



Hi,

This is my second UX design project, an app called Snooze, and it aims to help people with sleep apnea.

A considerable number of people suffer from Sleep apnea. The resultant sleep deprivation results in lower work productivity as the person is low on energy and needs to take a nap or even multiple naps throughout the day. It is also associated with long term cardiac risks



## PROBLEM

Sleep apnea gets in the way of normal sleep and a lot of people stay undiagnosed for this issue . Currently, there are very few apps which address this issue. Moreover, the available apps focus more on helping with the specific issue of snoring rather than dealing with the larger problem.

## AIM

To create a prototype for an app , which is simple to use, and helps patients with a free base diagnosis based on their sleeping and dietary habits along with their basic physiology. Furthermore, a built-in interface to directly speak to a sleep doctor by appointment is also an important requirement.



**12-18 MILL.**

Sleep apnea affects at least 12-18 million Americans every year.



Overweight people have **4 times the risk** of developing sleep apnea compared to people at a normal weight.



Men are twice as likely to have sleep apnea than women.



An estimated 4 out of every 100 middle-aged men and 2 out of every 100 middle-aged women have obstructive sleep apnea that causes noticeable symptoms.



Sleep apnea occurs in about 2% of children and can occur even in very young children, especially if they're overweight.

Sleep apnea is associated with **double the risk** of having a stroke

# Personas :

Name: Robin Simon  
Age: 51  
Business Owner



Used to think that snoring was harmless and found out much later that his snoring was due to sleep apnea. He believes that even such trivial issues should be discussed with a medical professional as soon as possible and that people like him would benefit from the ease of accessibility that an app might provide.

Name: Adam Amdur  
Age: 41  
Corporate Lawyer



Adam Amdur, 41, of Sarasota, Florida, believes he's had sleep apnea since childhood, though doctors didn't diagnose him with the condition until he was 35. He hopes new age digital technology can improve access to sleep doctors so that the issue can be diagnosed and dealt with on time.

## Pain points of patients/potential patients :

Mental resistance against getting help for sleep apnea

Lack of apps which deal with the core problem and not just the snoring

Difficult to access sleep doctors through an app

Lack of specific lifestyle advice which would target sleep issues.

Problem getting a base diagnosis which gives them some direction or clarity

Wanting the diagnosis delivered conveniently to them

# What the empathy map looks like :

## SAYS:

“I wake up fatigued every morning.”

“I get nightmares.”

“People around me complain that I snore too much.”

## THINKS:

“People around me suggest that I might have sleep apnea, I’m not sure though, and I’m not sure about how to approach a sleep doctor.”

