

# dyson

## Project Brief |

| What would Dyson do if Dyson decides to expand into a new market?

This student project may not reflect the views or plans of Dyson



**James Dyson**

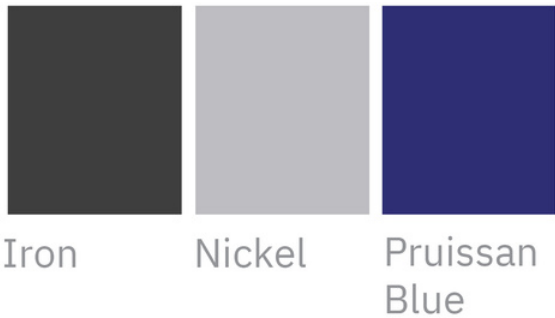
# This is dyson

"A product is only really beautiful when it works. People don't buy design that just looks good. At least not twice"

- James Dyson

## Brand Theme:

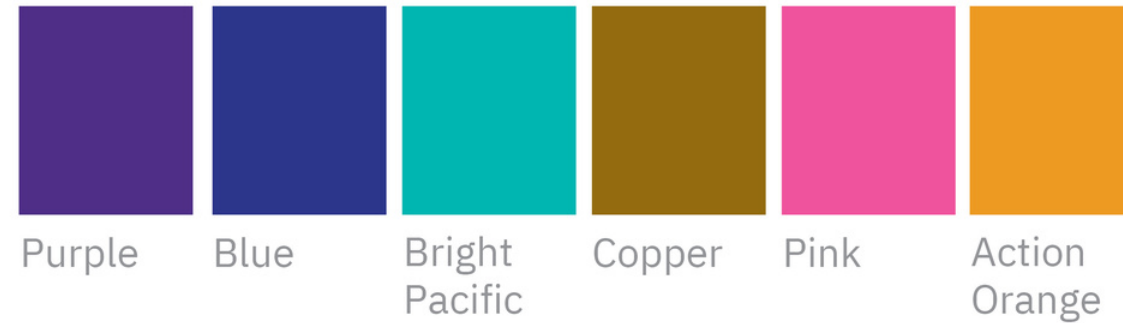
### Main Body:



### Touchpoints:



### Accent Colors:



### Typography:

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

1234567890

\$?&%@!#\*()=

FUTURA

Dyson design is...

utilitarian,  
industrial strength,  
refined.



## Vacuum Cleaners



Cordless

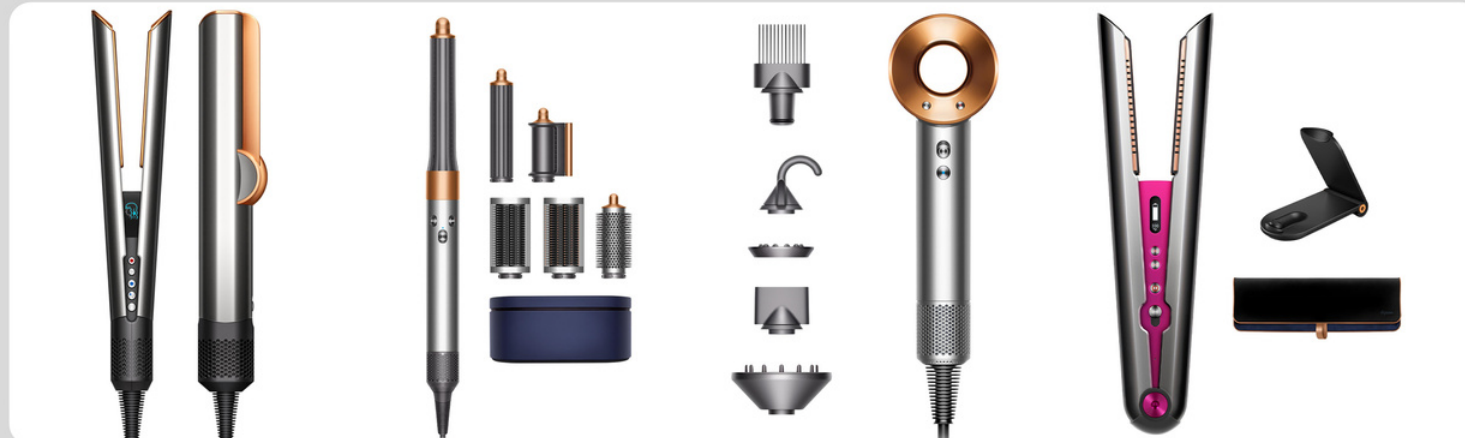
Corded

Wet & Dry



Robovac

## Hair Care



Wet & Dry Straightener

Multi-Styler

Hair Dryer

Hair Straightener

## Headphones

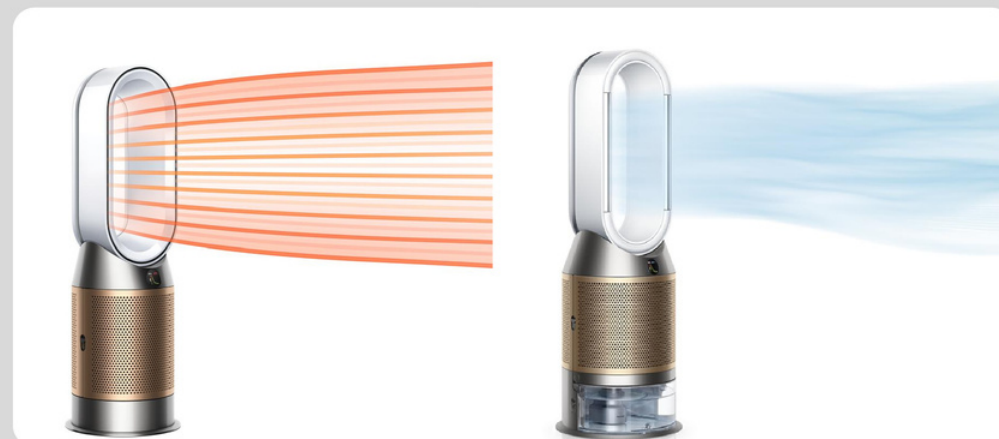


Audio

## Air Purifiers



Purify and Cool



Purify, Humidify, and Cool

Purify, Heat, and Cool

## Lighting



Floor and Desk Lamps

“Be prepared to fail,  
be prepared to experiment”

- James Dyson

# Full Consumer Product Line-up

Dyson's consumer grade product designs are **minimal, futuristic, and effective.**

From vacuums to cars, Dyson has shown that they aren't **afraid of experimenting and branching out into completely different industries.**



## Materials/Finish



Brushed Metal



Perforated Details



Acrylonitrile Butadiene  
Styrene Plastic  
(ABS)



Transparent Plastic

## User Experience



Minimalistic and Sleek Buttons



Efficient and Subtle Icons



Humble Branding Placement

## Characters Lines & Shapes



Smooth Curved Surfaces



Futuristic Feel



Circles and Spheres Incorporated

# Physical Product Study

Dyson typically boasts **transparent design**, showcasing its high-tech engineering, **Sleek geometric shapes**, and **preforated details**.



