



Mute tunes down outside noise to ensure you have an undisturbed night

the sound of silence

help®



Mute works like those noise-cancelling headphones you see people wearing on airplanes: it records sound, inverts the frequency and you perceive silence.

With Mute, you can control the amount of noise you let into your room. It lives on your window and allows complete silence at night or on those days where you just can't focus because the car alarm outside won't stop.

And if you want to let just the slightest amount of noise in to make you feel comfortable, that's cool too.

pitch
problem statement
user stories
research phase
brand report
industry study
prototyping
design factors
manufacture
end result

this document is my personal development report of mute, for help remedies.

this was part of a team project of five for the contextual design module at brunel university. everything leading up to the prototyping phase was a team effort — from there on, we pursued our concepts individually.

— PITCH



zest
energising the morning commute



mute
ambient noise cancellation



ripple
auditory sleeping aid



aroma
afternoon relaxation therapy

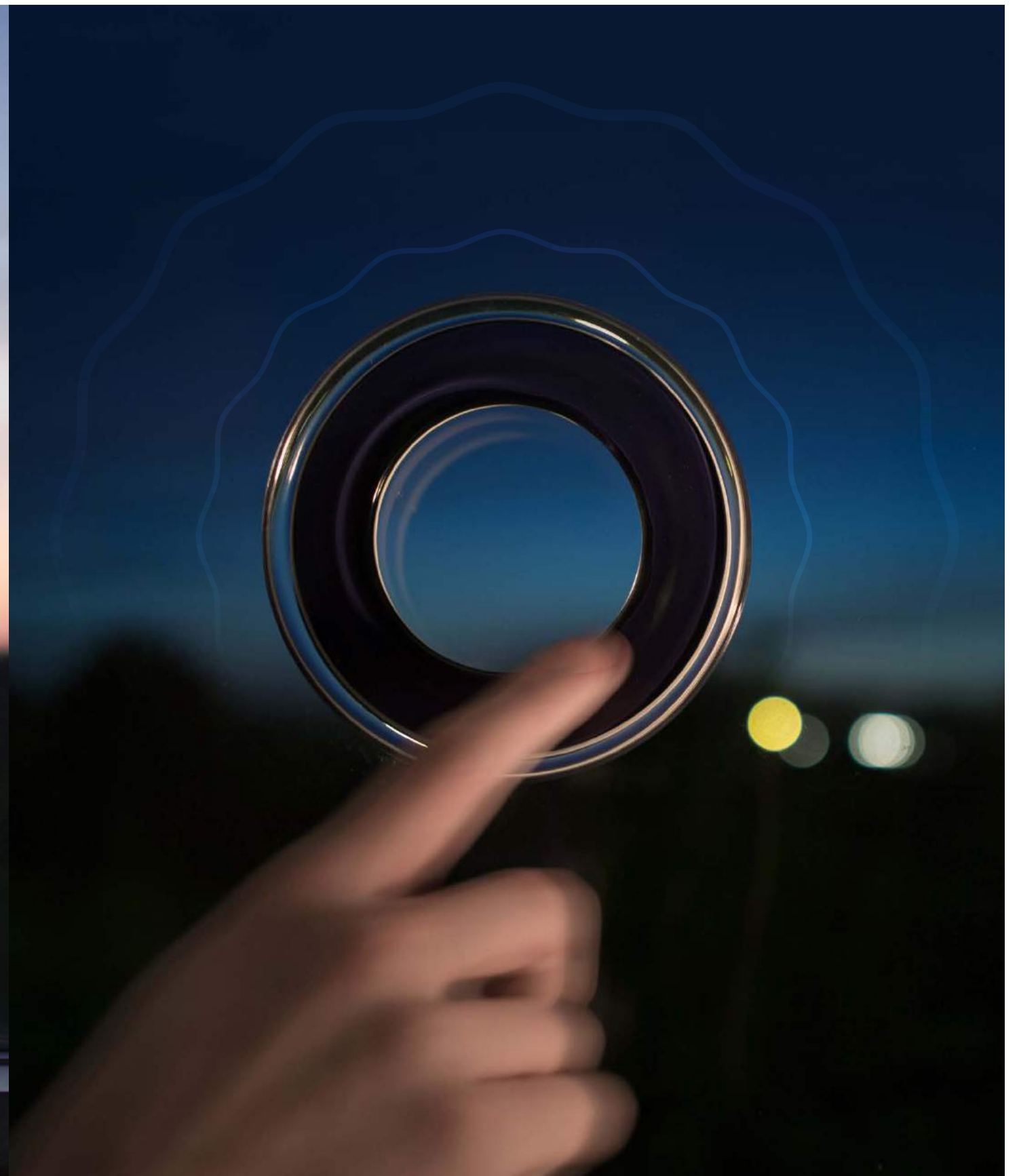


bulge
wearable nutrition expert

*a family of
products to
improve your
work-life
balance by
establishing
a sleep ritual.*

help®

mute listens to all the noise so that you can enjoy the sound of silence



— HELP® NEEDS HELP



help®

— PROBLEM STATEMENT

*the ethos of help[®] is
“take less” and yet they
promote the temporary
solution of OTC drugs
over a permanent fix*

*brand repositioning for
help[®] remedies —
take less, live more*

Help, an over-the-counter (OTC) drug brand, promises to provide simple remedies for everyday life. Their ethos, embodied by the phrase “take less”, stems from a humane and simple approach to pharmaceuticals.

In 2030, we imagine Help to enhance a single, natural remedy – sleep.

Work-life balance during the daily routine requires a pure and empathic solution represented through passive technology. In natural harmony with the body, this line of products reintroduces sleep as ritual and helps you live more.

— USER STORIES



depression

technology

free time

*“I **sleep** badly, going to bed late and waking up early”*

*“My **stomach hurts** often”*

*“I **forget to drink** enough water”*

*“I have constant **headaches**”*

*“I’m **stressed**”*

*“My office is too **noisy**”*

*“Sometimes I **forget to eat** until late at night”*

*“I **can’t focus** without pills”*

lack of focus

irregular sleep

headaches

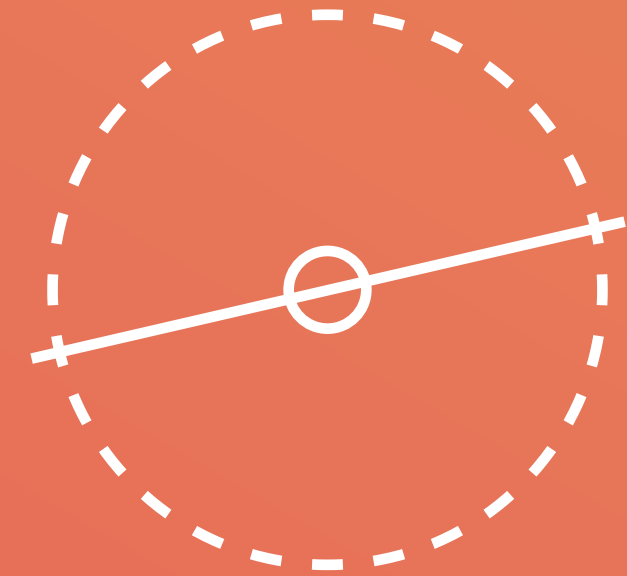
over-eating or forgetting to eat

too much time on screens

stressed out

bad temper

lack of hydration



*poor work-life
balance from a lack
of regular sleep*

what?

○ enhance quality of life

○ less complicated life

○ minimal packaging

how?

