



EVERDREAM

CASE STUDY 02
KATE JIE YU



CONCEPT

Overview
Rationale

RESEARCH

Research
Competitors
Competitive Analysis
Target Audience
Persona

APP

Card Sorting
Userflow
Wireflow
User Testing
App Sketch
Wireframe
Layout Design

Prototype
Iconography
Sitemap

BRAND

Moodboard
Typography
Color
Logo
Ui Elements
Projector

MARKETING

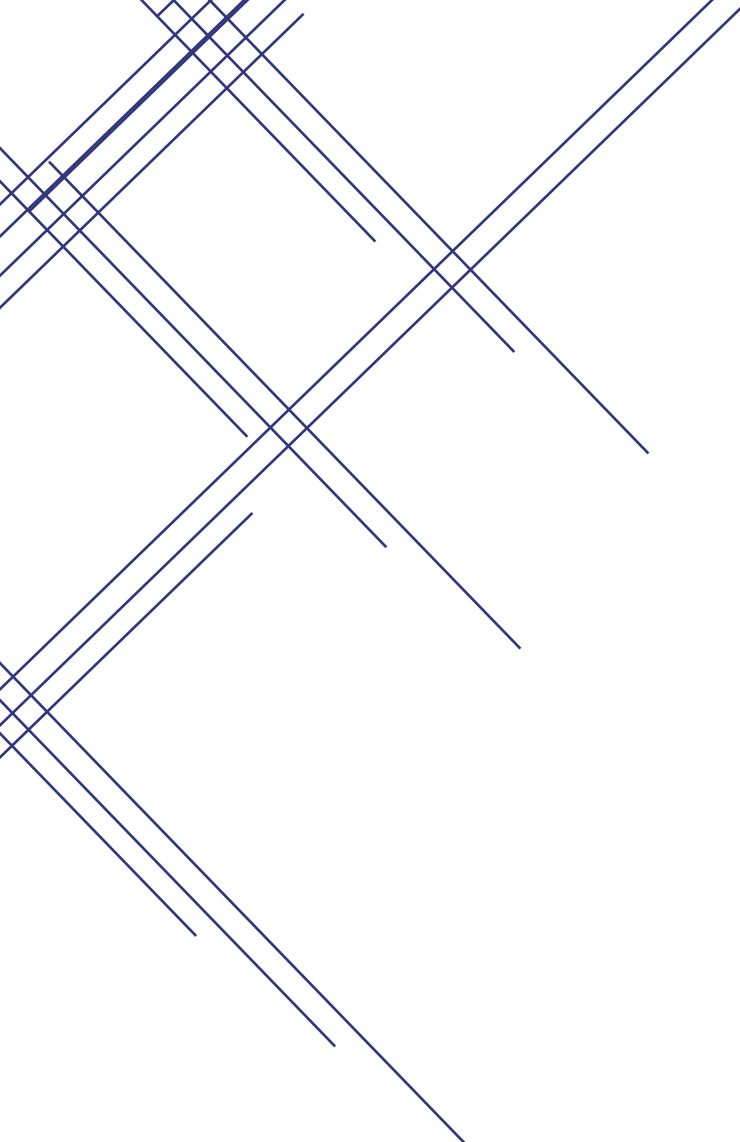
Website
Facebook & Twitter
Blog Website
Email Champine

PRODUCT SHOTS

Mockup

A series of thin, dark blue lines crisscrossing in the top-left corner of the page, creating a grid-like pattern.

CONCEPT



This is a product with a 360 degree projector and a connect app. The 360 degree projector needs to be installed on the top of the roof and projector is projected on the wall. The app connects with the projector and picks the environment the user wants on the wall. The user may just be at home, but they can be transported anywhere they'd like to be. They can pick the right scenario, music and sound for their mood.

What

Busy people need to take a break. Let people know different culture. Make people a money less trip. Give people a peaceful space to calm down.

How

To bring people what they want in life by using a 360 degree projector and connecting with a smart phone to play different scenarios on the wall with picked music and sounds.

Why

Stress down from work, No time to explore the world and different culture. No enough money to go far for a trip. No peaceful environment to change mind.

How is this unique?

This is a product with a 360 degree projector and a connect app. The 360 degree projector needs to be installed on the top of the roof and projector is projected on the wall. The app connects with the projector and picks the environment the user wants on the wall. The user may just be at home, but they can be transported anywhere they'd like to be. They can pick the right scenario, music and sound for their mood.

How does it help?

- Reduce stress from daily life
- Save the money from the trip
- Create a ideal environment
- Be relax anytime
- Be flexible to control the scenario



RESEARCH

How many Americans feel stressful?



64% Americans feel stressful in urban



45% Americans feel stressful in suburban



33% Americans feel stressful in rural

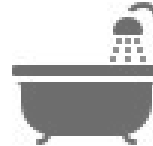
“More than three-fourths who say stress interferes with their work say it carries over to their personal life...” - ADAA Workplace Stress & Anxiety Disorders Survey

Most Americans are suffering from moderate to high stress, with 44 percent reporting that their stress levels have increased over the past five years. Concerns about money, work and the economy top the list of most frequently cited sources of stress. Fears about job stability are on the rise, with 49 percent of respondents citing such fears as a source of stress — up from 44 percent last year.

The 7 most powerful ways to lower stress



Mindfulness Practice



Take A Recovery Bath



Take Adaptogens



Drink Bone Broth



Reduce Oxidative Stress



Walk In Nature



Optimize Your Sleep



MOTIONMAGIX™ INTERACTIVE WALL AND FLOOR

MotionMagix™ by TouchMagix is the next generation gesture tracking platform with endless possibilities. Use this technology to create large Interactive Wall and Interactive Floor surfaces with projection or any other display technology. With state of the art sensor and built-in computer loaded with advanced gesture tracking software, it is compact as well as powerful.

CON:

It just can post it on wall or floor. It is not a 360 degree's product.

It doesn't not have a sound with.

It is just for kids.



INTERACTIVE 3D ART MUSEUM IN PHILIPPINES

Many museums are really hostile towards people using cameras. Not this one, though – Manila’s Art in Island encourages people to take a step into their 3D paintings and take pictures to their heart’s content.

CON:

It is a 3D painting on wall.

It cannot be last long.

The Wall 3D can not change as much as the users want.

It is hard to update the environment.

MOTIONMAGIX™
INTERACTIVE WALL
AND FLOOR

INTERACTIVE 3D
ART MUSEUM IN
PHILIPPINES

EVERDREAM 360
DEGREE
DISPLAY ON WALL

Electric Technical support



Painting Materias



For Kids



For Adults



External Device



Music and Sound



Flexible Setting



PRIMARY

AGE: 30 - 50 yr

EDUCATION: High educated

- Working hard and have a busy schedule with the work
- Working in high tech industry and need more brain work

SECONDARY

AGE: 15 - 29 yr

EDUCATION: High school, Some colleges, Just graduated, low income

- Like the new experience of trying different environment
- Cannot afford to a long distance trip

KEY PERSONA

AGE: 15 - 29 yr

EDUCATION: High school, Some colleges, Just graduated, low income

- Like the new experience of trying different environment
- Cannot afford to a long distance trip

EMRE BERHAN



AGE: 35 yr

EDUCATION: Master of hardware engineer

LOCATION: San Jose, Ca

STATUS: Single

ARCHETYPE: The computer nerd

WORK: Hardware Engineer

HOBITS: Motorcycle riding
New skill learning

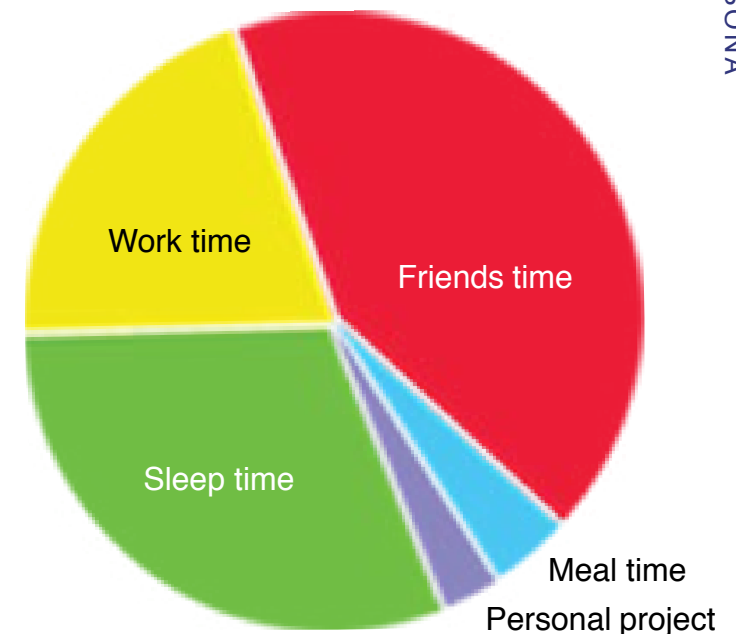
“Everytime after I come back home from work and see my own project on my desk. I feel I need to do something or go somewhere to change my mind or take a break. But I cannot to have a trip far or go somewhere far from my work.”

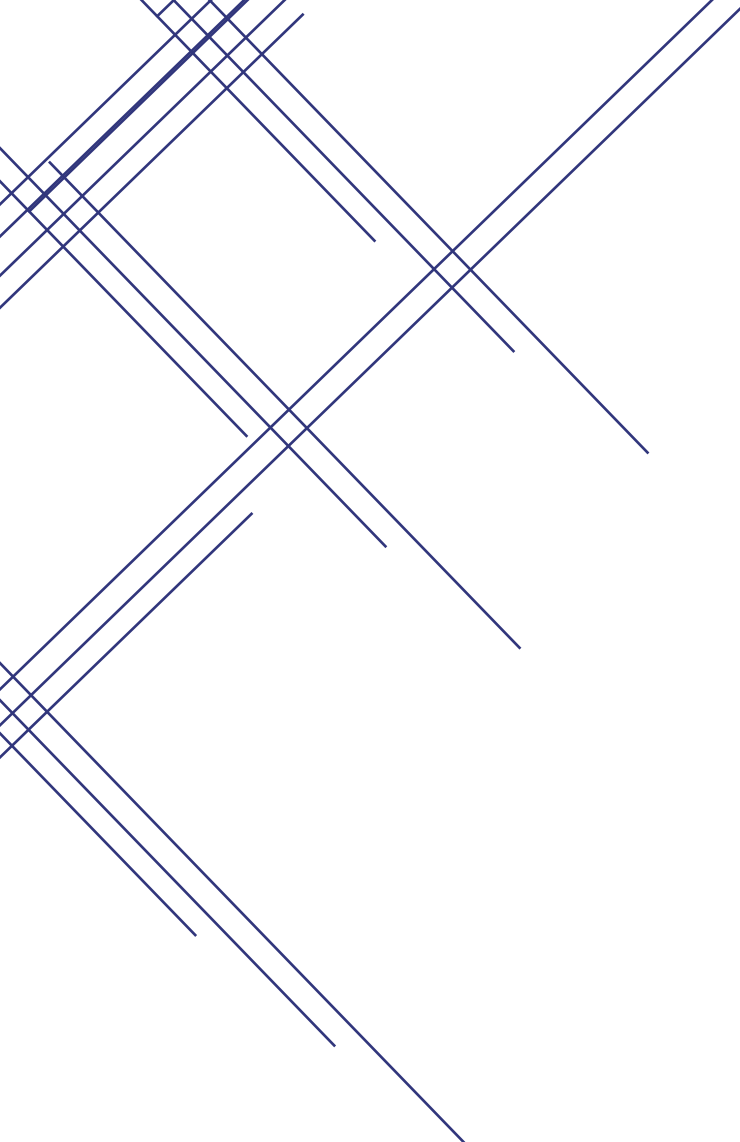
“I hope there is a product can make me rest well, take me a relax life and let me feel free to go anywhere, even I am still at home.”

KEY PERSONA

USER STORY

Emre Berhan is a hardware engineer at a high-tech company in San Jose. He wokes very hard daytime in the company and does his own projector after work. His work and own project takes him almost the time and keep him very busy. Taking two things on hands makes him being stressful and tired but no time to take long time break or vacation. He needs some product can help him to change his mind, make him relax and pull him out of his busy schedule.





TECH SKILLS



GOAL

- Want to take break of his brain
- Enjoy the relax time at anywhere
- Escape the busy schedule and chill him up
- Find a way to close explore the new culture
- Empty the mind and then concentrate more later

CHALLENGE

- Be busy with the schedule
- Have less break time
- Cannot go a far place to take a long time vacation
- Have more things in the brain and get stress out

KIMBERLY ZHOU



AGE: 24 yr

EDUCATION: Bachelor of E-commerce

LOCATION: Santa Clara, Ca

STATUS: Single

ARCHETYPE: Outgoing and activity

WORK: None

HOBITS: Jewelry Design
Hanging out with friends

TECH SKILLS



GOAL

- Want to know more of the world
- Like to go doing adventure
- Be curious to the life
- Reduce stress from job hunting

CHALLENGE

- Be busy with job hunting
- Have limited financial support

AMANDA SCHENK



AGE: 38 yr

EDUCATION: High school graduate

LOCATION: Santa Clara, Ca

STATUS: Married with a husband and two children

ARCHETYPE: Friendly and hospitable

WORK: Part-time

HOBITS: Doing excise, Organizing

GOAL

Change the mind from family life

Give herself personal time

Have some fun at family time

Teach children the different culture

CHALLENGE

A lot of house work and some works with children

Cannot go for a trip without family



APP

Pairing App with projector

- ① open the app
- ② start pairing.
- ③ read instruction

- ④ Go back to WiFi
- ⑤ Click the projector's wifi
- ⑥ back to the app and check pair status

Add/Delete the Room setting

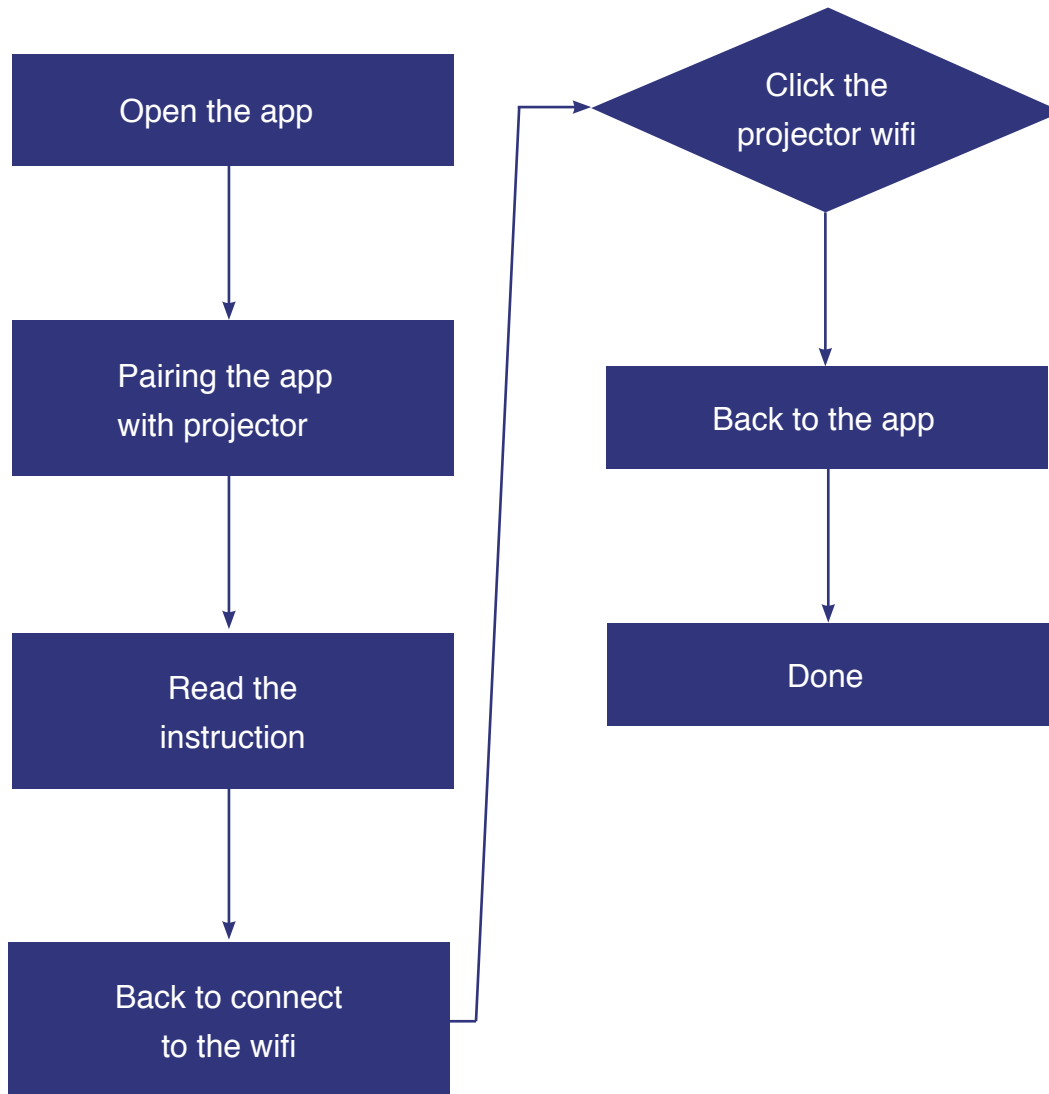
- ① click the right-top icon
- ② Add a device name and give it with a paired device