## STRENGTHS

- STRONG Visual Design
- Engineering/Function
- willingness to expand
- They know air
- fit & finish quality
- community involvement
- quickly set industry standard

(INTERNAL)

## WEAKNESS

- little research
- impulsive market expansion
- limited to high-end market
- too many options (overwhelming)
- oversaturating markets

## OPPORTUNITIES

- large capital
- expand outreach opportunities + programs
- continual Engineering development
- expansion into software/service aspects to products

(POSITIVE)

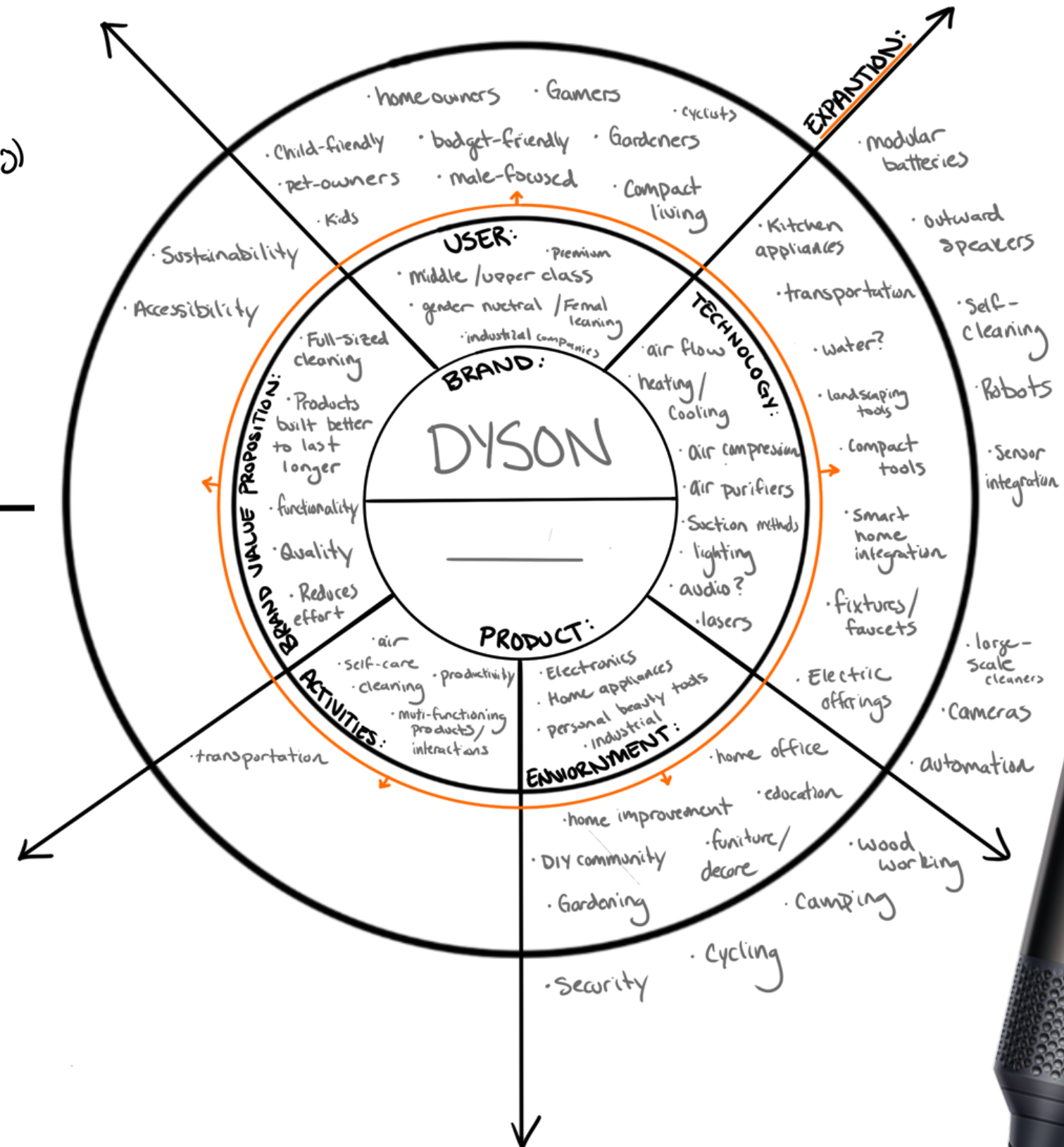
(NEGATIVE)

## THREATS

- market competition
- poor suppliers
- rapidly-changing public standards
- poor economy

(EXTERNAL)

## PRODUCT LANDSCAPE:



# Decision Matrix

Pros

Cons

Smart Home Ecosystem	Subscription based business model	How to integrate current products?
Compact Tools	Compact living on the rise	At a certain point, sacrifices Dyson's focus on function for versatility
Outdoor Line	Similar target users: other side of the same coin	Not many directions that are directly adjacent to Dyson's strengths.
Wearables	High-tech engineering combined with clothing	Hard to consistently communicate the signature Dyson brand design.
Pet Products	Pet ownership on the rise Extremely profitable industry	What problems can Dyson solve with their strengths?

**Smart Home Ecosystem  
holds the most potential**

The business model is in-line with Dyson's current strengths and values in the industry: functionality, longevity, and keeping a healthy home and lifestyle.



Potential product line:

# Dyson Home

This student project may not reflect the values or plans of Dyson

## DYSON SMART HOME ECOSYSTEM

### Product Possibilities: (1/2)

#### ↳ Large scale appliances

- Individual AC/Heating Units
- Combine with current air purifiers / robotic vacuum

#### ↳ Sensors

- Indoor / outdoor "sensor-hub"
- individual sensors:
  - air quality → motion detection → smoke/CO<sub>2</sub>
  - temperature → "clutter camera" → moisture
  - pet sensor / camera

#### ↳ Automated Cleaning tools

- Robotic vacuums
- Smart mowers
- Smart trash bins
- Robotic Mops
- Smart dishwashers
- Self-cleaning litter box

### Software/Service Possibilities (2/2)

#### ↳ Home "Health-Quality" Report

- Compiles data from sensors around home, reports out summary weekly / daily / monthly etc...

#### → Automated Cleaning

- Set temp / humidity / air quality limits, turns on and runs appliances accordingly.

Dyson currently has great products that work individually. This new direction allows their products to work together to greatly increase their function. This will also allow Dyson to create a new service with new products that only becomes more effective the more people buy.

