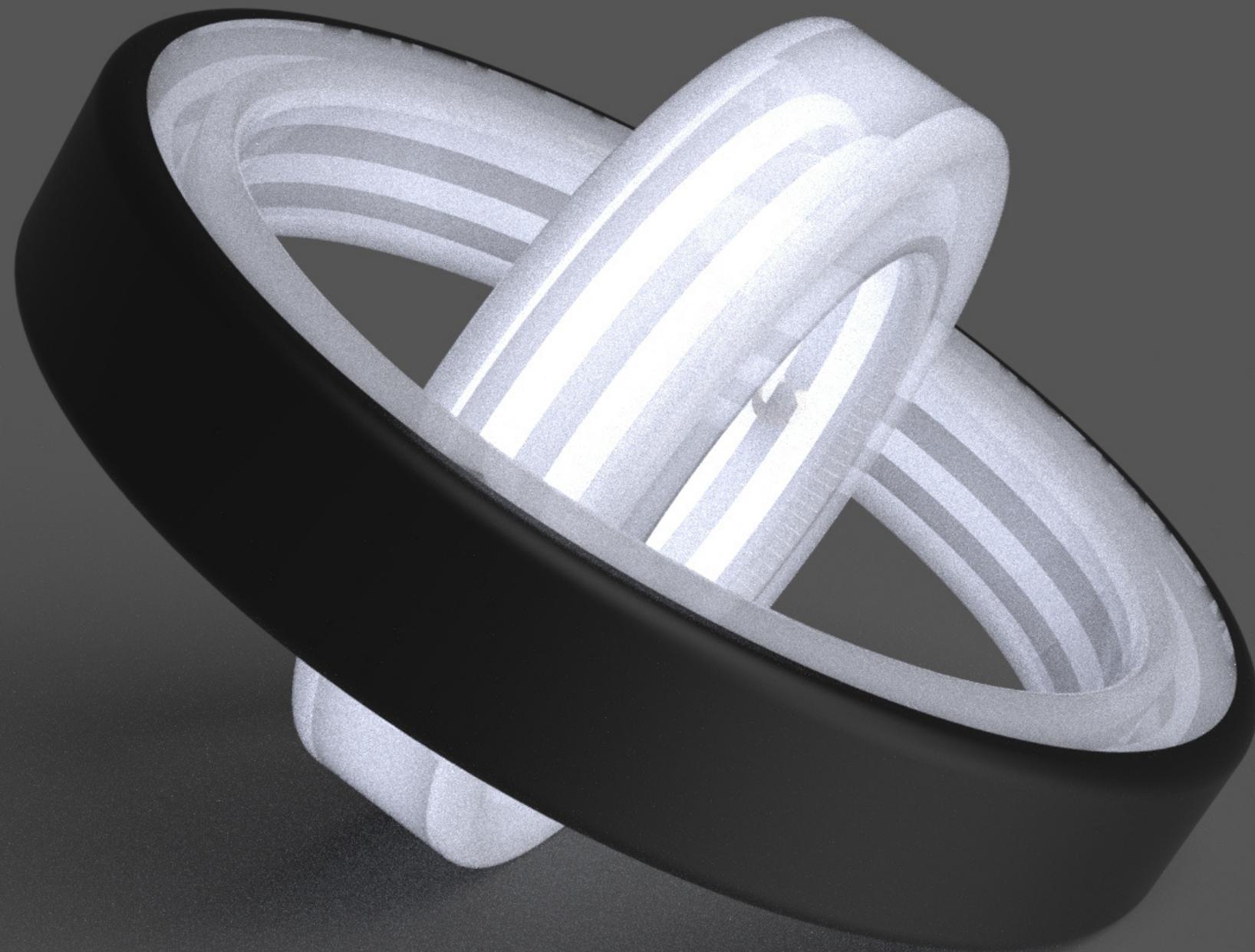


Polaris

They say that when you find your North Star, you know where you're headed...



**Polaris**  
focus on the now.

"Polaris" or the North Star is at the center of Earth's axis.

During the course of the night, Polaris does not rise or set, but remains in the same spot while the other stars circle around it.

It is also the brightest star in Ursa Minor, making it the easiest to see and follow.

With Polaris, you have your own personal North Star to light the way towards a relaxed productive lifestyle by focusing on the now.

# The Problem:

Too much to do, too little time to do it.



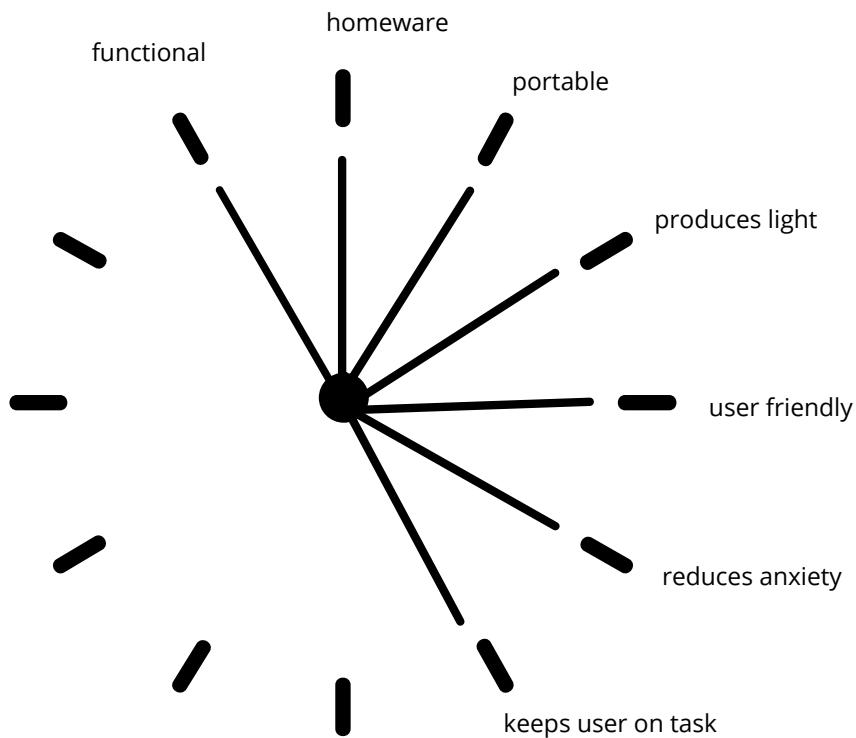
- Everyone has tasks they need to complete daily
- Regardless of number or size, tasks with time limits are daunting
- Time induced anxiety is a result and is extremely common



## The Solution:

Create a houseware lighting product that functions as both a transportable light source and a tool that helps the user stay on task.

## Requirements:



## Product Perspective:

What does the user want?

- Users want functional light sources
- Simple designs that are easy to use
- Good battery life
- Durability
- Life improvement

Opportunities

- Everyone uses homeware products
- Light is necessary to complete tasks
- Anxiety is common with various remedies
- Light can be used to keep time

# Research

Category research was conducted by each team member.



## Findings/Commonalities:

- Retailers:



+ more

- Current trends:



organic shapes



ambient lighting



notification lights

- Materials:



- Price range: \$20 - \$500, dependent on material and retailer

# Research

## Competitor Products

- Well constructed
- Durable
- Fully functional
- Adjustable brightness
- On/Off switch
- Common themes included:



sleek  
simple  
organic



artistic  
extravagant



modern  
futuristic

## Construction/Electricity

- All electrical work/wires must be hidden
- Casing must keep user safe
- Critical hardware covered (by plastic, wood, ect)



## Critical Hardware:

- Team will use LED strips
- flexible circuit board + mounted diodes
- made up of individual circuits
- each cut line demarcates the end of one circuit

# Product Ideation

Each team member created an inspiration mood board of forms and finishes.

