

Unwind

Intentional Evenings

Late-night scrolling wrecks our sleep, and we know it. Unwind is an alarm clock that helps people stop taking their phone to bed and take back control of the ends of their day.



THE PROBLEM

Willpower is lowest at the end of the day.
Because the phone is the alarm, it comes into the bed with you.
This causes it to be the first and last thing you interact with every day.

THE PRODUCT

You can only set the alarm when the phone is not nearby.
In its place, an Unwind ritual inspired by a campfire making
sure your last minutes of the day are spend intentionally.



A user reading a book as part of their Unwind ritual

THE APPROACH

Change the environment, not the willpower.
Make the phone-free choice the easy one.
Developed in collaboration with New Things Lab.

THE RESULT

Because the phone is not taken to the bed,
it won't be there when you wake up.
This results in both a better evening and morning ritual.



Showcase of the fully functional Unwind alarm clock

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Integrated Product Design

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