

Crossbeats - Experience Active Music

Seamless Sound, Touch by Touch: For the active folks!

YEAR	PROJECT	COMPANY	CLIENT
2019	Mobile & Web UI Design User Research	Redd Experience Design	Crossbeats

To craft a digital experience that not only showcased the cutting-edge features of Crossbeats audio devices but also provides a feel of staying fit.

Who is the audience? Active Individuals/Fitness Enthusiasts	What will they use this website for? A wholesome website experience created for our audience so that they know about the new products and soak in the brand experience of Crossbeats
Where is the current pain? Lack of affordable sports audio wear in the market for the average fitness enthusiast audience	Why will they need audio product? This product aims to deliver a premium audio experience , enhancing the user's enjoyment of music during their fitness activities .

Role In The Project

As the lead UI/UX designer for the Crossbeats project, my role was multifaceted and crucial to the project's success.

I spearheaded the entire design process, from conceptualisation to implementation, ensuring that every aspect of the user interface and experience aligns with Crossbeats' brand identity and user expectations.

Milestone for the brand after design delivery

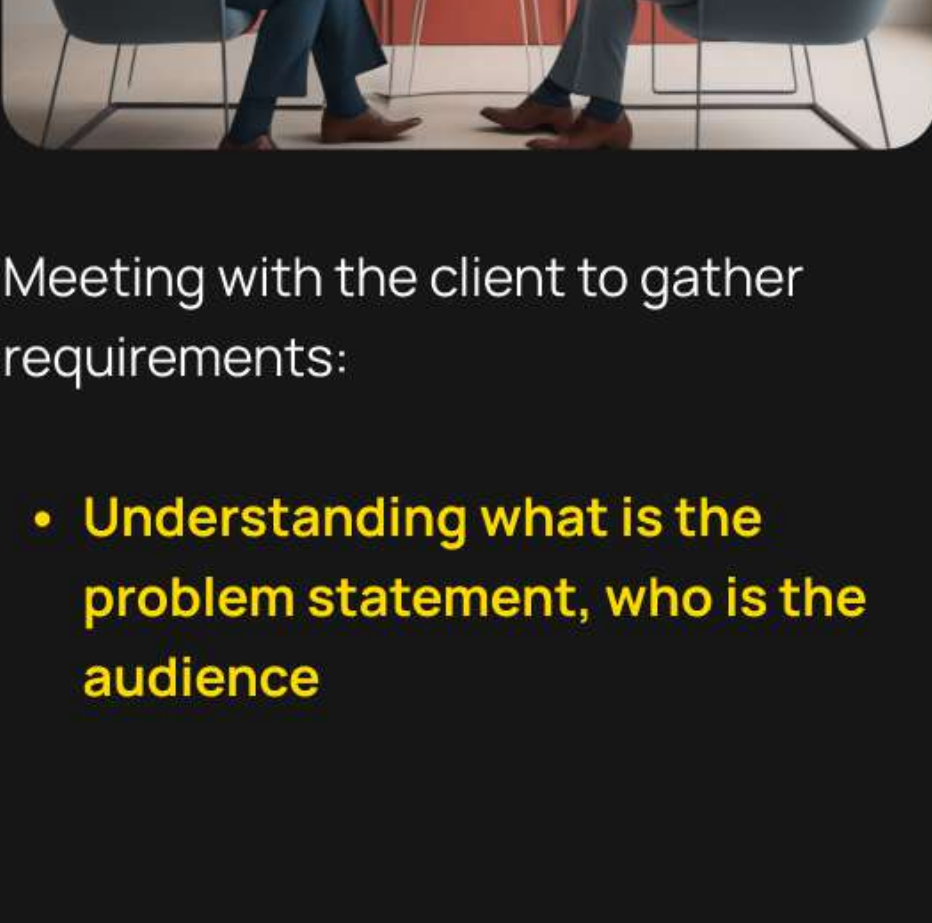


A revenue of **9.6 million USD** or **800 million INR**. **2x Growth** for the brand during the holiday season

Process

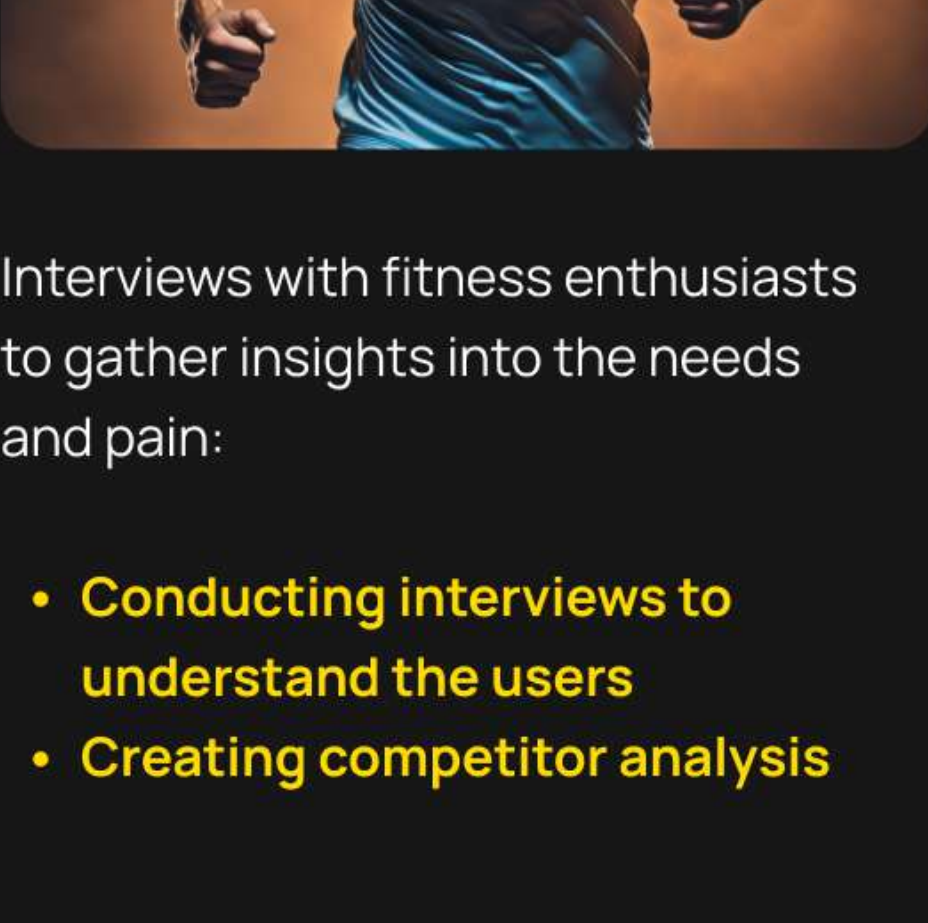
01 Discover

Understand the market, users, and business goals to inform the design process.



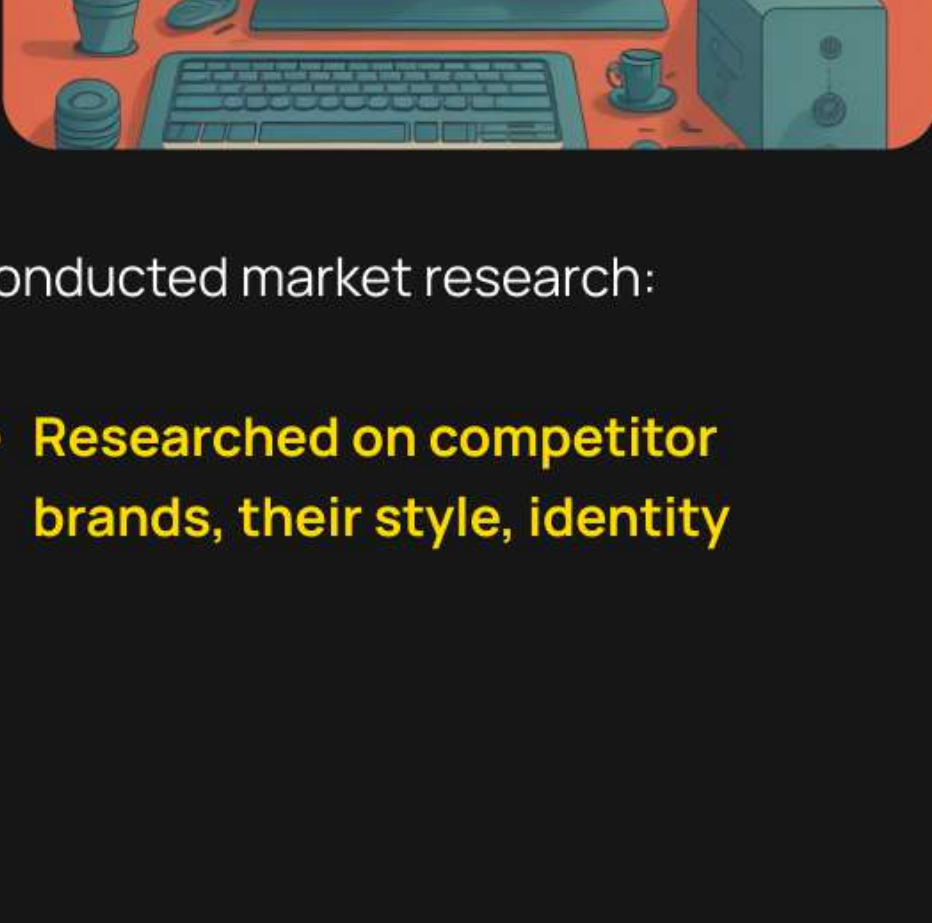
Meeting with the client to gather requirements:

- Understanding what is the problem statement, who is the audience



Interviews with fitness enthusiasts to gather insights into the needs and pain:

- Conducting interviews to understand the users
- Creating competitor analysis



Conducted market research:

- Researched on competitor brands, their style, identity

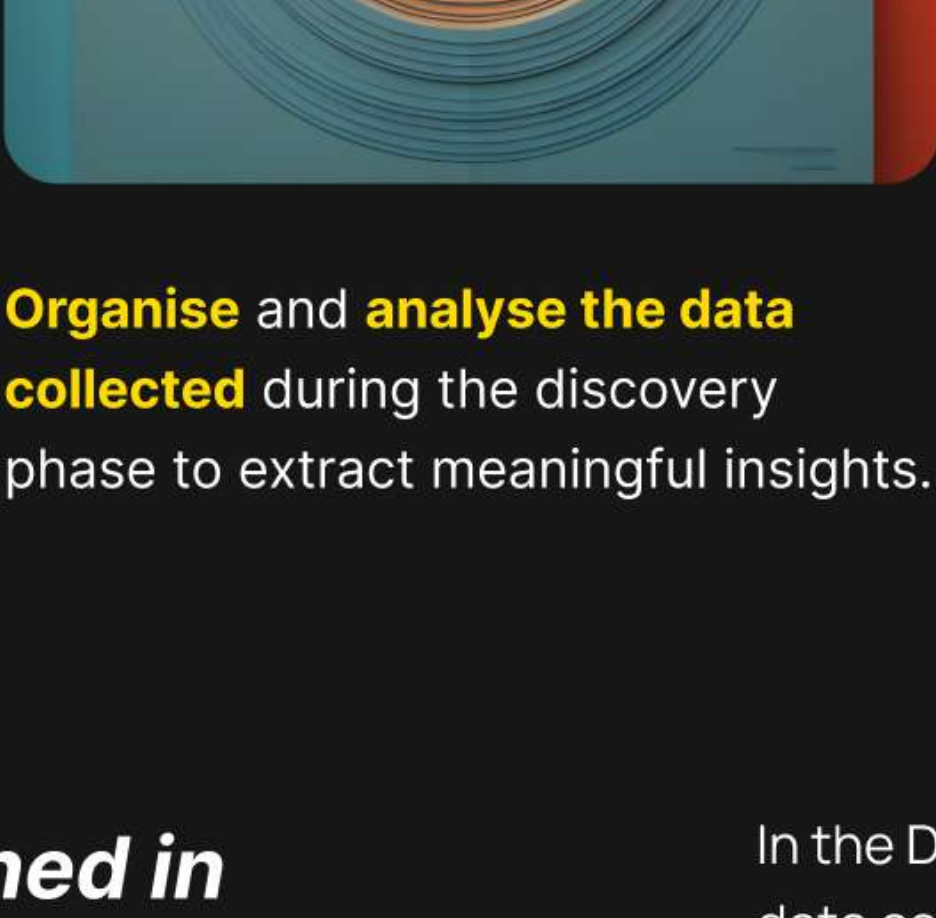
Competitor Analysis



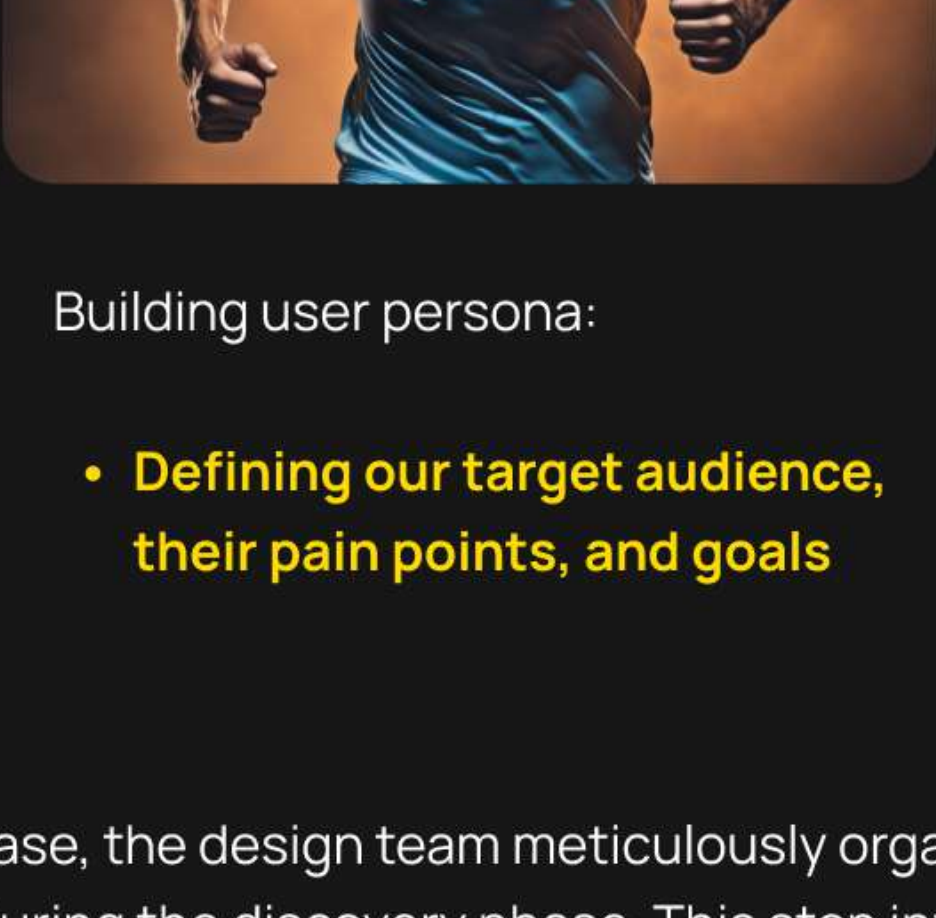
OVERVIEW	
Emphasis on celebrity endorsements and cultural relevance.	Emphasis on superior sound quality and advanced technology .
BRANDING ELEMENTS	
<ul style="list-style-type: none">Vibrant color schemes with bold contrasts.Collaborations with artists and influencers for brand association.	<ul style="list-style-type: none">Neutral color palette with a focus on simplicity.Collaboration with business oriented and professional crowd.
TARGET AUDIENCE	
Targets a younger audience seeking stylish and trend-setting audio solutions.	Targets a diverse demographic , including professionals and audiophiles .
OPPORTUNITIES FOR CROSSBEATS	
To carve a niche by combining elements of style and advanced audio technology , targeting an audience that values both aesthetics and performance .	Crossbeats can leverage a vibrant design language while ensuring a commitment to high-quality audio , appealing to a broad range of consumers.

02 Define

Transforming Discovery Data into Guiding Insights and Personifying the Audience for Precise Design Decisions.



Organise and analyse the data collected during the discovery phase to extract meaningful insights.



Building user persona:

- Defining our target audience, their pain points, and goals

What happened in Define phase?

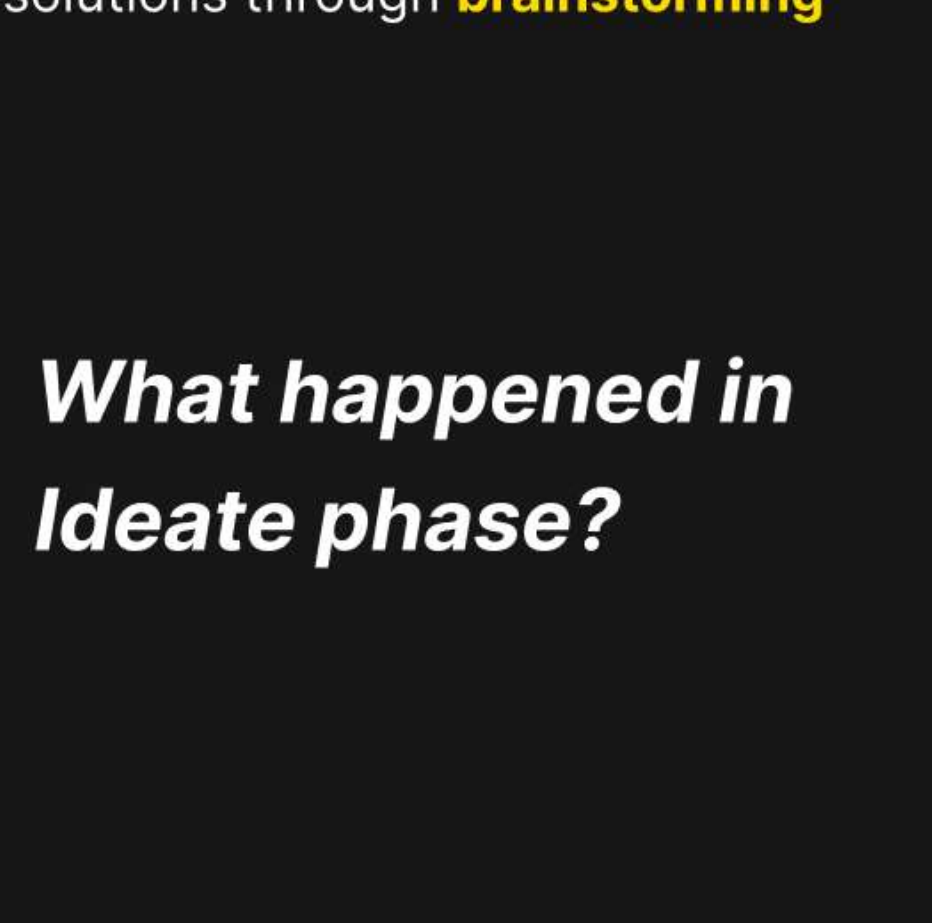
In this initial phase of the discovery process, the design team met with the client to gain a **comprehensive understanding** of the project's requirements and **problem statement**—identifying the **challenges** or **goals** that the design solution should address.

Simultaneously, **we interviewed fitness enthusiasts** to gather insights into their audio device needs. These interviews aimed to gather firsthand insights into the **preferences**, **challenges**, and **expectations** of potential users.

