



Calluna

The Process

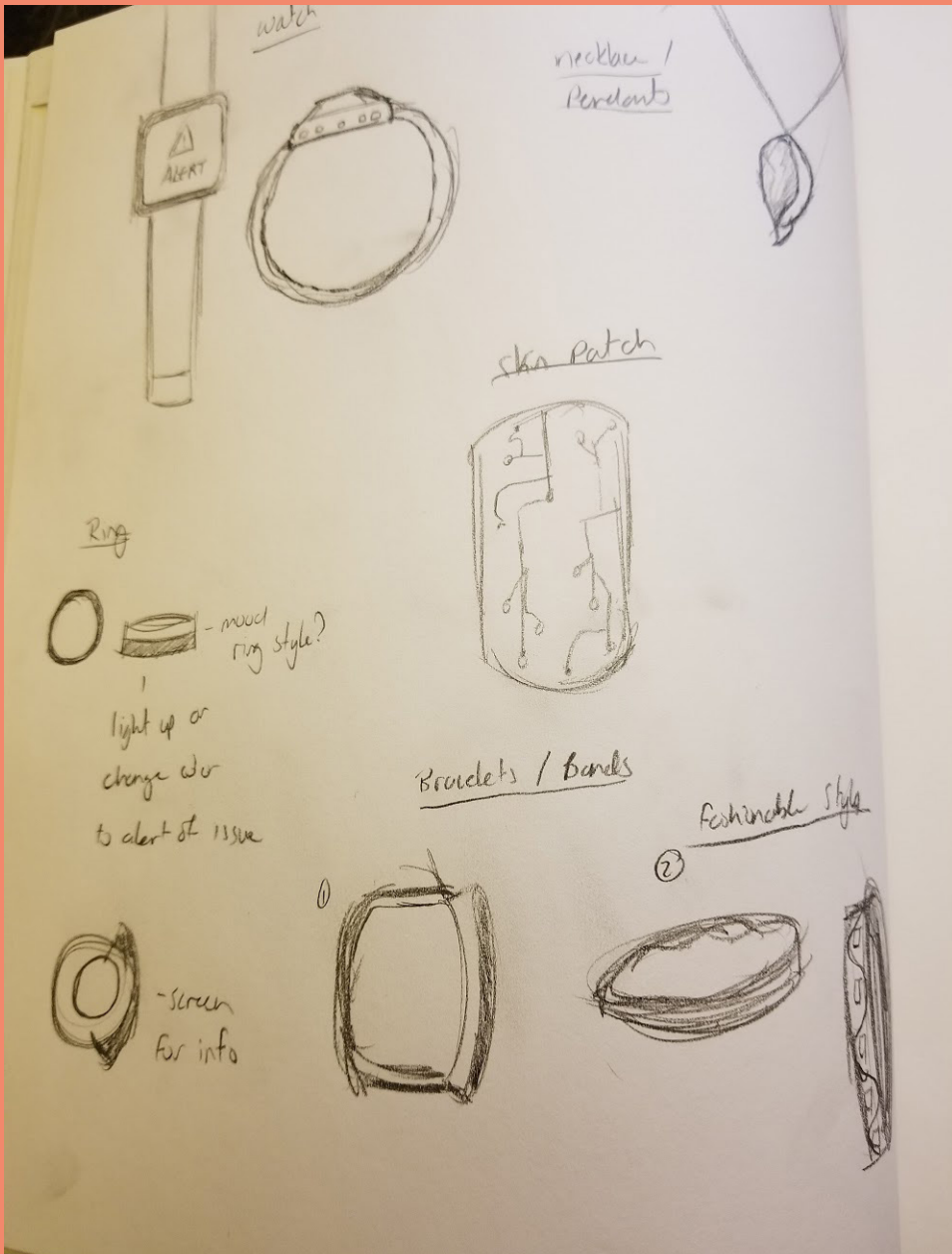
The process behind the creation of Calluna.

The goal is to create a product that gives safety and security to those that suffer from medical conditions, specifically epilepsy. People that suffer from medical conditions such as epilepsy often look and act completely normal in everyday society. These people tend to go unnoticed but often require special accommodations. It is important that there is a product that not only provides safety to the wearer, but it should also transcend the typical medical device in terms of aesthetics and functionality.

