



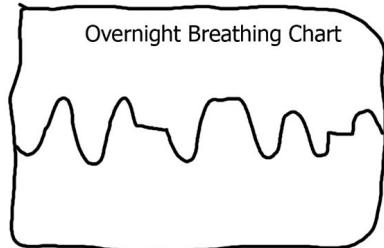
Joshua wakes up at 5:30 am day after day, and it is wearing down on him. He fell asleep in his tractor and his wife found him at noon, with half of a workday lost and the exhaustion still there. He didn't have time to fix his sleep schedule on his own, but he couldn't keep living like this.



His wife downloaded an app called Sleep Tracker that she heard about from her neighbor. She tries it for herself and it told her that her bad habit of waking up to get snacks in the night was costing her almost an hour of sleep, and getting rid of that habit made her feel so much more rested.



She recommends the app to Joshua. He is hesitant around technology and believes he can solve it himself, but he gives the app a shot anyways.



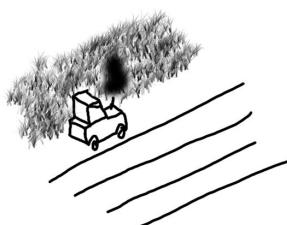
The app uses the sounds of his breathing to track his sleep and notices a few inconsistencies. He constantly wakes in his sleep without realizing it and there are strange gaps in his breathing.



The app tells him that he could have sleep apnea, and he goes to the doctor to get checked out.

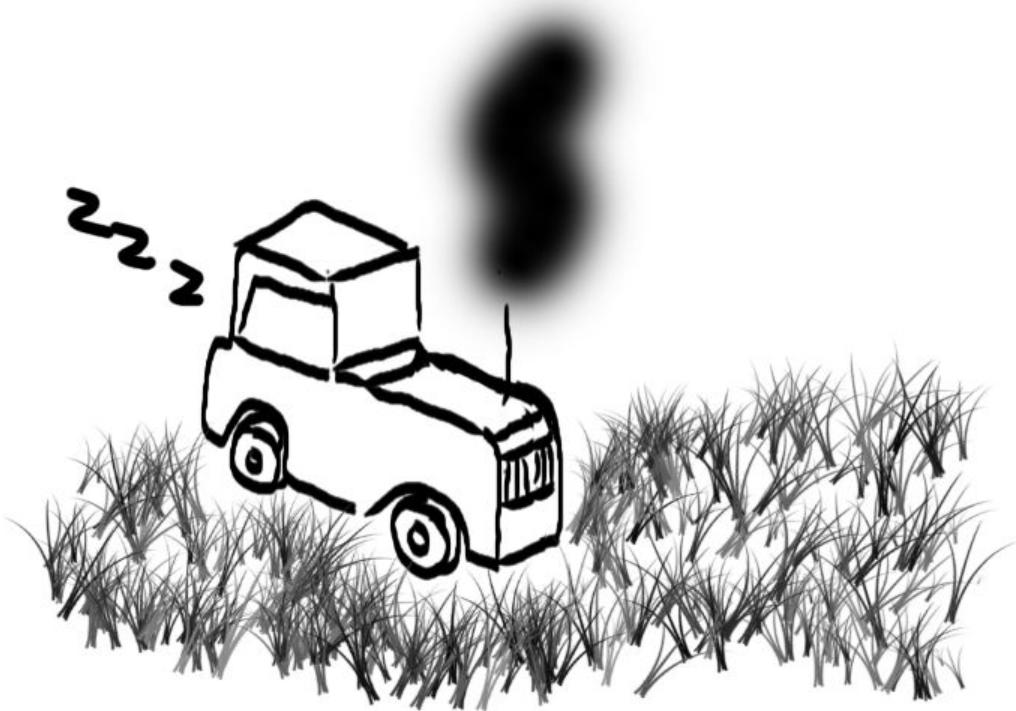


It turns out that his recent drowsiness was caused by this condition. After taking his doctor's recommendation and sleeping on his side with his head propped up, the app also realizes that he constantly wakes up and writes in the app that these disruptions are needing water. The app recommends that he drink more water during the day.



After he takes all of these recommendations, his sleep is so much better, and he feels awake and alert when working.

His wife goes out at noon again and finds that he is driving his tractor way out in the fields, more productive than ever.



