

2017.11.02

Alleviate pressure & improve quality of sleeping
Needfinding & benchmarking

Insomnia killer 

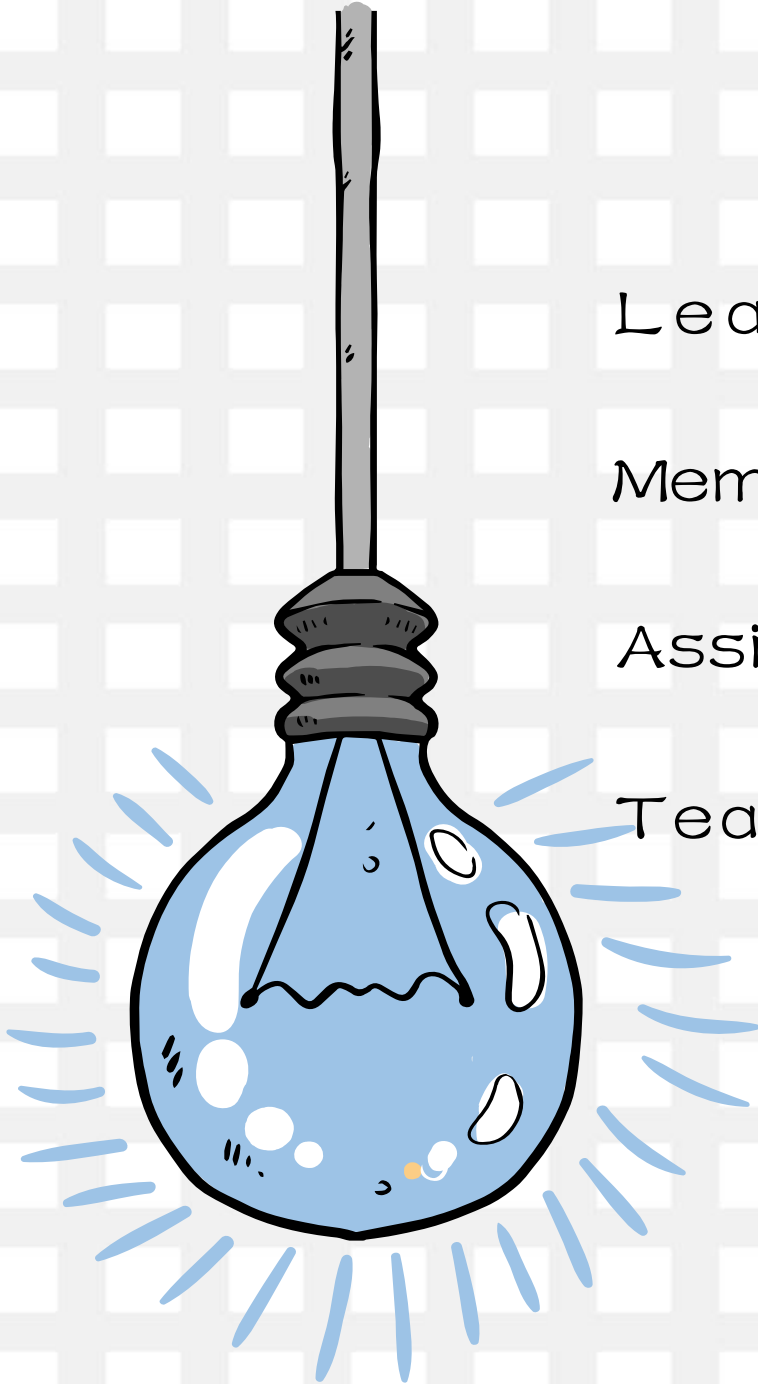
our team

Leader: 王艳红

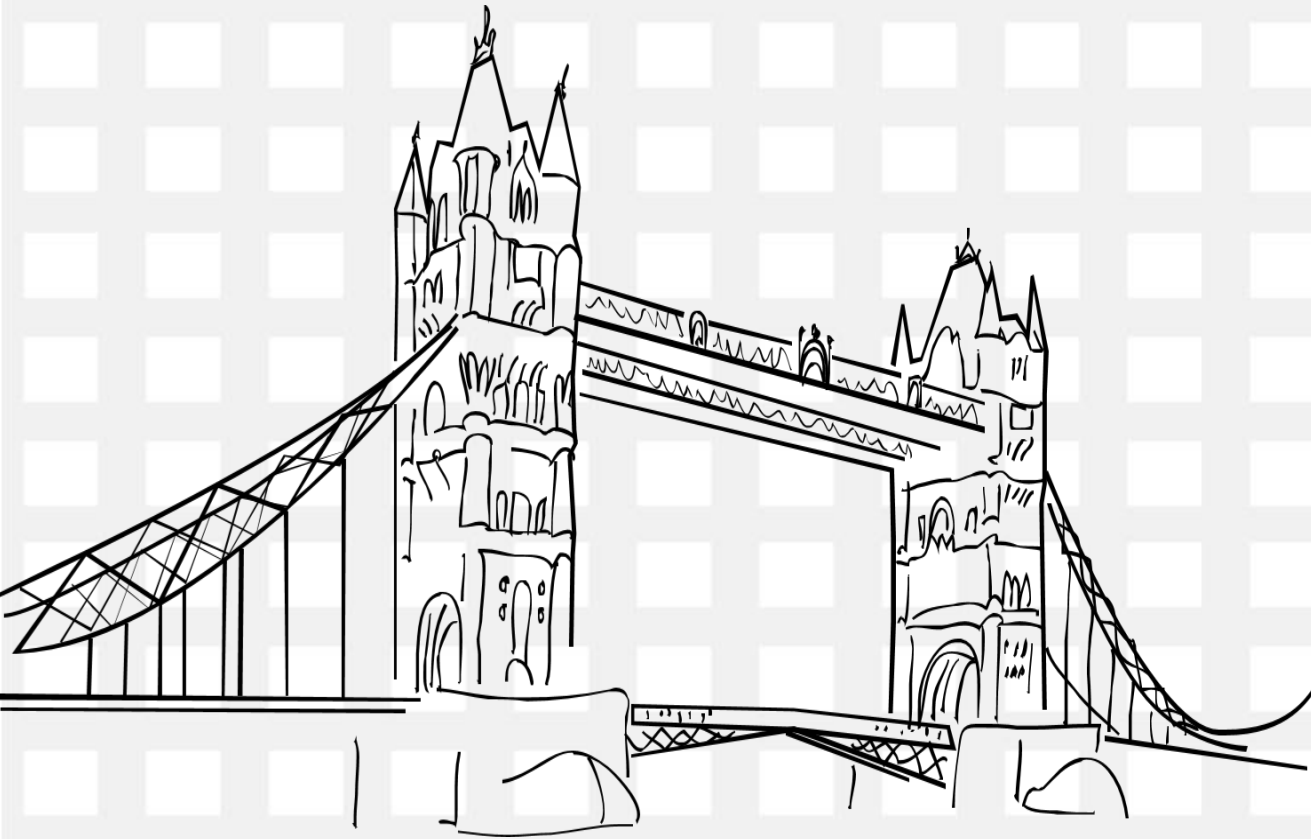
Members: 吴颖雯, 何芷璠, 吴晟坪, 张伯伦, 张硕

Assistant: 刘佳楠

Teacher: 陈志波



Contents



1 Group Meeting

2 Brainstorm

3 Needfinding

4 Benchmarking



1

Group Meeting

Totally five times meetings 



Determine our leader
Task Assignment

Methods for survey
Design questions

Needfinding

benchmarking

Our meeting time axis

Talk with Prof. quqing Chen:

