Aluminum touch-pad

A simple, functional and beautiful design meant to provide usability and style to every PC user.

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A simple, functional and beautiful design meant to provide usability and style to every PC user. #RecycleNespresso

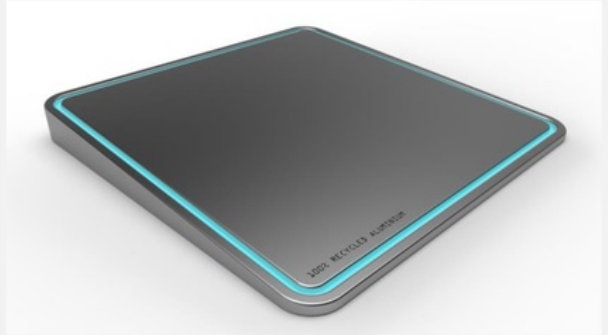**Main characteristic:** Please choose the 2 main characteristics of your submission

[X] Functional [ ] Innovative [ ] Unique [ ] Design [X] Sustainable

Consumer

Make meaning to customers

Observation:
Smart and simple design with a touch of elegance. Multi point touch (5 points) RGB light strip. Wireless connectivity.

Conclusion:
Not mentioning the obvious reason, recycling, the smooth finish of the secondary aluminum enables a premium look and a great usability due to its low friction level as opposed to the usual plastic touch-pads.

Meaning

Solution:
The solution is as simple as it is usable. The touch pad is enabling an increased level of control due to its big contact surface. The laptop users will notice an increase in productivity. For the desktop users this addon will ad another dimension to the overall usability of their machine

Visualization

Design concept:
With a 20 x 20 cm size, there is more touch real-estate than the regular touch pads found on laptops and a real game changer for desktop users. The inner rim is illuminated with a full RGB color spectrum LED that can be controlled on the connected PC, enabling you to choose whatever color would complement your surroundings. The stamped "100% recycled aluminium" statement is there to always remind the user that recycling is as much related to reduce pollution as it is to bringing new and improved products on the market.

Insights → Turning customer insights into solutions → Solutions

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Solution

With a 20 x 20 cm size, there is more touch real-estate than the regular touch pads found on laptops and a real game changer for desktop users. The inner rim is illuminated with a full RGB color spectrum LED that can be controlled on the connected PC, enabling you to choose whatever color would complement your surroundings. The stamped "100% recycled aluminum" statement is there to always remind the user that recycling is as much related to reduce pollution as it is to bringing new and improved products on the market.

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What makes your product bold and innovative?

Smart and simple design with a touch of elegance. Multi point touch (5 points) RGB light strip.
Wireless connectivity.

Status: 15.06.2018

ID: 60608. Last updated: 12.07.2017

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Which target group is this product aimed at?

Any PC / Laptop user that is looking to upgrade his/her setup

Status: 15.06.2018

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Why is secondary aluminum the perfect material for your idea?

Not mentioning the obvious reason, recycling, the smooth finish of the secondary aluminum
enables a premium look and a great usability due to its low friction level as opposed to the usual
plastic touch-pads.

Status: 15.06.2018

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Creative's profile

Valentin Mladin PRO
Bucharest, Romania

Creative's top 5 skills

Product Design

Status: 15.06.2018

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