

# ENERGIA

Design for evolving  
scenarios

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## The Team

SIX DIFFERENT DIMENSIONS  
JOINING FORCES

.....

Six students, an innovation laboratory and a single shared goal: **to man-age the creation of a complex product service system design for the uncertain future influenced by energy crisis.**

We are: Alessia, Anna, Dennis, Lia, Yifu, and Zuzanna - all from various cultural, social, geographic, and value based backgrounds. The strength of our group is revealed by all these captivating variables. Chinese, Polish, and Basque values are blended with Italian values. A significant body of knowledge is produced when the study areas of industrial design, product design, service design, graphic design, and interior design come together.

Our group, completing each other in the skills created an excellent work flow. Understanding the value of positive friction, constructive criticism and misunderstandings we served to advance the personal and professional development, team motivation, and project success.

**As a group, we joined forces and confronted the need to design a solution for the uncertainty of our times, immersed in the severe and accelerating energy crisis.**

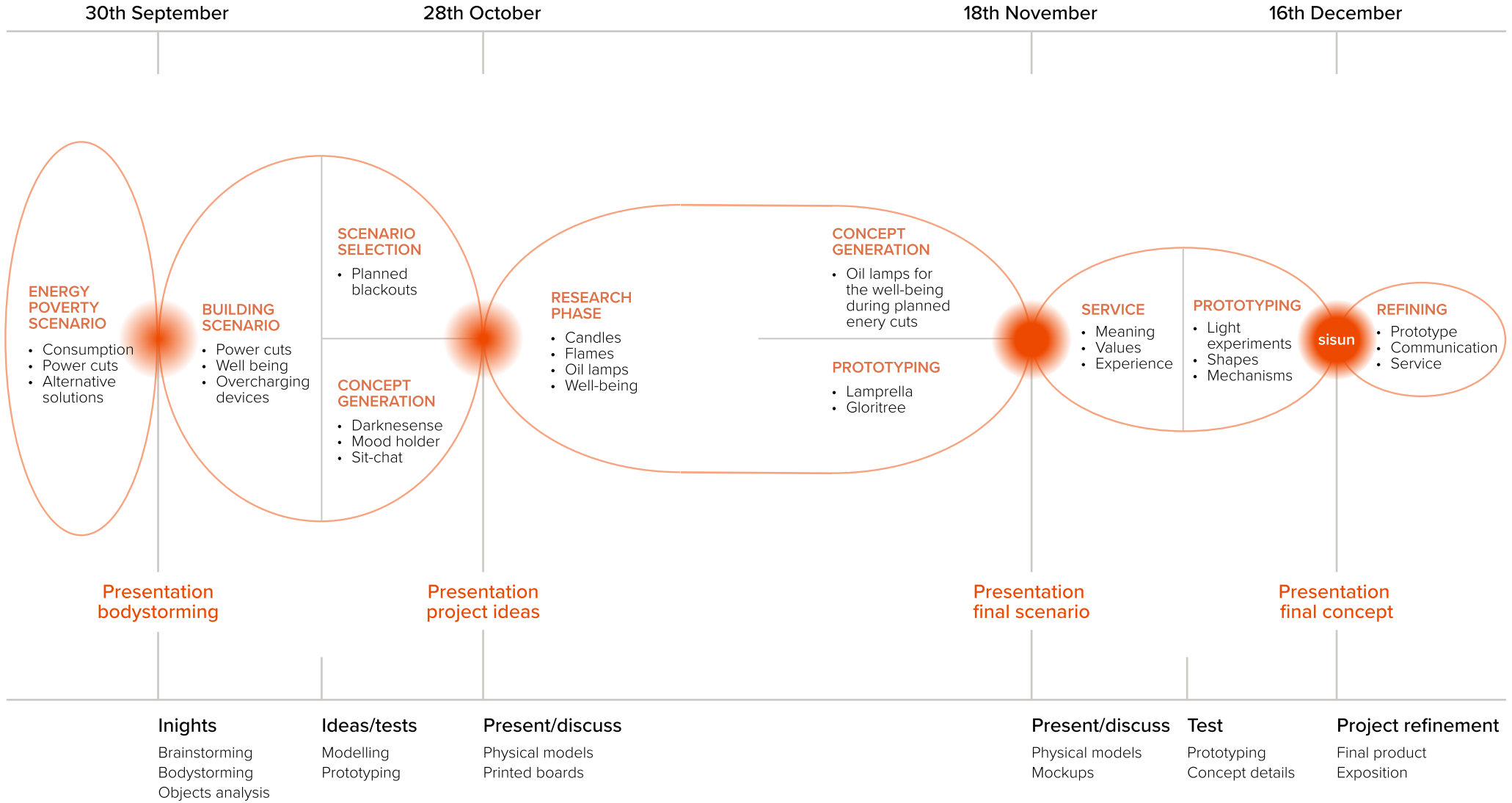






# The Double Diamond

DESIGN PROCESS MODEL



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background



# Uncertain Times

NOWADAYS POPULATION  
AT RISK

.....

We live in uncertain times, in insecure days where tomorrow can no longer be taken for granted. If before our routines were full of repetitions, illusions of security, recurrence of faster events and more perfect in their completeness, today we live a radical change. Planet Earth appears to rebel in our presence, pandemics invade our daily lives, and senseless wars take over our lands and our thoughts. What accompanies all this is a change in our lifestyles: an immediate stop to common activities and an extreme need for adaptation emerge (Darwin has always been right again).

Last but not least, a major new problem has recently arisen: **electricity shortages and increasing energy poverty**. These factors increase more and more together with rising electricity prices due to both: **the invasion of Ukraine by Russia** in early 2022 and **the continuous climate change** caused by irresponsible pollution of human beings. The period of Covid-19 which started in the 2019 has also aggravated the economic and

financial situation of people already in difficulty, putting them at even higher risk of energy poverty.

**The European population, to which the project will refer, is facing a severe mismatch between energy demand and supply.** Energy poverty occurs when energy bills represent a high percentage of consumers income, affecting their capacity to cover other expenses. It can also occur when consumers are forced to reduce the energy consumption of their households, and consequently, this affects their physical health and well-being. Additionally, low household incomes, inefficient buildings and appliances, and specific household energy needs contribute to the challenge. According to European Commission, it is estimated that **over 34 million people in the European Union are experiencing energy poverty** to various degrees, with the most vulnerable demographic groups being the most affected. (European Commission Energy Poverty Advisory Hub)









## Planned

NOT A WEDDING BUT  
A RECURRING POWER OUTAGE

.....

The dark winter of 2022/23 is no longer only a “sunless” period in the European sky. Exploited natural resources, extreme climate change, Covid-19 with its endless consequences, and Russia interfering with European peace: these are all elements that collide, causing the mismatch between energy supply and demand. It is not the time to think “It will pass by”, it is a new reality, with an optimistic forecast, affecting us until 2050.

**The EU is forced to cut 5% of the energy in your homes, precisely during peak electricity usage.** This time typically occurs after working hours, for instance in Italy after 18.00. It doesn't matter if you have to study, work or relax, if your house has a room or five.

If you are not in the vulnerable group, the electricity from your home will be removed.

For the winter period, there is great concern about this time slot. The scenario that we are painting, in fact, is located on a dark blue canvas-night which will be immerse the homes of all. But don't be afraid, you will get used to this obscure custom: your evenings will no longer be so artificially bright, and your activities will already be reduced.

What is important to specify is that these will be **planned power outages**, not the sudden, emergency ones which likely cause concern and distress. These will be the new everyday, the new reality to which we have to adapt.



## Winter

THE SADNESS OF A SUNLESS  
PERIOD OF THE YEAR

.....

Winter season is linked to many factors connected to energy poverty. Without electricity, in fact, it becomes complicated to heat the interior spaces, prepare hot and comfortable meals and drinks and, not least, illuminate the rooms of our homes to continue to run our errands. Without the light, it is almost impossible to carry out any activity.

Electricity has helped human beings to move further away from the problems caused by the autumn-winter seasons. These periods, of high humidity, cold and lack of natural light from the Sun, adversely affect the physical-psychological health of people. The darkness paints in the colours of icy light

blue with brush strokes full of tremors, immobility and discomfort. This is the typical description of feelings that you might hear from people with SAD (Seasonal Affective Disorder). Every year, winter drags millions of people to a place a little deeper than their soul, a small seemingly safe space to find their own negativity and the problems of the world. We analyse them thoroughly in an unhealthy loop of thought and then, in the end, throw them out of one's mind in a confused brood of indeterminate words. **SAD is a factor that is being taken into account in this project. Many people who in the risk of falling into energy poverty because of the current crisis will be at a very high risk of falling into this ominous disease.**





Adobe Stock, picture by Feng Yu and Robert



## Light

ARTIFICIAL, NATURAL &  
BRINGING BACK WELL-BEING?

The use of artificial lighting has recently helped to manage some of the seasonal issues brought on by the onset of winter. The relationship between the human body and artificial light as compared to natural light is still up for debate in the scientific world. Even yet, there are now sophisticated devices that use artificially created light to mimic the Sun's rays entering the room through the window. Some scientists contend that it is merely a placebo effect, which momentarily improves people's psychological and mental conditions but has no long-term beneficial effects. This is why additional research has been done on the topic that has focused more on the harmful effects of artificial sources of light on the human body. For instance, the blue

light emitted by our devices gives off chemicals that prevent the human body from falling asleep or, more precisely, from realizing when it is time to sleep, instead stimulating the brain to stay awake and aware. On the other hand, natural light has a very specific rhythm that, despite changing in the winter, manages to seamlessly synchronize with human existence, enabling it to proceed as naturally as possible.

If one wonders what the world's happiest population is when looking for a solution, the answer is the Danish. Why? One may ask. Denmark is not the sunniest country to have in mind. What it has on the other hand is *hygge*, which solves these doubts.





## Hygge

A DANISH WORD  
FOR A MILLION MEANINGS

.....

There is a specific environmental climate in Denmark and the Scandinavian countries overall. There are seasons of the days that never end and others that have nights without the sunrise. People are prone to extremely disruptive biological cycles, precisely because of this extreme circumstance, as a result of the elevated position on the planet globe.

However, Denmark ranks first among the world's happiest nations. What is the population's true secret? All Danes will respond with the same word: *HYGGE!* The Danish notion of *hygge*, has no exact translation. Instead, it encompasses a wide range of ideas, perfectly encapsulated in the *hygge*-manifesto, which is made up of ten points. In general, it is a mindset that welcomes all

the good things the Nordic environment can provide, rather than trying to flee its cold and gloom. What happens in the psyche of Scandinavians in particular is no longer a dread but a habit to a forced lifestyle from which it is impossible to escape. **Why not make your enemy your friend by including them in your everyday routine?**

In order to achieve the same enjoyment that permeates Danish homes, as much of these passageways, which are so cosy and in tune with the dark, this chilly darkness, and the absence of light, gave birth to this project's ideation phase. **The significance of the flame in current and contemporary civilization will receive particular focus.**

1. Be present
2. Be considerate
3. Be humble
4. Be grateful
5. Be harmonious
6. Be kind to you
7. Be together
8. Be sheltered
- 9. Be light**
10. Be warm



## Candles

THE SPIRIT  
OF THE WARMTH

.....

Candles are an essential part of the *hygge* philosophy and are frequently included in its definition. Without a candle or a comforting glow, there is no *hygge*.

This item first appeared in history as a source of illumination quite early on. Later, oil lamps, a more advanced, adaptable, and durable tool, took its place. The power of the electric current, which cannot be avoided, will primarily replace the former. Theatres, palaces, workplaces, and eventually homes all gradually become illuminated by light bulbs powered by electricity. Never again was the world be the same. As a result, for a while, we stopped using candles and restricted their usage to times of emergency without power, changing their deeper meaning from light of guidance to light of salvation in times of need, from the first solution to the backup plan. Candles, however, are not obsolete or old. They are of today. They have significance. Everyone adores them. Simply said, they serve a very different

purpose now. They are not purchased for religious or emergency power backup purposes; not because they last longer or illuminate more effectively. These uses no longer have a market.

People purchase them so that their homes might feel hospitable to guests or to themselves. A new problem (emotional warmth) calls for a new approach. **The unseen etiquette of placing the candles to provide warmth throughout the long, cold evenings is not just a response to seasonal patterns, but is notably a solution for the spirit.** This is why candles have an emotional importance, especially in Nordic cultures. Despite everything, the Scandinavian market is shifting away from the manufacture and consumption of traditional candles toward electric candles since they are less expensive for both manufacturers and end users, and also less polluting. This alteration prompts us to consider the importance of genuine fire and flame in our lives.



# The Flame & Emotion

THE REACHING POINT  
TO LEAVE A MARK

.....

The significance of the candle and the pursuit of enlightenment have evolved over time. There are three different types of purposes that meaning can serve, all of which are frequently present at the same time (I light a candle because I want to cover, with its fragrance, the bad smell of smoke from the kitchen) an emotional meaning that conveys the value of an action for ourselves (I light the candle because it reminds me of Christmas or because its scent pleases my senses), a symbolic meaning that expresses how an action allows us to send messages to others (I light the candle because I want to show that I care for visitors). (Overcouded, Roberto Verganti)

**The emotional significance of candles is more potent, which is a tremendous advantage because it affects people's emotions and stays there.** The primary characteristics of flame that have been ingrained in the significance of the candle over time are **energy, power, passion, and action, but also meditation, freedom, and concentration.** The flame's ancestor-like quality and the fact that it is one of the four elements that make up reality are likely the sources of its symbolic and emotional significance. Alchemy is said to have the ability to give life because the

**fire intervenes in a response affecting life.** A centrifugal and intrusive motion, later used inside the project, characterizes it physically.

From religion to science, poetry to chemistry, **the flame has always lighted humanity's thoughts.** Returning to the metaphor of the picture that this project is gradually developing, we can only rely on the artist Vincent Van Ghog's written words. "No one has ever come to warm up despite the huge heat you may have in your soul. Only a trickle of smoke is seen coming from the chimney, so onlookers ignore it and keep walking". Even the artist uses the unfettered flame to convey his own misunderstood desire, which is the strongest emotion a person can experience.

Let's add a few forceful orange and yellow strokes. Voila! We lighten the gloomy scene; the same way that Caravaggio was able to accomplish in his paintings with the warm light of candles, as Olafur Eliasson was able to do with his double suns and trapped individuals as well as with his candle of loneliness.

**A flickering flame, a touch that soothes the soul, enchants the eyes, numbs the ears, and warms the heart.**

"Look at how  
a single candle  
can both  
**defy and define  
the darkness"**

Quote from Anne Frank



## Oil Lamp

THE REBIRTH OF  
AN ANCIENT SOLUTION

.....

The candle market in the Nordic countries is shifting more and more toward electronic candles, as was noted in the preceding pages after extensive research on the matter and interaction with some Danish specialists. By using these tools, you can create objects that are not just disposable but also reusable for a longer time. Furthermore, the device itself has a lower environmental impact during production. On the other side, **Sisun's objective is to fully avoid using electricity in order to maximize the savings of people who are experiencing energy poverty.** We were comparing the sophisticated equipments, long forgotten and seen as ancient or obsolete: candles and oil lamps. The project's purpose has found

its answer in the oil lamp's characteristics.

**Oil lamps are made just once and used for a very long time; if it is filled with oil suited for oil lamps, it causes little pollution and is unquestionably safe for people to use indoors.** Compared to traditional candles, they burn incredibly slowly and release the dangerous compounds in half the time as candles. A flame dial is an element that is quite helpful. This enables the emission of light to be adjusted in accordance with requirements. There are advanced redesigns of this product on the market, but none are intended for frequent usage. Furthermore, finding the oil is essentially impossible. The project will address this theme as well as other problems.