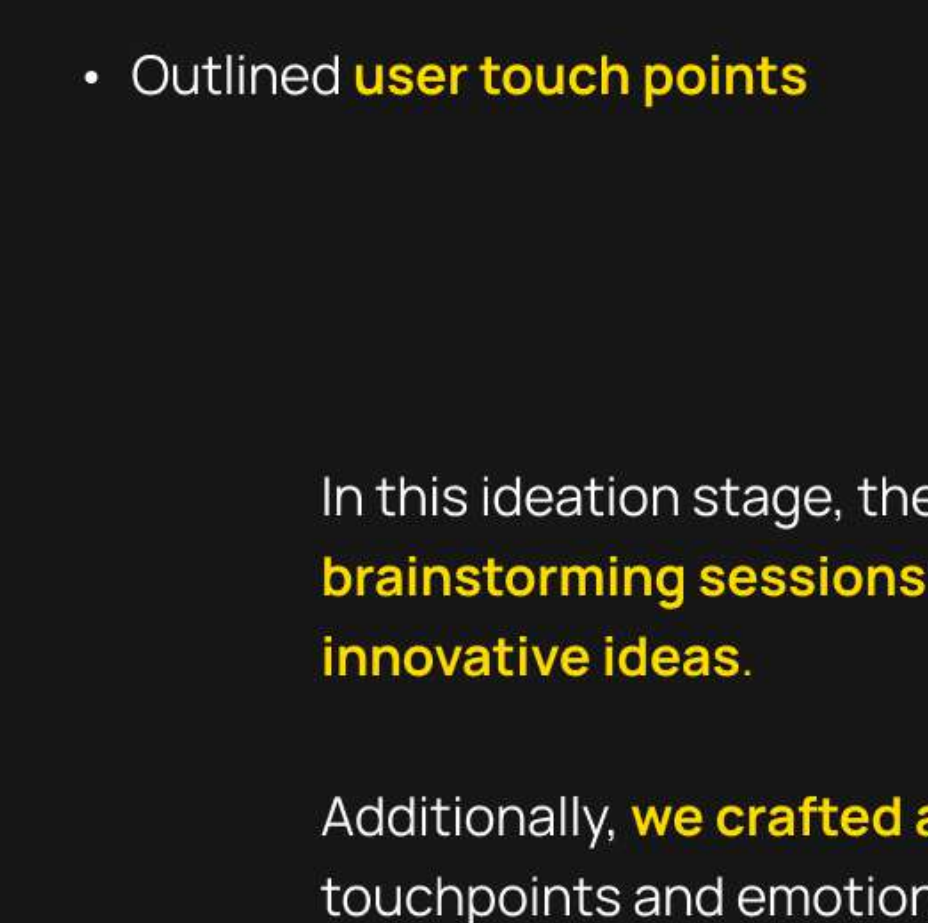
We conducted extensive market research, thoroughly analysing competitor brands for their style and identity. There were some brands to compare **Beats** and **Bose**.

03 Ideate

Transforming Discovery Data into Guiding Insights and Personifying the Audience for Precise Design Decisions.

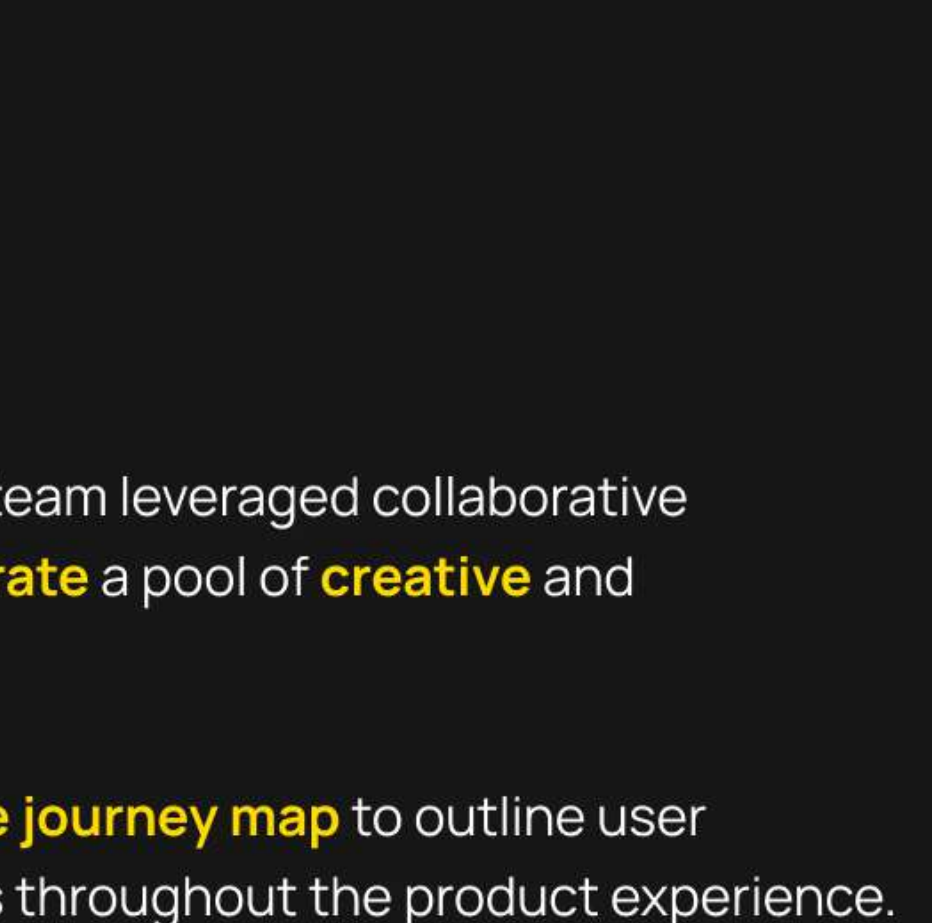


Generate innovative ideas and solutions through **brainstorming**



Crafting a journey map:

- Outlined **user touch points**



Building information architecture.

What happened in Ideate phase?

In this ideation stage, the design team leveraged collaborative **brainstorming sessions to generate** a pool of **creative** and **innovative ideas**.

Additionally, **we crafted a concise journey map** to outline user touchpoints and emotional states throughout the product experience.

To translate ideas into tangible design elements, the team focused on constructing the **information architecture** to organize and structure content logically.

Journey Map

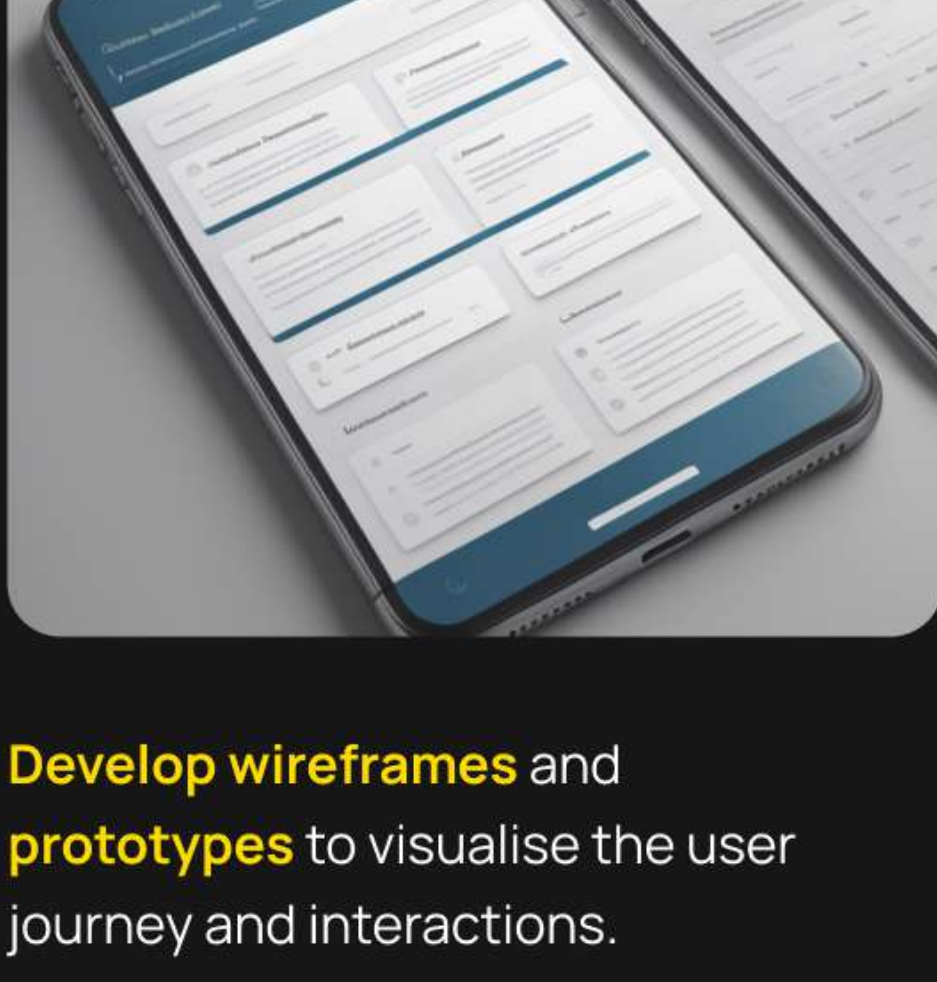
(I call this phase - "Making the intangible to tangible")

<p>User sees an online ad of Crossbeats' wireless audio devices while browsing a fitness-related website.</p> <p>Emotion: Eagerness to understand how the product fits his/her needs.</p>		<p>User clicks on a sponsored post on social media highlighting the product's seamless integration with an active lifestyle.</p> <p>Emotion: Excitement and desire for a better audio experience during workouts.</p>		<p>User hears positive feedback about Crossbeats from a friend who is an avid runner.</p> <p>Emotion: Trust and credibility.</p>
<h2>SEARCH</h2>				
<p>User visits the Crossbeats website to learn more about the product range, features, and compatibility.</p> <p>Emotion: Eagerness to understand how the product fits his/her needs.</p>		<p>User reads customer reviews on the website, gaining insights into real-world experiences and satisfaction levels.</p> <p>Emotion: Assurance and confidence in the product.</p>		<p>User compares Crossbeats with other brands to evaluate key features, pricing, and overall value.</p> <p>Emotion: Informed decision-making.</p>
<h2>ENGAGEMENT</h2>				
<p>User engages with an interactive demo on the website, exploring the product's touch controls and features.</p> <p>Emotion: Delight in the product's intuitive design.</p>	→	<p>User discovers the customisation options available, such as colour choices and accessories.</p> <p>Emotion: Personalisation and a sense of ownership.</p>	→	<p>User interacts with customer support via chat to clarify specific product details and receive prompt assistance.</p> <p>Emotion: Confidence in post-purchase support.</p>
<h2>EXPERIENCE</h2>				
<p>User navigates through the e-commerce platform to make a secure and hassle-free purchase.</p> <p>Emotion: Anticipation and excitement for the upcoming delivery.</p>	→	<p>User utilises the order tracking feature to monitor the shipment's progress and estimated delivery date.</p> <p>Emotion: Eagerness and anticipation.</p>	→	<p>User receives the Croesbeats package, enjoys a positive unboxing experience, and easily sets up the wireless audio devices.</p> <p>Emotion: Excitement and satisfaction</p>

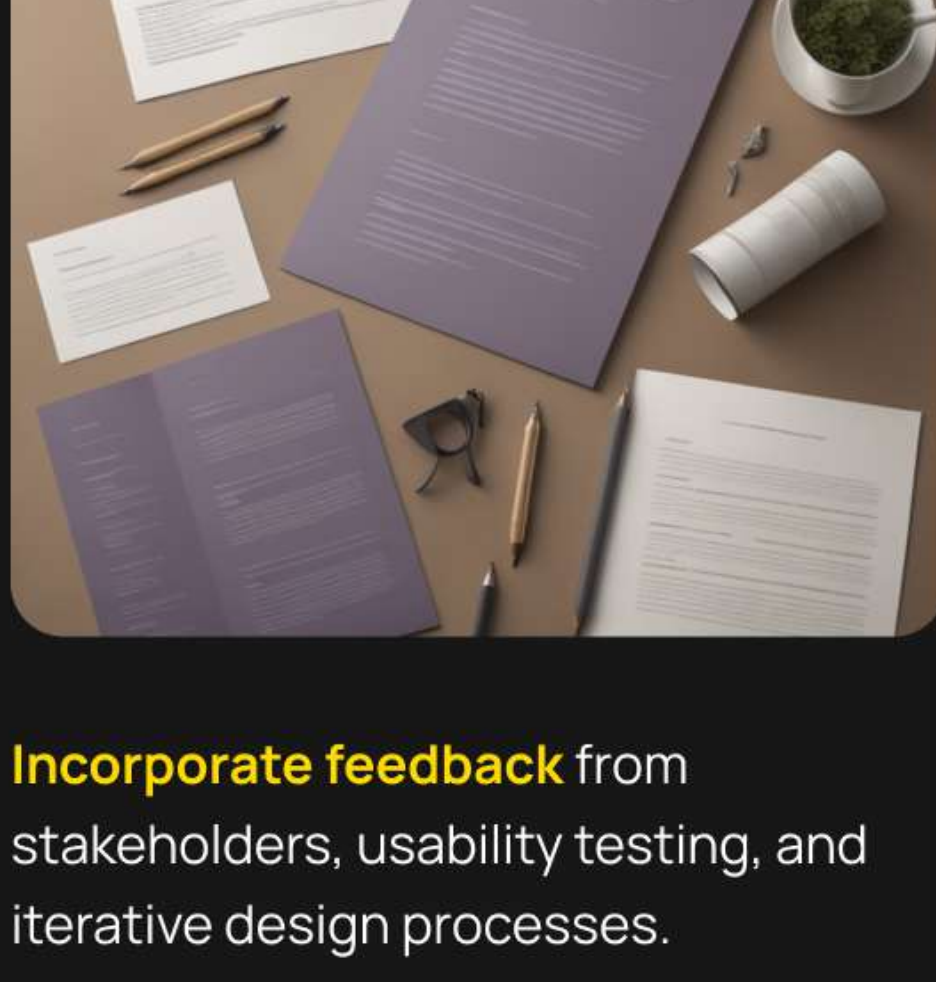
04 Build



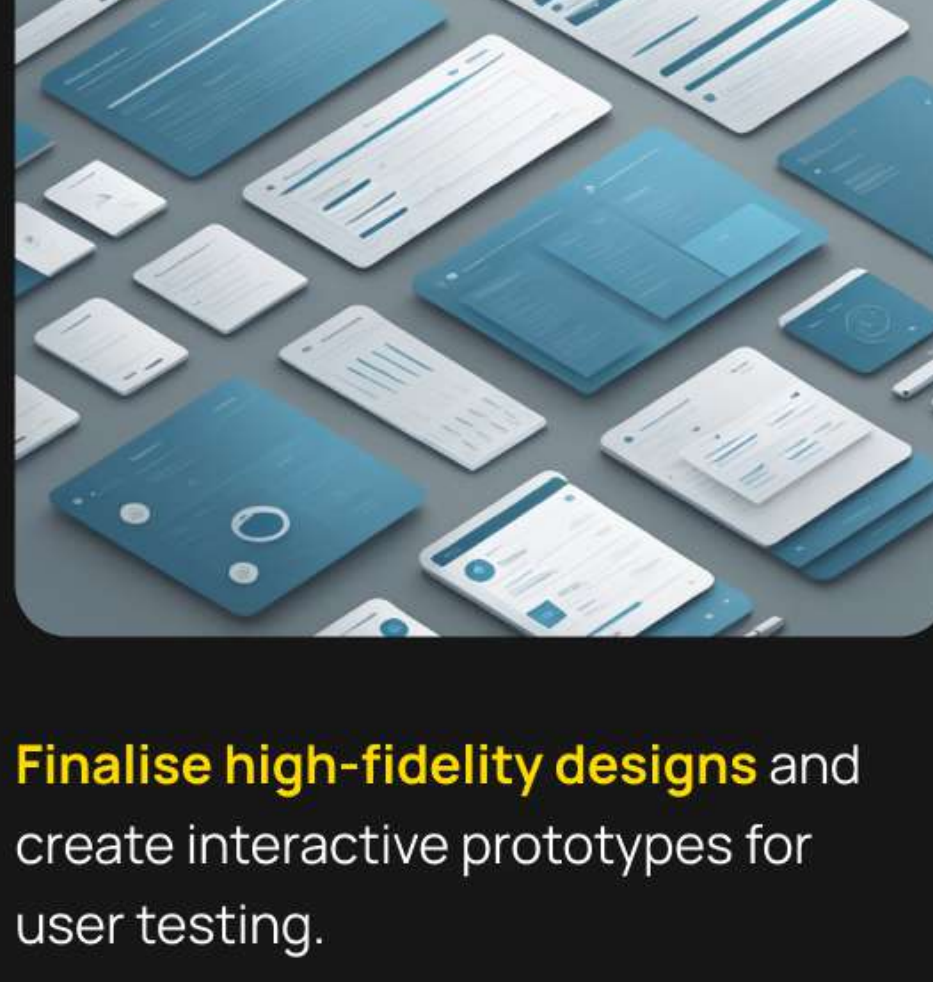
Create a user-centric and visually appealing design that aligns with the brand identity and meets user needs.



Develop wireframes and **prototypes** to visualise the user journey and interactions.



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

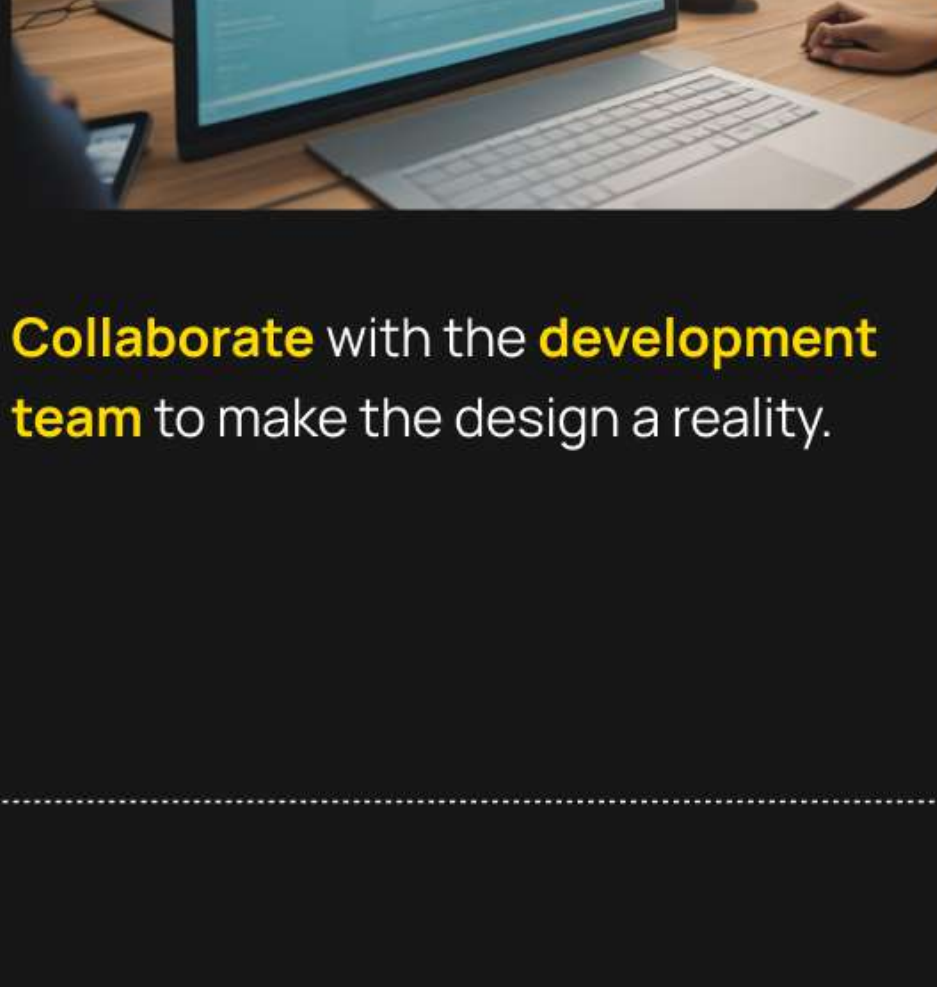


Finalise high-fidelity designs and create interactive prototypes for user testing.

