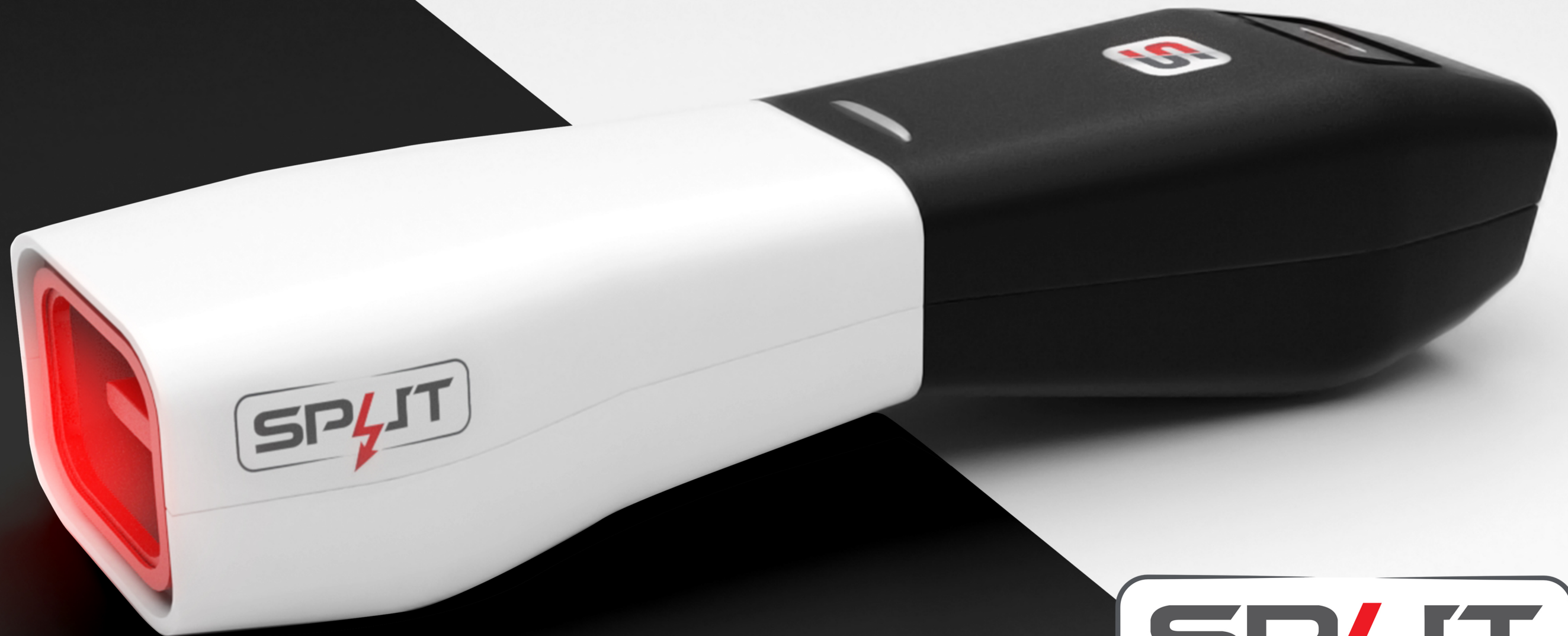


FLASH LIGHT  
/BIKE LIGHTS



BY | KASRA TAYEBI

# PROBLEM SPACE



# PRODUCT ATTRIBUTE MAP

SIMPLE TO USE

LOW PURCHASE PRICE



HIGH PURCHASE PRICE

