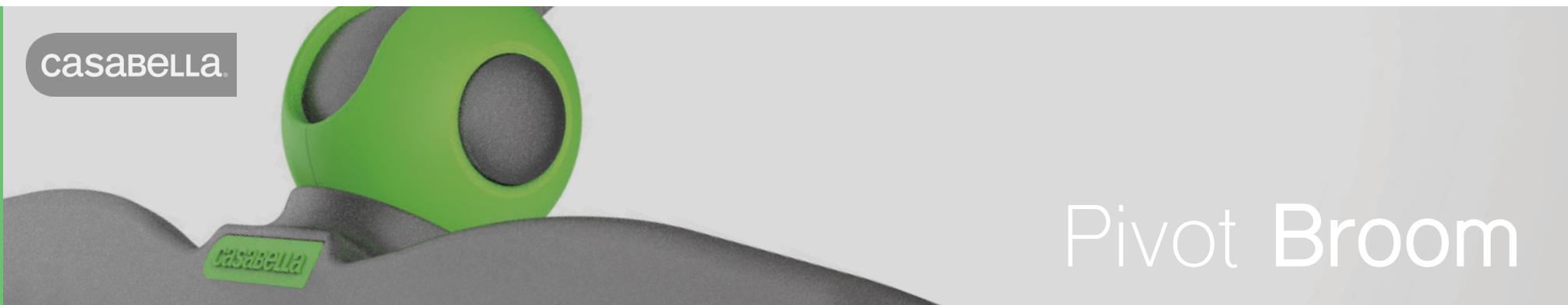


# Robert Aguilera

Industrial Designer | Rochester, NY



MoodRing



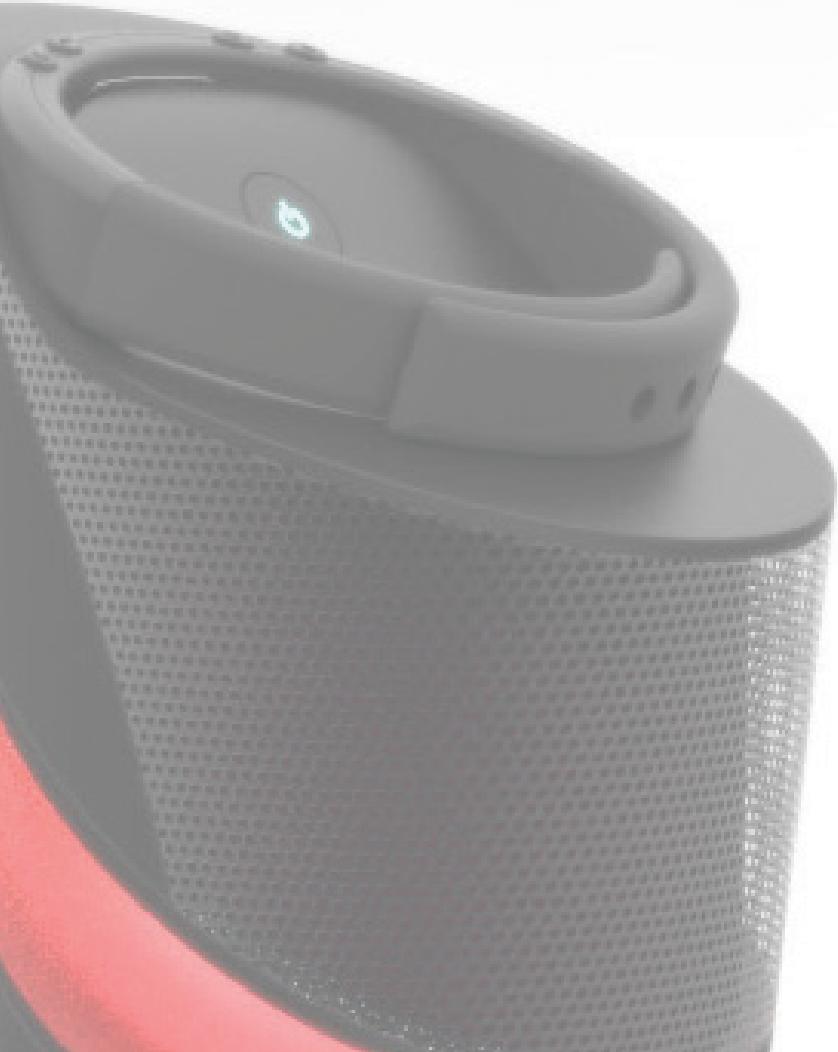
Pivot Broom



Smif



Top Gauge



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

# The Role of Music.

Regulate mood

74%

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

Expression

25%

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

Productivity

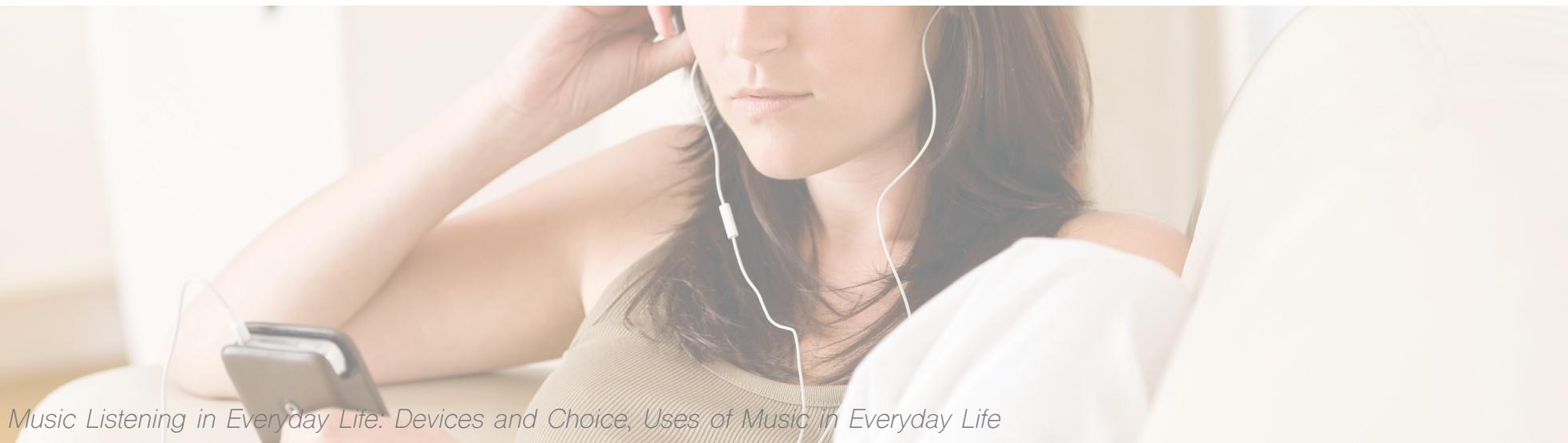
6%

People reported using streaming services as their primary source of music.

Hopefulness

Motivation

Nostalgia



# What's Missing?

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

Radio is an easy solution, but people want to listen to their own music in an effortless way.

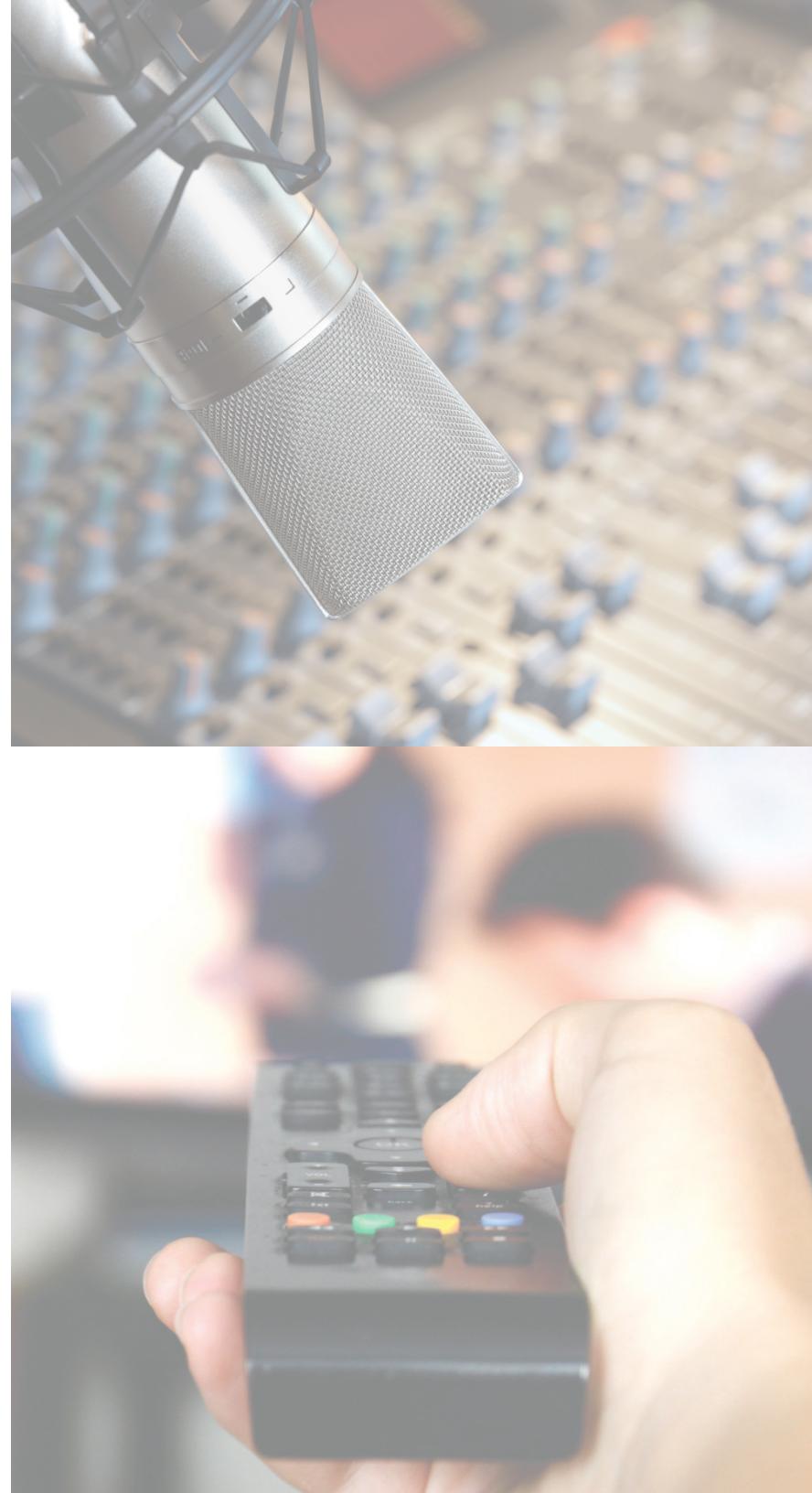
Current solutions either aren't accurate enough or don't use *your* music.

