Proposal for SleepSaviour

Social and Environmental Benefit

'SleepSaviour' will benefit society as it will help improve the audience's sleep, eleminating any problems which are caused by poor sleep but also to improve their wellbeing as the 'Sleep Matters' brief states. The solution doesn't have an environmental benefit but will enable the audience to live better, with more happy daily lives. The target audience are those who suffer from poor sleep.

Research and Insights

To begin, the background information provided by the brief and the toolkit were utilised to gain an understanding of the issue that required a solution. From this, the key information obtained was that nearly 50% of adults in the UK suffer from poor sleep and that if enough sleep is not gained, then it can have detrimental effects on people's health. Additionally, a couple of surveys were a created and released to a variety of people to gain an insight into what could potentially affect sleep. Electronic screens were one aspect focused on with the most popular answers being 3-4 hours and more than 4 hours in relation to viewing electronic screens from 6:00pm onwards in the evenings. Furthermore, 88% mentioned that they look at an electronic screen directly before going to sleep. Although the respondents stated that overall it didn't take them a considerable amount of time to fall asleep, secondary research highlighted that electronic screens affect the quantity of melatonin which is the chemical that helps you to fall asleep. As well as this, it was then understood that stress and work could also be contributing factors to poor sleep. Further primary research indicated that 1-2 hours were spent attempting to get to sleep when feeling stressed or anxious and the second most popular answer relating to how long bedtime is delayed due to work was 2-3 hours. Secondary research stated that with regards to stress, if not enough sleep is received then the body produces more quantities of stress hormones which makes it more diffcult to fall asleep. This then is repeated and the situation becomes worse. This research influenced my idea to make a sleeping application that addressed these common problems as well as providing evidence as to why my solution is viable.

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Design thinking (refer to the supporting material document for a more detailed process)

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SleepSaviour

SleepSaviour

Main Screens Wireframes

Home Screen
- Clouds
- Clouds
- Clouds
- Clouds
- Night-time Section | Home Section | Daytime Section

