

Objectives:

- Offer a place to listen to rain sounds

Audience:

- Insomniacs
- No specific ages
- People that need to focus, sleep, relax

Needs:

- Get people to buy the app

The website chosen is Rainy Mood (<http://www.rainymood.com>). The purpose of which is to play rain sounds that help the listener focus, relax or sleep. As a user I use it to focus and dull out other sounds while working and sleeping. For me, it serves as an online white noise machine. The target audience is not specific to any particular demographic. It is free to use on the internet, but one must purchase the apps. As a user I appreciate the new compositions by different artists every day. One objective is for the user to buy the app but this is not forced onto the user. But the app also has several more functions and customizations unlike the website. The site continues to play the rain even in sleep mode. Another app like Rainy Mood is Tide. The objectives are slightly different because the main goal is to help the listener/user focus on a task for a certain amount of time with periodical breaks in between the tracks. I use it because it is free unlike Rainy Mood and functions similarly to the Rainy Mood app. It seems to have similar features and offers different ambient sounds like the Rainy Mood app. These times can be set by me but selected from a certain range set by the app. Rainy mood plays continuously unless it is paused. Another website is Jazz and Rain. This allows you to play jazz and rain sounds simultaneously. You can pause either at any time. But the site glitches sometimes and takes a while to play the jazz songs (but this is resolved in the FAQs). There is an option to choose the type of jazz music and you can skip or go back to other songs. You can also adjust individual volumes as needed. But I thought it could have a cleaner interface. Another example is Rainfor.me (<http://rainfor.me>). It doesn't offer anything other than rain sounds. It doesn't even seem to have an app version. But the site is simple and is good for playing in the background.

"I cannot sleep without white noise"

"I don't want to buy an app without testing it first"

"I don't want a screen glare while sleeping but want the sound"

"I cannot focus with too many sounds around me and need to focus on one"

"I like listening to the rain fall even when it isn't raining"

"I like setting time limits for tasks"

"I want continuous break and work times set automatically"

"I am trying to find sounds that will be calming"