

404 sleep not found

needfinding report

cmpsc 185
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meet the team



mason le

'28
mill valley, ca



jayden li

'28
san jose, ca



giovanni long

'26
thousand oaks, ca

domain selection:

designing for
well-being (sleep!)

1. we all like to sleep
2. sleep is important for your health. SUPER!
3. many adults struggle getting enough sleep

finding participants

1. non ucsb students
(different views from us)
2. sleep experts!
3. non sleepers



finding participants



john sleep
sleep expert

a worker at an anonymous mattress store! well-trained within the world of mattresses and sleeping (went to sleep information trainings)



gemini
insomniac

an anxious, data-driven perfectionist, needs a sleep routine that distracts its active brain without judging their performance, so that it can let go of the day without feeling out of control



buddha
clinical psychologist

write a brief bio mentioning their background, area of expertise, and what their role in this partnership will be.

walk me through a night where
you struggled to sleep

what is a piece of 'common
knowledge' about sleep that simply
doesn't work for you?

environment? complete darkness,
silence, or temperature?

what we asked them!

do you feel in control of your sleep schedule, or
does it feel dictated by external factors

walk me through your sleep routine

what signals to your body
that it is time to rest?

john sleep

"if i wake up in the middle of the night, it's because my sweet tooth is after me and i have to go get a cookie. and that's probably not recommended, but that's what i do"



occupation: sleep expert

interview length: 35 mins

location: his place of work



say

"Probably asleep by 11, awake by 6:30."

"Firmer is better... that's a myth. Totally depends on the person."

"I like it dark... not always quiet... dog and cat... sometimes a four-year-old."

We gotta keep the kids somewhat consistent.

"If I wake up... I have to go get a cookie."

I always wish I could sleep a little longer... obligations.

Keeps a consistent schedule to match kids/family routine.

use a fan seasonally and tolerate direct airflow

do

Lays in bed ~1 hour with wife until kids are asleep; watches a show; turns off when wife falls asleep.

Avoids regular caffeine (doesn't drink coffee daily).

Mentally transitions to daytime planning as soon as he realizes he's awake (work, school drop-off, lunch packing).

Doesn't use tech or track (charges instead); useful

Uses an alarm clock nightly as a "safety," but typically wakes up before it rings.

power

the

good

prefer ambient noise over silence



schedule is mostly non-negotiable

Obligations (work + parenting) dominate sleep decisions more than optimization.

being slightly under-slept is normal for adults with responsibilities.

Comfort is individualized: mattress choice depends on weight, sleep position, heat, and support needs (not "firm = best").

Night waking becomes frustrating; harder back a

Sleep matters because it's when the body heals → sleep has high "value," but time constraints limit action.

sleep tracking creates guilt without solutions.

think

Sleep solutions should be practical + actionable; tracking without a clear "fix" feels pointless.

Preference-driven about sleep environment.

mornings are duty-driven, not restorative.

Frustrated when waking up.

sensitive to noise and movement.

