
RESEARCH
PORTFOLIO
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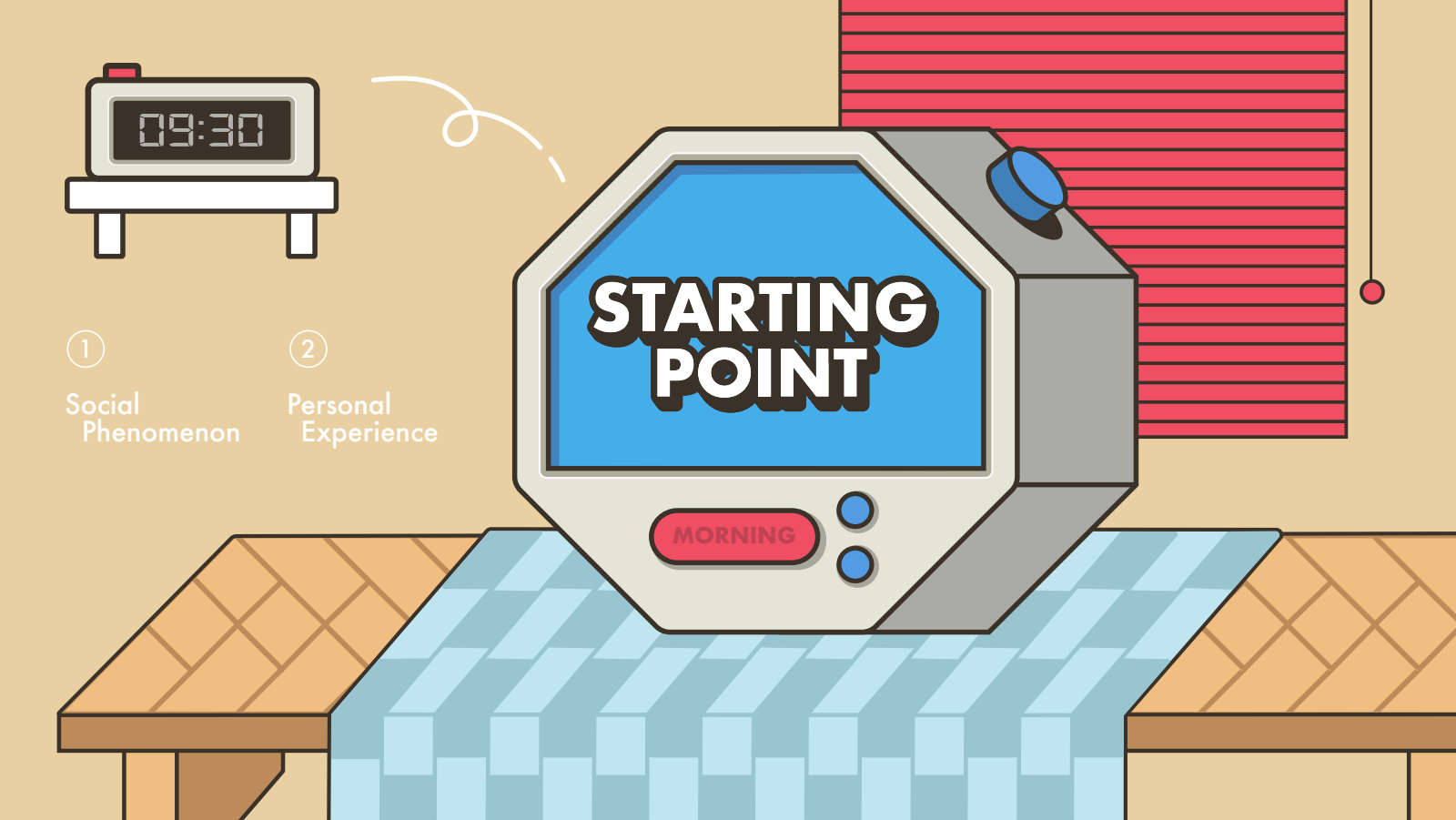
24004232
Better Sleep
Better Life

Project Summary

The research focuses on how digital capitalism leverages sleep tracking technology to transform the bedroom from a space of rest into a site of emotional control and data surveillance, exploring the use of design as a tool to uncover the invisible power structures within.

Contents


09:30
STARTING POINT
MORNING
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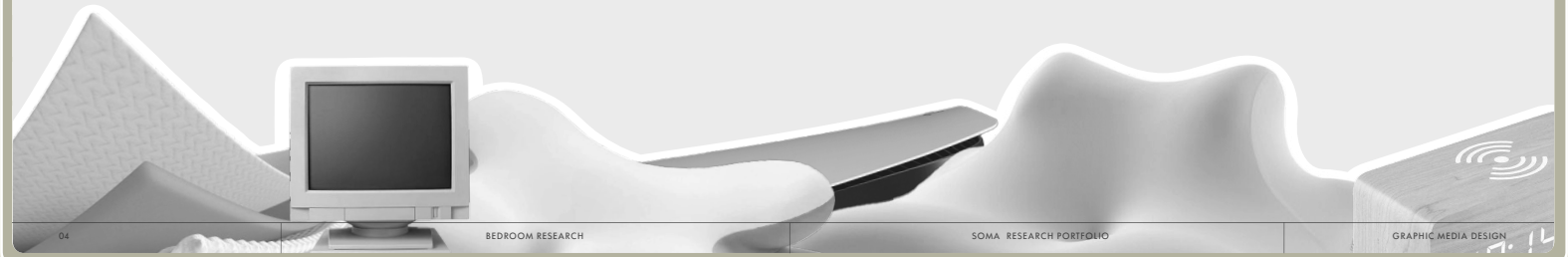
Starting Point

Social Phenomenon

The modern bedroom has evolved from a simple rest space into a multifunctional environment filled with smart devices. From smart speakers and computers to air purifiers and smart mattresses, technology has made life more convenient but also expanded the bedroom's role. These devices analyze user habits and provide feedback for personalized services.

For instance, smart speakers control other devices, smart mattresses adjust firmness based on sleep, and computers turn the bedroom into a workspace. These technologies are transforming the bedroom into a highly digital, data-driven "smart environment."



Personal Experience

When I first arrived in London, I struggled with adjusting to the time difference. To help, I used sleep tracking apps like Sleep Cycle and Calm, hoping to improve my sleep. Although they provided sleep scores and tips, I didn't notice much improve ment. Over time, I realized these apps were not just helping with sleep but also "managing" my routine. The nightly scores, weekly feedback, and sleep "suggestions" started to affect how I viewed rest and health.

This made me question: when "health optimization" is capital ized, is it still the "care" we need, or a subtle form of control?


Initial Reading
Initial Visual Experiments
Theoretical Support
BEDROOM
RESEARCH

Initial Reading

(Fig2) Thompson, D. (2025) The anti-social century, The Atlantic.

The Anti-Social Century

Derek Thompson

"Between that year and the end of the 20th century, in-person socializing slowly declined. From 2003 to 2023,it plunged by more than 20 percent, according to the American Time Use Survey, an annual study conducted by the Bureau of Labor Statistics."

"Now our social time is haunted by the possibility something more interesting is happening somewhere else, and our downtime is contaminated by the streams and posts and texts of dozens of friends, colleagues, frenemies, strangers."

Insights and Reflections

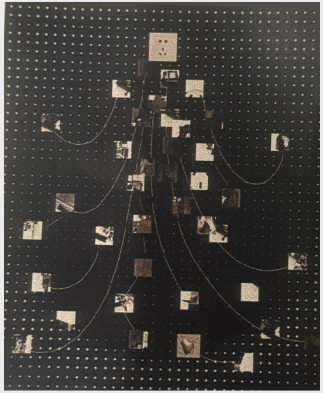
In The Anti-Social Century, the author points out that young people today are experiencing a kind of "solitude" that has been redefined by technology. With the development of the internet and smart devices, people can now do almost everything—work, socialize, and relax—within a closed space.

This phenomenon led me to focus on the transformation of the bedroom. As one of the most private spaces, the bedroom is being reshaped by screens and devices, becoming a place that combines rest, work, and data generation. Starting from this point, my research explores how digital capitalism, under the guise of "care" and "convenience," intervenes in our daily lives and quietly reshapes our relationship with space, the body, and emotion.

Initial Visual Experiments

Inspired by The Anti-Social Century, I began to focus on the objects and environment within the bedroom. I collected various common products and decorations found in this space and explored different experimental methods such as collage, sculpture, rotation, and reconstruction. These experiments were open and exploratory in nature, but overall, they lacked a clear focus and a defined research direction.

(Fig3-6) Chen, X. (2025) Bedroom, London .



Theoretical Support

(Fig7) Bates, A. and Glickfeld, E. (2023) Dirty Furniture #6 – Bed.

Dirty Furniture

Anna Bates & Elizabeth Glickfeld

A personal retreat, separated from the outside world.- Sleep was the core function; people “unwound” and relaxed in this space.

"People get so obsessed with their sleep data and this pursuit of perfect sleep that they can't sleep."

"Chronic insomnia can lead to increased risk of depression, anxiety, substance abuse and motor vehicle accidents. Over time, this lack of sleep can contribute to health problems such as type 2 diabetes and hypertension."

24/7
Jonathan Crary

"24/7 is a time of indifference, against which the fragility of human life is increasingly inadequate. Sleep poses the idea of a human need and interval of time that cannot be colonized and harnessed to efficiency. As a restorative withdrawal, sleep is an uncompromising interruption of the theft of time from us by capitalism."

“As a social institution, sleep is an anomaly, a necessary but troublesome interlude in the cycle of production and consumption. Sleep is now the interval during which we become fully available to a range of monetizable interchanges.”

(Fig9) Crary, J. (2013) 24/7 Late Capitalism and the Ends of Sleep. London: Verso.

Review

After reading 24/7 and Dirty Furniture, I narrowed my research focus from the broader context of the bedroom to its most fundamental function—sleep. Both books reveal how contemporary bedrooms and the objects within them have been transformed under the influence of commerce and technology. 24/7 exposes how the logic of constant productivity erodes the boundaries of rest, while Dirty Furniture points out how sleep-related products and technologies turn rest into something controllable and commodified. They made me realize that sleep is not only a biological necessity but also a cultural and political issue deeply shaped by technology and capitalism. By reflecting on my early personal experiences, I was able to further clarify and define my research question.


