



Sleeper

Improve Your Sleeping Habits

Contents

- About Sleeper
- Persona
- User story
- Ideation
- Aesthetic Keywords & Moodboard
- Wireframe & Visual Design

About Sleeper

Brief Intro

Measure the sleep cycle to inform the appropriate wake-up time and analyze the optimal sleep quality by comparing the measured sleep data, recorded drug like caffeine and alcohol intake data, and sleep environment data.



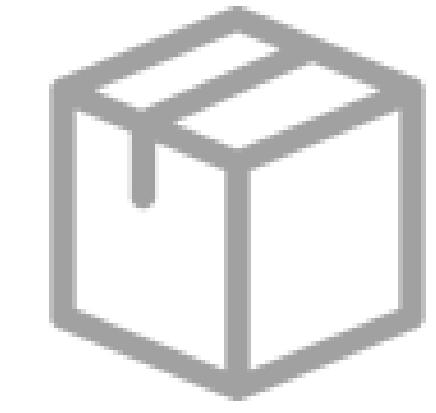
Measures the sleep cycle to inform the proper wake-up time



Analyzes the optimal sleep quality, comparing measured sleep data



Considers drug intake, sleep environment and sleep satisfaction



Special kits for sleep environment measurements and analysis



Recommends products for improving sleep quality



Notifications and reports on sleep data for better sleep management

Persona



Age: 22

Gender: Female

Status: Single

Location: Mugeo-dong, Ulsan, Korea

Occupation: UNIST student

Major: Chemical Engineering

Archetype

- Sanguine and optimist
- Extravert
- Altruistic
- Both analytical and creative

About

- Ga-young is an ordinary young lady. She has just started living alone as she became a university student. After becoming an under-graduate student, she expected a fun school life, and university life did not disappoint her, but she faced difficulties due to lots of homework and study.
- As a student, Ga-young is inspired to learn hard and become an expert in her field but feels tired even after sleeping much enough. Therefore, she wants to know about her sleep quality and the ways it can improve.
- She also started eating instant food frequently as she lives in the dormitory, drinking lots of coffee for awakening, and spending a lot of time in front of the monitor. She wants to control her new habits and needs an app that will notify her about the amount of coffee drunk and remind her to put away devices before sleeping.
- Change of environment - moving from home to the dormitory also affected her sleep quality. New room is cozy, and she does not know what interferes with sleep. She needs a device that will help her analyze the environment and improve it to wake up refreshed.

Frustrations

- It takes a long time to fall asleep.
- Tired even if she sleeps a lot.
- Coffee seems to have an effect.
- Unknown environmental conditions interfere with sleep.

Needs

- Information about sleep quality.
- Notifications about coffee and other factors.
- Provide environmental information on how to get enough sleep.
- Provide products that adjust the environment for the best sleep.

Motivation



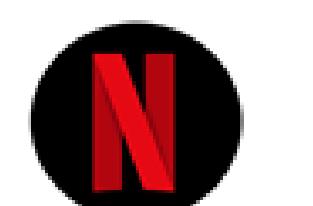
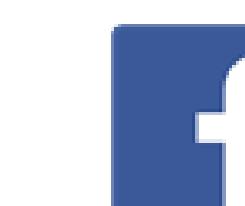
Live patterns and habits

- Sleeps from 2 AM to 7-8 AM.
- Likes shopping, watching movies, hanging out with friends.
- Frequently eats instant food and drinks coffee.
- Interested in fortune-telling.

Brands she likes



Media she likes



About

- Ga-young is an ordinary young lady. She has just started living alone as she became a university student. After becoming an under-graduate student, she expected a fun school life, and university life did not disappoint her, but she faced difficulties due to lots of homework and study.
- As a student, Ga-young is inspired to learn hard and become an expert in her field but feels tired even after sleeping much enough.
- She also started eating instant food frequently as she lives in the dormitory, drinking lots of coffee for awakening, and spending a lot of time in front of the monitor.
- Change of environment - moving from home to the dormitory also affected her sleep quality. She does not know what interferes with sleep.

Frustrations

- It takes a long time to fall asleep.
- Tired even if she sleep a lot.
- Coffee seems to have an effect.
- Unknown environmental conditions interfere with sleep.

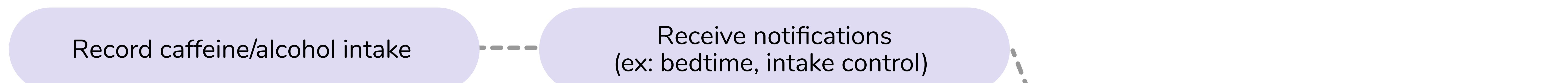
Needs

- Information about sleep quality.
- Notifications about coffee and other factors.
- Provide environmental information on how to get enough sleep.
- Provide products that adjust the environment for the best sleep.

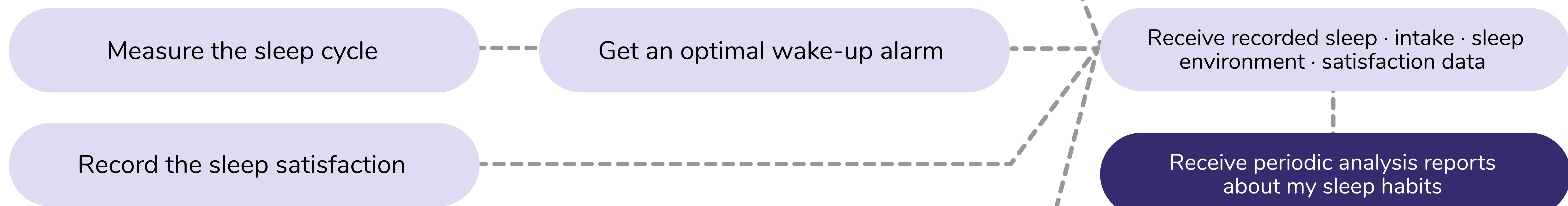
User Story

<input checked="" type="checkbox"/> Selected...	Task	Aa As	I want	So that	User Story
<input type="checkbox"/>	Measurement	General user	To measure the sleep cycle	To find out my sleep efficiency information	As a general user, I want to measure the sleep cycle so that I can find out my sleep efficiency information.
<input type="checkbox"/>	Measurement Analysis	A user who purchased the kit	To be numerically informed about the sleeping environment (humidity, temperature, etc.) measured by the product	To check my sleeping environment in detail	As a general user, I want to receive measured sleep data, recorded drug intake data, sleep environment data, and sleep satisfaction data so that I can get advice on optimal sleep.
<input checked="" type="checkbox"/>	Record	A user who started drinking a lot of coffee/alcohol	To record caffeine / alcohol	To know the effects of intake of caffeine and alcohol on user	As a user, I want to record caffeine/alcohol intake in the app so that I can know how often I consume caffeine and alcohol for a day or periodically and how they affect my sleep to manage my habits.
<input type="checkbox"/>	Record	A user who is tired even after sleeping enough time.	To record my sleep satisfaction	To find out which sleep quality or cycle is right for me	As a user, I want to record the sleep satisfaction so that I can find out which sleep or cycle is right for me.
<input type="checkbox"/>	Analysis	A user who wants to check sleeping pattern.	To get sleep cycle report	A user who wants to check his sleeping pattern.	As a user, I want to get a periodic sleep cycle report so that I can check my sleep pattern.
<input type="checkbox"/>	Analysis	General user	To receive measured sleep data, recorded drug intake data, sleep environment data, and sleep satisfaction data	To provide my analyzed sleep report.	As a general user, I want to receive an analyzed report related to my sleep habits so that I can get my overall sleep data.
<input type="checkbox"/>	Notification	A user who wants to have a proper wake-up time.	To get wake-up time alarm	To analyze sleep patterns and to optimize to get up	As a user, I want to get an wake-up time alarm so that I can analyze my sleep pattern and find optimal time to get up.
<input checked="" type="checkbox"/>	Notification	A user who wants to receive a notification to improve sleep quality.	To receive notifications to improve sleep quality	To avoid actions that harm my sleep through notifications for a day	As a user, I want to receive notifications to improve my sleep quality (notification of bedtime, notification of sleep environment, and factors that interfere with sleep) so that I can avoid actions that harm my sleep.
<input type="checkbox"/>	Purchase	A user who purchased the product.	To buy products for the sleep environment on the app	To improve my sleep environment	As a user, I want to buy products for the sleep environment on the app so that I can improve my sleep environment.
<input type="checkbox"/>	Using the Kit	A user who purchased the kit	To measure the user's sleep environment with a kit	To get reliable measurements about my sleeping environment	As a user who purchased the kit, I want to measure the user's sleep environment with a kit so that I can get reliable measurements about my sleeping environment.
<input checked="" type="checkbox"/>	Analysis Using the Kit	A user who purchased the kit	To get feedback on sleep environment based on kit measurement	To find out what needs to be improved in my sleeping environment	As a user who purchased the kit, I want to get feedback on the sleep environment based on kit measurement so that I can find out what needs to be improved in my sleeping environment.
<input type="checkbox"/>	Recommendation	A user who wants to purchase a product	To see a list of products I can buy	To find out what products there are and which functions they have	As a user who wants to purchase a product, I want to see a list of products I can buy so that I can find out what products there are and which functions they have.
<input type="checkbox"/>	Recommendation	A user who wants to purchase a product	To get product recommendations according to my problem	To find out which products are suitable for my current situation	As a user who wants to purchase a product, I want to get product recommendations according to my problem so that I can find out which products are suitable for my current situation.

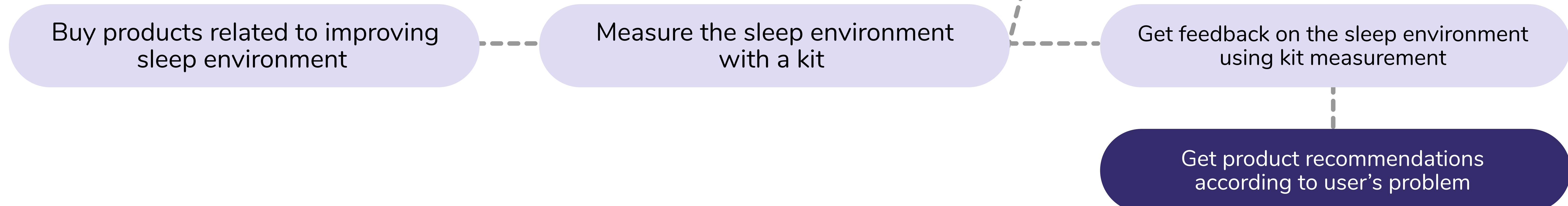
Who wants to manage factors that affect sleep



Who wants to know about sleeping patterns



Who wants to know about external factors that affect sleep



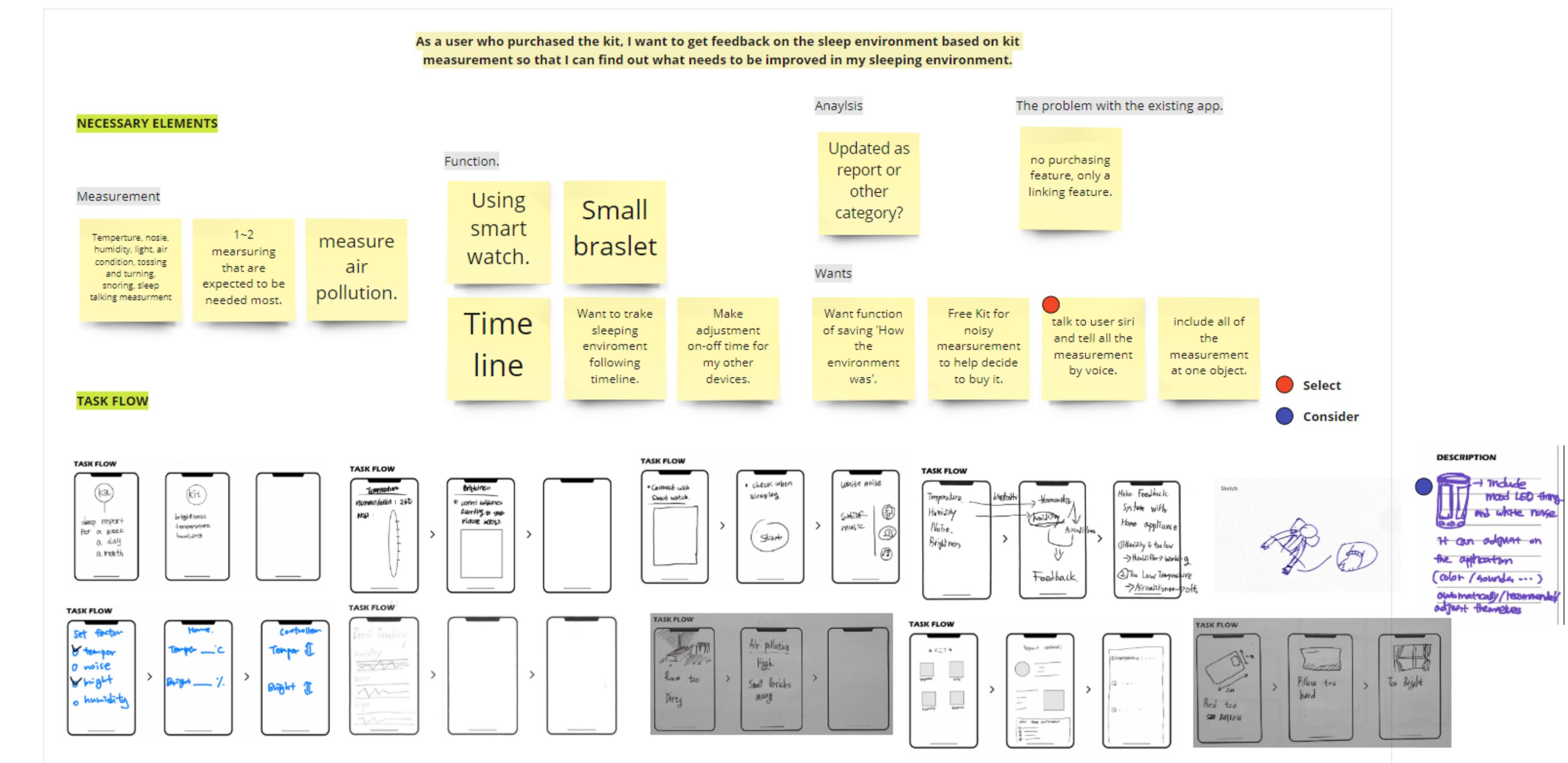
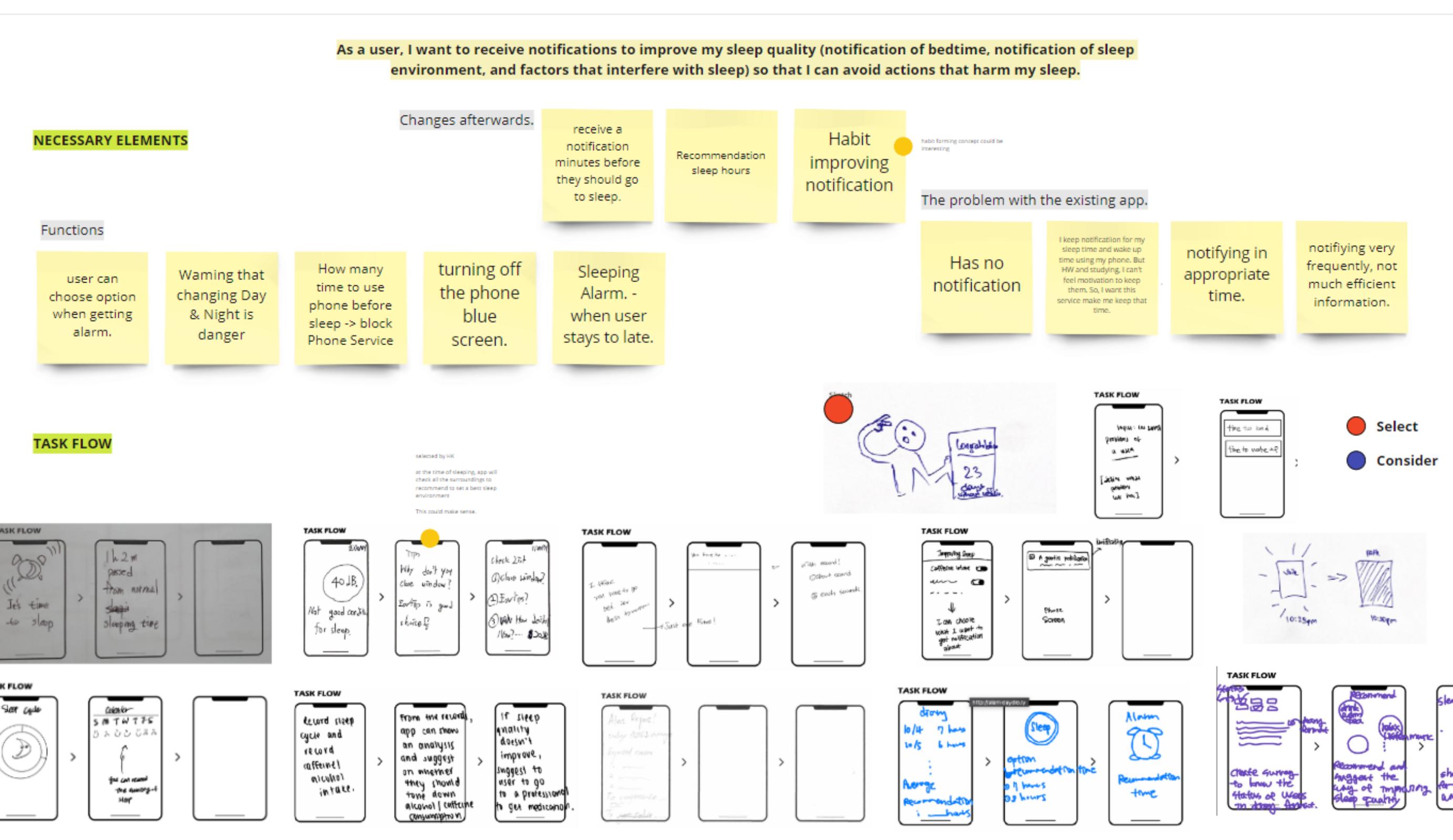
Ideation

3 Ideation Topic

- | As a user, I want to record caffeine/alcohol intake in the app so that I can know how often I consume caffeine and alcohol for a day or periodically and how they affect my sleep to manage my habits.
- | As a user, I want to receive notifications to improve my sleep quality (notification of bedtime, notification of sleep environment, and factors that interfere with sleep) so that I can avoid actions that harm my sleep.
- | As a user who purchased the kit, I want to get feedback on the sleep environment based on kit measurement so that I can find out what needs to be improved in my sleeping environment.

