



INSPIRED BY TRENDS

Remote Control Trendbook

2019/20

Colours, Patterns, Materials,
Atmosphere, Product Ideas



TW Electronics are a European leading provider of remote control solutions with our partner Ohsung Electronics. As the world's largest producer of Voice activated Bluetooth remote controls, you can rest assured any new technology risk is minimised. With over 100 talented and experienced engineers, we are able to offer a complete solution encompassing design, development and production. The worldwide manufacturing facilities produce in excess of 100 million remote controls per year, with local support to our European customers.

Our solutions offer the versatility and flexibility to produce a bespoke remote control developed around your needs and requirements. Design and engineering are supported by an efficient and professional team based in Korea to ensure your device looks the part, functions perfectly and is produced and delivered both on time and within budget.

TW Electronics have the experience and skills to give your device a unique personality, developing its shape, ergonomics, features, finish and functions. Working closely with customers, from sketch to prototyping, from tooling through to final product, our designers, engineers and project managers have the capability and knowledge to ensure all elements run seamlessly and on time.

TW Electronics have engaged with Silamir, a renowned marketing company, based in Paris, experienced in the profiling of markets and products and they have produced the following information with regards to remote control users and their habits and demands.

persona

noun: **persona**; plural noun: **personae**; plural noun: **personas**

Latin: personare (per-sonare: 'speak through'), is a fictional stereotyped person.

The evidence seems very clear that a millennial watching Netflix on TV among other devices will not need the same remote control as a senior that feels stressed because there are now 150 channels available and he spent all of his life happy with only 10 of them...

But how do you define remote control design based on the users requirements?

We use Personas to figure out what the social habits of users are, what kind of devices they buy, why they buy this brand instead of another, and in our case, what are their habits in terms of controlling tech.

Personas are a useful reference point for understanding who you are designing a solution for. Personas help tell the story of what life is like for a customer today and what they would like it to be in the future, allowing you to explore possibilities in terms of remote control design. They also bring user research to life for your designers, team members and clients to help keep users at the centre.

Look inside to find out what we have discovered.



