PHYSICAL INTERACTION

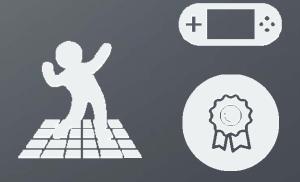
the real samrt Philips Hue light

Chuqing Yao 2016/07/15

• THE MAIN THINKING

I think there are two ways to increase the user experience of Hue light and then result in more sales.

- 1. Finding a more suitable senario for it.
- 2. Turning the way of interaction from digital to physcial and add more factors of game.

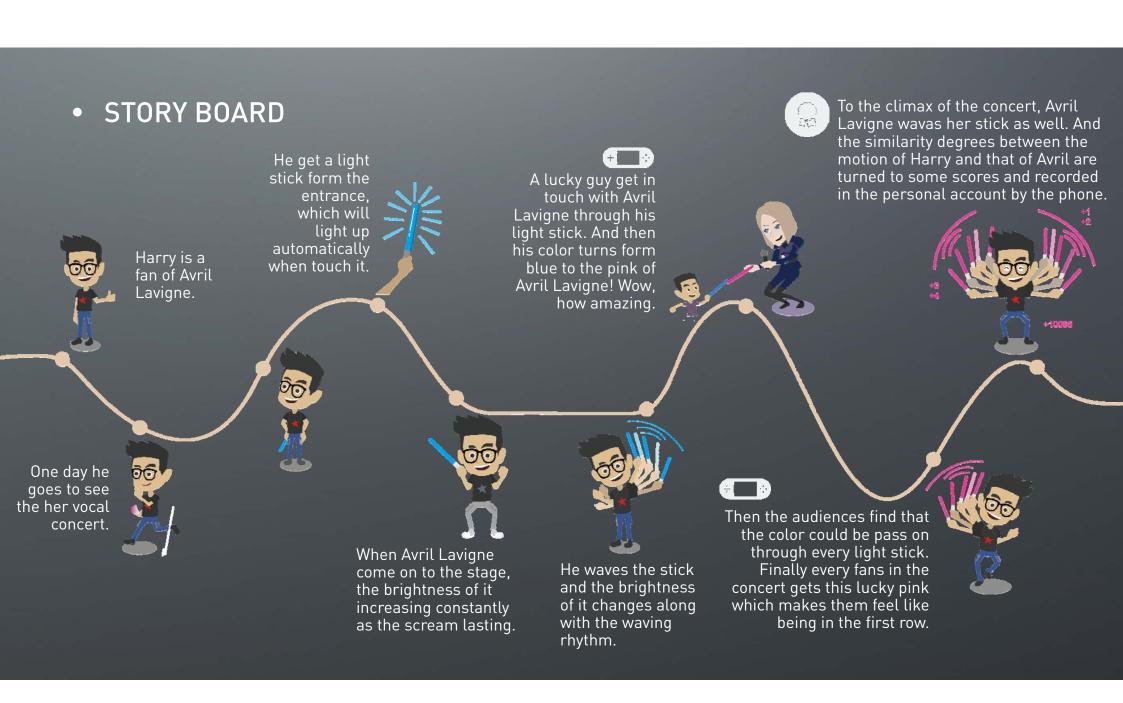


VOCAL CONCERT

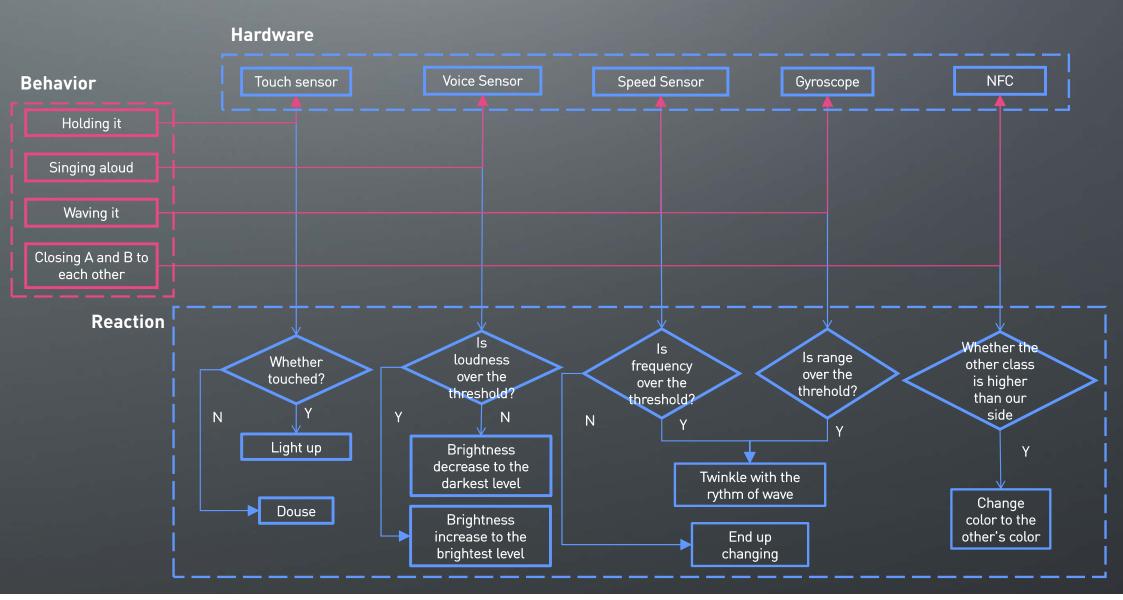
I consider vocal concert as a very suitable place to use the Hue light because the everyone there wants to create a good atmosphere, which is the strength of Hue.

And I make a design proposal which you can see in the follow pages.





INTERACTION LOGIC



• PRODUCT DESIGN



Inspired by the shape of wineglass, which represents the feeling of carnival, celebration and happyness.



Thanks for your time. Please see the demo video attached for more information.

This is a part of a group project made in March 2016. And I played a major role in ideation, program and rendering.

Chuqing Yao 2016/07/15