

Will Baker

Design Showcase

Will Baker - F427608

8  hours

Audience & Environment - ACB144

00 The Problem

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01 My Human Condition

Sleep

As humans become more and more connected online, our biological connection to rest is fraying. The constant accessibility of the digital world has created a 24-hour culture that views sleep as an optional pause rather than a physical necessity.

The blurring of boundaries between home and the workplace have left us in a state of hyper-arousal. We are effectively trading our deep recovery cycles for a stream of low-value information, leading to a global sleep debt.



02 Problem Statement

The reality is that 75% of UK adults are currently surviving on less than the NHS-recommended 8 hours of sleep, creating a national “sleep debt” that carries a staggering price tag.

This isn't just about feeling a bit tired, chronic sleep deprivation is linked to a 60% increase in reactive errors and a significantly higher risk of long-term physical burnout.

As we trade deep recovery for digital stimulation, our cognitive health and emotional resilience are the first things to erode.

My experience aims to help remedy this.



03 What is 8 Hours?

Who?

8 Hours is a fictional company I created to help inform my experience for the brief.

They sell a variety of herbal patches to help promote sleep, as well as acting as an educational company to help individuals develop more long term habits.

How?

8 Hours operates in two different ways:

Immediate Relief: The patches provide a physical, easy to use ritual that physically aids sleep.

Long-term Change: The learning resources address the behavioural aspects of insomnia, helping individuals to develop sustainable habits.

Why?

Their mission is to reclaim the night, in world of over stimulation, 8 Hours exists because sleep isn't a luxury, it's a necessity. They're not just selling better sleep, they're selling the quality of life that comes from being well rested.

They want an experience to help promote their patches and spread information to a new audience that they're not currently serving.

8  hours

04 Insight

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05 Target Audience

They wanted us to find an audience that would benefit massively from their products and better sleep education.

After conducting extensive research, the university student demographic was identified to be one of the most impacted by poor sleep hygiene.

29% of 18-24 year olds experience insomnia, with young people as a whole spending at least an 1h engaging with their phone before bed.

With an audience identified, 3 personas were then developed to further pinpoint ideas.



05 Target Audience

Persona 1

8 Hours Experience

The Sport Player

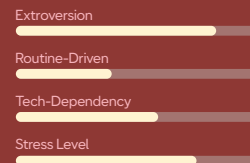


Leo, 20

who

Leo is a first-team rugby player. His life is a constant oscillation between peak physical exertion and social chaos. He's up at 5:30 AM for drills but stays at the Student Union until 1:00 AM on Wednesday nights. He's physically exhausted but often too "wired" from adrenaline or pre-workout supplements to actually drift off.

personality



frustrations

He finishes a high-stakes match at 9:00 PM, his body is exhausted, but his brain is buzzing from the game and the post-match celebrations. He lays in bed with a racing heart, unable to "drop off."

Because his wake-up times vary wildly (5:00 AM for training, 10:00 AM for recovery days), he never feels truly rested.

He knows sleep impacts his stats, which creates a paradoxical stress: "I have to sleep to play well tomorrow," which makes it harder to sleep.

expectations

He wants to learn about Active Recovery. He's looking for the "8 Hours" experience to teach him that sleep is a legal performance enhancer. He wants to leave knowing how to lower his core temperature or heart rate quickly after a late-night game to help enter the state of recovery quicker.

interests



05 Target Audience

Persona 2

8 Hours Experience

The Working Student



Maya, 21

who

Maya works 16 hours a week at a local coffee shop to cover her rent. Between shifts, studio time, and trying to maintain a semblance of a social life, sleep is her lowest priority. She treats sleep as a luxury she can't afford, often doing her laundry at midnight and answering emails at 2:00 AM.

frustrations

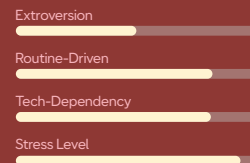
Since her day is dictated by her boss and her tutors, nighttime is the only time she feels "in control." She scrolls on her phone for two hours simply because it's her only "me-time," even though she's exhausted.

