



SMART EYE MASK

Moonveil.

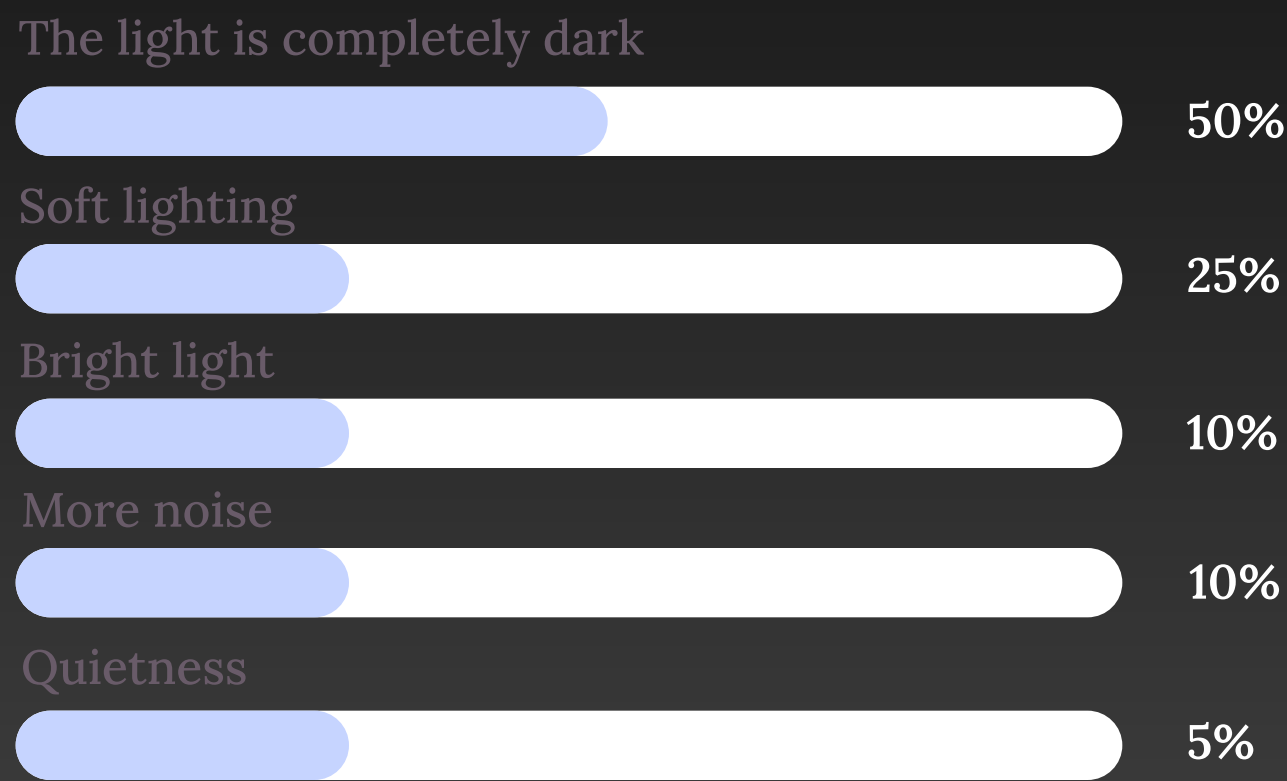
Moonveil is a smart eye mask and companion APP designed to help users fall asleep quickly, relax deeply and optimize sleep quality. By combining advanced sleep monitoring technology, personalized sound guidance, dimming lights and data feedback, Moonveil provides users with a scientific and comfortable sleep solution.

Moonveil's design is inspired by the combination of nature's healing power and modern technology. By simulating natural light and sound, coupled with accurate data monitoring and personalization features, Moonveil is not only an eye mask, but also a smart sleep assistant.