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Overnight Breathing Chart



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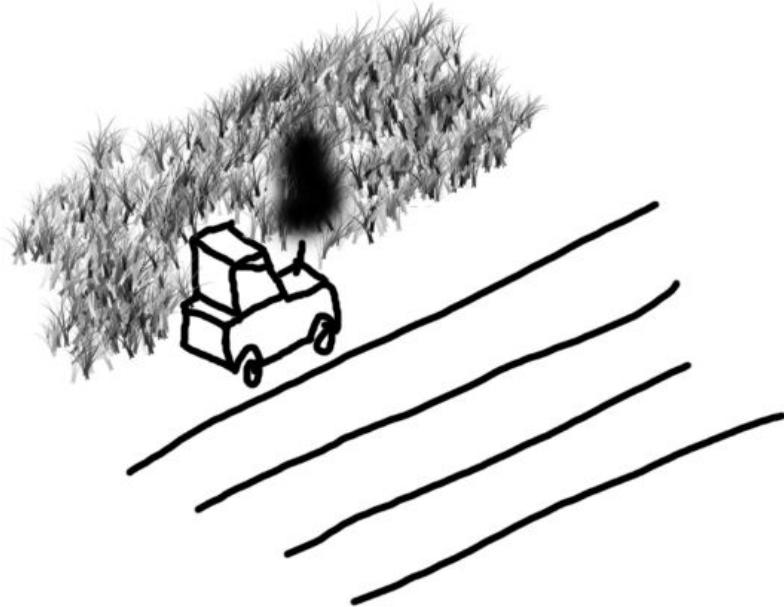
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Callie Hribar



Anisha is a medical student who is all about
hard work and success



Because of her drive to succeed, Anisha is often unable to sleep. She thinks time spent sleeping is time wasted. However, her grades in medical school are suffering, and she can't figure out why.



Anisha's fiance is concerned about her sleep habits and tells her about this cool sleep app he's been trying out!



She's hesitant to try it out, but relents anyway
and downloads it.



When she opens the app, she becomes interested in the informational feature of the app. The app supplies her articles and facts about the importance of sleep! She realizes that her sleep habits have been to blame for her recent academic struggles.



From then on, Anisha uses the many functions of the sleep app to help create healthy sleep habits. She gets notifications from the app for when to start turning in for the night. She tracks her sleep to recognize harmful patterns. She even buys some of the recommended sleep aids linked in the app to create a better sleep environment!



She does better on tests and schoolwork, and even becomes the top student in her class! All thanks to that super helpful sleep app!



Ernest is a 77-year-old retired veteran who does not know how to efficiently use the Internet. Ever since he retired from the military, Ernest has not been sleeping very well because he suffers from severe PTSD. Sleeping at irregular intervals throughout the night has been extremely unhealthy for Ernest, especially considering his age.



Ernest's grandchildren gradually noticed a change in their grandfather's behavior. Their grandmother confirmed to them that Ernest had been sleeping at short and irregular intervals throughout the night. So, Ernest's grandchildren decide to search for an app that would be beneficial for their grandfather's health.



After surfing the internet for about a minute, Ernest's grandchildren came across an app called the Sleep Tracker. The Sleep Tracker tracks how long you sleep whenever you have been inactive on your phone for a long period of time. Furthermore, whenever you wake up and open the app, the app will tell you exactly how long you have slept, depending on how long your phone has been inactive, and displays the health benefits or health risks, depending on how long you slept, of your current sleep schedule.



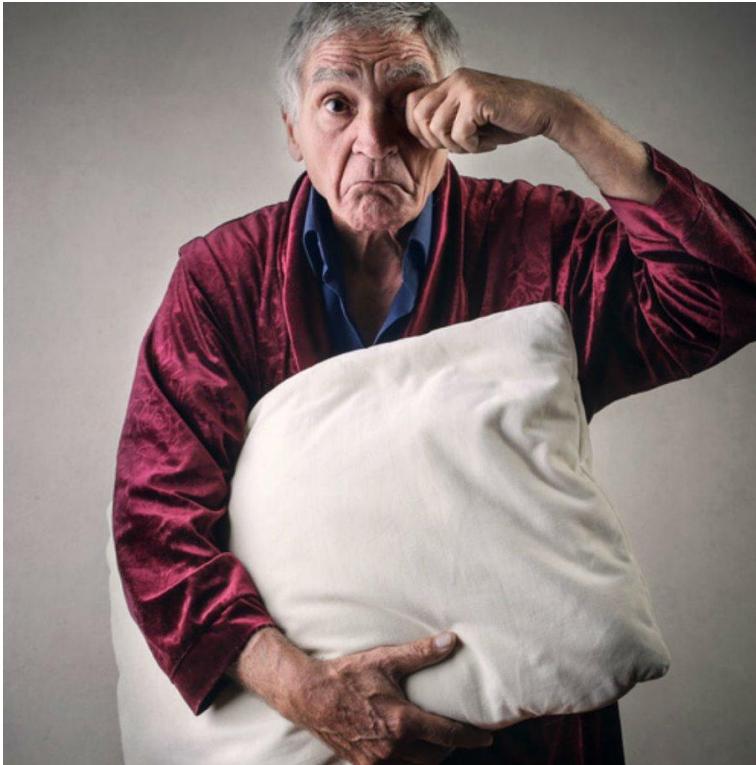
Ernest's grandchildren introduce the Sleep Tracker to their grandfather and set up an account for him free of charge. Ernest seemed intimidated by the idea, but his grandchildren reassured him that the app was easy to navigate through. So, Ernest decides to use the app for the sake of his wife and grandchildren.



