



# PROCTER & GAMBLE

## CASE STUDY








Making High Tech Products  
Accessible for Consumers



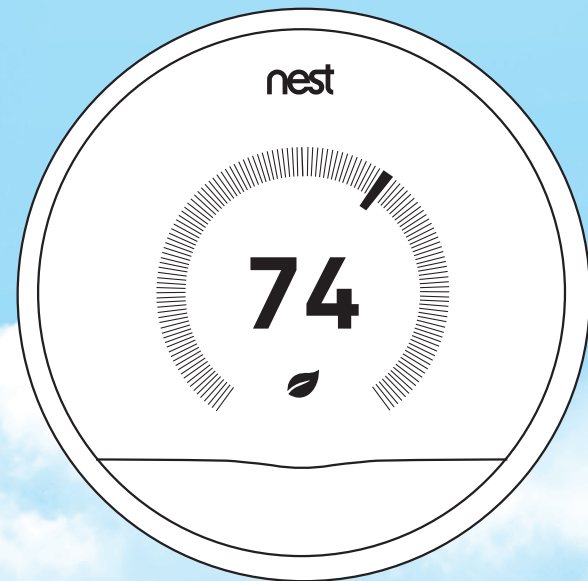
Intrepid worked with Procter & Gamble to bring to life the Febreze Home, a smart, connected air freshener equipped with heat, motion, and humidity sensors. When paired with our companion app, the Febreze Home offers users greater control over scent levels.



# Product Features

-   
WiFi and Thread enabled
-   
Detects temperature & humidity
-   
Order scent refills
-   
Motion-sensing night light
-   
Mode-based light with shifting color, intensity and brightness
-   
Integrations with Nest products
-   
Home-away state so rooms stay fresh

# Market Conditions



Sold by 2015:

3m

Predicted for 2019:

26m

As mobile devices become ubiquitous, consumers are starting to adopt more mobile technologies into their homes. Home automation technologies have begun to be an essential part of the average consumer's life.

When the Nest Thermostat was introduced in 2011, it changed the landscape of home automation. By 2015, Nest sold over 3 million devices, and it's expected that by 2019, smart thermostats will be in over 26 million homes. Even so, many consumers still find home automation products to be difficult to understand, hard to install, or not very user friendly.

Procter & Gamble started selling Febreze products in the United States in June 1998. Initially the Febreze spray was the only product in the line, but it soon expanded to include air fresheners (Air Effects), fabric refreshers, plug-in oil (Noticeables), odor-eliminating candles and automotive air fresheners.

Depending on the temperature and humidity of a room, scents could linger too long, or not be strong enough.

## Challenges

Procter & Gamble knew that home automation was important to their various product lines, and was looking for the right opportunity to introduce a home automation product that was easy to use and provided great value.

Additionally, they saw an opportunity to fix a problem that some consumers had reported with their air freshener products: Depending on the temperature and humidity of a room, scents could linger too long, or not be strong enough. Further, some consumers wanted a more powerful scent, but controls for their current scent dispersal devices were not very fine-tuned. Finally, consumers who were away from home often would not bother to turn their devices off.



# Solution

The Febreze Home device and companion app solved the various challenges that P&G had identified, and provided additional benefits for the consumer.

## Design Choices

Procter & Gamble worked with Creable, a brand strategy design firm, and Intrepid, a mobile design, development and strategy firm, to create the application. Creable provided the user interface elements, and Intrepid created the user experience.

Initially, Intrepid worked closely with Procter & Gamble to determine the app workflows and wireframes. The goal was to create an experience that was both simple to understand as well as allowed the user to feel they had fine-grained control over all of the functions of their device. Creable then created the visual look and feel, while collaborating closely with Intrepid to provide a brand and design perspective for the UX experience.

It was important to Procter & Gamble that the application was both easy to use, as well as visually stunning. Intrepid made each screen extremely simple and intuitive for the user to quickly look at and understand, and created custom fluid animations to show cartridge fullness for the each connected device. Creable created a design experience by developing key visual elements, new iconography and animation that fit within the Febreze visual identity while highlighting unique scent choices to engage the consumer.



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In order to solve the problem of optimizing scent dispersal, the peripheral device required several different types of sensors. It needed to have the capability to sense humidity and temperature, as well as report the readings to a homeowner's Nest thermostat, should they have one. This is especially advantageous because Nest only takes the temperature of the room in which it is located. If the homeowner boosts the scent level, the Nest Fan turns on to better disperse the boosted scent. Further, if the Nest Protect smoke detector goes off, the night-light glows red as a warning for homeowners. The devices working together create a better experience for consumers.

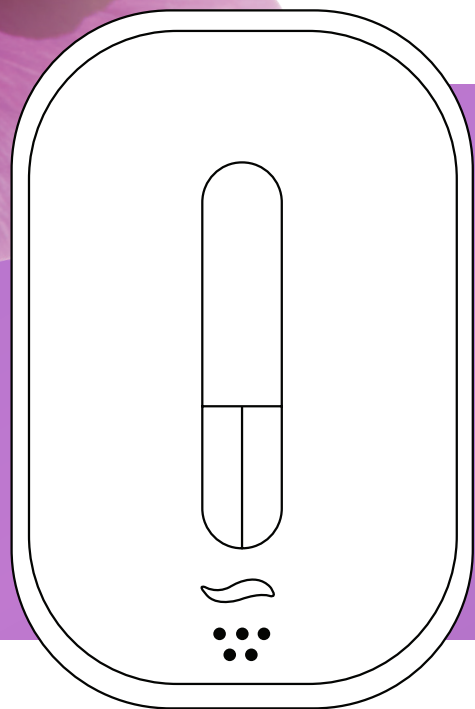
## Technology Choices

Procter & Gamble wanted to create a device that had even greater value for the consumer than just scent dispersal. They built in motion sensors and LED lights that adjusted in color, brightness and intensity depending on the device mode, in order to create night-light and fire alarm warning features.

The Nest integration was also important from a technological standpoint. Nest is one of the companies involved in the Thread Consortium, a group of companies dedicated to creating and standardizing the Thread protocol for use in IoT devices. There are several advantages to using Thread, including but not limited to best-in-class security. It was important to Procter & Gamble that their development partner have a deep understanding of the Thread technology in order to create a seamless interplay between other Thread-enabled devices in the home.

# Results

The Febreze Home device & application were previewed at the Consumer Electronics Show in January 2016. Press recognized the importance of a consumer device that was so accessible to mass markets. *Fortune* magazine hailed the device and app as, "opening up the connected home to a wider audience," and *PC Mag* called the Febreze Home one of "the smartest connected home products at CES 2016."



*The Febreze Home is available for preorder as of January 2016 and is expected to launch in retail stores before summer 2016.*

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*-Fortune Magazine*

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