



A whole new world. Inside your head.

A sleek and smart headphone, capable of so much more than listening. Apple Hear lets you listen and select the music you love. It lets you exercise with effortless joy. It is the epitome of a connected world. And so much more.



Research



Mood Board



TECHY

LUXURIOUS



SPORTY



MINIMAL



MODERN





Trend Board



Hexagonal
Cup



Triangular
Cup



Smart Eyewear



Rectangular
Cup



Circular
Cup



w/ Boom Mic



Benchmarking

Beats Studio \$299



- + Premium, heavy feel
- + Good aesthetics

- Too heavy
- Mediocre sound quality
- Heavily Overpriced

"While these are an improvement over the trash that were the originals, they are still extremely overpriced and not that good."

"Sound: 3 stars. Lots of bass? Yeah...but I need the entire sound spectrum, not just the low end."

Improvements:

- Better sound quality
- Price must be justified: should add other features or lower price



Benchmarking

Panasonic KX-TCA400 \$15



- + Inexpensive
- + Mic included
- + Light and versatile

- Feels cheap
- Not enough/uncomfortable padding
- Not durable

"- Short headband, not expandable much. If you have a large head, this product is not for you. Reduced a star for this.

- Painful on the non-audio side. Wish Panasonic had spared a couple of cents extra to put in some padding. Reduced another star for this."

Improvements:

