

FROM POWERNAP TO POWER(FUL)NAP

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New Service Design



POWERNAP



What is it?

"**power nap**", a term coined by Cornell University social psychologist James Maas. A power nap, also known as a Stage 2 nap, is a short slumber of 20 minutes or less which terminates before the occurrence of deep slow-wave sleep (SWS), intended to quickly revitalize the napper.

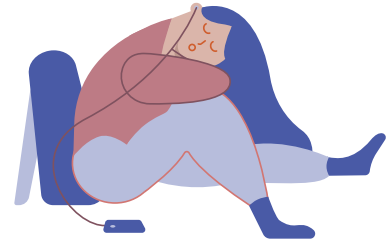
- Power naps intend to restore alertness, performance, and learning ability. A nap may also reverse the hormonal impact of a night of poor sleep or reverse the damage of sleep deprivation. Power naps are effective even when schedules allow a full night's sleep. Mitsuo Hayashi and Tadao Horii have demonstrated that a nap improves mental performance, even after a full night's sleep.
- According to clinical studies among men and women, power nappers of any frequency or duration had a significantly lower mortality ratio due to heart disease than those not napping. Specifically, those occasionally napping had a 12% lower coronary mortality, whereas those systematically napping had a 37% lower coronary mortality. The 20-minute nap was associated with improvements emerging 35 minutes after napping and lasting up to 125 minutes after Power napping.
- A NASA study led by David F. Dinges, professor at the University of Pennsylvania School of Medicine, found that naps can improve certain memory functions. In that NASA study, volunteers spent several days living on one of 18 different sleep schedules, all in a laboratory setting. To measure the effectiveness of the naps, tests probing memory, alertness, response time, and other cognitive skills were used. One study showed that a midday snooze reverses **information overload**.
- Stimulant nap - A stimulant nap is a brief period of sleep of around 15 to 20 minutes, preceded by consuming a caffeinated drink or another stimulant. It may combat daytime drowsiness more effectively than napping or drinking coffee alone. A stimulant nap is more effective than regular naps in improving post-nap alertness and cognitive functioning. A nap with caffeine was by far the most effective in reducing driving accidents and subjective sleepiness as it helps the body get rid of the sleep-inducing chemical compound adenosine.

TYPES OF NAPS

Naps can be categorized depending on the function they serve. Thinking about what you're hoping to gain from a nap is one part of making napping work for you.

Recovery Nap:

Sleep deprivation can leave you feeling tired the following day. If you are up late or have interrupted sleep one night, you might take a recovery nap the next day to compensate for sleep loss.



Prophylactic Nap:

This type of nap is taken in preparation for sleep loss. For example, night shift workers may schedule naps before and during their shifts in order to prevent sleepiness and to stay alert while working.



Appetitive Nap:

Appetitive naps are taken for the enjoyment of napping. Napping can be relaxing and can improve your mood and energy level upon waking.

Fulfillment Nap:

Children have a greater need for sleep than adults. Fulfillment naps are often scheduled into the days of infants and toddlers and can occur spontaneously in children of all ages.

Essential Nap:

When you are sick, you have a greater need for sleep. This is because your immune system mounts a response to fight infection or promote healing, and that requires extra energy. Naps taken during illness are considered essential.



HOW THE WORLD NAPS?

The Spanish Siesta

Siesta is the practice of taking a midday nap in Spain. Siesta indicates a midday rest six hours after awakening. The most common siesta time is between 2 p.m. and 5 p.m.

The Italian Riposo

In modern Italy, Italians call their afternoon break a "riposo". Many Italian businesses close in the early or late afternoon, allowing the owners to go home, have lunch, and take a quick nap during the hottest part of the day.

The Scandinavian Winter Nap

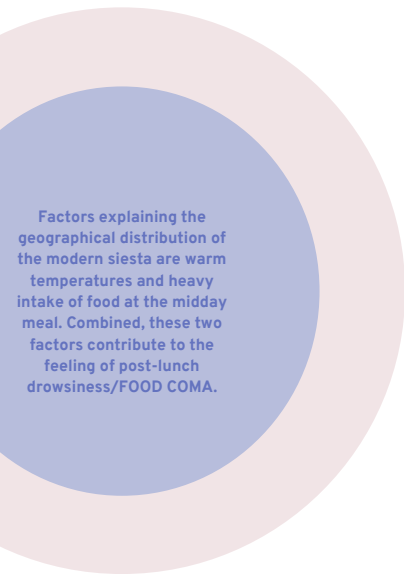
Scandinavian countries Norway, Denmark, and Finland have learned to harness the power of their frigid winters for napping.

