

**Group 1 - Proposal for:**

**Aperture Laboratories Motivation  
Initiative**



# *Motivati*



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## Project Team Members

1. Summary / Conclusion Writer & Overall Editor: Evan
2. Market Researcher: AJ

3. Product Designer: Jimmy
4. Devil's Advocate/Critic: Colin

If your group has six members, the sixth is responsible for the appendix.

[Product Template Instructions 2251](#)

- More inspiration
    - [Aperture Investment Opportunity #1: "Panels"](#)
    - [Aperture Investment Opportunity #2: "Bot Trust"](#)
    - [Aperture Investment Opportunity #3: "Turrets"](#)
    - [Aperture Investment Opportunity #4: "Boots"](#)
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## 1. Executive Summary (Overview)

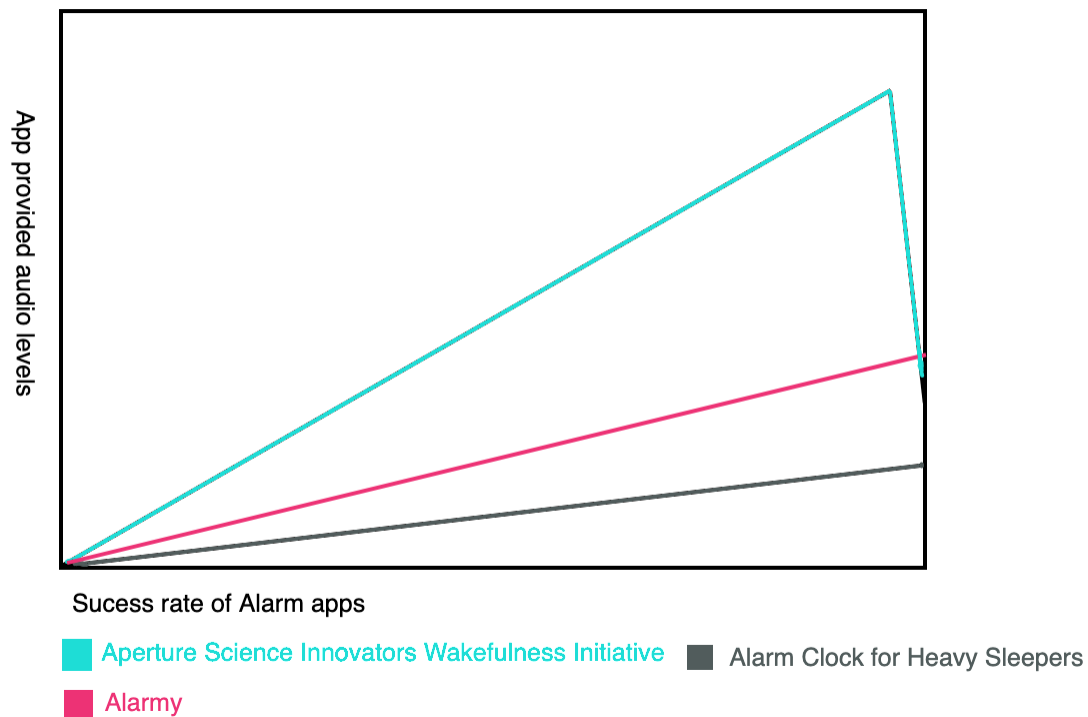
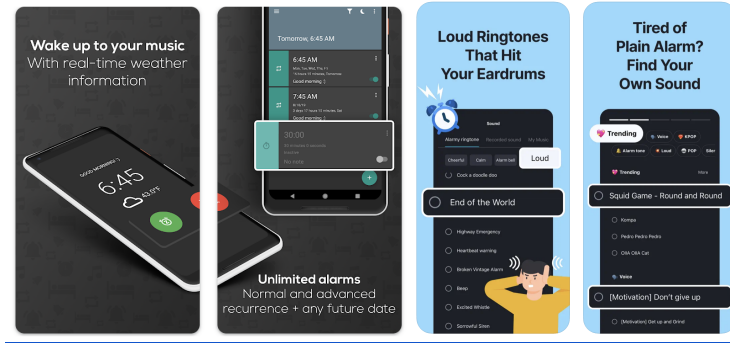
Welcome, friend, I'm Cave Johnson, CEO of Aperture Science. Are you a student struggling to wake up for those boring early-morning classes? A measly pencil-pushing office worker who has to go to work right at the crack of dawn? Maybe even a good-for-nothing fast food employee who's terrified of sleeping in? Well then, you seem like the perfect ~~test subject~~ person to try out our brand new 'Aperture Motivation Initiative'. The Aperture Motivation Initiative is an app designed to help wake up and 'motivate' any slackers struggling to get out of bed. I will be using my own morale-boosting voice (or some random cores our interns threw in, but who cares about them?), along with new, cutting edge, experimental methods, to give you a kick start so forceful that you won't even register sleep inertia. Alternatively, for all of you not-overworked-enough office peons, we're offering an experimental branch of sleep-inducing sounds, featuring the voice of our very own GLaDOS! So, please allow our experts to tell you more!