Ernest turns off his phone for the night as he goes to sleep. When he wakes up, Ernest realizes he only slept for an hour and a half before picking up his phone in the middle of the night. After that night, he knew he needed to find assistance in obtaining healthier sleeping habits.



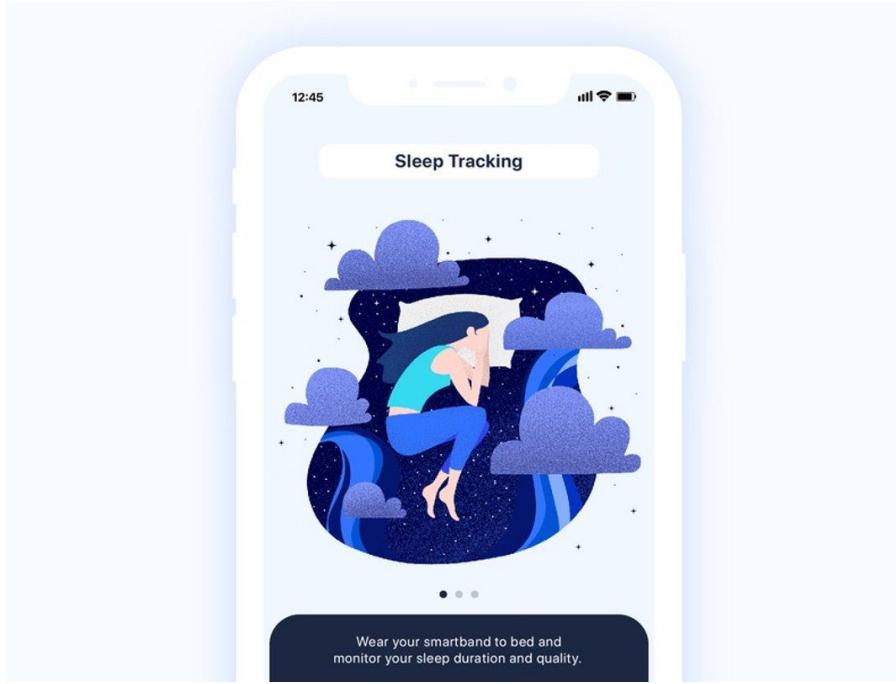
After using the Sleep Tracker app, Ernest begins to go to cognitive processing therapy in order to obtain better sleeping habits and have a more jubilant outlook on life. Thanks to Ernest's grandchildren, Ernest is now on track to leading a healthier and nutritious lifestyle.



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Fyodor Pavlovich

By Dylan Johnson



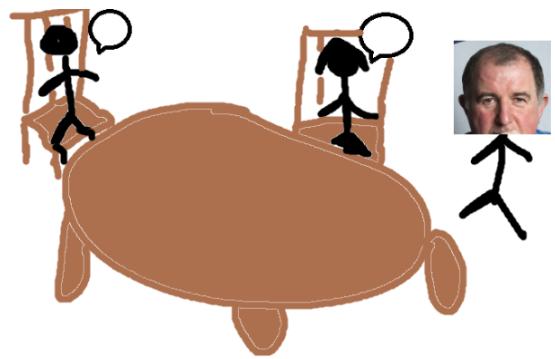
- 1) Fyodor works the night shift at a local convenience store. He has trouble sleeping during the day, but worries that his lack of sleep is negatively impacting his health. This worry makes it harder for him to sleep, as the longer it takes for him to fall asleep, the more worried about it he becomes, and the harder it is for him to fall asleep.



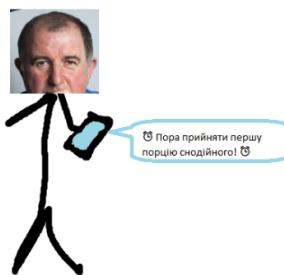
- 2) Fyodor visited his doctor and was diagnosed with chronic insomnia. His doctor prescribed some medications, as well as cognitive behavioral therapy with a psychologist.



- 3) After a few months of treatment, he realized that the improvements he had gotten were inconsistent, as he often forgot to take his medicine on time and his psychologist was unable to judge what effect his therapy was having, and thus could not evaluate what to change.



- 4) One day, while having dinner with his family on a holiday, Fyodor complained about his lack of sleep. In response, his son told him about an app he had seen an ad for, which was designed to help people tackle insomnia. After some pressure from his family, Fyodor caved and said he was willing to try it.



