



Philips SkyLight

Overview

Bringing the benefits of natural light home

The Philips SkyLight innovation is built on proven Biophilic Design principles to reconnect us with the constant cycles and variations of nature for comfortable, engaging and attractive consumer home environments in China market.



Challenges

On average, we spend more than 90% of our time indoors, where we do not get sufficient access to daylight that can help us feel happy and healthy. Our company already successfully launched the NatureConnect lamp that brings benefits of nature light indoor for commercial use during the day. We believed that the exposure to the right amounts and quality of light at home strongly impacts our mood, energy levels, comfort, quality of sleep and our health and wellbeing in general.

Using scenarios and cases at home are different with using at commercial. The following user insight have been found:

- Functional needs
- Environment needs
- Emotional needs

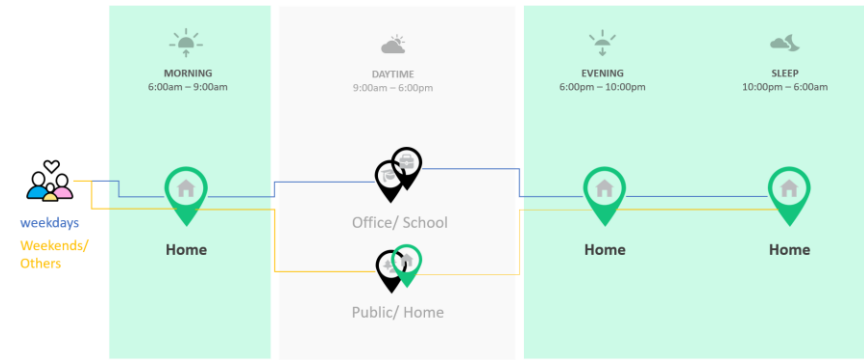
PERSONA Jack's family

- 36 years old, married
- 6 years old kid
- Mid to High end consumer
- Modern lifestyle
- living in Shanghai
- Trend stewards with international taste
- Nature lover
- New tech earlier adopter and performance seekers



