



# Bloem

# Problem Statement

About 1 out of 8 people suffer from mental health issues like burnout or depression.



\* World Health Organization (WHO)

## Existing solutions are either...



**Simple Solutions**  
Lack experience or  
privacy



**High-end wellness pods**  
Expensive and bulky



# Project management

Sprint	Start	Finish	Status
1	26/02/2026	04/03/2026	Finished
2	05/03/2026	11/03/2026	Finished
3	12/03/2026	18/03/2026	Finished
4	19/03/2026	25/03/2026	Finished
5	26/03/2026	01/04/2026	Ongoing
6	02/04/2026	08/04/2026	Planned
7	09/04/2026	15/04/2026	Planned
8	16/04/2026	22/04/2026	Planned
9	23/04/2026	29/04/2026	Planned
10	30/04/2026	06/05/2026	Planned
11	07/05/2026	13/05/2026	Planned
12	14/05/2026	20/05/2026	Planned
13	21/05/2026	27/05/2026	Planned
14	28/05/2026	03/06/2026	Planned

**TO DO** 4

- Smart System HW  
PJM-96 4 AW
- Smart System SW  
PJM-97 4 LS
- Write Risk and Procurement part of the Project Management report  
PJM-99 4 LS
- Update the glossary  
PJM-101 1

**IN PROGRESS** 1

- Creating the Presentation  
INTERIM PRESENTATION  
PJM-65 5

**DONE** 5

- Creating Case Study Presentation (Ethics)  
PJM-94 2 MJ
- Updating marketing brand  
INTERIM REPORT  
2 kwi 2026  
PJM-95 2 TN
- Creating the brand identity  
INTERIM REPORT  
2 kwi 2026  
PJM-81 3 CA

S

- Unique combination of soundproofing and relaxation
- Flexible experience

W

- High material and construction costs
- Maintenance and hygiene

O

- Growing awareness of employee wellbeing
- Interior design and furniture suppliers seek for new concepts

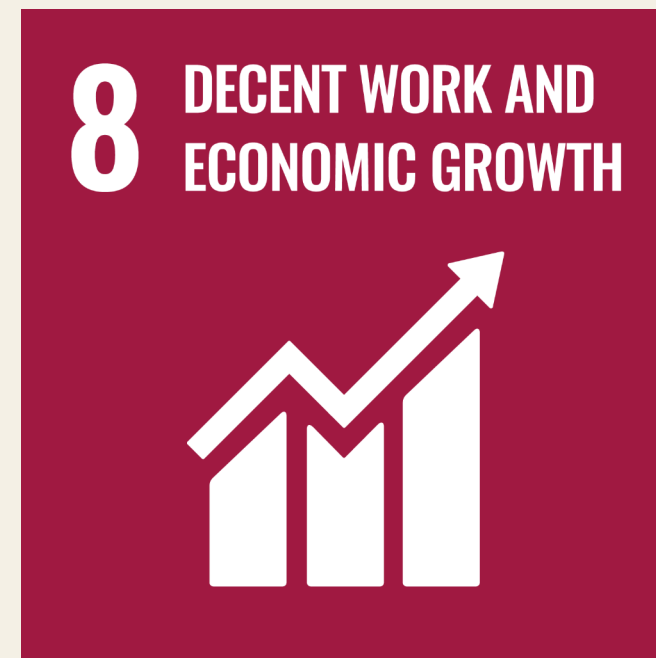
T

- Competition from existing pods or spaces
- Customer price sensitivity

# Sustainability of Bloem



**SDG 3:**  
Supports stress reduction



**SDG 8:**  
Improves productivity through rest spaces



**SDG 11:**  
Creates healthier indoor environments



**SDG 12:**  
Uses recyclable and biodegradable materials



**SDG 13:**  
Low-carbon material selection

# Sustainability of Bloem



## Cork:

Recyclable, biodegradable, excellent insulation



## Wood:

Breathable, moisture- regulating, insulation



## Hemp:

Renewable, stores carbon



**Engineering ethics**  
**Marketing Ethics**  
**Environmental Ethics**  
**Liability**



## Engineering ethics

## Marketing Ethics

## Environmental Ethics

## Liability

### IEEE Code of ethics

- Safety
- Honesty
- Responsibility
- Ensuring proper ventilation in the capsule
- Making sure users can always leave easily
- Using safe materials and low-voltage systems
- Being honest about what the product can and cannot do”