- 5) Fyodor downloaded the app and soon learned how he could use it to track his sleep, by rating it when he awoke and recording his sleeping hours. He figured out how to set up notifications from the app to let him know when to take his medications. When a notification appeared, he could then click to open the app and press a button that recorded that he did take his medicine on time. He then made the app forward monthly reports to his psychologist so he would be up to date when they met.



- 6) Fyodor's app allowed his psychologist to understand what part of their treatment was working and which ones did not work as well. In a few months, this allowed Fyodor to get consistently better sleep, alleviating his health worries, and giving him the energy to go fishing on the weekends again.

Fyodor Pavlovich by Dylan Johnson



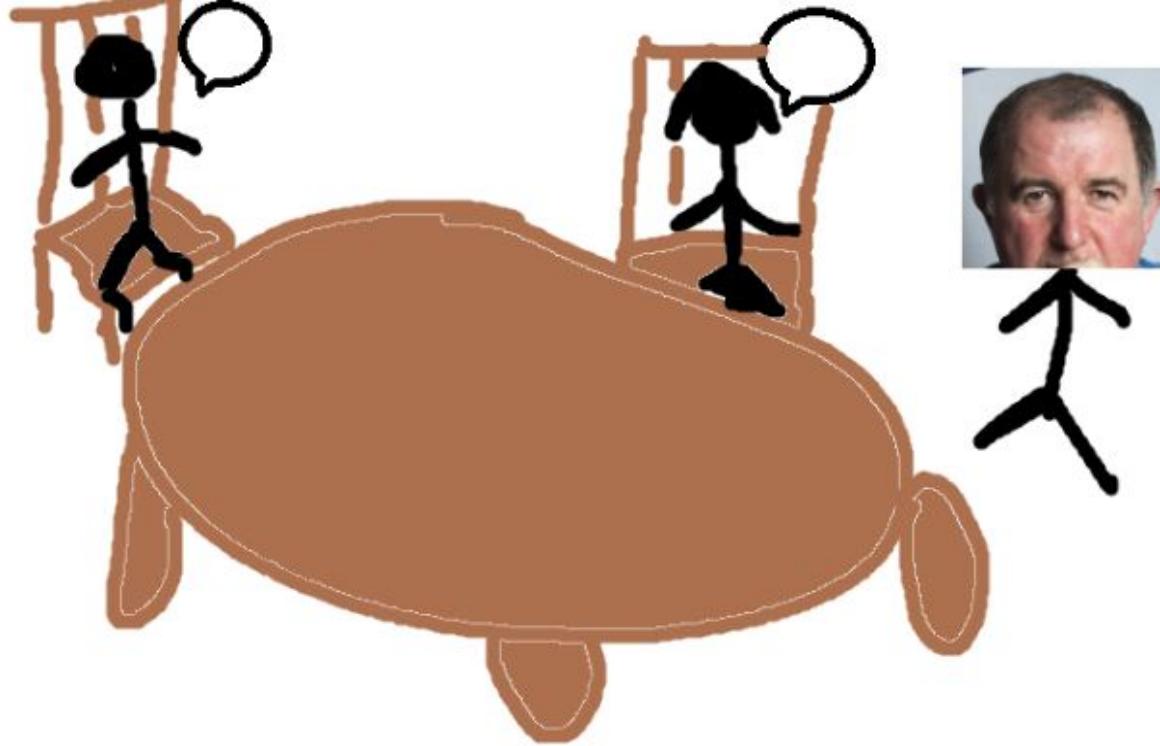
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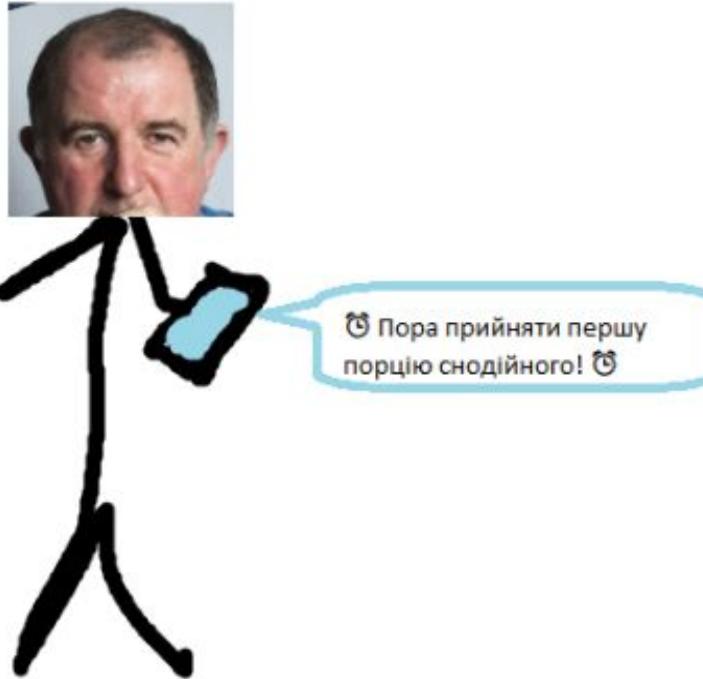
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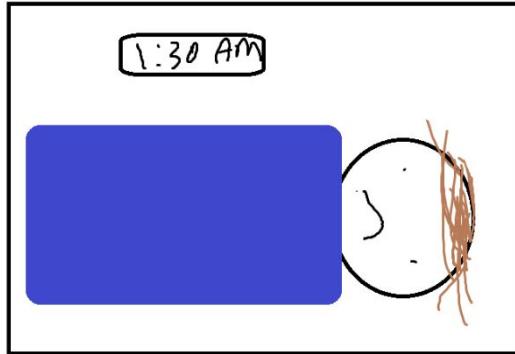
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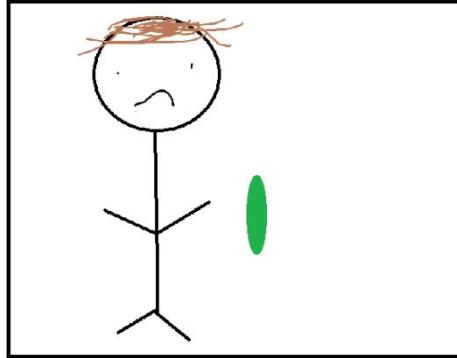
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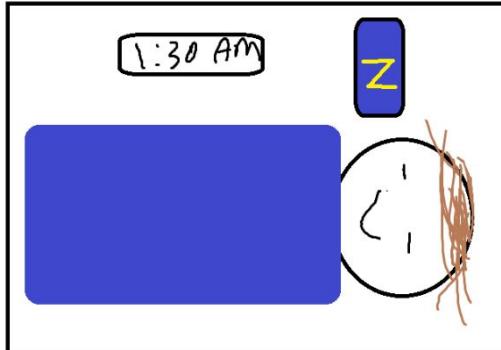
Brody Tanner is an insomniac. He feels unhappy with his inability to get a good night's sleep.