○ debt to society: "we owe you this"

○ disrupt a sedentary market

○ better experience

empathic human responsibility —
why?
— empathic human responsibility

○ engaging through humour

○ warm, fuzzy feeling inside

○ moral opportunity + challenge

○ benefit people — Help helps

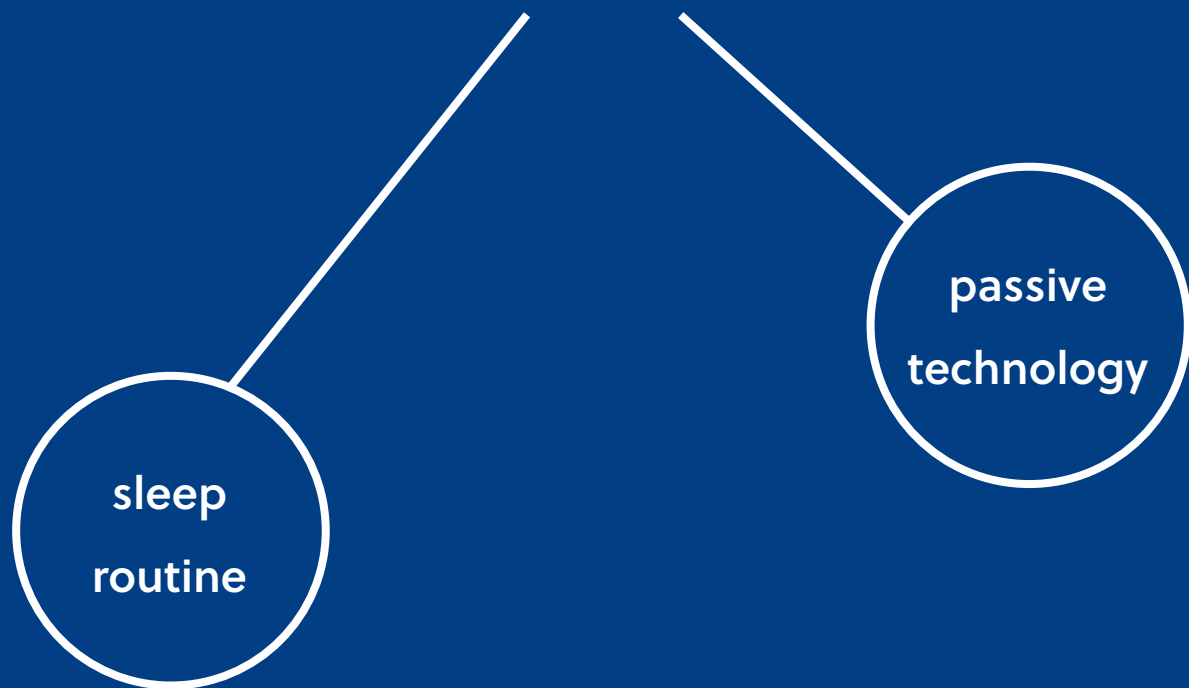
○ make problems simpler

○ over the counter pharma



help[®]

take less, live more

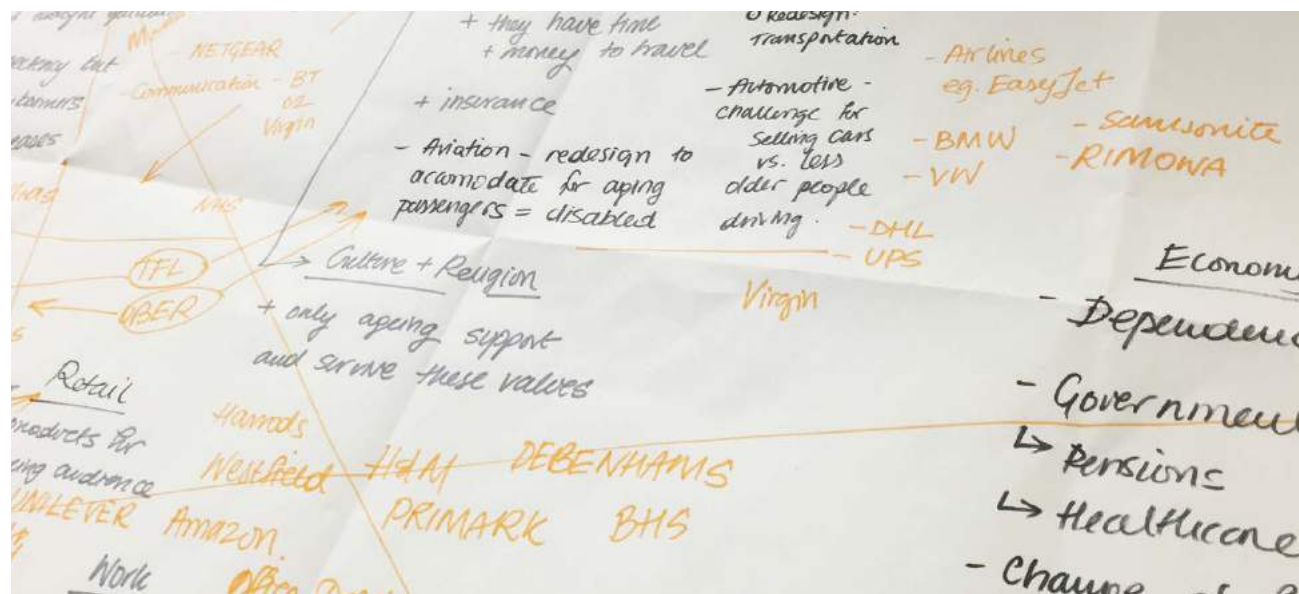
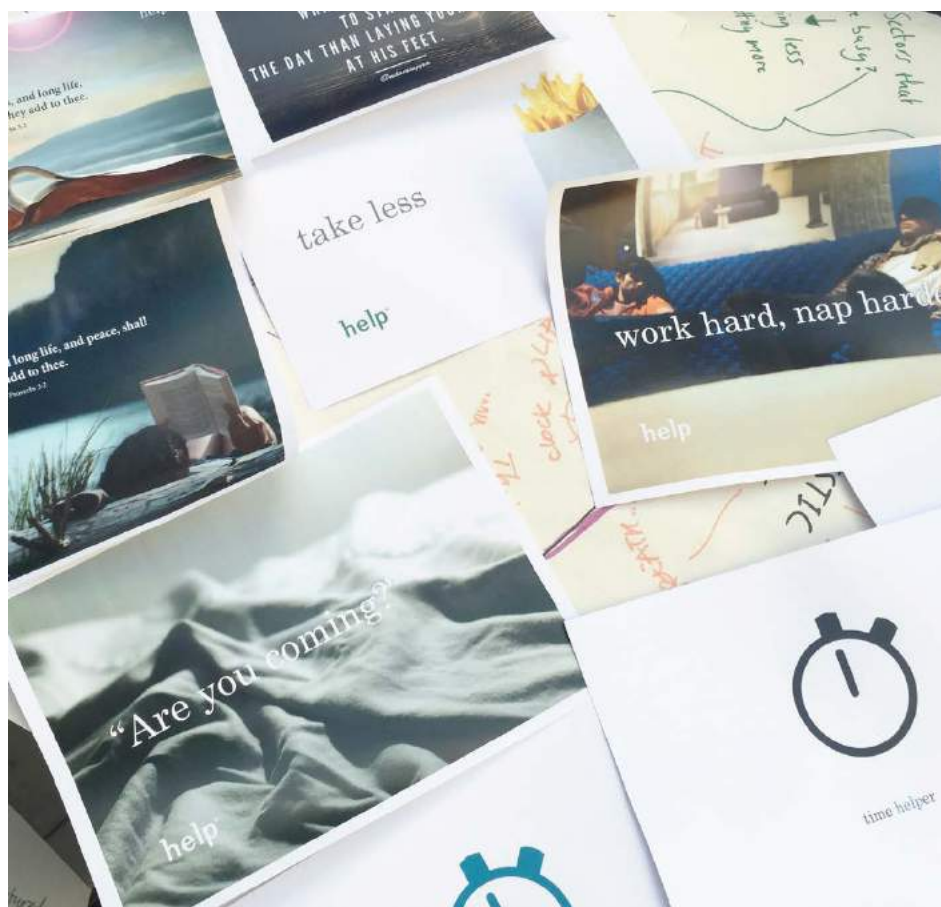


