Aura Light

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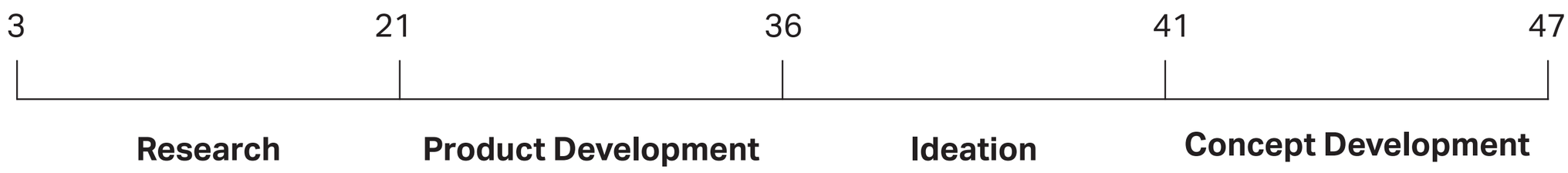
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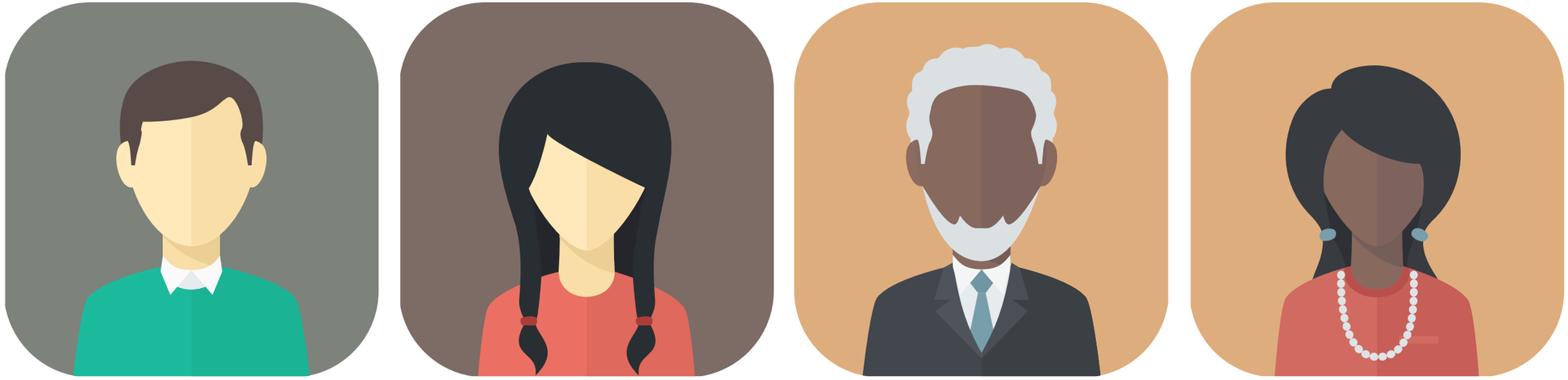
Target Archetype:

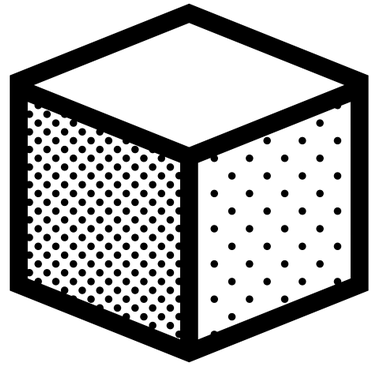
Homeowners



Young → Old

Critical to Think About:

Research:



For the People:

- Who is Buying
- Who it’s For
- Who it’s For
- Emotions / Moods

For the Product:

- Color Trends
- Form Trends
- Aesthetic Adjectives
- Tech Intergeneration

Aura Light

Research:

Interview Quotes:

What brings you good quality of life?

"A good night's sleep, a good kitchen, a clean house with lots of windows, and financial stability."

"I want (the things I buy) to last a while because I'm willing to pay for quality, but no willing to pay to much."

"Bikes because they are a fast and fun way to commute, a nice coffee maker, filtered water in the refrigerator, pet help products, lighting, modular storage, airflow movable and expandable furniture."

How do you chose what you buy?

"Form/design, the quality of materials and the build of it, worth the price, and the price."

"I don't buy very many things, I try to keep it minimal, don't like clutter because it translates into a cluttered mind. The key is to find a balance between price, looks, longevity/quality."

"I rearrange every four to six months, sometimes I get new things."

Who's Buying:

Research:

Women

Purchase More - Drive Market

Shop More Online

Research In-store or by Word of Mouth

Men

Shop More In-store

Research Beforehand

Spend Less Time In-store

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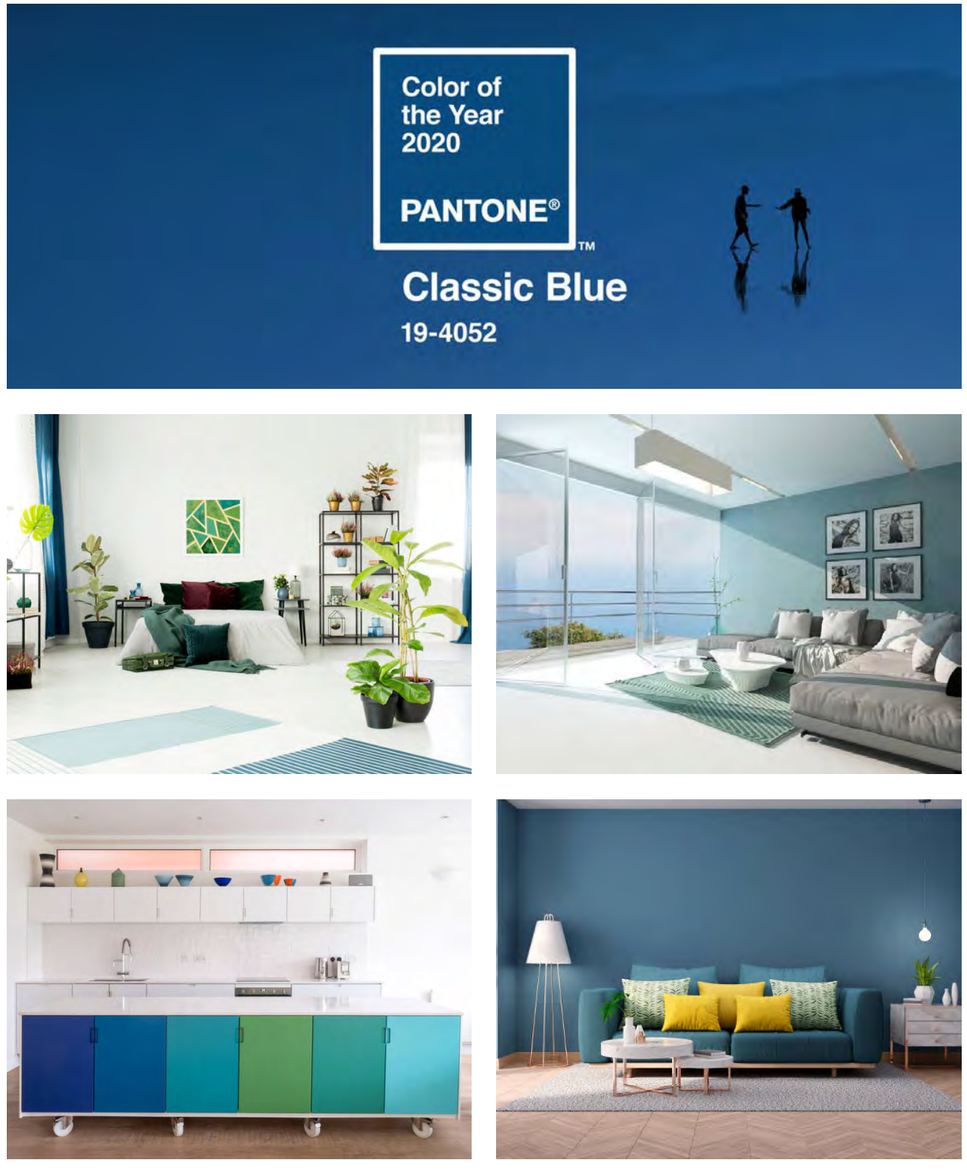
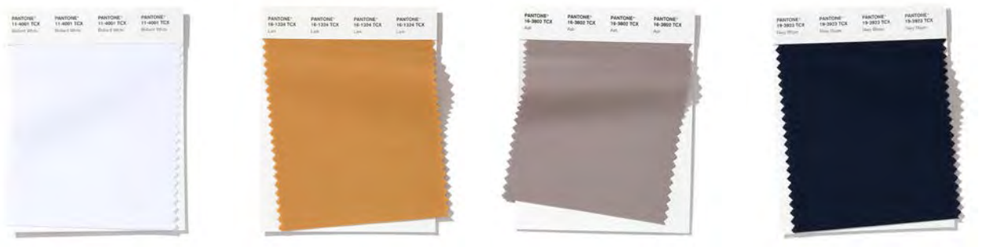
Color Trends for 2020:

Research:



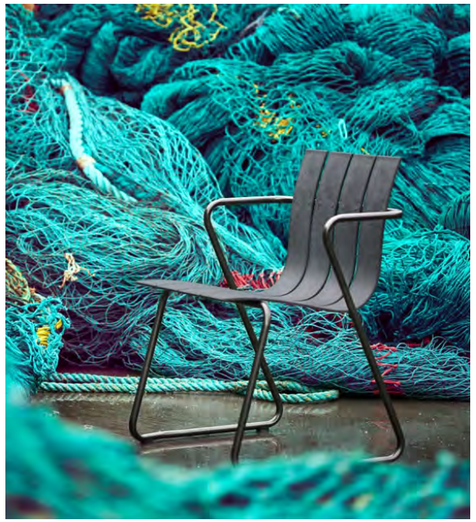
SPRING | SUMMER

FALL

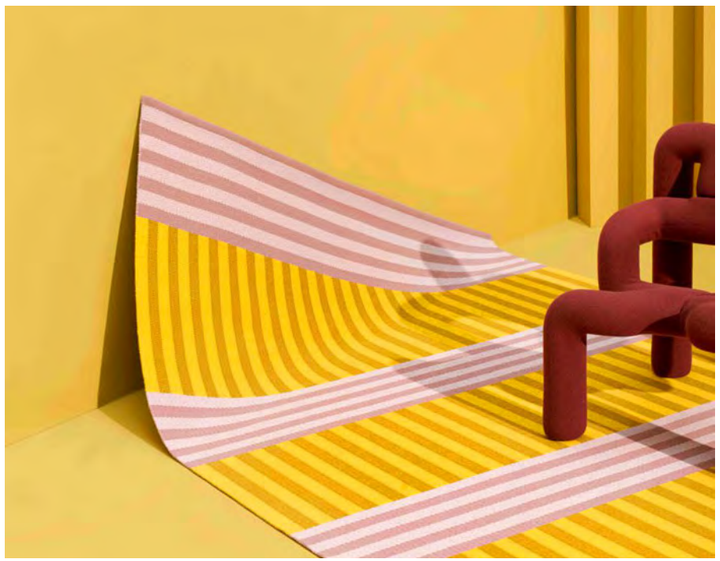


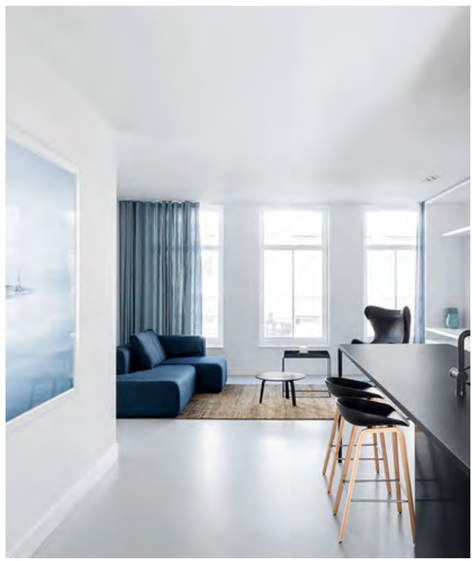
Aura Light

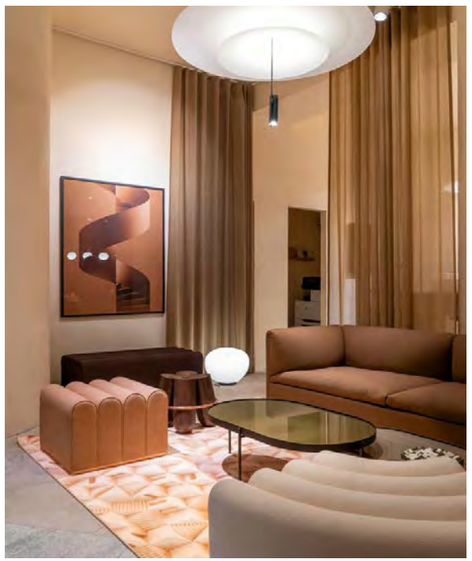
Research:



