



# Idea Pitch

Term Project 2 | Your Life, your Cisco

A project by Felix Wildberger and Nils Achenbach, Umeå Institute of Design

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**Hello!** We are Felix and Nils.



**Felix Wildberger**  
Austria

felix.wildberger@gmail.com

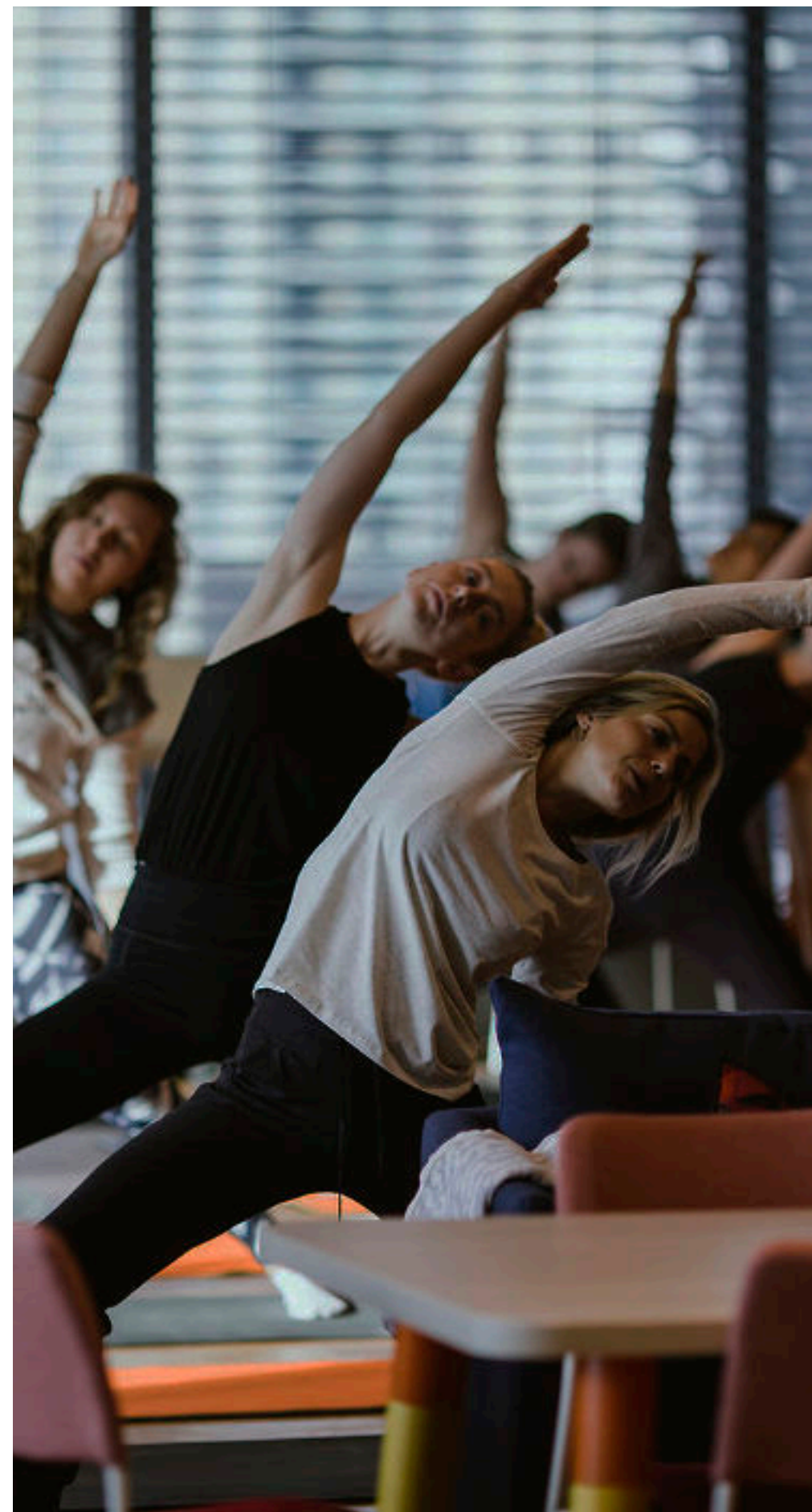


**Nils Achenbach**  
Germany

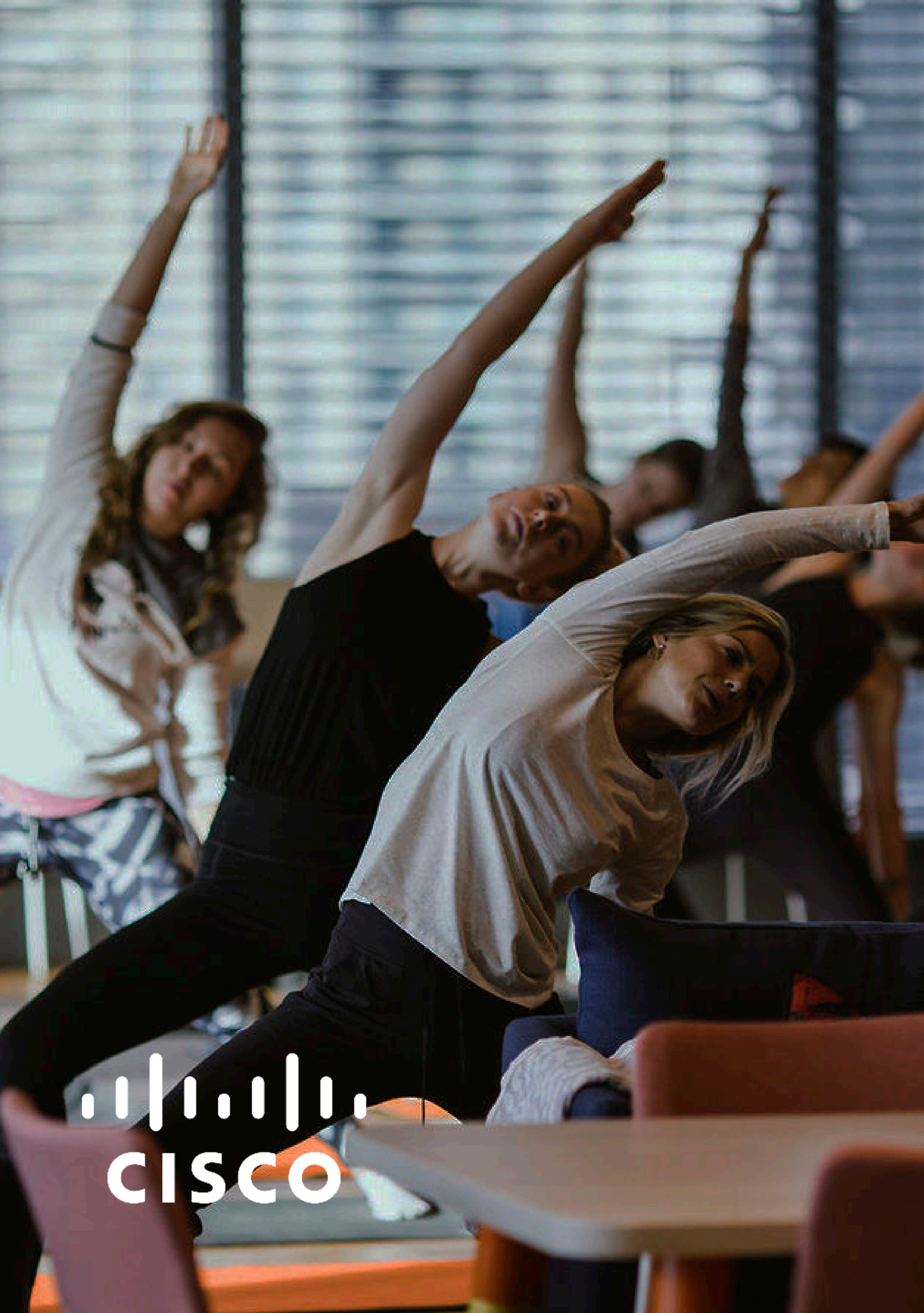
nilsachenbach@online.de



3 idea pitches  
to position Cisco as a lifestyle brand







## Cisco drives corporate culture

Nowadays, a company must offer more than just a salary to satisfy their employees.

Additional “non-work-related” services make the modern workplace more attractive.



How might Cisco help **provide physical activities within the corporate office environment?**

We imagine Cisco Webex as the platform to bring people within a company together.

It's a **corporate online yoga session**,  
the newly established **meditation break**,  
or the **pilates teacher at the office**:

... you don't want to miss out while working from home.