CAROLINE
AGE 30 - LIFESTYLE BLOGGER



ARTISTIC

DEMANDING

COURAGEOUS

INDEPENDENT

DARING

REALISTIC

SELF-CENTERED

CAROLINE

AGE 30 - LIFESTYLE BLOGGER



Tech Friendly



Frequency of Use



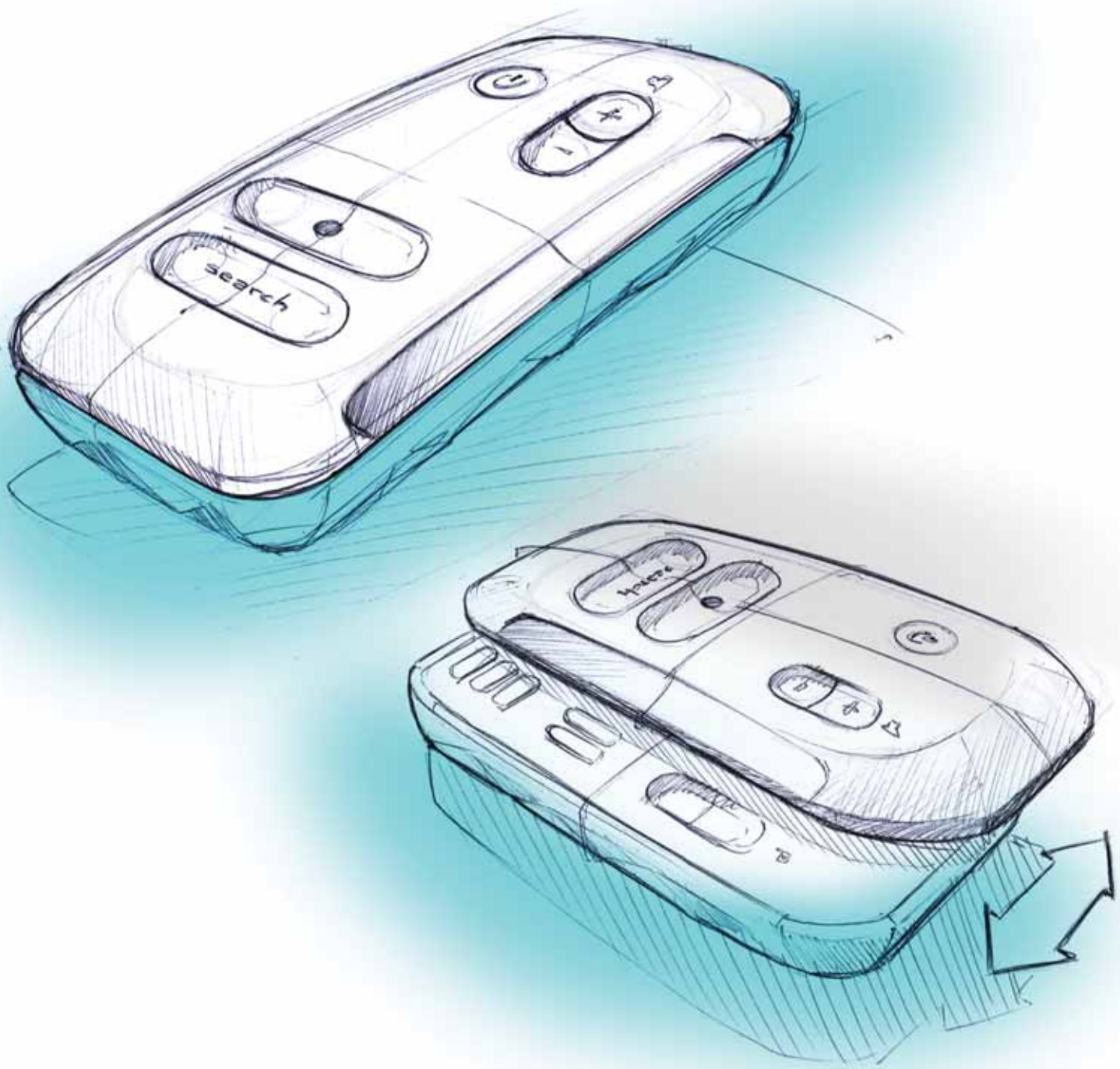
Private Usage



Caroline is a young lifestyle blogger with little to no interest in widgets and complex technologies. Therefore, she is very demanding when it comes to buying digital products and she likes to have them co-ordinating with her interior decoration.

Regarding television, she does not like to watch random programmes and would rather take time to select what she is going to watch. Therefore, she naturally appreciates the functionalities of this innovative remote control. This small and discrete object with refined aesthetics, fits perfectly in her living room.

The face of the remote control presents a large 'Search' button which activates a voice command allowing her to select specific content. She can also adjust the volume of the TV, direct a cursor on a screen, thanks to a motion tracker placed on the TV and record instantaneously, any interesting video for later viewing or replay. Other more technical function buttons on the remote control are hidden on another panel, sliding under the surface of the remote control.





