

Alexa Project

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IDUS 209

Project Objective

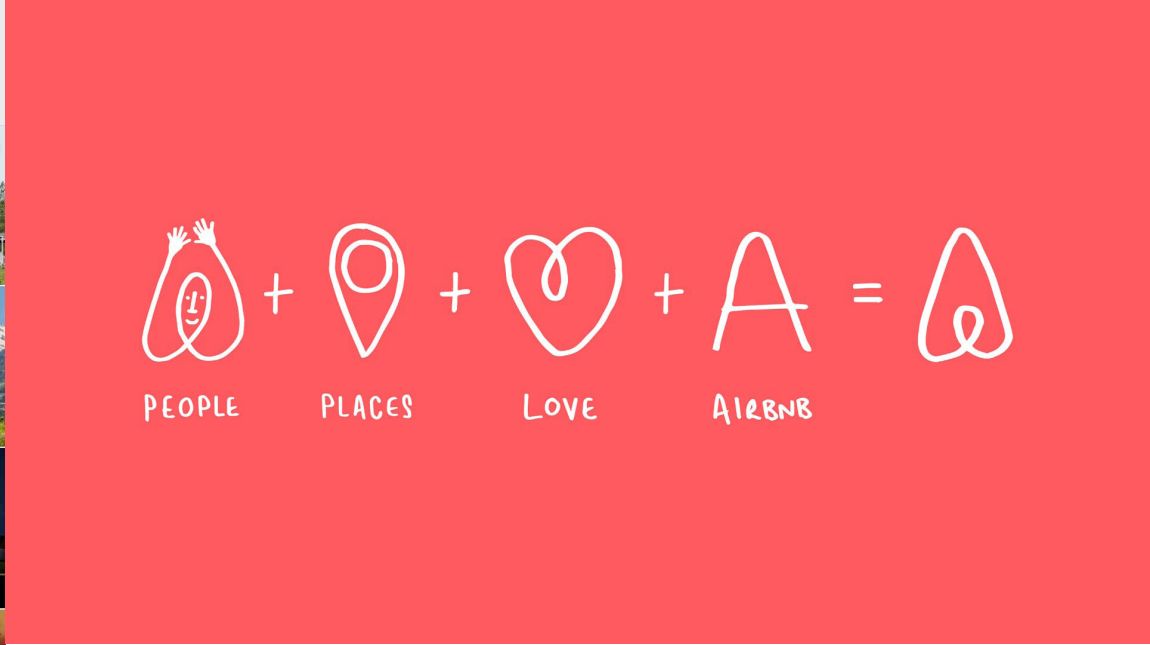
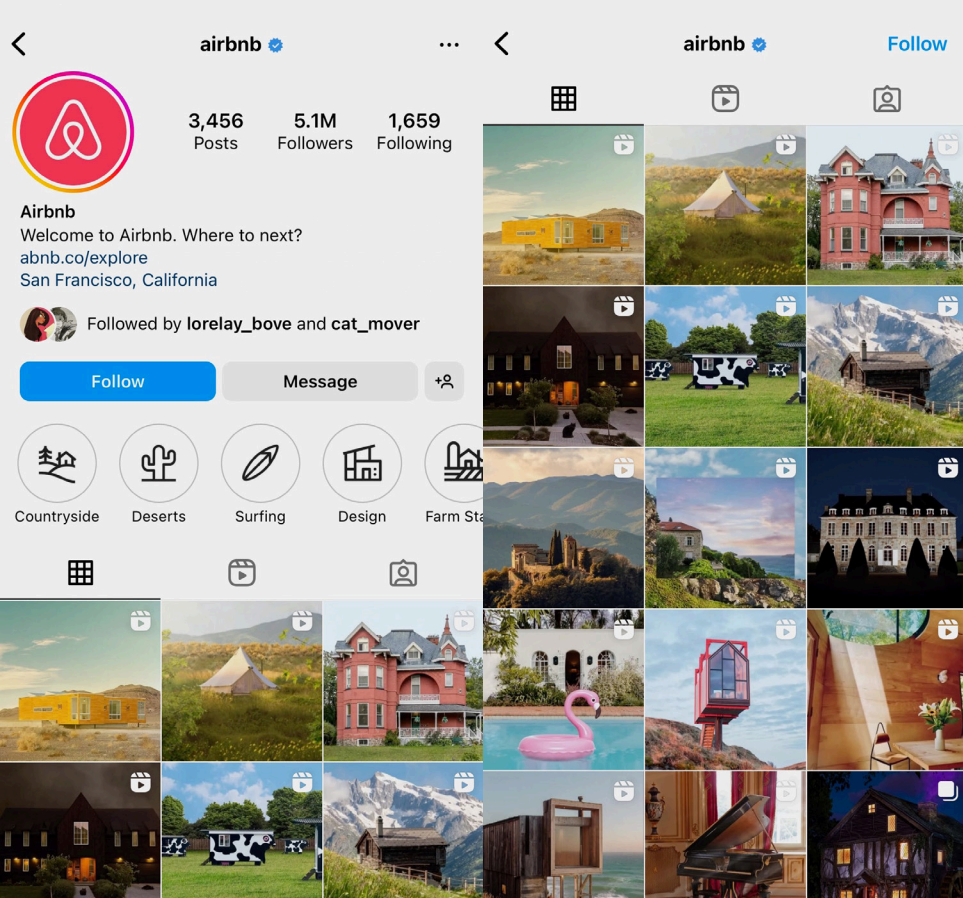
- Research a company
- Cross-brand their aesthetic with an Alexa
- Consider the company's goals
- Gear towards a specific audience
- Create a believable scale model + packaging

