



# The Team

## Amber Somthaboun

Project concept and UX/UI Designer

- Conceptualize and research
- Design and test
- Organize and manage



## Aileen Siemera

UX UI Mentor

(UX Designer at DeckNine)

- Overlook the design process
- Critique and suggestions



## Travis Vermillye

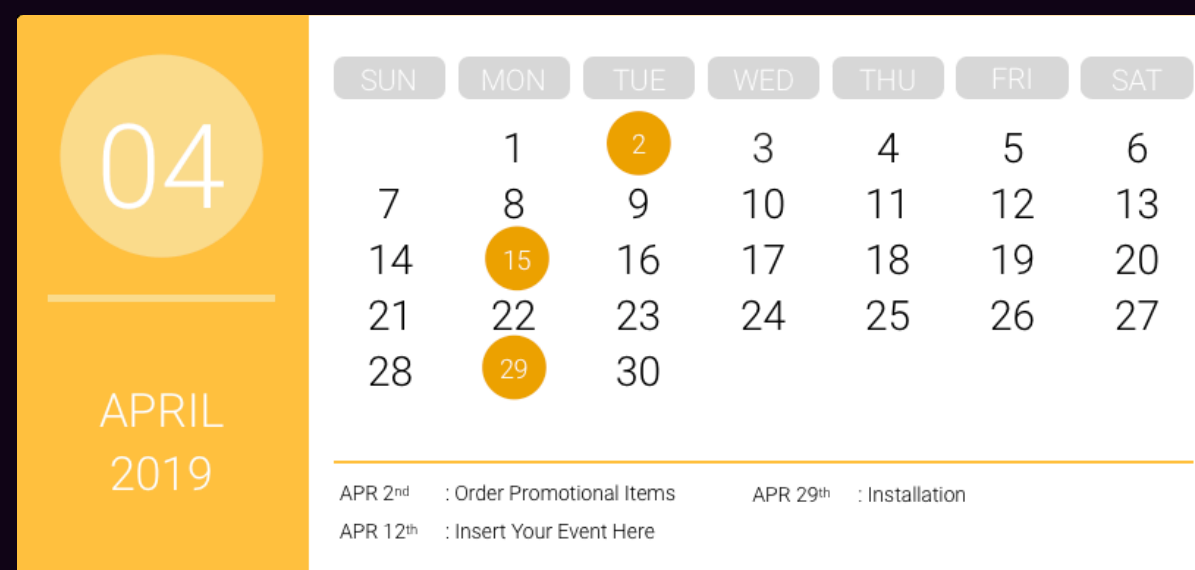
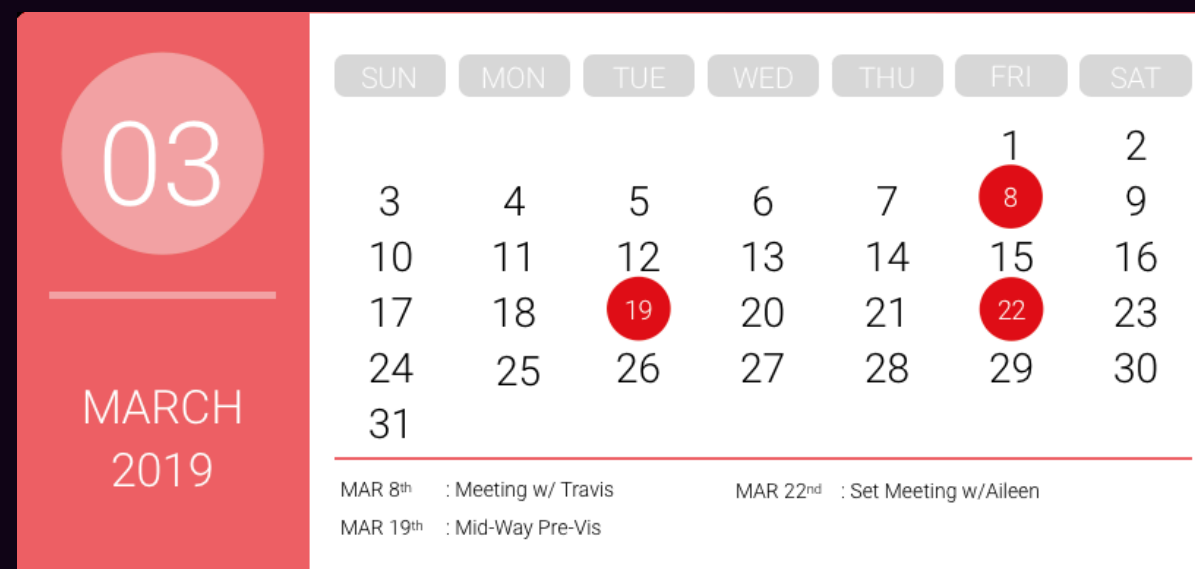
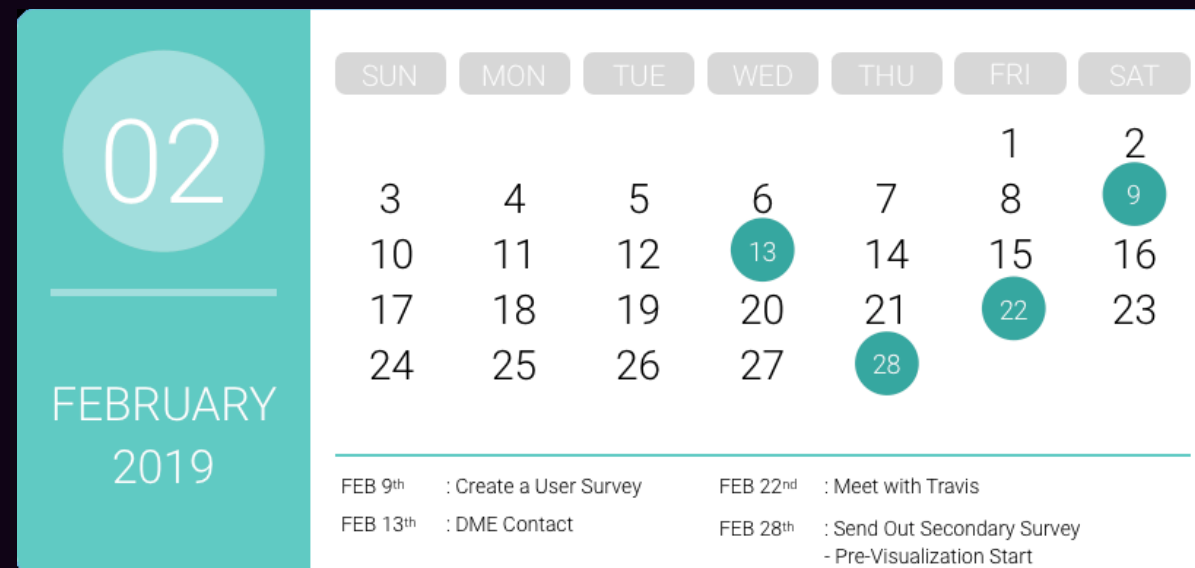
Project mentor and project facilitator

(University Professor Digital Design)

- Assess design assets
- Overlook the design process



# Project Timeline



February 9th

February 22th

February 28th

March 8th

March 22th

April 2nd

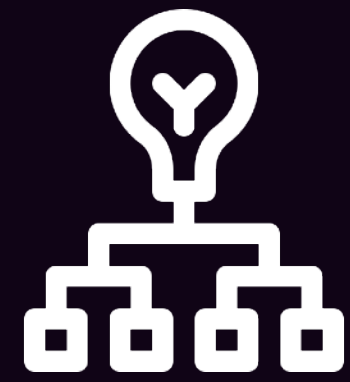
April 29th

Research

Solution thinking

App Direction (Sketching)

Prototyping and Testing



Research



Possible Solutions



App Direction



Prototype



Testing

**STAGE 01**

**STAGE 02**

2018



# Doze

## Stage .o1



Idea mapping (Research and understanding the problem)



# Why did I choose **SLEEP?**

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Sleep to me is a mythical creature that does not exist. As a person I struggle to fall asleep for the correct amount of time or fall asleep at all. Therefore my goal was to understand sleep and try to regain sleep for myself and others like me.



# Understanding **SLEEP LOSS?**

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Sleep is can be categorized into two different types  
**Primary** and **Comorbid**

**Sleep helps the body function** on both a mental and  
physical level

Some forms to help negate sleep loss is **meditation, no  
technology before bed, creating a daily routine.**

# Sleep loss

## STATISTICS?



50% of American adults suffer from sleep loss



83% of people with depression suffer sleep loss



20% of working men suffer sleep loss



27% of working women suffer sleep loss

**60 MILLION  
AMERICANS HAVE A FORM  
OF INSOMNIA**



# Sleep App **TRENDS**

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## **Sleep Tracking**

Tracking your sleeping patterns and discovering when you are aggravated during sleep



## **Meditation**

Focusing on slowing down your brain and getting the you to a better nights rest



## **Sound Therapy**

Using ASMR or calming sound and music to relax the mind before sleep

# Missing **LINK**

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## **Routine Creation**

Resetting your mind to follow a daily guide, and allowing your body to remember when it is time to fall asleep

2018



# Doze

## Stage .o2

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Sketching (Solution sketching and app investigation)



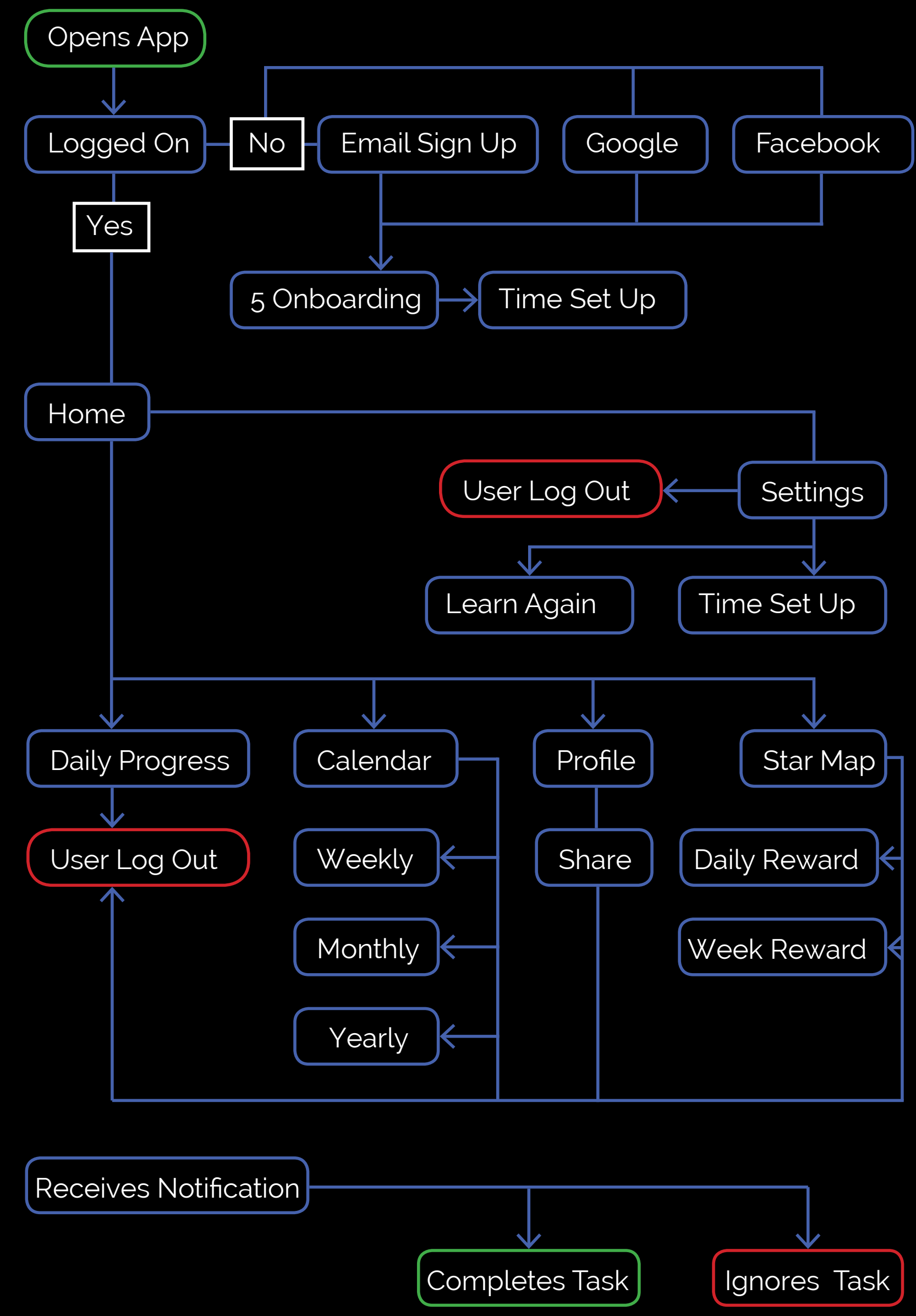
# A guide to create a **ROUTINE**

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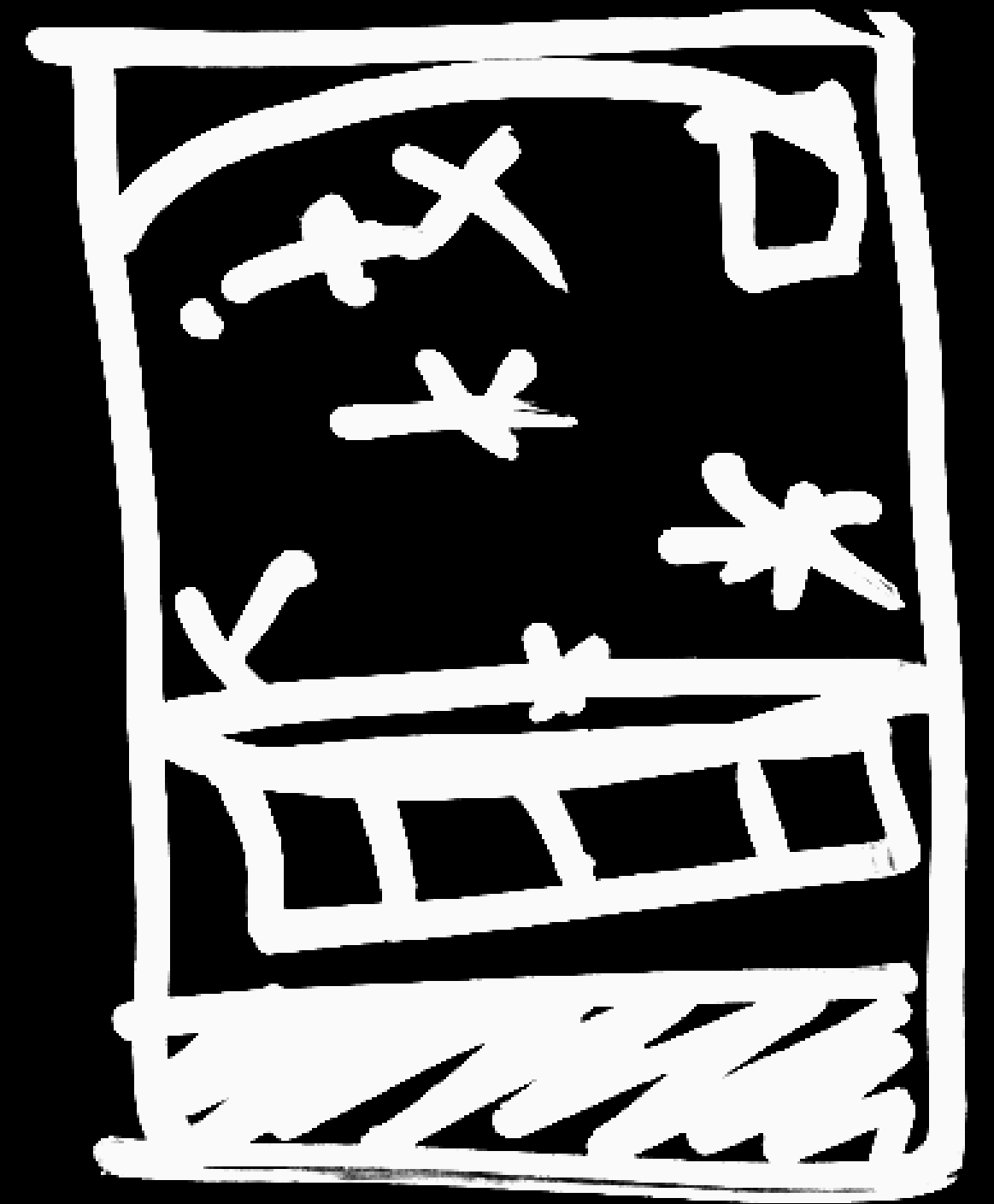
Similar to when we were kids. Creating a daily routine helps our body understand when to wake up and when to fall asleep. Through a step by step notification system Doze aims to train your brain to create your daily routine.



