



# laggom

**co'meh shaw • louisa schlegel • joni wirtz • elizabeth grant**

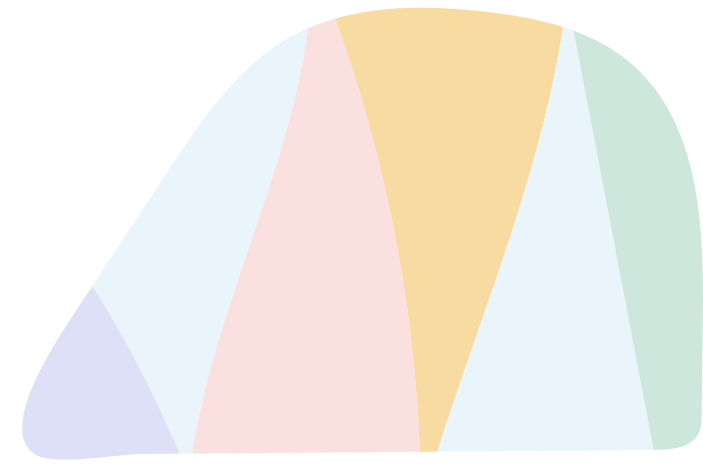
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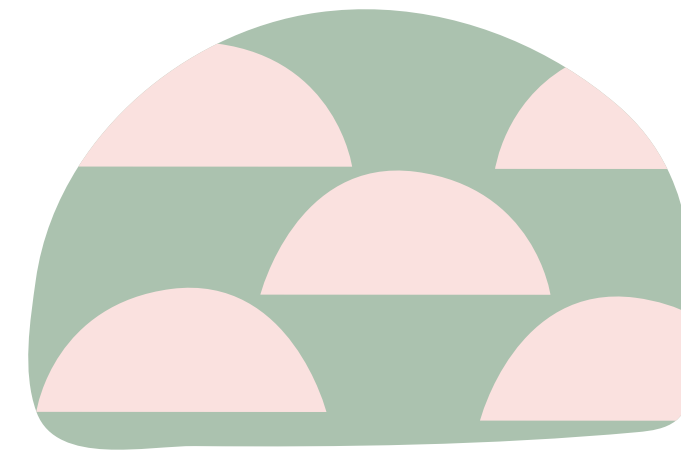
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## the team