# Oil Lamp History

SUBTITLE HERE SUBTITLE  
HERE SUBTITLE HERE

.....

Since ancient times, oil lamps have been extensively used. Over time, this instrument has become widely used around the globe, because of this, different design types exist.

It is confirmed that oil lamps were used in Crete during the Mycenaean civilization because Homer mentions them in his *Odyssey* (XIX, 34). The use of oil lamps is mentioned in Homer's *Odyssey* (XIX, 34), and their existence in Crete during the Mycenaean civilization is confirmed. Around the fourth century a.c., Phoenicians and Greeks began using the oil lamp, which they then shared with the Romans. The earliest lamps were flat containers with wick spouts around the edge. Later, a more useful flat box with a lid to shield the oil from impurities and a spout on the top replaced this shape. Following that, handles, a spout, and ventilation holes were added. It was either laid out flat or hung from a chain. Bronze and terracotta were most frequently used materials, with gold, silver, glass, and stone being used much less frequently. Although most places used vegetable oils, places like Sicily and Babylon also used mineral oils. Plant or animal fibres utilized to make the wicks.

At first, they were square, but as time went on, the shape grew longer and tended toward the oval. From this point forward, there was a great deal of variation in the design of the oil lamps, ranging from animal shapes to more linear designs, from the body of the lamp's decorations to its spouts and handles. Religious motives have spread from Christianity.

Due to the smoke produced by combustion, oil lamps became obsolete during the Middle Ages. When Gerolamo Cardano created a unique tank that controlled the flow of oil to the wick, it once again became popular in the middle of the sixteenth century. Later, A. Argand enhanced its operation making the flame more brilliant. Due to the smoke produced by combustion, oil lamps became obsolete during the Middle Ages. When Gerolamo Cardano created a unique tank that controlled the flow of oil to the wick, it became popular again in the middle of the sixteenth century. Later, A. Argand enhanced its operation by adding a burner that made the flame more brilliant.

Around the middle of the eighteenth century, the use of oil lamps underwent

further development, but only in Italy. When more effective lighting systems became available at the end of the 19th century, oil lamp production started to

decline once more. Limited production did, however, continue into the 20th century, but only for ornamental uses.



Adobe Stock, Unsplash, Pxhere

brand





## Idea

SUBTITLE HERE SUBTITLE  
HERE SUBTITLE HERE

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The Background chapter provided an overview of contemporary society and the escalating energy crisis.

**Summary:** the solution to the crisis foreseen by the EU involves planning power outages on dark winter evenings in European states. We found out that it potentially may have a negative impact on people's well-being. Looking at the issue of winter darkness, the battle between the use of natural and artificial light, we asked ourselves how, despite living in a very dark present due to their geographic location, the people of northern Europe behave as the world's happiest people. Scandinavian countries have developed hygge: the mindset that embraces the dark. The extensive use of candles as a source of psychological well-being is one of the ten principles of hygge. Over the centuries, the candles' meaning has evolved significantly, and today it is particularly connected to the range of human emotions. However, we learned from the comparison with

Nordic experts that the candle market is quickly shifting to electric candles for sustainability reasons.

**Idea:** given the goal of not using electric current, we decided to reconsider the use of oil lamps as a substitute solution that falls between the traditional candle and the electric one. Although they still have a crucial analogue appearance, oil lamps are much more sustainable, safe, and healthy than candles. By using a sophisticated and beautiful redesign of the antiquated oil lamp, we suggest a solution to the burdensome problem of the energy crisis and the threat of energy poverty. With time, it is our hope that the lamp can be used for energy-saving purposes generally rather than just during times of energy scarcity.

This is how the Sisun oil lamp idea was born. The lamp that allows you to revitalize your flame and define your environment against the odds of darkness. Sisun - your independent spark.

## The Name

A WORD PLAY TO CONVEY A  
NEW LIFE MEANING

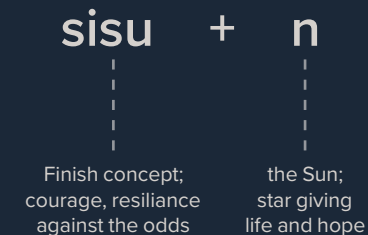
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Sisun aims to reflect the calmness in adaptability and resilience against the odds of new, complicated reality. **It has found its profound analogy in the Finnish concept of Sisu.**

**Sisu indicates the mix of courage, resilience, tenacity and perseverance** with which you can reach your desires, react to circumstances and face the difficult moments of life. **It encourages to take an action against the odds,** like the new reality of regular, planned blackouts.

While adding "n" to this meaningful word, it builds up a word "Sun", the star that gives life to the planet Earth.

Imagining returning in the evening, to your own home, immersed in darkness, you are probably imagining an empty and lifeless scenario. In our project, **the oil lamp's flickering flame, as primary as the Sun, restores the life** in the home with cut-out light, and brings peaceful atmosphere enabling the resilience in darkness. What is the Sun after all but a slightly larger flame?



## Vision & Mission

REVIVE YOUR FLAME,  
DEFINE YOUR AMBIENCE

.....

Sisun's purpose is to **resuscitate the function of a traditional flame**, defining ambience and glow - daily, modernly and independently from electricity. It aims to manifest the reduced need for light and provide a relaxing atmosphere to ease the transition to the new reality of planned blackouts.

The Brand developed the product - modern oil lamp and oil-providing/refilling service.

Our aim is not only to magnify the amount of the flame-given light but most importantly to enable personalization of the atmosphere. The purpose of this is to provide a calming and relaxing shadow ambience. **Sisun believes that focusing on mental well-being in times of serious crisis is key to adapting to the new reality.**



Revive your flame, define your ambience.  
Sisun - your independent spark.





"No river  
can return  
to its source,  
yet all rivers  
must have  
a **beginning**"

Native American proverb

## Startup

THE ROLE IN THE  
PROJECT DEVELOPMENT

.....

Our idea is to function as the startup, a small business established to support the entire offer described in this booklet. The startup adopts the same name as its solution, Sisun, and was born out of the need to act in uncertain times, particularly by taking active measures in response to the planned energy outages that will be part of our daily lives.

Sisun develops an innovative oil lamp and provides the user with all the needs that the product and the experience of its use requires, such as the oil supply.

Sisun acts with the needs of the customer, relying on the best modern solutions. **The characteristics attributed to Sisun come from the personality of the organisation itself: independence, calm and elegance.** Even though it may be young and small, this emerging business has a lot of potential for growth in the future due to its great capacity for change in the innovative offer.

product





# Experiments

HOW THE FLAME ACTS?  
HOW TO REFLECT SHADOWS?

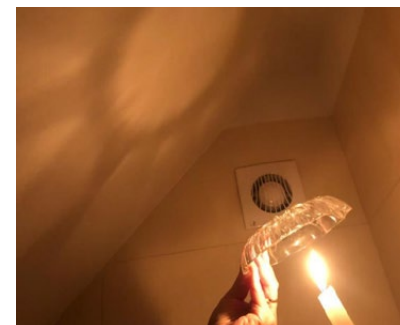
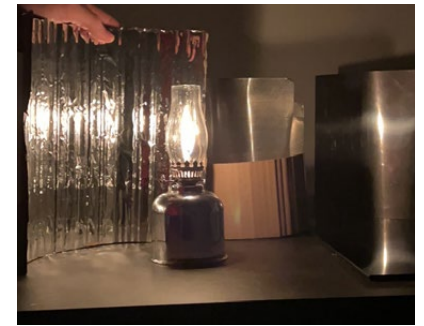
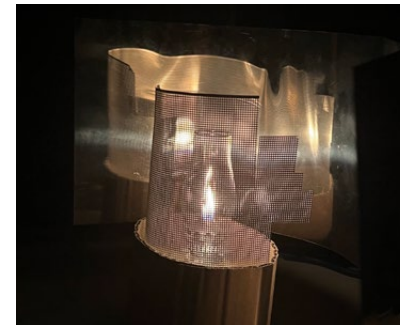
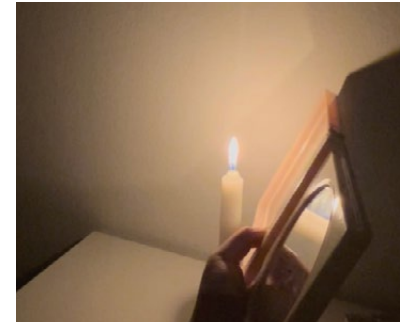
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The Sisun experiments started with a **fundamental need to comprehend how light functions, particularly the one from a flame.** The luminous rays follow well-established mathematical and physical rules, but some practical experiments can be conducted to better understand how the light behaves when it interacts with various types of materials, provided with different textures, colours, and compositions.

For convenience, tests were conducted using candles and materials with various finishes. Among them, you can recognize the use of simple and colourful reflective

pieces, transparent textured plates, and mixed compositions. The tests primarily demonstrate that the majority of the shadow effects are easier to see when the flame-material system is close to surfaces. It is also noted that reflective materials increase the apparent light emitted by the candle, but that they also can focus this increased amount of light if they are bent to embrace the flame.

**These tests became the base for the determination of the shapes that should be given to the different components of the oil lamp.**



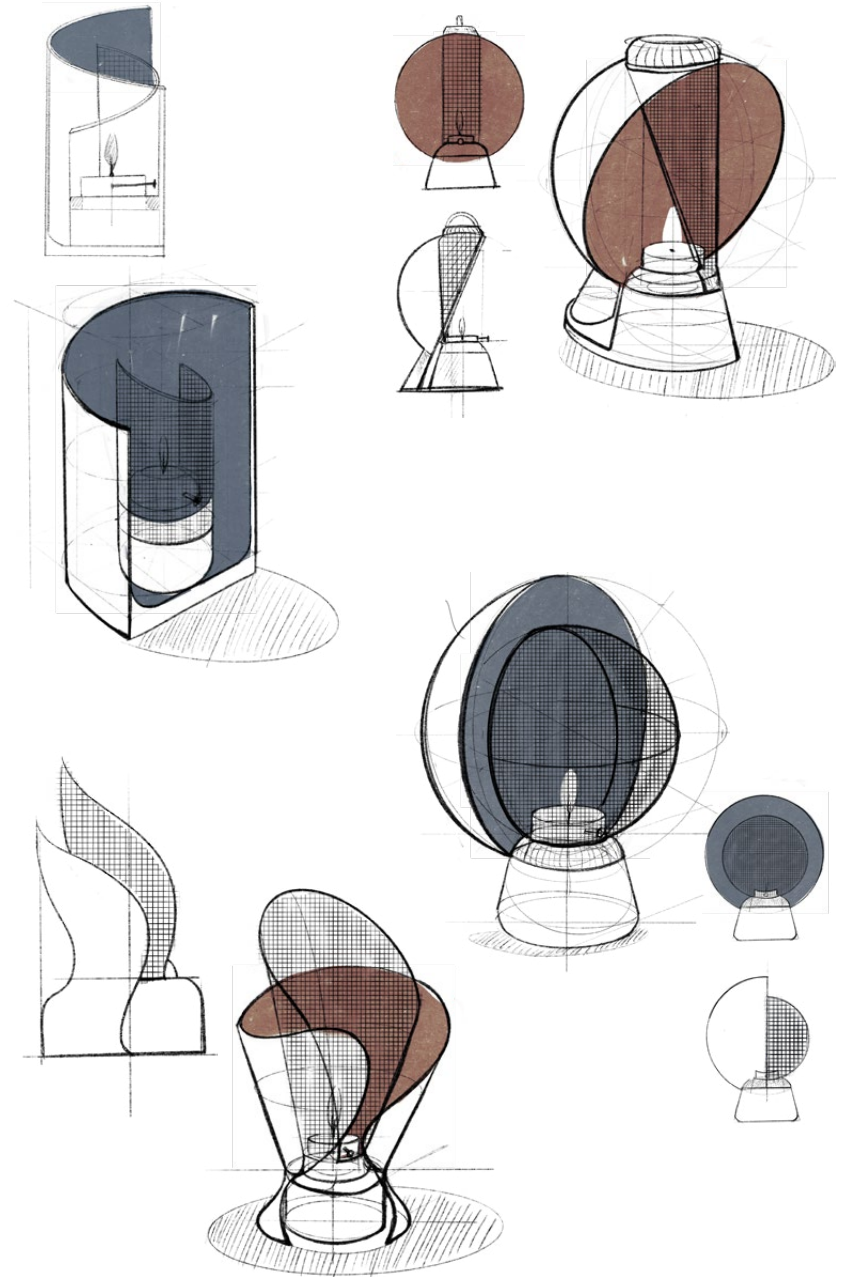
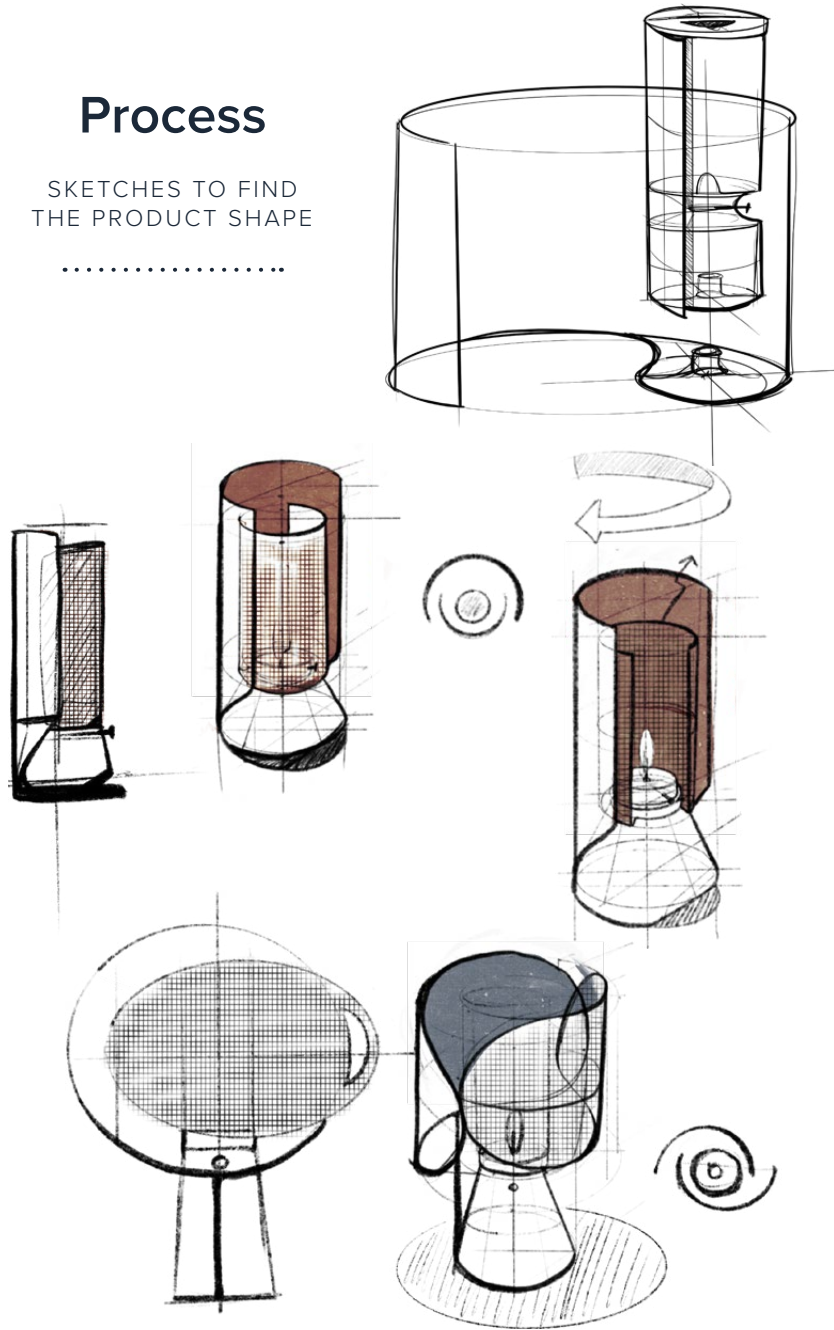
Flame and shadow experiments



