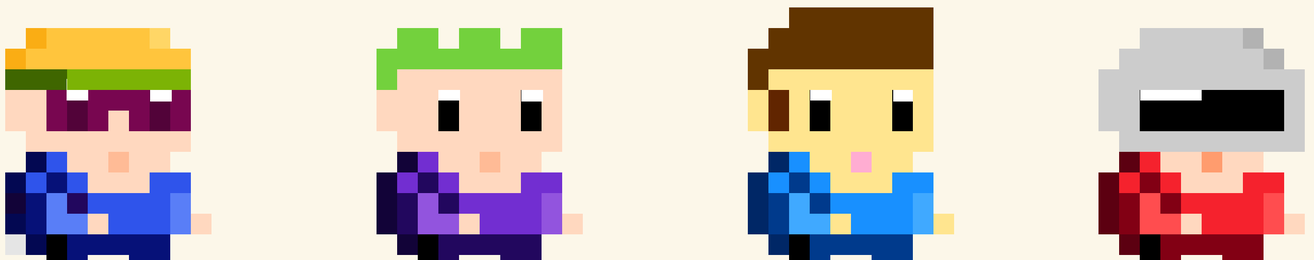
“Where can I relax?”

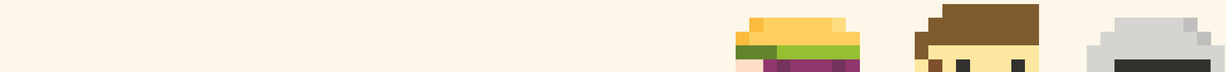
PRESENTED BY

A L B E R T | J A C O B | K A M I L A | M E H R E E N



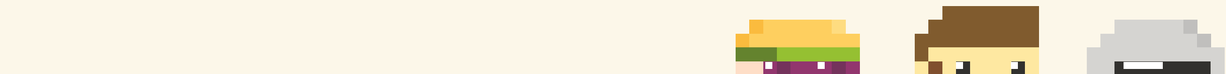
THE BRIEF

We want Newcastle city centre to appear innovative, exciting, and digitally advanced as part of our smart city agenda. Citizens’ wellbeing is a central part of this agenda. We would like you to develop and propose a design concept for a piece of interactive street furniture that will enhance people’s experience of the city with a focus on their wellbeing. You are expected to develop a design response for a particular user group or community.

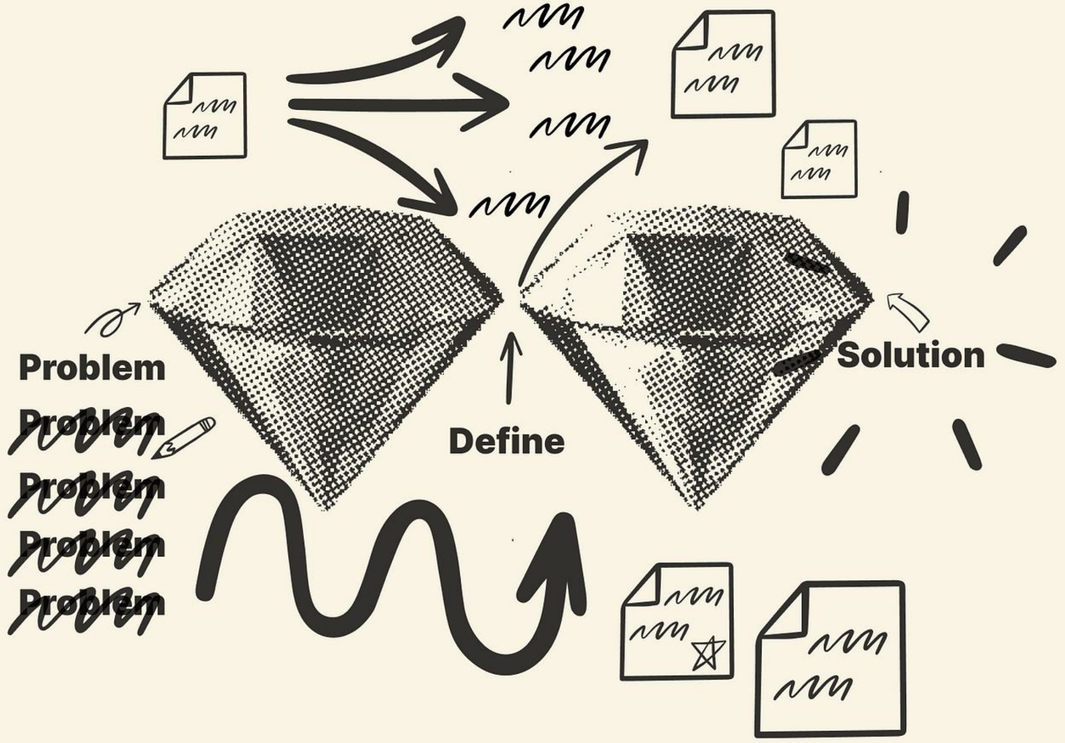


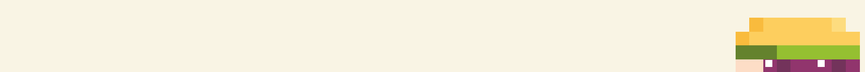
THE BRIEF

We want **Newcastle city centre** to appear innovative, exciting, and digitally advanced as part of our **smart city agenda**. Citizens' **wellbeing** is a central part of this agenda. We would like you to develop and propose a design concept for a piece of **interactive street furniture** that will **enhance people's experience** of the city with a focus on their wellbeing. You are expected to develop a design response for a particular **user group or community**.