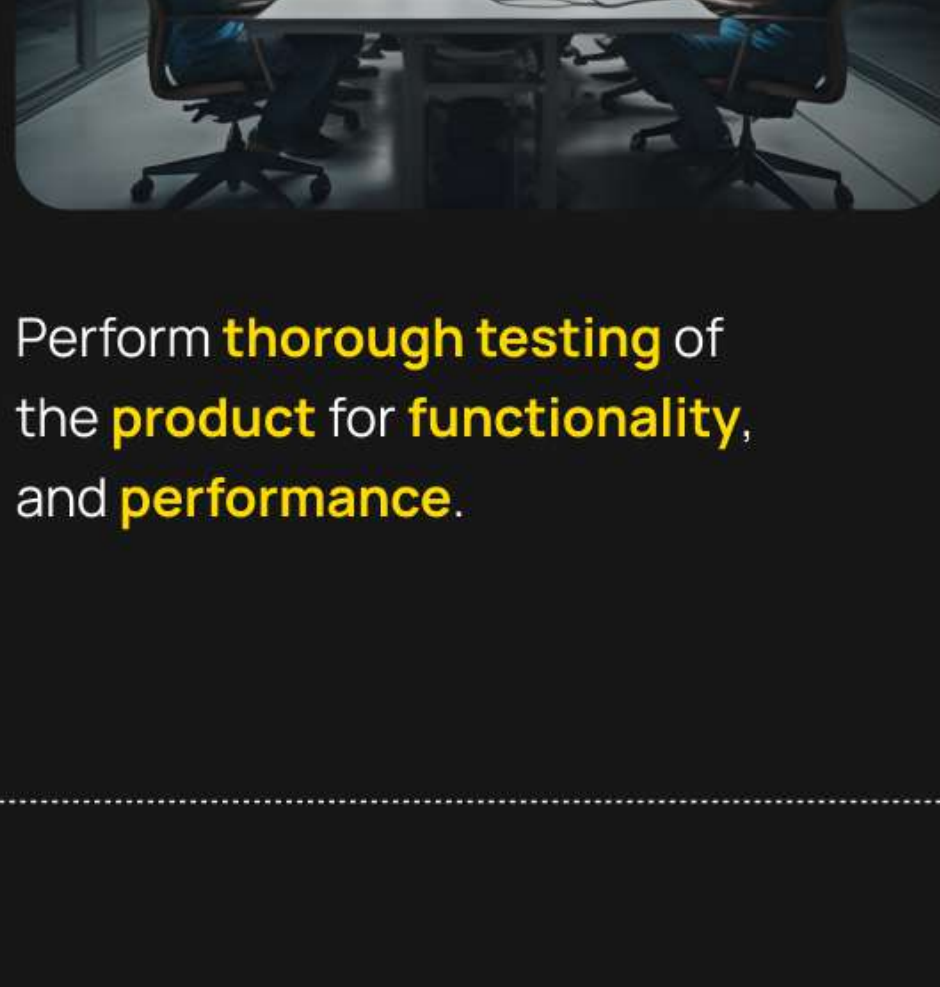
05 Deliver



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

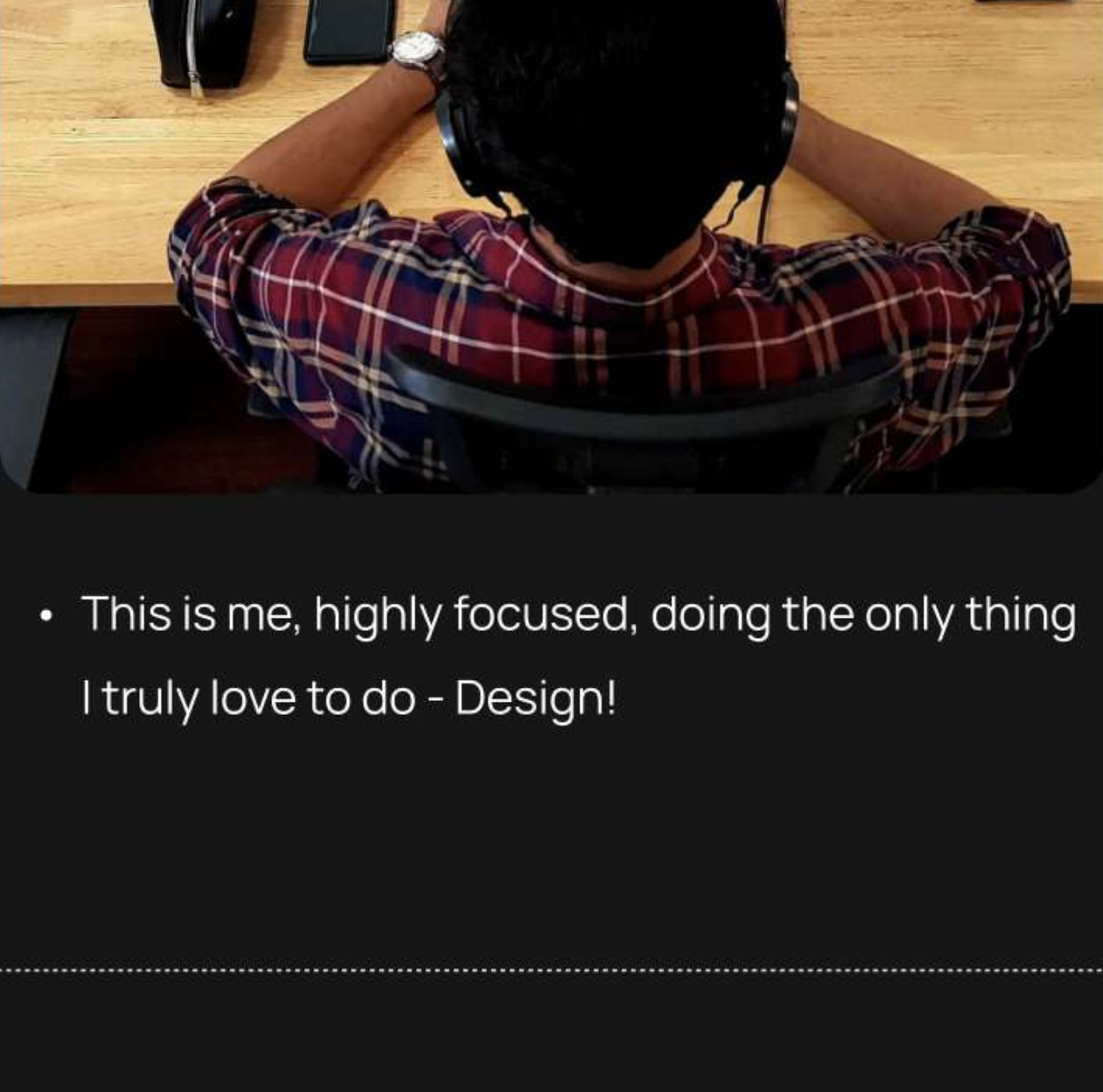
Designing a seamless and engaging digital experience for Crossbeats presents several challenges that require careful consideration.

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

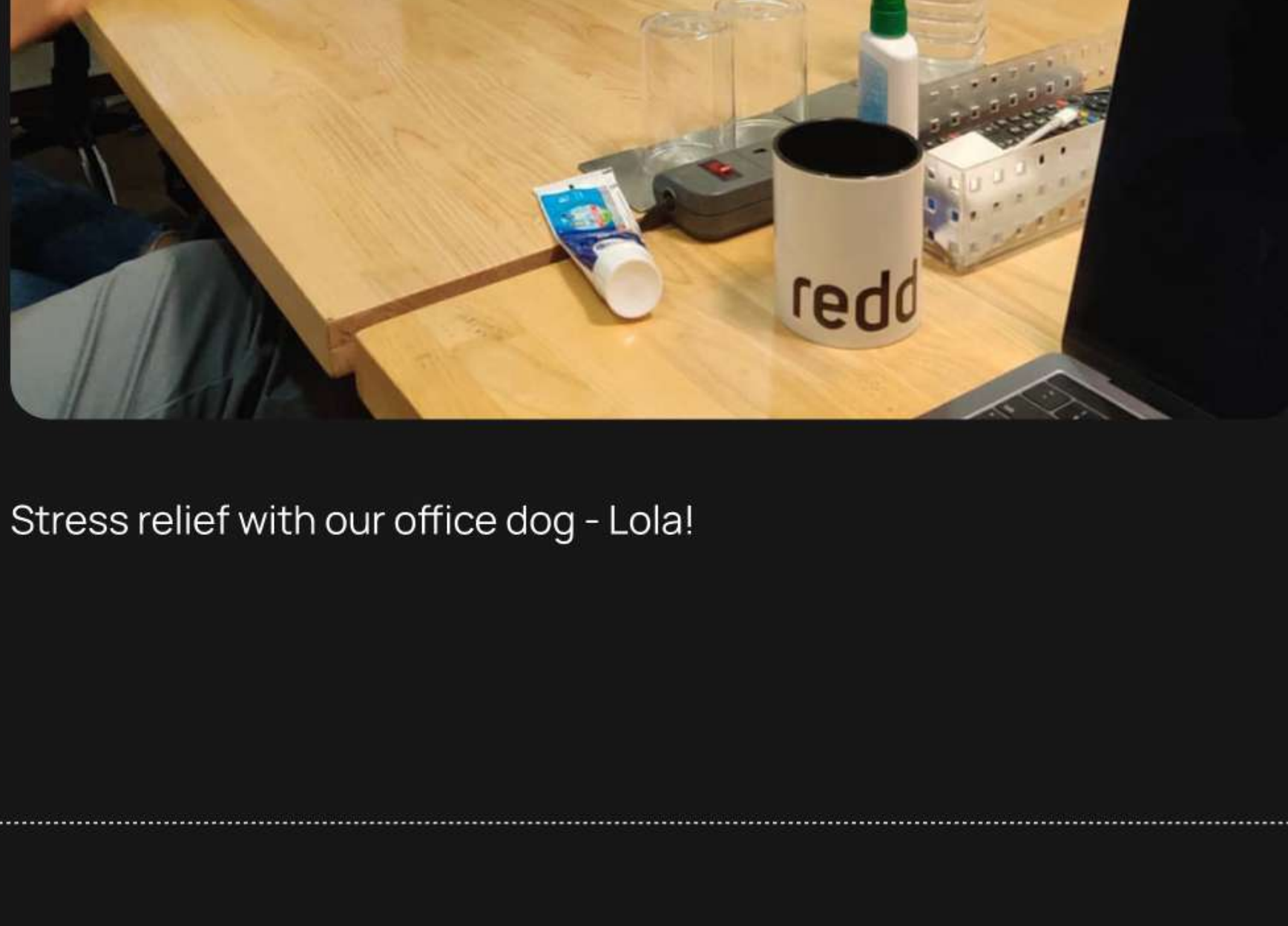
Maintaining a cohesive brand language which is a mixture of **Beats** and **Bose**.



Few moments while building the product



• This is me, highly focused, doing the only thing I truly love to do - Design!



Stress relief with our office dog - Lola!

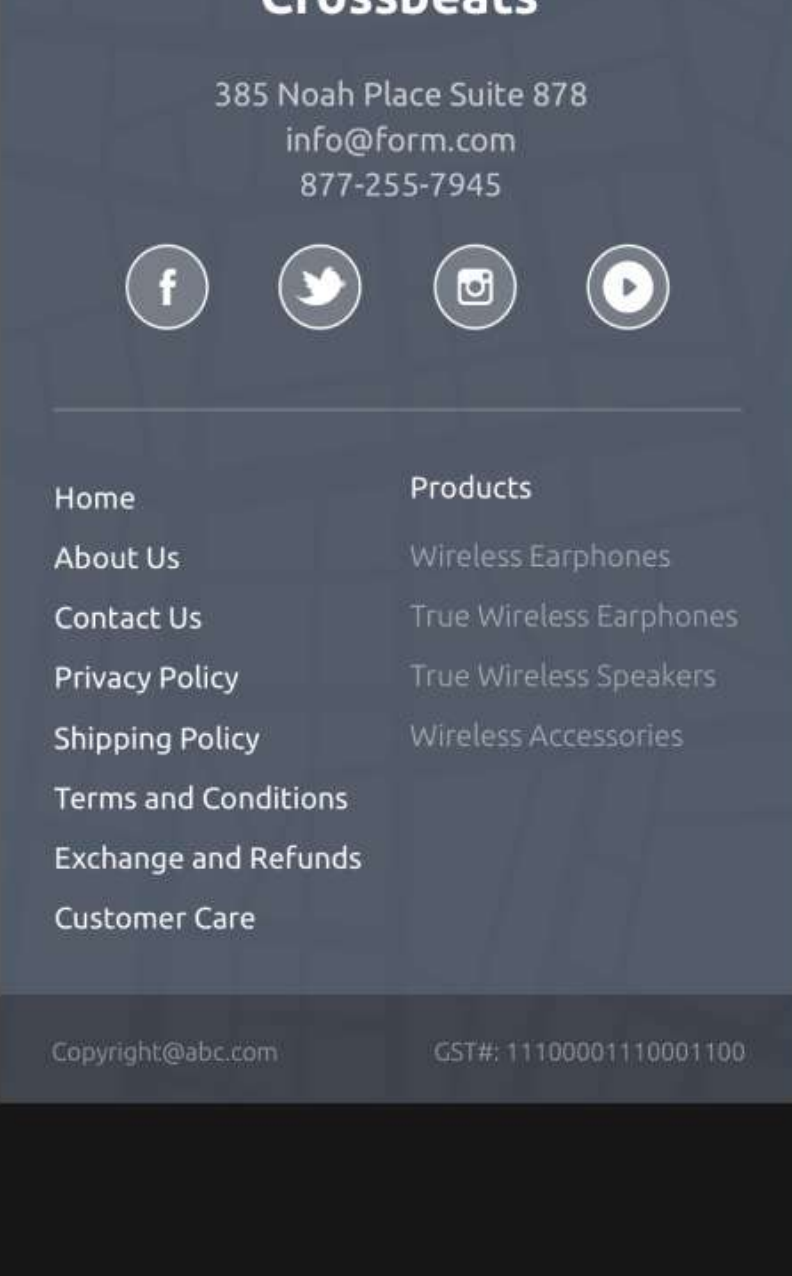
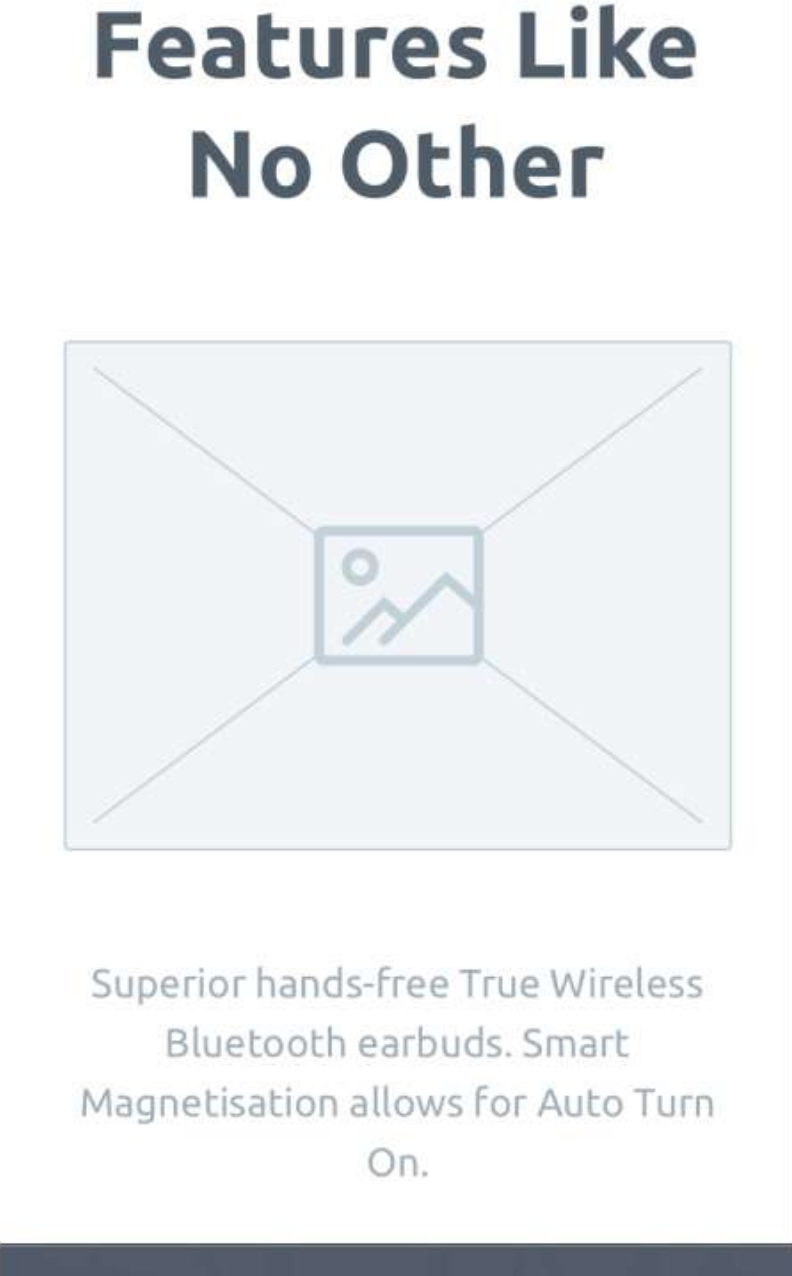
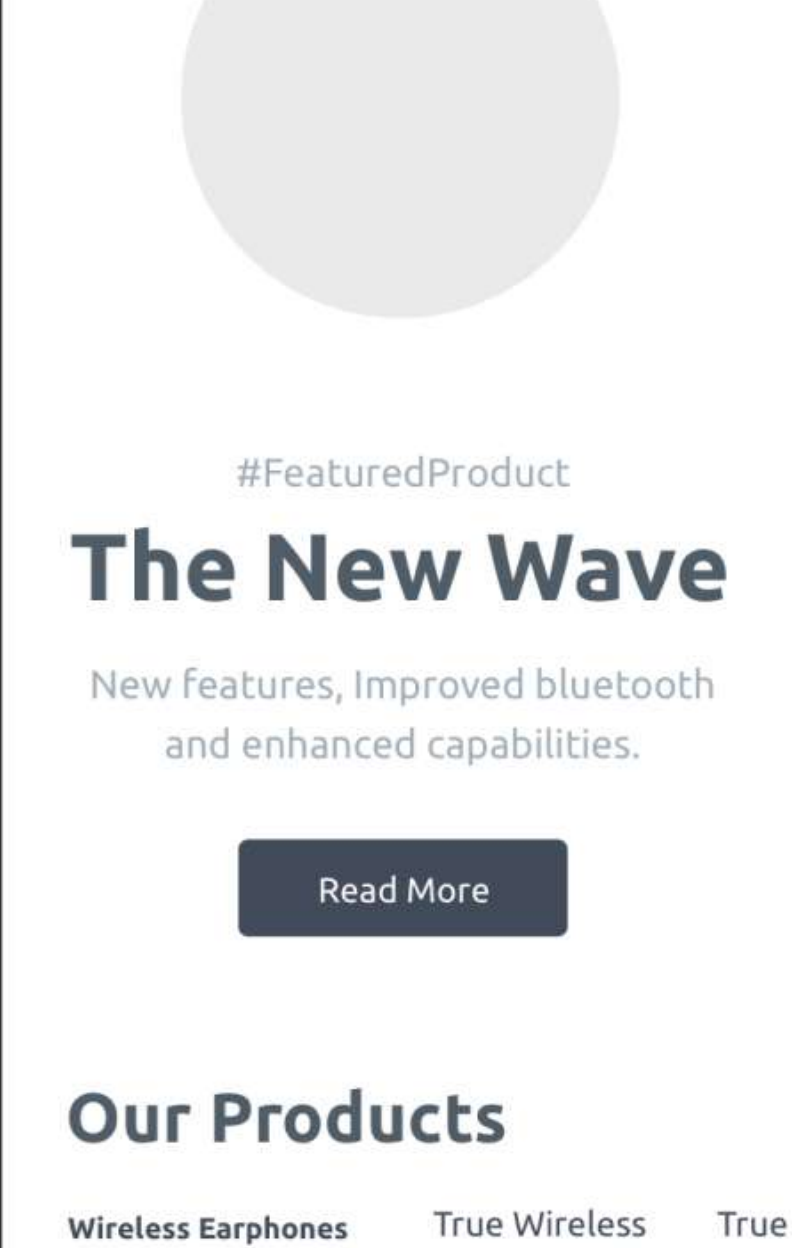
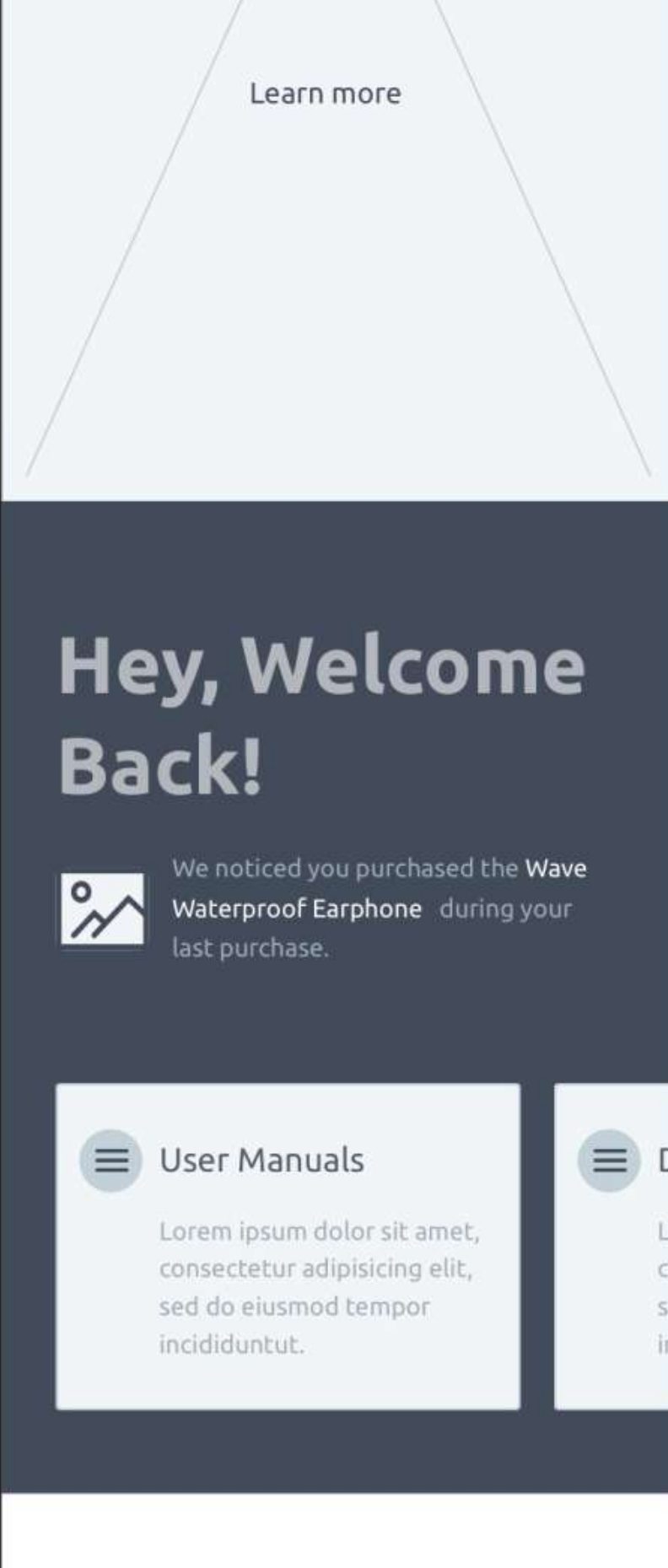


