chloé bourget
product designer

SELECTED WORKS
2025©

Index

φ
syncore

Syncore running

Syncore, a research laboratory focused on human potential, commissioned me to design a Couch to 5K mobile application.

My task was to transform a traditional training program into a motivating and accessible experience that combines scientific rigor with a mindful approach, guiding users toward a lasting running habit by maintaining their interest throughout the journey.

The key objectives were to:
① Ensure accessibility for beginners
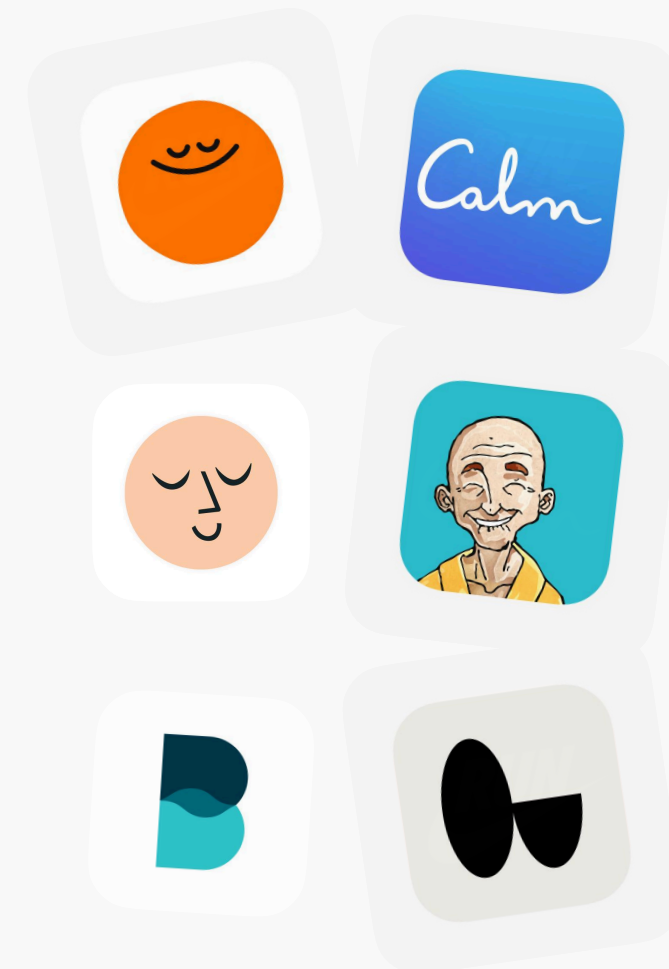② Focus on engagement and retention
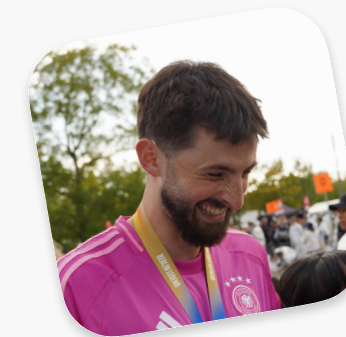③ Embody Syncore's core principles
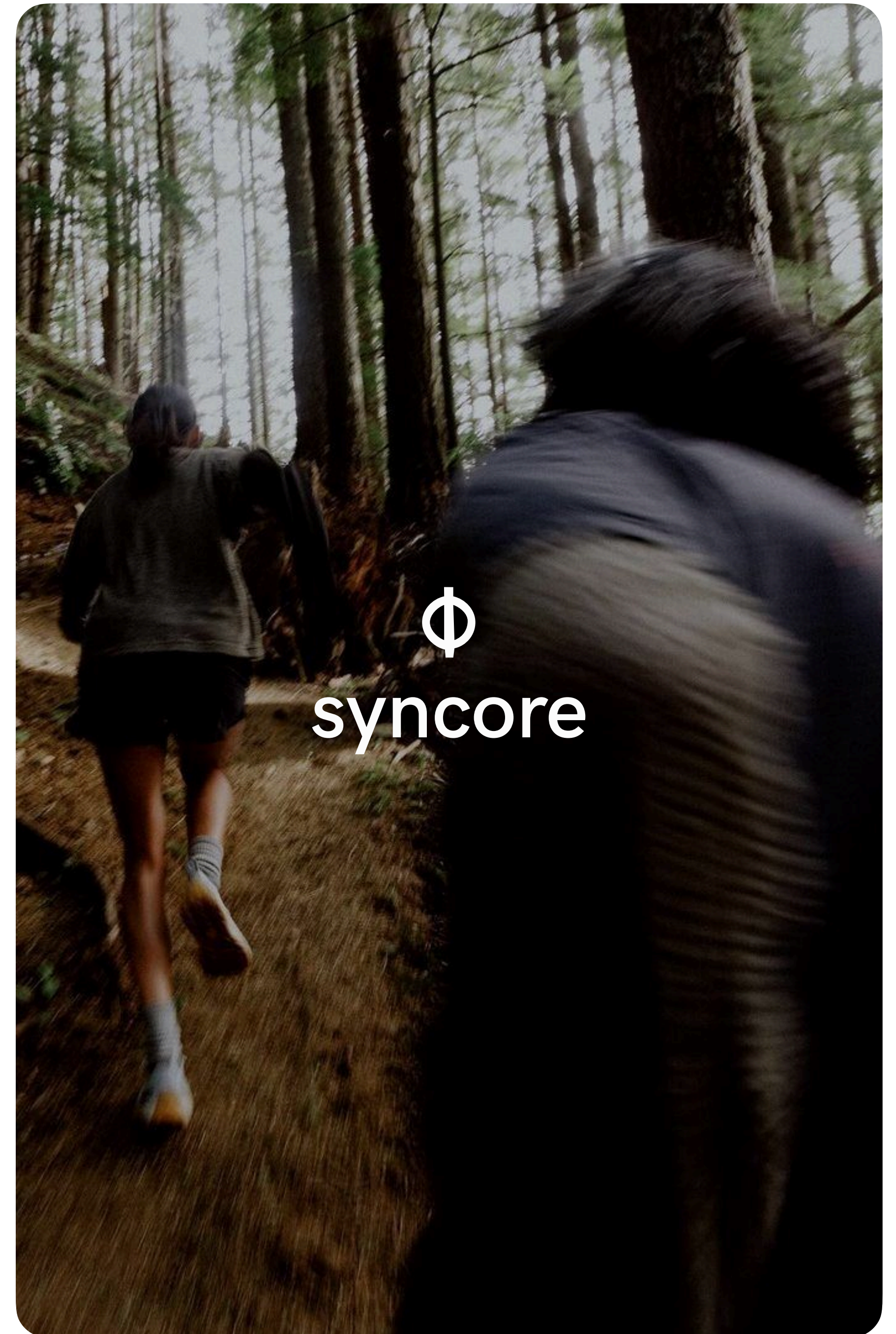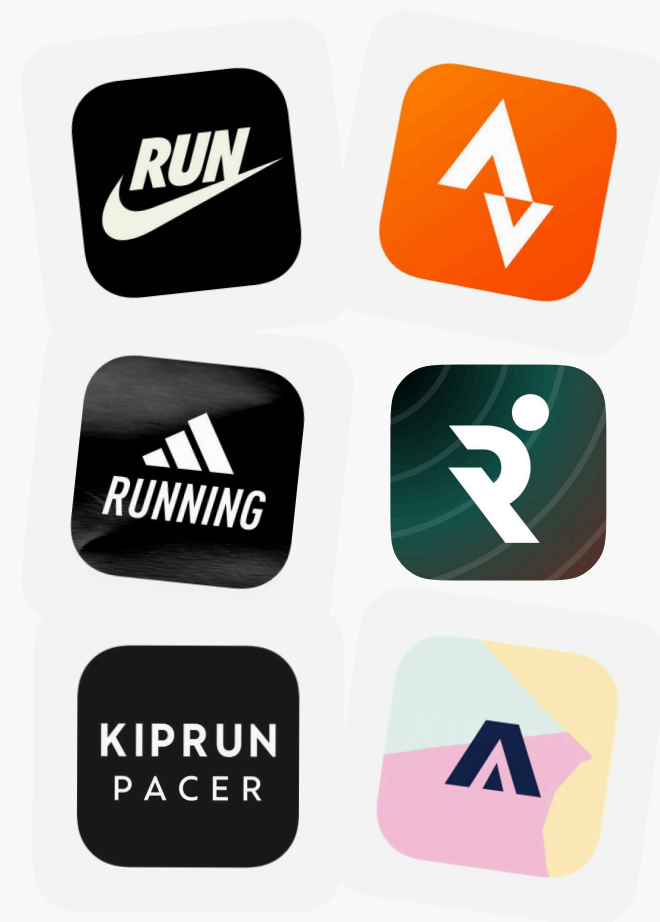
Running Apps
Performance & Motivation

Meditation Apps
Mindfulness & Inner Growth

Insight 1: Fear of Failure
"All these stats make me feel like I'm never doing enough."
– Louis, 19

Design Impact: Creation of a non-judgmental experience

Insight 2: Need for Connection
"I want to feel guided, not pushed"
– Galéa, 26

Design Impact: Development of a more empathetic tone

Insight 3: Intrinsic Motivation
"I want to run to feel good, not to break records"
– Nicolas, 51

Design Impact: Focus on feelings rather than performance

Research

Through extensive benchmarking of popular fitness and wellness apps, I identified two dominant categories: running apps, which emphasize performance, metrics, and external motivation, and meditation apps, which focus on mindfulness, personal growth, and inner peace.

While running apps provide the motivation needed for tangible results, they often overwhelm beginners with complex data and competitiveness, whereas meditation apps offer a calm, introspective experience but lack the structure to help users achieve concrete goals like completing a 5K.

This gap highlighted the potential for an app that merges both worlds, combining performance-driven motivation with a mindful, beginner-friendly approach.
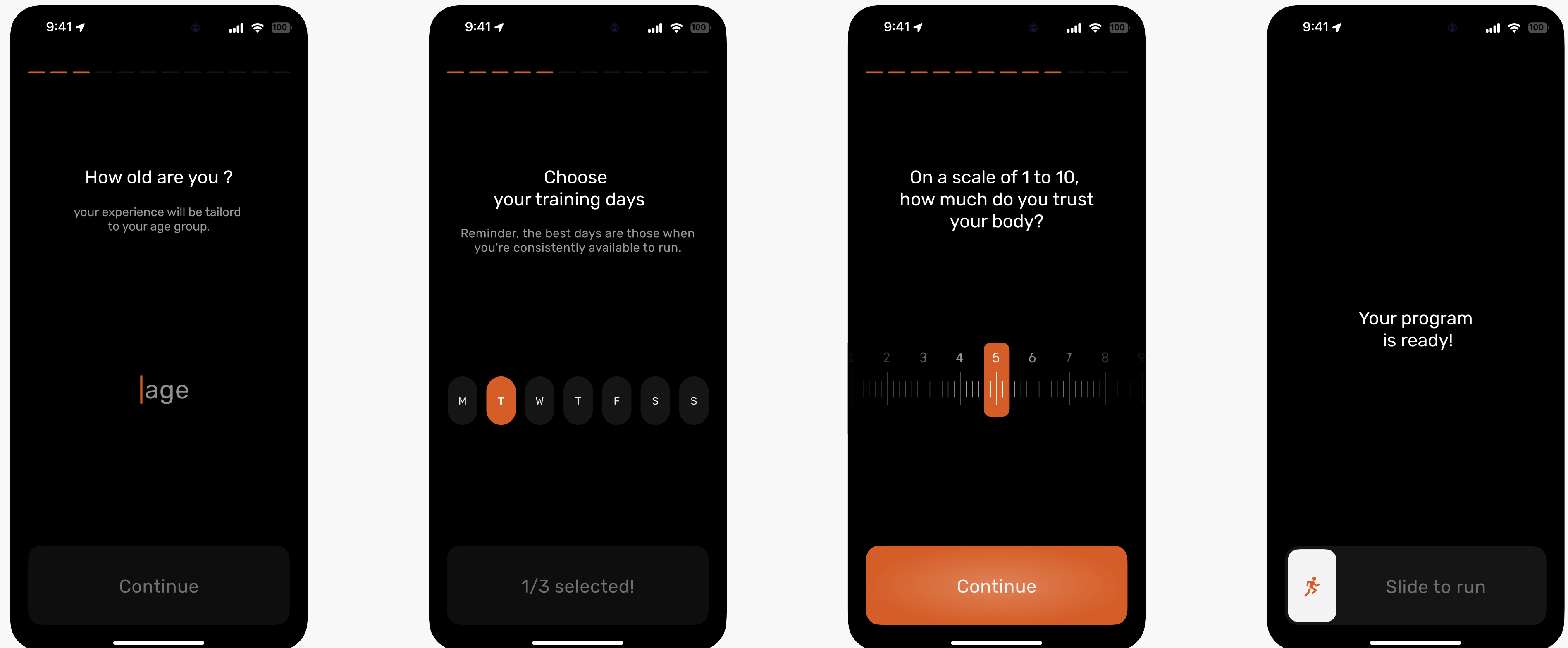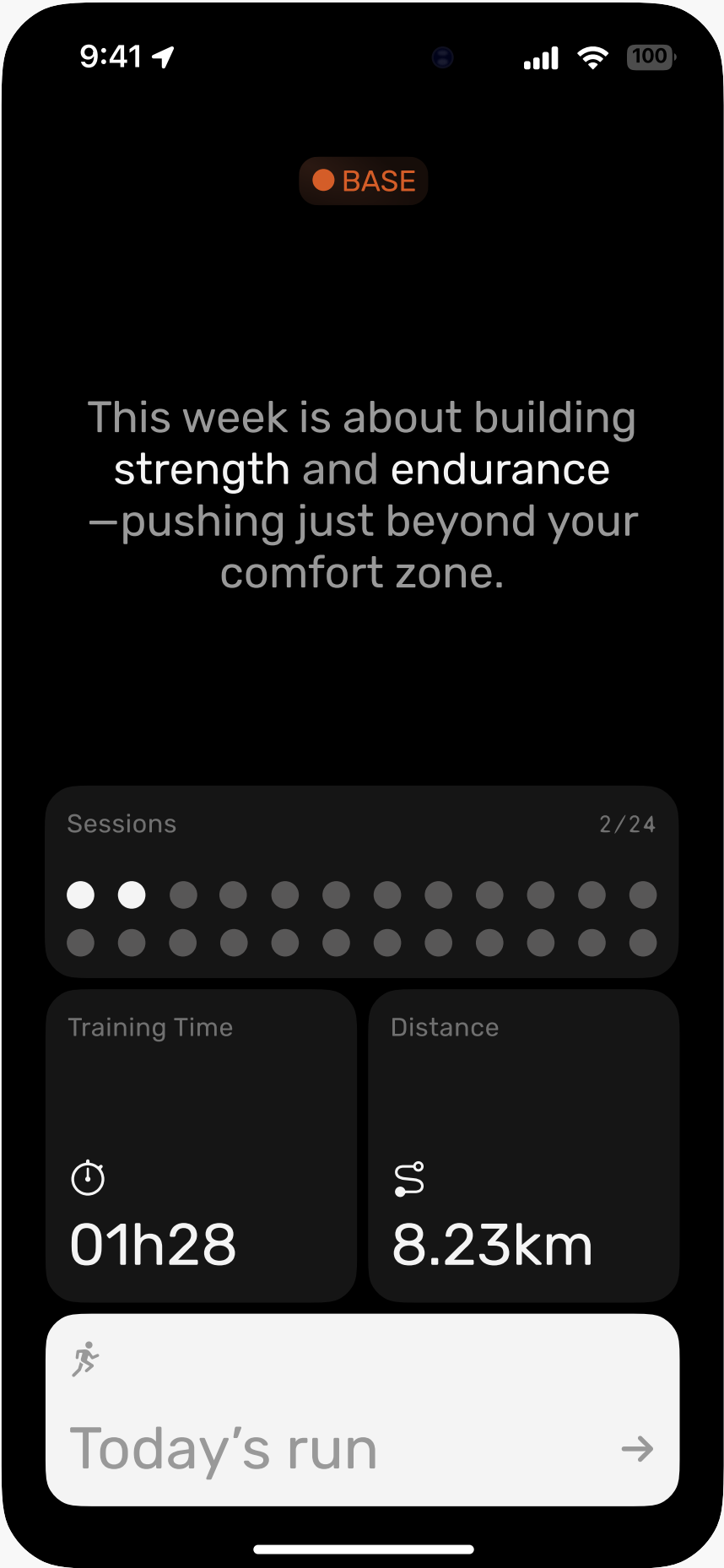
Onboarding

