



Executive Brief



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Sleep for All

We know all too well that our days are defined by how we spend our nights. But what if you could guarantee that every night was sated with slumber so that every day brimmed with brilliance?

We created Casper because better sleep makes for better living.

We constantly innovate sleep research, products, and services because it's our mission to help everyone achieve their best life possible.

Casper is a purveyor of cutting edge mattresses, sheets, and pillows designed to upgrade your sleep. They were one of the pioneers of the online “bed in a box” business model that kick started the creation of a myriad of competitors such as Helix, Tuft & Needle, and Leesa among others. As a company obsessed with perfecting sleep, they want to produce a companion app so that Casper users can get the most out of their products by improving their sleeping habits and have more fulfilling days. In essence, Casper’s Dream Team companion app will serve as a bridge between the users’ sleep and waking lives by gathering information from both states and delivering advice that will improve their sleep habits.

Research and interviews indicated that people who have used various sleep tracking apps in the past, were quick to uninstall. The main reason cited was that while some of the apps provided detailed information on their sleep patterns, the app data visualization left much to be desired. Additionally, users were left at their own peril attempting to decipher how to adjust their sleep hygiene routines.

Casper’s new innovative app Dream Team, solves this dilemma by replacing raw data with actionable, time and place relevant instructions, that users can follow. The app further removes the need for the user to actively inform the app of their habits and needs, as Dream Team integrates with their calendar, traffic API’s and device sensors to learn their scheduling needs and sleep patterns, to proactively prompt the user to take action.

Another pain point identified was the human habit of pattern learning, which leads to many people to simply hit the snooze button without realizing they went back to sleep. Dream Team addresses this problem by randomizing a swipe pattern the user needs to interact with in order to snooze the alarm. This slight cognitive load helps with the brains ‘initialize procedure’, and eliminates the possibility of learned, automatic snoozing. Additionally, in order to provide the best wake-up experience, the app employs ‘smart alarm’ technology, whereas a pleasant invigorating tune is played, gradually increasing the volume until the user is fully awake.

Finally, in order to verify the person is up and running, a cheeky cat and milk game is played, which requires much higher level of accuracy, concentration and cognitive load, that will indicate that person is fully awake and out of bed.

Lastly, to round up the full morning experience, Dream Team links to the users favorite navigation app (Waze, Google Maps, etc.) to provide a harmonious full morning routine cycle.

Executive Summary



Live Prototype



Click or scan QR code for live prototype.

Casper

