





# Visual Design Plan

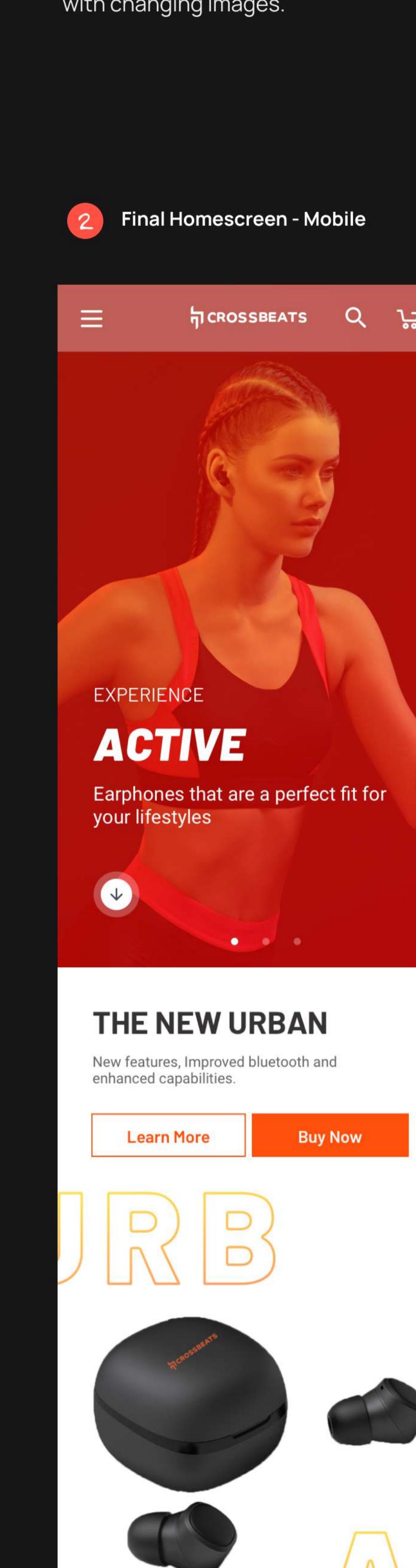
Address challenges of **maintaining simplicity and vibrance** while showcasing **cutting-edge features**.

