2017.11.02

Alleviate pressure & improve quality of sleeping

Needfinding & benchmarking

Insomnia killer
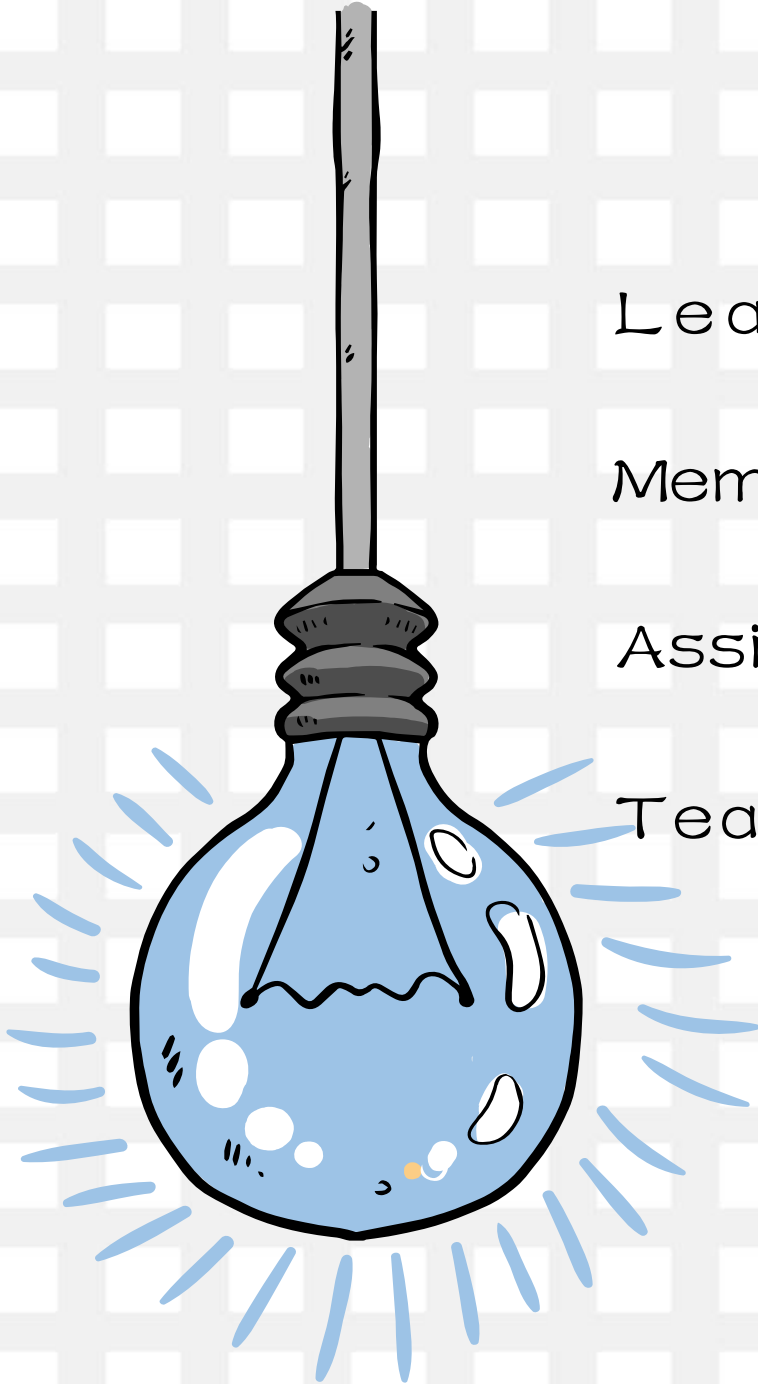
our team

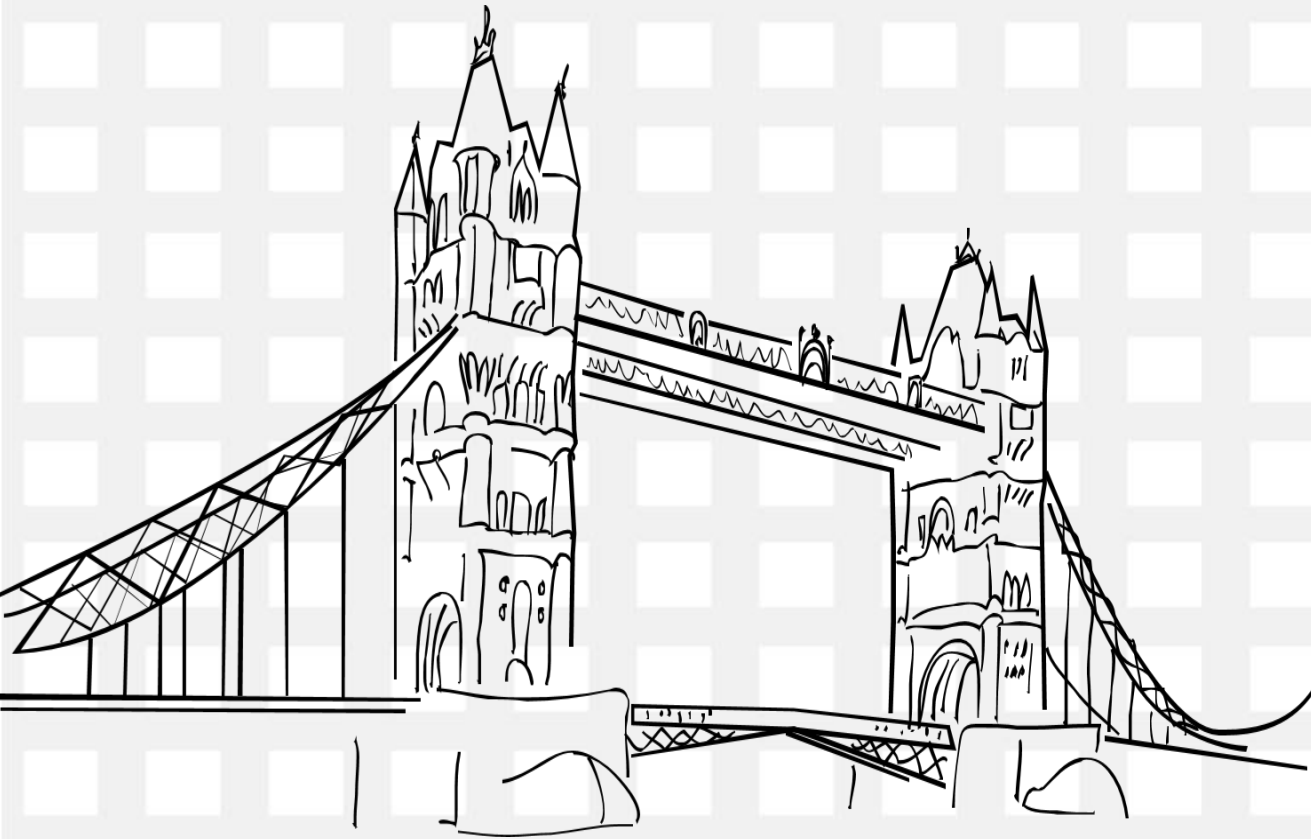Leader：王艳红

Members：吴颖雯，何芷潘，吴晟坪，张伯伦，张硕

Assistant：刘佳楠

Teacher：陈志波

Contents