After a shift at a coffee shop or retail store, the "ping" of a notification or the hum of a refrigerator feels magnified. She can't find "quiet" even in a dark room.

expectations

She hopes to learn Sleep Efficiency. She wants the experience to prove that a structured "8 Hours" routine actually buys her more time the next day by increasing her focus. She'll be the most interested in the customised products a personalized kit that makes the wind-down feel like a luxury ritual rather than a chore.

personality



interests



05 Target Audience

Persona 3

8 Hours Experience

The Academic Weapon

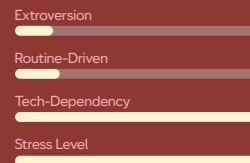


Ethan, 19

who

Ethan is a perfectionist. He is a regular at the 24-hour library. He fuels his 14-hour study sessions with energy drinks and focus playlists. He considers an all-nighter a badge of honor, even though he knows his retention is dropping. His natural circadian rhythm is non-existent and rarely sees the sun.

personality



frustrations

He spends 12+ hours looking at screens. Even when he closes his eyes, he can see the glow of his laptop.

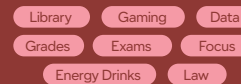
He uses caffeine to stay up and then considers using pills to get down. He hates the groggy feeling of sleep meds but doesn't know how else to stop his brain from revising Law cases at 3:00 AM.

He feels productive while staying up, but realizes the next day that he can't remember half of what he read.

expectations

He wants to learn the Science of Memory Consolidation. He needs the 8 Hours experience to explain why herbal remedies and blocking blue light will help him get a First-Class degree. He wants to leave with a Study/Sleep Schedule that treats rest as a cognitive tool.

interests



06 The Location

The best location to capture this target audience would be university campuses, specifically large indoor places with existing power infrastructure. Within Loughborough University, that place would be Sir David Wallace Sports Hall.

However, a more important thing to consider in this case is the timing of when the experience occurs. If it took place during exams season, footfall would be almost nothing.

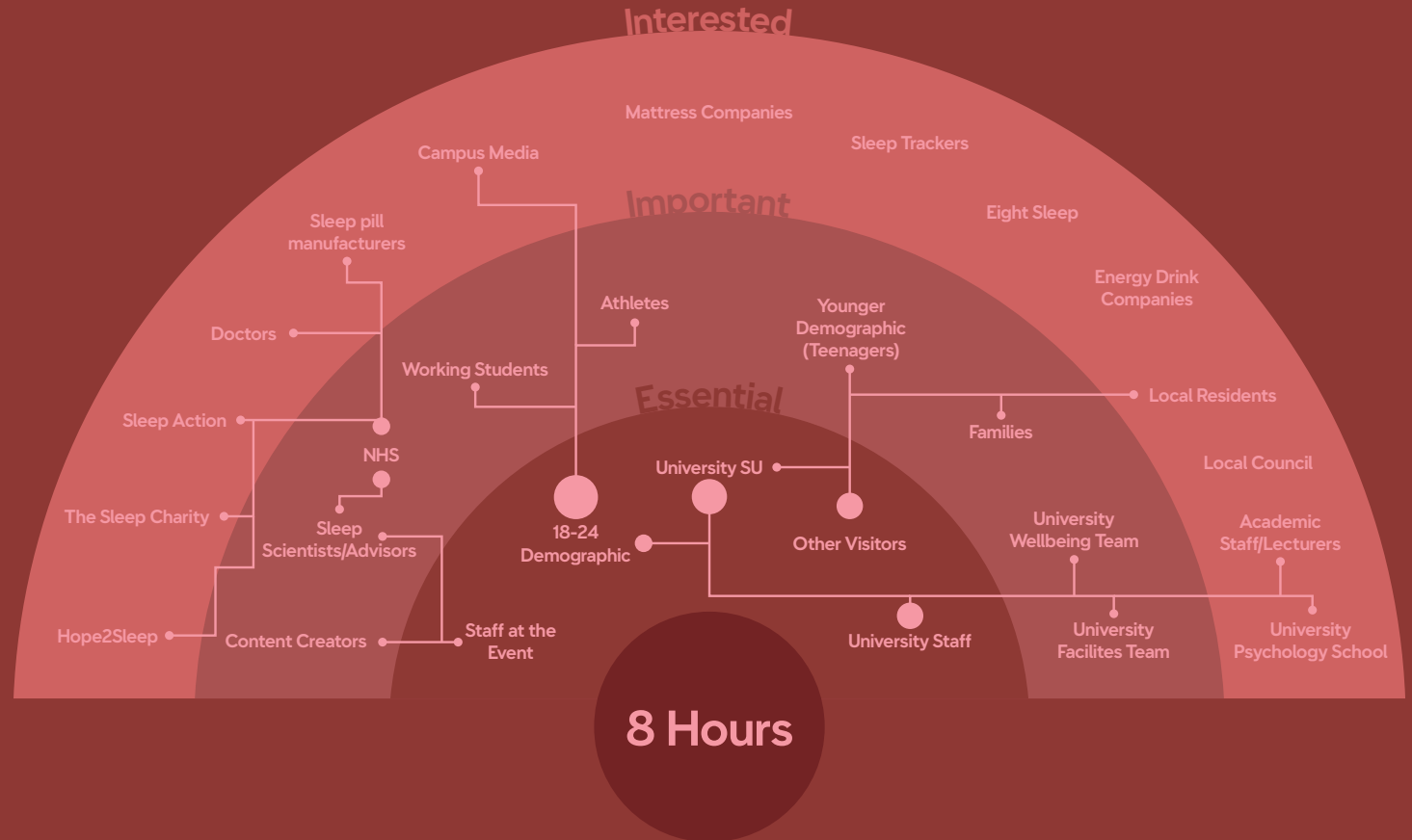
Taking that into consideration, it should take place during Freshers, a time of incredibly high footfall, increasing engagement.

