



## LUX

Brighten your day, a badge device and app to encourage intake of natural light for increased well-being and productivity.





£34.9bn lost to  
mental-ill health\*

Companies want to invest in the future  
of their employees.

\*According to UK national statistics



Biophilia Benefits\*

Supports emotional well-being,  
increased focus and productivity.

\*Planteria group



1 in 20 diagnosed with  
SAD Syndrome\*

Seasonal Affective Disorder can be caused  
by lack of sunlight, which can be improved by  
getting out and lifestyle changes.

\*SAD statistics UK 2021

Benefits

**Encourage** a healthy  
work life balance

Employees are reassured that taking breaks  
outside is allowed and stops the 'work until  
you drop' mentality.

**Support** mental well-  
being of employees

Encouraging employees to get out and  
increase the amount of daylight they get -  
proven to improve mental health.

**Reduce** number of sick  
days due to stress

With improved mental well being  
employees are overall healthier and feel  
less stressed.



### Testing

Testing to see if people remembered to put on their badge in the morning to track their light intake. Stickers used for tests as a place holder representing the badge.

### Results....

Most people remembered to put theirs on whilst others needed prompting. This inspired the idea to design an app which could include nudge theory to prompt people each morning. One of the people, shown below, works from home most of the week. Here they are testing the viability of the badge.





Why?

LUX - Latin for light. The whole project is focused on getting the right amount of light during the day to tackle SAD syndrome and improve employees well-being. This badge encourages people to get out to 'charge up' their badge and aim for the minimum of 2 hours of sunlight in winter months according to sciencedaily.com.



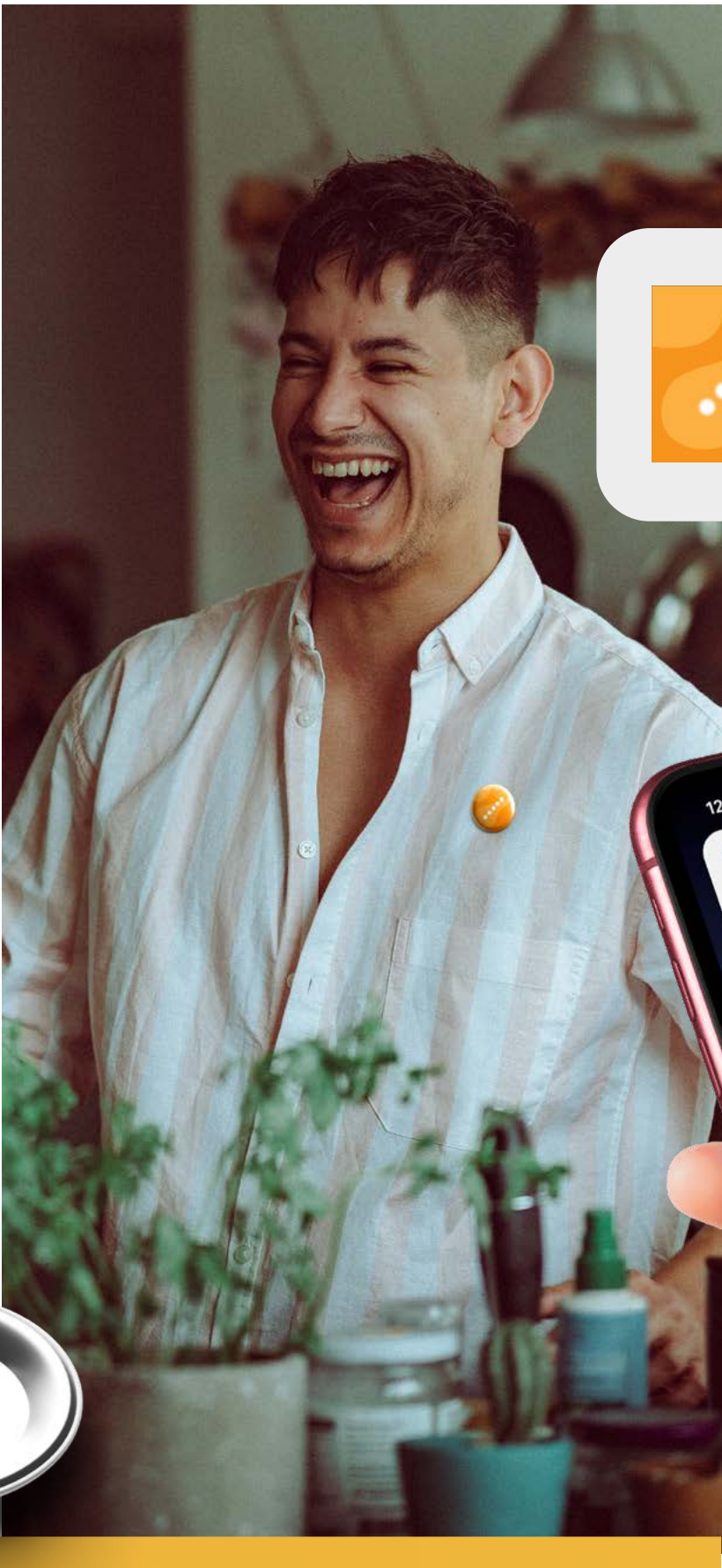
Photodiode


How?

