



becozy

Smart Thermostat Box

When do you say it's **dry or humid**?

Whenever you feel its dryness or humidity on your skin, it might already be damaged. It is hard to understand the optimum humidity level for humans. Also, It is hard to guess what the numbers mean. It's same as temperature. So, "Becozy" makes it easier to check the good temperature and humidity condition by visualizing them.

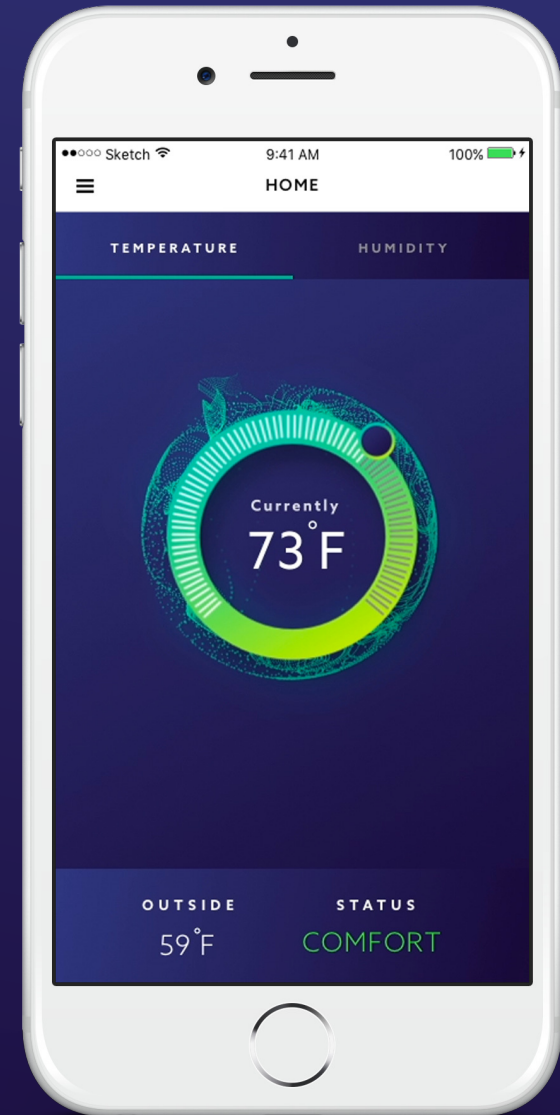
What's Becozy?

The "Becozy" smart thermostat box is a portable app-connected device that creates various animations based on the conditions in your home. It displays unique and delightful animation according to your home temperature or humidity and reminds you of your current room environment.

In addition, it mirrors its display on your mobile phone, so that you can actually monitor home temperature and humidity anytime.

Also it can also control your home devices such as air conditioners, humidifiers, dehumidifiers and heaters when you away from home.

Using this product and app, you can make your home healthier.



Becozy IoT Device



CONTROL TEMPERATURE

When the user sets the ideal temperature, Becozy automatically turns your air conditioner or heater on or off.



Humidifier



Heater



Dehumidifier



Air conditioner

4 PROBLEM

- It is hard to know what the ideal temperature for of your home.
- It is hard to guess what the numeric level of humidity and temperature means.
- Even though there are some smart thermostats in the home automation industry, they are hard to install and must be wall-mounted.

- Using Becozy, you will be able to control inconsistent, uncomfortable room temperatures and humidity to comfortable level.
- Users may easily learn the ideal temperature and humidity level through smart IoT device or app.
- It will be a portable IoT device which lets you feel free to move around anywhere and it doesn't need any technical support because it is so easy to install.

- Users will be able to monitor current home environment using app or IoT device.
- It is fun to identify your home environment and its delightful interactions make easier to understand for users.
- Perfect room temperature and humidity make people feel happier and more comfortable.
- Health environment leaves no risk of damage to the house and furniture.

MARKET RESEARCH

Why we need this?



High Humidity Causes Mold.

According to some recent studies, approximately 50 percent of homes have unknown moisture problems. And as we all know, molds thrive best in moist places.



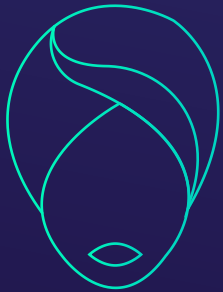


Dry air isn't good for your nose.

In some individuals, particularly dry air can cause another uncomfortable and unpleasant symptom: itchy, uncomfortable nasal passages. Because the majority of breathing is done through the nose, low humidity levels can cause the inside of the nose to become dry and irritated. But properly humidified air keeps the nasal passages healthy and comfortable with every breath.

MARKET RESEARCH

Why we need this?



Low humidity hurts your skin.

Your skin is over half water. When the air lacks humidity, your skin will start to dry out. This can cause itching, flaking, and tightness around the joints. It can also cause painful cracking of the skin, and chapped lips.

