

# Casper

Dream Team



© Maor  
Michelle Hsu  
David Delgado

## **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.

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***Proprietary information redacted***

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***

# Background Research

## BACKGROUND RESEARCH

Our starting point began with the Casper brand itself. Initially, we wanted to understand Casper's value proposition, target consumer, brand ethos, and brand voice. After conducting this research, we arrived at the following assumptions:

- User centered design is at the heart of their product development philosophy.
- Casper aims to be perceived as genuine, boutique, community-conscious, transparent, and forward thinking.
- Casper is dedicated to solving real problems in the bedroom and the industry.
- Casper targets twenty and thirty somethings who don't have back issues, but just want to improve their sleep.
- The mattress industry offers too many choices, which perplex consumers.

Casper's marketing and business model is intended to convey to their target audience that their products were designed with their needs in mind akin to the way the iPhone offers very limited models to its entire user base. Moreover, their friendly tone and e-commerce based business model diverges drastically from the stereotype of a mattress sales person trying to push a certain model to meet sales quotas.

## COMPETITOR ANALYSIS

In assessing the market landscape of sleep applications, a very saturated market, we identified a few key niches based on function:

- Pre-Sleep: These applications primarily focus on producing soothing sounds that would accompany one's pre-sleep routine. Their goal is to decelerate the mind into a relaxed state that is conducive to sleep.
- Sleep Trackers: This set of competitors use motion sensors in order to provide users, data regarding their sleep patterns such as the amount of REM, light, and deep sleep the user experiences. Their goal is to provide trend data that hopefully helps users understand their sleep.
- Smart Alarms: This set of competitors focuses on improving upon the traditional alarm clock. Through the use of incremental volume, basic sleep tracking, and providing a variety of sounds to choose from, their goal is to create a more organic waking cycle.

See next page for a feature analysis of our key competitors across all of these categories.

## FEATURE ANALYSIS

Features	Pzizz	Sleep cycle	Digipills	Sleep genius	Jawbone up	Sleepace	Smart alarm clock
<b>PRE-SLEEP RELAXATION</b>							
<b>Length Adjustment</b>	Yes	Yes: ability to customize wake up window of time	No	Only three options, 90/180/all night.	None	No	Yes, but it is slightly hidden
<b>Music Selection</b>	Chosen for you. Soothing sounds that constantly change.	Only the sounds available within the app. About 15 to select from.	Only within their app store	Very limited. Just a few sounds.	None	Very limited. Just a few sounds.	Only from their select sounds. You can download additional ones too, but they are paid.
<b>ALARM (WAKING UP)</b>							
<b>Ability To Set Multiple Alarms</b>	No	Only weekday/ weekend set up	No	No	Yes	Seems like you can, but very difficult to find.	No
<b>Wake Up Window Of Time</b>	No	Yes	No	No	Yes	No	Does this automatically. Wakes you up in the lightest stage of sleep that is near your wake up time.
<b>Alarm Sounds</b>	itunes integration	Yes	No	Very limited without premium	Vibration only	Very little	From their selection
<b>Power Nap Module</b>	Yes	No	No	No	No	No	No
<b>Wake Up Mood Trakcer</b>	No	No	No	No	Yes, but not automated	No	No
<b>Sleep Tracking</b>							
<b>Monitors Length Of Time</b>	No	Yes	No	No	Yes	Yes	Yes
<b>Sleep Stage Monitor</b>	No	Yes	No	No	Yes	Yes, but very vaguely. Simply categorized into weak and strong.	Yes

Features	Pzizz	Sleep cycle	Digipills	Sleep genius	Jawbone up	Sleepace	Smart alarm clock
<b>Motion Detection Options</b>	No	Yes	No	No	No	No	No
<b>Method Of Tracking</b>	N/A	Phone on bed	N/A	Phone on bed	Wearable based/ also can put phone on bed	Place phone on bed or connect to <i>Rest On, Nox, and Sleep Dot.</i>	Phone on bed

## CUSTOMIZATIONS

<b>Favorites Section</b>	Yes	No	No	No	No	No	Yes, but applies to sounds only
<b>Ability To Edit Sleep Notes</b>	No	Yes	No	No	Yes , but limited.	No	No

## STATISTICS

<b>Trend Analysis</b>	No	Yes	No	No	Yes	Yes	Yes, but limited
<b>Wake Up Mood</b>	No	Yes	No	No	Yes	No	No
<b>Retroactive Log</b>	No	Yes	No	No	Yes	Yes	Yes, but quite limited.