3 Ideation Analysis

As a user, I want to record caffeine/alcohol intake in the app so that I can know how often I consume caffeine and alcohol for a day or periodically and how they affect my sleep to manage my habits.



Ideation Results

Presets — Caffeine/Alcohol Intake Record

Reflecting the opinion that it's annoying to re-enter the same intake every time.

Intuitive visual expression — Caffeine/Alcohol Intake Record

The daily intake data is provided visually in the form of a cup/bottle so that the ratio of the recommended intake can be visually viewed.

Moderate and effective notification — Notification Feature

Our app provides notifications to help improve lifestyle habits for a good night's sleep.

There was feedback that if there were too many notifications and were not effective, it was rather unnecessary.

Congratulation notification — Notification Feature

There was feedback that positive notifications like congratulations and compliments and rewarding users would be more helpful in improving habits.

Voice interaction with the product — Products

There was an idea of interaction with users through the voice of the product, such as informing them of the sleep environment measurement results.

What is different from other services?

Existing apps analyze sleep quality through sound measurement, but sound alone cannot accurately grasp the user's sleep environment. In addition, there are many factors that affect sleep quality, but it is difficult to find a sleep app optimized for individuals by solving it.

Coffee/Alcohol Intake Record

- Record user's caffeine and alcohol intake in the app.
- Not just a simple record, but they're reflected in sleep quality analysis.

Better Notifications

- Providing notifications to improve lifestyle habits for a good night's sleep.
- Giving users a sense of accomplishment with positive notifications rather than negative notifications.
- Support for improving the user's behavior through rewarding.

Sleeping Environment Measurement

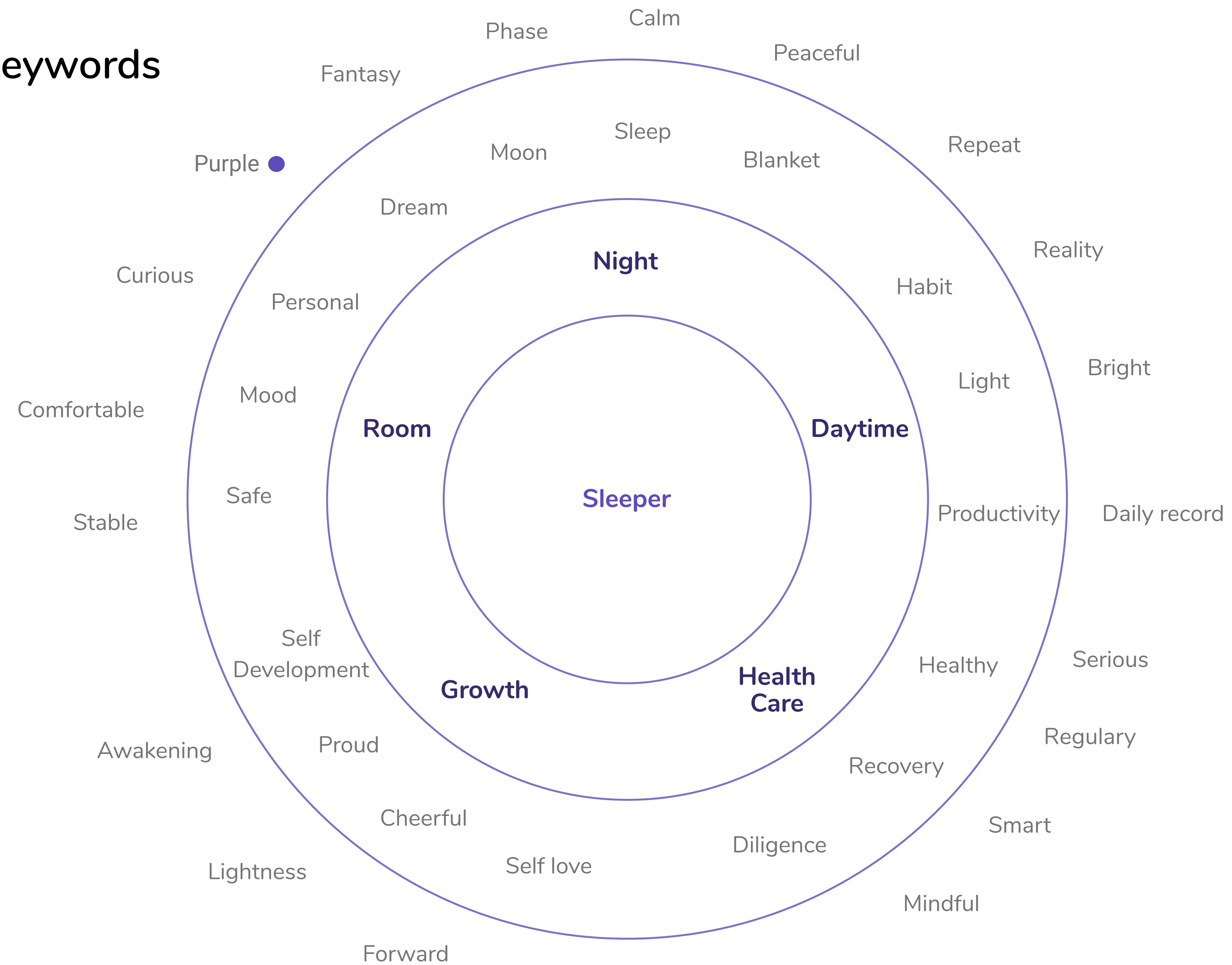
- Kit can be purchased to increase the accuracy of sleep quality analysis.
- The kit consists of devices that measure the sleep environment.
- Providing measured results.

Personalized Product Recommendation

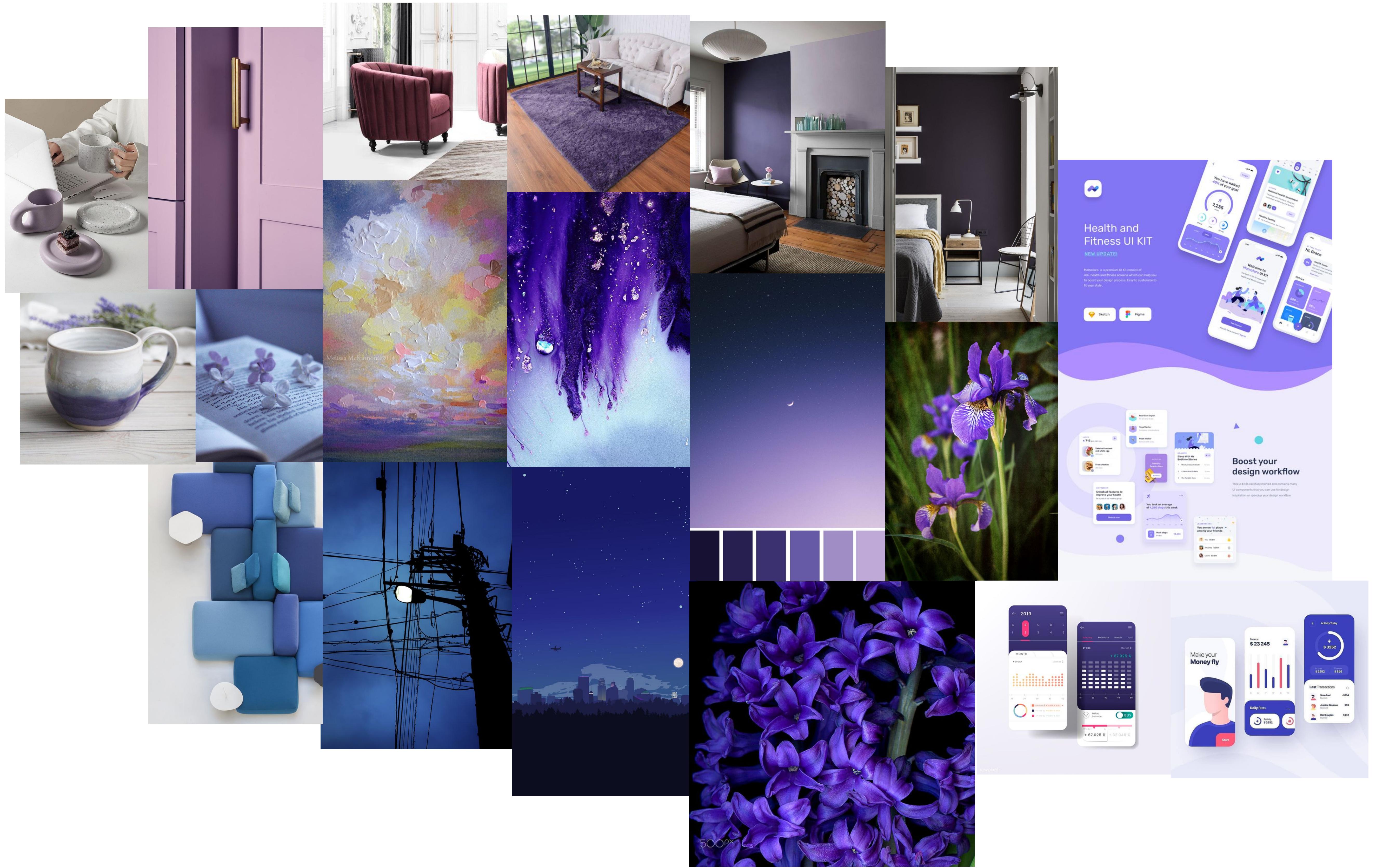
- Providing feedback on the sleep environment based on the measured and analyzed sleep quality.
- Providing product recommendations that can solve individual sleep problems.