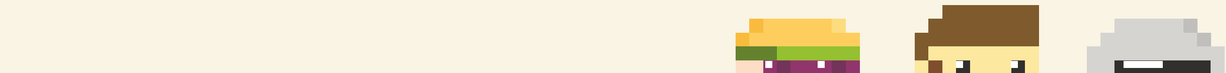
THE DOUBLE DIAMOND DESIGN PROCESS





EXPLORING THE BRIEF

FIELD WORK



Families looking for interactive and engaging activities

Students with varying schedules, including night shifts.

Who are the target audience?

Individuals with chronic health conditions needing rest

Adults seeking relaxation and play in urban environments

Families looking for interactive and engaging activities

Students with varying schedules, including night shifts.

Who are the *target audience?*

Individuals with chronic health conditions needing rest

Adults seeking relaxation and play in urban environments

PERSONAS

60 year old, male
Retired (ill health)

- Has a chronic health condition
- Gets very tired suddenly
- Likes to support local business in town
- Suspicious of technology
- Not good at using phone
- Needs radio to sleep

Mehme

TIM BERKIN

20 year old, male
University student

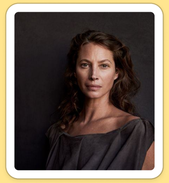
- walks 25 mins to lectures
- tired on the way back, and during breaks
- stressed with coursework
- often has 4 hour class, followed by hour break, followed by 2 hour class
- Doesn't get as much sleep as he should because spends time socialising and works at bar

~~enjoys going to Eldon sq. at times, lots of people around so decides to walk home instead.~~

Mehme

CHARLIE HERMEZ

46 year old, female
Housewife



well being
sustainability
clean
Nurse who works night shift, tired during day
likes visiting parks
Leazes park

Mehme

SARAH GUCCI

WHAT CAN WE DESIGN?

ARE THE TIMINGS DURING COLLEGE AND WORK TROUBLING?

WHERE ARE SPOTS THEY CAN REST?

DO THEY GET ENOUGH SLEEP?

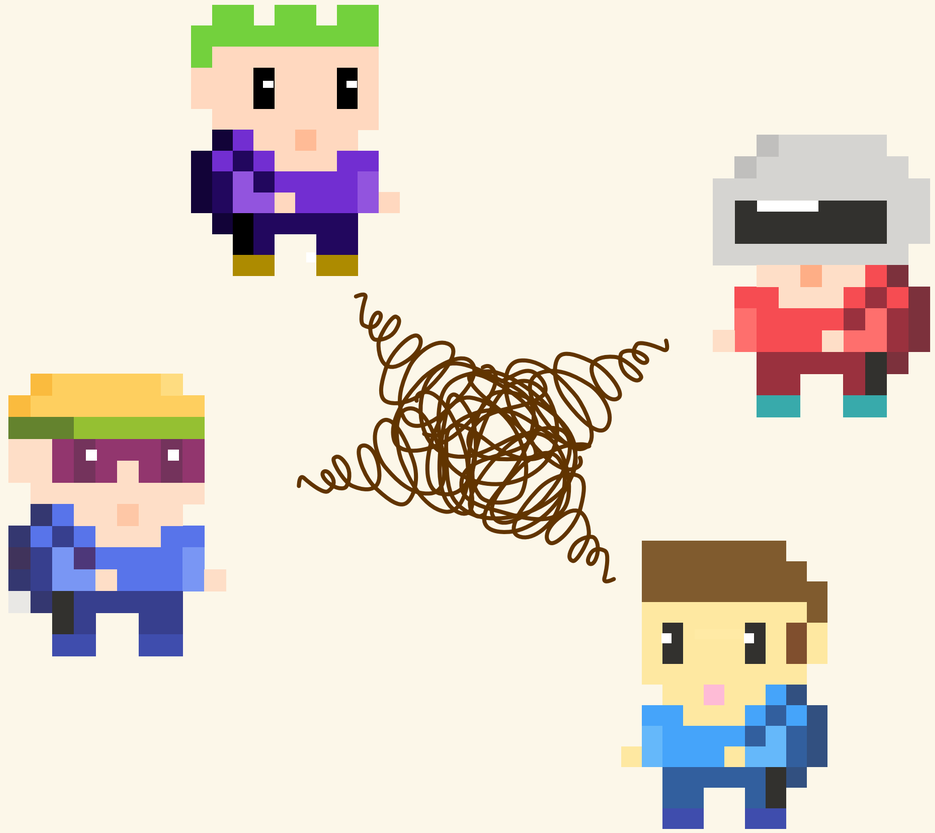
WHAT DO STUDENTS LIKE?

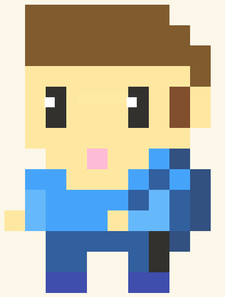
WHAT ABOUT SAFETY?

WOULD ELDON SQ. BE IDEAL?

WHY ARE THEY TIRED?

ULD ELDON
IDEAL?
WH
DO THEY GET
WHY ARE
THEY
WHAT ABOUT
SAFETY?
ERE ARE
OTS THEY
N REST?





WHAT CAN WE DESIGN?

DO THEY GET ENOUGH SLEEP?

WHAT DO STUDENTS LIKE?

WHERE ARE SPOTS THEY CAN REST?

WHAT ABOUT SAFETY?

ARE THE TIMINGS DURING COLLEGE AND WORK TROUBLING?

WHY ARE THEY TIRED?

WOULD ELDON SQ. BE IDEAL?

WHAT CAN WE DESIGN?

DO THEY GET ENOUGH

WHAT DO STUDENTS LIKE?

WHERE ARE SPOTS THEY CAN REST?

ARE TH TIMIN DURI COLLEG WO TROUB

ARE EY ED?

WOULD ELDON SQ. BE IDEAL?

