

Project documentation - Empower the package

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Overview

We tackled the challenge of design with ability/disability in mind in a broader way. We thought of disabling and enabling objects, their function and their interaction with the user. It's about changing existing objects and their design to fit different needs and try to exclude or include stuff in any thinkable way possible. In that sense we're empowering the designs to be more than just what they are now or be something else. It's about changing and transforming designs and objects.

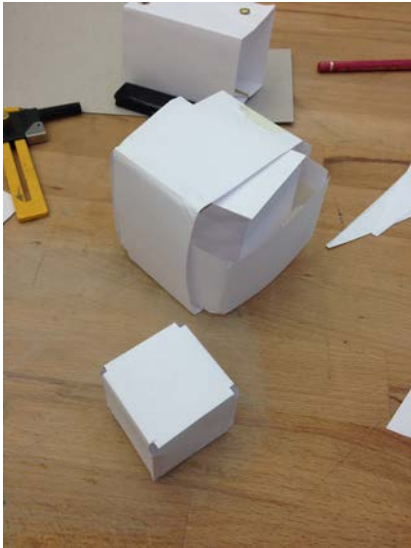
Our project is about packaging and its value. Nowadays packaging is mainly used to protect the product from damage and decay. It's also used commercially to carry the corporate identity of the company that is producing the product. After the package has served its purpose it gets thrown away most of the time. One way packaging. We want to empower the package to be more than just a protective case. We want to give it purpose and heightened value by connecting it with the product that it's carrying.

Concept

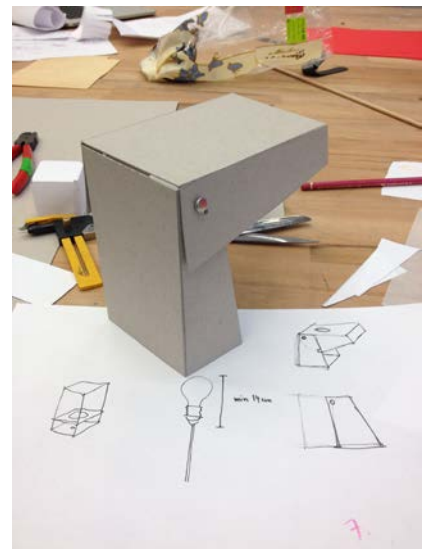
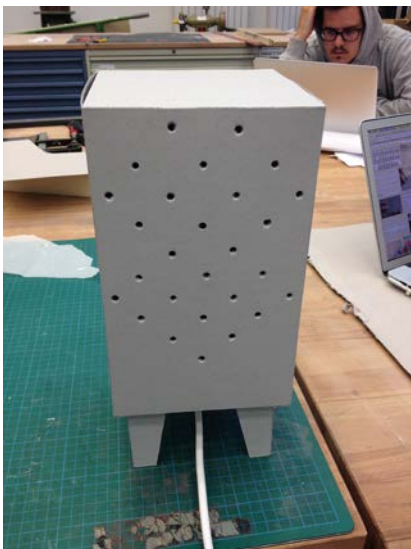
We wanted to redesign the packaging of lightbulbs in the sense of empowering it. We came to the conclusion to make the bulb and the package into a lamp. That way the package has value and a purpose that's connected to the actual object itself. Being inspired by the actual packaging and its ability to fold we wanted to make the transformation of the packaging into a lamp as simple as possible. Therefore we intended to make the package out of different components which can be stacked into one another.

development process

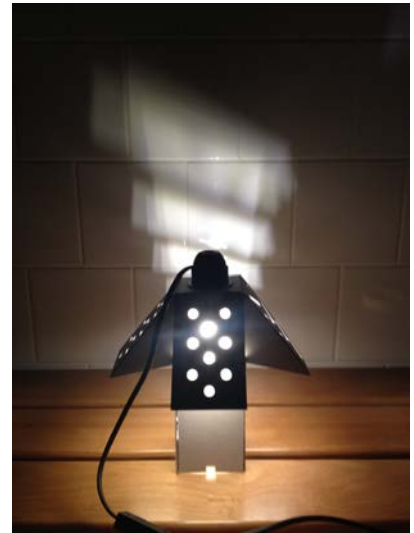
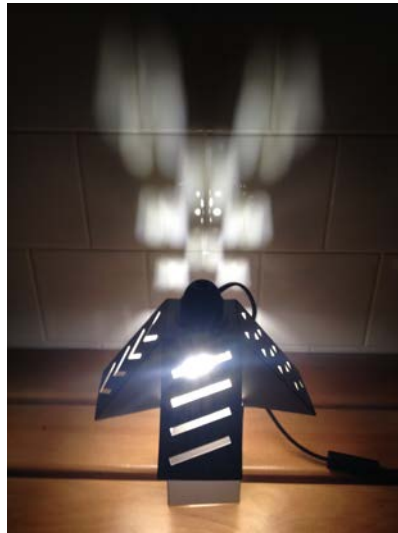
The early development consisted of brainstorming and a lot of prototyping with paper and cardboard. We tried out different methods of folding and cutting as well as glueing the cardboard to come up with interesting shapes and functions. The main goal was to be able to fold the package altogether to a flat object and also being able to transform it into a lamp while still maintaining the original shape for the bulb to fit in. Below are some examples of early sketches.



