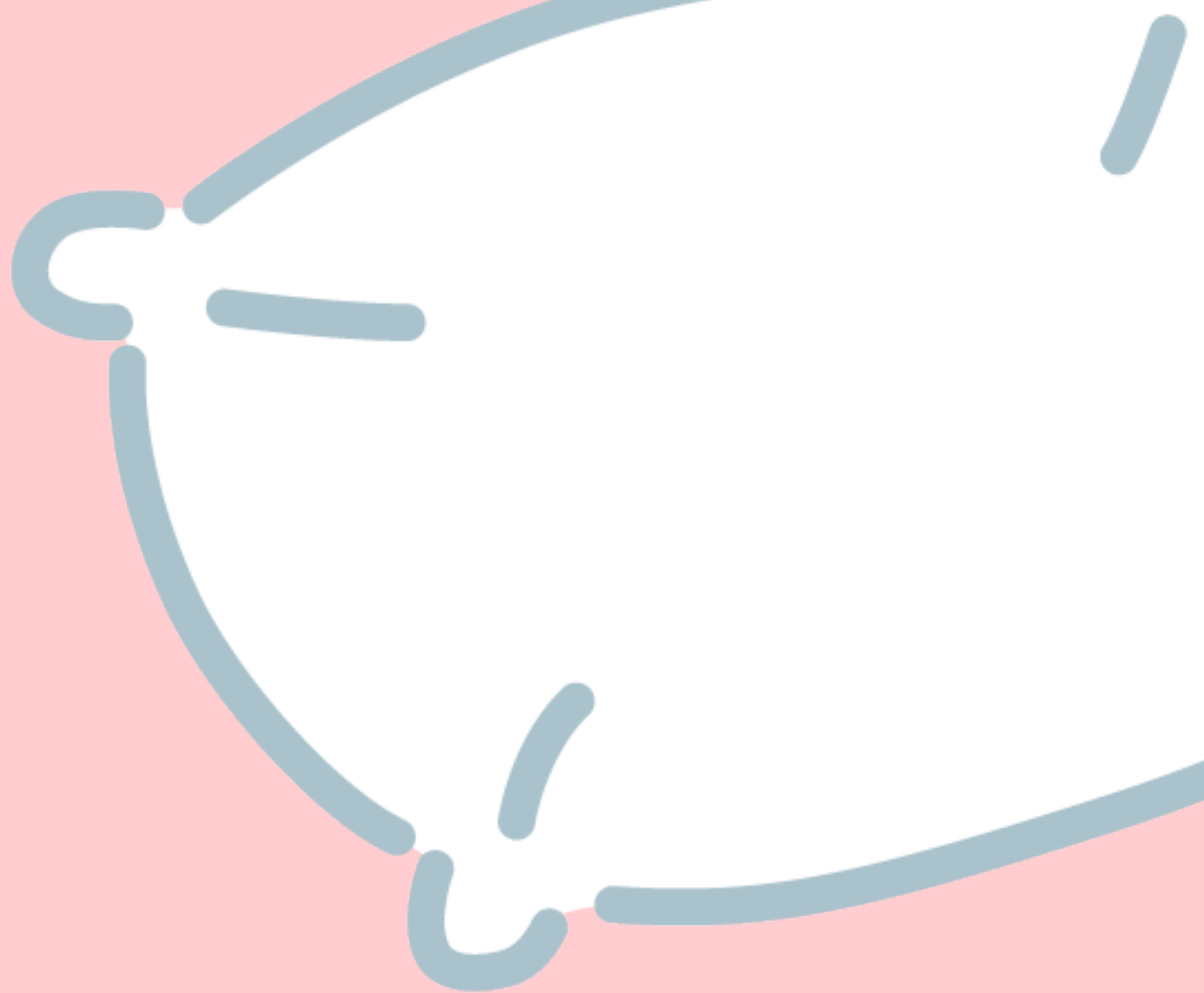


Pillow Nest

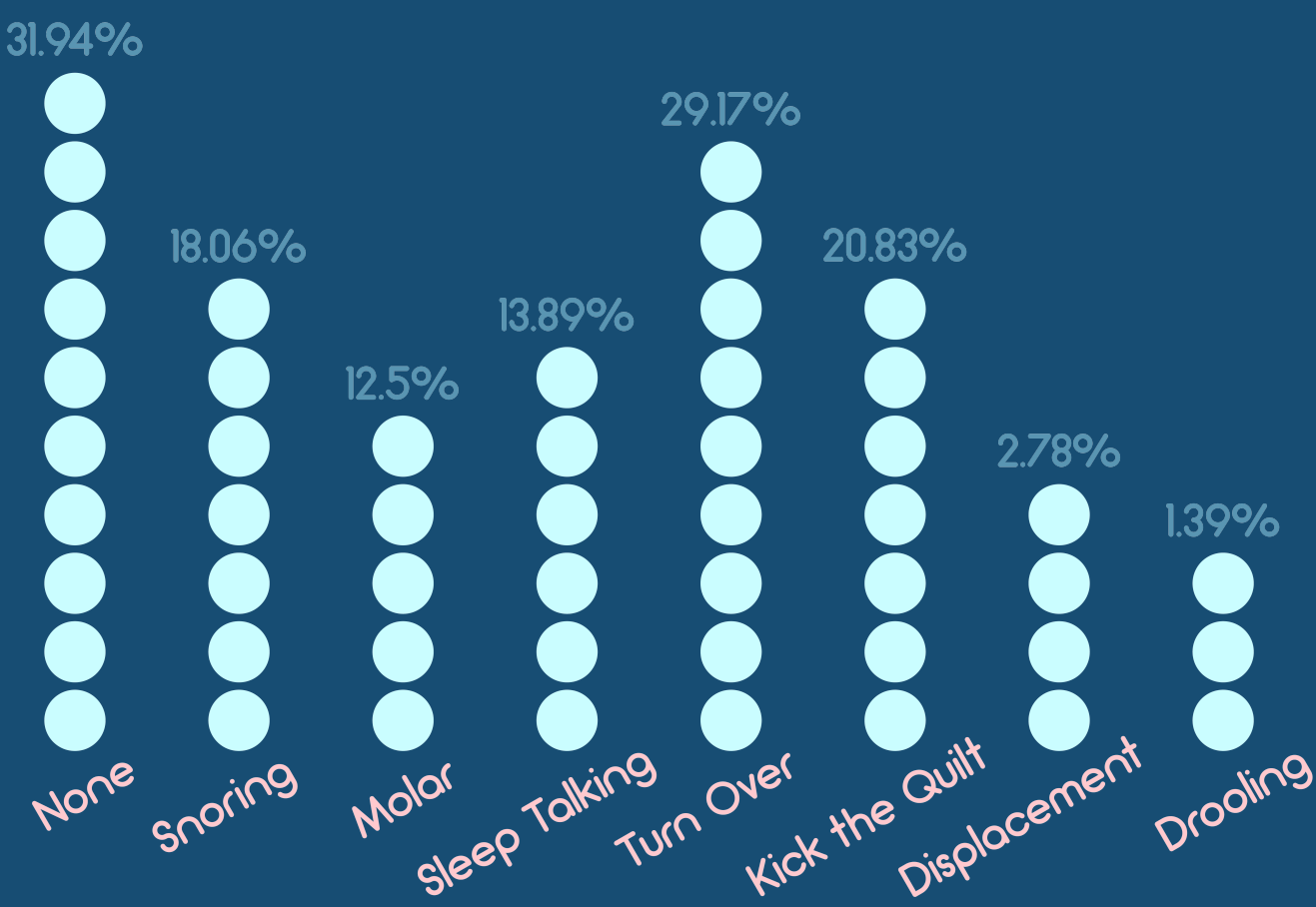
Project 3: APP 360

Kang Kexin 336018503
Design and New Media ARTD6115

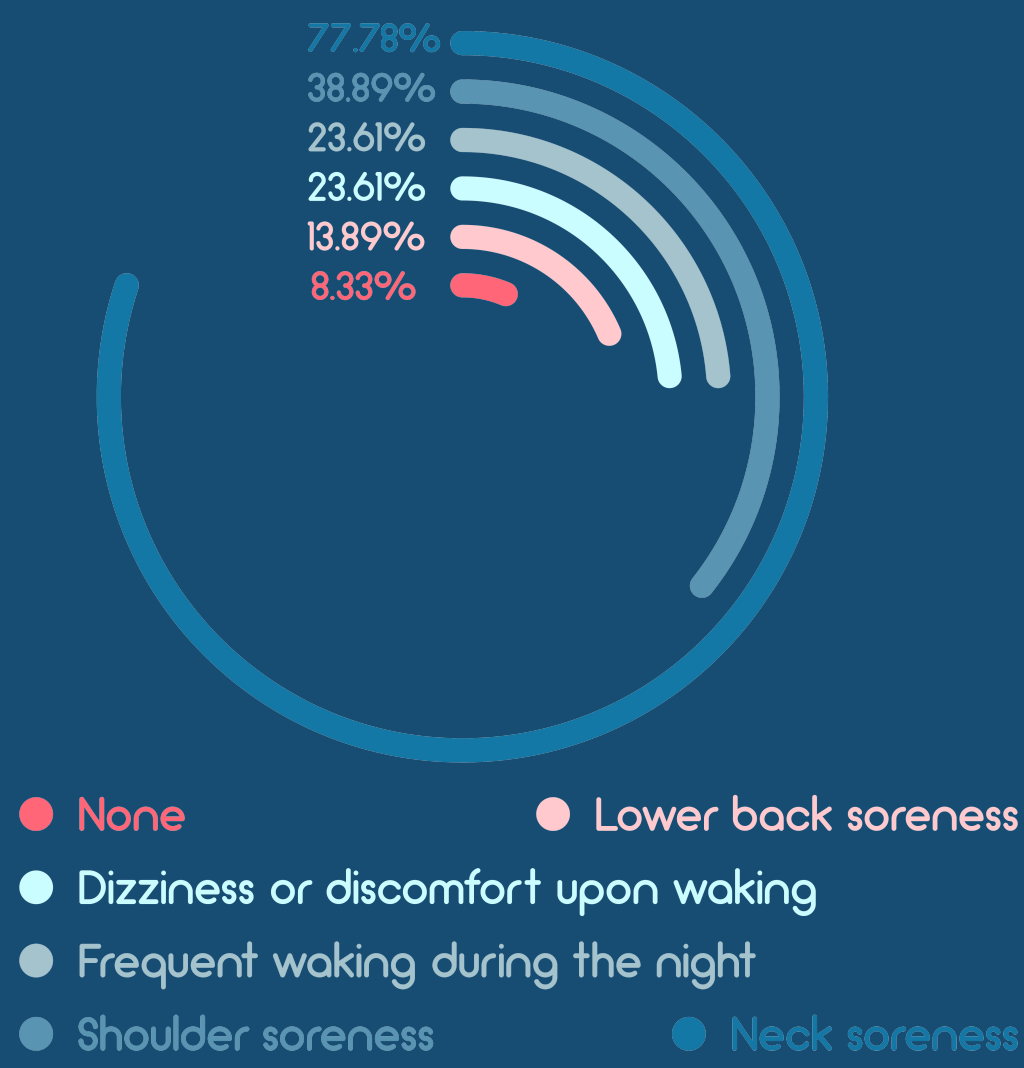


QUESTIONNAIRE

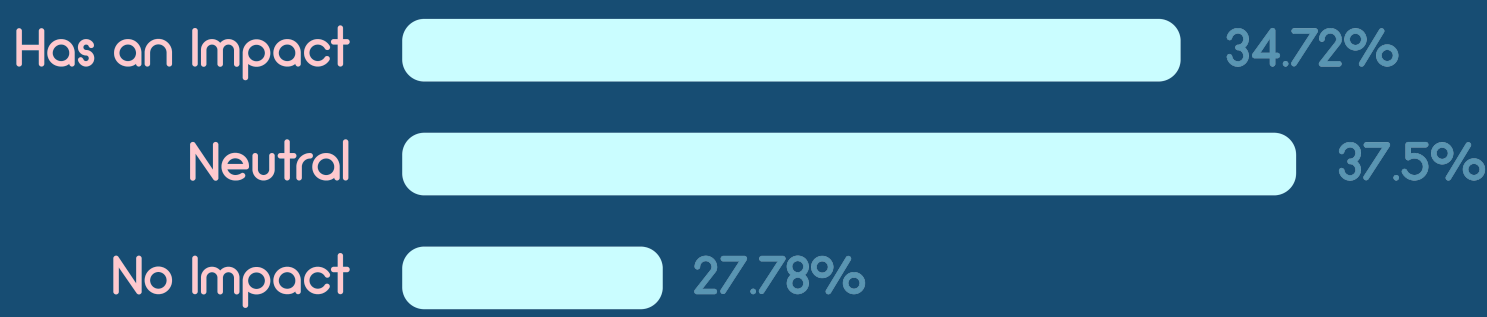
Do you have any bad habits when sleeping?



