

Samsung Watch 4

Redesigning the watch for scaled up price.

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The Problem with current watch Faces

Messy and overdesigned community faces have too many colors and mismatched styles.



How might we Create for an audience that is looking for looking for a smartwatch that has a better experience at a higher price point?

- People who want a smartwatch but hate the plastic, overdesigned look. [1]
- Who already appreciate luxury watches. [2]
- Have disposable income and care about aesthetics, not just specs.[3]
- Are between 18 to mid-30s, urban, fashion conscious, and brand aware. [4]

In Short: Upper middle class to premium buyers who want a smartwatch that actually looks like a high-end watch instead of a tech toy.

We start by bridging Horology and Interface Design

To create a cohesive, premium watchface system that feels as intentional as a physical chronographs.

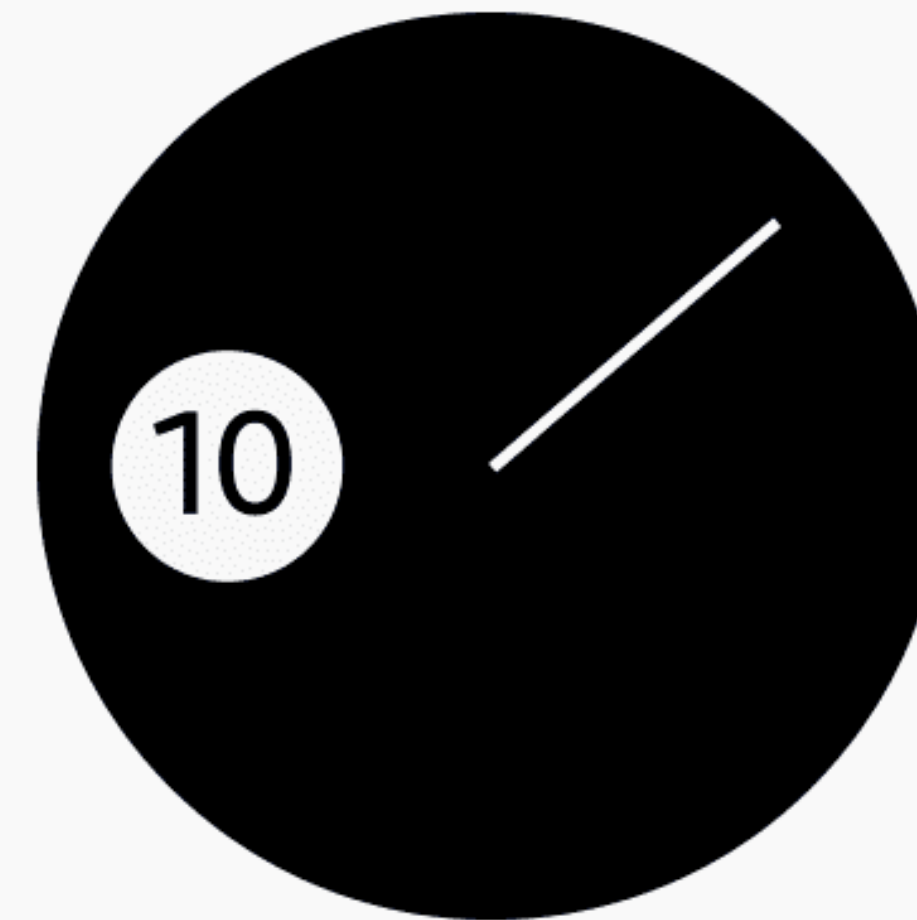
Analog type



Digital type

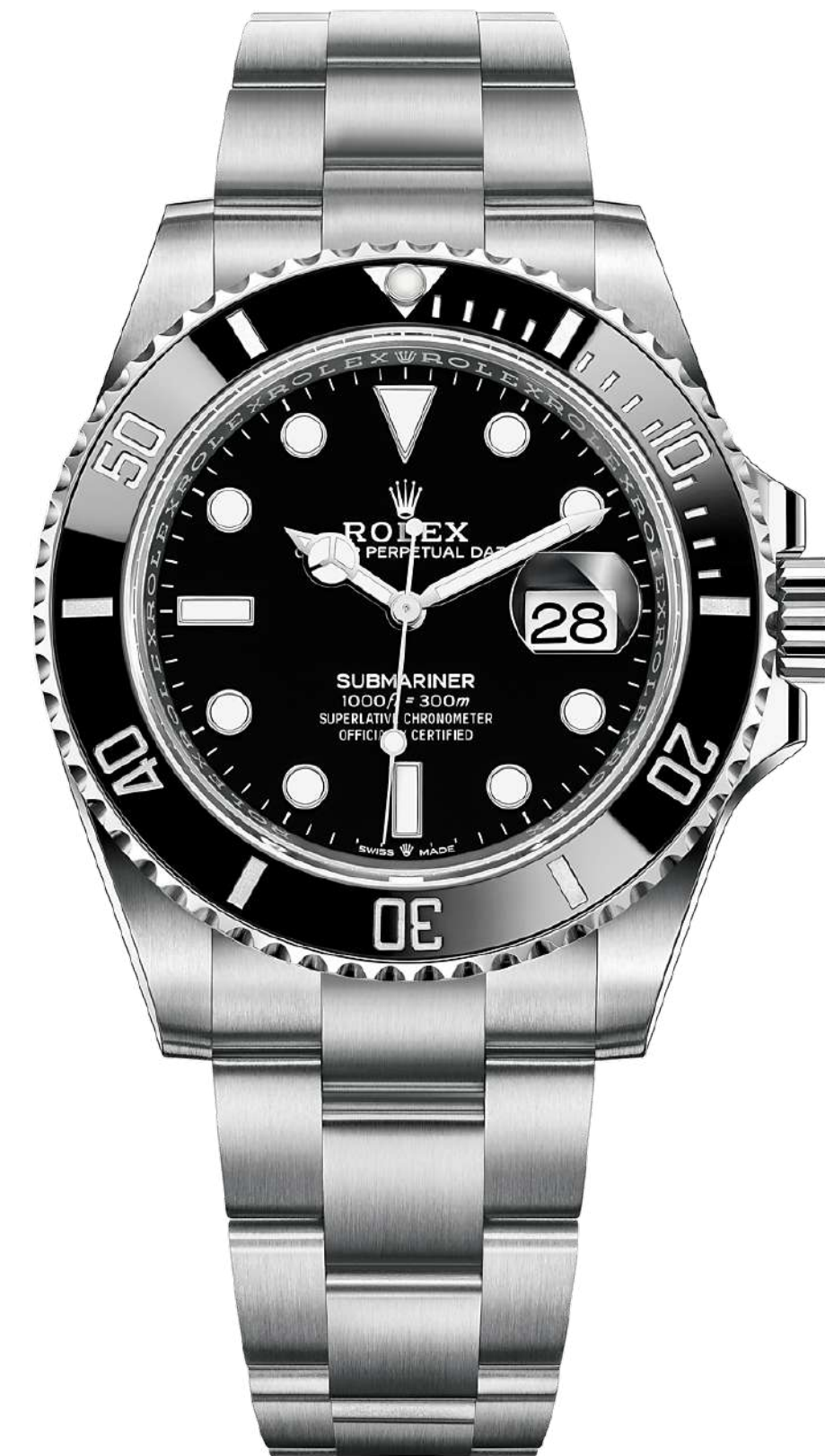
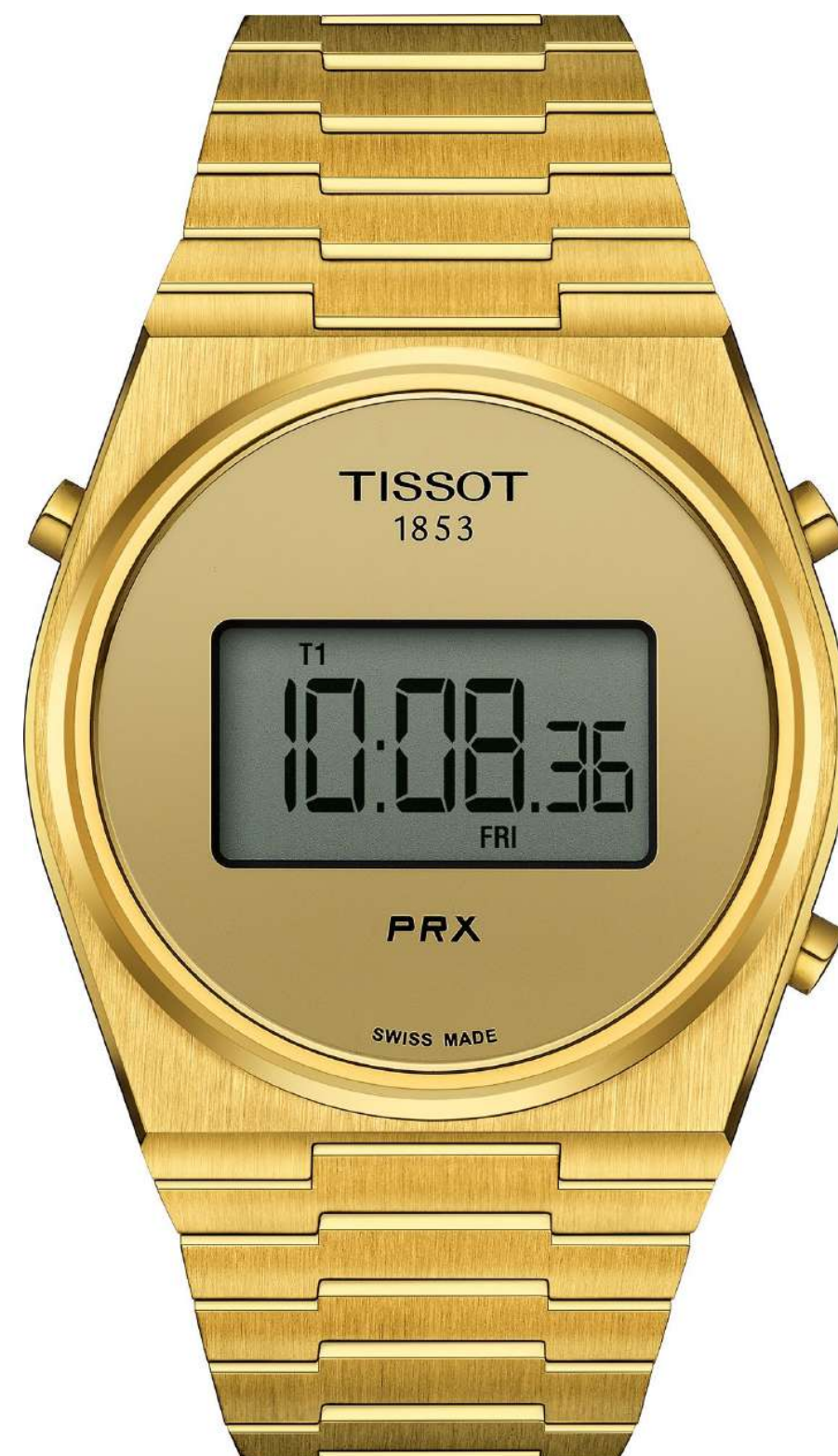