Systematic thinking

Quickly update

Pursue for perfection

Bold in innovating

Reason for insomnia

Tips for interview

Questions for interview

10.21

10.24

10.31

10.22

10.27

Elect leader

Needs for better sleep

Conclusion for needfinding

Determine meeting time

Problems about existing products

benchmarking

Team work software- github

Benchmark for survey

Some origin thoughts about this topic

Methods for survey- prefer interview

Method for survey- interview&online

2

Brainstorm



How to needfinding 

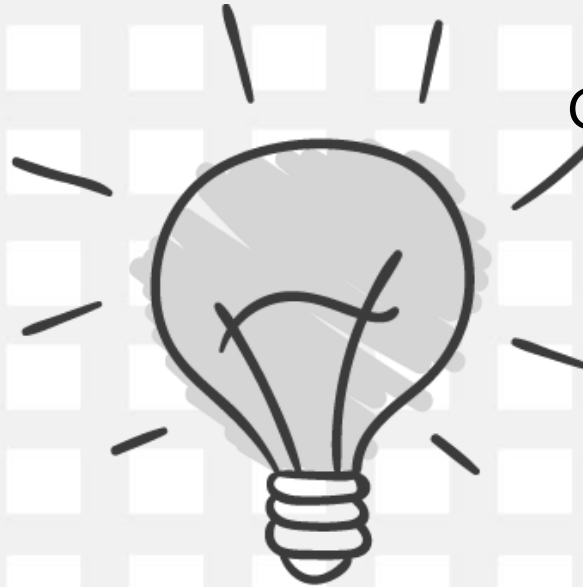
Online questionnaire

Privacy

Get large data for verify

Classify people

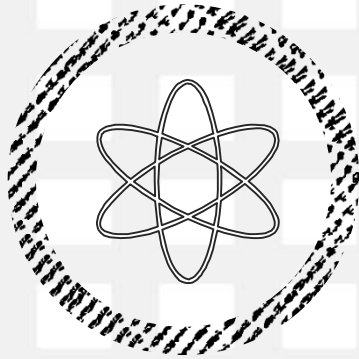
Different characteristic
Easy to find breakthrough