**ROCKMYRUN** 

 **VINCI**

**PANDORA®**

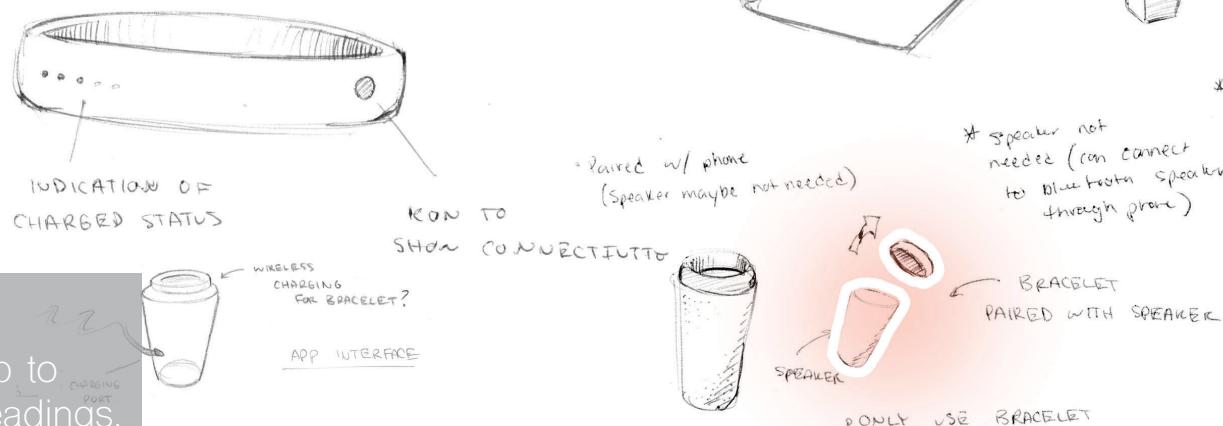
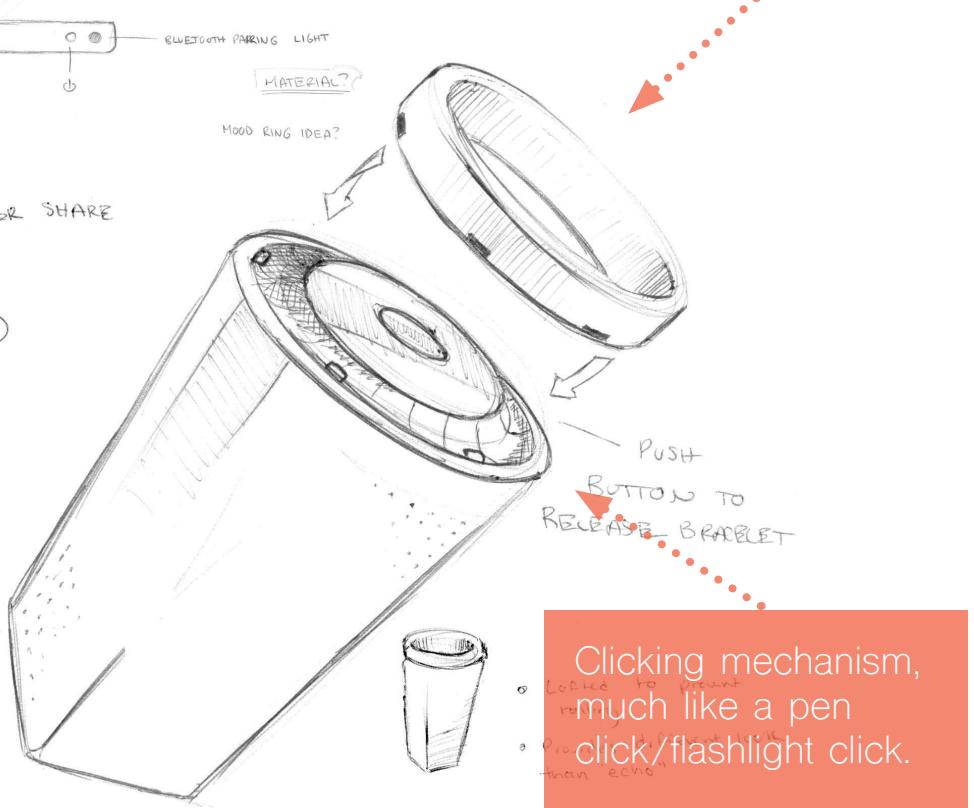
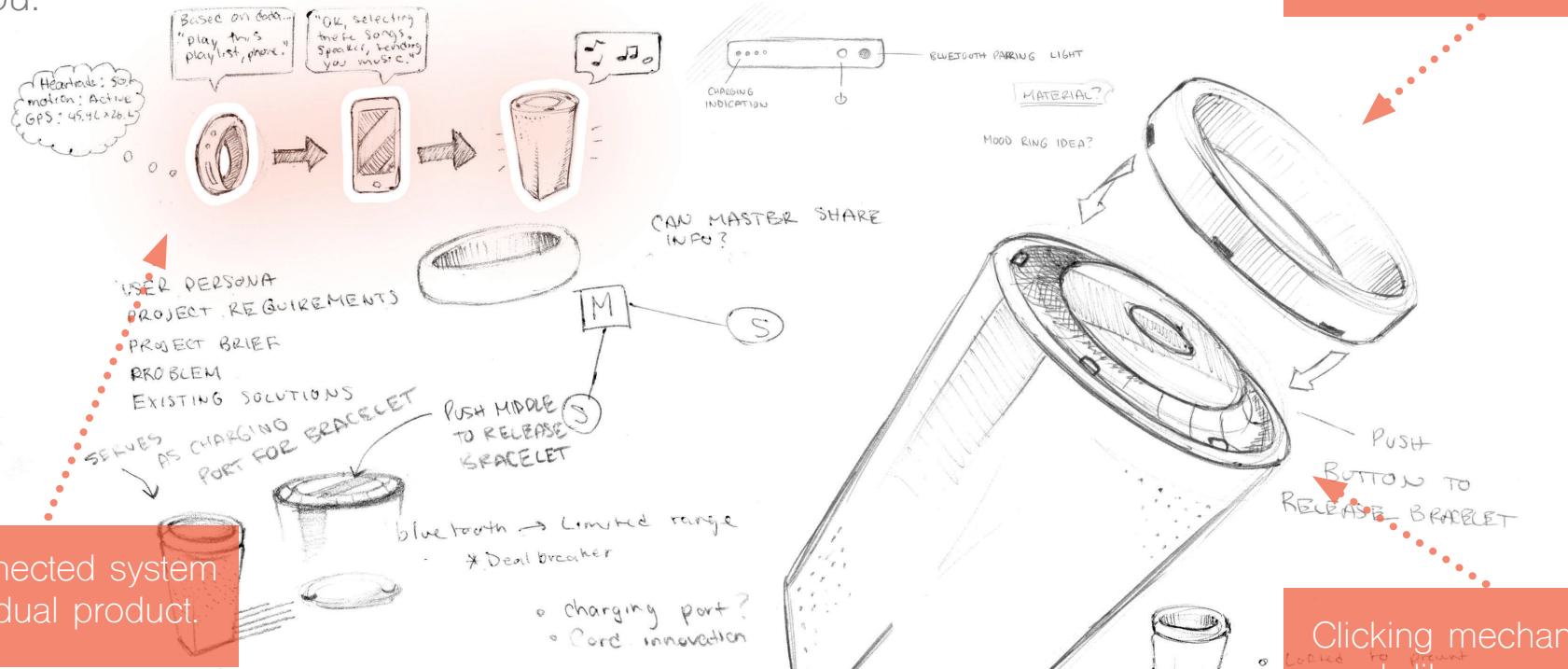
# Lazy. Selective. Personal.



