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**TOTO**<sup>®</sup>

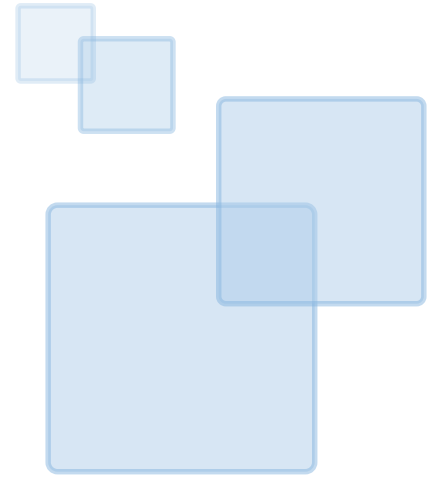
# MOODBOARD

For Smart Toilet & bathroom Controller



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## ABOUT TOTO

For 100 years, global bathroom brand TOTO has created **healthy, sanitary, eco-friendly and innovative bathroom products** that enhance people's lives and homes.

Technology has been at the core of TOTO's DNA. They are leaders in developing future-forward water-saving features that are ahead of our time including the ground-breaking **WASHLET**, which reinvented the toilet experience.



# PURPOSE OF MOODBOARD

To Collect different creative information/inspirations in order to **define a design language for Tablet Interface controller** which will replace the existing remote controller for bathroom and toilet.

To gather design inspirations for **Sweet Home** smartphone application to control other home appliances.



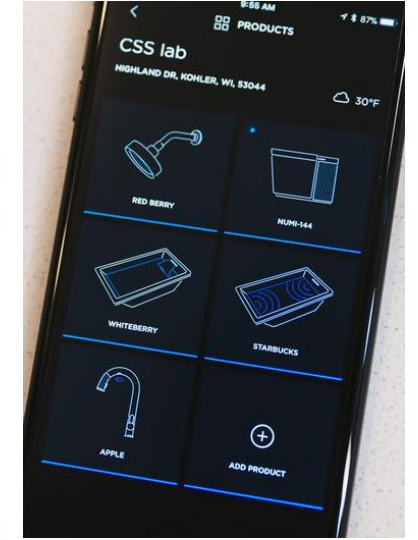
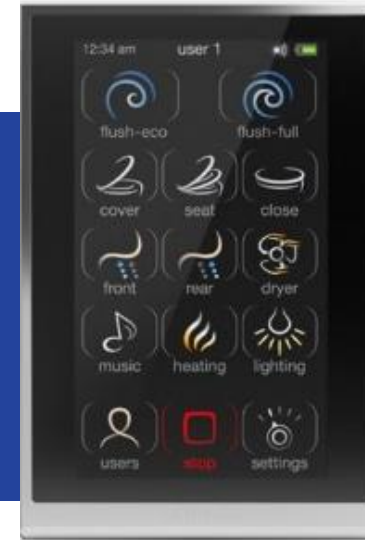


# COMPETITOR APP VISUAL DESIGN ANALYSIS

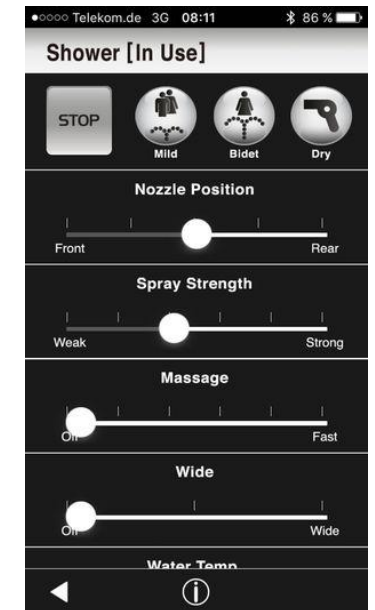
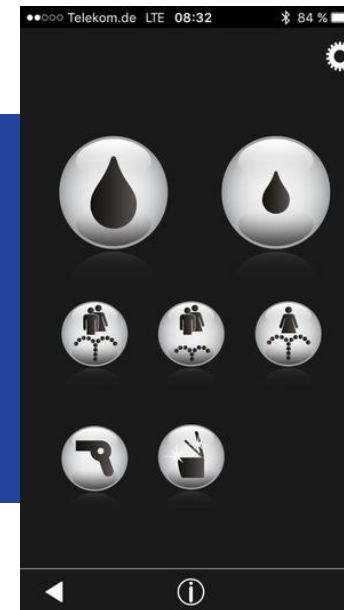
## Key insights

- Almost all the apps have used black or dark background
- Use of iconography and labels
- Usage of slight gradients with efficient contrast
- Less usage of colors, mostly black and white
- Use of Japanese and English language

Kohler dtv,  
Kohler Könnect  
and Kohler Numi



Grohe Sensia Arena



# WORD CLOUD

Word clouds are a method for visually presenting text data. They are popular for text analysis because they make it easy to spot word frequencies. These words leads us to define the visuals.