Wireframes

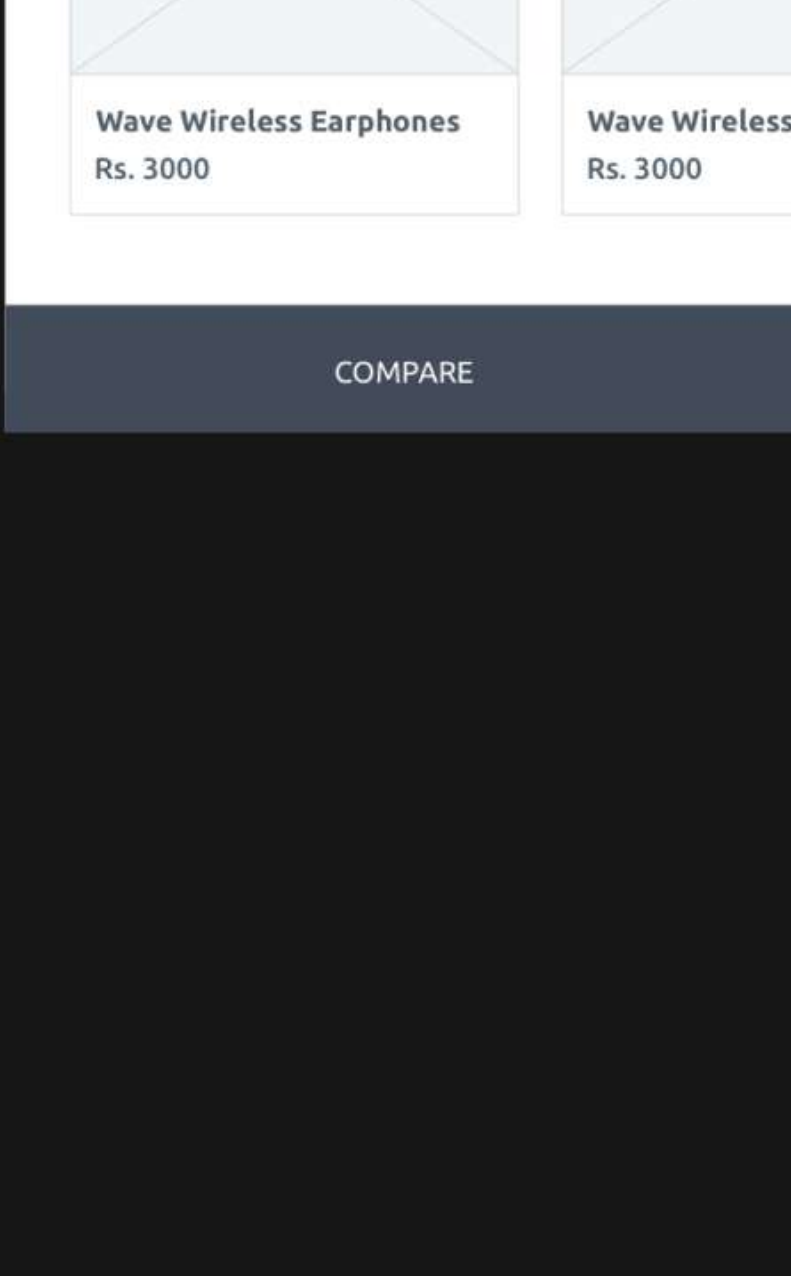
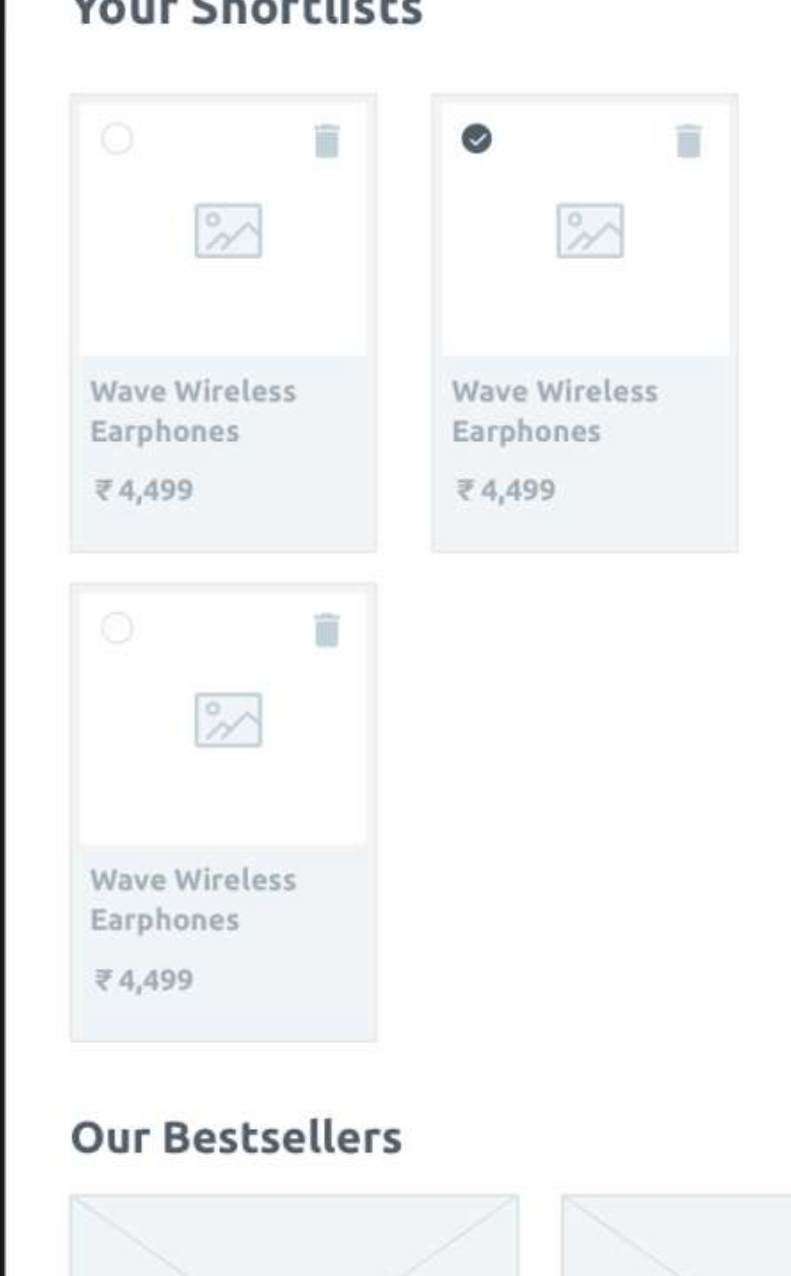
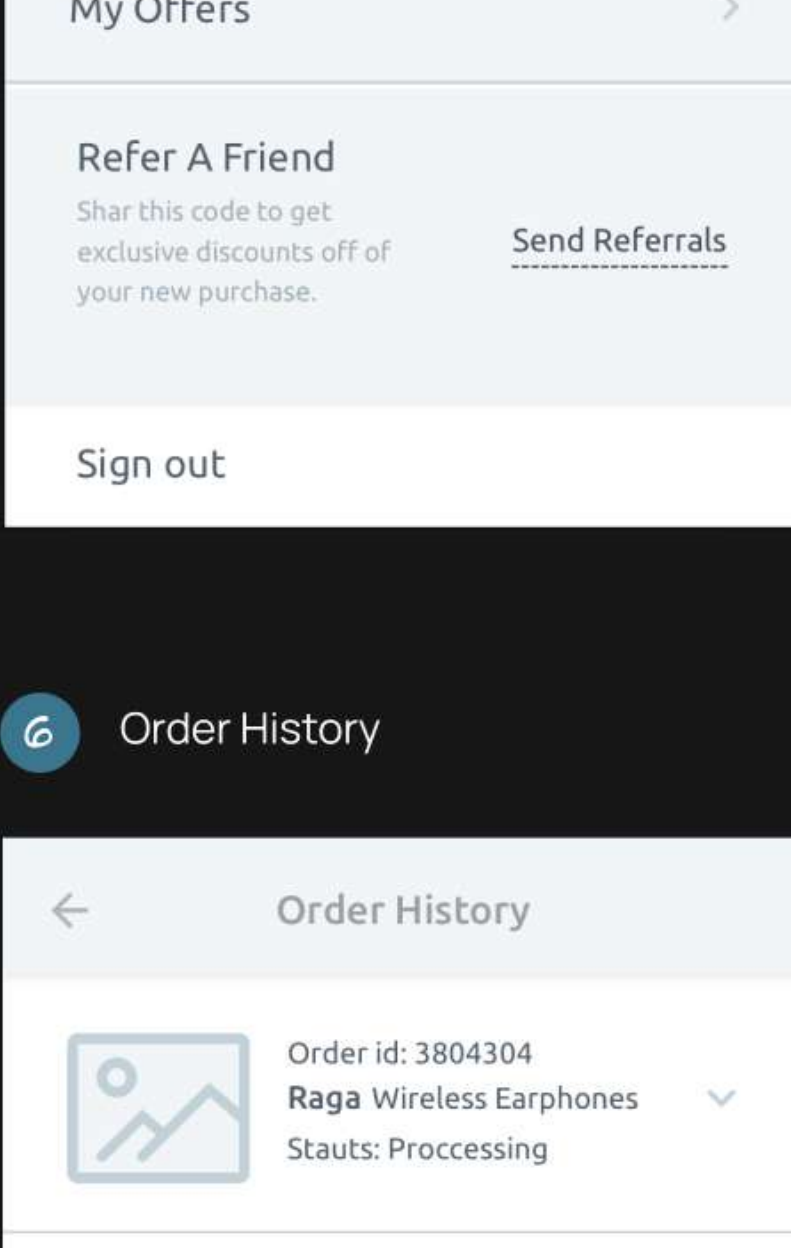
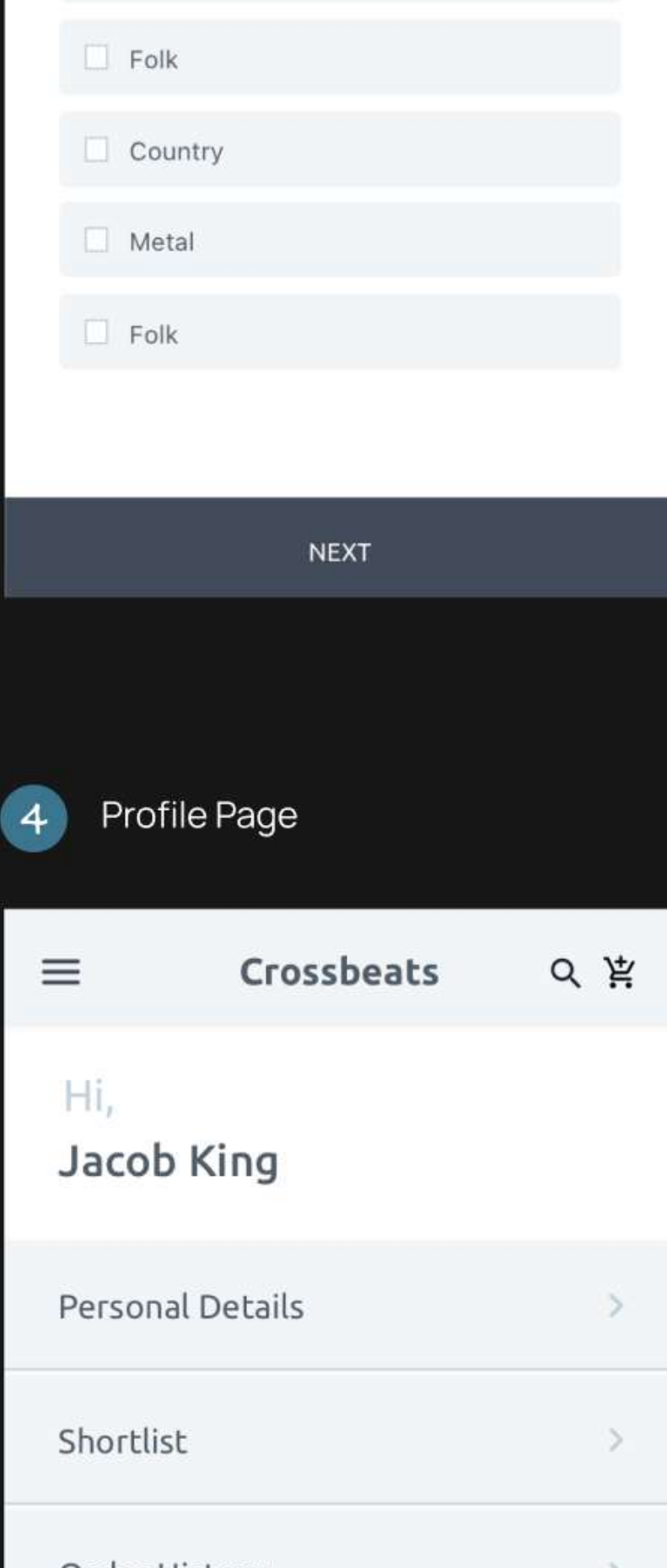
Starting with a mobile design addresses design challenges early in the process is more cost-effective.