Do you experience the following symptoms due to an inappropriate pillow?



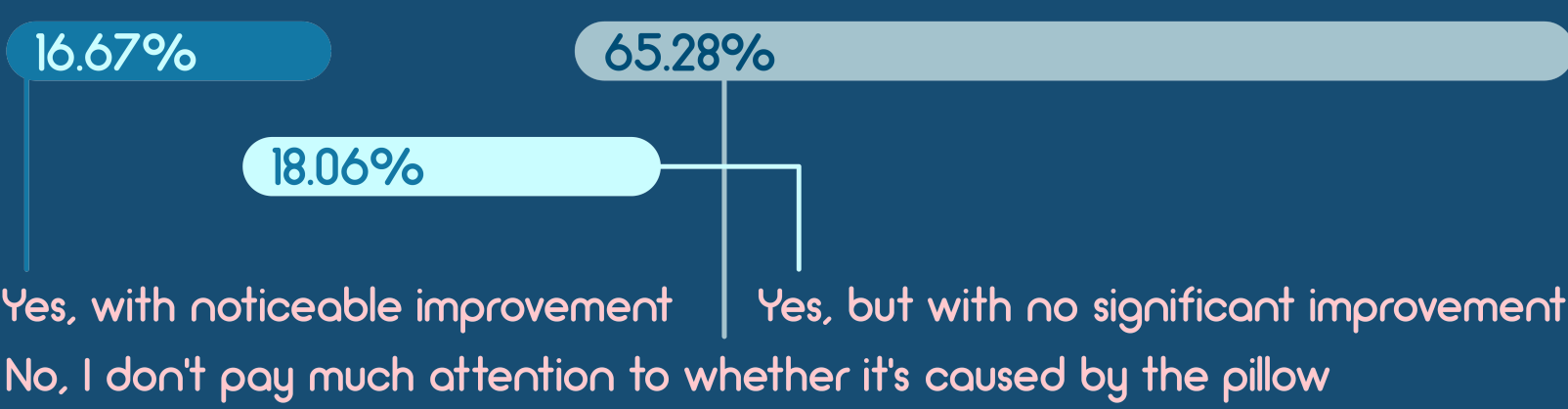
How do you think your current pillow affects your sleep quality?



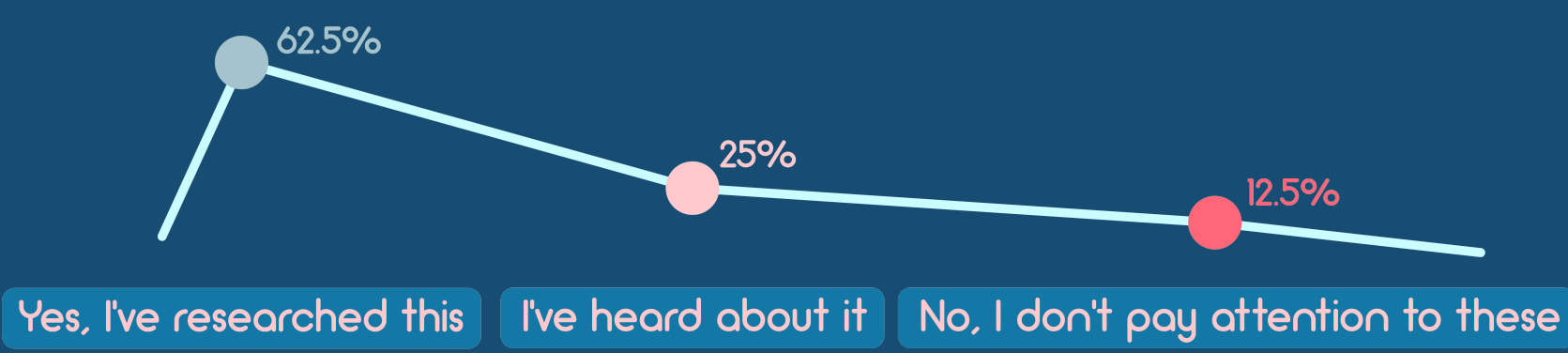
Do you experience chronic sleep issues?



Have you tried changing your pillow to alleviate health issues?



Are you aware that pillow selection can affect various health issues?



SURVEY



Factors such as pillow height, material, and supportiveness are critical in optimizing sleep quality. By ensuring ergonomic alignment and comfort, an appropriately designed pillow contributes to a more restful and restorative sleep experience (Yim, 2015).

PACT

People

The app targets young and middle-aged adults with poor sleep quality, often dealing with insomnia or discomfort. Users may have varying levels of tech familiarity, so the app must feature an intuitive interface and clear guidance to improve their sleep.

Activities

Key activities include adjusting pillow shape, viewing sleep reports, receiving adjustment suggestions, setting alarms, and tracking cleaning schedules. These aim to enhance sleep quality and offer insights for long-term improvement.

Contexts

The app is mainly used in bedrooms, typically before sleep or after waking. It's also useful during travel for pillow adjustments. Increasing focus on health and smart home devices supports its adoption.

Technologies

The app integrates with smart pillow sensors via Bluetooth or Wi-Fi, analyzing sleep data to provide personalized recommendations, gentle alarms, and cleaning reminders. Data encryption ensures user privacy and security.

PERSONA

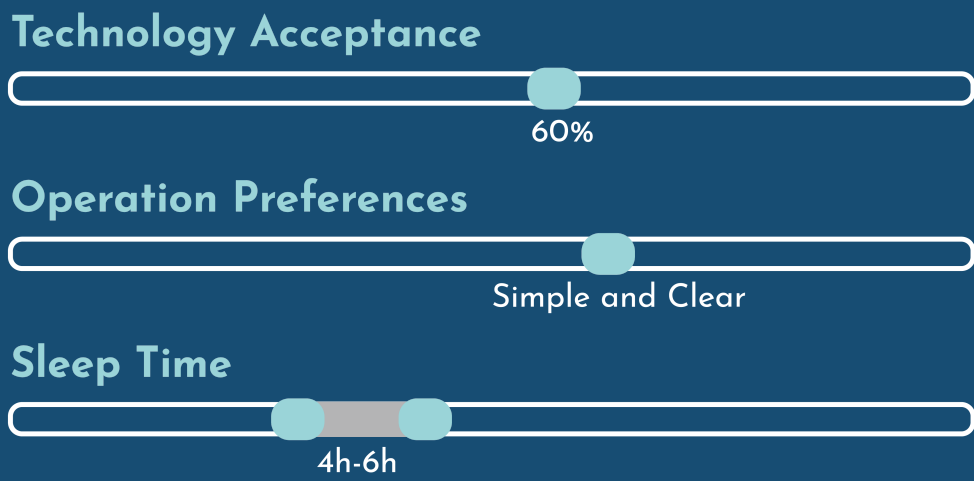


Name Emily **Age** 32
Career Marketing Manager
Family Status Single
(Sharing an apartment with friends)

Pain Point

Long-term use of ordinary pillows can aggravate cervical discomfort.

Existing pillows offer single functions and lack comprehensive features.



Problem

It is easy to fall asleep but I wake up frequently at night and my cervical spine often feels sore.

Goal

Improve sleep quality, relieve discomfort, and understand sleep data to adjust habits.

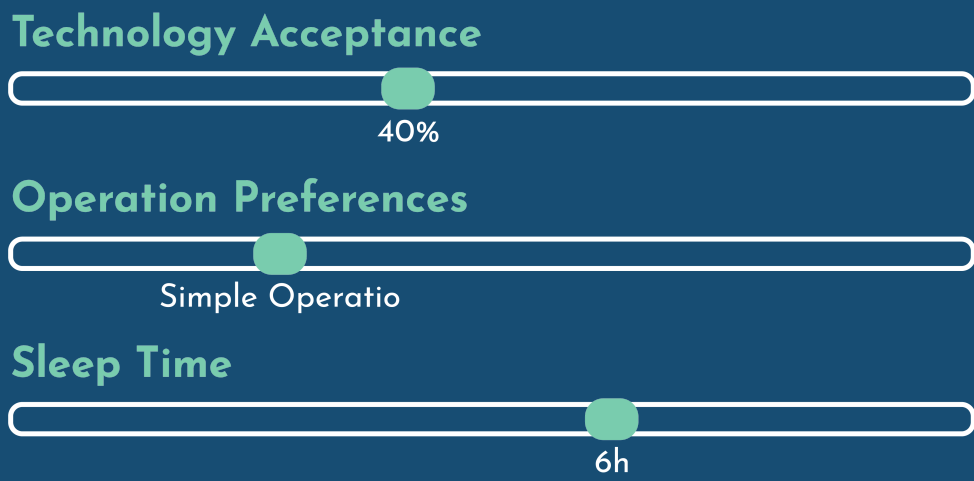


Name Michael **Age** 48
Career Company Advisor
Family Status Married
(Married with two children)

Pain Point

Insomnia or shallow sleep due to aging and stress issues.

The lack of accurate sleep data makes it difficult to find effective sleep solutions.



Problem

Insomnia or shallow sleep due to aging and stress issues.

Goal

The lack of accurate sleep data makes it difficult to find effective sleep solutions.

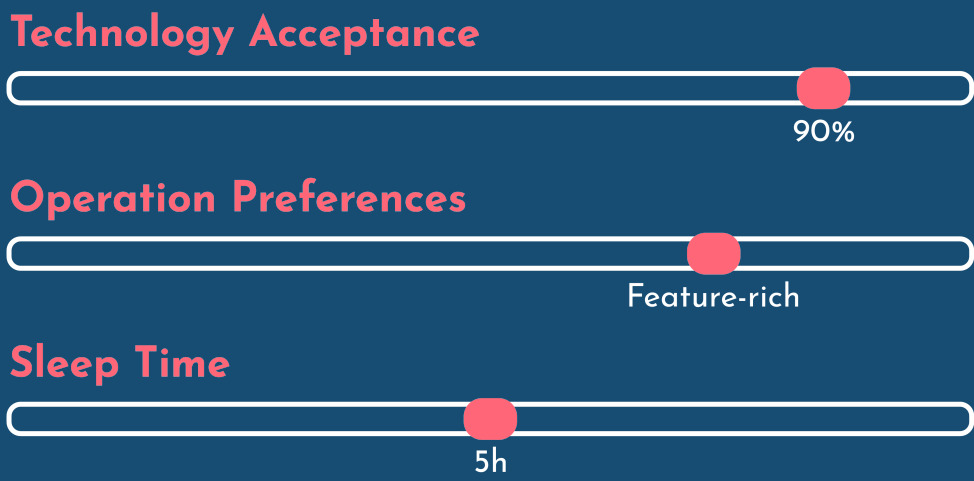


Name Liam **Age** 23
Career Master's Degree Candidate
Family Status Only Child
(Living in a student apartment)

Pain Point

Getting used to the pillows and beds in your hometown makes it difficult to adapt to a new environment.

Often stay up late for academics, with irregular hours and sleep affected by jet lag or pressure.



