NOX SMART RING

Creation, Element 2
Project Portfolio

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TABLE OF CONTENTS

RESEARCH & BRAND ANALYSIS 3

MISSION 4
VISION 4
BRAND PURPOSE 5
BRAND VALUES 5
TONE OF VOICE 5
PERSONALITY 5
NAMING 6
COMPETITORS 7
BRAND QUADRANT 8
AN OVERVIEW OF THE NEWS IN RELATION TO VIOLENCE IN AN ENTERTAINMENT SETTING 9
USER SURVEY 10
USER MAPPING 13
MARKETING PERSONA 14
RESEARCH INSIGHTS 15
THE BRIEF 16

PLANNING 17

INITIAL CONCEPTS 22

PRELIMINARY SKETCHES 23-24
CONCEPT 1 25 - 29
CONCEPT 2 30 - 34
CONCEPT 3 35 - 39

DEVELOPMENT STAGE 40

CHOSEN CONCEPT BRANDING DEV 41 - 56
PRODUCT SKETCHES 57-58
SIMILAR TECHNOLOGIES 43 - 65
PROTOTYPING 66 - 69

FINAL VISUALS AND PROMOTION STRATEGY 70

REFERENCES & BIBLIOGRAPHY 78

RESEARCH & BRAND ANALYSIS

MISSION

Nox is a smart jewellery line, originally focusing on rings exclusively, that aims to add a layer of protection and security to vulnerable people within the entertainment sector. Nox wearables enable their user to send an alert notification and their live location to selected contacts and trigger a fake phone call to their own number, inconspicuously at the touch of a finger.

VISION

- Empowering users
- Providing safety
- Never walking alone
- Connectivity

BRAND PURPOSE

- Improve safety
- Make people feel more empowered when alone
- Freedom to enjoy entertainment
- Raise awareness

BRAND VALUES

- Inclusive
- Sustainable
- Passion-driven
- Quality
- Problem-solving
- Commitment
- Adaptable

TONE OF VOICE

- Confident
- Forward-thinking
- Knowledgeable
- Attentive
- Committed
- Approachable

PERSONALITY

- Trustworthy
- Thoughtful
- Caring
- Open
- Loyal
- Positive
- Reliable

NAMING

I knew from the beginning of the project that I wanted to convey a sense of empowerment through the name with a hidden story behind it. As I turned to mythology for inspiration I stumbled across the myth of the Goddess NYX, literally translated as the goddess of night, who was a primordial figure who emerged at the beginning of time, said to be so powerful that even Zeus never dared questioning her (Theoi Project, 2000). To avoid confusion with the already well-known make-up brand called “NYX Cosmetics” and to make it more pertinent with my own heritage, I opted for the Roman name “Nox”.

This name is short and memorable, easy to pronounce, and doesn’t necessarily have a masculine or feminine connotation without the mythology context, so I feel it relates well to an inclusive market. The inclusivity criterion is the main drive behind the creative brief as well. While I am borrowing from roman mythology and also using the direct translation of the name “night” by looking at astronomical and astrological symbols to form part of the identity system, I am trying to strike a balance in order to create an all-embracing brand that can stand the test of time.

COMPETITORS

Currently, there are no direct competitors offering the same functions in the market. However, it is important to look at other smart wearables brands and their offerings to identify their market positioning and trying to understand this sector as much as possible.

BRAND QUADRANT

luxury

based on needs

trendy

affordable

aspiring postion

TYCHO

ŌURA

WATCH

NOX
smart jewellery

jiobit



SLEEPON

RINGLY

fitbit

(Dawar and Bagga, 2015)

AN OVERVIEW OF THE NEWS IN RELATION TO VIOLENCE IN AN ENTERTAINMENT SETTING



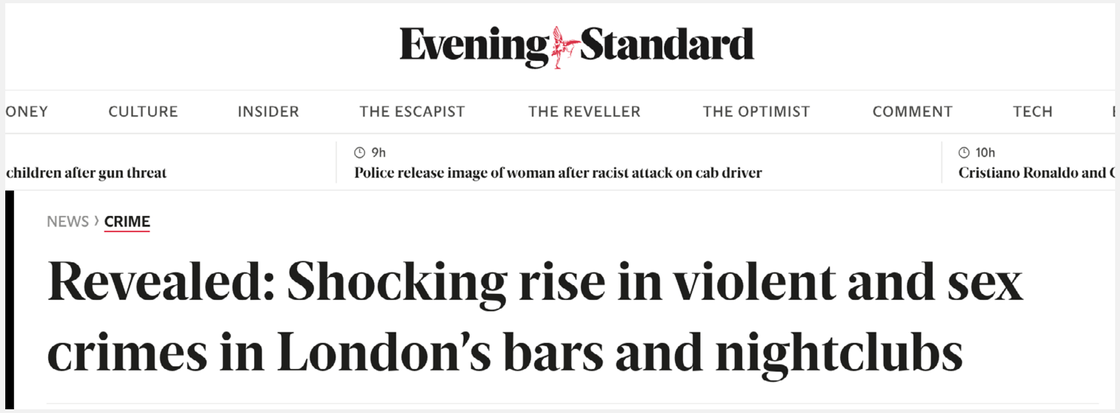
(Wilson, 2021)



(Specia, 2021)



(Samuelson, 2021)



(Mitchell, 2017)

USER SURVEY

As my primary research, I decided to conduct a anonymous questionnaire open to both men and women, to test whether there is demand for a similar product in the market, as well as to have an idea regarding what features would be preferred by the public and the price range that they would be happy to spend on such product.

The questions were as follows:

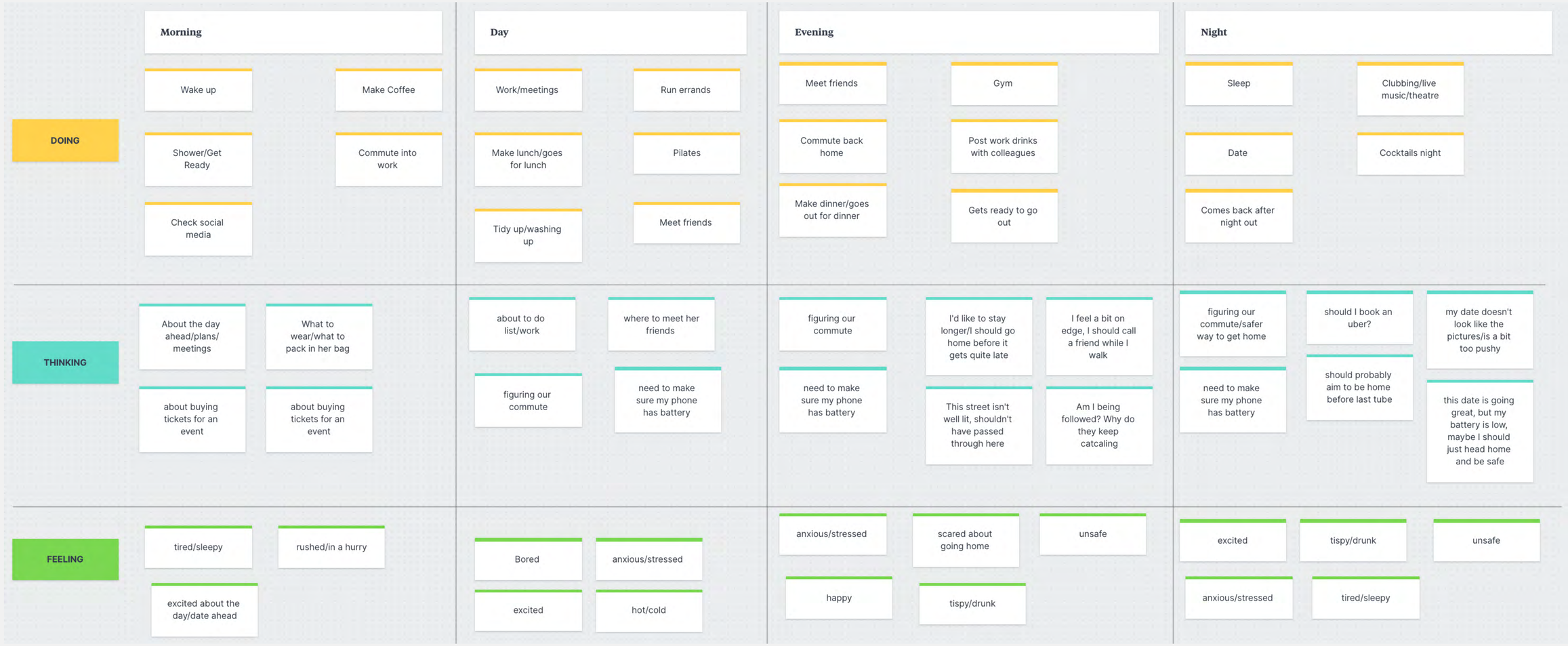
- Which gender do you identity most with?
- What's your age group?
- Generally speaking, do you feel safe walking alone late at night? (After a gig, coming back from a night out/date, theatre show, etc.)
- If you answered no/somewhat safe - what measures do you use to make you feel safer?(Call a friend, share location, get Uber instead of public transport etc.) List all below
- In moments of perceived danger, what's more important to you? (Rate the following answers from 0 to 5)
  Let your friends/family/authorities know that you might be in danger and your location.
  Scare your potential attacker.
  Create a distraction.
- If you could buy cool looking jewellery that could also help you if you're in danger, would you?
  If yes, what's the most you'd spend on it?
  How would you want the device to help?
  Is it important to you that this piece of jewellery comes with interchangeable parts so that it can easily match what you are wearing?

Which gender do you identity most with?	What's your age group?	Generally speaking, do yo	If you answered no/somewhat safe - what measures do you use to make you feel safer?(Call a friend, share location, get Uber instead of public transport etc.) List all below	Let your friends/family/authorities know that you might be in danger and your location.	Scare your potential attacker.	Create a distraction.	If you could buy cool looking jewellery that could also help you if you're in danger, would you?	If yes, what's the most you'd spend on it?	How would you want the device to help?	Is it important to you that this piece of jewellery comes with interchangeable parts so that it can easily match what you are wearing?
Female	18-24	No	Message or call a friend, share location	5	0	4	Yes	£150-£250	Send alert to the authorities	No
Female	35-44	No	Uber	5	3	3	Yes	£50-£150	Send alert to the authorities	No
Female	25-34	No	Walk fast	5	5	5	Yes	£50-£150	Send alert to the authorities	Yes
Female	35-44	No	Take cab but ideally don't walk alone at night in London	5	2	2	Yes	£50-£150	Alert authorities and alarm sound	Not sure
Female	25-34	No	Taxis, share location, WalkSafe app, carry a personal alarm and carry keys in hand with it	5	5	5	Yes	£150-£250	Self defence	No
Female	35-44	No	Uber	5	3	4	Yes	£150-£250	Make a really loud sound	No
Female	25-34	No	Use headphones, have a friend available to call, stay in well populated zones	5	3	5	Yes	£50-£150	Make a really loud sound	Not sure
Female	25-34	No	Call a friend, share location	5	3	1	Yes	£150-£250	Send alert to selected em	No
Female	25-34	No	It depends where I am, if it's well lit I feel safer, if not I do	5	0	3	Yes	£50-£150	All of the above	Yes
Female	25-34	No	Let my friends/partner know I'm heading back. Call an U	5	3	2	Yes	£50-£150	Send alert to the authoriti	No
Female	35-44	Somewhat safe	Call a friend	1	3	4	Yes	£50-£150	Send alert to selected emergency contacts	Yes
Female	25-34	Somewhat safe	Uber, share location, avoid certain areas	4	4	4	Yes	£50-£150	Make a really loud sound	Yes
Female	35-44	Somewhat safe	I tend to drive places	5	3	3	Yes	£50-£150	Send alert to the authorities	Yes
Female	18-24	Somewhat safe	Uber and other ride hailing apps, share my location with	5	1	4	Yes	£50-£150	Both alert authorities & m	Yes
Female	25-34	Somewhat safe	Call a friend/family member	5	1	3	Yes	£150-£250	Send alert to selected em	No
Female	45-54	Somewhat safe	Hold keys in my hand, keep valuables out of sight, no he	4	5	4	Yes	£50-£150	Send alert to the authoriti	Not sure
Female	25-34	Yes	NA	3	4	4	No	£50-£150	Make a really loud sound	Not sure
Female	25-34	Yes	-	5	3	3	Yes	£50-£150	Send alert to the authoriti	No
Female	25-34	Yes	I usually feel safe but if I needed the take some measure	5	2	2	Yes	£50-£150	Send alert to the authoriti	Yes
Female	35-44	Somewhat safe	Share location	5	4	4	Yes	£50-£150	Make a really loud sound	Not sure
Female	25-34	Somewhat safe	Tell friends where I am	4	1	3	Yes	£50-£150	Make a really loud sound	Yes
Female	25-34	Somewhat safe	hold my keys in my hand, not using earphones	1	1	1	No			Not sure
Female	45-54	No	Put valuables in a pocket instead of my handbag, hold m	5	5	5	No			
Female	35-44	Yes	N/a	3	5	4	Yes	£50-£150	Send alert to the authoriti	Not sure
Female	25-34	No	I let my mum know I'm on route home	5	1	2	Yes	£50-£150	Send alert to the authoriti	No
Female	25-34	No	Call a friend, share location, carry keys in hand, keep to	5	3	2	Yes	£50-£150	Stabby sharp bits	Not sure
Female	35-44	Somewhat safe	Get Uber	5	3	5	Yes	£50-£150	Make a really loud sound	Not sure
Female	18-24	Somewhat safe	Stay walking in the light, always texting my parents abou	5	3	3	Yes	£50-£150	Make a really loud sound	Yes
Female	25-34	Somewhat safe	Uber	4	2	4	Yes	£50-£150	Send alert to selected em	Yes
Female	18-24	No	All of the above	5	0	4	Yes	£50-£150	Send alert to the authoriti	No
Female	25-34	Somewhat safe	Call a friend	5	3	4	Yes	£50-£150	Send alert to selected em	Not sure
Female	25-34	Yes	Take a detour via a safer road	4	1	2	No		Make a really loud sound	Not sure
Female	18-24	No	Get an Uber home, call a friend	4	5	5	Yes	£50-£150	Make a really loud sound	Not sure
Female	25-34	No	Call or text a friend	5	4	5	Yes	£50-£150	Send alert to the authoriti	Yes
Female	25-34	No	I call my friends, dad, brother or boyfriend Always tell someone where I AMA be what time the gig fi Try to get a taxi	5	1	1	Yes	£50-£150	Send alert to the authoriti	Yes
Female	25-34	Somewhat safe	Fast walking, being aware of surroundings	4	5	5	Yes	£50-£150	Send alert to the authoriti	Not sure

