

Interesting
0 2am?

→ A circadian Rhythm is a natural, internal process that regulates the sleep-wake cycle & repeats roughly every 24 hours. It can refer to any biological process that displays an endogenous, entrainable oscillation of about 24 hours. Basically it is your body clock that runs between cycles of sleepiness + alertness.

- The Circadian Rhythm or body clock can only restart when a person goes to sleep. The hours of rejuvenation of the mind & body only occur between the hours of 9pm → 2AM only.

C **circadian** **R** **hythm**

↳ Serotonin hormones only released during this time helps the mind & body to destress and relax and to re-energize for the next day.

↳

↳

↳

↳

Sleepy Head:-

→ by Henry Nicolls

- talks about how 'why people suffer from bad sleep nights' in regard to state

- * chronic narcot
- * morning habits
- successful people

- * REM sleep
- * Night owls

V.S
LARKS

VS
LARY

VS
LARY

→ more for act.

habbitat

my chair + sleep

my age

st

14

10



Design can help users experience various feelings

A hand-drawn diagram of a cell. It features a large, irregularly shaped nucleus in the center, filled with a stippled pattern. The nucleus is surrounded by a thin, dark blue line representing the nuclear envelope. The cytoplasm is the area between the nucleus and the cell membrane, filled with a light blue, wavy pattern. The cell membrane is a thin, dark blue line that encloses the entire cell.



Handwritten text: **Usability**

What is U.K. useful

2025



A detailed illustration of a cell. It features a large, oval-shaped nucleus filled with a granular texture, surrounded by a thin blue membrane. To the right of the nucleus is a large, clear, oval-shaped vacuole. The entire cell is enclosed within a larger, irregular blue outline.

to
q

Top
17
m:

