

Design Wanted Awards

Grow Lamp by Moss Forms

Nicolas Riano | Strahinja Spasojevic



Strahinja Spasojevic

Marketing professional with international experience leading company rebrand, digital marketing campaigns, and go-to-market initiatives for a high-growth SaaS startup.

Nicolas Riano

Industrial designer based in California with experience in the research and development process. Currently working at a renowned design studio focusing on consumer electronics and home good objects.



Grow Lamp

Simplifies plant growing and creates a meaningful connection between users and the future of urban farming.



Approachable



Grow Lamp simplifies the plant-growing process by removing visual distractions and focusing on overall user-satisfaction. We greatly consider users who are not familiar with 'hydroponics' as well as those who are turned off by the lack of approachable, intuitive and well designed market options.

Multi-use Light



Equipped with a powerful LED bulb and built in dimming system, Grow Lamp functions as a light source for your plant and home, allowing you to shift the direction and strength from plant growth to ambient lighting.

Starting Small



Changing the future begins with our behavior. Making small changes in our path can lead us to new destinations. Those initial changes can help us build a healthier way of living and working.

Reusing Space



Modular energy transfer was built into an area of a product that is typically disregarded. The inductive base secures the planter and compatible devices using built in magnets for wireless charging.

Self-Watering



Inspired by large-scale city irrigation systems, the self-watering planter recycles water and nutrients by wirelessly pumping water throughout the day resulting in less water usage.

Rethinking Sustainability



While looking into the usability and lifecycle of the product - we felt that it was important to focus on the modularity and functions the lamp serves - an often ignored aspect of sustainability.

User Research and Testing

89%

of participants strongly agreed that they struggled to keep plants alive due to water, lighting, and nutrient requirements.

80%

of users strongly agreed that the product was easy to understand.

93%

of participants strongly agreed that the plant growing process was tedious and would be interested in a solution to simplify the process.

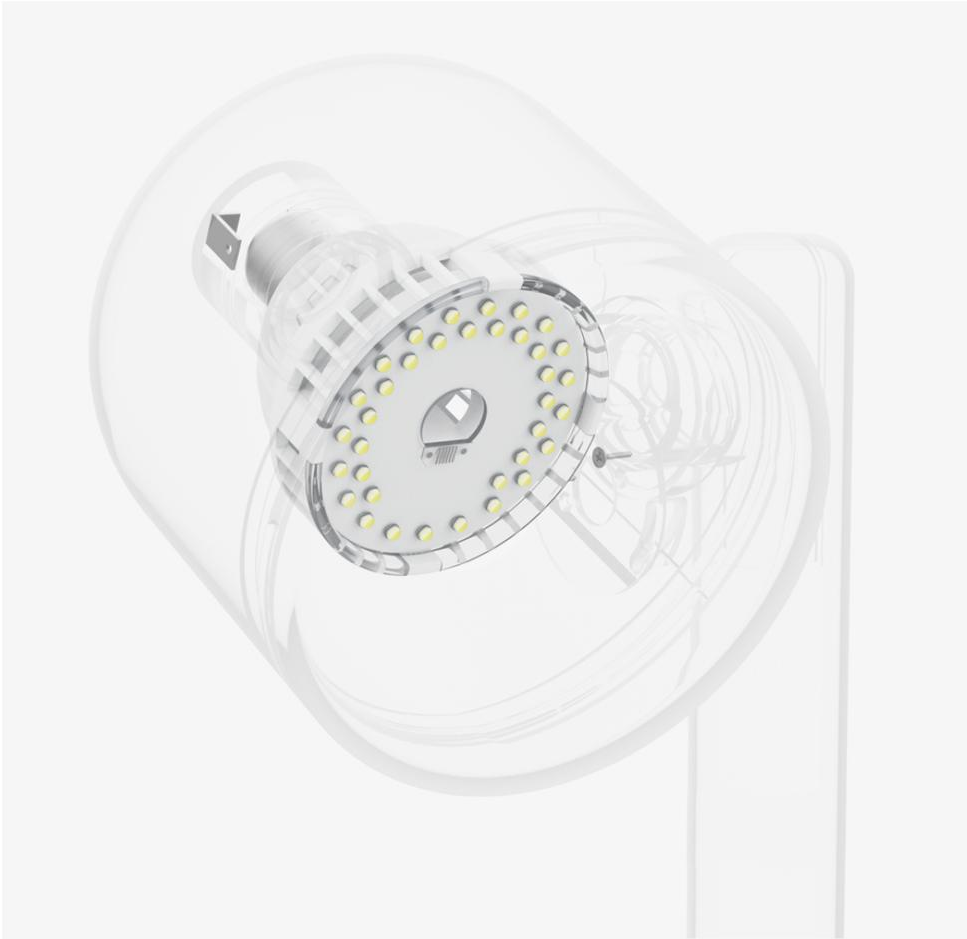
76%

of users described the self-watering planter as the feature they like the most.









Grow Light

Equipped with a high strength LED bulb that ranges from plant growth to night ambient light.

The rotating lamp head and light dimmer allow the user to gracefully adjust their preferred environment.



Self-Watering

Grow Lamps' self-watering planter continuously recycles water and nutrients on 3 settings based on customers preferred plant.

The watering frequencies range from every 4, 8, and 16 hours.





Inductive Charging

Lamp bases are typically filled with sand or other materials for stability.

Grow Lamps base is filled with technology that can aid its user and facilitate the growing process.

A wireless charger with magnetic alignment was built into the lamp base which powers the planter as well as compatible devices.

