

logi

CONCEPT DECK
LOGITECH LIGHT
TIM ROONEY

User

An independent industrial designer running a solo studio who frequently shifts between tasks.

Problem

They often work under lighting conditions that are not optimized for specific tasks, contributing to visual fatigue, reduced focus, and decreased effectiveness.

Insights

1

Creative professionals often point lights directly at walls to create soft indirect ambient light. Hardly any lights are designed to purposely behave in this way.

2

A light that can serve multiple purposes is valuable but not if the process of changing the lights function is cumbersome.

3

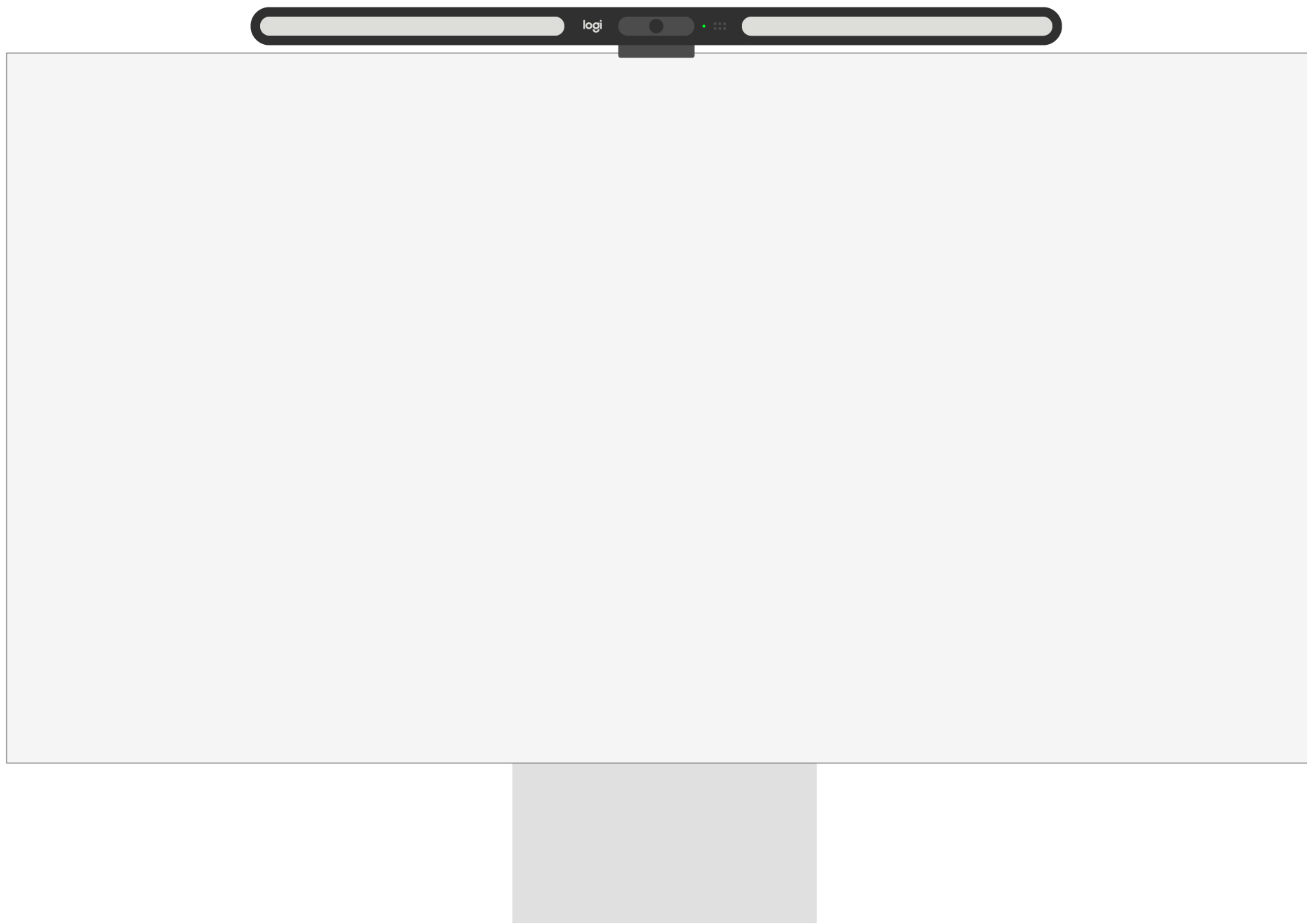
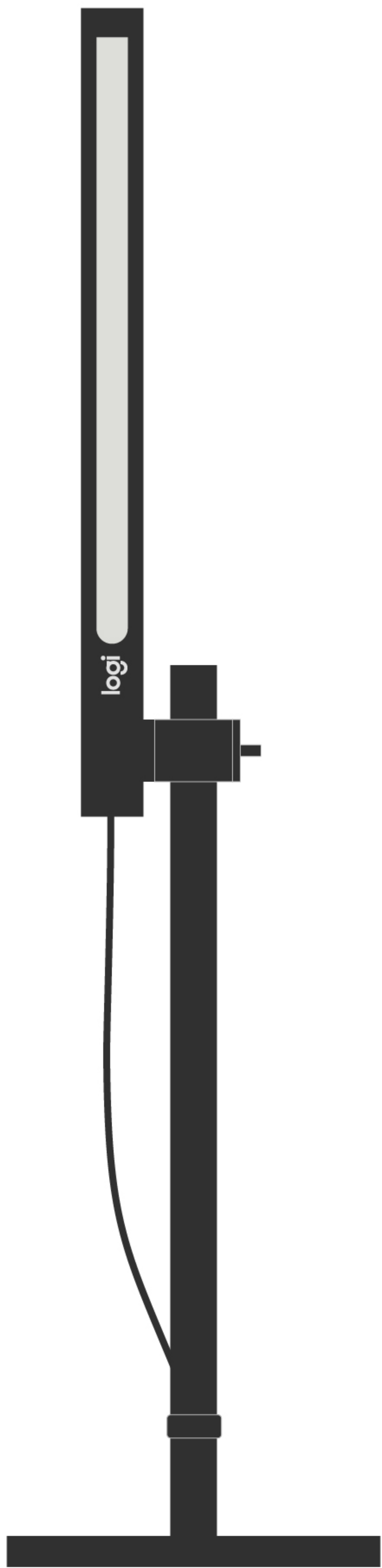
Solo Industrial Designers value a high level of presentation and polish on videocalls.