- Add padding
- May be too inexpensive — add some extra features



Objectives

Issues with existing products

Can only blindly select music; no interface

One function only (music) — not multi-purpose

Many are uncomfortable after extended periods of use

Many have complex designs, not sleek or streamlined

Opportunities

Eyepiece with music selection and other features

Use memory foam (polyurethane) and/or genuine leather cushions

Utilize the Apple design method to produce sleek product



Target Market Analysis

wealthy, tech-savvy teenagers/young adults

FASHION

ACCESSORIES

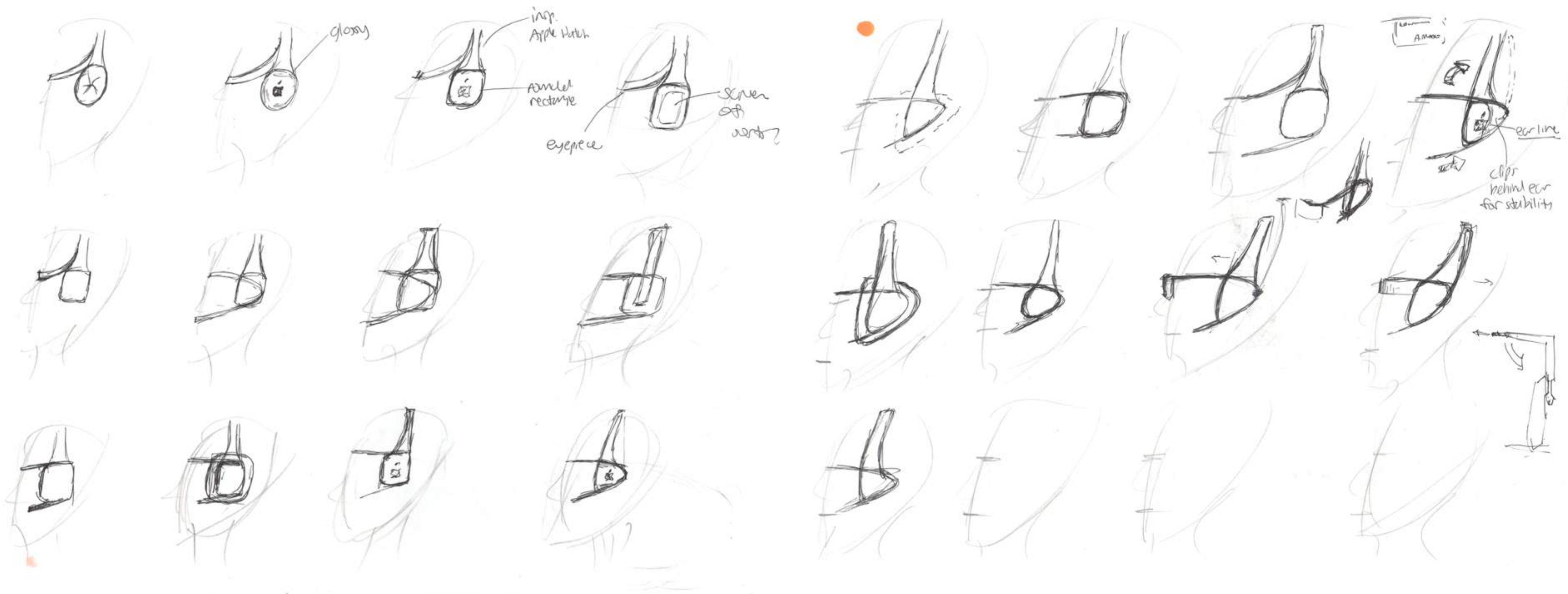
ACTIVITIES

HOME DECOR





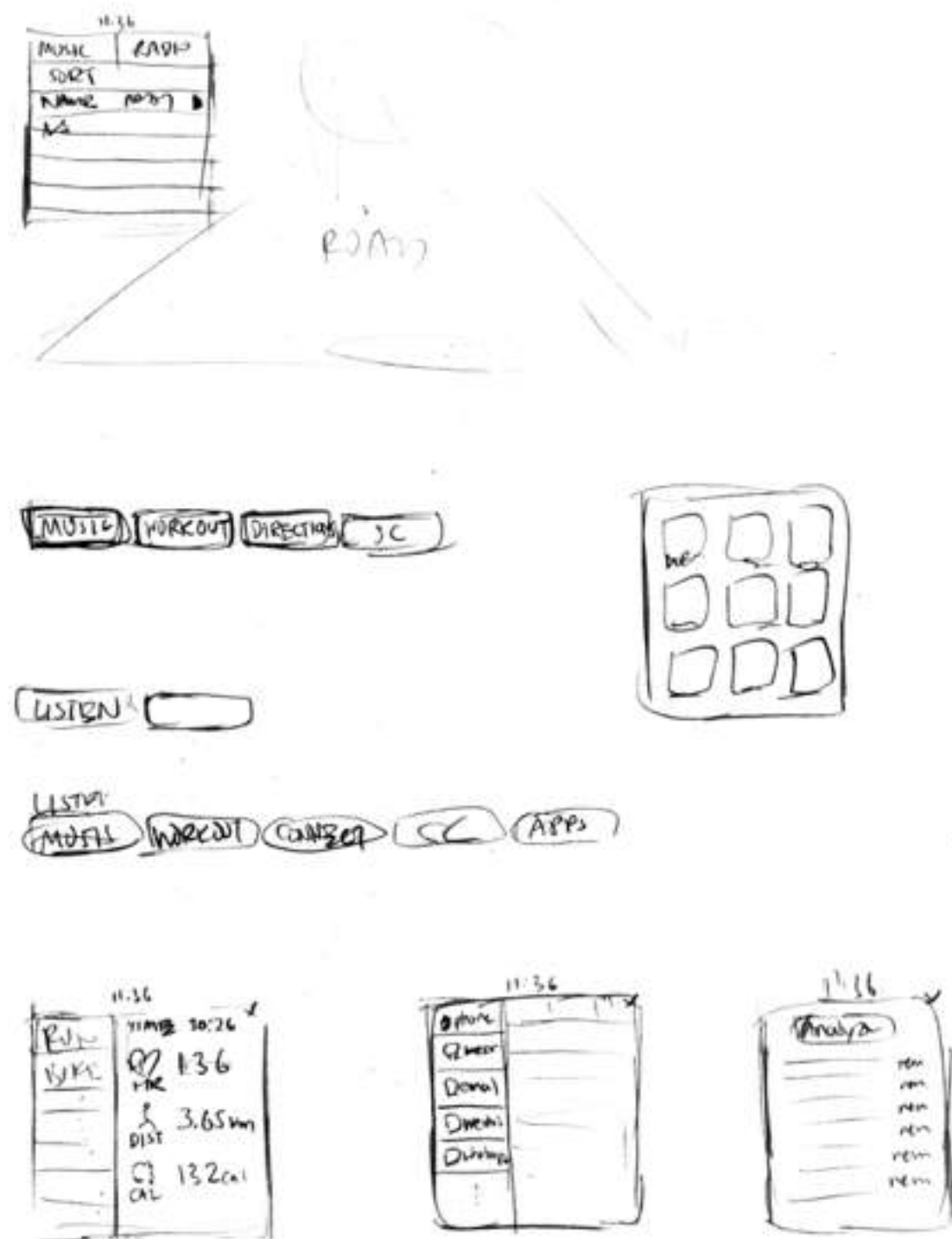
Ideation





Sketches

UI Design



