

Problem Statements

Tardy Tracy is a motivated, but conflicted young professional who always seems to be rushing out the door to work in the morning because she loves that extra 20-30 minutes in bed after she wakes up. She wants to start getting up earlier so she can take her time getting ready, have a more relaxing commute, and have time to get coffee and get situated at work before her day starts. This bad habit causes her stress because she has to rush to work, often can't grab a coffee and sometimes even makes her late for work. Wake Up Wars will solve this by eliminating the option to snooze and even reward her for picking up a new good habit.

Almost-motivated Mark is a competitive, career-oriented, getting out of shape 28 year old. He wants to start to wake up earlier to hit the gym before work but he is not a "morning person" and is having trouble finding the motivation to get up earlier without the threat of being late for work. His own motivation and his girlfriend's nagging about his "beer belly" just haven't been enough to get him up and out in time to get a solid one-hour gym session before work; he just needs an extra push. Wake Up Wars will solve this by forcing him out of bed by punishing him for not getting up and he can also bring out his competitive side by wagering with friends.

Priorities

People need a new (1.) alarm clock that actually wakes them up on time by (2.) forcing them out of bed and gives them the (3.) ability to challenge a friend to a friendly or (4.) competitive wager for anything from to money, to (5.) prizes like a free coffee in the morning.

1. Alarm Clock
2. Way to track steps/distance travelled to prove you are awake
3. Ability to challenge a friend (through either contacts/facebook/twitter)
4. Ability to wager money and exchange money
5. Ability to exchange goods through apps (coffee, uber, deals, etc..)

Name:	Mark Greene
Gender:	Male
Age:	27
Location:	Boston
Occupation:	Sales/Finance
Phone:	iPhone
Alarm Clock:	Uses the standard alarm clock app but has tried others.
Relationship:	In a relationship but lives with roommates.

Mark sleeps with his phone charging right next to his bed. He generally sets his alarm 20–30 minutes before he actually needs to be awake to take into account for snooze time and he often sets multiple alarms to ensure that he doesn't sleep through one of them. He sees value in both being rewarded for waking up and being punished for not waking up and thinks that either one could work for him. Being awarded things like money, coffee and cooked breakfast would get him out of bed, while the threat of being punished monetarily and getting into trouble at work would also get him out of bed. For the most part, he would like to wake up and get out of bed right after his first alarm and is pretty indifferent about having a picture of himself taken right after he wakes up being seen by others.

Scenario:

Mark works in sales in the financial services industry. He has a pretty demanding job and sometimes has to work late at night. This means that he often gets takeout for dinner at the office and rarely finds time to get to the gym. His girlfriend of a couple of years has started to give him a hard time because his once athletic physique from his days as a college athlete has become a bit soft. He really wants to get into the habit of going to the gym before work to get it out of the way before he starts his day. He has tried waking up much earlier than he normally does by using a couple different alarm clock apps as well as some homemade techniques but he finds himself always staying in bed longer than he wants and missing out on a chance to make it to the gym. He needs something that will force him to get up out of bed and out of the house in time to spend about an hour working out before he has to be at work at 8AM.

Name:	Kate Renney
Gender:	Female
Age:	24
Location:	New York
Occupation:	Marketing
Phone:	iPhone
Alarm Clock:	Uses standard alarm clock app.
Relationship:	Single

Kate also sleeps with her phone right next to her bed. She usually sets a couple alarms to make sure that she wakes up because she always snoozes at least 1–2 times, but she is almost always rushing out the door so that she doesn't miss the bus/train or isn't late for work. She would like to get up right after her first alarm so that she isn't rushing to get ready and has a more relaxing commute. She would rather be rewarded than punished and some prizes that she would like are iced coffee/breakfast, money or points award for shopping. She would definitely not want an early morning picture of herself published for not getting out of bed.

Scenario:

Kate has just moved to New York and will be on her own for the first time since college. She is starting her first real job in Manhattan; unfortunately, she can only afford to live in Brooklyn and will have a commute of over an hour at rush hour. She has never been a morning person and has worries about getting up in time to make the long commute and still get to work on time. She knows that its very important to not be the girl that is always showing up late to her first job so she wants to make a change to her morning routine. In college, she always had a roommate with a similar schedule to make sure that she was up and ready for class. She is looking for an alarm that will entice her to get out of bed quickly instead of force her out.

Wake Up Wars

Content Strategy

WHY:

There won't be a huge need for a ton of content within the app like with most alarm clocks. The interface should be as simple as it can be and there will only be a need for list of friends and times they are waking up, then simple but clearly explained steps to setting up the challenge, and possible a log of challenges so you can see what you friends are doing (like Venmo does with transactions). There could be a need for content surrounding tracking how users are doing (user profiles or activity log), how their habits are changing, what goals they would like to reach, etc.. There could be a need to develop content about forming new good habits and how waking up earlier can benefit you for marketing and educational purposes.

WHAT:

The message should be informative/encouraging to those starting to use the app and those that are winning their challenges or changing their habits for the better. For those that are losing challenges or are slipping back into old habits, the tone should be more playful and sarcastic, but encouraging at the same time.

WHO:

Audience will be users of the app. They will want simple and trustworthy content so they know that they are getting out of the challenge and they can be assured that they will be woken up on time. And also how their new habit is benefitting them short term/long term.

WHERE:

Most content will be within the app, as well as push notifications. Push notifications will show up at a certain time if they have not set their alarm yet for the next day or if they have been challenged by a friend.

