

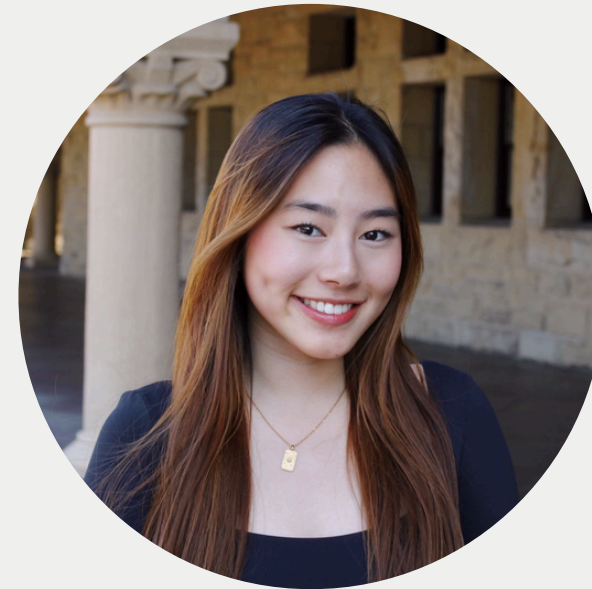
# A4: Concept Video



# Lunar



**Sarah Jade Yao**  
CS + PD '25



**Christina Ba**  
CS + Art '26

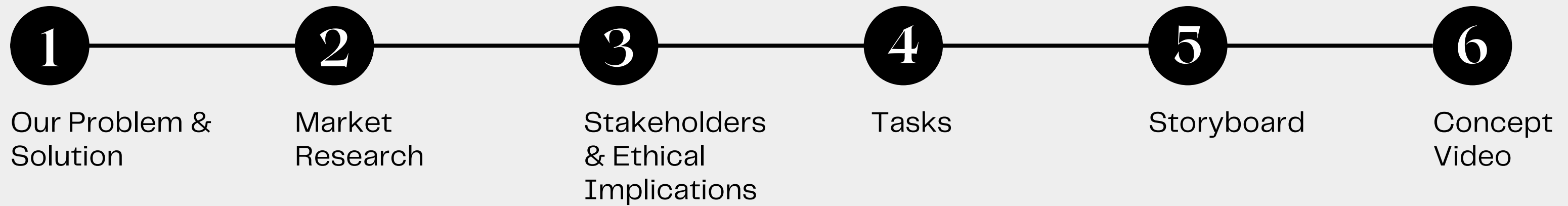


**Sejoon Chang**  
CS + PD '25



**Evelyn Hur**  
CS + PD '25

# Q Presentation Roadmap



# Problem & Solution Recap

1

---

**Nightshift workers believe that work and personal life can't go hand in hand, believing they have little to no time to care for **connections** with friends and family**

Problem Statement

# Key Quotes and Insights

“I recently **got out of a relationship** because my partner would never see me after work and it was just hard...”

**Dr. Pooja**, Stanford Hospital physician in Nocturnists team

“I try to at least **spend more time with my daughters...** but work is work”

**Bradley**, Nightshift custodian and single parent

“Because of night shifts, my **social life is basically non-existent**”

**Drew**, Stanford Hospital healthcare worker

# Solution: How we Pivoted

## Old Solution

Automated appointment scheduler and sleep schedule recommender

## Final Solution

An online community of night shift workers with similar backgrounds, work schedules, situations etc. to share resources, tips, and support each other

# Lunar

**“Closer connections, no matter the hour”**



# Market Research



2

# r/Nightshift



## Reddit thread

An online community of night shift workers where anonymous users post memes, ask for help, and share advice.

### What worked...

---

- Since the thread is on a bigger platform, **lots of users are engaged**
- Tags for different types of posts (“Help”, “Discussion”) make it easy to **filter through posts**
- **Anonymous users** encourage more participation on the platform and removes the pressure of having identity associated

### What didn't work

---

- Anonymity removes the **emotional connection** between users going through the same things
- No way to join a **smaller group** of only **similarly-situated** individuals – can only post to the **entire thread**
- Entire-thread posting also eliminates **geographically-specific** suggestions

### Implications...

---

- There is a tradeoff between **high volume of posts** and **intimacy of posts**, toggled by the presence of anonymity
- Although r/Nightshift is great for **general tips**, it doesn't provide as much **personalized advice** -- something Lunar is uniquely positioned to do