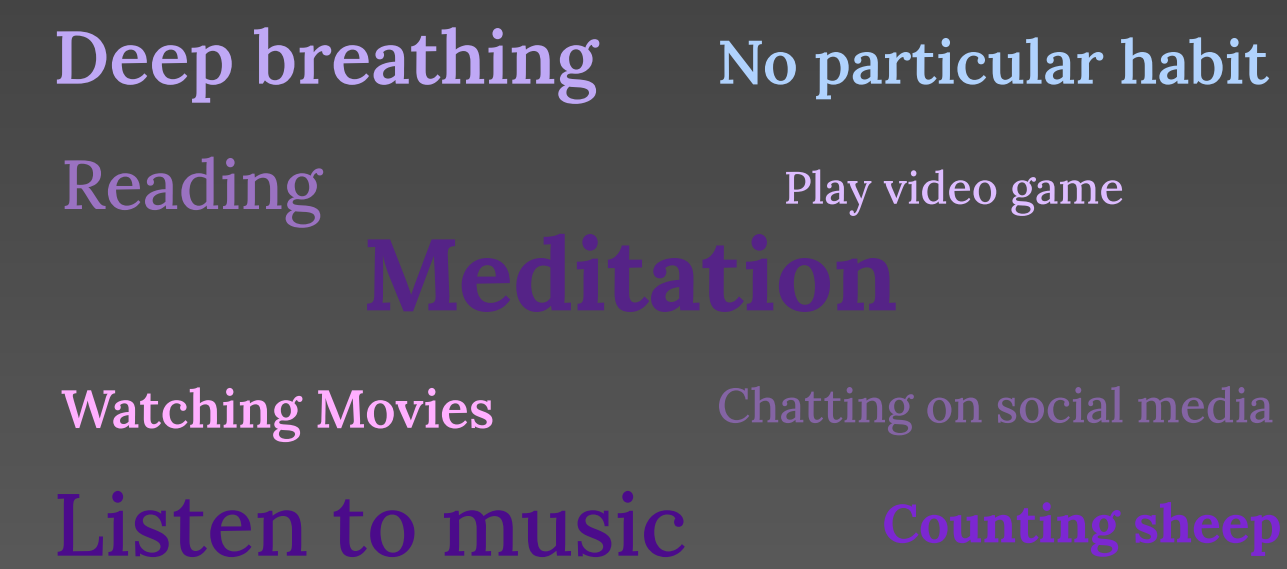
User Research

User Survey

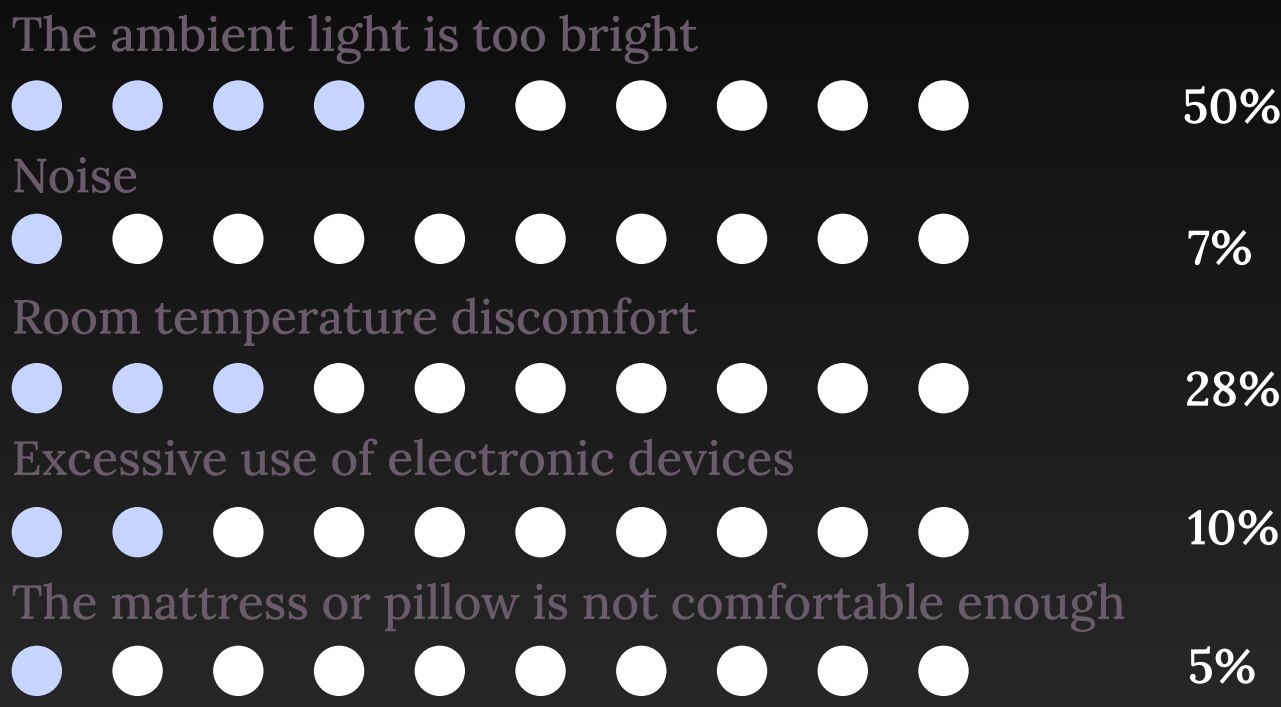
What is your usual sleeping environment ?



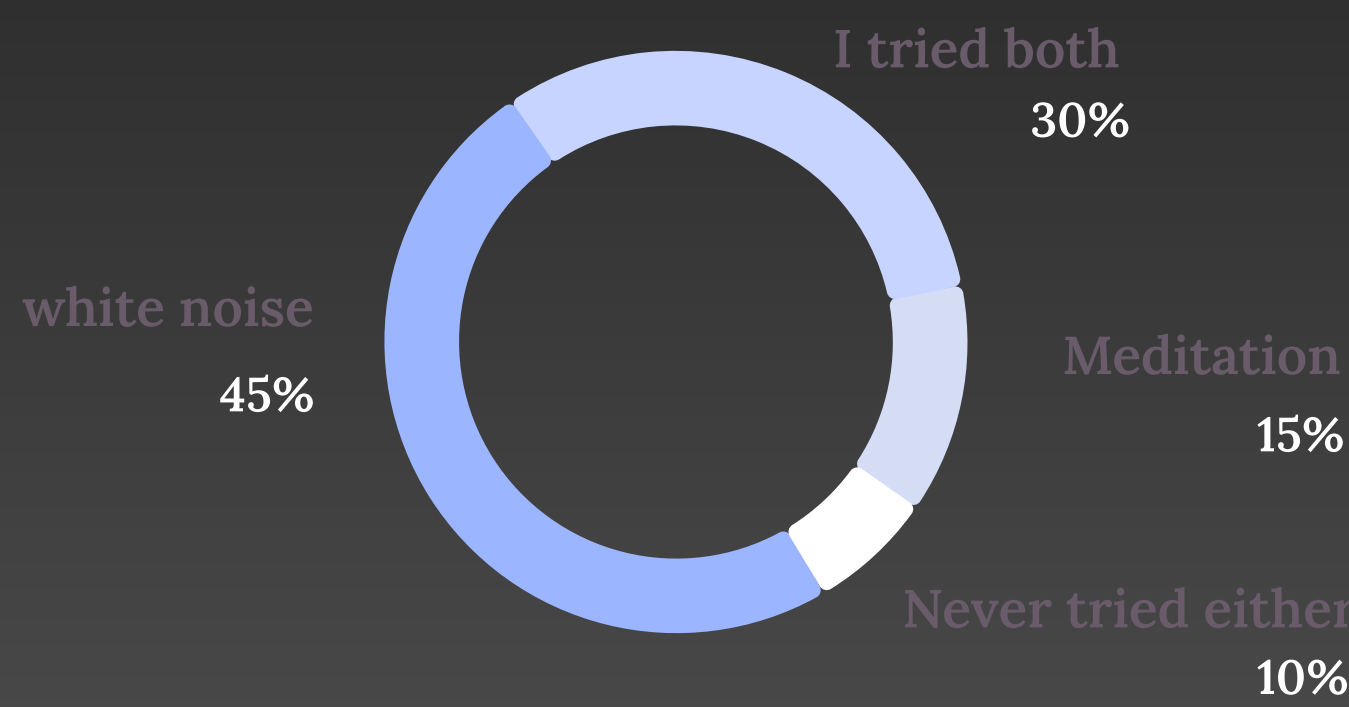
What do you do before you fall asleep ?



