



## OVERACHIEVING ZOEY

#exhaustedparent  
#insomniamom  
#gameratheart

### About

Zoey has two younger kids and tackles the life puzzle between being a mother, wife, and full-time employer. She can't remember the last time she had a good night's sleep and she feels mentally drained most of her days. She's a doer but finds it hard to motivate changes in her life, there's just never enough time.

### Motivations

- Better evening routines
- The feeling of a good night's sleep
- Being a happier partner and parent
- Feeling relaxed.

### Needs & Goals

- Fall asleep easier.
- Sleep better.
- Waking up energized.
- Get more aware of her sleep.
- Feel better about herself.

### Frustrations

- No free time.
- Easily falls back into old patterns.
- Lack of motivation to make changes.
- The constant feeling of being irritated and tired.

### Everyday activities

- Working full-time at home or at the office.
- Spends /a lot of time on the phone.
- Taking care of the kids.
- Plays video games in the evening.

### Social media & tech



*"It's so hard to unwind with a full time job and small kids at home"*

*"I really wished I had more patience with the kids"*

**Age:** 34  
**Location:** Lund  
**Education:** Bachelor Degree  
**Job:** Full time System Developer  
**Status:** Married and two kids



# THE ALWAYS CARING JOANNE

#grandkids4life  
#neverrest  
#pandemicnurse

*"I'm easily stressed out nowadays, especially after a year with covid at work"*

*"It's hard swifiting between irregular nightshifts and my days off"*

**Age:** 62  
**Location:** Stockholm  
**Education:** Nurse School  
**Job:** Nurse at a Hospital  
**Status:** Married

## About

Joanne has worked as a nurse for over 20 years and loves helping people. Ironically she doesn't prioritize her own health. High volumes of stress are her everyday life at work and her body is starting to protest with anxiety, fatigue, and lack of concentration. She's bad at taking breaks and feels too tired to do something about her situation.

Joanne is not the average phone user and usually ask her adult children for help. But she's a quick learner but needs simplicity to stay focused.

## Motivations

- Healthy life for many years to come.
- Be in the now.
- Have energy for upcoming retirement.
- Deep stomach breaths sometimes helps her to calm down.

## Needs & Goals

- Take care of herself.
- Find a way to stress less.
- Find motivation to make changes without adding more stress when doing it.
- Sleep better.

## Frustrations

- Irregular sleep.
- Mood swings and anxiety.
- Hard to focus on her days off.
- Lack of motivation to make changes.
- Everything feels like a bad spiral.
- Stressed by noisy environments.

## Everyday activities

- Working nightshifts.
- Watching TV or listening to the radio.
- Making dinner.
- Spend time with her husband and the grandkids.

## Social media & tech





# ZOEY

34 years old  
System Developer  
Married, 2 kids

Scenario: Zoey finally got the kids to sleep and has come to the point where she really needs to unwind her stressed body before bed instead of watching TV. She would like to create a new evening routine to calm down, and she would like to be reminded about it.

## Phases

### Log in to app

### Select a new challenge

### Set a reminder

## Tasks



- Pick up the phone.
- Go to web app.
- Use Gmail to log in.

- Choose Challenges from home screen.
- Compare different available challenge options.
- Pick a challenge.
- Confirm challenge.

- Click on a icon beside active challenges.
- Choose preferred method and time.
- Pick frequency.
- Confirm.

## Thoughts



I like that I can easily use my Google account to login.

I wanna start with something easy that I can actually follow through with.

This might actually be something I can do. I'm up for the challenge!

## Emotions



Anxious



Unsure



Excited

## Opportunities



- Have Google, Facebook as quick login options.
- Use onboarding to introduce the user to the main features.

- Only a few challenges available first.
- Simple preview that summarizes challenge.
- Visible but locked challenges for gamification.

- Possible to add alarm before confirming challenge as well.
- Create both option for email or phone notification.
- Make it possible for user to skip reminders.



# JOANNE

62 years old  
Nurse  
Married

Scenario: Joanne has a day off after two intense night shifts at work. She didn't sleep well at all and wants to learn more about sleep and what she can do to sleep better and take care of herself home. She sits down at her computer and logs on to **Sandman** to see if there is anything interesting there that she can save for later.