take less, live more

—

***an empathic
human response to
work-life balance
by establishing a
sleep ritual***

— RESEARCH PHASE



 **WATCH BRAND VIDEO**
<https://www.youtube.com/watch?v=7NjXkTECc5c>

— brand report

http://www.moor.house/files/help.pdf



live more

an update from help

Executive summary

Help is a market leader in the...
The product language is...
Help is a market leader in the...
The product language is...

help, who am I?

An over-the-counter drug company that provides remedies to everyday problems.
Founded in 1958 by Ted...
Help is a market leader in the...
The product language is...

help, where am I?

Help's market position...
Help is a market leader in the...
The product language is...

help, what am I?

Whether you are suffering from a headache, sore throat, or a cold, Help is the answer.
Help is a market leader in the...
The product language is...

Communication

Help communicates with the world in a direct way...
Help is a market leader in the...
The product language is...

help, why?

Help exists to help people...
Help is a market leader in the...
The product language is...

What's wrong?

Help's product message...
Help is a market leader in the...
The product language is...

It's 2030, help

Help is a market leader in the...
Help is a market leader in the...
The product language is...

Work-life balance

Help is a market leader in the...
Help is a market leader in the...
The product language is...

Sleep can help

Some people think that we waste 1/3 of our life sleeping.
Help is a market leader in the...
The product language is...

Elements

Help is a market leader in the...
Help is a market leader in the...
The product language is...

We're repositioning help

Help is a market leader in the...
Help is a market leader in the...
The product language is...

fall asleep with help

Help is a market leader in the...
Help is a market leader in the...
The product language is...

Game plan for help

Help is a market leader in the...
Help is a market leader in the...
The product language is...

Visual language of sleep

Help is a market leader in the...
Help is a market leader in the...
The product language is...

Go to bed with help

Help is a market leader in the...
Help is a market leader in the...
The product language is...

Sleep with help

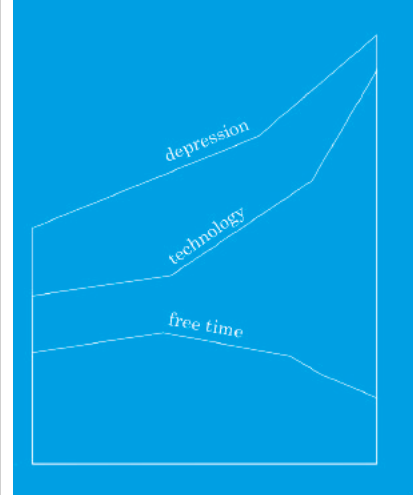
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Rise and shine with help

Help is a market leader in the...
Help is a market leader in the...
The product language is...

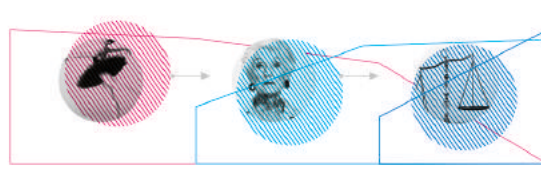
Help is a market leader in the...
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help



Work-life balance Age of retirement Dependency ratio

Issues such as burnout...
Future employment strategies...
According to economic prognoses...



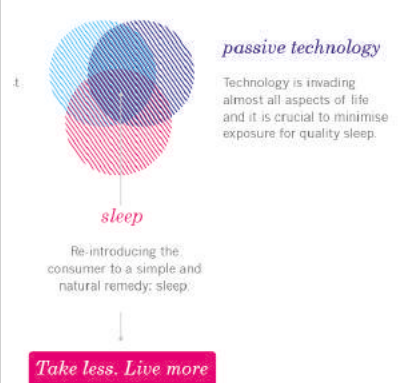
Sleep can help

Some people think that we waste 1/3 of our life sleeping.

Without sleep, which is recognised in Maslow's Hierarchy as a physiological need...



positioning help



fall asleep with help



Game plan for help

Help will provide consumers with a way of establishing a ritual to sleep, making it not only essential, but also a valued part of life...

We're repositioning help

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The product language is...

l with help

one day, preparation can influence the way one falls asleep, and reflects upon the day.

even sooner. To soothe the mind and soul after the day, the evening kit with the smart Aroma Burner, embraces the qualities of a real flame with calming and relaxing essential oils, infusing the bedroom, so the user can fall asleep better than ever.

Sleep with help

An integral part of life, without which life itself cannot be enjoyed to the fullest as it balances out the chaos of the day.

Absorb With today's hectic work life schedules more people are skipping breakfast, having lunch at their desks and indulging on a heavy dinner meal leading to indigestion and poor quality of sleep.

Rise and shine with help

The way we wake up and the first task we undertake rest of our day as well as our next night's sleep.

Dawn Sunlight naturally helps to dispose of melatonin in the body. As the melatonin disappears, the body wakes up naturally, leading to a more balanced morning routine and a happier day.

— DESIGN WITH METAPHORS



take less™ in general take less™ commercial

help® I'm racist

help® I don't know if I am depressed/ colorblind

help® I am worried about my penis size

help® I forgot my password

help® I don't know what to do for my birthday

help® I have a blister

help® I want to learn another language

help's contacts

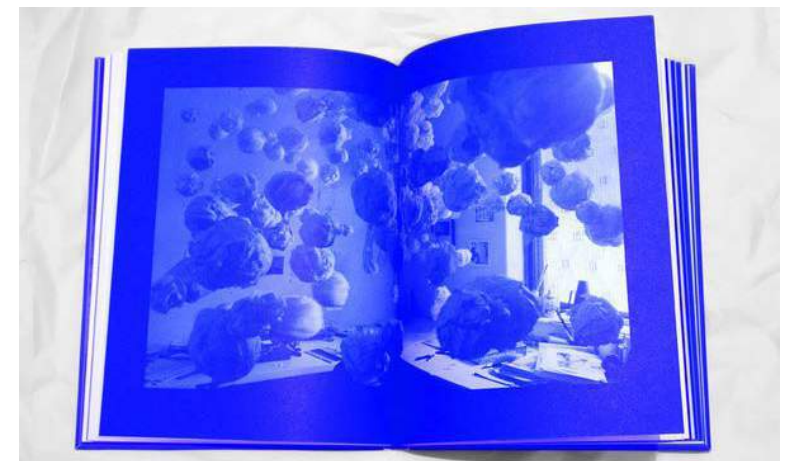
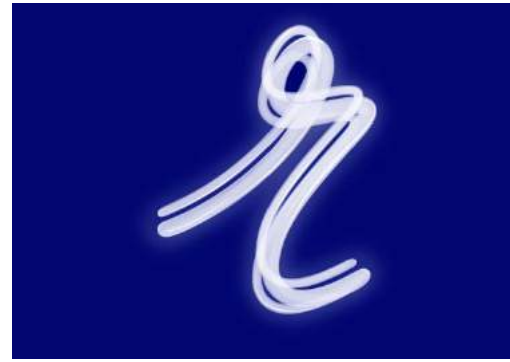
help® I forgot someone's name

Congratulations, you are no longer illiterate.

