



Build empathy

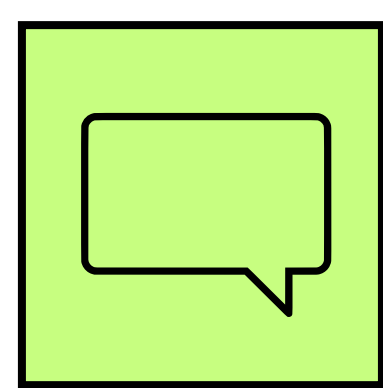
The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we imagine them saying?

I've been using Sleep Cycle for a few weeks now, and I love it! The detailed sleep analysis has helped me understand my sleep patterns better, and the smart alarm has made waking up in the morning a lot easier.

I use this for all of my fitness tracking, so it was convenient to have the sleep tracking feature built-in. The sleep score and smart alarm have helped me establish a better sleep routine.

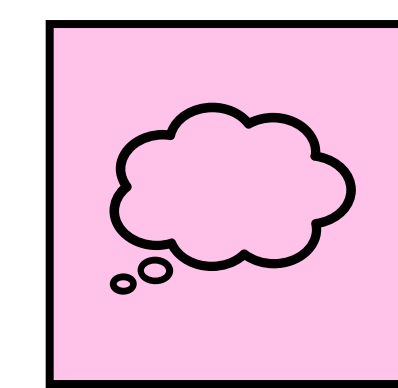


I've been really impressed with the accuracy of the sonar technology. The library of sounds to help me fall asleep has been a nice bonus too.

It is a great sleep tracking app, but it took me a little while to figure out how to use all of the features. Once I got the hang of it though, I found the sleep quality score and heart rate monitoring to be really useful.

To better understand their sleep patterns and habits. A user-friendly interface that is easy to navigate and interpret.

To see improvements in their physical and mental health over time. To be able to use the sleep tracking app to improve other areas of their life, such as fitness or stress management.



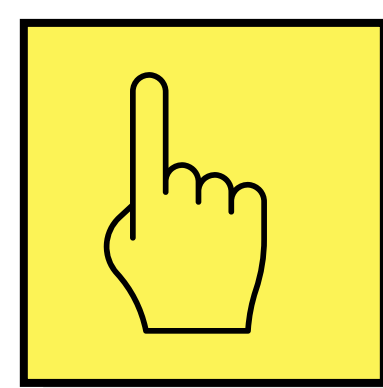
To wake up feeling more refreshed and energized. To establish a more consistent and healthy sleep routine.

The hope that using the app will help them feel more in control of their sleep and health. The trust they have in the app's accuracy and reliability.

Give them a name and a portrait to empathize with your persona.

This app provide us with insights into our sleep patterns, such as the time we fell asleep, the duration of our sleep, and the quality of our sleep.

This app can measure factors such as room temperature, noise levels, and light levels. This information can help us to optimize our sleep environment for better sleep.

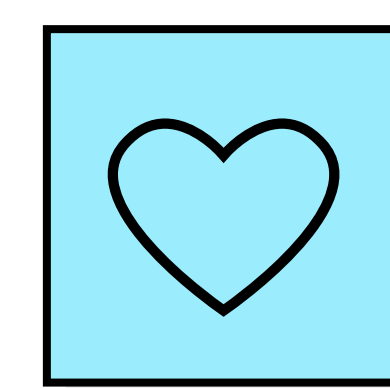


This app can help us to track our sleep trends over time, which can help identify patterns and areas for improvement. We can see how our sleep is affected by factors such as stress, diet, exercise, and caffeine consumption.

This app can detect and analyze the different stages of sleep, including light sleep, deep sleep, and REM (Rapid Eye Movement) sleep. This information can help us to understand our sleep quality and make adjustments to improve our sleep.

users may be concerned that using a sleep tracking app could make them overly dependent on technology and prevent them from developing their own natural sleep habits.

Users may be frustrated if they feel that the app's sleep tracking data is inaccurate or inconsistent. This can make it difficult to trust the app's insights and recommendations.



Users may feel like they have failed if they don't see improvements in their sleep quality despite using the app. This can lead to feelings of disappointment and frustration.

Other feelings that could influence behavior might include motivation to improve sleep habits, curiosity about sleep patterns, and a desire to learn more about one's health and well-being. Users may also feel a sense of accomplishment and satisfaction when they are able to improve their sleep quality based on insights provided by the app.

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?