The Japanese Inemuri

With an intense culture surrounding work and study, people in Japan sleep less each night than people in almost any other nation in the world. To fight fatigue, the Japanese have developed a napping practice called "inemuri," which roughly translates to "being present while asleep."

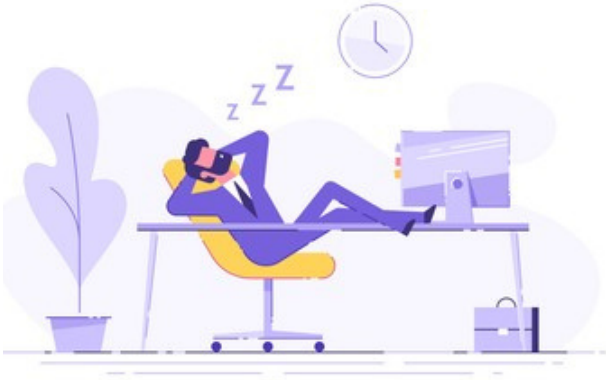
Inemuri differs from the early-afternoon siesta and riposo. The purpose of inemuri is to take a few minutes to nap whenever and wherever possible. It's not uncommon to see people in Japan napping in the park, on the subway, in the library, or at their cubicle.

In the United States, napping is often associated with laziness or sloth, but the Japanese associate napping with hard work, making the practice of inemuri more socially acceptable. In Japan, engaging in inemuri means that you have worked yourself to the point of exhaustion or sacrificed nightly sleep for productivity.



Factors explaining the geographical distribution of the modern siesta are warm temperatures and heavy intake of food at the midday meal. Combined, these two factors contribute to the feeling of post-lunch drowsiness/FOOD COMA.

NAPPING ON DUTY



Napping while on duty - falling asleep while one is not supposed to - is considered gross misconduct and grounds for disciplinary action, including termination of employment, in some occupations.