Engineering ethics

**Marketing Ethics**

Environmental Ethics

Liability

- We support relaxation
- We don't present a medical solution



Engineering ethics

Marketing Ethics

**Environmental Ethics**

Liability

- Cork

- Hemp

- Wood



Engineering ethics

Marketing Ethics

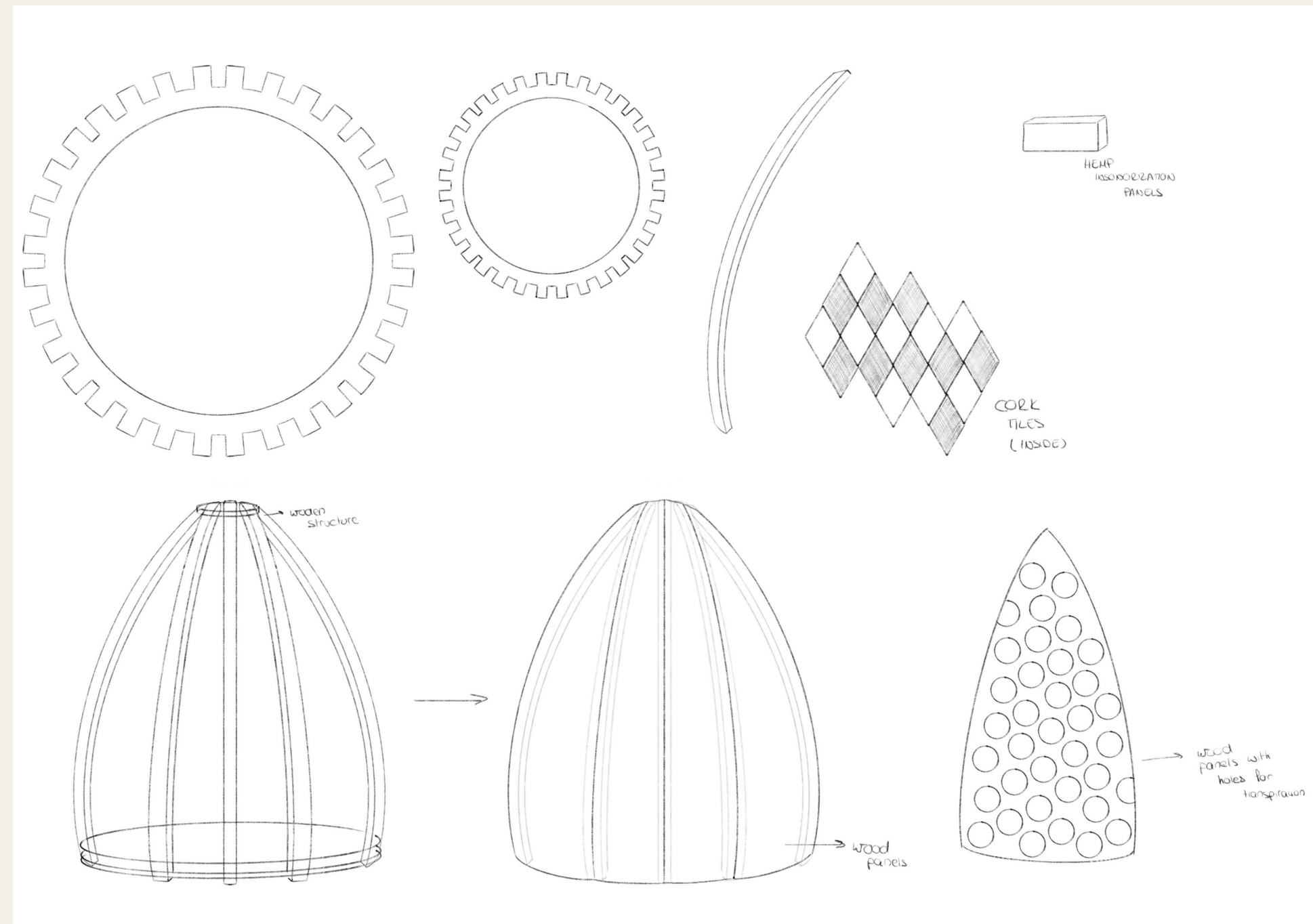
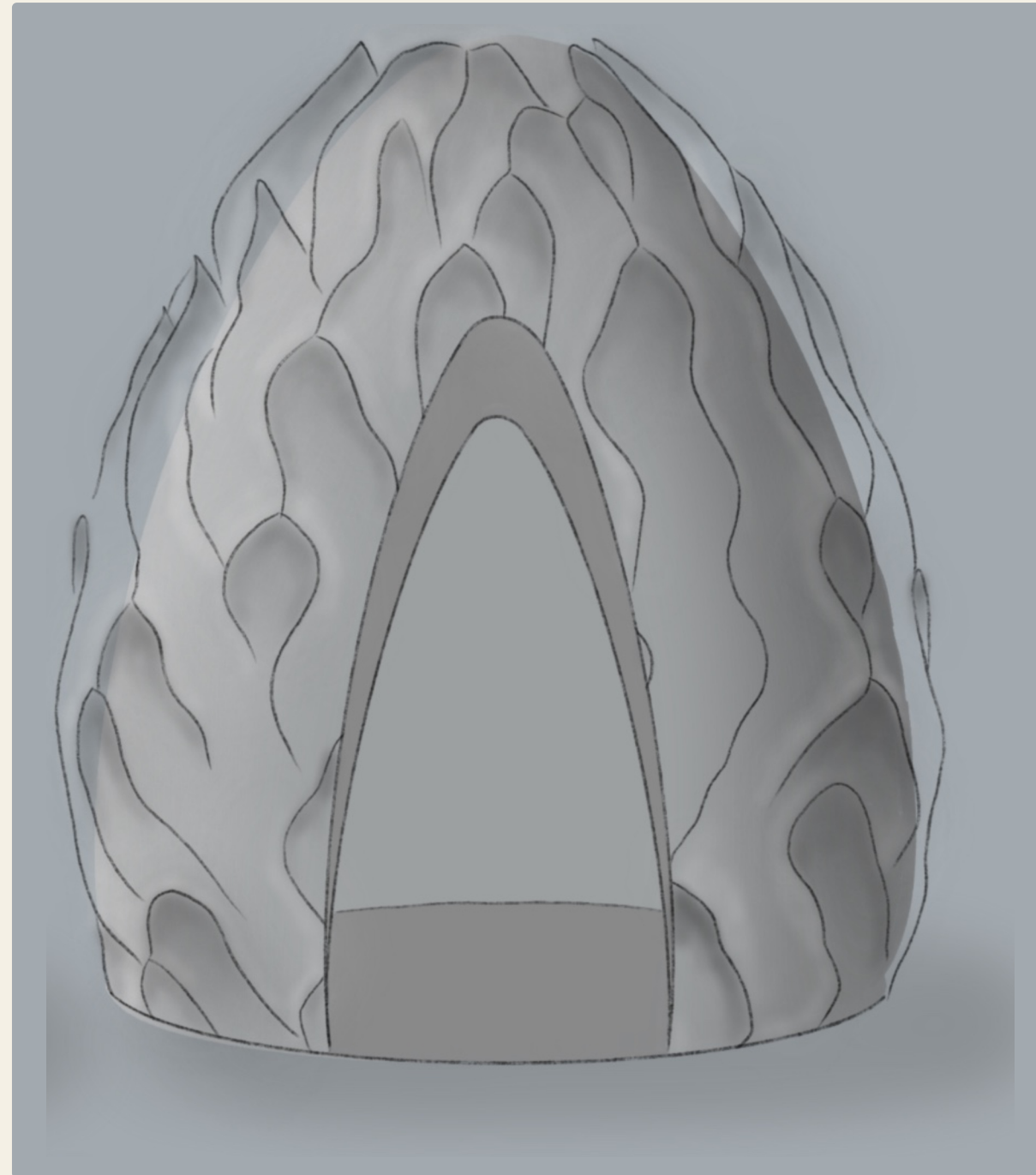
Environmental Ethics