Cross-Brand Ideas

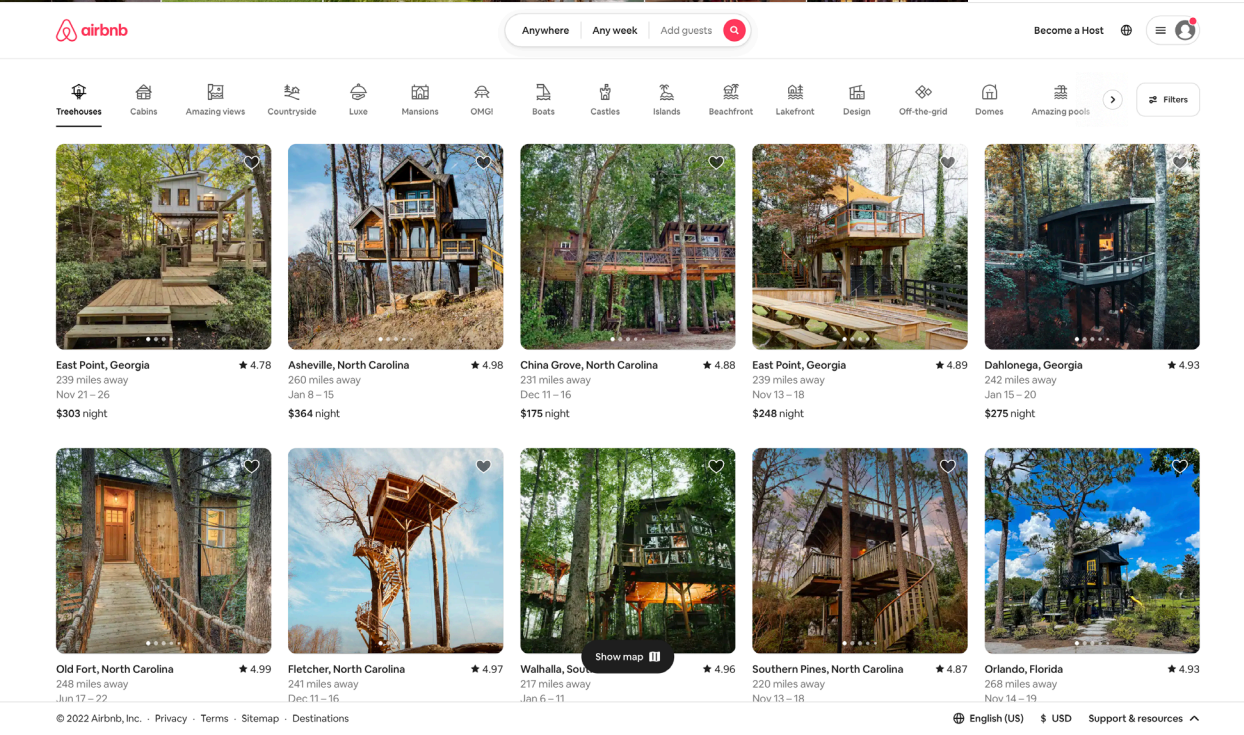
1. Adobe - creative suggestions, Adobe tips
2. Airbnb - house settings, activity suggestions
3. National Geographic - conservation tips
4. Spotify - music, playlist creation/suggestions
5. Visa - financial reminders/advice
6. Wing On Wo & Co. - cultural education
7. WWF - similar to National Geographic