— VISUAL LANGUAGE OF SLEEP

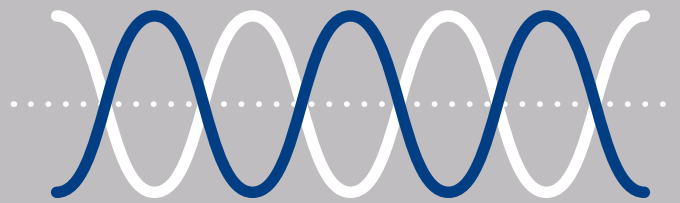
Blues and greys create a calm state of mind and can aid sleep. Natural materials such as ceramics and textiles evoke a human quality that stimulate our haptic perception.

By night, these objects will fade into the darkness. By day, they remind us of a new sleep ritual.

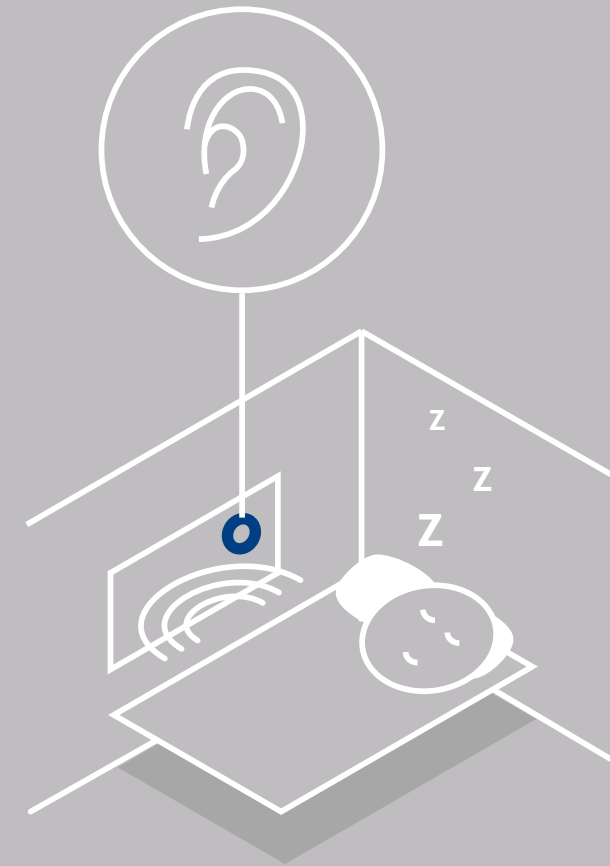




david suffers from outside noise,
poor sleep leads to bad days.

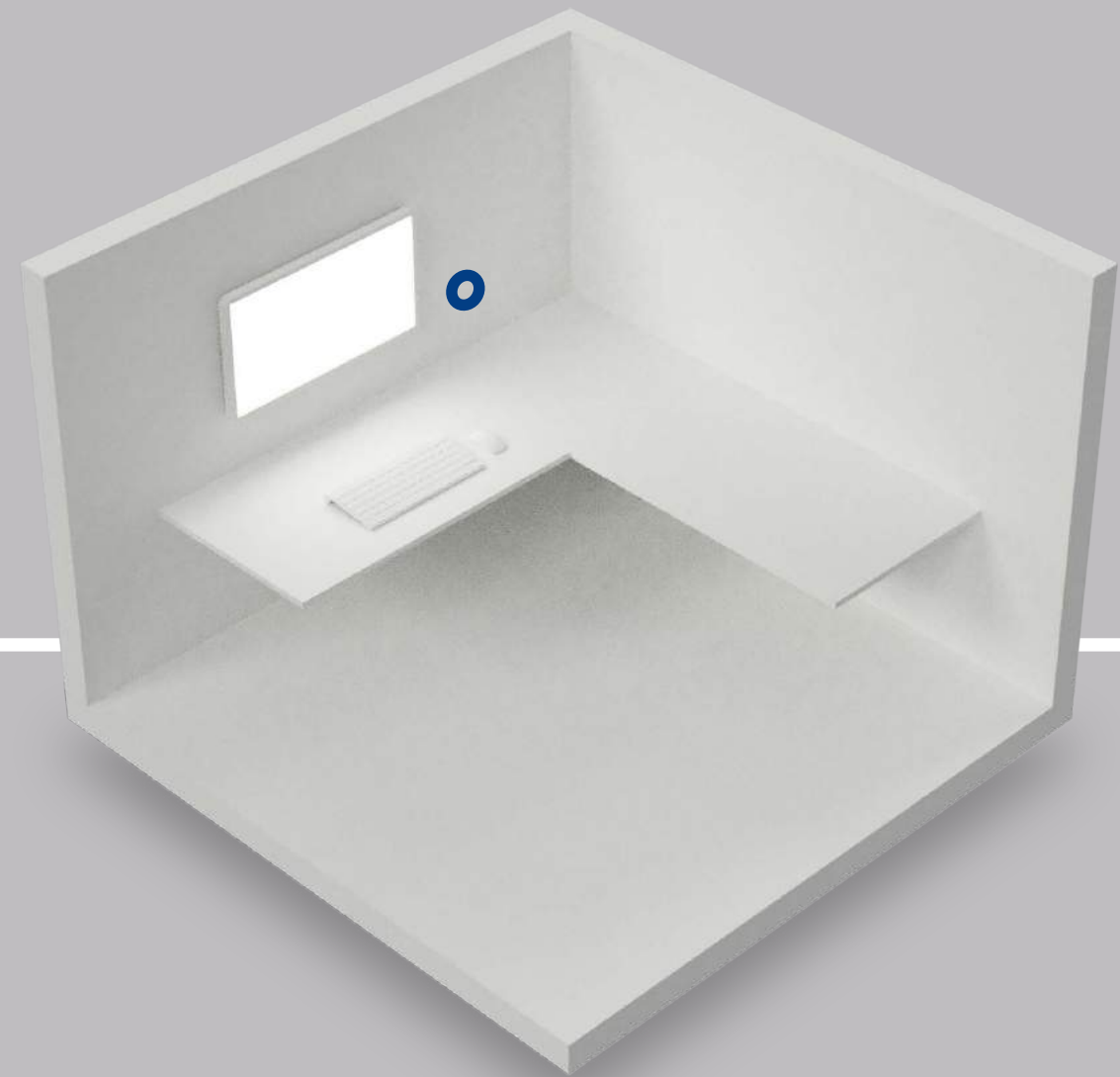
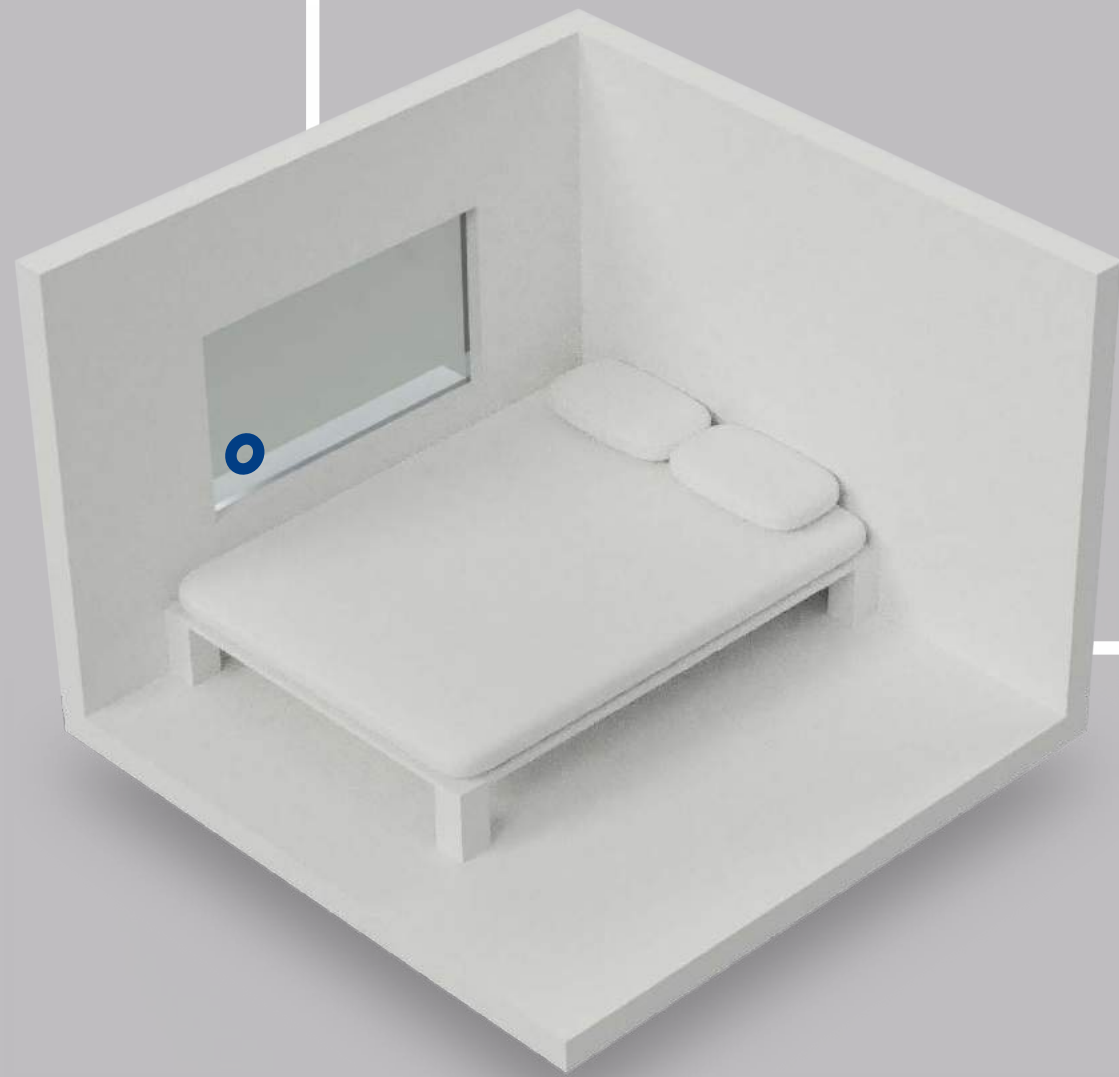


