

LIFE MAN- AGE- MENT



SCAPE DREAM TEAM



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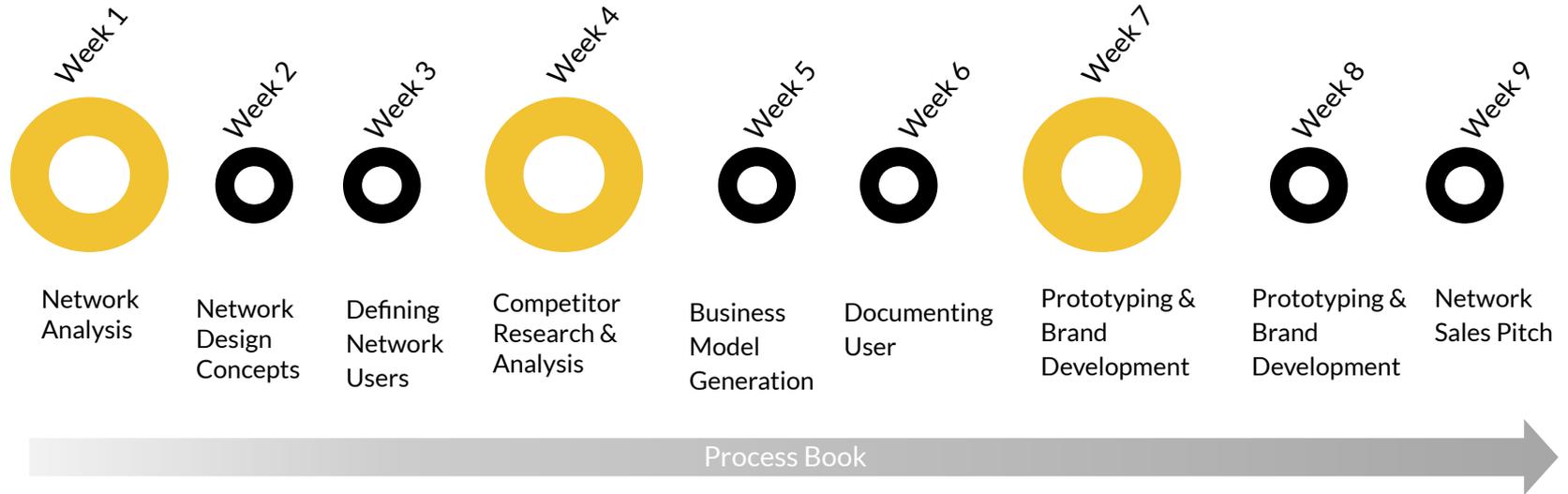
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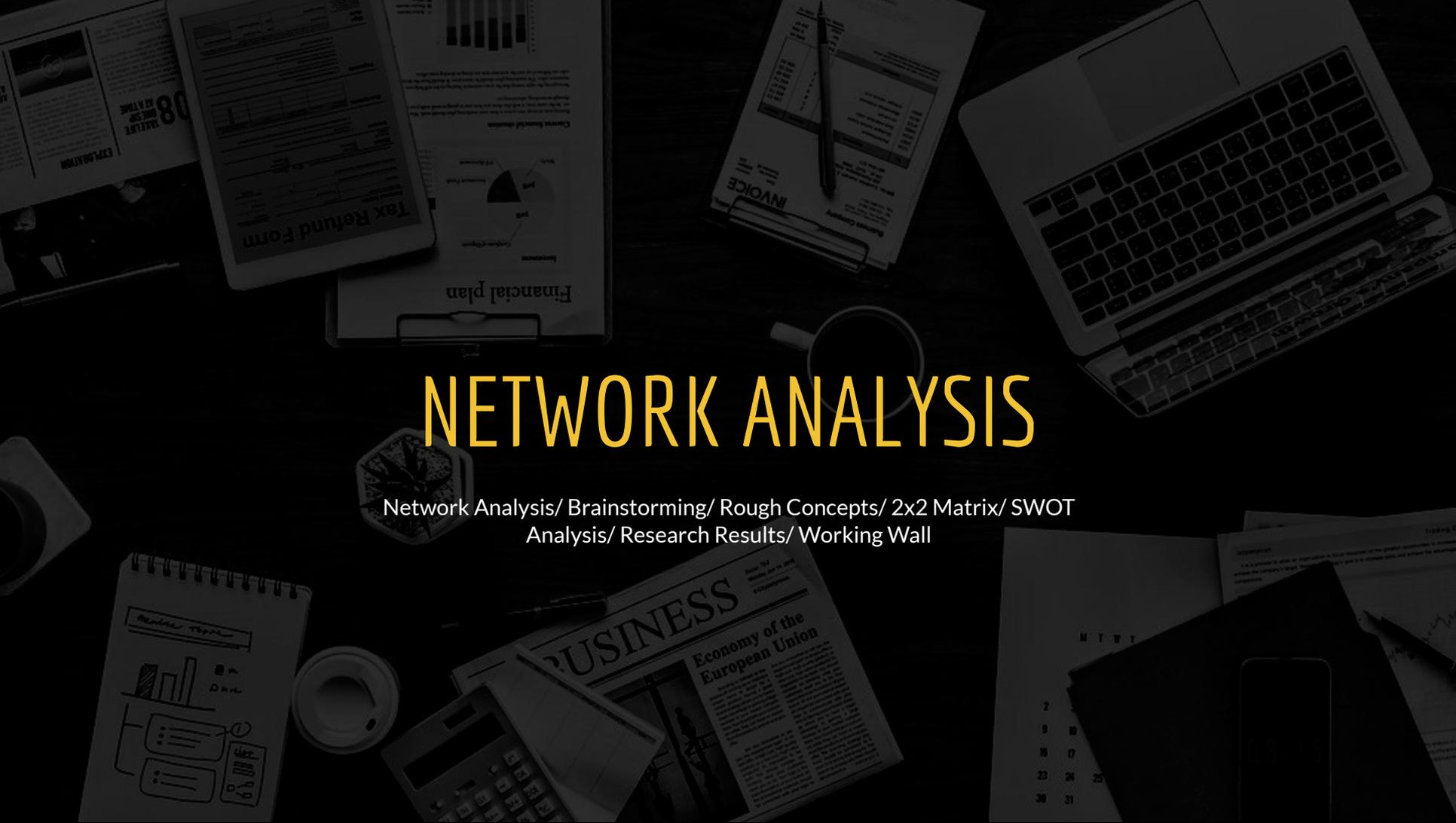
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Project Plan



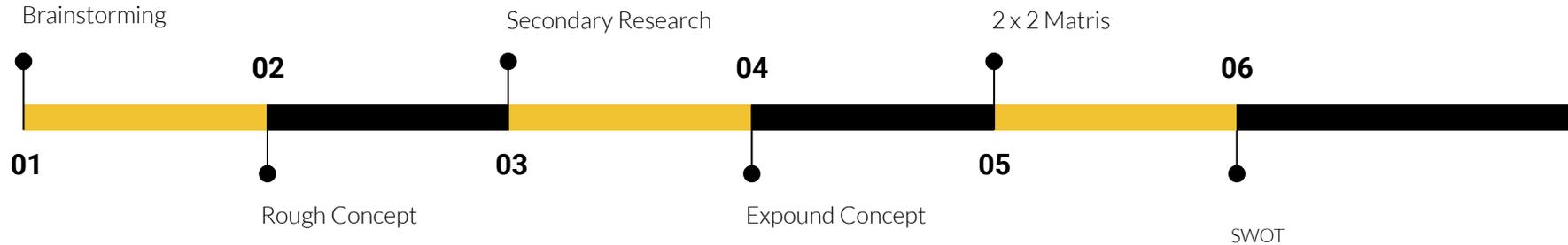


NETWORK ANALYSIS

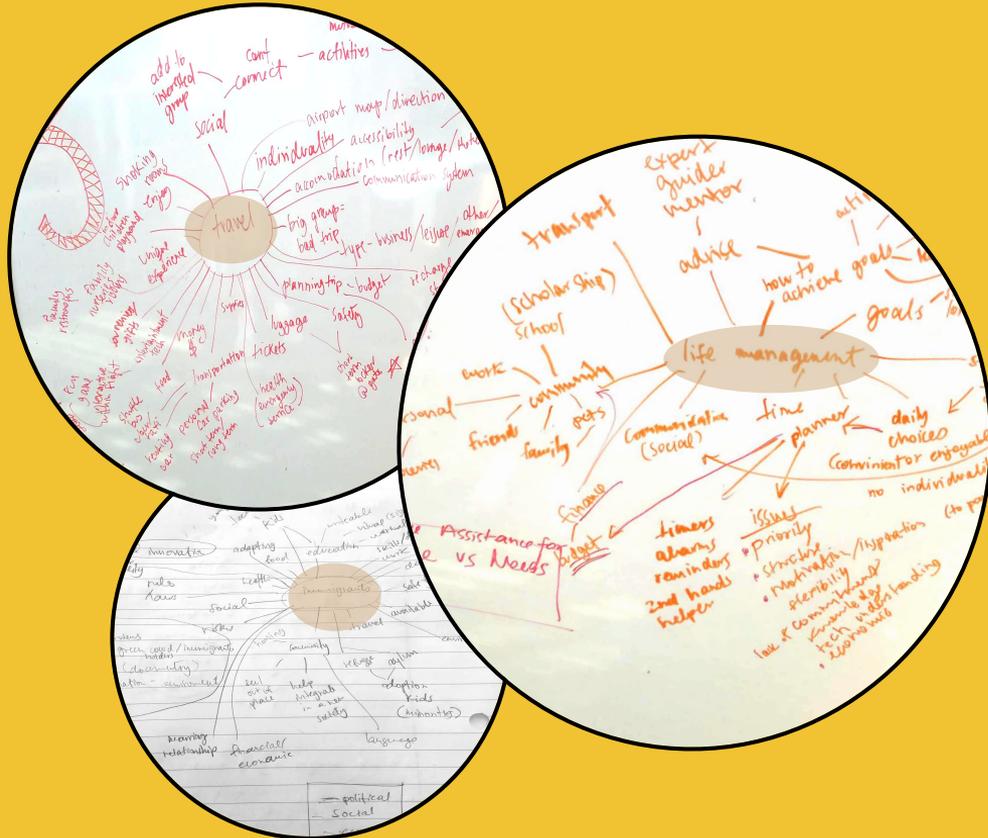
Network Analysis/ Brainstorming/ Rough Concepts/ 2x2 Matrix/ SWOT
Analysis/ Research Results/ Working Wall

Network Analysis

As a group, we decided to study 3 different markets using market research tools to find out the gaps in those respective markets which we would like to fill-in with our innovation development.



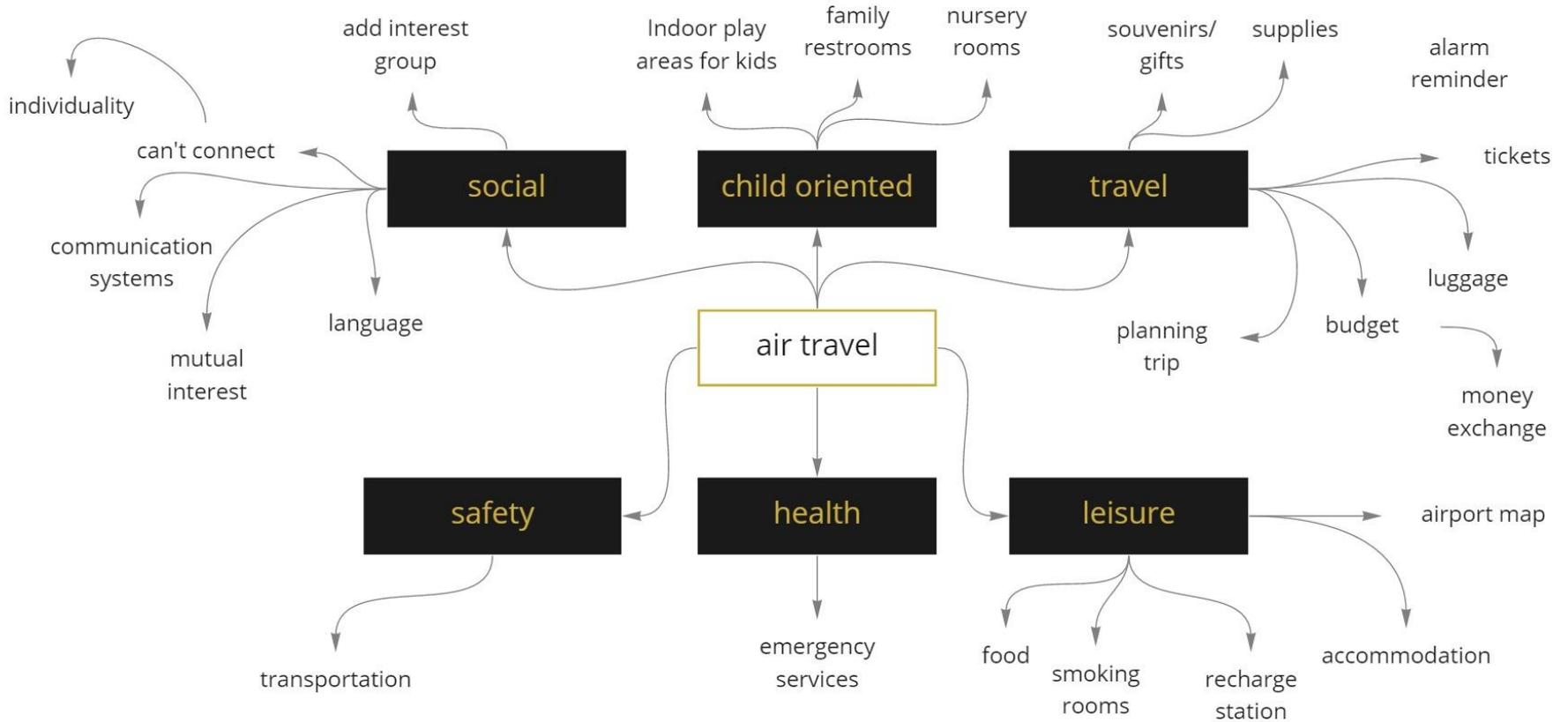
Brainstorming



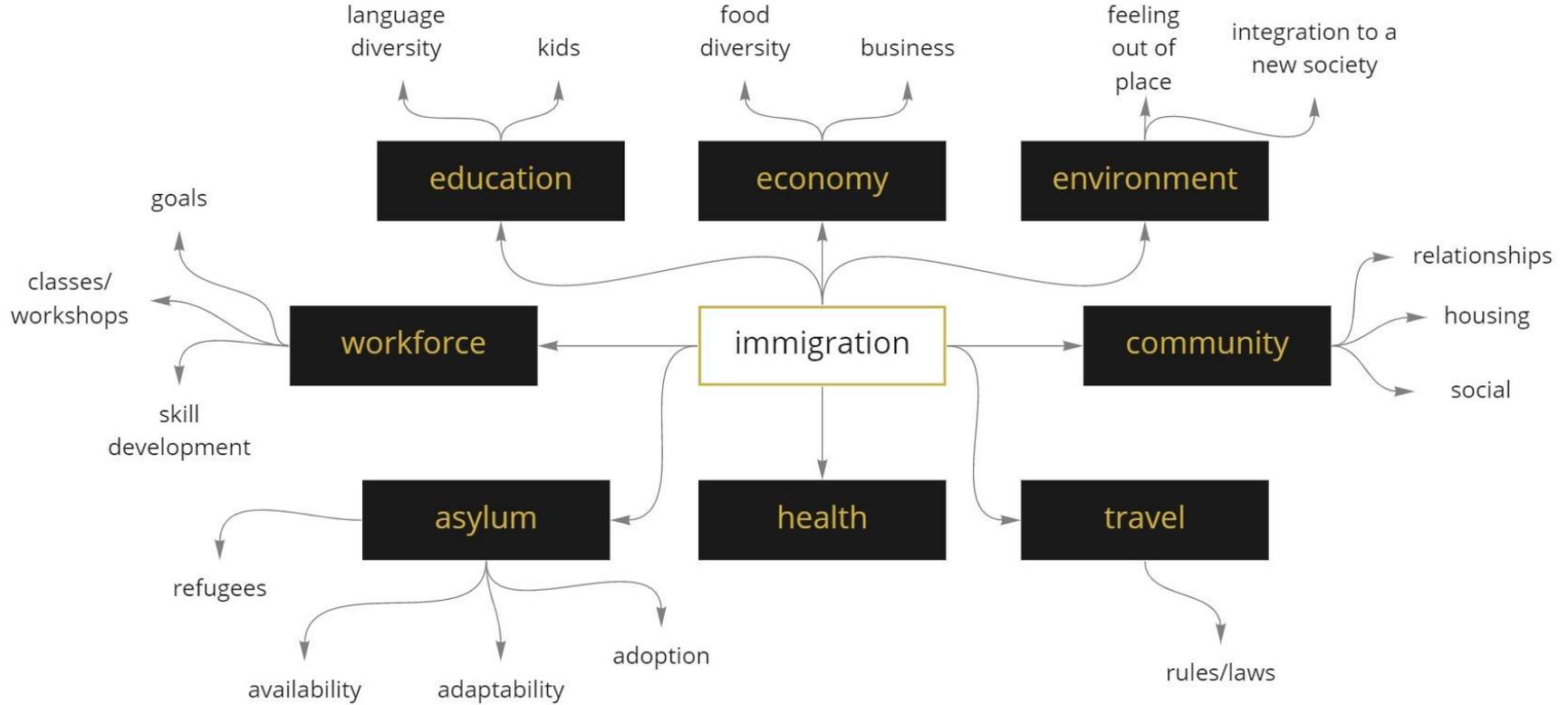
The three market segments that we chose were **Immigration, Travel** and **Life Management**. A common interest towards social innovation led to these topics.

We then brainstormed using mind maps to construct a 'social network' in that market. This 'social network' described various people, products, tools and tasks that related to each market.

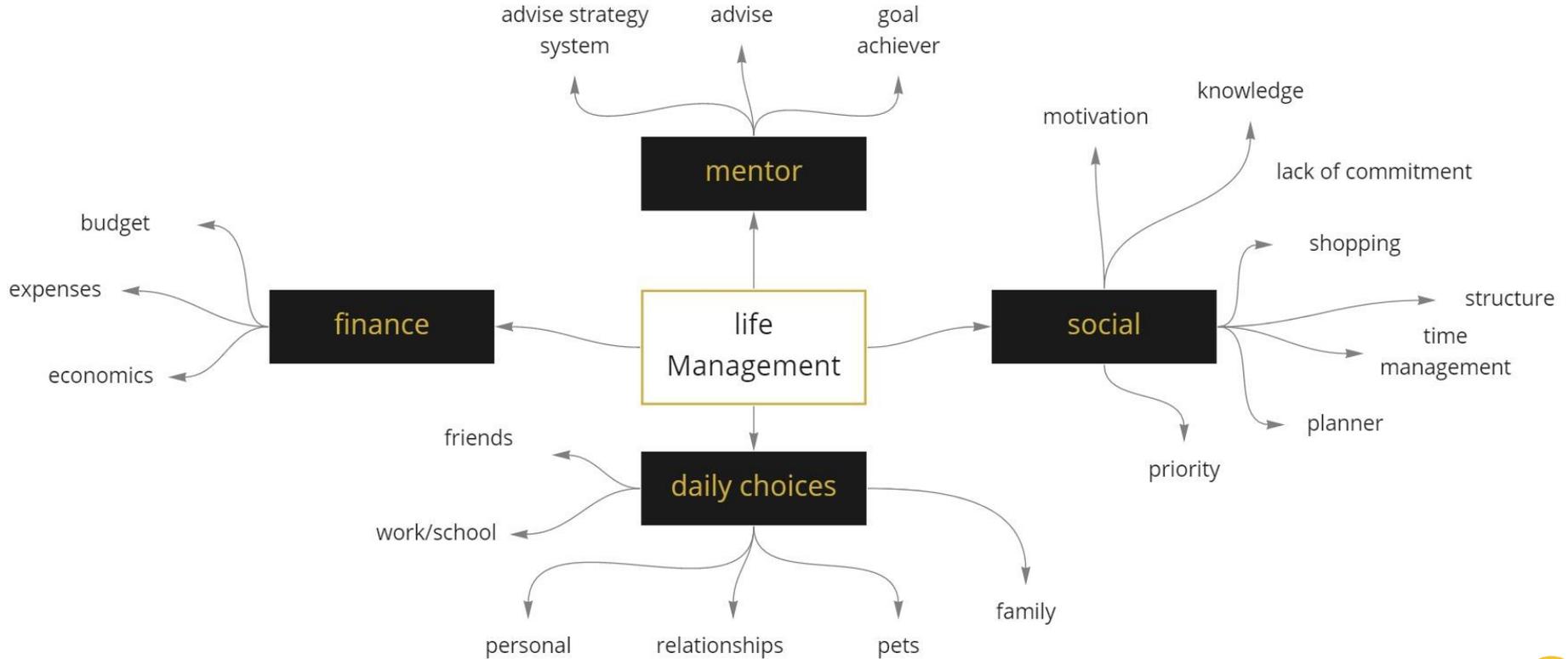
Brainstorming: Air Travel



Brainstorming: Immigration



Brainstorming: Life management



Rough Concepts



Air Travel

1. Special edition products at duty-free stores
2. Limited access to internet
3. Safe Luggage storage for transit



Immigration

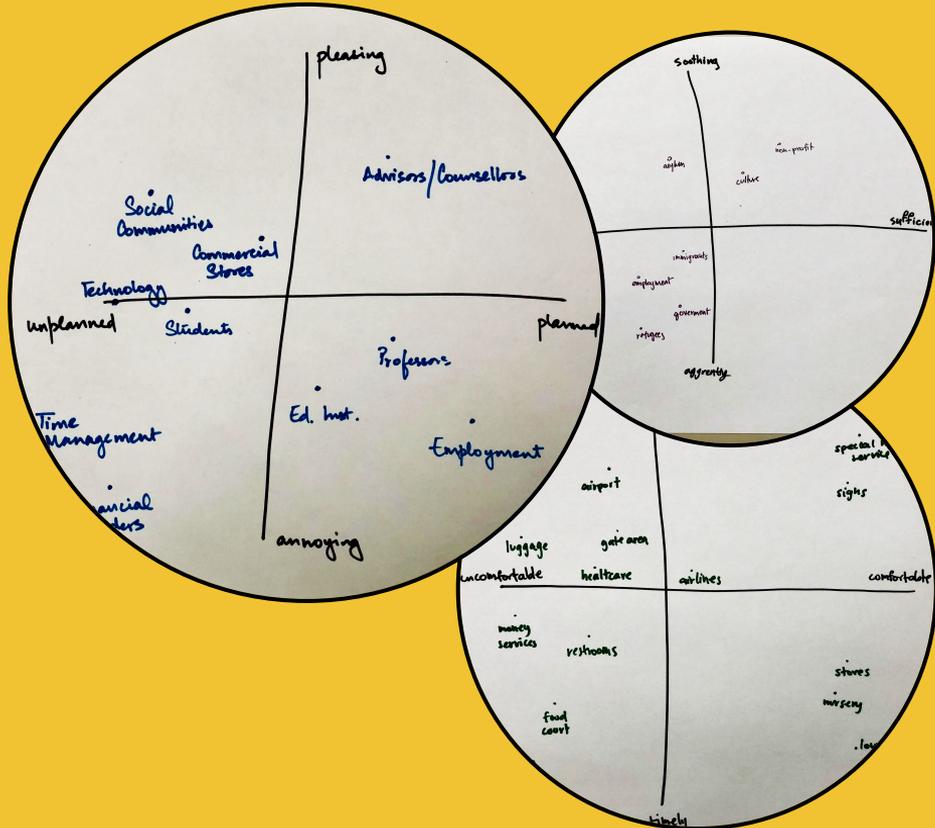
1. Immigration assistance and education and job opportunities



Life Management

1. Product / Service related to holistic life management
2. Consultation

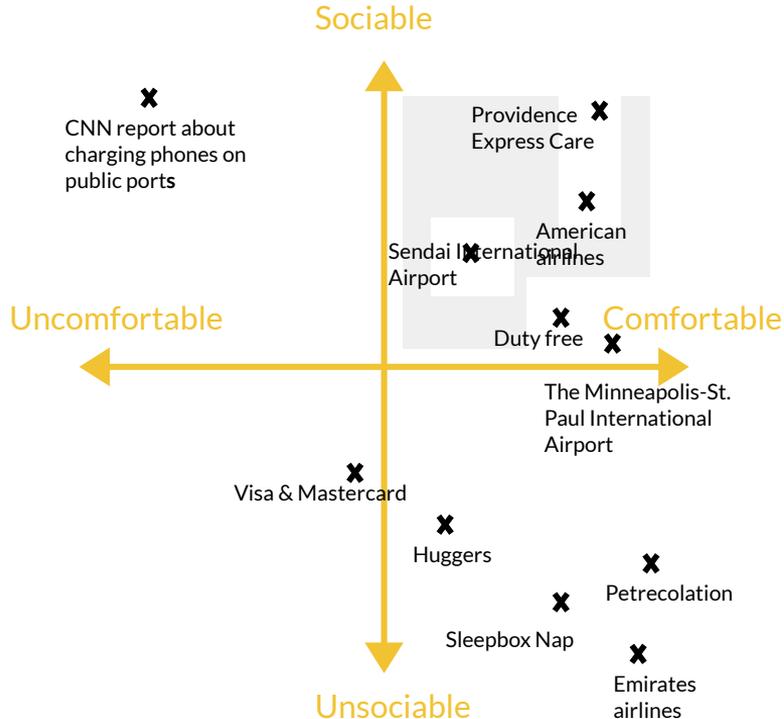
2x2 Matrix



2x2 Matrices help in **finding opportunity** areas within a market segment by plotting existing players within a market on a qualitative and a quantitative axis.

