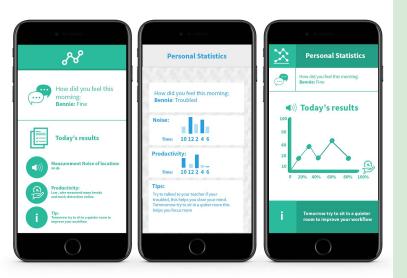
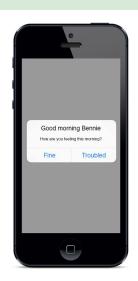


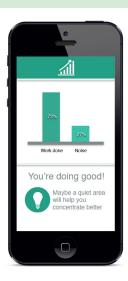


THE APP PROTOTYPE

DESIGNS











DESIGNS







THE PROTOTYPE

- MOCK DATA
- NO BACKGROUND DATA GATHERING



THE SERVER PROTOTYPE

CUSTOM SERVER DEMO



RESEARCH INSIGHTS NOISE DURING STUDY

WHITE NOISE US ANNOYANCES

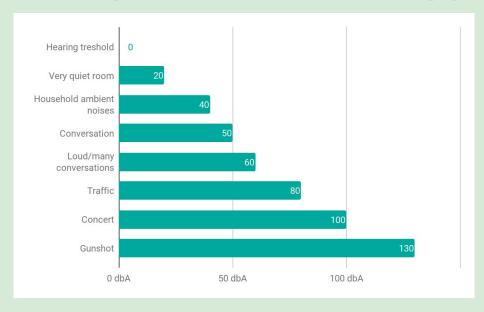
- LOUDNESS ALONE MAY NOT BE A PROBLEM
- SOME WHITE NOISE ACTUALLY HELPS YOU STUDY
 - VARIANCES IN NOISE LEVEL (SUCH AS SUDDEN PHONE RINGING) ARE THE THINGS THAT DISTURB US
 - CONSTANTLY LOUD ENVIRONMENT RAISES STRESS AND MAKES IT DIFFICULT TO FOCUS



RESEARCH **INSIGHTS LOUDNESS PERCEIVED BY PEOPLE VS SMARTPHONES**

DBA SCALE

WHEN WE THINK OF "DECIBELS" WE USUALLY ACTUALLY MEAN OF "A-WEIGHTED SOUND LEVELS"







SMARTPHONES AREN'T VERY GOOD AT REGISTERING LOUDNESS

VALUES WE RECEIVE FROM PHONE'S MICROPHONE CORRESPOND TO THEIR VOLTAGE LEVEL.

MOREOVER, THE MICROPHONES ARE USUALLY ADJUSTED TO BE SENSITIVE TO HUMAN SPEECH.



HOWEVER...

APPLE'S DEVICES MAY BE BETTER FOR THIS PURPOSE THAN ANDROID DEVICES.

FEWER MODELS WITH EXACTLY THE SAME HARDWARE MEANS IT'S FEASIBLE TO APPROXIMATE DBA LEVELS.



QUESTIONS