## DOES:

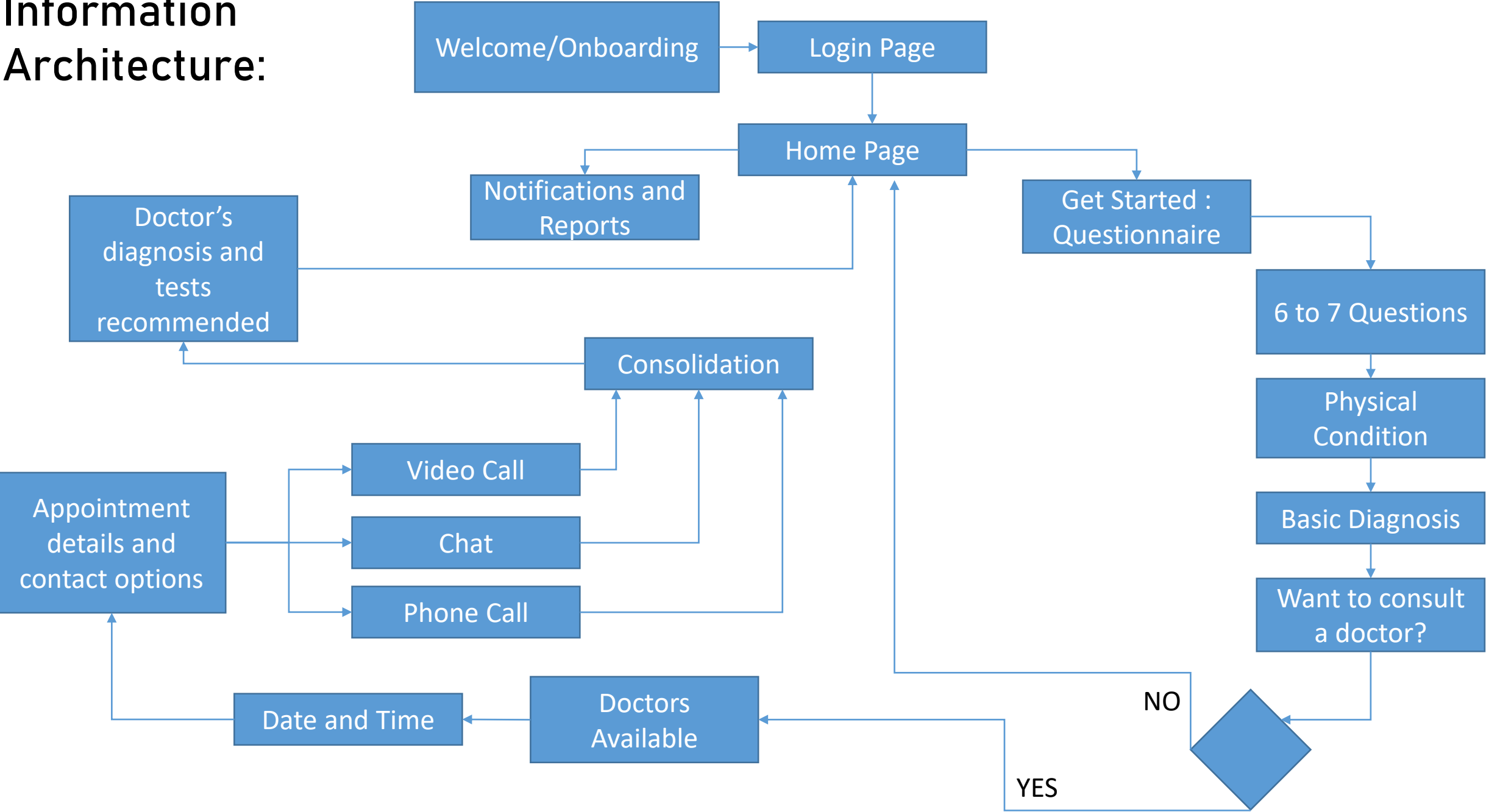
Tries to get an offline appointment.

Looks up online sleep labs which require prior prescription , in addition to being intimidating.

## FEELS:

A little helpless and confused regarding his/her own condition and what to do about it. Visiting a sleep doctor in person might be the only option.

# Information Architecture:



# Wireframes:

logo

Welcome

logo

Login options

Login options

Inbox

Notifications

Profile

Please help us out with a few questions so that we can start helping you out

Get Started Now

Questions regarding sleep / lifestyle

Rarely

Occasionally

Frequently

How would you describe your activity level?

Active

Moderately active

Sedentary

Physical Condition

Height

Weight

Neck measure

Age

Gender

Any other medical problems?