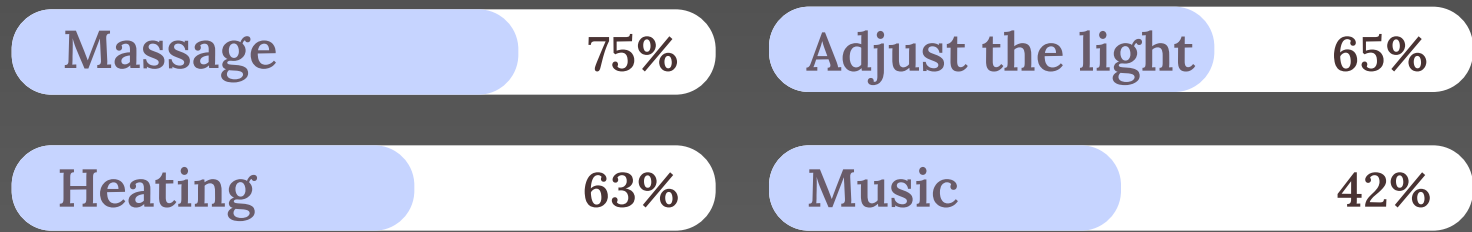
What factors affect you the most when you sleep?



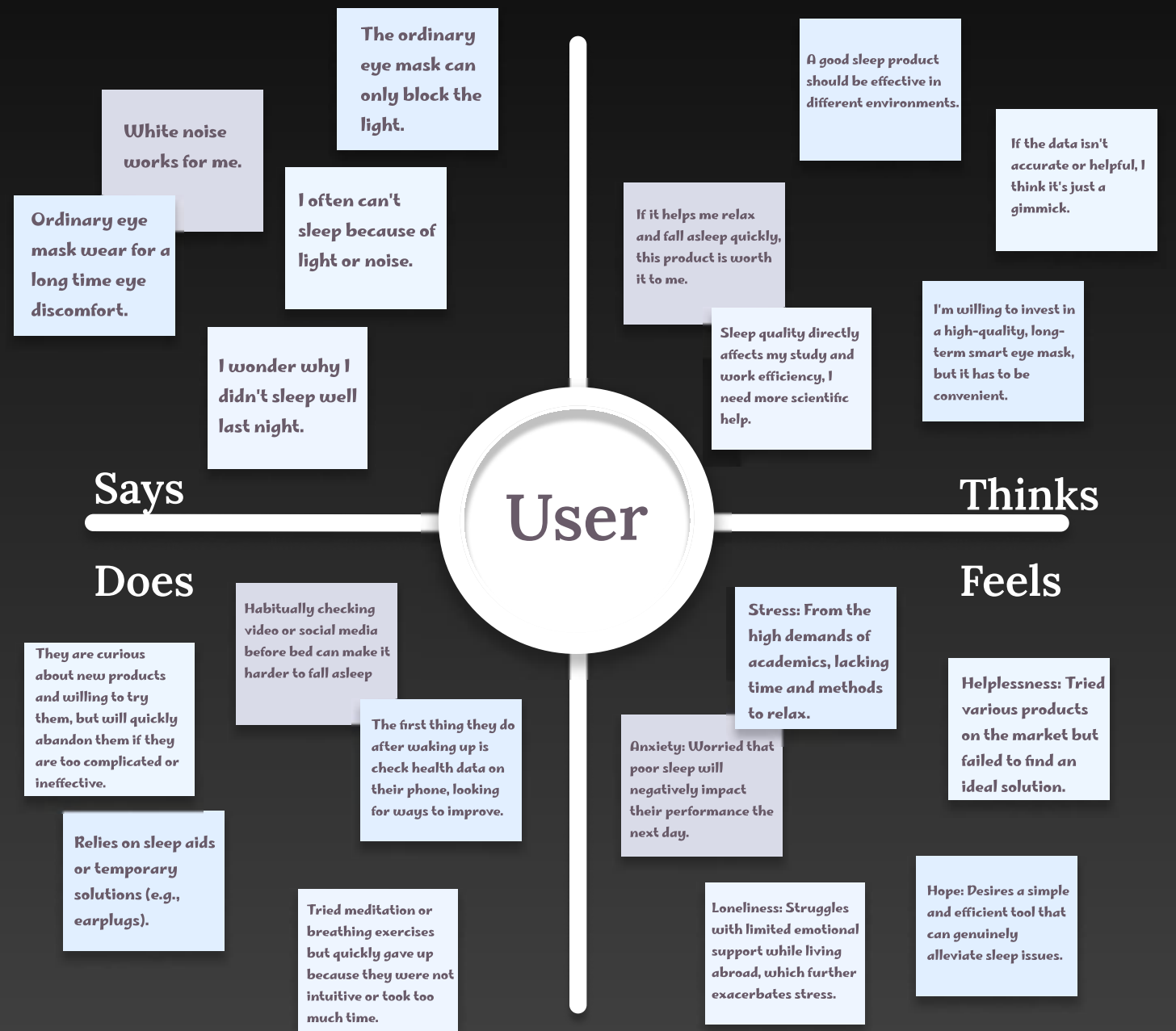
Have you ever tried meditation or white noise?



What do you value most about the functional design of the smart eye mask?



Empathy Map



Pains

- Disturbance from roommates or external light and noise.
- Difficulty falling asleep, taking a long time to relax before sleeping.
- Lack of reliable sleep tracking and actionable improvement suggestions.

Gains

- A simple and easy-to-use tool to help them fall asleep quickly.
- Intuitive sleep data and improvement suggestions.
- High-comfort wearing experience that doesn't affect long-term use.

