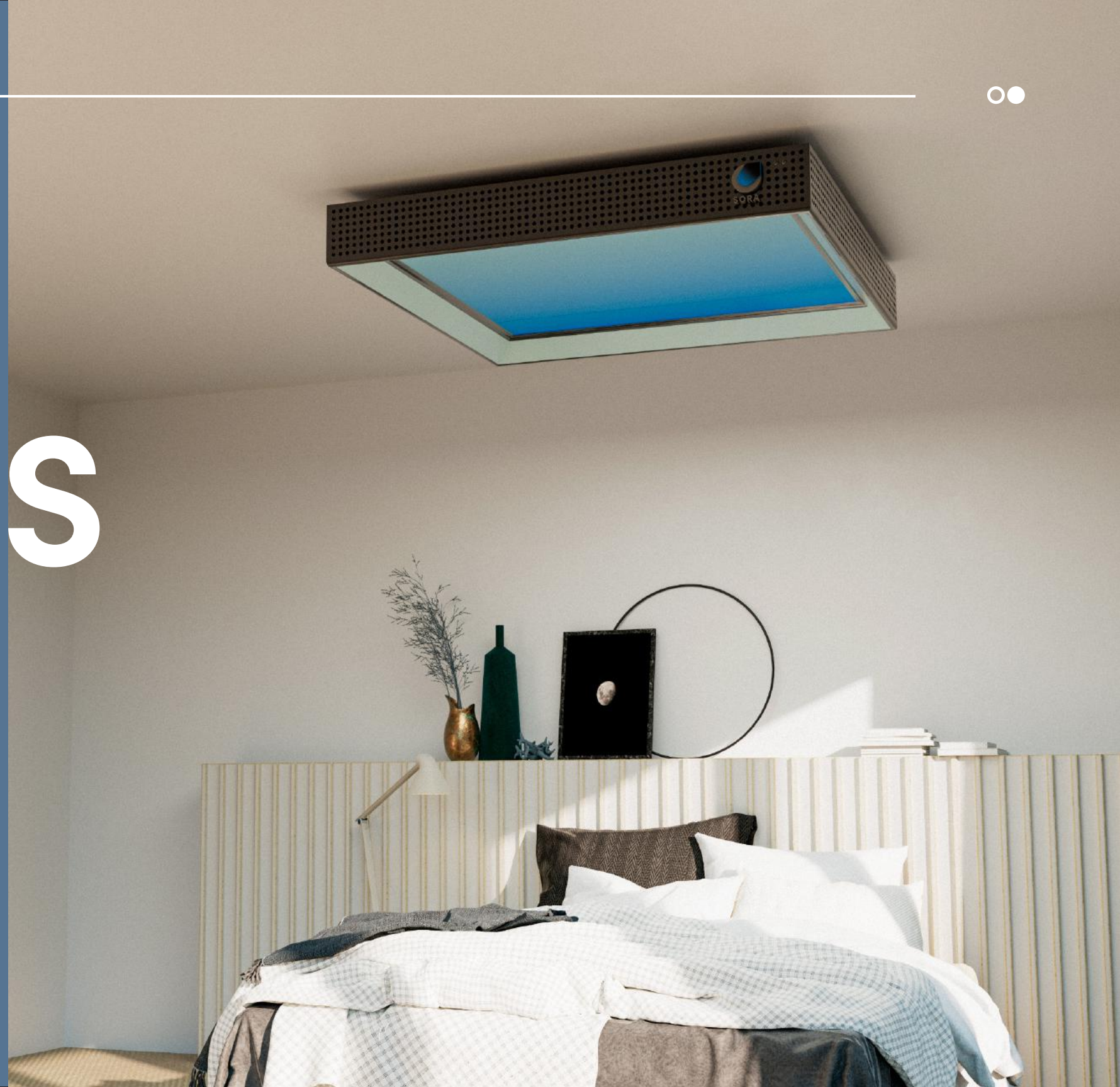

FINAL PROCESS BOOK

ADVE-725 Digital Media for Advertising
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Spring 2021



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SORA



- Play White noise.
- Change brightness
- Simulating target time zone.
- Weather and environment simulation (including sound)

Our Mission

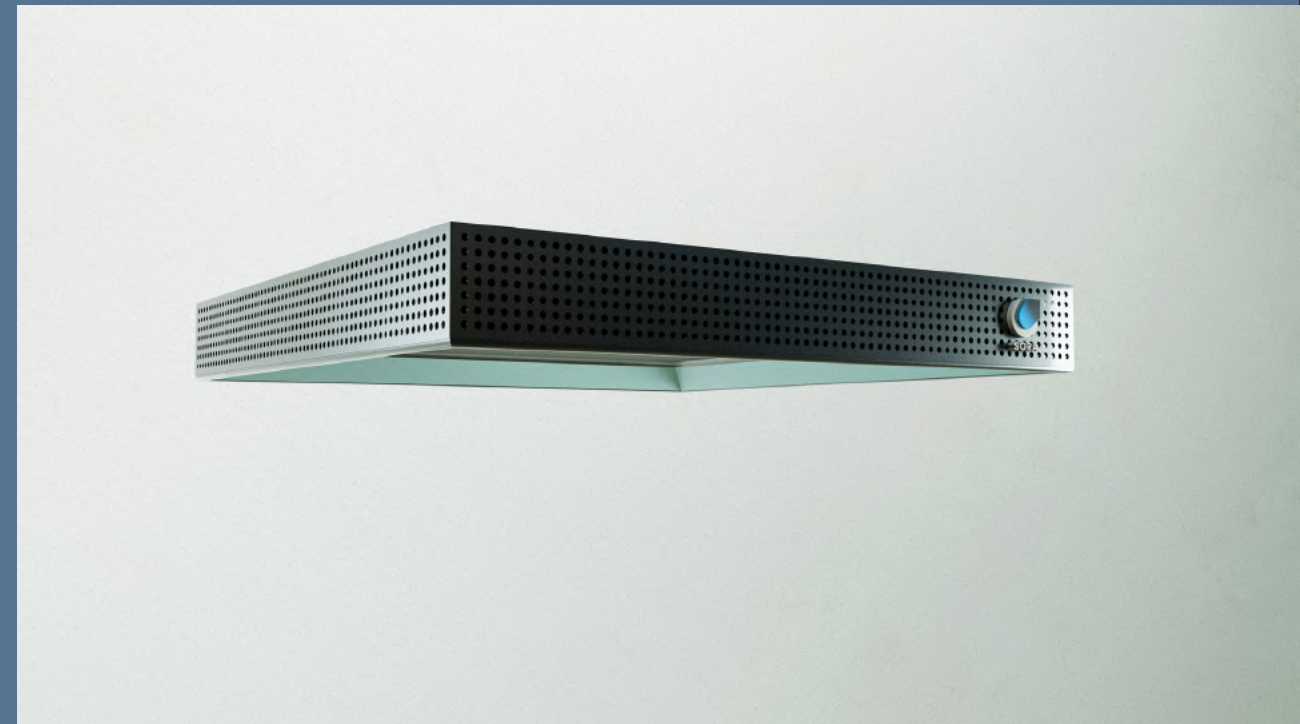
Sleep is a sensory experience. In general, The bedroom space should be a relaxing place and not a source of stress or stimulation. In more than 20 countries worldwide, 64% of respondents recognize that they have sleep problems. But most people don't realize the importance of the sleep environment. In fact, The sleep environment has become an indisputable key point to enhance your sleep quality.

SORA has always focused on community sleep health. We have always believed that improving the sleep environment can help more people with sleep quality.

And now we're on a mission to make sleep easier than ever for everyone with innovation, bring a nice sleep environment, and improving sleep quality.

A good sleeping environment leads you to fall asleep easily, from the time you are relaxing in bed after a long day to the pleasant SORA. SORA allows you to wake up refreshed.

BRAND STORY





Research

- Research Objective
- Persona
- Question
- Survey Results



RESEARCH OBJECTIVE

What is the common similarity for people who have poor sleep quality? What factors affect sleep quality and how they deal with it?

We are a team of advertising graduate students from SCAD; We are studying people's sleep quality problems to find a new way to replace the medication to treat sleep. We are looking for people aged 18–45 who are interested in participating in the interview.

● Recruitment Criteria

WIn your opinion, how would you rate your quality of sleep? (Very good; Good; Average; Poor; Very poor)

Have you experienced sleep problem in the past week?

Do you have trouble falling asleep?

How many hours do you sleep? (more than 8 hours, less than 4, 4–6, 6–8)

Do you mind taking drugs for sleep?

Do sleep issues affected your daily life/productivity?



Persona Study & Journey Map



Kylie, 25

Income: \$15,000 (O53 Colleges and Cafes)

Location: Live with three roommates in an apartment near the college.

Occupation: Medical Student of Columbia University

Kylie has five classes a week and lots of homework, she also needs to prepare for lab all the time.

Her roommates always making noise, which makes it difficult for her to fall asleep at night.

irregular sleep schedule and anxiety make her sleep quality worse, and it also impact her life quality.

After taking sleeping pills, Kylie found that she was dependent on it and made her feel drowsy in the morning.

In order to change this situation, Kylie decided to find a new non-drug way to improve her sleep quality.



BOSE


HOLLISTER





Positive Experience

Kylie uses ear plug all the time since her roommates always have parties. She decide to find a new product to improve her sleep quality since the ear plug is not effective enough and makes her ear uncomfortable while sleep.

Product Research

Kylie goes to her local BestBuy and finds out it Skylite has ten different sizes, she picked the smallest one since her dorm is pretty tiny. She's very excited to know about how well the noise reduction function gonna be.

Store Visit

First Experience

Kylie post her Skylite pictures on her Instagram account and shares how good her sleep was yesterday, lots of her friends liked her post and leave comments say they want to try it too.

Product Receipt

Product Review

Enjoy Better Sleep

Negative Experience

Product Awarness

Kylie uses ear plug all the time since her roommates always have parties. She decide to find a new product to improve her sleep quality since the ear plug is not effective enough and makes her ear uncomfortable while sleep.

Back to home, Kylie starts to figure out how to set and install Skylite, she borrows a ladder to install it on the ceiling, and follows the step pairs Skylite on her phone. The first night experience is amazing and she has been wake up by the gentle sound throw the Skylite.

After Kylie's post, many of her Friedns decide to try Skylite and hope it can improve their sleep. Some other followers just think it looks cool and want to have it.

Kylie and most of her Friends who bought the Skylite improved their sleep quality dramatically since they don't need to afraid environment noise affect their sleep, and the night view of Skylite provide a great experience.



Max, 42

Income: \$175,000 (A03 Kids and Cabernet)

Location: Living in a house with his family in Charleston.

Occupation: Programmer in Apple

Because of Covid, Max started to work from home and move to his hometown in Charleston with his family.

He needs to follow the California schedule since his other team is still in LA, and this leads to Max having a jet lag issue since the four-hour difference between the two locations.

Due to the heavy workload, his sleep quality is low. He often has difficulty falling asleep or waking up during the night.

Max is very interested in high-tech products and likes to try new things, so he hopes to find a comfortable and healthy way to help him improve sleep quality.



BURBERRY



PORSCHE

NETFLIX

Awareness

Consideration

Purchase

Retention

Advocacy

Positive Experience

Negative Experience

Product Awareness

Product Research

Store Visit

First Experience

Product Receipt

Product Review

Enjoy Better Sleep

Max starts to search on Amazon, he sees a product called Skylite which has a lot of good reviews. He then google the Skylite and read throw its website. He thinks the product might be perfect for him.

Max doesn't use any product while he sleep, but work as San Francisco schedule in Charleston starts to give him problem. He decides to look a product which can make his schedule as same as San Francisco although he lives in Charleston now.

Max decides to give Skylite a chance see if it can help him Synchronize his schedule with his other team members. He ordered Skylite on Amazon since the prime can ship the it to him the same day.

Max receives Skylite just after his work. He starts to open the package and follow the paper manual to install it on his ceiling. After he sets the Skylite special time zone option, the Skylite simulate San Francisco sun strength in his room. Then he adjusts his schedule according to Skylite, 3 days after he synchronize his schedule with his team member.

Max shares his experience with his team, and finds out some of them who left CA has same issue since they all live in different time zone. lots of his team members decides to try Skylite because of Max's recommendation.

After Max share his experience, most member of his team start to use Skylite change their schedule back to San Francisco, and this improve their sleep quality dramatically since they don't feel like working till late night.

Max and his team member all improve their sleep quality greatly since they don't need to sleep late because of the different time zone.



○● Iris, 33

Income: \$125.000 (F22 Fast Track Couples)

Location: Live in a house in the suburbs of Atlanta with her husband.

Occupation: Medical Student of Columbia University

Iris enjoys her job as a novelist, but this job makes her sleep schedule daily mess.

Due to her job, Iris has poor sleep quality, and she often suffers from insomnia and anxiety when the due date is approaching, so she has to take sleeping pills.

This year, Iris and her husband plan to have a baby. In order to ensure the health for their baby, Iris decided to look for a non-drug product that has no side effect on fetal development to improve sleep quality.



Awareness

Consideration

Purchase

Retention

Advocacy

Positive Experience

Negative Experience

Max doesn't use any product while he sleep, but work as San Francisco schedule in Charleston starts to give him problem. He decides to look a product which can make his schedule as same as San Francisco although he lives in Charleston now.

Product Awareness

Product Research

Max starts to search on Amazon, he sees a product called Skylite which has a lot of good reviews. He then google the Skylite and read throw its website. He thinks the product might be perfect for him.

Max decides to give Skylite a chance see if it can help him Synchronize his schedule with his other team members. He ordered Skylite on Amazon since the prime can ship the it to him the same day.

Store Visit

First Experience

After two days waiting, Iris finally receives the Skylite, she download the app directly and follow the app instruction pair with her phone. After she set her sleep time and duration, the Skylite start to adjust light to help her sleep. Iris starts to feel sleepy after 20 mins and sleeps 2 hours earlier than yesterday.

Iris post her Skylite pictures on her twitter and shares how she could sleep much earlier yesterday, lots of her followers and readers comment on her post and say they want to try it too.

Product Receipt

Product Review

After Iris' post, lots of her followers want to try Skylite and hope it can improve their sleep quality.

Enjoy Better Sleep

By using Silenzer, Iris successfully improved her sleep schedule and feel much more comfort and much less anxiety to have her first baby since she doesn't need to worry her bad habit will affect her children.

◉◉ | **Questionnaire**



Demographic info

1. Age
2. Gender
3. What is your occupation?
 - Management
 - Business and Financial Operations
 - Computer and Mathematics
 - Architecture and Engineering
 - Life, Physical, and Social Science
 - Community and Social Service
 - Law
 - Educational Instruction
 - Arts, Design, Entertainment, Sports, and Media
 - Healthcare Practitioners and Technical
 - Healthcare Support
 - Protective Service
 - Food Preparation and Serving
 - Building and Grounds Cleaning and Maintenance
 - Personal Care and Service
 - Sales and Client Services
 - Office and Administrative Support
 - Farming, Fishing, and Forestry
 - Construction and Extraction
 - Installation, Maintenance, and Repair
 - Production
 - Transportation and Material Moving
 - Military
4. Income



Sleep Quality

5. Have you ever experienced sleep or are experiencing sleep problems?

6. What's your greatest issue for sleep?

can't fall asleep

dreaming

wake up during the sleep

Sleep duration is too short

Others

7. How often do you sleep issue?

Always

Very often

Sometimes

Rarely

Never

8. How many hours do you sleep per day?

1.3 or Less than 3 hours

2.4 to 6 hours

7 to 9 hours

More than 9 hours

9. Will you wake up during the night?

10. Why you wake up during the night?

11. How does poor sleep affect the following?

Professional life

Energy

Mood

Realtionship



Factors Affecting Sleep Quality

- 12. Do you have a nap during the day? (sleep disorder)
- 13. Do you do any exercise during the day?

14. Is your sleeping environment quite and dark? Dreaming

15. How long it takes you to fall asleep once you are in bed?

Less than 15 min

15-30 min

31-45 min

46-60 min

More than an hour

15. In your opinion, What affects your sleep quality?

Irregular sleep schedule

Snoring

External light

Noise

Temperature

Others

17. Please state which of the following activities do you usually do before you go to sleep?

Check email

social media

Watch TV

Read books or ebooks

Sex

Drink alcohol

Smoke

Play video games

None of the above

Other (Please specify)



Current Solution

18. What methods do you usually use to improve sleep quality?

- Medication
- Sleep Apps
- Wearables and Fitness Trackers
- Smart Beds and Mattresses
- Others

19. Have you ever take drugs to fall asleep?

20. What's your attitude with melatonin?

- I rely on melatonin to fall asleep every day
- I try to control the frequency of taking melatonin as much as possible
- I only take melatonin when I have no other choice
- I never take melatonin.

21. Do you think take drugs or melatonin is a good way to help sleep?

22. If there is new way to help you improve your sleep quality, are you willing to try it?

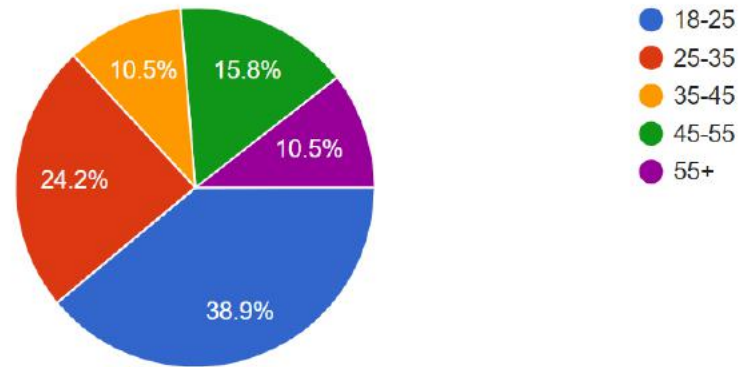
23. On a scale of 1 to 5, 5being the greatest, how much do you think the following points contribute to your sleep quality?

- | | |
|---------------------------------|-----------------------|
| Work stress | Multiple thoughts |
| Finical issues | Temperature |
| Relationship problems | Nightmares |
| Caffeine | Smoking before sleep |
| Health issues | Drinking before sleep |
| Waking up to go to the bathroom | Working late |
| Any type of sounds | |

●● | **Survey Results**

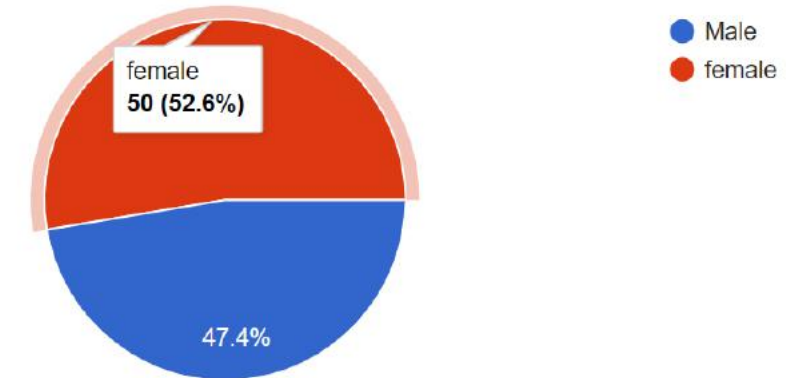
Age

95 responses



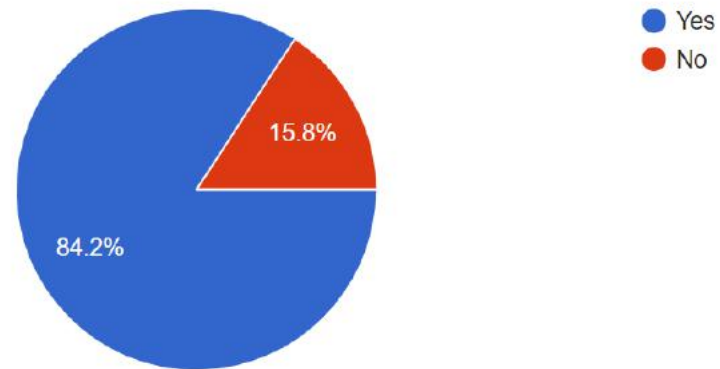
Gender

95 responses



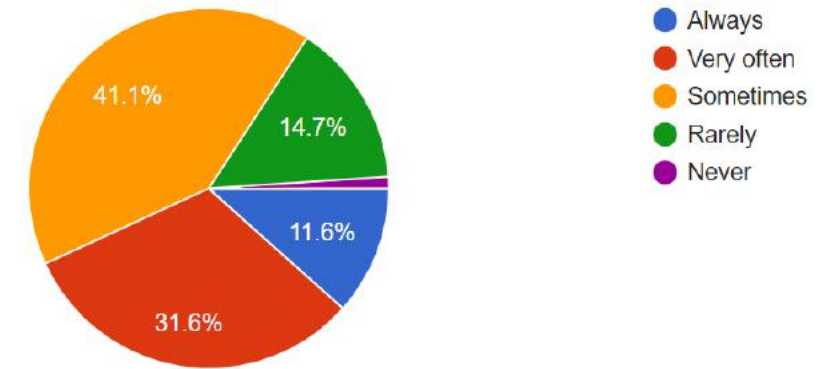
Have you ever experienced sleep or are experiencing sleep problems?

95 responses



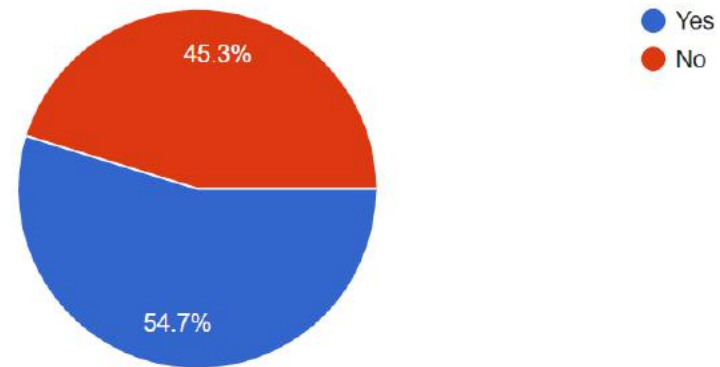
How often do you have sleep issues?

95 responses



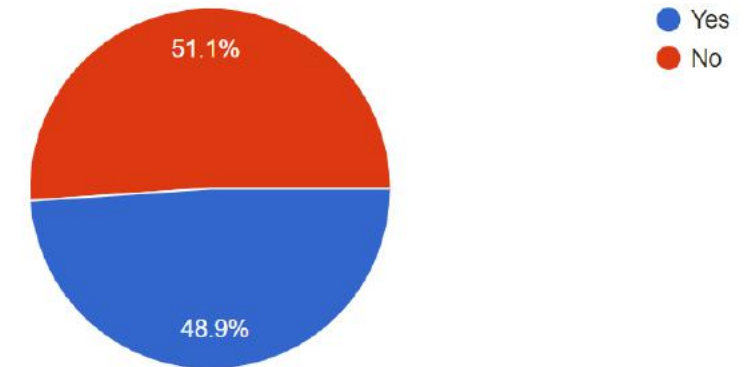
Do you have a nap during the day? (sleep disorder)

95 responses



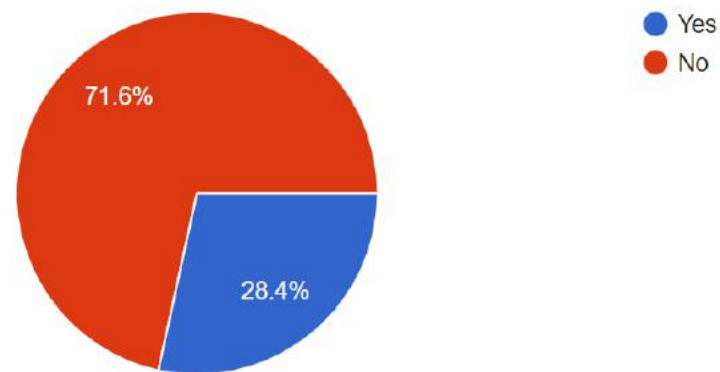
Have you ever take drugs to fall asleep?

94 responses



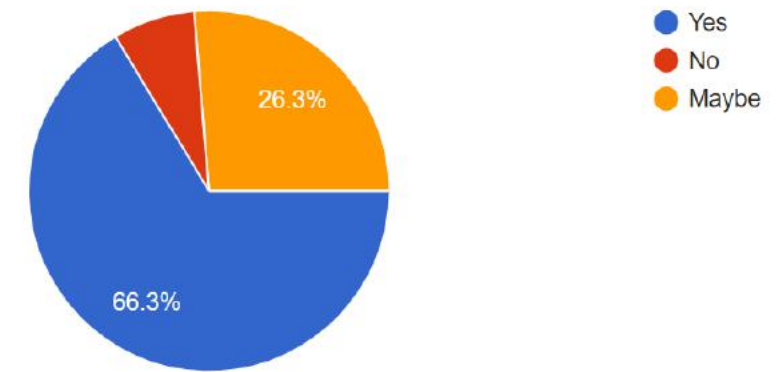
Do you think take drugs or melatonin is a good way to help sleep?

95 responses



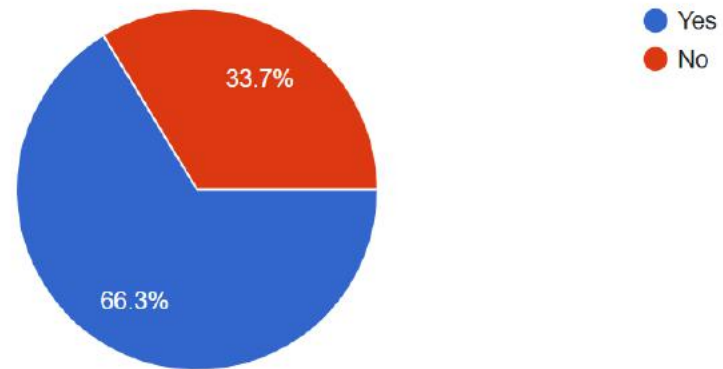
If there is new way to help you improve your sleep quality, are you willing to try it?

95 responses



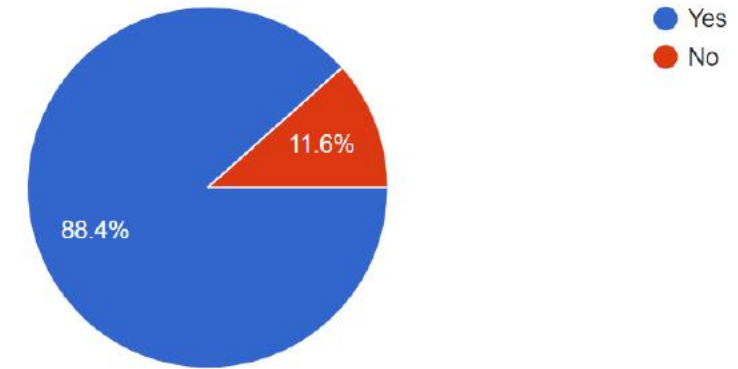
Will you wake up during the night?

95 responses



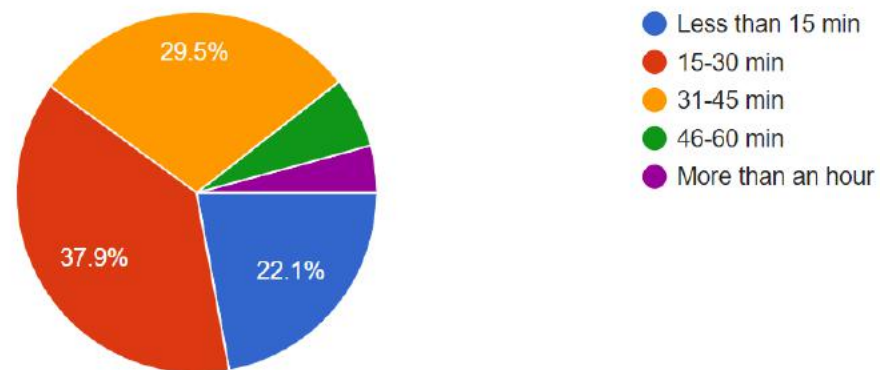
Is your sleeping environment quite and dark?

95 responses



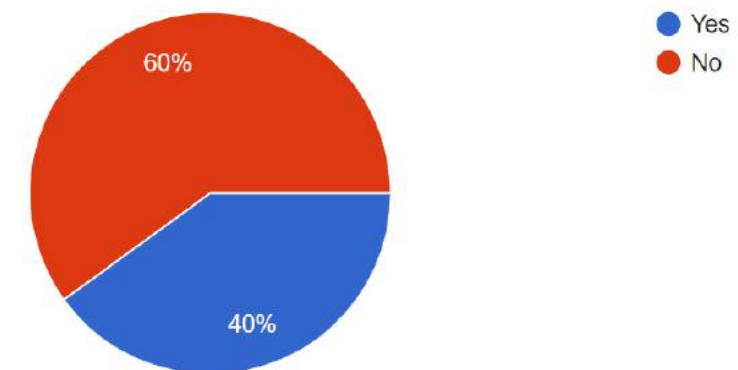
How long it takes you to fall asleep once you are in bed?

95 responses



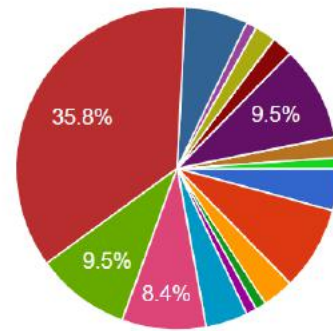
Do you do any exercise during the day?

95 responses



What is your occupation?

95 responses

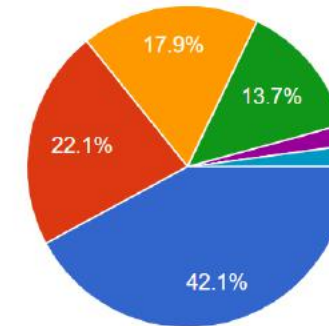


- Management
- Business and Financial Operations
- Computer and Mathematics
- Architecture and Engineering
- Life, Physical, and Social Science
- Community and Social Service
- Law
- Educational Instruction

▲ 1/3 ▼

What's your greatest issue for sleep ?

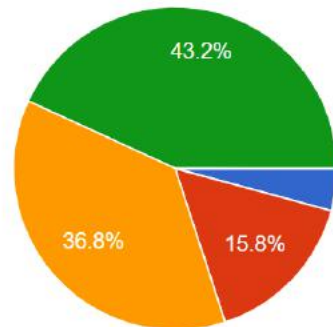
95 responses



- can't fall asleep
- dreaming
- wake up during the sleep
- Sleep duration is too short
- I usually don't have any issues sleeping
- none

What's your attitude with melatonin?

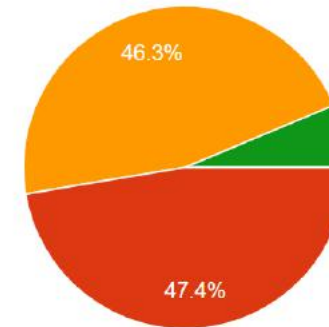
95 responses



- I rely on melatonin to fall asleep every day
- I try to control the frequency of taking melatonin as much as possible
- I only take melatonin when I have no other choice
- I never take melatonin.

How many hours do you sleep per day?