airbnb



Brand Research





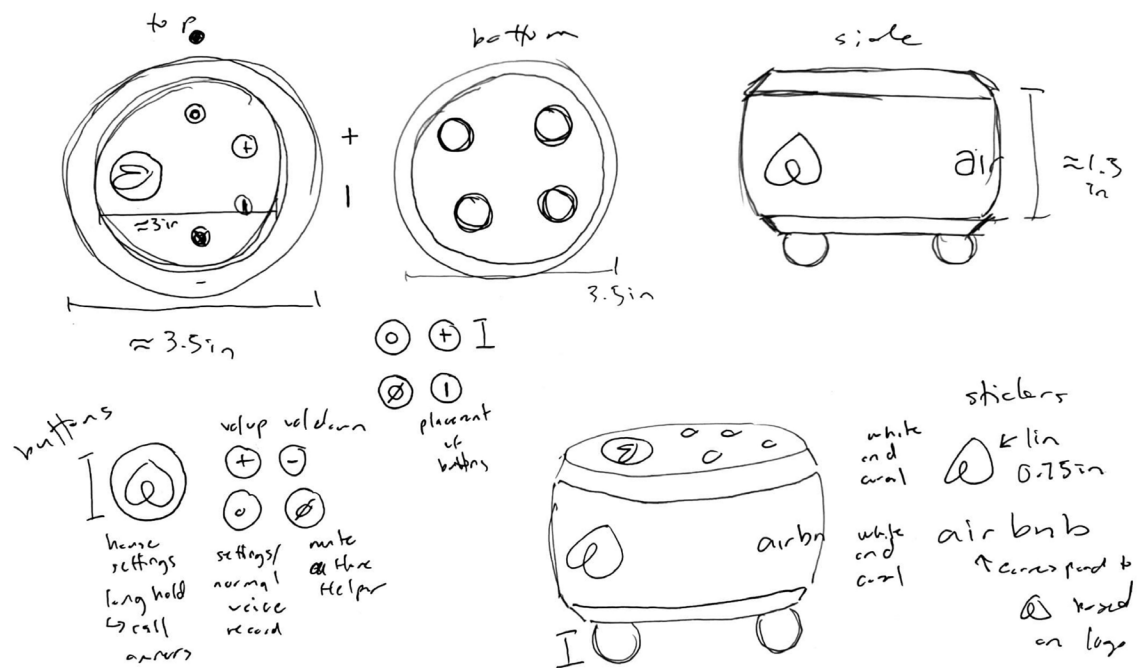
The Airbnb brand went through several changes over its lifetime, eventually adopting the motto “Belong Anywhere.” Their logo is called “Belo,” representing the company’s core value of belonging.

Airbnb’s social media and website focuses on images. Both feature Airbnbs around the world.