The Process

Forced Connections & Initial Ideas

Sketches



Forced Connections

Connection:

Wearable

Types of Wearables:

Smartwatches

Necklaces

Fitness trackers

Jewelery

Medical sensors (patches or tattoos)

Imbedded sensors in clothing

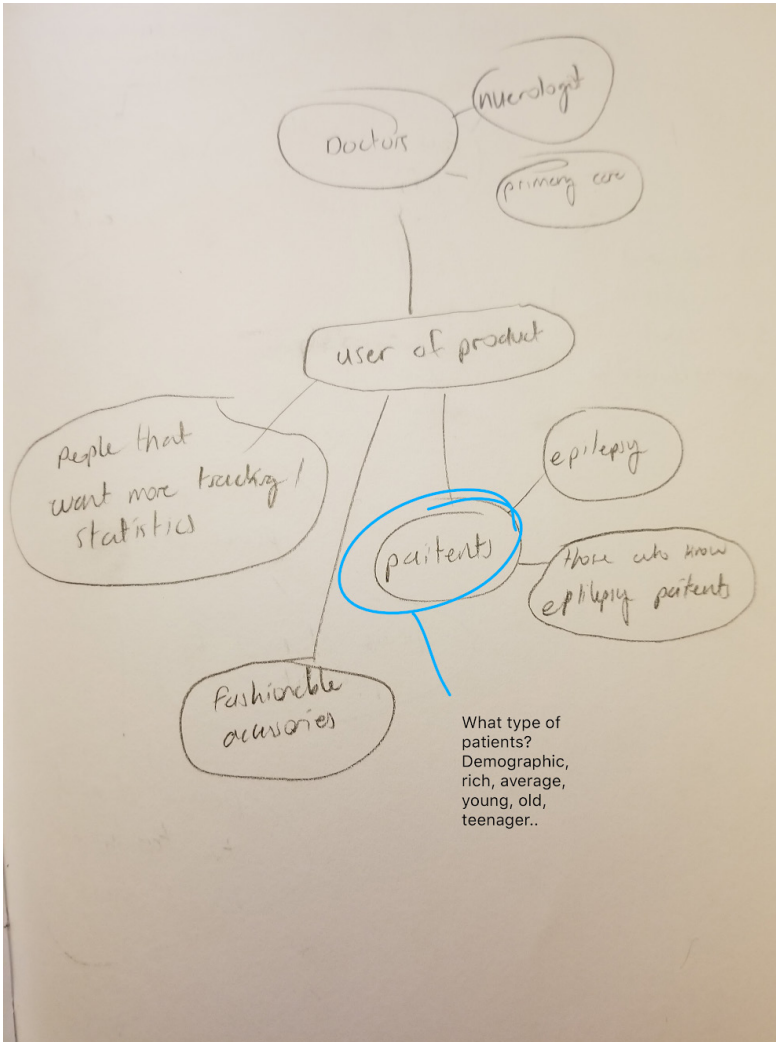
The Possibilities: What is this product?

The product should be able to create a sense of safety and give freedom back to the wearer that suffers from epilepsy. The person would be able to go out on their own and know that if any medical issue was to arise while away from them they would receive the proper medical aid.

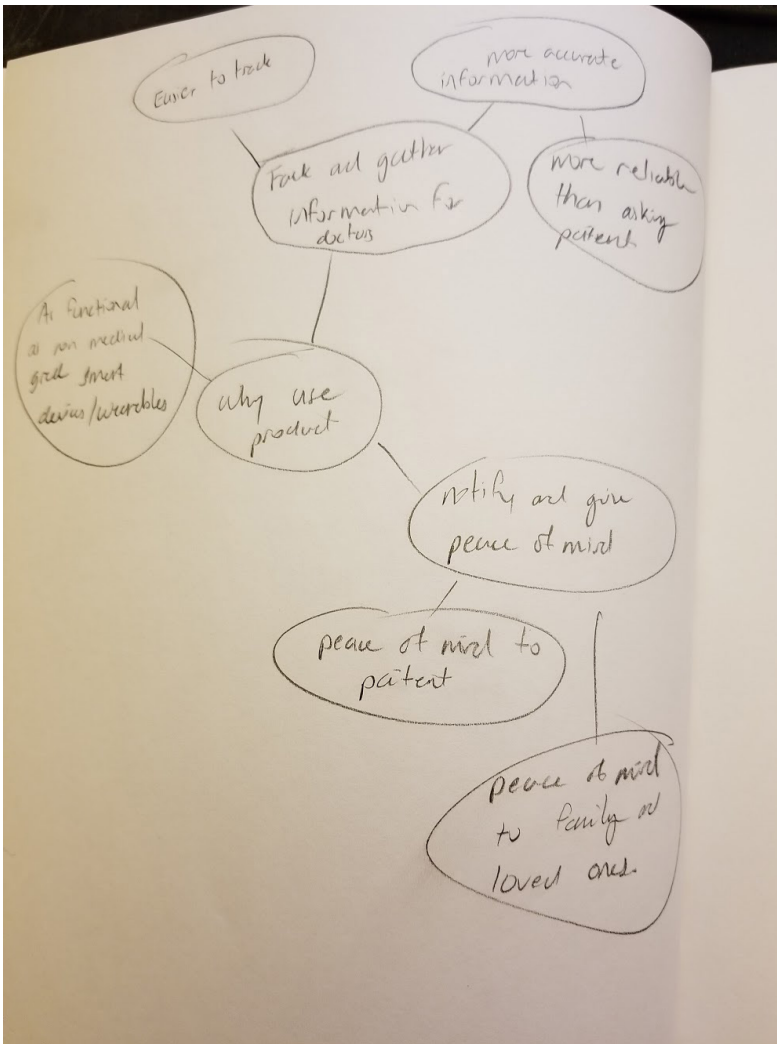
The user should want to use the product. It is important that the product does not stand out from a normal / typical everyday item. Many of the current products that are marketed for this application stick out like a sore thumb. The smart bands that are available do not look like nor function like a clock when on the user's wrist. This in turn creates a situation that is not only unappealing to the wearer but is also inconvenient, as the user's wrist is now occupied by something with less functionality.