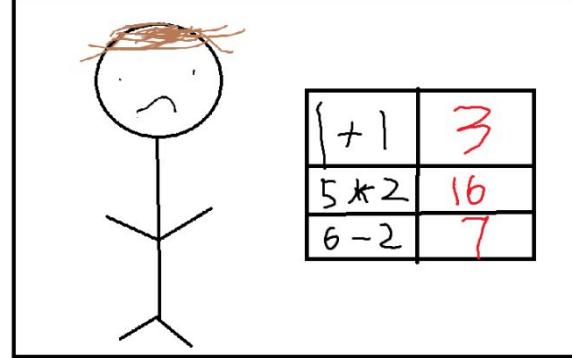
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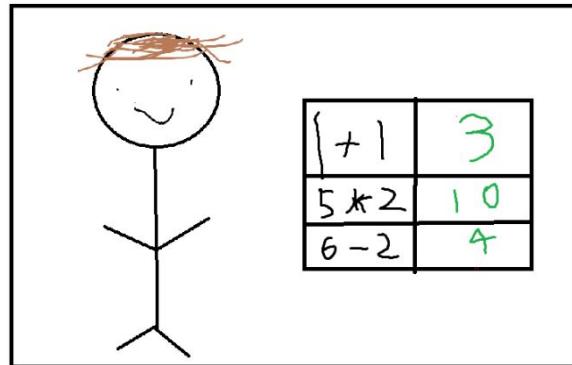
Brody has tried melatonin, but it does not work anymore. He fears that his insomnia will never go away.



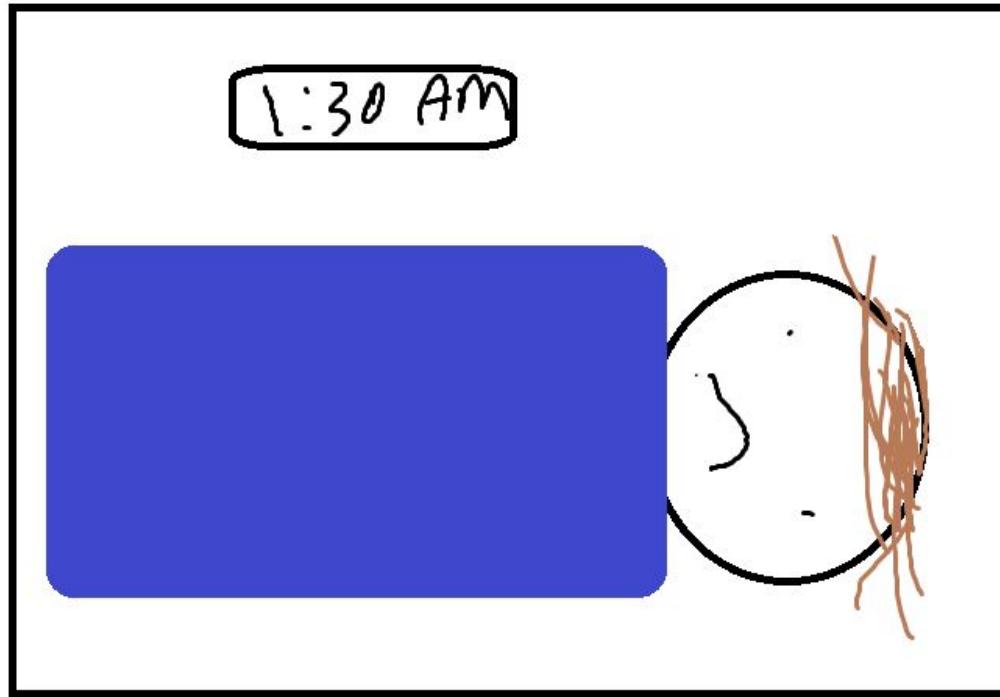
Brody uses the app and begins to track his sleep. He sees progress, which encourages him.