#1



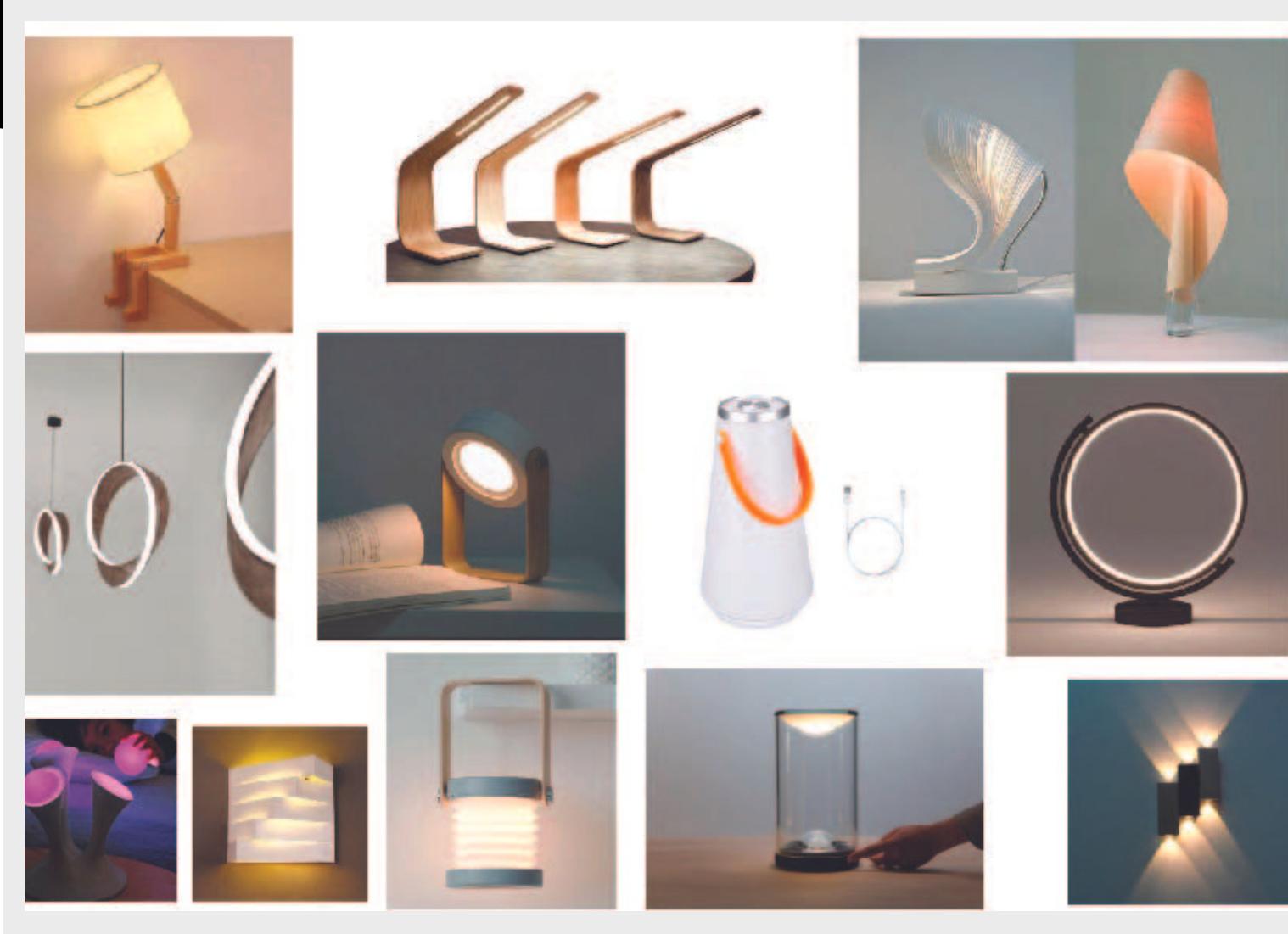
**simple  
exposed  
smooth  
clean**

#2



**whimsical  
organic  
warm**

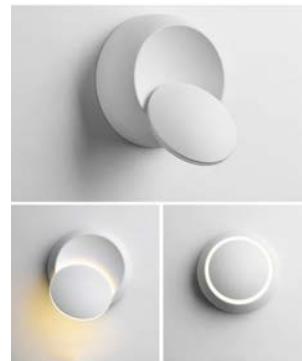
#3



**geometric  
simple  
comforting**

# Product Moodboard

Team compiled inspirations into a cohesive product mood board.

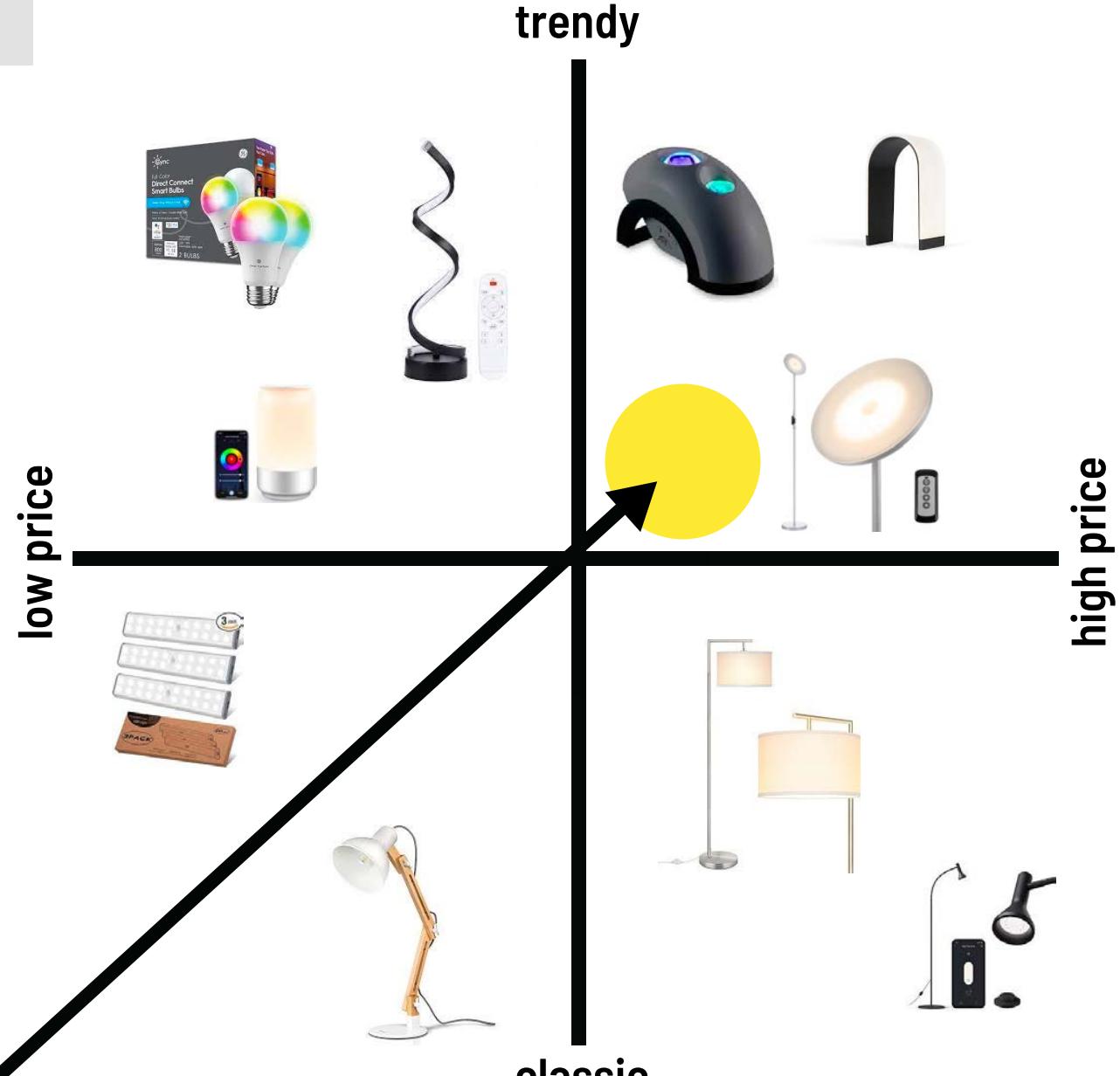


sleek  
simple  
ambient

## Perceptual Category Map

Team created a map to visualize how target users feel about competing products that are:

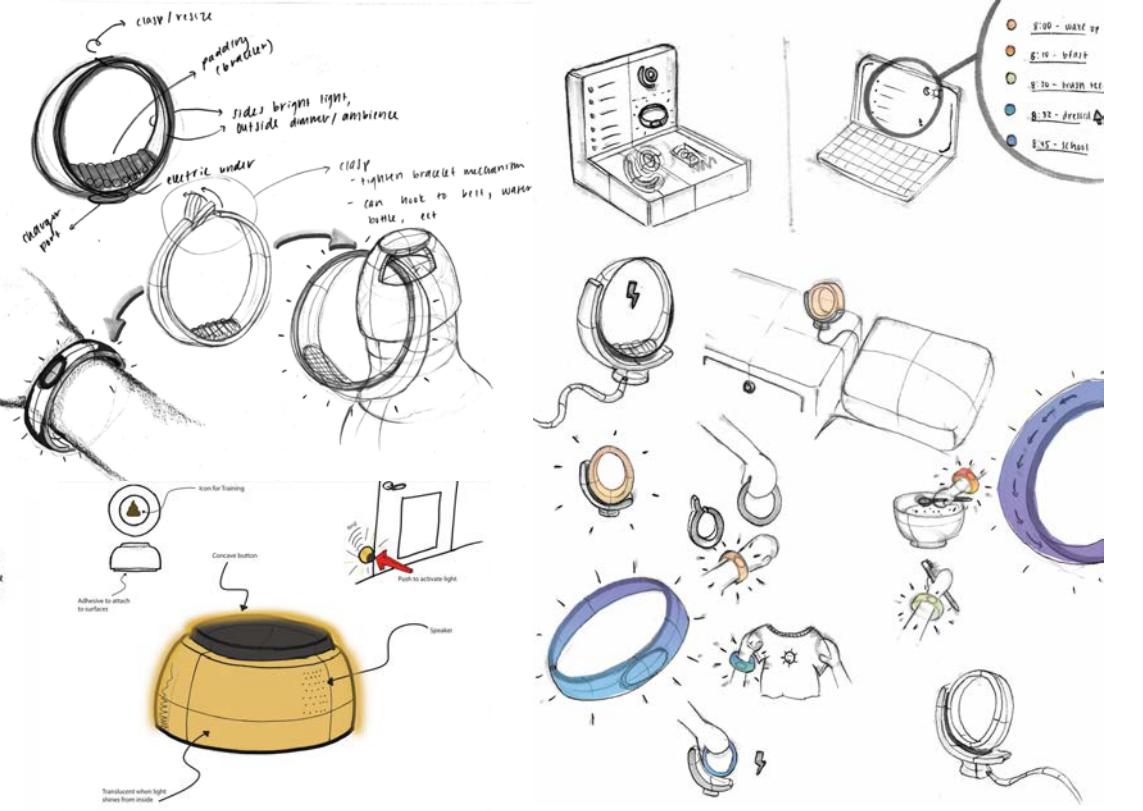
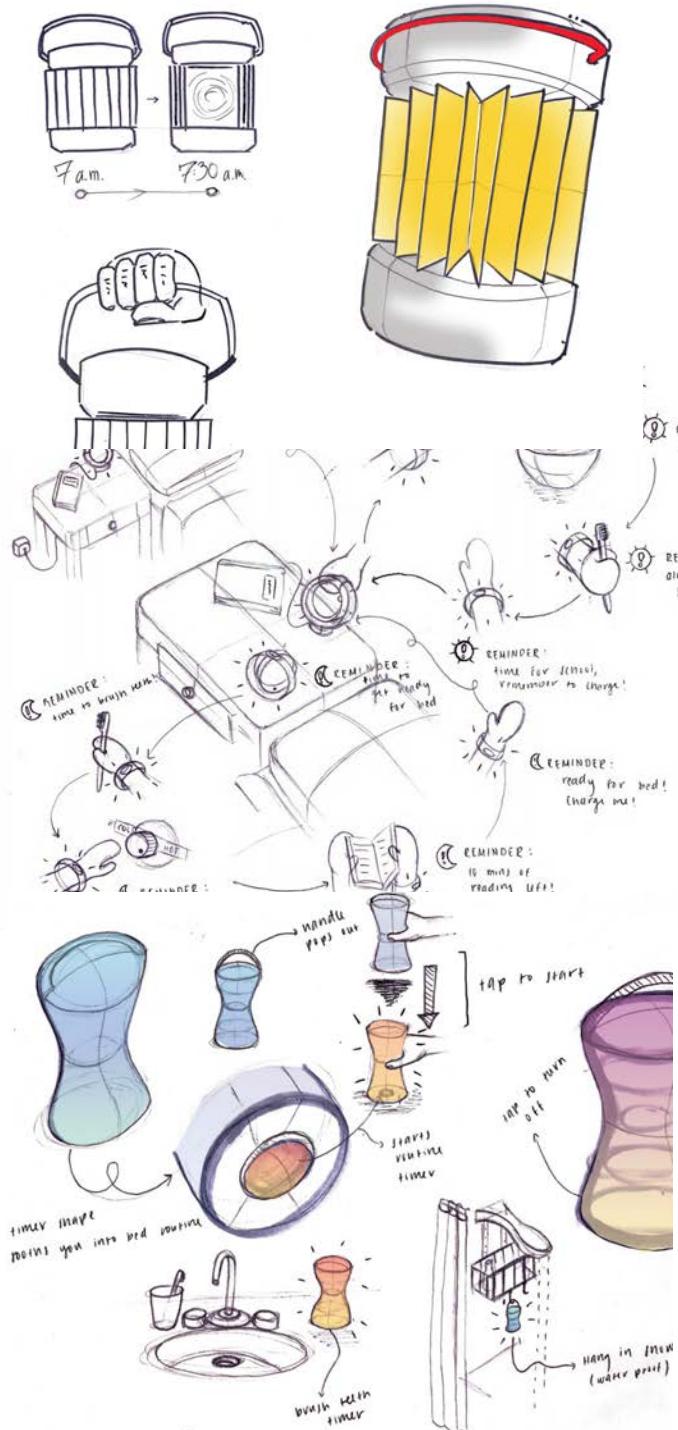
- Trendy vs Classic
- High price vs Low price



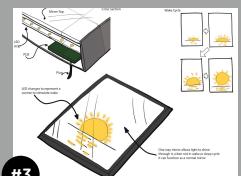
Our product will  
fall here:

# Storyboard

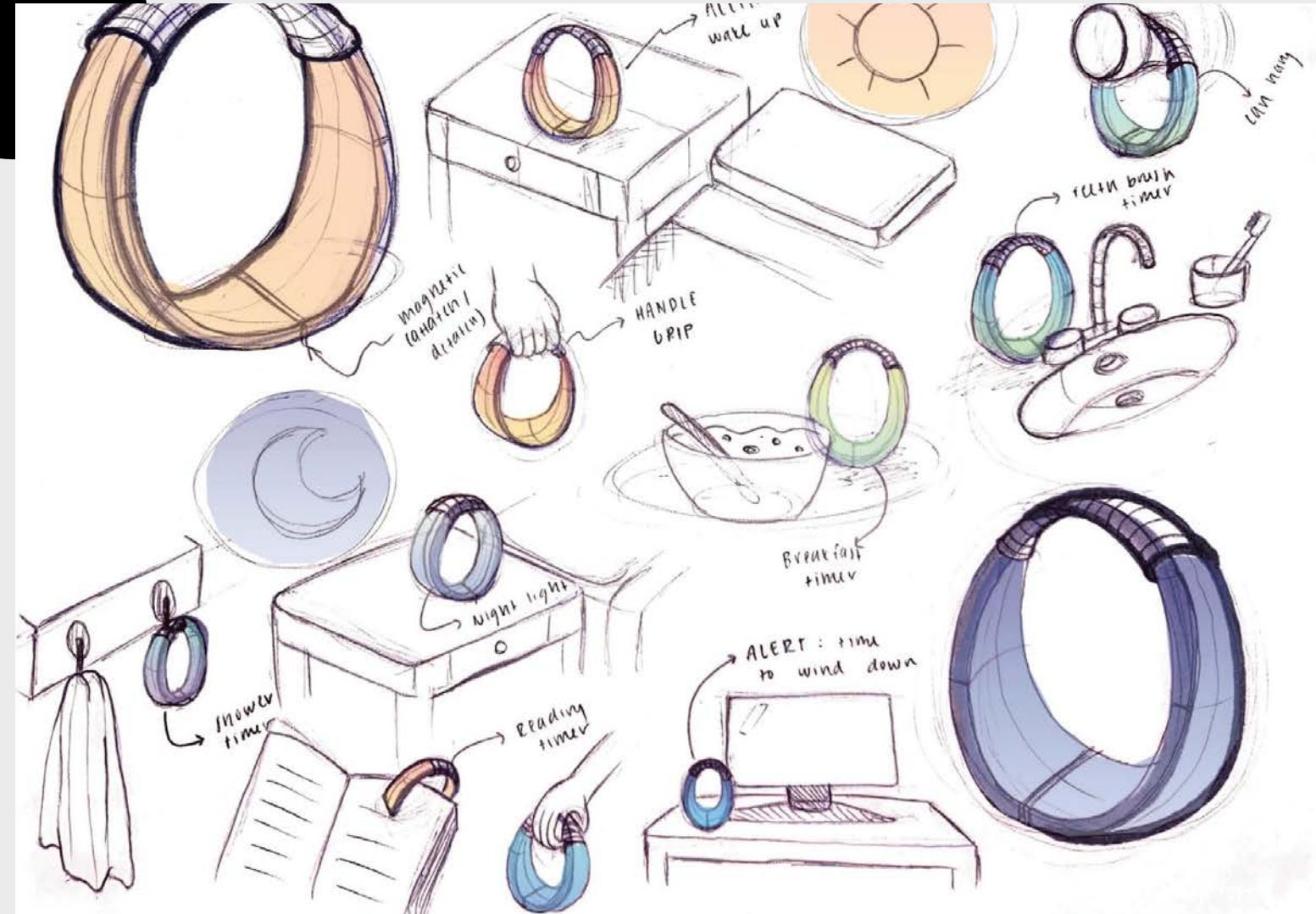
Team spent time drafting "day in the life's" of potential product ideas.