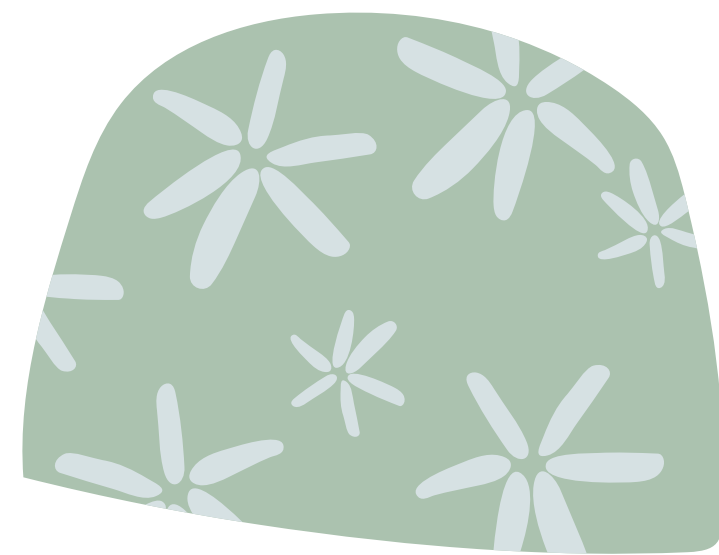
co'meh shaw



joni wirtz



elizabeth grant



louisa schlegel



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## subject

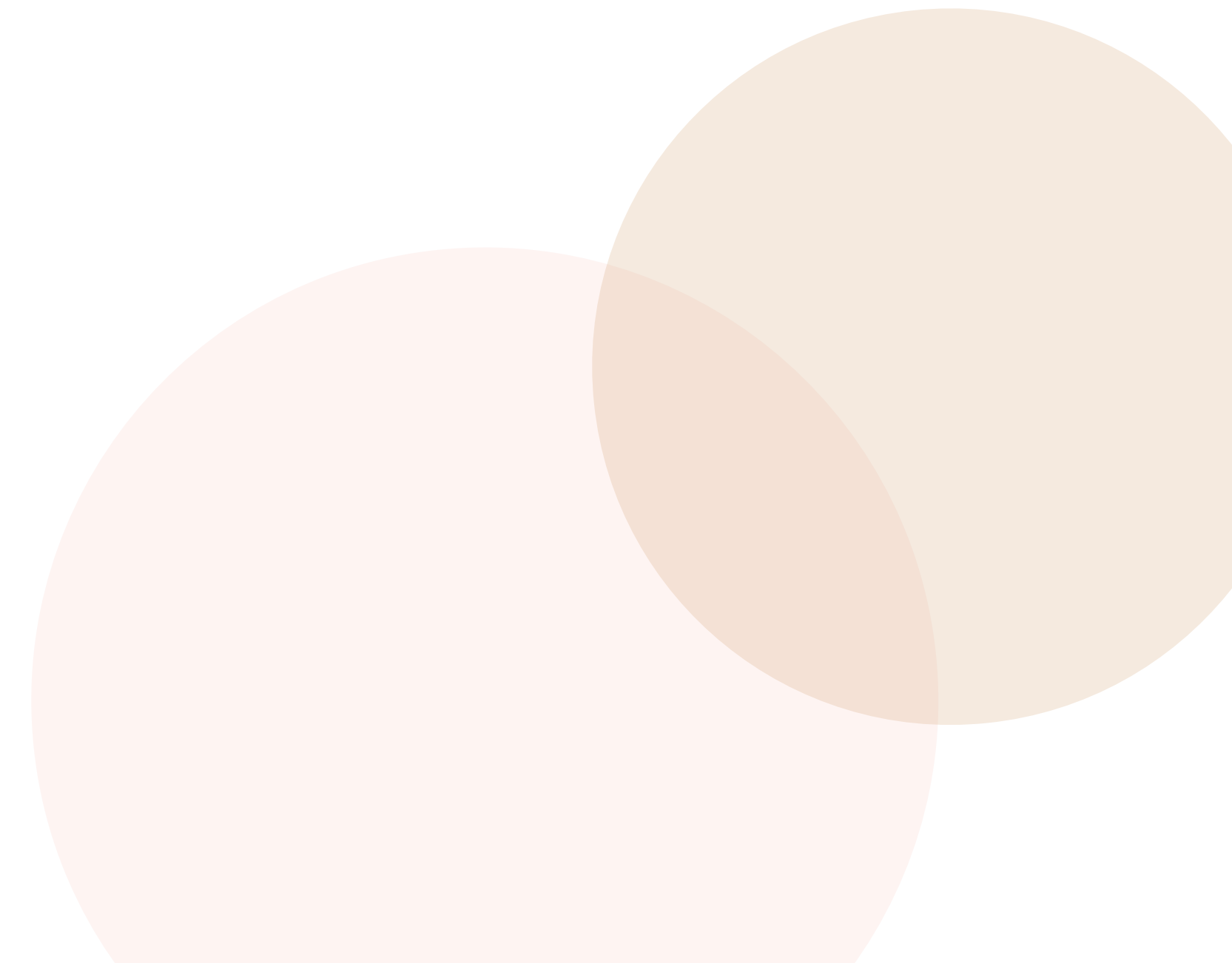
Through a section of sticky notes our group formed from “personal issues” and “nature”. An overall consensus was that most of the personal issues were formed from anxiety and that there was not enough information to expand on nature. Our subject decision as that anxiety causes many of our problems and that it is very prevalent in young adults. Anxiety can be a mixture of things and many times it’s unexpected. We want to make a solution for this constant reassurance that young adults find hard to navigate in their everyday lives.



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## solution

An app that creates a distraction from anxiety that actually aids in reducing it. We have configured an AI called Lumi that they can talk to 24/7, that will make the app much more customizable by constantly learning and taking in information from the user in order to give them feedback with their real life circumstances in mind.



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## the app

Our solution is an app, which we will advertise as a game, making sure not to falsely promote this as a therapist, but as a **distraction and aid** when **facing anxiety**. We decided to keep the app as simple as possible, while giving the user a variety of solutions to choose from. The main selections are distraction, lifestyle and upcoming events. Through these options the user can decide to overall relax, be active, or talk to someone. From these sections the solutions range from exercise, make a snack, prepare for a specific event, breathing, stretches and many more. Lumi is our AI that is customizable through conversations with the user, available 24/7. She is our main learning system, **offering solutions that are specialized to the user** and not just the interfaces main options.

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## audience

18-25 year olds who have or have experienced anxiety. For people who seek out self help without feeling like they are alone in this struggle.