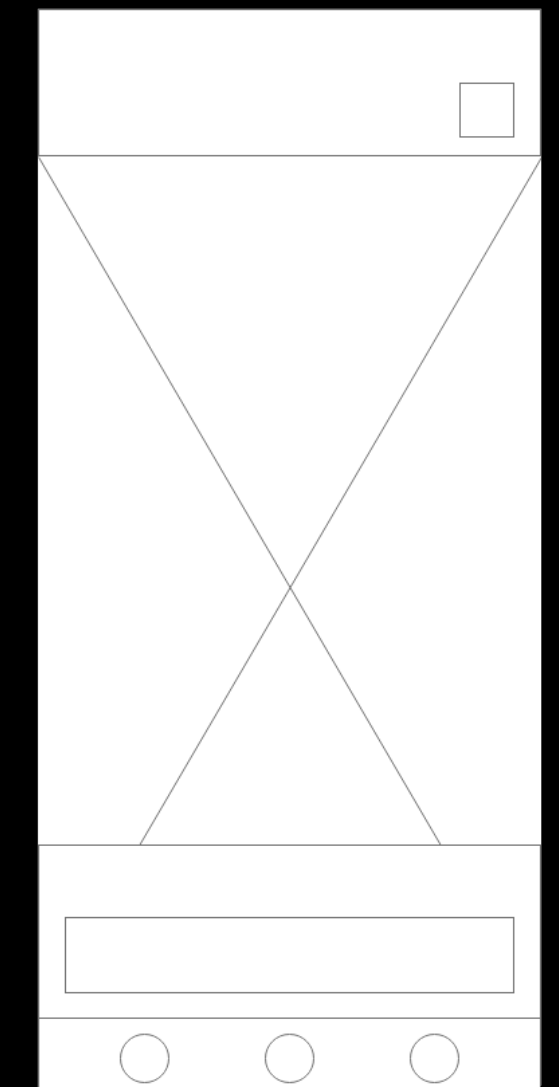
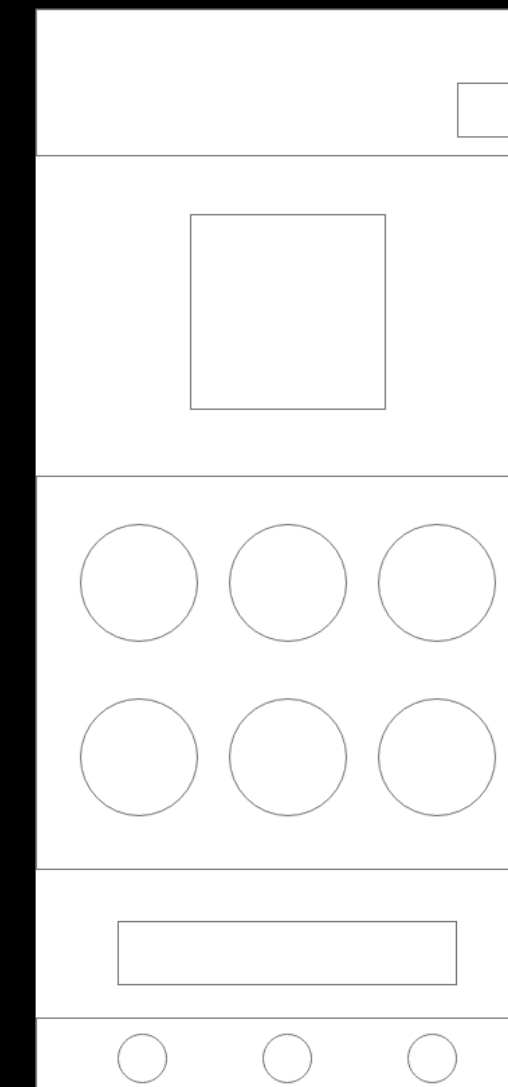
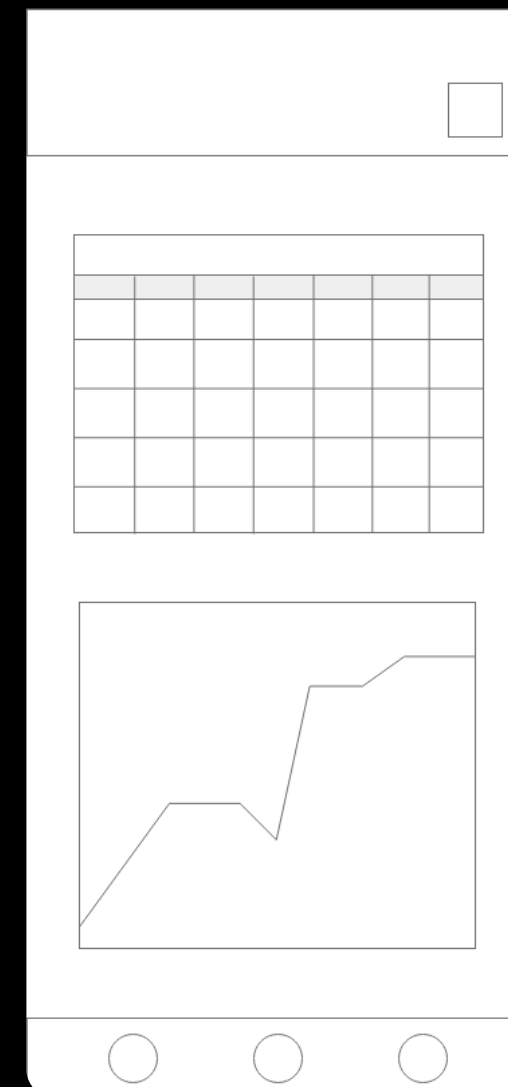
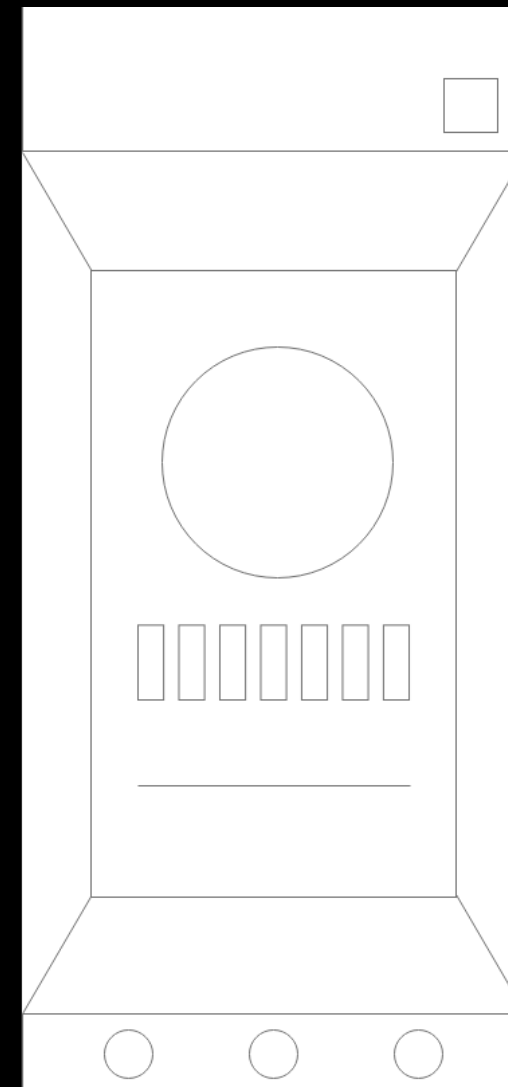
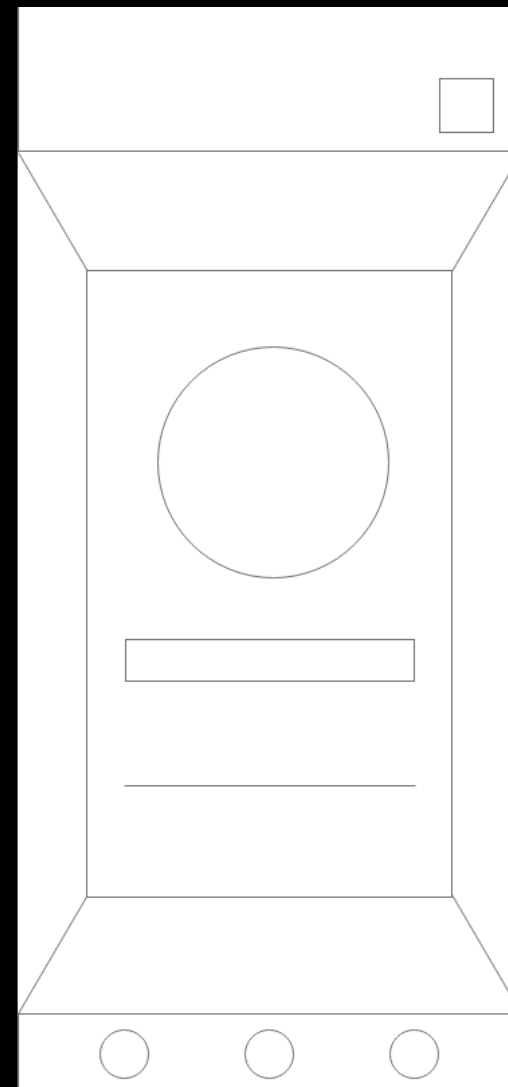
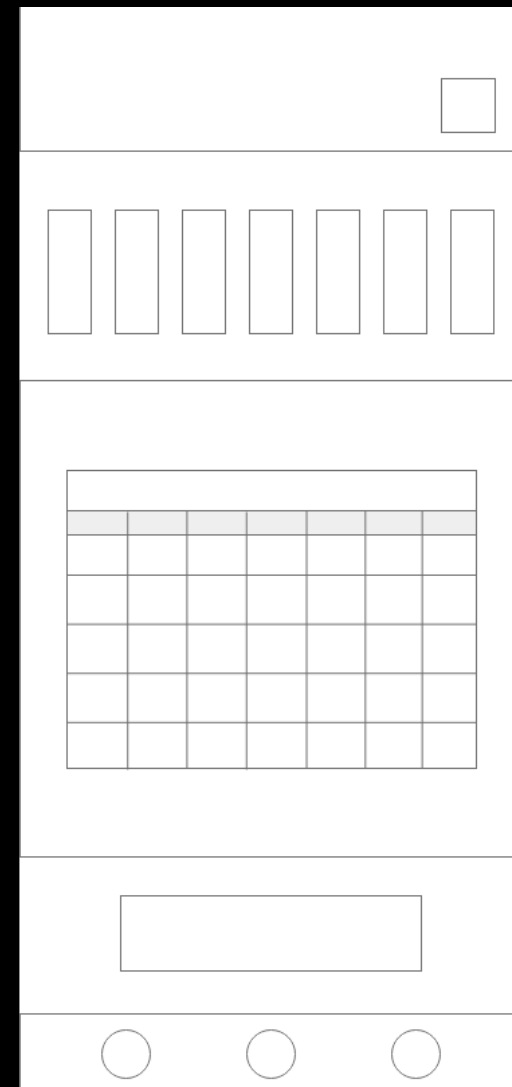
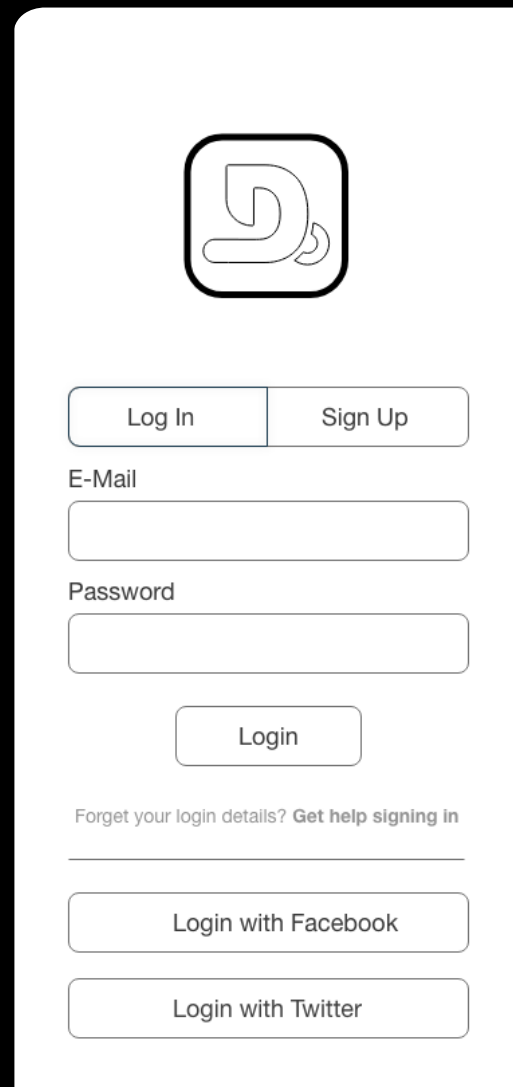
## User-flow



## Initial Sketches



# Wire-frames



# Why start in **B&W?**

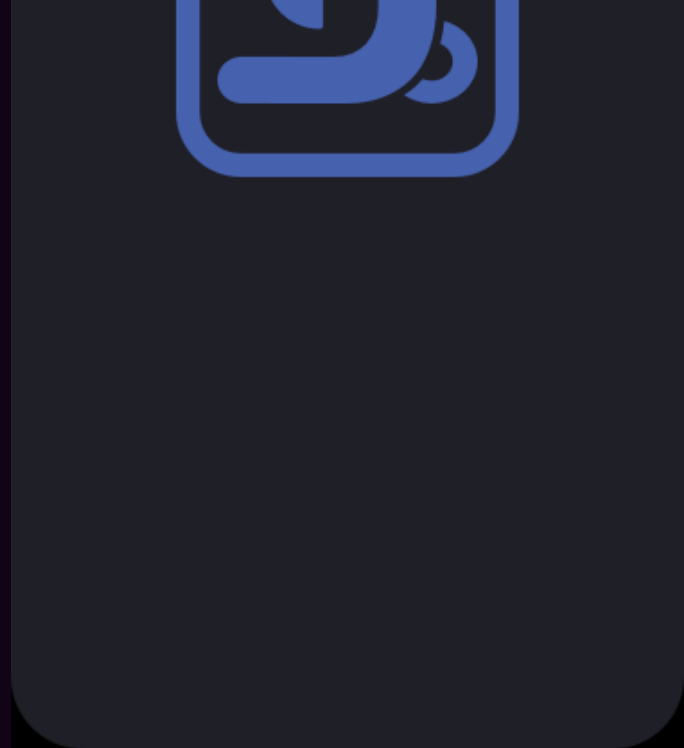
Testing the Doze app in black and white created an understanding of user flows when the app was tested by users in the target demographic. The use of a colorless prototype allowed the user to **play with the app without any visual disturbance** to disrupt the user tests. As well as create an understanding of the premise of the overall app design and allow for **icon recognition tests**.