## FINAL DIRECTION

### MyDyson Home : Smart home ecosystem

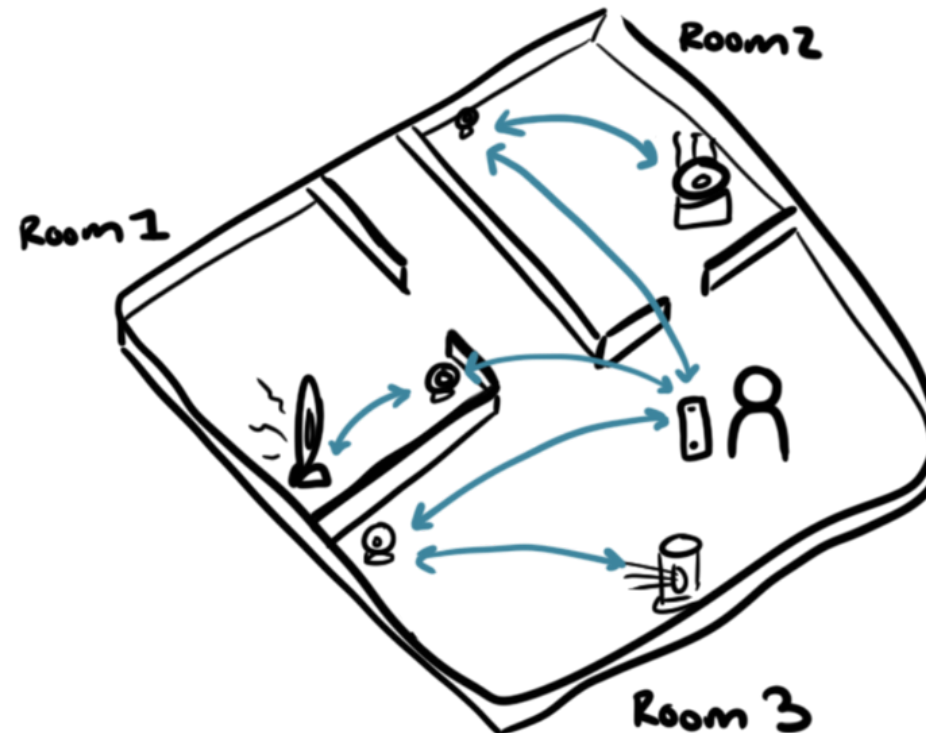
\* We want MyDyson Home to be the best way to monitor and control your homes health quality. Seamlessly connect and control all of your Dyson appliances and tools from one central app. Get access to live "home-health-quality" updates on temperature, air quality, humidity and other statistics from every room in the house.

Each new mydyson home product comes with an individual sensor to connect to the device and the mobile app.

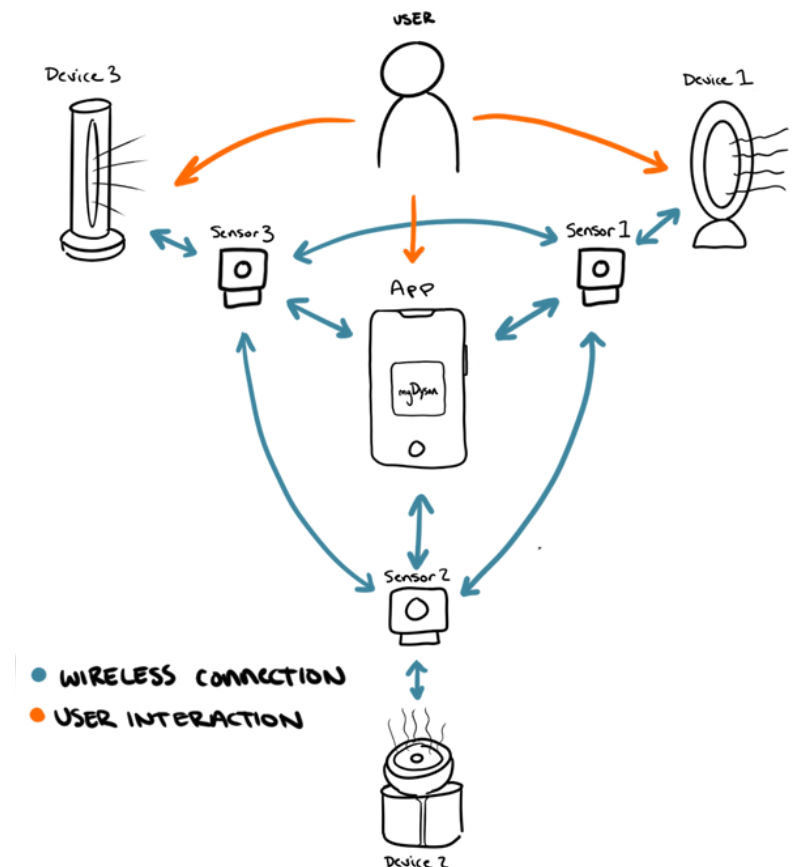
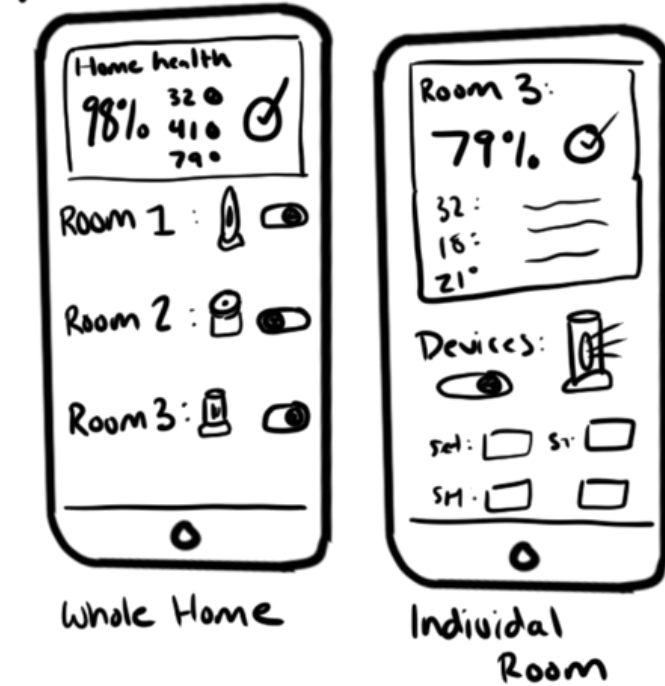
As you add products to your home, the sensors can connect to each other to build out your homes "personal dyson ecosystem".

The sensors monitor your homes health statistics, the more sensors around your home, the better you can control and monitor your homes overall health quality.

### WIRELESS CONTROL FROM ANYWHERE



### App View



dyson

Dyson's Individual AC Unit:

# Dyson Home breeze

A large part of the Dyson Home Ecosystem is control over the temperature, humidity, and air quality of each room in the users home.

Individual air conditioning units can **greatly increase the control of temperature** all around different regions of the home.

