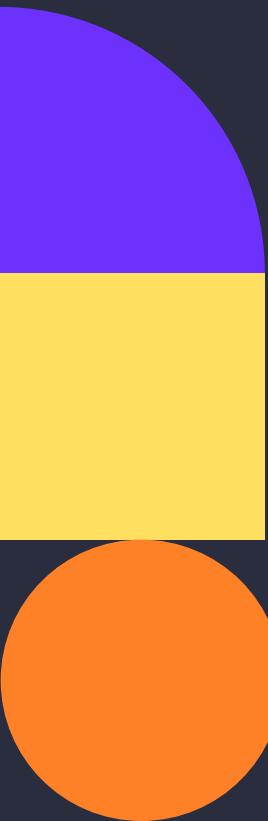


A large, abstract graphic on the left side of the slide consists of several overlapping geometric shapes. At the top is a large blue circle. Below it is a teal rectangle. In front of the teal rectangle is a blue circle. To the left of the blue circle is an orange semi-circle. To the right of the blue circle is a yellow semi-circle.

Waking Up Challenges



Domain

01. **Sleep Wellness, Wake up helper**
02. **Mobile app / Watch (Alarm + Alertness Tracker)**
03. **Personalized nudges & insights based on morning alertness data**

Market Survey



01. **Alarmy** - mission based alarms

03. **AlarmMon** - cartoon based alarms with mini games

05. **Rise & shine** - Requires a smiling selfie to dismiss the alarm

02. **Sleep cycle** - Smart alarm + sleep tracking

04. **I Can't Wake Up** - Multiple tasks to dismiss the alarm

06. **Walk me up** - movement based dismissal

Purpose of the Questionnaire

The purpose of this questionnaire is to **understand user behaviors, emotions, and challenges related to waking up with alarms**, and to **validate whether gamified mechanics (like button taps/reaction challenges) could improve wakefulness**.

By combining qualitative and quantitative insights, the study aims to uncover **real user pain points and opportunities for designing a more effective, engaging alarm system**.



Goals

Identify Pain Points → Explore why users struggle with waking up, snoozing, and morning grogginess.

Understand Current Practices → Learn about the strategies, hacks, or tools people already use (multiple alarms, phone placement, etc.).

Gauge User Openness to Gamification → Test willingness to try interactive wake-up mechanics (e.g., reaction taps, challenges).

Validate the Problem Severity → Quantify how often people snooze, how long they take to get up, and how effective they feel their alarms are.

Discover Opportunity Space → Find gaps where existing alarm systems fail, opening room for innovation.



Focus Areas

1. **Behavioral Patterns** – How people wake up, how many alarms they set, snooze frequency, time to get up.
2. **Emotional Experience** – Feelings of grogginess, frustration, stress, or motivation upon waking.
3. **Effectiveness of Current Solutions** – What works and what doesn't in existing alarms or methods.
4. **User Needs & Expectations** – What people wish an alarm would do differently.
5. **Receptiveness to New Mechanics** – How users feel about interactive, game-like features as part of alarms.
6. **Motivation Drivers** – Underlying motivations (alertness, productivity, energy, mood) that could be leveraged in design.

Qualitative Questionnaire

1. Can you describe your typical morning routine, from the moment your alarm rings?
2. How do you usually feel in the first 5–10 minutes after waking up?
3. What strategies or tricks have you tried to wake up on time? (e.g., multiple alarms, placing phone away, etc.)
4. What usually makes you hit snooze or go back to sleep?
5. Do you feel that your current alarm method really “wakes you up,” or just interrupts sleep?
6. When you wake up late, how does it affect your mood, productivity, or day overall?
7. How do you know if you’re actually awake vs. still drowsy in the morning?
8. If an alarm app could help you feel more alert, what would you want it to do differently?
9. Do you notice patterns (e.g., certain days you wake fresher, others groggier)? What influences that?
10. If your alarm asked you to interact with it (not just press dismiss), how would you feel about that?

Quantitative Questionnaire

On average, how many alarms do you set each morning?

- 1
- 2–3
- 4 or more

How often do you snooze your alarm?

- Never
- 1–2 times
- 3–4 times
- 5 or more times

How long does it usually take you to get out of bed after the alarm rings?

- < 5 minutes
- 5–10 minutes
- 10–20 minutes
- 20+ minutes

Quantitative Questionnaire

Do you often wake up feeling groggy or tired even after enough sleep?

- Yes, frequently
- Sometimes
- Rarely
- Never

How important is it for you to feel energized right after waking up?

