



Dream Detective

Cracking the Sleep Code

A Narrative-Driven Behavior Change Platform.



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Section 1

Overview

Problem

College students don't get enough rest, and it affects their health and relationships.



How might we design an app to help them improve their sleep habits?

Examples

Headspace

Card 22: Don't overwhelm the user

Card 14: Help the user make a commitment in advance

Pokémon Sleep

Card 10: Use surprise to increase the pleasure of gains

Card 07: Emphasize gains to encourage a behavior

Better Sleep

Card 01: Put the user in control

Card 21: Reduce uncertainty associated with the desired outcome

Spotify

Card 01: Put the user in control

Habitica

Card 04: Make the desired outcome align with the user's identity

Bean Friend

Card 11: Emphasize losses to discourage a behavior

TikTok

Card 23: Minimize decisions to reduce decision fatigue



Forest

Card 11: Emphasize losses to discourage a behavior

Card 02: Encourage a sense of ownership

Utilizing "loss" as Encouragement

Duolingo

Card 11: Emphasize losses to discourage a behavior

Streak System

Finch

Card 09: Break large gains into multiple smaller gains



Card 02: Encourage a sense of ownership

Gamification



Proposal

Introducing... Dream Detective! An app that replaces standard alarms with a daily episodic audio-mystery. It uses loss aversion to enforce wakefulness by permanently locking the day's chapter if the user snoozes.





Section 2

Ideation

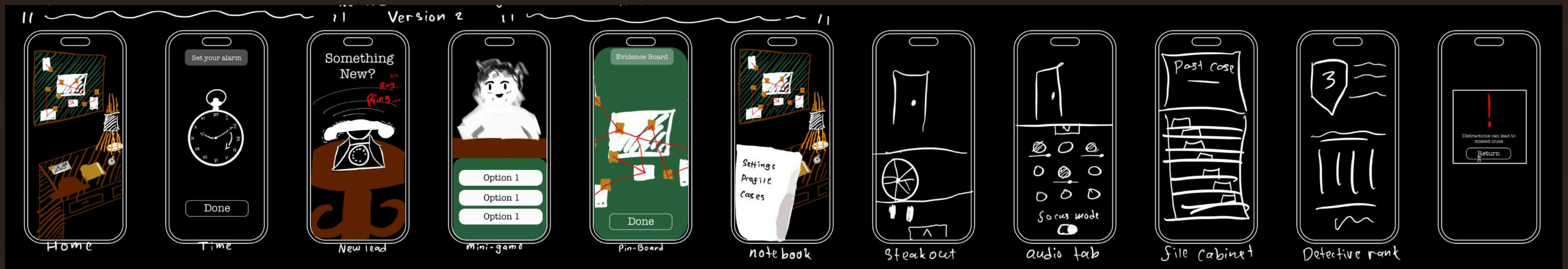
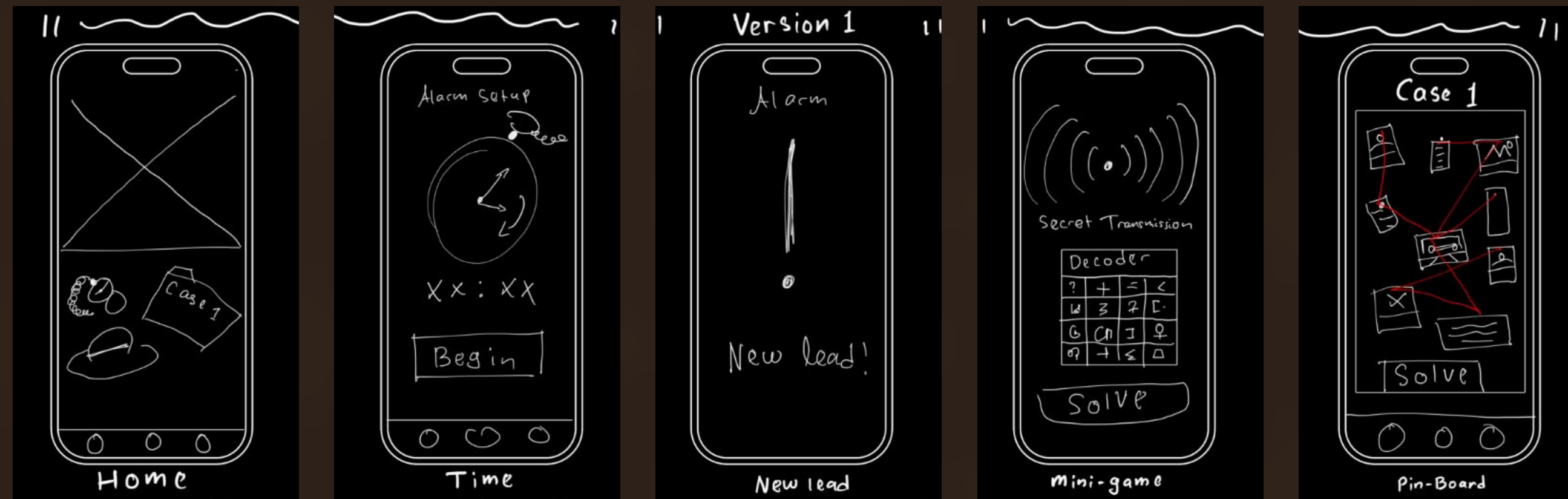
Mood Board