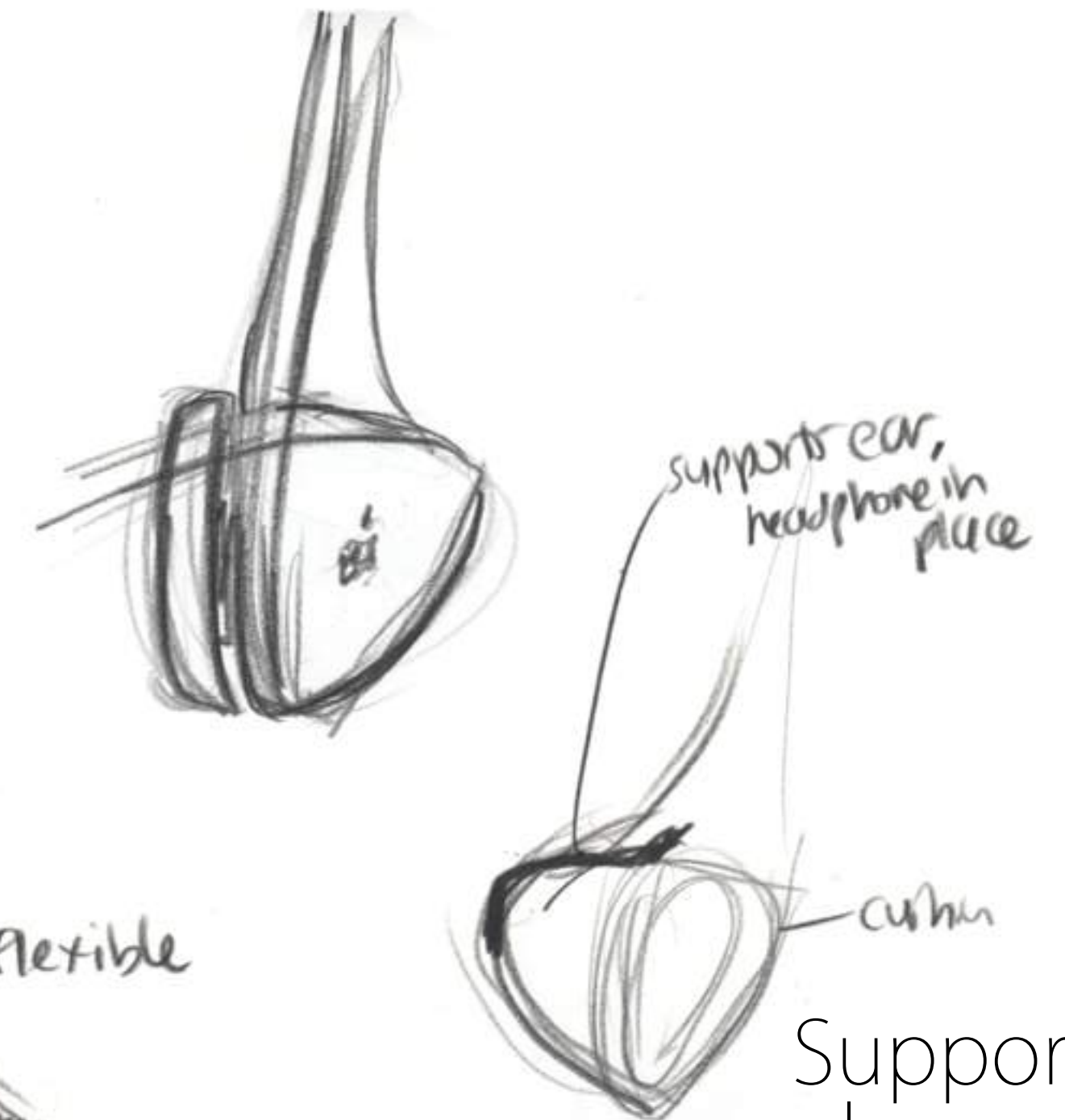
Cup Front View



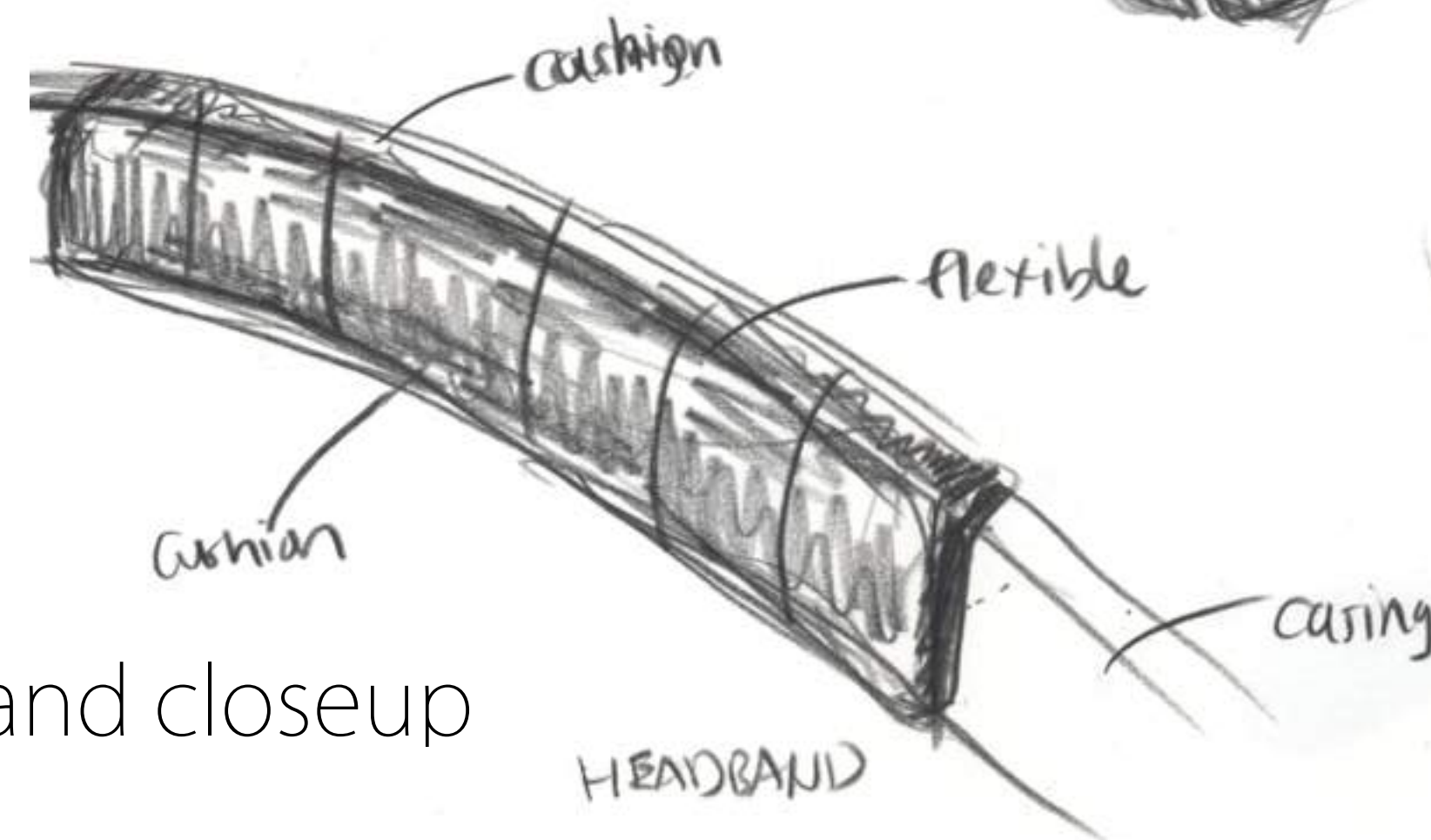
Front View



One cup perspective



Headband closeup



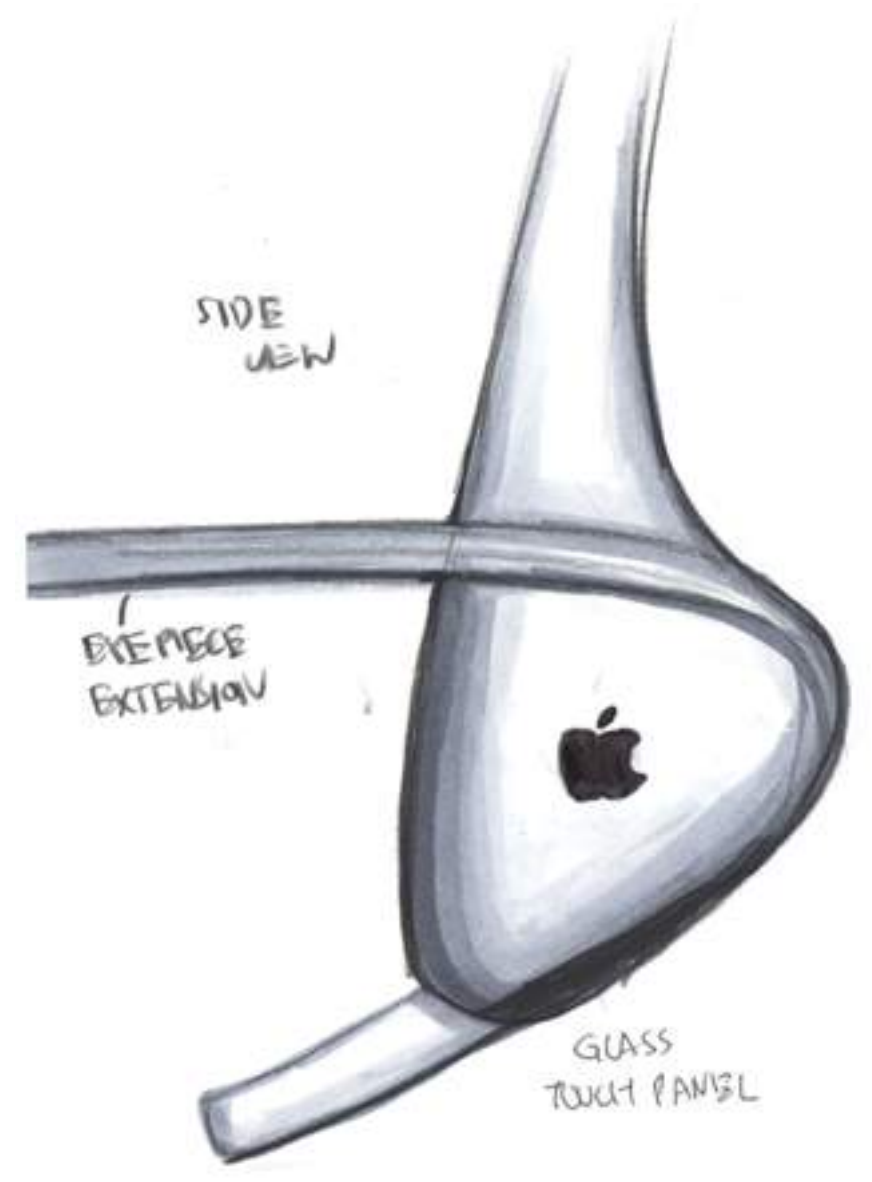
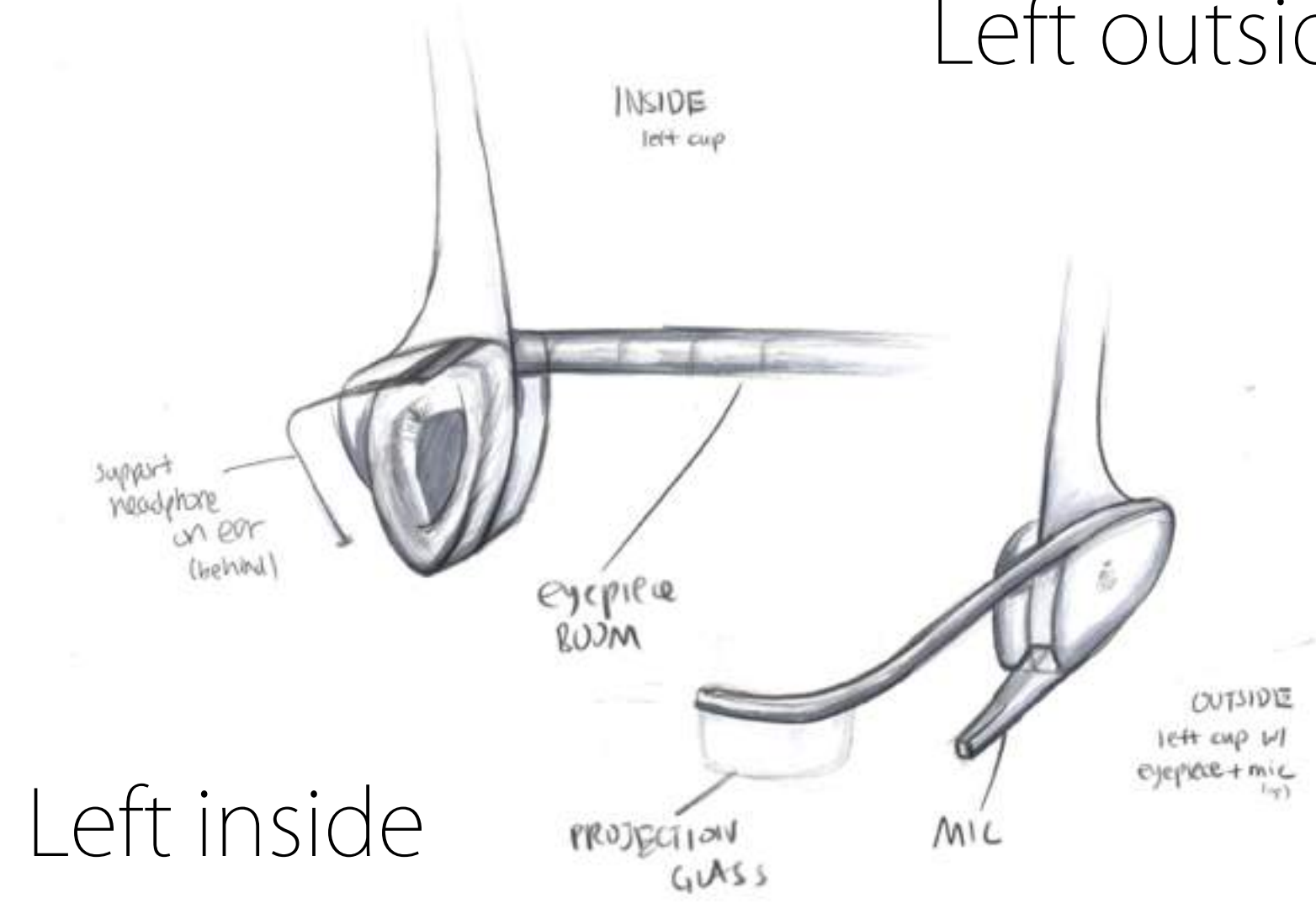
Support closeup



