



Initial concept &
User evaluation

SUOMI

IoT project

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SUMMARY

➤ **Introduction**

Idea and purposes explanation

➤ **Requirements gathering and analysis**

Competitors, development process, surveys
and user evaluation

A blue-tinted photograph of a park scene. In the foreground, there is a grassy field. In the background, several trees are visible, including a large tree on the left and a smaller one on the right. A wooden bench is positioned on the right side of the image, facing away from the viewer. The overall atmosphere is calm and serene.

INTRODUCTION

Idea and purposes explanation

PROBLEM AND SOLUTION

- 7 people die from stress every 2 seconds. What do anxiety, panic attacks, depression, coronary heart disease, high blood pressure, fears, phobias, irritable bowel, fibromyalgia, ulcers, self-destructive habits like overeating, and others all have in common?
- They are all either caused by or made worse by STRESS! Our idea is to reduce stress level. What is the best way to do this if not with a spa?

HEALTHY

- According to Bruce Becker, MD, immersing yourself in water in general up to your neck gives you a cardiac workout
- Hot water promotes relaxation which helps you sleep
- Mayo Clinic researcher Thomas Allison PhD, did a study that shows that sitting in a spa bath can lower your blood pressure



SUOMI POWERED

- Many people in the spas and wellness centers do wrong journey and are afraid to use some room
- SUOMI lets a spa owner to turn a spa into a smart one for BETTER results, thanks to microcontrollers connected to a machine learning software that will help spa's users to make for them decisions about wellness journey
- In order to understand that SUOMI was what people wanted, we made a lot of questions to users

A blue-tinted photograph of a park scene. In the foreground, there is a grassy field. In the background, several trees are visible, and on the right side, a wooden bench is partially shown. The overall mood is calm and serene.

REQUIREMENTS GATHERING AND ANALYSIS

Competitors analysis, development process, surveys and user evaluation

EXISTING SOLUTIONS AND COMPETITORS

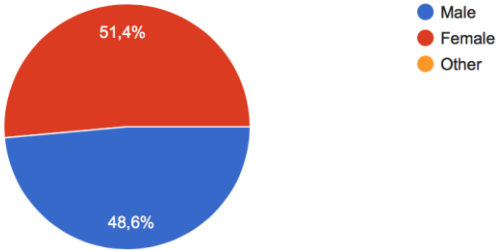
Competitors	Reliability	Competence	Availability in spa	Non invasiveness
Spa staffers	X	X	✓	X
Medical doctors	✓	✓	X	X
Wellness advisors	X	✓	✓	X
Practice	✓	X	✓	✓
SUOMI	✓	✓	✓	✓

DEVELOPMENT PROCESS

- **Skype** meetings
- **Dropbox** file organization
- **Google Form** surveys
- **Brackets** coding
- **GitHub** version control
- **Microsoft Office** presentation
- **myBalsamiq** Mockups
- **Draw.io** diagrams
- **LinkedIn**, **SlideShare** and **YouTube** sharing

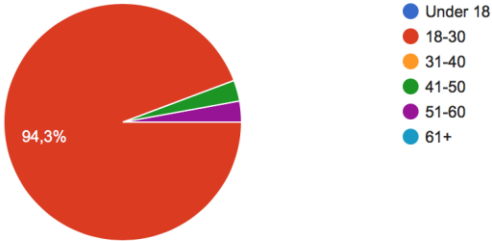
What is your gender?

35 risposte



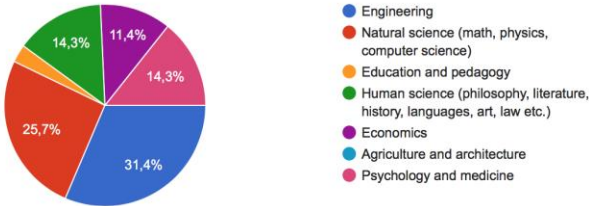
What is your age?

35 risposte



What is your interest area?