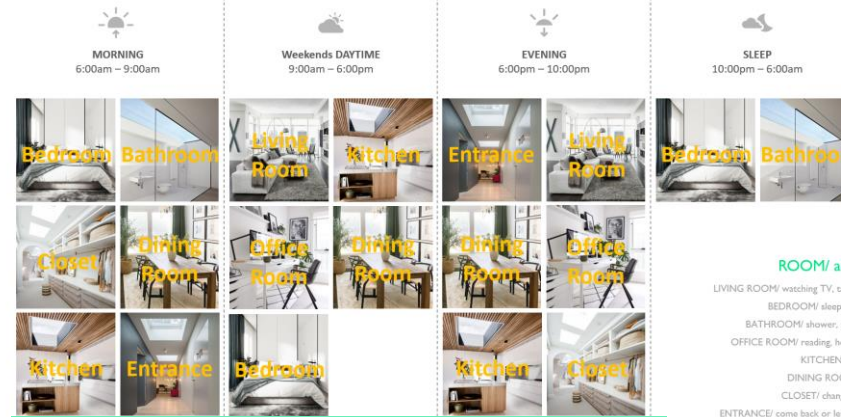
1. Understanding our target users

User Journey



2. Explore consumers' daily journey

Use cases



3. Users' activities in each function room

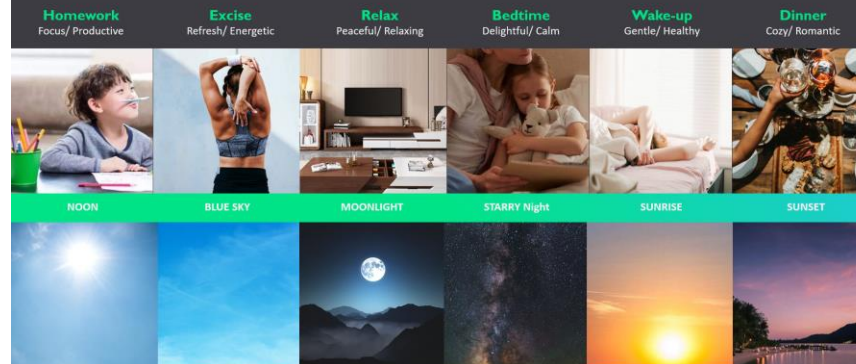
Interior Styles

Focus Trends: Modern/minimalistic/ nature/ Scandi/ Affordable Luxury



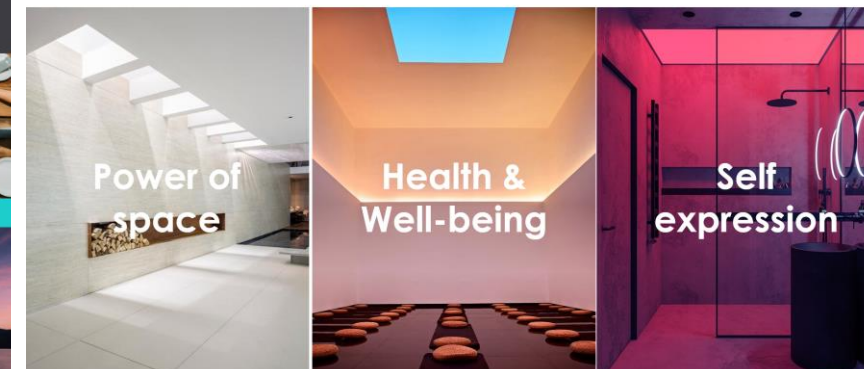
4. Interior design style and trend

Scenario



5. Classify users' emotional need in each using case

Insight



6. Pain points and insights

Approach

Preliminary Feasibility & Usability study

We did research on consumers' environment including ceiling types, room sizes. We also did study on ergonomic and installation process in for better understanding and analyzing following points:

- Dimension Study
- Installation limitations
- Architype Analyzing

Environment dimensions

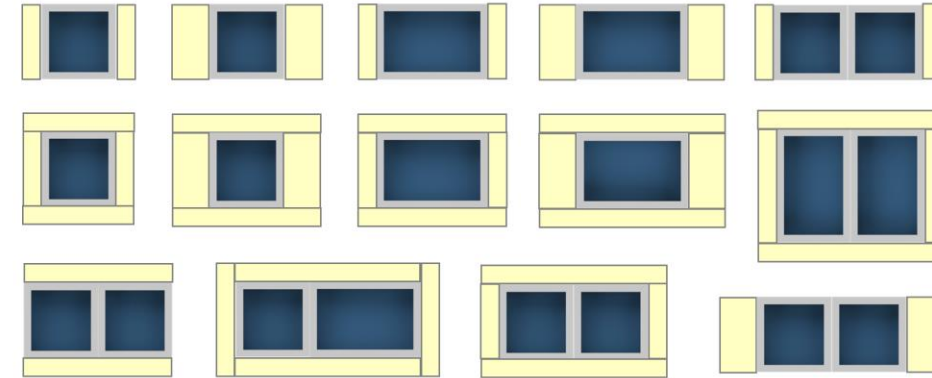
Interior Height:
2.8m avg (2.4m min)

Room Sizes:

Living Room: 18-40 m²
Main Bedroom: 15-34 m²
Kids' Bedroom/ office room: 9-15 m²
Kitchen: 5-12 m²
Bathroom: 5-10 m²
Walk-in Closet: 4-8 m²



