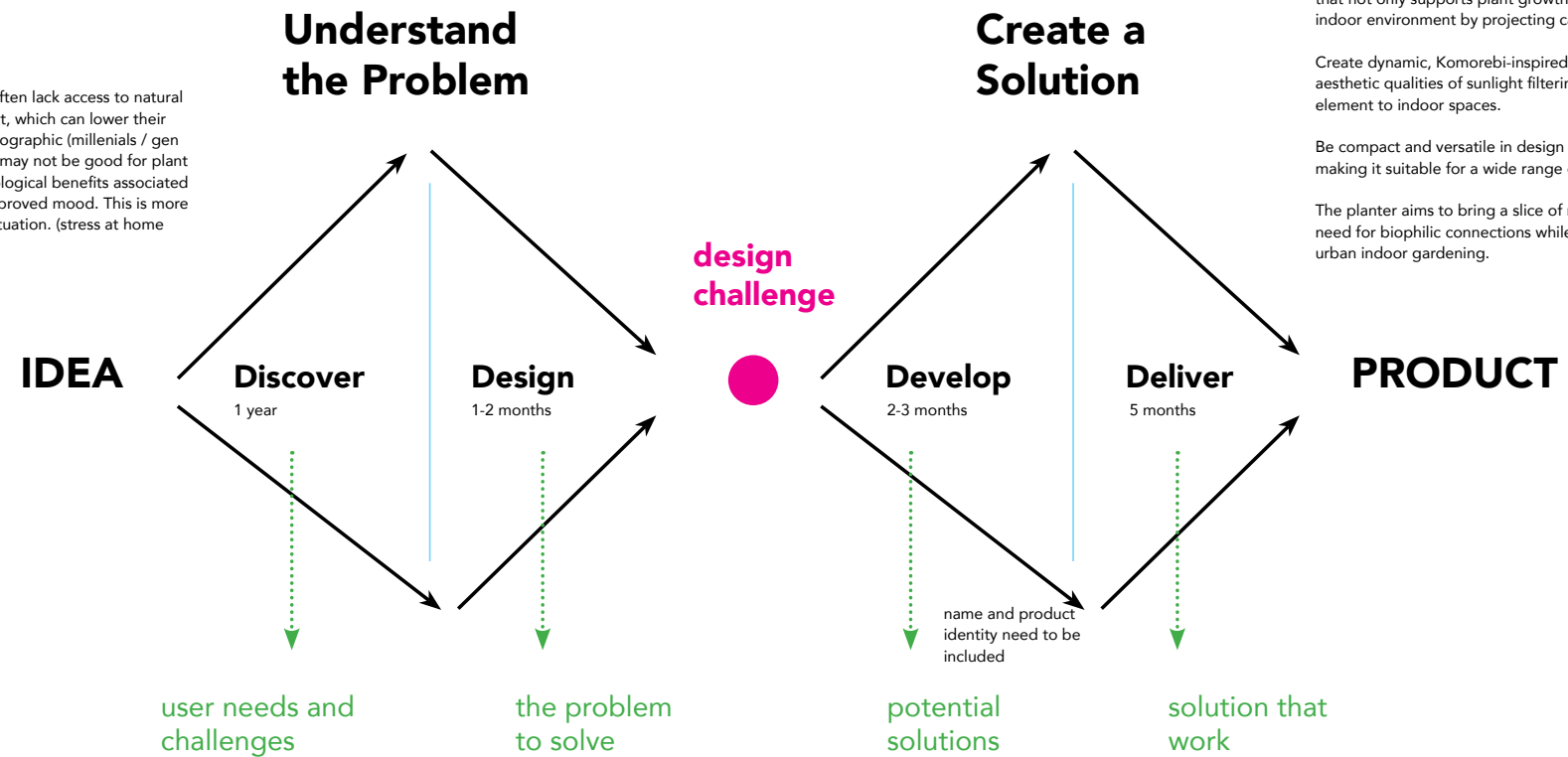


# Double Diamond Design Process

## NUZN Planter

**Problem Statement:** Urban dwellers often lack access to natural green spaces and sufficient natural light, which can lower their quality of life and well-being. This demographic (millennials / gen z?) typically lives in environments that may not be good for plant growth. They may also gain the psychological benefits associated with nature, like reduced stress and improved mood. This is more prevalent now with the remote work situation. (stress at home with work)



**Solution:** Develop a multipurpose, aesthetically pleasing indoor planter that not only supports plant growth with LED lighting but also enhances the indoor environment by projecting calming, natural light patterns.