- ③ The setting is saved in the list
- ④ swipe the device to left
- ⑤ click red delete icon

play the scenario in the room

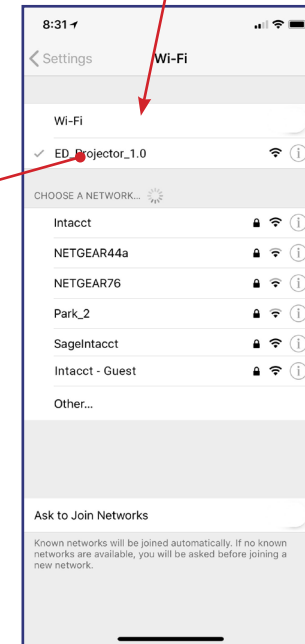
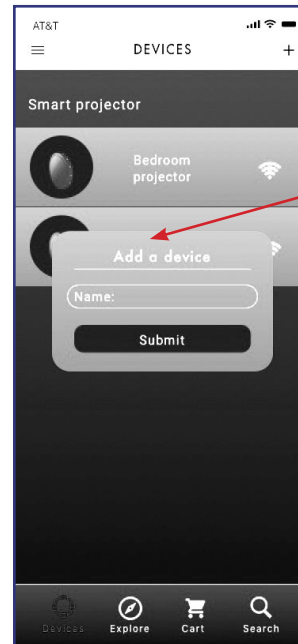
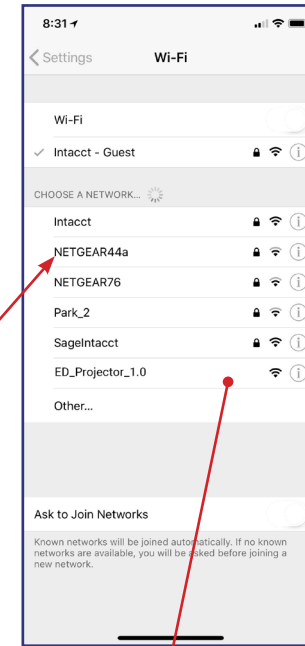
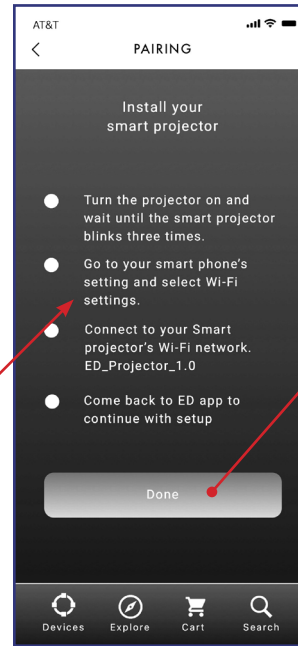
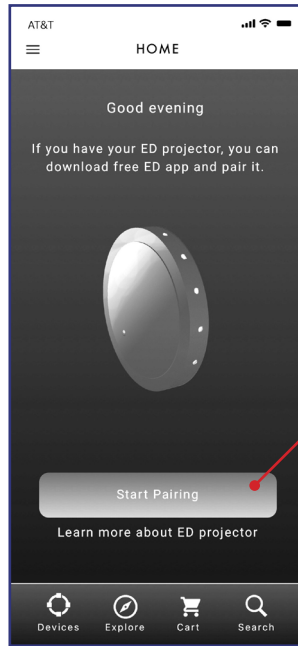
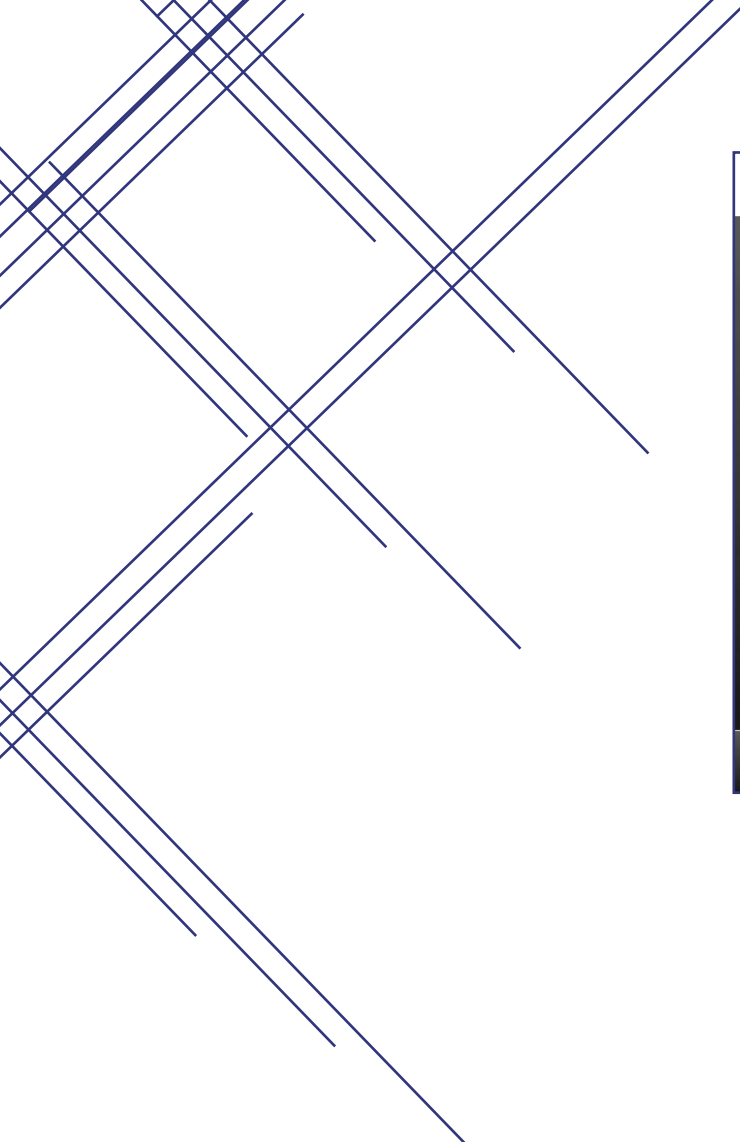
- ① in play section
- ② click middle setting circle
- ③ There are four setting come out

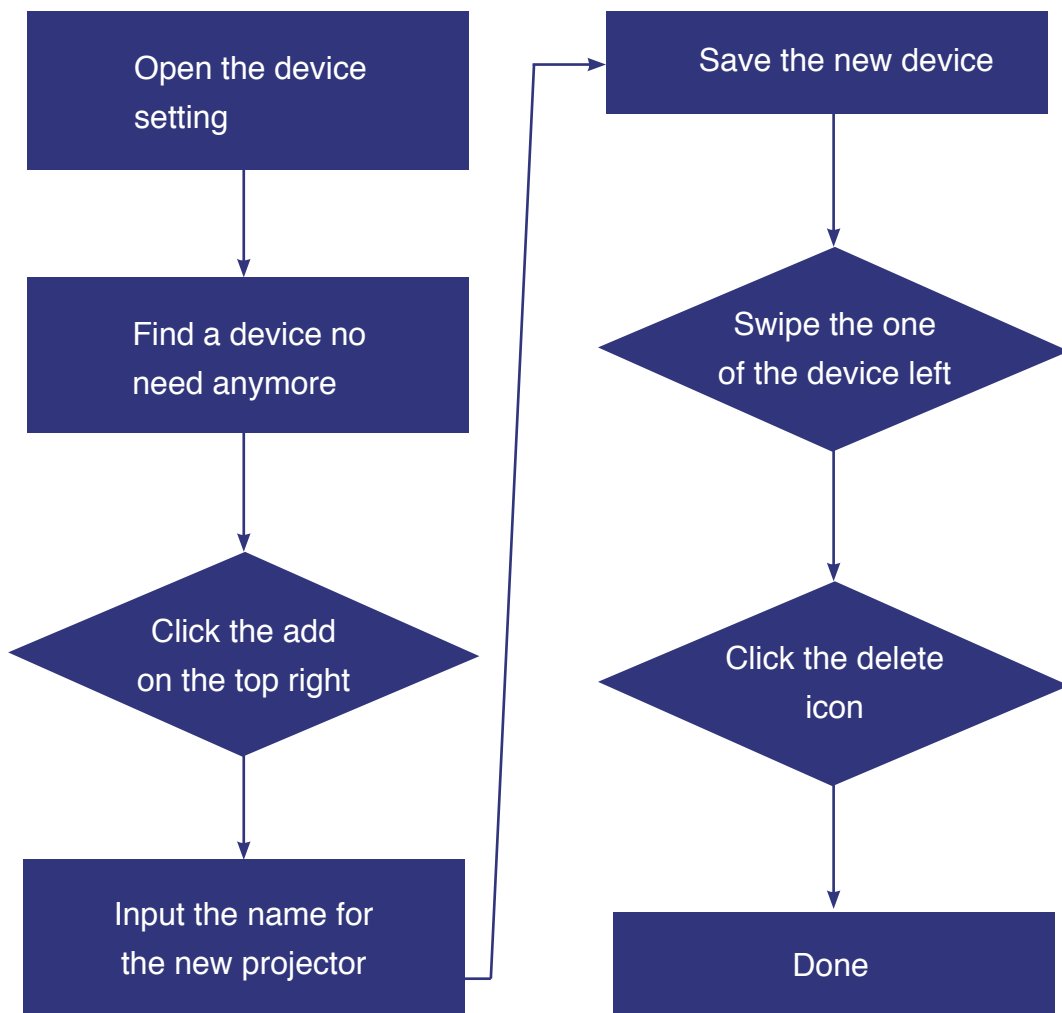
- ④ Setting Time
- ⑤ Setting Scenario
- ⑥ Setting music
- ⑦ setting sounds
- ⑧ back to play



EMRE BERHAN

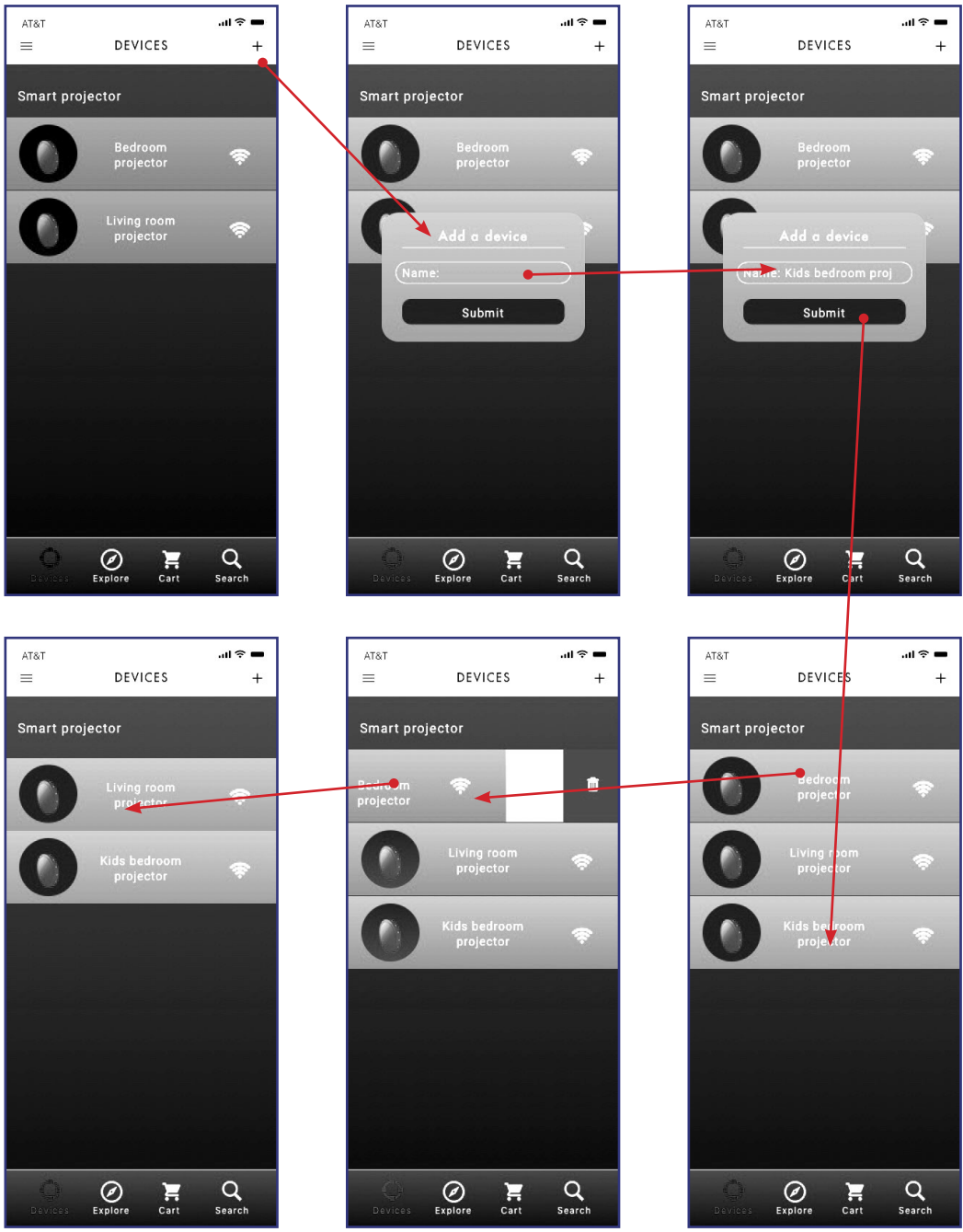
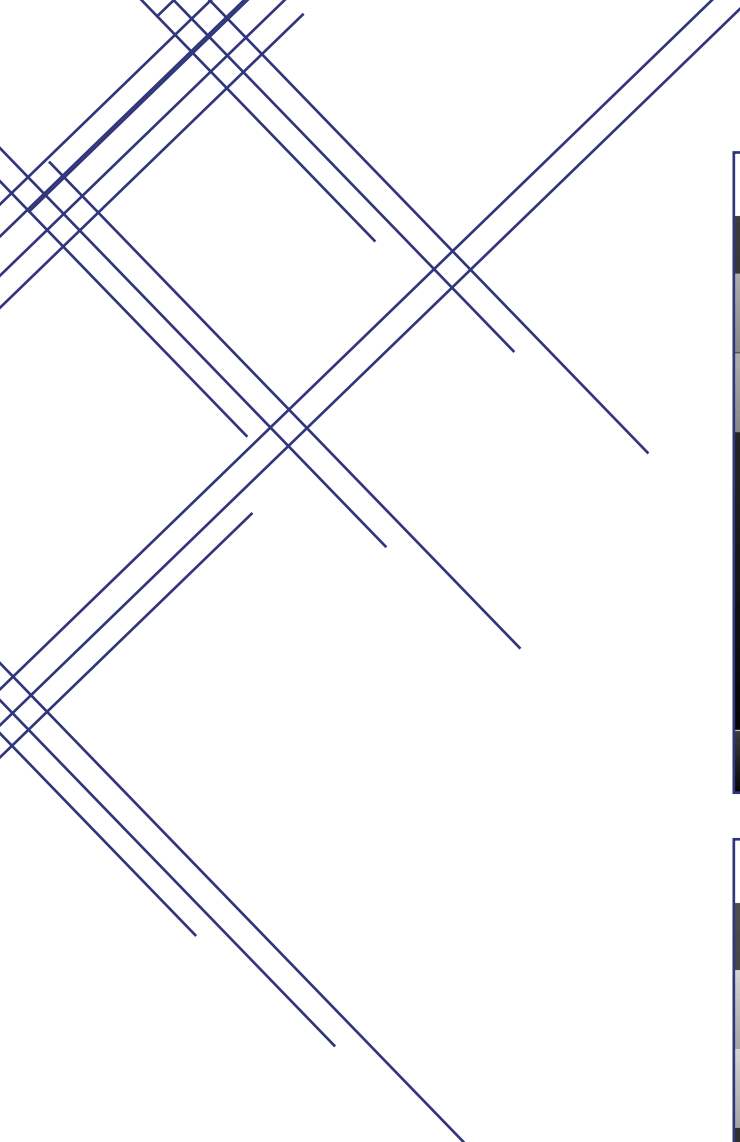
Emre wants to pair the app with projector.