RESEARCH
QUESTION

Research Question

Ultimately, I narrowed the focus of my research, starting from the basic function of the bedroom—sleep—and concentrating on the profound impact of the platforms behind sleep tracking apps. With the advancement of technology, sleep has ceased to be just a natural, unconscious biological process; it has become a behavior that is monitored, quantified, and optimized by technology.

Sleep tracking apps continuously collect our physiological data, providing feedback on sleep quality, offering personalized recommendations, and adjusting our routines through algorithms. However, behind these seemingly beneficial technological interventions lies a more complex system, one that not only reshapes our understanding of rest and health, but also subtly influences our emotions, identity, and daily behavior.

Research Question

How has digital capitalism, through theuse of sleep tracking applications transformed the bedroom from a space of private rest into a site of data extraction, emotional control, and identity shaping?

PRELIMINARY RESEARCH

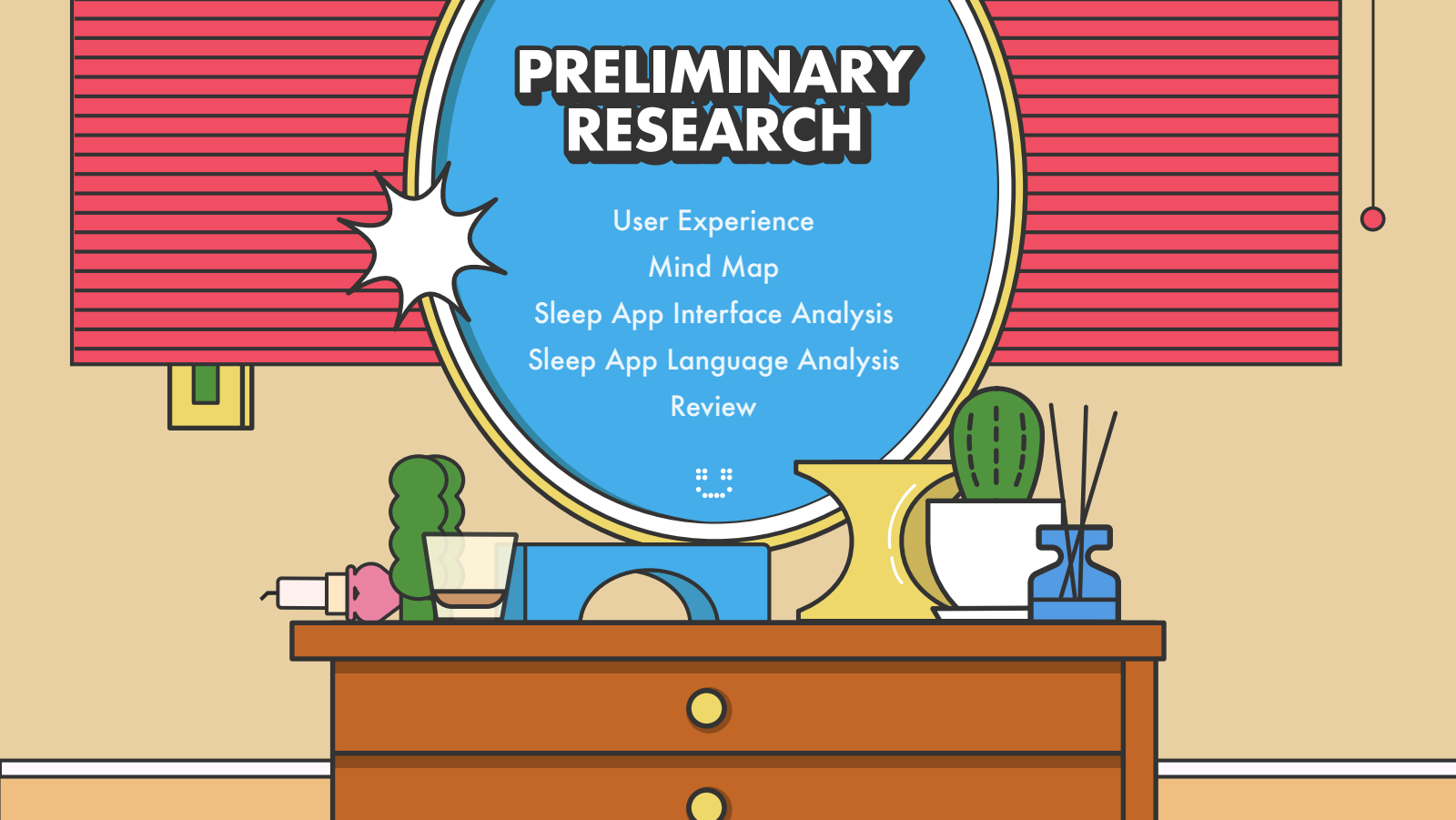
User Experience

Mind Map

Sleep App Interface Analysis

Sleep App Language Analysis

Review



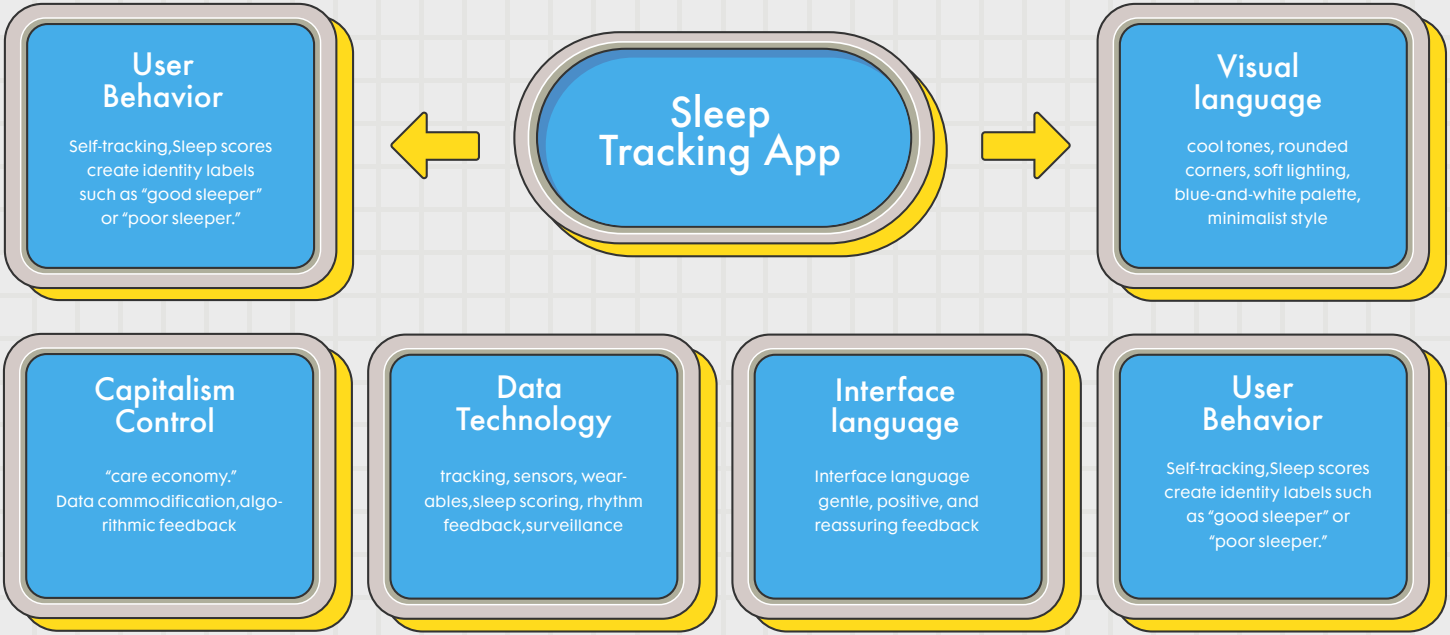
User Experience

(Fig10) 21-Day Use of Screenshots.(Source: Sleep Cycle)

During a three-week sleep tracking experiment, I recorded my sleep and received daily scores. At first, the scores fluctuated unpredictably with no clear pattern. However, once I activated the premium trial, my scores suddenly improved—despite no real change in my sleep habits. After the trial ended, the numbers quickly dropped again.

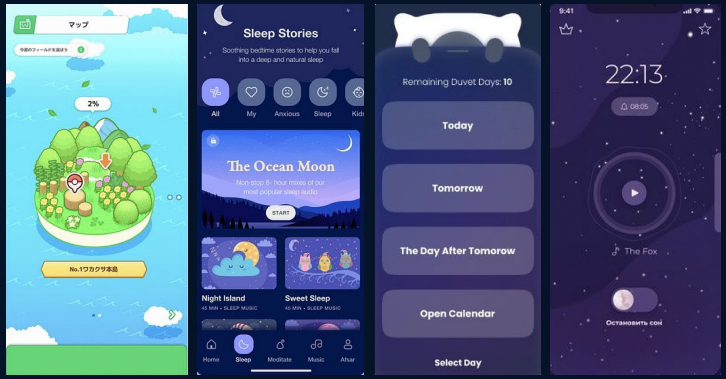
This inconsistency made me question the reliability of the scoring system. It seemed less about actual sleep data and more about algorithmic and commercial manipulation. Sleep quality was reduced to numbers, and the promise of "better rest" became an illusion tied to payment.

Mind Map


User Behavior
Self-tracking,Sleep scores create identity labels such as “good sleeper” or “poor sleeper.”
Sleep Tracking App
Visual language
cool tones, rounded corners, soft lighting, blue-and-white palette, minimalist style
Capitalism Control
“care economy.” Data commodification,algo-rithmic feedback
Data Technology
tracking, sensors, wear-ables,sleep scoring, rhythm feedback,surveillance
Interface language
Interface language gentle, positive, and reassuring feedback
User Behavior
Self-tracking,Sleep scores create identity labels such as “good sleeper” or “poor sleeper.”

Sleep App Interface Analysis

(Fig11-14) Different Sleep Apps.(Source: Pinterest)



The visual language of sleep apps is usually simple and soft, using warm or cool tones—such as blue and white—to convey a sense of comfort and calm. The interface is typically straightforward, allowing users to easily view their sleep data and scores. Icons and charts are designed to be clear and easy to read, often using circular, flat, or cartoon-like elements to create a non-intrusive and relaxed user experience. At the same time, many apps adopt emotionally driven feedback language such as “Optimize your sleep quality” or “You slept well today.” This design approach strengthens user dependence and makes the data appear more caring and personal.