# Picniic



## Family Organizer App

An app for couples to communicate more lovingly, store memories easily, and share schedules

### What worked...

---

- **Strong market size** (~20 million users) with general family organizer app CAGR increasing around 10–15%
- Users really liked being able to **simplify grocery shopping and meal prep**
- Users liked the ability to **personalize lists and schedules** according to family's unique needs and structure

### What didn't work

---

- Some users **reported problems with syncing the apps to Google and Apple calendar**, leading to missed appointments / double entries
- **High learning curve** for features for those who aren't particularly tech-savvy
- **Premium features differ significantly** in utility compared to free features

### Implications...

---

- Picniic should prioritize **adding value into the free version** of the app to increase user engagement
- **Address performance issues** in outside calendar compatibility

# Nightshift Family Support



## Facebook Group for Nightshift family members

An online community of those working night shifts with family or family working night shifts

### What worked...

---

- **Large community** (1.7K followers) of night shift working families
- **Situation-related posts** asking for peer advice
- **Relatable** memes and news related to night shifts

### What didn't work

---

- **Sparse, intermittent posting**
- **Less long-lasting conversations**, more public posts
- **Often spammed** with memes, links to studies on night shift work that's not necessarily helpful
- **Lack of permanent, tight-knit community** with regular interaction and support

### Implications....

---

- Too large of a community can cause over-spamming with irrelevant posts, greater reluctance to post intimate questions/advice
- Our solution will make sure that groups and content posted are **curated, personalized, and meaningful/applicable**

# NextDoor



## Online Community for Neighbors

An app for neighborhoods where you can get local tips, buy and sell items, and more.

### What worked...

---

- **Private groups** allow users to connect people with similar interests, backgrounds etc
- **Posts** on feed allow users to request and recommend / promote businesses, services etc.
- **Explore** allows users to become more connected with community

### What didn't work

---

- **Low incentive to create smaller, tight community groups** with strangers
- **Passive contribution** with larger groups
- **Difficult to find tailored groups** based on preferences beyond background, interests and basic similarities
- **Focused on requesting/selling services** more than fostering sense of community
- **Privacy concerns and negative posting**

### Implications...

---

- Nextdoor is good for getting to know your neighbors and simple services such as requesting/selling but **low sense of tight-knit community**
- Our solution will focus on sharing advice through **tips, tricks, and storytelling** with more **intimate groups of nightshift workers**

# Stakeholders & Ethical Implications

---

3

# STAKEHOLDERS

## Direct

Nightshift workers

Specific group members

Group moderators/ admins

App developers/ designers

Community contributors

Family members / friends of nightshift workers

## Indirect

Employers with night shift workers

Healthcare Providers

Partners of night shift workers

Childcare providers

Labor organizations

Workforce management solutions

# Ethical Implications

## Card: The Big Bad Wolf

---

- If a malicious user were to use our app, they could provide **harmful advice** or **scrape the contacts** of those in similar demographics for ulterior purposes.
- This card points to Lunar being more **privacy-aware** in how it parses responses and handles user data.
- Stakeholders to consider: elderly or non-tech savvy workers may be more prone to scams / privacy invasion

## Solution Redesign

---

- Keeping displayed user data minimal and implementing **norms** and **sanity checks** in types of permitted responses.

## Card: The Forgotten

---

- Our app is designed for users who share night shift experiences with others. For those with **niche occupations** or **extremely individualized situations**, the app may not be as useful.
- All tips and groups are **crowdsourced**, meaning there is also an initial period where only the most **mainstream demographics** will probably be represented
- Stakeholders to consider: 1-2X a month night shift workers, free-lance night shift workers

## Solution Redesign

---

- Including initial responses to overcome cold start problem
- Generalize niche situations to **applicable but different** ones in terms of groups joined



# Tasks

---

4

# Tasks

## Simple

---

- Joining a support group with people in similar demographics and occupations
- Passively view posts in the support group

### Shown in Video

- People walking past the “Lunar” bulletin board viewing the post and responses

## Moderate

---

- Moderately active on the app: posting questions and commenting after joining a support group

### Shown in Video

- The mom, Sarah, posting a question on the bulletin board and passerby interacting

## Complex

---

- Veteran night shift worker actively contributing on the platform with their wisdom (answering questions, posting frequently, helping others)