COMPLEX



# ECO DESIGN STRATEGIES

2 IN 1



..... Rethinking how to provide the benefit

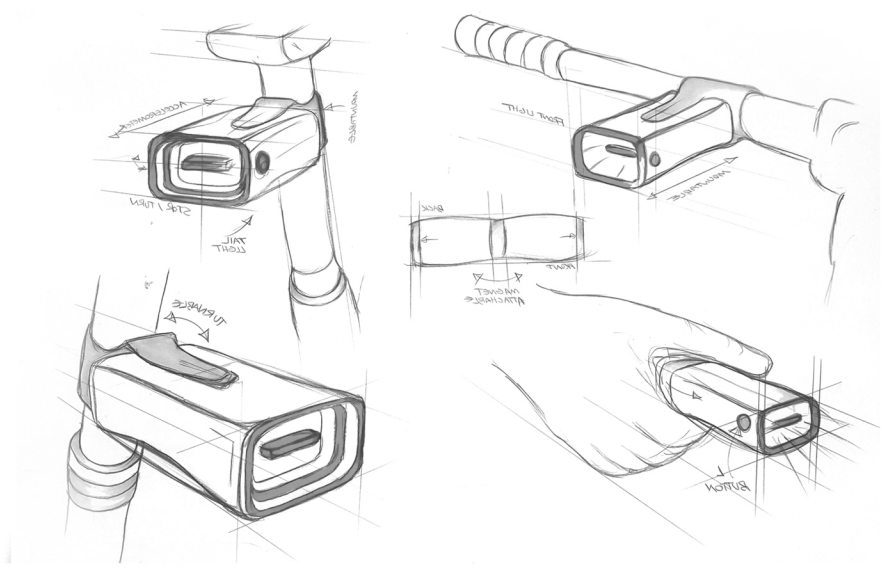
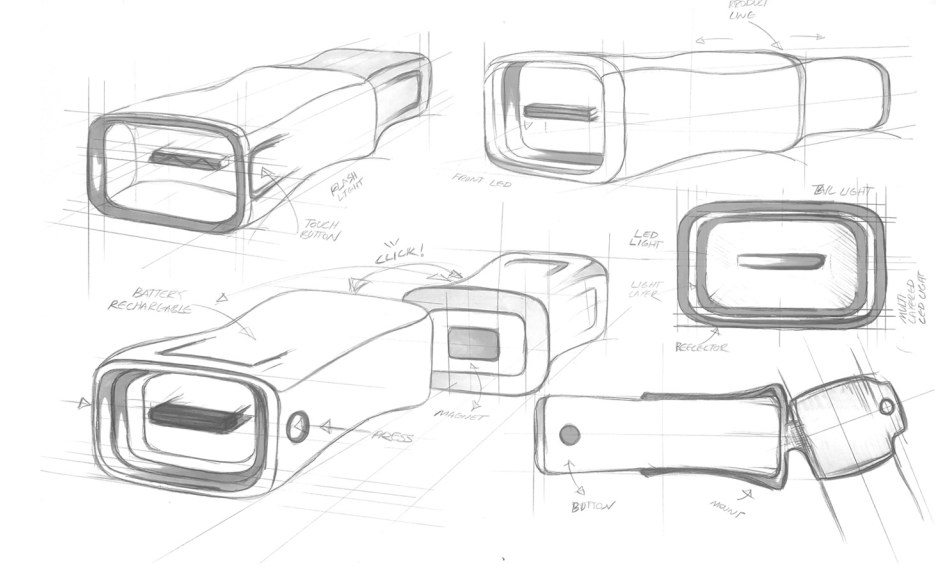