Which gender do you identity most with?	What's your age group?	Generally speaking, do yc	If you answered no/somewhat safe - what measures do you use to make you feel safer?(Call a friend, share location, get Uber instead of public transport etc.) List all below	Let your friends/family/authorities know that you might be in danger and your location.	Scare your potential attacker.	Create a distraction.	If you could buy cool looking jewellery that could also help you if you're in danger, would you?	If yes, what's the most you'd spend on it?	How would you want the device to help?	Is it important to you that this piece of jewellery comes with interchangeable parts so that it can easily match what you are wearing?
Female	35-44	Somewhat safe	I always text my wife to let her know I'm leaving somewh I do favour Uber but not always for safety sometimes for I'm scared if the salt so only take well lit routes anyway b	5	0	5	Yes	£50-£150	Send alert to selected em	Yes
Female	25-34	No	Uber and share location	4	4	4	Yes	£50-£150	Send alert to selected em	Yes
Female	25-34	No	Uber and share location	4	4	4	Yes	£50-£150	Send alert to selected em	Yes
Female	25-34	No	Travel in groups. Use public rds	5	1	2	Yes	£50-£150	Send alert to selected em	Yes
Female	25-34	No	Take a Uber or call a friend	5	4	5	Yes	£50-£150	Send alert to selected em	Yes
Male	25-34	Somewhat safe	Get an Uber, walk fast and listen to music, call a friend	4	2	4	No	-	Make a really loud sound	Yes
Male	18-24	Somewhat safe	Uber, or stay with friends as long as possible	5	5	4	Yes	£300+	Send alert to the authorities	Not sure
Male	25-34	Somewhat safe	Walk fast	0	0	0	Yes	£50-£150	Kill attacker	Yes
Male	35-44	Somewhat safe	Be more aware of my surroundings, choose bigger than	5	0	3	No	-		
Male	25-34	Somewhat safe	Call a friend or take a Lyft/Uber.	5	3	3	Yes	£50-£150	Send alert to selected em	No
Male	35-44	Yes	Carry a knife	0	0	0	Yes	£50-£150	Make a really loud sound	No
Male	25-34	Yes	City mapper share location.	5	0	3	No	-	Make a really loud sound	Yes
Male	18-24	Yes	Get Uber as it's late	4	1	1	No	-	Make a really loud sound	Yes
Male	45-54	Yes, Somewhat safe	loud noise	4	1	4	Yes	£150-£250	GPS live tracker	Not sure
Male	25-34	No	Aware of what's going on around me	3	1	1	Yes	£50-£150	Send alert to the authoriti	No
Male	35-44	Yes	N/A	5	4	3	Yes	£50-£150	Send alert to the authoriti	Not sure
Male	25-34	Somewhat safe	Call a friend	5	3	3	Yes	£50-£150	Send alert to selected em	Yes
Male	45-54	Somewhat safe	Park car close to gig, take friend	4	3	3	Yes	£50-£150	Make a really loud sound	Not sure
Male	35-44	Somewhat safe	Headphones and make eye contact with nobody.	1	4	2	Yes	£50-£150	Something I can defend n	No
Male	25-34	Yes	Share location	5	3	2	No		Send alert to selected em	Not sure
Male	25-34	Yes	Share location	5	3	2	No		Send alert to selected em	Not sure
Male	35-44	Somewhat safe	Viable roads.	3	5	0	No			Not sure
Male	45-54	Somewhat safe	Uber	3	2	5	No			
Female	25-34	Somewhat safe	I will use an uber. I have also adopted a method of pace-	5	4	0	Yes	£50-£150	Send alert to the authoriti	Yes
Female	25-34	Somewhat safe	Call a friend or family, get an Uber	5	0	0	Yes	£50-£150	Make a really loud sound	No
Male	25-34	Yes	No	4	3	0	No		Make a really loud sound	No
Male	25-34	Yes	None	5	5	5	Yes	£300+	Make a really loud sound	Yes
Male	45-54	Somewhat safe	Stay in public areas and be aware	3	3	4	Yes	£50-£150	Flash a light that can tem	No
Female	25-34	Somewhat safe	Letting someone know that I have left or calling someone	5	0	2	Yes	£50-£150	Send alert to the authoriti	Yes
Female	25-34	Somewhat safe	Avoid walking through park	2	1	2	Yes	£50-£150	Make a really loud sound	Not sure
Non-binary	18-24	Somewhat safe	Usually feel safe on public transport but will uber if I don'	4	0	4	Yes	£50-£150	Make a really loud sound	Yes
Female	25-34	Somewhat safe	Call someone and share location with a friend	5	1	3	Yes	£50-£150	Send alert to selected em	Not sure
Male	25-34	Yes	N/A	5	5	5	Yes	£50-£150	Make a really loud sound	Not sure
Female	25-34	Somewhat safe	uber / share location	5	2	3	Yes	£50-£150	Make a really loud sound	Yes
Male	25-34	Somewhat safe	I don't really do anything. I simply try to keep my wits abo	5	1	3	Yes	£150-£250	Send alert to the authoriti	Not sure
Female	25-34	Somewhat safe	Cycle, call my partner if I don't feel safe	5	0	3	No			No

USER MAPPING

User Mapping is a crucial stage of the research as it enables the designer to look closely at the user's interactions with the product and thus lead with empathy and identify key information for developing the right product features (Airey, 2019). This table, follows the user through a typical week (Mon - Sun) and focuses on what they are doing, thinking and feeling thorughout the 3 stages of the day.



MARKETING PERSONA

The construction of marketing personas is an extremely valuable tool to make sure that the marketing strategy is taylored to the right audience as well as guide the development of the brand deliverables (Airey, 2019).



Jenny Doe

Age: 28

Location: London, West Ham

Job: Marketing Manager

Marital status: Single

Interests: Live Music, Theatre, Art & Exhibitons, Clubbing, Cocktails

> *“I would like to make the most of what London social life has to offer, but I rarely feel safe using*

RESEARCH INSIGHTS

USER MAPPING:

- Ring should be waterproof/water resistant so that we don’t risk the user taking it off and forgetting to put it back on (gym, washing etc)
- Battery life is important, looking at at least 7 days
- Should work indepentently from user’s phone
- Button could work better than a touch sensor as the user my just fidget with rings during moments of stress
- Ring should vibrate when activated
- App should send notification of low battery up to 3 days before it runs out

MARKETING PERSONA:

- Simple & clean design that goes with every outfit
- Marketing shouldn’t be overly girly or condescending
- Highlight the features
- Lead with pictures/scenarios that speak to the audience lifestyle
- Keep it friendly and reassuring

THE BRIEF

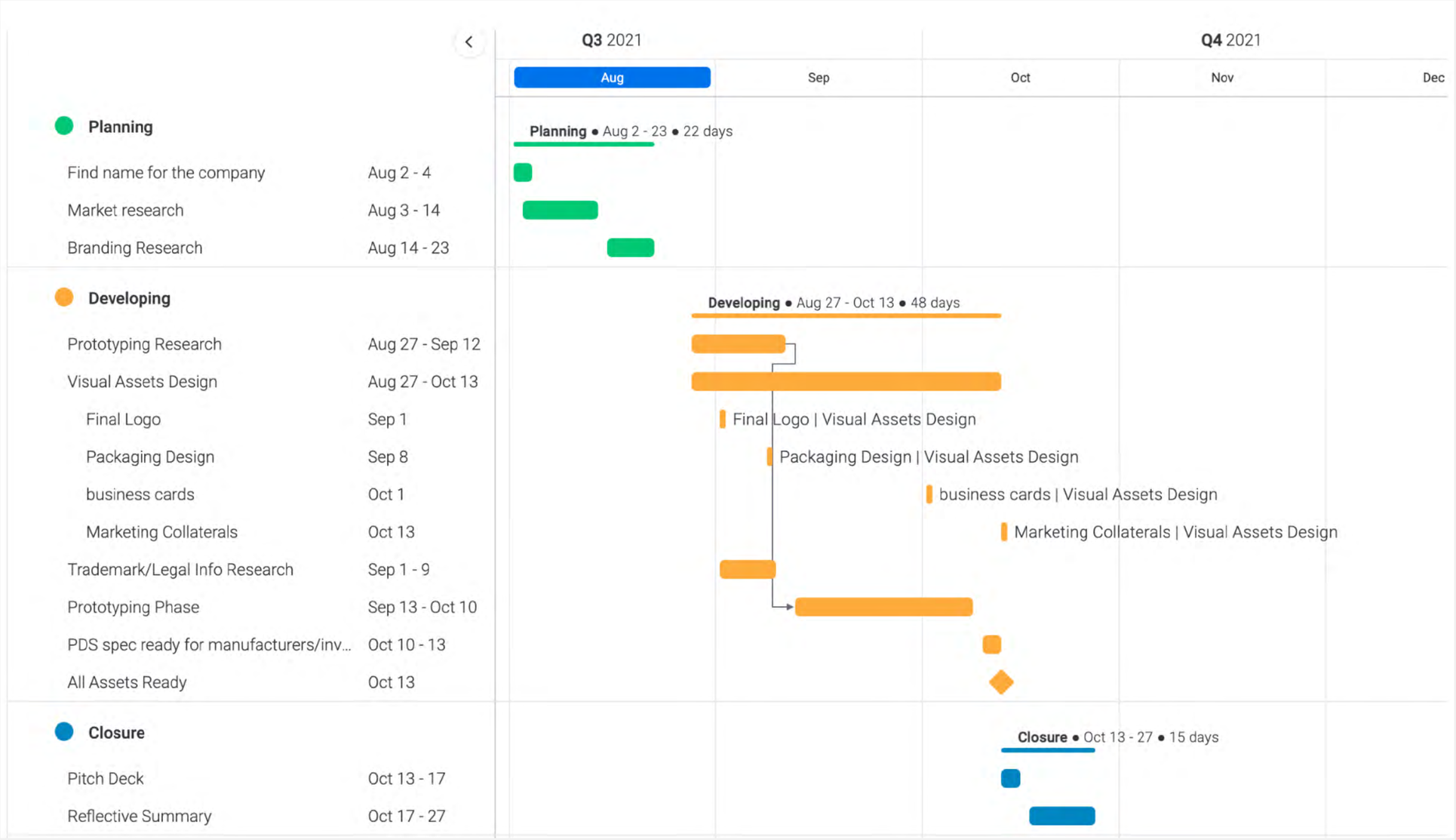
NOX is a smart jewellery brand aiming at bringing added safety to everyone's lives in social and entertainment settings. This project will look at the initial prototyping phase for the first accessory of the line, a smart ring, as well as the look and feel of the overall branding.
(Wheeler, 2018)

DELIVERABLES

- Primary Logo & Logo Mark
- Colour palette & typography
- Packaging look and feel
- Examples of Social media strategy and Ads
- App & Website Splash pages
- Customer Experience
- Brand collaterals