# Process

SKETCHES TO FIND THE PRODUCT SHAPE

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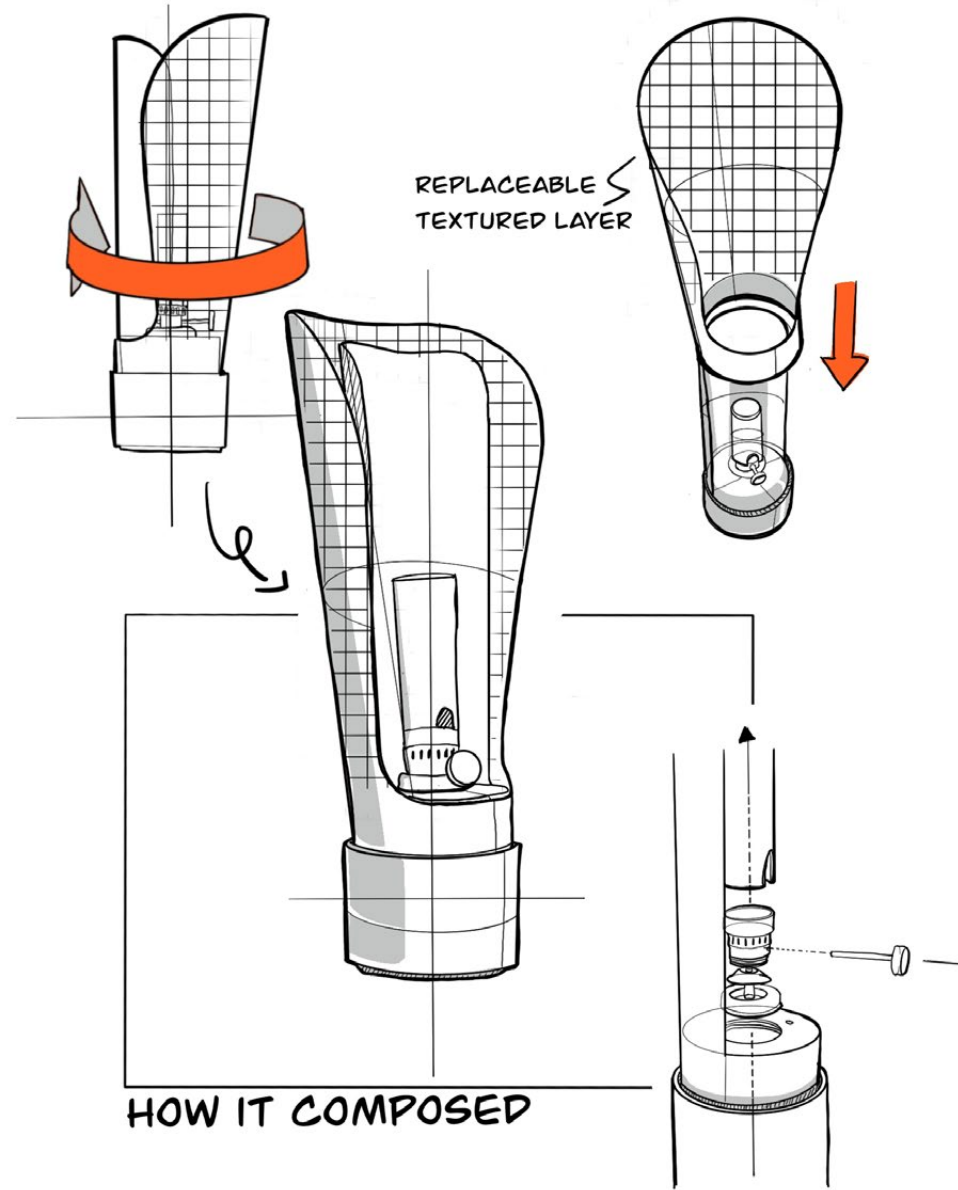
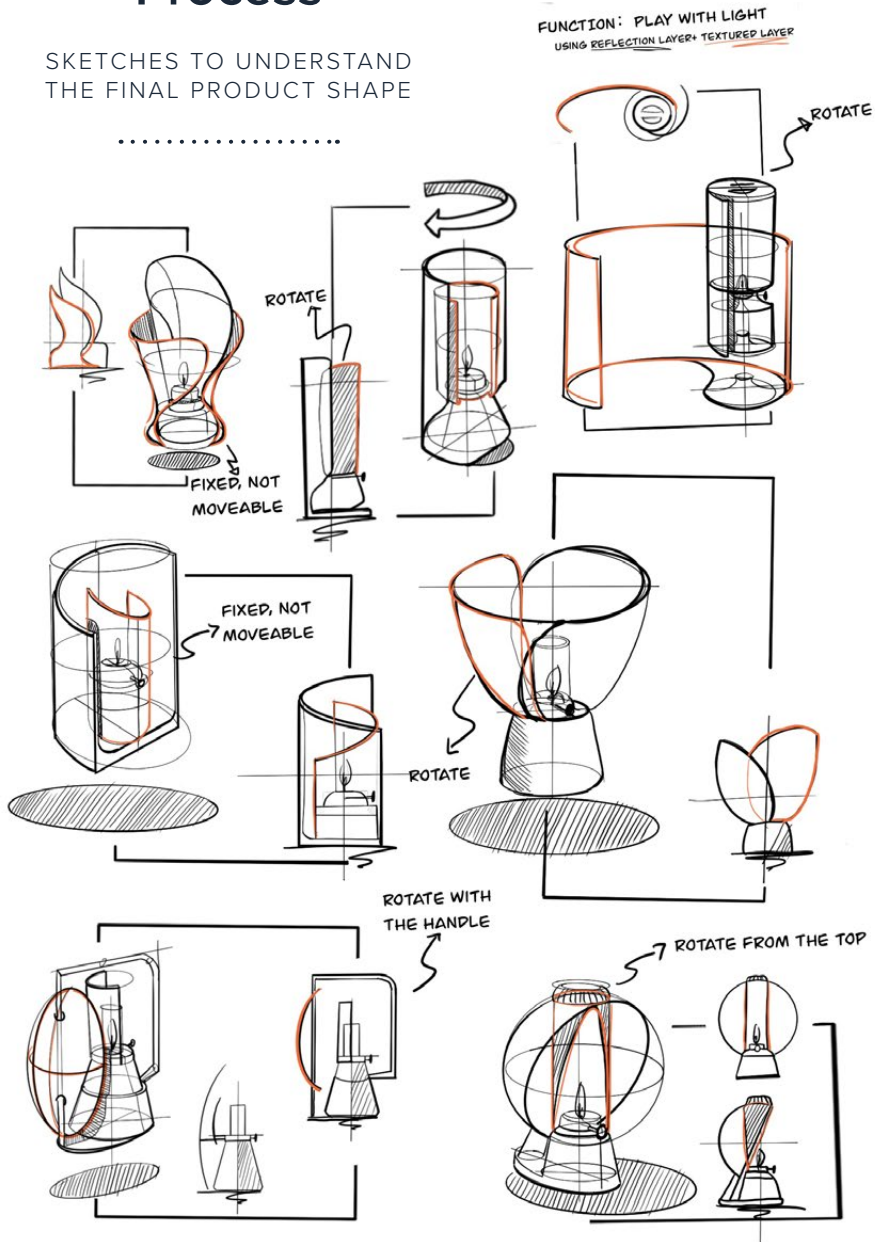






# Process

SKETCHES TO UNDERSTAND THE FINAL PRODUCT SHAPE



## Sisun

OIL LAMP: FLAME-AMBIENCE  
IN MODERN LUMINAIRE

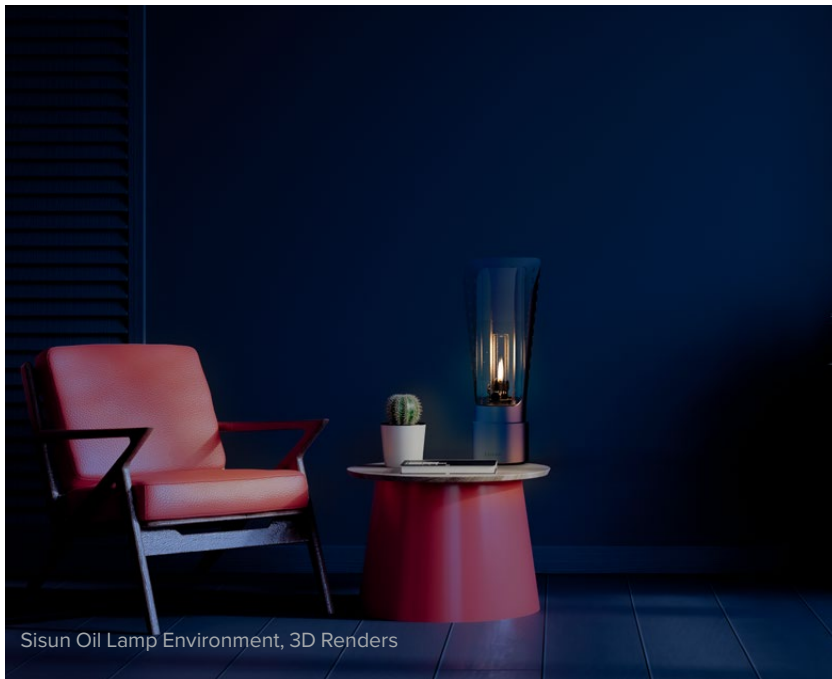
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Picture the warmth of a flame that is modulated by the beauty of the darkness around it. Think of the comfort of your home. Imagine being able to live your life at a slower rhythm. The image you see is the Sisun oil lamp.

It is a simple but sophisticated solution to the problem of the absence of electricity for the evening hours. Not just a menial oil lamp, but a single item made to improve the comfort, tranquillity, security, and functionality of homes during these hours of darkness. **Sisun helps to embrace the newly established everyday routine by creating harmony and reassurance in people's lives.**



Sisun Oil Lamp, 3D Render



Sisun Oil Lamp Environment, 3D Renders

## Reflection

THE MAGNIFICATION OF LIGHT  
THROUGH REFLECTION

.....

Sisun oil lamp is primarily used to light up the dark evenings in homes that will experience power outages. Sisun is equipped with a crucial inner lampshade formed by a reflective metal. The lampshade resembles a half-cylinder and hugs the flame from the back without ever suffocating it. This feature allows the flame not only to gently illuminate the surrounding area, but also **to reflect off the lampshade and bounce off the larger space of the rooms.** The poetic warmth of the fire light will be widely distributed in homes as a result of this straightforward stratagem, making daily activities more feasible. People's lives can go on smoothly thanks to the light created by Sisun.



Sisun Oil Lamp Shadow, 3D Render

## Pattern

THE FILTER OF LIGHT  
THROUGH AN OBSTACLE

.....

Sisun, also guards another feature - relaxing shadows, obtained through a second, exterior lampshade. This component plays a crucial role in how the product modulates the light it generates. The lampshade is positioned behind the reflective lampshade inside, in a manner of stealthy embrace, and can be made of a perforated sheet or textured glass. This component can be turned around the lamp to be placed in front of the flame; the position is not fixed. **In this way, the user can filter and alter the light as desired.** The interaction of lights and shadows that will be produced in your room will change the environment around you and transport you to a calm, warm world world.



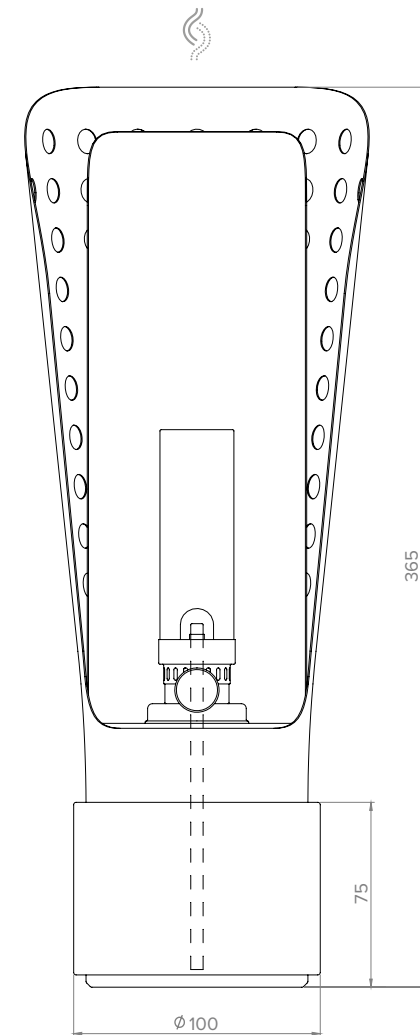
## Dimensions

THE NOTICABLE ELEGANCE,  
THE CENTRE OF THE ROOM

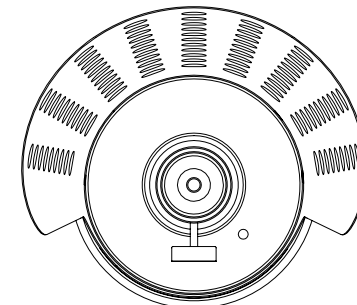
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In line with the evolution of oil lamps, Sisun also does not want to go unnoticed as a piece of background in the domestic landscape. On the contrary, it claims to be the centre of attention, we could say in the spotlight if we were not in the middle of a planned power cut.

For this reason, during the project's development **it was made slightly bigger from a typical table lamp**. In this way, it is clearly visible when light is around. At the same time, a full litre of oil can be contained in the base, it produces a greater amount of light and it is easier to handle in the darkness of the blackout.



FRONT VIEW



TOP VIEW

Front and top view with  
the main dimensions



# Use Experience

THE FOUR MAIN STEPS  
TO USE SISUN



## Lit up

Light up system.  
The user can lit the lamp by lighting a match or using a lighter inserted through the safe hole in the glass cover.

## Dimmer

Dial system.  
The user can turn the dial in order to have more or less flame to light up the space.

## Rotate

The lamp-shadow system.  
The user can rotate the outer patterned lamp-shadow in order to create a cosier ambient.

## Switch off

The switching off system.  
The user can rotate the dial until the flame switches off.