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## survey results

Our survey had 60 participants who answered numerous questions about anxiety and the causes of their anxiety and how they combat it.

What situation is the worst for your anxiety?

33% interviews & public speaking

Would you rather have reminder from an app, or seek it out?

58% seek it out

How severe is your anxiety on a scale of 1-100?

70 average

Would you rather be still or active to combat your anxiety

49% active



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## goal

Lumi will be a bot / AI that has a **motherly energy** that the user can chat with **24/7** and will be customized to each user upon responses, constantly learning and adapting to the user. Based on responses, the solutions change to better fit the user and how they cope with their anxiety. This is a **peaceful & soothing app** that is supportive and encouraging.

The goal is to **allow users to grow and get better**, without intentionally tracking change. However, the AI will gradually become less noticeable with less use, allowing the user to easily transition off of using the app and vice versa.



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## competition

### SimSimi

pros

- + You get to chat with a bot, you feel loved.
- + Interesting color scheme
- + Fun characters
- + Easy to use

cons:

- + Only a chat app, the server is not compatible with all interactions.
- + The responses get repetitive.

### Meditation App

pros

- + Color palette/coordination
- + Aesthetic has simple illustrations
- + Sleeping
- + Customizable

cons:

- + Only mediation and relaxation
- + Subscription
- + Apple Store only

### Anti Stress Anxiety Relief Game

pros:

- + Android and Apple Store
- + Tapping to relieve stress
- + Different games

cons:

- + Terrible ads
- + App with external downloads
- + Tapping
- + No continuity
- + Ads

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## brand

Our brand is based on Scandinavian design is marked by a focus on clean, simple lines, minimalism, and functionality without sacrificing beauty. The app is meant to create a calm, distraction from anxiety.

### Voice

calm, warm, motherly, feminine, gentle & reassuring.

### Name

Lagom : swedish for just right, not too little not too much

### Mission Statement

We are dedicated to creating a distraction for people who have anxiety, providing an outlet to reground them into reality with a healthy mindset.



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## Te'Auna | 19 | student

Te'Auna has experienced anxiety since in college and would rather stay inside and listen to music to ease her stress. When assignments start to overlap each other and she begins to doubt her abilities in school, it makes her feel helpless. Since other students are going through the same thing talking to others is nice, but they don't offer the deep reassurance that she needs. Being far away from home, she misses her mom and would love to get pep talks and reminders that her mom would tell her to eat and get some sleep.



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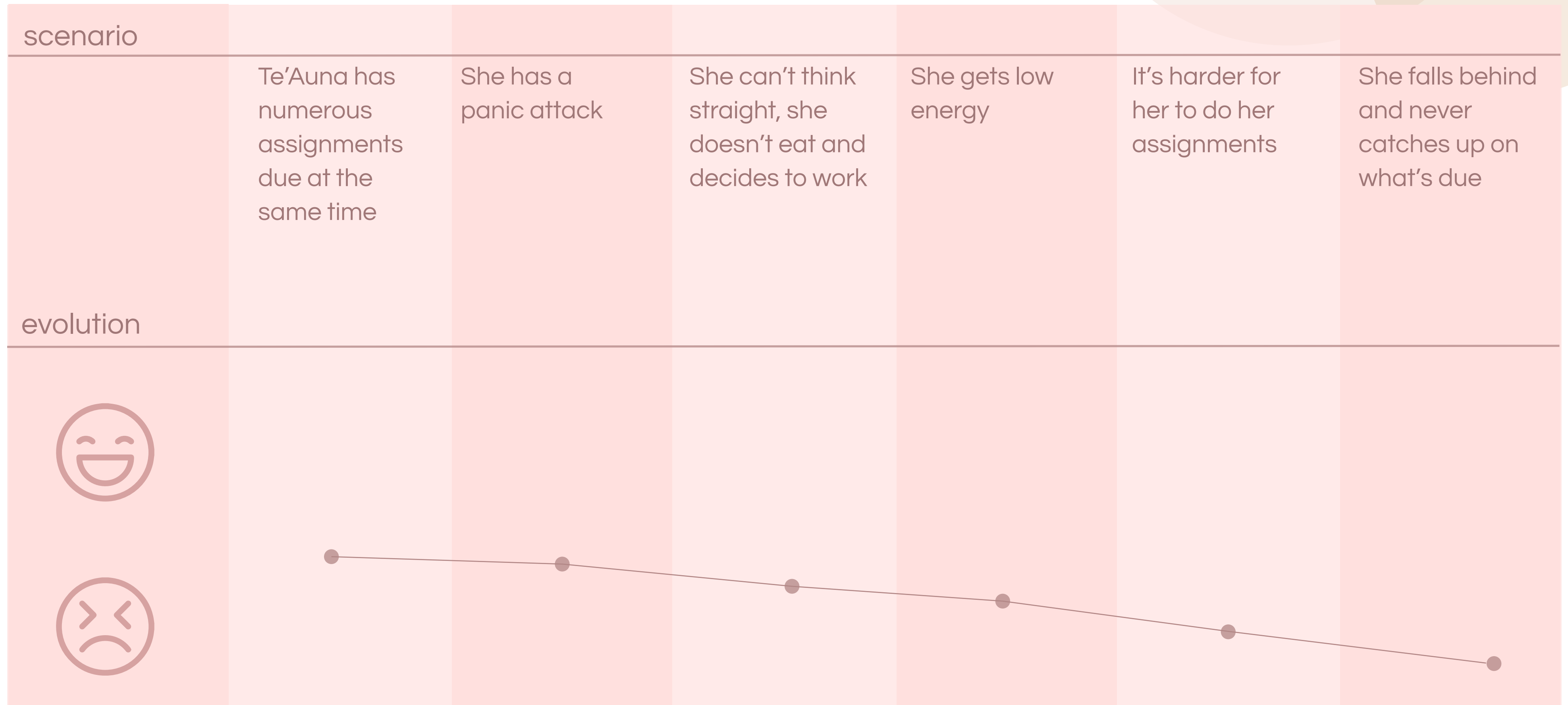
## Mark | 22 | athlete