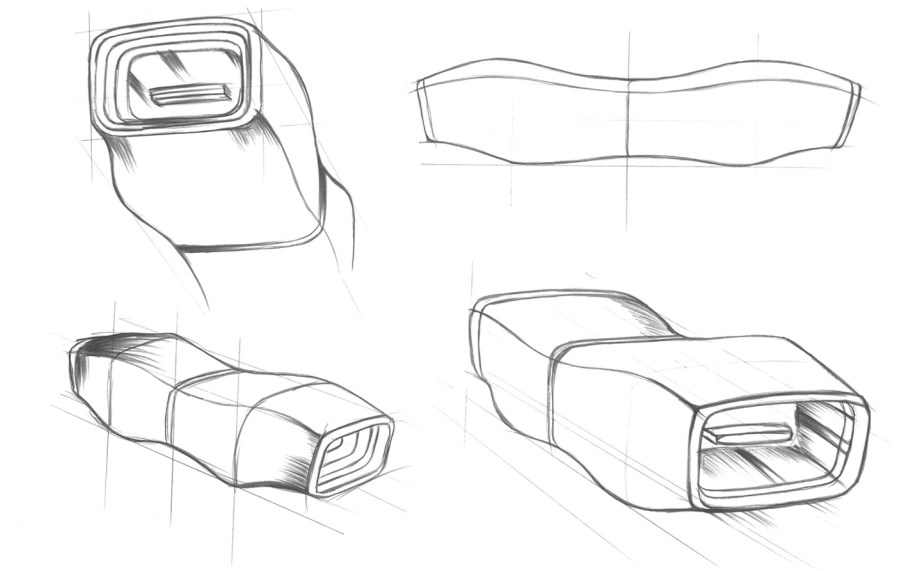
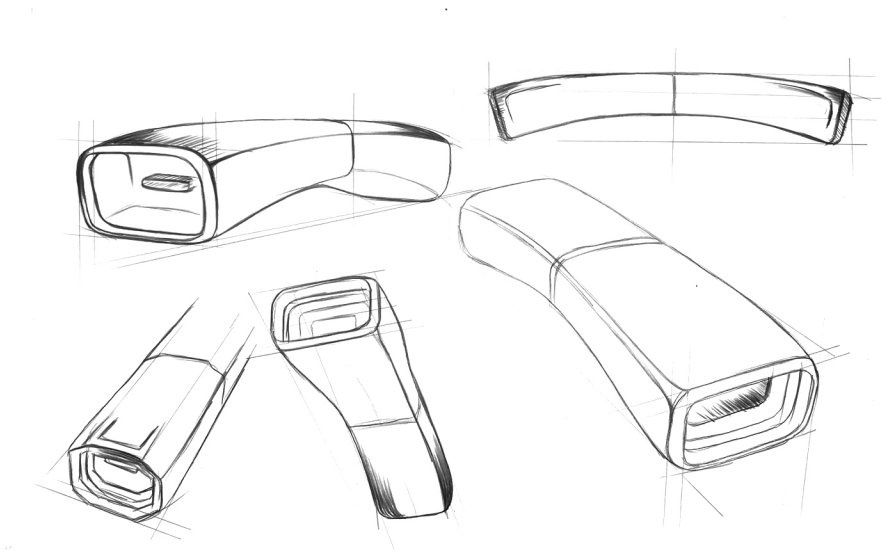
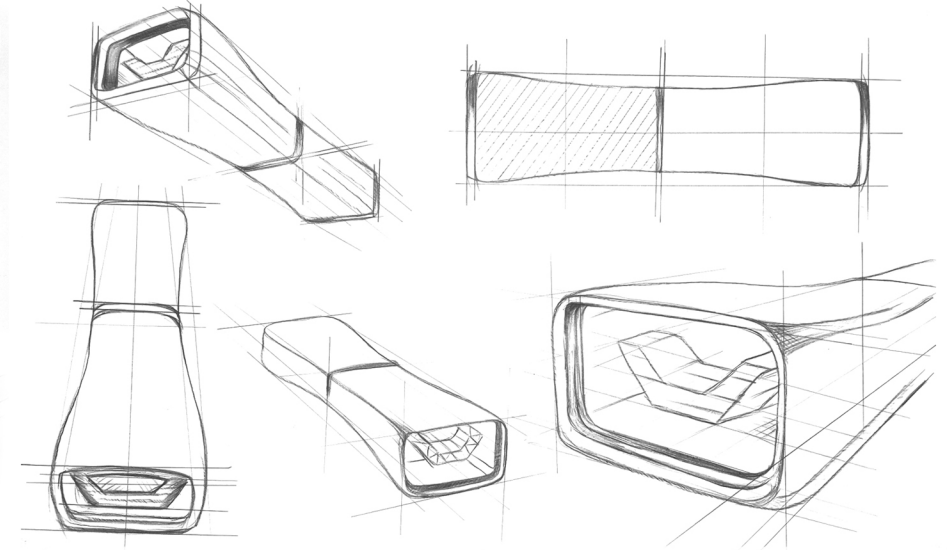
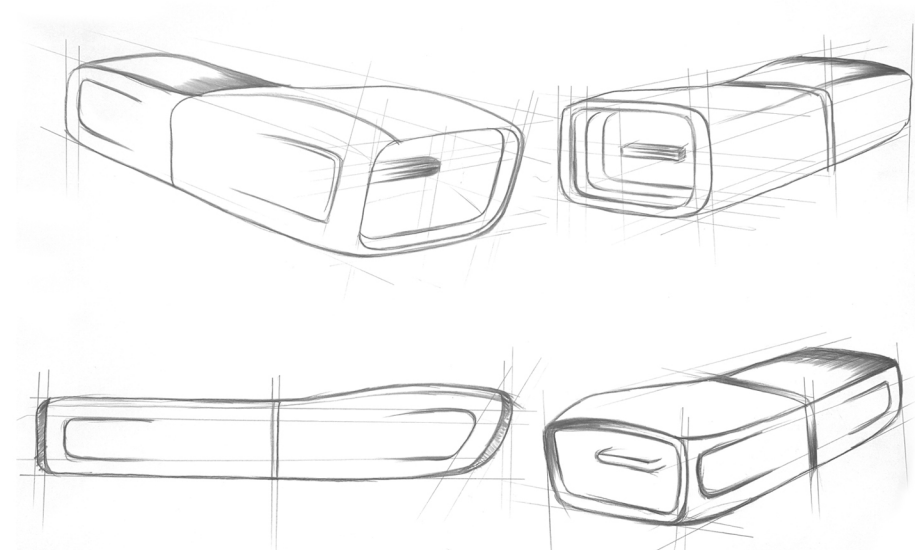
..... Using materials from reliable certifiers