Dimension Possibilities



Ceiling Type

Average Chinese apartment ceiling height: 240cm-280cm

石膏顶
Regular Plaster Ceiling



Ceiling mount
Living room/ Bedroom/ Dining room
Ceiling Height 2.8m Average

吊顶
Suspended plaster ceiling



Build-in
Fits all rooms
No size limitation

蜂窝板、扣板顶
Suspended panel/other material ceiling



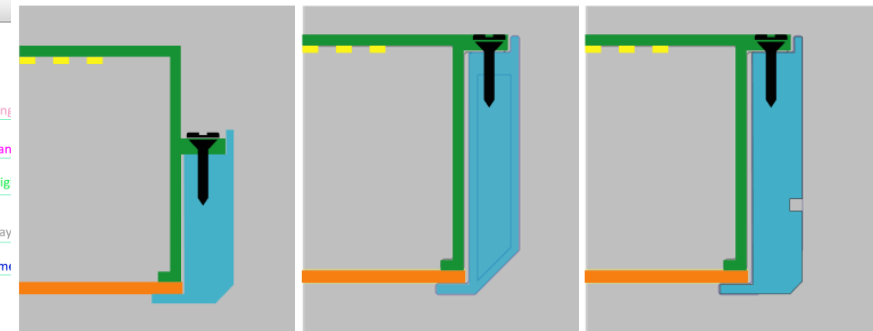
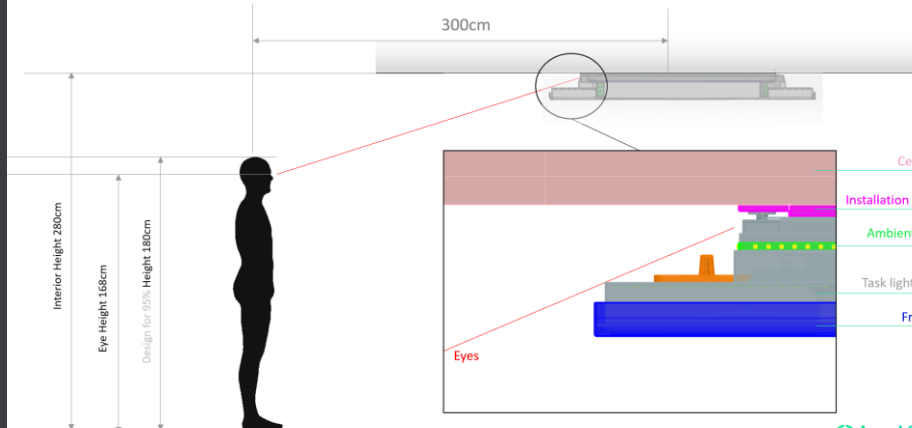
Integrated
Bathroom/ Kitchen/ Balcony
Size limitation 300,450,600

Installation analyze

Installation types	Ceiling mount	Build-in	Integrated
Ceiling types	Regular plaster ceiling	suspended plaster ceiling/ panel ceiling	suspended plaster ceiling/ panel ceiling
new modeling/ remodeling/ renovation	New house modeling/ remodeling/ renovation friendly	Only new house modeling/ remodeling	Only new house modeling/ remodeling
Interior height (average Chinese home ceiling height is 240cm-280cm)	Saving ceiling height	Need suspended ceiling height 12CM	Need suspended ceiling height 12CM
Easy& fast installation	Easier and faster installation	Installation steel bar needed	Installation steel bar needed
room	Living room, dining room, bedroom, walk-in closet, basement...	Bathroom, living room, dining room, walk-in closet, basement...	Bathroom, living room, dining room, walk-in closet, basement...
Overall looking	Install below the ceiling	Install flush with ceiling	Install flush with ceiling. Good for integrated/ modular design. Need other white lighting resource, need redo lighting recipe.

Ergonomics Analyze

Living room size: 4X6 meters



Approach

Lighting recipe design and testing

By using natural analogs, we were trying to create a lighting experience that is universally comfortable and desirable, while also providing users with important biological and emotional benefits for their health and well-being. We spend tones of time on study and designing right lighting for:

- Morning
- Noon
- Afternoon
- Sunset
- Night
- Rainy

ACTIVITIES

Mood



ENERGETIC
(Brighter)



CALM
(Darker)

Exercise	Operation	Dinning	Rest
Refresh Cardio Training	Focusing Reading	Lively Gathering Dinner	Cozy Chill
Relax Yoga	Productive House cleaning	Romantic Dinner	Gloomy Movie