Mark is terrified of change and hate when things sudden or unexpected occurrences happen in his life. This causes most of his anxiety and being an athlete, he finds comfort in being active. Most of his life he finds that he doesn't deal with his problems head on and he runs away (literally) from his anxiety in hopes that working out will clear his head. Instead he is distracting himself, allowing for higher concentration. He wishes there was an app that would help him find other solutions to this and actually help him deal with anxiety without being told what to do.



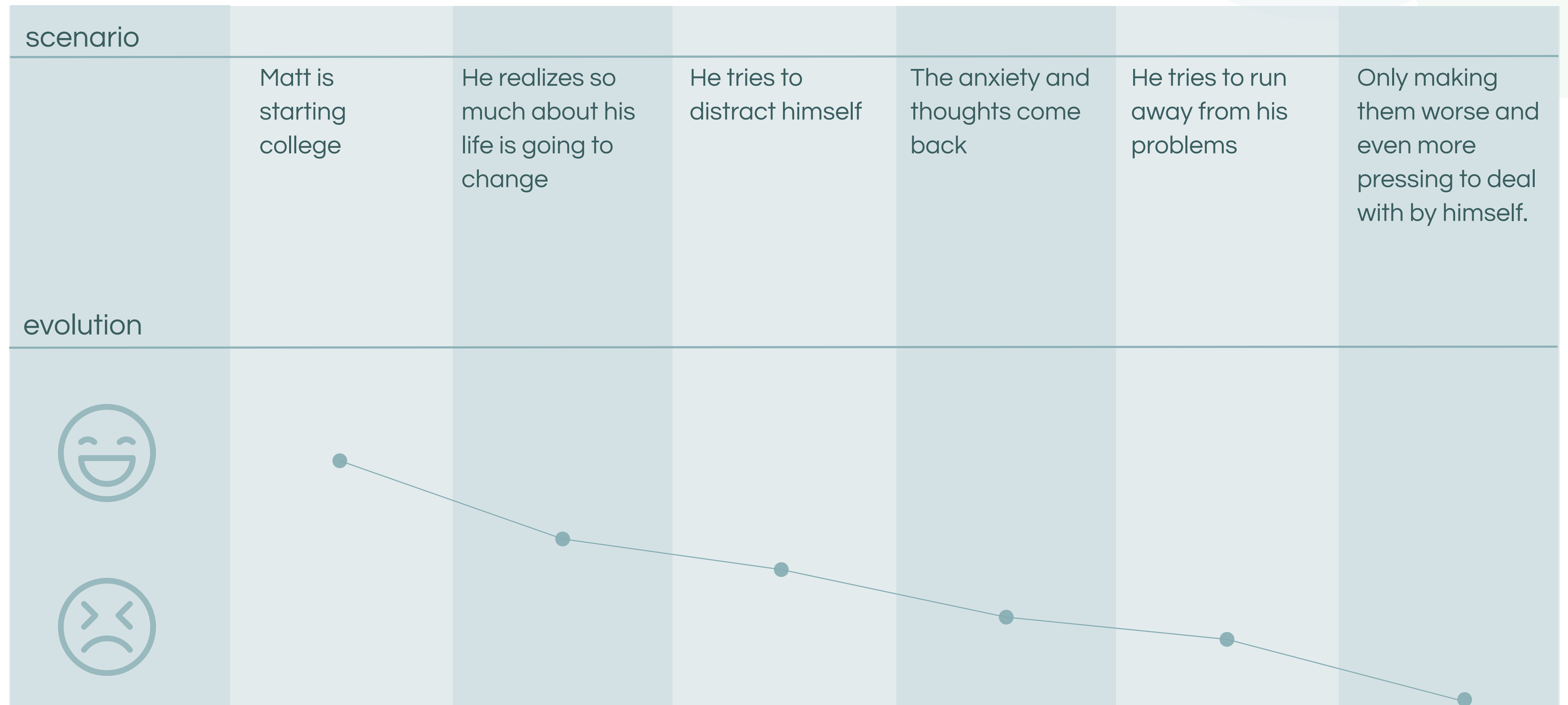
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## Matt