We then pursued 3 selected concepts:

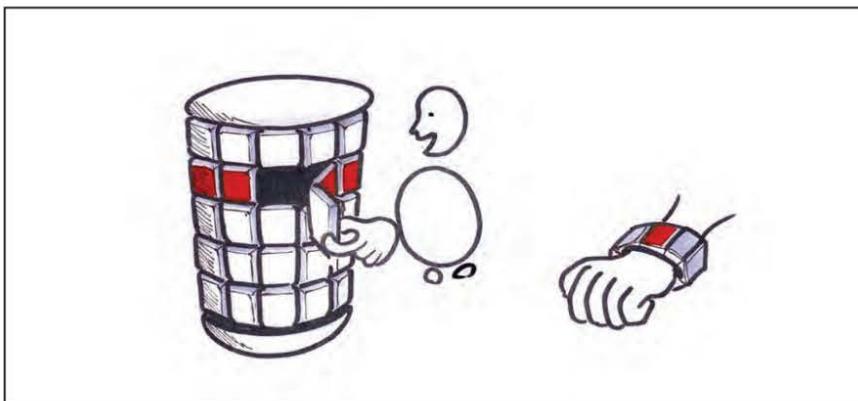
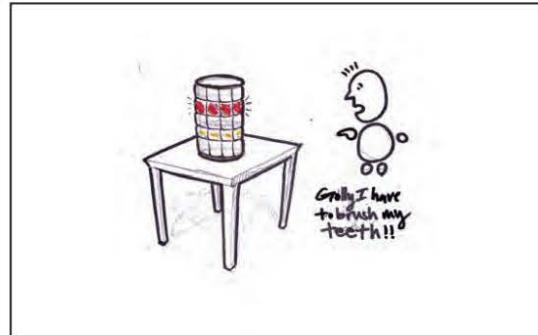
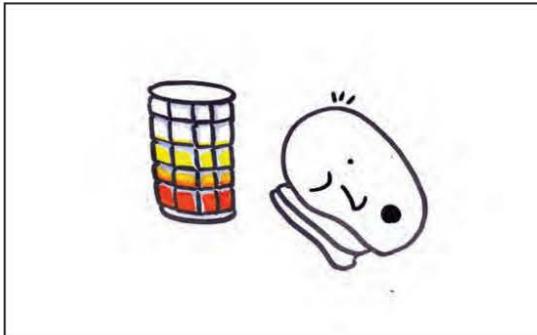


#1



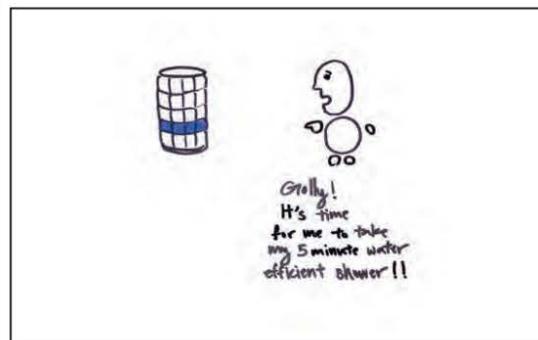
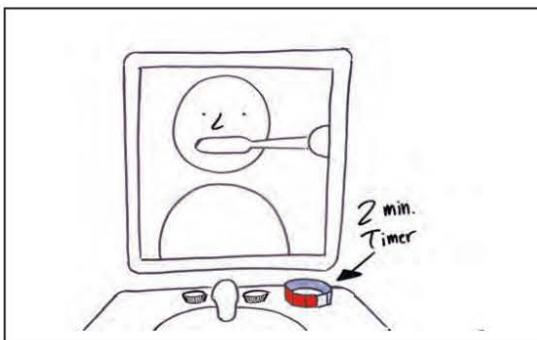
Concept:  
task light that  
guides you  
through your  
morning/night  
routine

#2



## Multi-Action Modular as Heck Lamp

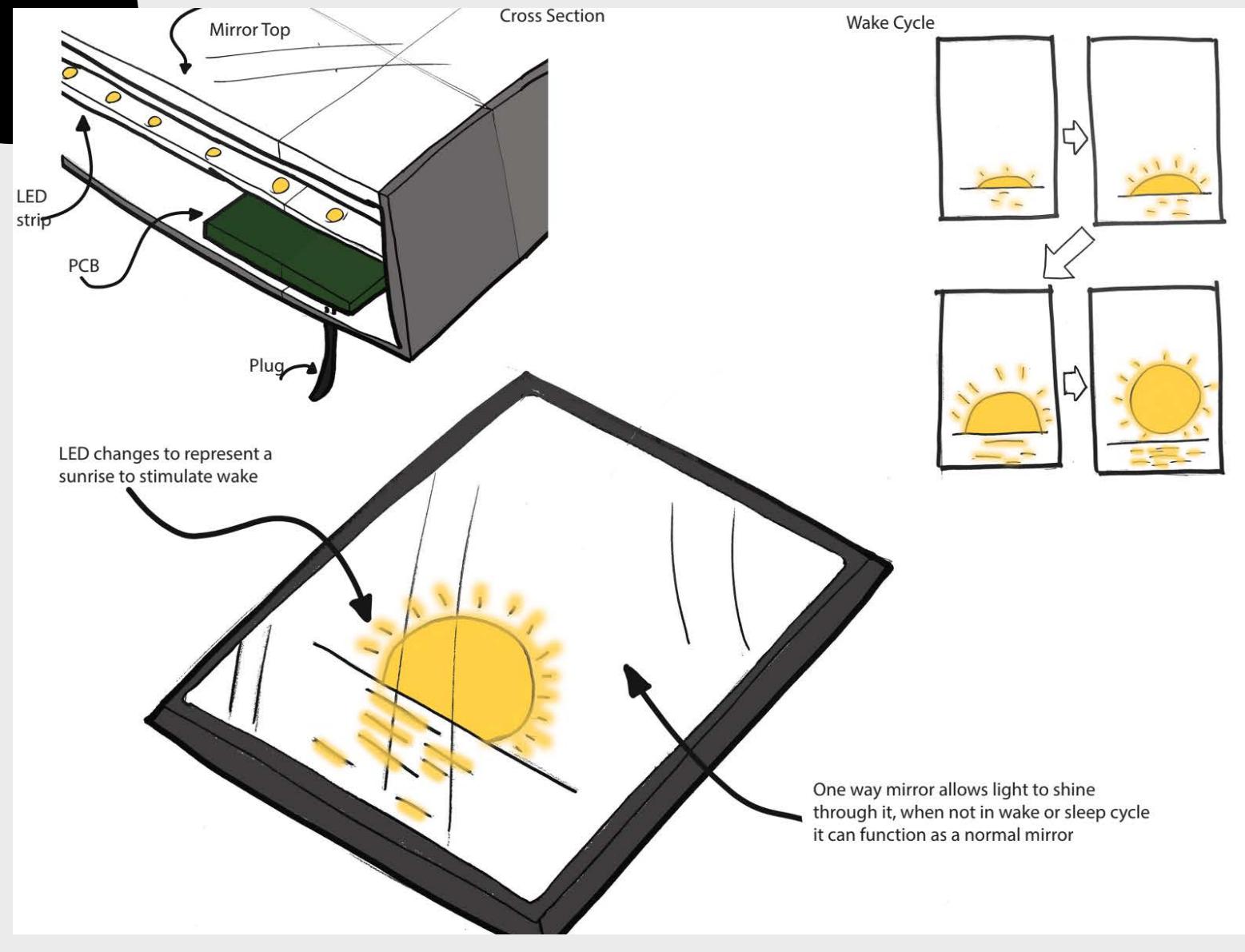
- Wakes you up
- Has 5 customizable timer wristbands
- Can be lamp and reminder
- Waterproof