20 year old, male
University student

- walks 25 mins to lectures
- tired on the way back, and during breaks
- stressed with coursework
- often has 4 hour class, followed by hour break, followed by 2 hour class
- Doesn't get as much sleep as he should because spends time socialising and works at bar

~~enjoys going to Eldon sq. at times, lots of people around so decides to walk home instead.~~

Mehme

Sleeping Pods!

WHAT CAN WE DESIGN?

DO THEY GET ENOUGH

WHAT DO STUDENTS LIKE?

WHERE ARE SPOTS THEY CAN REST?

ARE TH TIMIN DURI COLLEG WO TROUB

ARE EY ED?

WOULD ELDON SQ. BE IDEAL?

20 year old, male
University student

- walks 25 mins to lectures
- tired on the way back, and during breaks
- stressed with coursework
- often has 4 hour class, followed by hour break, followed by 2 hour class
- Doesn't get as much sleep as he should because spends time socialising and works at bar

~~enjoys going to Eldon sq. at times, lots of people around so decides to walk home instead.~~

Mehme

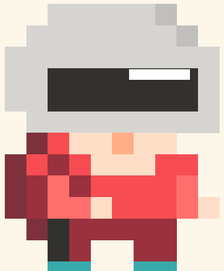
Sleeping Pods!

Sleeping Pods!

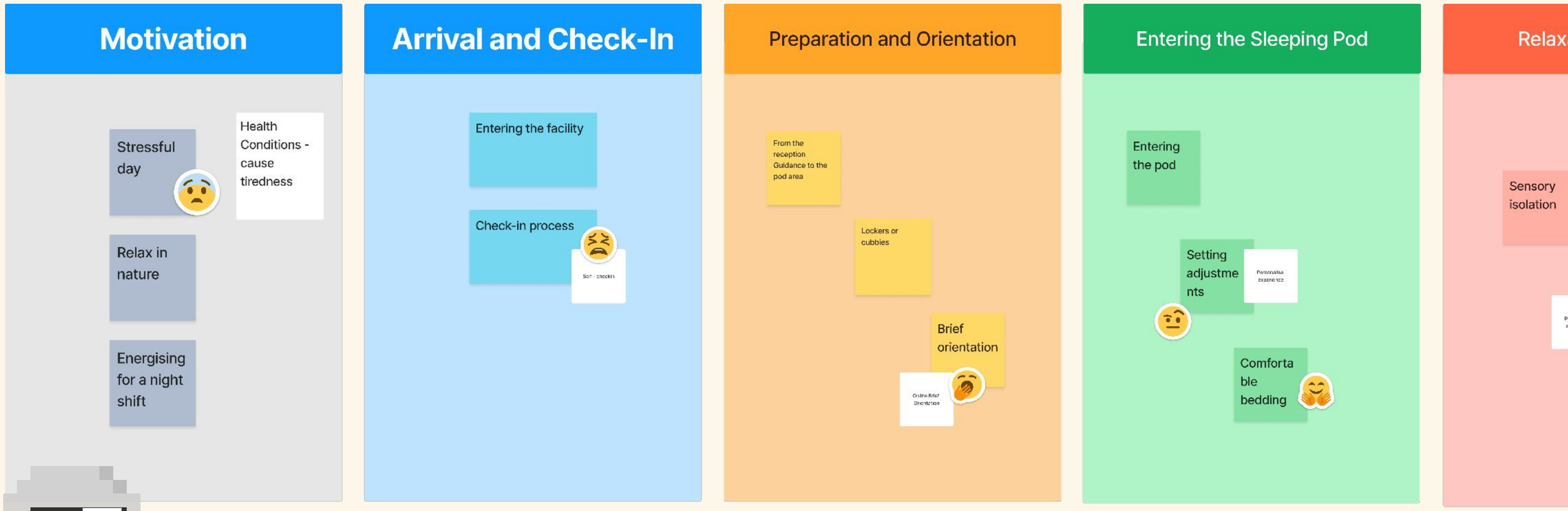
Sleeping Pods!

“Dreaming of success, one nap at a time!”