Daytime Section
- Title
- Night-time Section | Home Section | Daytime Section

Night-time Section
- Title
- Night-time Section | Home Section | Daytime Section
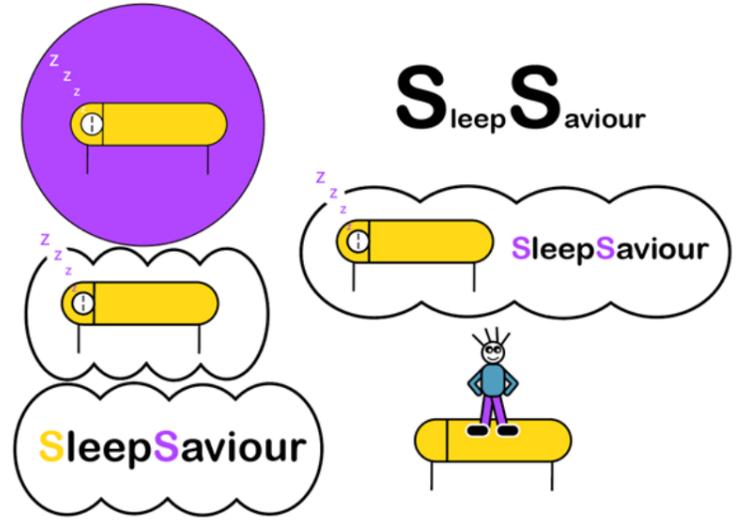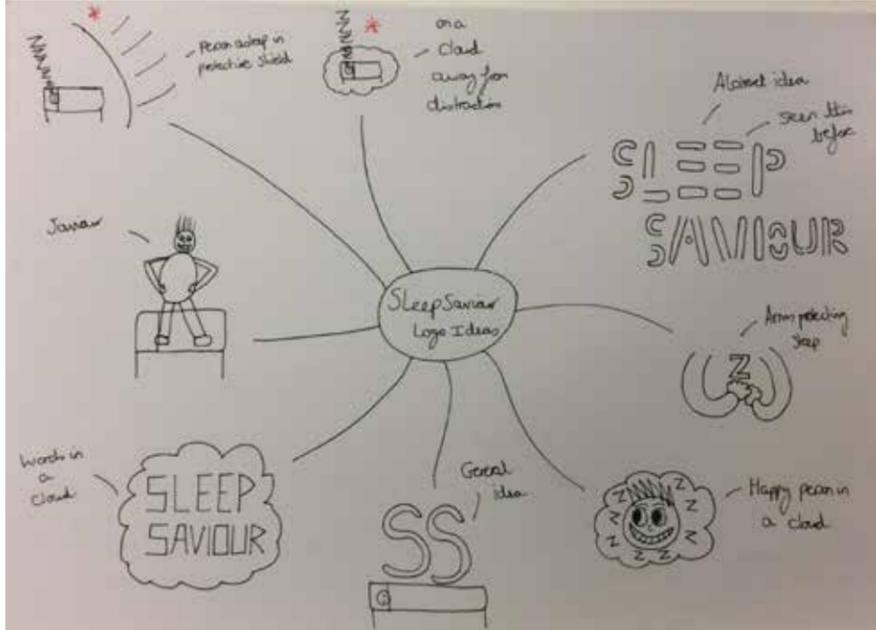