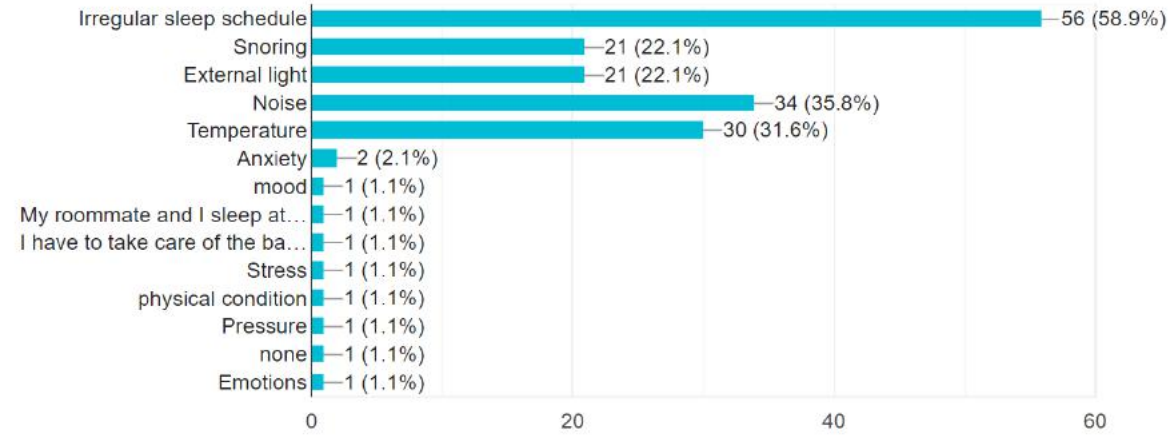
95 responses



- 3 or Less than 3 hours
- 4 to 6 hours
- 7 to 9 hours
- More than 9 hours

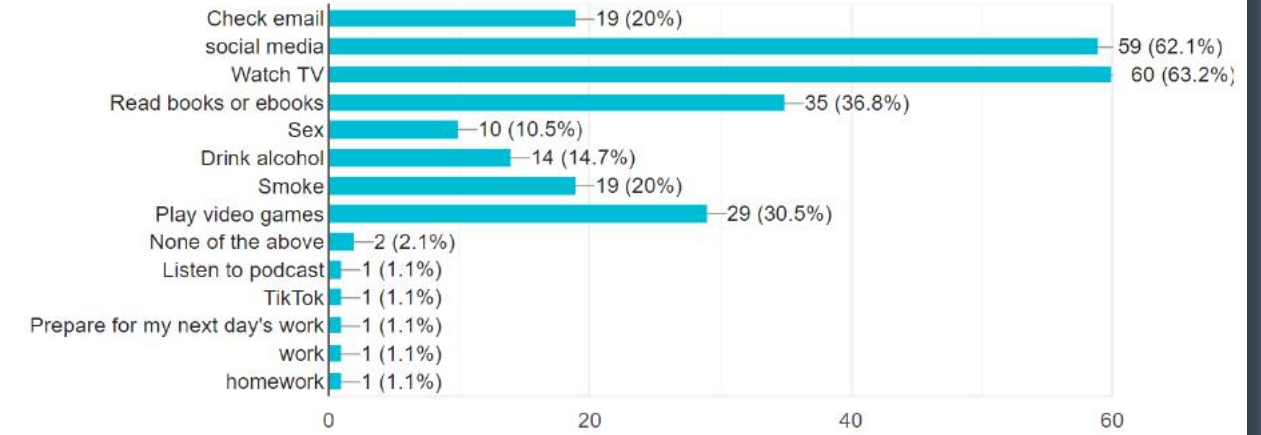
In your opinion, What affects your sleep quality?

95 responses



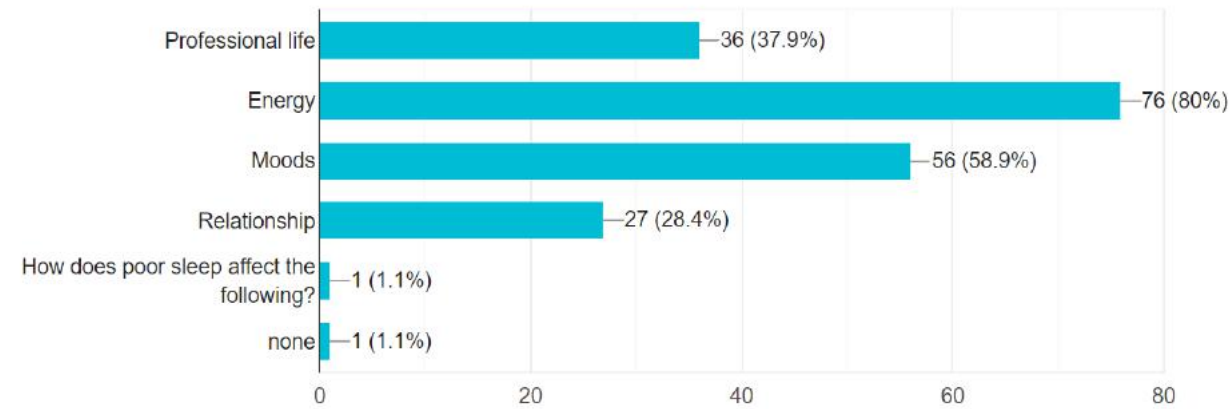
Please state which of the following activities do you usually do before you go to sleep?

95 responses



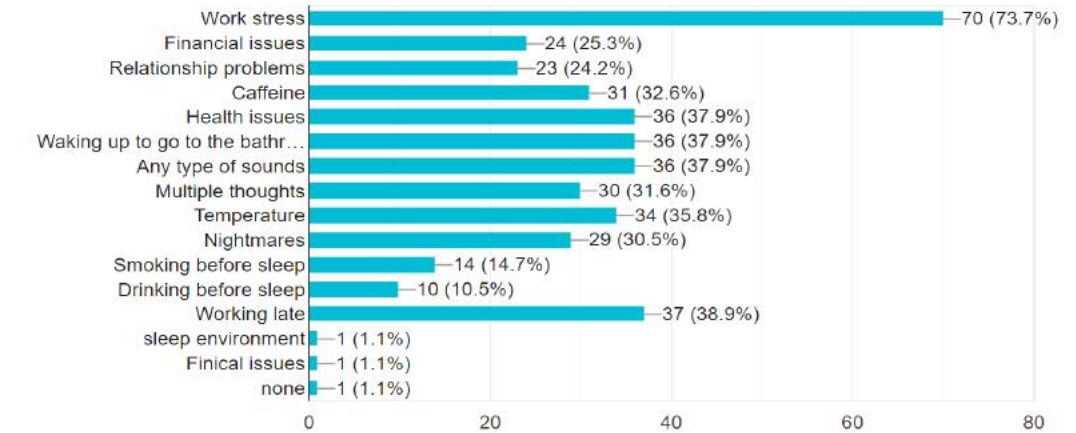
How does poor sleep affect the following?

95 responses



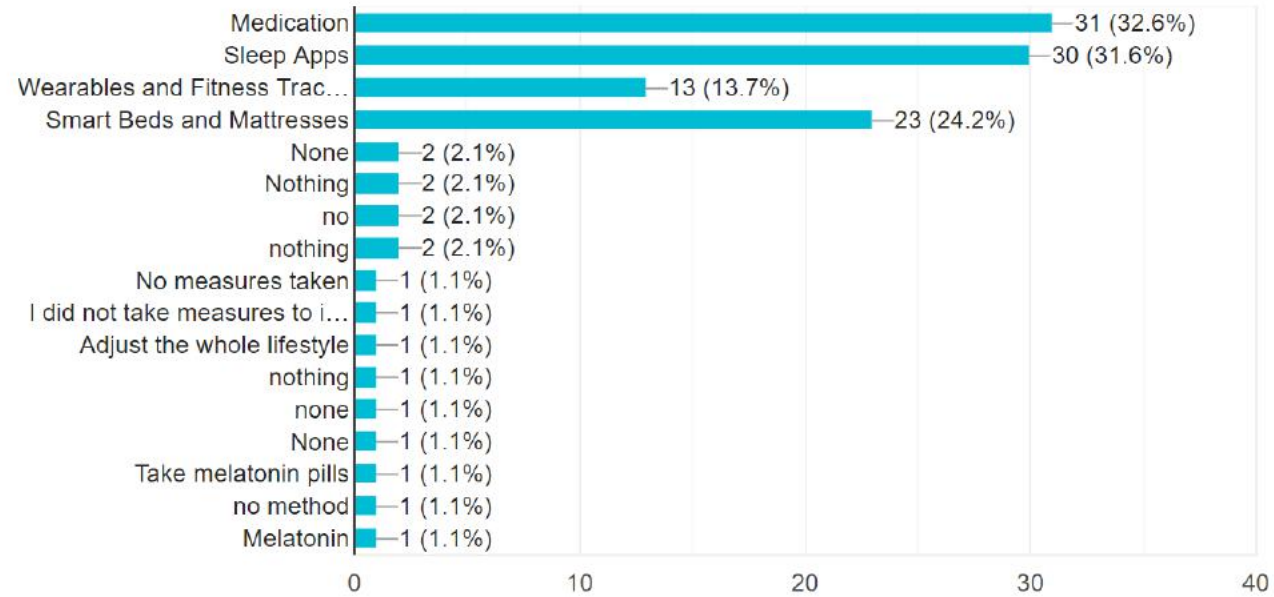
how much do you think the following points contribute to your sleep quality?

95 responses



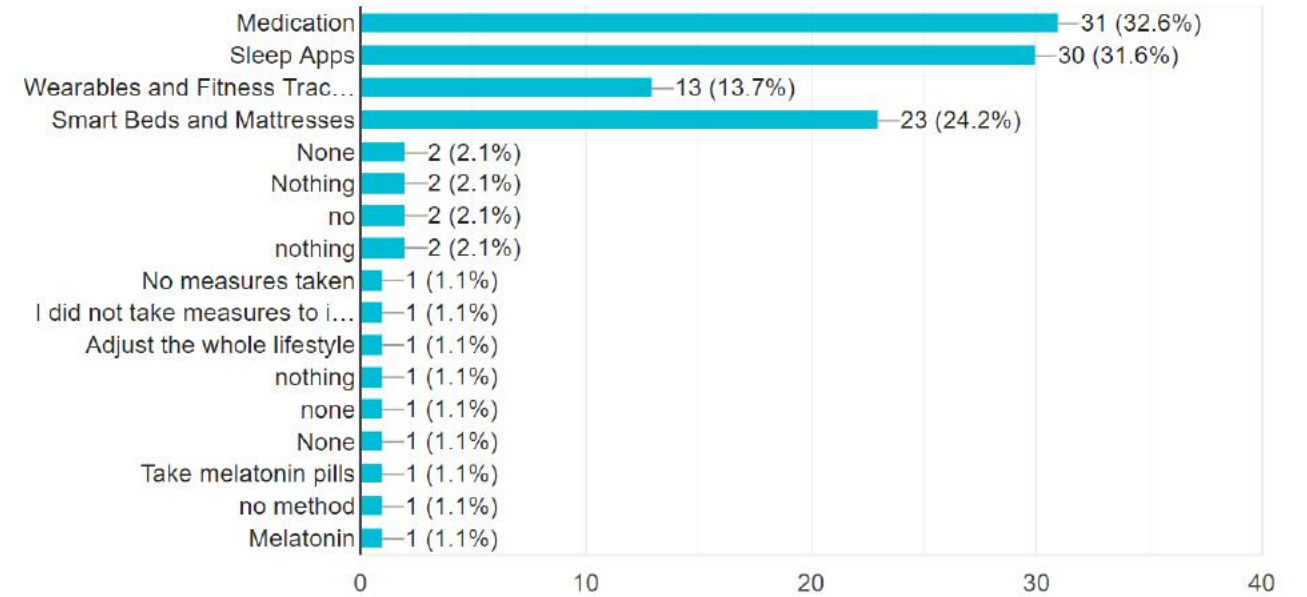
What methods do you usually use to improve sleep quality?

95 responses



What methods do you usually use to improve sleep quality?

95 responses





Insights

- Creative Brief
- SWOT Analysis
- Strategy
- Initial Idea
- Name & Tagline

Insights

According to the survey, there are 44% of people always being affected by the sleep disorders.

Among our interviewees, the inability to fall asleep is the top problem, accounting for 43% of sleep problems.

38% of people experience dreaming and awakening during sleep.

The result has shown that the sleep environment has become the biggest factor affecting sleep quality. 24% think that light affects sleep, 41% think that noise affects sleep quality, 28% think the temperature has contributed to sleep quality.

Although 50% of people have used drugs to aid sleep, everyone generally does not support drugs.

About 73% of people believe that drugs are not a good way to improve sleep quality.

92% of people willing to try new ways of improving sleep quality.

60%–80% of respondents with sleep problems use electronic devices before going to bed.

Although nearly half of the respondents take a nap during the day, 48% of people don't have enough sleep.

Product Positioning

According to the survey results and the demands of the survey respondents, our product positioning is:

Improving patients' sleep problems without medication.

A product that use lights and sounds to make a nice sleep environment for people who has sleep disorders.

Associated with the mobile phone APP to remind users to control the time of using electronic devices before going to bed.





Creative Brief

Overview

- Among the twelve countries in the world, 77% of surveyed adults recognizing that sleep has an impact on health, 62% admitted they sleep only somewhat well and 44% stated that their sleep has worsened in the past five years.
- According to the Centers for Disease Control and Prevention, about 70 million Americans suffer from chronic sleep problems and poor sleep health resulting in sleep deprivation, which has a high correlation to depression, obesity, diabetes, heart disease, stroke, neurocognitive disease, and even cancer.

What is the communication problem or opportunity? (The Why)

- At present, sleep problems are widespread among adults around the world, and there is no more direct and effective way or product for this other than drug treatment.
- For a small number of people (pregnant women, children, people with mental illness, and people with other diseases) taking sleep aids is not a safe and reliable option.
- Currently, the functions of products in the market are relatively single, and the repetition rate is high, and most of them do not effectively help improve the quality of sleep.

What facts are most likely to produce this response? (Market Research)

The global sleep aids market was valued at USD 71 billion in 2018 and it is expected to grow with a CAGR of 7% over the forecast period of 2019–2025.

There are over 100,000 health apps combined in the Apple and Google Play mobile app store.

One target for health and fitness app developers has been sleep and sleep hygiene.

These apps have a broad range of functions, including smart alarm clocks, sleep aids, sound recording during sleep, and sleep analysis.

Marketing Objective:

Through our product design and promotion, the simple appearance and the function of changing sleep environment can attract target audience, effectively help people to improve sleep quality, expand the reputation of the product in the market, and increase brand loyalty.

Expectations:

We want to provide a product that can replace the medication and improve sleep quality for people.

Target Audience:

People with sleep disorders, such as students, parents of newborns, pregnant women, people who smoke or drink before going to bed, workers with high work pressure, and people who rely on electronic devices before going to bed.



Competitive analysis



BOSE white noise sleep buds

Sleepbuds™ work with the Bose Sleep app to deliver relaxing sounds to help you fall asleep, and use Bose noise-masking technology so you stay asleep all night.

Choose from more than 50 sounds — from relaxing content to lull you into peaceful sleep to Bose-engineered noise-masking sounds specifically designed to cover unwanted nighttime disturbances. More content will be added to the Sound Library through future software updates.

Competitive analysis



Philips smartsleep

Which connects to your home Wi-Fi, helps improve your sleep quality by helping you learn about how the environment in your bedroom affects your rest. You'll be interacting with its proprietary app SleepMapper to document and receive feedback on some of your behaviors.

In addition to tracking your sleep patterns, SmartSleep works with its companion app to track and monitor your bedroom's temperature, noise, light and humidity levels. The light it emits is designed to ease you out of sleep.

Current Beliefs:

Most target audiences do not want to use sleep drugs to improve sleep quality

Most target audiences have a high acceptance of new products.

Most target audiences hope that the product is affordable, convenient and practical, and has no side effects.

Key Net Take-Away:

This is a product that can bring me a good sleep atmosphere, can relax my stress and give me a solid sleep.

Reasons To Believe:(Technology)

White noise helps create a comfortable environment for people. Since white noise contains all frequencies at equal intensity, it can mask loud sounds that stimulate your brain. That's why it's often recommended for sleeping difficulties and sleep disorders like insomnia.

Findings indicate that room light exerts a profound suppressive effect on melatonin levels and shortens the body's internal representation of night duration. Hence, chronically exposing oneself to electrical lighting in the late evening disrupts melatonin signaling and could therefore potentially impact sleep, thermoregulation, blood pressure, and glucose homeostasis.



SWOT Analysis

We analyze the market of the product based on the concept of our product and the pain points of the target audience.

Strengths

No side effects, no dependence, no intervention in the body, safe and convenient to use.
Sound waves can improve the quality of sleep.
The light source provides users with a good sleeping

Weaknesses

The price will be higher than sleep drugs or traditional APP.
People have concerns about power consumption, product life, user experience and after-sales service.

Opportunities

The sleep aid products currently in the market have a single function and a high repetition rate.
People's high acceptance of high-tech products.
People's generally negative attitudes towards sleep drugs.

Threats

The same type of high-tech sleep products in the market.
Such as BOSE white noise sleep buds and Philips smartsleep.



Strategy

Get everyone who has sleep problems(disorder, noisy environment) to bring a nice sleep environment and improving sleep quality by simulating the sky and natural sounds according to the user's sleep pattern because everyone deserves a nice sleep environment.



Initial Idea

Sleep Ear Plug(Active noise canceling)

Projector with Fragrance

Window which simulate other time zone

Name Development

1. Skylite
2. SkyPower
3. Sky Eye
4. Sky-Light
5. Hypons
6. Moods
7. SkyIn (Sky in)
8. Nighty-night.
9. SleepNite (Nite=simplified spelling of night.)
10. Dreamland
11. U Dream
12. Sleep guard
13. Dreamsky
14. Dreamspace
15. Deeper sleep
16. Laxity
17. Dreamland
18. Heal
19. Morpheus (is a god associated with sleep and dreams.)
20. Dream studio
21. SLab (Sleep lab)
22. Sleeplite
23. Sleep-lull
24. Illuminate
25. Skylux
26. Amemiya
27. Blur
28. Phantom
29. Simlulite
30. Emulite
31. Simforce
32. LUNA
33. Selene
34. Spyder
- 35. SORA**
36. HOSHISORA
37. Wonderland
38. Illusion
39. Sleep-Mood
40. Dream Whisper
41. Lull Dream
42. Lullabies

Tagline Options

1. Your best sleep ever.
2. Sleep well — in a relaxed mood.
3. Sleep well — in a smart environment.
4. Better environment, Better mood, Better sleep.
5. Better sleep, Better life.
- 6. Meet the sky, from day to night.**
7. From falling asleep to waking up, more naturally.
8. No more jet lag no more pain
9. Let light guide you.
10. Talking to the sky.
11. Your personal sleep guards.
12. Light your dream.
13. Changing lump, deep sleep.
14. The sky belongs to you.
15. For your sleep, mood, even better tomorrow.
16. Purely for sleep.
17. Your beloved sleep.
18. Have a skylight in your room.
19. Not just a sweet dream.
20. Let the sunrise wake you up.
21. Let the stars accompany you to sleep.
22. Bring your vision to the dream.
23. Where Dream Meets Ceiling/Roof/Home.
24. Restful Sleep, Easy Environment, Healthy Body.
25. For your sleep environment, For your quality sleep
26. There is a vision/ dream/ sky for everybody.
27. Talking to the dream / Whisper to the dream
28. Let you sleep your best.
29. It could only come from the home/ceiling/dream, and that's the only way you'll find it.
30. Smarter sleep
31. No more noise no more pain
32. Live in your own time zone
33. Change your time zone with a button
- 34. Sleep naturally.**



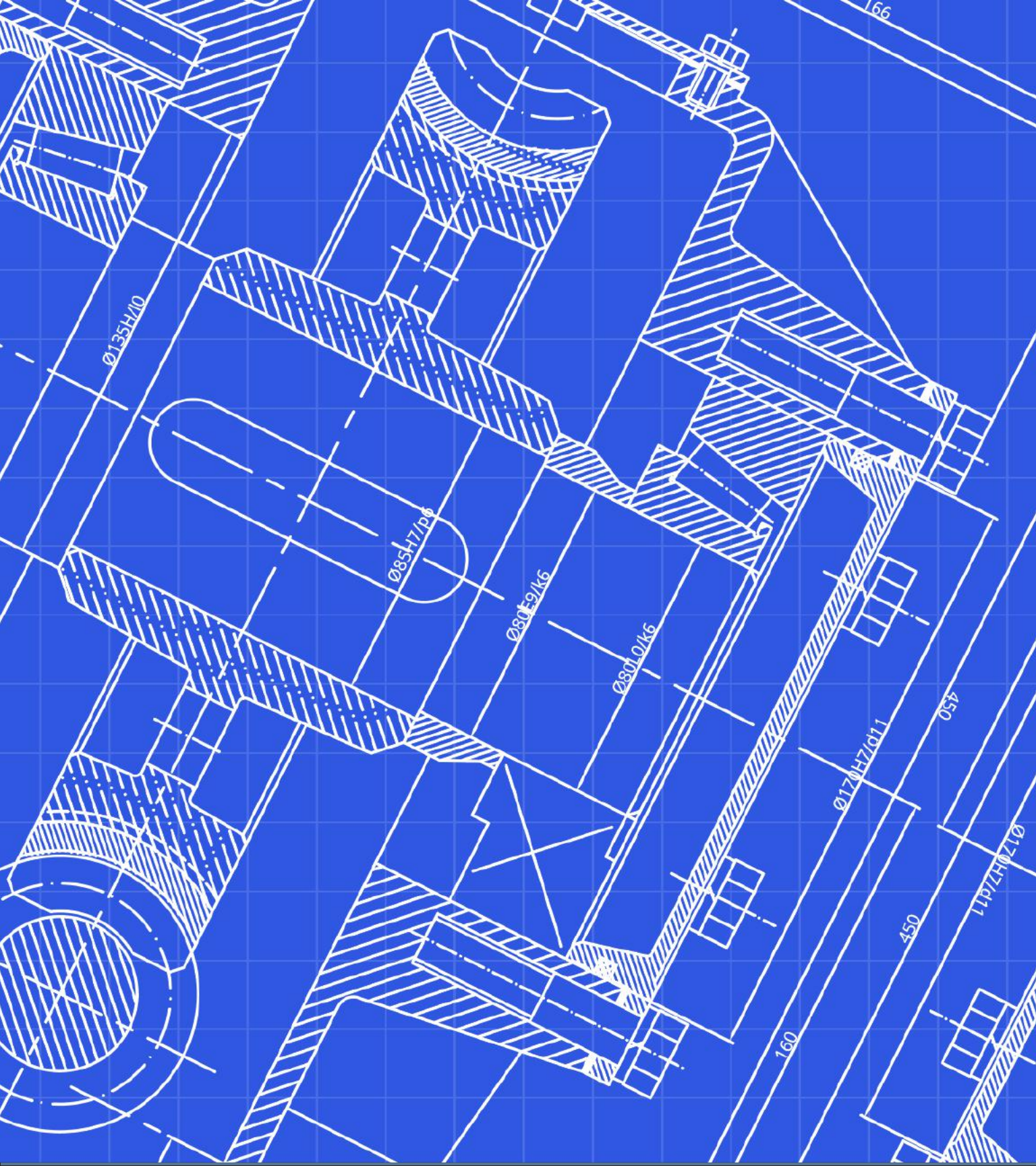
Product Design

- Features
- Sketches
- Prototypes
- App Mockup
- Prototype Testing
- Prototype Feedback





SORA



Prototype Sketches

Technology

Noise-masking Technology, AMOLED, Environment Light.

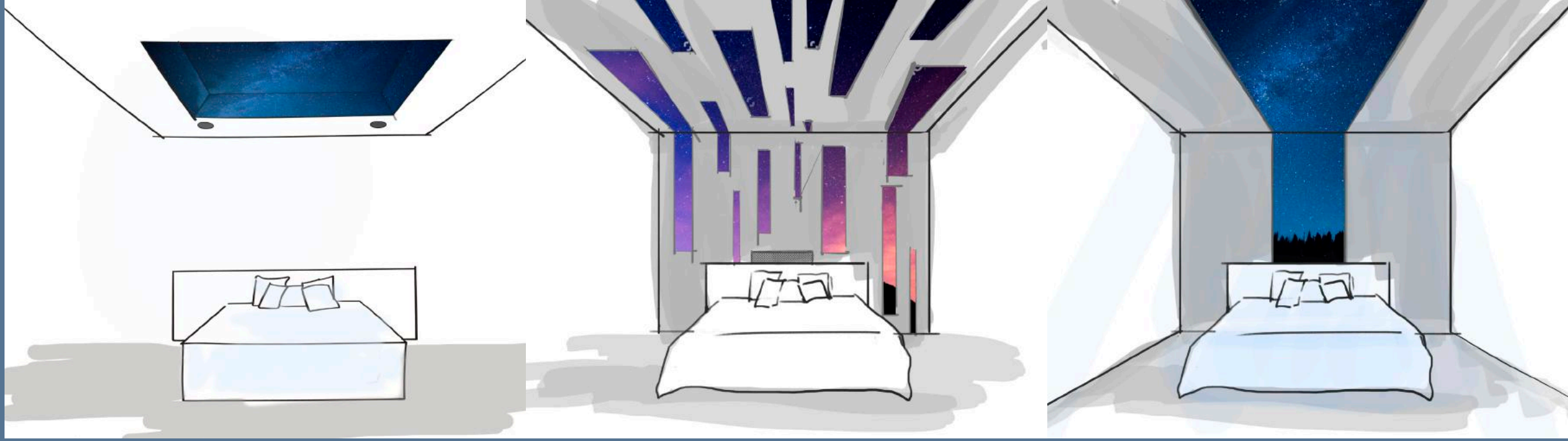
Feature

Play White noise.

Change brightness

Simulating target time zone.

Weather and environment simulation (including sound)



Initial Sketches

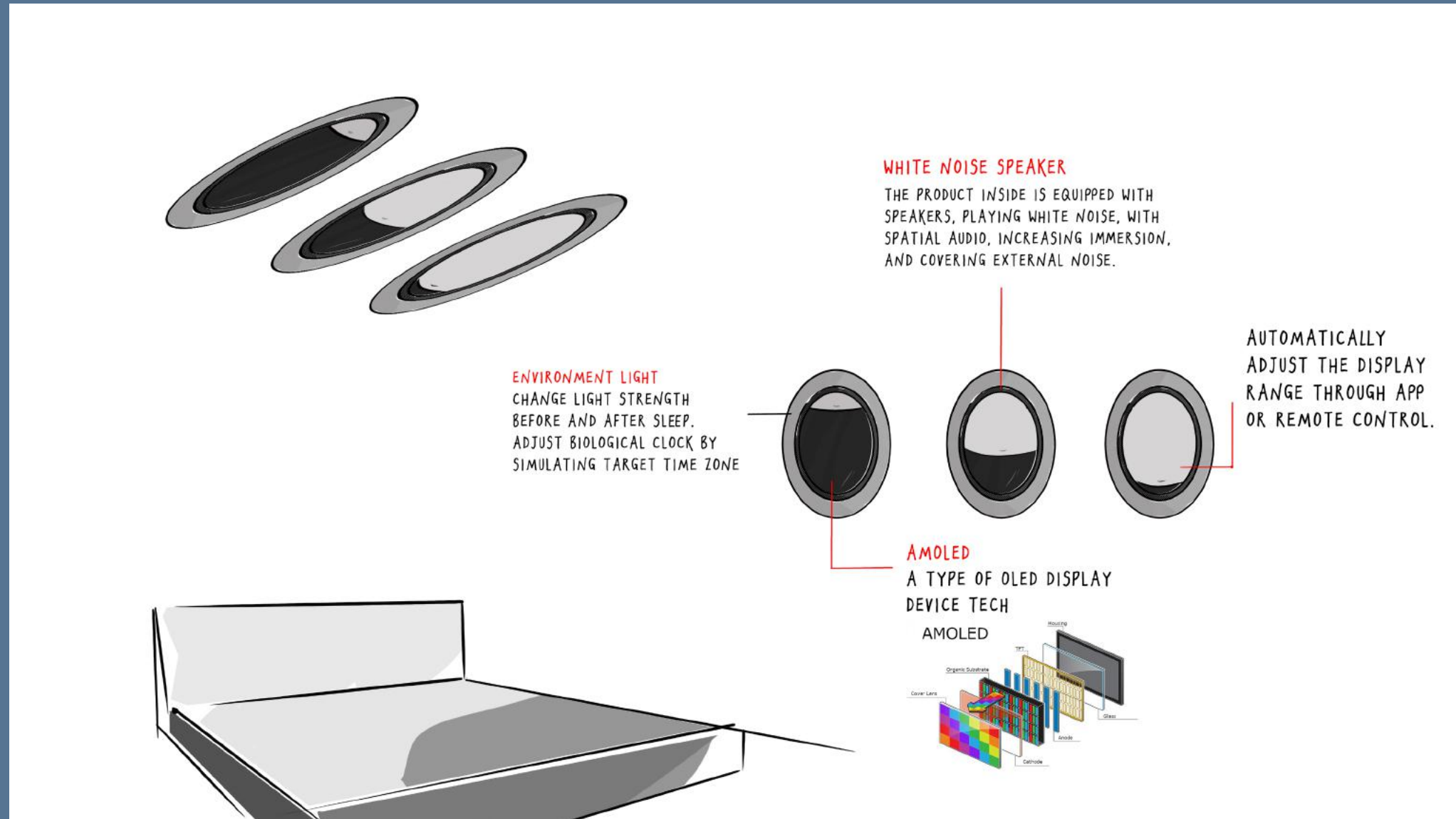


Initial Sketches

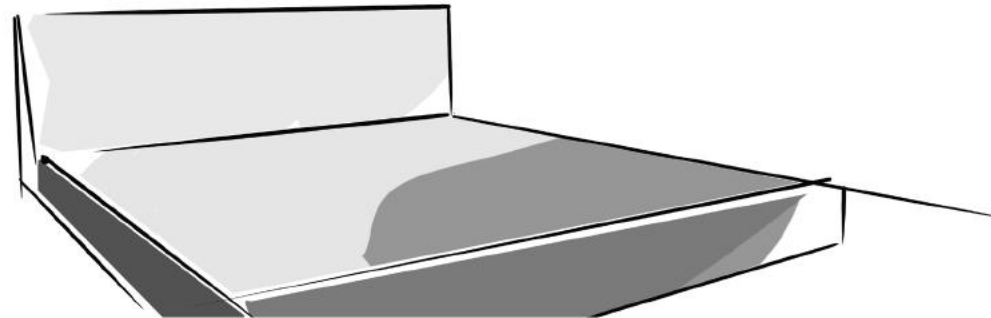
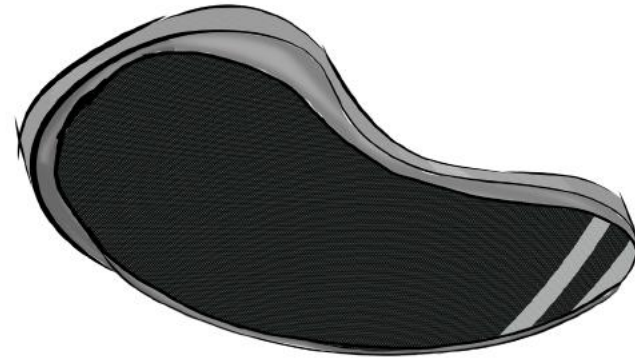


Initial Sketches

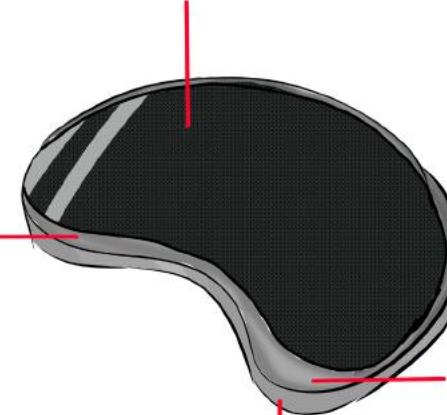
Exploring Sketches 0



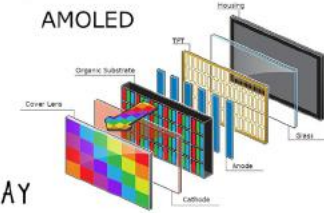
Exploring Sketches 0



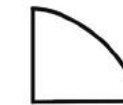
ENVIRONMENT LIGHT
CHANGE LIGHT STRENGTH
BEFORE AND AFTER SLEEP.
ADJUST BIOLOGICAL CLOCK BY
SIMULATING TARGET TIME ZONE



AMOLED
A TYPE OF OLED DISPLAY
DEVICE TECH

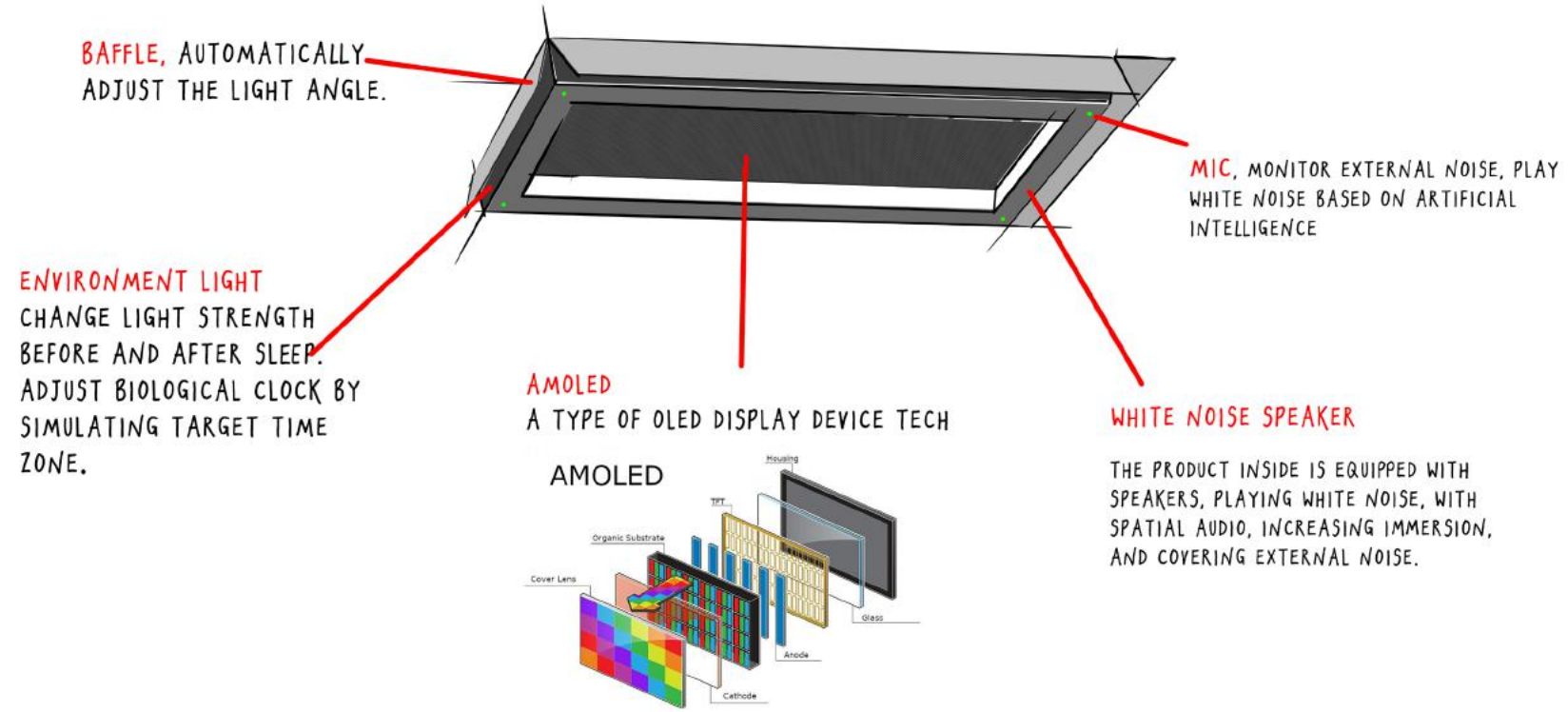


WHITE NOISE SPEAKER
THE PRODUCT INSIDE IS EQUIPPED WITH
SPEAKERS, PLAYING WHITE NOISE, WITH
SPATIAL AUDIO, INCREASING IMMERSION,
AND COVERING EXTERNAL NOISE.