**Easier to install** and maintain than a central air system, Breeze units are also **more energy efficient** and can save users money.

## Breeze Features:

- Dyson Home connection
- Energy efficient
- Quiet
- Live temp. control
- Heating and cooling
- Portable
- Stylish, a part of the room
- Easy installation



Similar units made by:

- Samsung
- LG
- Frigidaire
- Dakin



Dyson's Home Office Monitor:

# Dyson Home insight

Dyson's trends of expanding into new industries technology combined with their typical robust engineering and futuristic design aesthetic would see to a cutting edge design monitor technology that emphasizes the clean home mindset:

Product features:

**Cutting edge monitor specifications:**

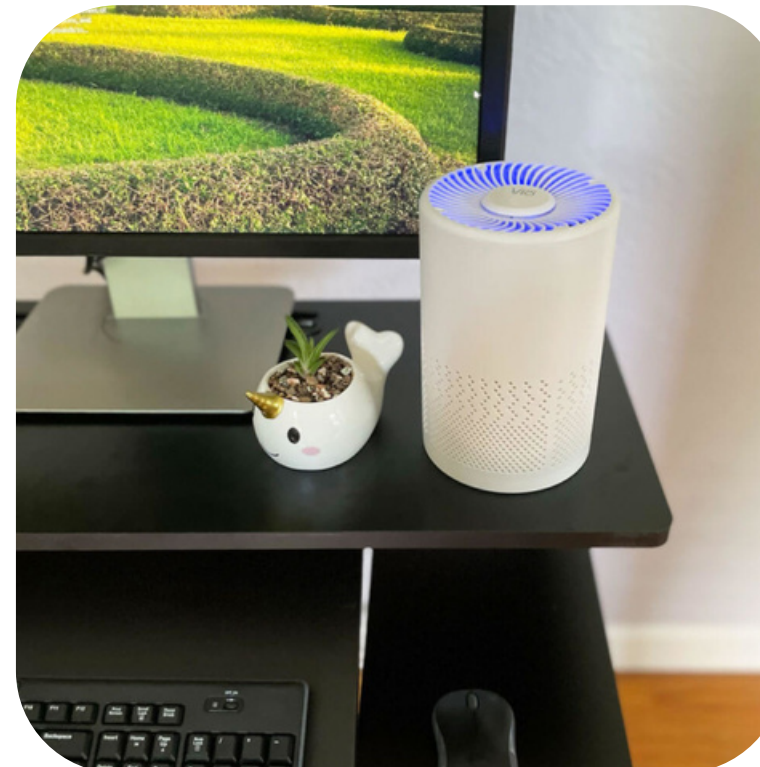
4k resolution, 360 Hz, 38 inches, 16:9

**Healthy home office environment:**

Air purifier, Cooling, Isolated room temperature control

This monitor comes with sensors for isolated room temperature control to be able to integrate itself into the Dyson Home ecosystem. Dyson's "healthy air" target audience is combined into the "home" product line, with this product specifically designed for the home office

## Competitive Landscape Context



dyson



Dyson's Pet Tracker:

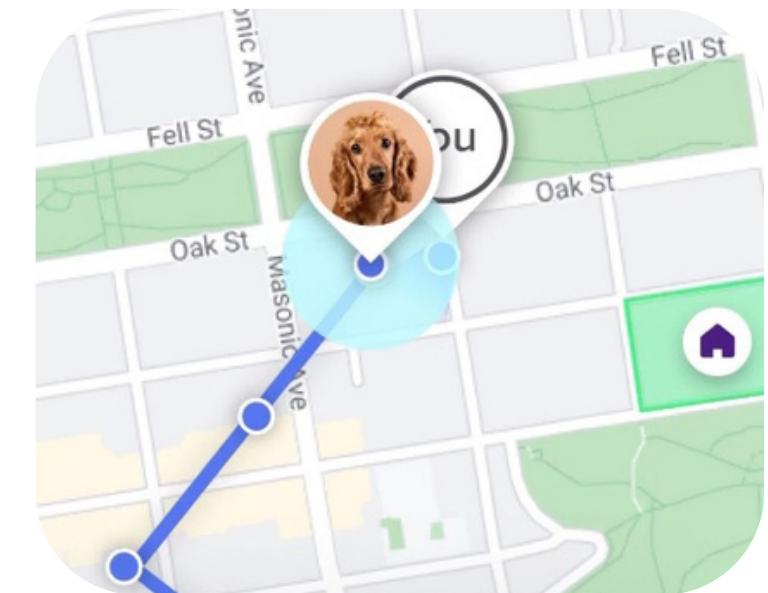
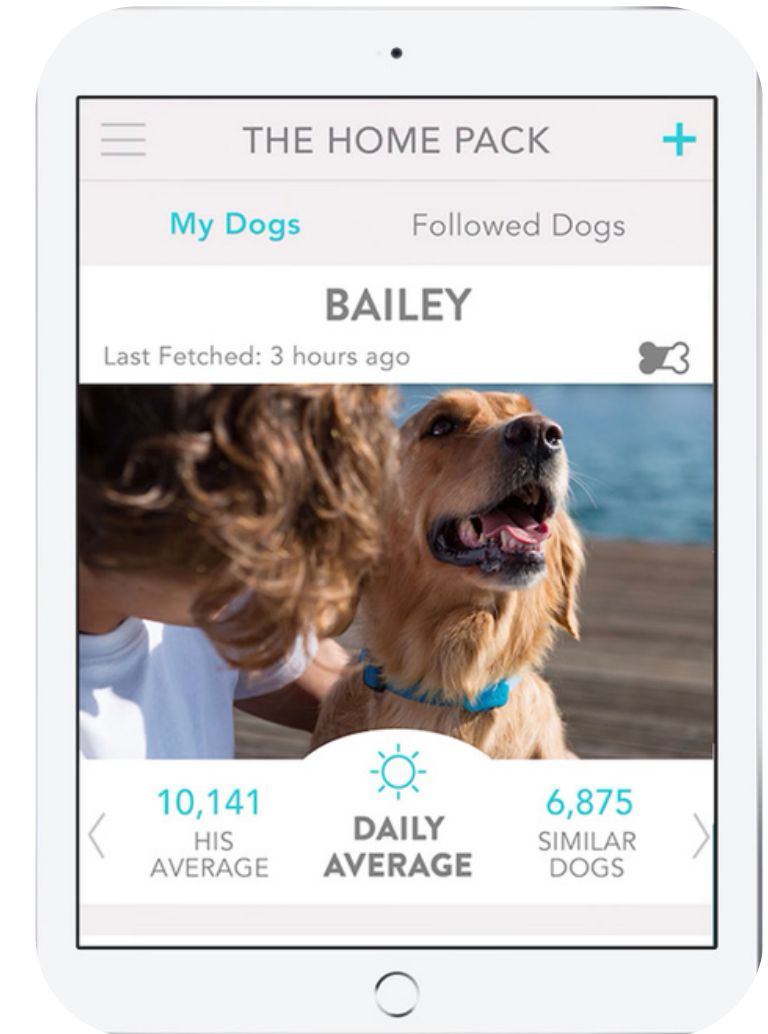
# Dyson Home

Dyson is known for their world class vacuums. Pet owners have to take extra care when vacuuming, to keep their homes free from pet hair and messes. For those with pets who leave gifts behind the couch, Dyson Home pet is ready to help.