..... Designing for production quality control

..... Reducing product weight



# INITIAL SKETCHES / IDEATION

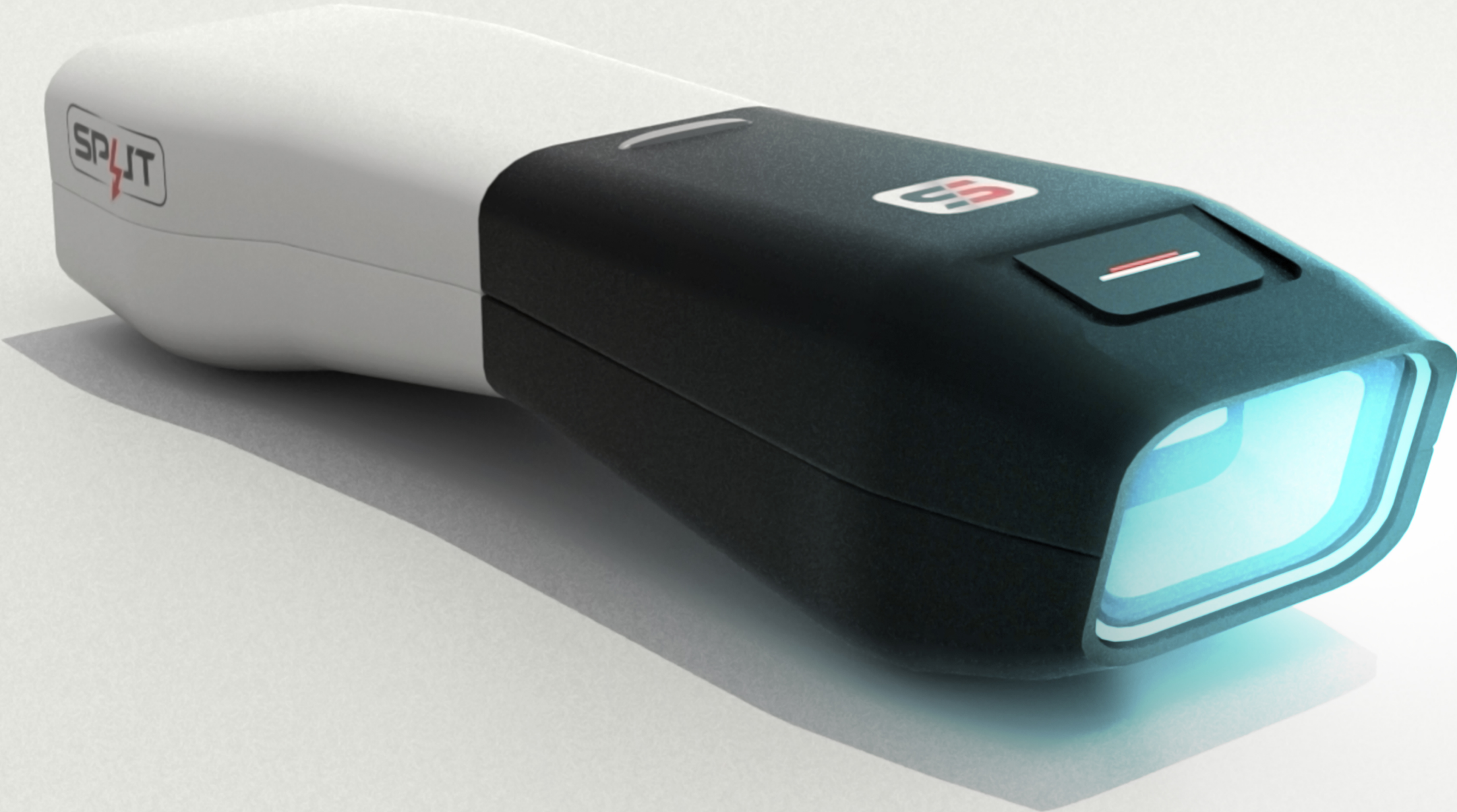


# STUDY MODELS





FLASH  
LIGHT





# BIKE LIGHTS



NFS, LEAP  