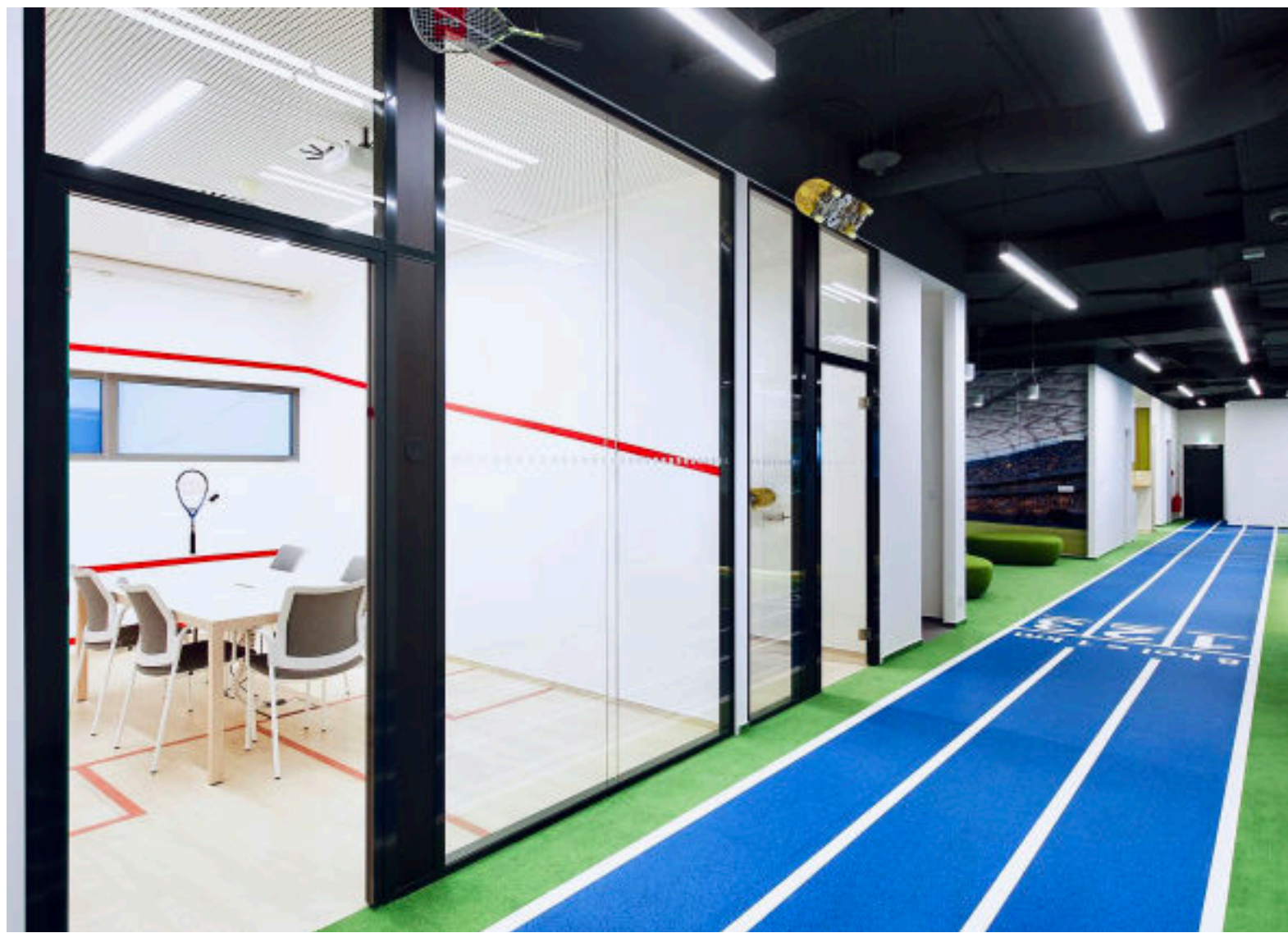
**Cisco Webex is the tool to become part of it**,  
regardless from where you join in.





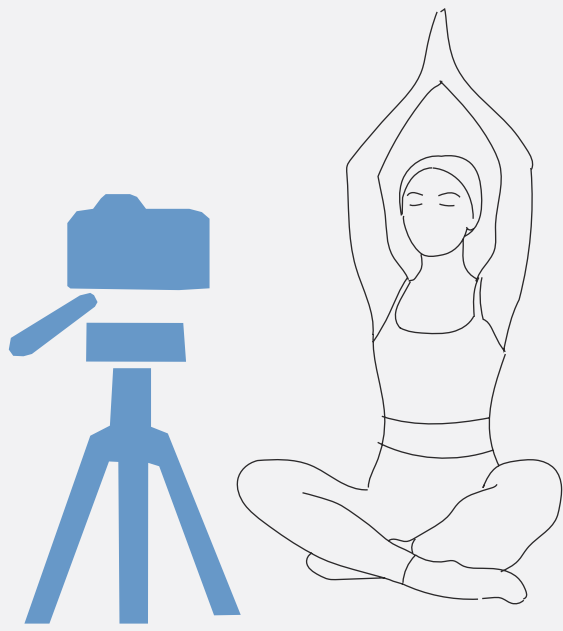
# Cisco drives corporate culture.

