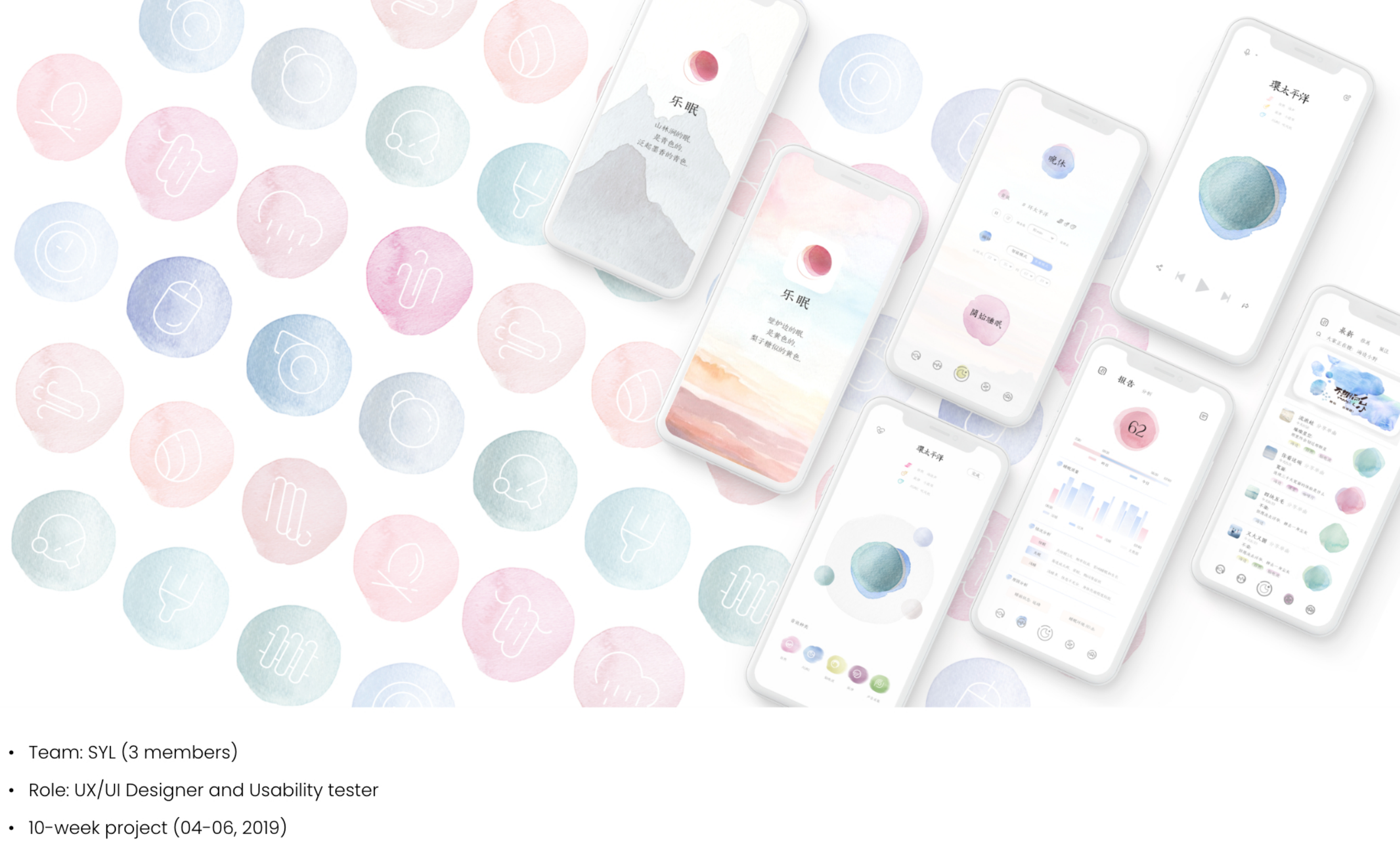


# SLEEP WATER

This project considered emotional design as a trigger to practice a thorough interaction design process.