CERTIFIED  
MATERIALS

HANDY

LIGHT  
WEIGHT

CURVILINEAR

EASY TO USE

WIRELESS CHARGING

ERGONOMIC  
FRIENDLY

MULTIPURPOSE

LIGHT SENSORS  
REDUCING ENERGY DURING USE

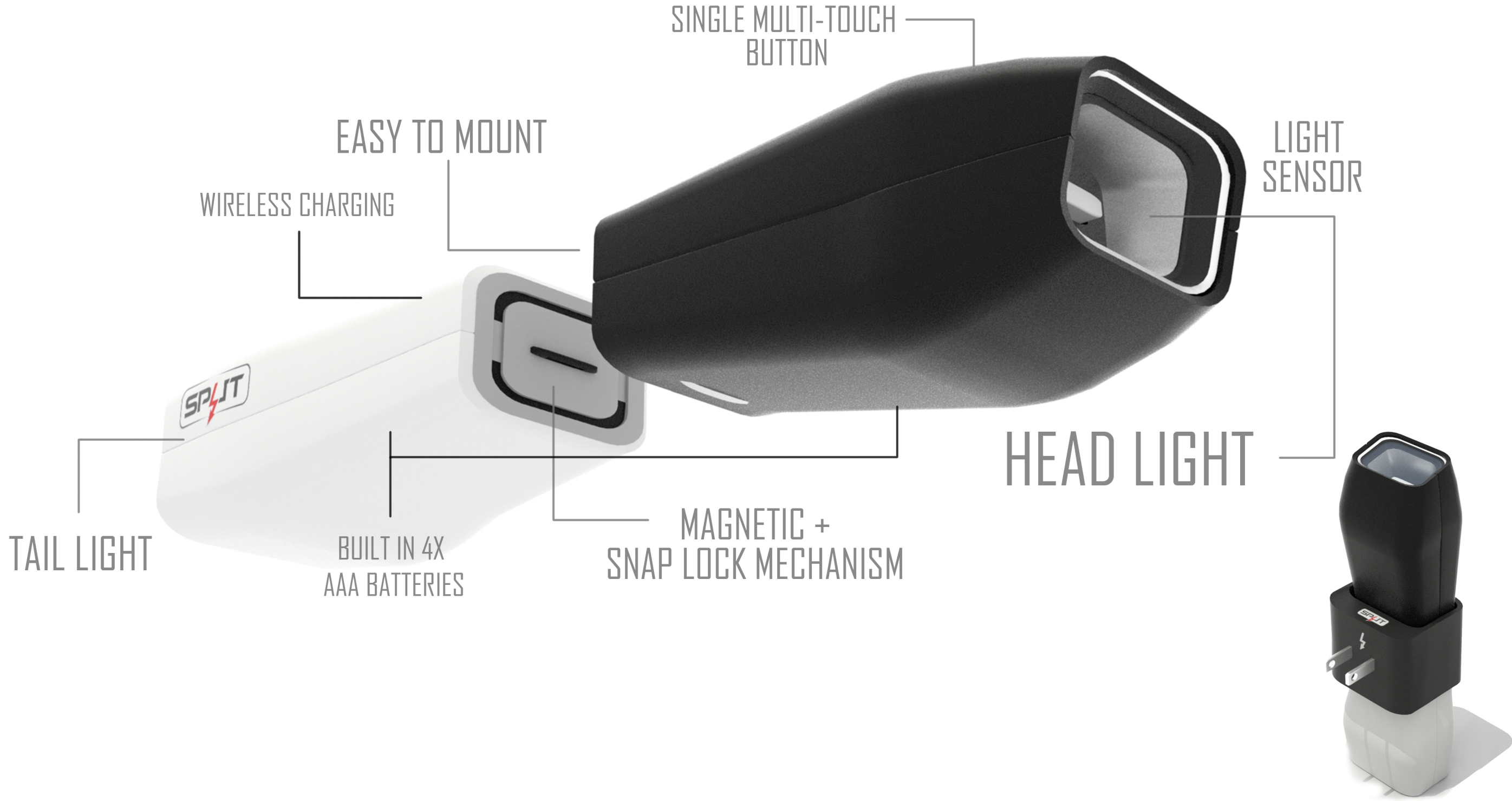