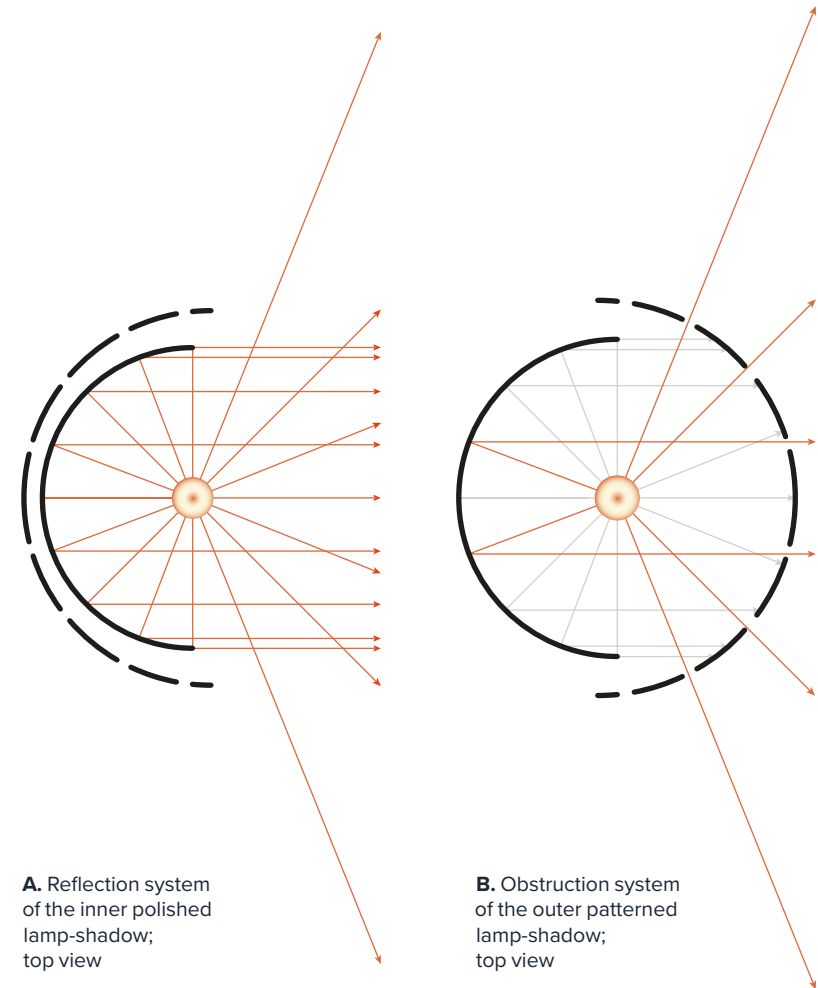
## Light

### THE MOVEMENT OF RAYS IN THE SPACE

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Sisun oil lamp is able to recreate two different types of light that are similar in their source. One way is that the candle flame's light is reflected into the surroundings by the shiny lampshade. As shown in the diagram A, free light rays illuminate a larger area of the room, whereas lamp-shadow's reflected rays are pointed parallel to the space in front of the lamp, producing a more intense area of direct light. We can see how the light behaves in front of the lampshade with the perforated pattern in the diagram B.

**The rays are always reflected by the inner lampshade but subsequently meet the obstacle of the lampshade. Only a selection of them will be able to escape the lamp and produce a cosy atmosphere that is significantly less luminous but far more poetic.**



## THE DIAL

.....



Sisun Oil Lamp Detail, 3D Renders

A minor component of the product is **the dial, a tool that enables you to adjust the oil lamp's flame.** Its form extends across the light and ends with a toothed wheel inside. This section crosses the wick, allowing the wick to move up or down depending on the direction of rotation.



## THE GLASS COVER

.....



**The glass cover of the flame is a fundamental part for the safety of the product.** It has a hole at the bottom to allow the user to turn on the lamp by inserting both matches and lighters but at the same time prevents the flame from going out due to air displacements.



## Fibreglass

A NEW MATERIAL TO REPLACE  
AN OLD SOLUTION



A fibreglass filament creates the wick, the component that gives life to the project. In terms of performance and quality, this material is far superior to the cotton used in traditional wicks. **It is fire resistant, quickly absorbs oil and burns it more effectively, is healthier because and releases fewer substances into the environment.**

Once the wick is completely consumed, you can replace it by taking off the glass flame cover, unscrewing the black ring, putting the new wick in, and reassembling the lamp. It's crucial to give the lamp five minutes to fully absorb the oil before turning it on again. A toothed wheel in the structure allows the wick to move through the dial. The flame can now burn with the same splendour as before.



## THE WICK



The wick, in the center of the product, allows the lamp to work. Its ability to move makes it more versatile than candle wicks.



## Oil

A SAFE REFILLING SYSTEM



When the lamp seems too light, it has been around 65 hours since you turned Sisun on for the first time so it's time to refill it in order to keep using it.

For your first refill, Sisun comes with a **useful squeezable soft plastic bottle filled with exactly one litre of oil (enough to fill the lamp base as if it were a dispenser)**. The oil that is provided is specifically created for oil

lamps so that it can burn slowly, absorb well into the wick, and emit as few pollutants into the air as possible. In order to increase the convenience of the filling process, the bottle has a practical curved spout with a non-return valve that must be inserted inside the lamp's base small hole. Now you can simply squeeze the bottle and pour its entire contents into the Sisun base. Voilà! It is time to light your oil lamp again.



Oil refilling system, 3D render





Sisun Oil Lamp detail, 3D render

## Metal

THE MATERIAL FOR  
THE PERFECT OIL LAMP

.....

Sisun is made of a few carefully chosen components that support this specific device. The majority of the decisions were made with safety in mind, but the finishes were chosen based on the desired aesthetic and values to convey.

**Steel makes up the two main components, the lampshades.** To better reflect the flame's light, the inner one has a stainless finish. Metal is one of the few materials that can be used to create the lamp due to its resistance to melting and ability to dissipate heat without burning.

The flame cover is made of glass to protect the flame from plausible air movements, to let light exit into the surrounding area, and to allow visibility of the flame itself. To add elegance and linearity to the lamp's overall design, some of its metal parts have been painted in black.

glass

stainless steel

coated steel

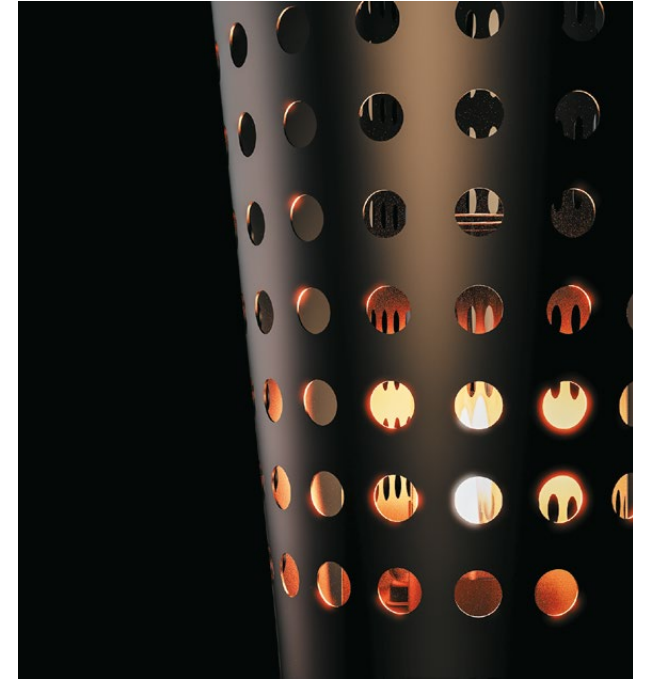
sandblasted steel

sandblasted steel

coated steel







Sisun Oil Lamp, 3D Renders

## Lampshades

THE EXCHANGABLE PART  
TO BEST SUIT THE MOOD

.....

The importance of lampshades influenced Sisun to provide not just one kind of pattern, but also four variations. **By adhering to your individual requirements and preferences, each variant enables you to imitate a different atmosphere in the surrounding environment.** Some lampshades change the shape of the shadows, others the modulation of light, still others the colour of the rays that will pervade the houses. Any lampshade you choose will still be replaceable with one of the others. At this point, the user will be able to alter the environment based on their current state of mind, their needs, and the activity they are engaged in.



Lampshade variants



**Dots**  
**Lampshade:** sandblasted perforated steel  
**Base:** sandblasted steel



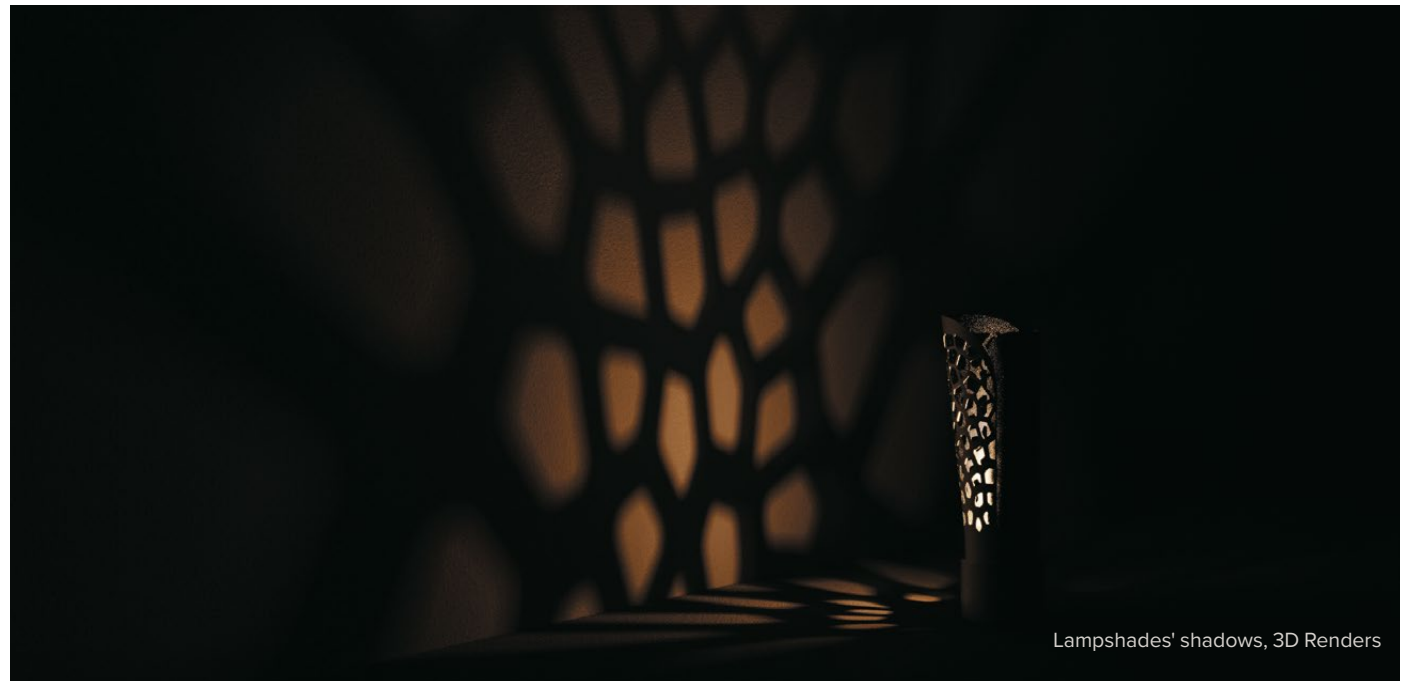
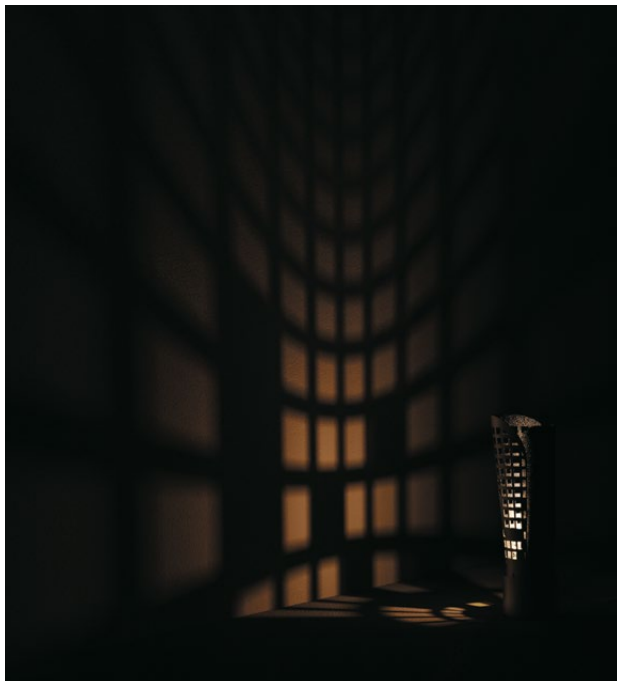
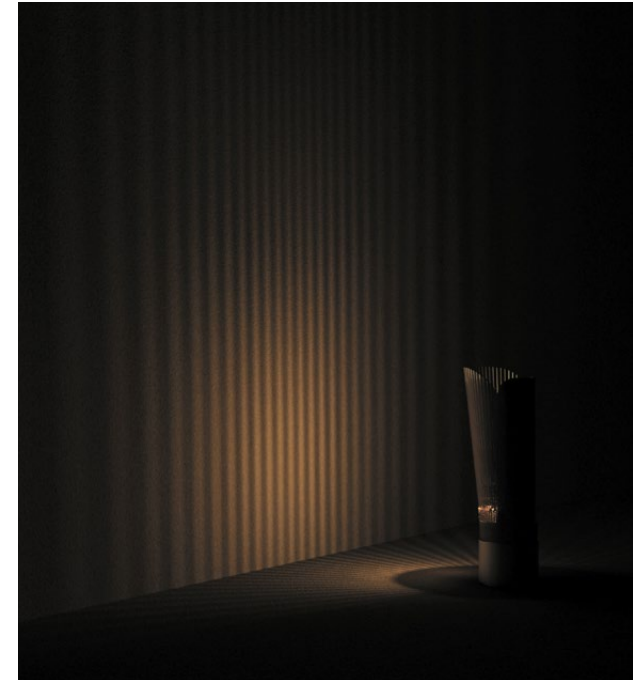
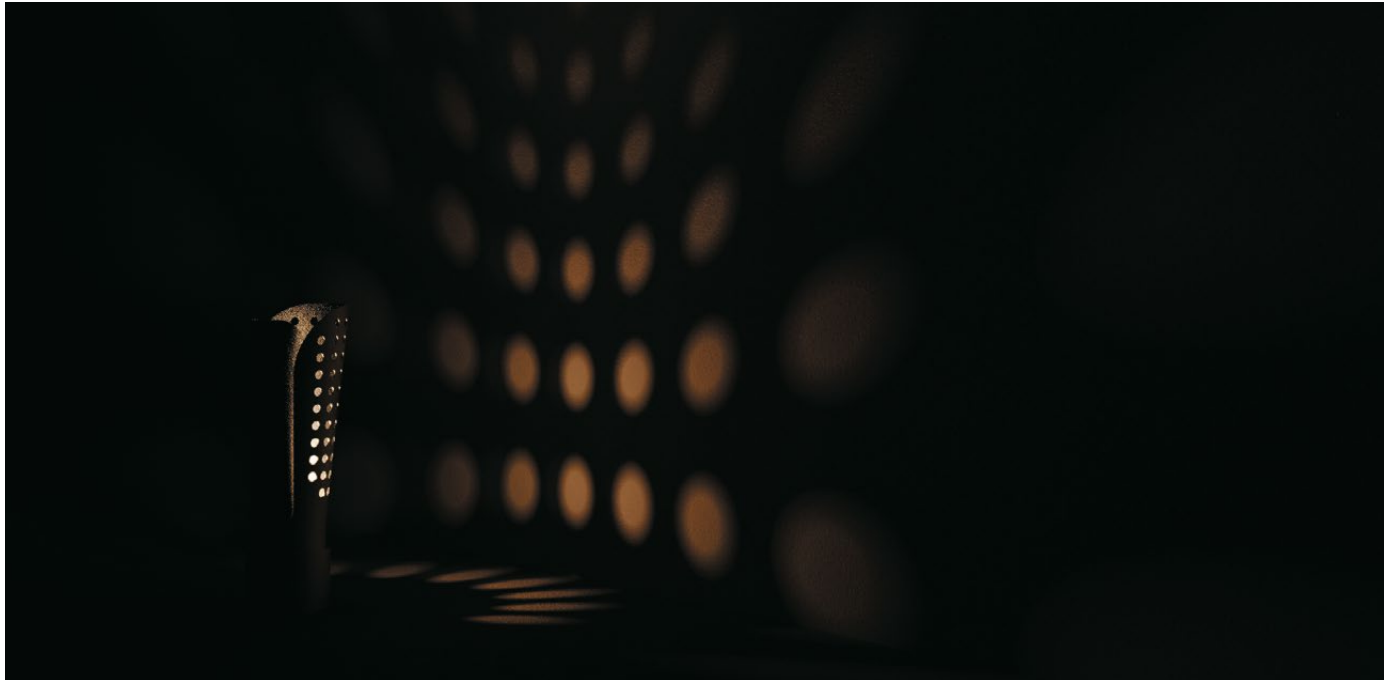
**Glass**  
**Lampshade:** glass  
**Base:** sandblasted steel



**Check**  
**Lampshade:** coated perforated steel  
**Base:** sandblasted steel



**Leaf**  
**Lampshade:** polished perforated copper  
**Base:** polished steel



Lampshades' shadows, 3D Renders





Sisun Oil Lamp Environment, 3D Render



## Prototype

FINAL FOR,  
REAL ENVIRONMENT

.....