Problem

She feel uncomfortable in unfamiliar environments and struggle to sleep well with unsuitable dormitory pillows or mattresses.

Goal

Improve sleep quality, adapt to a new environment, and stay physically and mentally prepared for academic pressure.

EMPATHY MAP

User Says

"I wish I had a solution to improve my sleep quality."

"I feel tired and unproductive during the day."

"I often have trouble sleeping at night."

User Thinks

"Is my pillow the reason I'm not sleeping well?"

"How can I make adjustments to get better sleep?"

"I need a simple way to track my sleep patterns."

User Does

Uses the app to check sleep data and trends.

Adjusts pillow settings based on app recommendations.

Sets alarms to help with waking up gently.

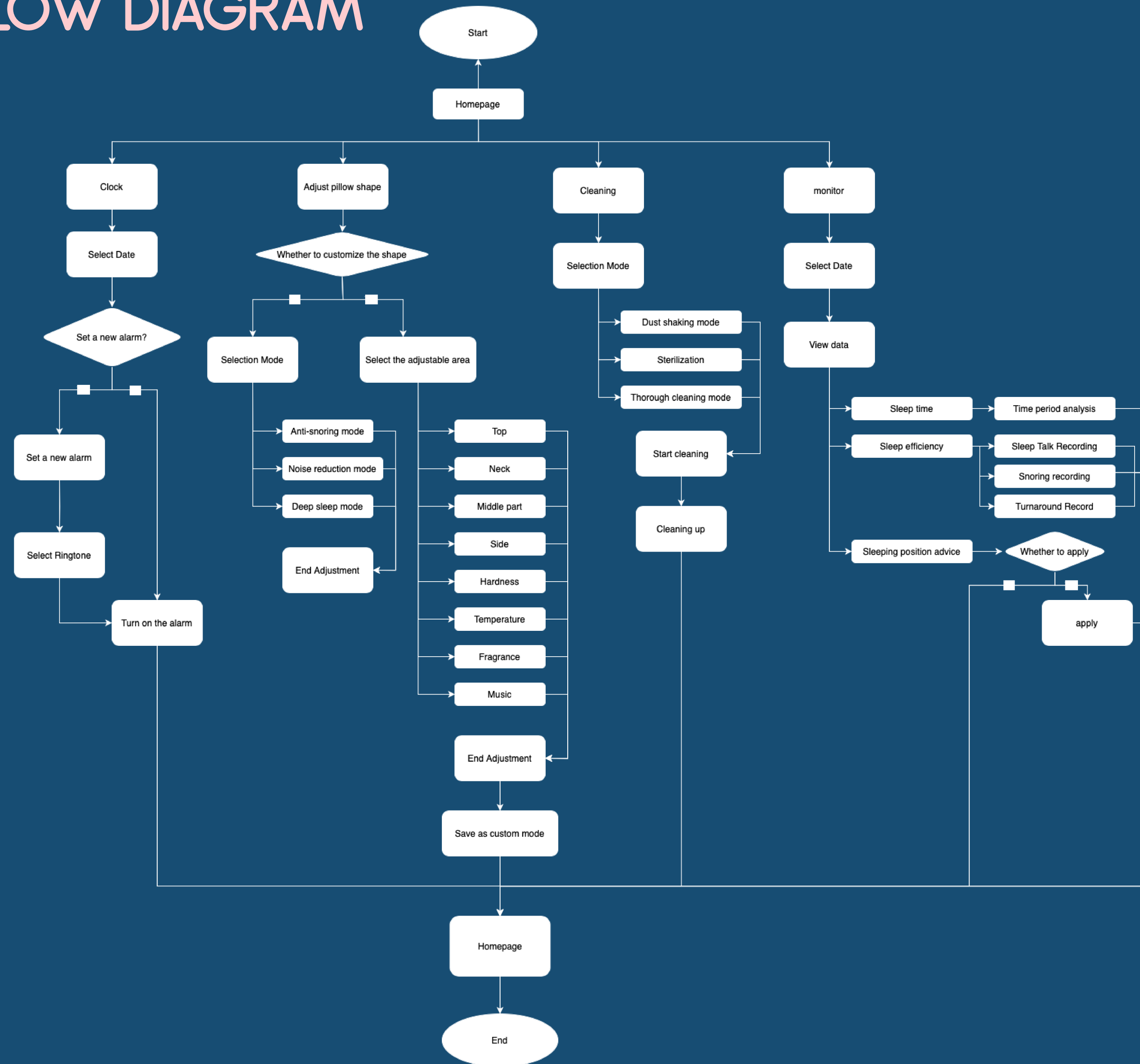
User Feels

Frustrated with poor sleep quality.

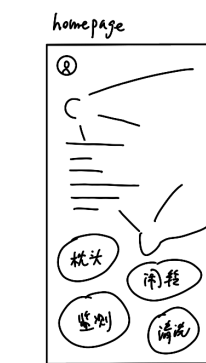
Hopeful when receiving personalized suggestions.

Relaxed after making sleep improvements.

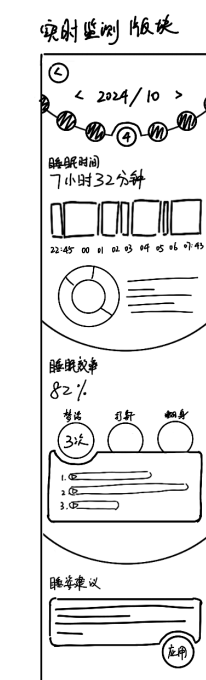
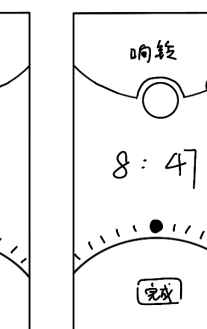
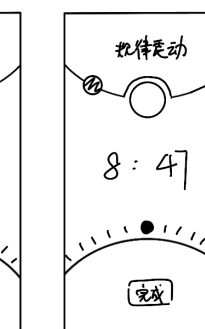
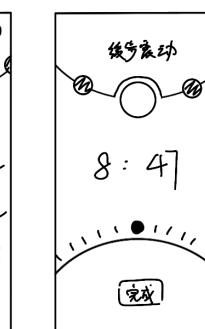
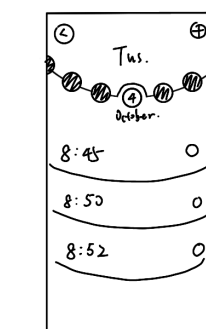
FLOW DIAGRAM



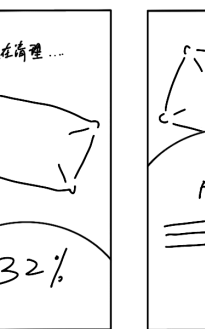
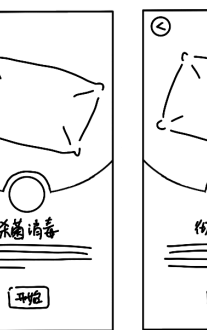
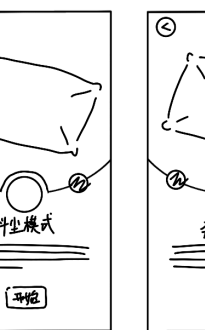
WIREFRAME SKETCH



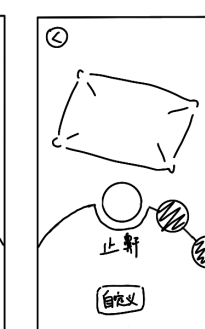
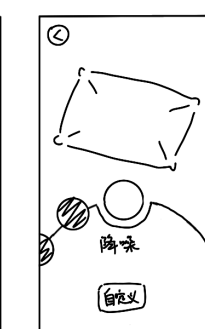
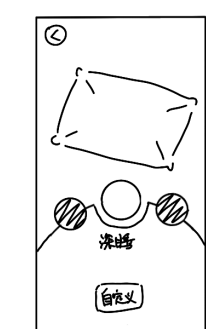
闹钟版块



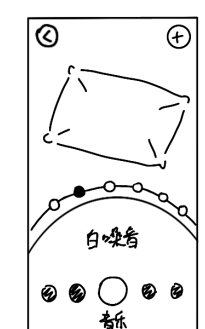
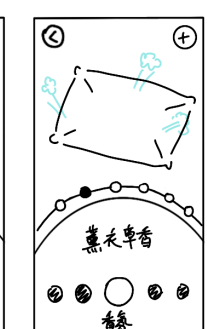
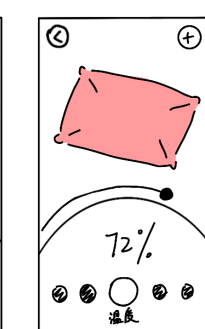
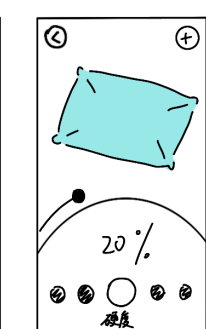
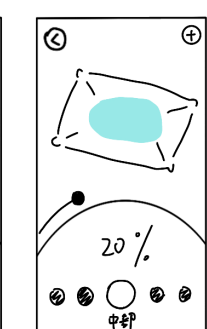
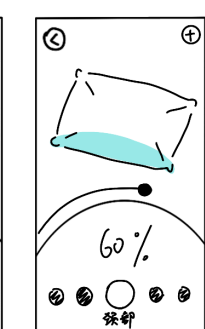
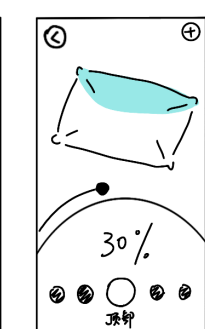
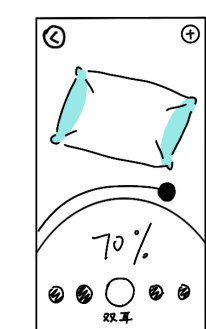
清洗版块