- Extremely important
- Somewhat important
- Not important

How effective do you find your current alarm method in making you feel awake?

- Very effective
- Somewhat effective
- Not effective at all

Quantitative Questionnaire

What do you usually do first after turning off your alarm?

- Go back to sleep
- Scroll phone (social media, news, etc.)
- Get out of bed immediately
- Other (please specify)

Do you think adding small interactive tasks (like pressing multiple buttons or solving a quick challenge) would help you wake up better?

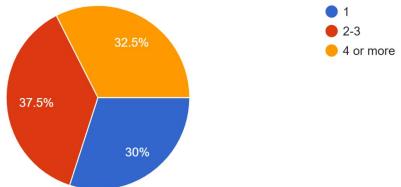
- Yes, definitely
- Maybe / unsure
- No, not really

Would you be willing to let an app measure your reaction time (speed of taps) to understand how alert you are in the morning?

- Yes
- Maybe, if explained clearly
- No

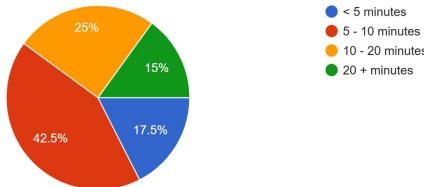
On average, how many alarms do you set each morning?

40 responses



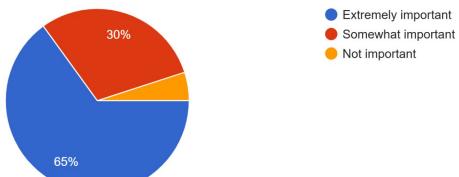
How long does it usually take you to get out of bed after the alarm rings?

40 responses



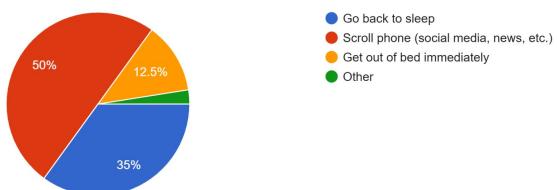
How important is it for you to feel energized right after waking up?

40 responses



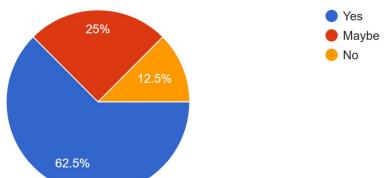
What do you usually do first after turning off your alarm?

40 responses



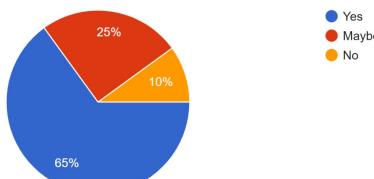
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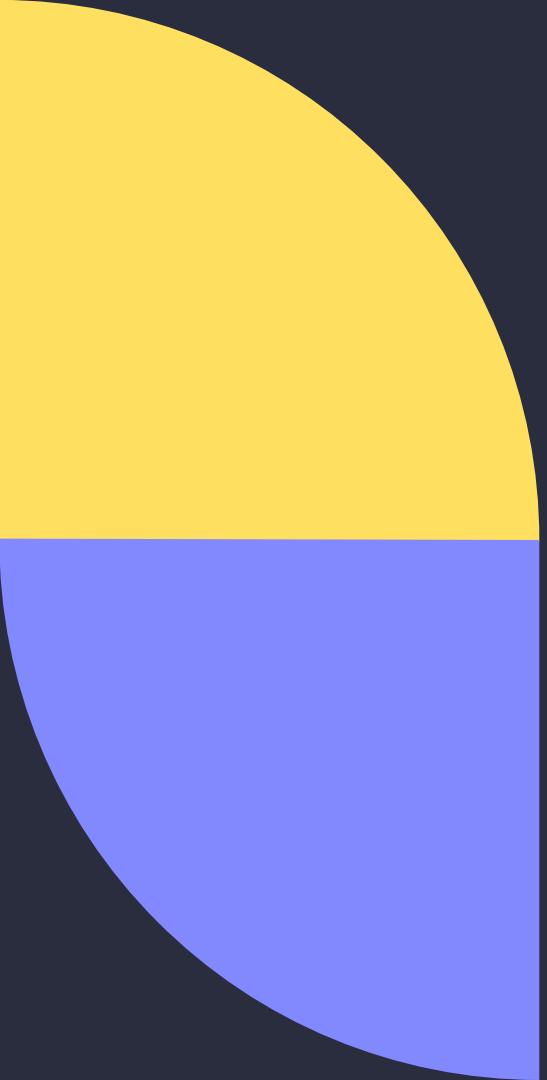
40 responses



Would you try an alarm app that personalizes wake-up methods based on your grogginess level?