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

10.21

Bold in innovating

10.24

Reason for insomnia

Tips for interview

Questions for interview

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

How to needfinding

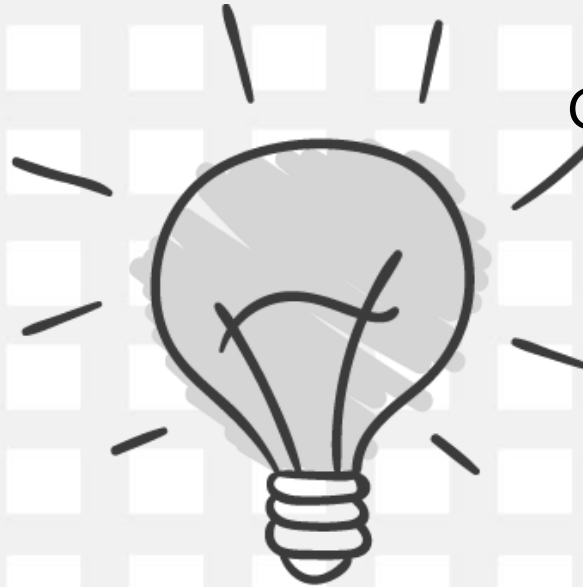## Online questionnaire
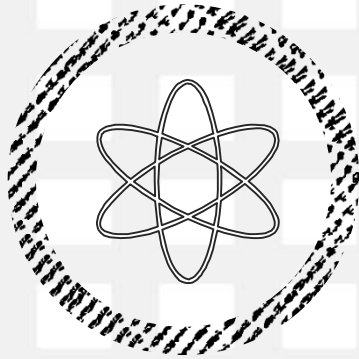