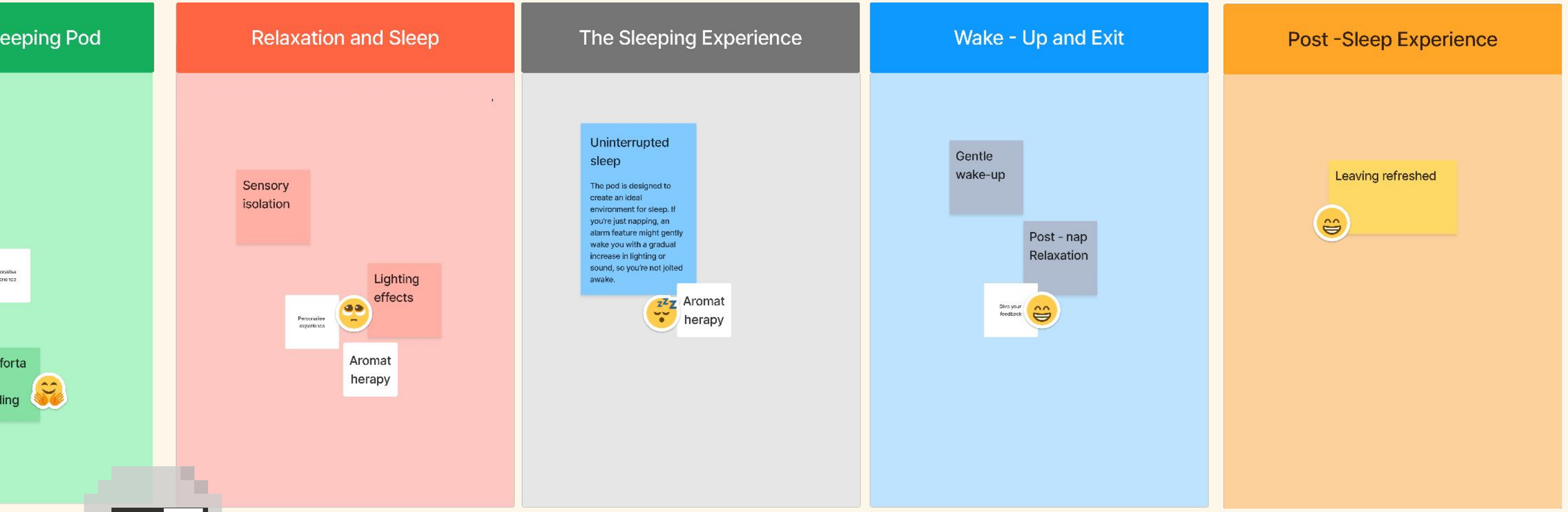
THE SLEEPING POD EXPERIENCE



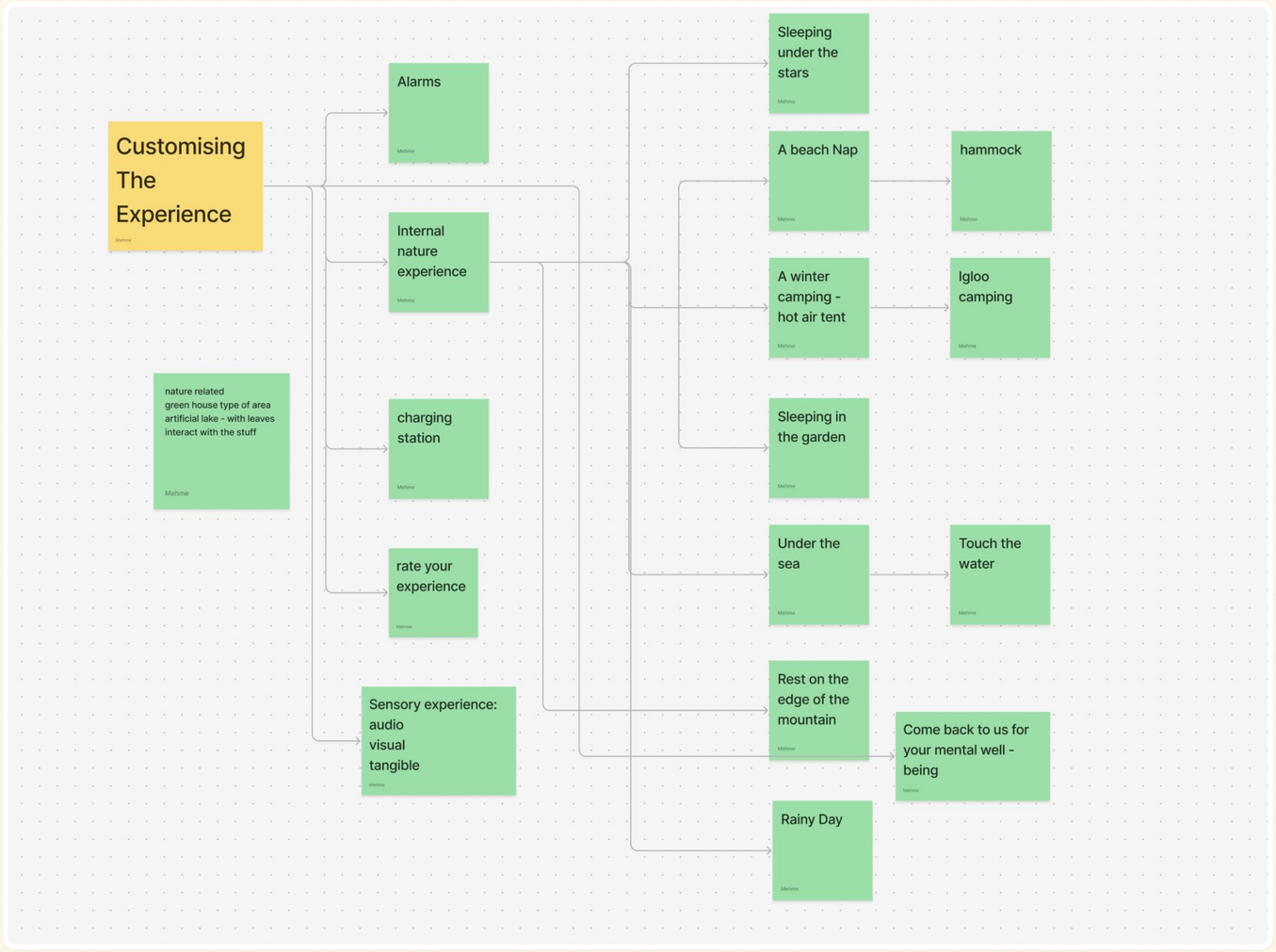
EXPLORING CURRENT EXPERIENCES

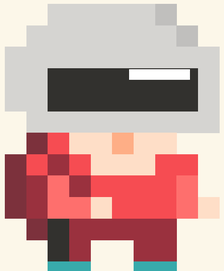


EXPLORING CURRENT EXPERIENCES



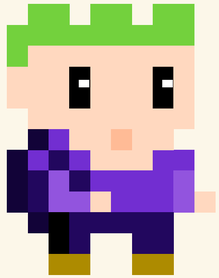
EXPLORING HOW TO ENHANCE THE JOURNEY

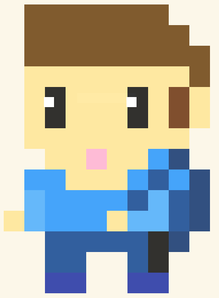




z z z z z z z z z z z z z

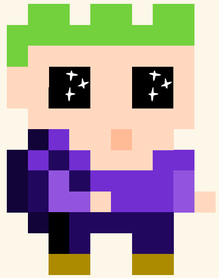
discussion with Caroline
about the journey



