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Using light and sound to make a house seem occupied

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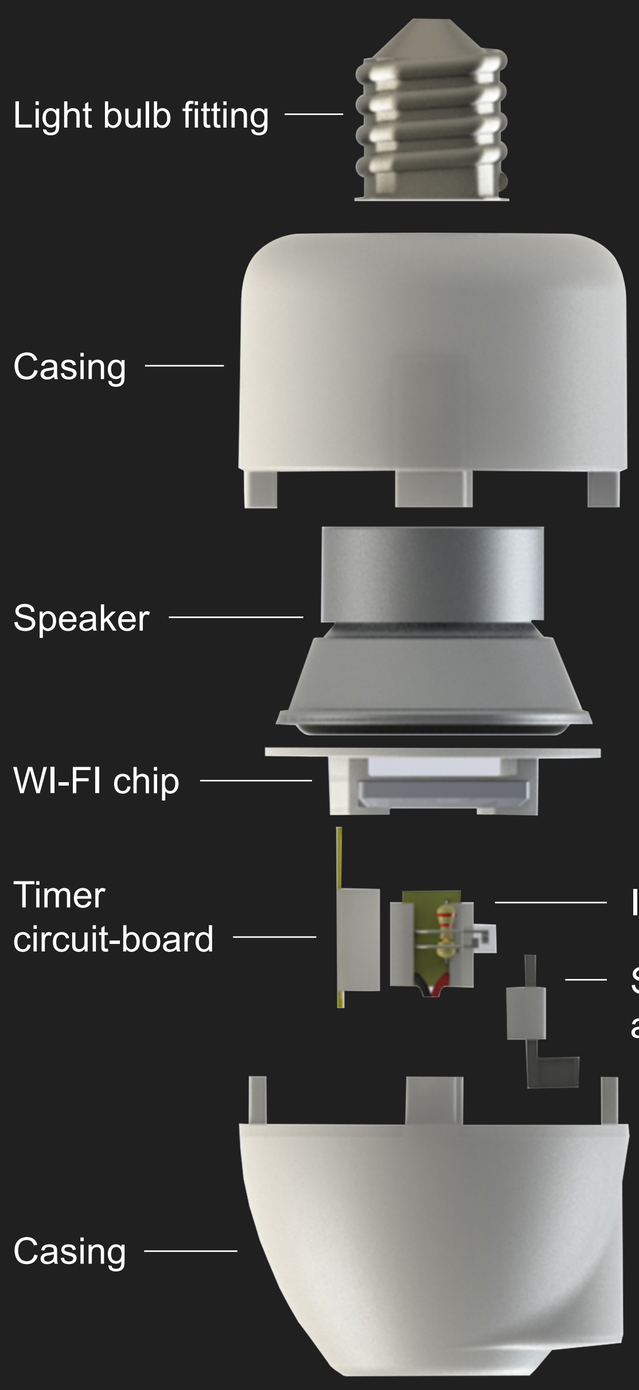
PRESENCE

Presence is a stand-alone product that attaches into a light bulb fixture in between the fixture and the light bulb.



Presence responds to a doorbell and door knock by playing household sounds and also turns the light on and off at random or present intervals to give the perception that the house is occupied.

Research question / opportunity

The direction of the design was driven by research into burglary statistics as well as primary research into a burglar's mind-set. The Office for National Statistics stated that 63% of attempted burglaries occurred at night [1], as this is when there is a lower risk of confrontation. Having found that burglars often knock on doors and ring doorbells to see if a house is empty, a key focus was to create a product which would give the impression that a house is occupied. If a house seems occupied then a criminal would be much less likely to try and enter it.

Conclusions / recommendations

Having received feedback from the industry panel, it became clear that there were no products similar to this on the market. It was said that as a retro fit product it would be easily marketable, and could appeal to a large audience.
A key recommendation is compatibility with a smart phone. This would benefit a younger demographic as it would allow the product to be controlled from their device. The user would then be able to remotely set the device if they had left the property without having set it.

References
1. Office of National Statistics. (2015)
Retrieved from https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/datasets/natureofcrimeburglary

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Secure Societies Institute