Once some stable sketches were developed we started to try out possible functionalities for placing the bulb inside and turning the whole thing into a lamp that would actually light up. We tried out different patterns and configurations of lightbulb placement inside the package.



After initial prototyping we decided to test some of the cardboard boxes and patterns with a lightbulb setup. We plugged them in and tried to create different patterns and projections on the wall. Here our concept started to change to a lamp that would fit in different environments of created various moods for different purposes. After several attempts we found out that we needed the perfect combination of distance between light, projectionplane and pattern aswell as a super strong directinal light from a lightbulb. This was unfortunately impossible for us to achieve so we went back to our initial idea of the packaging and its transformation. Here are some examples of lightsetups.



As prototyping and exploring went on we faced challenges of having the proper construction of the individual parts of the packaging made so that we could fit them into one another. Finally we arrived at a pleasant shape that worked well with the construction needed. Its a foldable mechanism that lets the user pull out the inside of the package and place it on top as a lamp shade. In addition the lamp can be adjusted by hightening or lowering the cardboard box in relation to the lightbulb.



From then on it was all about trying to fit all the pieces together. The businessmodell had also a great influence on the outcome of the product just because it dictates some of the shapes due to their involvement in the production process. Also all the shapes and prototype had to be turned into lasercuttable files which would make sure they could be produced in an efficient manner. The graphics had to be considered aswell since people had to be able to put the lamp together there needed to be a instruction manual. And since theres alot of regulations and information printed on normal packages we had to make sure that our redesigned package contained those aswell.



The finished product.



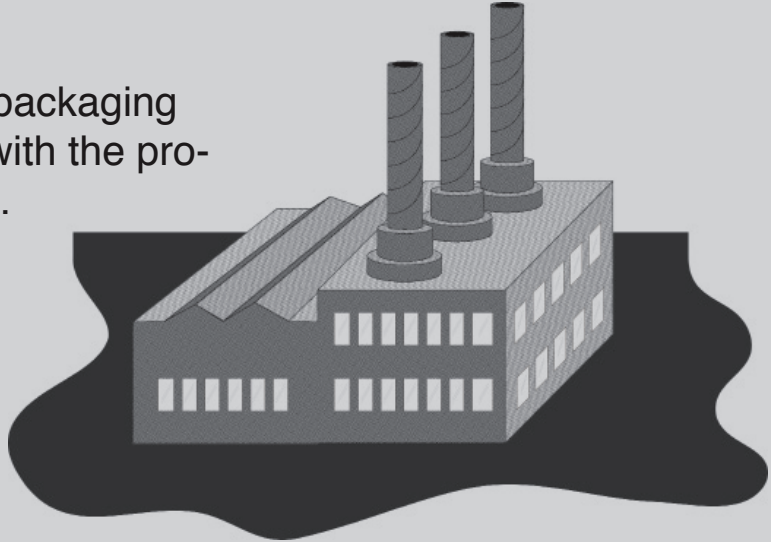
The packaging is made of of multiple components that are stackable and easy to assemble.



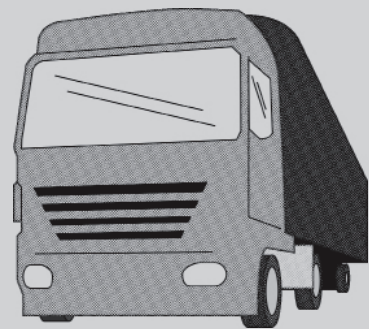
The lamp can be pulled out at different lengths as to make it suitable to different lighting moods.