The **collaboration with two different metal-working companies** allowed the Sisun oil lamp project to be prototyped with the proper materials and shapes.

The first step have been taking care of lathing the metal pieces of the main structure of the lamp. Through careful lathe machining, the base's body was created from a cylinder of solid raw steel.

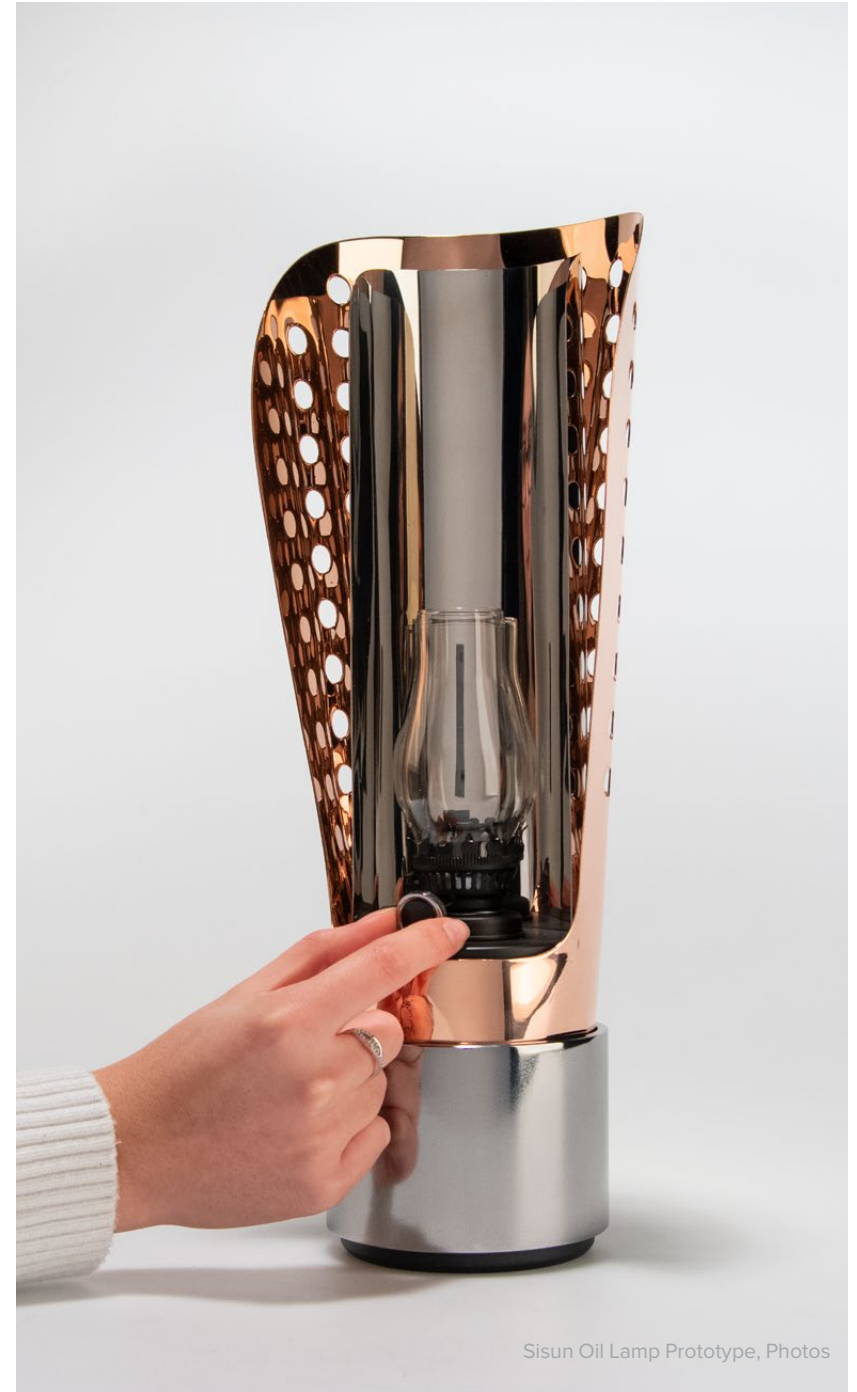
The first collaboration took place with **Arreat S.N.C. – Artigiani dell'acciaio**. This company dealt with the punching and welding of the outer lampshade sheet under the predefined design. The prototype's chosen pattern is the one that is the simplest to execute.

Last but not least, the collaboration with business **Pul.Met Srl Unipersonale** was used to perform the delicate process of surface finishing of metals with a polishing treatment of both the base and the lampshades.

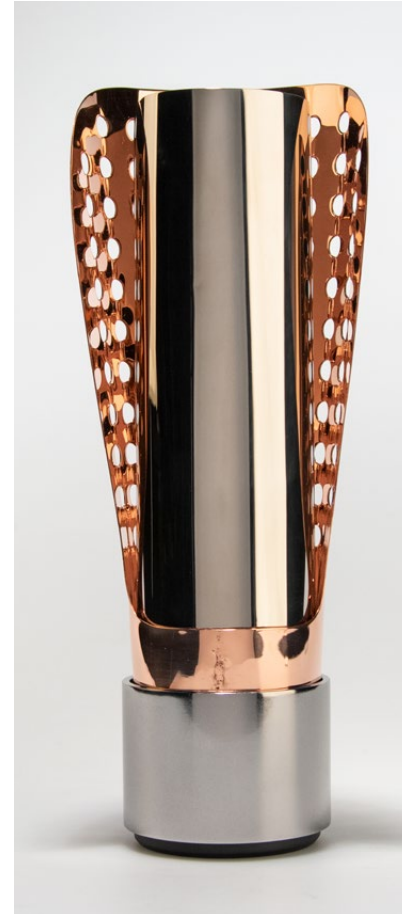
The assembly of the prototype took place at a later stage compared to the realization of the individual pieces. The absence of the internal cavity at the base prevents the lamp from functioning, but the prototype still enables testing of the outer lampshade's movement and **viewing the project in its final form.**



Sisun Oil Lamp Prototype, Photo

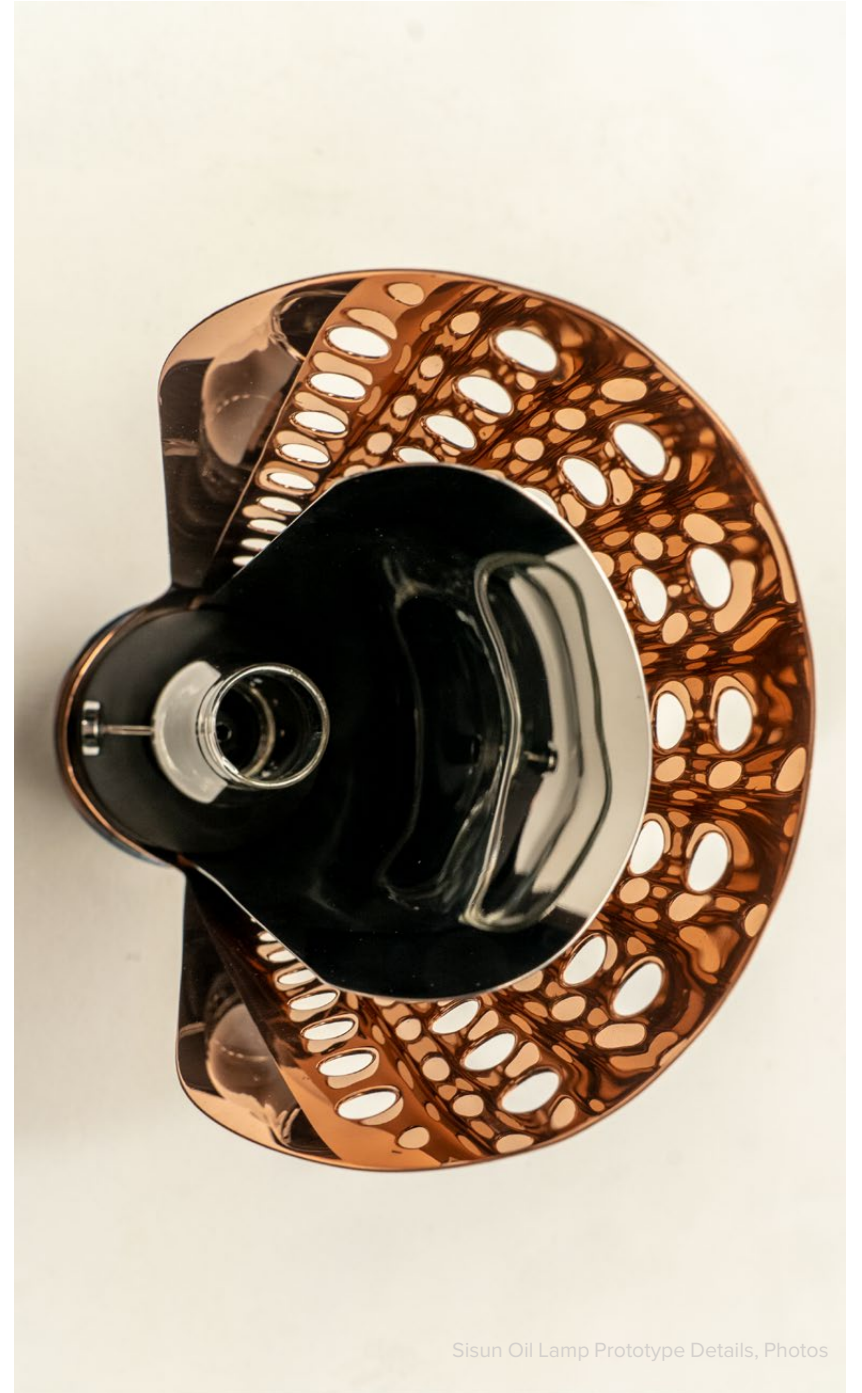




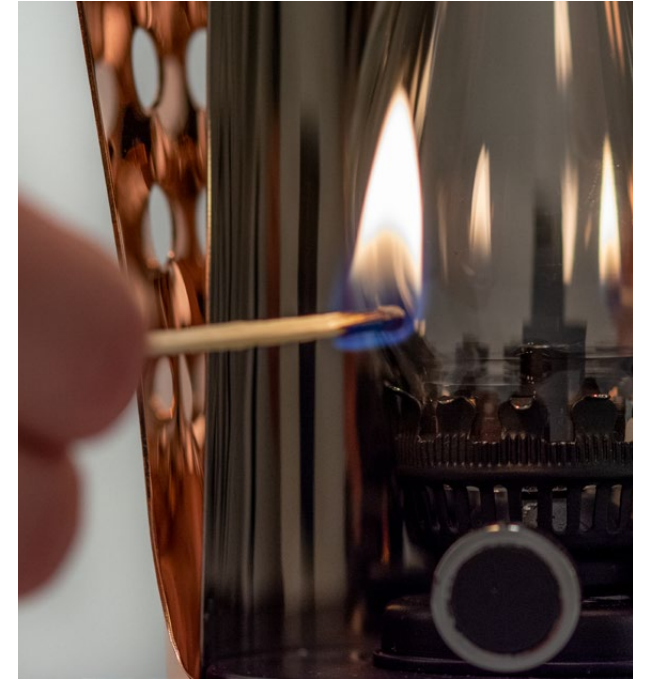


Sisun Oil Lamp Prototype, Photos





Sisun Oil Lamp Prototype Details, Photos



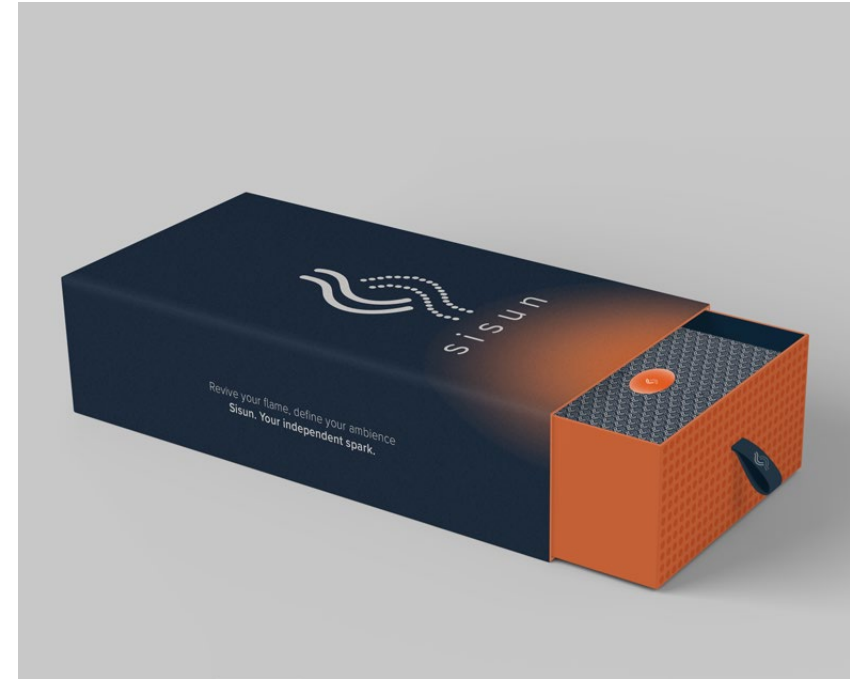
Sisun Oil Lamp Prototype Details, Photos

## Packaging

THE HOUSE WHERE THE  
PRODUCT WILL ALWAYS GO BACK

.....

The concept of sustainability, which serves as the cornerstone of the entire system of product and services, is where the idea of packaging generates. The box that will accommodate Sisun is designed to best fit the entire lamp and the oil bottle. **Since more lampshades may be purchased in the future, the boxes containing the new lampshades may be piled on top of the original box to create a dedicated storage area for the item when not in use.** Also, each pattern has a **different box front** so they can be easily distinguished. To embrace the idea of sustainability, the boxes are made entirely of cardboard. In this way, the packaging vanishes to be merely a vehicle for transport, the womb of the product it contains and instead becomes the dwelling that will uphold a relationship with its occupant for the rest of its life. The choice abhors the disposable in favor of a useful and functional container, an integral part of Sisun itself.



Sisun Packaging, Mockup



service  
system







## Service

THE BEGINNING OF  
A DEEPER SOLUTION

.....

The startup's main goal is **to provide an alternative sustainable light source**, which is why it offers Sisun, the useful oil lamp for the times of energy cuts.

However, the company's scope goes beyond the product, **offering its users a service that is mainly based on providing oil and the other necessary components for proper use**. In this section, the service to be offered will be further detailed, making use of different service design tools.