The personalized onboarding is a crucial step in engaging users and guiding them toward their goals. It begins with a holistic assessment that evaluates both the user's physical and mental state, providing a tailored experience. By allowing users to set personal goals and introducing them gradually to Syncore's core principles, the onboarding process creates a sense of ownership and motivation right from the start.
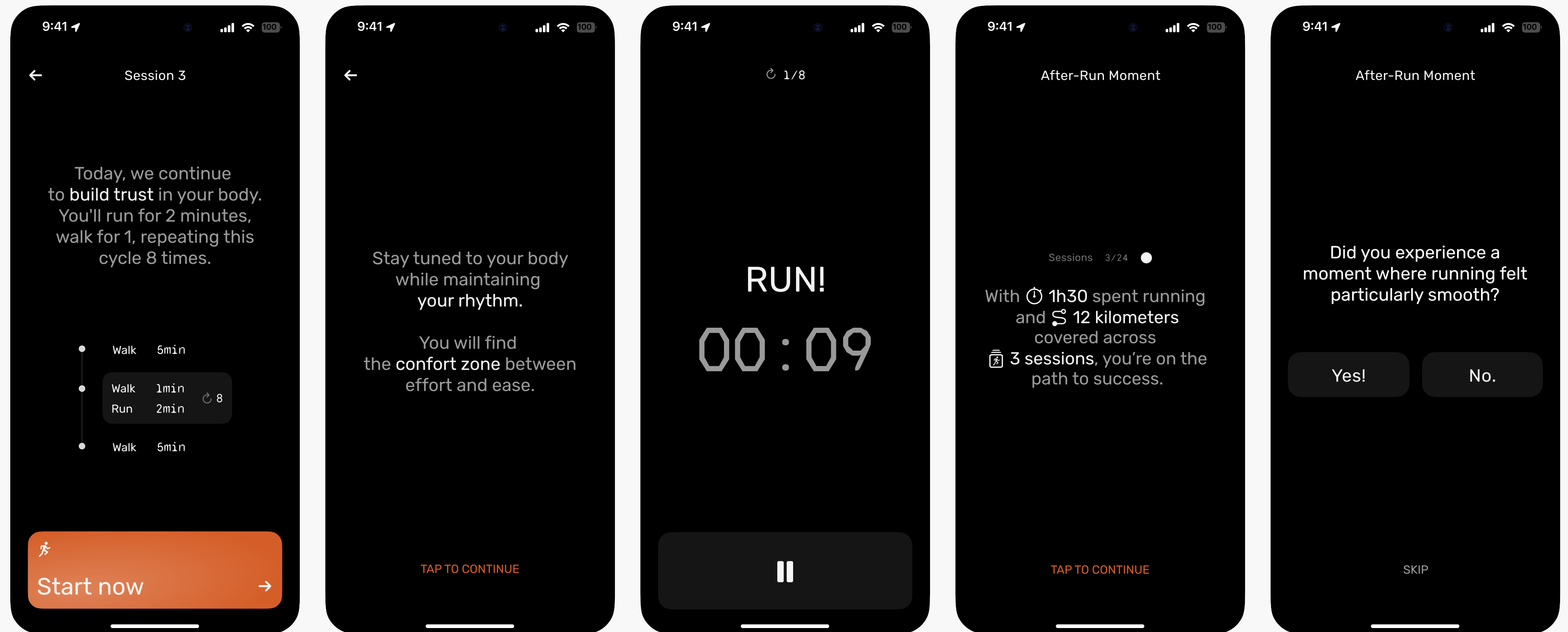
Based on this initial profiling, the app customizes the user's journey with personalized recommendations and progress tracking. This personalized approach not only helps users feel understood but also establishes a sense of commitment and accountability, ensuring long-term engagement. The onboarding process thus sets the foundation for a meaningful, sustained running habit.

Motivation

The motivation system is designed to simplify traditional metrics and replace overwhelming competition or gamification with a more personalized, thoughtful experience. Instead of focusing on complex data like pace, MAS or bpm, we use only simple metrics that are easy to digest and understand, combined with rational, encouraging wording at key moments to keep users motivated without adding pressure.

This approach embraces intrinsic motivation by providing positive feedback. With an emphasis on rational progression, the training program is grounded in science, ensuring users feel confident in their journey, and integrates elements of body awareness, prioritizing user well-being throughout their running experience.

9:41

● BASE

This week is about building **strength** and **endurance** —pushing just beyond your comfort zone.

Sessions   2/24

Training Time
⏱
01h28

Distance
§
8.23km

🏃
Today's run   →

9:41

←   Session 3

Today, we continue to **build trust** in your body. You'll run for 2 minutes, walk for 1, repeating this cycle 8 times.

•   Walk   5min

•   Walk   1min   ↻ 8
     Run   2min

•   Walk   5min

🏃
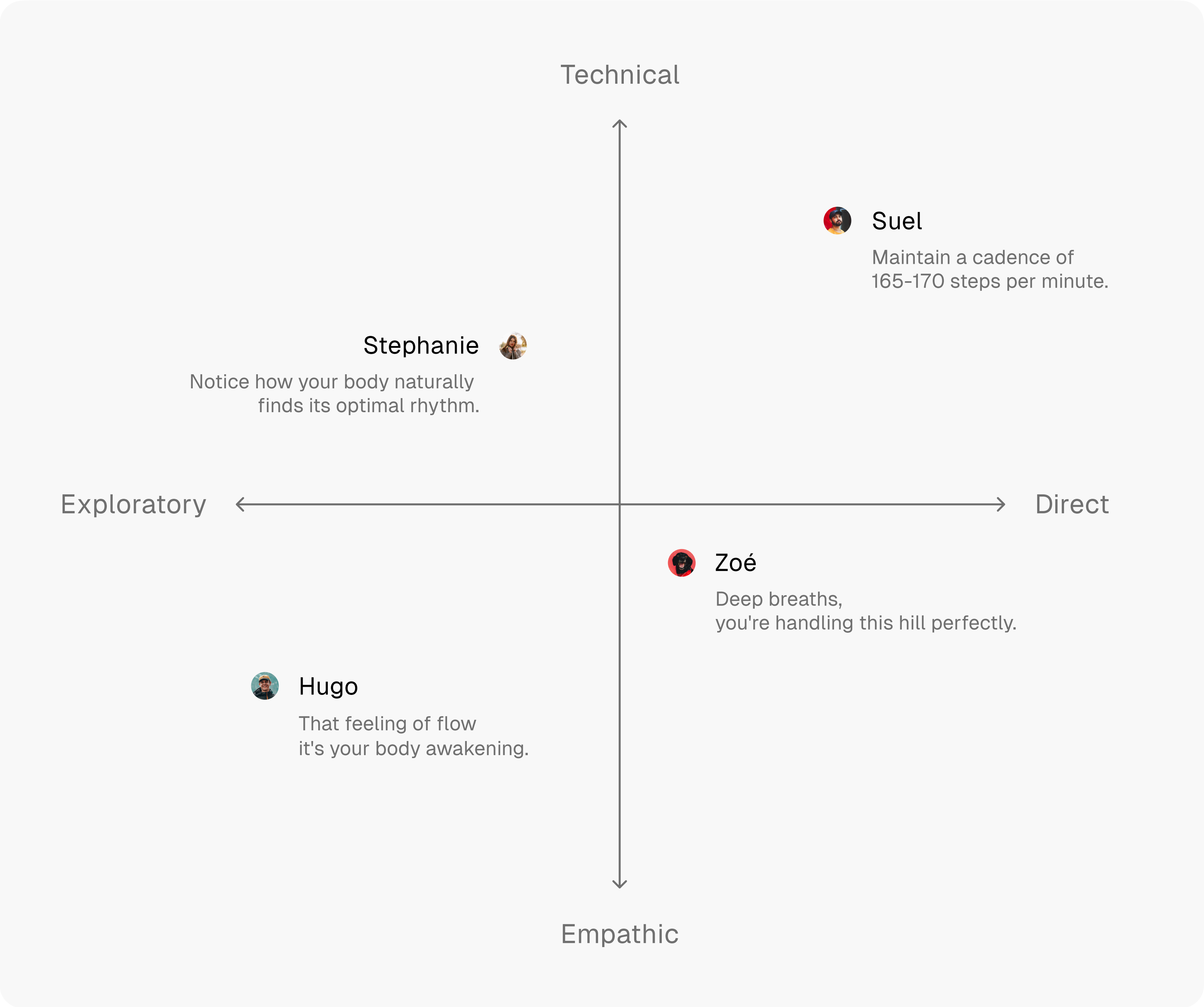Start now   →

6

Session Structure

The session structure includes guided exercises, post-session reflection, and progress visualization. By using progressive disclosure, information and educational content are revealed gradually, ensuring users aren't overwhelmed. The experience is designed with a reassuring and encouraging tone, supporting continuous learning and personal growth.

Technical

Suel
Maintain a cadence of
165-170 steps per minute.

Stephanie
Notice how your body naturally
finds its optimal rhythm.

Exploratory ← → Direct

Zoé
Deep breaths,
you're handling this hill perfectly.

Hugo
That feeling of flow
it's your body awakening.

Empathic

AI-Generated & Adaptive Design

Our design solutions are powered by AI-generated
and adaptive variations that adjust based on
the user's progress and onboarding profile.
By analyzing data and user behavior, the app
delivers personalized content, messaging,
and recommendations to maintain engagement.
This allows for a highly tailored experience that
evolves with the user's journey.