Who's it For?

Mind Map



The demographic will be any patient that suffers from a medical condition which can be aided with a smart medical device.



The mind map the target audience, why a consumer should choose this product over other ones on the market.

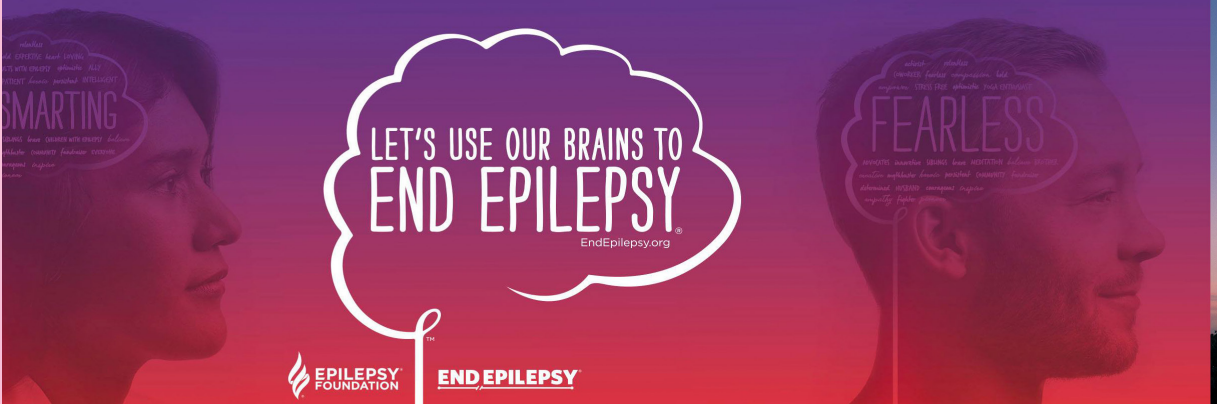
Inspiration

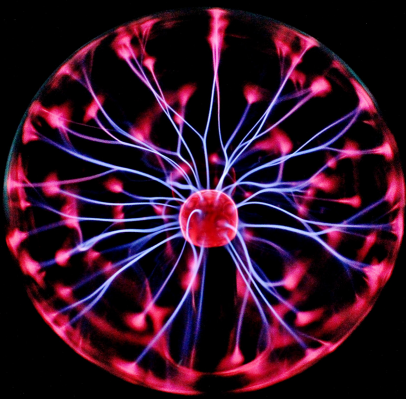
Mood Board

Calluna



NOVEMBER IS NATIONAL EPILEPSY AWARENESS MONTH





Analyzing Brands

The Competition

Brand: Apple Watch

Colors: Black, White

Tagline: All new, for a better you.

Adverbs and Adjectives: active, healthy, evolved, powerful, harder

The adjectives taps into the determination and yearning of people. It causes people to strive to become a better version of themselves health wise.

Types of Imagery:

People exercising and sweating profusely.

The images contain people with very active lifestyles. The images communicate a sense of dynamic movement. There is a sense of motion and they attract the attention of the viewer with the use of large images that take up the entire screen.



Brand: Fitbit

Colors: Blue, Cyan, White, Magenta

Tagline: Know yourself to improve yourself.

Adverbs and Adjectives: health, fitness, motivates, goals

These adverbs and adjectives tap into engaging the user so that they can be happy and experience a sense of joy with their achievements with the use of a Fitbit.

Types of Imagery:

Sports related imagery, smartphones, people as a community, and athletes.

The images create a sense of community for athletes and the casual person. It gives a sense of inclusivity, everyone who wants can use a Fitbit.