Aesthetic Keyword & Moodboard

Aesthetic Keywords

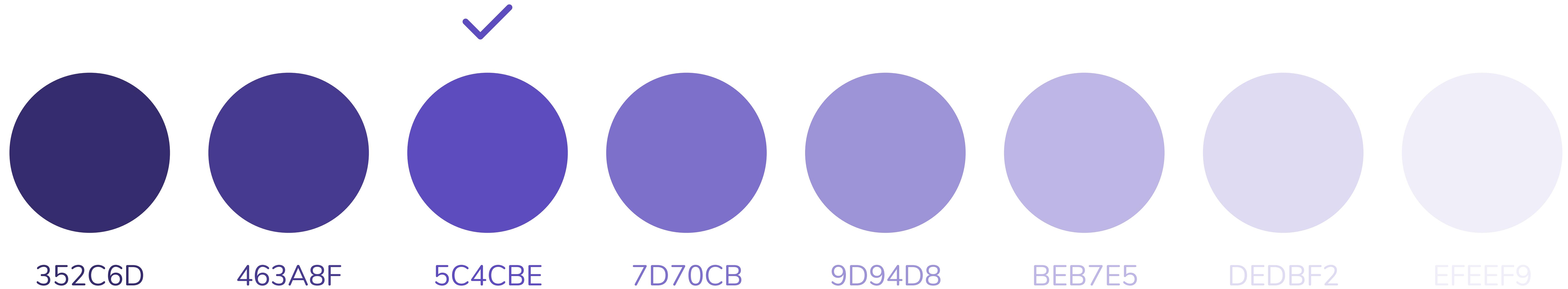


Moodboard



Wireframe & Visual Design

Color



Typography

Nunito

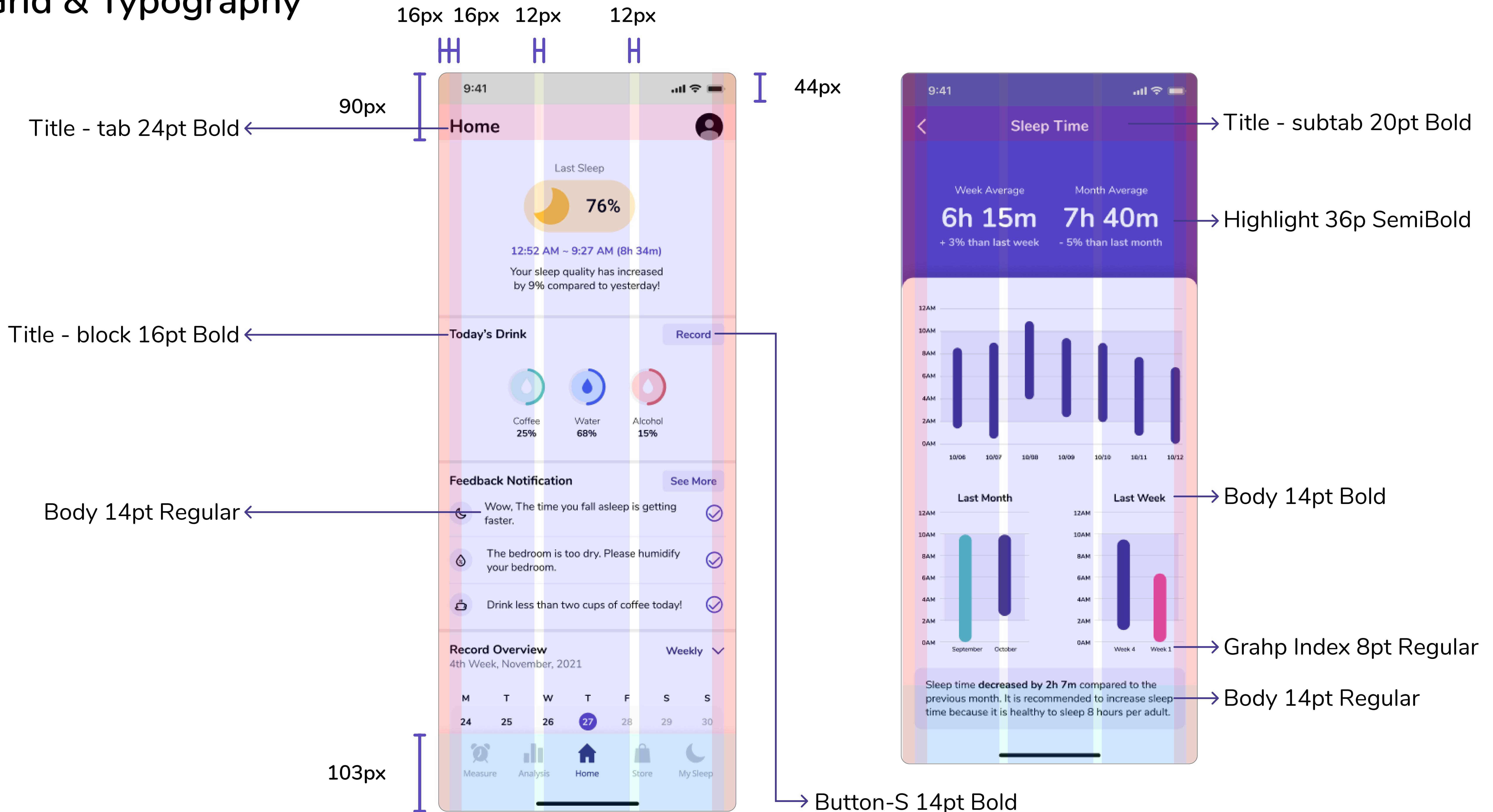
Regular

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

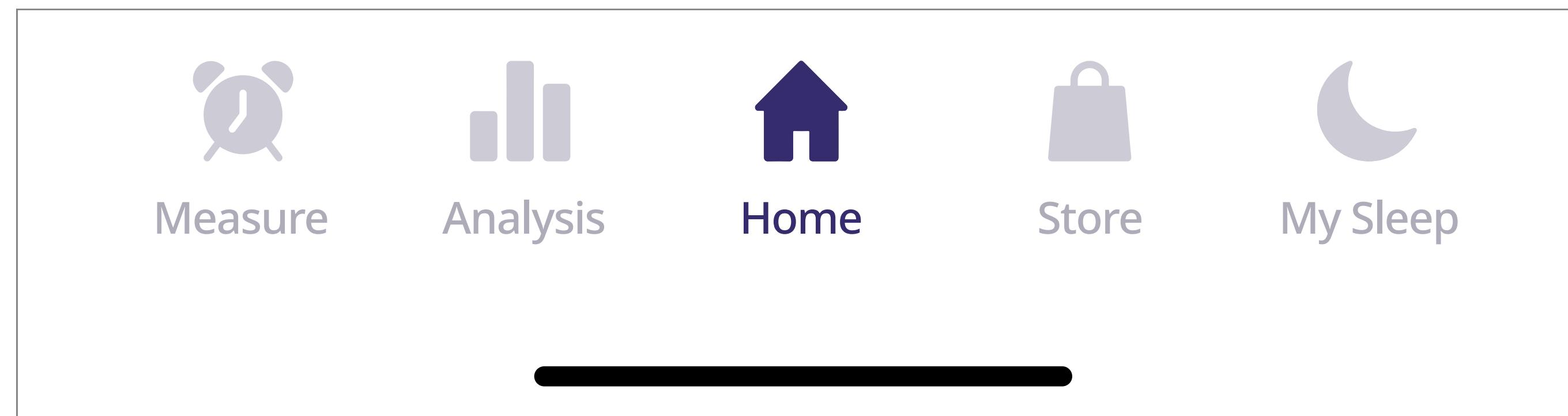
Bold

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

Grid & Typography



Page components



Measure

- The user set an alarm and start measuring sleep.
- Managing device for the sleeping environment.

Analysis

- See the analysis results of the user's sleep information and sleep environment.

Home

- Record and check the behaviors that affect sleep during the day.

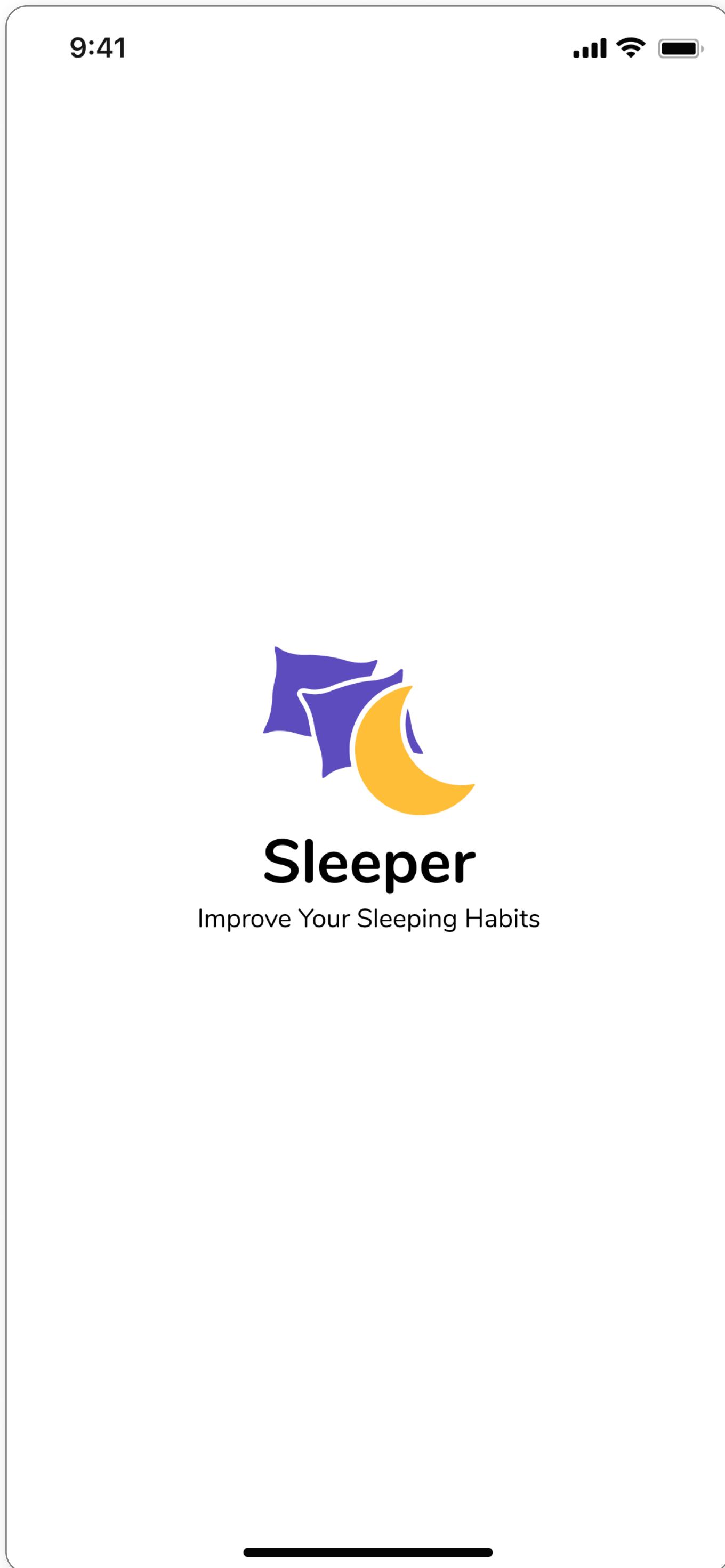
Store

- Can buy products related to the sleep environment.

My Sleep

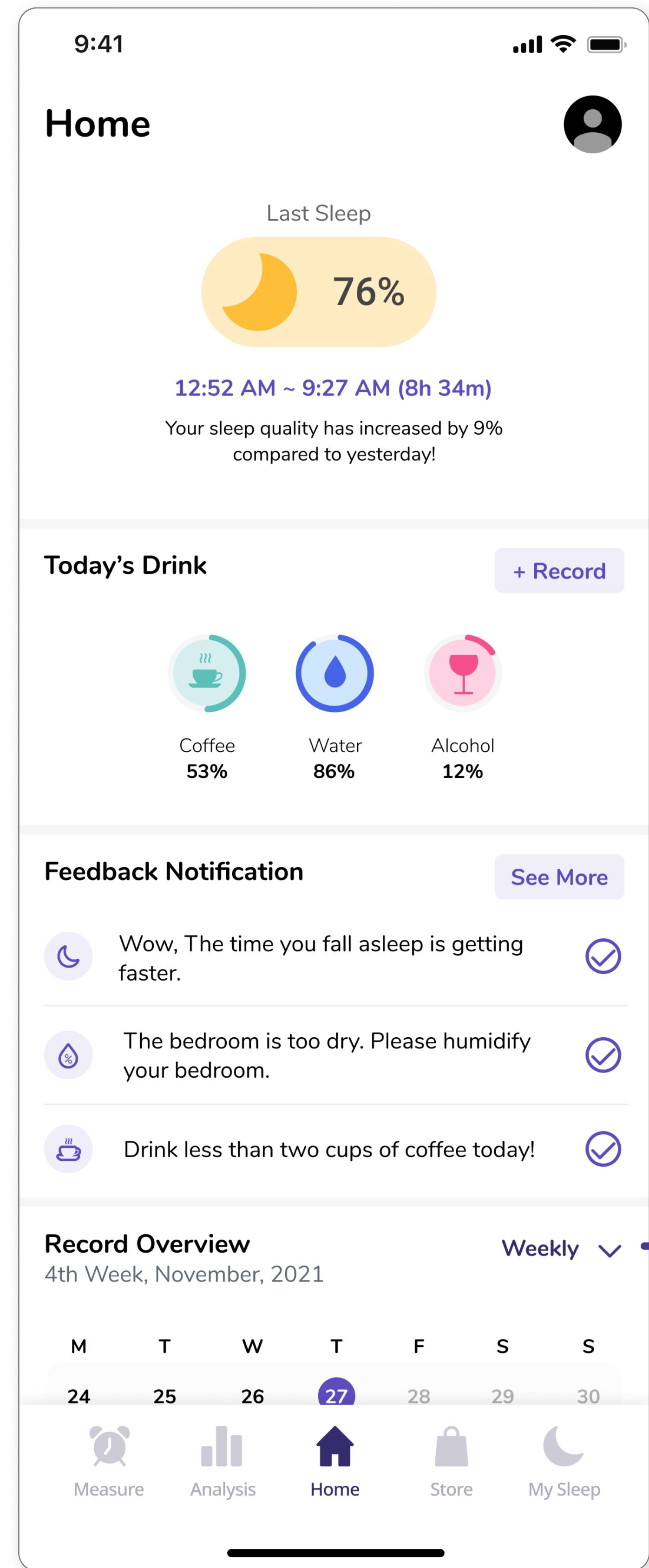
- Check and improve habits for better sleep of users.

Start Page & Sign up

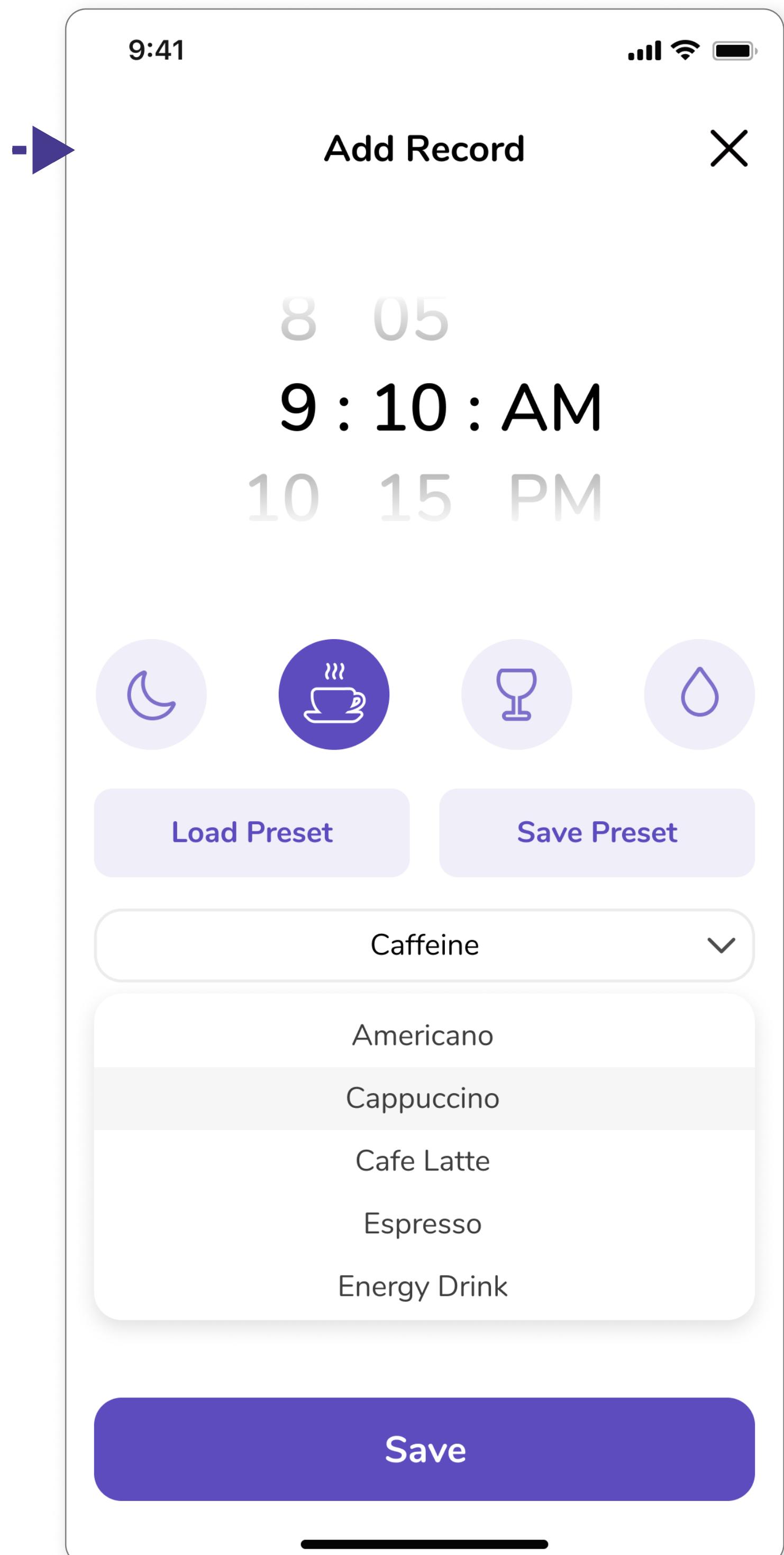
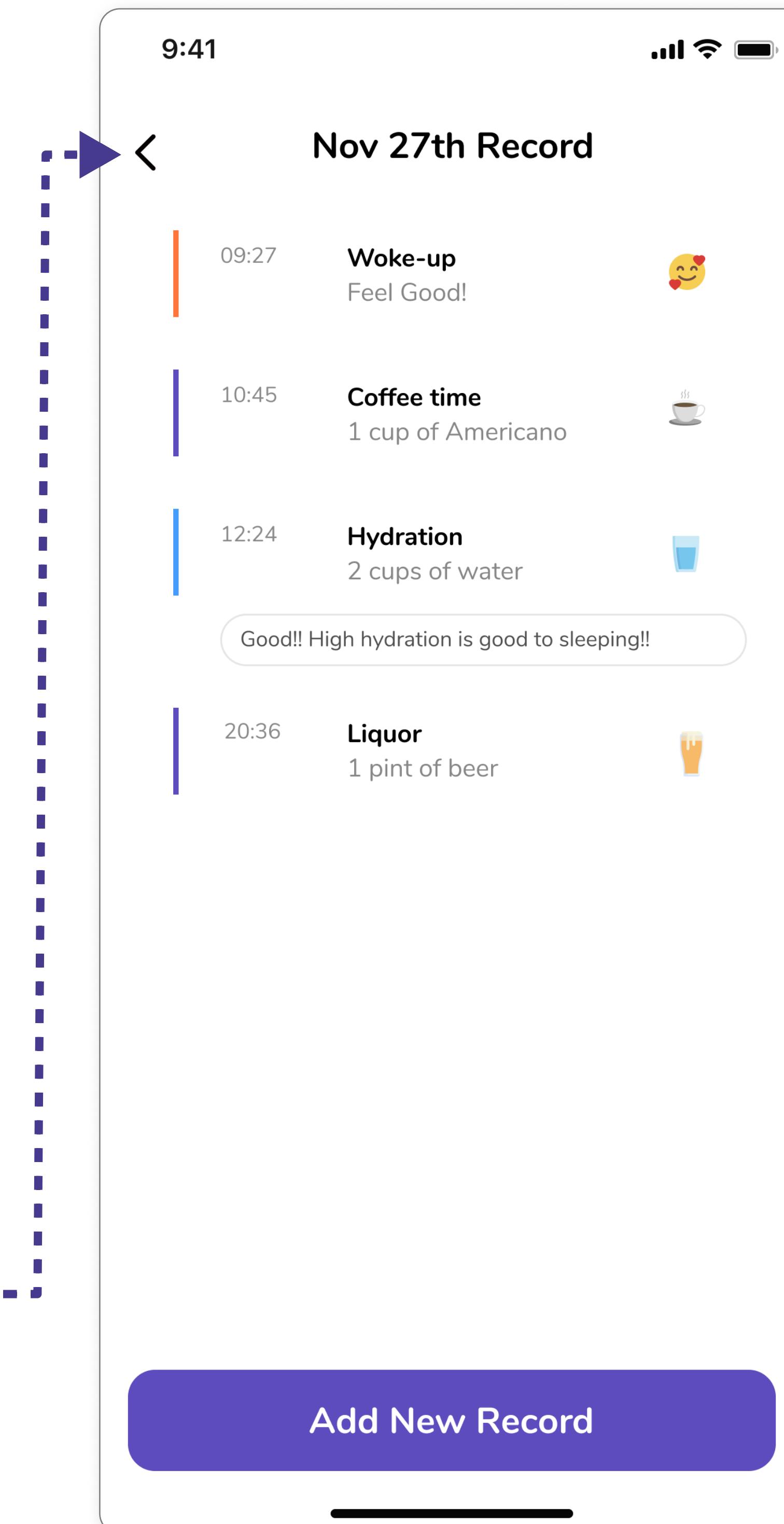
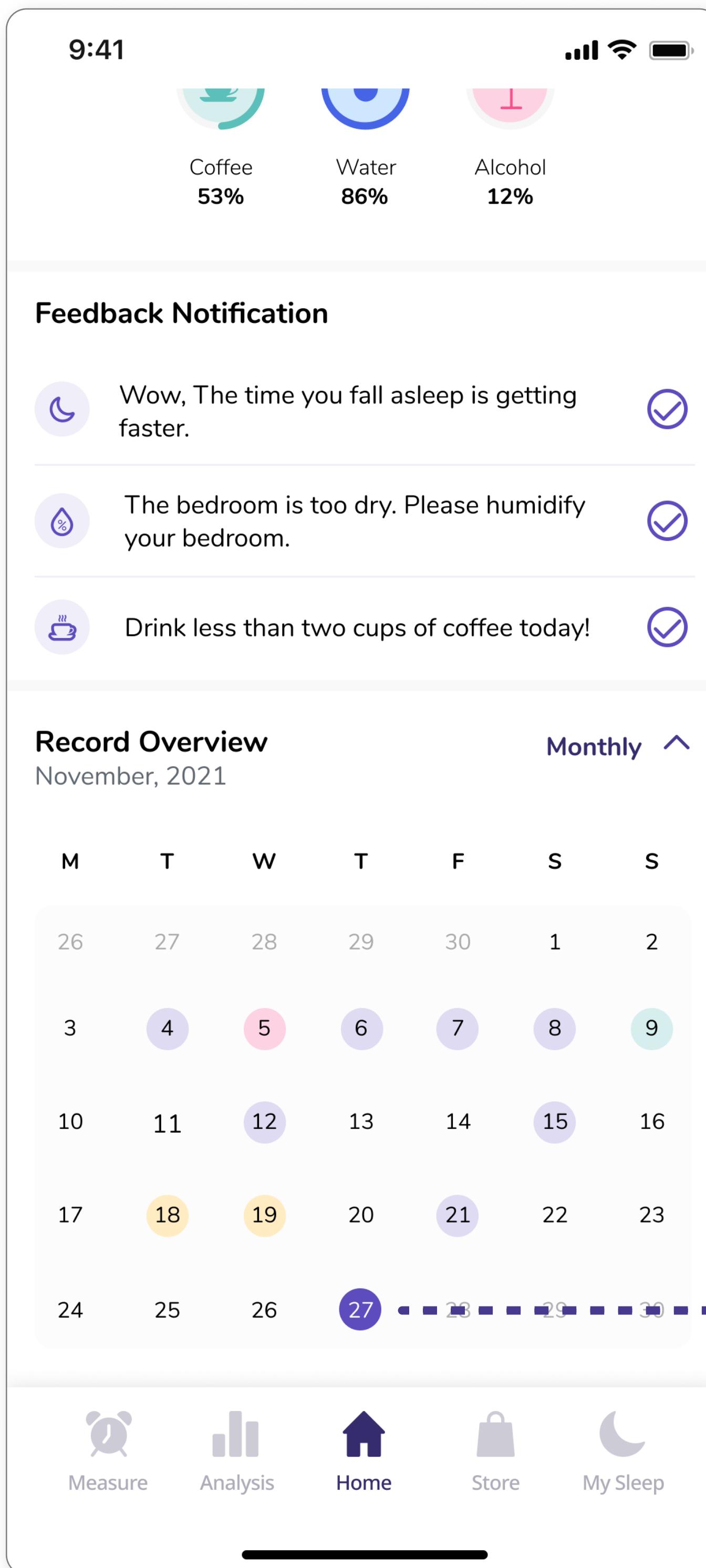
The sign-up page of the Sleeper app is displayed on a smartphone screen. The top status bar shows the time as 9:41 and signal strength. The page has a purple header with the text "Sign up". Below the header are several input fields: "User Name" with a placeholder "Your name", "Gender" with a selected "Male" button and an unselected "Female" button, "Date of Birth" with dropdown menus for Month, Day, and Year, "Physical information" with dropdown menus for Height and Weight, and "E-mail" with a placeholder "Your email". At the bottom is a large purple "Sign up" button.