PACT ANALYSIS

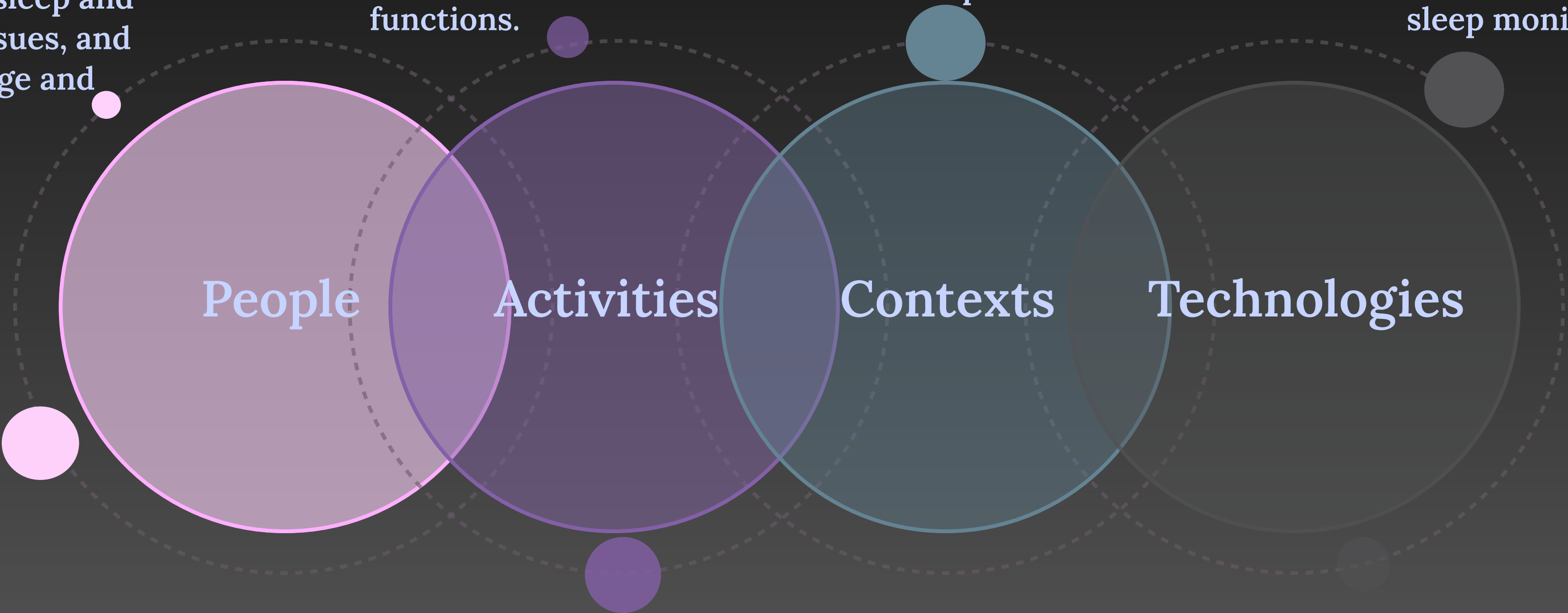
Primary users :

International students in the UK, aged 18-35, with high acceptance of technology, facing sleep and cultural adaptation issues, and having diverse language and cultural needs

1.Pre-sleep setup (mode selection and parameter adjustment), using the eye mask for sleep, featuring massage and heating functions.

Primarily used in bedrooms, influenced by light, noise, and roommates, requiring consideration of cultural and temporal contexts.

1.Gradual light dimming, white noise, high-precision sleep monitoring



Secondary users :

include other groups with sleep problems.

2.Ideally with white noise playback, and reviewing sleep reports the next day.

2.Personalized recommendations, and synchronization with health apps.

PERSONA



Ashley

About

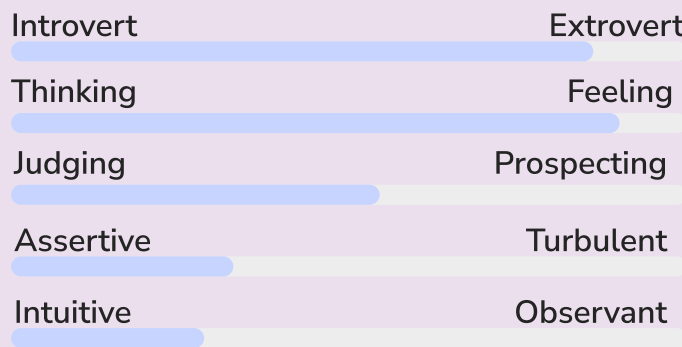
 24

 Postgraduate

 London

 overseas student

Personality



Pain Points

- 1.The curtains in the apartment do not block the light effectively and affect the quality of sleep.
- 2.Long sleep time, tried ordinary eye mask, but lack of interaction.
- 3.The apartment is poorly soundproofed and you can hear the roommates next door. The room is near the kitchen and there are roommates cooking in the early hours.

Motivations

- 1.A smart eye mask is required to provide white noise and dimming of lights to simulate a relaxing environment.
- 2.Hope to have sleep data feedback to understand their sleep quality.
- 3.It is hoped that the smart eye mask can become a "comfortable tool" before going to bed, providing a quiet and safe sleep experience.

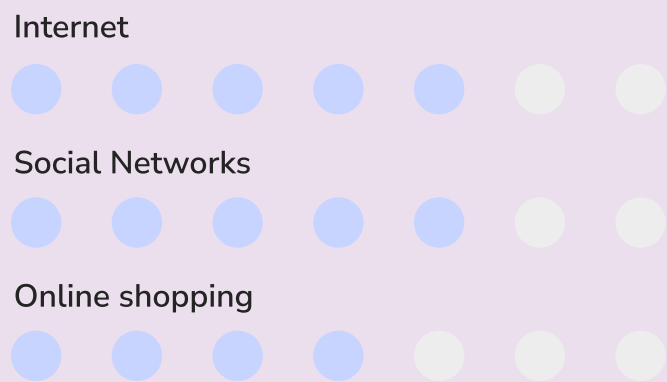
Goals

- 1.Hope to fall asleep quickly and improve sleep time.
- 2.It can improve sleep quality, reduce stress, and improve daytime study efficiency.

Breif Story

Alice, 24, is a postgraduate student from China living with roommates in the UK. Noise and light disrupt her sleep, adding to her academic stress. She needs a smart eye mask to relax, block distractions, and track her sleep.

Technical skills




Daniel

About

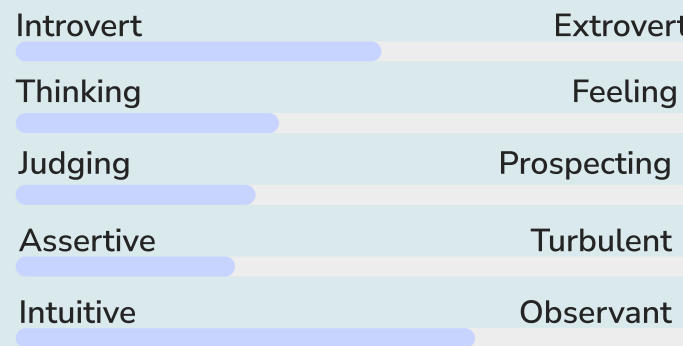
 21

 Undergraduate

 London

 overseas student

Personality



Pain Points

- 1.Even if the environment of the apartment is quiet, it is difficult to sleep, especially the mind can not relax.
- 2.The curtains in the apartment do not block the light effectively and affect the quality of sleep.
- 3.Using an ordinary eye mask feels simple and wants to experience more high-tech functions.