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## features

### Lifestyle

The different activities that you do within your daily life, be it a party, interview, date etc. This option allows you to pick immediate results to aid in any situation that may cause anxiety. In this setting you will be talking to Lumi though text and she will give you real time solutions to reduce your anxiety in specific situations.

### Distractions

Indoor and outdoor suggestions that take time to accomplish. You get to choose to distract yourself from your anxiety, but it is really helping and allowing you to make decisions in the future that will ease your anxiety without the app.

### Lumi

An AI that collects your data and uses it to customize your experience. It is actively getting to know you so it can respond and give you suggestions that will actually help and feel personable.

### Upcoming Events

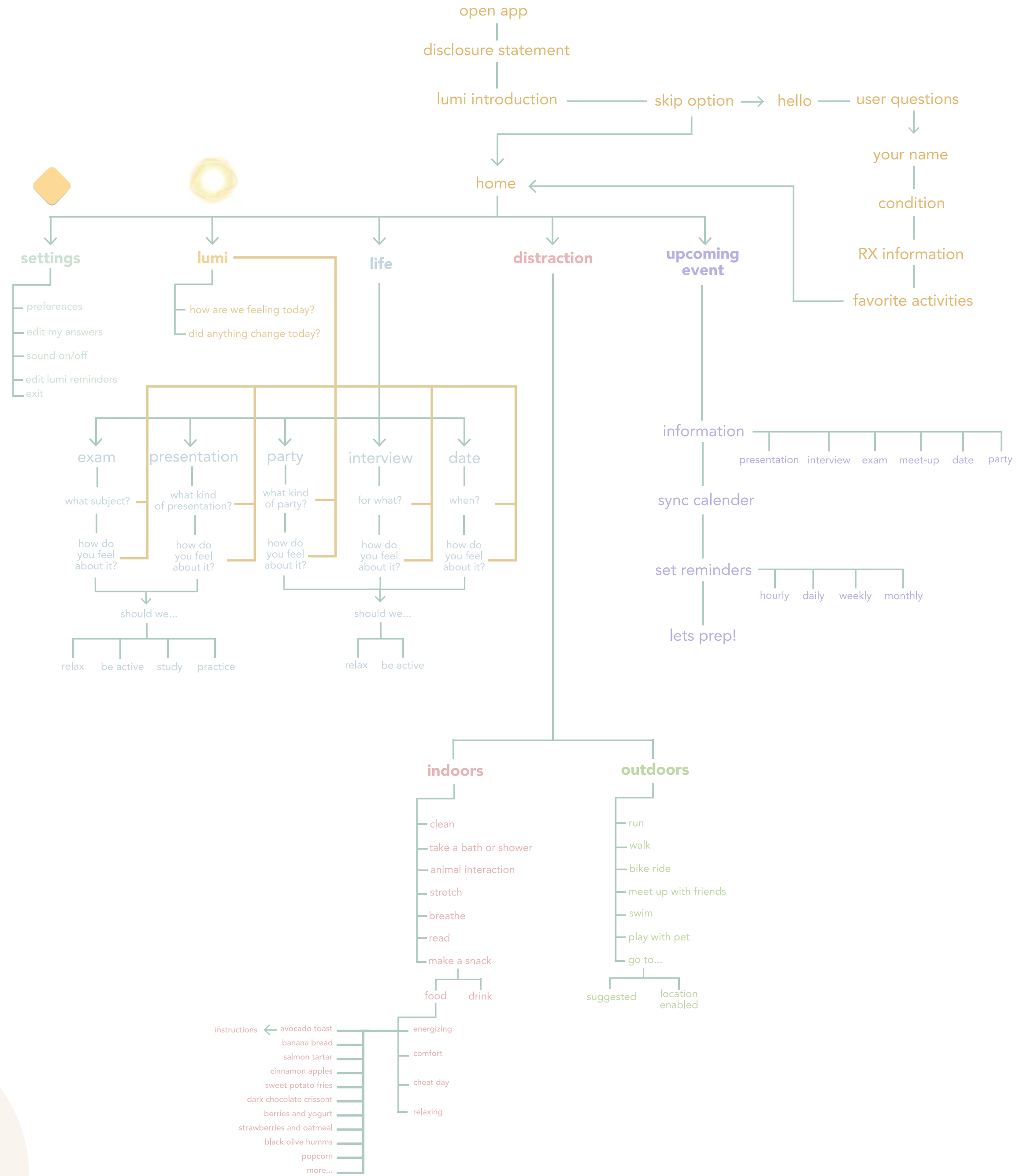
Events that are coming up within one's life like an exam, a speech that one has to be prepared for and reminded of.