Brand: Garmin

Colors: Grey, Black, White

Tagline: #beatyesterday

Adverbs and Adjectives: beat, activity

Garmin conveys reliability. They will take care of you and have your back.

Types of Imagery:

Fashionable images, a man wearing a suit while displaying smartwatch. They also use watches containing disney imagery.

Their imagery covers a wide selection of styles and fits. They have something for everyone. However, They focus on high end and luxury products.



Brand: Empatica

Colors: Pink, Red, Purple

Tagline: Smarter Epilepsy Management

Adverbs and Adjectives: immediately, loved, rely, distinguished

These words convey a sense of empathy and worry. By giving the people peace of mind Empatica can ease the tension and worries of those that suffer from a medical condition

Types of Imagery:

They use images of people displaying the product and smartphones with an accommodating app.

The images contain people with very active lifestyles. The images communicate a sense of dynamic movement. There is a sense of motion and they attract the attention of the viewer with the use of large images that take up the entire screen.



Concept Presentation

Initial Stages

Epibrace

What it does

- This device will be able to monitor the wearer's vitals and send an alert if user experiences convulsions.

Who and Why

- This product is aimed at people that suffer from seizures and would like to regain their independence in life.
- By having a monitor that could alert others in case of an emergency the user would be able to live life to its fullest while also being able to live a more "normal" life.

What it would look like

- Would look similar to a smartwatch or may be adapted to fit into any kind of wearable / jewelry.
- Look similar to a smartwatch but would include sensors that would allow it to function as a seizure monitor.

From Epibrace to Calluna

Why Epibrace is Better

Epibrace is better because it combines the look and functionality of both worlds. While some of these sacrifice aesthetics for medical functionality Epibrace allows for the best of both. It will have the features required to be approved as a medical device while also not being intrusive in everyday life. With the inconspicuous design of a normal smart watch or wearable you can rest assured you will get help when needed without having to explain to strangers

Brand Name

Struggles

I initially wanted names that would literally represent what the purpose of the brand and product were.

List of Names

Seizalert (taken)

Epibrace

Seizure Monitor

Callun

Story Behind the Name

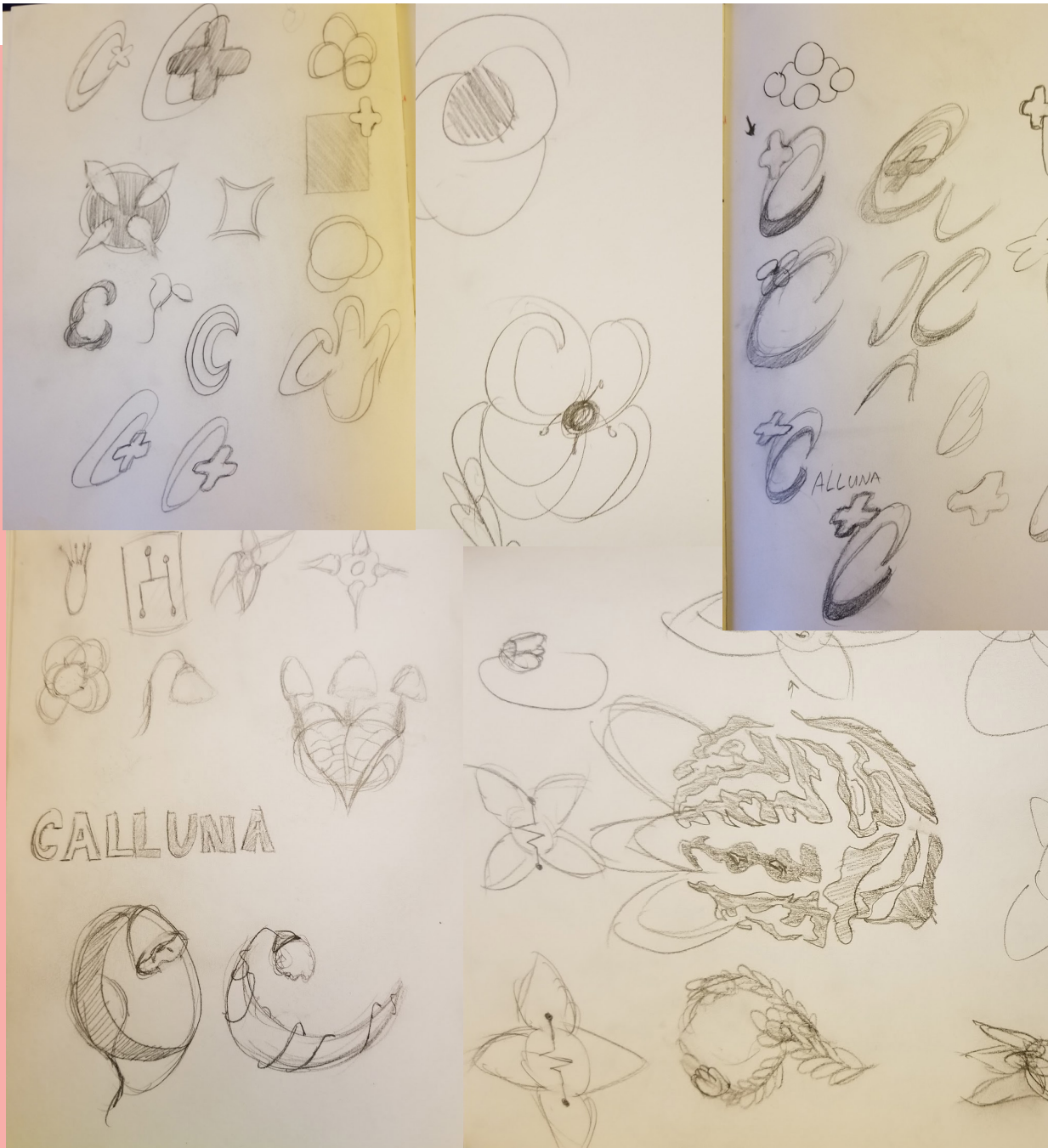
Eventually I changed directions with how I wanted to name the brand. I wanted something less literal. I began to research symbols that were associated with epilepsy. Through the research I discovered that the Lavender plant was closely related to epilepsy. It is considered the international flower of epilepsy and because lavender oils may have a relaxing effect on the body it may also help to reduce seizures.