Motivations

- 1.The meditative guided mode guides him through sound and light to relax.
- 2.He needs adjustable lights and white noise to help him fall into a deep sleep.
- 3.He wants the APP's interface to be intuitive and give suggestions based on his daily sleep patterns.

Goals

- 1.It can reduce anxiety and improve sleep depth.
- 2.Ensure that you can have enough sleep every day to improve the problem of insufficient energy during the day.

Breif Story

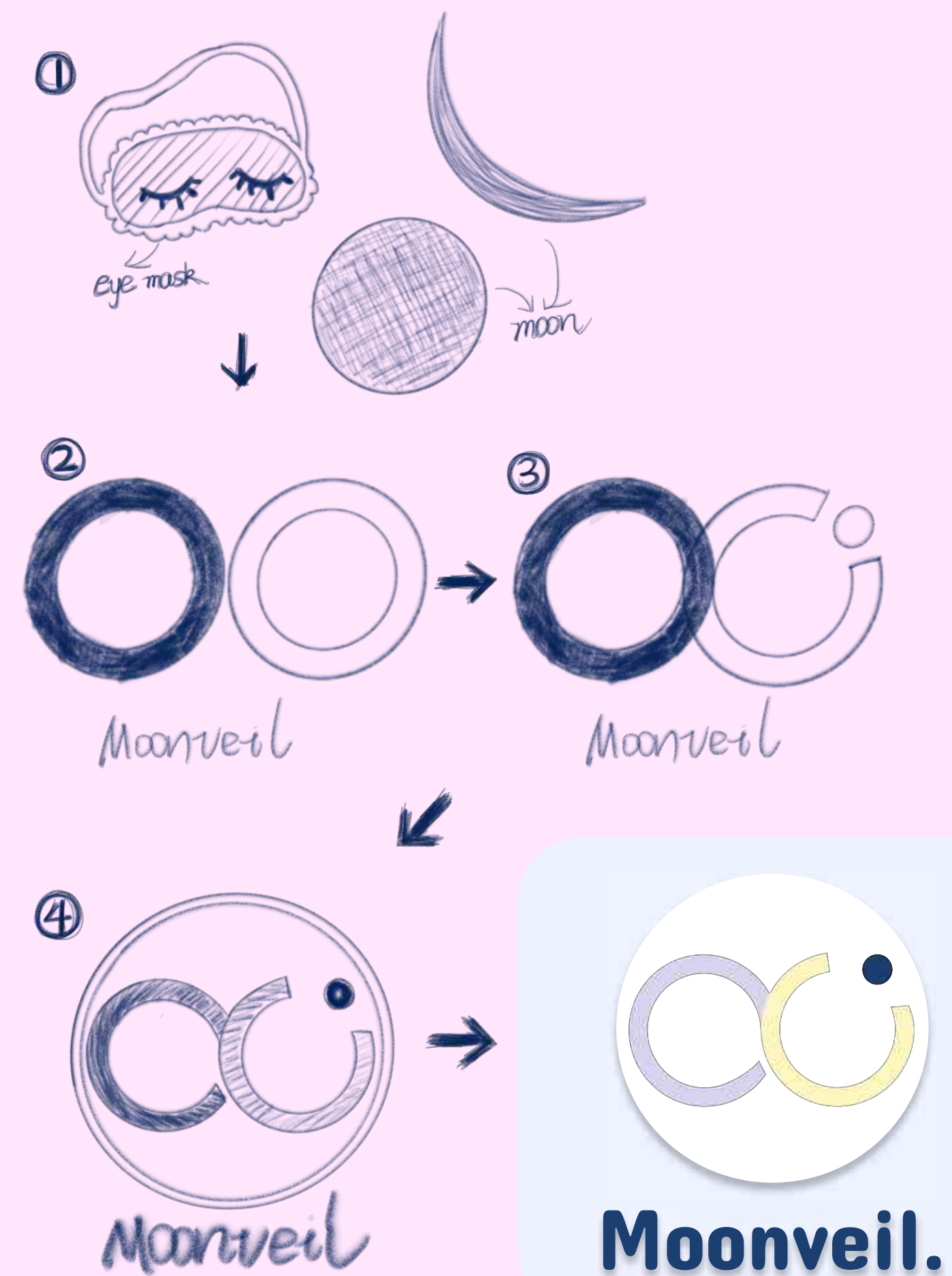
Daniel, 21, is an undergraduate student from Egypt. Though he lives alone, his racing thoughts keep him awake. He seeks a smart eye mask to calm his mind and improve his focus.