Offline interview

Easy to find hidden needs
Open up minds

Target crowd 



Aim at students

Great demands

Easy to collect data

arguing

Interview first

Broaden our horizon

Find hidden needs



Design questions for interview

What influence the quality

High pressure

Noisy & intense light & radiation

Old people

Attend babies at night

Inconvenience in snoozing at noon



Question design

How about your quality of your sleeping

What do you usually do before sleeping

Where do you usually snooze at noon

Matters need attention

Begin with asking the overall questions

Use detailed questions to guide interviewee

Ask about people's daily life

Avoid asking questions that can be answered
by yes or no

3

Needfinding



How to interview



1

When members traveling on the train, they can talk with travelers

2

talk with students around campus

3

talk with some workers via Wechat

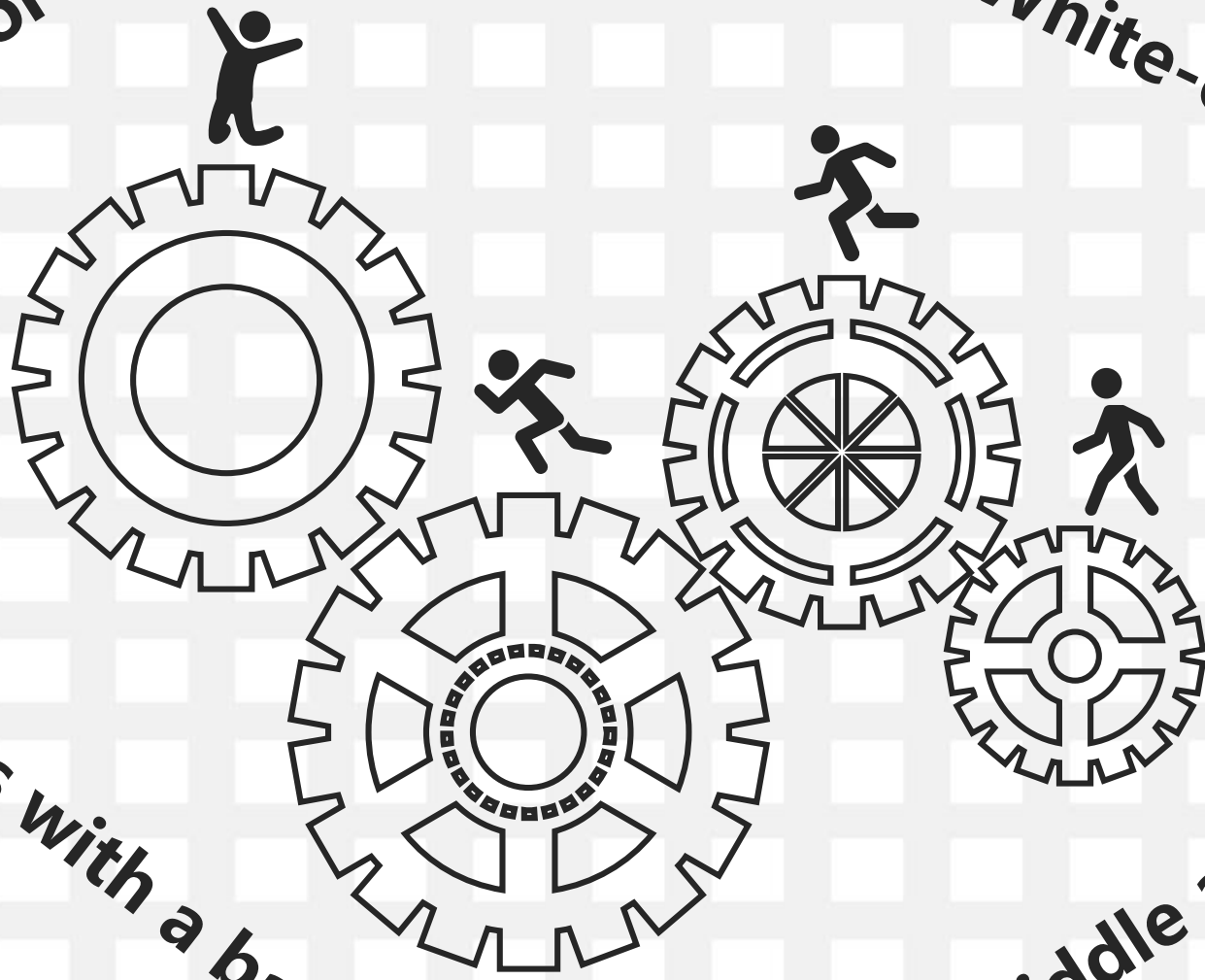
Types of interview

Students in school

Young parents with a baby

White-collar class