Seeing the app  
in **COLOR**





**WHEN ARE THE BEST TIMES TO SEND TASKS?**

Time selection interface with four input fields and a 'Ready' button.

Log In | Sign Up

E - Mail  
Leah\_Short@Gmail.com

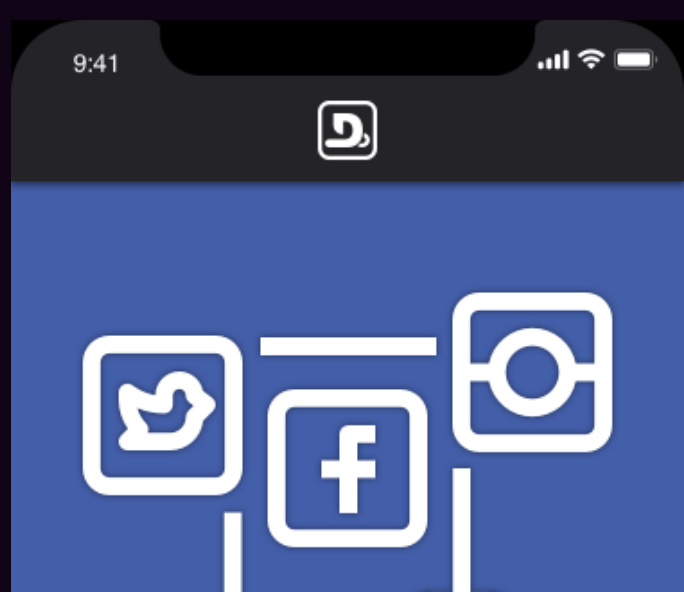
Password  
.....

Log In

Forget your login details? [Get help signing in](#)

Log In with Facebook

Log In with Google



9:41

10:43  
Wednesday, May 1

DOZE now

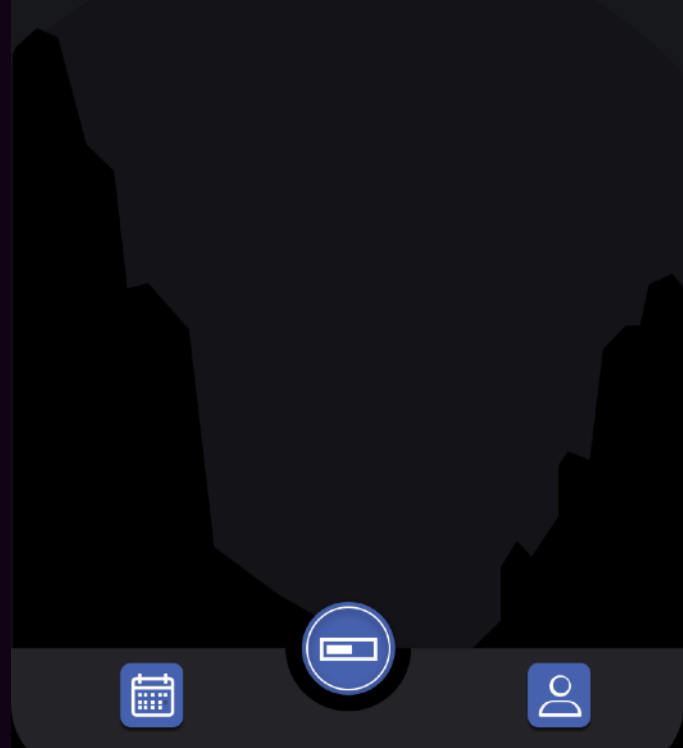
**Routine Note**  
Hey! You're, doing great! You should get up and move around for 5 mintues.

Complete | Ignore

- Swipe to open

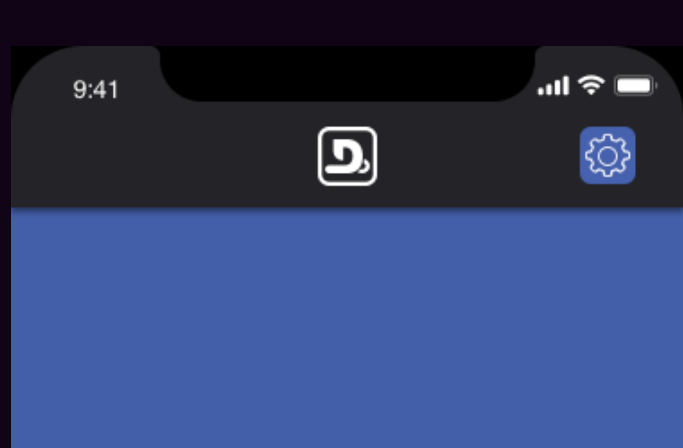
9:41

Time set up



9:41

Learn the app again  
Reset your tasks  
Log out



9:41

Time set up

Daily Progress

Progress bar with 5 segments

9:41

**NICE JOB!**  
You completed all of your daily tasks

9:41

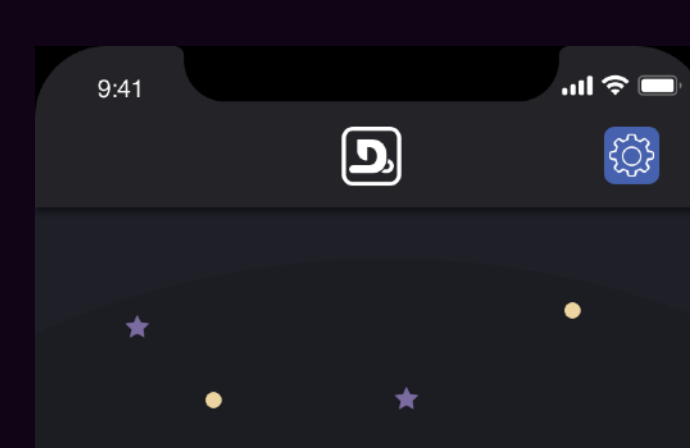
**ACHIEVEMENT UNLOCKED**  
Congrats!  
You unlocked your first star

9:41

Leah Short, 25

Your First Star | First Week

Share with Friends



Watch your night sky grow

- Task Star
- Daily Star
- Week Star

Get Started

Watch Again

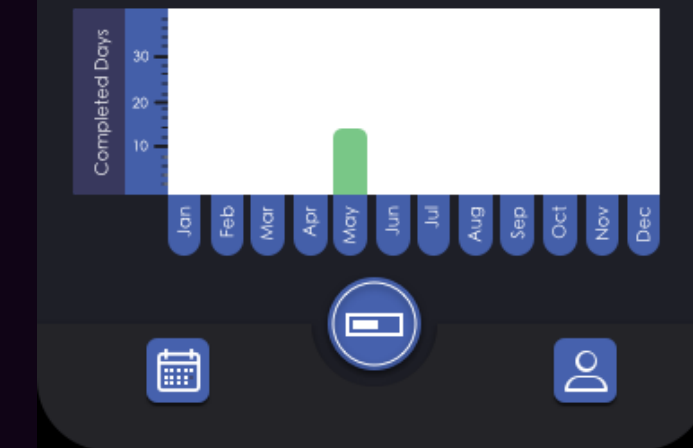
9:41

Weekly Progress

Mo	Tu	We	Th	Fr	Sa	Su
✓	✓	✓	✓	✓	✓	

Monthly Progress

MAY						
Mon	Tue	Wen	Thu	Fri	Sat	Sun
			1	2	3	4
✓6	✓7	✓8	✓9	✓10	✓11	✓12
✓3	✓14	✓15	✗16	✓17	✓18	✓19
20	21	22	23	24	25	26
27	28	29	30	31		



9:41



Re-Visiting

**DOZE**



# Typography

## Header

AA

Doze embraces a friendly nature. Inviting those with sleep  
Loss to creating their daily routine. The use of Azo Sans  
creates a fun and embrace. Showing app users that it's not  
just a routine creator but an app that allows playfulness.

Azo sans is a typeface that is only made in all caps.

## Body

Avenir

## Character

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

~ @ # \$ % ^ & \* ( ) - = \_ + [ ] { } \ | ; : ' " , . / < > ?