- Team: SYL (3 members)
- Role: UX/UI Designer and Usability tester
- 10-week project (04-08, 2019)

## DESIGN PROCESS



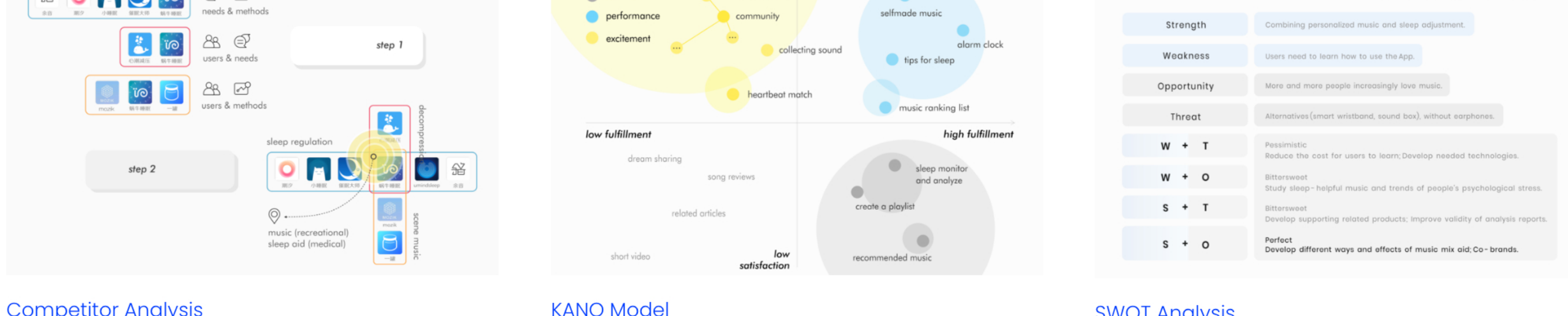
## BACKGROUND

**Challenges**  
In China, more and more people in their 20s/30s face **slight or moderate sleep problems**. All existing treatments target severe sleeping disorders, but actually, we can solve these problems by self-regulating in the early onset of symptoms.

**Starting Point**  
There are already some apps in the market targeting these problems, but we are different from competitors in that we start with **emotional design** to adjust the emotions of users and solve the sleeping problems.

## WHAT'S IN THE MARKET

To analysis the competitors' features for identifying priorities and opportunity windows in the market.



**Competitor Analysis**  
Sleep-aid music apps should provide **minimalist** operation steps.  
Compared with giving medical advice, the **emotional interfaces or functions** can help users develop good sleep habits.

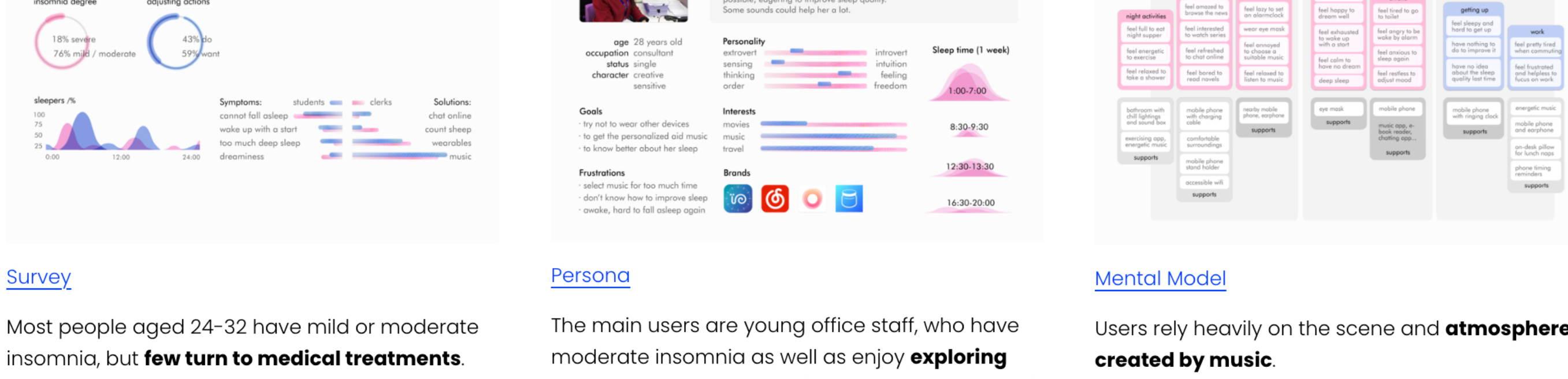
**KANO Model**  
If it is a tool for playing sleep-aid music, then its **community is the key excitement** to increase user loyalty and stickiness.  
We need to delete unnecessary features.