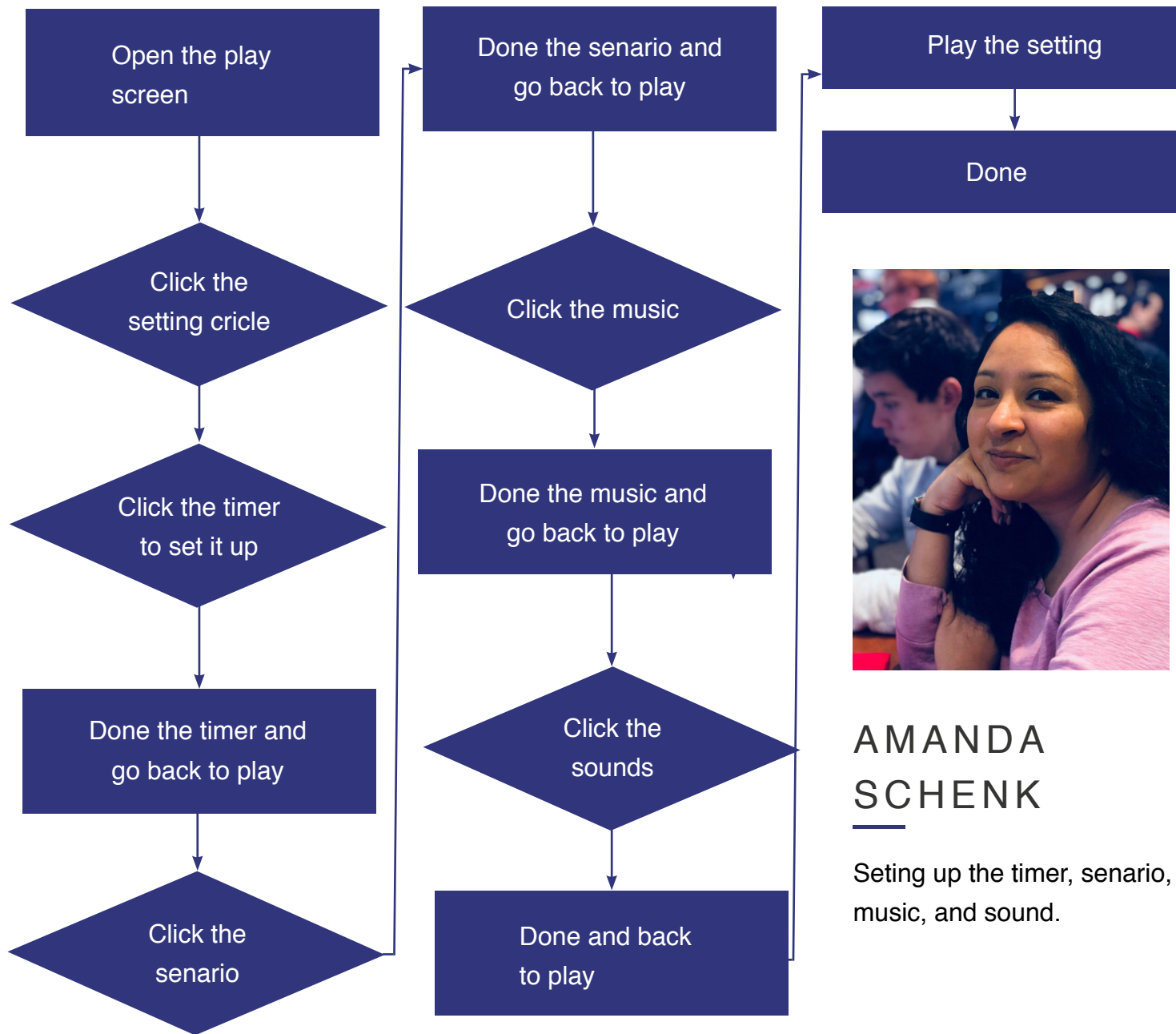




**KIMBERLY
ZHOU**

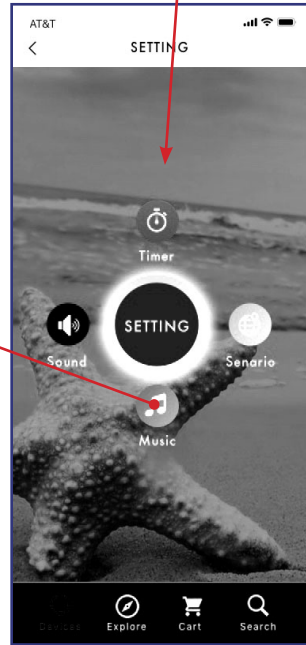
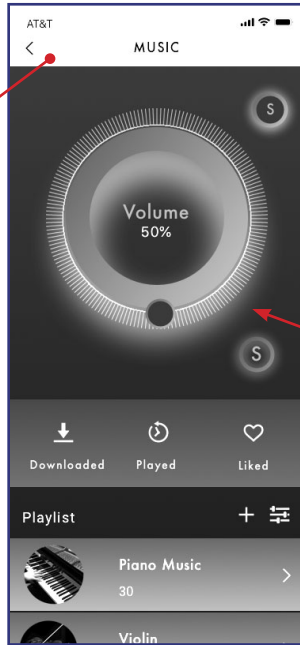
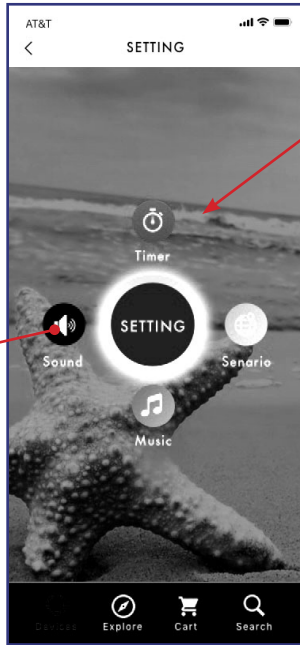
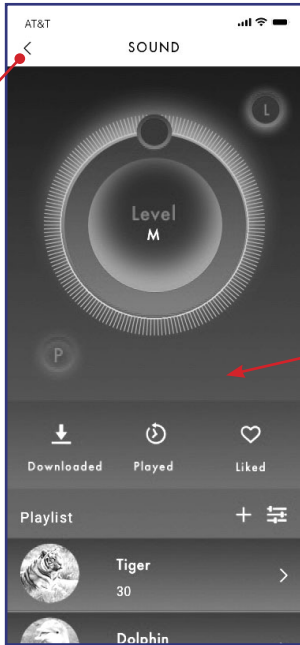
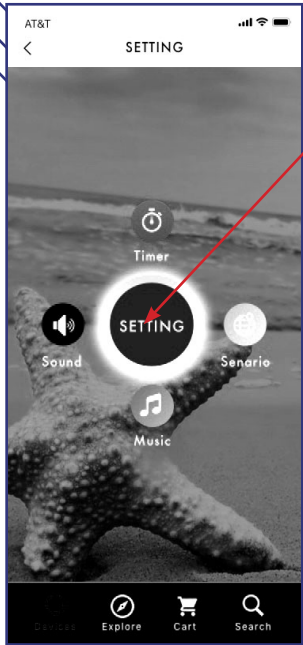
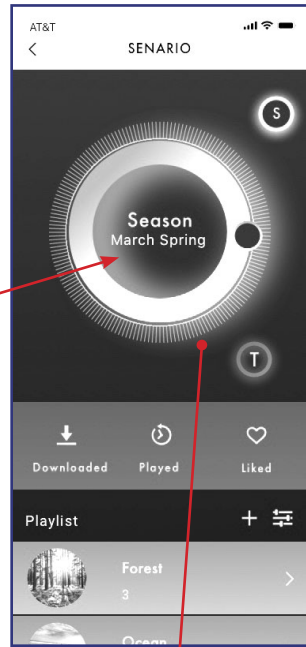
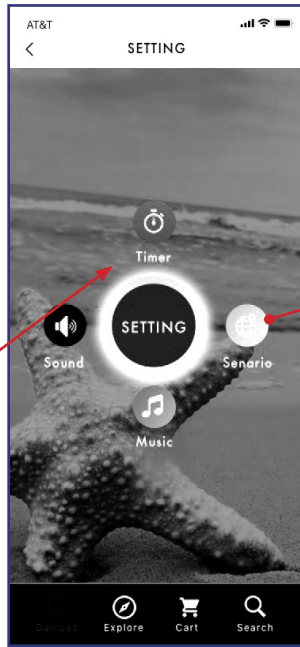
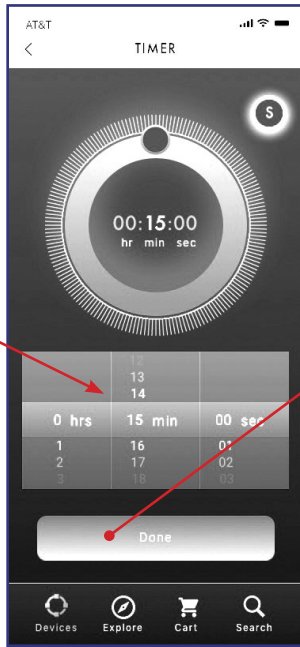
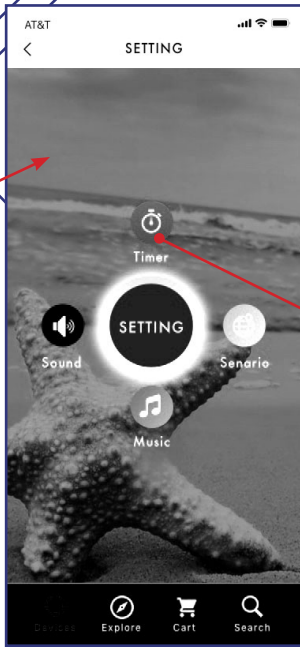
Emre wants to pair the app with projector.





**AMANDA
SCHENK**

Seting up the timer, senario, music, and sound.