<b>Verdict</b>	Primarily focused on putting you to sleep, their value proposition is in the ever changing selection of sounds.	Great sleep tracking app if you don't have a wearable. Robust features, but you have to remember to put phone on the bed. Could benefit from more customization.	Very limited features and forces you to purchase each one. However, they specifically target the ills that prevent people from achieving a good night's sleep.	Primarily a pre-sleep app, the interface hides many of the features and limits customization. Offers very limited sleep tracking.	Great branding and robust functionality. With a jawbone wearable, it can automatically detect you are a sleep, but doesn't offer sounds to help you fall asleep.	Simple entry level sleep app that doesn't offer rich information. This app doesn't do any particular function well, but does what most sleep apps do mediocrely without connecting to another device.	Limited smart alarm clock that features basic sleep tracking, but offers limited customization.
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## *Proprietary information redacted*

### **KEY TAKEAWAYS**

- No sleep tracking app learns from your sleep and offers advice on how to improve your sleep habits.
- Limited sounds and integration(iTunes only) for both pre-sleep and alarm sounds.
- No competitor encompasses pre-sleep, tracking, and smart alarm features in one.
- Only two competitors offer rich data when connected a wearable or other device.

### **OPPORTUNITY**

- Providing insights from tracking data that teaches users how to use this data in a meaningful way.
- Including additional sound and music integrations to enhance customizability.
- Devise an all encompassing solution as oppose to niche functionality.
- Eliminate the need to purchase additional hardware such as a wearable to promote adoption.

# Heuristic Analysis

Beyond functionality, the degree of usability and emotional connection an app fosters determines how *"sticky"* it will be. In order to assess the usability of competitor applications, we implemented the Nielsen Norman heuristics method, which is considered an industry standard. Our approach to assessing usability consisted of three UX designers attempting the primary task that each app advertises it specializes in. For sleep tracking apps in particular, one of our team members used the app on an iPhone 6 by itself and in conjunction with a wearable over the course of several days.

## KEY TAKEAWAYS

- Very little use of helpful notifications or reminders across all competitors except Jawbone UP.
- All competitors except one hid most functionality behind a hamburger menu, which made functions not only invisible, but showed a lack of prioritization.
- Many competitors did not follow iOS conventions that are familiar to users. All competitors except for one would offer tutorials when user would erroneously interact with a certain element.

## OPPORTUNITY

- Design a navigation that allows users to know where they are and what is available.
- Include transitions and haptic feedback that arouses an emotional response on the part of the user.
- Include pro-active error prevention methods so users can easily understand how to use the app without discouragement.
- Closely follow conventions users are accustomed in other applications even if they break conventions seen in sleep applications.

<b>Competitors</b>	<b>Pzizz</b>	<b>Sleep Cycle</b>	<b>Digipills</b>	<b>Sleep genius</b>	<b>Jawbone up</b>	<b>Sleepace</b>	<b>Smart alarm clock</b>
Visibility of system status	Orange	Green	Yellow	Purple	Green	Red	Orange
Match between system and Real world	Yellow	Purple	Purple	Yellow	Purple	Orange	Orange
User control and freedom	Yellow	Purple	Orange	Orange	Purple	Red	Yellow
Consistency and standards	Yellow	Purple	Yellow	Red	Purple	Yellow	Yellow
Error prevention	Yellow	Purple	Orange	Orange	Green	Orange	Purple
Error management	Red	Orange	Orange	Red	Green	Orange	Yellow
Recognition rather than recall	Orange	Orange	Red	Red	Purple	Red	Orange
Flexibility & efficiency	Orange	Purple	Red	Orange	Purple	Red	Purple
Comments	Check-boxes couldn't be unchecked. Offers both swipe gestures and buttons to navigate the ui. Settings are hidden and inaccessible. There is no on-boarding.	Visible bottom navigation and highly customizable features. Easily distinguishes premium features without cluttering the ui.	Provides no way of returning to a screen other than back button, which requires remembering where a function is.	Doesn't follow HIG conventions, which makes it difficult to recognize functions. Menu buttons and icons were not apparent.	Excellent ui and clear tutorials appeared when an interaction error was made. Many interactive elements that were pleasant to use.	Very disorienting application. Offered no flexibility or customizations.	Minimal design that focuses on alarm functions, but makes other functions very difficult to find. Tutorials are helpful, but extremely hidden.