## Dyson Home Pet features:

- tracks pet location throughout the day, informing user of any areas where the pet spent extra time in
- tracks pet location in case of possible escape
- listens for any notable sounds, such as eating, vomiting, or misbehaving
- sends vacuum to clean floor around litter box after visits and after food is eaten
- connects to Dyson Smart Home app to allow user to monitor their pet on the go

Similar Products:



dyson



# 5-YEAR PLAN

YEAR 1 BREEZE	YEAR 3 INSIGHT	YEAR 5 PET
<u>Description:</u> <ul style="list-style-type: none"> <li>Expanded AIR / AC / FILTERING technology for greater control over the users home.</li> </ul>	<ul style="list-style-type: none"> <li>Home office / combined tech products for the modern desk space.</li> </ul>	<ul style="list-style-type: none"> <li>An expansion into the pet lines of Dyson and introduction of new products.</li> </ul>
<u>FEATURE PRODUCT:</u> <ul style="list-style-type: none"> <li>→ Portable AC Unit</li> </ul>	<ul style="list-style-type: none"> <li>→ AIR cooling / purifying desktop monitor</li> </ul>	<ul style="list-style-type: none"> <li>→ In-home pet tracker to monitor possible dirty areas of the home.</li> </ul>
<u>Market Size:</u> <small>* AC SYSTEM MARKET * GLOBAL</small> <p>~ \$106.6 Billion ↑ + 8.5% CAGR</p>	<small>* HOME OFFICE APPLIANCE MARKET * GLOBAL</small> <p>~ \$290.4 million ↑ + 17% CAGR</p>	<small>* PET TECH MARKET * GLOBAL</small> <p>~ \$5 billion ↑ + 15% CAGR</p>
<u>FEASIBILITY:</u> ●●●●○ <ul style="list-style-type: none"> <li>→ UTILIZE CURRENT AIR Technologies and suppliers. Update functionality with new desired function.</li> <li>→ As global temps rise and electric prices go up, economic solutions are becoming more practical</li> <li>→ Compatible with home ecosystem, new sensors and other dyson products to create whole home control.</li> </ul>	●●●○○ <ul style="list-style-type: none"> <li>→ New development of tech products, combining w/ current AIR tech. Acquire new vendors/ suppliers for outside tech elements.</li> <li>→ Since Covid working from home and staying clean has never been bigger.</li> <li>→ Compatible with home ecosystem and sensors. Combines different units normally found in an office too.</li> </ul>	●●○○○ <ul style="list-style-type: none"> <li>→ Completely new tech, will require new suppliers and vendors.</li> <li>→ Each year more and more people are bringing home pets, the more pets at home the harder it is to keep clean.</li> <li>→ Compatible with home ecosystem, and other smart home accessories. Possibly pairs with robotic vacuum to clean "high traffic" areas of pets.</li> </ul>

2024

Dyson Home breeze

2026

Dyson Home insight

2028

Dyson Home pet

dyson

# This is Joey Schmidt

Age: 29

Sex: Male

Location: Manhattan, New York City

Occupation: Software Developer, Sirius XM

“I need to keep my home office clean,  
or else I can’t think.”

Joey loves his hybrid work schedule, his home office in his small Manhattan apartment is his happy place. Twice a week he has to work in the office, so he travels a short distance to Midtown on his electric scooter.

**Hobbies:** Music, Gardening, Cooking, Gaming, Reading



Joey **struggles to keep his apartment clean** as his big bulky vacuum makes it difficult in such a small space.

When Joey's desk begins to get cluttered he notices himself **losing focus more quickly**, being less productive.



# Experience Map: Joey's day



A decorative line element on the left side of the page, consisting of a vertical line that curves into a horizontal line.

