

# **eBulb or Die**

**Katrina Tran**

## **Current bulb problems**

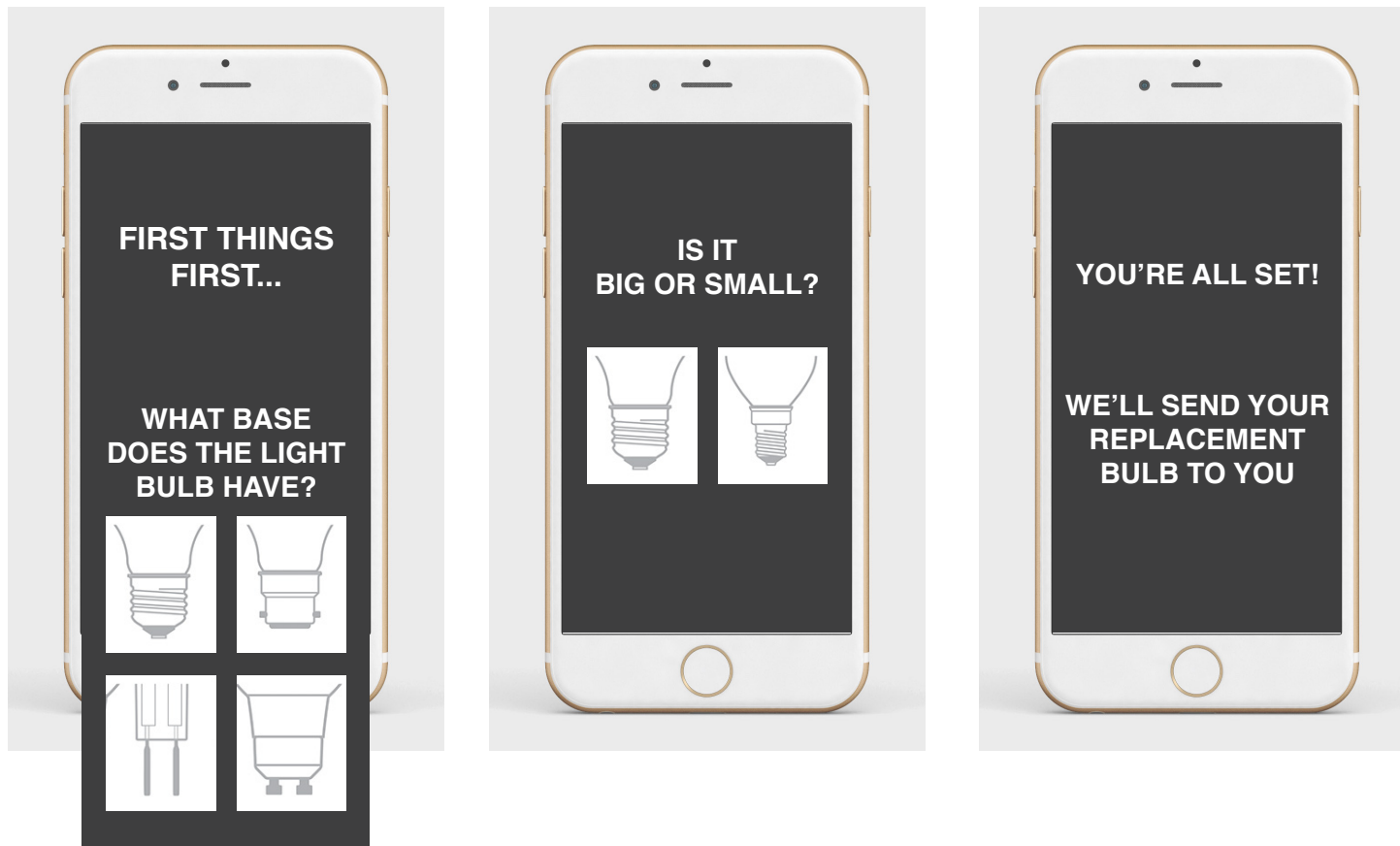
- Energy wasted**
- Confusing to buy**
- No convenient way to recycle**
- Some light bulbs can't be recycled anyway**
- Harmful to environment**

## **Smart bulb**

- Saves money**
- Easier to understand**
- Easy to use**
- Saves the environment**
- Easy to recycle**
- Convenient**
- Keeps track of light bulb usage**