<b>Legend</b>			
<b>Excellent</b>	Preempts user behavior and surpasses expectations.	<b>Mediocre</b>	Addresses this function, but doesn't make it accessible.
<b>Adequate</b>	Follows convention, but doesn't please users.	<b>Very Little</b>	Hidden or un-prioritized function/design.
		<b>Poor</b>	Inability to perform this type of function.

***Proprietary information redacted***

***Proprietary information redacted***

# User Research

## USER SURVEYS

Our survey, filled out by 50 people, was designed to test our assumptions that came out of our previous research and uncover overarching trends amongst the target consumer. In particular, we were aiming to dig a bit deeper into the following themes:

- What prevented people from getting a good night's sleep.
- The degree of experience user's had with sleep applications and other sleep improvement methods.
- How people perceived the quality of their sleep.

### *Key Takeaways*

After conducting the survey, we deduced the following insights:

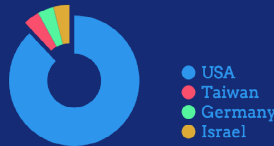
1. Most of our participants were not satisfied with the quality of sleep they were getting.
2. The majority of participants had difficulties getting to sleep.
3. The sleeping environment of our participants is being muddled by distractions, both environmental and intrinsic such as noise pollution, stress, and the use of electronic devices prior to bed.
4. Many of our participants claim to have a bad habit of over using the snooze function on their alarms.
5. Those participants with experience using sleep apps, reported most deleted the application after a short period of use because the data provided was un-insightful.
6. A vast majority of those surveyed indicated that wearables were not ideal companions for sleep apps, either because they found that it impedes with their comfort, or simply due to the fact that they needed the night hours in order to charge their device (e.g. *Apple Watch*) for the following day.

Sleep Survey

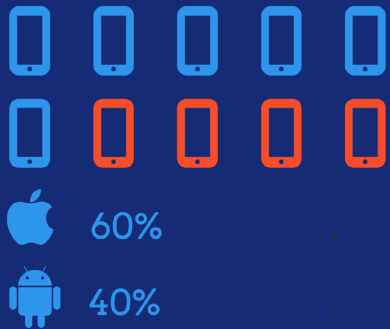
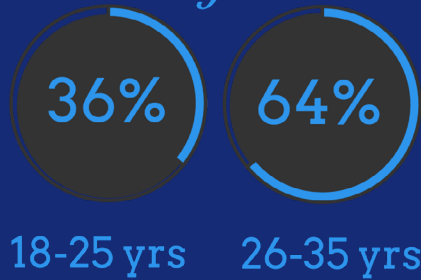


50  
People

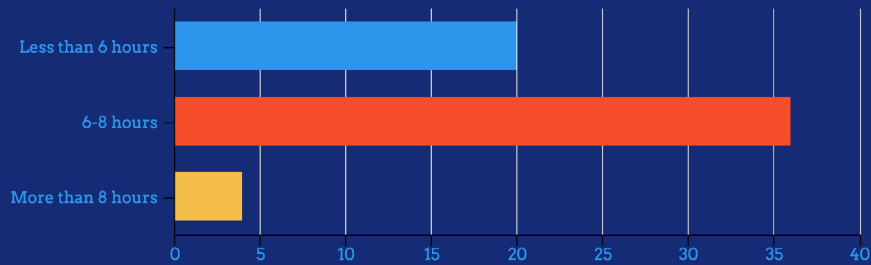
88% American



Age



How Much Sleep Do You Get?



40% report feeling very tired on a regular basis.



68%

Had never tried sleep applications or to improve their sleep.

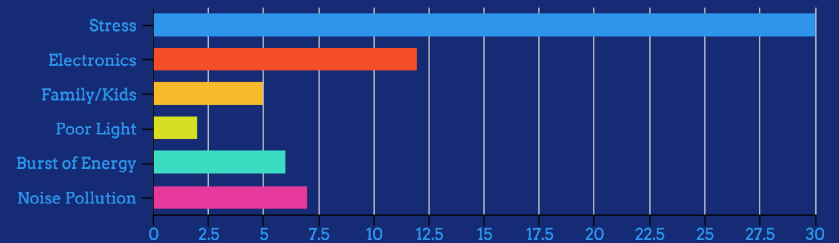


60%

Report having difficulty falling asleep.



