**Case Study: Sleeping Mobile Application**

**1. Project Overview**

The sleeping mobile application is designed to help users track their sleep patterns, improve sleep quality, and promote better sleep hygiene. The app provides features like sleep tracking, calming sleep sounds, personalized recommendations, and reminders for healthy sleep habits. The main objective is to improve users' overall well-being by enhancing their sleep experience through an intuitive and user-friendly interface.

**2. Problem Solution**

The problem many users face is poor sleep quality due to a lack of understanding of their sleep habits and external distractions. The app aims to address these issues by:

* Offering personalized sleep insights based on user data
* Providing calming sounds to help users fall asleep faster
* Sending reminders for healthier pre-sleep activities like reducing screen time
* Enabling users to track their progress over time

**3. Project Plan**

The project plan involved:

* Research and discovery phase
* Ideation and concept development
* Design and prototyping
* Testing and iteration
* Final delivery and launch

**4. Duration**

The project spanned 12 weeks, broken down into:

* 2 weeks of research and user interviews
* 3 weeks of ideation and concept development
* 4 weeks of design and prototyping
* 3 weeks of testing and final revisions

**5. My Role**

I served as the **Lead UX/UI Designer**, responsible for user research, persona development, wireframes, visual design, prototyping, and conducting stakeholder interviews.

**6. Design Thinking Process**

I followed a five-step design thinking process:

1. **Empathize** – Understanding user pain points through interviews and surveys.
2. **Define** – Crafting a clear problem statement.
3. **Ideate** – Brainstorming potential solutions.
4. **Prototype** – Creating low and high-fidelity wireframes.
5. **Test** – User testing and gathering feedback to improve the design.

**7. Stakeholder Interviews**

Interviews were conducted with healthcare professionals, sleep experts, and potential users to understand their perspectives on sleep problems, app functionality, and user needs.

**8. Competitive Analysis**

* **Strengths**: The app's competitors had strong data collection and visually appealing interfaces.
* **Weaknesses**: Many competing apps lacked a personal touch or easy-to-use UI for beginners, and their UX was not intuitive for non-technical users. This provided an opportunity to create a more personalized, easy-to-use solution.

**9. Survey**

A survey was distributed to 100 potential users, asking about their sleep habits, current solutions, and pain points with existing apps. Key insights included the need for a more calming interface and personalized recommendations.

**10. Problem Statement**

"How might we help individuals struggling with poor sleep quality track their sleep patterns and provide them with personalized sleep improvement solutions?

"

**11. User Persona and Empathy Map**

**User Persona**:

* **Name**: Sarah
* **Age**: 30
* **Occupation**: Marketing Manager
* **Goals**: Improve her sleep quality, wake up refreshed, reduce stress
* **Frustrations**: Lack of insight into her sleep cycle, trouble falling asleep
* **Motivations**: Health and productivity improvement

**Empathy Map**:

* **Says**: "I need to sleep better, but I don’t know how."
* **Thinks**: "I feel tired most of the day."
* **Does**: Uses various apps but is unsatisfied.
* **Feels**: Frustrated and anxious due to poor sleep.

**12. Card Sorting**

Card sorting exercises helped determine the most intuitive navigation structure, focusing on features like sleep tracking, recommendations, and soundscapes.

**13. User Flow**

The user flow was designed to ensure a seamless experience from onboarding through daily tracking. Key screens included registration, sleep monitoring, and sleep history.

**14. Site Map**

The site map was designed with three primary sections:

* Sleep Tracker
* Sleep Insights
* Calming Sounds

**15. User Journey Map**

A user journey map was created to visualize Sarah's steps from discovering the app to becoming a regular user, highlighting pain points and opportunities for improvement.

**16. Information Architecture**

The app’s information architecture focuses on a clean and minimalist structure, ensuring easy access to essential features, organized into clear categories.

**17. Roadmap**

The roadmap outlined future app features, such as integrating with smart devices and adding a social component for sharing progress with friends.

**18. Wireframe Screens**

Low-fidelity wireframes were designed to visualize the core user journey, emphasizing ease of navigation and clarity in displaying sleep data.

**19. Design System**

* **Colors**: Calming blues and purples to promote relaxation
* **Fonts**: Simple, legible fonts like Montserrat for headings and Roboto for body text
* **Typography Style**: A clean, modern style that focuses on readability and minimal distraction

**20. UI Screens**

UI screens were designed with a minimalistic approach, with calming backgrounds, clear CTAs, and easy-to-read text. Key screens include the home dashboard, sleep tracking, and settings.

**21. Prototype**

A clickable prototype was developed in Figma, allowing stakeholders to interact with the app’s core features before development.

**22. Mockup**

High-fidelity mockups were presented to the team, showcasing the final design and branding, complete with real user data and interactions.