Technical skills



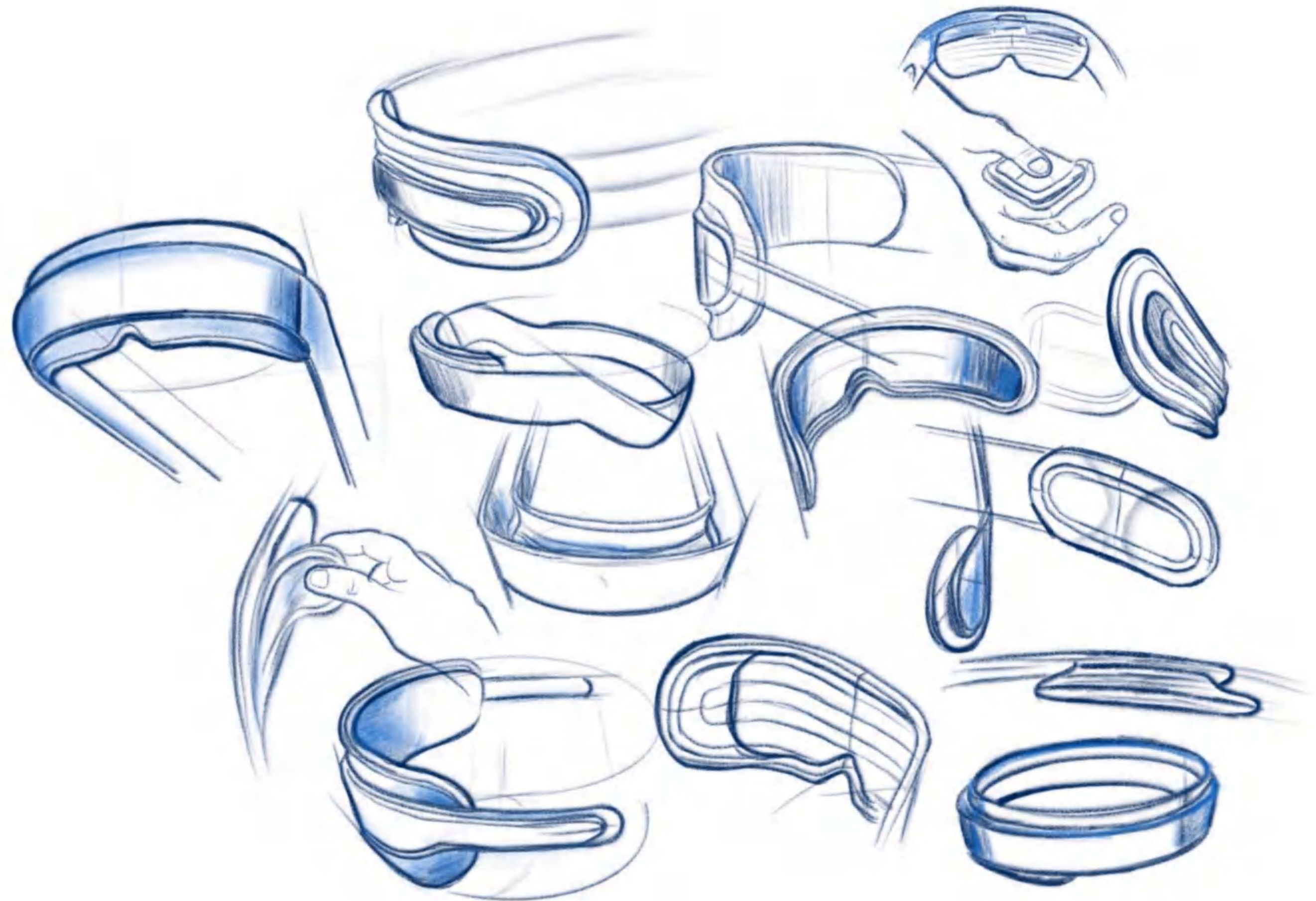
SKETCH

Logo



IDEATION

Moonveil



WIREFRAME

Font