In order to **strengthen the corporate activities and teamwork, especially for hybrid workers**, Cisco reimagines the office workspace. One part of the anticipated solution allows the **transformation of the office workspace into a Yoga classroom**. The second part lets **hybrid workers join in the Yoga session from home** with the help of a Cisco device, so they can be part of the office talk without feeling left out.

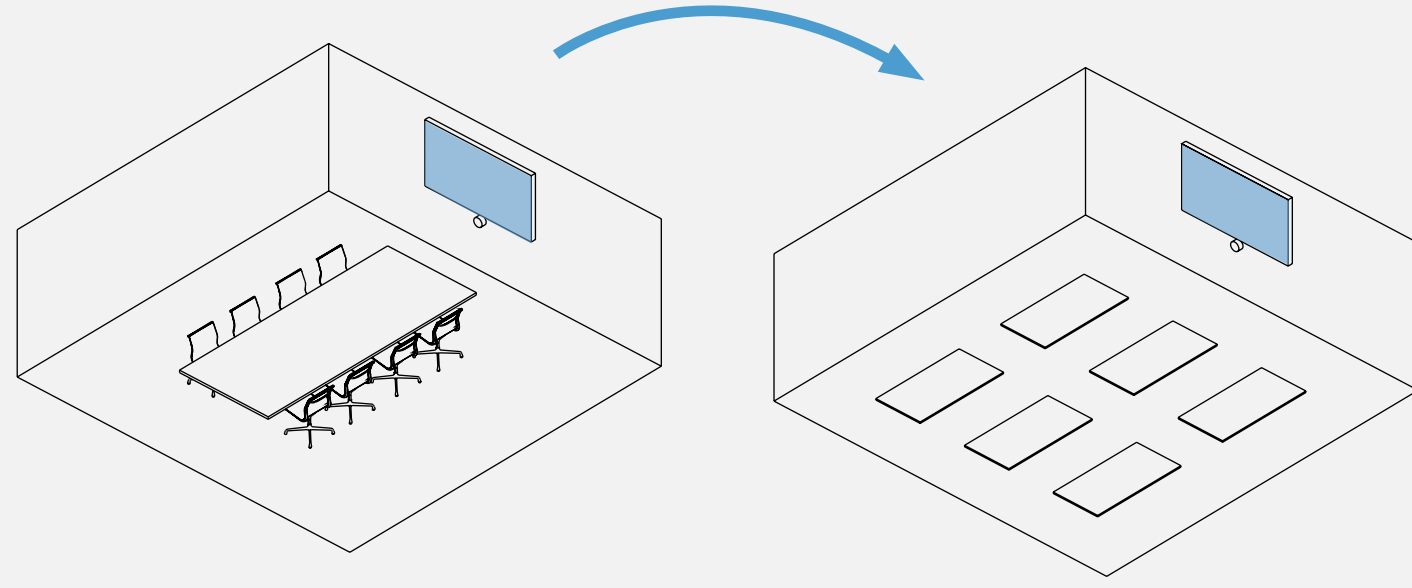


**Question** Is there already a corporate activity at the Cisco Campus, where remote workers can join in with their Webex device?

**Sustainability** We see the **health and work-life balance of employees as a strategic value for companies**. Employers need to find innovative ways of showing care and appreciation for their remote workers. This idea extends the vision of fighting meeting fatigue, by also **implementing physical activity into the daily workflow**.



Instructor setup  
at company or remote



Meeting room / Activity room  
transformation + setup



Setup for joining in activity  
from home (hybrid work setting)





Cisco on air.





## Anyone can start a podcast.

How can Cisco support them to produce a high-quality record in person, online, or on the go?





