



MoodRing



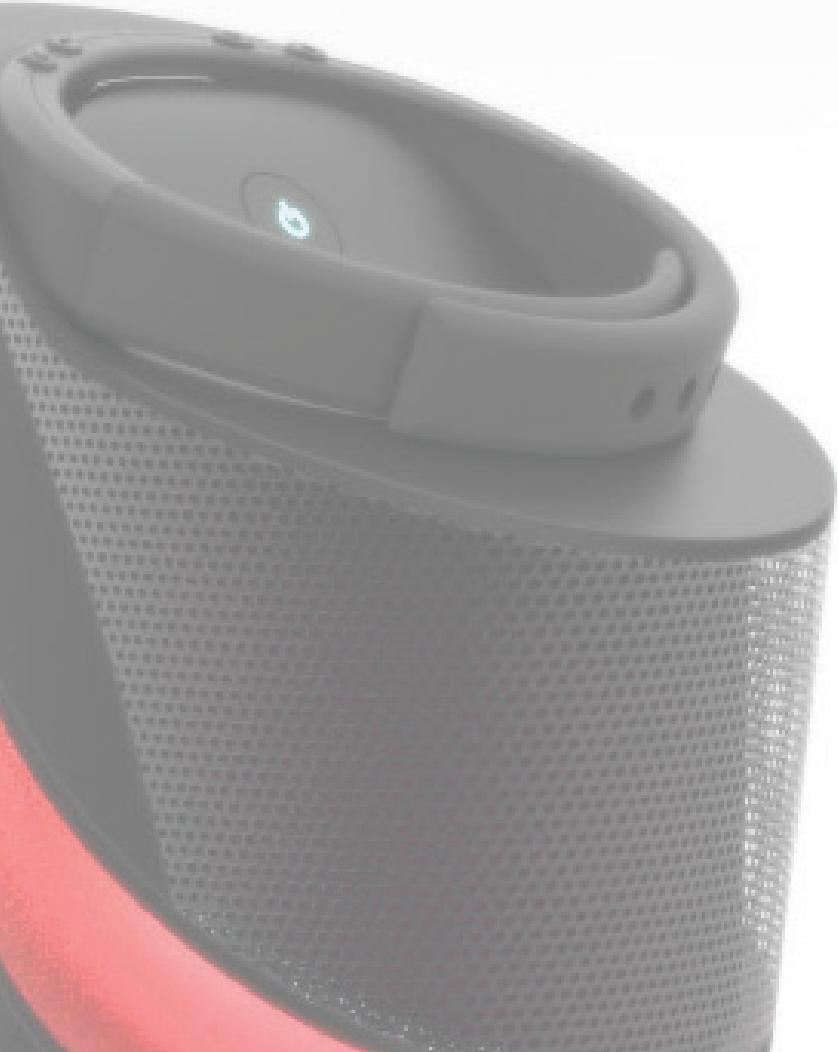
Pivot Broom



Smif



Top Gauge



“ A data driven listening experience
tailored to your individual music needs. ”

The Music Landscape.

74% People reported listening to music for more than an hour each day.

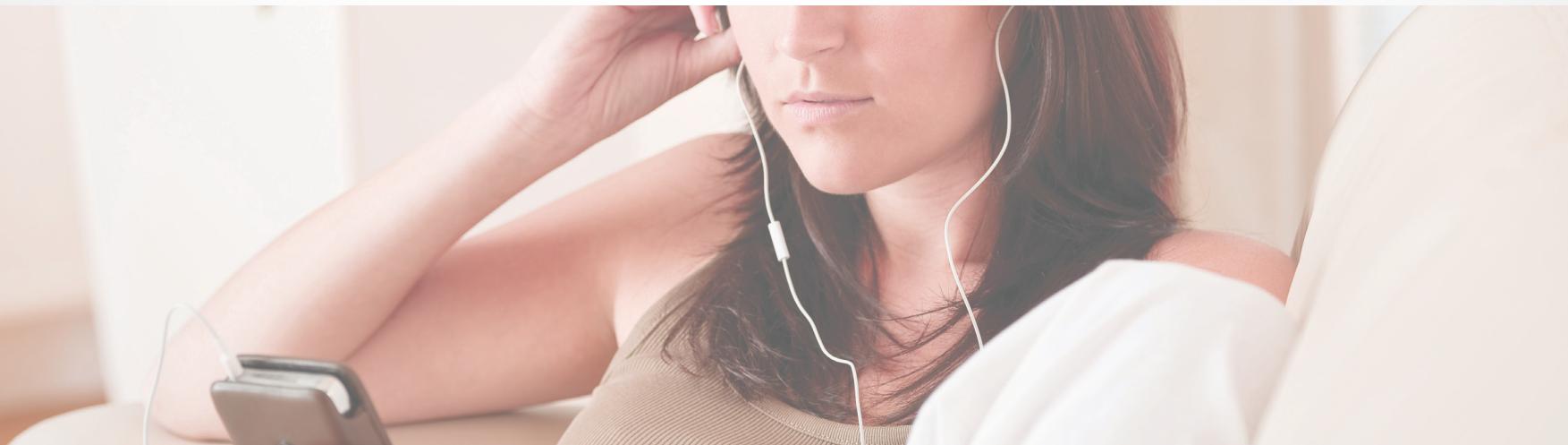
25% People reported still using the radio as their primary source of music.



Streaming services are on the rise but why do we still listen to the radio?

