



Sleep Brainstorming Session

Intros

Thank you for participating!

Today's Agenda

Overview

Review research, insights, and persona

HMW #1

HMW #2

HMW #3

HMW #4

End Discussion, Questions, Next Steps

Sleep

Quality of Sleep

- **5 out of 5** people are motivated to have good quality of sleep because it affects how they feel the next day.
- **4 out of 5** people are motivated to have good quality of sleep in order to be the best versions of themselves.
- **3 out of 5** people discussed the importance of the time they sleep.

Falling Asleep

- **4 out of 5** people try to relax their minds to fall asleep.
- **4 out of 5** people try not to look at screens before bed.
- **4 out of 5** people have tried sleeping medication before.
- **3 out of 5** people read to fall asleep.
- **3 out of 5** people use sounds to fall asleep.
- **3 out of 5** people have tried counting sheep to fall asleep before.

Health and Wellbeing

- **4 out of 5** people use the way they feel as motivation to improve their health and wellbeing.

Content

- **4 out of 5** people are inspired by other people's stories.
- **3 out of 5** people talked about watching Youtube videos to improve their health and wellbeing.
- **1 person** mentioned using Pinterest to improve their health and wellbeing.
- Other types of content mentioned included online articles and blogs.

Programs & Tools

- **5 out of 5** people would like a mix of both when asking if they would rather consume content, track habits, or a mix of both.
- **5 out of 5** people said they are willing to journal to build a healthy routine.
- **4 out of 5** people said, “It depends,” when asked if they would be open to paying for tools or prefer to look at ads.
- **3 out of 5** people prefer answering a series of questions to have a more personalized program.
- **3 out of 5** people have tracked habits before.

Insights

People use the way they feel as motivation to improve their health and wellbeing.

People use the way they feel to motivate themselves to continue practicing new habits.

People are motivated to have good quality sleep because it affects how they feel the next day.

There are many recommendations on ways to fall asleep.

People are inspired by other people's stories.

People enjoy learning how to improve their health and wellbeing through consuming content.

People are willing to keep track of their habits in order to improve their health and wellbeing.

People learn differently, and everyone's journey is different.

Persona

Meet Matt



How It Works

15 minutes per HMW question

- **7 minutes** of individual brainstorming
- **4 minutes** of presenting
- **2 minutes** vote
- **2 minutes** Josh decides top 3

Individual Brainstorming

Josh's Space

Write an idea...

Melanie's Space

Personal Habit Coach

Control over certain features (reminders, UI, etc)

Write an idea...

Write an idea...

Write an idea...

Build a personalized avatar

Personal welcome pack (product discounts, recommendations, influencers to follow, etc)

Write an idea...

Write an idea...

Write an idea...

Content/Tips Changing based on their inputs and progress

Josh sends a congratulatory message

Write an idea...

Write an idea...

Write an idea...

Offering them the ability to share their story (Success stories)

.Ability to decline/replace recommended habits

Write an idea...

Write an idea...

Write an idea...

Simon's Space

23/me partnership that can compare "best" recommendations based on their DNA or family history

using location/weather data to inform habit cycles

Consult with mental health practitioners, therapists, trauma informed care specialists create unique tracks for each user. optional for the user.

Allow users to dedicated their habits to other users, but also themselves.

Allow the user name the milestones.

Write an idea...

Ann's Space

Write an idea...

Johnny's Space

Onboarding process allows for selection of content curation features for specific habits

Habit clusters that allow user to gain insight into unique opportunities for habit stacking and keystone habits.

Write an idea...

Write an idea...

Write an idea...

Personalized book/resource recommendations based on onboarding profile.

Allow for user created content to inspire others.

Write an idea...

Write an idea...

Write an idea...

Landing/ home page feeds are customizable to highlight curated stories and allow user to pin new content from other users.

User created content includes a valued resources component: ways to share the books, blogs, remade articles they found most helpful

Write an idea...

Write an idea...

Write an idea...

Interval reviews/celebrations (end of week, month, year)

Write an idea...

Write an idea...

Write an idea...

Write an idea...

HMW Questions

HMW #1 How might we help Matt reflect on his experience?

Journal workspace

Daily/Weekly Survey
Question Pop up

Integrated notes
section in habit
tracker

Member roundtables

Facial recognition app that takes his image and then shows him what he'd look like with more sleep.

Autofill good habits he's already been doing. And assume default is that the good habit continues so he doesn't have to mark every day.

Survey or test (math) that he takes periodically to show he's getting better at the habit or getting more sleep.

