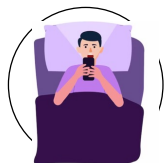# User Persona

The late night screen addict

Key Attribute

Insomniac, Obsessive, Sleep-deprived, Fatigued, Unproductive, Night Owl, Disengaged.

Short Description

Doesn't value sleep enough. Wakes up feeling bad, but is stuck in a cycle and needs a push towards healthier sleep patterns.

Needs

Need a third party to visualize the impacts of sleep on health.
Needs to see how much sleep other people their age are generally getting.
Also wants to see if their demographics may cause health issues.

Challenges

Sleep deprivation: irregular sleep schedule causing fatigue and irritability during the day.
Health risks

Opportunities

Interactive app can allow this user the ability to view this information in a non-threatening format. Data visualization will be calm even if they may feel embarrassed of their sleep habits. It will also show that they are not alone in their sleep struggles.

User Persona

The rise and shiner

Key Attribute

Health-conscious, Energetic, Balanced, Mindful, Self-care-focused, Motivated

Short Description

Sleep-savvy individual. Nurtures their well-being with early morning. Prioritizes health and sleep. Values a restful night. Committed to healthy sleep patterns.

Needs

Need routine and structure.
Wants to learn about how to be the best sleeper.
Also wants to in general learn about sleep and health and how attributes can affect them.

Challenges

Temptation to stay up late. Need for a schedule. Work-life balance. Peer influence.

Opportunities

Interactive app has the ability to share sleep and health info and allow the user to compare themselves to the survey respondents. Will see if their daily routine is helping or harming their health and what they should adjust to be the healthiest sleeper.