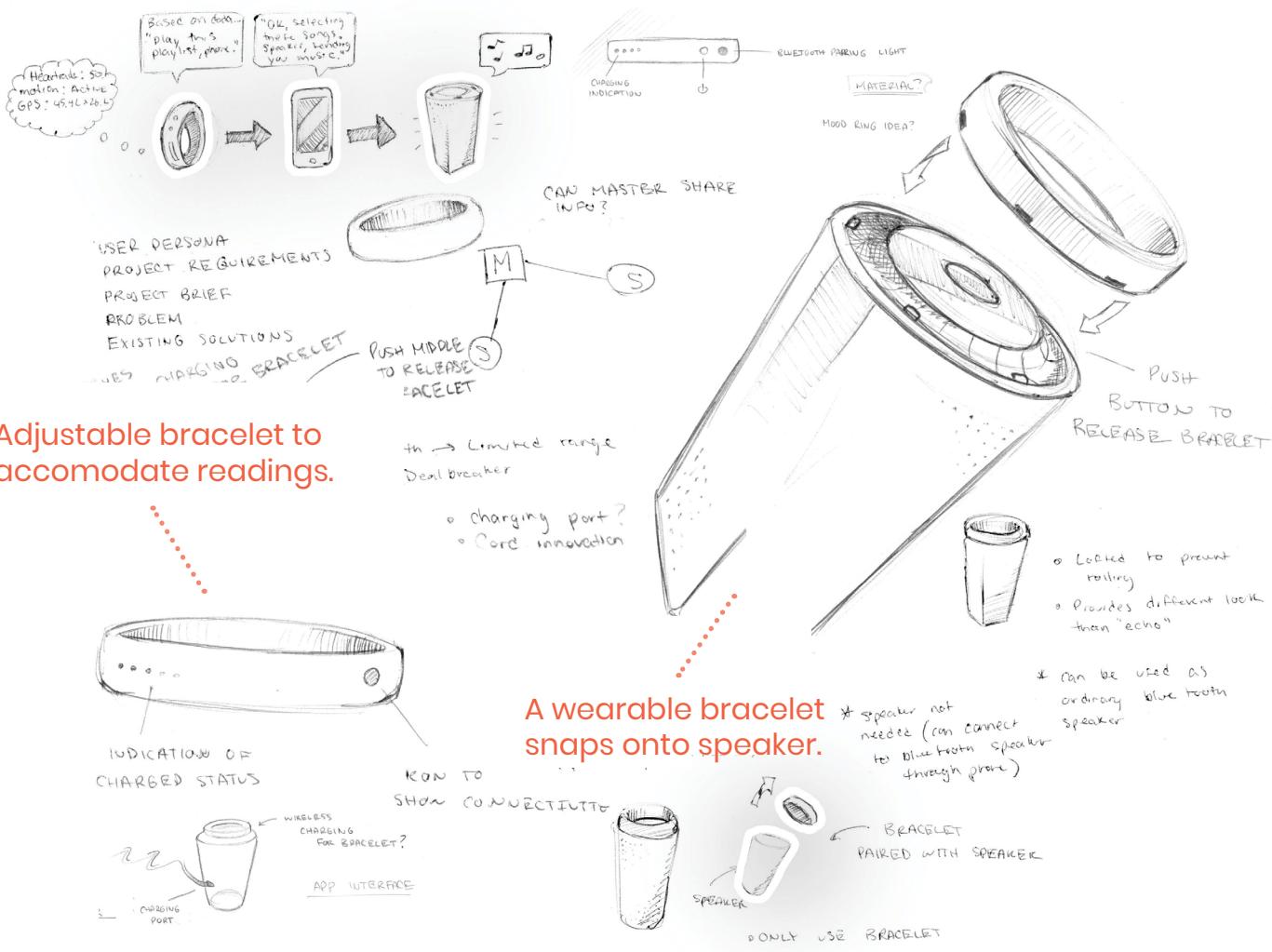
What Listeners Want

- Music categorized
- Music tailored to their mood
- Less work making playlists
- Their own music



Initial Ideas.

I began to experiment with the idea of a system that suggested music for you.



Refinement.

The speaker needed to be something that was interactive and stimulating for the user.

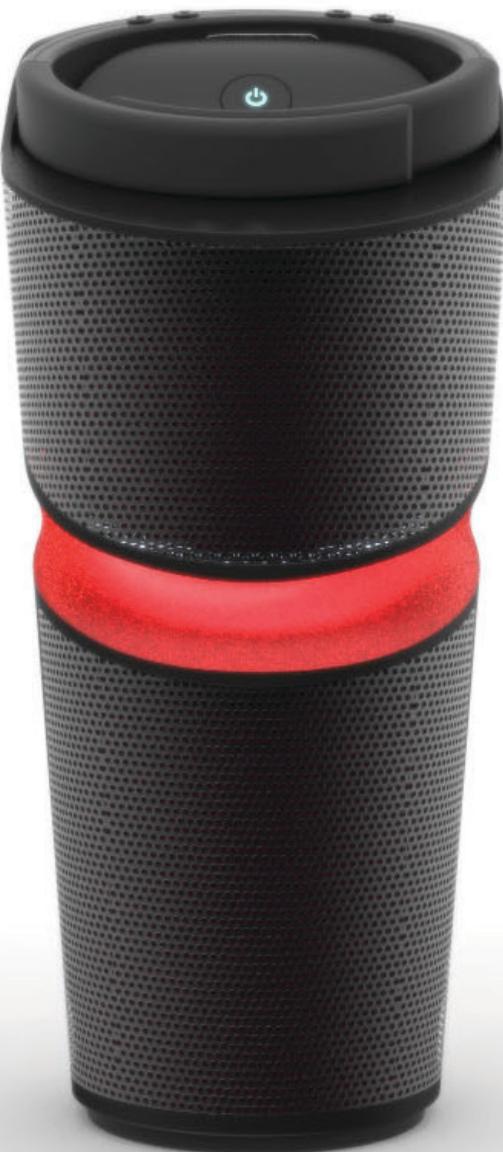


Colors correspond to user's mood, activity level, etc.





A speaker-bracelet pair that collects various data from the user to better understand their musical preferences and compile music sessions accordingly.



Features.



Volume

- Mood light
- Bluetooth light
- Battery light



How it Works.

1.

Data is collected and interpreted by the bracelet and is sent to the mobile device.



2.

Based on data collected, song selections are made from a user's music library.

3.

The user can monitor what "mood" is playing and view song suggestions through the mobile app.



T I D A L

The App.

