

TEAM LAS VEGAS

PRESENTS

Sinatra
LIVING

JURY NARRATIVES

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UNIVERSITY OF NEVADA LAS VEGAS

U.S. Department of Energy Solar Decathlon 2017
Jury Deliverables

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FOREWARD

Life begins when you start living passionately.

We designed a home that helps you live passionately by embracing every moment, simplifying your life, and giving you freedom. Sinatra Living is an energy-efficient and health-conscious home for active aging citizens of Las Vegas and beyond.

U.S. Department of Energy Solar Decathlon 2017 — Team Las Vegas

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COMMUNICATIONS

Team Las Vegas' goal is to communicate the value of healthy living and energy-efficient homes, for active-aging.

Our goal is to reach individuals aged 45-65 who are looking for new retirement solutions in Las Vegas. We believe that a home should be a place of health and happiness. Sinatra Living helps us share this message.

TARGET AUDIENCE

Introduction

The design of your home isn't something you think about, especially you get older. For Sinatra Living, the target client who would be living and buying our home are 45 to 65 years old. To reach these individuals, our marketing strategy included reaching out to another demographic. (See Chapter 1: Market Potential for more)

The target audience for our marketing strategy is our target client's children. We figured the easiest way to tackle the issue is by getting the whole family involved. If we assume our target client is around 50 years old, we deduce that our target audience is 20 to 30 years younger. After doing the math, we set our goal to target young adults, from the ages of 20 to 30 years old, living here in Las Vegas.

Communication Goals

Our marketing strategy is two pronged. Our first goal is to, create awareness and interest to our target audience. Our second goal is to create consideration and intent to our target client. If we had continued the sales cycle, our next step would be evaluation and sale of the home.

To reach our first goal, we needed to reach a large audience of young adults. We accomplished this through our digital marketing strategy. Using social media and content marketing helped us reach this audience.

Reaching our second goal employed different tactics, because of the different target. To reach our target client of aging individuals, we used event marketing. Doing so allowed us to ensure a higher quality engagement, as it was always in-person.



<http://unlvsd.com/>



<https://www.facebook.com/UNLVSD17>



<https://www.instagram.com/unlvsd17/>

MARKETING STRATEGY

Digital Marketing

Creating a content strategy for our digital marketing is the first step. The blog on our website is the medium for the content. The distribution channels for the content is through social media (Facebook & Twitter).

In the content strategy, we set to create content on a weekly basis. Our blog provides a wide-variety of topics each day. We share information about our city, energy-awareness, and energy-efficiency tips for your home.

The value we provide to our target audience brings them to our blog, and in turn, to our website. With our blog's content strategy, we convert blog traffic to page views on our website. This lets us create awareness about the competition, our home, and clean-energy.

Other social media platforms, like Instagram, act as secondary channels for engagement. Once we have awareness of our home, we encourage our audience to like and follow us. Instagram is great for sharing real-time updates on our home's design and construction.

Events Marketing

An aggressive events marketing strategy drives our growth and outreach. To create consideration and intent of using our home, events help put us in front of our target clients. These range from events we host ourselves, to tours, presentations, and focus groups.

Meeting with our target clients give us the feedback we need to design and build Sinatra Living. Focus groups pave the way for using our home as a prototype for future housing developments. Conferences and expos give us a platform for presenting our home in focused way.

Beginning January 2016, Sinatra Living was showcased 90 times in Las Vegas, NV.

- 52** Presentations
- 6** Marketing Outreach Events
- 7** Educational Tours
- 5** Conventions and Expos
- 18** Industry Collaborations
- 2** Student Outreach Events

90 Events

ENGAGEMENT

Website & Blog

Our social media marketing led our audience to our website. Since the beginning of 2017, we've converted over 2,000 unique visitors to our website.

The average session per user was almost 3 minutes and 3 pages per session. In total, we had almost 10,000 page views.

The blog was one of the most engaging sections of the site. A third of all traffic was straight to our blog. If a user reached the blog, they would spend an average of 8 minutes on the website, and visit at least 8 pages per session. **Bounce rates for this segment were at an all-time low—only 4% of users did not interact with the blog section.**

Our demographic goals are right on target, as over 60% of our visitors are from Nevada and 18-34 years old. We were successful with our social media strategy, as almost 65% of traffic came from social media.