PLANNING

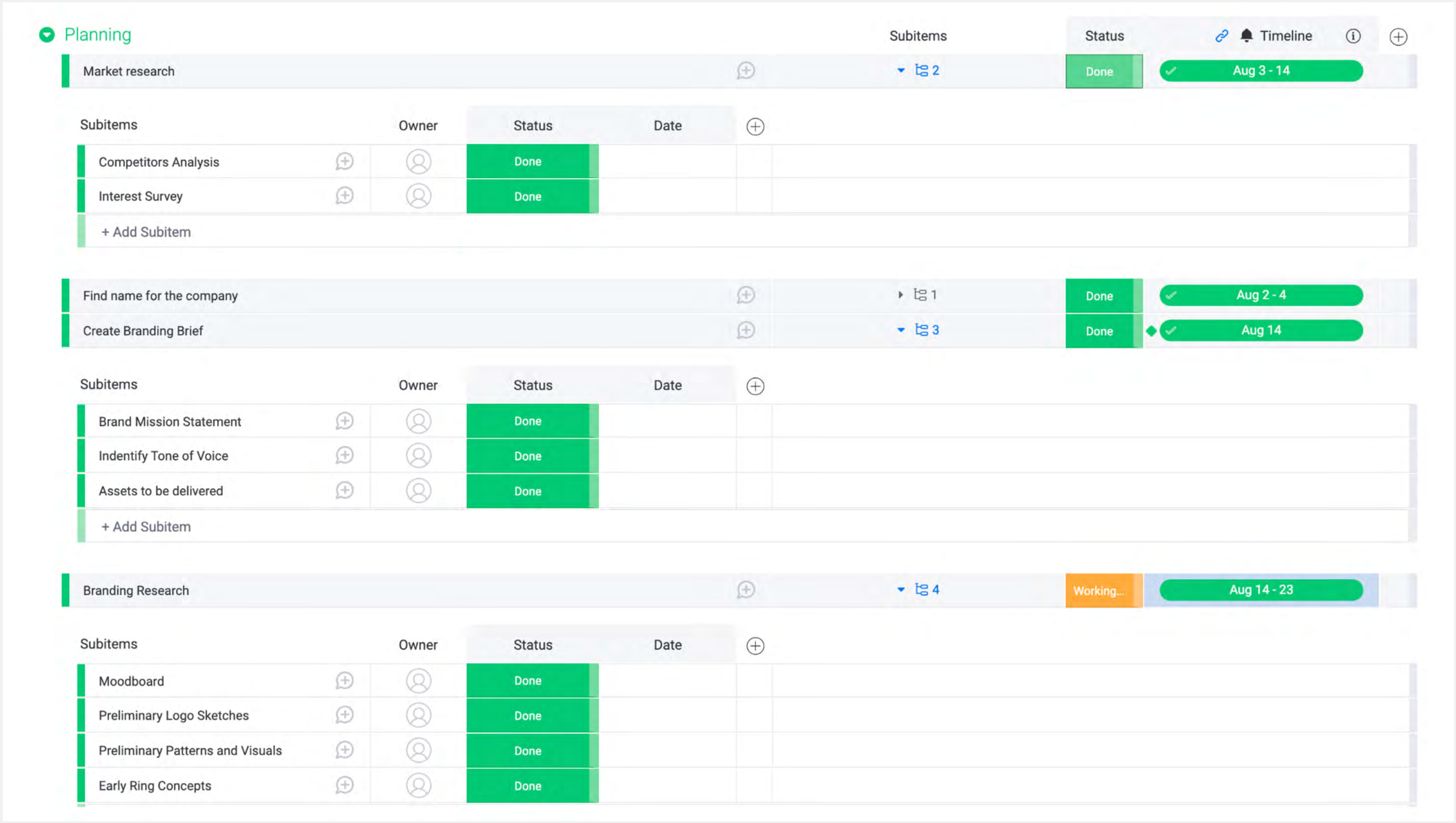
TIMELINE



OVEEVIEW

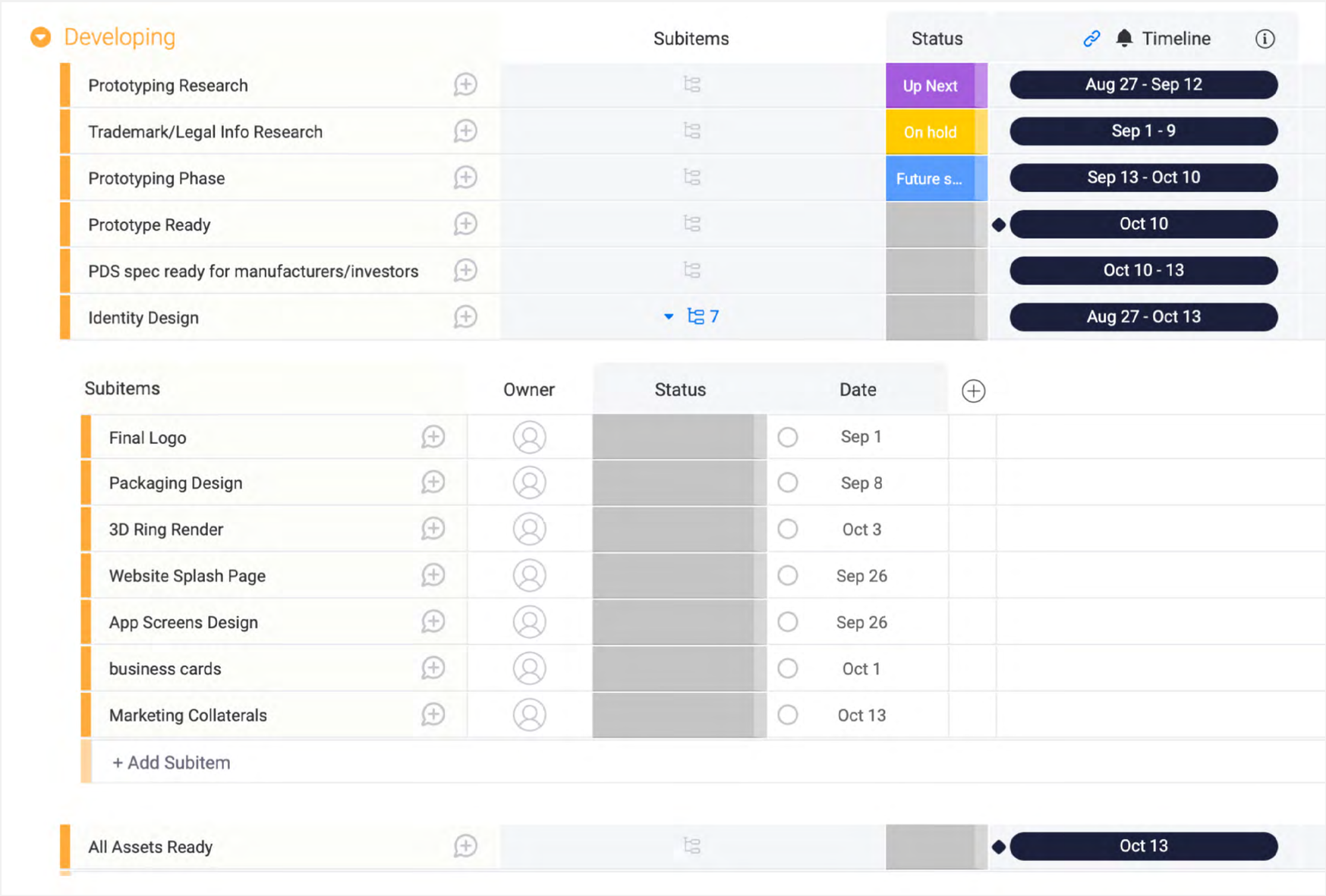
TIMELINE

PLANNING DETAILS



TIMELINE

DEVELOPING DETAILS

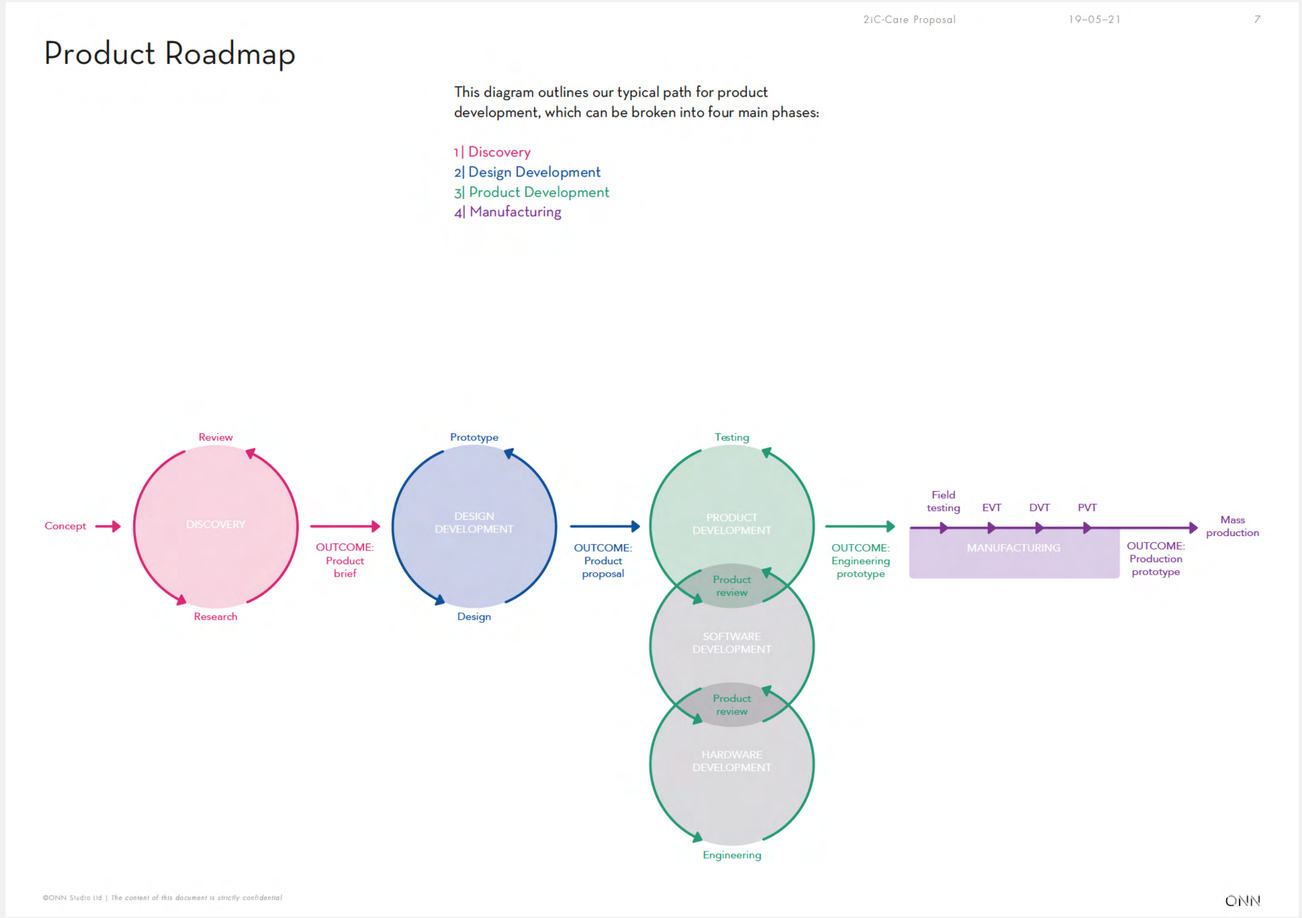


BUDGET

The complexity of this project makes it suitable for a collaborative approach with third parties, rather that something that can be undertaken by a sole desginer.

I asked ONN Studio (2021) how they would go about quoting for something similar as I have no prior experience in this and they kindly shared with me the following:

Discovery - £11,700
Design Development - £14,000
Product Development - est £25,000
Manufacturing - can't estimate but should only be lightly involved by this point.

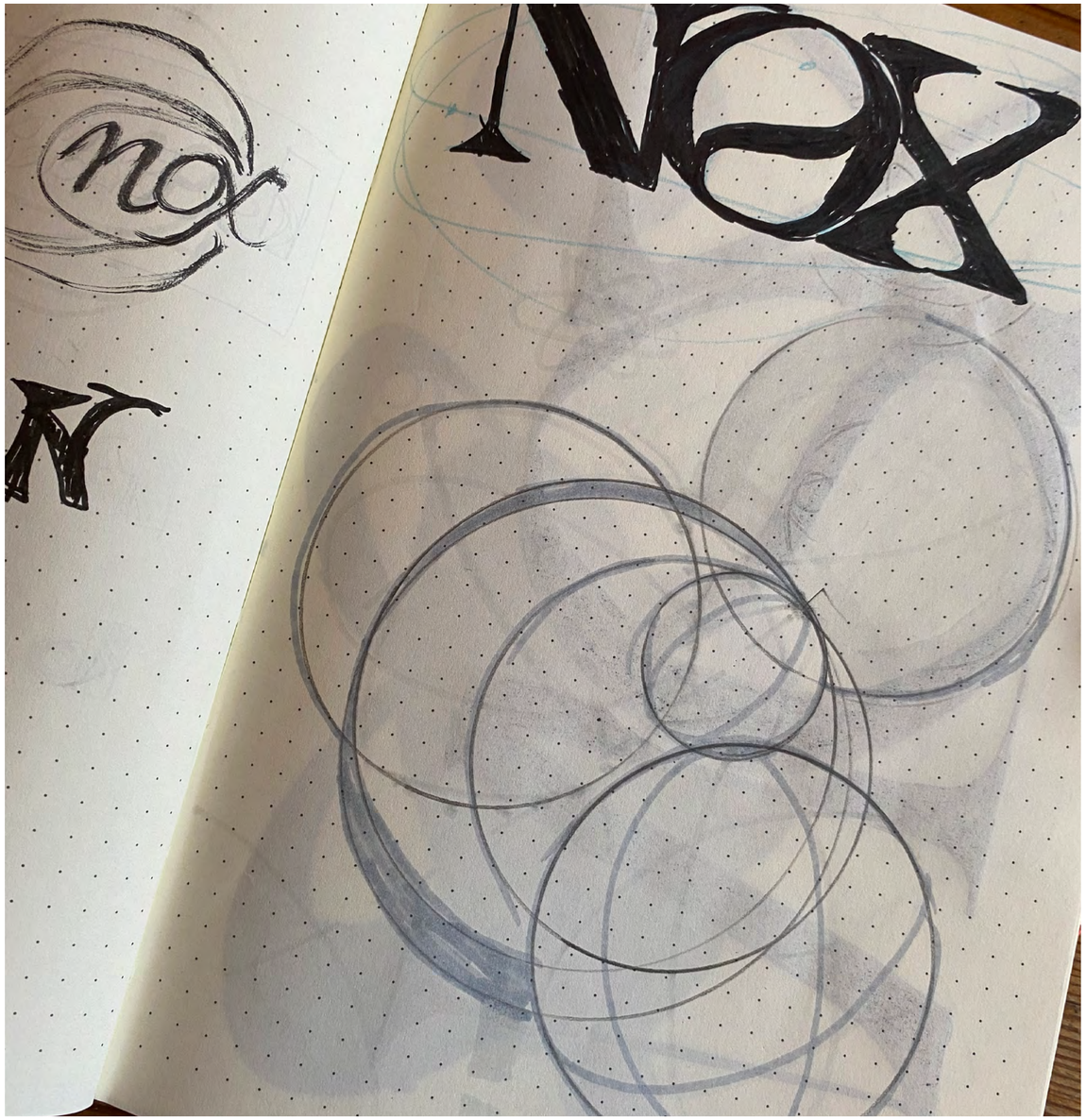


(ONN, 2021)

INITIAL CONCEPTS

INITIAL SKETCHES





INITIAL SKETCHES













CONCEPT 1:

MYTHOLOGY

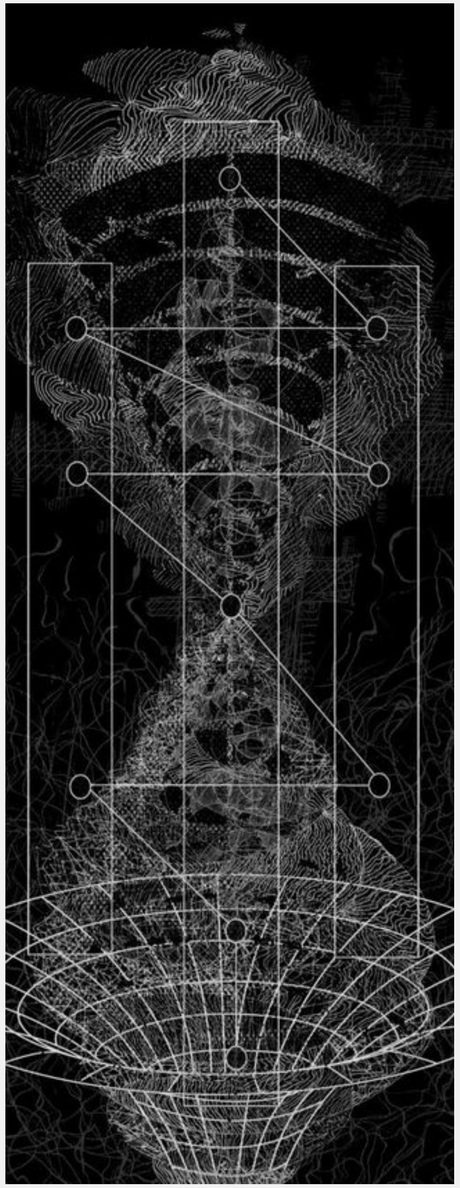
MOODBOARD

PAGANISM
ASTRONOMY
ASTROLOGY
CLASSICAL CULTURE
STAR TRAJECTORY
NIGHT SKY









(Playbuzz)
(Society6, 2017)
(GcCollaborative, 2015)
(dustrial-inc)

BOX PACKAGING EXAMPLE

MYTHOLOGY LOGO CONCEPT



BUSINESS CARD EXAMPLE

MYTHOLOGY LOGO CONCEPT



ADVERTISEMENT EXAMPLE

MYTHOLOGY LOGO CONCEPT





CONCEPT 2:

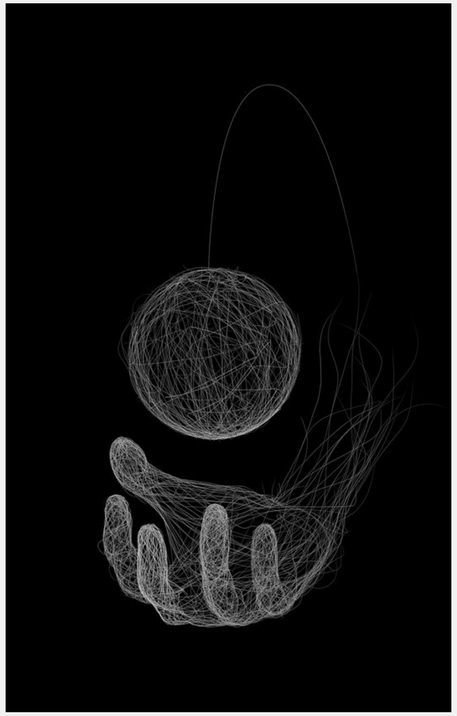
SMART AI

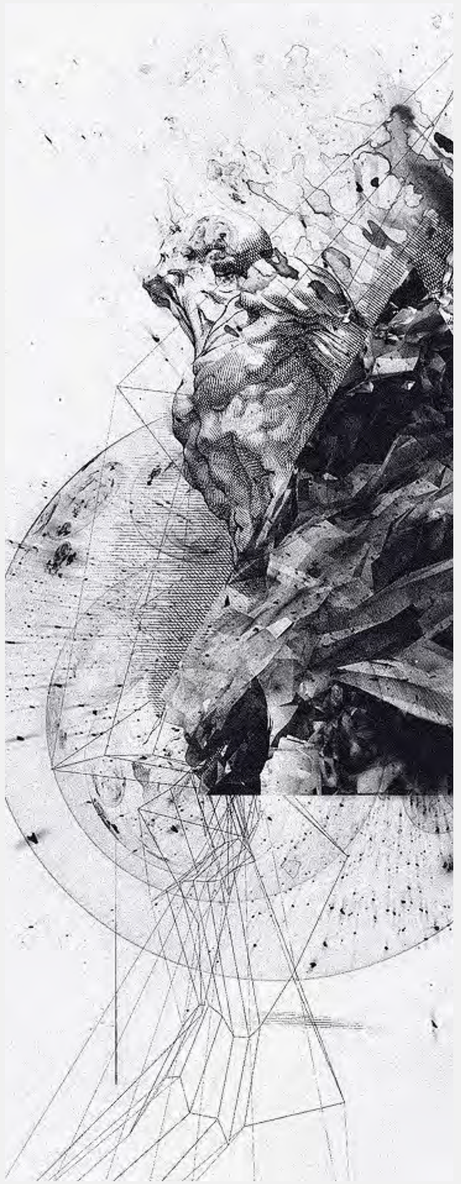
MOODBOARD

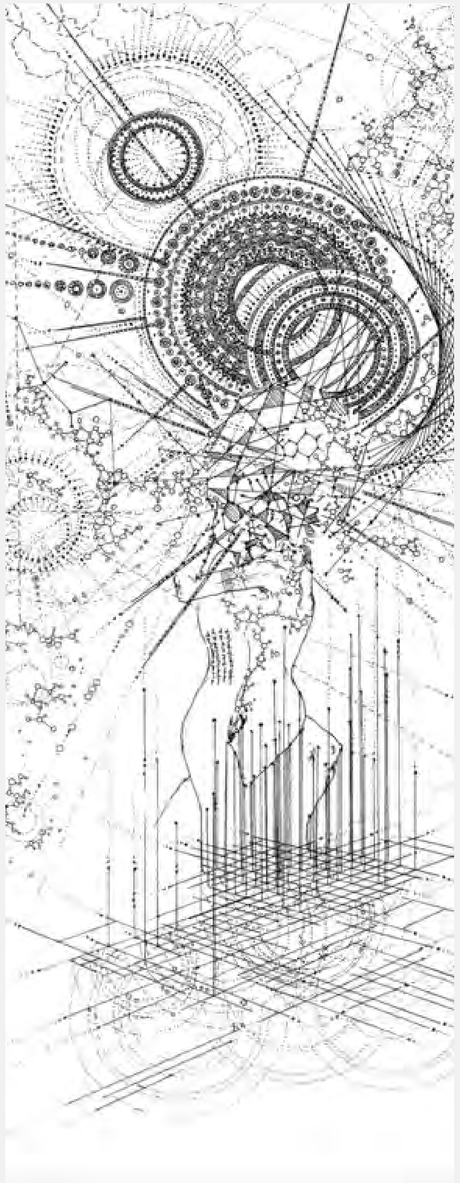
SLEEK AI
FUTURISTIC
CONNECTION
DIGITAL SUPER POWERS
FRIENDLY

SMART AI LOGO CONCEPT











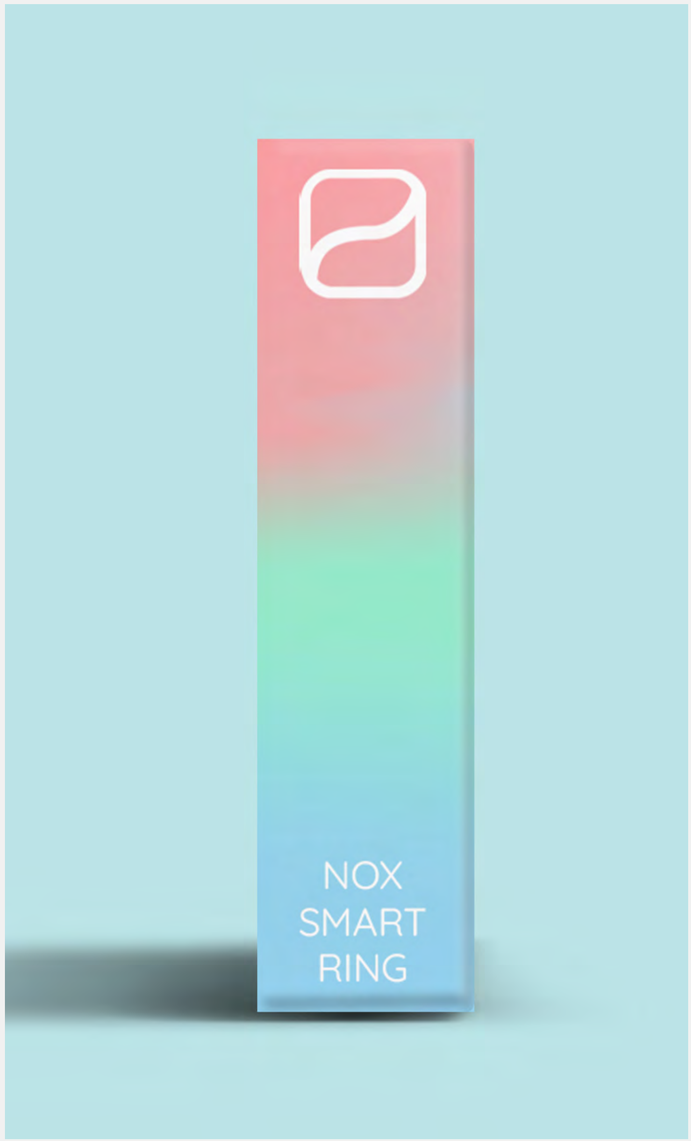


(Hilton)
(Favela, 2019)
(Behance, 2013)
(ryhawthorne-6489705d-088a-4228-a57e-382a7c948711)
(San, 2015)