Sleep App language Analysis

"Good job! Your sleep quality has improved."

"Keep it up! You're getting better rest."

"Your deep sleep was excellent tonight."

"Relax and breathe deeply to let go of the day's tension."

"Allow your mind to quiet down, preparing for restful sleep."

"Embrace tranquility as you fall into a peaceful sleep."

"Try to avoid caffeine later in the day for a better sleep."

"Your sleep score: 85. Great job!"

"You're improving! Keep tracking your sleep to see even better results."

Sleep Cycle

Language style
gentle, encouraging, and positive

Feature
The sleep scoring system reinforces users' sense of achievement through encouraging language, helping them build long-term healthy habits.

Calm

Language style
relaxing, meditation-oriented

Feature
Focuses on meditation , guiding users into a state of mental calm. It uses emotional language to help users relax both body and mind.

Pillow

Language style
gentle, encouraging, and positive

Feature
Sleep scores and feedback are presented through quantitative metrics. The tone is friendly, encouraging users to keep using the app to improve their sleep quality.

Review

Through analyzing apps like Sleep Cycle, Calm, and Pillow, I found that their calm visuals and caring language create an illusion of empathy while subtly guiding user behavior. Sleep data is quantified into scores that shape self-perception, turning "optimization" into a form of control. The inconsistency of scores—especially during premium trials—reveals the commercial logic hidden behind digital care.

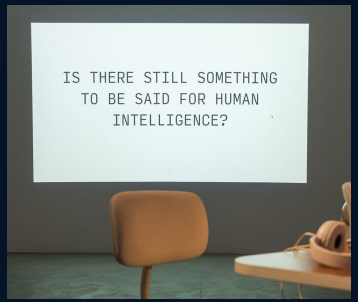
Drawing on readings such as 24/7 and Dirty Furniture, I began to form an initial idea for my visual practice—to approach the topic through the lens of interface aesthetics and language design, and explore how "care" in design operates as a mechanism of control.

VISUAL EXPERIMENT

Control
Quantification
Speculation
Soma Experiment
Review

Control

(Fig 15-19) Lee, L (2019) SOMEONE.

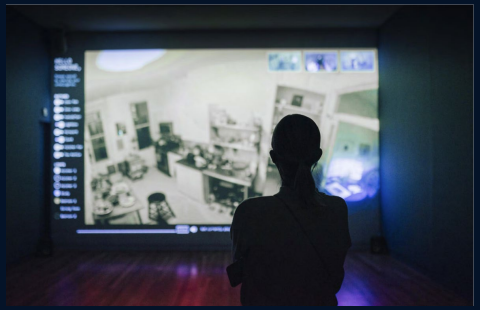


Someone

Lauren Lee McCarthy's piece SOMEONE (2019) replaces automated systems with real people to control smart home environments, exploring how platform logic penetrates daily life and blurs the boundaries between technology and intimacy. It turns the private home into a space that appears caring on the surface but is actually filled with control.

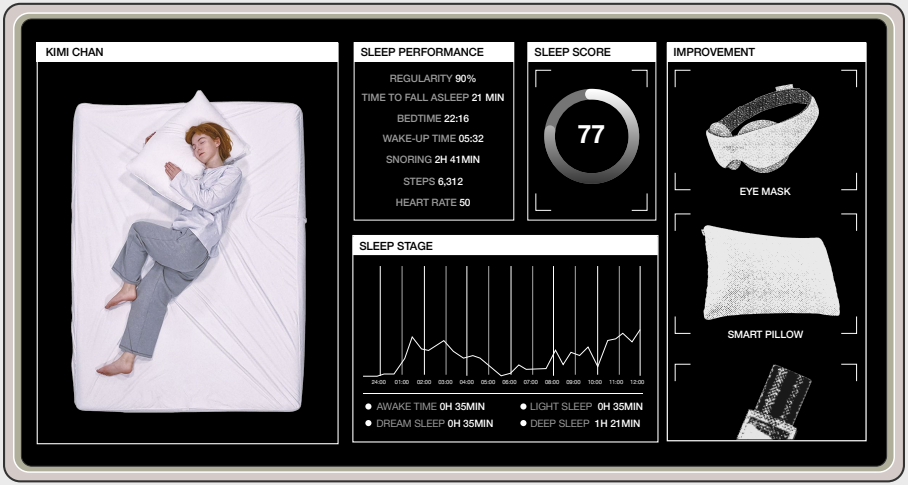
This piece inspired me to think about how to build narrative and introduce interaction, rather than just having the audience as passive observers. It led me to incorporate interactive elements into my own experiments, allowing the audience to take on roles (such as scoring sleep behavior or recommending products) in order to reveal the human decisions and power structures hidden within digital monitoring systems.

(Fig 20) Lee, L. (2019) SOMEONE.



Surveillance System

(Fig 21) Chen, X. (2025) Surveillance System.



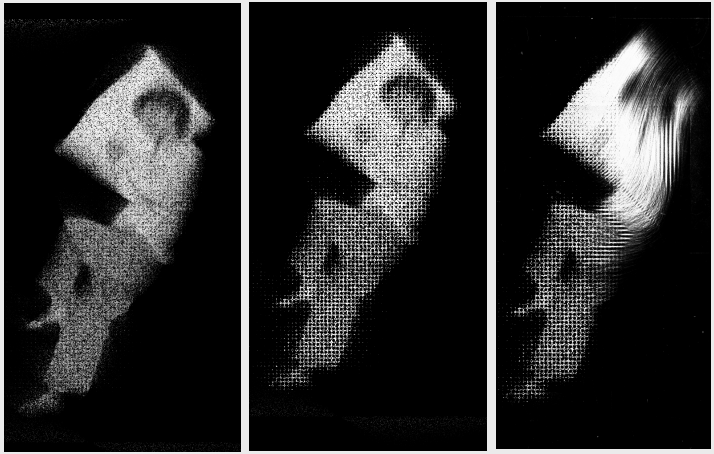
This visual experiment was inspired by Lauren Lee McCarthy's SOMEONE and approaches the topic from a platform perspective, simulating how sleep tracking systems monitor and emotionally intervene in users' lives. Using a cold, data-driven aesthetic with a black background and structured interface, the work creates an atmosphere of observation and control.

Referencing SOMEONE's concept of "care as control," I positioned the subject at the center under a top-down view, surrounded by panels of data and scores, illustrating the user as constantly monitored by the system. Sleep is broken down into measurable metrics—time to fall asleep, heart rate, sleep stages—transforming the body into a readable and valued entity within algorithmic logic.

Sound Visualization

In this experiment, I visualized sleep-related sound data to create a “visible breathing” experience. By using particle motion to simulate breathing rhythms, louder sounds produced stronger movements, reflecting lower sleep scores. The work reveals how sleep tracking systems oversimplify data—judging sleep quality by intensity rather than context or meaning.

(Fig 22) Chen, X. (2025) Sound Visualization.



Labels Visualization

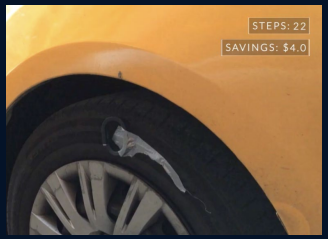
(Fig 23) Chen, X. (2025) Labels Visualization.

In this experiment, I visualized user labels from sleep apps—such as “Shallow Sleeper” and “Stress Responder”—by filling a human outline. The user becomes not an individual, but a collection of categorized and commodified data identities.

Quantification

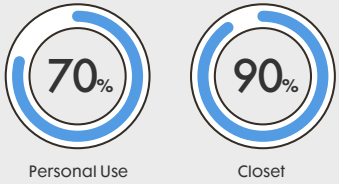
Unfit Bits

(Fig 24-28) Brain, T and Mattu, S. (2015) Unfit Bits.



Unfit Bits uses satire to expose how health data is commodified and used to evaluate behavior. Its playful hacks question the reliability of data and the assumptions behind it. Inspired by this, I examine how sleep apps shape users' understanding of rest and emotions, and how creative resistance can challenge data-driven control. I plan to test sleep app scoring systems in different environments to reveal their biases and explore user agency within quantified systems.

Comparison Test

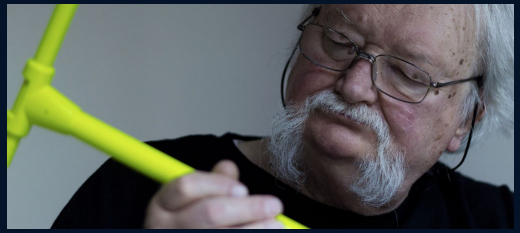


Inspired by Unfit Bits, I realized that "tricking" the platform can itself be a form of research—using data interference to expose the system's logic and flaws. In my comparison test, I used two phones to record sleep on the same night, and the results showed clear differences, suggesting that the scores are not fully objective or reliable. In fact, the results partly depend on environmental factors such as noise or light. This finding reveals the fragility of the algorithm and makes me question how much truth lies behind the platform's so-called "scientific care."

Speculation

Uninvited Guests

(Fig 30-32) Uninvited Guests (2025).



Uninvited Guests

Uninvited Guests explores how smart home technologies turn care into a form of control. The story of an elderly person interacting with devices reveals how digital systems reshape intimacy and dependence. Inspired by this, I began to develop ideas for speculative experiments and brand narrative constructions, using design to imagine near-future scenarios.

(Fig 33) Uninvited Guests (2025).