Apple MUSIC



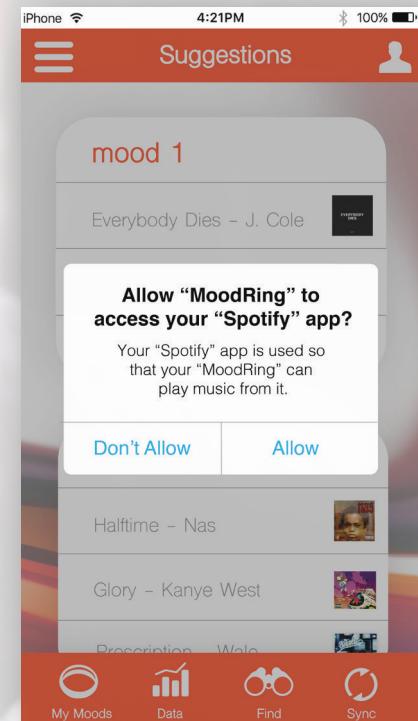
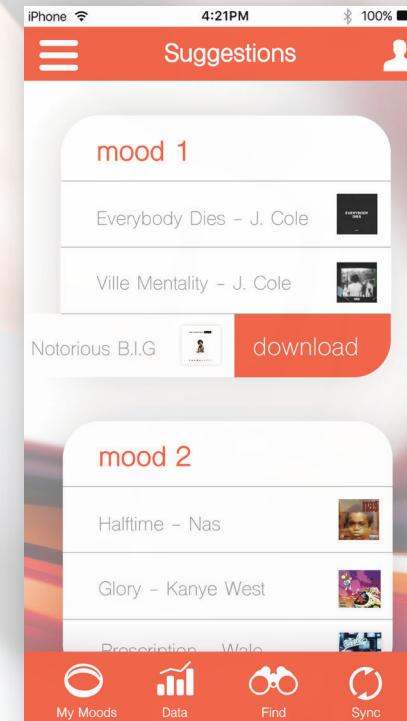
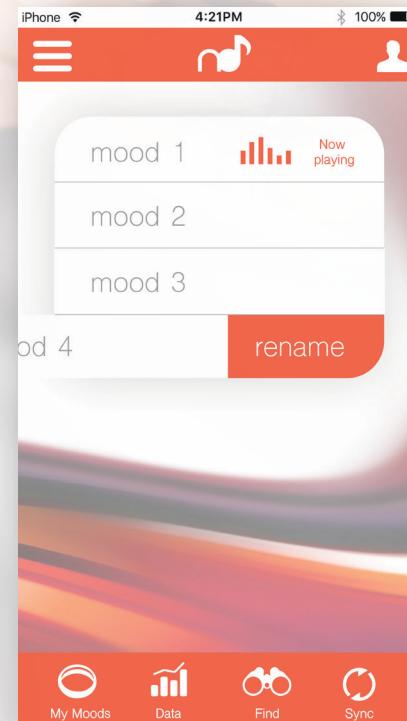
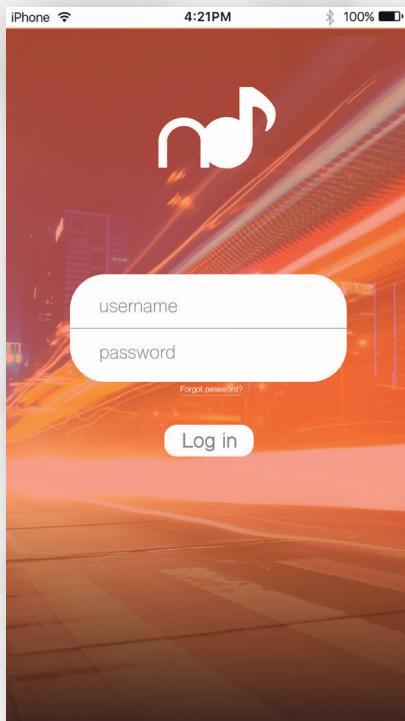
Spotify

Create an account
for your MoodRing
and never lose your
preferences.

Manage your “Mood”
playlists.

View suggestions
based on what you
listen to.

Pair Moodring with
your streaming
service of choice.



moodring





casabella®

“ An all purpose broom that goes where you need it to. ”

Out of Reach

Under the bed

It's nearly impossible to get the right angle when sweeping under a bed.

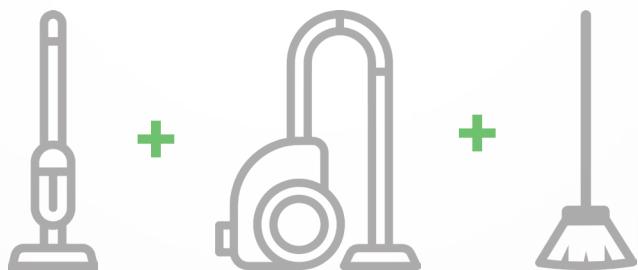
The fridge gap

That annoying gap between the fridge and the pantry has yet to meet its match.

Overhead

Coralling larger contents overhead when an angle duster is too soft.

**What
Users
Want**



Swiffer

OXO



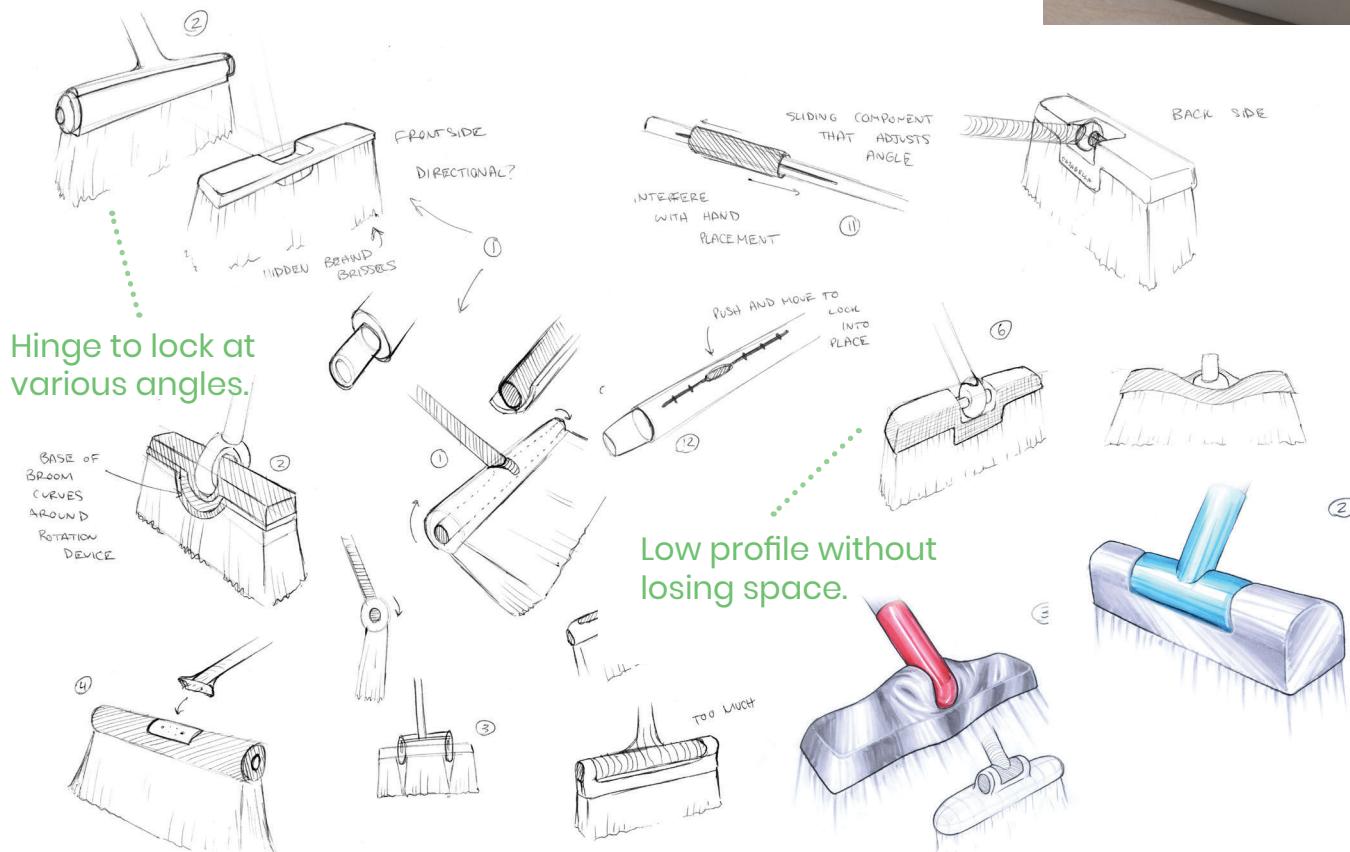
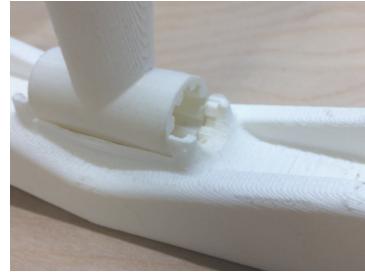
Initial Ideas.