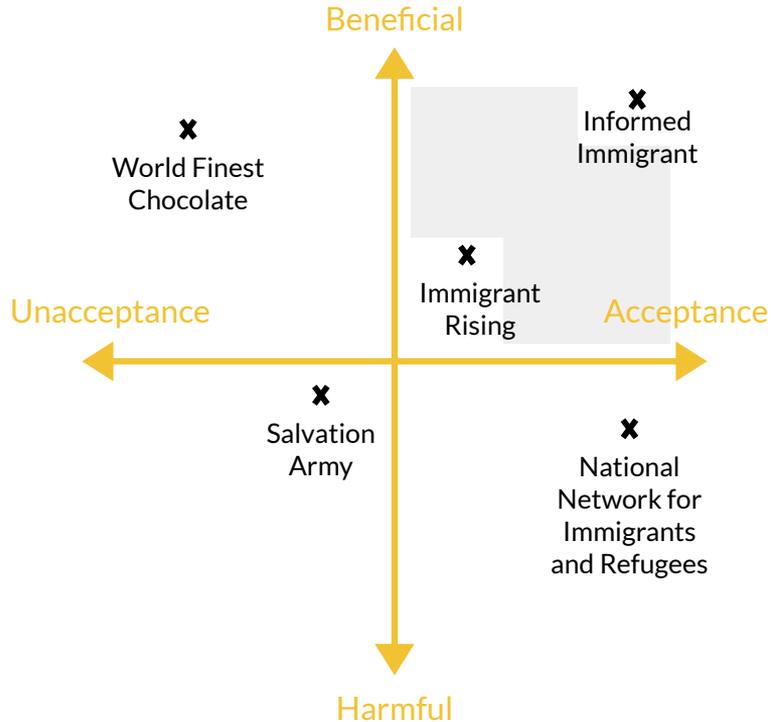
Once plotted, the gaps in the industry can be seen as opportunity areas.

2x2 Matrix: Air Travel



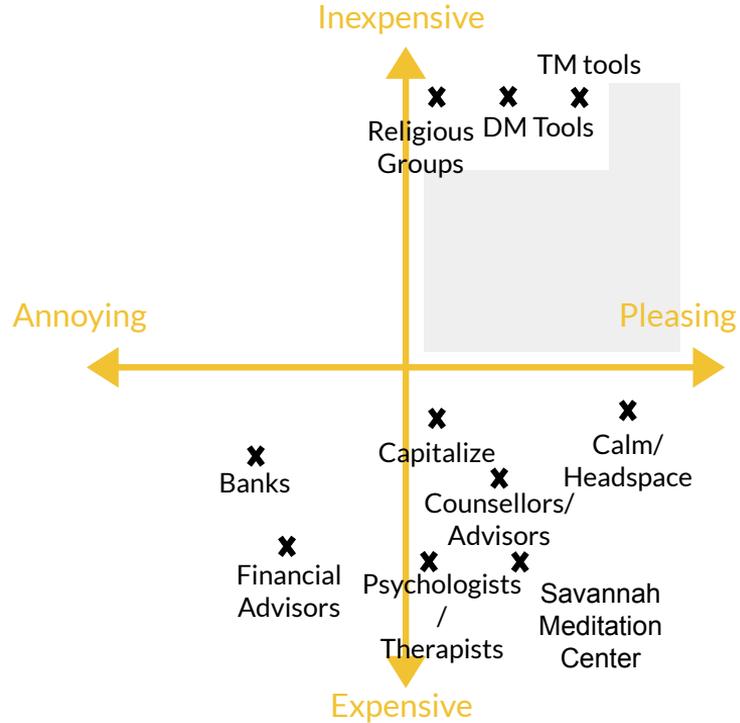
- **Emirates airlines:** Take guests luggages from their home
- **Petrecolation:** Take care of pets shipping
- **American airlines:** Bag delivery service to the hotel
- **The Minneapolis-St. Paul International Airport:** screens of flights in the restrooms
- **Sendai International Airport:** Provide a nursery service rooms in different locations
- **CNN report about charging phones on public ports:** The security could be closed by using public port to charging phone
- **Duty free:** Berlin airport is the cheapest duty free comparing with Dubie
- **Providence Express Care:** Health care at the Portland International Airport, the customer can meet a doctor online and make diagnosis and treatment.
- **Sleepbox Nap:** Small, quick service at the San Diego, Dallas, and Atlanta airports
- **Huggers:** Deliver food at the gates
- **Visa & Mastercard:** Money solutions

2x2 Matrix: Immigration



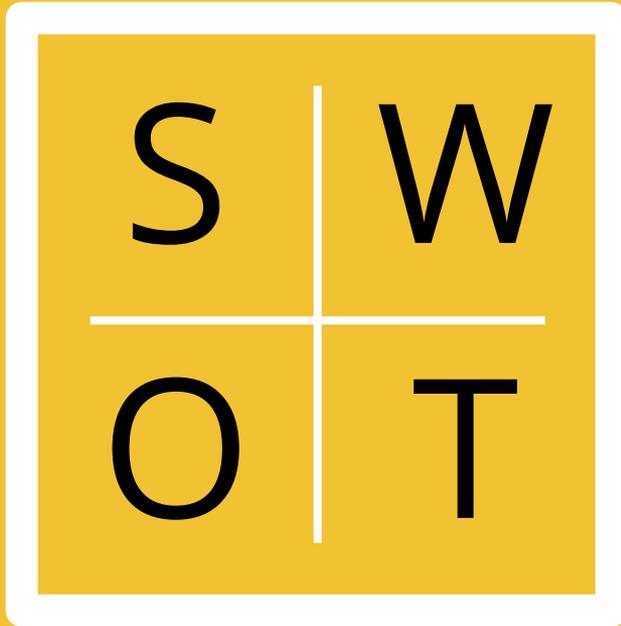
- **Informed Immigrant** Non-profit Org.: Environment for education opportunities and platforms for jobs establishments
- **Immigrant Rising** Non-profit Org.
- **Salvation Army**: Retail store provides aid through donations and merchandise sale profits
- **World Finest Chocolate** Non-profit Org.: Fundraiser for a cause through \$1 chocolate sales
- **National Network for Immigrants and Refugees**: Provide safety, education and health for their recognition of human rights

2x2 Matrix: Life Management



- **Counsellors:** American Counselling Association
- **Religious groups:** First American Baptist Church
- **Financial Advisors**
- **Banks:** Bank of America, Wells Fargo
- **Decision-making tools:** Decision matrix
- **Time management tools:** Schedules, Calendar
- **Spiritual Activities for mental health:** Savannah Meditation Center
- **Psychologists/Therapists**
- **Comparison apps:** Capitalize
- **Meditation apps:** Headspace, Calm

SWOT Analysis



SWOT analysis helped us find out the strengths, weaknesses, opportunities and threats related to the three markets.

Strengths and weaknesses are intrinsic and opportunities and threats are extrinsic.

This gave us a holistic view of the three markets.

SWOT: Air Travel

Strength

- Travelers make their choices.
- People have access of travel information on hand.

Weakness

- Travel insurance policies are a pain
- Many processes like security check at airports are done individually even when travelling as a group.
- Long process makes people stressful
- Internet services are limited

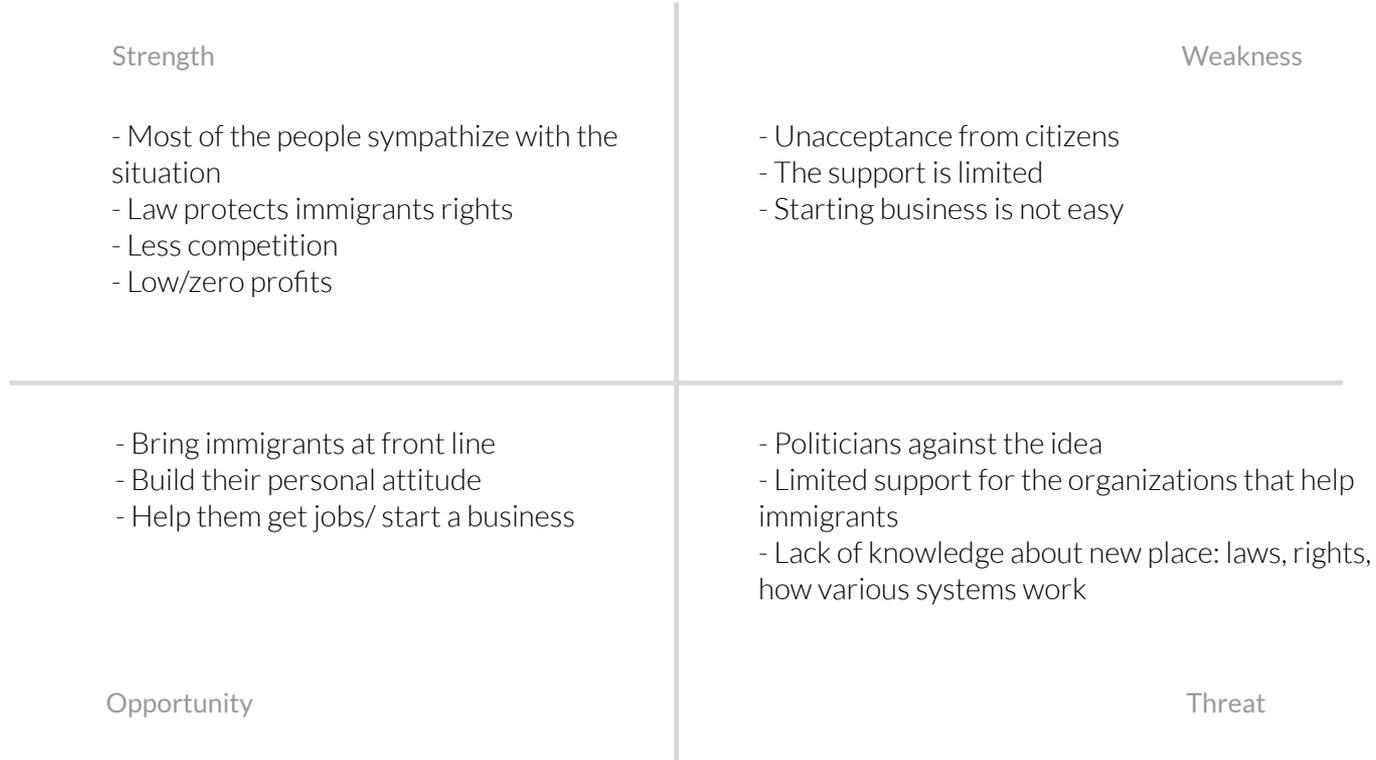
- Social activities at the terminals
- Free services (like wifi) are needed
- Businessmen are good customers

Opportunity

- Following safety regulations is a protocol
- Health care is limited
- Pets could be a threat to some people

Threat

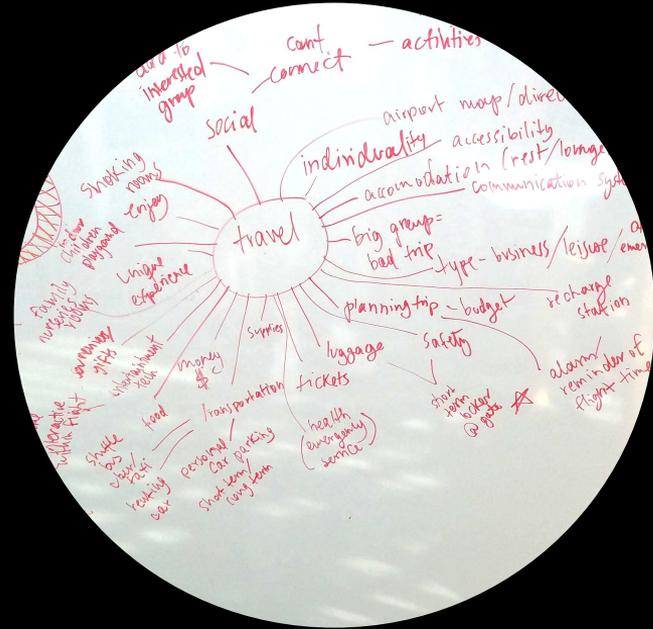
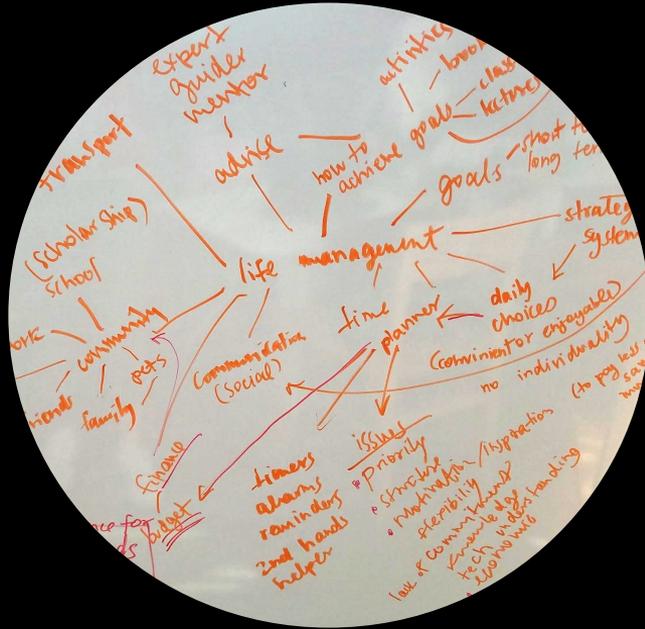
SWOT: Immigration



SWOT: Life Management

<p>Strength</p> <ul style="list-style-type: none">- Goals are important in everyone's life- Growing interest in the market- No major competitors	<p>Weakness</p> <ul style="list-style-type: none">- People lack motivation- People don't trust others with their decisions- Appointments- Costly services- Confusing choices for people in the market
<ul style="list-style-type: none">- Connectivity and Social Media- Scope for services/tools/products- Scope for using technologies like AR, VR, IoT etc.- Profitable market- Ongoing Trend <p>Opportunity</p>	<ul style="list-style-type: none">- No guarantee for right decisions- Intertwined with many broad markets- Wrong decision-making <p>Threat</p>

Working Wall



Research Results

We used contextual design inquiry to discover opportunities in which a new company, strategy or opportunity space could be established. This included competitor analyses of existing social networks, as well as, analyze current market leaders' business models for successes and need states, defining specific strategies.

NETWORK DESIGN CONCEPT

User Groups/ Porter's 5 Forces/ Decision Matrix/ Stakeholder Map/ Working Wall/
Life Management Definition/ Creative Brief

User Groups: Air Travel

Tourists, family, individual, business travelers, animals, cargo, disabilities, kids, patients, influencers, athletes, Employee; pilot, cabin crew, entrepreneurs, children



	Patients	Businessmen	Children	Tourists
Demographics	With/ without family travelling for healthcare	Individual, business groups	Age between 7-12	Individual, group, family
Occupation	Employed/ Unemployed, retireds, military, student	Business managers, investors, collaborator	Students, participants at competitions	Employed/ Unemployed, retireds, military, student
Communication methods	Email, social media, face-to-face, blogs, podcasts, traditional media, apps, health insurance, special assistance	Email, social media, traditional media, apps	Student advisor, parents, school authorities	Blogs, social media, tourism offices, customer reviews, apps, words of mouth
Existing networks	Doctors, trainer/coach, family, friends, airlines services, place of worship	ground meetings, online meeting, business events, family, friends, community, customers	Phone, apps, students association, family, friends, school	Family, friends, celebrities, influencers, adventurerist,
Future communication needs	Design, Artificial Intelligence, VR, AR, IoT, conferences, events	Designers, Artificial Intelligence, VR, AR	VR, AR, community	VR, design, globalization

User Groups: Immigration

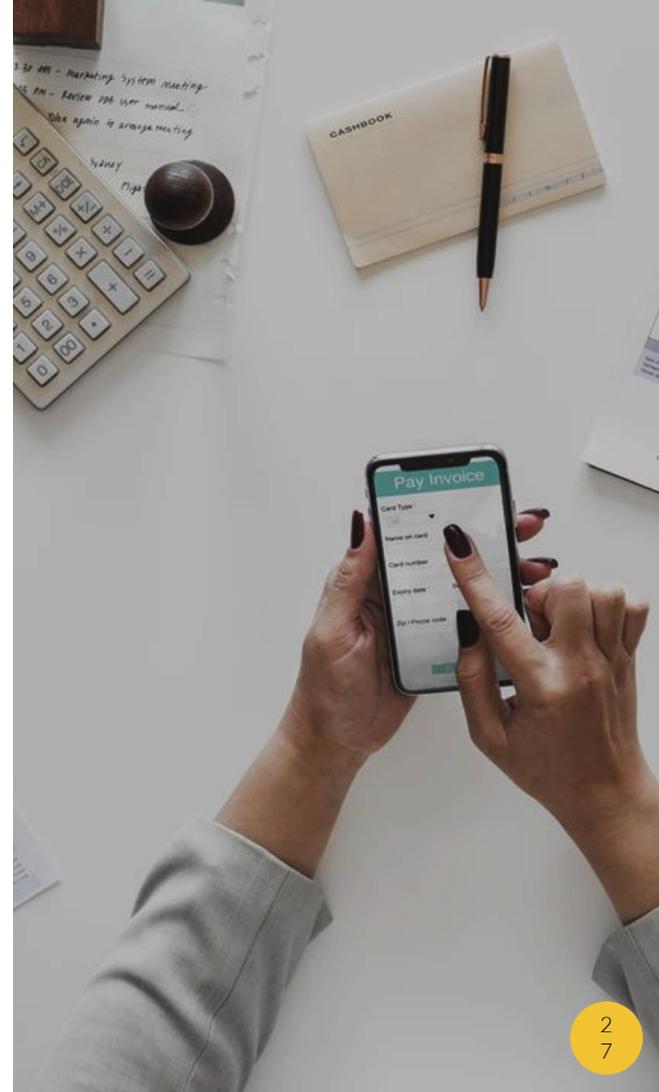
International students, professional immigrants, immigrant families, pets, plants, enturuners, citizens, politicians



	Immigrant Families	International Students	Refugees	Flora/Fauna
Demographics	Married with or without children	Individuals; Life partner; Parents; Friends	Families; Individuals; Children without parents	Individual; groups
Occupation	Professionals; entrepreneurs; businessman;	Full-time student; student/work; part timers; research students; intern; T.A.	Unemployed	Farmers; pets markets; scientist; zoologist; biologists; researchers
Communication methods	Immigration officer; Government networks; Embassy	Academic advisor; Career advisor; International student services; Culture mission; Immigration officer; Government networks; Embassy	Immigration officer; Government networks; Embassy	Trade market; Import goods; email; phone
Existing networks	Social media; Digital communications; Non-profit organizations	Academic advisor; Career advisor; Financial advisor; Social media;	Social activist; Non-profit organizations; Journalist; Influencers; Social media; volunteers; Citizens	Department of Agriculture; community; animal shelters;
Future communication needs	Citizens; Politicians; 'Ex-immigrants';	Citizens; Politicians; 'Ex-immigrants';	Citizens; Politicians; 'Ex-immigrants';	-

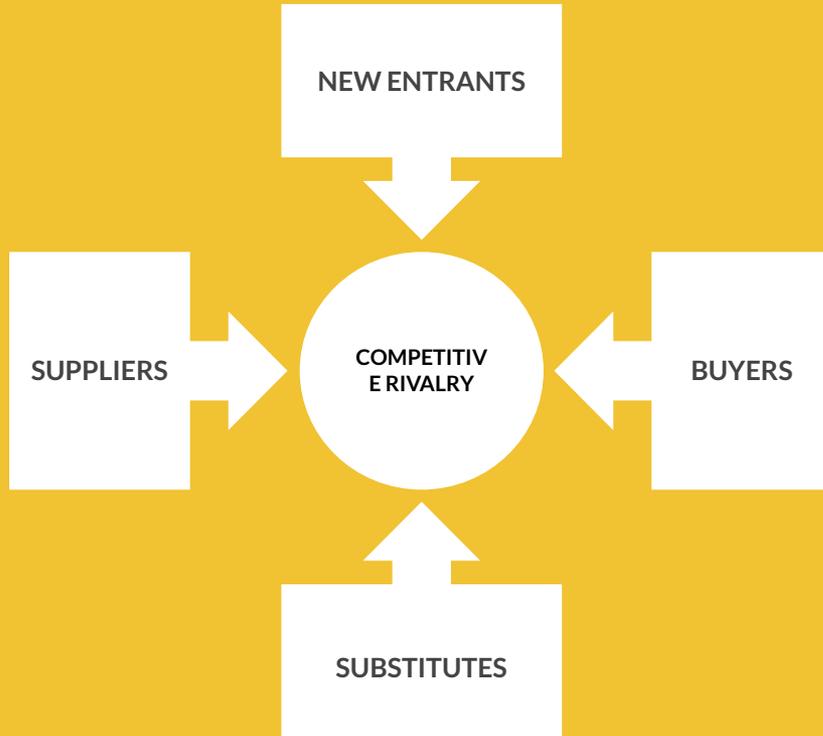
User Groups: Life Management

Employee, students, part-time work,
mentors/ advisor,
active duty: military, doctor, fireman,
police, professors, teens, entrepreneurs,
professionals, elderly, parents, single
parent
athletes



	College Students	Athletes	Professional	Active Duty
Demographics	Undergrad and grad students, international students, students living with families, individuals, dorms	Age: 16-39, aspirants, professionals	Working professionals with more than 5 years of experience: individuals/ with family,	Single or married professionals who work for emergency services.
Occupation	Full-time students, students with part-time jobs, research students, interns, T.A.	Athletes	Employees, entrepreneurs, businessmen, co-workers	Medical professionals, military, policemen, firemen
Communication methods	Email, phone, social media, face-to-face, decision-making tools, radio, podcasts, traditional media, apps	Email, social media, phone, face-to-face, strategizing tools, traditional media, apps, therapeutic activities	Email, phone, management tools, apps, face-to-face, social media, traditional media, internet, vacation homes, therapeutic activities	Emergency services, email, phone, radio, face to face, consulting services, planning and strategizing tools, apps, social media, traditional media
Existing networks	Academic advisor; Career advisor; international student services; professors, mentors, friends, families, student clubs, conference, career events, trainer/coach	Coach/Trainer, advisors, managers, assistants, family, friends, colleagues, journalists, professional events	Meetings, work network, social circles, journalists, government, economists, family, competitors, conferences, exhibitions, investors, banks, meditation retreats	Government, Public events, non-profit organizations, medical platforms, journalists,
Future communication needs	Artificial Intelligence, Augmented Reality, Virtual Reality, apps, social clubs	Coach/Trainer, Virtual training, apps, events	Design, Artificial Intelligence, VR, AR, IoT, conferences, events	Design, public events

Porter's 5 Forces



Porter's 5 forces, namely: **buyers, suppliers, existing competitors, substitutes and new entrants** gives us a glance of how saturated a market is. This helps us predict the viability of a product.