Privacy
Get large date for verify

Classify people

Different characteristic
Easy to find breakthrough

Offline interview

Easy to find hidden needs
Open up minds

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
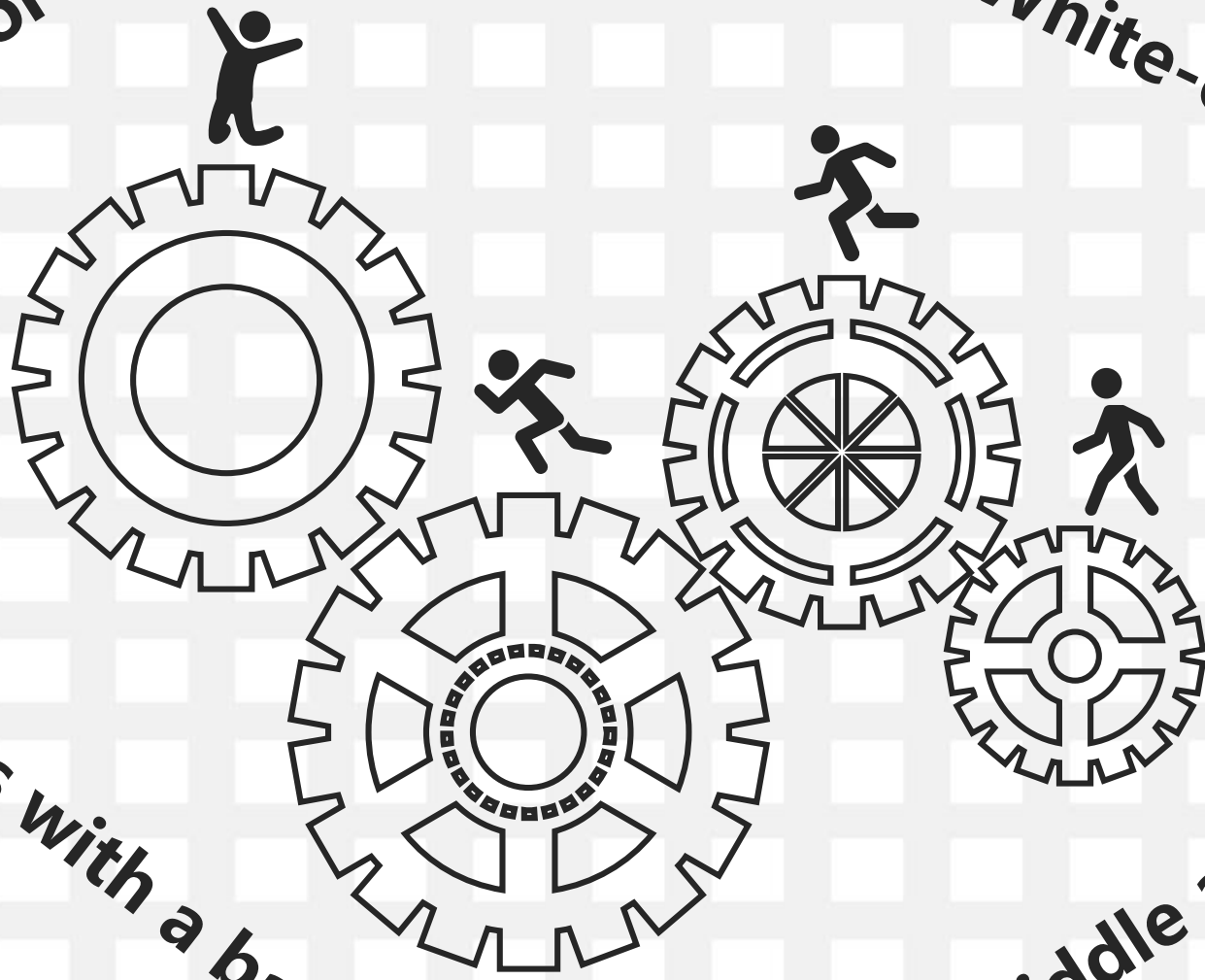
3 talk with some workers via Wechat

