

# stutt ferð

Icelandic for short trip

# Team

**Jessica  
Carr**



**Kit  
Collins**



**Laura  
East**





Imagine...







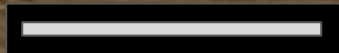
Íslensku (Icelandic) ▼

# stutt ferð

*Short trip*

Endurnýjaðu með því að taka persónulega stund til að teygja, einbeita sér og slaka á inni.

Næst





Íslensku (Icelandic)

- English (American English)
- Nederlands (Dutch)
- ✓ Íslensku (Icelandic)
- svenska (Swedish)
- 普通话 (Mandarin Chinese )

---

- (Arabic) عربي
- বাংলা (Bengali)
- 中文 (Chinese) ▶
- čeština (Czech)
- Nederlands (Dutch)
- English (English) ▶
- Suomalainen (Finnish)
- français (French) ▶
- Deutsche (German)
- हिंदी (Hindi)
- Magyar (Hungarian)
- ✓ Íslensku (Icelandic)
- italiano (Italian)

persónulega stund  
og slaka á inni.





English (American English) ▲

- ✓ English (American English)
- Nederlands (Dutch)
- Íslensku (Icelandic)
- svenska (Swedish)
- 普通话 (Mandarin Chinese )

- (Arabic) عربي
- বাংলা (Bengali)
- 中文 (Chinese) ▶
- čeština (Czech)
- Nederlands (Dutch)
- English (English) ▶
- Suomalainen (Finnish)
- français (French) ▶
- Deutsche (German)
- हिंदी (Hindi)
- Magyar (Hungarian)
- Íslensku (Icelandic)
- italiano (Italian)



private moment to  
relax inside.



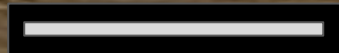
English (American English) ▼

# stutt ferð

*Short trip*

Rejuvenate by taking a private moment to stretch, focus, and relax inside.

Next







English (American English) ▼

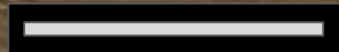
stutt ferð

Choose a visual theme:



Back

Next





English (American English) ▼



ISK

stutt ferð

## Customize your stay

### Choose your length of stay:

- 2460.00 ISK / 20 minute stay (\$20.00 USD).
- +5 more minutes, 614.00 ISK (\$5.00 USD).

All additional time spent in the hut will be charged at \$1.00 USD per minute.



### Play music during experience

### Never miss a flight.

Add your flight details to hear relevant announcements and set a reminder for 30 minutes prior to departure.

Airline:

Flight number:

Back

Next



Check out

Your summary:

2460.00 ISK  
Please insert your card on the left.  
Accepted:



Place your Order

Back





stutt ferð

# Thank you

Please enter and store your personal belongings inside. Remove your shoes to keep the space clean.

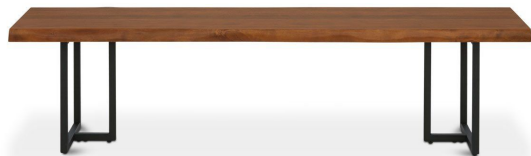
## Enjoy!



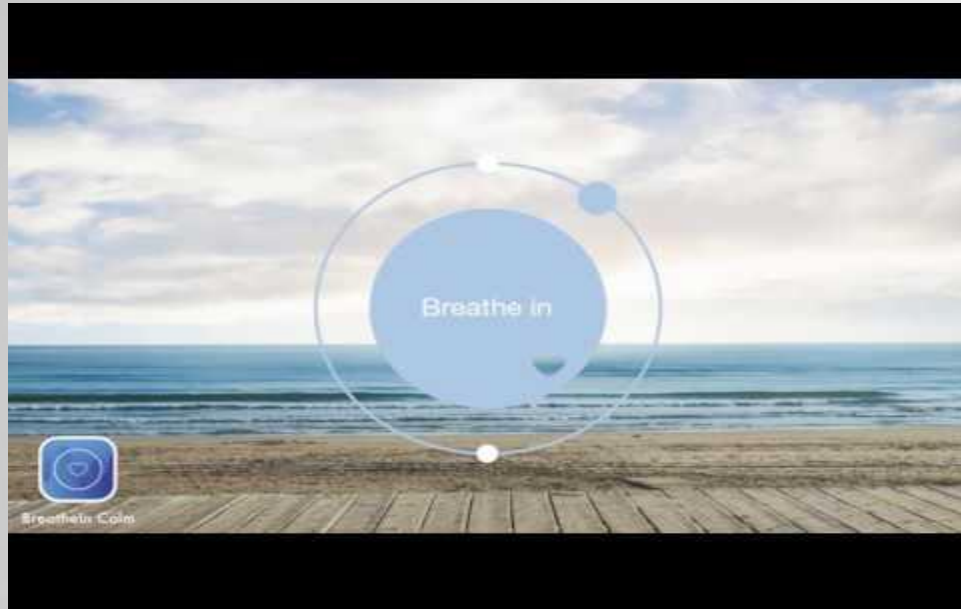
stutt ferð



velkominn









# stutt ferð



Thank you for relaxing with us .  
Take a few moments to notice how you feel compared to  
when you started as you prepare for your next journey.