mute creates a soundwave that is
 180° out of phase.



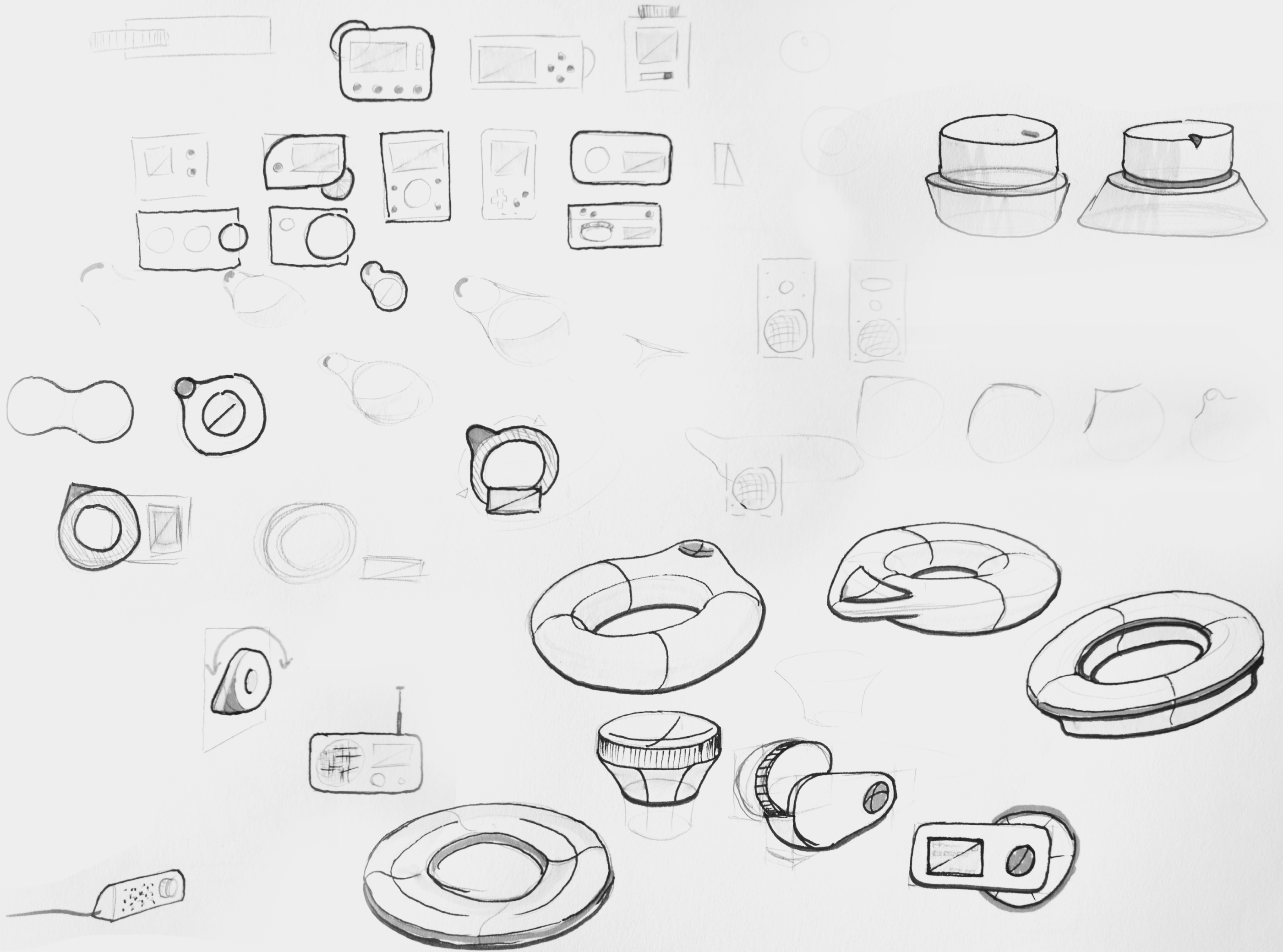
mute is listening all night.
david can now sleep soundlessly.