2
50!
50
7

400. 2

10

How can we
combine both
of these.
Topics

Topics

40

inspirational

words

University

Social-like

Morning

Tired

Health

Affect

Night-owl

work

Refreshed

Body clock

Hormones

care-takers

School

Diseases

Pressure

Night

Brain function

Relaxing

Early

Hours

Stress

Mental health

Sleep-habits

Productivity

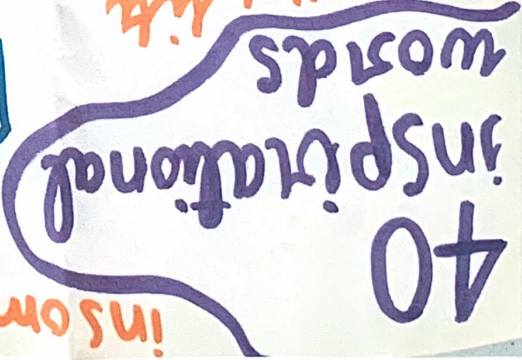
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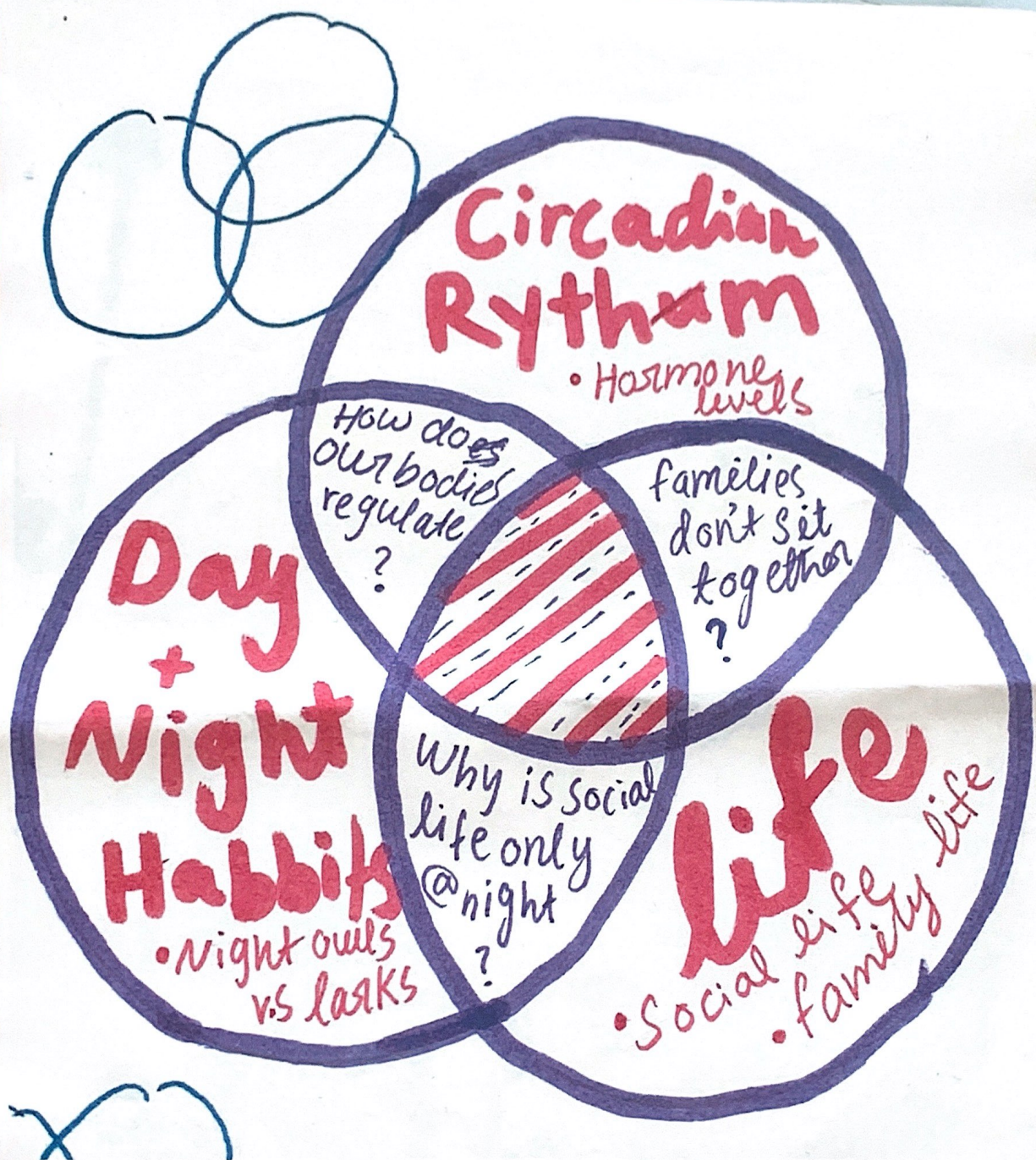
Weekends

Coffee

Awake

insomnia





Why is waking up Early Better / Beneficial?

→ Generally after a lot of research, I was able to conclude that morning risers are more active & healthier than Night Owls. The early morning allows humans to wake up refreshed from a goodnight's early sleep. This is because of all the renewing functions & processes that only occur when we sleep early, AKA (circadian rhythm body clock).

→ Sleeping earlier also removes the chances of diseases and illnesses.

→ The majority of working/business men + leaders are early risers as it gives them a big energy boost & motivation to seize the day.

• Social life can be done in Day-light times which better quality of social life and relationships

Jara Bingham B

63511

4/2/2020

Resources



Frame Your Design Challenge

What is the problem you're trying to solve?

→ Something to do with

• Sleep habits + routines

• life in the morning vs night

• family quality time

1) Take a stab at framing it as a design question.

How can design impact family time in regards to sleep?

2) Now state the ultimate impact you're trying to have.

get people to sleep on time + wake, enjoy family

3) What are some possible solutions to your problem?

Think broadly. It's fine to start a project with a hunch or two, but make sure you allow for surprising outcomes.

* different class time (@night) * Sleep earlier

* Socialize in the morning

4) Finally, write down some of the context and constraints that you're facing.

They could be geographic, technological, time-based, or have to do with the population you're trying to reach.

• U.A.E has evolved into a night culture

• technology ruins sleep patterns

5) Does your original question need a tweak? Try it again.

How can design help with sleep habits or with family time

What Are

The negative-
ves of waking
up early

Why?

- less hours of sleep
- circadian rhythm off
- lower energy levels + drive

Where People

need to be ...