**Liability**

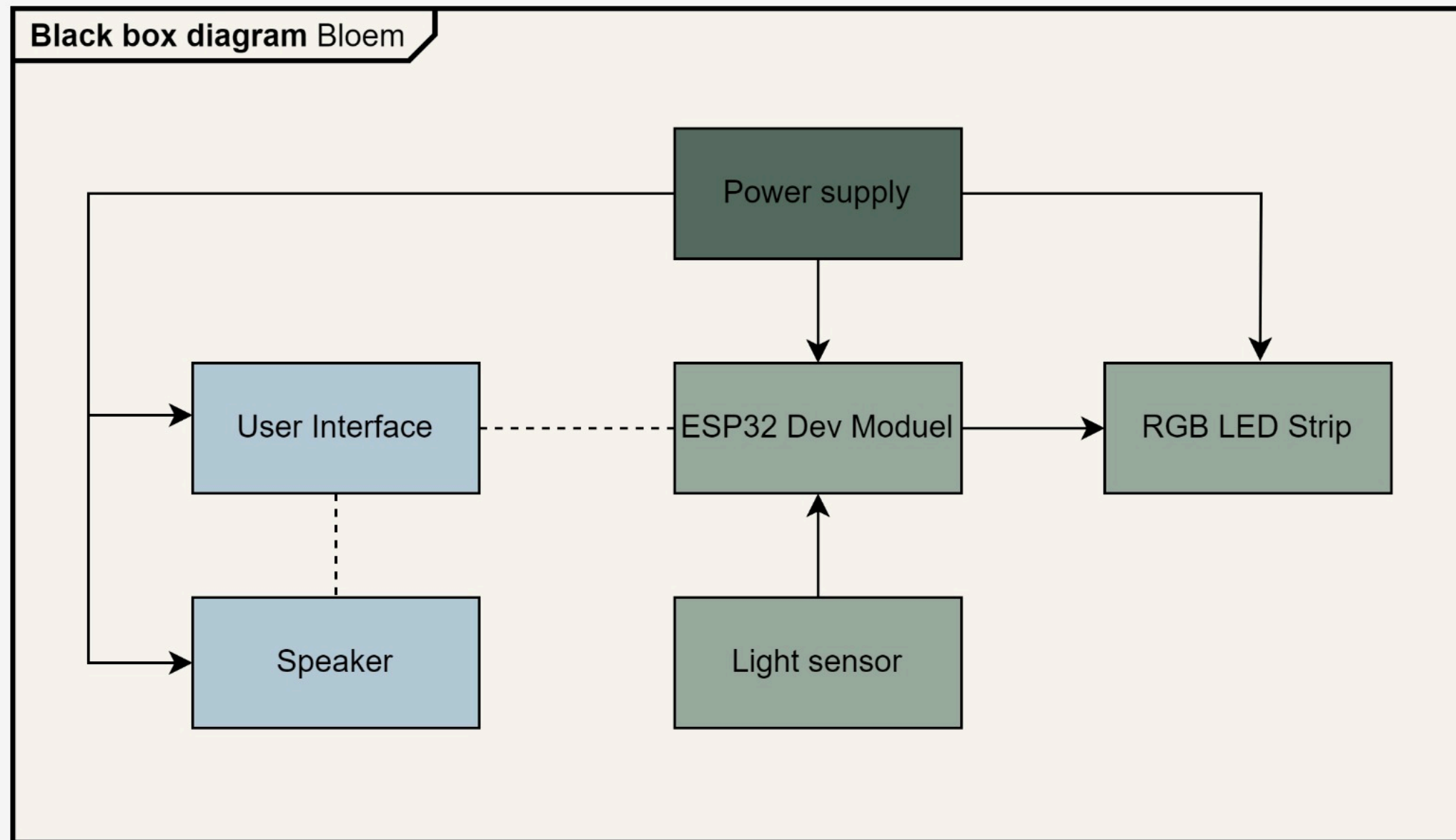
European regulations

- The Low Voltage Directive for electrical safety
- The EMC Directive for electronics
- The General Product Safety Directive for overall safety”