2021 Trends

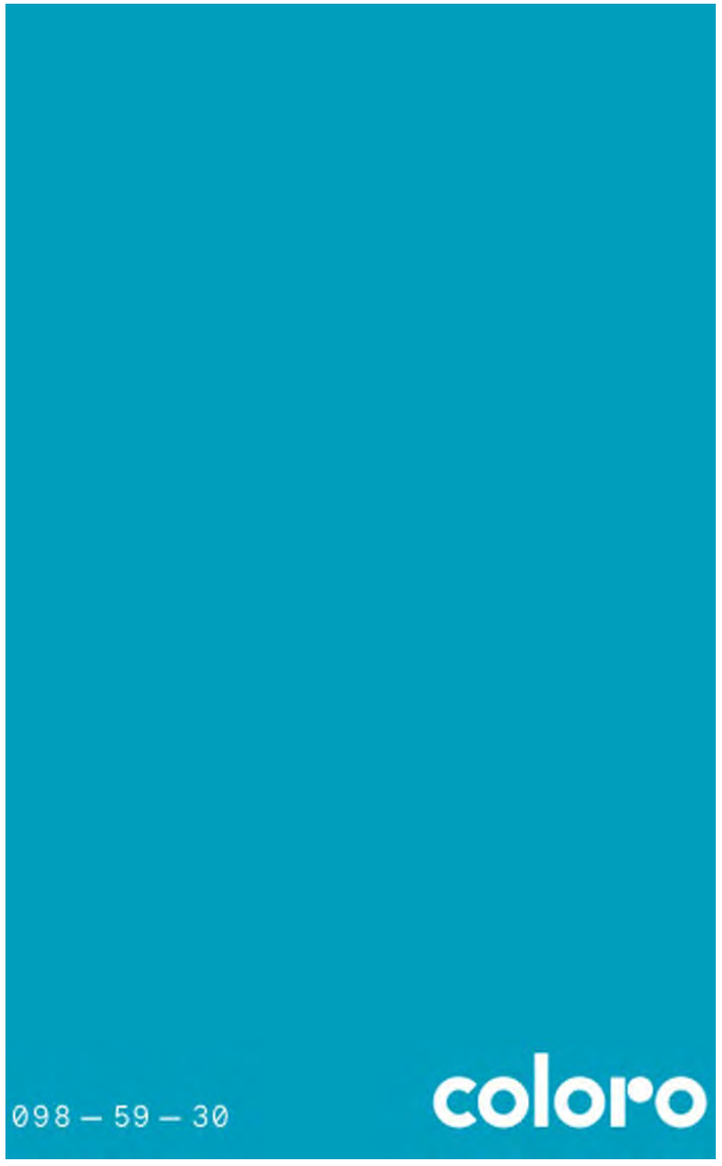






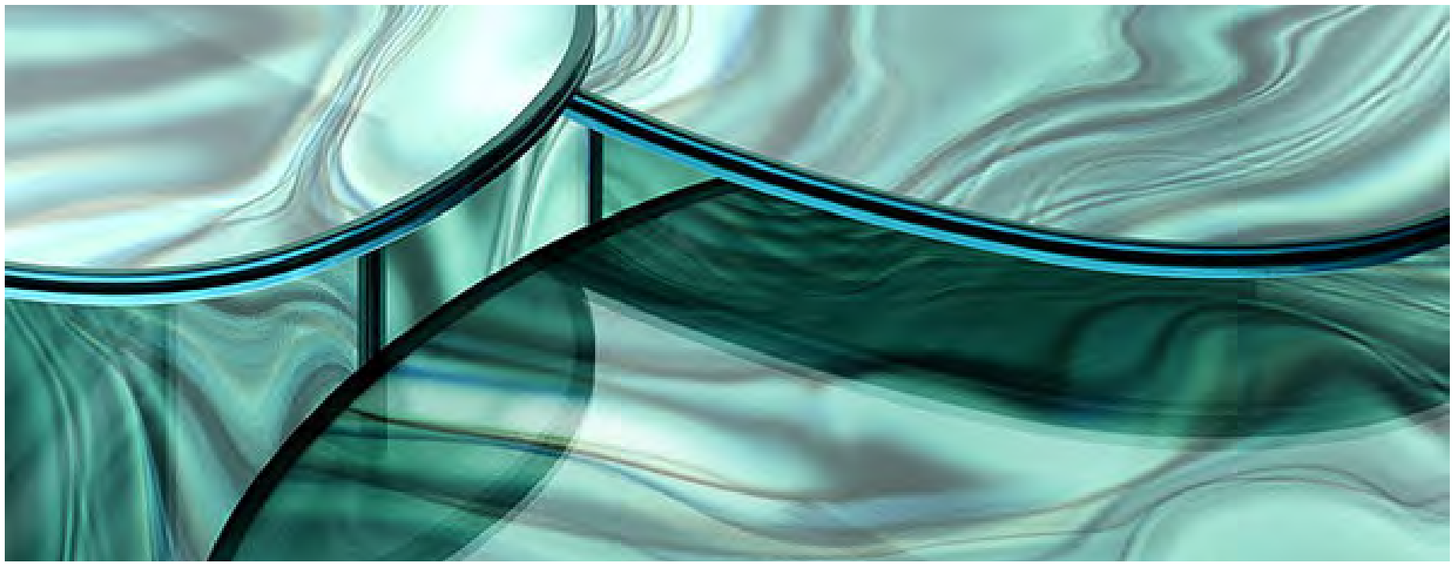
2021 Pantone:

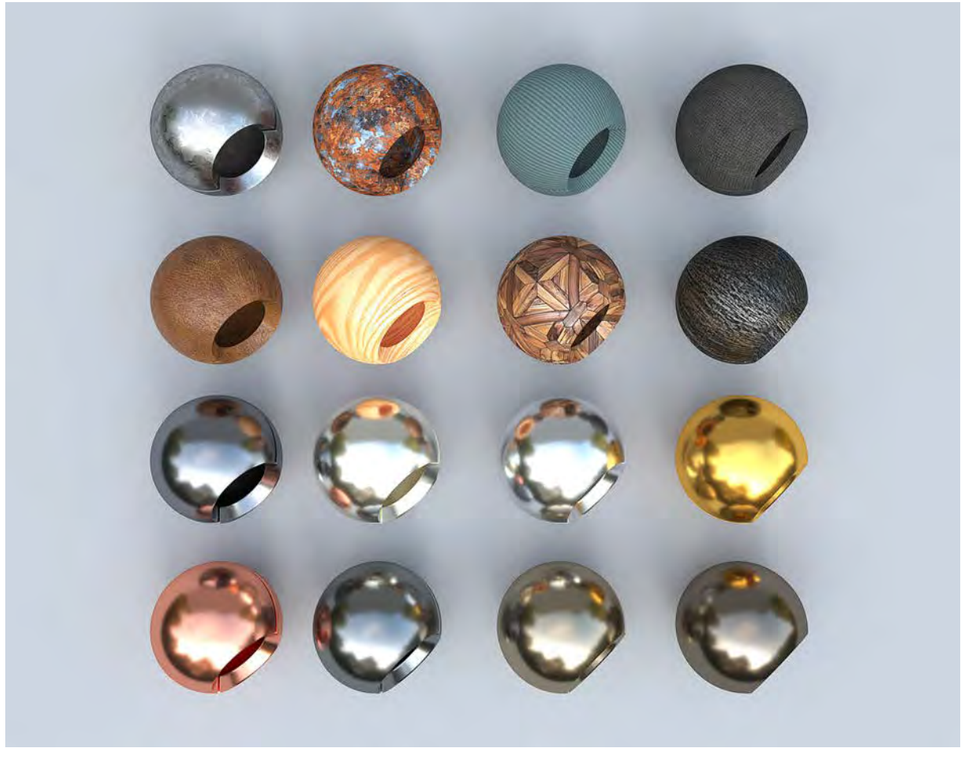
Research:



2021 Materials:

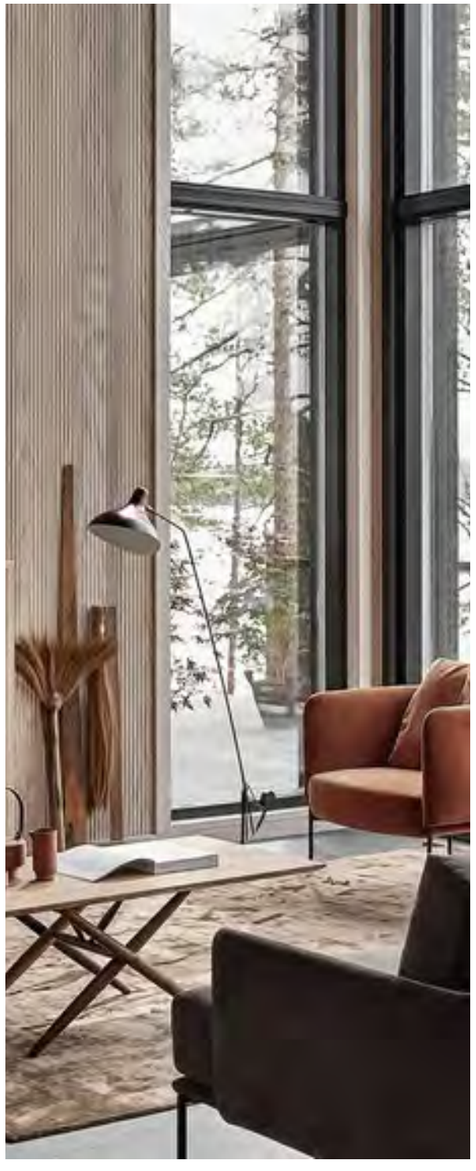
Research:





2021 Decor:

Research:



2021 Entertaining:

Research:

Aura Light

Research:

2021 Barware:

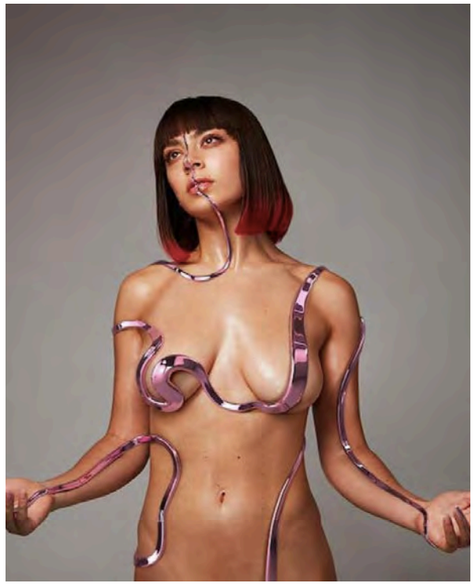
Personalized

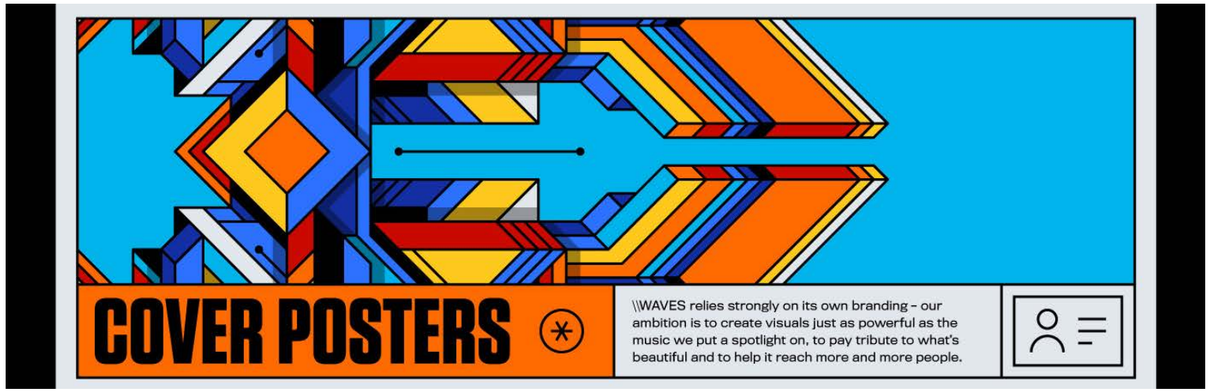
Vintage inspired

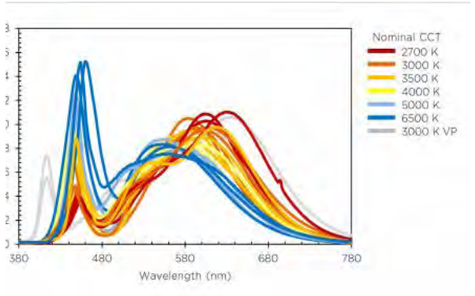
Premium

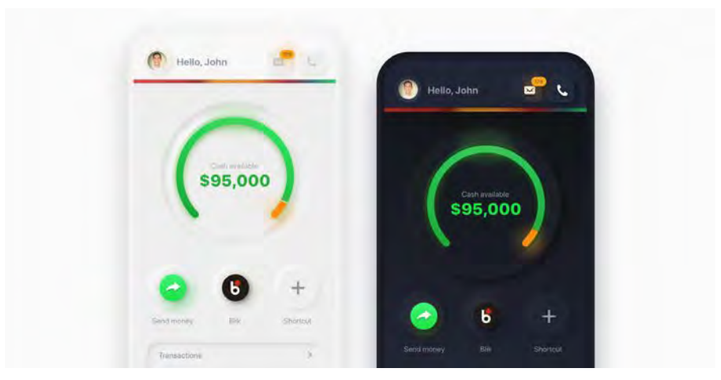
2021 Graphics:

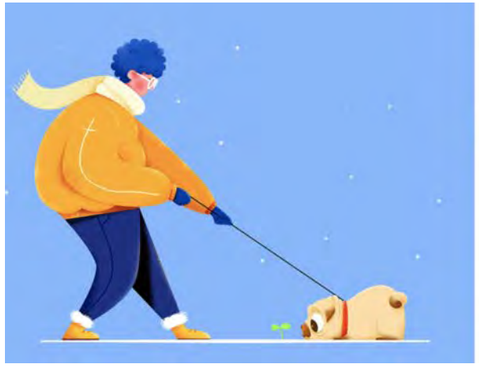
Research:

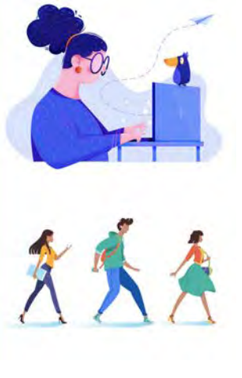










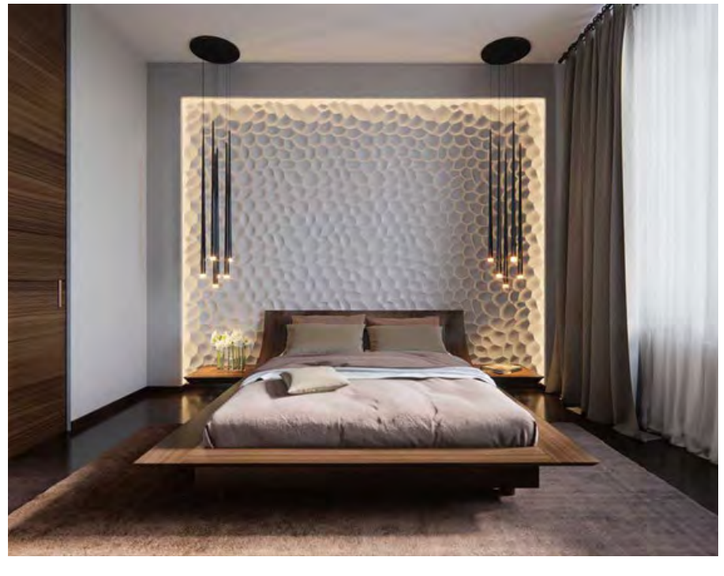


2021 Chandeliers:

Research:

2021 Wall Sconce:

Research:



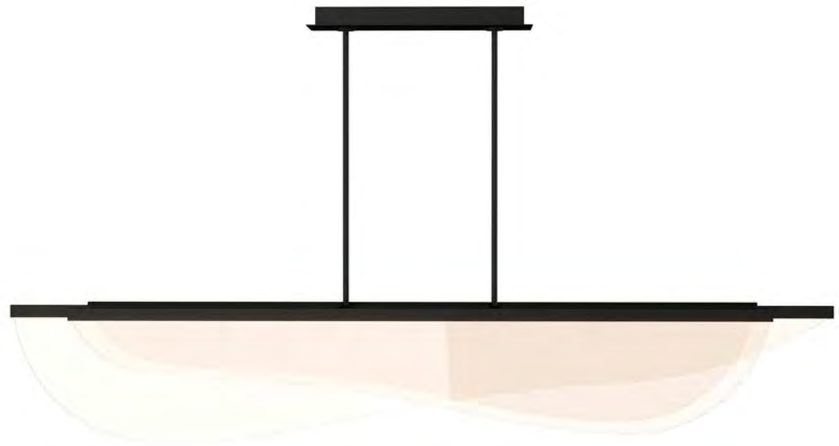
2021 Pendants:

Research:

Aura Light

Research:

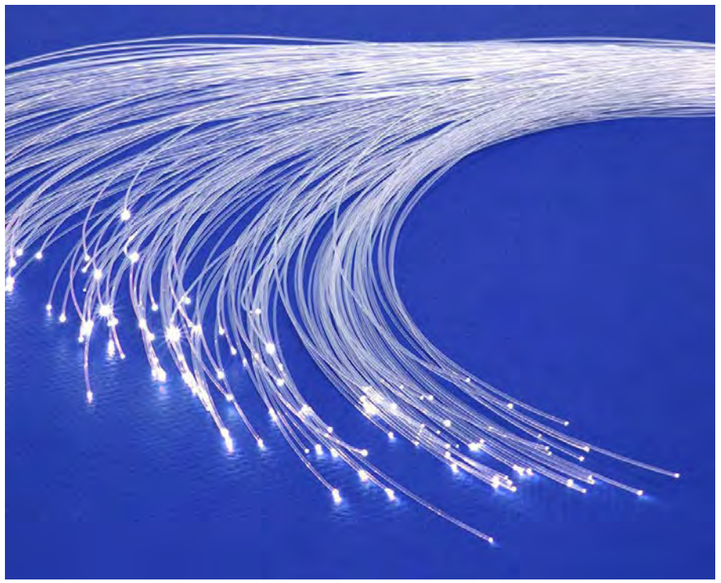
Rethink Fixture Shapes:

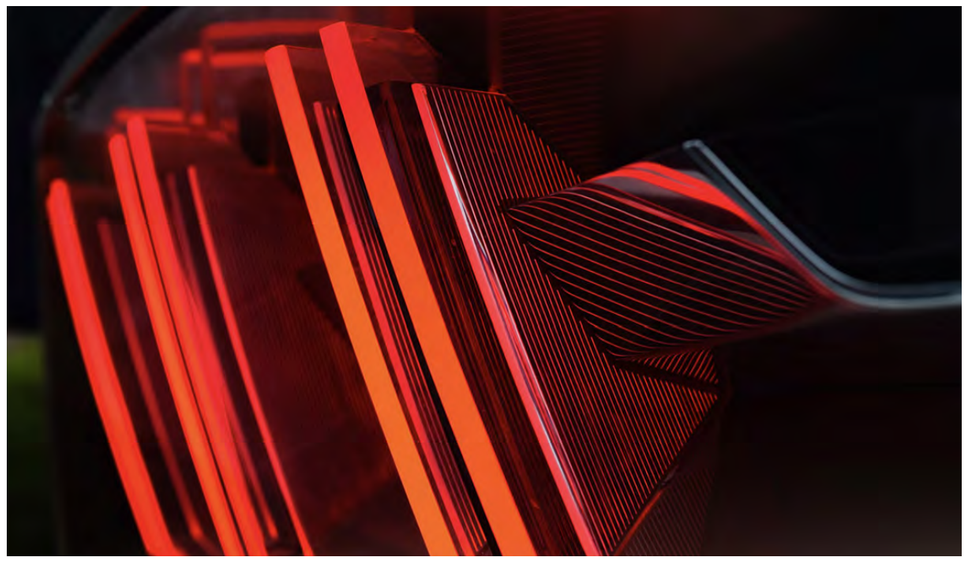


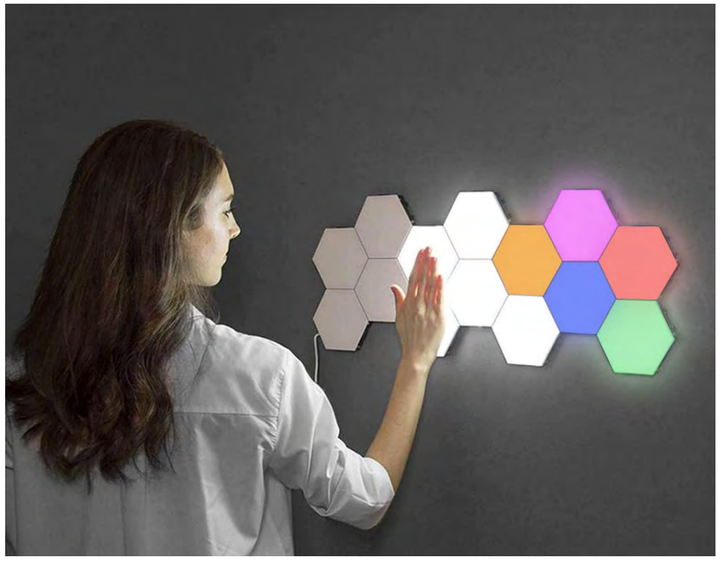
Aura Light

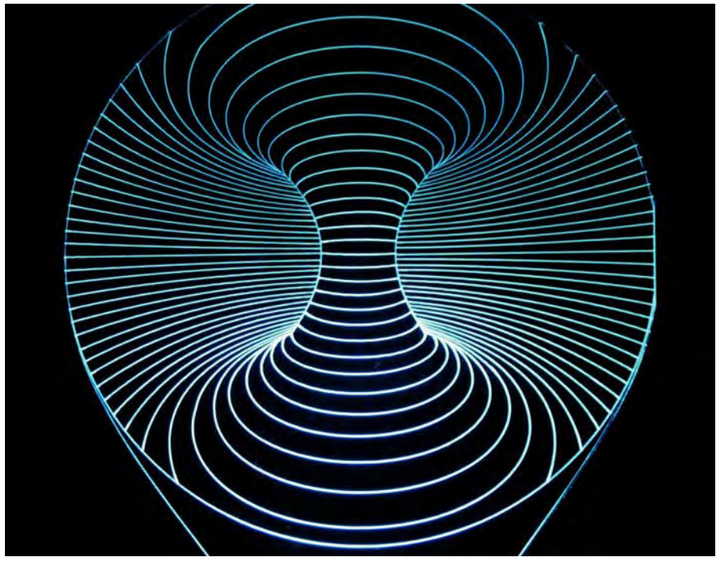
Research:

Lighting Tech:_19





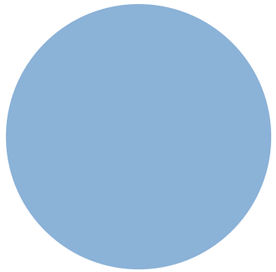




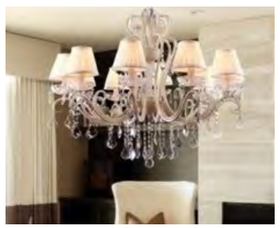
Market Positioning:

Positioning:

New Design



Analog — **Connected**



Traditional

Re-frame 1: Quality of Life

Positioning:

Quality of Life

↓

Enjoyment of Living Space

↓

Improvement of Lighting

There is an opportunity to improve home lighting with existing technologies integrated together.

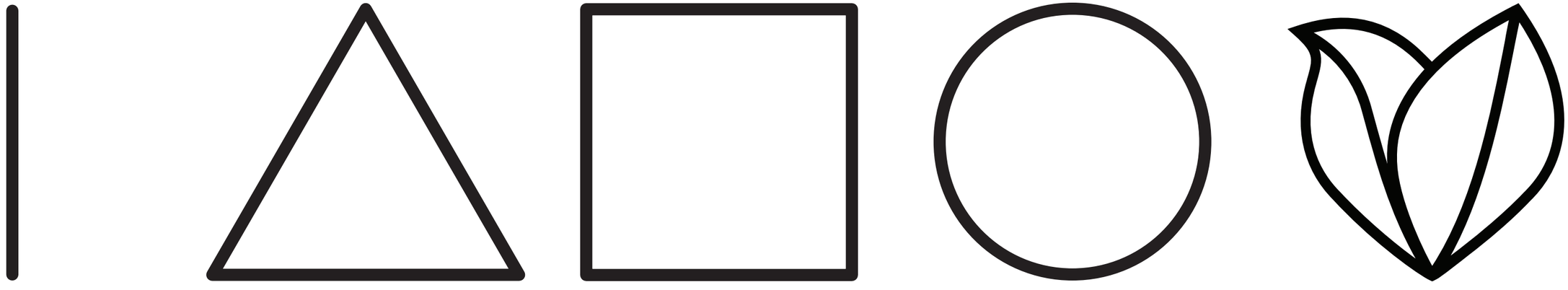
↓

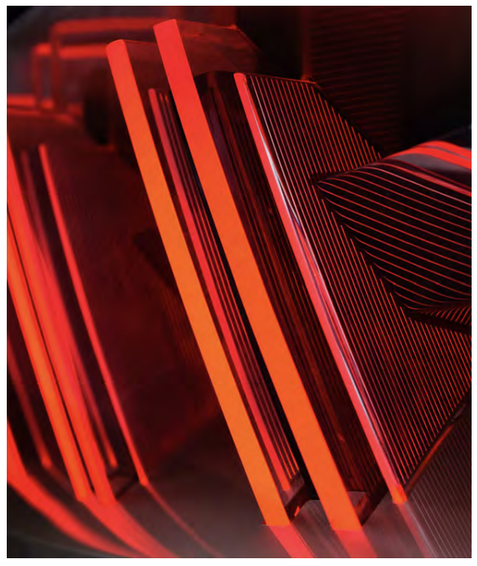
How might I improve a person's quality of life through the lighting in their living space?

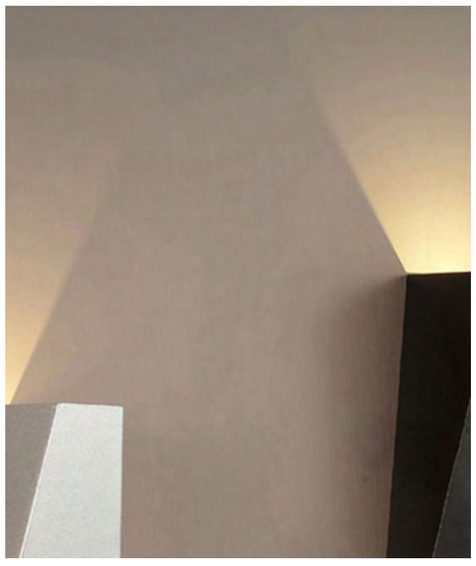
Aura Light

Concept Development:

Trend Shape Families: _22

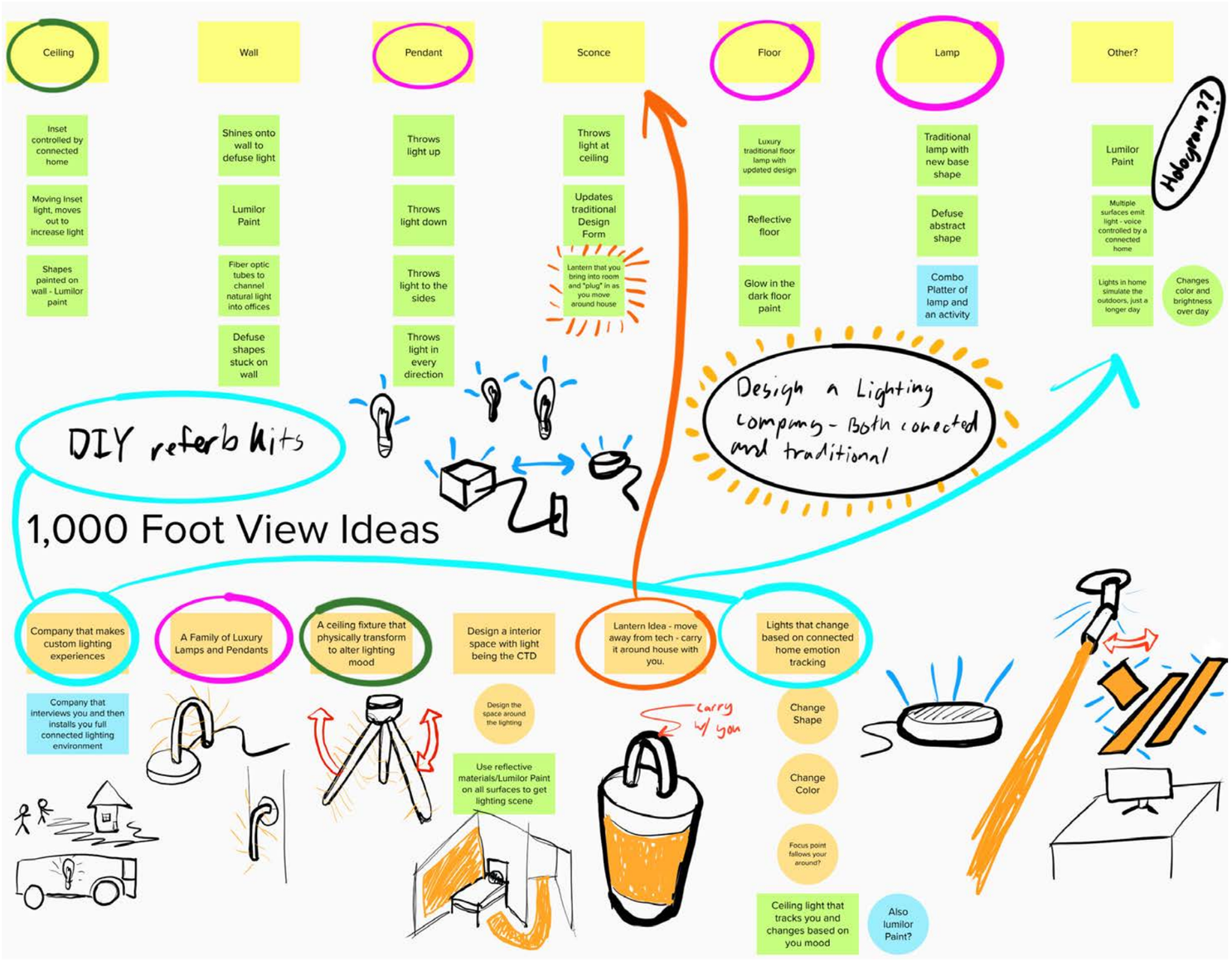






Direction Narrowing:

Concept Development:



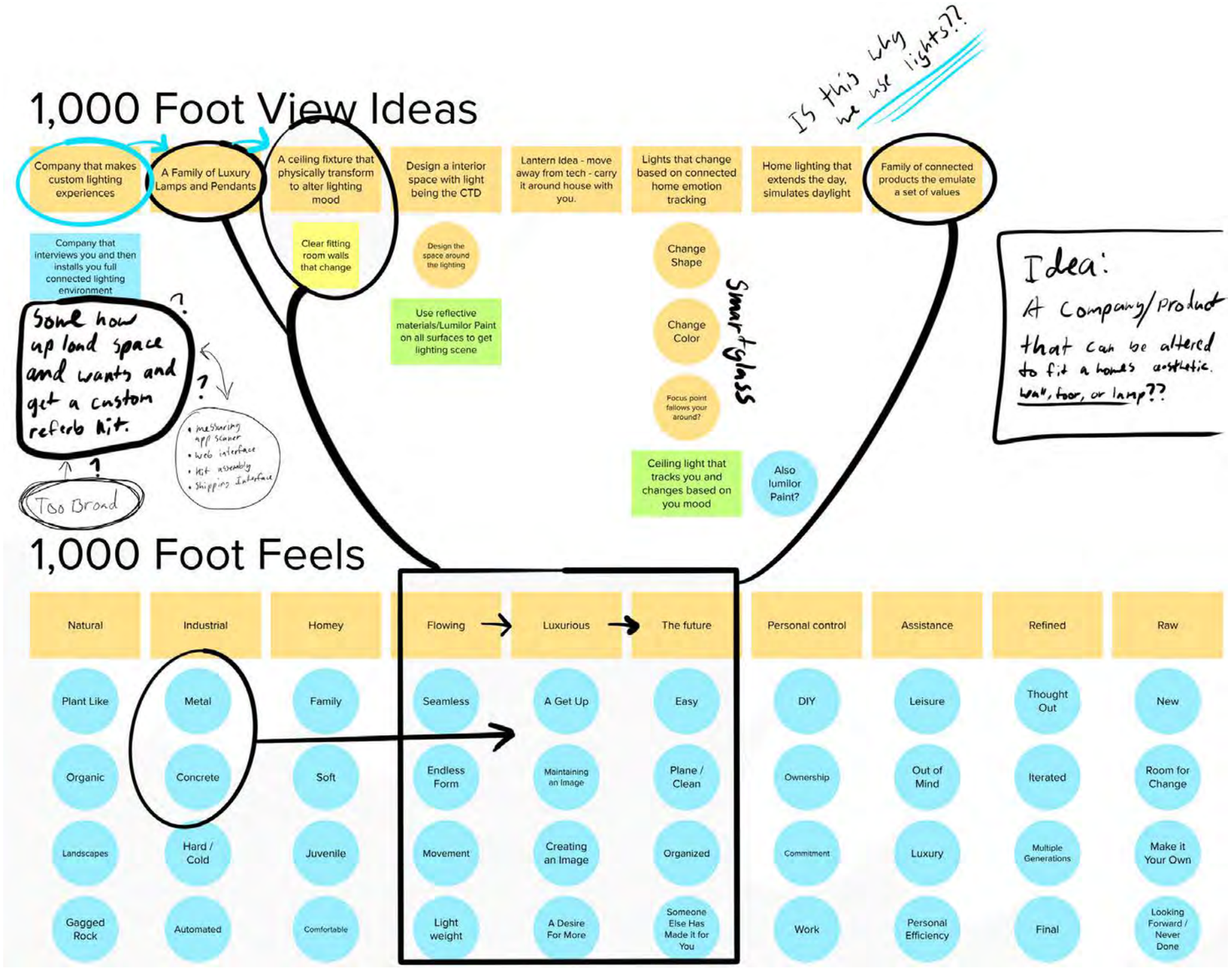
Lighting Locations:

Where does it live:

- Wall
- Ceiling
- Lamp
- Sconce
- Floor
- Other

Emotional Adjectives:

Concept Development:



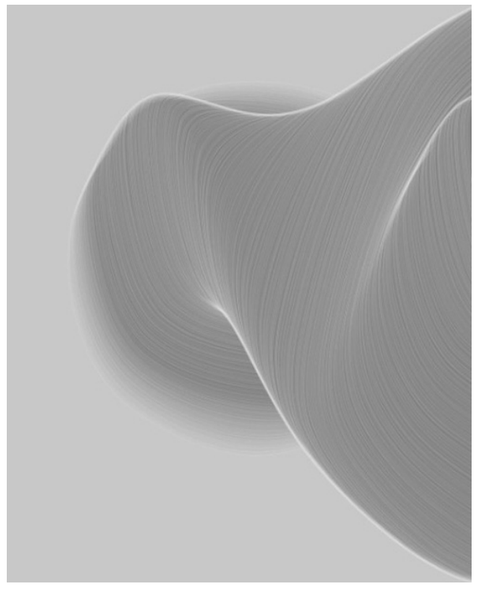
Critical to Design:

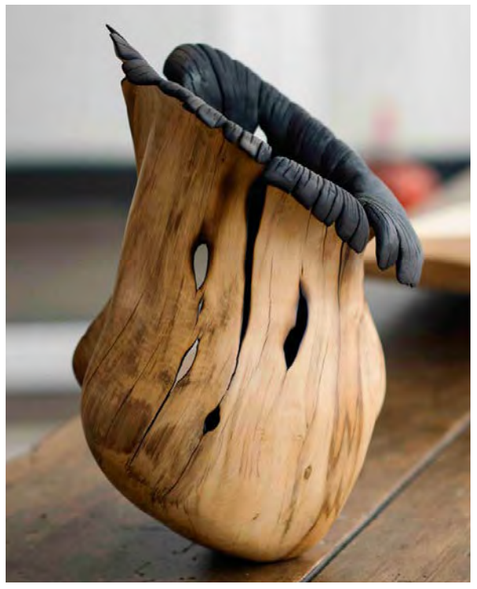
A simple, luxurious, forward-thinking way to bring lights and how they are controlled together cohesively.

Aura Light

Concept Development:

Mood Reframe:





Re-frame 2: Critical to Design

Concept Development:

Quality of Life

↓

Enjoyment of Living Space

↓

Improve lighting by streamlining controls in an easy and intuitive way

There is an opportunity to improve home lighting with existing technologies integrated together.

↓

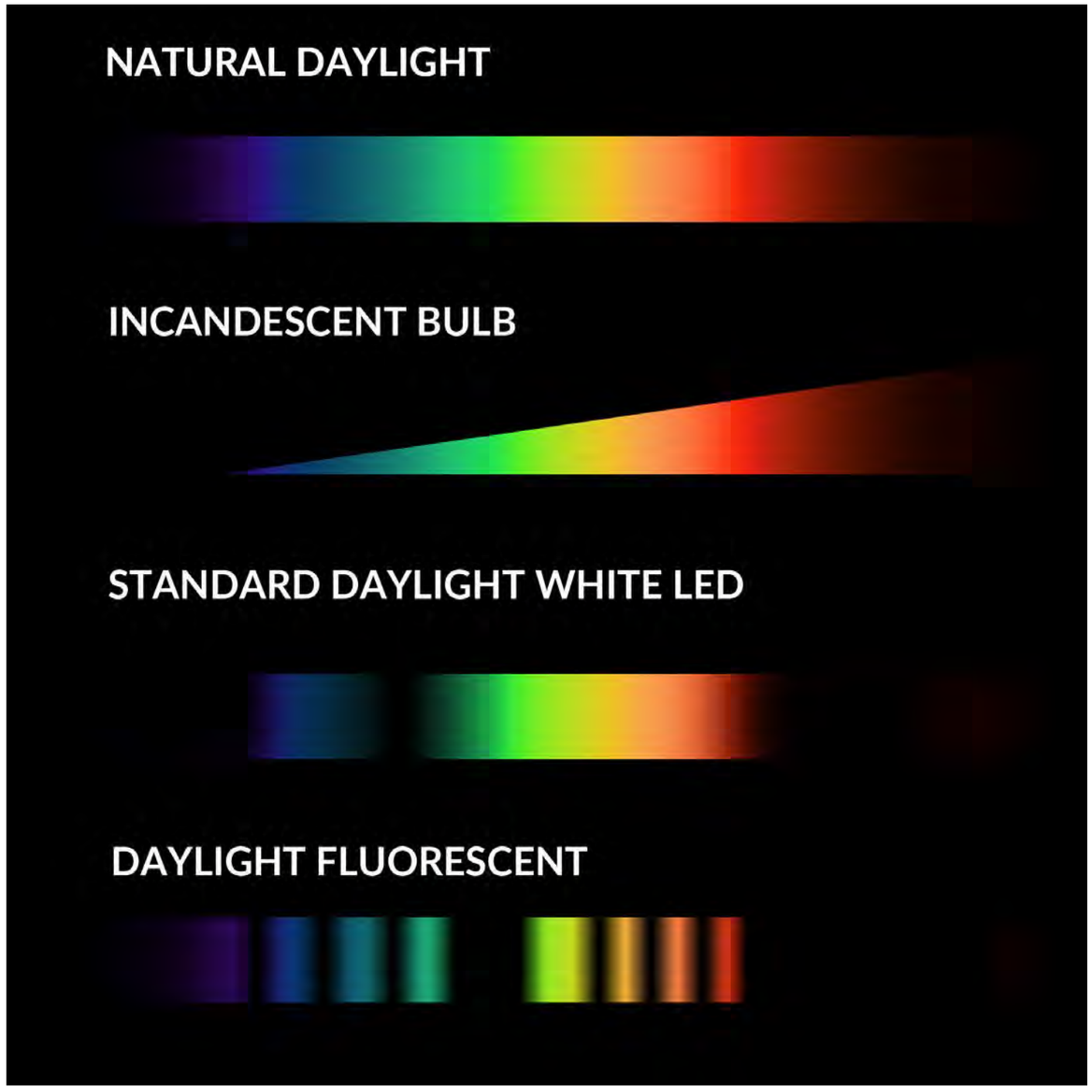
How might I design a system to control home lighting to encompass both user perceived and unperceived wants?

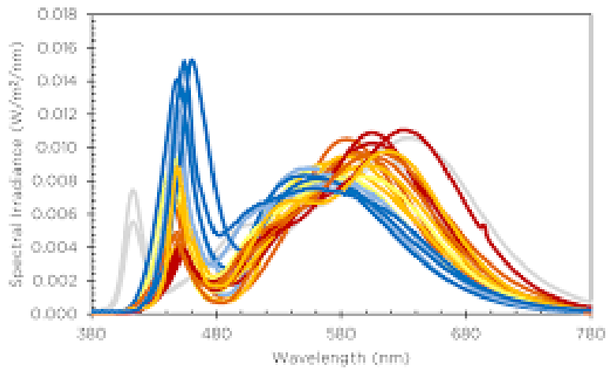
Critical to Design:

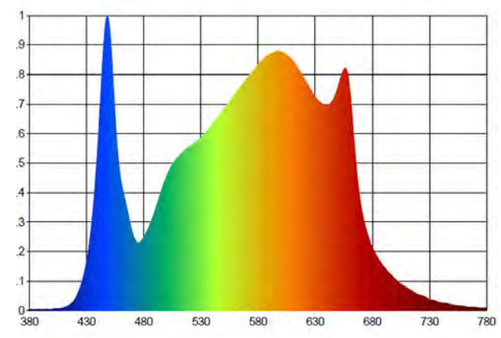
- Big presents but not a space hog.
- Elements of traditional style but a new design aesthetic.
- Simulate natural light.
- Fit multiple styles of homes.