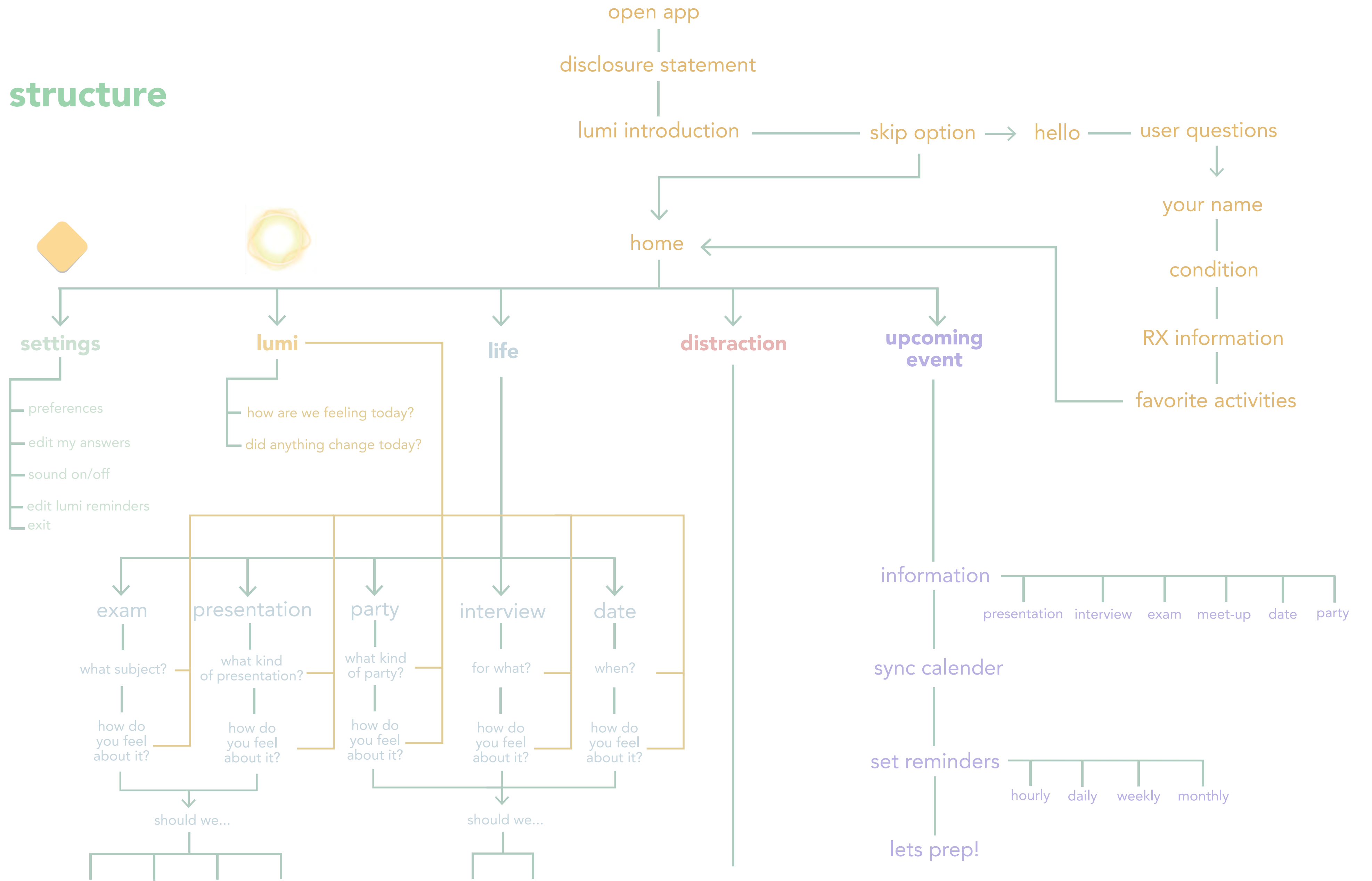
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## structure