- * Historically = Hibernation
- * more functional time
- * Social life?
- * invention of the light bulb

Body
rejuvenation

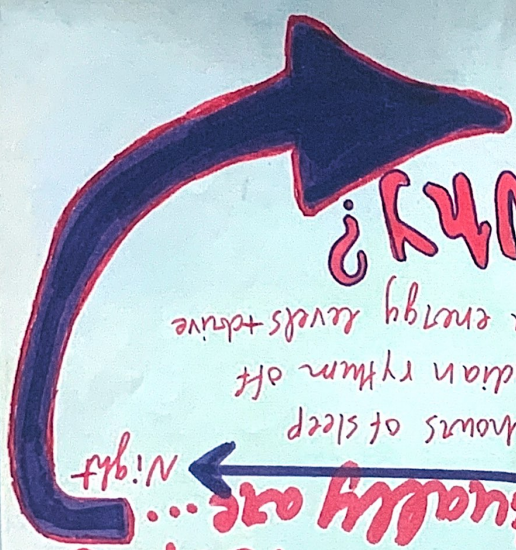
- food
- circadian Rhythm
- nutrition

Body-clock

• season

↑
easily
sustaining

morning



(-)

(+)



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STARTUP LIFE

5 Entrepreneurs Who Prove Night Owls Can Succeed in Business, Too

, the early bird doesn't always get the worm.

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By Jessica Stillman Contributor, Inc.com [@EntryLevelRebel](#)



GETTY IMAGES

If you want to feel like a frail weakling next to superhuman overachievers, then just read the parade of stories out there documenting CEOs' [morning routines](#). It's like they're trying to outdo each other with eye-watering wakeup times.

"I'm up at 5am for a jog," announces [one](#).

"Wimp!" replies another, "I set my alarm for [4:30am](#) to study Chinese and bathe in ice water."

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And just in case you've missed the message that business success requires a truly punishing morning routine, plenty of pundits will spell it out for you in articles with titles like "[The Power of Mornings: Why Successful Entrepreneurs Get up Early](#)" and "[11 Reasons Why Early Birds Are Exceptionally Successful](#)."

But here's the thing most of these peppy, night-owl-shaming articles fail to mention: [our biorhythms are largely inborn](#) and out of our control. Some people are simply programmed to wake cheerfully at ungodly hours, while others (including Winston Churchill and President Obama) naturally do their best work late in the day. Waking up early is great, in other words, but it's definitely not for everyone.

So if you've always been inclined to be productive in the evening, science actually suggests you stop fighting that impulse and instead [adapt your schedule](#) to take advantage of your most energetic hours. And though you read about it less, there are plenty of wildly successful founders who've done just that. (Hat tip to [Business Insider](#) for the pointer to many of these examples).

1. BuzzFeed CEO and Huffington Post co-founder Jonah Peretti

Sleeping in until 8:30 hardly constitutes a nocturnal rock 'n' roll lifestyle, but it's certainly far more relaxed than the punishingly early wakeup times recommended by many CEOs. And apparently it works for Peretti.

"I usually sleep in to about 8:30. Before I leave home, I separate the business or sports section from *The New York Times* for the subway ride - the only two sections my wife lets me take. I'll also take [New York](#) magazine with me on the train, which is the only magazine I subscribe to. (After I had twins, that put an end to my [New Yorker](#) and [Economist](#) subscriptions and my ability to read long-form articles in general.)" he told *The Atlantic*.

2. Box co-founder and CEO Aaron Levie

Are you inclined to sleep in even later than Peretti and Fishkin? Then don't worry, you have successful entrepreneurial role models too. Box CEO Aaron Levie told [Fast Company](#) he generally sleeps until 10:00 and, [in contrast to productivity orthodoxy](#), spends this bit of his day in bed dealing with email.

"I'm in bed for 30 minutes swiping, replying, and deleting. I try to make sure I have no unread messages by the time I get into the office," he reports.