Identifying and Understanding Stressors in college students

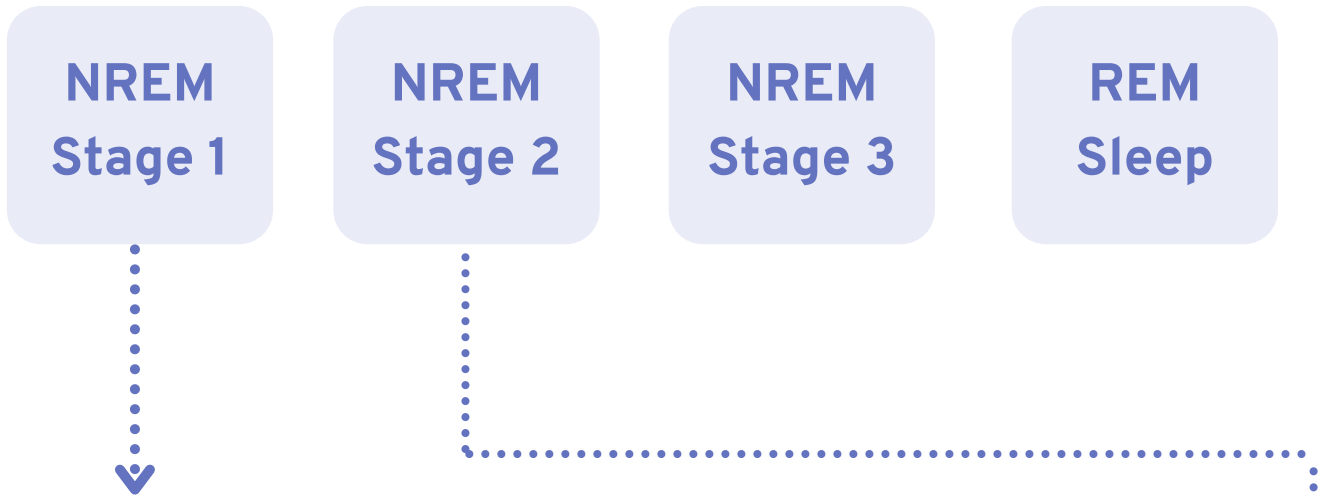
Time Stress

This type of stress revolves around concerns about time - most frequently the lack of time to accomplish all that needs to be done in a given timeframe. Students, especially early in their collegiate careers, often experience time stress as they adjust to a larger workload and more significant demands from their professors and classes. This type of stress may also manifest in a concern for being places on time. Especially for students who attend a large college, navigating a new campus during their first few months can often leave them racing around and worrying they'll be late to classes or meetings with advisors.

Burnout has been a problem for a long time. It was in 2019 that the World Health Organization identified burnout—workplace stress left unmanaged—as an occupational phenomena. Burnout prepandemic, and this is overwork alone, was responsible for the deaths of 2.8 million people a year.

STAGES OF SLEEP

Secret to what happens inside the body after sleeping during 20 minutes



During stage 1 sleep:

The first stage of the sleep cycle is a transition period between wakefulness and sleep. If you awaken someone during this stage, they might report that they were not really asleep.

During stage 1 sleep:

- Your brain slows down
- Your heartbeat, your eye movements, and your breathing slows with it
- Your body relaxes and your muscles may twitch

This brief period of sleep lasts for around five to 10 minutes. At this time, the brain is still fairly active and producing high amplitude theta waves, which are slow brainwaves occurring mostly in the frontal lobe of the brain.

During stage 2 sleep: <

- You become less aware of your surroundings
- Your body temperature drops
- Your eye movements stop
- Your breathing and heart rate become more regular

NREM stage 2 lasts for about 20 minutes. The brain also begins to produce bursts of rapid, rhythmic brain wave activity, which are known as sleep spindles. They are thought to be a feature of memory consolidation—when your brain gathers, processes, and filters new memories you acquired.

While this is occurring, your body slows down in preparation for NREM stage 3 sleep and REM sleep—the deep sleep stages when the brain and body repairs, restores, and resets for the coming day.

OUR SERVICE

PROBLEM STATEMENT

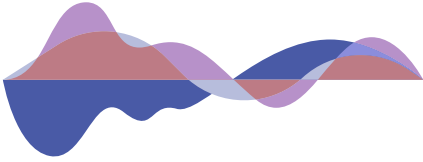
Due to the advanced development in education, health, technological, communication sector shows a great impact on society and culture . A diverse changes has been seen in the society in terms of lifestyle. Now people spend on more time on work than on themself. As this has been well established by World Health organization that millennial of India are spending far more time on work then any other country .This leading to many health issues like mental health is a major concerns nowadays, people are having elevated stress level due to which they are less productive, attentive , efficient at work because they are continuously working for long hour and have no time to rest .

SNAP & SNOOZE



To address this issue of elevated stress and cognitive pressure/load , we have came up with service called “Snap & Snooze”. Its a space where you can relax and rest for 30 minutes , without disturbing our working schedule. As this session as small as your lunch break ,easy to accommodate withinyour hectic schedule but has great impact on the mind & body. We are trying to propagate the importance of proper sleep and intermediate Power naps through enhancing all five senses to relax, rejuvenate and refresh.Our service are well designed to stimulate yours senses towards energizing you for long in your daily life routine . Our service took you with all your sensory relaxation, where you feel and touch the outcomes through your senses as being energized.Three days offering are placed to give you long lasting touch and feel of our service in your active life. Also, every another day you will get to feel the variation in white noise environment which will help you experiencing the border dimensions of relaxation and energize.