KELLY

AGE 17 - HIGH SCHOOL STUDENT

INTUITIVE

LOYAL

IMPATIENT

CONNECTED

STRAIGHT-FORWARD

FUNNY

KELLY

AGE 17 - HIGH SCHOOL STUDENT



Tech Friendly



Frequency of Use



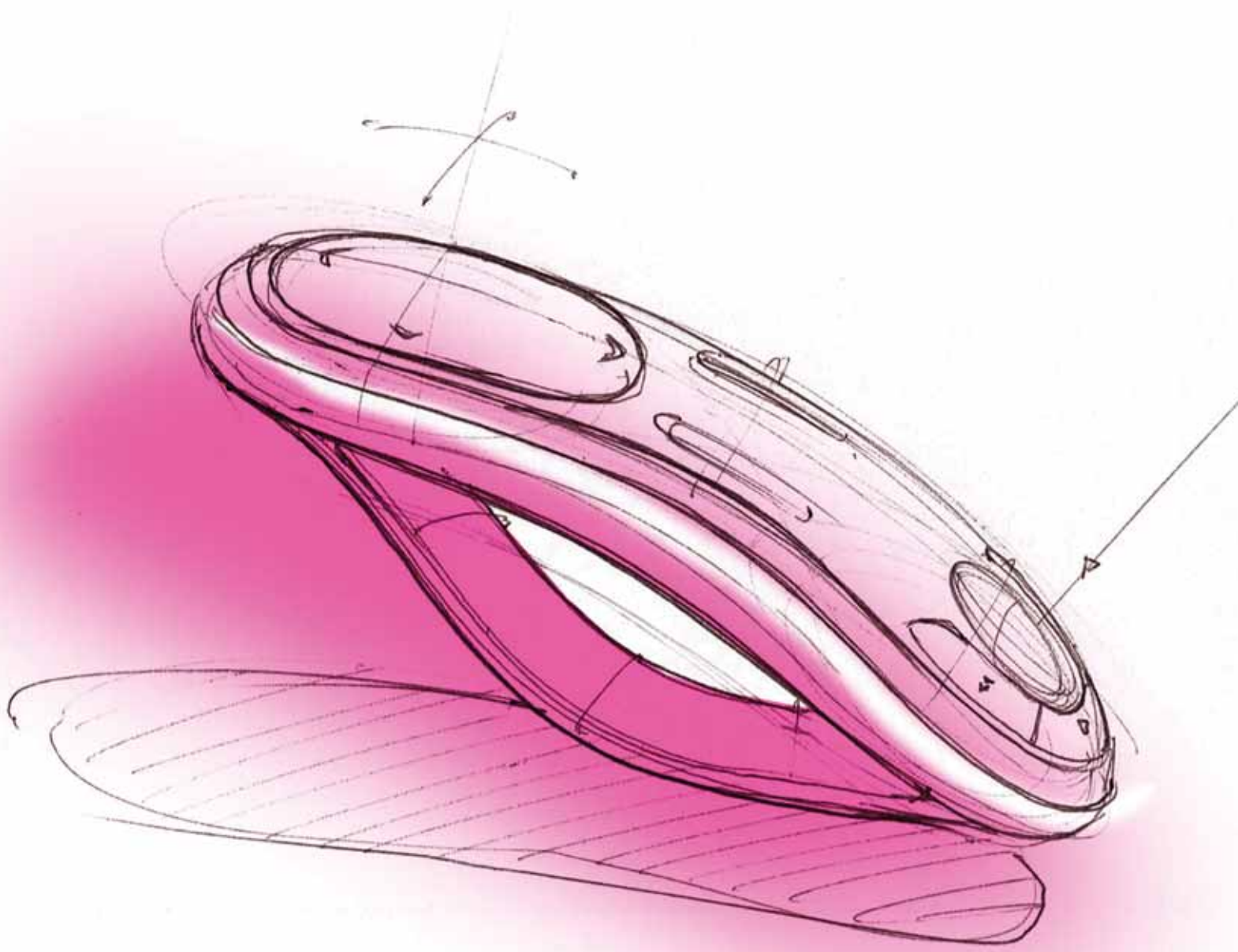
Private Usage



Kelly is a 17 year-old high school student. Like many of her generation, she owns a smartphone, uses social networks and keeps in touch with her friends, after college, through sms/chat/Snapchat.

She has her own TV in her room. Kelly mainly uses the internet to watch her favourite series, YouTube to watch videos that interest her and follows her friends and celebrities on Instagram. She uses her TV as a monitor, to mirror the content she gets from the internet, from her smartphone or her laptop.

Her phone is never far away when she watches TV but she likes to be able to react directly through the 'Like' button on her remote control and scroll the internet pages she has just projected on the screen to pause the video she was watching while responding to the urgent message a friend has just sent her.





