COMMERCIAL PRACTICES IN INDUSTRIAL DESIGN

# SLYPNOTIC

PRANAV BABU

# Objective

To design a product for a company of your choice, using their design language, which does not exist on their product catalog

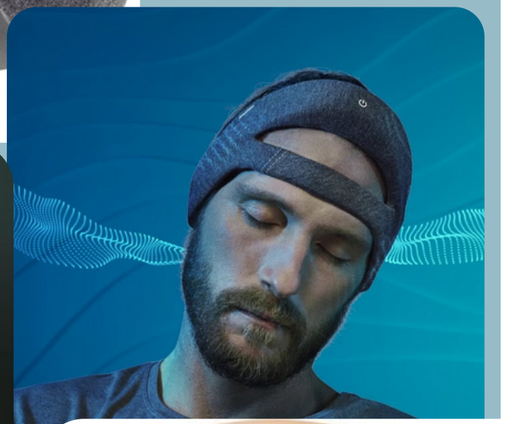
Chosen Company

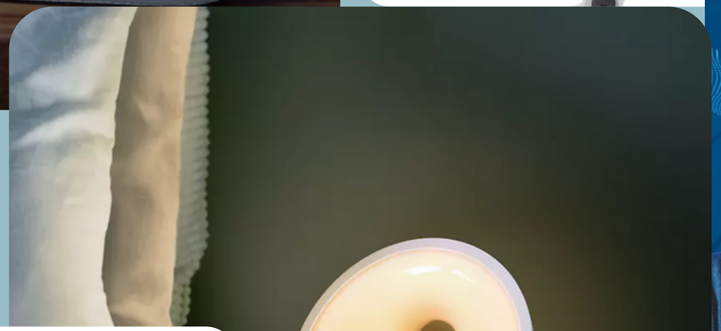
# Philips Brand Analysis

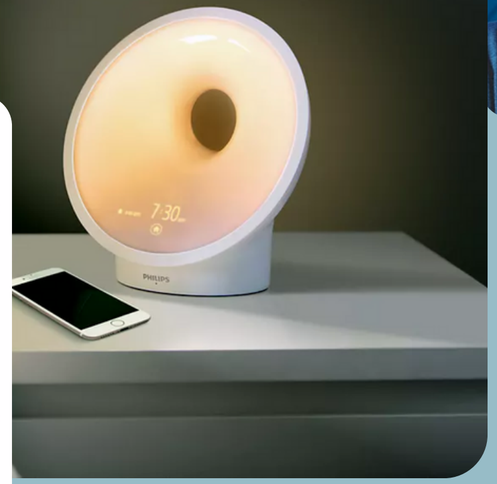
## SMART DESIGN ELEMENTS

SLEEK

MINIMAL





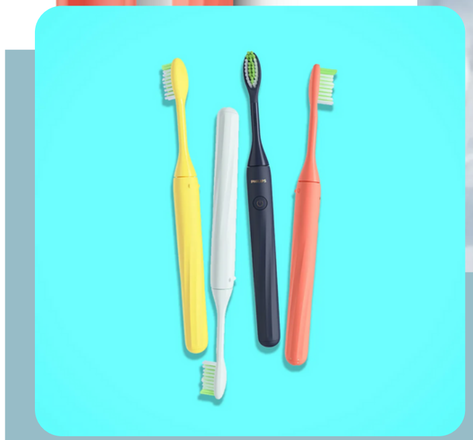


PORTABLE

CURVED EDGES

HAPTIC VIBRATIONS

FLUID FORM



COLOR VARIETY

# Hi, I'm *Eric*.

*USER PERSONA*

29 years

New York, USA

Lives with girlfriend

Fashion Designer

## BIO

Recently shifted to a rented apartment, 2.5 rooms, with his girlfriend. Works as a fashion designer at Nike. He likes hosting people and often calls his friends for game nights - mostly on X box, either to play a sci-fi horror game or FIFA.

He leaves early for work and comes back around 9 pm. He travels a lot for conferences and experiences jet lag. He is stressed due to an immense workload at office because of which he is unable to sleep properly at night.

## PREFERRED BRANDS

PHILIPS

SAMSUNG

FOSSIL GROUP

## WANTS AND NEEDS

1. Create a cozy atmosphere at home with innovative design.
2. Create a cozy gaming and work-space at home.
3. Sleep better at night somehow.