Outreach & Education

Team Las Vegas created focus groups from various organizations. The research we did let us work with members from **AARP Nevada** and **Cox Homelife Solutions**. Physicians from the **Cleveland Clinic Lou Ruvo Center for Brain Health** also gave their expertise on post-occupational health.

Reaching our local community was important too. **OLLI (Osher Lifelong Learning Institute)** worked with our team to showcase Sinatra Living. Other groups include independent living communities from retirement homes in Las Vegas.

We have educated our audiences on renewable energy options that are easy to implement at home, and how low cost energy solutions are beneficial for retirement.

BRAND

Our statement

Here is Team Vegas' vision of an energy-efficient and health-conscious home for active aging citizens of our local community and beyond.

WE BELIEVE IN
LIVING PASSIONATELY”

We help you
live passionately by

embracing every moment,
simplifying your life, and
giving you freedom.

BRAND

Our tone of voice

In everything we do, we are —

1 Simple

Adaptable Design

Provide an open, naturally illuminated interior design that adapts to the needs of persons who age in place, and may develop limited mobility and cognition.

2 Personal

Maximum Comfort

Attain an energy efficient performance that also maximizes occupant comfort, through radiant heating, energy recovery ventilation and ductless air conditioning.

3 Reliable

Responsive Health

Provide networking capabilities to facilitate communications among occupants, family and professionals that improve healthcare outcomes.

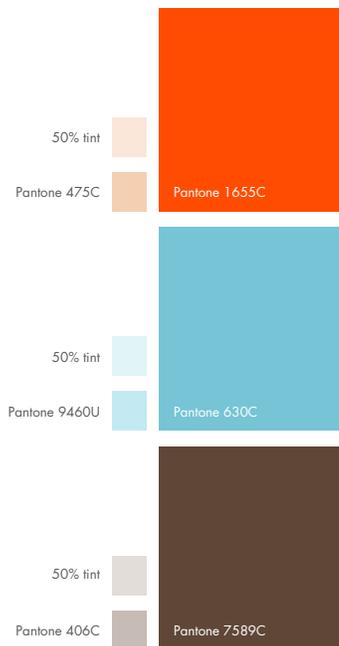
BRAND

Our look

The first way we signify our presence is with our Primary Logotype. This is how we can visually identify our brand. We sign off all of communications with our logotype.



Color Usage



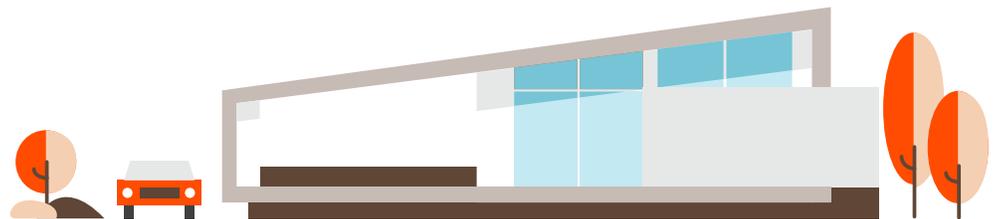
Main Type

Neutra Text Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()



PUBLIC EXHIBIT

Uniforms

Scarves and Ties uniform attire consists of a combination of clothes items that allude to the 1950s and 1960s. Drawing from the overall design palette used holistically in the project through marketing, graphic design and the physical design of the home, the team is choosing to utilize a variety of items



that contain pops of color, which include the **paprika** and **mint** tones that will be on all scarves and ties worn by the entire team, and are paired with neutral backgrounds of white, mochas, and taupes.

PUBLIC EXHIBIT

Uniforms

Additional uniforms displayed are for construction of the home before exhibition tours, and simple business casual polos for competition presentations and tours.