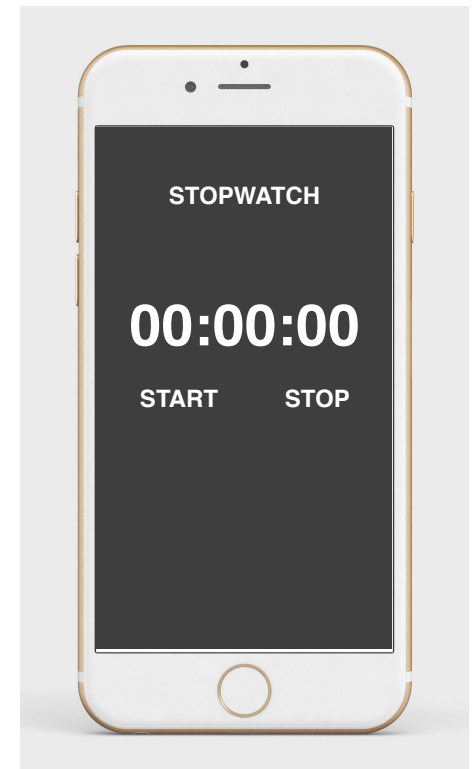
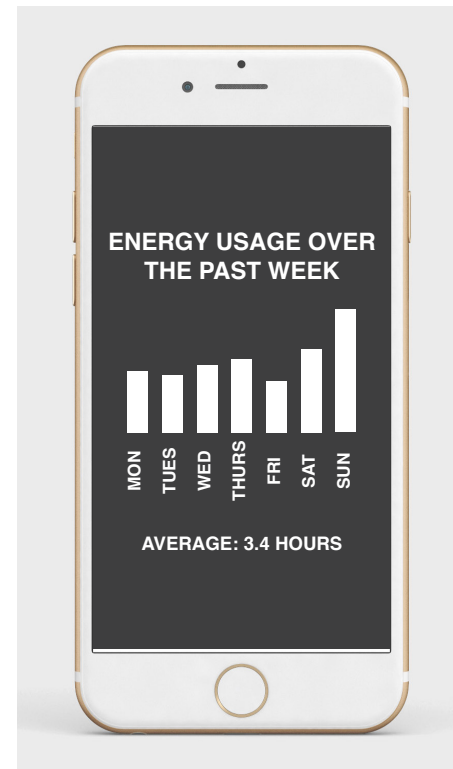
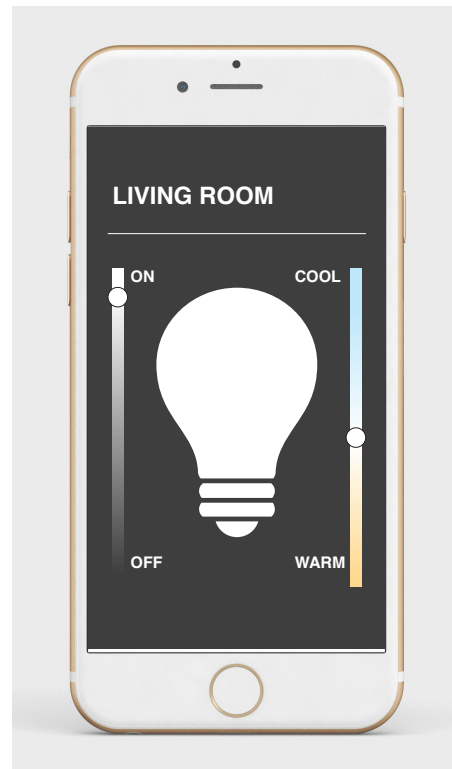
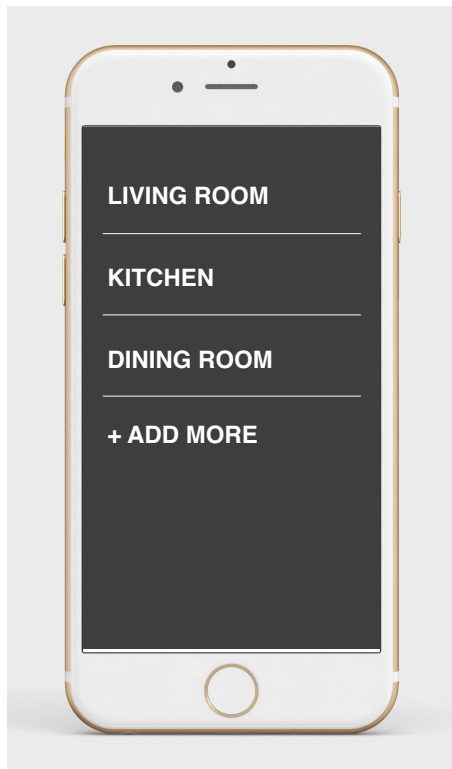
# How many questions does it take to change a light bulb? Just two.

There are so many different shapes, sizes, and confusing codes of light bulbs. The user wouldn't have to worry about any of the jargon and would only need to know what the base cap looks like.



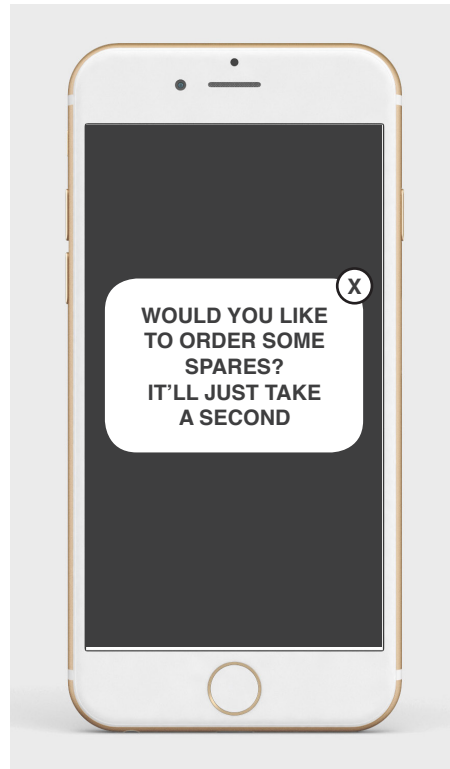
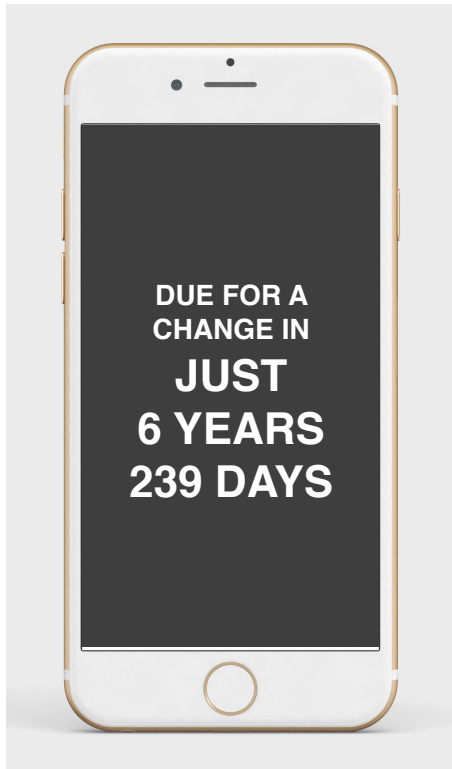
# Control your lighting/stats

This helps keep track of energy usage which can help them use less energy/save more money. The timer can control lighting even when they're away from home.