4

My broader user is creative professionals, MX users.

5

MX user's value customizability. The light should have multiple input options.









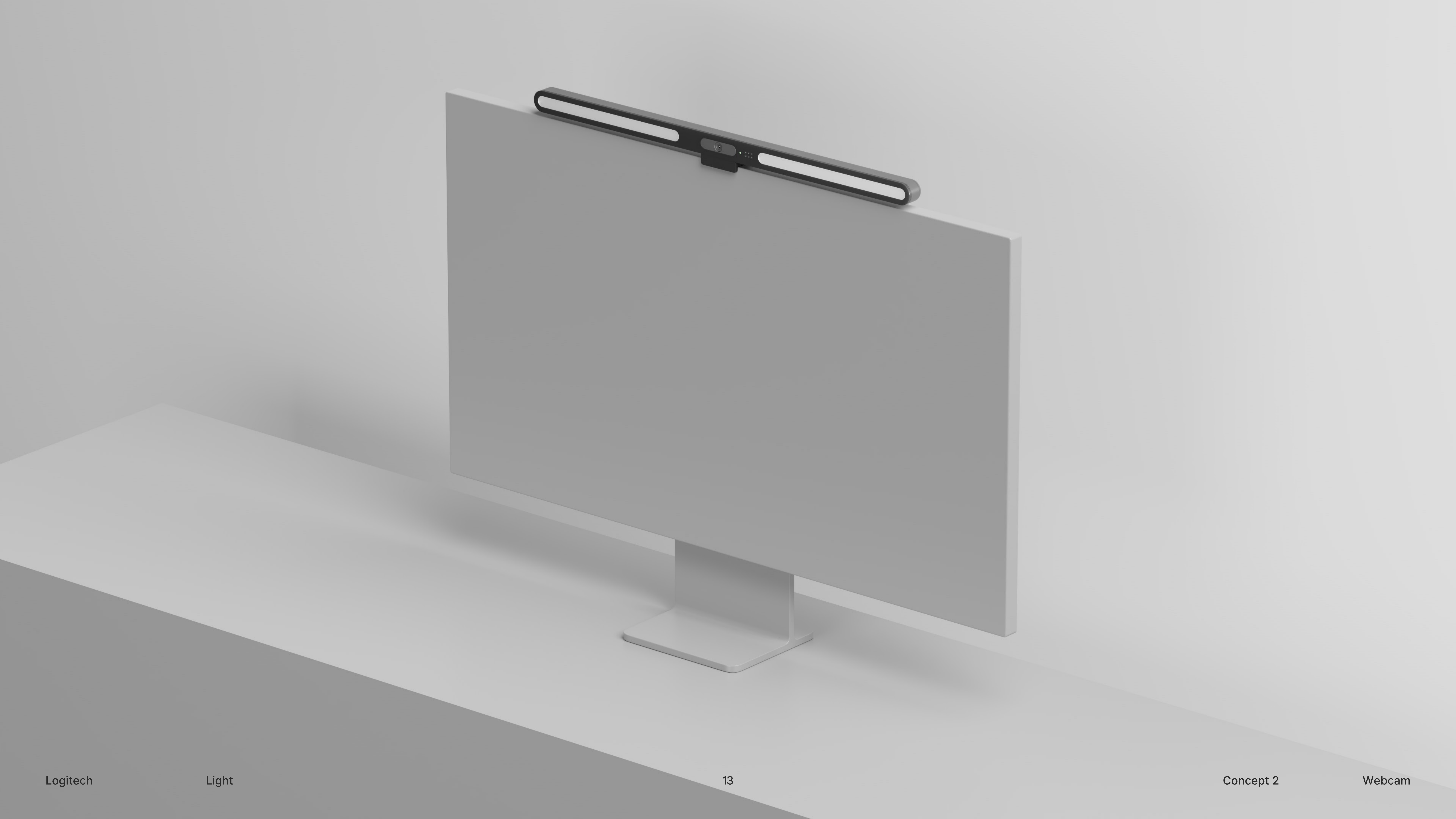


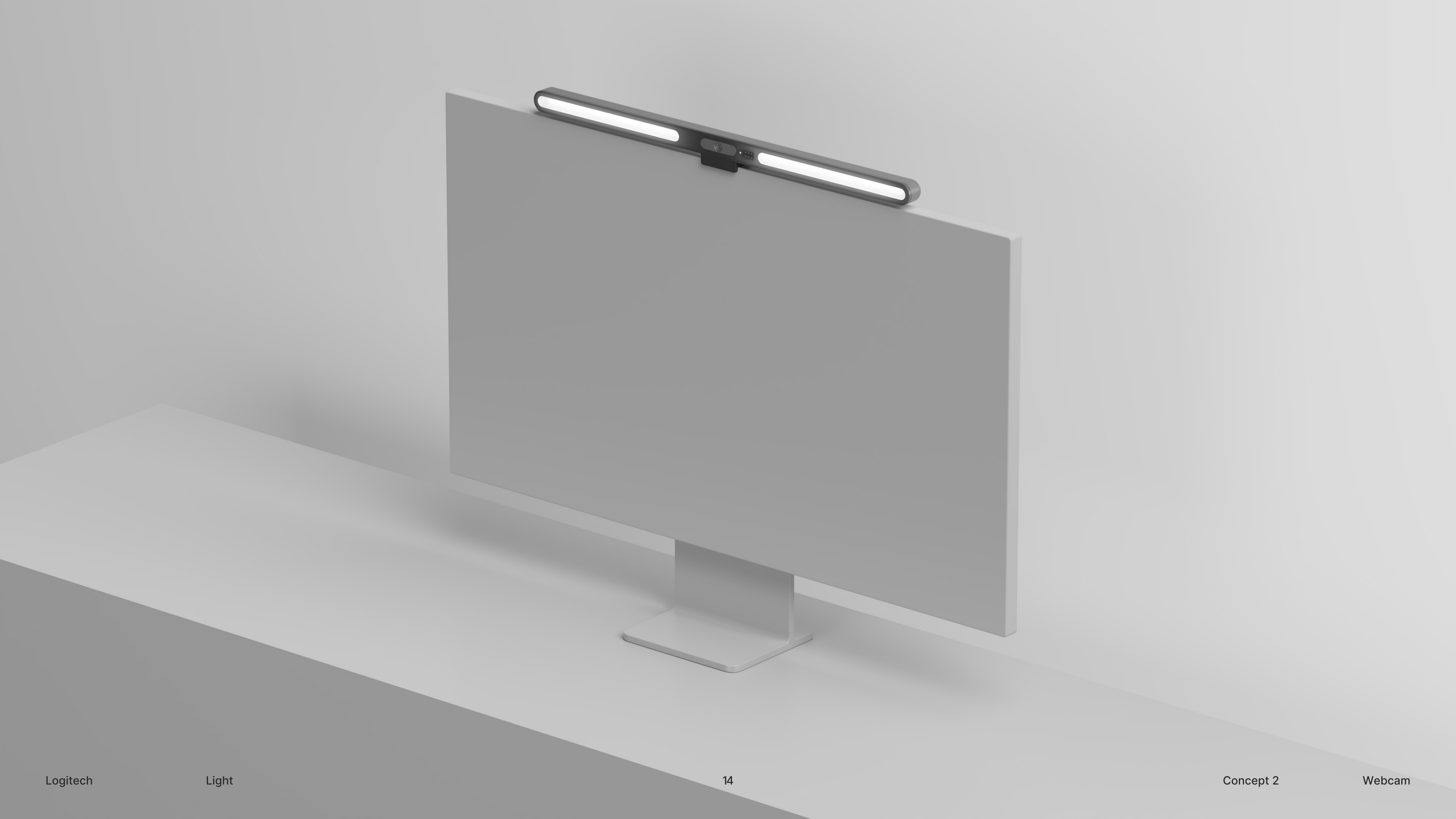