The initial goal was to design a broom that could bend back and forth.



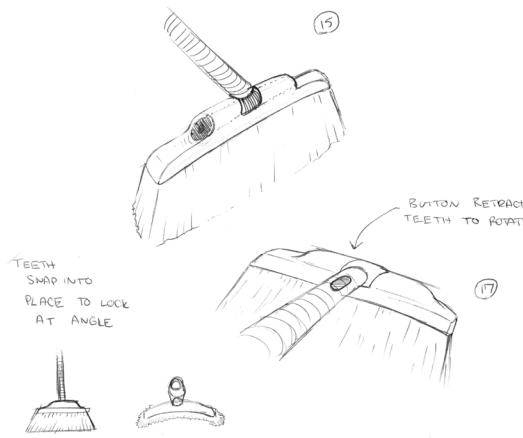
Early prototype

- T-hinge
- Angle lock button
- Low profile



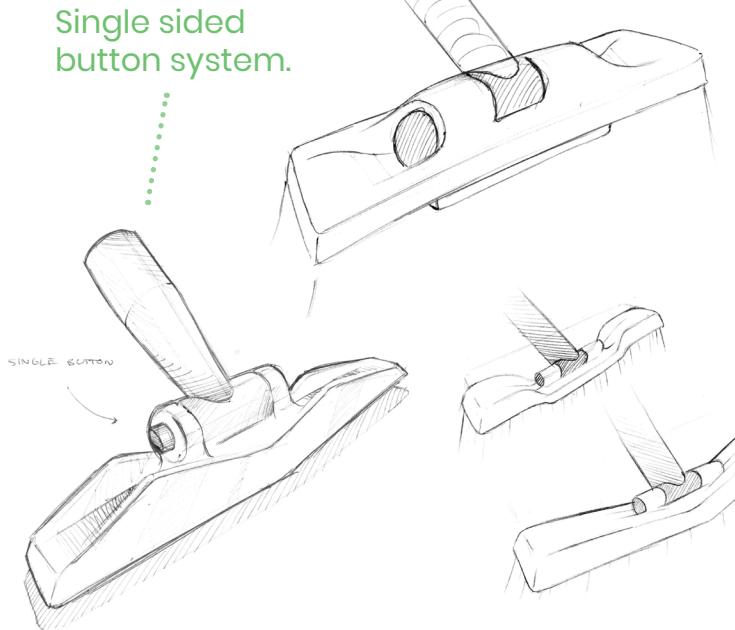
Refinement.

Further conversation led to the decision of a hinge that could pivot in all four directions.

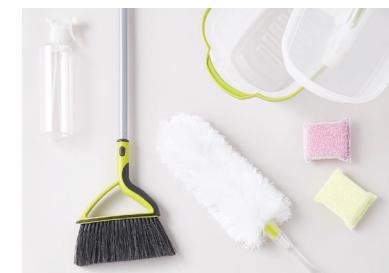
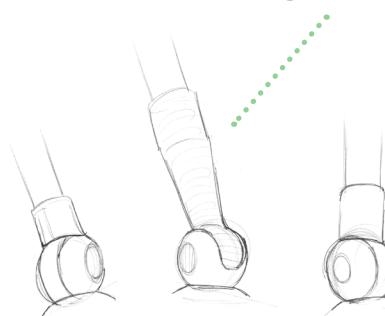


Ball mechanism

Pin designed to hold two sides of ball together.



Ball mechanism designed.



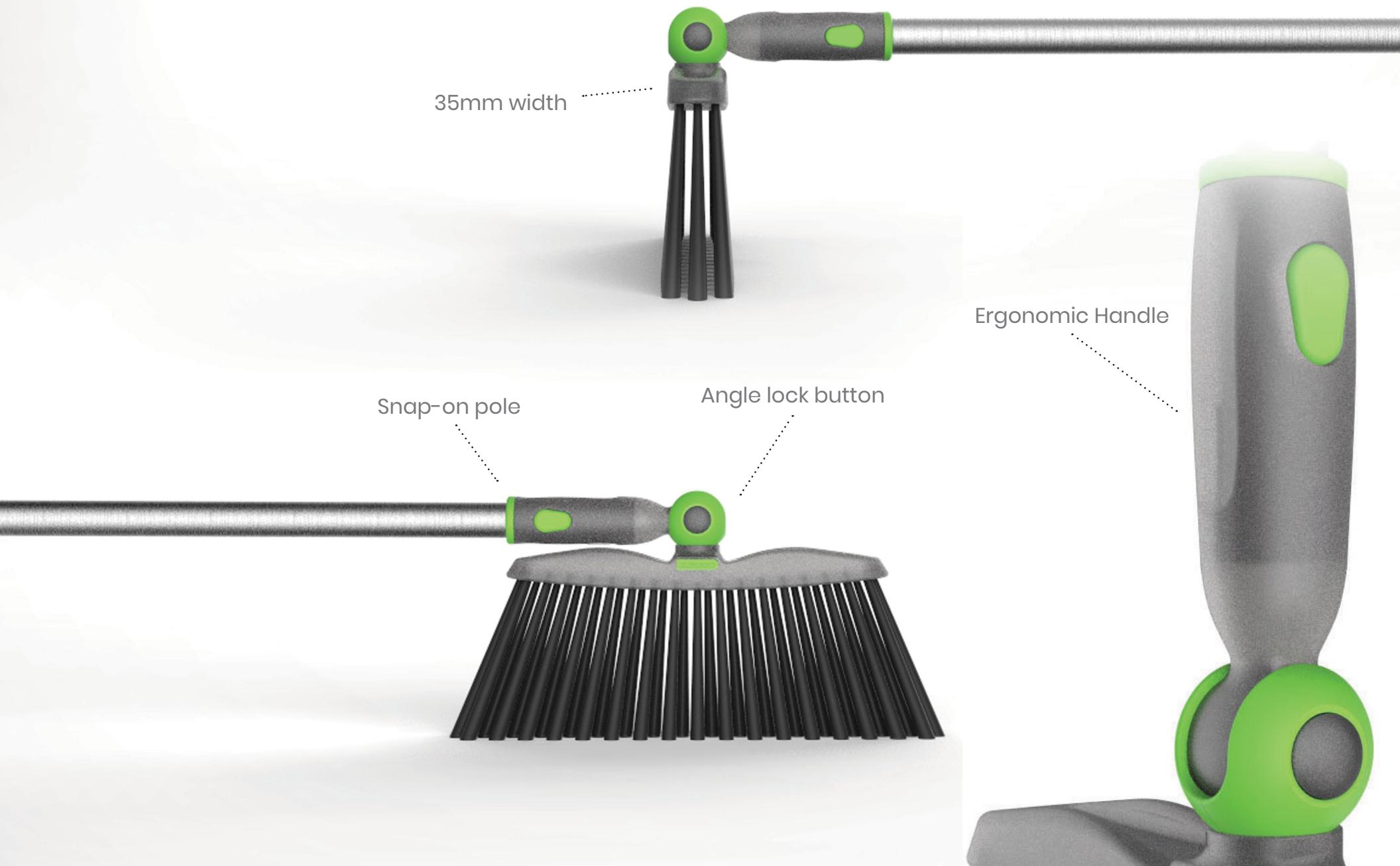
casabella.