10

COMPETITORS

PROS

CONS



- It Works well on its own or integrated with other smart-home products.
- Automatically adjust room temperature.
- Touch screen interface mounted on the wall.
- Ability to receive energy usage reports.
- Leaf symbol shows when you are conserving energy.

- It shows fingerprints easily.
- It needs technical support for installing.



- Mobile app control on the go.
- Reads temperatures in multiple rooms using remote sensors.
- Live weather report.
- Easy installation.

- You drag the temperature up and down, so changing it by just a degree or two can be challenging.
- The system may use a lot of power.
- Takes longer to develop away settings.



- Automatically adjusts temperature via geofencing.
- It does not require the use of a separate power wire to operate.
- Humidity Monitoring.

- Must change the AAA Lithium battery often (about every 2 months)
- Difficult installation process, app problems and lack of instructions.
- Priced higher than other smart thermostats with similar functionality

TARGET MARKET

Primary Target

Single family homeowners.

Age

30s - 50s

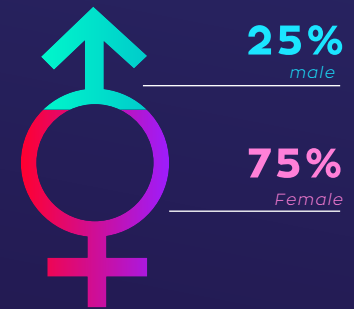
Income

Middle to upper class higher than \$62,500

Area



Gender



Name : Christina Charlson

Age : 31

Device : iPhone 7, iMac, iPad mini2

Home Device : Air conditioner, Heater, Dehumidifier

Location : Daly City, CA

- She lives in a single house in Daly City and she has a three-year-old baby.
- She and her husband commute to work on weekday.
- she often works from home in order to take care of her son.
- She usually feels cold during sleep at home.
- She found some mold inside her closet and often uses dehumidifier.
- She is always concerned about energy saving because sometimes she forgets to turn off heater at home.







TYPE FACE

Aa Zz	Aa Zz	Aa Zz
Azo Sans Thin	Azo Sans Light	Azo Sans Regular
Aa Zz	Aa Zz	
Azo Sans Medium	Azo Sans Bold	

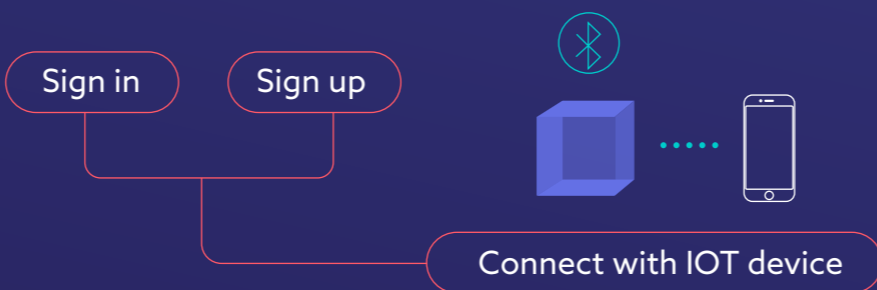
COLOR PALETTES



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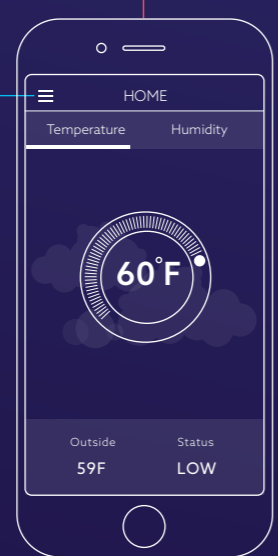
ICONOGRAPHY





Home

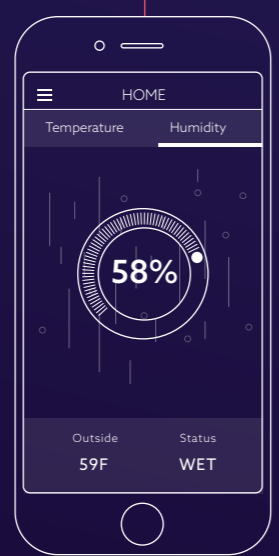
Temperature



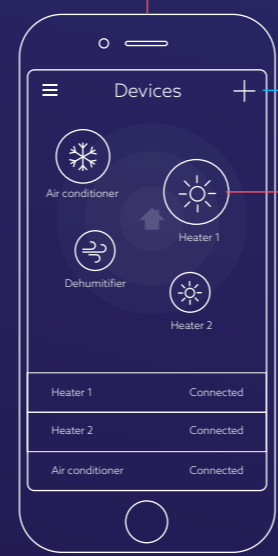
Monitor current room temperature and humidity with smart device interaction.

You can check status and outside temperature.

Humidity



Devices



Add home device

Click to control home device

Schedule



Add Schedule

Notifications



- Menu
- Home
- Devices
- Schedule
- Notifications
- Setting

Remote control your home device.

