

# BRANDING

## TASK:

PICK A BRAND AND DESIGN  
A PRODUCT MATCHING THAT  
BRAND'S VBL.

PRODUCT MUST HAVE A  
DIGITAL INTERFACE.

DURATION: 2 WEEKS



Introducing Cam

Baby and Home Monitoring



listening



thinking



replying



speaking

# PROBLEM:

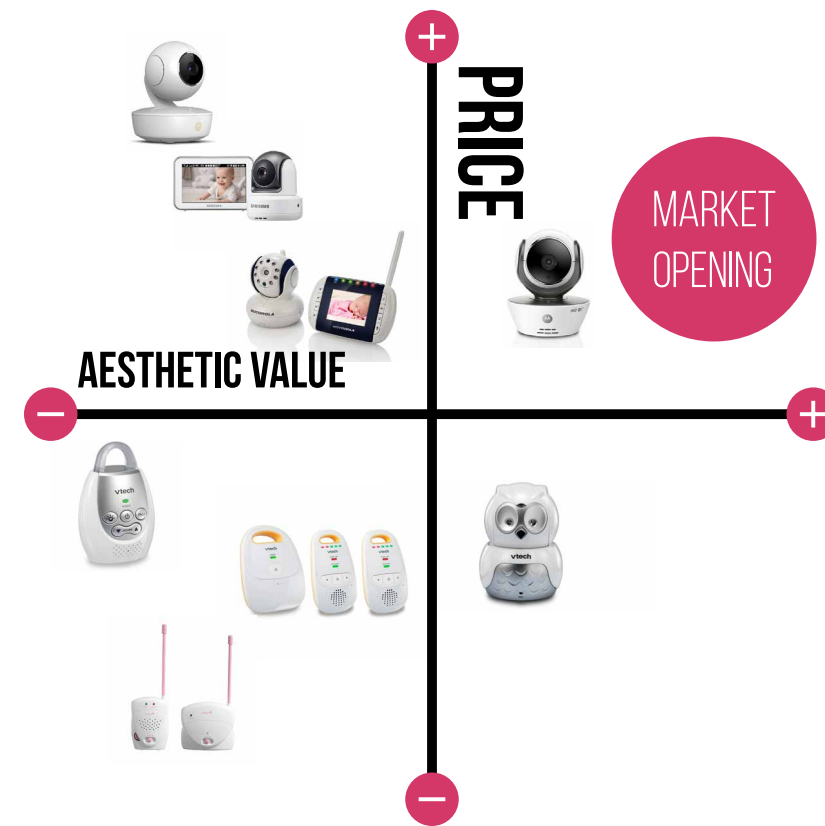
AVERAGE SHELF LIFE

CHILDREN OUTGROW MOST BABY MONITOR AESTHETICS WITHIN 10 MONTHS.

11 MONTHS



CONCEPTS WITHOUT A SPECIFIC INFANCY AESTHETIC LOOK INTIMIDATING.