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

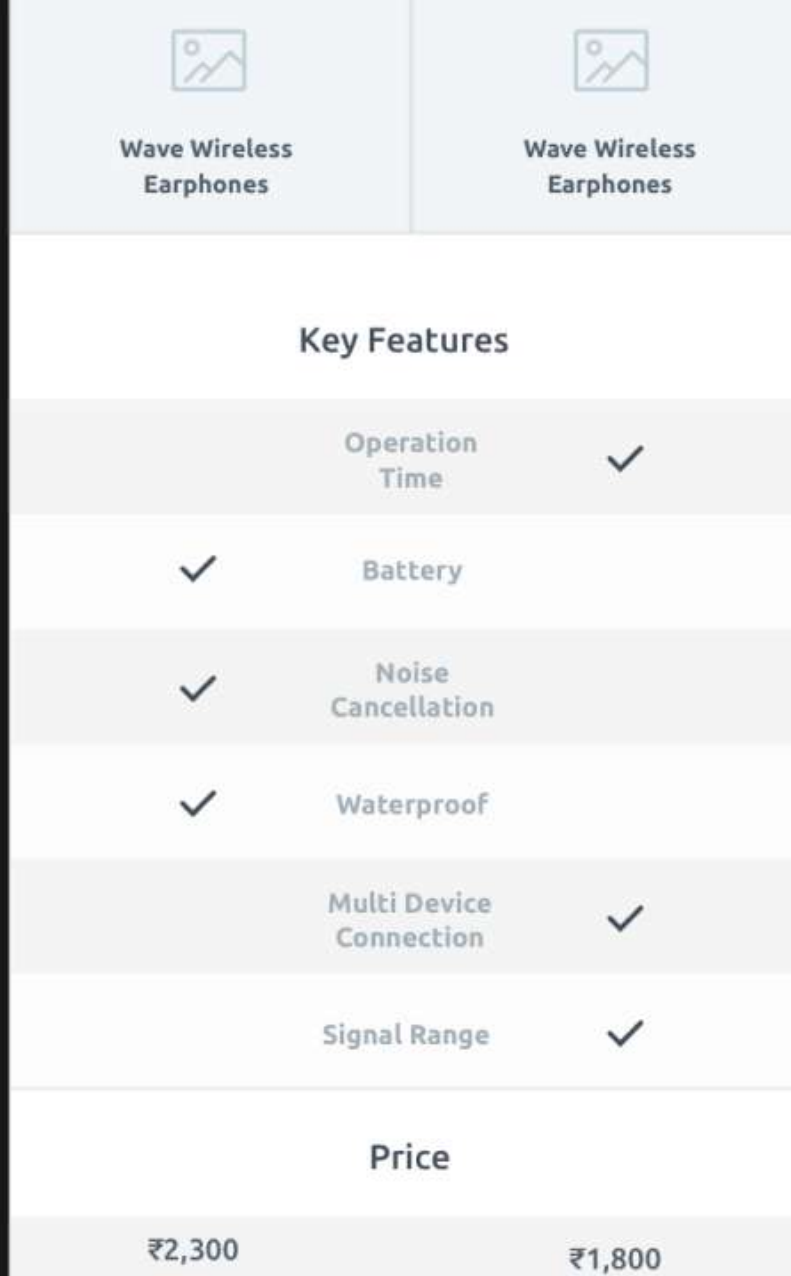
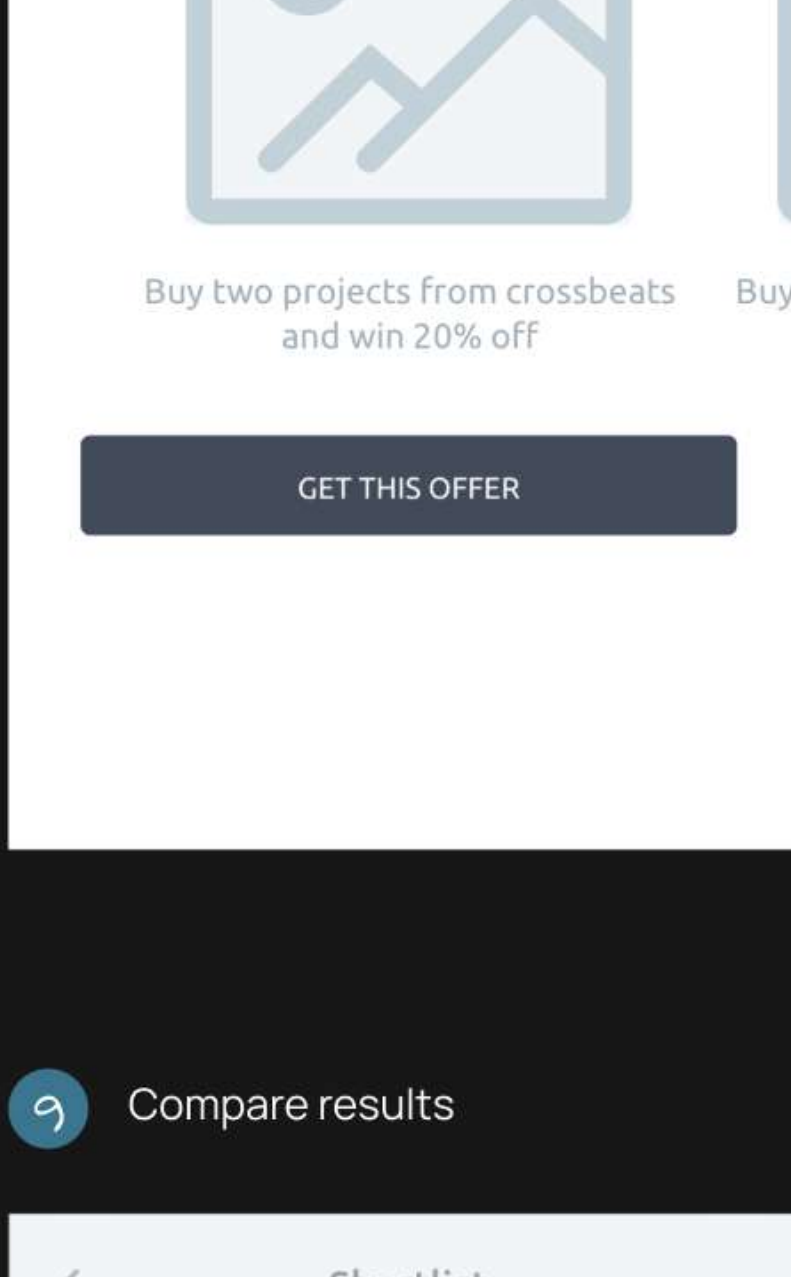
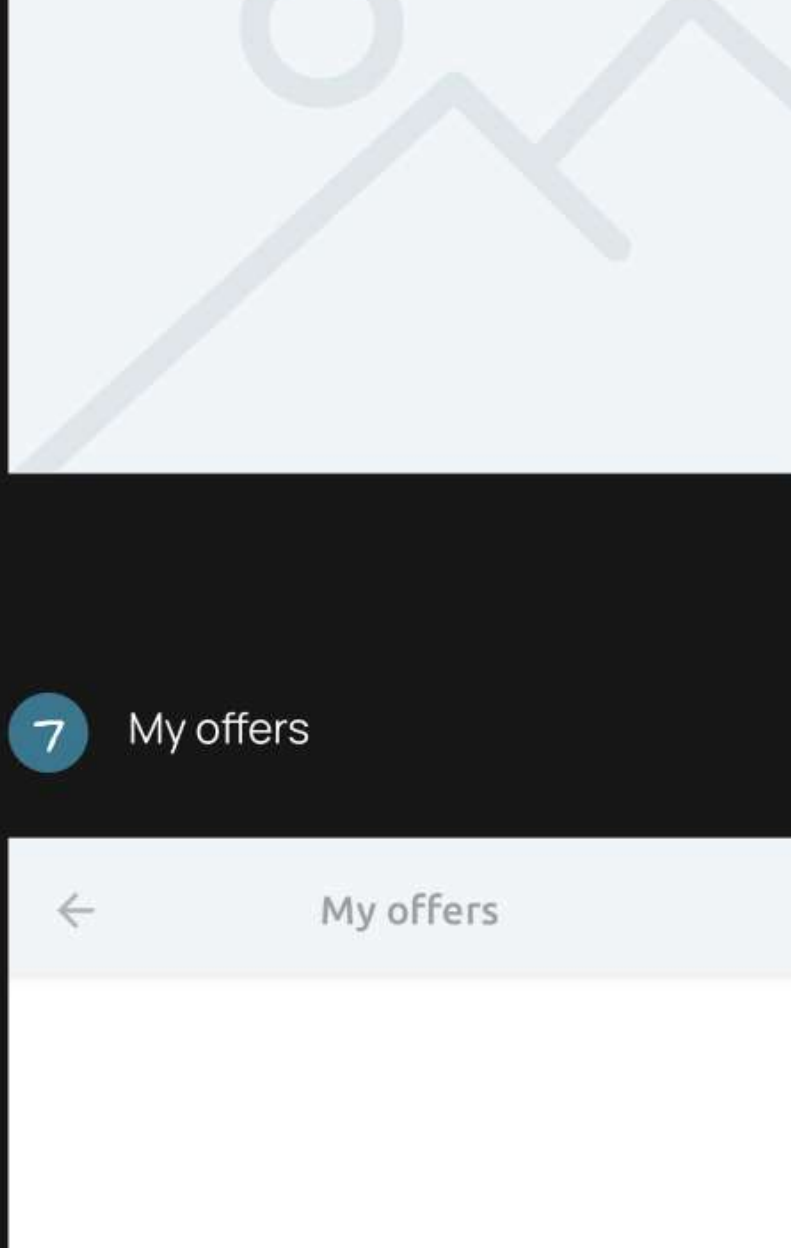
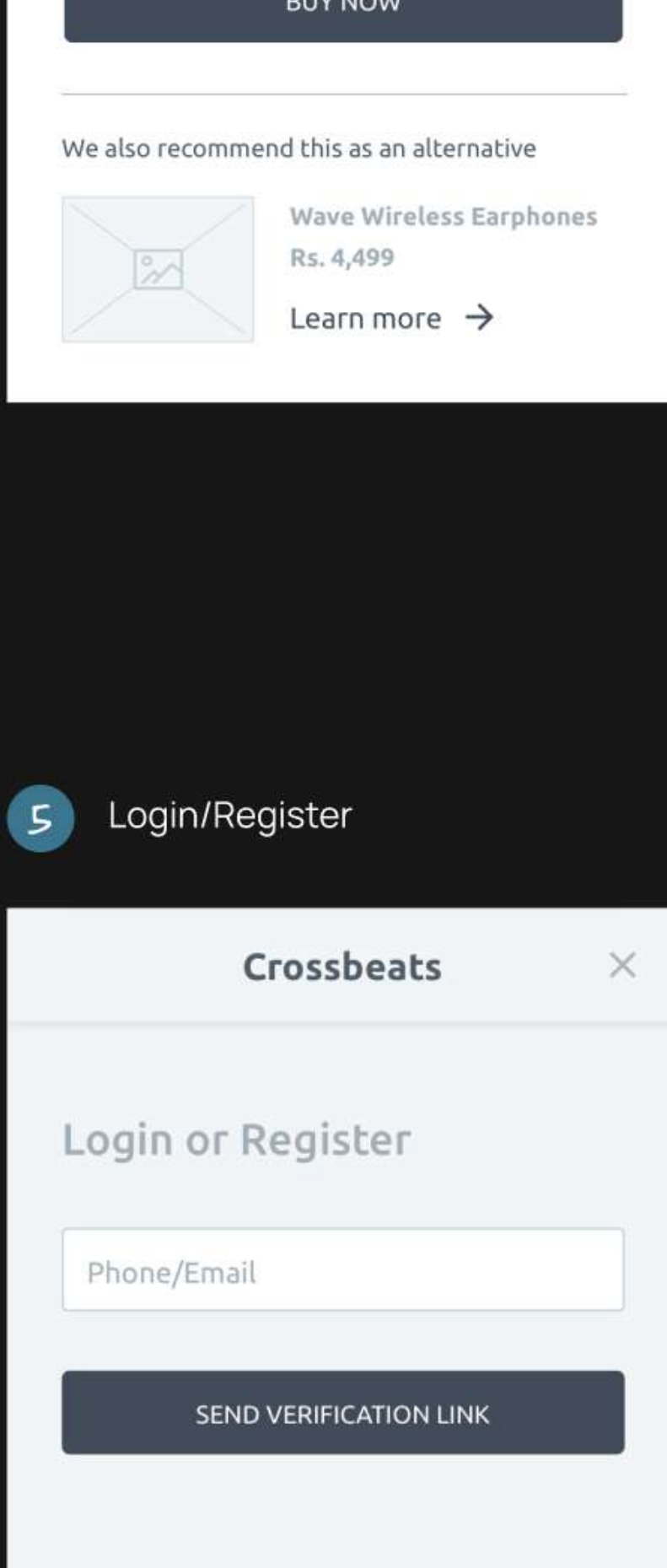
1 Homescreen



2 Find your perfect headset



3 Find your perfect headset - Result



Colours

buttons

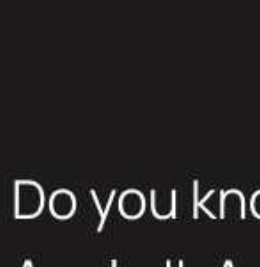


poppy orange
rgb(254, 80, 12)
hex(FF, 50, 0C)
#FF500C

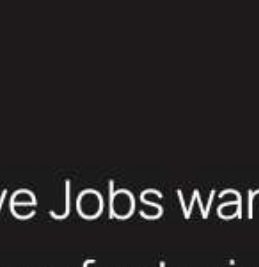


light grey
rgb(191, 191, 191)
hex(D, D, D)
#D9D9D9

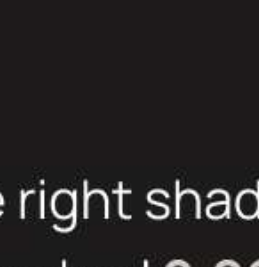
typography



solid grey
rgb(55, 52, 52)
hex(37, 34, 34)
#373434



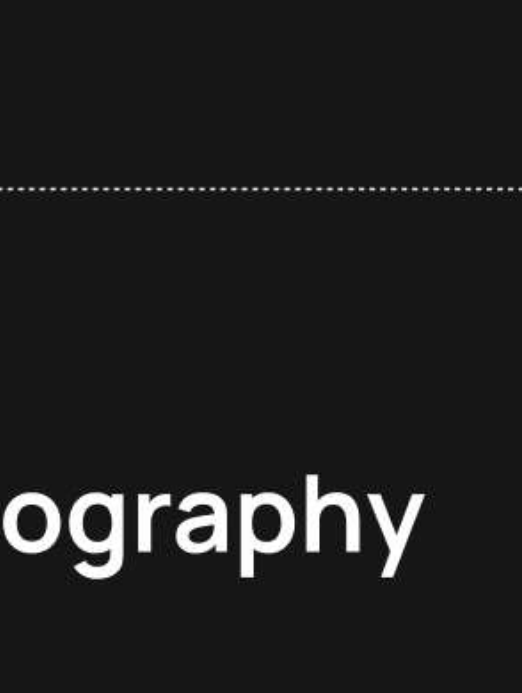
light grey 2
rgb(103, 103, 103)
hex(67, 67, 67)
#676767



baby grey
rgb(216, 216, 216)
hex(D8, D8, D8)
#D8D8D8



Design Insights



Do 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 it 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 tweak more, and came up with a vibrant orange.



Typography

Barlow was used entirely in Crossbeats platform.

It is bold and an edgy font that will highlight the active brand language of Crossbeats.

Typeface - Barlow

Aa

Regular
Aa Bb Cc Dd Ee Ff 01 23

Bold
Aa Bb Cc Dd Ee Ff 01 23

Medium
Aa Bb Cc Dd Ee Ff 01 23

Bold Italic
Aa Bb Cc Dd Ee Ff 01 23

Semi Bold
Aa Bb Cc Dd Ee Ff 01 23

Black Italic
Aa Bb Cc Dd Ee Ff 01 23

DESKTOP

Heading 1

Font
Barlow

Weight
Black Italic

Size
48px

Line Height
72px

Heading 2

Font
Barlow

Weight
Bold Italic

Size
28px

Line Height
42px

Sub Heading

Font
Barlow

Weight
Medium

Size
28px

Line Height
42px

Heading 3

Font
Barlow

Weight
Bold

Size
16px

Line Height
24px

Button/Primary

Font
Barlow

Weight
Semi Bold

Size
16px

Line Height
24px

Normal text

Font
Barlow

Weight
Regular

Size
24px

Line Height
36px

Visual Design Plan

Prioritise seamless **integration of style and functionality** in visual components.

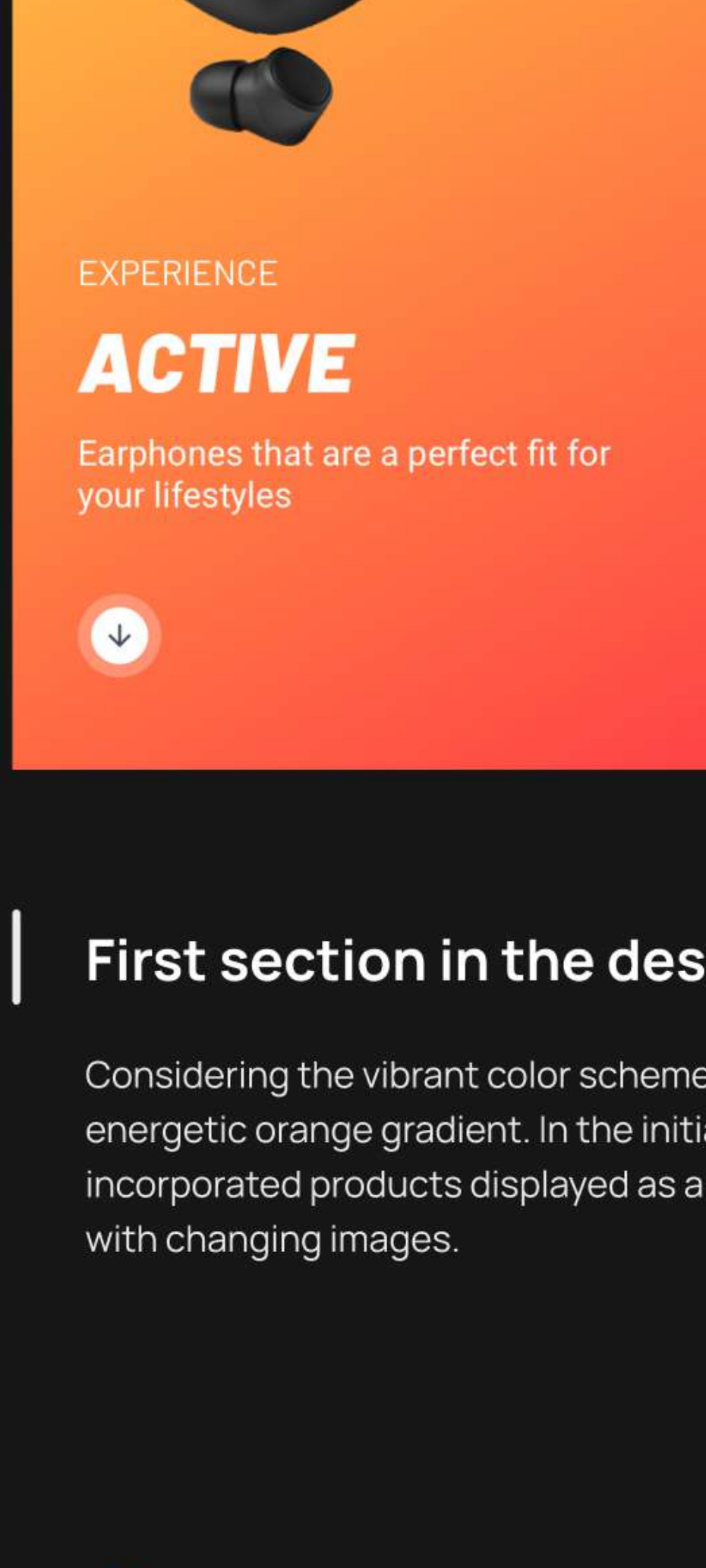
Aim for Crossbeats to **stand out in the competitive landscape of audio devices**.

