

FOCUS

A white, ribbed, cylindrical object, possibly a container or a lamp, with a red cone on top, positioned between the words 'FOCUS' and 'LUS'. The object has a textured surface with vertical ridges and a small red cone on its top. It is illuminated from the side, creating a soft glow.

GROUP 14

2.1

BRAND CARD + BRAND ANALYSIS



DECATHLON BRAND DNA



1. ACCESSIBLE

Sport and outdoor life for everyone.



2. FUNCTIONAL

Practical, intuitive and durable solutions.



3. OUTDOOR EVERYDAY

Designed for real camping and shared moments.



4. SUSTAINABLE

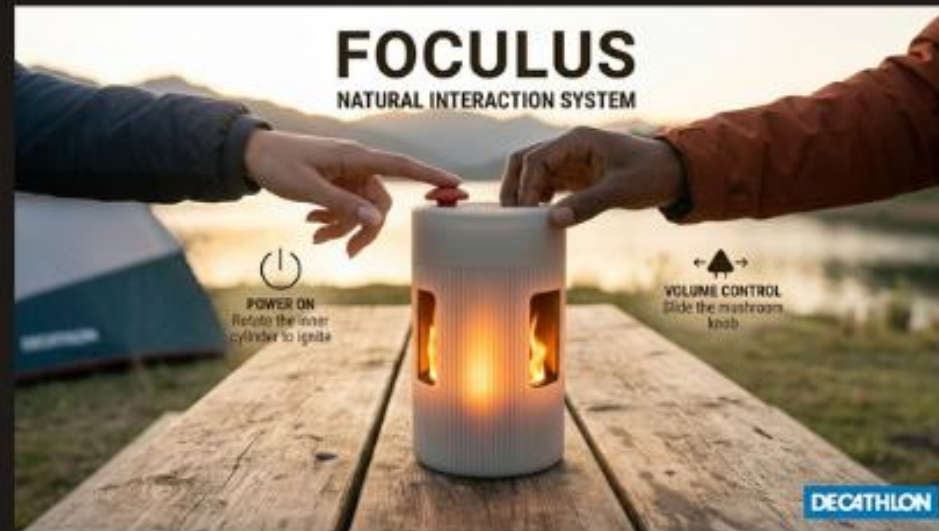
Responsible design for long-term use.

FOCUS translates Decathlon's outdoor accessibility into a natural interaction object.

VISUAL SENSE

Capturing the emotional resonance of the social anchor.
Natural lighting that highlights texture and togetherness

PRODUCT ATMOSPHERE & PRAGMATIC



FOUR RADIO FUNCTIONS

Technical controls translated into camping gestures.

1 POWER ON

Rotate the inner cylinder to ignite the radio.



3 CALL THE STATION

Keep drilling to simulate a call connection.



2

VOLUME CONTROL

Slide the mushroom knob to adjust volume.



4 POWER OFF

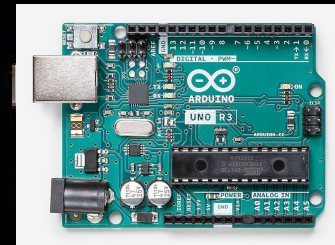
Cover the fire area to turn it off.



FOCULUS transforms technical controls into intuitive camping rituals.

ELECTRONIC COMPONENTS

Electronic components behind the interaction system.



- 1 **ARDUINO UNO R3**
Main controller of the system.



- 2 **ROTARY ENCODER**
Detects the wood-drilling gesture.



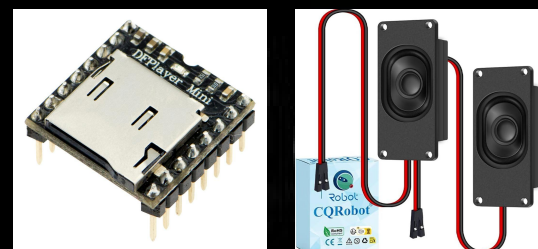
- 3 **POTENTIOMETER**
Controls volume through the mushroom knob.



- 4 **LDR SENSOR**
Detects when the fire area is covered.