### Shown in Video

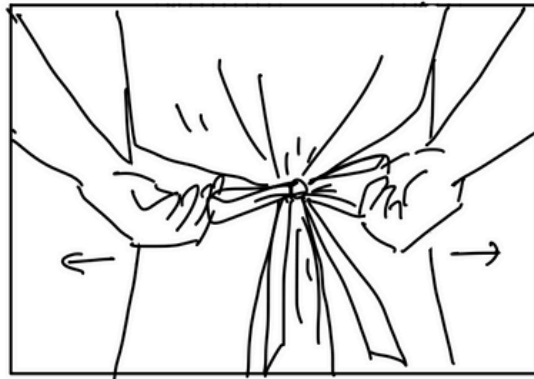
- The other mom, Christina (or “Liz”), seeing the board and actively posting a response

# Storyboard

---

5

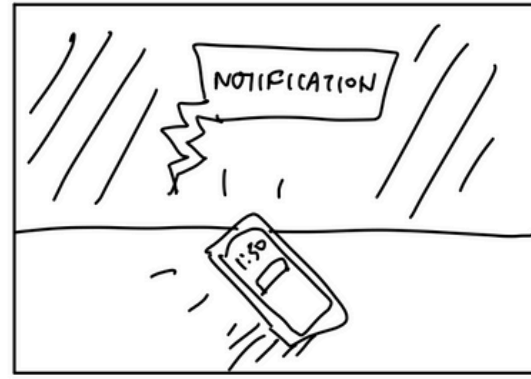
# Storyboard



Close-up of Sarah getting ready to work night shift: tying apron, setting up equipment etc.



Wide shot of Sarah working in stall - clearly show it's night time, customers talking in background. Sarah looks tired, worn out & sighs.



Sarah's phone notification goes off (notification ping sound).



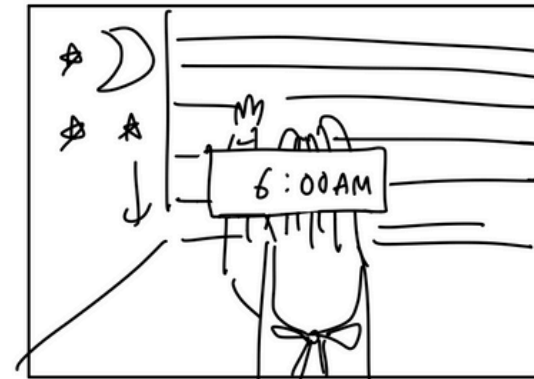
Split screen / top-up of mom's text reminding of Sarah's daughter's bday + clear close-up of Sarah's shocked / stressed facial expression.



Jump cut of Sarah working in a different spot (same wide shot set up). Show caption of timestamp.



\* Repeat jumpshots until 6am.



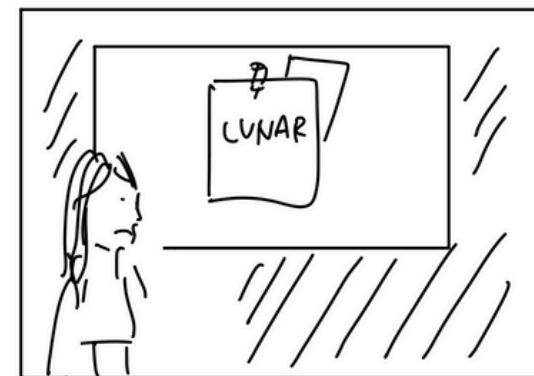
Close-up shot of Sarah closing stall at 6am. Stall's lights go out to signify end of work.



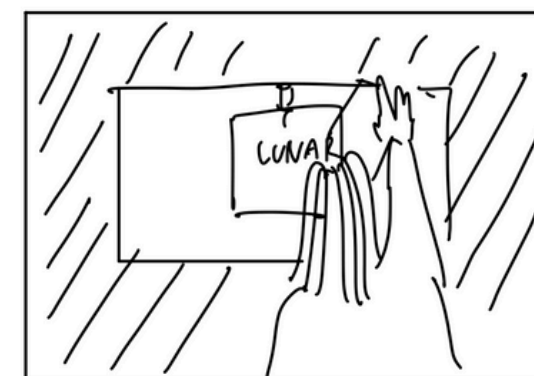
Side shot of Sarah trying to open door in front of closed bakery in a hurry, looking panicked.