SCENES- 宏
Boundless, spacious

宏

Vast
A Space for Spiritual Wellbeing

宏
VAST



SCENES- 闲
Serenity, Rippling Calm

闲

Leisure
The Vision of an Ideal Life

闲
LEISURE

SCENES- 雅
Sophistication, Elegant, Refined

雅

Refined
The Art of Sophistication and Culture

雅
REFINED

SCENES- 寂
Monochrome, Longing

寂

Solitude
Alone Time for Recollection and Reflection

寂
SOLITUDE

SCENES- 慕
Subtle, Entwined

慕

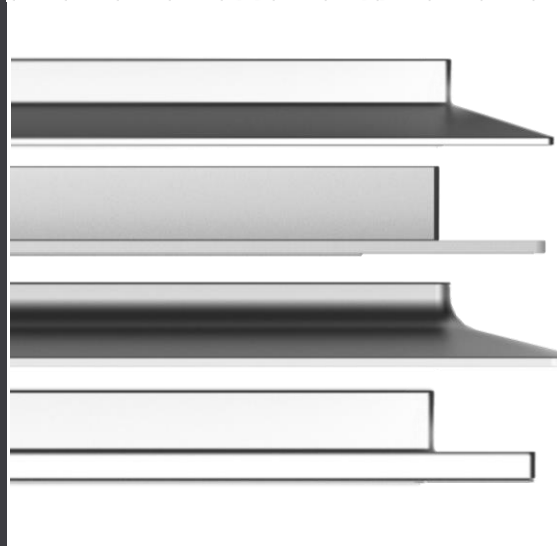
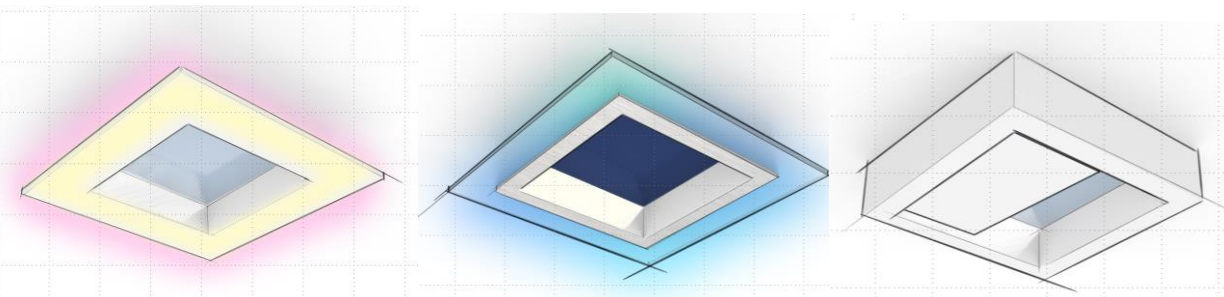
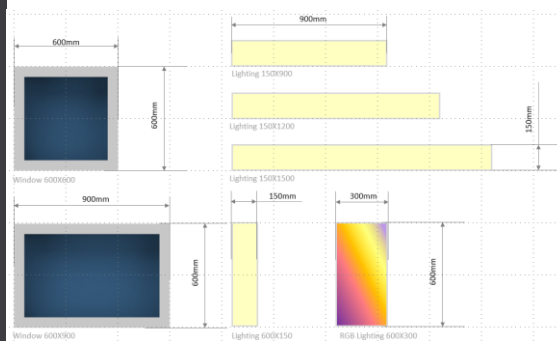
Adoration
A Longing for True Love

慕
ADORATION

Approach

Form and detail development

Form follows function, immersive lighting experience is leading. Inspired by real ceiling window design, details are mimicking real window frame design. The product is made out of aluminum with high quality manufactory process. Dual finishing frame makes product looks slimmer and premium, more like a high end furniture piece.