## Phases

### Go to Home page

### Learn about sleep

### Save cards

## Tasks



- Open the computer.
- Go to web app.
- Automated log in.
- Directed to home screen.

- Choose 'Educational cards'.
- Pick a category.
- Pick a card and choose whether to read or listen to it.

- View educational cards.
- Click on heart icon on the cards to save them.
- Access them quickly through navigation.

## Thoughts



I don't know if an app can help with my problems but I'll give it a go.

Oh, that's a lot of options! Where should I begin?

Looking forward to listen to these while I'm having coffee later.

## Emotions



Tired



Overwhelmed



Alright

## Opportunities



- Have Google, Facebook as quick login options.

- A few well thought categories.
- Slow floating animations to keep it relaxed.
- Calm optional voices when listening.

- Important with easy and simple access to saved cards to keep users.
- Enable users to pick up where they left of, if they happen to fall asleep.



# TASK ANALYSIS & USER FLOW #1

ZOEY

## OBJECTIVE

As a sleep-deprived person, Zoey wants to learn more about sleep to sleep better at night and thereby wake up with energy to face the day. She believes this would motivate her into making informed decisions

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### **What is it that's prompted my persona to begin the task?**

Zoey has been prompted to begin the task because she has a strong urge to change her stressful life.

### **What will tell the persona that their task is finished?**

Zoey will know her task is finished because she has found techniques to make her calmer before going to bed.

### **What information does the persona already know about the process?**

Zoey knows the basic facts that humans need sleep to function. She also has good knowledge of using apps. But there's just so much information out there. She would need guidance to find useful information quickly without having to read long novels.

### **What additional information does the persona need to know to complete the task?**

Zoey would only need her login to access the app.

### **Finally, what tools will the persona need to complete the task?**

Zoey would only need her smart phone to use our webb demo app to complete the task.