Expected Results

The application successfully introduces users to running through a mindful approach where awareness and progress develop naturally together, leading to:
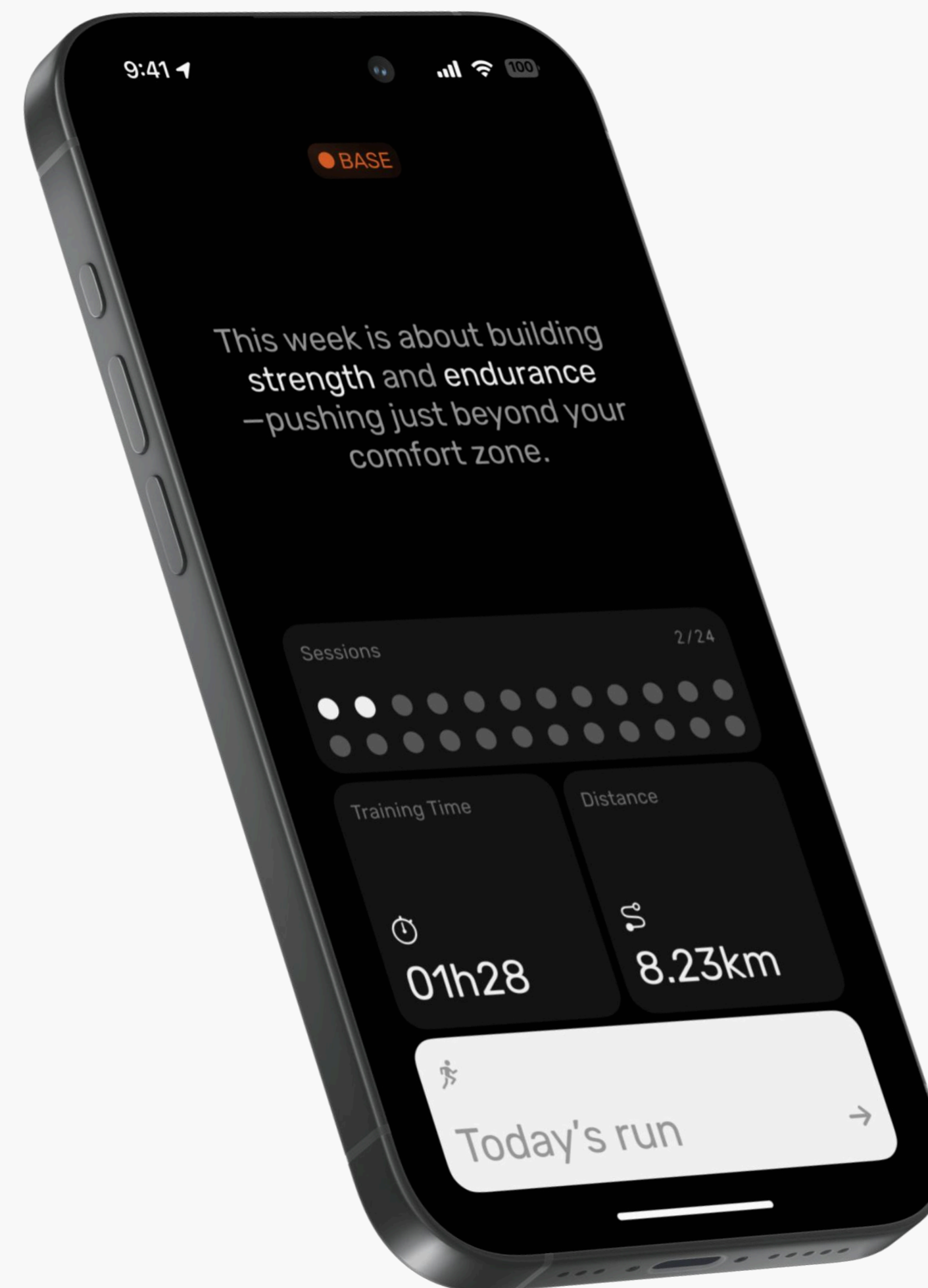- Higher program completion rates
- Deeper understanding of human body and mind
- More sustainable running practice
- Natural progression to advanced practice

Key Learnings

① Value of experiential over metric-based progress
② The power of consistent narrative in user engagement
③ The impact of personalization on retention rates

Impact

This application now serves as a gateway to the Syncore ecosystem, demonstrating that a holistic approach to fitness can be both accessible and engaging.

Today's run →

Start now →

With ⏱ 1h30 spent running and 〜 12 kilometers covered across 🏃 3 sessions, you're on the path to success.

1 2 3 4 5 6 7 8 9

● BASE

This week is about building **strength** and **endurance** —pushing just beyond your comfort zone.

Sessions   2/24

Training Time
01h28

Distance
8.23km

Today's run →

Boucheron

Boucheron, the prestigious French luxury jeweler, needed to elevate their digital presence to match their brand excellence. The existing e-commerce platform suffered from usability issues that were impacting conversion rates.

The project focused on redesigning key touchpoints while maintaining the brand's heritage and luxury positioning.
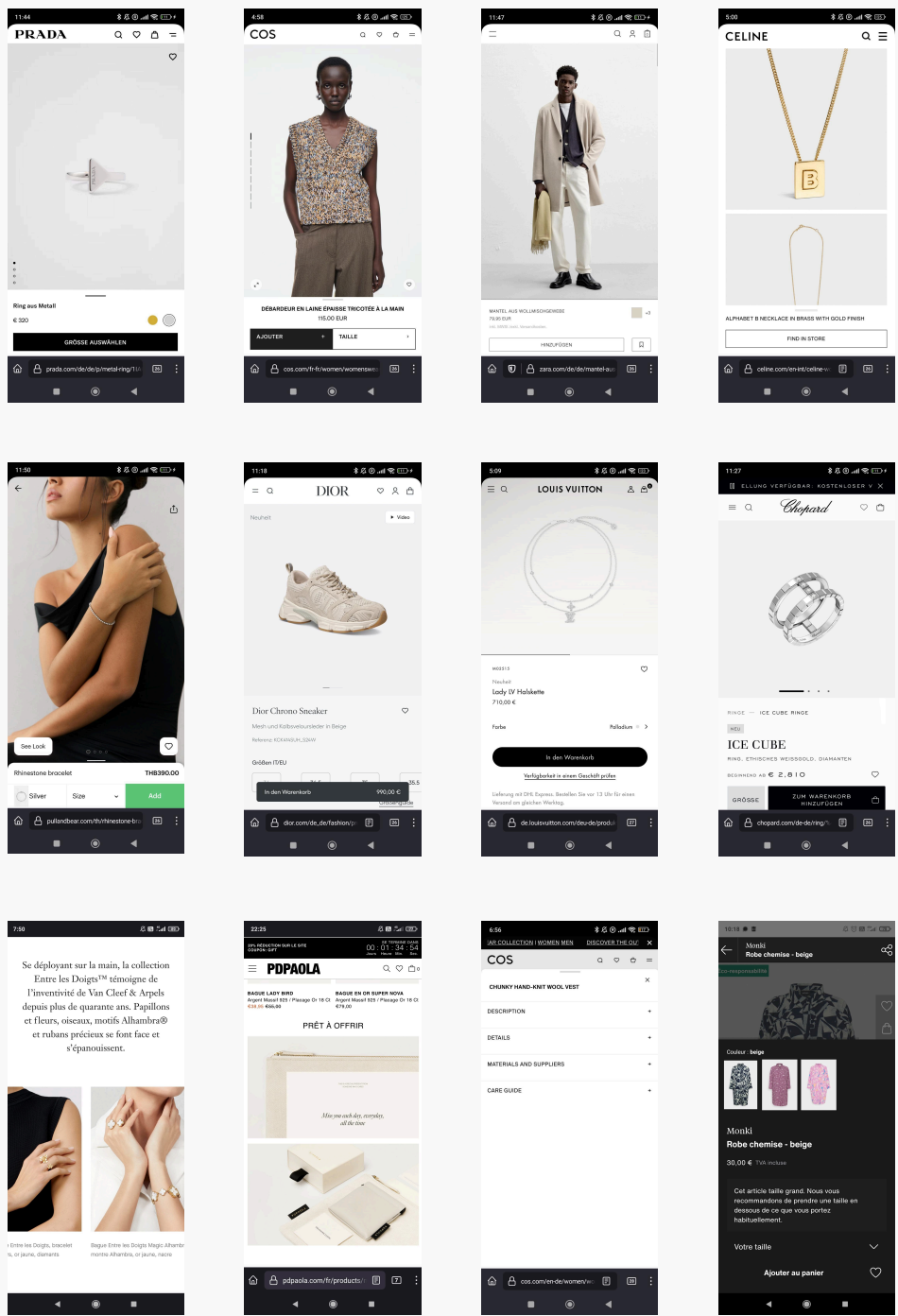
The key objectives were to:
① Mirror the in-store luxury experience
② Showcase their pieces effectively
③ Facilitate product discovery

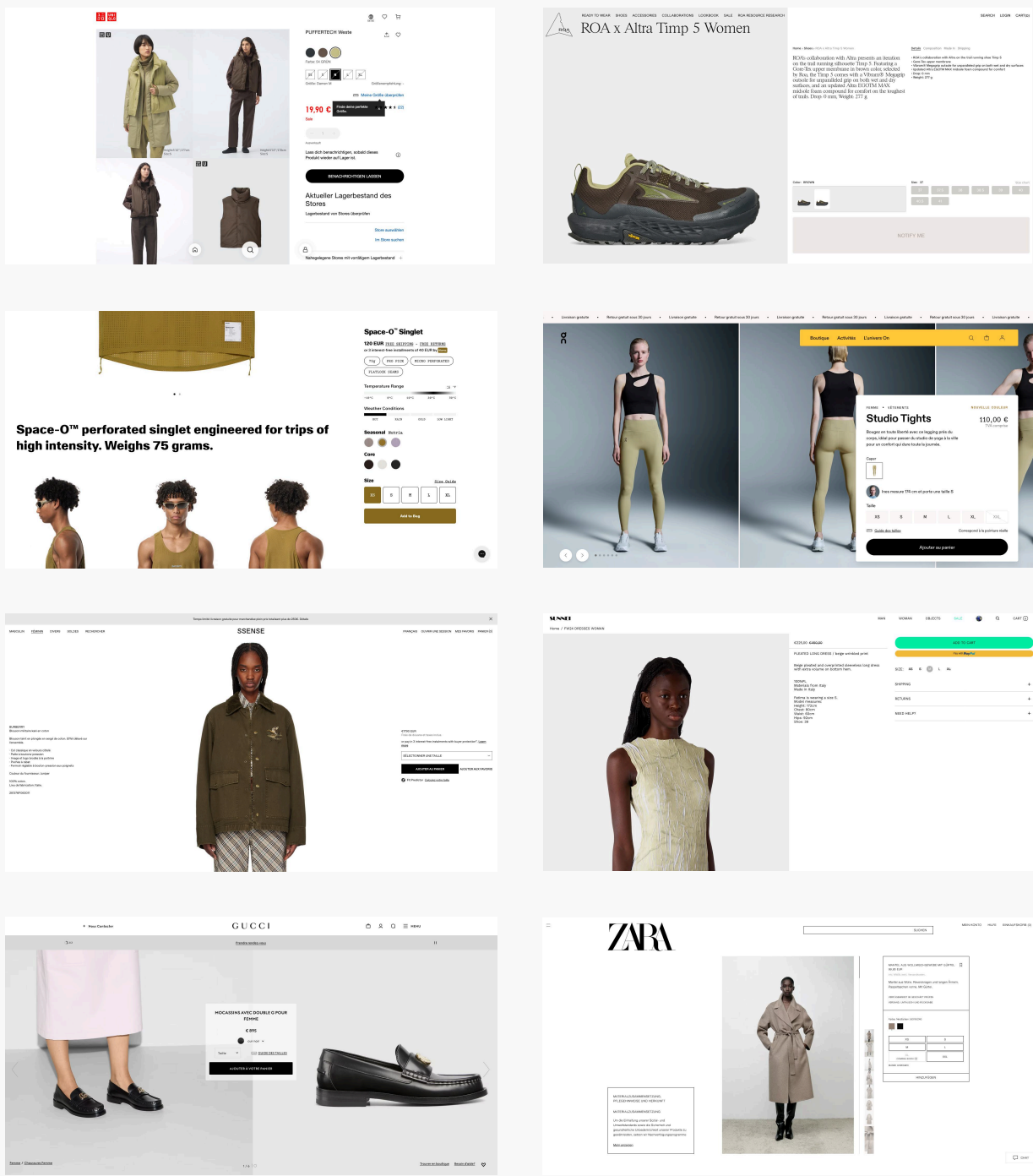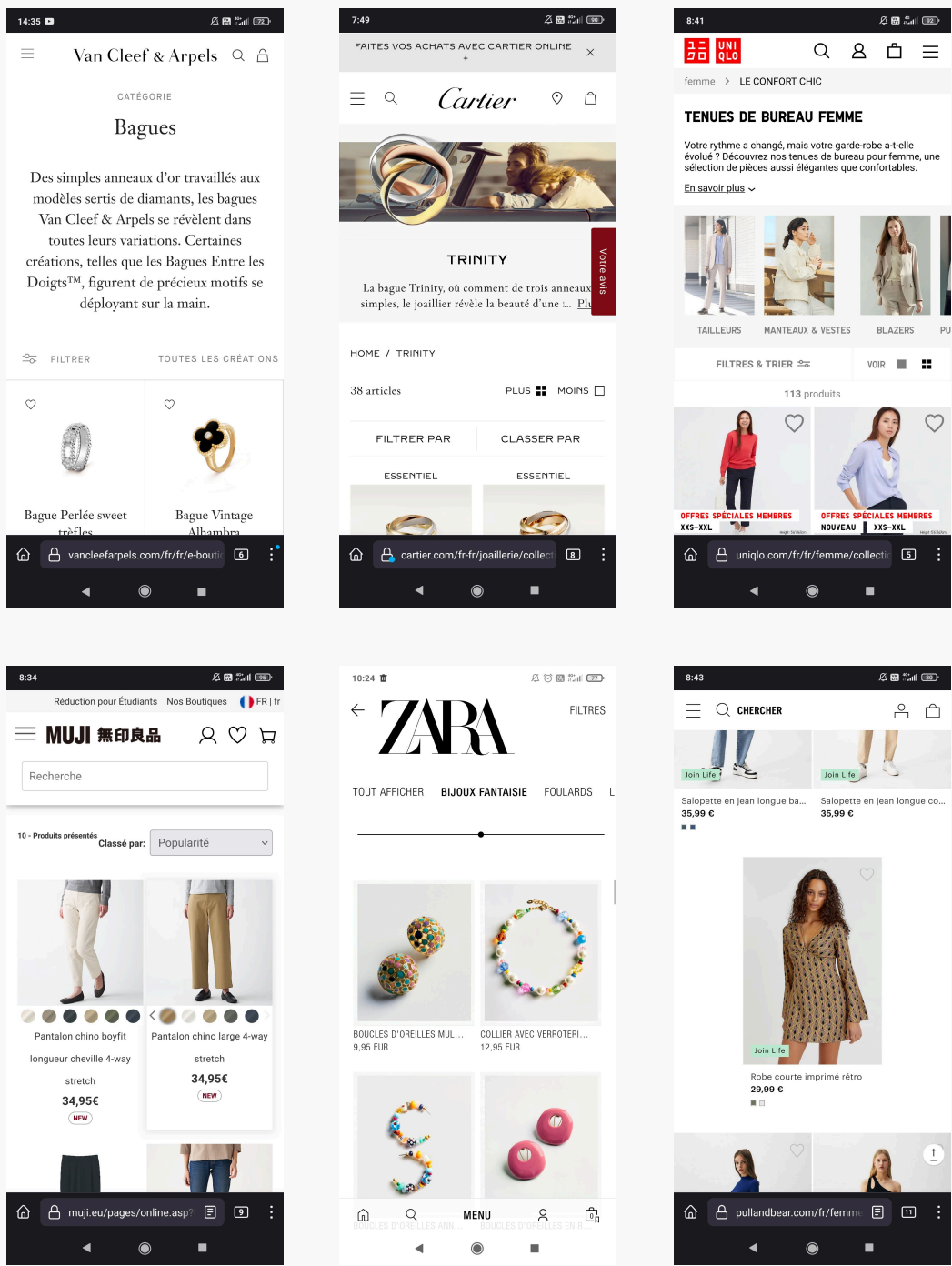PRODUCT PAGE MOBILE

PRODUCT PAGE DESKTOP

PRODUCT GRID

Audit & Benchmark

The project began with an audit of Boucheron's website, uncovering key issues such as usability problems, inconsistent experience across product pages, and complex navigation that hindered discovery and failed to convey the brand's essence.

