

ELEVATING THE EXPERIENCE OF REST



What is rest?

Rest is the time period in which one replenishes one's energy resources, both mentally and physically, to prepare one's body to perform the next set of activities with the desired zeal. It is not only about restoring the energy in our body but also about being able to get back to work with the same intensity.

It has always been mentioned that resting is about stopping all activities, lying down on the bed, and relaxing.

But there are **7 types of rest** which is important for healthy lifestyle .



PHYSICAL REST

Physical Rest is any activity, which helps in releasing tension from body, and restores peace and calm.



EMOTIONAL REST

Emotional rest is to disconnect from every sort of negative emotions and activities and put emotional health at priority.



SENSORY REST

Sensory rest is to limit the attack of sensory information coming from electronic gadgets, background sounds etc.



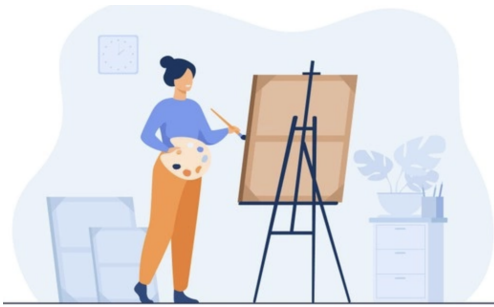
MENTAL REST

Mental rest is to choose to take a much needed break from all the racing thoughts in mind and embrace peace and silence.

SOCIAL REST



Social rest is to feel the freedom to be most authentic self, without any fear of rejection or disapproval.



CREATIVE REST

Creative rest is a short creative breaks so never run out of amazing and unique ideas to implement



SPIRITUAL REST

Spiritual rest is to delve deep into the soul and think about the personal philosophies, and explore oneself.

A short nap, power nap, mid-day nap /Siesta is one of the types of physical rest which has great health benefits. A power nap is a brief period of rest during the day to gain better focus and mental alertness. Several scientific studies verify the benefits of napping. It has been well established that in addition to reducing sleepiness, naps offer a variety of **benefits: memory consolidation, preparation for subsequent learning, executive functioning enhancement, and a boost in emotional stability**

In many ways, power napping can be seen as a scientific development of the siesta – the traditional period of rest during the day which was found in many cultures across the world. By nature, humans are biphasic sleepers. This means our bodies – and our minds – are meant to sleep in two segments each day. Power napping helps integrate our natural sleep pattern into modern life.

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ORIGIN OF NAP

A power nap is a term that first appeared in the 1998 book titled "Power Sleep" by Dr. James B. Maas. It denotes a short rest that consists only of phase 2 of non-REM sleep, the first phase where we are unaware of our surroundings. During this phase, our heart rate and breathing slow down, and our body temperature drops. After waking up from such a nap, one should feel rested and refreshed.

Popular culture of nap

Out there in world there are many different culture of nap .

JAPAN



Japan is famous for its nap culture called "Inemuri" which is about sleeping on job or more accurately "asleep while present".

Sleeping at train stations, in class, on the steps of the mall – is a much more common sight in Japan. The Japanese prided themselves on being known as the hardworking nation that never sleeps. On average they spent 6.5hr on sleep than the other countries who spent average 7-8hr on sleep for healthy living.

CHINA



Afternoon sleep is also a common habit in China and Taiwan after the midday meal, called "Wujiao" in Chinese. Almost all schools in Mainland China and Taiwan have half-hour nap period right after lunch. This is a time when all lights are out and one is not allowed to do anything other than rest or sleep.

SERBIA



Siesta like habit can be found in Serbia and Slovenia. Especially among older citizen. It's common to observe to refrain from telephoning or visiting each other between 2p.m. and 5p.m, as supposed to be resting. Especially since lunch in Serbia and Slovenia, usually eat main dish between 1:00-2:00pm.

INDIA



In North India a colloquial term "sustana", which means "taking small nap" is practiced after lunch and in Bengal it is called "Bhat-gum" means "nice-sleep".

ISLAM



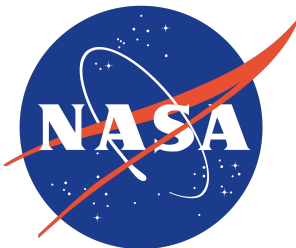
The siesta rest has origins in Islamic law and it written about in the Koran. However the word siesta is Spanish, originating from the Latin "Hora Sexto" meaning "the sixth hour" (six hours from dawn is noon). Siesta means "midday rest".

“So what is perfect nap ?”

A perfect nap which last 20-30 minutes, long enough to energizing and refresh without being plunged into Sleep interia.