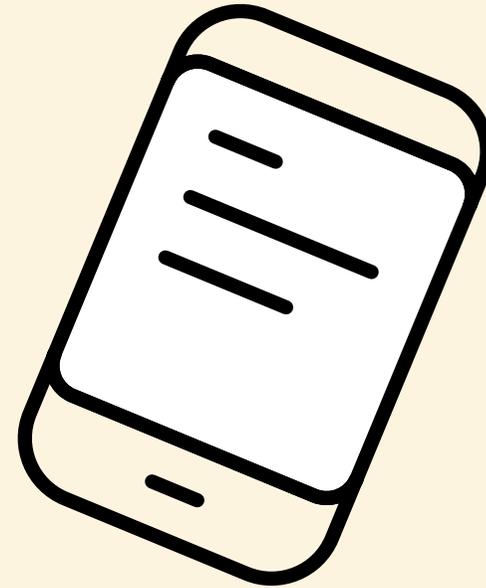
# TASK ANALYSIS & USER FLOW #1

## TASK FLOW

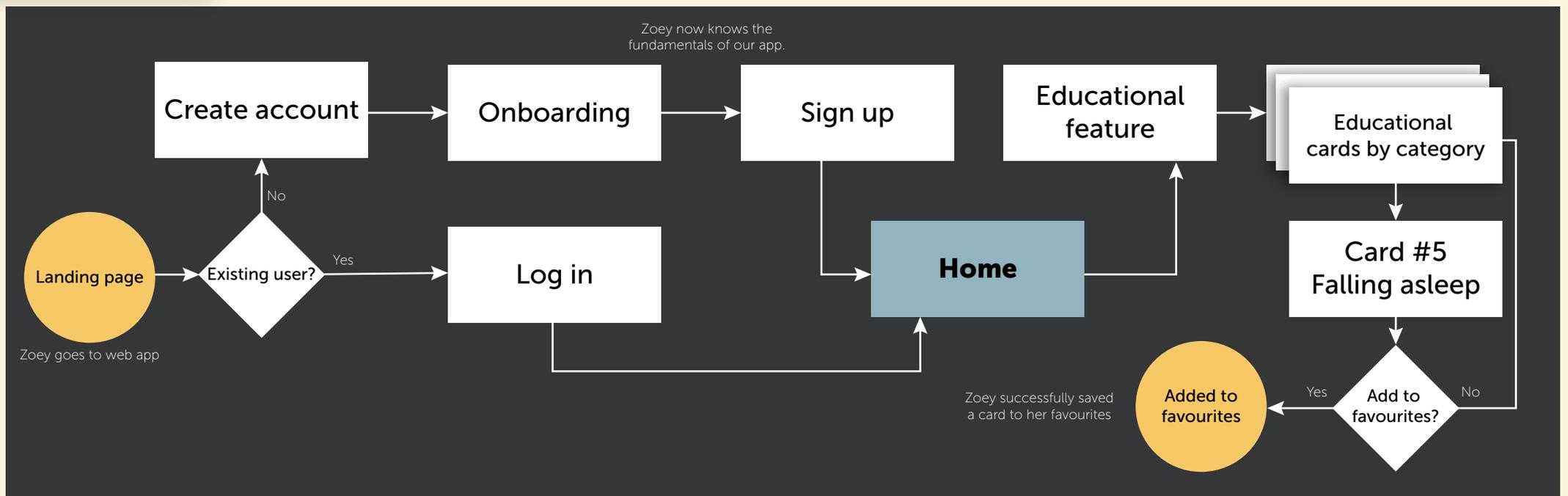
**Entry point:** Go to the website of the app.

**Success criteria:** Read and save educational card.

1. Make an account with the web app.
2. Log in to the web app.
3. Find where to learn about sleep.
4. Decide on which category card to dive into.
5. Open a educational card.
6. Read the information.
7. Save to favourites



## USER FLOW





## TASK ANALYSIS & USER FLOW #2

ZOEY

### OBJECTIVE

As a full-time, busy worker and mother, Zoey wants to challenge herself to unwind in the evenings to exist more in the present and feel better about herself.

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#### **What is it that's prompted my persona to begin the task?**

Zoey loves games, so the thought of being able to combine the need of feeling better with a motivational game that positively triggers her.

#### **What will tell the persona that their task is finished?**

Zoey will know her task is finished because she has started her challenge and succeeded in taking a step towards changing her life.

#### **What information does the persona already know about the process?**

Zoey knows the fundamentals of gaming since she's an old gamer.

#### **What additional information does the persona need to know to complete the task?**

Zoey would need to see a simple overview of the game from start to goal to stay motivated before starting the game. She would also need to know the main goal/benefits of taking the challenge to motivate her.

#### **Finally, what tools will the persona need to complete the task?**

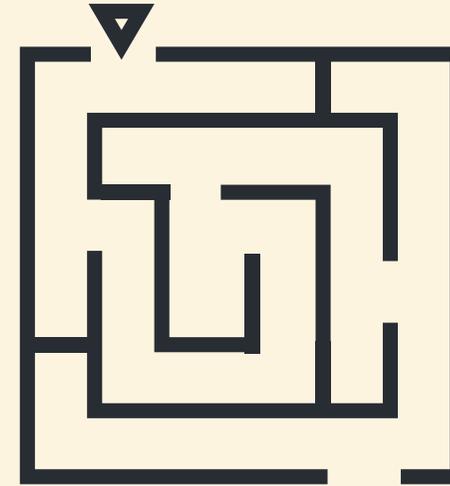
Zoey would only need to use our web demo app to complete the task. She would need a computer, tablet, or phone to access her account. The challenge itself would acquire things you normally already have at home. For example a shower/bathtub, a glass, etc.