Custom type

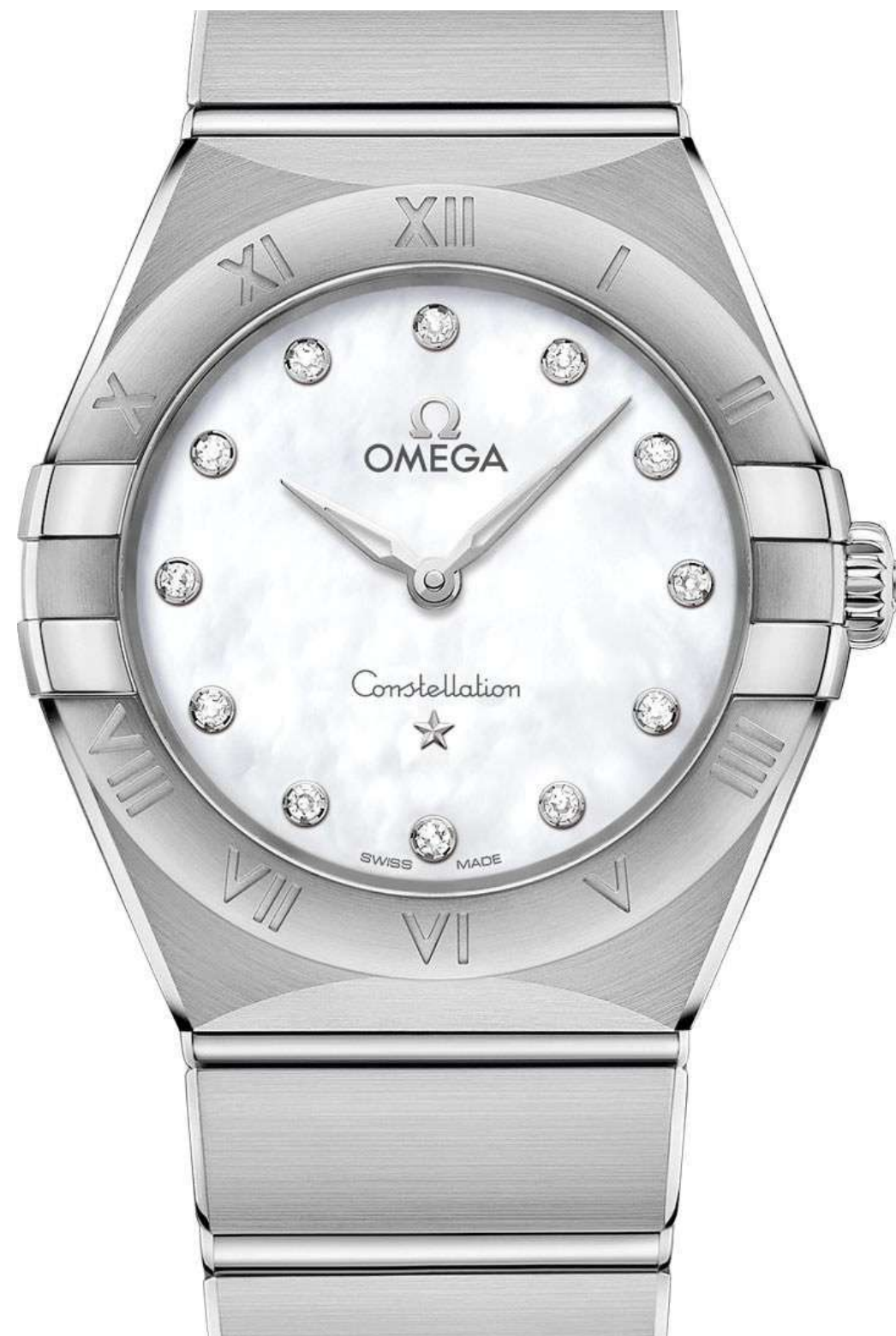


Research and redesign Inspiration

I started out by looking for watches at different price points, and taking them as reference for the watchfaces