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

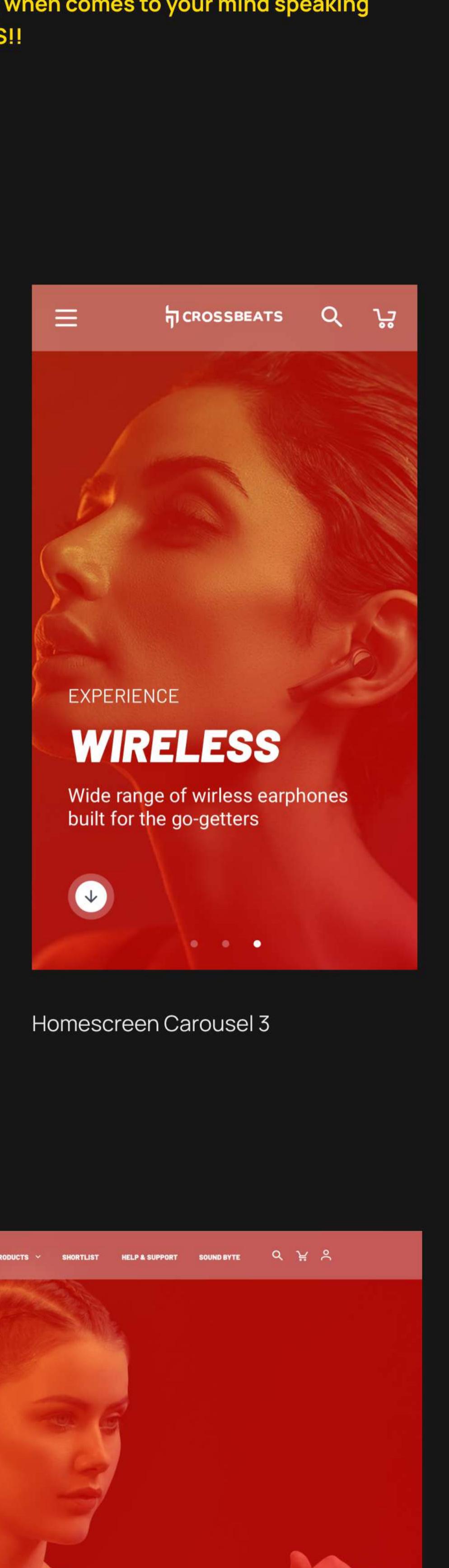
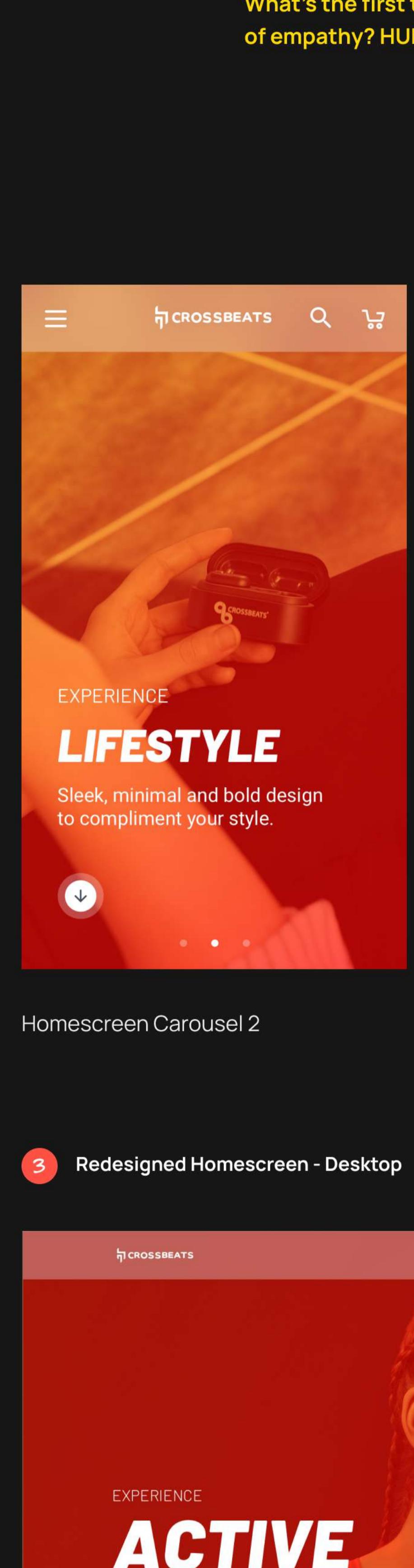
Ensuring that each visual component serves a purpose in **enhancing user engagement.**