# TASK ANALYSIS & USER FLOW #2

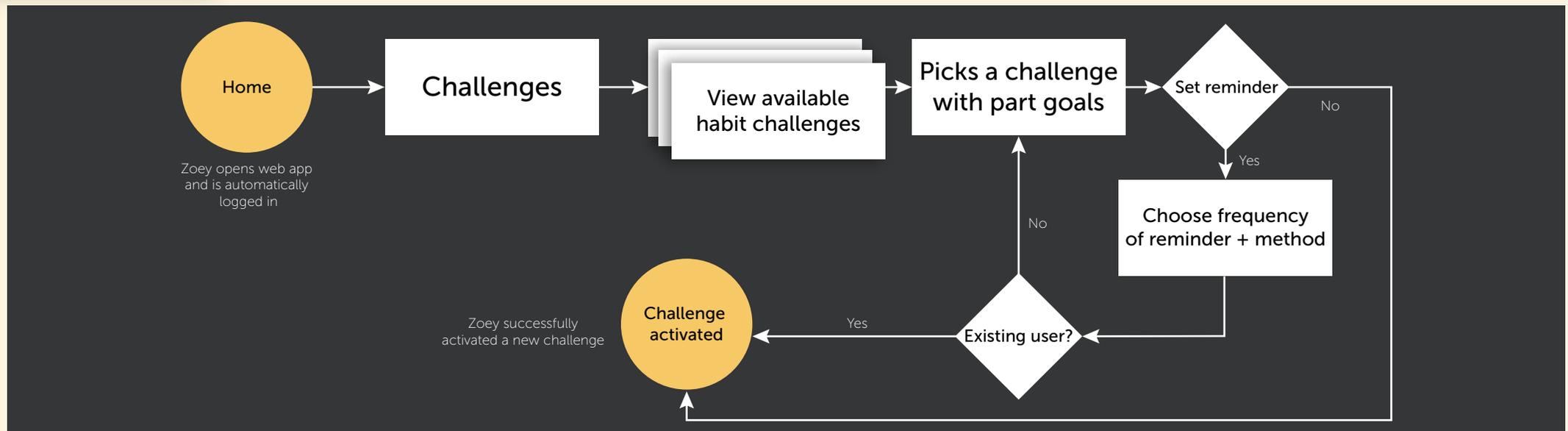
## TASK FLOW

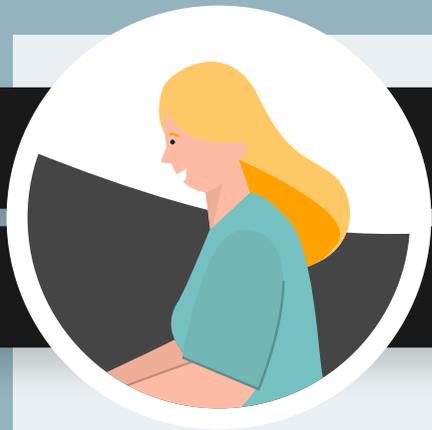
**Entry point:** Home screen of the web app.  
**Success criteria:** Started new challenge.

1. Find challenges.
2. View available challenges.
3. Read short preview of challenge
4. Decide on challenge.
5. Set reminder.
6. Start challenge.



## USER FLOW





## TASK ANALYSIS & USER FLOW #3

JOANNE

### USER FLOW

As an easily stressed person, Joanne wants to make breathing exercises so that she can calm down before anxiety kicks in and makes it worse.

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#### **What is it that's prompted my persona to begin the task?**

Joanne is stressed out when getting home from work and needs to calm down before going to bed.

#### **What will tell the persona that their task is finished?**

Joanne's pulse has gone down, and her stress levels are back to normal.

#### **What information does the persona already know about the process?**

Joanne has done some deep breaths of her own before to calm down before. So she knows that it usually helps. She has more knowledge in using the web than using apps on her phone, and she would most likely sit down at her computer to complete her task.

#### **What additional information does the persona need to know to complete the task?**

Joanne would benefit from knowing how long the exercise would take her to make her feel in control and not add more stress of not knowing.

#### **Finally, what tools will the persona need to complete the task?**

Joanne would only need to use our web demo app to complete the task. She would need her computer or phone to access her account.