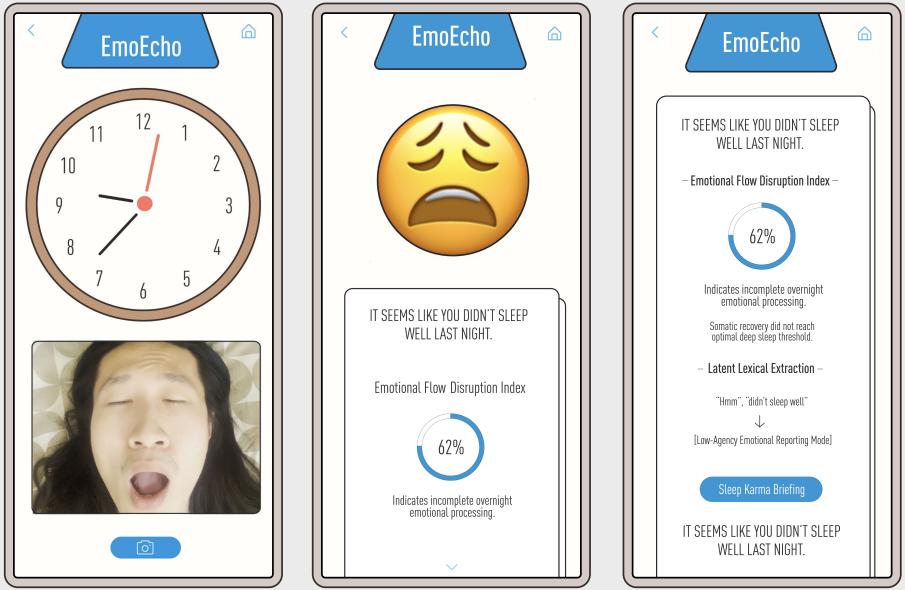
Preview

Combining the visual references above, I gained a deeper understanding of my research question. Rather than focusing solely on analyzing current platform surveillance and data visualization, I shifted toward speculative design—constructing exaggerated and theatrical narrative environments to imagine possible futures, thereby enhancing the project's irony and criticality.

In this experiment, I began developing the concept and practice of the SOMA brand. The name comes from the novel Brave New World, where Soma is a drink that brings pleasure and calm. Similar to sleep apps, it appears to offer comfort and improvement, but in reality, it is filled with hidden dangers and deception.

Soma Experiment

(Fig34) Chen, X. (2025) Soma-I, London .



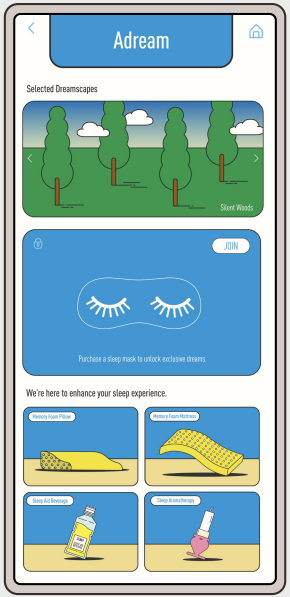
Interface Experiment

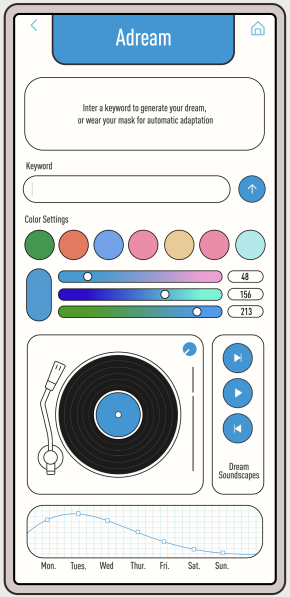
Visually, I used a cartoonish and cute retro aesthetic to reflect the interfaces of real-life apps and emphasize the internet-inspired style, creating a gentle narrative that feels familiar and approachable to users.

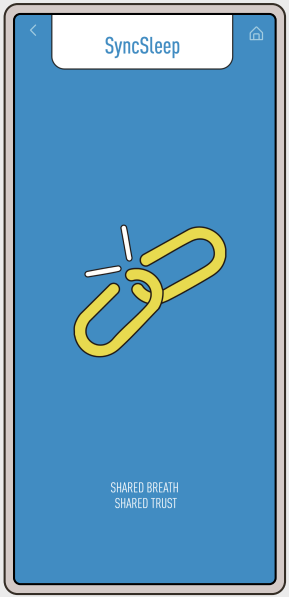
Functionally, I exaggerated features based on reality: I designed EmoEcho, which uploads your first waking photo for emotion analysis; Sleep Karma Briefing, which tells you what to do each day; and Adream, a system that plans and schedules your dreams.

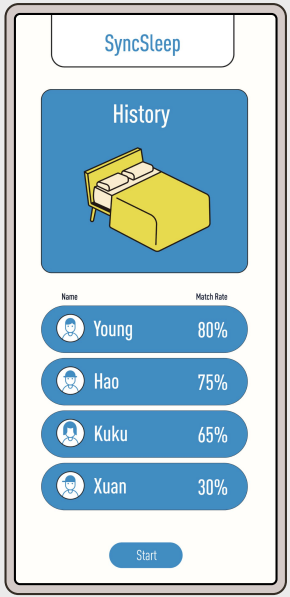
Interface Experiment

(Fig35) Chen, X. (2025) Soma-I, London .



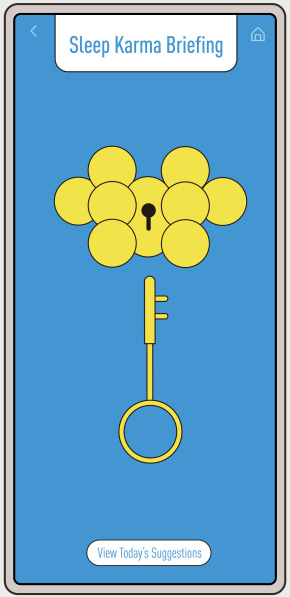


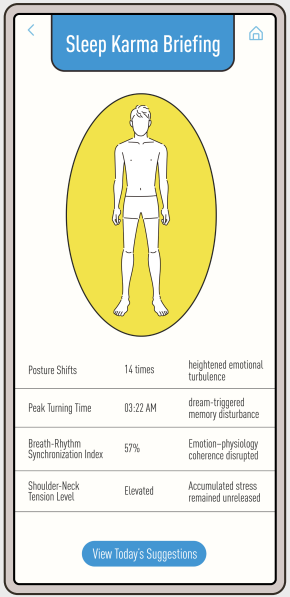


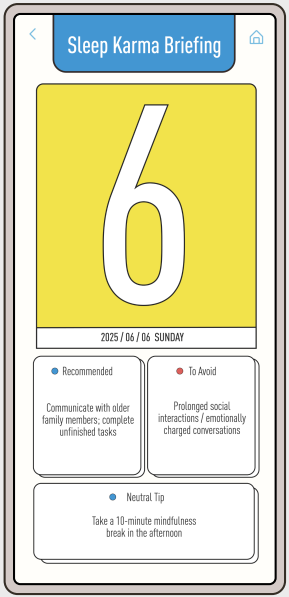


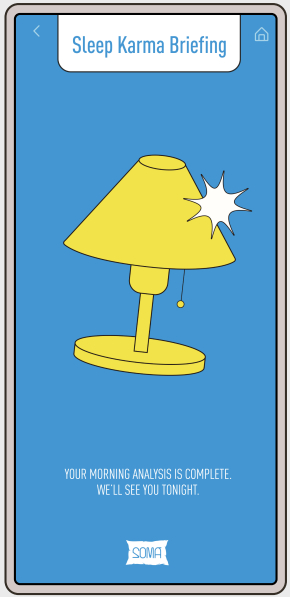
Interface Experiment

(Fig36) Chen, X. (2025) Soma-I, London .





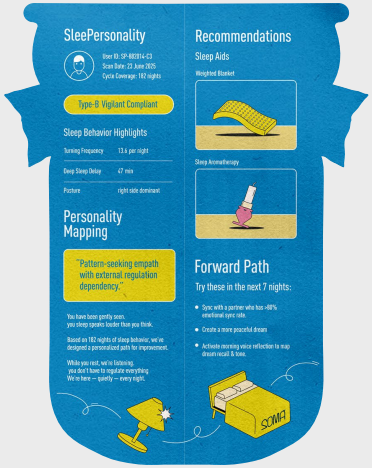




Derivative Products Practice

(Fig37) Chen, X. (2025) Soma-I, London .

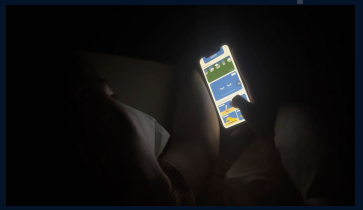
In this experiment, I created several derivative products, such as an eye mask and a report, imagining how users could connect with the digital world and applications through the eye mask.

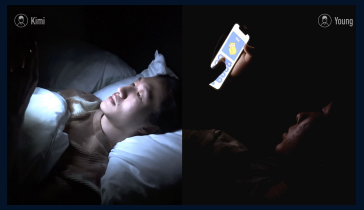


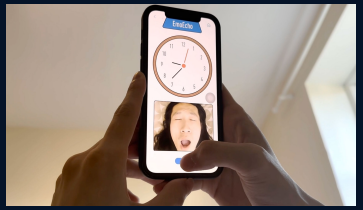
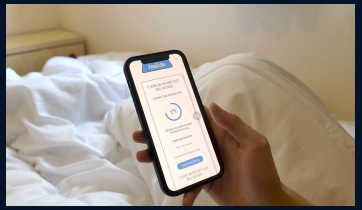
Video Experiment

