

# Beauty Rest Bluetooth Sleep Mask PRD

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<b>Relevant Documents</b>	[Link helpful related documents]

## Change History

[Provide a description of each important change to the PRD: date of change, who made the change, and a description of the specific change(s).]

Date	Team member	Description
4/23/2024	Marketing Team	Market Research
4/25/2024	Product Team	Brainstorming session

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# Background

**Bluetooth Sleep Eye Mask** is a multifunctional accessory designed to enhance sleep experience. It combines the benefits of a traditional sleep mask with built-in Bluetooth technology, allowing you to enjoy music, audiobooks, or white noise without the need for additional headphones or earbuds.

## About the Problem

**Beauty Rest Bluetooth Sleep Eye Mask** emerged as a solution to address sleep-related challenges, including sleep apnea. The need to address recurrent arousals from night sleep, fatigue, and sleepiness in the daytime that can affect quality of life.

### Why Beauty Rest Bluetooth Sleep Eye Mask?

Consumer feedback advocates for improved quality of life, similar products categorized with various pain points such as comfort and fit, sound quality, pressure on the eyes and nose gave birth to **Beauty Rest Bluetooth Sleep Eye Mask**.

- What problem are we solving?
  - a. Sleep Apnea and Its Impact
  - b. The need to address side sleepers concern for comfort and convenience
  - c. Enhanced Melatonin production with light blockage mask
- Who are we solving the problem for?
  - a. Frequent travelers
  - b. Night shift worker
  - c. An insomniac
  - d. Someone dealing with migraines or headaches
- **How do we know this is a real problem and worth solving?**

According to research, [Sleep Apnea](#) is a common sleep disorder characterized by interrupted breathing during sleep. It can lead to daytime fatigue, impaired cognitive function, and other health issues. Traditional treatments for sleep apnea include continuous positive airway pressure (CPAP) machines, which help keep the airway open during sleep. Many individuals with sleep apnea find CPAP masks uncomfortable, especially side sleepers.

Approximately 39 millions U.S. adults have obstructive sleep apnea (OSA) according to research and [snoring](#) is a common symptom of sleep apnea in up to 94% of patients. It is believed that there are nearly 24 million cases of undiagnosed sleep apnea in the U.S. alone.

# Goals

**Business:** To design a Bluetooth mask that adapts to different sleep positions, ensuring comfortable, effective experience and easy functionality for users

Customer:

- Comfortable fit
- Light blocking capacity
- Sound blocking

*[What are the customer, business, and strategic goals?]*

## **Customer Goals:**

- **Frequent travelers:** They need sleep mask that can help relax during long flights or train journeys
- **Night shift worker:** They need comfortable sleep mask with built-in headphones that block out light during daytime when night shift is over
- **An insomniac/Light sleeper:** Constantly looking for ways to improve sleep quality
- **Someone dealing with migraines or headaches:** Need padded eye sleep mask that allows for relaxing music or guided meditation.

## **Business Goals:**

1. **Market Penetration:**  
Increase market share by capturing a larger portion of the sleep mask headphones market.  
Target specific customer segments (e.g., frequent travelers, night shift workers, insomniacs) to expand the product's reach.
2. **Revenue Growth:**  
Achieve consistent sales growth by promoting the product through various channels (e-commerce platforms, retail stores, etc.).  
Consider bundling options (e.g., sleep mask + travel pillow) to boost overall revenue.
3. **Brand Awareness and Reputation:**  
Establish BEAUTYREST as a reputable brand in the sleep technology industry.  
Leverage positive customer reviews and testimonials to build trust and credibility.
4. **Product Differentiation:**  
Highlight unique features (Bluetooth 5.2, washable fabric, comfortable fit) to differentiate the product from competitors.  
Position it as a premium sleep mask with integrated headphones.
5. **Customer Satisfaction and Retention:**  
Prioritize customer satisfaction by ensuring product quality, comfort, and functionality.  
Offer excellent customer support and hassle-free returns to retain loyal customers.
6. **Partnerships and Distribution Channels:**  
Collaborate with travel agencies, airlines, and hotels to feature the sleep mask headphones as a travel essential.  
Explore exclusive partnerships for co-branded versions.

## 7. Innovation and Iteration:

Continuously improve the product based on user feedback and technological advancements.

Consider launching updated versions (e.g., BEAUTYREST Sleep Mask Pro) with additional features.