# BIKE LIGHTS





# PRODUCT FEATURES



SINGLE MULTI-TOUCH  
BUTTON

EASY TO MOUNT

WIRELESS CHARGING

LIGHT  
SENSOR

TAIL LIGHT

BUILT IN 4X  
AAA BATTERIES

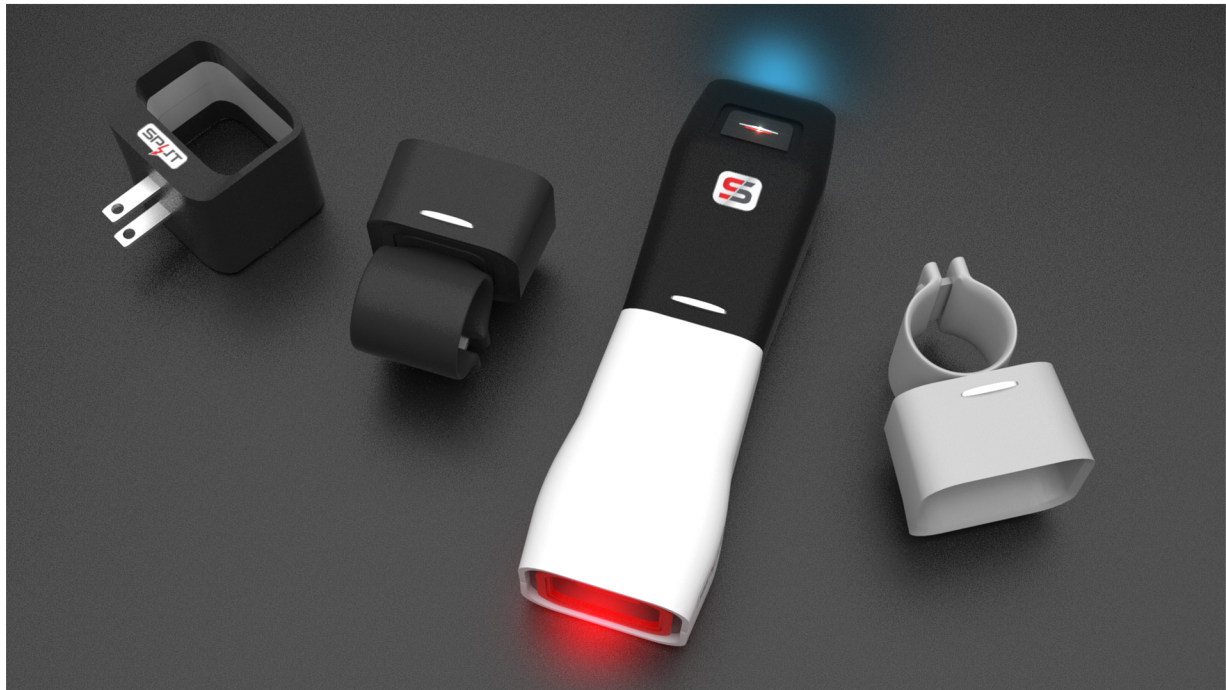
