

Fillow

Pillow Connecting User to Close Relationships on Behalf of User for Alleviating Loneliness

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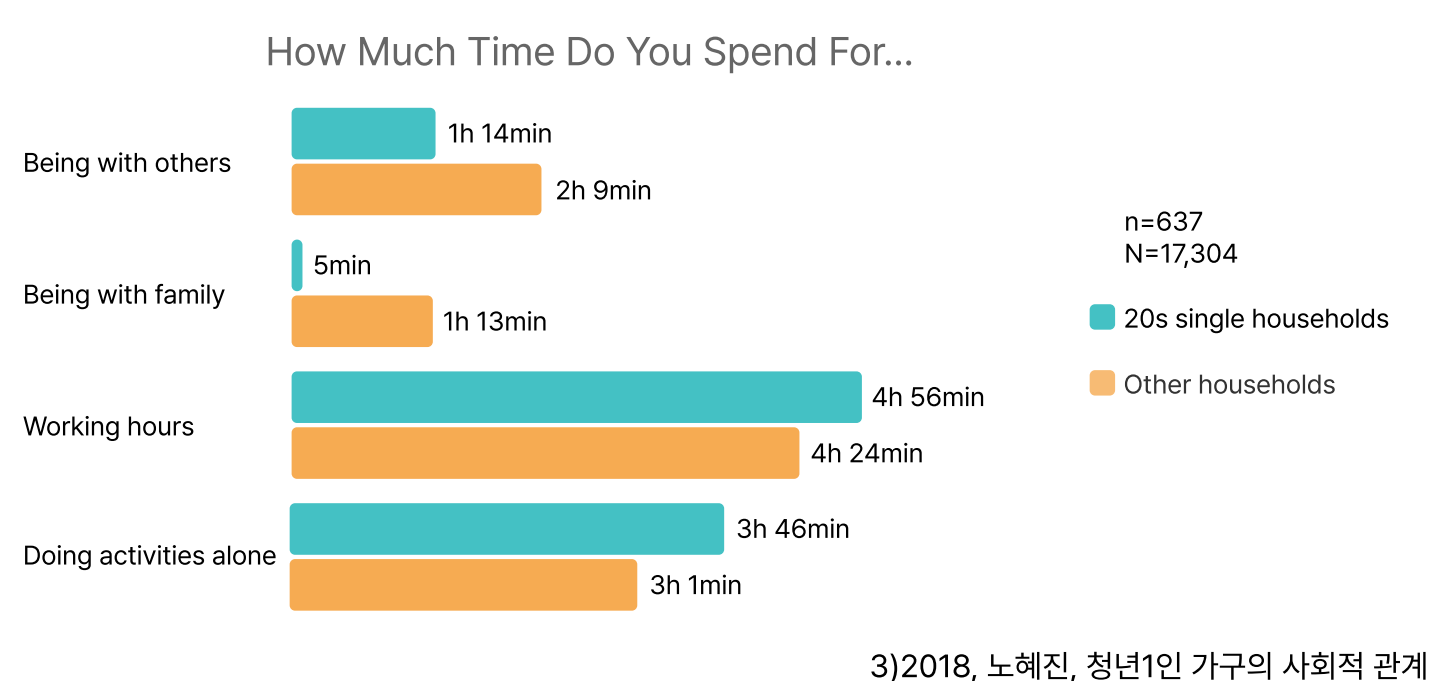
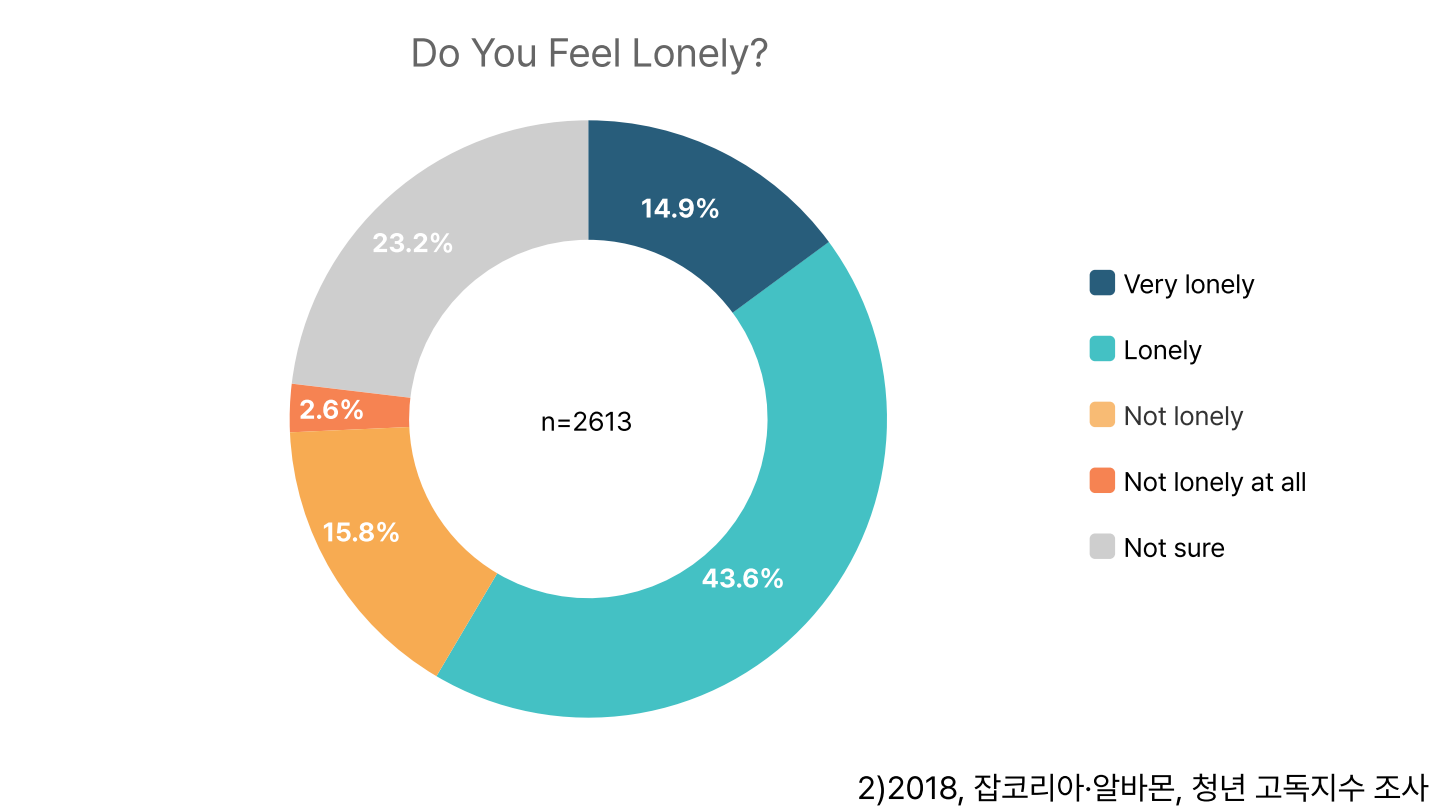
Client **HUROM**