Concept:

wearable task light that aids you in setting goals and completing them timely

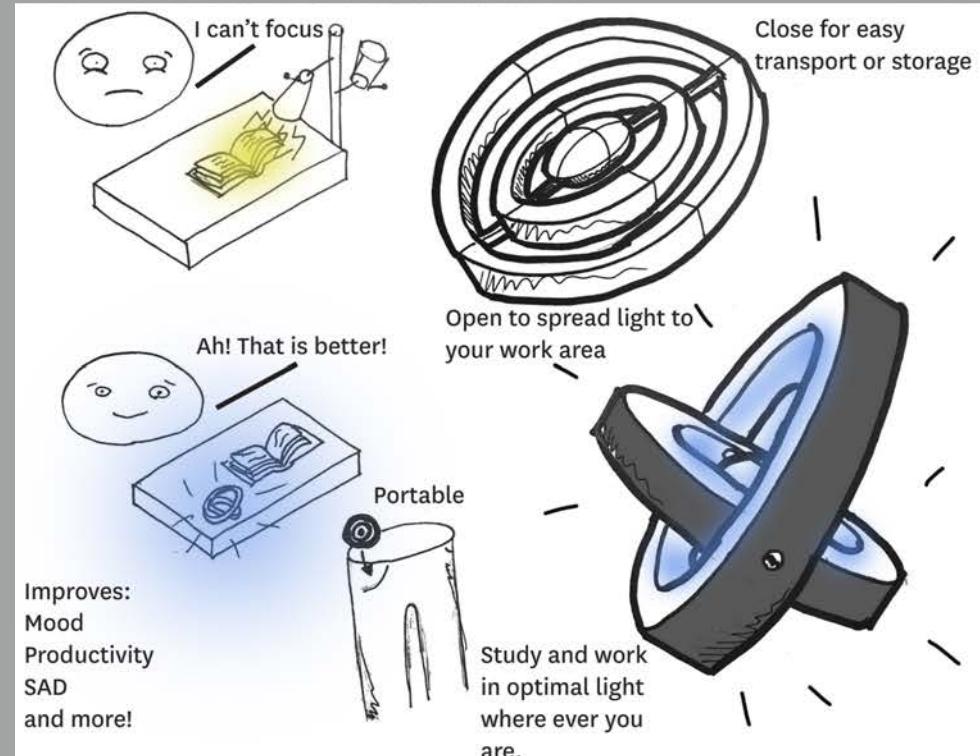
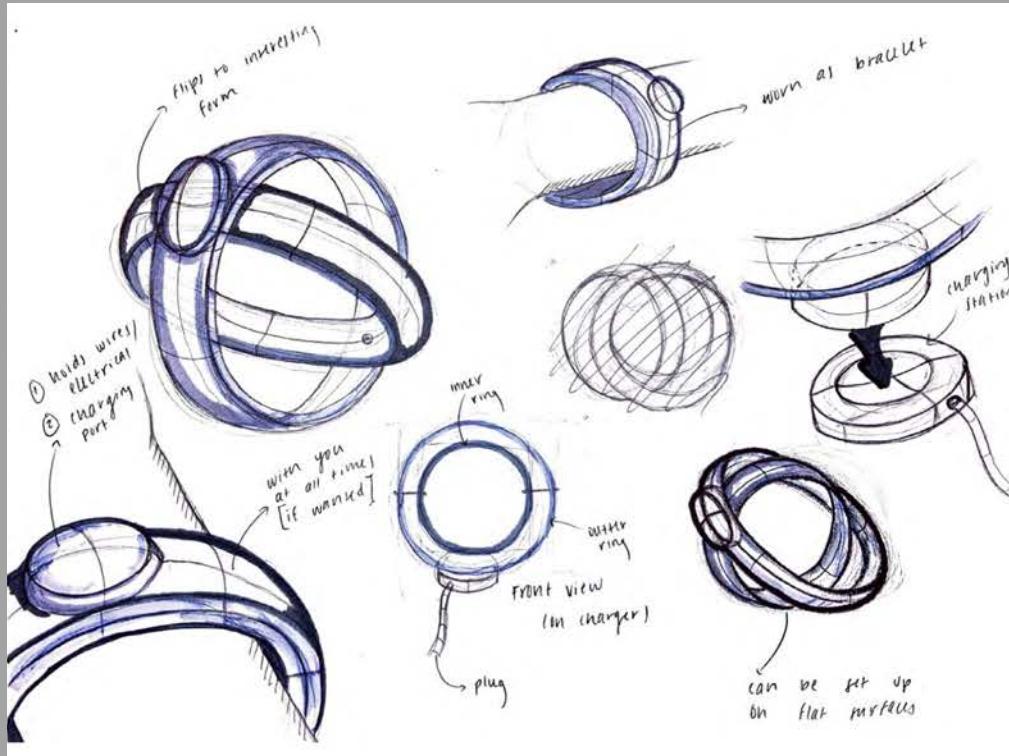
#3



Concept:  
dual function  
mirror light whose  
ambience  
supports waking up/winding down

# Storyboard (Consolidated)

Team worked together on new product concept/storyboard.



## Findings:

product will aid/lead user through tasks

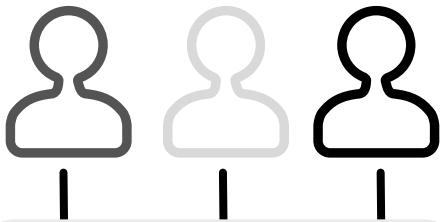
portable + chargeable

includes timer function

using clock timers cause panic/rush

# Time Induced Anxiety

Our next step was to become educated on our targeted user.



Every human has certain tasks they do daily

Most have multiple tasks with a time constraint/due date

People tackle tasks in different ways:

- To do lists
- Planners
- Calendars

- Put them off
- Complete under pressure

- Reminders
- Sticky notes
- Notifications

Common outcome:  
Time induced anxiety

## Time Induced Anxiety

- Using a timer causes sense of urgency
- Preoccupation with being late
- Desire to rush
- Focus on future tasks in place of current one

## Solution:

- Cultivating greater mindfulness
- Practice focusing on the present



Focusing on what you're doing right now instead of worrying about future tasks helps relieve time induced anxiety.

## Product Function

### Primary Function:

Product will act as a task light that reduces anxiety while aiding user in task completion.



emits wanted amount of light



full spectrum lighting promotes productivity.

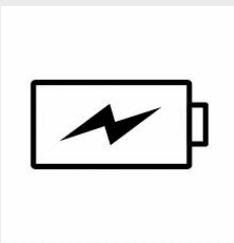


reduces time induced anxiety

### Secondary Function:



transportable



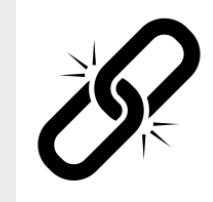
good battery life + charging component



user friendly + simple



extended lifetime



good durability

## Product Category

Our product will fall into the houseware lighting category.

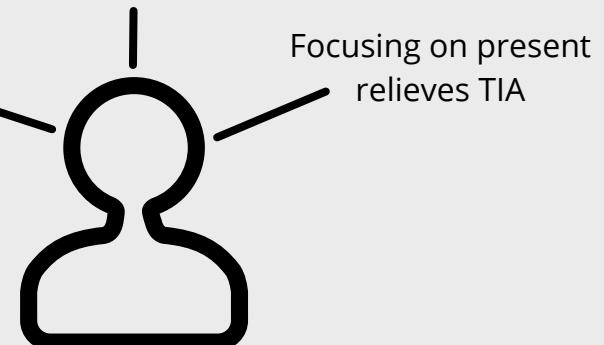
- consumer goods
- portable
- purchased by user, for user

## User Summary

Common user experience: too much to do, too little time.

Time Induced Anxiety results from time urgency

Everyone has tasks, most daily, most with time constraints



# Research/Findings

Now that we had a design direction and knew the general function we wanted, we conducted research on similar/competing products in the houseware lighting market.

	1 SICCOO	2 Vont	3 STAR-SPANGLED	4 Mlambert	5 Tubicen	
image						
brand	SICCOO	Vont	STAR-SPANGLED	Mlambert	Tubicen	
pros	<ul style="list-style-type: none"> <li>easily adjustable</li> <li>adjustable neck &amp; brightness</li> <li>touch control</li> </ul>	<ul style="list-style-type: none"> <li>rechargeable</li> <li>variable brightness</li> <li>great functioning clip</li> </ul>	<ul style="list-style-type: none"> <li>simple on/off mechanism</li> <li>easy to adhere</li> <li>bright for small size</li> </ul>	<ul style="list-style-type: none"> <li>adjustable brightness &amp; temperature</li> <li>pretty &amp; versatile</li> <li>touch control</li> </ul>	<ul style="list-style-type: none"> <li>sturdy &amp; sleek</li> <li>adjustable brightness</li> <li>easy to move place to place</li> </ul>	
cons	<ul style="list-style-type: none"> <li>expensive</li> <li>USB only</li> </ul>	<ul style="list-style-type: none"> <li>poor battery life</li> <li>only one function</li> </ul>	<ul style="list-style-type: none"> <li>poor construction</li> <li>short life span</li> </ul>	<ul style="list-style-type: none"> <li>too dim</li> <li>poor quality</li> </ul>	<ul style="list-style-type: none"> <li>cool light, not warm</li> <li>occasional battery life issues</li> </ul>	
price	\$39.99	\$11.04	\$11.99	\$42.49	\$59.99	
common features	<ul style="list-style-type: none"> <li>adjustable brightness</li> <li>plug in component</li> <li>common home base</li> </ul>					
POD/unique features	<ul style="list-style-type: none"> <li>transportable</li> <li>touch control</li> </ul>					
suggested price	<ul style="list-style-type: none"> <li>price ranges from \$10 to over \$60</li> <li>higher price should have higher quality</li> </ul>					

# Research/Opportunities

Team researched houseware lighting in our products category for CMF inspiration, market trends and key retailers.