An all purpose broom, designed to accomodate any sweeping angle necessary. Whether it's under the bed or behind the fridge.



Features.

The broom's comfortable locking mechanism allows the user to use it at any angle.



How it Works.

1.

The spring allows the button to protrude when the components are compressed.

2.

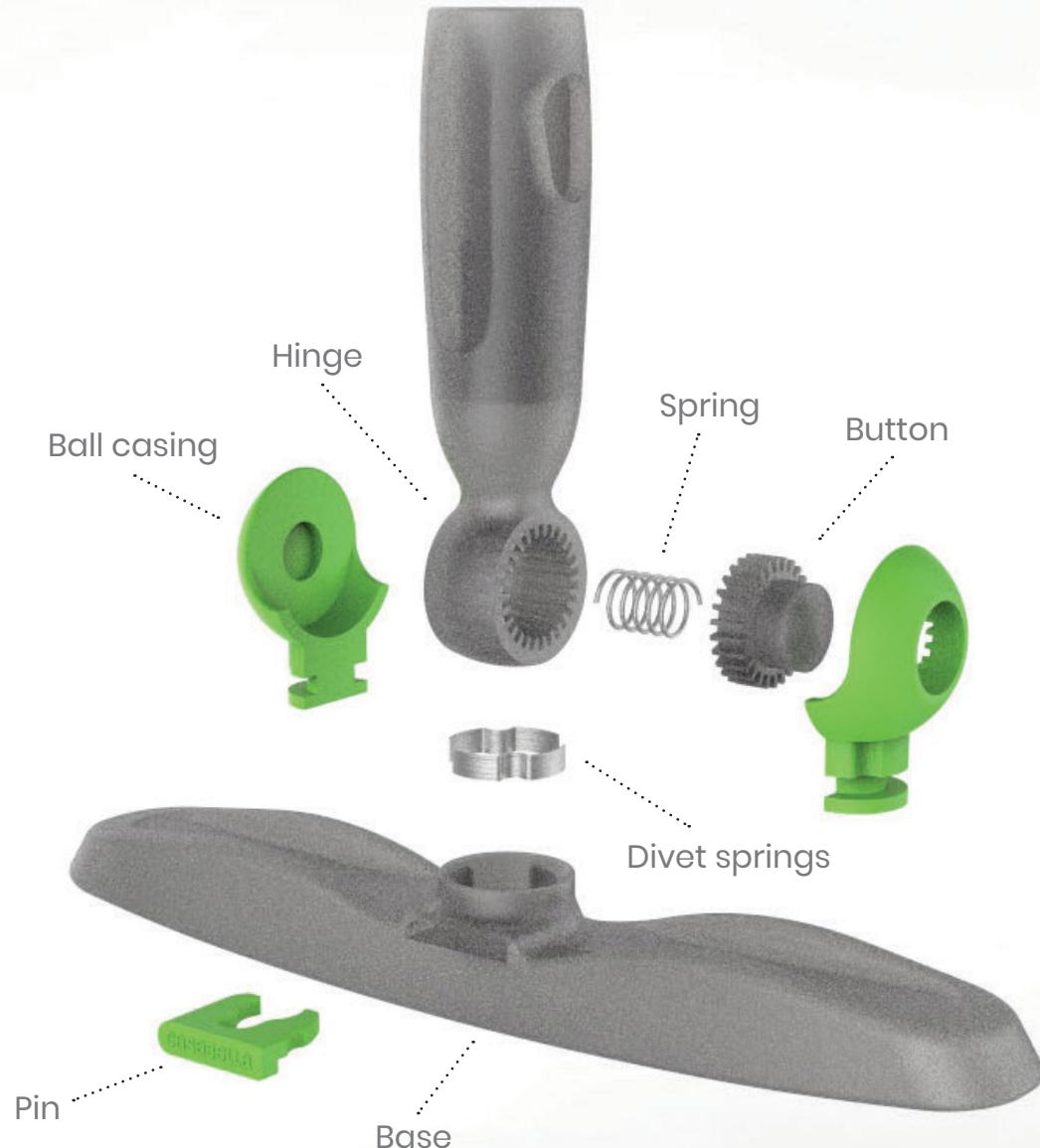
When the button is pressed, it engages the teeth in the hinge to swivel. When released, it engages the teeth in the ball casing and the hinge to lock in place.

3.

The divet springs sit in the base and serve as locking points (via friction) when the hinge is rotated on the X plane.

4.

The pin fastens down the ball casings and hinge portion while also serving as the branding location.



What it Can Do.

Leans against a wall without falling.

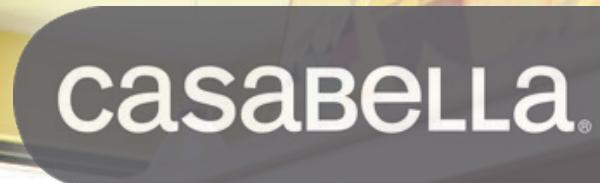
Can function as an European straight broom or American angled broom.

Removable pole for use as hand broom.

Swivels to get in tight areas.

Can serve as a push broom.

Bends to get under furniture.



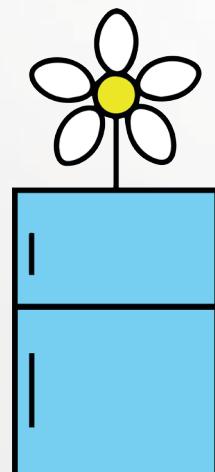
casabella®



“

A smart system that tracks food
habits and can make suggestions.

”



smif



Our Food Habits.

1,480

Dollars of food is trashed by the average American family annually.