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

① Homescreen - Version 1



Homescreen - Version 2

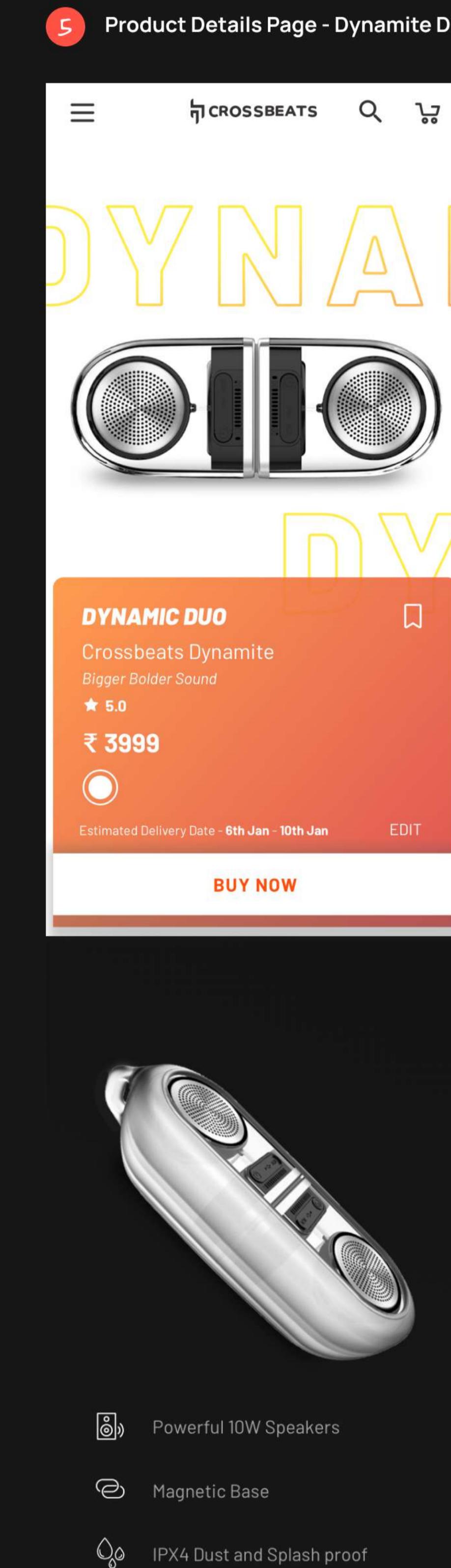
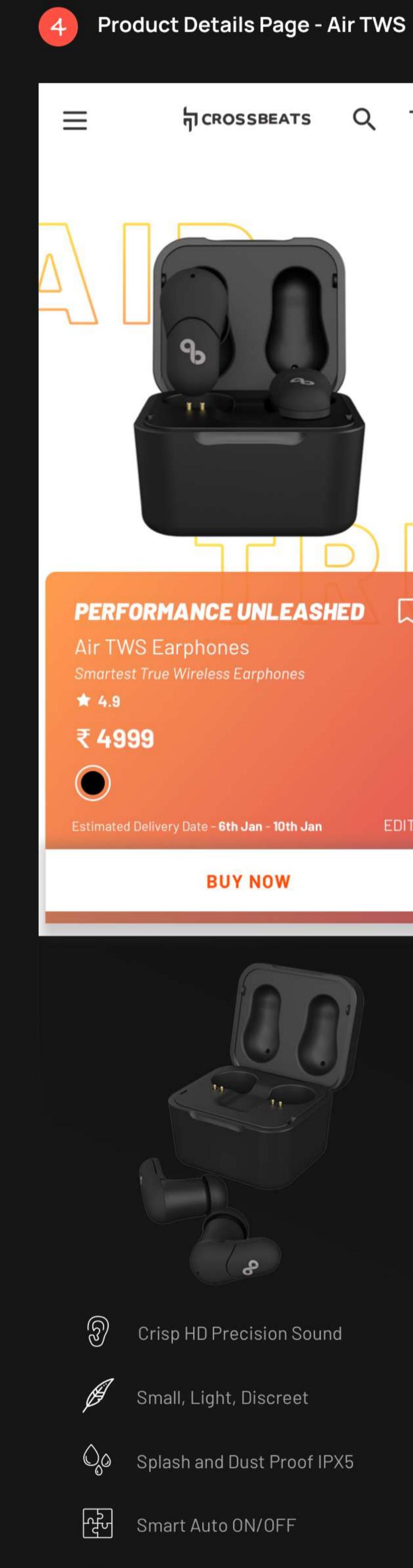
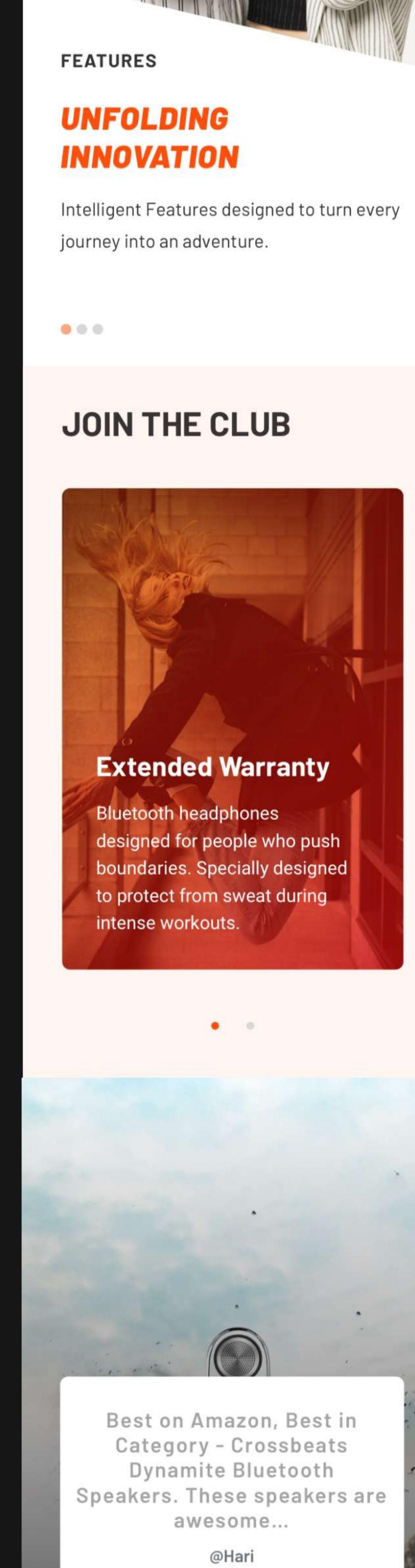