40 responses





Insights

01. People snooze their alarms more often

03. They feel groggier most the times

05. People scroll phones or go back to sleep

02. Mostly it takes more than 10 minutes for people wake up from the bed

04. People prefer to be energized after waking up

06. Most of the people feel current alarm method doesn't wakes them up completely

User Persona :

Aakash, 24, is a university student who struggles with waking up on time despite setting four or more alarms every day. He often snoozes repeatedly and takes around 5–10 minutes to actually get out of bed, usually feeling groggy and unmotivated in the morning. After dismissing his alarm, he tends to either go back to sleep or scroll through his phone, which makes him lose valuable time. He finds current alarm apps only "okayish," since they are either too easy to dismiss or too annoying with forced puzzles. What he truly wants is a way to wake up feeling energized and alert, with an alarm system that engages him without overwhelming him when he's half asleep.

Comparing with Jung's Innocent Archetype:

Core Desire (Innocent): To experience happiness and simplicity → Aakash wants an easy, fresh start to the day.

Goal: To wake up feeling energized and positive → matches his need to feel fresh after alarms.

Weakness: Can be naïve, may deny problems → he keeps setting multiple alarms but still struggles, thinking it's "okayish."

Talent/Strength: Faith, optimism, hope → he believes a better wake-up system could help him start his day right.

Motto (Innocent): "Free to be you and me" → resonates with Aakash's wish for a natural, stress-free morning routine.



PROBLEM STATEMENT

People struggle to wake up on time because:

- Snooze becomes a habit.
- Current alarm apps are either too easy (one tap → snooze) or too annoying (forced math puzzles).
- Users don't want to "think" when just awake.
- No existing tool helps people understand *whether they're awake or half sleep*.

Concept



Instead of a single tap, users must chase and tap a shifting “off” button multiple times, subtly testing their reaction speed and accuracy. These micro-interactions generate a **Morning Alertness Score**, giving users real-time feedback on how groggy or sharp they are.

01. Alarm doesn't turn off with one press.

02. Shifts after each tap

**03. App measures:
Reaction speed,
Accuracy**

**04. If alertness score
is not met the sound
shifts**

**05. Adaptive
Difficulty**

**06. Tracks the time
taken to get out of
bed each day**

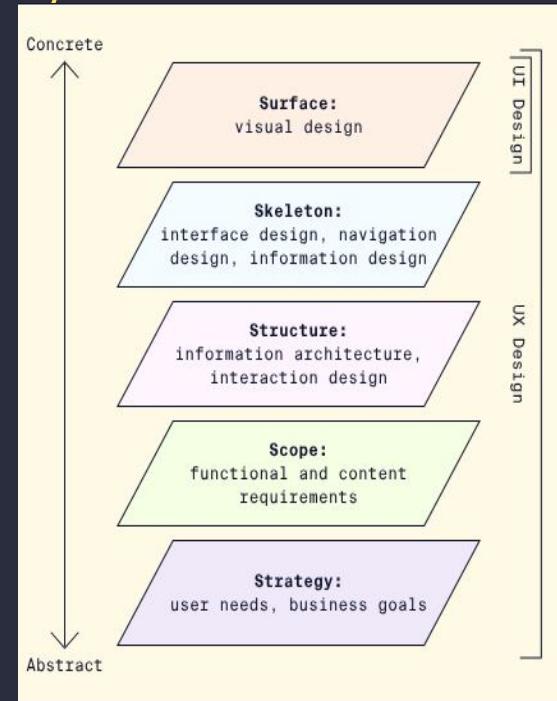
Game elements :

Core Mechanic → Interactive Alarm Dismissal

- Progression / Challenge : taps to progress , streaks
- Feedback System : immediate & reflective
- Personalization : adaptive difficulty, personal nudges (opt.)
- Rewards / Motivation (opt.) : motivational widgets

Garrett's UX model :

- Strategy (Needs) : wake up energized, reduce snoozing, track alertness
- Scope (Features) : Alarm, interactive dismissal, reports, streaks
- Structure (interaction) : reaction test, button taps
- Skeleton (Interface) : Dismiss button, Widgets
- Surface (Looks) : Bright visuals, Button pops, Sound/Vibration feedback



Thank you