3. Reddit co-founder Alexis Ohanian

~~Dis~~
Dis
Young generation
live daily
fixed routine

THE BUBBLE

How do peoples sleep
daily life? affect them

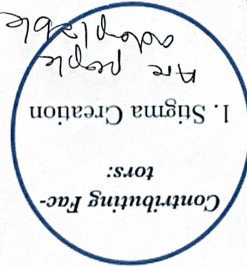
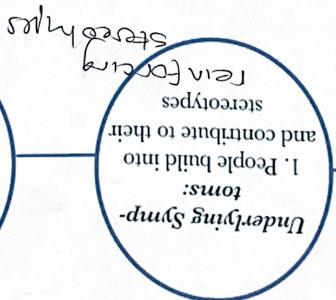
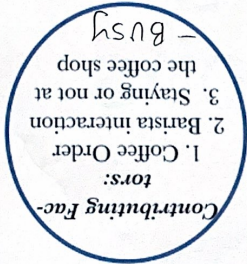
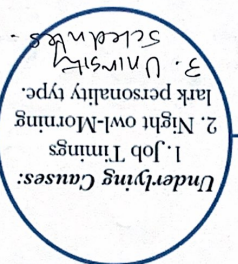
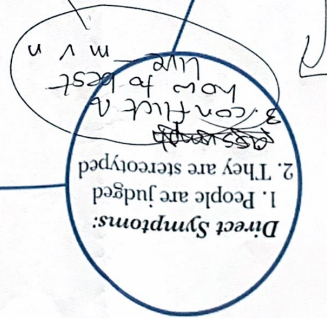
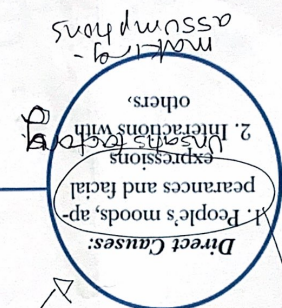
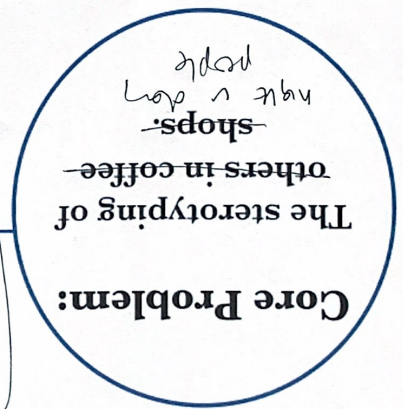
Stereotyping in Coffee Shops

Morning vs
Night People



Sara Binghalib

Causes Diagram



How we live in the times
 my future > Spain, emigration, weather

NAME

Use a realistic name. Don't use names of colleagues.

JAMIE

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.

LIKES ROUTINE • DOES NOT LIKE
TECHNOLOGY TOO MUCH. HEALTHY
LIVING. STABLE.

QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

"Can you get off your PHONE please!"



WHO IS IT ?

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

AGE: MID 20's

LOCATION: METROPOLITAN CITY

JOB: STUDENT

TYPE: SOCIAL + HEALTH CONSCIOUS + CURIOUS + DILIGENT

WHAT GOALS?

WHAT ATTITUDE?

What is the supreme motivator? What are (latent) needs and desires?

- GOOD CAREER
- CLOSE KNIT SOCIAL LIFE
- HEALTHY & WHOLESOME LIFESTYLE
- SOCIAL MEDIA IS SECONDARY

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.

- SIMPLICITY
- USER-FRIENDLY TECH
- FACE TO FACE
- CHERISH ENVIRONMENT
- DETAIL - ORIENTATED

WHICH BEHAVIOUR?

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media). What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

- USES TECH ONLY WHEN NECESSARY
- USAGE BASED ON FUNCTIONALITY
- TACTILE PREFERENCES
- FRUSTRATED BY PEOPLE WHO ARE GLUED TO PHONES

Which Trends, mindstyles or other indicators are applicable for this persona?

• HEALTHY • ORGANIC • WELL-BEING • MINDFULNESS

How important are functional, emotional, expressive benefits.

VERY IMPORTANT . EMOTIONAL SOCIAL CONNECTIONS.

