NEEDFINDING - PT. 2

POVs

We met...
* Camryn, a high school junior taking 3 AP classes

We were amazed to realize...
* she gets easily distracted, spending hours online shopping before bed or watching Netflix, even when she is tired & ready to go to bed
* she thinks the default alarm snooze time is too long & the sound is too abrupt

It would be game changing if...
* users could control phone usage before bed to prevent distraction & unnecessarily lost sleep time
* users could tailor their alarms to their sleep habits

We met...
* Rotto, a student athlete with severe sleep apnea

We were amazed to realize...
* he thinks that all of his work for the day has to be done before he can go to bed, causing anxiety
* he was unaware of his poor sleep quality before being diagnosed & treated

It would be game changing if...
* users could take advantage of self-imposed work breakpoints to better manage sleep time
* users could have some sort of rating for their quality of sleep compared to others

We met...
* Tara, a young accountant who has an hour commute to work

We were amazed to realize...
* she wakes up every morning at 5:45am and is ready in 20 mins or less, but feels groggy for a while after waking up
* she lays out everything for the next day before bed

It would be game changing if...
* users could become alert faster after waking up
* users could speed up their nightly routine to get to bed earlier

HMWs

... tailor user's sleep habits to alarms?
... use additional stimuli to assist in waking up user?
... optimize snooze efficiency?
... change user's wake up routine to divorce from snooze?
... inspire accountability to user's bedtime goals?
... limit user's distractions before bedtime?
... make waking up more enjoyable for user?
... control user's usage of technology immediately before bed?
... make user's body produce more melatonin to help falling asleep?
... utilize user's time browsing web before bed to help them fall asleep?
... make user want to hear their alarm?
... give user alternative to loud, abrupt alarm?
... turn sleep into game that can be won?
... create community of users with shared healthy sleep habits & goals?
... optimize user's sleep environment?

... tell user when he/she is too tired to be productive?
... tell user when he/she is not getting a quality night of sleep?
... calm user down before bed?
... improve user's overall quality of sleep?
... hold user accountable to pre-set work breakpoints & bedtime goals?
... help user identify sleep apnea/other sleep inhibitors?
... relieve user of work-related anxieties to improve sleep quality?
... allow user to be both morning & night person?
... leverage naps to make user more productive?
... get user away from screens right before bed?
... explore non-traditional sleep patterns?
... break assumption that getting more sleep means working less/lower productivity?
... reward user for healthy sleep habits?
... help user maintain stable sleep habits rather than relying on extremes (i.e. all nighter / sleep until noon)?
... help user prioritize tasks versus hours of sleep?

... optimize user's timing of nightly routines & preparation for next day?
... create sense of user accountability to sleep goals?
... help user plan ahead rather than day-by-day, saving time at night?
... maximize user's commute times as part of morning routine?
... help user feel more alert when he/she wakes up (eliminating groggy feeling without coffee)?
... make waking up more exciting for user?
... help user allocate more time to his/her morning by getting to bed earlier?
... change user's bed to make it less appealing to stay in?
... make waking up more like being terrified (a primal experience with adrenaline rush)?
... compute best alarm time based on when user falls asleep?
... coordinate user's morning routine & commute based on traffic?
... help user set achievable sleep goals?

#1 How might we make waking up more enjoyable for the user?

#2 How might we inspire accountability to set & accomplish bedtime goals?

#3 How might we help users feel more alert when they wake up?

Solutions

* customizable alarm snooze time
* user selected sound style (i.e. loud & abrupt, gradual increase)
* incorporate natural light into wake time
* reward users for waking up on time with small 'prizes' that accumulate with consistency
* incorporate favorite songs/playlists into wake up routine
* use natural REM sleep cycles to optimize wake up time
* simplify/minimize morning tasks by helping user prepare for next day before bedtime
*** record user's morning routine before leaving to set alarm based on leaving time rather than wakeup time**
* make checking phone right away when waking up a process that effectively wakes user up
* alarm that has funny YouTube/GIF clips to watch right when user wakes up
*** set app that is linked to alarm & opened after wake up (i.e. Twitter, email, etc.)**
* lock user's phone for short time period after alarm is turned off so user can't use it right, forcing him/her to wake up & not lay in bed checking phone

* create 'self-help' group or community of users who have similar sleep goals & daily schedules & report their progress
* negative reinforcement for not waking up on time (i.e. notify fellow users about oversleeping, losing cash rewards)
* set bedtime goal that causes phone to go into 'sleep mode' (i.e. no access except for emergencies)
*** track user's daily activities/tasks & last sleep in order to tell user when he/she should take a nap or go to bed**
* set activity to do to turn off alarm (i.e. selfie, movement, etc.)
* alert user next day about sleep quality based on what was tracked from the night before (i.e. movements, sounds, etc.)
*** track sleep debt & recommend sleep goals**
* distribute work over different days & adjust sleep goals according to weekly schedule to maintain stable sleep habits
* game in which users compete to wake up at set times
* track external stimuli during night to identify what causes interruptions to sleep & lower sleep quality
* induce immediate sleep by controlling bedtime routine at least 1 hour before (i.e. all technology turns off, all lights go off, etc.)
* track bedtime routine & timing through user logs

*** change environment when it's time for user to wake up (i.e. auto cold bed)**
* alarm that doesn't stop making sounds or vibrating until user gets out of bed or leaves room
* positive reinforcement upon getting up or leaving room (i.e. favorite music, phone access, funny gif/image)
* negative reinforcement for missing goals or bad habits (i.e. least favorite music, lack of phone access)
* alarm that requires brain puzzle to shut off
* collect & store videos & articles to be used for improving morning wake up
* shower becomes only cold water starting 20 mins after alarm forcing user to get out of bed & start morning routine
* auto brew coffee on wakeup
* make user's phone clock run fast randomly (i.e. 10 mins ahead of actual time)
*** inversely correlate alarm intensity with user's quality of sleep (i.e. more intense with lower quality sleep)**
* use ambient cues so that wake up comes easier
*** set tasks to be completed when user wake ups**

#1 Make waking up more enjoyable with customizable 'smart' alarm

#2 Track sleep debt & recommend personalized sleep goals

#3 Change environment when it's time to wake up

Experience Prototypes

iWake Watch
(wearable)

Wake Up Call
(phone app)

Rise&Shine
(phone app + external hardware)