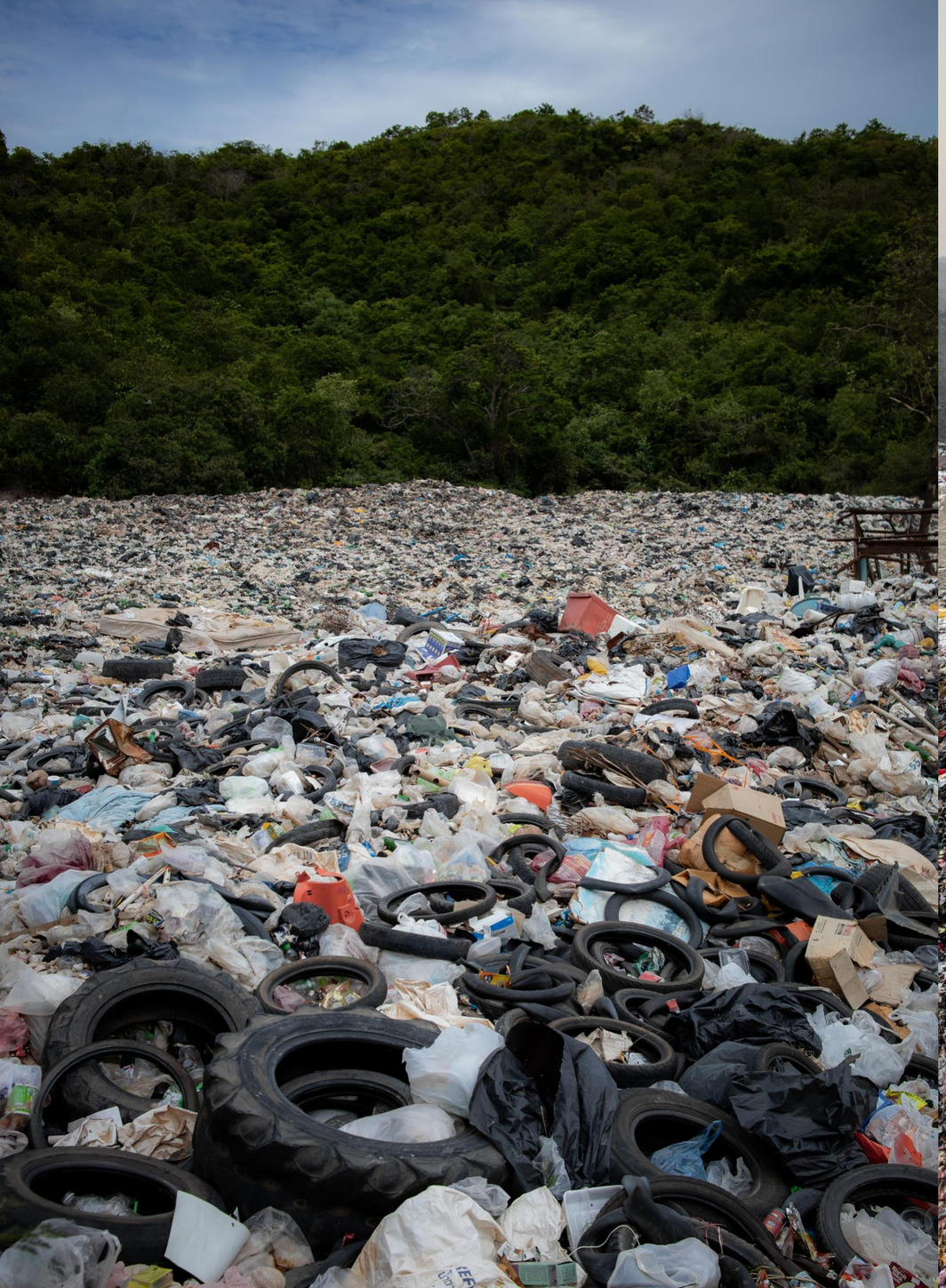
Bubbli
Pitch Deck

SAJA ABDULAZEEZ

SOFA
Rs.50

THE OLIVE PLACE
CITY BUSES STAY ON YELLOW LANE
CITY BUSES STAY ON YELLOW LANE
Alabang
MARNENG



KOMATSU

~4% annually

what is noise pollution?

any unwanted or disturbing sound that affects the health and well-being of humans and other organisms

A study conducted in Zarqa and Irbid

a correlation between unwanted noise, and negative psychological & physiological effect on humans

A survey to understand the struggle

32 participants shared how noise affects them and how they cope with it, here are my top picks

- **“have you ever found it difficult to concentrate or relax because of the noise around you”**
  - **100%** of users answered **Yes**

- **"what's the most common source of noise you're surrounded by?"**
  - **68%** traffic
  - **53%** construction
  - **50%** noisy neighbors
  - car horns is the main source of noise for besides "غسالات ثلاجات عتيقة للبيع"

- **“what kind of environment do you prefer when you need to focus”**
  - varying answers, some prefer white/brown noise other prefer chill music, and some prefer silence
  - "depends on the task"
  - generally users like having multiple options

- "**when you're sleeping do you prefer something in the background or complete silence** "
  - **59%** complete silence
  - **31%** sound in background

- **I ask users how they cope with noise and what do they do to get a moment of silence, out of 32 participants this are what stood out:**
  - “**I try to block it mentally**” (referring to the noise)
  - “**I dont**” (referring to getting a moment of silence)
  - “**Ignore it, sadly its becoming normal**”
  - “**I block the noise with really loud metal music**”
  - “**Find a silent place**”; “**going somewhere silent**”; “a little bit of patience, **but if the noise is too much I change places**”
  - “**I just survive with the noise disturbing me**, but it goes away when I sleep”

- **what do you currently use to block out noise?**
  - **22%** wearable headsets
  - **47%**air pods and similar earbuds
  - And only **6%** said they use earplugs

What do we understand from these insights?

the Value of UX design

a term coined by the cognitive scientist and design legend **Don Norman**

author of **"The Design of Everyday Things"**, in 1988

tech will keep developing and changing but these principles **remain timeless**

the Value of UX design

for **every dollar invested** in **UX**,
expected **$100 in return**

9,900% ROI

Apple: **$26.25 billion** in **2022**
84.3% increase since **2018**

HEADPHONES

Headphones evolved from bulky over-ear speakers to nearly invisible buds, as the technology focused on music.

