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**ACB144 - Audience & Environment**



# Human Condition - Sleep



After conducting some research, it made me realise how many aspects effect how we sleep beyond the generic “turn off your phone before you sleep”, and this is something I want to communicate through my experience.

To help me with this project, I decided to create a fictional brand/wellness movement with a range of herbal remedies created to help you sleep. The goal of the experience is to both promote these products, but also other ways people can improve their sleep.



I came up with the trigger of 8 hours of sleep being a sort of rule we need to follow to live life to the fullest.

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.



Images taken from Freepik

# My Design Brief

## Problem Definition

### Human Condition - Starting point

Originally based it around insomnia, as its a rampant problem (>75% get less than 8 hours of sleep). I then decided to pivot towards a fictonal company/wellness movement selling herbal pills to help with sleep.

### Decided on 8 hours of sleep being a rule

or

### Are you working too hard to rest?

### Contextual Overview

The broader goal of my experience is to help tackle unhealthy sleeping habits. Whilst this is often assumed to mean getting too little, getting too much can also have negative effects.

Instead of the experience being solely about my fictional project, it will also explore other ways to improve sleep management.

### Target audience

I conducted some brief research on what age categories are impacted the most with sleep deprivation. This ended up being 18-24 year olds. I plan to look more in depth into this though.

### Intended Audience Experience & Behaviour

Many people go through their day in a state of low level exhaustion. Some sleep far too little, others oversleep to compensate, and many fluctuate between the two. This creates a cycle of irritability and poor concentration in work

## Space / Environment

Looking at working with universities and framing it as an installation that can be moved between different unis (similar to other companies like redbull during freshers)

## Insight

### Need

3/4 of people don't get enough sleep (at least 8 hours) which has a negative impact on daily life.

### Intent

To both inform as well as promote. Due to my fictional companies nature (not purely for profit), the information aspects will feature more than the promotional aspects (maybe its more sponsored than anything?).

### Message

The main takeaway is to **sleep more** and to help the users realise this and learn ways to help them manage this.

## Sensory & Experiential Framing (Boundary-Setting)

### Primary Sensory Focus

Primarily Visual, some Auditory, with small amounts of Tactile aspects. Could potentially work in aspects of smell.

### Environmental Mood & Atmosphere

Calming, Relaxing, Lowkey

## Spatial Experience

People will first enter the main room, where they relax and become acustom to the space. They the take a quiz, and once they finish that they continue to another room to claim their free product.

### Level of Participation

Lots of participation is involved through the quiz, as well as more interactive parts such as mimicing your sleeping position.

## Solution Framing

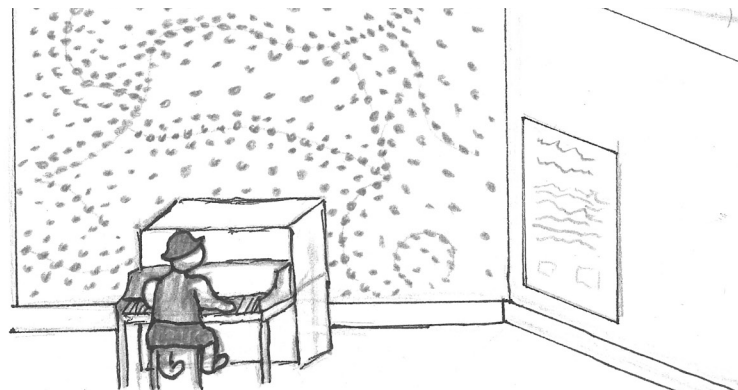
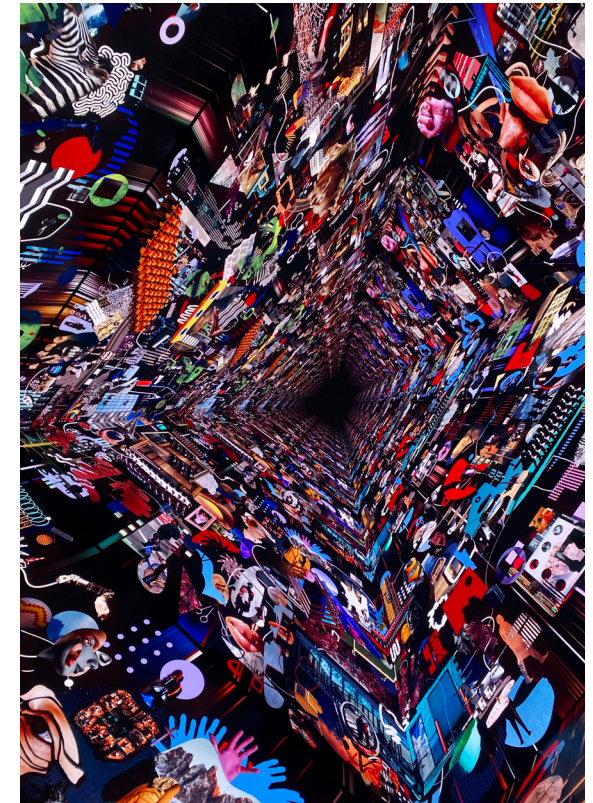
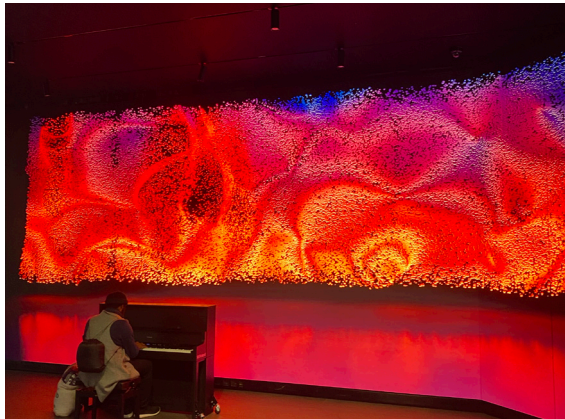
### Intended Audience Experience

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.

# Primary Research - Outernet London



As part of our primary research, we went on a trip to Outernet in London. Its a free experience featuring multiple different areas, primarily featuring large LED wrap around screens. They display a variety of content from adverts to art installations.

The sheer scale creates a sense of awe, and interactive elements through their partnership with Roland helps to create a sense of community and cooperation as you watch people play music on the piano.

Photos taken by myself and Max Baynes (2026, @baynesdesigns)

# Industry Example - UNICEF Heart Strings



## What is the design intent?

The project is designed to create emotional connection between visitors and children around the world by showing how individual voices and actions contribute to UNICEF's mission. It aims to make global issues feel personal.

## Emotional Resonance

The experience is deeply moving, using personal stories, sound, light, and collective participation to create a sense of empathy and hope.

## Is the experience multi-sensory?

It uses immersive sound, lighting effects and interactive multimedia.

## How interactive is the experience?

It's very interactive, users can engage via through primarily their voice, as well as through movement to create songs.

## Who is the audience?

The exhibit is designed for children, teens, families, and educators, with a strong emphasis on empowering youth.

## Location

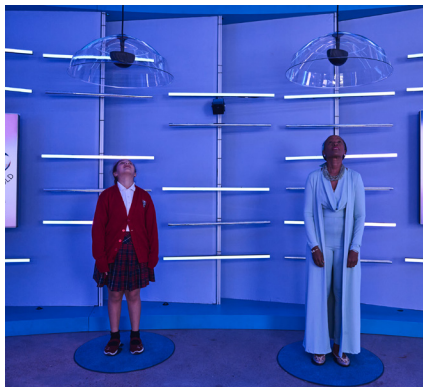
It's a touring exhibit around the US, increasing its engagement as far as possible.

## Who designed it?

It was designed by Moment Factory with support from TAIT.

## What can you take in your own project?

I really want to lean into the multi sensory, emotional aspects, immersing students in the chaos of bad sleep, then guiding them into calm, personalised tools and products



Images taken from TAIT and Moment Factory

# Industry Example - IKEA Sleepeasy



## What is the design intent?

To educate users on IKEA's "Six Sleep Essentials", comfort, light, temperature, sound, air quality, and decluttering, while showcasing their new, affordable sleep products in a unique setting.

## Emotional Resonance

The experience aimed to evoke a sense of discovery as users would enter through a hidden door in a fake shop, escaping the hustle and bustle of the city and entering a more relaxing environment.

## Is the experience multi-sensory?

They used scent, sound, thermals and tactile elements.

## How interactive is the experience?

Very, they had glow in the dark graffiti, custom embroidered eye masks, an essential sleep oil crafting station, as well as letting users try different mattresses and duvets.

## Who is the audience?

The general public, as well as design-conscious locals as the pop-ups occurred during various design weeks

## Location

It toured three cities in the US, NYC, Miami, and LA.