# Research Process

# Initial Concept

- Health-related vending machine
- Bright Light Therapy (BLT) for Seasonal Affective Disorder (SAD)
- Near polar nights (*3-4 hour days*), corollary prevalence of SAD



# Personas

## Nordic Native

- Born or live in Nordic region
- Accustomed to Nordic cultural values, practices, and aesthetics
- Travelling from Reykjavik airport

## International Traveller

- From any region, travelling through the Reykjavik airport
- Reykjavik could be connecting airport or final destination
- May speak any language or be from any culture

# Research Process

- Reviewed Academic Literature
- World Values Survey + Hofstede Dimensions
- Nordic Culture and Architecture Overview
- Competitive Analysis
- Nordic Museum Survey
- Global Standards & Heuristics



# Iceland is Unique

*“This lack of seasonality in anxiety and depression is in sharp contrast to findings from similar cross-sectional studies and may reflect the **low propensity for seasonal affective disorder that has been described in the Icelandic population.**”*

## **Lack of Seasonal Mood Change in the Icelandic Population: Results of a Cross-Sectional Study**

**Andres Magnusson, M.D., Johann Axelsson, D.Phil.,  
Mikael M. Karlsson, Ph.D., and Högni Oskarsson, M.D.**

**Objective:** The prevalence of seasonal affective disorder—as measured by the Seasonal Pattern Assessment Questionnaire—has been found to be unexpectedly low among Icelanders. The aim of this cross-sectional study was to measure seasonal variations in the prevalence of anxiety and depression among Icelanders assessed with the Hospital Anxiety and Depression Questionnaire. **Method:** Four 1,000-person cohorts, age 20–70 years, selected at random from the Icelandic National Register, were sent the Hospital Anxiety and Depression Scale by mail in either January, April, July, or October. Only responses from the 4-week period after each mailing were considered in the subsequent analysis. **Results:** The mean anxiety and depression scores in winter were not higher than those in summer for either sex. There was no significant difference between winter and summer in rates of actual or borderline cases of anxiety or depression or for the two categories combined. **Conclusions:** This lack of seasonality in anxiety and depression is in sharp contrast to findings from similar cross-sectional studies and may reflect the low propensity for seasonal affective disorder that has been described in the Icelandic population.

(*Am J Psychiatry* 2000; 157:234–238)

# Bright White Light Therapy Ineffectual

*“Most studies of [bright white light] have considerable methodological problems, and the results of published meta-analyses are highly dependent on the study selection....when the results are carefully scrutinized, the evidence is not unequivocal.”*

## Bright white light therapy in depression: A critical review of the evidence



Björn Mårtensson<sup>a,\*</sup>, Agneta Pettersson<sup>b</sup>, Lars Berglund<sup>c</sup>, Lisa Ekselius<sup>d</sup>

<sup>a</sup> Department of Clinical Neuroscience, Psychiatry, Karolinska Institutet, Stockholm, Sweden

<sup>b</sup> Swedish Council on Technology Assessment in Health Care, Stockholm, Sweden

<sup>c</sup> Uppsala Clinical Research Center, Uppsala University, Uppsala, Sweden

<sup>d</sup> Department of Neuroscience, Psychiatry, Uppsala University, Uppsala, Sweden

### ARTICLE INFO

#### Article history:

Received 15 December 2014

Received in revised form

3 April 2015

Accepted 3 April 2015

Available online 11 April 2015

#### Keywords:

Light therapy

Depression

Meta-analysis

Review

### ABSTRACT

**Background:** Light therapy is an accepted treatment option, at least for seasonal affective disorder (SAD). Our aim was to critically evaluate treatment effects of bright white light (BWL) on the depressive symptoms in both SAD and non-seasonal depression.

**Methods:** The systematic review was performed according to the PRISMA guidelines. PubMed, Embase, and PsycINFO were searched (December 1974 through June 2014) for randomized controlled trials published in peer-reviewed journals. Study quality was assessed with a checklist developed by the Swedish Council on Technology Assessment in Health Care. Only studies with high or medium quality were used in the meta-analyses.