Link: https://youtu.be/YBixVq8nUNk



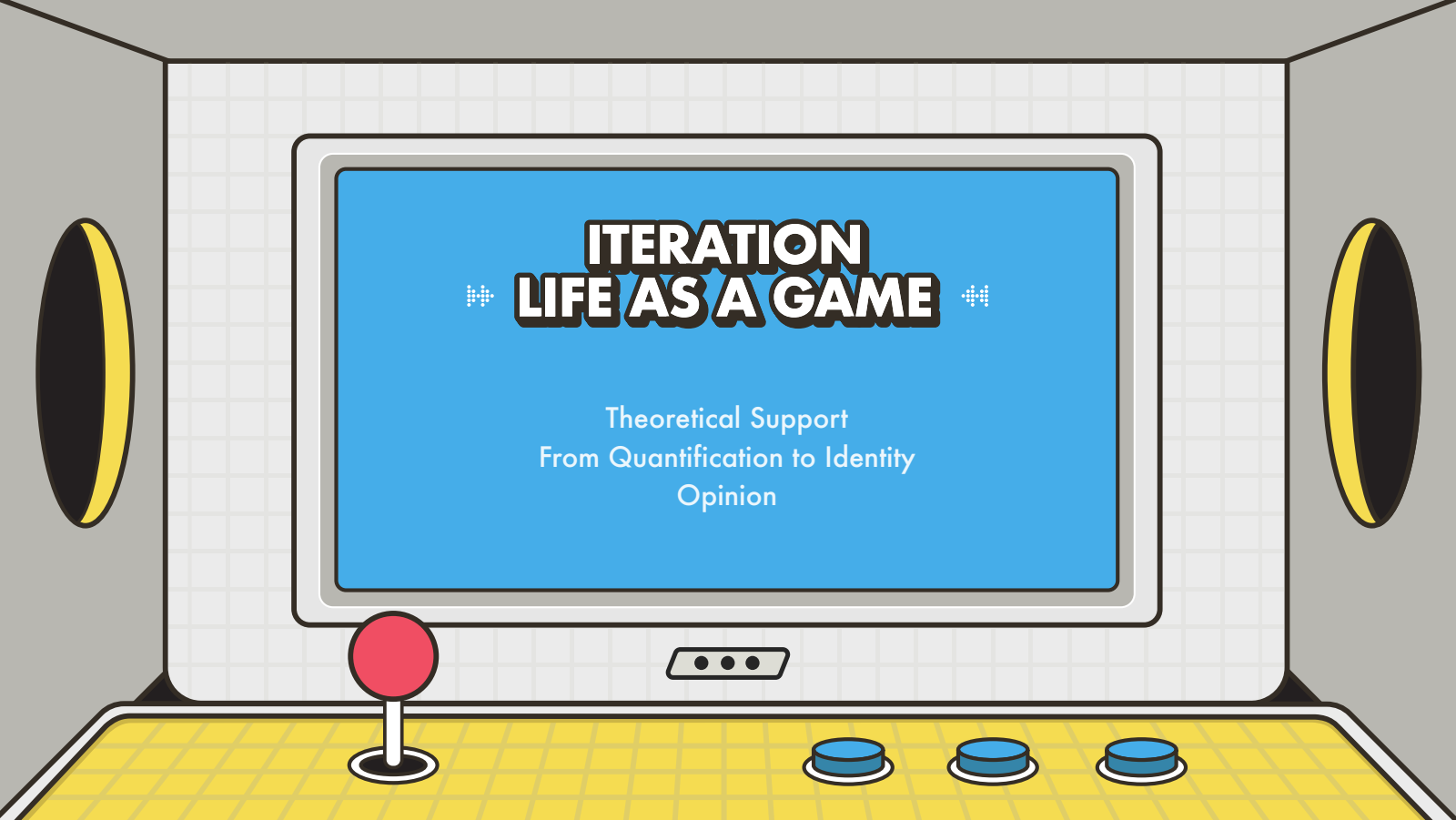


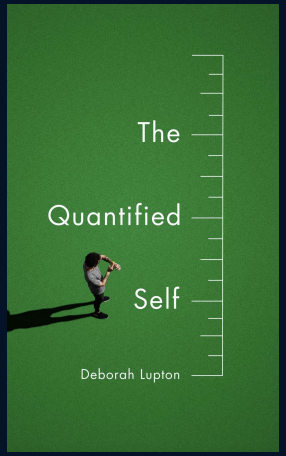
Review

After this visual experiment, I gained a more concrete understanding of the visual direction and project focus. However, one major challenge was that the video required constructing an "idealized" bedroom environment, making it highly dependent on the setting and difficult to realize. In addition, the current test video felt relatively slow in pace and lacked contrast. Therefore, I continued to refine and optimize the project during the summer break.


ITERATION
LIFE AS A GAME
Theoretical Support
From Quantification to Identity
Opinion

Theoretical Support

(Fig 42) Lupton, D (2016), The Quantified Self



The Quantified Self

Deborah Lupton

"Self-tracking practices are part of how data subjects are assembled, not merely observed."

"Quantified Self" was initially defined as a practice that uses digital tools to record and analyze personal life and physical condition.

"The datafied body is not a passive reflection of a pre-existing biological body, but rather is actively constituted through data practices and mobilised in various institutional and commercial domains."

Review

"Quantified Self" explores how self-quantification and digital technology are changing people's health and lifestyles. Through data collection and analysis, individuals turn their bodies and behaviors into measurable and analyzable objects. This book provides theoretical support for my research on self-tracking and data-driven design, helping me understand how technology can optimize health, emotions, and even identity. It made me more aware of how these sleep apps quantify sleep, making personal privacy and bodily data manipulable and commodifiable. The perspective in this book provides substantial theoretical support for my research on how sleep tracking apps are transforming the function of the bedroom.

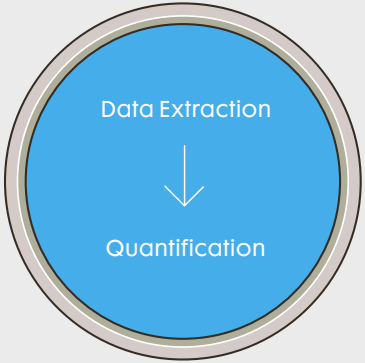
Game Mechanics, Incentives & Recognition

Michael Wu

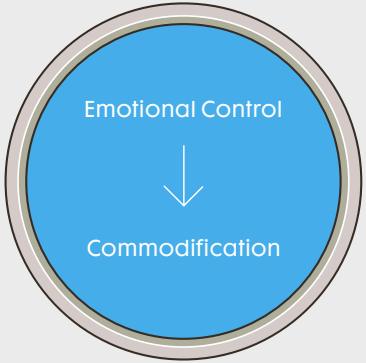
"Bunchball offers the guideline that in order for a game economy to be effective over time, it needs to have a place to redeem points, incentives to earn more points, and the ability to customize something that reflects one's personal identity. Virtual Goods can meet this need by offering intangible items such as food, clothing, etc., that can be purchased for use only in online communities. Sometimes these virtual goods are now being sold or traded for real dollars or goods."

"Like incentive and recognition programs, rewards are central to gamification. In a gamified experience, tangible or intangible rewards provided for recently completed actions or behaviors usually come through earning points, miles, etc., but also include Virtual Goods, Levels, Achievements, and Badges. "

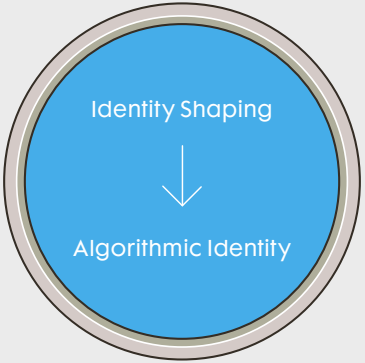
From Quantification to Identity



Reflecting on the project through the lens of game mechanics, I found that data—presented through scores and graphs—ultimately drives users toward self-quantification and comparison.



Emotional control builds on this foundation, continuously providing feedback through various products and subscription services to influence users' emotional states and behavioral habits. This emotional shaping is further commodified, becoming part of the business platform and reinforcing control under the guise of "care."



Finally, the platform generates reports and user profiles based on these interactions, assigning each user a "calculated identity"—a digital self distinct from real life—thus completing the loop of surveillance and feedback.

Opinion

Guided by the logic of digital capitalism, sleep tracking technologies have turned the bedroom from a private space of rest into a site of data extraction, emotional control, and identity construction. Under the promise of "health optimization," these platforms gamify sleep—dividing the night into levels, scores, and rewards—transforming rest into a competitive act.

The soft tone and emotional design of the interface conceal the logic of control. Through gentle encouragement and quantified feedback, platforms guide users to monitor and adjust themselves, completing a cycle of self-discipline under the illusion of self-improvement. In the end, data generates "personalized reports" and "health identities," turning individuals into calculated digital subjects. The bedroom is no longer a space for rest but an extension of a gamified system—constantly producing data and sustaining the platform.

What appears as care is, in fact, a subtle form of governance and behavioral control within the intimate sphere of everyday life.

FINAL OUTCOME

Concept
Game Mechanics
Scene & Visual Design
Reflection and Review

Concept

Draft-1, Bedroom.

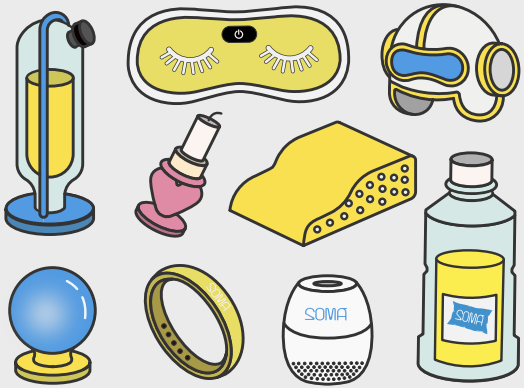
Initial idea

After several iterations, I decided to continue optimizing SOMA using a game format, incorporating enhanced interaction and audience engagement. The initial idea is to construct a real room where players can follow instructions based on smart sleep devices' prompts and engage in the game.

Game Objective

The design of SOMA aims to explore how sleep tracking apps transform the bedroom from a private space of rest into a site of data extraction and behavior management through gamification. By turning sleep into levels, scores, and feedback loops, the game reveals how digital capitalism controls and shapes individuals' rest and emotions.

Visual Language



The choice of a cartoonish visual style is meant to create a strong contrast, delivering deeper critical messages under a lighthearted and friendly appearance. The cartoon style makes the game more entertaining and approachable, while also reflecting how digital platforms disguise control and surveillance under the guise of "optimization" and "care." This visual language, through its playful design and gamified mechanics, enhances the contrast between "care" and "control," allowing players to subtly experience the manipulation behind the platform while enjoying the gameplay.

Game Mechanics

Sleep Preparation Stage

At the beginning of the game, the player enters a bedroom preset by the SOMA system and completes various activities according to prompts, simulating real-life sleep preparation. This stage helps the player immerse themselves in the game and sets the tone for the experience.

Sleep Process

Once the player is ready to sleep, they enter a mini-game similar to Flappy Bird, simulating different behaviors during sleep. The game reflects the player's "sleep quality" based on their performance, and provides a detailed sleep analysis report at the end of each sleep cycle.

Points & Rewards

Players earn points throughout the game by completing tasks and performing well. These points can be exchanged for virtual items or augmented reality objects, creating an incentive system and further commercializing the experience.

