

# SLEEP NO MORE

Interaction Design & UX Design &  
MR Design & Service Design

I utilized Apple's Vision Pro AR technology to enhance the immersive theater experience of "Sleep No More." The solution involved creating a guided viewing process, incorporating AR technology to provide clear directions, highlight plot points, and facilitate character recognition. The project resulted in the development of virtual masks and an intuitive Apple Vision Pro UI design.

Team Project: 2023.07 - 2023.09

My Role : Research, Modeling, MR Design



# Background

Sleep No More is an **immersive work of theater** created by the British theatre company Punchdrunk, which tells **Shakespeare's** classic tragedy **Macbeth** through a darkly cinematic lens.



By far, Over

490,000 Attendees

Total Revenue

439 Million Yuan

Average rating ( 1,284 reviews)



## Chinese New Cast

The Shanghai rendition boasts an array of **fresh Chinese talents** in its cast.

## New Added Contents

The team drew inspiration from the traditional Chinese tale **The Legend of the White Snake**.



## Special Settings

The scene unfolds in the midst of 1930's Shanghai's opulent grandeur, once the abode of a Scottish aristocrat.

## Six Storeys New Building

McKinnon Hotel is composed of 6 levels of theatrical spaces and boasts over 90 rooms.

# Research

## Storyline Introduction

### Main Storyline 1: Mecbeth-Shakespear

- **Performance Area :** Floor 1- Floor 4
- **Characters:** Macbeth, Lady Macbeth, Macduff, Lady Macduff, Banquo, Duncan, Malcolm, Three Witches
- **Storyline:** Macbeth, driven by ambition and encouraged by his wife, kills King Duncan and commits further murders, including Banquo and Macduff's family, to become king.

### Special Subplot 2: Rebecca

- **Performance Area:** Floor 4 - Floor 6
- **Characters:** Agnes, Hecate, Fulton, Porter, Malcolm, Housekeeper
- **Storyline:** Under Hecate's temptation, Agnes, once focused on finding her sister Grace, succumbs to corruption, falling into a trap and sacrificing her own tears.

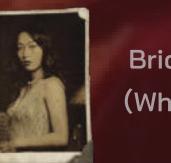
### Special Subplot 1: White Snake

- **Performance Area:** Floor 4 - Floor 5
- **Storyline:** The White Snake legend depicts a complex love story between a snake demon who has transformed into a human and a man. In the adapted version, it includes scenes such as the encounter between Xu Xian and the White Snake, the White Snake searching for a remedy, the White Snake revealing her true form, and the White Snake's escape.
- **Main Characters:**

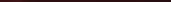
Husband  
(Xu Xian)



Bride  
(White Snake)



Fulton (Fahai)  
Martor  
Nurse



## Spacial Structure Introduction

### Unit 3: Rebecca Area

6F

5F

4F

3F

2F

1F

6F

5F

4F

3F

1F

6F

# Field Research

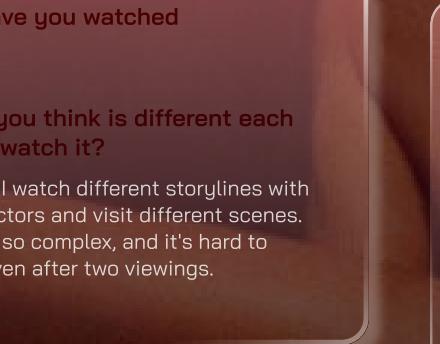
On August 3rd, our team went to watch the Shanghai version of 'Sleep No More' and conducted field research.

## Observation



# Interview

We interviewed 10 individuals who have attended 'Sleep No More,' and below, we present some typical questions and responses.