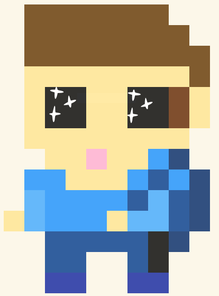


z z z z z z z z z z z z z

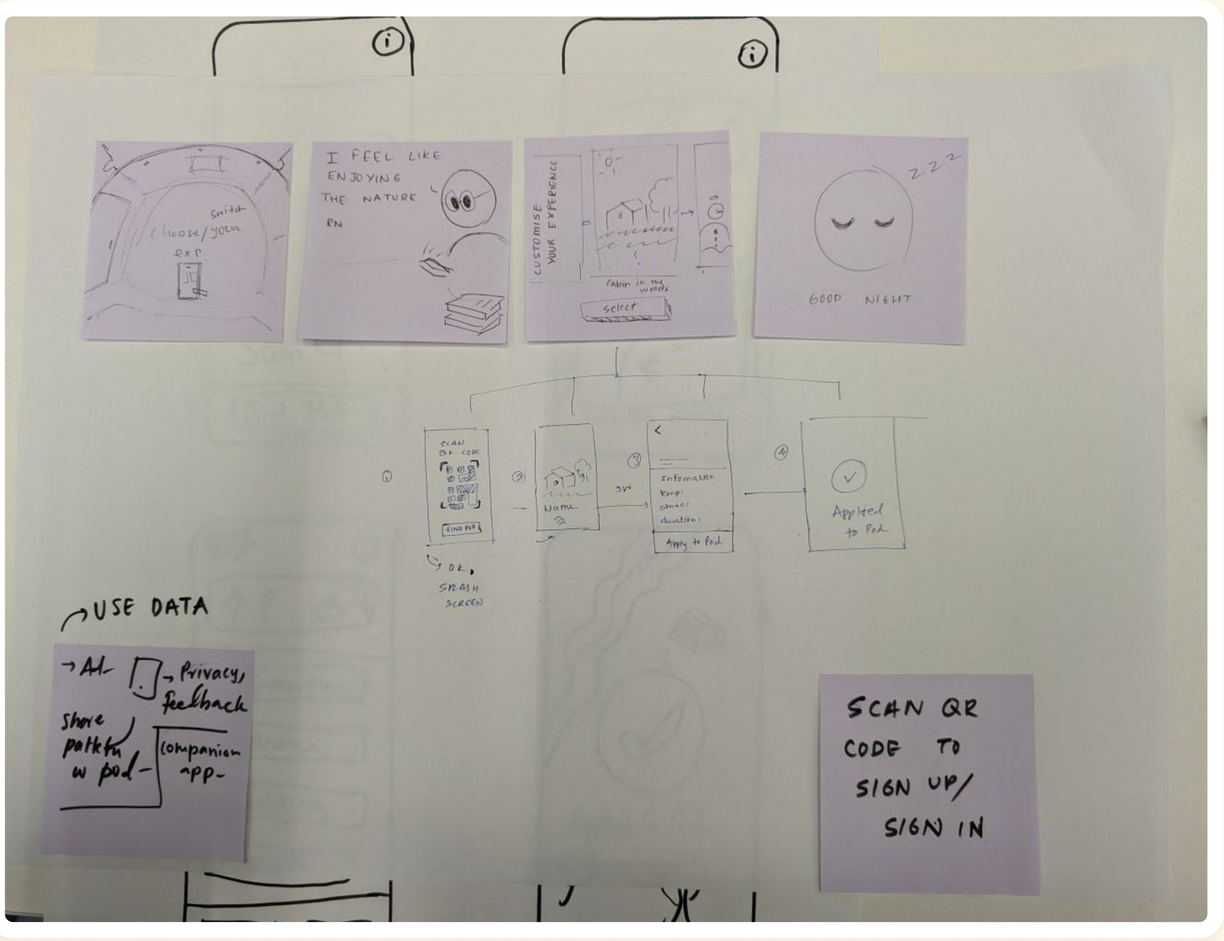
discussion with Caroline
about the journey

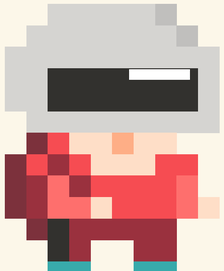


“why don’t you think of this as a
service for on-campus experience?”