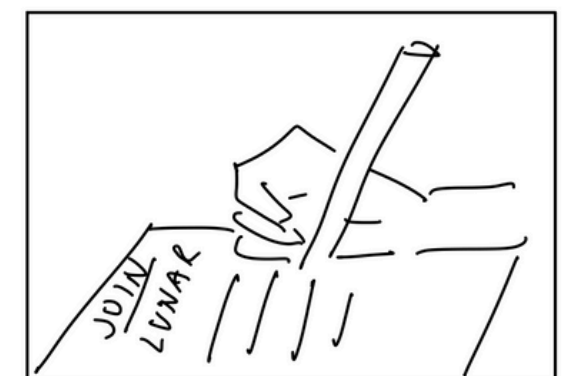
Close up of Sarah's facial expressions, clearly distressed & disappointed in herself.



Wide shot of Sarah looking upset as she walks past a bulletin board.

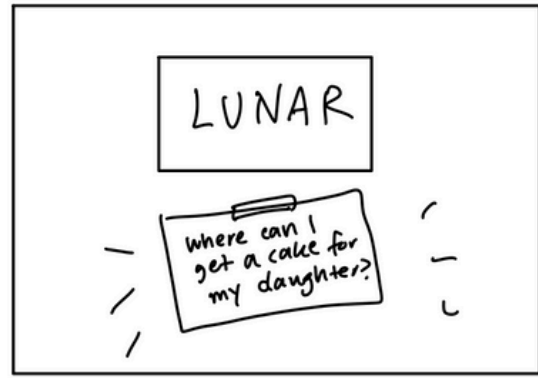


same shot with Sarah going back to bulletin board. Notices 'Lunar' ad. \* Hopeful music starts playing.



Close-up shot of Sarah's hand filling out Join Lunar form → joining community < simple task >

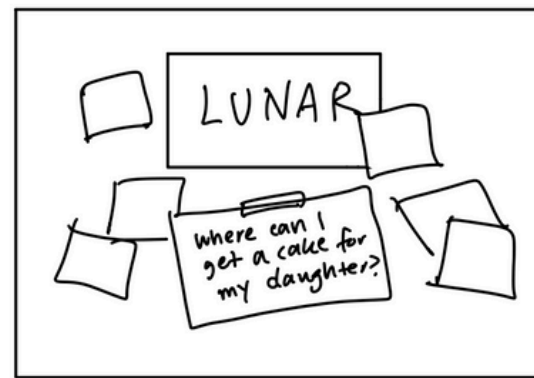
# Storyboard



Close-up shot of Sarah's post (question) on Lunar community - Contribute to the discussion <Moderate task>



People walk by adding responses to Sarah's post on the board.



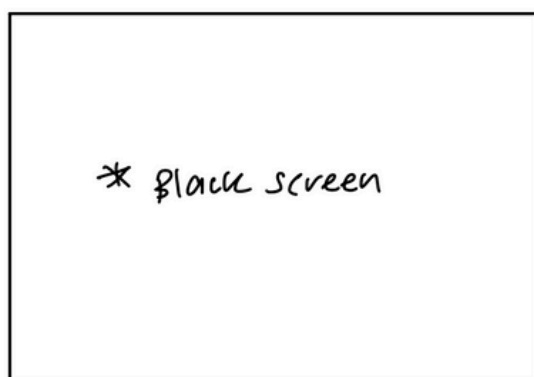
Board slowly filling up as people post more (jump shots)



Close-up shot of "safeway open 24/7" post. - Share your wisdom <complex task>



Wide-shot of Sarah running to safeway.



Black screen to signify shift in story.



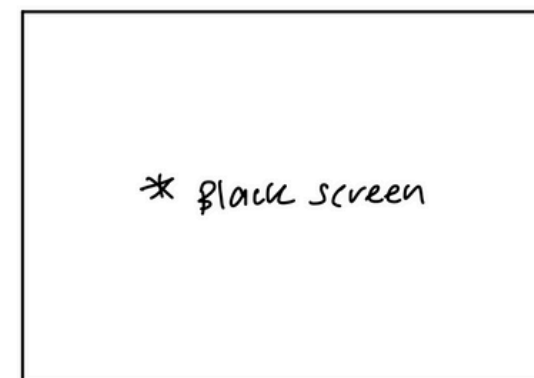
Close-up of cake from Sarah's POV. Sarah holds cake, singing happy birthday as she enters daughter's room.



Wide-shot of Sarah walking into daughter's room from daughter's POV.



Daughter hugs mom (Sarah) & blows candles. Both are smiling



Blow candles -> transition to black screen.

# Concept Video

**Link to Video**

Thank you!

Happy weekend!