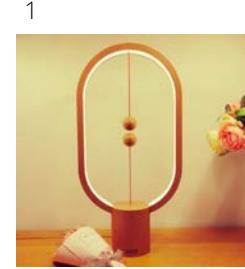
## ● challenges

- stagnant
- must be plugged in

## ● opportunities

- organic shape
- simple
- ambient

## ● description



- ambient desk lamp

- small light production
- unstable



- transportable desk lamp

- rechargeable
- adjustable point light
- simple form



- bedside alarm lamp

- ambient
- alarm/clock function
- simple form
- multifunctional

1

2

3

## ● CMF

- smooth, sleek finishes
- plastic + wood
- plastic + brass
- plastic + aluminum
- wood + brass

## ● market trends

- small scale
- transportable
- ambient

## ● key retail

- houseware stores
  - Target, Homegoods, etc.
- office supply stores
  - Office max, Staples, etc.

## Problem Statement

Time induced anxiety makes it difficult to complete tasks on time.

## How will this product help?

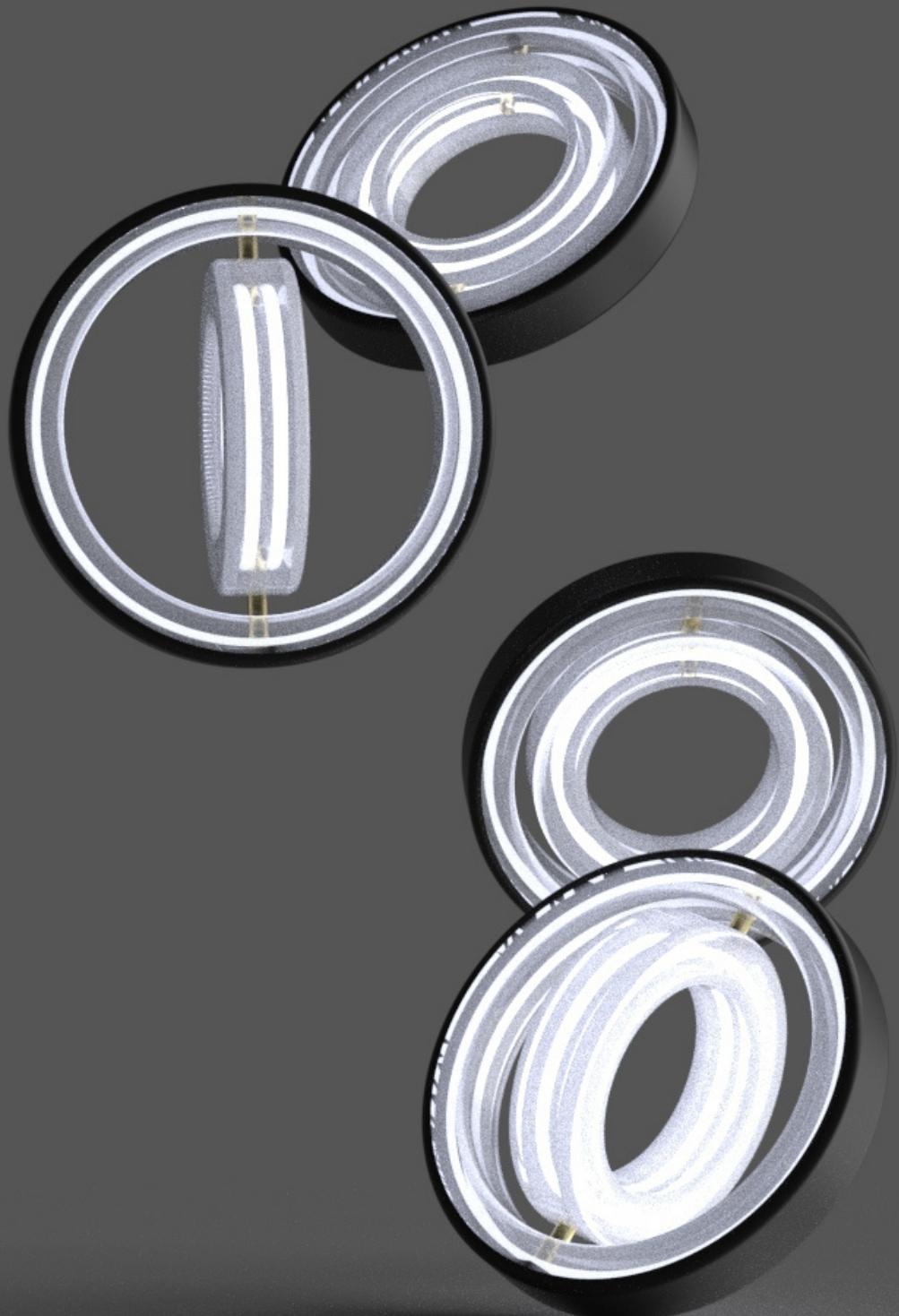
Polaris doubles as a desk light and a task light that:

- projects ambient light
- displays time progression through light
- allows user to self set work time
- helps user check every task off their to-do list

Polaris is an anxiety reducing task light whose light keeps time to lead the user through their intended work/task period.