Spectral Power Distribution:

Research:





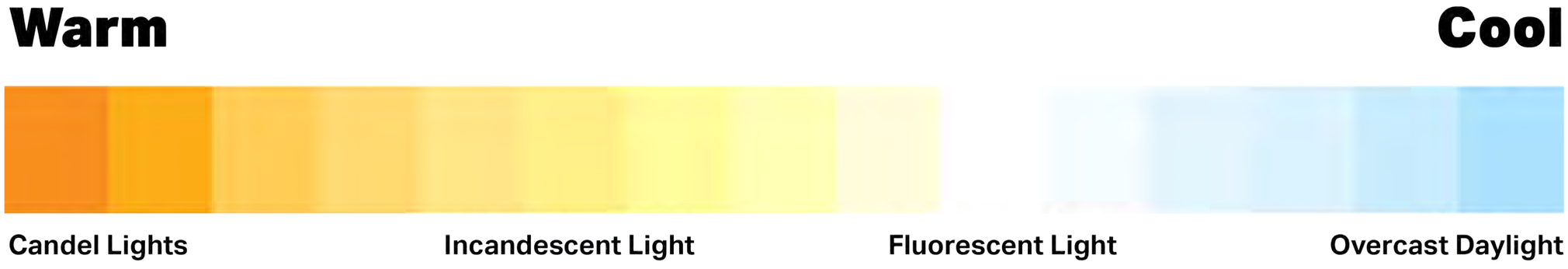


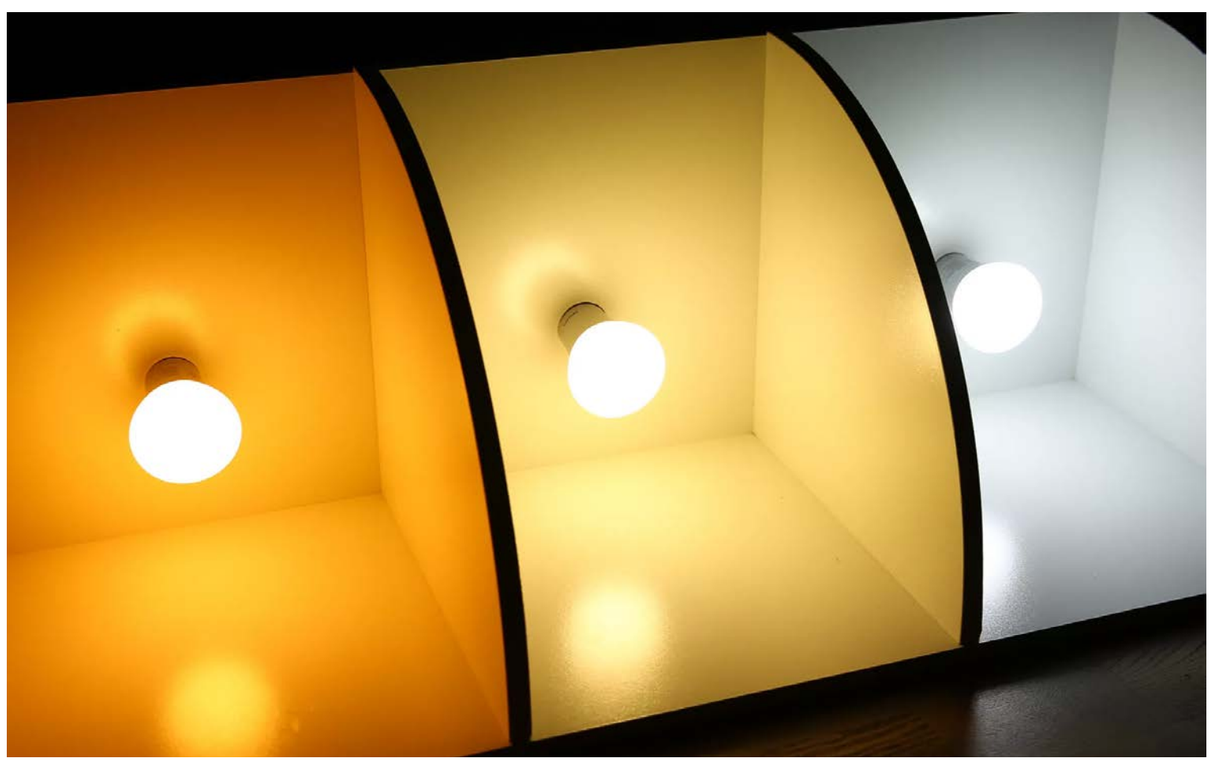
Takeaways:

While incandescent bulbs products the nicest light to look at they are the least efficient.

Correlated Color Temperature:

Research:





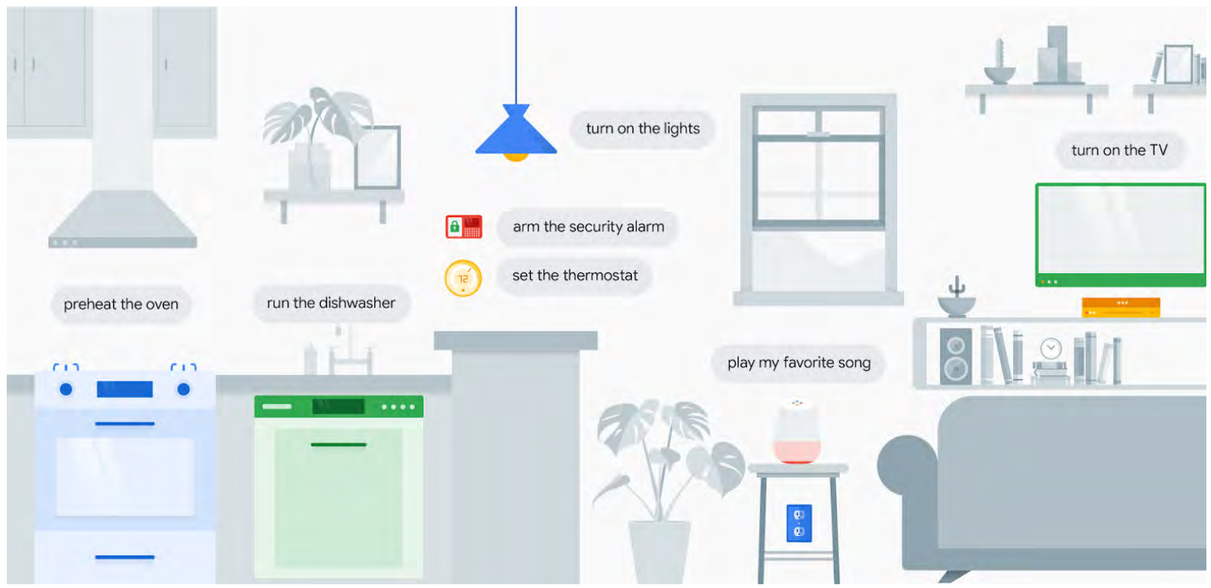
Smart Light Pain Points:

Research:

Google Home:

+ Connects everything together
+ Groups controls in one place

- Voice or app-controlled only
- Automation is difficult to manage

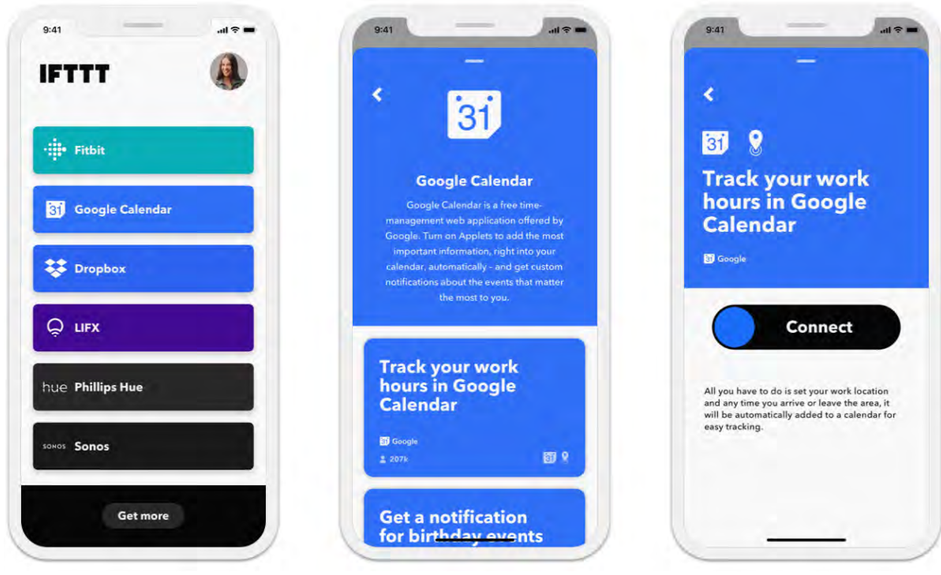


IFTTT:

(If This Then That), App

+Adds layers of personalized control
+Increases automation
+Ass more complected commands

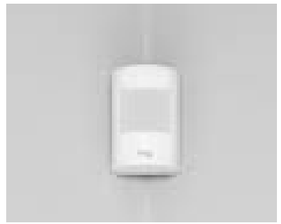
- Clunky to use
- Only connects to certain devices

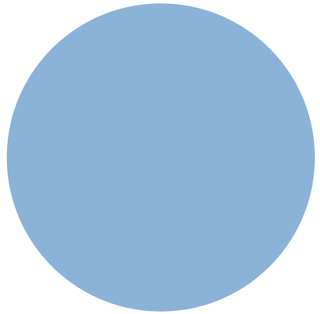


My Solution:

Positioning:

Automated





Analog

Smart Tech

Self Controlled

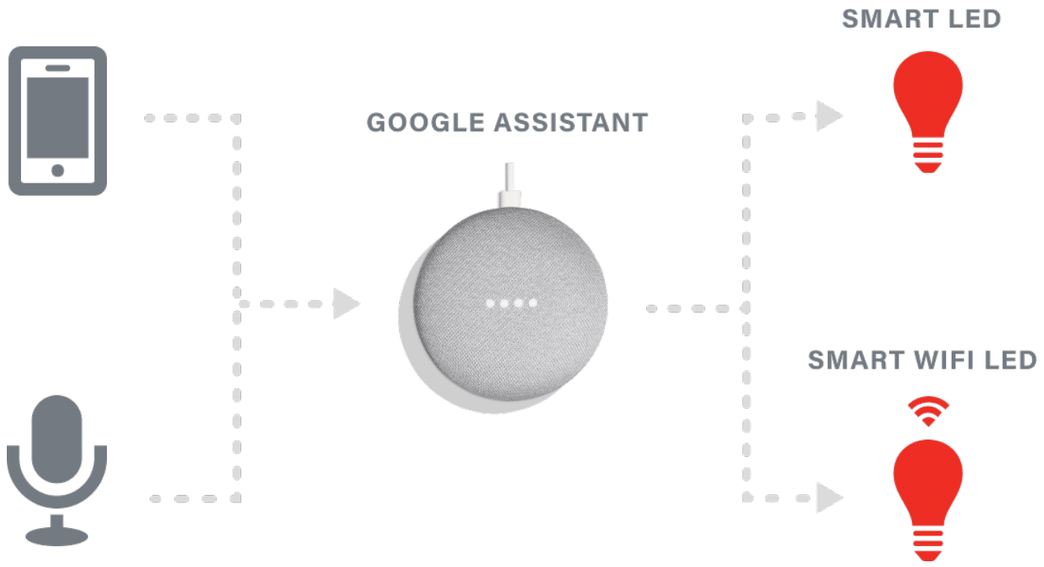
Re-frame 3: The Direction

Positioning:

The solution is to connect all the background lighting products and control them through one automated system. This system will integrate with a Google Home or traditional switches as a way to have manual control. The solution aims to be a complete universe of home lighting products.

Google Home:

Control specialty lights such as Philips Hue or lights you only have one sometimes.