## Style

Thin

Extra Light

Regular

Medium

Semi Bold

**Bold**

**Extra Bold**

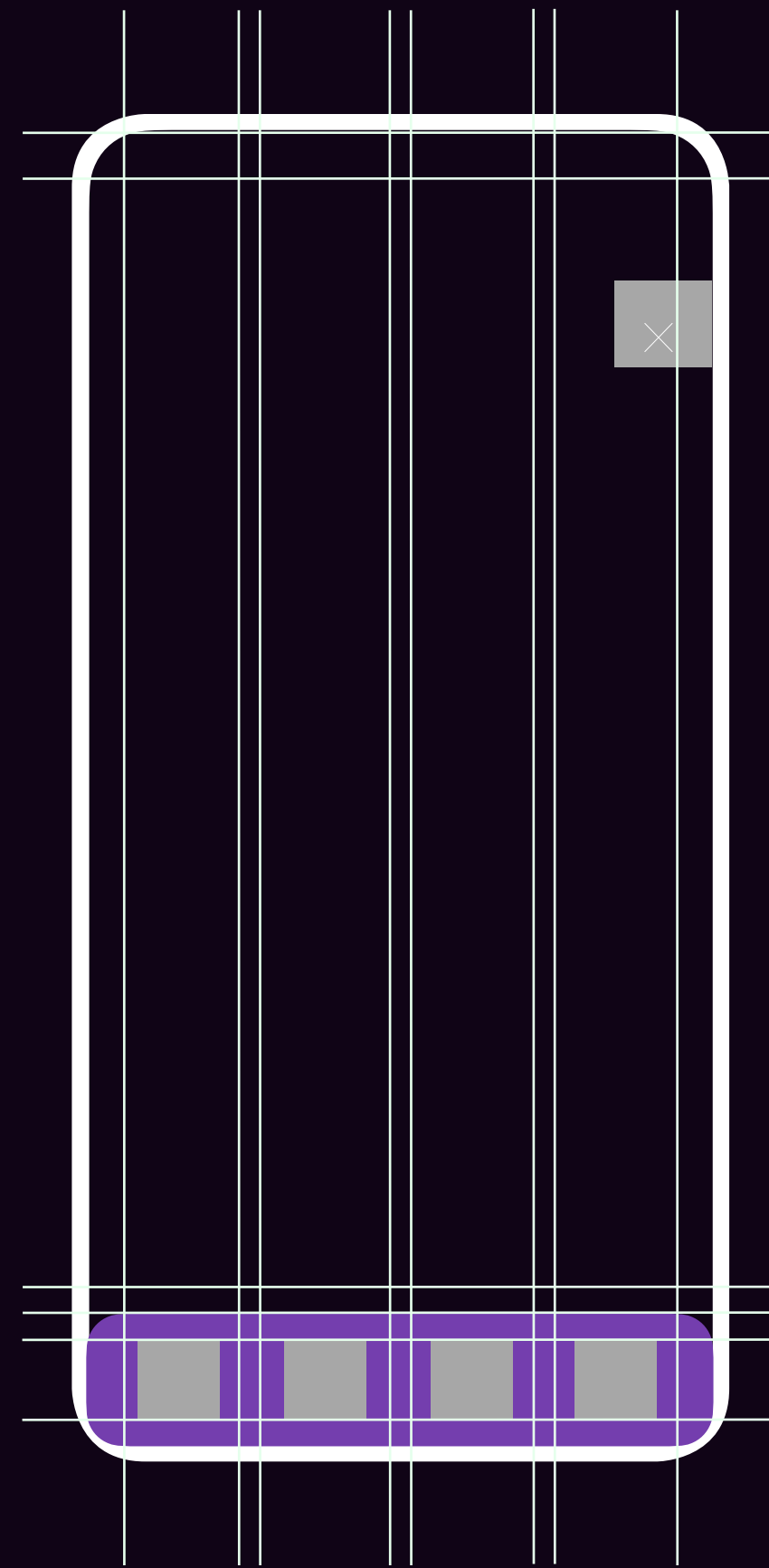


# Color Pallette

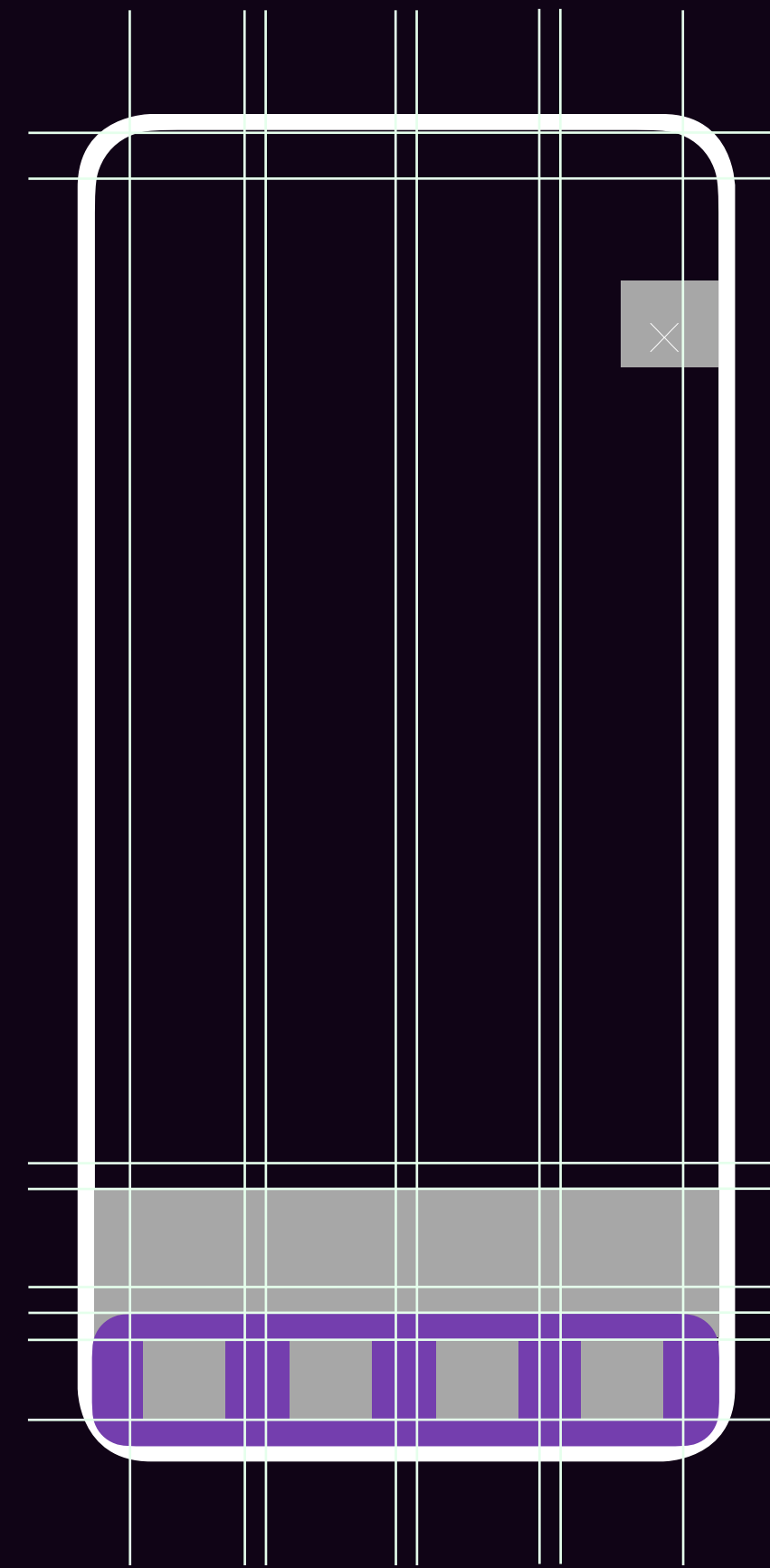
Utilizing high contrast purples and blues. Creating an engaging and cool color scheme that invites the target audience towards the app. Steering away from the over use of blues from the second app iteration.