Loneliness is a key challenge for 20s single household. Phone calls are effective in overcoming loneliness, but there is a hurdle in making those calls. Fillow is designed to alleviate the loneliness of 20s single household, serving as a substitute to connect users with close relationships like friends or families, during activities to alleviate their sense of isolation.

20대 1인 가구가 겪는 가장 큰 어려움 중 하나는 외로움이다. 전화는 외로움을 극복하는 데에 도움이 되지만, 전화를 거는 데에 허들이 있다. Fillow는 20대 1인 가구의 외로움을 경감하기 위해 디자인되었다. 사용자가 혼자서 외로움을 잊고 있기 위한 활동을 할 때에, 필로우 사용자를 대신해서 친구, 가족 등 가까운 관계의 사람들과 연결시켜 준다.

Process & Details

Background



Above results showed me 20s single households are lonely both objectively and subjectively. I set this problem to solve and try to research into deeper level, watching and interviewing how the 20s single household members are living.

User Study

I interviewed 8 different 20s single households feeling loneliness in their living space about 1 hour, to seek overall circumstance, why and when they feel lonely, how to overcome it and its limitation.



Key Insights:

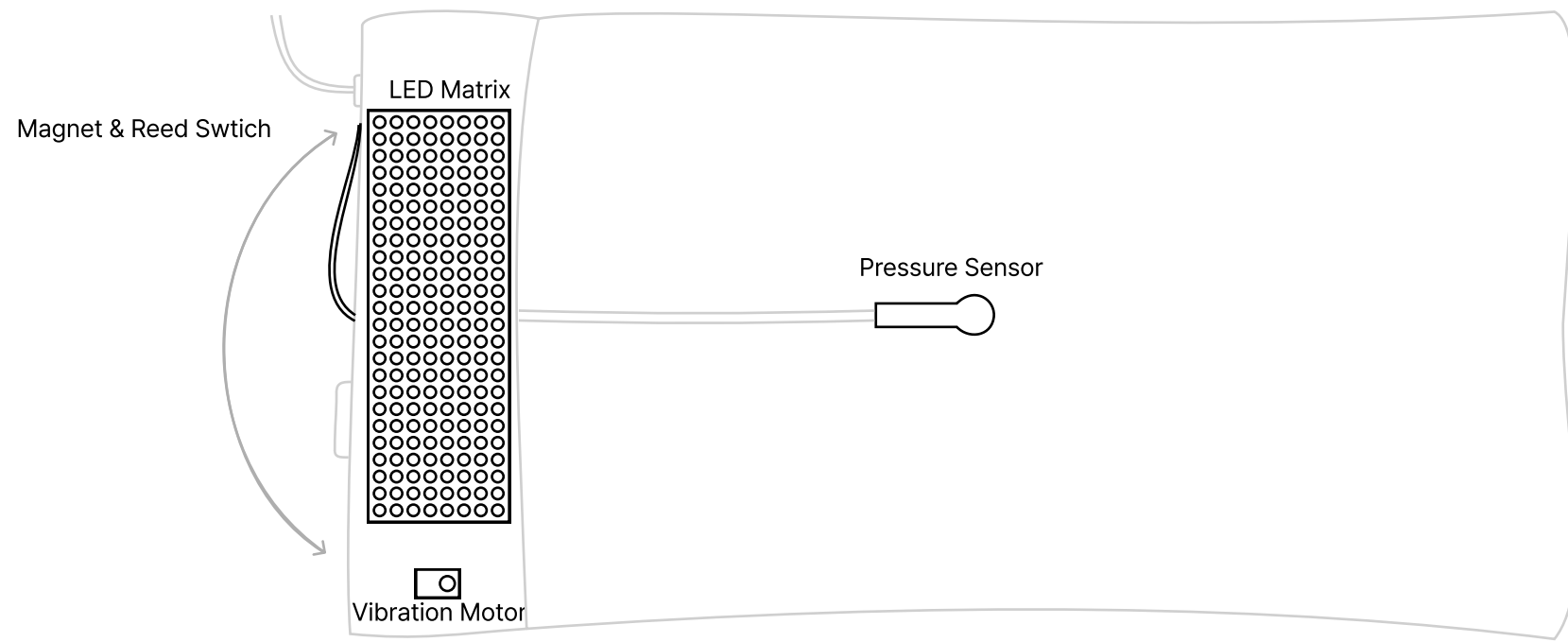
- They want to meet and contact their close friends or family, but it is hard to do so by their busy life
- Playing game or watching OTT content is good to do alone, but it makes them feel sense of shame
- They want to talk about their lives, but living alone makes no one to talk
- They will be glad if their friends call them, but they hesitate to make phone calls by various reasons