The three markets were analysed using Porter's 5 forces and then plotted on a scale of opportunities from high to low.

Porter's 5 Forces: Air Travel

High opportunity

Wide spectrum of **suppliers** at air travel; gov, retail, IT, designers, etc

Existing services are extremely improve travelers experiences

Core **buyers** might be limited by travelers only. But investors might serve as other sources of revenue stream.

For **substitutes** like another transportation, time is still a challenge.

New entrance has low opportunity, so far; the airport is the only way to travel

Low opportunity

Porter's 5 Forces: Immigration

High opportunity

Substitutes like education programs create opp. for young adults that lead to adaptation to a new environment and job opp.

Existing services that provide limited opp. that still follow suppliers capabilities

Buyers are limited to only interested individuals/families that are considered immigrant

New Entrance allows opp. To increase awareness, rights and aid for immigrant supporting existing businesses

Suppliers limit their support based on regulations placed to have better control of distributed assistance

Low opportunity

Porter's 5 Forces: Life Management

High opportunity

Latest technology provides new opportunities for **new entrants** in this market

Large number of **substitutes** are present but no dominating competition

At the **suppliers** stage, market still relies on knowledge as main resource, so no additional resources

The **existing** services are all around experts, people do not trust amateurs

Everyone needs decision-making and life management. Low opportunity in terms of increasing **buyers**

Low opportunity

Decision Matrix

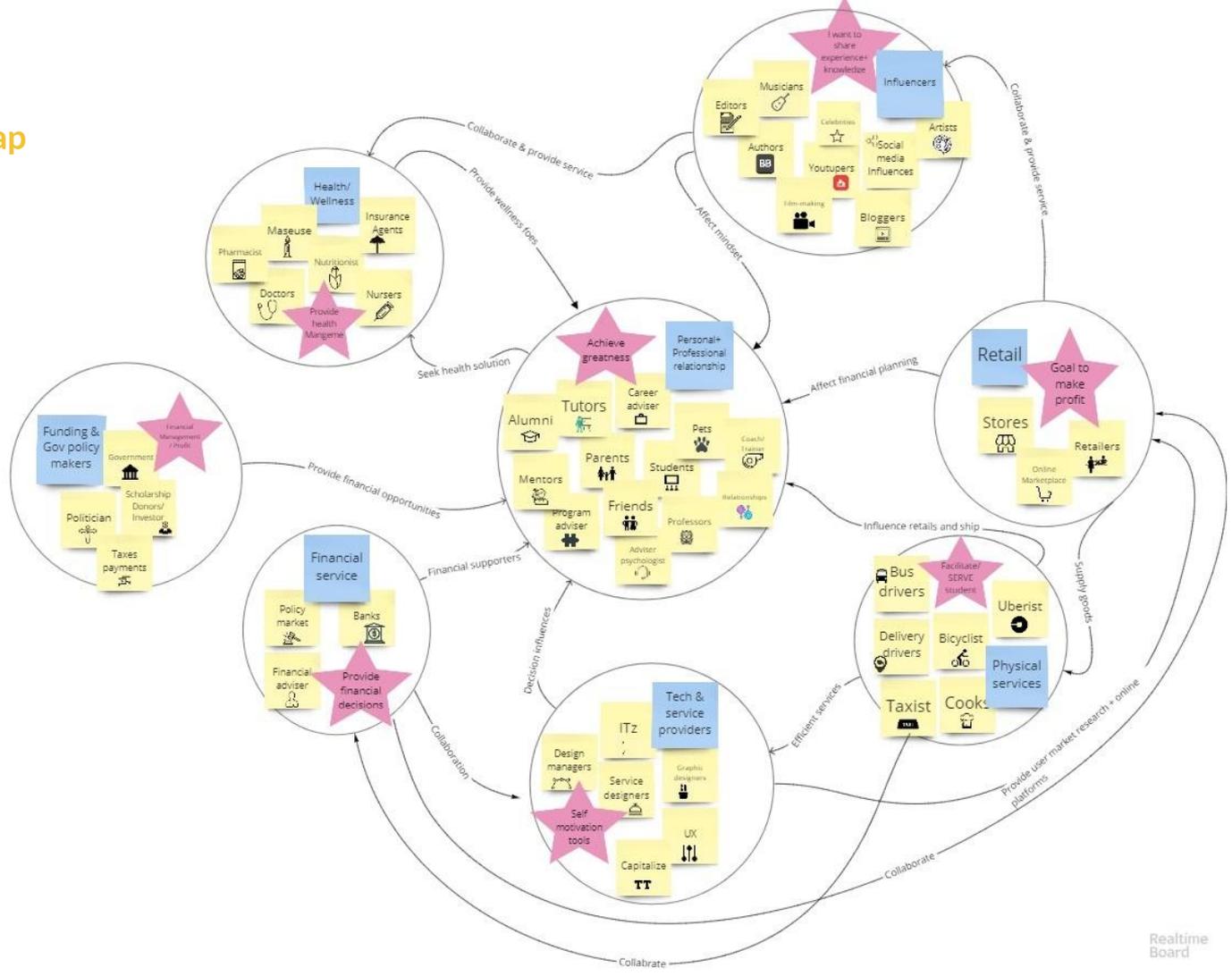
The decision matrix directed the projects focus into what concept would be more feasible. We evaluated the impact of each market on people and environment, how profitable could our innovation be, how accessible the stakeholders were (for the purpose of design research) and the team's preference towards a topic. Each evaluation was scored on a scale from 1 to 5.

The decision matrix helped us decide the final topic for the purpose of this project: Life Management.

	 People	 Planet/ Environment	 Profitability	 Accessibility	 Team preference	 Total
Life Management	5	4	4	5	4	22
Immigration	4	4	2	3	3	16
Travel	2	2	5	3	4	16

Stakeholder Map

Life Management



airline operators
Working Wall

airline
pilots
airport
ground crew
security
pilots

comfort providers

musician
pilots
navigators
accessibility
assistants
flight
attendants
cabin
crew
food
company
providers
traveler

individuals

business
manager
(home
trip)
business
communities
activists
summers

immigrant community

plants
colleges/
universities
international
professionals
college
staff
international
students
tax payers
citizens
Professors
immigrant
families
athletes

tour

military

hikers

racist/
discriminators
politicians
citizens

explorers/travelers

businessman
animals
college
students
venture
capital
family
traveler
professionals
marketing
employers

entertainment

podcast
listeners
musicians
actors
filmmakers
news
reporters
writers
podcast
producers
musicians
actors
filmmakers
news
reporters
writers

regulators

law
makers
lawyers
ICE
police
military
TSA
security
border
patrol
politicians

designers

industrial
designer
creative
designer

executioners

ADS
(advertisers)
producers
graphic
designers
IT
video
makers
media
corporations

financial supporters / humanitarian supporters

investors
non-profit org
charity
fundraisers
filmmakers
(documentary)
volunteers
event
planners
donors
air transporters

Working Wall

accessibility

value

Life Manager

flexible/availability

Easy access to find/distribute info

popular trends

stabilized relationships

learning usable skills

self care

exchanging experience for decision making

control over financial

highly profitable

highly influential

goal achievement

accessibility 5-1

Travel experience

-ve
Security/safety

entertainment

Value 5-

immigratory

relationships built

relationships

Accessibility services available (P)

accessibility

Value

awareness of laws

accessibility to temporary needs

Easy access to find/distribute info

flexible/availability

cultural representation

safe security

citizen

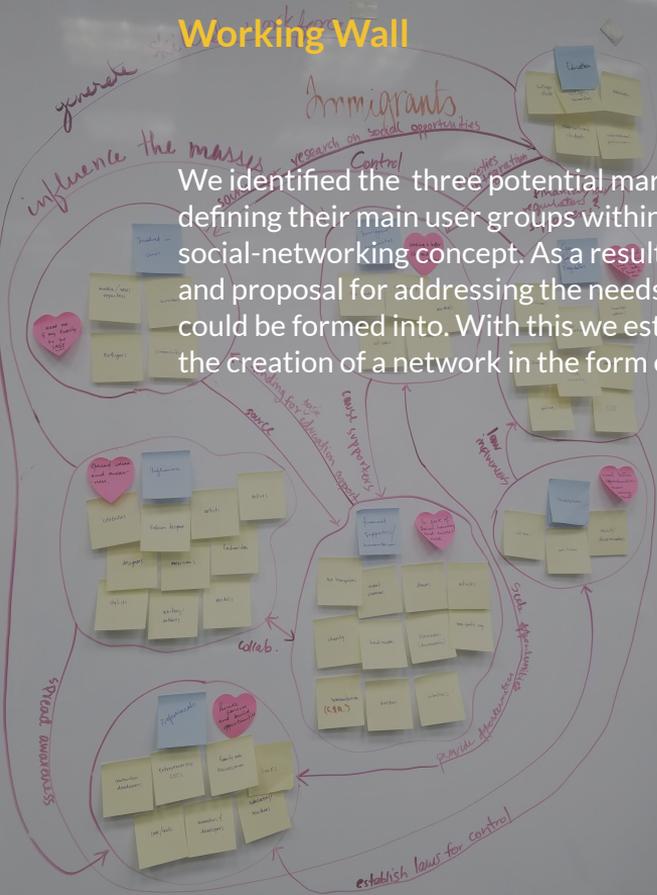
equitable learning

stability

job availability

Working Wall

We identified the three potential market segments for our social network by defining their main user groups within each market segment for each social-networking concept. As a result, we ended up creating a research plan and proposal for addressing the needs of the segment for which a creative brief could be formed into. With this we established a design strategy, which outlines the creation of a network in the form of a creative brief.



Life Management

Life management is about creating the right balance between personal goals and relationships. This includes various aspects of life such as health, finance, time and stress management.



Creative Brief

What is the problem identified?

People can't seem to balance their priorities in life. Being to user's lost connection with close relationships or social network relations; to their completion of tasks and achievements at work or personal life.

Who are the users?

The focus on individuals in need of management will benefit the most out of services providing them with tools and techniques to can be apply to their lives for improvement.

Why are we doing that?

Everyone has 24 hours in a day. Why is it then that some people are really successful and some aren't? Why is it that some people, even with limited financial resources, still make it big? We feel that everyone can achieve their dreams if they activate, manage and prioritize certain aspects of their life properly; leading them to reach their full potential and success.

Where will research apply?

The research will apply within the Savannah, GA community.

Creative Brief

Problem Statement

In the present day and age, when everything is progressing so aggressively, it's really important to manage your personal health and relationships in order to focus on your chosen career paths and goals. Although we have many tools to make the right decisions and many services to have good mental state of well-being, most people find it difficult to maintain a work-life balance. This in-turn hampers our social relationships which can also affect our mental health. And the cycle of problems continues. **How can one escape this cycle of life 'mismanagement' to focus on their ambitions and goals?**

Opportunity finder

Life management can be an applied tool adaptable to people around the world. With the right motivation, proper tools and easy understanding, people will be able to strategize their workload, social relationships and personal needs to provide the right focus for success. The extent of how people prioritize and organize their choices can affect their outlook in life. If done right, no dream will be too far to reach.

How Might We...

How might we use design tools to help young driven individuals balance their personal relationships and future goals?

- 1 How might we help students make the right decisions?
- 2 How might we provide information to young professionals to be successful?
- 3 How might we motivate individuals to complete their goals?
- 4 How might we encourage students to experts to reach out to mentor and advisers?
- 5 How might we provide young professionals with a structure for financial stability?
- 6 How might we help individuals track and manage their time wisely?
- 7 How might we improve individuals work/study and social balance?



PRIMARY RESEARCH

Surveys/ Interviews

Life Management Survey

The survey results provided an 53.1% of females and 46.9% of males, high rate of the ages of 25 between 34 (53.1%), second highest ages between 18 to 24 (42.2%) and lower rate of ages 54 and up.

While 53.1% believed financial status affected their decision making, only 7.3% of the people said that they took regular financial help.

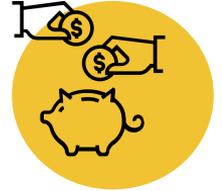
75.7% people said that their decisions depend on their mental health status. In contrast, people value most relationships with a 31.3% in comparison to managing their finance in their life with a 17.2%.

And 60.9% of people helped make the right decisions based on their personal knowledge and goals while 18.8% help them decide based on their financial stability.

22.8%



17.2%



31.3%



18.8%



64 Participants

Survey Results

“How can one maintain a balance between relationship and goals?”

“How does your mental health status affect your decision making?”

“Do you believe you have a balance between your goals and your relationships?”

“Does your financial status affect your decision making?”

“What is the most important thing in your life?”

“How often you ask your friends/ family members/ close-ones to help you make a decision?”

“How often do you plan for your goals?”

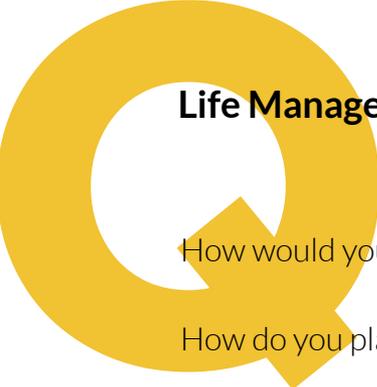
“Everyone has 24 hours in a day. Why do you think is it then that some people are really successful and some aren't?”

Life Management Interview Questions

Interview gave insights from people's background and perspectives in active duty, professionals career and students.

Most of the insights related to their lack of **health instability, time, financial** and **social management** challenged within their work environment and their personal life to make the right decisions. As a result, their goals would differ in changing or prevent them from achieving it.

6 Participants



Life Management Interview Questions

How would you define life management?

How do you plan your goals in life?

How do you plan on achieving your goals?

What obstacles are you facing? How do you deal with it?

What helps you to make the right decisions? (time mgmt, relationships, Health, financial, goals, beliefs/ethics, knowledge)

Based on the last question, what do you value the most when making choices for important thing in your life?

What makes you try to balance your financial status and life's goals? Does your financial status affect your decision making?

Tell me about a challenge in which you faced when managing your finances?

Have you faced a hard time about a health issue you had/have and made you worry on how this might affect you in other areas? How did you deal/dealt with it at that time?

How does your mental health status affect your decision making?

How do you feel when close relationships help you make decisions?



Life Management Interview Questions

How often do you ask your friends/ family members/ close-ones to help you make a decision?

Do you plan ahead? If yes, how often? Ask details.

How often do you have a B plan for unexpected results?

Everyone has 24 hours in a day. What do you think is it then that some people are really successful and some aren't? Ask details.

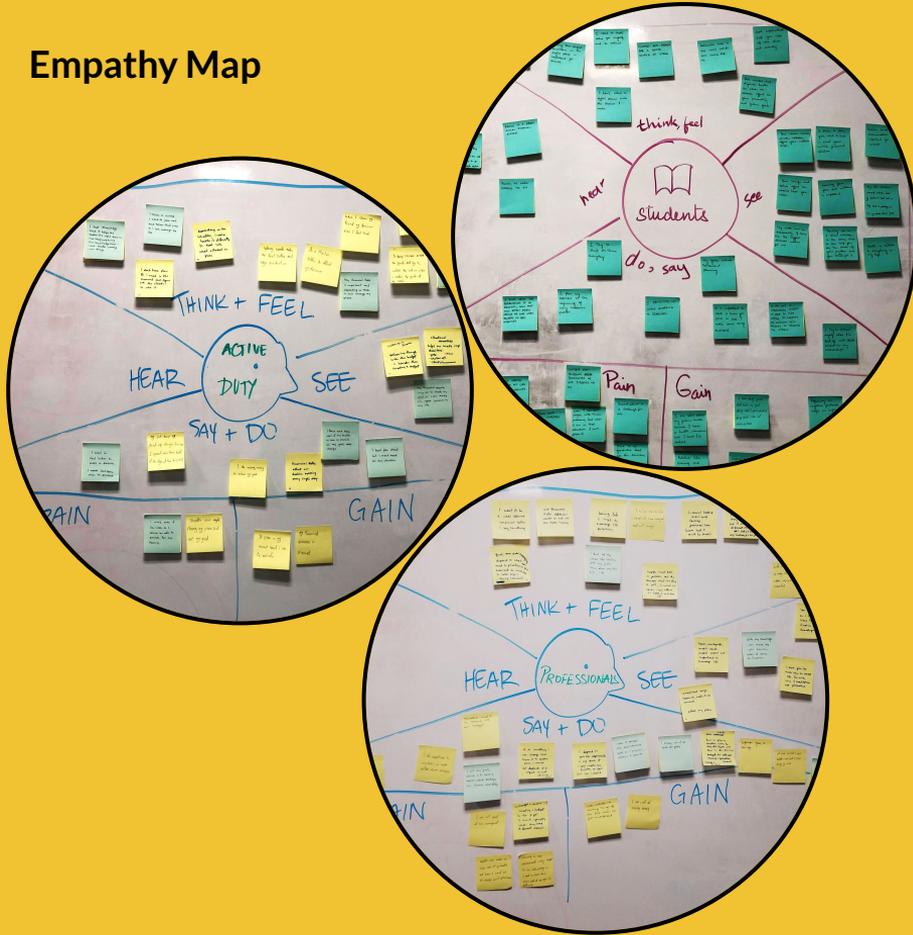
How do you manage your financial goals?

A person is sitting at a desk in a dimly lit room, looking down at a laptop. The laptop is covered in various stickers, including 'git', 'node', 'NODE', 'SECURITY', and 'HTML'. The person has their hand on their forehead, suggesting they are deep in thought or frustrated. The background is dark and out of focus, showing a desk with a cup and some papers.

USER INSIGHTS

Empathy Map/ User Profiles Insights/ Personas/ Working Wall

Empathy Map



Empathy map is a tool which used to organise insights from primary research data.

Each user group has its own empathy map. The respective user data is mapped on a chart consisting of the following sections: what users **think and feel**, what users **hear from others**, what users **see** and what users **say and do**.

On the bottom of the chart there is a **gains and pains** section where data about users' relievers and frustrations are respectively mapped.

This data is then clustered to give us emergent insights about the user. These insights are then translated to form user-centered **personas**.

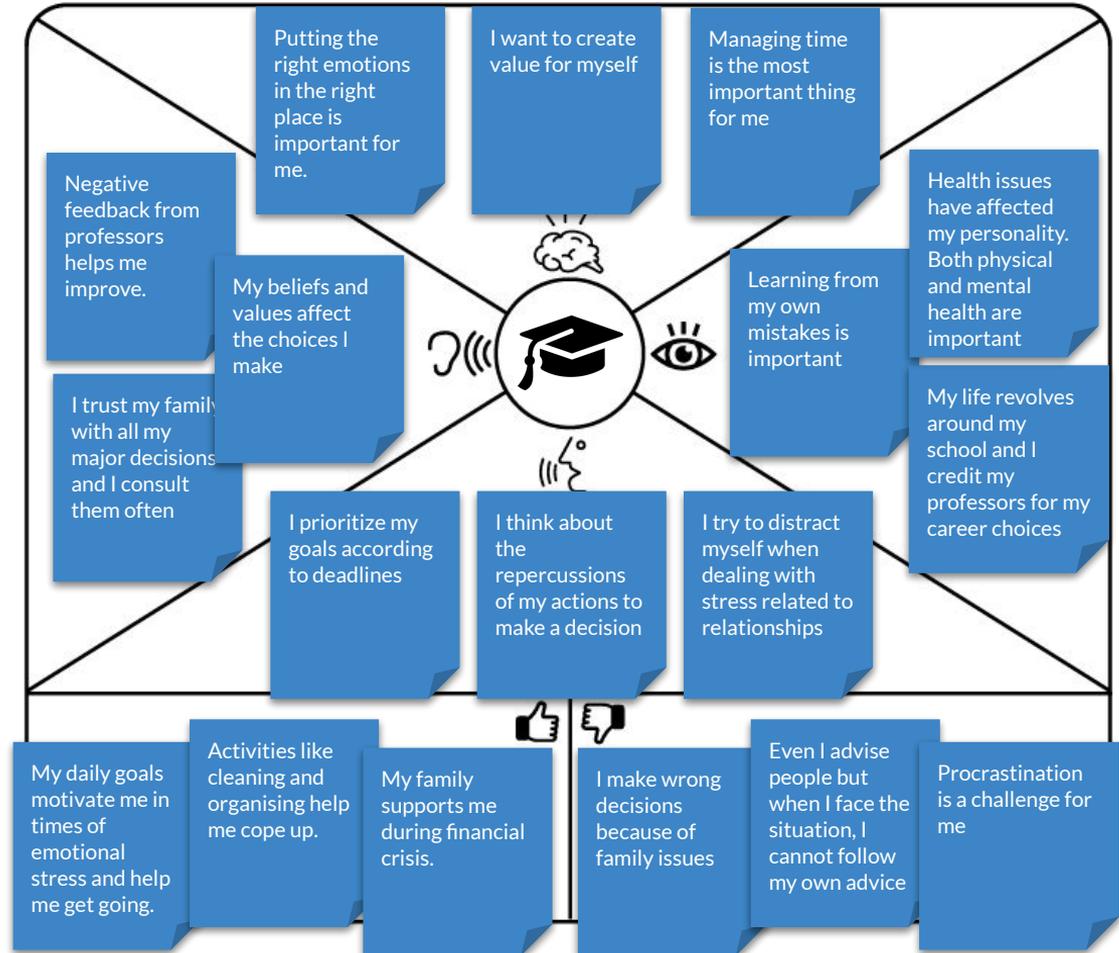
Insights: Students

Key Insights



Other Insights:

- Health is a major source of stress for me
- I don't want to affect others with my decisions
- Good relationships help you cope up with stress and anxiety.
- Exercising helps me stay physically and mentally healthy.
- I try to sleep on time everyday



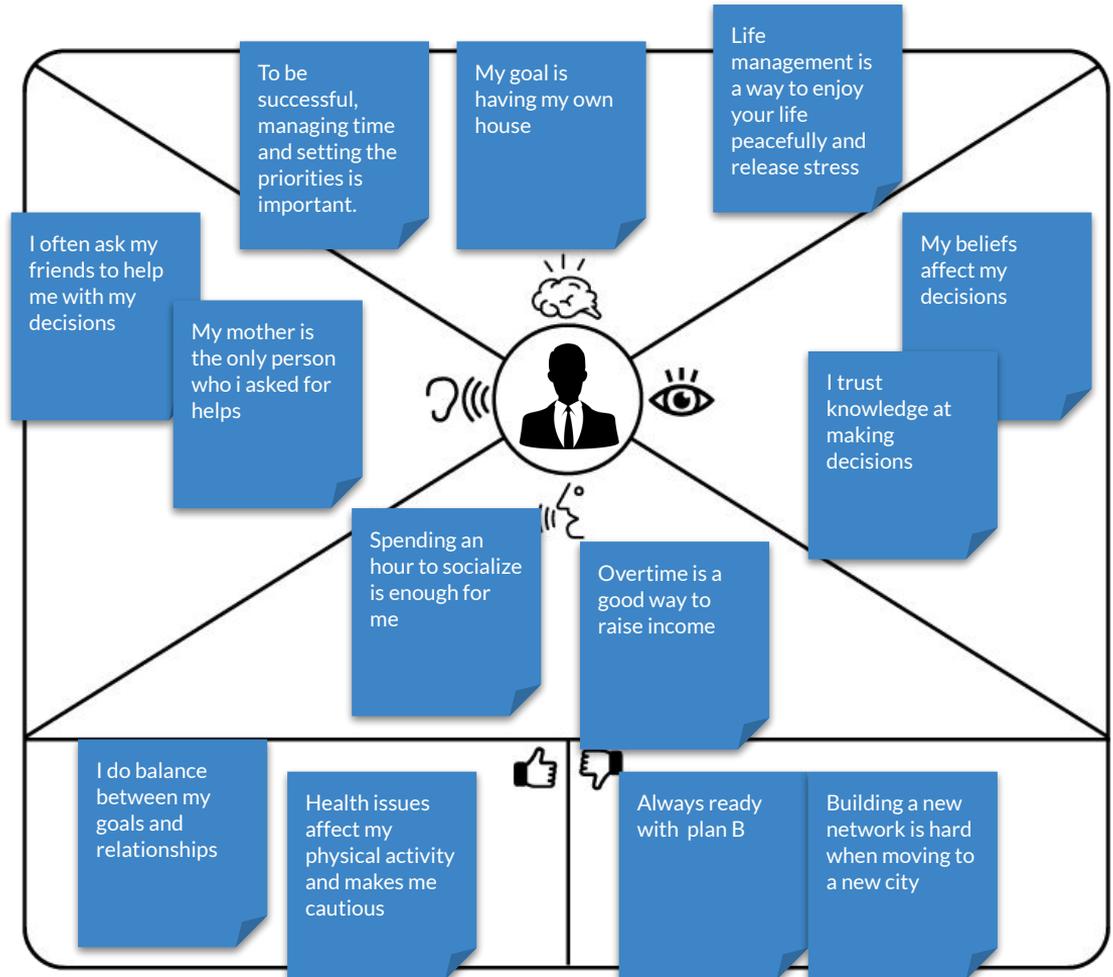
Insights: Professionals

Key Insights



Other Insights:

- Setting long-term goals
- Financial planning
- Health concerns
- Guiding idea & success
- Prioritization
- Do not trust friends
- The reputation is important at my work
- Time and money both affect



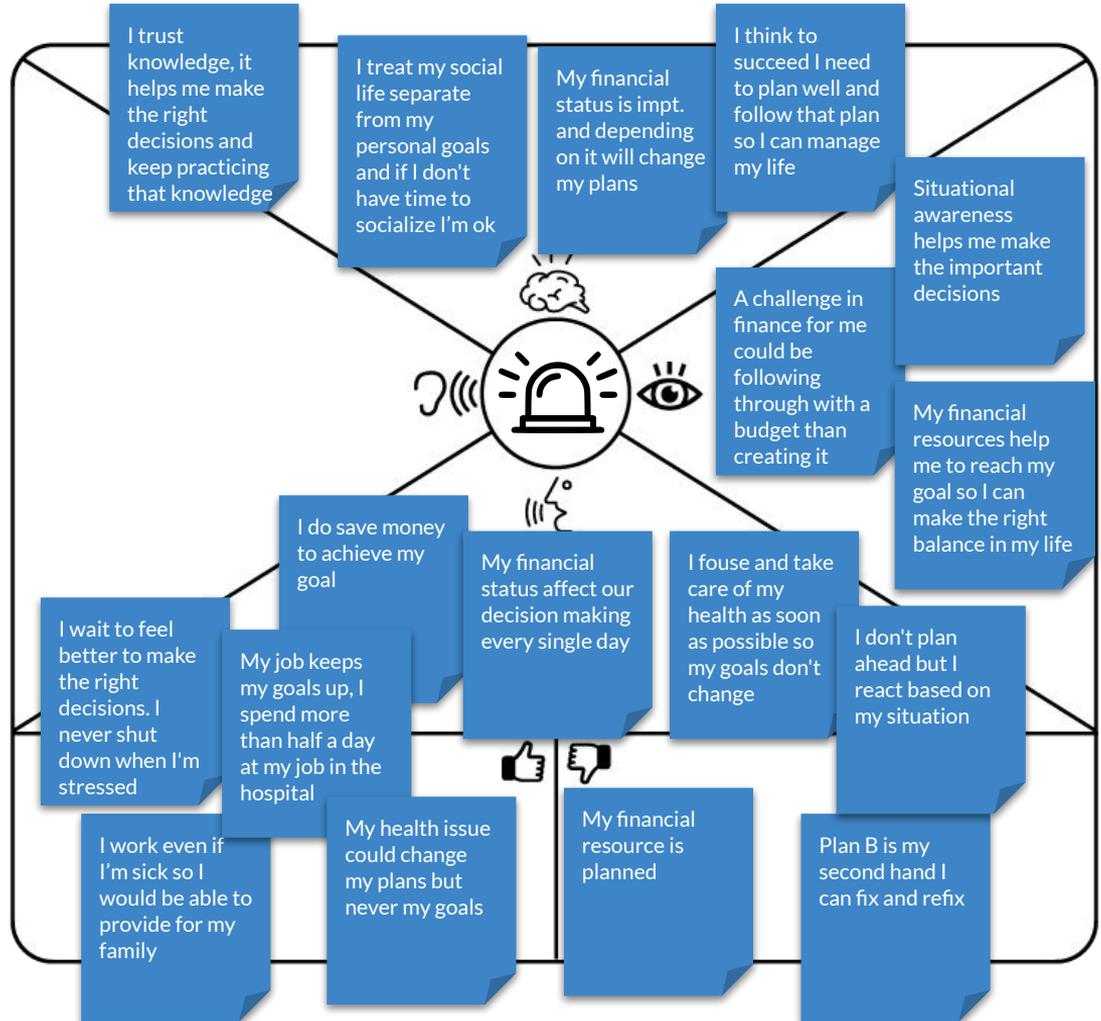
Insights: Active Duty

Key Insights



Other Insights:

- Work oriented
- Face problems/solution react
- Health concern
- Financial influenced
- Anti-social life
- Planner & applier
- Trust knowledge
- Keep practicing skills
- Need break to recharge
- Follow their belief





Ben

Age: 23 years old

Occupation: MS Student at Georgia Tech

Status: In a relationship

Location: Atlanta, GA

Bio:

Ben is an ambitious student and has serious goals for his future. However, a series of medical issues since the last 5 years have destroyed his personality and self-confidence. He is in a constant state of stress and anxiety which has impacted his performance at school and his social relationships especially with his girlfriend and parents.

Goals:

- Maintaining health
- Excel at his field
- Build back some confidence
- Balance between student work and personal relationships

Expectations:

- A break from stress
- Better social interactions

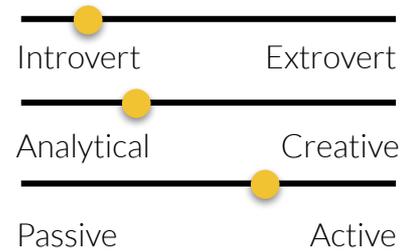
Frustrations:

- Keeps getting sick
- Stress and anxiety
- Cannot keep up with his college projects
- Growing distance with his girlfriend

Motivations:

- Ben is graduating in a year to become a data analyst
- Future with his girlfriend
- Currently, he has a stable health.

Personality:



Relievers:

- Weekend hangouts with friends
- Caring parents
- Career advisors at college

Tasks:

- Working on a data-mining project that he can showcase at the career fair.
- Online public-speaking course
- Go out with girlfriend thrice a week



Ruh

Age: 20 years old

Occupation: Undergrad

Status: Single

Location: Portland, Oregon

Bio:

Ruh is a cheerful and active young individual who has just started undergrad college (journalism and media) in Portland, Oregon. She has lived in Portland ever since she was brought to the US by her parents. She is an empathetic individual who uses her emotions to think. These emotions can at times become overwhelming but at the same time she values them. She believes putting the right emotions in the right place can help her succeed in life.

Goals:

- Good grades
- A stable relationship
- Balancing the time between friends, boyfriend and family

Expectations:

- She wants her boyfriend to give her more time than he does, at the same time she understands that his life is probably much more hectic than hers.
- Her parents should understand she's not a kid anymore.

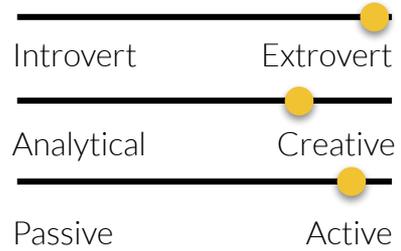
Frustrations:

- Overbearing expectations from relationships.
- Health concerns
- Parents and family who don't understand how busy the new college-life keeps her.
- Time-management

Motivations:

- She wants to be a loving partner and a caring child.
- She is determined to become a social activist.

Personality:



Relievers:

- Her boyfriend is as serious about their relationship as her.
- Her best-friend, Maria, who always gives her the right advise

Tasks:

- Daily chores
- College assignments
- College parties
- Family time



Ibrahim

Age: 43 years old

Occupation: Faculty member at Computer since college

Status: Married

Location: Saudi Arabia

Bio:

Ibrahim has spent most of his life amidst computers and books. His work experience is about 17 years in the education sector. He is a logical thinker. At a social level, he is eager to accept a friend's invitation but he's probably the first person to leave a party! However, he prefers to socialize digitally, he is an avid Twitter user. He often asks his friends for advice. Life management for Ibrahim is a way to enjoy his life.

Goals:

- Build his own house
- Research in computer science
- Be financially secure

Expectations:

- Weekends are for rest
- Social life is going easy
- Having another income resource before retirement

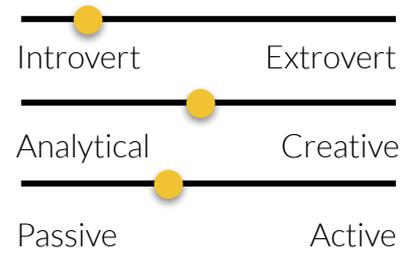
Frustrations:

- Time management
- Moving to a new city means start from ZERO
- Sparse social life

Motivations:

- Reading articles
- Watching News
- Goal setting
- Financial planning

Personality:



Relievers:

- Limited but trustworthy friends
- Trust in his own knowledge
- Loves his job and his never-ending thirst for research.

Tasks:

- Teaching
- Research adviser
- Twitter



Mohammed

Age: 32 years old

Occupation: Nurse at Obstetrics Hospital

Status: Married

Location: Saudi Arabia

Bio:

Mohammed has 10 years of work experience, he is currently practicing his nursing skills. Work is greater than social life for him. It's okay for him if he misses a family gathering but he wishes to attend such events. Mohammed, naturally deals with unexpected events. He trusts only his close friends with his career decisions. Mohammed has a planned financial resources.

Goals:

- Secure career
- Financial security

Expectations:

- He expects his family to understand the limitations of his profession.
- Concrete financial planning
- Family's support in decision making

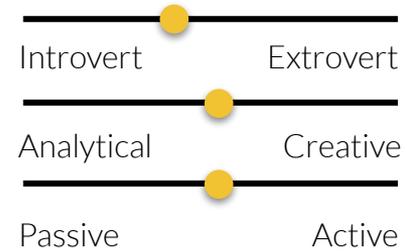
Frustrations:

- Cannot devote a lot of time for his family.
- Missing out on his social life

Motivations:

- Cherishing the little family-time that he gets to enjoy
- Revisit his goal-list and see where it goes

Personality:



Relievers:

- Taking a break
- Creating a secure future for his family.

Tasks:

- Nursing
- Taking care of my family
- Learning new skills



Farah

Age: 24 years old

Occupation: Graduate student at HRM

Status: Single

Location: Milan, Italy

Bio:

Farah's life revolves around her school. She trusts her graduate advisor for decisions related to her career. She lives with passion of learning from her own as well as others' mistakes. Farah is confused about her direction in life. She keeps looking for inspiration from others around her. Farah believes that it is okay to not have a direction in life at 24, some people get it early and some don't. She's a fun-loving, social person.

Goals:

- Find a job related to her major
- Financial security
- Attend Tomorrowland Festival

Expectations:

- Learning faster
- Time management
- Make a right decision for her career when the time is right

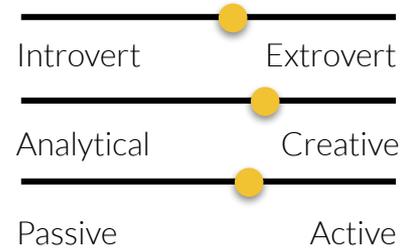
Frustrations:

- Making mistakes
- No time for hobbies
- Connecting with family

Motivations:

- Positive feedback from professors
- Gym
- Inspiration from her peers

Personality:



Relievers:

- Her great friend circle
- Talking to others and making new friends
- Work-out sessions

Tasks:

- Assignments
- Stay in touch with here family
- Attending social events



Maria

Age: 26 years old

Occupation: Police Law Enforcement

Status: Single

Location: Orlando, FL

Bio:

Maria is a hard working young professional coming from a low income family. Her whole life she's struggled to balance her personal and professional life due to inconsistencies in her time and relationship management by working long shifts at her job in the station.

Goals:

- Time management
- Become a professional
- Pass her bar tests
- Get a position in forensics
- Have someone to rely on

Expectations:

- Financial stability
- Accessible resources to do her job
- Learning opportunities
- Build meaningful relationships

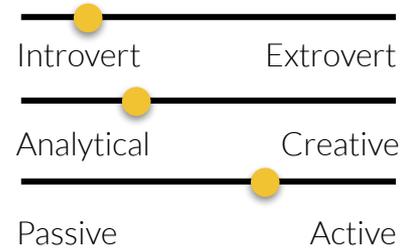
Frustrations:

- No debrief on forms
- Not a lot of family time
- Can't go out and have fun
- Working overtime
- Working long shifts

Motivations:

- Income
- Meeting new people
- Interesting cases
- Out of office activities
- Promotion

Personality:



Relievers:

- Being with family
- Taking care of her grandma
- Breaks at work

Tasks:

- Enforce safety
- Review/update tasks chart
- Make rounds
- Assist law enforced procedures



Aya

Age: 34 years old

Occupation: US Air Force Military

Status: Divorced

Location: Colorado Springs, Co

Bio:

Aya is a determined US Air Force Military worker with many goals. Her impulse to be a workaholic and make plans only in the moment led her to a divorce and distanced her from close friends. Now she's trying to fix her relationships and learning to balance her goals and relationships with her friends.

Goals:

- Get promoted in her ranks
- Get award
- Travel
- Take time off
- Make new friends

Expectations:

- Making better decisions
- Having stronger bonds
- Improving in her career while balancing her social life
- Taking it easy at working

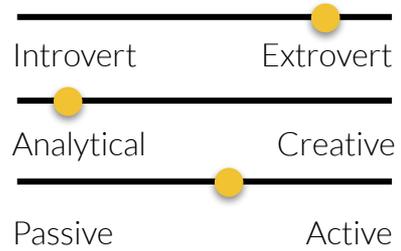
Frustrations:

- Taking PT tests
- Not taking sick days or days off to relax
- Maintaining relationships
- Not having a plan b
- Working long hours

Motivations:

- Motivative feedback
- Support from others
- Comfortable environment
- Eating healthy
- Promotion
- Being busy

Personality:



Relievers:

- Workout
- Go out
- Engage in a hobby

Tasks:

- Do assigned daily tasks at job
- Managing cargo
- Review/update tasks chart
- Exercise



João

Age: 28 years old

Occupation: Homemaker

Status: Married

Location: Los Angeles, Ca

Bio:

João is a recently stay-a-home husband who seems to hold his household's best interest at heart. His role is to not only support his spouse's needs in their personal life but also provides a strategic management for his spouse's job work load. His focus is to maintain their relationship strong and support his spouse's success.

Goals:

- Getting a house
- Setting long-term goals
- Moving to a new city
- Have family vacations
- Starting a family

Expectations:

- Building up their savings
- Paying off debts ahead of time
- Focus on family
- Stronger bond
- Happier married life

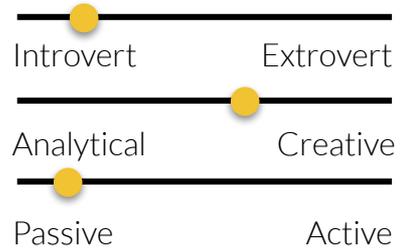
Frustrations:

- Planning
- Budgeting for different interest
- Staying on budget
- Unexpected expenses

Motivations:

- Holidays
- Spouse's days off
- Road trips
- Quality time together
- Partner's happiness

Personality:



Relievers:

- Spending time with his wife
- Sharing happy moments together
- Going out

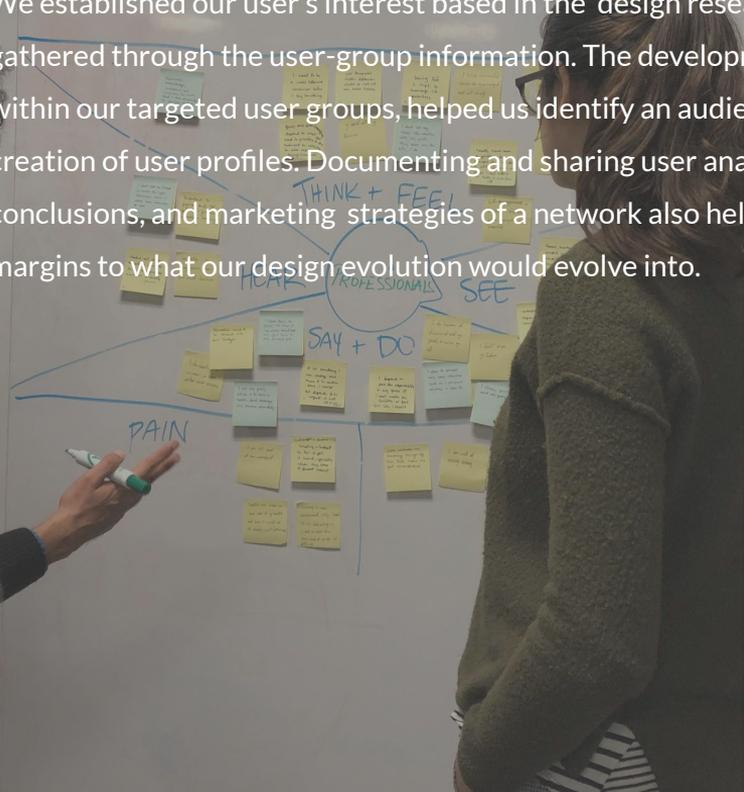
Tasks:

- Household budget
- Save money
- Lists needs
- Prioritizing
- House chores
- House maintenance

Working Wall

- Professionals
- financial planning
- goal setting
- health concerns
- guiding idea of success
- social life and goals

We established our user's interest based in the design research that was gathered through the user-group information. The development of the personas within our targeted user groups, helped us identify an audience through the creation of user profiles. Documenting and sharing user analysis, insights, conclusions, and marketing strategies of a network also helped creating the margins to what our design evolution would evolve into.



A woman with curly hair, wearing a white blazer over a dark top, stands in a meeting room. She is pointing her right hand towards a wall covered in numerous sticky notes. Two other people are seated at a table in front of her, looking towards her. The man on the left is wearing glasses and a suit. The woman on the right has blonde hair. The room is dimly lit, and the overall atmosphere is professional and collaborative.

DESIGN INSIGHTS

Affinitization/ Design Insights

Affinitization

Affinitization is a design research process that is used to find emergent user insights and develop a design criteria.

All user observations from primary research laid out in a random fashion and then clusters are formed based on meaning behind those observations. The clusters are then iterated and reiterated so that they lead us to emergent insights coming directly from the users.



Design Insights

**MUST
HAVE**

Being Heedful

**SHOULD
HAVE**

Thirst for knowledge

Emotional control

Financial stability

Goal prioritization

Maintaining professional
relationships

Trusted Advice

Taking time off-work

Creating value

**NICE TO
HAVE**

Minimize distractions

Persistence

Health

Coping up with demotivation

Serendipity

Dealing with crisis

Preparing for crisis

Design Insights

**MUST
HAVE**

Being Heedful

**SHOULD
HAVE**

Thirst for knowledge

Emotional control

Financial stability

Goal prioritization

**Maintaining professional
relationships**

Trusted Advice

Taking time off-work

Creating value

**NICE TO
HAVE**

Minimize distractions

Persistence

Health

Coping up with demotivation

Serendipity

Dealing with crisis

Preparing for crisis

13/16

user insights were directly linked to



mental health

Life Management Survey Insights



32.8%
Mental/
physical health
is most
important



31.3%
Personal
relationships
are most
important



25%
People don't/ rarely ask
others for advice

68.6%

Believe mental health
affects the decisions
they make.



MARKET ANALYSIS

Business Model Canvas / Competitors SWOT/

Competitor Exemplary Model Selection

100% responders
3\$ each
84% conversion rate
42,000



Admission Size 10000
Response Rate → 10%
(expect, how?)
Conversion Rate → 5.3%
average buyer purchase → \$16000

Duolingo Business Model

“We believe true equality is when spending more can’t buy you a better education”

-Duolingo Founders

Duolingo is a mobile and web app for **learning new languages** (24 languages).

It has a gamified user experience to help users learn a new language in a fun, interactive way.

The service is 100% free and ad-free. Duolingo relies on crowdsourcing **translations for** businesses to earn their revenues.

Users can take paid tests to earn a **certificate**.

It offers another service for **schools** to help students learn a new language.



Monthly active users:
25 million

Value:
\$700 million

Duolingo Business Model Canvas

<p>Key Partners</p> <ul style="list-style-type: none"> -Investors -Translation customers (CNN, BuzzFeed) -Partnerships (Uber) -Universities 	<p>Key Activities</p> <ul style="list-style-type: none"> -Creating and maintaining IT -Managing partners -Managing learning community -Managing Translations 	<p>Value Propositions</p> <ul style="list-style-type: none"> -Free service for learning -Interactive/fun -Motivative streaks -Informative -Easy accessible -Status/progress tracker -Collab/practice with others -Intuitive -Variety of languages to choose from -Task based by unlockable levels 	<p>Customer Relationships</p> <ul style="list-style-type: none"> -Community -Universities and schools -Self-service -News media -Newspapers 	<p>Customer Segments</p> <ul style="list-style-type: none"> -Mass market -Millennials -Intellectuals -Students -Travelers -Business people -Professionals Diversity culture integrators/seekers
<p>Cost Structure</p> <ul style="list-style-type: none"> -Fixed cost for premium/ free for non-premium -Partnership management -Business operations 		<p>Revenue Streams</p> <ul style="list-style-type: none"> -Provide language learning courses to universities and schools -Sell translations to businesses -Paid certificates recognized globally 		

Head Space Business Model

“Life is sometimes difficult. While we can’t control what happens, we do have the potential to transform the way in which we relate to those things.”

-Andy Puddicombe

Heads Space is a mobile and web app for people that can experience the benefits of **meditation** anytime, anywhere.

Headspace sessions are transmitted through: guided meditations, animations, articles and videos, all in the distinct Headspace style. Their mission is stated to improve the health and happiness of the world one day at a time.

They also offer **corporate wellness** to boost user growth in work spaces.

Business relies on **freemium model** for independent users and **subscription model** for businesses.



Subscribers (2018):
1 million

Value:
\$250 million

Head Space Business Model

<p>Key Partners</p> <ul style="list-style-type: none"> -Corporates -Meditation experts 	<p>Key Activities</p> <ul style="list-style-type: none"> -App development -Research and design -Customer service -Building relationships 	<p>Value Propositions</p> <ul style="list-style-type: none"> -Simple animations -Intuitive -Free Basics course -Annual Subscription -Accessible to anyone/anywhere -Reliable -Motivative -Lesson progress tracker -Performance attractive -Self-help -Self-care 	<p>Customer Relationships</p> <ul style="list-style-type: none"> -Atomization -Self-service -New topic/features -update 	<p>Customer Segments</p> <ul style="list-style-type: none"> -Stress relief seekers -Emotional/mental self-care -Help seekers -Wellness conscious -Students -Professionals -Workforce -Niche markets
<p>Key Resources</p> <ul style="list-style-type: none"> -Voice Actors -Digital Software -Audio software -Developers -Designers -Meditation experts 		<p>Channels</p> <ul style="list-style-type: none"> -App -Website -Advertisement (youtube,pop-up) -5 E's awareness in wellness 		

Cost Structure

- Fixed cost structure
- Wellness and self-care value driven

Revenue Streams

- Corporate wellness programs
- Subscription fixed month \$5 or \$8 or \$15 plan/ad free ongoing payment
- Counseling fee

Facebook Business Model

Facebook is an online social networking platform.