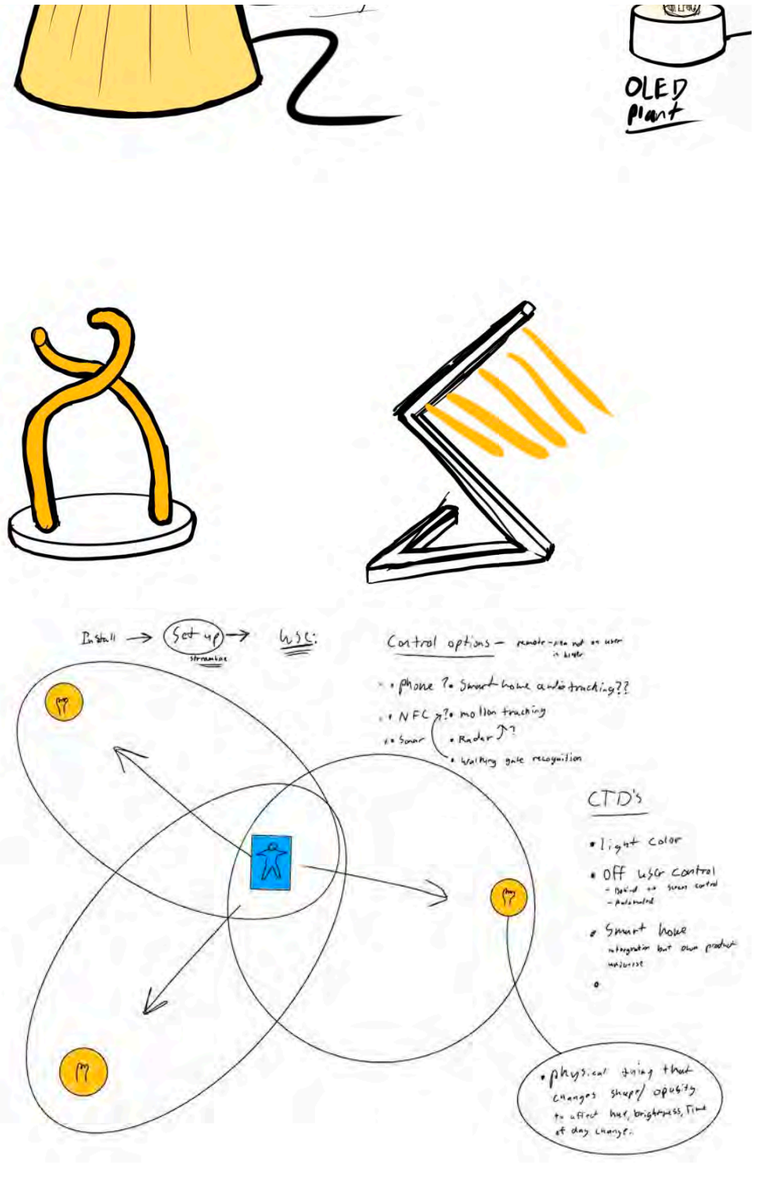


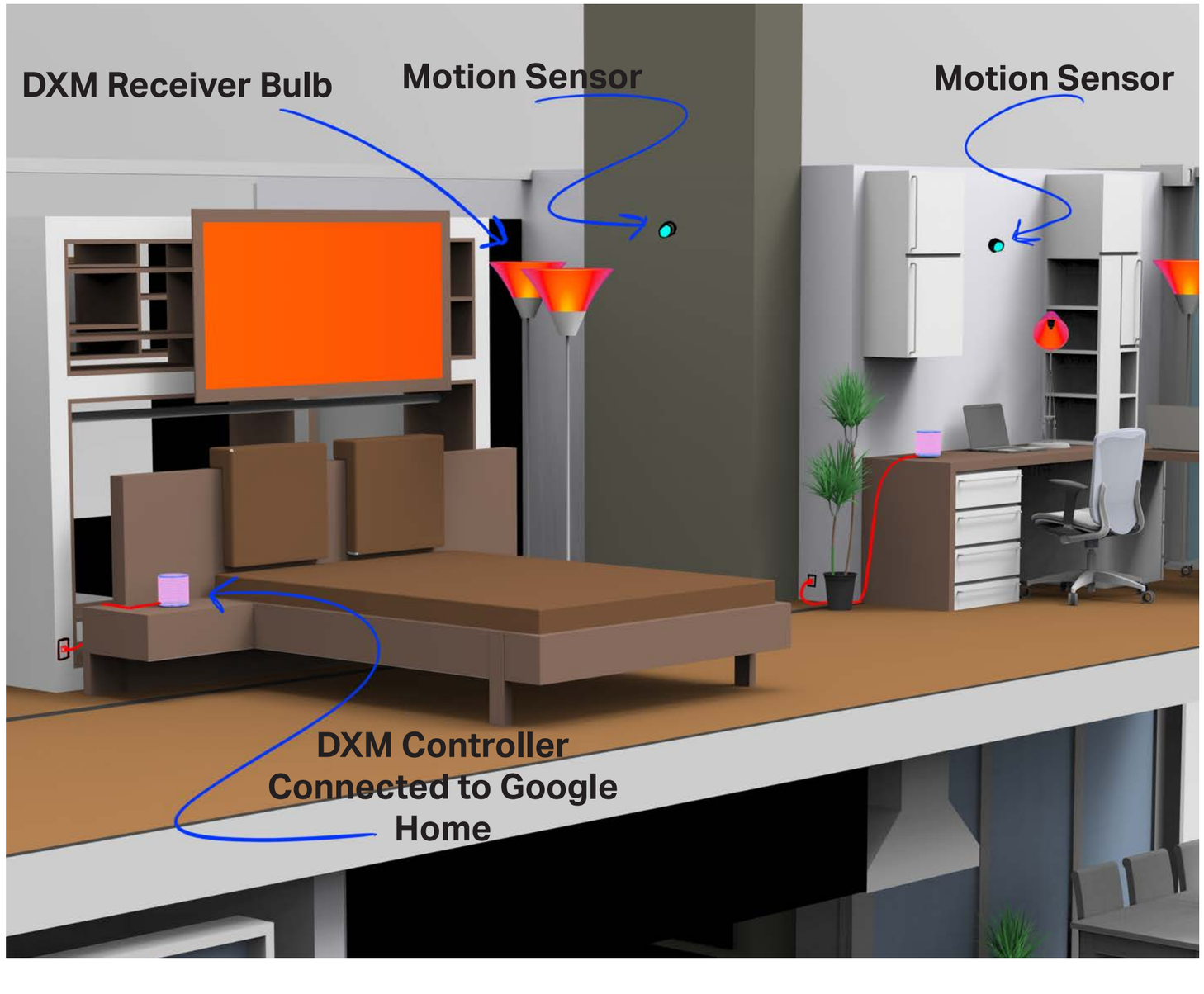
My Solution:

Control all the background lights in the home, the ones that are expected to work without being the for-front of attention.

Solution: 1,000 Foot View

Concept Development:





Resonance Testing Part 1:

Concept Development:

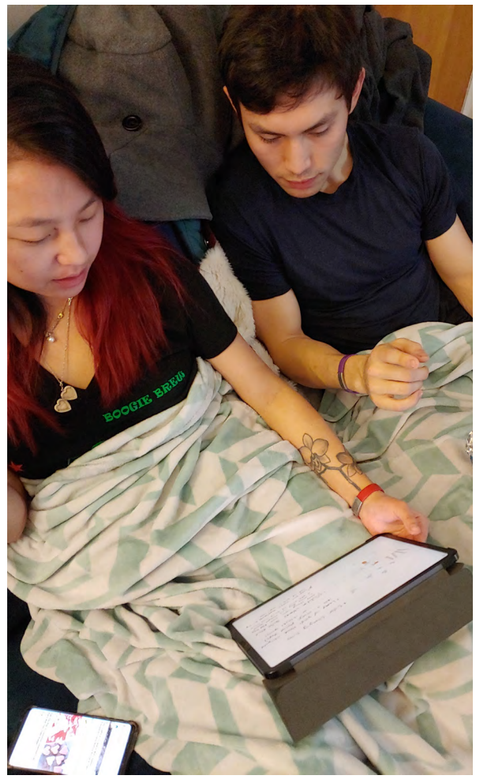
What creates a good quality of life?

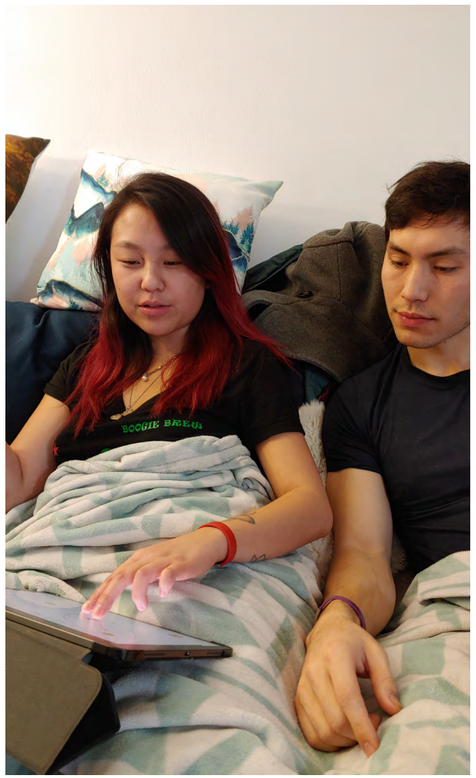
"... a nice coffee maker, filtered water in the refrigerator, pet help products, **lighting**, modular storage, airflow movable, and expandable furniture."

"I want (the things I buy) to last a while because I'm willing to pay for quality, but no willing to pay to much."

Interviewees: Nick and Lauren

They are curious to see the final solution and would be open to implementing it in there home based on cost.





Aura Light

Concept Development:

Resonance Testing Part 2:

Why Matt?

Matt gave me a fabulous insight into this project and how to make it real. He showed me how Lumenpluse solves lighting issues for their clients and how larger-scale lighting technologies might be implemented in a home environment. He also helped me understand the technology running behind the scenes with lighting control.

Subject Matter Expert: Matt

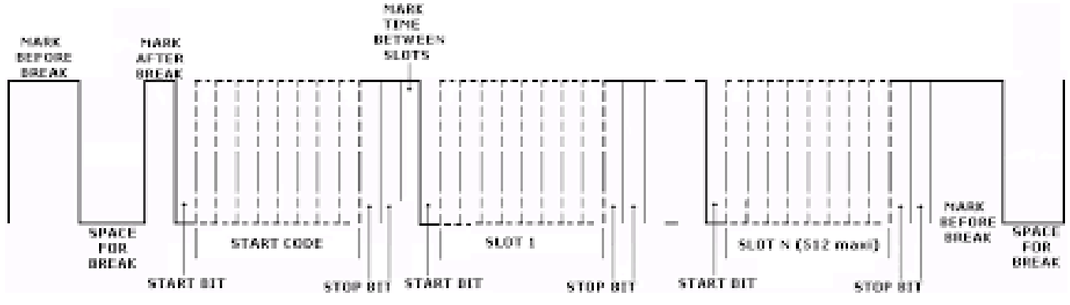
Matt is a Senior Sale Engineer at Lumenpluse Lighting, a high-performance commercial, institutional, and urban lighting solutions company. I was able to visit their Boston office and observe how they work on large scale projects.

DMX Lighting Control:

Research:

What is DMX?

DMX (Digital Multiplex) is a way to control lights or other devices through the power-lines in your home. The DMX controller sends signals through the power-line wires which triggers only devices equip with DMX receivers, all other devices attacher to the power-line are unaffected.

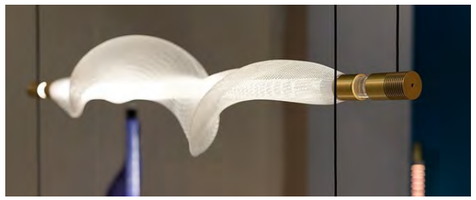


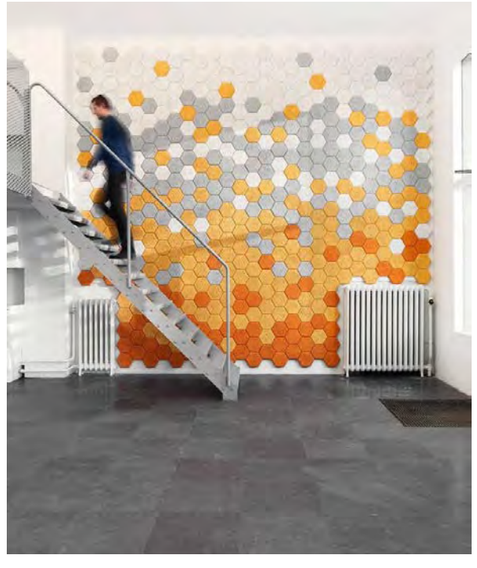
Why DMX?

DMX control is perfect for this solution because adding it to a house does not affect other devices connected to power in the home. A lighting system controlled by DMX input can run independently of other control methods meaning it can run in the background and only be controlled if need be.

Concept Inspiration:

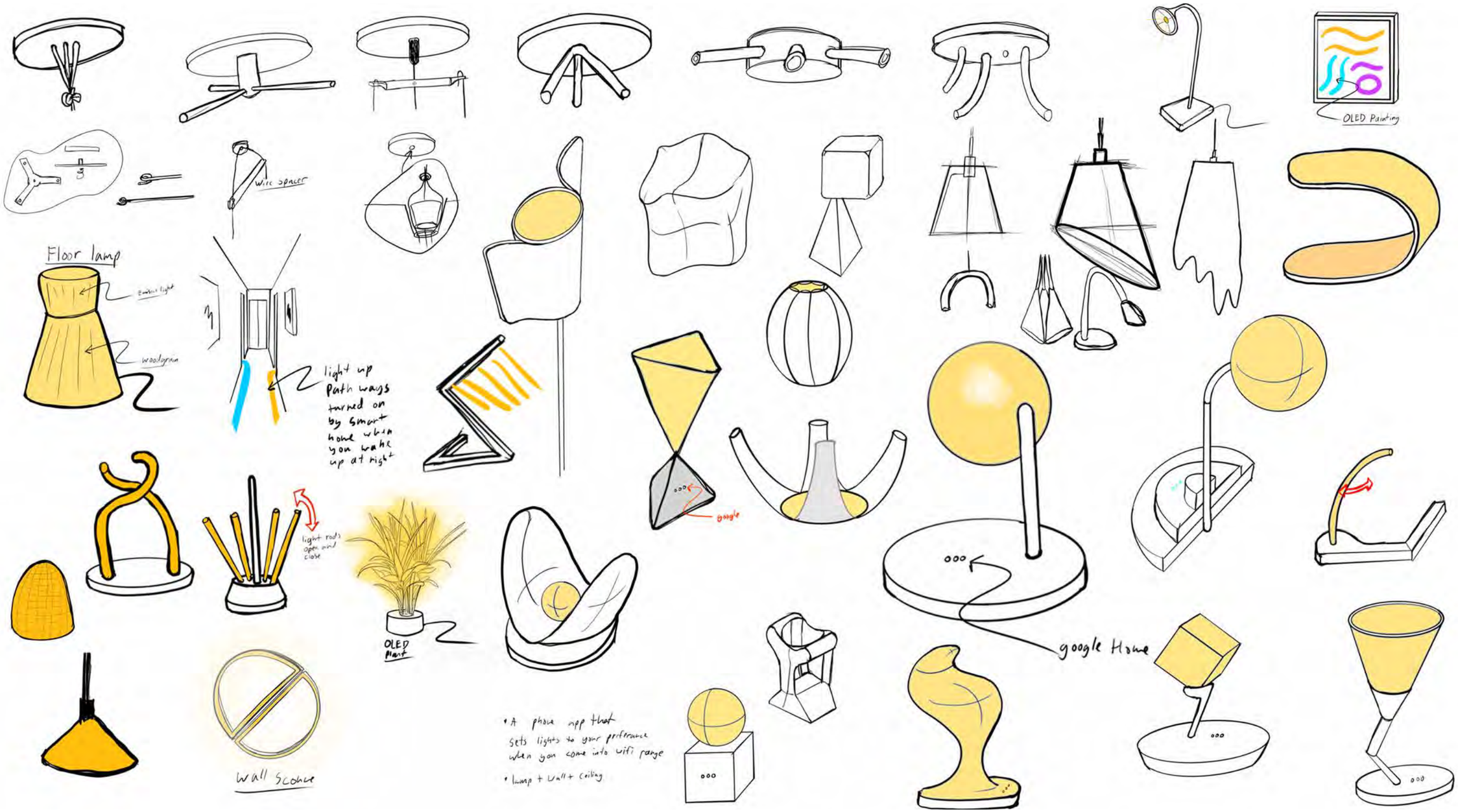
Concept Development:





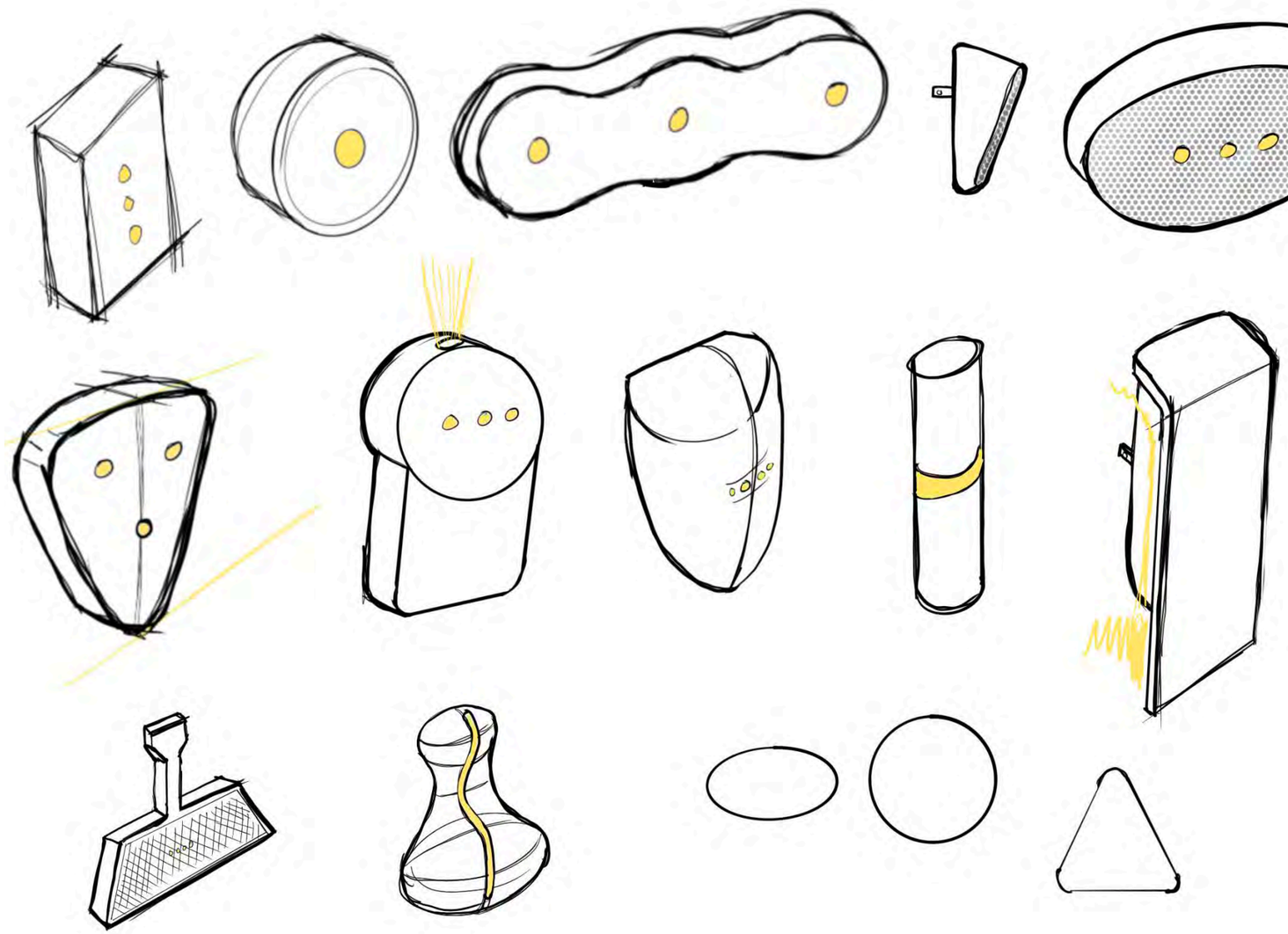
Form Exploration Round 1: 2D

Ideation:



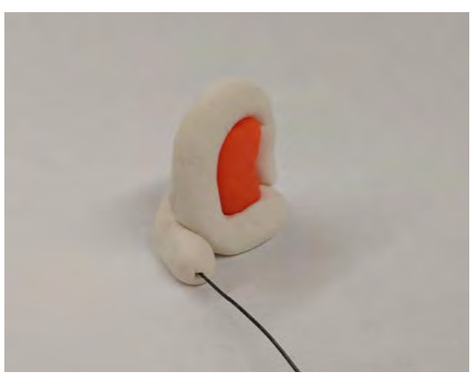
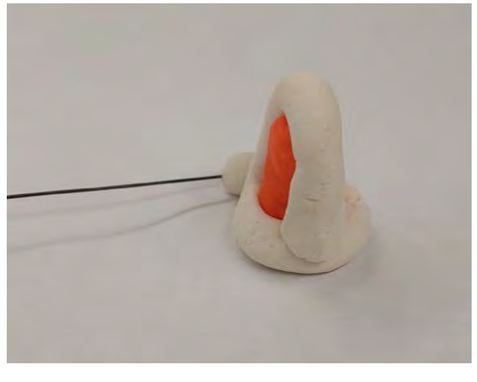
Form Exploration Round 1: 2D

Ideation:



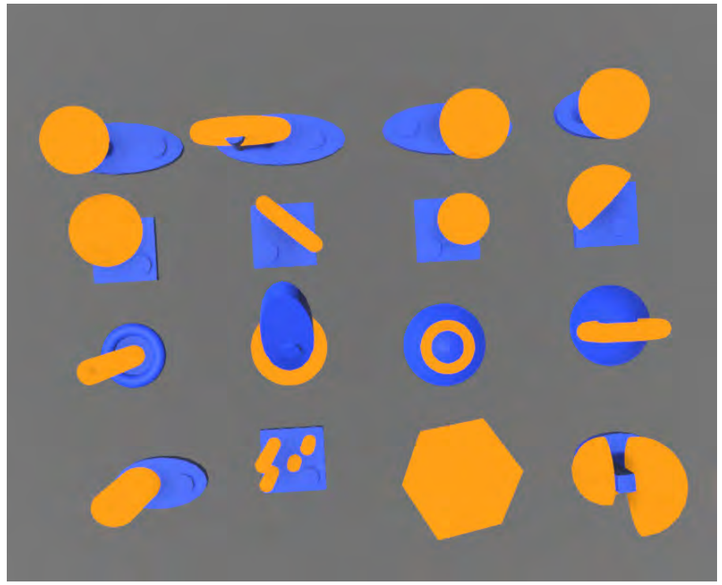
Form Exploration: 3D

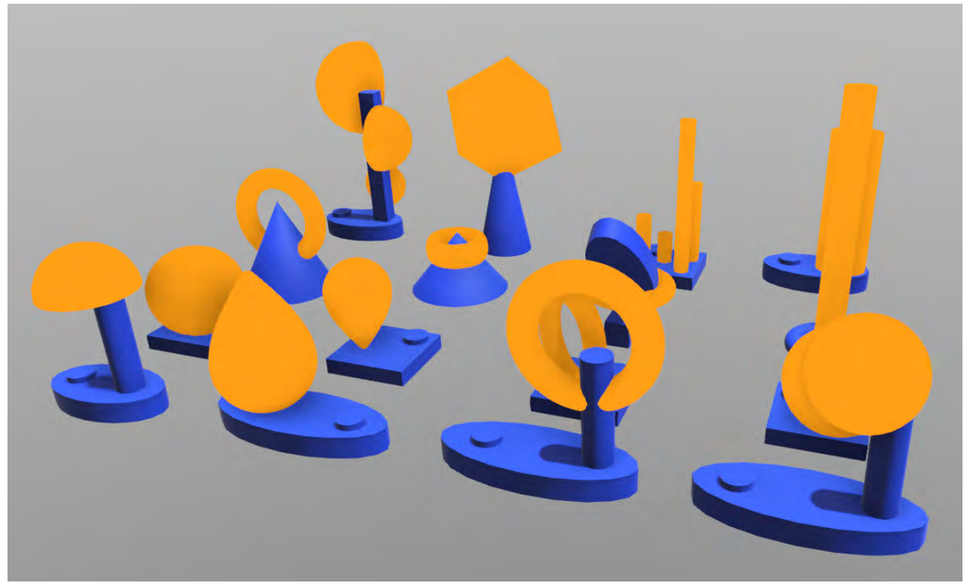
Ideation:

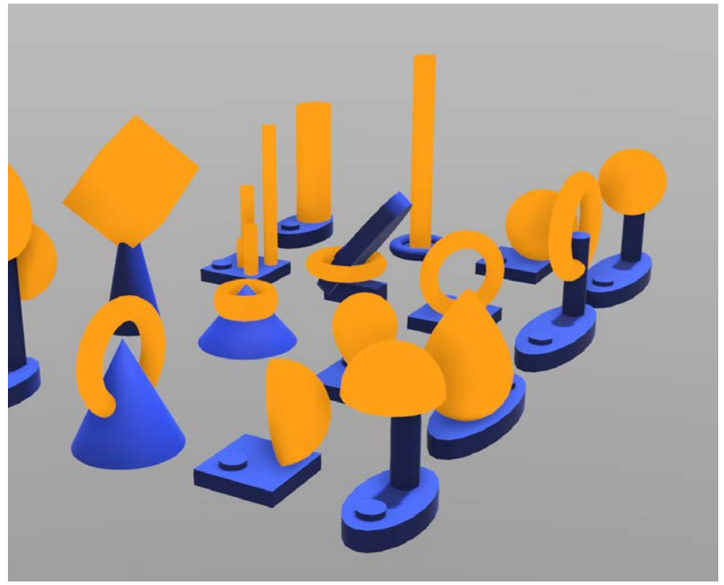



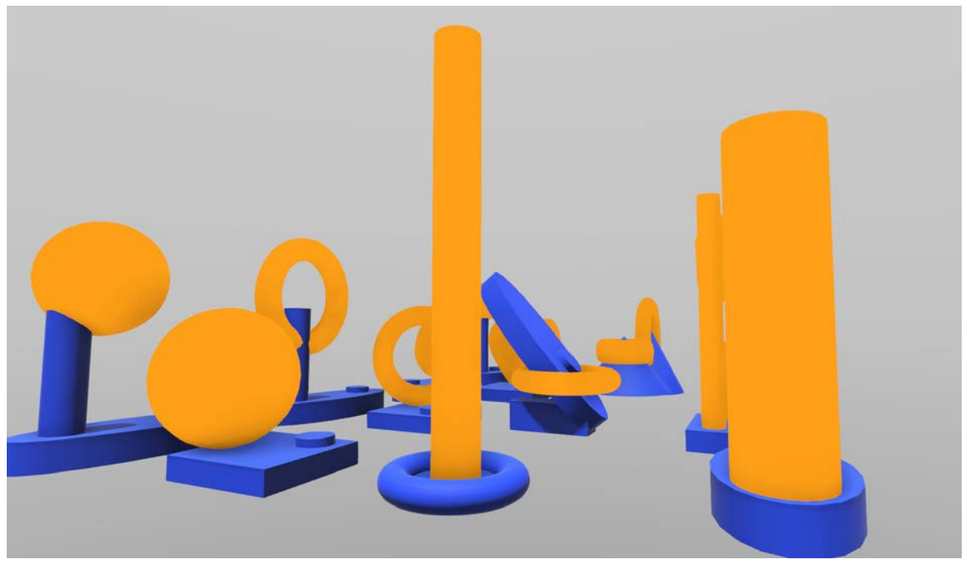
Form Exploration: Virtual

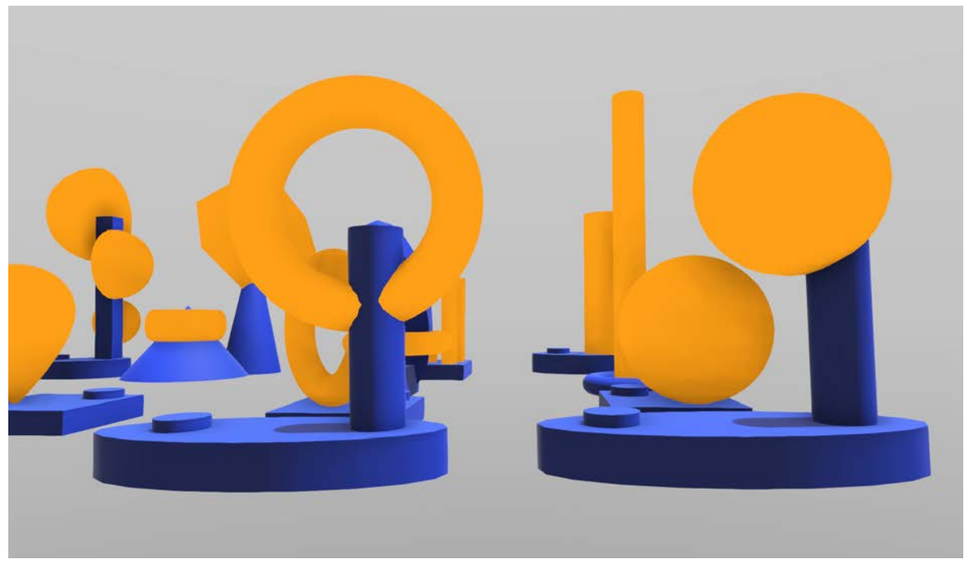
Ideation:









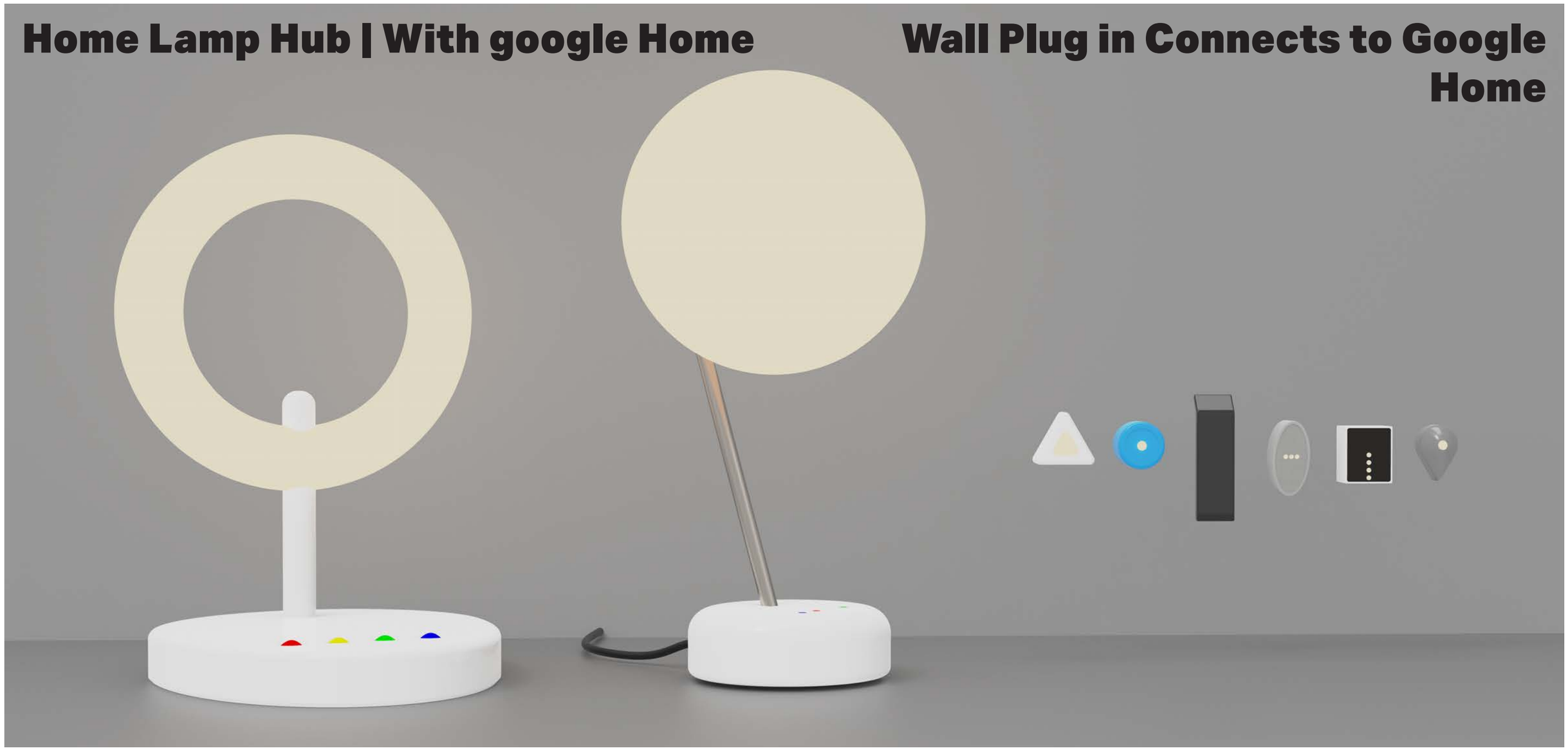


DMX Controller Down-selecting:

Ideation:

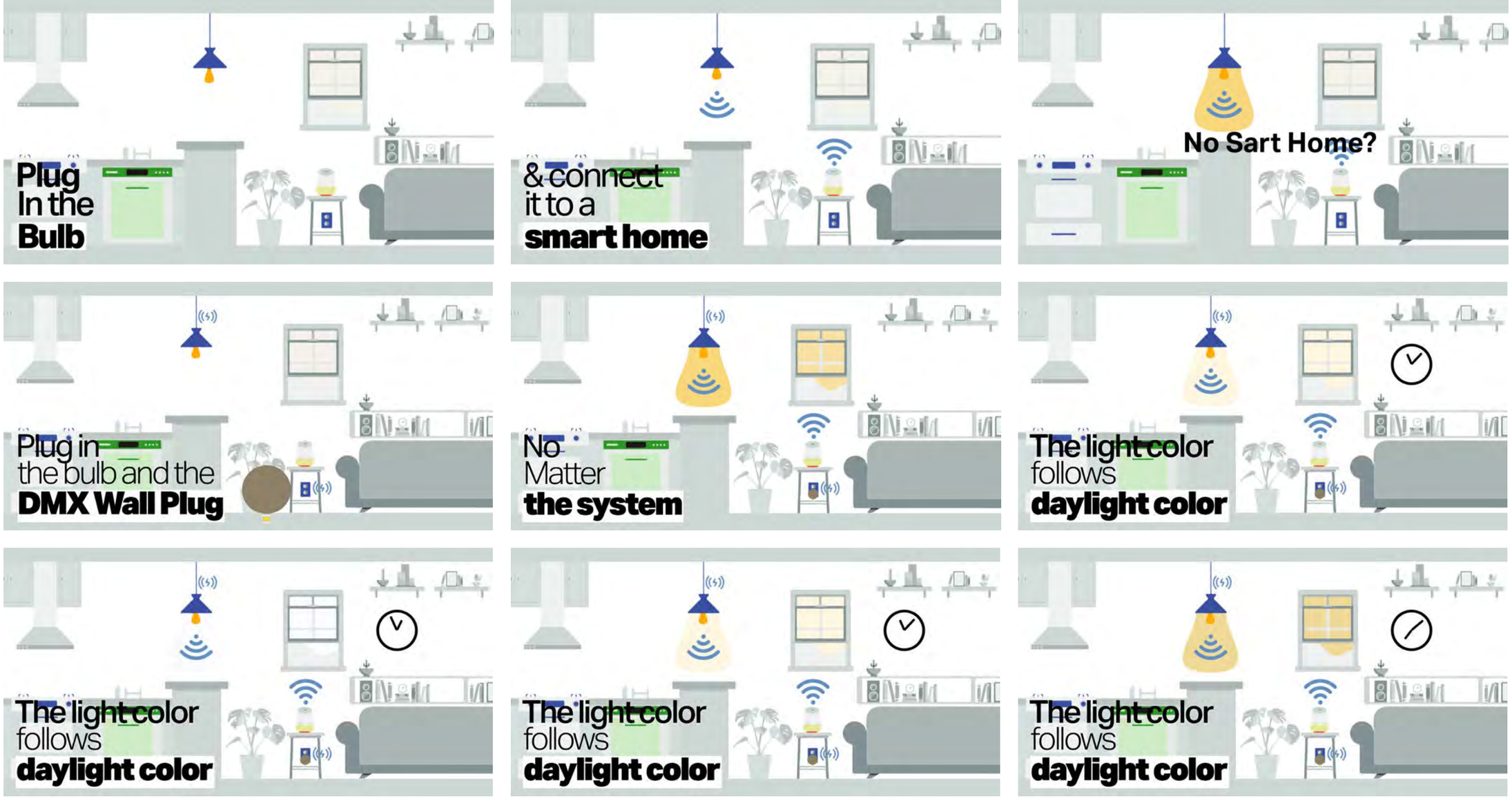
Home Lamp Hub | With google Home

Wall Plug in Connects to Google Home



How it Works:

Concept Development:



Names / Logos:

Concept Development:

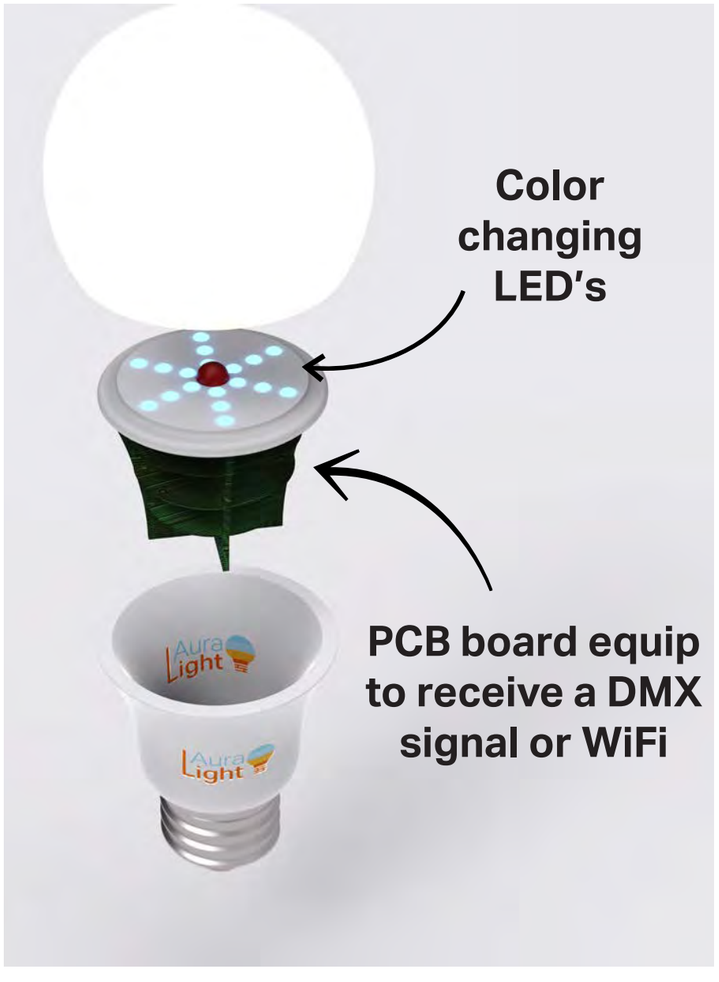
Vivify
Invigorate
AutoLight
Lite
DayBulb
Light Spectrum
Luminous
Day Color
Clear
Cleir
Aglow
Resplendent
Luminocity
Lumahome
Lumanature
LumiHome
Luster
LusterBeam
LusterBulb
Luminescence
Sunbeam
Shimmer
Flare
Aureole
AuraLight

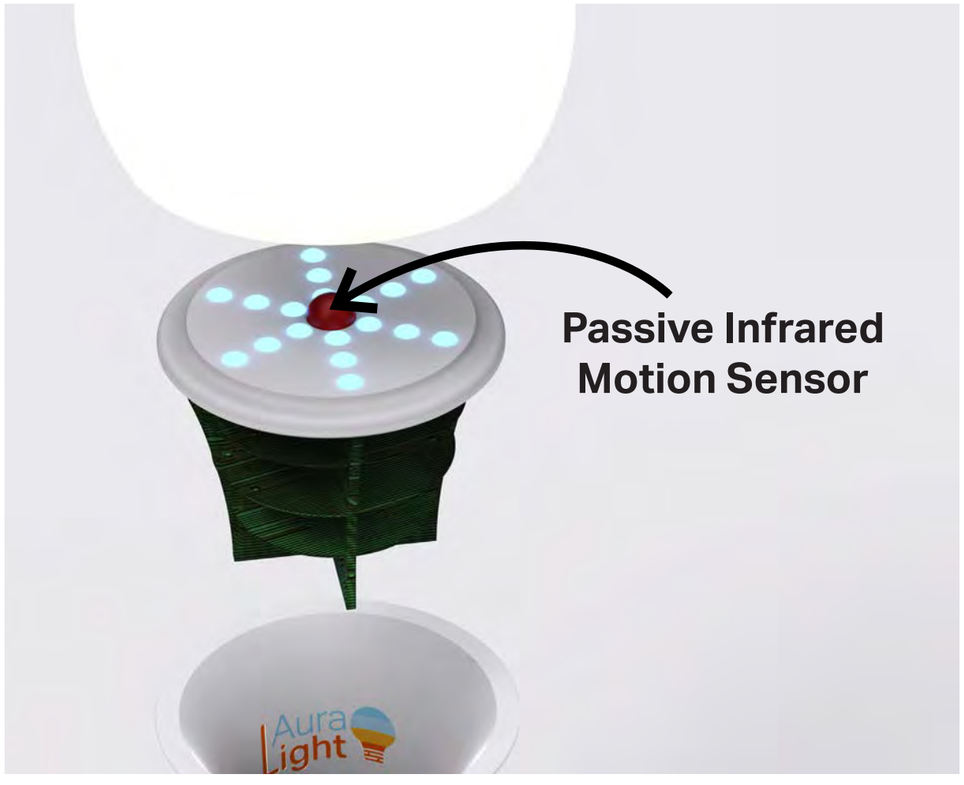
Aura Light

Bulb Design: _44

Bulb Design:

Concept Development:





An Ah - Ha Moment:

It is possible to move the motion sensor into the bulbs, creating a larger motion sensing field and reducing the number of devices needed.

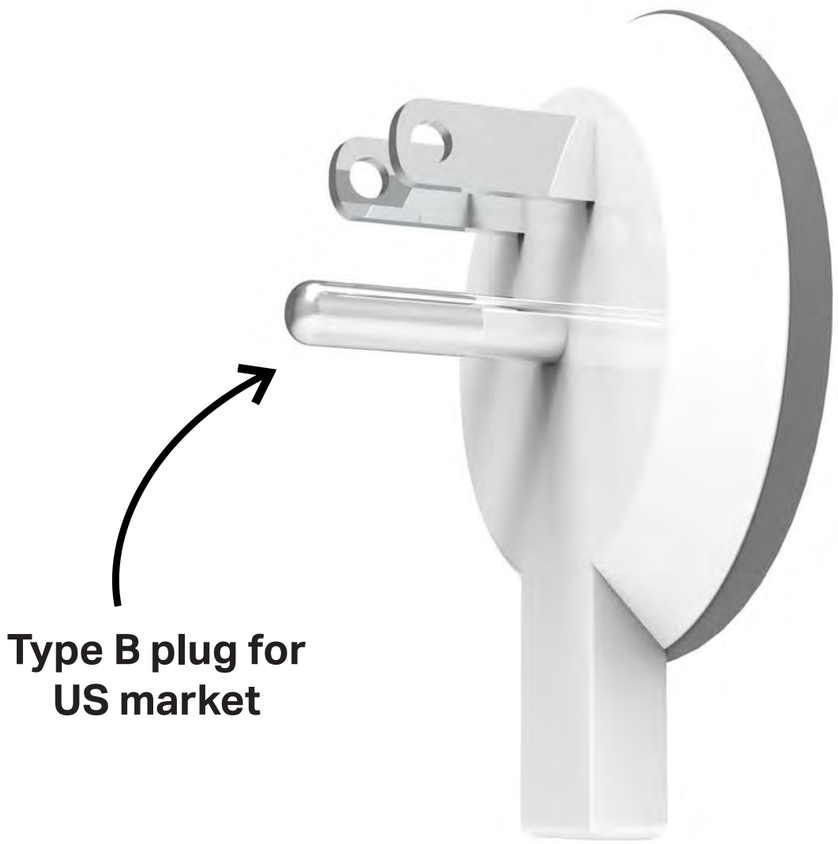
Bulb Redesign:

The bulbs in this universe of products are similar to current smart bulbs, except they receive a DMX signal instead of being controlled by wifi. They are LEG color changing-bulbs.

Aura Light

DMX Controller: _46

Ideation:



The Packages:

Concept Development:

Aura Light