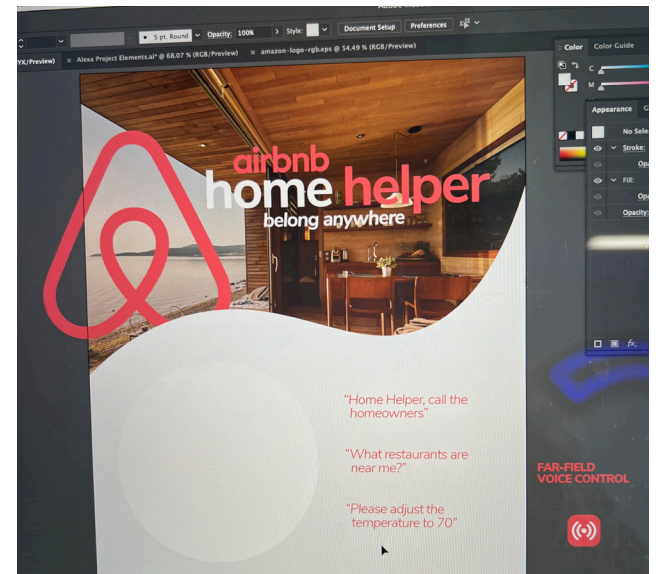
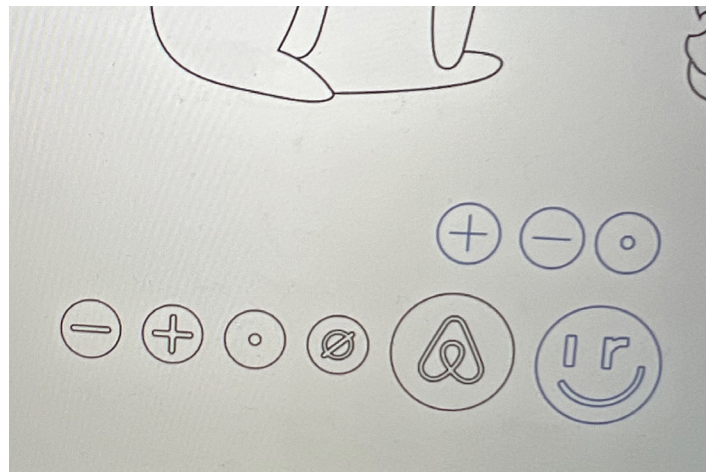
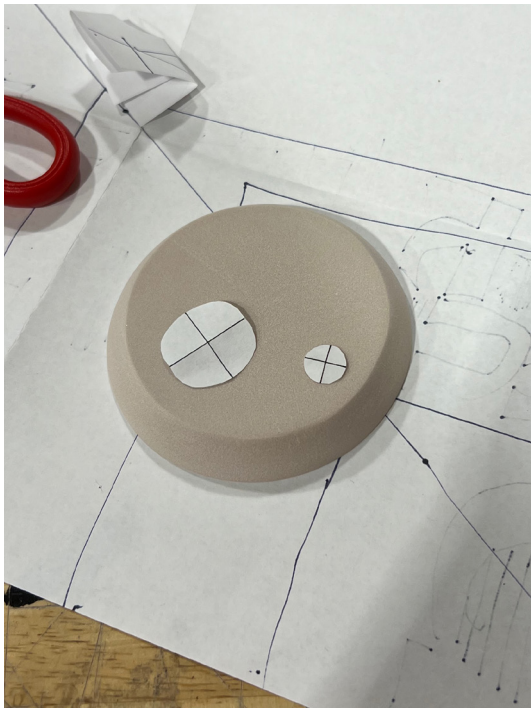
User satisfaction is vital to Airbnb, and thus user experience design is vital. Airbnb even has another website dedicated only to design.

