Simply Sleep

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

Cameron Tebbenham-Small

Elevator Pitch

FOR..	**Students**
WHO..	**feel they are having poor quality sleep**
THE..	**Simply Sleep mobile app tracks factors that affect sleep and using AI, offers advice on how to alter their daily lifestyle to better their sleep.**
UNLIKE..	**Other sleep-based apps that only collect data and don't consider daily factors that affect sleep**
OUR PRODUCT..	**Will learn the user's habits and routine 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
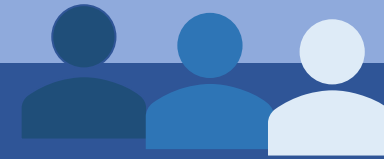
9 interviews
Small sample size but rich data

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

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

Introverted

Depressed

Mark is a second-year university student.
He plays a lot of games online and will stay up late to play with friends.
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.

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

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

Abbie, 23, part-time Student

"I'm a part-time student and sports team player. I wake up early so getting a good night's rest can be challenging"

Extroverted

Regimented

Body-positive

Organized

Abbie is a third-year part-time university student who is part of a basketball team and worked a part time job before covid. She is a health enthusiast who strives to keep a healthy diet and doesn't take caffeine. Due to early practicing hours, Abbie would wake up early, but has recently found her sleep schedule shifting due to the lack of team practice sessions. While she lives a healthy life, Abbie would like to make sure that she keeps to her ideal regime.

Demographic
- Part-time university student.
- Lives with house-mates in shared accommodation

GOALS
1. Stick to sleep schedule
2. Maintain exercise levels
3. Create a bedtime routine that allows her to fall asleep quickly consistently

FRUSTRATIONS
1. Cannot exercise as she used to with covid
2. Spending more time on screens
3. Often has too much pent-up energy before going to sleep
4. Cold weather makes it hard to sleep

Theo, 21, Student

Stressed

Restless

Caffeine reliant

Disorganized

Theo is a university student who struggles to maintain a healthy work life balance. Coupled with the stress of numerous deadlines and job seeking, he finds himself staying up later and later each night. What's more, screen time plays a huge role in his life and the need to stay concentrated later in the day has led to an unhealthy reliance on caffeine and energy drinks.
Theo has been taking naps most days, and although he enjoys the freedom of sleeping whenever he wants, he still feels restless.

Demographic
- University student.
- Lives alone

GOALS

1. Fit sleep around work

2. Establish a polyphasic sleeping pattern

3. Become less dependent on sources of caffeine

FRUSTRATIONS

1. Restless despite napping
2. Spending more time on screens
3. Stressed about jobs and work
4. Sleep deprivation leads to worse concentration

User Journey Map

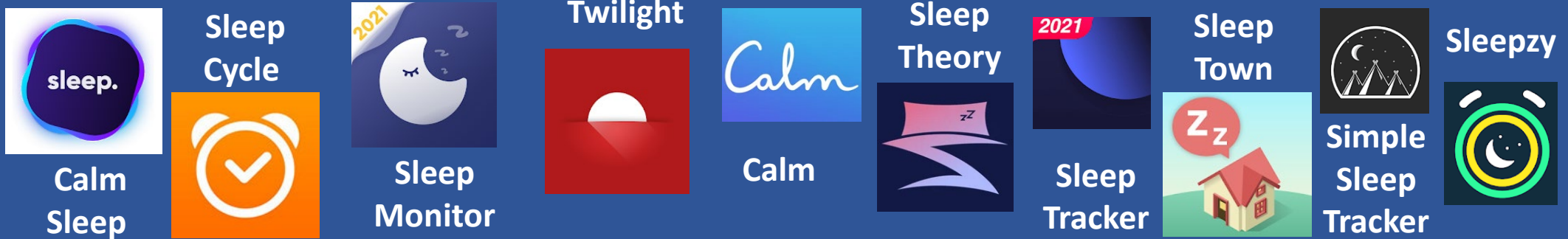| PERSONA:					SCENARIO & EXPECTATIONS:			
Mark, 20, Student Feels very worn down and attributes this to lack of sleep					**Wants to fall asleep faster and get into a regular sleeping routine**			
PHASES:	Mark sets up the app		tracks current routine		Adjusts behaviors	tracks new routine	Has a set routine	
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:								

User Journey Map 2

PERSONA:			SCENARIO & EXPECTATIONS:			
Abbie, 23, Student Wants to maintain a structured and healthy lifestyle			**Wants to fall asleep faster and get into a regular sleeping routine**			
PHASES:	Abbie sets up the app	tracks current routine	Adjusts behaviors	tracks new routine	Has a set routine	
ACTIONS:	Abbie installs new sleep tracking app	Abbie chooses an automated way of recording sleep data	Abbie notes down the weather and exercise patterns	The app tracks Abbie's sleeping habits for a week	The app recommends changes to the way Abbie exercises in the afternoon	App monitors changes, suggests further improvements	Abbie figures out what is causing her routine to change	Abbie establishes her ideal routine
FEELINGS:							
☺					Feels like the changes are doable, a clear plan ahead	Feeling the effects of changes and inspired to try out more suggestions	Able to fall asleep around similar times and wake up naturally	Well rested and generally happier
–	Curious if an app can help with structuring	Interested in not inputting data, curious	Not bothered by inputting data	Let's the app do its thing while she goes about her week as normal				
☹								
Emotion curve:							

User Journey Map 3

PERSONA:					SCENARIO & EXPECTATIONS:			
Theo, 21, Student Wants to become less stressed and restless					Wants to fall asleep faster and get into a regular sleeping routine			
PHASES:	Theo sets up the app		tracks current routine		Adjusts behaviors	tracks new routine	Has a set routine	
ACTIONS:	Theo installs the new app	Theo chooses an automated way of recording sleep data	Theo notes down caffeine intake and work times	The app tracks Theo's sleeping and napping habits for a week	The app recommends Theo sleep twice each day at specific times – with no caffeine before	App monitors changes, suggests further improvements based on Theo's feedback	Theo feels more well rested and can better concentrate on uni work	Theo continues following suggestions to gradually improve
FEELINGS:								
☺				Impressed that the app automatically tracks naps	Likes that the app recognizes and capitalizes on their napping	Feeling the effects of changes and inspired to try out more suggestions	Able to fall asleep around similar times and wake up naturally	Well rested and generally happier
–	Curious if an app can help with their issues	Interested in not inputting data, curious	Forgets to input data sometimes but the app doesn't lecture him about it					
☹								
Emotion curve:								

Competitor SWOT

Calm Sleep · **Sleep Cycle** · **Sleep Monitor** · **Twilight** · **Calm** · **Sleep Theory** · **Sleep Tracker** · **Sleep Town** · **Simple Sleep Tracker** · **Sleepzy**

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

- 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, Advice, Data, Settings
- Limit need for scrolling and separate data
  - Data optional for advanced users