astro

INTERN PERSONAL PROJECT

LIFESTYLE WATCH // PHASE ZERO // AUGUST 6 2010

DESIGN BRIEF PROPOSAL

- ## OVERVIEW:

  For my personal project I would like to design a truly original watch which reflects overall lifestyles from our *ASTRO STUDIOS* crew. My goal is to immerse myself in *ASTRO*'s lifestyle and generate a compelling set of design variations.

- ## CONSUMER:

  Part of this project will consist of identifying and illustrating idealized personas from lifestyles within our studio. These idealized personas will be used to lead different design directions and will ultimately help in defining consumer markets.

- ## AESTHETIC:

  As a starting point the aesthetics of the watch will follow *ASTRO GAMING*'s current design language but it is likely that the design language will evolve and will grow to be original in itself. Although the design should look original, it is imperative for the product to aesthetically fit within the *ASTRO GAMING* line.

astra
SUPERCHARGED PRODUCTS

LIFESTYLE WATCH POSITIONING

PHASE ZERO // AUGUST 6 2010

TECHNICAL

FASHIONABLE

astra SUPERCHARGED PRODUCTS

LIFESTYLE WATCH LANDSCAPE TREND CATEGORIES

PHASE ZERO // AUGUST 6 2010

TRADITIONAL

- high-end materials
- clasic textures or finishes
- vintage look

MECHANICAL

- exposed mechanism
- exposed fastners
- machined parts

PURE

- minimalistic form
- uniformed gesture
- harmonious form

TRENDY

- hip materials or textures
- bold colors
- graphics

TRADITIONAL

CHRONOSWISS

ROLEX

TAGHeuer

MECHANICAL

CARL F. BUCHERER

Bell & Ross

RICHARD MILLE

TAGHeuer

U-BOAT

OMEGA

PURE

FORTIS

Cartier

NIXON

SEIKO

TRENDY

NIXON

INVICTA

Chopard

CORE PERSONAS

CAPTURING LIFETYLES

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LIFESTYLE WATCH

PHASE ZERO // AUGUST 6 2010

JASON 23

COLLEDGE STUDENT

BOLD

SPONTANEOUS

CARE FREE

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LIFESTYLE WATCH

PHASE ZERO // AUGUST 6 2010

JEFF 32

PROFESSIONAL

SIMPLE

ADVANCED

ENERGETIC

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LIFESTYLE WATCH

PHASE ZERO // AUGUST 6 2010

SOWA 25

YOUNG PROFESSIONAL

FUN

INTELLIGENT

DYNAMIC

JESSICA 24

ADVENTUROUS YOUNG PRO

PLAYFUL
UNEXPECTED
VIBRANT

INTERN PERSONAL PROJECT

LIFESTYLE WATCH // PHASE ONE // AUGUST 20 2010

astro SUPERCHARGED PRODUCTS **LIFESTYLE WATCH**

PHASE ONE // AUGUST 20 2010

BRAND OVERVIEW

- **MISSION STATEMENT:**

  Astro ASPIRE is a company that designs and manufactures lifestyle oriented products. We develop creative design solutions that aspire individuality.

- **COMPETITIVE ADVANTAGE:**

  We create fresh, innovative, dynamic products. Our products are sparked by lifestyles individuals can easily relate to.