HOW:

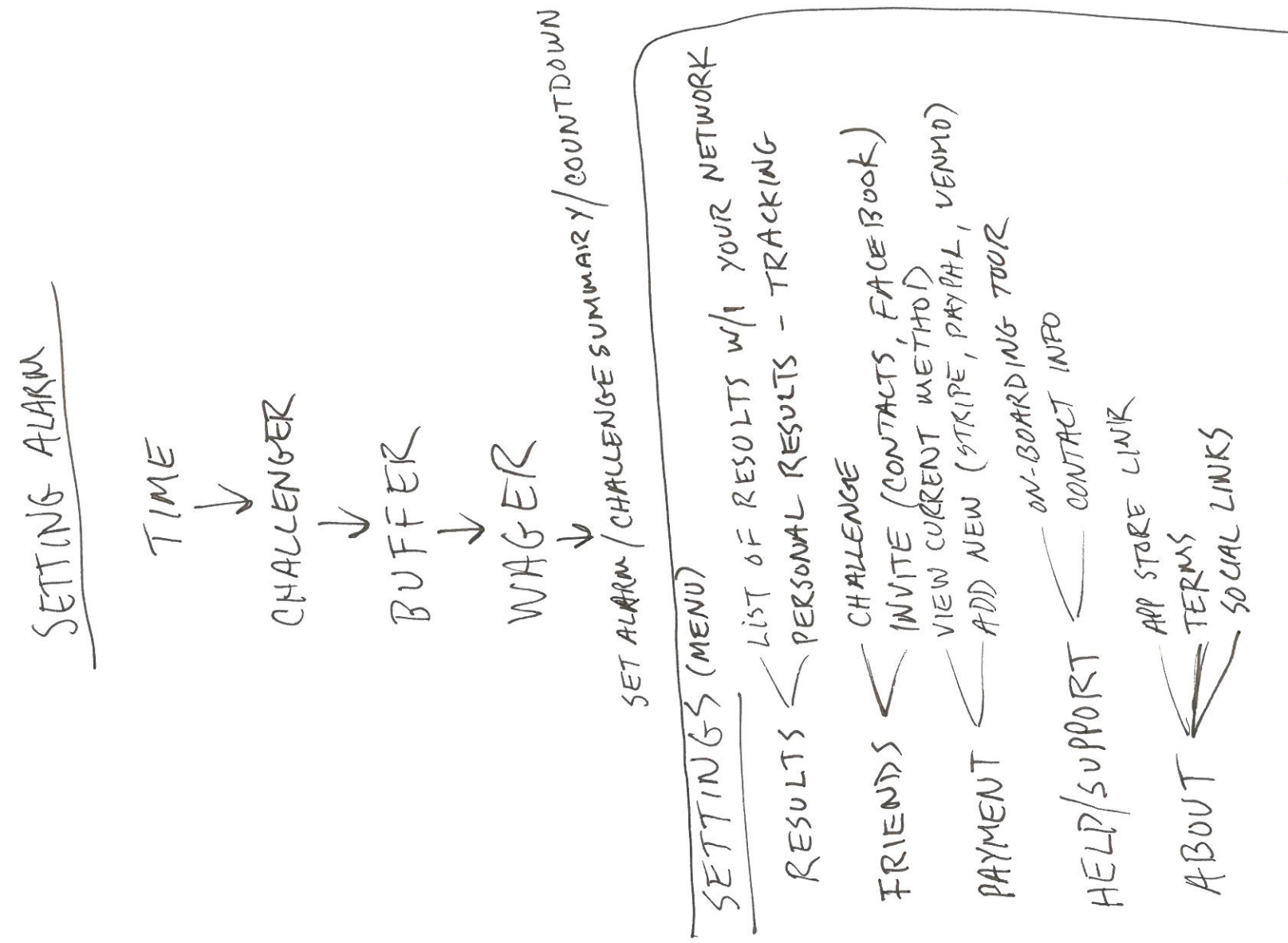
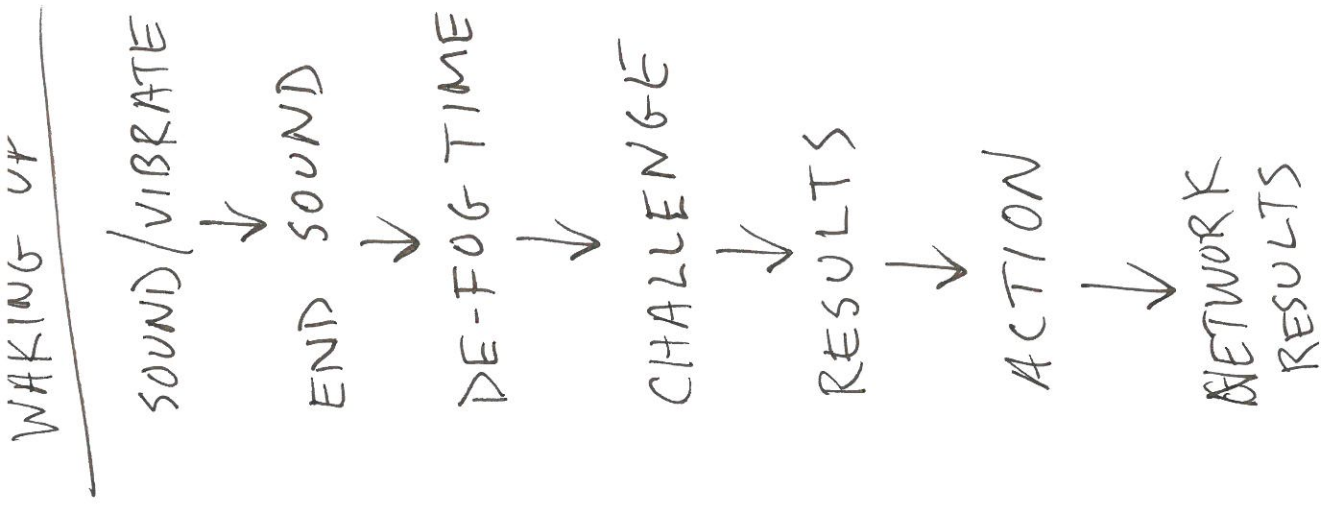
Content will be presented within the app and notifications as text. Longer form content can be presented through social media and on a blog.