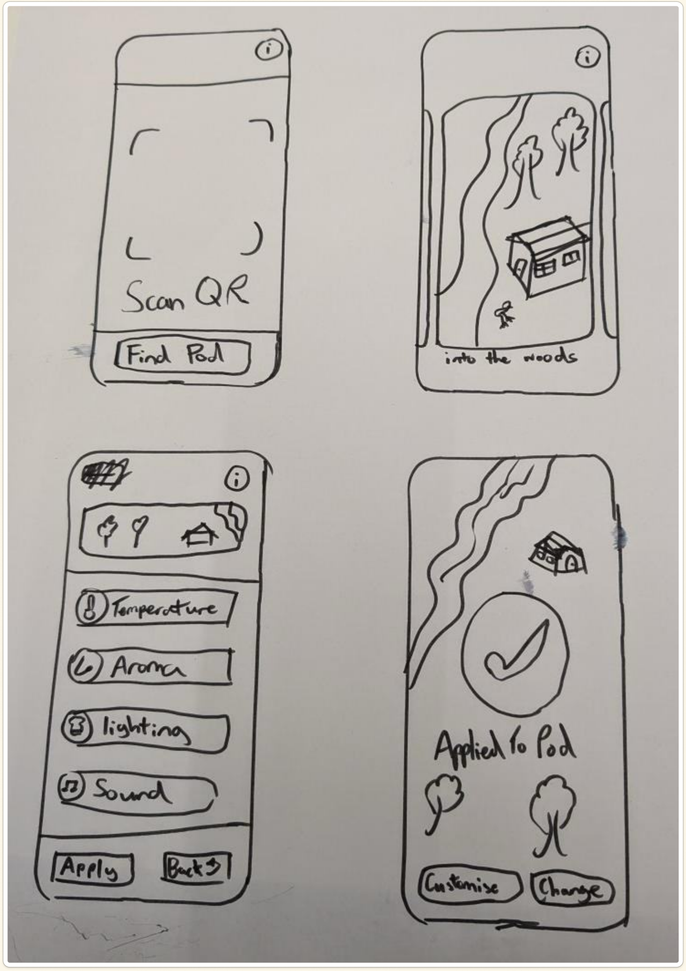
WORKING ON THE STORY BOARD





THE SCREEN EXPERIENCE AND THE USER TESTING

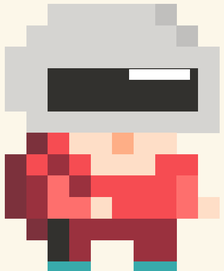
1. Scan QR code to unlock the Pod/ Sign up/Log In



2. Choosing the experience for the environment inside the pod.

3. Customising the temperature, aroma, lighting and sound

4. A confirmation screen of the environment application and choices to customise and change.



“Smart cities start with a snooze!”

FINALLY, LET’S TALK ABOUT THE POD

“Smart cities start with a snooze!”

LOL, NO FIRST WE ARE TALKING ABOUT WELL - BEING

DESIGN FOR WELL BEING

Focus on creating environments that reduce stress and promote relaxation

Use of natural elements and biophilic design principles

Incorporate feedback from users to continuously improve the experience

Ensure accessibility and inclusivity in design

THE BOB AND THE POD

The story of “Sleepy Bob”

THE BOB AND THE POD AND THE POSTER

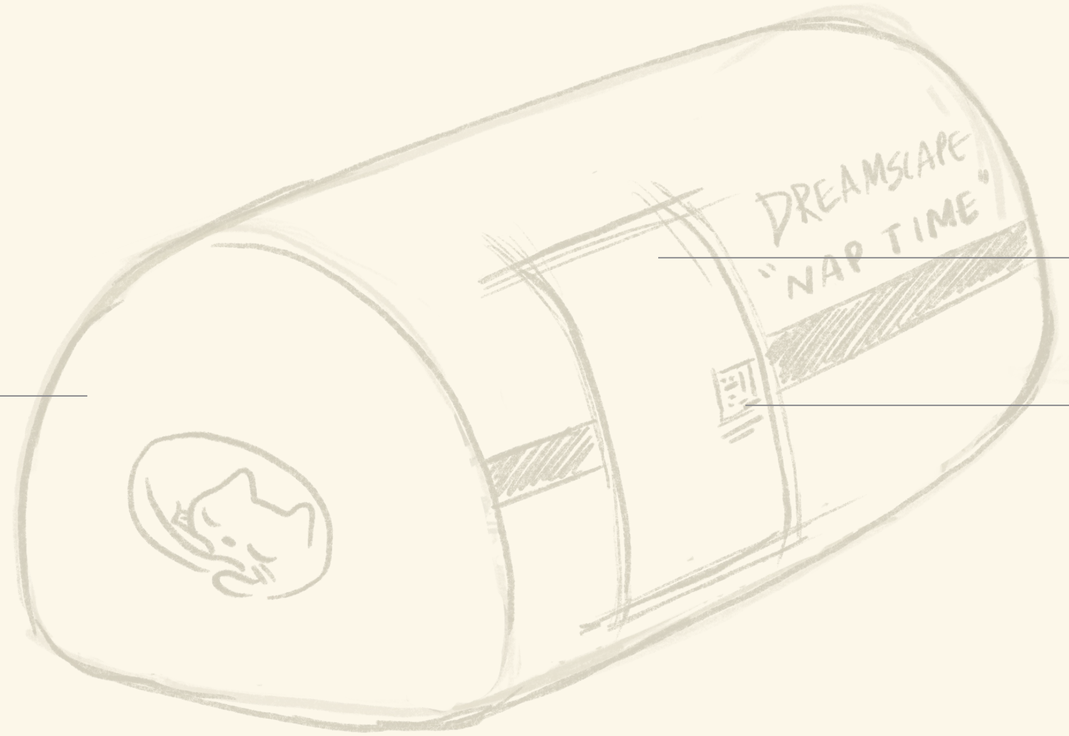
Encounter with the Poster

FINALLY, LET'S TALK ABOUT THE POD

The Placement

The Layout

THE BODY, THE FEEL & BODY OF STEEL?

