

Designing A Wake Up Experience

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Abstract

Our goal was to find out the problems currently effecting the wake up experience of the young adult (ages 18 – 25) and find out what can be done to make it more pleasurable.



Objectives

Using extensive primary and secondary research we identified the key aspects to a more pleasurable wake up experience.

Insights

Primary Research Survey:

Type of alarm	Phone: 74%, Clock: 24%
Number of Snoozes	1: 37%, 0: 26%
Problems with current method	Too Easy to Snooze: 58%, Annoying: 37%
How Want to be Awaken	Naturally: 49%, Sound: 26%

Secondary Research

- Natural light and sound provide a comfortable environment to wake up in.

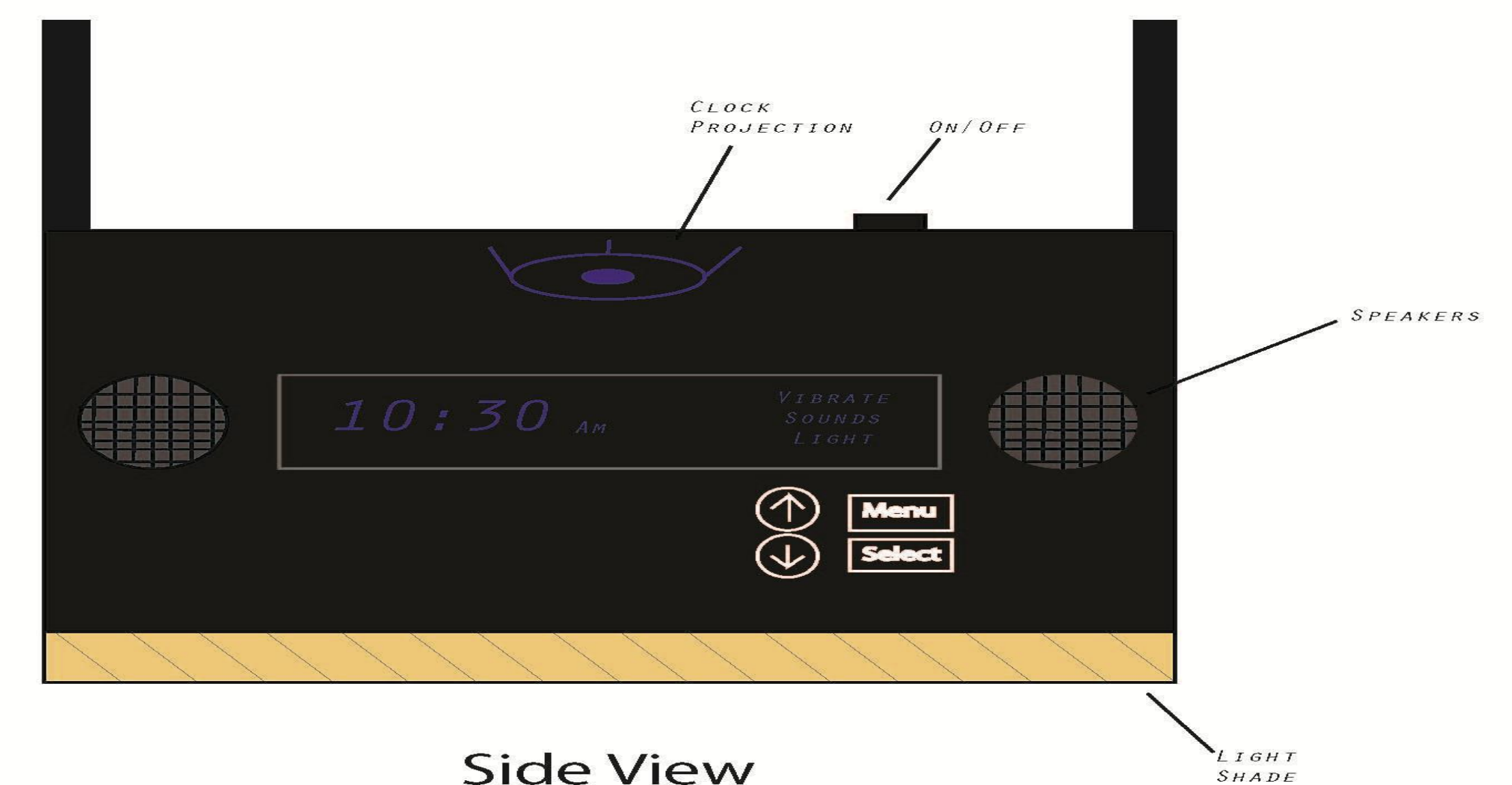


- REM sleep cycles can help determine most pleasant time to wake up, during lightest sleep cycle.

Prototype Design



Front View



Side View