## Who designed it?

IKEA U.S. internal design team as well as Mixed Greens (event production) and Factory PR

## What can you take in your own project?

Their use of UV lights and glow in the dark interactivity is very clever and something I want to introduce in my own work. I already planned on letting users interact through trying beds, as well as by handing out different personalised items at the end, but it gave me some good examples to inspire my own.

I also liked how they created separate rooms for the different aspects that effect sleep, something I now want to consider for my own experience.



Images taken from IKEA US

# Audience Research

## Initial Audience Research

- Gen Z / Young Millennials
  - ↳ 29% of 18-24 experience insomnia (Lucky Attitude, 2024)
  - ↳ On average the group spends 58 mins on their phone once in bed (AneriSleep, 2025)
  - ↳ 64% use sleep aids to either get to sleep or stay asleep (aasm.org, 2022)

- Women compared to Men
  - ↳ Women are 40% more likely to report insomnia than men (Nap Lab, 2026)
  - ↳ Although men are more likely to fall short on total number of hours (RT, 2025)

- Urban Homeowners
  - ↳ Noise + light pollution on busy roads
  - ↳ Renters report higher disruption from neighbours + traffic (TCPTA, 2024)
  - ↳ 40% of adults are exposed to road traffic noise >50db, associated with negative health (UK Health Security Agency, 2023)

I first looked at identifying potential audiences for my experience. I've outlined some of my key findings here:

- 29% of 18-24 experience insomnia
- Young people spend around 1h on their phone once they get into bed
- 64% of Americans use sleeping aids
- Women are 40% more likely to report insomnia
- Men are more likely to sleep less than women
- 40% of people are exposed to unsafe levels of road traffic noises
- 75% of people get less than 8 hours of sleep

## Exploring Different Demographics



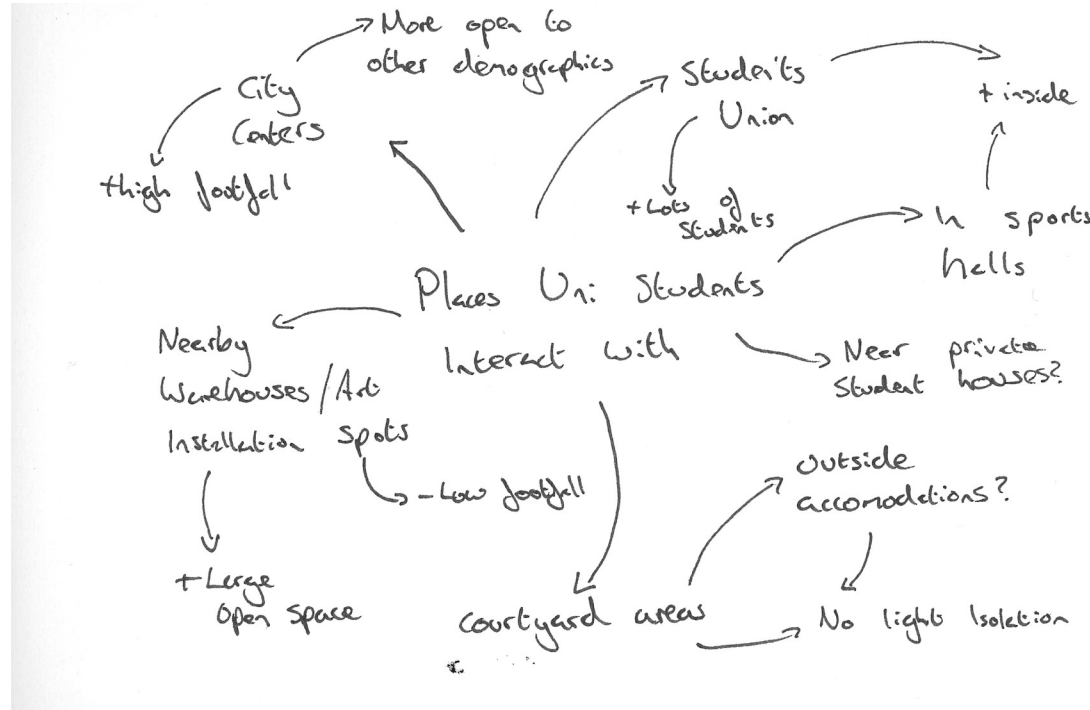
I then highlighted some of the audiences as key targetable demographics that I could orientate my experience towards.

I want my experience to be as universal as possible, due to how widespread the issue of sleep deprivation is, however I still want to orient it towards a particular demographic. This is because designing for 'everyone' usually ends up feeling generic.

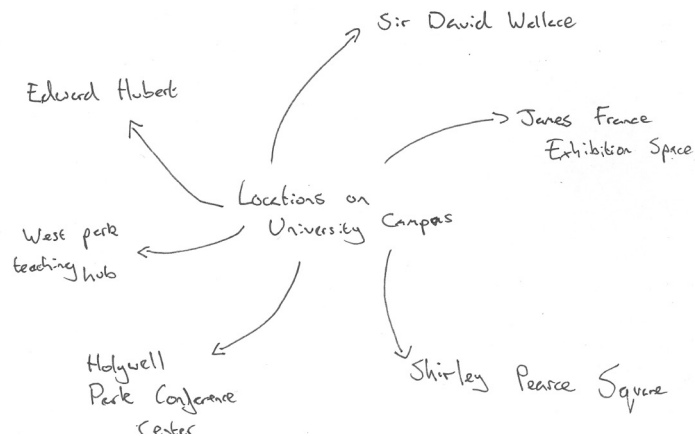
I decided to instead focus on students, allowing me to use the specific triggers they actually live through, making the experience hit harder.

# Location Research

## Initial Location Research



## Potential Locations Exploration



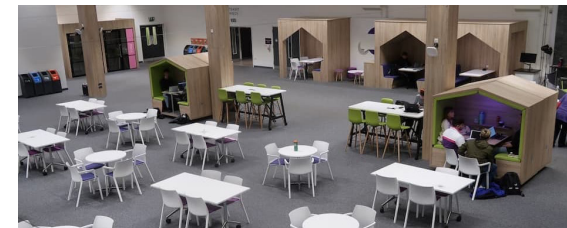
I started off by sketching out some rough areas that could suit my exhibition, and then listing off some specific places within Loughborough that match my criteria.

## In Depth Research Location



### Lboro SU Basement

- + Inside
- + Electric infrastructure
- + Lots of foot traffic
- Low ceiling



### James France

- + Inside
- + Built for Exhibitions
- Very small
- Not built for loud noises



### David Wallace

- + Inside
- + Very large
- + Electric infrastructure
- Sprung floor, needs special protection



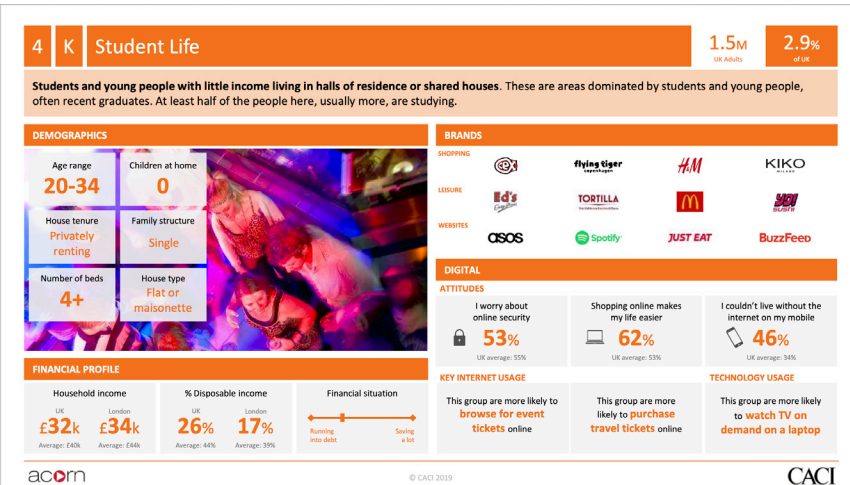
### Shirley Pearce Sq.

- + Heavy footfall
- + Very large
- No infrastructure
- Outside

After evaluating a couple different locations, I decided to go with Sir David Wallace Sports Hall due to its large space, event infrastructure and the fact it's inside. As well as this, it gets pretty high footfall due to its location between lots of high traffic buildings

# Persona Research

I first started by looking at the ACORN Demographic Groups report. I primarily focused on the Student Life demographic as it best fit the my uni student audience.



