

TV ONTARIO

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PRESENTED TO: Marketing Team

SLEEP WITH EASE

**CLIENT
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AGENDA



INTRODUCTION

Helping children sleep with ease.

TV Ontario is launching an exciting Canada-wide product designed to promote better sleeping habits for children.

TV Ontario welcomes briefs to design, build, and roll out our digital and physical products for this new project. Bids should be submitted to Terry Hudson via email at thudson@tvo.org and Cynthia Thompson at cynthia.thompson@loblaw.ca by December 14, 2023. All questions should be directed to these project leaders.

We will select an external agency to help design the product and campaign by January 31, 2024. The project will commence on March 1, 2024, and the completion date is January 15, 2025.

ABOUT

Reducing sleep disorders in children.

TV Ontario is committed to helping children sleep better. Its commitment to reducing sleep disorders in children allows for better learning and development.

A research study from The Douglas Research Centre Found and McGill University found that between 1 and 6% of children suffer from pediatric insomnia.

The product is an exclusive collaboration with Loblaw Companies. The product will be distributed across all Shoppers Drug Mart stores and available at shoppersdrugmart.ca

Additional, 10% of all sales from this product will be donated to the Canadian Sleep Society.

TARGET AUDIENCE

The targeted audience for this app “**Ease**” which focuses on improving children's bedtime routines and sleep quality.

Infants to Teens(Age 1 - 14 Yrs) - Persons most impacted

Parents / Guardian / Caregivers (Aged anywhere from 18 Yrs to 70 Yrs) - Primary feedback about sleep disorders came from child caregivers

Educators and childcare providers - Reported a reoccurring pattern of children having trouble sleeping during naptime.

Pediatricians and Sleep Specialists - Reported that parents needed help addressing sleep disorders.

Children Activists and Parent Bloggers - Reporters who take the initiative to help address and reduce sleep disorders in children.

ACTIVITIES AND OBJECTIVES

OBJECTIVES

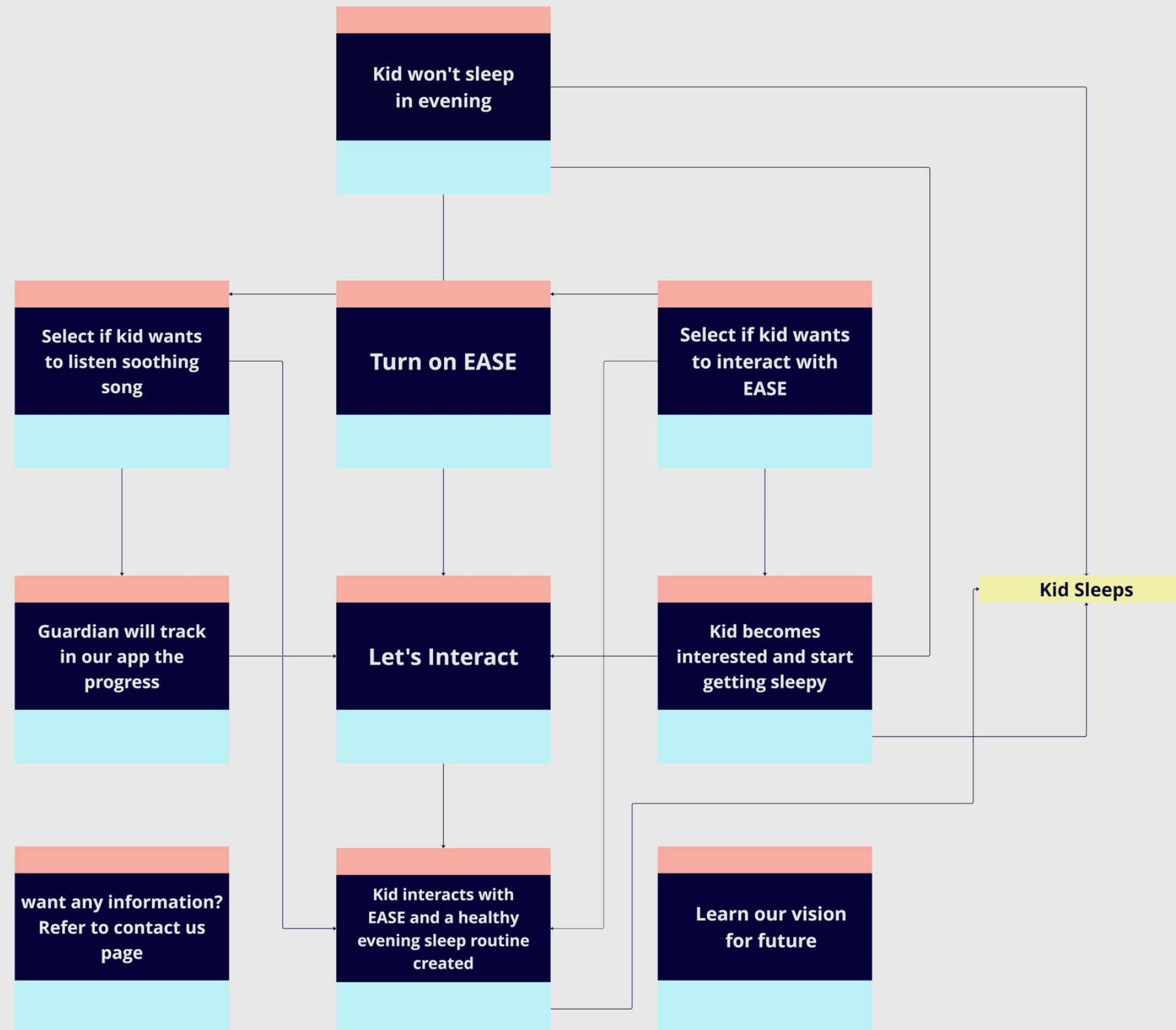
- Enhance User Engagement
- Enhance Bedtime Experience
- Tailor Content to User Preferences
- Curate Quality Content
- Support Creativity and Earning Opportunities
- Foster a Valuable User Experience