# Cisco on air.

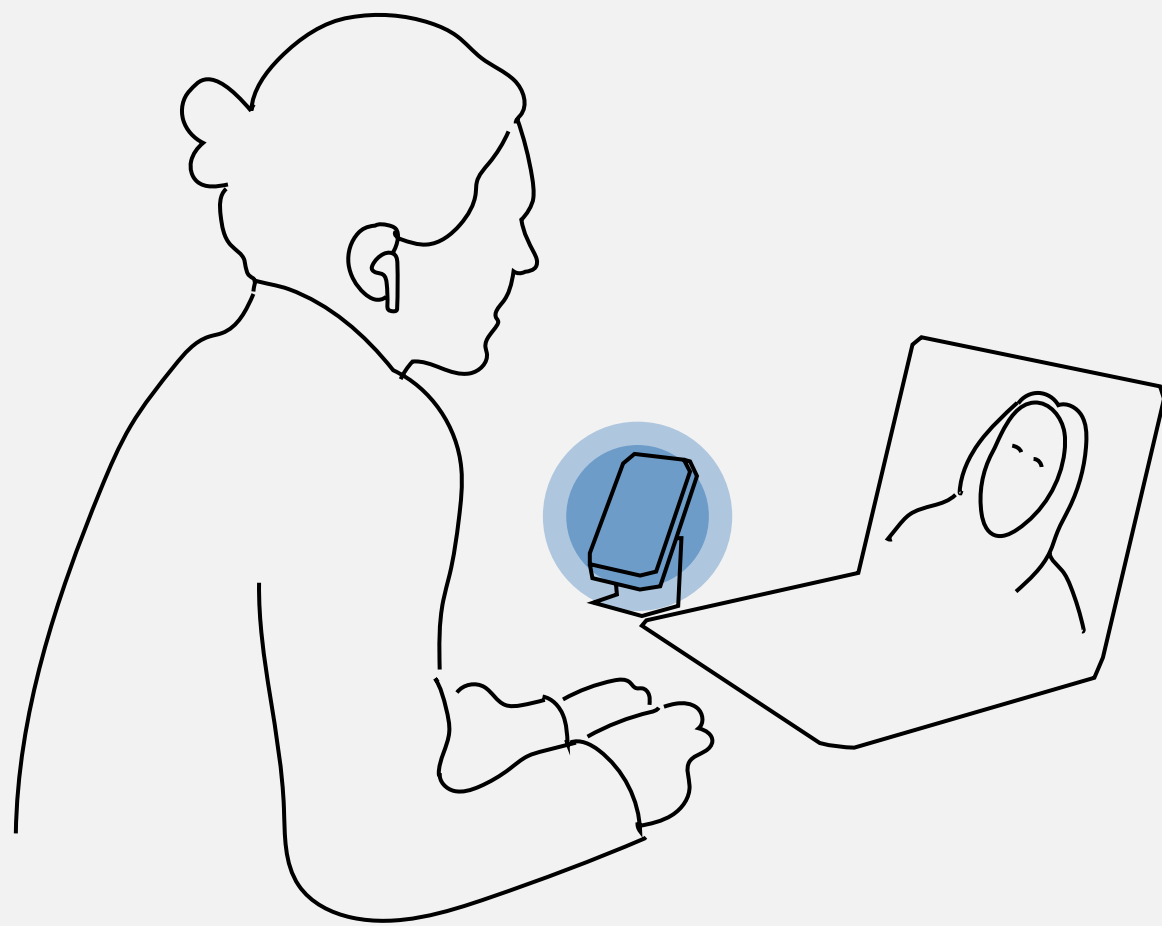
Cisco offers a **reliable and failproof solution for entry level podcasters to produce high-quality recordings**. The microphone can be taken to public spaces, cafés or restaurants to **interview guests on the go**. It allows a **natural conversation** for the interviewer and the guest, with a minimal interface that gives a clear overview of the recording quality and recording status. The device works seamlessly with **Cisco's Webex devices**, that can be used for recording podcasts in different settings.



**Question** Is it possible to make use of the microphones and software used on Webex devices to record high-quality audio files in a podcast setting?

## Sustainability

To design a lifestyle product with sustainability in mind, we would evaluate how we can **place the internal components for optimal reachability** for a self-repair. The chassy would be optimized to **withstand impacts and scratches during transport and use**. This requires a **conscious choice of material, to seperate the materials and reuse them in the supply chain** at the end of the product lifecycle.



Webex for remote Podcasting interviews



A **microphone setup** that allows you to record high quality audio in an effortless way





## Cisco in your home.

How might Cisco enter the smart home market by being a brand that stands for **trust, security and sustainability**?





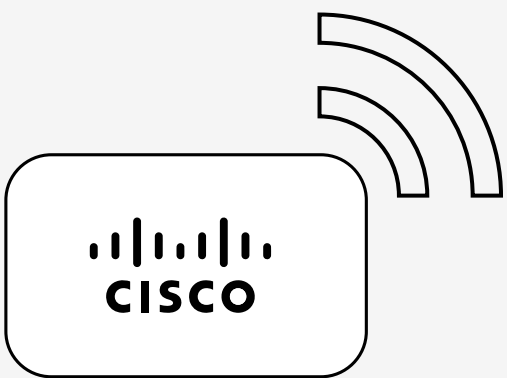
# Cisco in your home.

What does Cisco look and feel like, when being the most sustainable and secure smart home brand on the market?