AKL

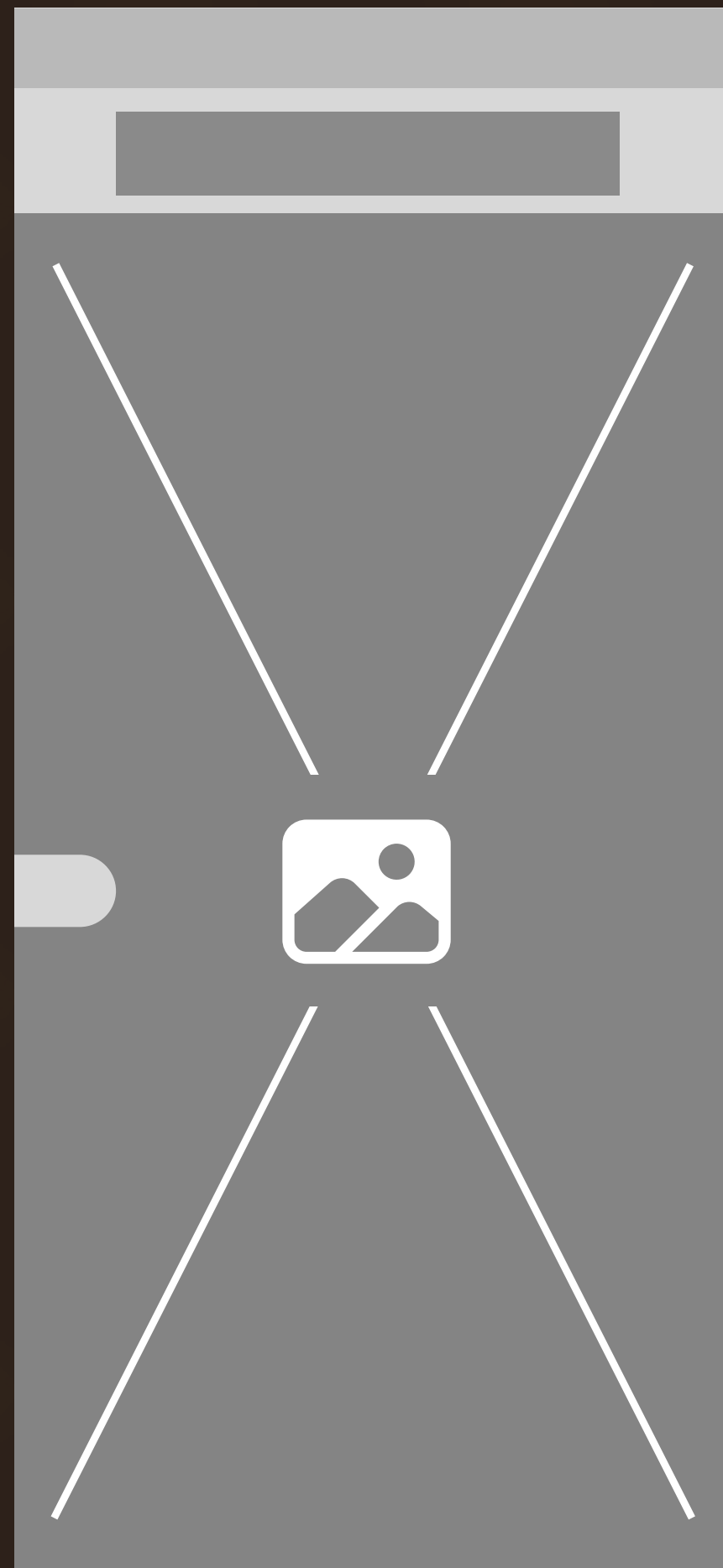


Sketches



Sketches made in MockUP App

Wireframe



Main Screen



Stats



Navigation



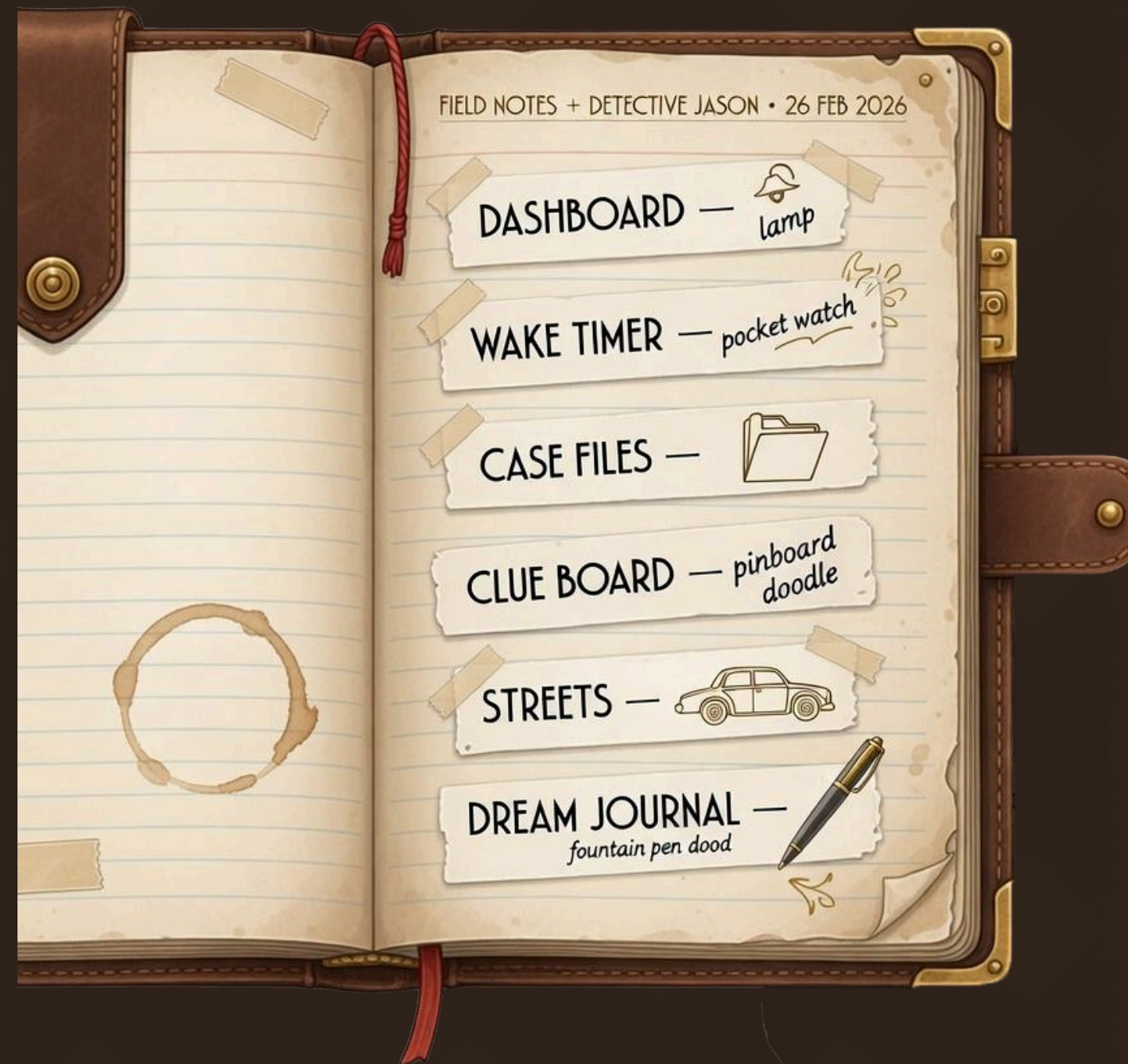
Notification



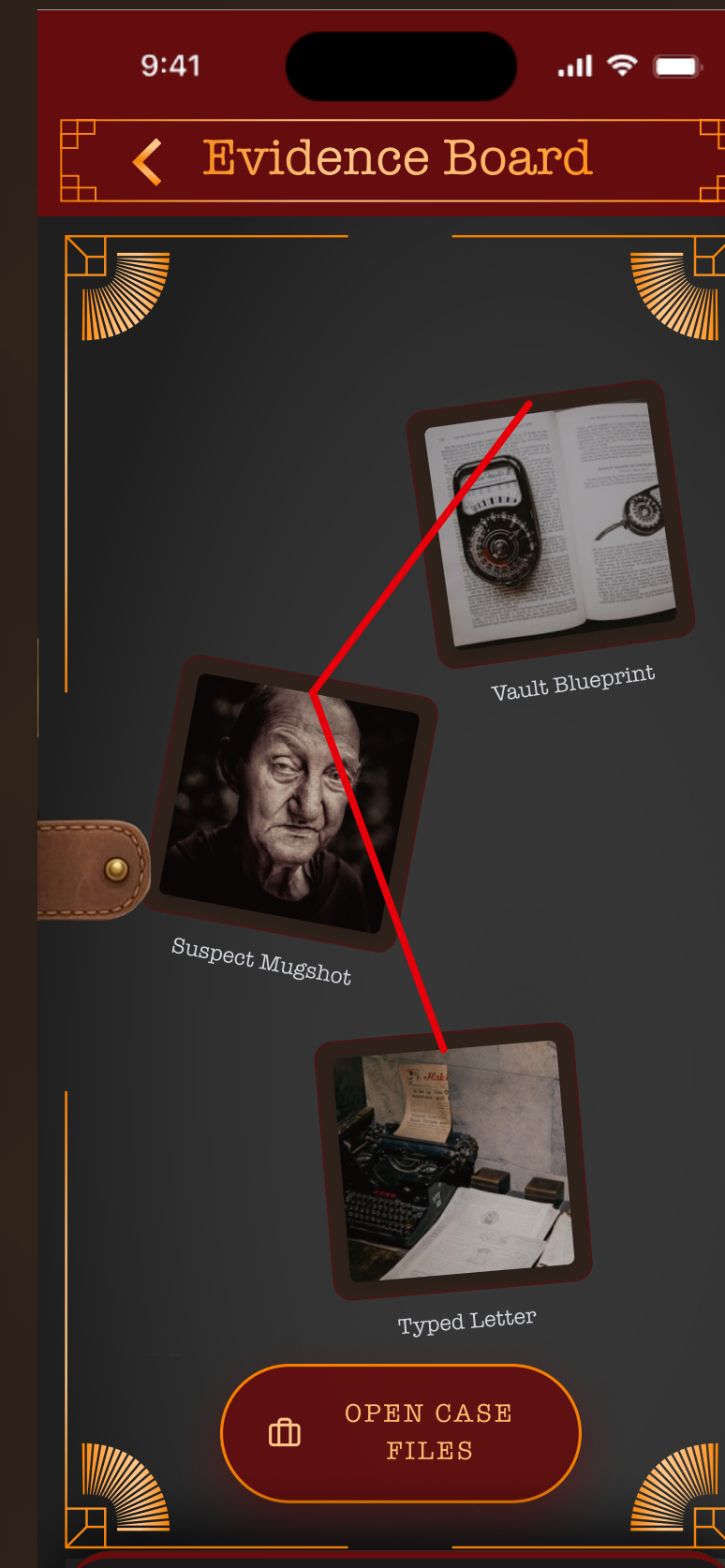
Section 3

Mock-up


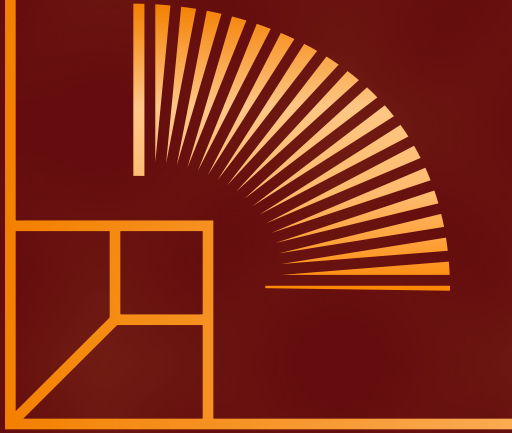

UI Elements



Final Screens

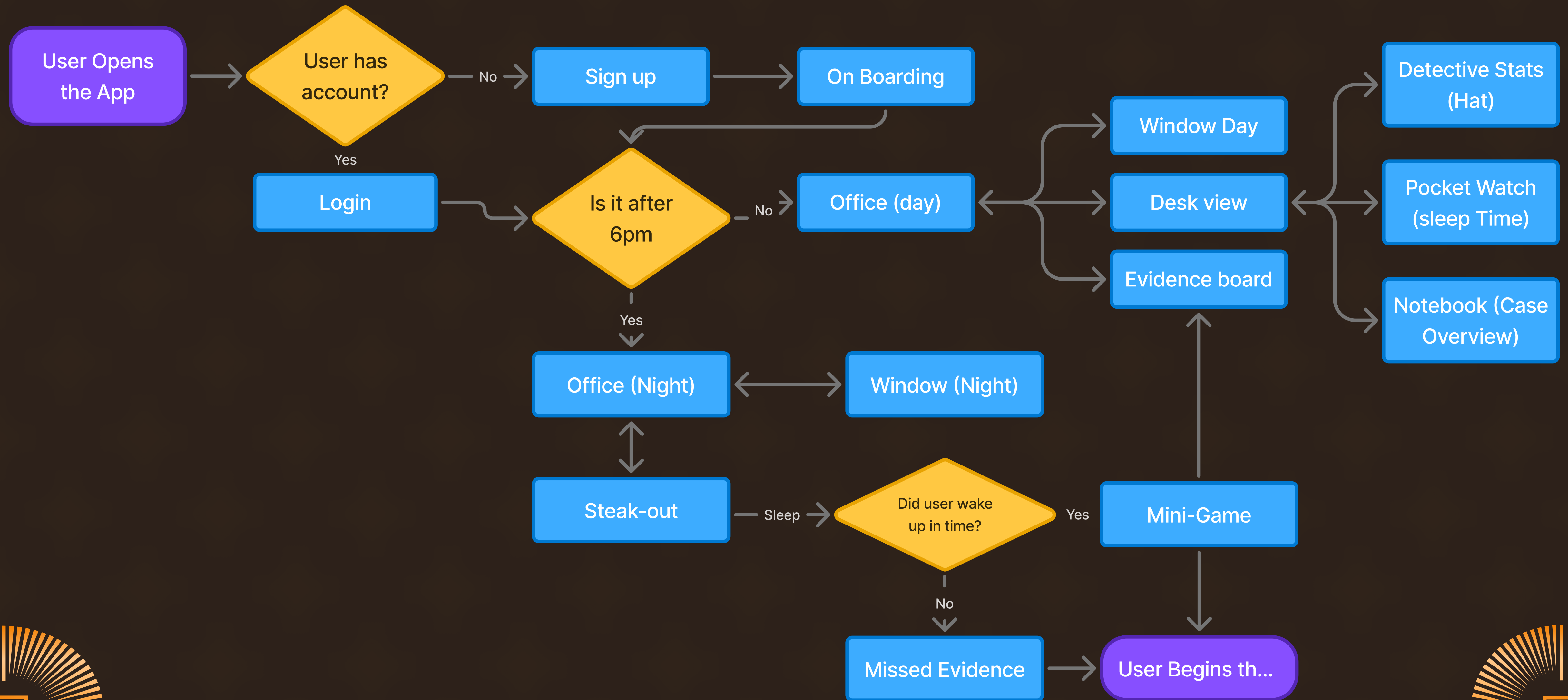


Art made using AI tools (Gemini & Grok)



Section 4
Appendix

User Flow Chart



PRD

Product Requirement Document

Product Requirements Document (PRD)