We conducted a benchmark of luxury brands and other industries to extract best practices in storytelling, navigation, and interactivity. This helped balance luxury codes with modern, user-friendly digital solutions.

Product page

The redesigned product page adopts a mobile-first approach, combining elegance and practicality. A clear hierarchy and optimized whitespace enhance readability, while the gallery is immediately visible, showcasing the product's essence. Key information is accessible in one click, supported by storytelling that highlights the brand's core positioning: self-expression through style.

Inspired by the in-store experience, essential details are revealed at the right moment along the user journey: color variations while exploring the product, size guides when selecting a size, and delivery information just before purchase, all while adhering to best practices for a smooth and intuitive experience.


BEFORE

AFTER

ARABIC

JAPANESE

Multiple languages

One of the challenges for Boucheron is that the website is translated into multiple languages, with varying regulatory constraints and sometimes differing usage habits. It was essential to ensure that the site is flexible enough to accommodate more than 800 product references across approximately ten different languages, while maintaining consistency and adaptability.
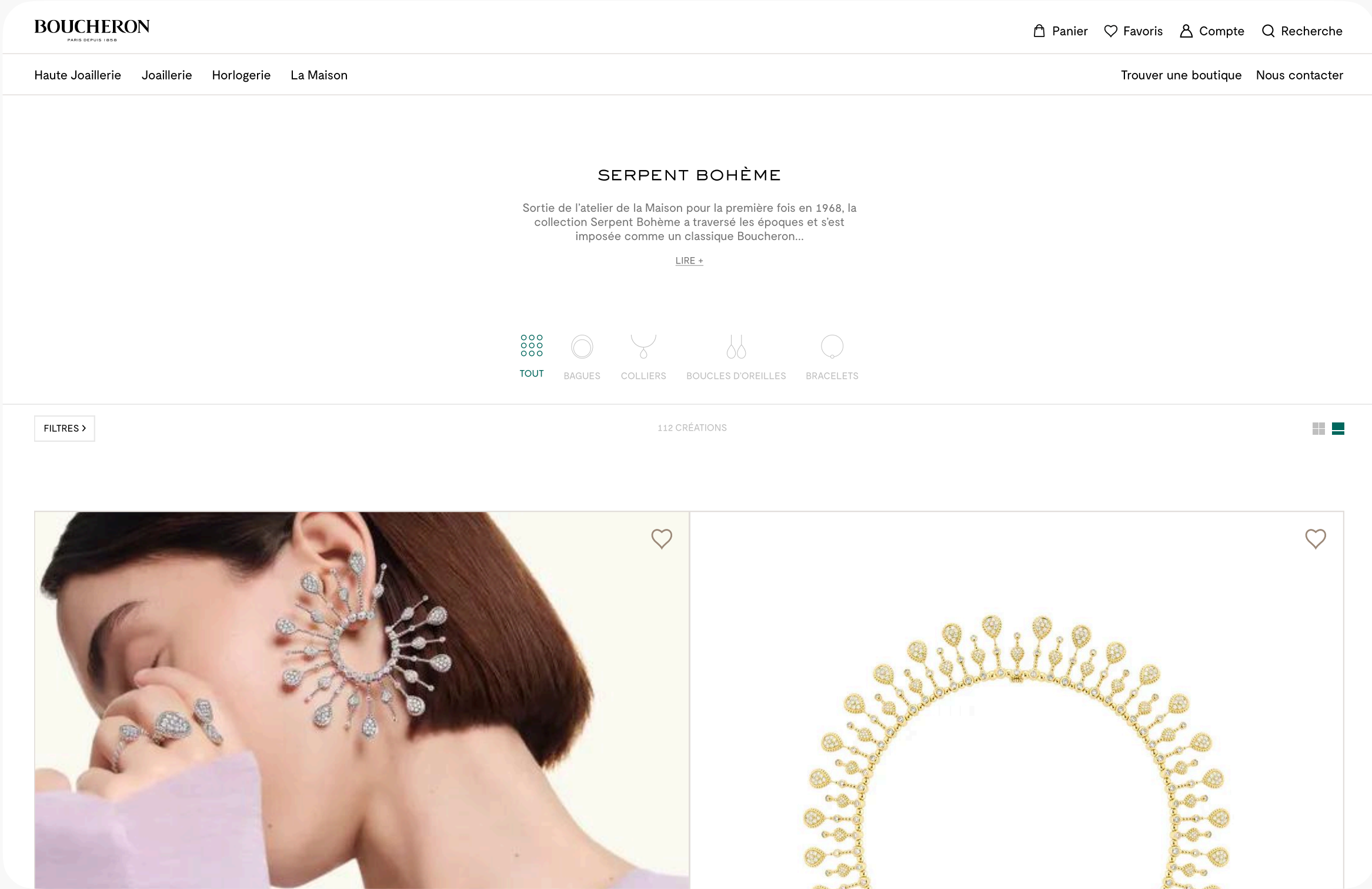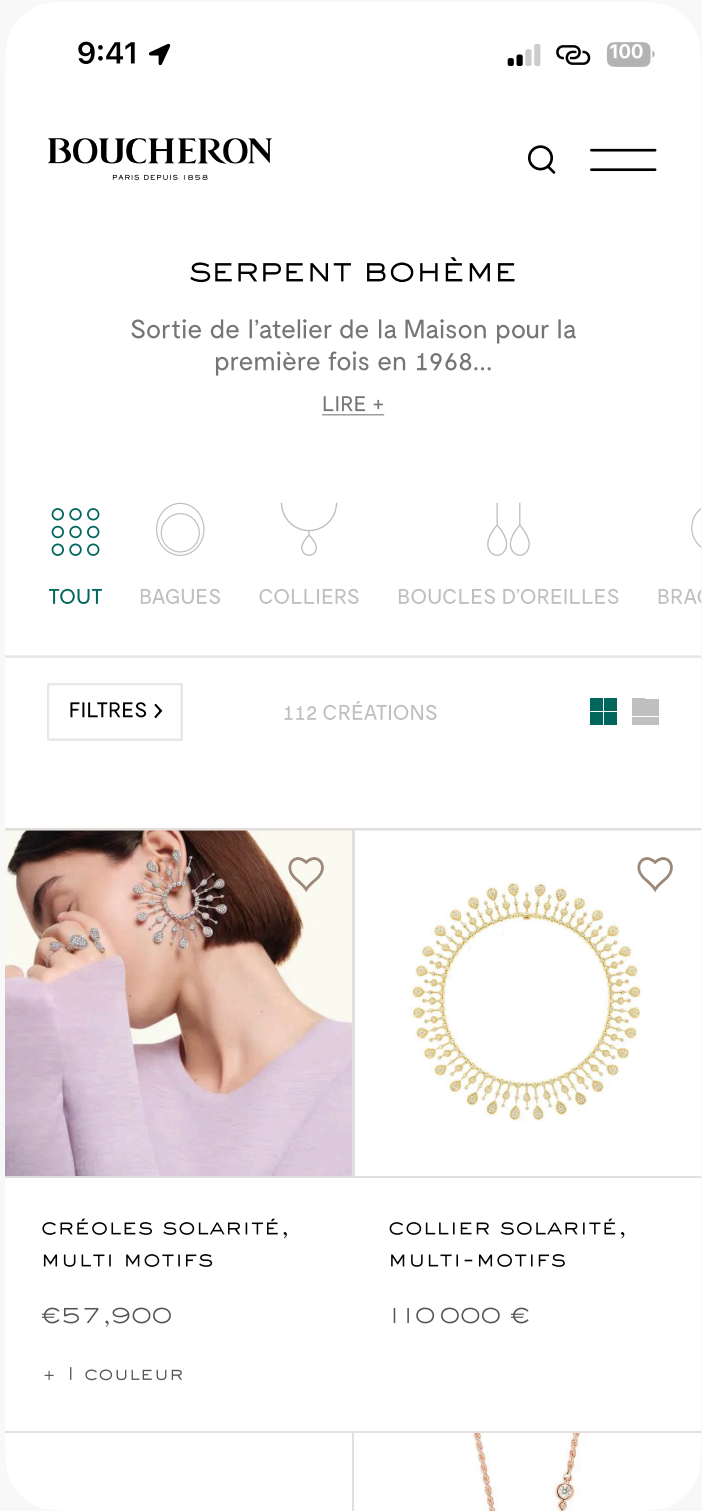
Product grid

The product grid required a complete redesign to transition from a moodboard-like appearance to a structure that emphasizes both the purchasing opportunity and the products themselves. To achieve this, we implemented a consistent grid system, displaying essential information such as product names, available colors, and pricing.

To facilitate creation discovery, we prioritized easy access to filters to help users find what they're looking for. For an immersive experience, the design offers the ability to view products in larger scale, with an on-hover preview showing the product worn. Additionally, each collection is introduced, providing context and storytelling.
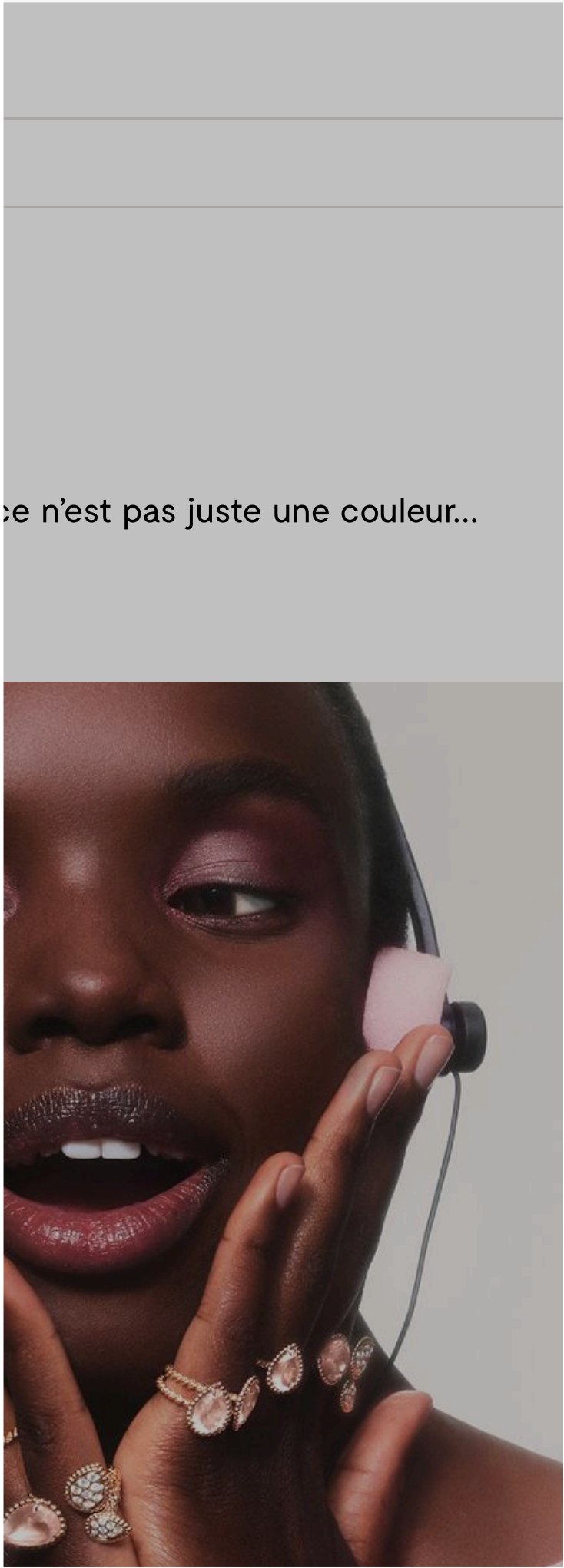
Je recherche ...

Guide des tailles

Livraison & retour

Prendre soin de ma création

FAQ

NOUS CONTACTER   +

NOUS RENDRE VISITE   +

BOUCHERON & VOUS   +

VOTRE CRÉATION   +

LANGUE (FR) ∨   LOCALISATION (FRANCE) ∨

9:41

BOUCHERON
PARIS DEPUIS 1858

Je recherche ...