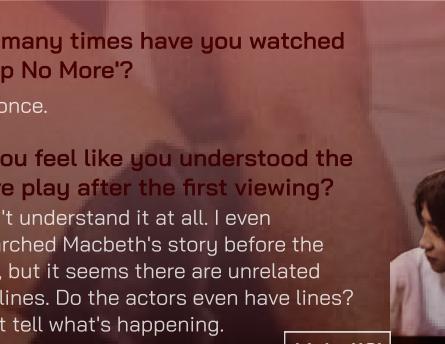
How many times have you watched 'Sleep No More'?

Twice.

What do you think is different each time you watch it?

Each time, I watch different storylines with different actors and visit different scenes. The plot is so complex, and it's hard to keep up, even after two viewings.

Male (29)



How many times have you watched 'Sleep No More'?

Only once.

Do you feel like you understood the entire play after the first viewing?

I didn't understand it at all. I even researched Macbeth's story before the show, but it seems there are unrelated storylines. Do the actors even have lines? I can't tell what's happening.

Male (18)



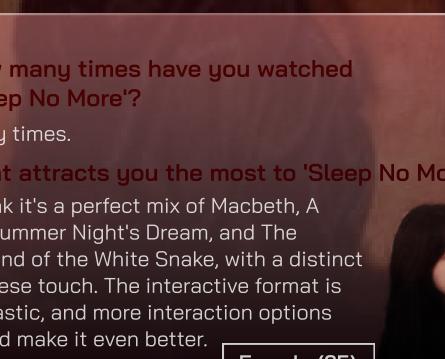
How many times have you watched 'Sleep No More'?

Just went to see it once.

Would you go to see it a second time?

If the audience remains this crowded, I might not go again. It's too hard to keep up with the actors, and my view is often blocked. The viewing experience is poor, and I can't understand it at all.

Female (21)



How many times have you watched 'Sleep No More'?

Many times.

What attracts you the most to 'Sleep No More'?

I think it's a perfect mix of Macbeth, A Midsummer Night's Dream, and The Legend of the White Snake, with a distinct Chinese touch. The interactive format is fantastic, and more interaction options would make it even better.

Female (25)

# Persona

"This time, I'll make sure to see everything I want!"

Hobby: Travel, Digital game, Reading, Football

## Goals:

- Experience and share immersive, social media-worthy theater for online presence.
- Relax and cultivate artistic appreciation.
- Gain a complete understanding of the storyline.

## Painpoints:

- Distinctive character costumes.
- Clear route indications.

## Needs:

- Indistinguishable character costumes.
- Lack of guidance on routes.
- Desire to see everything in one go, despite the high ticket price, causing difficulty in maintaining a relaxed and enjoyable mindset.

"I'm already familiar with the storyline and routes; I want to experience more."

Hobby: Musical drama, Movies, Idolizing stars, Foods

## Goals:

- Explore more routes and storylines of the sleepless night experience.
- Repeatedly experience intense emotional impact.
- Engage in one-on-one interactions with actors and immerse in the story.

## Painpoints:

- Crowds obstructing the view and causing difficulty in following actors.
- Repeating the same storyline can be somewhat boring.
- It's difficult to be selected for a 1 on 1 interaction, and there isn't much interactive experience.