SavingSpot

2014
39€
2016
179€
2018
349€
2020
1299€

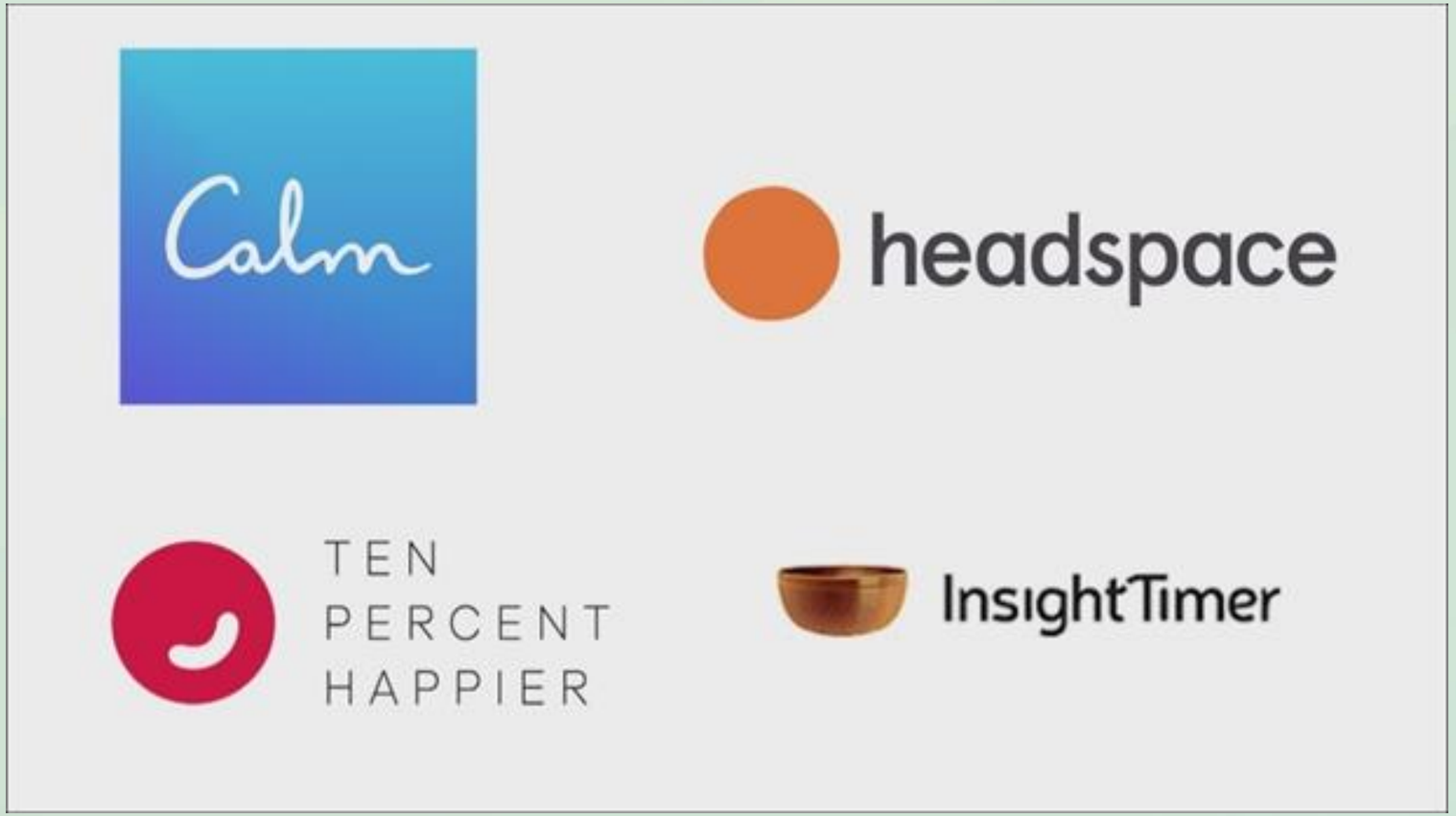
3D Sound Beaming Technology

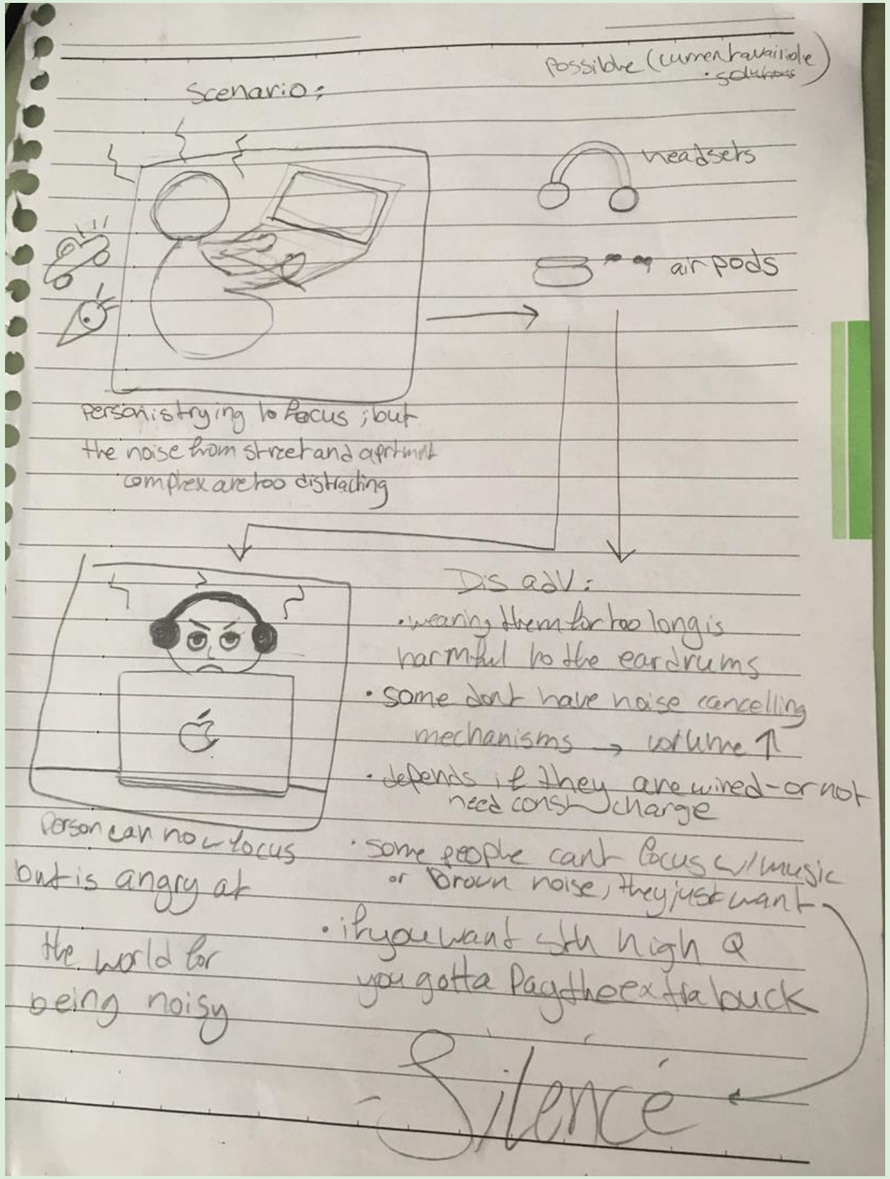
Noveto

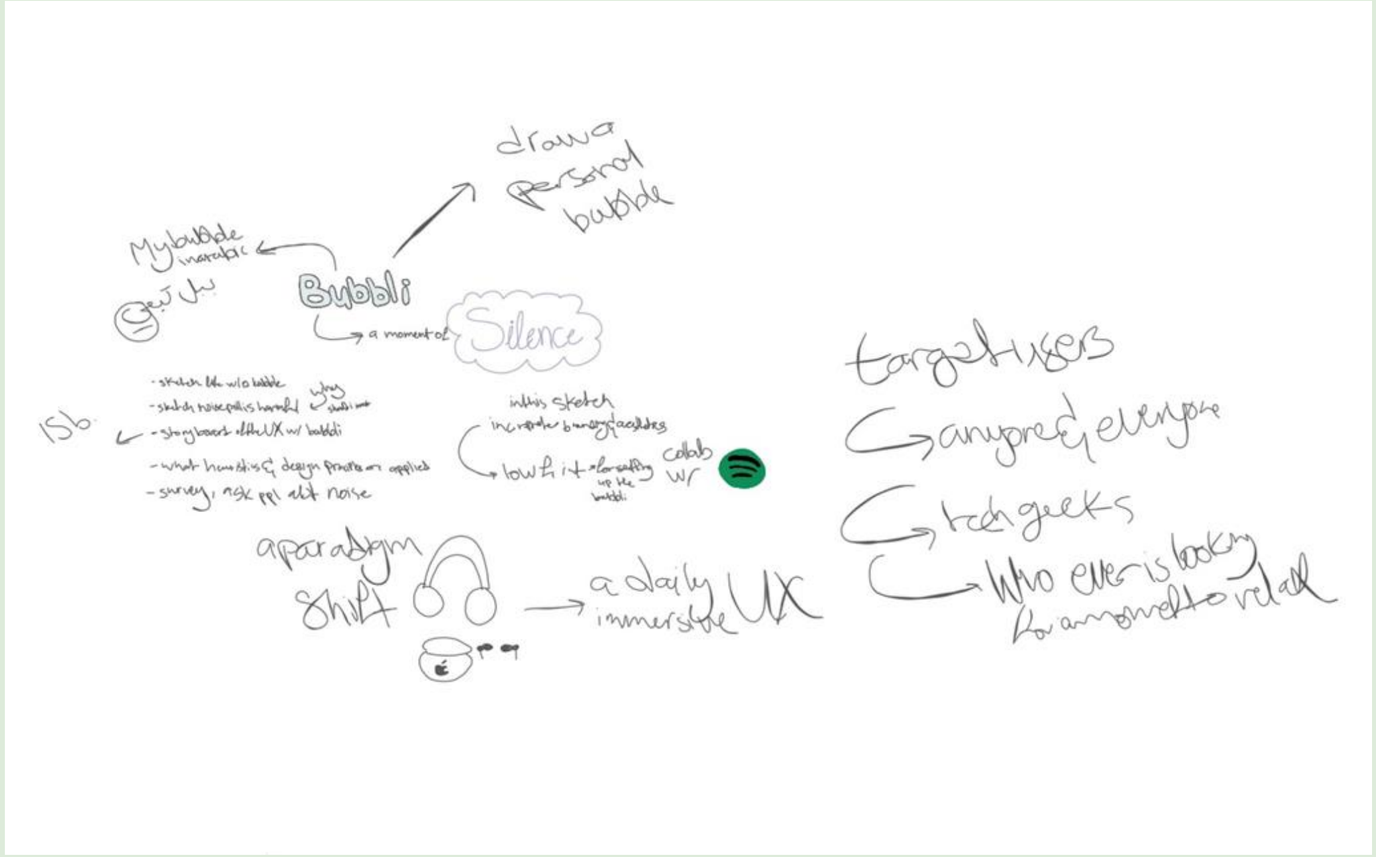
My Ideas

- make the Noveto portable
- a focus on mental health and well being
- pre-recorded audios like nature sounds, guided meditations
- complete silence with a press of a button