CUSTOMER EXPERIENCE



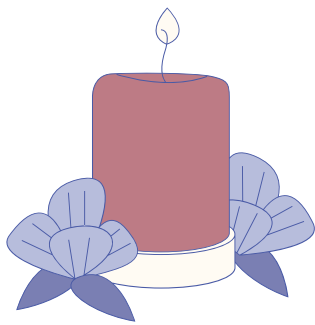
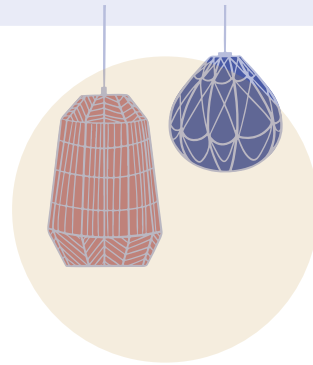
WHITE NOISE :

Since white noise contains all frequencies at equal intensity, it can mask loud sounds that stimulate your brain. Our service provides different white noise experiences for different days like rain and thunder, train...

UNCONSCIOUS BENEFIT- Humming sound of AC makes user feel sleepy.

SOOTHING LIGHTENING :

As part of our natural human circadian rhythm, warm light seems to relax us and help us wind down for the day, and get ready for sleep.



AROMATHERAPY :

Special cells in the nose, called olfactory neurons, receive chemical signals from all kinds of compounds in our environment. These neurons are directly connected to the brain, allowing for rapid identification of smells based on which neurons are stimulated. Some scents promote relaxation and have a well-rested feeling after power nap. Scents can become part of emotional memory.

Essential Oils - The indirect inhalation method disperses the oil through a room, mixing it with the air so that each breath involves low concentrations of the scent. The oil can be spread with a device known as a diffuser or by applying it to an absorbent material like a tissue. Exposure to smells that are associated with a positive mood, calmness, and relaxation

ENERGY BOOST TASTE :

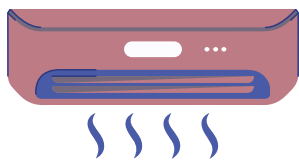
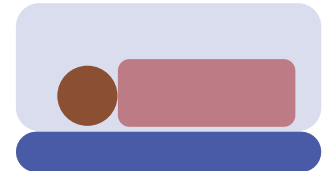
Chocolate gives instant energy boost and increase the temperature after the nap.



CUSTOMER EXPERIENCE

PRIVATE SLEEPING PODS:

After working for hours, One need space and time for the self. For that we have made private sleeping pods to give customers their own private mind room to relax,refresh and rejuvenate.



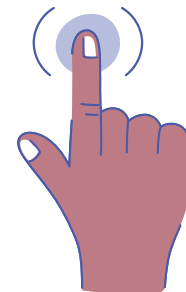
AIR CONDITIONED ROOM :

leading to a falling body temperature that will help you drift off. You starting to feel more relaxed in cold temperature. When you're chilly, your body works to produce heat, and that consumes energy,

TOUCH :

Research found that fidgeting improved performance in memory tests and this might be because it lowers the level of cortisol, a stress hormone that interferes with learning. This is how bubble wrap and marble massage works.

Acupressure involves using physical touch to stimulate pressure points that correspond to different aspects of physical and mental health.



In a way, bubble wrap for stress relief helps because popping bubble wrap sheets can help you work off some of your nervous energy so you feel less stressed. This is because popping a row of bubbles gives you instant gratification. In fact, a study found that popping bubble wrap for 60 seconds relieved as much stress as a 33-minute massage. people of all ages love to pop bubble wrap.

bubble wrap for stress relief stations are getting set up by universities as a way to de-stress students during exam season. Also the markble cold touch after 20 minutes of the nap make you sudden awake and marble voice makes you more relaxed and satisfied.

OTHERS :

Other than these we offer water bottle, handmade masks,

REFLECTION

INITIAL QUESTIONS IN MIND

- How we can encash on Sleep, which is very basic need of human ?
- How our service can be better than their personal room environment?

INITIAL STRATEGY

TYPE	SERVICE	PACKAGE
STD	3 DAYS EXPERIENCE Bubble walk + 20 min Power sleep with soothing ambient light, white noise (multiple),aroma + Foot marbles relaxation + relaxation	250 INR
		200 INR
BASIC	1 DAY EXPERIENCE Bubble walk + 20 min Power sleep with soothing ambient light, white noise,aroma + Foot marbles relaxation	100 INR

*Discounted packages for NID students only

BIGGEST CHALLENGE

- Our service is perceived as sleeping area/pod, where people can relax.Its a big challenge to convey that our service is not a sleeping zone .
- Customer are also in dilemma why should they avail for our service, since power nap can be done in their room/working space. Why should they spend money on just sleeping.