Life of the product

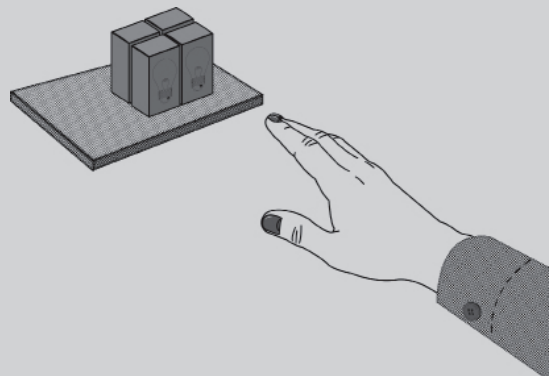
The production of our packaging starts simultaneously with the production of the lightbulb.



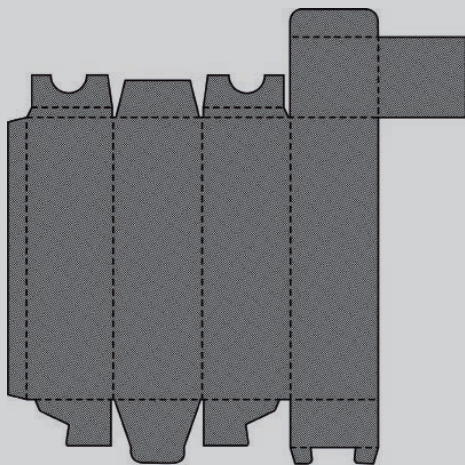
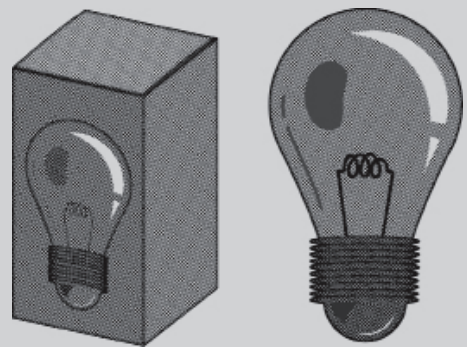
The bulb get shipped with the package to chosen electronics stores where it will be introduced and sold to the customer.



Our product will be sold as a design edition at a higher price than normal. The target audience are people that care about the environment and those that haven't thought about the environment yet.

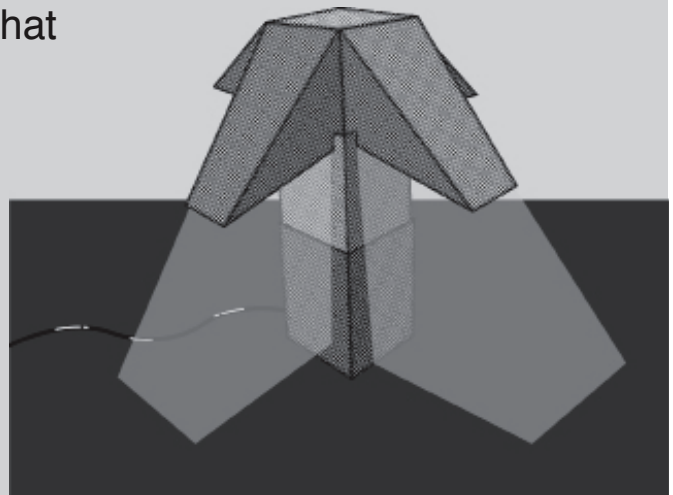


Once bought the customer can unpack the lightbulb and flatten the package as shown.



An instruction manual will be printed on the package itself. The customer can then put the new product together.

The newly created product is intended to be a modular lamp system that can be used with the lightbulb.



Business model

Value proposition

The Lightbulb packaging gets transformed into a lamp. There is no immediate waste of the package. Multiple lamps together form a modular system that can create different styles of lamp. This empowers the package and customer to create interesting shapes and function for a chosen purpose.

Customer segment

The target audience are eco-conscious people and collectors as well as lighting-enthusiasts. The product is also intended to empower more people to try the eco-lifestyle.

Key partners

We partner up with a huge lightbulb producer in Europe and use their channels to sell our product to the customers.

Revenue streams

The revenues will be steadily acquired through our key partners. Special editions will cost more. Donations might also go into the production.

Cost structure

low storage and shipping costs. low material costs. Costs occur for prototypes and further experiments as well as possible machinery acquisition. Advertisement and possibly commercials.

Customer relationships

Information about the business will be essential in attracting new customers. Customers are also able to buy multiple lamps to collect and construct bigger lamps.

Channels

The product will be sold in special shops, online as well as in assorted electronic stores. Customers are reached and interacted with through social networking and vocal propaganda. Advertisement will also be used.