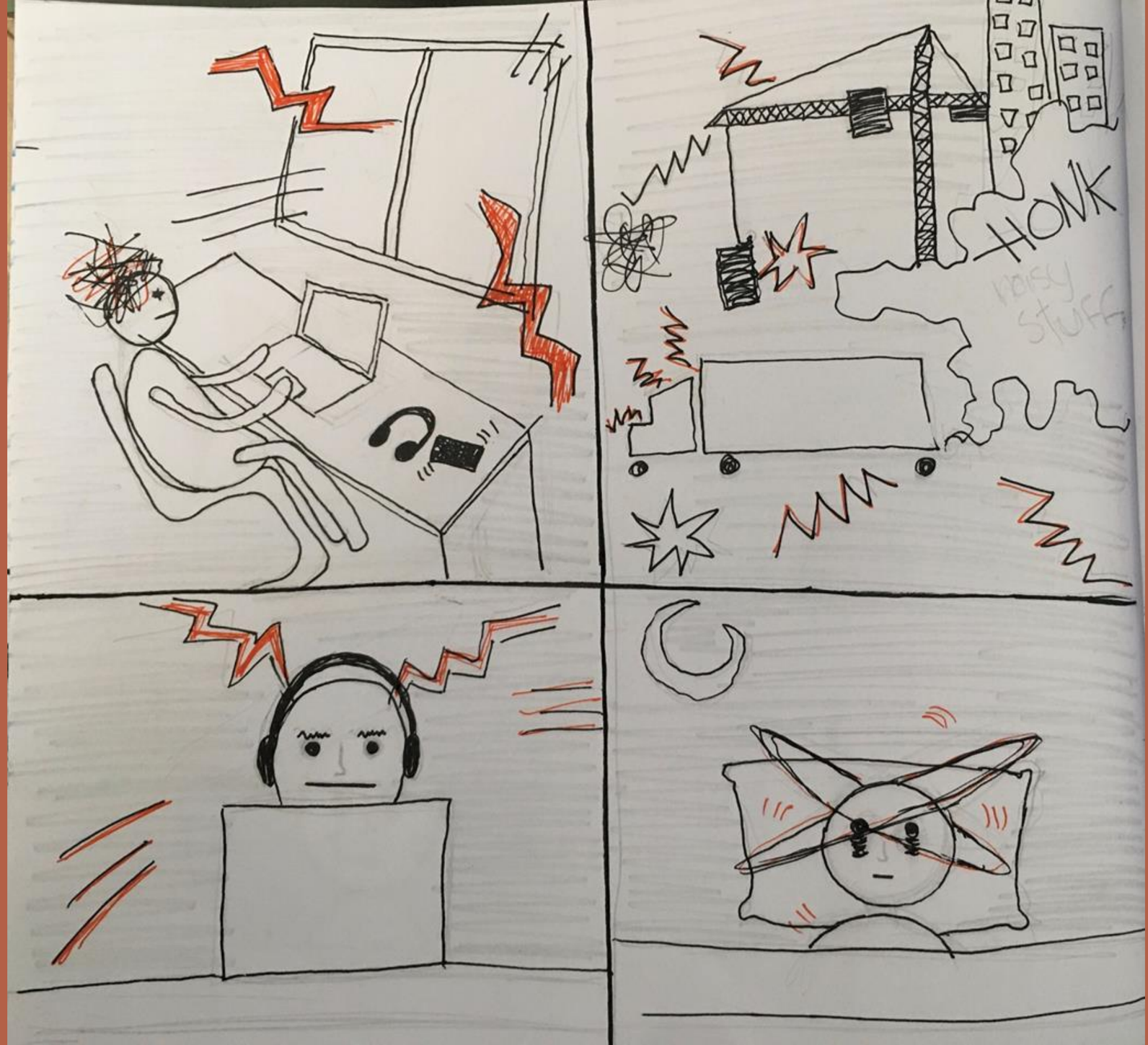
Competitive Analysis

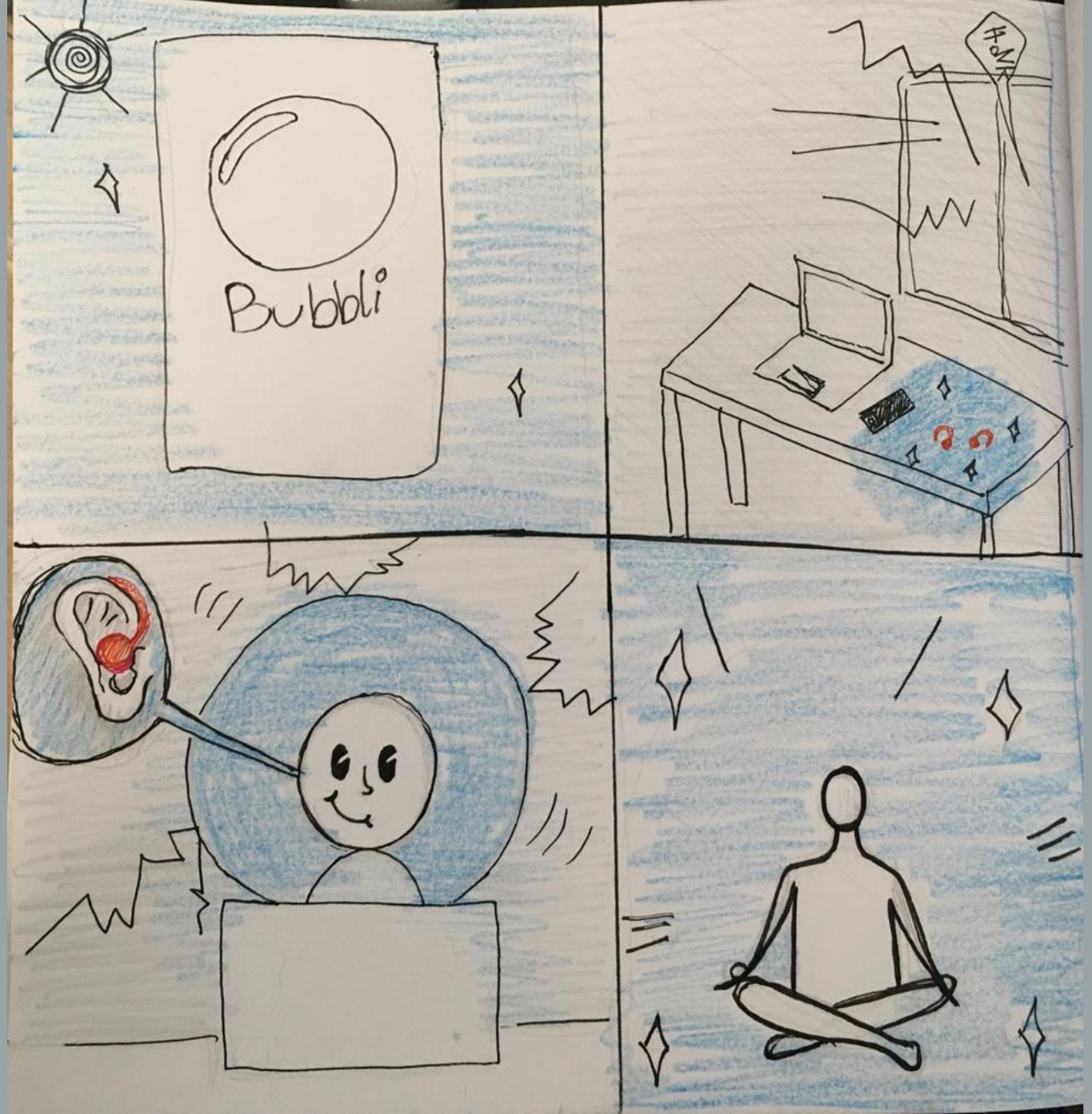



Scenario:
possible (current available solutions)
headsets
air pods
person is trying to focus; but the noise from street and aprtmnt complex are too distracting
Dis adv:
• wearing them for too long is harmful to the eardrums
• some dont have noise cancelling mechanisms → volume ↑
• depends if they are wired - or not need const charge
• some people cant focus w/ music or brown noise, they just want
