

Define

User Personas



Alex

Bio
Age: 28 Year Old
Occupation: Software Developer
Location: UK
Alex is a hardworking employed individual currently working in the UK. Though he does not consider himself old, he is paying much more attention to his health now than he has in the past.
As a diligent member of the technology sector, one major aspect of his health is his sleep, so he is looking to technology to help improve. He has tried out devices such as the Apple Watch and Fitbit, as well as sleeping gadgets such as eye masks and white noise generators.
Someone such as Alex who is both interested and willing to learn and improve their sleep is the perfect audience for a sleep tracking app.

Statistics
Interest Usage: ★★★★★
Health Awareness: ★★★★★
Gadgets: ★★★★★

Needs:
Accurate tracking and evidence-based insights
Many features to try out
Customisation
Empirical, statistical data

Hobbies and Likes
Alex has a technological background for his work, which transfers to his hobbies: he prefers staying at home with his electronic devices and electronic entertainment such as video games and video streaming.
He is also someone who is very technical, preferring to tinker with settings or options when it comes to games or products, **satisfying satisfaction is making sure that they are perfect for him.**

Pain Points:
Certain options is seen in unattractive places
Cluttered UI
Intrusive notifications
Limited features



Rosalind

Bio
Age: 46 Year Old
Occupation: Senior Healthcare Consultant
Location: UK
Rosalind is an experienced professional working as healthcare consultant. **Ironically, as her job to improve others' lives has grown in responsibilities, her own health has been neglected.**
Rosalind has a care-free attitude towards many things, often leading her to procrastinate or postpone the things that work, and sleep things that she feels are not. She prefers to find solutions through exploration of different options and by her own gut feeling.
Therefore, she is looking for a medically-backed, scientifically tested way to improve her health from the comfort of her own home. Sleep tracking apps are one perfect option.

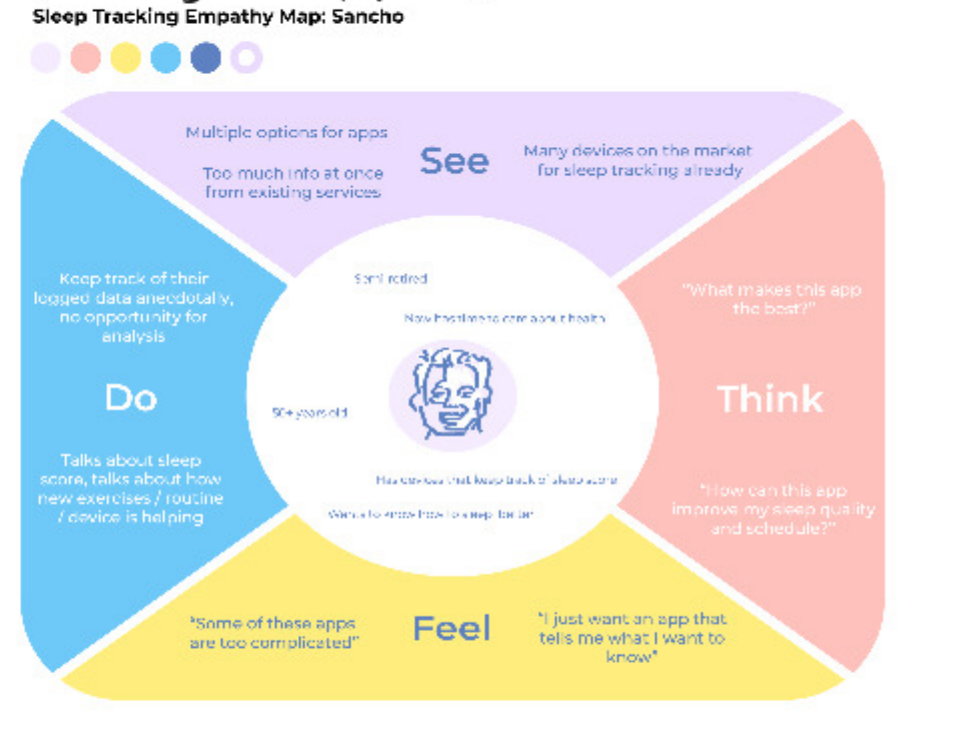
Statistics
Interest Usage: ★★★★★
Health Awareness: ★★★★★
Gadgets: ★★★★★

Needs:
Lasting First Impression
Ease of Use
Non-aggressive monetisation that won't leave a bad impression

Hobbies and Likes
Rosalind prefers to be out and about, and being more sociable as she finds joy in connecting with her friends and acquaintances. This may be in the form of sharing these experiences in their company, or as conversation points she feels are interesting.
Rosalind is **very pragmatic in her adoption of services or products; either it works for her and she swears by it to everyone she knows, or she drops it in favour of other options without a second thought.**

Pain Points:
Over-complexity
Overwhelming recommendations
Too much time commitment in an app

Empathy Mapping



Journey Mapping



Goals for my own design



Problem Statement

Good sleep is scarce, and cultural norms are not helping with that. There needs to be an **easy to use, easy to understand, and easy to recommend** app for helping users to sleep.