BOX PACKAGING EXAMPLE

SMART AI LOGO CONCEPT





BUSINESS CARD EXAMPLE

SMART AI LOGO CONCEPT



ADVERTISEMENT EXAMPLE

SMART AI LOGO CONCEPT



CONCEPT 3:

ARMOUR

MOODBOARD

ARMOUR LOGO CONCEPT

POWERFUL
PROTECTION
ORNAMENTAL
SHARP
GOTHIC

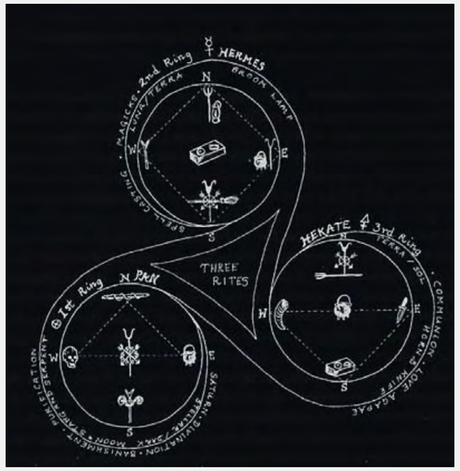












(Sind, 2020)
(Lifeder)
(Schiavoni, 2009)
(Caruso, 2014)
(Vibrational Evolution, 2012)
(OG Squad)

BOX PACKAGING EXAMPLE

ARMOUR LOGO CONCEPT



BUSINESS CARD EXAMPLE

ARMOUR LOGO CONCEPT



ADVERTISEMENT EXAMPLE

ARMOUR LOGO CONCEPT





DEVELOPMENT STAGE

CHOSEN CONCEPT

CHOOSENE CONCEPT

LOGO

Increased the thickness of O for better readability and consistency



CHOOSENE CONCEPT

SECONDARY LOGO

To be used ONLY when
restricted for space
or as an ancor
on the App and
Website pages.





PALETTE

CHOOSENE CONCEPT

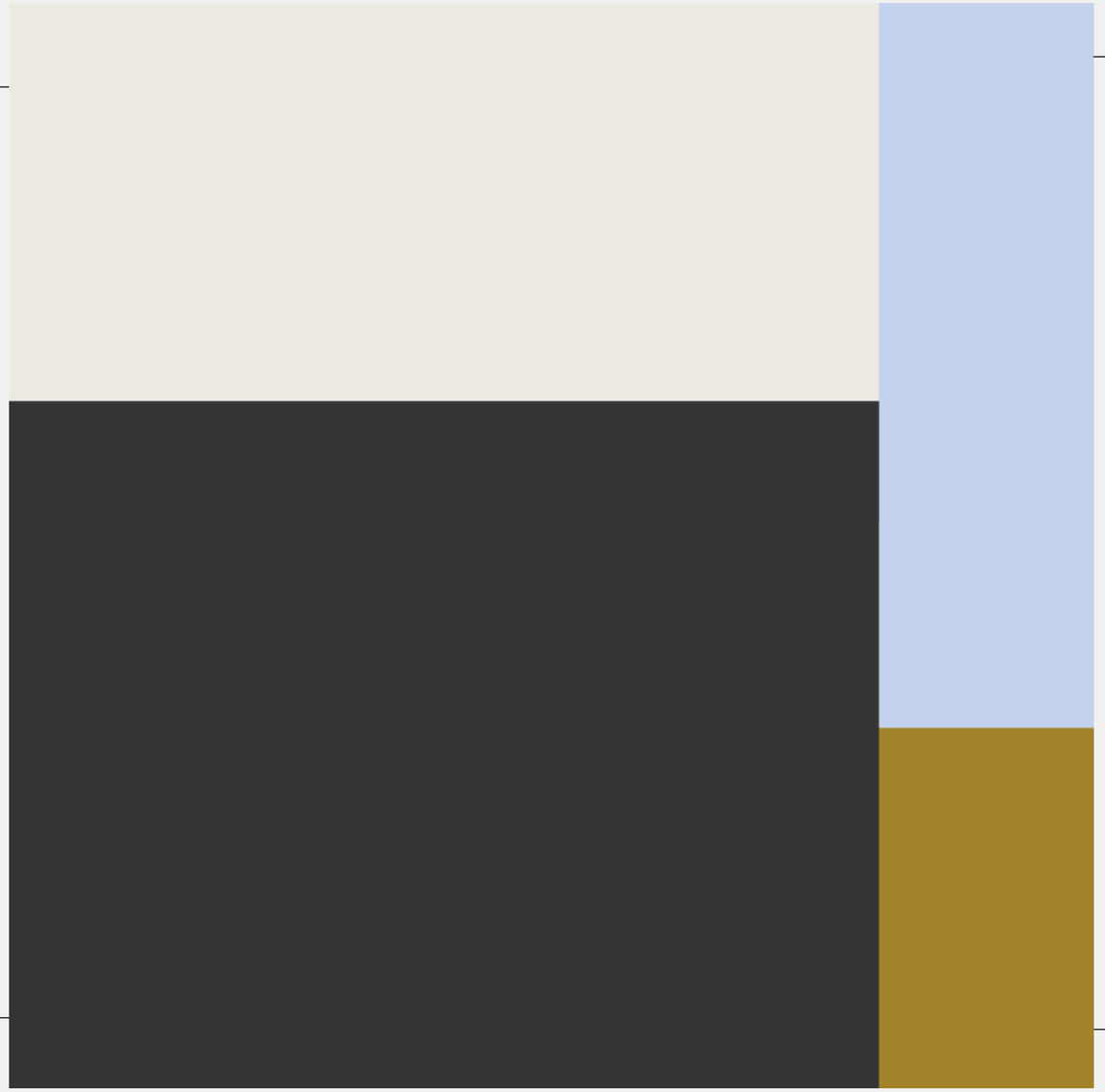
PRIMARY COLOURS

Alabaster | EDEAE2 | 0, 1, 5, 7|

Connected with Earth and Nature
Symbol of sustainabililty & authenticity
Comforting & calming
Approachable & casual
(Caldas, 2021)

Jet | 343434 | 0, 0, 0, 80

As charcoal was the medium form of non-verbal expression for humans, this colour marks a mean of communication.
It also shares many characteristic of black, such as elagance and sophistication, but its richness detaches it from the mourning and depressing connotations of black (Caldas, 2021).



ACCENT COLOURS

Periwinkle Crayola | C3D1EC | 17, 11, 0, 7

A tone of Sky Blue
Calm and tranquillity
Waking up on a sunny day
(Caldas, 2021)

In this context, a mean to empower users to look for the next sunrise after a dark night

Metallic Sunburst | A28329 | 0, 19, 75, 36

Serenety
The colour of the sun
The moment just before sunset
To be used scarcely to avoid tackiness
(Caldas, 2021)

PALETTE GRADIENTS

I decided to create gradients based on the colour palette as the inspiration behind this branding concepts is astronomy and mythology, so I felt like the gradients offer a softer nod to both.

Equallly, there is a trend in design to move away from solid colour and opt for gradients, both soft and bold.

These background gradients can be used on the app, website as well as social media tempaltes background.







MAIN GRADIENT

Uses all the brand colours and aims to paint the moment when the goddess Nox was created, between night and day at the begining of time.

LOG, ICONS & PALETTE IN USE

CHOOSENE CONCEPT









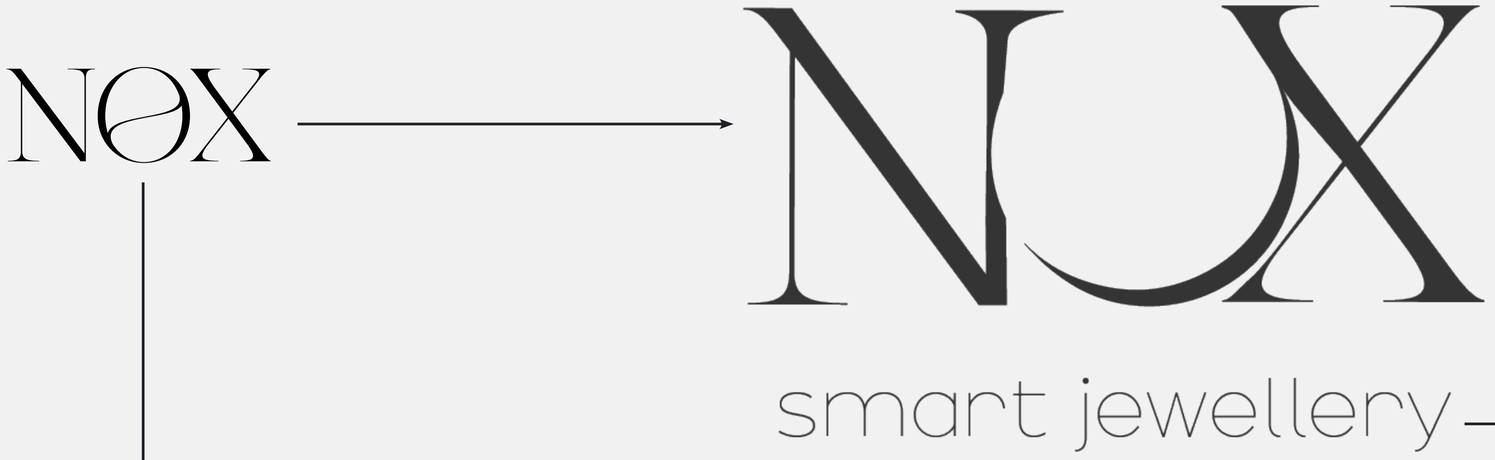






TYPOGRAPHY LOGO

CHOOSENE CONCEPT



Glamy Font is made mainly for short headlines and titles, but it looks great in advertising, vintage mood board, branding, logotypes, packaging, titles, editorial design and modern and vintage design (Creative Market, 2021).

I choose this font for the logo for its Latin feel and customised the tracking as well as the serif to make it bespoke to the brand.
I then worked on the “O” to construct a crescent moon as that was the symbol of the Goodess Nox.

Arbotek is based on the same skeleton as Arboria, but was built with a more radical approach to pure geometric forms. It is unabashedly tectonic; its outspoken letterforms indicate it is meant solely for display use (Fontstand, 2021).

I paired this font to soften the authority imposed by the Serif Glamy, so to make the brand more inclusive and inviting.

TYPOGRAPHY

CHOOSENE CONCEPT

I decided to introduce two differnet fonts for the brand's typography assetts as I felt that Glamy was too imposing and, while geometric and friendly, Arbotek didn't offer the ease of readability that I was looking for when designing for web. Particularly when thinking about long form concent. such as explaining how the ring works on the website and walking the audience through its configuration and features.



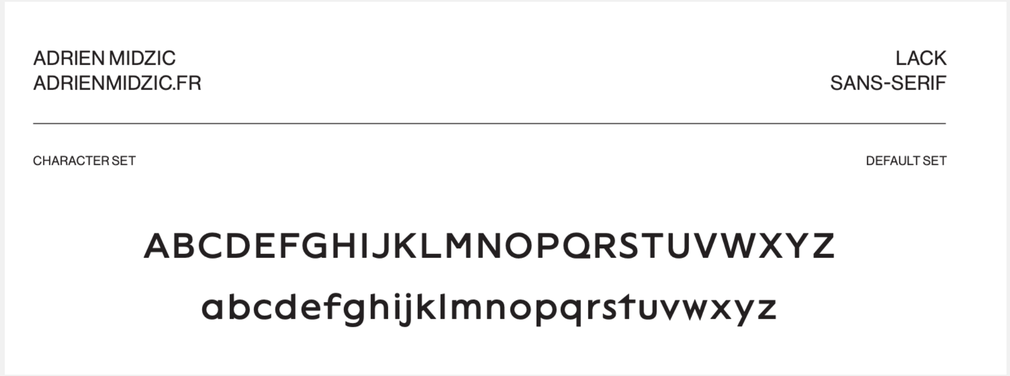
TYPOGRAPHY | HEADERS/TITLES

CHOOSENE CONCEPT

VTFLack is a brave, contemporary and experimental typeface and comes in a single weight with its Italic. It works well as a display typeface, but is also designed to perform in all kind of texts sizes and offeres 3 differents stylistics sets!

It was originally created by Adrien Midzic in 2013 and then later reworked for several graphic domains and not only for experimental creations. (Velvetyne, 2021)

I choose this font for titles and headers because it still offers some character, while optimising readability.





TYPOGRAPHY | MAIN BODY

Quicksand Light is a display sans serif with rounded terminals. The project was initiated by Andrew Paglinawan in 2008 using geometric shapes as a core foundation. It is designed for display purposes but kept legible enough to use in small sizes as well. In 2016, in collaboration with Andrew, it was thoroughly revised by Thomas Jockin to improve the quality. In 2019, Mirko Velimirovic converted the family into a variable font. (Paglinawan, 2021)

I choose this font for its friendly, modern and easy to read geometric style.

