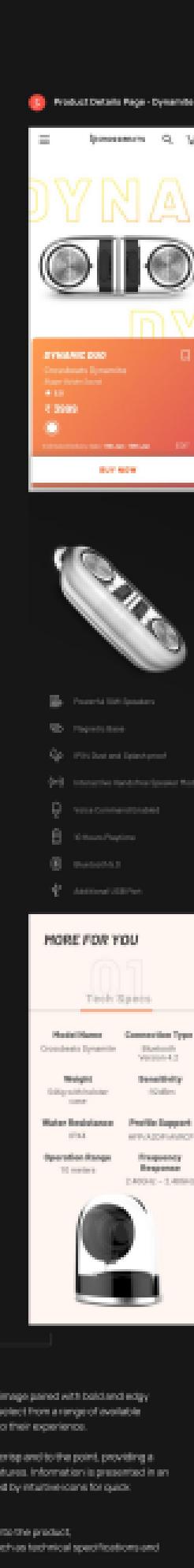
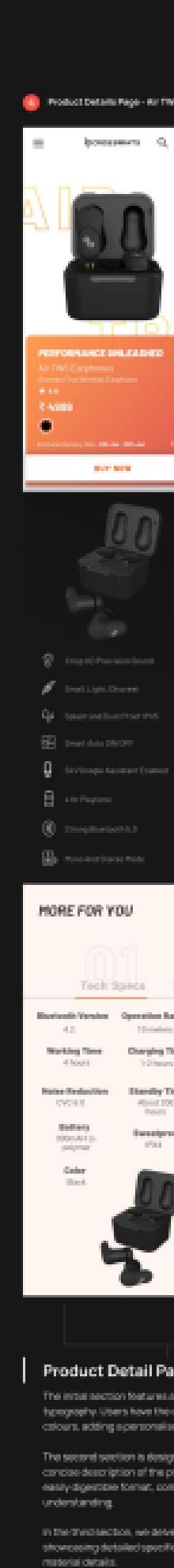
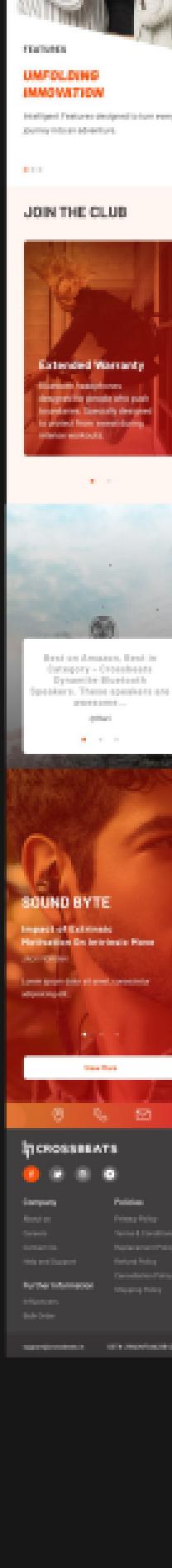
Cool edge-to-edge images were followed throughout the design to show the bold and vibrant story.



Quiz page

The goal is to ensure a personalized audio experience that seamlessly aligns with your daily life. The quiz simplifies the process, offering tailored audio solutions based on specific preferences and needs.

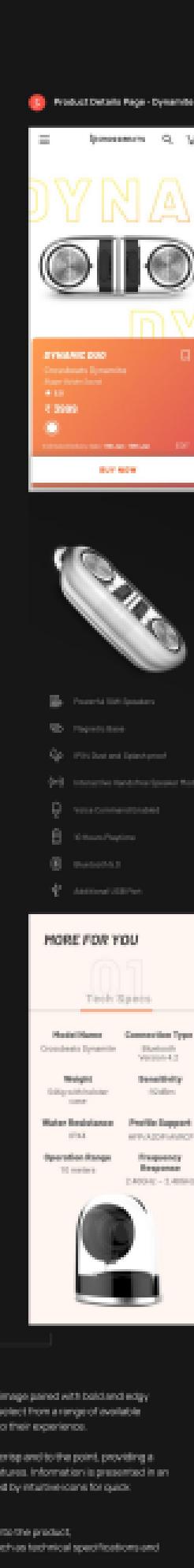
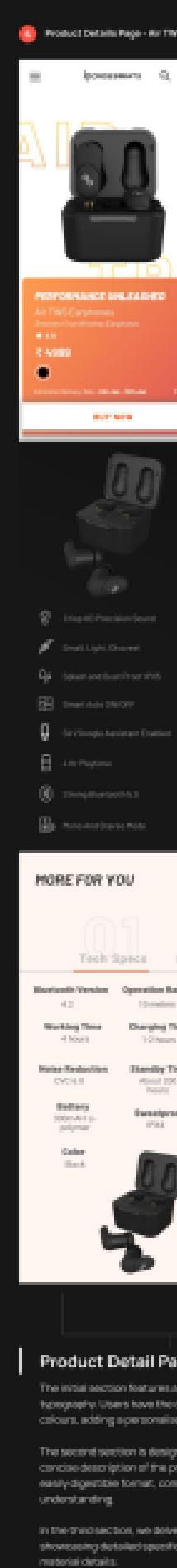
Quiz page - Mobile



### Quiz page

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Checkout



### Checkout

Proceed through the checkout process to finalize your purchase. Verify your selected items, and select your preferred payment method.

An illustration was added for the special discount to make the design visually appealing.

Order summary gives you a glimpse of your order amount. Click 'Secure Checkout' to complete the transaction securely.

Checkout