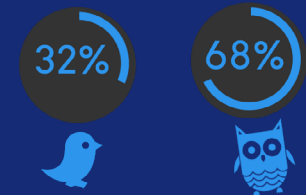
What Gets in the Way of Your Snooze?



Napping Habits



Early Bird/Night Owl



## EMERGING THEMES

**Snoozing:** Most of our interviewees claim to have a bad habit of snoozing their alarm for about 15-30 minutes before waking up. They wish they could rid themselves of this bad habit.

**Naturally Wake Up:** Our interviewees all find their alarms jarring and would much rather prefer a "gradual" wake up process that doesn't demand they immediately get out of bed.

**Noise Pollution:** Many of our interviewees find background noise such as traffic, air conditioning, and neighbors to disrupt their sleep.

**Sleep Apps:** With the exception of one, our interviewees expressed interest in sleep apps, but found they didn't provide them any meaningful advice on how to sleep better. They also expressed that they didn't want to have to spend time understanding the raw data.

**Motivation:** Our interviewees didn't see any strong correlation to sleep tracking data and their lives. They would be more inclined to act on the data provided if it was somehow linked to their daily routine.





## USER INTERVIEWS

After receiving survey responses, we intentionally went on to choose participants to interview who had expressed they had experience with sleep applications as well as those that didn't. In terms of sleep duration and quality, we did our best to maintain an even split, but ended up with a higher proportion of interviewees who perceived they had poor quality of sleep. Over the course of two days, we conducted 8 interviews, four of which were remote.

## NOTABLE QUOTES

" Used a sleep tracker, but stopped using because it wasn't useful. Just told me how I slept but not how to sleep better. "

- Vincent Lai

" I often wake up 15 minutes late due to the snooze function." - Amanda Lin

" I feel like I am fighting against my alarm clock." - Amanda Lin

"How my general quality of sleep in, what is my ratio of my deep sleep, light sleep... I've never dug into it too much." - Steven Hsu

" I feel so tired in the morning I snooze it 30 min every morning. Alarm doesn't wake me up from full sleep" - Mike Salmon

"You start getting the habit of snoozing, you start hitting the button when the alarms go off. I want to gradually wake up like 15 min or so. I do not like I have to wake up immediately." - Mike Salmon

"Sleep Cycle is easy, and I like the alarm because that music sounds very natural and pleasant. I usually snooze 3 times because the sake of sleeping in. Apple watch is a big NO NO, unless it has tracking data that actually do something. " - Jason Huang

# User Quotes

***Proprietary information redacted***

# Solomon the Snoozer



Age: 27  
Work: Data Scientist  
Family: Single. Has a Pug as a pet.  
Location: Jersey City, NJ

*“You start getting the habit of snoozing, you start hitting the button when the alarms go off. I want to gradually wake up like 15 min or so. I do not like I have to wake up immediately.”*

## GOALS

- Tame his racing thoughts before going to sleep.
- Wake up on time.
- Avoid overusing the snooze button.
- Get his sleep schedule on track.

## FRUSTRATIONS

- Sleep apps haven't helped him understand his sleep or provide meaningful advice.
- Snoozes way more often than he would like.
- Alarm clocks are jarring and don't seem to follow his natural wake up process.
- “When I am stressed out, I cannot fall asleep.”