— for home and office —



— take it with you on your busy business trip —

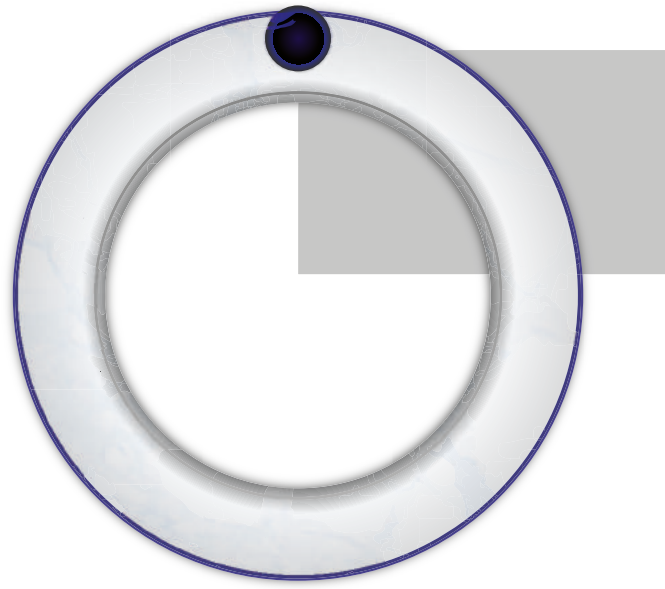
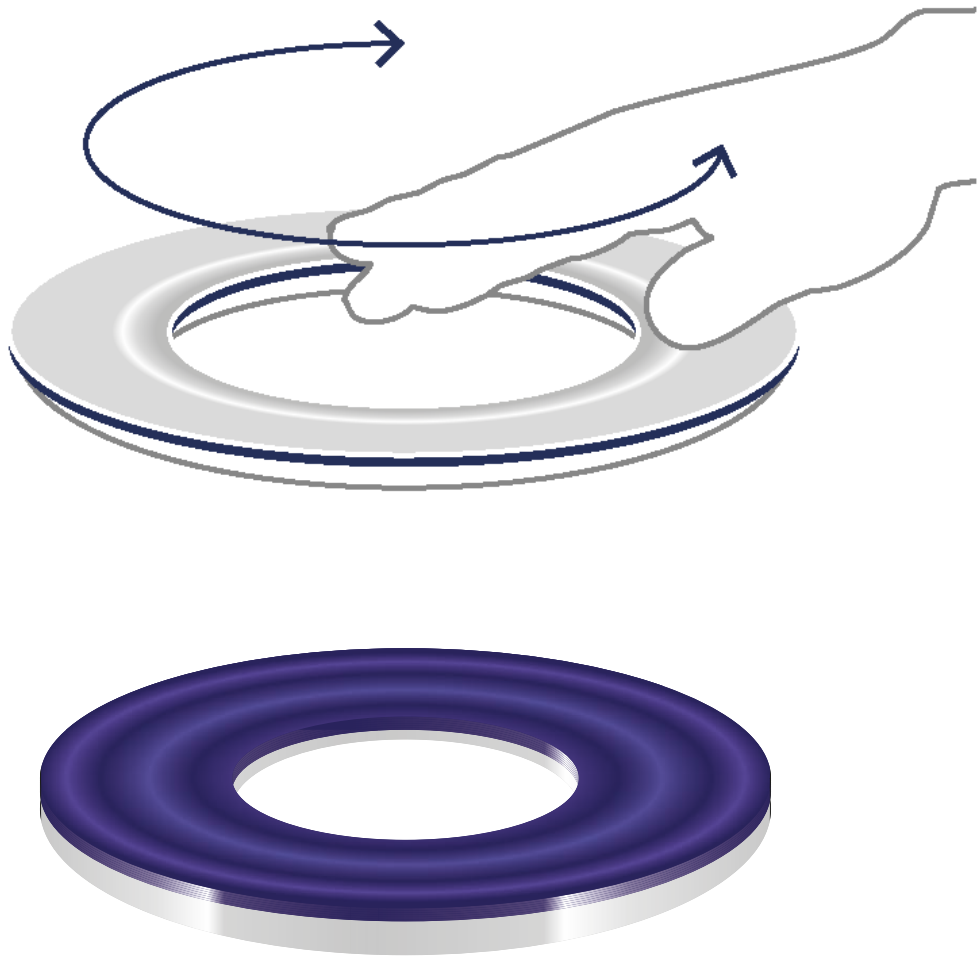
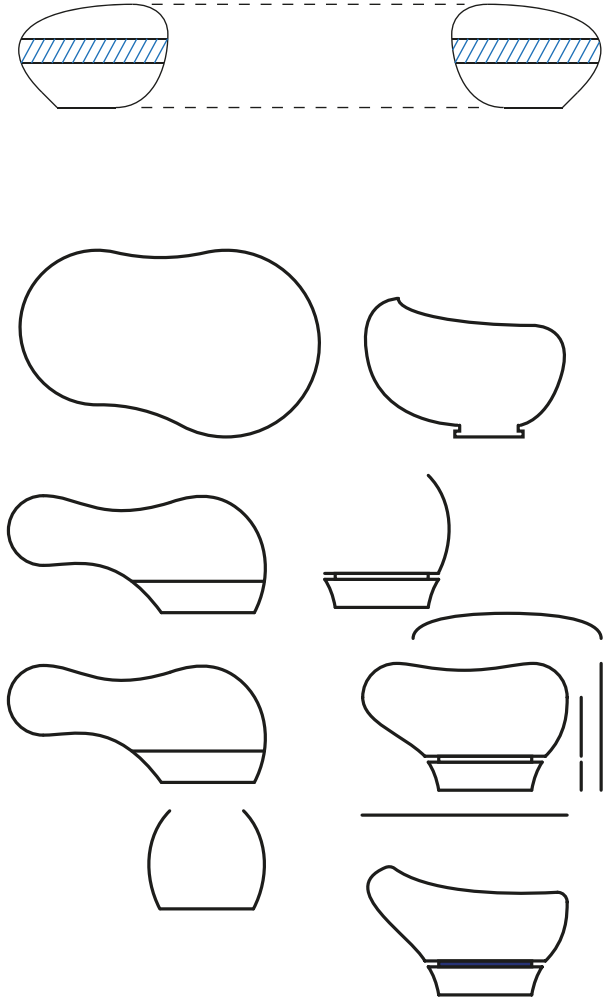
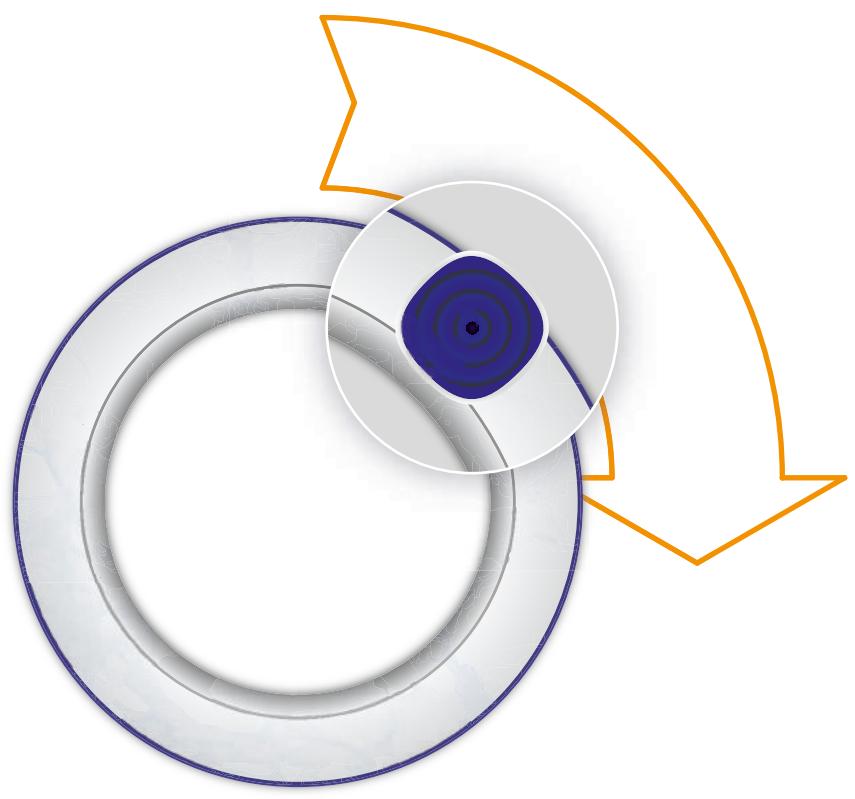
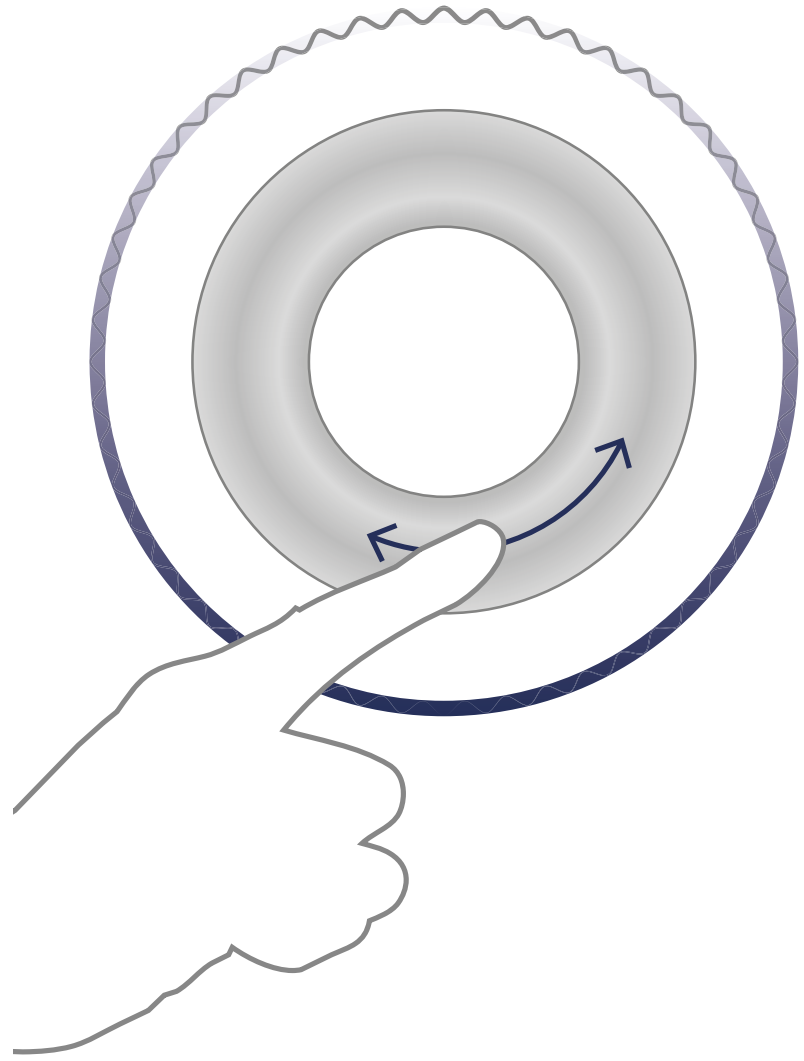
— INITIAL IDEATION