WHEN:

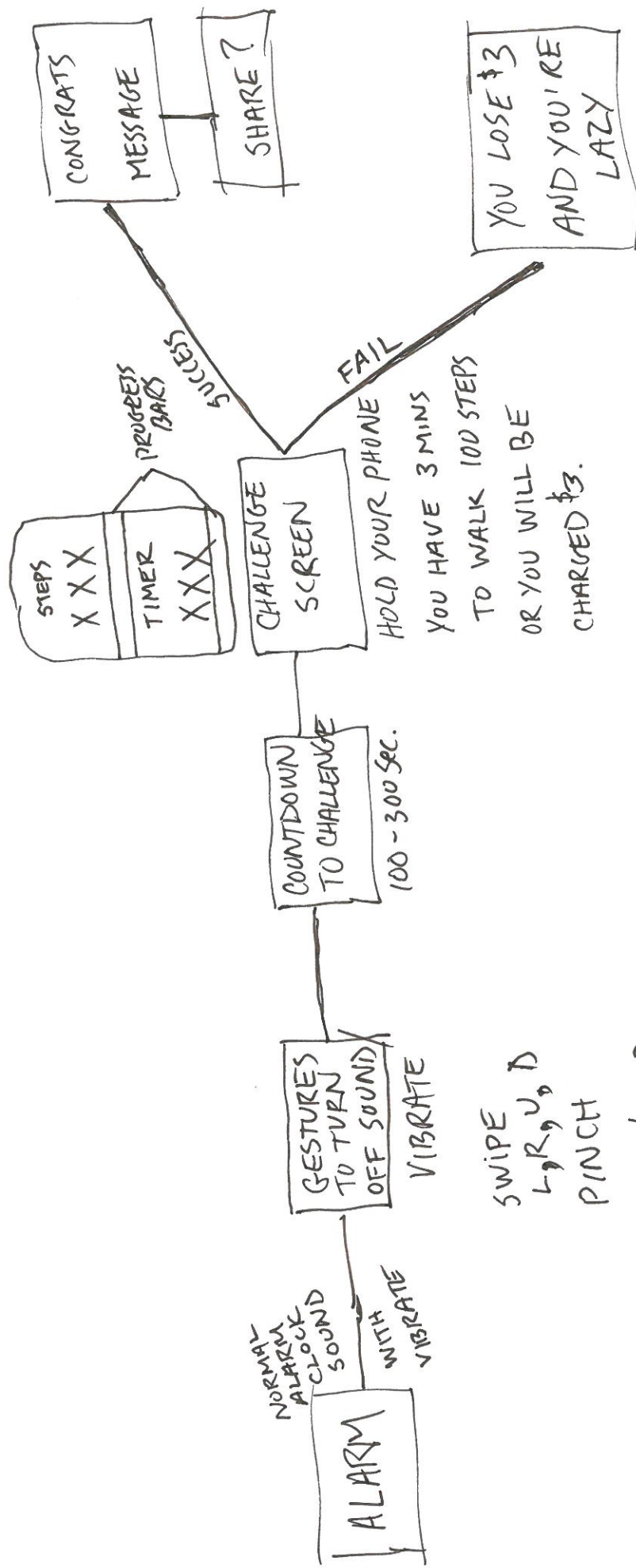
Content within the app will have to be created continuously in real time in order to see when friends are waking up and throughout the challenges. Other content outside of the app can be created anytime. There could also be a sharing feature where users can share their results daily/weekly/monthly.

NEW ONE SENTENCE DESCRIPTION:

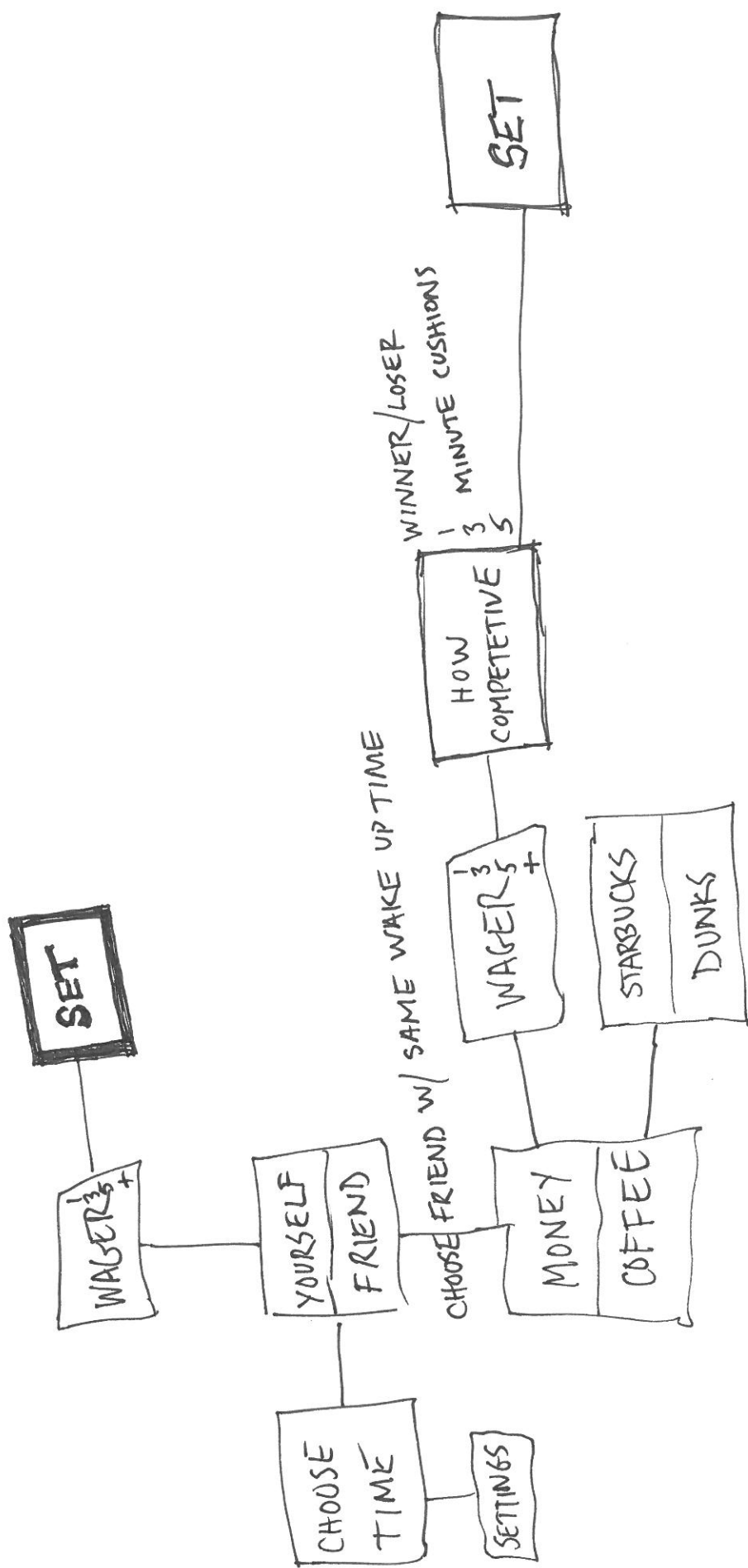
Challenge your friends to wake up and get up or the lazy one will pay up.