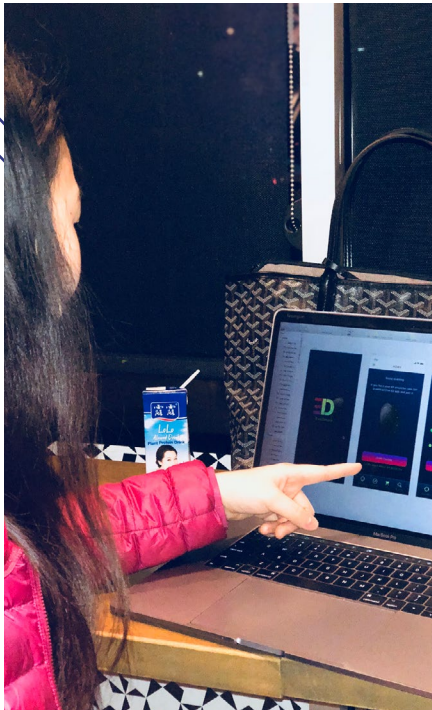


WIREFLOW 02



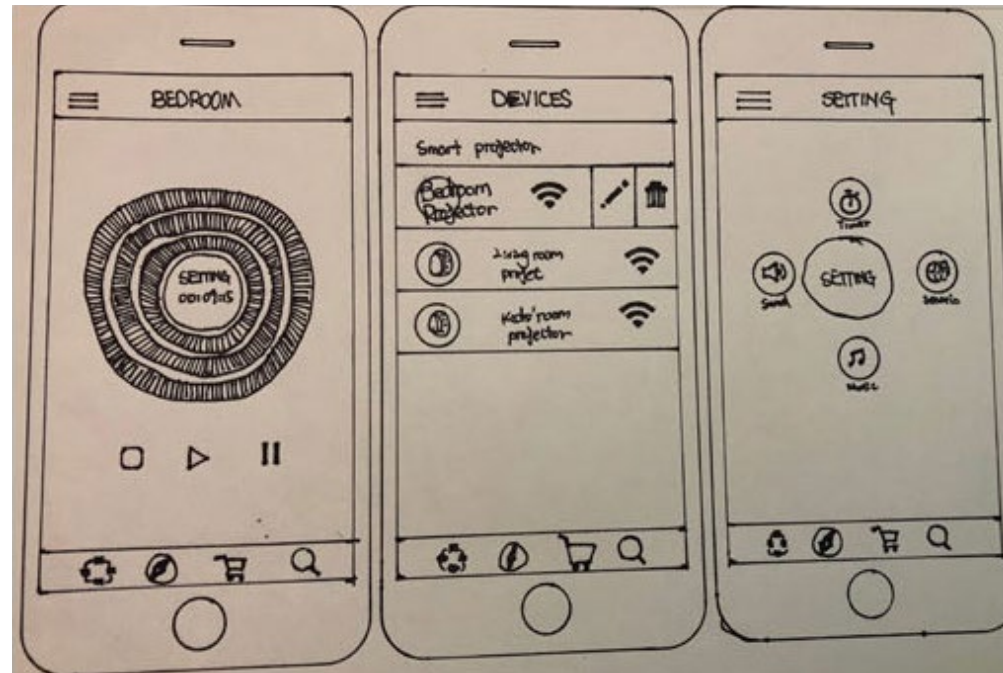
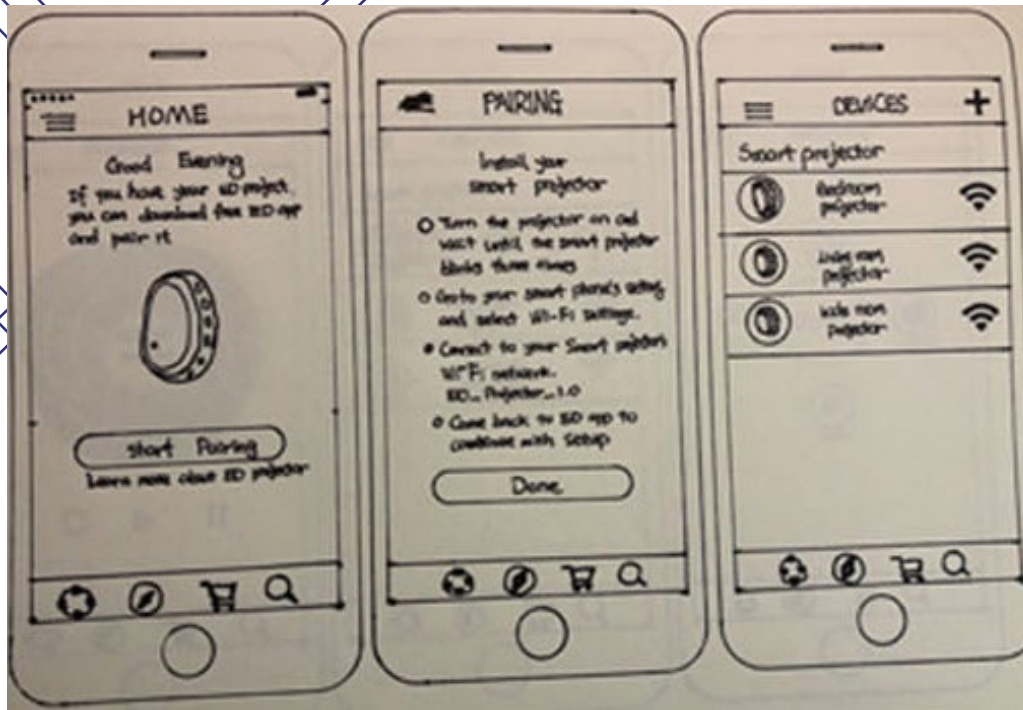
TEST RESULT 01

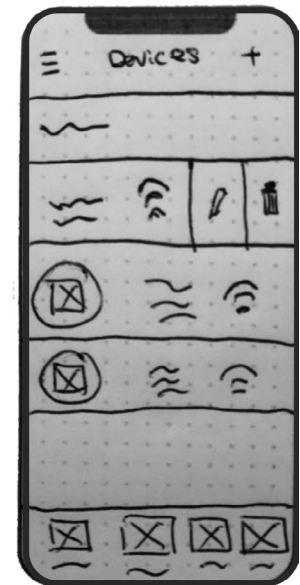
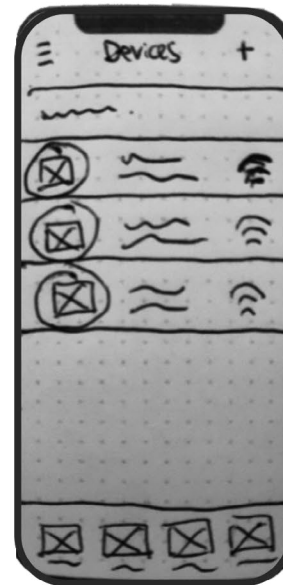
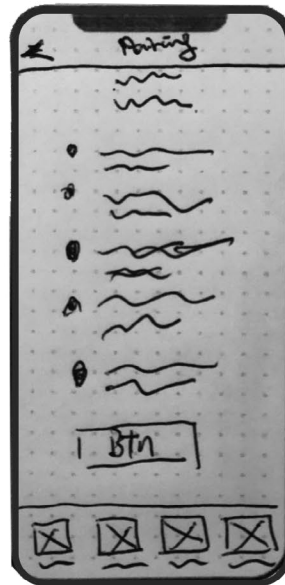
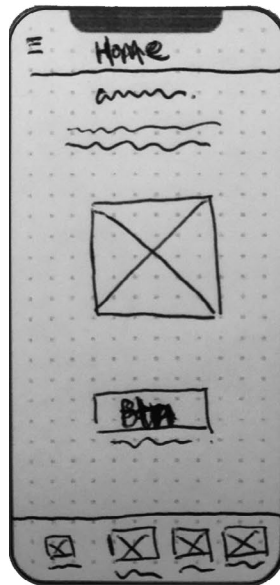
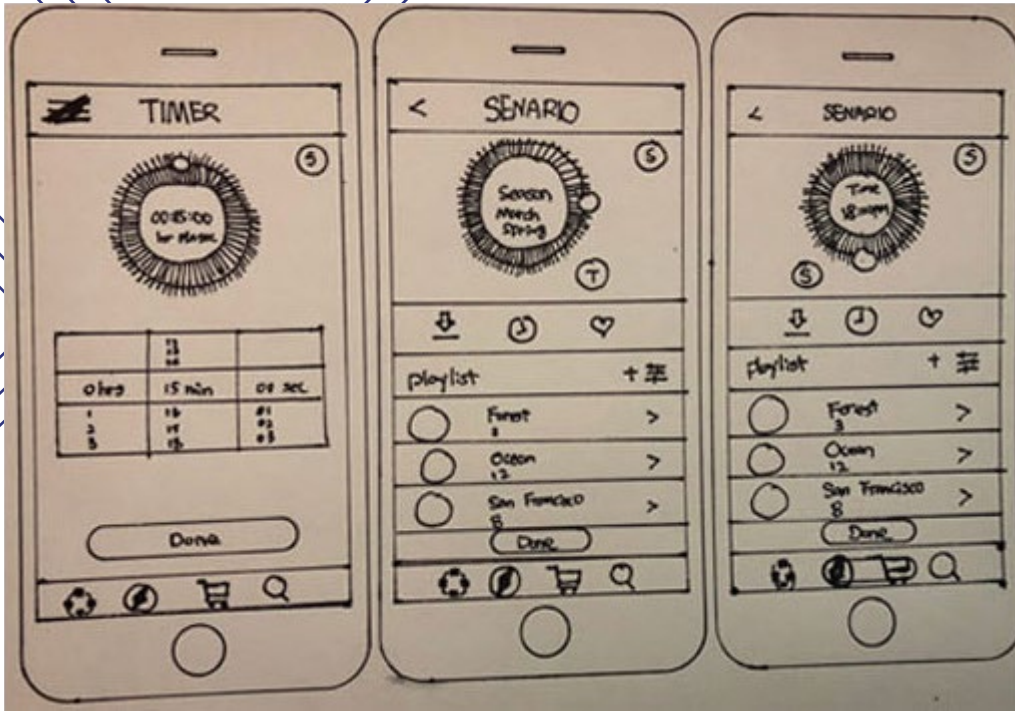
The user tested the app and wants to know how to use the setting, and how to make the setting flexible. I made the setting like the circle and another small circle can be moved in the circle path. It is the way to set the senario, music and sound.

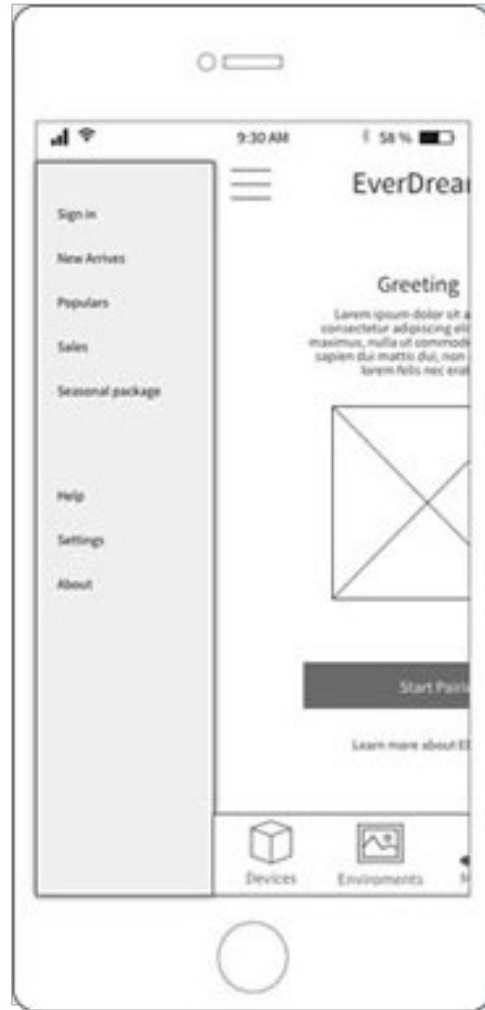


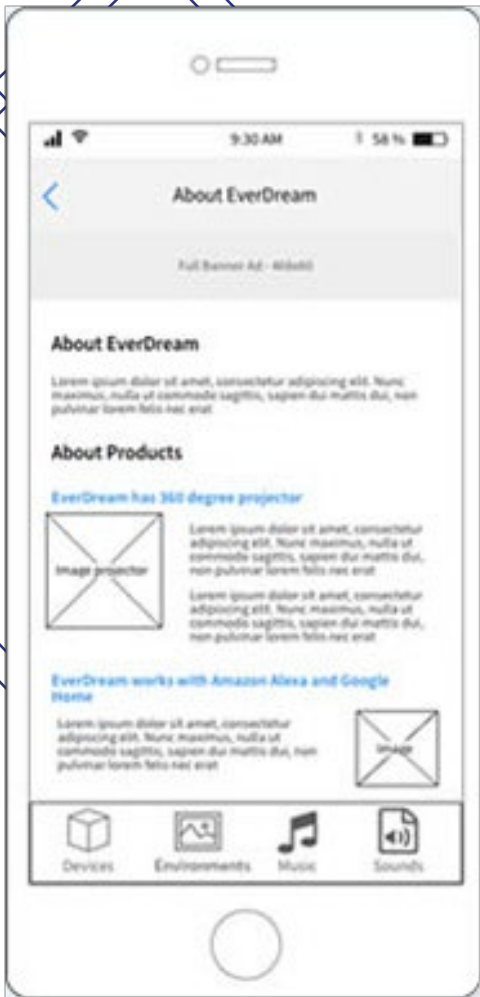
TEST RESULT 02

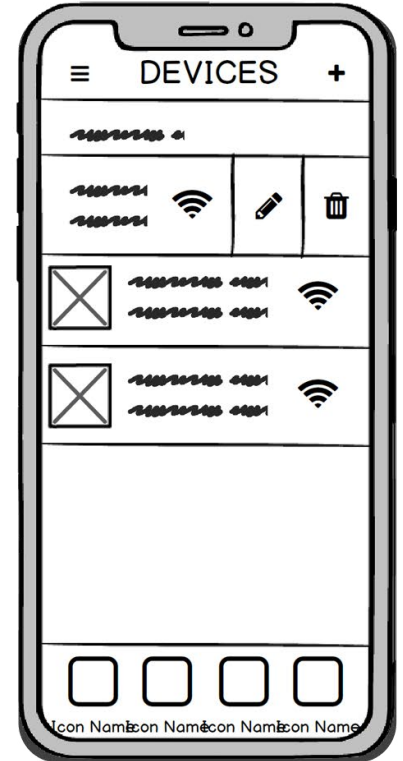
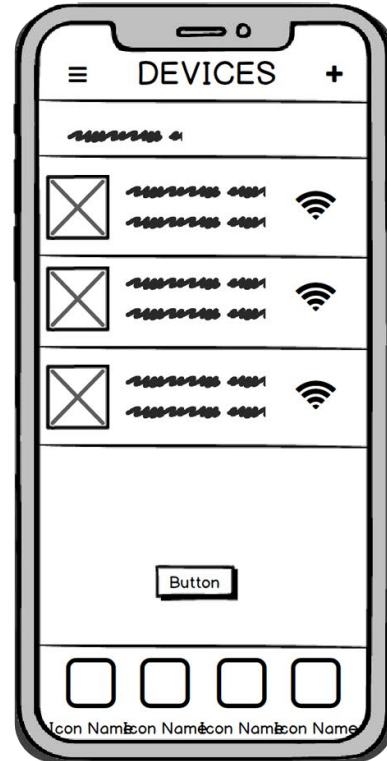
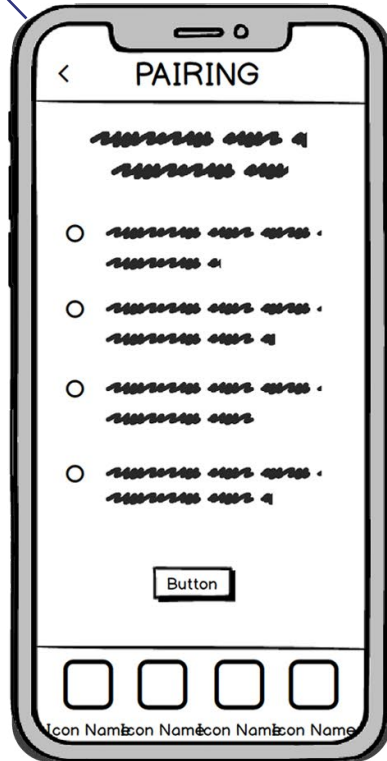
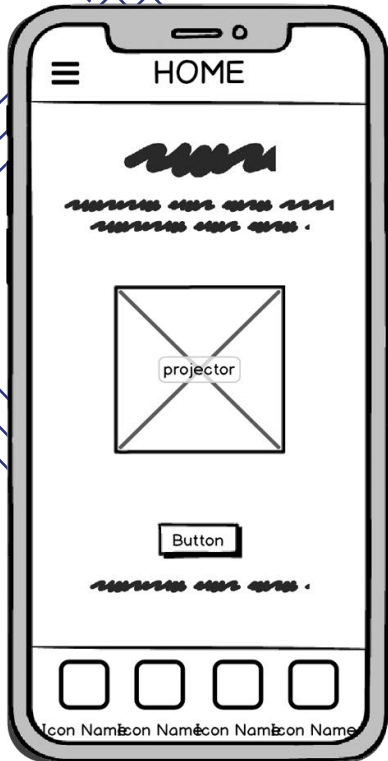
The App and Projector pair need to be setting detail to each of the devices.