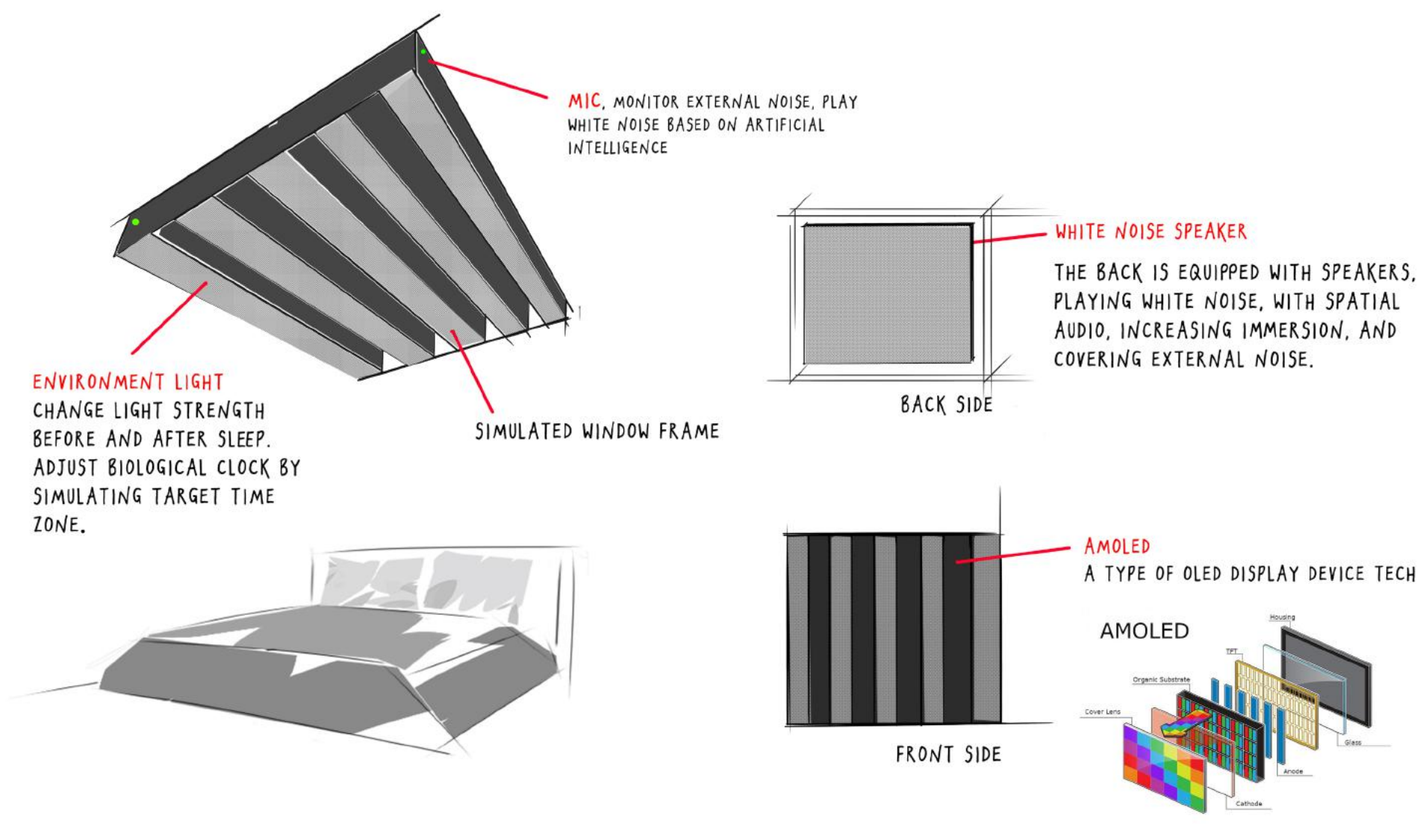


ROUND CHAMFER
MAKE THE PRODUCT SLEEK, SOFT,
AND COMFORTABLE TO CREATE
A SLEEPING ENVIRONMENT.

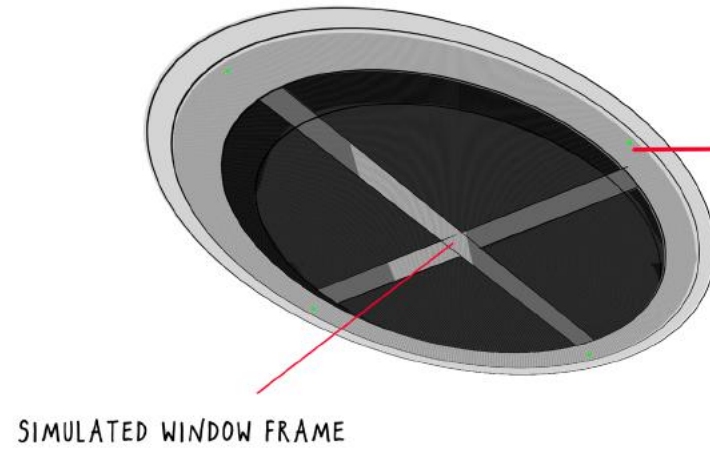
Exploring Sketches 0



Exploring Sketches 8



Exploring Sketches 0

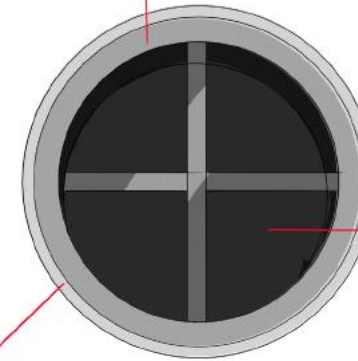


SIMULATED WINDOW FRAME

MIC, MONITOR EXTERNAL NOISE, PLAY WHITE NOISE BASED ON ARTIFICIAL INTELLIGENCE

WHITE NOISE SPEAKER

THE PRODUCT INSIDE IS EQUIPPED WITH SPEAKERS, PLAYING WHITE NOISE, WITH SPATIAL AUDIO, INCREASING IMMERSION, AND COVERING EXTERNAL NOISE.

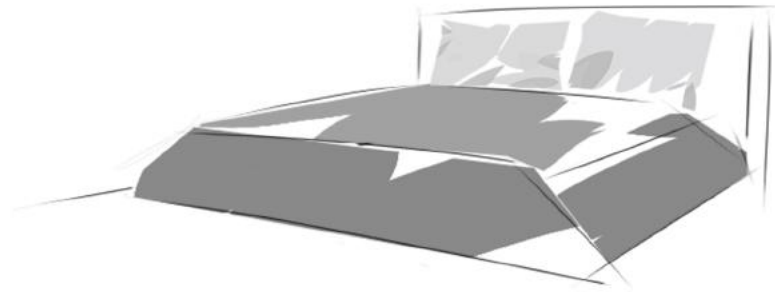
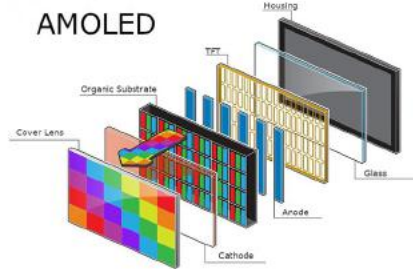


AMOLED

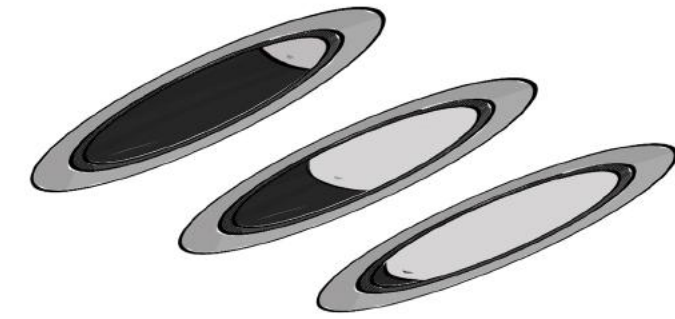
A TYPE OF OLED DISPLAY DEVICE TECH

ENVIRONMENT LIGHT

CHANGE LIGHT STRENGTH BEFORE AND AFTER SLEEP. ADJUST BIOLOGICAL CLOCK BY SIMULATING TARGET TIME ZONE.



Exploring Sketches 0

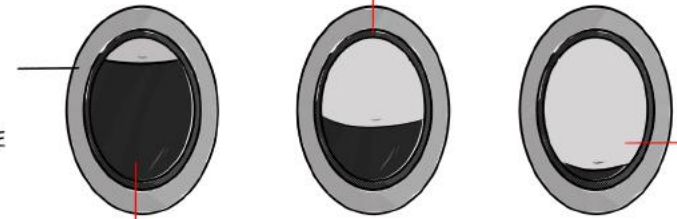


ENVIRONMENT LIGHT
CHANGE LIGHT STRENGTH
BEFORE AND AFTER SLEEP.
ADJUST BIOLOGICAL CLOCK BY
SIMULATING TARGET TIME ZONE

WHITE NOISE SPEAKER

THE PRODUCT INSIDE IS EQUIPPED WITH
SPEAKERS, PLAYING WHITE NOISE, WITH
SPATIAL AUDIO, INCREASING IMMERSION,
AND COVERING EXTERNAL NOISE.

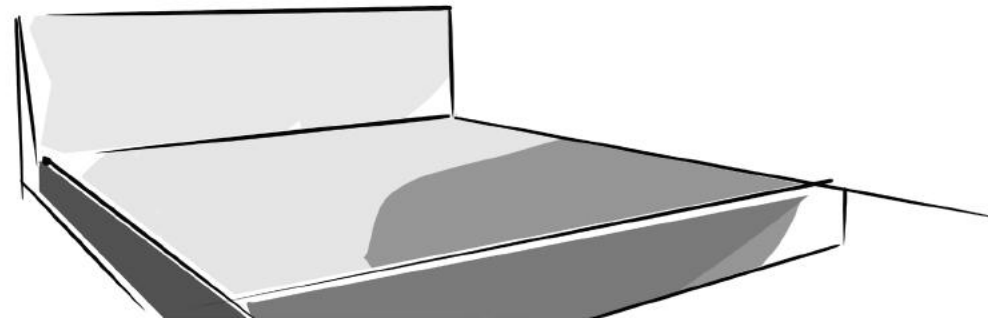
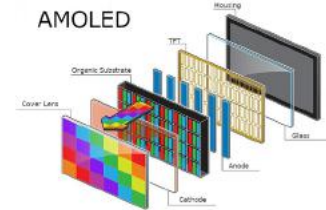
AUTOMATICALLY
ADJUST THE DISPLAY
RANGE THROUGH APP
OR REMOTE CONTROL.



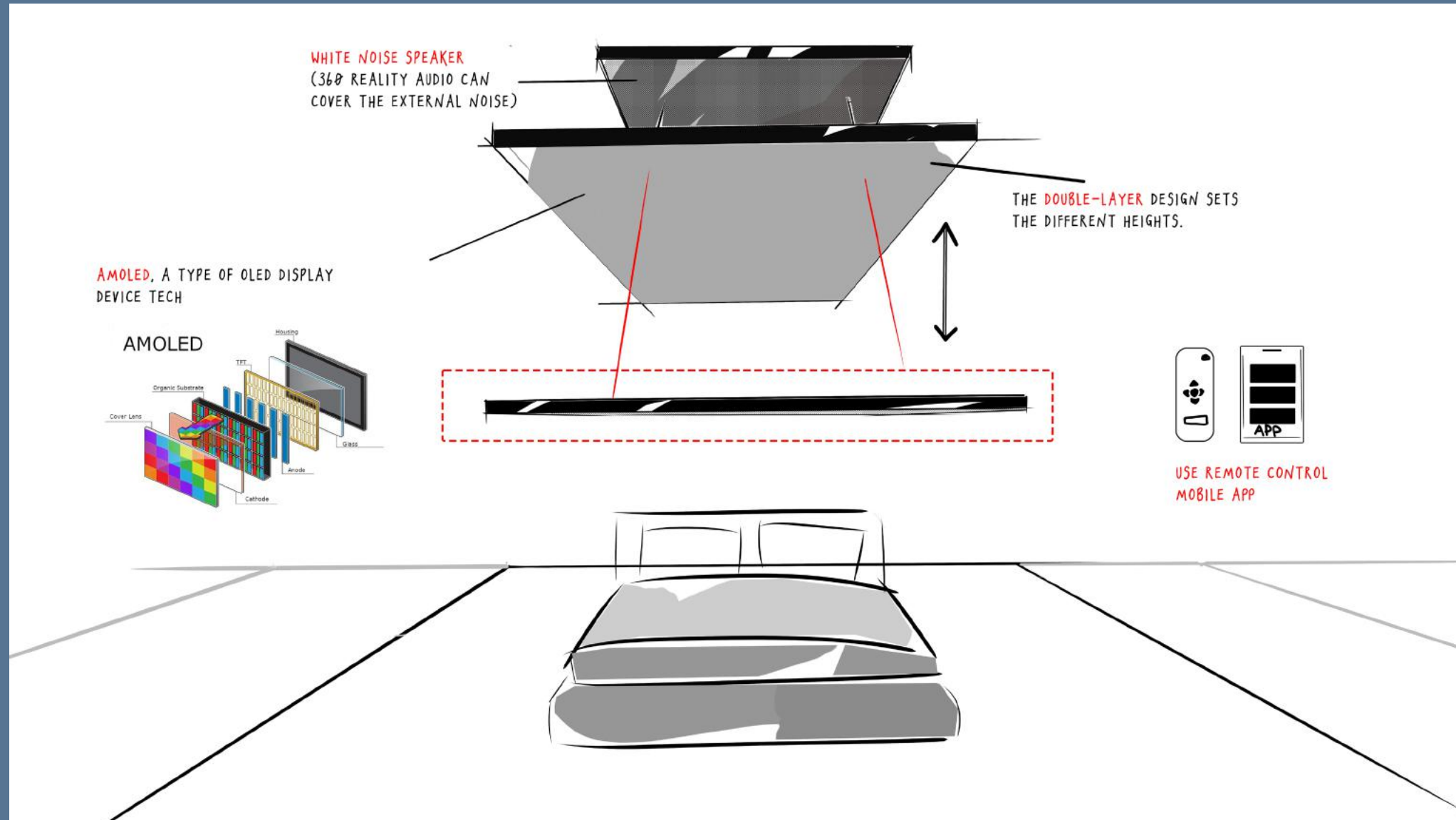
AMOLED

A TYPE OF OLED DISPLAY
DEVICE TECH

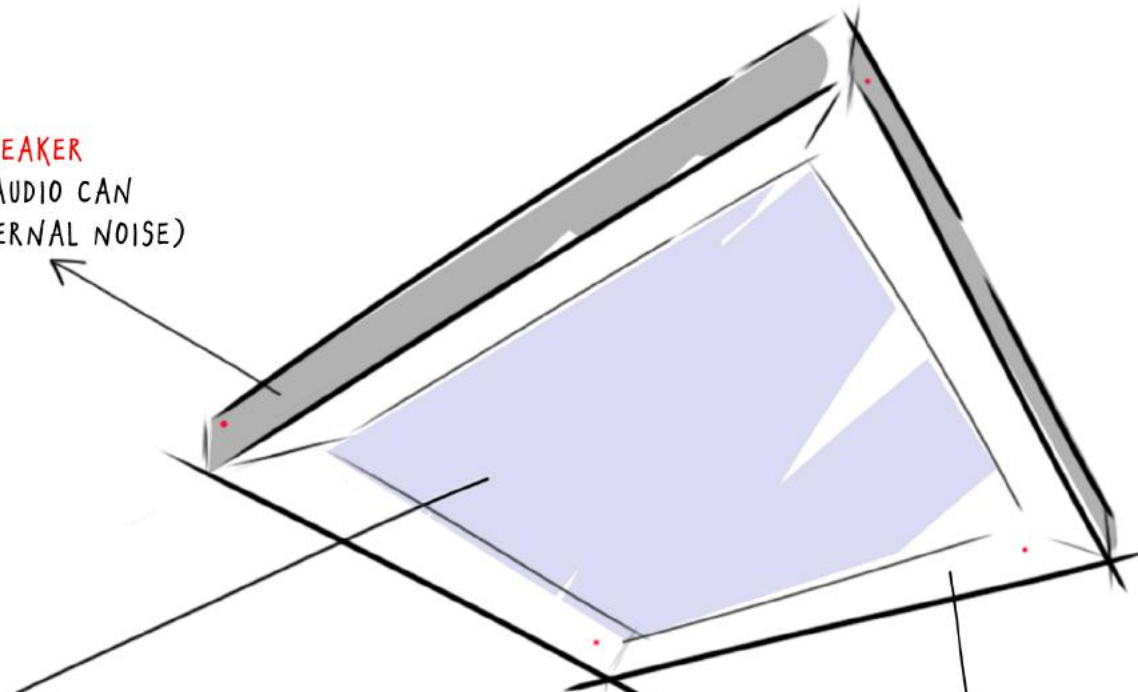
AMOLED



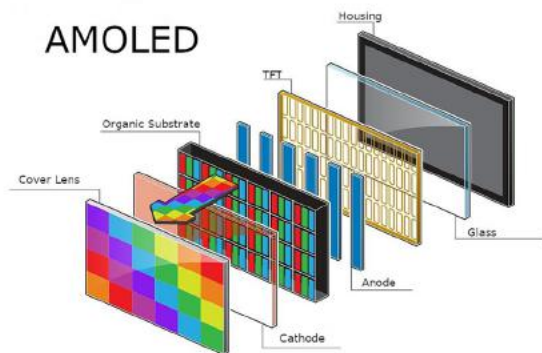
Exploring Sketches



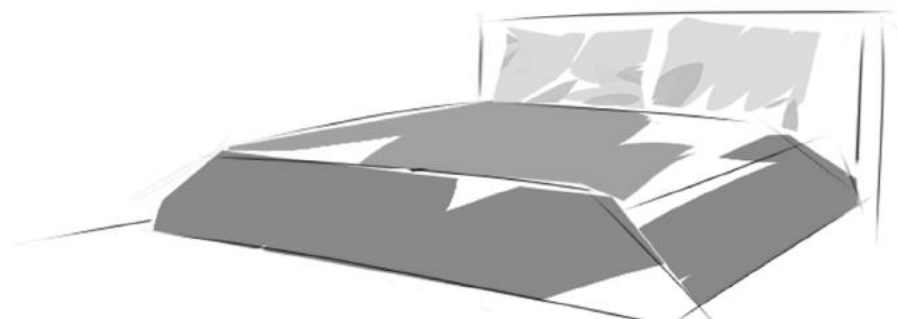
WHITE NOISE SPEAKER
(360° REALITY AUDIO CAN
COVER THE EXTERNAL NOISE)

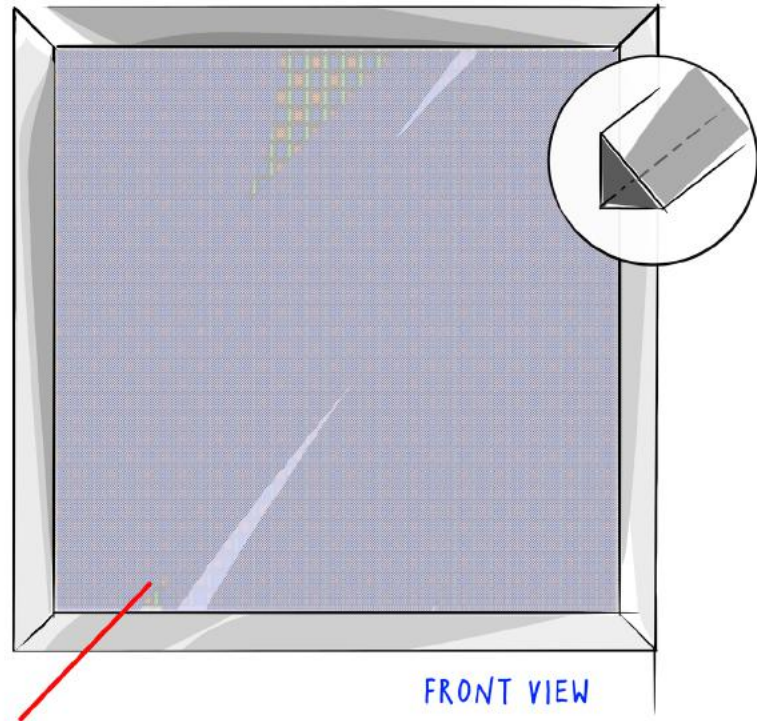


AMOLED, A TYPE OF OLED DISPLAY
DEVICE TECH



ANGLED CUT SURFACE, REFLECTING THE
EXCESS BRIGHTNESS OF THE SCREEN,
CREATING A SOFT ENVIRONMENT.



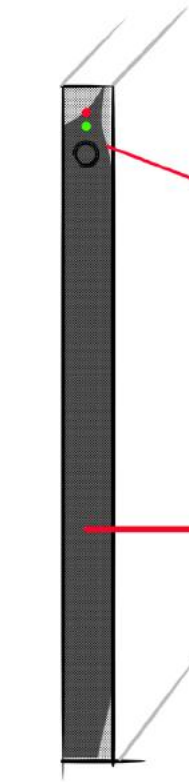
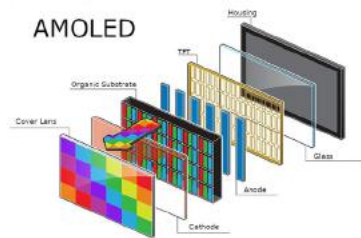


FRONT VIEW

LIGHT WITH ANGLED CUT SURFACE,
SIMULATE LIGHTING IN DIFFERENT TIME ZONES WHILE
REFLECTING THE EXCESS BRIGHTNESS OF THE SCREEN,
CREATING A SOFT ENVIRONMENT.

AMOLED, A TYPE OF OLED
DISPLAY DEVICE TECH

- OFFERS MORE COLORS
AND TRUE COLOR RE-PRODUCTION
- DEEP BLACKS,
- WIDE VIEWING ANGLE,
- LESS POWER.

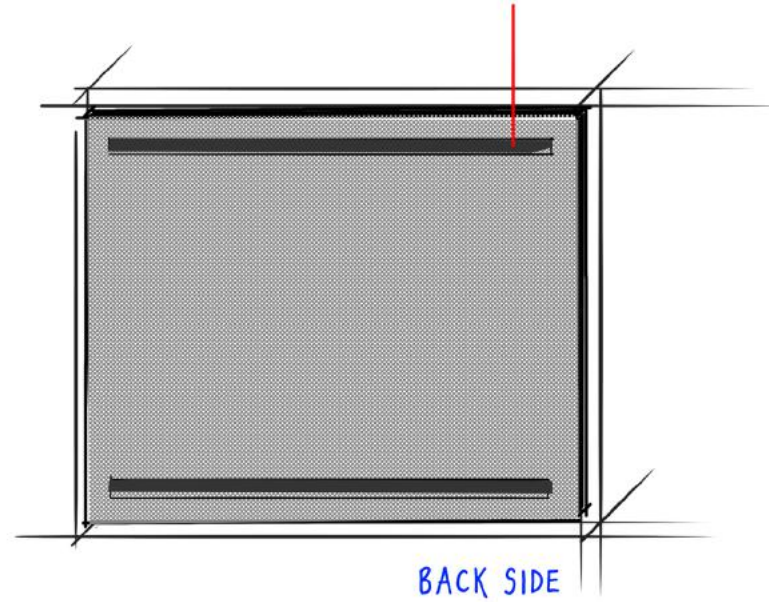


RIGHT VIEW

SENSOR, MONITOR
EXTERNAL NOISE, PLAY
WHITE NOISE BASED ON
ARTIFICIAL INTELLIGENCE

WHITE NOISE SPEAKER (SIDE'S SURFACES)
(360 REALITY AUDIO CAN COVER THE EXTERNAL NOISE)
THE 4 SIDE'S SURFACES IS EQUIPPED WITH SPEAKERS, PLAYING
WHITE NOISE, WITH SPATIAL AUDIO, INCREASING IMMERSION, AND
COVERING EXTERNAL NOISE.

SLIDE RAIL/LINEAR RAIL
THE SLIDE RAIL CAN BE EASILY
INSTALLED AND DISASSEMBLED,
CONVENIENT, AND FIRM.

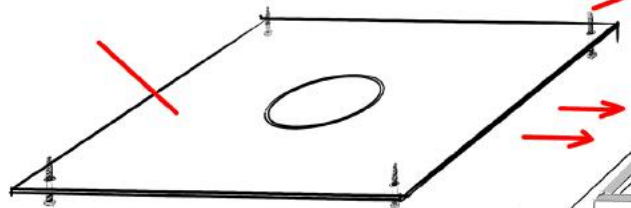


BACK SIDE

HOW TO INSTALL OUR PRODUCT? ONLY NEED 3 WAY

BACKPLATE
THE ALUMINUM BACK PANEL, FIXED ON THE CEILING BY SCREWS FOR SUSPENSE OUR PRODUCT.

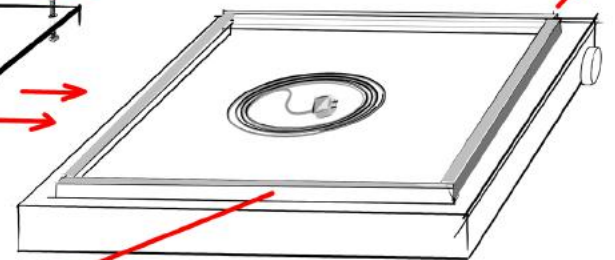
①



RUBBER FOR STAY THE SLIDE RAIL.

SCREWS (51MM)

②



SLIDE RAIL/LINEAR RAIL
THE SLIDE RAIL CAN BE EASILY INSTALLED AND DISASSEMBLED, CONVENIENT, AND FIRM.

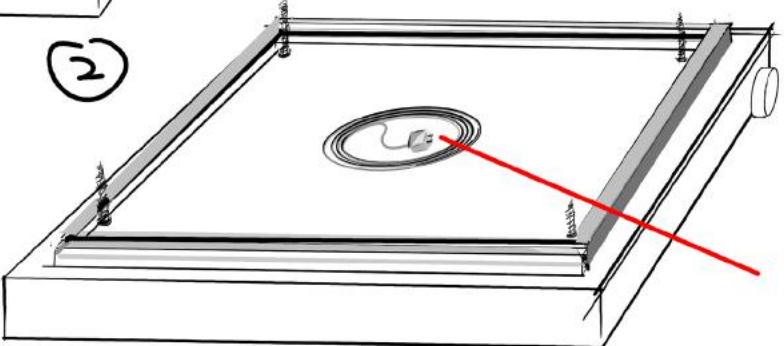


Material Thickness	1/8" (2mm)	3/16" (5mm)	1/4" (6mm)	5/16" (8mm)	3/8" (10mm)	1/2" (13mm)	5/8" (16mm)	3/4" (19mm)	1" (25mm)	1 1/8" (29mm)	1 1/4" (32mm)	1 3/8" (35mm)	1 1/2" (38mm)
Screw Length	3/8"	1/2"	5/8"	3/4"	1"	1 1/8"	1 1/4"	1 3/8"	1 1/2"	1 3/4"	2"	2 1/8"	2 1/4"
Item Number Key	SML-F125-100												
Head Style	SML												
Thread Type	F												
Length	125												
Quantity	100												

NOTE: 3/8" screws are recommended for use with the King Micro™ Drill Guide Block.

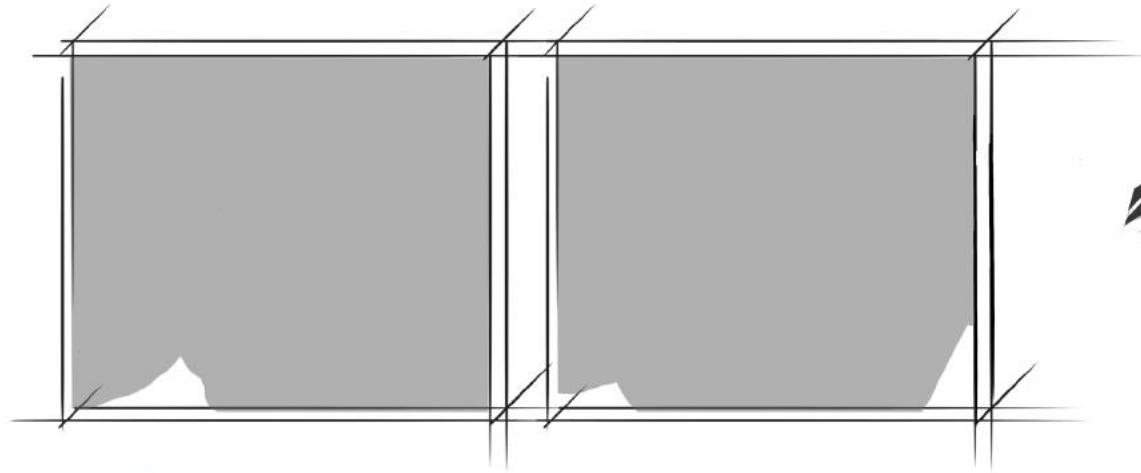
PROVIDE SEVERAL SCREWS (51MM) TO MAINTAIN A PROPER DISTANCE BETWEEN THE BACKPLATE AND THE SLIDE RAIL.

