

aXbo – The sleep phase alarm clock – information concerning the design

Form: FORM FOLLOWS FUNCTION

- The shape of the alarm clock underlines the innovative technology inside – the appealing aesthetics awaken interest in its function
- The design integrates itself into its surroundings – Inspiration: “The intelligent frame on your bedside table shows you the picture of a lover – in your own time!”
- Aesthetic and technological innovations: a transparent, non-dazzling illuminated LC-display, dimming of the light as a metaphor for opening your eyes (awakening) and closing your eyes (going to sleep).
- One-hand usability: technology adapted from the modern computer mouse, a web-wheel + cleverly designed GUI (Graphical User Interface)
- A positive proportion of 3:3:1 creates harmonious object perception, as does the combination of square and circle in its form. This “squaring of the circle” appeals to 85% of all perception-types (50% - square, 35% - circle, 15% - triangle)

Coloring: COLOR FOLLOWS FUNCTION

- The coloring reinforces the scientifically proven benefits of using the aXbo with perception psychology and is environment neutral

GU-Interface: FUNCTION FOLLOWS INTUITION

- The segment-typography created specially for aXbo underlines the precise functioning of the system and is extremely easy to read
- A mixture of icons and typography reduces misinterpretation and hence misuse

Wristband: FORM FOLLOWS CONVENIENCE

- The highest possible comfort and skin-friendliness are of the utmost importance
- The high aesthetic appeal of the wristband is inspired by sports and lifestyle

Rouven Haas, January 2006



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