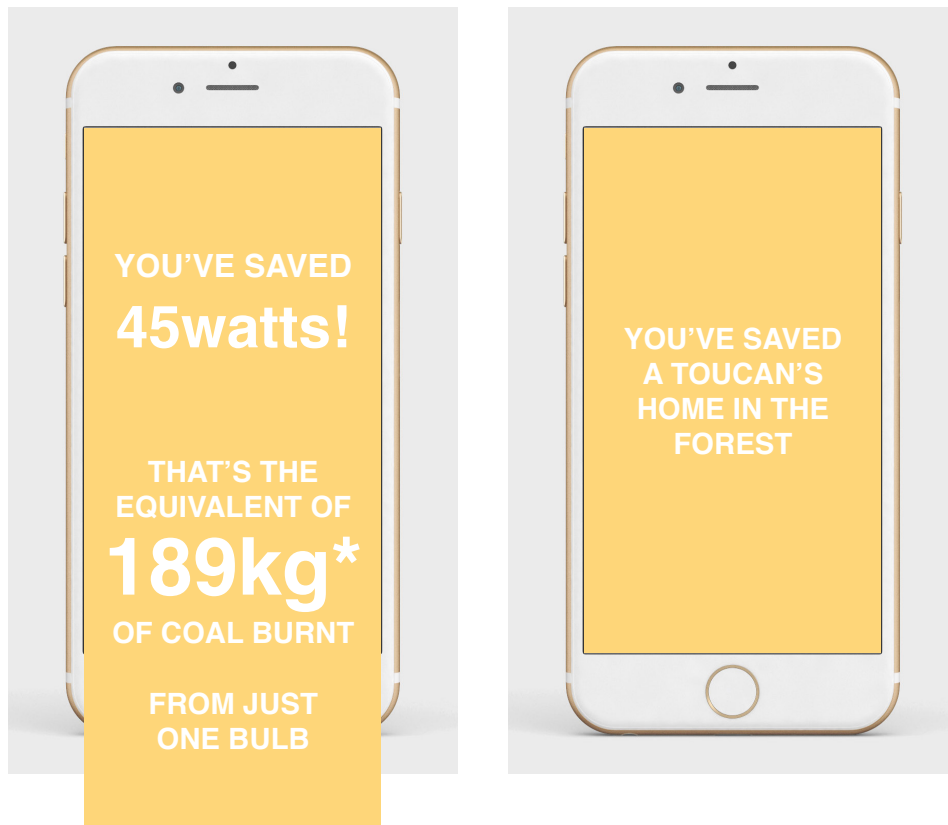
# You'll never be left in the dark again...

Unlike other smart bulbs, this can record how many hours used and calculate how many hours the bulb has left. When the bulb gets low the app will warn you and have the option to buy a spare before it runs out.



# Save your world with just a tap of a finger

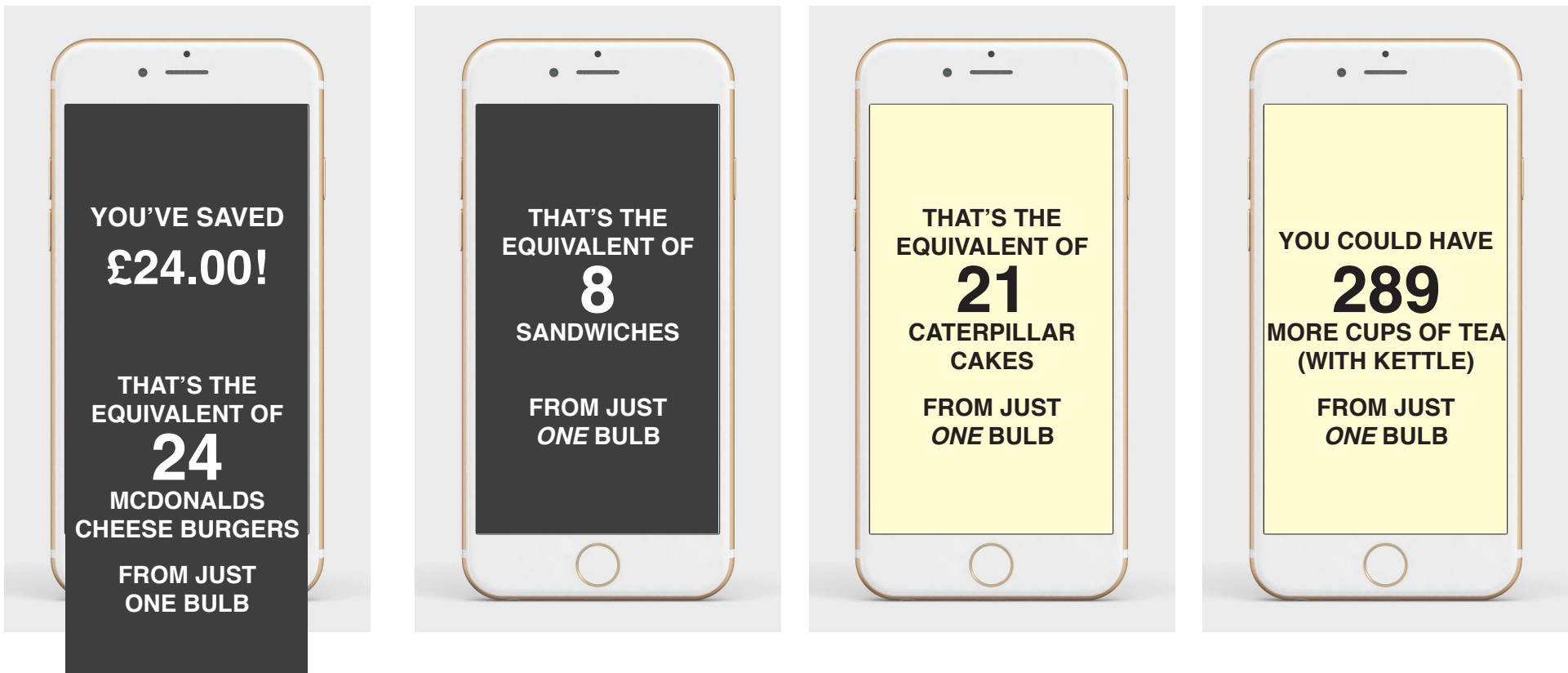
This tells you how much resources you're saving by using the smart bulb. It tells and encourages you that you're doing your part in saving the world.