WHAT WORKED?

- Diversity in Team
- Soothing and attractive ambience
- Free electricity
- Strong branding
- Word of mouth
- Location
- Close proximity

WHAT CHALLENGED US?

- If one customer needs something in the middle of the session, they will have to come out of the pod hence other customers having the session gets disturbed too.
- Because of limited resources, chair was the only option for the power nap but customer found chairs very uncomfortable
- Everyone had different power nap time so sometimes it happened that only one member is inside the room and other are waiting. This makes our sleeping pod vacant for whole session which result in loss of resources, time & money
- Limited sleeping pods were there hence only four member at a time can enter the room
- Took a lot of time investment because agent has to sit for 25 minutes each session.
- Charging money for a nap - It became a big challenge for us to charge money for a nap.
- Money management - We ended up spending more money rather than earning.
- User count prediction - We predicted 50 customers and we failed to achieve it.
- Wastage of time - Due to different timing agents had to sit idle and ended up getting more demotivated. Also we had to sit there for 25 minutes in and out.
- Surrounding noise - It was very difficult to avoid outside noised while session was going on.

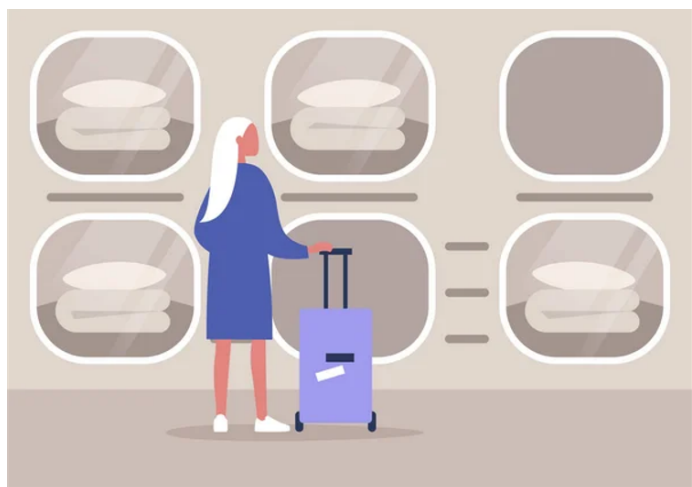
IMPROVISATION

- Changed the aroma and the sound experience based on that.
- During the service user started opting for 100inr package which is loss for us .To recover the loss we Launched 150 package based on the first day response ,as people are buying lowest package .So based on that we decided to to remove eye mask from 100INR package and introduced new package to recover money .
- Modified the package of 200 , starting providing the flexibility of to choose their time slot based on their convenience. Now user can avail either all 3 session in a day or two also.
- Starting providing the sneak peek of the ambiance to attract the consumer and this actual attract the consumer.
- Upgrading package : some of the consumer not sure about the 200INR experience ,so we started providing 1 day experience for more assurity.
- Music changed - Because Of the lack of execution of the prototype, customer was disappointed with one of the white noise music. so we discard that music.

FUTURE EXPANSION

Not only workplace but all the schools and colleges can incorporate this type of sleeping pods inside the campus. Every campus of NID can incorporate this model to spread more positive napping culture. Many countries and companies are incorporating this model. This service not only will bring positivity but people taking nap in afternoon won't be considered as lethargic , lazy , unprofessional rather they will be respected because they have worked so hard that they had to go and take a nap.

Tie up between service provider and company/college/schools/station/malls/restaurants/massage parlor. All the employees will have free access to the service and company will pay to the SNAP & SNOOZE. It can also hire masseur for addition of the service. In this service if employee is tired he/she/they will get massage and then they can go to have power nap in their pod. The company will provide customers 3 tickets in a month. For rest of the times they will have to pay for the massage service otherwise they can use the pods anytime after lunch. SNAP & SNOOZE will write the instruction about who should avail the service or not. There can be a room with private soundproof pods , appropriate temperature, one SNAP & SNOOZE employee for any manual support, doubt or emergency , desired aroma, blanket, eye mask, chocolate/caffeine before/after the service, something to fidget etc. There will be an emergency button in case if user feels suffocated, claustrophobic etc.