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

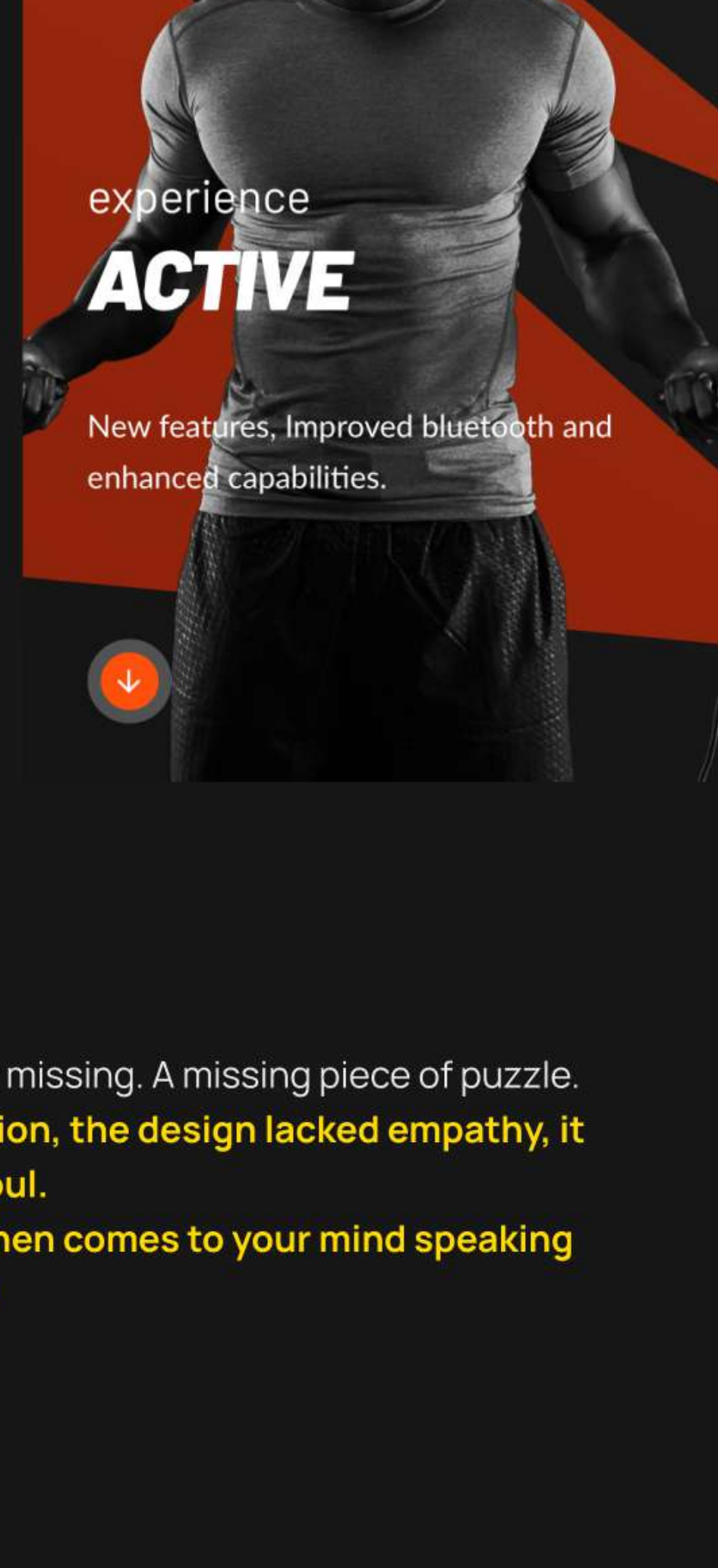
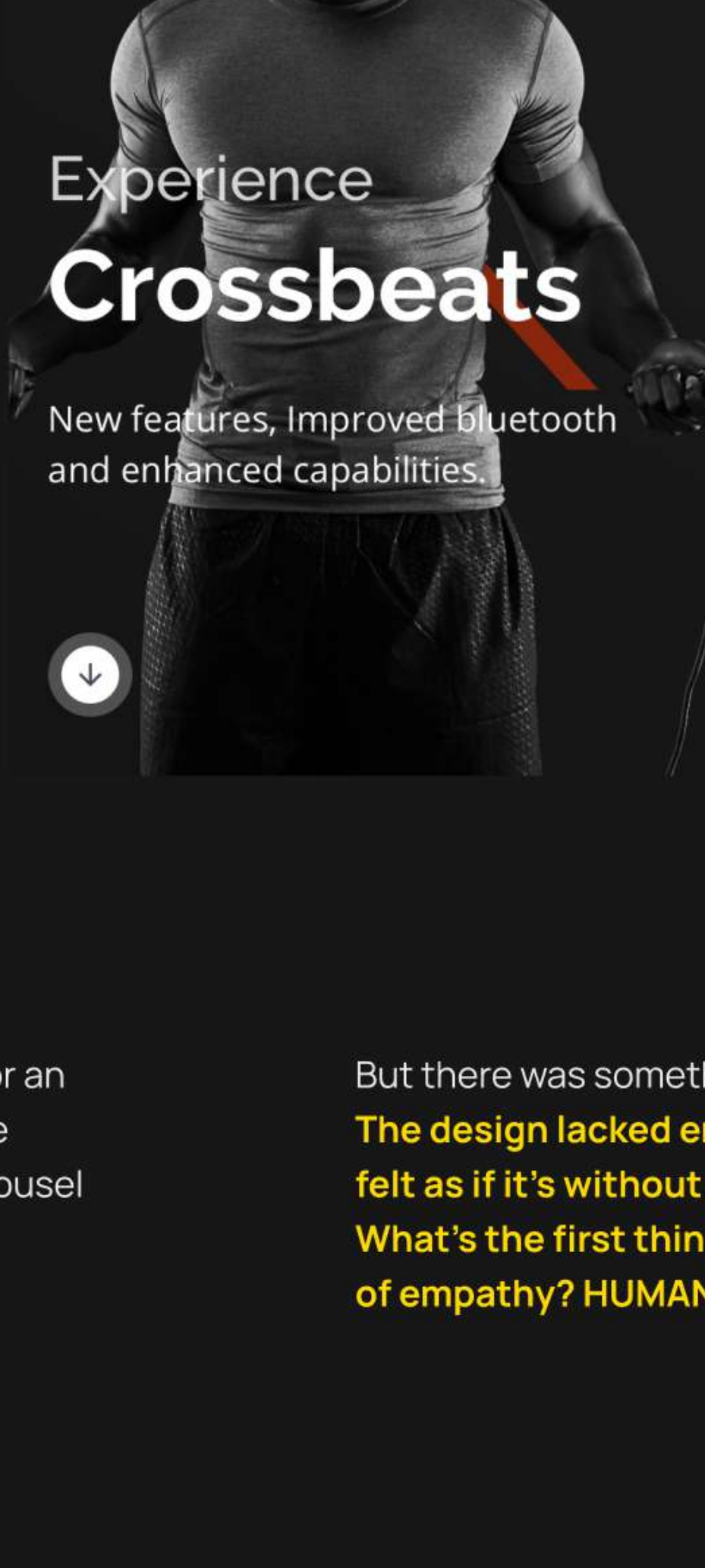
Utilise **gradient schemes, typography, imagery, and intuitive** navigation for a harmonious blend.

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

1 Homescreen - Version 1



Homescreen - Version 2



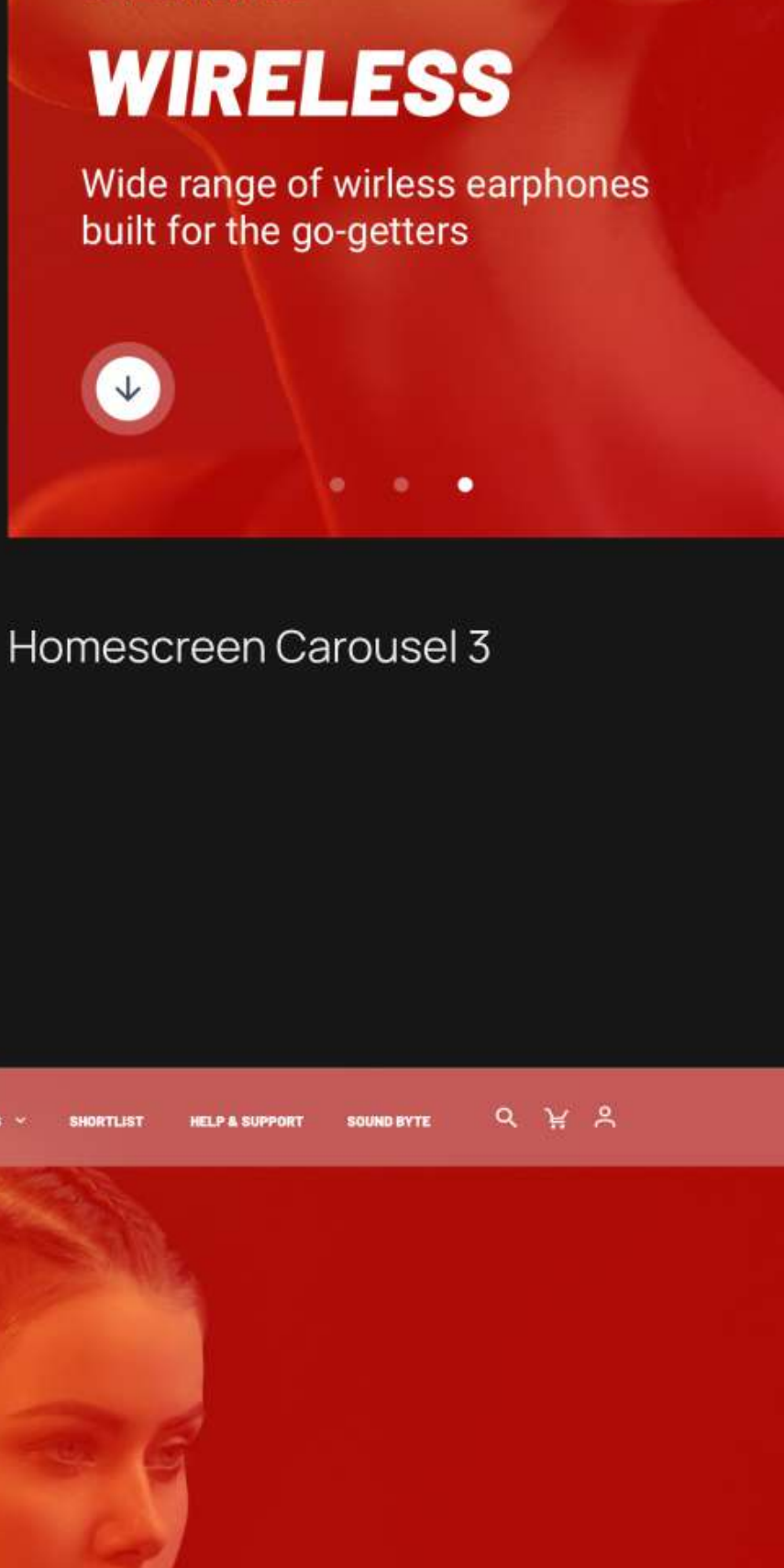
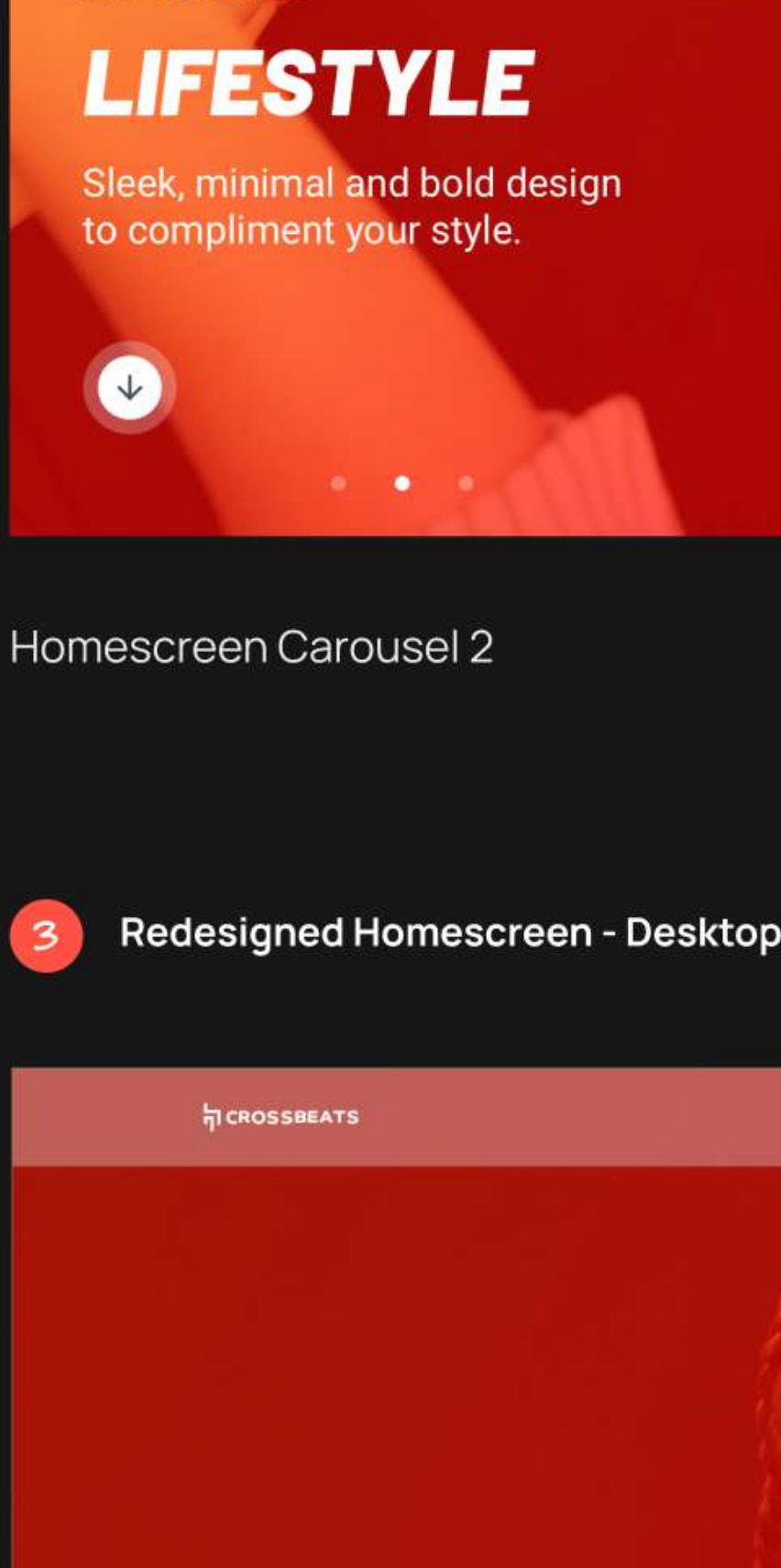
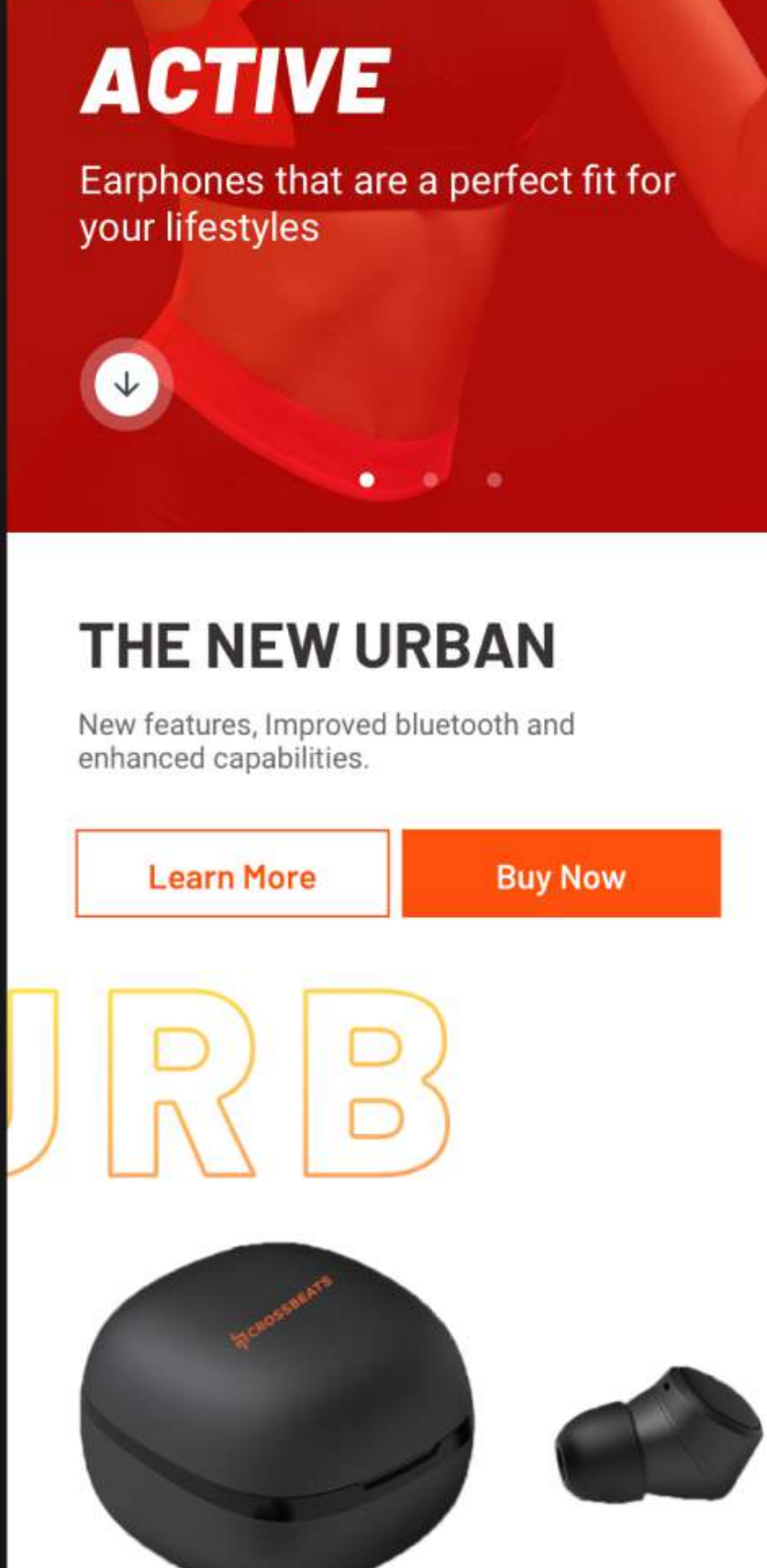
First section in the design

Considering the vibrant color scheme, we opted for an energetic orange gradient. In the initial section, 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? HUMANS!!