## MOTIVATIONS

PRICE

COMFORT

CONVENIENCE

DESIGN

## HOBBIES

GAMING ENTHUSIAST

READING

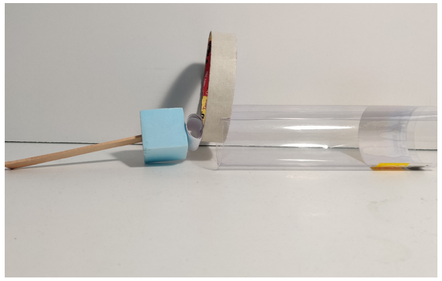
HORSE RIDING

SINGING

COIN COLLECTION

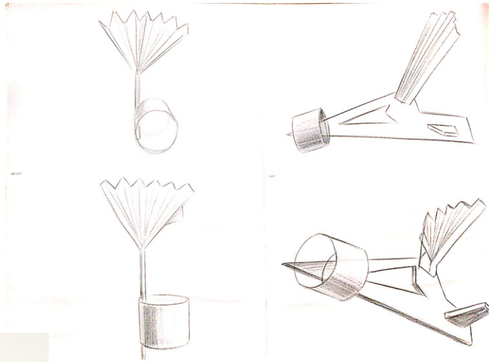
PLAYING CRICKET

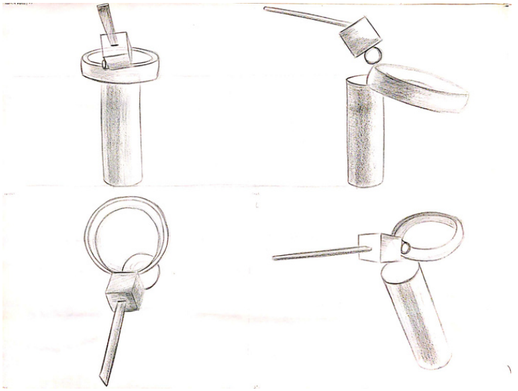
# Abstract Sketch Models

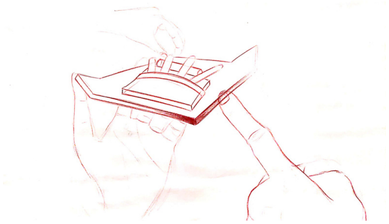


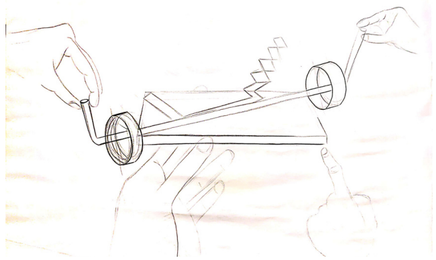
## FIRST STEP

The process started with exploratory abstract sketch models for which we had to create interesting forms from a variety of materials to get inspired from.