End & Feedback

At the end of each night, players receive a detailed sleep report based on their score, including “sleep quality ratings” and “improvement suggestions.” Players with higher scores receive positive feedback, while those with lower scores receive suggestions for adjustment, encouraging them to improve their sleep habits.

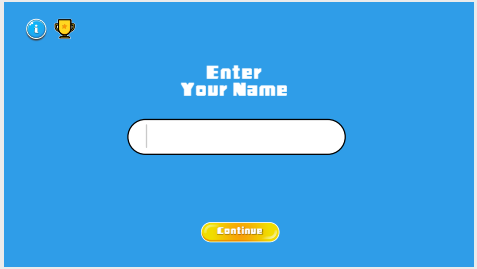
Two-Night Comparison

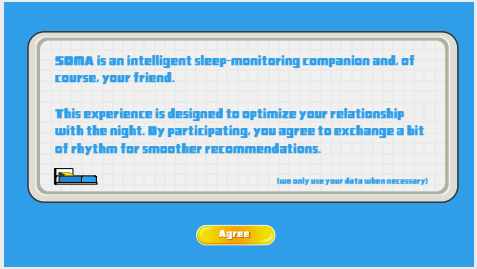
Players will spend two nights in the game. The first night is spent in a regular room, and on the second night, a pop-up invites players to watch an ad to enter a premium room. The premium room is filled with sci-fi and futuristic design elements, offering a more immersive "optimized" experience. This comparison showcases how digital capitalism uses enticing "premium experiences" to encourage consumption and dependency.

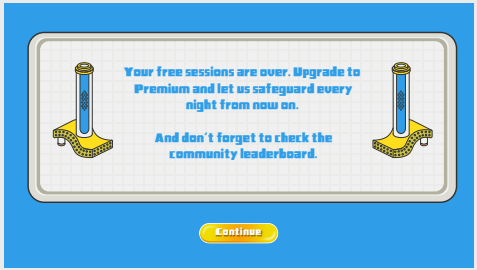
Self-Optimization

Through points, leaderboards, and reports, the game quantifies the player’s sleep behaviors, encouraging them to self-monitor and optimize according to the platform’s standards. This not only engages players but also highlights how the platform shapes personal behaviors and emotions through data-driven design.

Scene & Visual Design



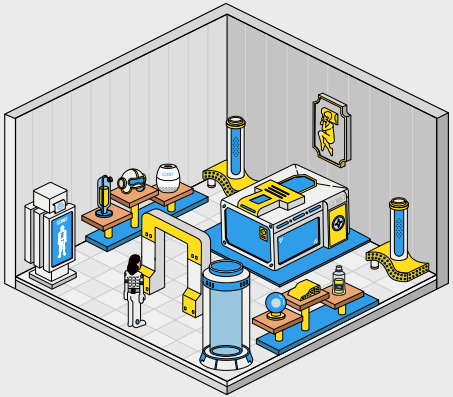




Startup Screen

Before the game begins, players are prompted to enter their name (for final ranking purposes). They then agree to various cookies, with a subtle hint of conspiracy in the small text at the bottom right. After the game ends, a pop-up encourages players to check the leaderboard, subtly triggering anxiety and a competitive mindset.

Standard Version

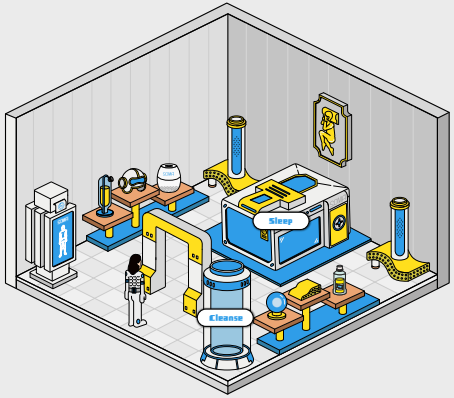


Premium Member Version

Bedroom

In the standard version, I referenced common items typically found in the bedrooms of young people today, including a TV, computer, and bookshelves.

Meanwhile, the premium member version of the room incorporates additional technological elements to emphasize the contrast created by the commercialization of consumer goods.

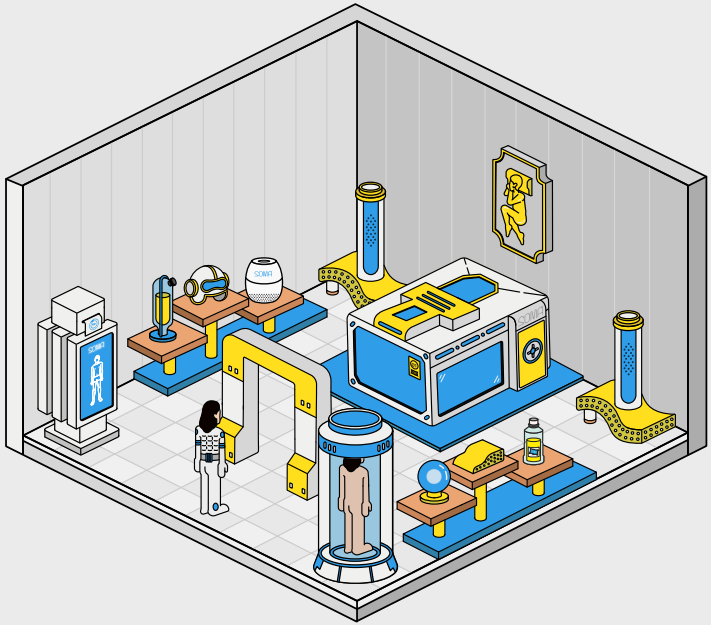


Room Interaction

In the standard version of the room, there are interactive options similar to those in real life, such as listening to music, playing games, and reading. In the premium version, the room becomes more ironic and futuristic, with activities like sleeping in a sleep capsule and undergoing pre-sleep purification in a purification chamber.

Room Interaction

Standard Version



Premium Member Version

It's time to sleep.

sleep, please!

Your stability is helping us understand you better.

Would you like to buy something?

Looking forward to spending every night with you.

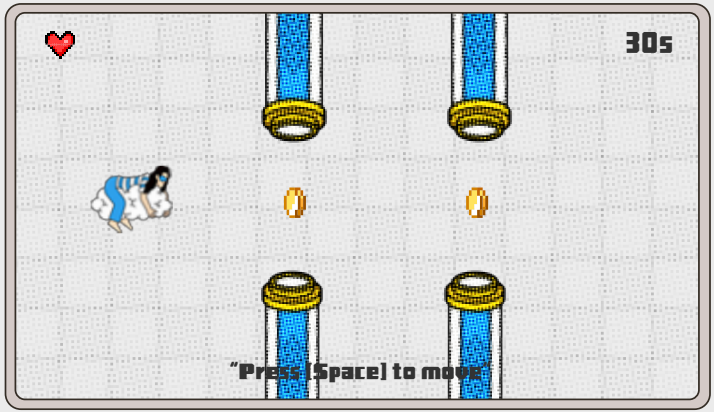
Why not play some games for a while?

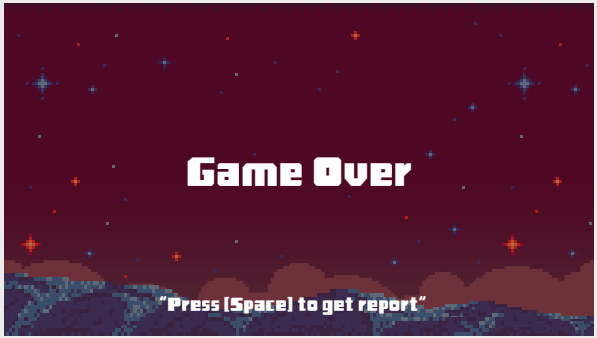
Prompts

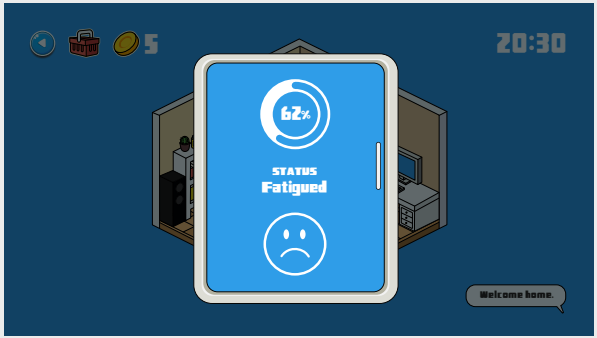
As the game progresses, various gentle prompts will appear in the bottom right corner of the screen. These include messages such as "It's still early, why not buy something?" and "Welcome home," designed to guide the player through the experience in a soft, inviting manner.

Mini Game

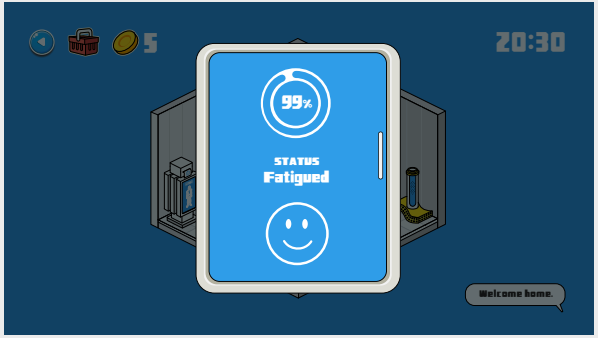
When the player clicks to sleep, they enter a mini-game where they must continuously adjust their movement to avoid obstacles. In the standard version, the difficulty is random and increases over time. In the premium version, however, the obstacles remain identical with minimal difficulty, allowing players to still achieve high scores even if they "fail."







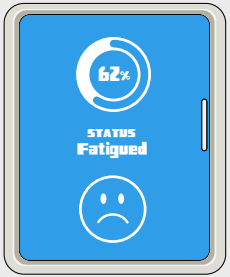
Standard Version

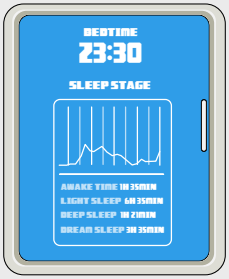


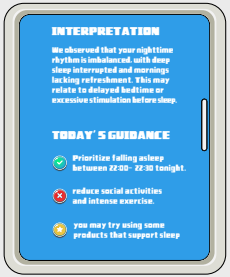
Premium Member Version

Sleep Report

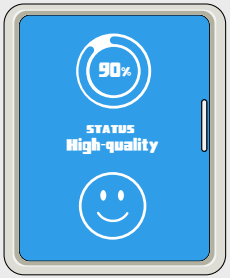
In the standard mode, the sleep report is divided into three tiers:High-quality, Stable with room to improve, and Fatigued. These tiers are linked to sleep duration and mini-game performance. In the premium version, however, the score is always 99, regardless of performance. Each report, based on the score, provides different improvement suggestions.