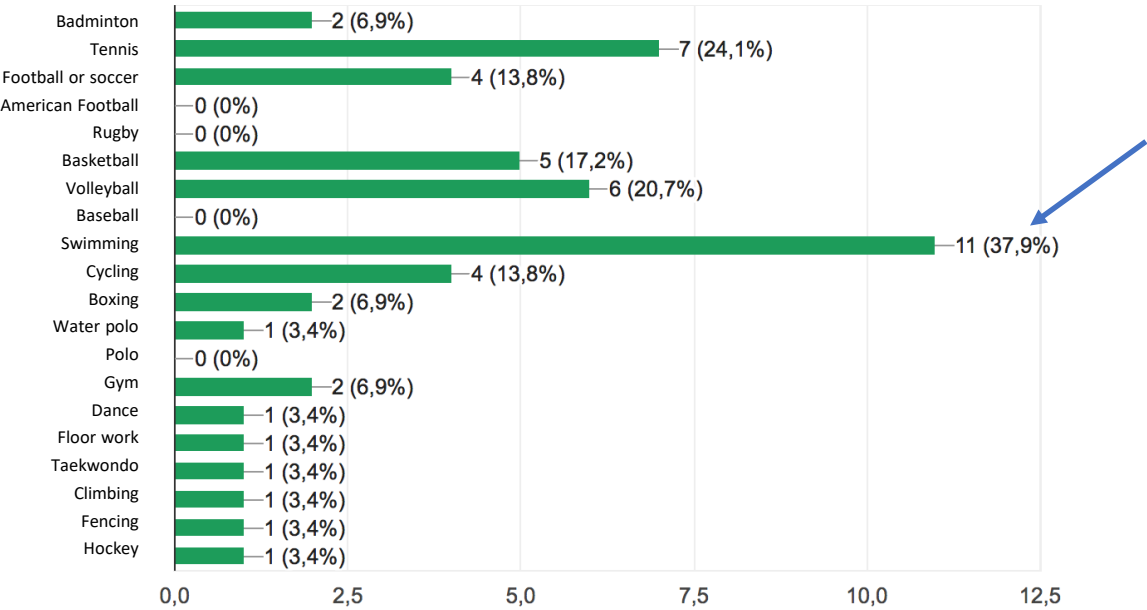
35 risposte



USERS BASIC PROFILE

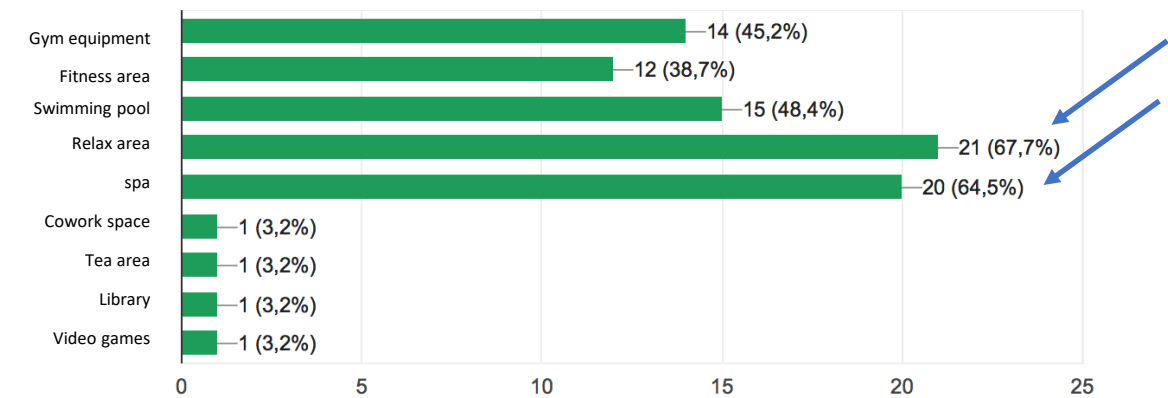
If you practice sports, what are your favorites?

29 risposte



What do you want in an entertainment center?