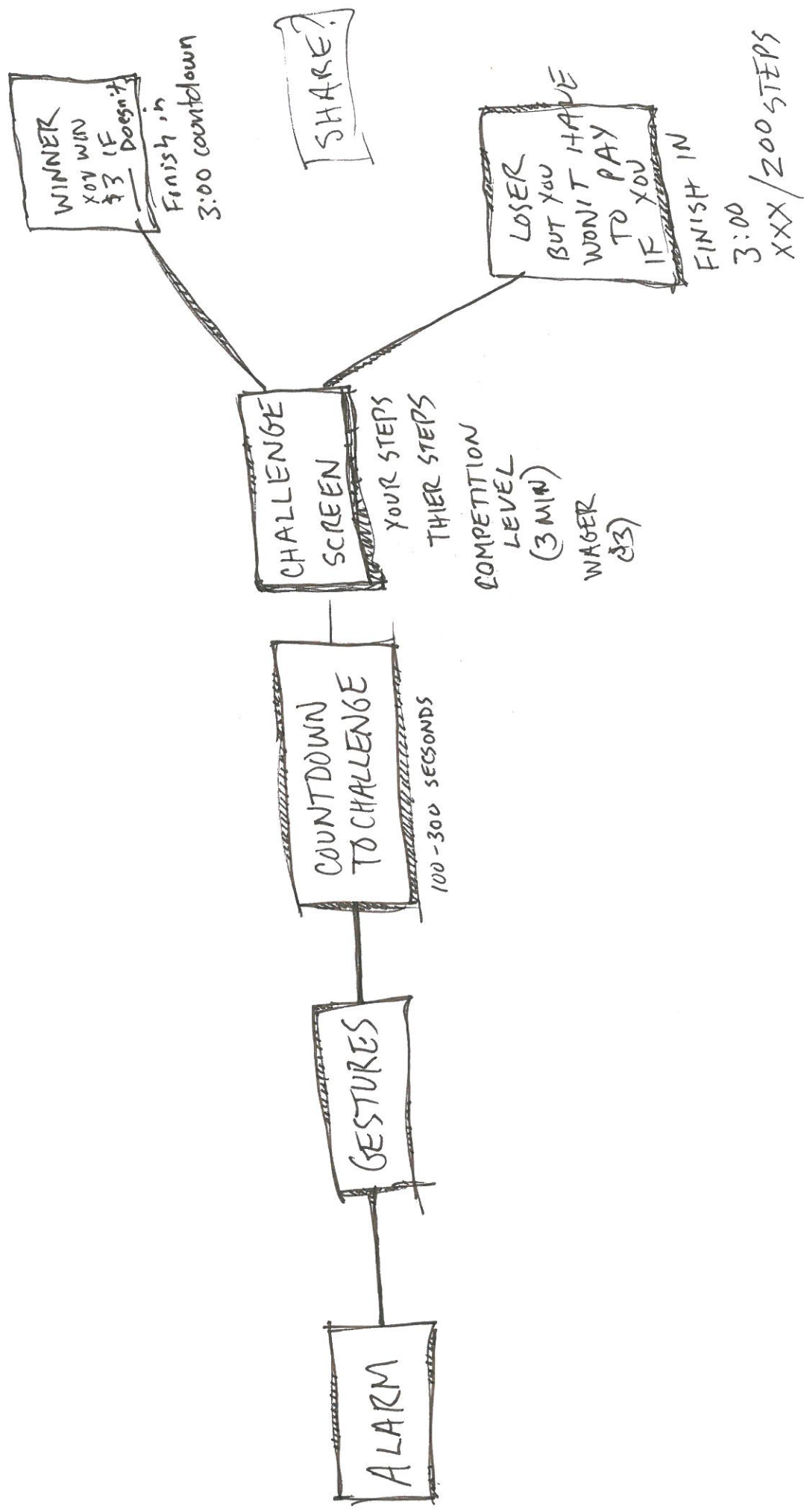
WAKING UP - CHALLENGE YOURSELF



SETTING ALARM AT NIGHT

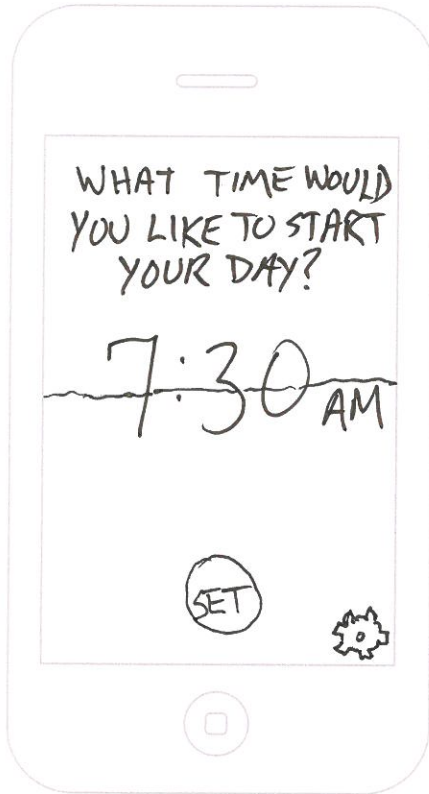


WAKING UP - CHALLENGE A FRIEND



① CHALLENGE YOURSELF

SCROLL
UP + DOWN
TO CHANGE
TIME



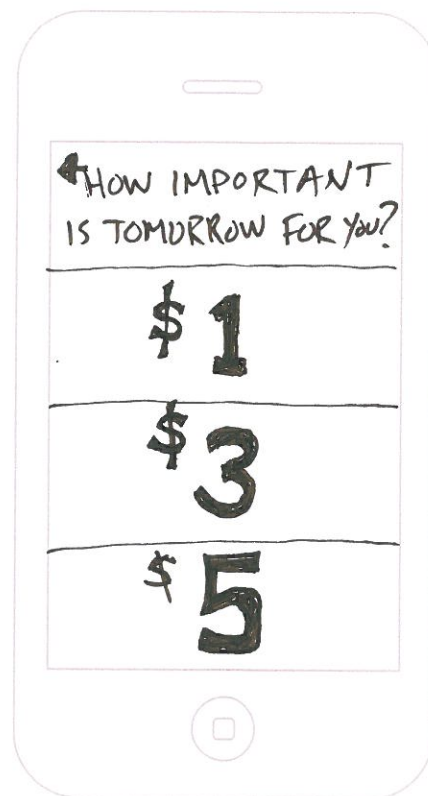
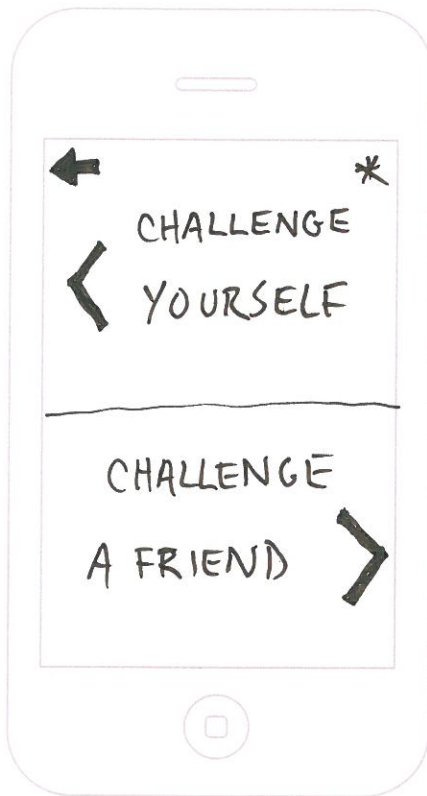
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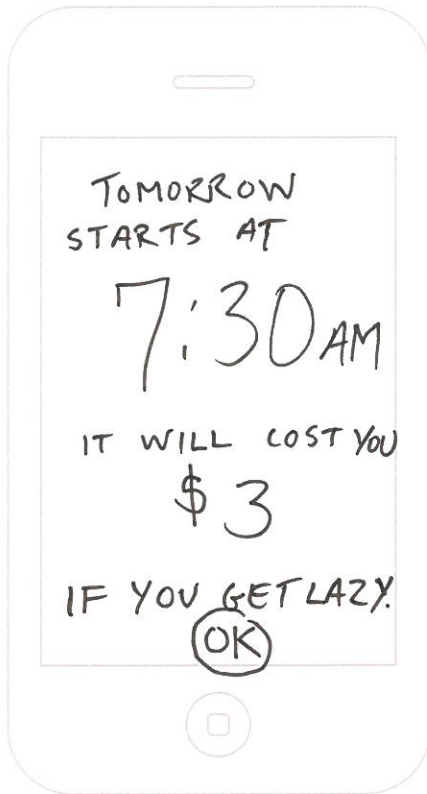
AUTHOR:

NOTES



↓
SCROLL
FOR MORE
OPTIONS

② CHALLENGE YOURSELF



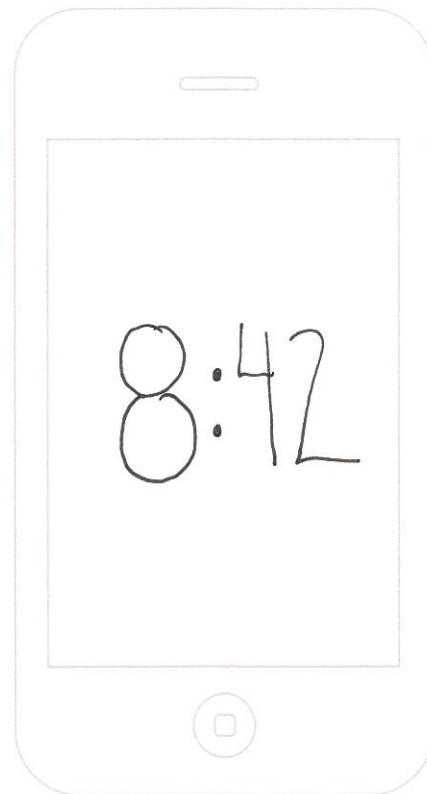
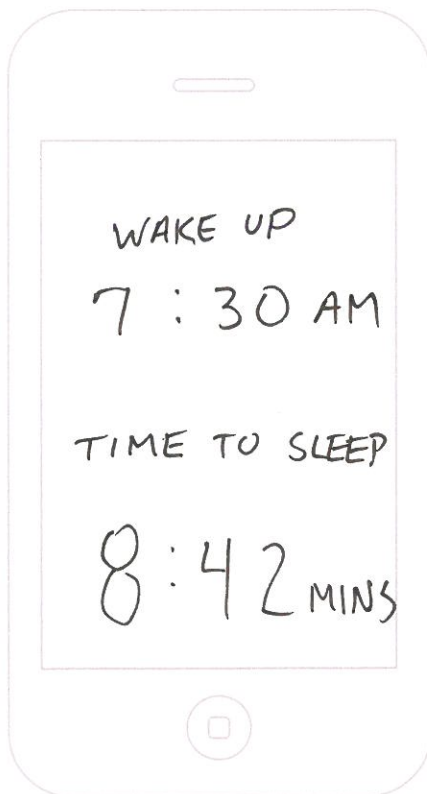
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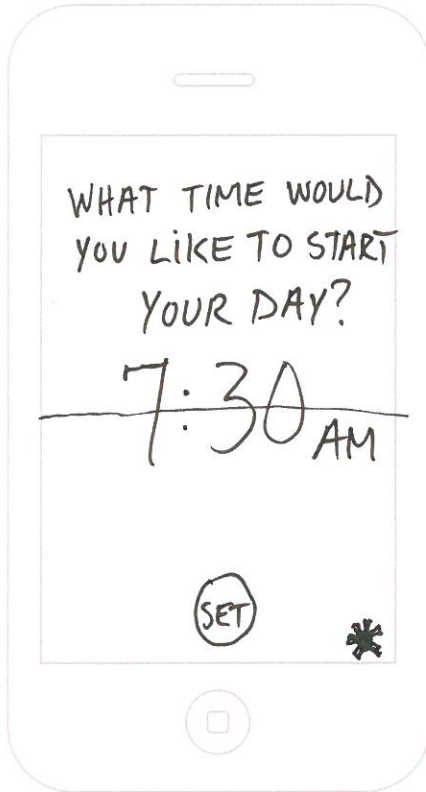
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① CHALLENGE A FRIEND

sneak peek
MOBILE

SWIPE
UP/DOWN
TO CHANGE
TIME



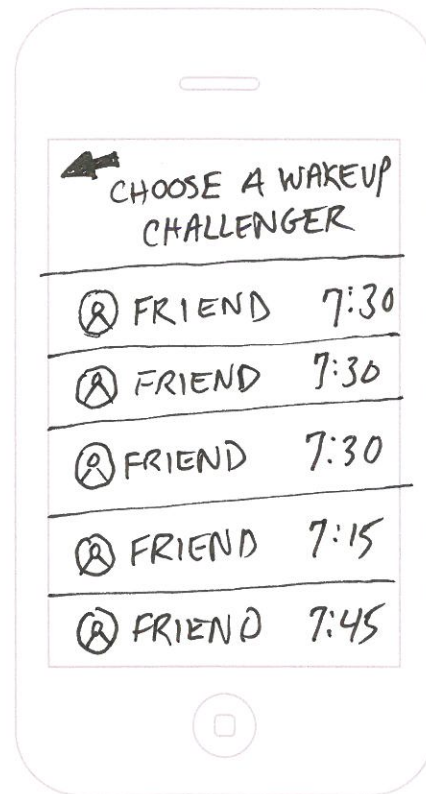
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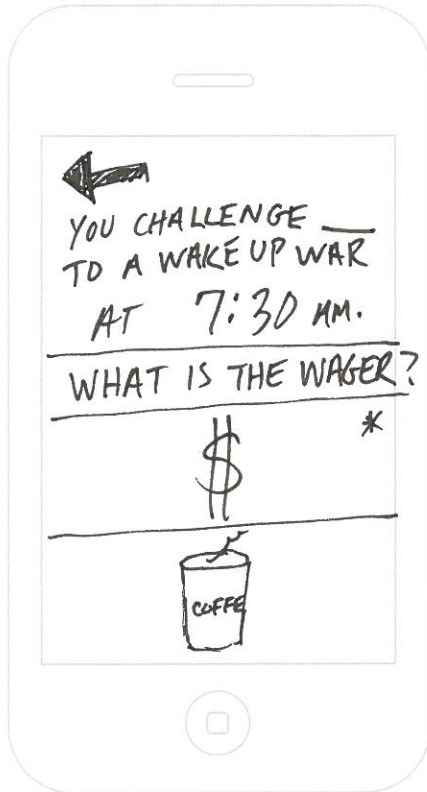
NOTES