Facebook has a **multi-platform** business model for the facebook platform. It also owns other brands and platforms like WhatsApp and Instagram.

For revenues, it relies on selling data, ads and marketing solutions to help brands reach out to their customers.

It also offers various software development tools and cross-platform integrations for IT solutions.



Monthly active users:
2.27 billion

Value:
\$70 billion

Facebook Business Model

<p>Key Partners</p> <ul style="list-style-type: none"> -Instagram -Whatsapp -Buyer supplier relationship (users and companies/businesses)-source of info -Financial platform -Content partners 	<p>Key Activities</p> <ul style="list-style-type: none"> -Platform development -Technology development -Cross platform -Data management -Build algorithms <p>Key Resources</p> <ul style="list-style-type: none"> -Subsidiaries -IT infrastructure -Developers -Designers -Data storage -Platform 	<p>Value Propositions</p> <ul style="list-style-type: none"> -Communication platform -Social and career networking -Sales platform -Ad platform -Planner/reminder -Free service -Expose -Info news -Entertainment -Customization of profile/personal information 	<p>Customer Relationships</p> <ul style="list-style-type: none"> -Community -Update/new features -Complementary services (insta/snapchat) -Assist you (reminders) <p>Channels</p> <ul style="list-style-type: none"> -App -Messenger -Website -Businesses -Social media -Ads -Pages 	<p>Customer Segments</p> <ul style="list-style-type: none"> -Mass market -Business owners -Organization groups -Corporations -Advertisers -Marketers -Developers
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Cost Structure

- Economies of scale (towards outsider businesses-gaming+ads)
- Data center management
- R&D

Revenue Streams

- Ads
- Gaming features (on going promotion payments)
- Payment revenues

Credit Karma Business Model

Credit Karma is a free online and mobile app that makes its users aware of their **credit score** and provides tools and personalized information to help them understand their credit score.

Business relies on **ads**. By assessing a user's credit reports, history and score, it suggests credit products.

Thus its revenues come from **tailored, targeted advertising for financial companies**.



credit karma™

User base:
80 million

Value:
\$4 billion

Credit Karma Business Model

<p>Key Partners</p> <ul style="list-style-type: none"> -Strategic alliance between non-competitors:banks, accounts, student loans, gov (Equifax, Experian, TransUnion) 	<p>Key Activities</p> <ul style="list-style-type: none"> -Credit status,tracker,score -Task tracker -Planner -Counselor -Account manager 	<p>Value Propositions</p> <ul style="list-style-type: none"> -Free service -Financial Status -Account manager(anytime, anywhere) -Self-problem solving -Accessible -Sync with all accounts -Personalized steps to improve your score -Free tax filing service -Improve on-time payments 	<p>Customer Relationships</p> <ul style="list-style-type: none"> -Personal Assistant -Self-service -Atomization 	<p>Customer Segments</p> <ul style="list-style-type: none"> -Adults -Elderly -Bankers -Accountants -Families -Professionals -Financial improve seekers -Financial conscious
<p>Key Resources</p> <ul style="list-style-type: none"> -Financial intel -Algorithms -IT -Customer service -Financial advisor/intellectual -Human/people 		<p>Channels</p> <ul style="list-style-type: none"> -App -Website -Ad(youtube/radio/pop-up) -Sign-up free (notification feedback email) 		

<p>Cost Structure</p> <ul style="list-style-type: none"> -Economies of scope (user's all account breakdown credit, management and easily accessible)
--

<p>Revenue Streams</p> <ul style="list-style-type: none"> -Targeted Ads -Lead generation

American Counselling Association (ACA) Business Model

ACA is a **not-for-profit** organization that is dedicated to the growth and enhancement of the counseling profession.

It partners with various counsellors, educators and lawyers to provide **counselling services**. It also hosts various counselling-related **events and conferences**.

Being a not-for-profit organisation, it relies mainly on **investors and donors** for revenues and spends mainly on **relationship-building and administration**.



AMERICAN COUNSELING
ASSOCIATION

Members:
150 million

Not-for-profit

American Counselling Association Business Model

<p>Key Partners</p> <ul style="list-style-type: none"> -Lawyers -Educators -Corporation 	<p>Key Activities</p> <ul style="list-style-type: none"> -Counseling services -Conference & Expo -Education -Training -Provide resources 	<p>Value Propositions</p> <ul style="list-style-type: none"> -Membership -Access to : Journals of consulting & development, job center, discounted educational courses, provide tools of consulting, participate at politics matter, be connected and build relationship 	<p>Customer Relationships</p> <ul style="list-style-type: none"> -Trust -Individualized services -Networking 	<p>Customer Segments</p> <ul style="list-style-type: none"> -Students -New professional -Professional counselors -Regular counselors -Retired counselors
<p>Key Resources</p> <ul style="list-style-type: none"> -Professional counselors 			<p>Channels</p> <ul style="list-style-type: none"> -Website -Social media -Physical location -Phone -FAX 	
<p>Cost Structure</p> <ul style="list-style-type: none"> -Value driven -Maintaining customer relationships 		<p>Revenue Streams</p> <ul style="list-style-type: none"> -Subscription -Ads -Donators -Investors 		

Evernote Business Model

Evernote is a tool designed for note taking, organizing, task lists, and archiving. **Evernote is designed to be a cross-platform/platform-independent tool.**

The value proposition consists of fast syncing and back-up so that users can access their notes seamlessly. Evernote has grown out to become **a productivity tool** from a note-taking tool.

Their capabilities extended in word recognition in specific words searches on scanned notes, making it the first company with this neat feature.

Revenues are generated from subscription model service for independent customers and businesses. It has proved to be an efficient **tool for developers and a great broadcasting service for newsletters.**



Monthly active users:
220 million

Value:
1 billion

Evernote Business Model

Key Partners <ul style="list-style-type: none">-Supported platforms (MacOS, Windows, iOS, chromeOS, blackberry 10, webOS)-3rd party app developers-Codecademy-Partnerships (Adonit, Moleskine, Post-It Notes, Samsung)-3rd party clients-Investors	Key Activities <ul style="list-style-type: none">-Software development and maintenance-Marketing and promotion-Customer service-Product updates	Value Propositions <ul style="list-style-type: none">-Everything, everywhere-Simple-Easy-syncing-Fast to use-Take notes- remember everything-Search through scanned notes	Customer Relationships <ul style="list-style-type: none">-Account management-Tech support-Online sync and backup-Integrations with browsers	Customer Segments <ul style="list-style-type: none">-Mass market-Companies who want collaborative tools-Developers
Key Resources <ul style="list-style-type: none">-Cross-platform integrations-Software-Data storage and management-Developers-Engineers			Channels <ul style="list-style-type: none">-App-Website-SDK-API-Gift cards	

Cost Structure <ul style="list-style-type: none">-Fixed cost structure-Operations and maintenance-Development and storage
--

Revenue Streams <ul style="list-style-type: none">-Free/ Premium/ Premium Plus plans

Competitor's Business Model

After evaluating and analyzing research behind the different competitor's business models in: finances, wellness, social support and task managers for people's everyday use in decision making.

Services like: facebook, Duolingo, Credit Karma, Heads Space, American Counselling Association and Evernote were noted to be reliable sources within our research based on their *user's task tracking, progress, organization and guidance*.

However, companies like Evernote and Heads Space stood out the most. They share common denominator of task management and mental health and represented a diverse set of usable techniques and strategies. As a result, we concluded in believing these methods could direct us into an innovative self-care business.



SWOT Headspace

Strength

- Simple interface
- Self-guided
- Segregated packs -stress, anxiety, relationship etc.
- Skills for VPAs
- World-of-mouth publicity
- Meditation --- as a part of their team

Weakness

- Interface is not customizable
- Marketing- not the focus currently
- Meditation is difficult to pick up as a habit by many people

- Corporate subscribers
- Trusting investors
- Diagnosis
- Electronic Health Record (EHR) system
- Growing demand for wearables
- Growing need for M.H
- Partnerships with other apps-Uber, Airbnb

Opportunity

- Calm- masterclass
- Calm- Sleep stories
- Calm's' cheaper yearly sub
- Physical meditation classes
- Meditation retreats

Threat

SWOT Evernote

Strength

- All platforms
- Search abilities
- Web clippers
- Fast
- Tags
- Partnership-Post-it, Uber, etc
- Business subscriptions
- Sharing notes
- Developer focused

Weakness

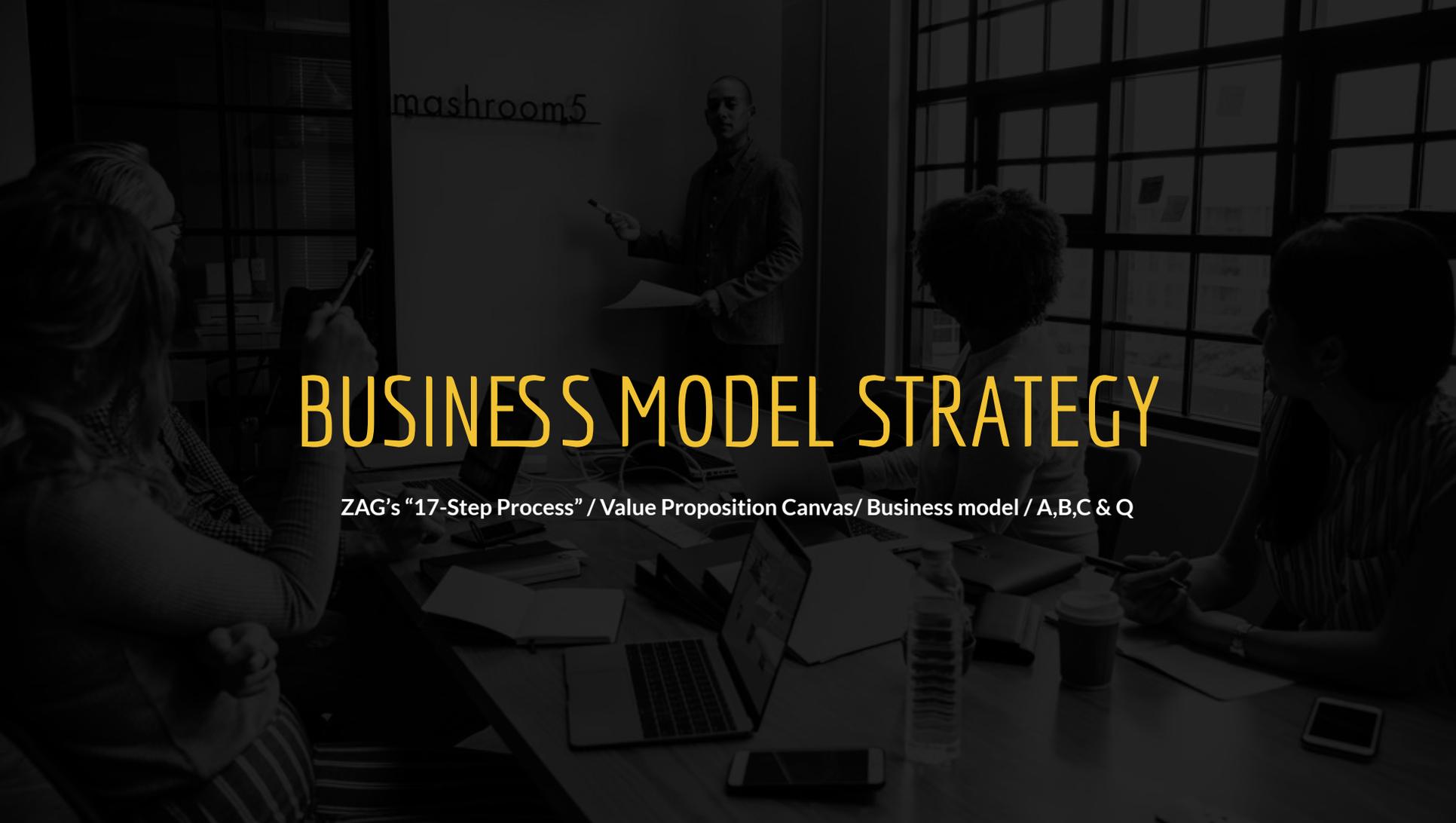
- Poor note-taking using a stylus
- Composition abilities
- Complex interface
- Security
- Management of notes
- Very diverse business - no focus
- User and market research

- Voice notes with research
- Search using images
- Integrating VPA
- Management tool
- Templates

Opportunity

- Cheaper/ free competitors
- Substitutes - Otter
- Microsoft OneNote has emerged as the main competitor from a giant.
- No tool for adding references

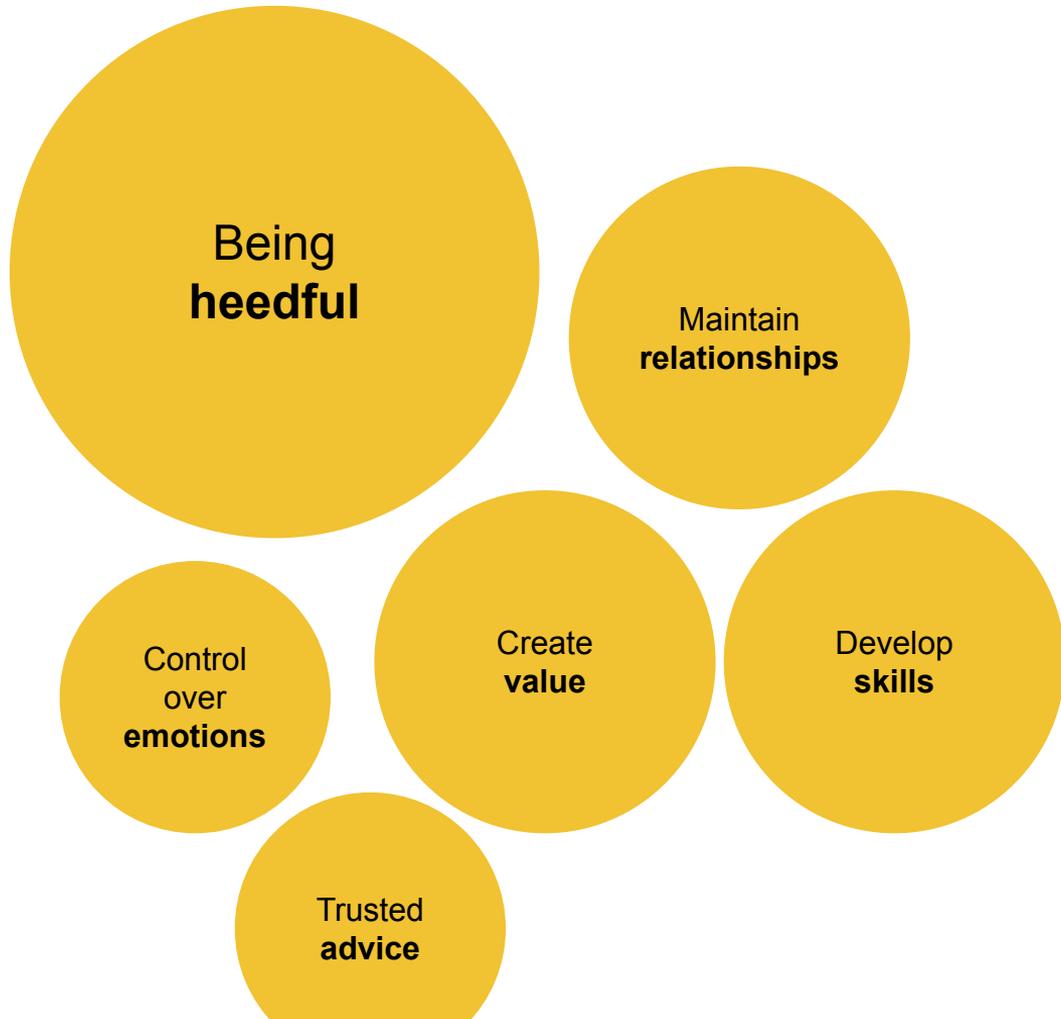
Threat



mashroom5

BUSINESS MODEL STRATEGY

ZAG's "17-Step Process" / Value Proposition Canvas/ Business model / A,B,C & Q



When we did our user research, which comprised mostly of students and professionals, we found out that people want to be in **control of their emotions**, they want **trusted advice**, they want to **develop more skills** and, most importantly, they want to be **aware of** how their decisions will affect **others** around them, whether its their family, their organization or the society.

1

Who are we? We are a group of people who share a common passion of empowering others.

2

What do we do? Make people control their life through social awareness.

3

What is our vision? Bring people together to foster social awareness so that they can take control of their emotions, goals and decisions. We see students and young professionals taking advantage of our service to unmask their inner leaders.

4

What waves are we riding? Self-care, self-learning, tech: AR, VR, gamified apps and platforms, social gatherings, demand for leadership, skills like empathy and social awareness

5

Who shares the brandspace? TED, HEADSPACE, CALM

6

What makes us the only? We are the only mindfulness service to provide social awareness for students in the U.S. To help them make better decisions in an era that demands global leaders.

7

What should you add or subtract? *Festival:* social awareness activities, gamified experience, inspiring stories from motivational speakers, therapeutic activities avoid formal counselling, unappealing, chaotic. *App:* stories from peers, communicative platform, tools for social awareness, avoid complicated interface, social network, sessions

8

Who loves you? Schools/Colleges/Universities, students, mental health experts (therapist/counselors/ psychologist/ psychiatrist), corporations and professionals

9

Who's the enemy? Rejectors of mindfulness: People who believe mindfulness for “non-monks” is nothing more than a fad.

10

What do they call you? Listen, Empathize, And Do it. We are LEAD.

11

How do you explain yourself? Take the lead, empower yourself.

12

How do you spread the world? School channels (campus ads, notice boards, radio channel), App, word of mouth, recommendation by professors, student associations, social Media

13

How do people engage with you? We sell our service to schools, colleges and universities who are our customer to promote this event as a social event within their campus. They encourage and recommend this service to their students who would be our end users. The students can use this opportunity to improve their mental health and develop mental skills to become better leaders.

14

What do they experience? *Festival:* [Day 1] Influential speakers, gamified learning, physical workshops. [Day 2] Therapeutic activities. *App:* social platform to share experiences and inspire people, self help guide on social awareness

15

How do you earn their loyalty? Mindfulness, schools/ Colleges / Universities

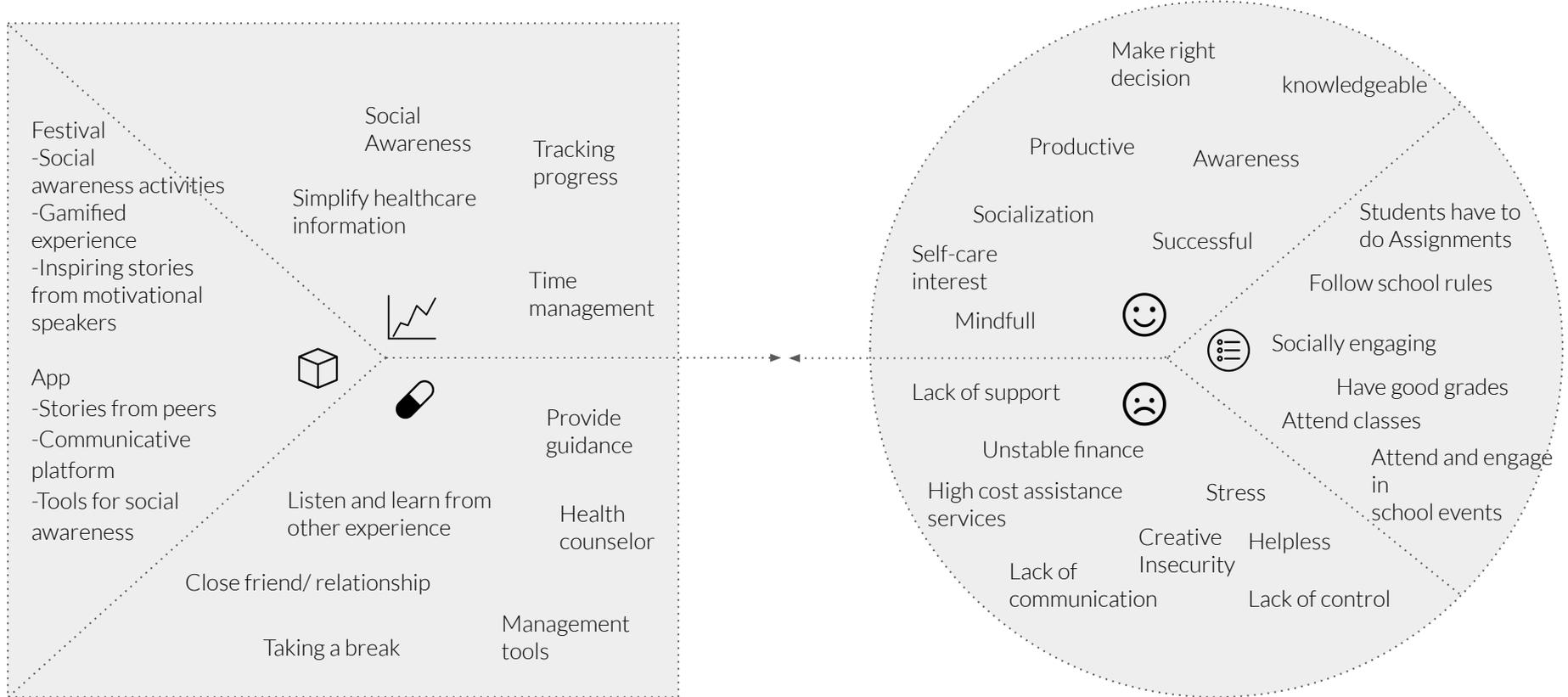
16

How do you extend your success? Lead will extend the event experience through the app. Starting with school, organizations, and community.

17

How do you protect your portfolio? Protecting user blogs to avoid cyber-bullying. Start with schools that value leadership. Have intellectual property protection

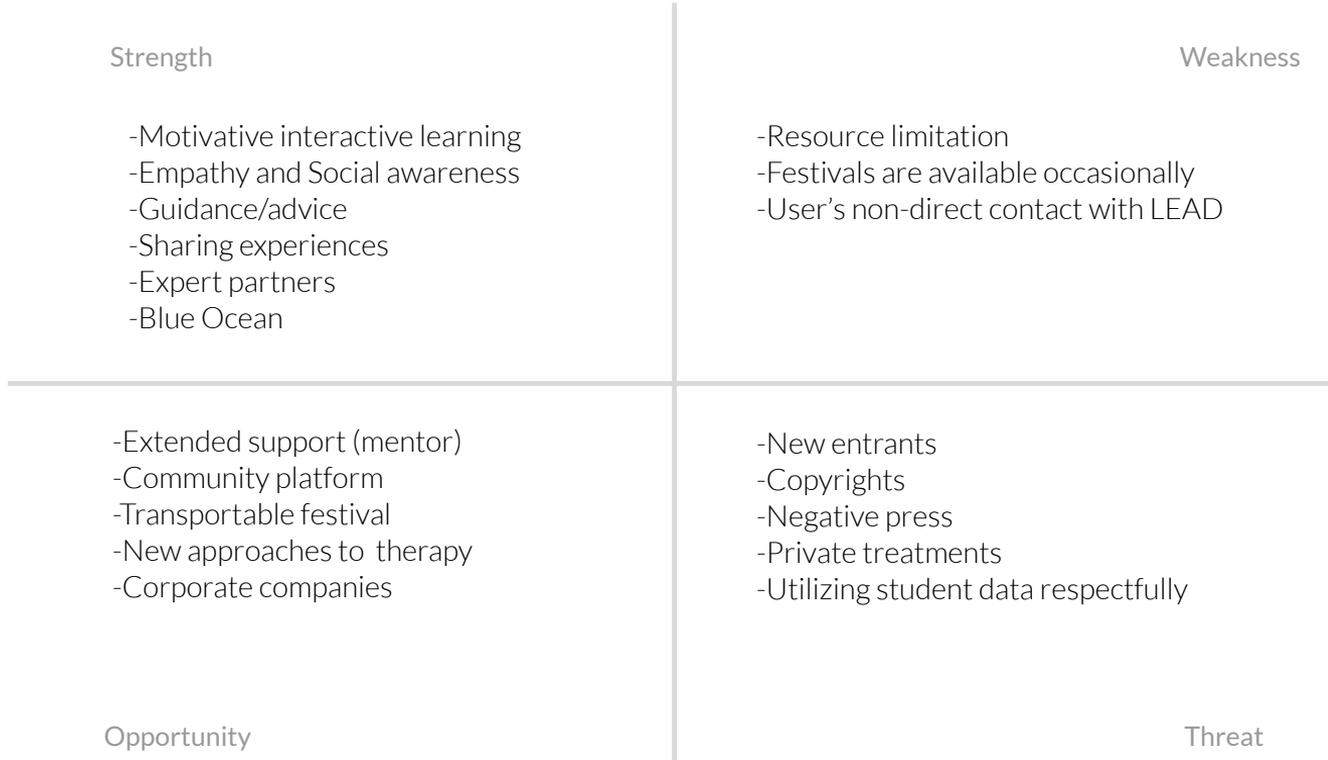
Value Proposition Canvas



Lead's Business Model

<p>Key Partners</p> <ul style="list-style-type: none"> -Schools/universities/colleges -Corporations -National Institute of Mental Health -Guest speakers 	<p>Key Activities</p> <ul style="list-style-type: none"> -Festivals -Platform to communicate -Data collected from participants -Develop App -Develop Activities 	<p>Value Propositions</p> <p>Festival</p> <ul style="list-style-type: none"> -Social awareness activities -Gamified experience -Inspiring stories from motivational speakers <p>App</p> <ul style="list-style-type: none"> -Stories from peers -Communicative Platform -Tools for social awareness 	<p>Customer Relationships</p> <ul style="list-style-type: none"> -Changeable activity variety -Self service virtual therapy -Collaborative community -Feedback 	<p>Customer Segments</p> <ul style="list-style-type: none"> -Universities / Colleges -(Students as end users) -Organizations -Mass market
<p>Cost Structure</p> <ul style="list-style-type: none"> -Value driven -Economy of Scale 		<p>Revenue Streams</p> <ul style="list-style-type: none"> -Subscription for Educational Facilities -Investors (health specialists) 		

SWOT





Initial offering.