Design Direction

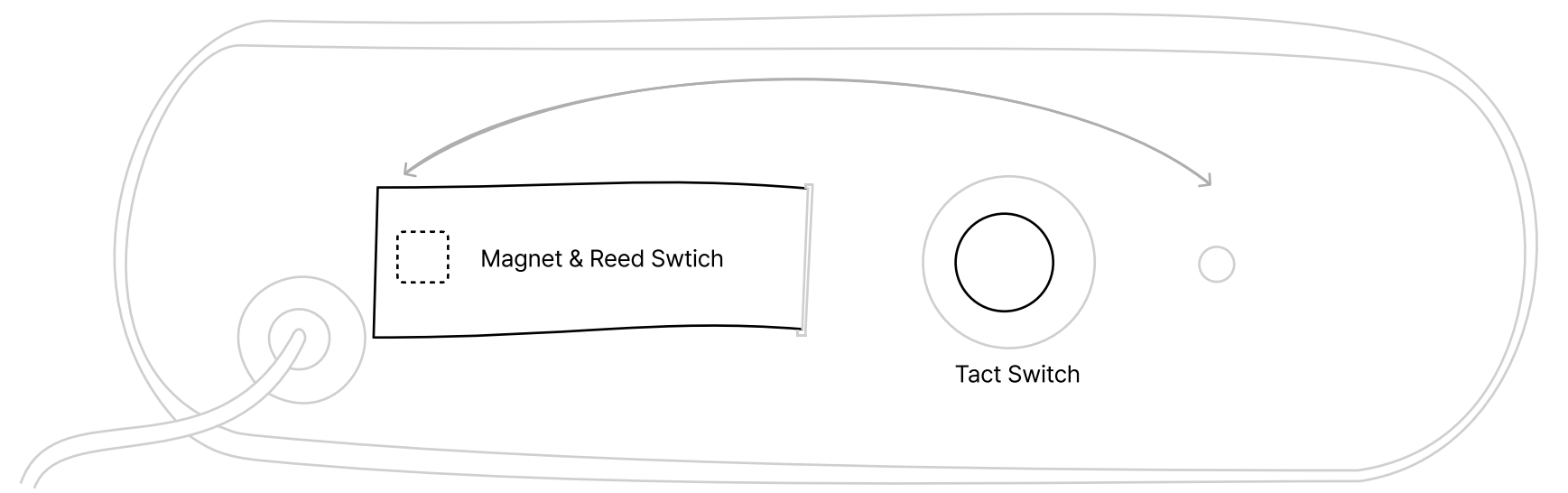
A product that contacts friends on behalf of the user when they have a moment of leisure to play games or watch OTT content