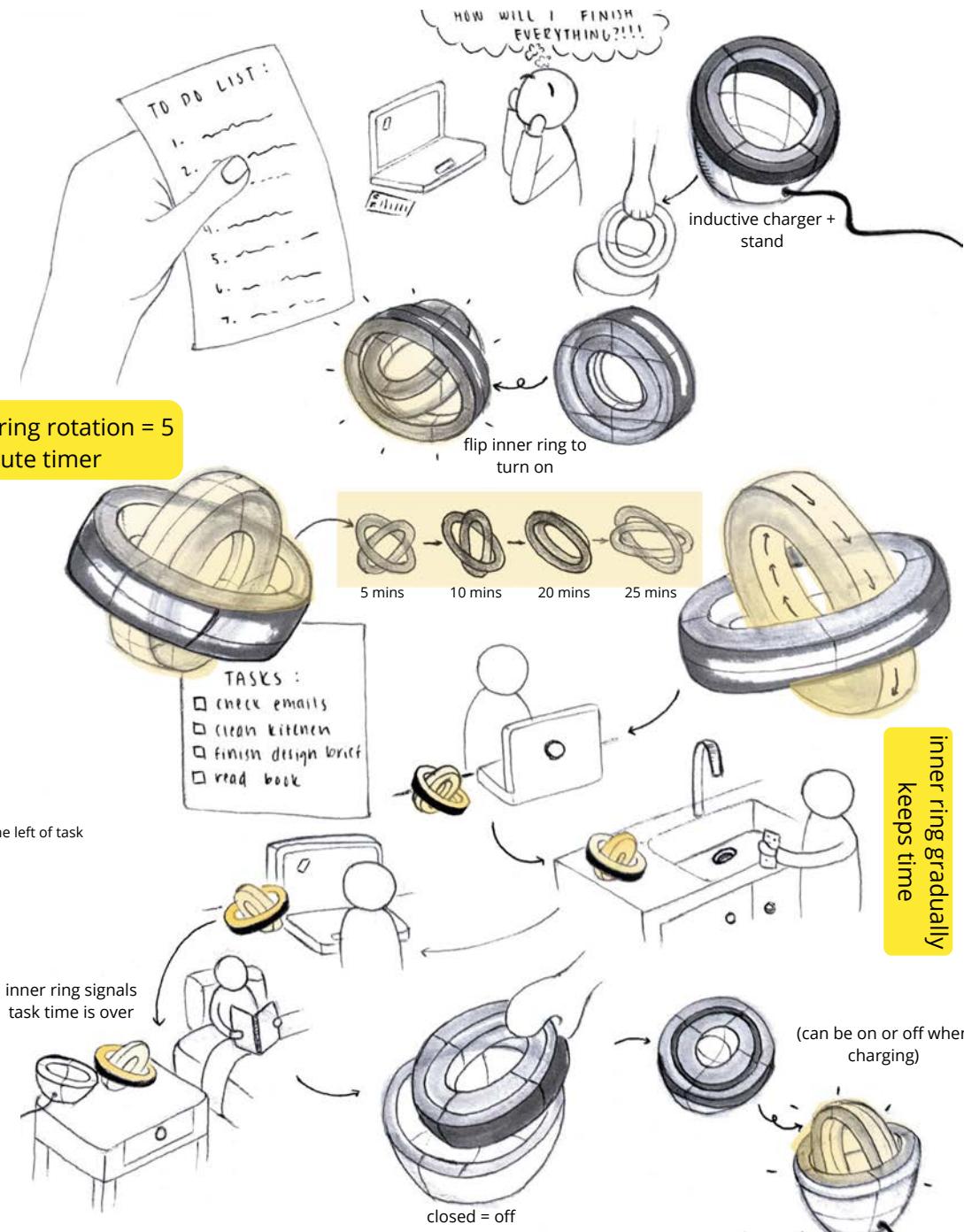
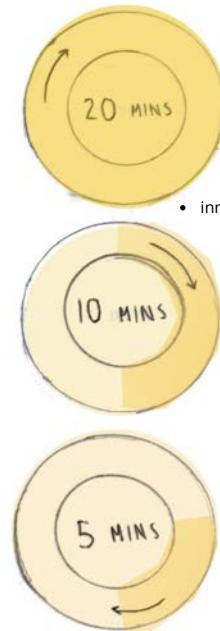
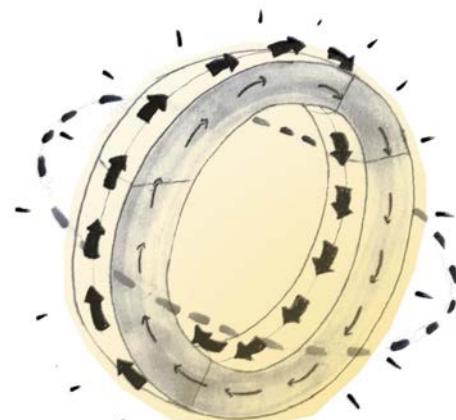
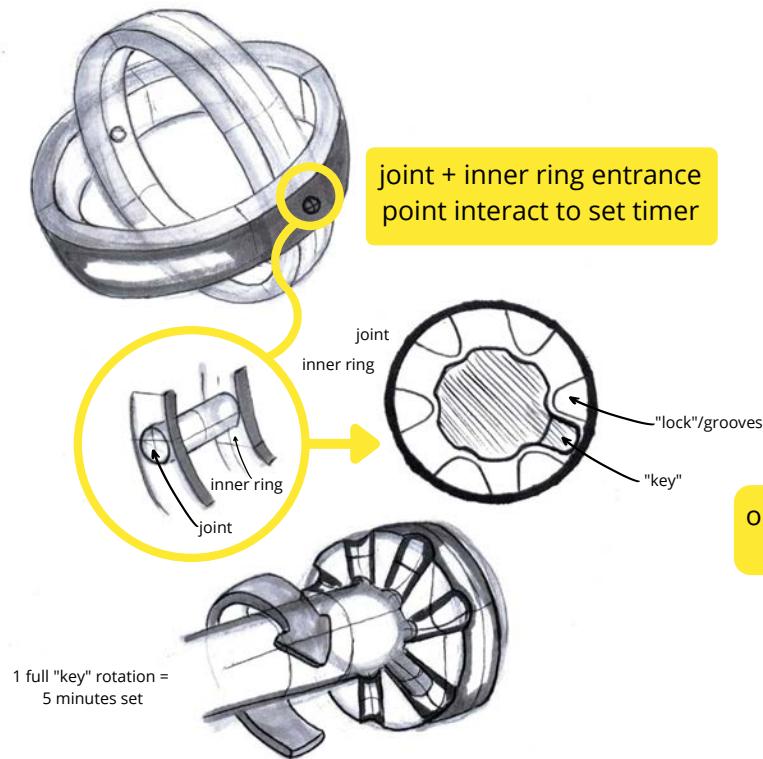
## Research and Testing Summary

- Key take aways from research and testing.
- What are key requirements of the product



# Concept Sketch

Team illustrated product's concept, function and form.



## Polaris Prototype

Product model constructed with high density foam + wooden dowels.



- two round rings
- rings close, make organic shape



- inner ring rotates
- creates unique form



- can be propped up
- charging base possibility

# Form Exploration

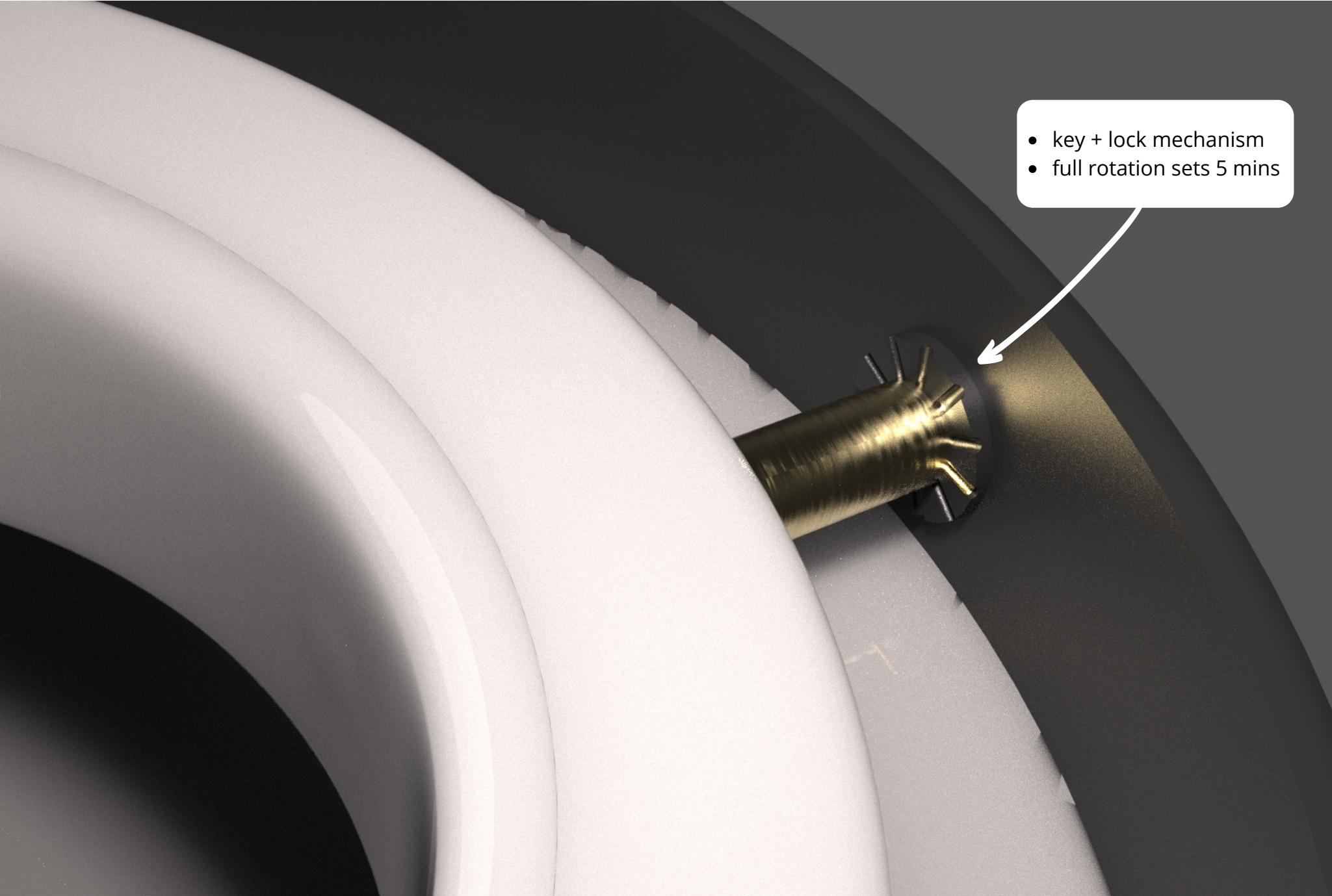
Team created 3D renders to explore product's final form.