As per the research by University of Massachusetts , investigating the effects of differing nap lengths (5, 10, 20 and 30 minutes) found a 10-minute nap increased immediate alertness to a greater extent than the other nap durations but naps longer than **10 minutes** are more likely to have SWS(Slow wave sleep). It is also concluded that nap between **20-30minute** induce interia immediately after waking , it may provide longer-lasting benefits than N1 and N2(Non-Rapid eye movement sleep).



A 1994 NASA study also found that long-haul pilots who napped for **25.8 minutes were 50% more alert** than their napping counterparts and performed 34% better on certain task.



As per National Sleep foundation also recommends that a snooze lasting **20-30minutes is long enough to grab a dose of that energizing** stage 2 sleep, without of being plunged into Slow-wave sleep .

BENEFITS OF NAP



MEMORY PROCESS

Performance enhancement effects from naps across a wide range of cognitive abilities, including **episodic memory, emotion regulation, procedural skills, and attention.**



CREATIVITY

Napping helps in **boosting creativity, productivity,** and also improve performance in athletes.



ALERTNESS

Help people cope with **fatigue-related to shiftwork.**

CONCERNS

- **Daytime sleepiness** is a universal issue in daily life. (Particularly in the early afternoon, many people struggle to maintain the required alertness level)
- According to National sleep foundation $\frac{2}{3}$ of adult get less than 8 hr of sleep.
- Studies of the workplace and transportation industries reveal that human error causes upto **90% of accidents, with inadequate sleep** representing a major factor in human error (Time, 1990).
- **Sleep deprivation** is responsible for a fifth of all motor vehicle accidents and 8000 death annually.
- Disasters such as **Three Mile Island, Bhopal and Exxon Valdez** have all been associated with workers' suffering from **lack of normal sleep.**

MARKET TRENDS



The global market for Airport Sleeping Pods estimated at **US\$59.7 Million** in the year 2020, is projected to reach size of **US\$81.6 Million by 2027**, growing at a CAGR of 4.6% over the period 2020–2027.



Google , nike , british airline introduced sleeping pods for their employees , as they started recognising the importance of sleep.



- **7 out of 10** Indian worker experience stress through out the day of work .
- Wall Street Journal report in 2016, **millennial Indians** spend far more work time i.e. **52 hours at work** than their counterparts in 25 other countries , leading to elevated stress levels affecting their mental health.
- World Health Organization estimates that India will suffer economic losses amounting to a staggering **1.03 trillion dollars from mental health conditions** between 2012 and 2030.

OUR SERVICE

PROBLEM STATEMENT

Due to the advanced development in the education, health, technological, communication sectors, it has shown a great impact on society and culture. Diverse changes have been seen in society in terms of lifestyle. Now people spend more time on work than on themselves. As this has been well established by the World Health organization that **millennials of India are spending far more time on work than any other country**. This leads to many health issues like mental health is a major concern nowadays, people are having elevated stress levels due to which they are **less productive, attentive, efficient** at work because they are continuously working for long hours and have no time to rest.

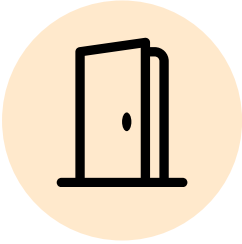
SNAP & SNOOZE



To address this issue of elevated stress and cognitive pressure/load, we have come up with a service called **"Snap & Snooze"**. It's a space where you can relax and **rest for 30 minutes**, without disturbing our working schedule. As this session is as small as your lunch break, easy to accommodate within your hectic schedule but has a great impact on the mind & body.

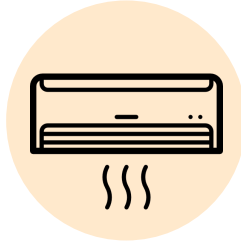
We are trying to propagate the importance of proper sleep and intermediate Power naps through enhancing **all five senses to relax, rejuvenate and refresh**. Our service is well designed to stimulate one's senses towards energizing you for long in your daily life routine. Our service took you with all your sensory relaxation, where you feel and touch the outcomes through your senses as being energized. Three days offerings 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 the white noise environment which will help you in experiencing the border dimensions of relaxation and energizing.

SERVICE OFFERING



Private sleeping pod

An individual pod to have privacy from other participants and to cut off the outer world. A pod equipped with a comfortable decliner chair , a ottoman , a water bottle and table lamp .



Air conditioning

Fully air conditioned room to have perfect nap .



SLEEPING MASK

Kit include a cozy elasticated Eyebask for comfort .

EXPERIENCE JOURNEY

SMELL



1

A diffuser, infused with natural soothing essential oils for relaxation

SIGHT



2

Well designed lighting system for calming the mood

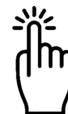
SOUND



3

A well equipped sound system with white noise for reducing stress

TOUCH



4

Induced fidgeting technique to reduce stress and to prevent mind from being occupied with previous thoughts . Two fidgeter are Bubble wrap and marble foot massager.

