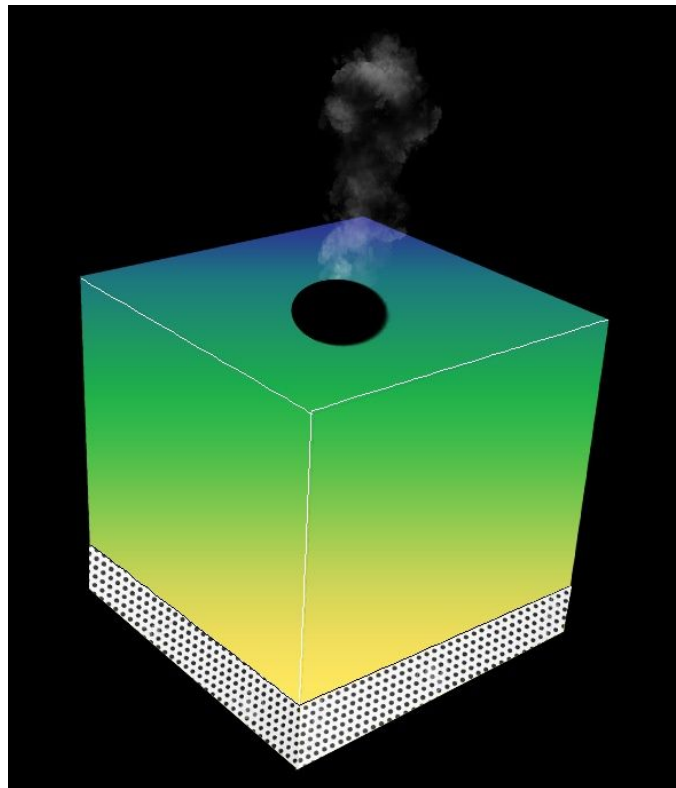


4 February 2020

Marketing Resources Document (MRD): “Mood Cube”

Mood Cube: “The perfect way to set the mood!”

Mood Cube will create an atmosphere for users. Not only is our cube a color-shifting light, it is an essential oil diffuser, as well as a bluetooth speaker! The cube’s simple user interface will allow users to fully customize the look, feel, and aroma of any indoor space.



(Mood Cube Prototype)

The Team

Scranton, PA:

Olivia Banc (Team Lead)

Dylan Phan (Visual Designer)

Vikram Gupta (Interaction Design Synthesizer)

Aftab Hossain Mussa (Interaction Design Generator)

Liam O'Leary (Industrial Designer)

Each Mood Cube Will:

- Pair to a smart device, allowing user customization
- Generate a number of mood playlists our user can select
- Allow user to select various color pallets to pair to a mood
- Allow user to insert their own/our provided essential oils into a slot that will pair to a mood
- Allow user to connect their device to pair music playlists to a mood
- Include voice activation for mood selection

Revenue or Cost Focus

The business model for the Mood Cube will be a revenue focus. We hope that our product will appeal to a multitude of demographics from music lovers, to aromatherapy enthusiasts, to someone who just wants a cool lamp. This product is meant to be something sleek, cool, and new that the market hasn't quite seen before. Therefore, we would be targeting as many buyers as possible in order to generate more revenue from this desirable product.

Desire to Innovate

The purpose of the Mood Cube is to combine three devices--an essential oil diffuser, a lamp, and a speaker-- into one in order to create one unique, sleek, all-encompassing experience. Although these three devices already exist separately (and in some combinations of two of the elements), there is no device that combines all three. When brought together, these three elements will be far more than just a sum of their parts because of the convenience of usage and because of the experience that they create in combination.

We want to create a sleek and stylish device optimized for performance that will truly bring an experience to our clientele. The device should function as a stage setter for any occasion. Our goal is to develop an easy and friendly user interface in which our clients can create and set mood playlists.

Length of Time Horizon

Taking into account that graduation, the end of the school year, and the start of summer are all cause for increased social gatherings (at which the Mood Cube would be a desirable device), late spring/early summer 2020 is the perfect target for the launch of the Mood Cube.

The set-back schedule for the design, development, manufacturing, and delivery of the Mood Cube is as follows:

- Design Process: February through the end of April 2020
- Prototype development and manufacturing: May 2020
- Delivery of the first working Mood Cube: June 2020

Design Schedule Detail

| Activity | Timeframe |
|---|--------------------------|
| Design Research | February 2020 |
| User & Domain Analysis (U&DA) Complete | February 28, 2020 |
| Development of Requirements and Context Scenarios | March 2020 (first half) |
| Development of Framework and Design Language | March 2020 (second half) |
| Form & Behavior Specification (F&BS) | March 28, 2020 |
| Detailed Design Development | April 2020 |
| Delivery of final design and presentation | Late April 2020 |

Understanding of the Problem

Mood Cube brings together an essential oil diffuser, a lamp, and a speaker in a way that should be more user friendly and convenient for clients because they can program the uses of these three devices in conjunction. Instead of having to individually prepare each of three devices for a full experience of scent, sound, and light, users would now be able to conveniently program what they want, press “go,” and watch everything come together all at once.

We recognize that our greatest challenge will be in the design of the product. We need to research how best to incorporate these devices together in a concise and cohesive manner, design a product, and develop it for presentation by late April. Bringing these three devices together may prove more complicated than our team initially anticipated, so we must be wary of the fact that we may run into complications in the details.

Willingness to Invest

The Mood Cube should appeal to all demographics since it creates a sensory atmospheric experience that can be customized to anyone's liking and, therefore, enjoyed by any individual in unique ways. Our goal is to be able to provide the highest possible quality of experience to buyers so, therefore, the design should spare no expense in creating a product that is not only functional, but also that functions perfectly in order to provide the very best.

Risk Factors

Our most glaring risk is that we are taking three existing devices (a lamp, an essential oil diffuser, and a speaker) and combining them into one big franken-box, and this idea may not take off. There is, of course, the possibility that people prefer these three products separately rather than in one device. So, whether or not people respond well to our product and design is a huge risk. However, we would argue that the combined experience our product will bring to everyday homes is novel enough to distinguish our product from our predecessors.

Another risk to consider is that the practicality of our design may be less viable than we've envisioned and we have to further research and develop a design with fewer flaws.