Analysis varies depending on the user's body type and age.

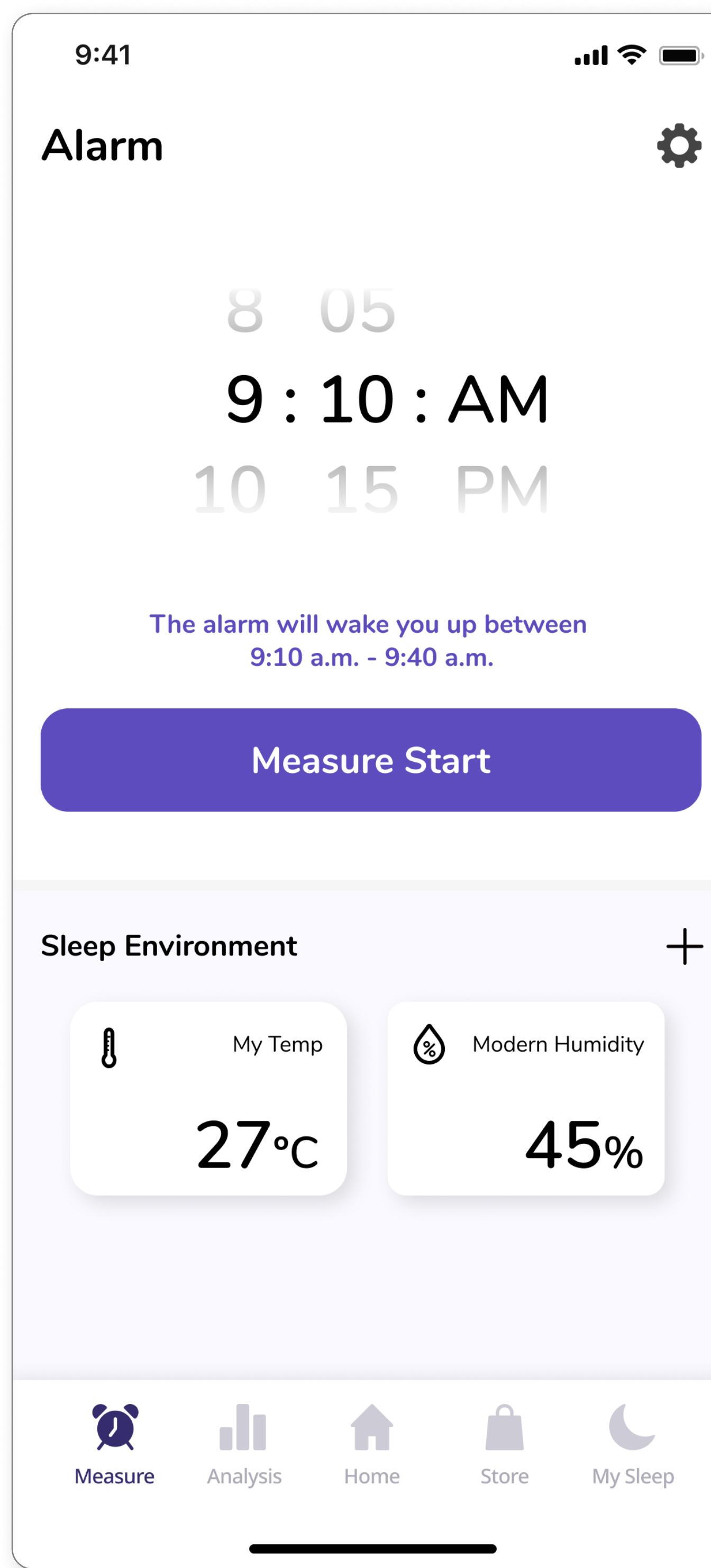
Home Page (Main Page)



Scroll down

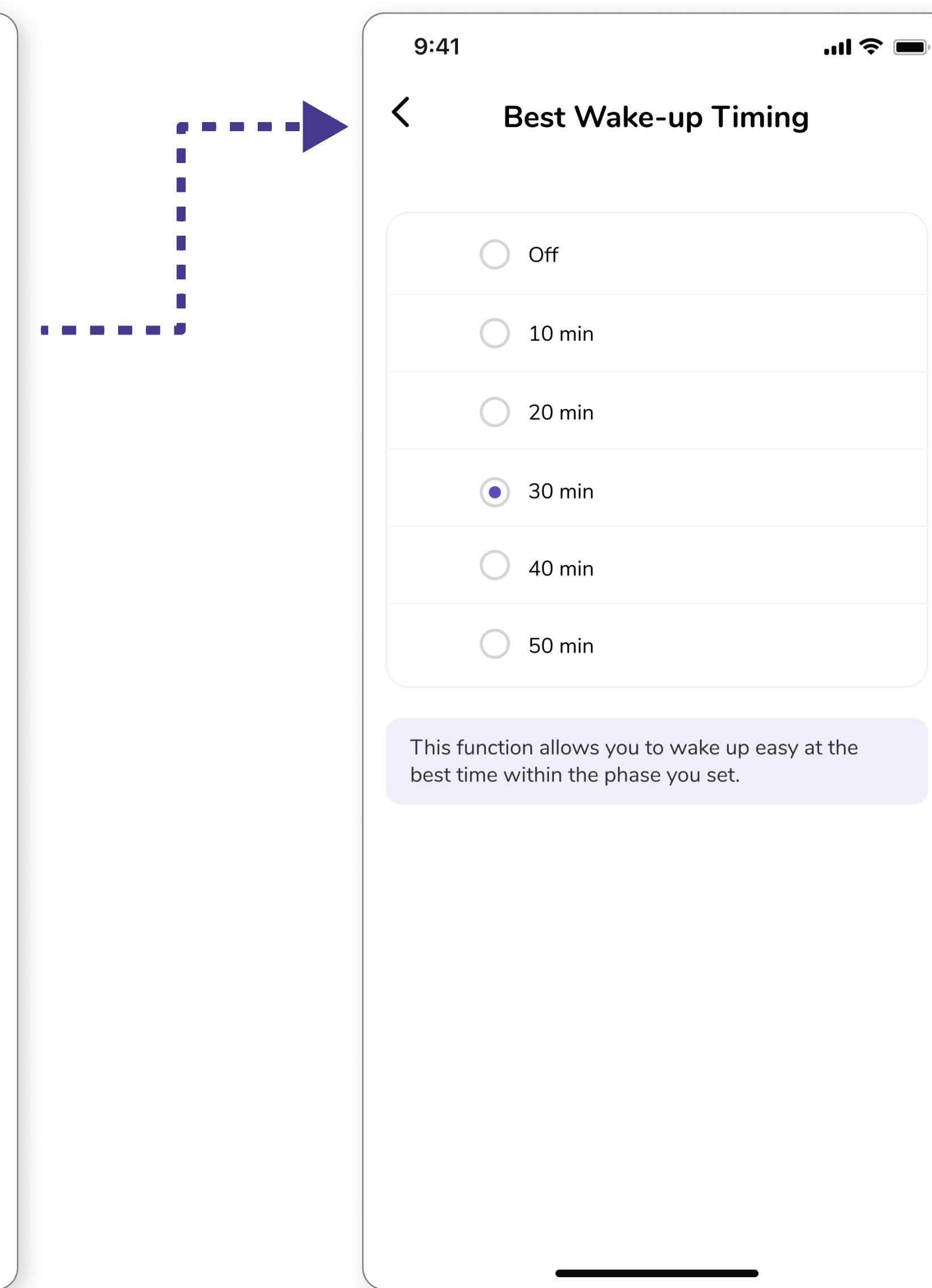
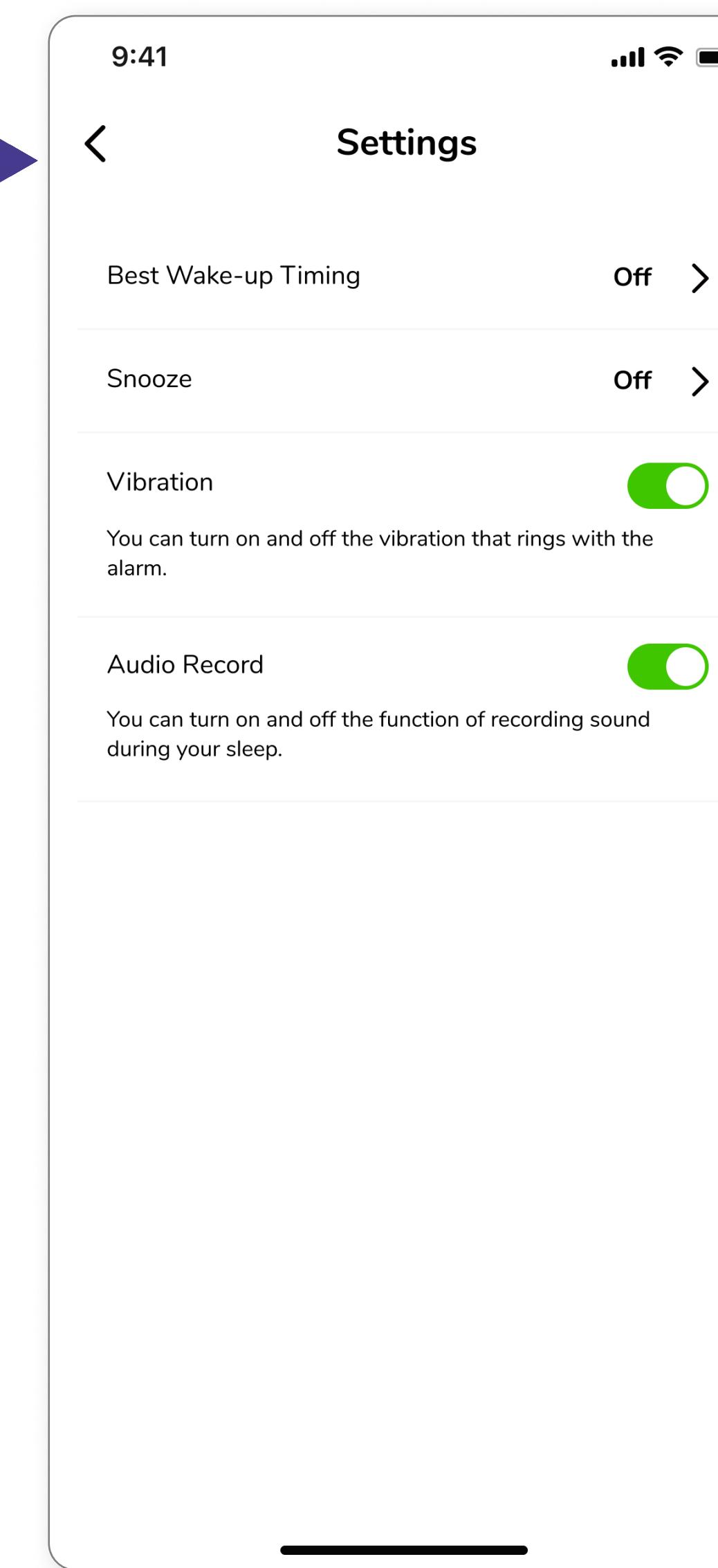


Measure Page



Set the time to wake up and press the start button.

