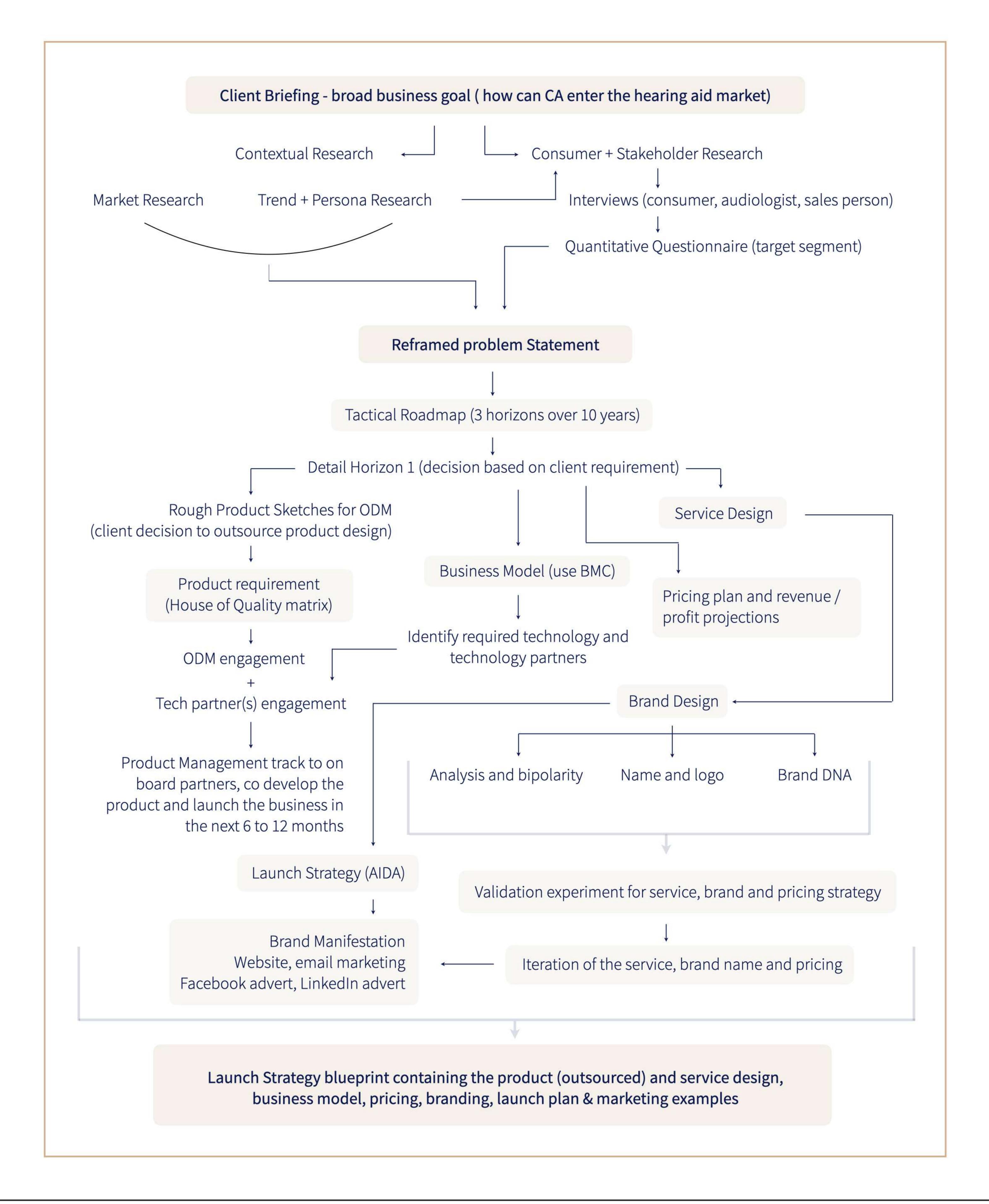


A detailed strategy for Cambridge Audio to enter and disrupt the British hearing care market.

Cambridge Audio is a British high end audio equipment company headquartered in London and offices in the USA, Hong Kong and Germany. The company wanted to diversify its business into a different industry: hearing aids and audiology.

The goal of this graduation project is to develop a detailed strategy for Cambridge Audio to enter and disrupt the hearing care market. The project details an array of artefacts which contribute to this goal. Infographic on the right details the design process as well as the deliverables along the way. The image down below showcase a low fidelity website for the future service. The strategy report contains all the relevant design artefacts and supporting details.





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Reimagining Hearing Care with Cambridge Audio
10th of July, 2020
MSc. Strategic Product Design

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