Discover
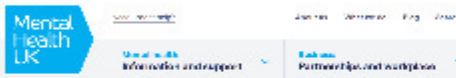
The Problem: Sleep

There is an extent and ongoing crisis of **sleep** that is only being exacerbated by the modern age. Current culture almost demands that people always be communicating or consuming, and technology has made it all too easy to prioritise this over other aspects of our lives such as the length and quality of our **sleep**.

However, technology can also be used to help. The goal of this project is to create a sleep tracking app to aid users to sleep in a world that demands we stay awake.

Sleep Foundation

The Year in Sleep: 37% of Us Slept Worse in 2023

Mental Health UK

Sleep and mental health

PRB (Population Reference Bureau)

Poor Sleep Has Social Causes and Consequences

The Target Audience

Considering that many problems regarding sleep stem from modern technology and culture, the target audience will mainly be **working individuals**; there is still a large amount of variance here though, as "working individual" can vary from anywhere between 17 to 60+. Therefore, the target audience will be narrowed down to **those who are also conscious about their health**, have access to smart devices, and are **willing to take the time and effort to track and monitor their sleep.**

Among this group of people their needs, requirements and pain points will have to be taken in account to create my design.
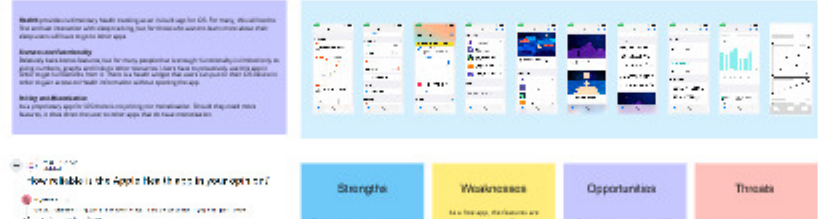
Competitor Analysis

SleepWatch

Health (Apple)

Sleep Cycle

Other Apps

Auto Sleep

Sleep Tracker
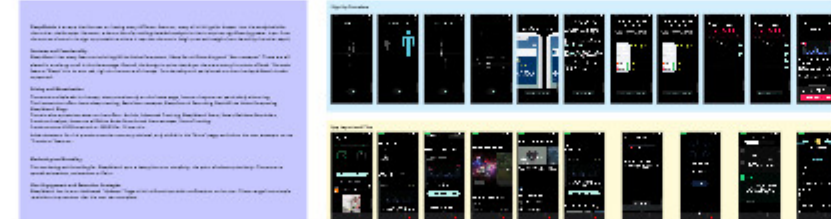
Surveys

Survey Summary

The majority of results from people willing to give responses are from generally working age people from a variety of professional backgrounds. Additionally, many of them are already taking active measures to monitor their health as shown where 60% of responses use a peripheral app or device. The results also show that many of the responses sleep regular hours at regular times, yet many still want to learn more about sleep schedule and consistency.

If I were to take this survey again, I could include a question regarding their sleep quality, as then I would be able to asses whether there is a correlation between sleep length, time of sleep, and sleep quality.

User Interview

Quantative Questions

Do you use any sleep tracking apps or devices such as (fitbit, apple watch, etc)

"Ah, I use a sleep tracking app on my phone as well as a fitbit to monitor my sleep patterns and ensure I'm getting enough rest"

When do you usually go to sleep?

"I usually go to bed around 11pm to make sure I get enough rest before starting my day at 5am."

For how long do you sleep for on average?

"On average, I sleep for about 7 to 8 hours each night."

Rate your sleep quality on average

"I'd rate my sleep as generally good, around 7 out of 10, I get a decent amount of rest, but there's always room for improvement in terms of consistency and quality."

Qualitative Questions

What is your profession?

"Semi retired now, but I am a business owner"

How many hours a week do you work?

"Some days I just tool through emails and make sure everything is running smoothly, but other days I stay up very late making calls, getting orders in, etc"

What hours do you usually work at

"I wish I could tell you a concrete plan, but usually I don't know myself"

What is your age, sir?

"Male, 55 years old"

What fact or advice about your sleep are you interested in? Stages of the Sleep Cycle, Sleep Hygiene, Sleep Disorders, or Dreaming?

"I'm interested in advice about improving sleep hygiene. Understanding how to create a better sleep environment and establish a consistent bedtime routine could help enhance my sleep quality."

What would you like to improve about your sleep?

"I'd like to improve the consistency of my sleep schedule and ensure I'm getting a full 7-8 hours of quality sleep each night. Sometimes, I struggle with falling asleep quickly, so better managing my pre-sleep routine to relax and wind down would be beneficial."

Interview Summary

The interviewee shows that their erratic schedule leads to an erratic sleeping pattern, which then leads to their interest in monitoring their sleep. This individual is particularly motivated to monitor by their sleep as shown in their use of peripheral devices such as the sleep tracking app and their fitbit.

Overall, this individual is the prime example of who would be using sleep tracking apps, and as such my design should be catered towards them.