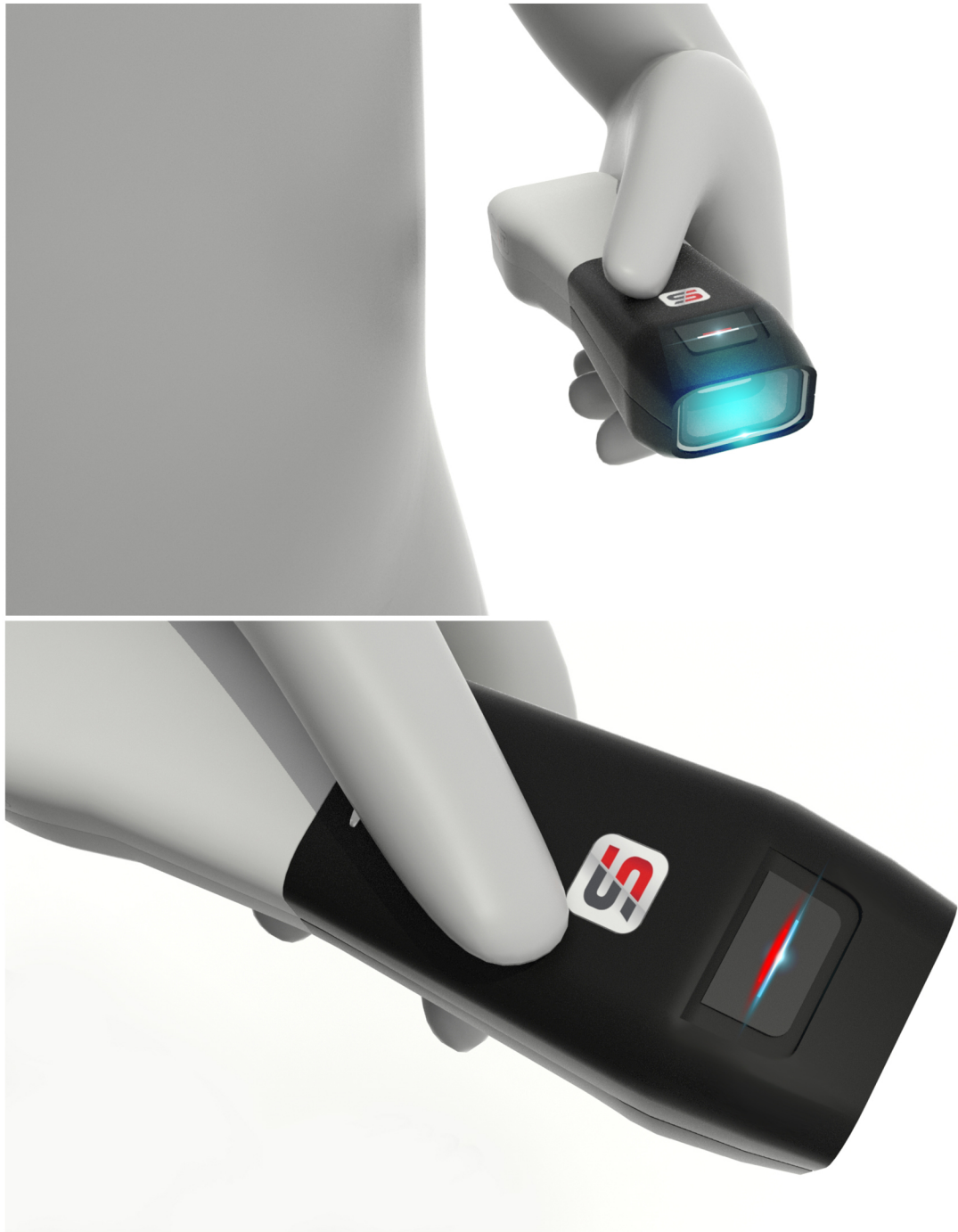
MAGNETIC +  
SNAP LOCK MECHANISM

HEAD LIGHT





# HOW TO USE SPLIT



# PRODUCT ANIMATION



► [WWW.YOUTUBE.COM/WATCH?V=GFNE9UUQQW4](http://WWW.YOUTUBE.COM/WATCH?V=GFNE9UUQQW4)