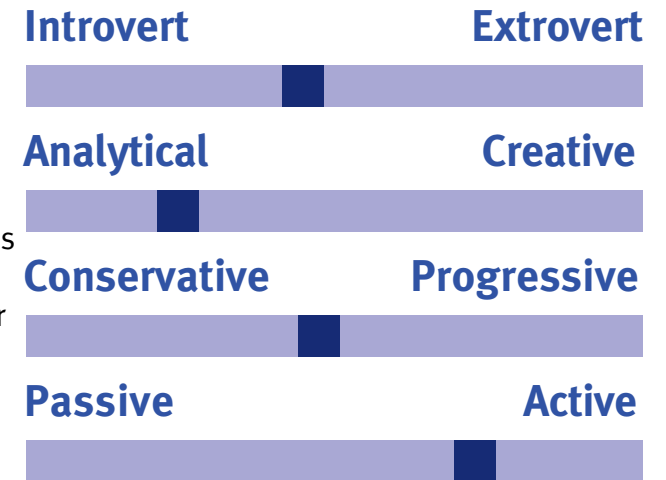
## BIO

Solomon is a data scientist who loves to enjoy life as much as working hard on his career. Unfortunately, his lack of sleep and bad habit of constantly snoozing is hurting his ability to function and be timely. He's used sleep apps before, but even as a data scientist was dumbfounded without relevant context or suggestions to structure his life and enhance his wake hours and overall day. He doesn't want to try and understand an application, but rather wants the application to understand him. He found out that Casper's new sleep app doesn't require a wearable and it even prevents him from easily snoozing, and prompts him with useful actionable suggestions regarding his sleep habits.

## BRANDS



## PERSONALITY



***Proprietary information redacted***

# ***Technical Specifications***

1. Calendar Integration: Dream Team will pull information from apple, gmail, and other common calendars in order to inform sleep related decisions such as snoozing.

<https://developers.google.com/google-apps/calendar/>

Through the use of sync tokens, there is an opportunity to take advantage of the incremental sync function to repeatedly feed information to the Dream Team app related the user's calendar events.

3. Google Maps/Google Maps Directions Integration:

a. <https://developers.google.com/maps/>

b. <https://developers.google.com/maps/documentation/directions/>

4. Motion Detection/Sleep Tracking Modes: the DreamTeam will measure sleep in two ways, namely through the microphone and accelerometer. These modes can be chosen in settings. Research indicates that users are averse to the notion of placing the device near their heads, citing radiation as the main concern. Hence, it is recommended that they are offered the ability to place it on a nearby nightstand. Diverting from the very high fidelity method of measuring sleep, polysomnography, the use of accelerometer and microphone implements actigraphy, a method of sleep measurement composed of one metric, movement. In short actigraphy is a non-intrusive method of measuring sleep.

a. Microphone Access: Microphone access will be imperative for this mode of sleep tracking as it will need to listen to sounds in order to determine what the sleep stage the is currently in.

b. Accelerometer: As an option for those who are not averse to placing a device in their vicinity, the accelerometer serves as a more accurate method of actigraphy.

6. iOS 10 notifications: The DreamTeam intends to make use of iOS 10's revamped notification, which emphasizes post-interactivity. In particular, use of widget notifications now available in the lock screen as well as the ability to disable the lock screen for the snooze related functionality.

## *User Notifications*

iOS 10 introduces the User Notifications framework (UserNotifications.framework), which supports the delivery and handling of local and remote notifications. An app can use the classes of this framework to schedule the delivery of local notifications based on specific conditions, such as time or location. Apps and app extensions can use this framework to receive and potentially modify local and remote notifications when they are delivered to the user's device.

Also introduced in iOS 10, the User Notifications UI framework (UserNotificationsUI.framework)

which lets you customize the appearance of local and remote notifications when they appear on the user's device. This framework can be used to define an app extension that receives the notification data and provides the corresponding visual representation. The extension can also respond to custom actions associated with those notifications.

<https://developer.apple.com/library/content/releasenotes/General/WhatsNewIniOS/Articles/iOS10.html>

Custom Icon Usage in Notification Center: <https://images.google.com/imgres?imgurl=http%3A%2F%2Fmedia.idownloadblog.com%2Fwp-content%2Fuploads%2F2016%2F06%2FAppl-iOS-10-Lock-Screen-Widgets.png&imgrefurl=http%3A%2F%2Fwww.idownloadblog.com%2F2016%2F06%2F15%2Fios-10-preview-lock-screen%2F&docid=F6GEbqpfEulqcM&tbnid=1BYl-sj-ZydfNM%3A&w=1600&h=1700&source=sh%2Fx%2Fim>

Disabling Idle Timer: Disabling the idle timer will allow Dream Team to present custom gestures to de-activate the snooze.

```
§ UIApplication sharedApplication].idleTimerDisabled = YES;
```

§ <http://stackoverflow.com/questions/9904306/disable-automatic-screen-lock-in-ios-5-1>