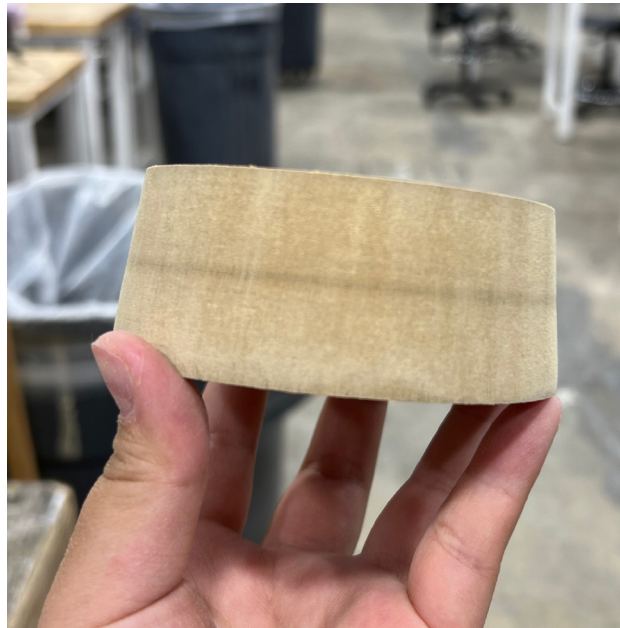
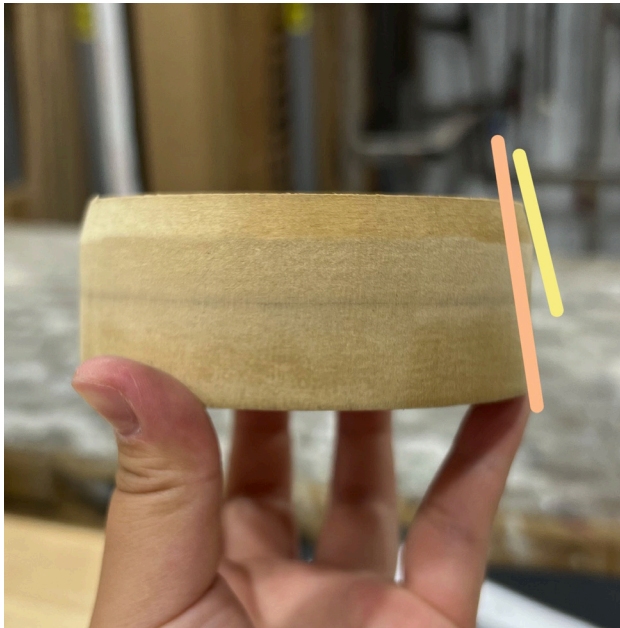
For cross-branding purposes, I also researched Amazon’s Alexa. Echo Dot usually has simple packaging following the same basic formula (seen left). Standard Echo Dots have four buttons: action, microphone, volume up, and volume down.

Sketches



Process Images







Product Plan

House Helper

House Helper by Airbnb is meant to enhance your experience while traveling. Ask House Helper to lower the temperature in the house, turn on the lights, or even call the homeowner. Want to find out what 5 star restaurants are near you? Ask House Helper. House Helper performs all the functions of a regular Alexa while also being catered towards easing your Airbnb visit.



Button Functions

- airbnb button - press to change the house settings, long press to call the owners
- + button - volume up
- - button - volume down
- Ø button - turns microphone on and off
- dot button - activates device, can silence alarms, turns on set up mode



For my packaging, I wanted to blend Airbnb's brand with Amazon Alexa's.

After studying Airbnb's social media and website, I decided it would be best to use an image combined with their slogan, "Belong Anywhere."

Airbnb usually has very clean design, so I wanted to keep my packaging simple. To convey comfort and ease, I used rounded shapes and a slight pink gradient in the image to create a "dreamy" picture.

To tie my packaging to Alexa, I used the same elements that Echo Dot has on its packaging, but modified it to fit Airbnb.

I decided to add a grey gradient towards the bottom of the packaging to emphasize the white top of my product.



Packaging Molds

I'm very proud on how my molds came out for the vacuum forming. I was able to make my circular one just the right size for my piece. It also fit most of my classmate's pieces, so I'm glad it got a lot of use. I'm also thankful I was able to make the second rectangular mold for the flat part of the packaging. It made the final packaging look very professional.





Reflection

I enjoyed this project a lot. I was able to combine graphic design, user experience, and industrial design all into one. There were a few hiccups, especially with printing the vinyl stickers, but it was cool to see it all come together in the end. I'm proud of my product, and I also feel like I learned a lot of new skills throughout all the processes in this project.

**Final
Images**









airbnb home helper

belong anywhere

"Home Helper, call the
meowners"

urants are

0"

PAIR-FILED
VOICE CONTROL

amazon x airbnb



airbnb home helper

belong anywhere



"Home Helper, call the homeowners"

"What restaurants are near me?"

"Please adjust the temperature to 70"

amazon x  airbnb on

 FAR-FIELD
VOICE CONTROL