



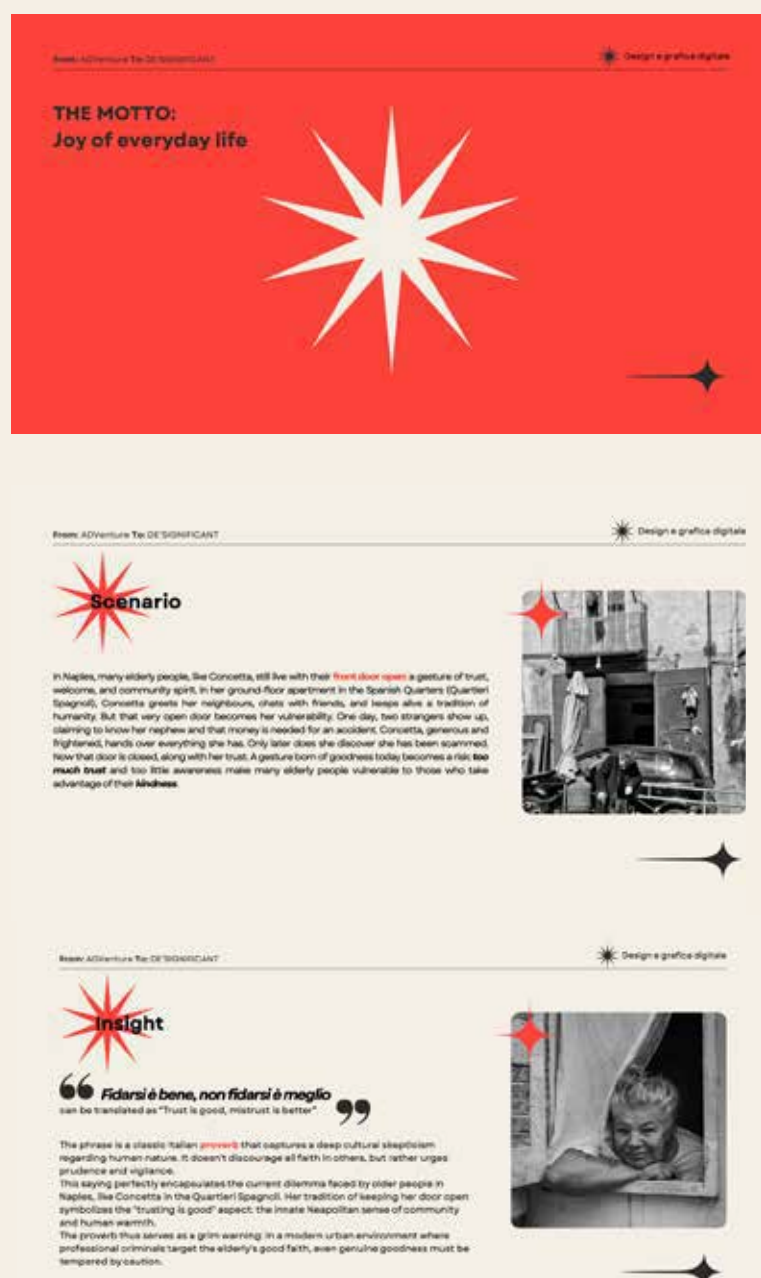
# EVALUATION BOARD

## ★ ● OUR BRAND IDENTITY



## ★ BRIEF

We asked the DESIGNIFICANT to develop a design solution to address the problem of door-to-door scams targeting the elderly. The goal was to create a device that increased home security, encouraging the user to verify the visitor's identity before opening, without being technologically invasive or complex.



## ★ PURPOSE

The aim of the project is to protect the demographic of "Baby Boomers" and the elderly, who are often victims of *scams* because they tend to open the door with too much confidence. The design must act as a security "filter", making the act of checking the peephole an intuitive and necessary action, reducing anxiety and increasing the perception of control over one's domestic space.