**Results:** Eight studies of SAD and two studies of non-seasonal depression met inclusion and quality criteria. Effects on SAD were estimated in two meta-analyses. In the first, week by week, BWL reached statistical significance only at two and three weeks of treatment (Standardized Mean Difference, SMD:  $-0.50$  (CI  $0.94$ ,  $-0.05$ );  $-0.31$  (CI  $-0.59$ ,  $-0.03$ ) respectively). The second meta-analysis, of endpoint data only, showed a SMD of  $-0.54$  (CI:  $-0.95$ ,  $-0.13$ ), which indicates an advantage for BWL. No meta-analysis was performed for non-seasonal depression due to heterogeneity between studies.

**Limitations:** This analysis is restricted to short-term effects of BWL measured as mean changes in scores derived from SIGH-SAD, SIGH-SAD self-report, or HDRS rating scales.

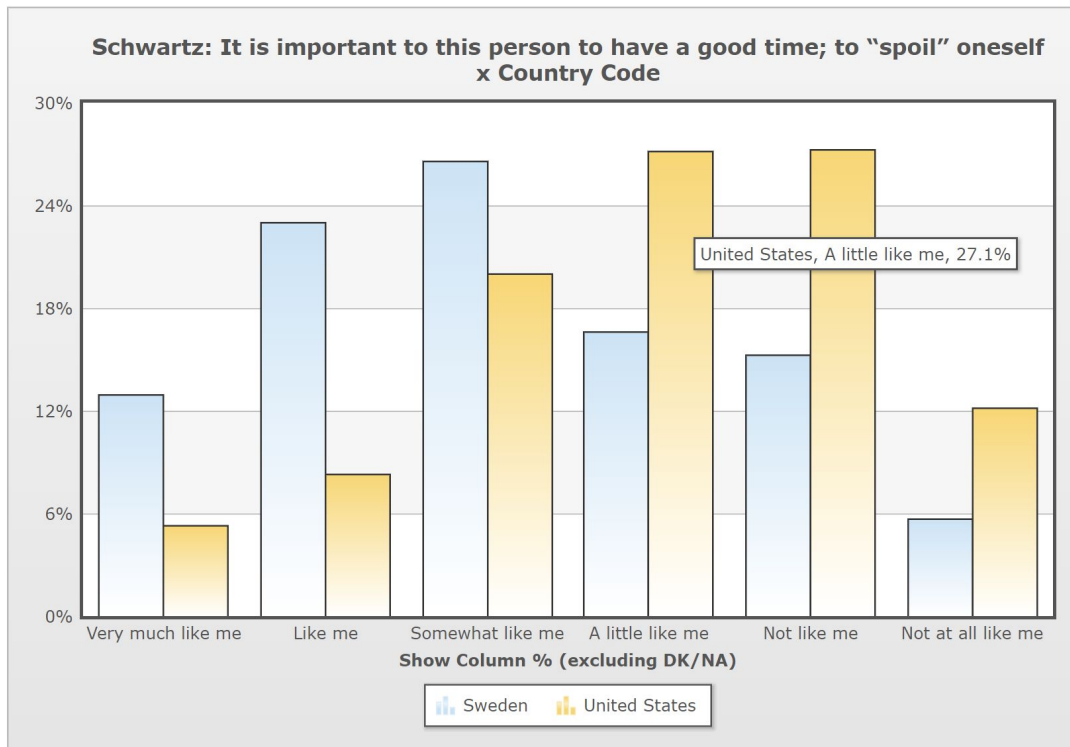
**Conclusions:** Most studies of BWL have considerable methodological problems, and the results of published meta-analyses are highly dependent on the study selection. Even though quality criteria are introduced in the selection procedures of studies, when the results are carefully scrutinized, the evidence is not unequivocal.

© 2015 Elsevier B.V. All rights reserved.