## First section in the design

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



THE NEW URBAN

New features, Improved bluetooth and enhanced capabilities.

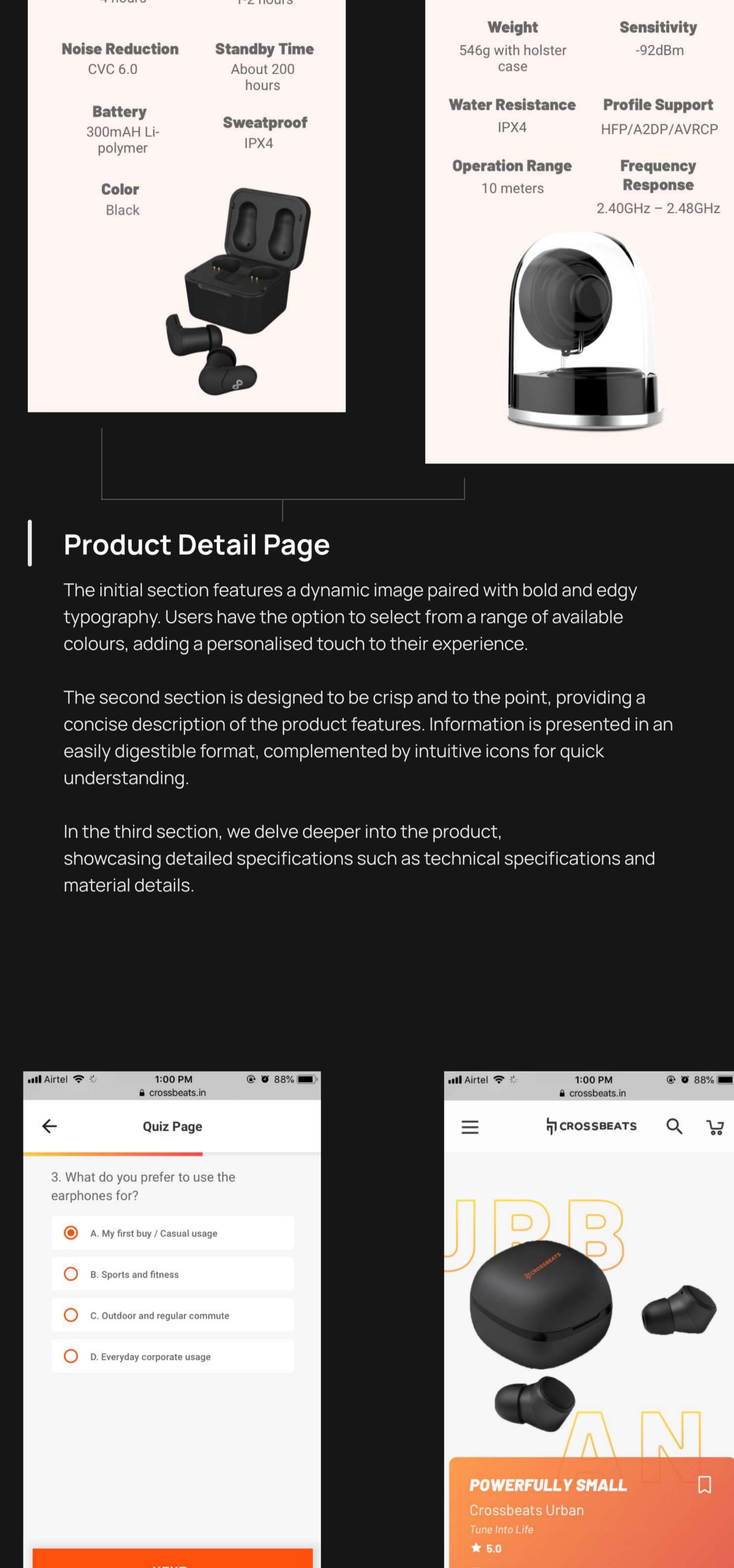
[Learn More](#) [Buy Now](#)



