

Simply Sleep)

A student targeted sleep and
habit tracker that suggests changes to your
lifestyle to improve sleep

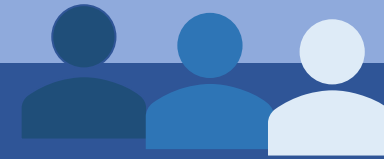
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Elevator Pitch

FOR..	Students
WHO..	feel they are having poor quality sleep
THE..	Simply Sleep
IS A..	mobile app
THAT..	tracks sleep and lifestyle choices that affect sleep and using AI, will offer adaptations to daily life that may better their sleep
UNLIKE..	Other sleep-based apps such as Sleep monitor that target the sleeping cycle only and don't consider other habits that may be impacting sleep
OUR PRODUCT..	Will learn the user's habits and schedule to offer incremental changes that result in the user regaining control of their health via better sleep.

User research

We interviewed previous participants from the healthy eating project



9 interviews

Small sample size but rich data

Quality of sleep

Factors that affect sleep



Our questions can be broken down into two main components

8/9 participants claimed to have been sleeping poorly

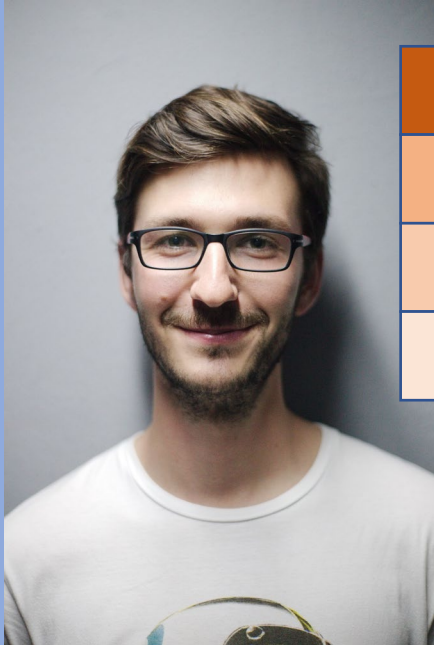


Stress, inactivity, poor scheduling/routine and high screen-time usage were attributed to this by multiple participants

Our conclusion?

Users need a way to identify and treat the factors that cause poor sleep

Mark, 20. Student



Introverted

Depressed

Creative

Disorganized

Demographic

- Full time university student.
- Lives at home
- Has a younger brother

"I'm a gamer and I find falling asleep at decent hours a challenge while maintaining university work"

Mark is a second-year university student studying computer science. He plays a lot of games online and has made online friends all over the world. He games mostly with his American friends and will stay up late to ensure maximum progress is made when they play together. Mark has been feeling increasingly run down as of late and attributes this to a lack of routine and to his isolation due to Covid.

GOALS

1. Find ways to fall asleep faster
2. Reduce screen time late at night
3. Improve mood before sleep
4. Improve sleep structure/schedule

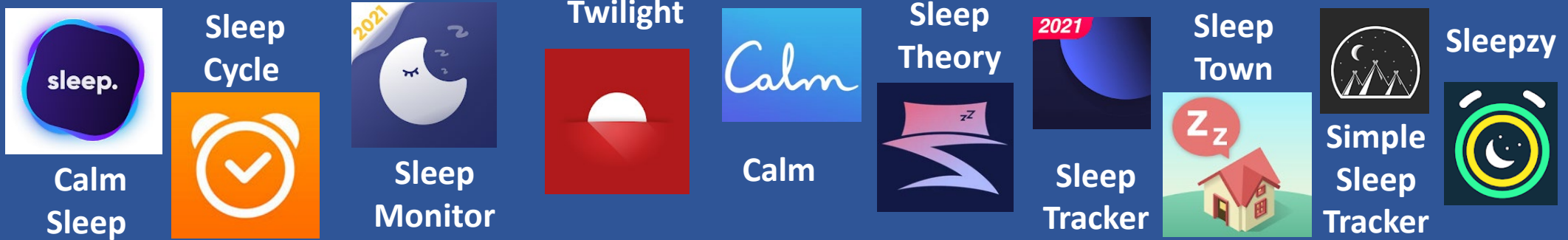
FRUSTRATIONS

1. Often struggle to fall asleep
2. Spends a lot of time on screens
3. Not exercising much, so has a lot of energy to burn.
4. Bad mood negatively affects sleep
5. Loud noises prevent sleep
6. Hot weather makes it hard to sleep

User Journey Map

PERSONA:					SCENARIO & EXPECTATIONS:			
Mark, 20, Student Feels very worn down and attributes this to lack of sleep					Wants to fall asleep faster and get into a regular sleeping routine			
PHASES:	Mark sets up the app		tracks current routine		Adjusts behaviors	tracks new routine	Has a set routine	
ACTIONS:	Mark installs new sleep tracking app	Mark chooses an automated way of recording sleep data	Mark notes down caffeine intake and exercise	The app tracks Mark's sleeping habits for a week	The app recommends changes to diet and bedtime	App monitors changes, suggests further improvements	Mark falls into a routine as changes are made	Mark finds a routine that works for him
FEELINGS:								
😊					Feels like the changes are doable, a clear plan ahead		Able to fall asleep around similar times	Well rested and generally happier
—		Interested in not inputting data, curious		Sees clearly where he's at, not sure what comes next		Sleeping a little easier, not quite in a routine yet but feels changes working		
😞	Tired, not sure if this can help at all		Bothered by having to manually input data					
Emotion curve:								

Competitor SWOT



Main **outcome** of SWOT:

- Focus on gathering data
 - Rarely combine data with aid
 - Game aspects too heavily focused
 - Aesthetics are cool and dark – often deep blues with high contrast
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- Our solution differs by gathering data AND offering solutions

Design requirements

Track sleep patterns while also tracking controllable factors

- User login – with skip and local account
- App onboarding explains how/why
- Automatically track when factors occur
 - But allow manual tracking too
- Visualisation of data
- Progress report statistics
- “Advice of the day”
- Simple and focused design aesthetic

Pages needed

- Home, Routine, Habits, Data, Settings
- Limit need for scrolling and separate data
 - Data optional for advanced users