Pricing and details



Omega Constellation

Range starts at ₹5,52,300

Case diameter

28 mm

Movement type

Quartz

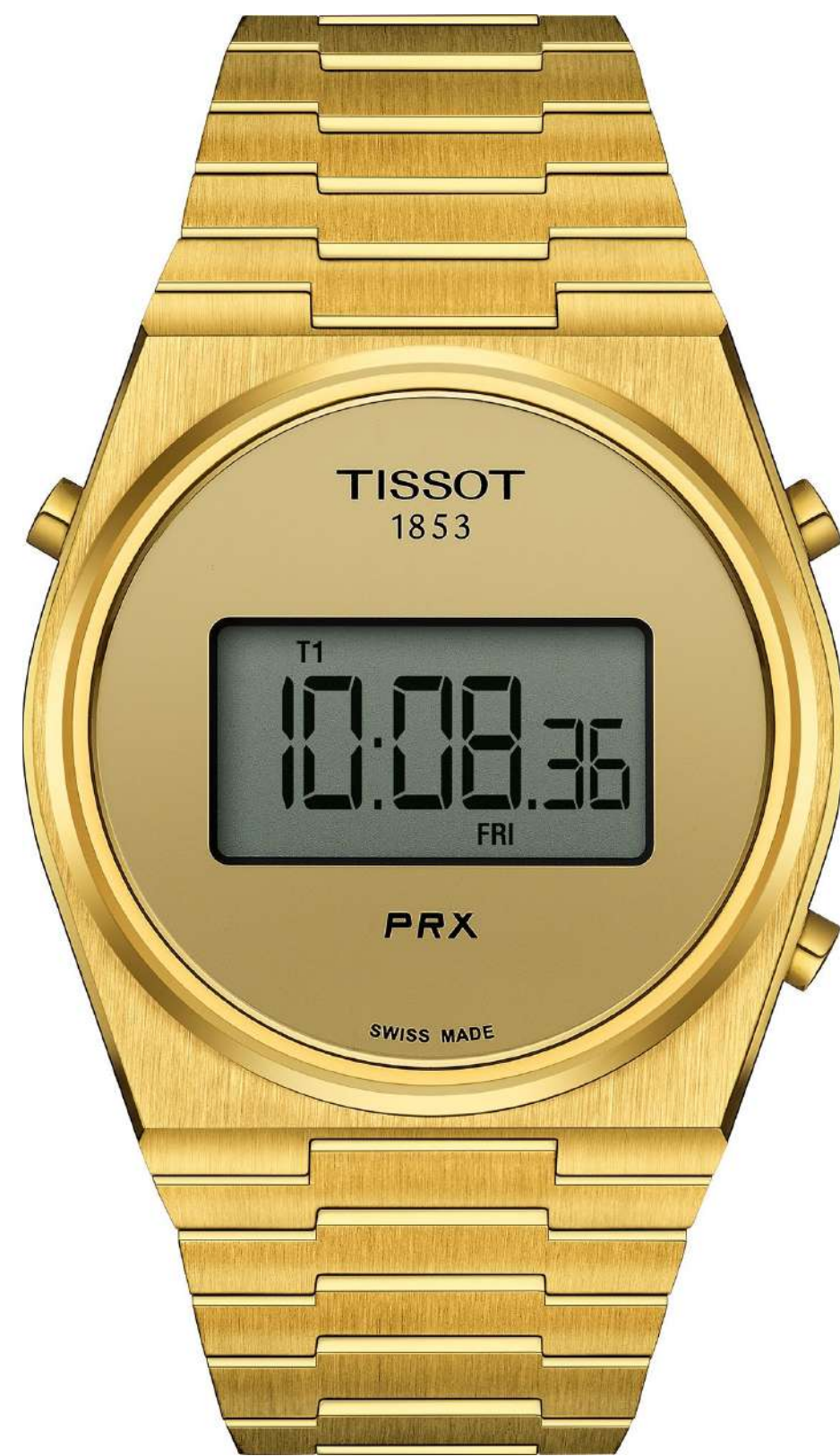
Weight

136g

Water resistance

3 bar (30 m)

Pricing and details



Tissot PRX Digital

Range starts at ₹59,990

Case diameter

40 mm

Movement type

Quartz

Weight

134g

Water resistance

10 bar (100 m)