Key Features

Structure

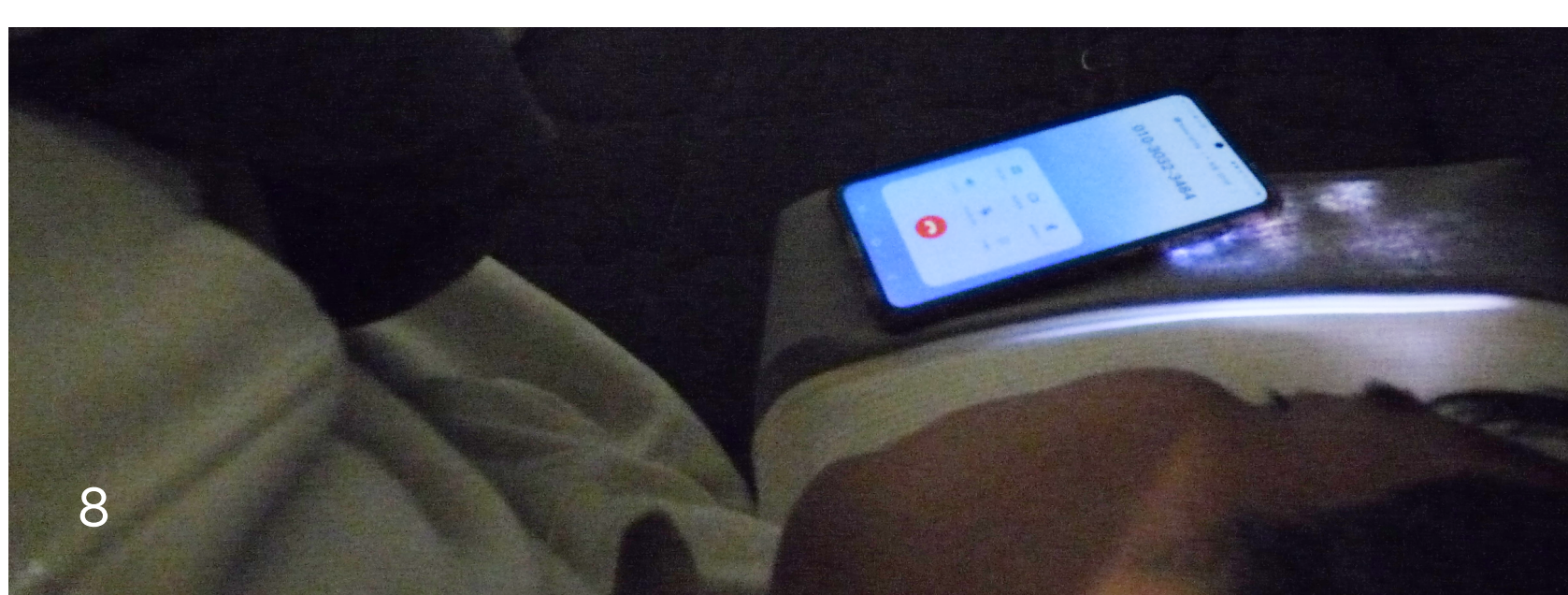
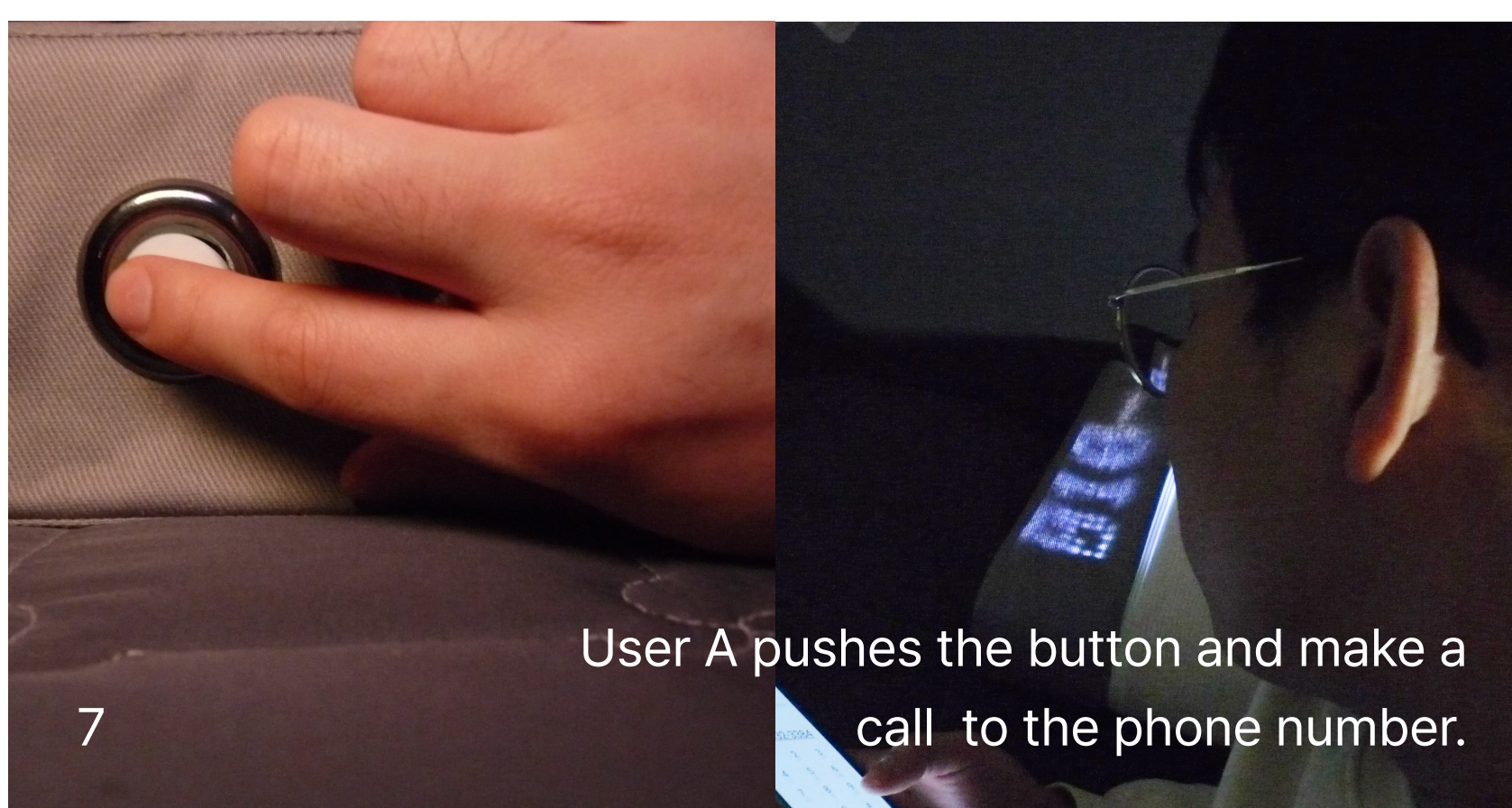
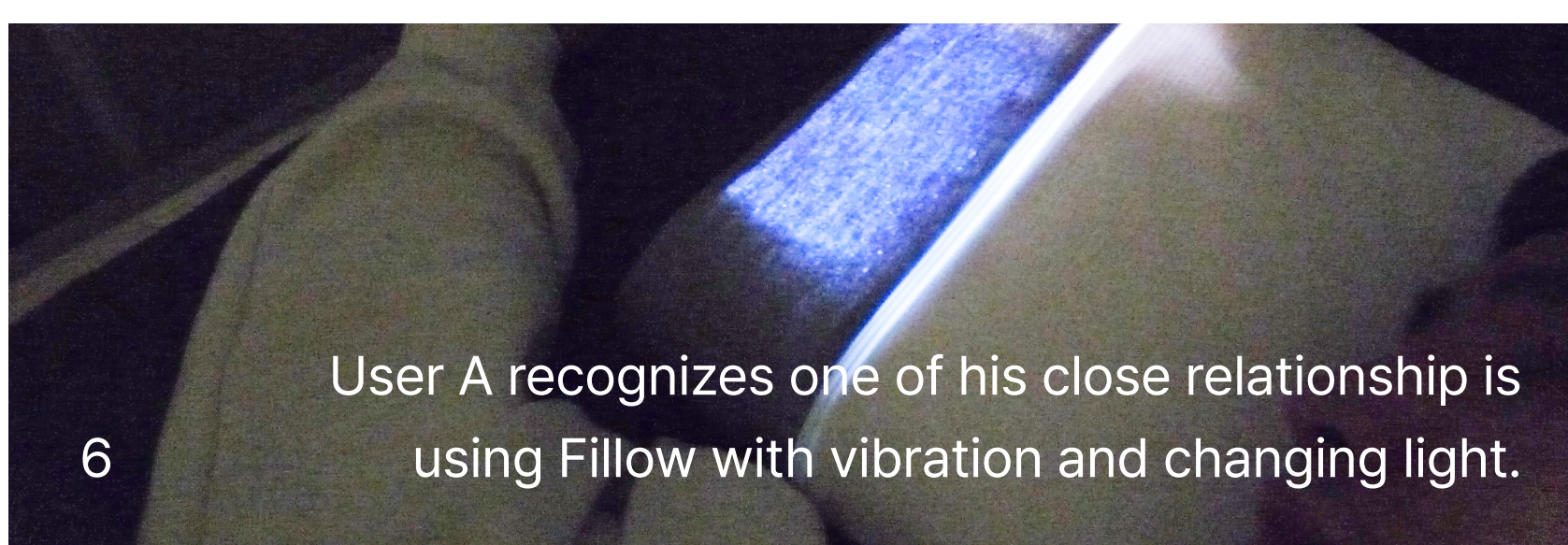
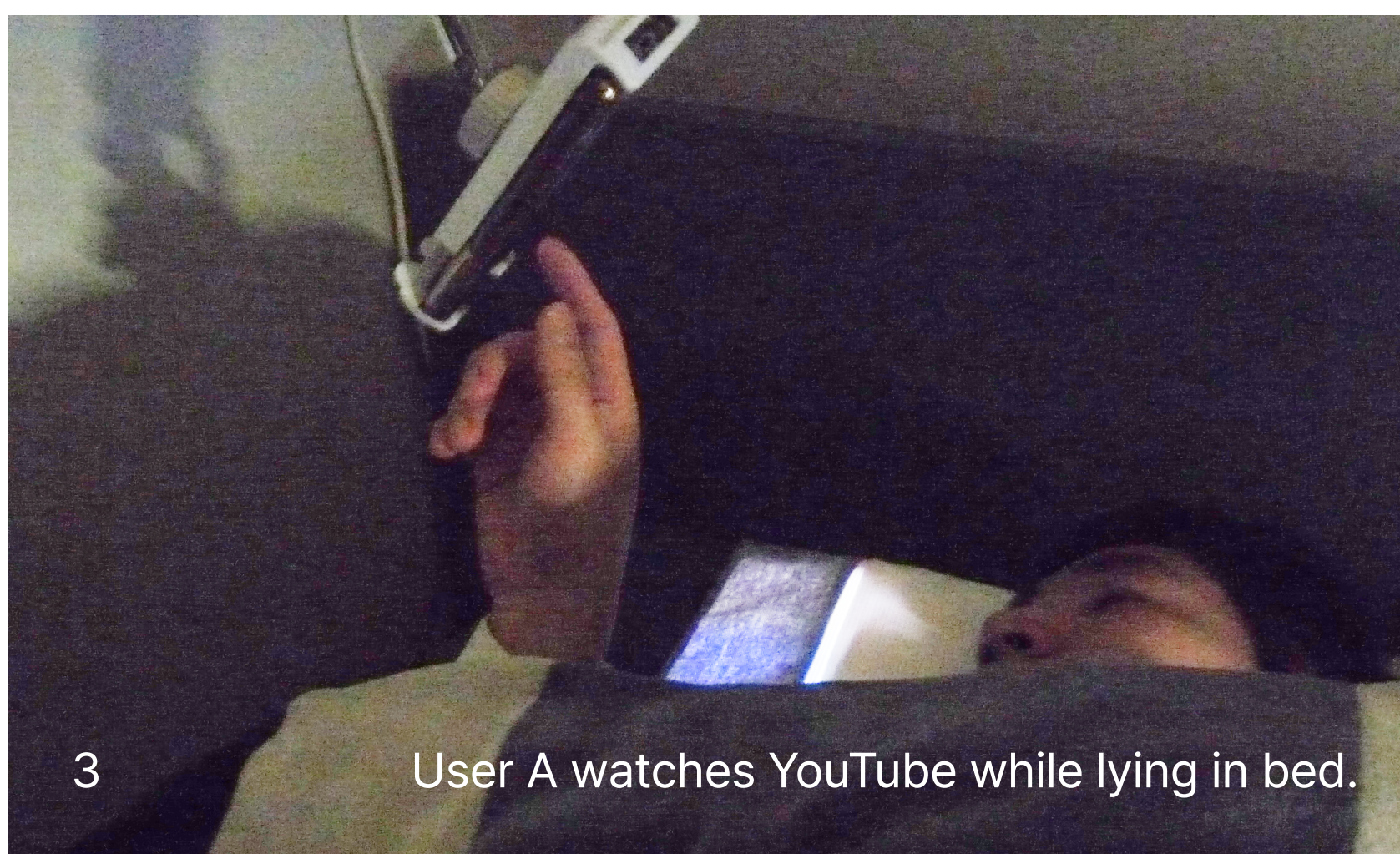