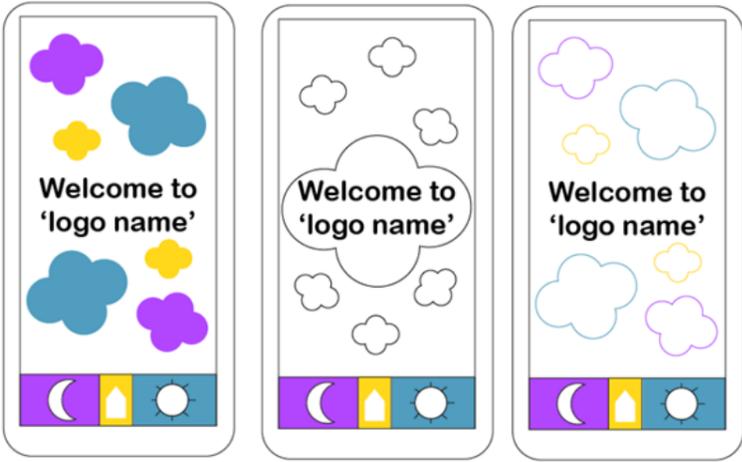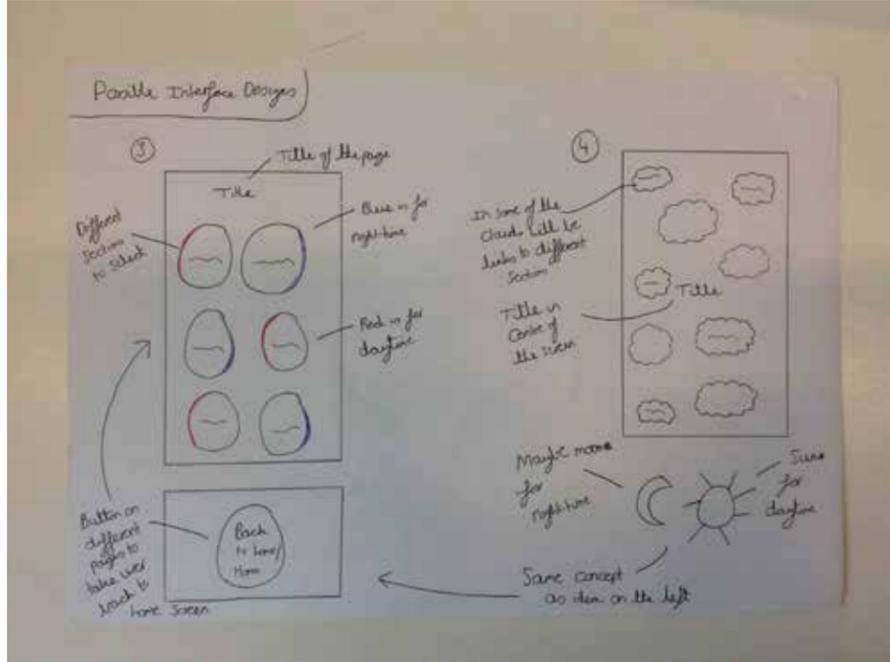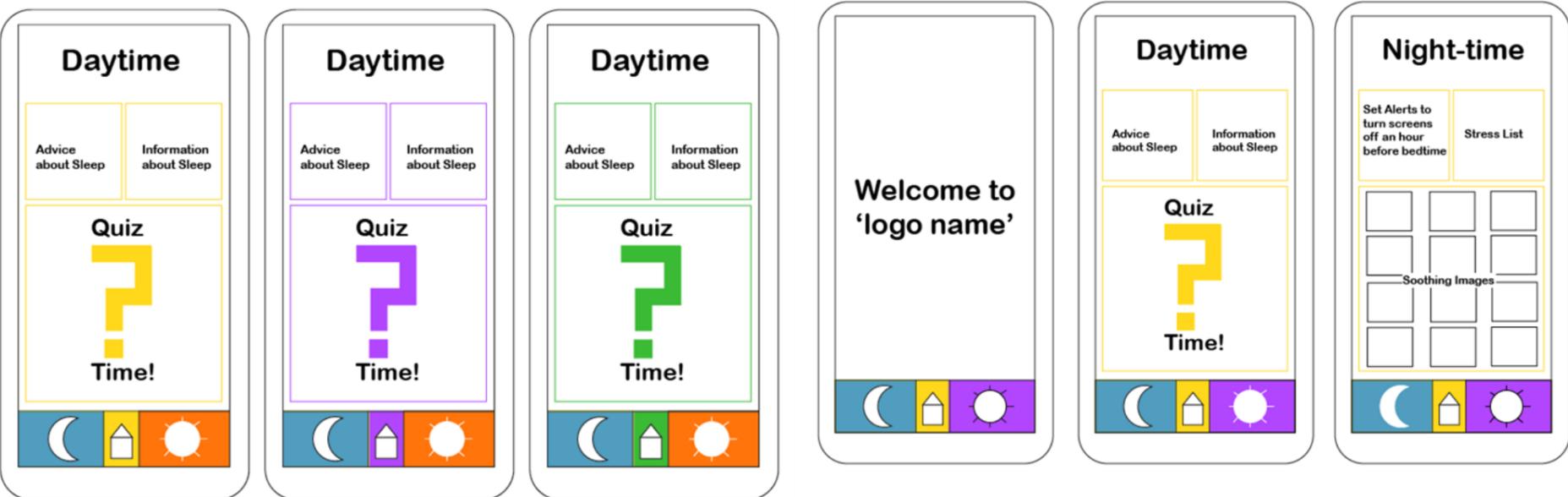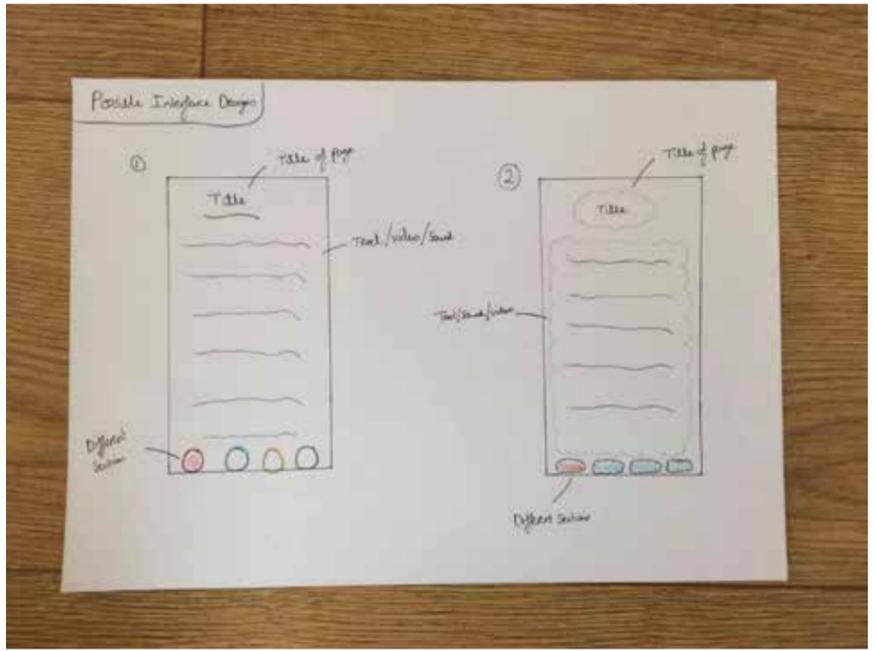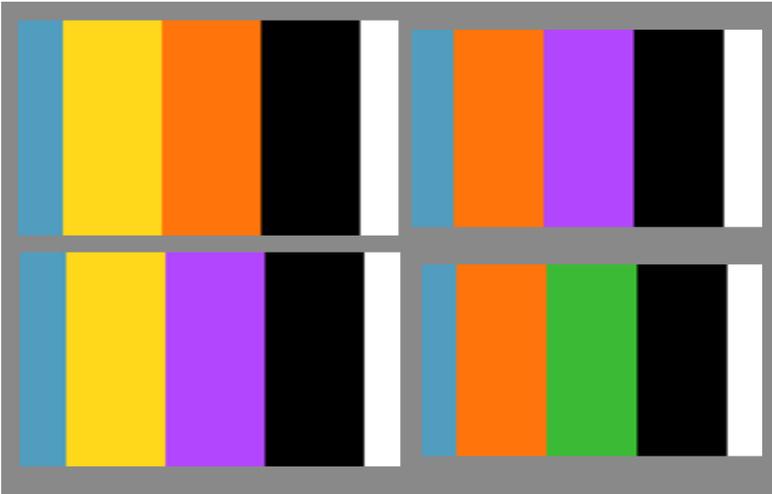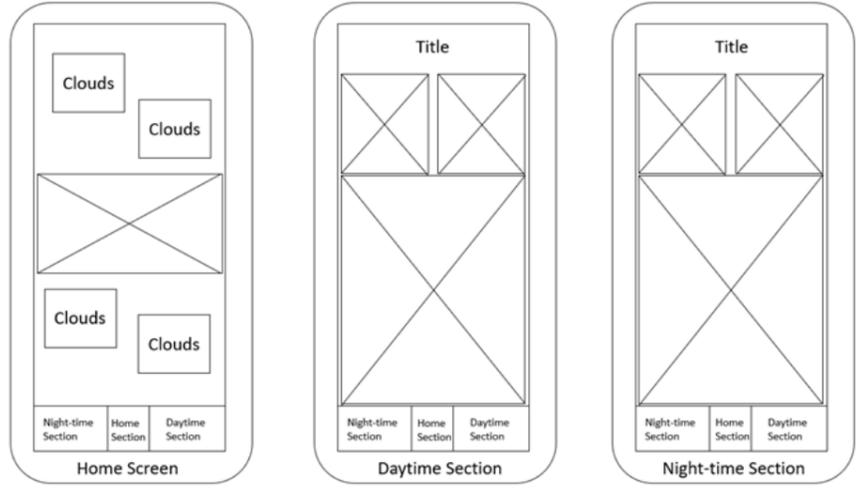
Daytime Sections Wireframes 1