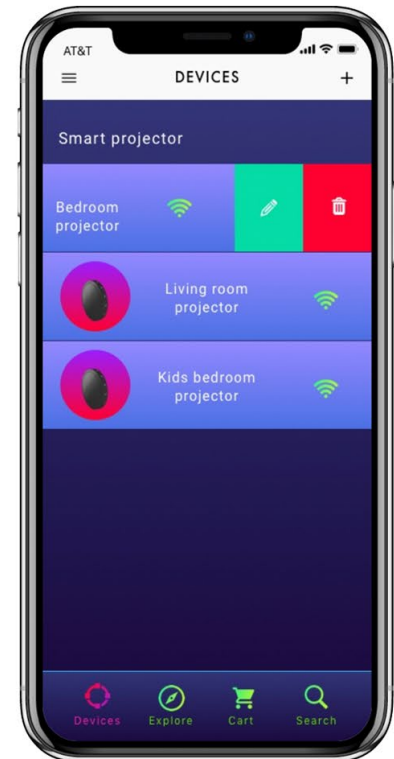
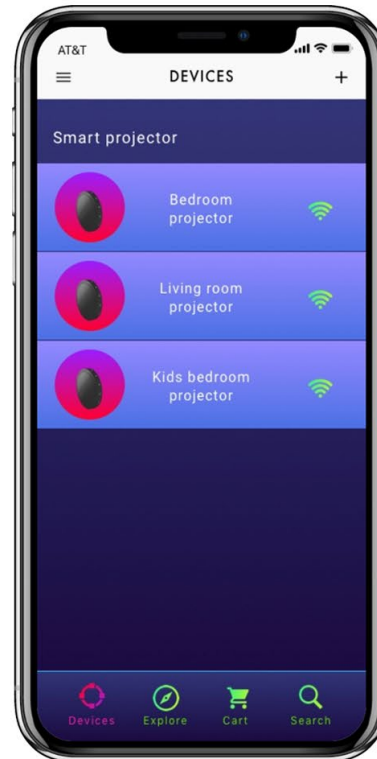
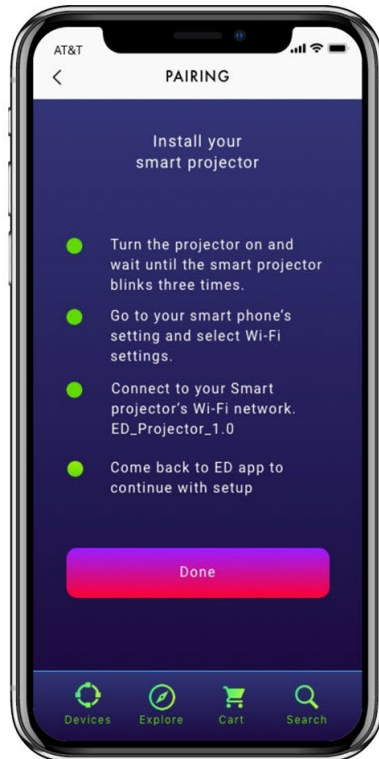
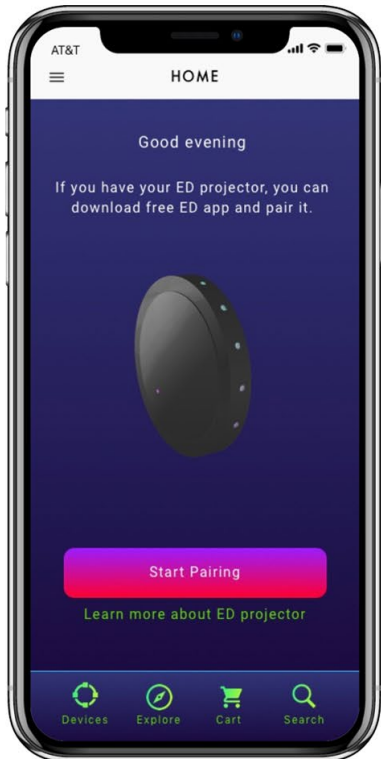


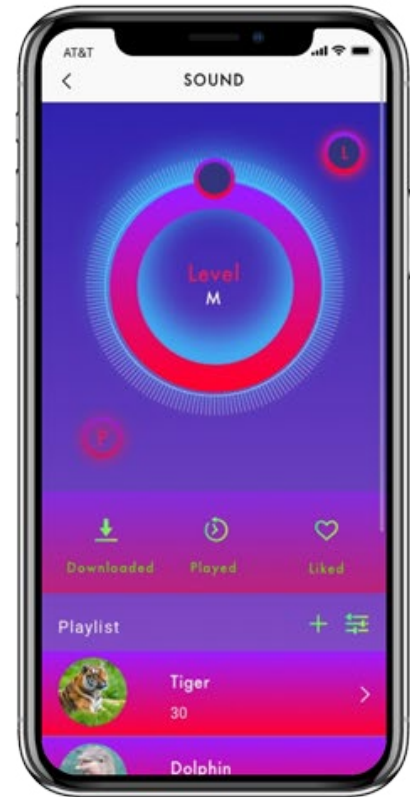
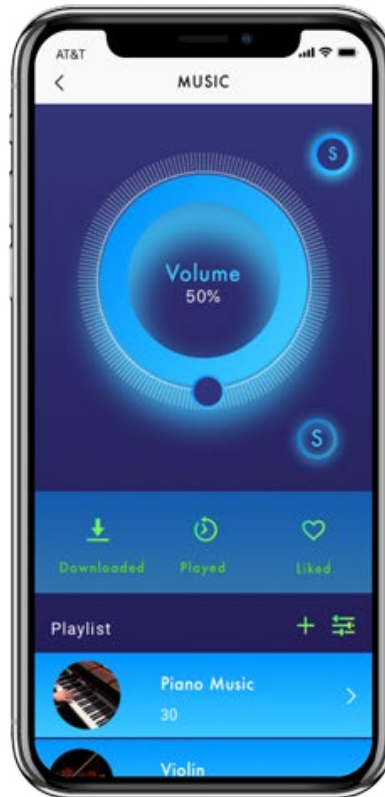




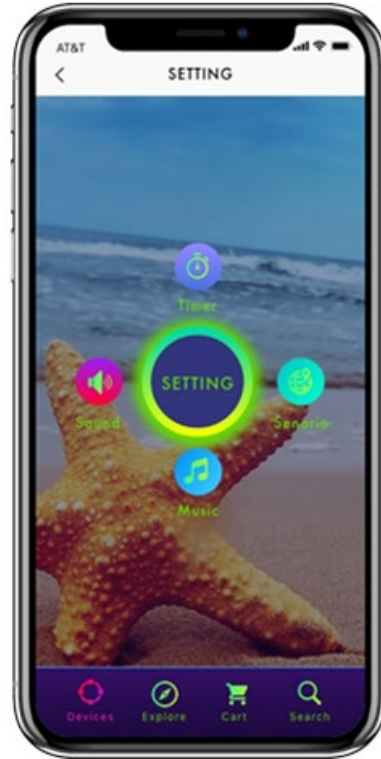
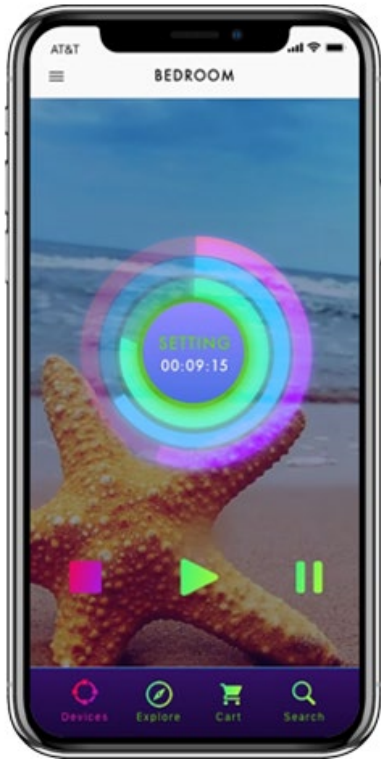
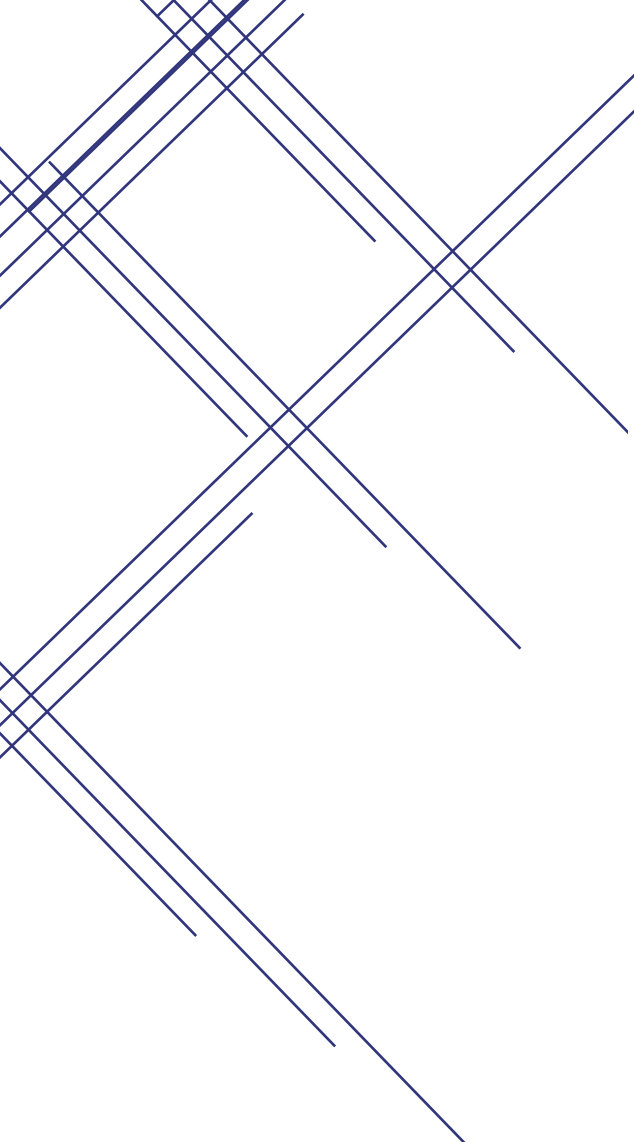


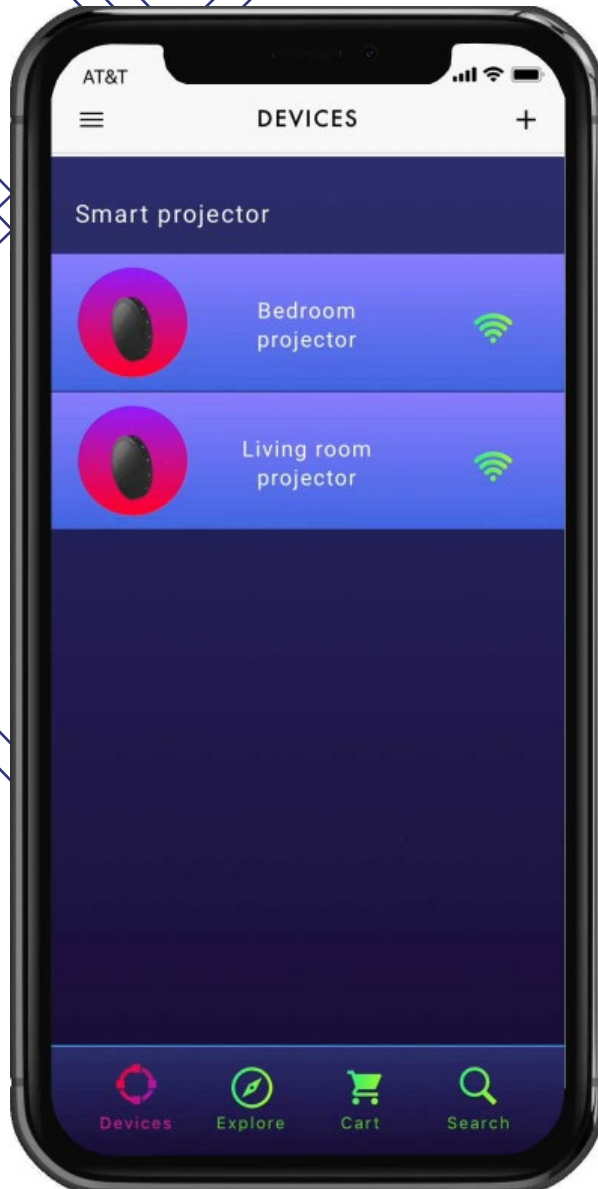






LAYOUT DESIGN



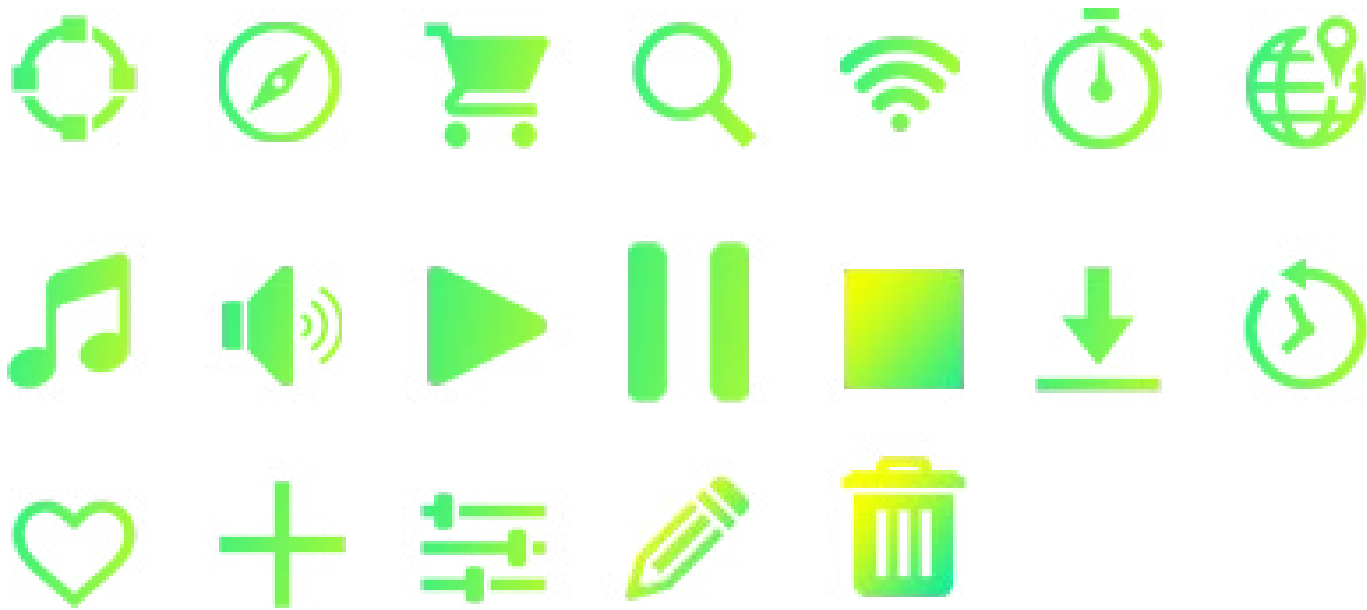
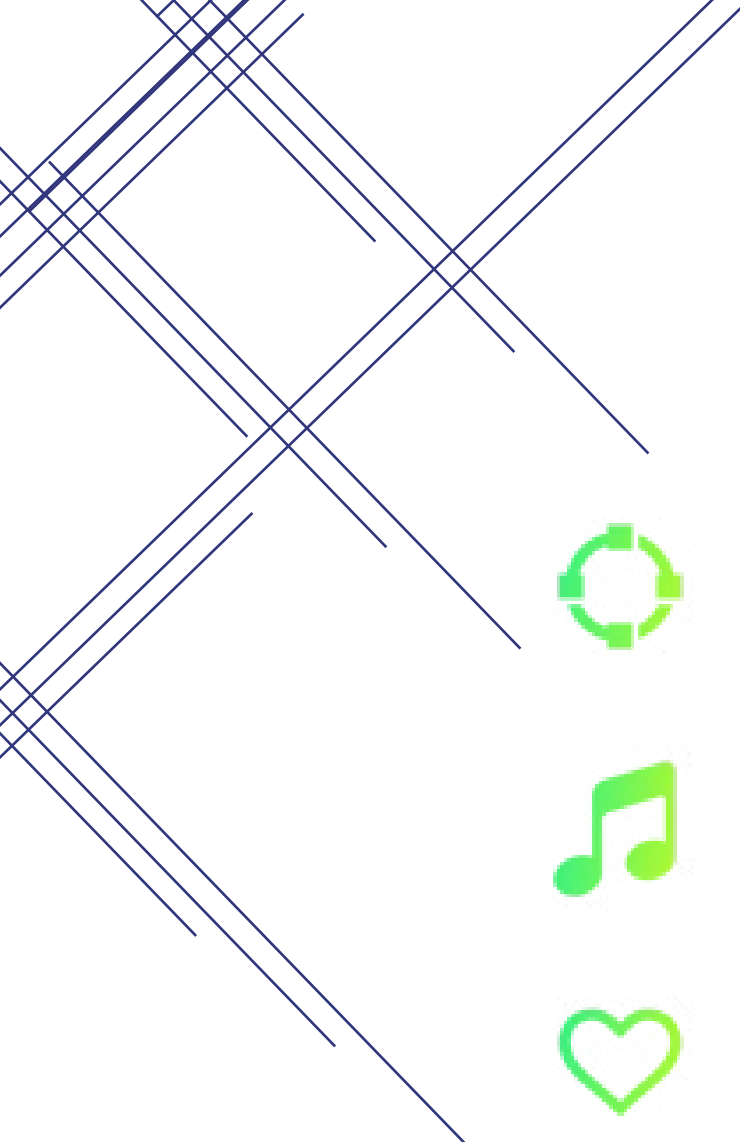