# Initial Ideas.

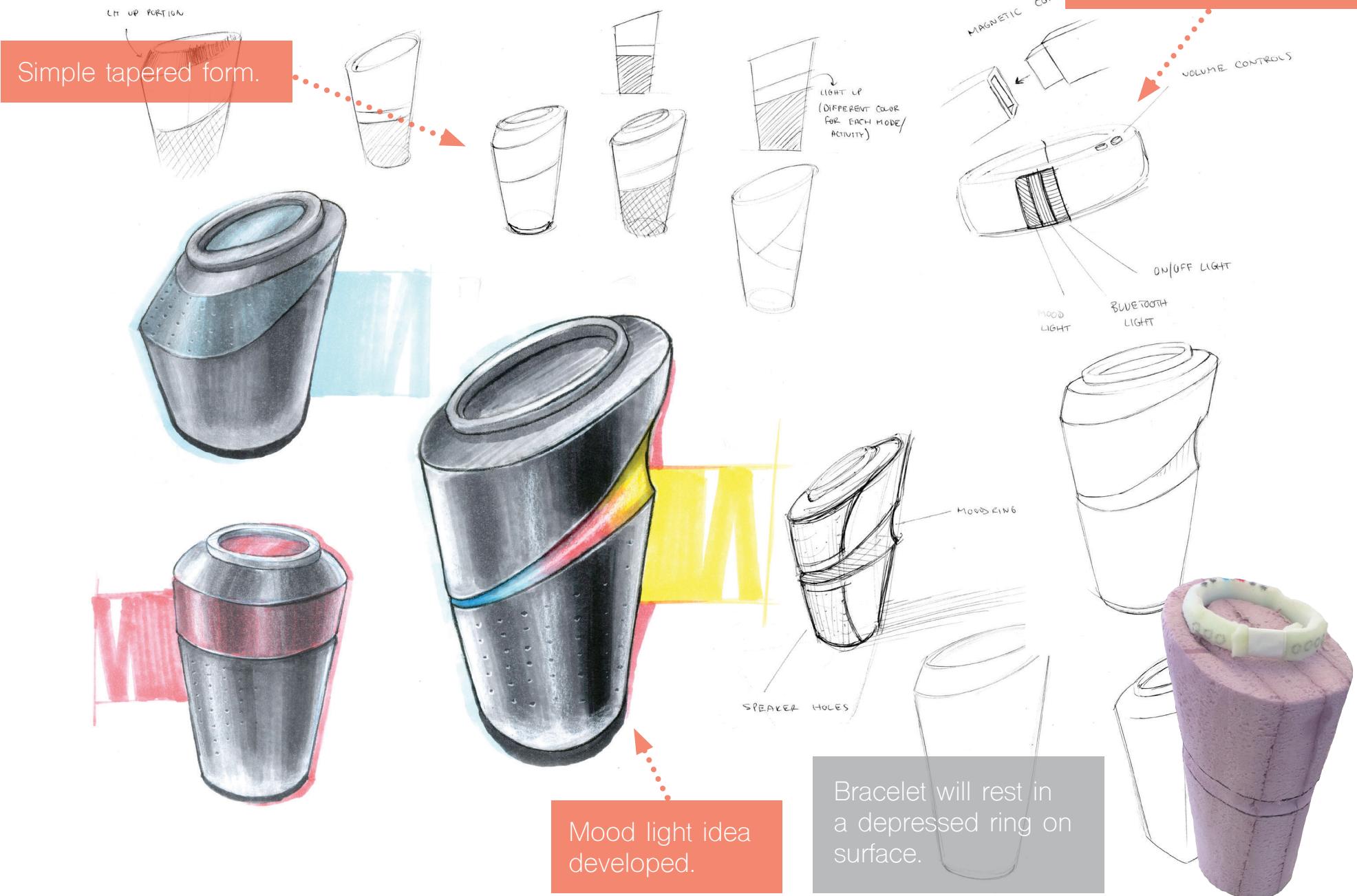
I began to experiment with the idea of a system that suggested music for you.

A wearable bracelet which snapped onto the top of the a speaker.



Bracelet needs adjustable strap to accomodate readings.

# Refinement.



# moodNing

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



# Features.

The bracelet and speaker interact seamlessly but do not rely on each other and can stand alone with separate uses.



Lights up according to data collected.

Volume

Mood light

- Mood light
- Bluetooth light
- Battery light

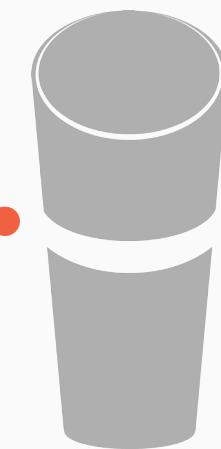


# How it works.

An interconnected system that takes care of your music needs while still leaving you with ultimate control.

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.



# The app.

The mobile app fuses each device together to form one coherent experience for the user.



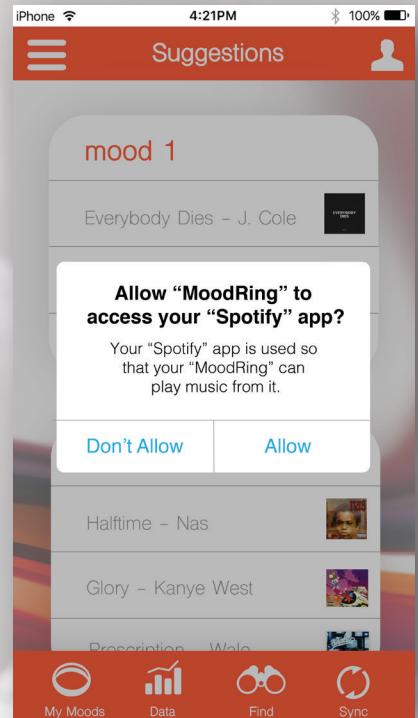
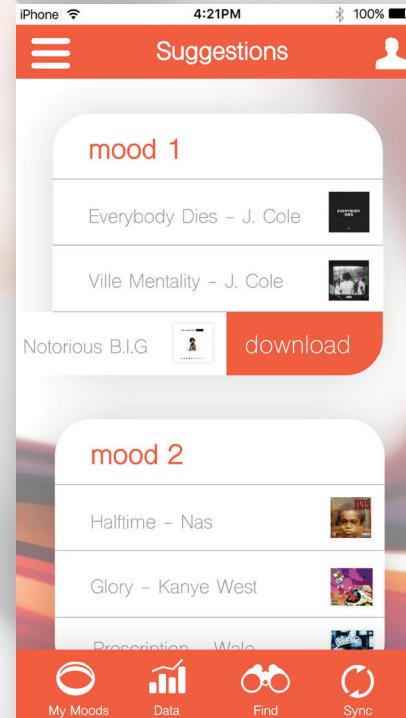
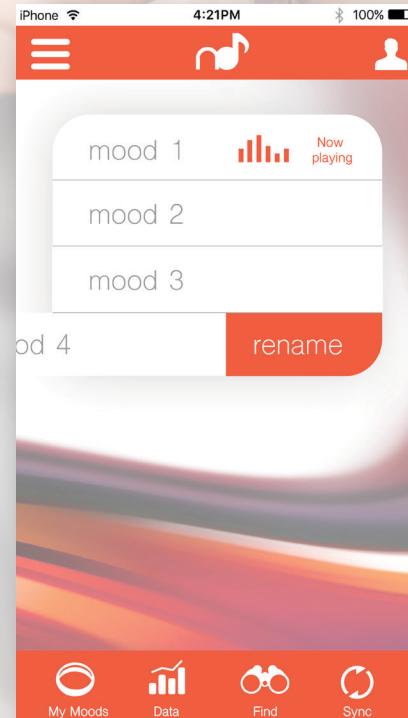
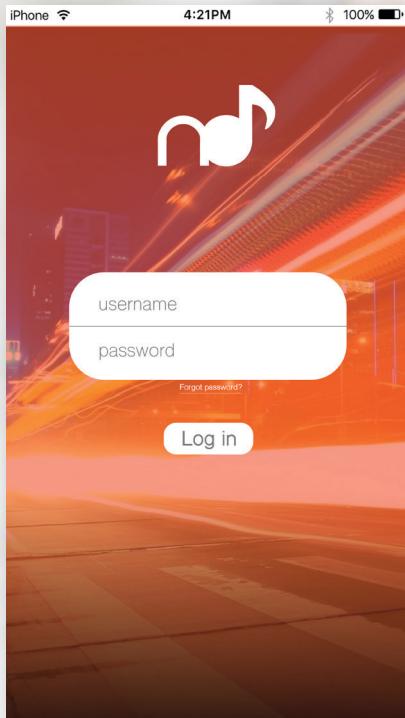
T I D A L

Create an account for your MoodRing and never lose your preferences or "Mood" history.