Homescreen Carousel 2

Homescreen Carousel 3

③ Redesigned Homescreen - Desktop



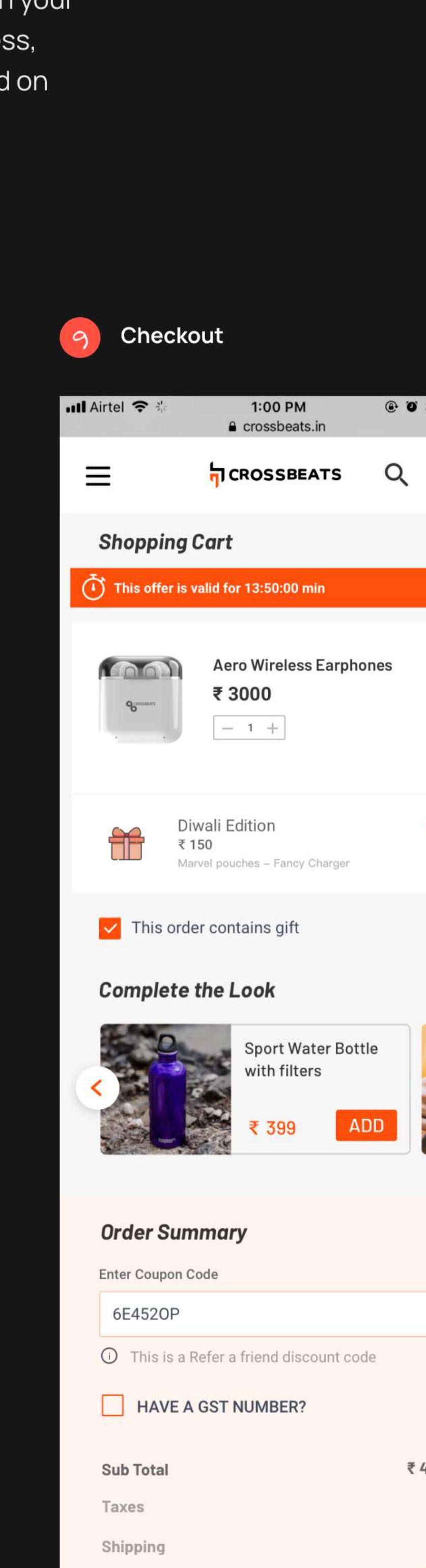
## Final Homescreens

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

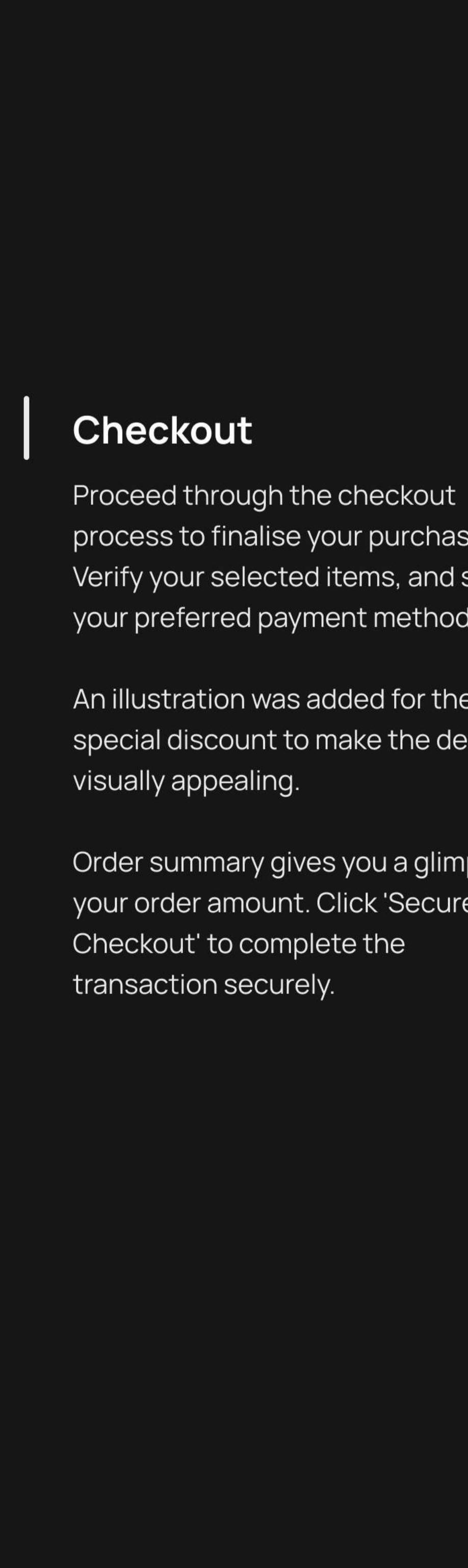
Faces that reflect joy, determination, and the sheer enjoyment of an active lifestyle now grace the top section of the homepage.