I then wanted to find some more specific examples of different "types" of students to help inform my personas. I looked at:

- ▶ The Student Academic Experience Survey 2025 by HEPI
- ▶ Student Active Wellbeing Survey Report 2024-25 by BUCS
- ▶ Student Wellbeing Pulse 2024 by NUS

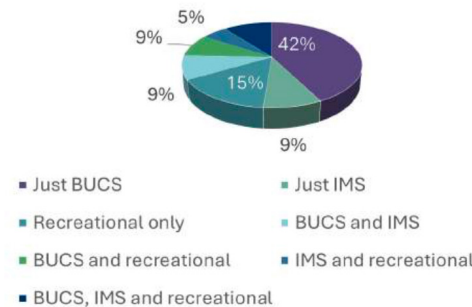
From this, I identified 3 different types of student to look at:

- ▶ The Sport Player
- ▶ The Working Student
- ▶ The Academic Weapon

## The Sport Player

Around 70% of university students take part in organised sport (BUCS, 2025), and such makes up a large community within university. While a lot of these students play recreationally, around 25% (BUCS, 2025) play at a high level.

University sport participation by type



Whilst athletes often have a higher sleep quality, this is often combined with a large variability as they have to wake up at 5:00 or 6:00 AM for training but stay up late for social or academic reasons. Around 50% reported being tired for more than 4 out of 7 days in the week (ACHA, 2025), and therefore I think it would be beneficial for them to partake in my experience.

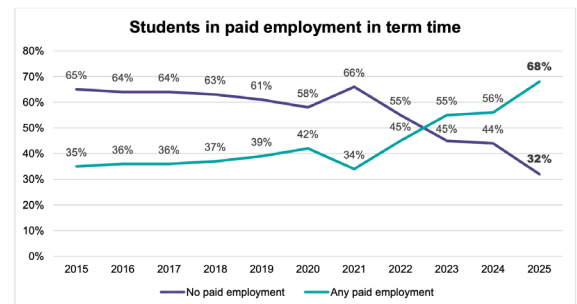
	Felt tired or sleepy during the day			
	Cis Men	Cis Women	Trans/Gender Non-conforming	Total
0 days	6.6	3.0	2.7	4.0
1-2 days	31.0	20.1	15.5	22.8
3-5 days	43.4	46.2	39.6	44.9
6-7 days	19.0	30.7	42.3	28.2

	On weeknights			
	Cis Men	Cis Women	Trans/Gender Non-conforming	Total
Less than 7 hours	42.4	40.7	46.0	41.6
7 to 9 hours	56.8	57.9	52.5	57.1
10 or more hours	0.8	1.4	1.5	1.3

## The Working Student

68% of students are in paid employment during term time (HEPI, 2025), again making up a considerable amount of university students. On average these students work around 14.5 hours a week (HEPI, 2025), and as such takes away valuable time to complete chores, go to lectures and catch up on coursework.



## The Academic Weapon

A large majority of students, particularly ones studying intense degrees such as law or medicine, often find themselves working late into the night. To help achieve this around 34% drink coffee or energy drinks regularly (Hershner & Chervin, 2014). This in combination with doing stimulating activities before bed, such as revision, often heavily impacts sleep.

Some students even pull "All Nighters" to try and get more work done, but research has found that this significantly reduces learning over a longer timescale, proving not at all beneficial for the student.

# Personas

The infographic displays three personas, each with a title, a stylized illustration, a name and age, and sections for 'who', 'frustrations', 'expectations', 'personality', and 'interests'. Each persona is associated with '8 Hours Experience'.

- Persona 1: 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.
  - 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."
  - 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.
  - personality:** Extroversion (high), Routine-Driven (medium), Tech-Dependency (medium), Stress Level (medium).
  - interests:** Athletics, Recovery, Rugby, Socials, Protein, FIFA 25, Drinking, Gym.
- Persona 2: 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.
  - 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 personal kit that makes the wind-down feel like a luxury ritual rather than a chore.
  - personality:** Extroversion (medium), Routine-Driven (medium), Tech-Dependency (medium), Stress Level (medium).
  - interests:** Design, Budget, Art, Coffee, Thrifting, TikTok, Fashion, Friends.
- Persona 3: 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.
  - 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.
  - 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.
  - personality:** Extroversion (medium), Routine-Driven (medium), Tech-Dependency (medium), Stress Level (medium).
  - interests:** Library, Gaming, Data, Grades, Exams, Focus, Energy Drinks, Law.

Based off of that information, I created my three personas. I included a brief description about who they are, some of their frustrations around sleep, and what they would expect from an experience based around sleep. I also included some personality traits that could effect how

they interact with the experience, as well as some interests they could have.

some questions around their experiences and frustrations.

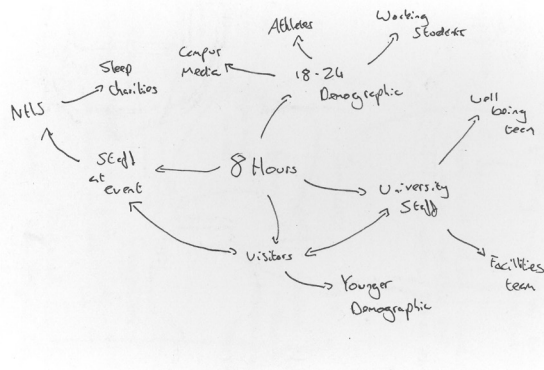
I did use generative AI to help with the creation of these personas, asking CoPilot to pretend to be the persona, and then asking them

# Stakeholder Research & Development

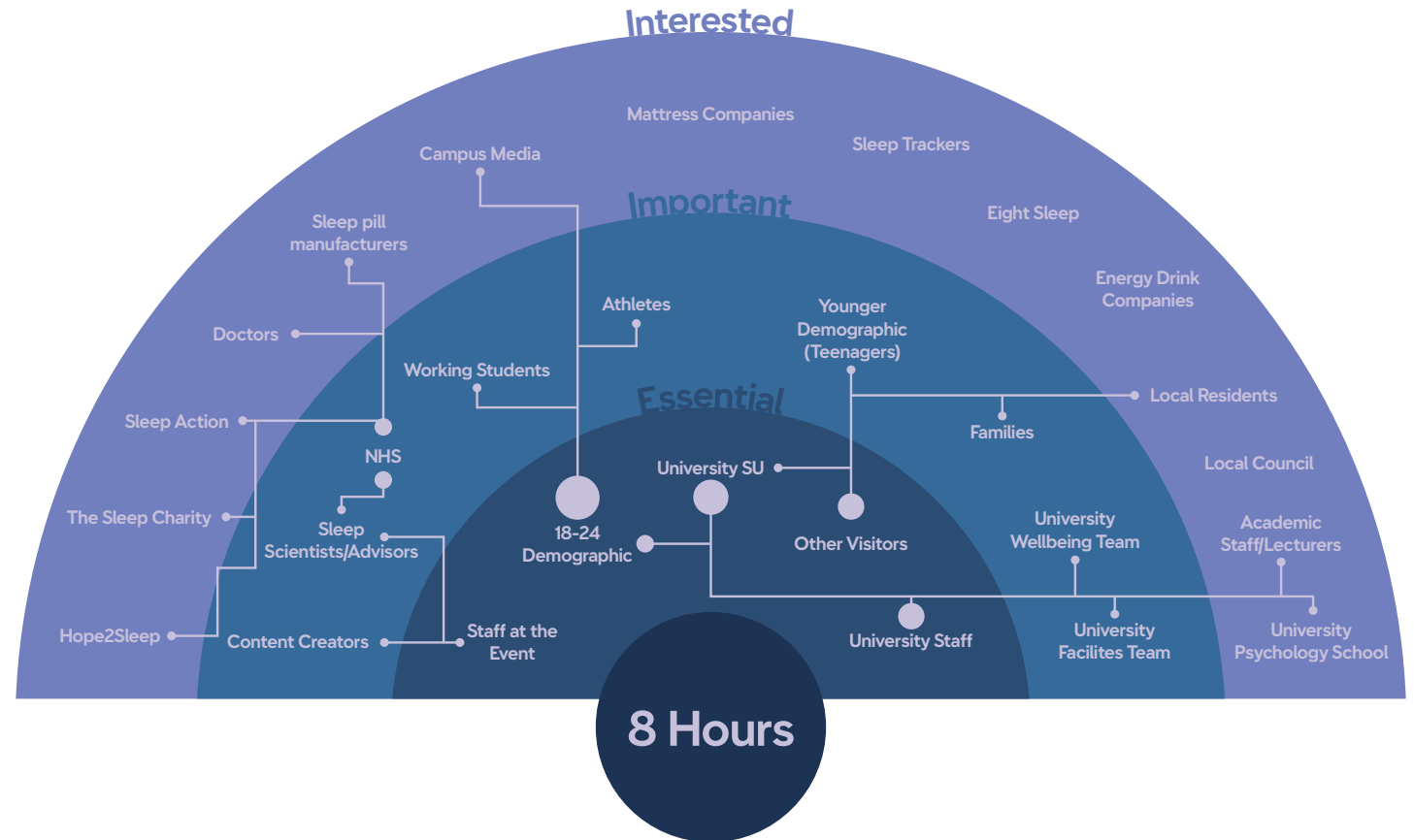
## Initial Research

I then started to create a stakeholder map to help further inform the design of my experience. I started off by sketching out a rough mind map of different stakeholders and how they would interact with my experience. I based it off of previous research I conducted for my personas, as well as some additional research into existing companies in my sector.