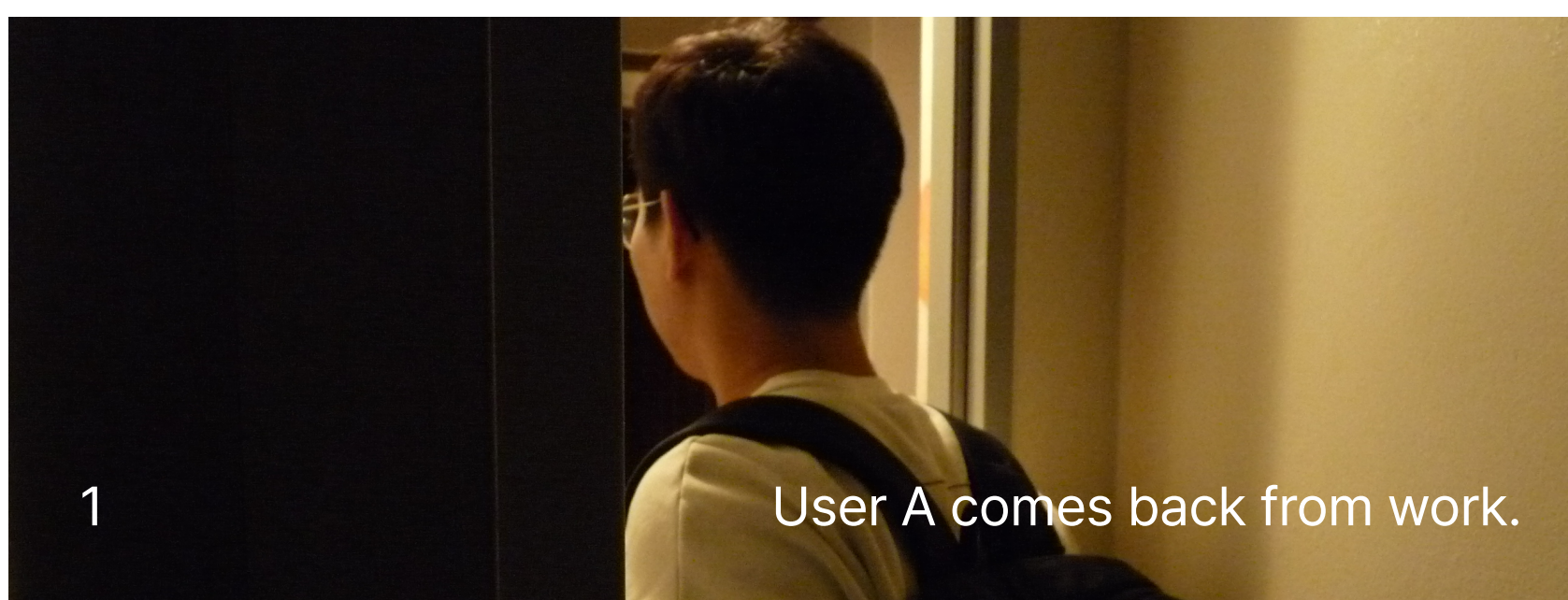


User can turn it on or off by using the strap with a magnet.
Pressure sensor inside will detect whether user is busy or not.
LED matrix shows the state of the product: turned on, waiting for connection, connected.



If the button (tact switch) on the side is pushed, it will show the phone number of the connected counterpart. By pressing the button on the side for 2 seconds, user can block connection for 5 minutes.

Scenario - User A



Scenario - User B