## Business Strategic Goals:

1. **Market Penetration:** Increase market share by capturing a larger portion of the sleep mask headphones market.
2. **Revenue Growth:** Achieve consistent sales growth through effective marketing and distribution channels.
3. **Brand Awareness and Reputation:** Establish the company as a reputable brand in the sleep technology industry.
4. **Product Differentiation:** Highlight unique features (Bluetooth 5.2, washable fabric) to stand out from competitors.
5. **Customer Satisfaction and Retention:** Prioritize excellent customer support and hassle-free returns to retain loyal customers.
6. **Innovation and Iteration:** Continuously improve the product based on user feedback and technological advancements.

## Customer Strategic Goals:

1. **Value Creation:** Provide value to customers by enhancing their sleep experience through comfort, darkness, and high-quality sound.
2. **Affordability:** Ensure the product remains accessible to a wide range of customers.
3. **Ease of Use:** Design sleep mask headphones for simple pairing, comfortable wear, and intuitive controls.
4. **Quality Assurance:** Guarantee durability, washability, and long-lasting performance.
5. **Customer Education:** Educate users on the benefits of using sleep mask headphones for better sleep quality.

## • What will the user be able to do when the product is launched?

- a. **Frequent travelers:** Will be able to relax during long flights or train journeys
- b. **Night shift worker:** Will be able to block out lights during the day and have quality sleep after a long night shift.
- c. **An insomniac:** Will be able to listen to calm music or meditation to improve sleep quality.
- d. **Someone dealing with migraines or headaches:** Eye padded cups help to keep the mask away from eyes, preventing any pressure or discomfort.

## • How does this fit into the overall business/strategic goals?

### Market Penetration:

- a. Metric: Market share percentage (capture 10% of the sleep mask headphones market).
- b. KPIs: Sales volume, customer acquisition rate, and growth in market presence.

### Revenue Growth:

- a. Metric: Total revenue generated from sleep mask headphone sales.
- b. KPIs: Monthly or quarterly revenue growth rate, average transaction value, and repeat purchases.

**Brand Awareness and Reputation:**

- a. Metric: Brand recognition and recall among target audiences.
- b. KPIs: Social media mentions, brand searches, and positive sentiment in customer reviews.

**Product Differentiation:**

- a. Metric: Perceived uniqueness of the product compared to competitors.
- b. KPIs: Feature adoption rate (e.g., Bluetooth usage), differentiation score in customer surveys.

**Customer Satisfaction and Retention:**

- a. Metric: Customer satisfaction scores (e.g., Net Promoter Score).
- b. KPIs: Customer retention rate, return rate, and resolution time for customer inquiries.

**Innovation and Iteration:**

- a. Metric: Number of product enhancements or updates.
- b. KPIs: User feedback incorporated, time-to-market for new features.

## Success Metrics

*[Include key metrics to track and measure success.]*

- How do we know if we have solved the problem? How do we define success?
  - We will track the following metrics to measure success.
    - **Sales and Revenue:**  
**KPI:** Monitor the number of units sold and the revenue generated.  
**Measurement:** Compare actual sales against projected targets.  
**Success Indicator:** Meeting or exceeding sales goals indicates market acceptance and demand.
    - **Customer Satisfaction and Reviews:**  
**KPI:** Collect user feedback through reviews, ratings, and surveys.  
**Measurement:** Analyze average ratings, positive/negative comments, and overall sentiment.  
**Success Indicator:** High user satisfaction and positive reviews demonstrate product effectiveness.
    - **Market Share and Competition:**  
**KPI:** Assess market share relative to competitors.  
**Measurement:** Compare sales data with competitors' products.  
**Success Indicator:** Gaining market share indicates successful positioning.
    - **Strategic Goals Alignment:**  
**Measurement:** Regularly review how the product aligns with overall

business goals.

**Success Indicator:** If the product contributes to revenue growth, brand reputation, or market expansion, it aligns well.

■ **Usage Metrics:**

**KPI:** Track usage patterns (e.g., daily active users, average session duration).

**Measurement:** Use analytics tools to gather data.

**Success Indicator:** Consistent and growing usage indicates product adoption.

## Assumptions & Constraints

### 1. Assumptions:

- **Bluetooth Compatibility:** The target users own devices (e.g., smartphones, tablets) with Bluetooth capabilities.
- **User Comfort:** Users prioritize comfort during sleep and are willing to wear a sleep mask.
- **Light Sensitivity:** Users seek a sleep mask to block out light effectively.
- **Market Demand:** There is a demand for a sleep mask with integrated headphones, especially among travelers, shift workers, and light-sensitive individuals.
- **User Adoption:** Users will adapt to the hands-free operation and microphone features for calls.
- **Interest in Audio:** Users are interested in listening to music, white noise, or audio content while wearing the mask.
- **Battery Usage:** Users are comfortable with charging the sleep mask headphones periodically.