I started by creating a rough map on paper, before digitising it. I also decided to add links between connected stakeholders, as well as showcasing how important they are using circles.



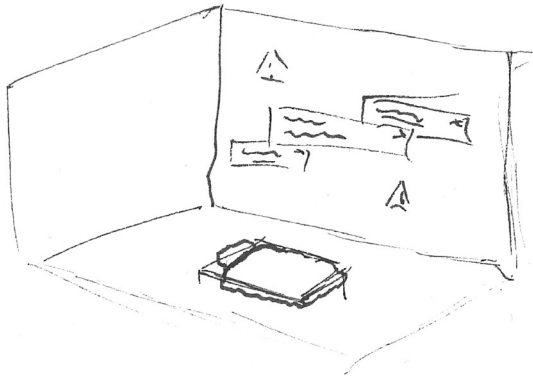
## Final Stakeholder Map



# Idea 1 vs Idea 2

## Idea 1

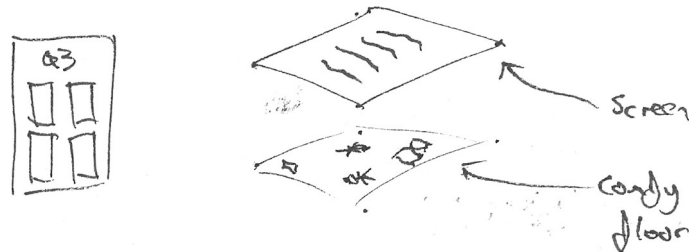
- ↳ Less Interactive, similar to ournet
- ↳ You watch a motion graphic about being "bombed" with notifications
- ↳ Trying to emulate sensory overload when you can't sleep
- ↳ Replace with a sense of relief when you do get to sleep.
- ↳ "You're working too hard to rest"



→ Then introduced to patches to help remedy this round the corner.

## Idea 2

- ↳ More interactive
- ↳ Audience take off shoes and enter a room with blankets/pillows everywhere, floor is like a large mattress
- ↳ They get comfy, welcome to chat etc
- ↳ Encouraged to lie down, look up and see large LED screen
- ↳ Also plays, stats come up, similar bombardment, product introduced
- ↳ They take an interactive quiz on phones about sleep habits to create custom patches, also acts as ice breaker for jokers etc
- ↳ Then collect their custom patches in a custom box as they leave



Both of my ideas were fairly similar, but going into the feedback I was definitely leaning towards Idea 2.

It's a far more engaging experience, and it was made apparent that trying to send the audience to sleep might make things forgetful.

Instead, Idea 2 makes it a bonding experience linked with learning and promotion, making it more memorable. I want the audience to be excited to go to sleep at the end of my experience, and that's something Idea 2 can achieve.

# Moodboards & Concept Boards

To help consolidate my ideas and develop a visual identity for both my brand and my experience, I created a series of concept boards, each representing a different theme/vibe.

## Gamification

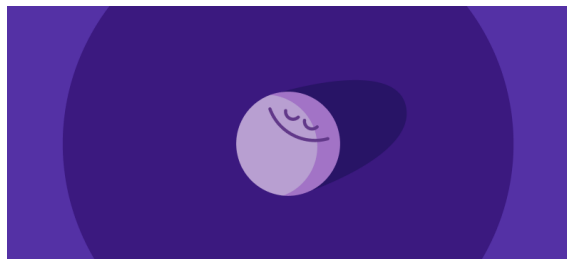
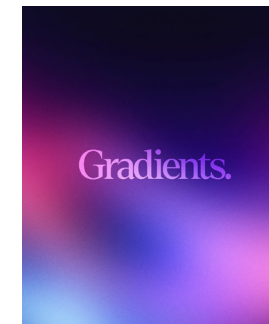
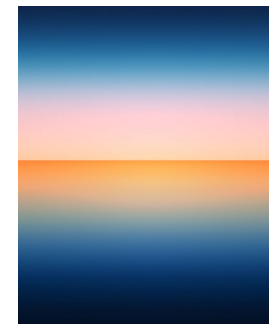
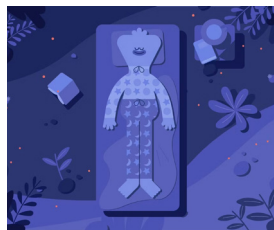
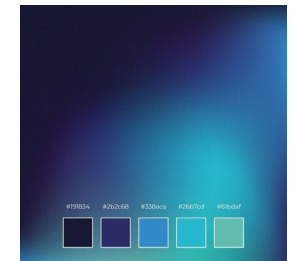
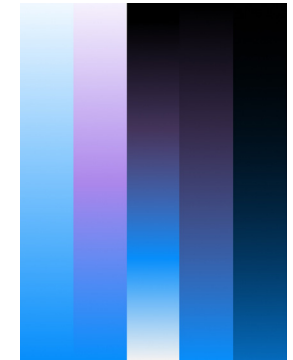
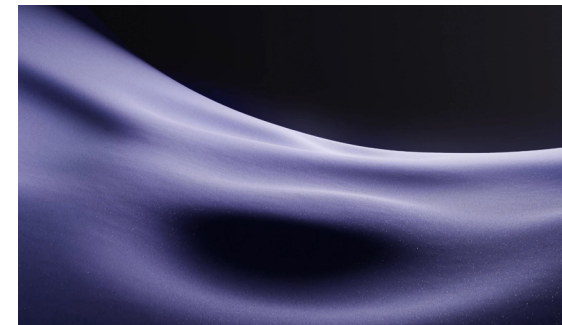
I was somewhat inspired by the approachable and friendly vibe of the headspace/duolingo mascots. This characterisation is something I want to explore within my own experience.

## Bold Typography

For the first part of the experience, I want the overall vibe to be very disruptive/in your face/memorable. I also want this to be when a lot of the statistics are shown to the audience, and I want to represent it in a very bold way.

## Twilight Drift

I wanted this to represent, the calming relief/sensation when you finally fall asleep. For this I wanted calming kind of gradient effects, as though it was a lullaby visualised. This is also what I wanted for the colours, picking primarily blue/purple due to them having a lower visual stimulation, as well as their links to twilight, relaxing the audience.



Images taken from the Headspace website

Images taken from Pentagram, Behance & Cosmos.so

Images taken from Cosmos.so and Behance

# Personality, Archetype & Values

## Personality Scale

Authoritative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Casual
Coarse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Caring
Serious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cheerful
Conservative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Edgy
Formal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Conversational
Dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Enthusiastic
Frank	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Romantic
Sarcastic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Friendly
Matter-of-fact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fun
Respectful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Funny
Professional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Humorous
Informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Playful
Irreverent	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Respectful
Nostalgic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Trendy
Direct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Passionate
Reserved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Provocative
Smart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Quirky
Snarky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sympathetic
Trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Silly
Quiet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Loud
Serious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Witty

## Brand & Experience Values

### Restorative

The primary function of the brand/experience is to return/inform the body and mind to its peak state/performance

### Holistic

The brand/experience looks at the whole picture, remedies, routines, and the environment, not just a quick fix pill.

### Serene

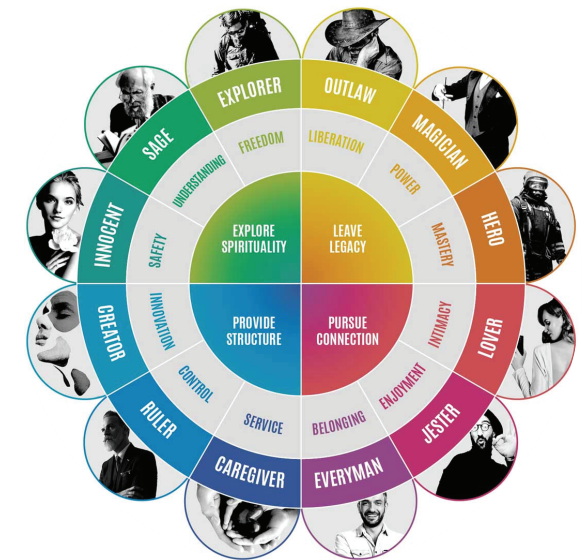
This is what I want to brand and experience to ultimately represent. Both the visual and auditory relief at the end of the experience leaves the user wanting to take that feeling home.

### Personal

The whole point of the experience is to connect the audience to what they in particular need in a sleeping patch, its not a one size fits all type of thing.

## Archetype

My brand/experience's archetype is definitely the Caregiver. 8 Hours is a brand/experience that wants to inform others around healthy sleep habits by making information accessible and engaging in a unique/creative way. This lends itself to the service aspects of Caregiver very well.