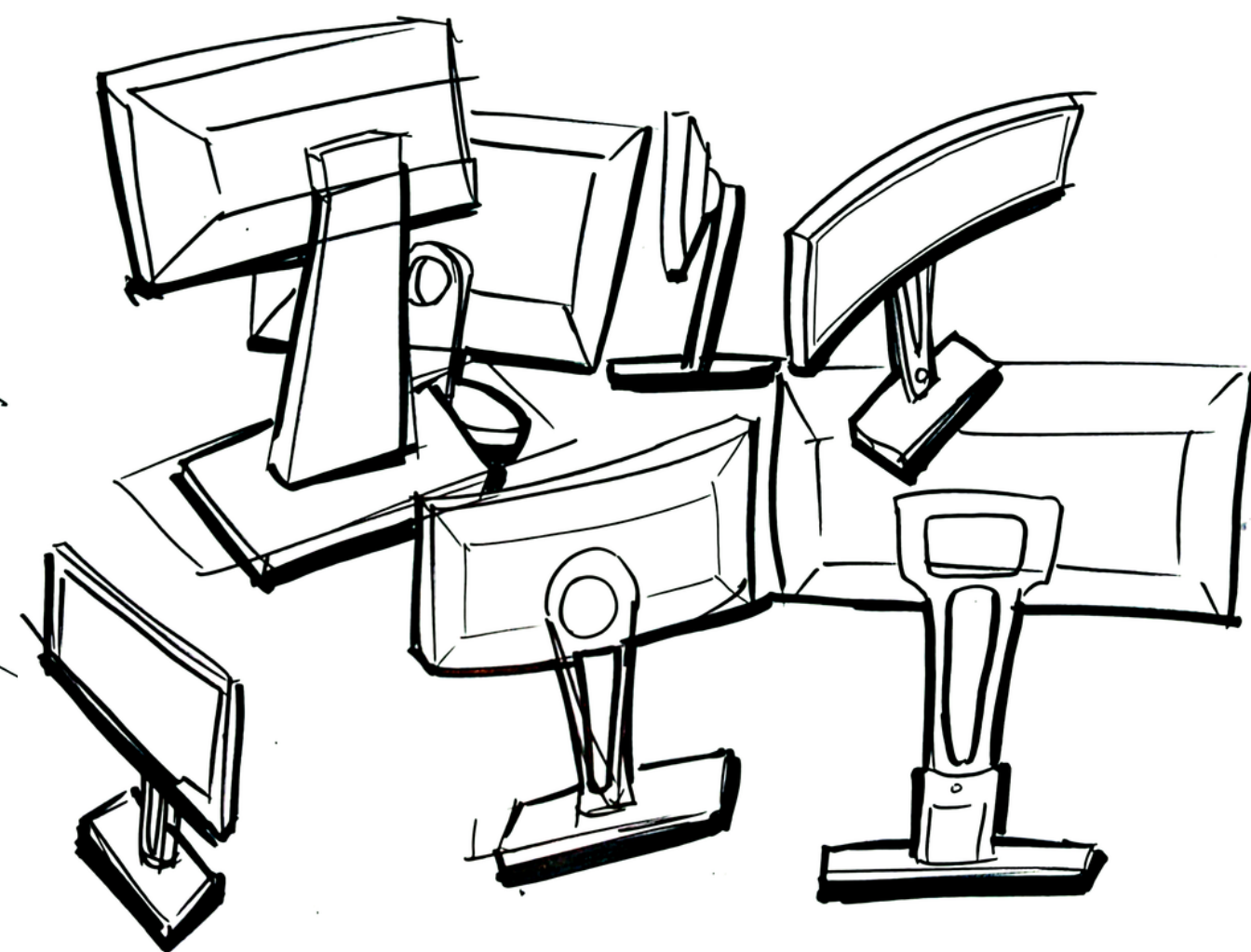
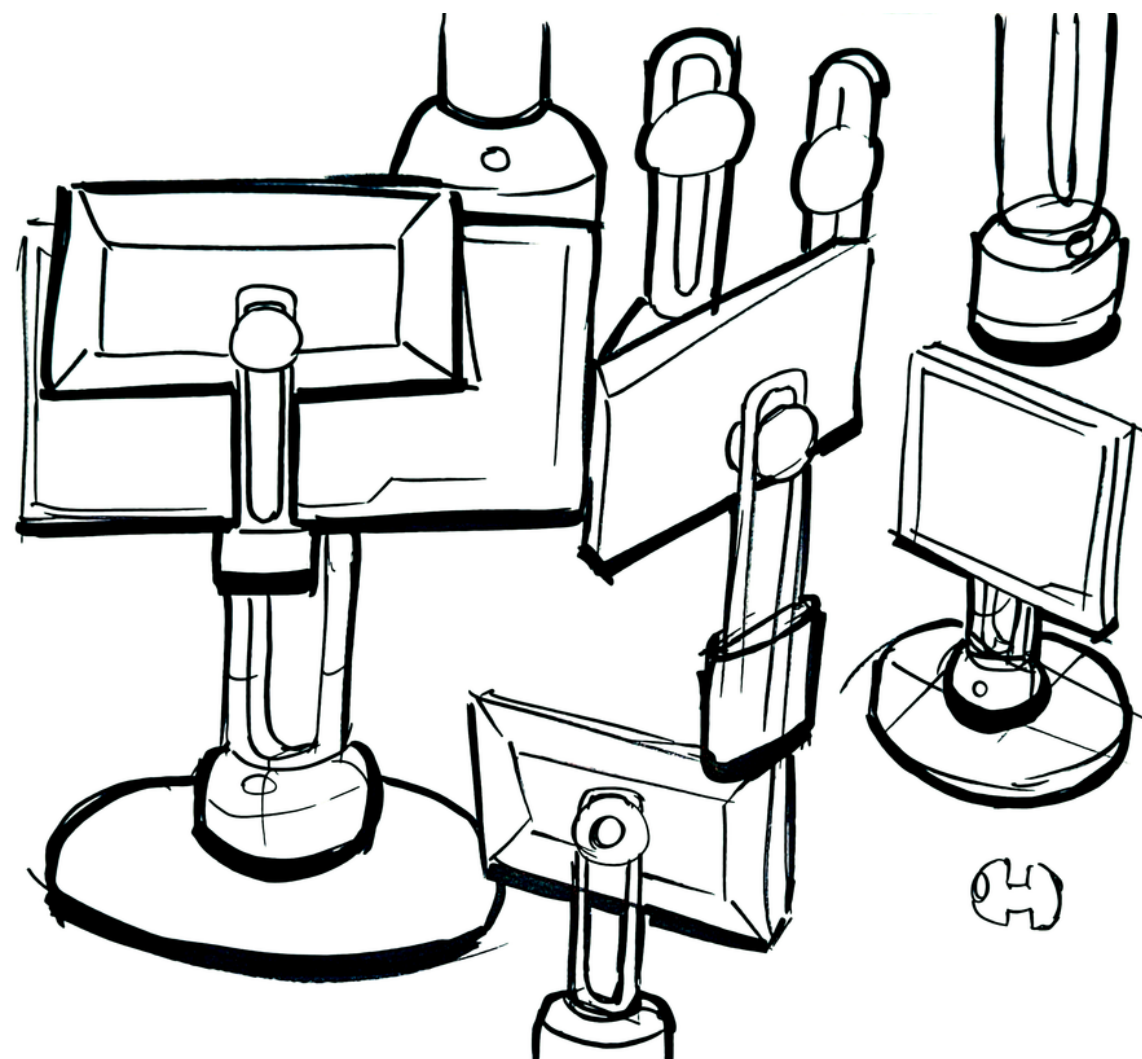
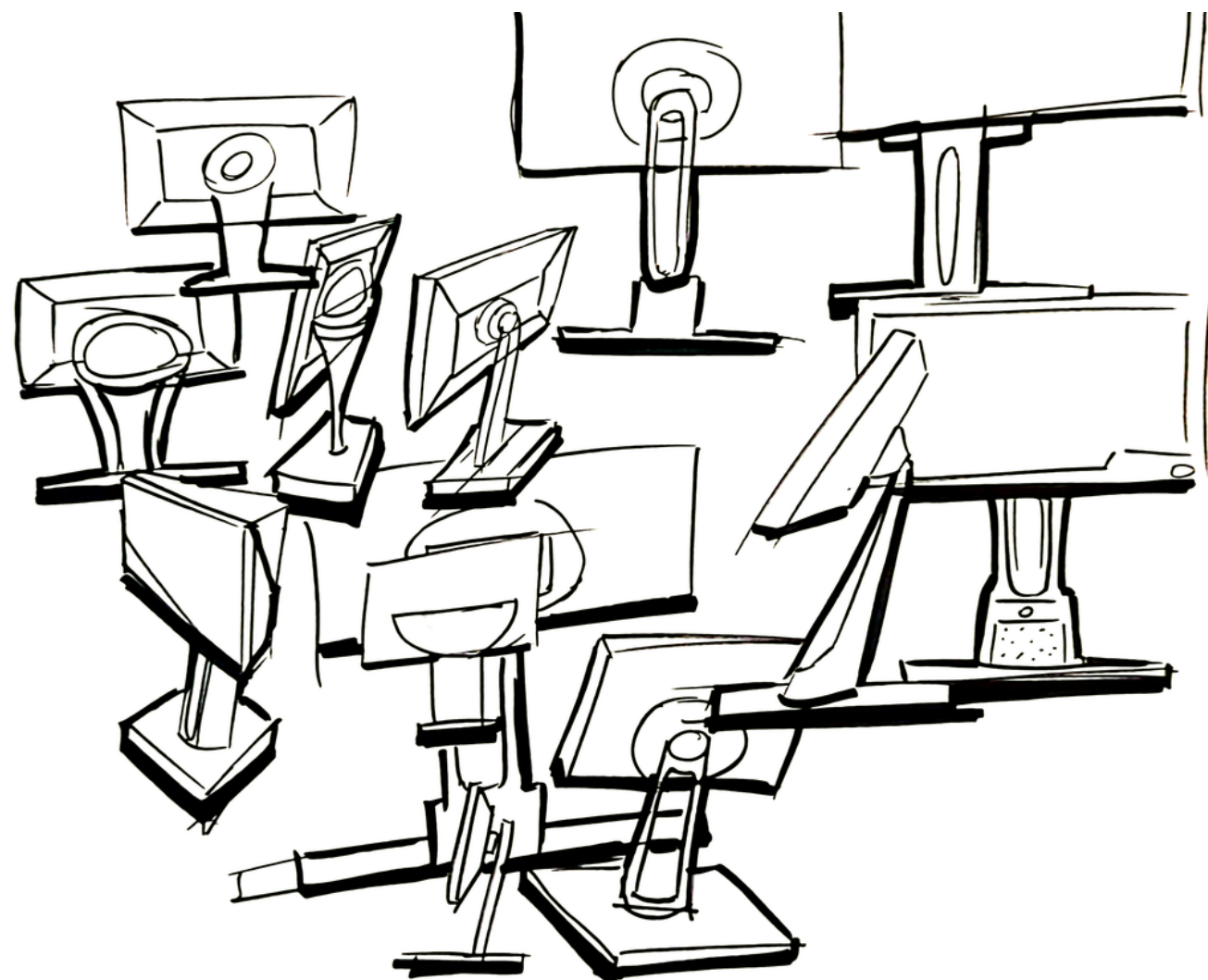
Sketches