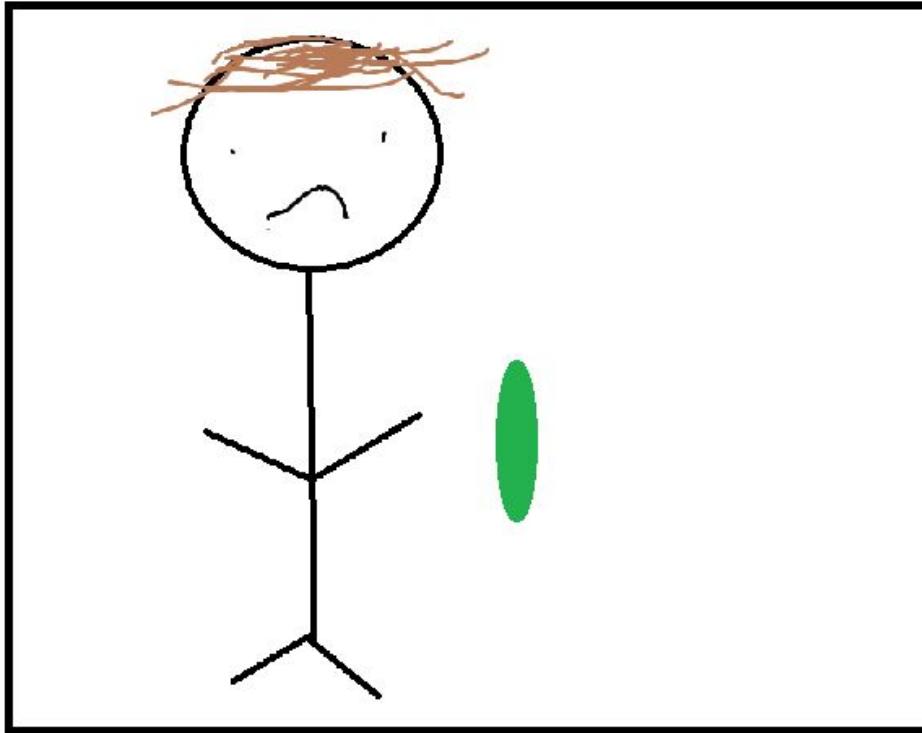
Brody's performance at work is decreasing because of the insomnia, so he decides to try something new.