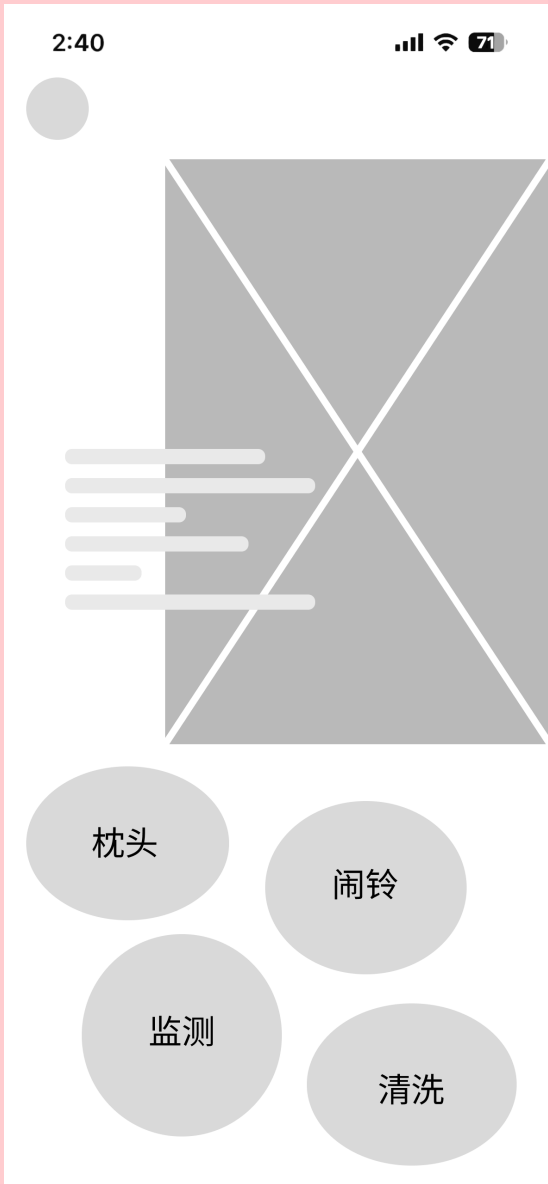
枕头调节版块



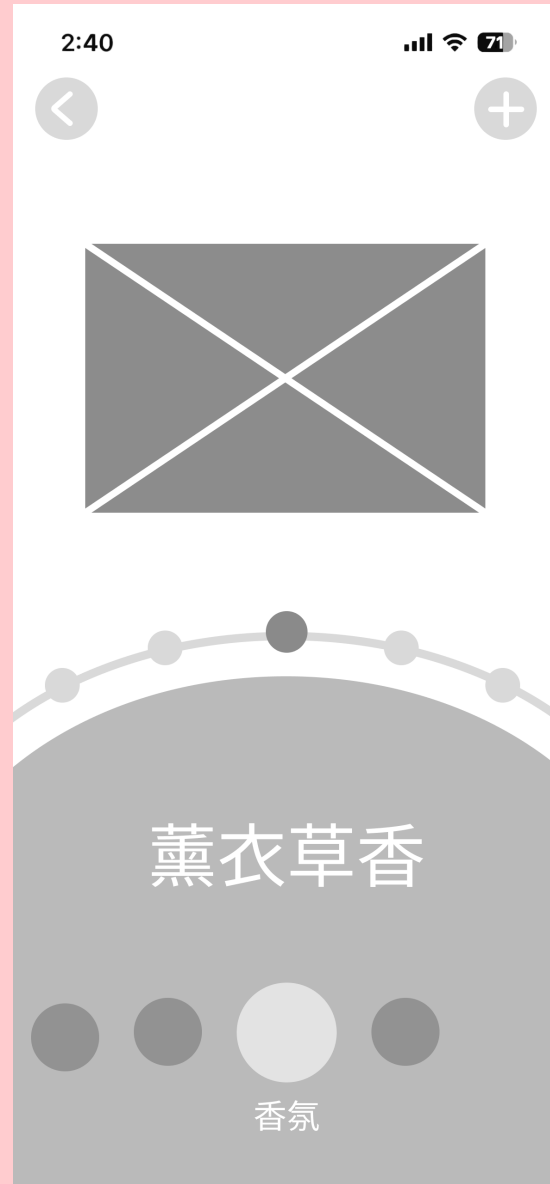
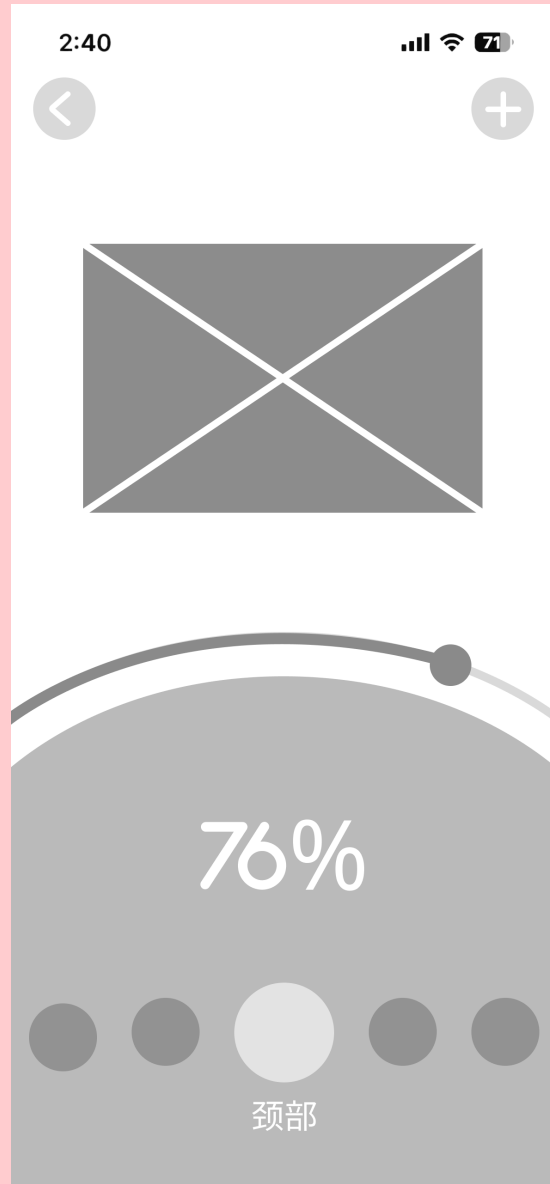
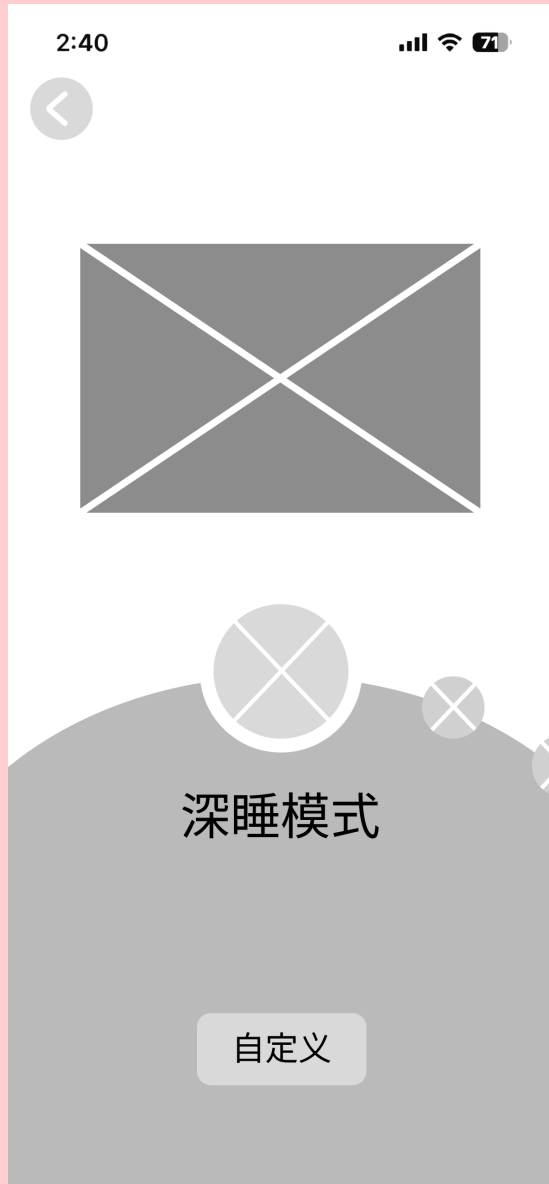
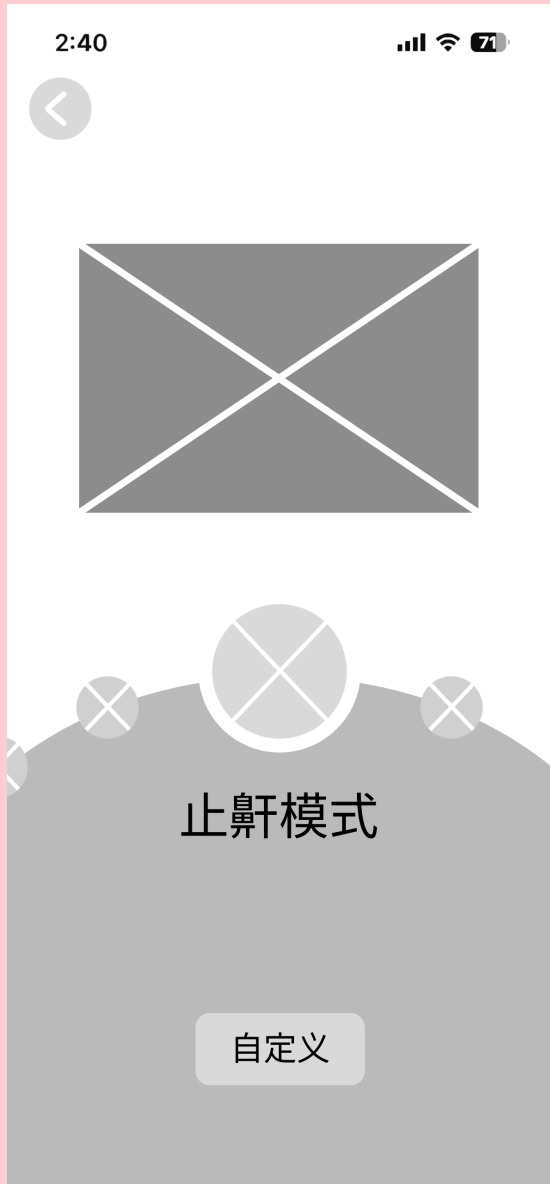
自定义调节 (根据自身情况调整枕头形状)



Low-fidelity Mockups

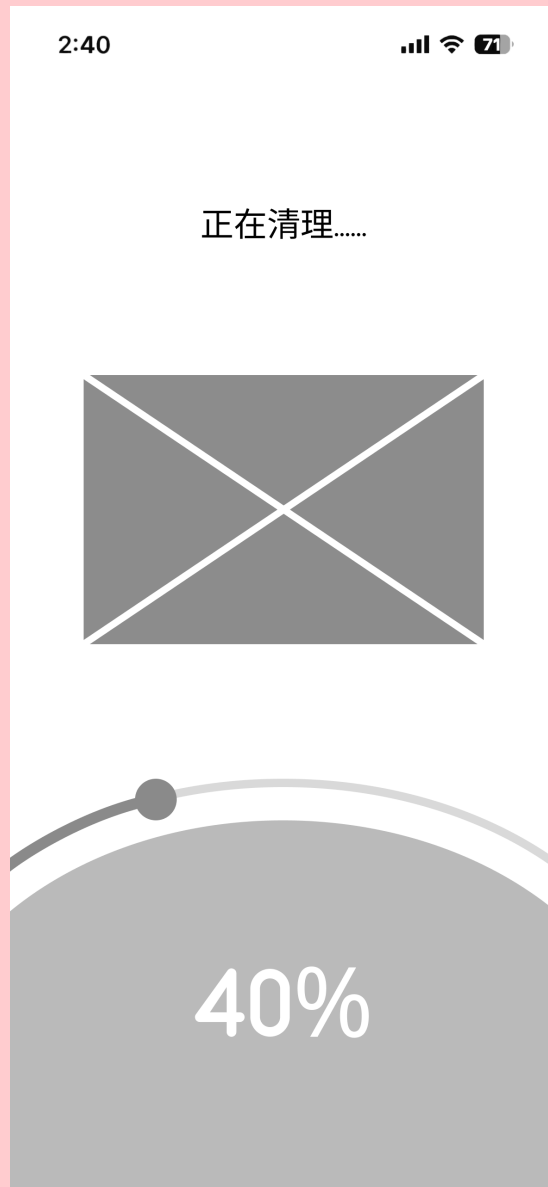
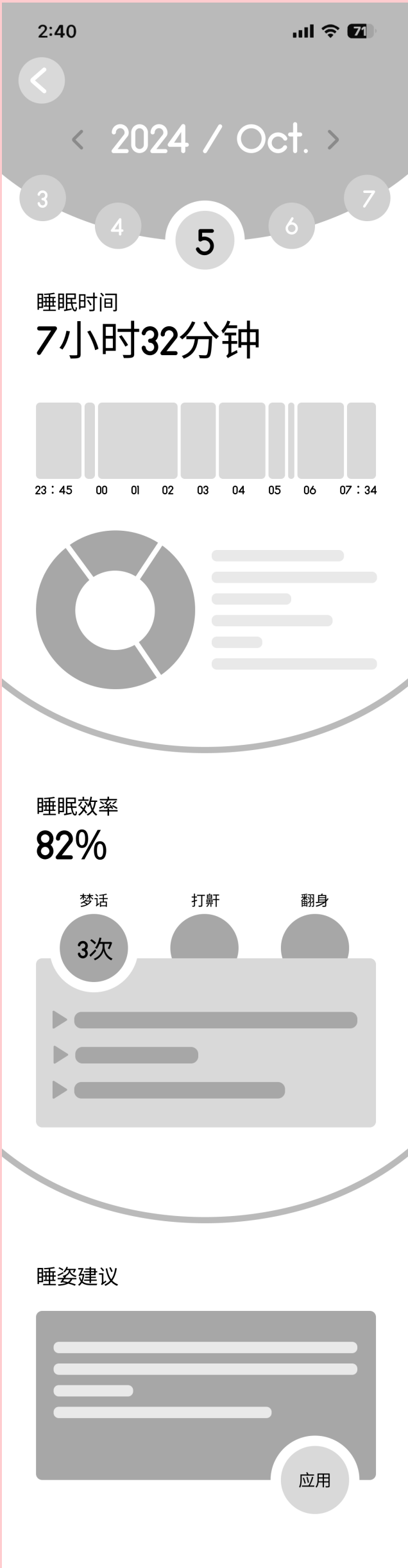