- two lit round rings
- extended joint
- two small joints
- outer ring vs inner ring glow

# Form Exploration

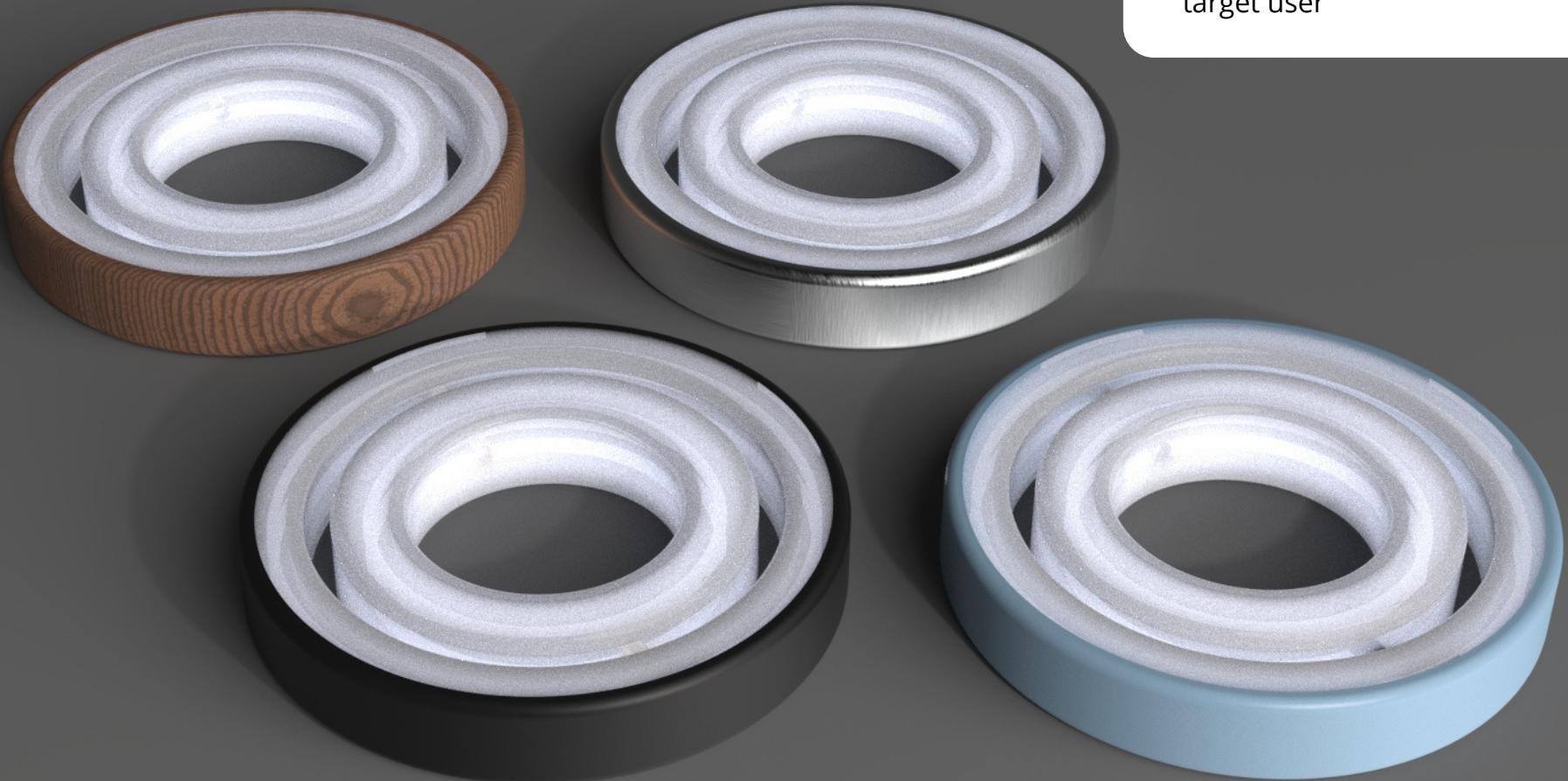
Constructed joint that functions as time setting mechanism.

- 
- key + lock mechanism
  - full rotation sets 5 mins

product concepts | form + finish exploration

## CMF Exploration

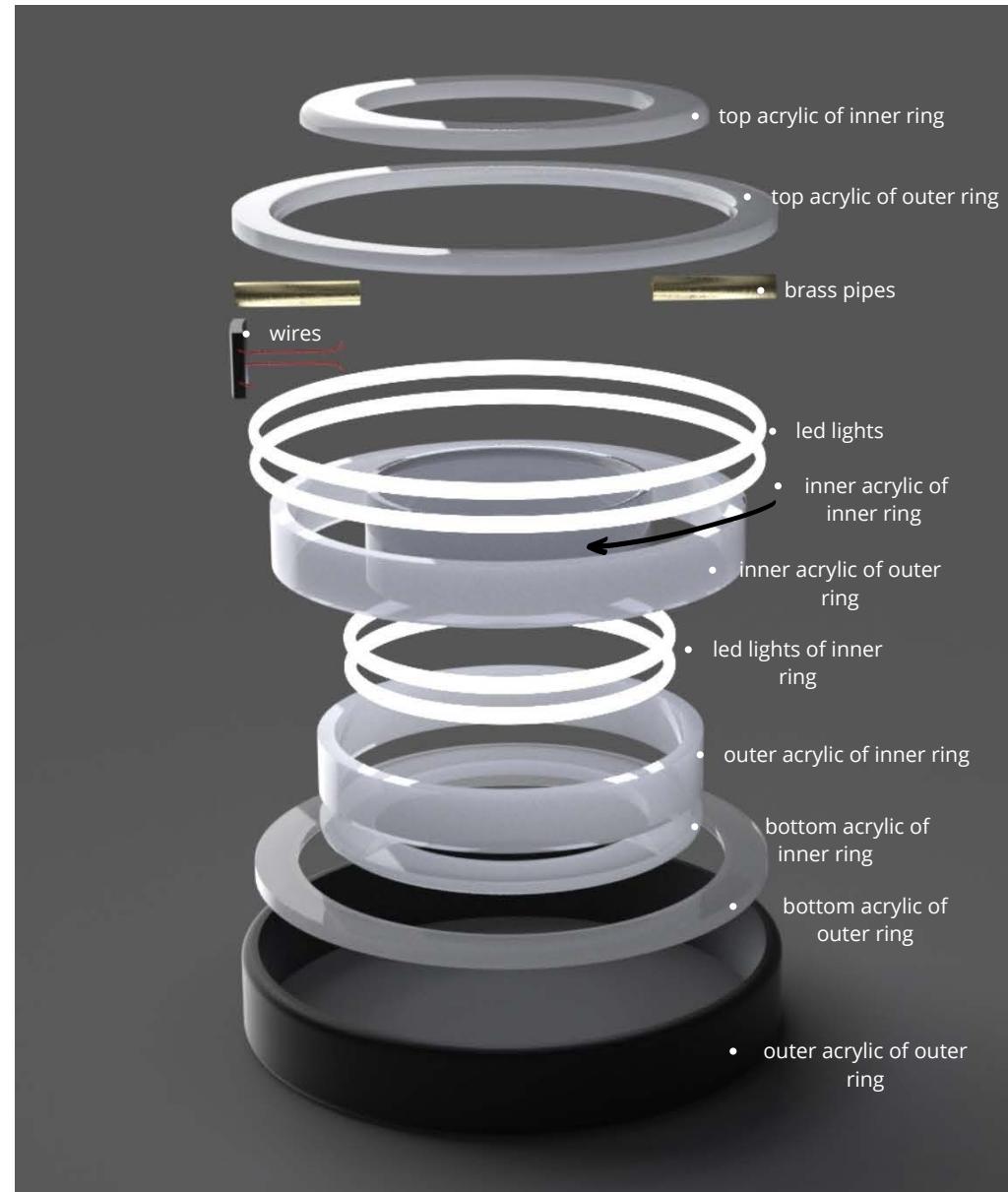
Team created 3D renders to explore product's final finish.



- black + physical light contrast is effective
- brass/aluminum + black is sleek
- simple color + unique form matches design language and target user

# Final Form + Finish

Finalized product idea including critical construction pieces.



product concepts | form + finish

## Final Form + Finish

Finalized product idea.



# Beginning Construction

Team began building prototype with acrylic and wood molds.



- constructed wood molds
- laser cut acrylic strips



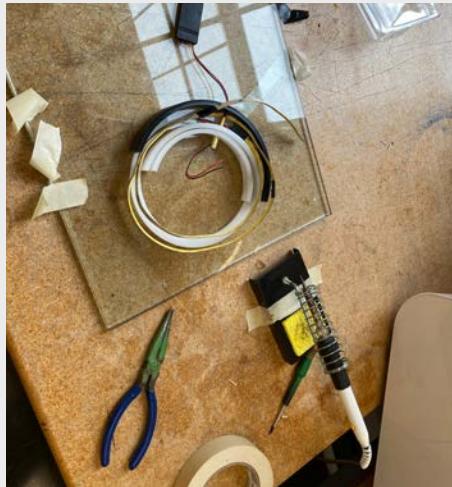
- heat gun use
- shape acrylic using molds

## Electrical Work

We resoldered existing LED strips to desired size and fit.



- drilled holes for electrical wires
- routing casing
- cut brass pipe for joint



- joint + glue pieces together
- thread electrical through joint
- soldering + attach strips

## Electrical Work (Continued)



- completed outer ring LED placement
- attached outer ring



- completed inner ring LED placement
- attached inner ring
- secured with casing + glue

final design | working prototype

# Final Product Prototype

Team successfully created a fully functional model of product.









final design | product in environment

# Polaris in Action

Helping users stay on task and reach their goals, not matter how other worldly.



final design | product in environment

# Polaris in Action



# Polaris



Thank You!