Choreograph  
the process  
being with your  
customers,  
accompanying  
them during  
their experience  
and turn it into  
an **infinite  
collaboration.**



# People

## THE ADDRESSED PROFILES



First of all, it is important to clarify who the service is aimed at, for which purpose **a Persona chart has been developed for each target user profile.**

As already mentioned in the scenario part, the product, and therefore also the service, **is targeted at European adult citizens that experience from regular planned energy cuts, both people living alone and people living with others.** Aware that this is a new reality, these people seek to continue their daily

routine, even with less amount of light. These two people describe a different customer profile for each type of business that the start-up will have in terms of oil supply. On the one hand, Paula refers to the **B2C** type, since she will buy the product on her own and will do the same with the oil refilling. On the other hand, Lucia describes the **B2B** collective, i.e. she will get the Sisun lamp through the energy company she has a contract with and will not have to worry about refilling the oil bottle, as it will be delivered to her home.

## Lucia



“I am a person who easily adapts to different situations, but I can’t give up the light when relaxing”

## Paula



“I always need to adapt the environment of my room so that I can concentrate on the task I am doing”

Picture by Edward Cisneros  
Picture by Svetlana Pochatun



Lucia

THE BUSY WORKING WOMAN  
WITH NO TIME TO WASTE

.....

**Age:** 51 years old

**Occupation:** employee

**Residence:** apartment in Venice

**Biography:** Lucia is an Italian mum who works as an employee 8 hours per day. She is a mum but her child study in Milan that's why she now lives alone with her husband. They both work all the day long until 18 so they spend more of the time together during and after dinner. In those moments they normally prefer to relax after a stressful work day.

**Energy cut diary:** she normally comes home just before dinnertime, then has to cook and clean the house with her husband. They eat together and like to talk and share what happened all the day long. They prefer to relax and chill after dinner. She loves to take a shower or to take care of her body and her skin. She is aware of the planned blackout and she accept them only if she has other light sources. Better if natural.

food  
tv series  
books

**Pain points (during energy cut):**

- She likes to have natural sources of light as candles when relaxing but she doesn't like they are dangerous in some places of the house.
- She is not a person who likes to go out and buy candles and matches so often for blackouts.
- She doesn't like the aroma of most of the candles and prefer neutral one. For 4 hours aroma would be disgusting.

**Goals (during energy cut):**

- A safe natural light that permit her and her husband relax and talk.
- To continue with her beauty and relax full routine.
- Have a delivery system, so she doesn't have to go to shops.
- A non smelling source of natural light.



Paula

THE YOUNG DESIGN STUDENT  
IN A SHARED FLAT

.....

**Age:** 22 years old

**Occupation:** design student

**Residence:** shared flat in Milan

**Biography:** Paula is a Spanish young girl who has moved to Milan to pursue her Master's degree in design. It's her first time living abroad and she shares a flat with 6 other international students. She has quite a hectic routine due to the high workload at university, but she always tries to find a moment for herself, to relax and disconnect from everything for a while.

**Energy cut diary:** normally Paula comes home just before dinnertime; she does some exercise and/or cooking and has dinner with her flatmates. Afterwards, she goes to her room to continue with university work. Before going to bed, she likes to relax, listen to music and review her social media while enjoying the scent and the movement of the lit candle. After all, she is aware and accepts that energy cuts will be part of her daily life.

music  
relaxation  
nature

**Pain points (during energy cut):**

- She loves lighting candles even if she is aware the amount of smoke they produce and how many she needs to have more light.
- The candles are static light sources and not adjustable to needs.
- She usually goes to the little shop under her house whenever she is missing something essential, but sometimes it is already closed or out of stock, and she has to go to another shop or supermarket to try it out.

**Goals (during energy cut):**

- Feeling comfortable during blackout.
- Keeping up with her routine even when there is no artificial light.
- Achieving a candle atmosphere in a sustainable way.
- Possibility of customizing her room's environment (the light or the aroma) for each mood or task.
- Having next home essential products in 24h shop or vending machine.



# Offering

THE MAIN PROVIDED SOLUTION



The graphical representation of the services shows what the startup would offer to its users. Classified in two groups according to their level of relevance.

**The main offering refers to the oil supply** action, since without the specific oil the product itself does not work and the whole experience is meaningless. The type of oil to be used for Sisun ignition is Farmlight Lampoil, also called liquid wax, which is transparent and composed of pure, high quality paraffin waxes. The original oil is odourless; thanks to its high purity during combustion, it produces no smoke or soot. Different aromas can be added to spread a good smell at home, and for this reason, we give user the possibility to choose between different aromas, applying once again the personalisation.

**1 litre of oil is expected to provide 65 hours of burning flame**, of course this generalisation will vary significantly depending on wick size or wick height, among other variables. Based on that assumption, the user who lights Sisun for 4 hours every day will need to refill the oil tank (with a capacity of 1 litre) once every two weeks, i.e. frequently. This is why the oil supply plays an essential role in the service offer, and as

already mentioned, it will be done in two different ways.

**On the one hand, there is the B2C business**, where the customer buys Sisun directly from our website or from a partner shop. In this case, active participation of the user is required to obtain the oil, as the user can go to one of the oil refilling points to refill his oil bottle. **The so-called oil refilling points are supermarkets, local shops or depot shops, which are nearby places that users frequent.** At these venues, farmlight lampoil dispensing machines will be installed. Similar in operation to vending machines, the user will place the bottle, select the type of aroma-oil desired and the machine will automatically refill the 1-litre bottle. Afterwards, the user will have to pay for the service at the cash register.

**Secondly, there is the B2B business**, where an energy company comes into play as an intermediary between the startup and the end customer. In this case, **agreements would be established with “fair” energy companies, such as Ènostra in Italy, to be part of their service offer as an alternative in times of power outage.** In this way, the end customer would obtain our Sisun lamp

through the energy company he/she has contracted with, with a new plan that in addition to providing the lamp, also includes the provision of the necessary oil for it. Here, no active involvement of the user is required because the user will receive a new 1 litre bottle of oil directly at home, after handing over the previous one. Also here, the possibility of personalisation will be offered, as the user can choose on the website which type of aroma-oil he/she would like to receive the next time. In this second option, **the end-user will pay monthly directly to the energy company as usual, as it is a subscription plan.**

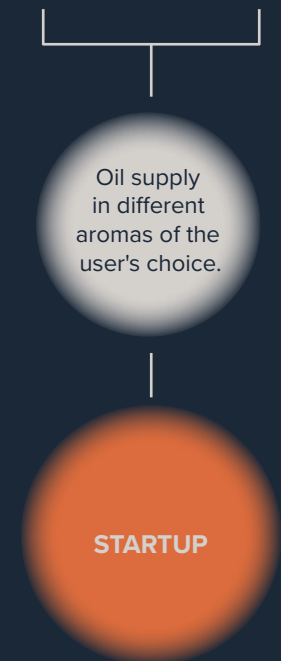
It is worth mentioning that **the refillable bottle will be delivered in the packaging together with the lamp at the first purchase.** Both the bottle and the lamp base which is also the oil tank have a capacity of 1 litre, however, a bottle with a special nozzle has been designed to facilitate the action of refilling the tank. Thanks to a small hole in the base of the lamp (plugged with a rubber cap) and the dosing squeeze bottle, the filling process is easy, clean and safe.

In addition, it is worth mentioning that the bottles that the user hands in will not

be thrown away, but will be collected, cleaned, refilled with oil and given back to the users, as long as they are in good condition. In this way, the bottles will have a circular life cycle, once again complying with the values of the startup.

## Offering map: first offering

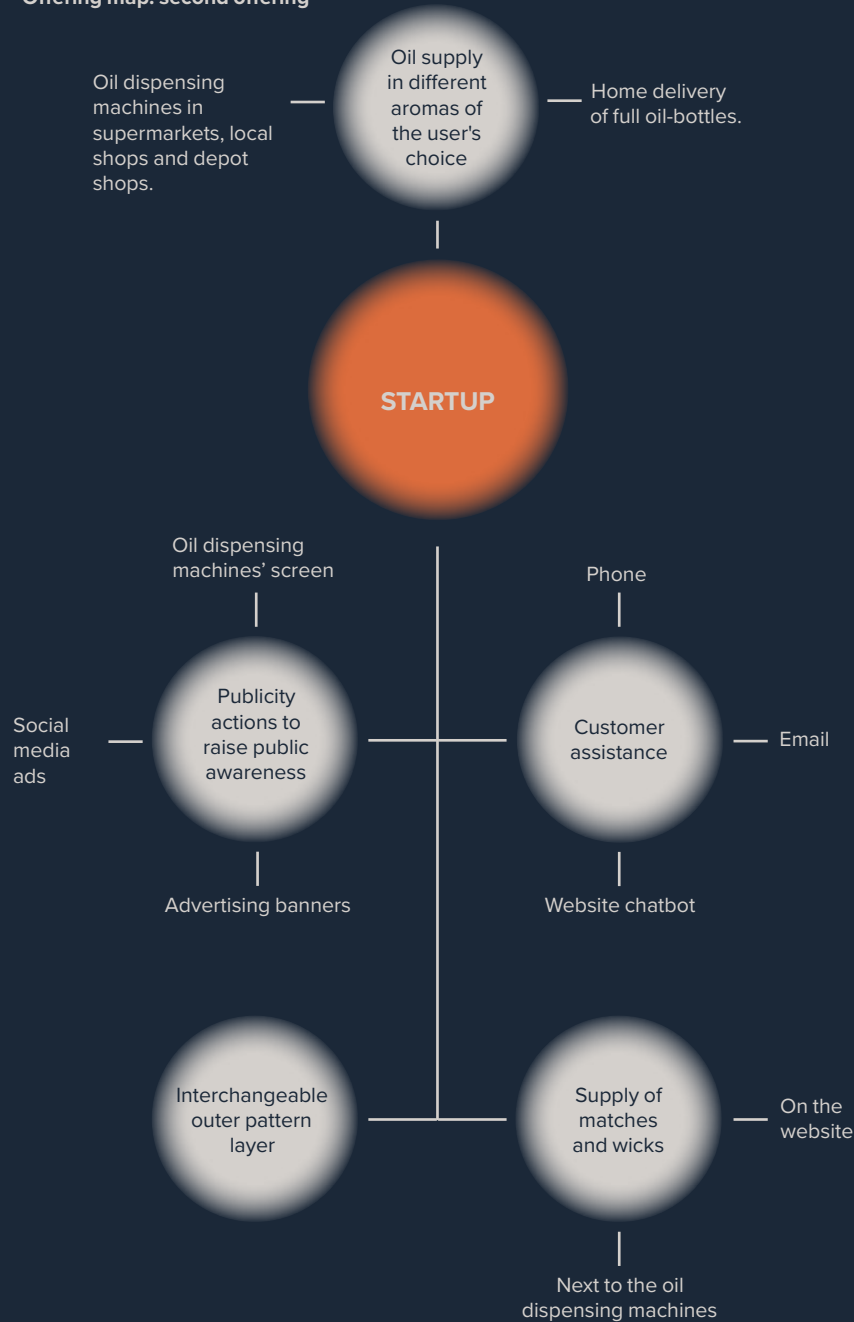
Oil dispensing machines in supermarkets, local shops and depot shops. Home delivery of full oil-bottles.







Offering map: second offering



THE SECONDARY PROVIDED SOLUTIONS

.....

On the other hand, there are actions related to **pre-purchase awareness, the supply of wicks and matches or customer service**, which are on a second level compared to oil supply, but still support and enrich it and are very functional.

Firstly, publicity actions to raise public awareness consist of carrying out a consensual marketing model with the aim of showing Sisun to the public, not just to display an aesthetic product, but to inform and show its full potential. To this end, it is considered appropriate to intervene in social networks and **to place advertising panels at strategic points in the cities as quick publicity**. However, we also want to take advantage of the screens of the oil dispensing machines to inform customers about what Sisun is, how it works, what functions and benefits it offers, etc.

Secondly, as with the aroma-oil selection, the customer will also be offered the option **to customise their Sisun**. The movable outer layer perforated in a pattern is interchangeable, **so customers**

**will be able to choose the pattern they like most and/or buy more than one and change it whenever they wish.**

It is also considered interesting, although not essential as it happens with the oil, to provide the user with other components for the Sisun such as **the long matches to light the lamp and the wicks**, which will be placed right next to the oil dispensing machines or also available on the website. Sisun will contain fibreglass wicks, which offer better fuel flow to the flame than the conventional braided cotton ones. They burn the fuels efficiently and economically for the best flame shape, colour and smokeless operation of the oil lamp.

Finally, **the necessary assistance will be provided to the customer to clarify any doubts or technical problems that may arise**. It is considered important to facilitate this contact in more than one way, namely through the chat-bot that will be available on the website, by email and by telephone, where both calls and text messages will be accepted.



# Questioning

THE SURVEY THAT TESTED THE FIELD

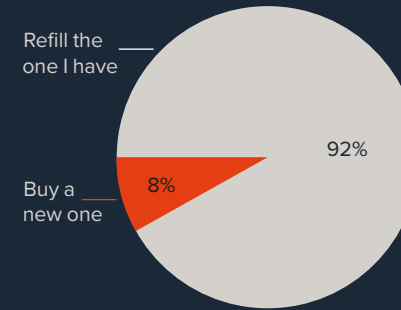
.....

Everything related to the oil supply service is not just a coincidence, it has a human basis. **A quick survey was carried out by sharing it with 25 people** who more or less fulfilled one of the two profiles described above. In it, we could see how they all are attentive to sustainability, to a greater or lesser degree. Hence, 92% of the participants showed that they would rather refill an existing bottle than buy a new one for when the oil runs out. Moreover, to the question “Where would you refill your bottle of oil for the oil lamp?”, 65% answered supermarkets, the rest talked about distributors in the city, gas stations... From this it can be deduced that these people are

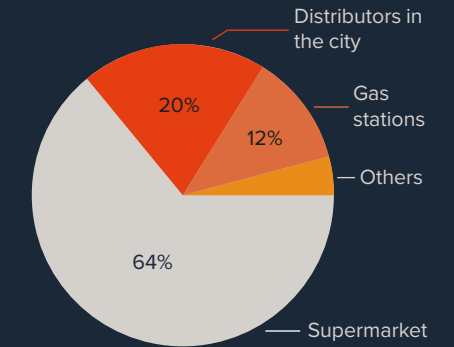
looking for convenience and comfort, it should not be extra work for them. Apart from the oil supply issue, it has come to our attention that one third of the respondents do not know what an oil lamp is or have only heard about it. In fact, 20 people out of 25 have never used an oil lamp, and half of them do not know how it works. This points to a lack of knowledge and a negative feeling about oil lamps in society, with respondents showing attributes such as antiquity, dangerousness or unsustainability. This reality leads us to act in the phase prior to the purchase of the lamp, to carry out an advertising campaign informing people of all the benefits that Sisun can provide.

### Survey results:

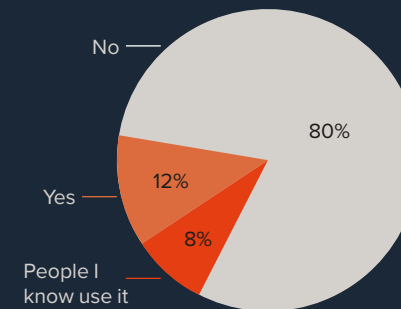
"If you had an oil lamp and ran out of oil, would you prefer to buy a new bottle of oil or refill the one you have?"



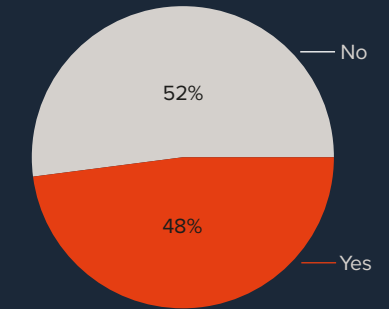
"Where would you refill your bottle of oil for the oil lamp?"



"Have you ever used an oil lamp?"



"Do you know how oil lamps work?"





# Stakeholders

## INVOLVED ACTORS IN THE SERVICE



In order to identify the agents involved in the service explained above, two stakeholder maps have been drawn, one for each type of business (B2B and B2C), with the aim of better visualising the relational similarities and differences between them.

