夜間night*, helping younger technology users get a better nights sleep

Technology has become so embedded into everyday life that it is becoming increasingly difficult to detach from it. This is especially true of younger generations such as teenagers who often lose valuable sleep because of 'being online'. 夜間*night** aims to help tackle this problem by discouraging phone use in bed for teenagers and young adults and aid the process of drifting to sleep.

夜間*night** is a phone charging dock with a difference. When your phone is inserted it will try and help you to sleep by cycling through a soothing mood light. However, if your phone receives a message it amplifies the phone by mimicking it, flashing brightly and vibrating, annoying the user, in an effort to make them turn it off or switch on airplane mode.

Designed by Douglas Wood of Dundee University, the idea was conceived by researching how people are increasingly becoming tied to their electronic devices and how younger generations feel the need to be "connected" all of the time. The lack of sleep could end up being detrimental to their health with physical and mental ability also being influenced. This research also looked at how to wean people off their mobile devices but the decision was later taken to let the user play an influential part in the relationship between themselves and the product.

"I don't necessarily want people to be forced to turn off their phone because of the product," Wood states, *"instead, I want it to highlight how often you receive messages or notifications at a time when you should be disconnected and resting, then make the decision yourself."*

夜間*night** is very simple to use. The only way of controlling it is by inserting or removing your phone. Its simple operation is complimented by its minimalist design. The design was heavily influenced by the likes of BRAUN, Apple and Bang & Olufsen, with the use of simple but bold shapes, distinct lines and clean surfaces. The proportions were carefully considered and the clear block creates a stunning glow that bathes the room in a soft comforting light.

It automatically feels at home in any bedroom environment and this makes it appeal to the teenagers and young adults that 夜間*night** is aimed at. Personalisation of 夜間*night** comes in the form of it being available in either black or white so it matches your phone.

The name 夜間*night** emphasises the international connections people now have online by having the name in two different languages. The Japanese text directly translates to from dusk to dawn, further emphasising the scope of this project.

-ENDS-

Notes to the Editor

Douglas Wood is a product designer from Scotland who considers and explores the importance of end to end solutions from everyday situations and problems. His solutions strive to make products as simple as possible for the user which would increase the relationship between product and person.

Work by Douglas has been showcased by the likes of TopGear, in print and online. To see more of his work visit his website at http://mrdouglaswood.com

Contact Douglas:

E: hello@mrdouglaswood.com

T: +44 (0) 7748948101

Twitter: @mrdouglaswood

Web friendly sized images available at:

http://www.flickr.com/photos/mrdouglaswood/sets/72157629555326536/

If you would like any larger versions, drop Douglas an email and he will gladly help.

About Product Design at University of Dundee

"BSc Product Design at DJCAD at the University of Dundee educate students in how to design products by first understanding people's needs and then working with them throughout the design process to develop appropriate solutions. Through an understanding of technology students are encouraged to design products that work, so they become engaging objects or experiences that people can interact with. The aim is to develop designers who can re-appropriate existing and explore emerging technologies in a playful way and use them as a creative medium throughout the design process."

Polly Duplock,

Programme Director.

E: p.duplock@dundee.ac.uk

W: http://productdesign.dundee.ac.uk