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To celebrate the upcoming release of <Star Wars: The Last Jedi>, the robot vacuum cleaner POWERbot(VR7000) received a complete makeover as the faces of Darth Vader and the Stormtrooper. This special robot vacuum cleaner is a tribute to the < Star Wars > universe, and has been designed to convey the look and feel of the beloved movie series to users as they experience the product from its exterior design, sound effects, to the package itself. By endowing the personalities of familiar characters into a robot vacuum cleaner, which is the only home appliance that 'moves independently', the POWERbot Star Wars Edition provides a visceral and dramatic experience to its users. Sense the 'Force' that flows from this powerful design of the POWERbot.

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#### OWERDOL, Commencing Transformation

We often find familiar 'faces' in the appearances of random objects. The POWERbot Star Wars Edition was also born from the interesting idea of imagining the faces of Darth Vader and the Stormtrooper in the appearance of an existing model.

This idea further developed to eventually merge the personality and function of the POWERbot with the imagery of the Star Wars universe, leading to a mass production project. The POWERbot's strong suction power and its CycloneForce reminds users of a resilient Star Wars character, and the Edge Clean Master's auto-shutter that sweeps edges with the precision of a lightsaber serves as an allegory to an intense fight scene in the movie. Our designers started to transform the POWERbot through these common elements between the POWERbot and Star Wars' characters.





# **Design that Captures** the Essence of Star Wars

The POWERbot Star Wars Edition is Samsung's first attempt at featuring a character on a home appliance. Since we were featuring a Star Wars character, we needed to first understand and empathize with the deep love fans have for these characters that stood the test of time. Our designers personally met with world-renown members of the Star Wars fan community for interviews, and through their feedback, imbued the unique sentiments of the Star Wars galaxy into the product.





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## **Color Detail that Vividly Portrays** the Force of the Characters

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The previous POWERbot model had to undergo partial color modifications in order to accurately transform and depict the appearances of Darth Vader and the Stormtrooper. For instance, the color 'Death Black' was a result of rigorous experiments and analysis of countless black colors. This color fills in the front exterior of the Darth Vader product and exudes the powerful aura of the original character.

The transparent dust chamber and the red cyclone cap were originally designed to give better visibility of the suction process to users, but we applied darker shades to these parts to convey depth in the eyes of the character as an effort to reflect the feedback we received from the fan community. Our detailed work in color modifications helped the POWERbot take on a much more accurate resemblance of the Star Wars character.



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Printing Illustrations for Perfect Resemblance

The faces of Darth Vader and the Stormtrooper are printed over the front portion and dust chamber area of the POWERbot Star Wars Edition. Since the POWERbot is a three-dimensional product, there were some discrepancies between the on-screen sketch and the actual printed illustration. To achieve perfect actualization of the character, our designers had to create countless mock-ups to finally discover the most optimized line that helped the character come alive and instantly recognizable. Also, to boost quality even in the most detailed steps of the printing process, we sent our printing

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#### expert to foreign production sites to impart key techniques.

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# **Mobility Accompanied** by Star Wars Voices

Sound is another important aspect of the overall product experience, and must properly convey the story that the product is telling. The POWERbot Star Wars Edition's sound effects borrow from the voices of the movie's characters, giving users the stirring impression of being in the Star Wars universe.

A product's sound effects are usually designed to properly transmit information to users, but the POWERbot Star Wars Edition takes a metaphorical approach that makes use of quotes from the movies. The UX designer went on a Star Wars marathon through the entire series and built a script using quotes that match the functions of the product. We then hired fan-favorite voice actors to record the lines. Star Wars fans will be pleasantly surprised to hear the <Star Wars> soundtrack and Darth Vader's heavy breathing coming out from the POWERbot as it prepares to start its cleaning cycle.



Start "Let's go"

Check " Is no one here?"

Start Spot Clean " Don't worry about it "

Can't Return to Charger

## "Help me

Turbo Mode

## "You are powerful"

Start

# " Take this mask off after cleaning "

**Complete Settings** 

## " It will be completed on schedule "

Turn On Repeat Clean Mode

"There will be no one to stop us now"

# Package as a Part of Your Collection

The packages of products that collaborate with popular works of art often become collectible items themselves. We focused greatly on elevating the package quality to give our users the thrill of not only opening the package, but owning the package duality to give our users the thrill of not only opening the package. opening the package, but owning the package as part of their collection as well.

We overlaid Darth Vader and Stormtrooper illustrations on the front side of the packages to set the special edition package apart from the existing package design, and also included a Function List that keeps track of all the sound effects of the product. In addition, as an extra step of being mindful of our users, we wrapped the basic package in vinyl and packed it again in a separate cardboard box so that users can keep both the product and the original package in individual full boxes.



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Simply supplementing a beloved character from a beloved series into a product design may sound like an easy task. However, our designers worked intensely and joyfully to maintain the integrity of the wonderful story that the character belonged to, and developed a product that could be understood with the same sentiments fans have toward the movie series. The POWERbot Star Wars Edition was designed with the profound intention of providing a cheerful cleaning experience to the everyday lives of our users. This is the end result of first understanding where our users' joy comes from, and then applying that understanding into the very designs of the product.

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