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

④ Product Details Page - Air TWS



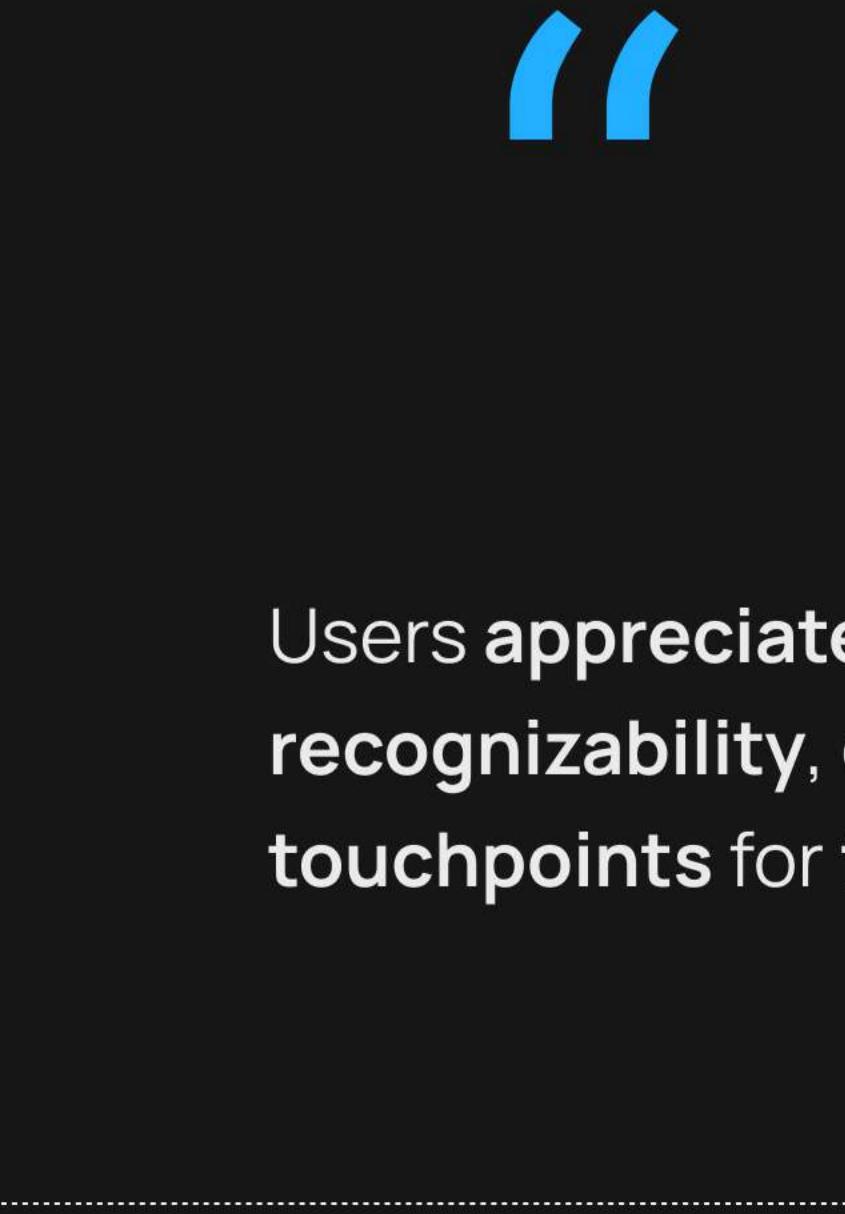