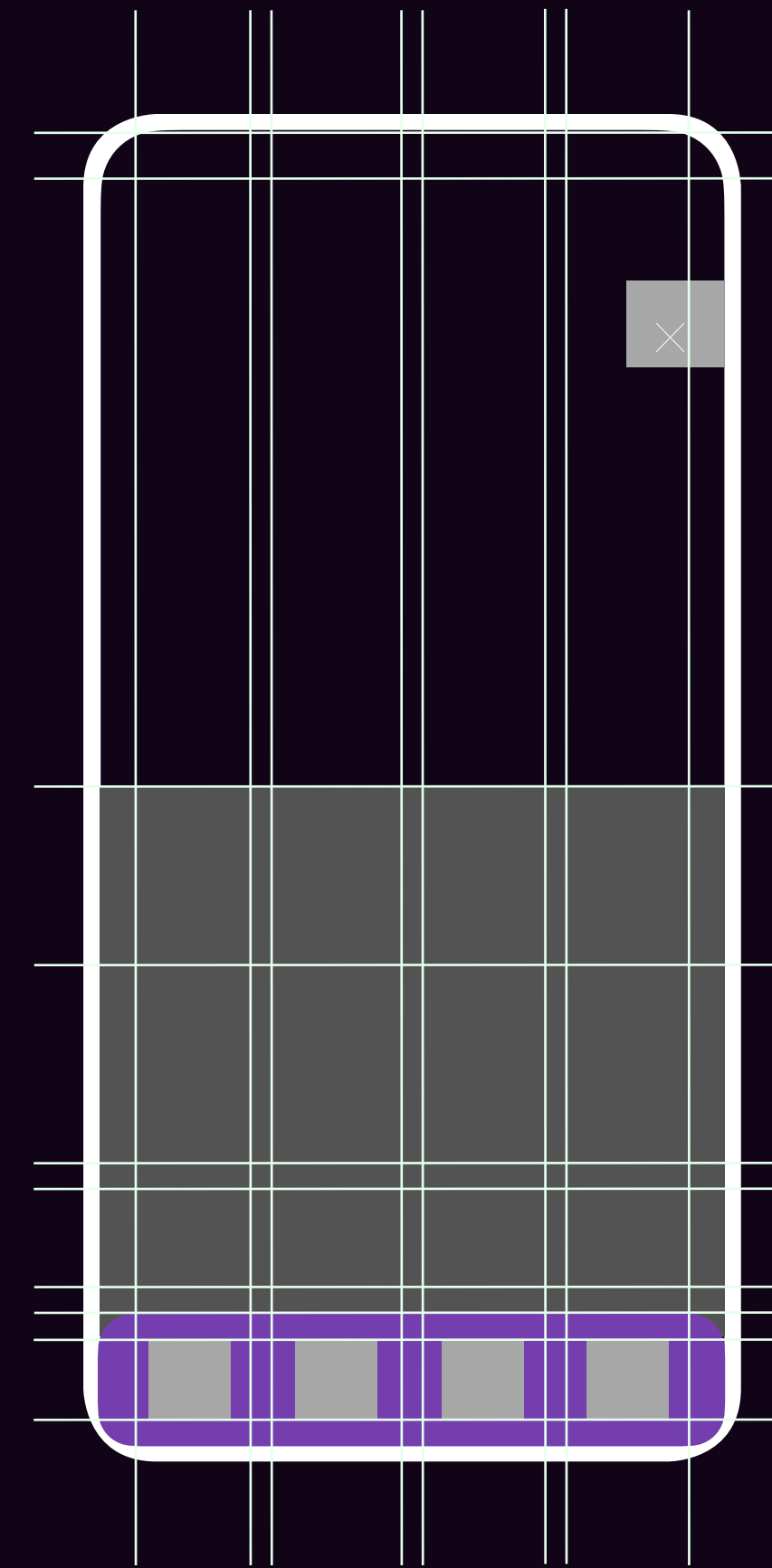
# App grid System



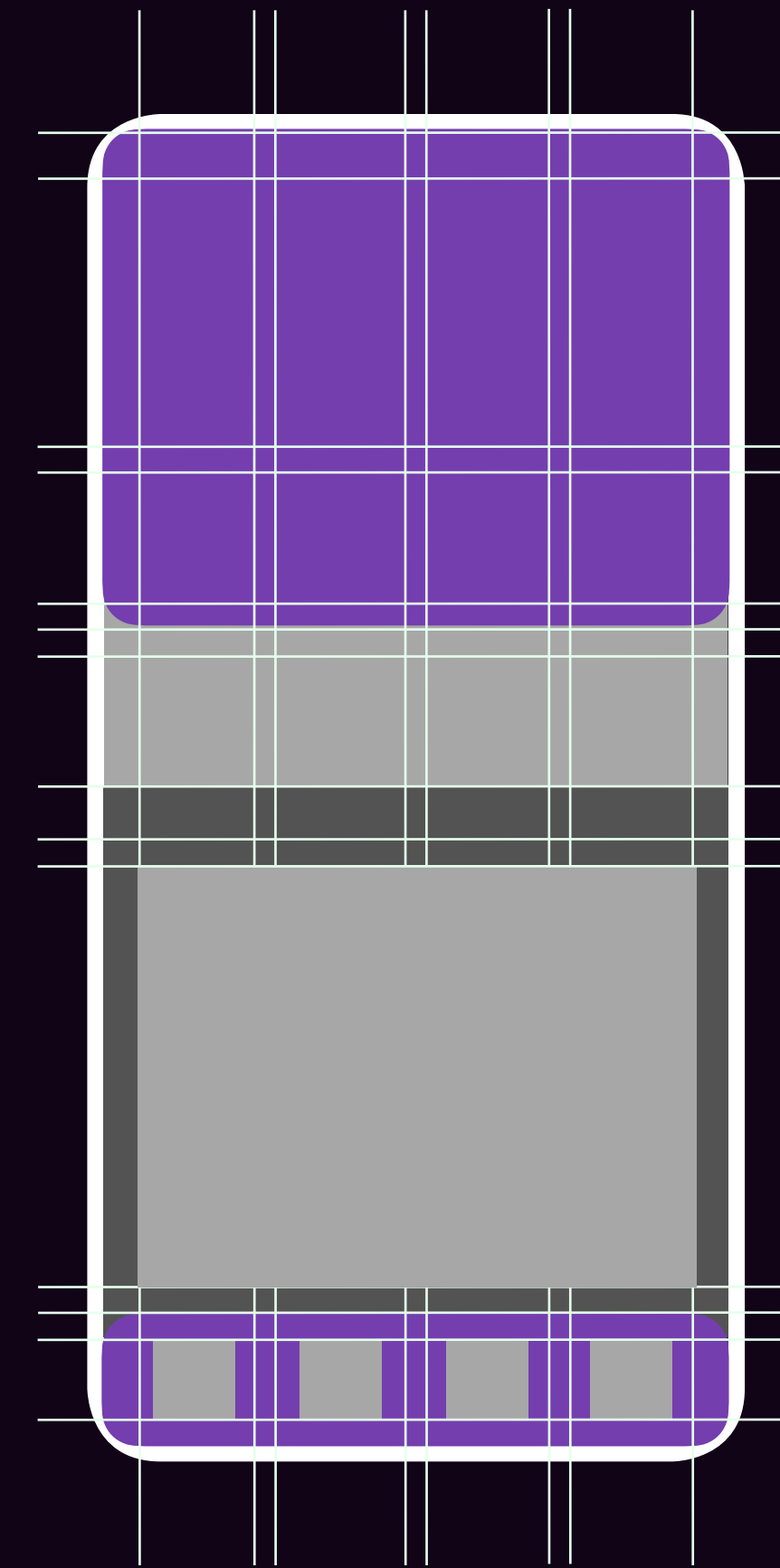
Home



Daily Progress



Receiving Awards



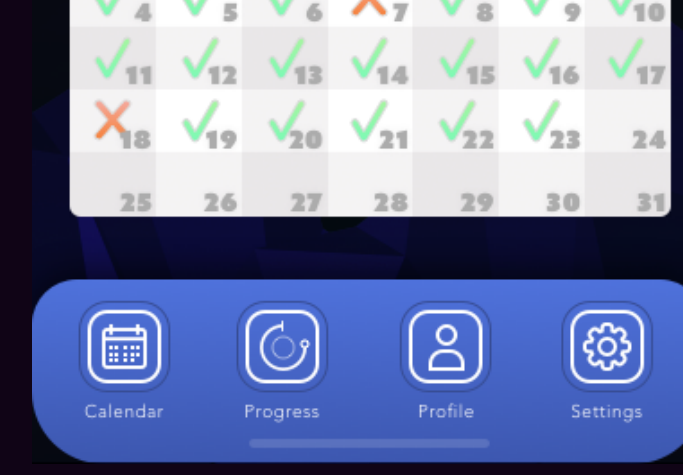
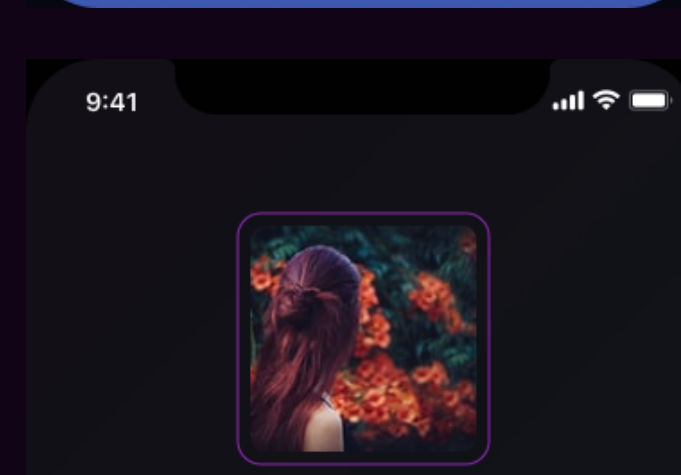
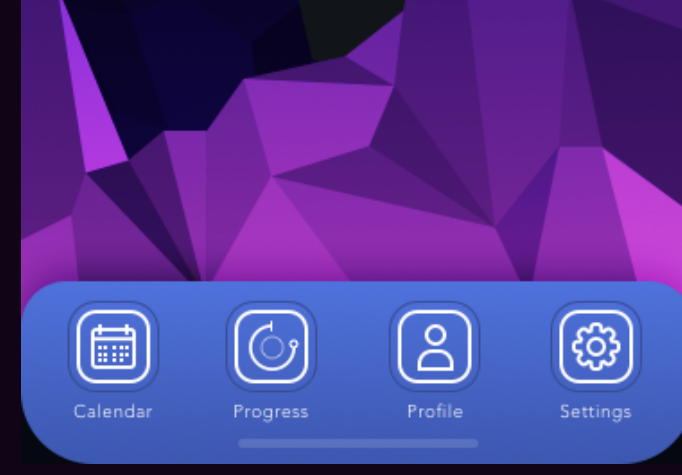
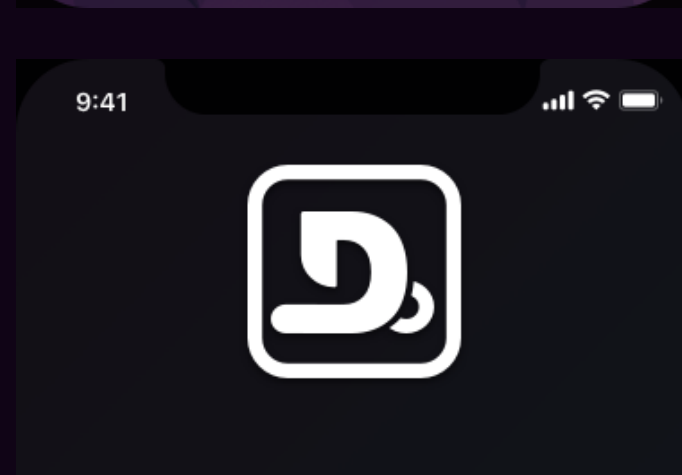
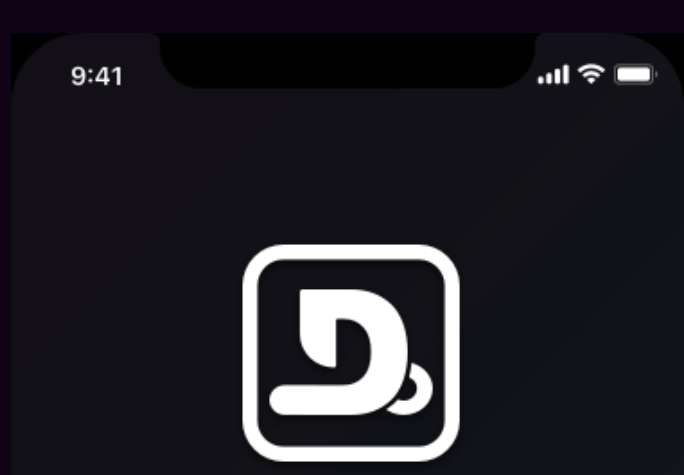
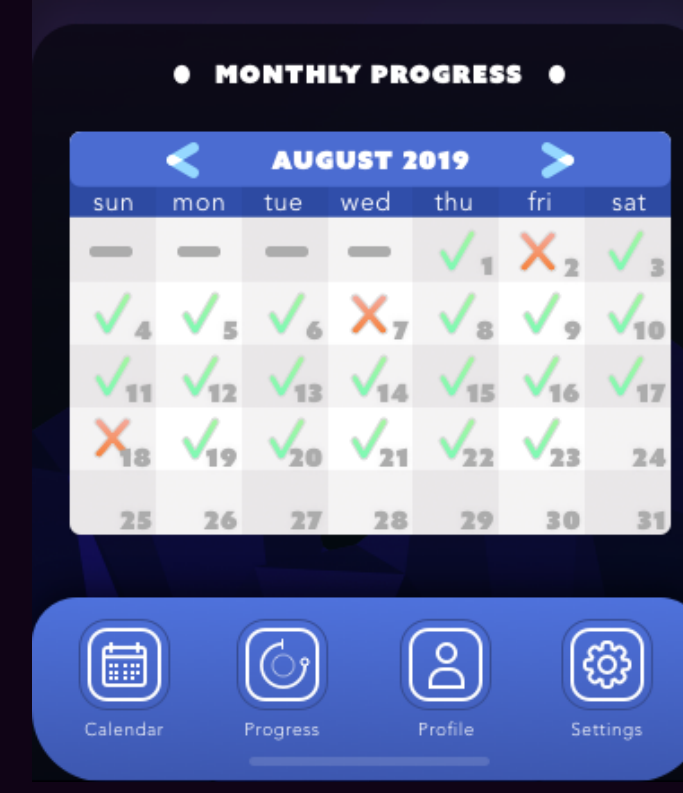
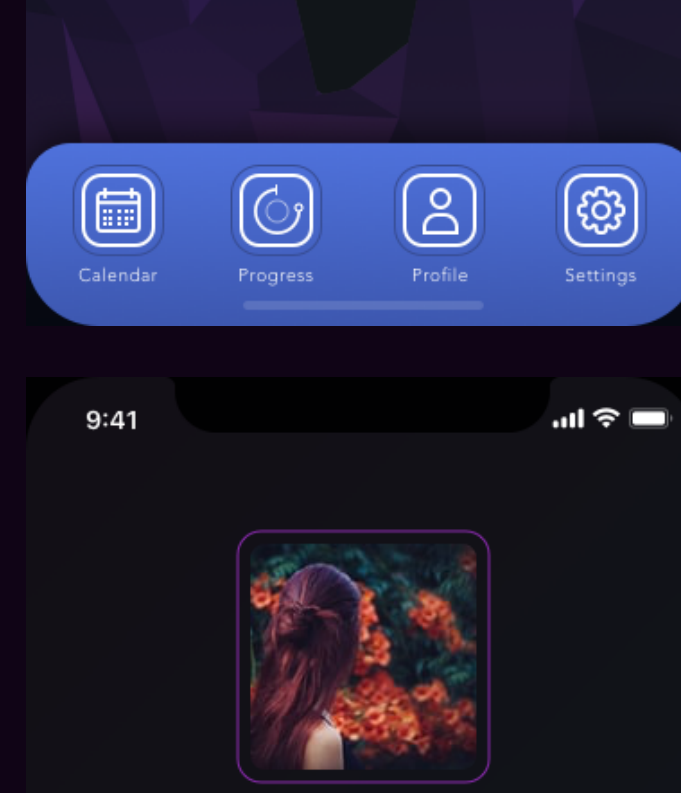
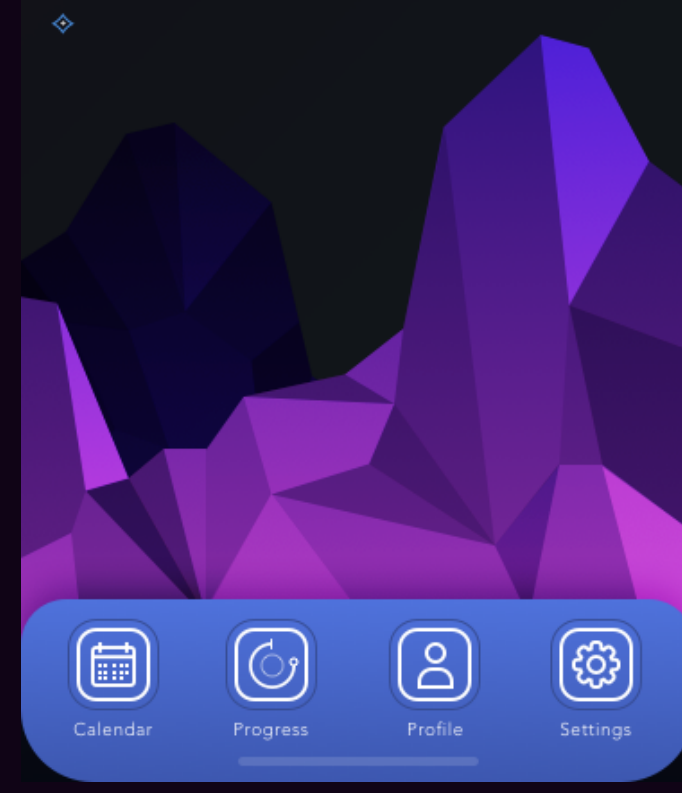
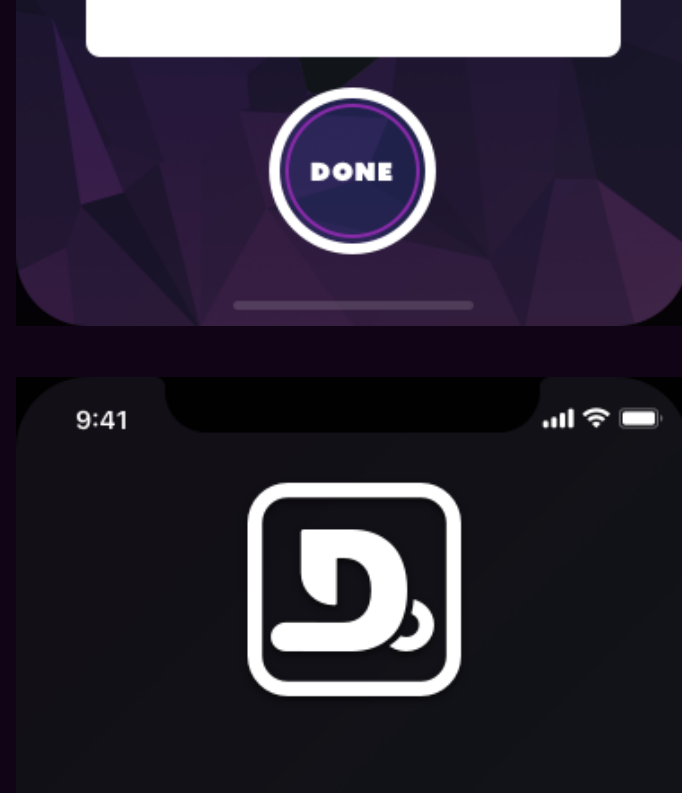