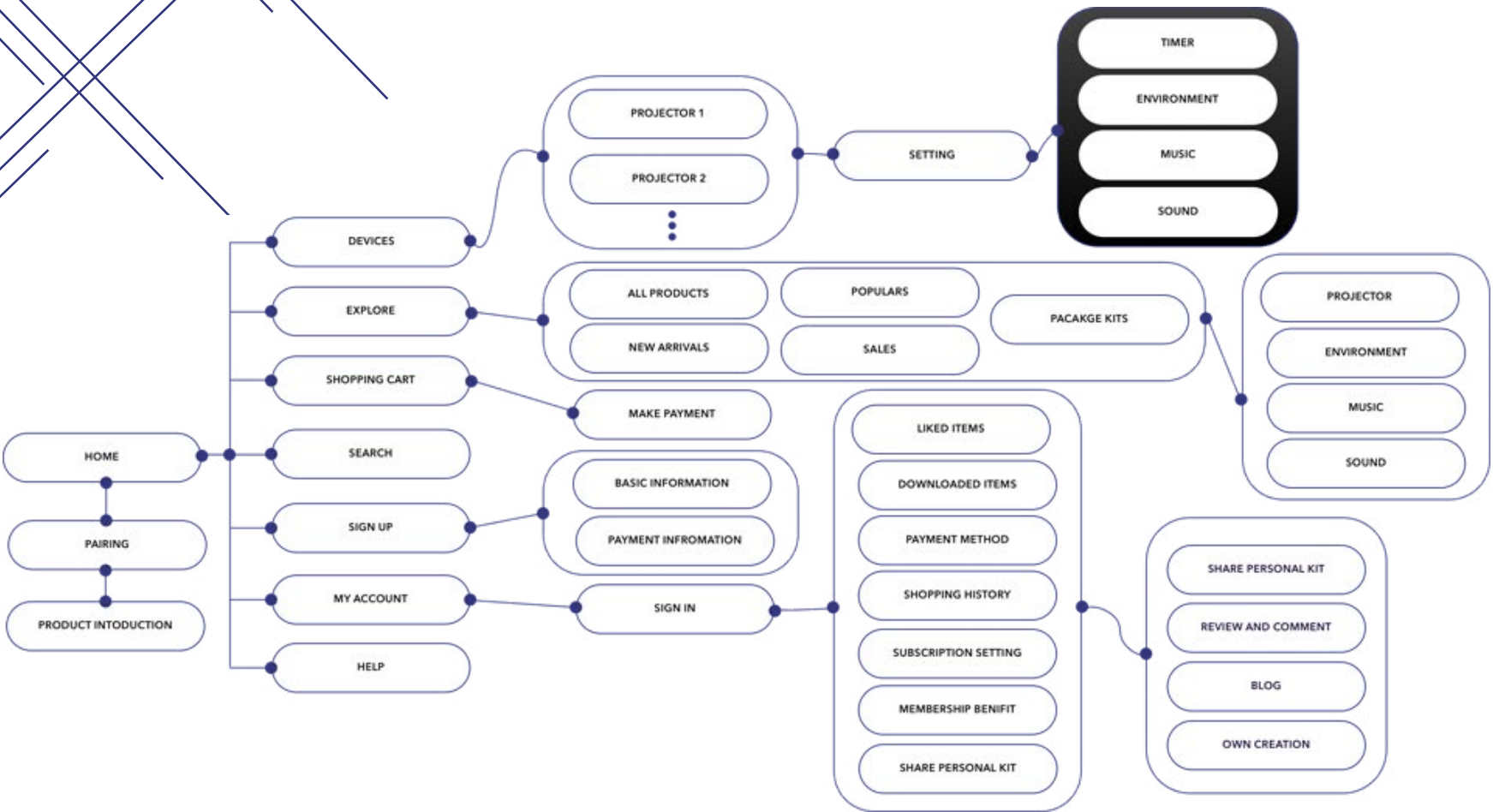
TIME SETTING

Go to the Timer setting page and set length of the time for this happy hour run.

SENARIO SETTING

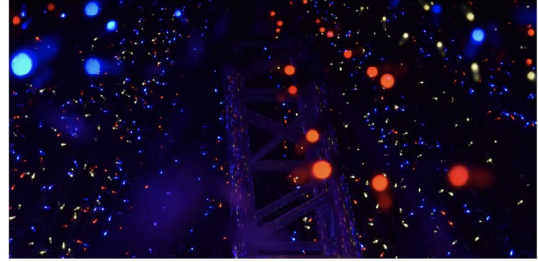
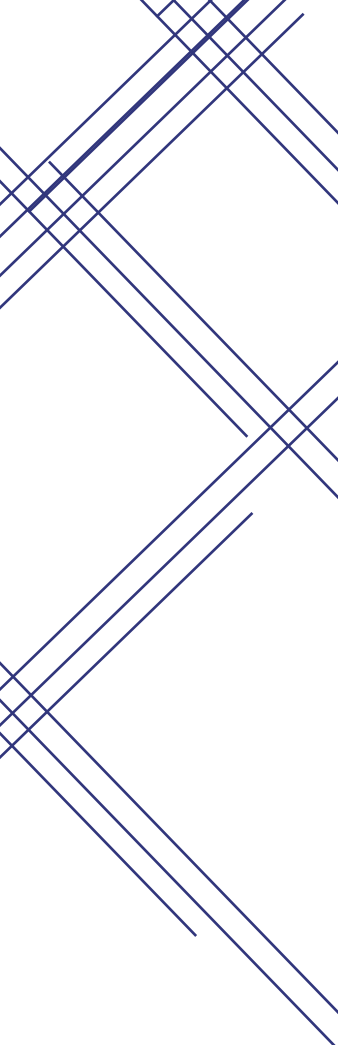
Pick the senario or create a play list to run the senario in a specific time long

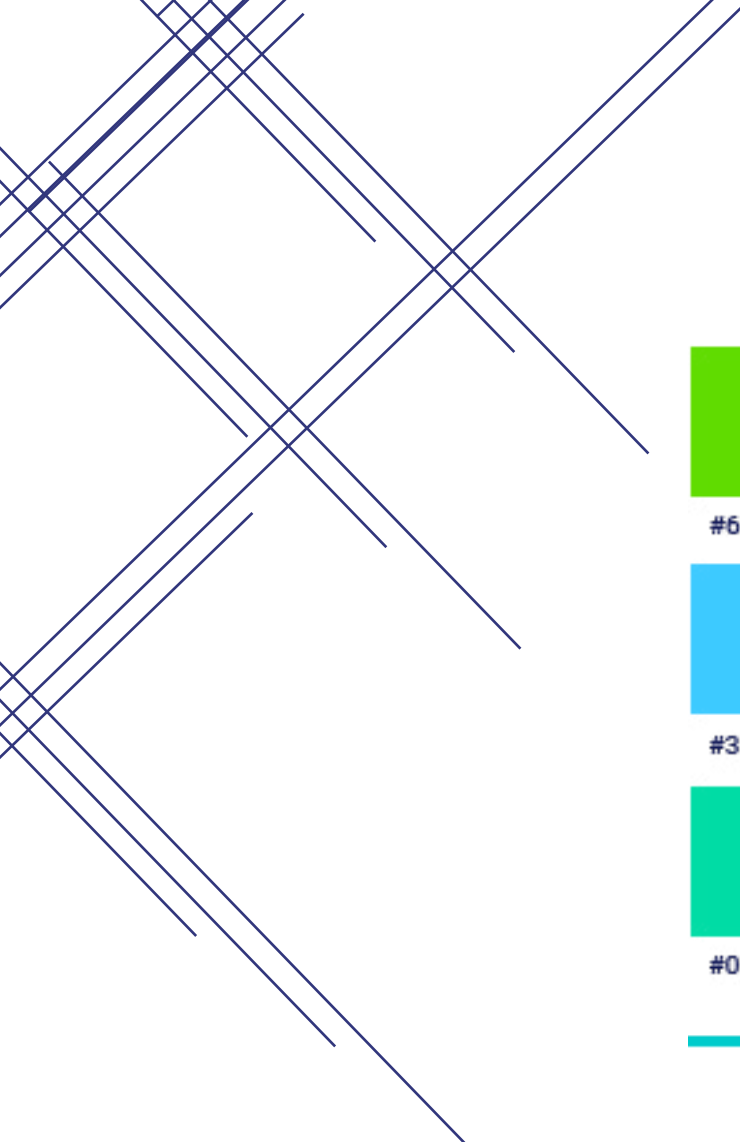




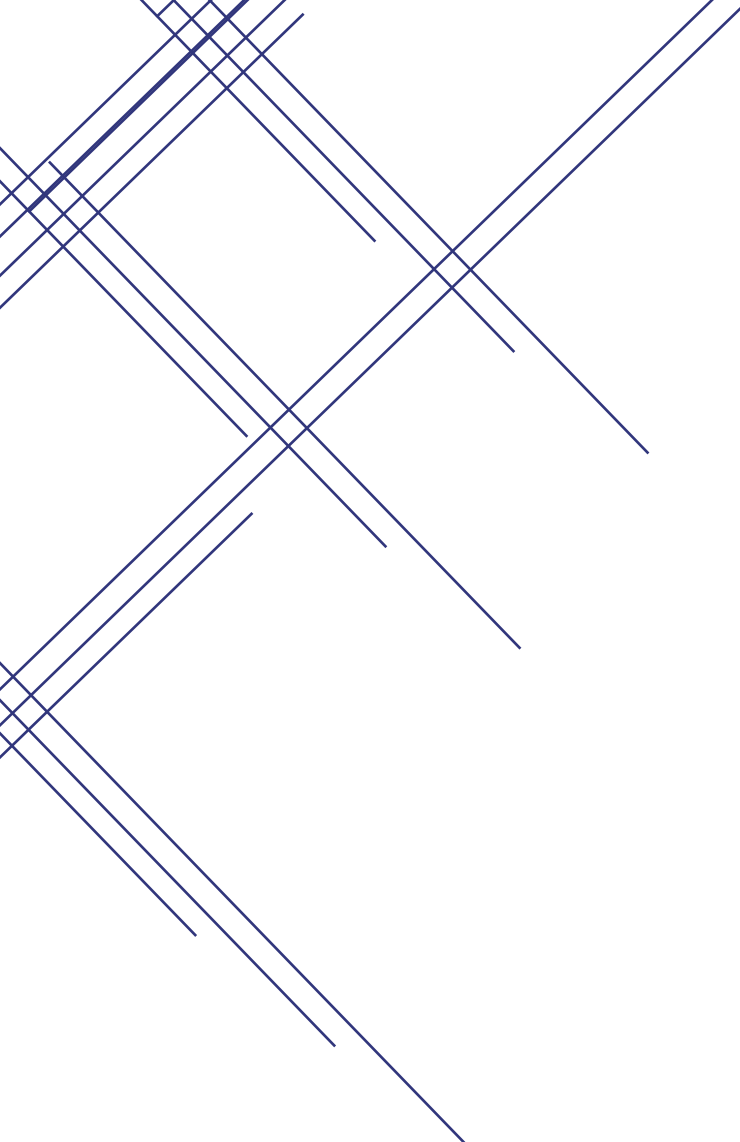


BRAND GUIDELINE





 #60DC00	 #FF1DA7	 #00CBCB	 #00F7CB	 #0F94FF
 #3DCAFF	 #4C70E5	 #9489FF	 #9C1DFF	 #FF0030
 #00DCA5	 #F3FF00	 #180736	 #32357B	
 #00CBCB #00F7CB	 #0F94FF #3DCAFF	 #4C70E5 #9489FF		
 #9C1DFF #FF0030	 #00DCA5 #F3FF00	 #180736 #32357B		



FUTURA

**A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z**

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

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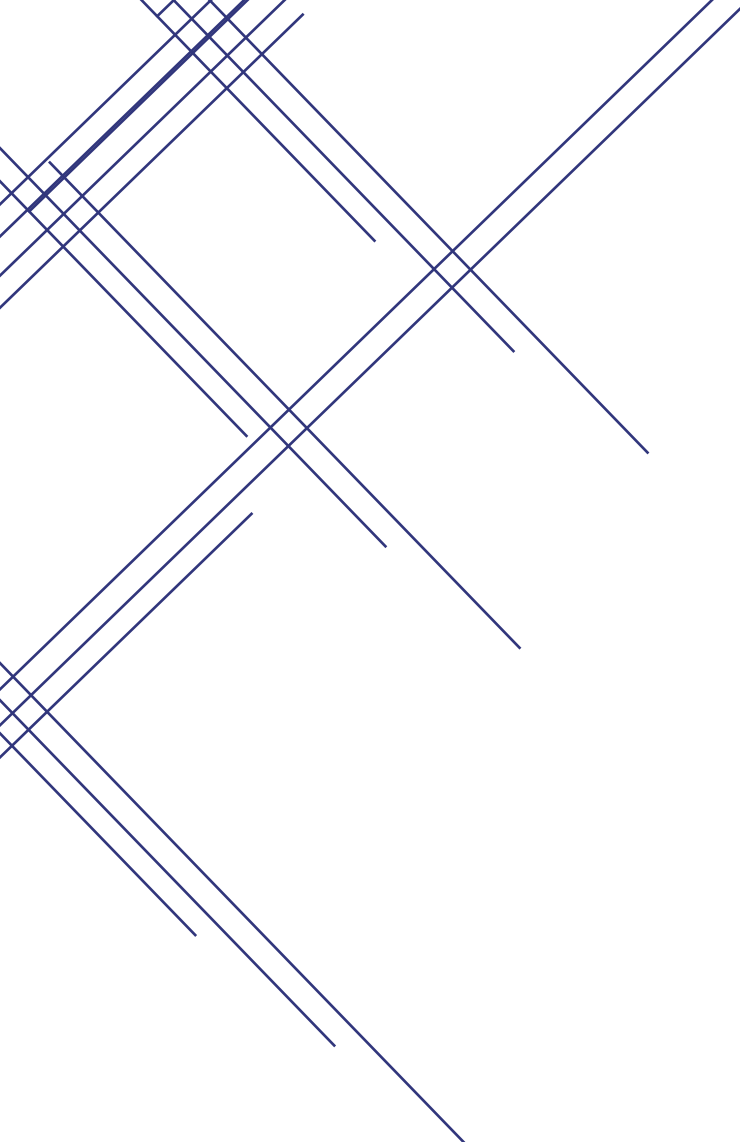
ROBOTO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