HELEN

AGE 68 - RETIREE

DIPLOMATIC

CAUTIOUS

MODEST

BRIGHT

TALKATIVE

CARING

HELEN

AGE 68 - RETIREE



Tech Friendly



Frequency of Use



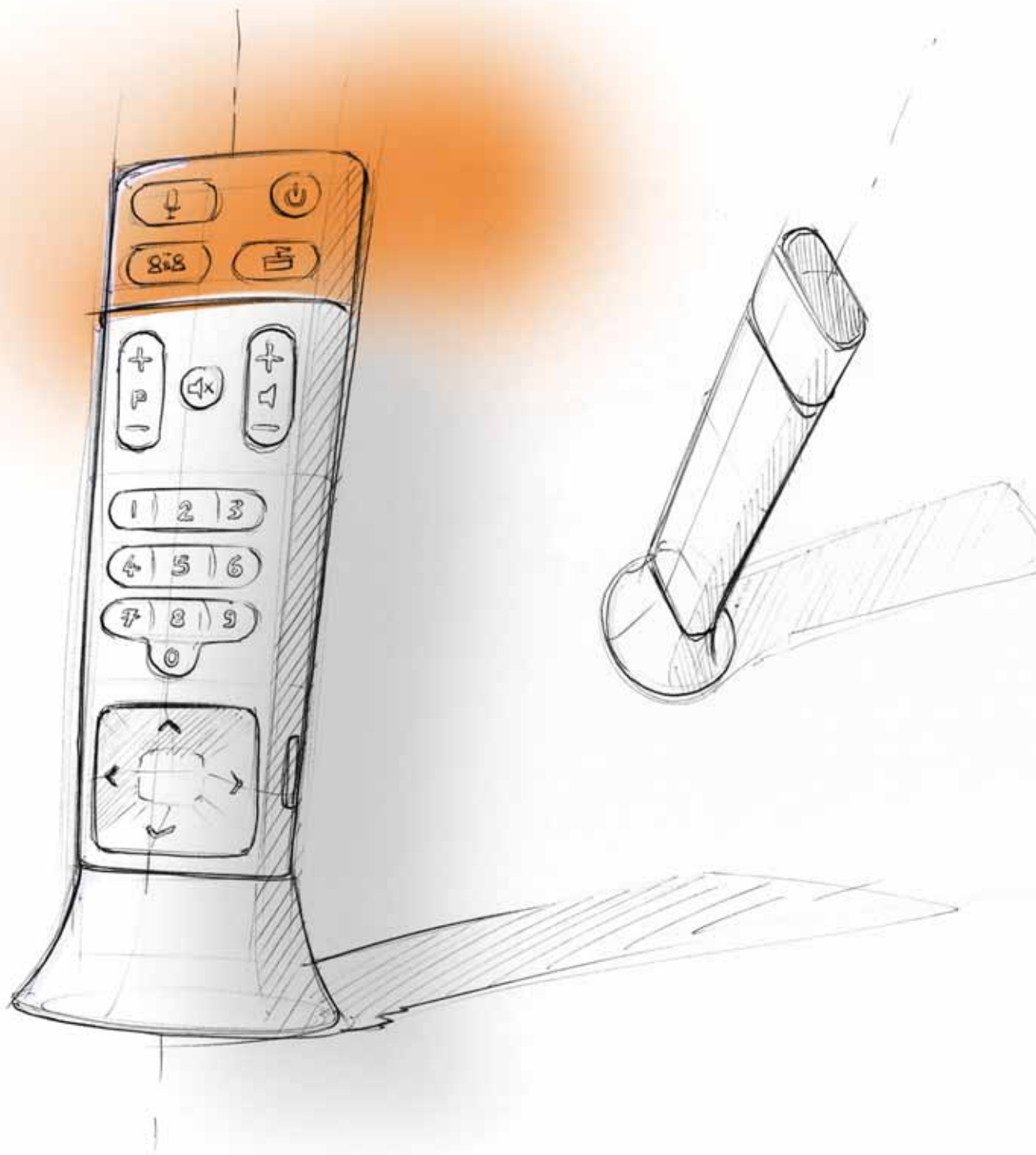
Private Usage



Helen is a retired woman of 68 years. Despite her age she is familiar with 'new technologies'. She uses the internet frequently and even manages to communicate by video call with the rest of her family who now no longer live close by. As far as television is concerned, she remains attached to a more 'traditional' use, by channels and records the time and channel, of her favourite programmes.

Wishing to communicate with their children and grandchildren Helen and her husband invested in a TV with an integrated camera. The associated remote control - with bigger buttons and therefore adapted to their view - has a voice control button for the majority of commands, buttons for adjusting the volume, for changing channels, a button for switching to a 'Video Call' mode, a button to display the subtitles, a button to mute the sound, a 'Programme' button to display the TV programme on the screen, and finally a 'To see' button to access videos/photos sent by family members (The button blinks when there is an item to watch.)