Homepage

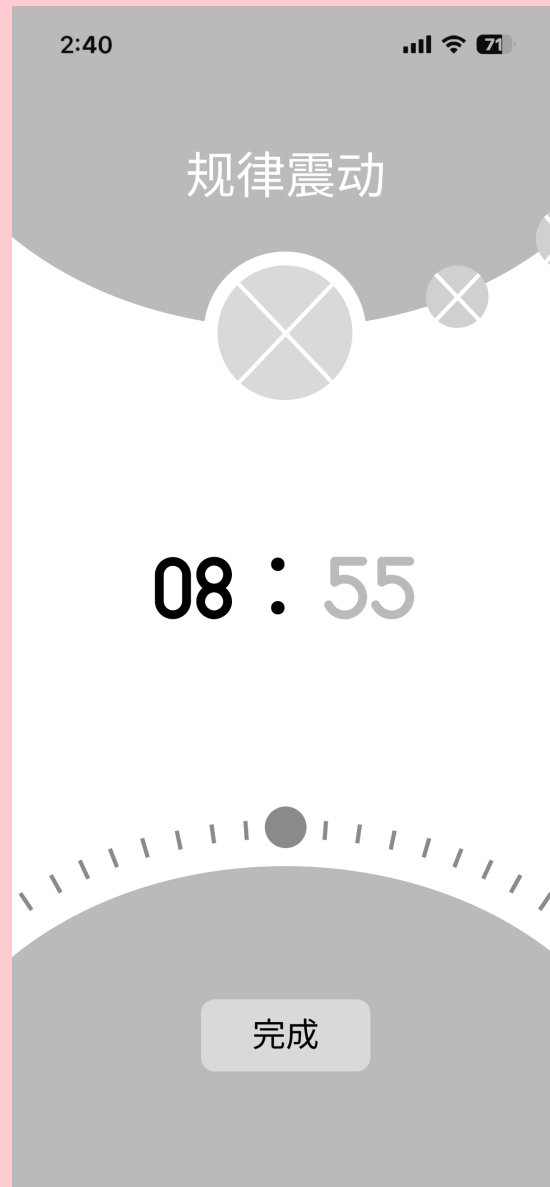
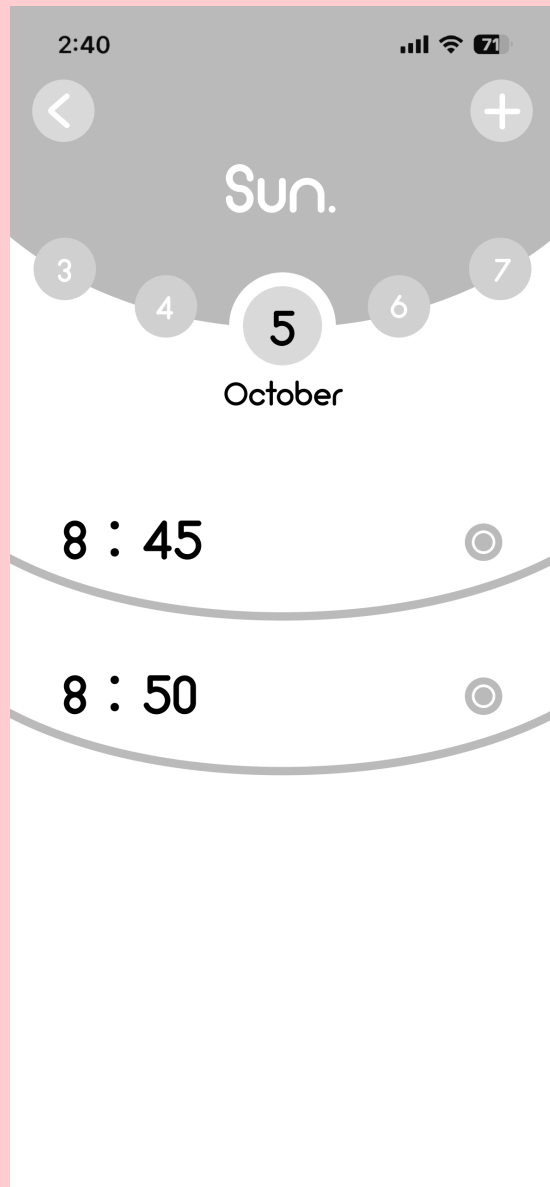