Manage your "Mood" playlists.

View suggestions based on what you listen to.

Pair Moodring with your streaming service of choice.



moodring





casabella.<sup>®</sup>

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

# Out of Reach.

We all have those dark crevices in our homes that are *just* out of reach, and those dust bunnies may never see the light of day unless you purchase and expensive vacuum or break your back moving furniture.

## Under the bed

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

## That fridge gap

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

## Overhead

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

Stressful

Expensive

Time consuming

Frustrating

Tedious

Dirty



# What's Missing?

There are cleaning products that can bend *this* way and *that* way, but why not one that can do it all?

People need a broom that can truly hit any angle.

Current solutions have not fused multiple functionalities into one product.

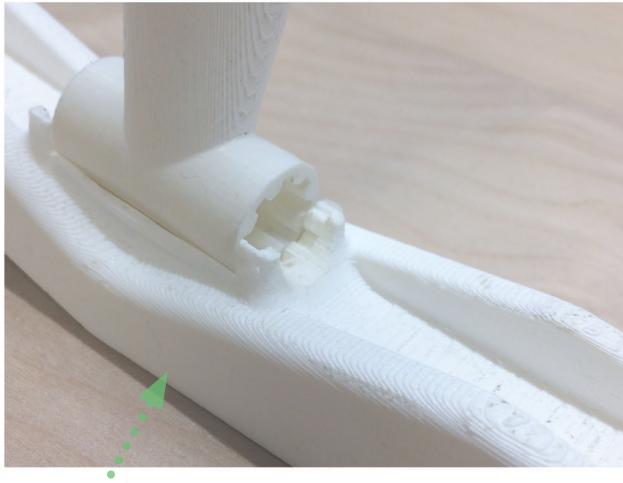
OXO

Quality.  
Affordable.  
Convenient.

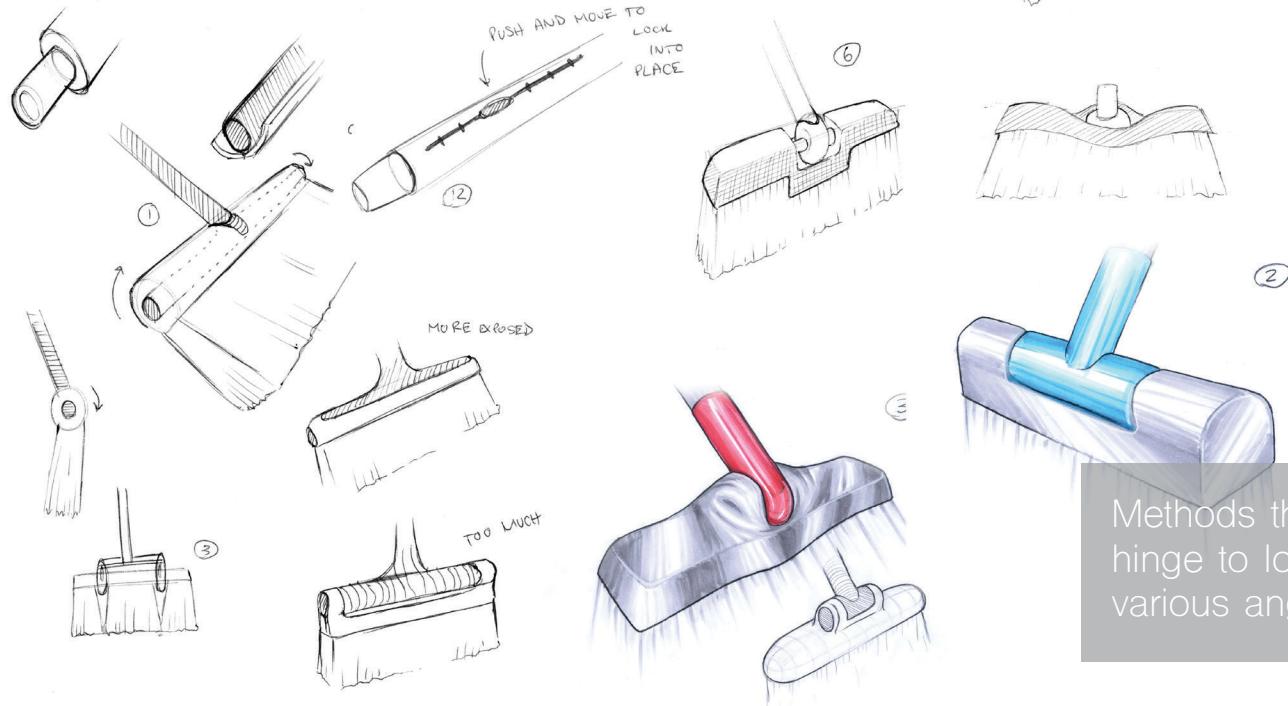
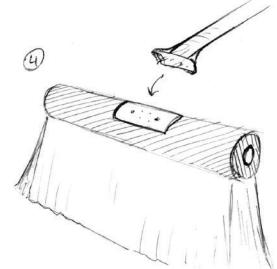
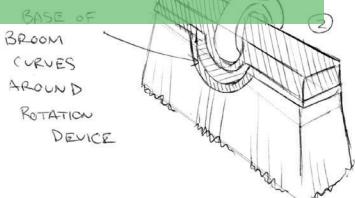


# Initial Ideas.

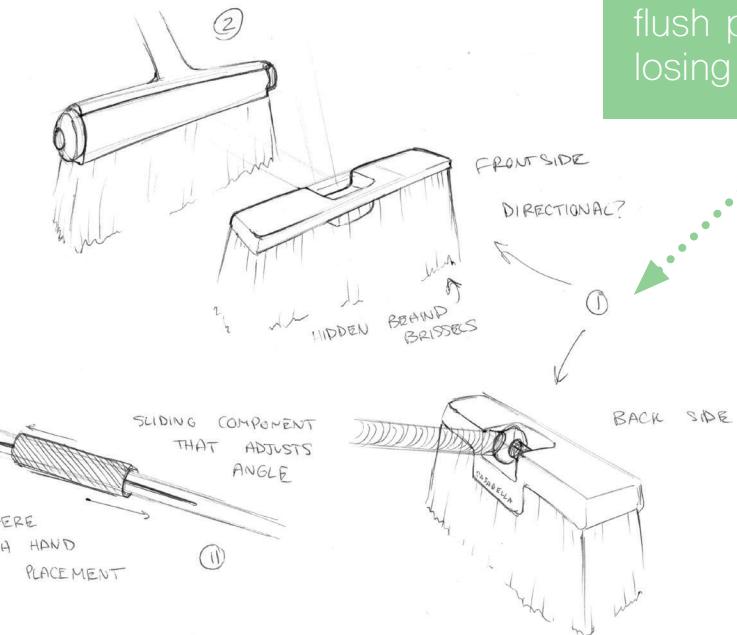
The initial brief was to design a broom that could only bend back and forth (not side to side).



Early T-hinge prototype experimented with placement of buttons for angle locking.



Methods that allow hinge to lock at various angles.



Attempting to keep a flush profile without losing bristle space.