Furthermore, this allows the experience to also be presented as an icebreaker between uni students and their new housemates.



07 Stakeholders

Some of the key stakeholders were then identified, such as various university staff, content creators, as well as sleep charities and other demographics that could engage with the experience.



08 Message, Atmosphere & Sensory Focus

The Message

The core message of the 8 Hours experience is that sleep is not a passive state, but an active recovery process, and should be treated as such.

The Atmosphere

The atmosphere would be a very chill, lowkey vibe. The audience is encouraged to relax and lie on a soft mattress-like floor, and can cosy up with blankets and pillows that are made available, the goal being to get them comfortable with their surroundings and in the right frame of mind to learn about sleep.

The Sensory Focus

They interact with the experience primarily through visuals shown on an LED screen mounted to the ceiling. As well as this, calming music as well as the tactile sense of being on a soft floor also contribute to the overall atmosphere of the experience.

09 The Solution

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10 User Journey Map

The goal of the experience is to help the audience to explore and understand their own sleeping habits more. This is done through the use of an interactive quiz which is undertaken as a group.

The questions are displayed on the large LED screen on the ceiling, and the user can then answer on their phone. The questions range from funny to more serious. When everyone answers the question, their answers appear and the group can then discuss the answers. Interwoven between these questions are various stats and facts on how they can improve their sleep.

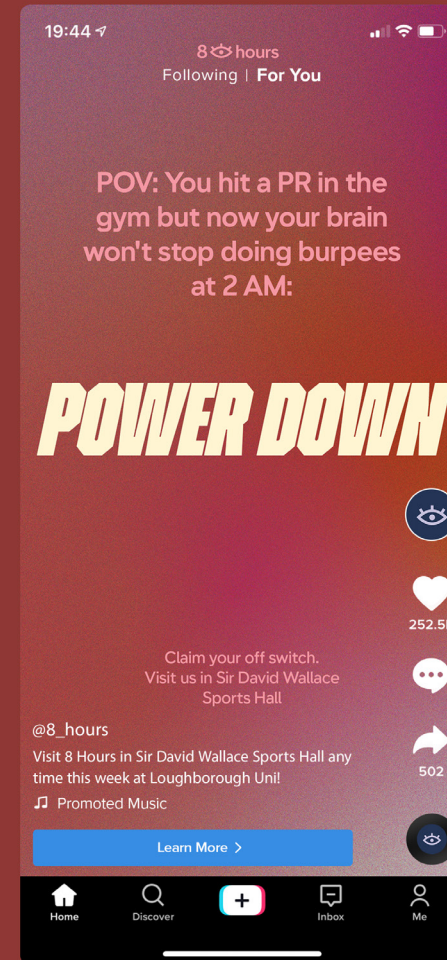
At the end of the quiz, they are shown the herbal patch which best suits them based off of their answers. They can then collect their box of patches.