ON SITE SIGNAGE

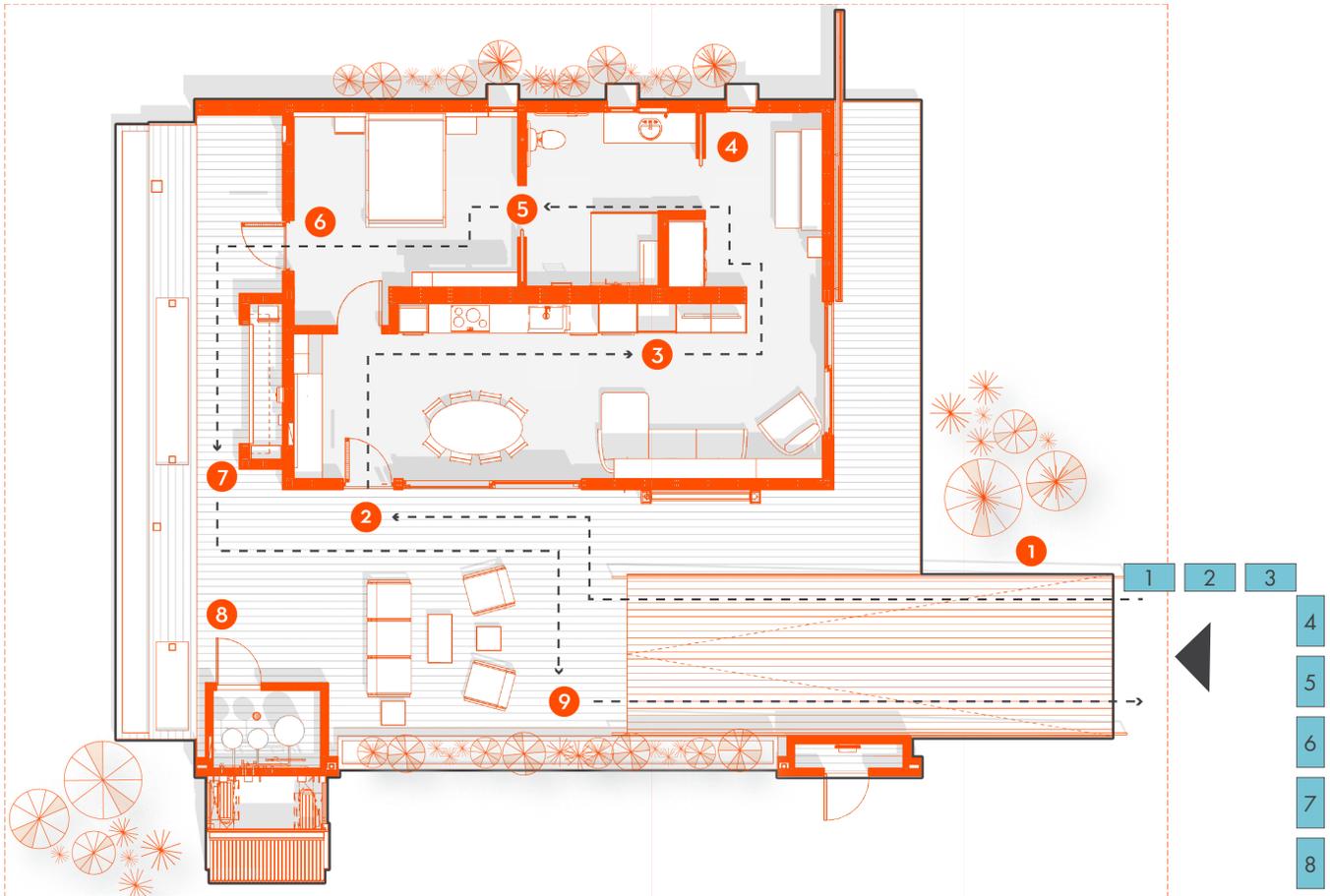
Exhibition Boards

Team Las Vegas has organized contest approaches with unique project elements in **8 categories: Passive Design, Mechanical Systems, Electrical Systems, Water Conservation, Automation, Accessibility + Comfort, Aging in Place, and Construction.** The exhibition boards below are a representation of the look and feel of the displays.



ON SITE SIGNAGE

Touring



1 Introduction — Architectural Concept, Aging In Place

2 Southern Deck — Green Wall, Glazing, Wall Assembly, Shading

3 Social Module — Home Automation and Interior Design

4 Flex Space — Acoustics, Lighting, Heat Pumps

5 Bathroom — Fall Detection, Accessibility and Plenum

6 Bedroom — Radiant Floor Heating, Critical Loads, Lighting, Monitoring Bed

7 Electrical Room — PV System, Battery + Inverter

8 Mech Pod — Solar Thermal Tanks, Evacuated Tubes

9 Garden — Greywater Reuse, Filtration, Rainwater Collection, Charging Wall/Car Port

1 PASSIVE DESIGN

2 MECHANICAL

3 ELECTRICAL

4 WATER

5 AUTOMATION

6 ACCESSIBILITY + COMFORT

7 AGING IN PLACE

8 CONSTRUCTION

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