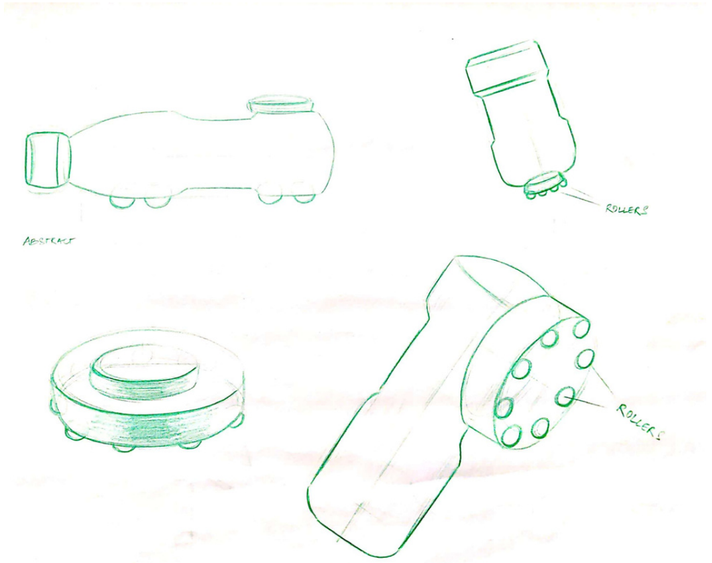


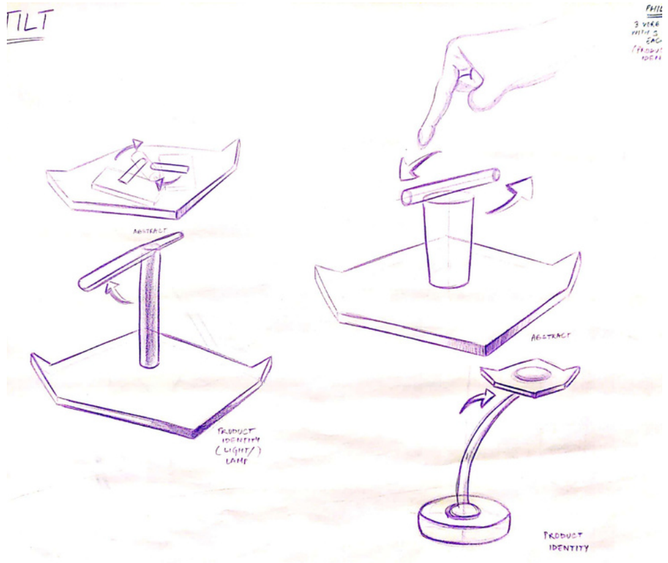


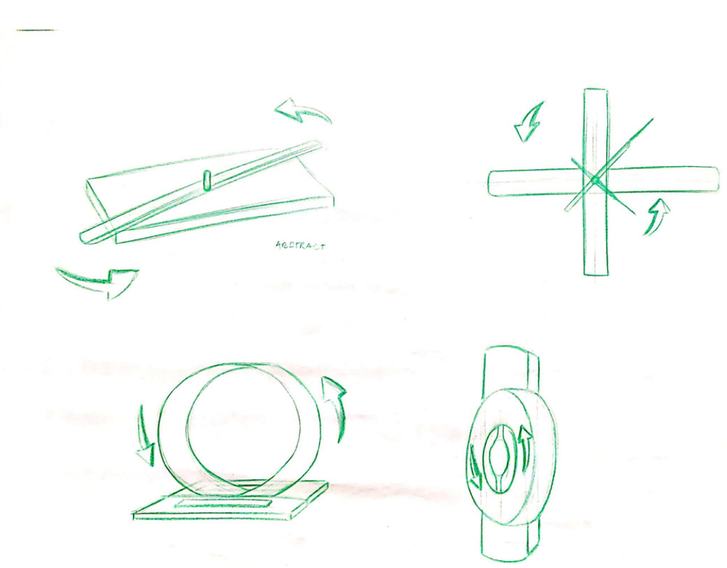
# 9 Verb Sketches

## SECOND STEP

The next in class exercise involved choosing 9 action verbs which are performed by the products in the company of your choice. This was a transition from abstract sketching and sketch models to actual product identity.