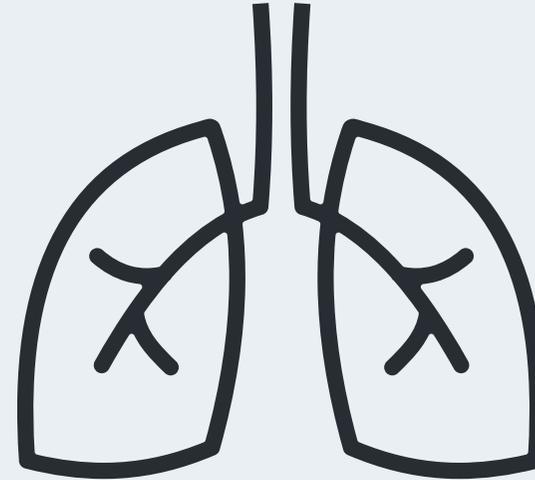
# TASK ANALYSIS & USER FLOW #3

## TASK FLOW

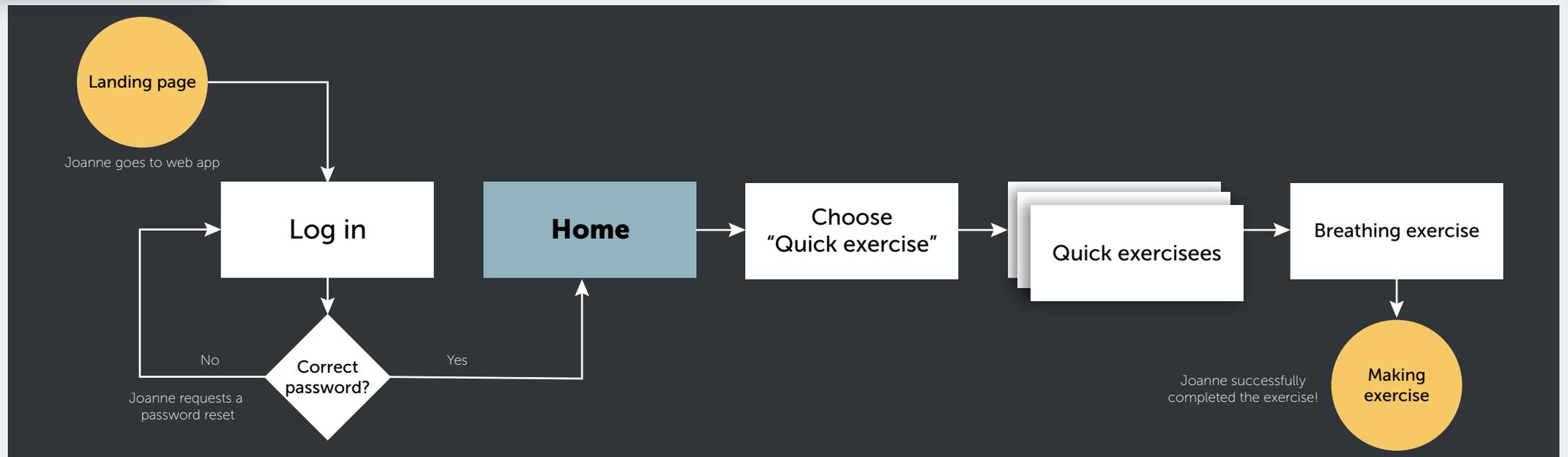
**Entry point:** Go to the web app.

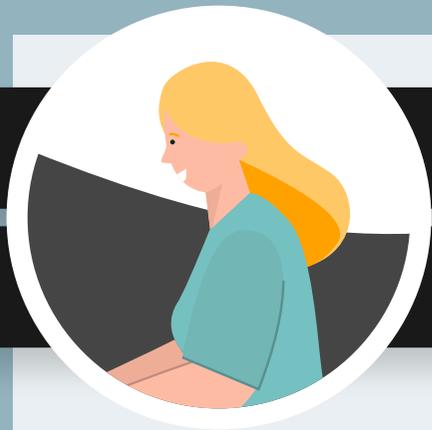
**Success criteria:** Made a breathing exercise.

1. Browses to the web app.
2. Log in.
3. Find a way to make a quick exercise.
4. Find an exercise that focuses on breathing.
5. Make the exercise.



## USER FLOW





## TASK ANALYSIS & USER FLOW #4

JOANNE

### USER FLOW

As a curious person Joanne wants to follow her progress of her sleep so that she can better understand and track down her good and bad nights.

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#### **What is it that's prompted my persona to begin the task?**

She wants to see results over time.