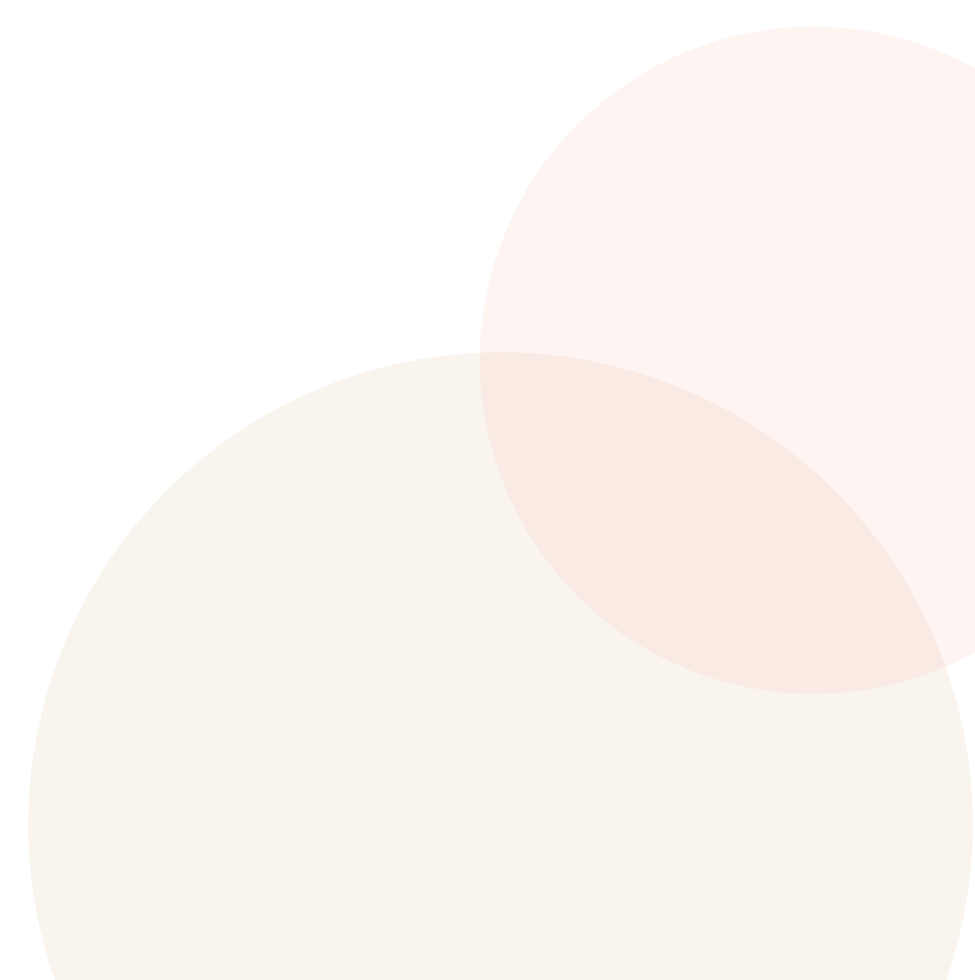
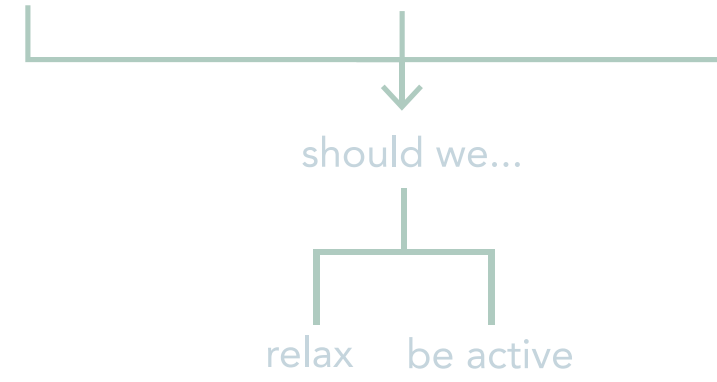
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