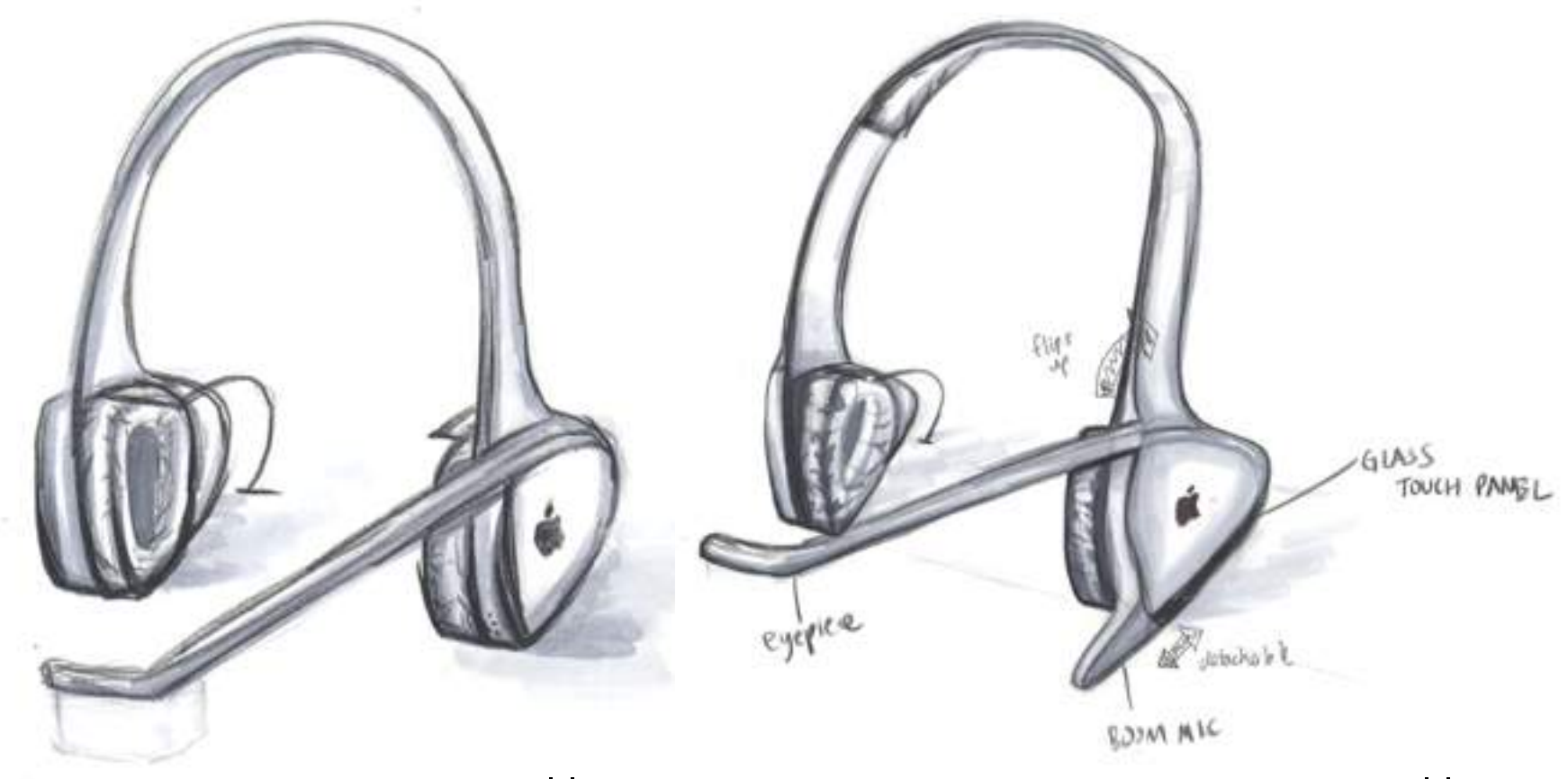
Rendering

Left outside

Side

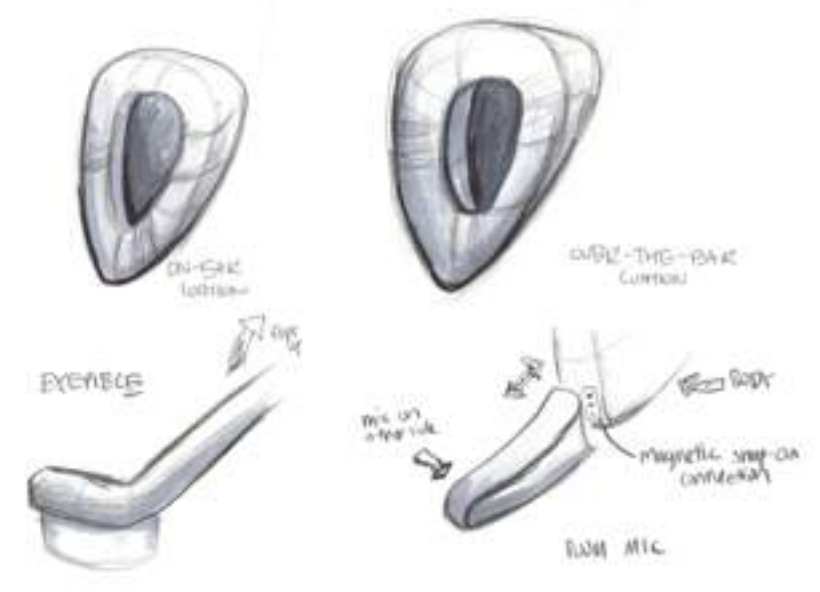


Left inside



Full 1

Full 2



Full 3

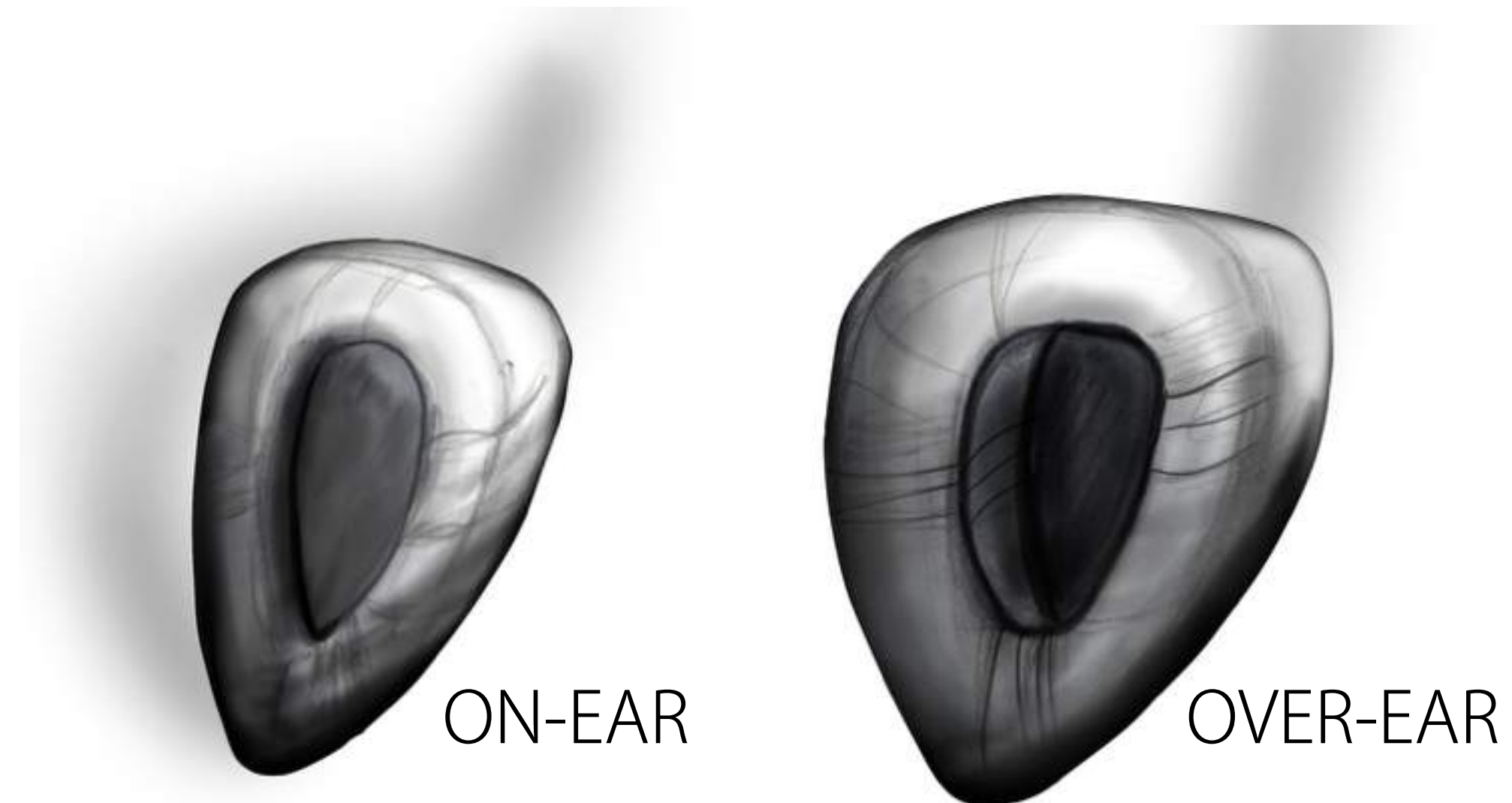


Features



Basic Features

Interchangeable Cushions



When you're out running, you want a light package. And when you're in the studio, you want something that immerses yourself in a world of sound.


Built-in Stereo Mic



Whether taking calls, responding to messages, or talking to Siri, the built-in stereo mic can do it all. With high-quality audio, this mic is the perfect companion for your daily technology needs



Eyepiece

A sleek, dark, curved eyepiece device, likely made of metal or high-quality plastic, with a smooth, reflective surface. It has a cylindrical shape that tapers slightly towards the top. The device is shown from a low angle, highlighting its curved profile and the way it catches the light.

The eyepiece is the center of your visual experience of Apple Hear. Control it with Siri or the glass touch panel on the left earpiece.