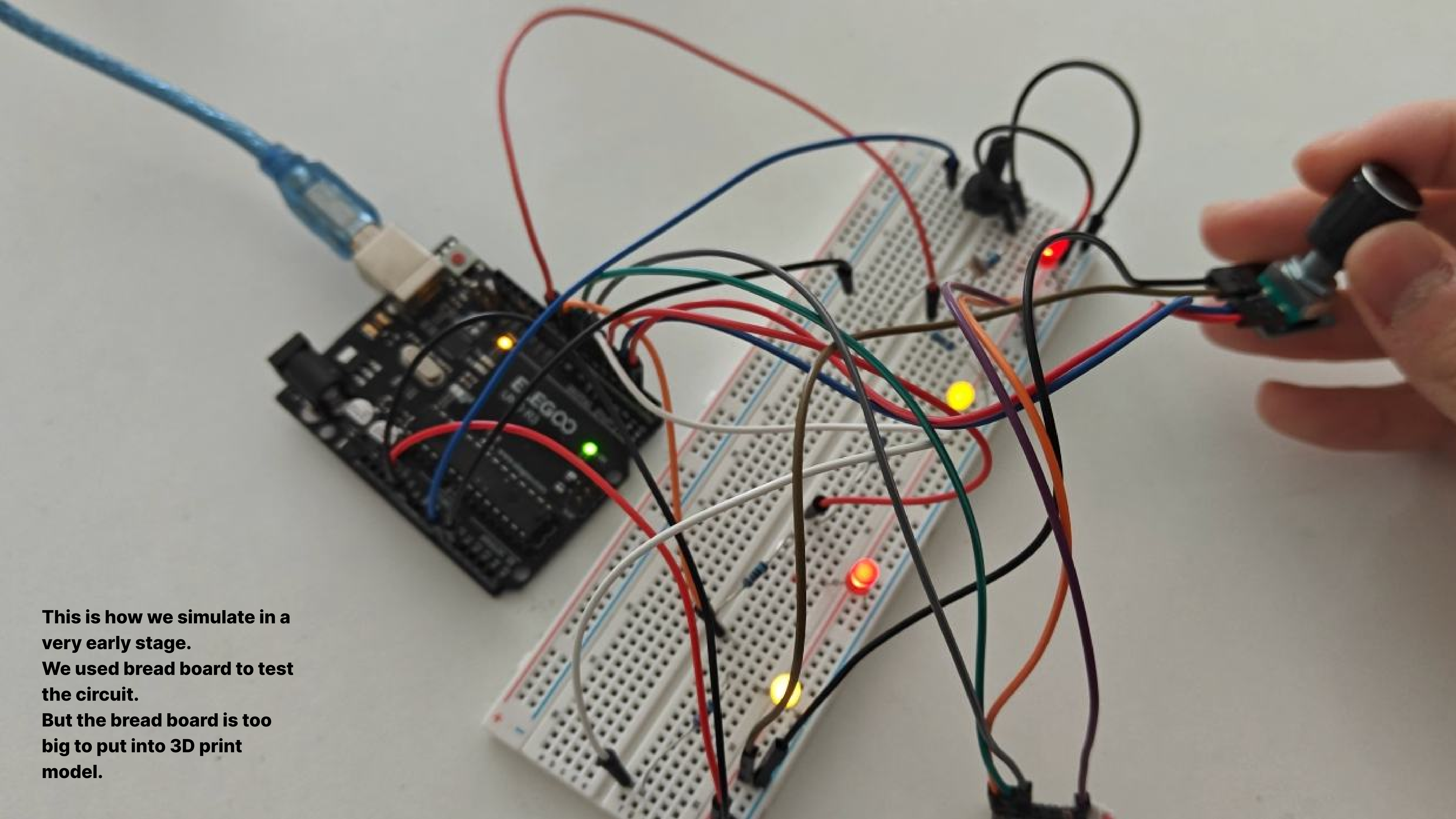
- 5 **LED MODULE / LEDS**
Creates the campfire-like feedback.



- 6 **DFPLAYER MINI + SPEAKER**
Provides radio / audio playback.



Each component supports a calm and intuitive radio ritual.