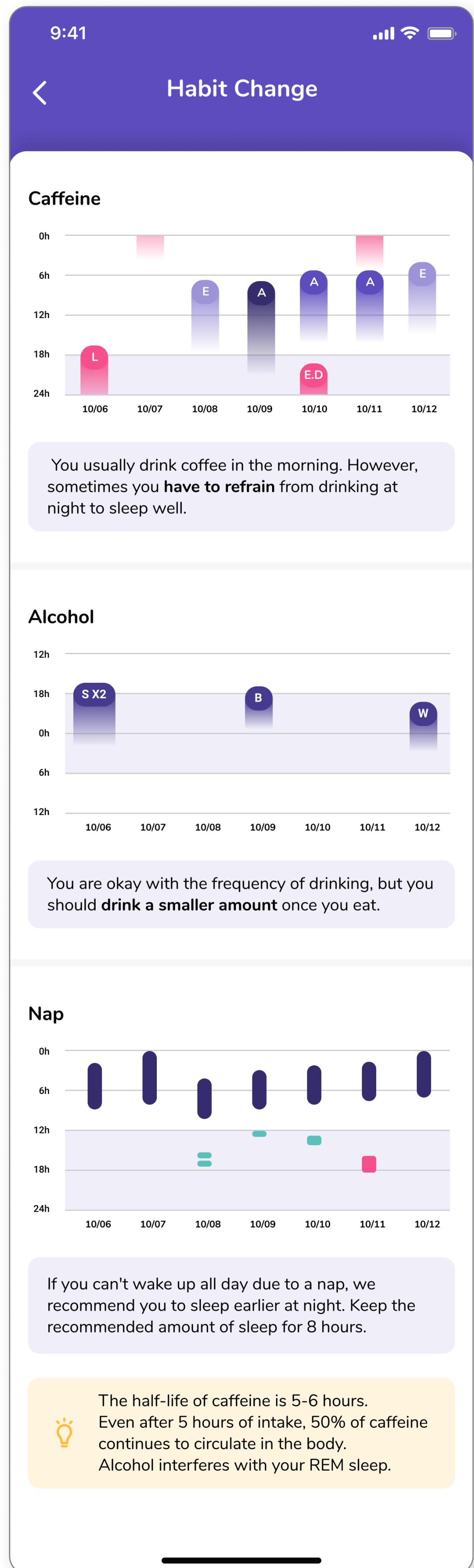
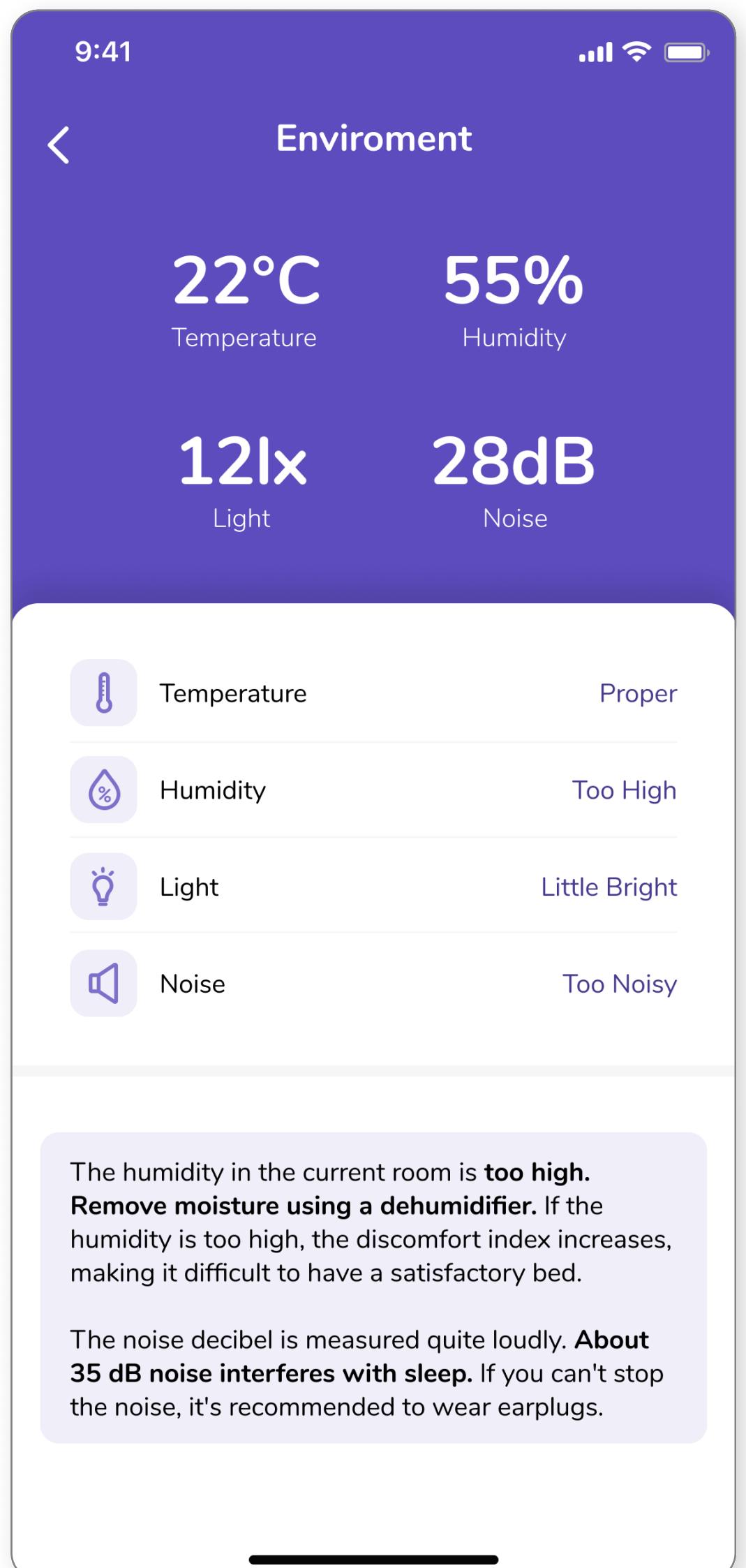
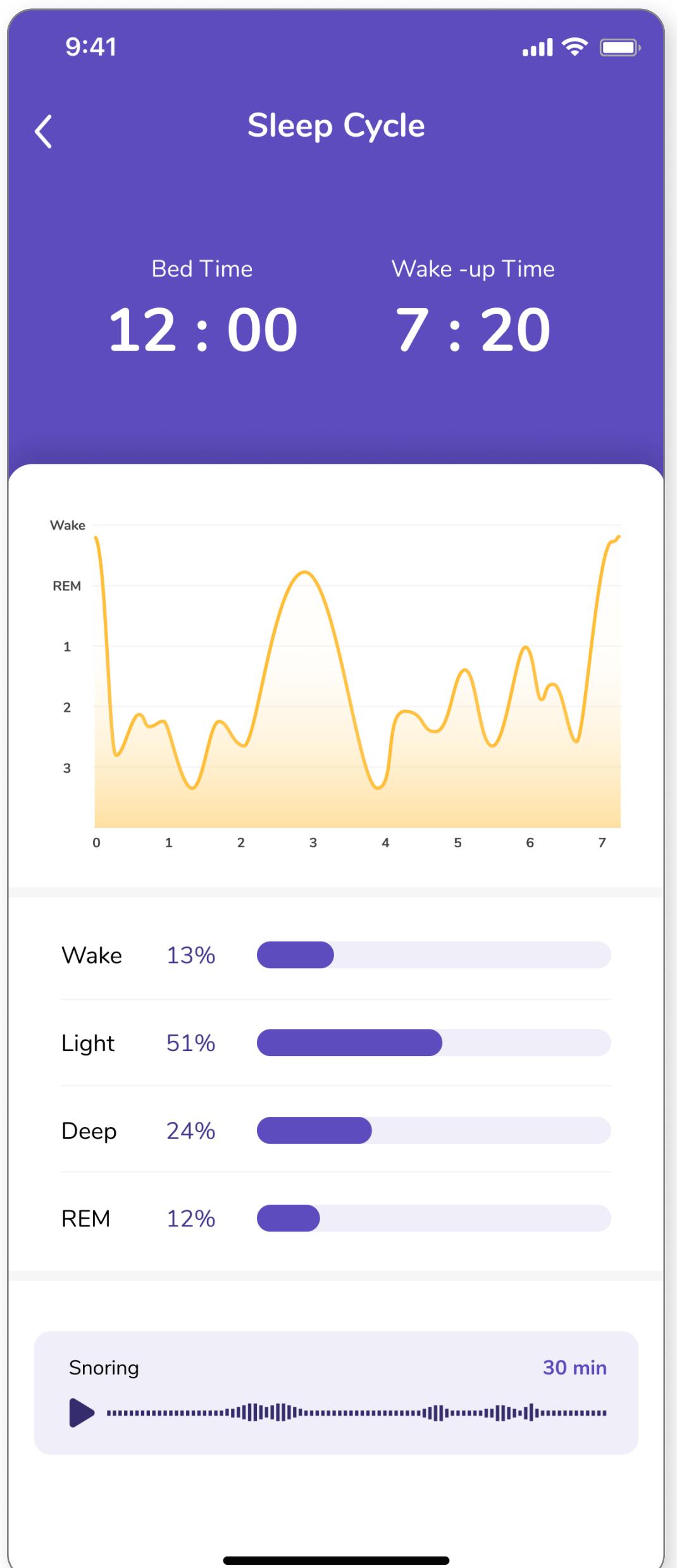
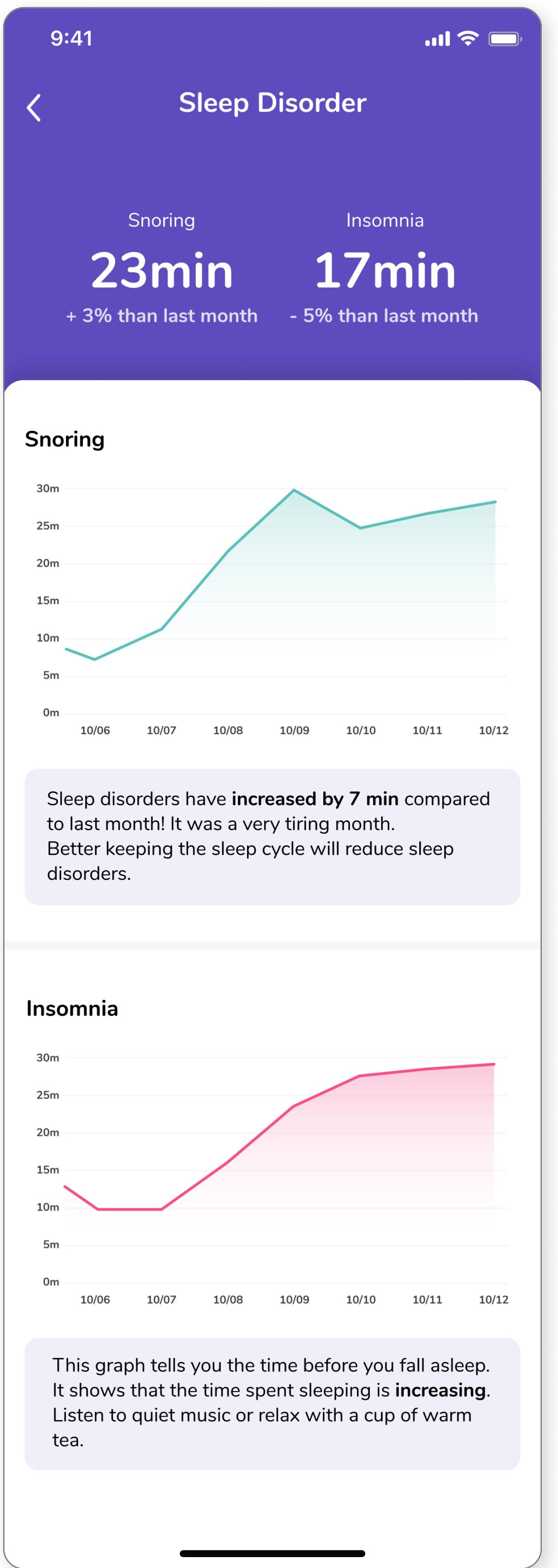
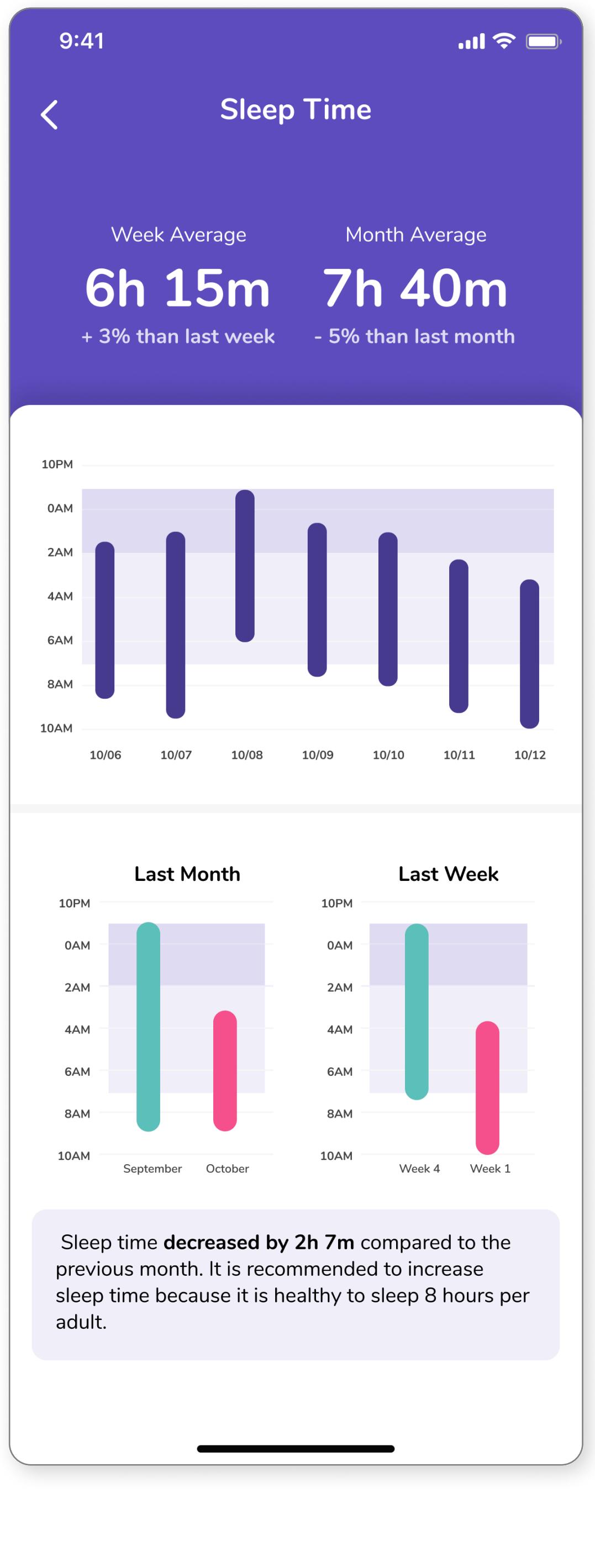
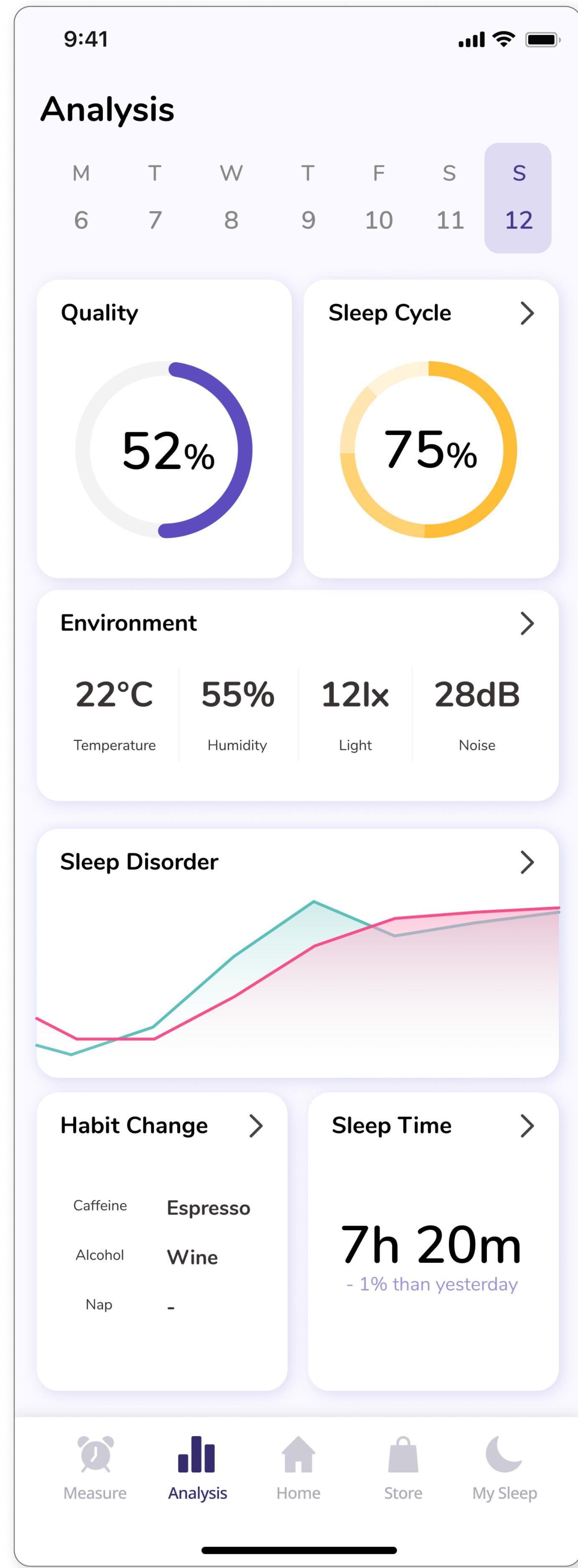
Manage the environment with purchased iot products.