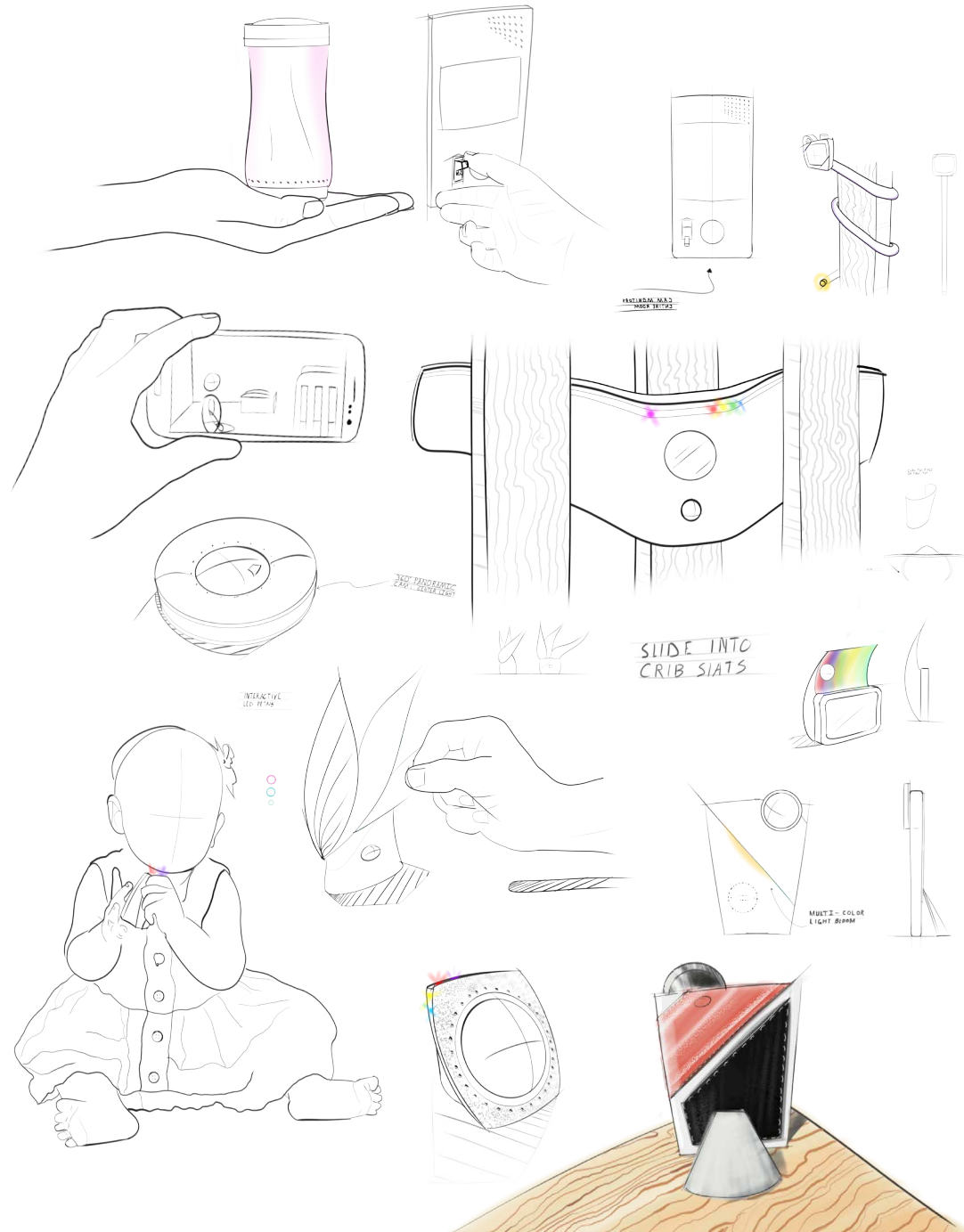


# OPPORTUNITY:

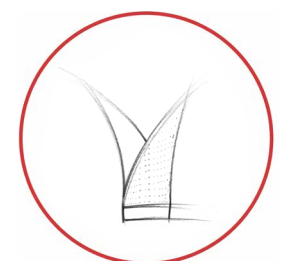
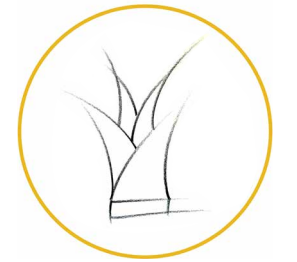
- Use a baby monitor as a home monitor long after the first 11 months.
- Focus: growing with the child.



BRAND ELEGANCE IN CLEANLINESS



AESTHETIC DEVELOPMENT: CHOOSING TO USE BUDDING PLANTS TO SYMBOLIZE GROWTH WITHIN A REFINED FORM.





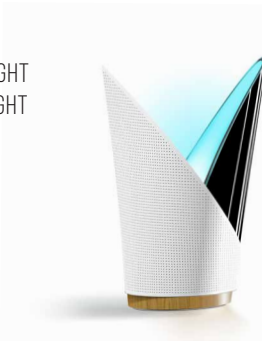
CAMERA



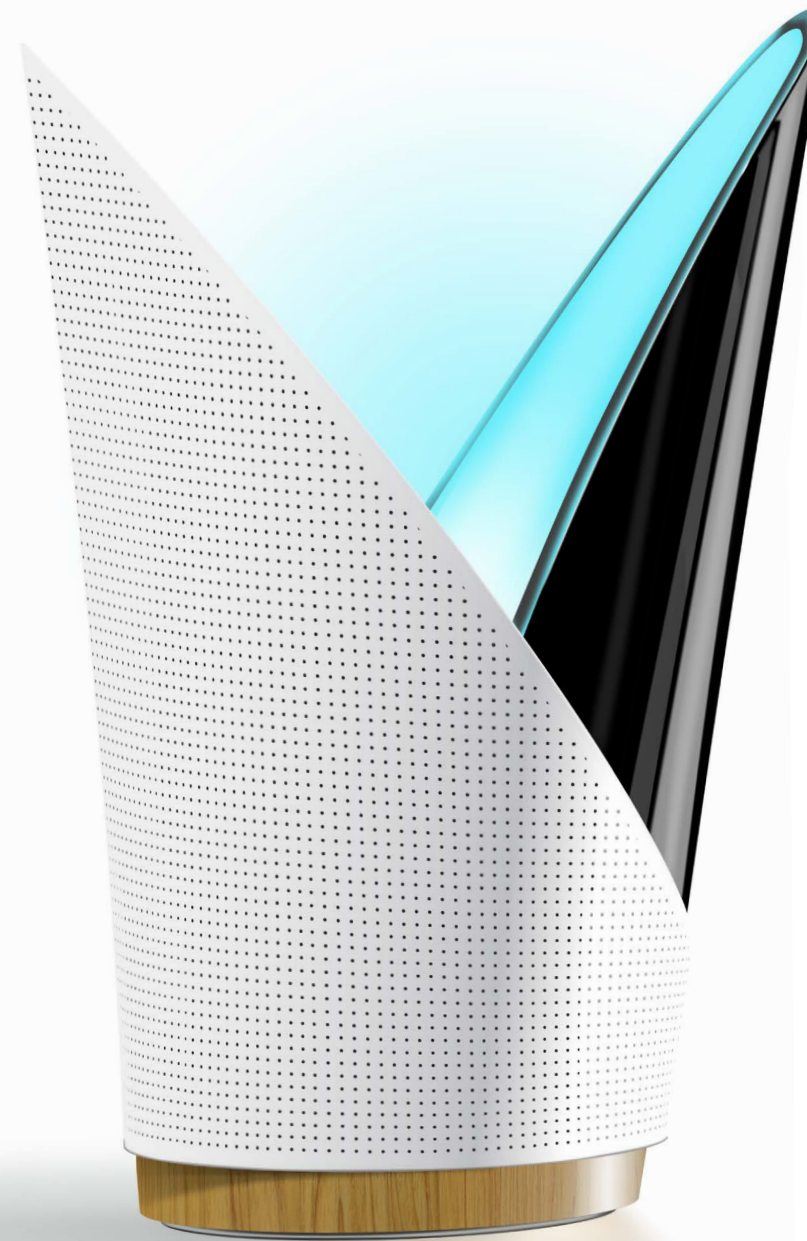
SPEAKER



NIGHT  
LIGHT



Cam



by Google