****Project:**** Dream Detective

****Generated:**** 2/18/2026

****Description:**** An episodic audio-mystery game that functions as a sleep aid and alarm. Instead of a buzzer, users wake up to a continuing story. The catch? If you snooze, the "trail goes cold," and you are locked out of the next chapter for 24 hours.

Project Overview

****Type:**** Mobile app

Problem Statement

Standard alarms rely on discipline and willpower, which are lowest in the morning. Students snooze because waking up feels like a punishment with no immediate reward. They prioritize "5 more minutes of sleep" over the abstract benefit of being on time.

Solution Approach

It replaces the "stick" (annoying noise) with a "carrot" (curiosity). By ending every morning's chapter on a cliffhanger, the app uses the "need for closure" to pull users out of bed. Waking up becomes the key to unlocking the story, not a chore.

Value Proposition

It gamifies curiosity rather than guilt. Unlike apps that shame you for sleeping in, Dream Detective rewards you with entertainment. It turns the morning routine into an immersive "Twin Peaks"-style investigation.

User Context

****Primary User:**** Undergraduate students who are prone to "doomscrolling" or binge-watching shows late at night. They are motivated by narrative and entertainment rather than health data.

****Usage Context:**** end and start of day

Essential Features

- An episodic audio-mystery system that replaces the standard alarm. Users wake up to a 3-minute high-stakes audio drama (a "Morning Briefing") that provides clues for a larger mystery. The core mechanic is the "Cold Trail" penalty: if users hit snooze more than once or fail to open the app within 5 minutes of the alarm, the day's episode is permanently locked ("Redacted"). This leverages curiosity (Behavior Card 10) and loss aversion (Behavior Card 11)—users wake up not because they have to, but because they desperately want to know what happens next.

User Entry Point

Onboarding Investigation → Set the Case

Main User Flow

Wake Up → Listen to Clue → Update Evidence Board

Return User Value

Cliffhangers

Layout Structure

- ****Column Layout:**** Single Column
- ****Header:**** Simple header
- ****Footer:**** Simple footer

Design System

- ****Typography:**** American Typewriter
- ****Border Radius:**** Medium

using the PRD Builder tool from misterburton.com.*

FigmaMake