③

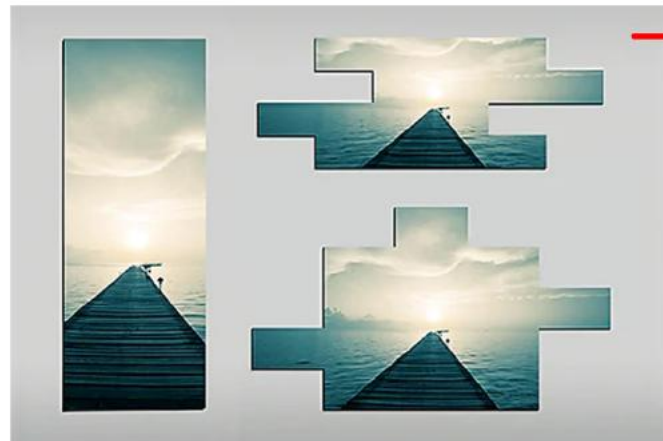


WE PROVIDE THE LIGHT SOCKET TO 2 PRONG OUTLET ADAPTER

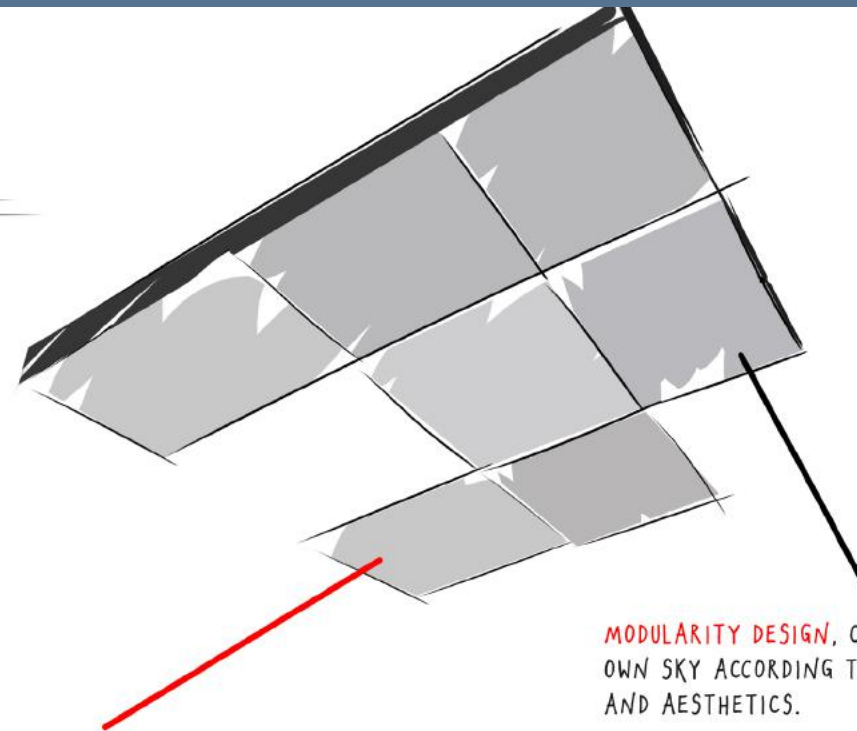




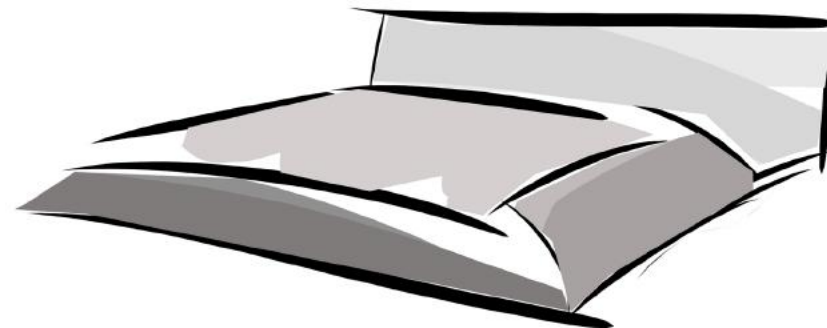
MODULARITY CONNECT
SAMSUNG SCREEN TECHNOLOGY
CAN BE SEAMLESSLY SPLICED.



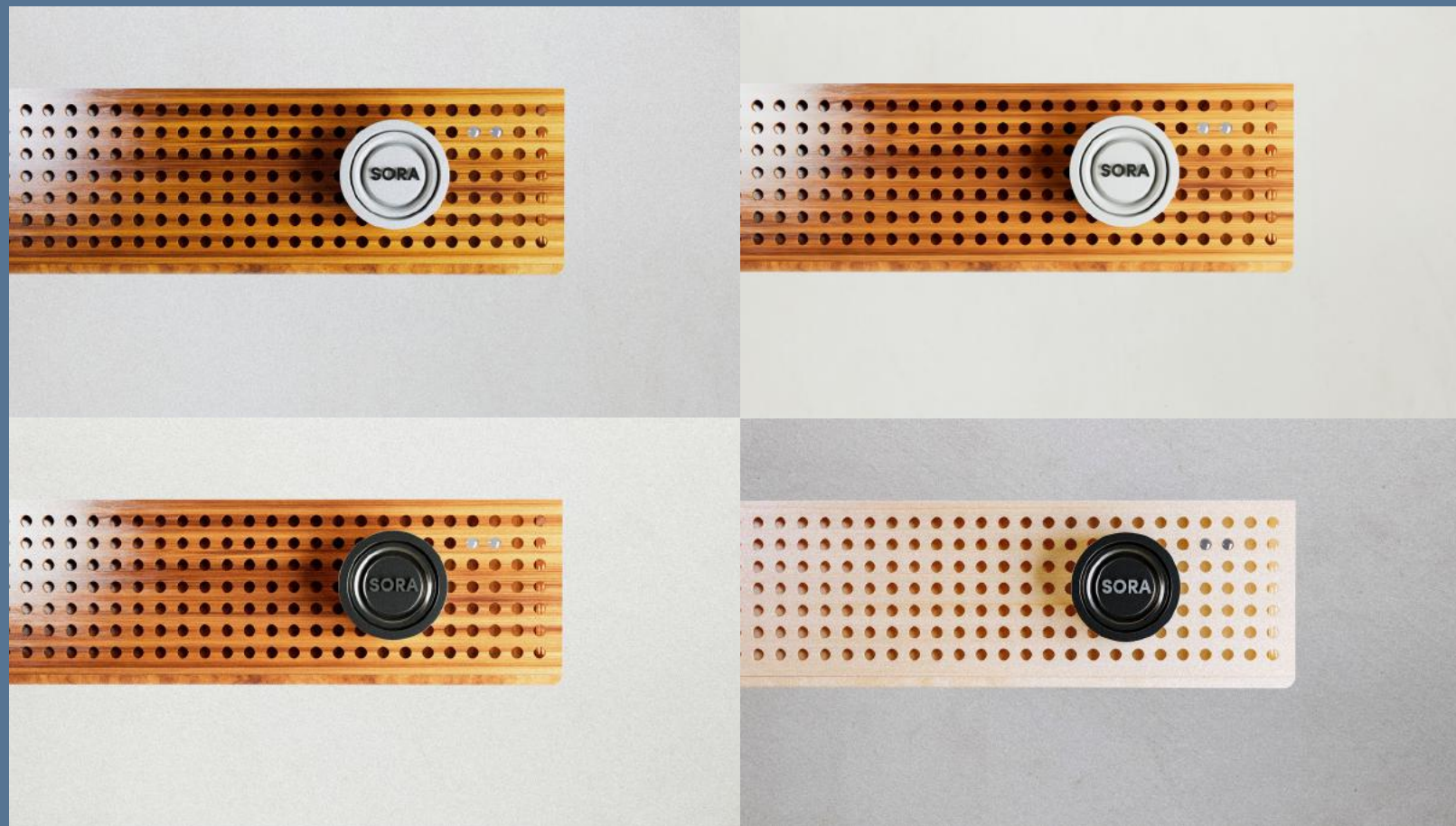
CUSTOMIZE
BASED ON LAN OR WIFI CONNECTION
SORA, SO THAT DIFFERENT SCREENS CAN
PLAY THE SAME SCREEN SYNCHRONOUSLY.



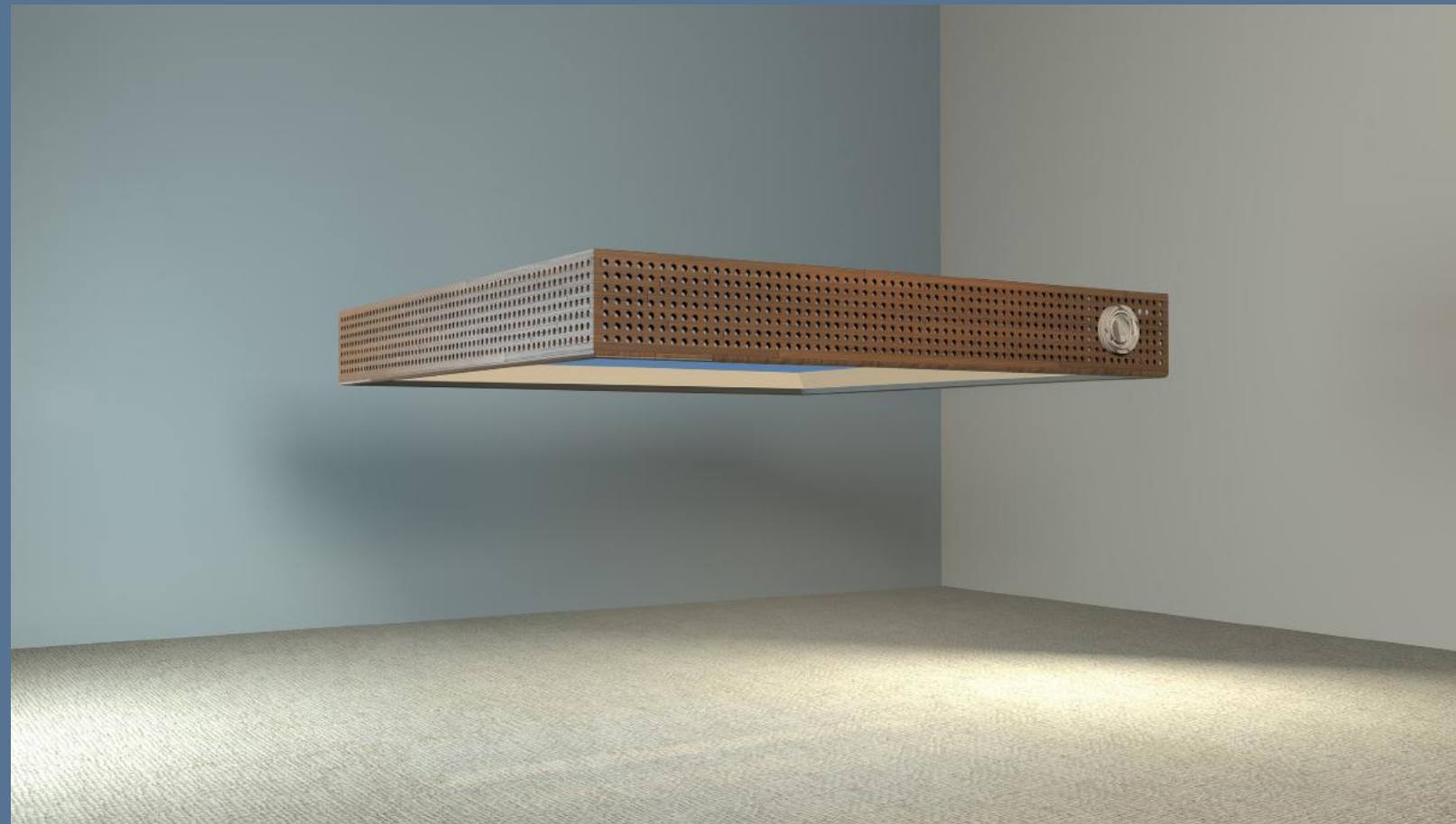
MODULARITY DESIGN, CUSTOMIZE YOUR
OWN SKY ACCORDING TO SPACE NEEDS
AND AESTHETICS.