Creating empathy, social awareness, skill develop and mental well-being for students within campus seeking guidance

Services:

- A gamified learning method
- Self awareness
- Social awareness
- Daily challenge scenario

Channels:

- App
- School campus advertisements



Extension of App feature.

University-specific peer-to-peer support community for inspiration and motivation consisting of professors, counselors, advisers and students.

Services:

- Blog post
- Video post

Channels:

- App
- School social media



From digital to physical learning.

Festival: a physical representation of the app. Learning skills at a school environment

Services:

- Step into others' shoes
- Food bring people together
- Musical therapy
- Personal development

Channels:

- App
- Word of mouth
- School campus advertisement



Extension beyond boundaries.

Extend this from school to companies, then to beyond communities world wide

Services:

- Develop empathetic AI for assisting mental well-being
- Specific therapeutic activities customized by region

Channels:

- App
- AR
- Word of mouth
- Social media
- Business to business

Research Results

The use of ZAG's "17-Step Process" to answer questions about the interested network at hand helped us define the nine building blocks to create a large-scale business model.

Evaluated the strengths, weaknesses, opportunities, and threats of the developed business model for the network. As a result, we ended up creating a pitch to potential clients and investors. This pitch reflected gaps in competitors' business models to our advantage.

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BRAND DEVELOPMENT

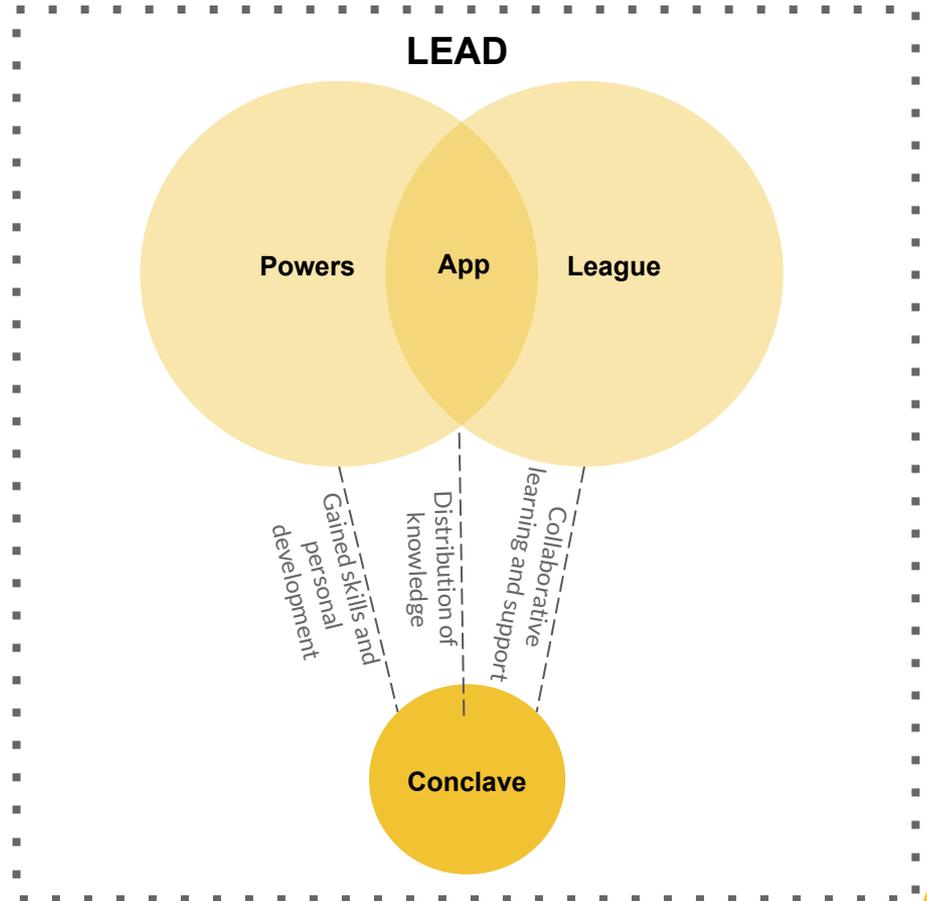
Brand Concept/ Brand Pyramid/ Mission & Vision/ Brand Logo/ Brand Experience/
Product Vision Board/ Value Proposition Canvas/ Empathy Map insights/ LEAD's
Impression to Memory/ User-journey

Brand Concept

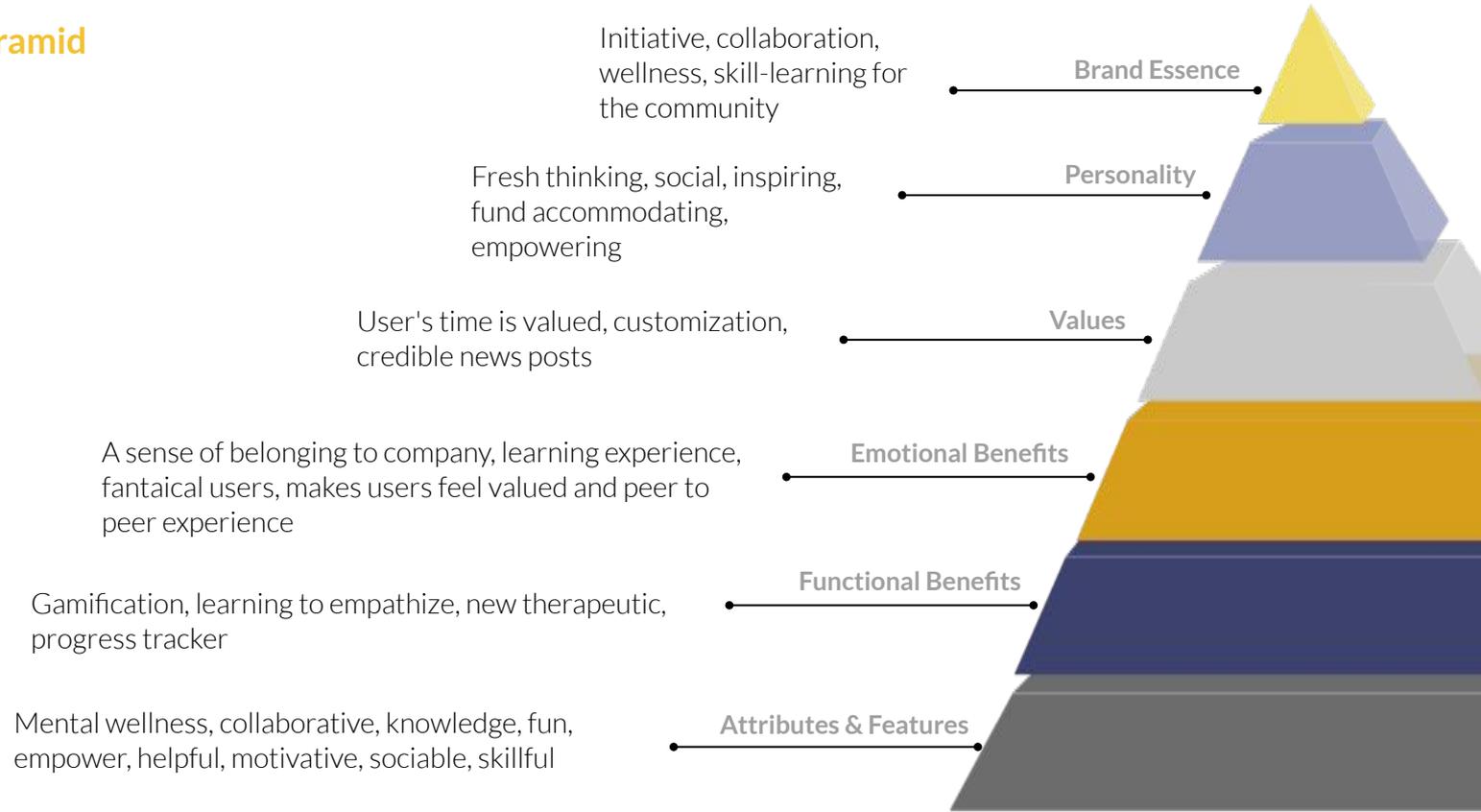
LEAD is a **multi-faceted** brand that offers a series of services for the empowerment of its customers through social awareness. These services include an app and a festival.

The LEAD app features gamified skill learning for the mental well-being improvement of students. They can choose to learn the skills they want, we call these skills '**Powers**'. Along with powers, LEAD app also features a peer-to-peer support blog, we call this blog '**League**'. This blog helps students find inspiration from their peers as well as inspire others.

The festival, or LEAD **Conclave**, is a physical representation of the LEAD **app**. It features talks by motivational speakers for inspiration, collaborative workshops and many other therapeutic activities to imbibe new skills through social awareness.



Brand Pyramid





Take the lead. Empower yourself.

Mission

We are a group of people who share a common passion of **empowering** others and make people control their life through **social awareness**.

Vision

Bring people together to foster social awareness so that they can **take control** of their **emotions, goals** and **decisions**. We see students and young professionals taking advantage of our service to unmask their **inner leaders**.

Brand Logo

LEAD's logo focuses on the awareness of **diversity** in **students** that represent schools all around the US. The inclusion aims to target all types of students struggling with establishing a balance within their mental wellness.

These are not limited and are extended to be easily accessible and engaging for the consideration of students with **disabilities** and **different backgrounds**.

The red cape calls for the attention of students feeling the need to be empowered and embrace their **inner leaders** to make the right decisions.

"Take the lead and empower yourself too!"



Take the lead. Empower yourself.

Brand Logo



Take the lead. Empower yourself.



Take the lead. Empower yourself.



Take the lead. Empower yourself.



Take the lead. Empower yourself.

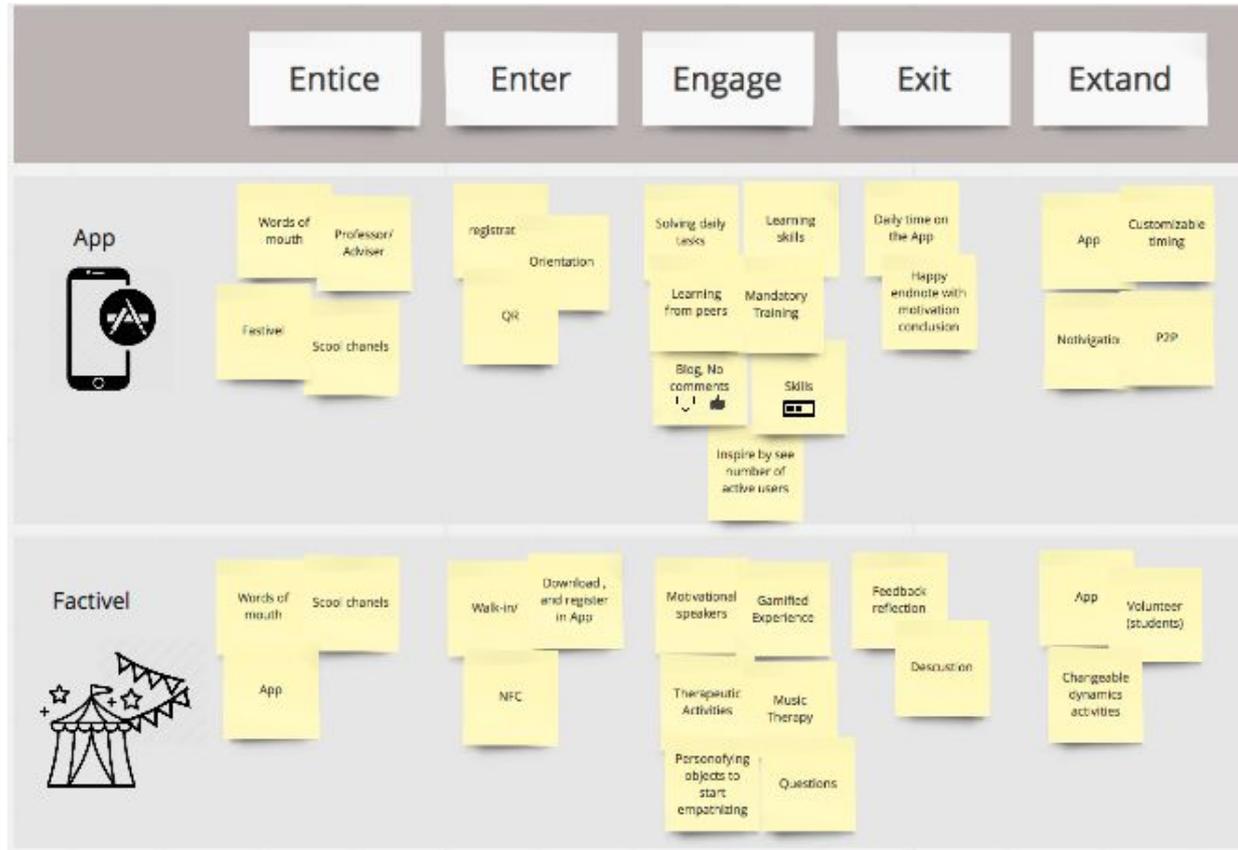


Take the lead. Empower yourself.



Take the lead. Empower yourself.

Brand Experience



Product Vision Board



Vision - We are a group of people who share a common passion in empowering others



User Group

- Students
(colleges,
universities, schools)



Needs

-Therapy
-Learning
-Guidance
-Support
-Empowerment
-Community
-Togetherness
-Stress Relievers
-Social awareness
-Mental wellness
exposure
-Solutions



Product

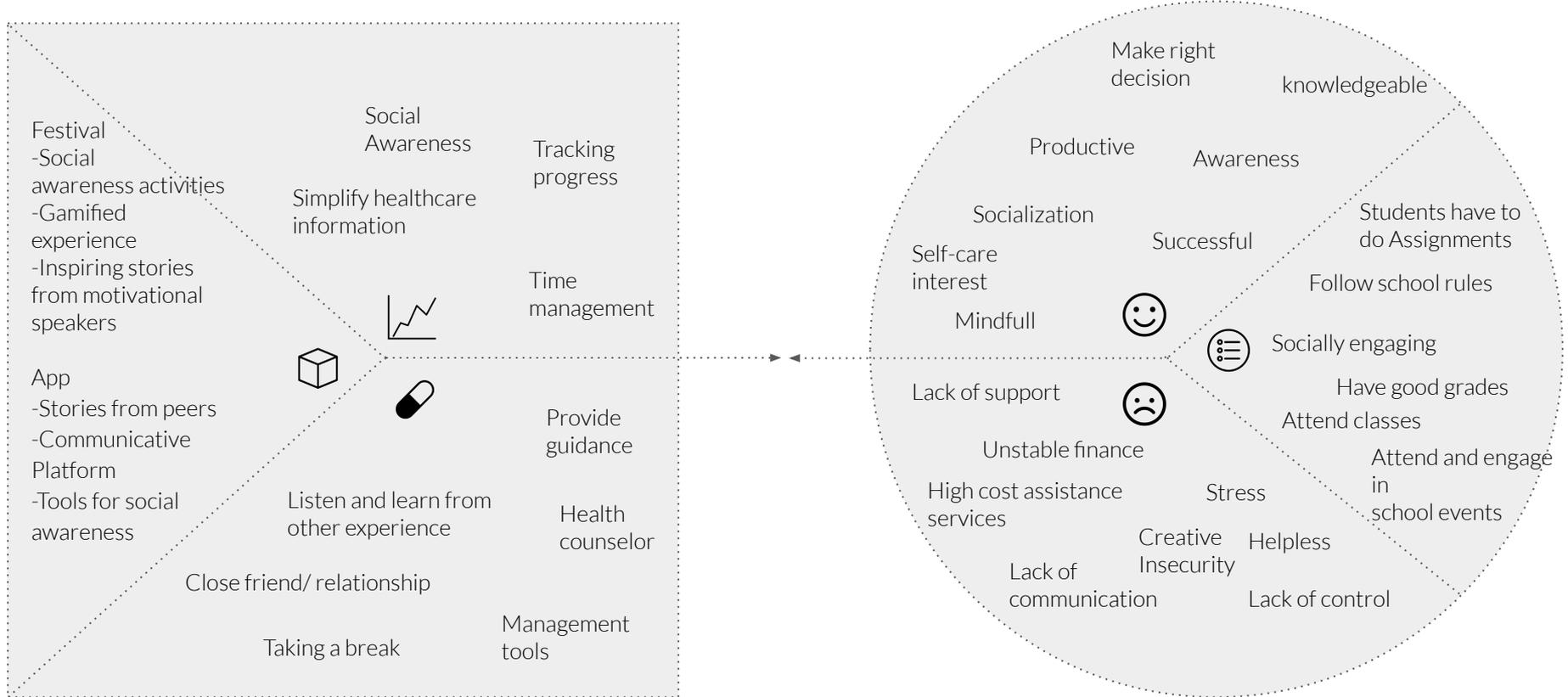
-Festival
-App
-Health Services
-School program
-VR therapy