Daytime Section
- Sleep Advice
- Night-time Section | Home Section | Daytime Section

Daytime Section
- Sleep Information
- Title
- Title
- Title
- Night-time Section | Home Section | Daytime Section

Daytime Section
- Quiz Time!
- Question here
- Night-time Section | Home Section | Daytime Section

Daytime Sections Wireframes 2

Daytime Section
- Sleep Advice
- Night-time Section | Home Section | Daytime Section

Daytime Section
- Sleep Information
- Topic
- Topic
- Topic
- Topic
- Night-time Section | Home Section | Daytime Section

Daytime Section
- Quiz Time!
- Question here
- Night-time Section | Home Section | Daytime Section

Night-time Sections Wireframes 1

Night-time Section
- Alerts Setup
- When is your bedtime?
- Alert Regularity
- Allow Notifications?
- Yes | No
- Night-time Section | Home Section | Daytime Section

Night-time Section
- Calming Images
- Nature
- Animals
- Environments
- Night-time Section | Home Section | Daytime Section

Night-time Section
- Part from your Anxieties
- Write your List
- BIN THEM!
- Night-time Section | Home Section | Daytime Section

Night-time Sections Wireframes 2

Night-time Section
- Alerts Setup
- When is your bedtime?
- Alert Regularity
- Allow Notifications?
- Yes | No
- Night-time Section | Home Section | Daytime Section