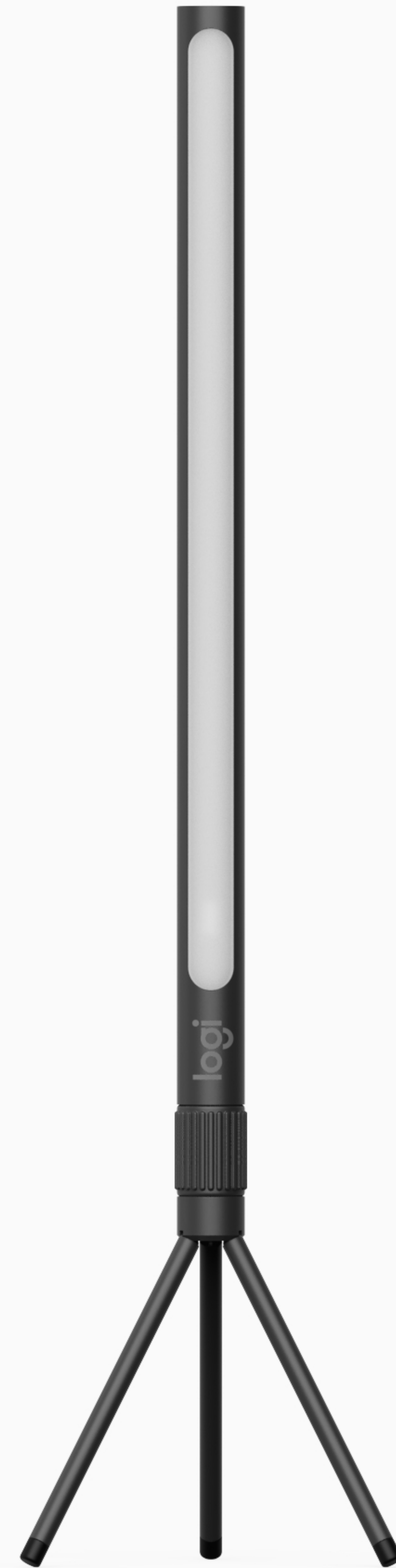
















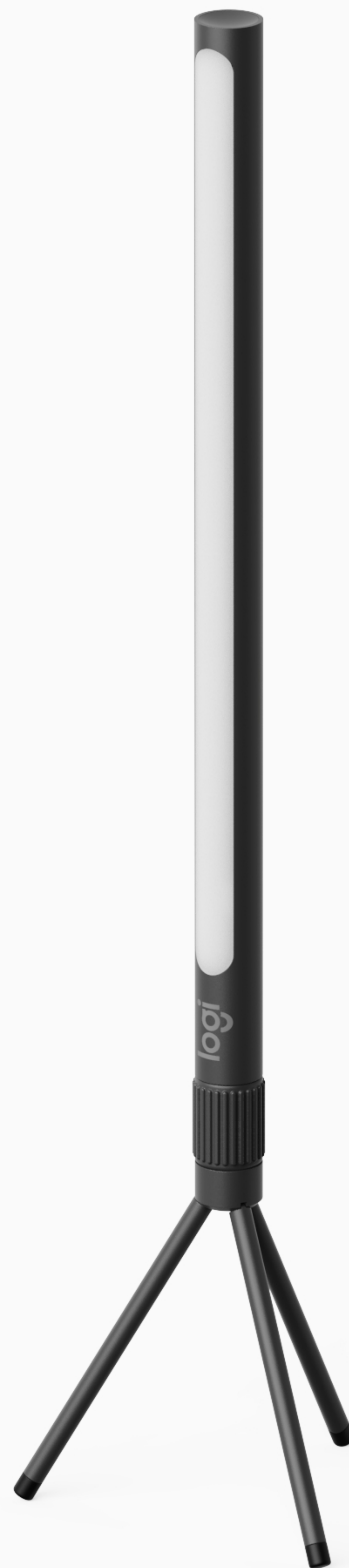
Logitech

Light

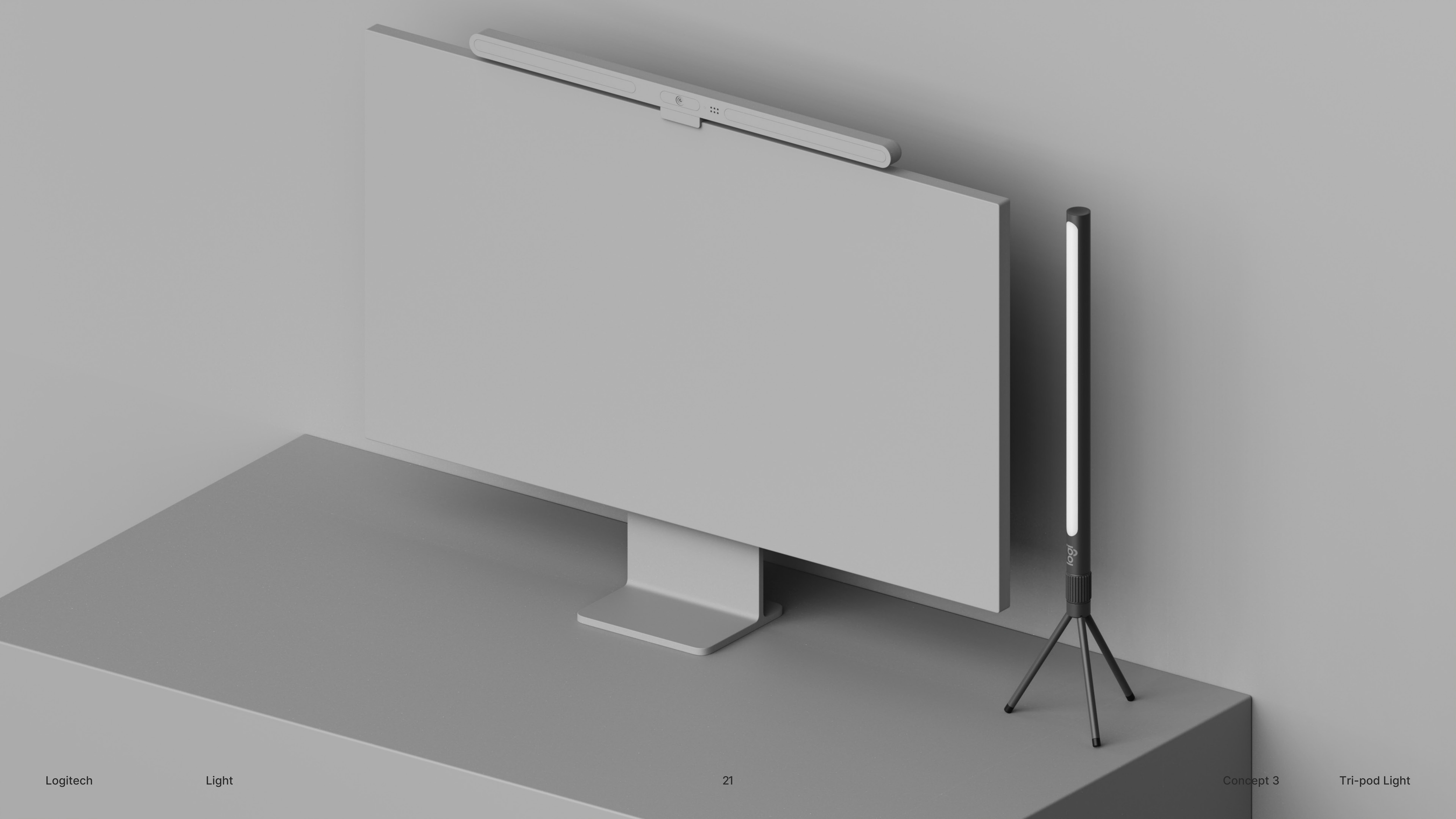