## Needs:

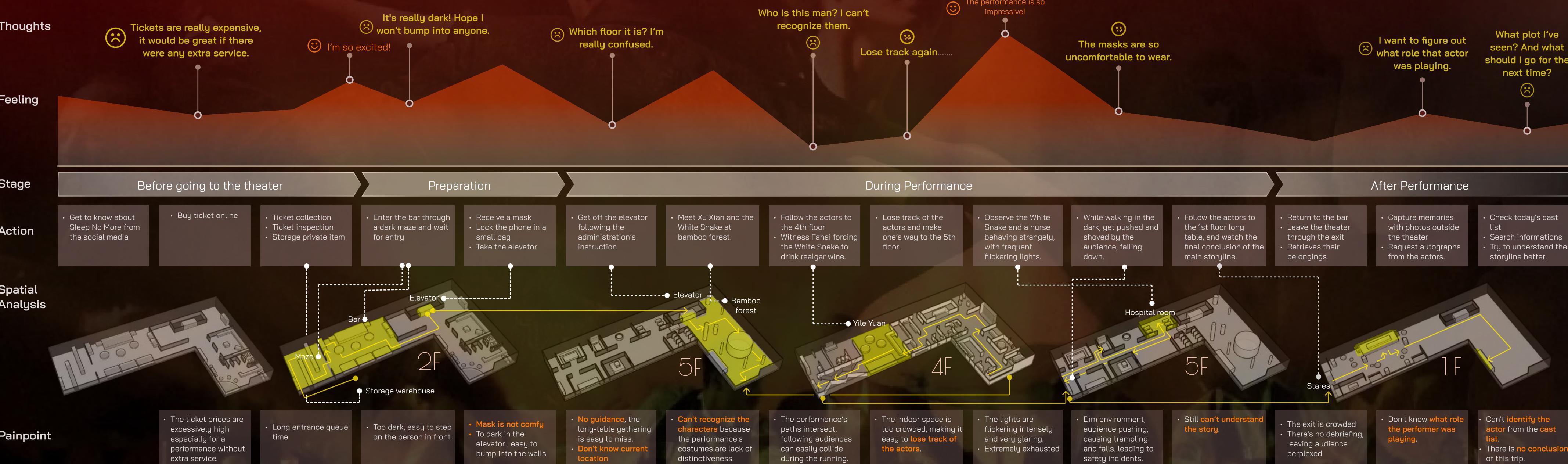
- Interactive opportunities separate from actor performances.
- A deeper level of exploration experience.