### 2. Constraints:

- **Physical Design:** The sleep mask must be lightweight, breathable, and fit various head sizes.
- **Battery Life:** The product's battery life is a constraint. Users may expect reasonable usage time before recharging.
- **Weight:** The weight of the sleep mask headphones should be minimal to avoid discomfort during sleep.
- **Price Point:** We need to balance features and cost to ensure affordability for the target audience.
- **Quality Assurance:** Ensuring consistent quality across all units during manufacturing is crucial.
- **Regulatory Compliance:** The product must comply with relevant safety and wireless communication regulations.
- **Competitive Landscape:** We operate in a competitive market, so differentiation and unique selling points are essential.
- **Bluetooth Range:** The effective range for Bluetooth connectivity (typically around 10 meters).

- **Washability:** The fabric must withstand regular washing without compromising functionality.
- **Privacy and Data Handling:** Ensuring user data privacy during Bluetooth pairing and usage.

## Timeline

- 1. Idea Generation and Research (Month 1):**
  - Collect ideas and background information for BeautyRest Bluetooth Sleep Mask.
  - Conduct customer interviews, market research, and competitor analysis.
  - **Projected Date:** By the end of Month 1.
- 2. Concept and Design (Months 2-3):**
  - Create a detailed Product Requirements Document (PRD) based on user feedback and research.
  - Create high-level value proposals and initial designs.
  - Gather feedback from stakeholders and iterate on concepts.
  - **Projected Date:** By the end of Month 3.
- 3. Development (Months 4-7):**
  - Develop the sleep mask hardware and software components.
  - Obtain necessary certifications (e.g., FCC, CE) for wireless communication and safety.
  - Implement Bluetooth connectivity, audio playback, and light-blocking features.
  - Conduct rigorous testing to ensure functionality and comfort.
  - **Projected Date:** By the end of Month 7.
- 4. Testing and Iteration (Months 8-9):**
  - Test the sleep mask with real users for comfort, fit, and usability.
  - Address any issues or improvements based on user feedback.
  - Optimize battery life and connectivity.
  - **Projected Date:** By the end of Month 9.
- 5. Production and Manufacturing (Months 10-11):**
  - Finalize the sleep mask design for mass production.
  - Partner with manufacturers and suppliers.
  - Ensure quality control and consistency.
  - **Projected Date:** By the end of Month 11.
- 6. Marketing and Launch Preparation (Months 12-13):**
  - Develop marketing materials, including product descriptions, images, and videos.
  - Plan the launch strategy, including pricing and distribution channels.
  - Coordinate with marketing and support teams.
  - **Projected Date:** By the end of Month 13.

## 7. Release (Month 14):

- Launch the Bluetooth Sleep Mask to the market.
- Monitor initial sales, user feedback, and any post-launch issues.
- **Projected Date:** By the end of Month 14.

# Personas / User Scenarios

**Name:** Tina Brown



### **Demographics:**

- Age: 29
- Gender: Female
- Occupation: Product Manager
- Location: Urban area (Washington, DC)
- Young, energetic single

### **Background:**

- Tina is a frequent flyer who travels for work and leisure.
- She values comfort, privacy, and seamless travel experiences.
- Tina is a busy professional who spends a significant amount of time on airplanes.
- She values self-care and any gadget that can relieve stress.

### **Needs:**

- She wants to block out light during long flights to get some rest.
- Listening to calming music helps her relax during flights.
- Hands-free operation with noise cancellation is essential for her convenience.
- The sleep mask headphones are perfect for her in-flight relaxation.
- Whether adjusting volume, skipping tracks, or answering calls, she wants a seamless experience.

### **Behavior/Pattern:**

#### **Pre-Flight Preparation:**

- Before boarding, Tina ensures her wireless sleep mask headphones are fully charged.
- She packs them in her carry-on bag along with other essentials.

#### **Onboard Routine:**

- Once settled in her seat, Tina puts on her sleep mask headphones.
- She adjusts the mask to comfortably cover her eyes and ears.



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- The wireless feature allows her to move freely without worrying about cords
- She selects her favorite calming playlist on her phone or in-flight entertainment system.
- Throughout the flight, Tina enjoys uninterrupted music, drowning out any ambient noise

**Sleep Mode**

- When she wants to rest, Tina activates the sleep mode on her headphones.
- The mask blocks out light, creating a cozy environment conducive to sleep.
- She drifts off, knowing she won't be or fellow disturbed by cabin lights passengers.