Middle aged people



User portraits

College students

Too much work

Playing phone before going to bed

Difficult to falling asleep on train

Important things will happen the next morning

What happened when students cannot fall asleep

During interview 



At a school restaurant



During sports meeting

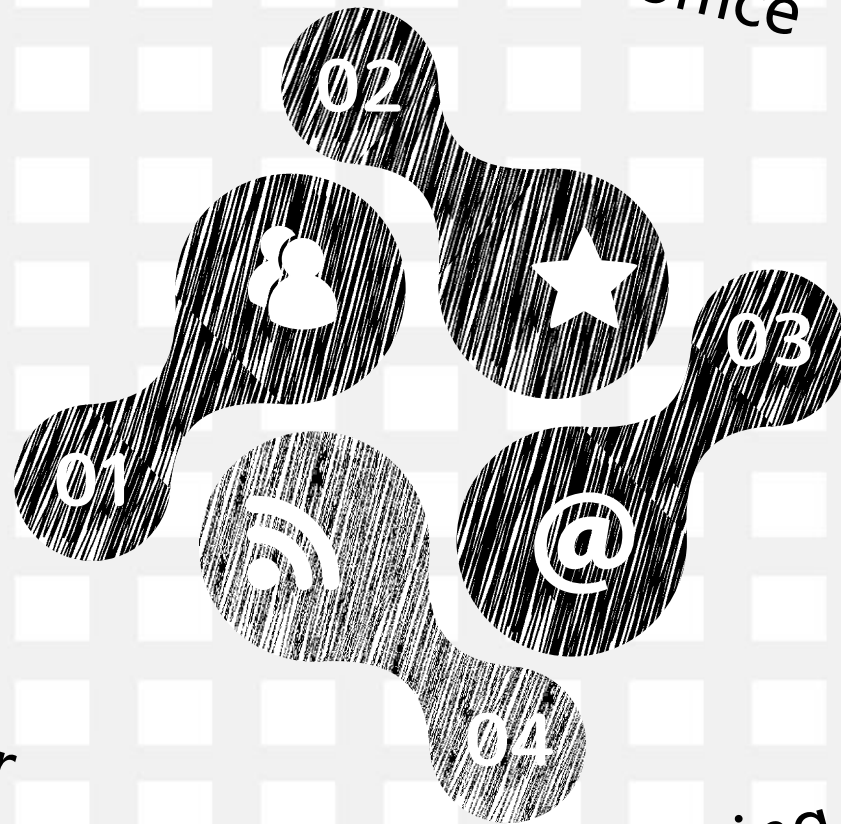
User portraits 

White-collar
class

Work pressure

Care more about their
health

Hope for a better environment to snooze at
noon at office



Addicted to playing smartphone
before go to bed

User portraits ↗

Young parents

Troublesome?



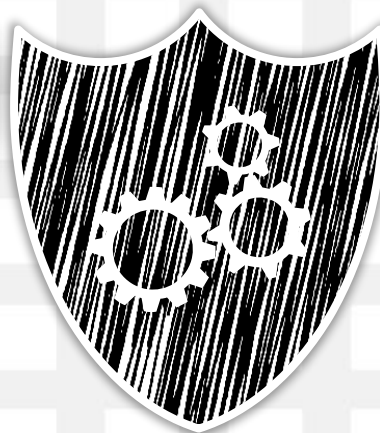
01

Work during day time



02

Feed baby



03

Cover baby up



04

Roll out of bed



Talking with a young mother

Needs convergence

College students playing
smartphone before going to bed
Irregular sleeping time



Young parents

Cannot sleep well at night caused
by attending baby



Young white-collar worker
living far from company
Inconvenient in snoozing in
office at noon

