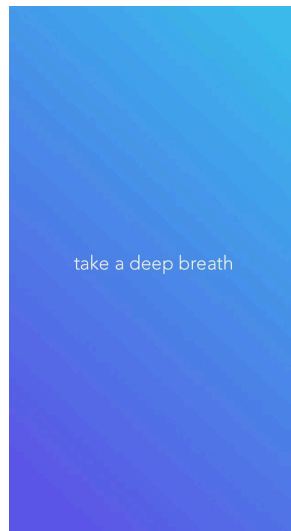
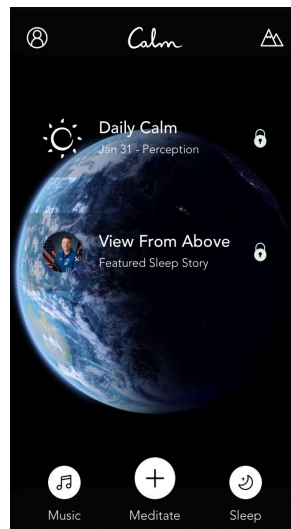


Navraj Narula | <http://navierula.github.io/>  
Calm – A Product I Love!

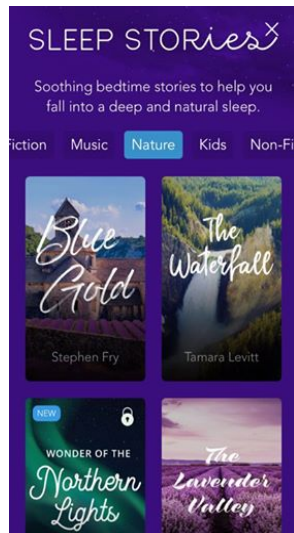


When I open up the Calm application on my iOS device, the first screen I see invites me to “take a deep breath.” The message is not only terse, but also powerful in the sense that it makes me actually *want* to take a deep breath. The coloring of the screen is gentle, the font is not disruptive, and I already understand Calm’s mission: to reduce anxiety.

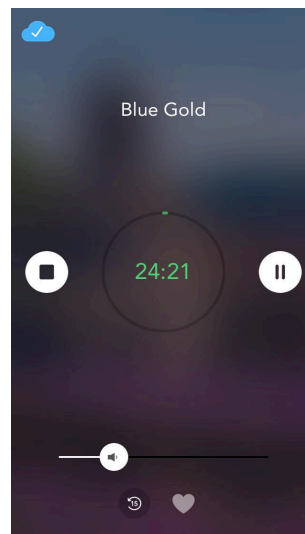
I love Calm not only because of its aesthetics, but also because of its diverse content which indicates that anxiety is an issue that can be dealt with in multiple ways.



As someone who really enjoys reading but has not found the time to do so for fun while enrolled in a masters program, I utilize sleep stories before I go to bed.



I am somewhat limited in my options due to the fact that Calm has in-app purchase features, but from the few stories I've had experiences with, I'd say I felt pretty relaxed and ready to go to sleep afterwards.



In addition to the soft narration, the app also provides information in regards to how long a sleep story lasts as well as options to pause or end the story. If I leave my phone unattended or happen to fall off to sleep, the story still plays until the end unless I actively choose to turn the story off. This is a nice touch, especially for active users who are inactive on the device but rely on the app's content to keep them calm.

Despite not purchasing many sleep stories or other forms of stress relief, I can see that the app is already trying to "get to know me," turning me towards stories I've played multiple times or starting a story off that I left midway. People want to use products that are familiar with their patterns and Calm is doing a great job so far of picking up my habits.

I hope to assist in creating a product that is as empathetic as this someday!