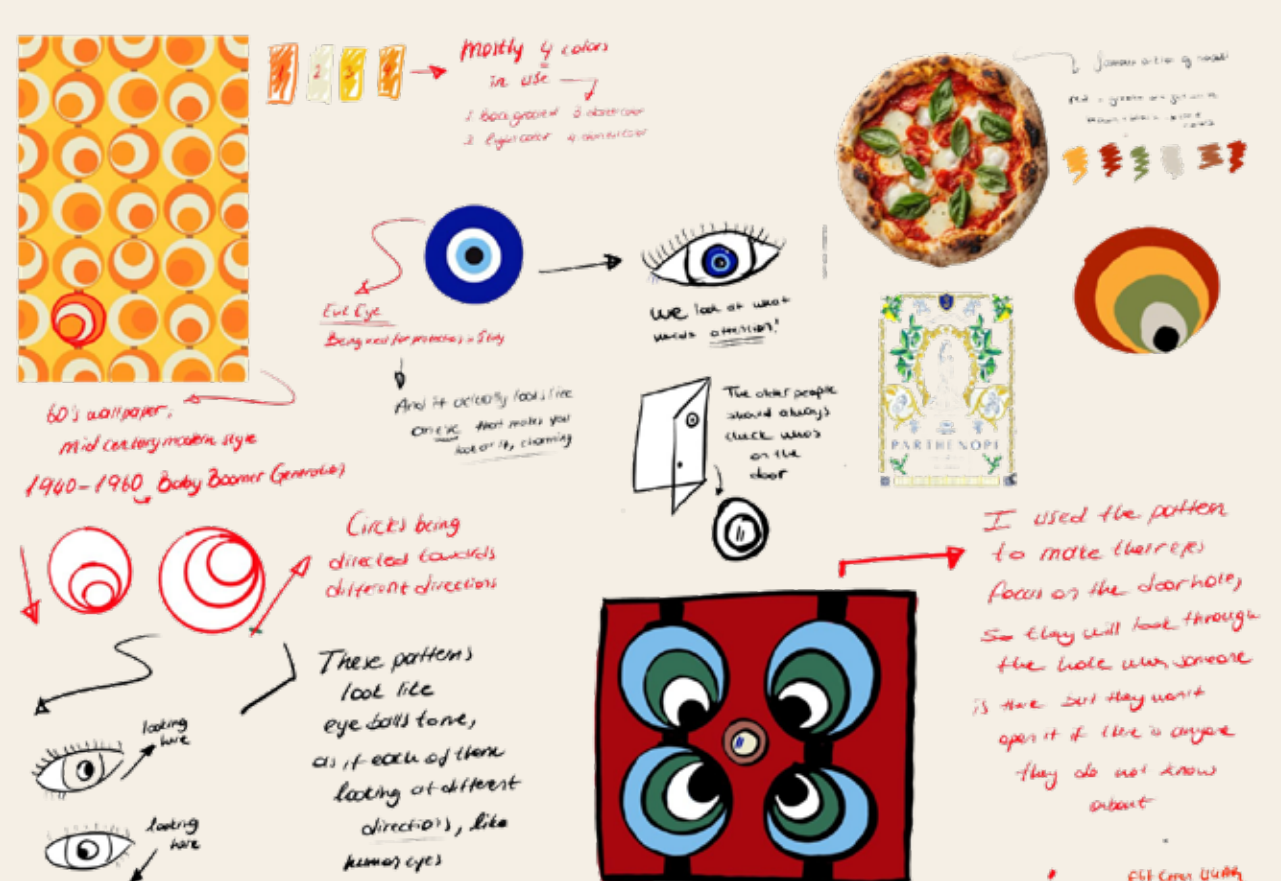
## ★ BACKGROUND

DESIGNIFICANT thoroughly analyzed the urban context of Naples, immersing itself in the atmosphere of the Quartieri Spagnoli. The design takes the circular motifs and shapes of the 1960s, familiar to local residents, blending them with the aesthetics of the neighborhood's typical doors. The myth of *Parthenope*, the siren who, according to legend, founded Naples, tells of her death for love after being rejected by Ulysses and how her body, carried by the waves, gave rise to the city. The waves carried her body to the islet of Megaride (now Castel dell'Ovo), where it was found by fishermen who worshipped her as a goddess. From here, the city was born, initially called Parthenope, and its inhabitants "Parthenopeans".