astra SUPERCHARGED PRODUCTS

LIFESTYLE WATCH BRAND POSITIONING

PHASE ONE // AUGUST 20 2010

HIGH END

RICHARD MILLE

ROLEX

TAGHeuer

CHRONOSWISS

OMEGA

CARL F. BUCHERER

Bell & Ross

U-BOAT

Cartier

FORTIS

Chopard

TRADITIONAL
BANAL

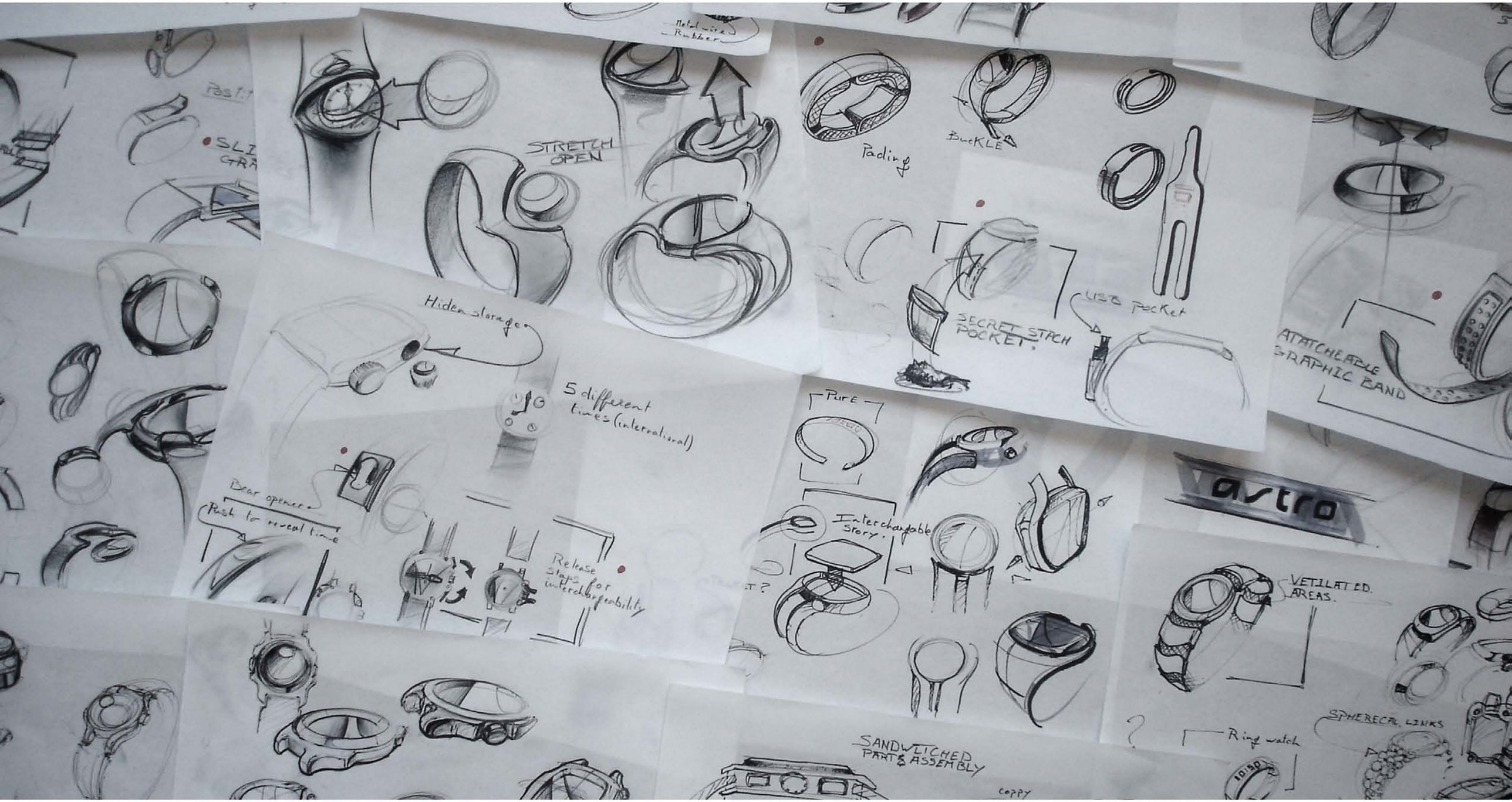