Guide des tailles

Livraison et retour

Prendre soin de ma création

FAQ

NOUS CONTACTER   +

NOUS RENDRE VISITE   +

BOUCHERON & VOUS   +

VOTRE CRÉATION   +

LANGUE (FR) ∨   LOCALISATION (FRANCE) ∨
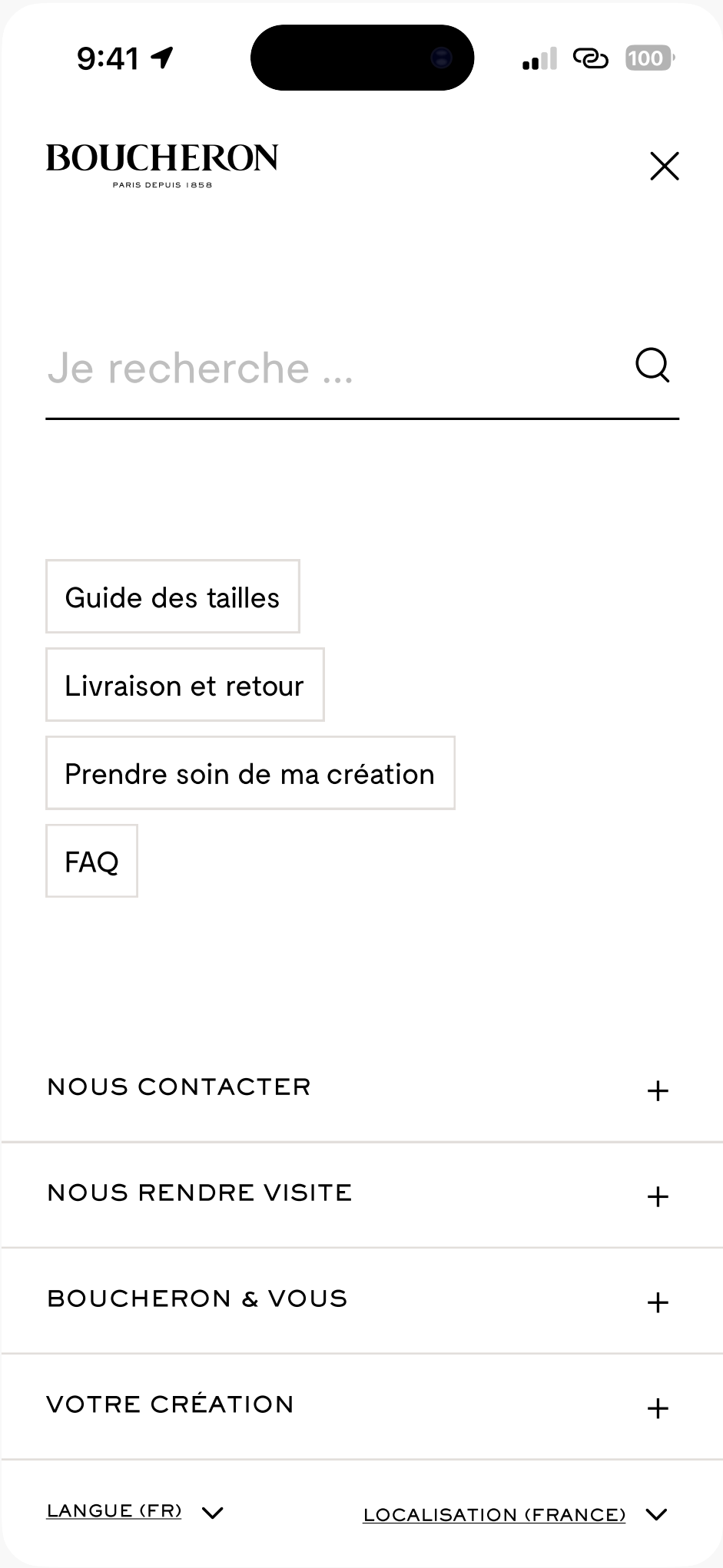
Search

The old search opened as a full-page overlay with only the search bar in the center, leaving users feeling lost in a vast empty space, accompanied by underperforming search results. To enhance the experience and reduce user frustration, we restructured the search functionality by displaying frequently searched services prominently, along with quick access to contact options for further assistance.

Noir Pur
#000000

Vert Emeraude
#00685E

Blanc Pur
#FFFFFF

Gris Poinçon
#555555

Gris Serti
#757575

Gris Pierre
#BFBFBF

Brun Tourmalin
#9C897A
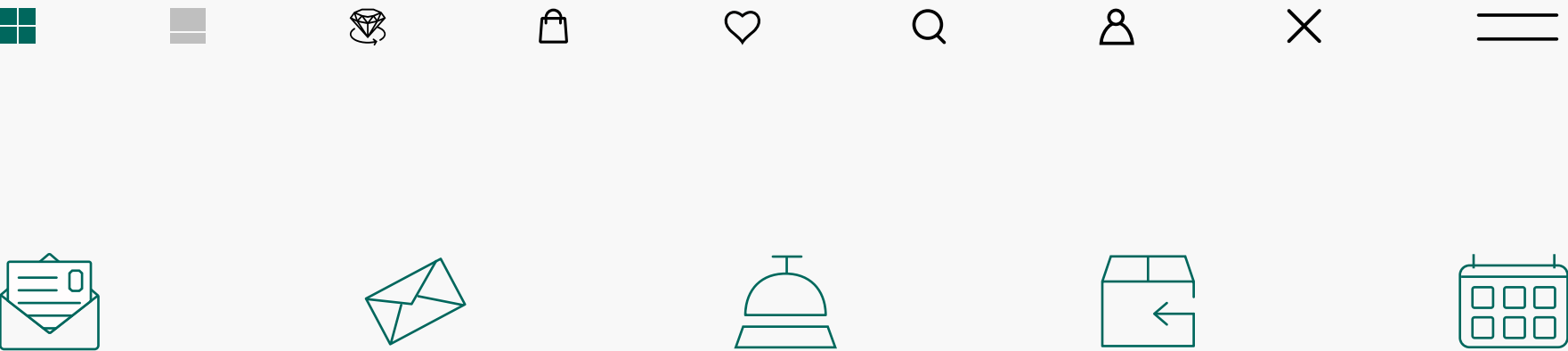
Brun Agate
#E2DFDC

Moderat

Designers : Thightype

Sackers Gothic Std

Designers : Monotype Studio

PICK UP IN MADISON'S STORE   +

FREE DELIVERY AND RETURNS   +

SECURED PAYMENT   —

To guarantee a safe and secure shopping experience, all online orders and payment transactions are handled through a secured platform with our partner Adyen.

GUIDE DES TAILLES

50	51	52	53	54
55	56	57	58	59
60	61	62	63	64
65	66	67	68	69

VOTRE TAILLE N'EST PLUS DISPONIBLE ?

サイズガイド

| 16 cm | 17 cm | 18 cm |
| 19 cm | 20 cm | 21 cm |

あなたのサイズはもう入手できないのですか？

	Could you briefly introduce yourself?	What is your purchasing process?	What is your image of Boucheron?	What information would you have needed to buy the piece?	After this exchange, what is your image of Boucheron?
Laura 37 years old Single "I like to treat myself to jewelry from time to time."		I often spot jewelry, then check the brand's website. I rarely buy on impulse; I like to compare before deciding.	It's a historic luxury brand, but maybe a bit intimidating for a spontaneous purchase.	Details about the materials and stones, and maybe lifestyle images to see how it looks in everyday wear.	Yes, I find it more accessible than before, and I like the idea of luxury as a personal indulgence.
Clément 35 years old Married, father of two "I often buy pieces for my wife to celebrate important moments."		My wife usually spots a piece and subtly lets me know. When an occasion comes up like an anniversary or a birth I buy it, often online or in-store if I want advice.	A very high-end, historic brand, catering to a more mature clientele. It feels a bit distant, not necessarily a brand I would have instinctively considered.	Quick access to key details like materials and pricing, and well-curated suggestions based on the occasion to make the right choice.	Yes, I see it as younger and more modern than I expected. The experience feels more accessible, and I would consider it for future gifts.
Serena 29 years old In a relationship "I have a soft spot for jewelry and can make impulsive purchases when I fall in love with a piece."		I like discovering jewelry online. If a piece catches my eye, I want to see how it looks when worn. If it speaks to me, I go for it.	A luxurious brand, but maybe a little formal. I'd love to feel a stronger emotional connection to their pieces.	Seeing the jewelry worn, with just enough storytelling about its inspiration an discovering the rest of the collection to find complementary pieces.	Yes, I see it as more vibrant and relatable. The mix of heritage and modern storytelling makes me want to explore their collections even more.

Check-List Prduct Grille

- Category navigation
- Use of filters
- Full-page display
- Identifying colors
- Click on "see more"

Check-List Product page

- Interactions with the gallery and 3D viewer
- Interaction with colors
- Access to details
- Size guide assistance
- Purchase/returns
- Cross-sell
- CTA

User tests

To validate our design decisions, we conducted user testing sessions. We observed how participants interacted with the prototype, collected their feedback. This process allowed us to either confirm or challenge specific aspects of our approach, leading to informed final decisions and adjustments. The results were positive, with significant improvements in brand perception, user satisfaction, product understanding, and overall engagement.

NOUS AVONS BIEN REÇU
VOTRE DEMANDE.

BOUCHERON

BAGUE QUATRE CLASSIQUE
SMALL

Visualiser en 3D

7 650 € TVA INCLUSE

VOIR PLUS DE DÉTAILS

Choisissez votre taille

Ajouter au panier

PICK UP IN MADISON'S STORE   +

FREE DELIVERY AND RETURNS   +

SECURED PAYMENT   +

Impact

The redesign successfully elevated Boucheron's digital presence to reflect its prestigious brand status, leading to increased online sales, a reduced bounce rate, improved average session duration, and higher pages per session.

Key learning

① Importance of balancing aesthetics with usability
② Significance storytelling in luxury e-commerce
③ Value of adapting experiences across devices
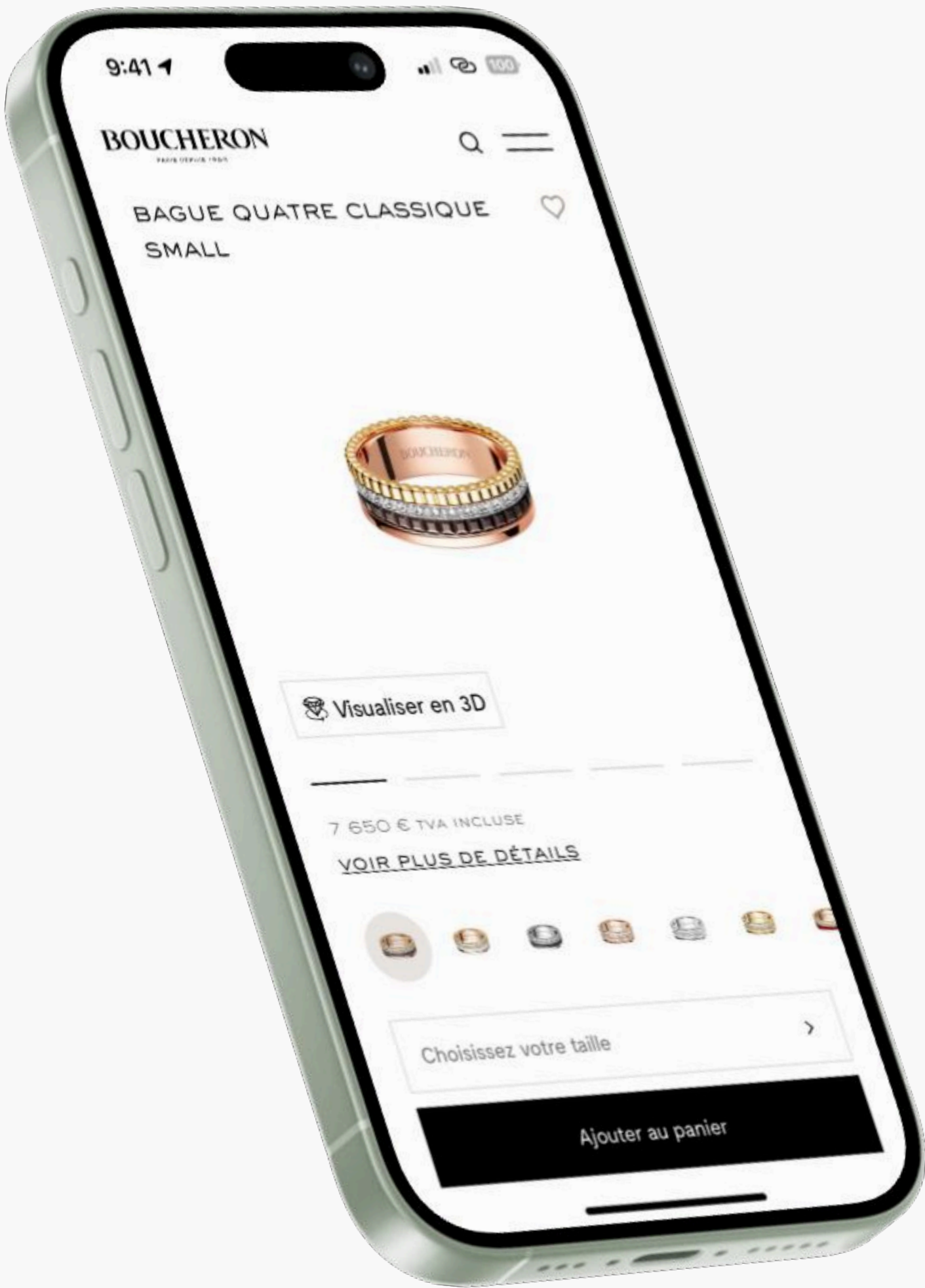
Hardwax

Hardwax is an iconic institution for vinyl enthusiasts, attracting a highly qualified audience: collectors, DJs, and fans of niche music genres.