1,160

Pounds of food is wasted by the typical American family annually.

What People Want

- Simple food management
- Meal suggestions
- Less work
- Low cost



Current solutions either require barcode scanning or do not provide smart analysis of exactly what is in your fridge.

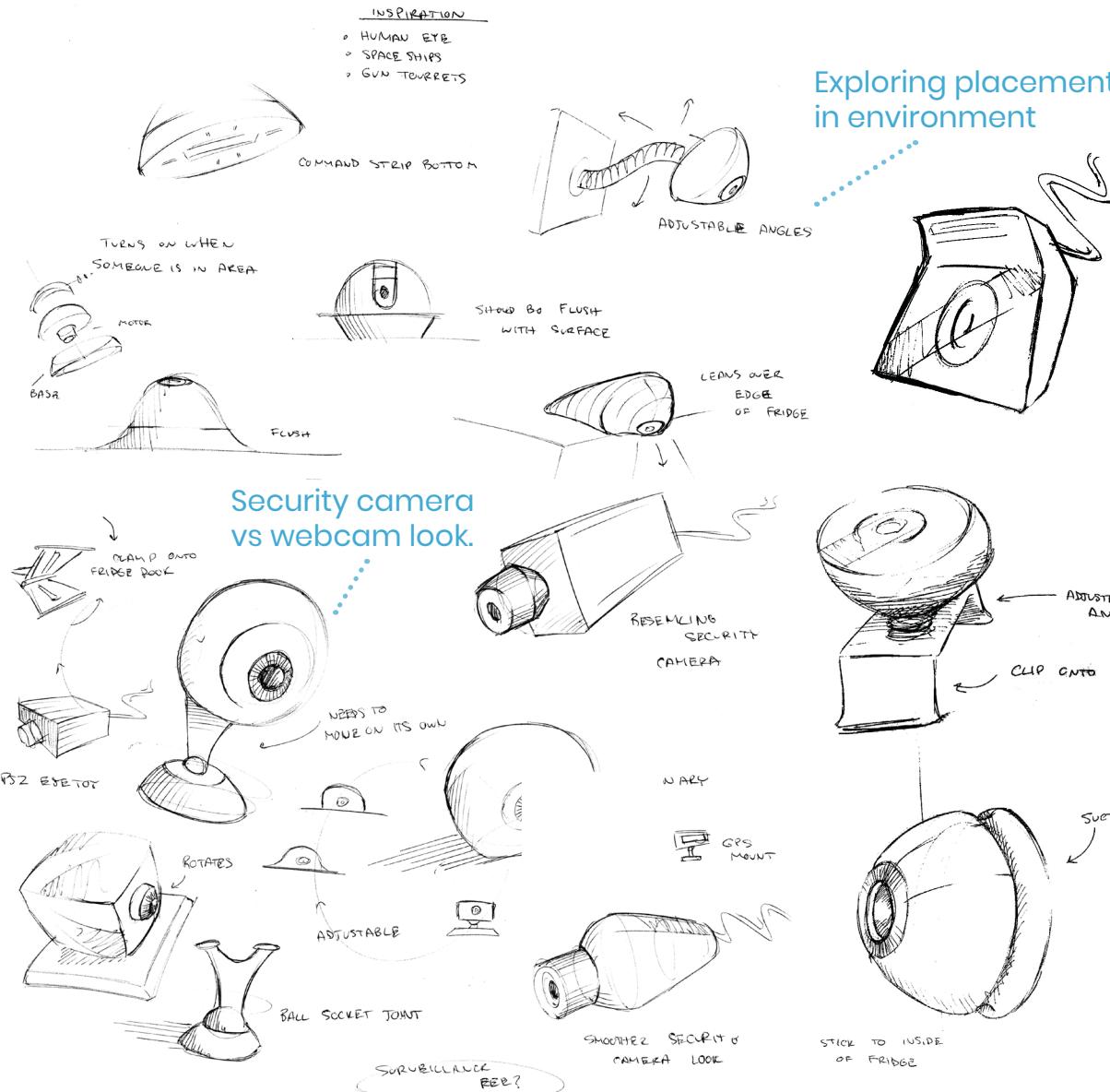


SAMSUNG



Initial Ideas.

Early sketches focused on a camera that could recognize food.