SEIKO

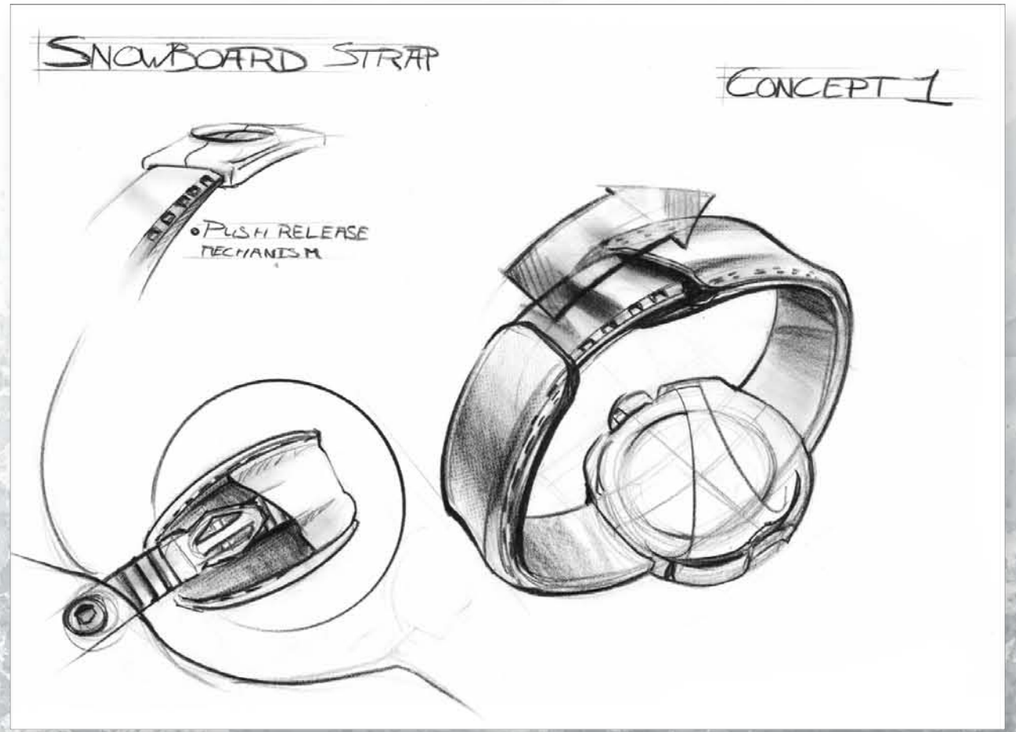
LIFESTYLE
ORIGINAL

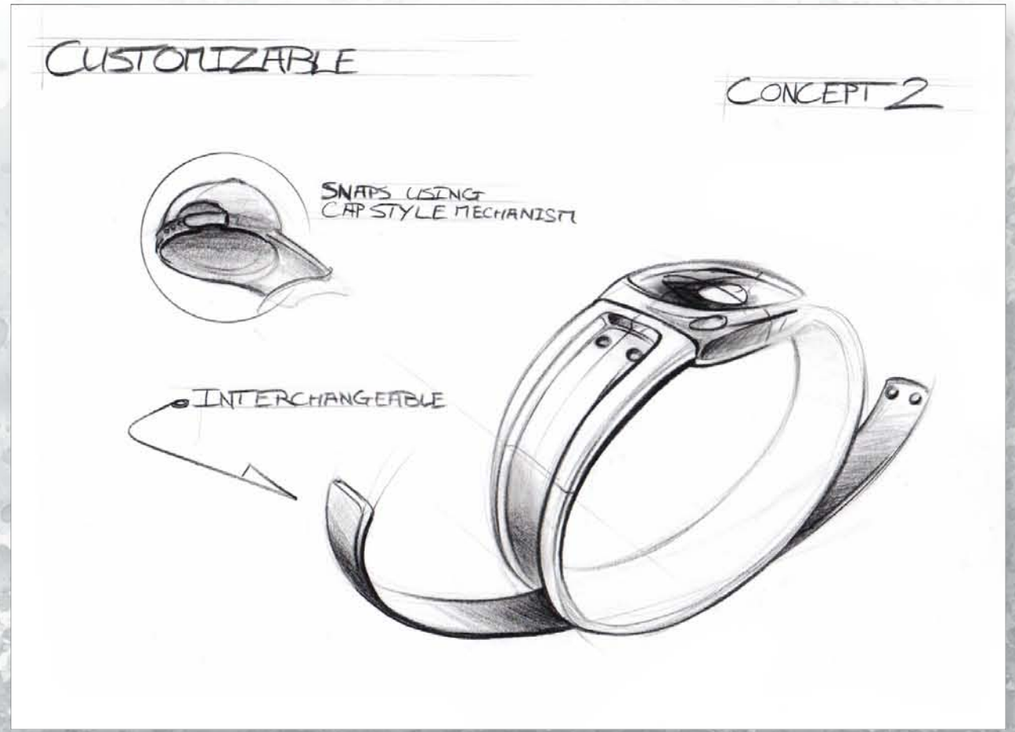
INVICTA

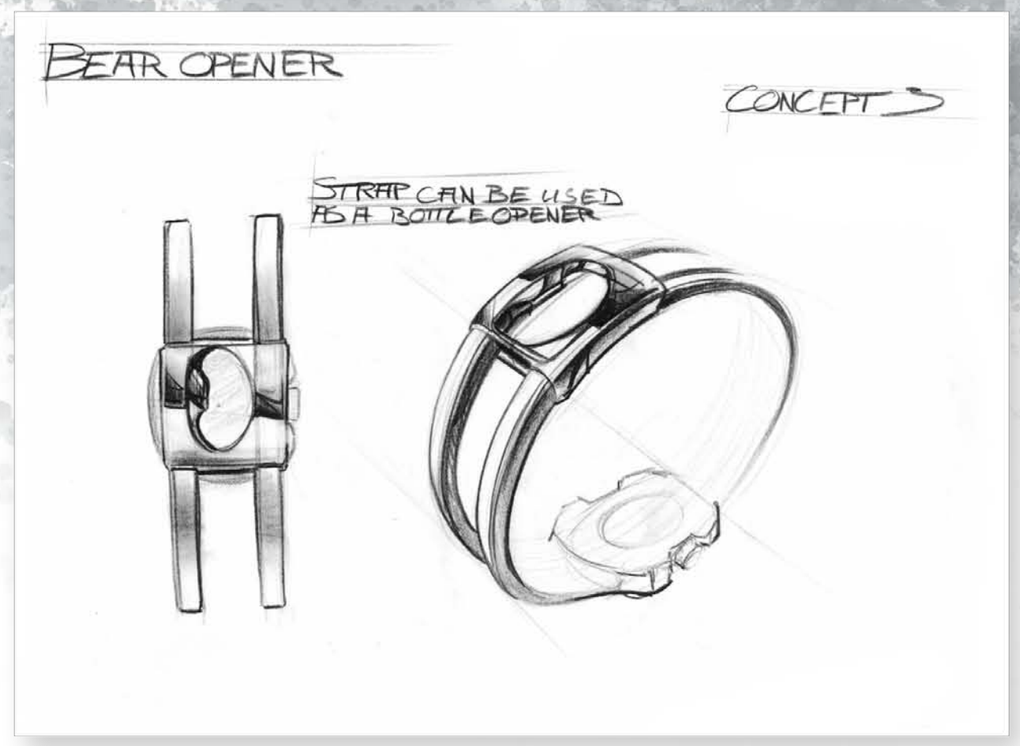
NIXON

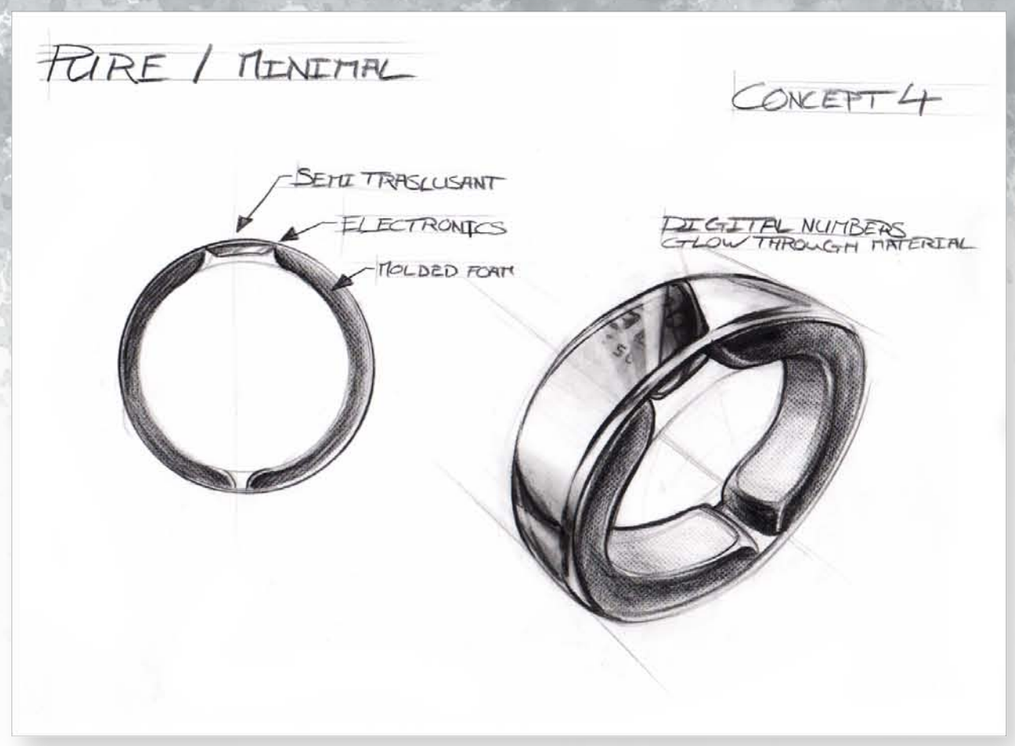
LOW END

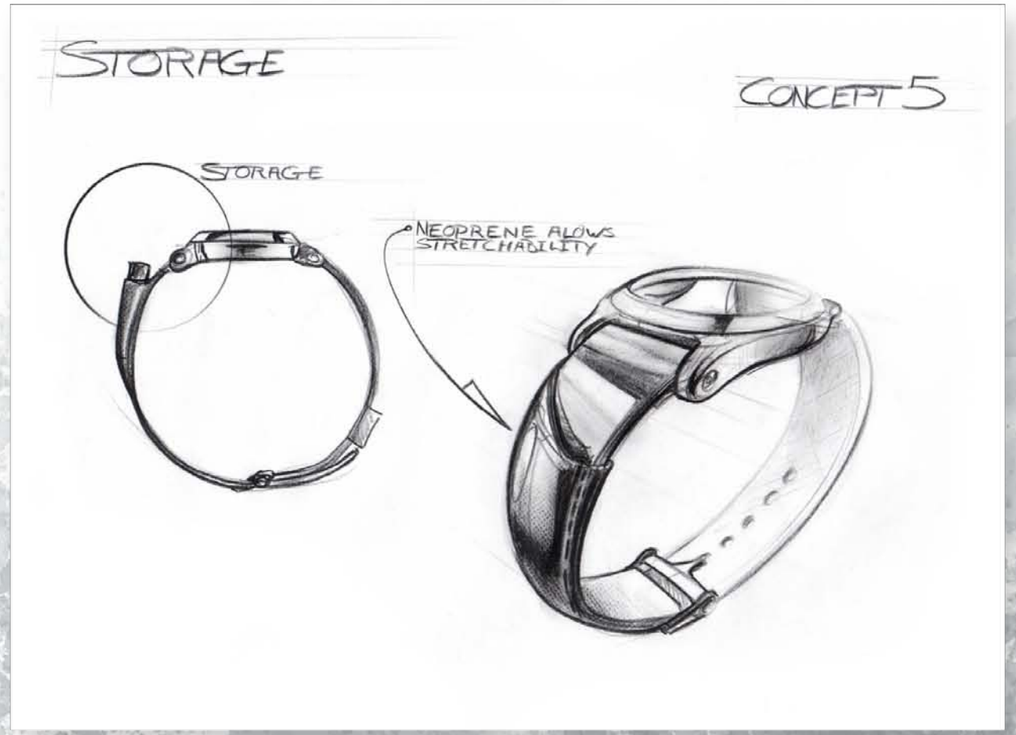

STRETCH OPEN
Padding
BUCKLE
USB POCKET
SECRET STASH POCKET
ATTATCHEABLE GRAPHIC BAND
Hiden storage
5 different times (international)
Rear opener
Push to reveal time
Release straps for interchangeability
Pure
Interchangable Story.
astro
VETILATED AREAS.
SANDWICHED PART & ASSEMBLY
Ring watch
SPHERECAL LINKS