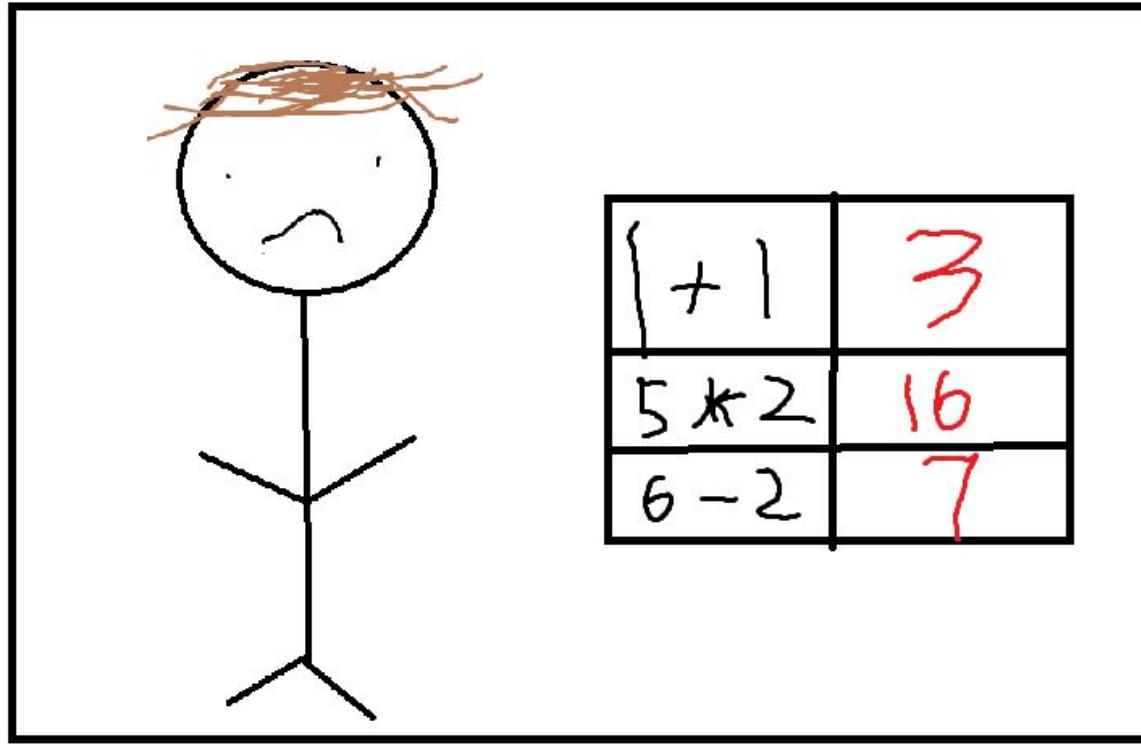
Now that Brody's sleep has improved, he is more productive and happy.



