MORNING OWL
Sleep Smarter. Do Better.

WHAT IS MORNING OWL?
Morning Owl is an iPhone application that helps people improve their sleep quality by identifying environmental disruptors and recommending personalized sleep tips. Our intuitive interface invites both morning birds and night owls to explore their sleep data and learn how to sleep smarter.

DATA
We provide a nightly overview screen as well as detailed nightly, weekly, and monthly graphs to better visualize your sleep data.

BADGES
You can earn badges by reaching self-set goals or discovering certain interactions within the app.

HOME
The home screen displays a summary of your prior night’s sleep and disruptor data. You can also begin your sleep or set your alarm from this screen.

TIPS
We learn from your historical data to recommend actionable tips on how to improve your sleep quality, duration, and environment.

ME
Personalize your profile and goals under the “Me” tab. This section also allows for goal setting, wearable syncing, and much more.

PROCESS

1. PRELIMINARY RESEARCH
   - Literature Review
   - Competitive Analysis
   - Persona Creation

2. FEATURE DESIGN & USABILITY TESTING
   - Paper Prototypes
   - Interactive Prototypes
   - Usability Testing x2

3. VISUAL DESIGN & IMPLEMENTATION
   - Graphics Design
   - Implementation
   - Final Report

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