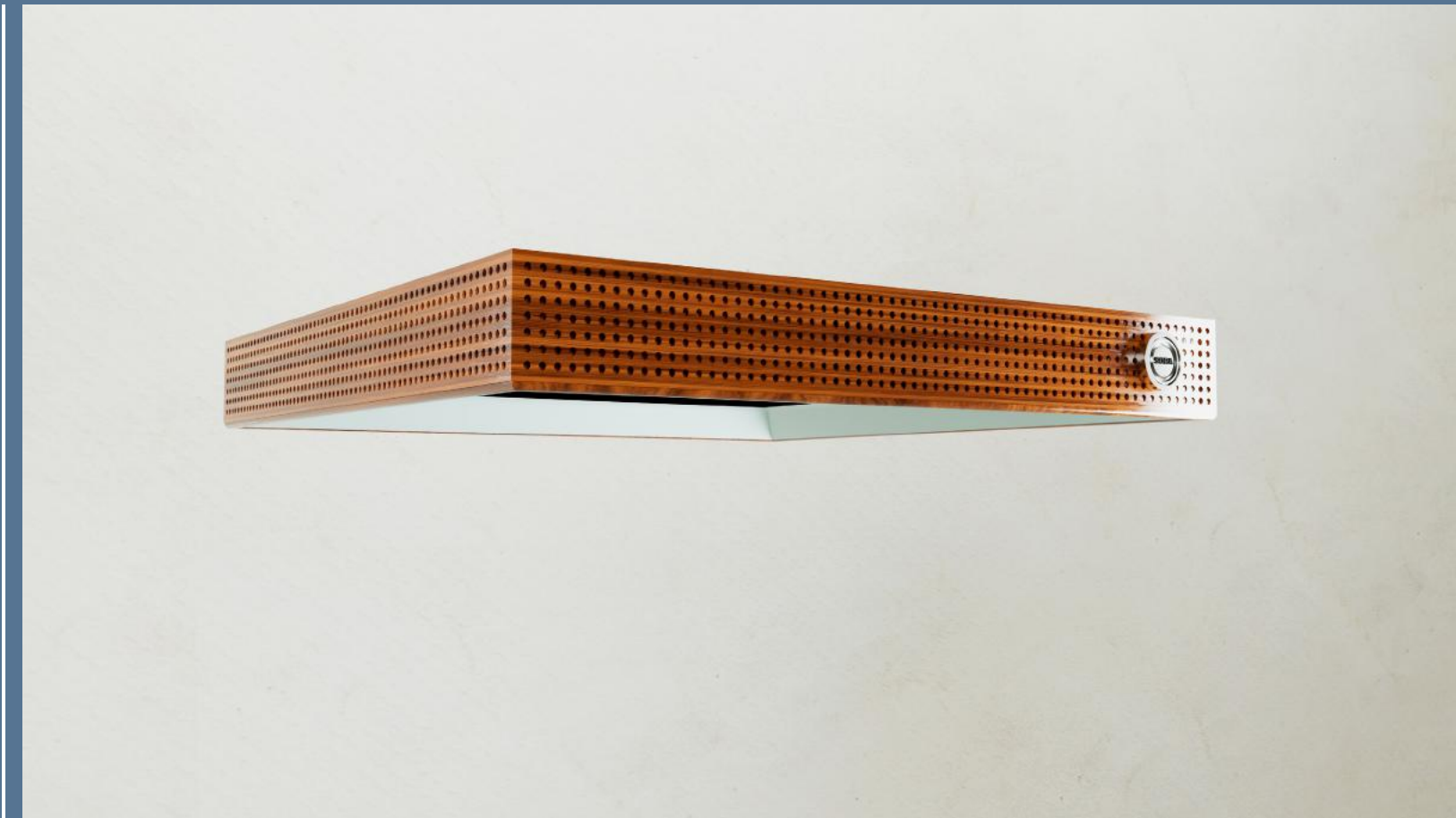
Initial Prototype



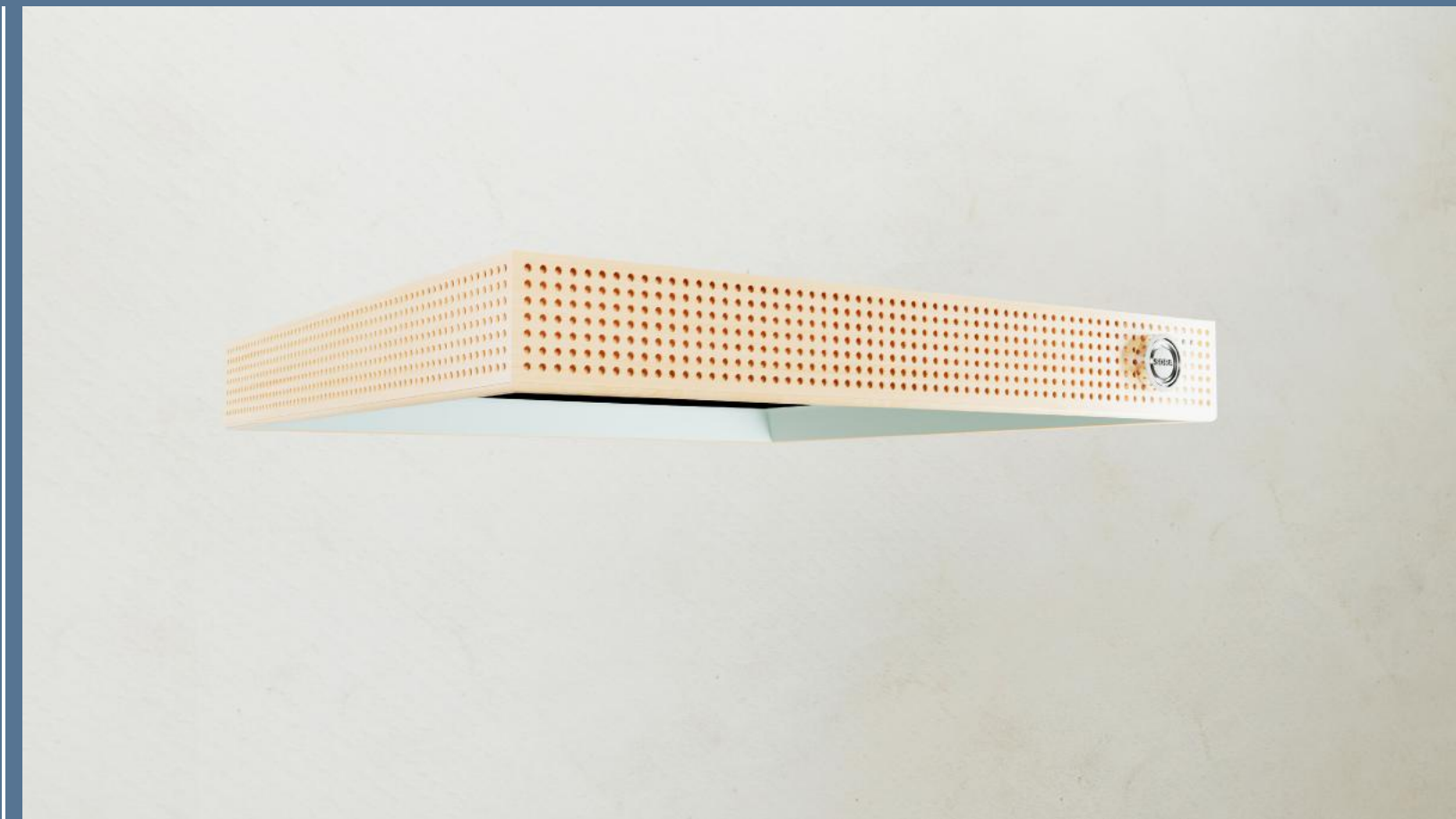
Initial Prototype



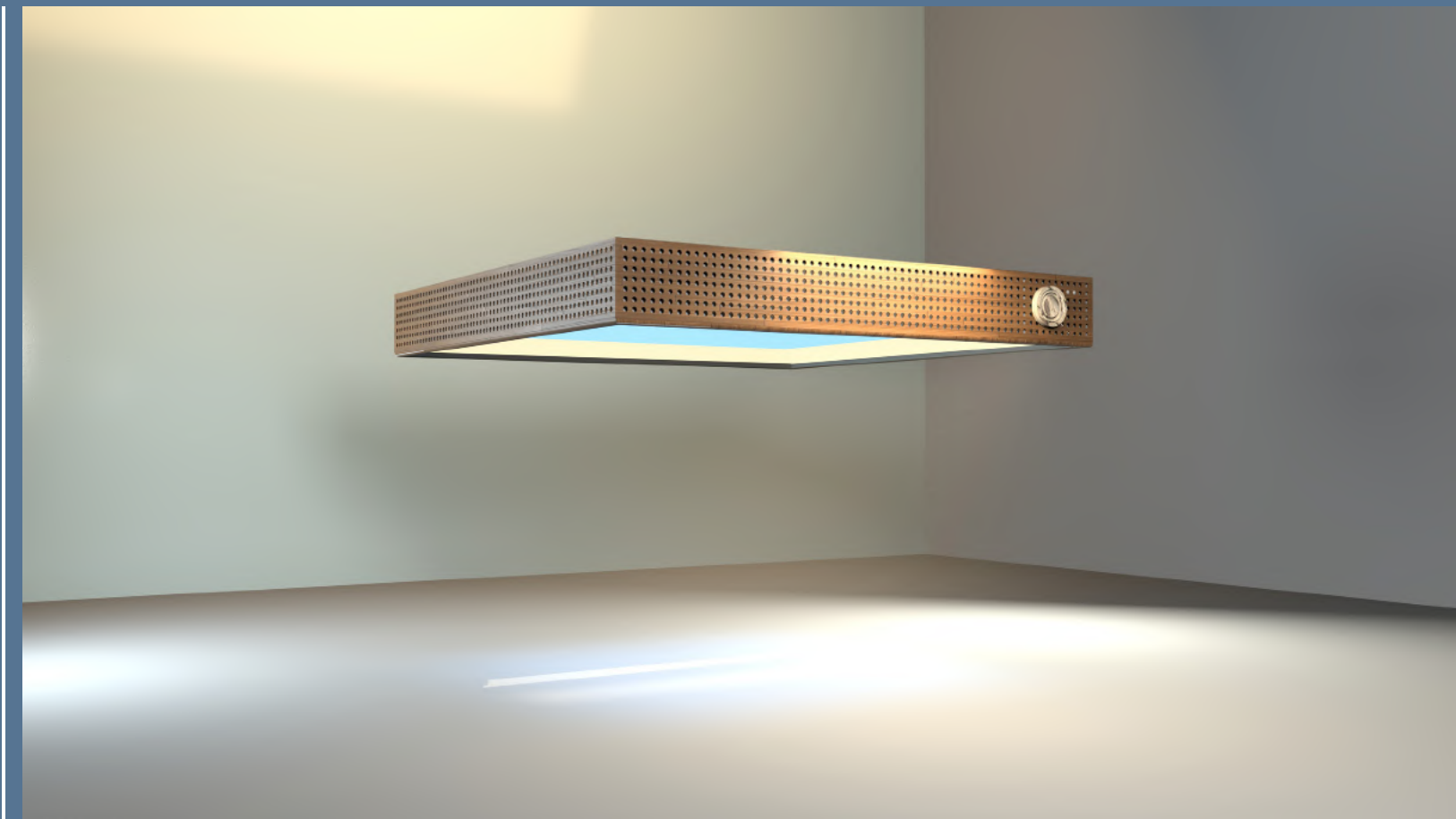
Initial Prototype



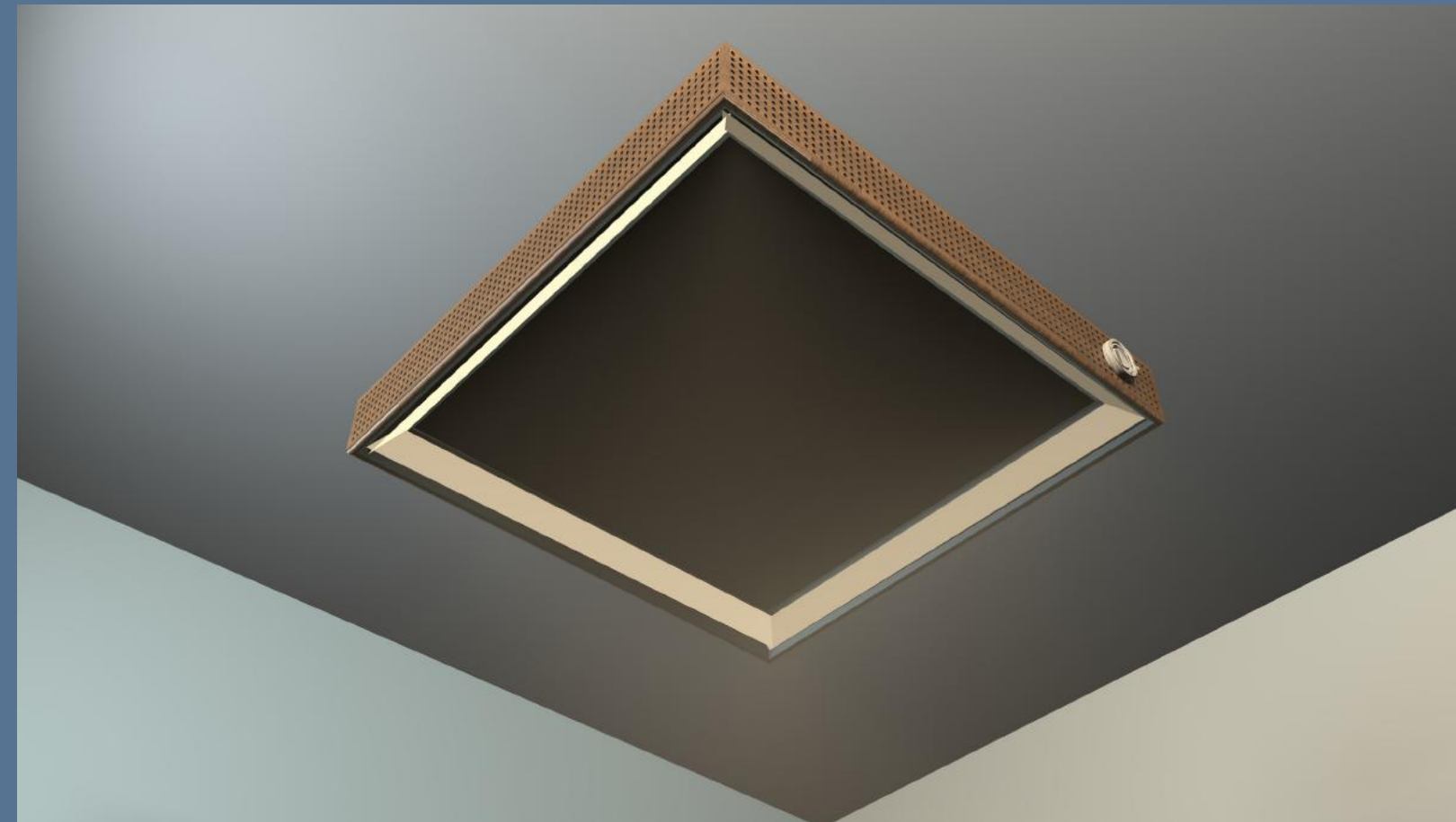
Initial Prototype



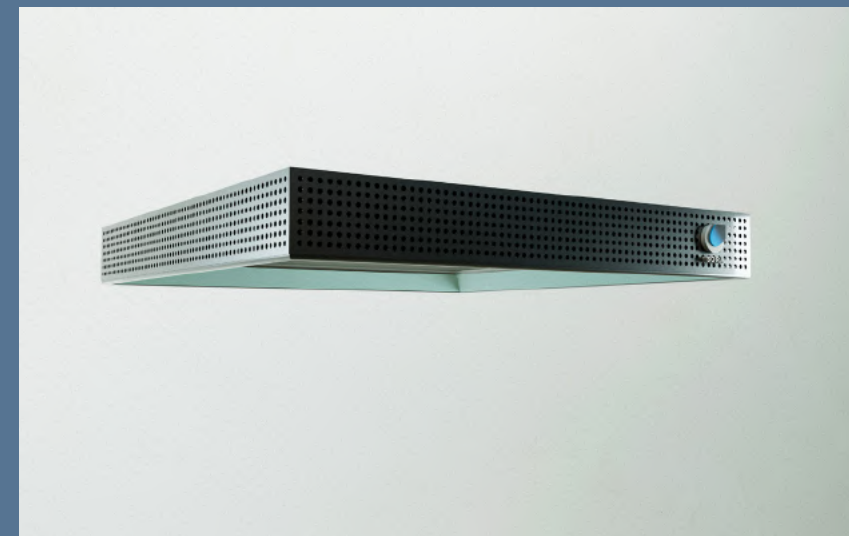
Initial Prototype



Initial Prototype

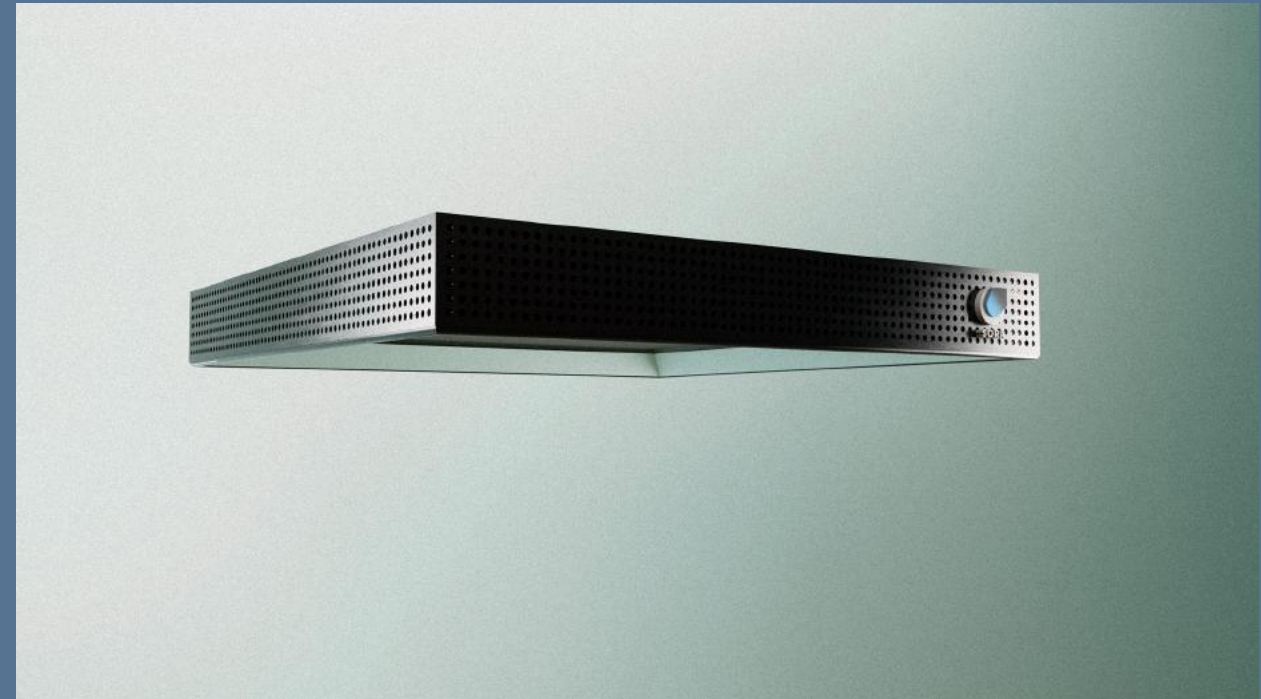


Final Prototype



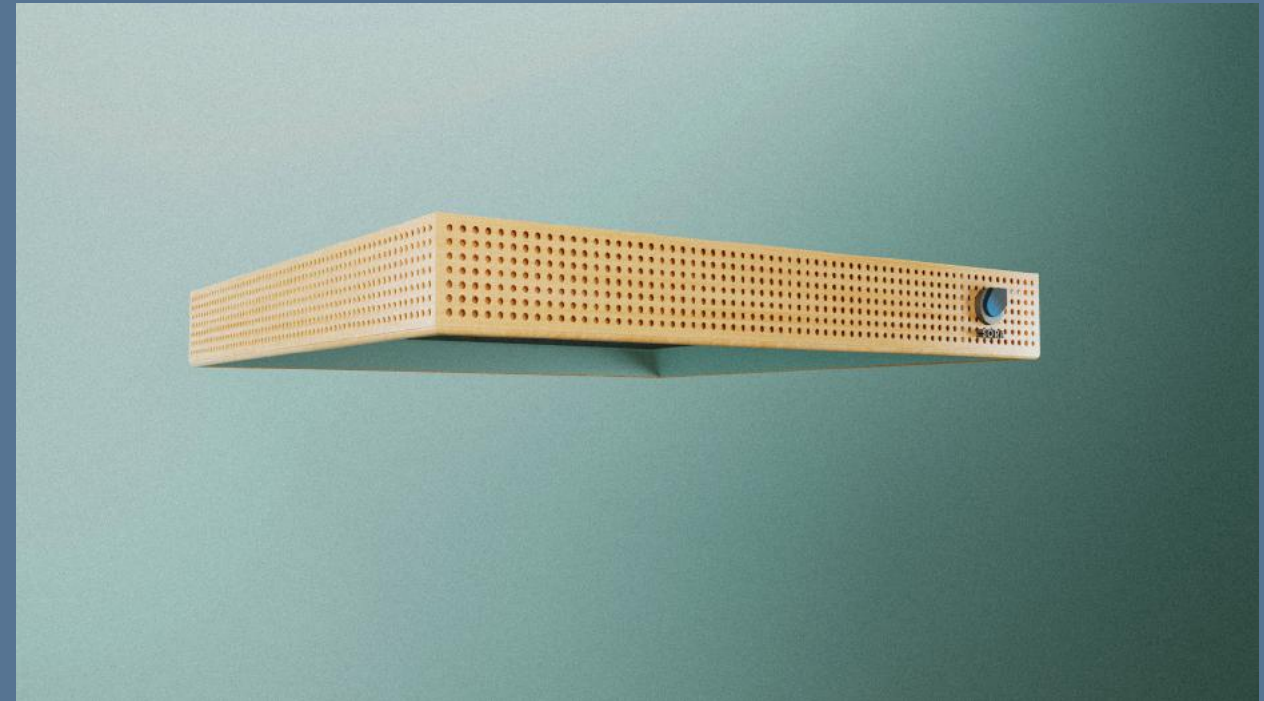
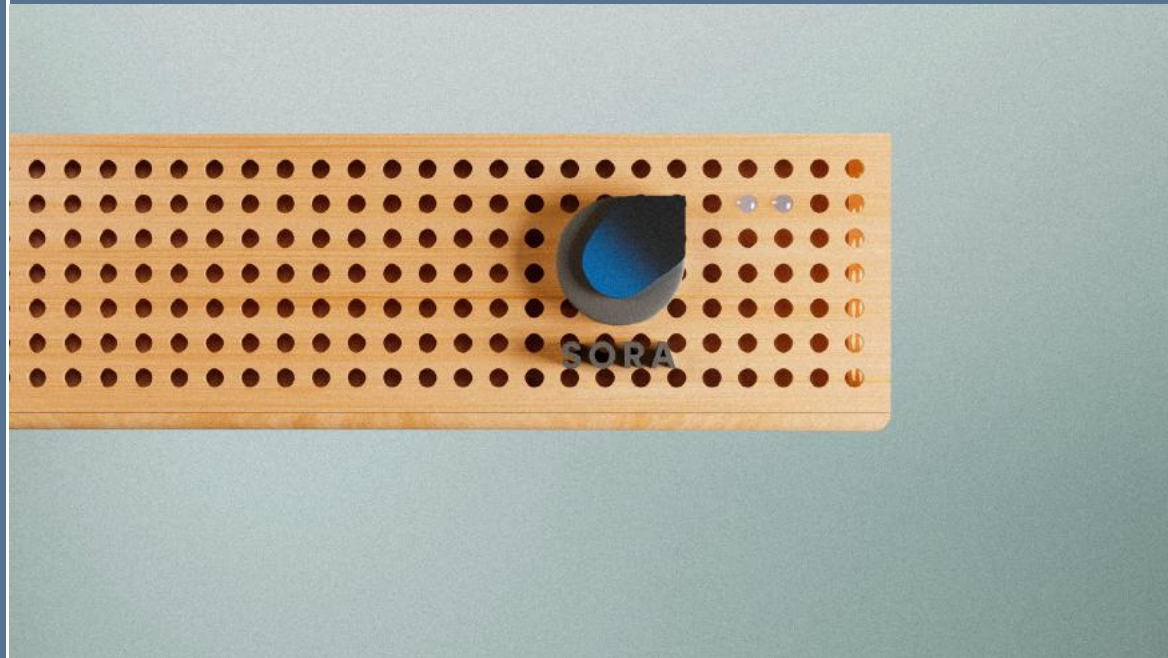
Material: Metal
Style: Modern & Minimalism

Final Prototype



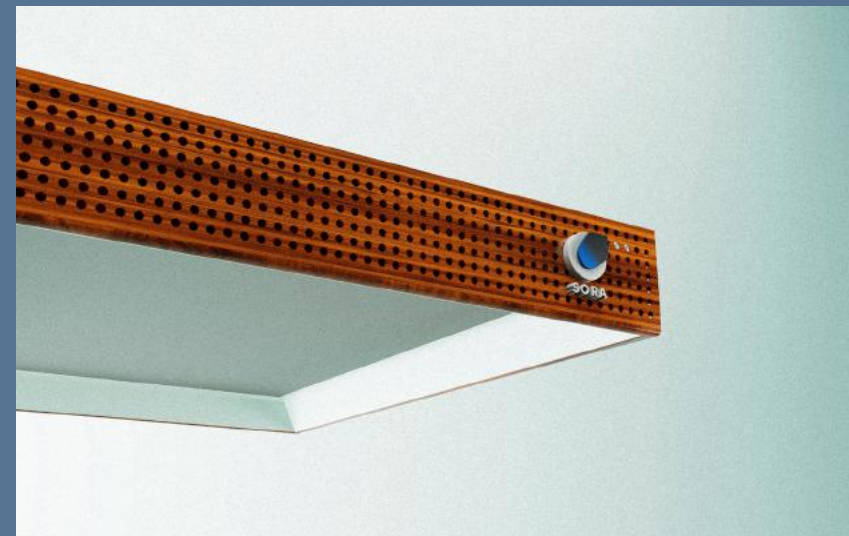
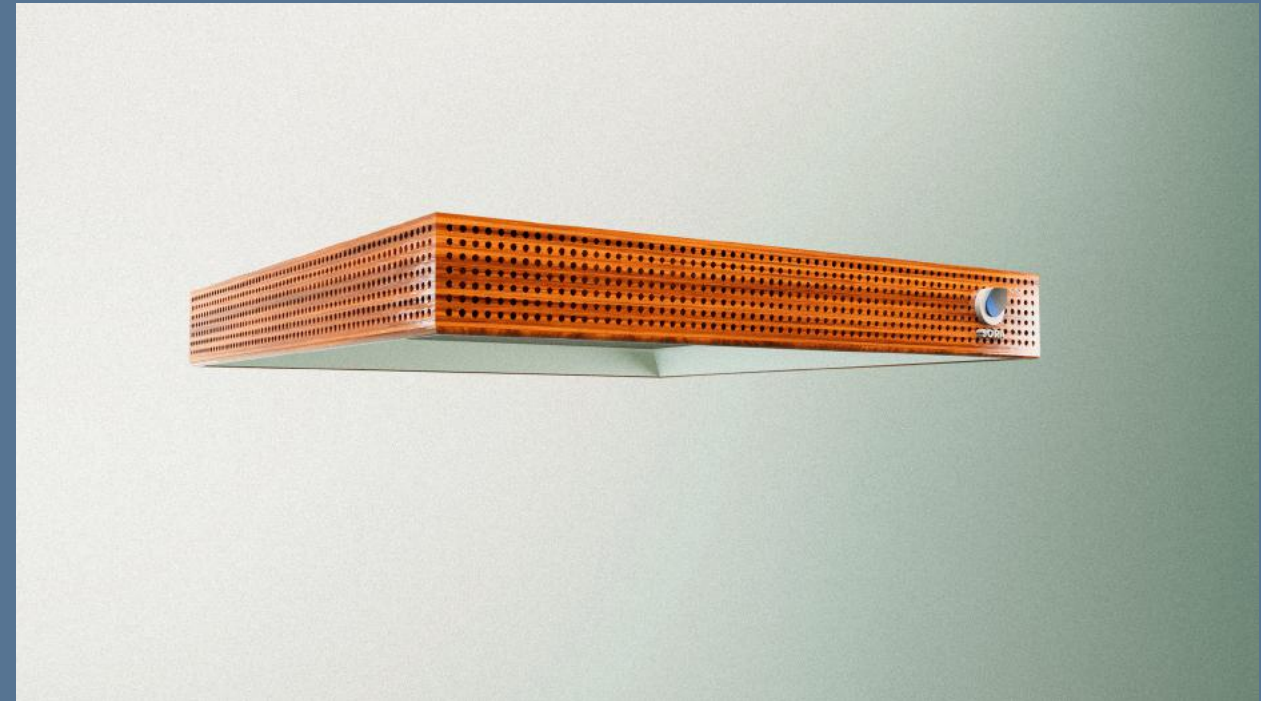
Material: Metal
Style: Modern & Minimalism

Final Prototype



Material: Wood
Style: Natural & Zen

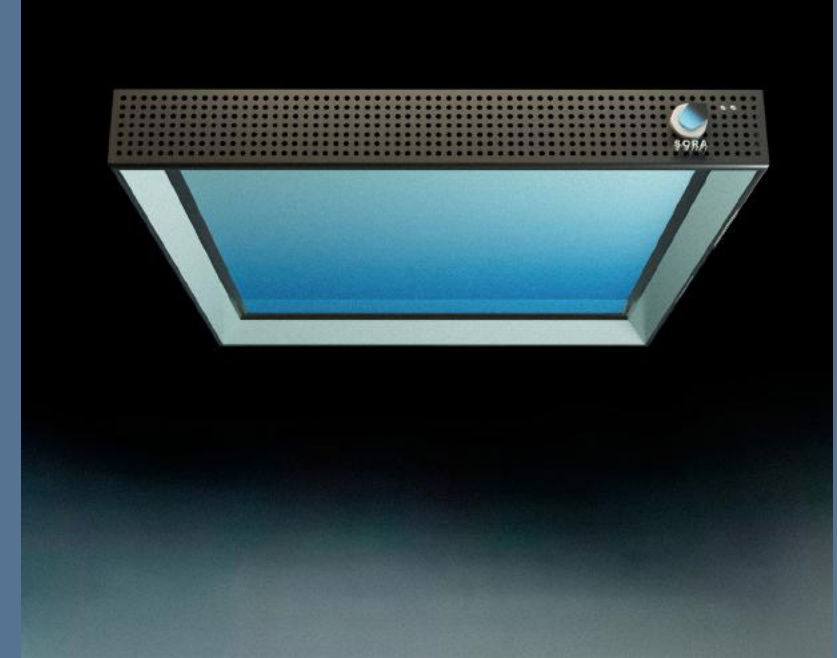
Final Prototype



Material: Wood
Style: Natural & Zen

Different Environment

Aurora
Sunny
Rainbow
Raindrop
Starry Night











Prototype Test & Feedback



“Have you considered adding some interactive features to the product, such as adding a camera or infrared detector, which can track your eyes or sleeping posture to automatically recognize whether the user is asleep or not, to adjust the light automatically? And the content played on the screen?”

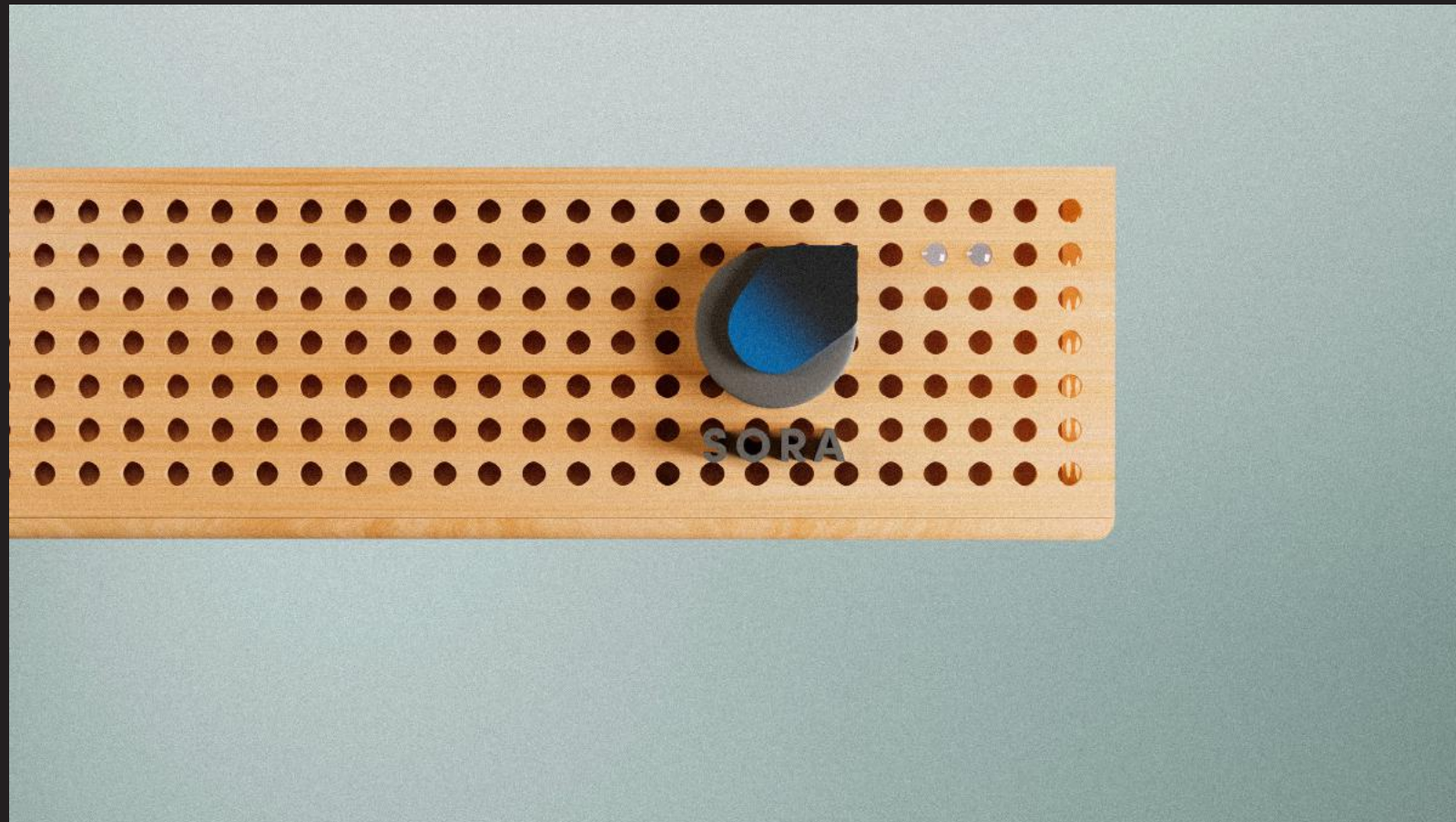
“I love your design, and I see that you have provided a solution that uses an adapter to connect to the power supply for the user's convenient install. That's also my concern before I saw the back of the product. I want to ask if you will provide an adapter or users need to buy it separately?”

“I'm curious if your product includes an alarm clock function? For example, when the set time is reached, the screen and lights will change their brightness to wake up people naturally.”

“Although the wood materials look beautiful and they have the emotion of embracing nature, I prefer modern products. If you have different materials, you may have more choices.”

“My opinion is : It seems a bit complicated through APP to control the weather, scenes, etc., because I enjoy smart furniture very much, and many products in my house are supported by Google Alex. I can easily control them by voice. If possible, you can consider adding voice control that can control your products. But, Honestly, I think you guys get a really great idea. Just imagine how pleasant it would be to lie on a bed and look at the sky.”

Prototype Test & Feedback



"This idea is really cool. I love it; you can get a skylight in your bedroom while it can help sleep. It's so cool. I was wondering if the screen can play Netflix, HBO, or YouTube."

After the Review from the reviewer, some of them are really interested in SORA and wondering if they can choose the material for the side speaker panel, Except Metal and Leather, they are wondering if we can add material like carbon fiber or forge carbon to make some special edition. One of the reviewers asked if he can adjust the sound volume of our environmental sound and we didn't consider that before.

"I think your product is really interesting. I like it! I don't know what can be changed or improved. I think it is perfect. The only thing is I want to know where I can buy it. They look so beautiful. Thank you."

"It's so fresh to me; I love the sky; I really like to watch the sky in a daze; the sky seems to calm me down. I like your design, Minimalism, with the wood material. It seems to give people a healthy feeling. I would like to know if you have other materials that can be replaced or customized. Because if I buy this, I really want to get more material or colorways."

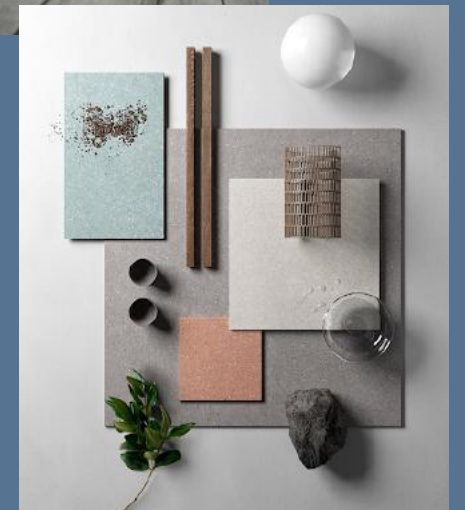
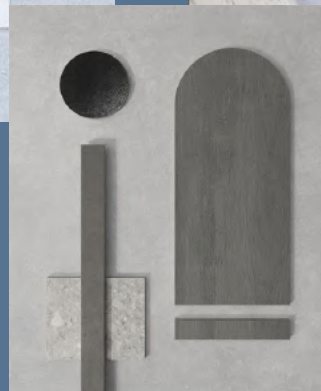
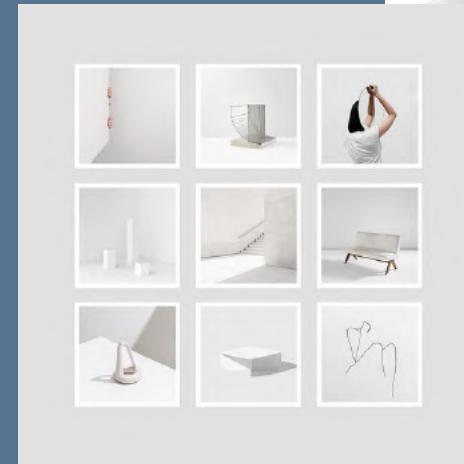
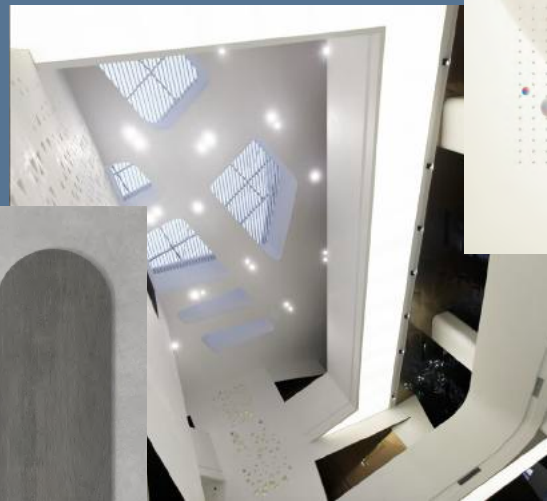
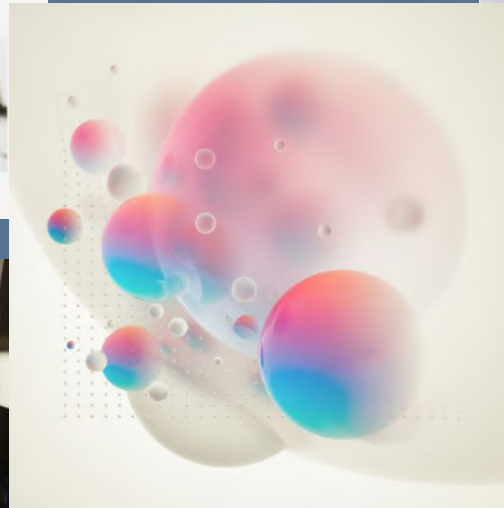
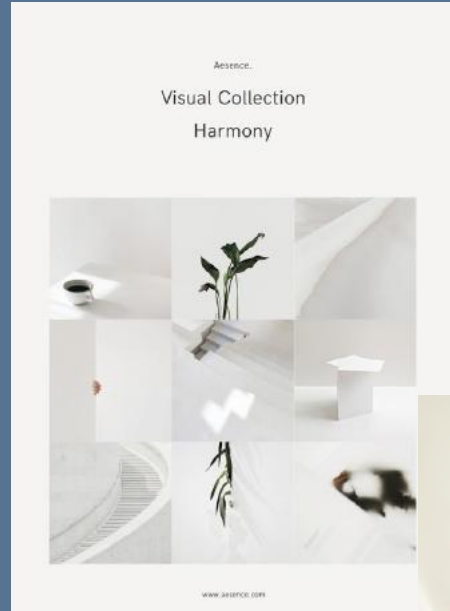
"You might consider providing fixtures where the slide rails. I think it's unstable now."



Branding

- Logo
- Color Palette
- Typeface Study
- Tagline
- Packaging

Moodboard



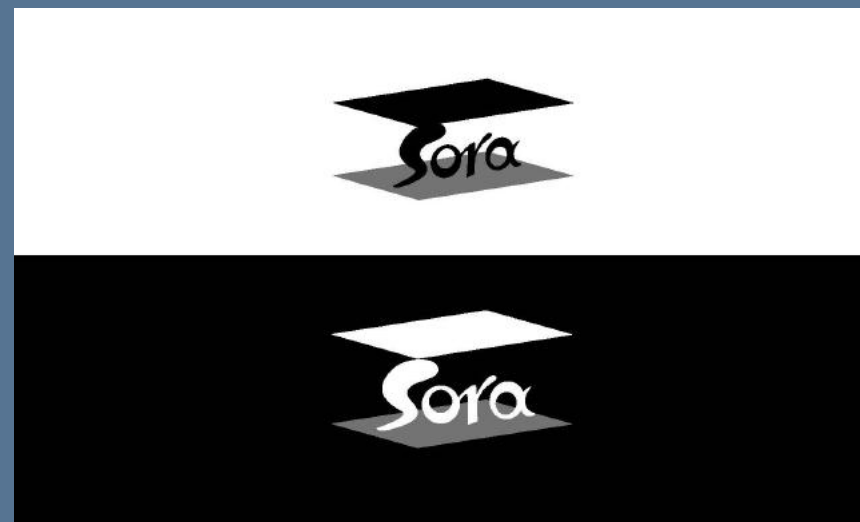
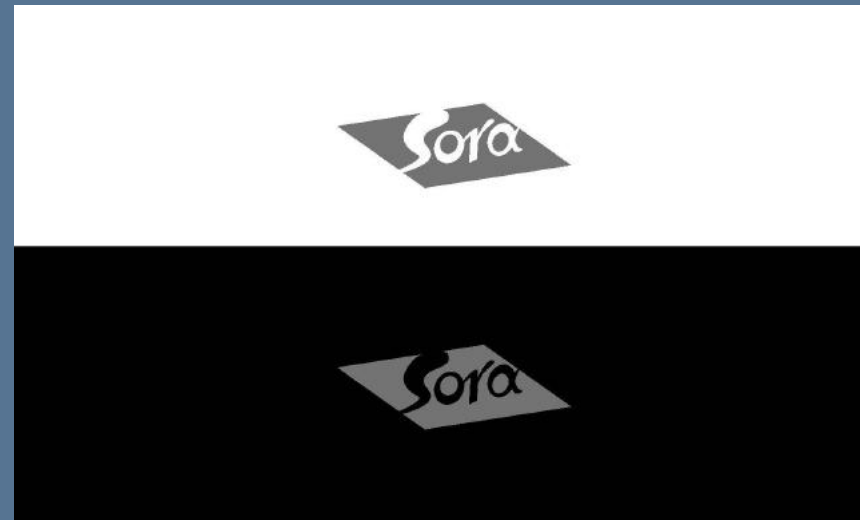
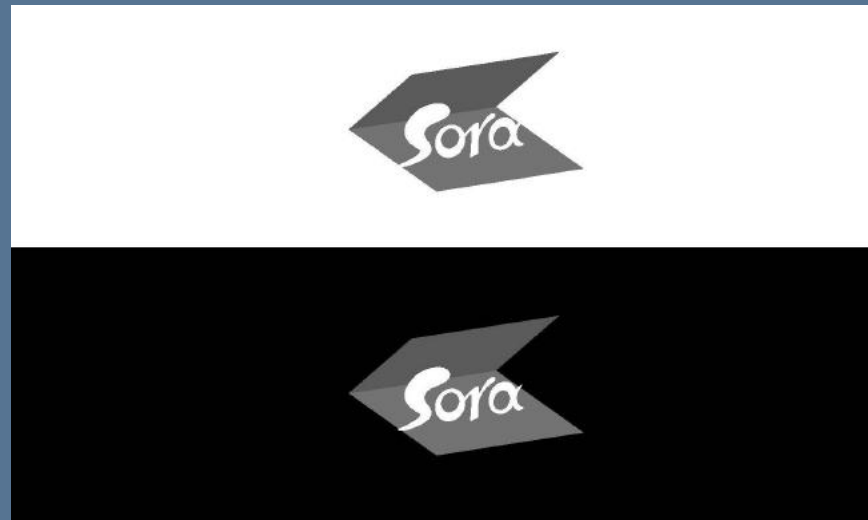
Logo Sketches



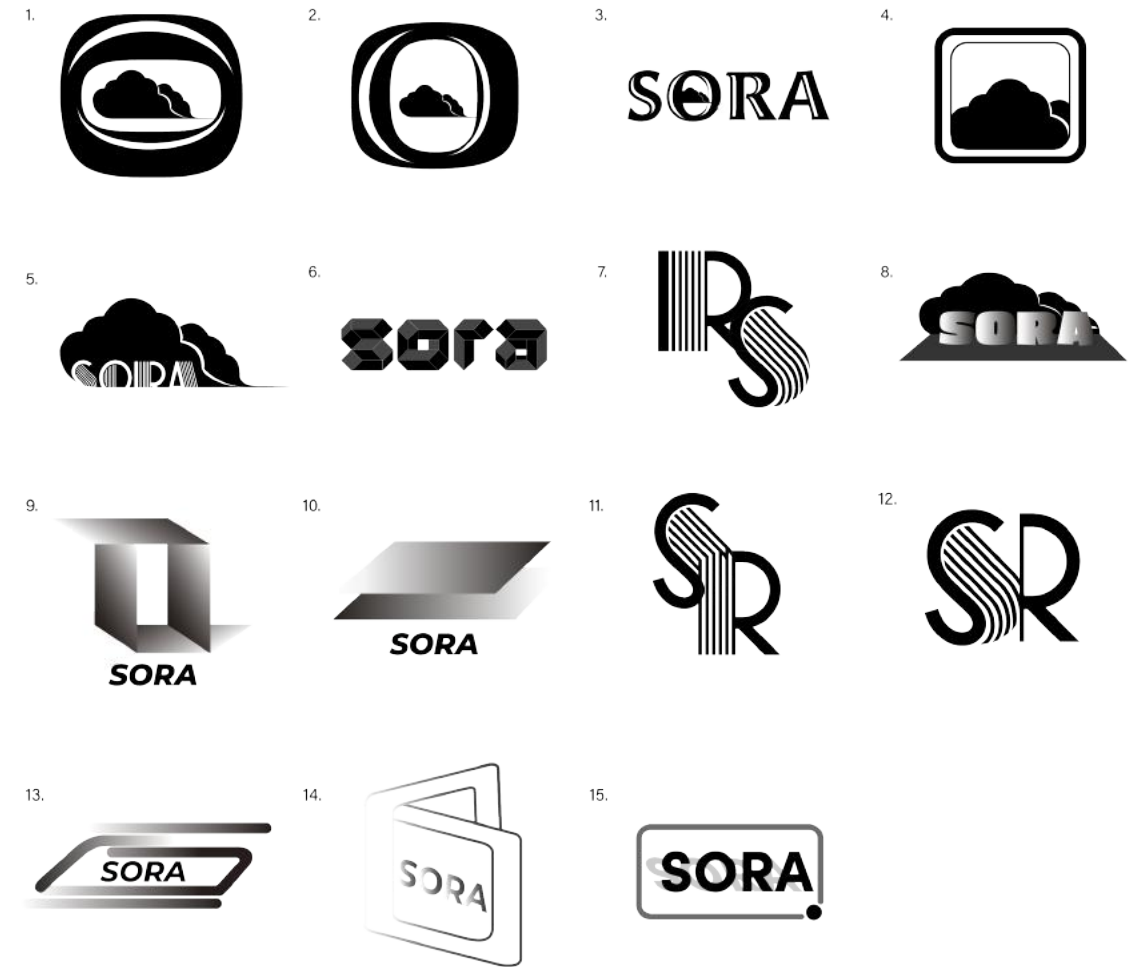
📍 Logo Sketches



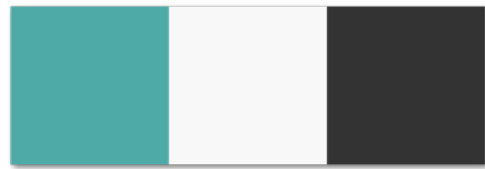
Logo Sketches



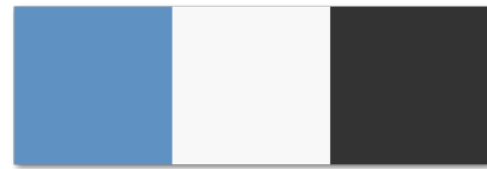
Logo Sketches



Color Palette



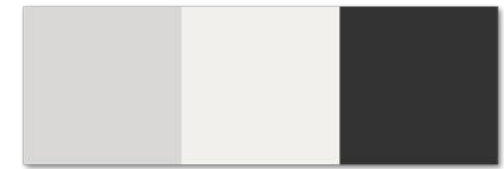
#4DAAA7 #F8F8F8 #333333



#6091C3 #F8F8F8 #333333



#C0C0C0 #F8F8F8 #333333



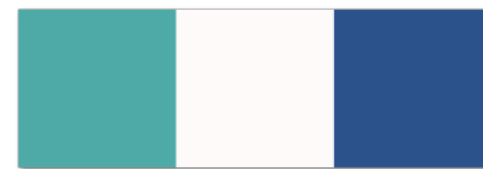
#D9D8D6 #F1F0ED #333333



#4DAAA7 #FFFFFF #000000



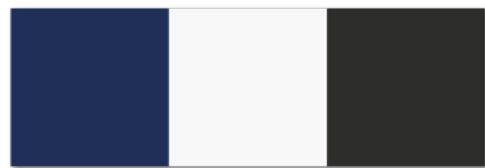
#0046BF #F8F8F8 #000000



#4DAAA7 #FDFAF9 2C528C



#DDF5F7 #44679F #272525



1F2F57 #F8F8F8 #2D2D2B



#A5E9E1 #FFFFFF #333333



8CBDD6 #D6E7EC 2D2D2B



#d2e7ff #FFFFFF #333333

Typeface Study

Primary Typeface

Sofia Pro Black

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Zabcdefghijklmnopqrstuvwxyz
opqrstuvwxyz
0123456789**