ACTIVITIES

- Schedule Custom Sleep timings,
- Suggests result oriented Sleep Schedules
- Says Bedtime stories in custom Voices (Even Mother or Father's Voice)
- Story Selection based on the Kid's Likings
- Good finds of Popular Stories
- Stories based on other user reviews
- Offers Mothers and Short story writers an optional to earn by creating useful and kids-friendly stories

NAVIGATION STRUCTURE

The website menu structure, divided into main menu and sub menu items. The website will contain the following navigation structure:





FEATURES

The website should contain the following special features.



A blog section will have mothers and short story writers to create and share kid-friendly stories while having the opportunity to earn from their contributions



AI-Powered Interactive Features, akin to popular voice assistants like Alexa and ChatGPT, enabling voice-based interactions and chat assistance.



Displays what is Popular with Other Care takers / Parents (More like a Social media)



Customizable Sleep Scheduling, allowing users to set personalized sleep timings.



RECOMMENDATION

Narrating Bedtime Stories in customizable voices, including the option to use the voices of parents.

Recommending result-oriented Sleep Schedules to improve sleep quality.

COMPETITORS



HALEO CLINIC

Haleo helps employers save money by reducing workplace injuries and errors while improving employees' focus and promoting healthy sleep habits.

Founded: 2015

Location: Montreal, QC

Products: Digital

Type of product: Online app

Healthcare professional: Yes

Well-informed website



MAPLE

Maple allows customers to see a doctor online in minutes, 24/7, and healthcare specialists on Maple; no referral needed. Get an online diagnosis, free prescription delivery, and more.

Founded: 2015

Location: Toronto, ON

Products: Digital

Type of product: Online & mobile app

Healthcare professional: Yes

Nice colour palette



HATCH.CO

Hatch offers a suite of smart sleep products to help humans of all ages and stages develop and maintain natural healthy sleep habits.

Founded: 2015

Location: San Francisco, CA

Products: Digital & Physical Device

Type of product: Sound lamp and mobile app

Healthcare professional: No

Very inspirational, direct competitor



APOLLO NEURO

The Apollo Neuro wearable is a consumer wellness device intended to help manage stress, and challenging life transitions, and to promote a healthy lifestyle.