Submit

Proceed to Diagnosis

Basic Diagnosis :

Next Steps :

Connect with a sleep doctor

Home

Doctors Available for Virtual Consultation

Doctors available

Next

Select Date and Time

Date and Time options

Book Appointment

Appointment Details

Date

Time

Name of doctor and Credentials

Options to contact doctor

status of conversation

Credentials of doctor

Chat /Phone/Video call interface

End Appointment

Credentials of doctor

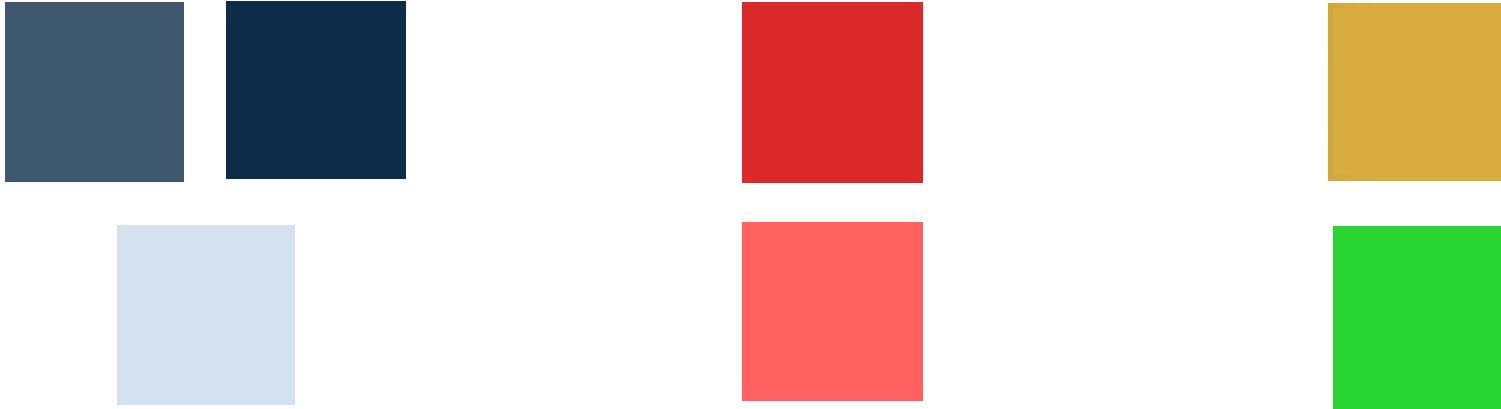
Diagnosis

Tests Recommended

Home



## Colors, Mood and Theme:

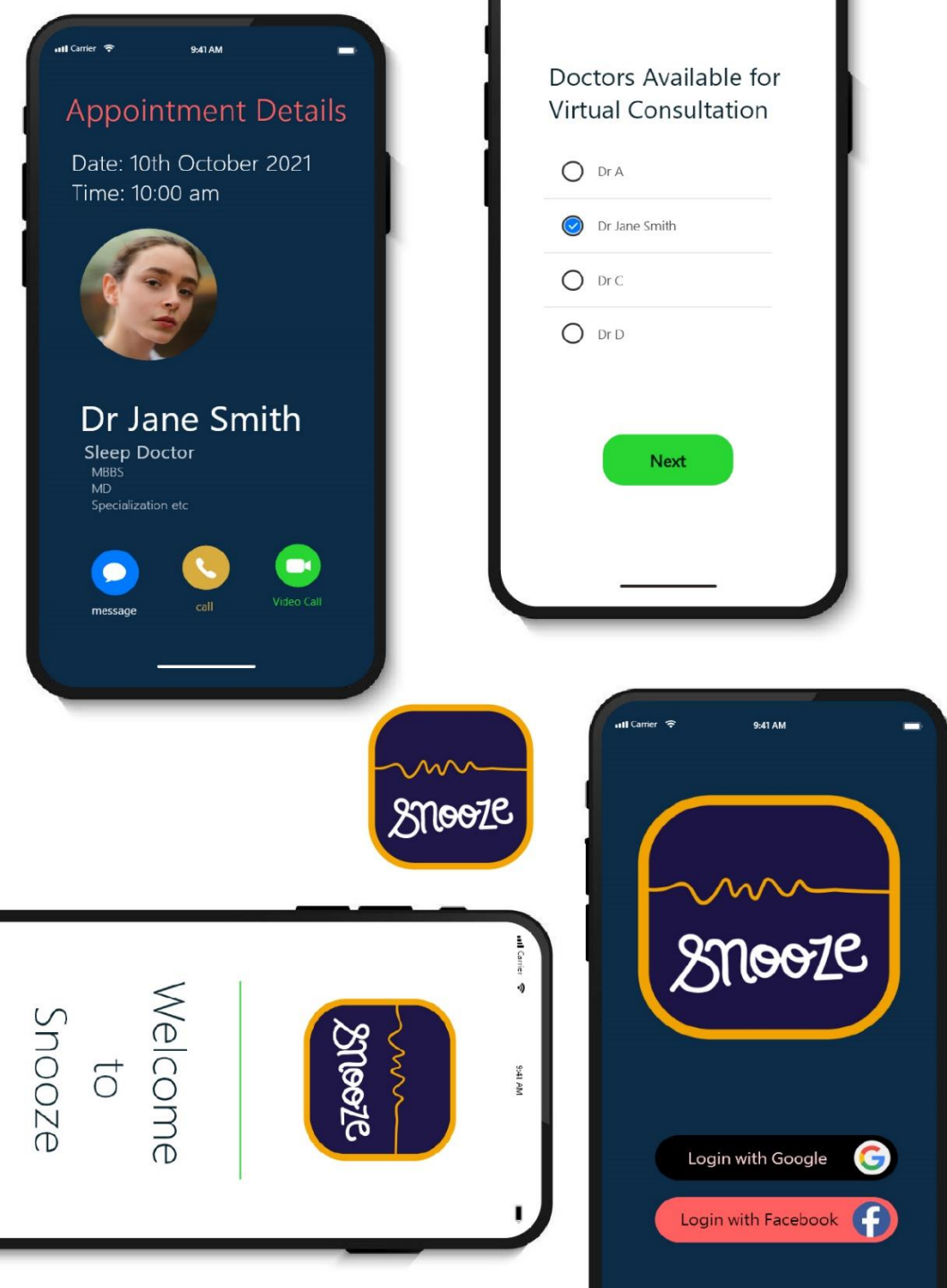


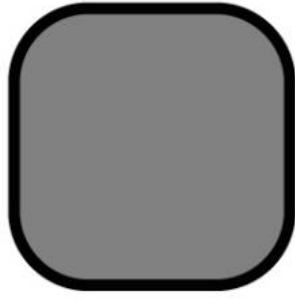
The color scheme used is a wide variety of dark color schemes and muted bright colors. A light baby blue color has also been used in the questions page, to calm the user down while answering the questions. Green and mustard are used for buttons and highlights.

# Logo and Brand Identity: Inspiration and Design:



The logo is designed around the “Theta waveform”, which is the electrical activity which happens in the brain when we are in REM ( Rapid Eye Movement ) sleep.





Dark box, indicative of the ideal sleep environment

+



'Theta' waveform, indicative of the electrical pattern in our brain during REM sleep