.,/;'\=-`<>?:'"]}{|+_)(*&^%\$#@!~

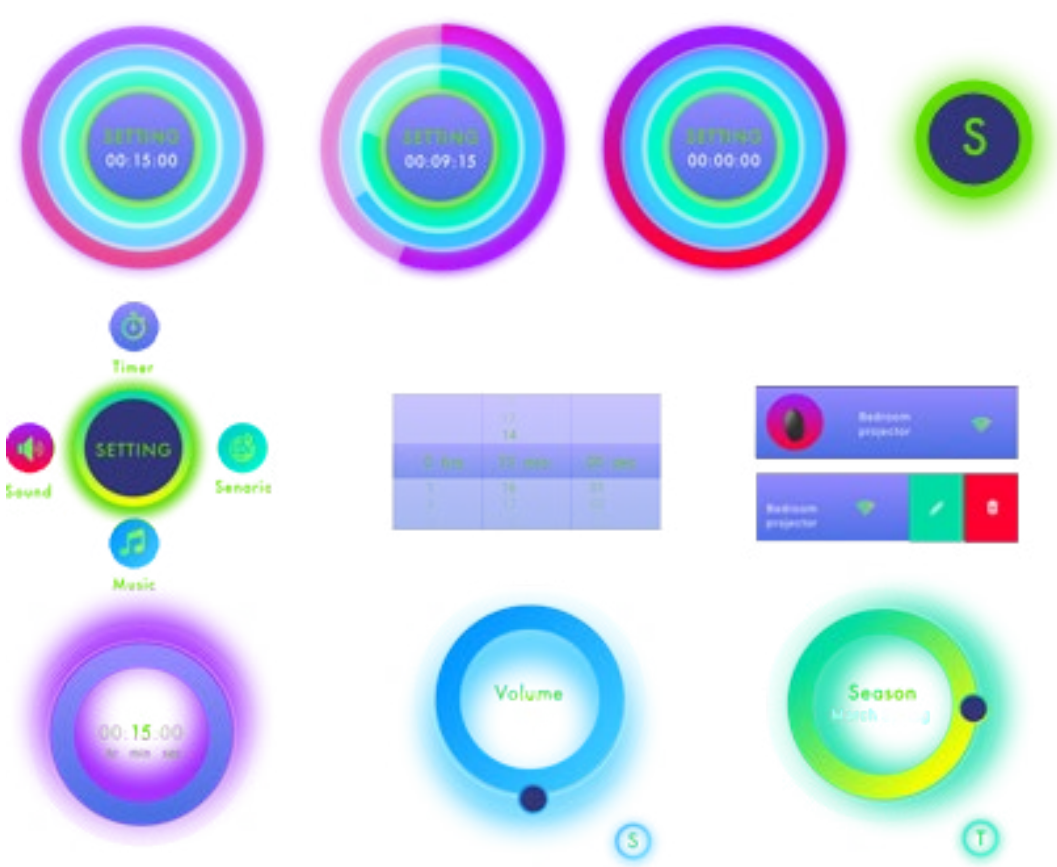
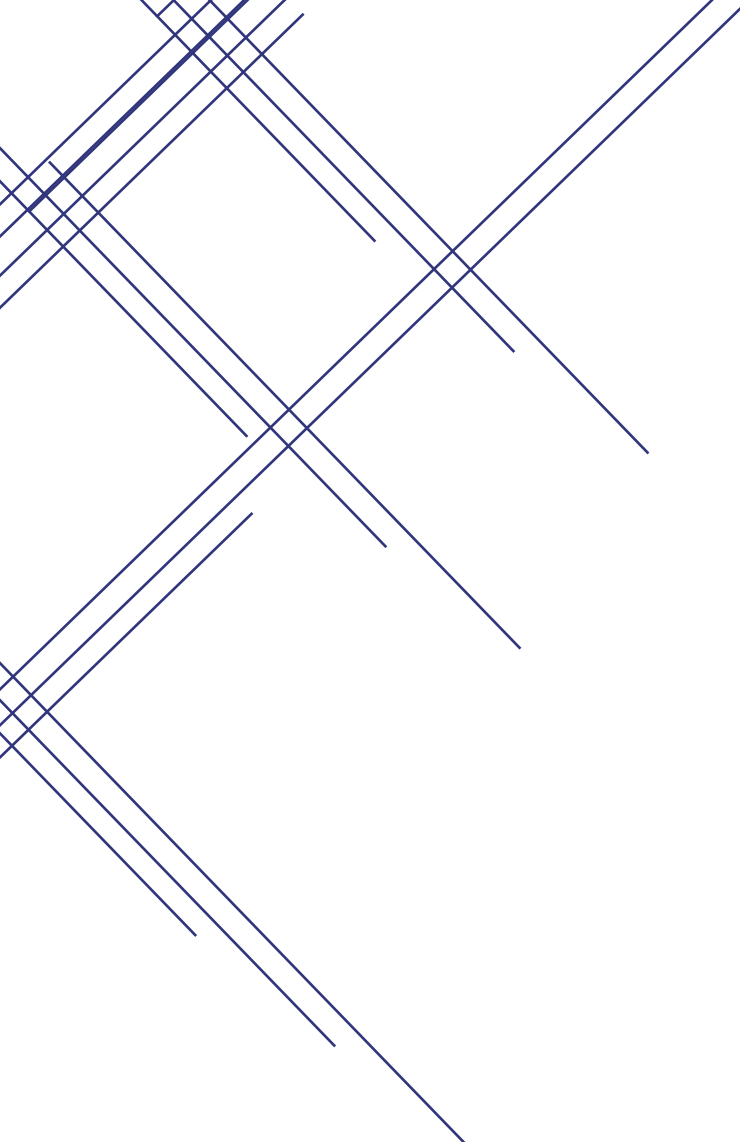


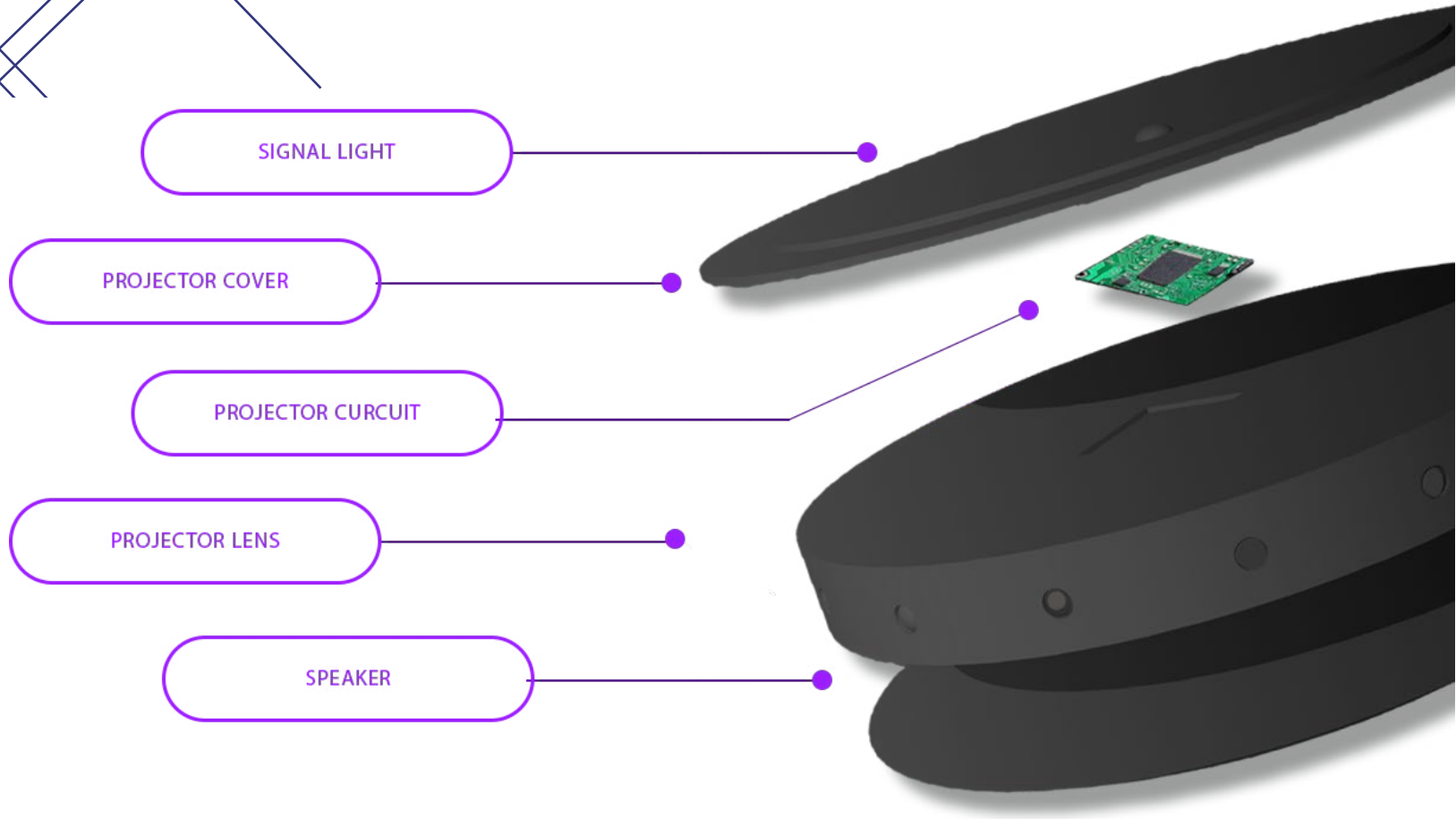
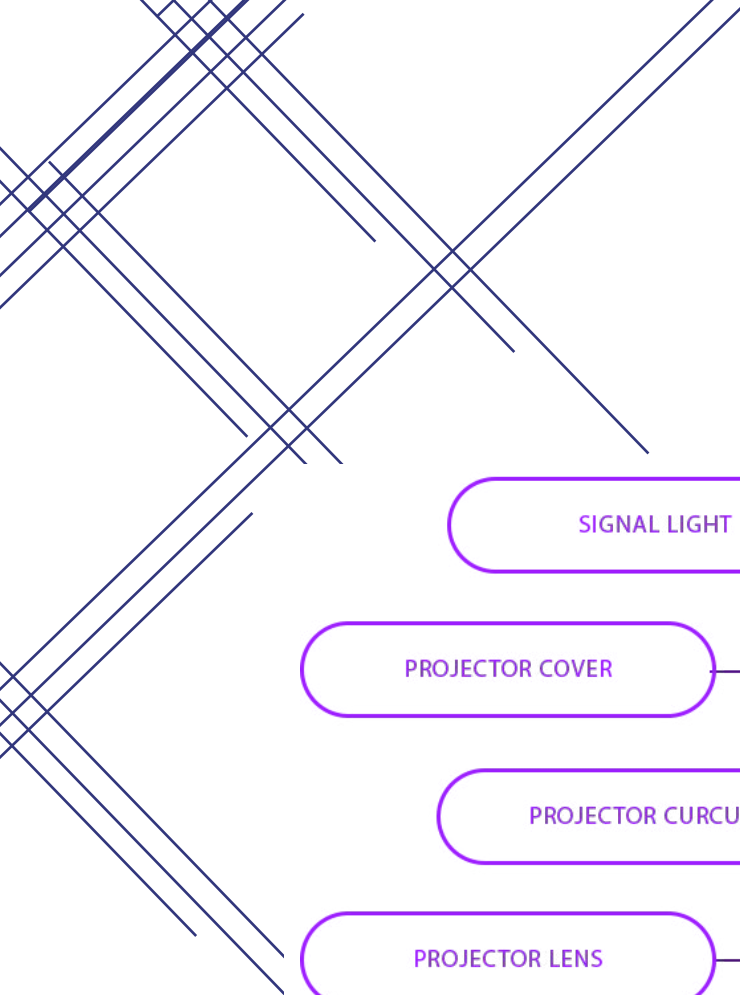
EverDream's shot cut is ED

EverDream logo can be seen 3D

The product makes users feel mystery and excited

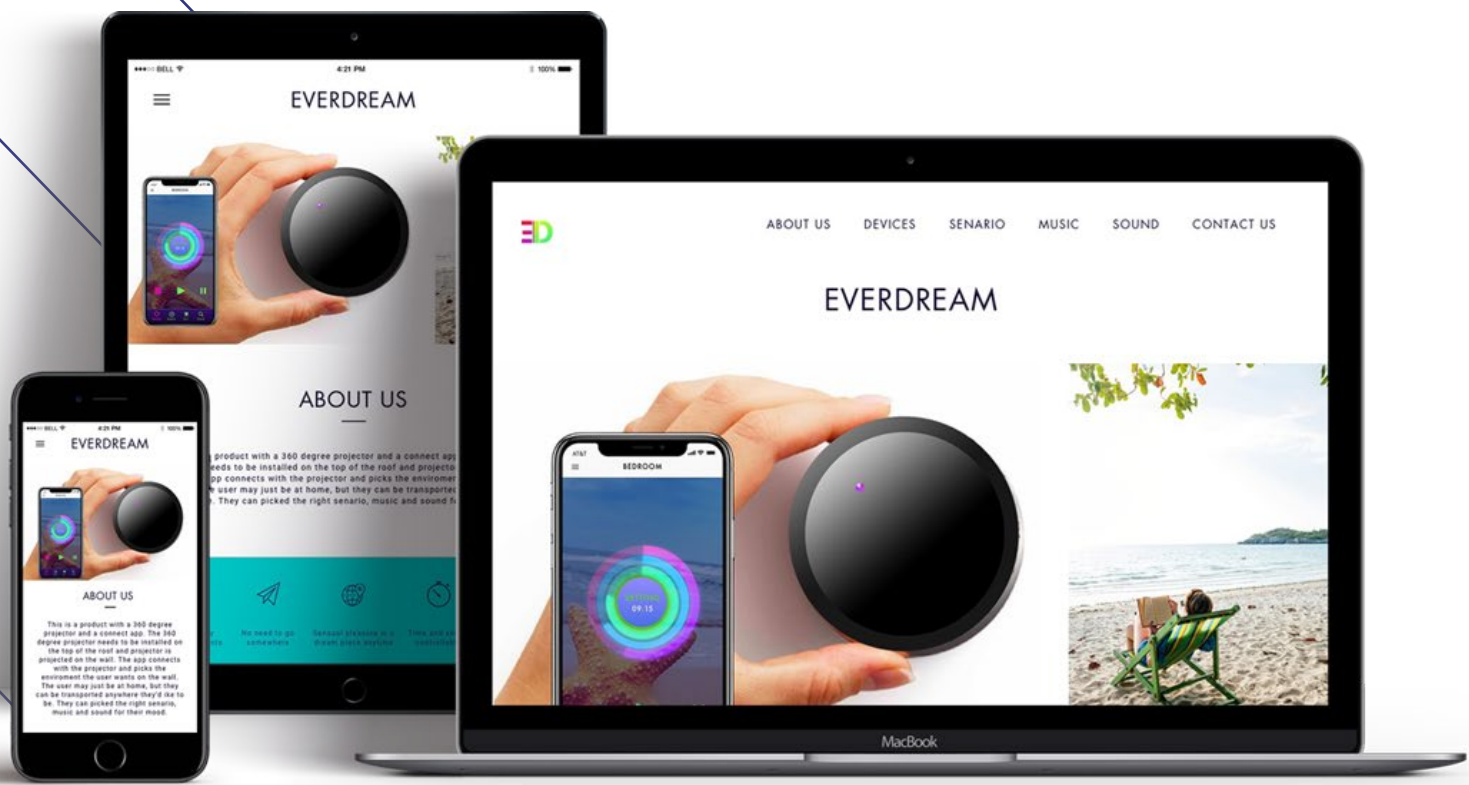
Different style logos are used in different senario