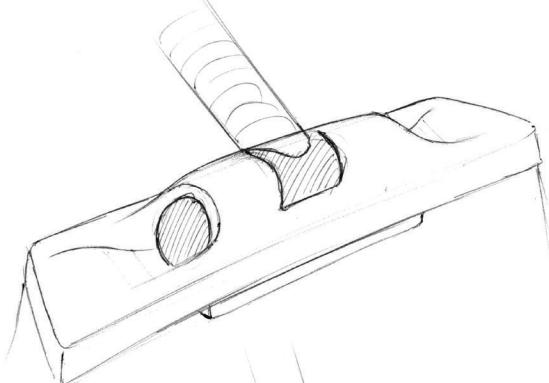
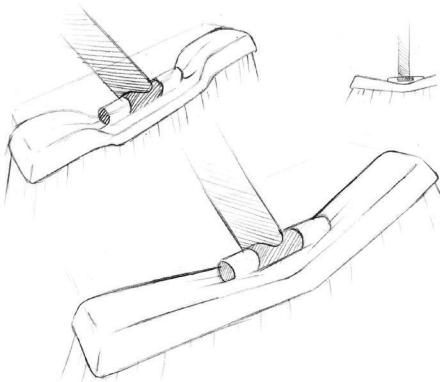
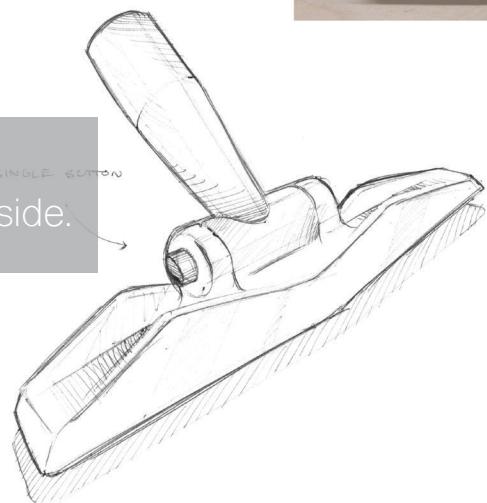
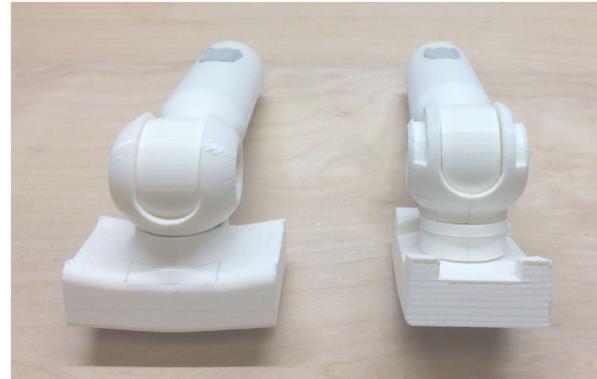
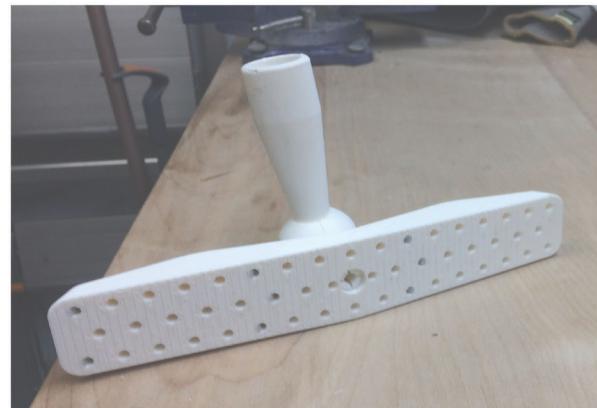
# Refinement.

It was decided that the hinge should swivel side to side as well as back and forth

A ball mechanism was designed to accomodate this.

I designed a pin to hold the two sides of the ball together rather than having to drill through the base.

Button system simplified to one side.



Idea for angle locking mechanism controlled my buttons.

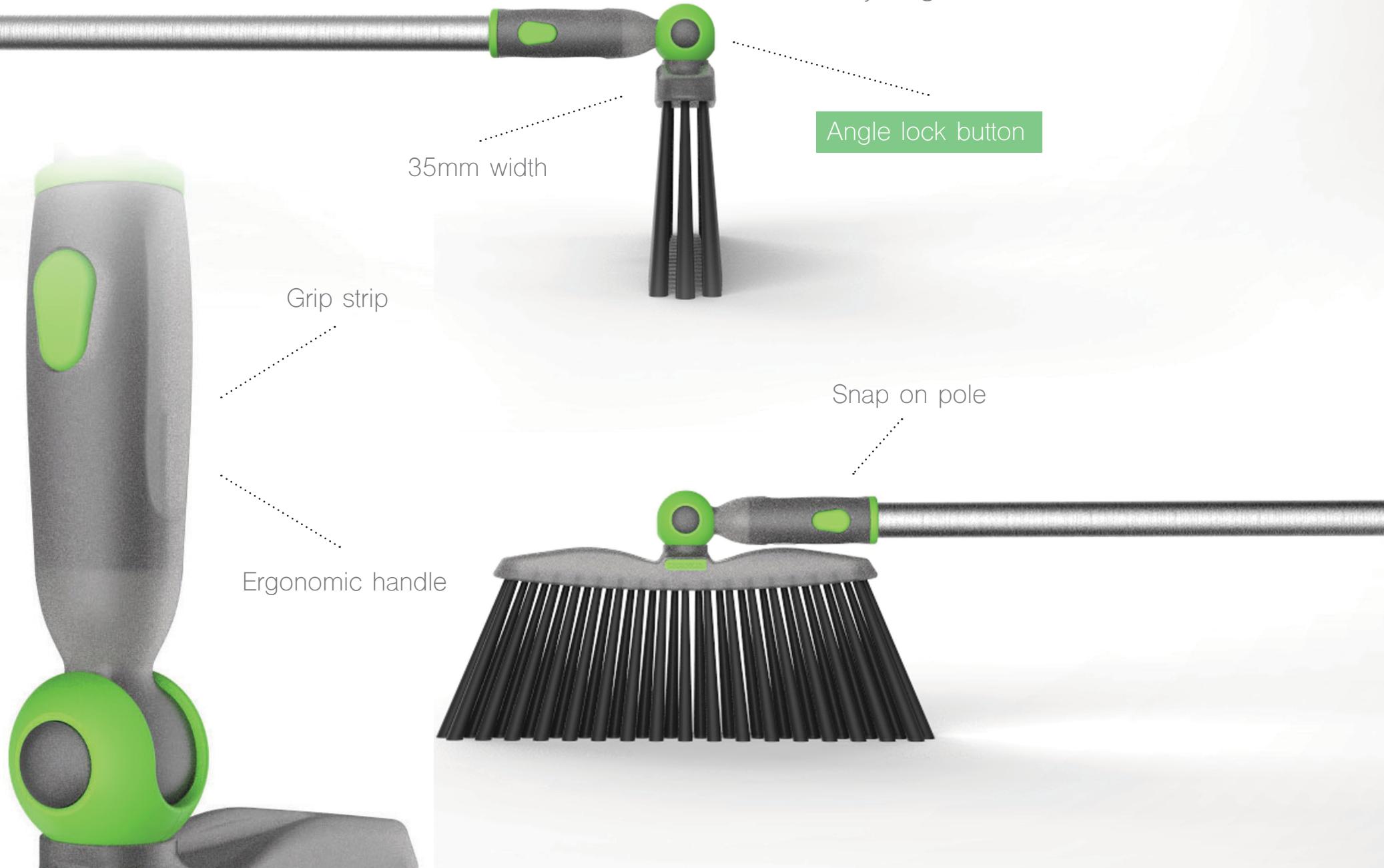
# casabella.

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 mechanisim allows the user to use it at any angle.



# How it works.

The broom uses two variations of springs and a compact assembly to outperform the ordinary broom.

1.

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

2.

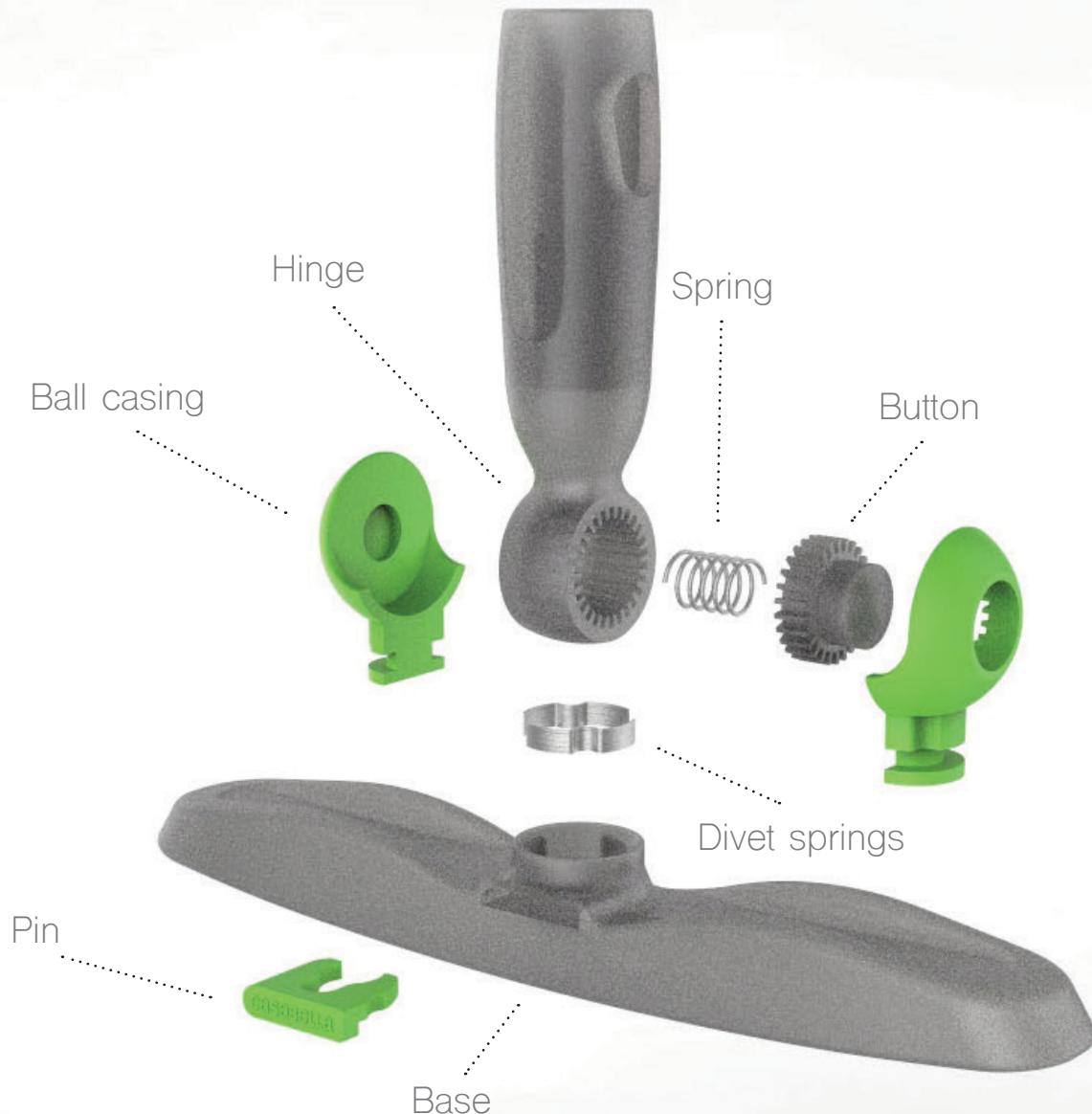
When the button is pressed, it engages the teeth in the hinge to swivel. When released, it engages the teeth in the ball casing and the hinge to lock in place.