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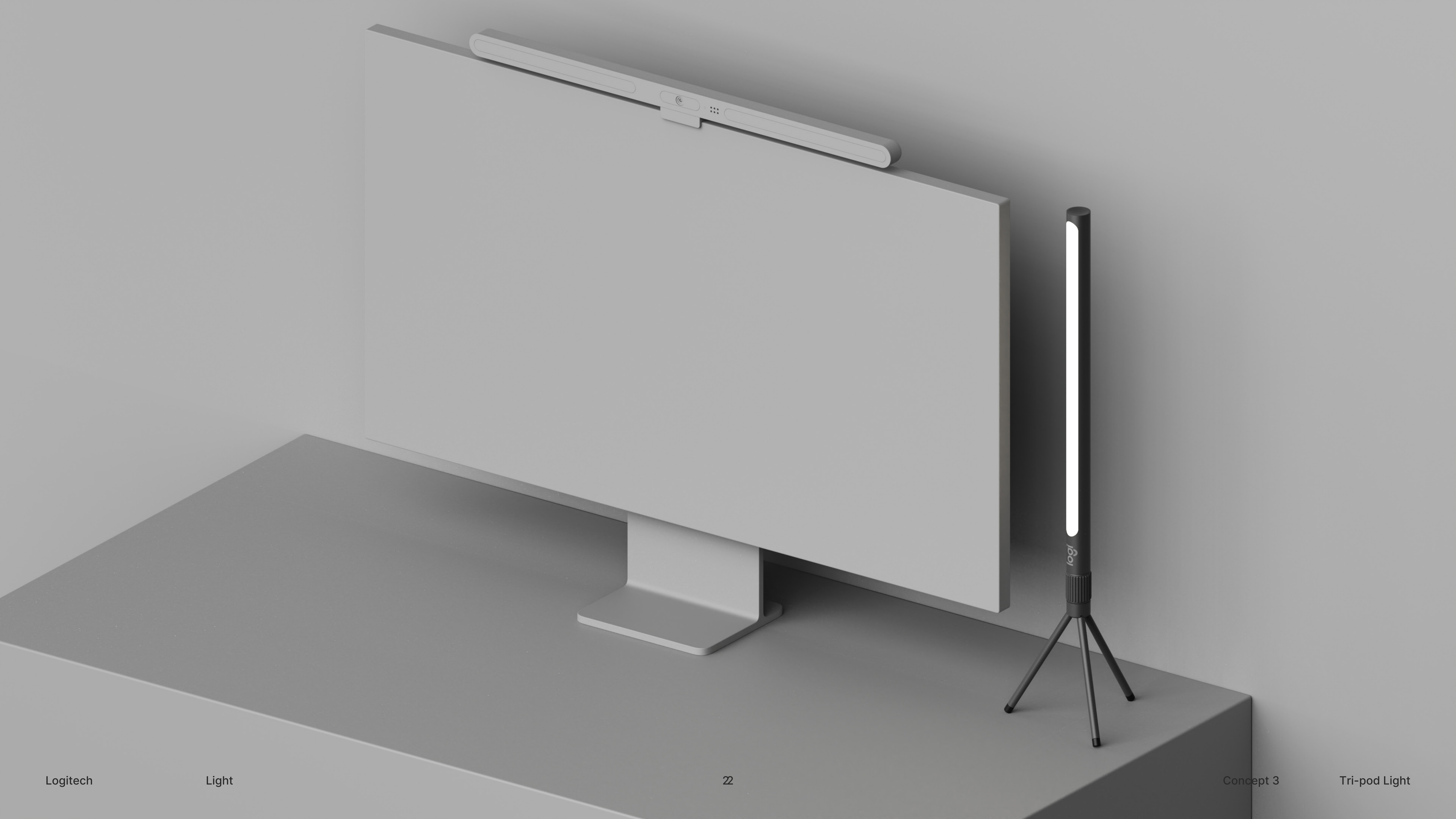
Concept 3