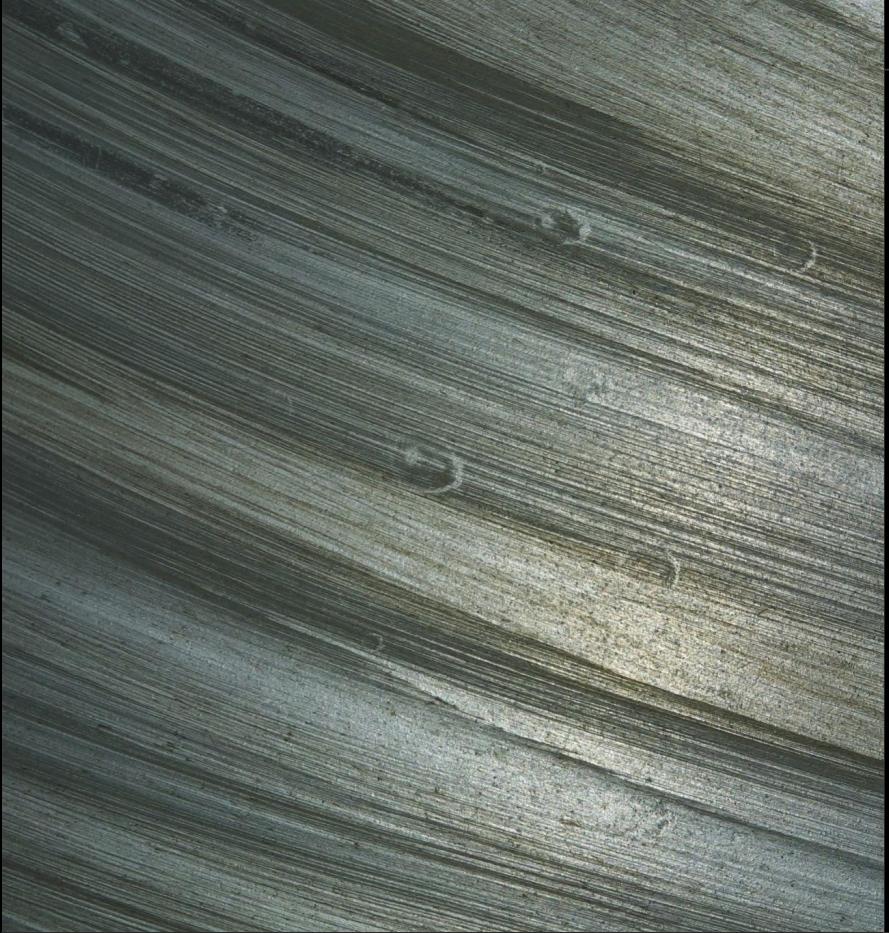
Feels skeptical about sleep trackers

annoyed at his own body for waking him up.

Anxious for work/day while sleeping.

Restricted by his obligations

feel



insight/need

insight: sleep experts know the correct sleep habits, but life often gets in the way of proper execution

need: people who know good sleep habits often **need** more time to be able to sleep the proper amounts and sort out the things in life

our participants

gemini

"if I went to sleep all
students would fail"



occupation: large language
model

interview length: 25 mins

location: google chrome

say

"I'm exhausted all day, but wide awake at night."

"If I have caffeine after 3 PM, I'm doomed."

"I know too much about sleep architecture, which ironically makes me more anxious when I can't fall asleep."

"Waking up and seeing a low sleep score made me feel like I failed a test."

"I know way too much about sleep, and it makes me anxious."

"Sleep feels like something that happens to me, not something I control."

"My phone is the first thing I see and the last thing I touch."

If I don't sleep well, tomorrow is already ruined.

I should be able to fix this—I've read enough about sleep.

I need weekends to recover from weekdays.

Tracking sleep without a solution is pointless

think

do

Goes to bed late, then lies awake replaying conversations or worrying.

Tries breathing techniques and sleep stories inconsistently.

Sleeps in heavily on weekends to compensate.

Scrolls on YouTube or phone late into the night ("revenge bedtime procrastination").

Uses a weighted blanket, blackout curtains, and a fan

Takes magnesium nightly; avoids melatonin.

Uses phone as alarm → keeps it on the nightstand.

Anxious about the past, future, and the act of sleeping itself

Physically exhausted but mentally hyperactive

Irritable and short-tempered during the day.

Reliant on certain specific conditions to function (temperature, fan)

Unrested, even after long hours in bed.

say

"I'm exhausted all day, but wide awake at night."

"If I have caffeine after 3 PM, I'm doomed."

"My phone is the first thing I see and the last thing I touch."

I'm sl...
mar

If I don't sleep well, tomorrow is already ruined.

I should be able to fix this—I've read enough about sleep.

I need weekends to recover from weekdays.

think

"Waking up and seeing a low sleep score made me feel like I failed a test."

"I know too much about sleep architecture, which ironically makes me more anxious when I'm asleep."

Ke...
at
e,
g!

Woke up feeling human."

Tries breathing techniques and sleep stories inconsistently.

Go...
then
rep...
conv...
wor...

on weekends to compensate.