**SWOT Analysis**  
Young people are more and more interested in the space for **music creation and debugging**.  
Customized music ensures **personalization** and increases user activity.

## So, our intention is:

Instead of pulling users to stay in-app for a long time at anytime and anywhere, we help users to fall asleep quickly when they need it and immerse themselves in the community or music creation when they have free time.

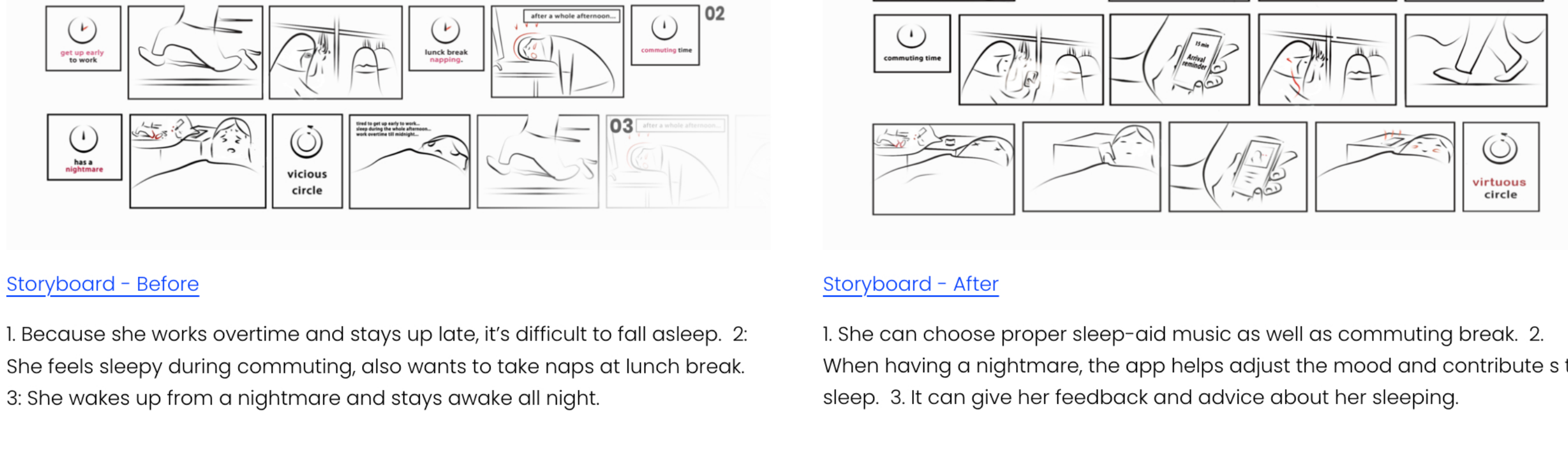
## UNDERSTANDING USERS



**Survey**  
Most people aged 24-32 have mild or moderate insomnia, but **few turn to medical treatments**. They believe that they can **regulate it well**, but lack sufficient persistence and motivation to maintain a good **circadian clock**.

**Persona**  
The main users are young office staff, who have moderate insomnia as well as enjoy **exploring sounds** and music even though they usually work overtime. They like pure and slight music and **often run out of music to listen to**.

**Mental Model**  
Users rely heavily on the scene and **atmosphere created by music**.  
Even in sleep, users still **rely closely on mobile phones** (ex. turn on the phone when awake; alarm clock etc.).