The challenge was to modernize its digital interface while preserving the essence of "digging" inherent to the vinyl experience.

The key objectives were to:
① Responsive app for in-store and at-home uses
② Differenciate from typical streaming apps
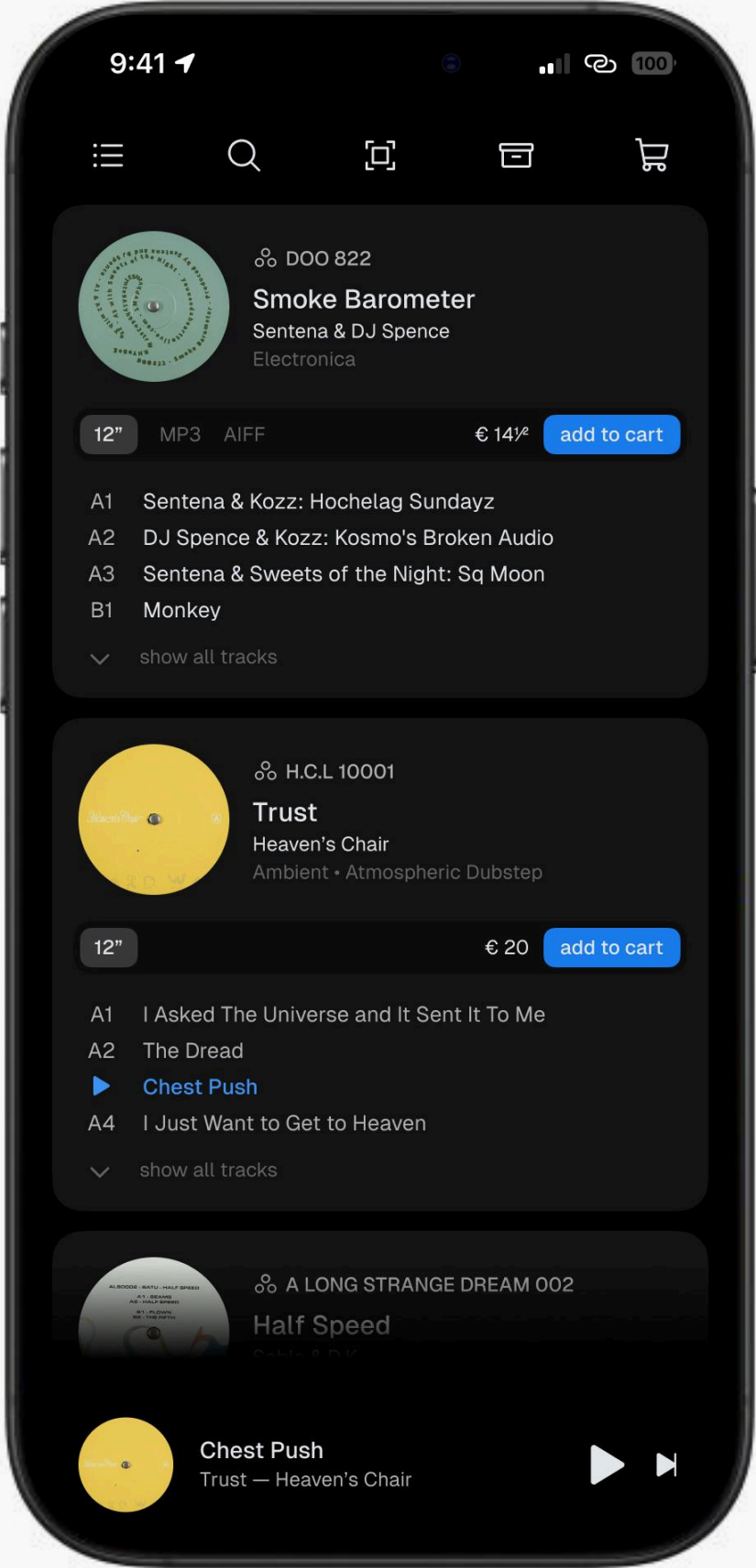③ Improve navigation and information hierarchy for reflecting the store's actual layout

BEFORE

AFTER

Enhancing with purpose

The project began with revamping the 2000s-era interface and enhancing the overall experience, while preserving the efficient workflow users were familiar with.

## A vinyl-inspired listening experience

The Hardwax player is designed to recreate the unique experience of vinyl sampling while remaining distinct from traditional streaming platforms. It focuses on 1-minute previews, promoting intentional listening, like "digging" sessions in-store.

A visual cue of a spinning vinyl and mobile-optimized controls enhance the tactile feel, while key details like record label and genre deepen the discovery process.
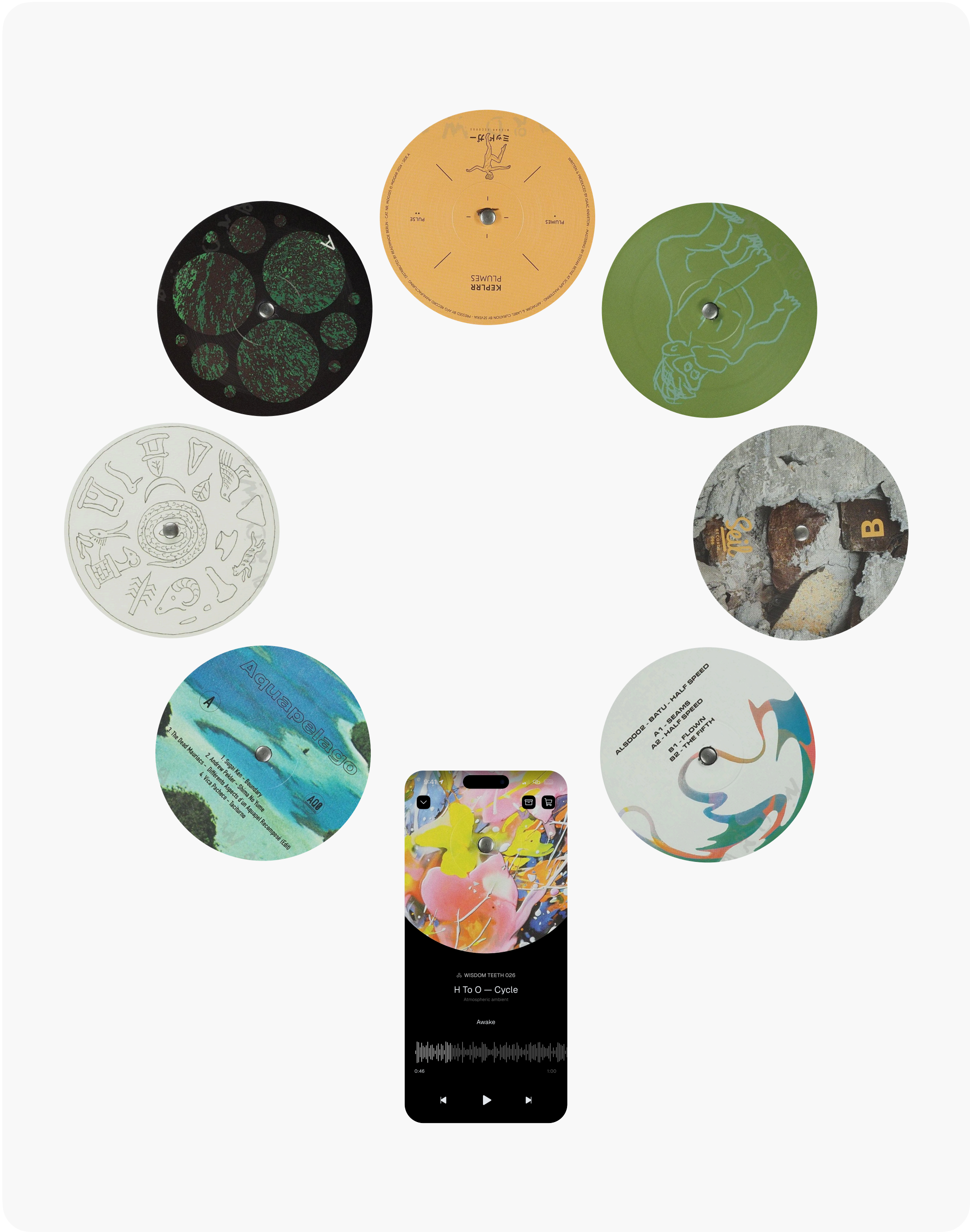
Structured for discovery