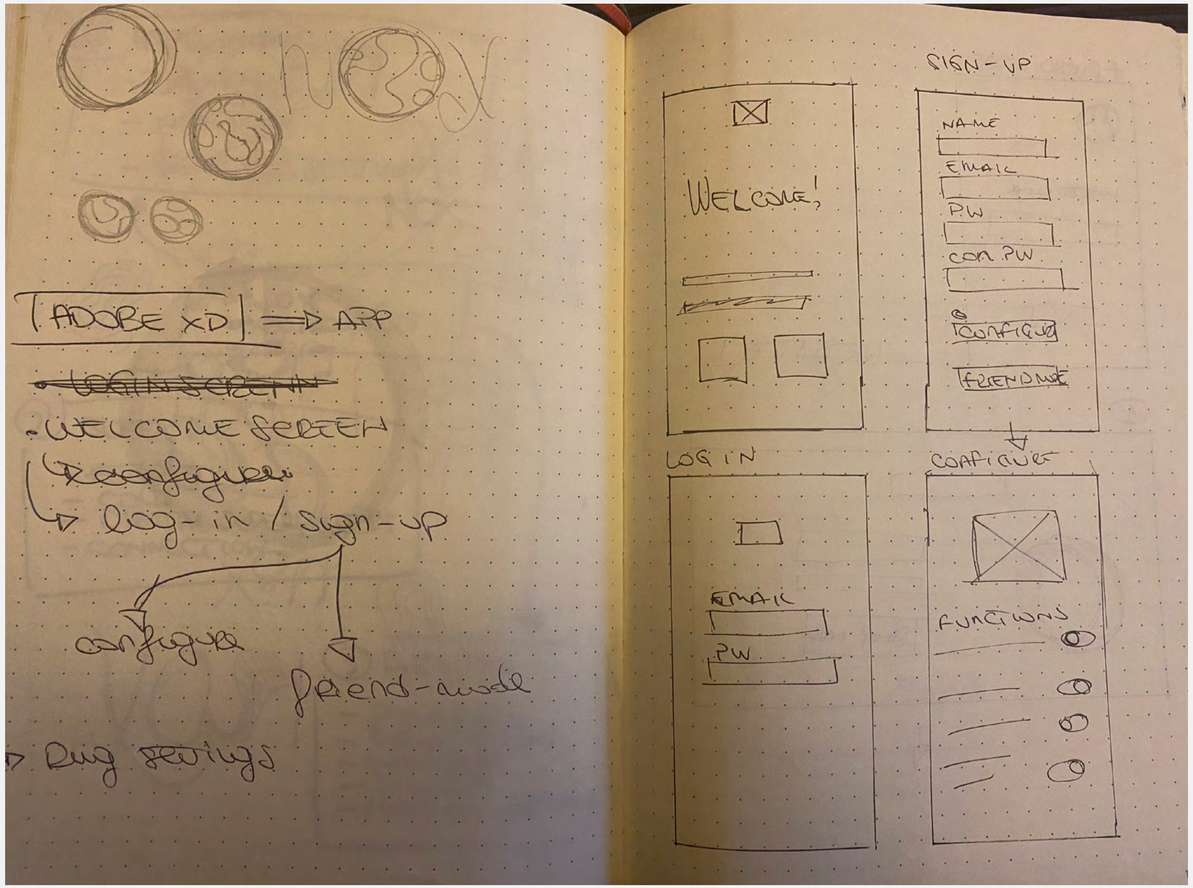
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

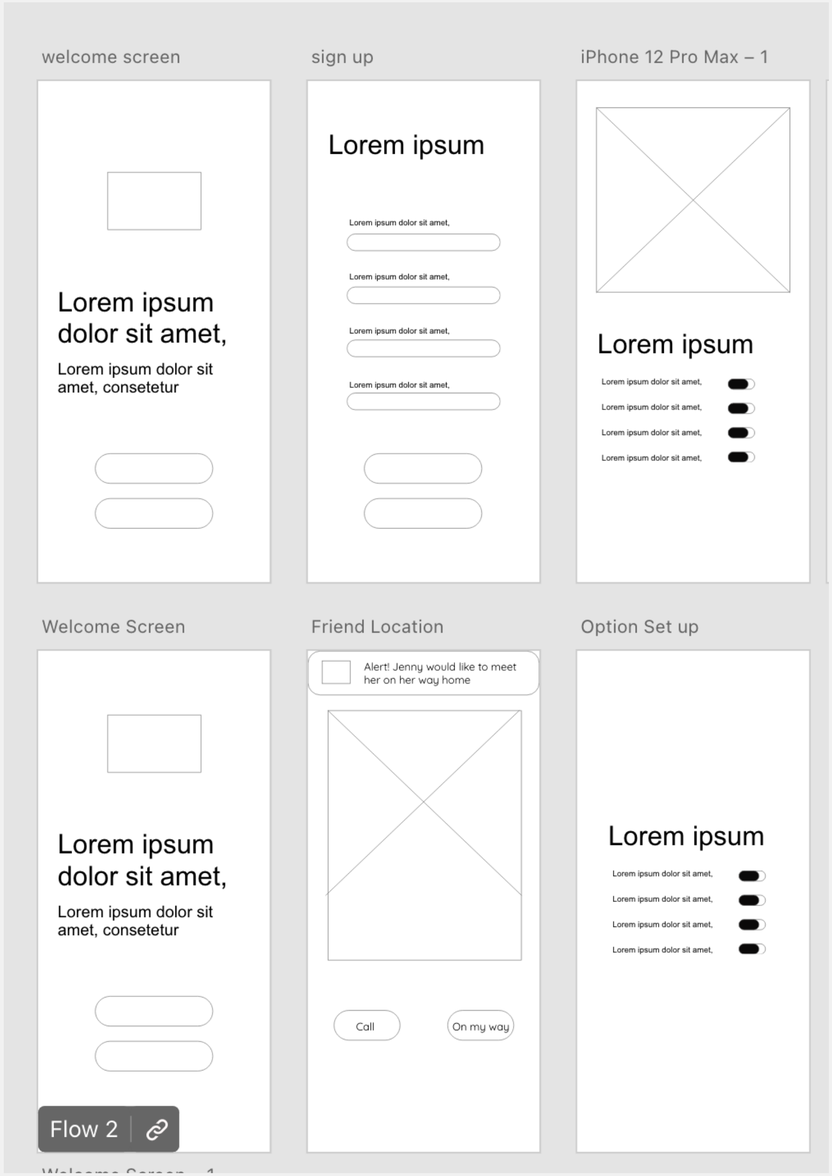
123456789



APP | WIREFRAMES

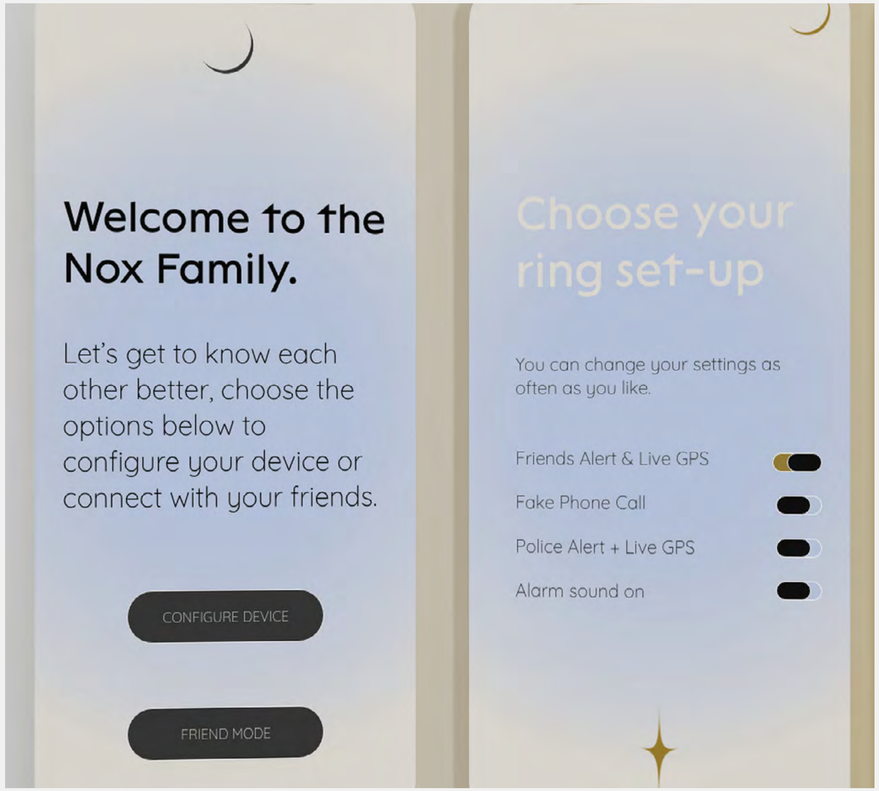
CHOOSENE CONCEPT

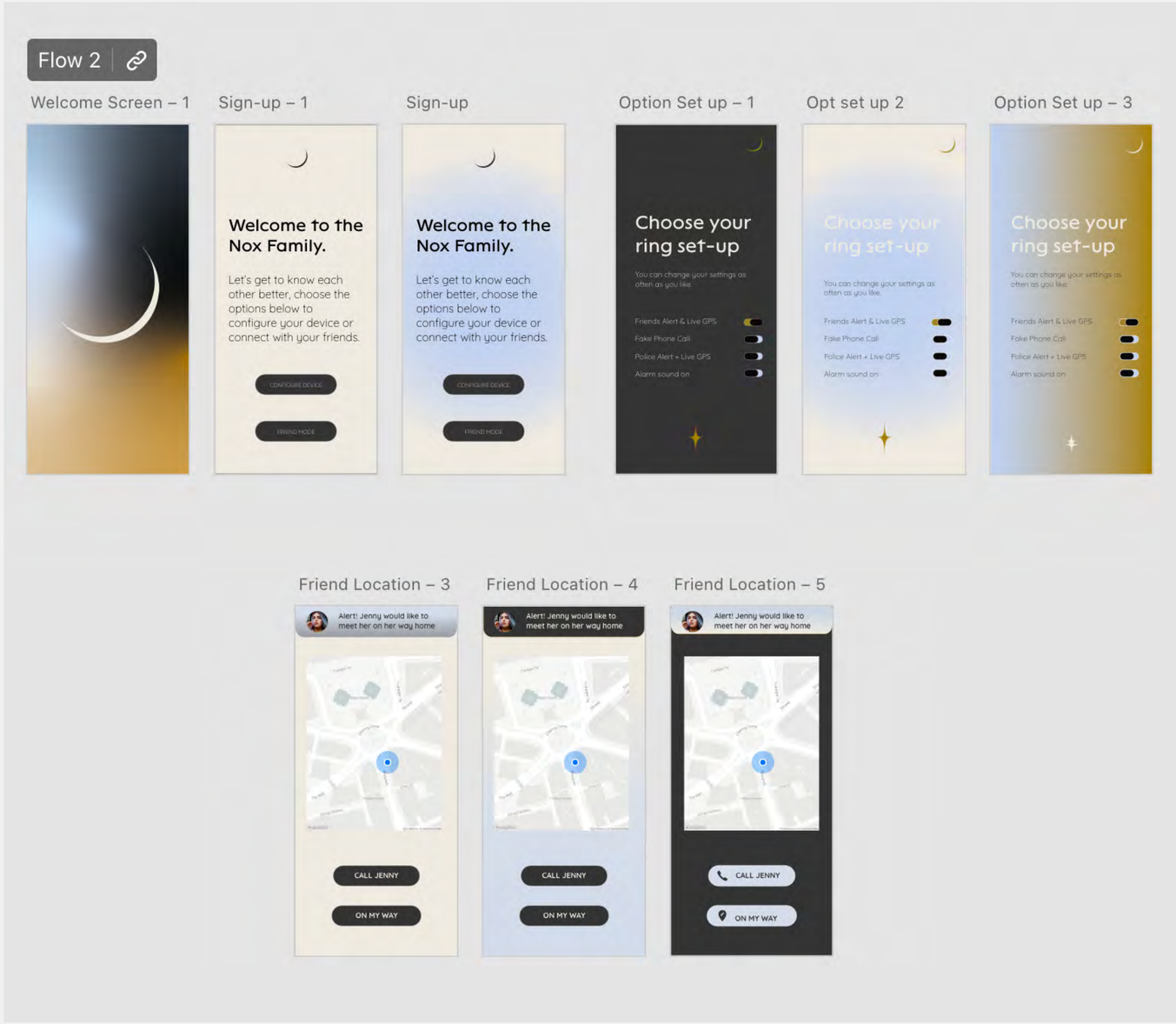




APP

Testing out the colour palette and font pairings on Adobe XD.

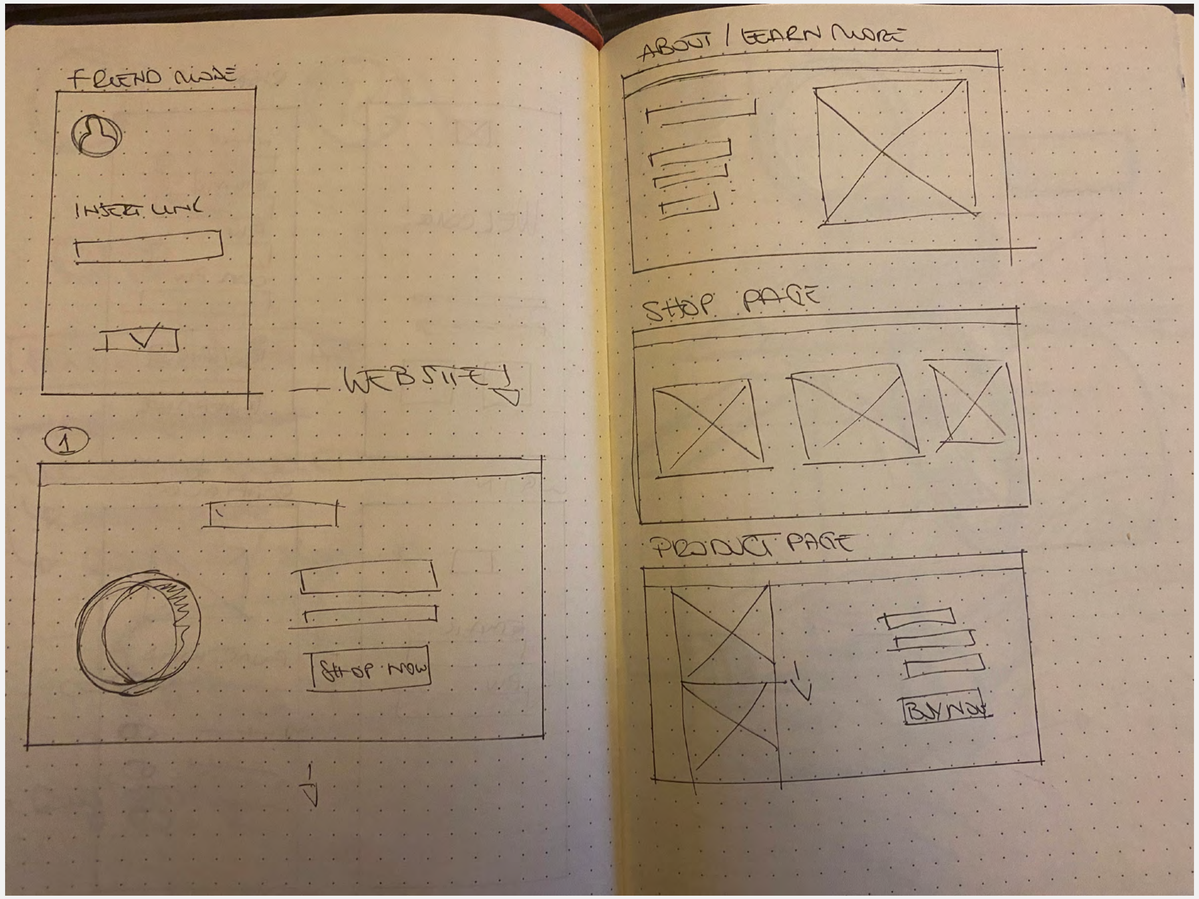


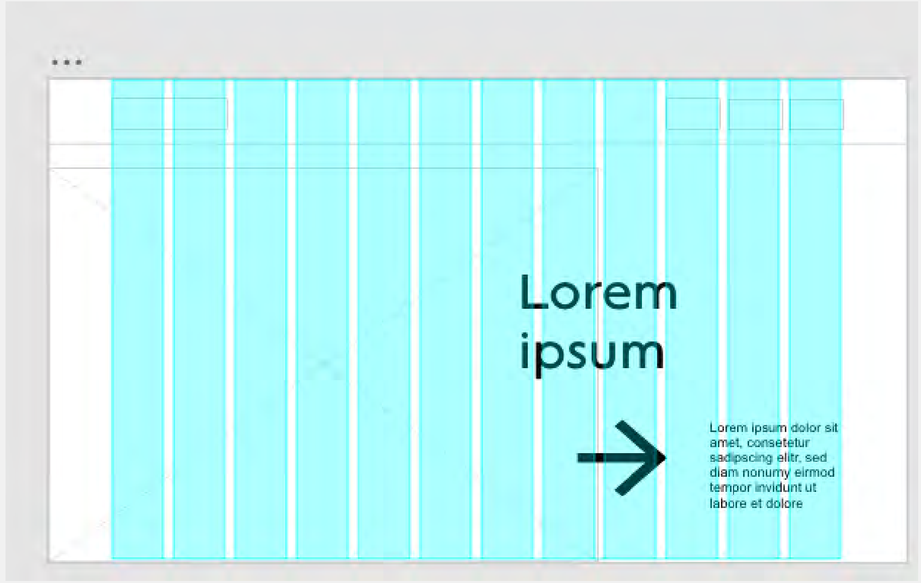


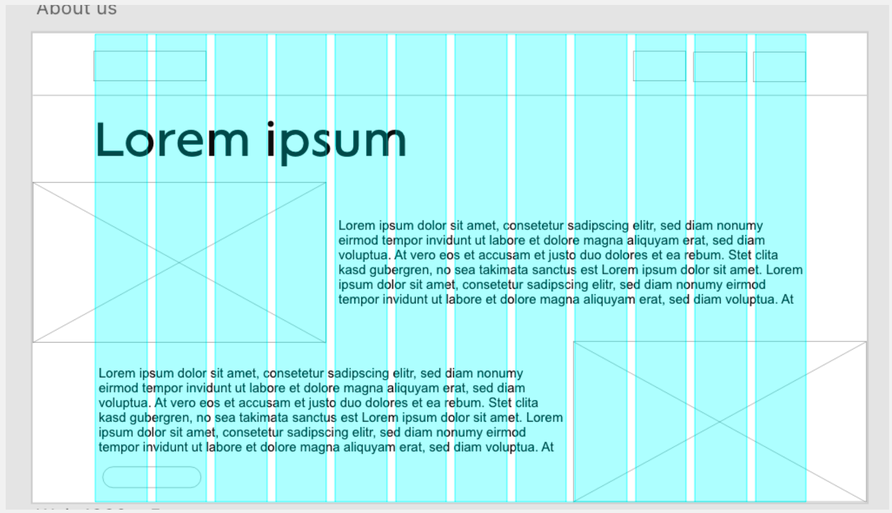
APP


Choose your ring set-up
You can change your settings as often as you like.
Friends Alert & Live GPS
Fake Phone Call
Police Alert + Live GPS
Alarm sound on
meet her on her way home
CALL JENNY
ON MY WAY