• if you want sth high Q you gotta pay the extra buck
person can now focus but is angry at the world for being noisy
Silence

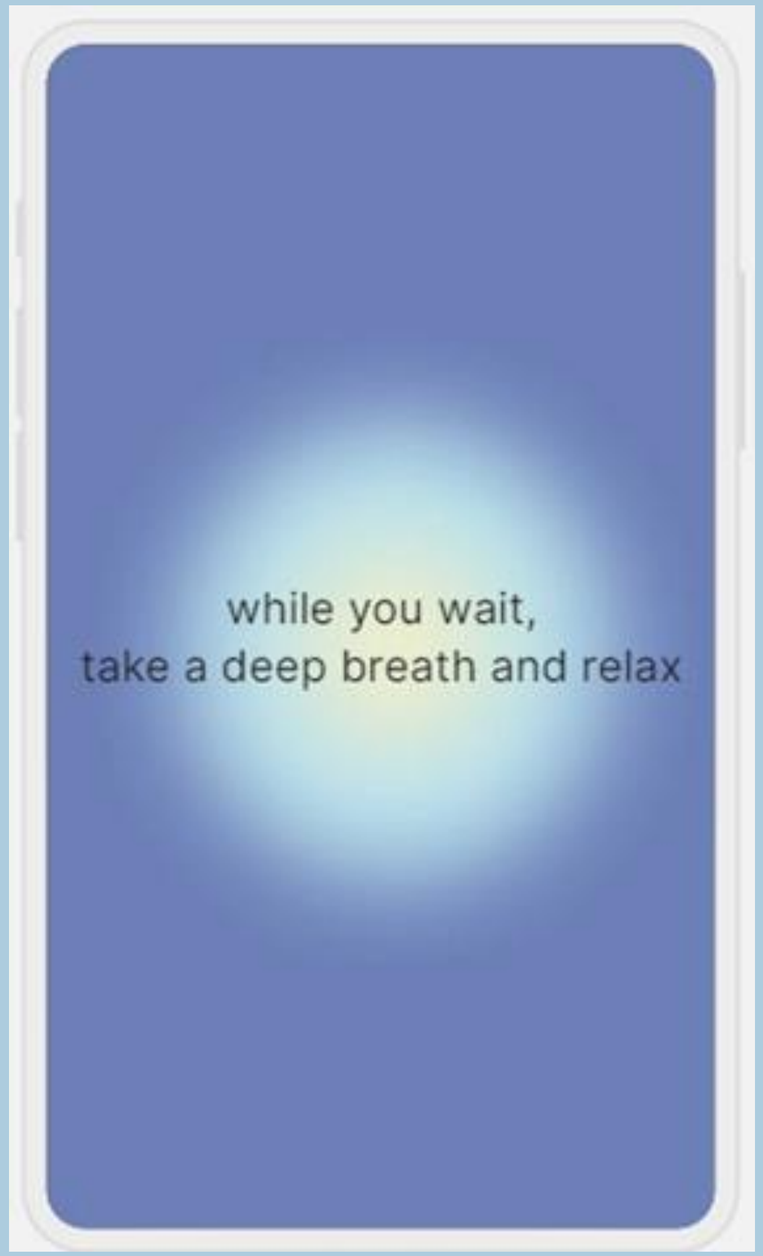

draw a personal bubble
Mybubble
Bubbli
a moment of Silence
isb
- sketch life w/o bubble
- sketch noise pollis harmful
- storyboard of the UX w/ bubbli
- what heuristics & design principles are applied
- survey, ask ppl abt noise
in this sketch
low fi it
collab w/
aparadigm shift
a daily immersive UX
target users
anyone & everyone
tech geeks
who ever is looking for a moment to relax