LISTEN to your favorite music and select your favorite songs.

EXERCISE any time, and see your statistics live as you work out.

CONNECT with your friends, right in front of your eyes, with your voice.

SELECTIVELY CANCEL outside sounds to listen to what matters most.

IMMERSE YOURSELF into the countless ways to experience Apple Hear.



Eyepiece User Interface

9:41AM 


LISTEN WORKOUT CONNECT SC APPS

MUSIC

RADIO

Sort by: Song

- ⌚ 1. Song Name Artist name
- ⌚ 1. Song Name Artist name
- 1. Song Name Artist name
- ⌚ 1. Song Name Artist name
- ⌚ 1. Song Name Artist name
- ⌚ 1. Song Name Artist name

9:41AM 

LISTEN WORKOUT CONNECT SC APPS

RUN

ELAPSED: 24:12  

WALK

 130 bpm

CYCLE


 4.61 km

ELLIPTICAL






ROWER

OTHER

 221 cal

9:41AM 

LISTEN WORKOUT CONNECT SC APPS

-  Phone
-  Messages
-  Mail
-  Messenger
-  WeChat
-  Whatsapp

Alex

meet me over here


K

text me when you're headed over

K

Are you wearing any cold gear?

is it cold?

Not really. I'm heading over in a min

alright.