Pricing and details



Rolex Submariner

Range starts at ₹6,95,800

Case diameter

41 mm

Movement type

Perpetual, mechanical, self-winding

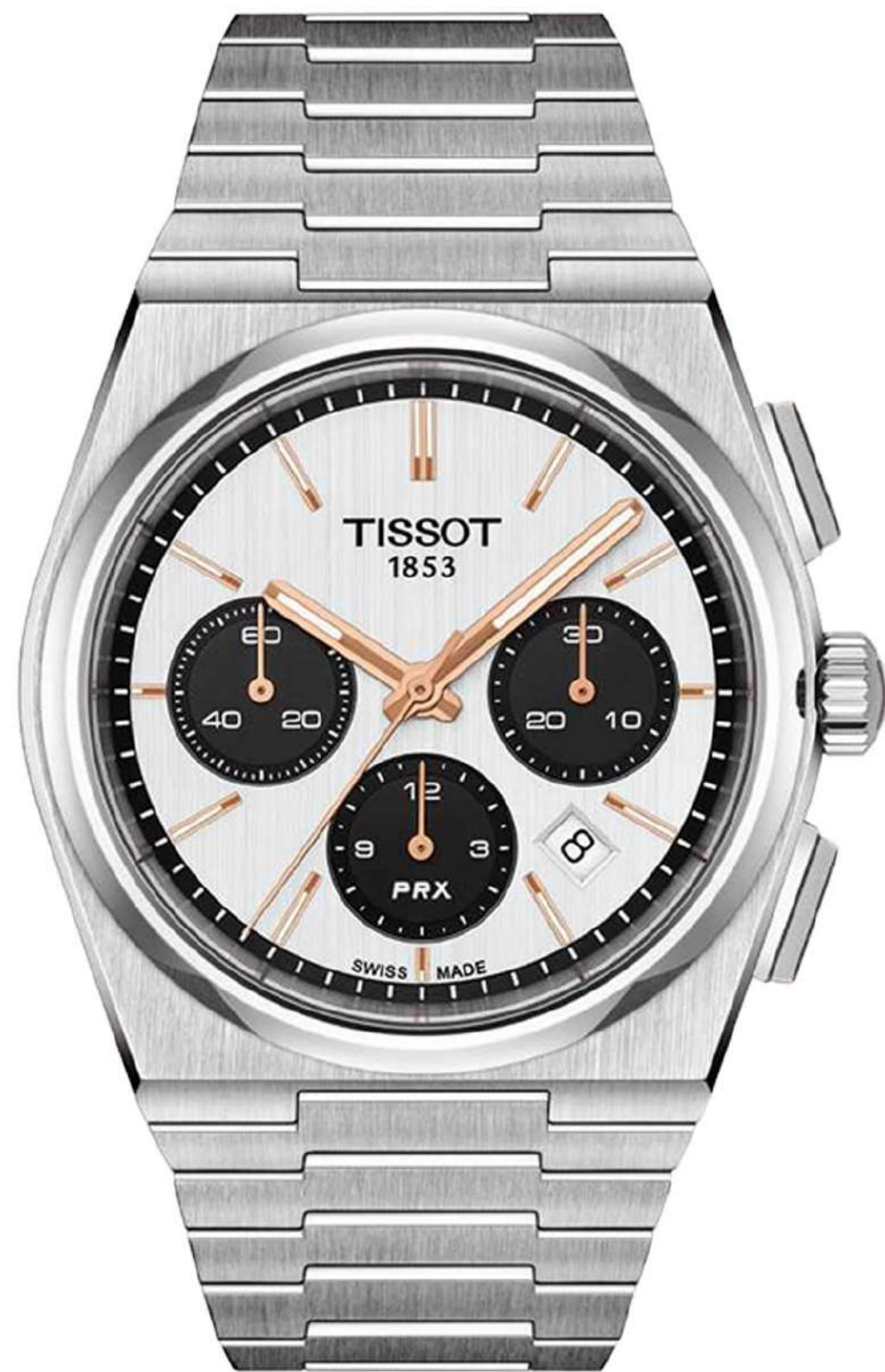
Weight

146g

Water resistance

10 bar (100 m)