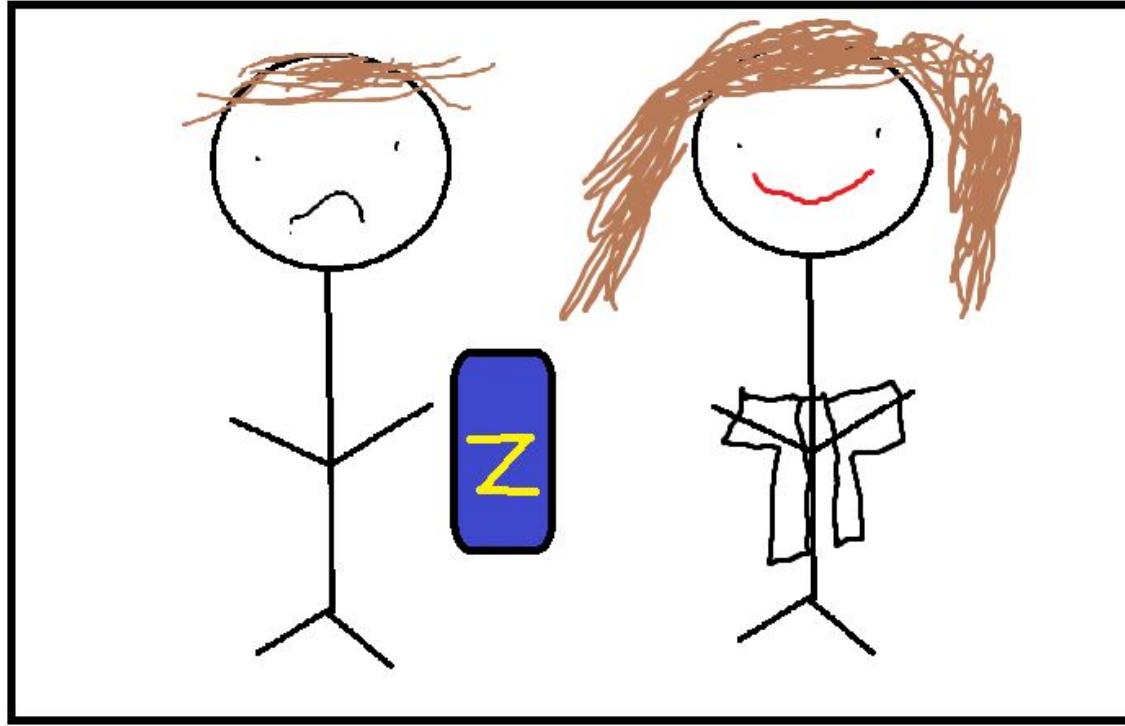
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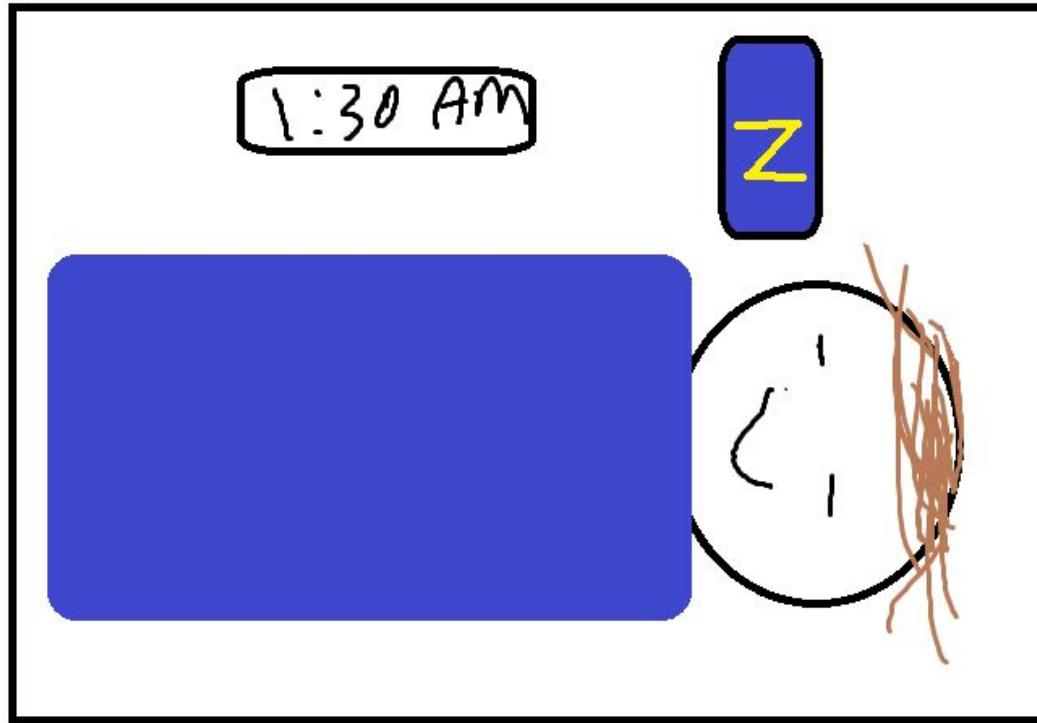
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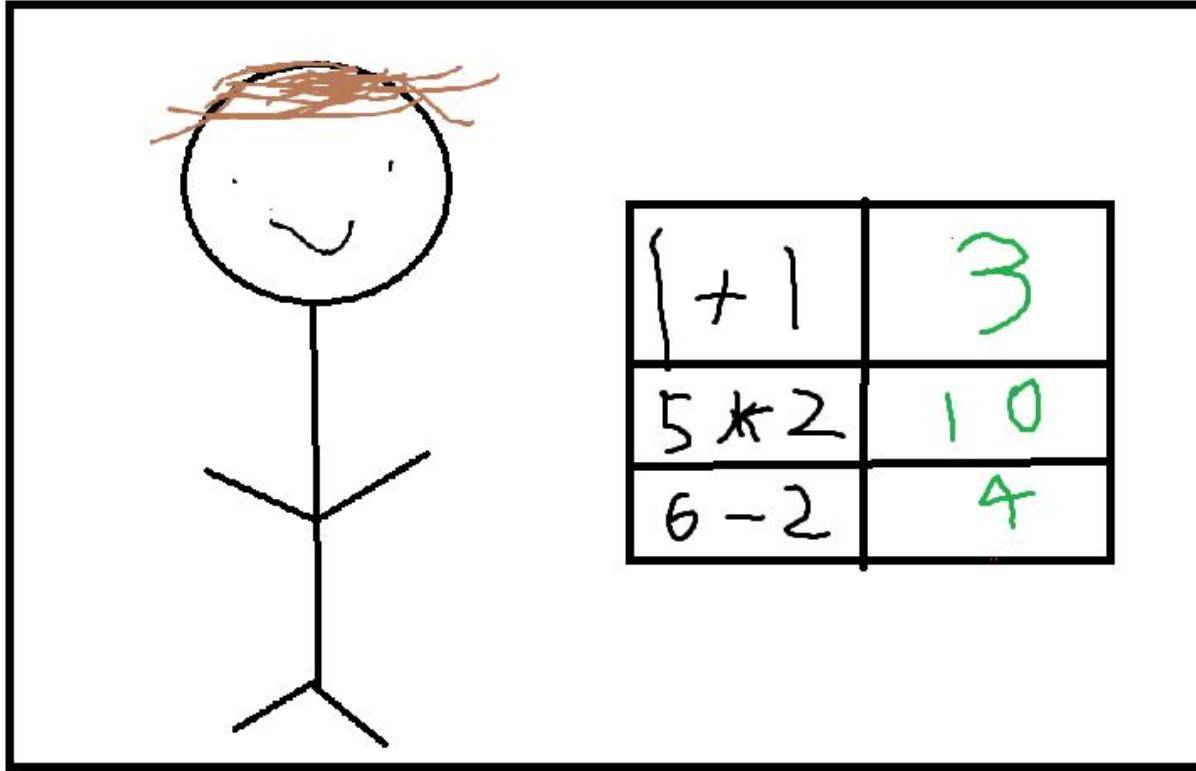
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