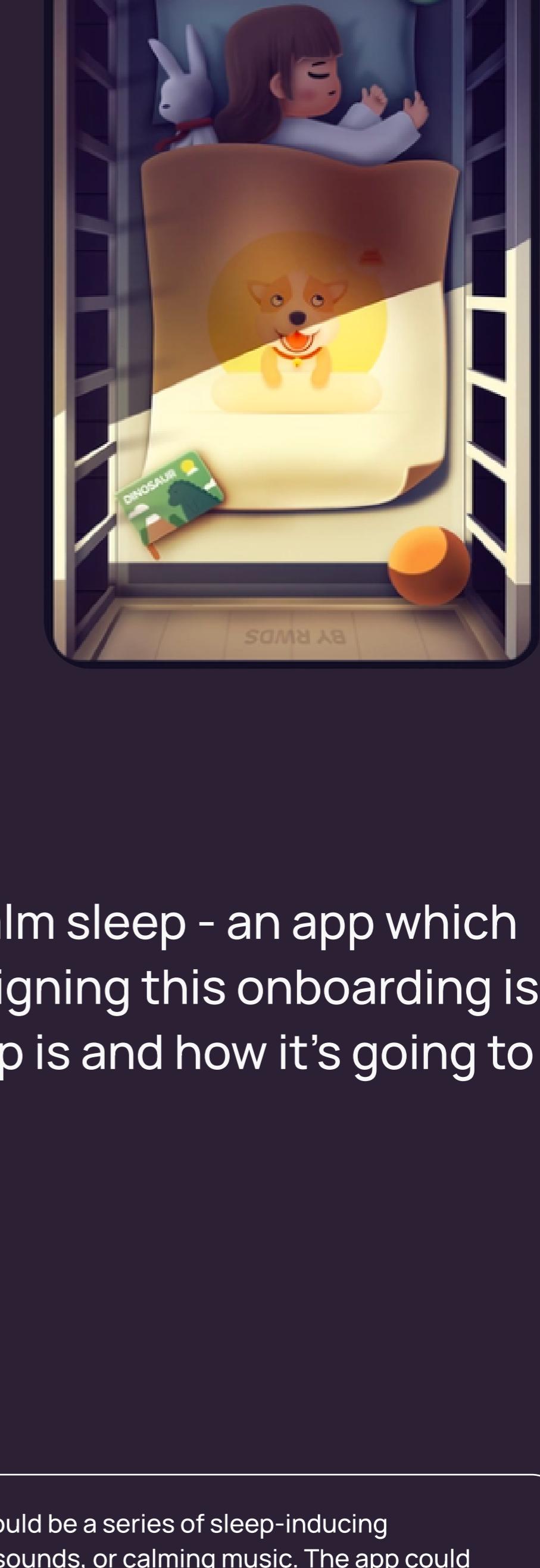


Calm Sleep

Company : Calm sleep

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Problem Statement

Design an onboarding experience for calm sleep - an app which helps people sleep at night. Goal of designing this onboarding is to help user understand what calm sleep is and how it's going to be beneficial to the user.

User Journeys

Sleep-inducing soundscapes: One important journey for a sleep app could be a series of sleep-inducing soundscapes. These could include sounds such as white noise, nature sounds, or calming music. The app could provide a library of different soundscapes to choose from, each tailored to the user's preferences and needs.

Guided sleep meditations: Another important journey for a sleep app could be a series of guided sleep meditations. These meditations could be designed to help the user relax, release any tension or stress, and prepare for a restful night's sleep. The app could provide a range of different meditation styles, such as body scans, visualization, or mindfulness meditation.

Sleep tracking and analysis: A sleep tracking and analysis journey could also be beneficial for a sleep app. This journey could allow the user to track their sleep patterns and analyze their sleep quality over time. The app could provide insights and recommendations based on the user's sleep data, such as adjusting their bedtime routine or sleep environment to improve their sleep quality.

Sleep hygiene tips: A journey focused on sleep hygiene tips could help users establish healthy sleep habits. The app could provide recommendations such as establishing a consistent bedtime routine, avoiding caffeine or alcohol before bed, or reducing screen time before sleep. This journey could also provide tips for creating a sleep-friendly environment, such as keeping the bedroom cool and dark.

Progressive relaxation exercises: Finally, a journey focused on progressive relaxation exercises could help users release physical tension and stress, which can interfere with sleep. This journey could guide the user through tensing and relaxing different muscle groups in their body, helping them achieve a state of deep relaxation before bed. The app could provide calming music or nature sounds to enhance the relaxation experience.

How the Journeys would be communicated to the user?

Create a clear and intuitive navigation

Use Visual Aids such as Icons, Illustrations which will add to the intuitiveness of the journeys

Use Cases

New Users

Users with little to no experience with the app

- ✓ Clear and Concise on-boarding process that walks them through the app's key features and functionalities
- ✓ Onboarding process should be easy to follow with clear instructions
- ✓ The app should provide access to support resources, such as FAQs and customer service, to help new users get the assistance they need to start using the app confidently. Also, free trial should be provided to the existing users so that they can experience what the app has to offer.

Existing Users

Users who have visited the app and are familiar with the app's features and functionalities

- ✓ The app should prioritize ongoing improvements and updates based on user feedback
- ✓ The app can use surveys, feedback forms, or user testing to collect feedback from existing users and use that information to make updates that improve the user experience.
- ✓ The app can offer loyalty programs or other incentives to reward existing users for their continued use of the app (eg. get 50% off for your next month/ year)

Power Users

Users that are frequent and highly engaged users

- ✓ The app should provide access to more advanced features and settings that allow users to customize their experience further
- ✓ The app can offer features such as in-depth analytics, customization options for the user interface, and advanced filters or search capabilities
- ✓ The app can provide power users with access to exclusive content, such as special events or early access to new features, to reward their engagement and encourage continued use (eg. get access to free offline meditation sessions, sounds etc.)

Success Criteria

Increased User Engagement - User engagement can be tracked by metrics such as the number of daily or monthly active users, the frequency of app use, and the length of each session.

User Feedback tracked via NPS - Can be measured by collecting user feedback through surveys, reviews, and customer support interactions.

Increased User Retention - can be measured by tracking metrics such as the number of users who return to the app after the first session, the percentage of users who continue to use the app after a week, a month, or a year.

Increased Conversion Rate - Can be measured by tracking metrics such as the number of users who complete a specific action, the percentage of users who convert, and the overall revenue generated by the app..

User Flows

#1: Onboarding User Journey (Assumption - User persona-20 to 40 target audience)