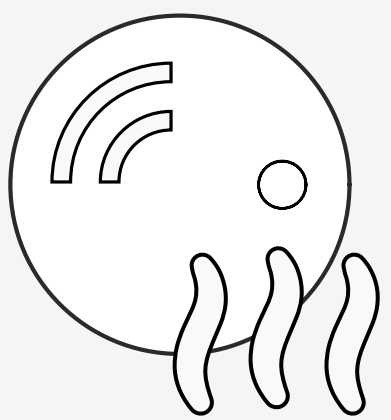
Cisco enters the smart home market as a trustworthy partner for **security, sustainability and networking**. The products introduce a **refined design language** that reflects **Cisco's credibility** as a technology company that **non-digital-natives prefer** over competing smart home products.

**Question** Should Cisco rather offer “add-on” smart home products, or become “the valuable smart home partner” for the construction of a new home?

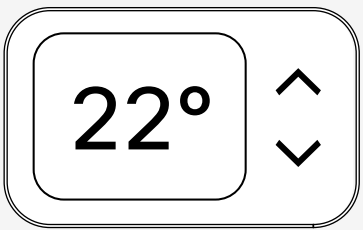
**Sustainability** In order to increase the **energy independance, thermal efficiency and intelligence for the homes of the future**, Cisco would enter the smart home market. As a strategic construction partner, Cisco would offer an eco-system of IoT devices that are **designed to last**. These devices are built with excellent **repairability, upgradability and material awareness**.



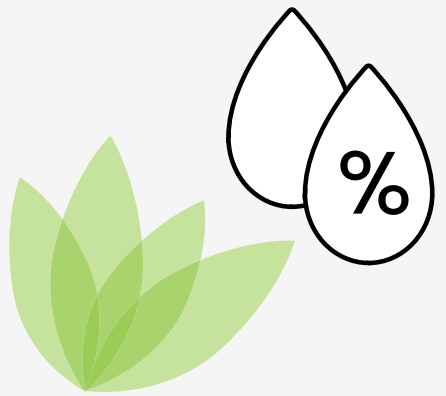
**Cisco Hub**  
network + interface



**Cisco Home Security**  
fire alarm



**Cisco Energy**  
temperature control



**Cisco Outdoor**  
plant sensor





## Corporate Lifestyle

How might we...

help to provide **physical activities within the work environment?**



## Podcasting

How might we...

make it easier for **first-time podcasters** to get started?