# Spoiling Yourself

*"It is important to [you] to have a good time; to "spoil" oneself"*

Source: 2011 World Values Survey

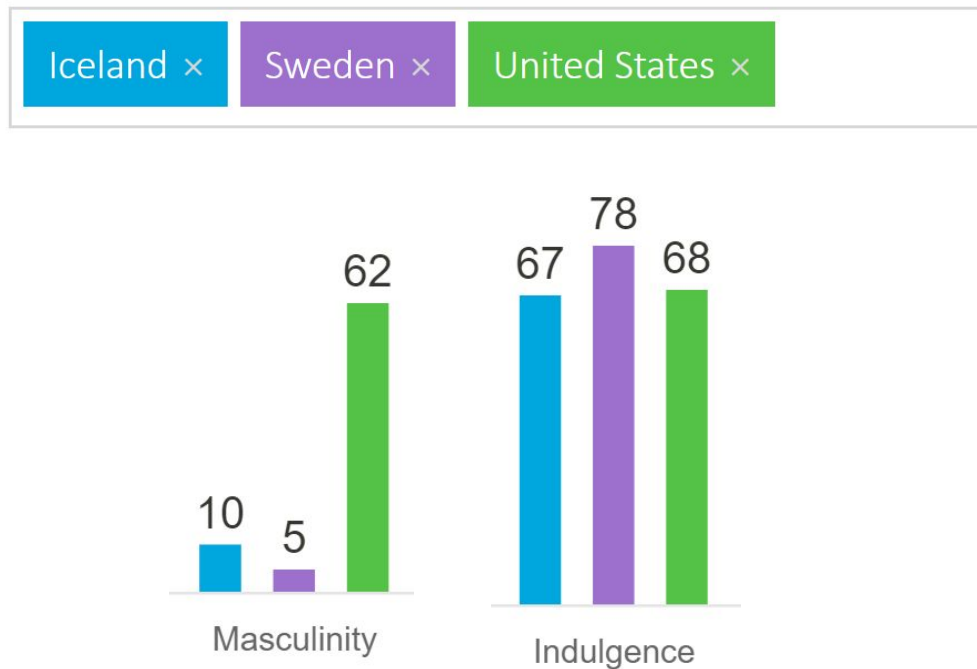


Selected sample: Sweden 2011, United States 2011 (3,388)

# Quality of Life

**“A Feminine society is one where quality of life is the sign of success** and standing out from the crowd is not admirable. *The fundamental issue here is what motivates people, wanting to be the best (Masculine) or liking what you do (Feminine).”*

Source: Hofstede-Insights.com





# Scandinavian Traditions

*“The tradition of the sauna, carried on unbroken for about two thousand years, is deeply rooted in the nation’s way of life.”<sup>2</sup>*

<sup>1</sup><https://www.roughguides.com/article/top-10-hot-pools-in-iceland/>

<sup>2</sup><https://www.sauna.fi/in-english/finnish-sauna-culture/>



# Benefits of Mindfulness & Meditation

"the discovery of meditation's benefits coincides with recent neuroscientific findings showing that the adult brain can still be deeply transformed through experience."

Source: [Scientific American, 2014](#)



# Competitive Analysis

## Sleep & Privacy at Airports

### Napcabs, mini-sleeping room

- 10-15 EUR per hr (\$11-17USD) (2hr min stay)

### Snooze Cube, mini-sleeping room

- \$21USD per hr, (1hr min stay)

### Minute Suites, room with couch

- \$38USD per hr, (1hr minstay)

### Mamava, freestanding breastfeeding suite

- Free, (first come, first served)

## Wellness at Airports:

### Knot Anymore, Airport Chair Massage

- \$34USD for 20 min chair or foot massage.



<https://www.munich-airport.com/napcabs-524609>

<https://www.flightcentre.com.au/travel-news/destinations/airport-sleeping-options>

<http://knotanymore.com/at-the-airport/locations/>

# Icelandic Architecture

“The Vikings...brought with them a solution: **turf homes**, something already popular in Norway.

...these **grass-roofed dwellings** protected Icelanders from blistering winds, rains, and even earthquakes.”

[Reference](#)





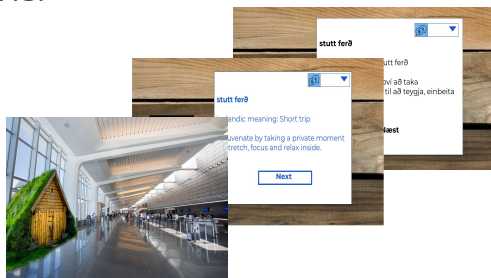
# Feedback from visitors to the Nordic Museum

## Usability Test

-10 participants, ages 25-45, mix of genders.

-Nordic Museum, Jul cultural event.

-Prototype images and research questions.



*If you were waiting for a flight at the airport...*

Q1 *Would you be interested in this structure?*

**100% were interested in grass-roofed building**

Q2 *Would you know how to change language?*

**70% understood how to use the language UI**

Q3 *Do you know what is being offered?*

**100% understood what was being offered**

Q4 *Would you pay \$30 for 20 min of relaxation and privacy?*

**70% said yes...**

**but the price seemed a bit too high**

# Design Rationale

**Local Aesthetic**

**Local Values  
& Practices**

**Focus on Self  
Care Experience**

**Comparable Price  
Strategy**

**Language  
& Currency  
Accommodation**

**Global UI Design**

# Conclusion



stutt ferð

Relax

Restore

Rejuvenate





Takk

Questions?