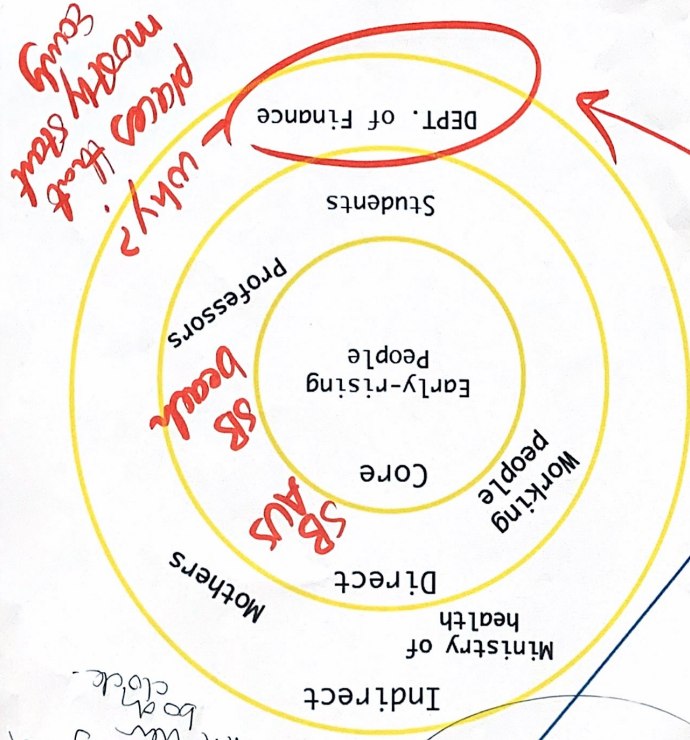
Fast or slow decision maker?
Why, how can you tell?

SLOW . NOT IMPULSIVE

Decisions made on facts or emotion?
Why, how can you tell?

BOTH . THEY'RE EMOTIONALLY CONNECTED TO PEOPLE
BUT THEY'RE ORGANIZED.

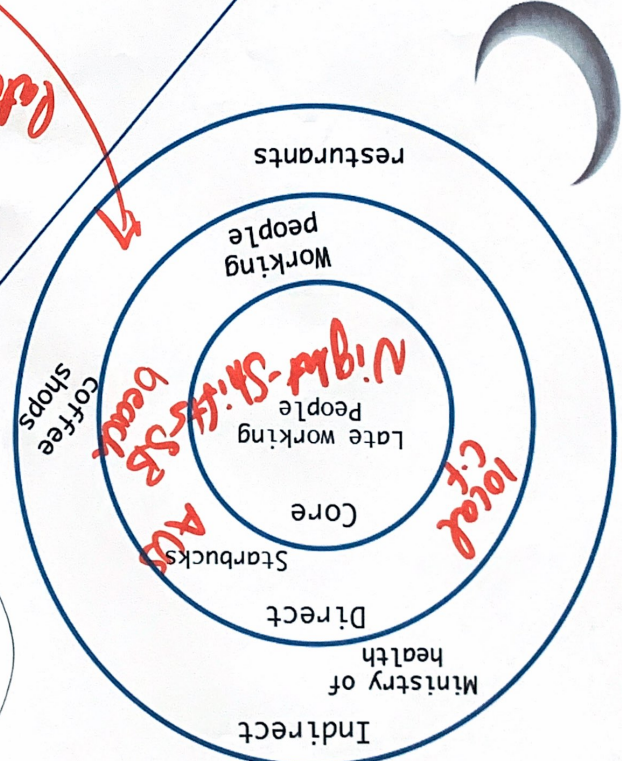
Stakeholder Map

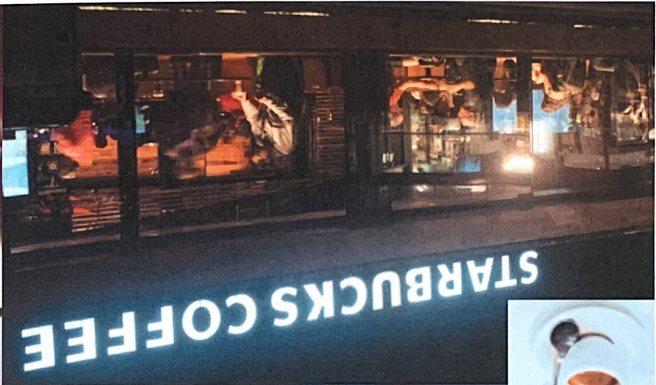


People out of sync with the clock.



People (not in stereotypical by hour body clock)





Secondary Observational Research