The Latin for the flower is Calluna. In turn the Calluna plant became the inspiration for the logo and color scheme.

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Logos

Sketches

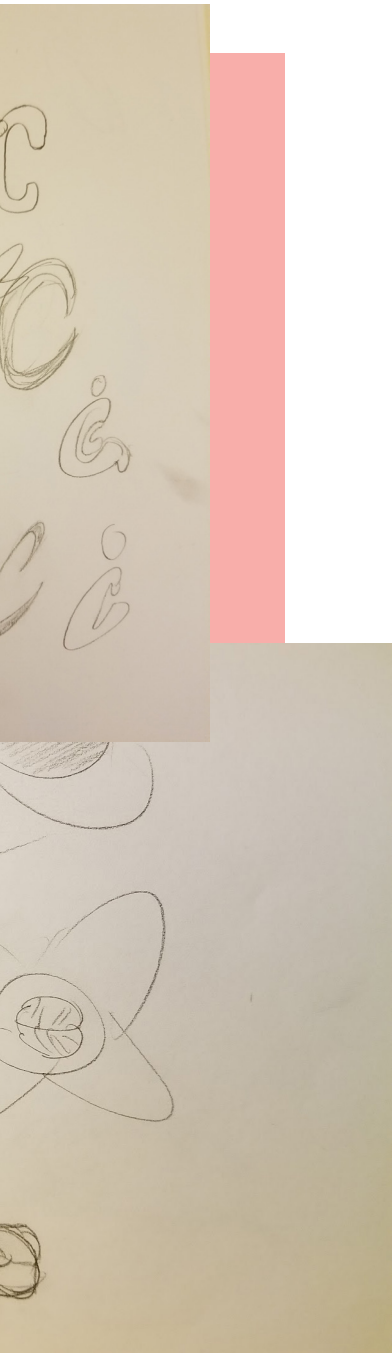


Logos

Color Experimentation

After experimenting with multiple iterations and directions I began to lean towards the letter C with a flower on the top-left side.

