



SLEEP KING

Sleep King

A personalized sleep app that turns data into better sleep habits

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WHITING SCHOOL
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Introduction

Problem

College students often feel exhausted but still struggle to fall asleep. Poor sleep affects focus, energy, mood, and daily performance.

Our solution

Sleep King uses personalized guidance and CBT-I based support to help students build better sleep habits.

Do You Care About Your Sleep?

For students who stay up late, sleep badly, and wake up tired.

Made for busy, high-stress, high-screen-time college life.

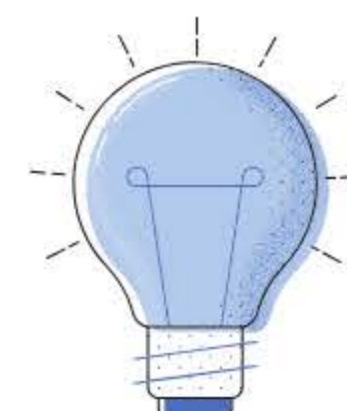
Don't Wait. Join Us.



Ideal vision

- Improve sleep quality and consistency
- Provide clear, actionable guidance
- Increase user engagement and retention
- Deliver measurable improvement

Turn sleep data into real improvement



App Design



Better Sleep. Better You. Backed by CBT-I.

Personalized. Evidence-based. Built for student life.



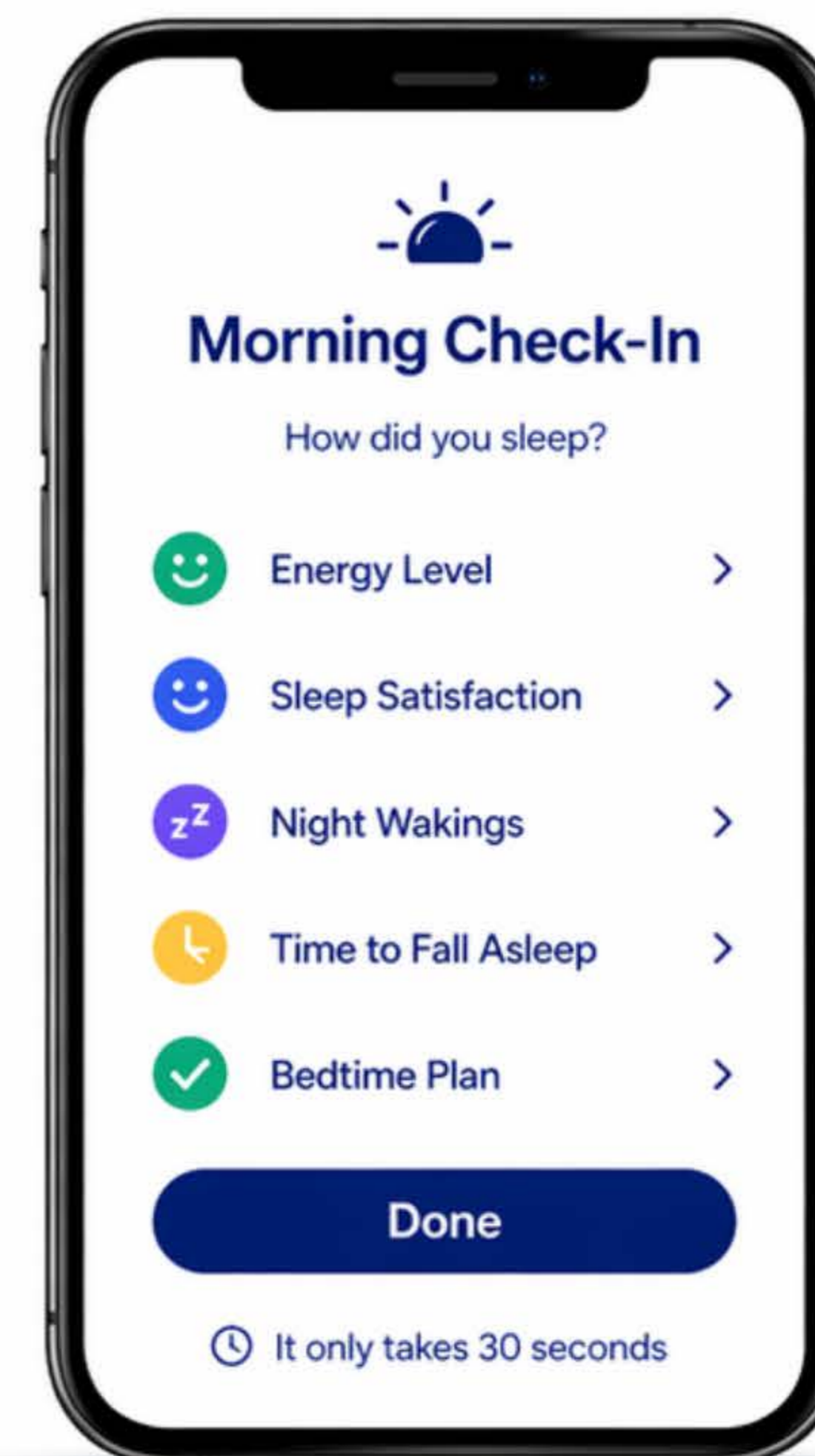
Science-backed CBT-I techniques



Personalized to you



Proven to build better sleep habits



Track Real Sleep Improvement

See your sleep trends and understand what's helping.



30-Second Daily Check-In

- ✓ Fast
- ✓ Easy
- ✓ Daily habit
- ✓ Big impact



Rewards That Build Better Habits

Stay consistent and earn rewards as you progress.



CBT-I Based Support

Using proven Cognitive Behavioral Therapy for Insomnia (CBT-I) techniques to improve sleep and build lasting habits.



Improve sleep efficiency



Reduce racing thoughts



Build healthy routines



Long-term results



Don't wait. Join us.

Join thousands of students taking control of their sleep and their day.

User product usage cycle

Calculate

Quantify your sleep readiness

Check-in

Build daily awareness

Reward

Sustain motivation

Improve

Achieve Measurable Progress

Delete!

Graduate from our app!