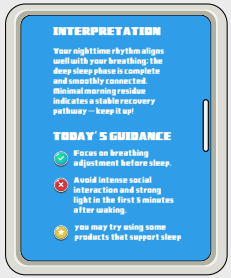




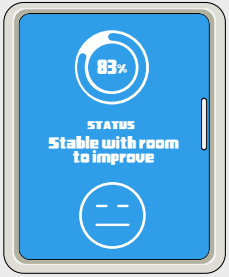


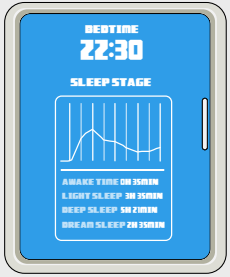
Score<70

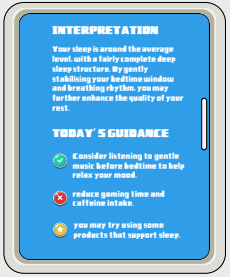




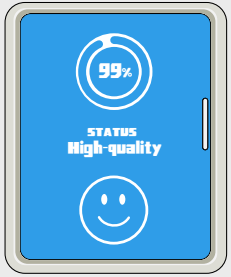
Score > 85

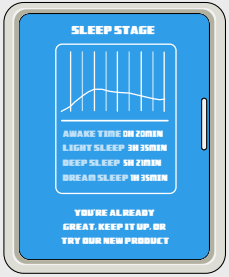




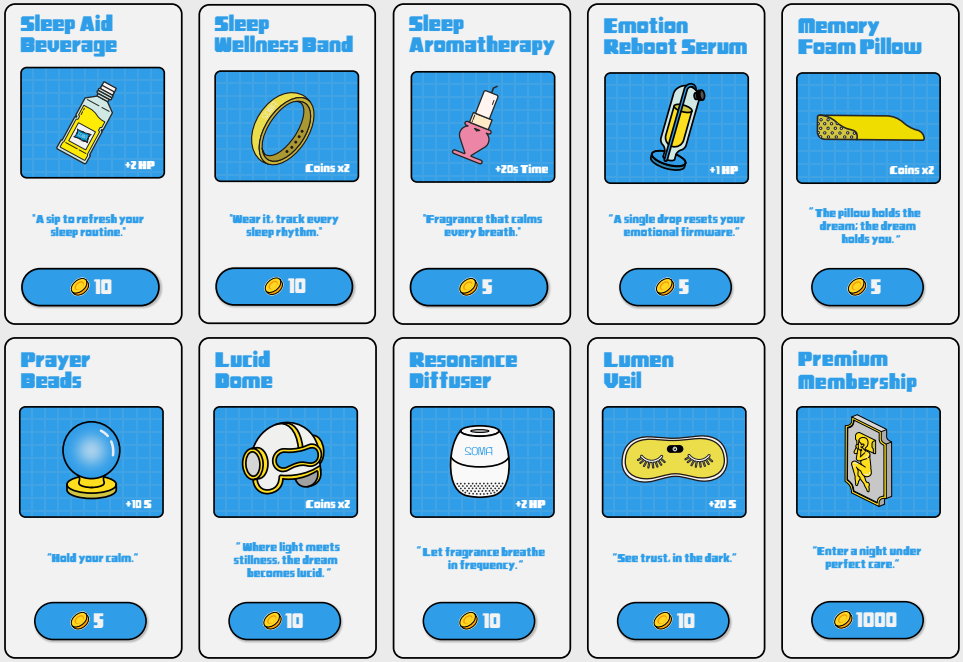


Score 70-85



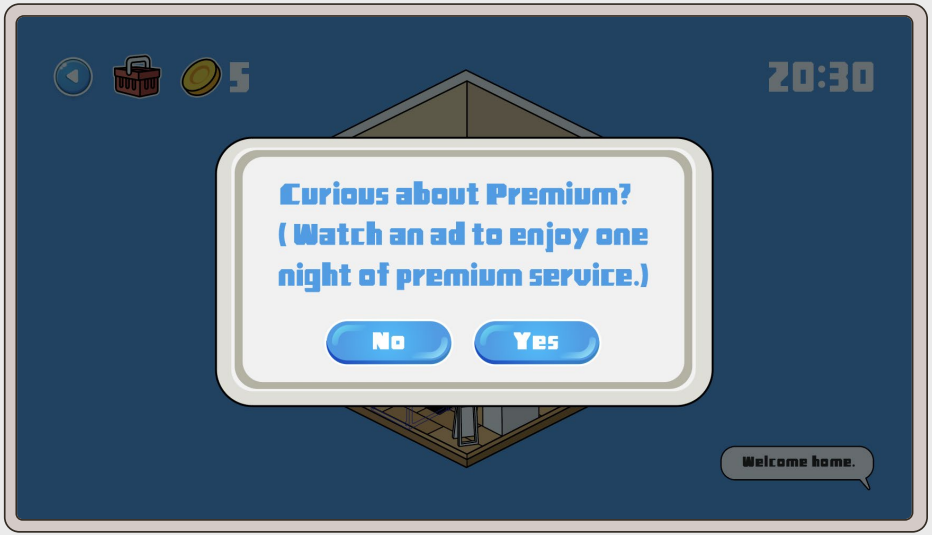


Premium Member Version



Shop Interface

In the shop interface, each item provides different enhancements to assist performance in the mini-game, such as increasing health points or extending game time, thus improving the margin for error. The designand naming use futuristic language, with items like "Lucid Dome" or "Memory Foam Pillow," reflecting the game's themes of self-optimization and emotional control. These items also suggest how digital platforms commodify self-care, with premium items offering unique benefits related to "perfect care."

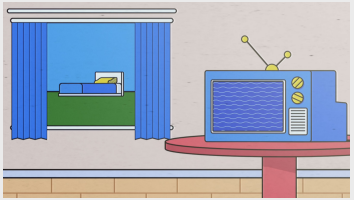
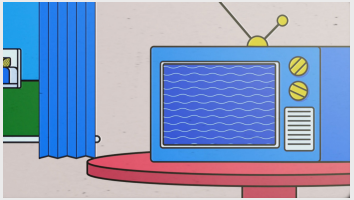
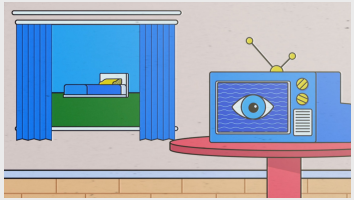


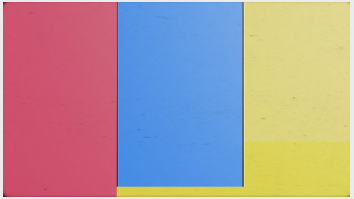
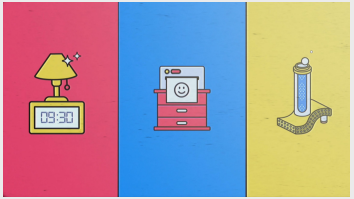
Premium Version Ad

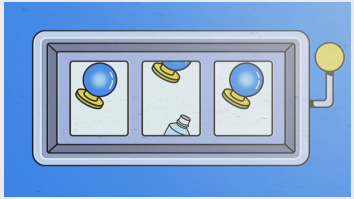
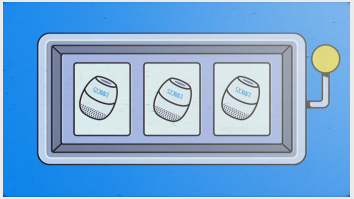
Premium Version Ad
On the second night of the game, a pop-up will appear inviting players to watch an ad and experience the benefits of the Premium Membership. This exclusive upgrade grants access to enhanced features and a smoother, more rewarding gameplay experience, offering a taste of the "perfect care" promised by the platform.

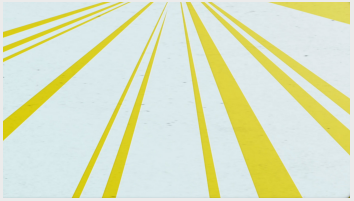
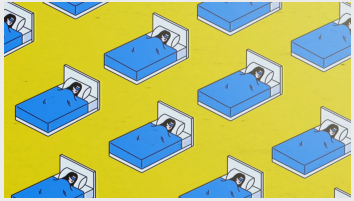
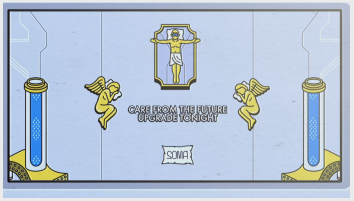
Premium Version Ad

Link: https://youtu.be/RLLFKoXIfKM

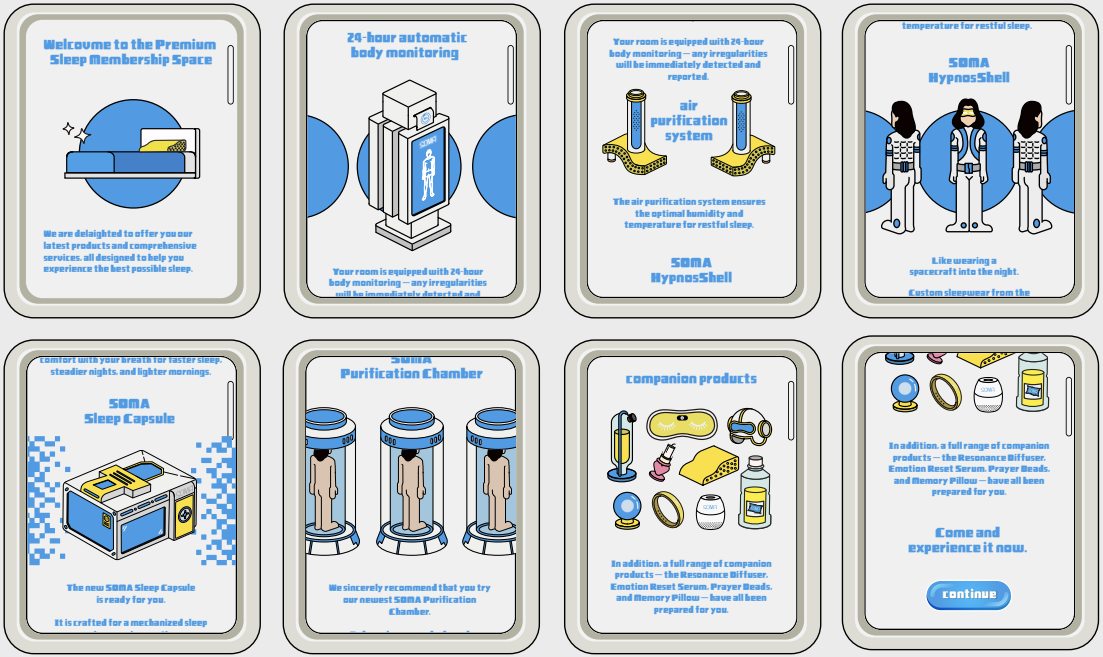



Premium Version Intro Pop-up

When players enter the premium version, a pop-up is displayed to quickly introduce the premium features. This provides players with an overview of the exclusive services, such as 24-hour air purification, body monitoring, and futuristic items like advanced sleepwear, all designed with a sci-fi concept to enhance the experience.