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.

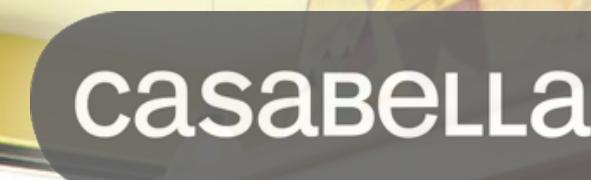
The pin fastens down the ball casings and hinge portion while also serving as the branding location.



# What it can do.

The multiple functions of the pivot broom separates it from its competitors.

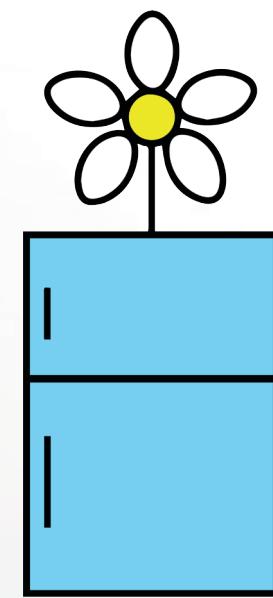




casabella®



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



smif



# Our Food Habits.

1,480

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

1,160

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

1.2

Million calories are left uneaten by the average American family each year.

Overspending

Running low of food

Not knowing what to meals to make

Food spoiling



# What We Need.

People need a way to keep track of their food without having to do extra work to get there.

## Intuitive. Unobtrusive.



People want to manage their food simply and for a low cost.

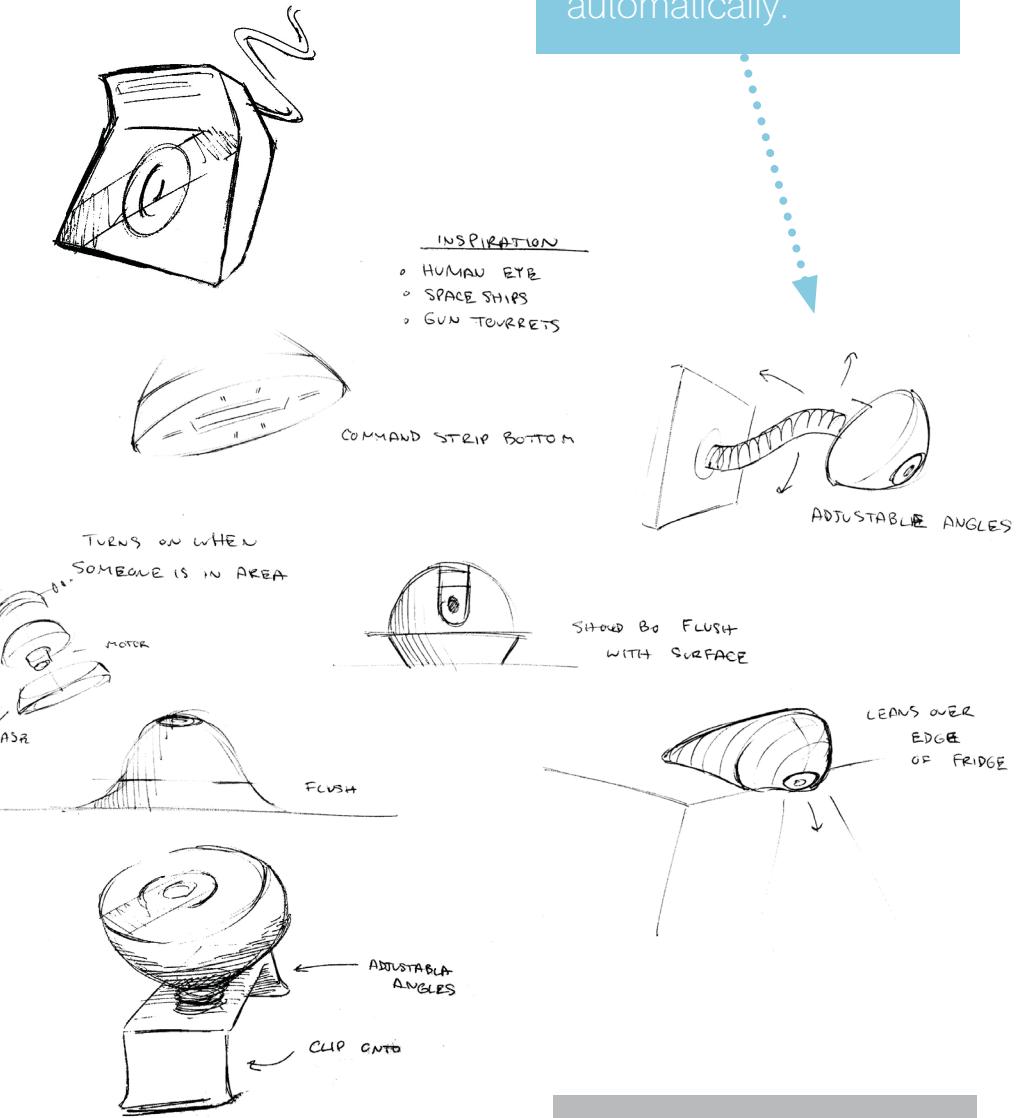
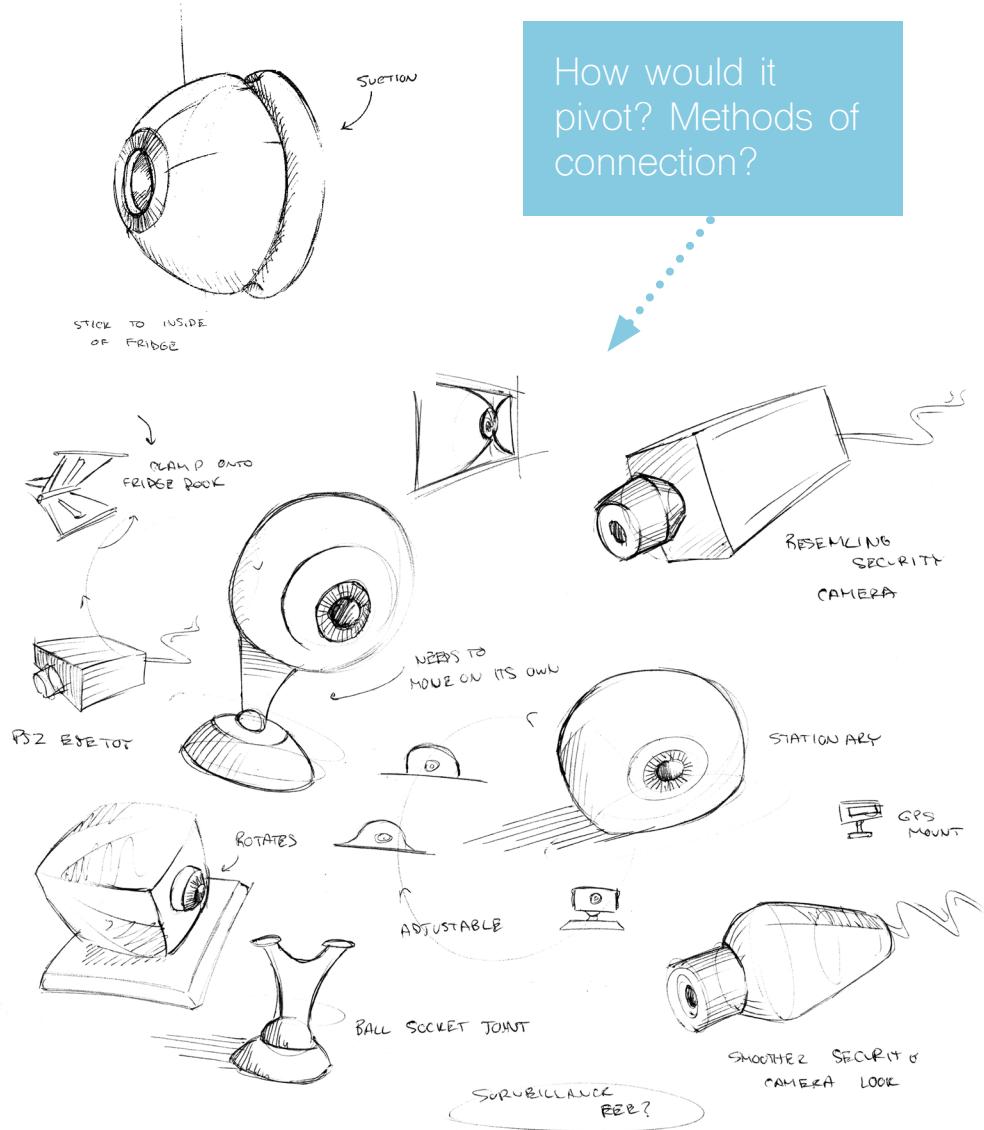
Current solutions either require barcode scanning or do not provide smart analysis of exactly what is in your fridge.