TASTE



5

A chocolate after the session to boost the energy , since during the session our body temperature and adenosine drops leads to sleep interia . Chocolate helps in boosting energy and provide alertness.

SERVICE REFLECTIONS

SERVICE STRENGTH

- **Team :** with the team of 4 creative and diverse designers - we are able to develop kits , props , graphics by ourself and able to save time/control over the whole process.
- **Ambience :** Due to soothing and attractive ambience - customer got attracted to the ambience and availed the service.
- **Utilities :** Since this prototype is launched in NID , we are able to utilise the air conditioner , lights , electricity with free of cost.
- **Promotions :** strong branding avenues helped us to reach to the right customer like Lift , washroom, library, water cooler
- **Marketing :** word of mouth was one of the marketing tool that also helped us to reach to more customer base, after experiencing a memorable service our customer shout out to others.
- **Location :** Location is also our strength, since it is located in an area which is noticed by everyone.
- **Close proximity :** As our service is located in main academic block , more customer/ student are preferred to relax here than in hostel .Since student require a private space where they can take a quick relax and resume their work effectively.It should not be their room but should be something near to their studio/lab.
- **Agent :** Most of the customer also willingly preferred to avail our service than relaxing in their rooms because of presence of agents during the session .They have fear that they might end up REM sleep than nap which might end up in loosing their classes, session or meeting since there no one there to wake them up.

PERCEPTIONS

SERVICE WEAKNESS

- Our service is perceived as sleeping area , where people can sleep. 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 by their own in their room/working space.Why should they spend money on just sleeping?
- How our service can be better than their personal room environment?

INFRASTRUCTURE

- **Disturbance :** During the session 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, as we have organized our service in a room.
- **Limited resources:** because of limited resources, chair was the only option where we can provide nap to our customer which end up having uncomfortable experience during the session.
- **Waiting time :** Since everyone had different power nap time, so it is very difficult to have a full occupancies session that's why we have to provide the service to even single member.This made sometime other member to wait for the next session and also makes our napping pod vacant for whole session which result in loss of resources, time & money

SERVICE REFLECTIONS

SERVICE WEAKNESS

PLANNING

- **Resource management:** Lack of planning lead us to wastage of materials (mask material, muslin) money management was not there hence we ended up spending more money than revenue
- **Simultaneous events:** our service offering sales also get hamper as we didn't look on the other events happened around that time like NMD sleeping session , festival (garba) , holidays (could not attract faculties due to holidays)
- **Planned target customer:** We planned our resources/package pricing according to the target user count of 50(almost half of the Total population of college student), which our service failed to achieve that count, due to other obstruction. After the service execution , we felt that our count should be planned 1/3 of the audience .
- **Idle time :** since our service operating timing is from 2pm- 6pm to 7pm-12 am, sometime due to lack of session booking our team sits idle, this idleness create lack of motivation and cause fatigue due to long hour sitting posture.
- **Surrounding noise :** it is very difficult to control the external noise since it is prime location , most of the students/faculties cross-by having discussion/talks.

ON-SERVICE MODIFICATION

- **Package offering:** Changed the package offering and introduced a new package based on the first day response to be on the profit zone

OLD PACKAGES			
PACKAGE	PRICE	DAYS	KIT
Basic	100	1	KIT
Classic	150	2	KIT
Premium	250	3	KIT

NEW PACKAGES			
PACKAGE	PRICE	DAYS	KIT
Basic	100	1	NO KIT
Classic	150	1	KIT
Premium	250	3	KIT

- **Time flexibility :** Modified the package of 250Inr, starting providing the flexibility to choose their time slot based on their convenience. Now user can avail either all 3 session in a day or two also.
- **Upgrading package :** some of the consumer not sure about the 200INR experience, so we started providing 1 day experience for more assurity.
- **Sneak peak :** Starting providing the sneak peek of the ambiance to attract the consumer and this shows some impact on customer.

FUTURE INTERVENTIONS



Automation

Shifting from the manual adjustment of the room ambience to be sensor based, which will automatically set temperature , sound , light and diffuser once customers enter the room/pod.



Decliner

A well designed ergonomic decliner chair to have proper posture while napping to avoid any discomfort.



Sound-proof

A room with soundproof interior to avoid any disturbance from the surrounding.

FUTURE EXPANSION

Future expansion strategy is to provide service at their working spaces i.e. provide all the operational service to the owner space without owing land.

Collabrating with working spaces both private & Govt, educational institution and also public spaces like Airport .