reply 

9:41AM

LISTEN

WORKOUT

CONNECT

SC

APPS

Selective Canceling

Analyze

Bass

46 db



Mids

46 db



Highs

46 db



Vocals

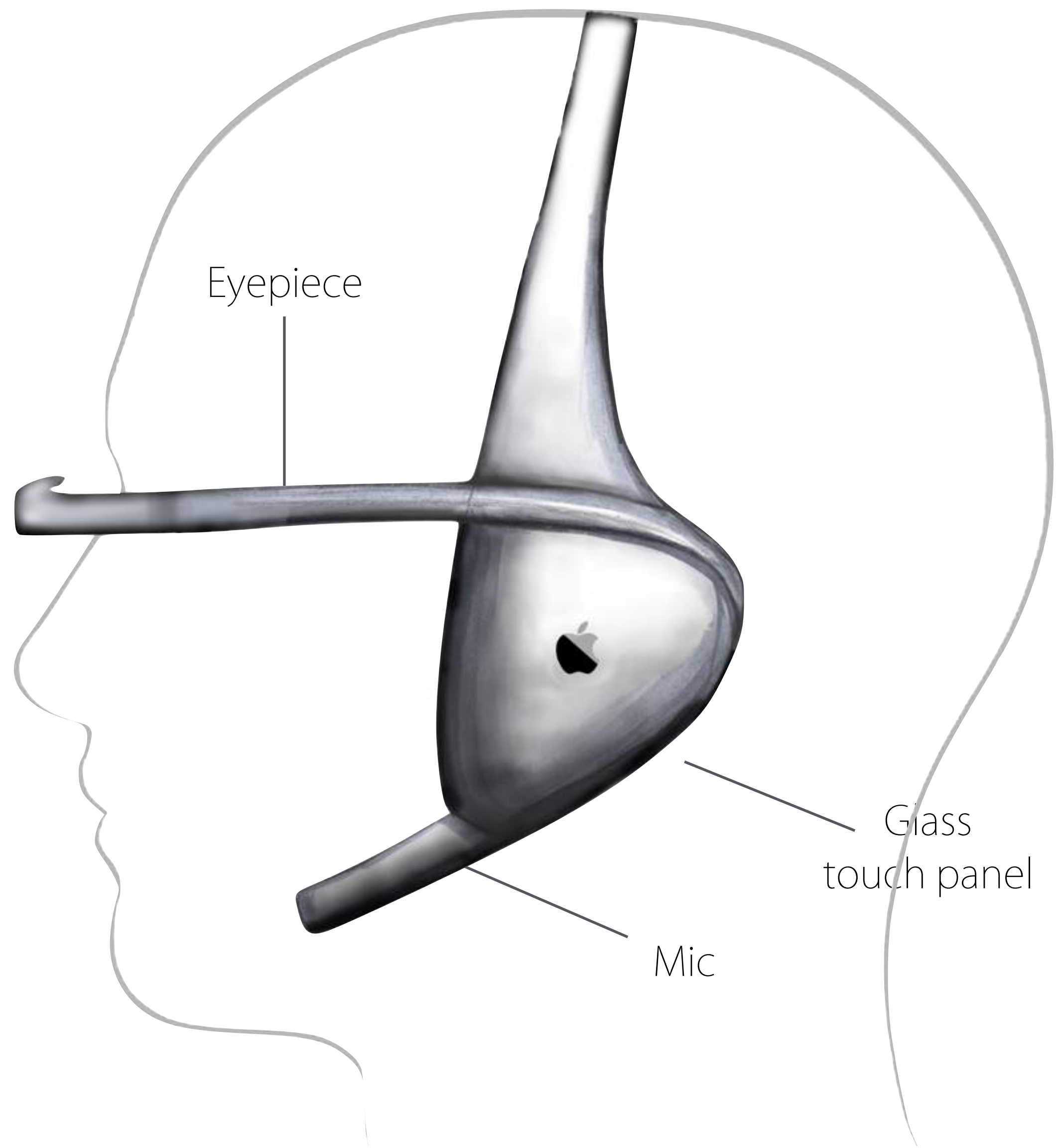
46 db





Final Renderings

Apple HEAR



Models

Apple HEAR SPORT



White Black Pink Blue Green

Polycarbonate construction

Interchangeable cushion (comes with respectively colored polyurethane on-ear)

\$699

Apple HEAR



Space Gray Silver Gold

Aluminum construction

Interchangeable cushion (comes with white/gray genuine-leather over-ear)

\$1399

Apple HEAR EDITION



Yellow Gold Rose Gold

18-karat gold and stainless steel construction

Interchangeable cushion (comes with white genuine-leather over-ear)

\$19999

Accessories

HEAR Case

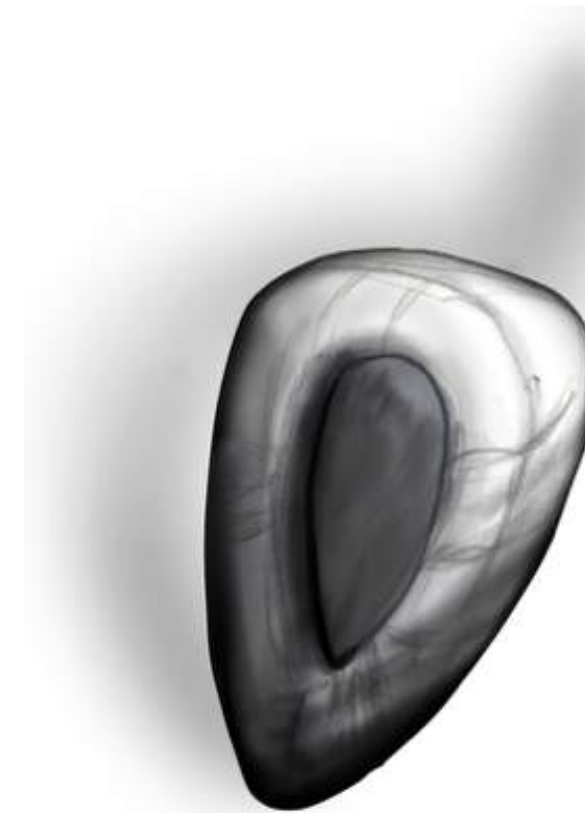


White Black Pink Blue Green
Space Gray

Polycarbonate, aluminum, or
stainless steel construction

Included (add. starting at \$49)

On-Ear Cushion



White Pink Blue Green Space Gray
polyurethane or genuine leather construction

Starting at \$49

Over-Ear Cushion



Starting at \$69



 HEAR

Thank you