

# SNARK

The smart bed with  
personalized temperature  
settings

**TEK830 - Digitalization and AI in practice**



**CHALMERS**  
UNIVERSITY OF TECHNOLOGY

## Target users

Customers in upper-middle class

- since they are most likely to be interested in smart home products
- & has the economy to support spending money on it

## Problem Statement

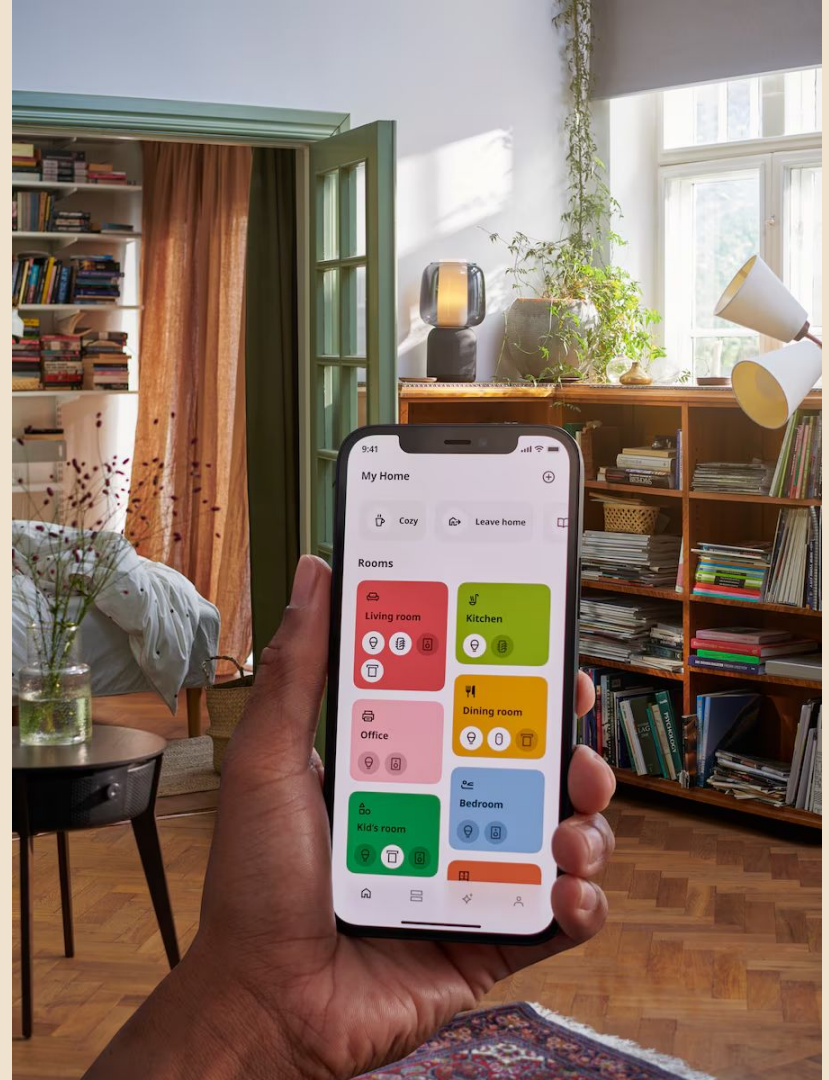
- Users are having trouble with regular sleep, and with actually falling asleep when they go to bed. This problem is especially prevalent among people who work shifts, such as store workers.
- Couples also have problems where the two partners have different preferences for temperature when going to sleep.
- Additionally in warm weather users have difficulty sleeping and wake up sweaty.

# Original Pitch

Introducing the IKEA snark , a cutting-edge bedroom solution designed to enhance comfort, energy savings, and sleep quality. Our temperature-controlled smart bed adjusts automatically to your ideal sleep temperature, ensuring optimal comfort all night long.

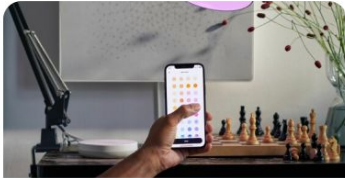
The real magic happens with our presence-sensing lights. As you enter the room, the lights can trigger the bed's cooling system, preparing the bed to your preferred temperature before you even lie down. This seamless integration creates a perfectly tailored sleep environment, making your night as effortless as your morning.

For IKEA, this isn't just a product, it's bound to revolutionize the booming smart home market. With eco-conscious customers increasingly seeking energy-efficient solutions, Snark offers a dual benefit: reduced AC energy consumption with spot cooling, and improved well-being through optimized sleep. By integrating smart tech, energy savings, and comfort, IKEA can attract new customers, drive sales, and strengthen its position as a leader in the home innovation market.



# As an extension to IKEA's Home smart

## Welcome home



### What can a smart home do?

There's so much you can do with some smart products, from better sleep habits to feeling safe and connected to your home from anywhere in the world.

Find out more →

Show demo: SNARK →

## Snark



### About the bed

The temperature-controlled smart bed adjusts automatically to your set sleep temperature, ensuring optimal comfort all night long.

As you enter the room, the lights can trigger the bed's cooling system, preparing the bed to your preferred temperature before you even lie down.

Find out more and see your statistics →

- 22.0° +

## Snark



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- 22.5° +



Manual

Bra knapp

Time in bed

Line Chart



Hours slept


Line Chart





# With different color schemes

**Snark**



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-

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+

**Snark**



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**Snark**



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-

22.0°

+

# Existing products on the market

## EightSleep

- Tries to do many things
- Very expensive (5k €)
- Non-constructive data
- No interconnectivity

## Wiz SpaceSense

- Hard to set up
- Requires two lights in the same room
- No interconnectivity

## Usability

- User interviews
- Middle class users
- Sleeping troubles
- Americas

## Feasibility

- Wifi presence sensing tech
- AC tech
- Wearables
- Data usage

## Viability

- Aligns with IKEA's vision
- Market value
- Sustainability
- Measure of success

# Next step

- **Changes at IKEA**
  - Access to data and development cycle
- **What expertise is needed**
  - Sleep- and mattress experts
- **How can it remain relevant**
  - sustainable products will always be relevant
- **How can we scale the innovation**
  - Compatibility with more smart products
- **Future challenges for the project**
  - Innovation is moving quickly, and one challenge will always be to keep up





**Demo is live right now!**

**Snark**

# The SNARK Team

**Carl Toreborg**

- toreborg

**Hanna Forsling**

- hanforsl

**Simon Green Westlin**

- simongre

**Jennifer Hallberg**

- jenhallb

**Casper Hansen**

- casperha

**Alexander Gilabert**

- gilabert

# Appendix

[Eight Sleep](#)

[Wiz SpaceSense](#)

[IKEA](#)

*All pictures are directly taken from  
ikea.se or AI generated*