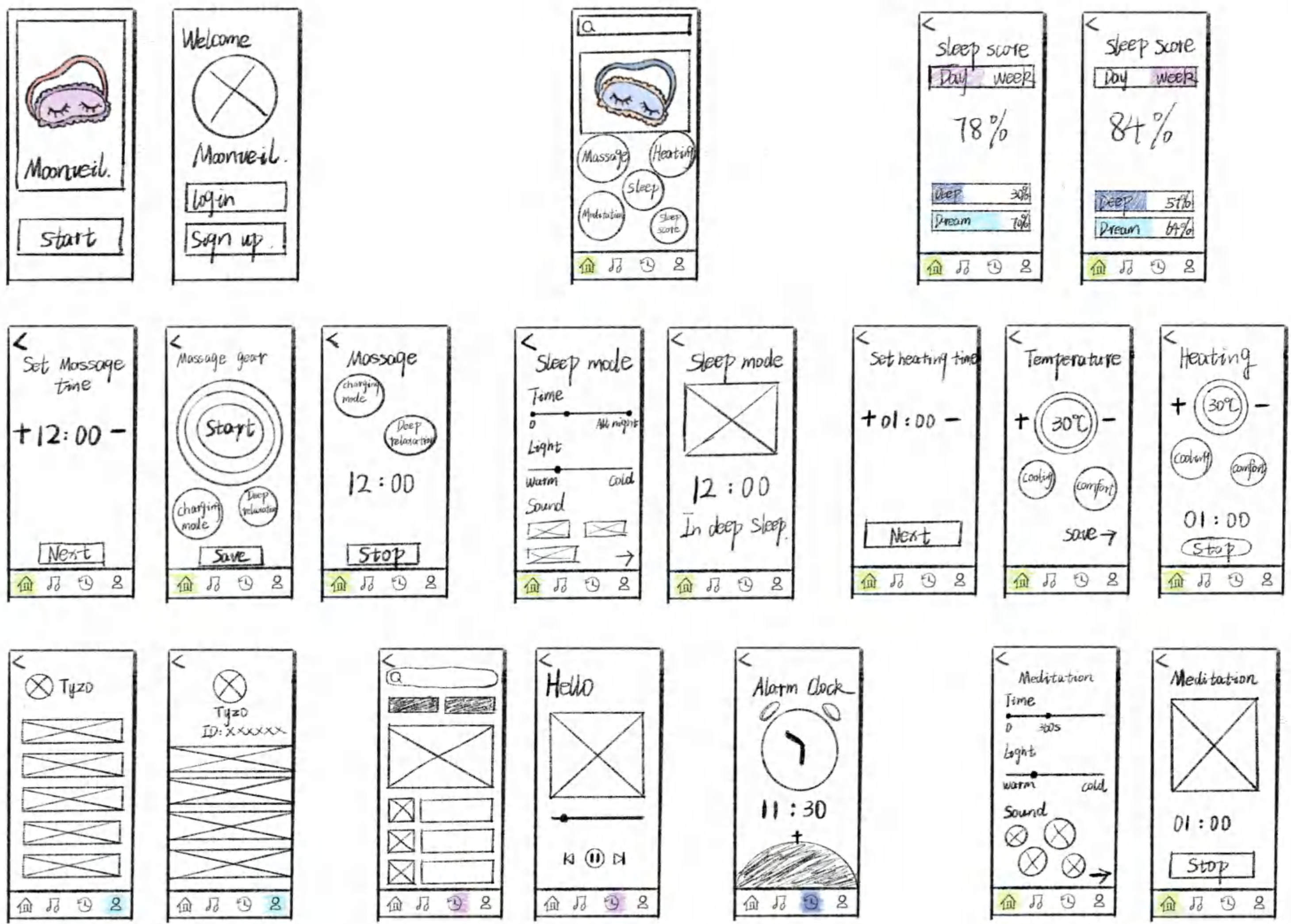
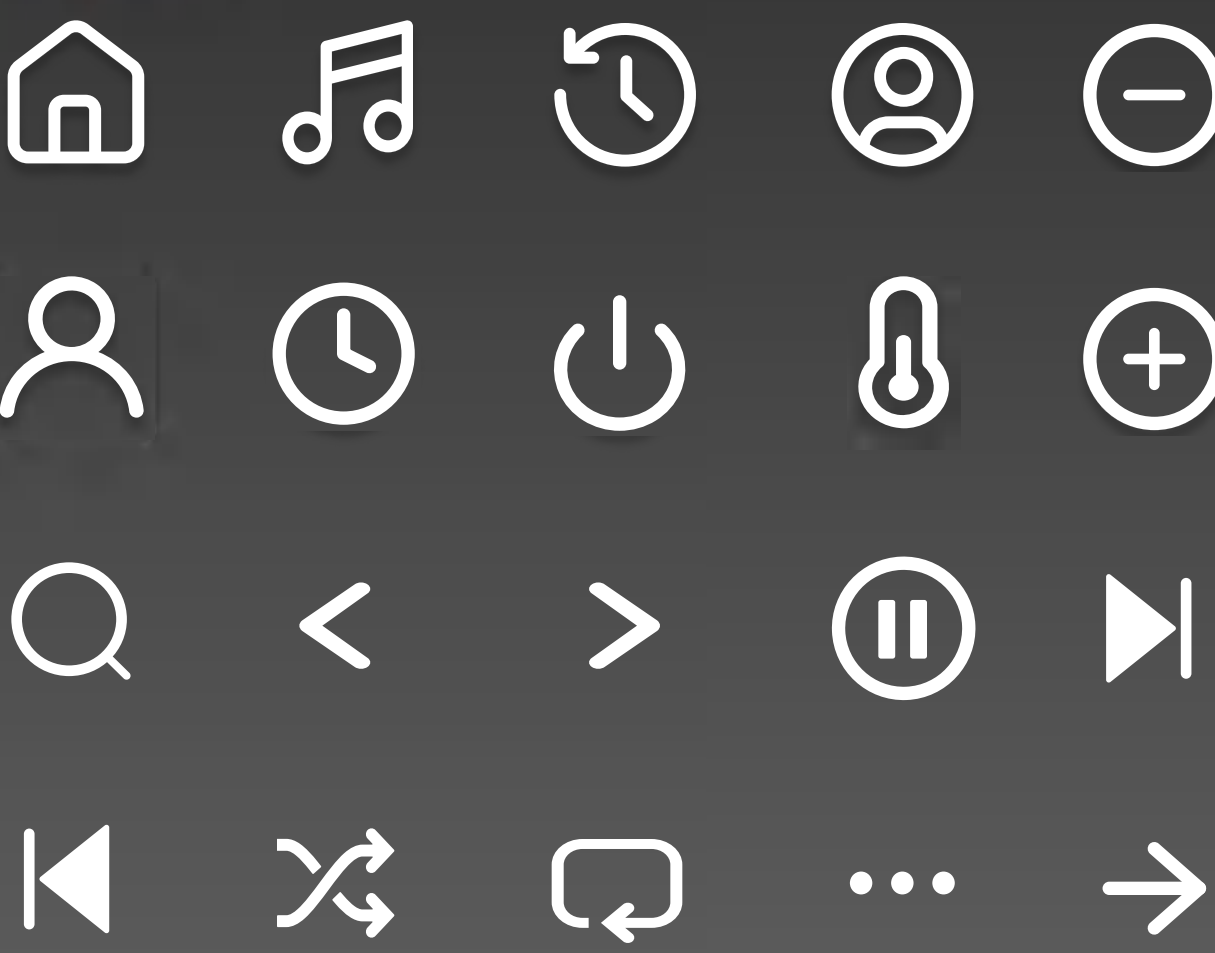
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Size