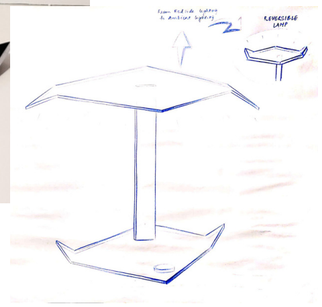


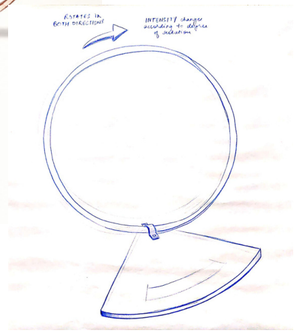



# 3 Chosen Directions

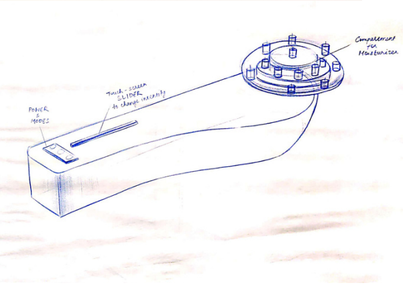
## DETACHABLE FLATHEAD LAMP



## ROTATING LAMP



## MOISTURIZING MASSAGER

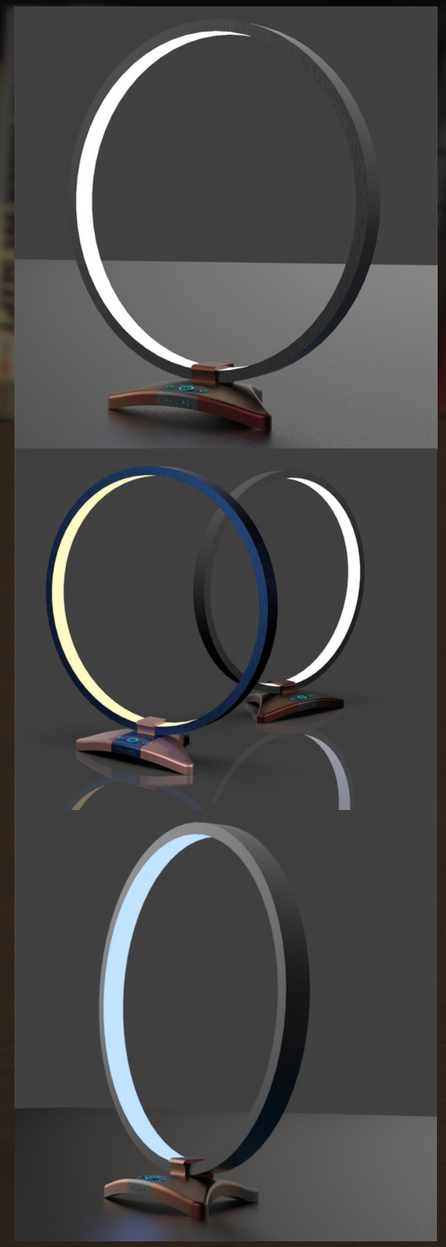


# Presenting

# SLYPNOTIC

/h-ypnotic-sl-eep/

SLYPNOTIC is a Sleep-Aid Lamp carefully designed with principles of Light Therapy to treat sleep-related health conditions through exposure to artificial light.



# SLEEP AND LIGHT

Your circadian rhythm dictates when you feel tired, when you feel alert, when you're hungry, and several other bodily processes. Scientists call it your circadian rhythm because it roughly follows the same 24-hour cycle as the sun (the word "circadian" comes from the Latin words for "about" and "day"). By exposing your eyes to light similar to sunlight, light therapy helps realign your circadian rhythm with the patterns of the sun. As a result, you feel more tired in the evening, as sunlight lowers, and more awake in the morning when the sun rises.

# MECHANISM

Manual Rotation to turn
ON & OFF

Extent of Rotation in Clockwise
Direction determines the intensity of
light

# FEATURES

## Light Surface Change

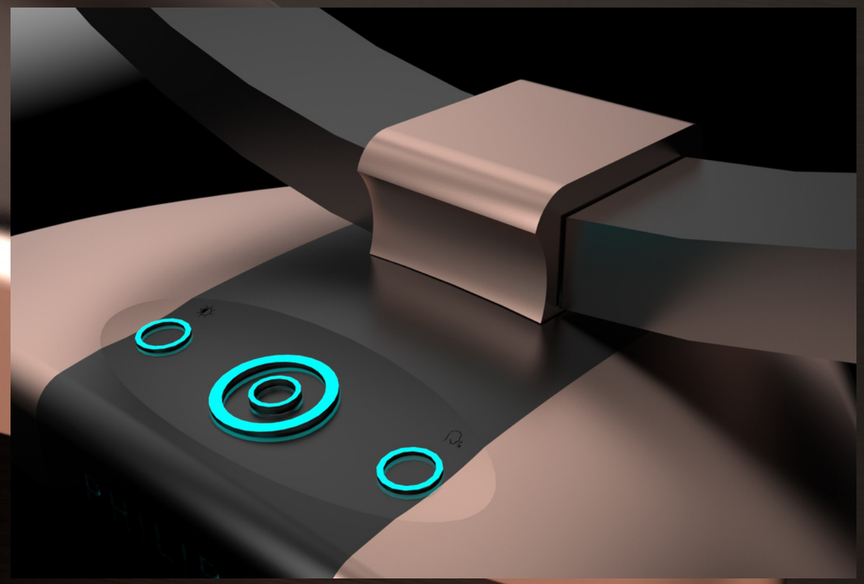
- 1 TAP - FRONT SURFACE
- 2 TAPS - BASE RIM
- 1 TAP AGAIN - INNER RING (DEFAULT)