WORD CLOUD

**Delight** Interactive  
Touch Sensitivity **Mobile** Effective  
**Affordance** Energy Saving **Status**  
Smooth **Customer Experience** Energy Saving  
Ease of Use Trustworthy **Safe** **Soothing**  
**Brand Experience** Water Saving  
**Gamification**  
**WOW** Easy Controls Generic Iconography  
**User Friendly Interface**  
Luxury Factor **Fun** **Portable** Help  
**Accessible** Information **Sensors**

# MOODBOARD

It helps us to convey a thematic setting for a design or to explain how the app functions. It conveys design idea, moods, feelings that are difficult to communicate. So collection of textures, images, icons, colors related to a design theme is used as a reference point.

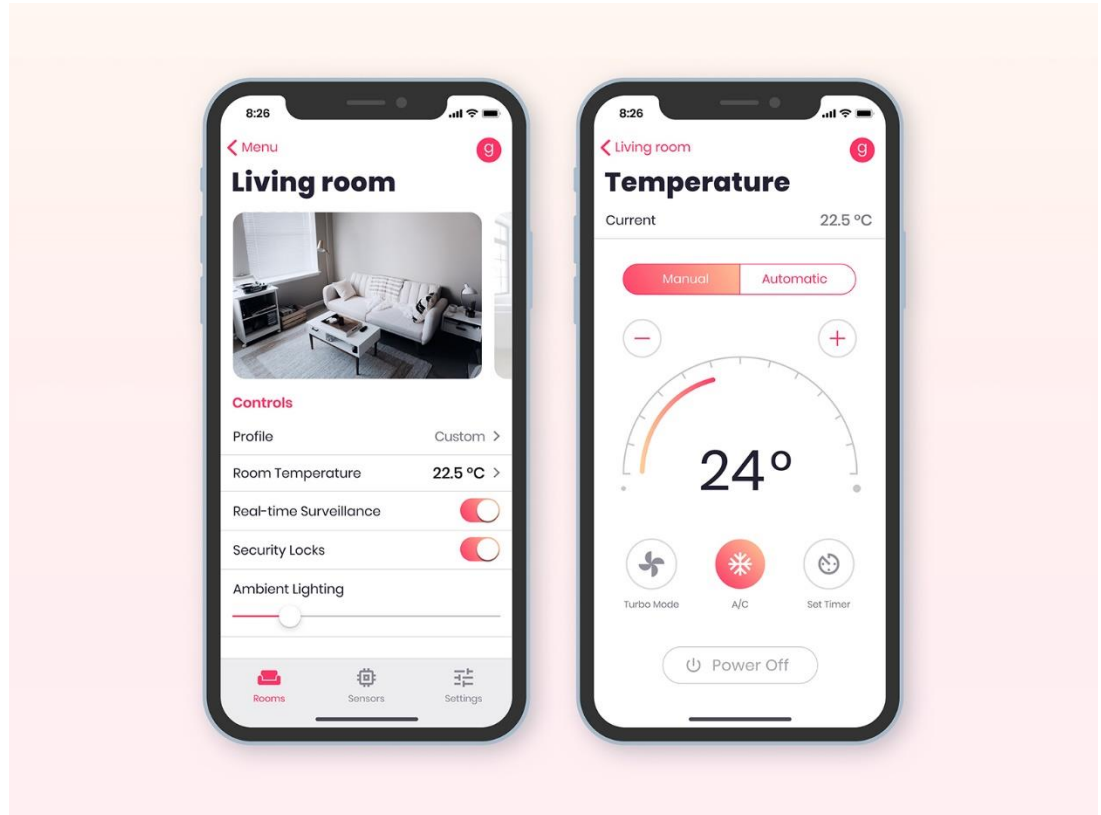


# DESIGN INSPIRATIONS



We have consolidated images of the real life examples which represent the TOTO bathrooms and people interacting with the bathroom.

