XHALE YOUR SPACE

STUDY OVERVIEW

In today's fast-paced digital world, over 60% of individuals recognize that their physical environment significantly influences their productivity, expressing a strong desire for more adaptable workspaces. Traditional solutions, such as online focus rooms, often fail to fully immerse the user, offering limited customization and lacking the sensory depth needed to truly enhance focus and productivity.

Our XR app, Xhale, addresses this gap by providing a customizable, immersive room experience, allowing users to select environments that best suit their needs for concentration and quiet time. This personalized approach not only enhances productivity but also makes the experience of concentration more enjoyable and effective.

Problem Statement

Problem Statement

Many individuals struggle to find the ideal environment for focused work or relaxation, relying on standard work areas or busy students and content seekers, accepting a compromised experience. This lack of adaptability hinders its full potential for efficiency. Moreover, individuals with disabilities face further challenges with access to calming surroundings that can alleviate their symptoms and improve their well-being. The current lack of customizable calming hideaways or nature-inspired escapes does not fully meet their needs, for a conducive environment.

Hypothesis

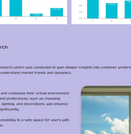
Hypothesis

Problem Solution

In light of these challenges, there is a growing demand for a customizable immersive room experience that can cater to diverse environmental needs and preferences of users. This suite of tools would empower users to create personalized sanctuaries, ensuring a conducive environments of their choice to enhance overall well-being and productivity. The immersive experience that addresses diverse sensory and emotional requirements, this application aims to provide a transformative environment that engages with their surroundings, promoting mental well-being, productivity, and overall satisfaction.

UX Framework

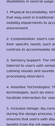
Design Thinking Process



User Research

We have implemented a user research process, aimed at gathering insights and comprehending user behaviors, needs, motivations, and preferences. This process utilizes various methods including interviews, surveys, observations, and usability testing. Additionally, we conducted an in-depth qualitative data concerning user interactions with the concept of the product, service, or system.

Survey Results



Qualitative Research

We took on qualitative research which was conducted to gain deeper insights into customer preferences, needs, and behaviors, as well as to understand market trends and dynamics.

Being able to personalize and customize their virtual environment according to their needs and preferences, users can choose from different settings, sounds, lighting, and decorations, will enhance their overall experience significantly.

The product improves accessibility to a safe space for users with disabilities in several ways:

1. Physical Accessibility: Virtual reality eliminates physical barriers that may exist in traditional spaces, making it easier for users with mobility impairments to access and navigate the virtual environment.

2. Customization: Users can customize the VR room to cater to their specific needs, such as adjusting the layout, furniture, and controls to accommodate different disabilities.

3. Sensory Support: The VR room can include sensory support tailored to users with sensory disabilities, such as offering calming sounds and visuals for individuals with sensory processing disorders.

4. Assistive Technologies: The product can integrate with assistive technologies, such as voice commands or gesture controls, to facilitate interaction for users with physical disabilities.

5. Inclusive Design: By considering diverse abilities and needs during the design process, the product promotes inclusivity and ensures that users with disabilities can fully participate and benefit from the VR experience.

How does the product contribute to fostering a deeper connection between users and the rooms?

The product fosters a deeper connection between users and the rooms through customization, immersive experiences, sensory stimulation, emotional impact, and interactive elements. At the end of the day, the room the user's rooms is Inside room.

Competitive Analysis

Aspect	Immersed	Inkwell Competitors	Potential Competitors (Elsewhere Immersive)
Strengths	- Highly immersive virtual workspace solution. - Supports multiple VR headsets. - Customizable environments and collaboration tools.	- Focus on productivity and calming environments. - Offers a variety of immersive scenes. - Compatible with multiple VR headsets.	- Immersive technologies in various industries, including the entertainment industry. - Immersive storytelling capabilities. - Access to China's intellectual properties.
Weaknesses	- Limited compatibility with non-VR devices. - Pricing may be a barrier for some users. - Competing platforms may offer similar features.	- Limited customization options. - Lack of interactive elements. - Dependency on hardware compatibility.	- Limited focus on productivity applications. - Challenges in compatibility and customization. - Potential for non-related cost and accessibility.
Opportunities	- Expanding compatibility and integrations. - Addressing specific user needs with new features. - Intense competition in the mixed reality market.	- Enhance user experiences with more interactive elements. - Energy-saving features. - Partnerships with productivity tools.	- Leveraging unique platform integration with Disney properties. - Creating unique interactive experiences. - Capitalizing on Executive Order mandated and tech grants.
Threats	- Rapid technological advancements and changes.	- Potential user dissatisfaction due to therapeutic issues.	- Changes in consumer preferences and market trends.

User Personas

Crya Ahner

45 / Single / Finance / Modern

Ahner, a busy in a college student who recently moved to a new place, has to dedicated to her studies and maintain a balance between academic commitments and personal relaxation. She struggles to find a conducive environment for concentrated study and relaxation, especially when her roommates are noisy or disruptive, leading to her seeking alternatives at home.

Frustration: Ahner's frustration stems from the lack of a suitable study environment, which has negatively impacted her academic performance and increased stress during important study sessions.

Annice Lopez

45 / Married with 2 Partners / Office worker

Annice, Annice is a single mother who juggles her time as a dedicated parent, a hard-working career, and personal responsibilities. Her challenging schedule leaves her with limited time and energy, Annice struggles to find moments of relaxation and mental rejuvenation amidst her busy schedule and the demands of her job and family life.

Frustration: Annice's frustration stems from the lack of time and energy to dedicate to her personal well-being, leading to feelings of guilt and overwhelm.

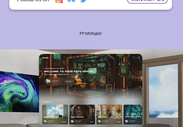
Alex Chan

35 / Single / Male / Developer

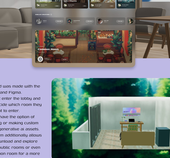
Alex, Alex is a software developer who loves outdoor sport,loves deserted places and enjoys immersive gaming experiences and virtual experiences.Jasper is a software developer who loves immersive environments. Alex struggles to find a safe and comfortable space to engage in virtual reality without the risk of dizziness.

Frustration: Alex's frustration arises from the lack of a safe and comfortable space tailored to his sensory needs, leading to feelings of discomfort, difficulty, and potential sensorial setbacks.

Brain Storming



Landing Page



Download Desktop Agent

Prototype

This visual aid sues made with the Basic and Figma.
The user first enter the lobby and from there decide which room they want to enter.
User also have the option of personalizing or making custom rooms using generative ai assets. Once the customization is done, users to download and export other user's public rooms or even enter a common room for a more collaborative environment.

Thank you !