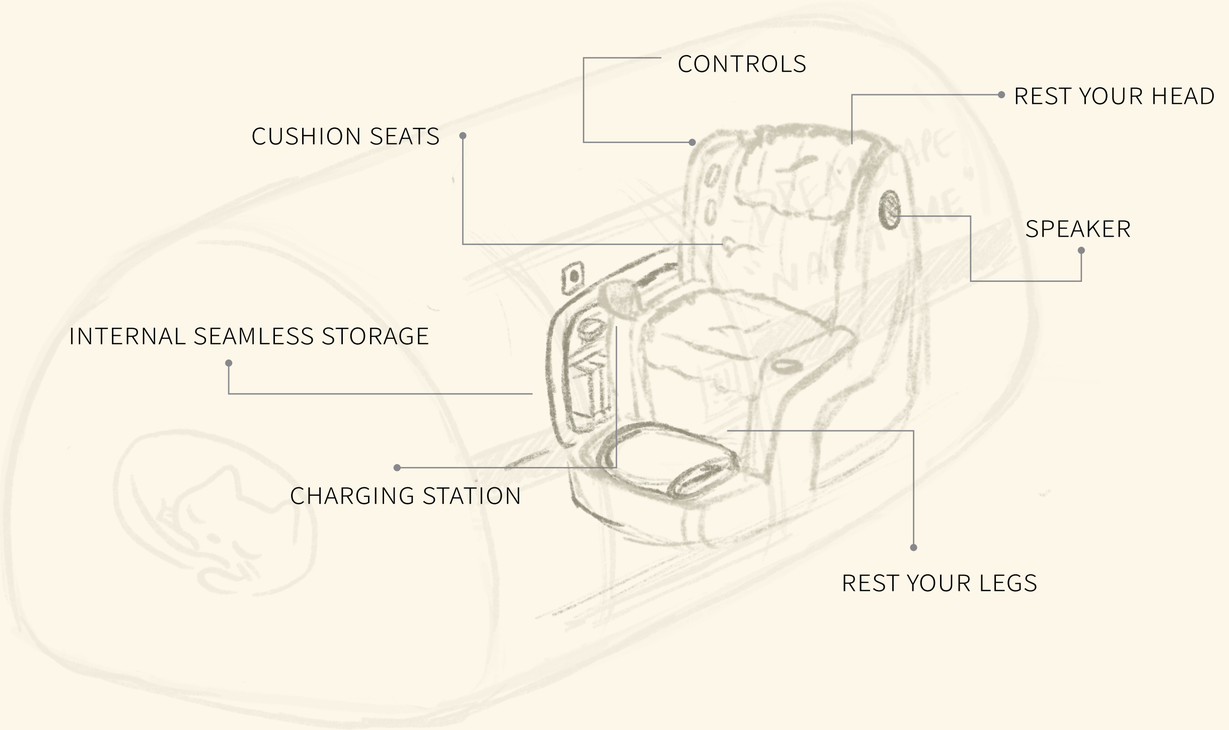


ENTERING DOOR

QR CODE TO SIGN IN/ LOG IN

SLEEPY CAT

THE BODY, THE FEEL & BODY OF STEEL?

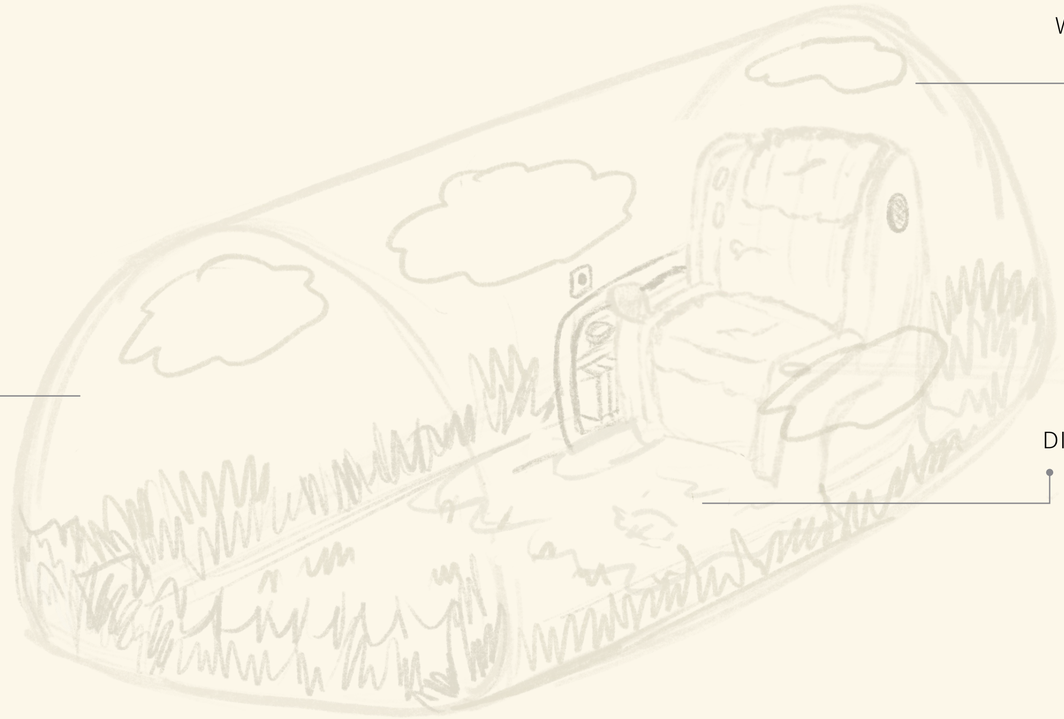


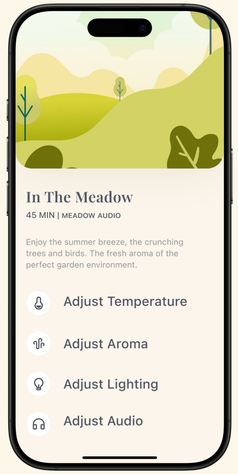
THE BODY, THE FEEL & BODY OF STEEL?