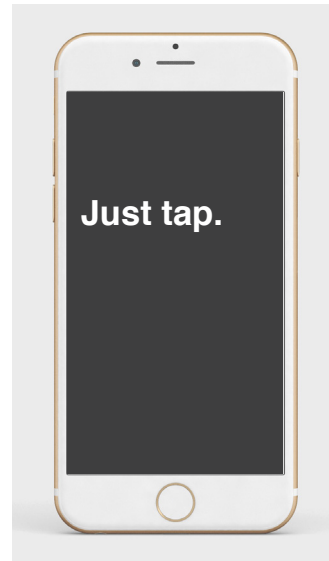
\*NUMBERS ARE WAY OFF

# Just a lighter approach

Instead of “saving the world” this is a fun approach where it shows how much money you’ve saved compared to a normal bulb and what other fun ‘luxuries’ you could buy with that money saved.



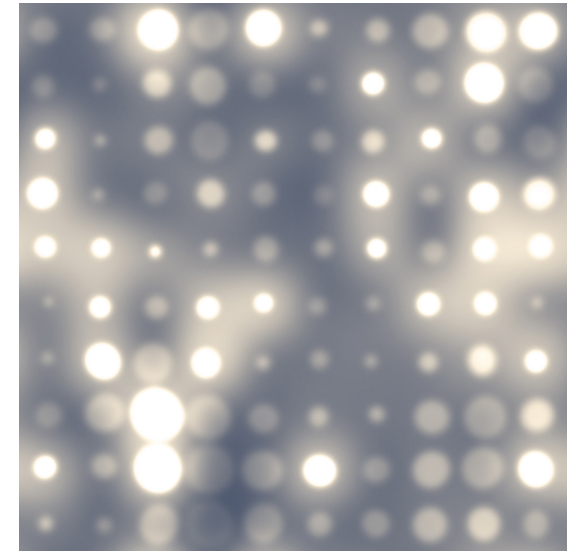
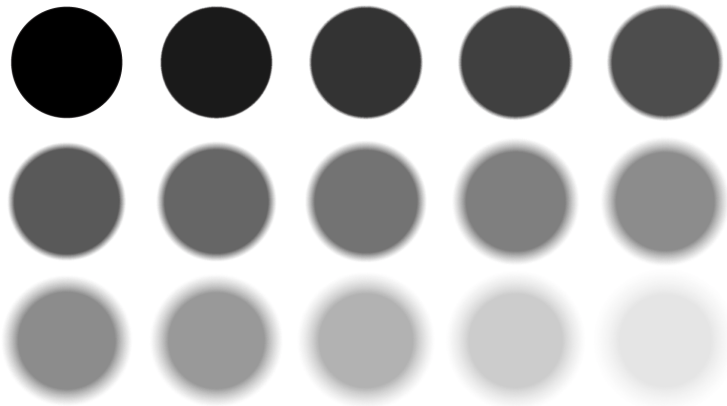
# Packaging/app



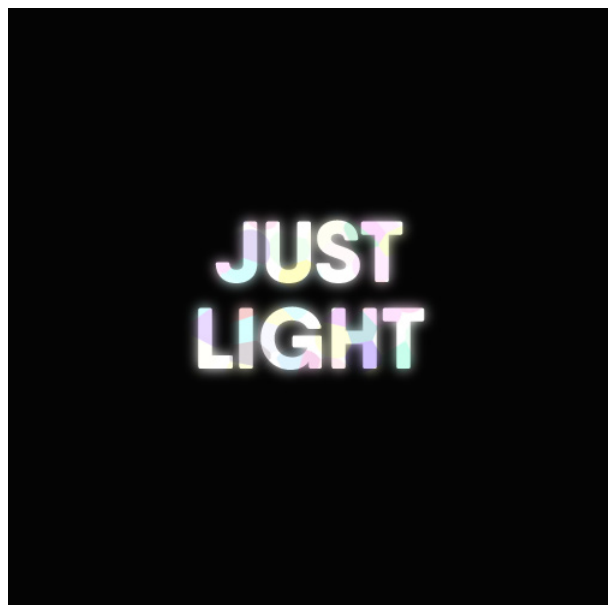
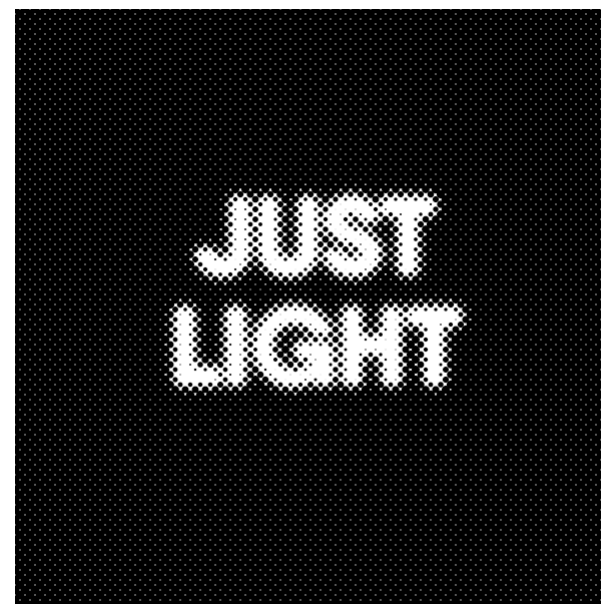