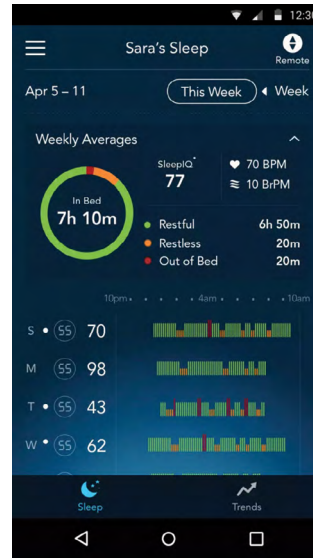
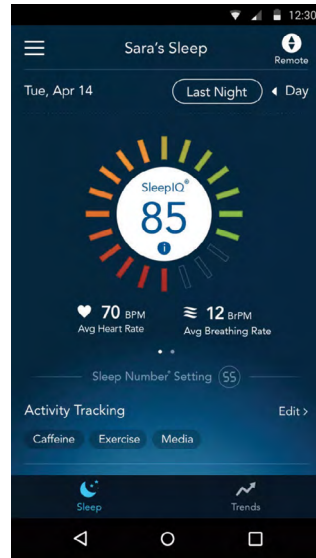
# ***Appendix***

***Proprietary information redacted***

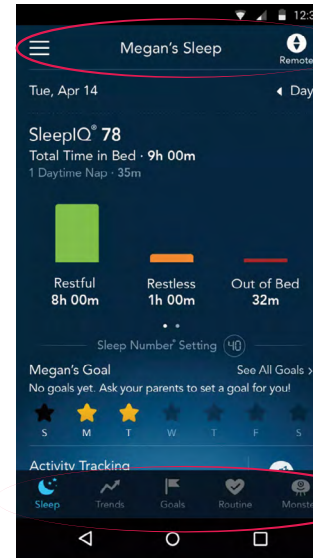


# Sleep IQ - Smart mattress app

Sleep Page

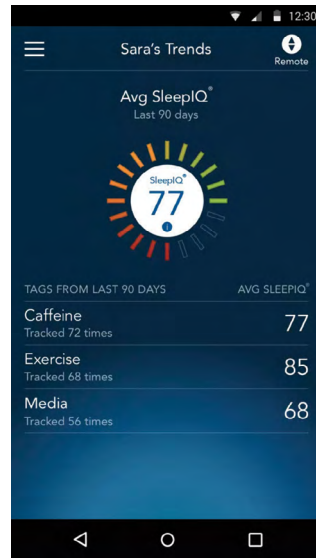


Report

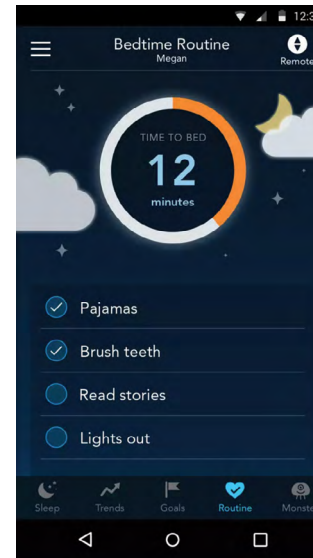


User's info

Navigation



Trend

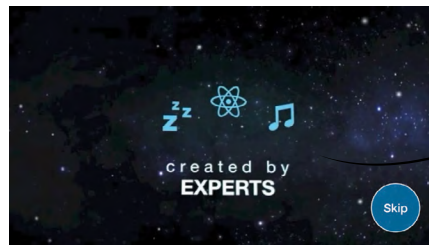


Routine

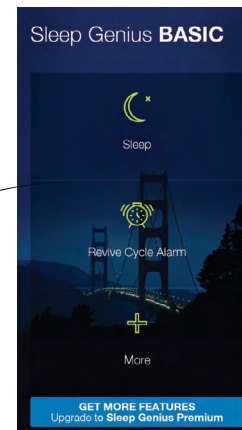
# Sleep Genius - Sleep app



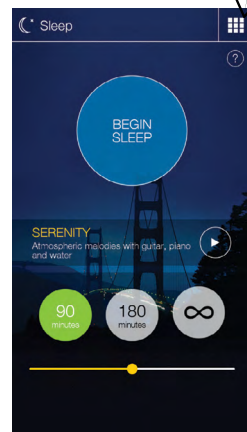
Start Page



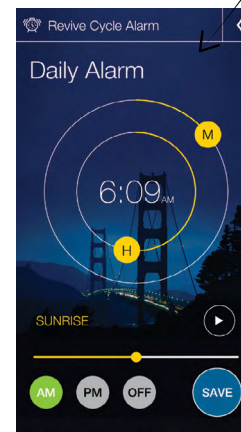
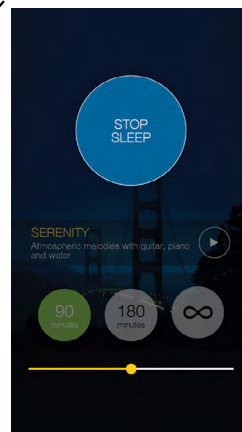
Intro Video



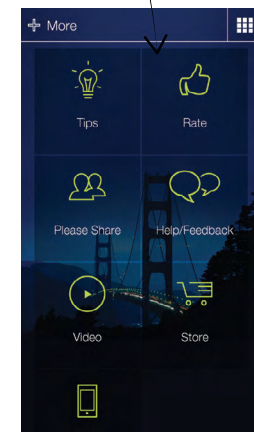
Main Menu



Sleep page



Alarm



Sub menu

# Digipill - Sleep app

**digipill**

Scroll Down

Tap 'My Pills' to get started and view the items in your pill cabinet.

Choose a pill to take based on your current needs or desire and then tap play.

Use your headphones, relax, and listen to your digital pill.

For the very best headphones and close your eyes.

Need to clear your mind or try a new experience?

Purchase more pills from the Pill Store.

Terms and Conditions  
Please read the Digipill terms of use before using the app. [Terms and Conditions](#)

I agree, let's go!

**digipill**

- My Pills**  
Pill cabinet to change your mind. For times when you need a lift, some focus, or to improve your mood.
- Pill Store**  
Digital pills on demand. Additional remedies available to download wherever you need them.
- Information**  
Targeted relief for the curious. Discover the psychology behind your pills from their creators.
- Recommend**  
Spread the word. Help your friends and family stay healthy with an introduction to Digipill.

**My Pills**

**T-Break**  
Prescribed for relaxation  
Take some time out. Use this pill to embark upon an effortless journey of ever growing comfort towards a state of calm and replenishment.

13m 8s

**T-Break**  
13:08 00:00

Prescribed for relaxation  