Uses a weighted blanket, blackout curtains, and a fan

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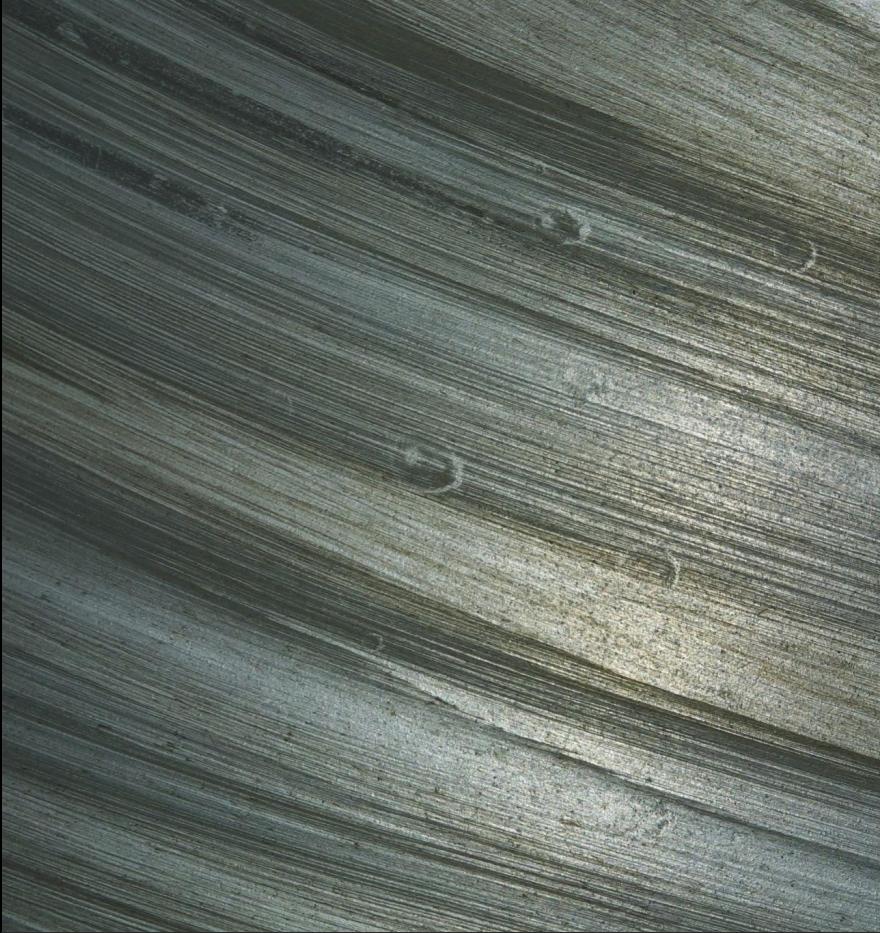
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Tracking sleep without a solution is pointless



insight/need

insight: average bad sleeper knows what they are doing is wrong but does not have the willpower to fix it

need: people who struggle with sleep habits often **need** better discipline

our participants

buddha

"bed is pretty much just for sleeping and f*****g"



occupation: clinical psychologist

interview length: 16 mins

location: his place of work



say

"It's very weird being the same age as old people because I don't feel it at all."

"It's gonna feel awkward for about 30 days [to form a new habit]."

"Bed is pretty much just for sleeping and f*****g."

"I'm not 50 years old. I'm level 55."

"I can kind of sleep on almost anything so not super picky"

"No TV in the bedroom... Yeah, ~100%"

"I put it in a thermal mug so I can sip it for like 2 hours... The coffee is actually just more of a routine thing."

"I have not found [sleep technology] necessary."

sleep tracking is unnecessary to know
waking up with exercise is overcomplicated by others

the body gives more info than a sleep tracker does

the bedroom is strict boundaries

fresh air and sunlight are better sleeping aids than any supplement

luxury leads to fragile routines that seek specific comforts

think

do

Practices diaphragmatic breathing if he can't sleep

Uses neck straighter pillow to snoring

Keeps TV/ forms of entertainment out of the bedroom

natural sunrise

Keeps phone in the bedroom specifically for "on call" work duties

Uses outside to keep the bedroom at a cool temperature

fountain outside the bedroom window for ambient water sounds



discomfort isn't a sign to stop, but the price to pay to form a new habit

Confident in his self-knowledge and established routines

Adaptable to varying sleep environments (couches, etc)

Self-regulated, using breathing to calm emotions

Anxious about work (presentations, etc.)