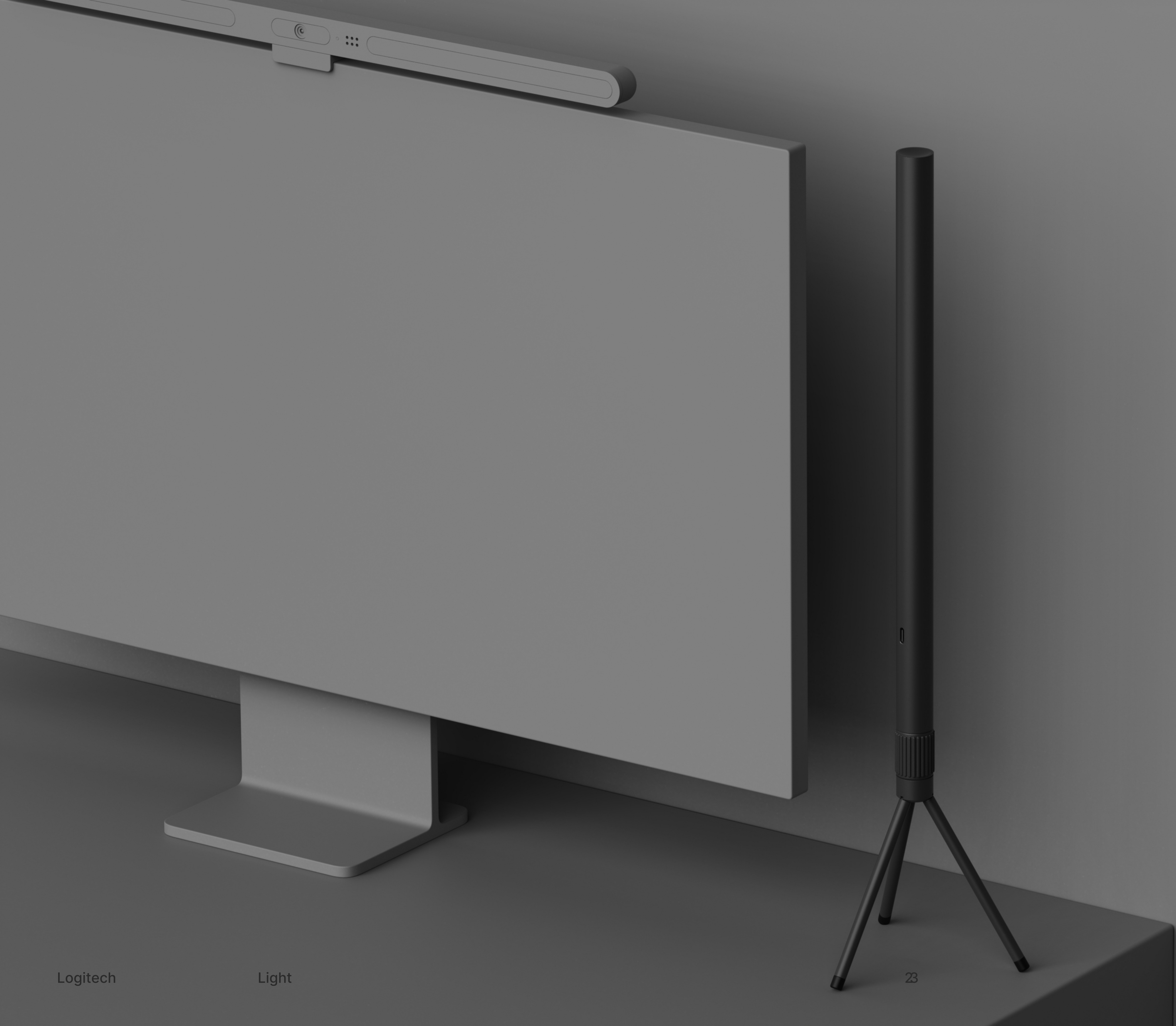
Tri-pod Light











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Light