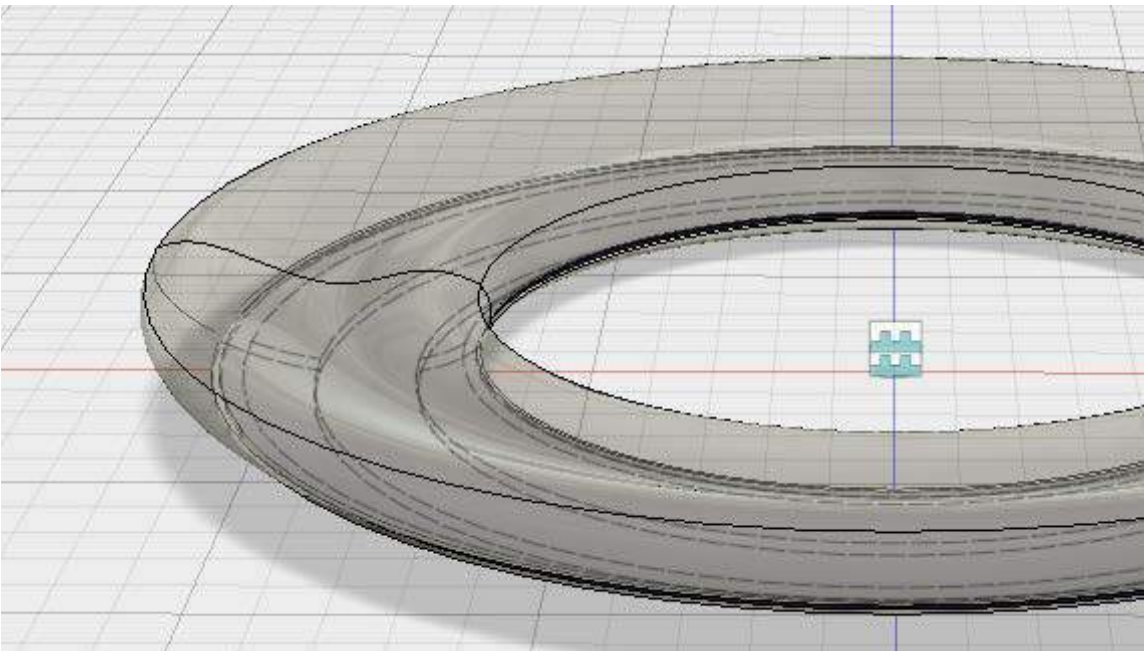
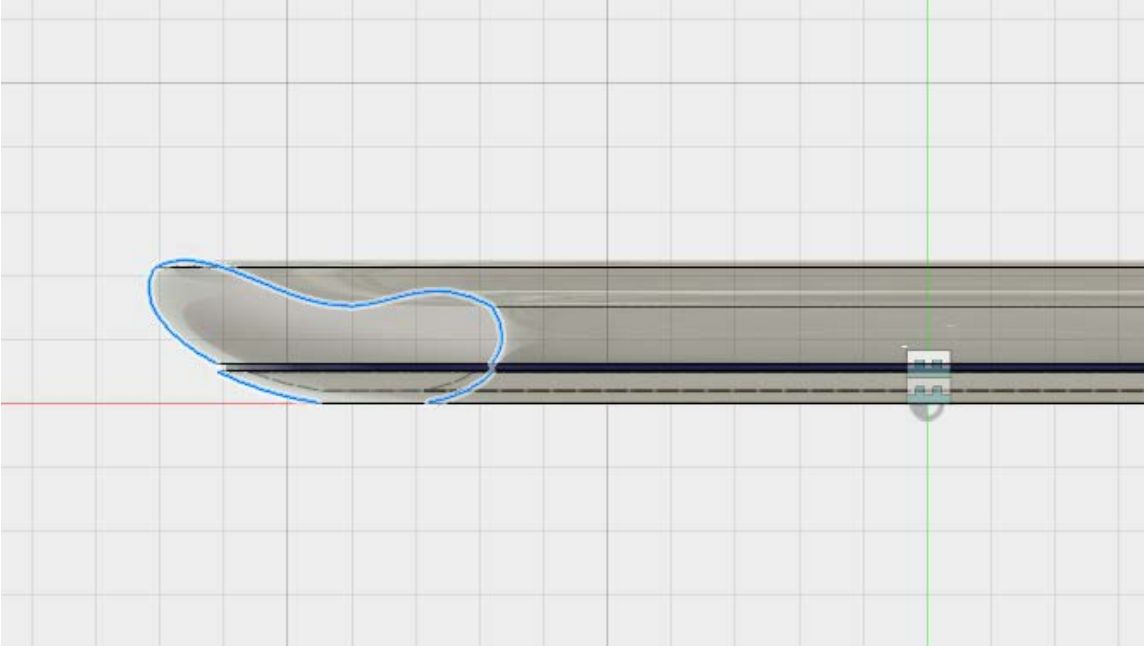
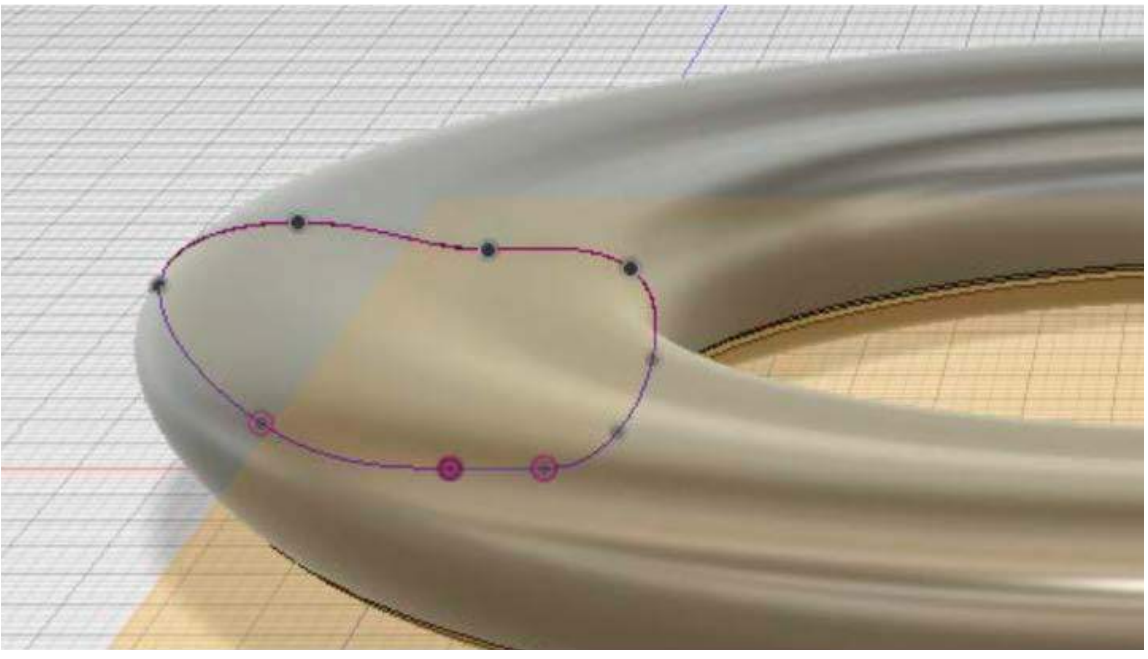