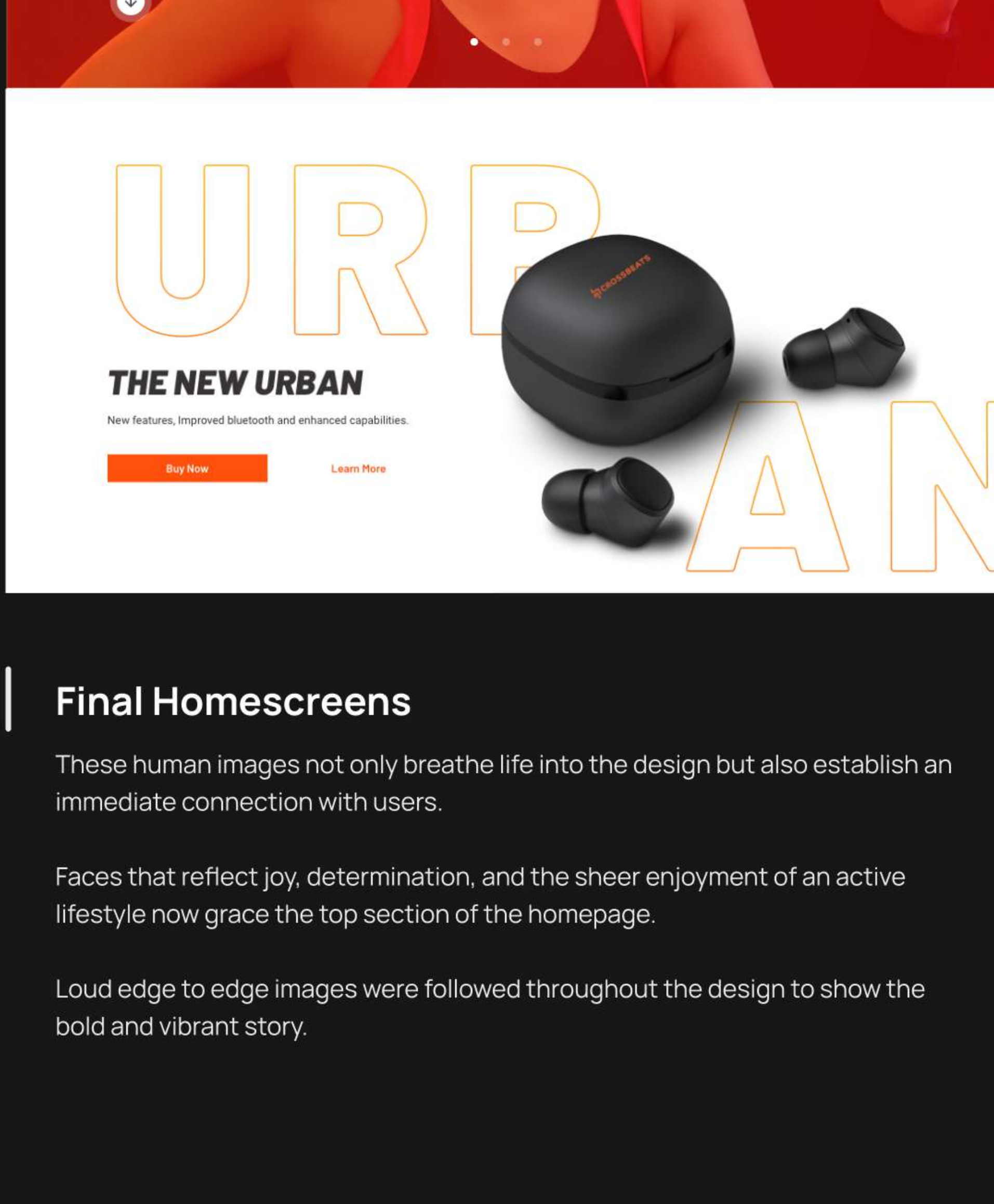
2 Final Homescreen - Mobile



Homescreen Carousel 2

Homescreen Carousel 3

3 Redesigned Homescreen - Desktop



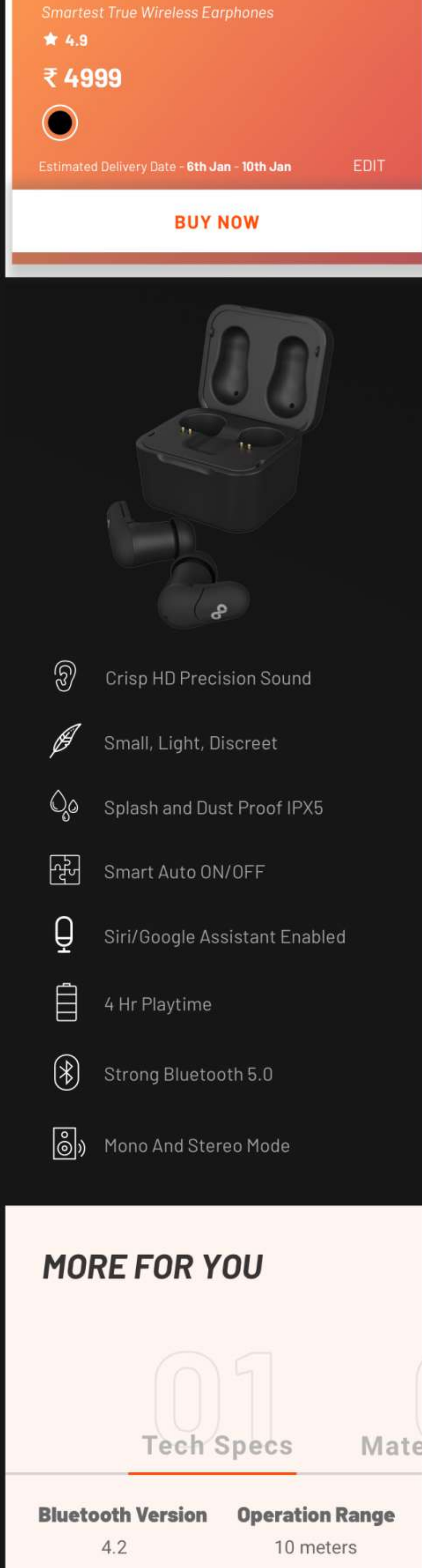
Final Homescreens

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

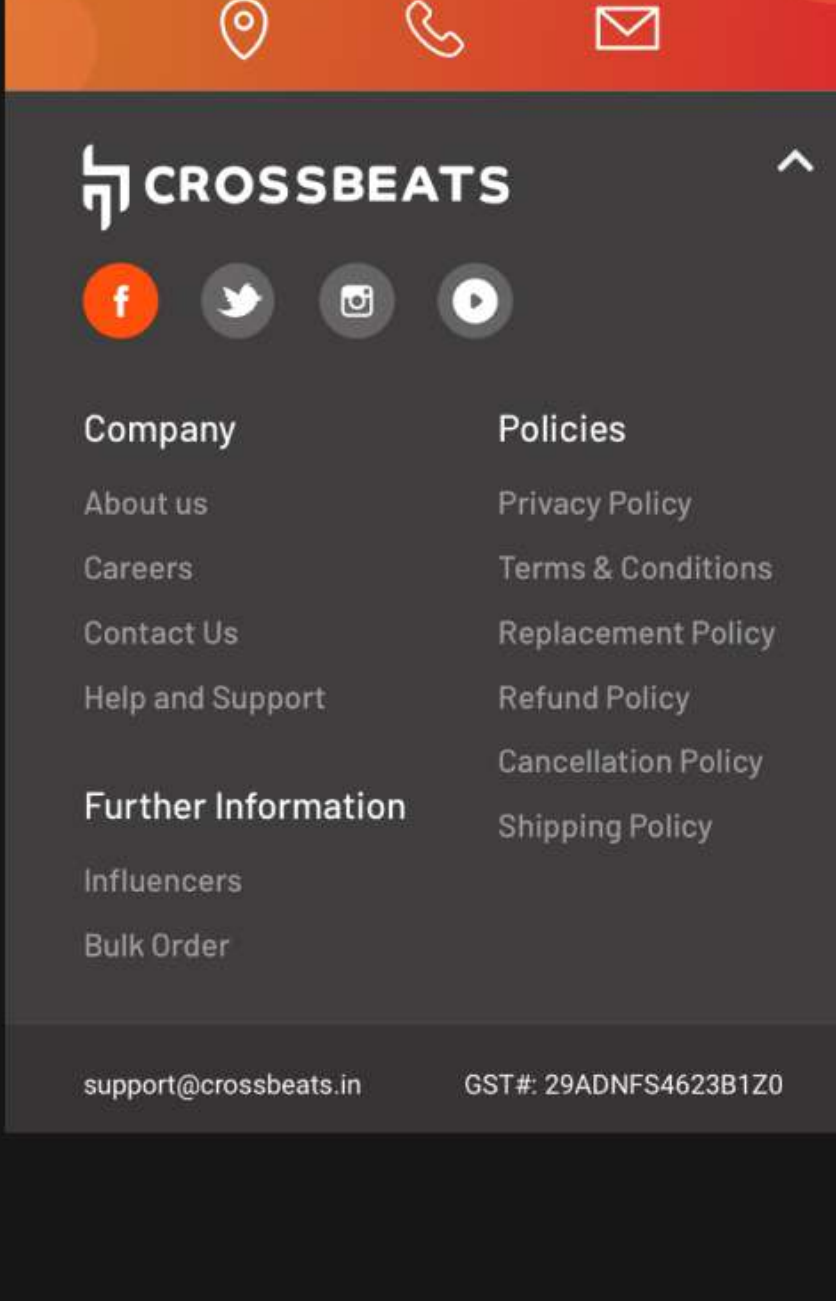
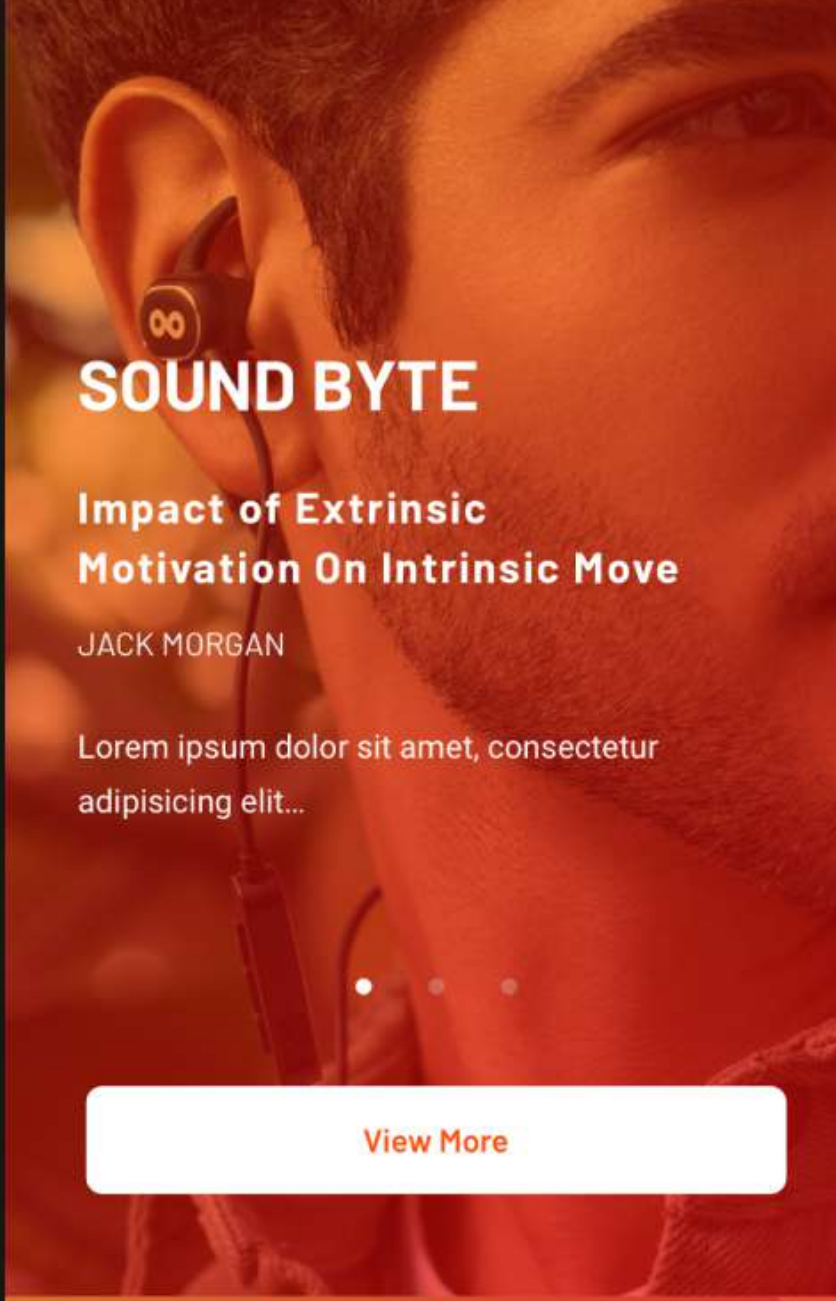
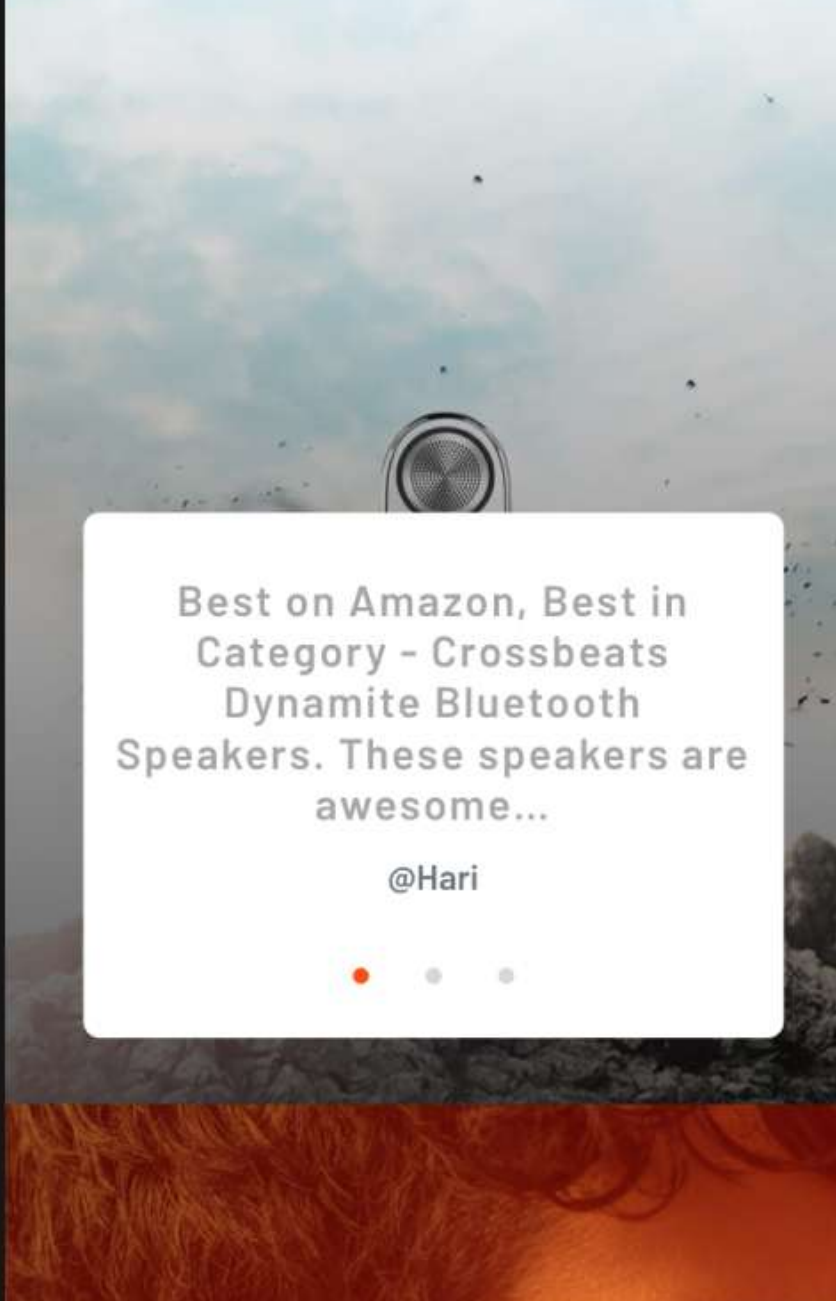
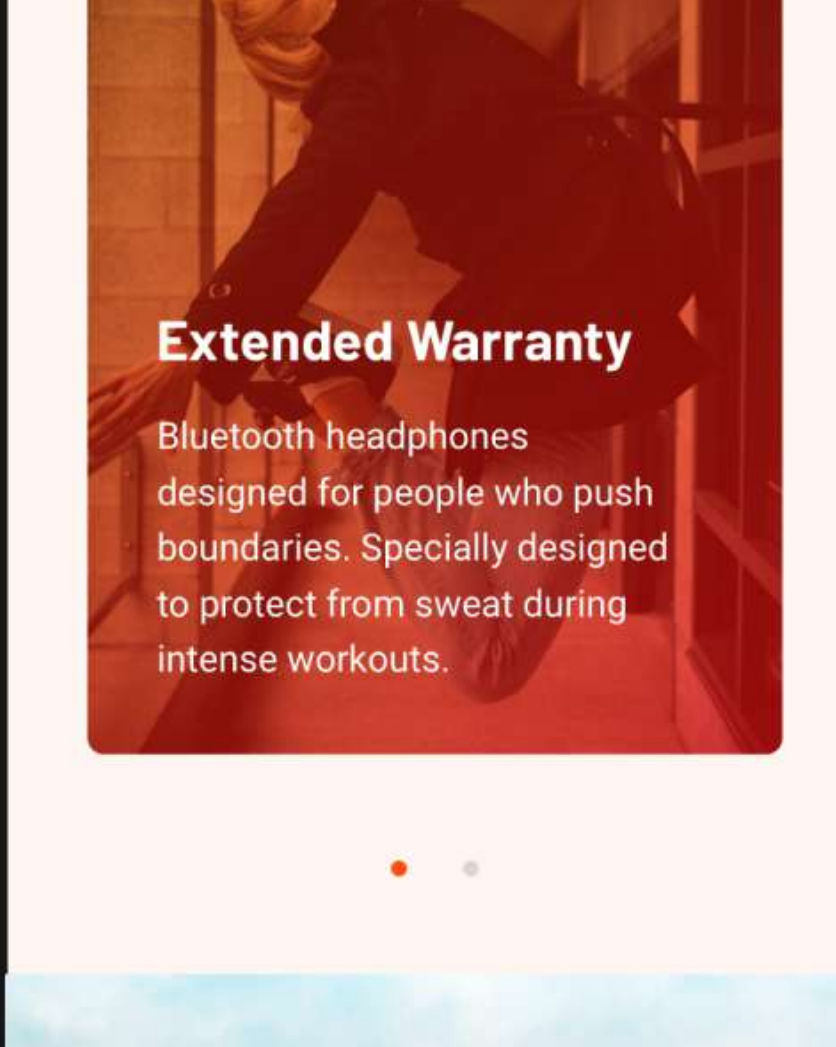
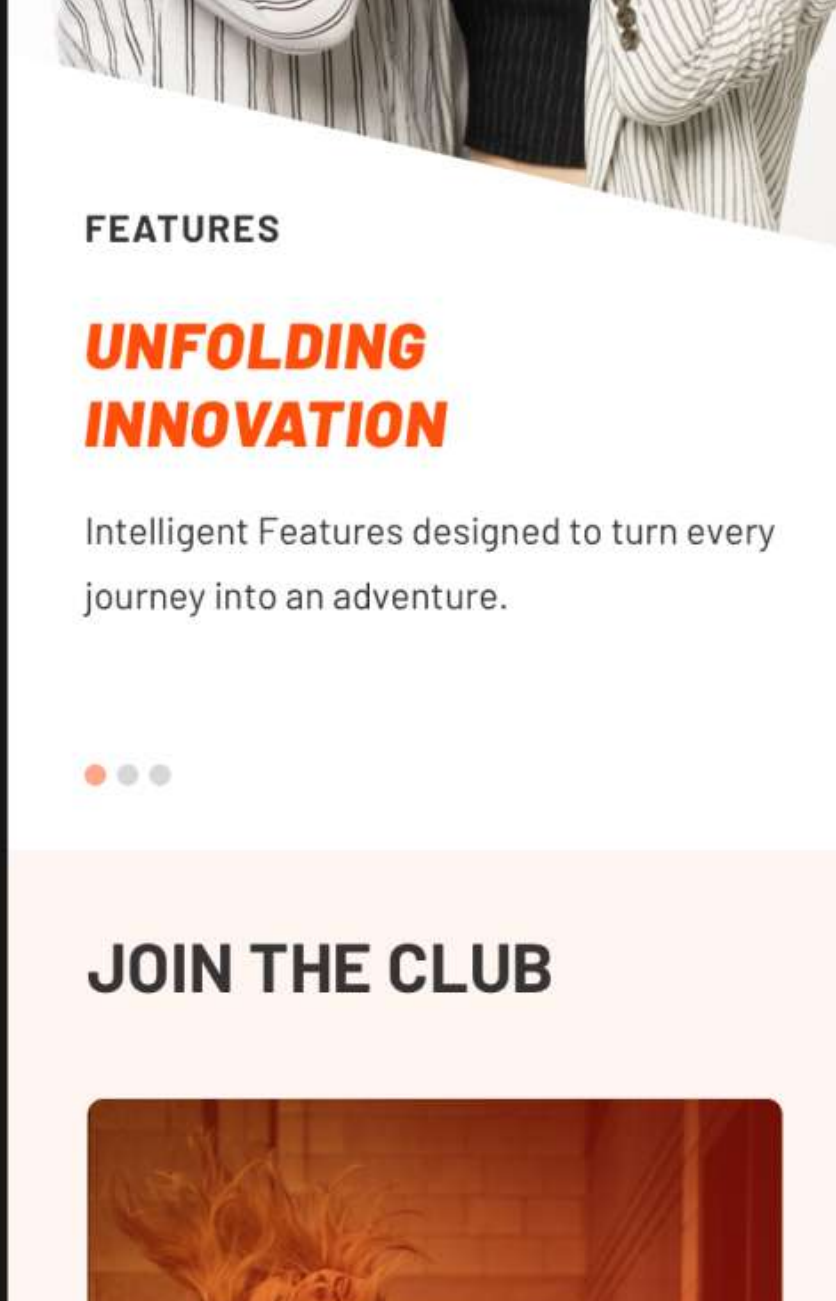
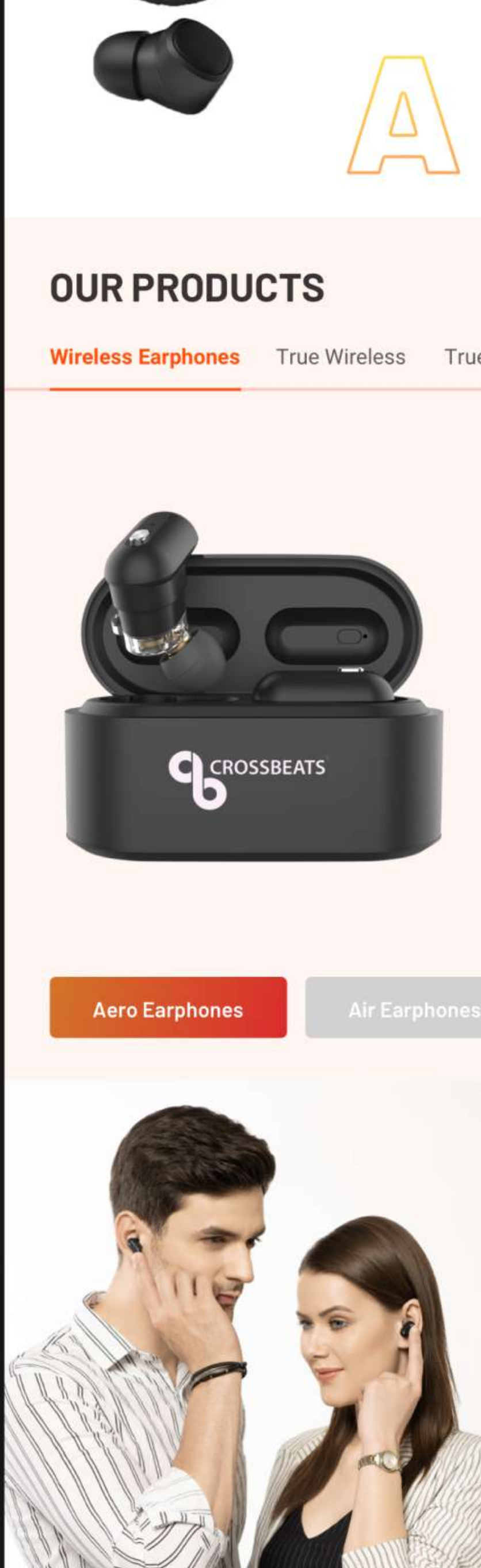
Faces that reflect joy, determination, and the sheer enjoyment of an active lifestyle now grace the top section of the homepage.