**Hands-Free Controls:**

- If she receives a call or needs to adjust the volume, Tina uses the touch controls on the side of her sleep mask.
- She appreciates the convenience of not having to fumble with buttons or reach for her phone.

**Landing and Arrival:**

- As the plane descends, Tina switches off the sleep mode.
- She continues listening to music until the aircraft reaches the gate.
- Once disembarked, she folds her sleep mask headphones neatly and stows them back in her bag

By understanding Tina's needs and behavior, we can design sleep mask headphones that cater to her preferences. These headphones should prioritize comfort, wireless connectivity, and hands-free controls. Additionally, they should provide excellent sound quality for her calming music playlist.

## Requirements / User Stories

*[Include requirements for visual and physical features, functionality, safety and performance, interactivity, manufacturing, supportability, regulations, and other aspects of the product. If applicable, link to customer interviews and research and include screenshots of what you've seen in the competition.]*

	Title	User Story / Requirement	Acceptance Criteria or User Flows	Link	Notes
		As a [persona], I want to _____ so that I can _____.	[List criteria critical to fulfilling the user story]	[Link to relevant work boards]	[Open questions, action items, competitive products, etc.]

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1	<i>Frequent Traveler</i>	<i>As a frequent traveler, I want to wear a sleep mask with Bluetooth that blocks out light and listen to calming music during my long flights, so that I can get restful sleep and arrive at my destination refreshed.</i>	<ul style="list-style-type: none"> <li>- Pairing and connecting the Bluetooth Sleep Mask</li> <li>- Playing music or white noise</li> <li>- Answering calls</li> <li>- Comfort and fit adjustment</li> <li>- Charging and battery status</li> </ul>	<a href="#">Jira link</a>	<ul style="list-style-type: none"> <li>-Discuss this with the Engineering Lead.</li> <li>-See <a href="#">Best Sleep Mask Survey</a></li> </ul>
2	<i>Night Shift worker</i>	<i>As a night shift worker, I want to wear a comfortable sleep mask with Bluetooth so that I can block out light and listen to soothing music during my daytime rest periods.</i>	<ul style="list-style-type: none"> <li>-Pairing and connecting the Bluetooth Sleep mask</li> <li>-Block out daylight</li> <li>-Listen to soothing music</li> </ul>		-Research insulating materials
3	<i>An Insomniac/light sleeper</i>	<i>As an insomniac, I want to wear a Bluetooth sleep mask so that I can listen to some meditations to improve my sleep quality.</i>	<ul style="list-style-type: none"> <li>-Bluetooth sleep mask pairs successfully with the user's phone</li> <li>-Comfortable to wear for extended periods</li> <li>-Users can listen to meditation or calming music</li> <li>-The battery lasts for at least 9 hours of continuous use</li> </ul>		

(Alternate Format. State Requirement/User Story and include acceptance criteria and additional information in paragraph and/or list form.)

1. **Frequent Traveler:** As a frequent traveler, I want to wear a sleep mask with Bluetooth that blocks out light and listen to calming music during my long flights, so that I can get restful sleep and arrive at my destination refreshed.

**AC 1.0: Pairing the Sleep Mask with Bluetooth**

*Given I am a frequent traveler*

*When I turn on the Bluetooth Sleep Mask*

*And I open the Bluetooth settings on my phone*

*Then I should see the Sleep Mask listed as an available device*

*And I can successfully pair it with my phone.*

**AC 2.0: Listening to Music**

*Given I am wearing the Bluetooth Sleep Mask*

*When I press the play button on the mask*

*Then I should hear calming music or white noise through the built-in speakers*

**AC 3.0: Blocking Light**

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*Given I am wearing the Bluetooth Sleep Mask  
When I put it on my face  
Then I should experience complete darkness, blocking out any light.*

**AC 4.0: Comfort and Fit**

*Given I am a frequent traveler  
When I wear the Sleep Mask for an extended period  
Then it should feel comfortable and not put pressure on my eyes or ears*

**AC 5.0: Battery Life**

*Given I am using the Bluetooth Sleep Mask  
When I charge it fully  
Then it should provide at least 9 hours of continuous playback*

2. **Night Shift workers:** As a night shift worker, I want to wear a comfortable sleep mask with Bluetooth so that I can block out light and listen to soothing music during my daytime rest periods.