Premium Version Intro Pop-up



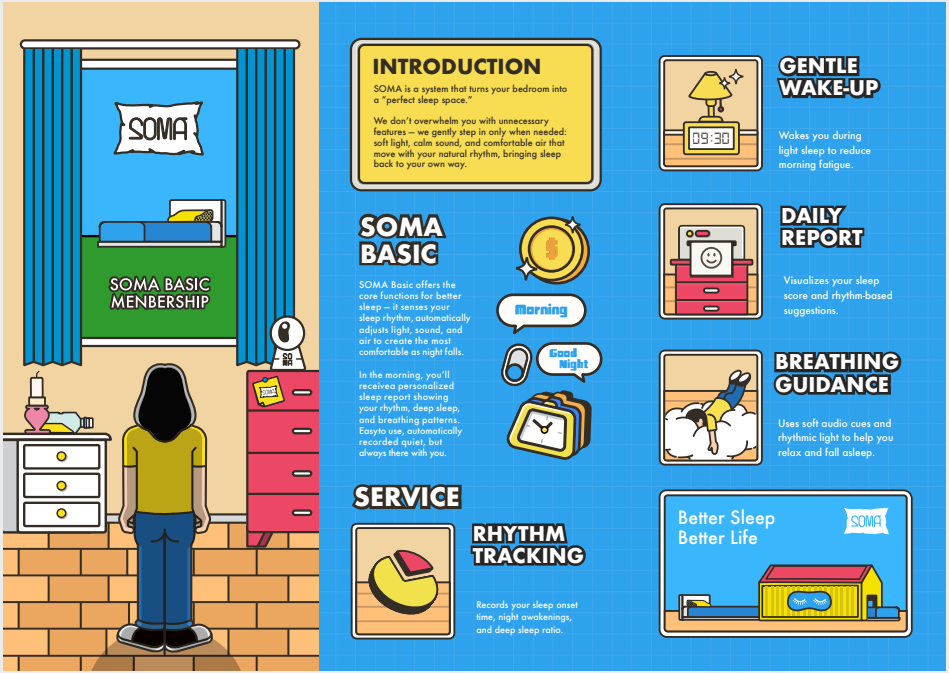
Poster Design

This poster continues the cartoonish style of SOMA, depicting a futuristic, tech-filled room with a "sleep god" figure that adds an ironic touch. The room's tech props represent the pervasive reach of digital capitalism into private spaces.

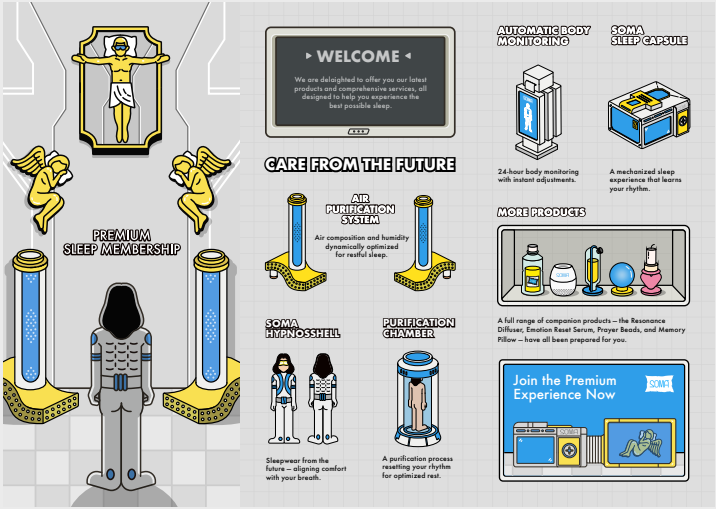
The "sleep god" symbolizes how platforms turn sleep into a controlled task, disguising control as "care." The character, facing away from the viewer, stands before a sleep capsule, reflecting subtle discipline through nurturing control. The slogan "Your Perfect Sleep Space is Coming Online" highlights the loss of user privacy and autonomy.

Through contrasting elements, the design uses cartoon visuals and futuristic props to critique how platforms manipulate users' lives, reinforcing the contrast between care and control.

Brochure Design

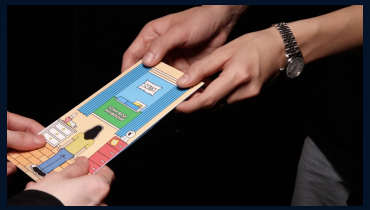


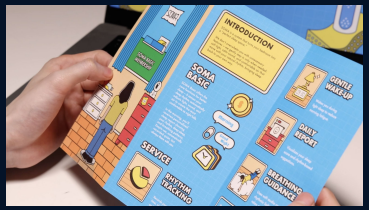
Brochure Design

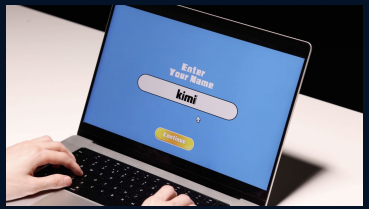


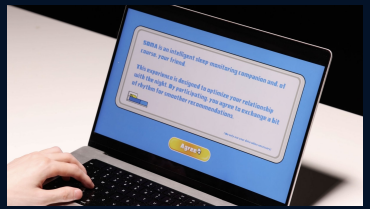
This tri-fold brochure provides a concise introduction to the basic and premium membership services of SOMA, helping players quickly understand the game's features. The front panel focuses on the basic functions for regular members, such as sleep rhythm tracking and daily reports, while the back highlights exclusive premium features, emphasizing futuristic tech and personalized experiences. With a combination of visuals and text, it clearly outlines the differences between the memberships, encouraging players to upgrade and engage in a deeper gameplay experience.

Link: https://youtu.be/FFdJgdVO8XQ







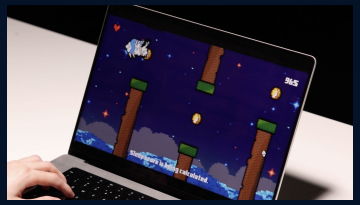


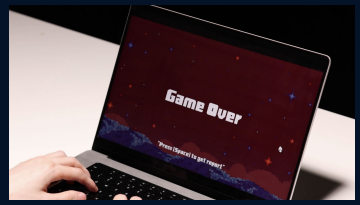
Final Video

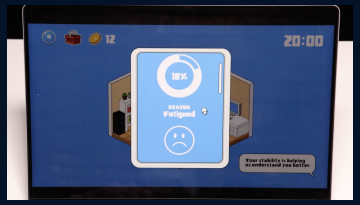
To better showcase the final outcome, I recorded a demonstration video to illustrate the gameplay. This video serves as a supplement to the actual game interaction, helping players better understand the gameplay mechanics while also being suitable for promotional use across different platforms.

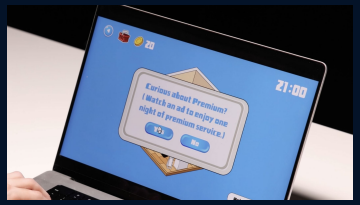
Final Video

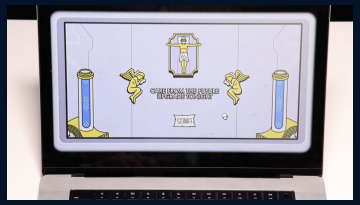
Link: https://youtu.be/FFdJgdVO8XQ

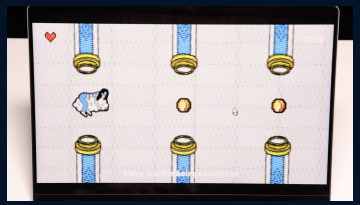


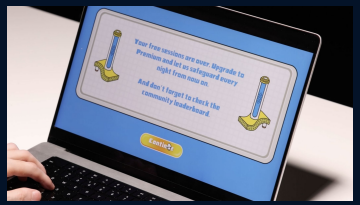












Reflection and Review

During the design and implementation process, I combined a cartoonish visual style with futuristic tech props to create a virtual sleep experience that is both entertaining and critical. The game's regular and premium versions, sleep report system, and point-based reward mechanisms effectively show how platforms use data and game mechanics to control user behavior. Additionally, through premium membership ads and the in-game shop, I further revealed how consumerism has infiltrated what seems to be a harmless health management system.

Throughout the creation process, I tried to combine game programming with graphic design to enhance the interactivity and fun of the project. This experience made me realize that graphic design today is no longer limited to print and layout; combining it with digital media and interactive elements can also serve to communicate ideas and offer critique. However, due to my lack of programming experience, some technical issues arose during implementation. Also, because of time constraints in finalizing the project, some aspects of the premium version still have significant room for expansion, which could be explored further through speculative design in the future.

Overall, this year of learning has allowed me to experiment and explore the intersection of technology, media, and space. It has also helped me understand that design is not just about visual communication, but also about observing and reflecting on real-world systems. I am truly grateful for the help and guidance of my friends and mentors during this process, whose support made it possible for me to complete this challenging project.

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