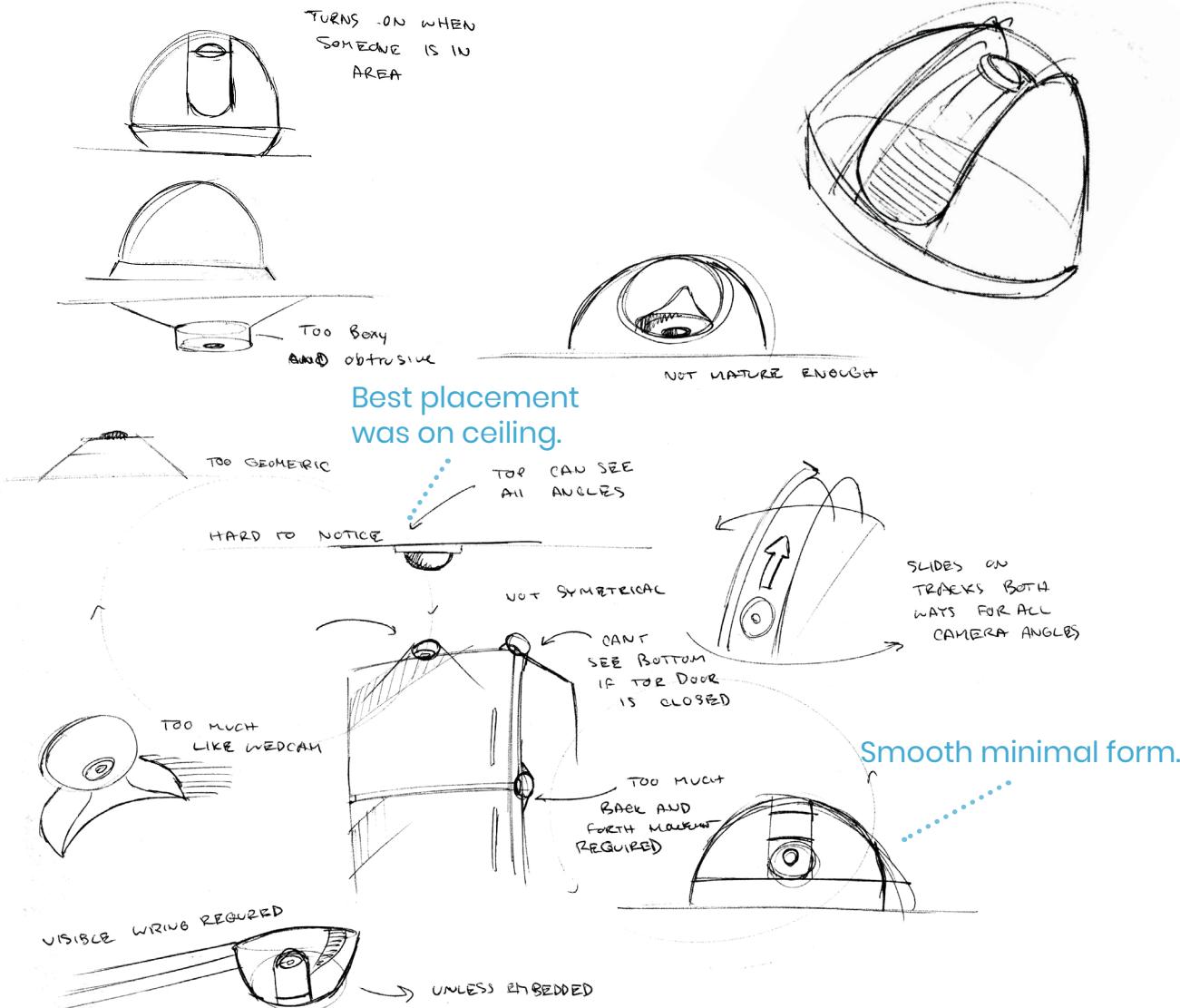


Placement of the product while in use was an important consideration.



Refinement.

The final form depended on where the product would be placed in relation to the refrigerator.





smif

A food management device that
uses deep learning to keep inventory,
suggest recipes, and remind you when
you're running low on groceries.

Features.

SMIF is meant to be mounted to the ceiling above your refrigerator or a wall in close proximity.



How it Works.

1.

Add your groceries to your refrigerator, just like normal.



2.

SMIF quietly analyzes and understands what foods are being put in your fridge.



3.

SMIF communicates with the mobile app so you can view inventory and potential meals.



4.

View recipes and start cooking!



The App.

View what's in your
fridge and when it's
going bad.

SMIF will categorize
potential meals
based on what's in
your fridge.

Select a category and
view suggestions.

SMIF shows
ingredients and step
by step instructions.



Peanut Butter
is a food paste popular in many countries, a spread made primarily from ground dry roasted peanuts, but often containing additional ingredients that modify the taste or texture.

Nutrition
A serving of peanut butter has 3 mg of the powerful antioxidant vitamin E, 49 mg of bone-building magnesium, 208 mg of muscle-friendly potassium, and 0.17 mg of immunity-boosting vitamin B6.



Breakfast

- Peanut Butter Granola
- Peanut Butter Sandwich
- Peanut Butter Oatmeal

Dessert



- Peanut Butter Cookies
- Peanut Butter Granola
- Peanut Butter French Toast



Peanut Butter Cookie
These gluten-free healthy peanut butter cookies couldn't be easier!



Peanut Butter Granola
These gluten-free healthy peanut butter cookies couldn't be easier!



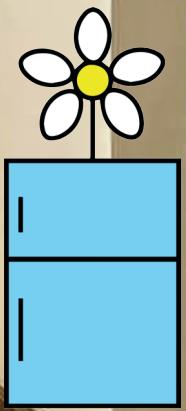
Healthy Peanut Butter Cookies

Ingredients

- peanut butter, 1 cup
- maple syrup, 1 tablespoon
- 1 egg
- vanilla extract, 1 teaspoon
- ground oats, 3 tablespoon
- ground flax seed, 2 tablespoon

Instructions

- Preheat oven to 350 degrees F. Add all ingredients





“

A simpler tire pressure tool
that everyone can use.

”



Taking Tire Pressure.

Pen gauge

- ✓ Quick checking
- ✓ First tool used on car
- ✓ Pocket friendly
- ✗ Ballpark accuracy
- ✗ Uncomfortable



Inflator gauge

- ✓ Checks + inflates
- ✓ Accurate readings
- ✓ Good for winter
- ✗ Bulky
- ✗ Requires hose



Pressure monitor

- ✓ Wireless readings
- ✓ History log
- ✓ Used on most cars
- ✗ Bulky
- ✗ Not quick