Each stakeholder has been placed accordingly to their role, thus, in the centre of the circle is the main actor of the system, which is the startup itself, since it is the main provider of the solution. Around it, in the nearest ring, are the strategic partners, those who have a close and active relationship with the startup, which is where the main difference between the two maps lies. In the third layer, there are mainly the providers of goods and the users themselves, who, although they are not strategic as the previous ones, are essential for the existence of the service system. And in the last layer are the stakeholders who inform and/or support the solution.

## BUSINESS TO CUSTOMER



In addition to the oil suppliers, the B2C business model is characterised by the purchasing shops and oil refilling points as strategic partners.

These are precisely the different supermarkets, local shops or depot shops that can be found in towns and cities. On the other hand, here social media is placed in the third layer as it plays an important role in the pre-purchase phase, advertising the lamp and all its potential.

## BUSINESS TO BUSINESS



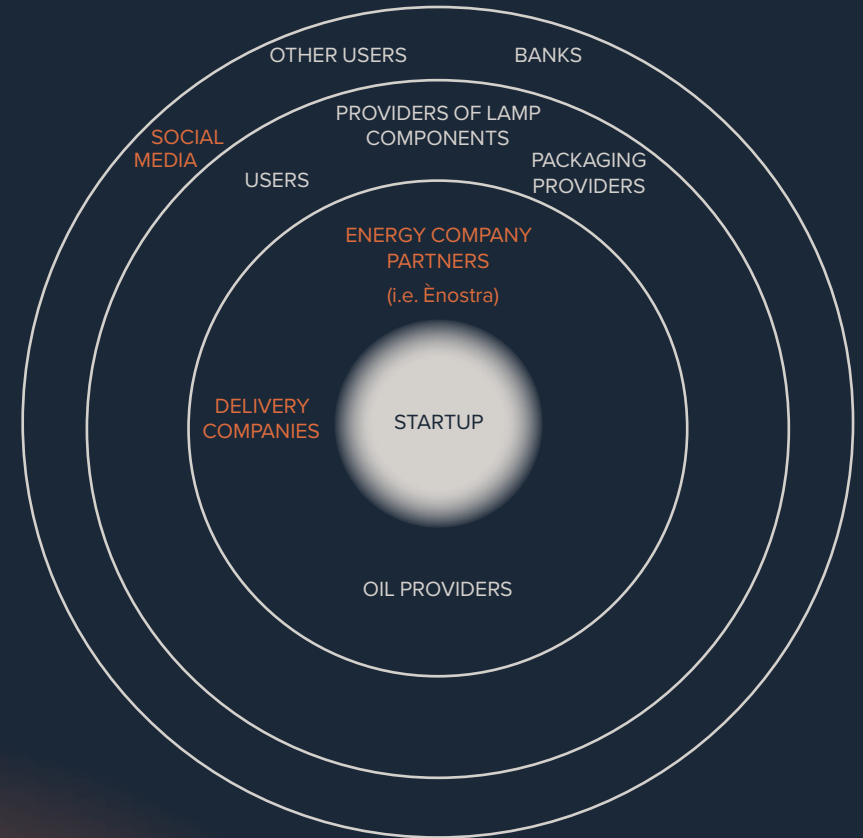
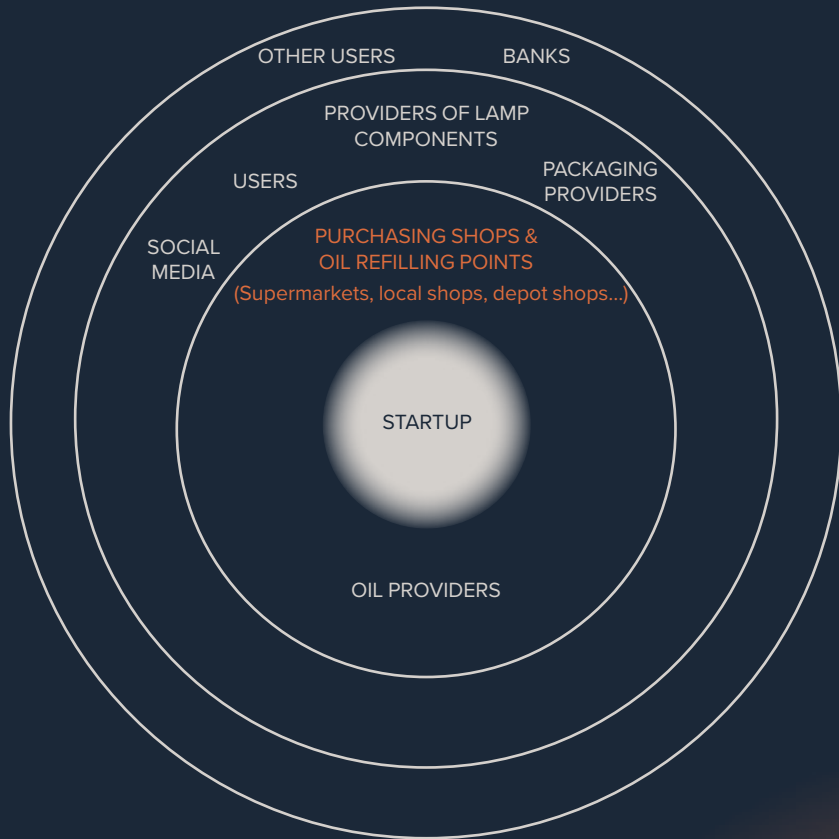
In addition to the oil suppliers, the B2B business model is characterised by fair energy companies, such as Ènostra, and delivery companies to distribute the oil as strategic partners.

On the other hand, here social media is placed only in the last layer as they will be an information resource, but in this case the communication and promotion will be mainly done through the main energy company.



BUSINESS TO CUSTOMER

BUSINESS TO BUSINESS







## Journey

FEW STEPS TO GET  
THE BEST EXPERIENCE

.....

The following experience map depicts the ideal path that the two types of users would follow from the moment they are aware of the reality until they recommend the new experience, after going through the whole phase of purchase, use and reuse.

Above all, the main process and the user experience has been reflected in response to the main offering of the service, which is the oil supply. As shown above, Paula represents the B2C segment, which means that she would buy the Sisun lamp on her own and refill the oil also on her own, going to one of the stations where an oil dispensing machine is installed. On the contrary, Lucia represents the B2B segment, which means that she would sign up for the new plan offered by her energy company, which includes the Sisun lamp and the home delivery of oil.

The user will flow from **awareness** to **discovery** getting to **purchase** and finally jumping into **usage** and **refilling**. The **recommendation** is obviously the final obliged step.



B2B

ACTIONS

GOALS

TOUCHPOINTS

THOUGHTS

	before	during					during	after			
	awareness	discovery	purchase	usage	usage	usage	home delivery & refilling	advice			
ACTIONS	Lucia is aware of the situation of planned power cuts, she knows it will be a new reality.	While Lucia checking her bills on the energy supply online website, she discovers a new contract offer for the planned blackouts.	By browsing the website she discovers that this new plan offers a Sisun oil lamp and the home delivery oil service, all included in the bill. Lucia decides to subscribe it.	In the energy company's special website she chooses the pattern for the lamp and the aroma-oil she likes most. Then the new energy plan starts and she pays the new bills.	She receives and opens the oil lamp package which contains: -Oil lamp -11 reusable bottle full of oil -5 wicks -Box of long matches -Instructions -Awareness booklet	Lucia puts the oil inside the lamp, she lights up and uses the product during the energy cuts.	Lucia deduces that the oil level is getting lower over time due to the weight of the lamp. After two weeks of daily use of 4h Sisun runs out of oil.	Before running completely out of oil she browses the energy company's website and schedule a day for the home delivery of oil. In the website Lucia chooses also to change the oil aroma for this delivery.	Lucia puts the empty bottle outside in the collection point of her apartment. Her neighbours, also users, will also put their own bottles in a plastic box.	The day after, the startup collects the empty bottles, they will be responsible for cleaning and refilling them. Lucia receives the refilled bottle at home in the scheduled day.	Satisfied with the experience with the product, she wants to share it with people around her and in social media and recommend it.
GOALS	Going on with her life also in the dark with a natural source of light.	Finding out more about the new purchase plan.	Signing up for the new plan.	Customising the purchase of Sisun.	Opening the package and discovering what is inside.	Using the lamp in different situations during the energy cut.	Knowing when the lamp runs out of oil.	Scheduling the day of the home delivery of oil and deciding the aroma-oil.	Putting empty bottles in the collection point.	Receiving the refilled oil bottle at home.	Sharing her experience and recommending Sisun.
TOUCHPOINTS	Newspapers TV news Social media	Energy supply company's website	Energy supply company's website	Energy supply company's website	Package delivery person Package (and all the components inside)	Lamp Oil-bottle Matches	Lamp	Website Oil-bottle Supermarket	Oil-bottle Neighbours Plastic box	Oil-bottle Delivery car Courier	People Social media Website
THOUGHTS	"Before I gave energy for granted, now I understand the situation. Anyway, I need to keep up with my routine."	"I was really into discovering what's their proposal for those hours, my previous intention was to charge my devices before the blackout."	"It's a really interesting alternative and I want to try it. Also, the flame looks fascinating."	"It's really nice that I can choose the pattern for my Sisun and the aroma for the oil. In this way, I will feel it mine, original."	"It looks really nice, just as the energy company describes it, I can't wait for the next blackout to try it."	"It's cool that I can adapt the environment with this lamp, both for chilling and focusing."	"I'm able to predict when the lamp will run out of oil and maybe anticipate to refill it, so that I don't suddenly run out of light."	"How nice that I can set the day I want the oil home delivery. In this way I can organise better my weeks."	"Easy, I just need to put my empty bottle outside and they will provide me a refilled one. I like this company's organisation"	"I received the new bottle on the scheduled day. I thought refilling would be the difficult and messy part of the product, but I didn't get any dirt, so good!"	"Many people commented on my post with the lamp because they were curious and interested, maybe Sisun is the product of the future".



B2C

ACTIONS

GOALS

TOUCHPOINTS

THOUGHTS

	before	during								after	
	awareness	discovery	purchase	usage			home delivery & refilling		advice		
ACTIONS	Paula is aware of the situation of planned power cuts, she nows it will be a new reality.	While Paula scrolling through her social media she sees an advertisement for Sisun. Curious about the novelty, she decides to find out more about it.	By browsing the website she learns about all the features and decides to buy Sisun.	She chooses the pattern and the aroma-oil she likes most and buys the product, which will be delivered to her home.	She receives and opens the oil lamp package which contains: -Oil lamp -11 reusable bottle full of oil -5 wicks -Box of long matches -Instructions -Awareness booklet	Paula puts the oil inside the lamp, she lights up and uses the product during the energy cuts.	Paula deduces that the oil level is getting lower over time due to the weight of the lamp. After two weeks of daily use of 4h Sisun runs out of oil.	She takes the oil-bottle and goes to the nearest supermarket where an oil dispensing machine is installed, as she checked on the website.	Paula places the bottle and pushes the button of the dispensing machine to refill it 1 liter according to the aroma-oil she wants. She takes the bill to pay in the cash desk.	She returns home and refills the oil tank of the lamp thanks to the covered hole placed in the base and the narrow end of the oil-bottle.	Satisfied with the experience with the product, she wants to share it with people around her and in social media and recommend it.
GOALS	Going on with her life also in the dark with a natural source of light.	Finding out more about Sisun.	Buying Sisun.	Customising Sisun.	Opening the package and discovering what is inside.	Using the lamp in different situations during the energy cut.	Knowing when the lamp runs out of oil.	Find the nearest place where there is an oil dispensing machine installed.	Refilling the oil-bottle with the aroma-oil preferred.	Refilling the oil tank of the lamp.	Sharing her experience and recommending Sisun.
TOUCHPOINTS	Newspapers TV news Social media	Advertising on social media	Website	Website	Delivery person Package (and all the components inside)	Lamp Oil-bottle Matches	Lamp	Website Oil-bottle Supermarket	Oil-bottle Oil dispensing machine Cash desk Supermarket Bill	Oil-bottle Lamp	People Social media Website
THOUGHTS	"Before I gave energy for granted, now I understand the situation. Anyway, I need to keep up with my routine."	"I was surprised when I found out that it was an oil lamp, it's interesting that it is something so new and so old at the same time."	"It's what I needed, it allows me to continue with my tasks, and it's also a nice decorative product."	"It's really nice that I can choose the pattern for my Sisun and the aroma for the oil. In this way, I will feel it mine, original."	"It looks really nice, just as the website pictures, I can't wait for the next blackout to try it."	"It's cool that I can adapt the environment with this lamp, both for chilling and focusing."	"I'm able to predict when the lamp will run out of oil and maybe anticipate to refill it, so that I don't suddenly run out of light."	"How nice that there is an oil dispensing machine near my house, in the supermarket where I usually do my grocery shopping."	"Easy, it's like refilling detergent and make a normal shopping. I can also choose between different scents!"	"I thought this would be the difficult and messy part of the product, but I didn't get any dirt on it, so good!"	"Many people commented on my post with the lamp because they were curious and interested, maybe Sisun is the product of the future".



# Story

## THE EXPERIENCE OF SISUN SERVICE

.....

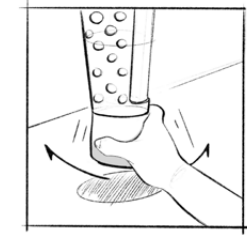
In the storyboard, the same steps and actions as described in the experience map are shown graphically, in order to better understand Paula's journey, which describes the B2C case.



1. Paula is aware of the situation of planned power cuts, so she is going home earlier. Suddenly houses are falling in darkness.



6. Paula puts the oil inside the lamp. One evening she lights up Sisun during an energy cut. The incanted atmosphere around her makes her feeling comfy in her house.



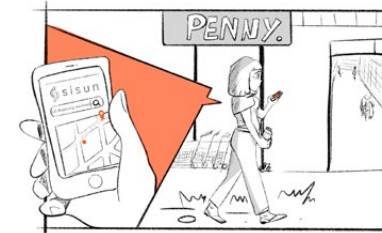
7. Paula deduces that the oil level is getting lower due to the weight of the lamp. After two weeks of daily use of 4h Sisun runs out of oil. She has no worries, she can refill her oil bottle!



2. While Paula scrolling through her social media she sees an advertisement for Sisun. Curious about the novelty, she decides to find out more about it.



3. By browsing the website she learns about all the features and she is really amused. Finally she decides to buy Sisun oil lamp.



8. After checking on the website where the nearest dispensing machine is located, Paula takes her oil-bottle and goes to Penny Market under her house.



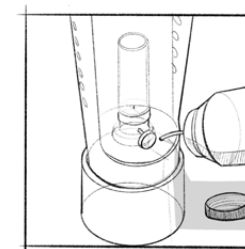
9. Paula places the bottle and pushes the button of the dispensing machine to refill it 1 liter according to the aroma-oil she wants. She takes the bill to pay in the cash desk.



4. She chooses the pattern and the aroma-oil she likes most and buys the product. Two days later she will receive it at home. What an amazing service!



5. Opening the package she finds an elegant oil lamp, a reusable bottle full of oil, 5 wicks to change the original one, a box of long matches, some instructions and a very interesting awareness booklet.



10. Paula returns home with her bottle full of oil. She refills the oil tank of the lamp thanks to the covered hole placed in the base and the narrow end of the oil-bottle. Finally she can lit it up again!