Types of interview

Students in school

White-collar class

Young parents with a baby

Middle aged people

User portraits

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

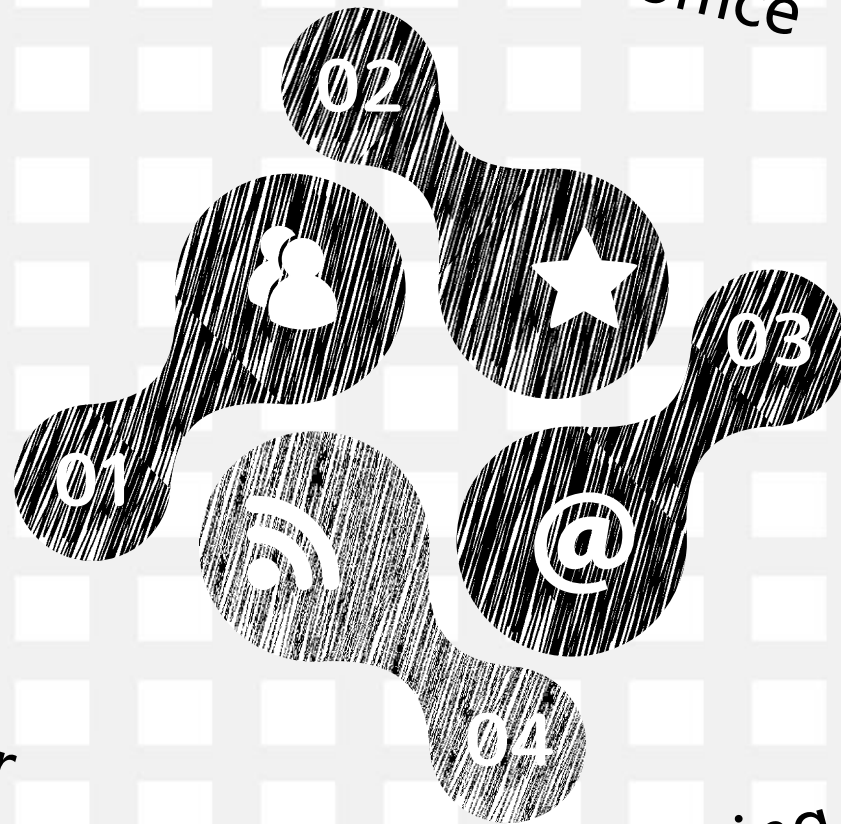At a school restaurant

During sports meeting

User portraits

White-collar class

Hope for a better environment to snooze at noon at office

Work pressure

Care more about their health

Addicted to playing smartphone before go to bed
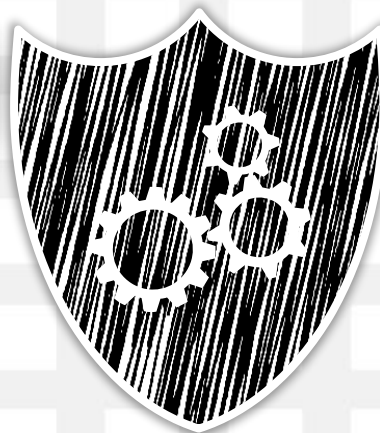
Talking with a young mother