**just light**

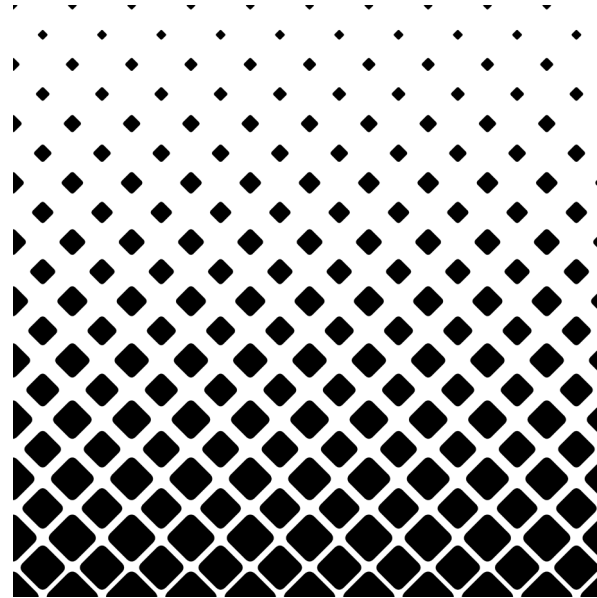
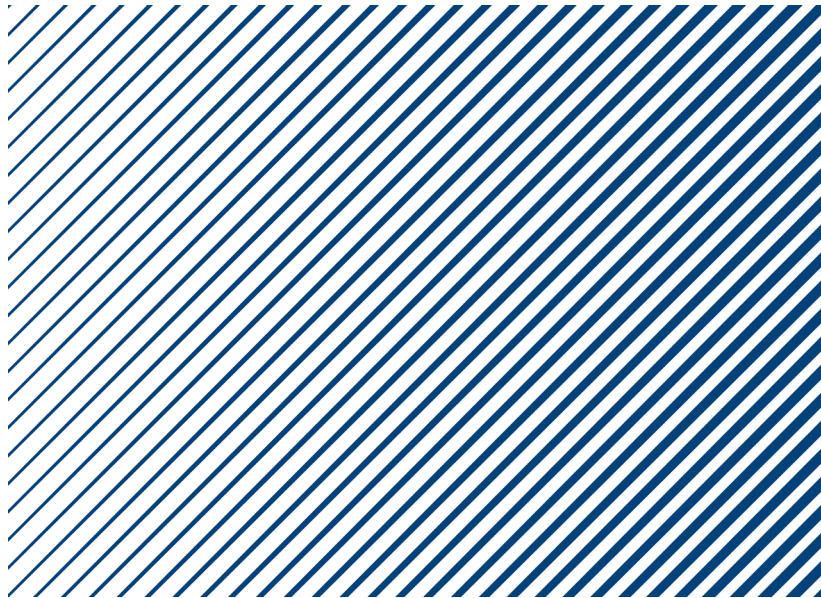
# Finding ways for resprenting light and dark



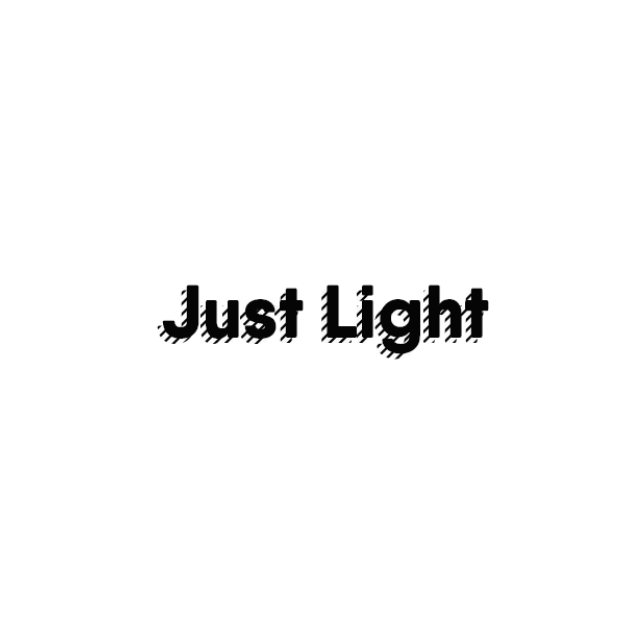
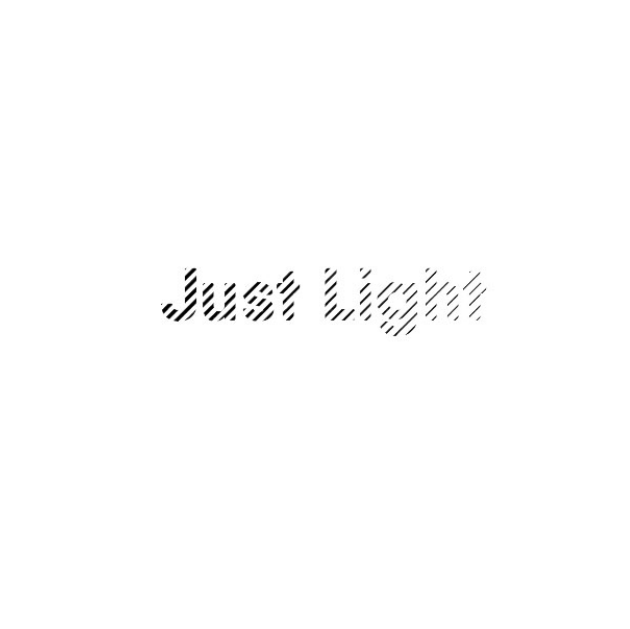
# Trying to find a style with light & dark