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## 2. Market Research and Need Justification

Sleep inertia is a problem everyone experiences at one point or another in their life, the feeling of not wanting to get out of bed, aperture science initiative has found a way to rectify this issue. [The Sleep foundation](#), [The CDC's Research](#). Around 27% of skipped/missed classes were because of oversleeping. [National Library of medicine](#). Other alarm apps don't have the features ours does, the state of the art snooze adaptation which raises the audio every 30 seconds you don't wake up. Our app has the ability to override the devices natural audio limits and produce sounds up to 200 decibels, guaranteeing a quick wake up!

Additionally our app comes with a sleep mode in which our very own GLaDOS will speak to you to help you fall asleep faster talking to someone can improve your sleep as [HelpGuide](#) says.



Devil's Advocate Note: This graph is kind of confusing. What is this supposed to prove?

This graph shows how our app has a positive correlation with our app provided audio and our success rates for waking up! The sharp decline is indicative of when our app goes over 200 decibels.

### 3. Features and Functionality

To clear up any confusion the character voice and jokes may cause, which parts are jokes will be

- clarified under each section, and shorter, out of character summaries will be provided after all of the in character summaries.

The main feature of this app is an alarm. Now, this isn't any ordinary alarm that just plays a noise whenever you set it to, no, this alarm will wake you up to the sound of my incredible voice giving you a motivational prerecorded message. And it *will* wake you up, I made sure of it. Lab boys said it was *too* loud and could be dangerous if we didn't turn it down. Ha! Just try to sleep through that! Don't think you can just hit snooze either. I won't stop. Not until you complete our physical and mental wellness exercise. Now, "Cave," you may be asking, "how does the app know if I've completed the exercise?" **(I have no idea right now. We should discuss this at some point.)**

- *The alarm is not loud enough to be dangerous or damage hearing.*

Now, here at Aperture Science we don't stop at functional, no. We go above and beyond. Introducing the feature, Aperture Sleep. On top of our app waking you up, ready to fight an army of mantis men, the soothing voice of our most advanced artificial intelligence will put you to sleep faster than we can turn a man's blood into gasoline. I'm being told I should clarify, the app will not turn your blood into gasoline or make you fight an army of mantis men. However, if you are interested in either of those things, sign up for testing in the app.

- *Since the testing doesn't exist, there isn't a menu to "sign up for testing" in the app.*

If you're thinking we've covered every feature of the app, you're wrong. Unfortunately. Now, an Aperture Science Artificial Personality Construct managed to access the app's code and decided to add a feature that we cannot figure out how to remove. I don't know whose idea it was to give the *Intelligence Dampening Sphere* knowledge of programming more advanced than anyone here. It was my idea? Well here's a new idea for you, remove it! Anyway, while the feature seems like a normal alarm feature, when it goes off it plays one of several messages from corrupted cores. The lab boys recommend to *not* use this feature. So far tests have shown cognitive decline in anyone who comes into contact with a corrupted core for too long, but we can't stop you. Just know that whatever happens, it's on you.

- *Obviously this feature is meant to be in the app and won't cause "cognitive decline"*

All right, one last thing, customization. Early feedback has shown that some people "get sick of my messages," and were confused as to why it was "limited to" me. Well to address these

concerns we have added optional messages from other Cave Johnsons. Yes, that's right, due to the Perpetual Testing Initiative, now you don't just have to listen to me, you literally have infinite people to choose from, all named Cave Johnson, and for the most part sounding the same as me. Now, the customization options for Aperture Sleep are not quite infinite, but you can choose between the AI I mentioned before, the voice of our turrets, and *a* Cave Johnson - not me. Oh, and you *can* choose between the voices of multiple cores if you throw caution to the wind and decide to use the alarm feature despite knowing it's a bad idea.

