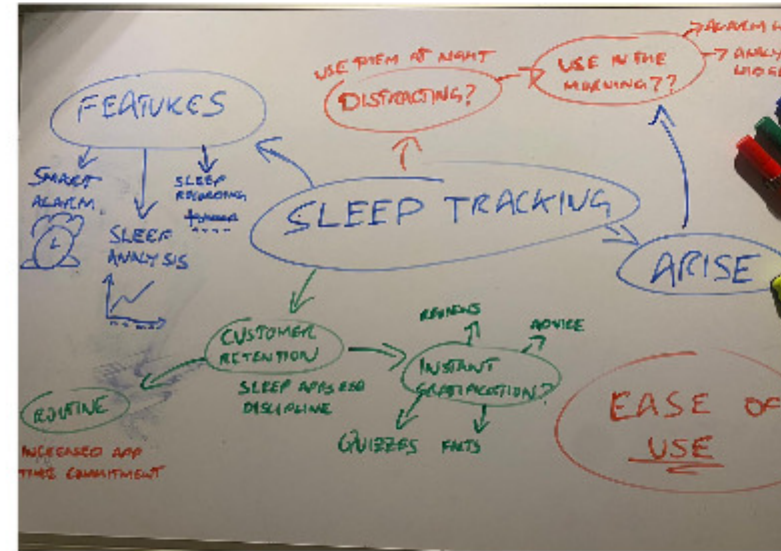


Ideate

Brainstorming

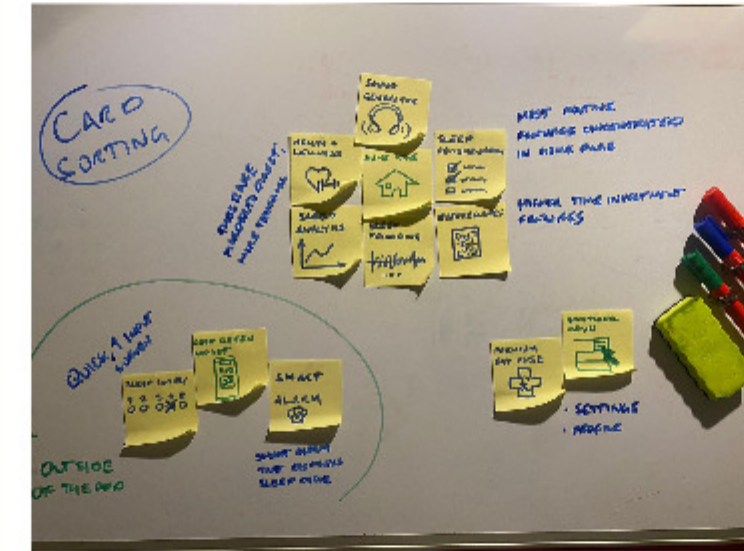


Mindmap ideas for the sleep tracking app.

Through this, I discovered that many other sleep apps actually encourage usage just before sleep, so I had the idea to possibly shift focus to **being an app to be used in the morning** through use of a Lock Screen Widget.

This then led to additional ideas of considering **instant gratification** or even **gamification** to boost user retention through quick morning surveys / interactions when turning the alarm off. This will then lead into a "reward" for completing the survey in the form of a quick statistic, fact, or tip for your sleep.

Card Sorting



Crazy 8s

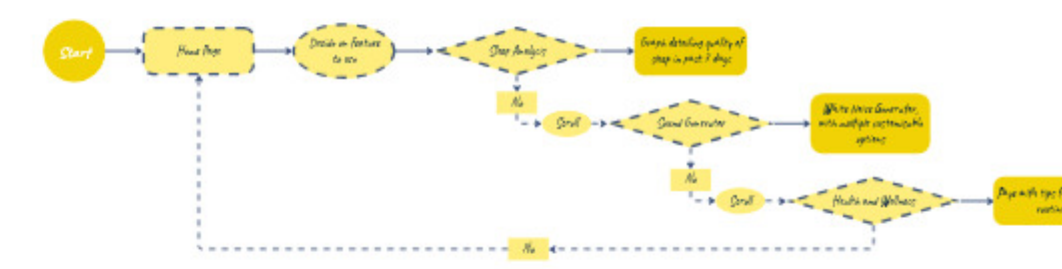


User Flows

Sign Up Procedure



Home Screen Flow



Lock Screen Widget