**This is how we simulate in a very early stage.
We used bread board to test the circuit.
But the bread board is too big to put into 3D print model.**

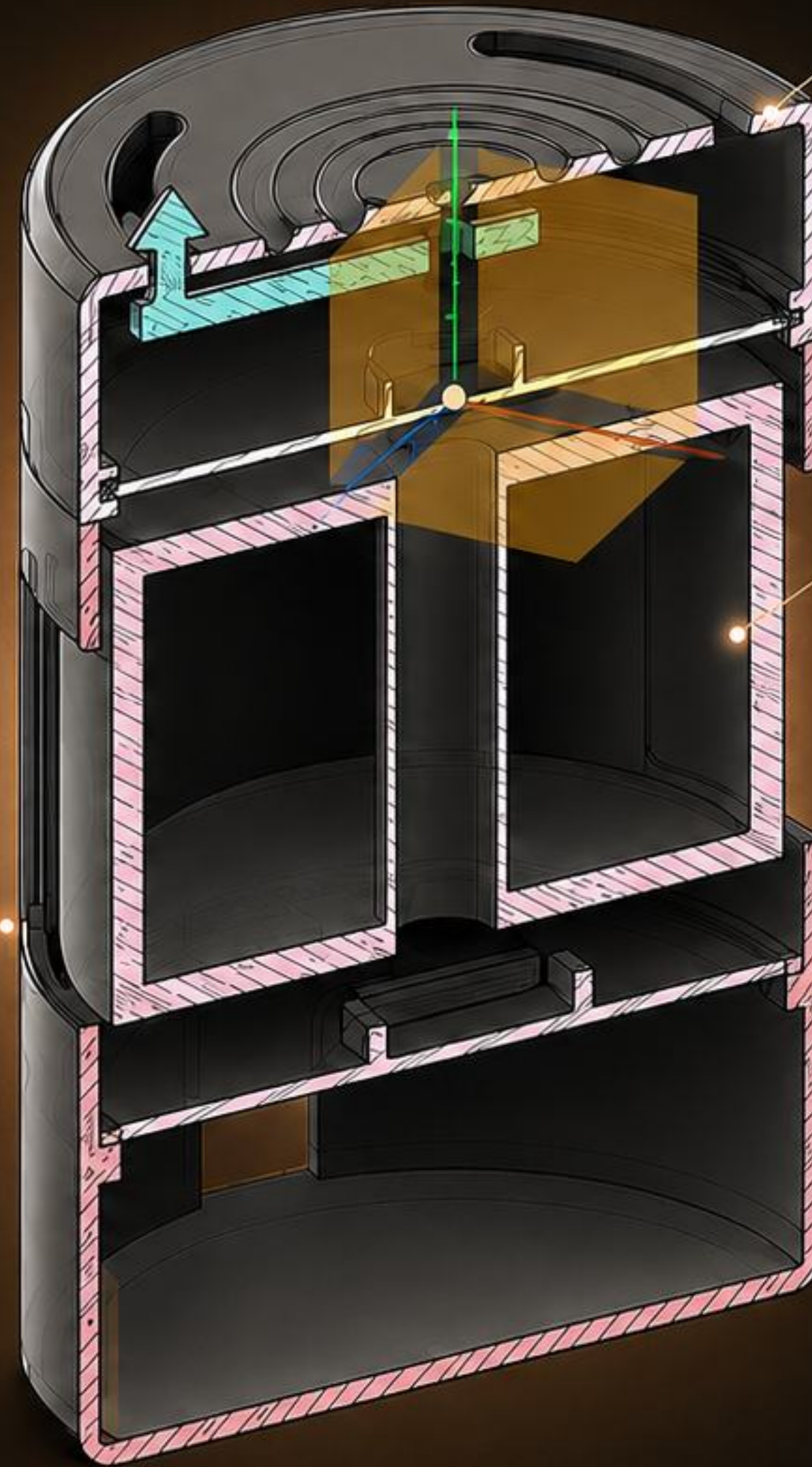
4.2

3D MODELING STRUCTURE

How the form is organized
around interaction.

1. Outer Shell

Frosted cylindrical body
with vertical ribbing.



3. Top Track

Guide path for the
mushroom volume control.

2. Inner Cylinder

Core for the
wood-drilling interaction.

4. Side Windows

Openings that reveal
the drilling interaction.

THANK YOU



FOCUS