## ★ from THE INITIAL IDEA to the REVISED IDEA

The evolution of the project shows a transition from a concept of simple safety to one of "safety integrated into the furniture". The idea, initially an alert, then evolved into a system that visually guides attention. Instead of a generic doorbell, the Turkish group has developed a luminous interface that surrounds the peephole, transforming it into a functional and furnishing element and an aesthetic focal point that invites the user to look outside.



## ★ PROTOTYPING

To validate the design's volume and aesthetic impact, we created a physical prototype.

Materials: The model was handcrafted using DAS modeling clay to shape the main body and the concentric rings, assembled with precision using strong adhesive.

Finishing: We used a combination of tempera and acrylic paints to replicate the specific 1960s color palette and simulate the intended surface textures.

Scale: Although produced at a smaller scale than the final product, this tangible model successfully demonstrates how the "optical" shapes create depth and integrate with the door's surface.



## ★ FINAL CONCEPT

**"The eye of Parthenope"**

The final concept is a smart peephole device that combines vintage aesthetics and advanced security. Four colored rings visually guide your attention towards the center (the peephole). At the heart of the system, discreetly integrated into the design, is a micro security camera. The device is not only used to watch, but to connect the elderly person with his family in case of need.

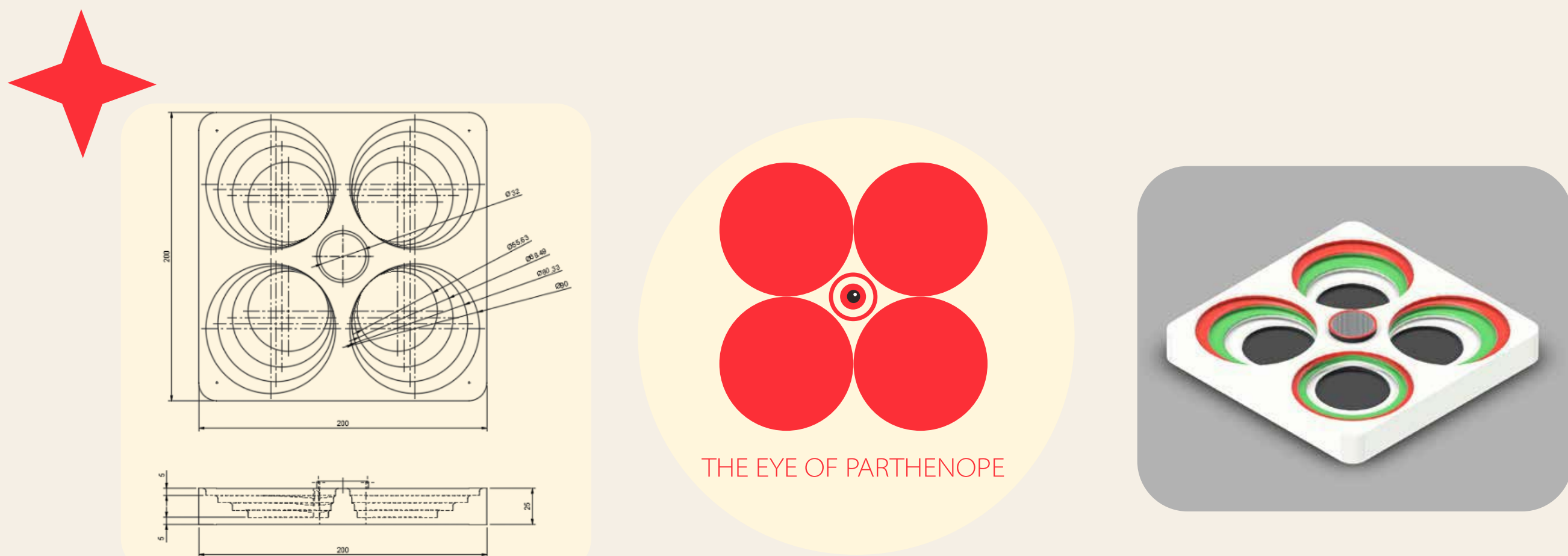


## ★ TECHNICAL DETAILS

In addition to the LEDs and the RF receiver, the system integrates a smart connectivity module.