⑤ Product Details Page - Dynamite Duo



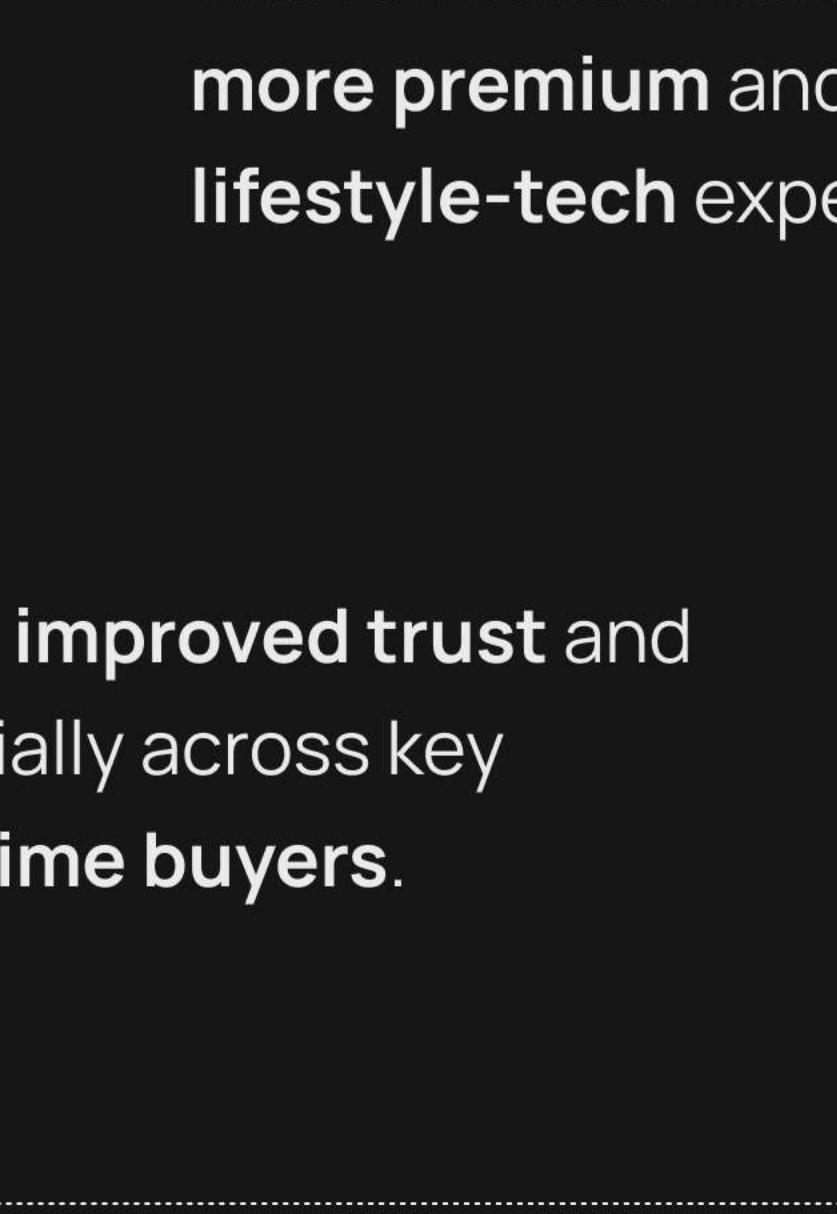
## Quiz page

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.