Pricing and details



Tissot PRX Automatic Chronograph

Range starts at ₹2,04,500

Case diameter

42 mm

Movement type

Automatic

Weight

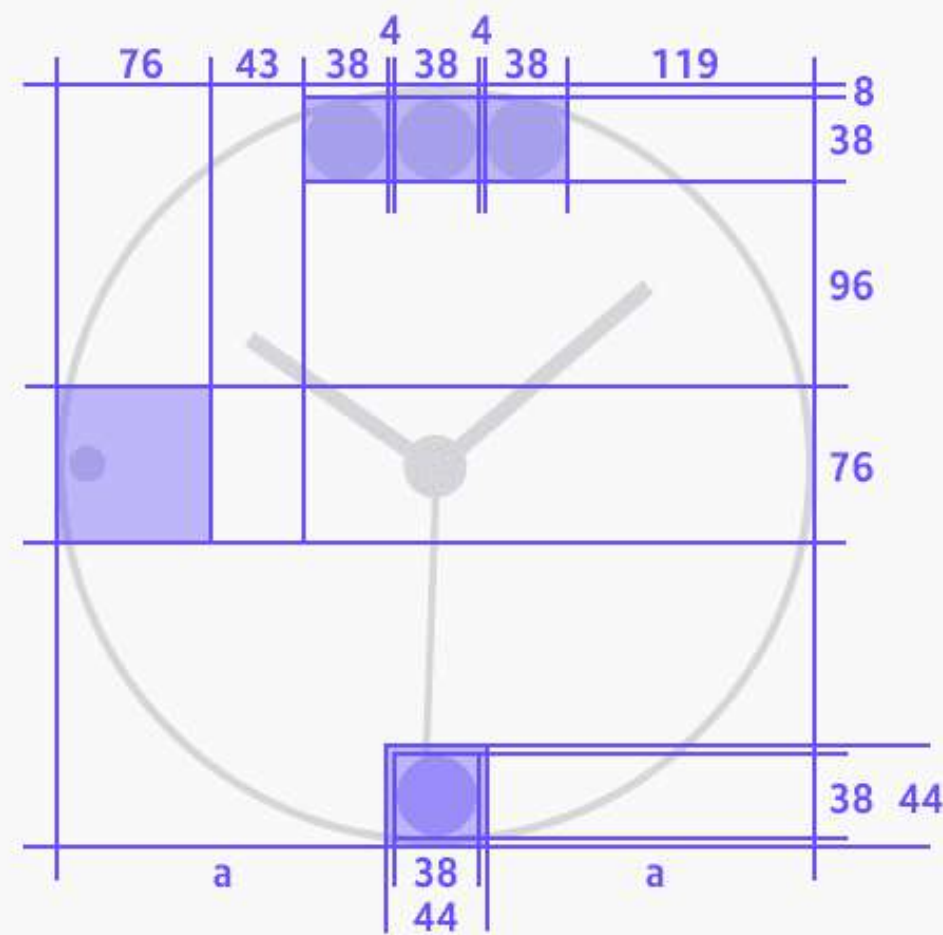
184g

Water resistance

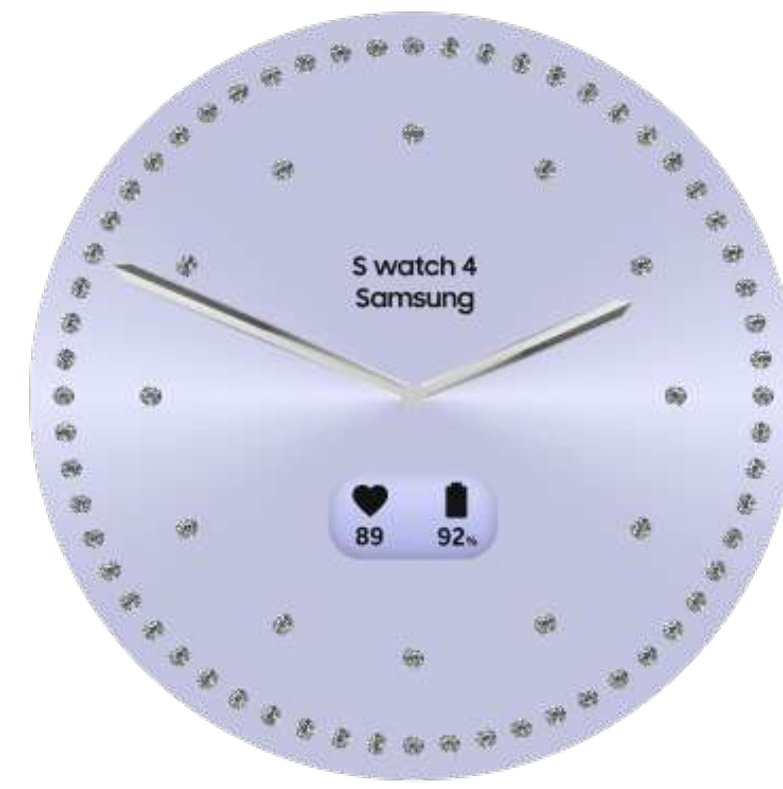
10 bar (100 m)

How the visuals work

Taking elements from the more expensive watches, while keeping the restrictions of a Samsung S watch 4 in mind, I recreated watchfaces and gave them a Samsung One UI feel to them.



Final Redesigned Watchfaces



Clean and Minimalistic

Ornate and Sophisticated

References

- [1] <https://pmarketresearch.com/>
- [2] <https://about.chrono24.com/>
- [3] <https://www.bcg.com/>
- [4] <https://pmarketresearch.com/>