While maintaining the existing data architecture, we reimagined the browsing experience to make it more intuitive and engaging. The catalog, inspired by physical store layouts, offers a natural exploration journey, and the introduction of a wishlist feature allows users to save their future purchases. Visual hierarchy and metadata display were optimized to enhance music discovery while keeping users in a familiar context.
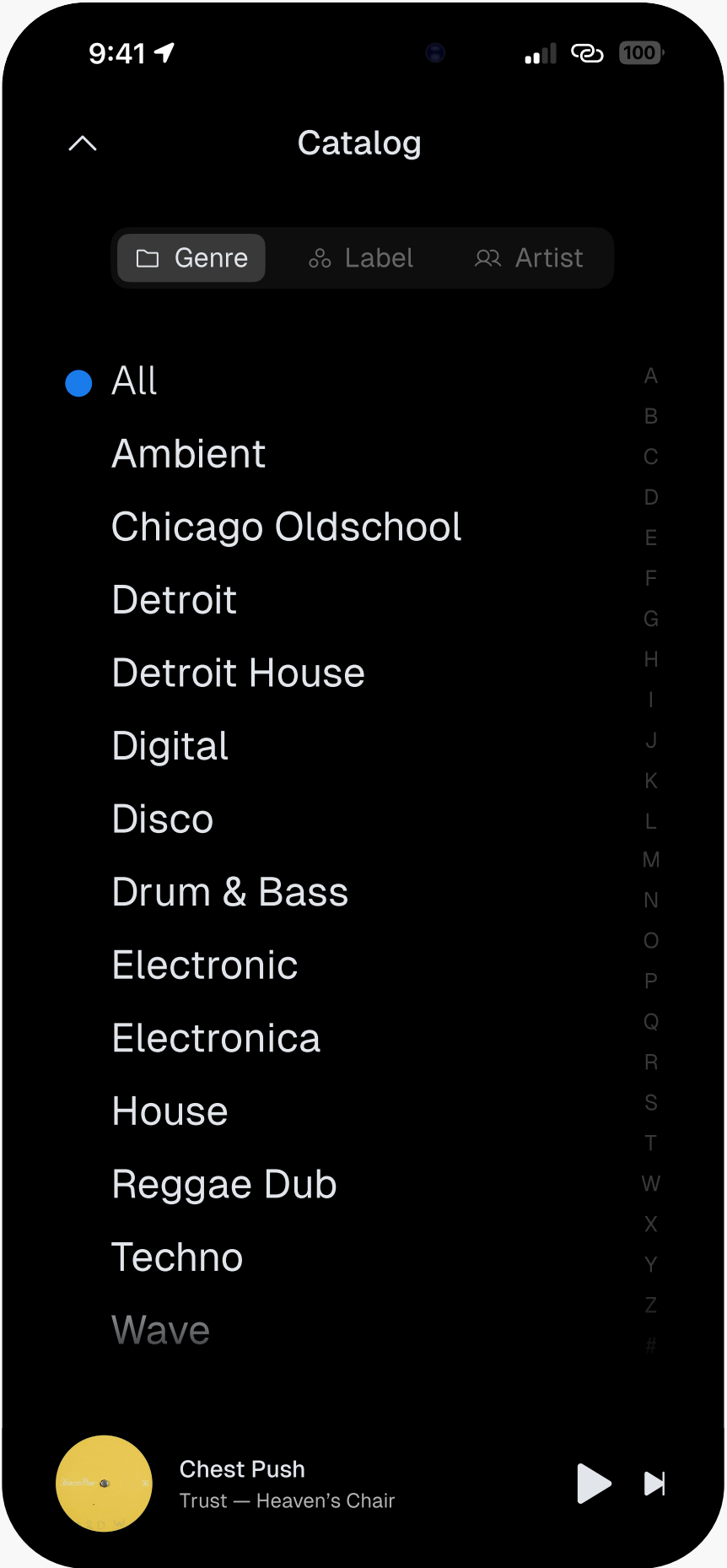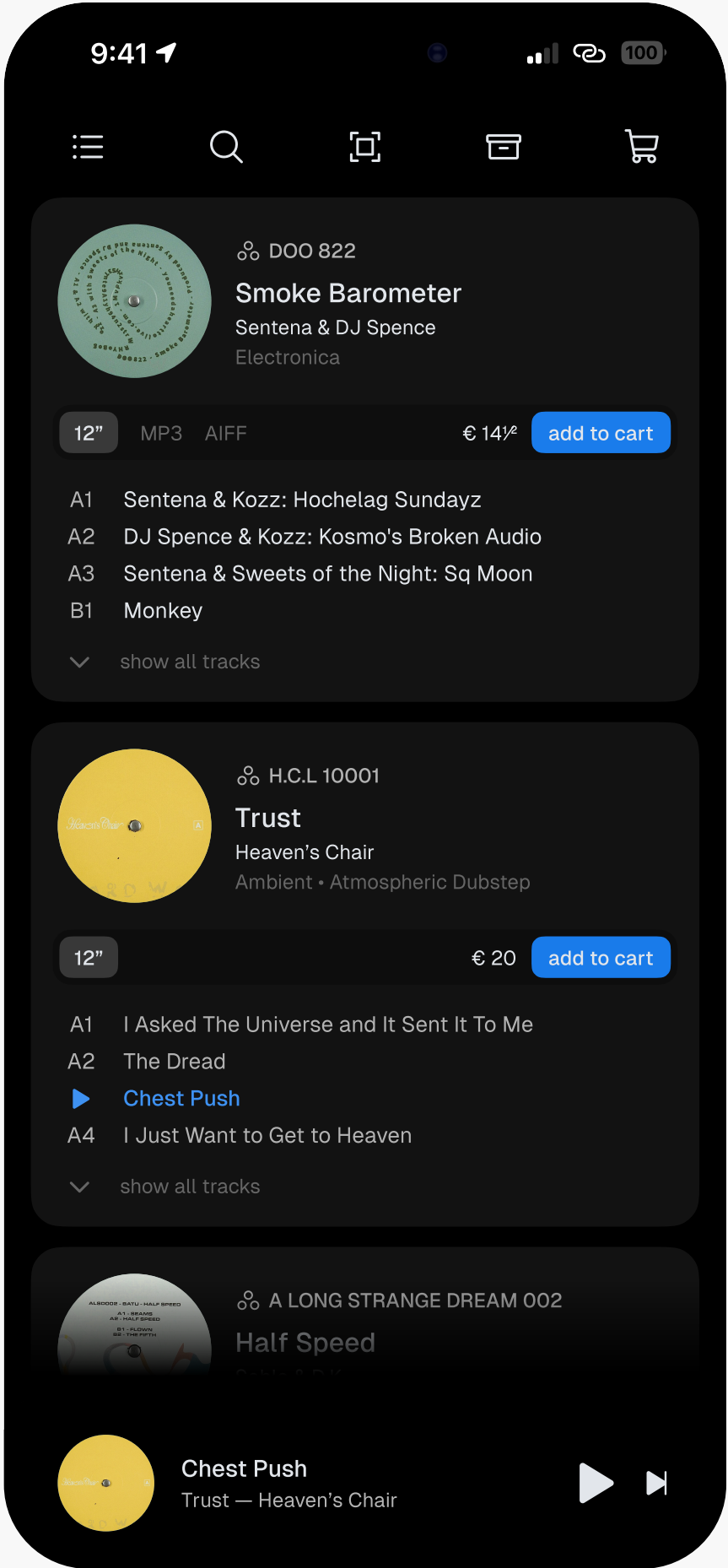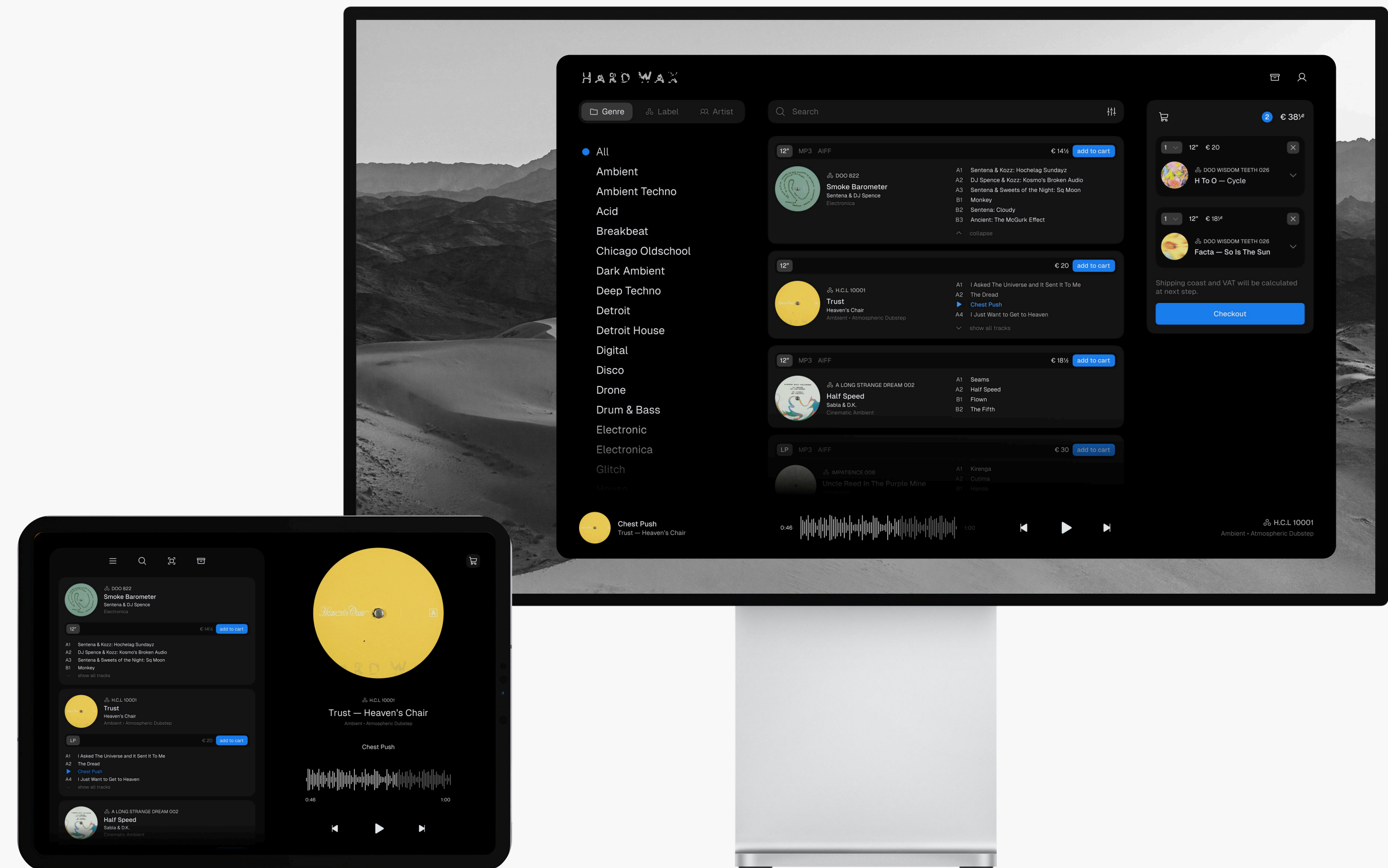
Responsive unified experience

Built with a mobile-first approach, the app adapts across different retail contexts by scaling from smartphones to in-store iPad listening stations and desktop browsers. This responsive approach ensures a consistent experience whether complementing physical turntables in shops or enabling digital exploration at home.
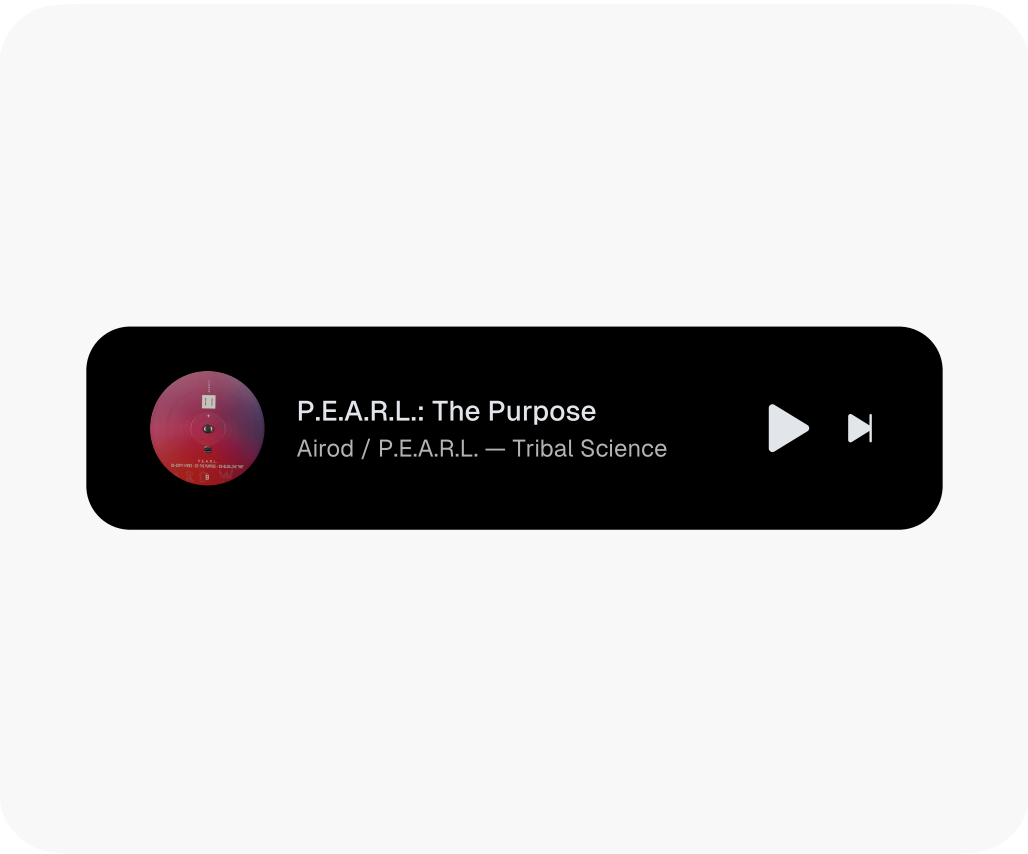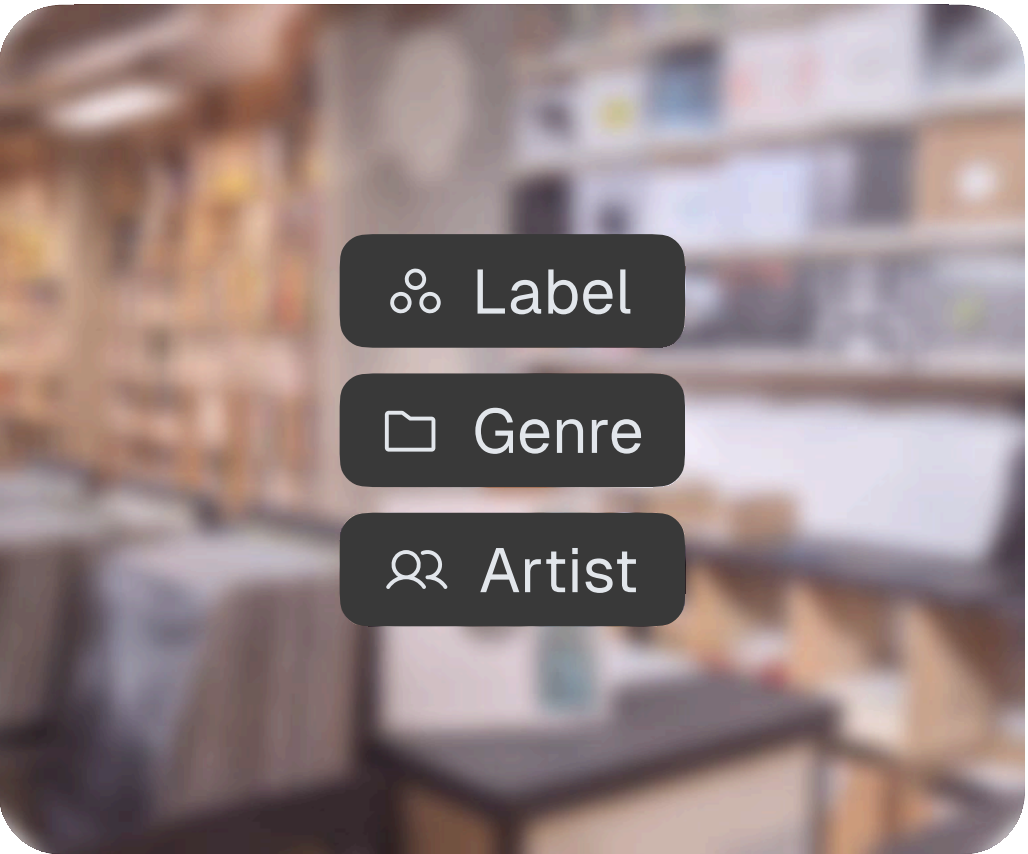
Results

① Maintained all original functionality
② Improved mobile usability
③ Enhanced user satisfaction

Key learning

① The importance of preserving functional legacy systems
② Value of distinctive music preview experience
③ Significance of mobile optimization in physical retail

Label

Genre

Artist

P.E.A.R.L.: The Purpose
Airod / P.E.A.R.L. — Tribal Science

WISDOM TEETH 026

H To O — Cycle
Atmospheric ambient

Awake

0:46   1:00

DJI Osmo Studio

DJI OSMO Studio is a prosumer multi-camera streaming system designed for content creators and creative individuals wishing to broadcast high-quality content without the technical constraints of complex professional setups.

Our aim: empower solo creators with pro-level settings thanks to an intuitive interface for live control and camera editing, combined with high-performance, compact hardware.

The key objectives were to:
① Enable one person to manage an entire multi-camera production effortlessly
② Simplify complex workflows with a clear, responsive interface
③ Enable instant transitions without breaking the creative flow

The hardware

The system includes three wireless gimbal-stabilized cameras and a central processing hub with 5G/WiFi connectivity, providing a turnkey solution for high-quality multi-camera production.

Tina –
Culinary Content Creator

Tina is looking to stream live from her kitchen on her own.

→ Solo management

→ Instant feedback on live stream status

→ Easy switching between camera angles

→ Streamlined overlay editing

→ Interaction with her audience

Jose –
Listening Bar Owner

José wants to showcase the Migas listening sessions and the atmosphere through live streams effortlessly.

