

ABSTRACT

A service output system according to an embodiment comprises:
for each user, an identification information assigning unit that assigns
identification information identifying a user; a user specifying unit that
5 specifies the user identified by the identification information; a sleep
state acquisition unit that acquires a sleep state of the user; a purchase
information acquisition unit that acquires purchase information
indicating a product purchased by the user; a service specifying unit that
specifies a service recommended to the user from the purchase
10 information and the sleep state; a service output unit that outputs the
service toward the user; and a content providing unit that provides life
improvement content improving a life of the user.

Fig. 2