10 20 28 30 32 36
48 55 70 96

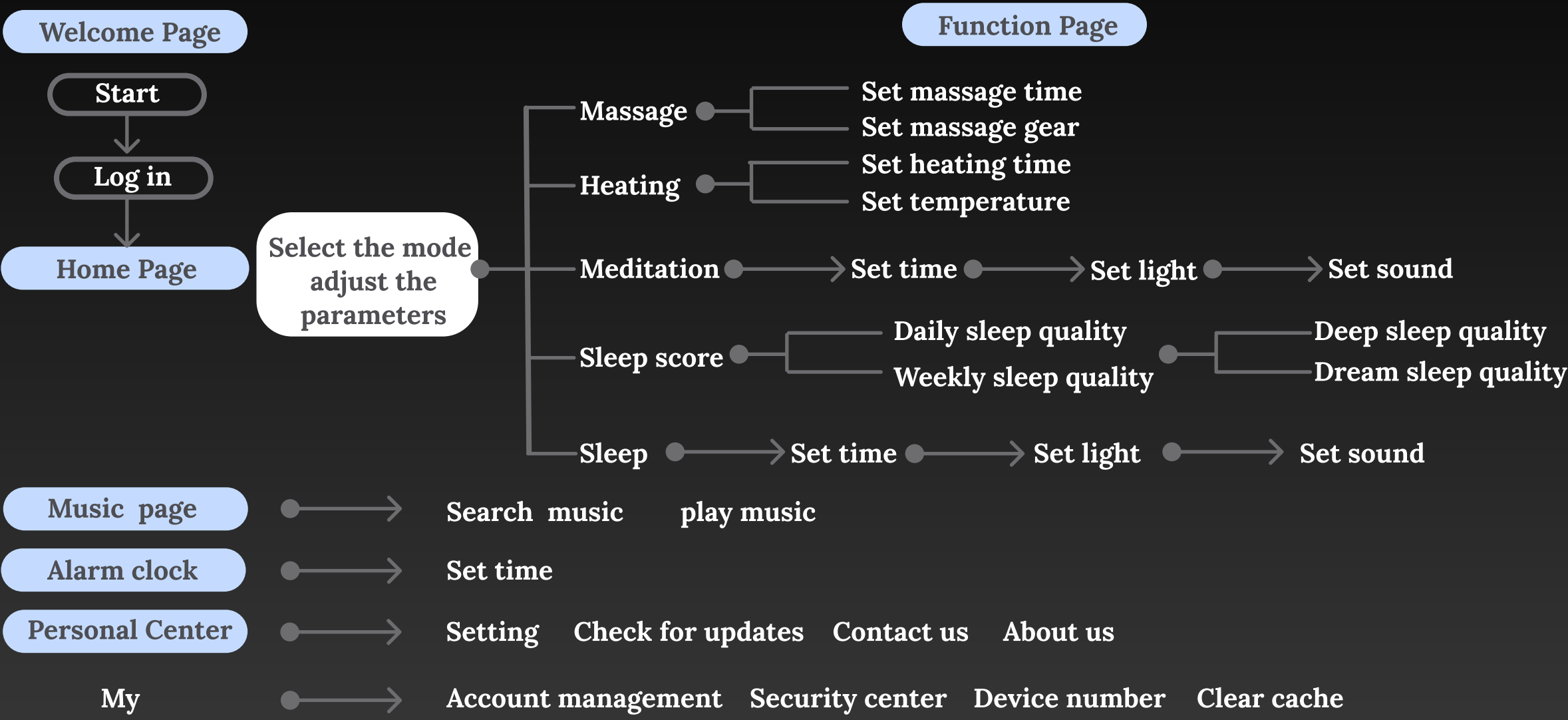
Icon



LOW-FIDELITY MODEL



USER FLOW

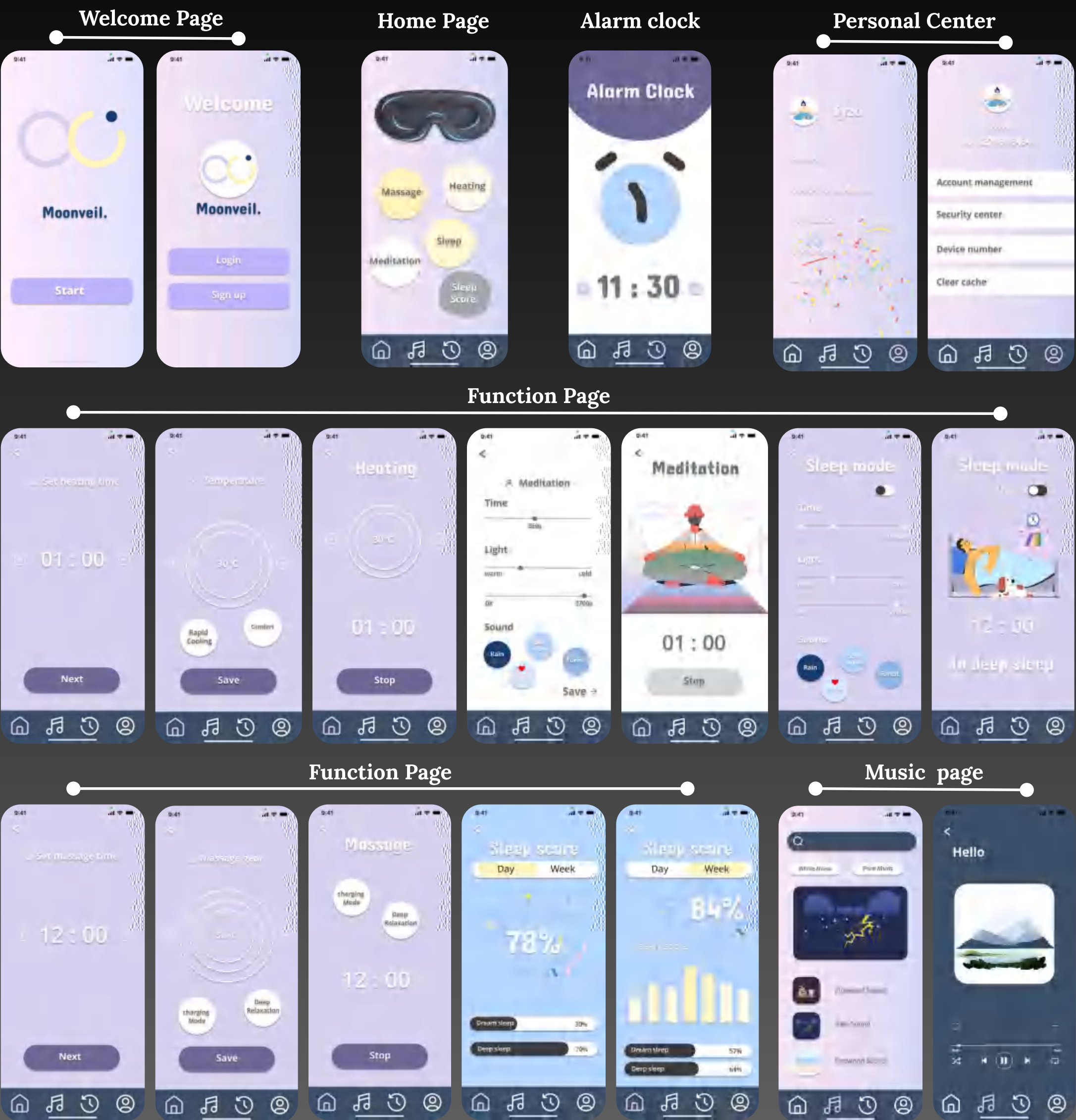


USER TEATING

Video Link : <https://youtu.be/OrBdsPvI8V8?si=0PeRpowca2ToO2OT>



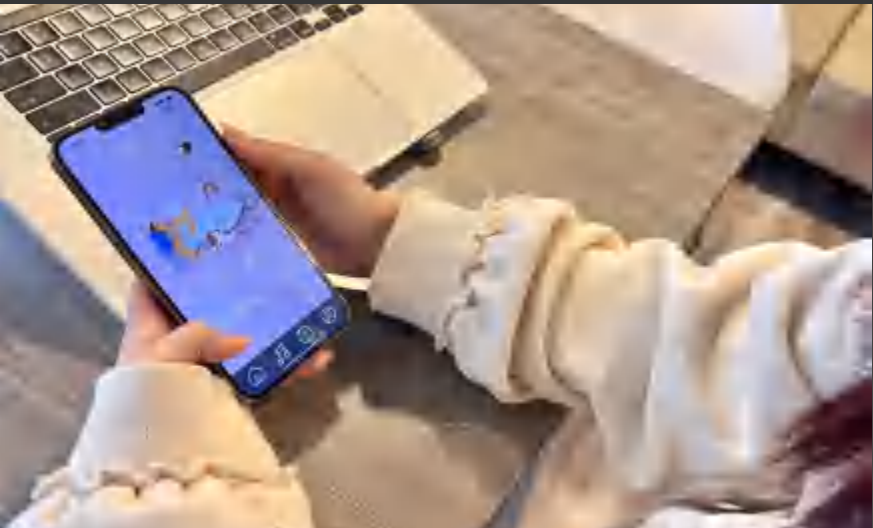
HIGH-FIDELITY MODEL



USER TEATING



Video Link : <https://youtu.be/YcNU4ULTXpo?si=V45sFzWf4huzsBL8>



OUTCOME