How it works: When the visitor presses the doorbell, the device activates the camera and instantly sends a push notification to the smartphone of the "emergency contact" (child, grandchild or caregiver), similar to home security systems (e.g. Verisure).

Security: This allows the family member to monitor who is at the door even from a distance, adding a fundamental level of protection for the elderly user who lives alone.



## ★ COMMUNICATION

We were very pleased with the communication dynamics. The team was extremely reachable and transparent. We particularly appreciated their responsiveness on WhatsApp: they answered immediately whenever we had urgent questions or needed quick clarifications. Their constant availability was a key asset that made the workflow much smoother.

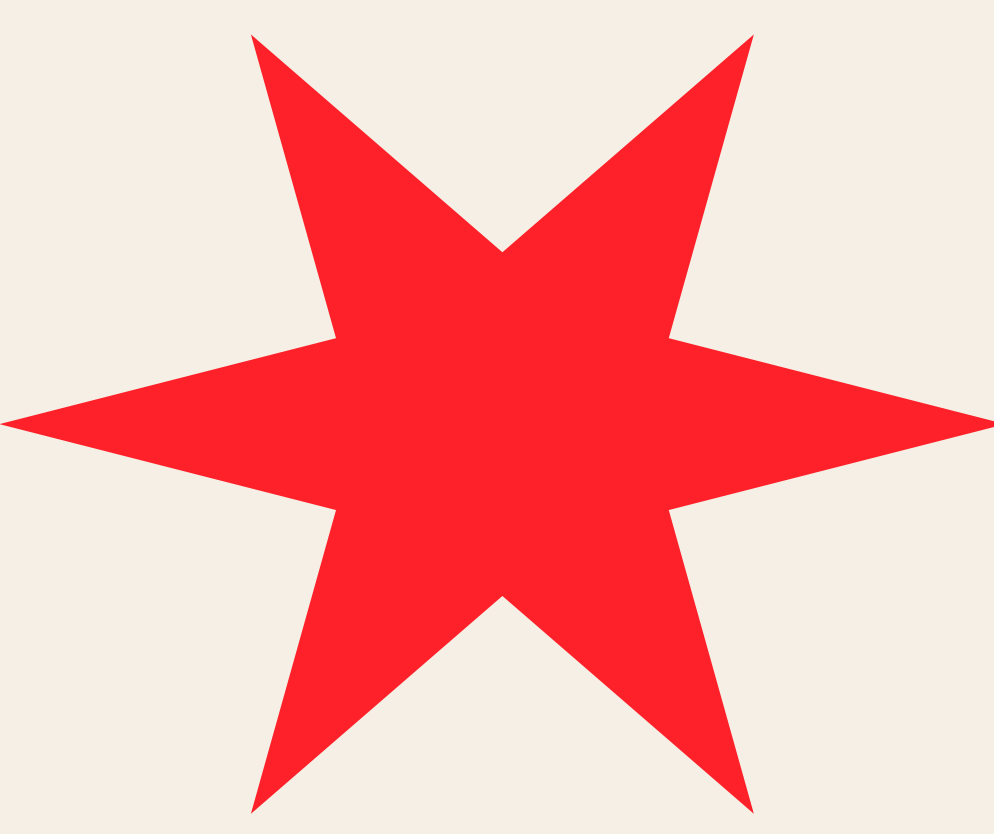


## ★ PROCESS & DEVELOPMENT

While the final result is strong, the path to reach it required significant interaction. The initial concepts proposed were not entirely clear, and we had to solicit the team and provide specific guidance to help them focus their ideas. However, they were receptive to our inputs, and this close collaboration allowed them to arrive at the effective final solution.

## ★ ● OVERALL FEEDBACK

Overall, it was a positive collaboration. Although the concept development phase needed our active steering to define the right direction, the team's willingness to listen and their immediate responsiveness allowed us to overcome these early uncertainties. We value their dedication and the final quality of the "Eye of Parthenope" concept.



# FROM ADVENTURE TO DE'SIGNIFICANT

