

consistenzZZ

sleep more, live better

The Dream Team

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Problem & Solution Overview

People lose countless hours of quality sleep to homework and technological distractions, such as late-night use of their computers or phones.

We aim to change this by inspiring users to consistently set and reach their sleep goals, tracking users' sleep debt, and helping users leverage sleep to combat unhealthy habits, like excessive caffeine intake.

Three Tasks

Simple: Going to bed at 11 without getting distracted by phone use

- Persona: College student who currently goes to bed at 2 or 3am every night, only getting 4 or 5 hours of sleep a night
- Want: To go to bed at 11 (or reasonably close to 11) despite distractions or a little bit of work to finish up

Medium: Feel more awake while studying by reducing sleep debt

- Persona: College student who only sometimes gets a good night of sleep and dozes off during the day, especially when studying/doing homework
- Want: To get quality sleep so that he doesn't feel this way and so he can be more focused and efficient while working

Complex: Reduce caffeine use by getting consistent quality sleep

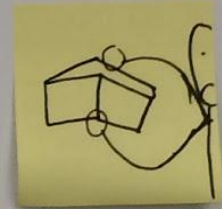
- Persona: College student who isn't consistent in his sleep habits and is a heavy caffeine user
- Want: To maintain a consistent bedtime and sleep schedule so that he doesn't have to rely on caffeine and can use sleep to help him live healthier

Storyboard - Pt. 1



phone
appears

↑
"use me like
you used to"



Sad music

Storyboard - Pt. 2



alerts



consistenzzz

happy music

Concept Video

<https://vimeo.com/142563040>