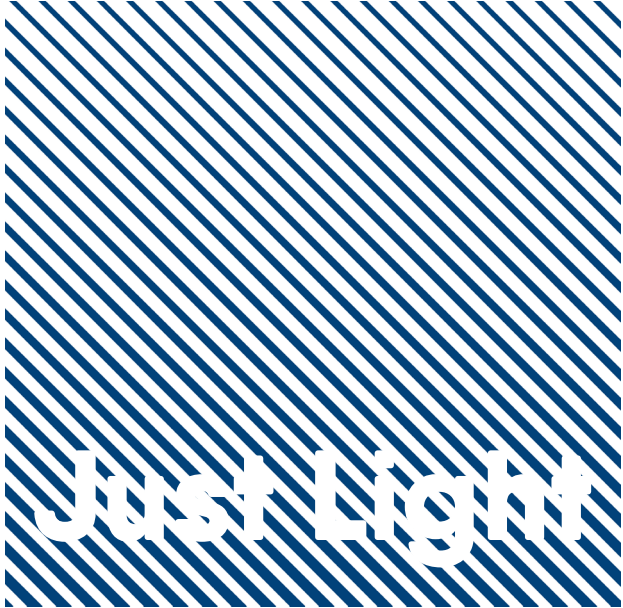
# Trying to find a style with light & dark - with patterns



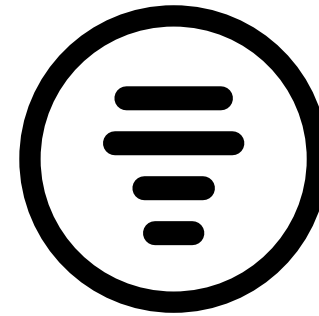
# Trying to find a style with light & dark - with patterns