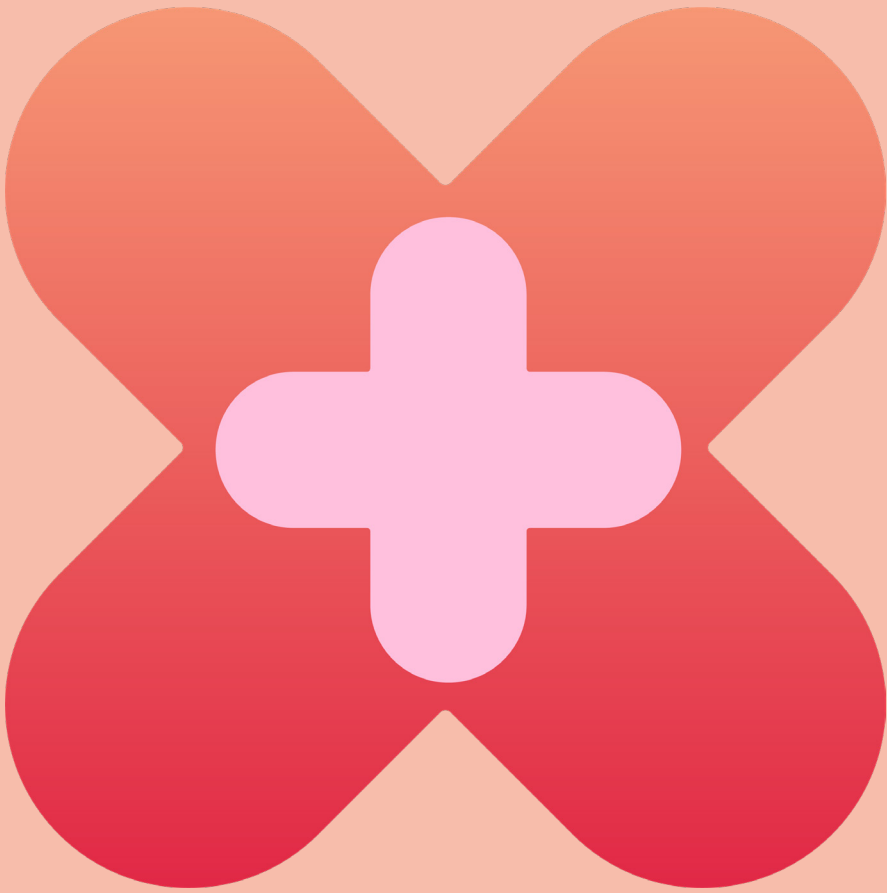
Eventually I decided to simplify the logo even more and create a two part system for the logomark and logotype.



Logos

Final

Calluna



Logo Uses

Packaging & Digital



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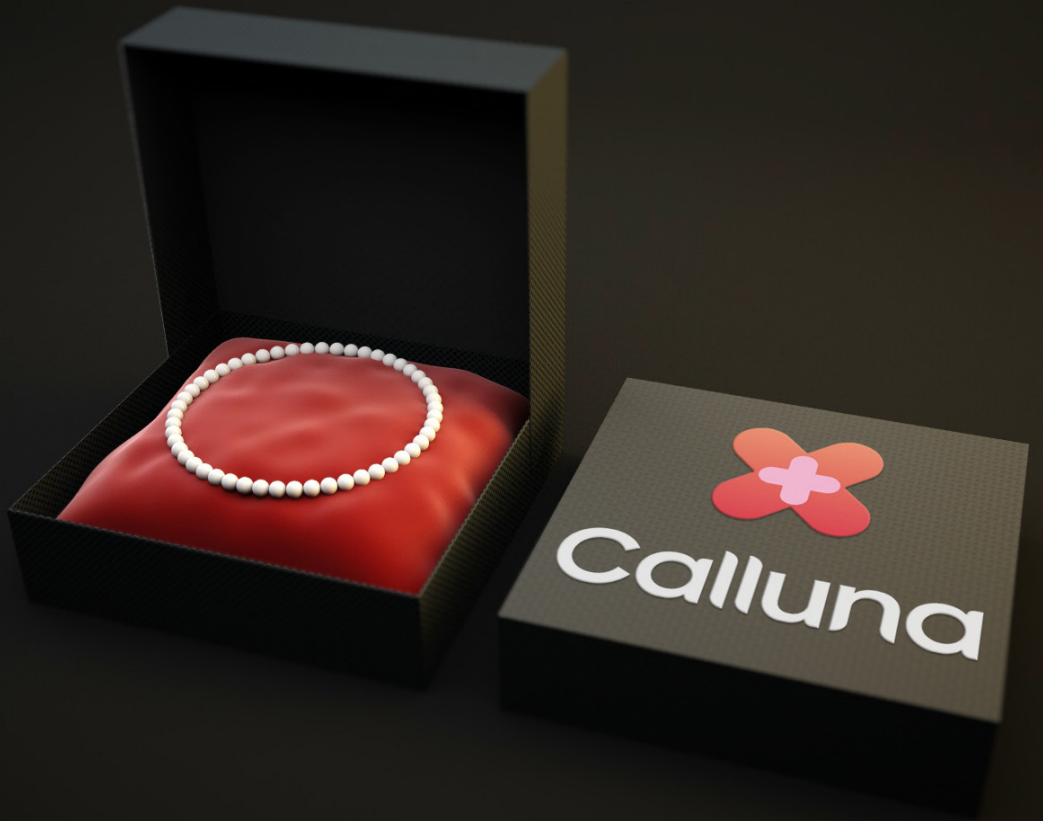
Gain Some Peace of Mind

Don't let epilepsy control your life.

[Learn More](#)



A Central Hub to keep your seizures in check.

