

# *AUTO BRIGHTNESS SMART LAMP*

## **Team:**

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## **Abstract:**

We have analyzed the domestic lighting sector trying to respond to the issues of energy saving and efficiency. Our product consists of an intelligent desk lamp with various innovative features, like the automatic brightness adjustment and the auto switch-off thanks to the presence of a proximity sensor.

After through the personas canvas we tried to analyze the target we can address.

Finally, a market analysis was carried out to establish the economic environment in which it must operate. Using a brand positioning diagram, we determined the position of our product in the market and then we also made a sales forecast based on a time of 3 years.