Trying to find a style with light & dark - with patterns



Trying to show that it's smart, convenient, simple



**smart bulb**



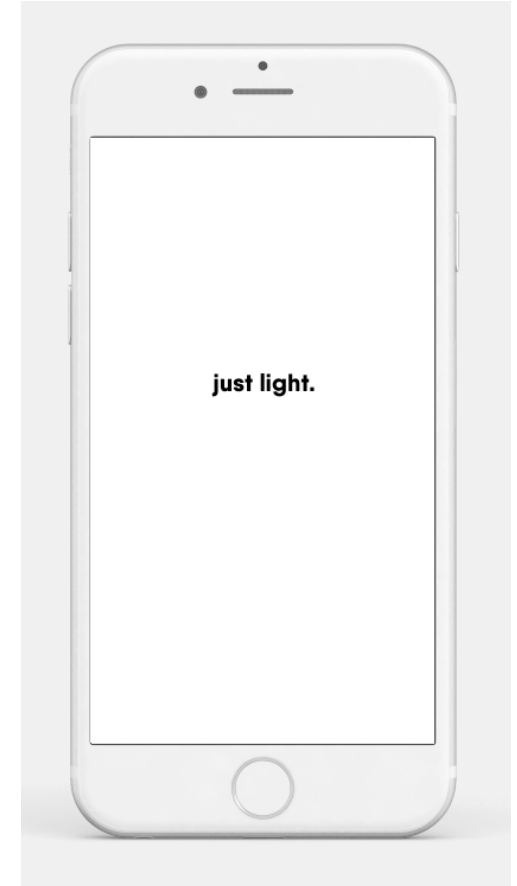
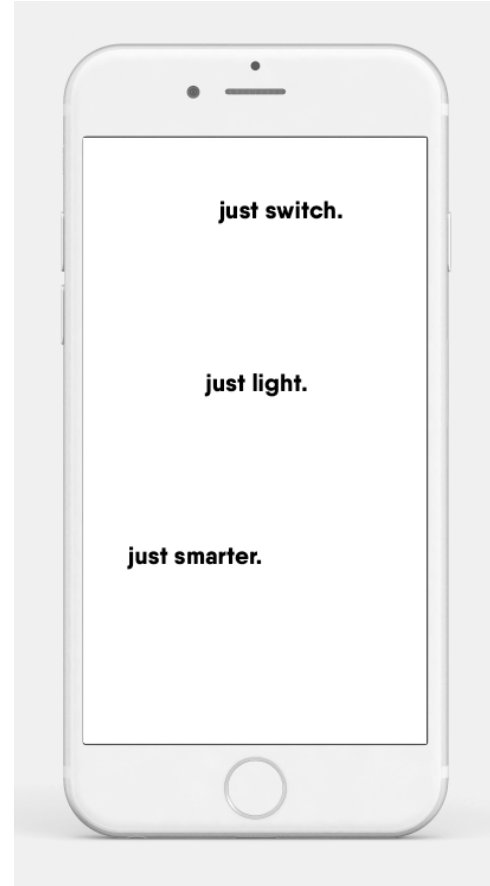
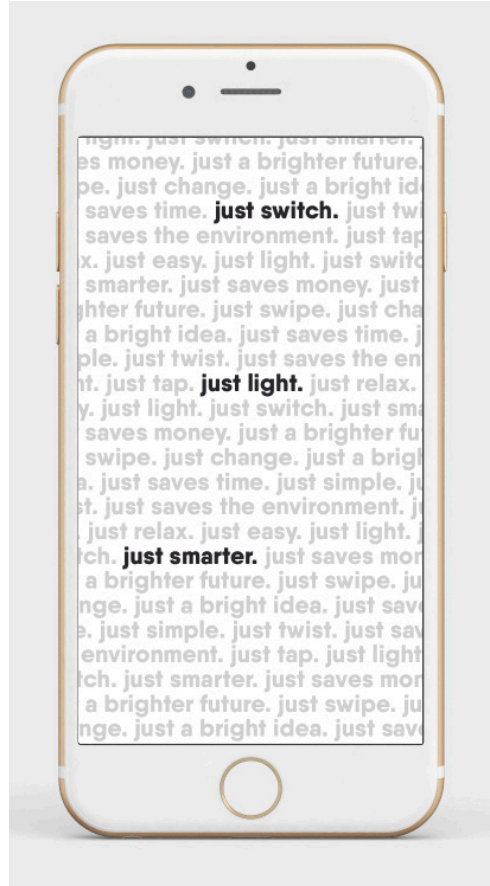
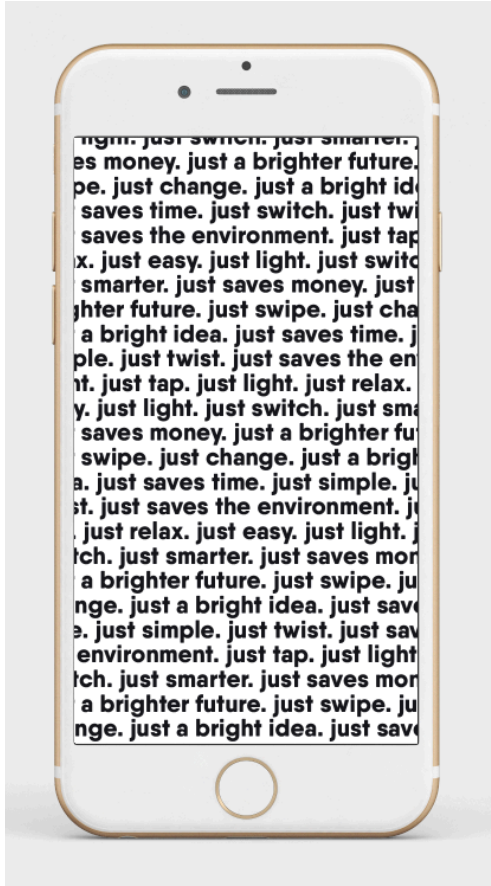


**just light. just switch. just smarter.**

just light. just switch. just smarter. just  
saves money. just a brighter future.  
just swipe. just change. just a bright  
idea. just saves time. just simple. just  
twist. just saves the environment. just  
tap. just relax. just easy. just light. just  
switch. just smarter. just saves money  
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**just light**

# App animation





**just light**



# Manual/app icons



**just  
open**



**just  
twist**



**got any  
questions?  
just ask**



**just  
tap**



**just  
relax**



**just return  
your old  
bulb to us**



**just  
open**



**just  
twist**



**just  
tap**



**just  
relax**



**just  
return your  
old one to  
us, we'll  
recycle it  
for you**



**got any  
questions?  
just ask**

just light ltd  
54A Swallow Close  
Preston  
PR1 2DF

01772 456 789

 [facebook.com/justlight](https://www.facebook.com/justlight)

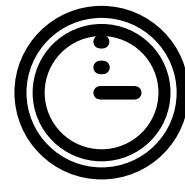
 [twitter.com/justlight](https://twitter.com/justlight)



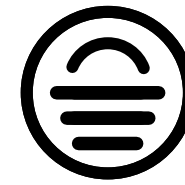
home



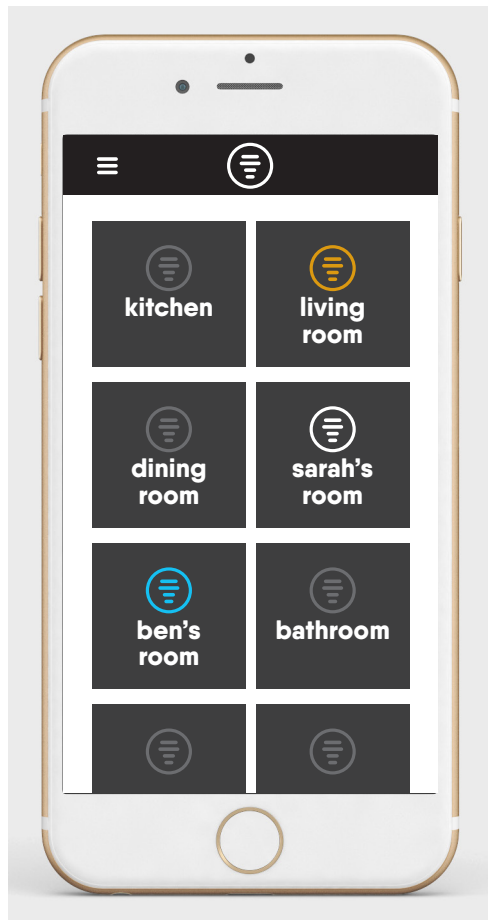
colour



timer



order  
more






## Posters to show the product better

**one  
just light**


**=**



**just switch.**

**how many  
questions  
does it take  
to change a  
light bulb?**

**just two.**



**just  
light**

download the just light app now



# Posters to show the product better

- 1. just download  
the app**
- 2. answer just two  
questions**
- 3. it'll be with you  
in just a moment**
- 4. just switch**