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
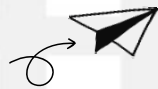
Inconvenient in snoozing in office at noon

4

benchmarking

Target products

Baby sleeping

One-piece pajamas

Uncomfortable compared
to the quit

Lack intelligence

playing smartphone

Phone rack

Snoozing at noon

Pillow & eyeshade

cannot breathe well

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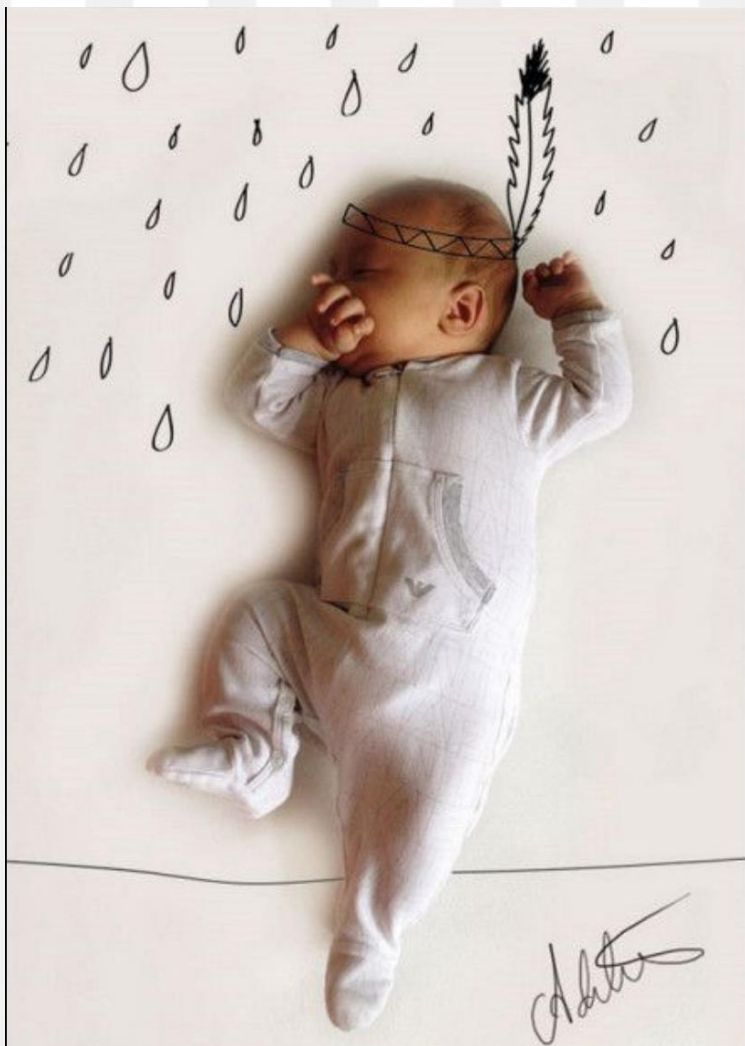
商品描述:适合秋冬季的基础款睡衣。双面针织棉毛布质地，内侧附可书写名字的标签设计。