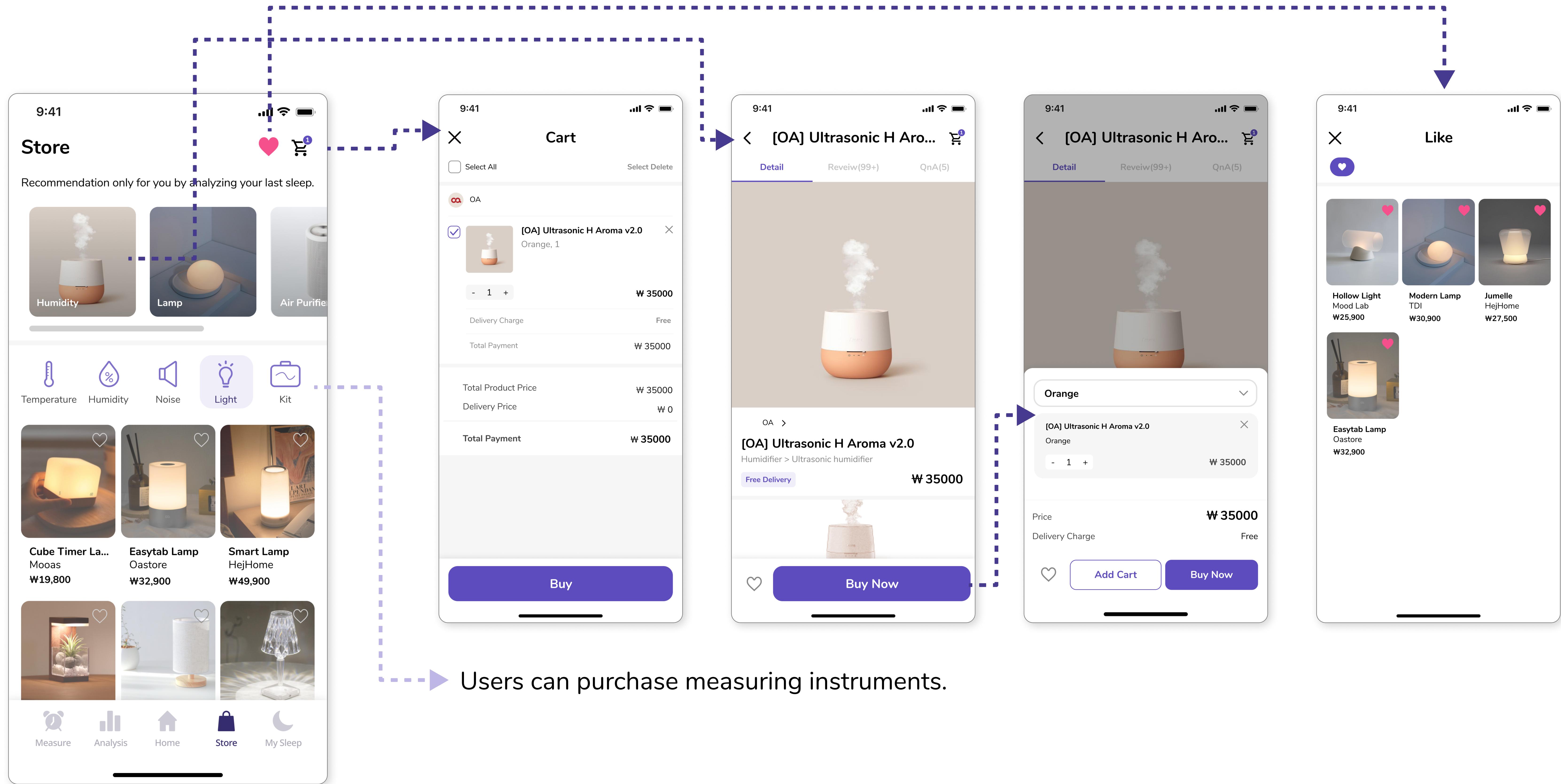
During the set time interval, the alarm goes off at the most likely time to wake up.

Analysis Page

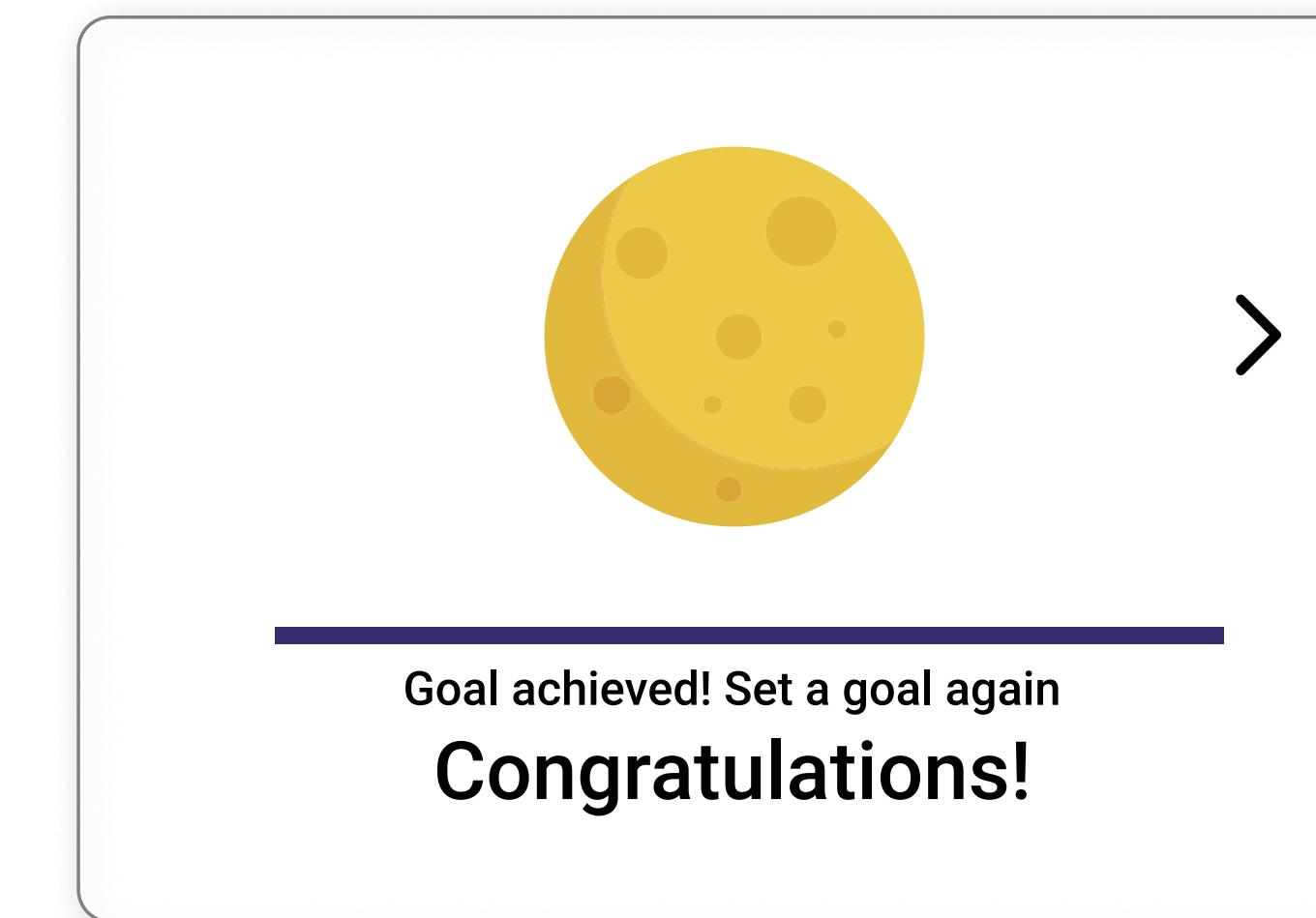
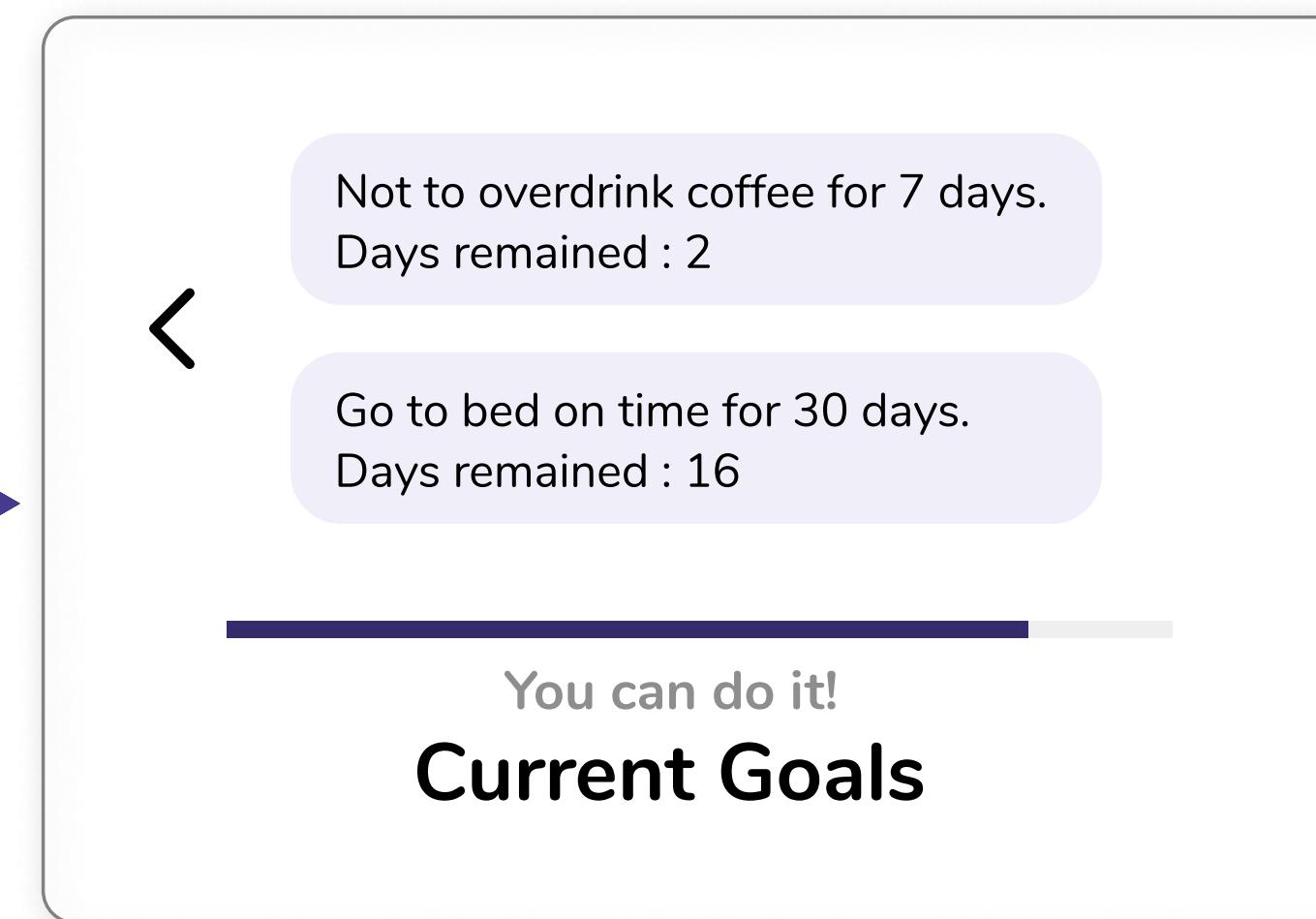
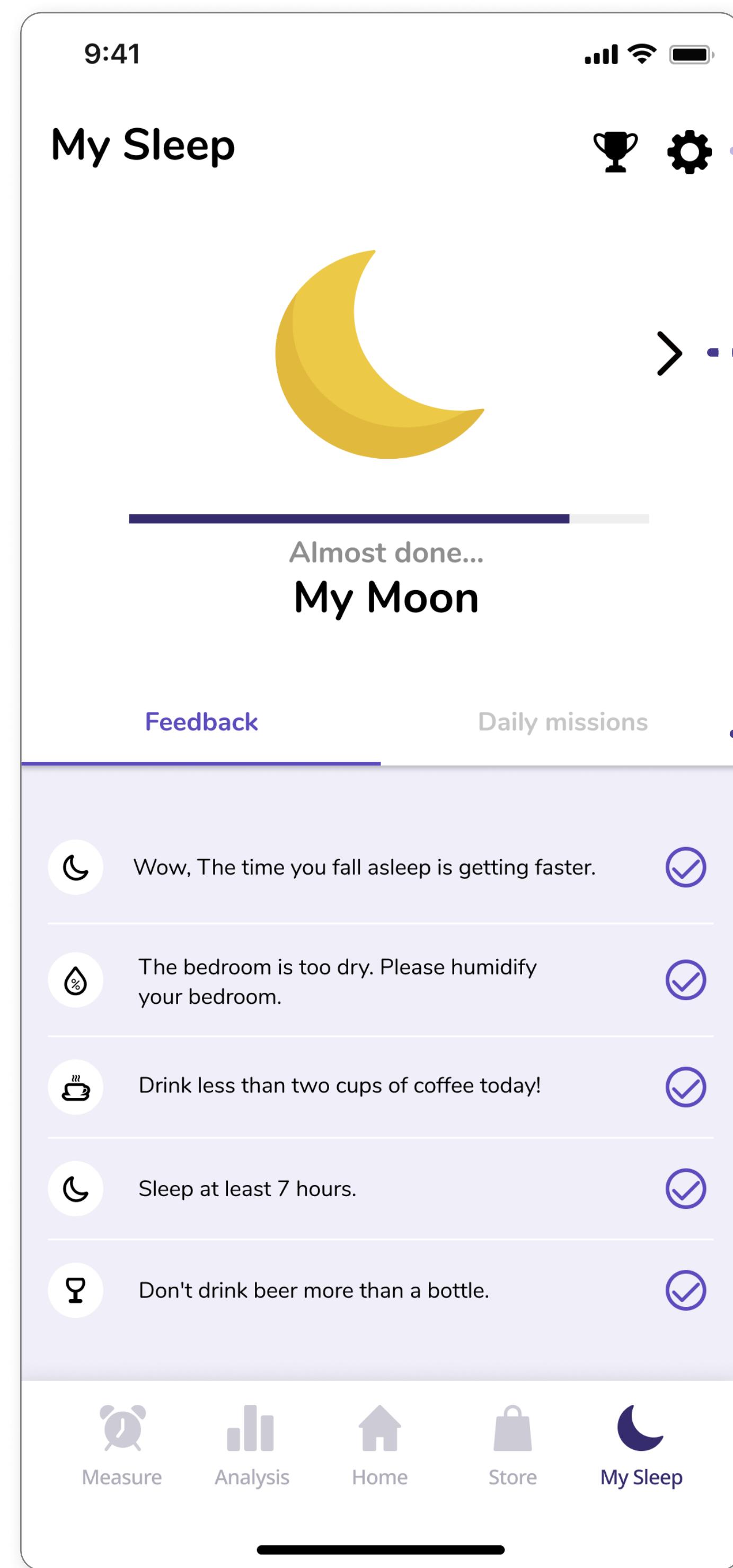
The first screen of the analysis page shows an overall summary.