download the just light app now

just light. just switch. just smarter. just  
saves money. just a brighter future.  
swipe. just change. just a bright idea  
just saves time. just simple. just twi  
just saves the environment. just tap  
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just saves time. just simple. just twi  
just saves the environment. just tap  
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future. just swipe. just change. just

**just one of  
our bulbs can  
save you up to  
200 cups of  
tea per year.**



download the just light app now

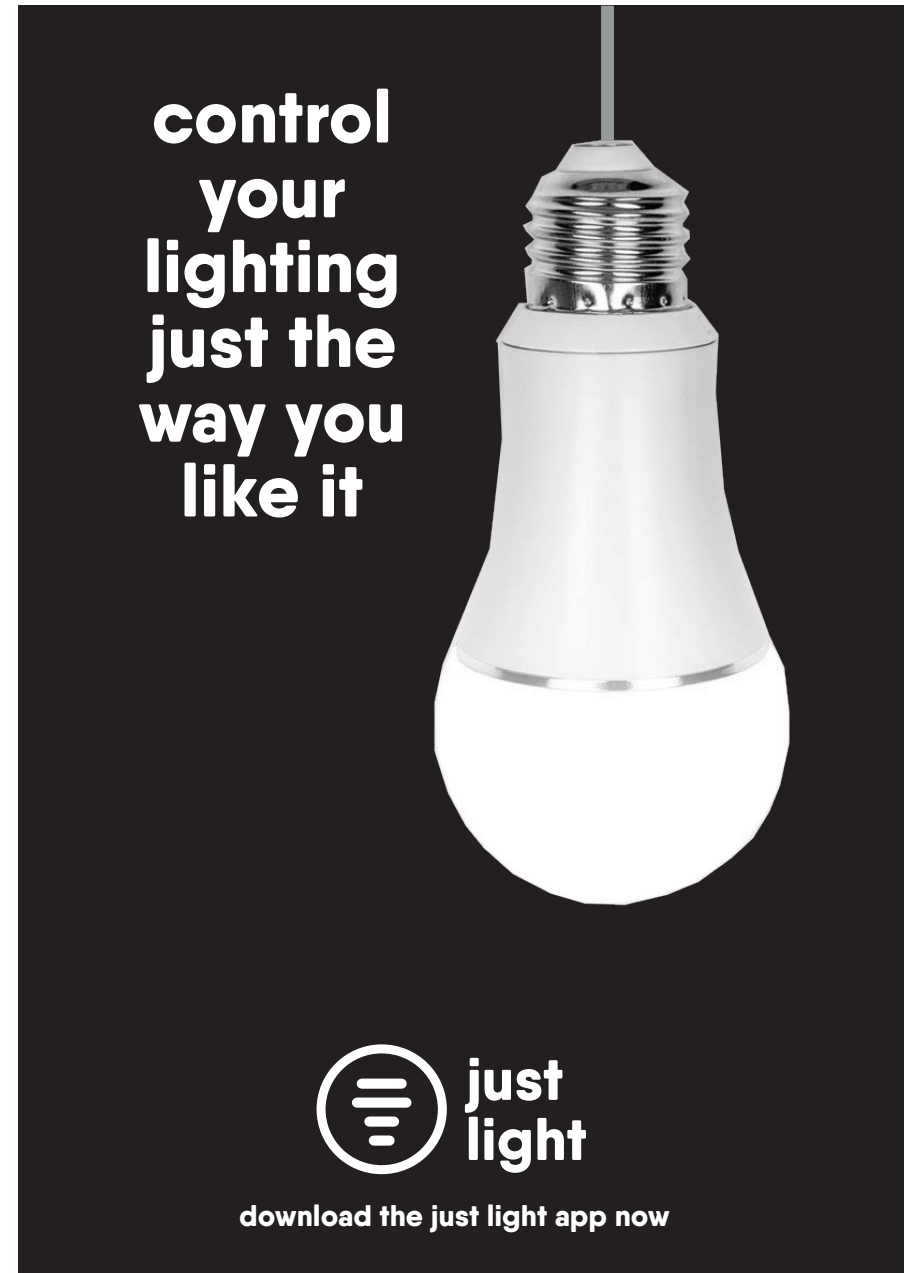
## Posters to show the product better




**we'll tell you  
how much time  
your light bulbs  
have left,  
don't worry**

 **just  
light**

download the just light app now




**control  
your  
lighting  
just the  
way you  
like it**

 **just  
light**

download the just light app now


# Posters to show the product better

ghter future. just swipe. just change. just a bright idea.  
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just  
environment. just easy.  
just a bright idea.  
just light.


 **just  
light**

download the just light app now

there are  
**10 bulbs  
packed  
into just  
this one  
image\***



\*the equivalent of  
10 regular bulbs

 **just  
light**

download the just light app now

**thank you**