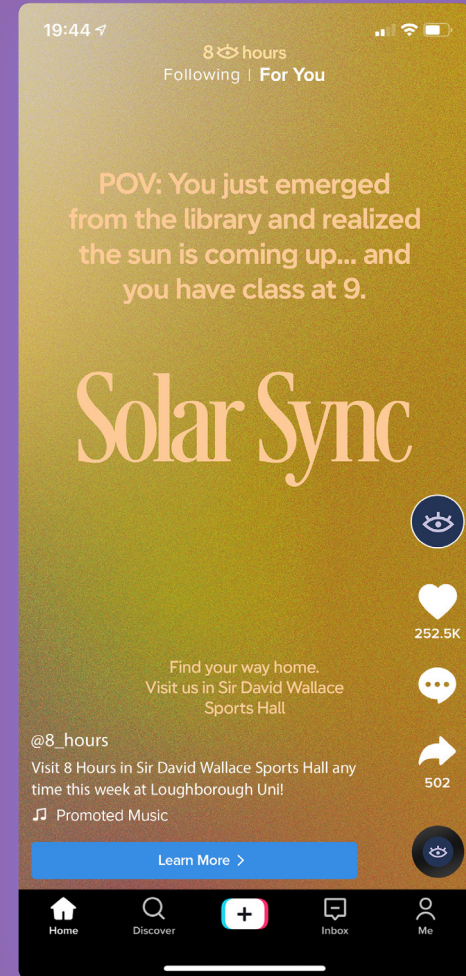
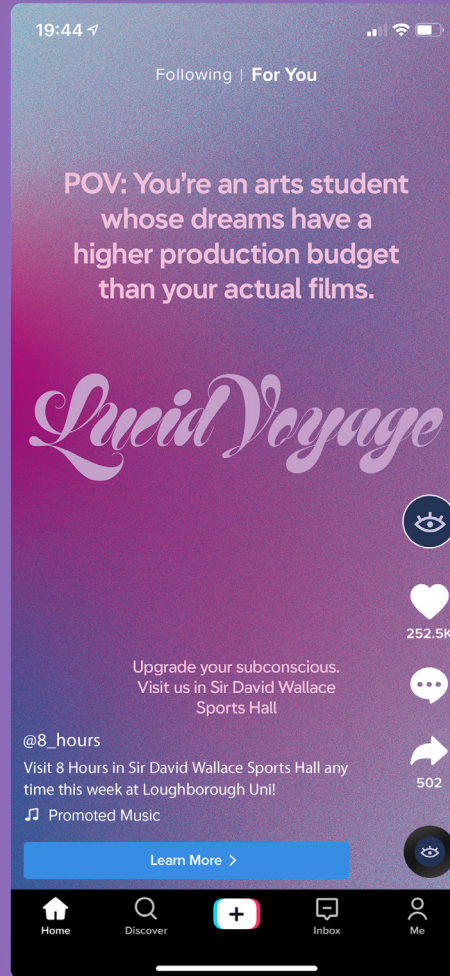
11 Excitement

Excitement would be generated primarily through social media campaigns and collaborations/ sponsored content with digital creators.

This is due to the target audience's existing presence in online spaces. Since the problem of sleep deprivation is so often worsened by the very platforms they frequent. Therefore, 8 Hours will meet them exactly where they already are.



11 Excitement



12 Experience Mockups

As the audience enter, they are first greeted by the main room, this is where the bulk of the experience takes place. It's designed to be as welcoming as possible, a place to relax.

Once they lay down, they notice a large LED screen spanning the ceiling.



