

# ADAPTIVE AI ENERGY

PRODUCT DESIGN CONCEPT / AI-DRIVEN EMOTIONAL STATE SYSTEM



## ONE CAN. FOUR STATES. ONE ADAPTIVE EXPERIENCE.

A speculative product system that turns AI into a visible, understandable brand behavior - using a consistent industrial design language.

## DESIGN SYSTEM

### AI MONOGRAM

Oversized metallic AI becomes the hero identifier - immediate, bold and ownable.

### LED STATE STRIP

A single illuminated edge communicates the product's current adaptive mode at a glance.

### MOOD NAMING

Plain-language states make the AI behavior human: Neutral, Happy, Excited and Energy.

### COLOR SEMANTICS

White = neutral / Blue = happy / Yellow = excited / Red = energy.

### ADAPTIVE STATES

#### NEUTRAL

Balanced. Focused. Ready.

#### HAPPY

Uplifting. Positive. Inspired.

#### EXCITED

Alert. Amplified. High-energy.

#### ENERGY

### PRODUCT DESIGN STORY

The visual language separates the permanent brand layer from the adaptive layer. The black can, AI mark and core branding stay stable; LED color and mood language change. That creates recognition, system consistency and an immediate feedback loop between AI behavior and user experience.