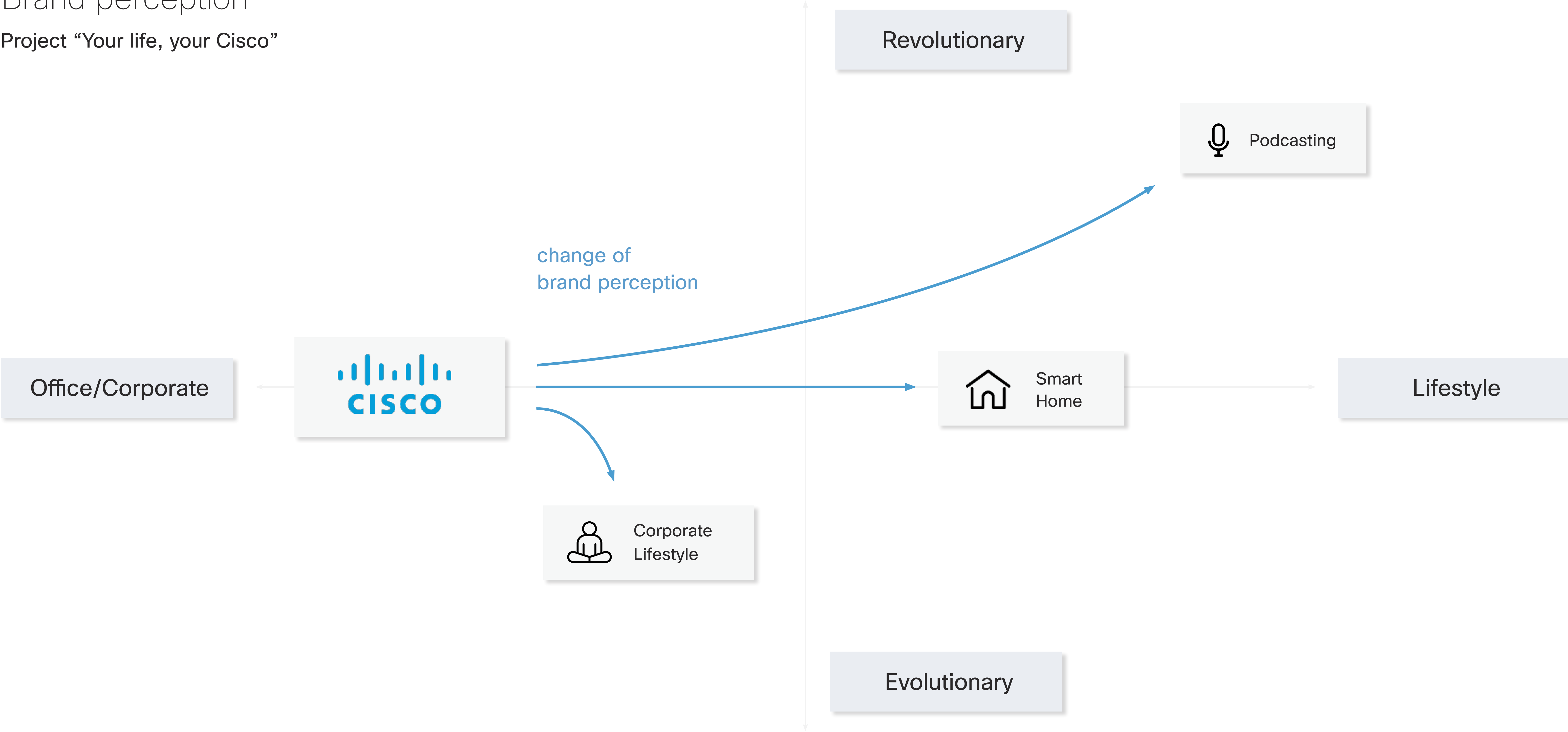
## Smart Home

How might we...

envision Cisco as the go to solution for **trust, security, and sustainability** within the connected home?



Brand perception  
Project “Your life, your Cisco”