Night-time Section
- Calming Images
- Nature
- Animals
- Environments
- Night-time Section | Home Section | Daytime Section

Night-time Section
- Part from your Anxieties
- List
- SCRUNCH AND BIN!
- Night-time Section | Home Section | Daytime Section
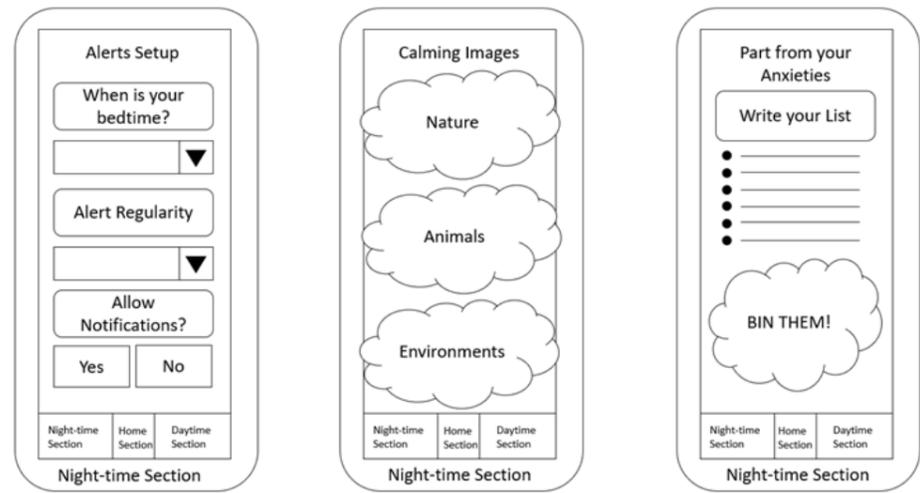
Sections which continue to further Screens

Information about Sleep
- Topic Name

Calming Images Section
- Title Name

Stress List Section
- Title Name
- Feedback e.g. Great!

Site Map

- Home Page / Welcome Page
  - Daytime Section
    - Advice
    - Information → Topic Screen
    - Quiz
  - Home Section
  - Night-time Section
    - Alerts
    - Stress List → Game Screen
    - Calming Images → Image Theme Screen
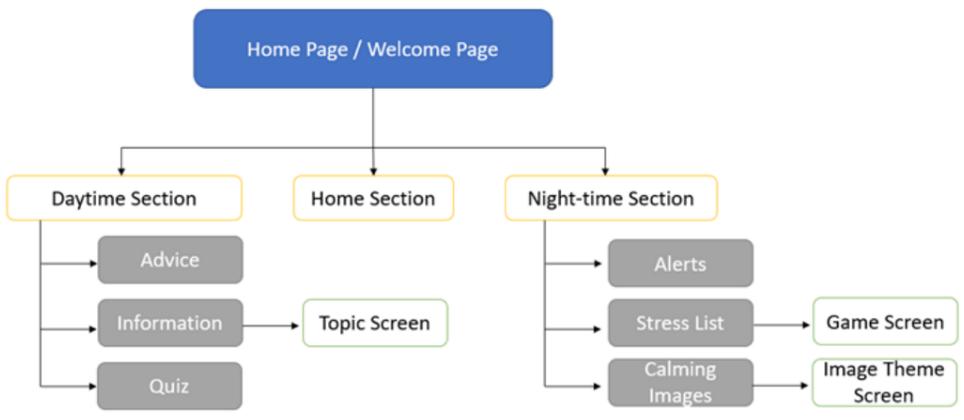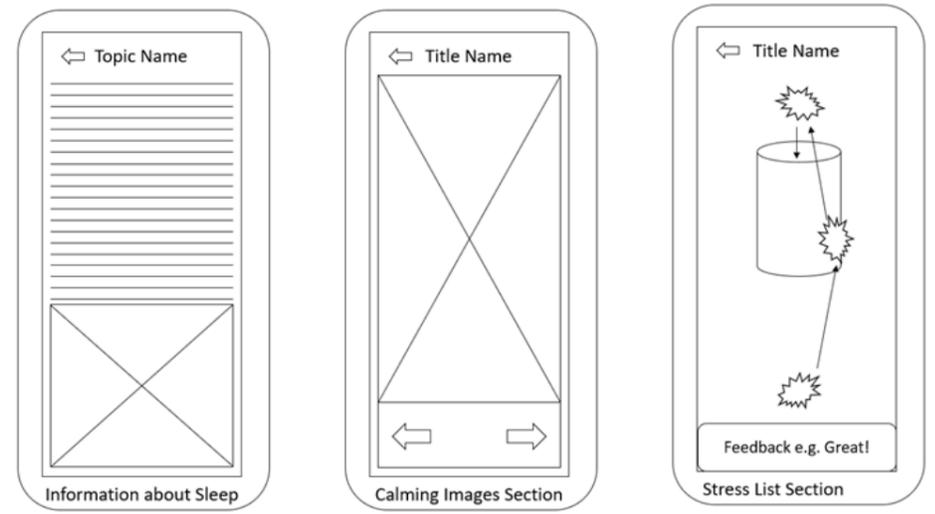
Design thinking continued