Zhao 33 Data Analyst

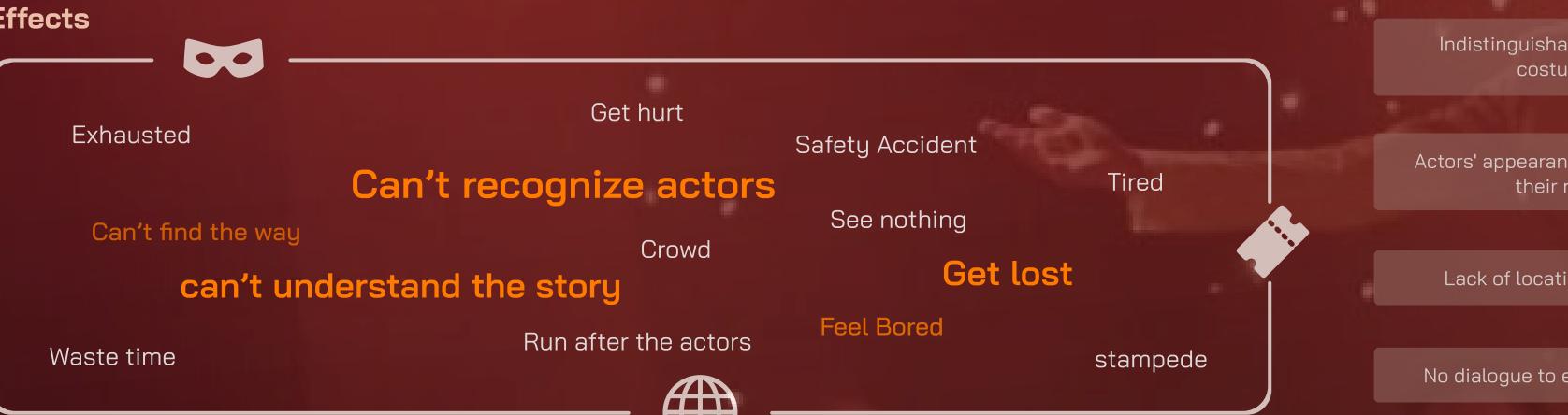
Repeat audience

# Spacial User Journey Map



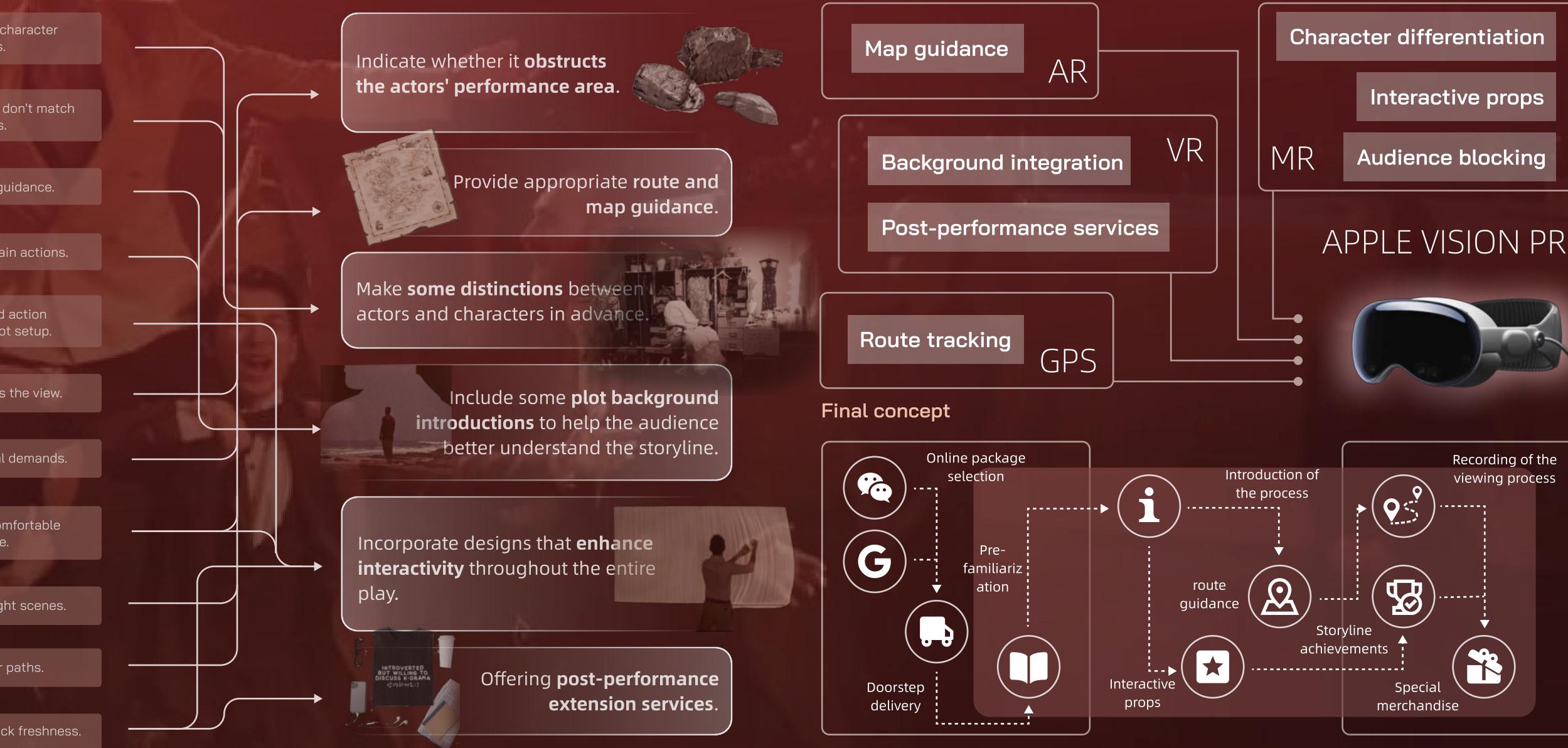
# Problem Trees

By analyzing the interview findings, our own observation and spacial journey map, we find out some problems of current sleep no more immersive experience and we display the **typical problems and causes below**.