INTERACTIVE SPACE - ELEMENTS ON THE WALL WILL REACT TO TOCH

INTERNAL PROJECTION OF DIFFERENT ENVIRONMENTS

DIFFUSERS FOR AROMA



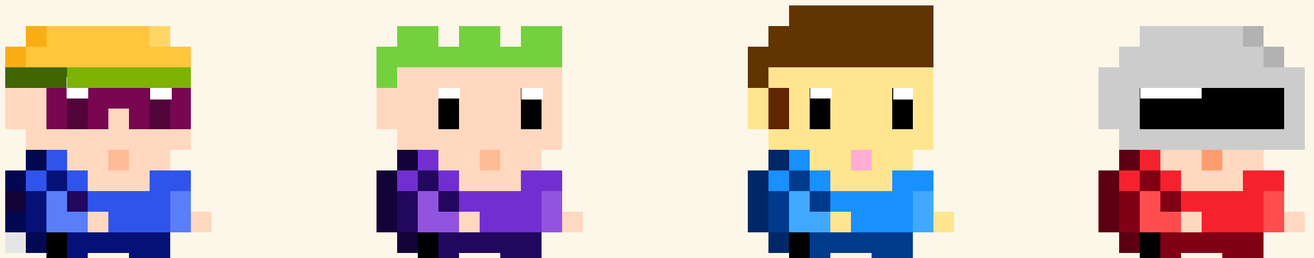


SCREEN INTERACTIONS

BUT WHAT IF _ _ _

“Wake-Up Calls from Our Journey!”

WHAT DID WE LEARN



REFLECTIONS FROM THE PROJECT

Empathy-Driven Research

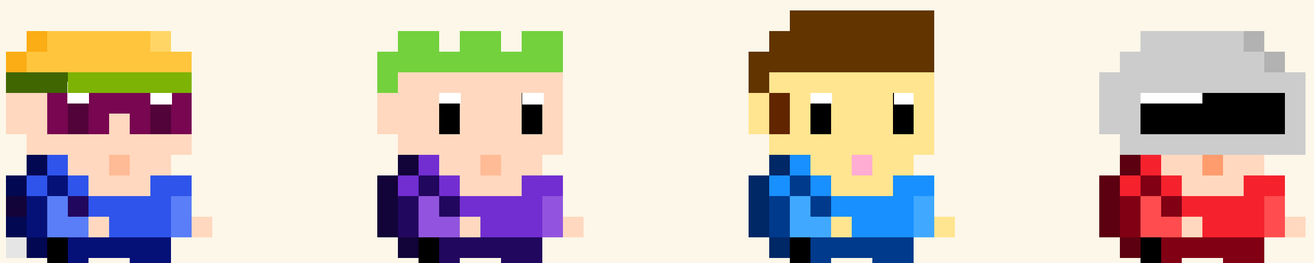
Understanding diverse user needs through personas helped us to create a more UCD friendly design.

Navigating Ambiguity

Interpreting a broad brief required flexibility and open-minded exploration, helping ideas evolve organically.

Biophilic and Inclusive Design

Emphasizing natural elements and accessibility shows our commitment to inclusivity and sustainability, key for urban spaces that support public health.



REFLECTIONS FROM THE PROJECT

Adapting to Urban Spaces

Designing for the city center involved accessibility, security, and environmental considerations for seamless integration.

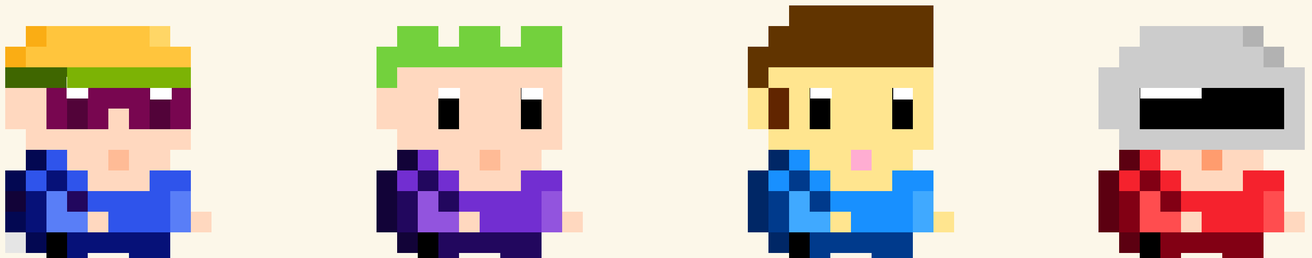
The Constraints Template

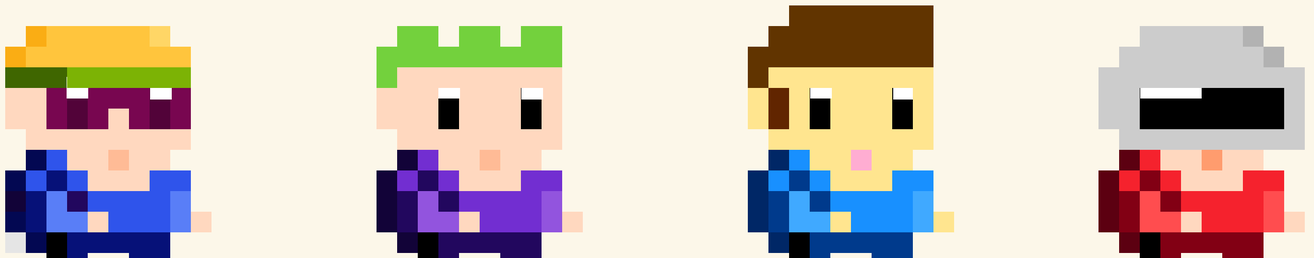
But what if _____?

We came across countless 'But what if...?' questions. It captured those key constraints, guiding our adaptive design choices.

No Controls or Slow Computing

Imagining a future where Emotional AI and Affective Computing allow relaxation pods to sense your mood and automatically create the perfect environment—no setup needed.



um, yeah,thank you!

HOPE WE DID NOT PUT YOU TO SLEEP!