A horizontal line extending from the right side of the word "Sketches" across the page.



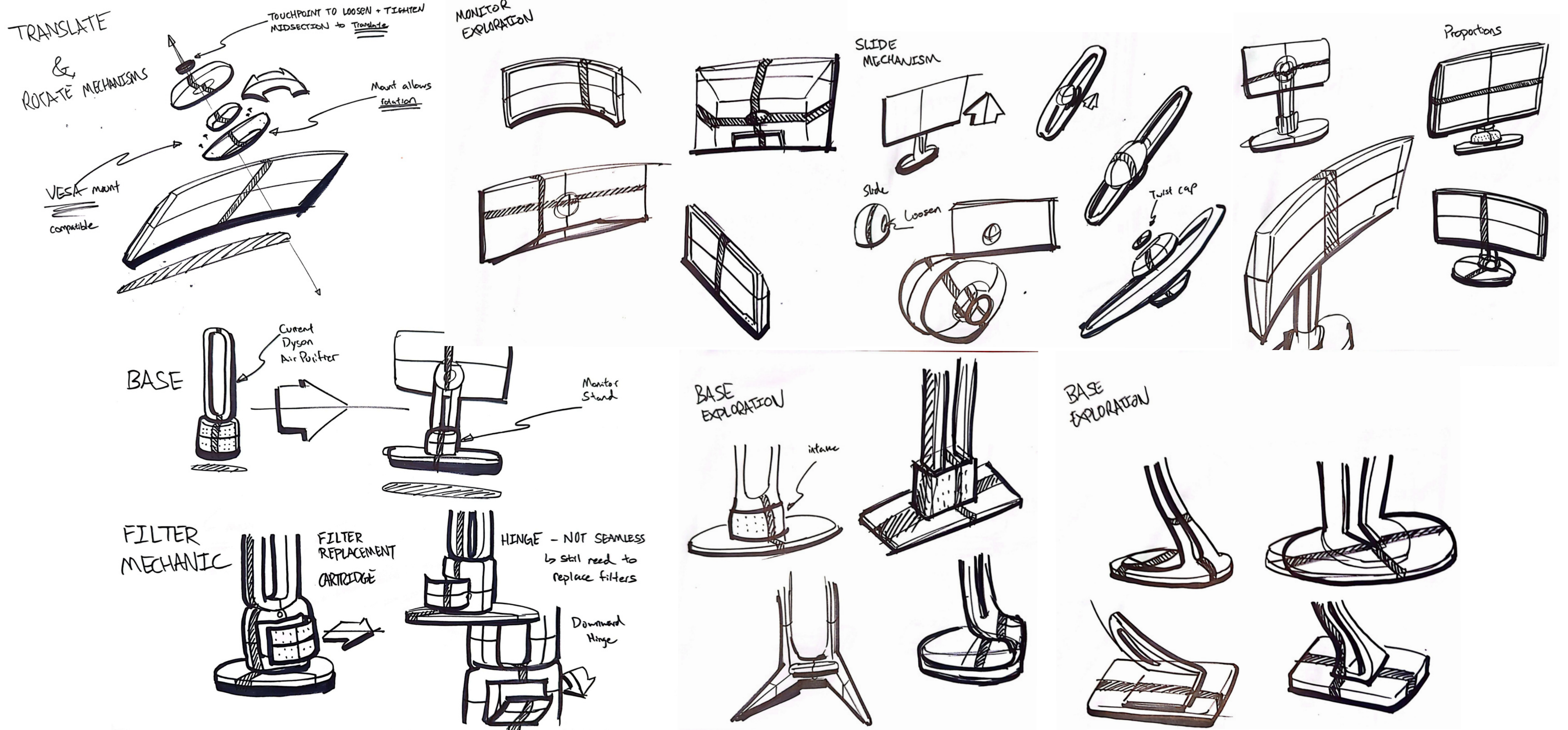
# Dyson Home

Sketches (low fidelity)