**SAMSUNG**

# Initial Ideas.

Early sketches focused on a camera that could recognize food; from a very amateur feeling webcam to a more sophisticated security camera look.



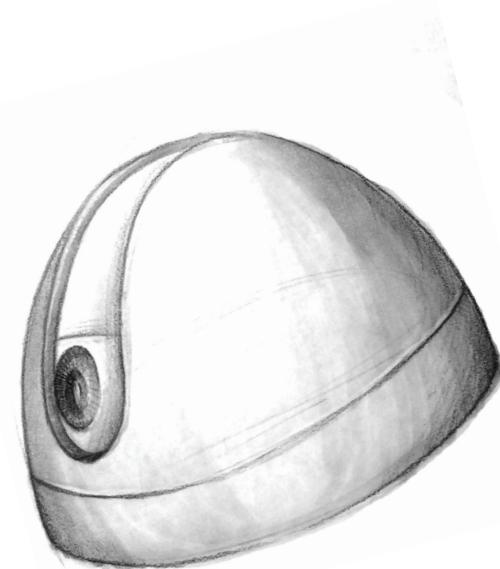
Needed to be able to swivel and rotate.

Seeing all angles, automatically.

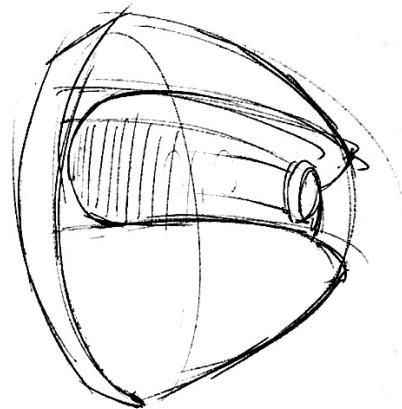
Many early ideas were visually too directional.

# Refinement.

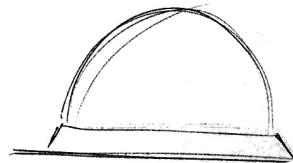
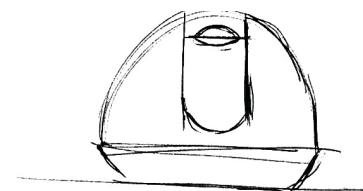
The final form depended on where the product would be placed in relation to the refrigerator.



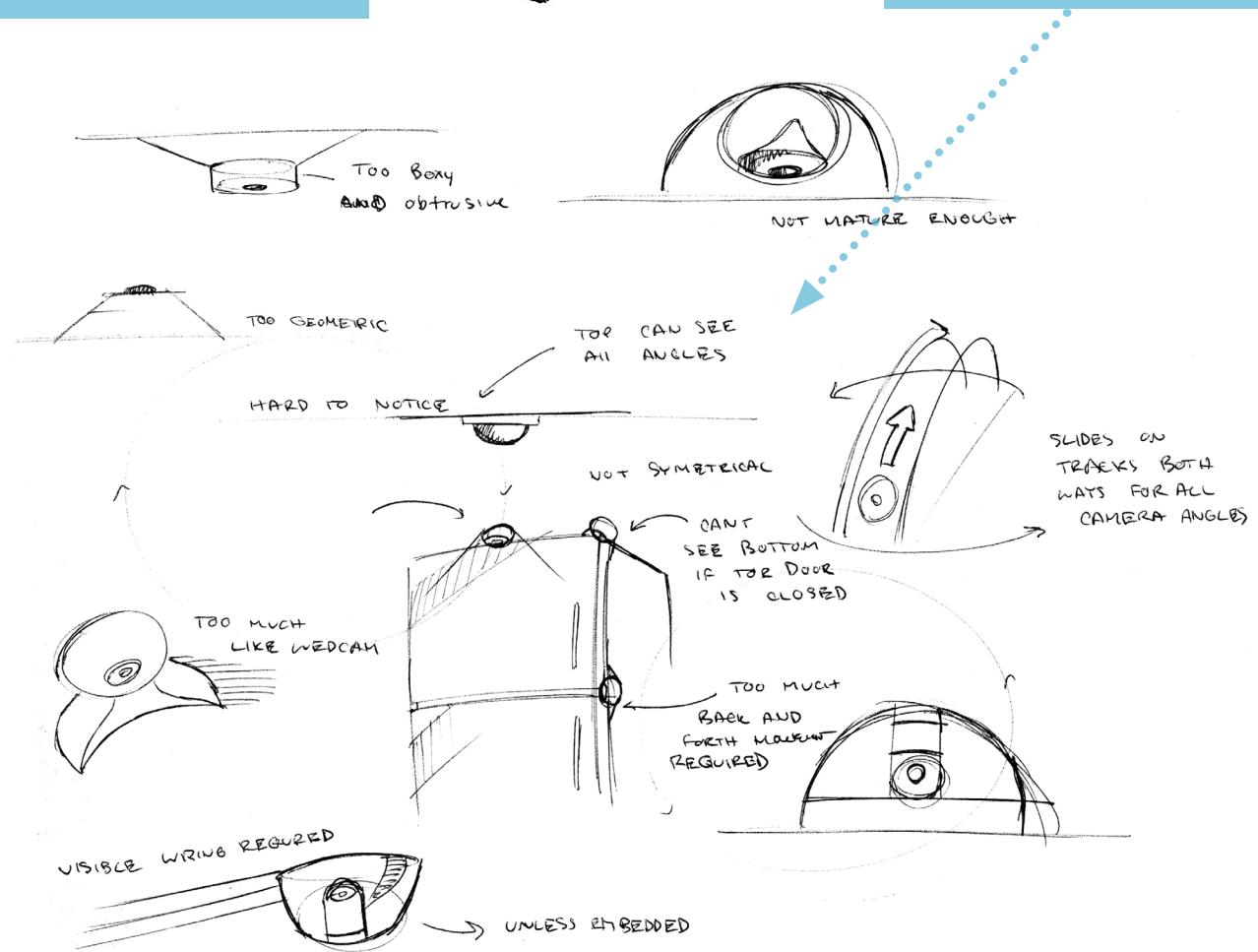
Best placement for the camera was on the ceiling or a wall



The ceiling offers placement that is out of the way and prevents view from being obstructed by food items.



SMIF will only be on when someone is within 10 feet.





# 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.

The mobile app allows the user to view inventory and meal suggestions as well as check expiration dates.

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

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

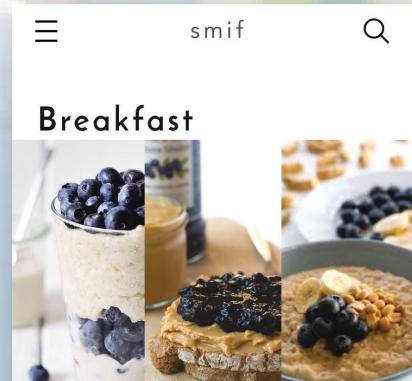
Select a category and view suggestions.

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.

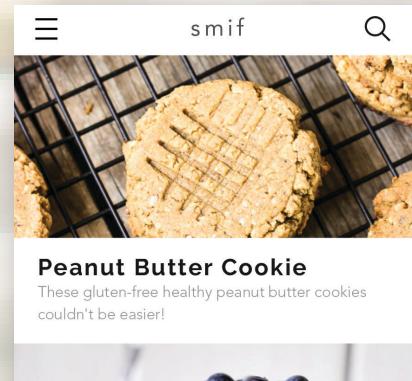
**Nutrition**  
A serving of peanut butter has 3 mg of the powerful antioxidant vitamin E, 49 mg of bone-building magnesium, 208 mg of muscle-friendly potassium, and 0.17 mg of immunity-boosting vitamin B6.



**Breakfast**

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

**Dessert**



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



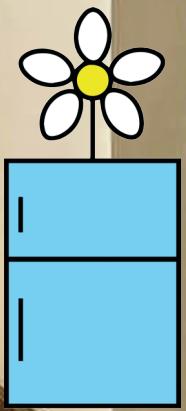
**Healthy Peanut Butter Cookies**

**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.

1<sup>st</sup>

Tire pressure is the first thing checked on a car when it comes into the shop. It should be checked manually by the owner periodically and more often in the colder months.