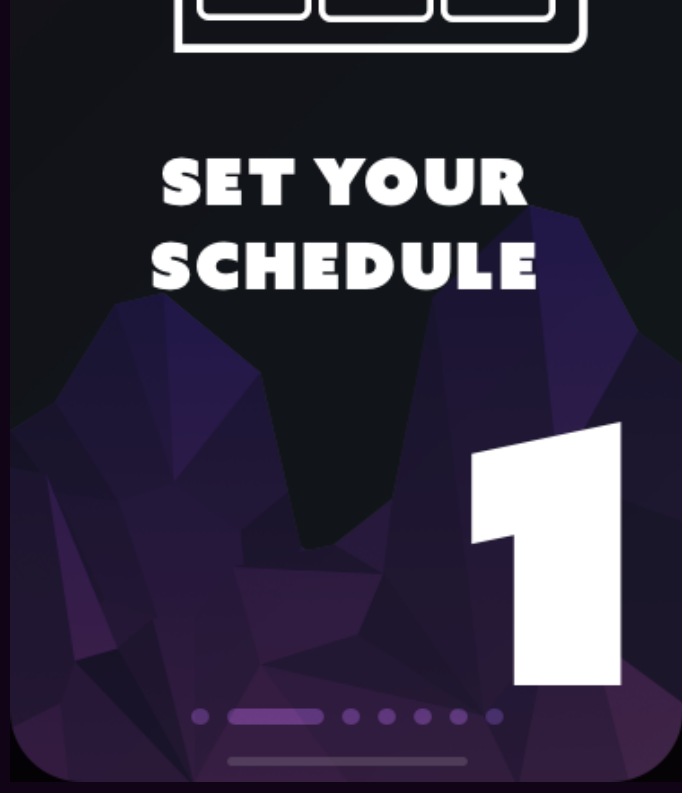
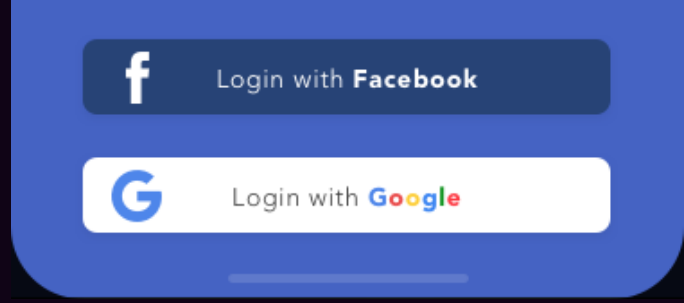
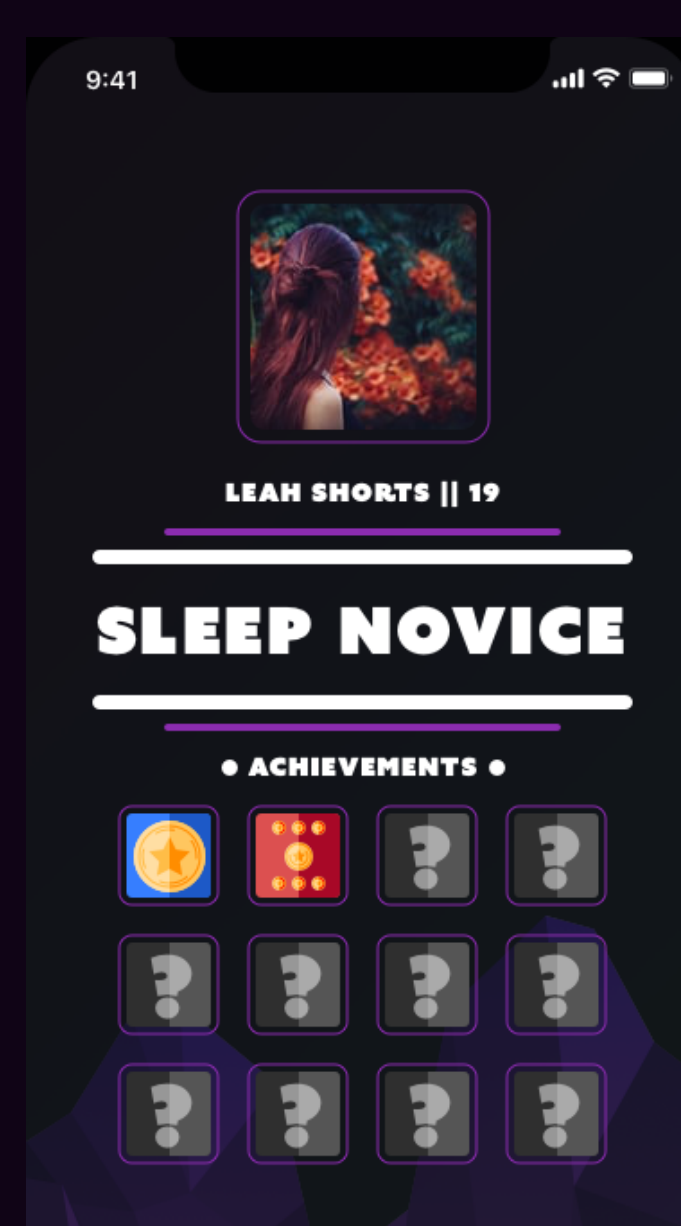
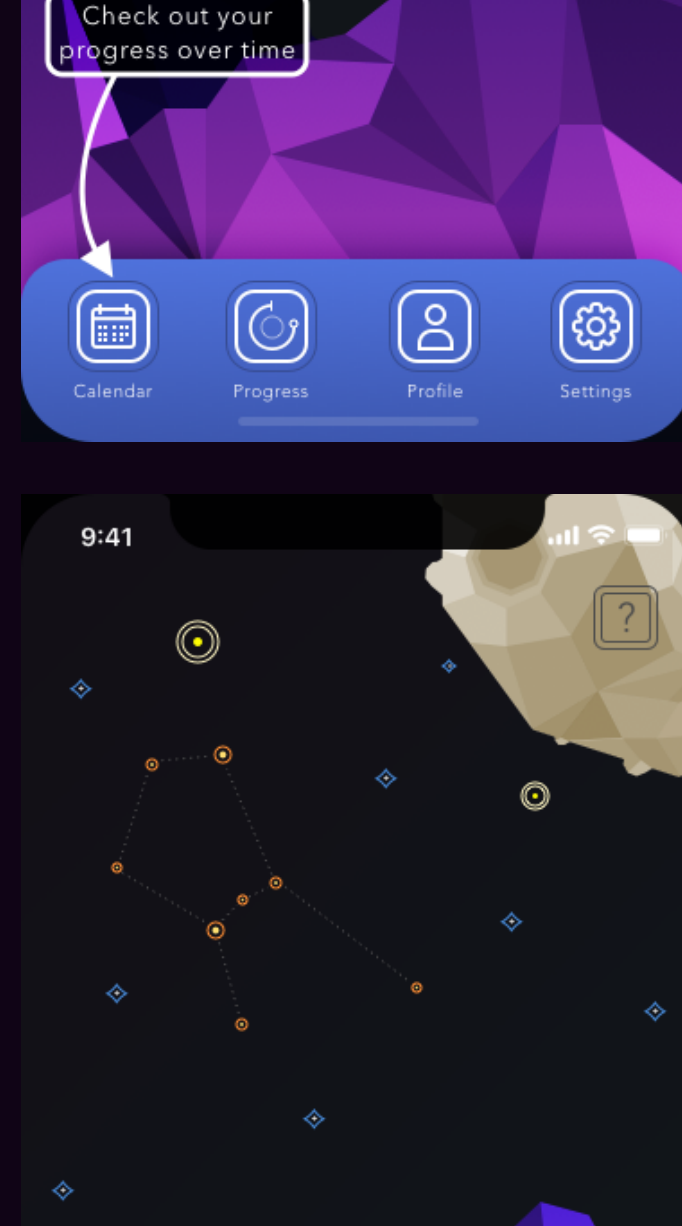
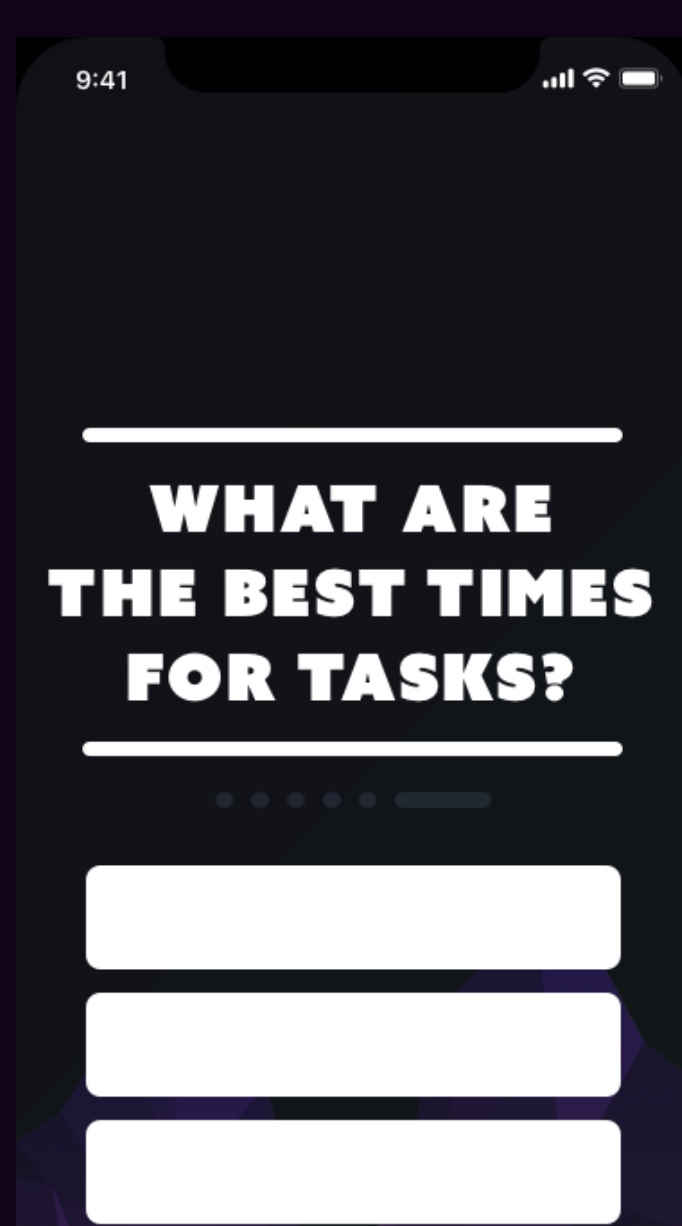
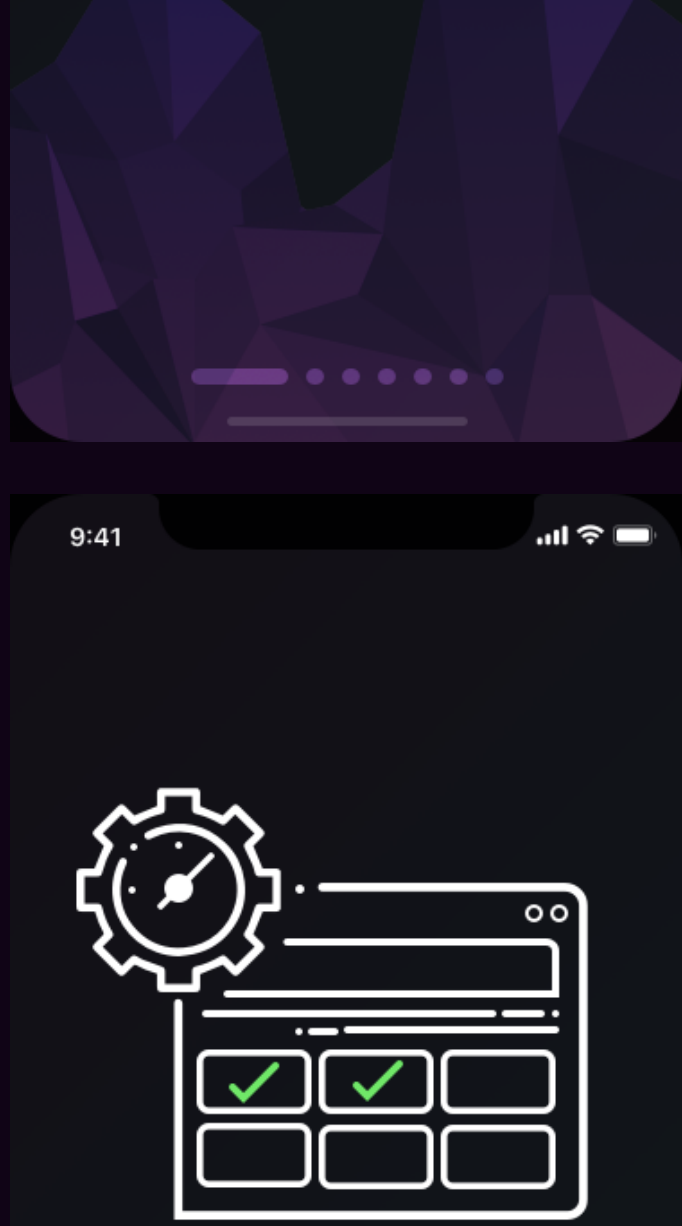
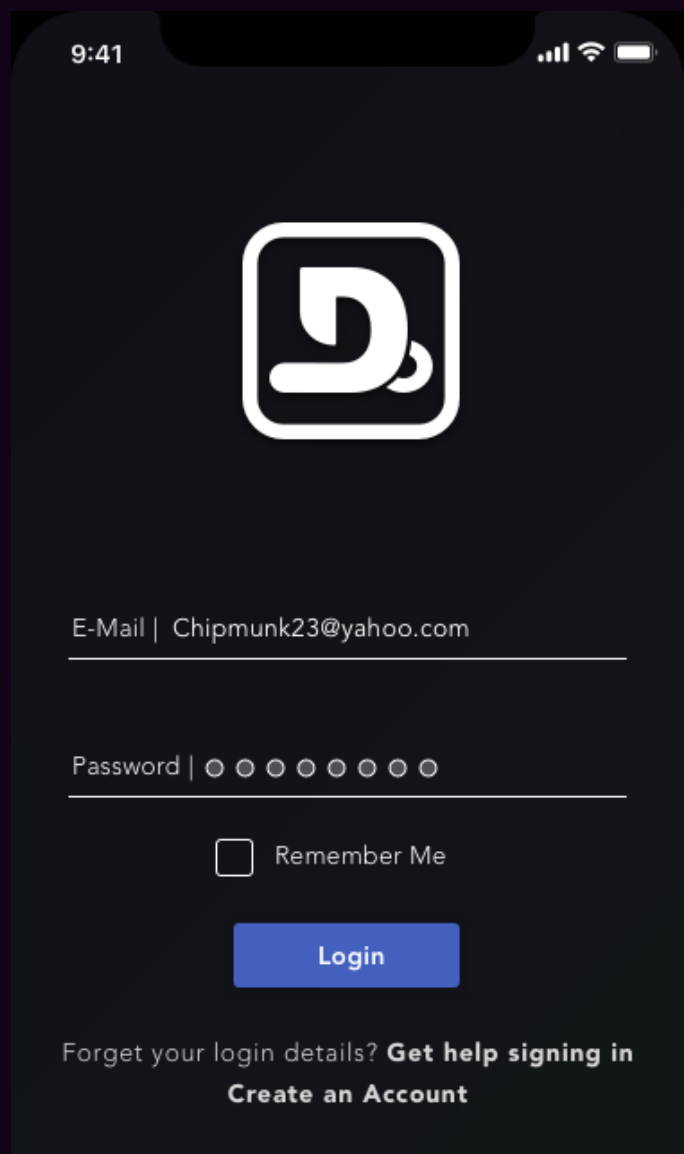
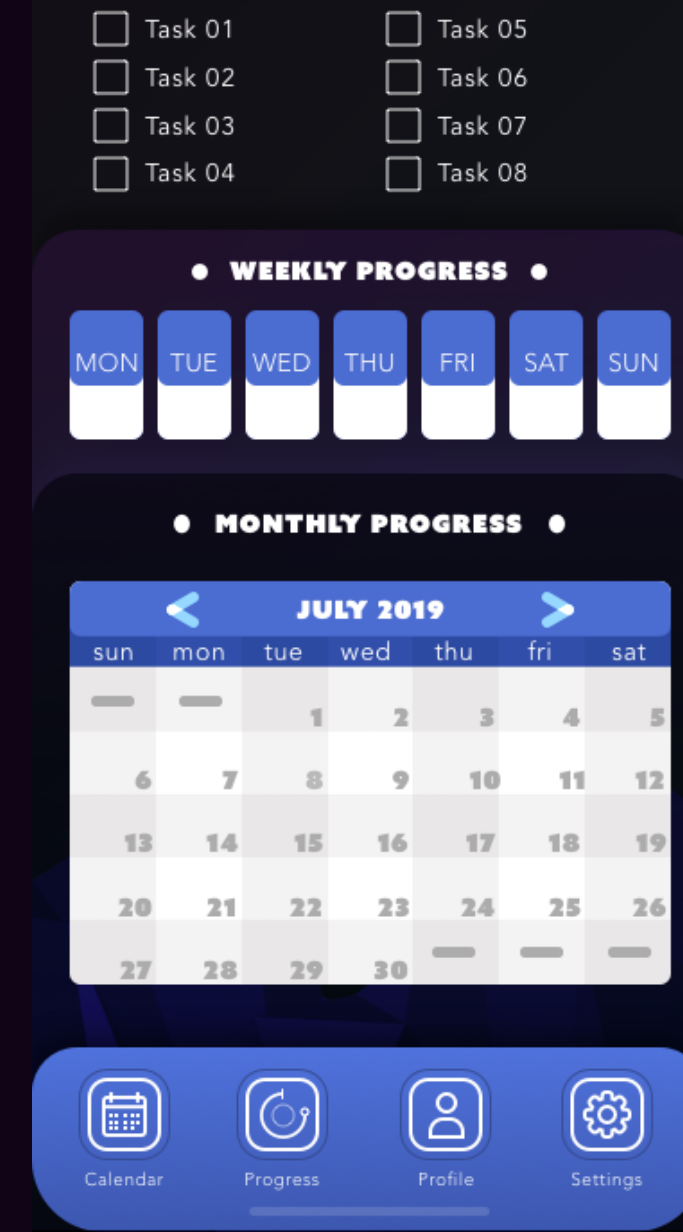
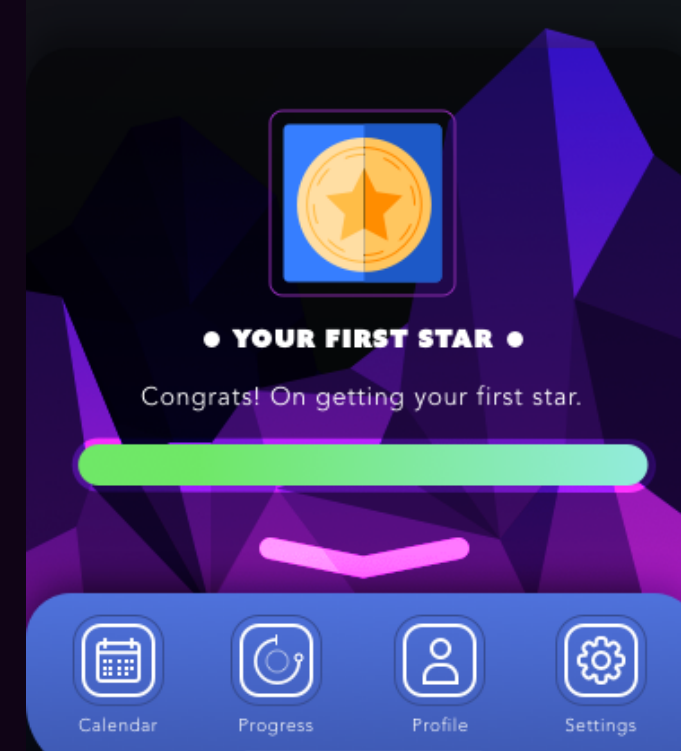
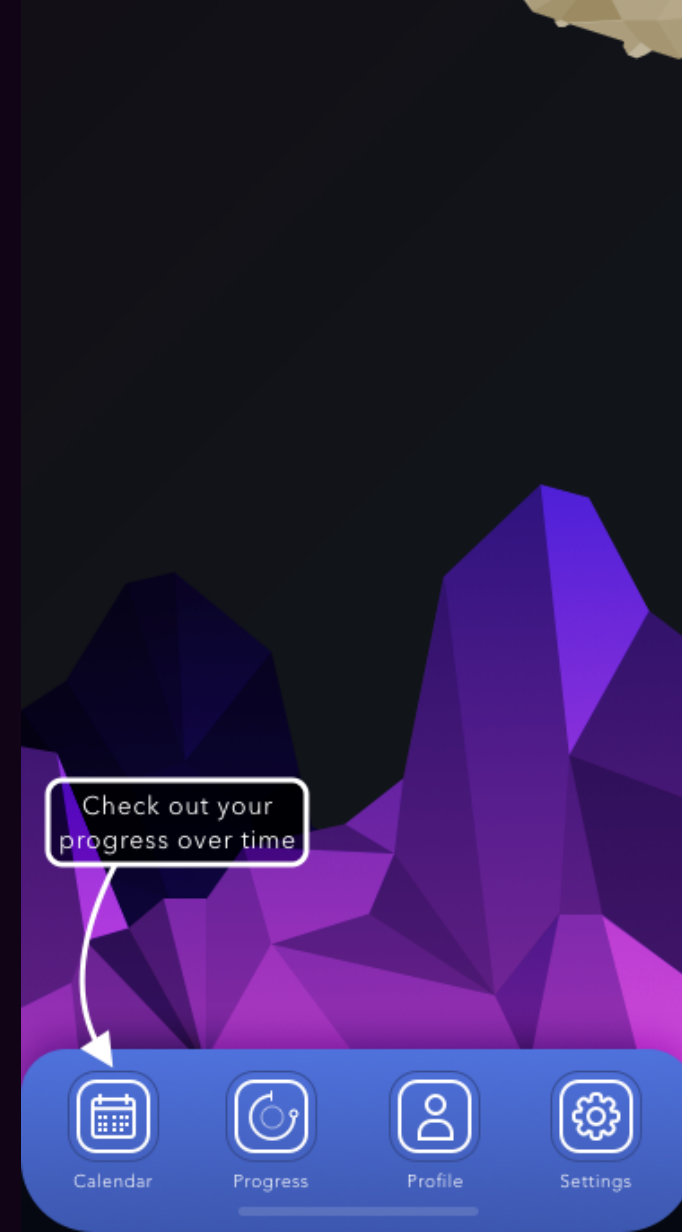
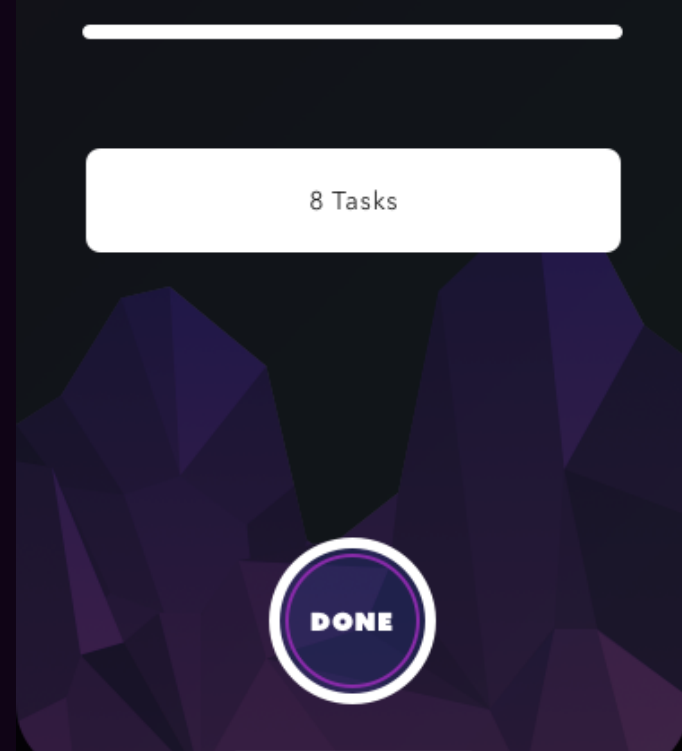
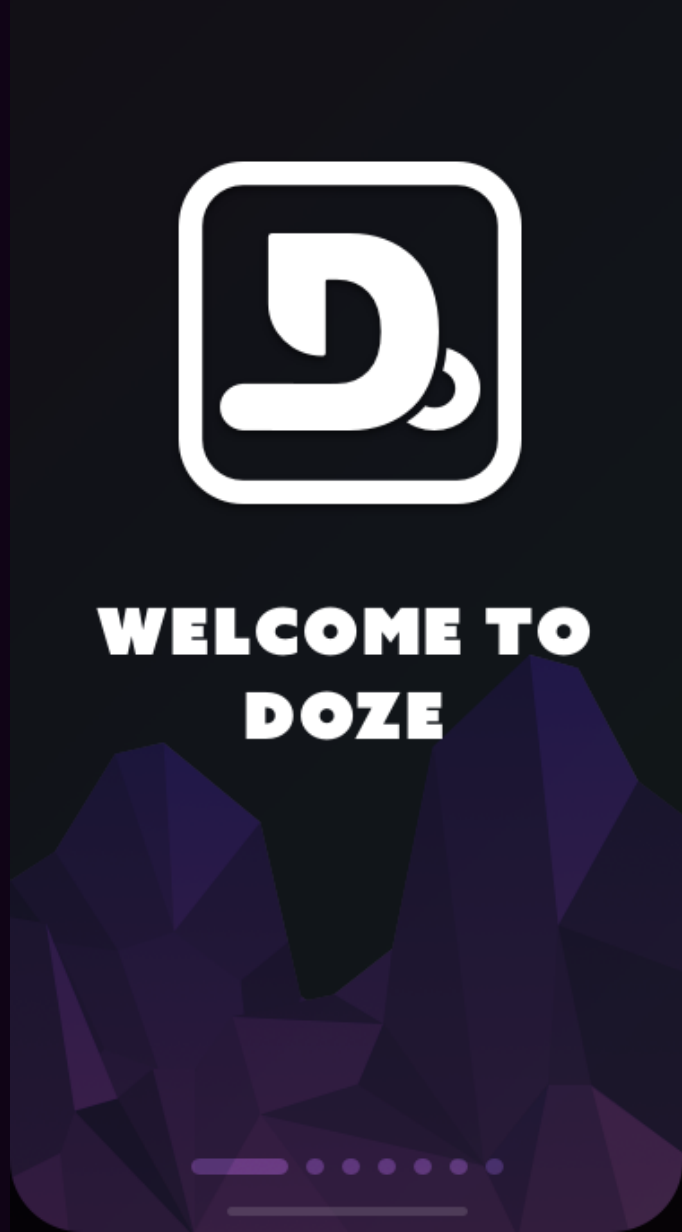
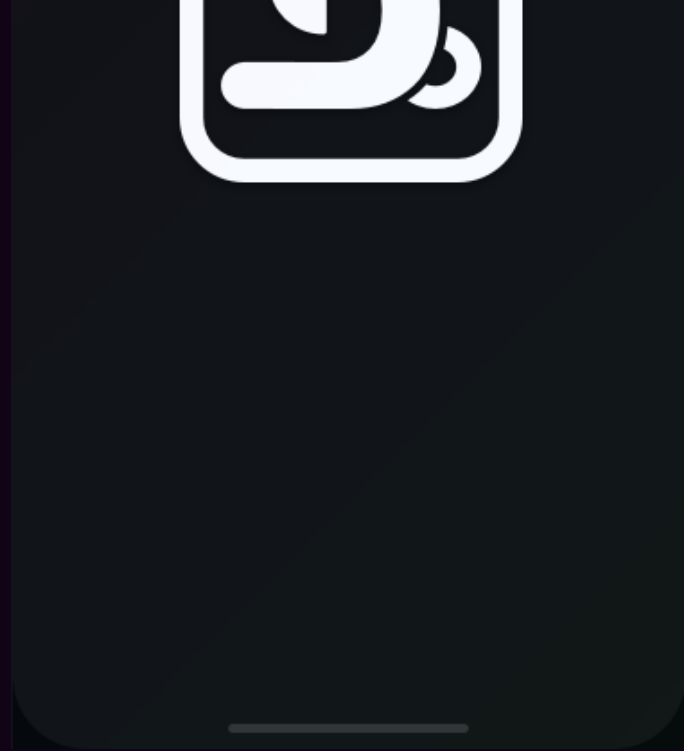
Calendar Check