WEBSITE | WIREFRAMES







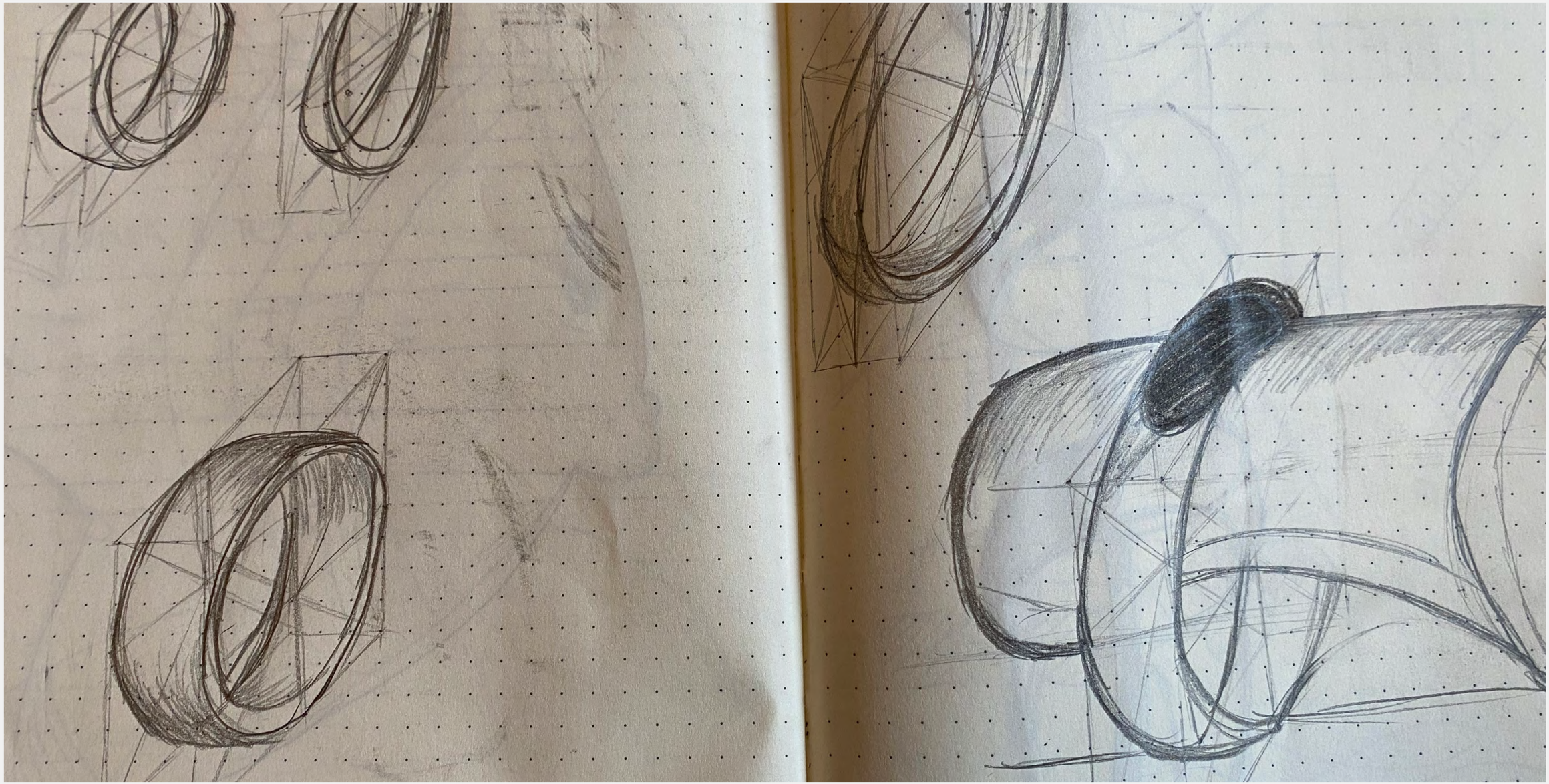
WEBSITE | MOCK UP

CHOOSENE CONCEPT

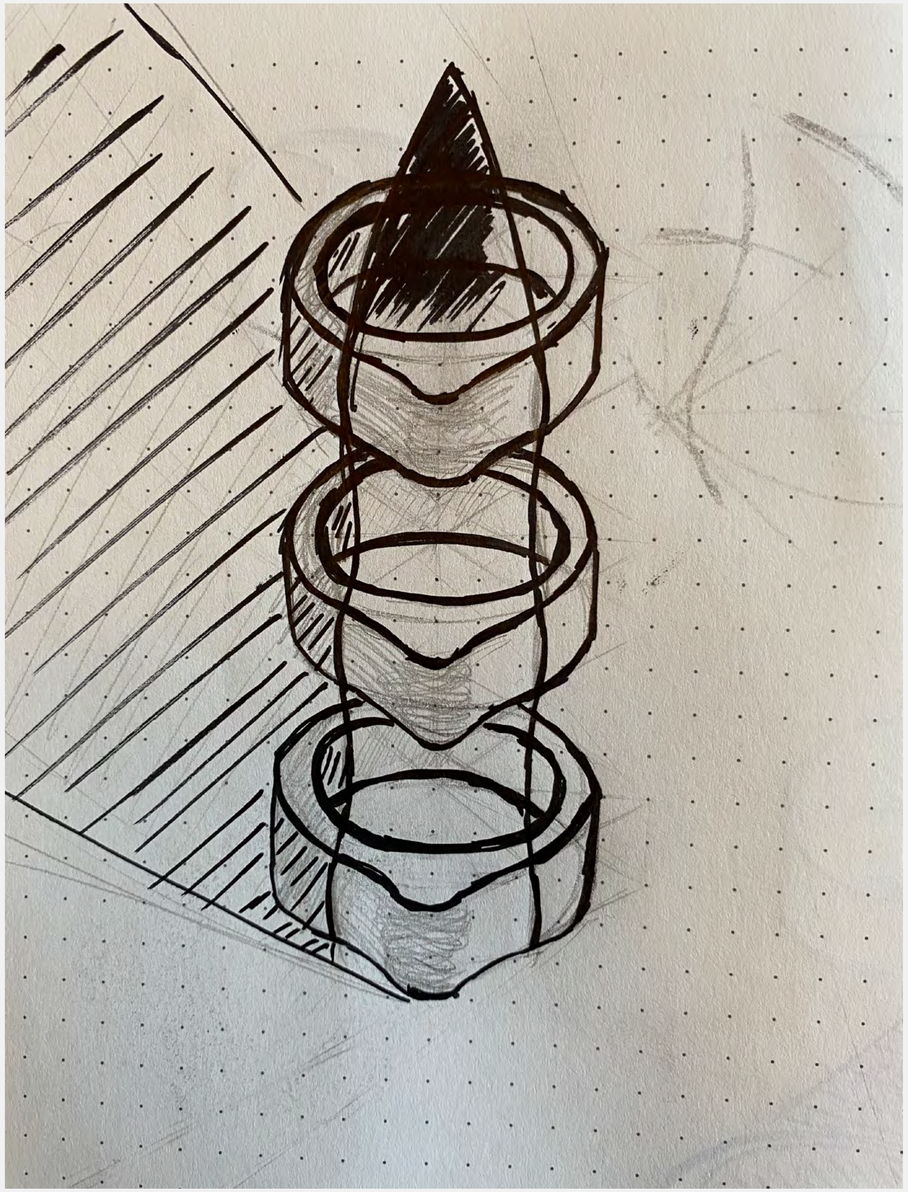


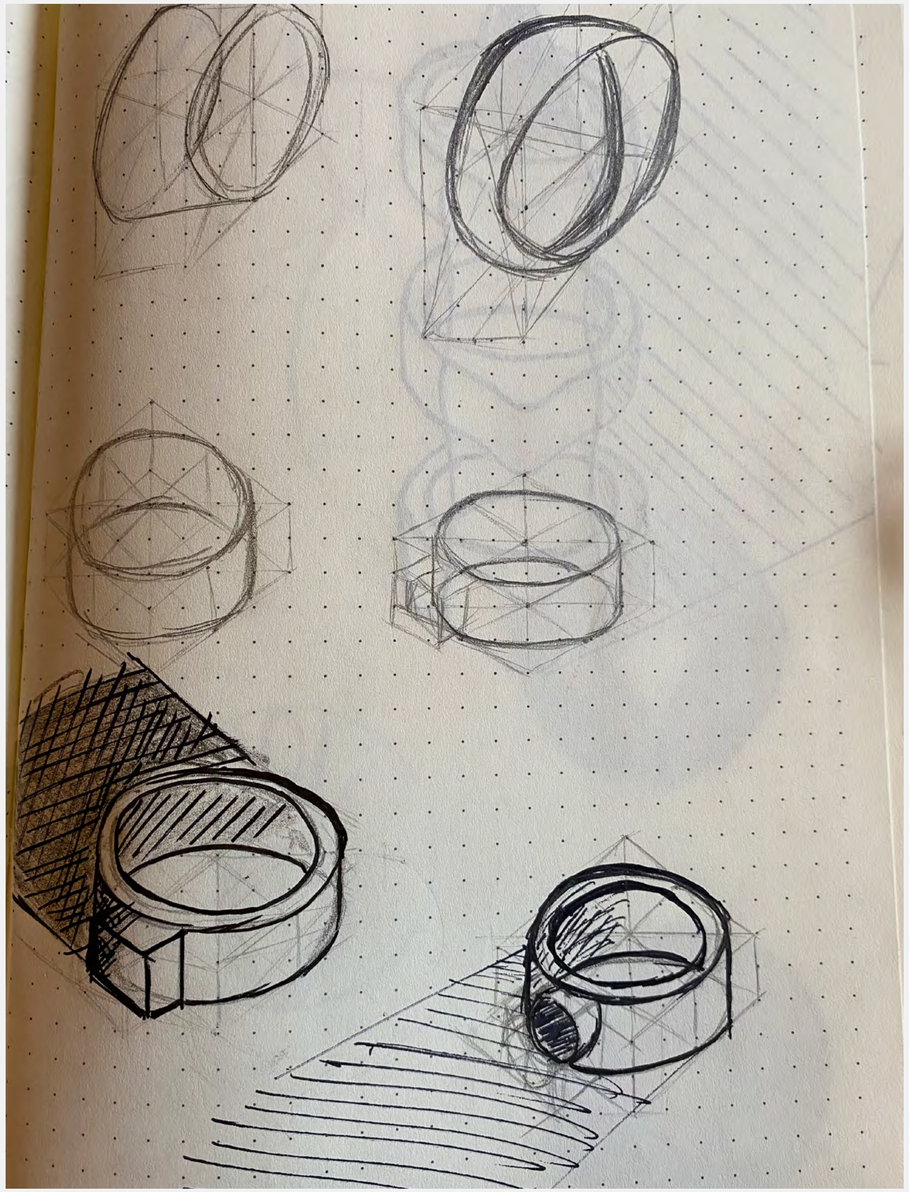
PRODUCT DEVELOPMENT

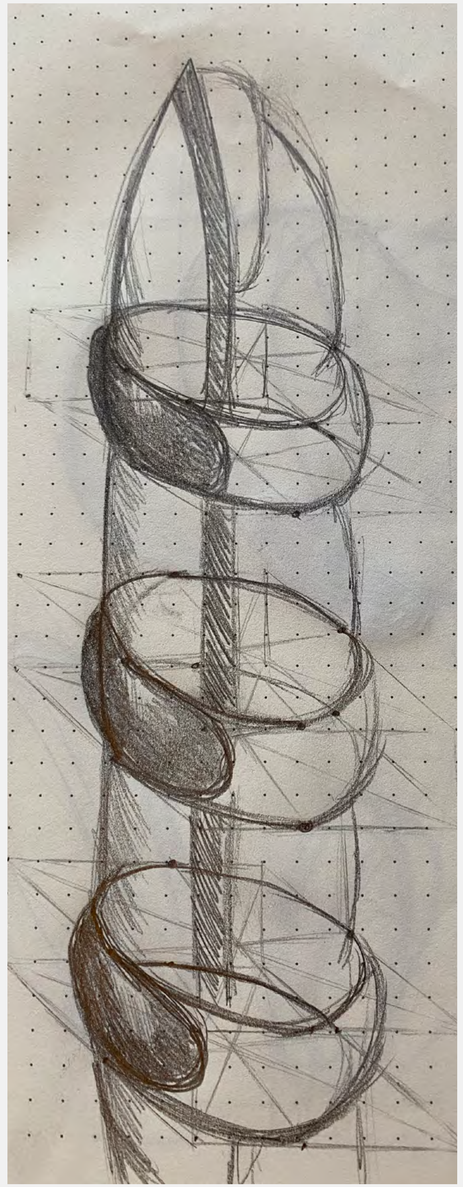
INITIAL SKETCHES



INITIAL SKETCHES







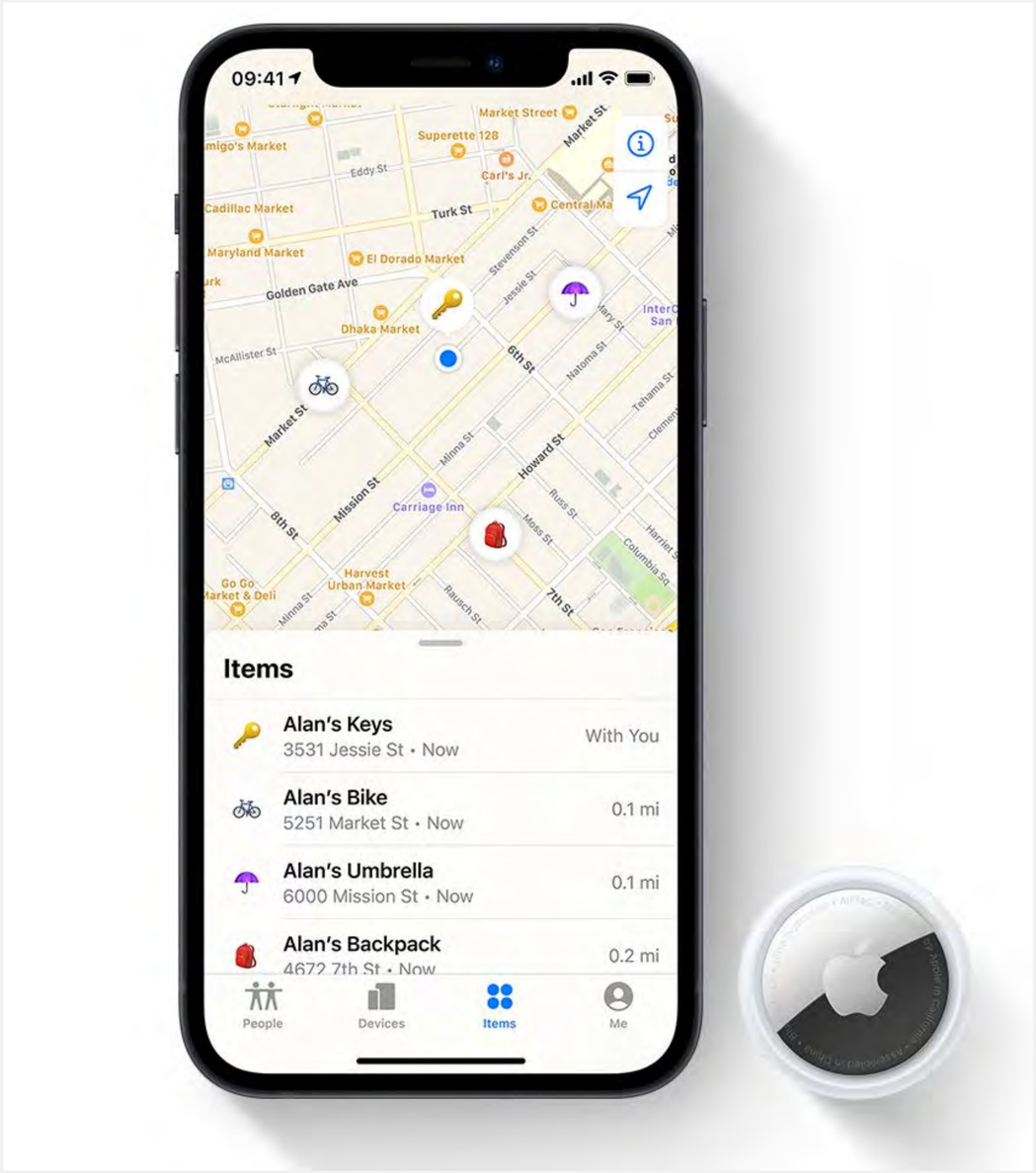
SIMILAR TECHNOLOGIES

AirTag is an easy way to keep track of your stuff. Attach one to your keys, slip another one in your backpack. And just like that, they’re on your radar in the Find My app. AirTag has your back (Apple, 2021).