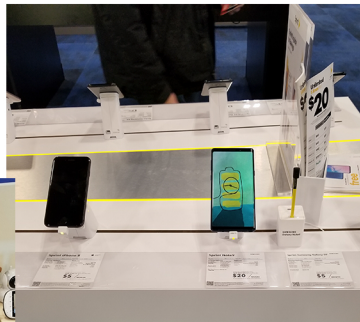
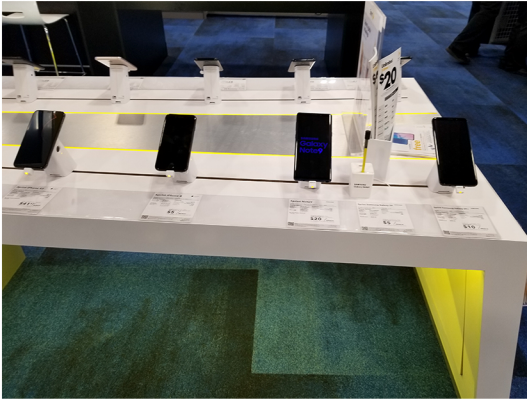




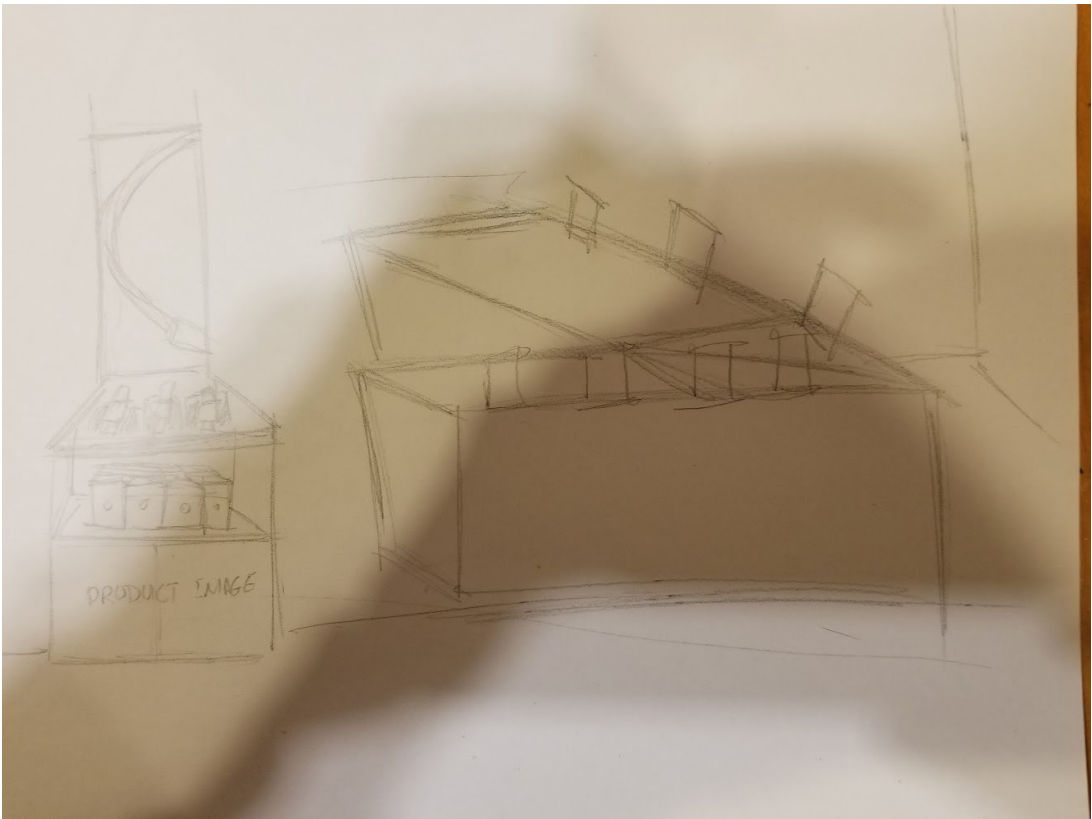


On-Site & Display

Product Research and Presentation

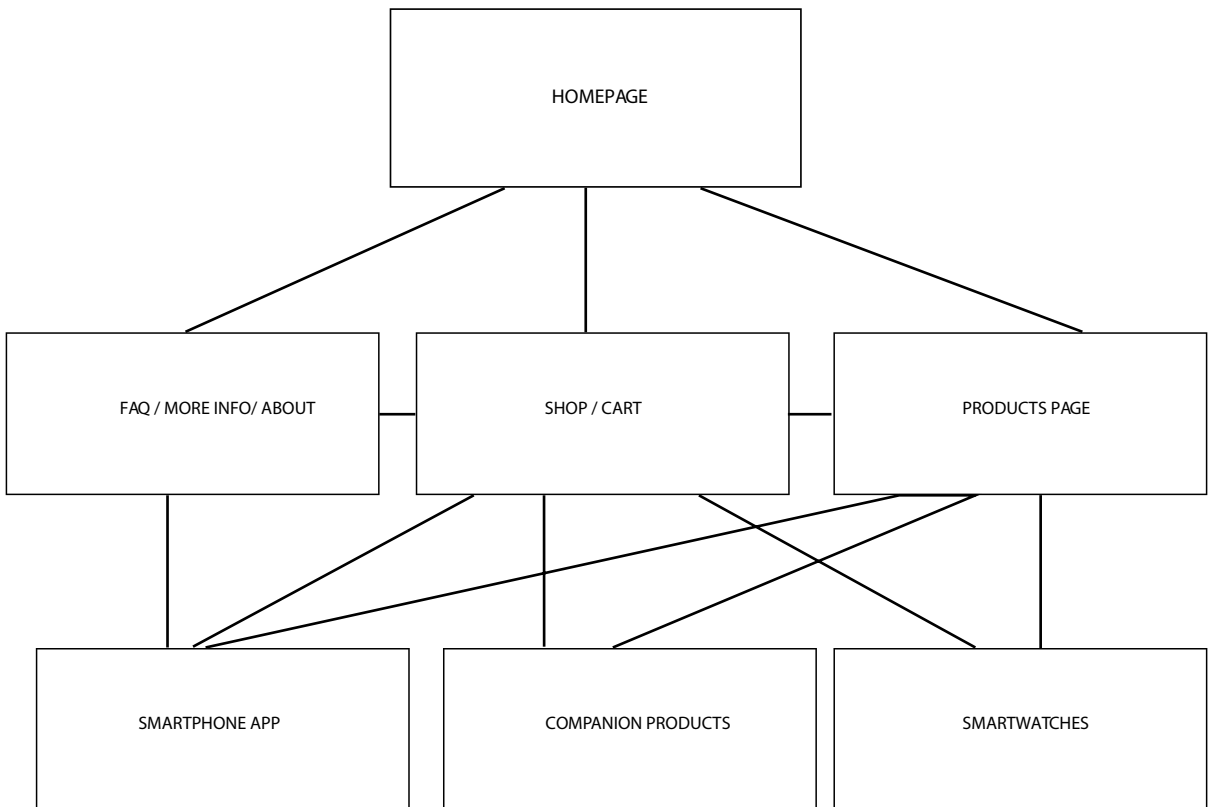


On-Site Research and Display