# Copywriting & Brand Development

## Copywriting

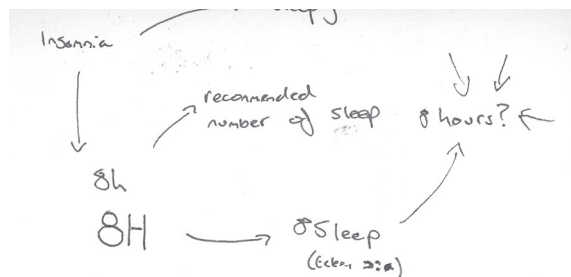
I experimented with a lot of different names for the company. I found that statistic of over 75% of people not getting at least 8 hours of sleep very striking, and that's something I focused quite heavily when mindmapping ideas.

## Brand Development

I initially wanted to take the logo in a more traditional word mark direction. I tried out quite a few fonts, but they all failed to convey what the company was actually about.



Again, however, the word mark wasn't working how I wanted it to. I then took a more literal approach, looking at a closed eye icon. I decided to place it within the 8 and the hours to make it a bit more dynamic, and less like a traditional word mark where the logo is either above or next to the text.



### Historical

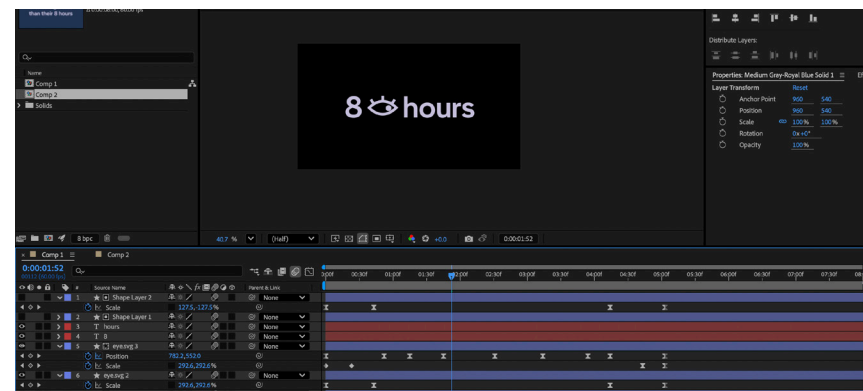
- ↳ Hypnos - greek god of sleep
- ↳ Somnus - roman god of sleep
- ↳ Nyx - son of night
- ↳ Erebus - god of darkness

### Language

- ↳ Paris - French - Sleep
- ↳ Noctua - night owl

Working too hard to sleep?

I also tried some more iconographic variations using just the 8 and the H, with the rounded styles seen below being inspired by the type used by the Eight Sleep logo.



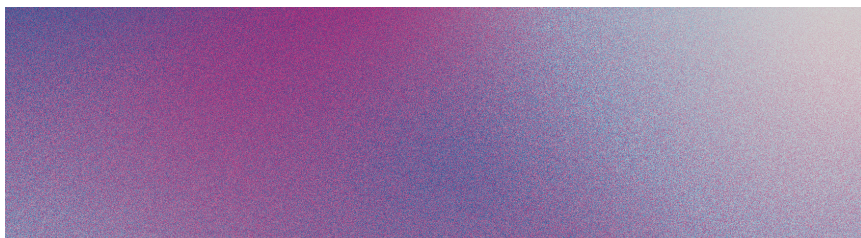
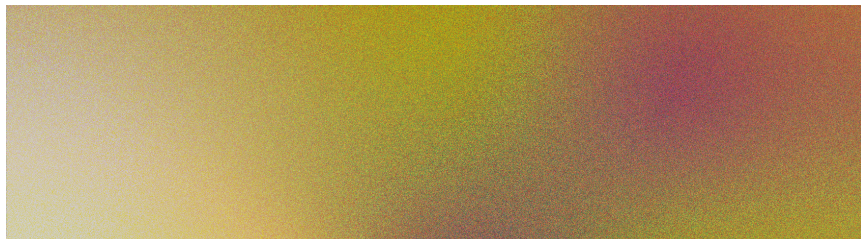
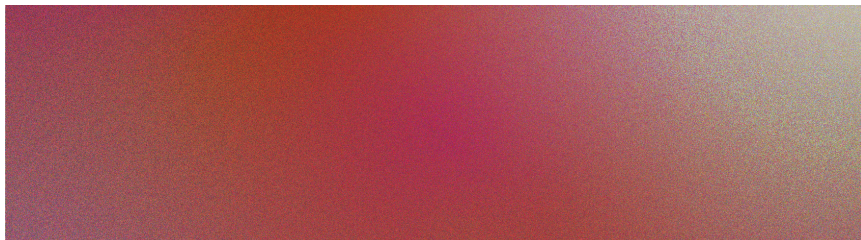
Once I was happy with the overall composition of the logo, I also decided to make a short animation of it blinking open and looking around. I planned to use this as a sort of intro for a variety of animations, and it would also work to add some movement to digital signage and social media stories.

	distinct	short	appropriate	easy to read and pronounce	likeable	descriptive	total
Sleepy	4	9	8	8	4	4	37
8 Sleep	1	10	9	9	6	6	41
Hypnos	5	7	4	7	6	7	36
Noctua	2	6	6	7	5	3	29
8 Hours	7	7	7	8	8	8	52

# Brand Development Continued

## Gradients

To help create dynamic backgrounds, I decided to use gradients as they mimic the transition from energy/stress/etc to sleep in a dynamic and engaging way that can be animated in a variety of touchpoints. As well as this, they can easily be recoloured to fit a specific vibe, perfect for a company that revolves around personalised products



## Type

I chose to use a sans-serif font as a sort of anchor, ensuring high legibility for sleep-deprived users, while still providing a clean contrast that lets the primary packaging typography remain the focal point and not distract from it too much. As I wanted my type to be a large part of the visual system, I didn't want the secondary/body copy to detract from it too much.

## Wordmark & Titles

AT Name Sans in SemiBold - 100% tint

## Bodycopy

AT Name Sans in SemiBold - 85% tint

## Art Direction

The art direction uses a symmetrical layout to help balance the fluidity of the brand's textures. By anchoring the wordmark at the top-center of all touchpoints, the brand establishes a consistent look that almost acts as a seal of quality that feels both modern and helps to establish trust with the audience. To maintain a cohesive visual language, all imagery embedded within touchpoints should have a 16px corner radius, and unless absolutely necessary, grainy gradients should be used as backdrops.

## Colours

The guidelines for colours is quite loose. Due to the nature of the personalisation of the products, many colours may need to be used. However, each colour palette should have the following:

### Background

Used as the background for the side of the packaging and is used as the base of the dynamic gradients.

### Foreground

Used for the bodycopy and titles of the packaging.

### Highlight

Used to highlight specific words on the packaging or in taglines/bodycopy. The logo/wordmark should always be in this colour

#E98E2E

#D25831

#F5D3A5



# 5Es Development

EXCITEMENT	ENTRY	ENGAGEMENT	EXIT	EXTENSION
<p>Awareness and attraction to the experience</p>	<p>Entering into the designed experience</p>	<p>The main activity that captures the participant's attention</p>	<p>The clear end of the experience</p>	<p>A physical/digital object to take home remember</p>
<p>The audience is drawn in through social media ads, sponsored creator content, as well as the fact that its placed in a freshers fair, and as such students are naturally curious towards it.</p> <p>I want them to seem curious, and eager to learn/find out what this experience actually is.</p>	<p>As participants enter the experience, they're asked to remove their shoes, and enter the main hall.</p> <p>They then relax and lie on the soft mattress floor, and can cosy up with blankets and pillows. As they're all lying up, a short animation plays on an LED screen mounted on the ceiling.</p> <p>It gives an overview of the problem 8 hours is trying to solve, as well as introducing the quiz element of the experience.</p>	<p>The audience can then join a quiz room on the app, where a series of questions are asked, ranging from more serious, to more playful/entertaining ones.</p> <p>They're also asked to mimic their sleeping position on the floor, as a camera analyzes and captures it.</p> <p>As they answer the different questions, everyones answers are shown and the users are encouraged to discuss about the results. Various statistics are also shown alongside about sleep deprivation in people, as well as general tips to improve sleep.</p>	<p>As the quiz ends, the app recommends them one of four different patches: POWER DOWN, Lucid Voyage, Arctic Chill or Solar Sync. They're also shown a code that they can redeem to collect a sample of their personalised patches.</p> <p>I want them to leave the experience being excited to go to sleep, wanting to try different techniques/the patches.</p>	<p>They're given a photo of everyone recreating their sleeping positions as a keepsake to take home and share on social media. They also get to keep the personalised sample from the end which contains an eyemask related to their type of patch.</p> <p>Not only this, but they're more informed on healthy sleeping habits from the quiz and stats shown during the quiz.</p>