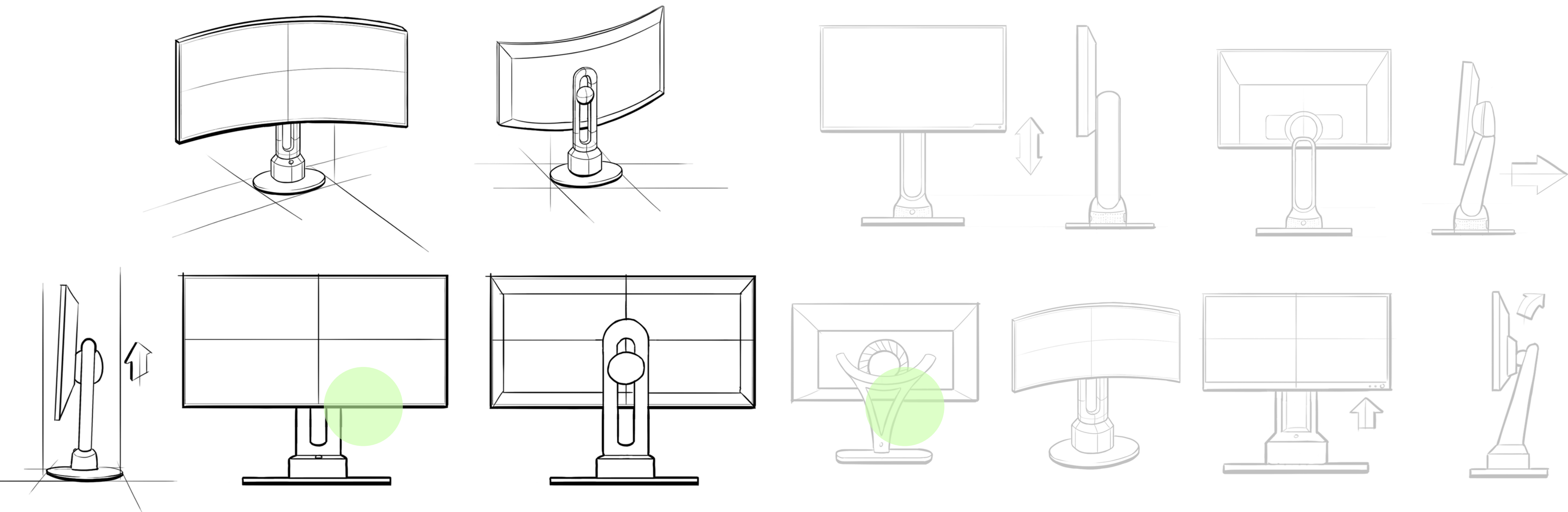


# Dyson Home Sketches (details)





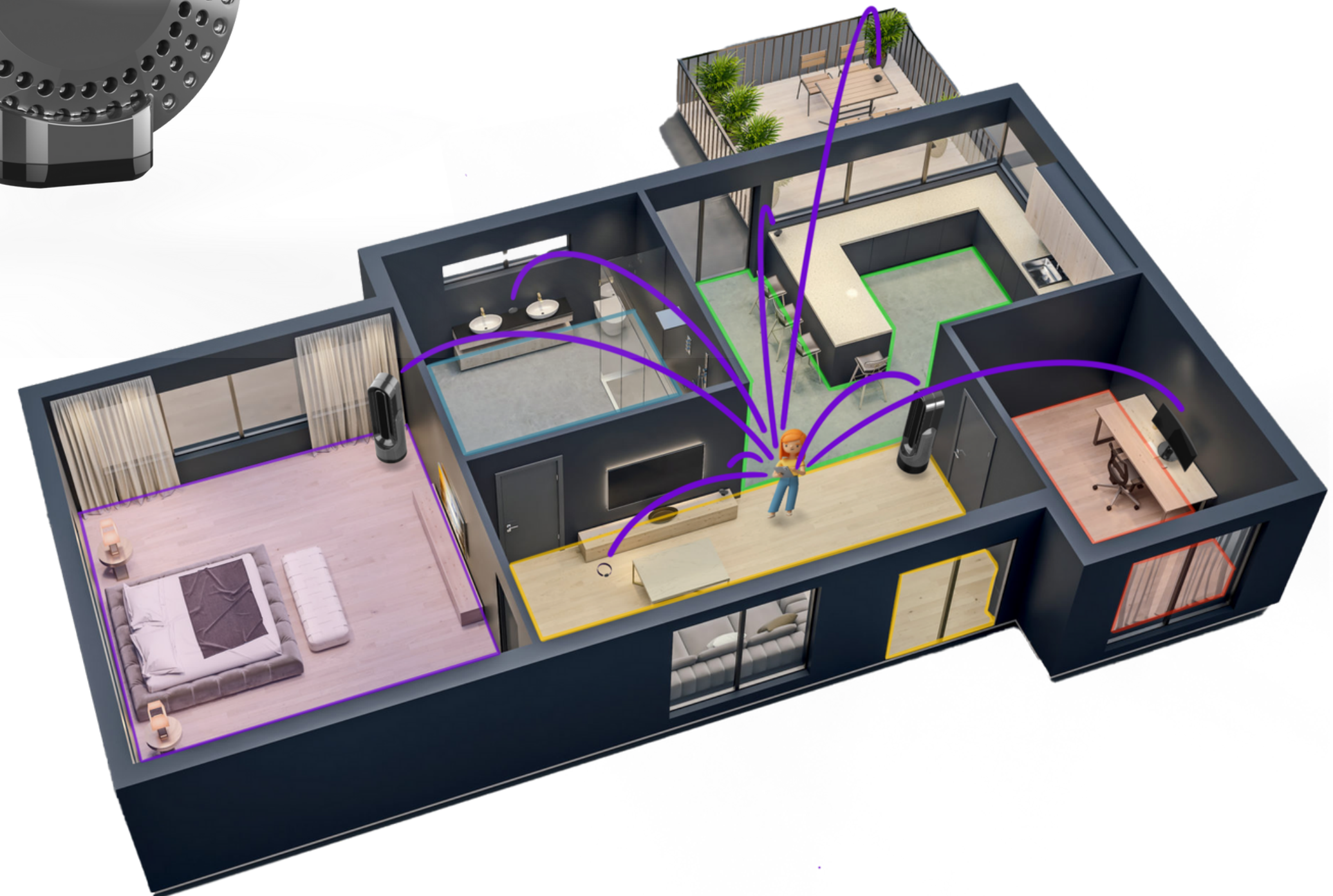
# Dyson Home Sketched (final forms)



# Dyson Home ecosystem



Monitor each room in your home with the myDyson Home app, and accompanying Ecosystem sensors. **Control each Dyson Home device** from one location within the app







Final Design

# Dyson Home insight

The ideal home office monitor — **Dyson Insight**. The monitor is a curved 32" screen with 4k display as well as an **integrated air purifier and fan**. Paired with smart controls from Dyson Home, keeping the home office air clean and cool has never been easier.

Insight is the solution to **maintaining ideal home office conditions**. With sensors keeping air quality and temperature in check, **the study room door can stay closed all day without it getting too hot**. The integrated design is minimal and embodies Dyson's signature design, making it an elegant addition to all home offices.







Insight's **joystick design** lets the user **access monitor settings or turn on the air purifier manually.**

Insight also keeps an eye on the room's air quality and temperature, and **will kick on automatically** if it crosses a set **threshold in Dyson Home.**



Insight's signature designs allows the monitor **to rotate and translate**, making the monitor an effective and versatile workspace piece.

insight



Thank you