## In short, users want:

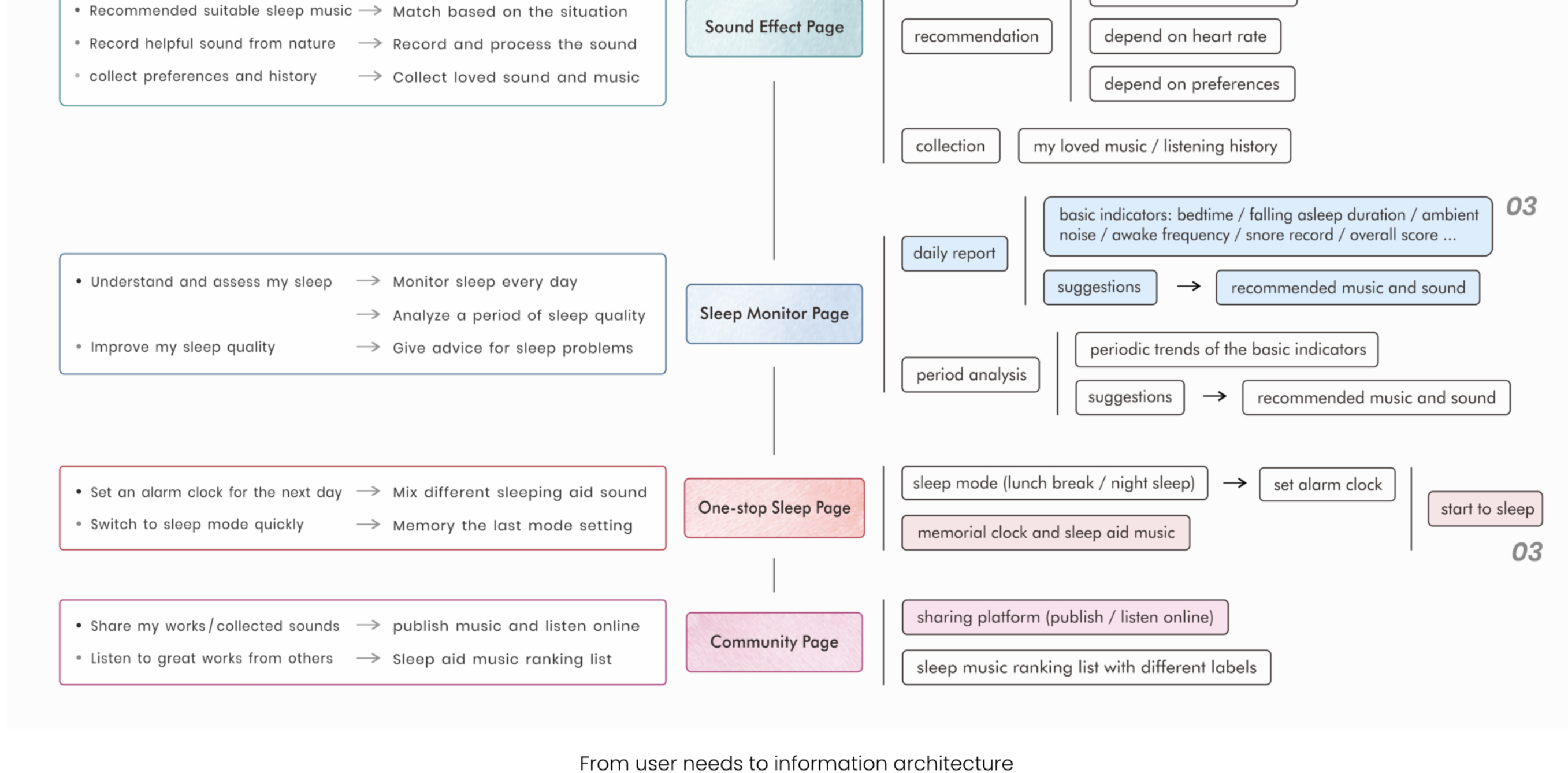
To utilize **personalized music to create sleep-aid atmospheres** and help users adjust their sleep to develop **a good circadian clock**.