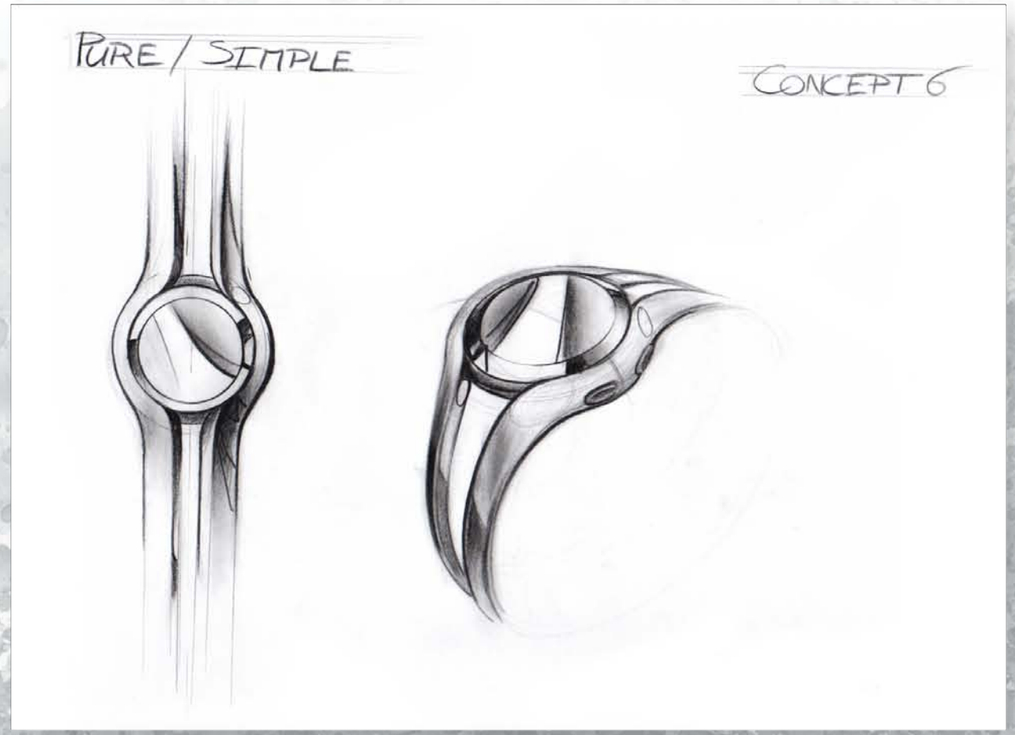

SNOWBOARD STRAP
CONCEPT 1
PUSH RELEASE MECHANISM

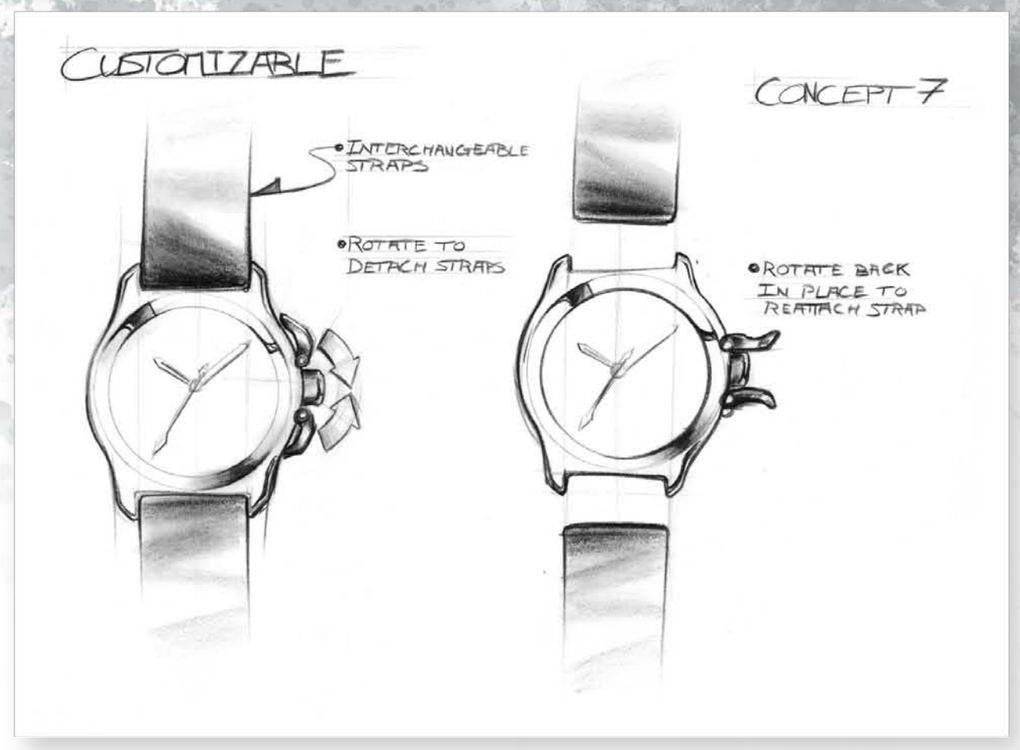

CUSTOMIZABLE
CONCEPT 2
SNAPS USING CAP STYLE MECHANISM
INTERCHANGEABLE

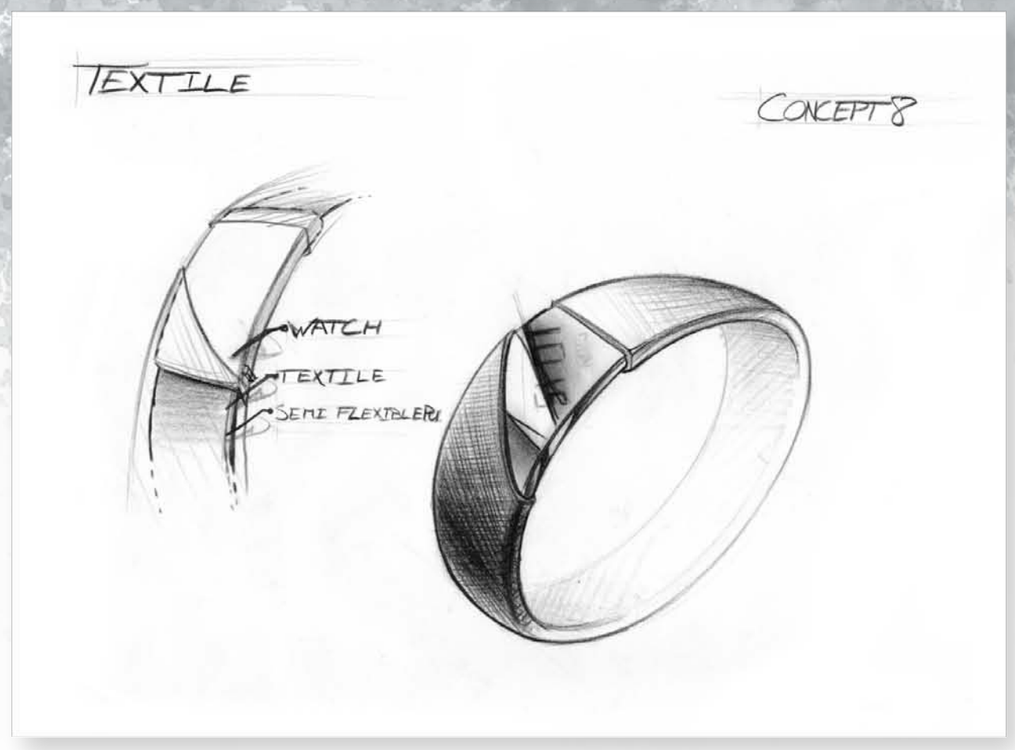

BEAR OPENER
CONCEPT 3
STRAP CAN BE USED AS A BOTTLE OPENER

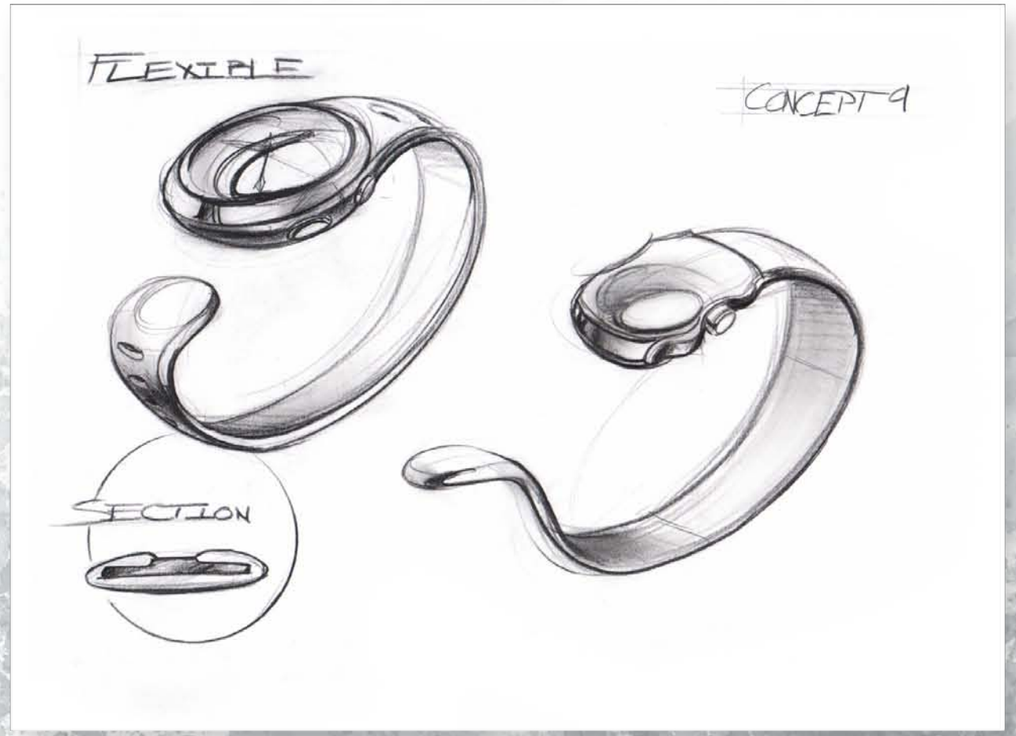

PURE / MINIMAL
CONCEPT 4
SEMI TRASLUSANT
ELECTRONICS