+

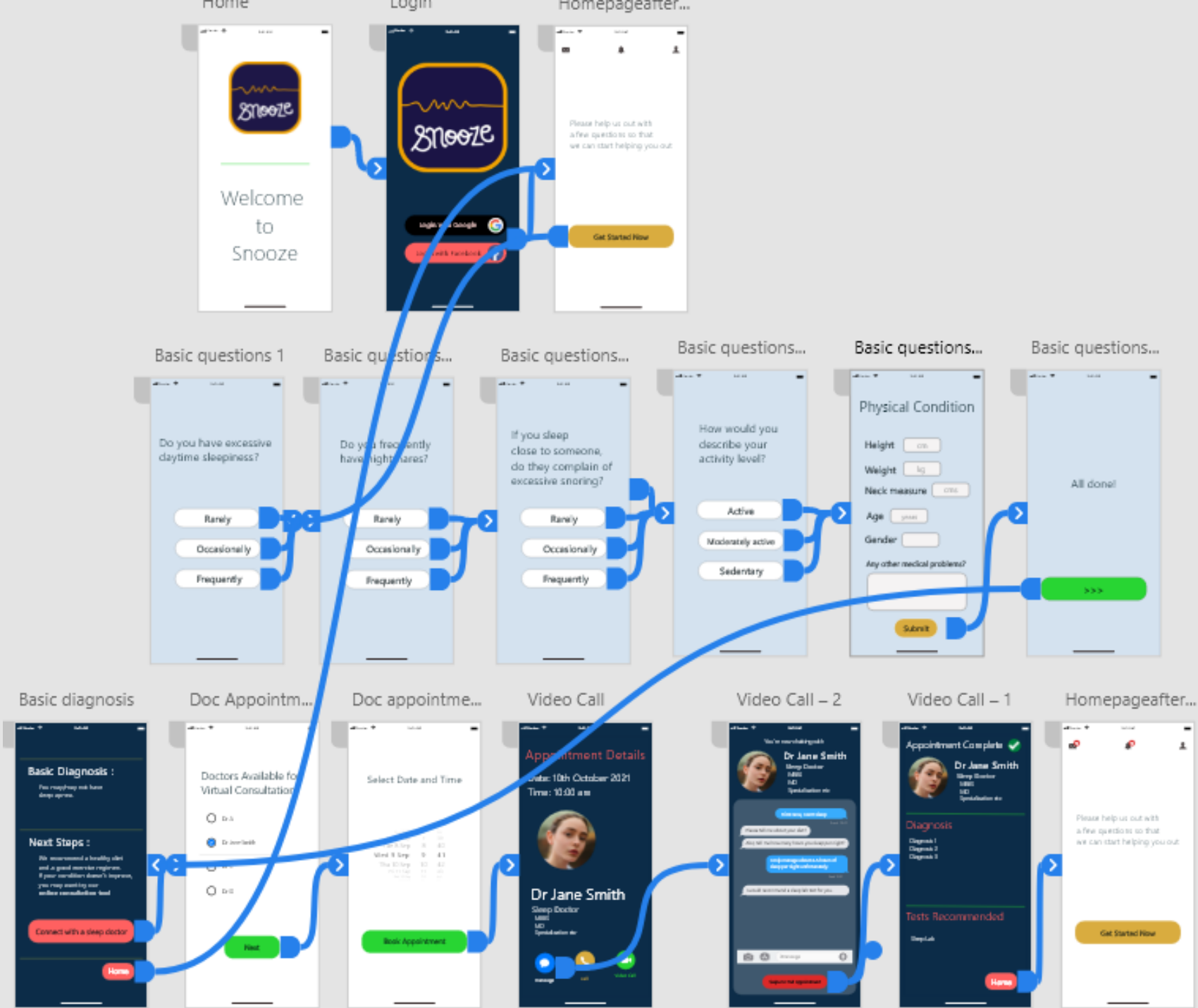
*Snooze*

Cursive typography used to make the logo a bit more 'fun to look at'.