SNAP & SNOOZE
team calls it
POWER PODS,
What do you want
to call it?

GIST

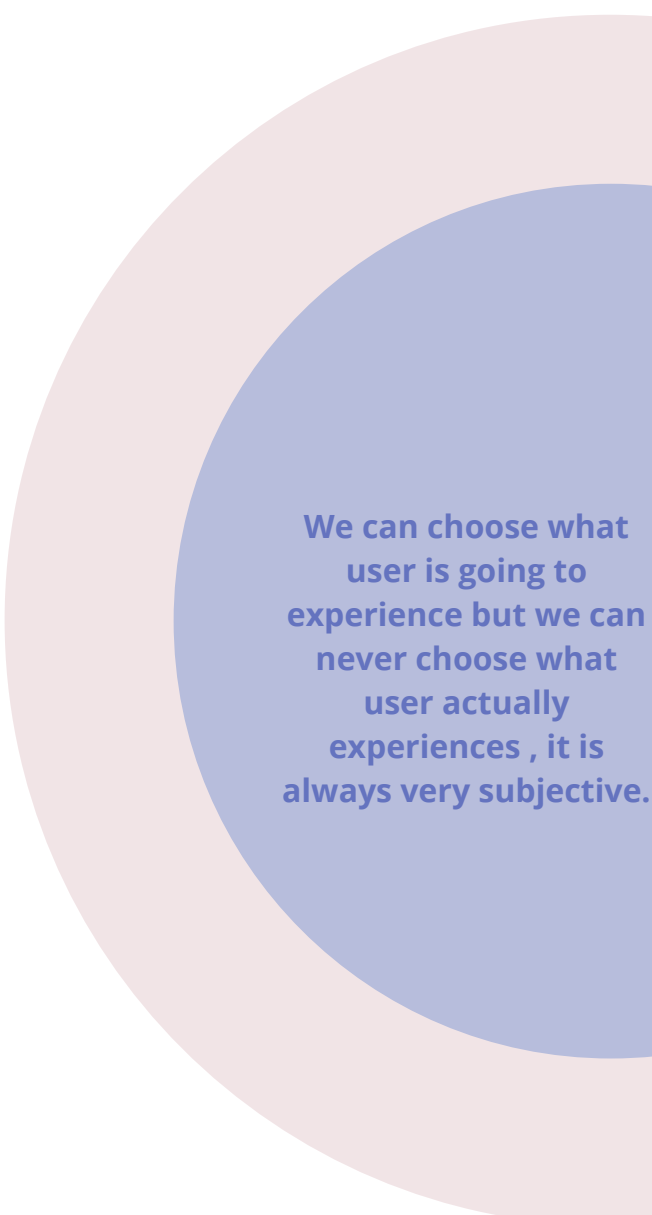
What I learnt and understood

From all the research and looking at the need inside the NID campus also in the outside world, we found out that there is a need for rest during work hours. How it can be solved was a big question. After all the discussion with not only our group members but also the other groups and students across the campus, we found out that because of all the piled up assignments, panic to complete it on time, anxiety of not getting good grades or doing continuous work to avoid future hurdles, students end up skipping the food, isolating themselves from people and compromising with their sleep. We found out the untold need and came up with the idea of a power nap service centre for students inside the campus.

I learnt the whole service script is a very important component of the process even after execution. A single step missed while designing the service will have consequences.

We saw that we were successful at reaching the right emotions at a right junction like from the sound of a train people could experience the feeling of being on a train and sleeping peacefully. Though it was difficult for us to change the perception of people about the nap and sleep, we racked up on to get the desired experience after the service for the user.

One thing we truly missed out was buying behaviour of the user before executing the service though after the execution we made some changes from the current behaviour.



We can choose what user is going to experience but we can never choose what user actually experiences, it is always very subjective.

I learnt very important lesson that not only predicting the success but also anticipating the failure brings you and your customers more aligned with your service.