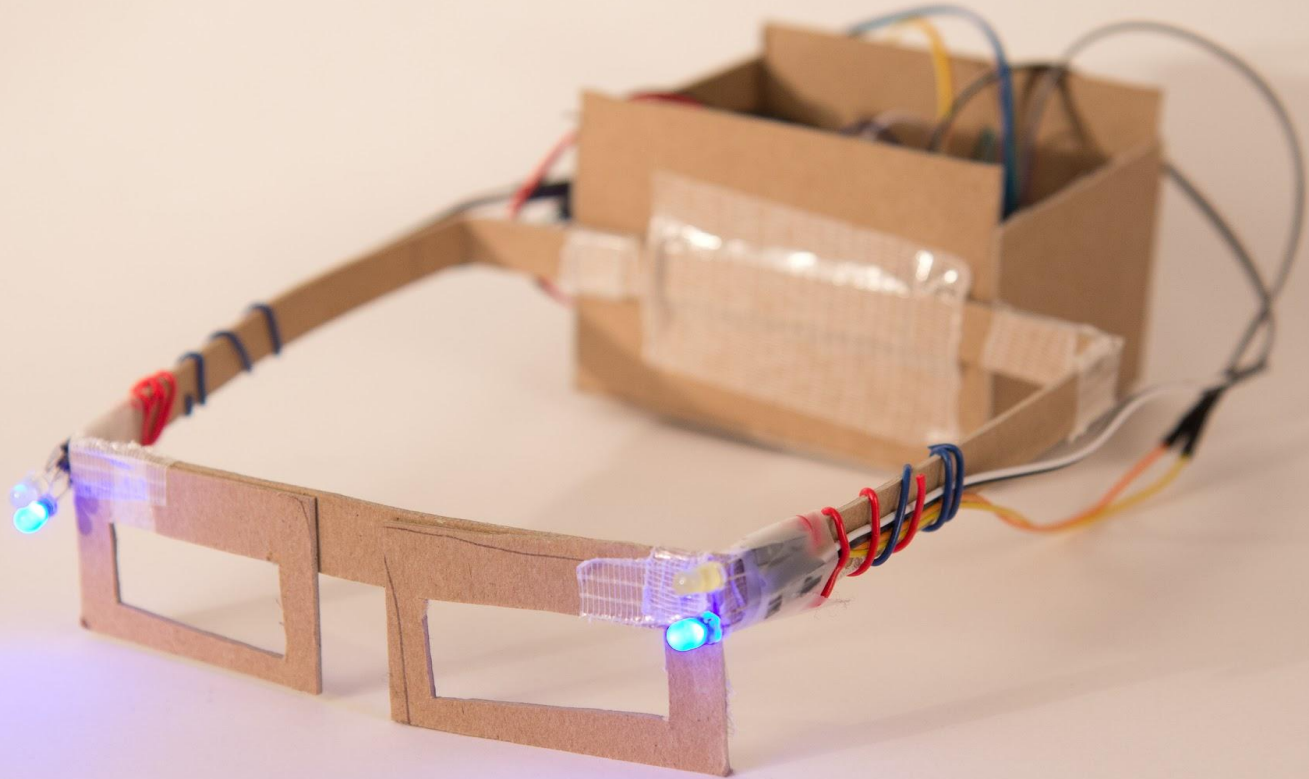


Pitch Deck

Light glasses

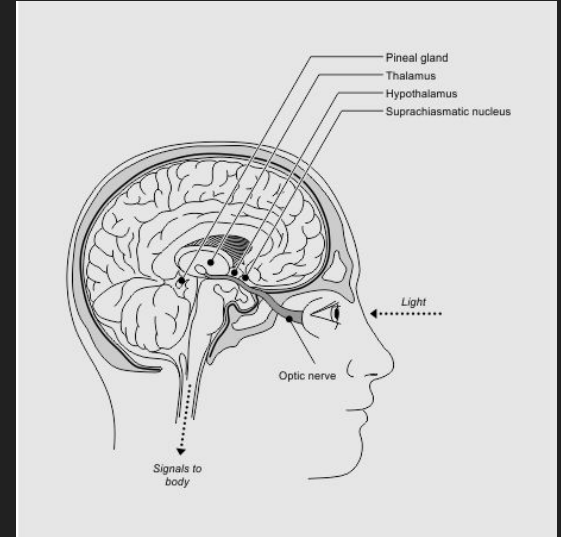
Ji Eun Yang

Product- Light Glasses



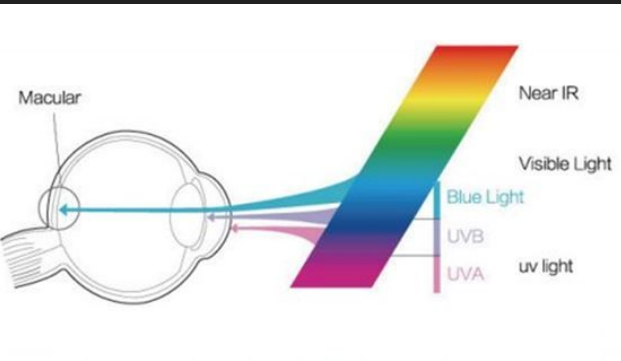
Purpose

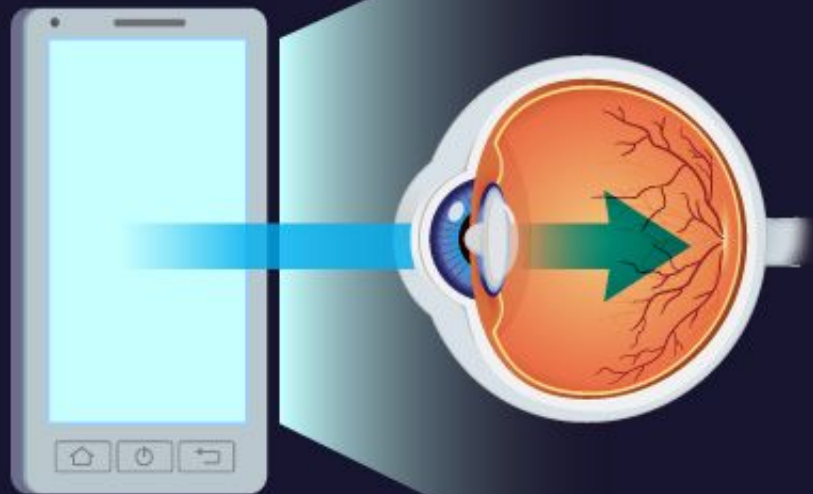
- Sleep preventer + Sleep aid
- Correlation of light and sleep
 - Circadian cycle
 - Melatonin
- Significance of Blue + Yellow light



Blue light

- “Blue light suppresses melatonin production for more than twice as long as other light wavelengths, and alters circadian rhythms by twice the degree.” -The sleep doctor
- Fluorescent light and LEDS - most energy efficient and bright lighting- useful for many
 - Found in majority of technology
- They interrupt normal sleep pattern
- Confuses body- Alertness which diminishes sleepiness
- Blue light of other lights found to be strongest