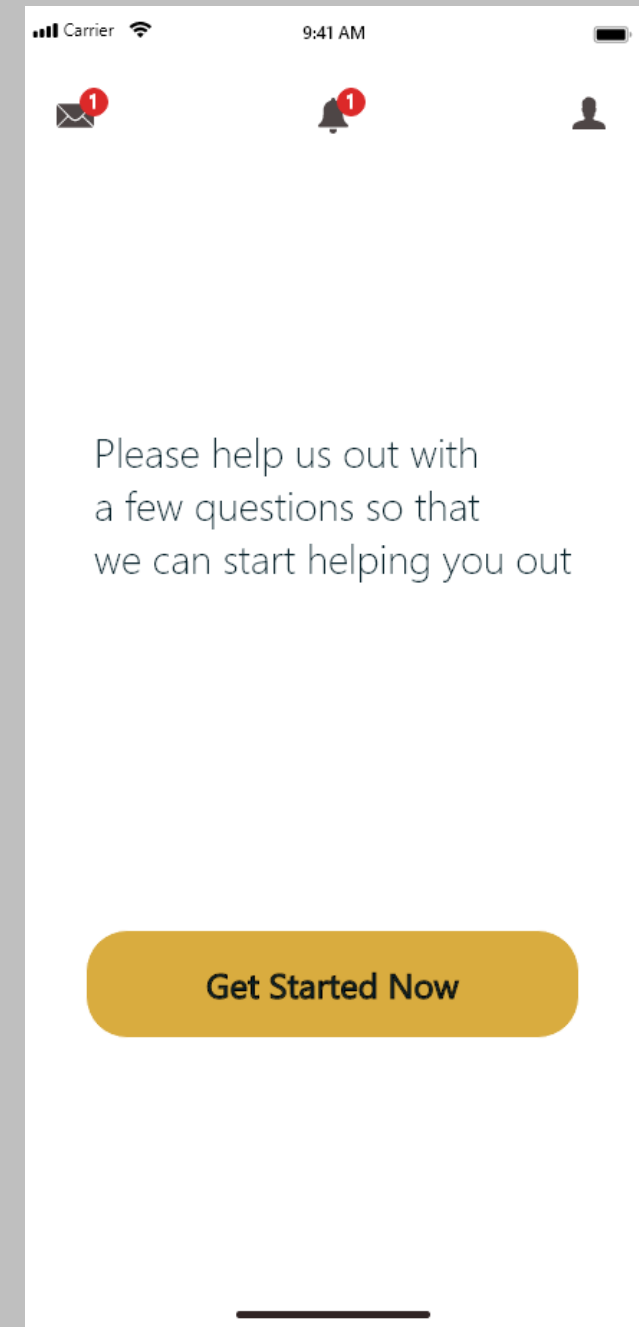
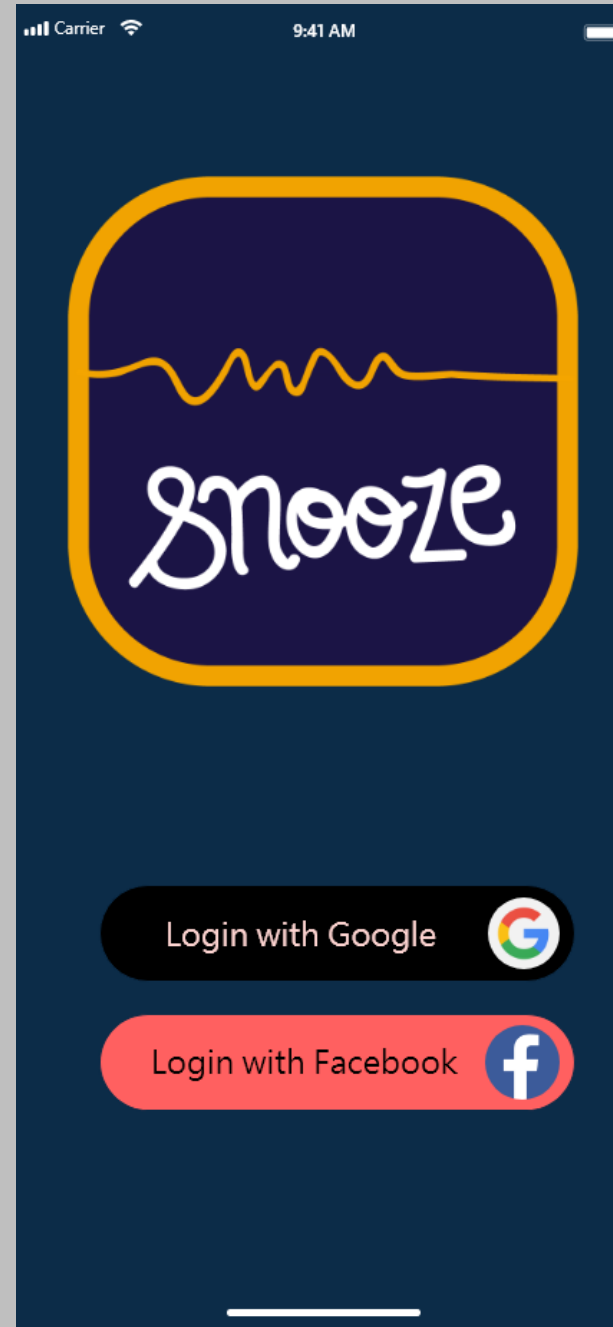
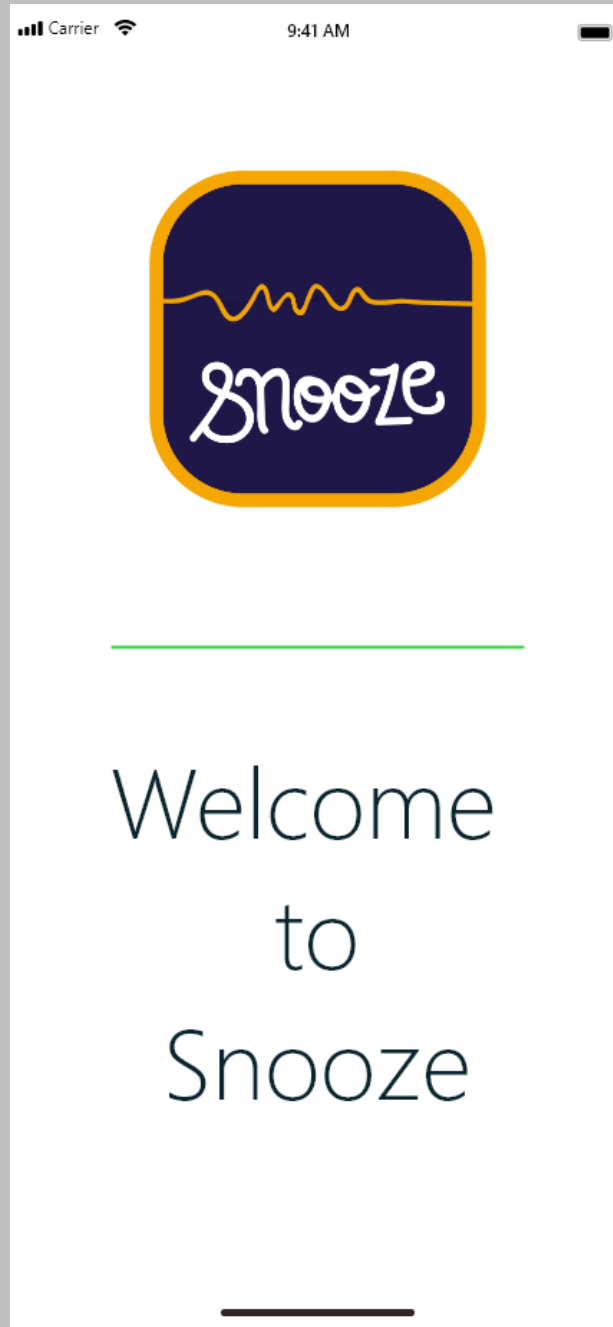
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# User Flows:



# High Fidelity Mockups:



If you sleep  
close to someone,  
do they complain of  
excessive snoring?

Rarely

Occasionally

Frequently

Do you frequently  
have nightmares?

Rarely

Occasionally

Frequently

How would you  
describe your  
activity level?

Active

Moderately active

Sedentary

# Physical Condition

Height

Weight

Neck measure

Age

Gender

Any other medical problems?

Submit

All done!

Proceed to Diagnosis