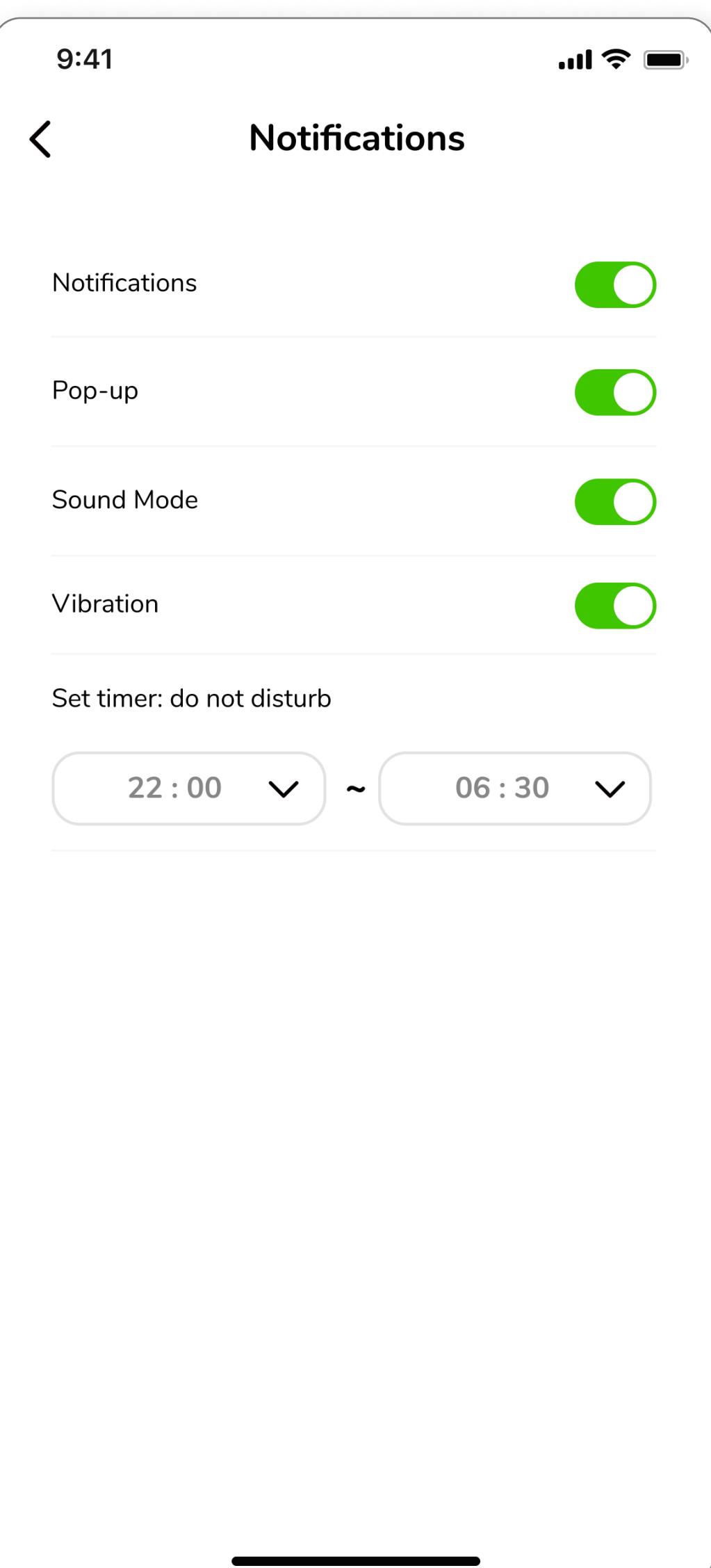
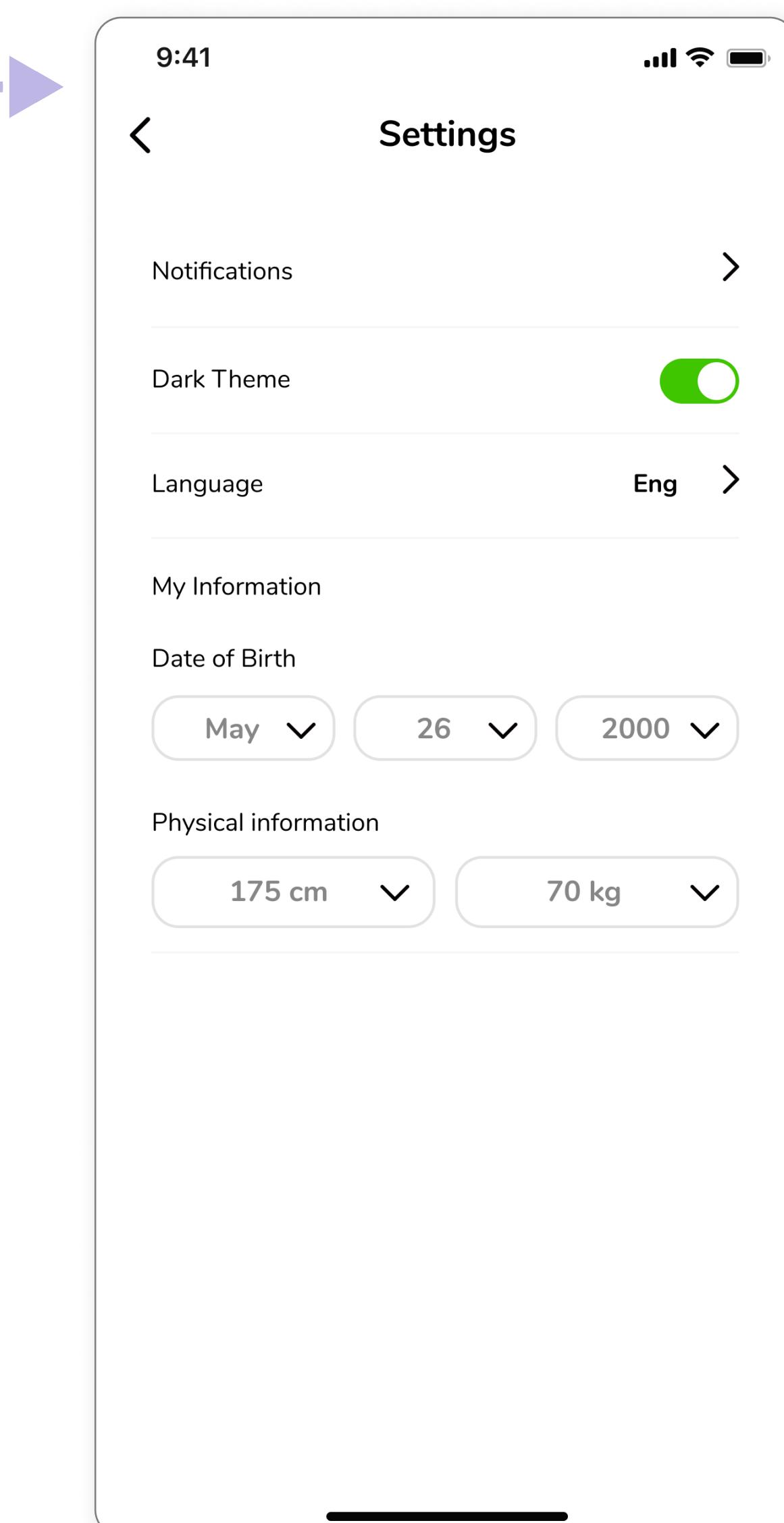
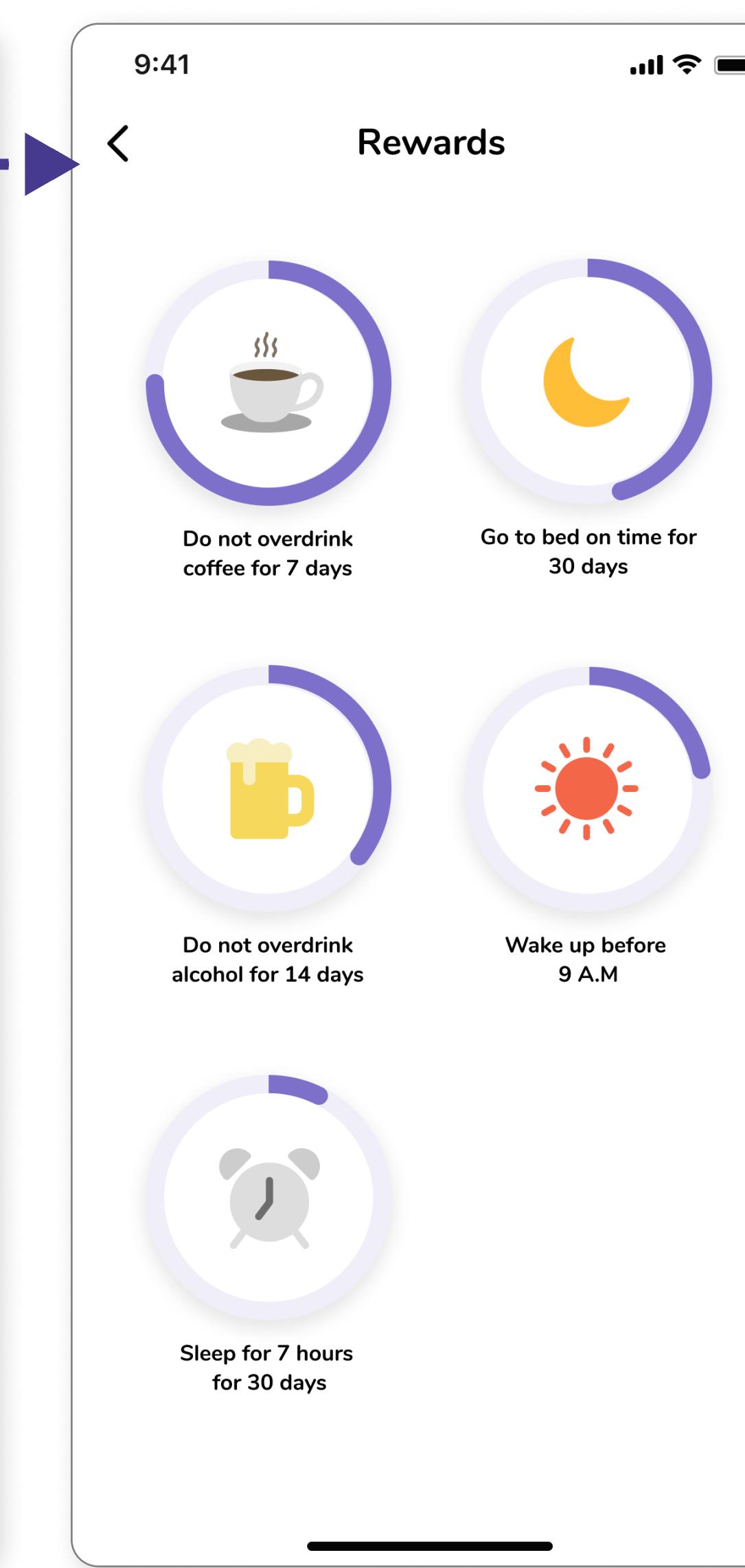
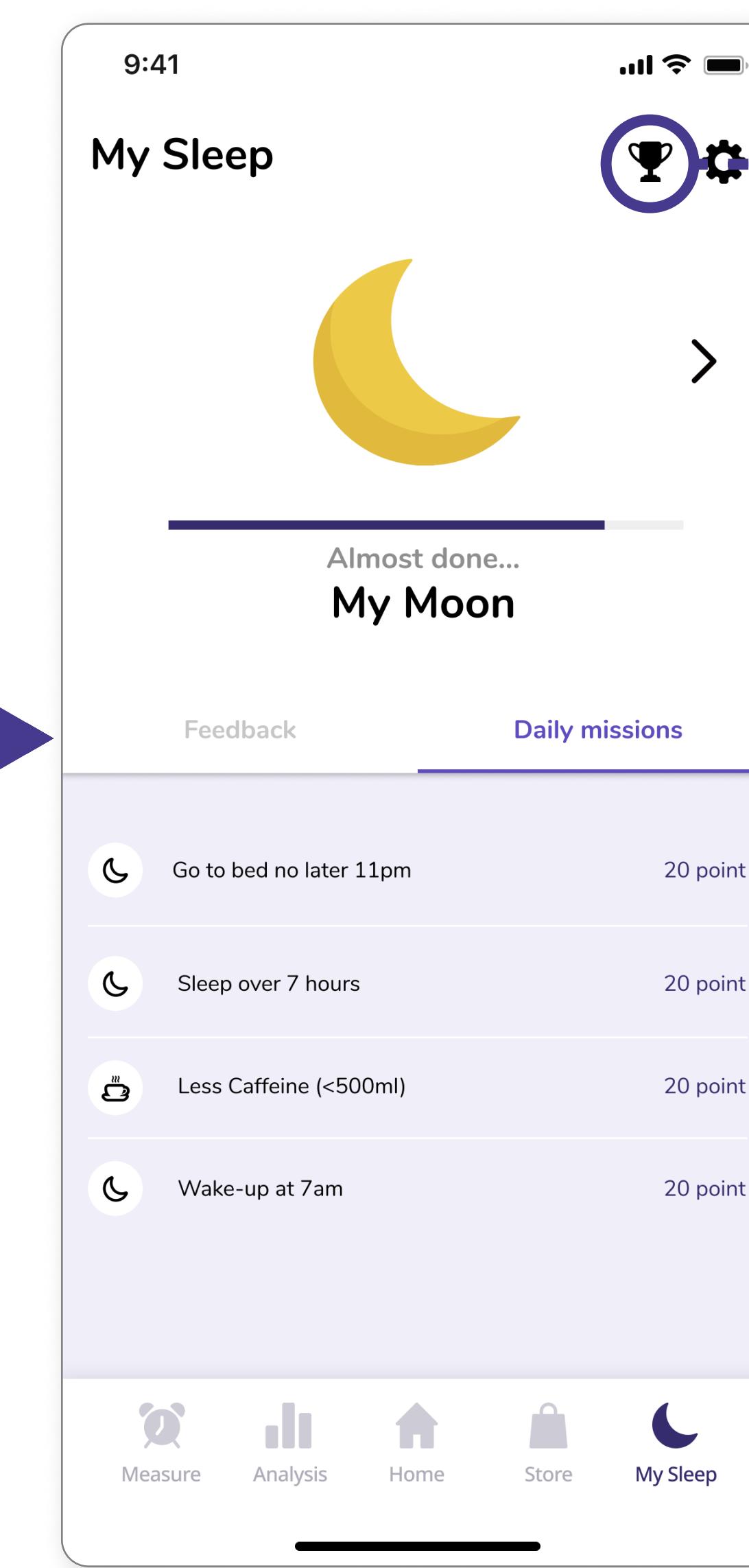
Store Page