In addition, intelligent software is integrated into the remote control and saves the channel preferences viewed according to schedules. After a certain time, the television changes its own channel at a fixed schedule.





PATRICIA
AGE 40 - PHARMACIST

AMBITIOUS

AFFECTIONATE

WILLFUL

RELIABLE

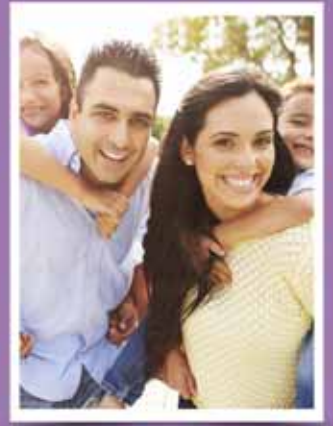
DETERMINED

WARM

HARD WORKING

PATRICIA

AGE 40 - PHARMACIST



Tech Friendly



Frequency of Use



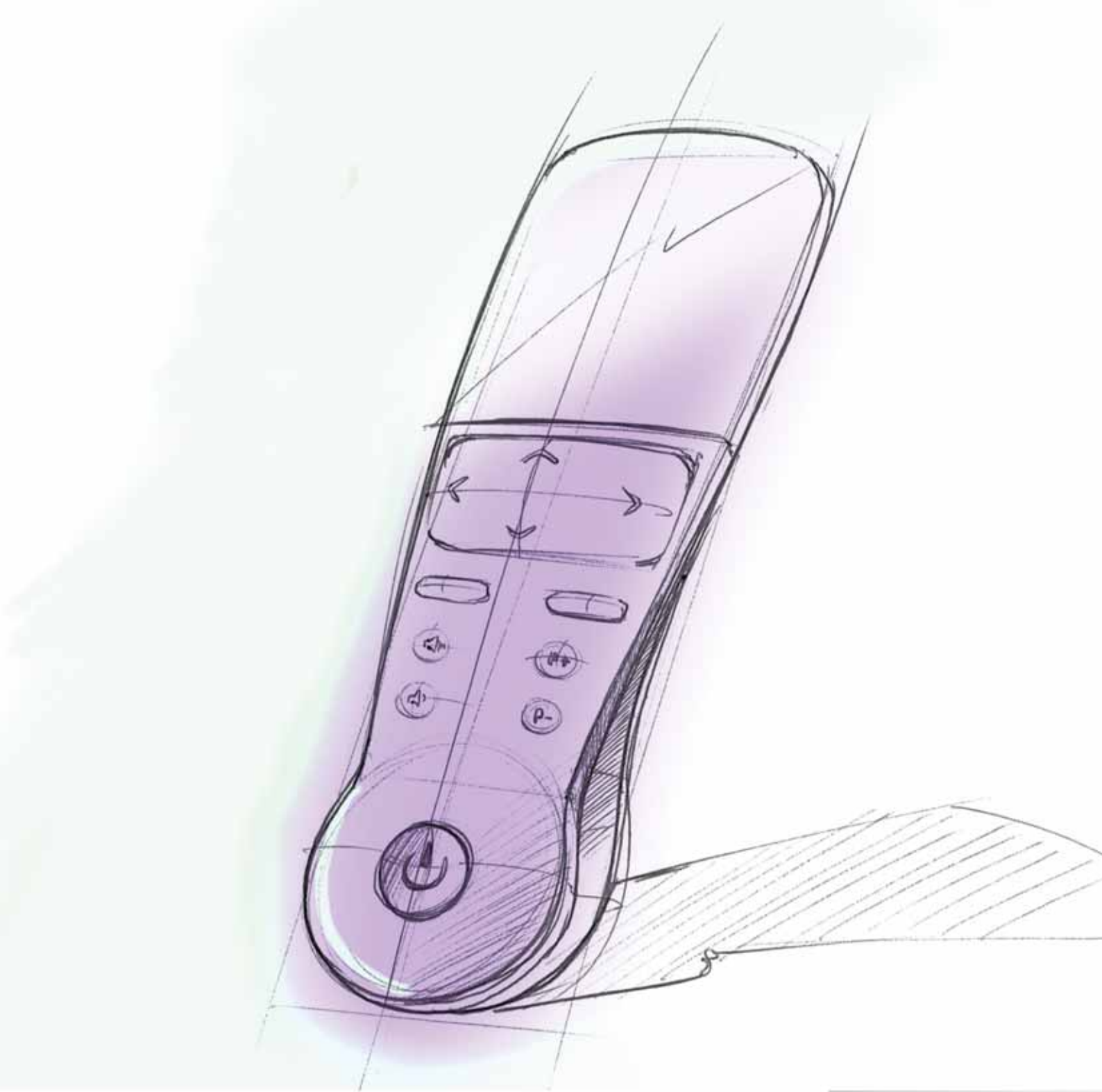
Private Usage



Patricia is a dynamic mother of two. At home, everyone has their preferences as to which channel to watch: Patricia likes to follow the news channel and to watch historical documentaries whereas her husband prefers to keep himself informed about the latest sports results and, occasionally, to watch a classic movie from the 60's.

As for the children, they enjoy watching their favourite cartoons on dedicated channels for kids. To meet all these demands, this new remote control has a fingerprint recognition pad. When a new user presses the remote control, the buttons change to a new channel pattern that is related to the user's preferences (after setting them on a Smartphone application).