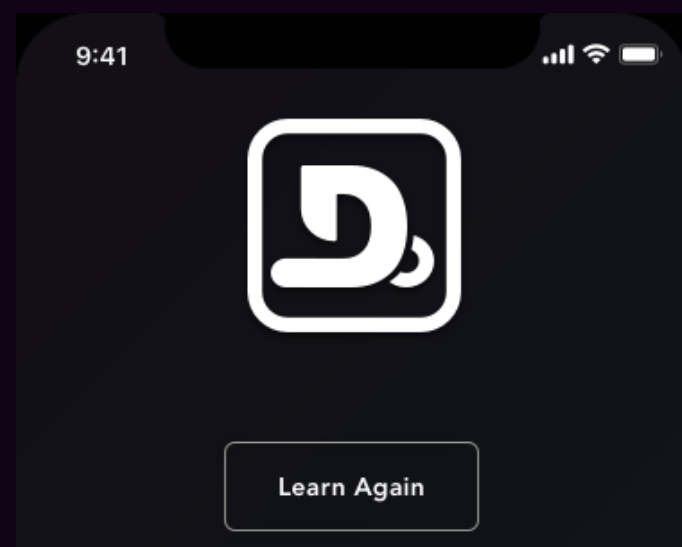
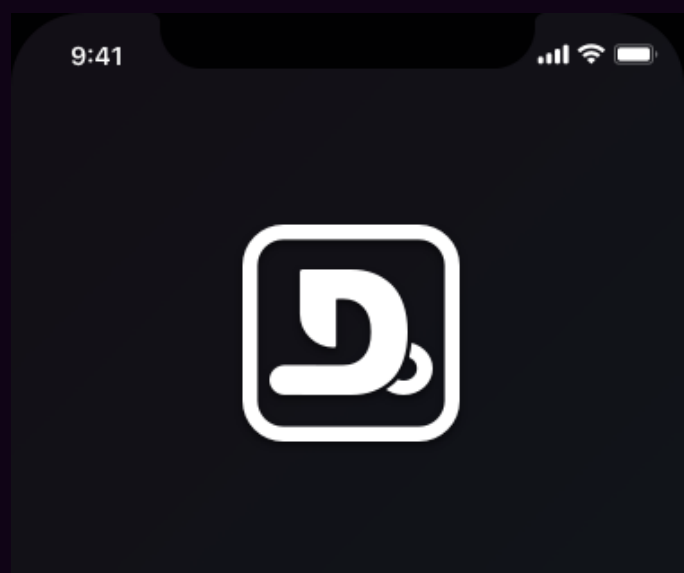
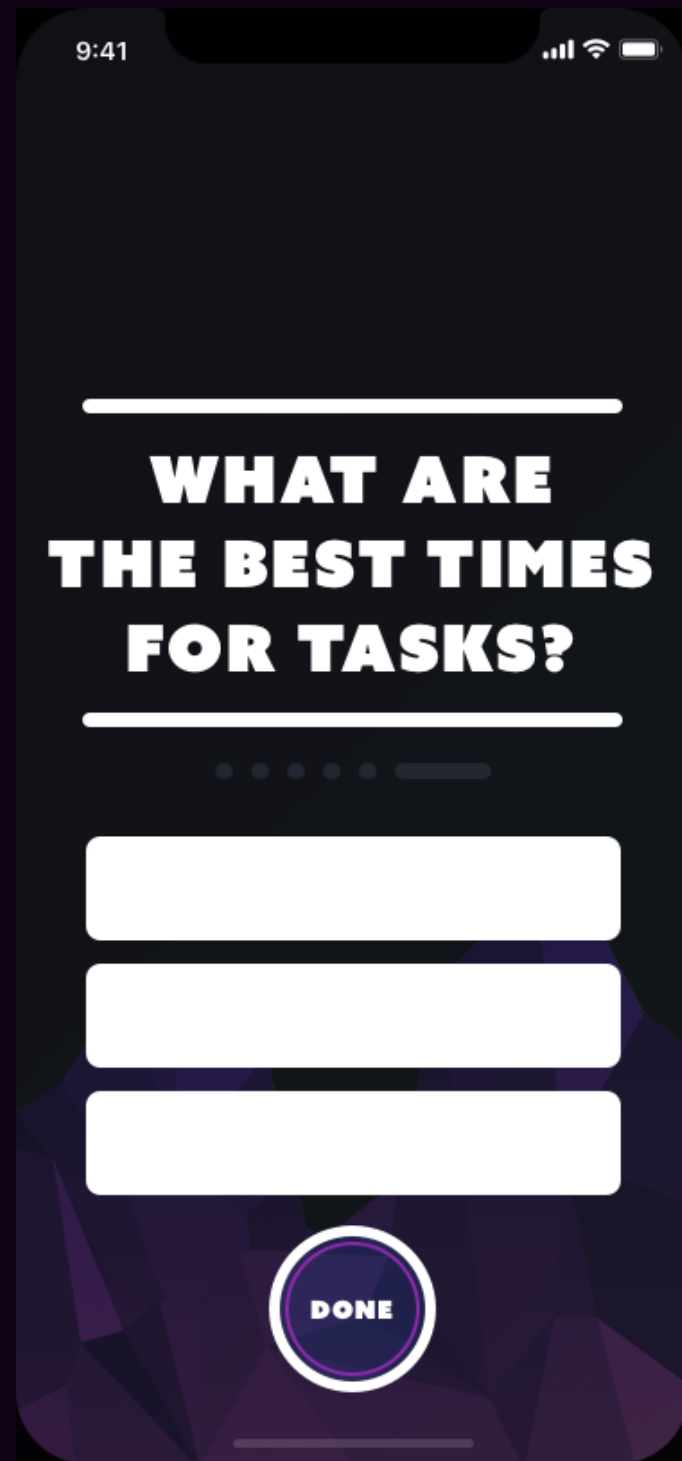
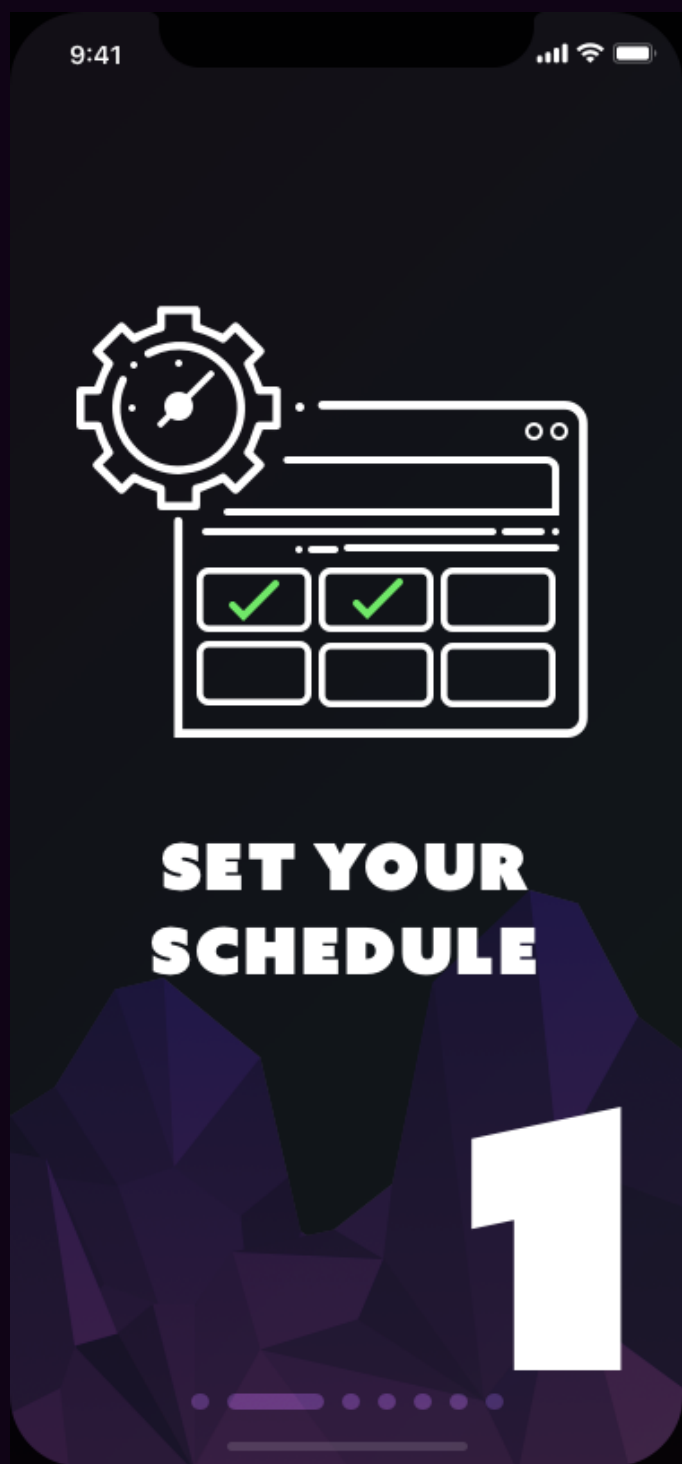
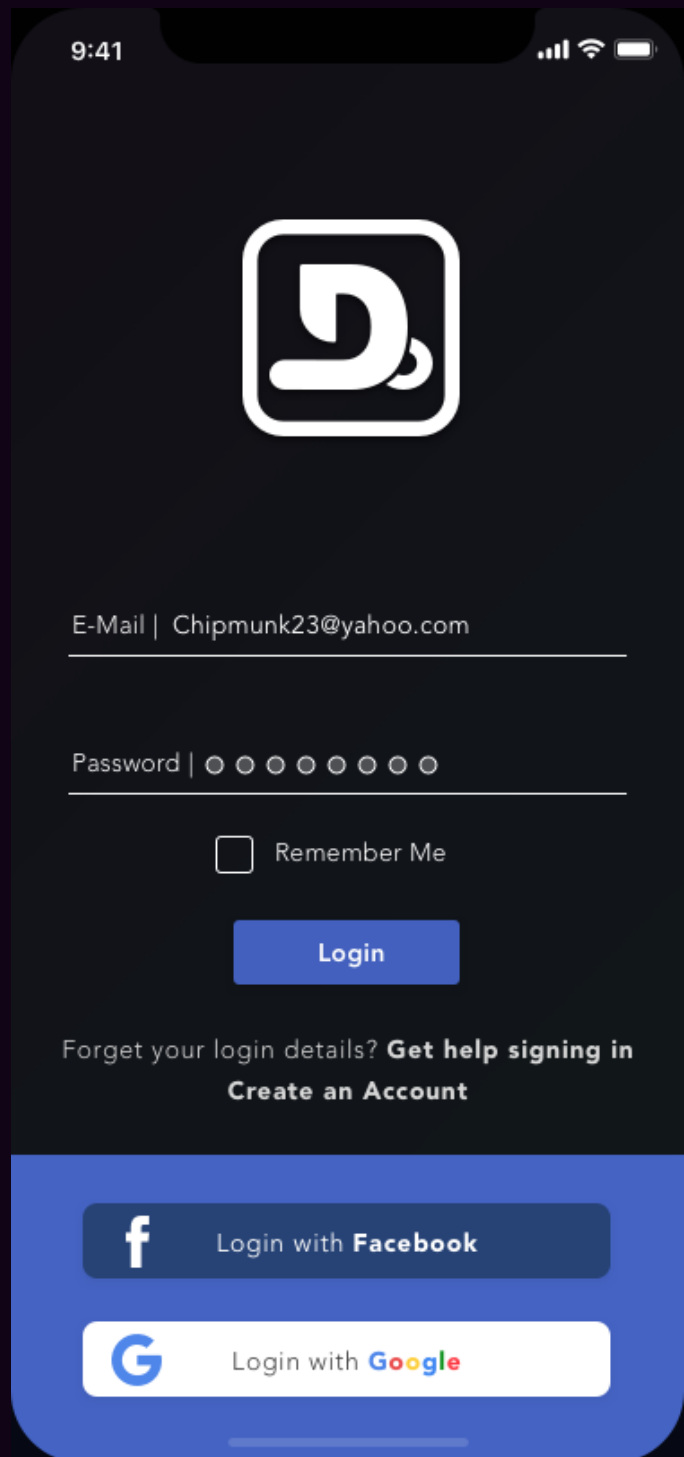
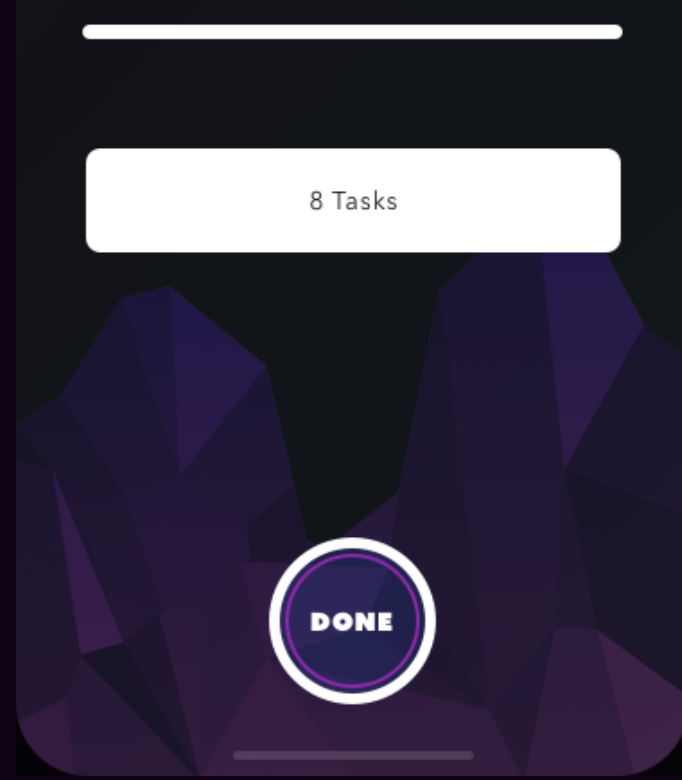
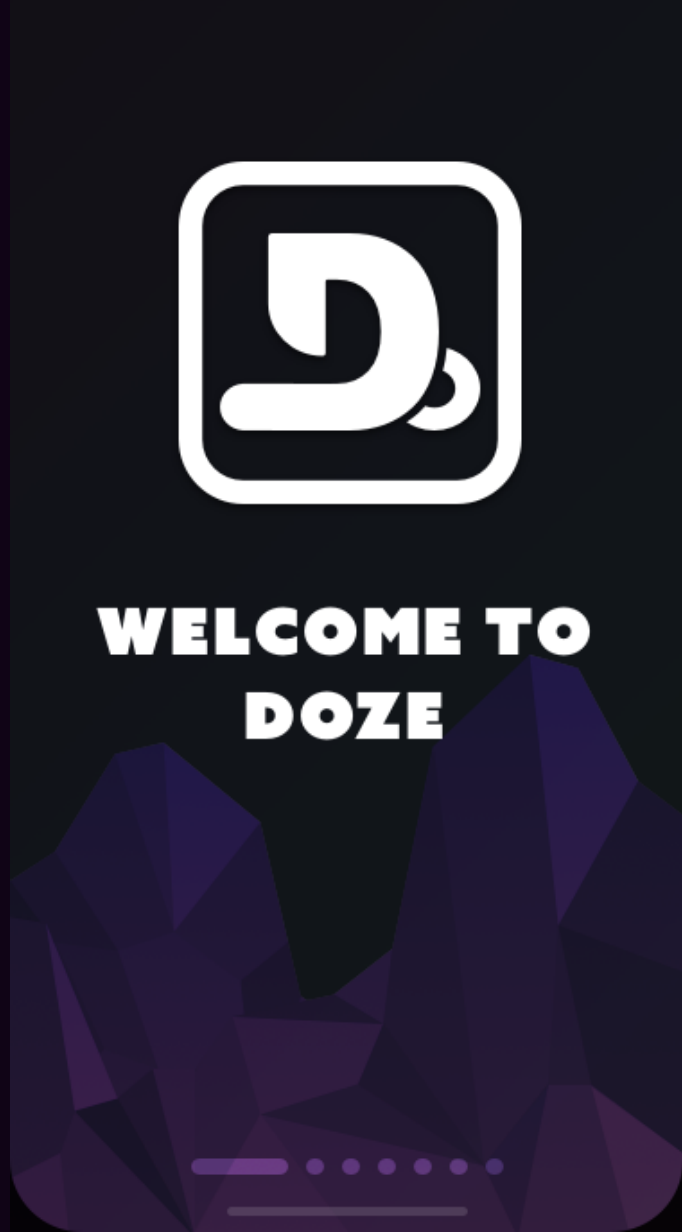
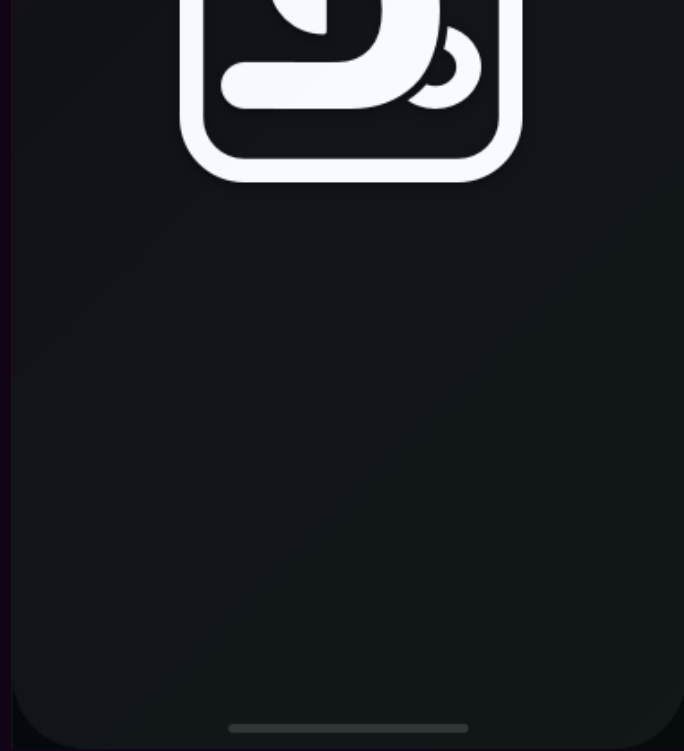
# Iconography