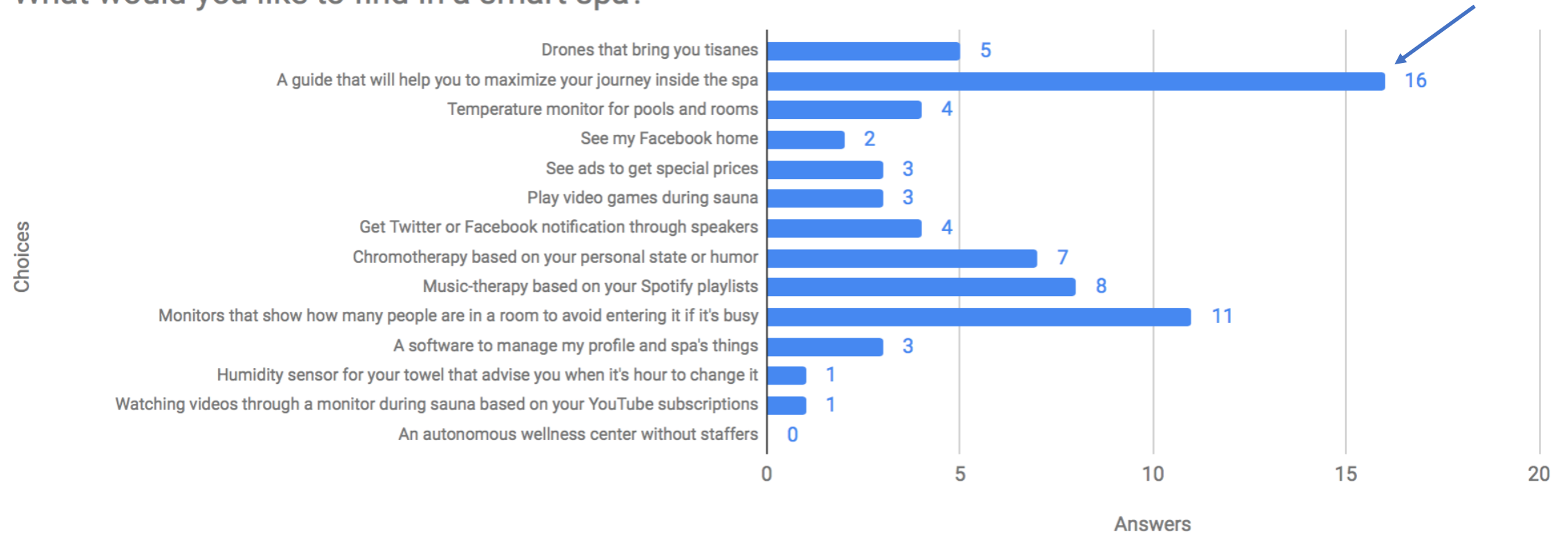
31 risposte



USERS THOUGHT ABOUT SPORT AND ENTERTAINMENT

WHAT USERS WANT FROM A SPA

What would you like to find in a smart spa?



INTERVIEWS TO REAL USERS

We asked to friends, family members and others what do they think about a “smart guide” that will help a spa customers to maximize its benefit and to avoid dangerous practices

Giulia: “I think it is an awesome idea. When I go to a spa I never know what to do and in what order, so I get annoyed by these decision, while what I would like to do is simply relax”.

Chiara: “What scares me about the wellness centers is facing paths or journeys that could be harmful to my health. I think someone should improve spas from this point of view”.

Tina: “I never saw spa staffers helping customers with their experience from the start to the end. They usually do a briefing to everyone at the entrance, but after that they don’t say to anybody what is recommended to do after some experience”.

SURVEYS RESULTS

SUOMI IDEAL USERS...

- Want spa and relax area services
- Don't use often smart devices in a spa
- Want a guide that will help them to maximize the spa experience and to avoid bad practices

SUOMI SHOULD OFFER...

- Spa and relax area services
- Usability for those who don't use smartphone in a spa
- A smart and "hidden" guide that help customers to enjoy the spa and to avoid a dangerous experience

A large indoor swimming pool with a central circular hot tub. The hot tub has four curved jets spraying water upwards. The pool is surrounded by a dark, textured wall with arched doorways. The ceiling is a large, circular glass dome with a metal frame, illuminated by several bright lights. The water in the pool is a deep blue color.

SUOMI

We are working hard to make the world
feeling less BLUE

THANK YOU!

Useful links



Check for more amazing projects and ideas by
Roberto Falconi, Federico Guidi and Salvatore Licitra

- **LinkedIn:**
<https://www.linkedin.com/in/roberto-falconi/>
<https://www.linkedin.com/in/federico-guidi/>
<https://www.linkedin.com/in/salvatorelicitra/>
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<https://www.slideshare.net/SalvatoreLicitra2/>
- **GitHub:**
<https://github.com/RobertoFalconi/SUOMI/>