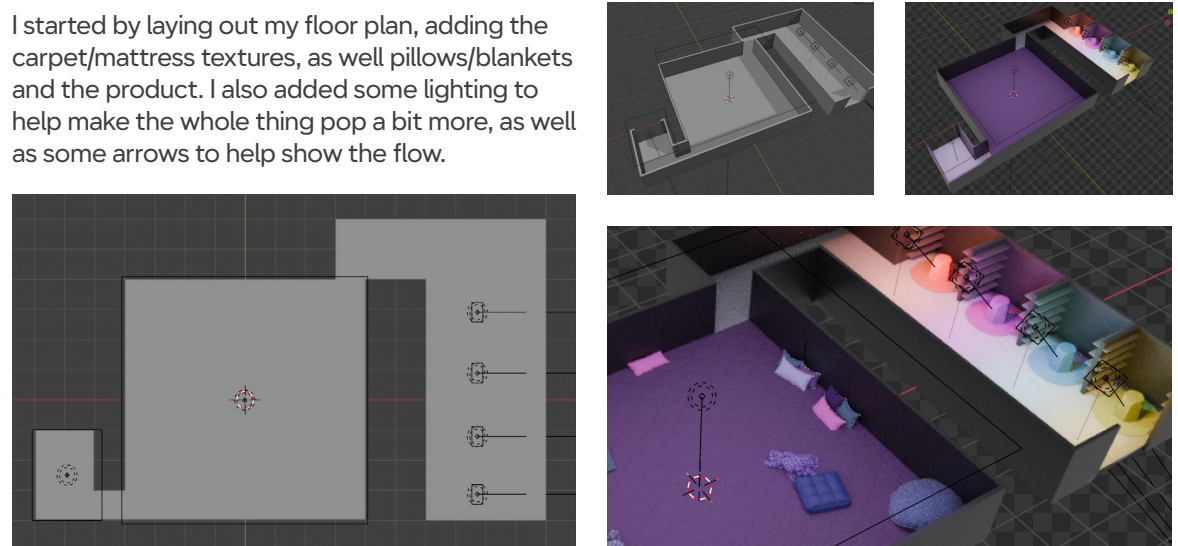
# User Journey Map

## Moodboard/Ideas



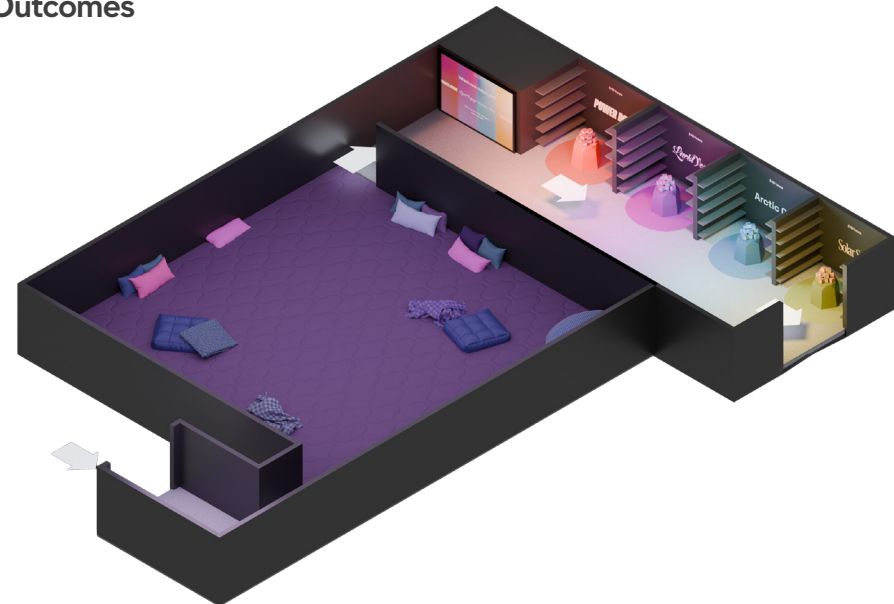
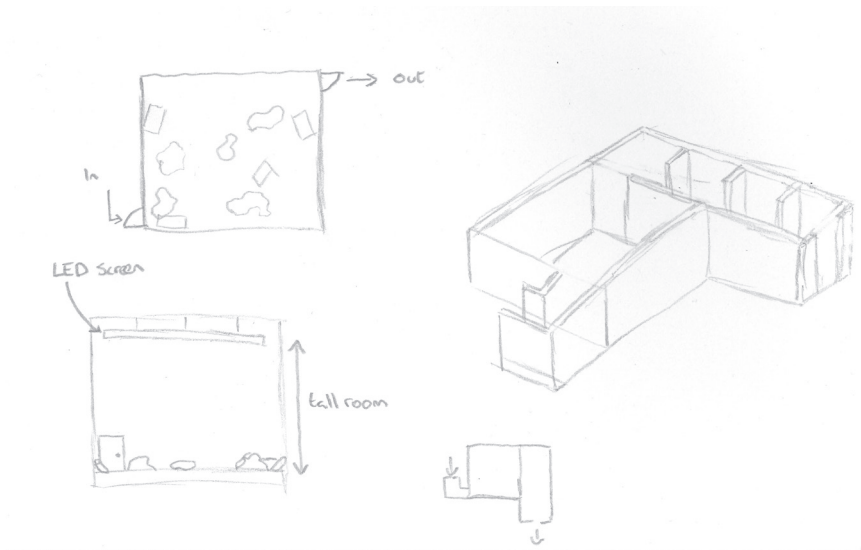
## Initial Development

I started by laying out my floor plan, adding the carpet/mattress textures, as well pillows/blankets and the product. I also added some lighting to help make the whole thing pop a bit more, as well as some arrows to help show the flow.