Situation where other people on Remadely can ask him for advice. Gives him a chance to reflect while teaching.

Reflect on challenges and share for the community

Auto cartoon, with a few inputs it creates a cartoon of him, battling bad sleep habits and winning.

Ask Matt to pre-record messages that he can go back and watch again.

Sharing goals that will be possible now (bulletin board)

Streak

Feature that prompts Matt's friends to call and ask about his habit journey.

Based on all his good habits, we can list things that other people report and ask him which ones he also has.

Voice Memo - Record reflections and aspirations for playback

Suggest ways to prepare for seasonal/time changes and prompt him to think about the last time he experienced changes.

Showing him how his progress is affecting the goals he set

Sharing positive facts that have nothing to do with his goals but might be nice to hear/learn

Asking him to rate his night's sleep with the follow up: "why do you think that is"

Late afternoon/evening prompts that get him ware and planning the night ahead

Social Campaign
Video Submission
inspiration for others

Habit coach
chat

Reviews for each
step/tip (picture
audio clip, emoji)

HMW #2 In what ways might we keep Matt engaged?



People that checked every day had a XX% higher success rate

Tell him how the advice we give him is changing and why

When he puts tips out there, show him how people are reacting and their success rates.

Did you fail, that's ok. Have a catch them when they fail feature.

Recommend moving to a new habit early if things are going super well so he isn't bored.

Include messages of long-term benefits of having a regular sleep habit.

"We're calibrating, we need 5 days of input"

Tell him moments people typically fall off the wagon and warn that those are coming up.

Adding family/pet profiles to track the impact/benefits that the users habits has on their household and community

Allowing them to hit a snooze button on a push notification

Allow them to set the time of day to receive certain prompts

Connect progress to social profiles for accountability

Allow the data to be downloaded so its easily shared with medical/wellness practitioners

Forum for user

Have discussion

HMW #3 How might we inspire Matt?

Member Spotlight

Remade
webinars/education
series (Pre app)

Celebrity
endorsements

Research findings
(better sleep leads to
XYZ)

Community Impact
(how do his changes
affect those around
him in addition to
himself)

Stories feature: C
home or landing page,
offer stories of other
users working on the
same habit.

Reminder/on this
date: Present user
with previous
prompts/memos that
were of successes or
overcoming
challenges

Guided 1-5 minute
visualization/meditation
exercises for
inspiration.
Implementation
intention exercises.

Benefit tracker --
tracking the manifest
benefits of current
progress. Allowing
longitudinal views of
data/mood/success.

Use onboarding to
collect his interests
and the types of
people he looks up to,
then show him
inspiring figures &
good habits.

Showing him the # of
days he's been on
track along side the #
of days till he reaches
his goal

Tie in the habits that
benefit his
professional/career
goals

Coaching
partnerships beyond
habits. Like career &
financial coaching
that requires better
habits.

Community metrics
like 70% of our
community is
achieving their goals

Have him write a
future fairy tale story
of himself

Future You
Cartoon/Before &
After

New habit launch
parties in big cities.

Celebrity endorsed
habits tips.

Stories of other people

HMW #4 How might we make Matt feel unique?

Personal Habit Coach

Control over certain features (reminders, UI, etc)

Build a personalized avatar

Personal welcome pack (product discounts, recommendations, influencers to follow, etc)

Content/Tips Changing based on their inputs and progress

Josh sends a congratulatory message

Offering them the ability to share their story (Success stories)

.Ability to decline/replace recommended habits

Onboarding process allows for selection of content curator features for specific

Habit clusters that allow user to gain insight into unique opportunities for habit building

Have recommended resources specifically for them based on their goals

Have words of encouragement that cater specifically to their progress. "Yesterday, you accomplished X, great job." "You're so close to X!"

Ask them what their interests are

Questionnaire when they first sign up

Say up front. Hey you're unique, so we'll need to adapt as we go.

Allow them to choose between different user journeys/how they want to change their habits

Having someone at Remadelly reach out to them about their unique goals

Show him how his social posts are impacting other people.

Allow users to dedicate their habits to other users, but also themselves.

Consult with mental health practitioners, therapists, trauma informed care specialists create unique tracks for each user. optional for the user.

Allow the user name the milestones.

using location/weather data to inform habit cycles

23/me partnership that can compare "best" recommendations based on their DNA or family history

Thanks for being a super user, would you like to preview our next habit?

Compare when he's doing better than everyone, but if he's doing worse, keep it

Questions & Next Steps

Thank You