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

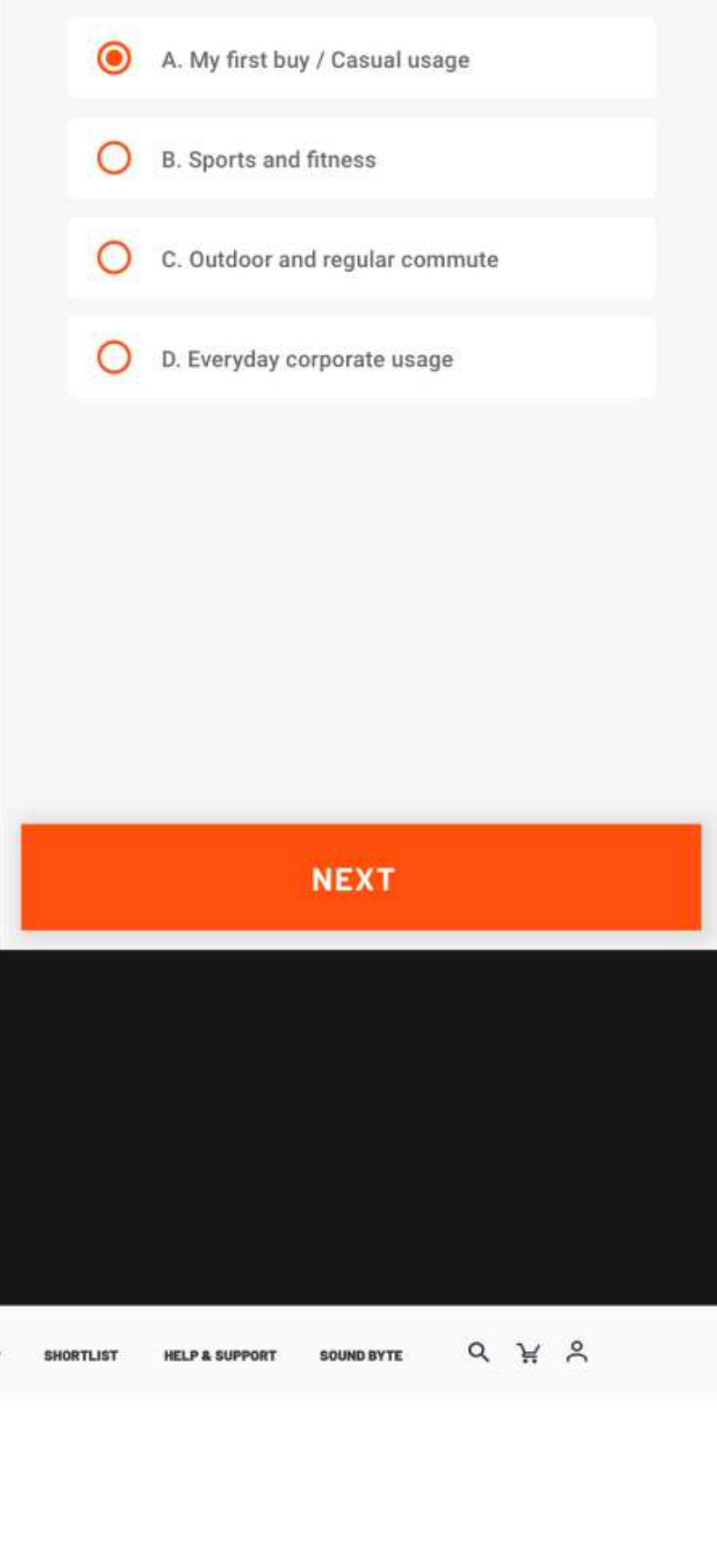
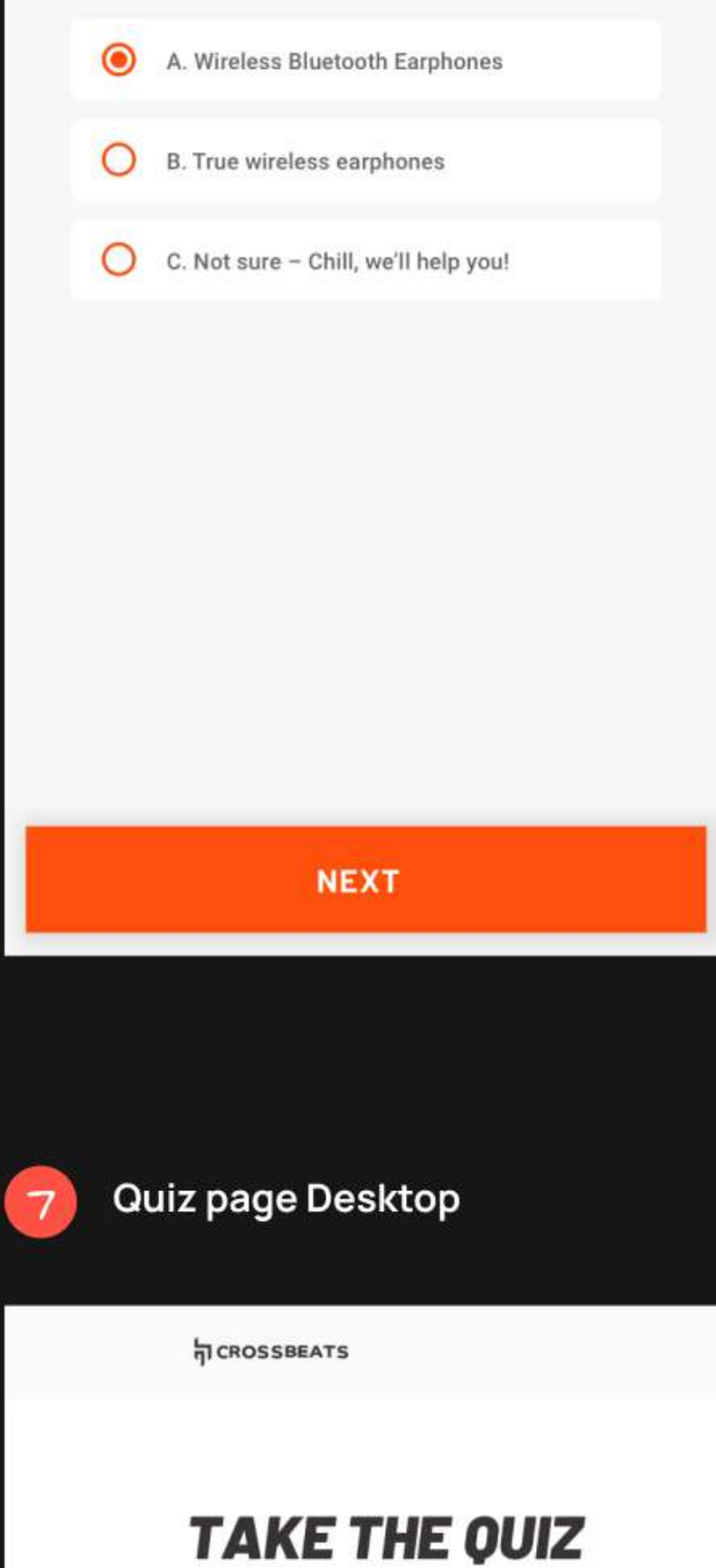
4 Product Details Page - Air TWS



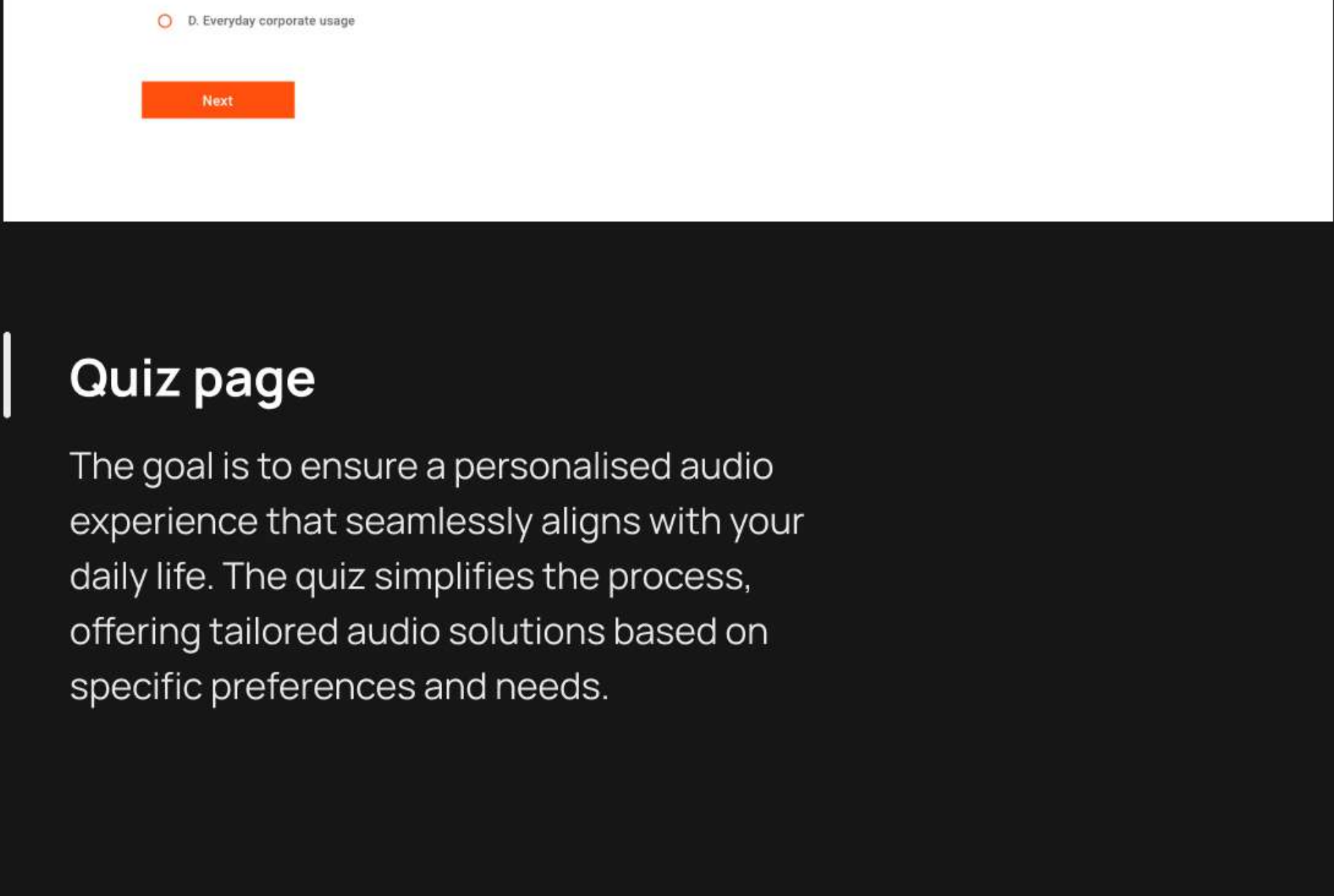
5 Product Details Page - Dynamite Duo



6 Quiz page Mobile



7 Quiz page Desktop



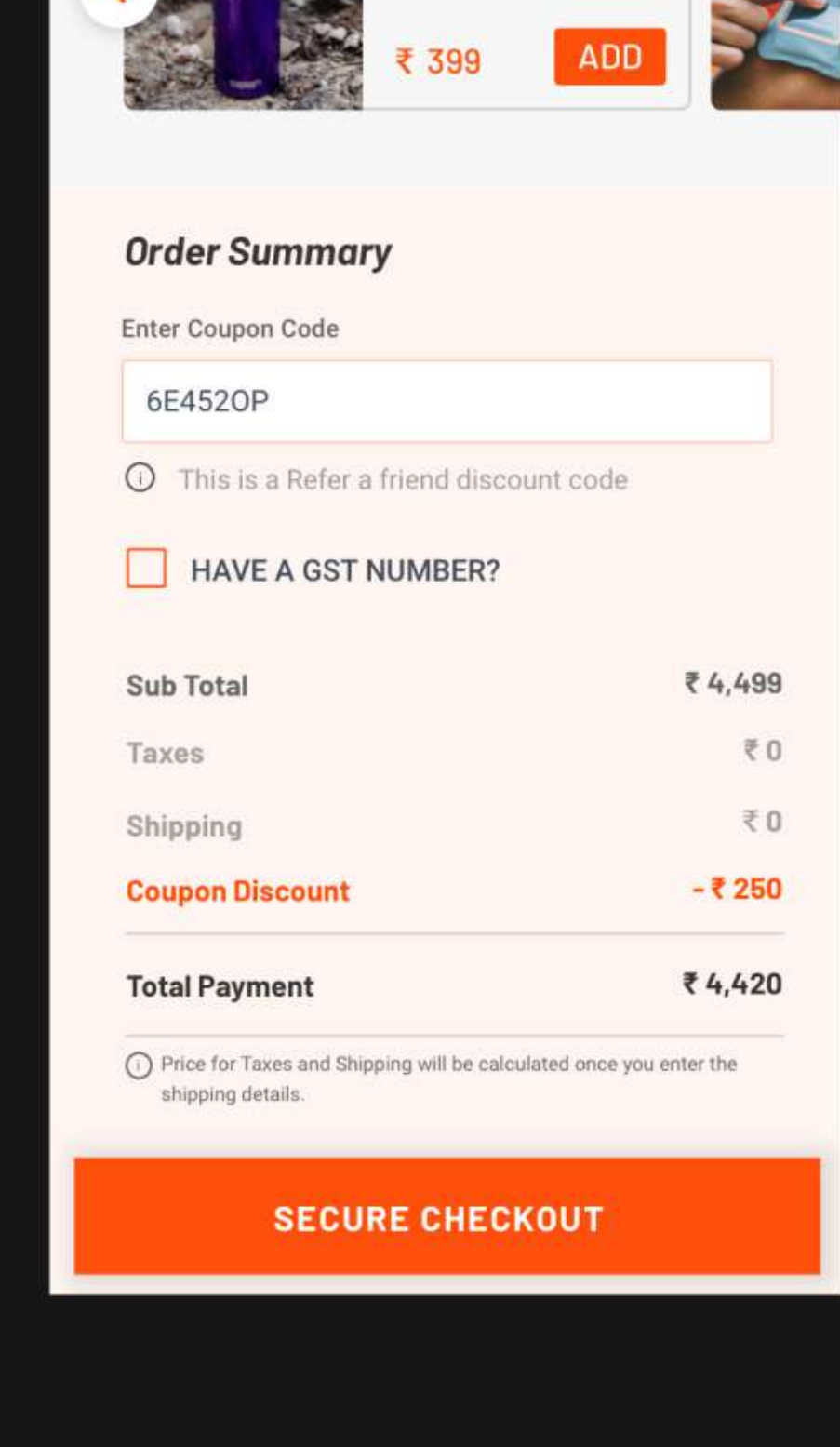
Quiz page

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

8 Hamburger menu - Mobile



9 Checkout



Checkout

Proceed through the checkout process to finalise 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.