## Guided Breathing MODE

- Rhythmic Light slows breathing rate
- Guided Breathing makes the person tired, eventually making them sleepy
- When the intensity of light is high, the person has to inhale and when the intensity slowly reduces, the person slowly exhales

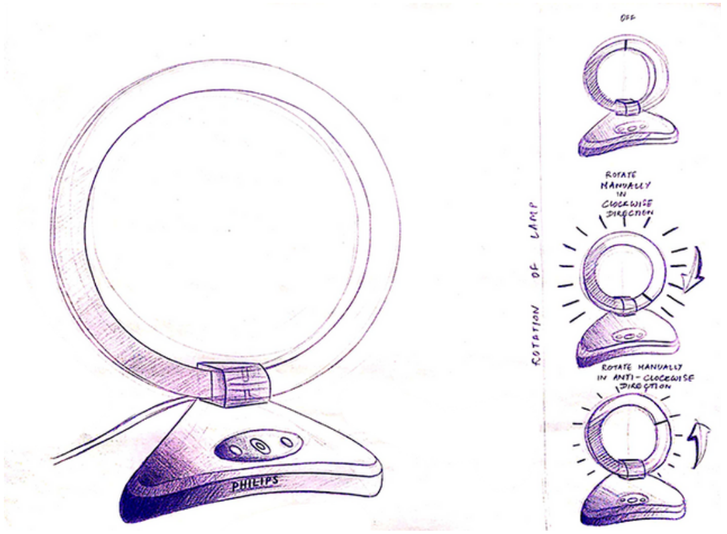
## Circadian Rhythm MODE

Light intensity and mood changes according to sunlight in the span of a day which helps realign the circadian rhythm of a person helping them to sleep better.