Take some time out. Use this pill to embark upon an effortless journey of ever growing comfort towards a state of calm and replenishment.

Avoid use when driving or operating machinery. This track is not a substitute for therapy.

**Information**

- View Introduction
- Terms & Conditions
- Contact Support

**Introducing Digipill**

For most of our life is hectic and we could all do with a little help to ease the pressure. Many of us spend much of our time just trying to catch up. Few of us can create the time to reflect on where we are going, what we are doing and how we are even going to get there. Most of us are trying our best to make it through the day. If there are times when you feel like this, then Digipill will give you a beautiful way to take a breather.

In the time it takes for you to have a cuppa, you can grab yourself a little peace and quiet, a few quality minutes to really relax while you are being expertly guided to restoring yourself to full capacity.

The result is that in a little over 10 minutes you can find yourself gathering all the benefits of a delightful tailor-made experience that will set you up for the rest of your day, whether it is the night before your big speech, a time when you need to calm down, or that moment when you need a little extra motivation.

## Information

## Playlist

## Pill Store

**Pill Store**

- Perfect Pitch**  
Prescribed for confidence
- Sleep Deeply**  
Prescribed for a night of rest
- Increasing Comfort**  
Prescribed for wellbeing
- Trance Tripping**  
Prescribed for exploration
- Imagine**  
Prescribed for creativity
- Slim to Thin**  
Prescribed for motivation
- Man Magnet**  
Prescribed for passion
- Fear of Flying**  
Prescribed for a calm journey
- Mind of a Genius**  
Prescribed for lateral thinking
- Focus**  
Prescribed for concentration
- Motivation**  
Prescribed for success
- Lifting the Cloud**  
Prescribed for depression relief
- Peace of Mind**  
Prescribed for easing anxiety
- Power Nap**  
Prescribed for refreshment

**T-Break**  
12:41 00:27

Share via...