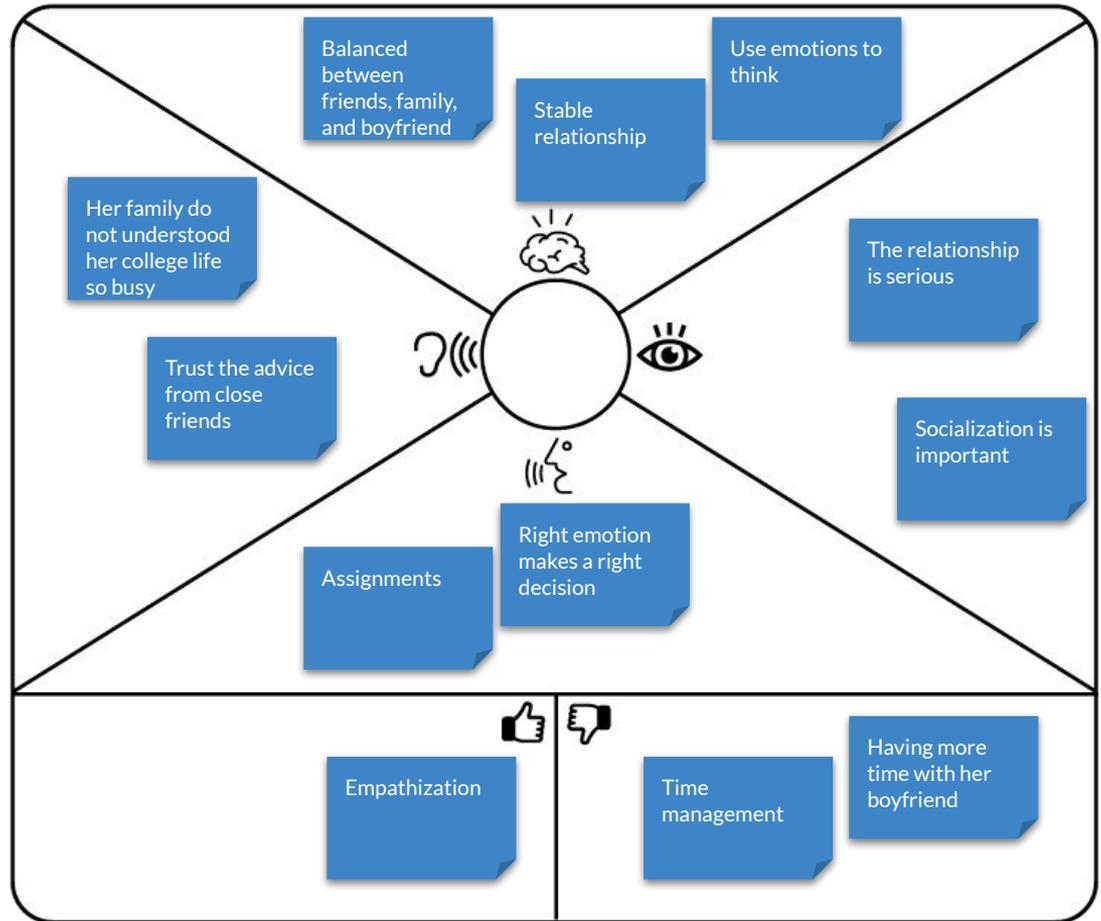
Business Goal

-Make people control their life through
social awareness

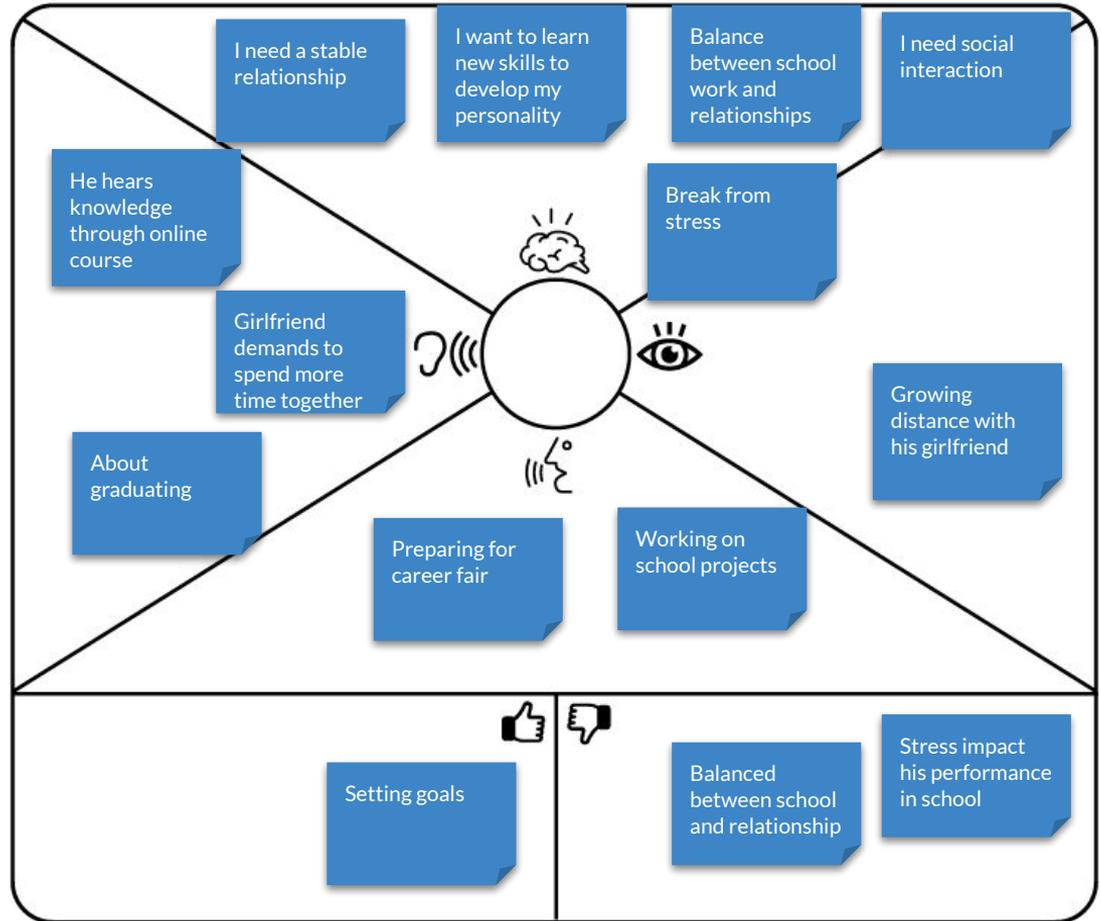
Value Proposition Canvas



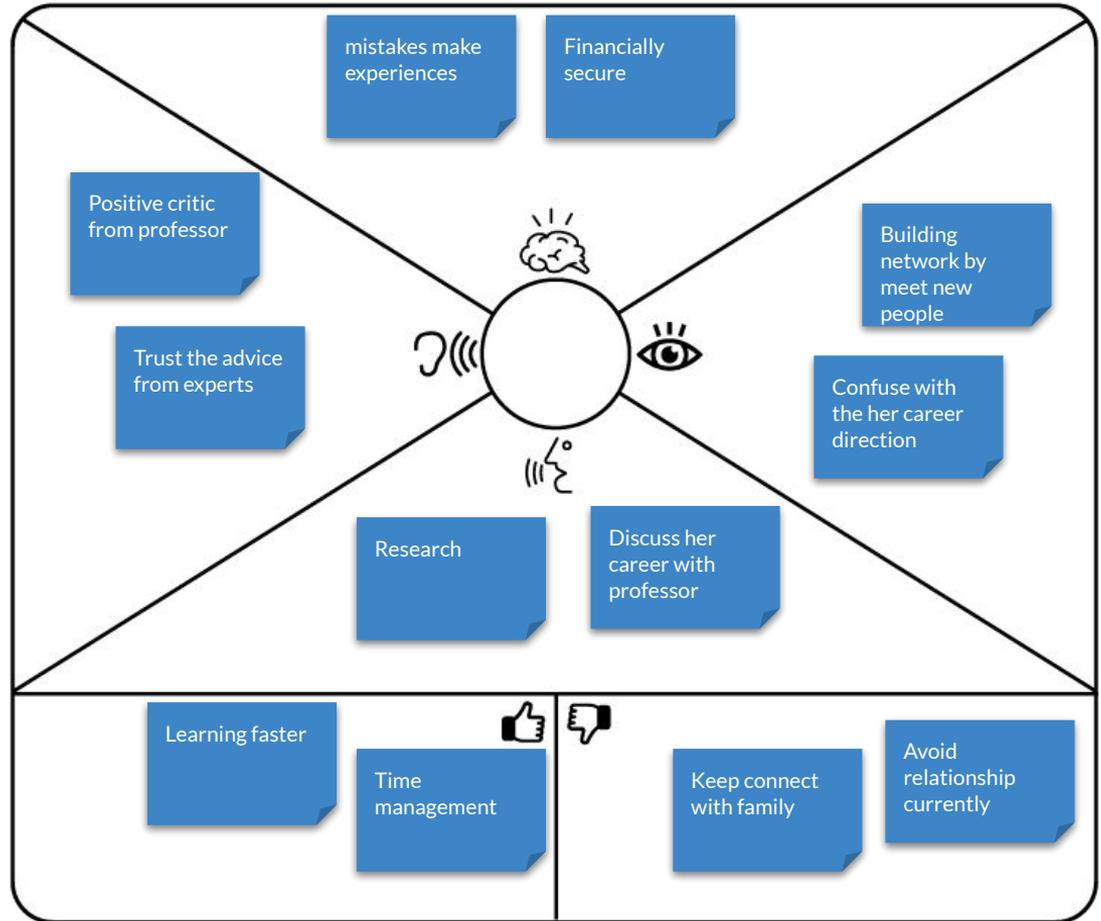
Insights:
Undergrad Student
Ruh 20



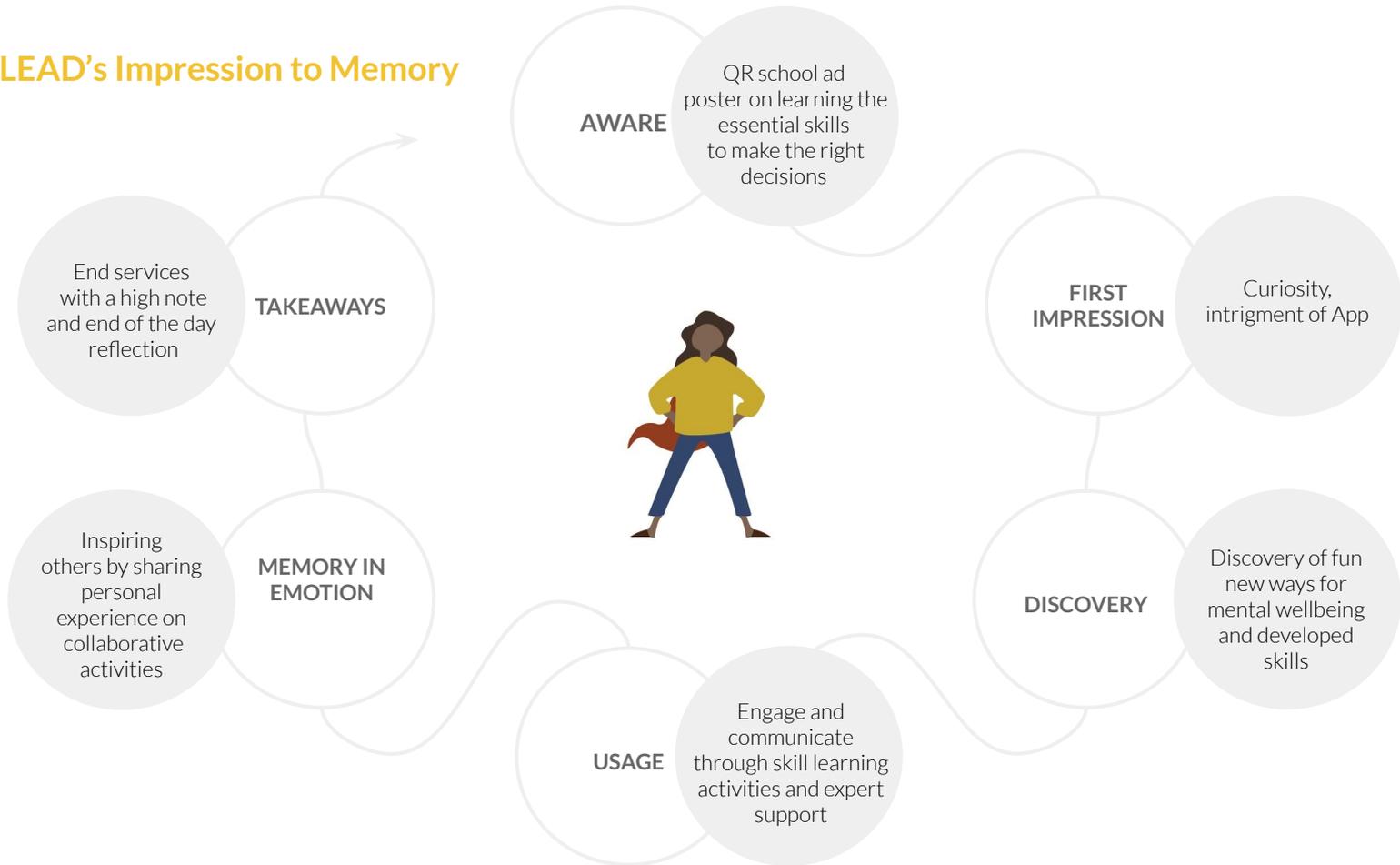
Insights:
Grad Student
Ben, 23



Insights:
Grad Student
Farah, 24



LEAD's Impression to Memory



User Journey



Rhu, 23
Freshmen

@school during
mid term before
deadline

Feels
overwhelmed,
stressed or
depressed

Open LEAD.
(homepage)

Set your pack
based in your
daily mood "How
are you feeling
Ben?"

Why you stressed?

- School
- Relationship
- Work

What would you
like to learn today?

Lead. suggest
pack+peer logo

Choose the
pack

Ben interacts
with pack

See progress/
tracking

Ben completed
his daily
Challenge
scenario

We hope we
helped you feeling
less stressed

High End note

User Journey



Ben, 23

Last year before graduate

@ school out in campus, last school year to grad

Feeling stressed, depressed,

Seeks a continued support system +self development

Open LEAD. (homepage)

Walks-in

Tap phone at the poster NFC to check-in to event

Attend motivational speaker that talk about social awareness

Empathy

Join s collab activity: "Step into other shoes"

Learn about others
Being social awareness

Personal develop

Reflection session in collaboration within moderator

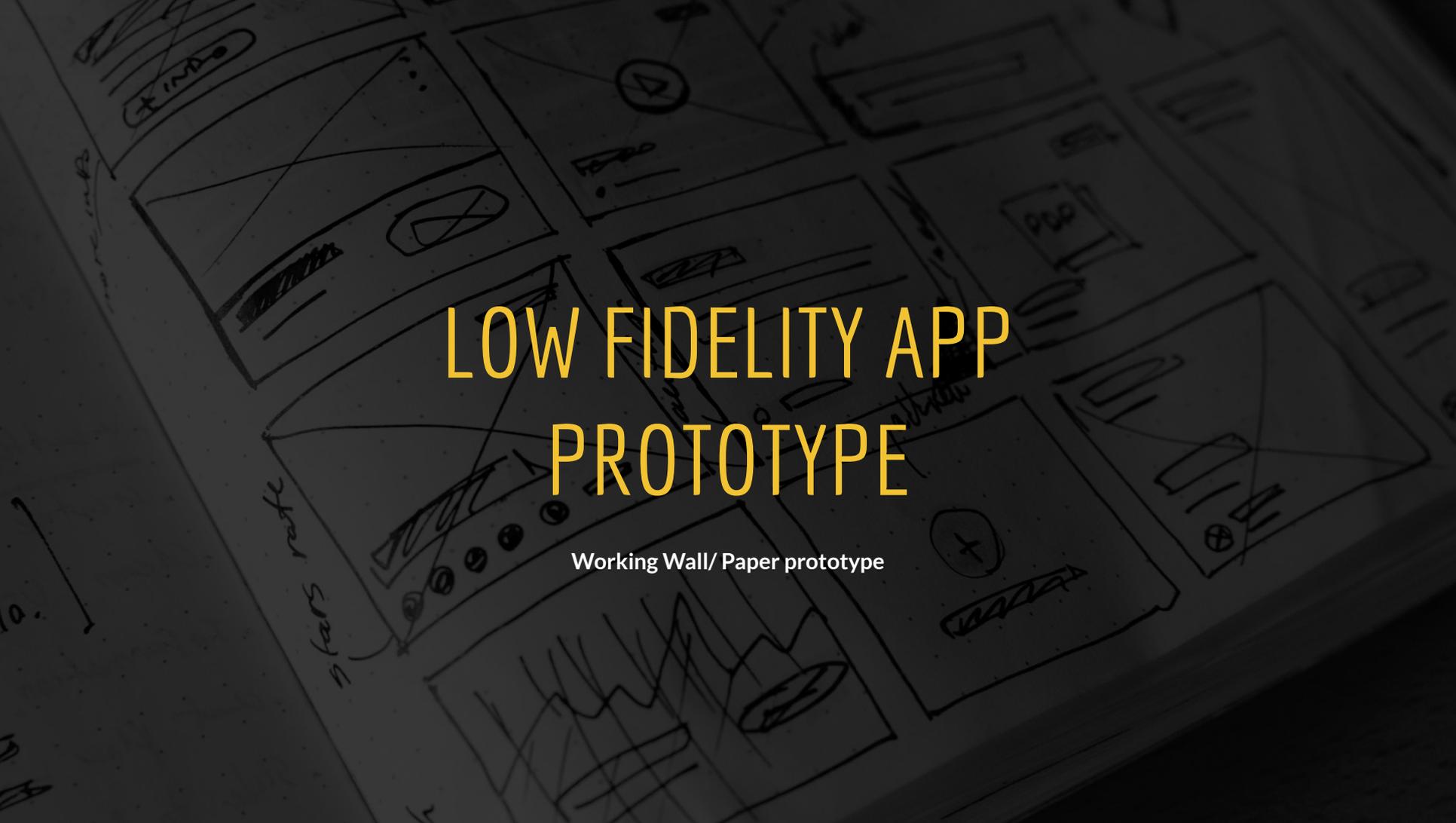
After every activity

Take away

Countenu App learning experience any time any where

Notification of 2nd day fastevil

Learning more about future leadership

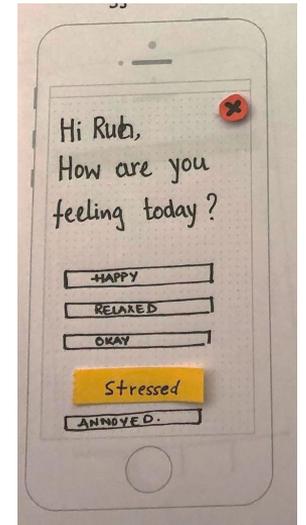
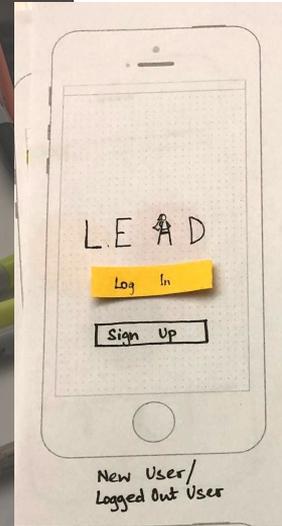
The background of the image is a dark, textured surface covered with numerous hand-drawn wireframes and sketches in white or light grey. These sketches represent various stages of a user interface design, including rectangular boxes, rounded corners, and internal lines suggesting content areas. Some sketches include small icons like a magnifying glass, a plus sign, and a star. Faint handwritten text is visible, such as 'FIND', 'stars', and 'rate'. The overall aesthetic is that of a 'working wall' or 'paper prototype' used in the early stages of product development.

LOW FIDELITY APP PROTOTYPE

Working Wall/ Paper prototype

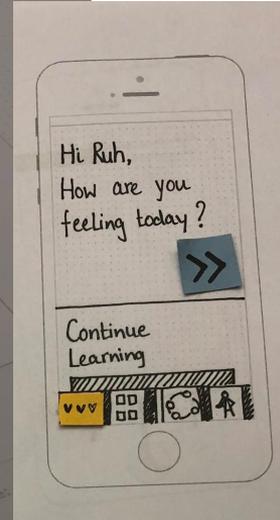
Paper Prototypes

We conducted a series of low fidelity prototypes in order to establish the introduction of the app and its services for the initial and continued use of the user.



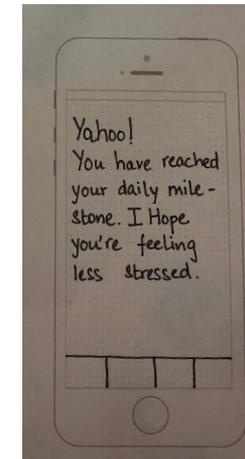
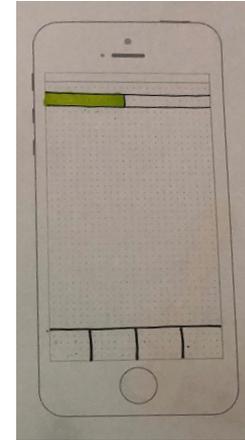
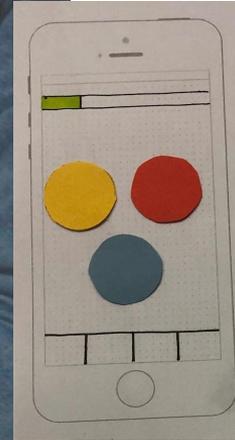
Paper Prototypes

We agreed that the introduction to our service should be a questioned that could follow up with a series of the user's feelings in order to suggest packs and collect data of the user's timeline of moods/concerns.



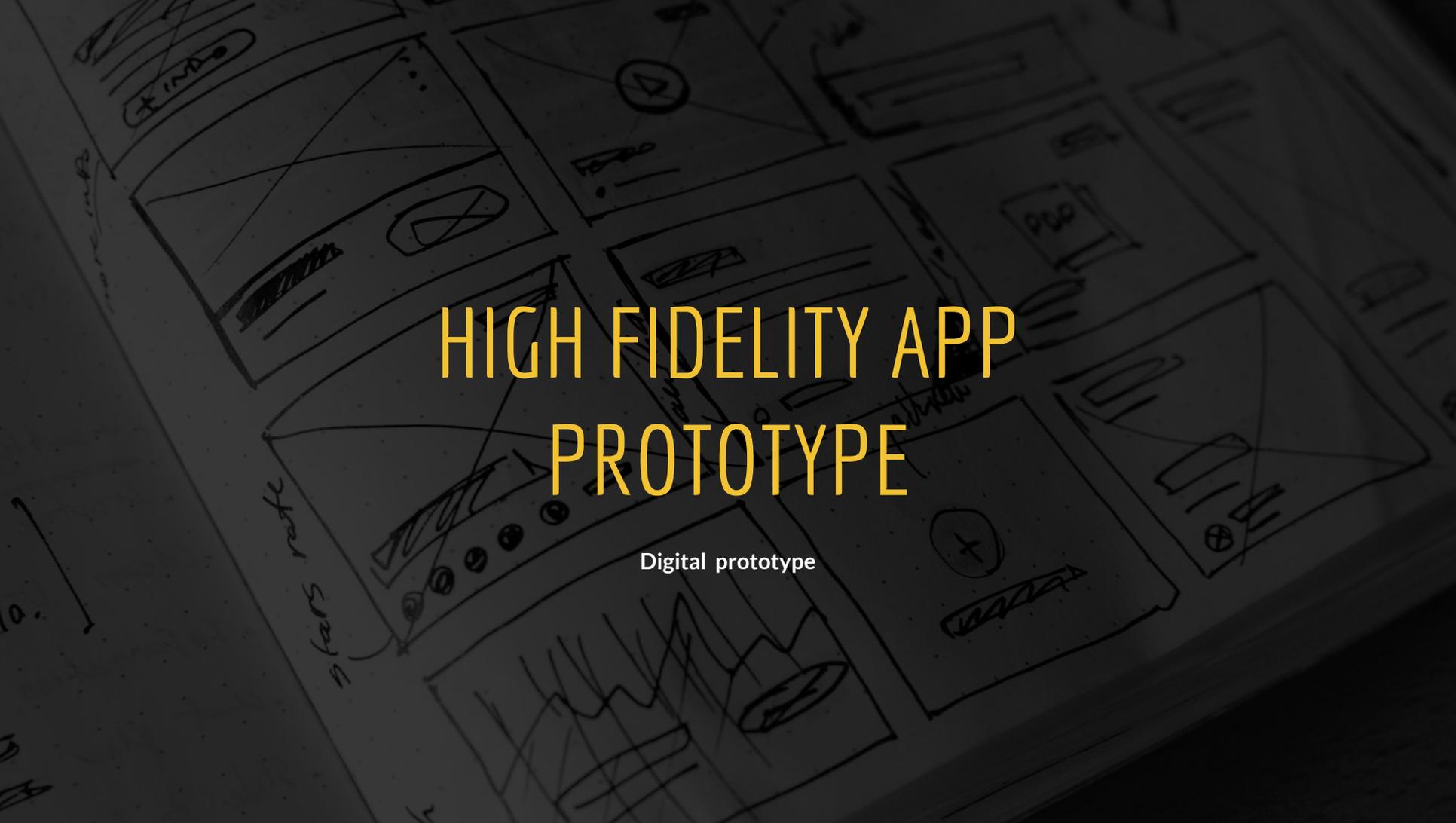
Paper Prototype

The gamified activities within the app will sync to the user's progress tracking. There is a daily limit to every pack, we call this limit a 'Daily Milestone'. Once this milestone is reached, the experience ends at the home screen of the app with a high end-note that relates to the start of the journey (user's mood/concern). The user will also be given a choice to explore other packs, which have their own milestones, and other content within the app. Milestones help us limit the screen-time of the app while ensuring daily active usage.



Paper Prototype

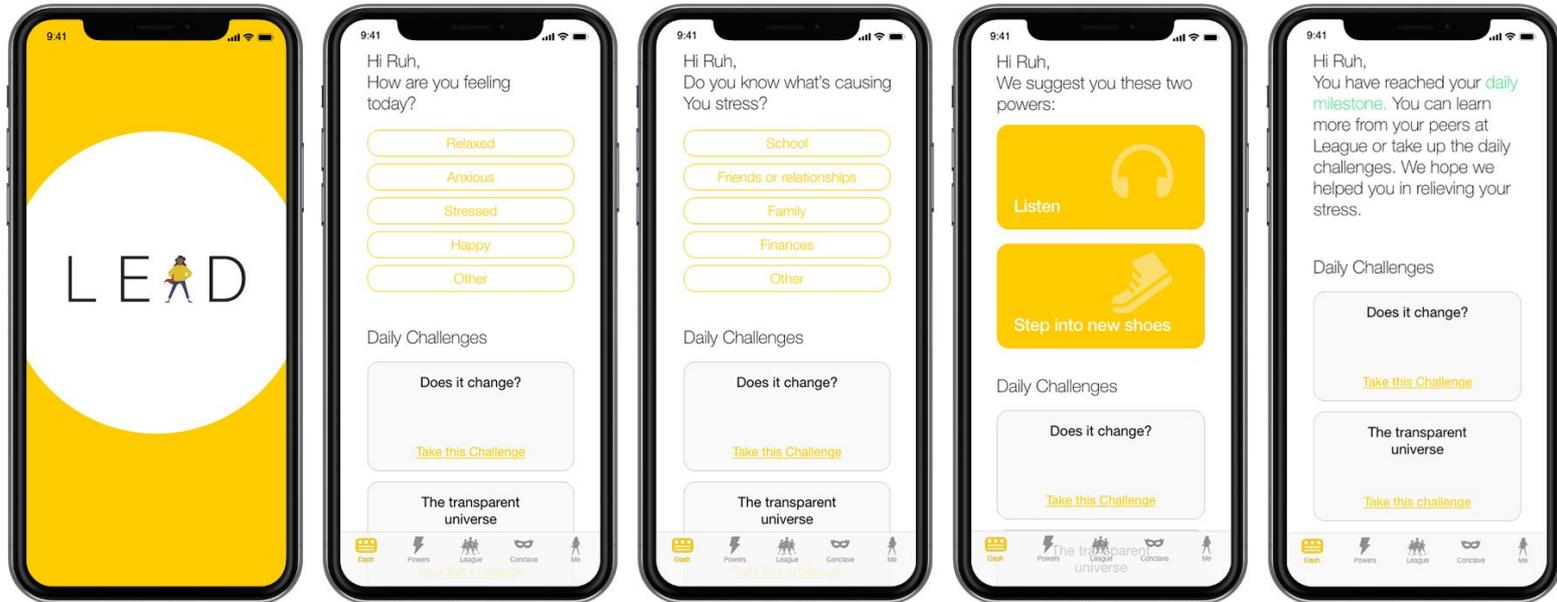


The background of the image is a dark, textured surface covered with numerous hand-drawn sketches of mobile application screens. These sketches are rendered in a light, sketchy style, showing various UI elements like buttons, text boxes, and navigation bars. Some sketches include handwritten labels such as 'FIND', 'stars', and 'rate'. The overall aesthetic is that of a creative and iterative design process.