Pillow Adjustment Page

Monitor Page

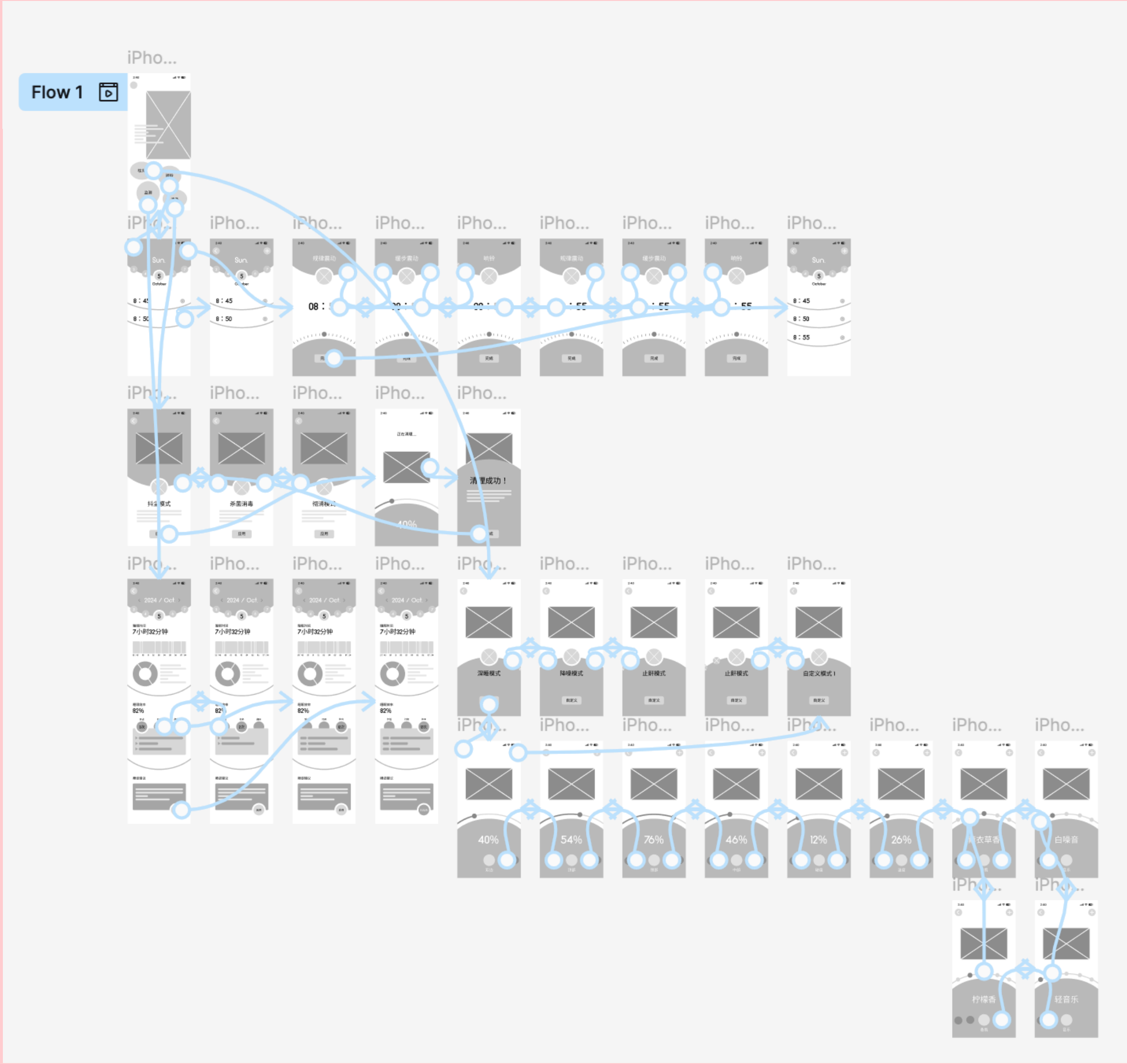


Clear Page



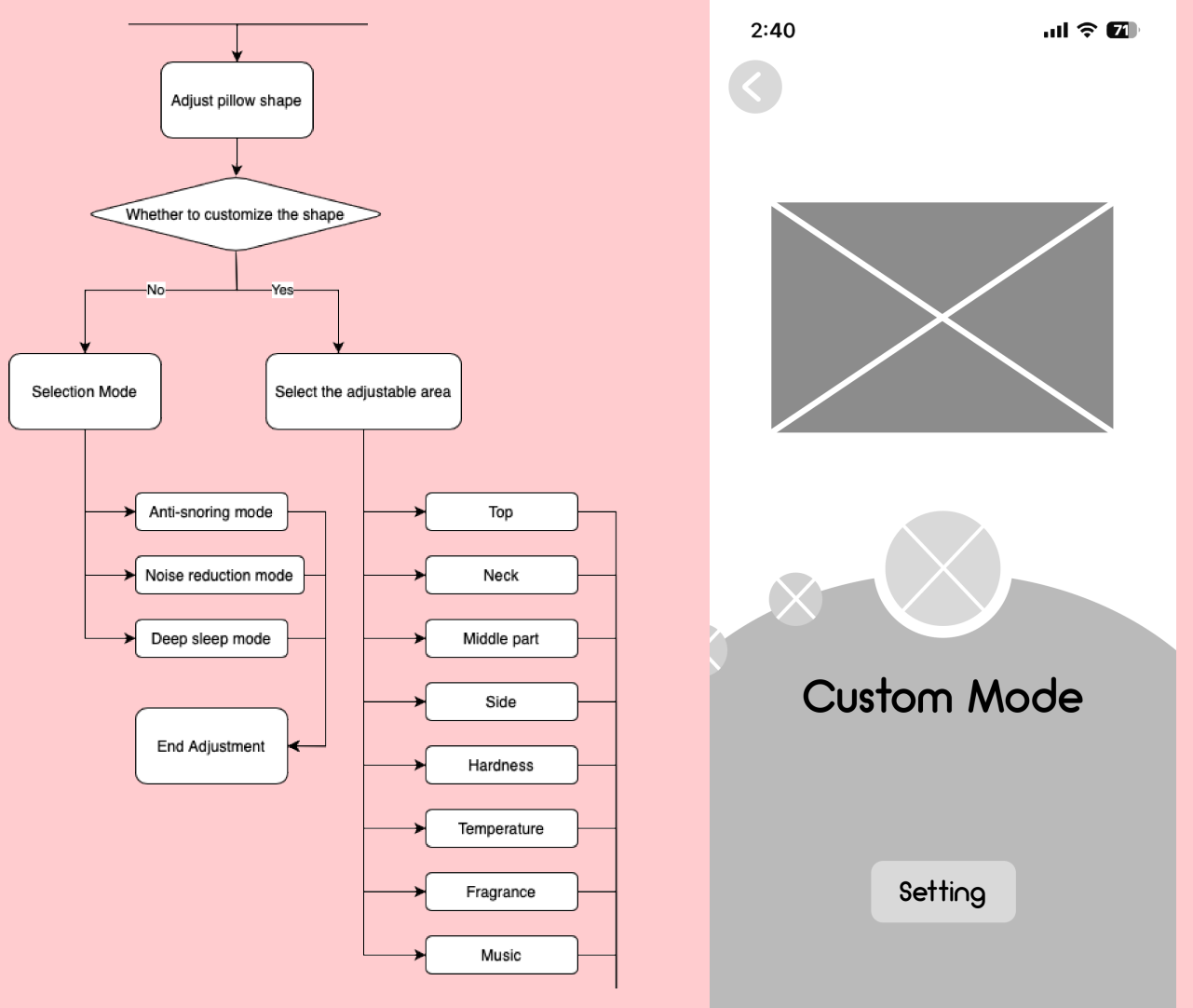
Clock Page

FLOW DIAGRAM

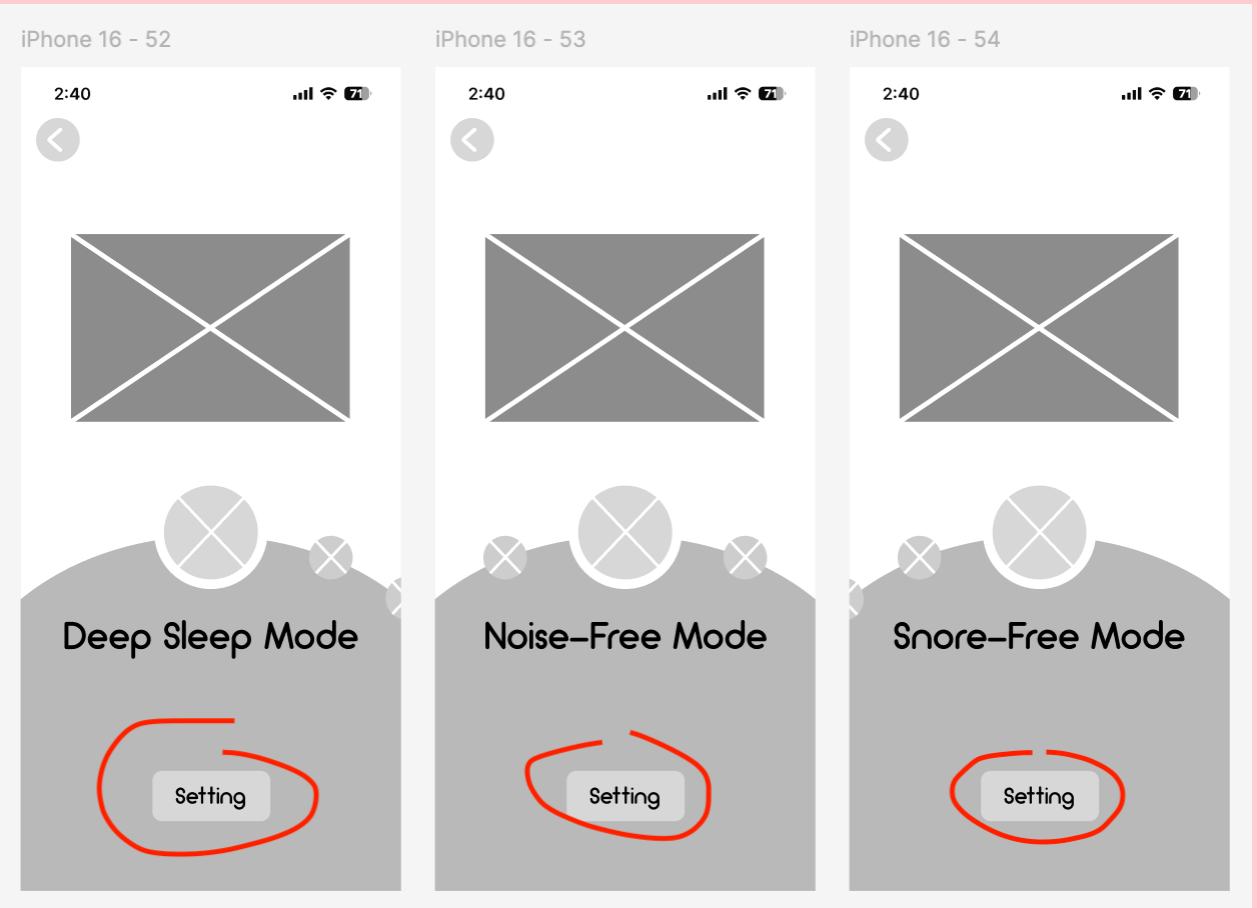


First User Test <https://youtu.be/2fqPtBfHObA?si=8hGeaxApCLwYAlnr>

User A



User A thought the logic was a bit confusing, and the "Settings" button appeared at the bottom of all mode pages, making it difficult to tell whether the "Settings" button was used to set the current mode's detailed data or to create a new custom mode data.

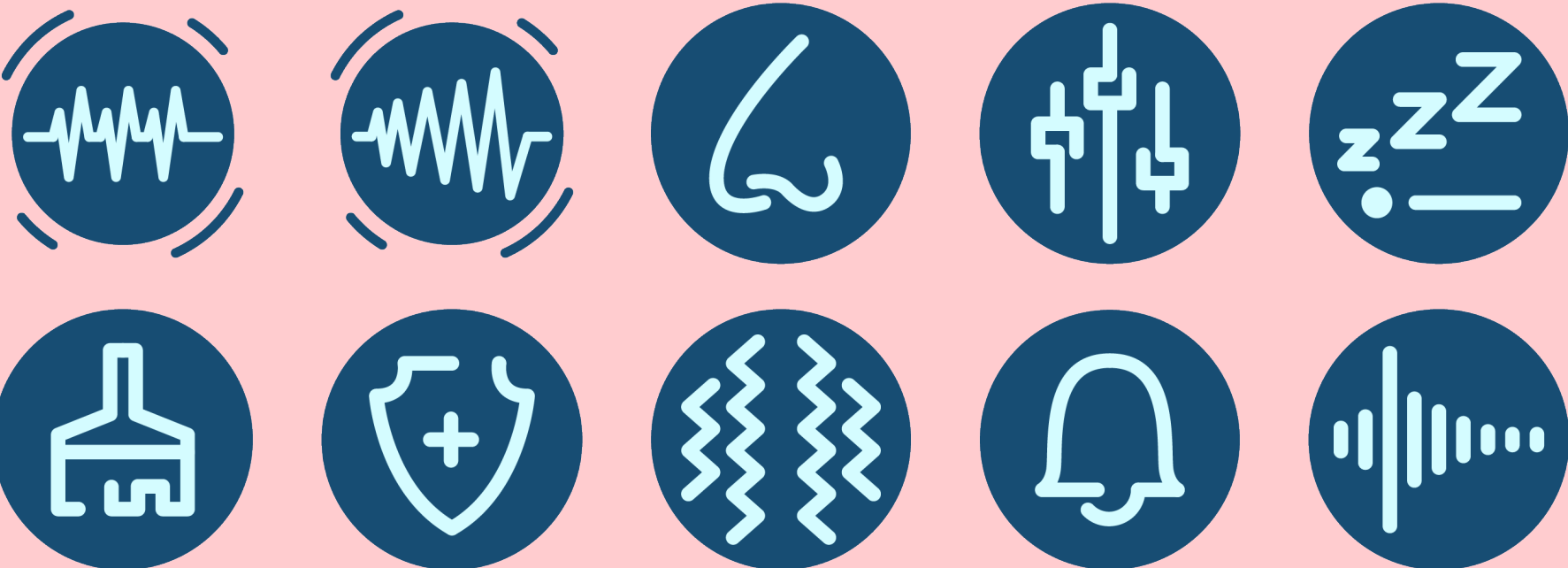


User B



User B thinks that more functions should be added to the cleaning section. Because she thinks pillow cleaning is something that is easily overlooked, a cleaning record should be set here. For example, it will remind users to clean regularly and estimate the lifespan of the pillow.