Secondary Typeface

Sofia Pro Extra Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Zabcdefghijklmno
pqrstuvwxyz
0123456789

Typeface Study

Primary Typeface
Futura PT Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
YZabcdefghijklmnop
nopqrstuvwxyz
0123456789

Secondary Typeface
Sofia Pro Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Zabcdefghijklmnopno
pqrstuvwxyz
0123456789

Typeface Study

Primary Typeface

Azo Sans Uber Regular

**ABCDEFGHIJKL
MNOPQRSTU
VWXYZABCDEF
GHIJKLMNOPS
RSTUVWXYZ
0123456789**

Secondary Typeface

Sofia Pro Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Zabcdefghijklmno
pqrstuvwxyz
0123456789

Typeface Study

Primary Typeface

Bahnschrift Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789**

Secondary Typeface

Helvetica Light Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
XYZabcdefghijklm
nopqrstuvwxyz
0123456789

Typeface Study

Primary Typeface

Dazzle Unicase Bold

**ABCDEFGHIJKL
MNOPQRSTU
VWXYZABCDEF
GHIJKLMNOPQR
S
TUVWXYZ
0123456789**

Secondary Typeface

SF Pro Display Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Zabcdefghijklmnopqrstuvwxyz
0123456789

Typeface Study

Primary Typeface

Acumin Variable Concept Bold

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MNOPQRSTUVWXYZ
XYZabcdefghijklmnop
mnopqrstuvwxyz
0123456789**

Secondary Typeface

Acumin Variable Concept Thin

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Zabcdefghijklmnop
qrstuvwxyz
0123456789



SORA

CMYK 70/64/63/61
RGB 51/51/51
HEX #333333

CMYK 73/31/6/0
RGB 96/145/195
HEX #6091C3

CMYK 73/31/6/0
RGB 96/145/195
HEX #6091C3

CMYK 2/1/1/0
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Typeface Study

Primary Typeface

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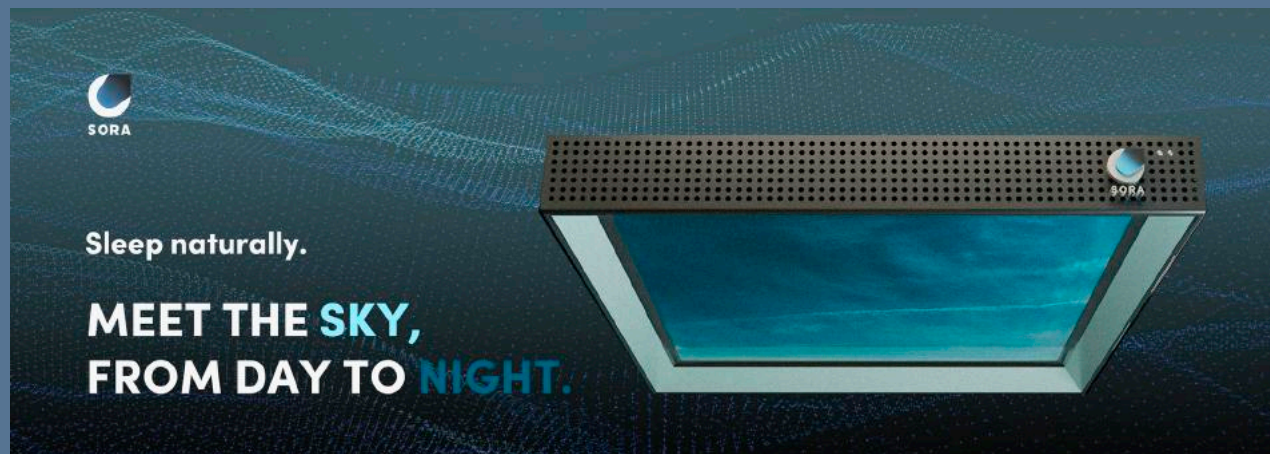
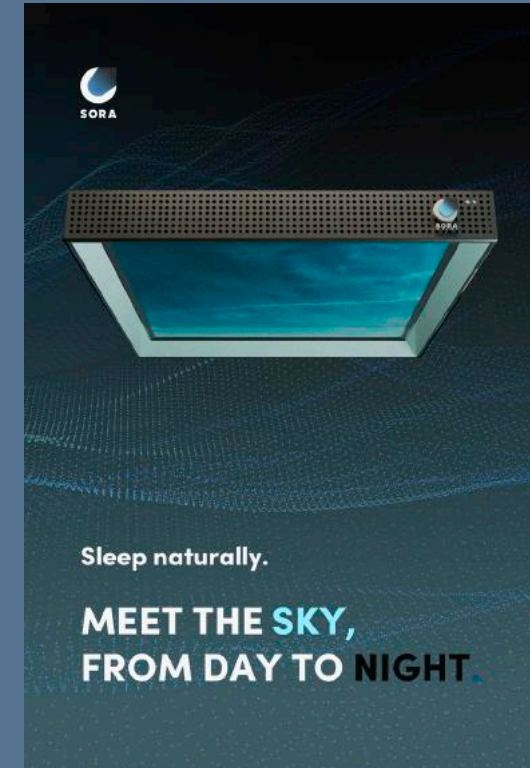
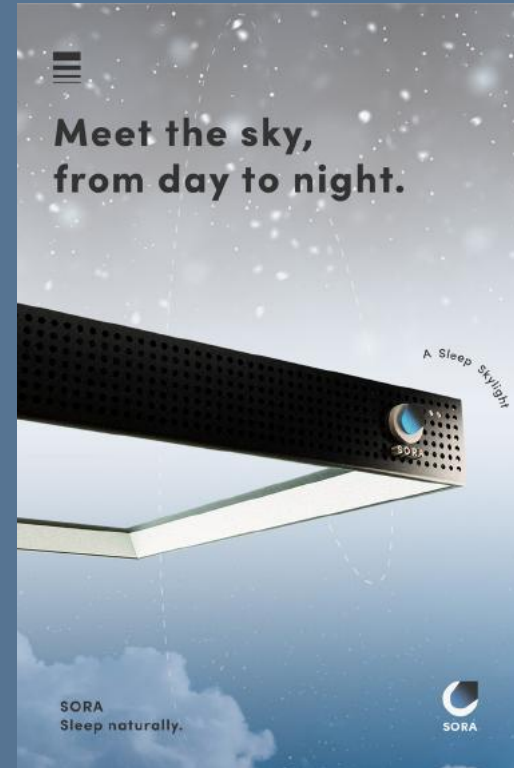
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Secondary Typeface

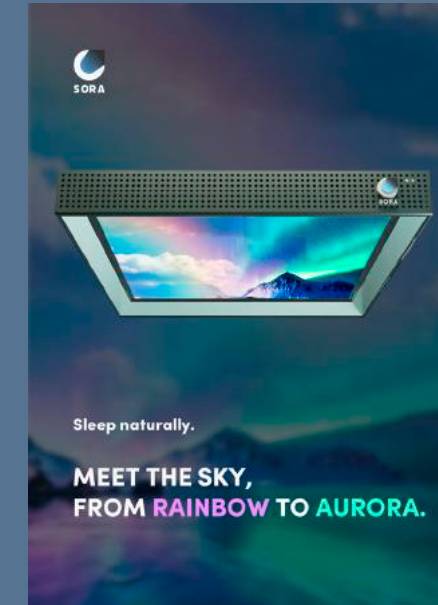
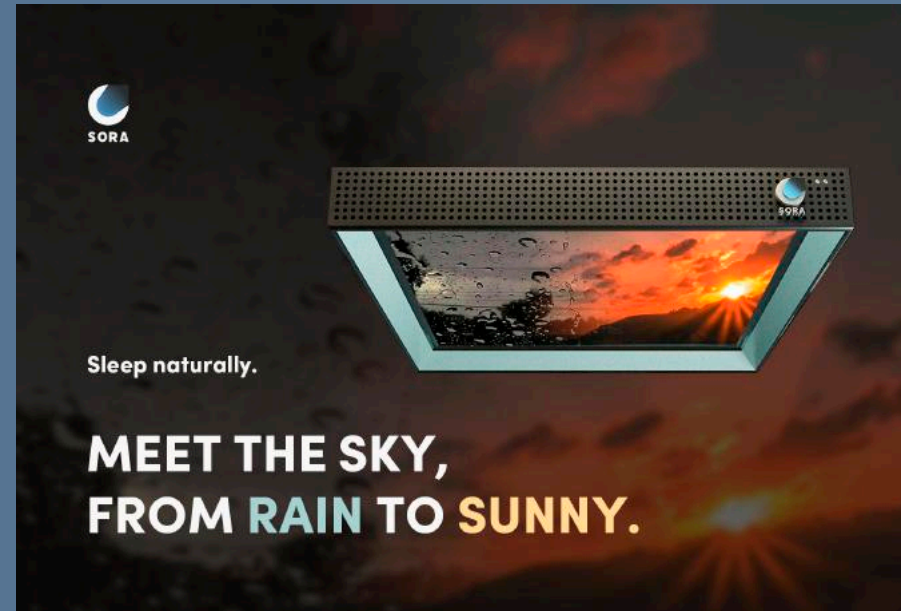
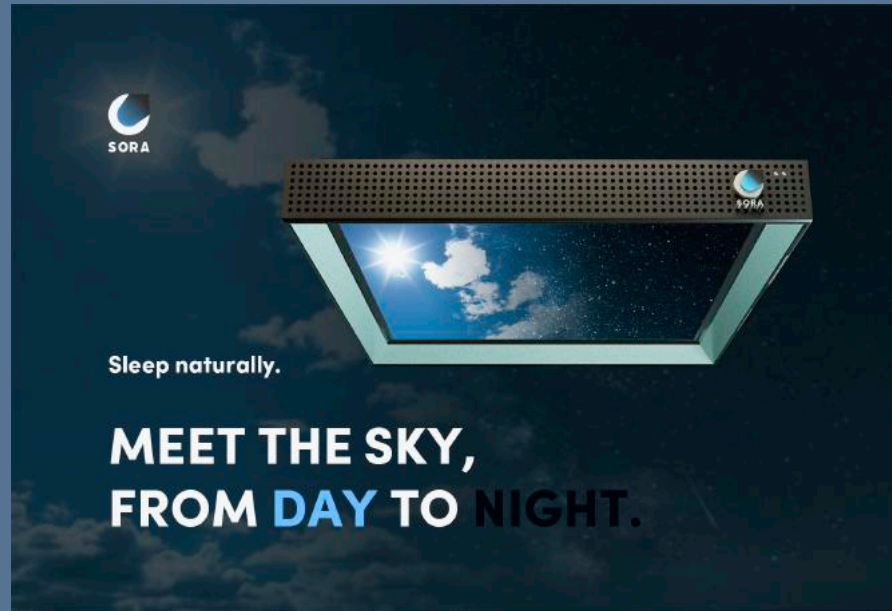
Sofia Pro Extra Light

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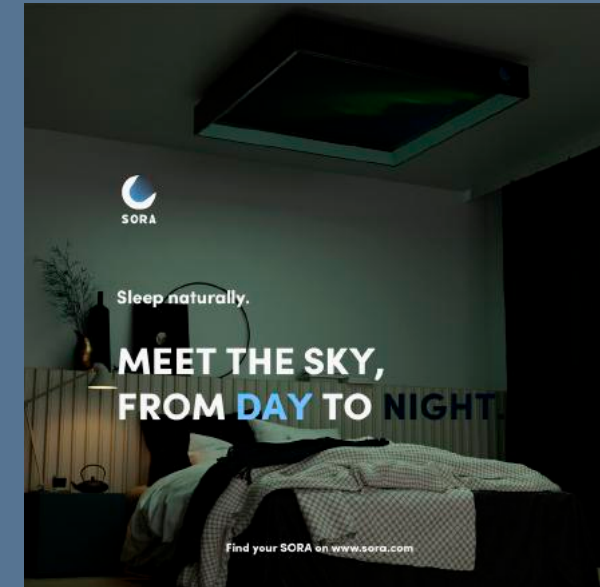
Poster Iteration



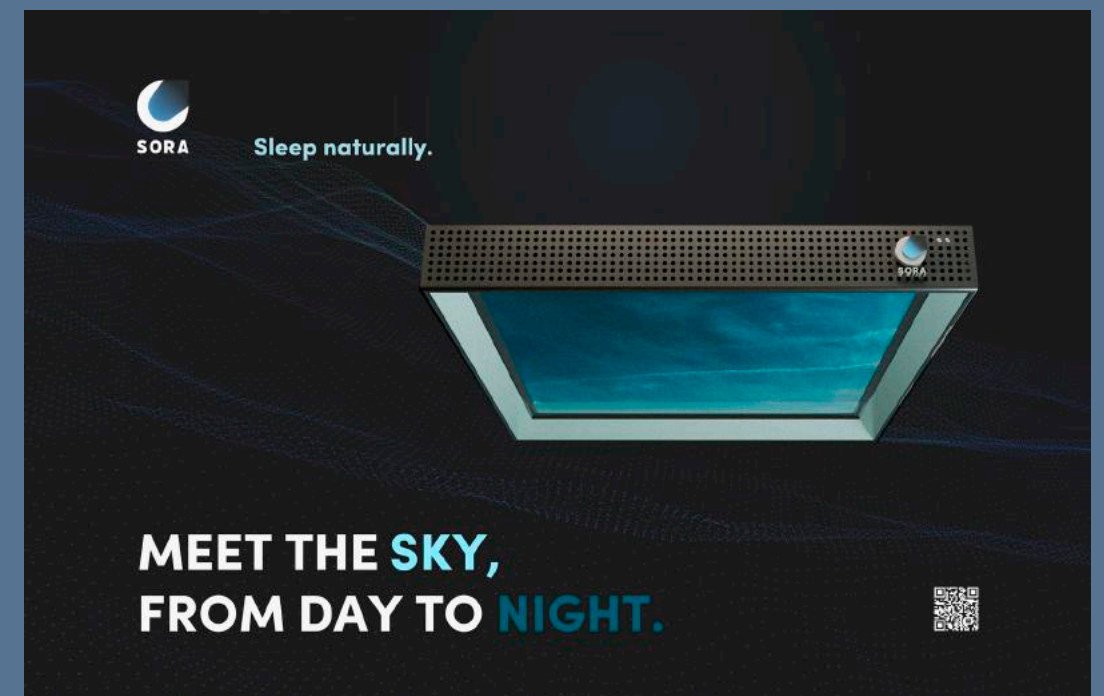
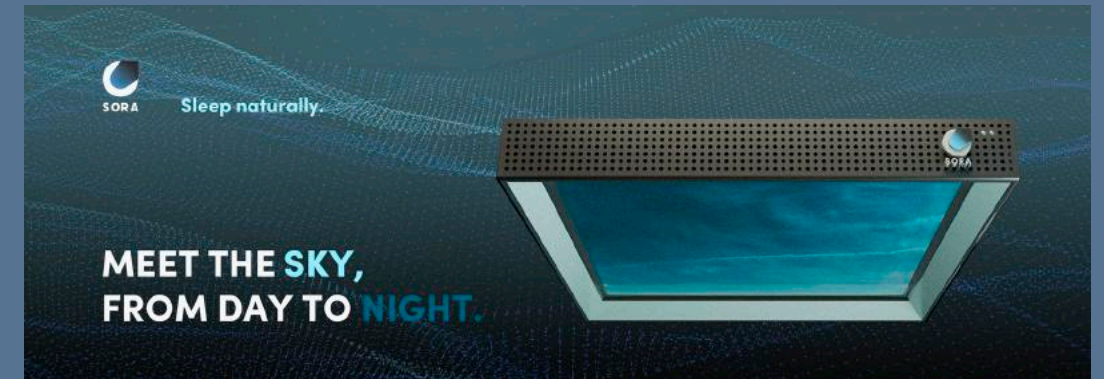
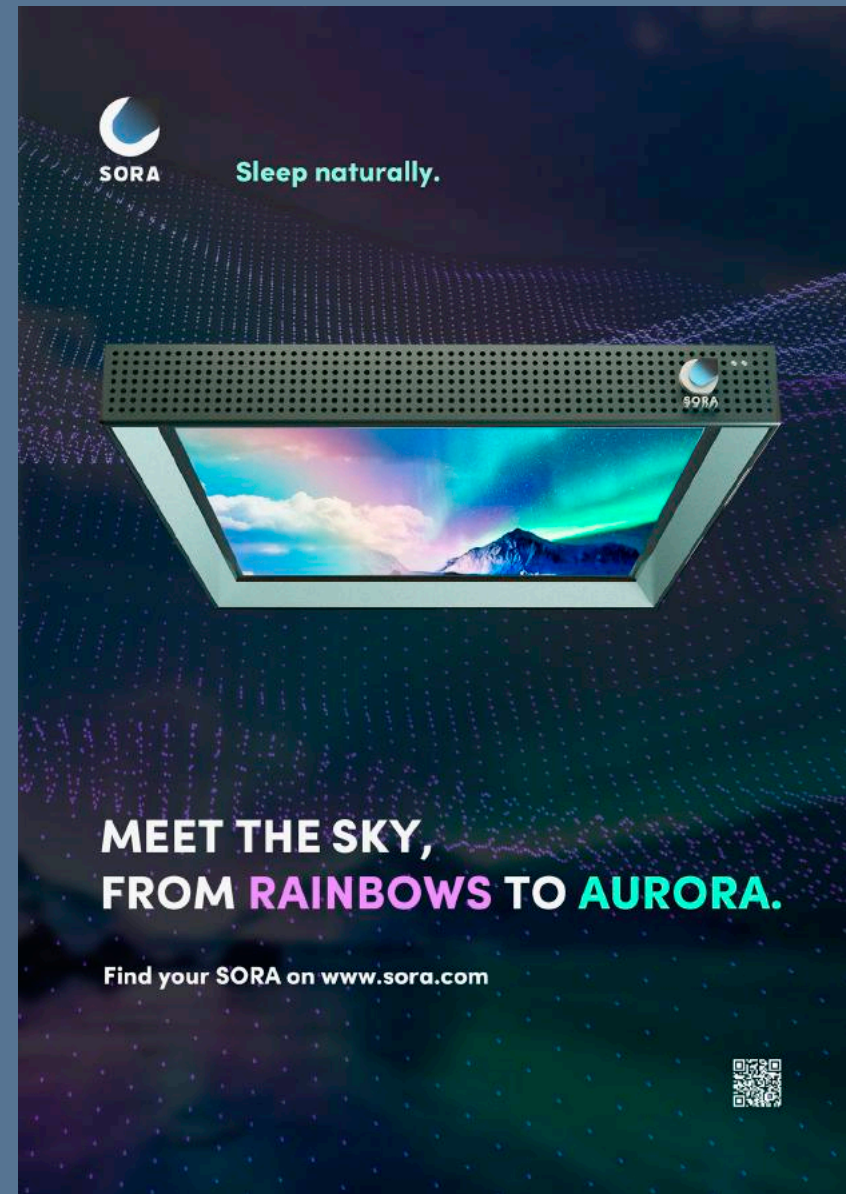
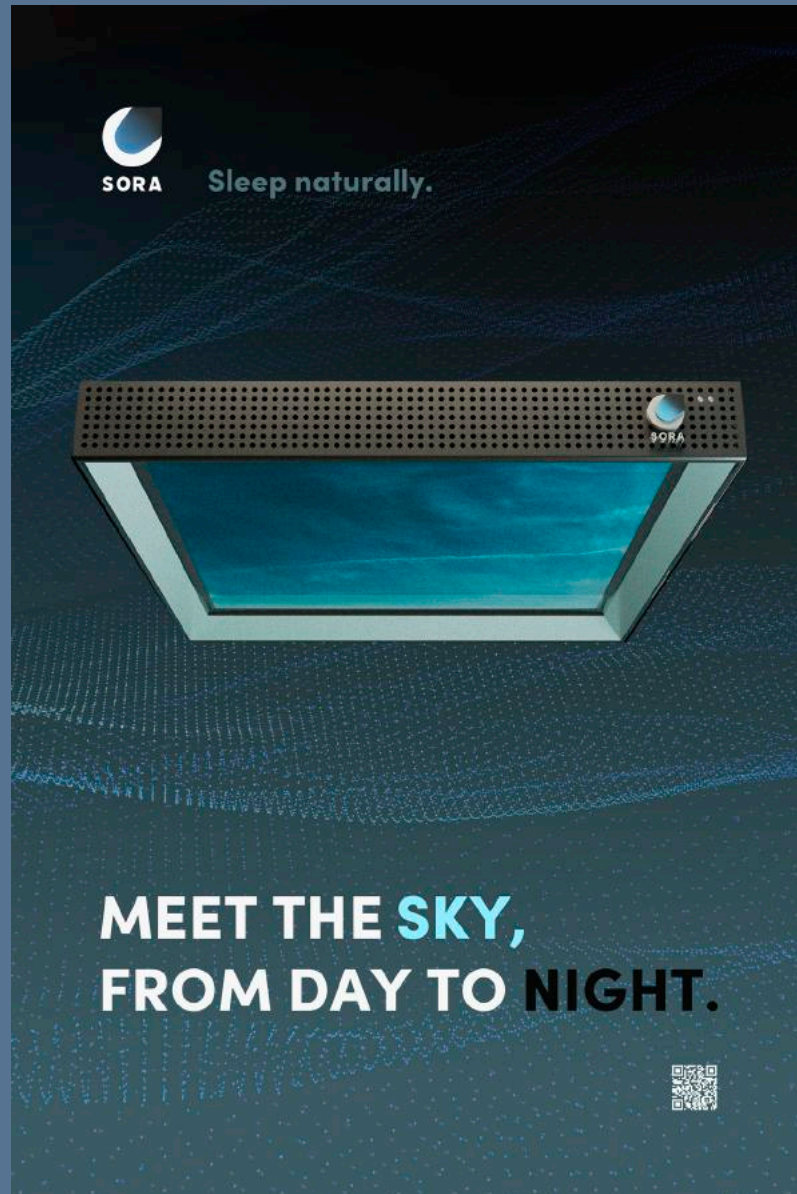
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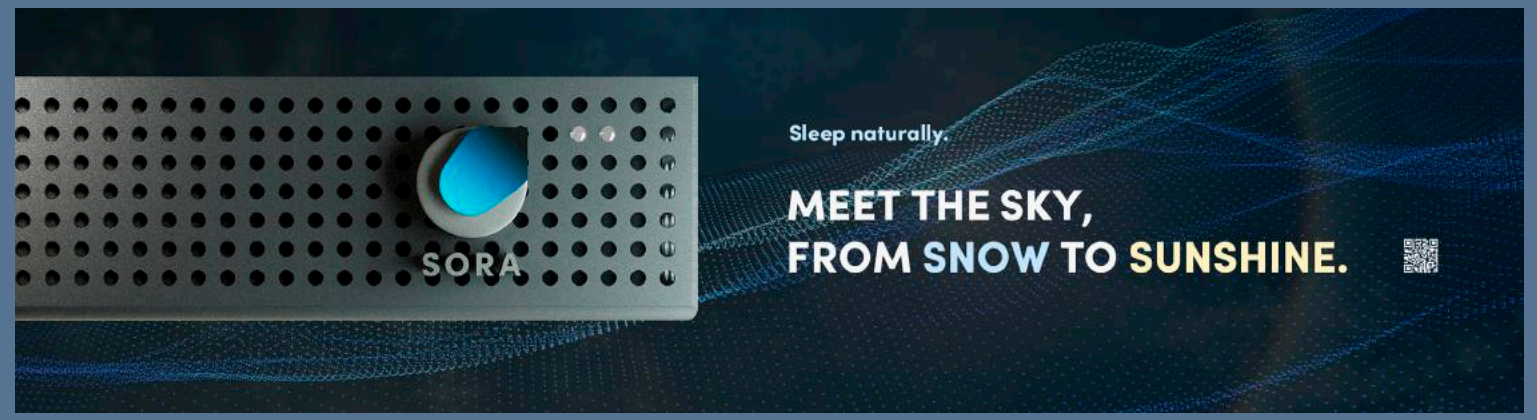
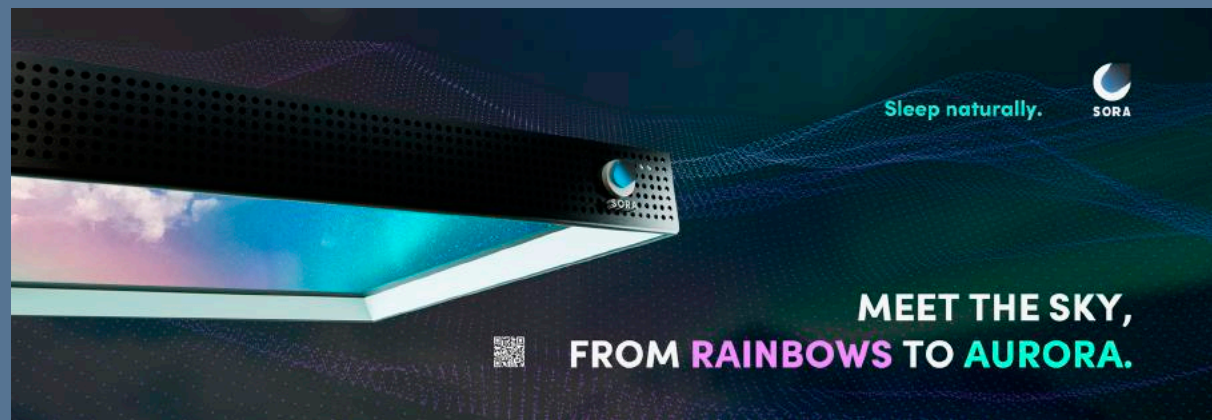
Poster Iteration



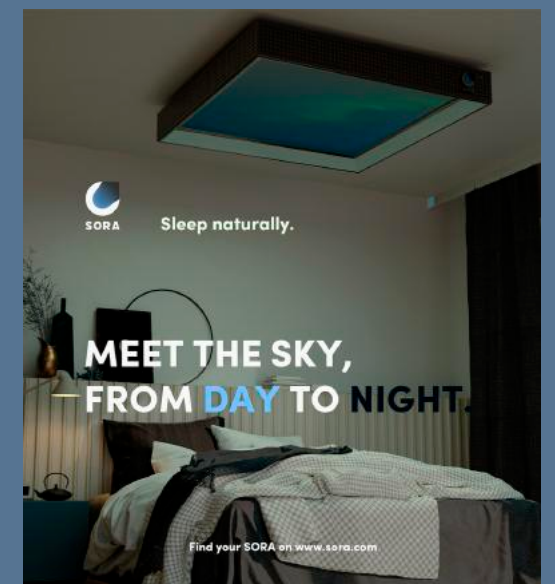
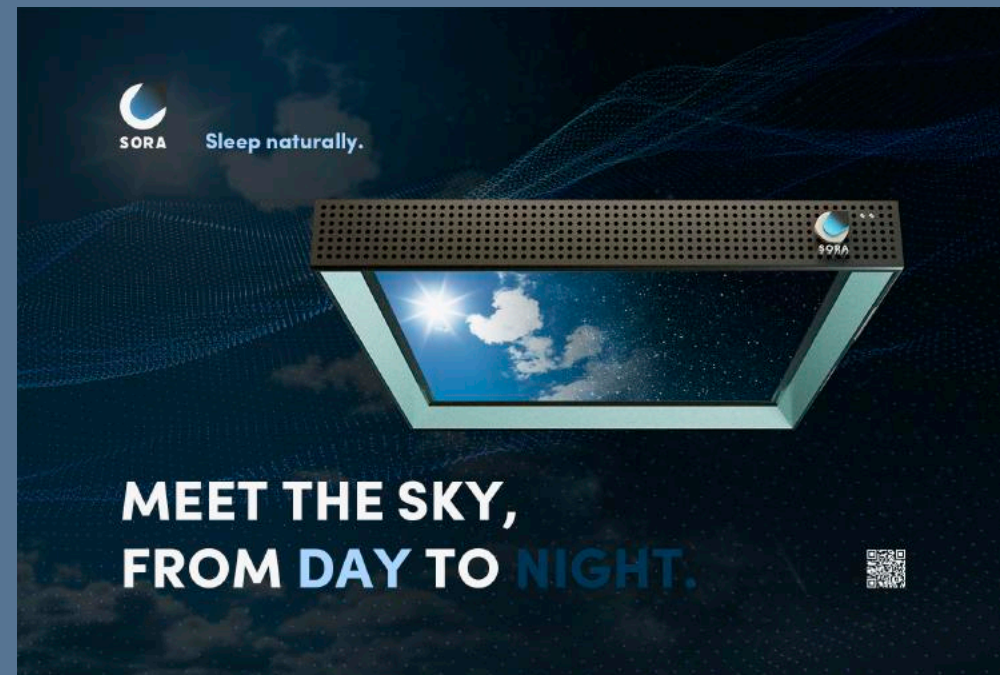
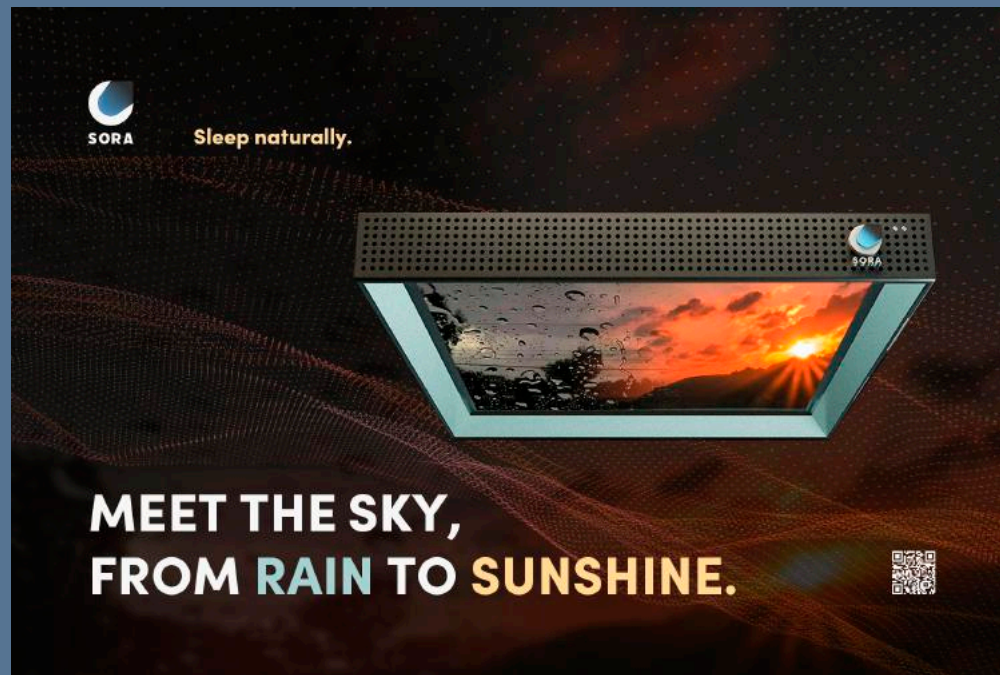
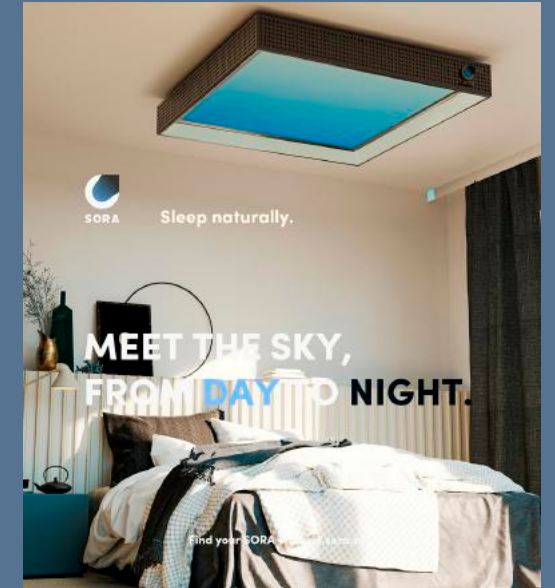
Final posters



Final Posters



Final Posters

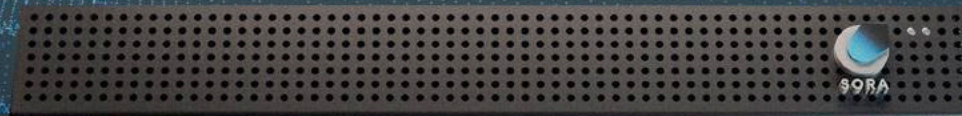




SORA

Sleep naturally.

