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**Ambient Nights**

**App Type**  
  
Ambient Nights would be developed as a money-maker. Ideally it would have a free version with an optional upgrade (which would cost money). The app would cater to pretty much anyone, since it serves such a universal need (helping people sleep/improving their sleep) and would hopefully encourage people to upgrade if they enjoy it.

**Vision Statement**

I’ve always been a huge fan of rainy weather. When I was younger, I loved nothing more than curling up with a good book on a rainy Saturday morning, and I’ve never had a problem falling asleep to rain. That led me to start turning on Rainy Mood whenever I went to sleep. The ambient noise served to soothe me and keep my ears busy so my mind wouldn’t wander too much while I slept. However, Rainy Mood can get repetitive after a while. After all, it’s the same track on repeat, and it’s the same track night after night. With ambient nights, I hope to provide a similar experience with more variety and the opportunity to feel a little more adventurous.

Ambient Nights would be an improvement on an existing formula. Instead of the typical rain and light thunder, new ambient sounds would be introduced, from tigers in the jungle to elephants in the savannah depending on user preference. The sounds would also adjust throughout the night to accommodate the mood. You could expect more tropical, soothing sounds at night versus more wild sounds in the morning to get your day started off right.

**Major Features**

Ambient nights would be pretty straightforward in terms of features. It would store a few different tracks that would be looped throughout the night, but would act as the playlist manager by monitoring the time of day and changing up the sounds accordingly. A single night might use three different looping tracks: one for falling asleep, one for continued sleep, and one for the morning, and be pre-selected for ease.  
  
In addition, different themes would be provided, from a tropical rainforest to the savannah, and even the tundra. Users would be able to choose which theme they wanted to sleep to on any particular night.

**Assumptions and Dependencies**  
  
Ambient nights would require interfacing with the sound output device (be it the built-in speakers or a plugged in speaker) as well as the internal clock. The app would need to monitor the time and play the correct track to ease the user throughout the night or morning. All of the sound files would also need to be stored on the phone itself.

**Scope of Initial Release**

In the initial release, the app would be able to run through the night with the option between two different themes. It should already be able to read the clock and manage the tracks and keep them on repeat. The entirety of the functionality would be present, and would be the equivalent of a basic free version.

**Scope of Potential Future Releases**

In future releases, the app would be able to handle expansions in the form of new themes. Additional themes could be added to the app via purchases once the appropriate tracks were finalized. Once unlocked, users would be able to freely choose those themes as well. While a pro version might have permanent access to all themes/content, free versions may be able to unlock themes along the way if users didn’t want all of the themes provided.

**Operating Environment**

All of the information would initially be stored on the phone. The tracks and the playlist manager should all fit easily onto the phone. Even if the tracks were high quality and 10 minutes a piece (for a total of 30 minutes per theme), it still wouldn’t take up a significant amount of space in comparison to a typical application (Spotify’s cache is in the hundreds of megabytes alone). In future releases, it might be necessary to have a small database on a separate system to monitor which users had access to what themes, etc.

**Competitive Analysis**

The original rainy mood has many other competitors, both free and pay to use. There is one app that is pretty similar called “Sounds of Nature” which provides 9 different buttons with a different theme in each. It’s built to serve various purposes with a focus on relaxation (including the original purpose of soothing someone to sleep). However, I believe Ambient Nights differentiates itself by developing each theme and sticking to the original concept of using white noise (which the sound of rainfall naturally simulates) in order to soothe people to sleep and building off that to provide variety in various forms. In addition, there aren’t any apps that keep track of the time in order to judge for itself the time and appropriate track.

Looking at the competition also provides me another feature idea: building in alarm clocks, or even integrating the app with the on-board alarm clock to provide an even more seamless sleeping and napping experience.