ICON

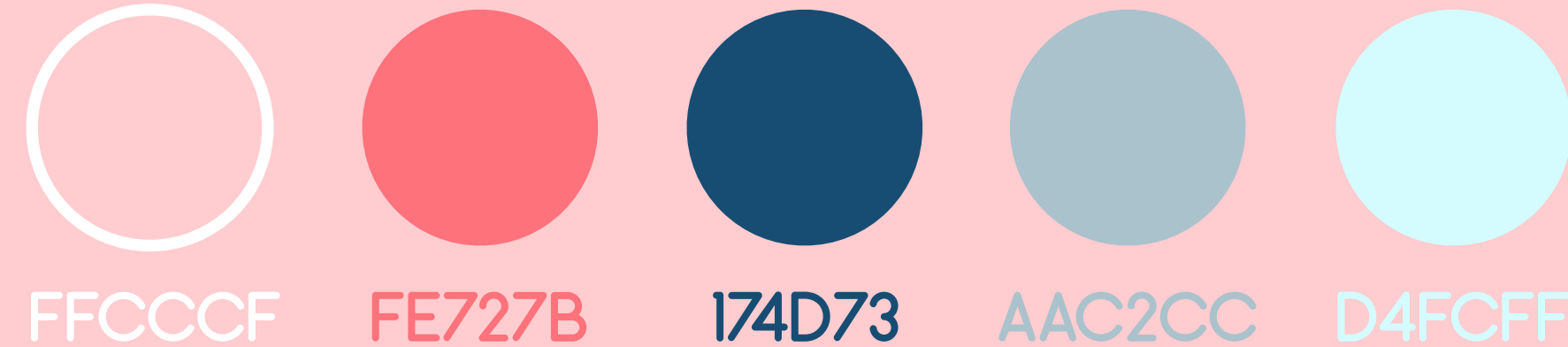


TYPEFACE

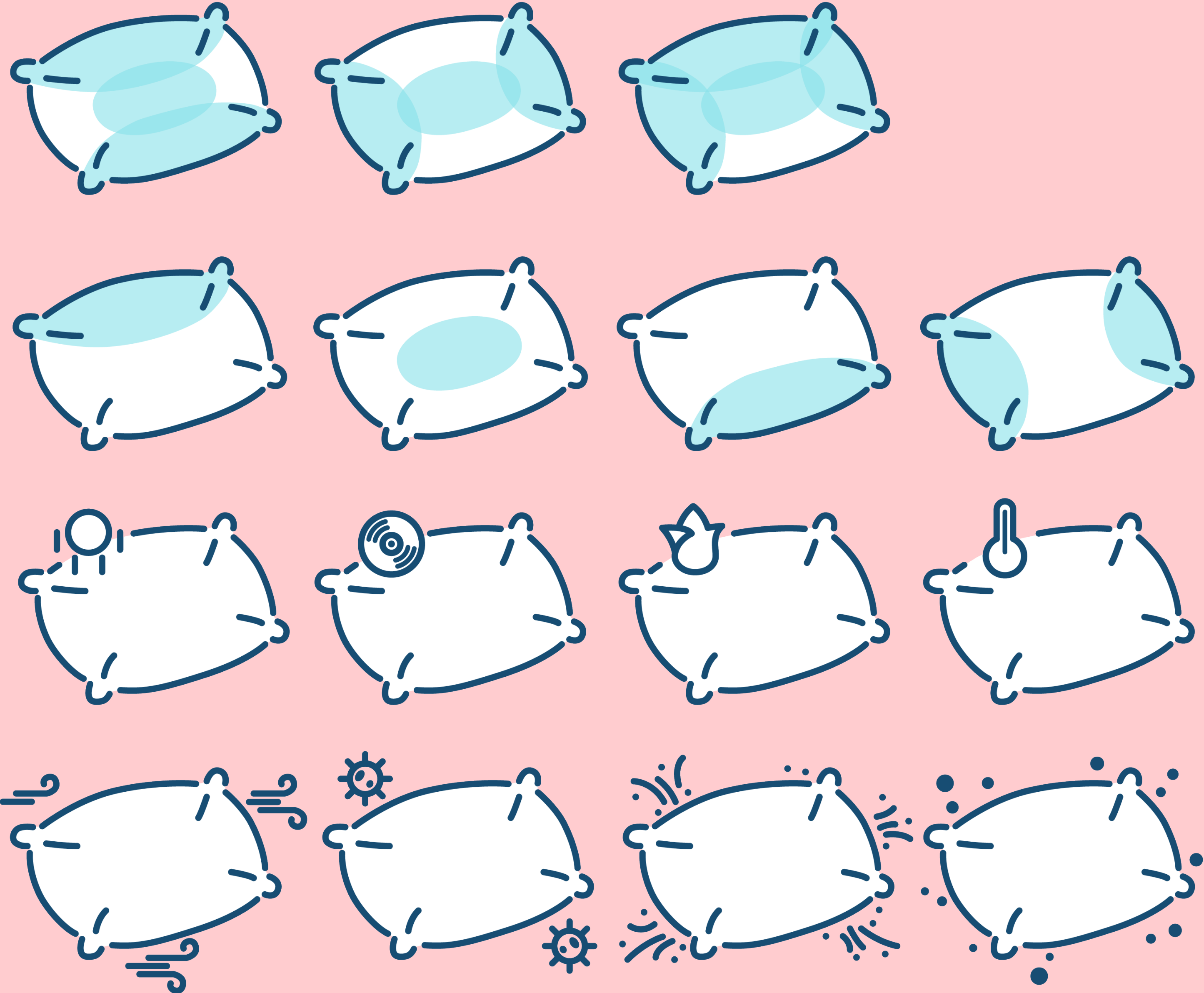
Arciform Sans

1 2 3 4 5 6 7 8 9 0

COLOR



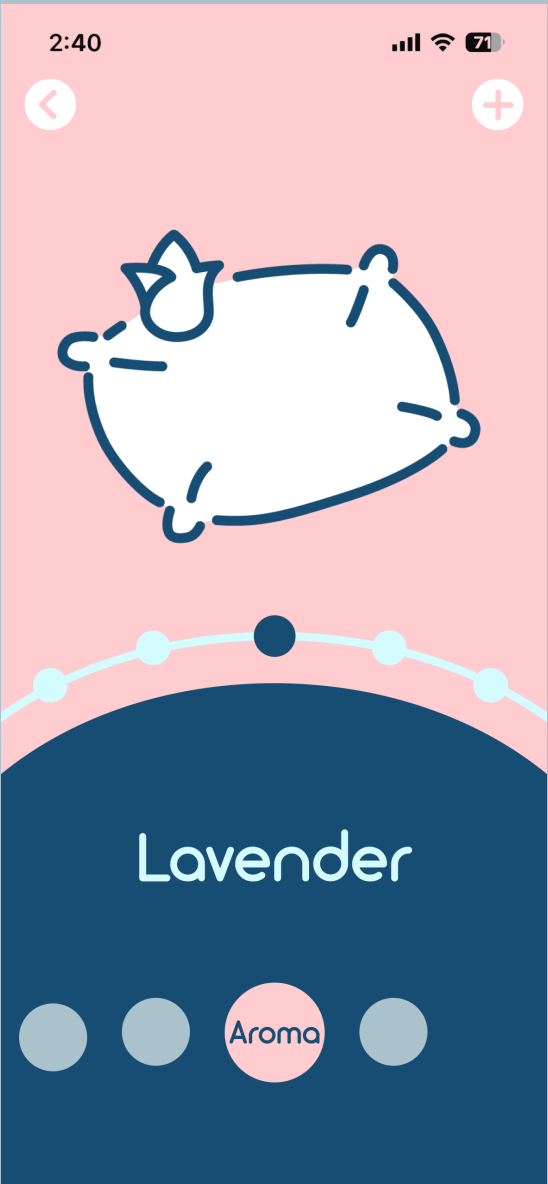
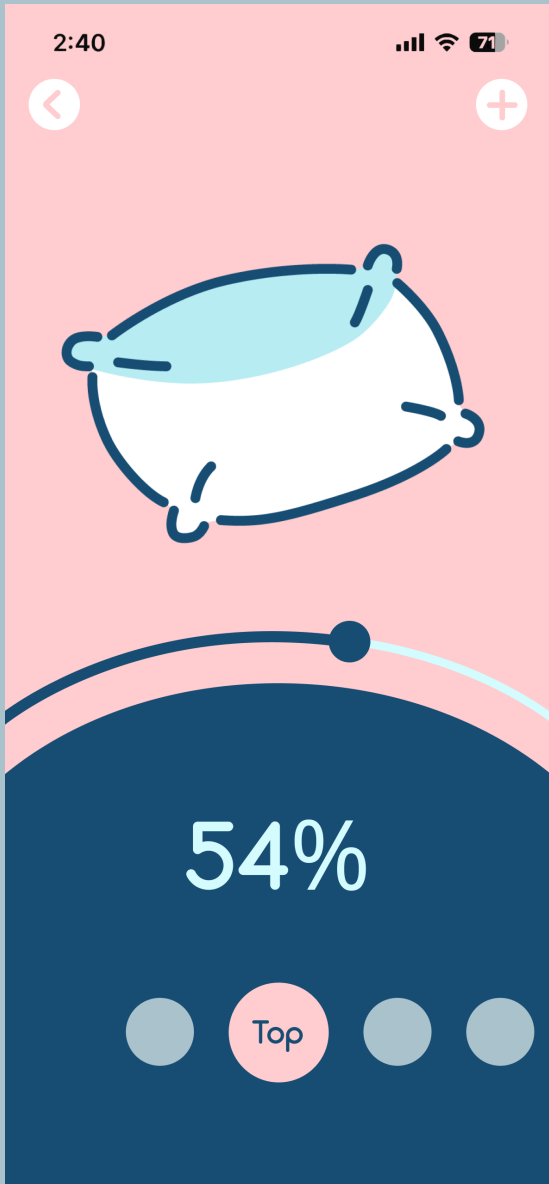
VISUAL ELEMENTS