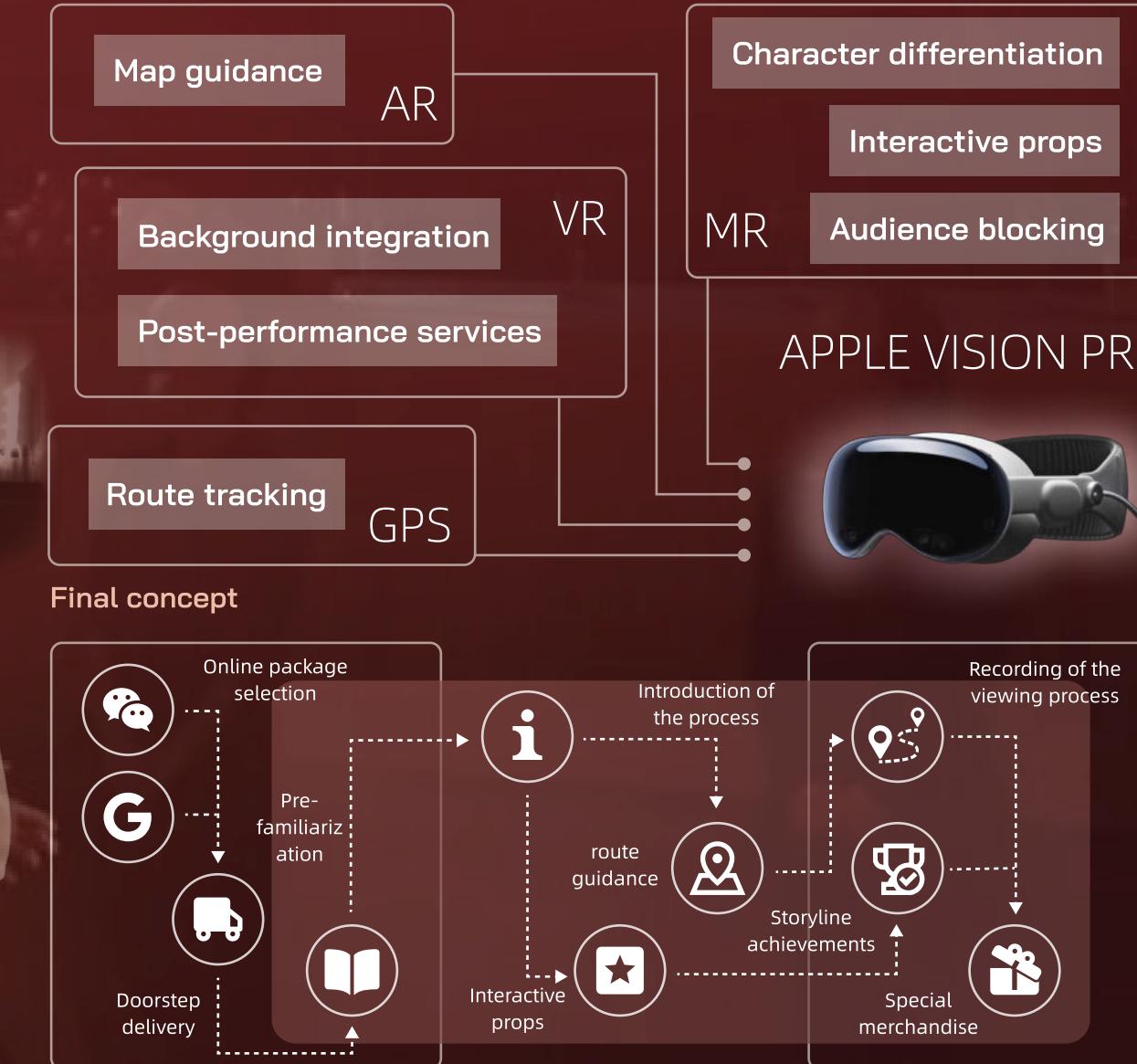
# Offering Map

By analyzing the interview findings, our own observation and spacial journey map, we find out some problems of current sleep no more immersive experience and we display the **typical problems and causes below**.