## Sketches

## Final Outcomes



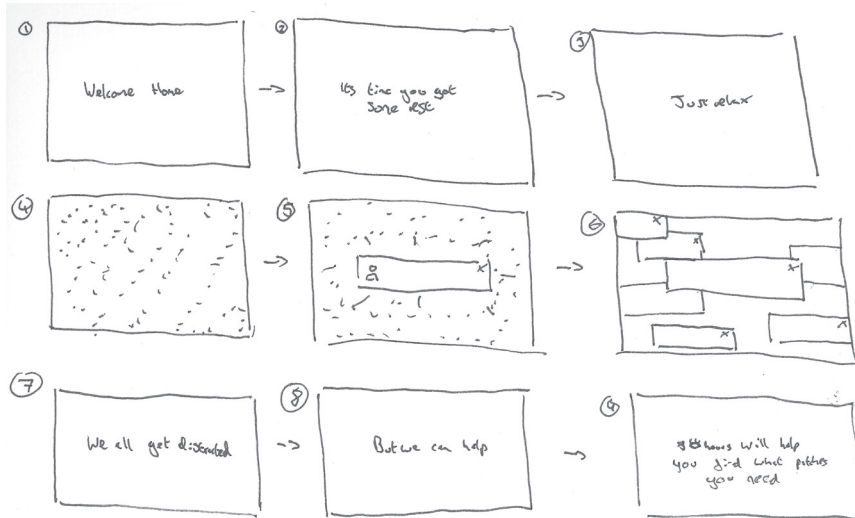
# User Journey Map



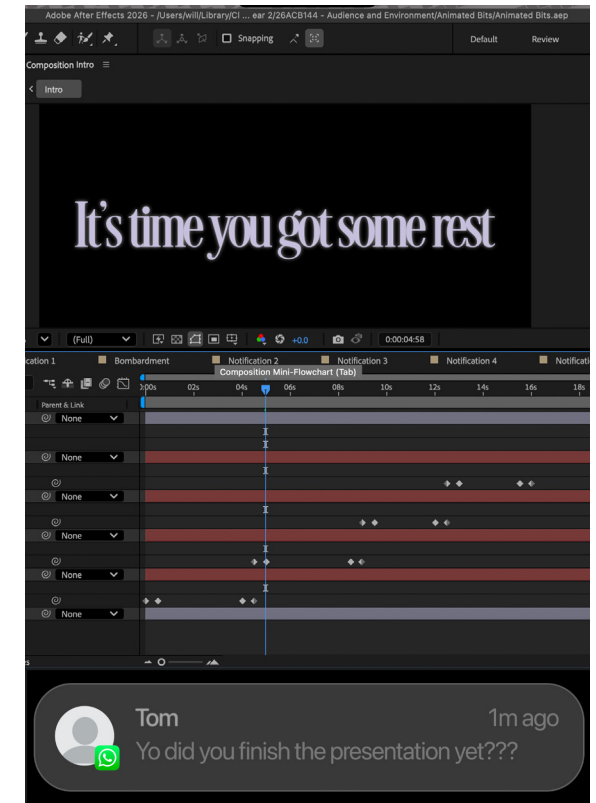
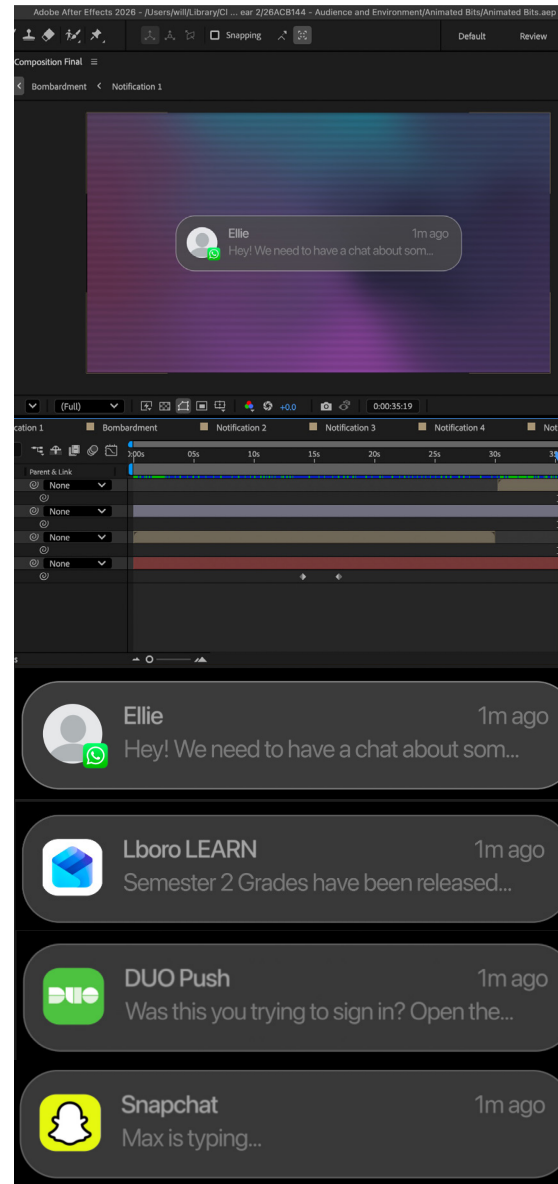
**Feedback**  
After some feedback on my user journey map, I also added in some people interacting with the space to help showcase in a clear format how they'd experience the event.

# Initial Animation & Feedback

## Initial Storyboarding

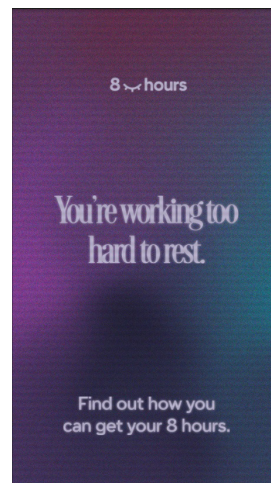


## Development



## Other Animation

I also made a quick intro screen that could be shown during the entry part of the experience, but this had the same shortcomings of as the other animation. It felt far too boring and clinical, and it didn't feel exciting enough.



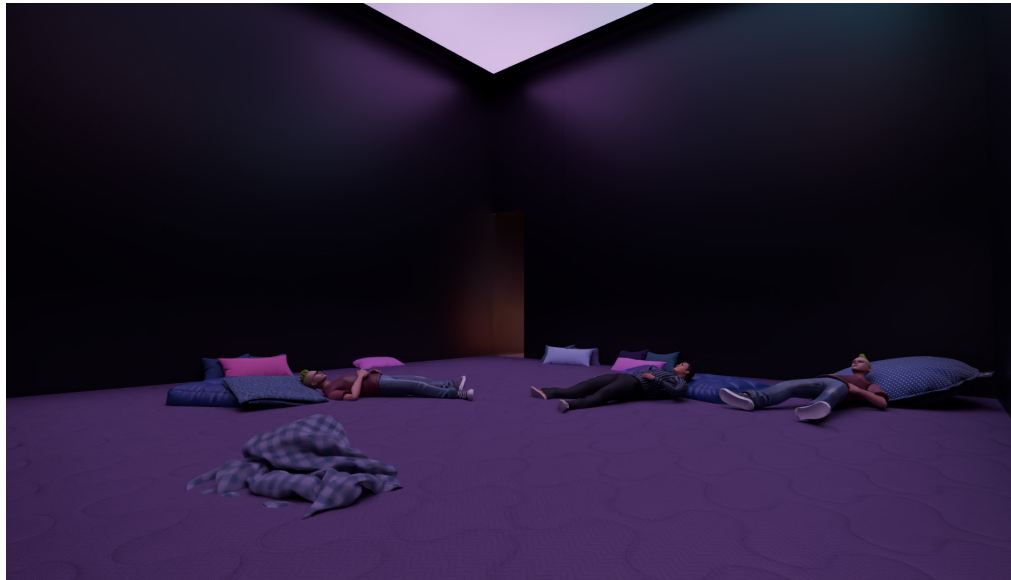
## Feedback

After some feedback, it became apparent that by making the animation sleepy/calming etc, it wouldn't promote the excitement and eagerness I'm trying to cultivate within the audience. Instead they could see it as being boring and dull, something I wanted to avoid.

To go against this, I decided to lean more into the exciting and dynamic typography side of things instead.



