



Scan to Install

Somnus

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How might we reduce sleep deprivation due to social media?

Problem

Fun Fact!

College students lose 1 night of sleep a week to social media.



DID YOU KNOW?

Symptoms of sleep deprivation can include fatigue, cognitive impairment, and hallucinations.



60%

College students report sleep deprivation

Idea



Companies like McDonald's and Zaxby's have been targeting friend groups. They found that people are more likely to do something if a group does it as well.

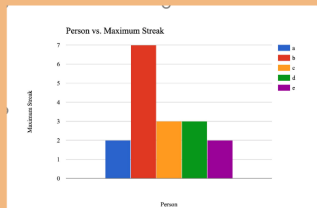


Our idea is to create an app that encourages a group to develop healthy sleep habits together.

Traction Experiment



To test our idea we created an experiment where participants were given cookies for sleeping 7-10 hours a night.



Participants were also able to create streaks. If a person had a streak, they would get more cookies. As you can see in the graph everyone slept 7-10 hours at least 2 nights in a row.

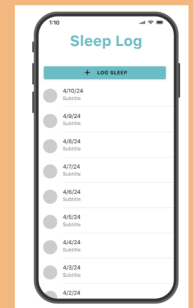
Solution



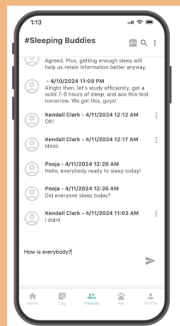
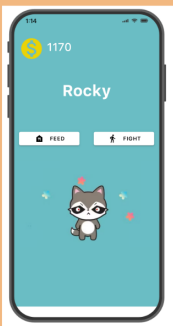
AN APP

designed to help you sleep better. Somnus lets you log your sleep and earn points for how well you sleep. Those points can be used to take care of a pet, and show off to your friends. The group function is unlike anything on the market today.

The first thing you do on the app is log your sleep. You can enter hours, how you feel, and write a note to your future self. You will get points depending on how you slept.



Solution



After you have your sleep points, you can buy food and clothes for your pet. The healthier you are, the healthier your pet is!



If your pet is really healthy, you can brag to your friends in the chat function. Hopefully this helps encourage them to sleep better too!

Viability



Like all apps, we need a way to get money. We wanted to figure out a way to get money, without inconveniencing the user.

We decided the app will be sold to colleges. This way the students, who need the app won't have to pay money, and won't be bombarded with ads.



- Research
- Stakeholder Interview
- App Idea

Semester 1



- Personal Log
- Group Chat
- Feed Pet

Semester 2



- Journey Feature
- Fight Pet
- Pet's Personality

Future