**AC 1.0: Pairing the Sleep Mask with Bluetooth**

*Given I am a night shift worker  
When I turn on the Bluetooth Sleep Mask  
And I open the Bluetooth settings on my phone  
Then I should see the Sleep Mask listed as an available device  
And I can successfully pair it with my phone.*

**AC 2.0: Blocking Light**

*Given I am wearing the Bluetooth Sleep Mask  
When I put it on during the daytime  
Then I should experience complete darkness, blocking out any light  
And I can sleep comfortably without disruptions.*

**AC 3.0: Listening to Calming Music**

*Given I am wearing the Bluetooth Sleep Mask  
When I press the play button on the mask  
Then I should hear soothing music or white noise through the built-in speakers  
And it helps me relax and fall asleep during the day*

**AC 4.0: Comfort and Fit**

*Given I am a night shift worker  
When I wear the Sleep Mask for an extended period  
Then it should feel comfortable and not put pressure on my eyes or ears  
And I can wear it during my daytime rest without discomfort.*

**AC 5.0: Battery Life**

*Given I am using the Bluetooth Sleep Mask  
When I charge it fully before my night shift  
Then it should provide at least 9 hours of continuous playback  
And I don't have to worry about the battery running out during my rest period*

3. **Insomniacs and Light-Sensitive Sleepers:** As an insomniac/light sleeper, I want to wear a Bluetooth sleep mask so that I can listen to some meditations to improve my sleep quality

**AC 1.0: Pairing the Sleep Mask with Bluetooth**

*Given I am an insomniac or light-sensitive sleeper  
When I turn on the Bluetooth Sleep Mask  
And I open the Bluetooth settings on my phone  
Then I should see the Sleep Mask listed as an available device  
And I can successfully pair it with my phone.*

**AC 2.0: Blocking Light**

*Given I am wearing the Bluetooth Sleep Mask  
When I put it on during bedtime  
Then I should experience complete darkness, blocking out any light  
And I can sleep comfortably without disruptions.*

**AC 3.0: Listening to Calming Music**

*Given I am wearing the Bluetooth Sleep Mask  
When I press the play button on the mask  
Then I should hear meditation or calming music through the built-in speakers  
And it helps me relax and fall asleep*

**AC 4.0: Comfort and Fit**

*Given I am an insomniac or light-sensitive sleeper  
When I wear the Sleep Mask for an extended period  
Then it should feel comfortable and not put pressure on my eyes or ears  
And I can wear it during the night without discomfort.*

**AC 5.0: Battery Life**

*Given I am using the Bluetooth Sleep Mask  
When I charge it fully before my night shift  
Then it should provide at least 9 hours of continuous playback  
And I don't have to worry about the battery running out during my rest period*

4. Out of Scope

Certainly! Here are some aspects that would be considered **out of scope** for the **Bluetooth Sleep Mask**:

1. **Medical Conditions and Treatment:**

The sleep mask is not a medical device, and it does not diagnose or treat any medical conditions.

It does not replace professional medical advice or interventions for sleep disorders.

2. **Noise Cancellation:**

While the sleep mask provides audio playback, it does not offer active noise cancellation features.

Noise reduction is limited to the physical barrier provided by the mask.

3. **Advanced Sleep Tracking:**

The sleep mask does not include advanced sleep tracking sensors (such as heart rate monitors or movement sensors).

It focuses primarily on light blocking and audio features.

4. **Customizable Light Intensity:**

The sleep mask provides complete darkness, but it does not allow users to adjust the intensity of light blocking.

Customizable light levels are beyond its scope.

5. **Integration with Smart Home Systems:**

While the sleep mask pairs with smartphones via Bluetooth, it does not integrate with smart home systems (such as controlling lights or temperature).

6. **Built-in Sleep Coaching or Guided Meditation:**

The sleep mask does not include pre-recorded sleep coaching sessions or guided meditation programs.

Users must rely on external apps or content for these features.



## Designs



## FAQs

1. **Can I wear the Bluetooth Sleep Mask if I sleep on my side?**
  - Yes, most Bluetooth Sleep Masks are designed to accommodate all sleep positions, including side sleeping.
2. **How long does the battery typically last?**
  - Battery life varies by model, but most offer between 8-10 hours of playtime on a single charge.
3. **Can the Bluetooth Sleep Mask interfere with other Bluetooth devices?**
  - Bluetooth Sleep Masks use standard Bluetooth protocols and should not interfere with other devices unless there are specific compatibility issues.
4. **How do I pair my device with the Bluetooth Sleep Mask?**
  - Turn on the Sleep Mask, open your device's Bluetooth settings, and pair it with the Sleep Mask as you would with any other Bluetooth device.
5. **Are Bluetooth Sleep Masks safe?**
  - Yes, Bluetooth Sleep Masks are safe for regular use. They comply with standard safety regulations and emit low levels of radiofrequency radiation.