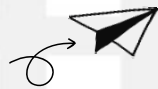


4

benchmarking



Target products



Lack intelligence



Uncomfortable compared
to the quit



Baby sleeping

One-piece pajamas

playing smartphone

Phone rack



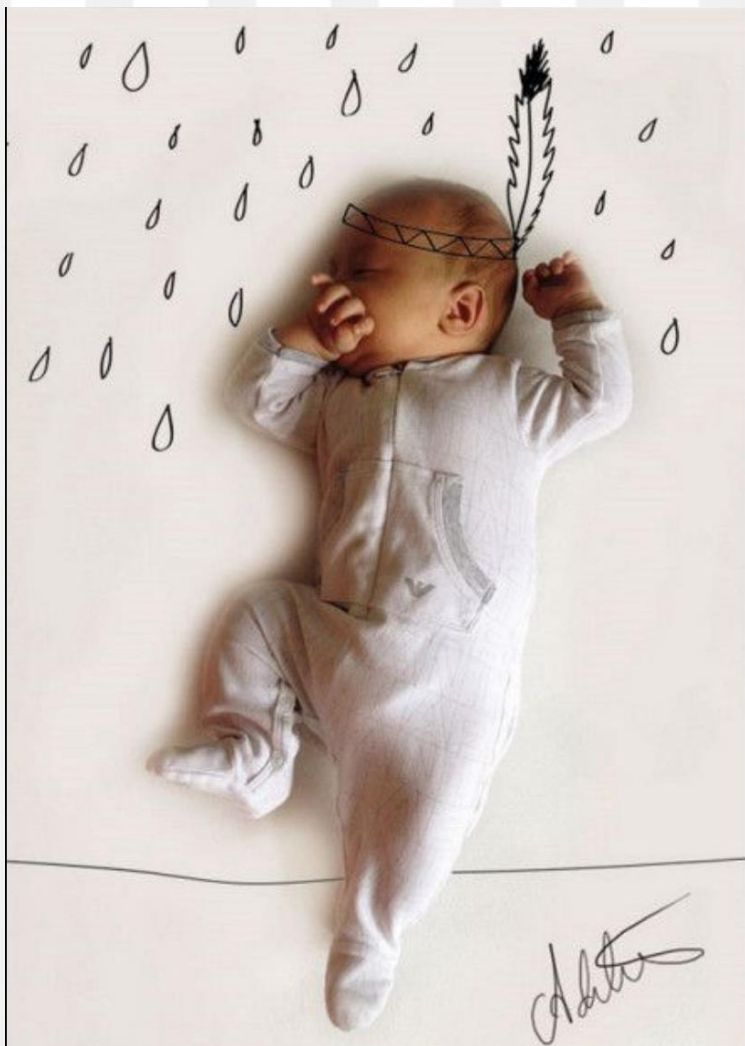
Snoozing at noon

Pillow & eyeshade



cannot breathe well
Bother to buy one





商品展示

商品描述:适合秋冬季的基础款睡衣。双面针织棉毛布质地，内侧附可书写名字的标签设计。



One-piece pajamas

Evaluate sleeping quality ↗



Mi wristband



HUAWEI wristband

选择我们的理由

只做高质午睡枕 不怕来比货

- 1▶ 竹炭内芯（土豪竹炭磁布款）：清新竹炭内芯，透气排汗好
- 2▶ 磁布内套（土豪竹炭磁布款）：磁力纤维呵护，午睡轻松
- 3▶ 工艺（90D模塑工艺）：相对普通切割工艺更加舒适，不易变形，使用寿命更长



加入购物车

pillow

枕芯

THE CERVICAL VERTEBRA HEATH PILLOW

THE CERVICAL VERTEBRA HEATH PILLOW THE CERVICAL VERTEBRA HEATH PILLOW

Memory foam NASA 1962



haibei Memory Foam

美国太空署(NASA)研发用于航天飞机靠枕及坐垫

1962年美国太空署(NASA)的一项研究：阿波罗指挥舱救生系统设计，这种材料被研发出来用于飞船的座椅之上，以吸收在火箭(飞船)起飞、飞船返回大气层、一些意外情况(如坠毁)时给宇航员造成的巨大冲击力，以及改善座椅对宇航员的保护性和舒适性。因为记忆棉最初诞生于美国太空署，所以也常被成为太空记忆棉，意为源自美国太空署的技术。

海贝健康记忆枕

感知温感技术

THE CERVICAL VERTEBRA HEATH PILLOW

U Pillow

重组·创生

多功能懒人落地支架
DIY多功能吸盘



可兼容IPAD MINI, IPAD, 以及三星Galaxy Tab
等市场主流7~11寸平板电脑。

可兼容iphone 5s/ 6PLUS, 三星note等3.5~5.5
英寸智能手机。



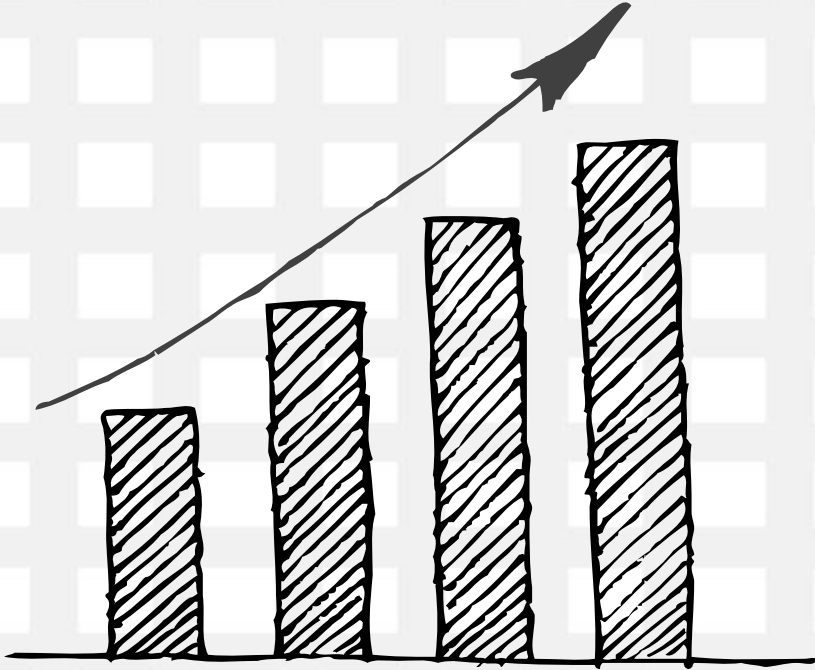
Phone rack

Pinoscope



Pinoscope

Target product ↗



Phone rack

Reasons:

- Increasing needs
- It is not much convenient
- Cannot help abandon addiction

赛鲸



天猫直送·次日达

我有傲娇品质

找同款 找相似

¥23.90 包邮 38488人付款

赛鲸 懒人手机支架 床头看电视电影直播桌面床上用创意多功能夹子

瑞派数码专营店 上海

双11 每满400减50

Intelligent phone rack

- people better enjoy smartphone in bed
- help them breaking the habit of playing too much smartphone before sleep
- get them away from mobile radiation



STEP 01

- Support your phone for better enjoyment
- Fix a time when the rack take away your phone
- Morning alarm clock inform the rack returning your phone

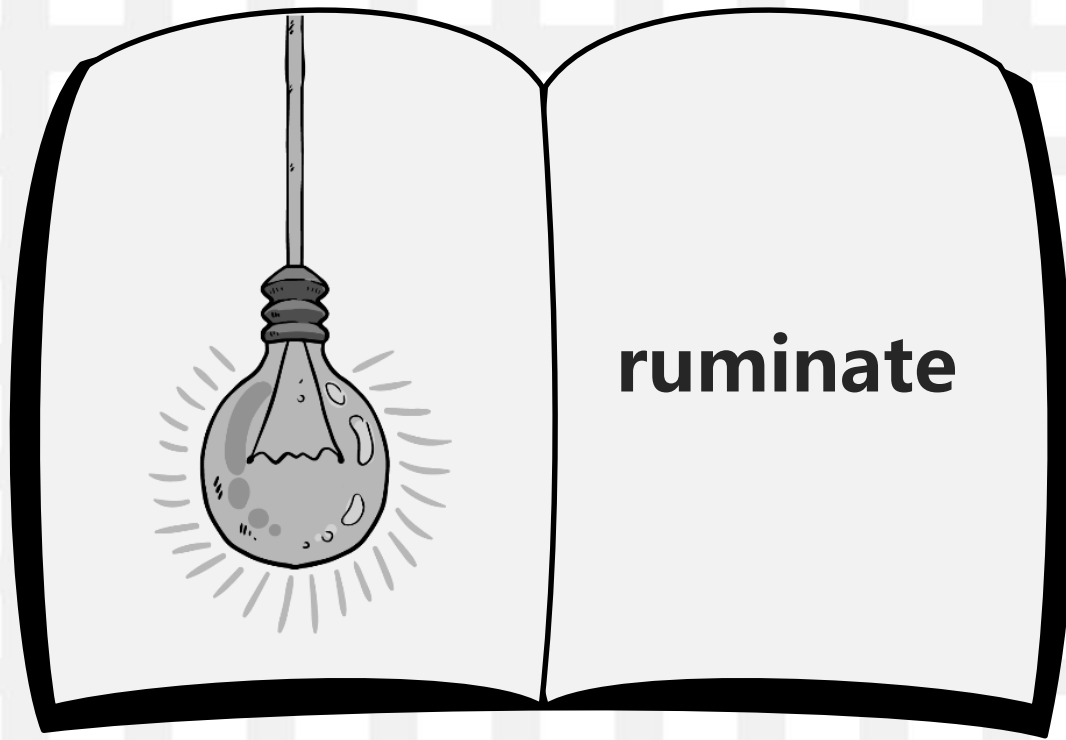
STEP 02

Integrating the evaluating sleeping quality system

STEP 03

Becoming a integrated system to help a better sleep

Future work



- Lots of problem if take into action:
What if people want to watch time
at morning before alarm clock?
- Time limited
Better benchmarking



Thanks for listening

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Insomnia killer