MOLDED FOAM
DIGITAL NUMBERS GLOW THROUGH MATERIAL

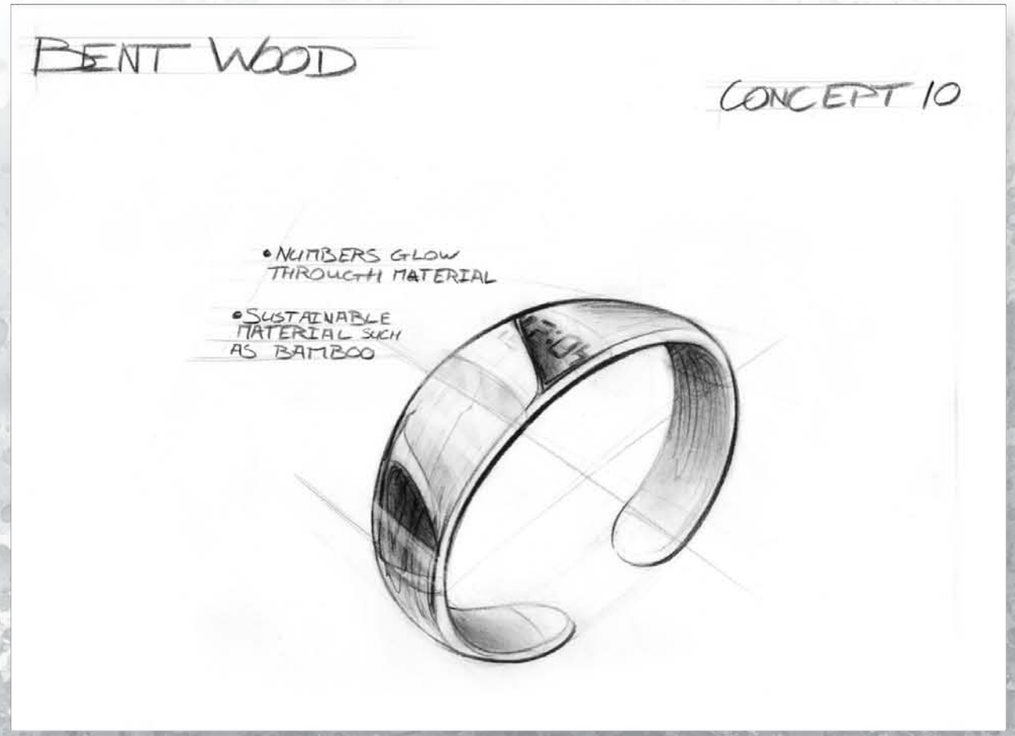

STORAGE
CONCEPT 5
STORAGE
NEOPRENE ALLOWS STRETCHABILITY

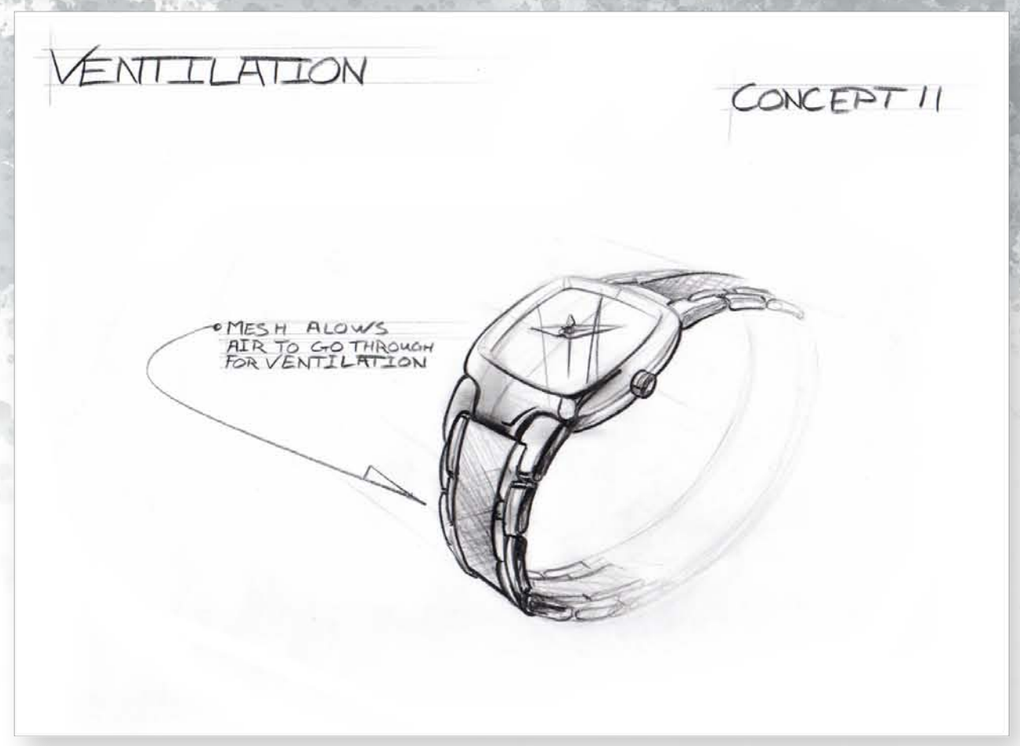

PURE / SIMPLE
CONCEPT 6

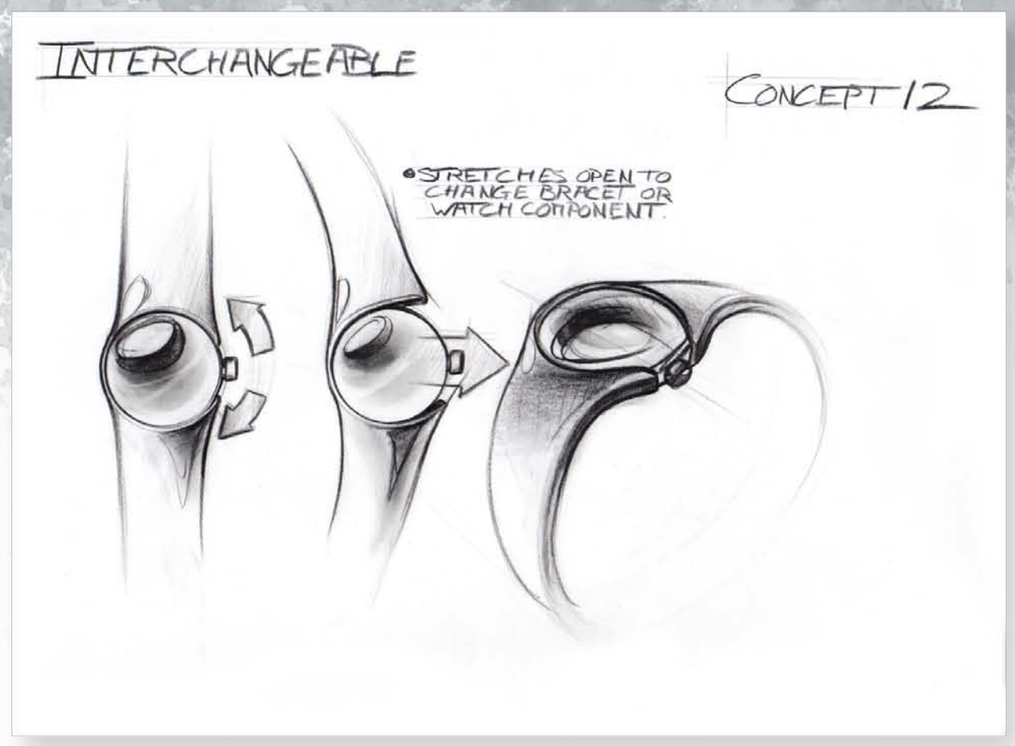

CUSTOMIZABLE
CONCEPT 7
INTERCHANGEABLE STRAPS
ROTATE TO DETACH STRAPS
ROTATE BACK IN PLACE TO REATTACH STRAP

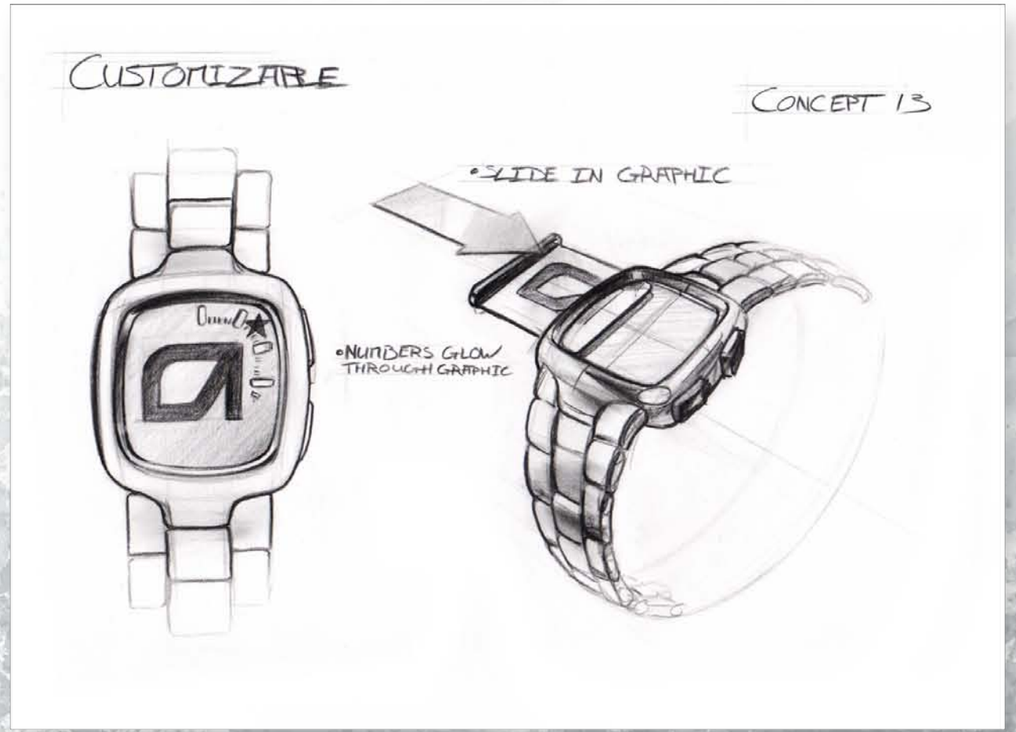