My Sleep Page

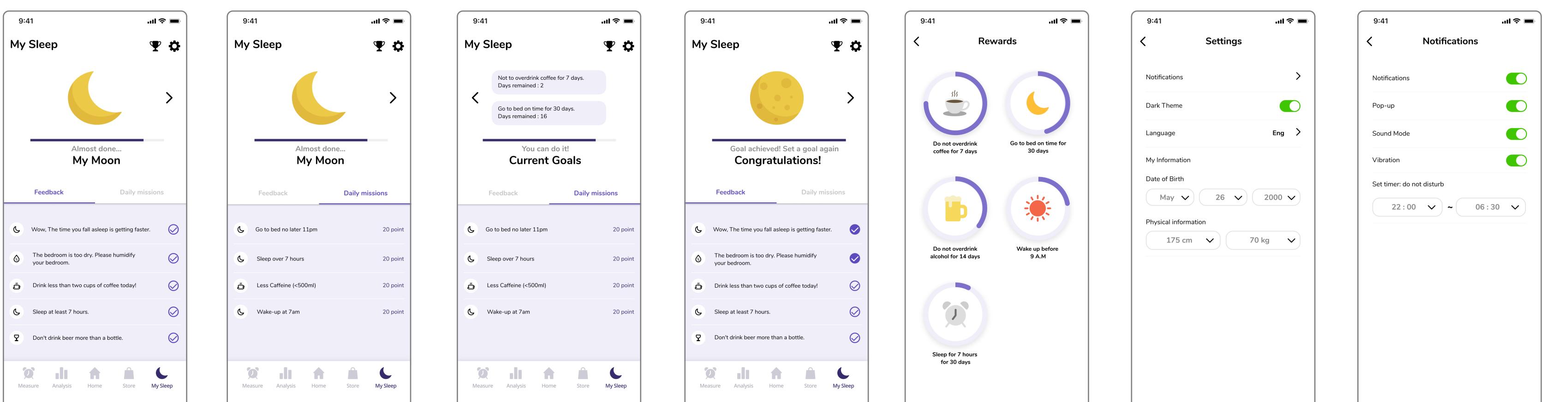
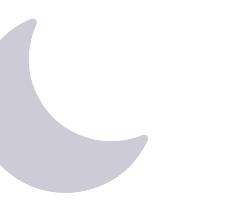
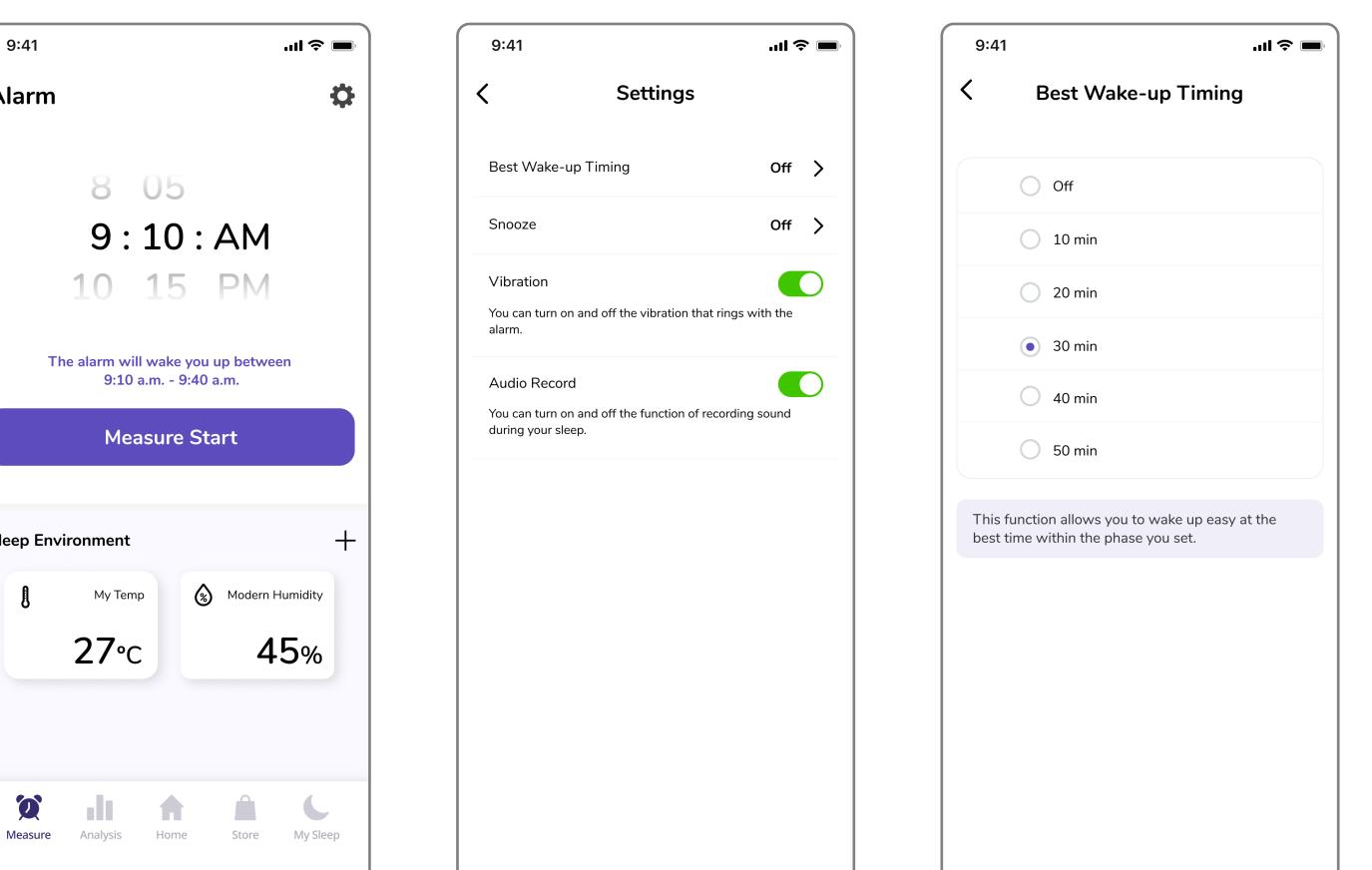
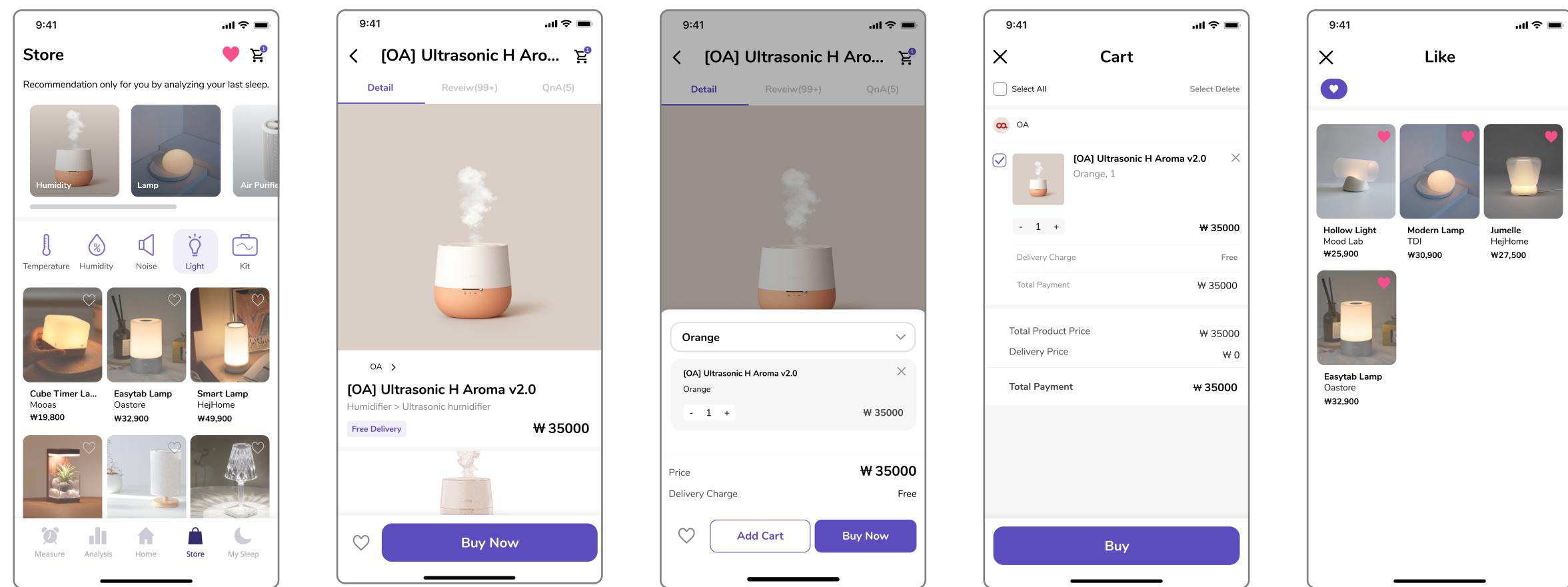
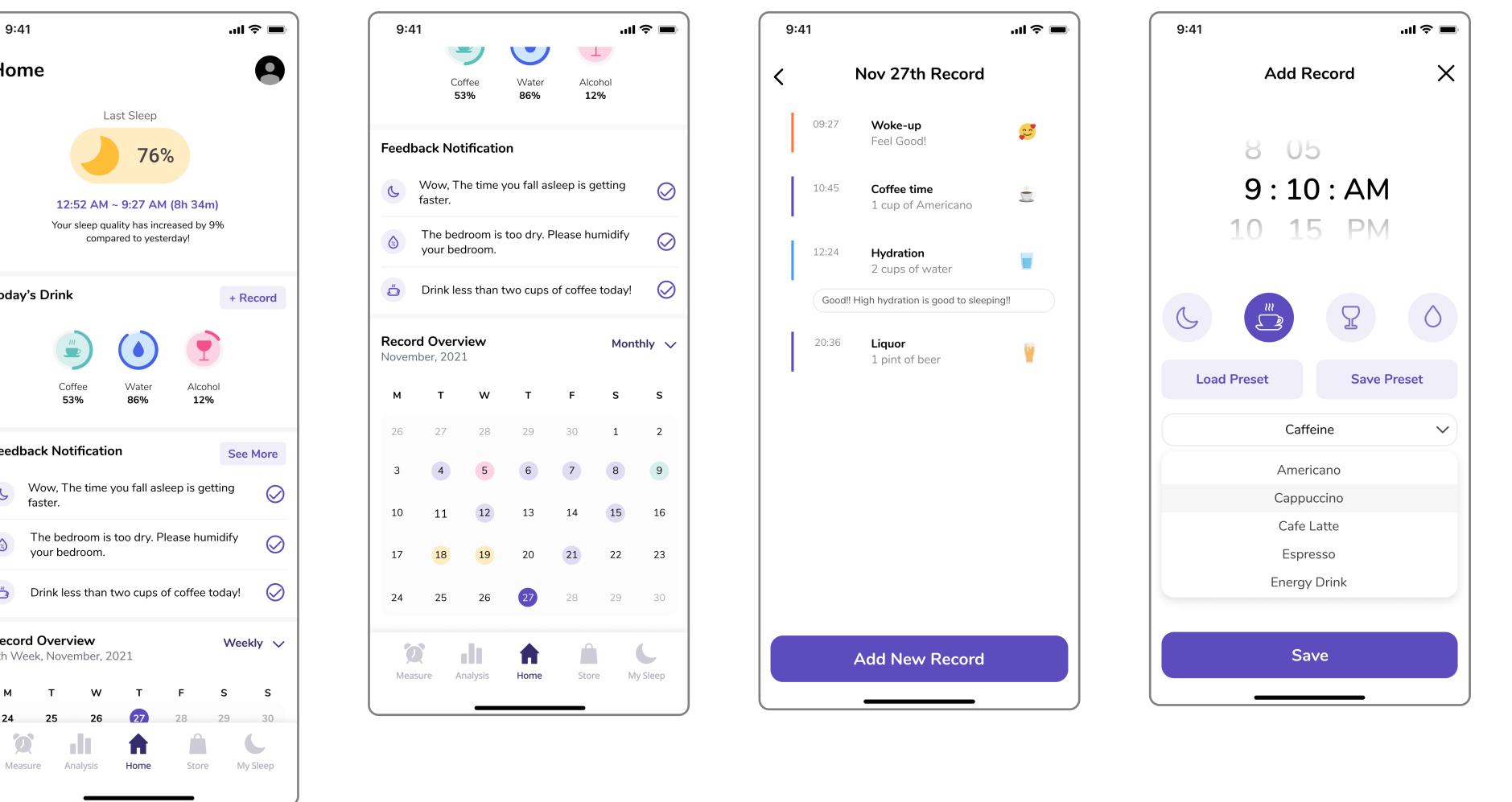
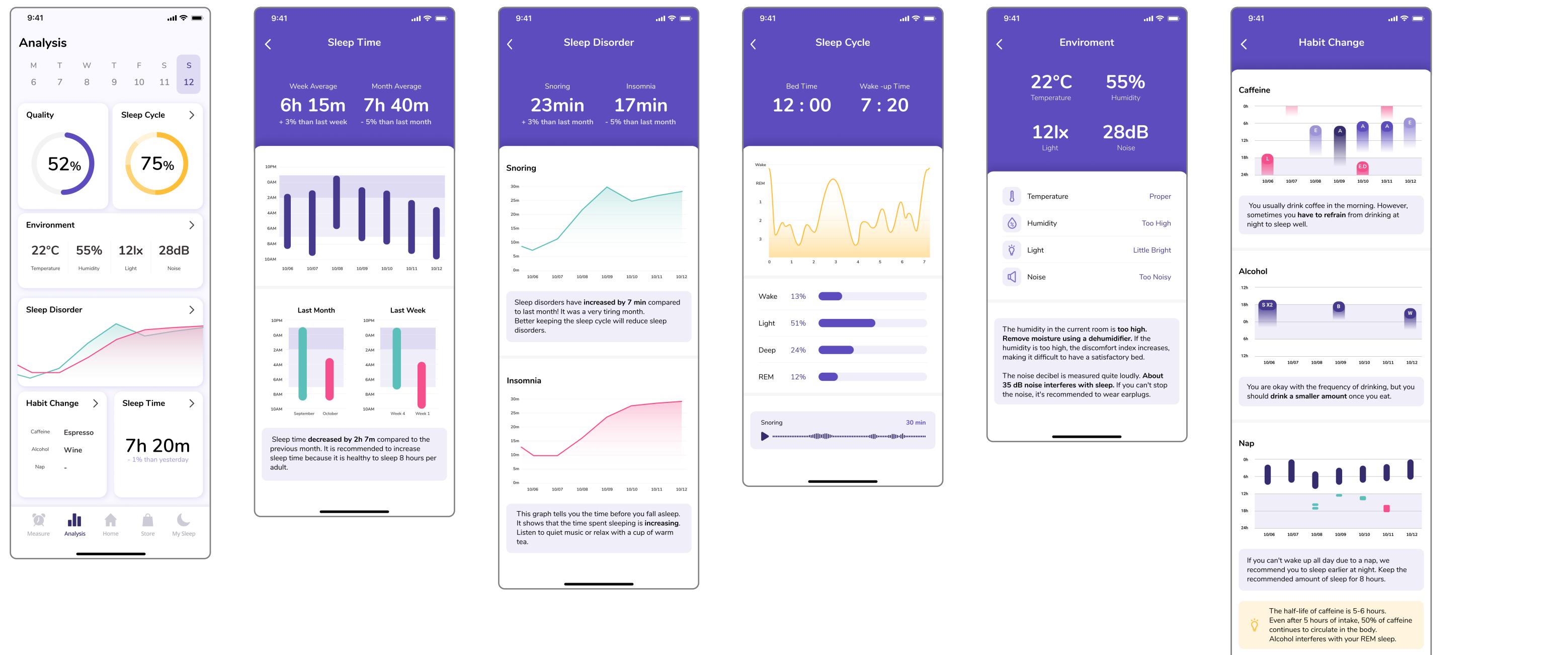
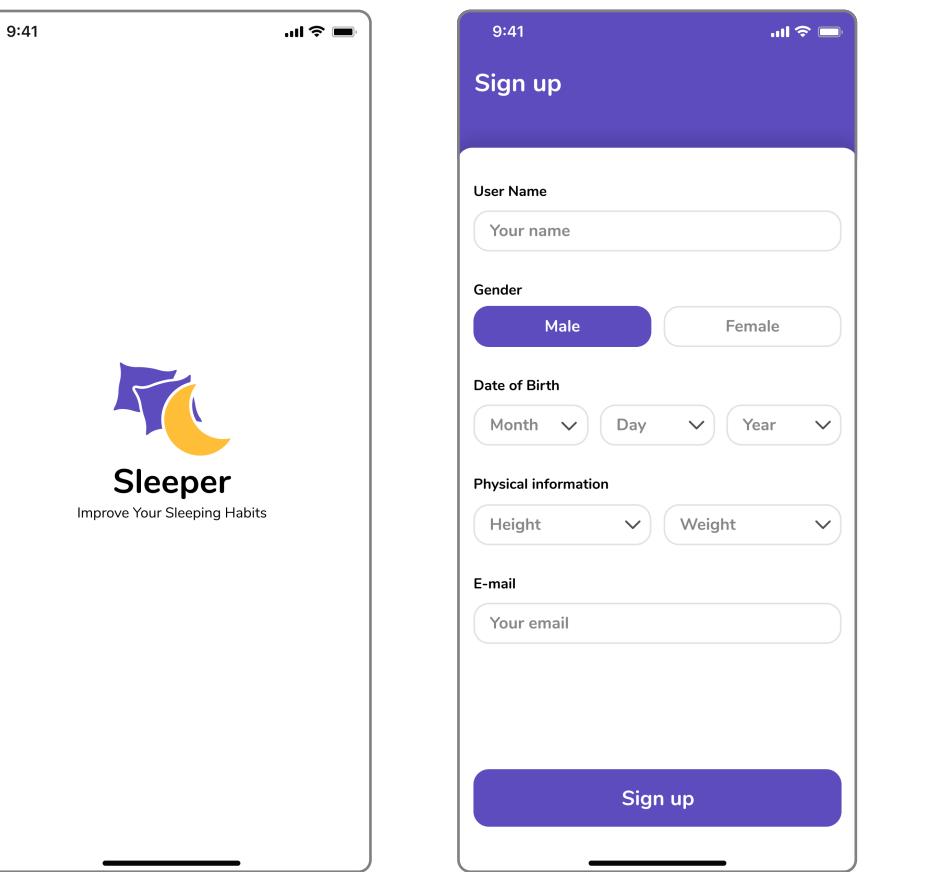


The moon rises with the efforts of the user.



✓ → ✓
If user succeeded, check!

Overall Visual Design



Thank You