## CONCEPT

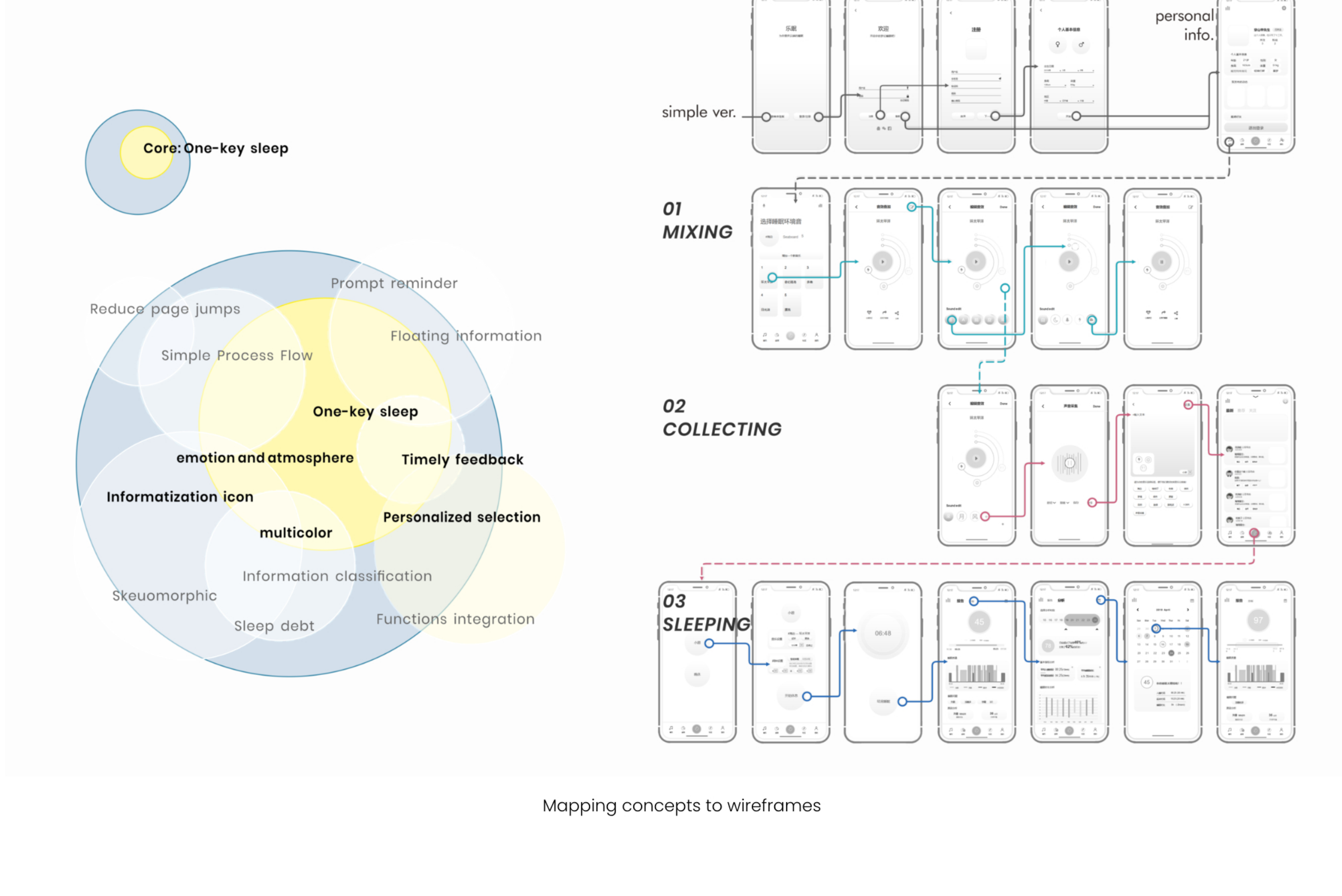
### Sleepwater Music App

A music app that allows users to create music and sleeping atmospheres through the selection and overlay of sleep-aid sound effects. Its sharing community also allows users to produce personalized sleep-aid music to the maximum.