Founded: 2016

Location: Pittsburgh, PA

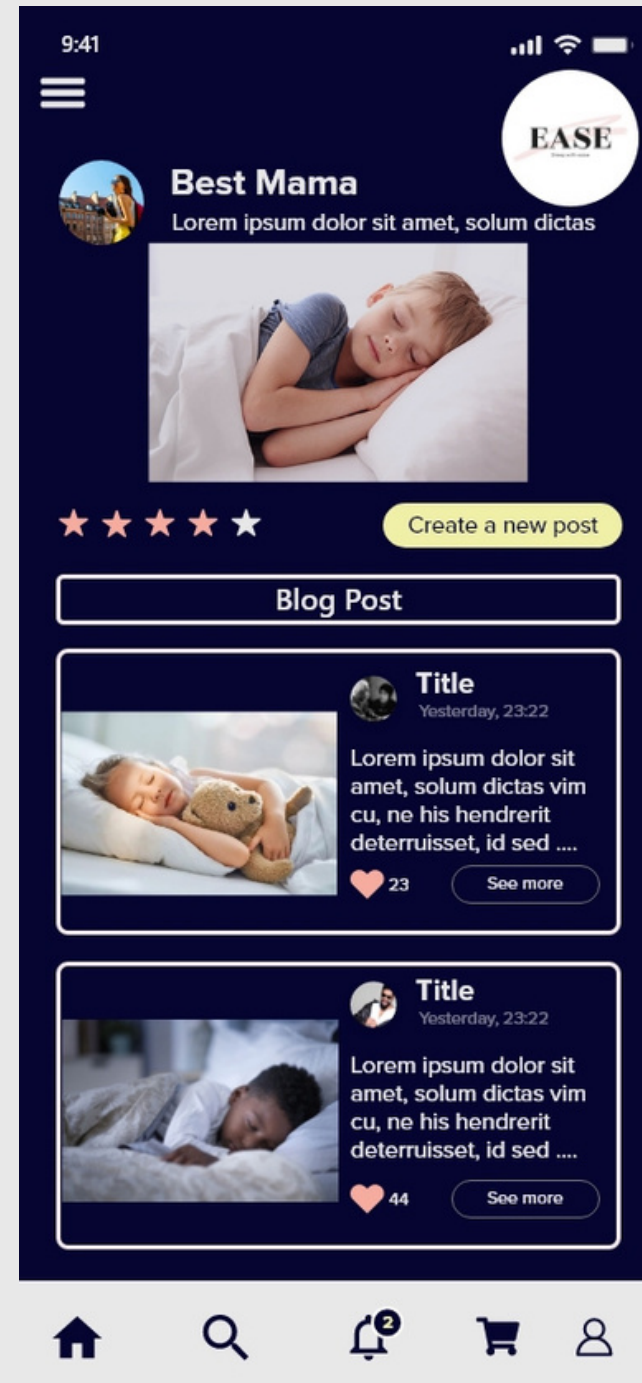
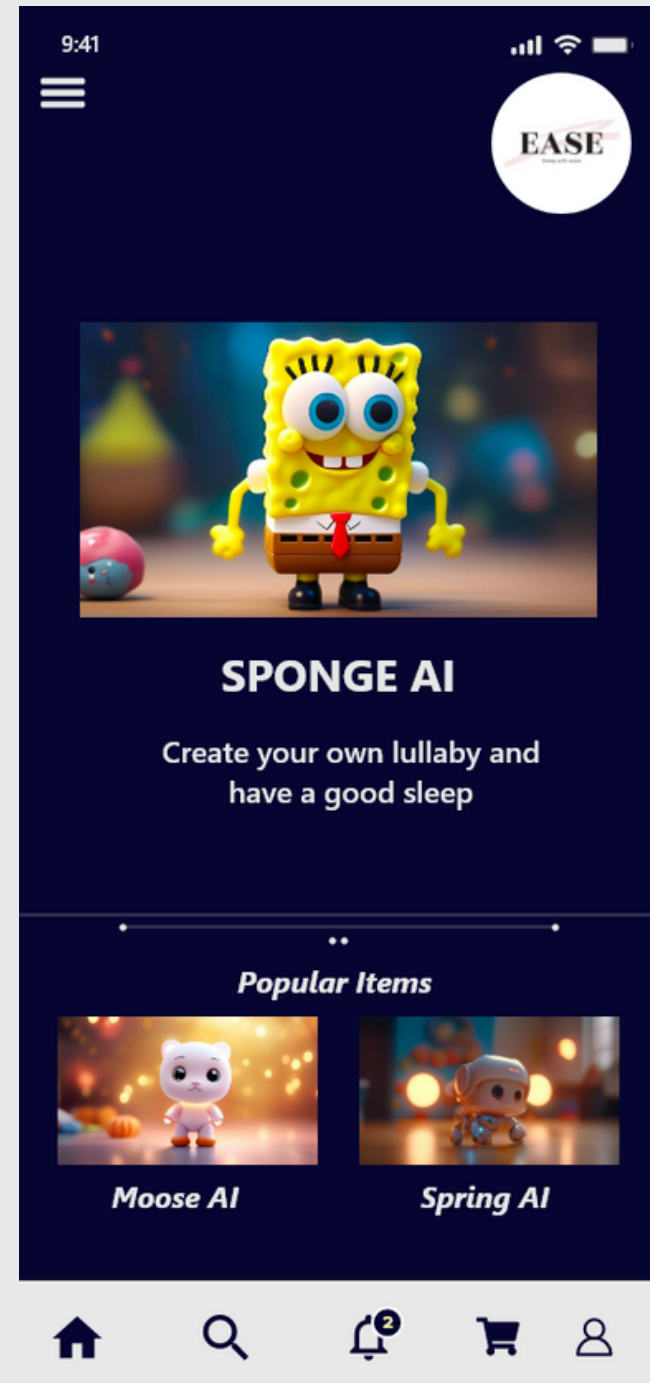
Products: Physical Device

Type of product: Wearable

Healthcare professional: No

Modern, clean site design

DESIGN APPROACH



Verbiage for app:

We chose dark navy blue as our main color because we wanted the user to look at our app and feel at ease. It is giving a calm vibe which is very important if you want a good sleep. Now about the design of app it is quite easy to navigate, the user can access any component easily so that it remain simple.

(Sneak peak of app)

DESIGN APPROACH

(Sneak peak of product)

Robo AI



Sponge AI



Verbiage for product: The concept behind the product was to create a product which will be unique yet interactive. It will give the user the authority to customize the product and create a character they like. It could be a sponge bob, a robot anything. It was a conscious decision to incorporate cartoon characters which kids like or admire.

RESOURCE PAGE

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