— RAPID PROTOTYPING

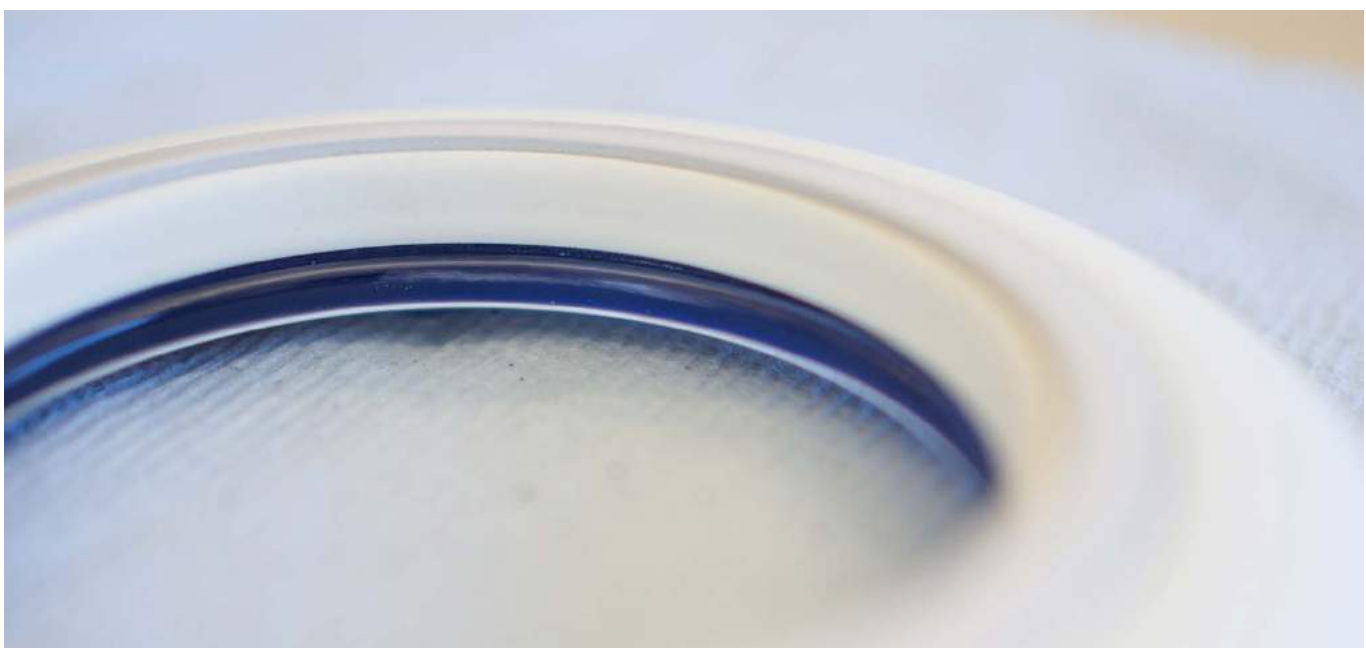


DIGITAL SKETCHES





— PHYSICAL PROTOTYPING





Mute works like those noise-cancelling headphones you see people wearing on airplanes: it records sound, inverts the frequency and you perceive silence.

With Mute, you can control the amount of noise you let into your room. It lives on your window and allows complete silence at night or on those days where you just can't focus because the car alarm outside won't stop.

And if you want to let just the slightest amount of noise in to make you feel comfortable, that's cool too.



Mute tunes down outside noise to ensure you have an undisturbed night

the sound of silence

help®

***the aim of this line of
products is to fix people's
work-life balance.
this is how we achieved it.***

thanks for reading.

gustav

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moor.house