5 lights on the design indicate how much progress you've made during the day on light levels in your environment. Which is triggered by a photodiode and relayed to the app.

Where?

The app works with the badge to give you info about how much daylight you are getting. The badge is a simple pin which can be attached to any clothing.





LUX

now

Notifications via the app remind you to wear the badge in the morning.

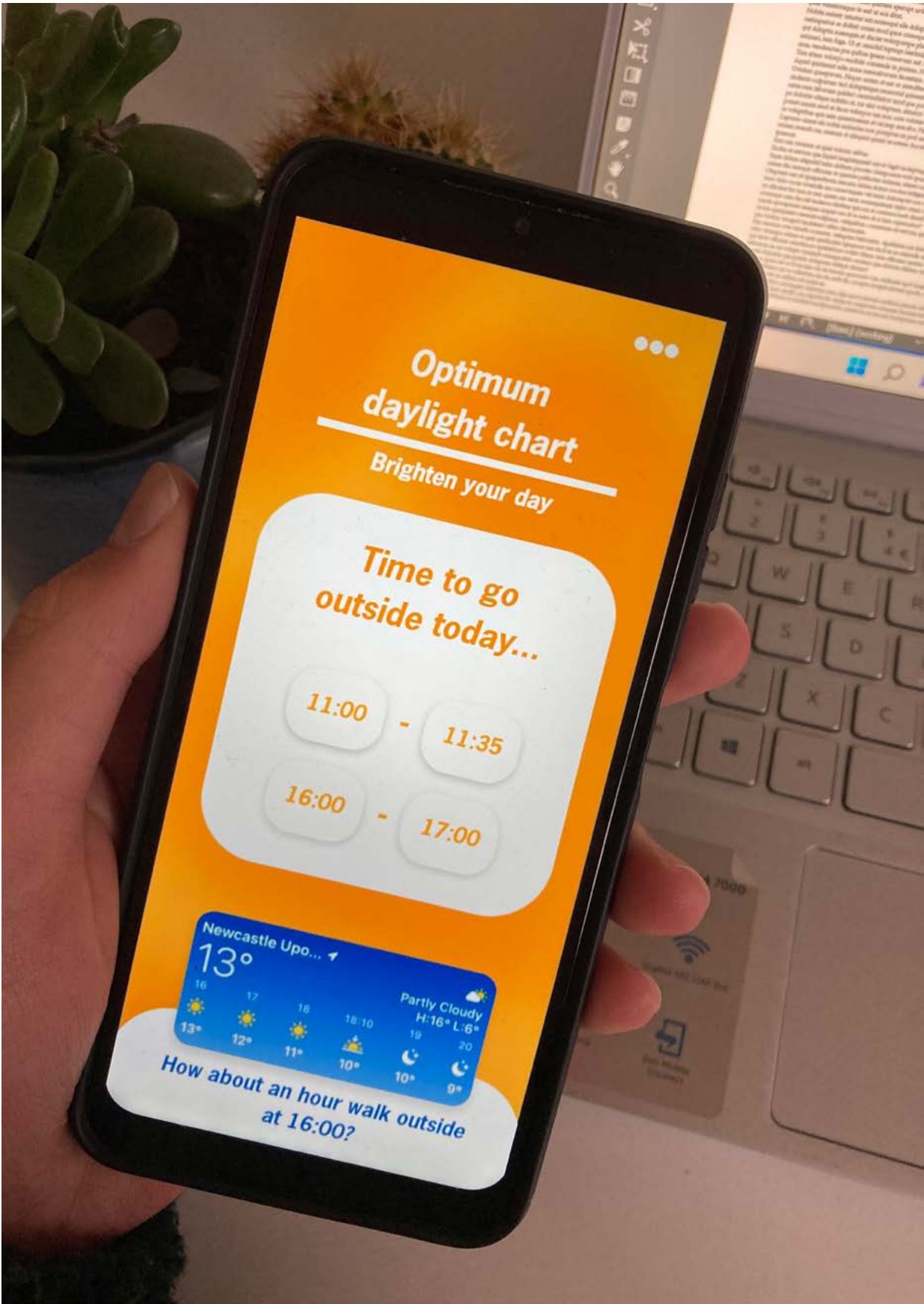




Connects with weather app to find optimum daylight throughout the day to prompt you to get outside whilst it is good.

Application Development

Design of the accompanying app, created to send prompts and to check on progress throughout the day. Kept simple to minimise time spent on phone. Nudge theory promotes positive reinforcement, encouraging people to get out more.



Problem

Poor mental well-being in relation to lack of light. Looking closely at SAD syndrome and the impact it has on the £34.9bn lost yearly to mental-ill health.



Process

- Key findings from interviews and research were:
- 78% of those who worked from home in some capacity said that being able to work from home gave them an improved work life balance
  - 1 in 20 are diagnosed with SAD Syndrome in the UK
  - It is recommended to get 2 hours of daylight during a day within the winter months
  - Biophilia, getting out in nature supports emotional well-being and increases focus and productivity



Proposal

A photodiode device that you pin on to indicate how much sunlight the user is getting. Paired with an app to promote positive lifestyle changes to get out in daylight.

