

# **IDT 100**

## **Product Concept Brief**

**Designer's name: Patrick Hine**

**Project title: Active Lifestyle Flashlight Concept**

**Version number: 1**

**Date of this version: 11/29/2013**

### **Product Overview**

Compact and rechargeable flashlight designed for active lifestyle consumers.

### **Target Audience**

My target customers are on the go types; they live an active lifestyle and likely have a family. Research has shown they multitask often. Durability and style add to the desire to carry it. One persona is listed.

### **Product Uses**

The flashlight will clip onto a pocket or belt, while also being compact and carried in a pocket. The user will use it when needing hands free lighting or when a small flashlight allows the user to carry it with them. It will be used outside the home, carried in a car or bag or attached to the user.

### **Product Features/Benefits**

The concept is compact which allows it to be carried in a pocket or bag. This will benefit the consumer by allowing them to carry it with them more often. The clip fulfills the need of hands free usage. The USB charger will give the flexibility of charging it in a car, and anywhere that has a USB charger for example a computer. The usage of durable materials will also benefit the user by giving it a longer lifespan.

### **Product Materials**

The body of the flashlight will be made of durable Copolymer Polypropylene Plastic. This material is strong and gives a smooth and sleek look. The clip will be made of lightweight aluminum for strength. The flashlight lens will use a clear acrylic that is strong and optically clear. The on/off switch will use a rubber membrane for grip and flexibility. Also needed two LED's batteries and circuit board.

## **Product Distribution**

I imagine my flashlight being sold at big box retailers such as Target. These types of stores carry large amounts of goods and would be the type of place many active lifestyle consumers would have easy access to. I also picture that busy shoppers would chose to do shopping at a one-stop shop.

## **Competition**

Competitor's designs are compact and rechargeable. Goal Zero Black flashlight at REI is a compact rechargeable flashlight. The Wagan Xtreme Brite-Nite from Meijer's appeals to everyday use with its durable construction. Greatlite Mini LED flashlight has the benefit of being small and able to be carried with the user daily.

## **Deliverables**

*(Identify all deliverables that will accompany the brief, such as those listed below. Put each deliverable on a separate page, or multiple pages, at the end of the brief.)*

- *I will be attaching my second presentation sketch on page 3*
- *Physical models I will be using my top, side, and isometric view on page 4. My question if theses can be all on the same page?*
- *Computer models will be one isometric drawing on page 5*
- *Personas is now posted on page 7*
- *Other deliverables specified for a project, or added by you.*

**(I have noted in the directions that deliverables are not needed yet. I have included my plan for this section.)**

**Writer: Patrick Hine**


**Persona No. 1**

**Version no. 2**

**Date (of this version) 10/15/2013**

**Jenny**

**“I need a compact and bright flashlight that goes with me, and can be recharged.”**

	<p><b>Demographic Profile</b></p> <ul style="list-style-type: none"><li>• 37 Year Old Female</li><li>• Guidance Counselor</li><li>• Income: \$51,000/yr</li><li>• Bachelor's Degree</li><li>• Married</li><li>• Two Children 14 and 10</li><li>• Caucasian</li></ul>
---	--

**Psychographic Profile**

- *A go-getter always ready to find a solution to a problem.*
- *Very outgoing and friendly; she regularly uses social media sites (Kelly)*
- *Always has Smartphone with her*
- *Part of the 61% of women who influence household consumer electronic buying decisions. (Marketing)*
- *Jenny is part of the growing female “breadwinner” in the home.*
- *Aware that she could be in danger in the dark (Daniels)*
- *She has a 25 min commute to and from work (Copeland)*
- *Automobile is a mid sized SUV such as Honda CR-V*

*Jenny knew the next day was going to be long. She had a full day of work; the kids had sporting events at night. She thought ahead and began packed the car the night before. On her last trip to the car Jenny dropped her son's soccer bag spilling everything out. She grabbed the flashlight that was always at arm's reach in the car and found all of his belongings. Unfortunately she left the flashlight in the trunk and left it on. The next afternoon she found the flashlight with dead batteries in the trunk. Lucky for her she could plug it into the USB port she has for her phone and before that night it was charged again. Good thing considering they got home after dark and she needed the light again when the dog escaped out the front door, making her walk around the neighborhood. The USB allowed her to plug it into the computer that night so that it would be fully charged for whatever the next night brought.*

## Works Cited

- Clarke, Warren "Top Ten Family Vehicles of 2013" *Edmunds* n.p. 3, June 2013. Web 28, Sept. 2013.
- Copeland, Larry "Americans' commutes aren't getting longer" *USA Today* Gannett 5 march 2013. Web 27 Sept. 2013.
- Daniels, Barb "5 ways a flashlight can save your life" *The Survival Mom*. n.p. 1 April 2011. Web. 27 Sept. 2013.
- Perrin, Dawn "Personal Interview" 10 Sept. 2013
- "Guidance Counselor Salary" *Indeed* n.p n.d. Web 27 sept. 2013.
- Kelly, Samantha Murphy "Stereotype Debunked: Women Buy More Technology Than Men" *Mashable* n.p Web 09 Jan. 2012. 27 Sept. 2013.
- "Marketing To Women Quick Facts" *She-conomy* n.d Web 27 Sept. 2013.  
<http://www.she-conomy.com/facts-on-women>
- Parker Kim, Paul Taylor, and Wendy Wang. "Breadwinner Moms" *Pew Research: Social and Demographic Trends* Pew Research Center 29 May 2013. Web. 27 Sept. 2013.
- Somerville, Heather "Mothers drive Family tech Boom" *Star Tribune*. Limelight network. 21 May 2013 Web 27 sept. 2013.
- Automotive Rechargeable Flashlight and USB Port *Target* Target Brands, Inc. n.d. Web 30 sept. 2013.
- Fenix TK75 Rechargeable Flashlight *REI* n.p n.d. Web. 30 sept. 2013
- "Rechargeable Flashlights – Save Money on Batteries with a rechargeable LED Flashlight!" *Optics Planet* n.p. 27 Sept. 2013.
- T, Daniels "Top ten Benefits of Using LED Lighting" *LEDLuxor* Memotrek 12 Dec. 2012 Web 27 Sept. 2013

Wagan Xtreme Brite-Nite 1W Rechargeable Flashlight *Meijer* n.p. n.d. Web. 30  
sept. 2013