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Concept 3

Tri-pod Light



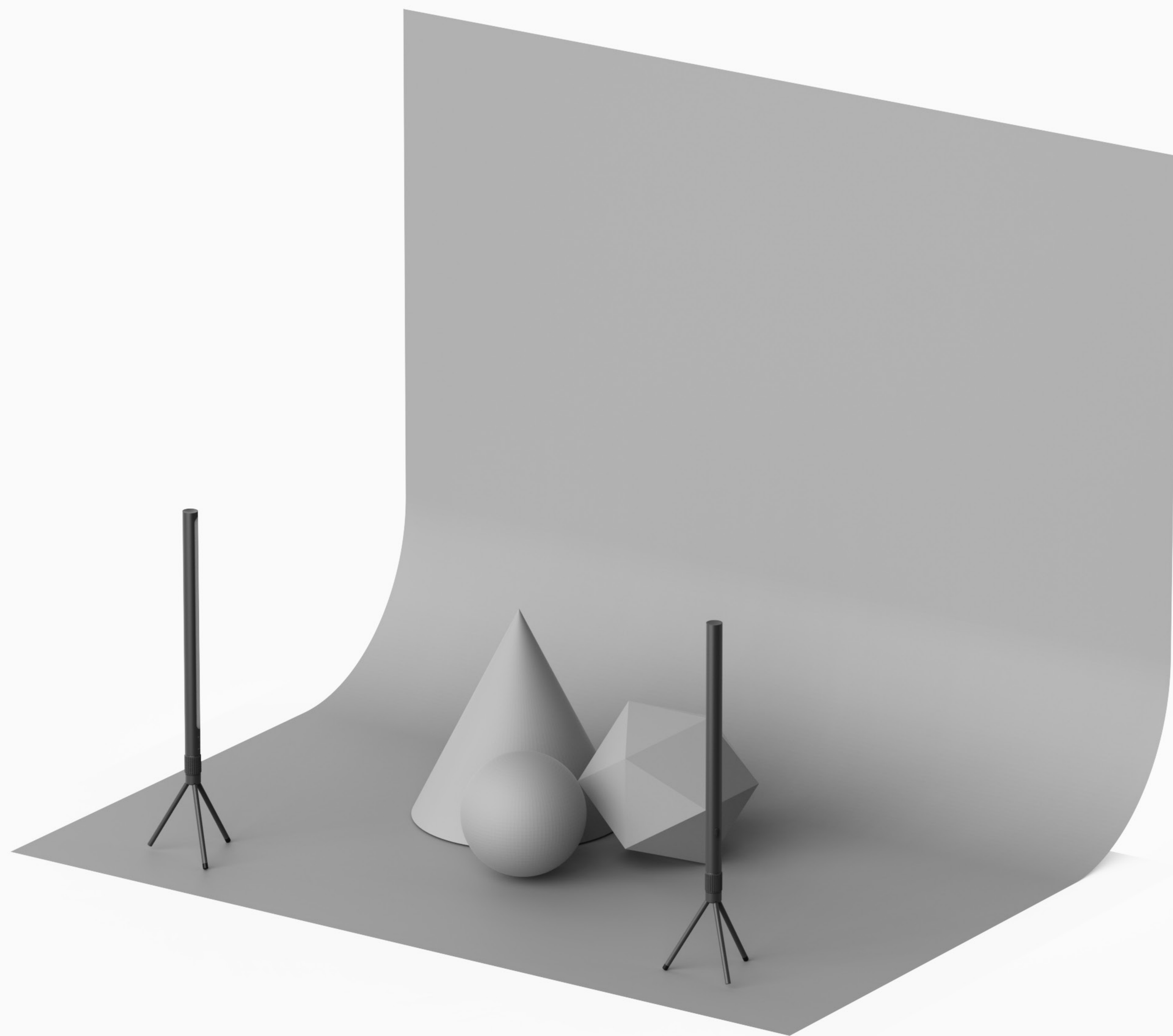
Logitech

Light

