



Teufel â?? Designing a distinctive sound language for the connected living room (T&F insights)

Description



Brand



Territory

Worldwide

The case

Bringing Teufel's product experience into sound

Teufel is a premium audio brand trusted by enthusiasts for performance, durability and engineering rigour. With the acquisition of Raumfeld and the rollout of wireless multi-room speakers under the Teufel name, the brand moved deeper into the living room; a cleaner, design-led environment where every interaction matters.

Yet the products still used factory default device sounds from the component provider. Teufel had a distinctive hardware and listening experience, but no proprietary sound for touch interactions. The team, very much craftsmen and technicians, needed a process that delivered a concrete result quickly on tight time and budget, while still producing a sound suite that worked across touch gestures, devices and both audiophile and casual users.

What the industry playbook suggested

For a first move into device sound, the standard answers sit at two extremes.

One is a full sonic branding programme: deep discovery, multiple territories and long testing cycles before any interface sounds are defined, which would have blown past Teufel's timelines and constraints. The other is to keep factory sounds with minor tweaks and treat interaction audio as a technical detail, leaving a premium product speaking in a generic voice right at the moment of use. Neither matched a brief that needed both strategic fit and fast, product-led delivery.

What our infrastructure unlocked

Tracks & Fields made the project workable by narrowing scope without lowering ambition. The focus went first to the living-room-facing streaming range, where device sounds would be most visible and valued. Within that line, development was staged around the most repeated interaction: the tap sound.

This tiny, millisecond-long cue had to carry Teufel's DNA, feel premium and precise, stay unobtrusive over endless repetition and still be recognisably its own. Once that core tap sound was defined and validated, it set the behavioural and tonal rules for the rest of the interaction family. The hardest, most frequent sound became the anchor for an accelerated process for all other cues.

This infrastructure delivered a fast entry into device sound without forcing a "big bang" programme, a tightly focused scope on the highest-impact product line, a staged model prioritising the most frequent interaction, and a sound family aligned with Teufel's performance credentials and design-led living-room positioning.

The result

Tracks & Fields didn't just deliver a fresh set of device sounds; they gave a highly technical, engineering-driven brand a practical way into sonic interaction design with speed, confidence and brand coherence. By structuring the process around one crucial interaction first and then scaling it, Teufel avoided the false choice between "too much process" and "not enough differentiation" and ended up with a proprietary sound experience that could grow from a single tap into a full product sound language.

If this story feels familiar, we'd be happy to explore how a sound language could work for your products too.