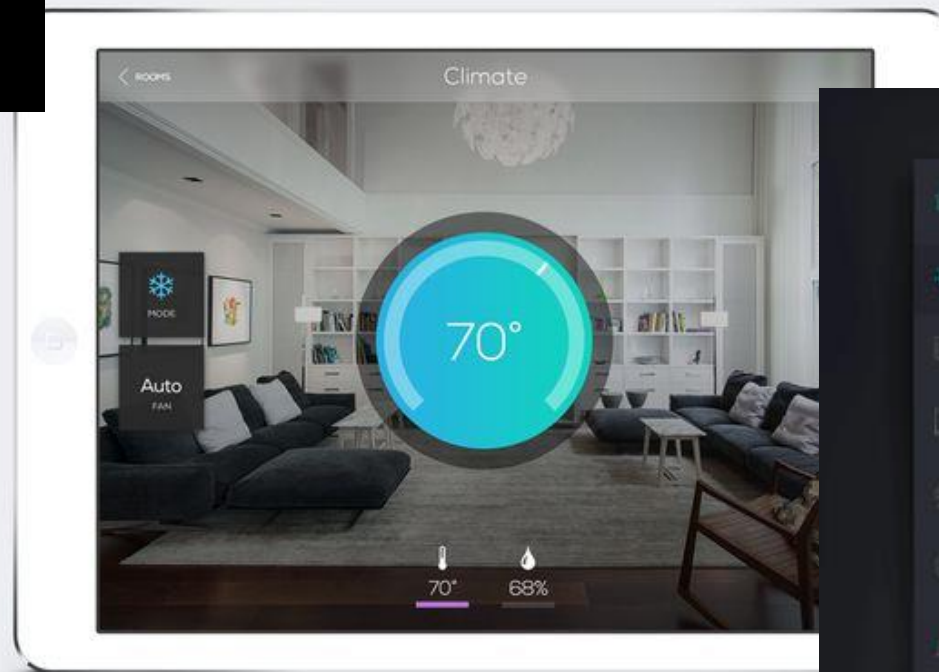
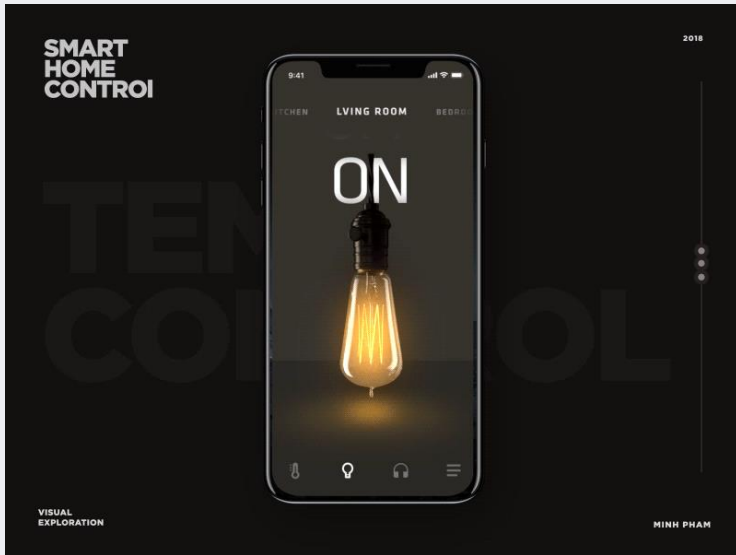
# DESIGN INSPIRATIONS



We drew inspiration from the design trends associated with the investment, Explain investment process, questionnaire to help user build portfolio, graphs to show future gain and loss, personalising/ customising plan as per convenience.