Create dynamic, Komorebi-inspired shadows that mimic the tranquil and aesthetic qualities of sunlight filtering through leaves, adding a biophilic element to indoor spaces.

Be compact and versatile in design to fit various interior styles and spaces, making it suitable for a wide range of urban homes and offices.

The planter aims to bring a slice of nature indoors, fulfilling the innate human need for biophilic connections while also catering to the practical needs of urban indoor gardening.

### Market Research

When looking at current planters and LED lights, most do the job but don't really catch the eye or make indoor spaces prettier. Also, there's a gap in products that focus on 'biophilia'—the kind that boosts health rather than just decor. With more people working from home these days, having health-promoting elements at home is becoming essential.

*Trends:* Smart home gadgets are getting more popular, and so is biophilic design, which is about bringing more of the outdoors inside.

### User Insights

Talking to people and checking out the trends, it's clear that houseplants are hot right now. There's something about starting with a tiny seed and watching it grow that really helps people stay mindful and present. (nurturing) there are white papers on this

### Research

Biophilia: Studies have shown that just seeing elements of nature around us can help chill us out and boost our mood.

Komorebi: That cool effect of light streaming through leaves, known as Komorebi, adds a peaceful and beautiful touch to any space.

### Problem Overview

We need an all-in-one indoor plant solution that not only makes living spaces look and feel better but also taps into the feel-good vibes of having greenery around.

### Problem Statement

City people often miss out on green spaces that boost well-being. We're looking at an indoor planter that keeps plants healthy and enhances the home decor with natural light patterns that mimic the sunlight filtering through leaves.

### Constraints

The planter needs to make smart use of LED lights to promote plant growth and create those dreamy Komorebi light patterns on walls and ceilings.

It's gotta be compact enough to sit comfortably on a desk and stylish enough to blend into various home decor styles, appealing to our target audience.

On top of looking good, it should follow best practices for plant care like proper drainage and the right size to keep plants happy.

### Variations and Design

We're planning to roll out several versions of this planter. We're starting with a biophilic shape idea.

Right now, we've got a simple cylinder shape in the works. It works because it's uncomplicated and fits nicely into a bunch of different spaces.

### Lighting and Technology

We're experimenting with a top ring of LED lights. We're still figuring out the electrical specifics, especially using COB bulbs—it's a bit of a puzzle.

We need to nail down the best lens and direction for the light to get those perfect natural patterns.

### Plant and Health Science

We're testing different types of plant leaves to see which ones throw the coolest shadows. We're also digging into some research to show how these patterns could actually be good for your health.

### Branding and Prototyping

We've got to craft a compelling brand story that resonates with our audience.

We're using a 3D printer for rapid prototyping, which helps speed up the trial and error process.

### Feedback and Finalization

We'll be gathering user feedback and tweaking things accordingly before we nail down the final design and head to production.

### Final Prototype

We've landed on a sleek, modern circular planter design. It features a ring of adjustable RGB LEDs that are dialed into the perfect spectrum to boost plant growth and cast cool, dynamic shadows that really catch the eye.

### Testing and Validation

We're planning to put the final prototype through the "wringer" to check how well it works and how long it holds up. We want to make sure everything from the lights to the planter material is top-notch. We may need to consider ESG??

### Going to Market

We're getting quotes for manufacturing, figuring out the minimum order requirements, and setting our price points.

Prototype and Marketing: Once we have a working prototype, we'll develop our marketing strategy around it. (photos, videos)

Crowdfunding: We're thinking of launching a crowdfunding campaign to cover the initial production costs and get things rolling based on how much interest we drum up.