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Concept 3

Tri-pod Light

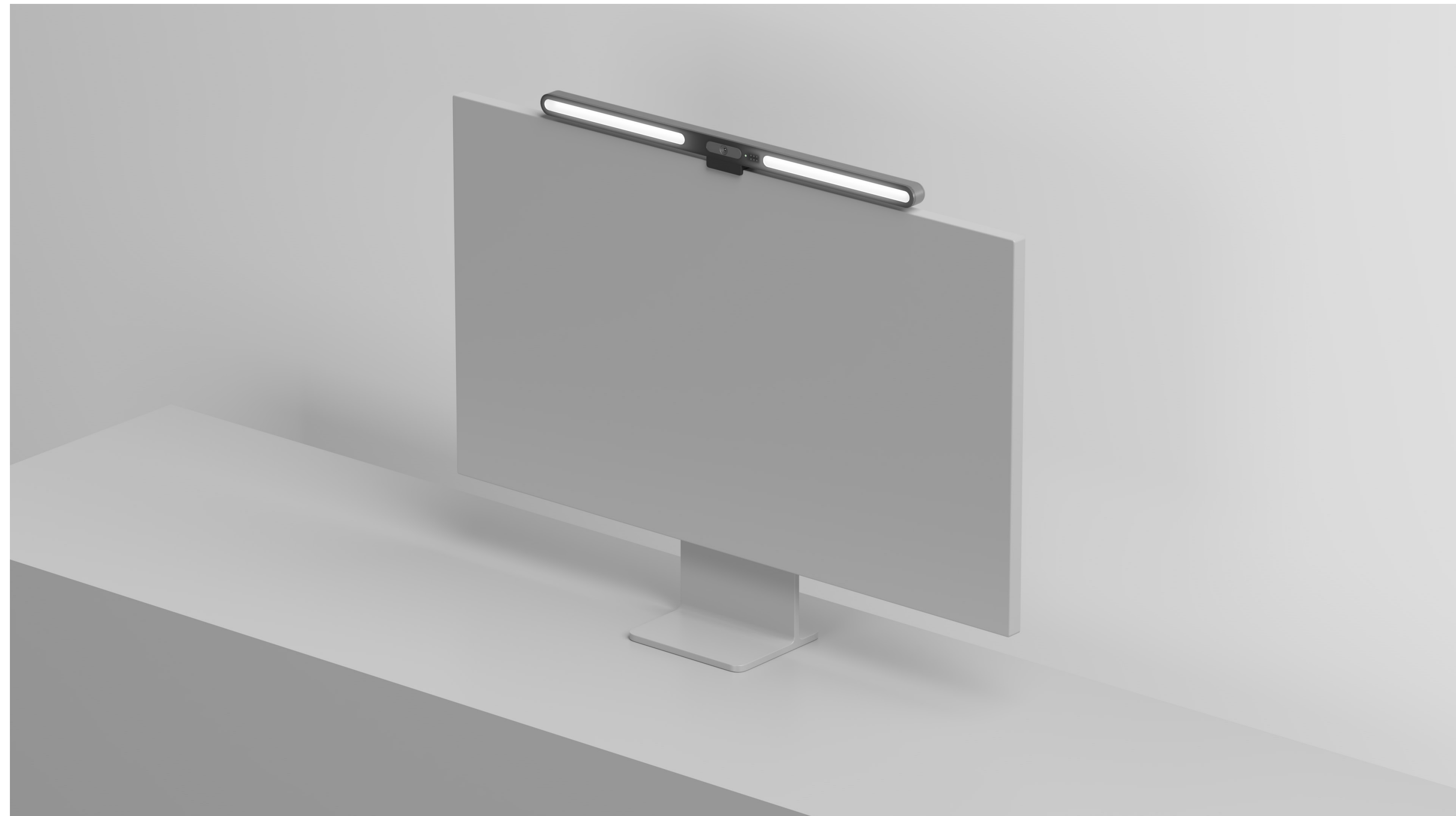




1

Logitech

Light



2



3

Tim Rooney