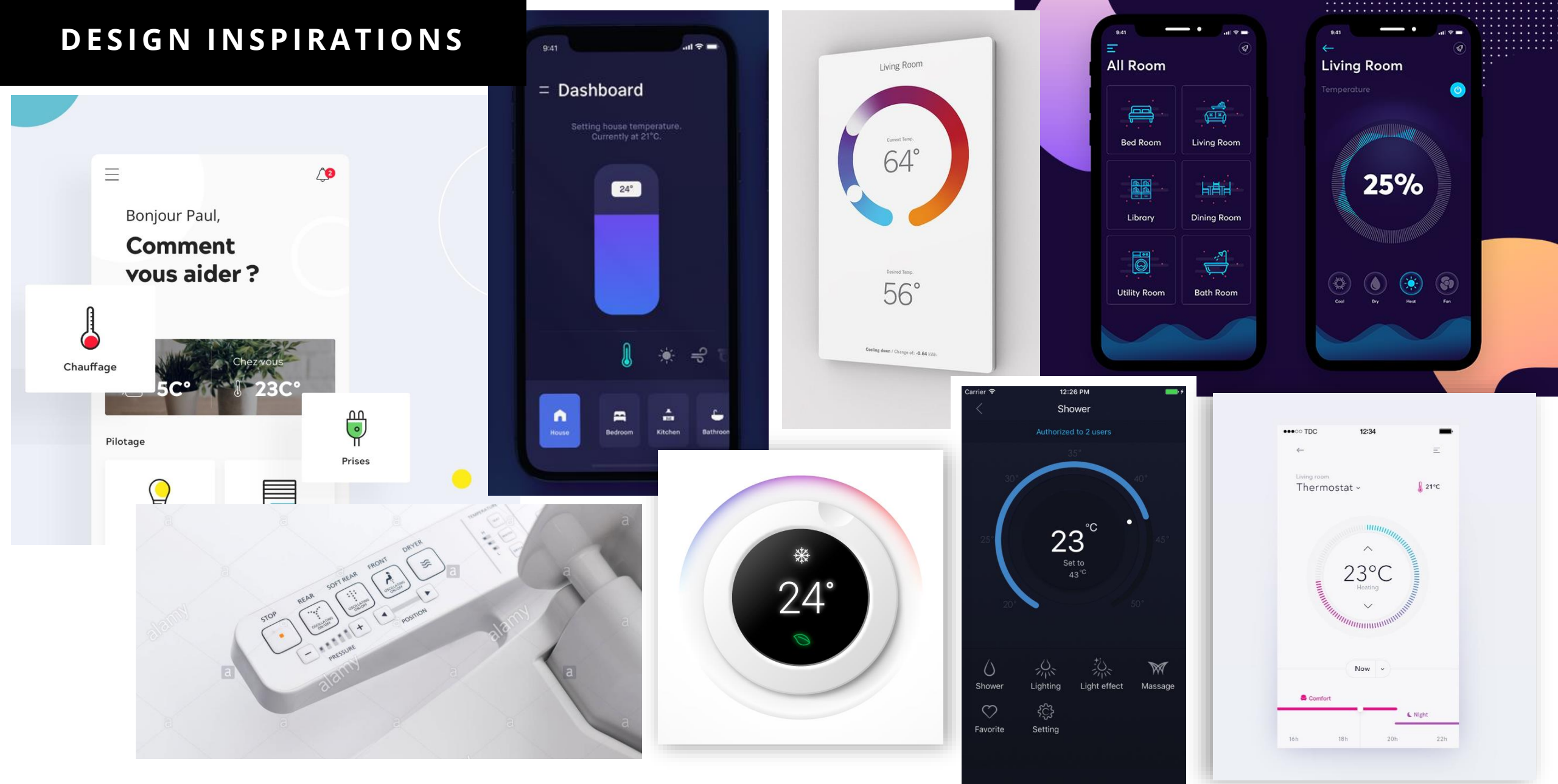


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# DESIGN INSPIRATIONS



After going through the competitor apps & the image reference points, it is noticed there is mix of light and dark themed applications.

## DESIGN EXTRACTION

The inspirational images suggested a style, theme, expression, environment, atmosphere and feeling. It has guided towards a general look and feel direction. The color palette, possible font families, style of iconography are laid out in the next few slides.

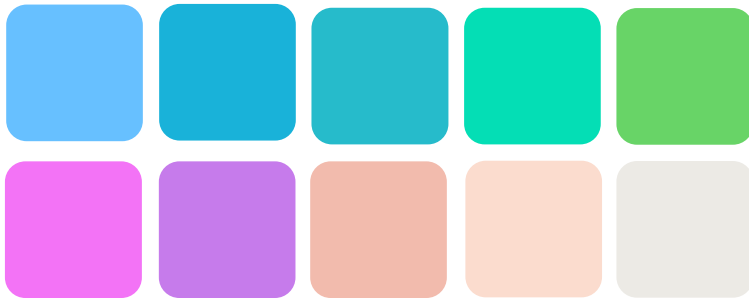
# COLOR

## Primary colors



Mixture of Branding colors, colors used on TOTO Japan website and similar inspirations.

