

Cassidy Storyboard- Sara
Hendrix



Cassidy is struggling trying to manage two high energy children while caring for a household. She spends her days running around doing chores and caring for her kids.



When she tries to sleep at night, her mind races with thoughts and she cannot relax. If she finally does fall asleep, her kids usually wake her up and she never gets restful sleep.



Her friend, Melanie recommends a dynamic alarm app to help her maximize the sleep she gets. She has been using this app and her sleep has improved dramatically.



Cassidy downloads the app and begins to set dynamic alarms for the naps her and her children get.



Both Cassidy and her children begin to sleep for longer and have a better quality of sleep. They are still able to get up on time and get through the day.



Now Cassidy and her kids are able to have a productive day and enjoy each other's company more!



Eric Burkholder

Mark works on an important project for work, but he has trouble staying focused.



Mark makes all attempts to stay awake, but he succumbs to his lack of sleep.



"Oh hi, Mark. ARE YOU SLEEPING ON THE JOB?" yells Mark's boss. "You're FIRED!"



Out of a job, Mark decides to think about how he ended up here. He hears about Sleep Aid App and decides to give it a try.



After weeks of looking, Mark finds a job opening and gets an interview. The interviewer notes how energetic Mark is, and he lands a job at Some Game Company, LLC.



Mark is able to focus much better and gets promoted. He has the peace of mind that he will never fall asleep on the job again.

Jacob Schatzle



Caleb is depressed. He woke up late, and he missed his midterm. His alarm went off, but he was too tired to acknowledge it. Instead, he is on the verge of failing the class, and his depression has worsened.



Sometimes his friend Sydney tries to wake him up so that he is prepared, but she was unable to today. She also doesn't want to, because he flipped her off last time.



Sarah, Caleb's wonderful girlfriend, found the Dynamic Alarm App. She believes that this can help him get better sleep.



Caleb resisted at first. He had a lot of doubt that it would not help. He also doesn't like when other people are right about what could help him.



Caleb has started using the app, and it has helped him a lot. He is very appreciative, and has even started making breakfast for his friends.



With Caleb now getting all the sleep that he needs, he no longer misses class. He also got a perfect score on his final exam, and ended up passing the class!



6. Andrew is always working on something and never focuses on his personal needs.



5. He finds himself falling asleep in the middle of his work. He is always grumpy and annoyed.



1. His friend tells him about an app that helps people manage their time.



2. He decides to check it out. and ends up downloading the app.



3. The app helps him stick to a schedule and get enough sleep



4. He is happier now because he is finishing all of his work and more, and he is not as grumpy

Tyler Super



1

Brian Weis is a VP at Amazon. He has worked hard to achieve his position and all of his employees respect him.



2

Recently, Brian hasn't been getting enough sleep due to long work hours and approaching deadlines.



3

One day, Brian's worst fear came true! He went to bed late the night before and overslept for his important shareholders meeting! His boss reprimanded him and his coworkers were disappointed that he missed the meeting.



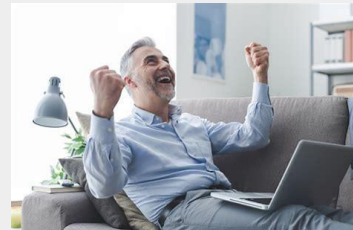
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Brian wanted to change his sleeping habits so as to prevent missing a meeting ever again, so he went on his phone and downloaded a sleep tracker app.



5

This sleep app set dynamic alarms to remind Brian to go to sleep and wake up at the optimal times, and gave him feedback on how his sleep went. Brian started to sleep better!



6

Since Brian was getting better sleep, he became more productive at work, he never missed another meeting, and he regained the respect of his boss and coworkers!