LIST OF
CONTACTS WHO
HAVE ALSO SET
SIMILAR WAKE
UP TIMES
OR WHO
GENERALLY
WAKE UP AROUND
THAT TIME

↓ SCROLL
FOR
MORE

② CHALLENGE A FRIEND



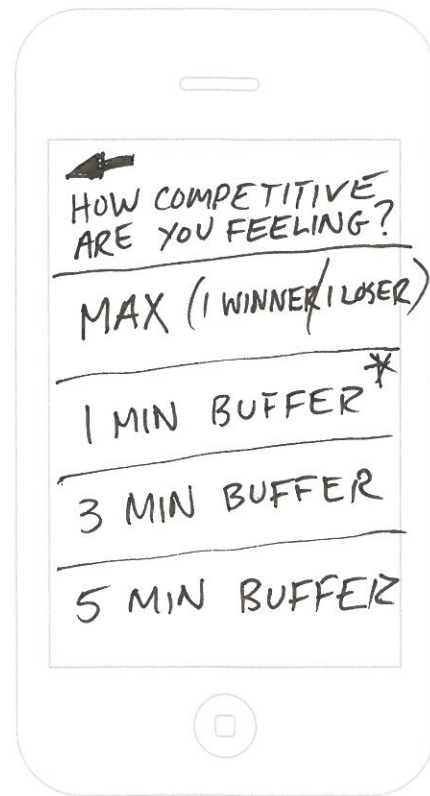
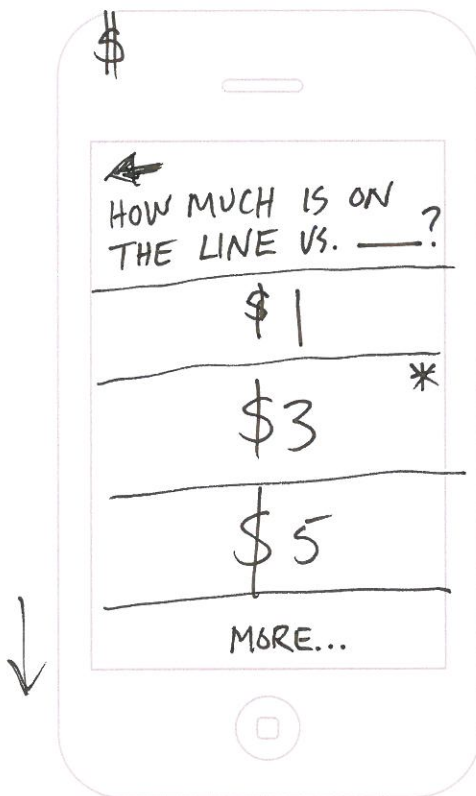
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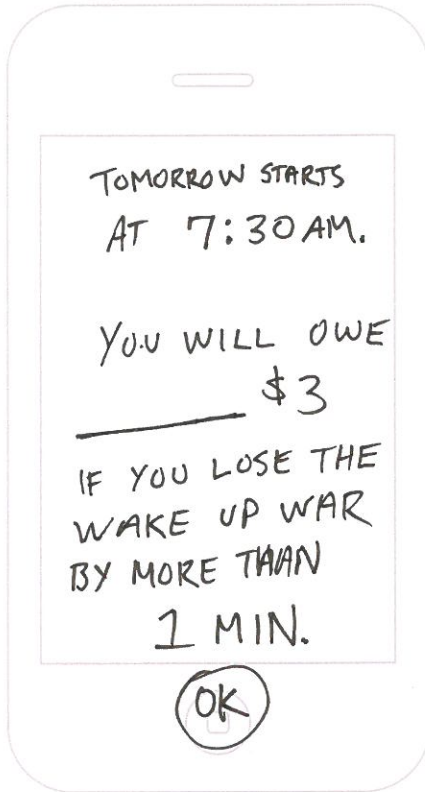
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③ CHALLENGE A FRIEND