→ Set-and-Forget Simplicity

→ Start live streams with a single click

→ Passive live stream management

→ Recording for rebroadcast

Personas

To design an interface truly tailored to creators' needs, I relied on personas inspired by real people. This approach allowed me to ground the design in concrete usage contexts, validate specific needs, imagine authentic scenarios, and create an interface that meets precise expectations in terms of simplicity, flexibility, and efficiency.

Concept

We designed the DJI OSMO Studio interface around three screens, each catering to specific roles such as director, cameraman, and moderator. The goal is to maintain ease of use while providing advanced control capabilities for creators.

🎬 Director space

Designed as a "launchpad" for live streaming, this screen is at the heart of the user. It offers intuitive switching between scenes through an interface inspired by simplified control systems.

The Auto Director Mode is an intelligent feature that automates scene transitions and framing based on predefined rules. It also provides continuous sound control, real-time feedback of stream status.

💬 Chat space

Designed to maintain contact with the audience while ensuring essential live monitoring, the Chat screen integrates real-time comment visualization and continuous video and audio feedback, guaranteeing stream quality without needing to leave the interaction space.

it enables sending quick replies using pre-recorded messages, along with configurable settings and moderation options.
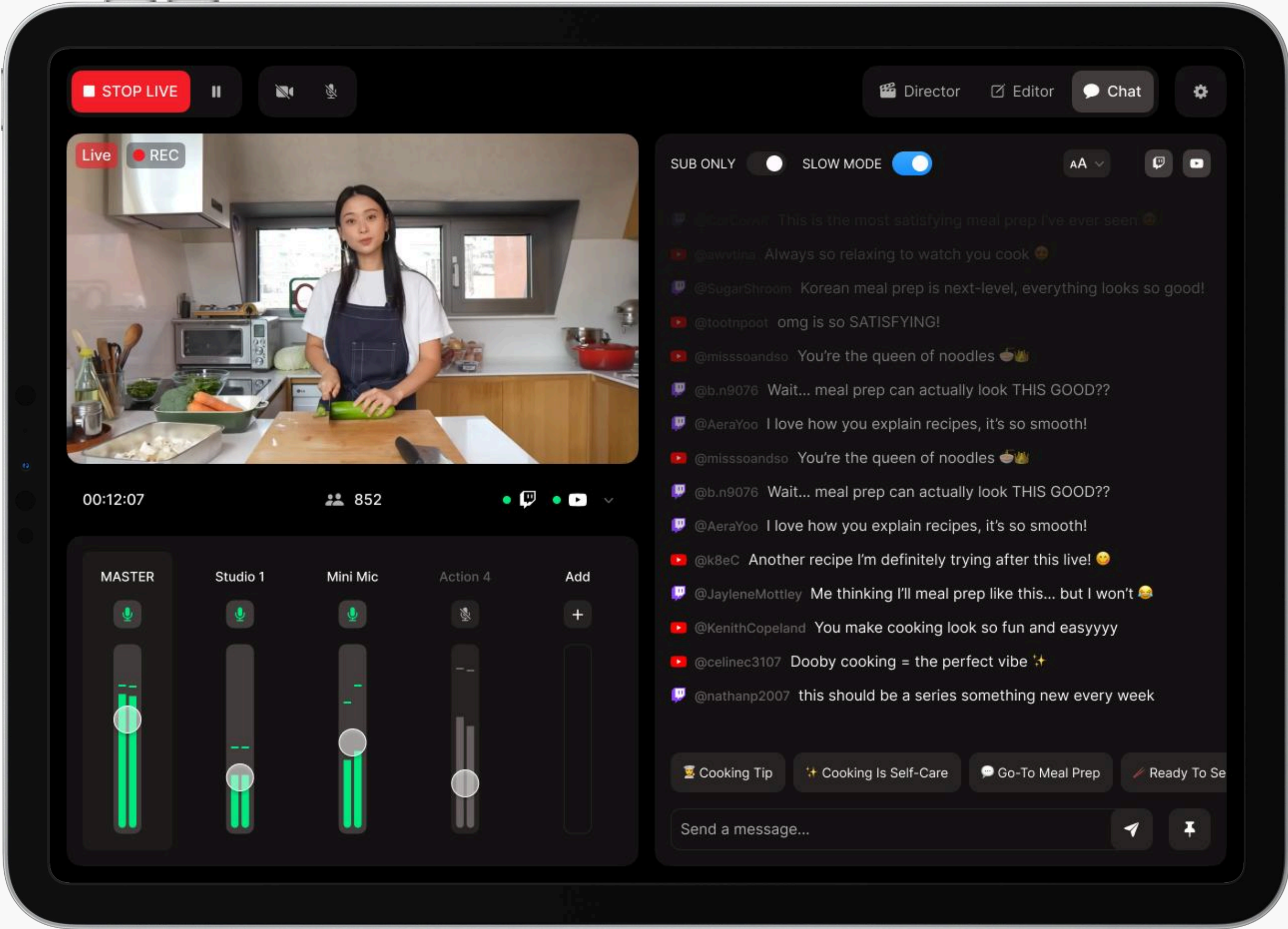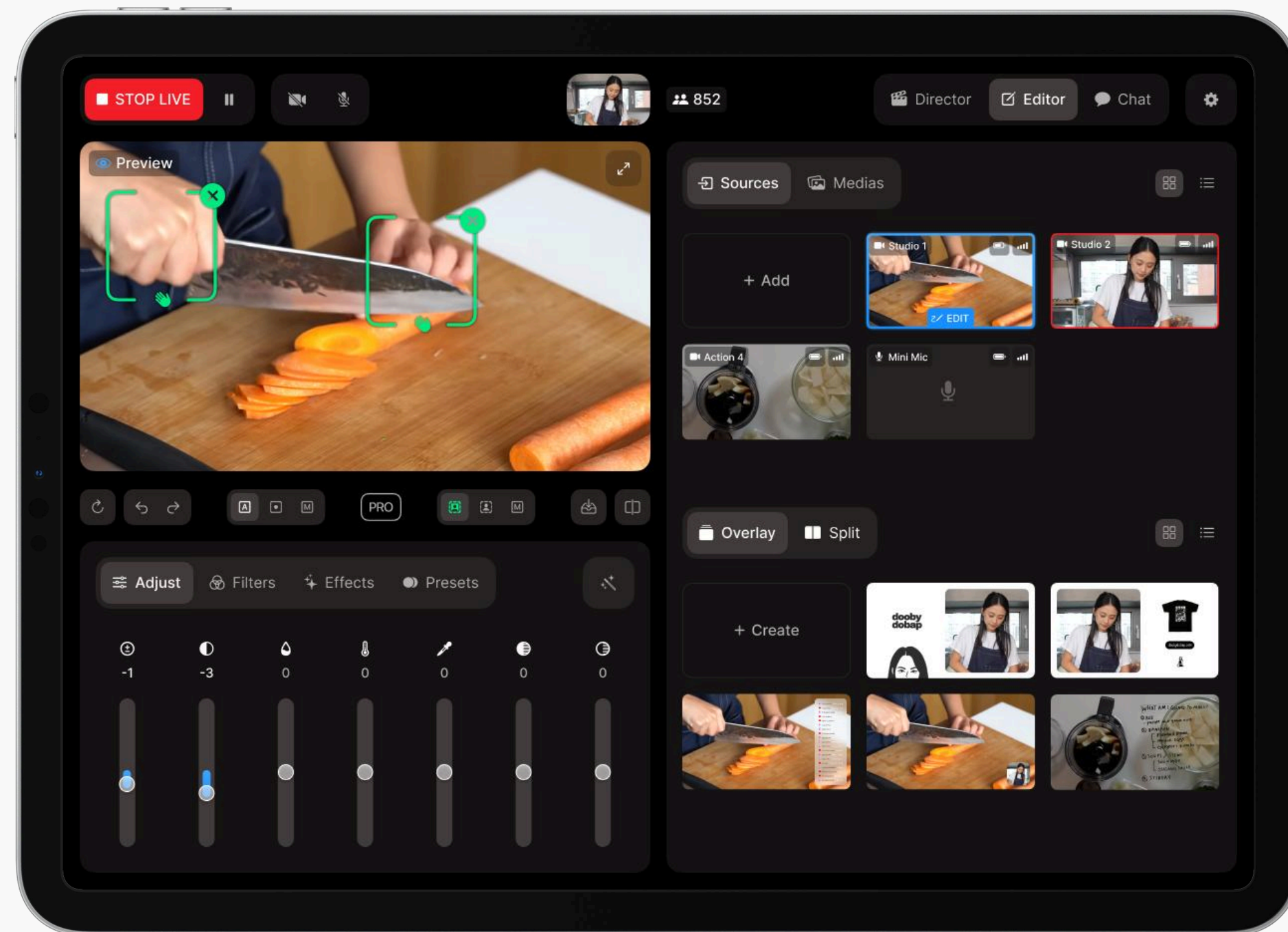
☑ Editor space

A space dedicated to advanced preparation and customization, offering complete control over the image and staging. Customizable presets allow users to save favorite configurations for recurring setups, streamlining preparation for upcoming live broadcasts.

A condensed feedback view offers a quick snapshot of the live status, ensuring users stay connected to the broadcast.
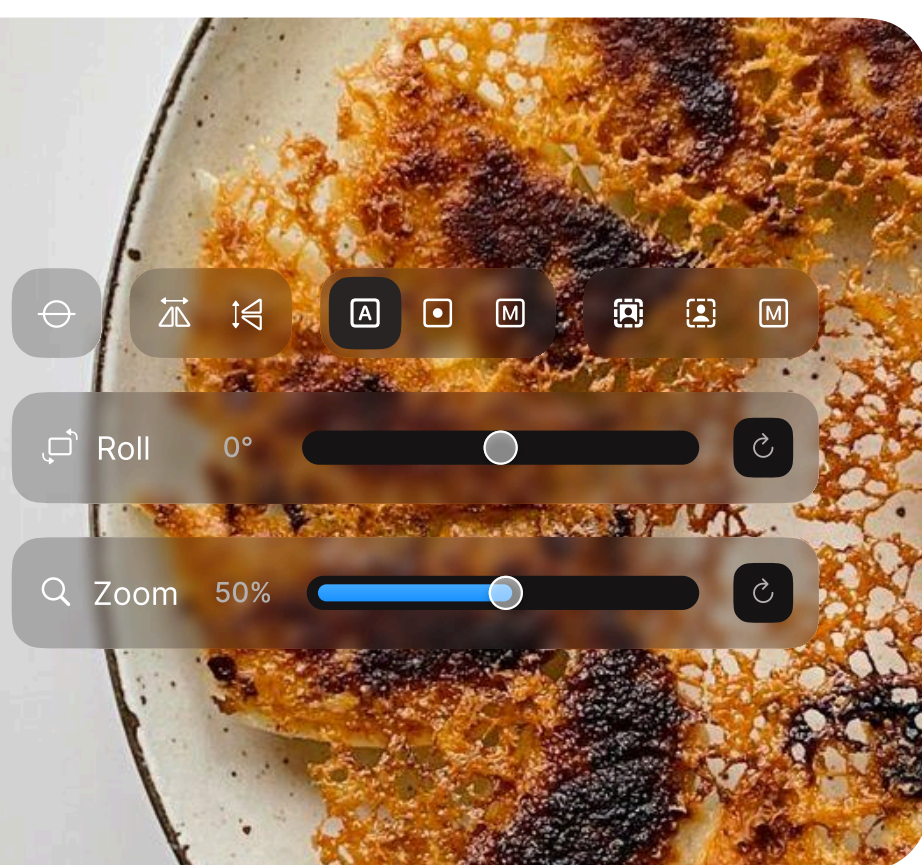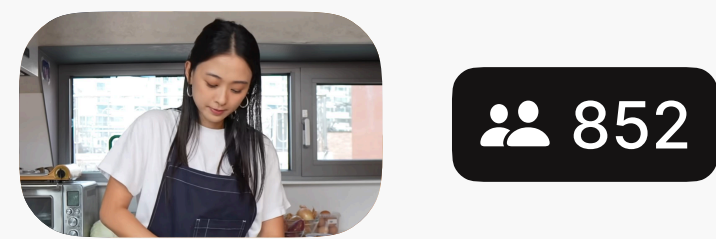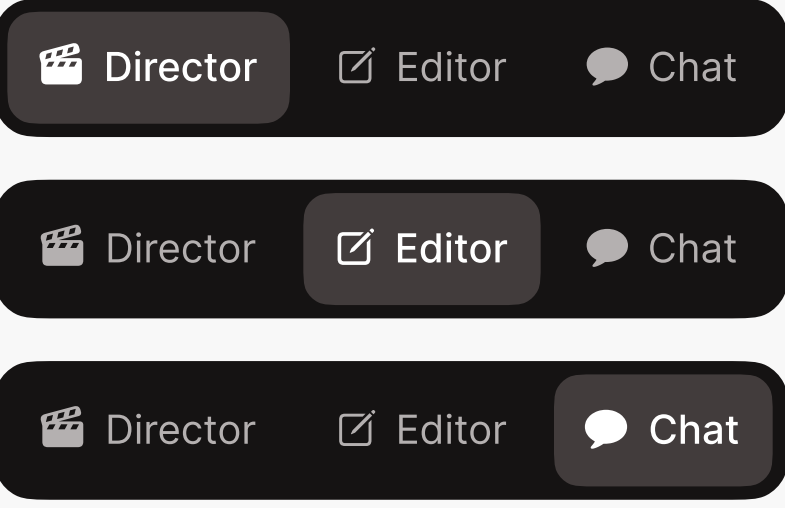
Success Metrics

① Single-operator capability
② Minimal training required
③ Professional output quality
④ Setup time under 10 minutes

Key learning

Key takeaways include the importance of simplicity within complex professional tools, and the need to balance advanced control with accessibility for the end user.

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