- Dan Chen
- Allen Chung
- Kelly Lai
- Sophia Jin

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## Sharing

**Perfect Pitch**  
Prescribed for confidence

Get an important meeting or presentation? This pill guides you to build self-confidence to deal with objections eloquently and put your best foot forward.

Relief period: 24m 3s  
Prescription: \$0.99

**Sleep Deeply**  
Prescribed for a night of rest

This soothing hypnic lullaby will rid your mind of tension so that you can give yourself permission to drift into the welcoming arms of sleep.

Relief period: 26m 47s  
Prescription: \$0.99

**Increasing Comfort**  
Prescribed for wellbeing

This pill has been prepared to increase your levels of comfort and so promote wellbeing and health. Feel reassured in your life.

Relief period: 24m 17s  
Prescription: \$0.99

**Trance Tripping**  
Prescribed for exploration

Take this pill to allow yourself to explore your mind with a trip deep into your subconscious. Sit back, chill out and let yourself go...

Relief period: 39m 44s  
Prescription: \$2.99

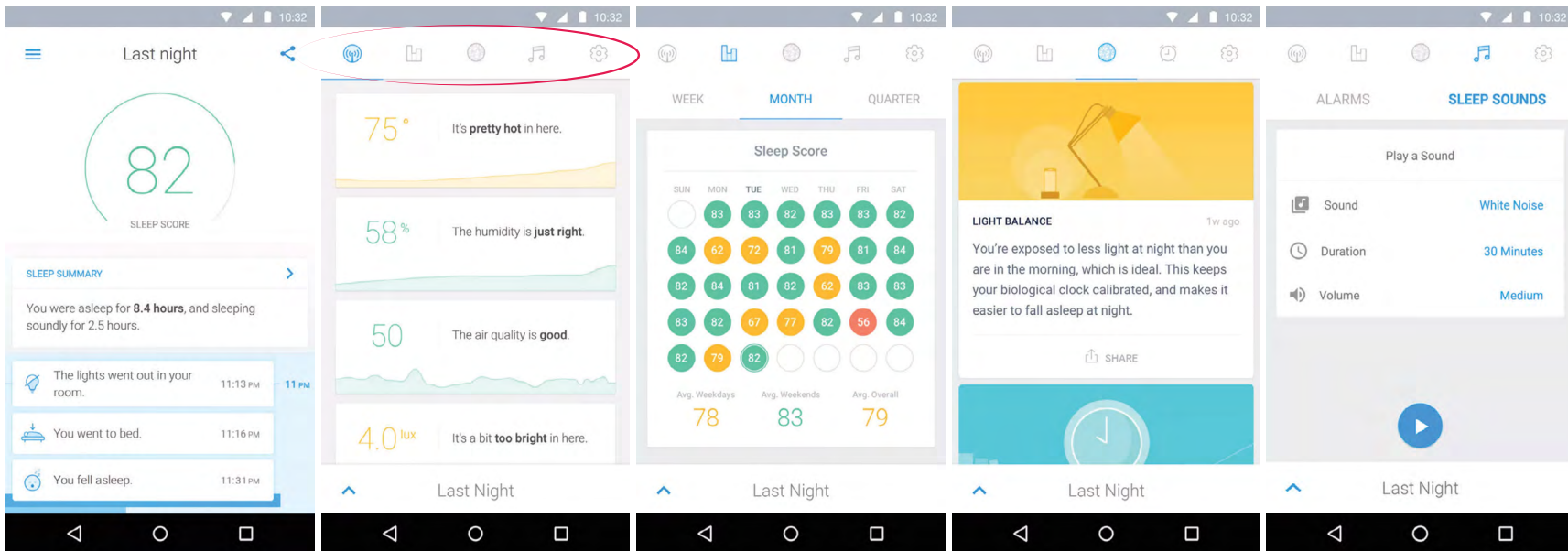
**Slim to Thin**  
Prescribed for motivation

This pill is designed to aid you in building that crucial motivation in helping you lose weight or quit a bad habit. Increase your will-power.

Relief period: 23m 45s  
Prescription: \$4.88

# Hello Sense - Sleep tracking device app

## Navigation



**Trackings**

**Environment report**

**Calendar**

**Environment report summary**

**Sleep Music**





Casper