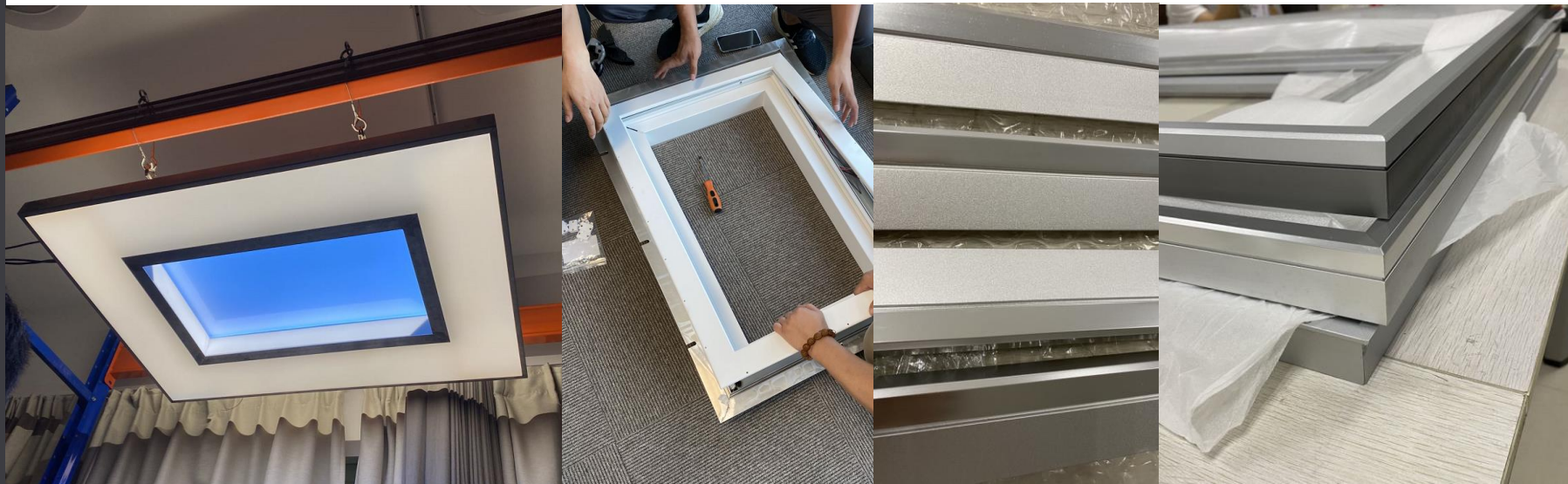


Glossy White

Satin light silver

Hair brushed silver

Chrome



Solution

Product

Using biophilic design principles, these lights reconnect people to the qualities of outdoor light that are so crucial to their wellbeing. The system restores the natural light balance present in the sun and the sky and offers a virtual view of the outdoors, improving the livability of indoor spaces that lack good access to natural light.

It has four light parts including:

- blue sky light
- sun illusion
- task light
- ambient light

created well designed light scenes bringing colors and dynamics from nature for a fully immersive experience. Scenes are designed for creating different mood for different using scenarios.



Ambient light

Task light

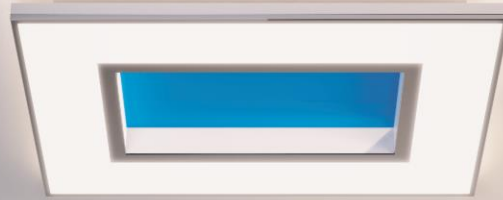
Blue sky light

Sun illusion light

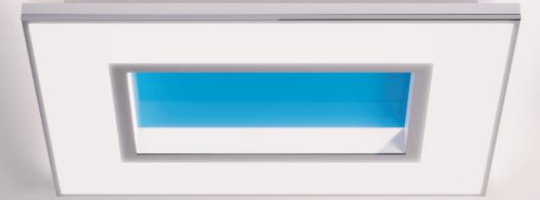
Solution

Lighting experience

By using natural analogs, the designers have created a lighting experience that is universally comfortable and desirable, while also providing users with important biological and emotional benefits for their health and well-being. The Philips SkyLight have different scenes that could be controlled by wall switch and remote control. Furthermore, product and remote control can be controlled by Mijia app and connect with other devices to create immersive lighting experience and smart home solution.



MORNING



NOON



RAINY



LATE AFTERNOON



SUNSET



NIGHT



Thanks 😊