APPLE AIR TAG

FEATURES:
- GPS tracking
- Alarm sound if moved far away from linked device

COST:
£29



SIMILAR TECHNOLOGIES





While there are more accessible options in terms of keyrings trackers, Apple's Airtag represents that smallest of its kind on the market. Since I am trying to pack a quite hefty technology into a tiny ring, I thought it would make a great case study.

AirTag features 3-volt CR2032 coin cell lithium battery, with lifetime of roughly 1 year. They have been speculations that apple will later introduce wireless rechargin batteries, but so far this is the first Apple product that uses replaceable batterires (Goldheart, 2021).

SIMILAR TECHNOLOGIES



Board 1.1:
- 3-axis accelerometer
- battery contact pins
- voice coil solder points connected to magnet
(Goldheart, 2021)



Board 1.2:
- gilded plastic antenna frame for data transmission
(Goldheart, 2021)



Board 1.3:
- ultra-wideband transceiver
- bluetooth low-energy SoC w/NFC
- GigaDevice GD25LE32D 32 Mb
- Texas Instruments TLV9001 1-MHz, rail-to-rail I/O operational amplifier
- ON Semiconductor FPF2487 over-voltage protection load switch
- Texas Instruments TPS62746 300 mA DC-DC buck converter
(Goldheart, 2021)

SIMILAR TECHNOLOGIES

The Oura Ring is a health tracker that's unlike just about any other wearable with a similar purpose. It's a ring that's virtually indistinguishable from an actual ring without any smart features, available in a couple of different designs and multiple finishes. The Ring has sensors located on the inside surface, but these barely add to its overall thickness and are totally hidden when the ring is worn (Etherington, 2020).

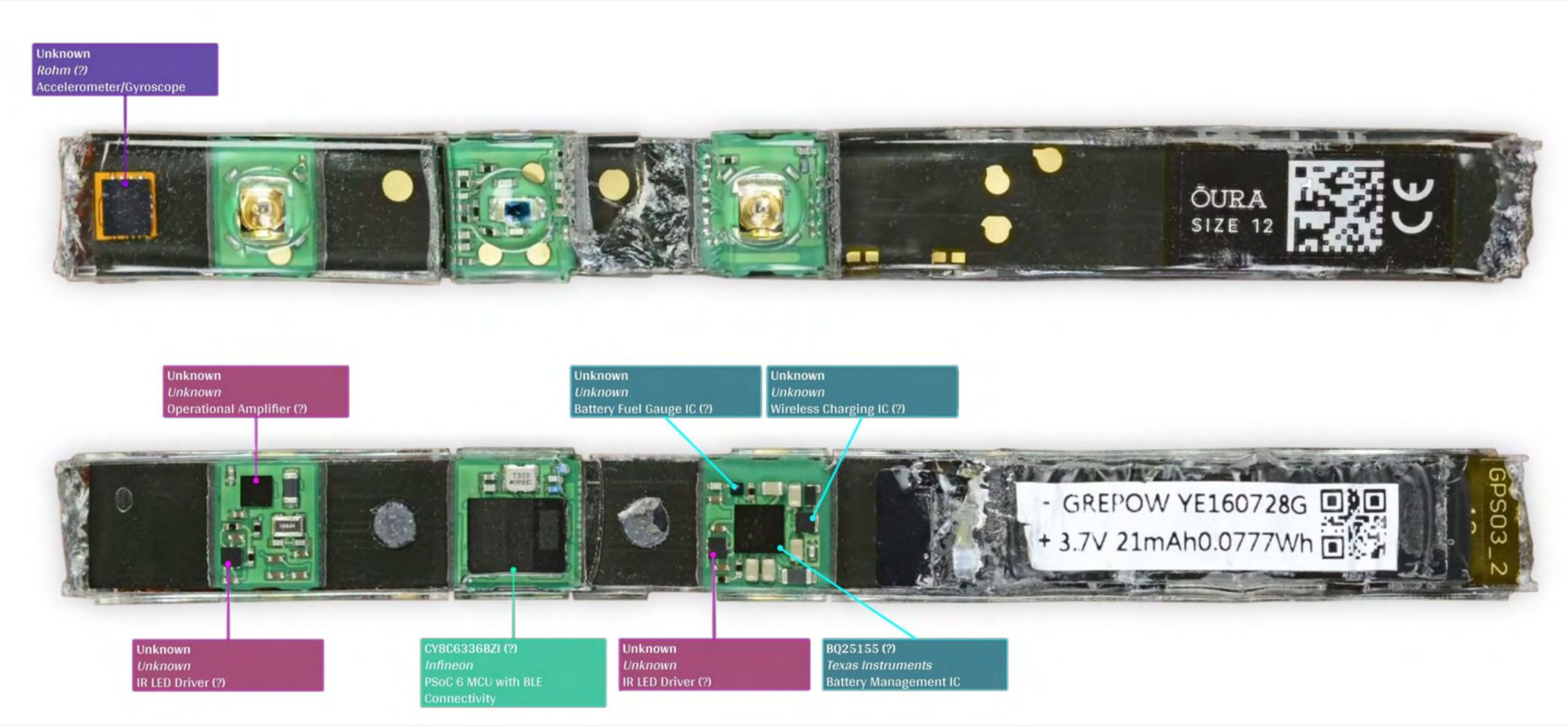
OURA RING

FEATURES:
- Heart rate monitoring
- Sleep analysis
- Activity monitoring (GPS)
- Body temperature/cycle monitoring
- Future prediction based on activity and AI learning
- Guided meditation via app
- Health reporting based on these analytics

COST:
£255 - £850 (depending on the finishings)



SIMILAR TECHNOLOGIES



(ifixit, 2020)

SIMILAR TECHNOLOGIES



(ifixit, 2020)



(ifixit, 2020)

OURA RING

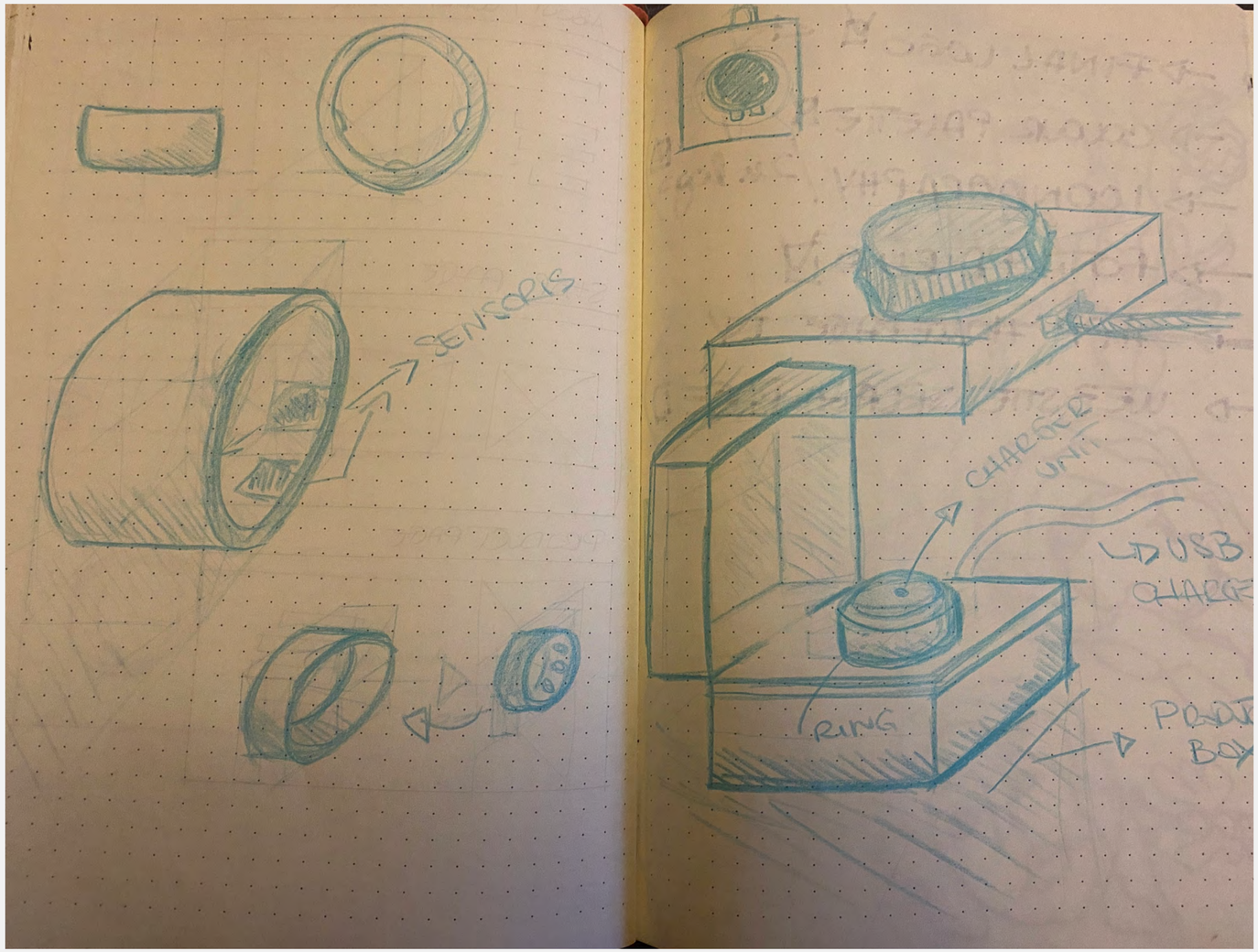
The Oura Ring has a built-in wireless chargeable battery that lasts between 4-7 days depending on the usage.
Charging takes between 20 to 80 mins and it’s recommended to never let your ring go below 40% charge for optimal results and longer battery

KEY LEARNINGS

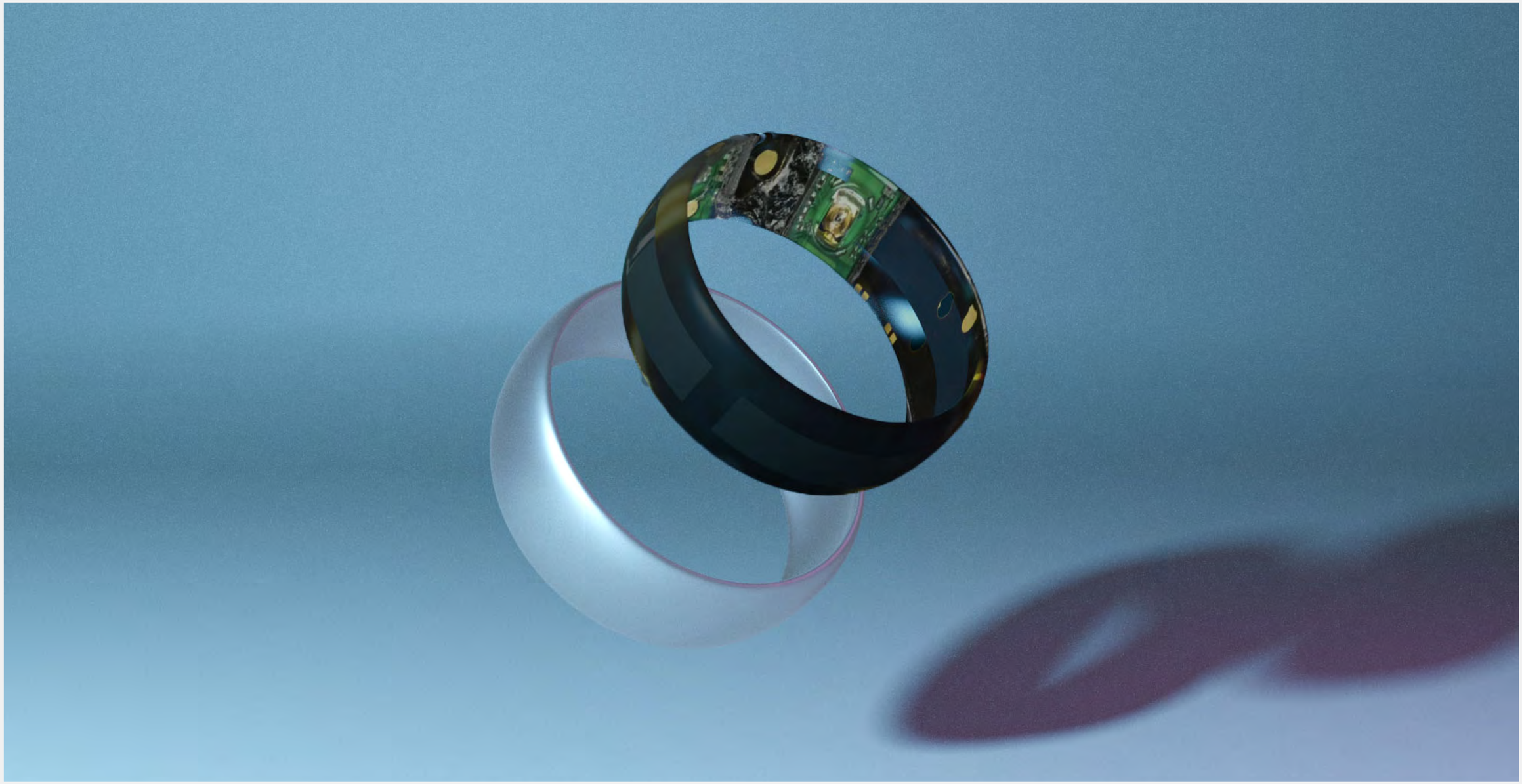
- A wireless chargeable battery would suit the user experience
- Charging dock should be in the box itself to minimise material waste as well as not attracting attention

Given that the Oura ring battery lasts to 4-7 days, but the ring is on constantly, how much longer can the NOX ring go without charging?

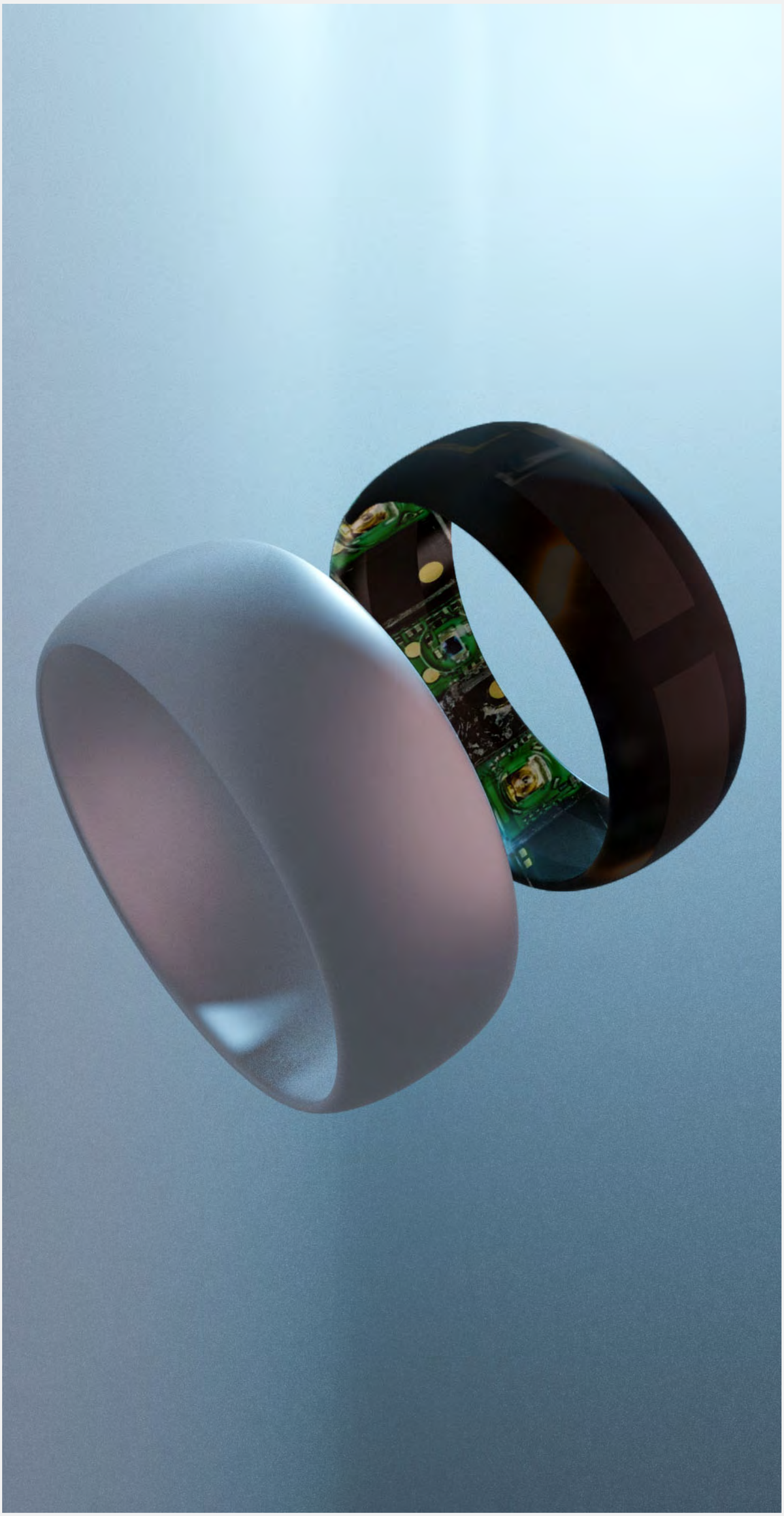
How can this be improved even more to give the overall product a longer shelf life?