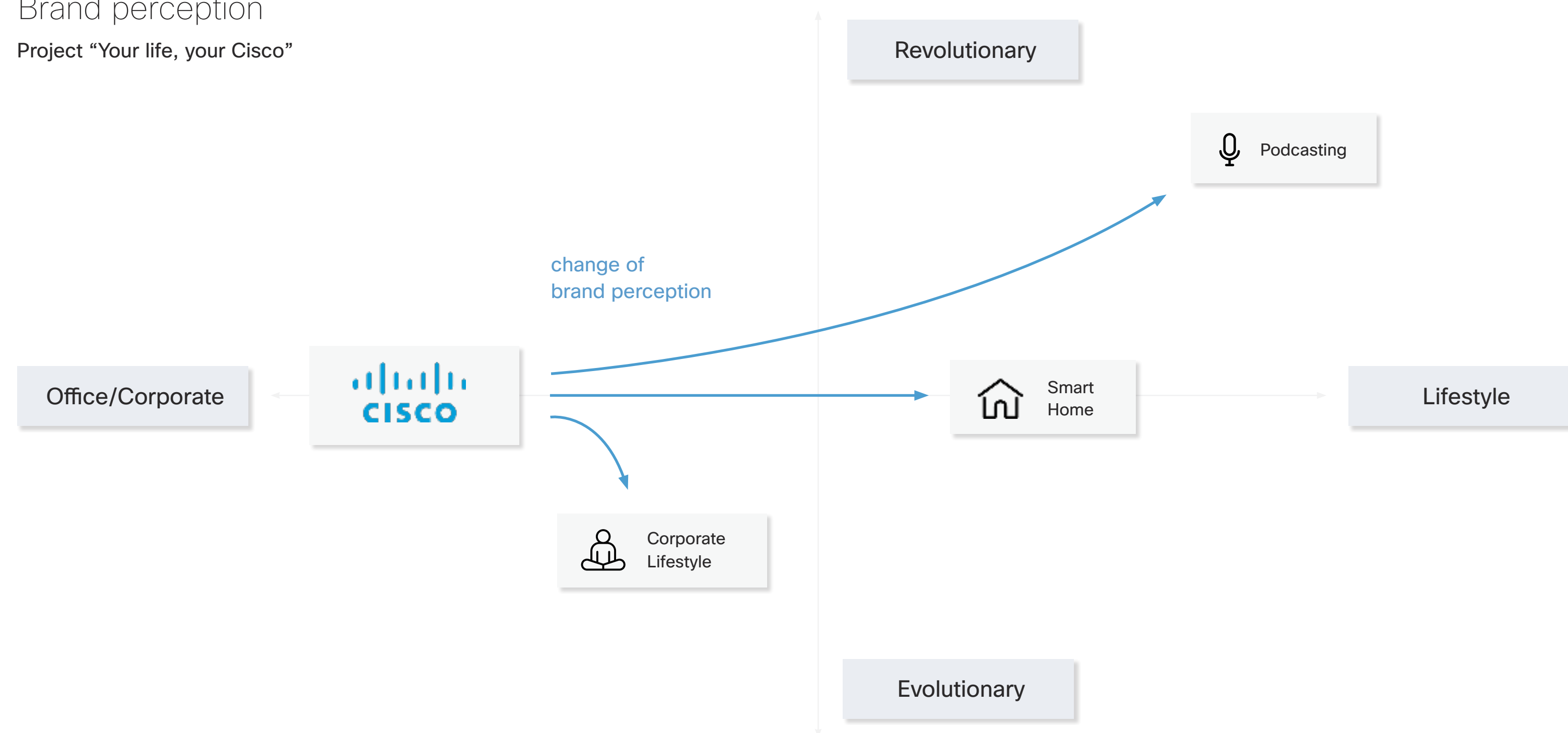
Risk evaluation

Project “Your life, your Cisco”

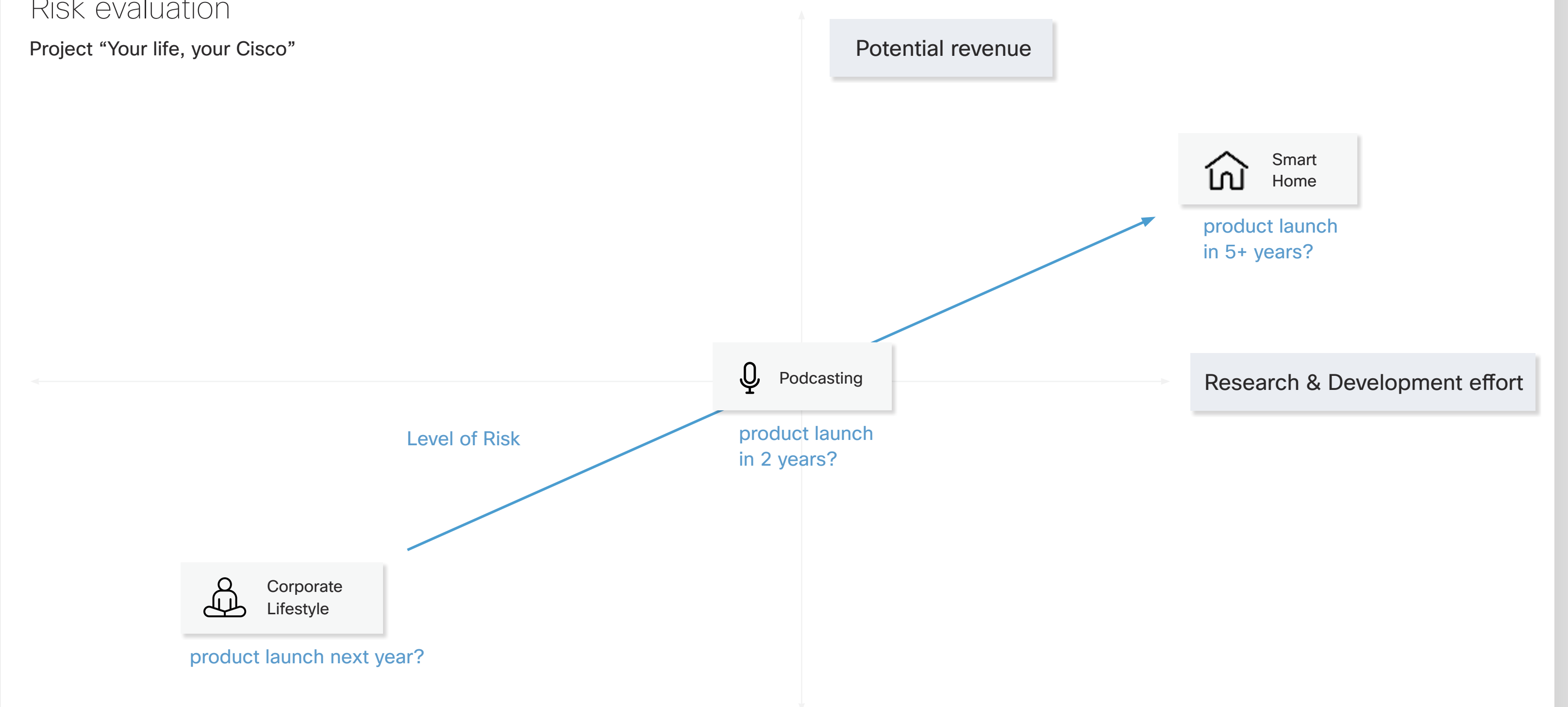




Brand perception  
Project “Your life, your Cisco”



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