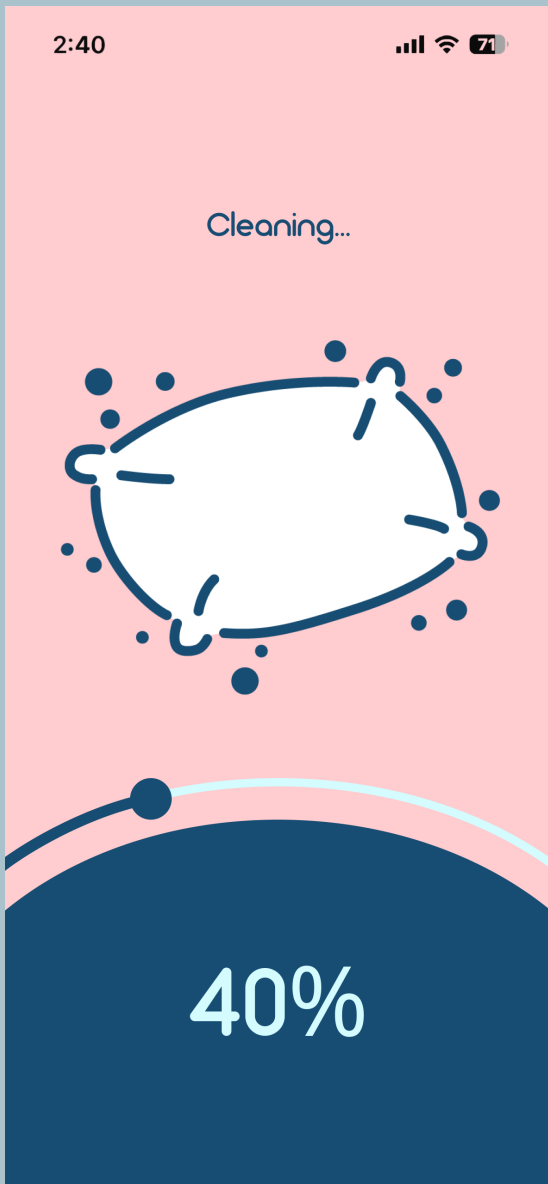
High-fidelity Models



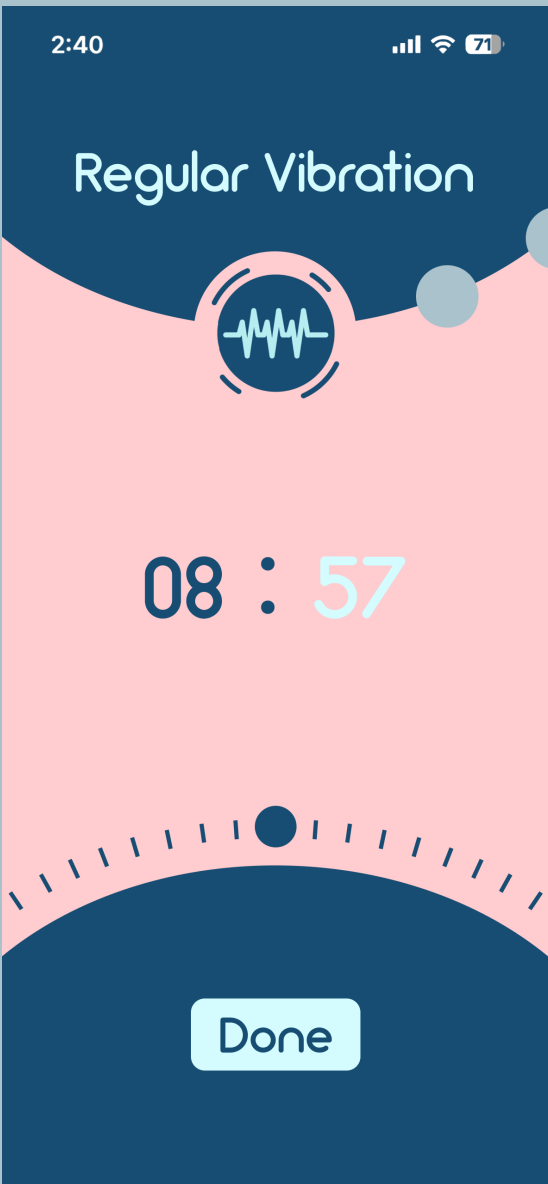
Homepage



Pillow Adjustment Page

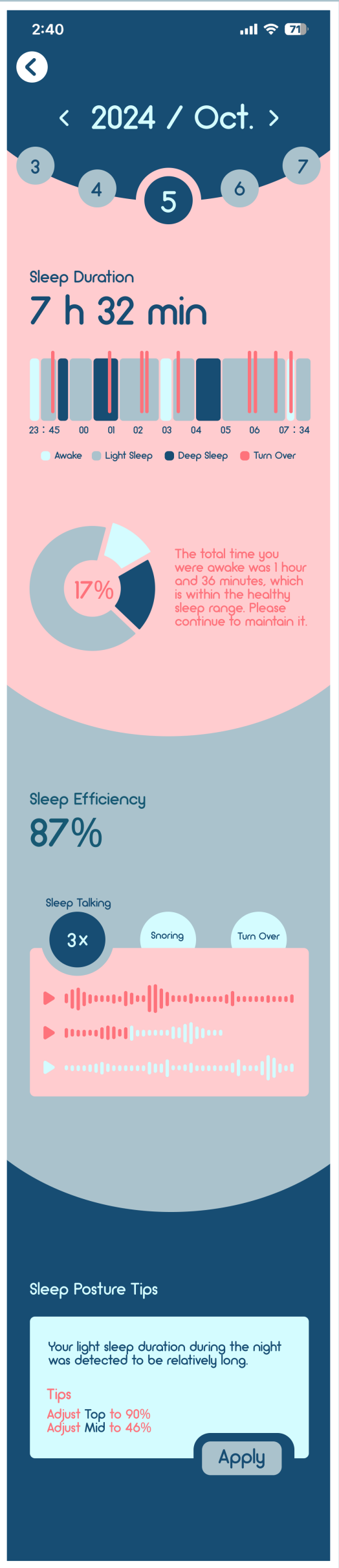


Clear Page



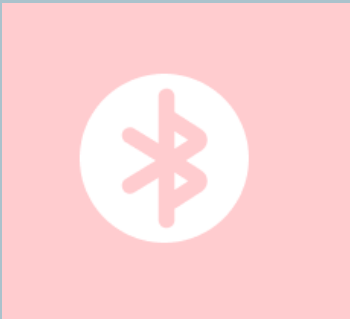
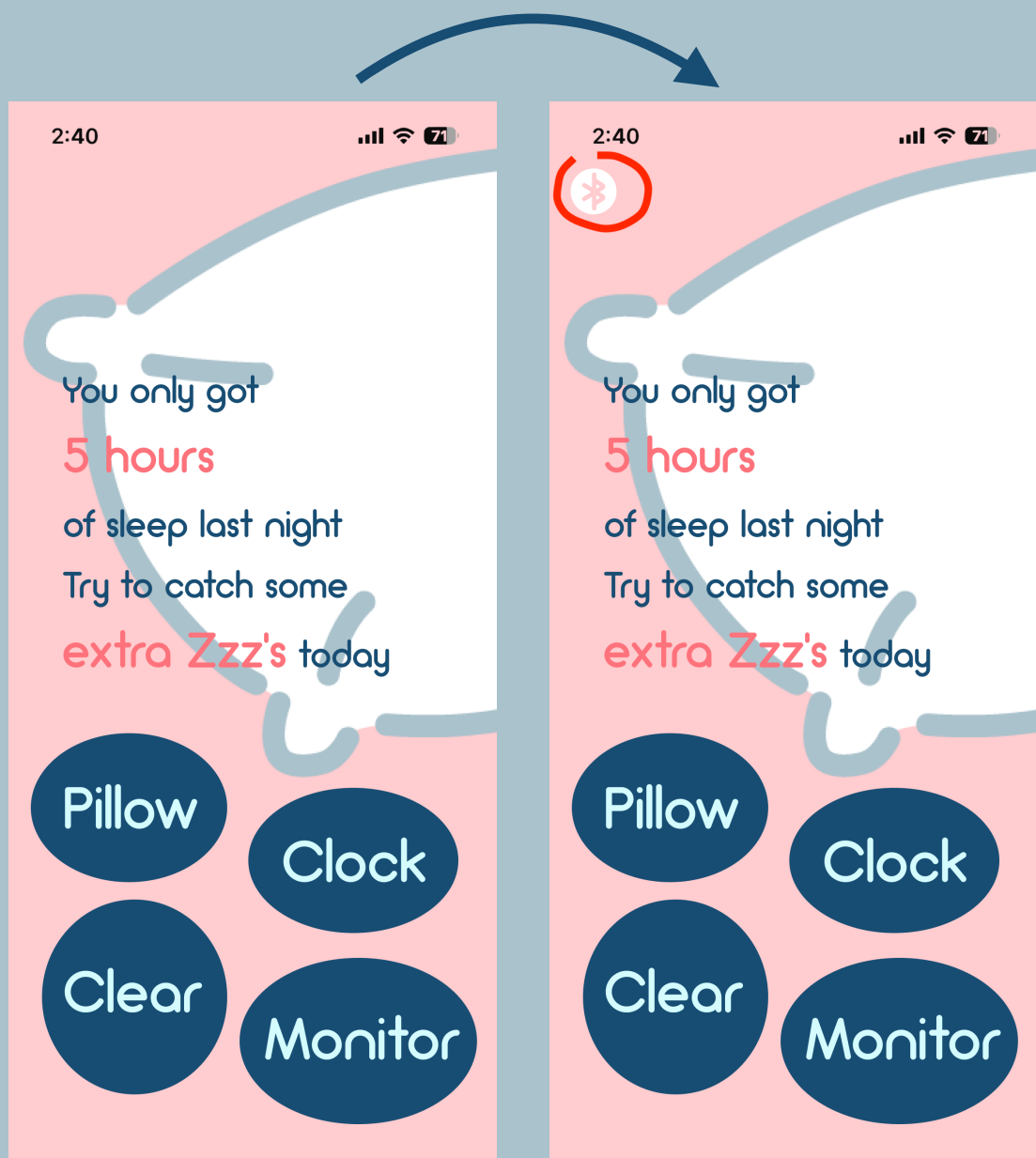
Clock Page

Monitor Page



Second User Test

<https://youtu.be/2fqPtBfHObA?si=8hGeaxApCLwYAlnr>



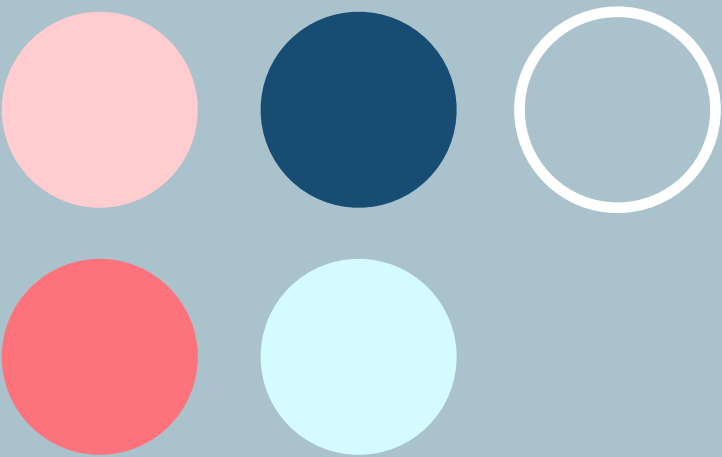
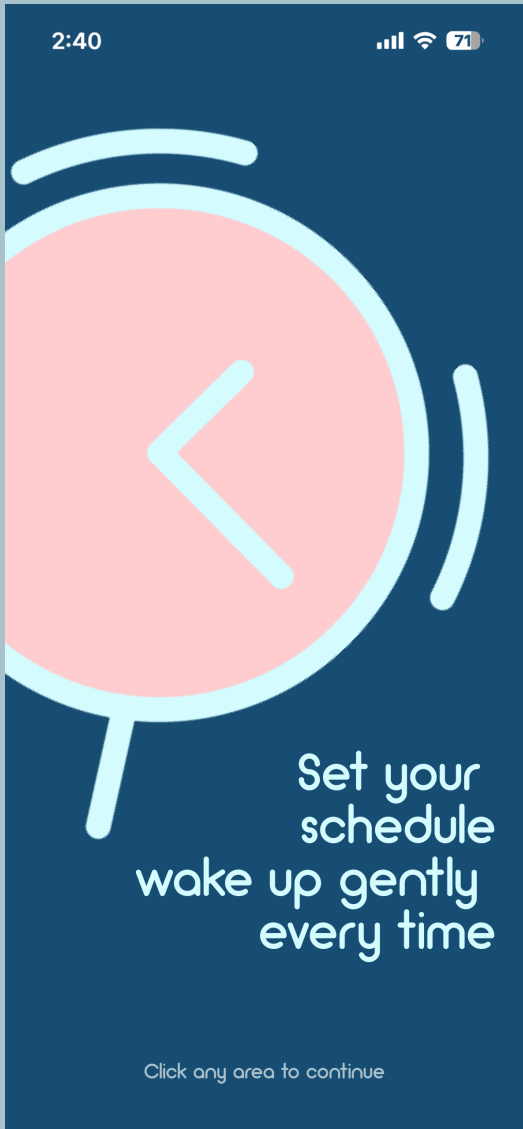
User A

User A believes that as an app that connects to a pillow, Pillow Nest must have Bluetooth functionality, and suggested that I add the Bluetooth function, and it would be best if I could add multiple devices and customize the device names.



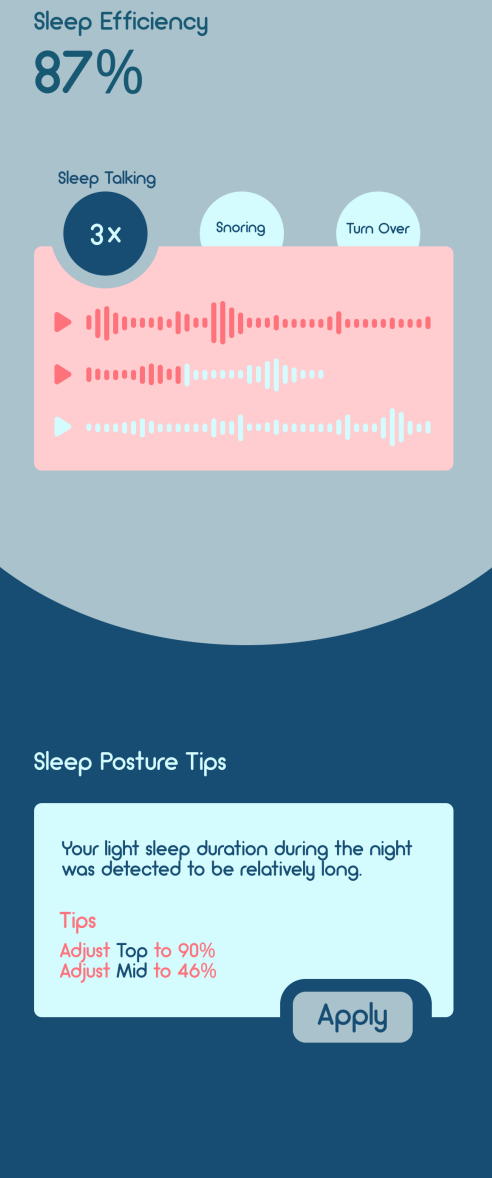
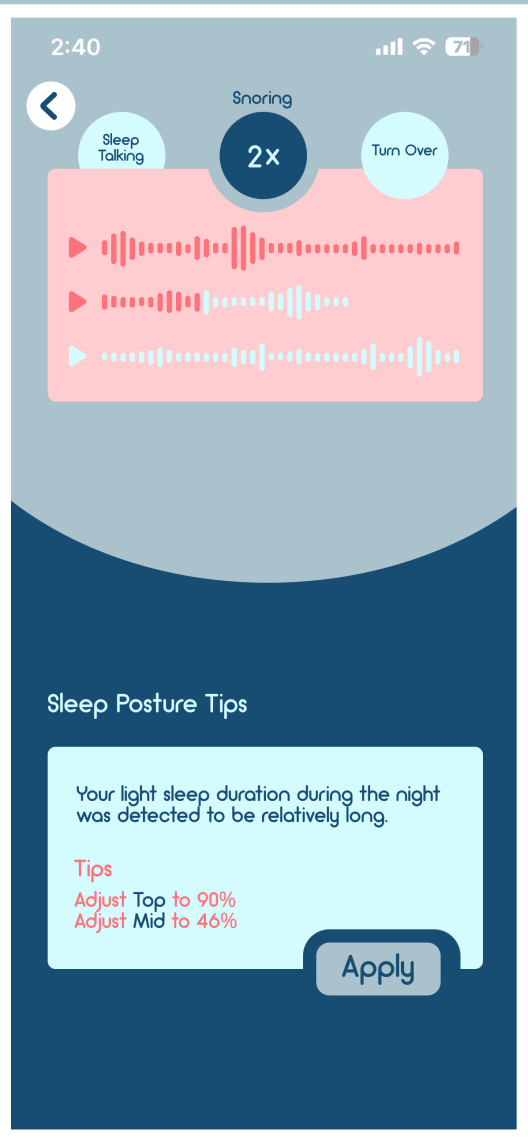
User B

User B believes that if the buttons on the homepage can also be designed with appropriate icons, the page will be clearer and more in line with the overall atmosphere.



User C

User C believes that since the Pillow Nest app is mostly used at night, if it is to ensure that users' eyes are not dazzled when opening the app, a light-sensing system should be used to change the color scheme according to the brightness of the environment.



User C believes that in the monitoring section, the last pillow application can be considered to be placed in the pillow adjustment section.