模特
身长：73
体重：9.3kg
穿着：70尺码

One-piece pajamas

Evaluate sleeping quality

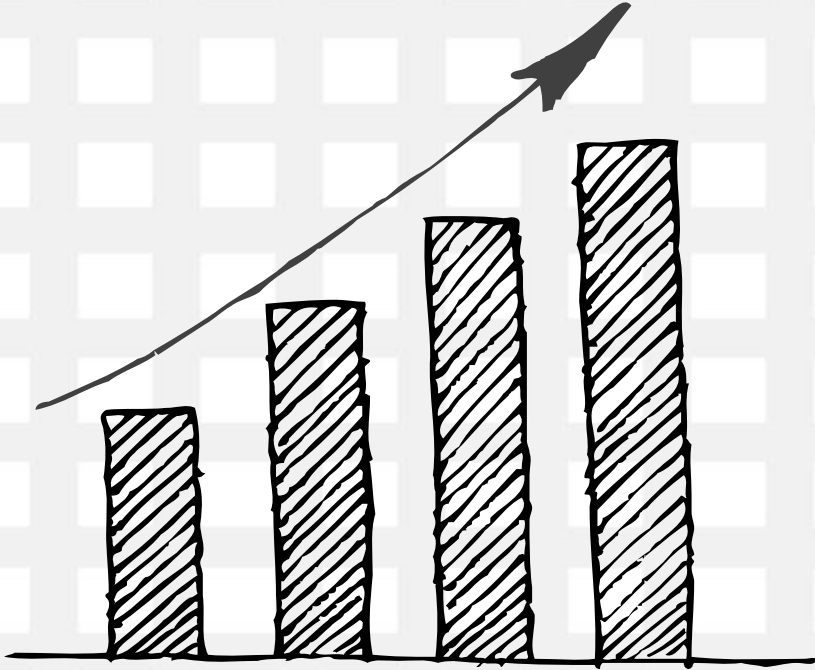

Mi wristband

HUAWEI wristband

pillow

U Pillow

Phone rack

Pinoscope

Target product

Phone rack

Reasons:

- Increasing needs

- It is not much convenient

- Cannot help abandon addiction

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
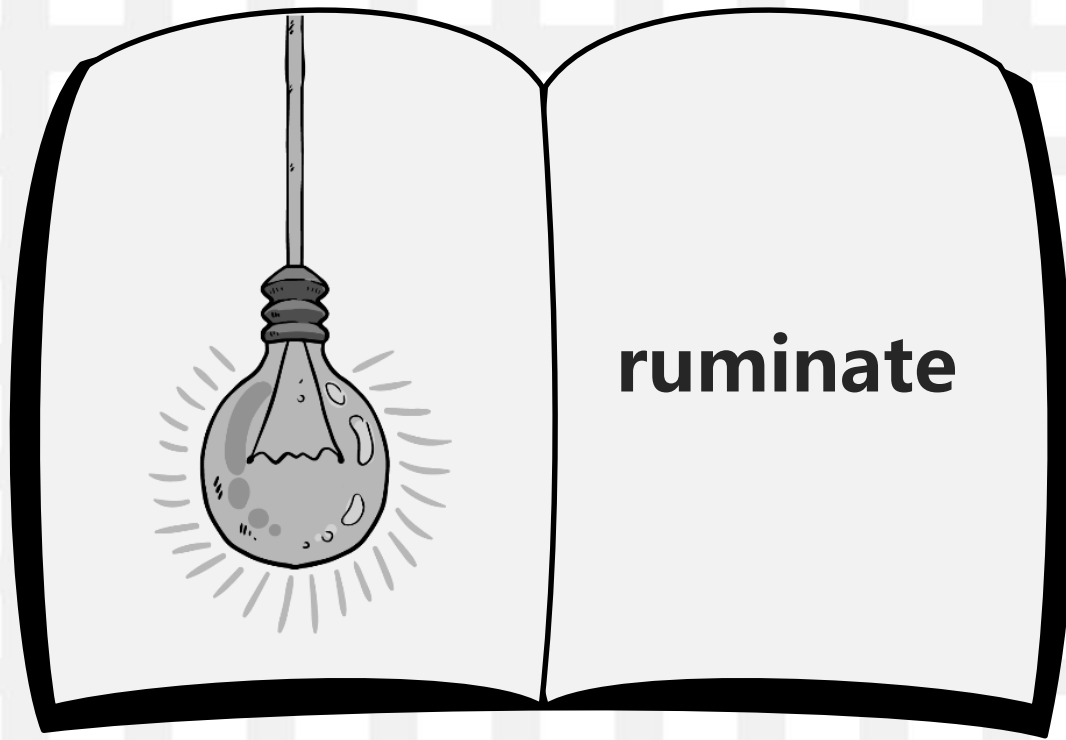- Morning alarm clock inform the rack returning your phone

STEP 02

Integrating the evaluating sleeping quality system

STEP 03

Becoming a integrated system to help a better sleep

ruminate

- Lots of problem if take into action:

What if people want to watch time at morning before alarm clock?

- Time limited

Better benchmarking

Thank s for listening

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