# Solution design



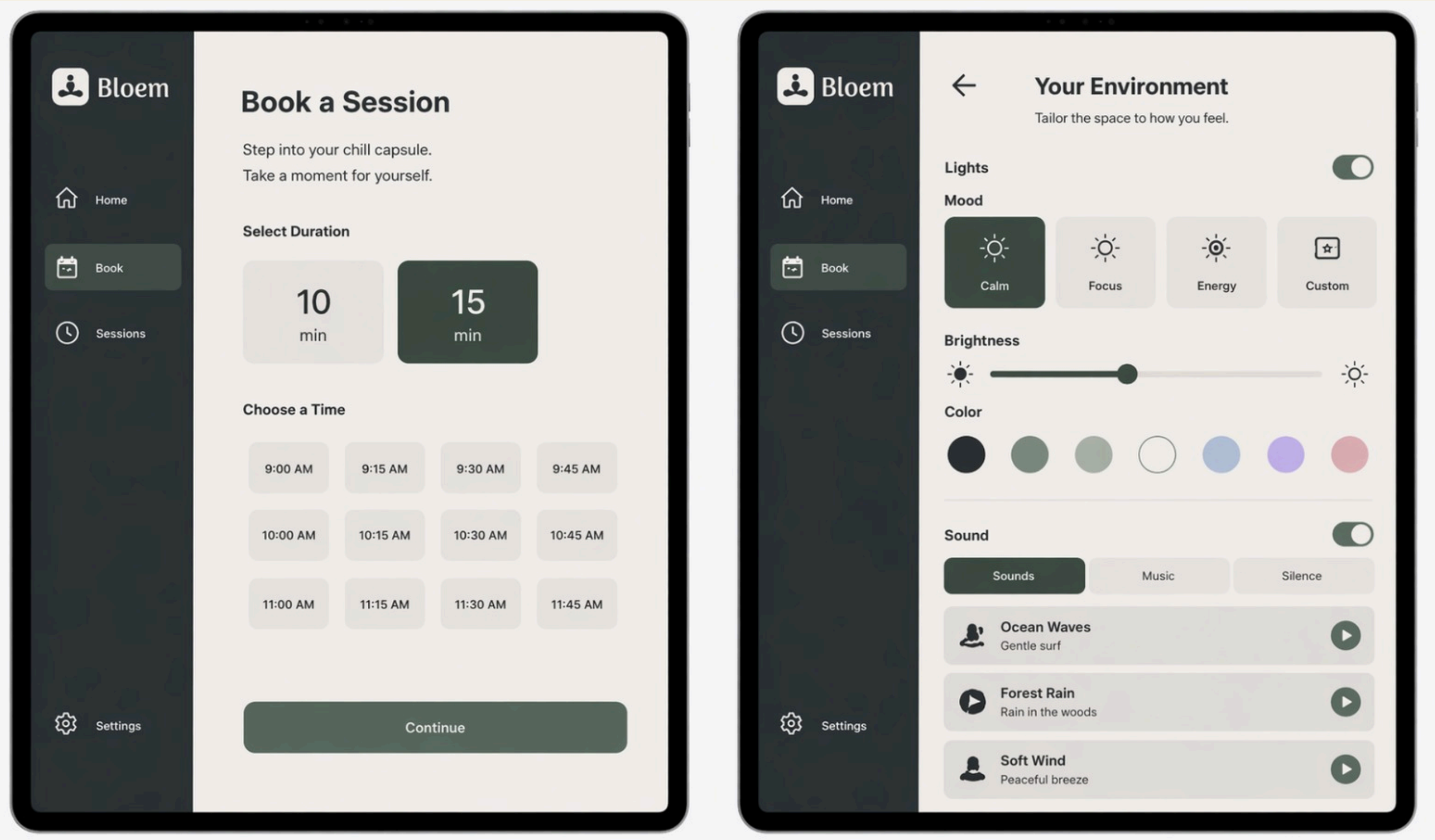
# Smart system hardware



## Main hardware components:

- 12V Power Supply
- Buck Converter
- RGB LED Strip
- Light Sensor
- ESP32 Dev Module
- Speaker (Bluetooth)
- Tablet

# Smart system software - Application drafts



**Better breaks create better work.**



**ISEP**