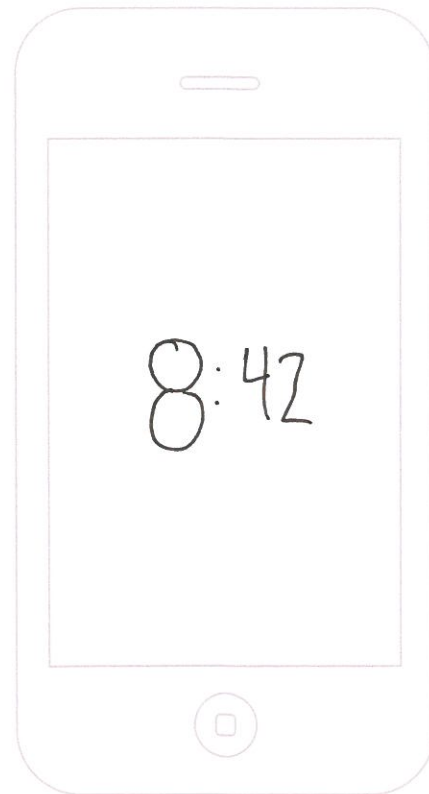
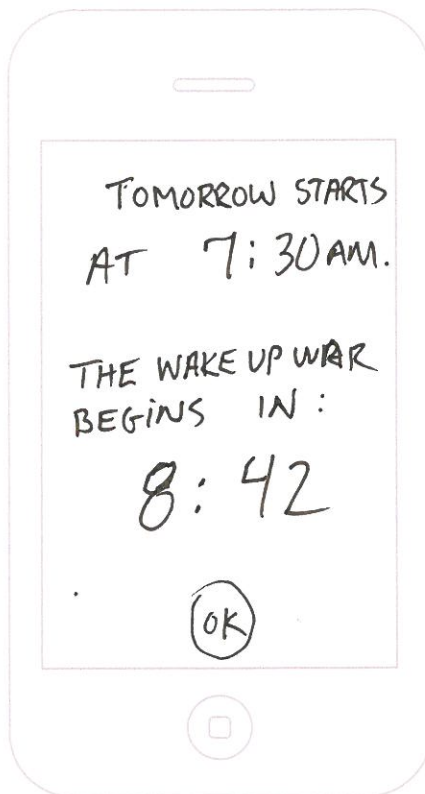
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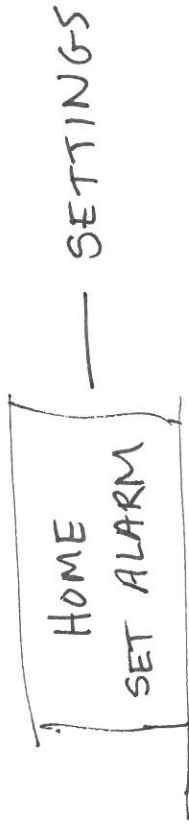
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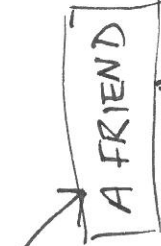
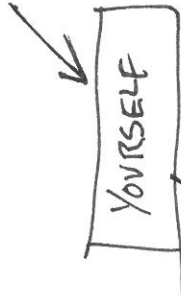
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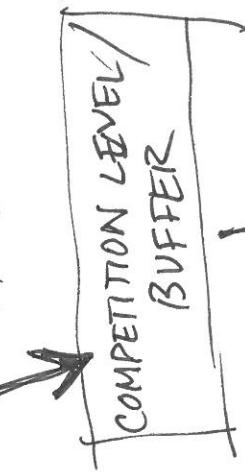
COUNTDOWN
IS PHONE
PLUGGED IN
AND SCREEN ON



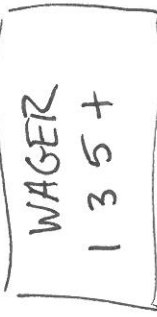
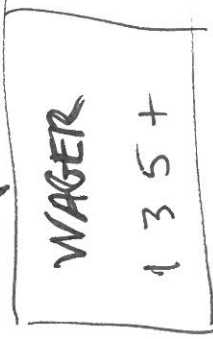
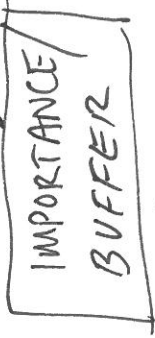
CHALLENGE



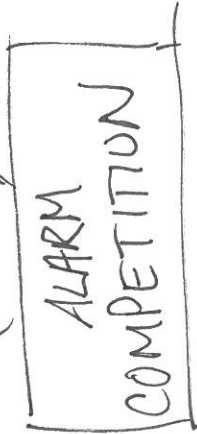
LIST OF FRIENDS ARRANGED BY TIME
THEY ARE WAKING UP, TIMES CLOSEST
TO YOURS ARE FIRST.



WINNER/LOSER - 0 MIN
1 - MIN
3 - MIN
5 - MIN

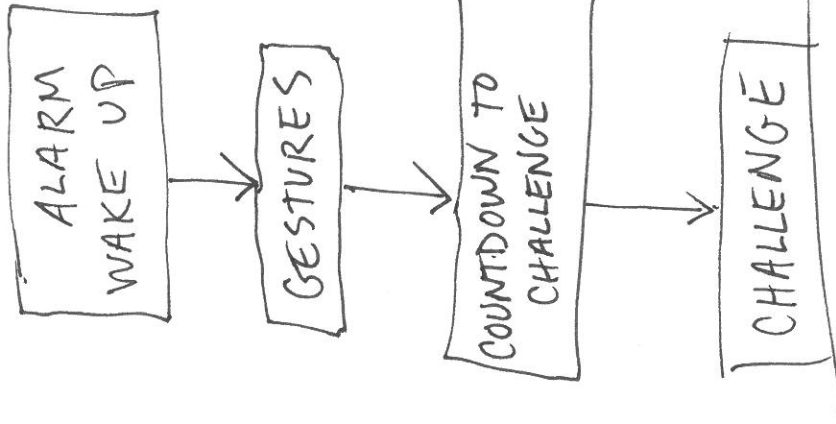


SLEEP



NORMAL ALARM SOUND W/ VIBRATE
(LATER: DIFFERENT SOUNDS)

4 SWIPES, PINCHES, DRAG/DROP
SOUND GOES OFF, 2-5 MIN WAKE-UP COUNTDOWN



TBD-TESTING REQUIRED
WALK 100 STEPS W/ PHONE
(LATER: W/ WATCH)

* WHEN CHALLENGING YOURSELF,
IMPORTANCE/BUFFER WILL DICTATE
HOW LONG YOU HAVE TO COMPLETE
CHALLENGE.

* DURING FRIEND CHALLENGE,
COMPETITION LEVEL/BUFFER WILL
DICTATE HOW LONG "LOSER" HAS
TO COMPLETE CHALLENGE BEFORE
THEY HAVE TO PAY UP.

App Map

