

Dave

age: 21

residence: NC

education: High School

occupation: College Student

marital status: Single



"What is happening"

Due to poor sleep schedule, I struggle to keep consistent habits on certain times.

Comfort With Technology

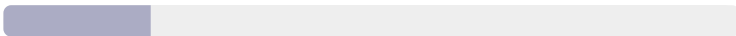
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Managing to sleep on time due to often staying awake.

Needs

- An alarm system to wake him up
- A schedule planner to remind him of events
- Easy access to the app

Values

- High-level planning making
- Easy to use app

Wants

- A problem solver of why he stays up at night
- Motivation to wake up on time
- A way to keep track of his sleep schedule

Fears

- The app not working correctly
- The app is not easily navigated
- App wont give a free trial