Creating minimal line iconography. To help navigate the target member to their desired point in the App architecture.

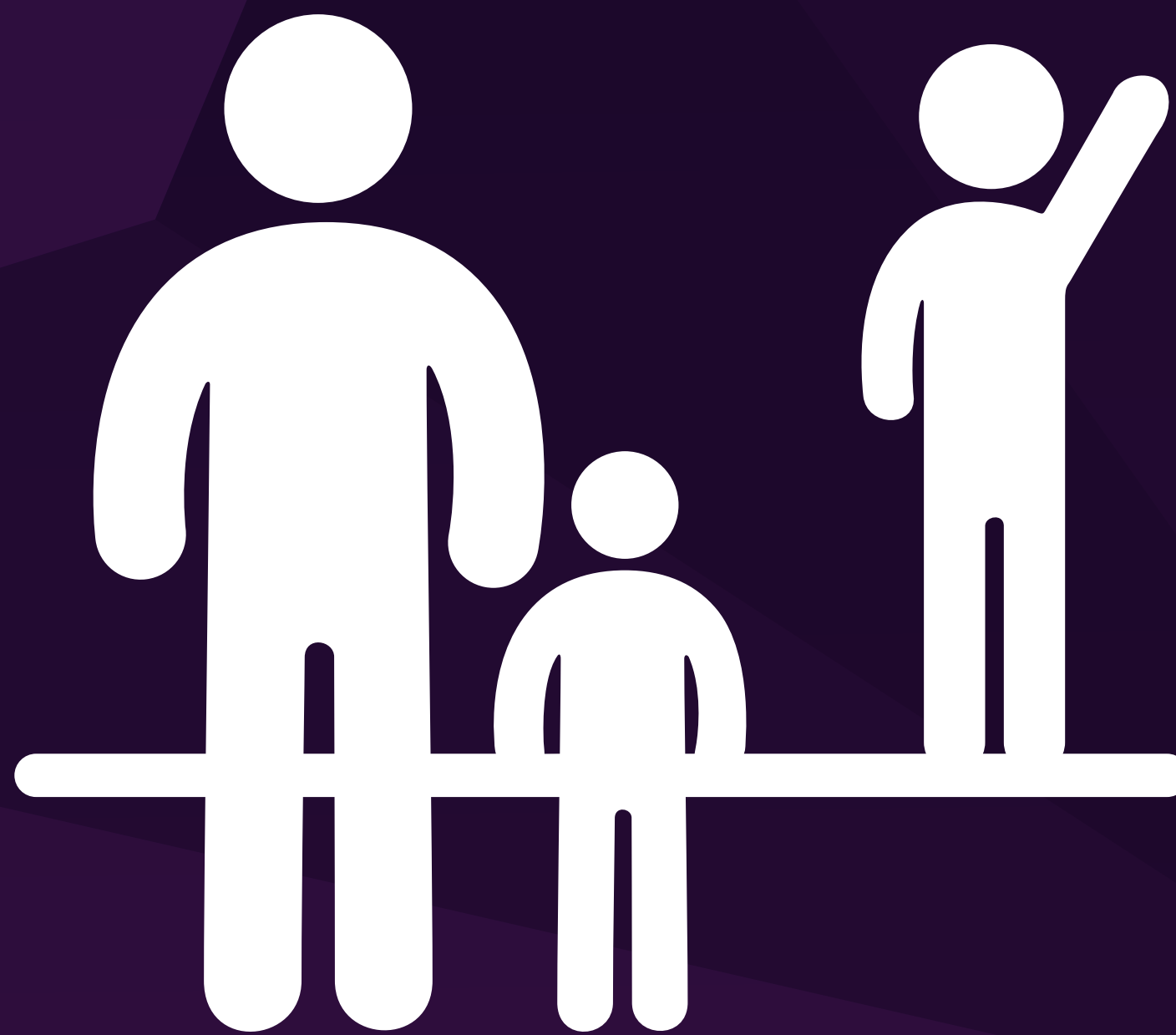








**PROTOTYPE**



**THANK YOU!**