#### **What will tell the persona that their task is finished?**

Joanne has rated her sleep for the day.

#### **What information does the persona already know about the process?**

Joanne is used to asking her patients at work to rate their feelings or pains with simple universal icons.

#### **What additional information does the persona need to know to complete the task?**

Joanne would only need to go to our web app and open the feature to rate her sleep. She wouldn't have to remember her user information if she checked in the "Remember me" box from the previous login session.

#### **Finally, what tools will the persona need to complete the task?**

Joanne would only need to use our web demo app to complete the task. She would need her computer or phone to access her account.

# TASK ANALYSIS & USER FLOW #4

## TASK FLOW

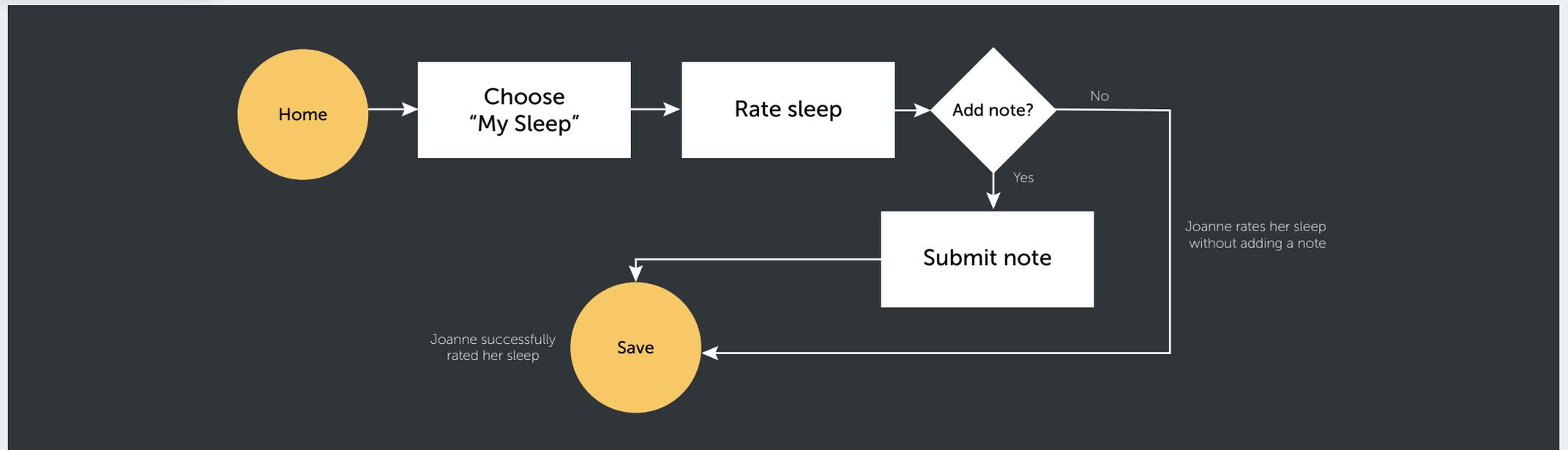
**Entry point:** Home screen.

**Success criteria:** Rated her sleep

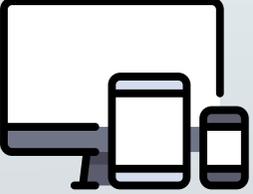
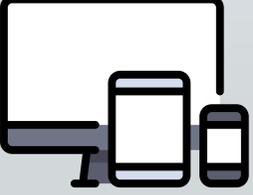
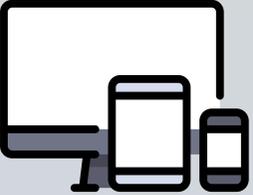
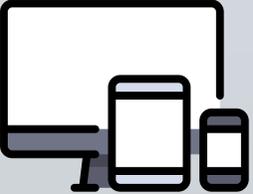
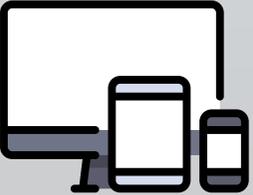
1. Find sleep rating.
2. Rate the sleep of previous night.
3. Add additional note.
4. Save.