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Commercial Awareness

The journey of 'SleepSaviour' is clear from a financial point of view as it involves research, designs and development work which would all have very little impact upon the profit received. The resources used may have an impact due to the amount of software utilised and time consumption may be high due to the amount of work required but overall the journey of 'SleepSaviour' has been effective and ordered in a constructive way. As the solution is a sleeping application, it would be competing with other sleeping applications in the industry currently such as 'Sleep Cycle', 'Noisli', the bedtime feature in Apple's 'Clock', 'Calm' and 'Sleep Better'.

Execution and Magic
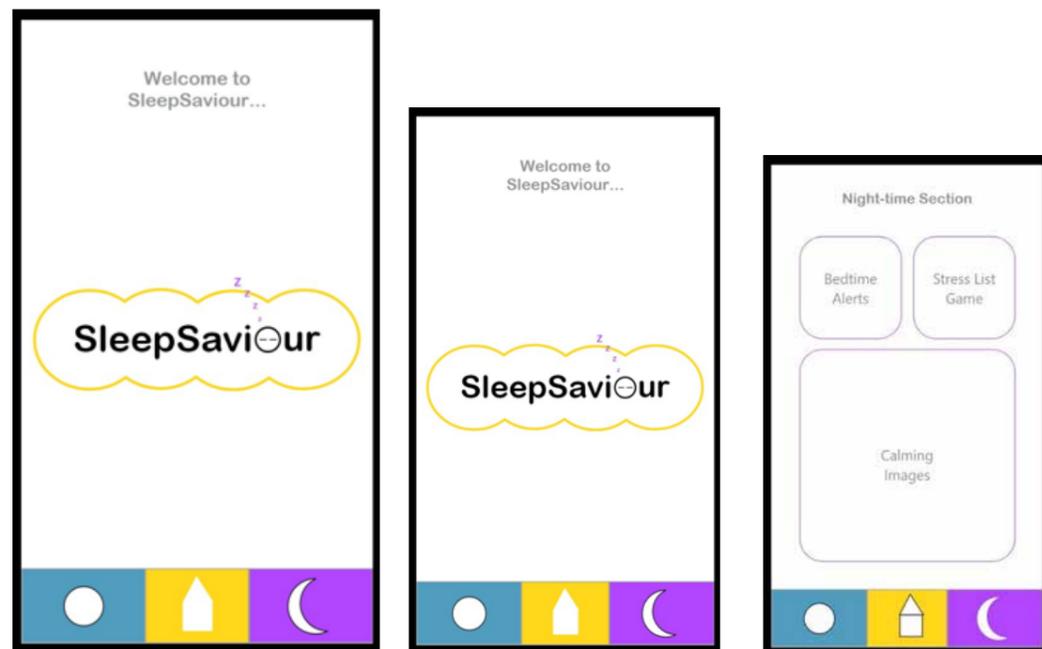
To showcase my final solution, an Adobe Xd file was created which can be viewed online via the link below. Xcode development was also undertaken to show a proof of concept for some aspects of the application. This hasn't been included on here because the design aspects have been focused on due to the RSA focusing on the design aspect. However, this can be viewed through my personal website:

http://www.danielhwilkins.co.uk/web_pages/dhw_y2s1_updated_pg.html

https://xd.adobe.com/view/ede0a6e4-910d-4882-9ac9-31d8a18ffa1c