Todd

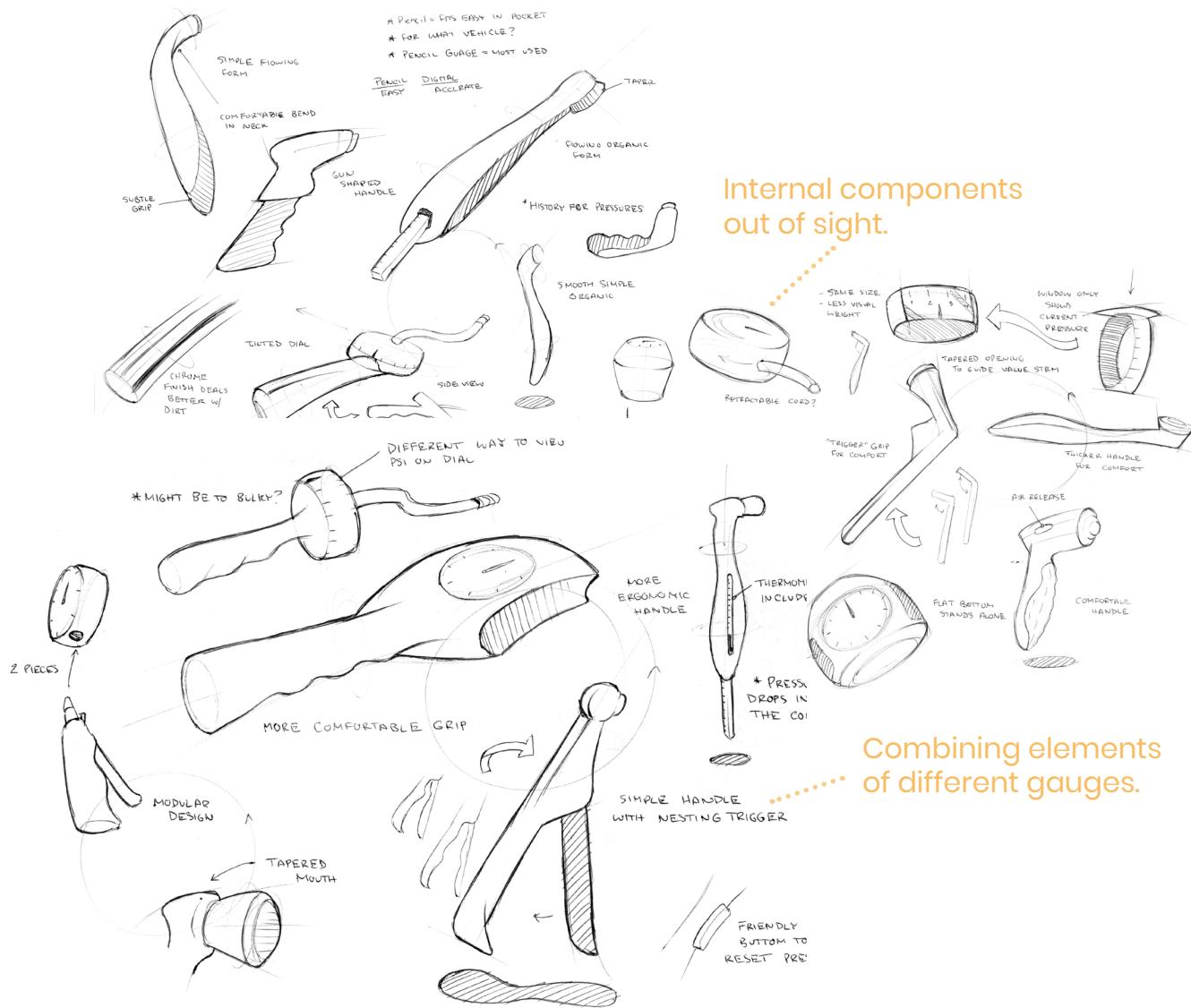
Owner of Shamrock
Auto Service

“ While taking tire pressure, ease of use, accuracy and durability are most important in the work environment. ”

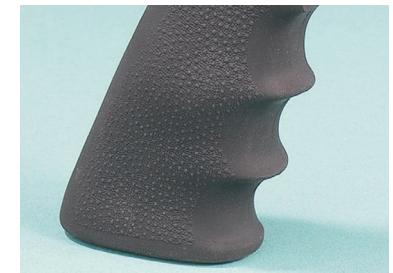


Initial Ideas.

Initial ideation primarily centered around combining elements of the pen gauge and the traditional round dial gauge.

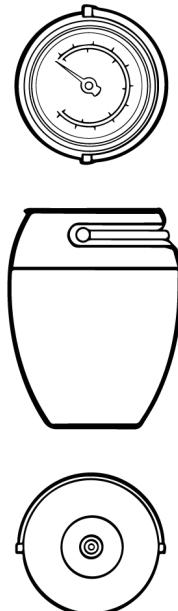


We focused our design around the simple intuitiveness of the pen gauge.

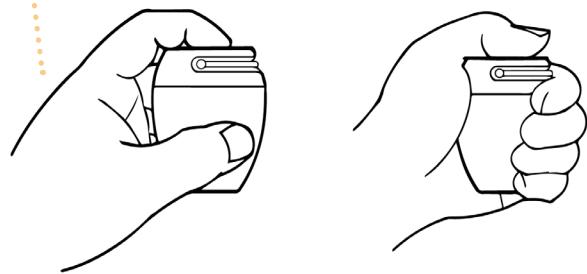


Refinement.

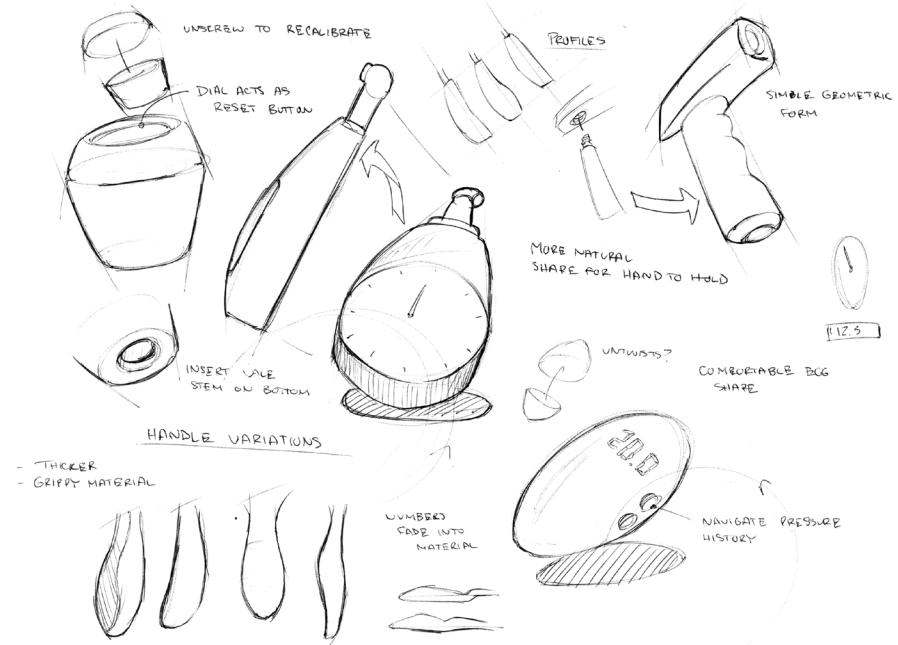
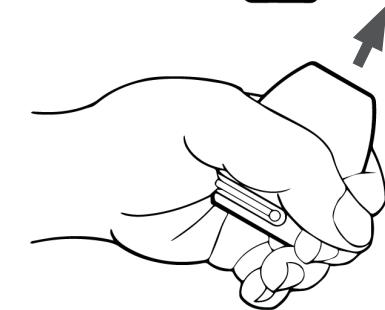
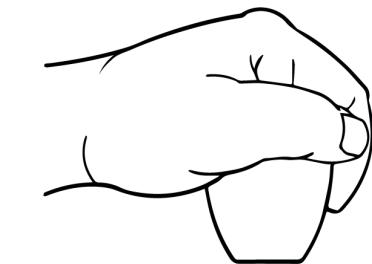
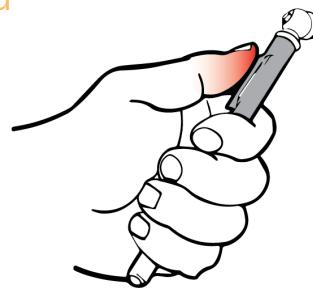
The refined form was designed with more surface area and comfort to grip with your whole hand.



Ergonomic form
for gripping.



Handle Included
for hooking.





A tire pressure tool driven by simplicity, elegance and the intuitive nature that all tools should have.

Features.

A final concept that is easy to hold and to operate where the dial can be pressed to reset pressure readings.



How it Works.

1.

Easily connect valve stem with a tapered guide to the coupling.



3.

Press on the dial's surface to reset readings.



2.

View your pressure readings on the analog dial.



4.

Lift loop to hook to belt and for easy storage.







Hello.

I'm Robert. Born in Rochester, NY with family ties to New York City and beyond, cultural exposures have shaped my style which is constantly evolving. I love being outside by the water, playing basketball and collecting old beat up electronics wherever I can find them.

Industrial Design is something I have grown to be truly passionate about. The artistic license to help better someone's everyday experience is what this field offers and what keeps me itching to design the worlds next game changing product.

Let's make something together!