TEXTILE
CONCEPT 8
WATCH
TEXTILE
SEMI FLEXIBLE

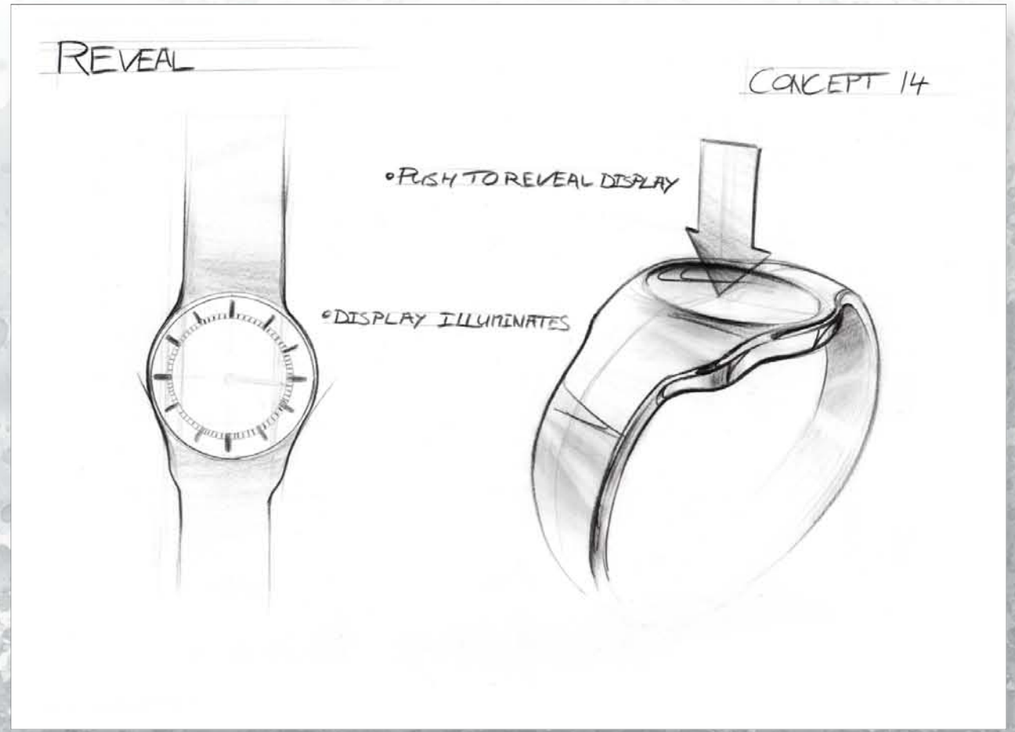

FLEXIBLE
CONCEPT 9
SECTION


BENT WOOD
CONCEPT 10
• NUMBERS GLOW THROUGH MATERIAL
• SUSTAINABLE MATERIAL SUCH AS BAMBOO

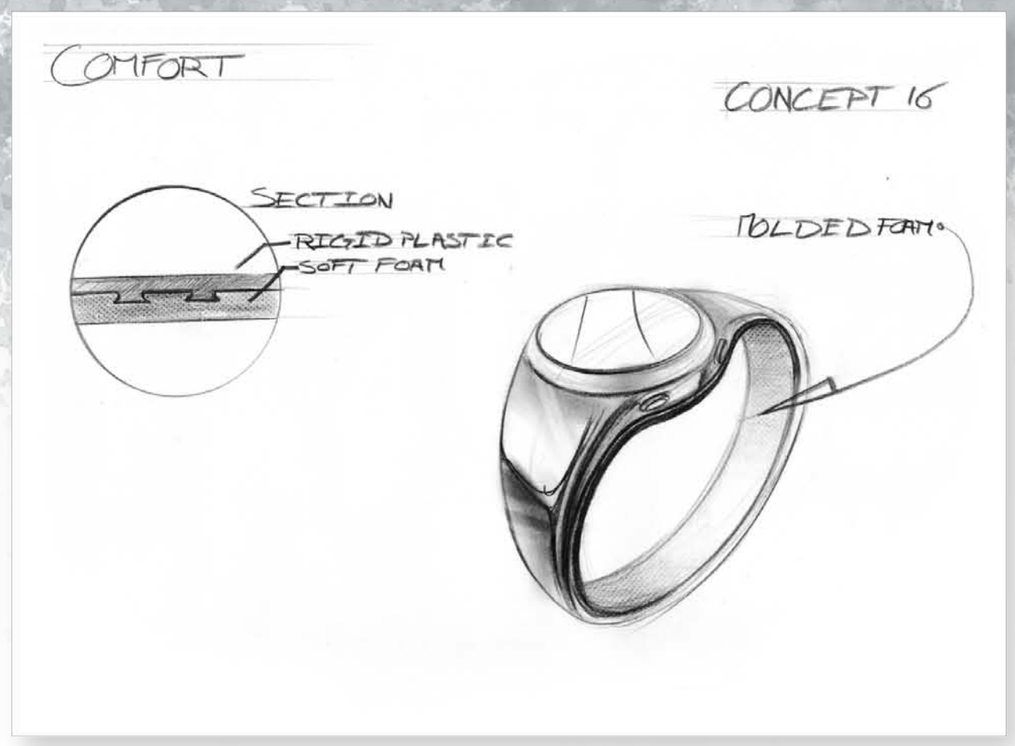

VENTILATION
CONCEPT 11
• MESH ALOWS AIR TO GO THROUGH FOR VENTILATION


INTERCHANGEABLE
CONCEPT 12
• STRETCHES OPEN TO CHANGE BRACET OR WATCH COMPONENT


