

EchoScapes

Immersive home entertainment experiences connecting loved ones through shared time and place.

Experience actual locations in real time, from your own home

Enhancing realism through live weather conditions, sounds, and time of day connects the user more closely to a specific place in a non-intrusive way.

Connect through time & place

Users effortlessly share their location with loved ones, enabling them to experience it in real-time or save it for later. This feature enhances the connection between people across vast distances, thereby improving social and mental well-being.

Immerse through interconnected technology

Users can connect their home entertainment system with additional lighting systems to create a fully immersive atmosphere, transporting them to a different place.

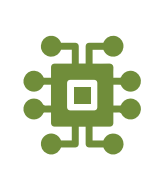


Overview

We reimagine how Sony's suite of home entertainment products fits into the wellness space. Our team explores how these products can improve wellness for Millennials and younger Generation Z, harnessing their technological literacy and purchasing power.

Research Objective

Explore strategies for enhancing Sony's current home-entertainment technology to develop a distinctive product or experience that differentiates itself within the highly competitive wellness-tech market.

Findings

-  Technology is a double-edged sword—harness its benefits.
-  In the age of social media, we need deeper human connection.
-  Social wellness can heavily influence mental wellness.



The Team

Kara Bates, Vanessa Chien Lai, Annie Lin, and Priyana Patel

In partnership with:

SONY

HUMAN CENTERED
DESIGN & ENGINEERING