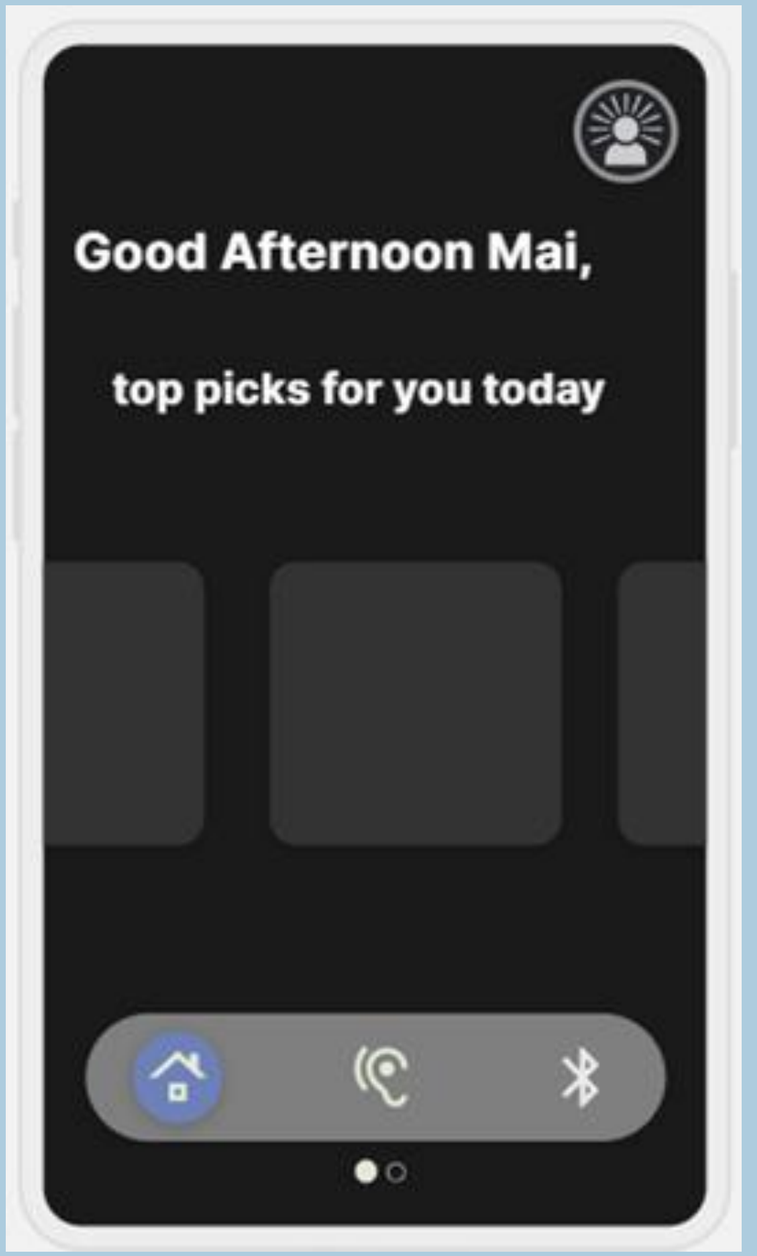
Bubbli

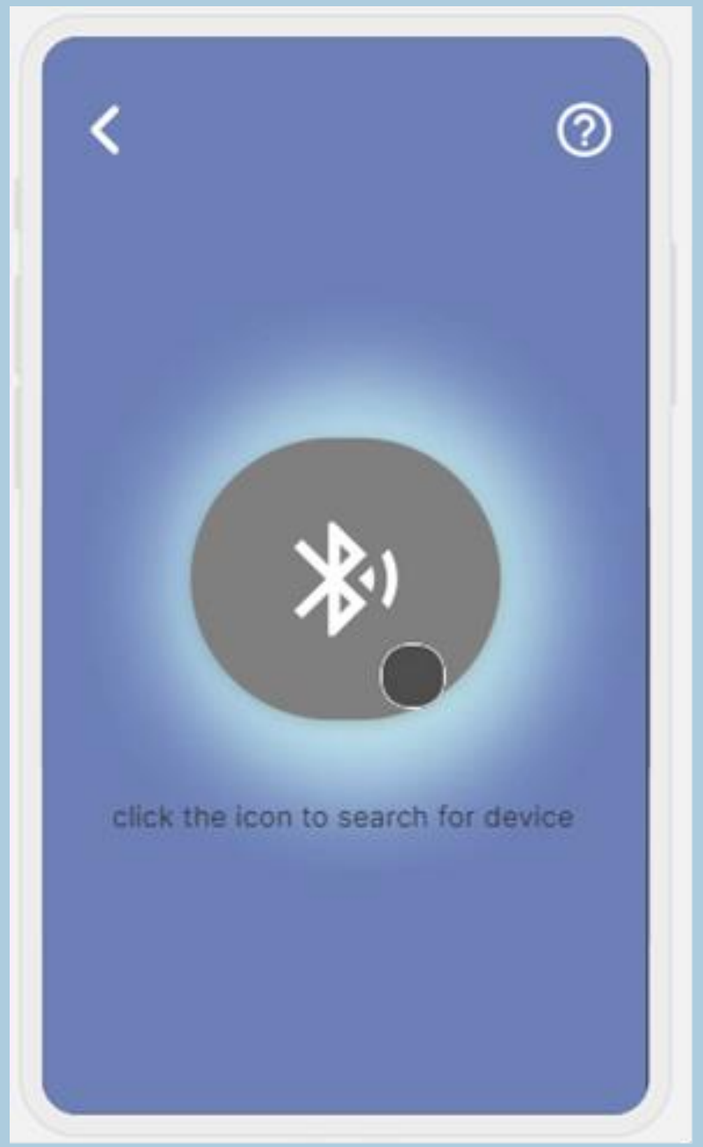

HONK
noisy stuff

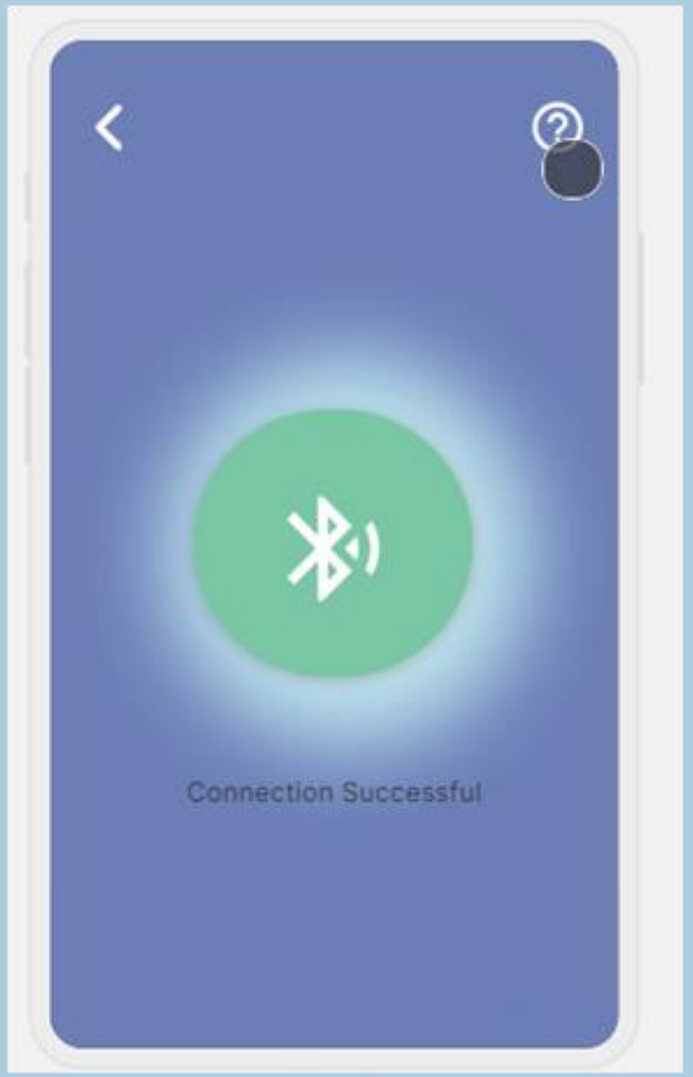

Bubbli
#ONE

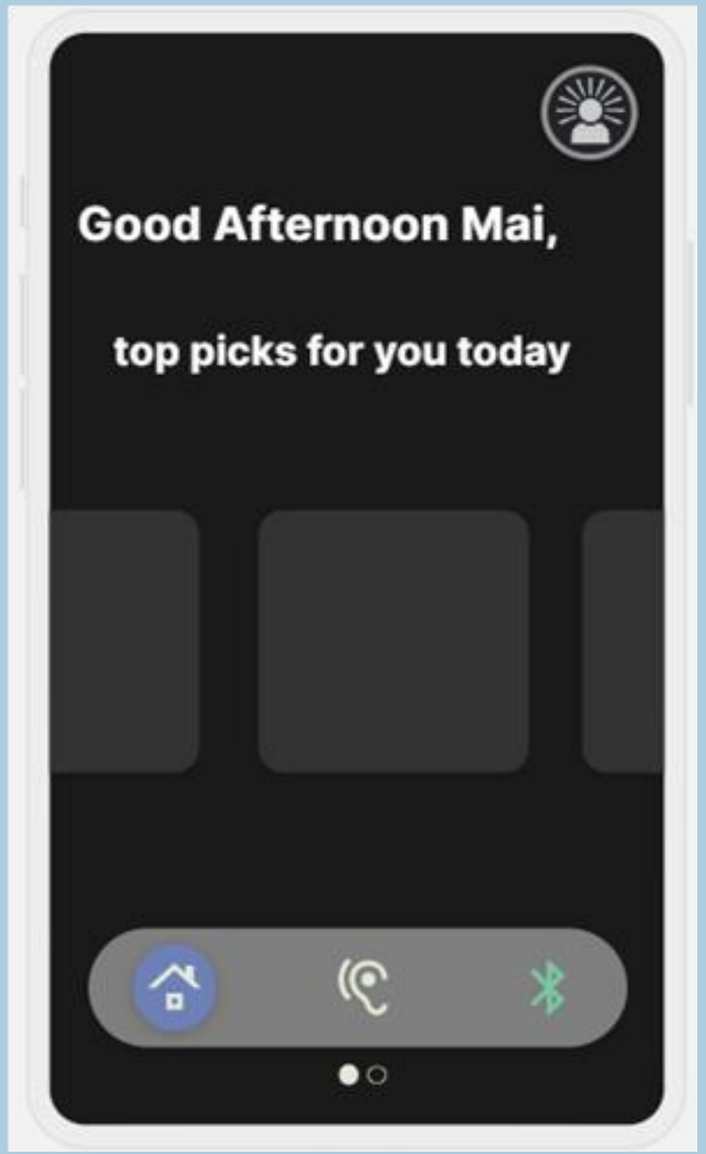
Welcome to Bubbli
Immerse yourself in sound
Escape the noise
Sign in with email
Google
Apple ID