MEET THE SKY,
FROM DAY TO NIGHT.





SORA

Sleep naturally.



MEET THE **SKY**,
FROM DAY TO NIGHT.



A39 A39

SORA Sleep naturally.

MEET THE SKY,
FROM DAY TO NIGHT.





SORA

Sleep naturally.



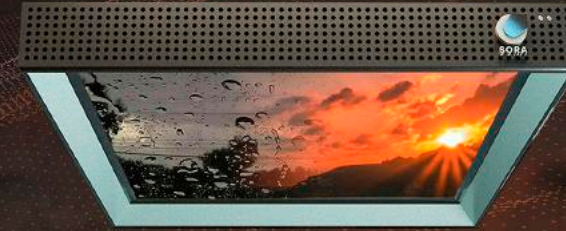
MEET THE SKY,
FROM DAY TO NIGHT.





SORA

Sleep naturally.



MEET THE SKY,
FROM RAIN TO SUNSHINE.





Sleep naturally.



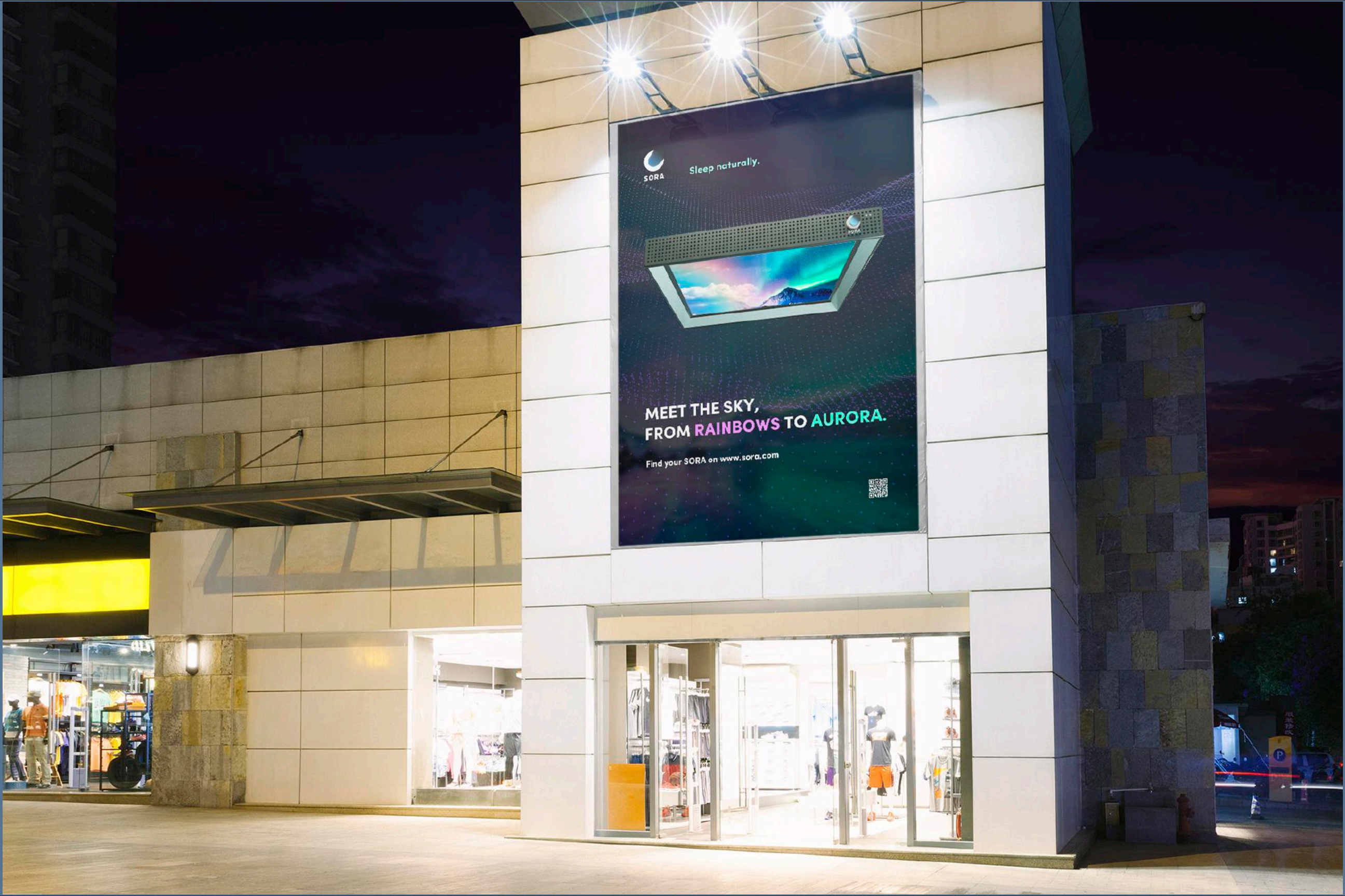

MEET THE SKY,
FROM RAIN TO **SUNSHINE.**



SORA Sleep naturally.

MEET THE SKY,
FROM RAINBOWS TO AURORA.

Find your SORA on www.sora.com





SORA

Sleep naturally.



MEET THE SKY,
FROM RAINBOWS TO AURORA.





MEET THE SKY,
FROM RAINBOWS TO AURORA.

Sleep naturally. SORA





Sleep naturally. SORA

MEET THE SKY,
FROM SNOW TO SUNSHINE.

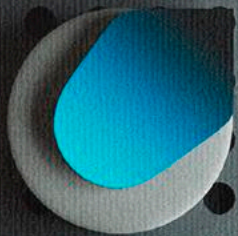


Sleep naturally. SORA



MEET THE SKY,
FROM SNOW TO SUNSHINE.





SORA

Sleep naturally.

**MEET THE SKY,
FROM SNOW TO SUNSHINE.**



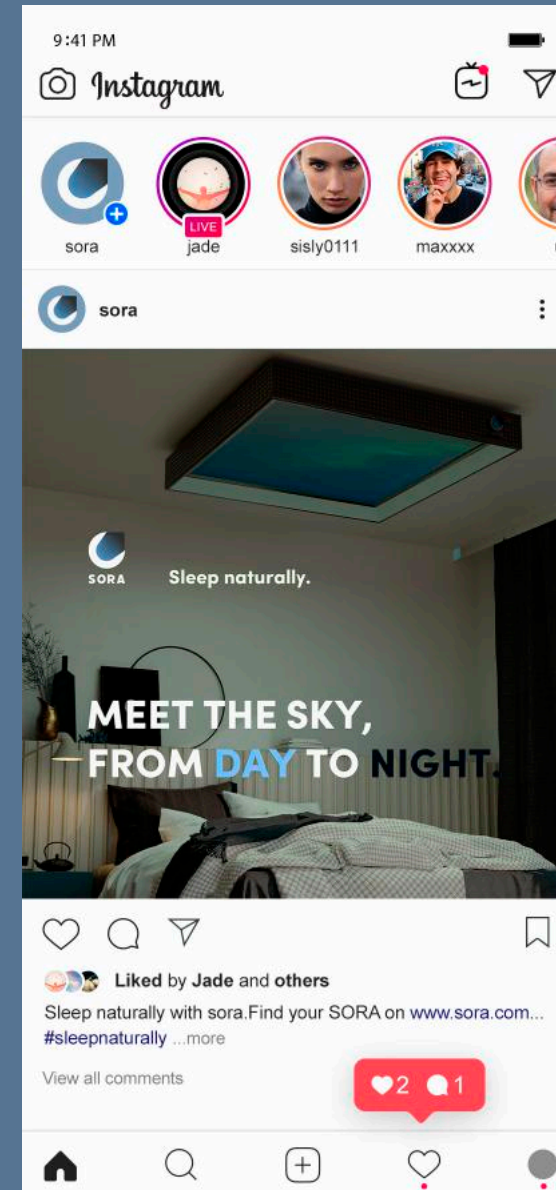
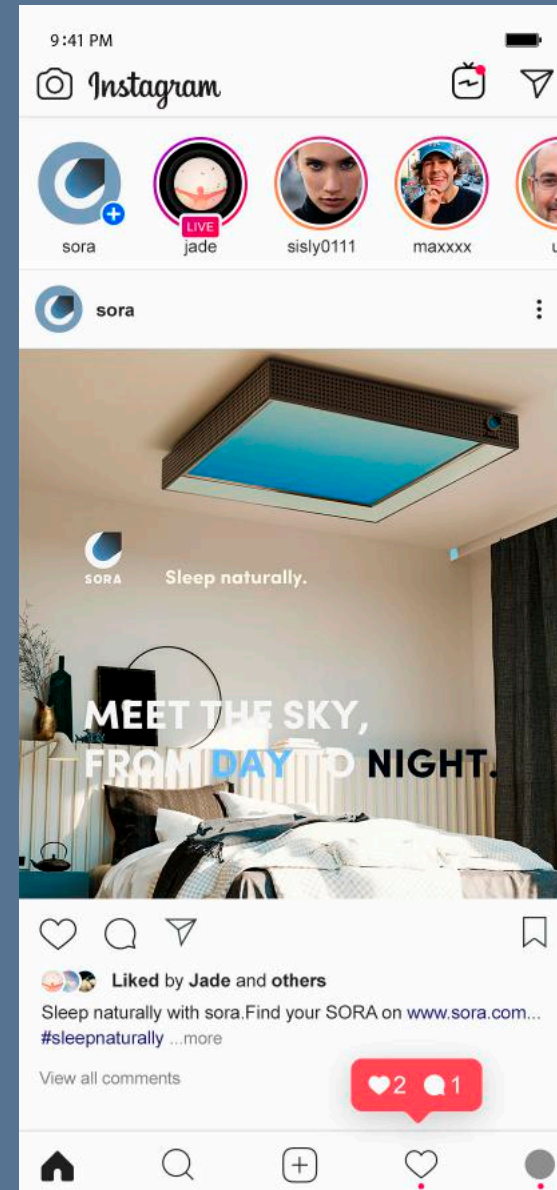
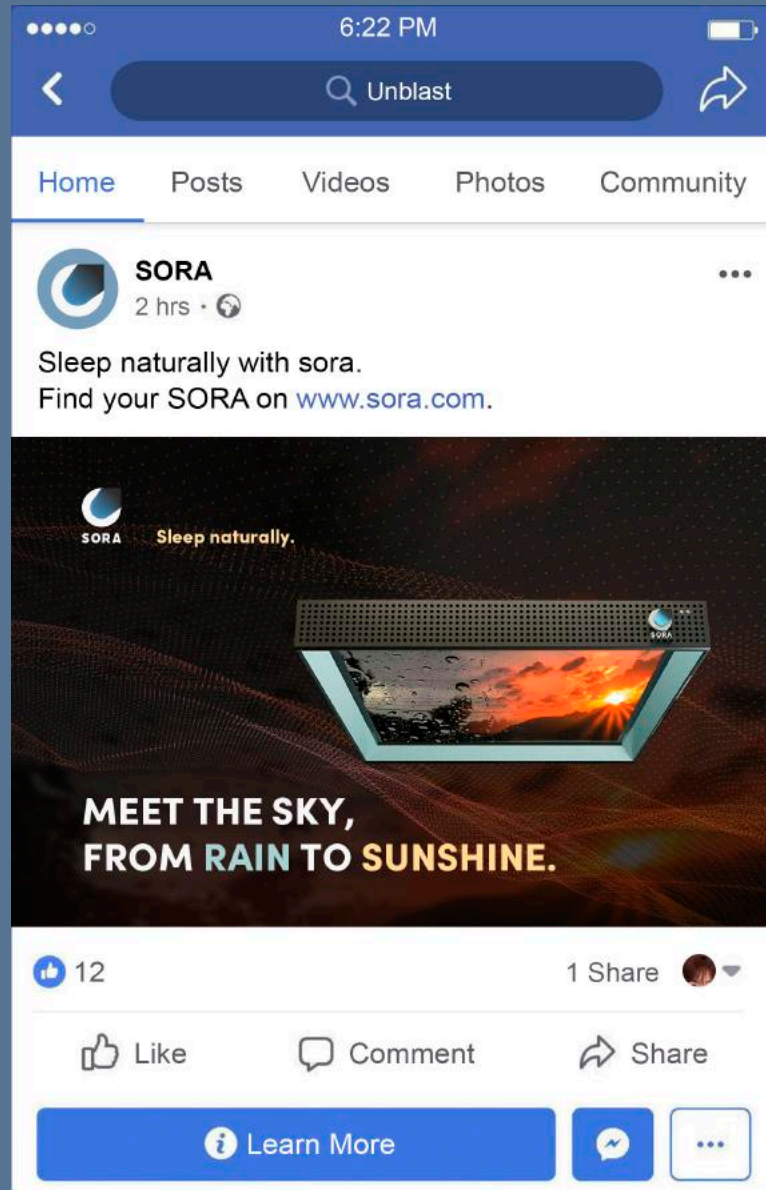
Sleep naturally.

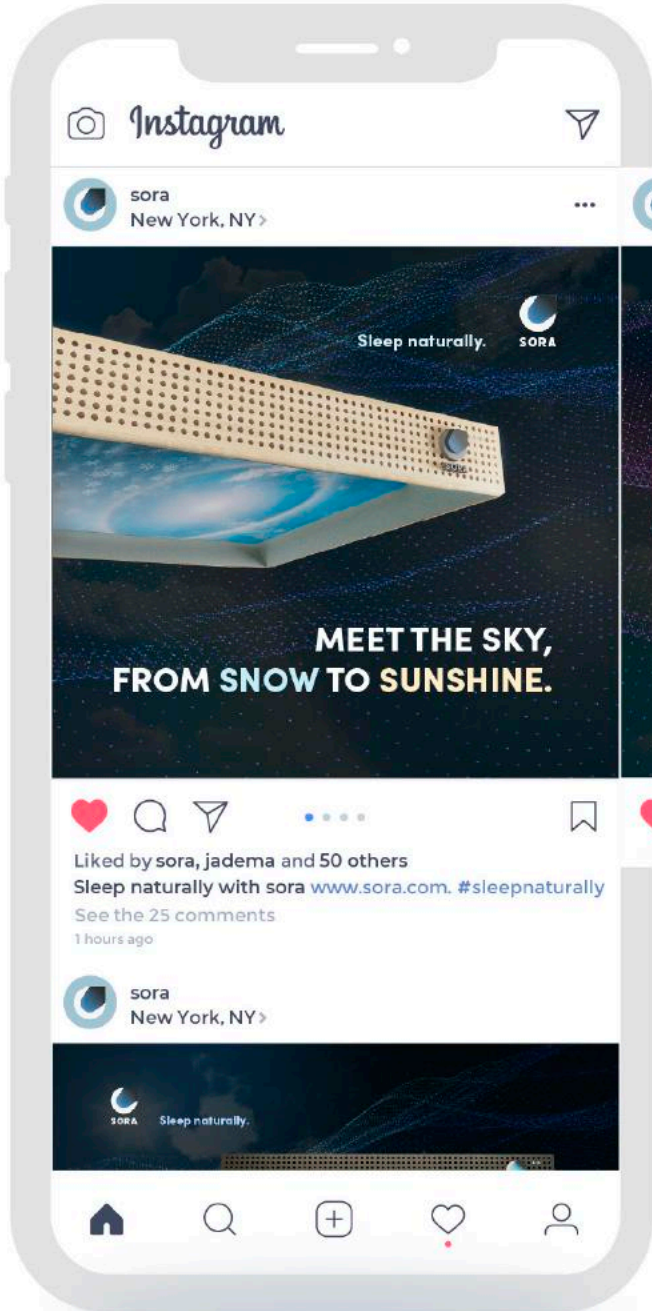
**MEET THE SKY,
FROM SNOW TO SUNSHINE.**



Find your SORA on www.sora.com

📍 Social Media





sora
New York, NY >



Liked by sora, jadema and 50 others
Sleep naturally with sora www.sora.com. #sleepnaturally
See the 25 comments
1 hours ago

sora
New York, NY >



sora
New York, NY >



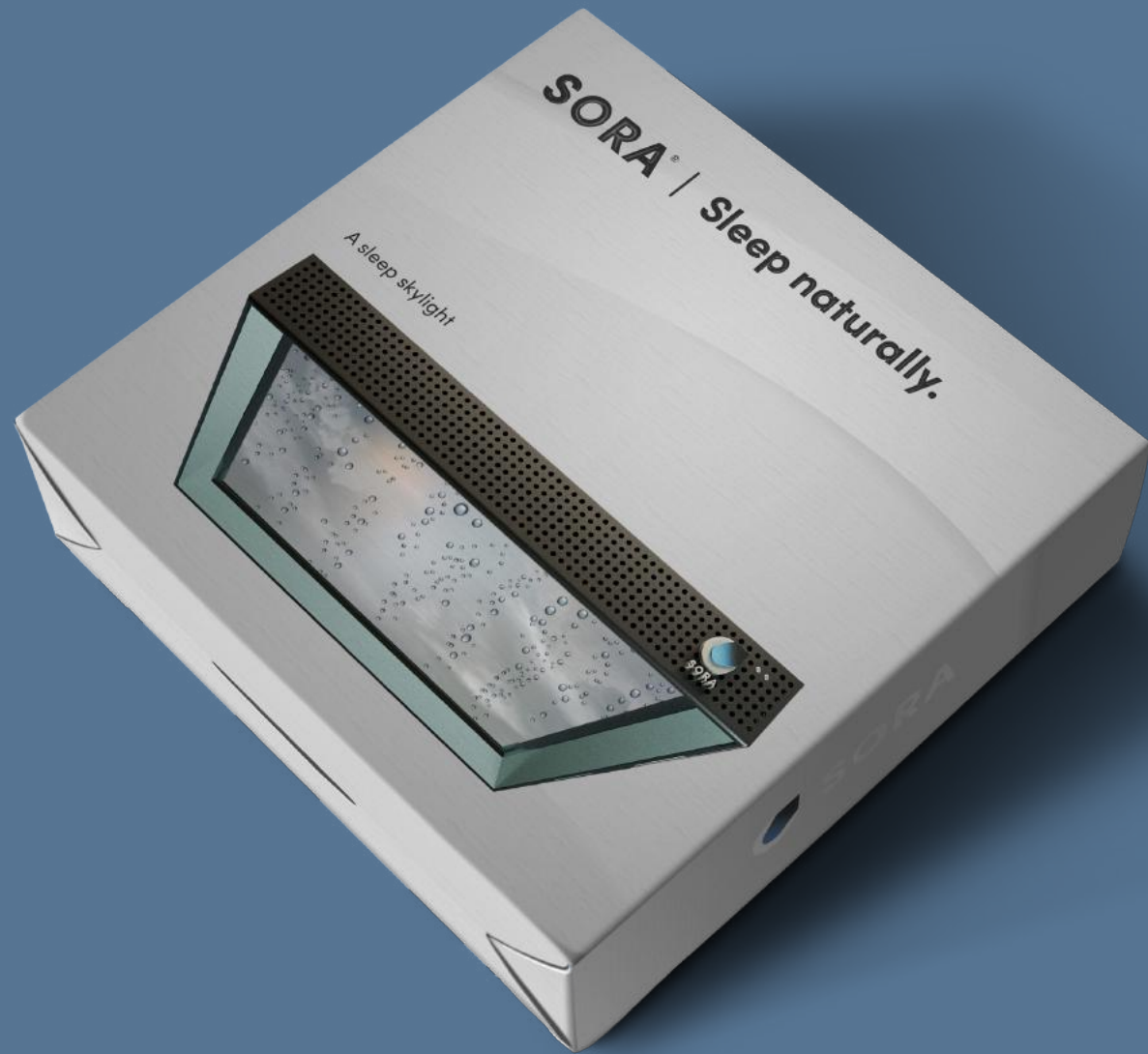
sora
New York, NY >



sora
New York, NY >



🕒 Packaging

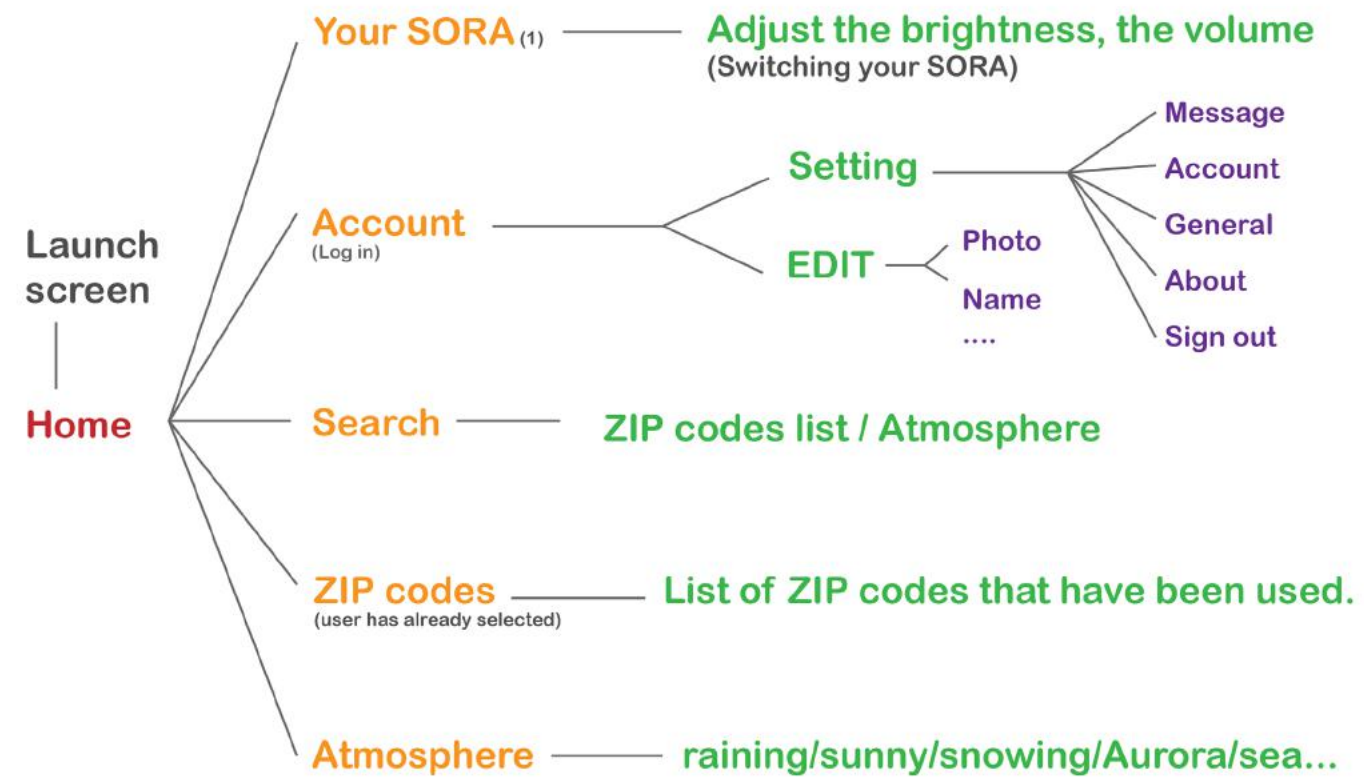




APP

APP Wireframe

SORA app



APP funcation:

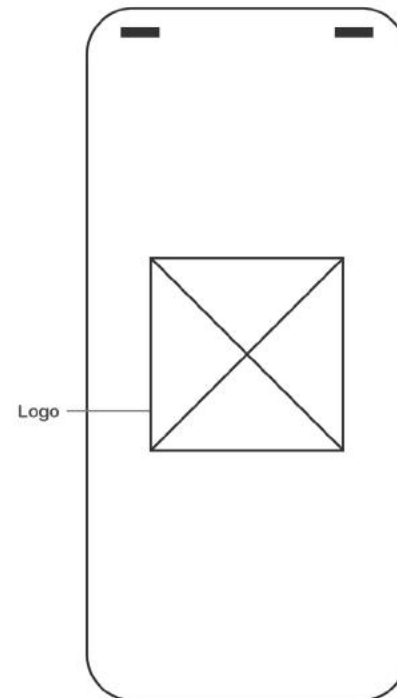
download video
search new video
connect product
(timing,
switch video,
brightness,
volume)

user account
(user' s video,
user' s time zone)

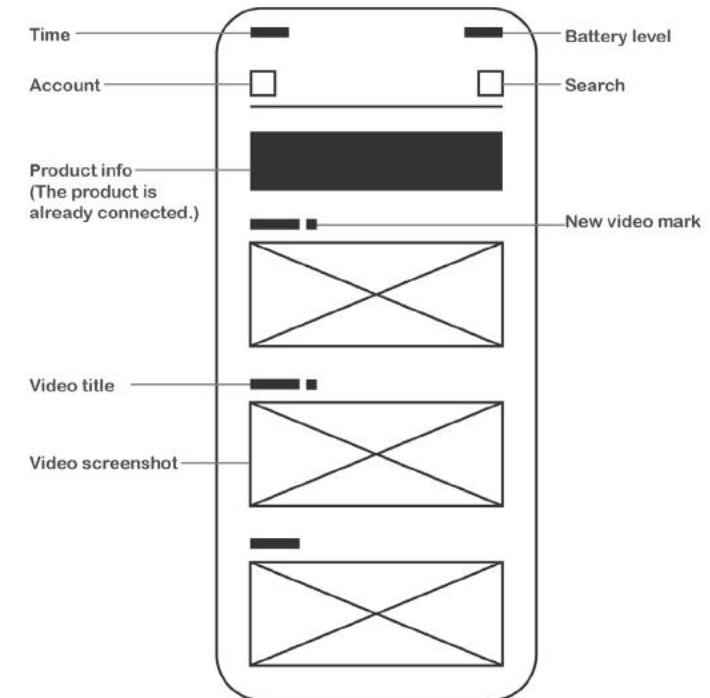
...

APP wireframe

Launch screen



Home



APP funcation:

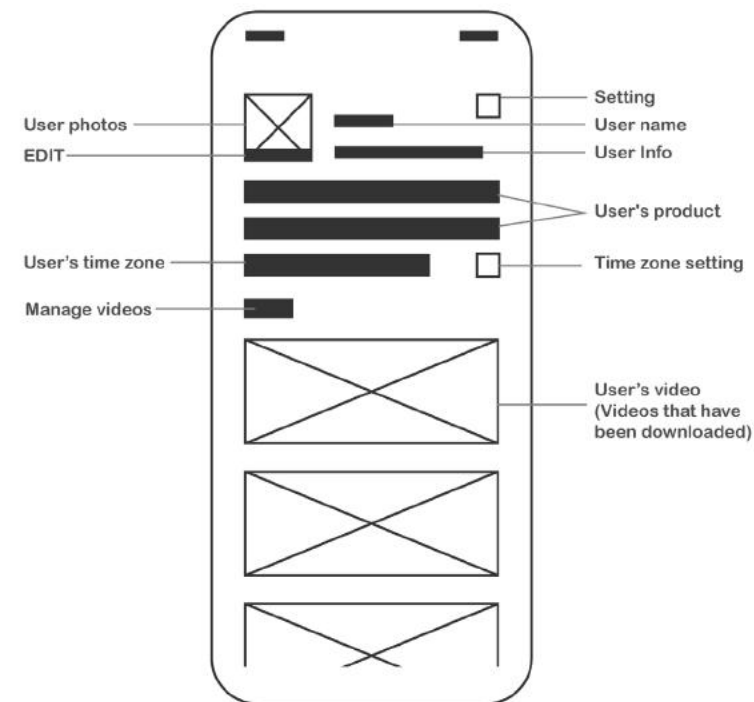
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search new video
connect product
(timing,
switch video,
brightness,
volume)

user account
(user' s video,
user' s time zone)

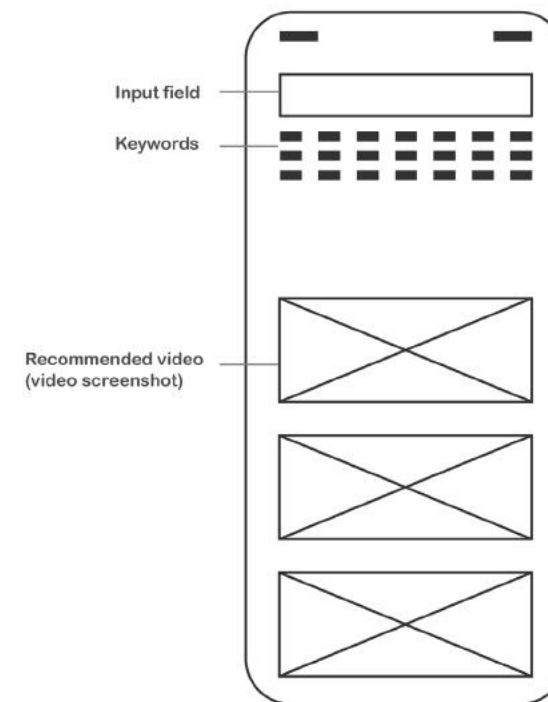
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APP wireframe

Account information



Search



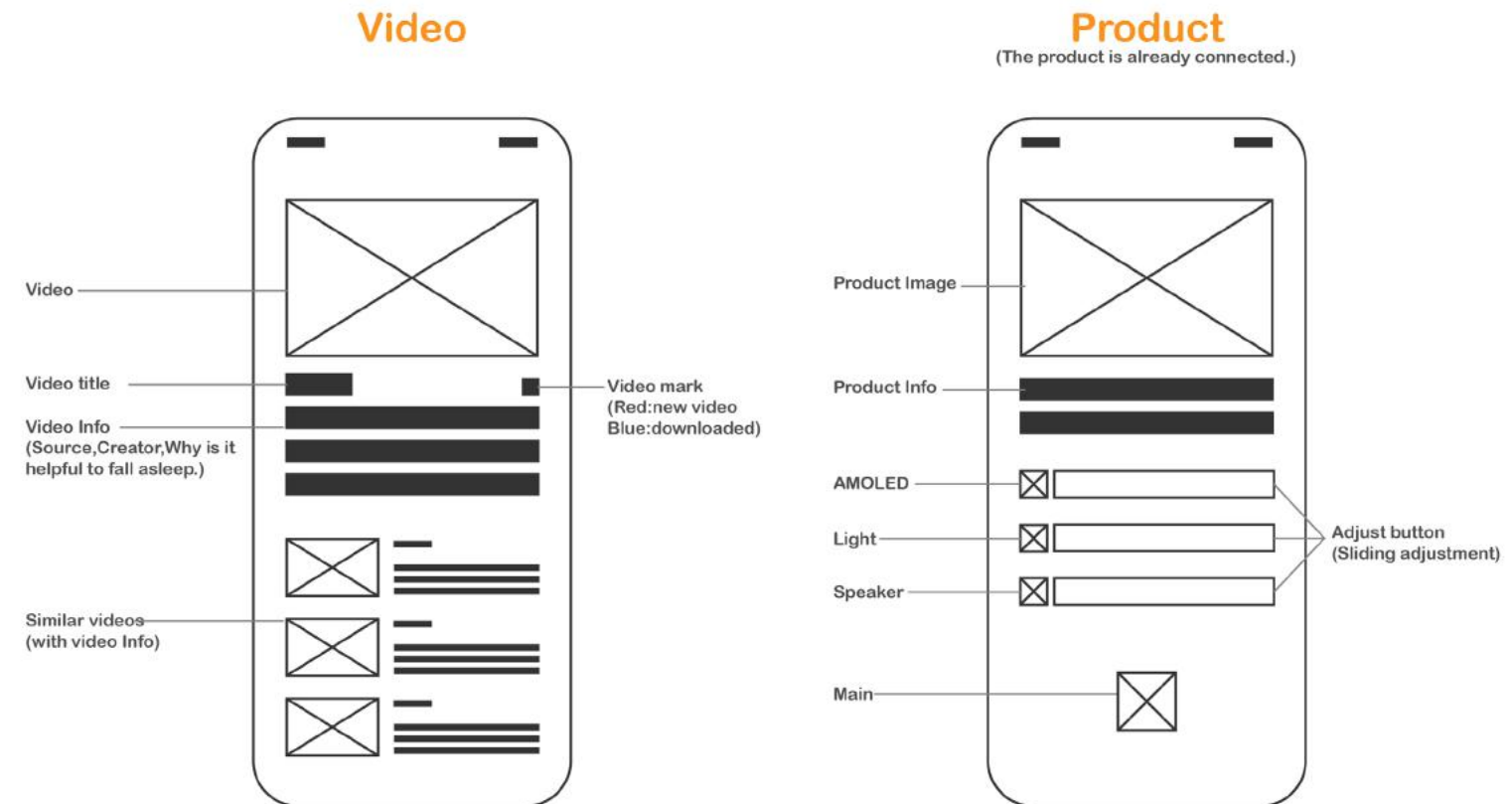
APP funcation:

download video
search new video
connect product
(timing,
switch video,
brightness,
volume)

user account
(user' s video,
user' s time zone)

...