This system also allows Patricia to be sure that her children will not watch inappropriate programmes. This system allows set up of a parental control system, allowing children to only access predefined channels in the menu (in this case the channel +/- buttons are disabled) and only for a limited period of time.





CHRIS
AGE 24 - STUDENT

ENERGISED

CAREFREE

OPTIMISTIC

OUTGOING

ATHLETIC

SOCIABLE

OPEN-MINDED

CHRIS

AGE 24 - STUDENT



Tech Friendly



Frequency of Use



Private Usage



Since starting his studying, Chris has been flatmates with John, Zoe and Alicia. They recently decided to invest in a new TV better suited to their needs. They have a shared Netflix account and can access it directly thanks to the 'Netflix' button on their remote control.

But living together also means dealing with different habits and preferences. Chris for instance is a nature and animals lover and likes to watch wildlife documentaries. John developed the habit of watching only specific channels on which he is sure to find something interesting, whilst Zoe likes to watch TV to pass the time and enjoys watching something according to her mood of the day.

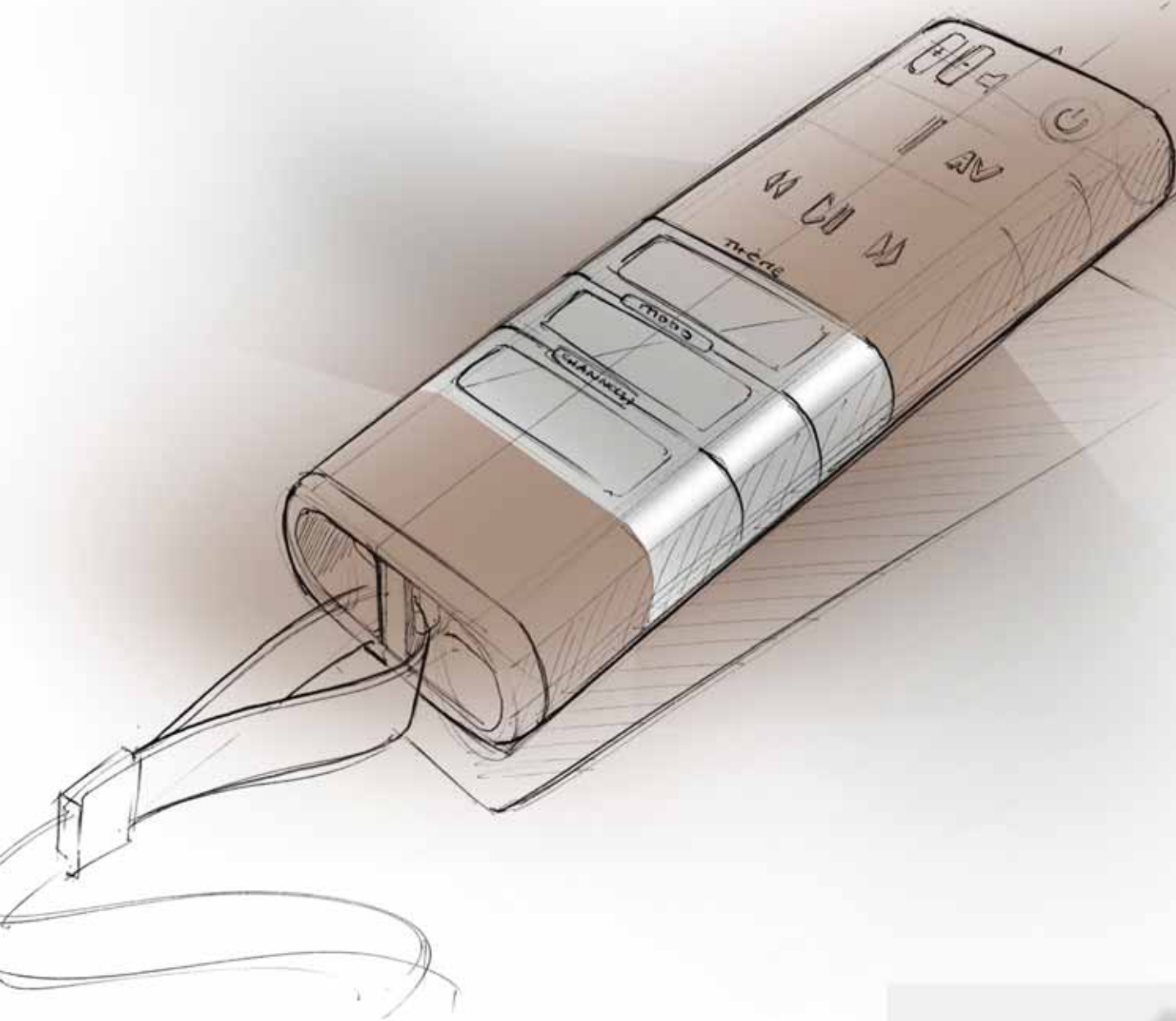
Conveniently, their new remote control is suited to these three modes of use and has layers that fulfill different functions.