## Co-creation with users

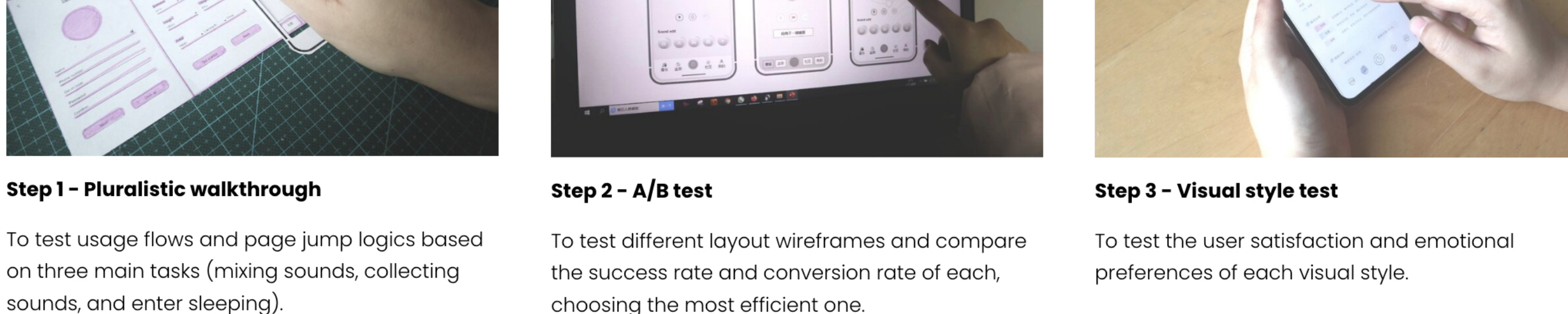


From user needs to information architecture



Mapping concepts to wireframes

## USABILITY TESTING



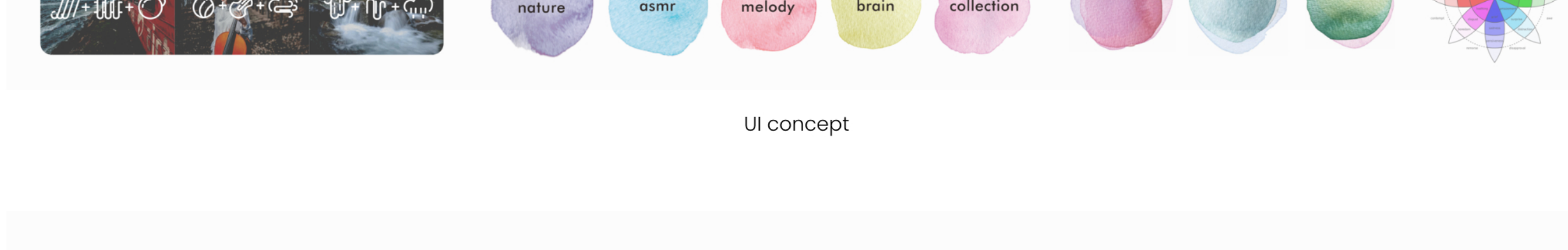
- Step 1 - Pharaistic walkthrough**  
To test usage flows and page jump logics based on three main tasks (mixing sounds, collecting sounds, and enter sleeping).
- Step 2 - A/B test**  
To test different layout wireframes and compare the success rate and conversion rate of each, choosing the most efficient one.
- Step 3 - Visual style test**  
To test the user satisfaction and emotional preferences of each visual style.