APP wireframe



APP funcation:

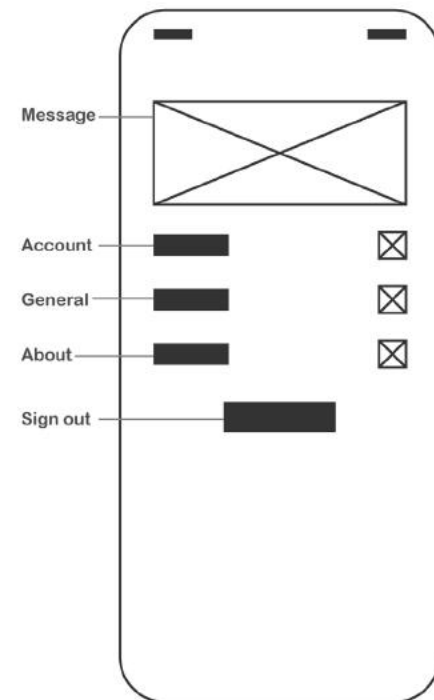
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search new video
connect product
(timing,
switch video,
brightness,
volume)

user account
(user' s video,
user' s time zone)

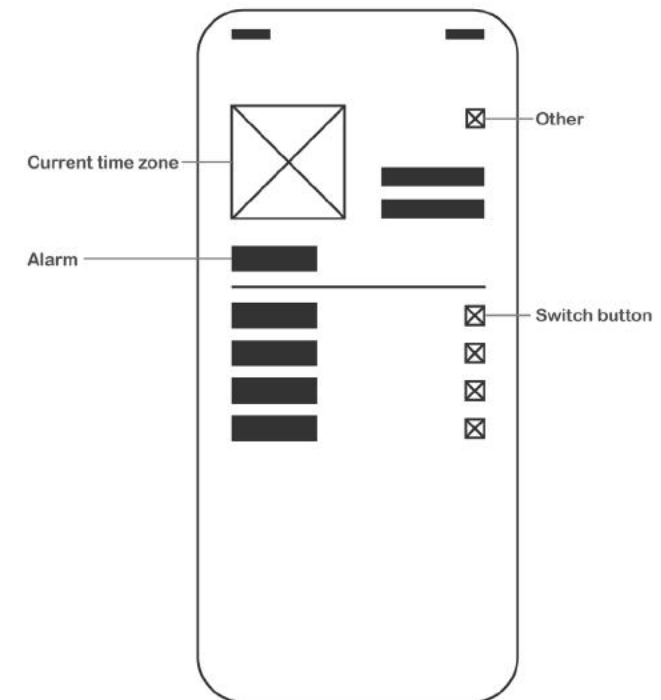
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APP wireframe

Setting



Time zone setting



APP funcation:

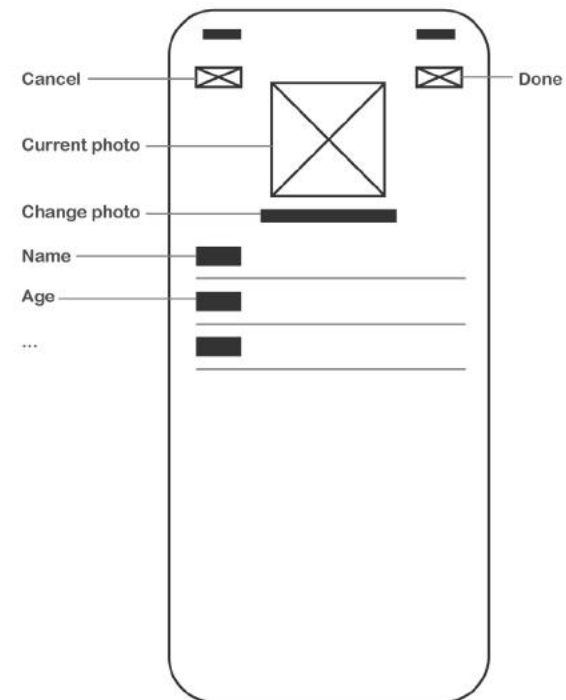
download video
search new video
connect product
(timing,
switch video,
brightness,
volume)

user account
(user' s video,
user' s time zone)

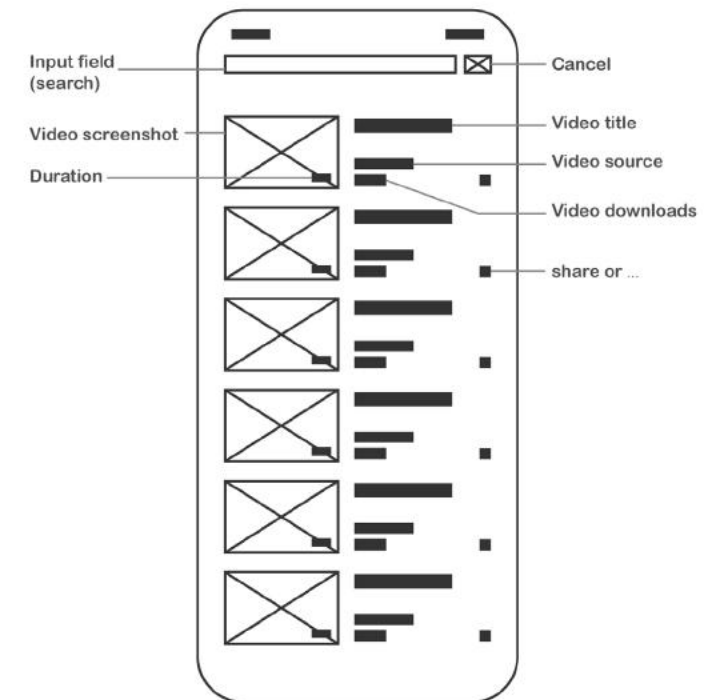
...

APP wireframe

EDIT



Video list



APP Interface



ZIP Code: **31402-3146** ▾

ZIP Code: 90001

ZIP Code: 10001

ZIP Code: 10451

00:00

< ZIP Code (+)

ZIP Code: **31402-3146** ▾

ZIP Code/Address: SCAD |

31402-3146

ZIP Code/Address: Atlanta |

30301

30305

30309

30313

30317

00:00

SORA

ZIP Code: 000000

Atmosphere

Raindrop Aurora

Sunset Rainbow

Snowing Sunshine

00:00

SORA

SORA 1 ▾

Volume

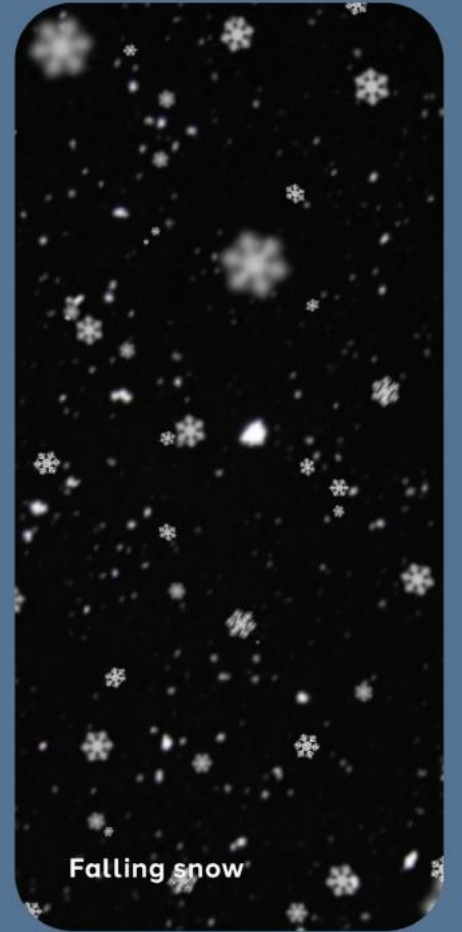
Screen

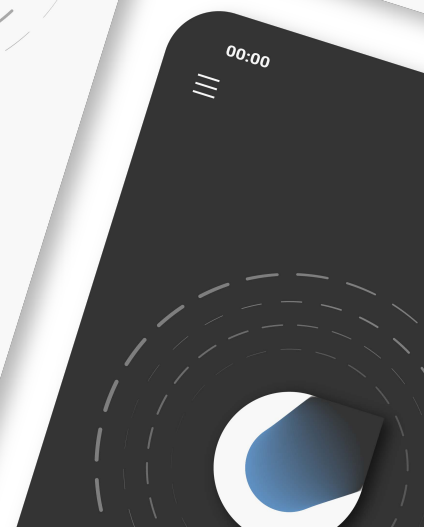
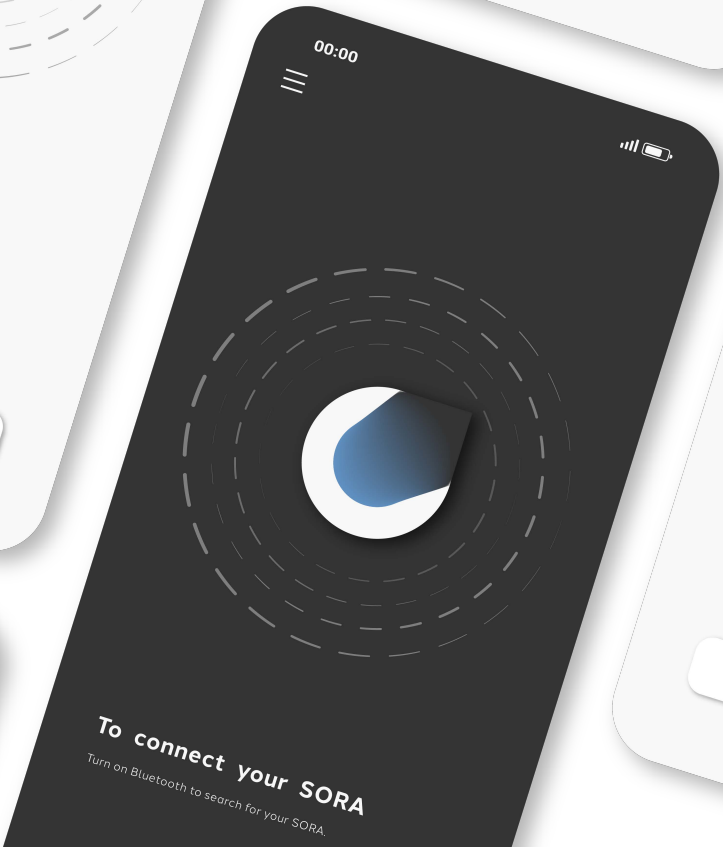
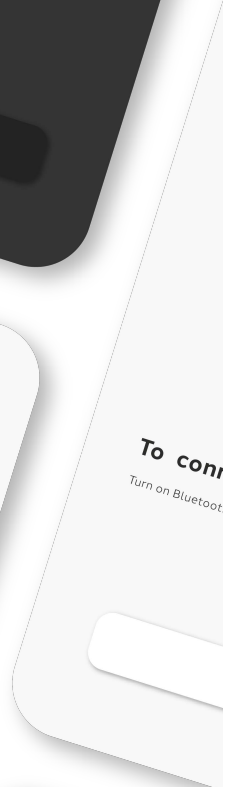
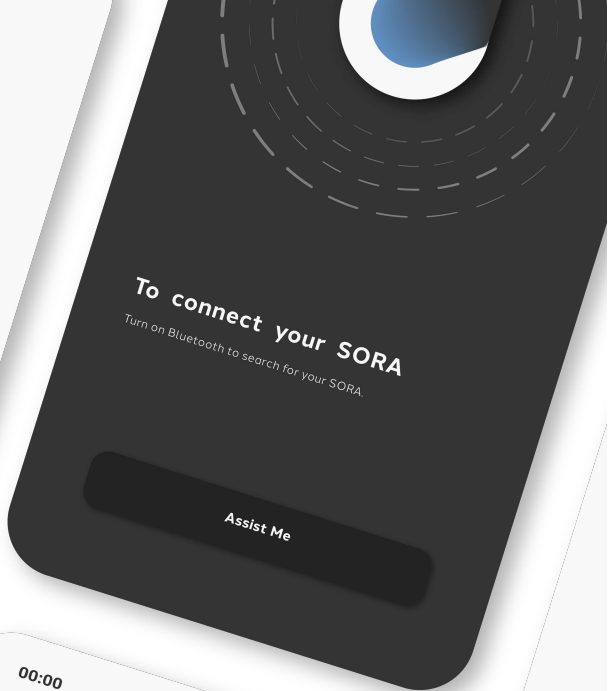
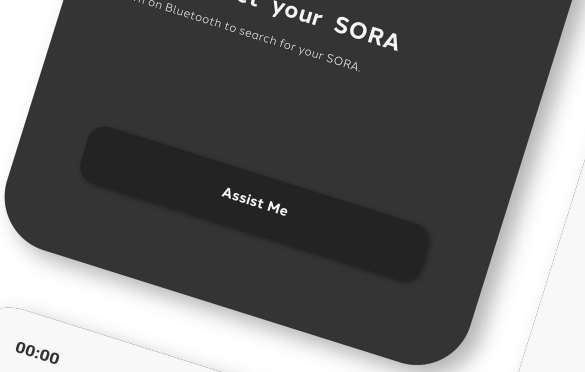
Light

Timing 1 Hours

SORA 2 Upper left corner >

SORA 3 >







Video

🕒 Initial Iteration 1

(problem + research)

We spend one-third of our life either sleeping or attempting to do so. It sounds easy but falling asleep naturally and having good sleep quality has become a vision for most people. According to the Centers for Disease Control and Prevention, about 70 million Americans suffer from sleep problems and poor sleep resulting in sleep deprivation.

Sleep is a sensory experience. And environmental factors in the bedroom play a big role in your sleep quality. A quiet room is always easier to relax in. Natural light and noise are the biggest external factors affecting our ability to fall asleep or stay asleep. Each of us have a natural daily cycle regulated by the sun.

Among the twelve countries in the world, 77% of surveyed adults (back up with credible source for this data) recognizing that sleep has an impact on health, 62% admitted they sleep only somewhat well, and 44% stated that their sleep has worsened in the past five years. So why not create a better environment for our sleep?

To solve this issue, our team has created SORA — an innovatively designed skylight that can replace or complement the light source in your bedroom to enhance the environment and improve sleep quality.

(features)

SORA can simulate natural light by AMOLED screen and Adjustable light to help your body receive the light to increase or decrease the amount of melatonin to help your sleep and wake up. It will gradually dim or bright to simulate sunrise and sunset. We provide a fun way by setting awake time, and it will slowly start rising and ease you out of sleep, instead of blasting alarms to wake you up.

Meanwhile, SORA provides noise-masking technology while you sleep. After the external sensor receives noise that may affect sleep, the built-in speaker uses artificial intelligence to calculate and play white noise with an appropriate volume. With noise-masking tech, you would never need to worry about your roommate's party or other environmental noise.

Due to the new reality, many people have moved away physically but continue to work or study remotely from other time zones. Work jet lag is a serious problem that can affect their sleep quality. SORA allows users to choose their target time zone and weather. The schedule of this function can be customized by the user. SORA is connected to a fully personalized app that provides time zone selection and environment choice, ranging from the sky to the deep sea or even the universe. Users can also choose the sound they want from rain, snow, or even wind, which creates a comfortable and calm sleeping atmosphere.

So, why sleep environment you may ask? Because the research shows an improved sleep environment is 38% more efficient than taking sleeping drugs, so why not choose a way that won't hurt your body and let it adjust itself?

Sleep should always be a natural activity without effort, and we are here to deliver that natural way; with SORA, you will never need to work on your sleep anymore; the only thing left for you is a nice sleep.

SORA is the best gift to reward yourself. We accompany you to the best sleep in your life. We are here for your sleep wellness.

SORA — Sleep Naturally

🕒 Initial Iteration 2

(Problem + Research)

We spend one-third of our life either sleeping or attempting to do so. It sounds easy but falling asleep naturally and having good sleep quality has become a vision for most people.

About 70 million Americans suffer from chronic sleep problems resulting in sleep deprivation. (According to the Centers for Disease Control and Prevention (CDC))

Sleep is a sensory experience. And environmental factors in the bedroom play a big role in your sleep quality. Natural light and noise are the biggest external factors affecting our ability to fall asleep or stay asleep.

In twelve countries globally, 77% of surveyed adults recognize that sleep impacts health, 62% admitted they sleep only somewhat well, and 44% stated that their sleep has worsened in the past five years. (According to the Centers for Disease Control and Prevention (CDC))

So How do we deal with this situation?

Now, our team has created SORA — an innovatively designed skylight that can replace or complement the light source in your bedroom to enhance the environment and improve sleep quality.

(Features)

SORA can simulate natural light by an AMOLED screen and Adjustable light to help your body produce melatonin suitably to help your sleep and wake up. We provide a fun way by setting awake time, and it will slowly start rising and ease you out of sleep, instead of blasting alarms to wake you up.

Meanwhile, SORA provides noise-masking technology while you sleep. After the external sensor receives noise that may affect sleep, the built-in speaker with the artificial intelligence will play white noise with an appropriate volume.

Work jet lag is a serious problem that can affect their sleep quality, particularly during the Covid-19. SORA allows users to customize their target time zone and weather. By connecting to a fully personalized app, the users can select whatever sleep atmosphere they want, from the sky to the deep sea or even the universe, to create a comfortable and calm sleeping atmosphere.

So, why is the sleep environment? Because the research shows an improved sleep environment is 38% more efficient than taking sleeping drugs, so why not choose a way that won't hurt your body and let it adjust itself?

Sleep should always be a natural activity without effort. We are here to deliver that natural way.

With SORA, Sleep Naturally

🕒 Final script

We spend one-third of our life either sleeping or attempting to do so. Sounds easy, But having good sleep quality has become a vision for most people.

About 70 million Americans suffer from chronic sleep problems. Globally, 77% of surveyed adults recognize that sleep impacts health, 62% admitted they sleep only somewhat well, and 44% stated that their sleep has worsened in the past five years.

Sleep is a sensory experience. To change how people sleep, our team has created SORA – an innovatively designed skylight that can replace or complement the light source in your bedroom to enhance the environment and improve sleep quality.

SORA can simulate natural light by an AMOLED screen and adjustable light to help your body produce melatonin suitably to help your sleep and wake up. SORA wakes you up with natural sunlight instead of blasting alarms to wake you up.

When SORA's external sensor receives noise that may affect your sleep, the built-in speaker with artificial intelligence plays white noise using its noise-masking technology.

User's who have poor sleep quality working remotely can customize their SORA to their target time zone and weather. Using the fully personalized app, the users can select whatever sleep atmosphere they want, from the sky to the deep sea or even the universe.

Also, the research shows that an improved sleep environment is 38% more efficient than taking drugs to help sleep issues.

We believe sleep should always be an effortless activity.

Sleep Naturally, With SORA.

Storyboard

We spend one-third of our life either sleeping or attempting to do so. Sounds easy, But having good sleep quality has become a vision for most people.

About 70 million Americans suffer from chronic sleep problems. Globally, 77% of surveyed adults recognize that sleep impacts health, 62% admitted they sleep only somewhat well, and 44% stated that their sleep has worsened in the past five years.

Sleep is a sensory experience.



1. The moon appears as the start.



2. The text (We spend one-third of our life either sleeping or attempting to do so.)



3. People sleeping



4. People who can't fall asleep during sleep.



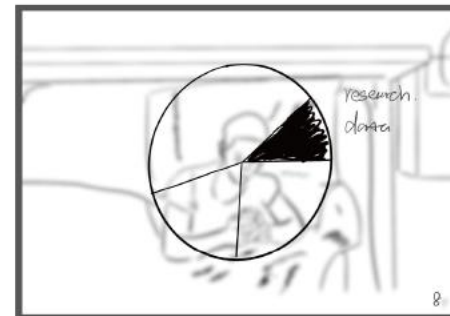
5. People who can't fall asleep during sleep.



6. People who can't fall asleep during sleep.



7. People who can't fall asleep during sleep as background.



8. Blurred video as background, showing dynamic charts.(CDC)



9. Quiet /noisy ,Sunlight/light (Stitching video)

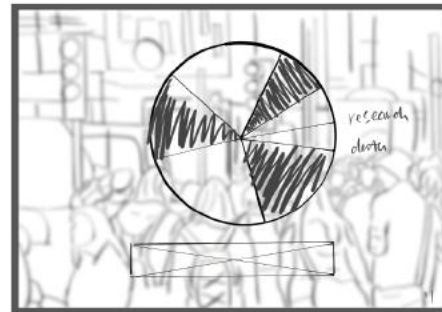


10. Videos of busy cities and workers .

Storyboard

To change how people sleep, our team has created SORA – an innovatively designed skylight that can replace or complement the light source in your bedroom to enhance the environment and improve sleep quality.

SORA can simulate natural light by an AMOLED screen and adjustable light to help your body produce melatonin suitably to help your sleep and wake up. SORA wakes you up with natural sunlight instead of blasting alarms to wake you up.



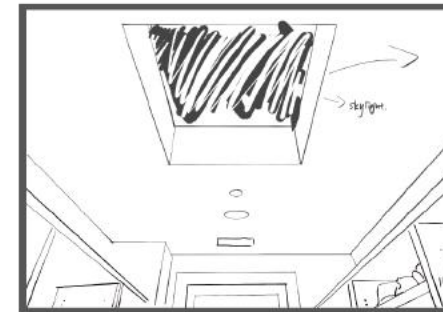
11. The research data chart is in the front. (CDC) (animation)



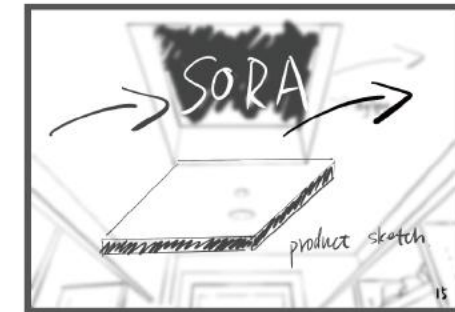
12. People sleeping as the background.



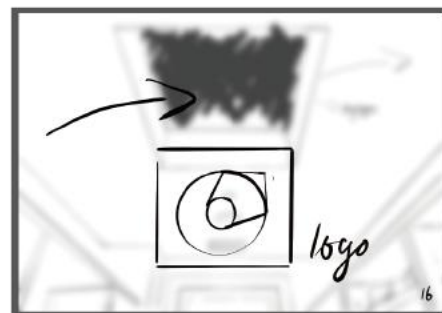
13. Text (So How do we deal with this situation?)



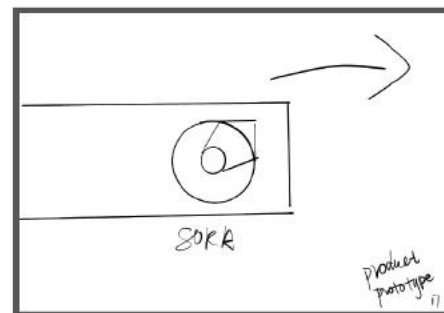
14. Real skylight pictures or videos,



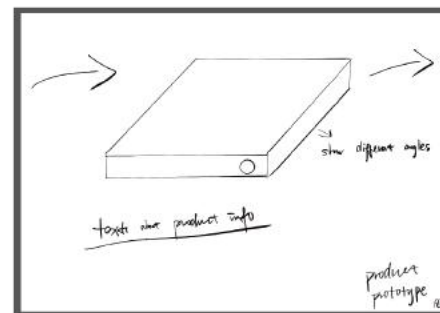
15. Transition to product sketches,



16. transition to logo and brand name appear



17. Product prototype appears with product function info



18. show different angle with function info



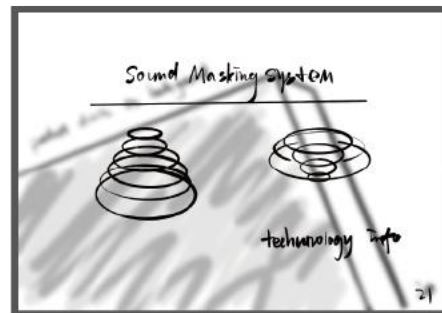
19. show the product in the real bedroom environment (try)



20. prototype details with technology Introduction

Storyboard

When SORA's external sensor receives noise that may affect your sleep, the built-in speaker with artificial intelligence plays white noise using its noise-masking technology.
User's who have poor sleep quality working remotely can customize their SORA to their target time zone and weather. Using the fully personalized app, the users can select whatever sleep atmosphere they want, from the sky to the deep sea or even the universe.



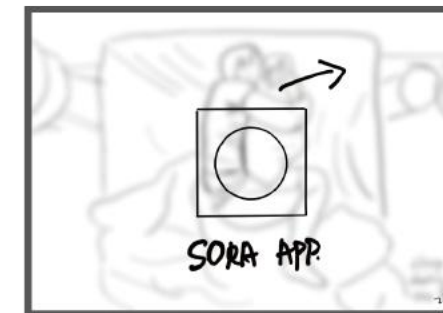
21. Main technology introduction (try animation)



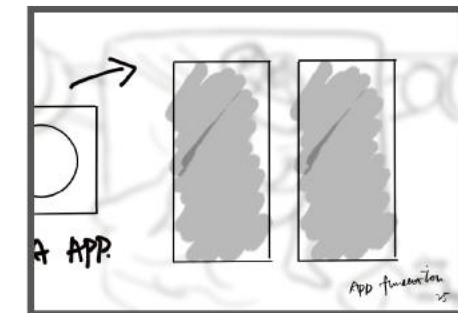
22. Scenes of people working in jet lag, working at night,



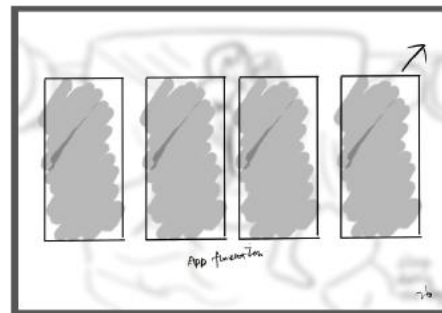
23. sleeping during the day but not sleeping well,



24. same video as background and SORA app logo in front



25. Click on the logo to display the application page (animation)



26. Click the area of the function to display the screen (animation)



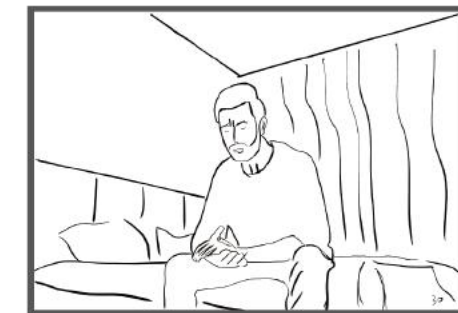
27. the app zoom out to the character's phone



28. click on the phone show different atmosphere or time zone



29. different atmosphere



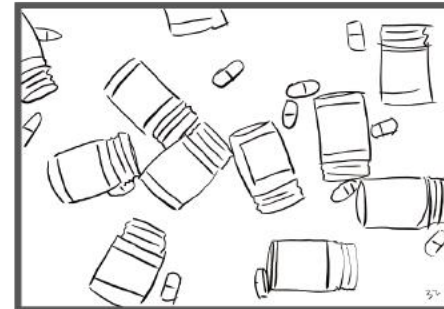
30. A serious man thinking

Storyboard

Also, the research shows that an improved sleep environment is 38% more efficient than taking drugs to help sleep issues. We believe sleep should always be an effortless activity.
Sleep Naturally, With SORA.



31. Texts (So, why is the sleep environment?)



32. sleep drugs video



33. sleep drugs video as bg texts about data in front



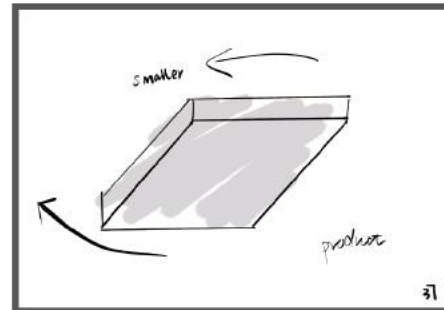
34. A woman lying in bed with a smile



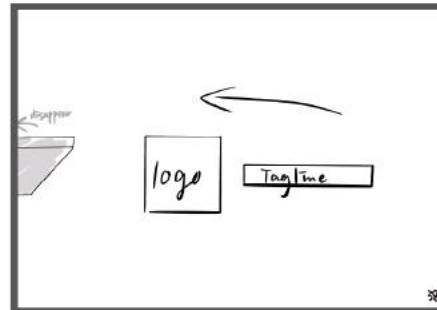
35. Get up full of energy



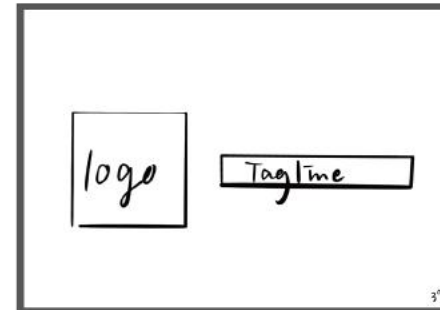
36. Another about lying in bed with a smile



37. product come up and zoom out to left



38. the logo and tagline appear from the right



39. final logo and tagline in the center



SORA



Team Thoughts

Lee - I really enjoy this course, the team development of products is a brand new experience for me. The intense discussions among the group members allowed us to better advance the project, and a course also gave me enough time to improve and follow up. Thank you professor for your feedback.

Ma - Through this group project, I clearly realized my strengths and weaknesses. The teamwork of four people also allowed me to experience the process from argument to cooperation for the first time, which made our products have a higher quality. Thank you Professor Gauri for your advice and encouragement.

Rui - I am enjoying the process of this wellness project. It taught me a lot of new things. Market research, product prototype development, and the final case study video bring me a wealth of experience. With professor Gauri and peers' help, we finally got a satisfactory product. Thank you for all your patience.

Yin - For creating a product that does not exist in the market, the initial group conversation to decide the product direction played an extremely important role. When our direction is confirmed, with the help from Gauri and class, everything is done smoothly.



THANKS FOR WATCHING



ADVE-725 Digital Media for Advertising
Professor Gauri Misra-Deshpande
Rui Wang, Yihao Yin, Zhongyue Ma, Peiwen Li