

Sleep Assessment Framework

Step 1: Introduction

Snoozer's Prompt:

"Let's find your perfect sleep system! I'll ask you a few quick questions to understand your preferences and needs. Ready to begin?"

Step 2: Questions

1. Size Preference:

"What size are you interested in?"

Options:

- Queen (60x80)
- King (76x80)
- California King (72x84)

2. Motion Base Selection:

"What type of motion would you like?"

Options:

- Standard (Sleepers elevate together at the head and foot)
- Half Split (Sleepers elevate independently at the head and together at the foot)
- Full Split (Sleepers elevate independently at the head and foot)

3. Partner Consideration:

"Do you have a partner whose sleep preferences we should consider?"

Options:

- Yes
- No

4. Sleep Surface Preference (Individual):

"What type of sleep surface do you prefer?"

Options:

- Softer
- Medium
- Firmer

5. Sleep Surface Preference (Partner): (If partner selected)

"What type of sleep surface does your partner prefer?"

Options:

- Softer
- Medium
- Firmer

6. Sleep Position (Individual):

"Do you generally sleep on your side, back, stomach, or all of the above?"

Options:

- Side
- Back

- Stomach
 - All of the above
 - 7. **Sleep Position (Partner):** *(If partner selected)*
“Does your partner generally sleep on their side, back, stomach, or all of the above?”
Options:
 - Side
 - Back
 - Stomach
 - All of the above
 - 8. **Sleep Issues (Individual):**
“Do you suffer from any of the following? Check all that apply.”
Options:
 - Sleep Apnea
 - Snoring
 - Fibromyalgia
 - Back Pain
 - Shoulder Pain
 - Diabetes
 - Temperature Swings
 - 9. **Sleep Issues (Partner):** *(If partner selected)*
“Does your partner suffer from any of the following? Check all that apply.”
Options:
 - Sleep Apnea
 - Snoring
 - Fibromyalgia
 - Back Pain
 - Shoulder Pain
 - Diabetes
 - Temperature Swings
-

Step 3: Conditional Logic Rules

- **Size Selection:** Filter mattress and base options to only display relevant sizes.
- **Motion Base Selection:** Include or exclude motion base options based on the response.
- **Partner Preferences:** Cross-reference preferences for firmness and motion to recommend a product that satisfies both parties.
- **Sleep Surface Preference:** Filter mattresses by softness, medium support, or firmness.
- **Sleep Position:** Recommend mattresses designed to support specific sleep positions (e.g., side-sleeper-friendly).
- **Sleep Issues:** Suggest products with features that address specific issues:
 - Snoring/Sleep Apnea: Adjustable bases.

- Back/Shoulder Pain: Medium-firm mattresses with pressure-relief technology.
 - Temperature Swings: Cooling mattresses or bedding.
-

Step 4: Summary and Recommendation

Snoozer's Summary Prompt:

"Based on your responses, I recommend the following options that match your preferences and needs. Let me know if you'd like to learn more or adjust your choices!"

Step 5: Additional Information

- **Pricing Details:** Include estimated pricing for selected options.
- **Delivery Choices:** Highlight standard and premium delivery options.
- **Upsell Opportunities:** Suggest complementary products like pillows or bedding.

Sleep Assessment Conversation Flow Example

Dynamic Flow Example

Snoozer:

"Let's find the perfect sleep system for you! I'll ask a few quick questions to understand your needs. Ready to get started?"

Customer:

"Yes."

Snoozer:

"Great! First question—what size are you looking for? Queen, King, or California King?"

Customer:

"King."

Snoozer:

"Excellent choice. Next, would you like a motion base? I have Standard, Half Split, and Full Split options. Which one sounds best to you?"

Customer:

"Full Split."

Snoozer:

"Got it! Full Split is perfect for independent adjustments. Do you generally sleep on your side, back, stomach, or a mix of all?"

Customer:

"Side."

Snoozer:

"Side sleepers often benefit from a softer mattress to relieve pressure on shoulders and hips. Do you have any specific sleep concerns, like snoring or back pain?"

Customer:

"Yes, back pain."

Snoozer:

"Thanks for sharing that! A medium-firm mattress with lumbar support could be a great fit for you. Would you like to see options tailored to these preferences?"

Navigation After Each Response:

- After every answer, Snoozer provides options like:
 - *"See My Recommendations"*
 - *"Adjust My Preferences"*
 - *"Ask Another Question"*

This ensures a natural back-and-forth flow while keeping the customer engaged and in control.