The first layer allows selecting a 'Mood of the day', this enables a selection of related programmes to be displayed.

The second layer allows specific theme selection (Wildlife, History etc.)

The third layer displays icons of the most viewed channels. By pressing them, the user directly accesses the channel.

Moreover these suggestions appear automatically on the layers: the remote control learns, over time, the user's preferences. As an Xbox and DVD player are connected to the TV, a 'Source' button allows switching from one source to the other.





DANIEL

AGE 56 - EXECUTIVE MANAGER



SASSY
CONFIDENT

AUDACIOUS

SEVERE

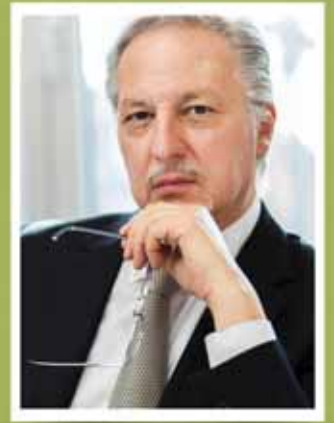
PROUD

INSPIRED

TECH-SAVVY

DANIEL

AGE 56 - EXECUTIVE MANAGER



Tech Friendly



Frequency of Use



Private Usage



Daniel is a dynamic executive of 56 years. His children, older now, have left the family home and no longer depend financially on him and his wife.

Thus, he decided to acquire a brand new television with an elegant and modern design. The associated remote control emphasises this modern and technical usage.

The elongated shape of the remote control is made up of a large central touch screen on which almost all the television operations are controlled and a simple 'Home' button located below the screen (traditional architecture of the Smartphone).

The volume control and channel change buttons are on the side, which provides a more dynamic use.





