

Remadely Top Brainstorming Ideas

How might we help Matt reflect on his experience?

- Community inspiring each other - Video submission
- Reflect on challenges - discuss upfront
- Prompting - what's going to be different about tomorrow, prompt for getting ready that evening

In what ways might we keep Matt engaged?

- Challenges/contests
- Allow them to set their own reminders/interval notifications
- Catch them if they fail feature

How might we inspire Matt?

- Stories feature - highlighting other users (could also be celebrities)
- Guided meditation
- Onboarding to collect interests, people he looks up to - personalize

How might we make Matt feel unique?

- Onboarding process for personalization
- Consult with care specialists - like unique tracks (could this connect to the earlier idea about exporting data for health professionals); Simon - how many people have bad habits bc of unprocessed trauma
- Having someone at Remadely reach out to them - tone of voice. Is tone diff from getting advice from others.

UI Requirements Doc (Brainstorming)

Onboarding Questionnaire

- Ask about sleep goals
- Ask about sleep struggles
- Ask about how they would like to achieve their goals

Tab Ideas

Challenges/Contests with prompts

- Daily challenges with a new prompt each day > Challenges can get harder with time > Can relate to the content that user is currently consuming

Discover/Community

- Stories feature > Highlighting other users (could also be celebrities)

Reminders

Guided Meditation

Journal/Reflections

- Daily/Weekly Prompts
- Relate prompts to current Challenges
- Relate prompts to content being consumed

OR

Home/For You

- Stories
- Community features
- Resource of the day/week
- Tracker: Yoga, checking off the days (5 days in a row or 5 days that week) (“Do you want to track your progress?”)

Discover (Resources/Things To Try) Create themes here. Containers (building blocks for routine) User clicks I’m trying this. That will go into the Home tab. After they reflect a week later, they can say yes/no, and this can be added to routine. Anything that user picks goes on home screen with some way of tracking it. Let user know they have a streak. People can opt in/out of

- Videos
- Articles
- Resources
- Statuses/People to follow
- Community (social media hashtags)
- Meditation

Reminders/Routine/Ritual Say yes to/reflect on positively weekly. After a month, reflect on all. Finish building routine. Ask them if they want to track or do challenges.

- Build an ideal ritual before bed
- Build a routine
- Yes/No to tips to build a bedtime routine/create habits

Reflections

Settings

- How can user hack the app? Streaks? Notifications?

For Later

- How do we pick people up when they fail? Notifications, encouragement

Brief Onboarding

- “Over the next month, we’re going to help you create a daily routine for better sleep.”

Ideas

- Provide content/resources for better sleep in the Discover tab. Themes will be in containers (building blocks for routine). User clicks, “I’m trying this.” Ask them if they want to track challenges. What they’re currently trying will be in the Home tab. This is where they can choose to track what they’re working on.
- Users can reflect on their experience in the Reflect tab a week after starting something new. They can decide at the end of that week if they want to add this new practice into their routine (yes/no). After a month, user reflects on all. Finish building routine.
- Users can have streaks. They can opt in or out of having one depending on their preference.
- Users can hack the the app in the Settings tab. Streaks. Notifications.

Updated Ideas

Idea: We provide a program. Everyone has the same content available to them, but they can choose what to consume. They can also decide to participate in the challenges. What makes it a challenge? Tracking progress and streaks. Sleep content will be available each day. They can save resources to favorites.

- 8 weeks, 8 habits, 1 new type of habit per week. Once users finish the first prescribed week (fundamentals/environment) to build a foundation for better sleep, we provide a list of 7 other categories of habits to try (EX: “Your Body”).
- Each habit > “Do you want to make this a challenge? How often do you want reminders? (Daily, weekly, not at all)”
- Start of Week 2: “How are you feeling? Are you ready for the next habit?” (Prompt them every 4 days if they say no.)

- “Do you want to continue with this habit?” > “Yes, add to routine” “No, check back with me in 4 days”. If they click yes, show them things to try (caffeine, etc.) 1 or 2 things to try.
- If they say no, we can provide them with something else. We can think about this later.

Tabs:

Home

- Community tab within the home screen > Community > Reflections videos (options to add to story), can take pic or upload video (social media) > only social media > share to community > tag and hashtag, maybe some cool filters > maybe we create our own fun filter on social media #Remadelly; filter or social campaign (This can be outside the app.) Right now, focus on giving users the option to share reflections on social media.

Reflections

- Reflection every week (can skip or opt out > only ask if they want to add habit to routine)
- How they feel about the habits they’re practicing
- How they feel about the resources they’re consuming
- If they’d like to add the new habit to their routine (Yes/No) “Do you want to add this habit to your routine?”
- Can type or audio/video record

Discover

Week 1 (Theme 1: Fundamentals and Environment)

- Go to bed at the same time every night, including weekends.
- Wake up at the same time everyday, including weekends.
- Set your bedroom to a cool temperature before bed.
- Use lights that facilitate high quality sleep at night.

Theme 2: Your Body

- Get 30 minutes of movement in daily
- 10 minutes of meditation before bed daily
- Yoga Nidra 3 times a week

Theme 3: Food & Drink

- Cut out caffeine
- Eat at least 3-4 hours before bed

Routine

- Morning/Night routine

Settings

- Can opt out of reflections
- Turn on/off streaks
- Turn reminders on/off
- Frequency of reminders
- Turn on/off challenges