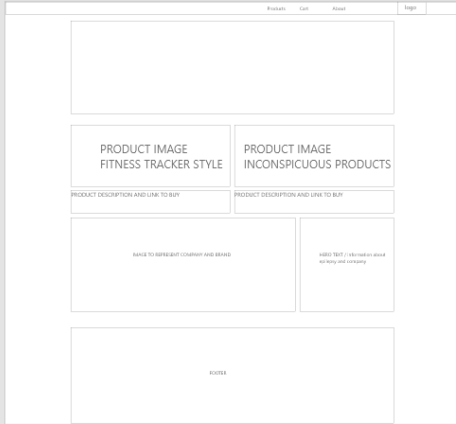


Site Map & Wireframes

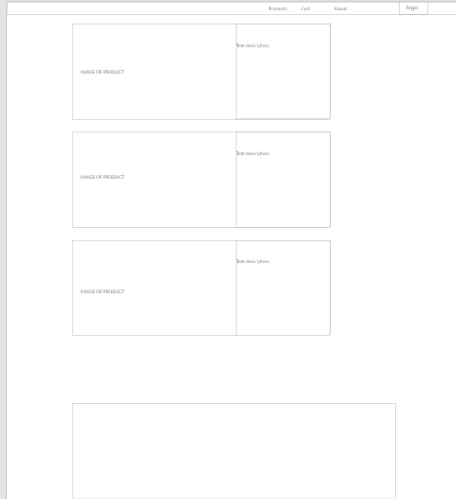
Website Design



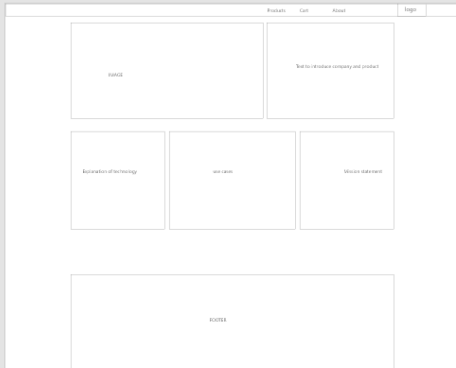
Web 1920 – 1



Web 1920 – 2



Web 1920 – 3



Web 1920 – 4