MAXIM
AGE 9 - SCHOOLBOY

ALERT

ENERGETIC

CURIOUS

HONEST

SMART

PLAYFUL

MAXIM

AGE 9 - SCHOOLBOY



Tech Friendly



Frequency of Use



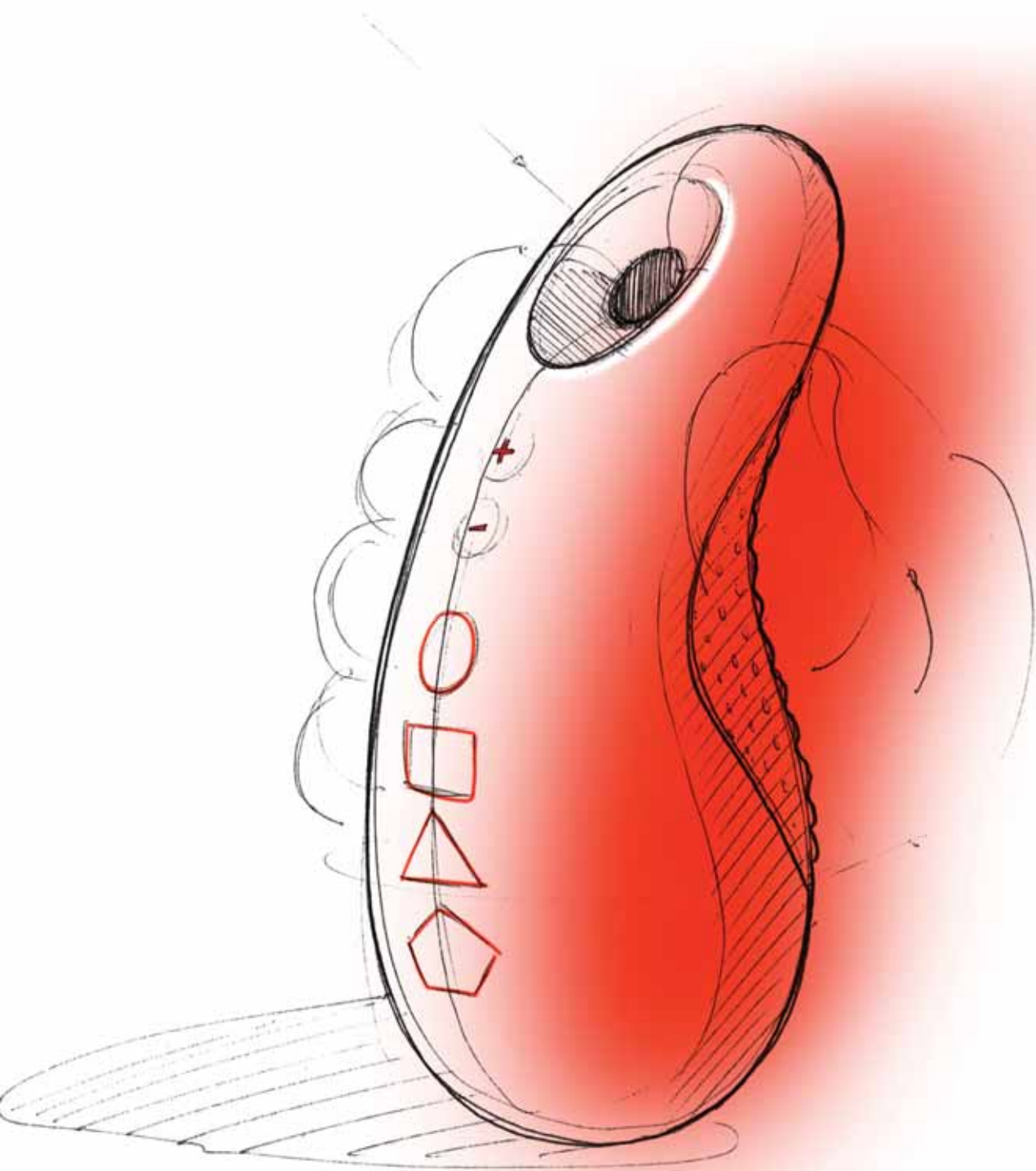
Private Usage



Maxim is the eldest of three children (brother Paul 7 years and sister Anna 5 years). Being 9 years old he is big enough to come home alone from school and has to watch over his brother and sister until the arrival of his parents. When he comes home, he enjoys watching his favourite cartoons on TV. His parents allow them to watch 30 minutes of television per night and only certain channels.

For this reason, they have set up a parental control system with the remote control 'ForKidsOnly'. With this remote control, children can only access 4 pre-set channels and a timer automatically switches on when children press the On button of the remote control. After 30 minutes, the TV turns off by itself.

The remote control has a very simple layout: 4 buttons (with shapes) to access the channels, buttons to control the volume, and an On/Off button.





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