## USER FLOW



**MOBILE-FIRST DESIGN**

Feature	Device	Content	Persona	Notes
Landing page		Logo, illustration, text, menu, link, button	 	Users will be greeted with a calm friendly welcome. The logo, description, presentation of main features along with randomized user testimonials will be visible to the user.
Sign up/Log in		Text, logo, input field, button, check box, link	 	Users will be offered multiple sign-up options (Google, Facebook, and email). They can auto-save their credentials to skip future log-ins and land on the Home screen instantly when accessing Sandman.
Onboarding		Illustration, text, button, slide	 	Main features and their benefits will be shown to the user as well as small setups such as their name to personalize the experience. Users can always skip onboarding and set up the profile later.
Educational cards		Illustration, text, video, audio, animation, link, button		Possible to choose and learn about different sleep related information. The user can pick between reading, listening or sometimes watch the content. They can also add cards to favourites.
Habit challenge		Illustration, text, animation, button, list	 	Users can exercise new habits by taking on different challenges that vary with length and difficulty. They can also set reminders connected to the challenges. They will also find their previous achievements here.

Feature

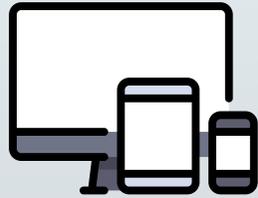
Device

Content

Persona

Notes

Home screen

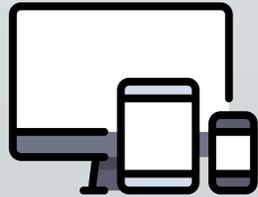


Illustrations, icons  
buttons, text,  
menu



The dashboard where our users easily find all of the main features.

My sleep

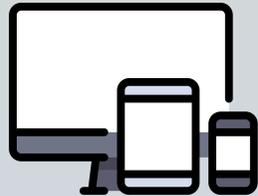


Illustration, form,  
radio buttons, text



Users can rate their sleep and also see their progress through time.

Reminders/  
Notifications

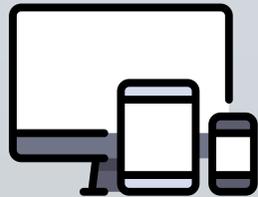


Text, link



Possible for user to set up reminders and get notified through email (all devices) or as a notification on their **phone**.

Quick exercise

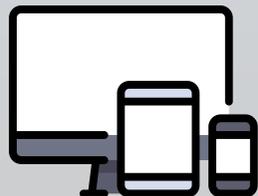


Illustration, text,  
animation, button



For those stressful ICE moments when our users want to calm down quickly. They'll find simple guided breathing and meditation exercises here.

Profile/Settings



Photo, illustration,  
text, link, button,  
input field



Users can find and change information regarding their account, payment options, profile picture and also how they delete their account.

Feature

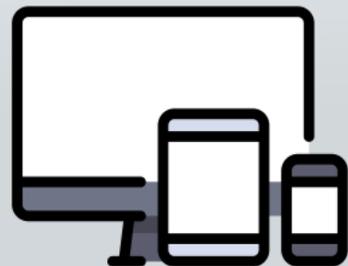
Device

Content

Persona

Notes

Favourites

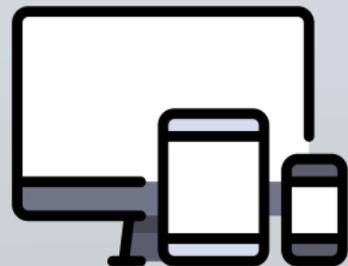


Illustration, text  
button

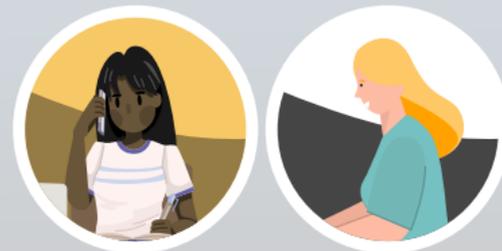


Saved content from educational cards can be found here.

Navigation



Icon, text



Simple inclusive navigation with good overview.