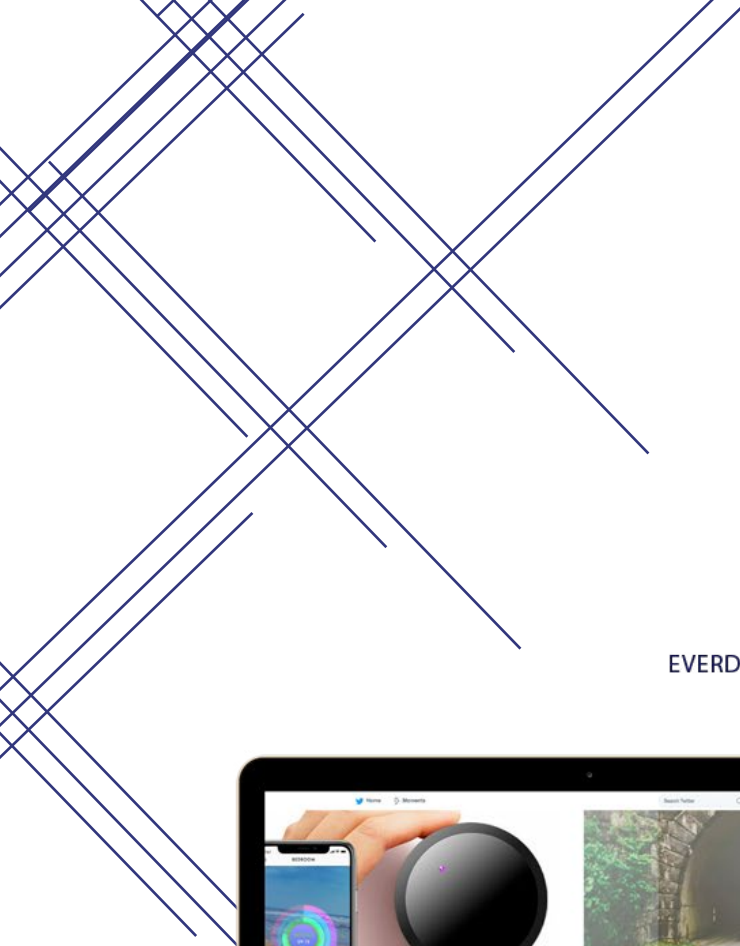


A series of thin, dark blue lines crisscrossing in the top-left corner of the page, creating a grid-like pattern.

MARKETING



WEBSITE



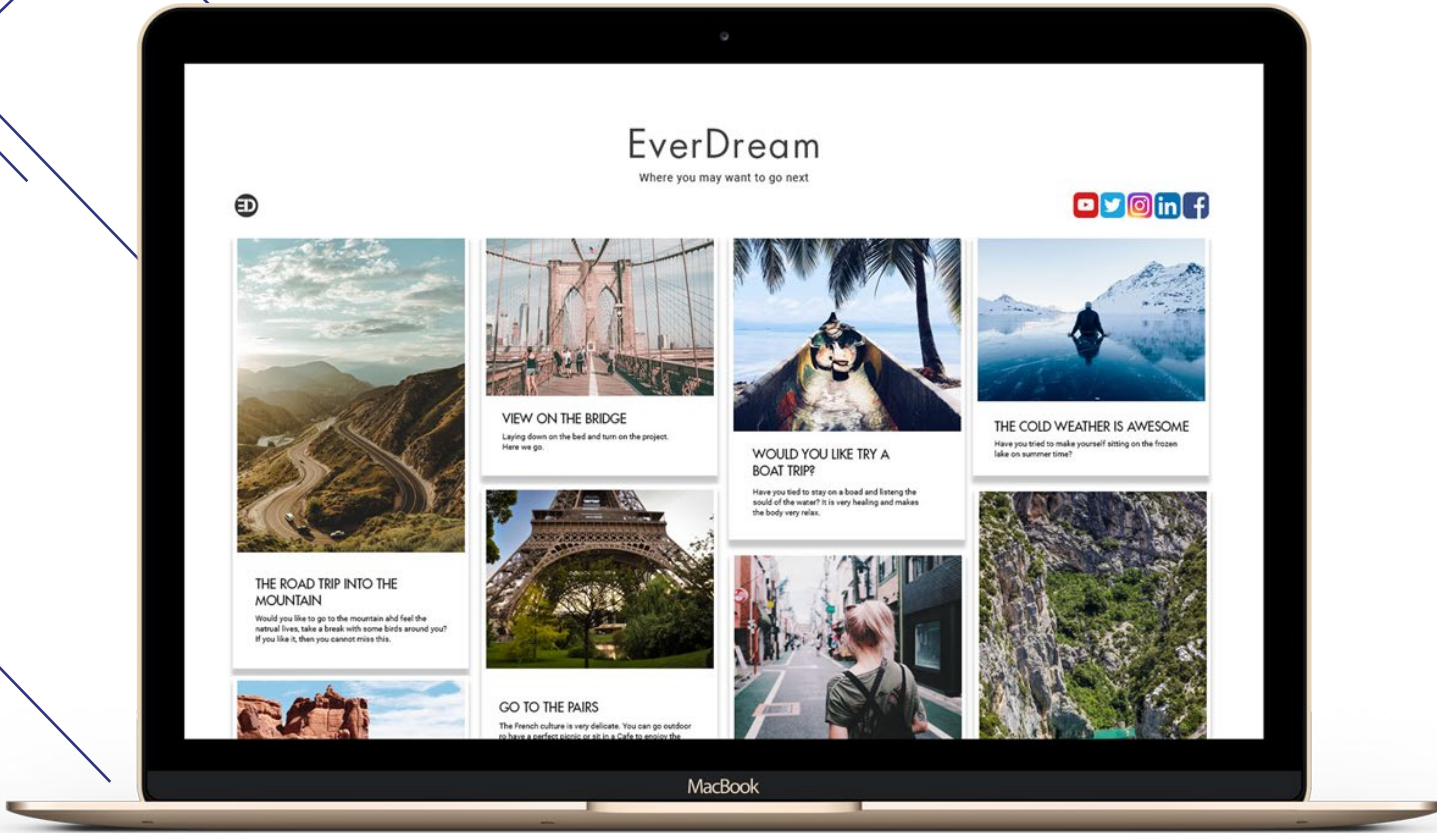
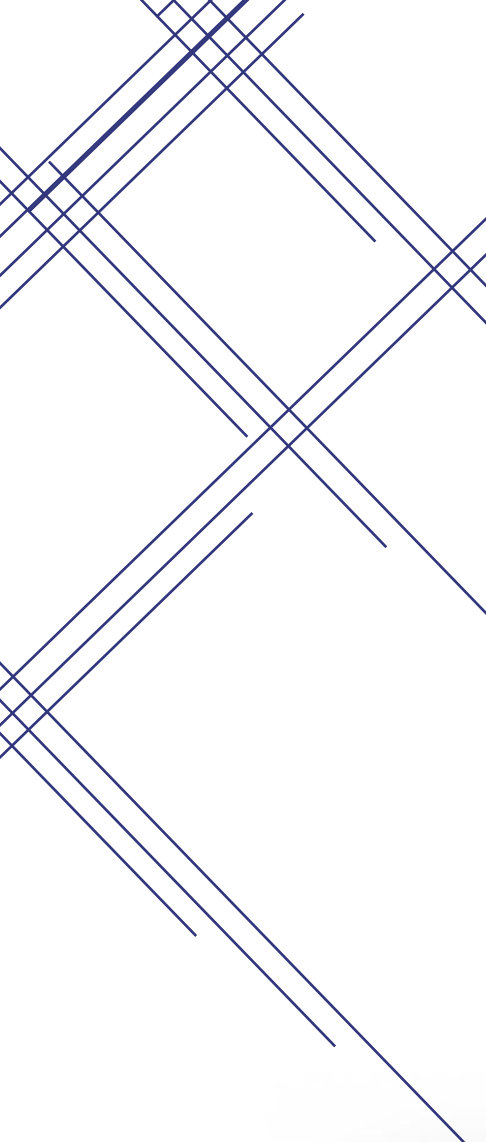
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Where you may want to go next



THE ROAD TRIP INTO THE MOUNTAIN

Would you like to go to the mountain and feel the natural lives, take a break with some birds around you? If you like it, then you cannot miss this.



VIEW ON THE BRIDGE

Laying down on the bed and turn on the project. Here we go.



GO TO THE PAIRS

The French culture is very delicate. You can go outdoor to have a perfect picnic or sit in a cafe to enjoy the



WOULD YOU LIKE TRY A BOAT TRIP?

Have you tried to stay on a boat and listening the sound of the water? It is very healing and makes the body very relax.



THE COLD WEATHER IS AWESOME

Have you tried to make yourself sitting on the frozen lake on summer time?



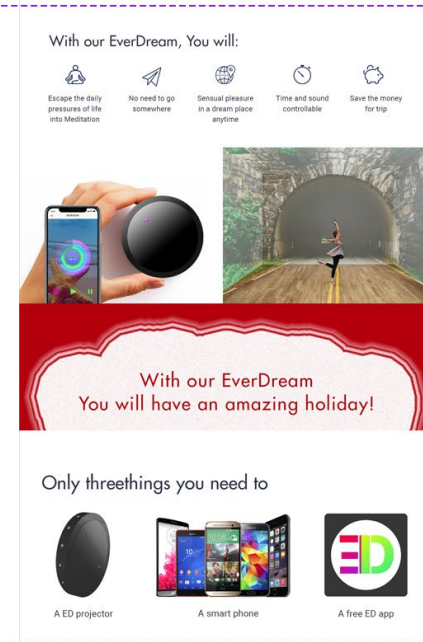
MARKETING FOR CHRISTMAS

Christmast season is good for a big sell. It is better to have discount to sell the product. Discount should be primary important for the season.



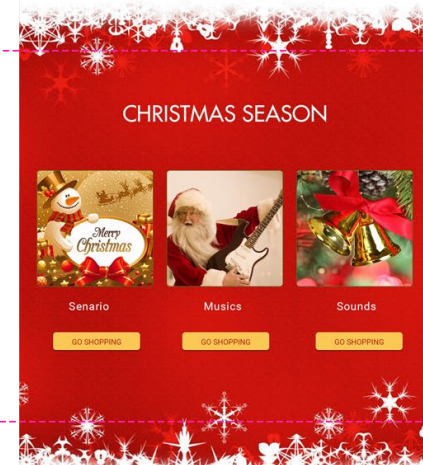
MARKETING FOR NEW CUSTOMERS

This part of the newsletter focuses on potential customers. The content will show the benefit of the product and how to use it.



MARKETING FOR REGULAR CUSTOMERS

The regular customers have already known the product. They are interested in the new arrivals or sales products more. Those kinds of products should be listed for them.



SOCIAL MEDIA IS FOR ALL CUSTOMERS

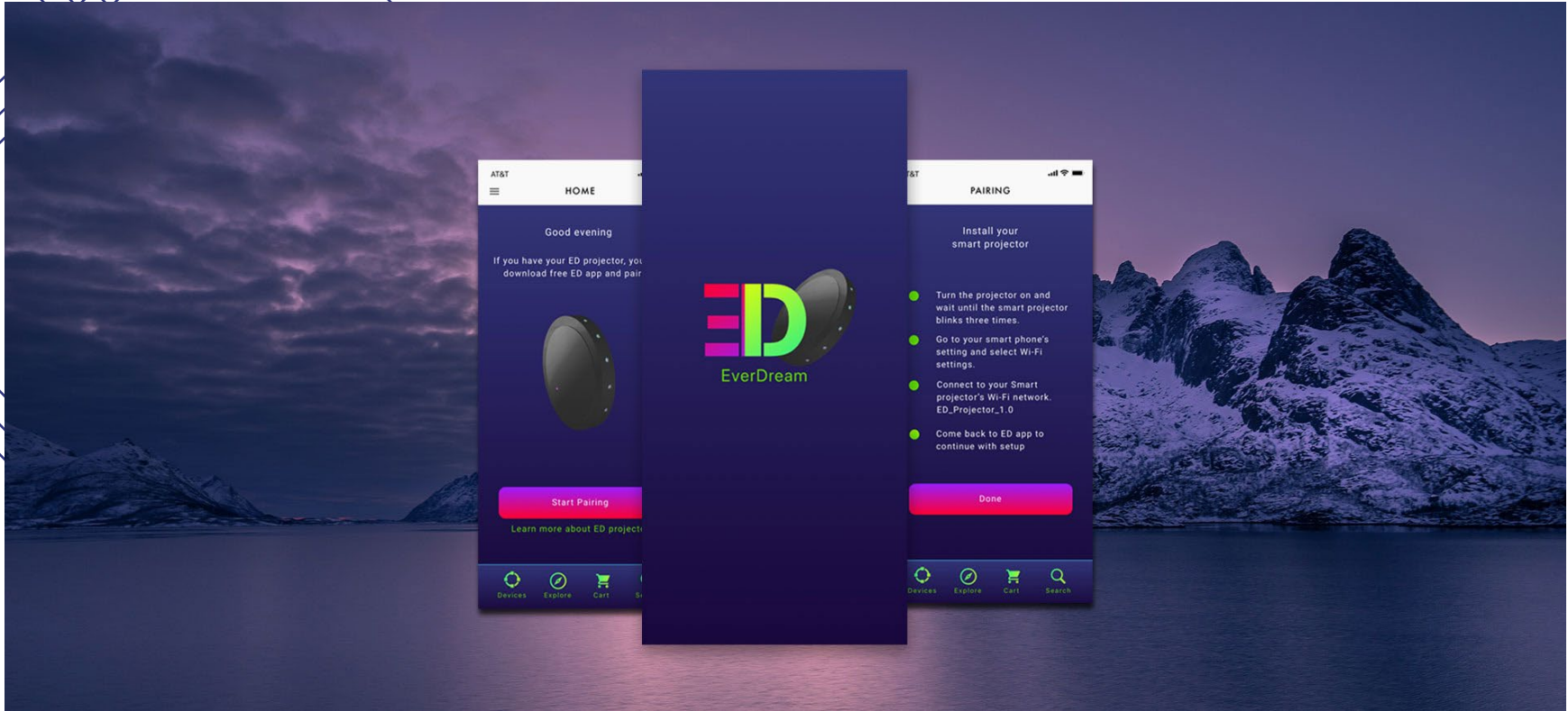
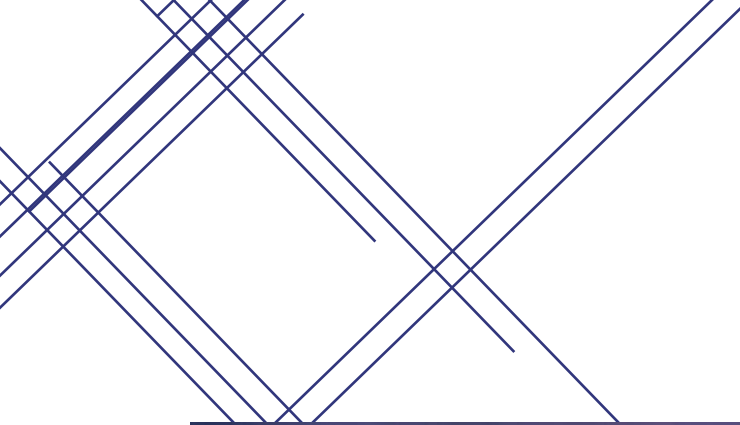




PRODUCT SHOTS



MOCKUP



MOCKUP



EVERDREAM

KATE JIE YU || CASE STUDY