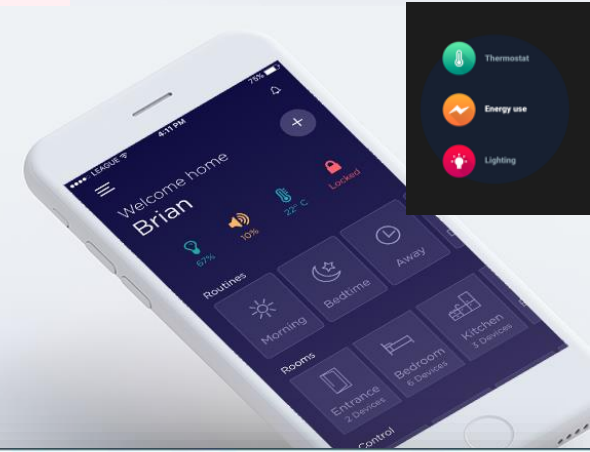
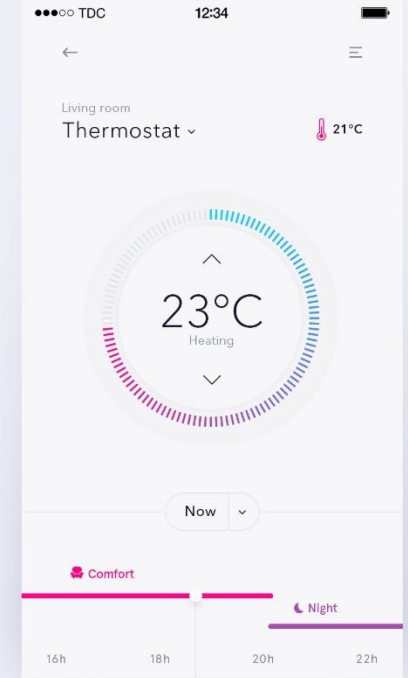
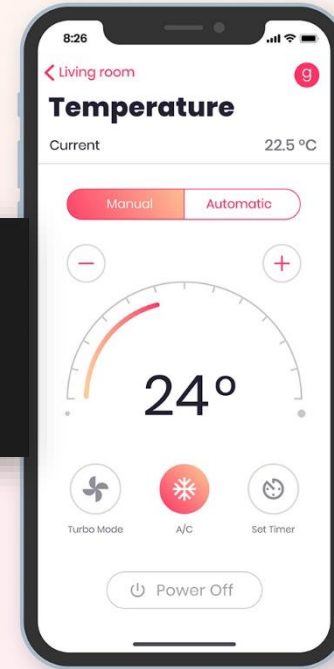
## Accent colors



Most of the colors extracted are Earth Tone Colors. These colors can create a warm, nature-friendly atmosphere. These colors can help to make product look and feel - safe, protective, sturdy, durable.



# TOTO



水まわりからはじめる、スマイルライフ。

**TOTO** ×  **ホームプロ**



# TYPOGRAPHY

Aa

Source Sans Pro

Source Sans Pro Extralight

Source Sans Pro Light

Source Sans Pro Regular

Source Sans Pro Semibold

Source Sans Pro Bold

Source Sans Pro Black

Aa

San Francisco UI

San Francisco UI Extra Thin

San Francisco UI Light

San Francisco UI Regular

San Francisco UI Medium

San Francisco UI Semibold

San Francisco UI Heavy

Aa

Roboto Font

Roboto Thin

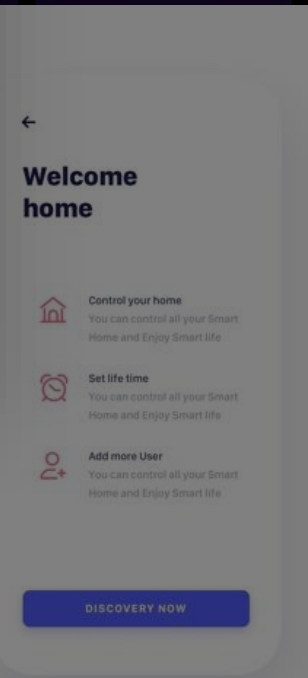
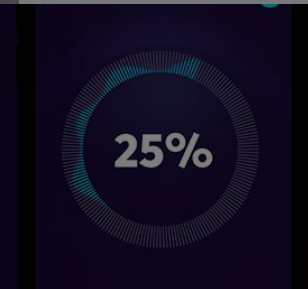
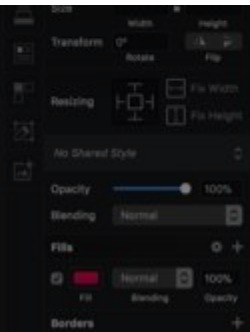
Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Roboto Black



1. Lighter theme to avoid the reflections of lights or shiny faucets. This theme will also be consistent with TOTO's premium products.
2. Descriptive and intuitive iconography
3. User friendly controls which are morphed closed to reality
4. Good color contrast for controls to add more affordability
5. Direct manipulation has been used for interactions to help user get realtime visibility of his actions

# DESIGN LANGUAGE



Flat Design Style



Professional &  
Transparent



Informative & Intuitive  
User Interface



Visually Rich, Clean  
& Consistent



Easy To Use

**Thank You!**