# Experience Mockups



# App Development & Feedback

## Wireframes



## Type Guidelines

# Questions

AT Name Sans in SemiBold at 40pt

## Question Number

AT Name Sans in SemiBold at 24pt

## Answer

AT Name Sans in Medium at 24pt

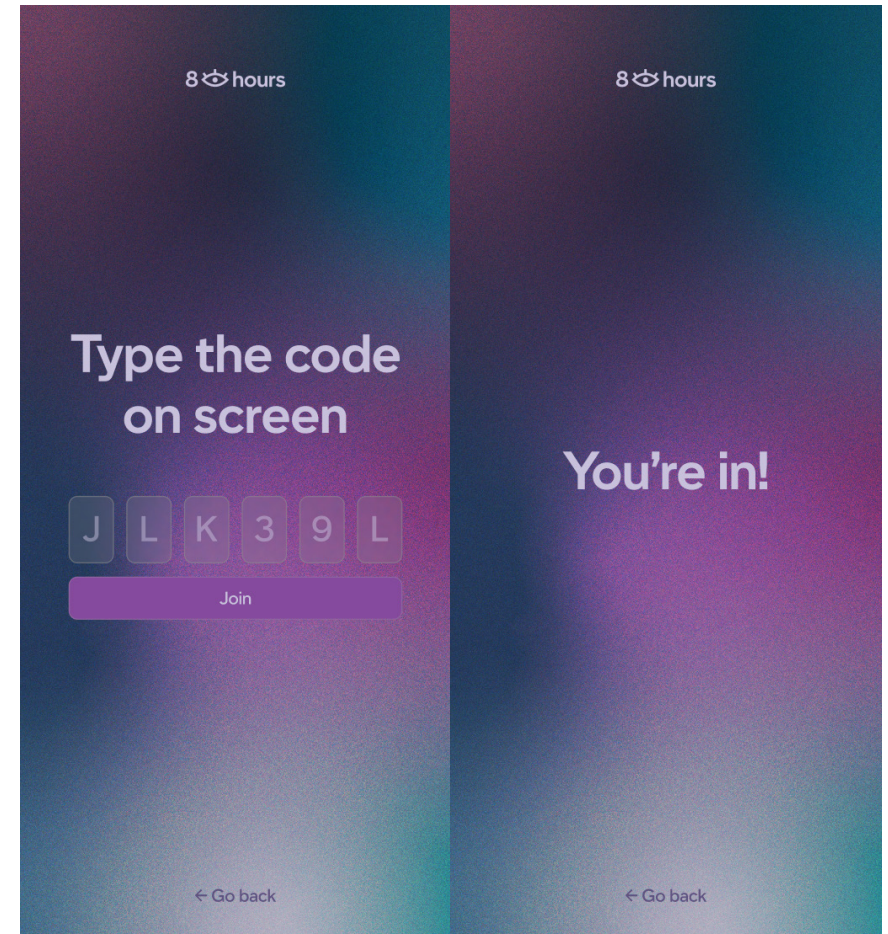
### Answer Tagline

AT Name Sans in Medium at 14pt

### Bodycopy

AT Name Sans in Medium at 10pt

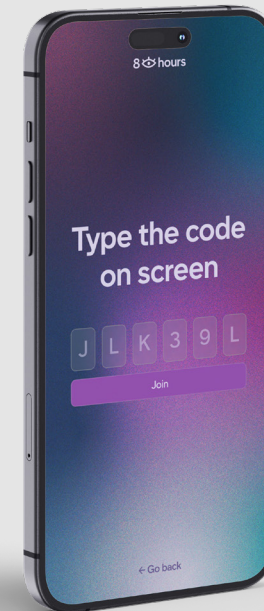
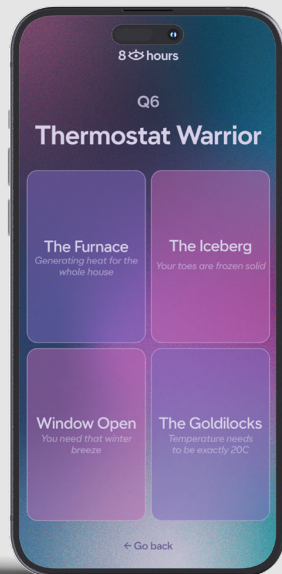
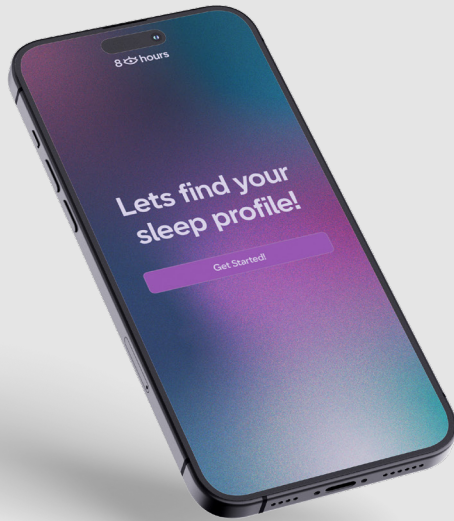
## Components



I started off by creating some rough wireframes of the various screens I wanted to create. I then also mocked up some components, and set some guidelines to stick to when making the various screens.

The final Figma file can be found here: <https://www.figma.com/design/mL81S7JrMgL3bYskr8Uihy/8-Hours-App>

# App Development

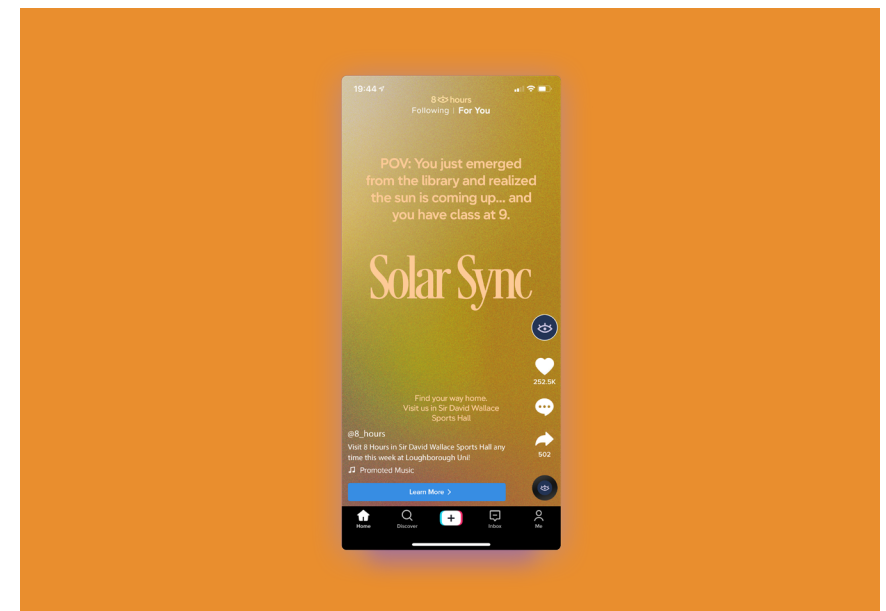
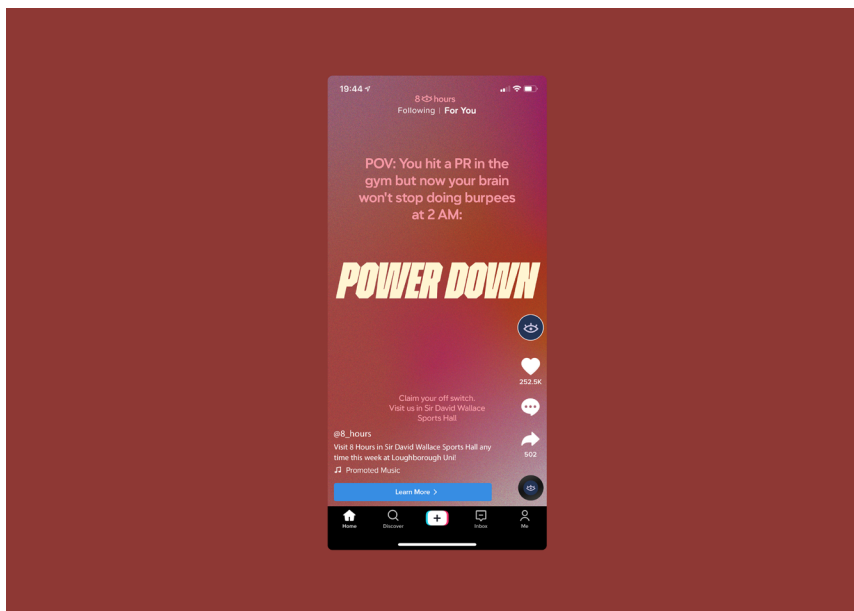
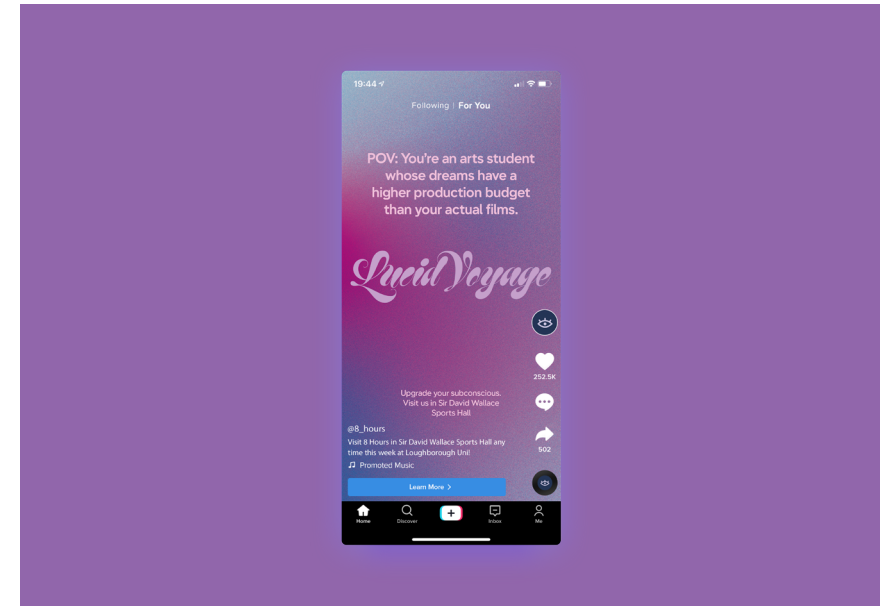
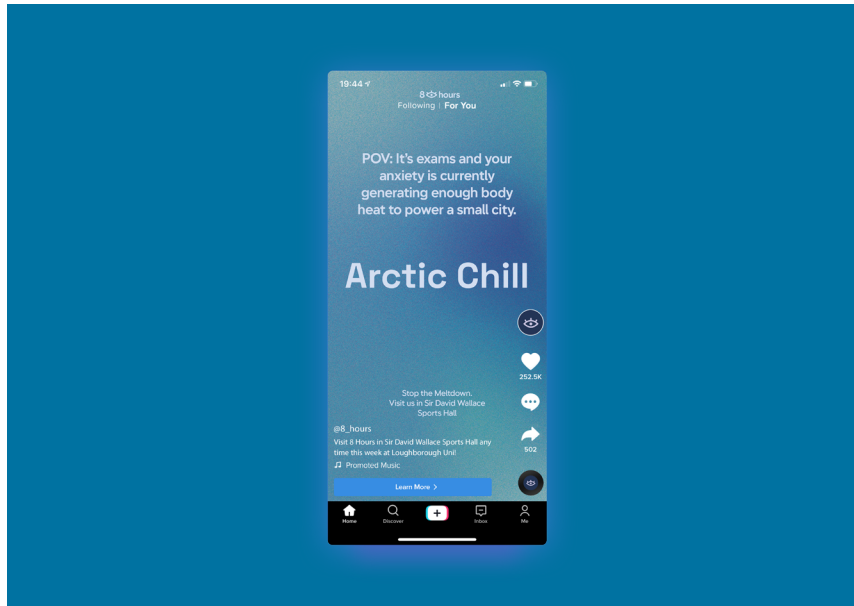


# Social Media Campaign

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.

I used a POV style of video, a format very popular amongst university students, to help market the experience as a "find out what type you are" personality quiz.



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## 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. However that did mean I could put a branding spin on it, something I'd like to pursue as a career later on.

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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## Persona Research Continued

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