

## **Insufficient Sleep**

Group: RIP Club Penguin

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### **Problem Statement:**

Despite the many advancements in sleep aids, there is still an epidemic of sleep deprivation across the world. Many are not aware they aren't sleeping well, only feeling the negative effects of sleep deprivation, while others suffer and worry about their own insomnia.

### **Who is experiencing the problem?**

People who are not getting the proper amount of sleep (college students, parents of young children, people working multiple jobs, insomniacs).

### **What is the problem?**

People are not getting the right amount of sleep, whether they're waking up in the middle of the night, going to sleep too late, or getting up too early. Many individuals do not even realize that they are not getting the proper amount of sleep.

### **Where does the problem present itself?**

Sleep problems happen all over the world.

### **Why does it matter?**

Sleep affects all parts of life. It enhances performance and provides health benefits. Those who do not get enough sleep are less productive and in worse shape.