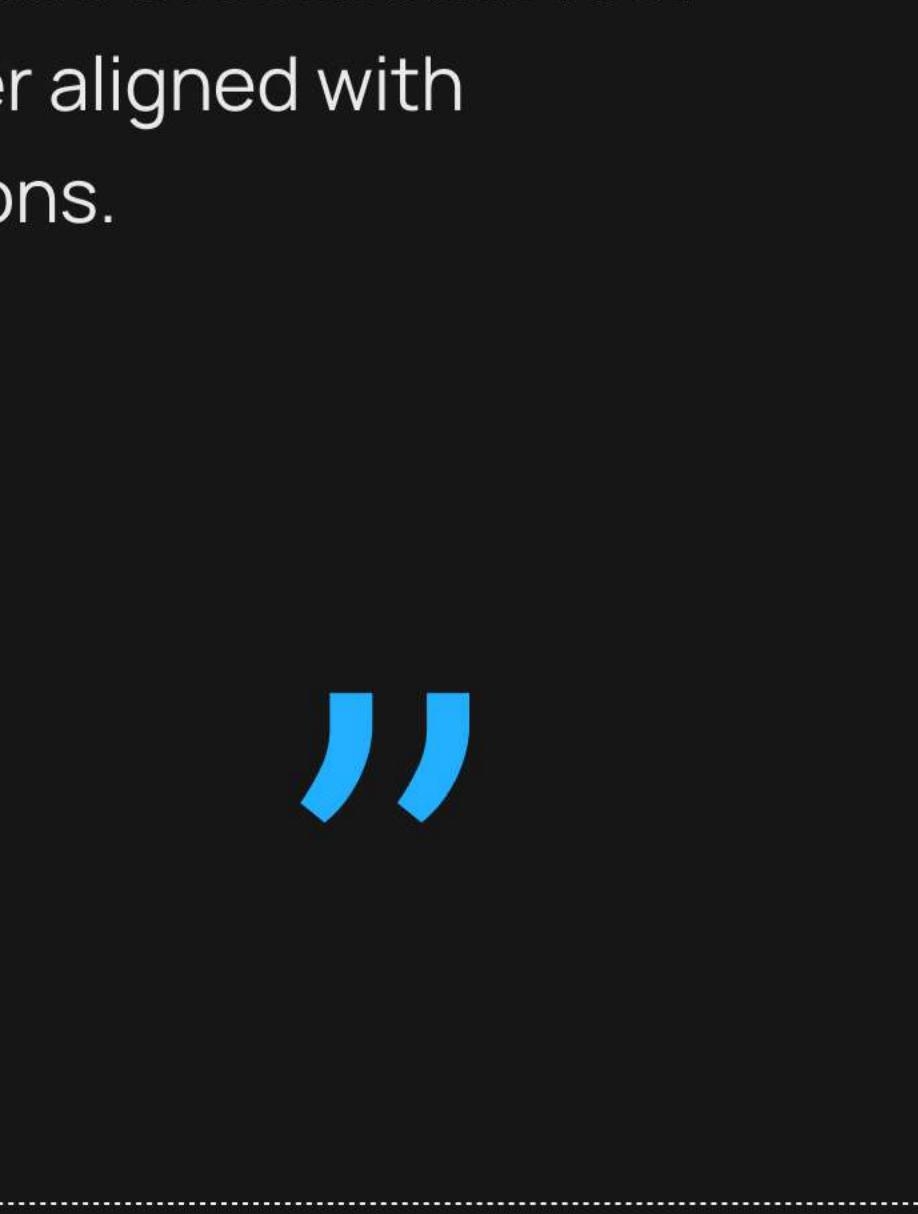
⑥ Quiz page Mobile



Quiz Page



Checkout



**Impact**

The refreshed identity made **Crossbeats feel more premium** and better aligned with **lifestyle-tech** expectations.

Users appreciated the improved trust and recognizability, especially across key touchpoints for first-time buyers.

The rebrand increased brand recall and visibility in a crowded D2C space.

It drove a **30% rise in returning users** and helped position the brand as **lifestyle-driven**, resonating more with younger audiences.