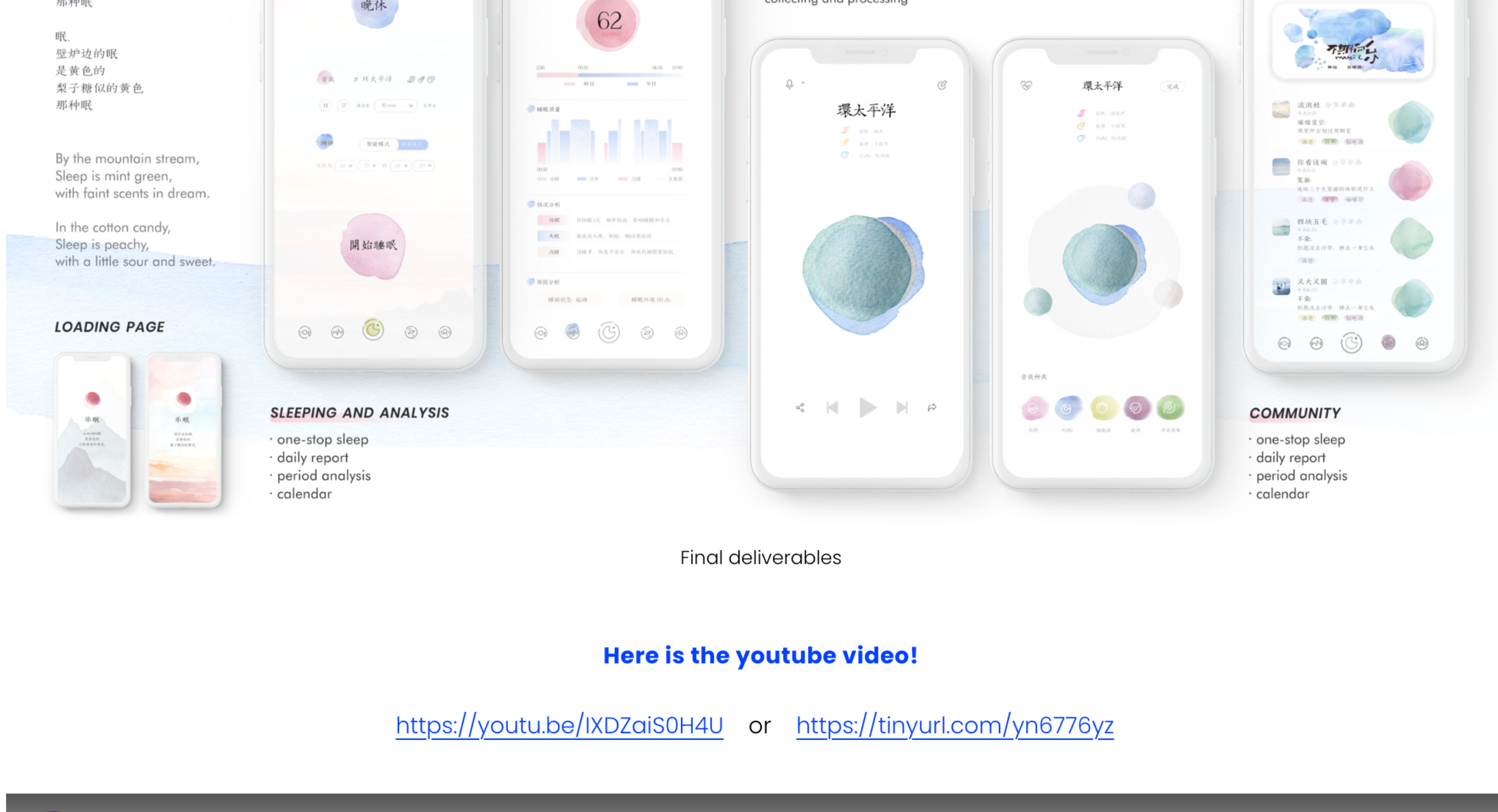
Iterations on 3 main pages

## MOCKUPS

The UI concept is mapping sounds mixing to color layer overlap, mapping colors to different types of sounds, and mapping the emotion wheels to a watercolor painting style.



UI concept



Here is the youtube video!

<https://youtu.be/XDzai50H4u> or <https://tinyurl.com/yn6776yz>