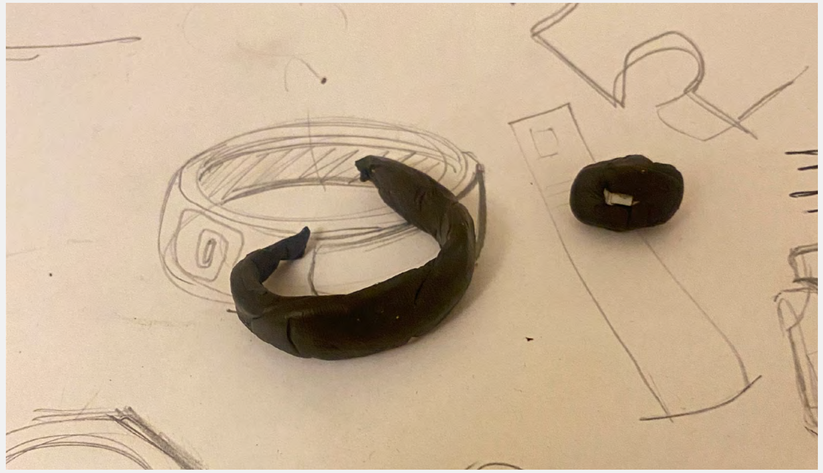
PROTOTYPING

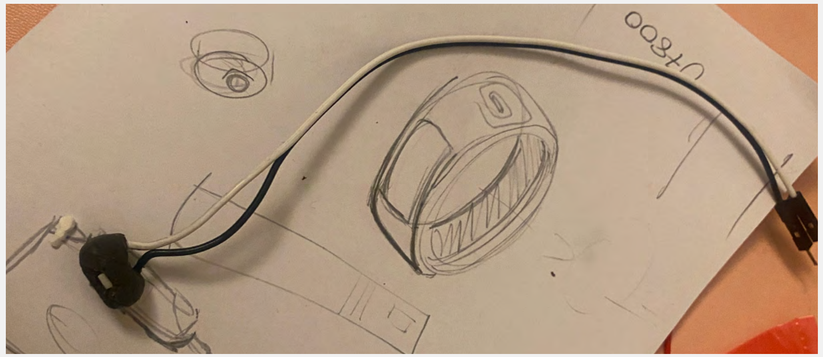


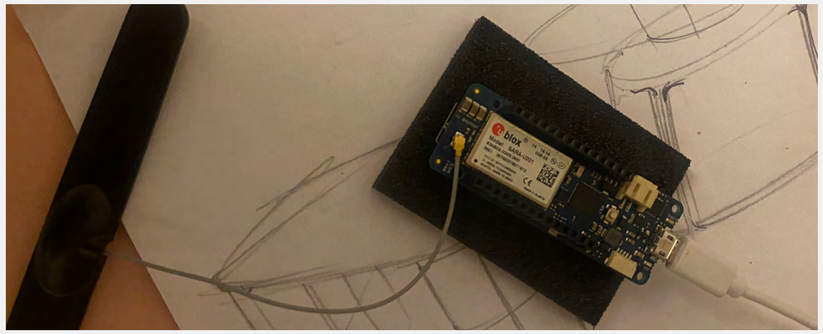
3D MODELLING



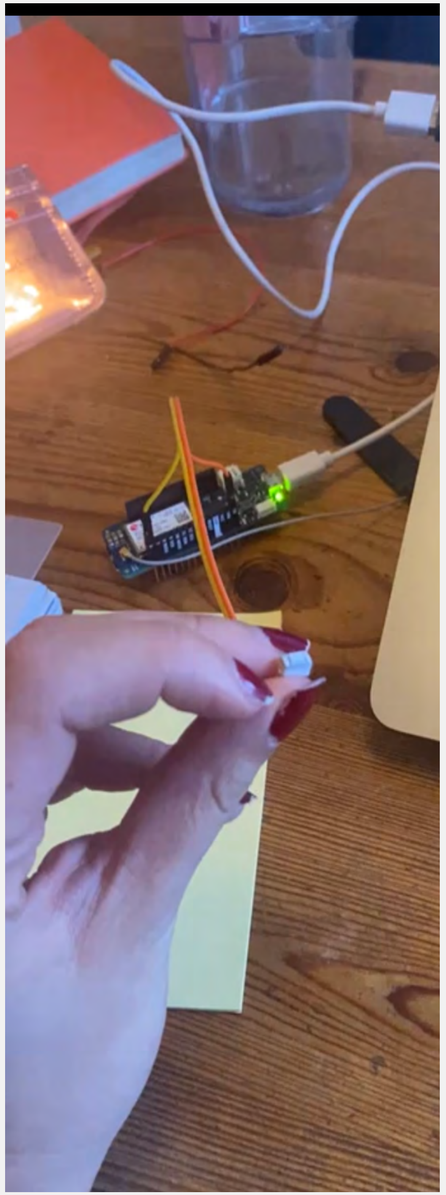
PHYSICAL PROTOTYPING

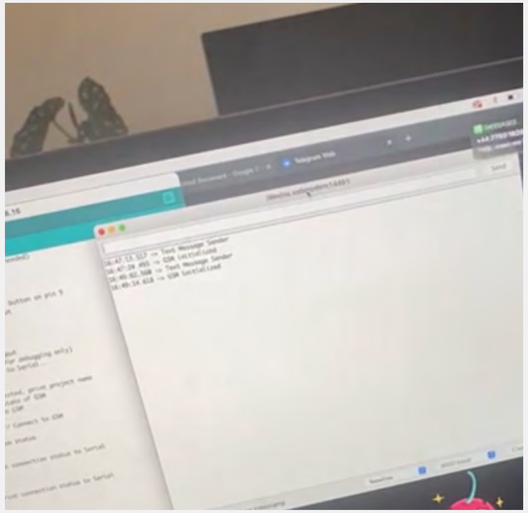


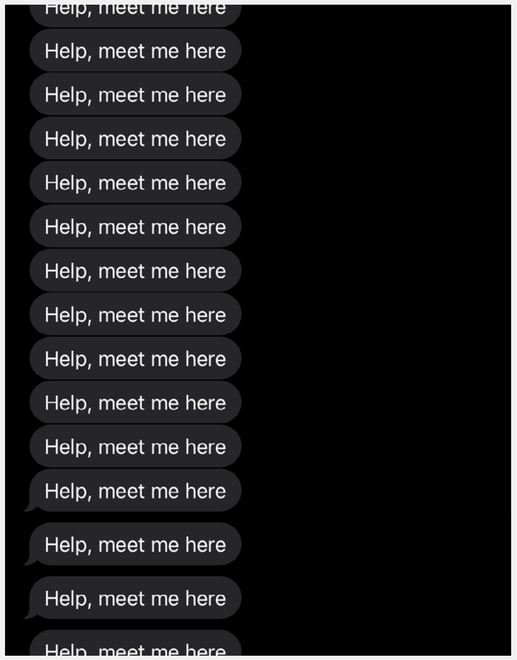










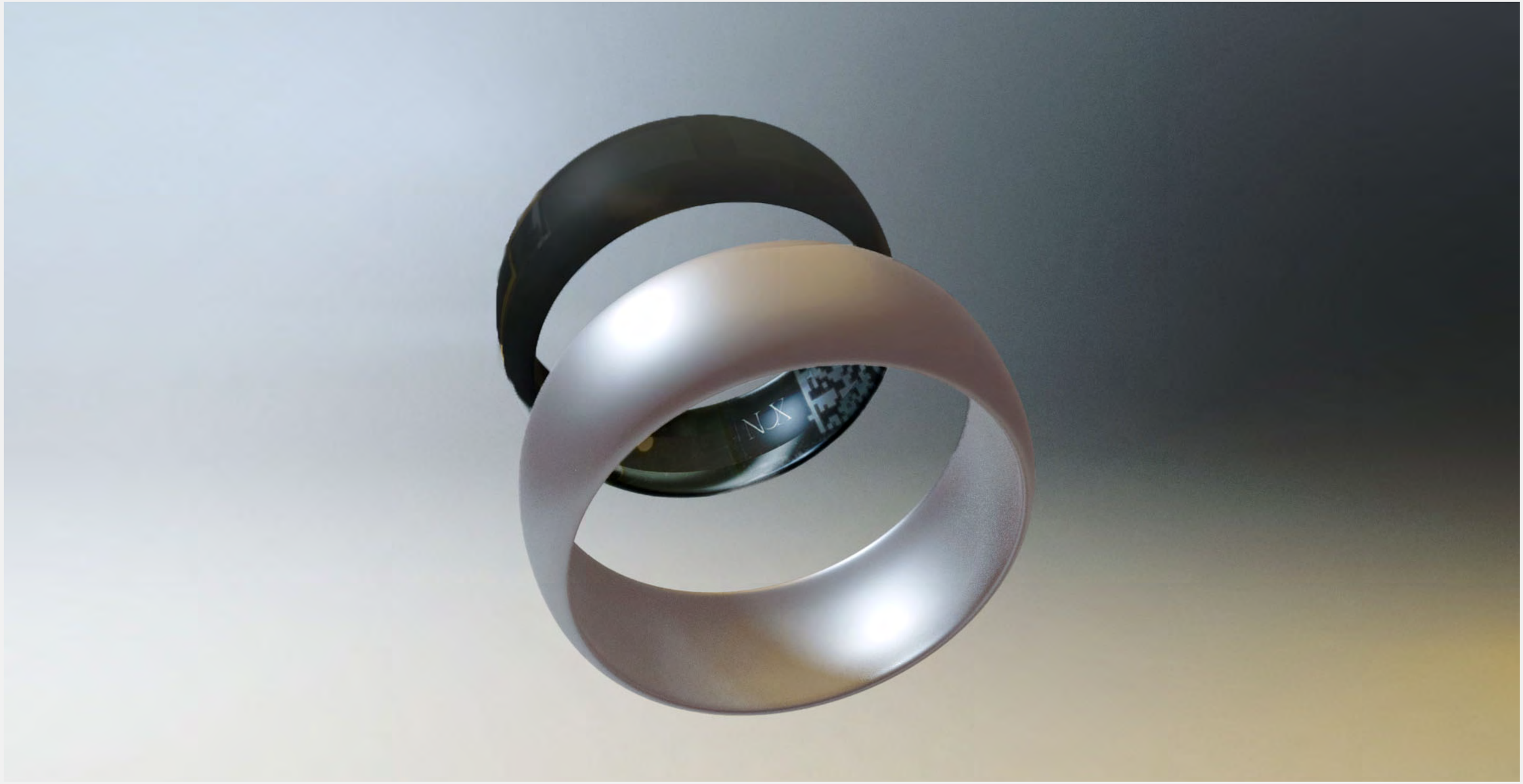


FINAL VISUALS AND PROMOTION STRATEGY

PACKAGING



PRODUCT VISUALISATION



BUSINESS CARDS



PRINTED AD


NUX
smart jewellery
What if a ring could
keep you connected
with your loved ones?


NUX
smart jewellery
always on hand when needed.



SOCIAL MEDIA STRATEGY

Clean image displaying people with different lifestyles
Using colour palette gradients as adjustment layers to make it more cohesive

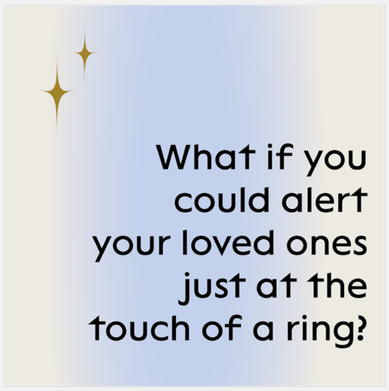


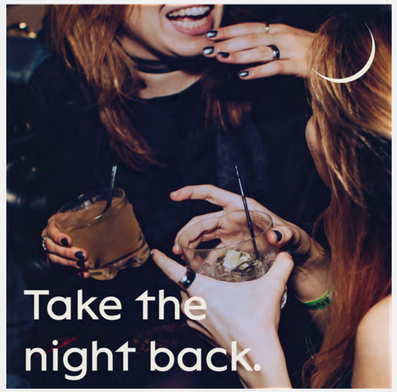


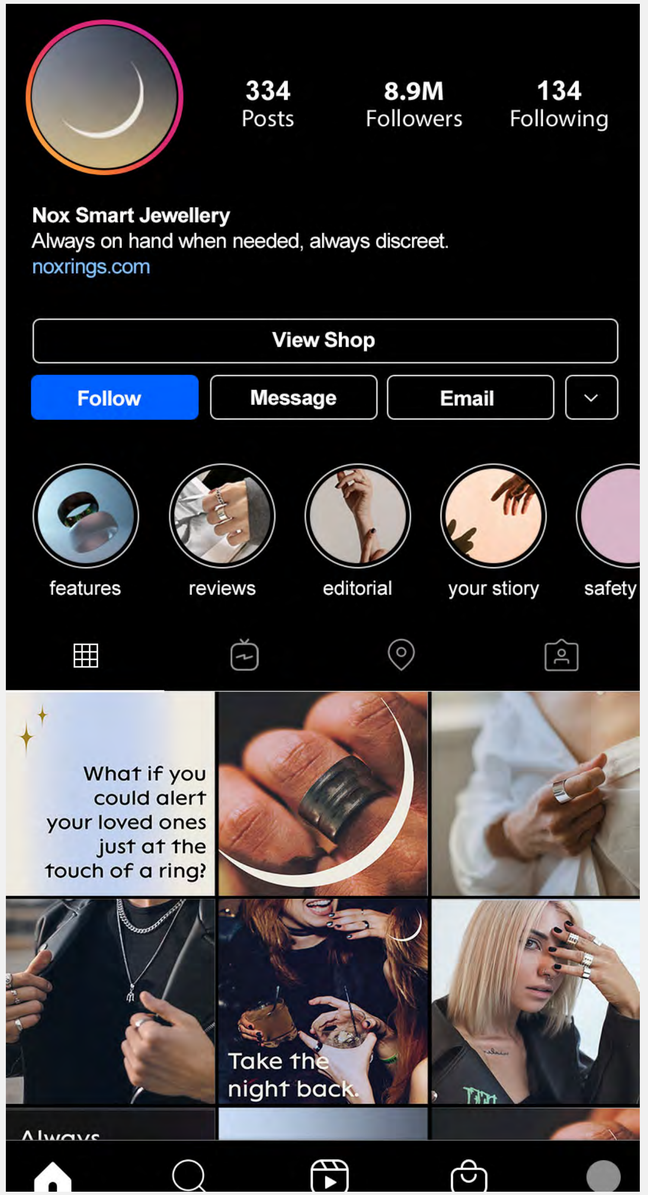


As well as type-lead posts with strap lines/features about the ring









POP UP SHOP WINDOW APPLICATION



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