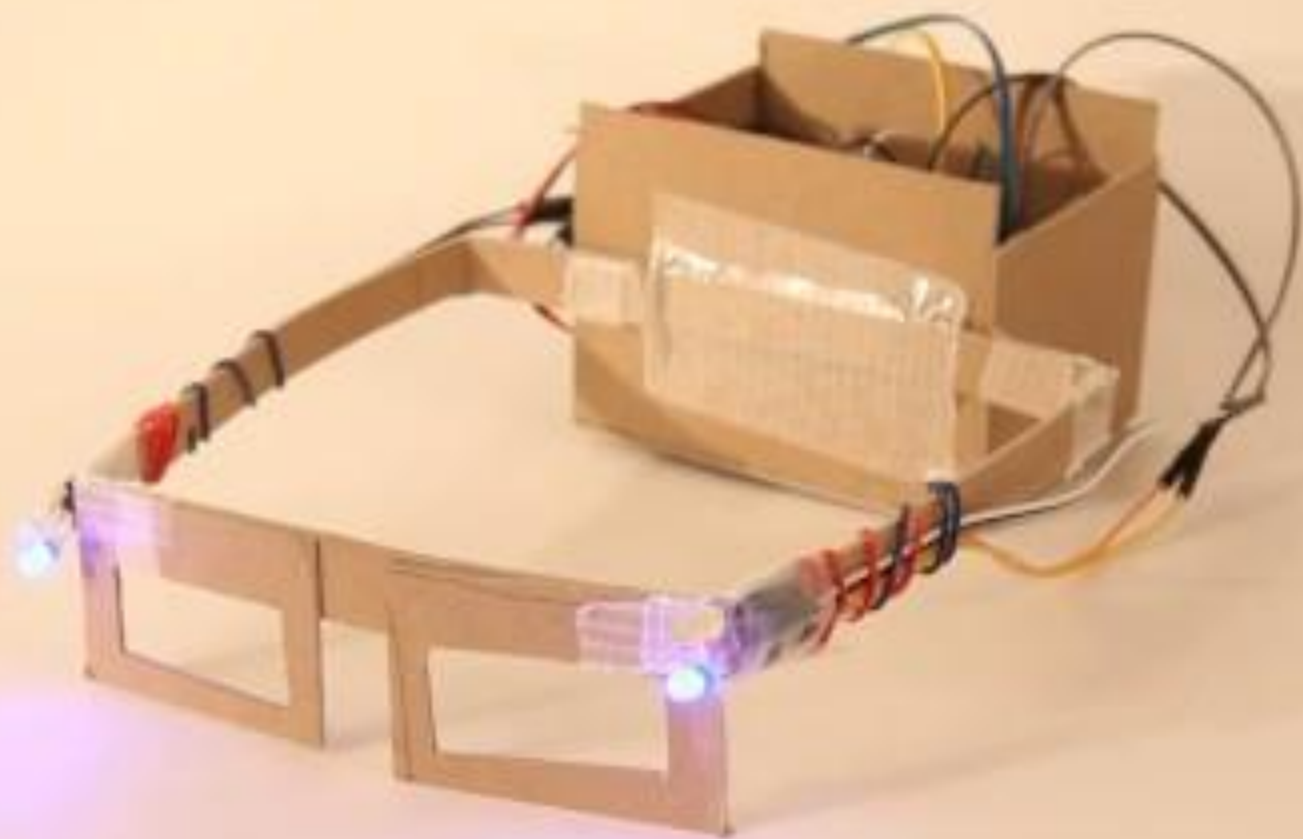




Yellow light

- Lessen the effects of LED light to sleep as much as possible
- Diffused warm light
- Warm tone- induces feelings of comfort and warmth
 - Yellow, orange

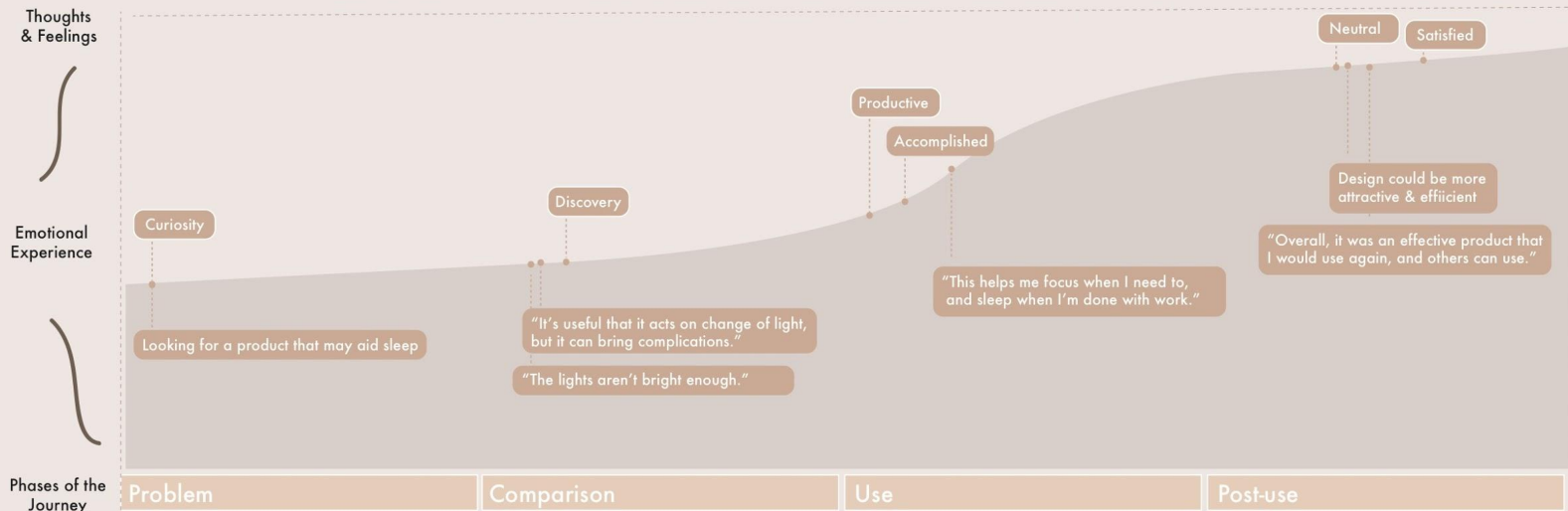




Target audience : Tech workers

My audience will be someone who will need to be attentive consistently throughout the day, who also is doing a lot of work through screens. Lights emitted from electronic screens can interfere with sleep schedule, and therefore a typical tech worker such as a software engineer may need sleep aids on a daily basis. My product will be useful for providing a natural way to create an environment for good rest.

Emotion throughout journey



Description

This phase shows why our target audience may be looking for a product such as the light glasses, and why it might be helpful. A tech worker needs to stare at electronic screens for hours at a time, and this can strain the eye and alter one's ability to sleep. Therefore, this product will help the tech worker be able to induce this natural sleep when it is time to go to bed.

Description

After discovery of the product, the target audience will either choose to use or not to use the item. In order for them to feel inclined to use, the design must be something they are attracted to, as well as the purpose. I tried to design the product in the most simple and portable way possible, with least amount of hassle to use. Same with the purpose, I wanted to make the use the most convenient, and therefore I chose the light sensor feature.

Description

Through this phase, the tech worker will use the product and create their own perception and judgement about the product. What about the product might they like/ not like? What may be effective to them?

Description

At this phase, the user gets to summarize their overall thought on the product, and choose to either move onward with the use or not. The user now also has the choice to recommend it to others who may potentially be interested in using the product.

Thank you!