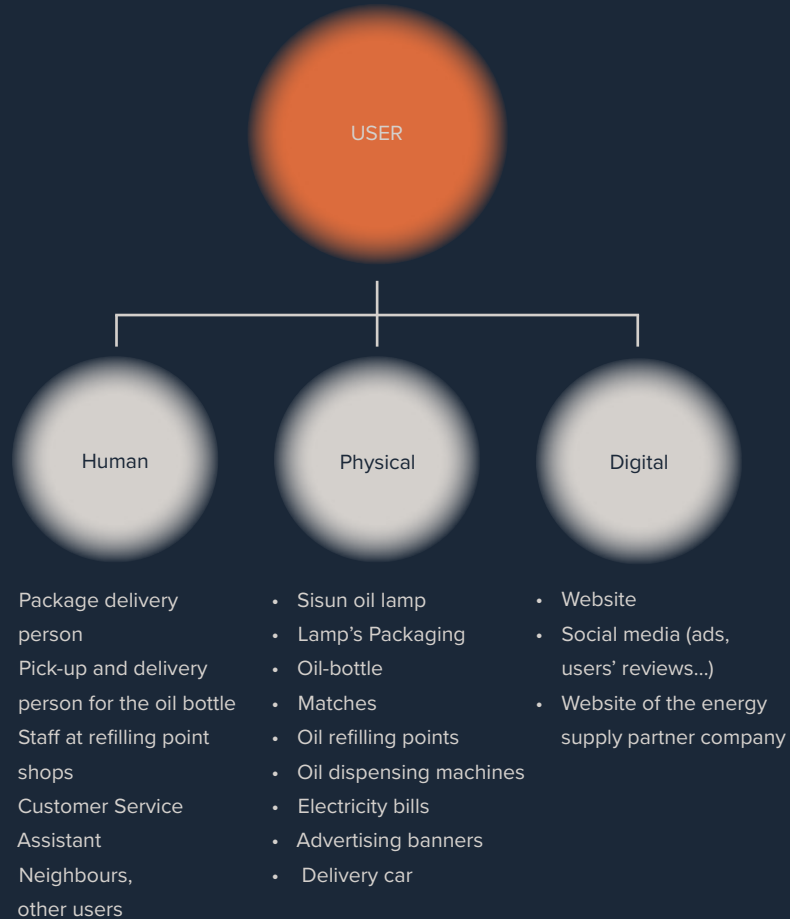
11. Satisfied with the experience with the product, Paula wants to share it with people around her and in social media to recommend it.





# Touchpoints

OVERVIEW OF USER-SERVICE POINTS OF CONTACT



See the interactive landing page prototype →





Sisun Business Card



Sisun Outdoor Ad





## Partnership

THE B2B PROFESSIONAL  
RELATIONSHIPS

.....

Sometimes you don't talk to your direct customer, sometimes you just need a **mediator** in the middle to help each other to reach your main goals.

When the energy cut would be our new reality a fair electricity supply company with a strong focus on sustainability in its corporate image, it may be interesting to establish a relationship with our start-up. The electricity company loses revenue from the energy cut in which there will be no income for them. Following its sustainability perspective, instead of pushing people to overcharge their devices, it offers a sustainable alternative: the Sisun lamp. Because of this, we establish a partnership between us and the company, which gives rise to an economically and socially oriented collaboration. Since the two companies occupy different positions in the value chain they are going to establish a vertical partnership, with correspondingly different decision-making powers. The strategic partnership identifies the electricity company as the commercial channel for selling and promoting the product. The consumer will receive the product as an alternative source of electricity through an agreement with the company and a price set in the electrical bill. But would be our startup the one who takes care of the production, distribution and the rest of the product's life cycle, while the electricity company acts as the commercial channel by

having more users that we can reach. Thus, the strategic partnership allows both actors involved to strengthen their value proposition and share resources, but also a marketing partnership allowing both companies an increase in the perceived value of the offer and customer satisfaction. In concrete terms, the user enters into an agreement with the electricity company to receive the Sisun lamp. The agreed price is paid by the user in the bill. Our startup produces and distributes the lamp and the bottle of oil inside the packaging to the user. Once the bottle of oil is finished, this and with the other users bottles in the building are after about 14 days put outside at the entrance, a Sisun employee collects the empty bottles and replaces them with full bottles. The collected bottles are cleaned and refilled for distribution. In the partnership, the company makes the agreement with the customer while the start-up company produces and distributes the lamp and its oil. (The collection of the bottle is collective because a single and private one would be too expensive for a startup.) The value created for one actor also becomes a value for the other, triggering a return mechanism that makes it a long-term business relationship.

## Future

THE SPACE FOR POSSIBLE  
DEVELOPMENT

.....

When considering the development of the startup into a larger and more established company, the expansion of the b2b offer to b2c is also envisaged. Since the energy company is only a commercial channel, it is our start-up that has to take care of establishing a contract with a transport company for the distribution and collection of the oil. In a hypothetical development of customers around this service with high numbers, our startup can purchase its own vehicle for managing distribution. At this point, with one's own vehicle, the service can also be offered to the consumer who buys the lamp through another commercial channel, because at that point it can be economically convenient.



Sisun Oil Lamp Prototype, Photo



visual  
identity



## Branding

### IDENTITY & TONE OF VOICE

.....

Sisun's identity is reflected by the composition of the semi-transparent logo softly melted on the warm-toned circular gradients, all united through the textural noise filter.

Branding elements include:

- logo
- fonts
- colour scheme
- visual elements: gradients, pattern, and a noise filter

Tone of voice is **refined** and **calming**. It is obtained through the figurative language, correlating the physical flame to the human inner spark. This way it refers to the *sistu's* resilience and courage.



Revive your flame, define your ambience.  
Sisun - your independent spark.



Full logo warm-grey:



Logo elements:

Symbol      Logotype



Logo variations:

Monochromatic horizontal



Vertical warm-grey

Monochromatic vertical



## Logo

LOGO STORY, ELEMENTS  
& VARIATIONS



**Logo story:** our logo is inspired by the shape of the flame - the main value of the brand, but also by the traditional oil lamp's glass, which functions as a tribute to this forgotten today device. What is more, it reminds the soft letter "s" and the shape of the product's reflective plates from the top, which enables the symbol to function itself and connote the brand characteristics. The logotype is in sans serif typeface with wide tracking,

which aims to reflect the lightweight, calming brand's tone of voice.

**Elements&Variations:** the logo is composed of the symbol and the logotype. The logo full version is horizontal and warm-grey. Logo versions include monochromatic (black and white) horizontal and vertical alternative. Also, the symbol can function as the logo itself.





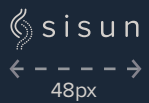
Logo construction:



Safe area:



Minimum size:



Logo on backgrounds:

Opacity: 70%



## Logo

CONSTRUCTION, SAFE AREA  
& LOGO ON BACKGROUNDS



**Construction:** the logo is constructed on the base of the logotype's tracking value, which is an "x".

**Safe area:** is defined tracking value between letters "u" and "n" and should not be invaded.

**Logo on backgrounds:** and branding elements is used in 70% opacity to ensure the soft blend with backgrounds.



## Fonts

SANS SERIF & SERIF  
TYPEFACES

.....

Sisun's fonts are composed of two typefaces: **sans serif Proxima Nova** and **serif Garamond Premier Pro**. Proxima Nova is used as regular, semibold and light font, and they are used in titles, subtitles, and branding elements composed of shorter blocks of text. Garamond Premier Pro on the other hand is used for the long paragraphs of text in the booklet and on the website, with a regular, italic and bold font.



## Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Garamond Premier Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ-

VWXYZ abcdefghijklmnopqrstuvwxyz

1234567890

### Garamond Premiere Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### *Garamond Premiere Pro Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*



# Colour Scheme

## WARM COLOUR PALETTE



Sisun's colour scheme is based on warm tones inspired by the flame and the ambience it gives. It consists of three primary colours: blackout blue, flame-heart orange and flicker orange, and of two secondary colours: glimmer yellow and warm grey.

### Primary colours:



**Blackout Blue**

**RGB**  
R12 G36 B55

**HEX**  
#0C2437

**CMYK**  
C94 M77 Y51 K58



**Flame-Heart Orange**

**RGB**  
R238 G73 B0

**HEX**  
#EE4900

**CMYK**  
C1 M86 Y100 K0



**Flicker Orange**

**RGB**  
R221 G114 B72

**HEX**  
#DD7248

**CMYK**  
C10 M67 Y79 K1

### Secondary colours:



**Glimmer Yellow**

**RGB**  
R231 G139 B28

**HEX**  
#E78B1C

**CMYK**  
C7 M53 Y100 K0



**Warm Grey**

**RGB**  
R204 G200 B196

**HEX**  
#CCC8C4

**CMYK**  
C20 M17 Y19 K0



# Visual Elements

## CIRCULAR GRADIENTS & TEXTURAL NOISE FILTER

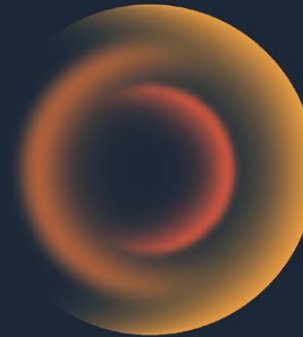


**Circular Gradients:** are used in the two forms. The Hug gradient is composed of three semicircles ensphering each other, referring to the product shape and its reflections, also connoting the calmness and warmth the hug gives. It is used on the main branding materials like business cards or campaigns. The Sunset gradient is a gently blurred circle, mirroring the effect of ambient light the oil lamp reflects. It is applied on the background materials with more text.

**Pattern:** is created by the repetition of logo symbol. It is aimed to be used on branding materials like packaging paper or some backgrounds.

**Textural noise filter:** is used on branding elements consisting of logo, typography and gradients, like business cards, posters, campaign, social media posts etc. It softly combines all the elements and adds a texture, which also refers to the pattern created by the lamp.

Circular Gradients:



The Hug

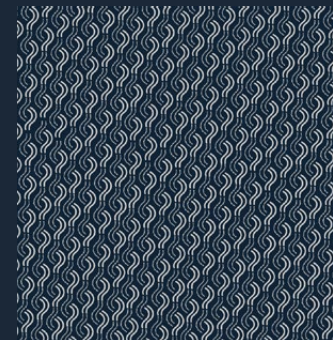
Flame-Heart Orange,  
Flicker Orange,  
Glimmer Yellow



The Sunset

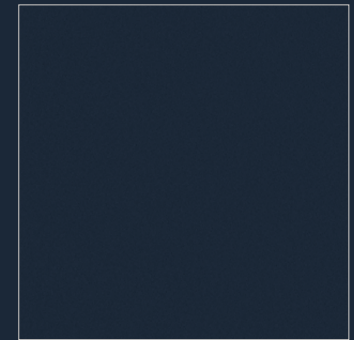
Flame-Heart Orange,  
Flicker Orange

Pattern:



Pattern is created by the repetition  
of logo symbol

Textural noise filter:



The noise filter is generated in  
Photoshop and has value of 8%

conclusion





## Summary

TO KEEP US  
IN MIND

.....

We faced the task of painting a challenging picture in the journey you just read about in Sisun's project.

The complex European scenario enveloped in a severe energy crisis is represented by the initial night-blue canvas. The reason the background is so dark is because planned power outages will prevent regular daily activities from continuing inside private homes. Fear not. You won't miss the skilled hand of a painter on such a plain background or on the drastic and recurring shutdown of our daily life. Sisun arrives to renew our existences with her own flame and rediscover them with the immense power of their electrical independence. The oil lamp, a device so old and

sophisticated, is making a comeback in our homes with a new, more streamlined appearance. Sisun uses a sophisticated interplay of reflections between metal lampshades to assist those who are in the dark in generating a useful light for their surroundings. After all we see only through contrasts, right? We embrace the darkness through the embrace that Sisun reveals about herself. To welcome the person to the rediscovery of the world of oil lamps, Sisun is provided with an oil refilling service system that can be held both in supermarkets and for delivery. There is no escape, Sisun will always have access to the raw materials it needs to function. Instead of blue backgrounds in our homes, independent flames will reinvigorate our lives.



Sisun Oil Lamp, Photo





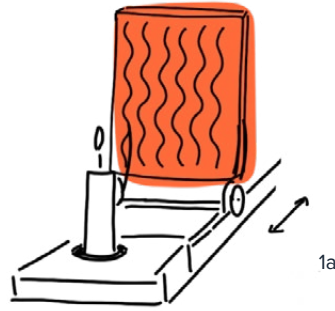
# Process

## LONG JOURNEY WITH AN AMAZING FINALE

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The conceptualisation phase started with extensive brainstorming which later converged in the development of 3 different concepts. All three responded in some way to the same scenario and the Hygge lifestyle:

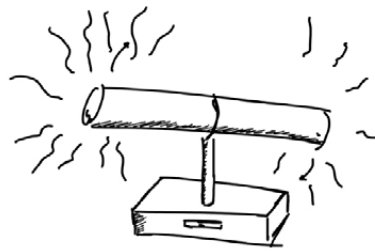
- Mood holder (1a) was based on the calming atmosphere enabling the power cut time employment, enjoying the darkness with the effects that can be created with small amount of light, playing with different materials.
- Sit-chat (1b) aimed to bring people together and lead them to connect, as they were inflatable, transportable and connectable couches.
- Darknesense (1c) sought slowing down people's life with different sounds and aromas to enhance and enjoy other senses in the dark.



1a

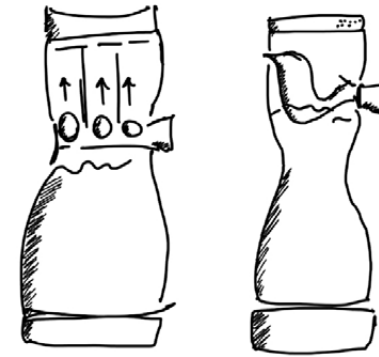


1b

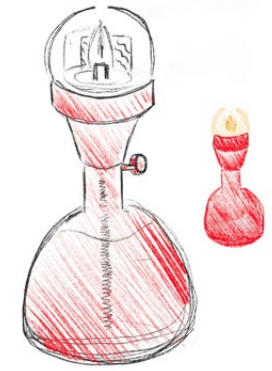


1c

After developing the three proposals and working on low-fidelity prototypes, it was decided that the right way forward and the real potential layed behind the Mood holder concept.

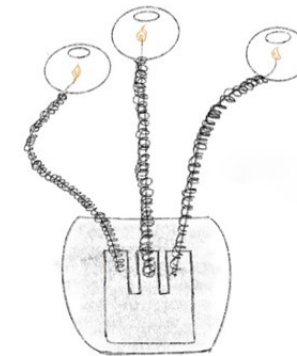


2a

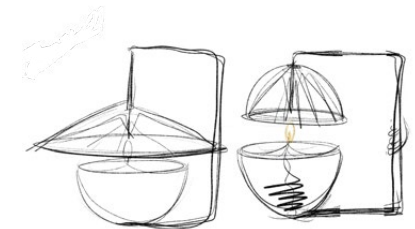


2b

Brainstorming and conceptualisation remained ongoing, aiming to combine the senses and emotions, until it was finally decided to opt for the flame as a source of light, i.e. to reinvent the oil lamp.



3a



3b

These are some examples of sketches on the way to finding the right form and function, in which modularity (3a) and adjustability (3b), as well as transportability, were worked out.



4a



4b

Lamprella (4a) and Gloritree (4b) were the result prior to the final product. Movement and colours or modularity and transportability, but in both cases seeking user's comfort and adaptability.



5a



5b

The aspects and insights gained during the process resulted in this latest product: Sisun. The low-fidelity prototype was used to test dimensions, movements, and also the visual aspect.



The final prototype, although not functional, was created to represent the identical appearance of the product, with the great help of two expert companies in the metal sector: Pol.met and ARRCAT.



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SUPPORTED THE PROJECT

.....

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EVOLVING  
for scarcity