Uncomfortable

Tedious

Unintuitive

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



**Todd.**

*Owner of Shamrock  
Auto Service*



# We Want Simplicity.

When it comes to tire pressure tools there are too many options, each with different pros and cons.

## Pen Gauge.

- Quick checking
- First tool used on car
- Pocket friendly



## Inflator Gauge.

- Checks + inflates
- Accurate readings
- Good for winter



## Pressure Monitor.

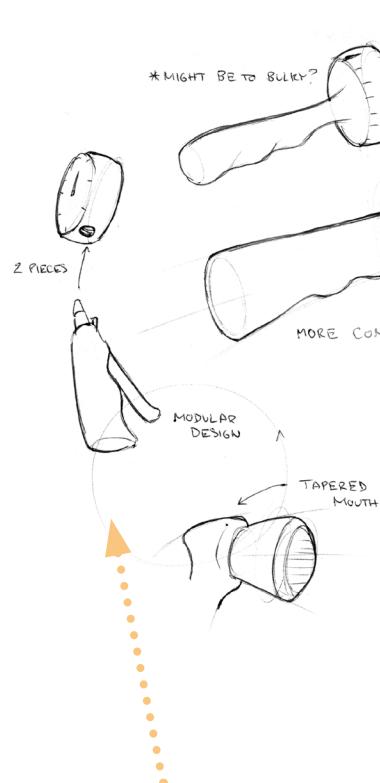
- Wireless readings
- History log
- Used on most cars



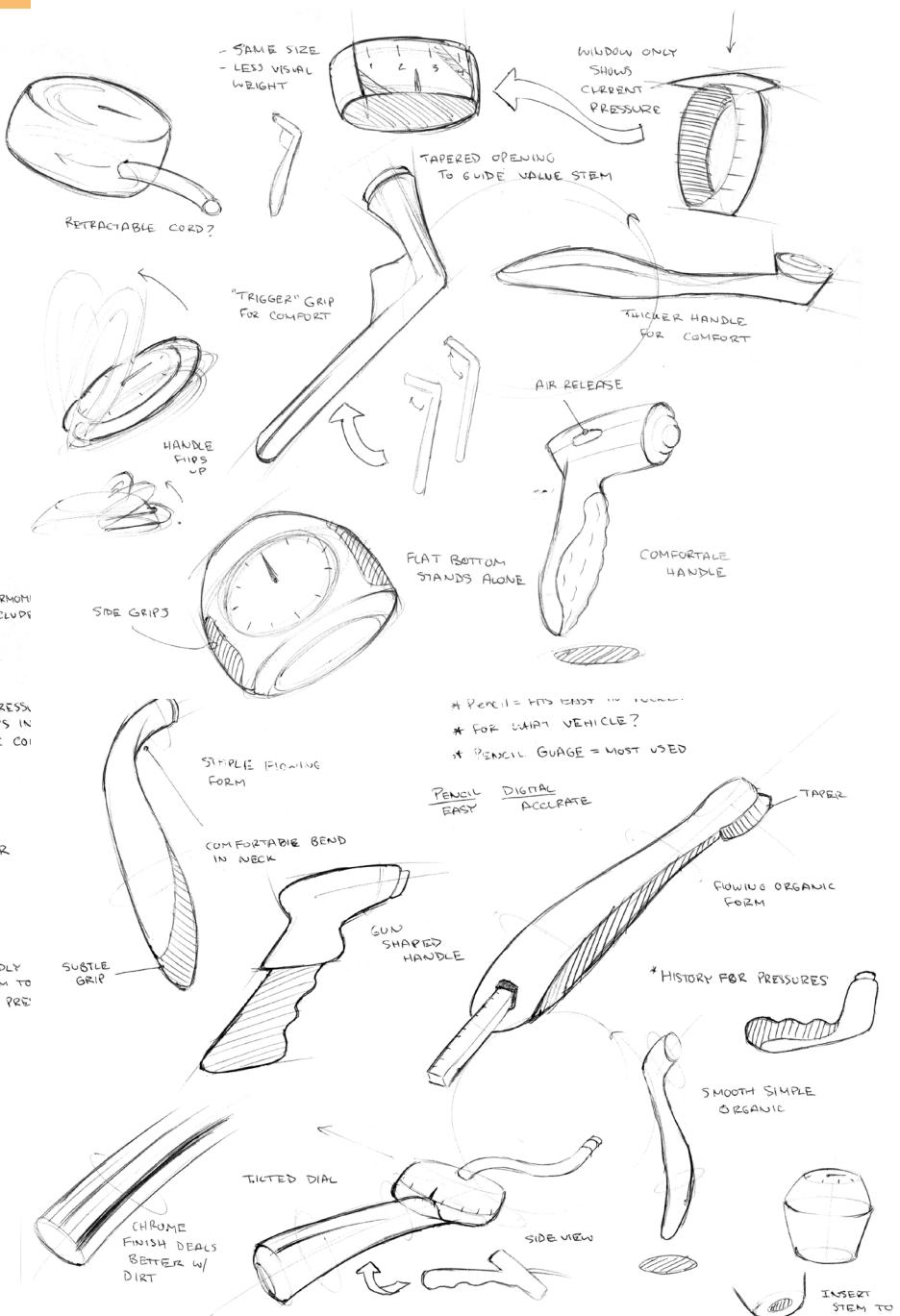
# Initial Ideas.

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

Focused on simplicity and intuitiveness of pen gauge.

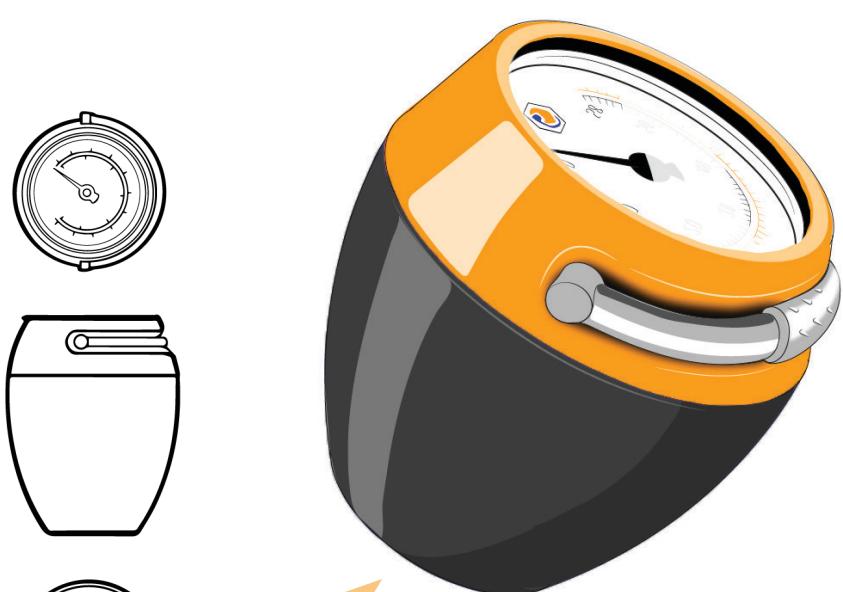


Keeping internal components out of sight.



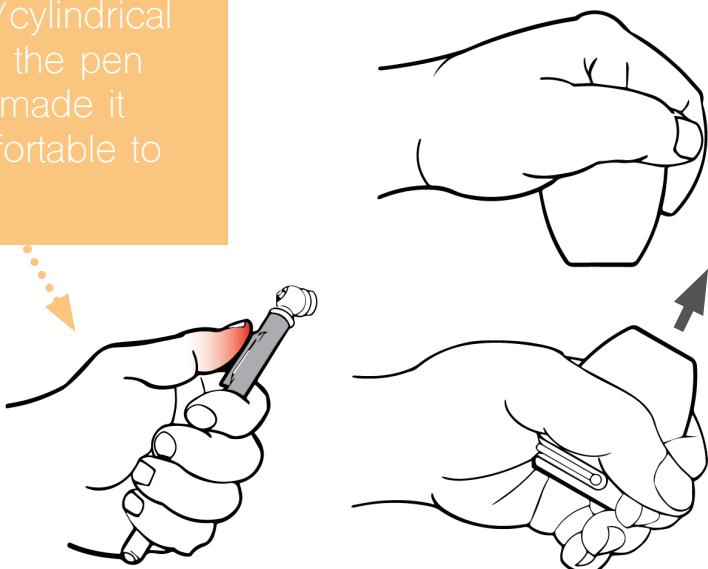
# Refinement.

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



Egg-shaped form allows for easy gripping and control.

Skinny/cylindrical form of the pen gauge made it uncomfortable to handle.





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.

Dial serves as pressure reset button.

Analog dial



# How It Works.

Top Gauge makes every step of checking pressures simple and comfortable.

1.

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



2.

View your pressure readings on the analog dial.



3.

Press on the dial's surface to reset readings.



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!