HIGH FIDELITY APP PROTOTYPE

Digital prototype

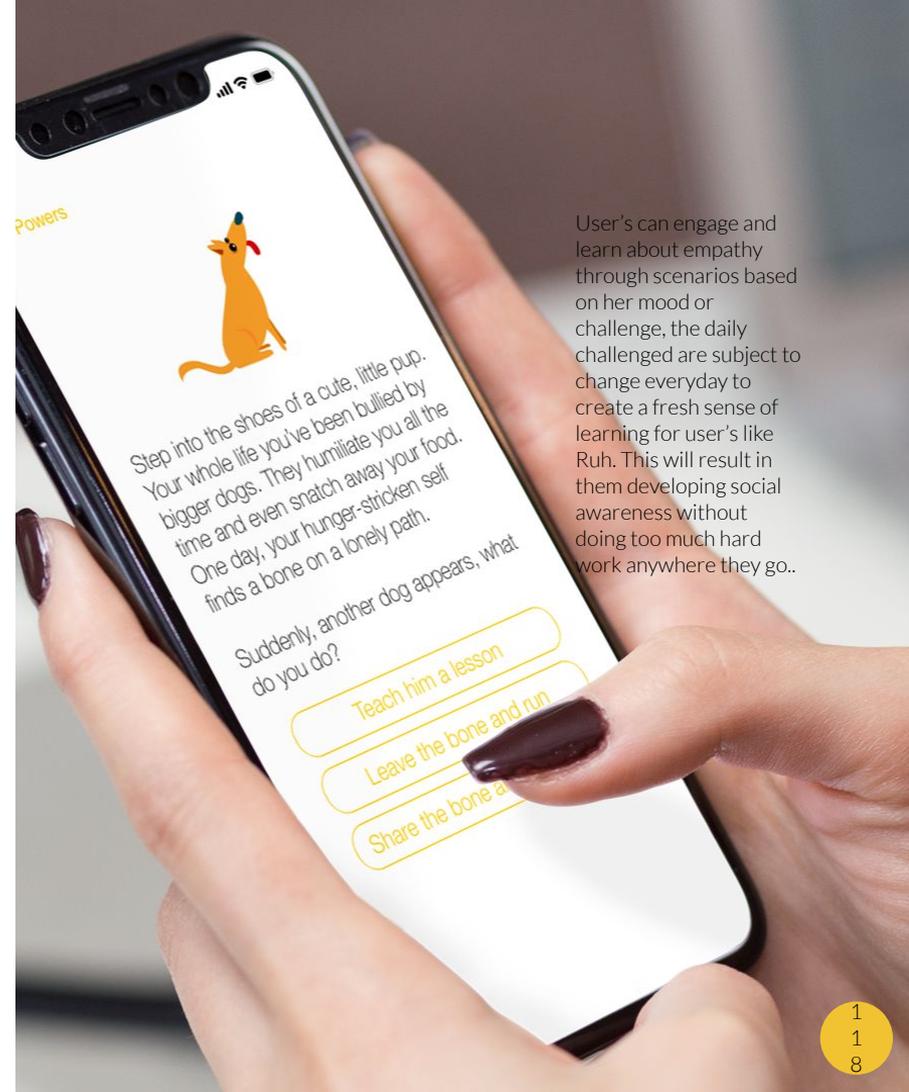
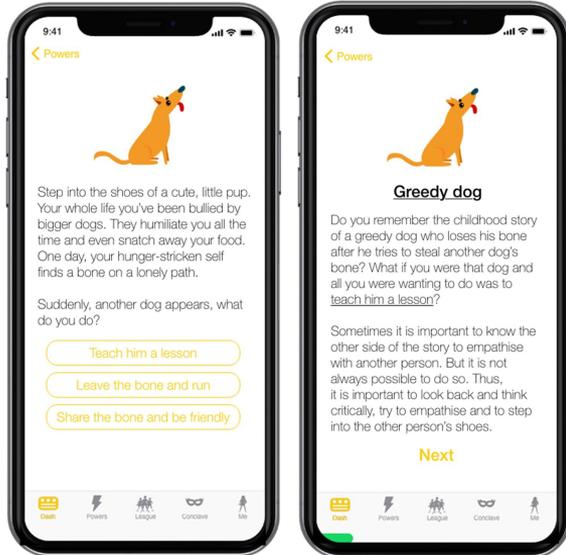
Digital Prototype



When users logs in, the app asks her what she feels like and what's the cause of her feeling that way. Based on their answers, the app suggests her 'power' packs to calm them down. As a part of this prototype, we have developed 8 Powers (Listen, Empathize, Step Into Their Shoes, Self-awareness, React, Social Awareness, Focus and Get Inspired).

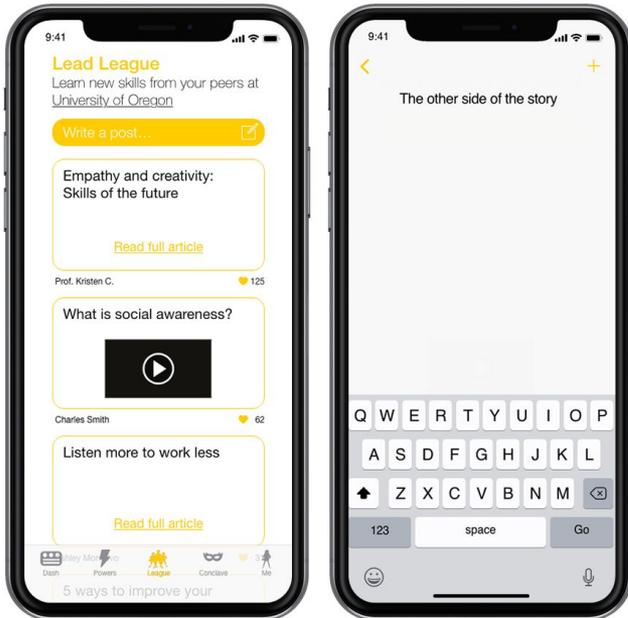
Digital Prototype

Every Power has a specially curated gamified interface. This is an example of a situation-based Power pack (Step into their shoes) which focuses on looking at things from a different perspective to ease out daily frustrations.



User's can engage and learn about empathy through scenarios based on her mood or challenge, the daily challenged are subject to change everyday to create a fresh sense of learning for user's like Ruh. This will result in them developing social awareness without doing too much hard work anywhere they go..

Digital Prototype



Along with Powers, the app features a university-specific, peer-to-peer blog. We call this blog 'League' This blog can be used to share inspiring stories with peers. Peers include students, university counselors, advisors and professors.

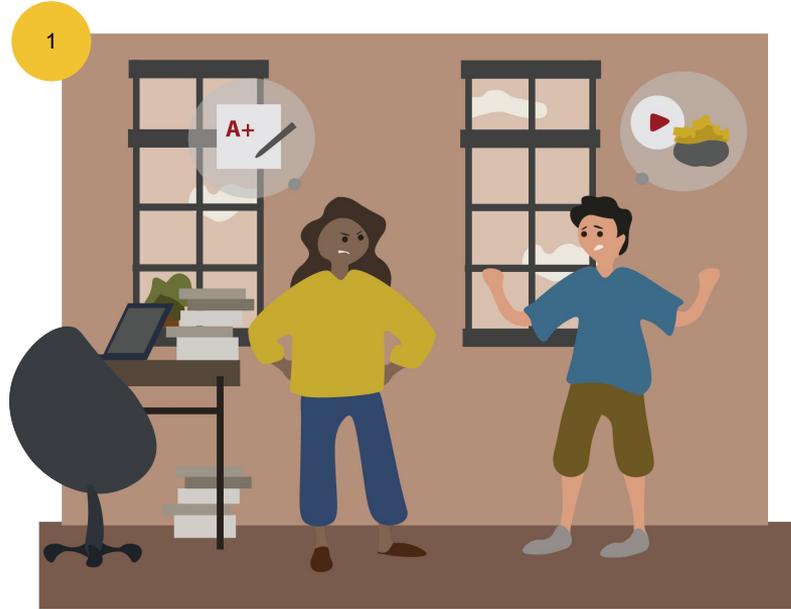
League is designed to prevent cyber-bullying by omitting the option of down-votes and surveilling the comments and posts section. It is designed to spread positivity and inspiration.

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SCENARIO

Storyboarding/ High Fidelity Prototype/ Lead League Poster

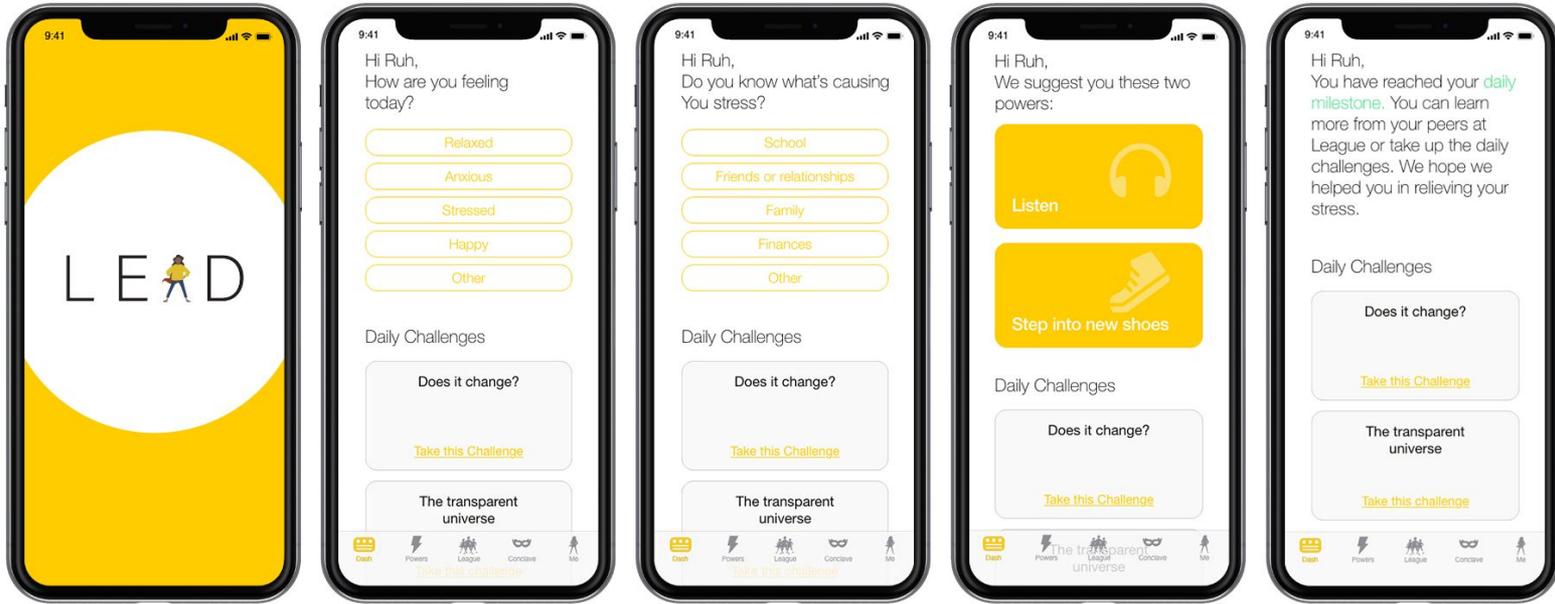
Storyboarding: App and Conclave



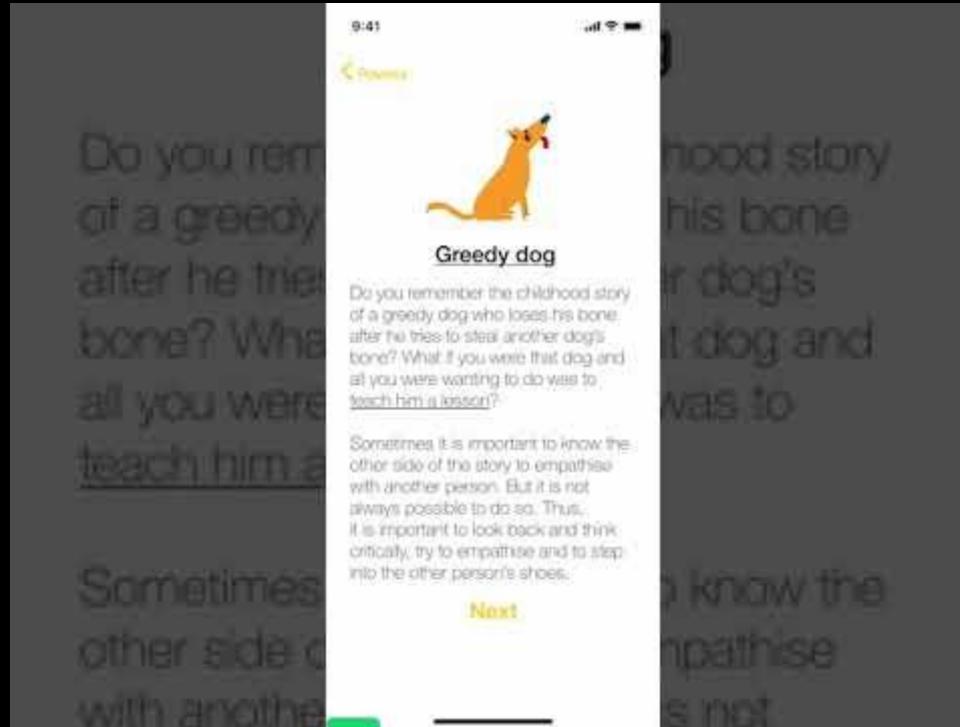
Take the case of Ruh, she's having a hard time with her boyfriend. Even right now they're arguing. She wants to focus on her assignments and he wants to watch a movie. He never understands!

She's stressed about her relationship. She leaves his place in the middle of the argument. She spots a Lead poster at the bus stop. She downloads the app by scanning the QR code.





When Ruh logs in, the app asks her what she feels like and what's the cause of her feeling that way. Based on her answers, the app suggests her 'power' packs to ease her out. She starts playing a situation based game and once she crosses her daily milestone for that particular power, the app gives her a comforting note.

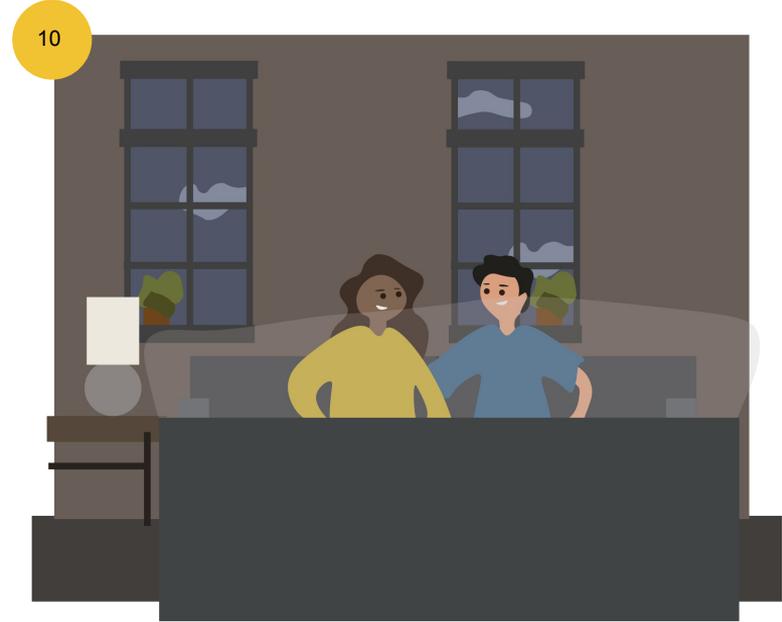
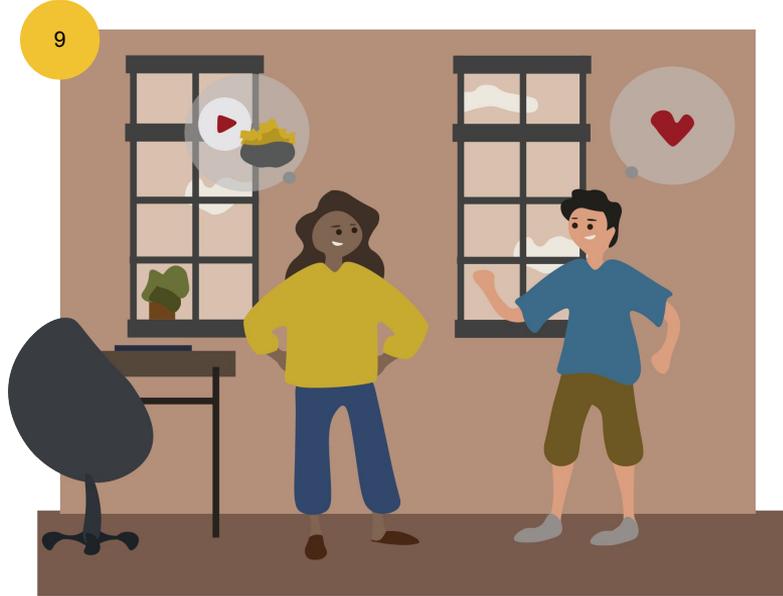


<https://youtu.be/u96nauZ789U>

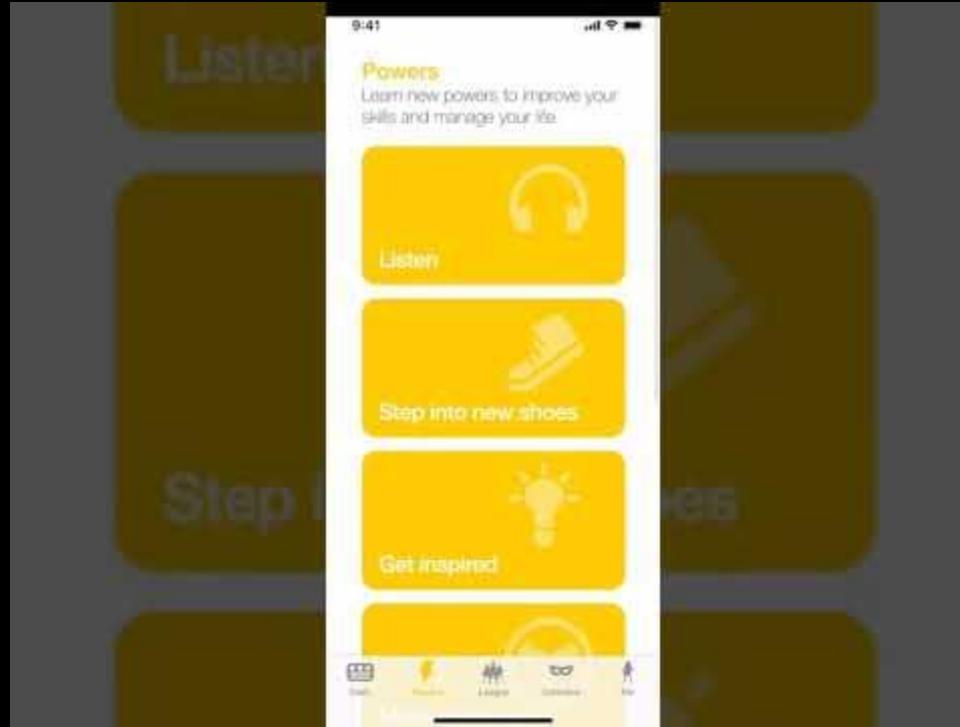


Ruh starts to explore the app and discovers that the 'Lead Conclave' is coming to her university next week. She's excited.

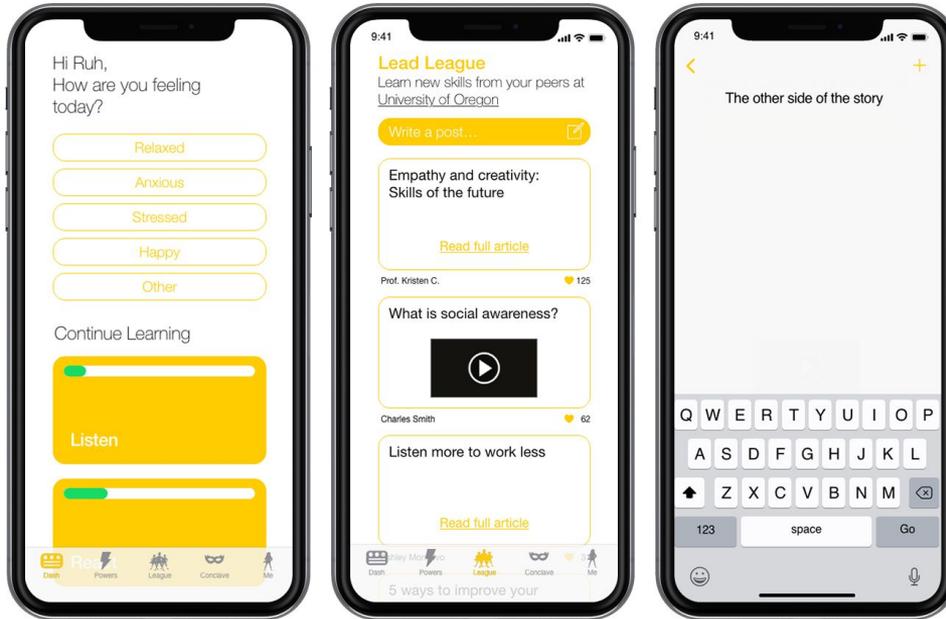
There she discovered fun, socially-engaging events and therapeutic activities. One of those was about a card trade of interesting facts about each person. This allow Rue to share and learn about others in a new way.



She met her boyfriend in the evening. She offered to take him to the movies. She understood that he was stressed about this relationship too and he just wanted to spend some time with her. They got back happy, just the way they were a few months back. A little empathy and better decision-making, that's all it took.



<https://youtu.be/mNrIMW-metI>



Ruh opened her app and noticed two new powers had been added to her learning list. This was because she took part in those activities at the conclave. She was now ready to inspire her peers. Her article was titled 'The other side of the story'.



*This is Ruh and she has
empowered herself!*

LEAD LEAGUE



1

MOTIVATE

2

PEER
SUPPORT

3

ACTIVATE
POWERS

1) Attend inspirational lectures and fun activities in Conclave 2) Use Peer to Peer Support to seek or give guidance in League 3) Activation of app sessions and new packs in Powers



<https://www.youtube.com/watch?v=womjIZfSNCg>

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COST STRUCTURE

Proposed Cost Structure

Coste Structure

Fixed cost	
Expenses	
Marketing	\$150,000.00
Guest speaker	\$5,000.00
Food catering	\$67,944.00
Activities	\$120,000.00
Event organisation	\$500,000.00
Total Expense	\$842,944.00

Operations/ salary	
4 Developers	
3 Designers	
2 Experts	
2 psychologists	
2 Event Managers	
2 Marketing	\$1,050,000.00

Year	no. of employees	cost	Total
2019	14	\$75000	1050000
2020	25	\$75000	1875000
2021	30	\$75000	2250000

Profit share for investors	Money paid to investors	The ask	Profit made by investors
20%	\$361,934.40	500000	-\$138,065.60
30%	\$542,901.60	500000	\$42,901.60
40%	\$723,868.80	500000	\$223,868.80

Coste Structure

Year	Subscriptions	No. of festivals	Festival Expenses	Other Expenses	Total Expenses	Income	Profit (Loss)
2019	1Y	1	\$842,944.00	1050000	\$1,892,944.00	\$1,500,000	-\$392,944.00
2020	1 BY + 2 Y	4	\$3,371,776.00	1875000	\$5,246,776.00	\$5,700,000	\$453,224.00
2021	2 BY+3Y	7	\$5,900,608.00	2250000	\$8,150,608.00	\$9,900,000	\$1,749,392.00
							\$1,809,672.00

Year	No. of Yearly	Cost per yearly	Income from yearly	No. of biyearly	Cost per biyearly	income from biyearly	total income
2019	1	\$125	\$1500000	0	\$225	0	\$1500000
2020	2	\$125	\$3000000	1	\$225	\$2700000	\$5700000
2021	3	\$125	\$4500000	2	\$225	\$5400000	\$9900000

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