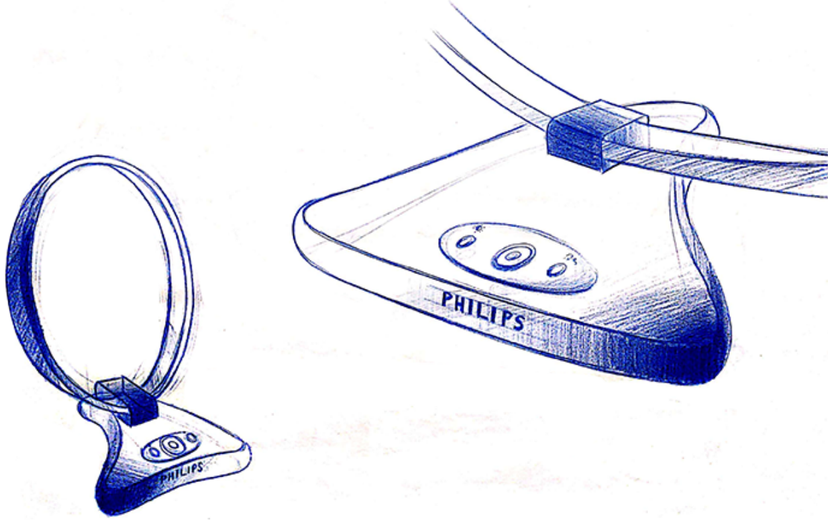


# Sketches

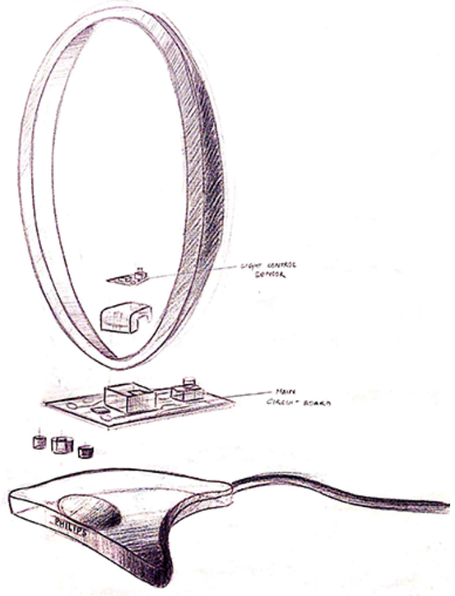
FUNCTION DRAWING



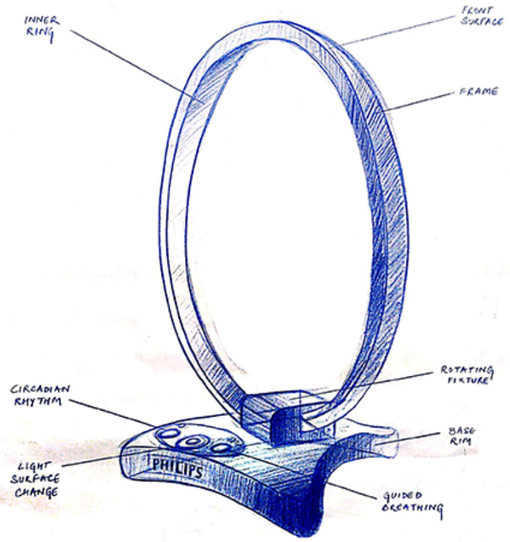

DETAIL DRAWING



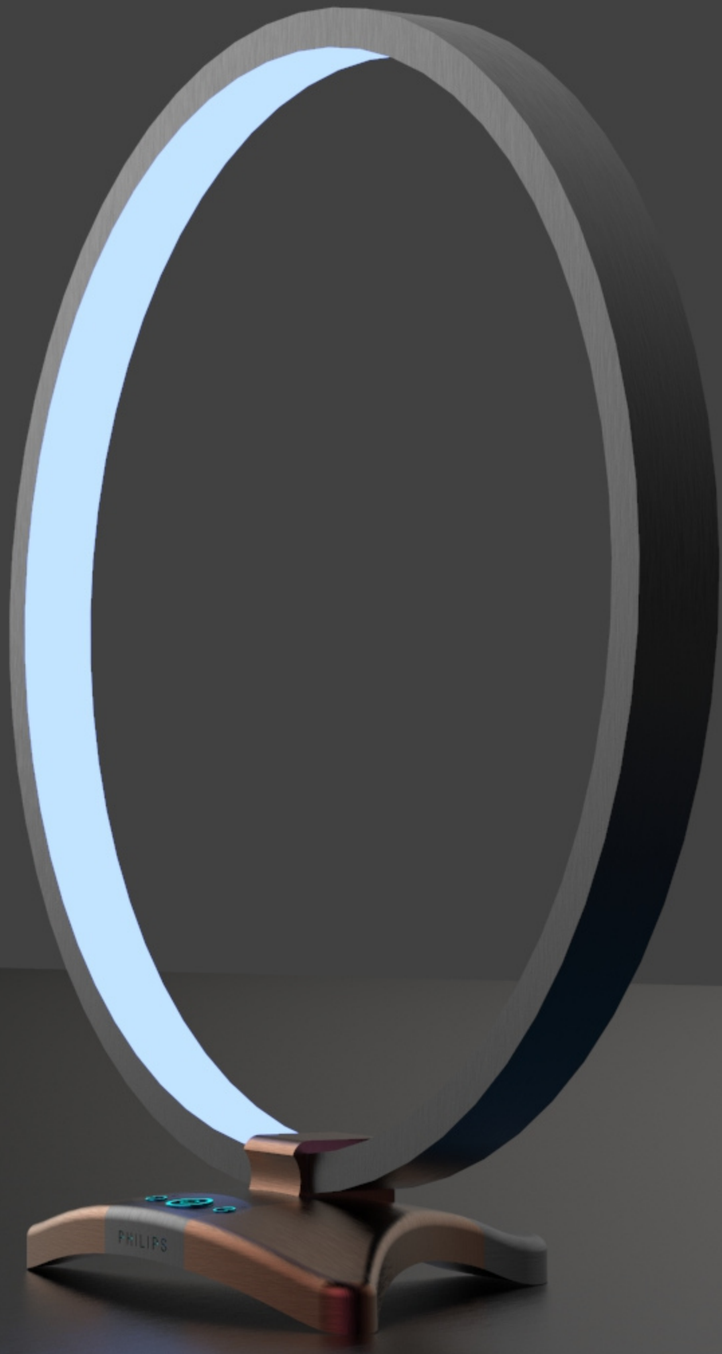

EXPLODED VIEW




CALLOUTS



# Physical Prototype

# SLYPNOTIC

The ring of sleep