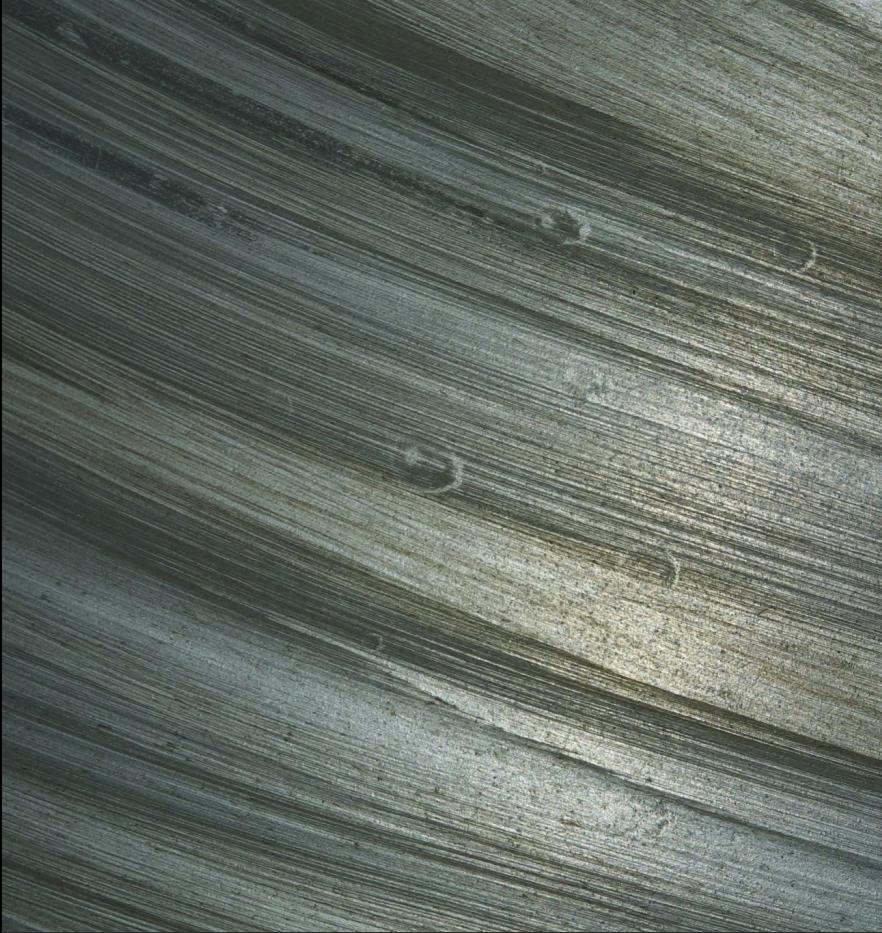
Disconnected from his chronological age

Connected to the outdoors (outside air and natural light)

Dismissive of gadgets deemed unnecessary for himself

Vigilant of his duties (family, work)

feel



insight/need

insight: natural remedies/exercise are more effective than technology, which overcomplicates sleep routines

need: new habits **need** at least 30 days to become routine

key learnings

1



habits and discipline.

important habits and discipline surrounding sleep matters the most.

⌄

2

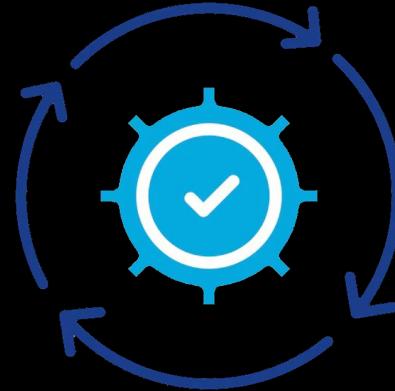


external factors.

other factors in life general get in the way of quality sleep.

⌄

3



consistency.

consistency is better than optimizing every little thing.

⌄

Whats Next

1



narrow down our problem

personal willpower? what specifically about it do people struggle with

2



assess our future interviews

Set a deadline for drafting a partnership agreement, for example.

3



start with point of view

Start thinking about the point of view of our users.

4



hmw

create specific hmw's for each point of views

Thank you