14 Quiz App

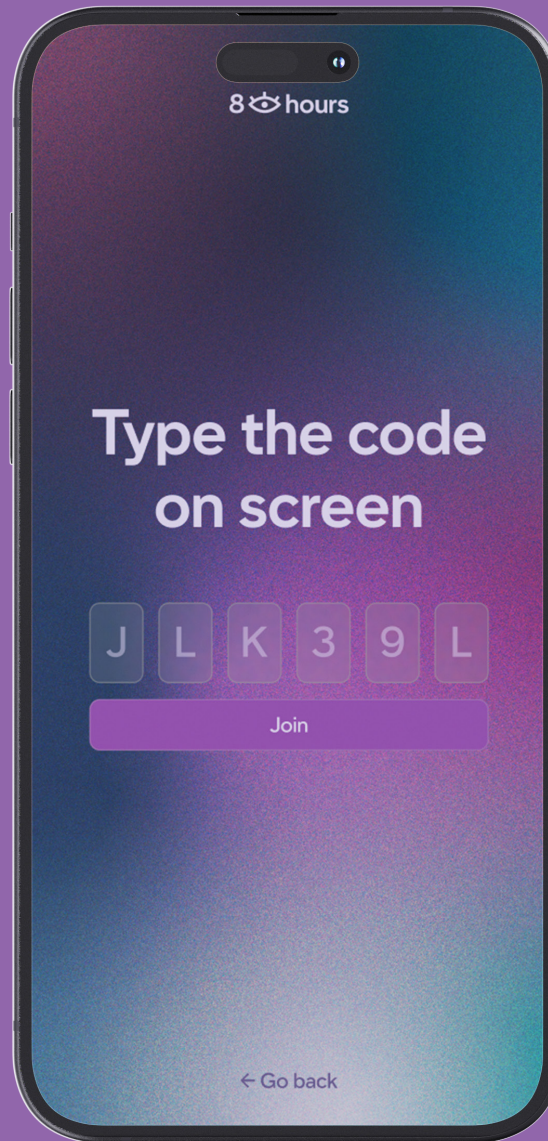
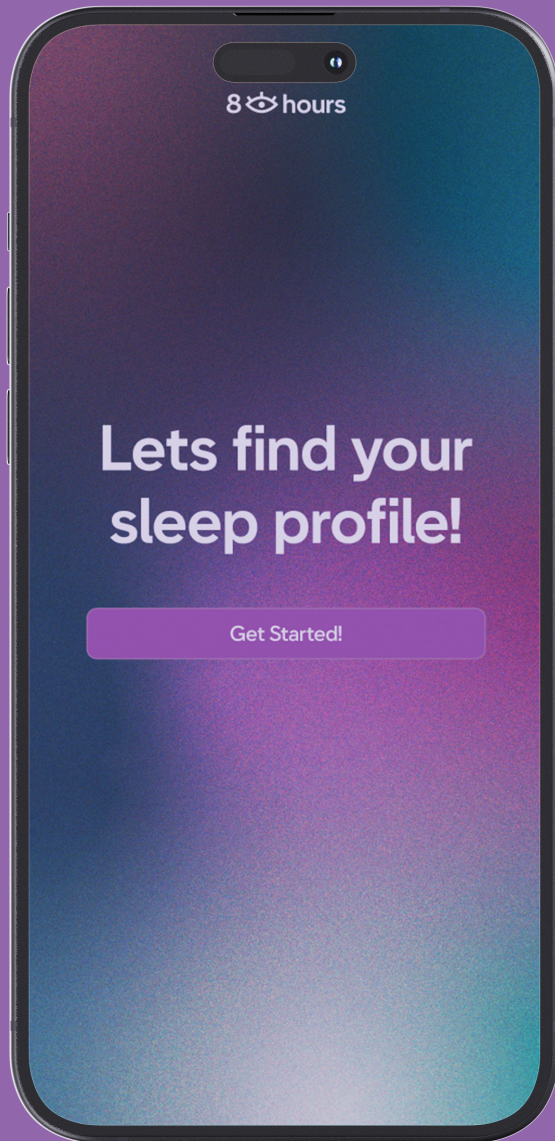
Once the video plays, the audience is invited to join the quiz room on the app. They are then shown a variety of questions which they can answer by selecting the corresponding answer on their phone.

As well as more traditional questions like that, there are also more interactive ones, such as the audience being asked to recreate how they sleep at night within the experience.

A photo of this is taken from above, and it can be collected at the end as a souvenir, as well as being available through the app.



14 Quiz App



15 Experience Mockups Continued

After the quiz is over, the audience then continues through the room where they can then collect their customised patches from a collection of pedestals along the room.



16 Extension



17 Conclusions

18 Conclusions, Reflections & Bibliography

Conclusion

In conclusion, I'm very pleased with what I produced! I think it tackles my condition in a very engaging way and does well to provide value not just in the area I planned, but also as a way to connect with friends at a deeper level.

Reflection

Overall, I really enjoyed this module! At first I struggled with the openness of the brief, and some of my original ideas resulted in the experience taking a bit of a back seat.

I also really enjoyed the breadth of skills and programs that the project encouraged. I used Blender for 3D, Illustrator for the logo and other graphics, Figma for the app mockups and Photoshop for more in situ mockups.

In hindsight I could have managed my time better but focusing less on 3D modelling and instead using premade assets to help get the point across, but I'm still glad I did from a learning point of view.

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