This case study highlights the full lifecycle of the project, from user research to final prototype, ensuring a user-centered design approach at every stage.

**draw wireframe screen**

* **splash screen**
* **Question survey**
* **Sign in**
* **Home screen**
* **Sleep track**
* **Mood track**
* **Soundtrack**
* **Sleep insights**
* **profile**

I can't physically draw directly within this platform, but I can describe how to design wireframe screens in detail for the **Sleep Tracker**, **Sleep Insights**, and **Calming Sounds** screens.

**1. Sleep Tracker Screen Wireframe**

* **Header**:
  + App logo on the top-left and a menu (hamburger icon) on the top-right for navigation options.
* **Main Section**:
  + **Sleep Timer**: A circular progress bar at the center, showing the amount of sleep time tracked so far.
  + **Start/Stop Button**: Directly below the circular timer, there should be a large button that toggles between "Start Tracking" and "Stop Tracking."
  + **Previous Sleep Data**: A section below the tracker shows the user's last recorded sleep data: hours slept, sleep quality (e.g., Excellent, Good, Poor), and notes or insights like "You slept better than average."
* **Footer Navigation**:
  + Icons for "Home," "Sleep Tracker," "Sleep Insights," and "Calming Sounds" to easily switch between sections.

**2. Sleep Insights Screen Wireframe**

* **Header**:
  + Title: "Sleep Insights" centered at the top with a small "settings" icon in the top-right corner for adjusting insights preferences.
* **Main Section**:
  + **Sleep Quality Chart**: A line chart showing weekly sleep quality trends (Deep Sleep, Light Sleep, REM Sleep).
  + **Personalized Recommendations**: Below the chart, a section provides customized tips like "Reduce screen time before bed" or "Try a calming sound."
  + **Sleep Duration Graph**: A bar graph showing the average number of hours slept over the last seven days.
  + **Expand Button**: A button to "View More Insights" leading to a detailed report on the user’s sleep cycle.
* **Footer Navigation**:
  + Same as the sleep tracker screen, with icons for the other sections.

**3. Calming Sounds Screen Wireframe**

* **Header**:
  + Title: "Calming Sounds" centered with a small settings icon to adjust volume and sleep timer preferences.
* **Main Section**:
  + **List of Sounds**: Each sound is presented in card format with a play button next to it. Example sounds: Ocean Waves, Rainfall, Forest Sounds.
  + **Timer Options**: A small dropdown or slider under each sound card to set how long the sound plays before auto-shutting off (e.g., 15 mins, 30 mins, 60 mins).
* **Footer Navigation**:
  + Same as the previous screens, allowing easy navigation to other sections.

**Dark Mode Color Palette**

For a sleeping app, dark mode should use calming, muted tones to reduce eye strain and encourage relaxation. Here’s a suggested color palette for dark mode:

* **Primary Background Color**:
  + Hex: #121212
  + RGB: (18, 18, 18)
  + Usage: Main background of the app to provide a dark, calm tone.
* **Secondary Background (Cards/Elements)**:
  + Hex: #1E1E1E
  + RGB: (30, 30, 30)
  + Usage: Background for cards or individual elements to create contrast against the primary background.
* **Primary Text Color**:
  + Hex: #E0E0E0
  + RGB: (224, 224, 224)
  + Usage: Main text color for good legibility on dark backgrounds.
* **Secondary Text Color**:
  + Hex: #B0BEC5
  + RGB: (176, 190, 197)
  + Usage: Used for secondary information or subtitles.
* **Accent Color (Buttons/Active Elements)**:
  + Hex: #4CAF50
  + RGB: (76, 175, 80)
  + Usage: Used for action buttons like “Start” and "Stop" or to highlight key features.
* **Error/Warning Color**:
  + Hex: #FF5252
  + RGB: (255, 82, 82)
  + Usage: For alerts or warnings (e.g., sleep tracking errors).
* **Divider/Border Color**:
  + Hex: #333333
  + RGB: (51, 51, 51)
  + Usage: For dividers, borders, and separators between sections.

**Typography**

For typography, you want fonts that are clean, readable, and modern. I suggest using:

* **Primary Font**:
  + **Font**: **Montserrat**
  + **Usage**: This font can be used for headings and buttons due to its modern and clean look. It's legible and stylish, making it ideal for a user-friendly app.
* **Secondary Font**:
  + **Font**: **Roboto**
  + **Usage**: This is suitable for body text and descriptions. Roboto has excellent readability and works well in small text sizes, which is important for the detailed data shown in the sleep insights.
* **Font Sizes**:
  + **Headings**: 24px (H1), 20px (H2)
  + **Subtitles**: 16px
  + **Body Text**: 14px
  + **Small Text/Labels**: 12px
* **Font Weights**:
  + **Headings**: Semi-Bold (600)
  + **Body Text**: Regular (400)
  + **Buttons**: Bold (700)