CUSTOMIZABLE
CONCEPT 13
•SLIDE IN GRAPHIC
•NUMBERS GLOW THROUGH GRAPHIC

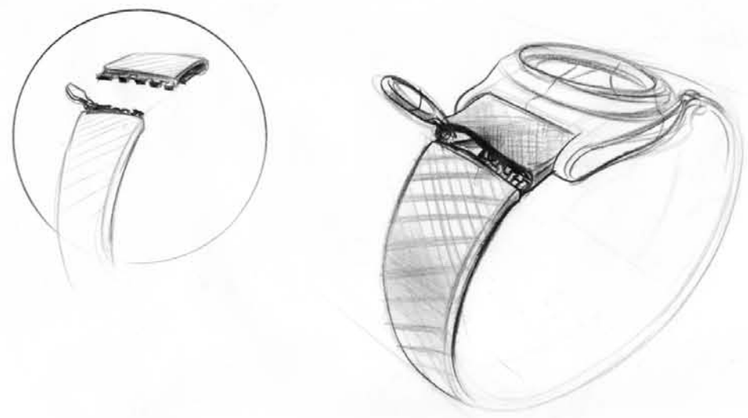

REVEAL
CONCEPT 14
•PUSH TO REVEAL DISPLAY
•DISPLAY ILLUMINATES

CUSTOMIZABLE
CONCEPT 15
SECTION


COMFORT
CONCEPT 16
SECTION
RIGID PLASTIC
SOFT FOAM
MOLDED FOAM

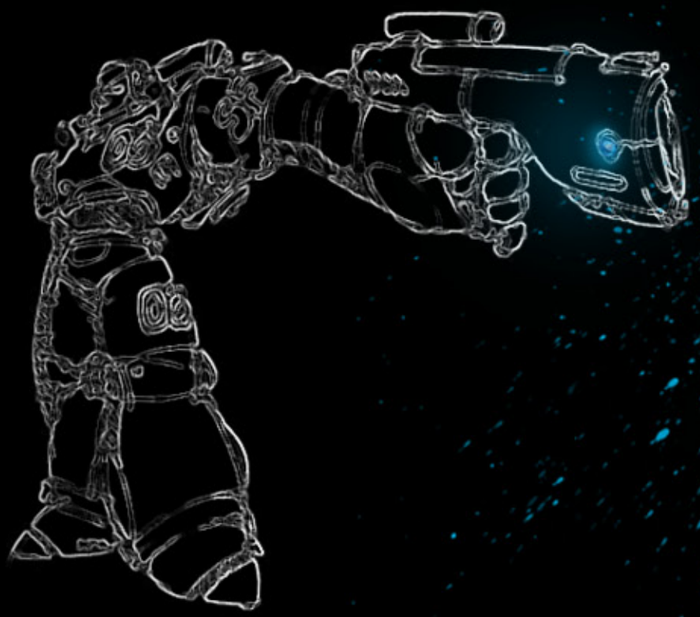
ZIPER

CONCEPT 17



VELCRO

CONCEPT 18



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