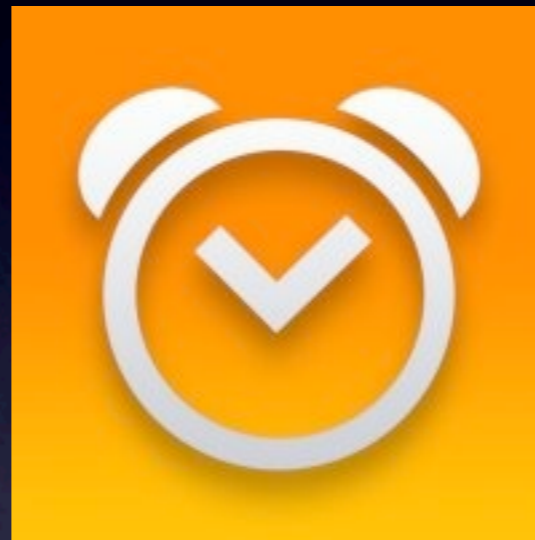


# App Review:



## Sleep Cycle

Max Kolasinski  
Max Wittek

# A Few Words on Sleep

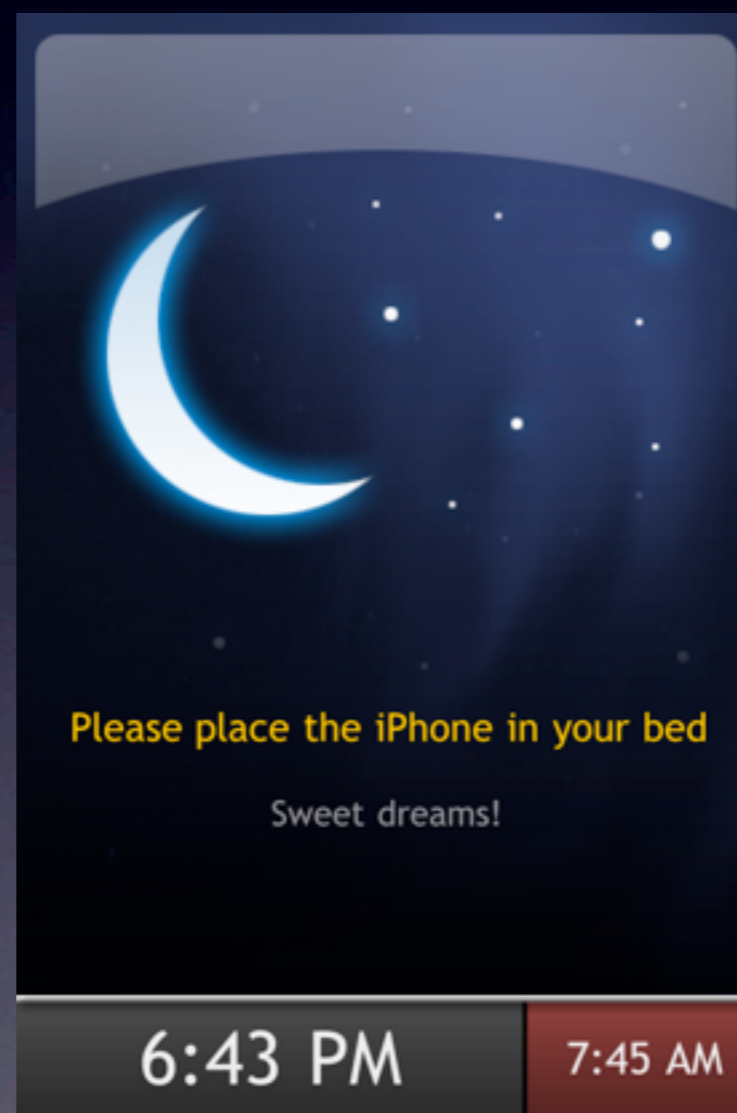
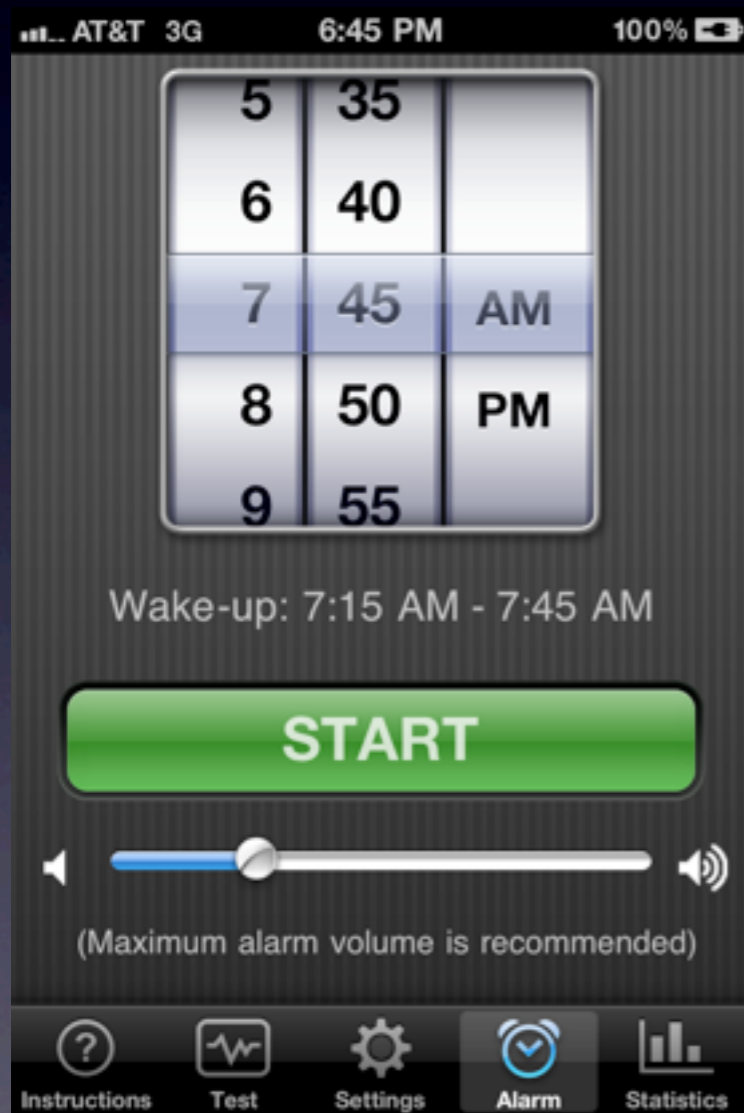
- Humans cycle between various stages of sleep
- Best to wake up at lightest point
- Wake up in deep sleep = groggy morning!

# What is Sleep Cycle?

- Alarm Clock App
- Detects your sleep cycle via accelerometer
- Wakes you up at the lightest stage of sleep (within a set time window)



# Screenshots



# Secret Sauce

Sleep Cycle offers a phase-based alarm clock at an affordable price.

# Competition

	Absalt EasyWakeup	Siesta Smart Alarm	Sleep Cycle
Phase-based Alarm	X	X	X
Alarms from iPod	X		X
Graphs Sleep Stages	X		X
Multilingual Support	X		
Price	\$10/\$5	\$2	\$1

# Critique

- Can't be run in background
- Odd to set up at first
- Phone must be plugged in overnight
- Must set alarm nightly, as opposed to built-in alarms

# The Money

- \$0.99 app
- No sales figures available
- Reached #1 Paid App in Germany, Japan, and Russia