while you wait,
take a deep breath and relax


Good Afternoon Mai,
top picks for you today


click the icon to search for device


Connection Successful


Good Afternoon Mai,
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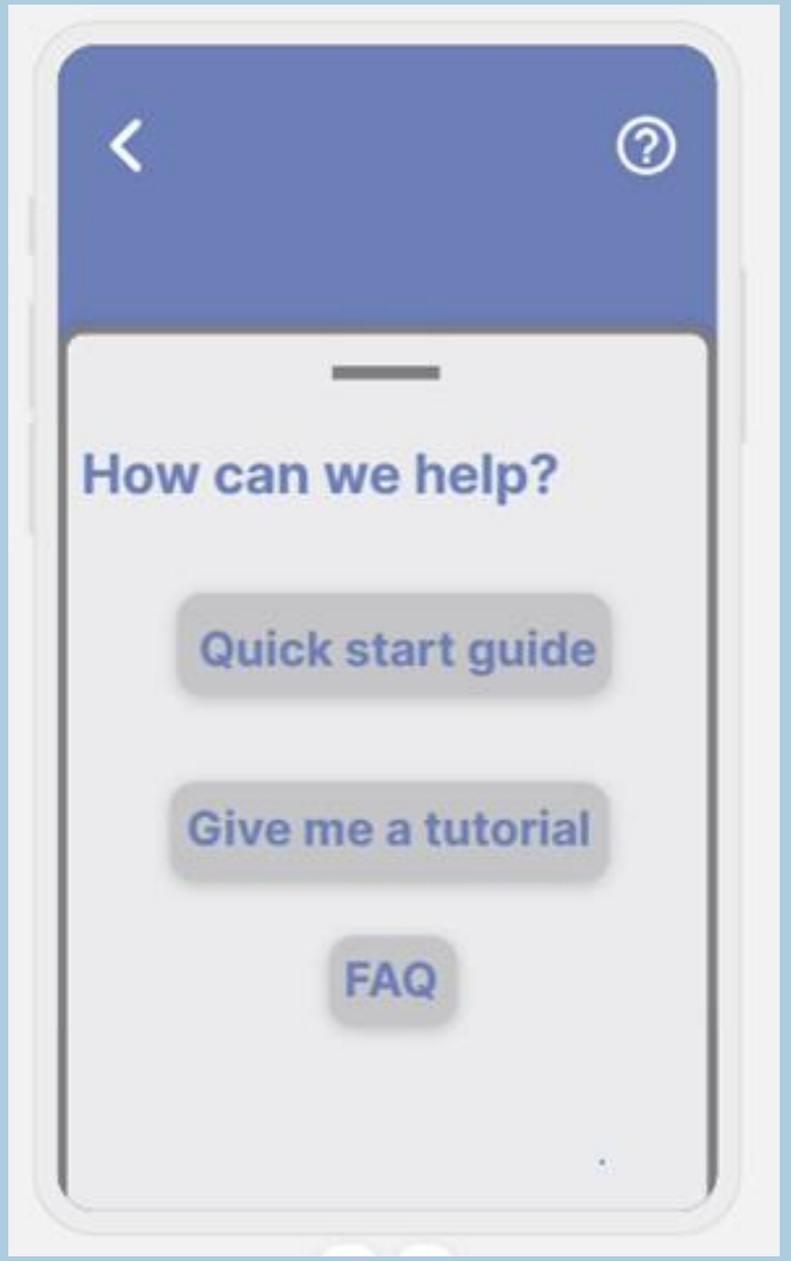
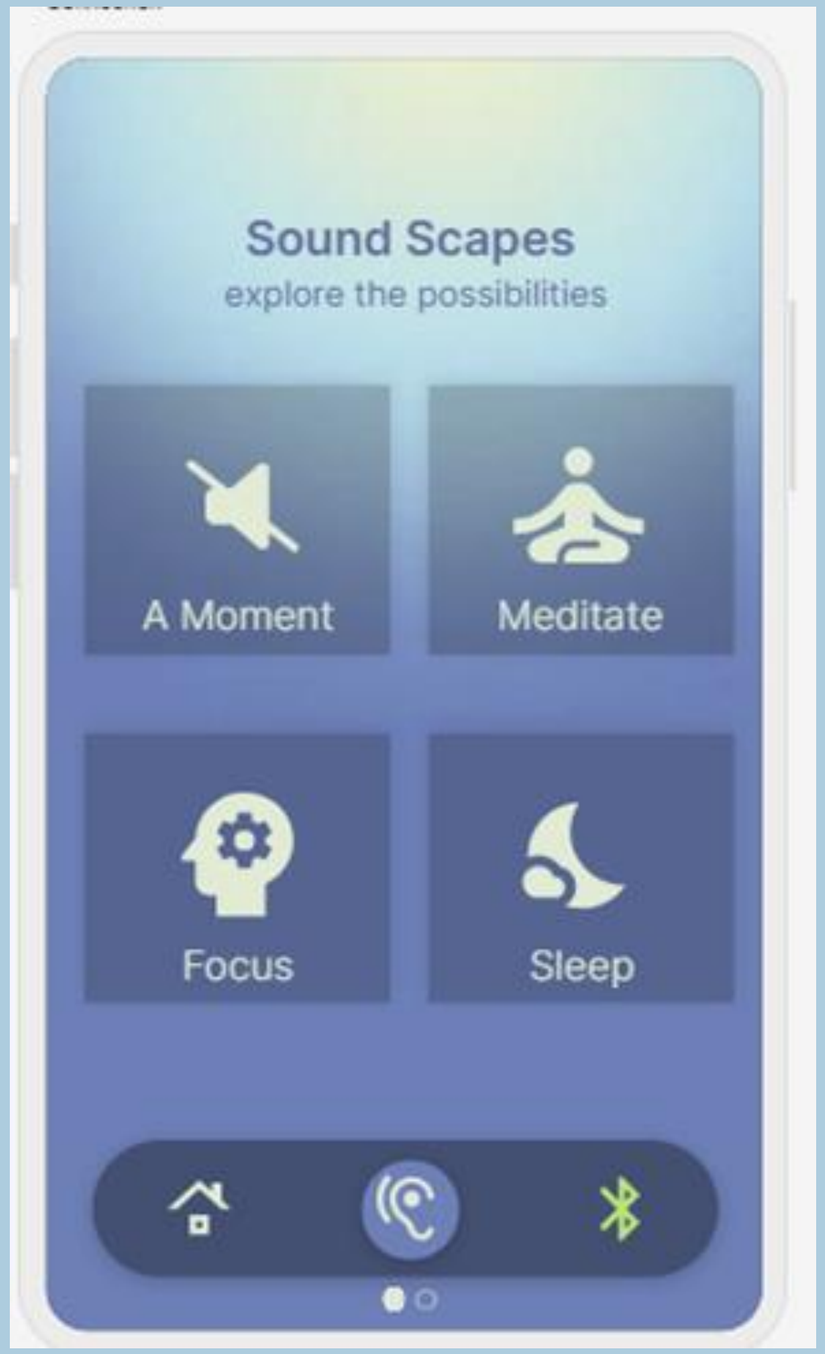
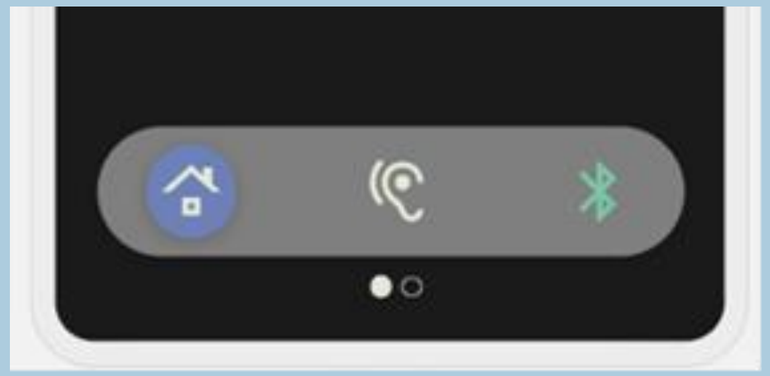
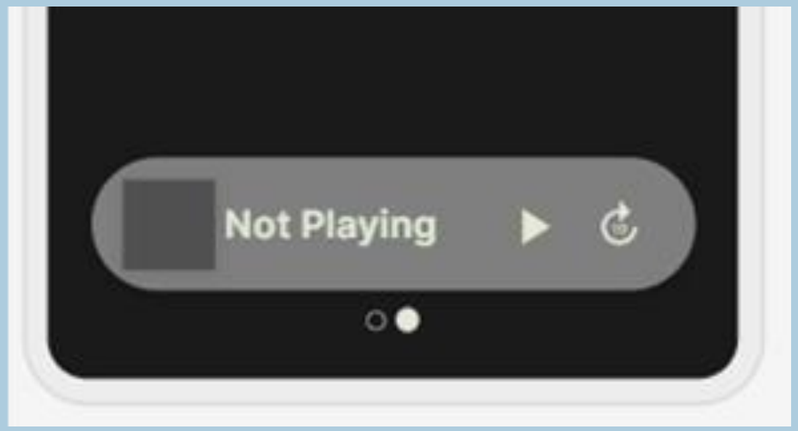
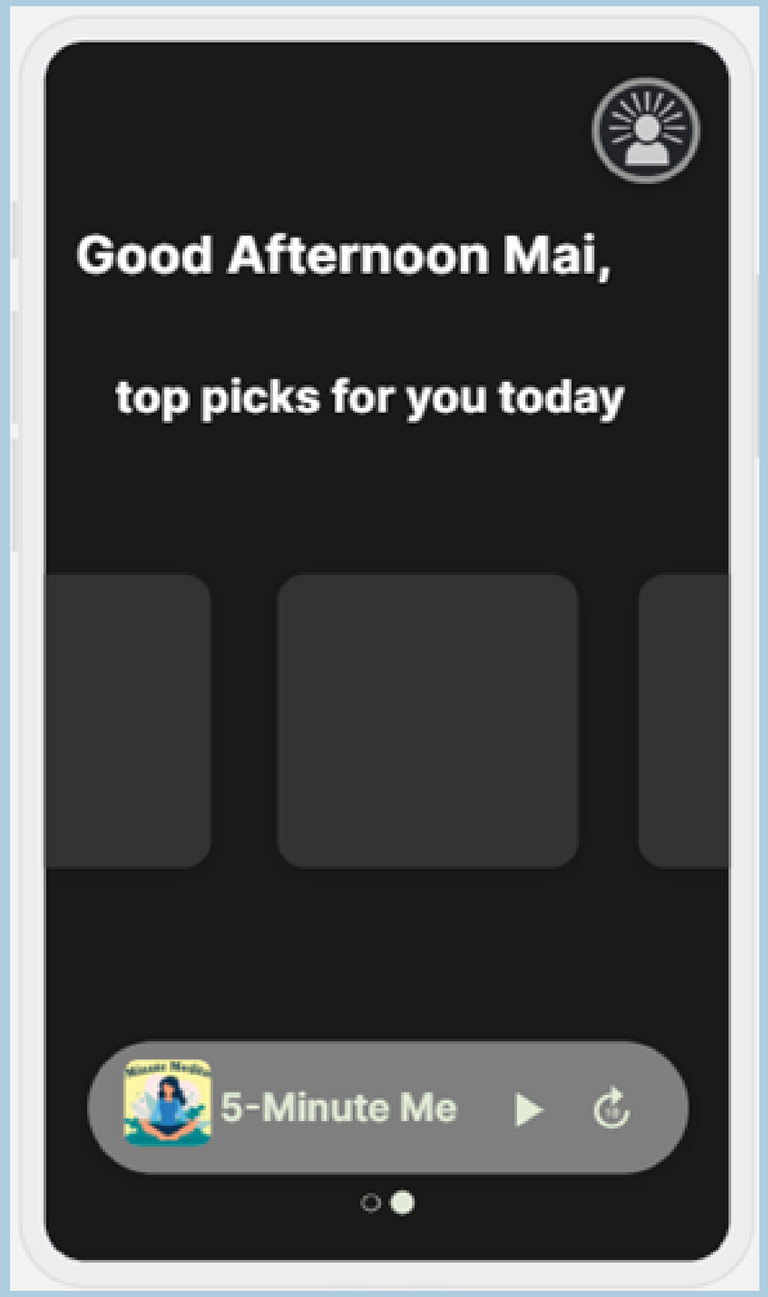