- Cave Johnson Alarm
  - Plays [voice lines of Cave Johnson](#) as a morning alarm. The longer the alarm goes off the louder it gets. The alarm won't let the user shut it off until they complete the "[mandatory physical and mental wellness exercise](#)" from the start of Portal 2. This would be adapted to fit the situation better, and so it would be less grating to hear every day. By the time the user has turned the alarm off they've had to get up and move around, so they won't have as much trouble with the urge to go back to sleep.
  - The customization feature would allow you to do something big, like turning on or off the Perpetual Testing Initiative voice lines, or small, like turning off a specific line.
- Aperture Sleep
  - This feature plays the voice lines of Portal characters with more soothing voices to help the user fall asleep. By default this is [GLaDOS](#), but it can also be set to play [turret](#) voice lines.
    - The voice lines would probably be unique since most of GLaDOS's lines are insults.
- Personality Core Alarms
  - This feature would allow the user to choose a core that will start talking when the alarm goes off. The user can choose from the [Curiosity Core](#), [Intelligence Core](#), [Anger Core](#), [Wheatley](#), [GLaDOS \(Portal 2\)](#), [Space Core](#), [Adventure Core](#), and [Fact Core](#). [Turrets](#) and [defective turrets](#) are also options, since they technically are cores.



*SUNDAY*

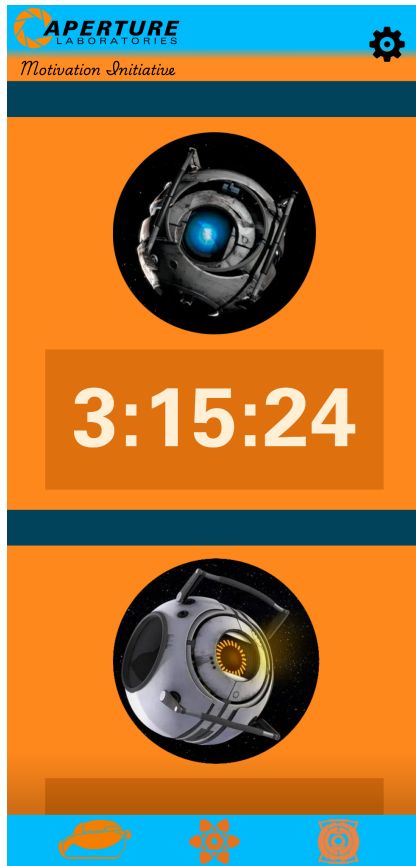
**OFF**

*MONDAY*

**9:00 AM**

*TUESDAY*





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## 4. Anticipating Challenges and Counterarguments

Why not just use any other alarm app? Well, no other alarm app will give you the Aperture Experience™ of being yelled at by Cave Johnson like our app does. Nowhere else can you get woken up by an extremely handsome and intelligent and scientifically-minded man (statement provided by Cave Johnson) every morning. Sure, most alarm apps are “safer” and “healthier” and “don’t have a risk of causing pain with sounds over 150 decibels,” but the danger is a source of motivation and part of the fun! After all, what better way to motivate you to get out of bed than to rig your bed to explode (metaphorically speaking) (for science)!

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## 5. Conclusion and Recommendations



So, what have we learned? Well, joining the Aperture Motivation Initiative gives you a wake up with a massive boost, alertness that our competitors simply can NOT match, and my incredible voice. So what are you waiting for, the sky to turn green? Join the Aperture Motivation Initiative now so you can finally wake up and get to work. Aperture Science is not responsible for psychosis, paranoia, and/or organ failure.

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## Appendix (for groups with six members)

“Sleep Inertia: How to Combat Morning Grogginess.” *Sleep Foundation*, 10 July 2025, [www.sleepfoundation.org/how-sleep-works/sleep-inertia](http://www.sleepfoundation.org/how-sleep-works/sleep-inertia).

Yeo, S. C., Lai, C. K. Y., Tan, J., Lim, S., Chandramoghan, Y., Tan, T. K., & Gooley, J. J. (2023, April). *Early Morning University classes are associated with impaired sleep and academic performance*. *Nature human behaviour*. <https://pmc.ncbi.nlm.nih.gov/articles/PMC10129866/>

Centers for Disease Control and Prevention. (2020, March 31). *Module 7. Napping, an important fatigue countermeasure, sleep inertia*. Centers for Disease Control and Prevention. <https://www.cdc.gov/niosh/work-hour-training-for-nurses/longhours/mod7/03.html>

HelpGuide Team. “Insomnia Causes, Symptoms & Cures: What to Do When You Can’t Sleep.” *HelpGuide.org*, 3 Nov. 2018, [www.helpguide.org/wellness/sleep/insomnia-causes-and-cures](http://www.helpguide.org/wellness/sleep/insomnia-causes-and-cures).