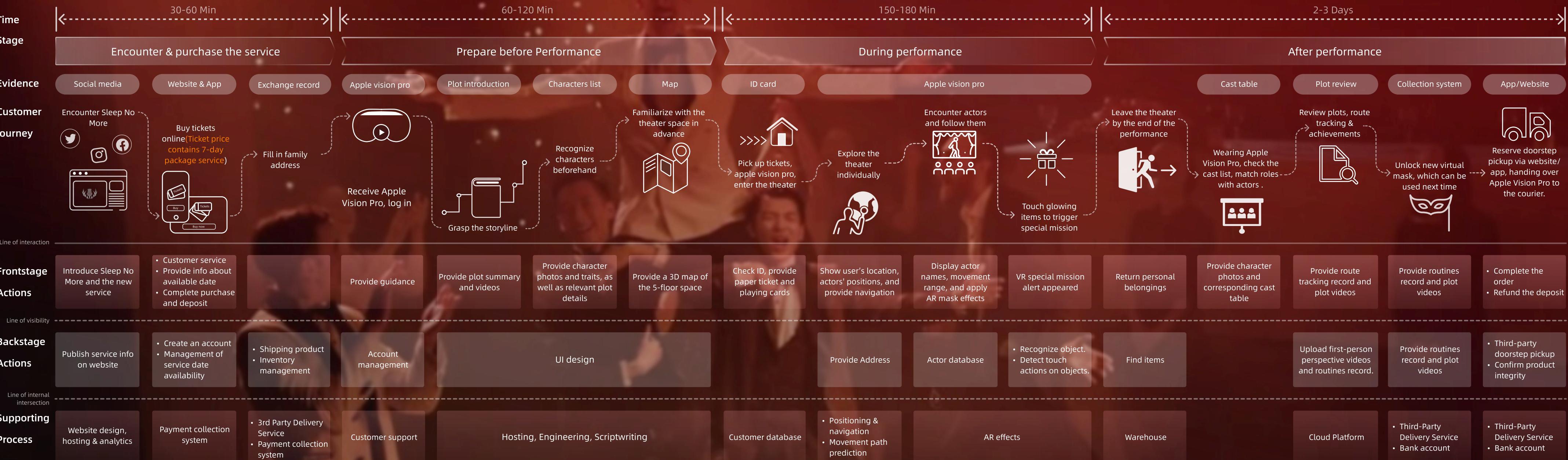


# Ideation

## Brainstorm



# Service Blueprint



# Storyboard

01



Buy ticket and 7-day Apple vision pro package service.

Users can enhance their experience of watching "Sleep No More" by using this service **before, during, and after the show**, gaining a better understanding of the plot and characters.

02



Receive Apple Vision Pro .

03



Wear Apple Vision Pro & log in.

04



View characters' introduction.

05



View plot introduction.

06



View 3D map .

07



Pick up tickets, wear apple vision pro, enter the theater.

08



Explore individually in the theater.

The apple vision pro would **show names of the characters** and **location of actors**, users can **trigger tasks by touching glowing objects** and explore an interesting new route following the task prompt.

09



After coming back home, users can view cast list.

Users can use Apple Pro to **view the cast list**, corresponding **character photos**, and detailed **descriptions of the actors**.

10



View route tracking.

11



View plot achievement.

12



The plot achievement **unlocks the limited mask**. It can be used for the next viewing.

Users can choose to **wear the limited virtual mask** by selecting it in the Apple vision pro, and in the view of others equipped with Apple Vision Pro, these **limited-edition** masks will be **displayed on the wearer's face**.