How can we help?
Quick start guide
Give me a tutorial
FAQ

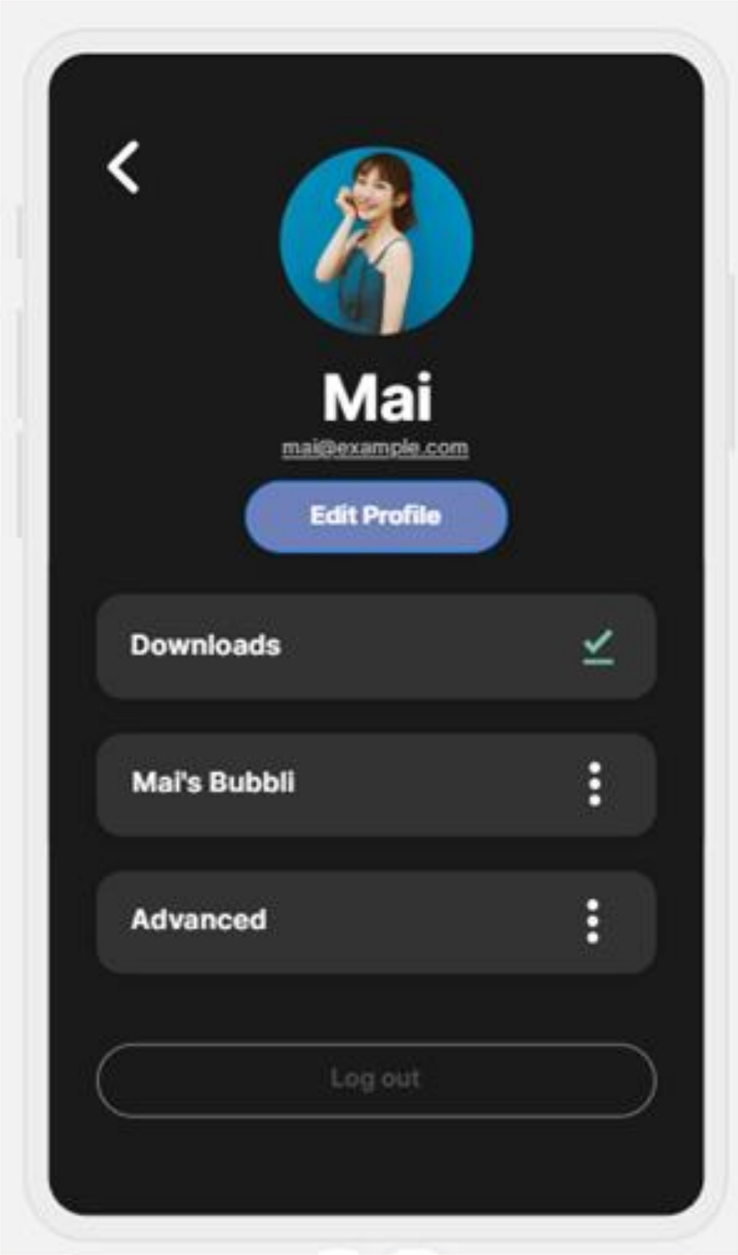

Sound Scapes
explore the possibilities
A Moment
Meditate
Focus
Sleep

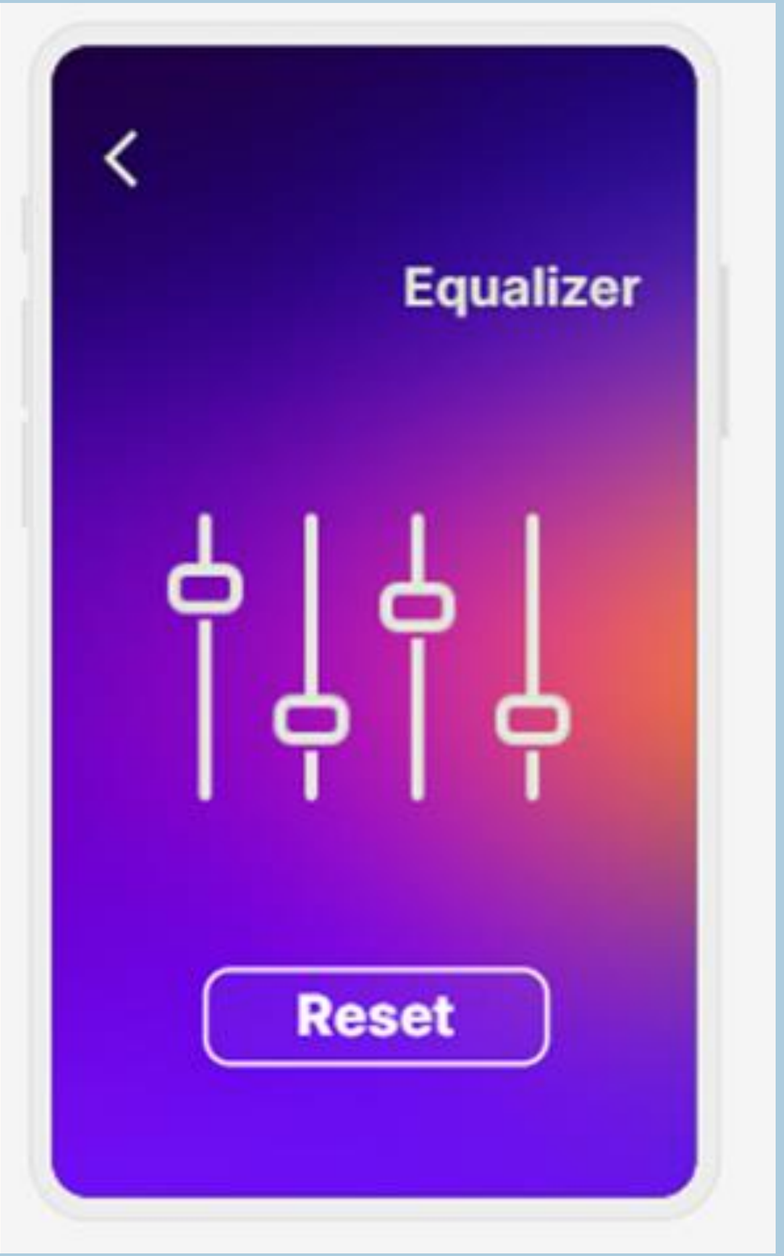



Not Playing

8:08
-15:08
15
30


Good Afternoon Mai,
top picks for you today
5-Minute Me


Mai
mai@example.com
Edit Profile
Downloads
Mai's Bubbli
Advanced
Log out


Equalizer
Reset

User Personas

Mai, STEM engineer

Leith, Tech Geek

Salwa, Yoga Practitioner

Testing Prototype

Test with 3 users, interview style separately

Testing Results: UI

- Can we use this app without Bubbli device
- one user like the "double nav bar" but the rest liked the traditional look
- all subjects liked that the soundscapes page was straight forwards
- one of the subjects suggested that experts in the field take a part in the app and upload their work, she felt that we can a grow a community through this app

Testing Results: Bubbli Device

- The 3 subjects really liked the idea since they all live near construction and close to traffic (Khalda and Garden’s)
- what if I lose it? How do I charge it, can I answer phone calls with it, and all are valid questions.
- one subject suggested a Collab with Spotify
- one user said they wouldn't use it all the time

Changes Based on Results

- make app accessible to all devices
- create a community for people who are intrigued in wellness, meditation and relaxation
- maybe people aren't ready for a Bubbli device

The Future of Bubbli

Here Are the Facts

- **Wellness apps are gaining popularity in the MENA region, with a CAGR of 25.6%, $71.10 million in 2028**
- **An investment in UX is an investment in the user**
- **We've gained a deep understanding of the users and empathize with them, time for a new step**