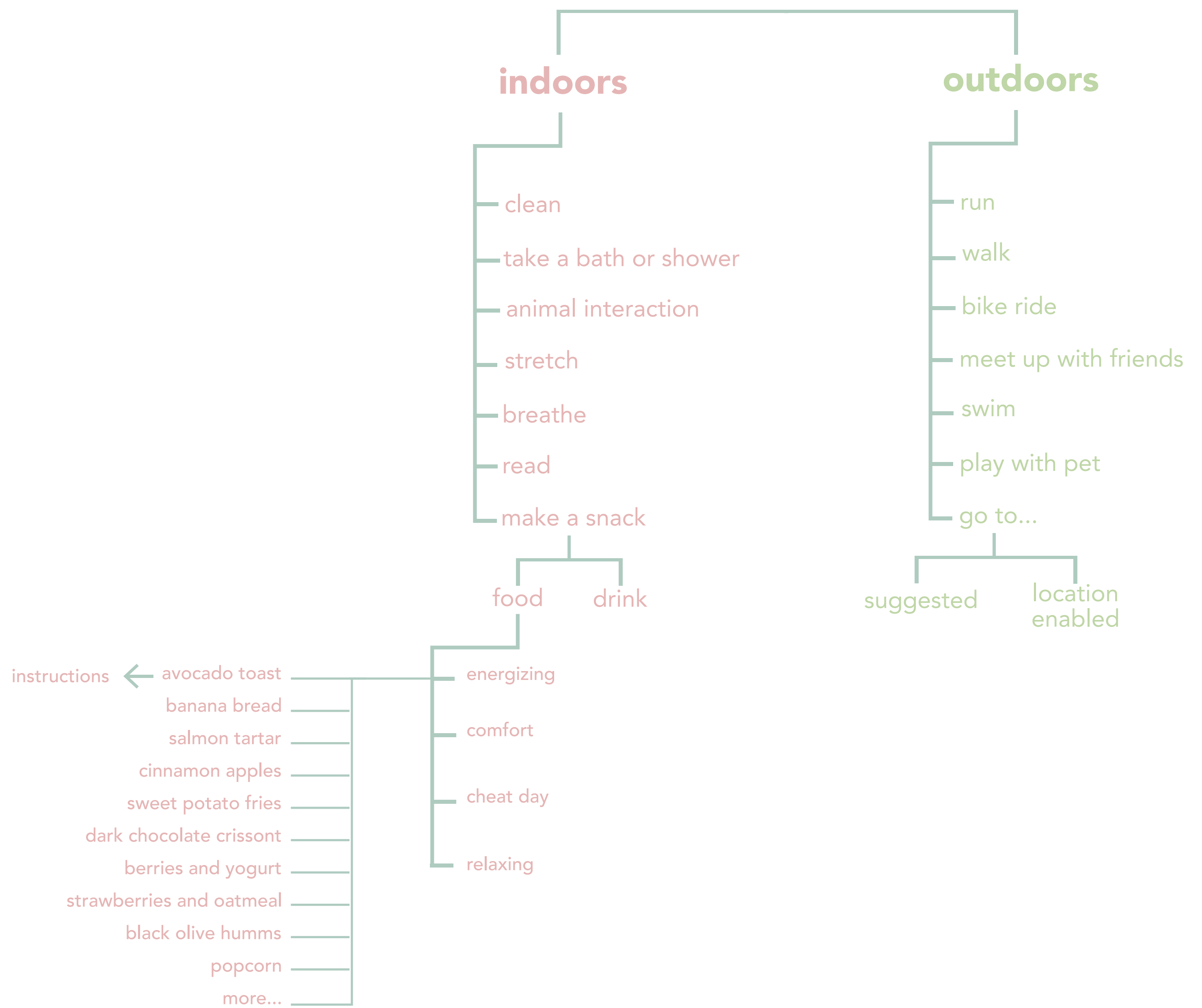
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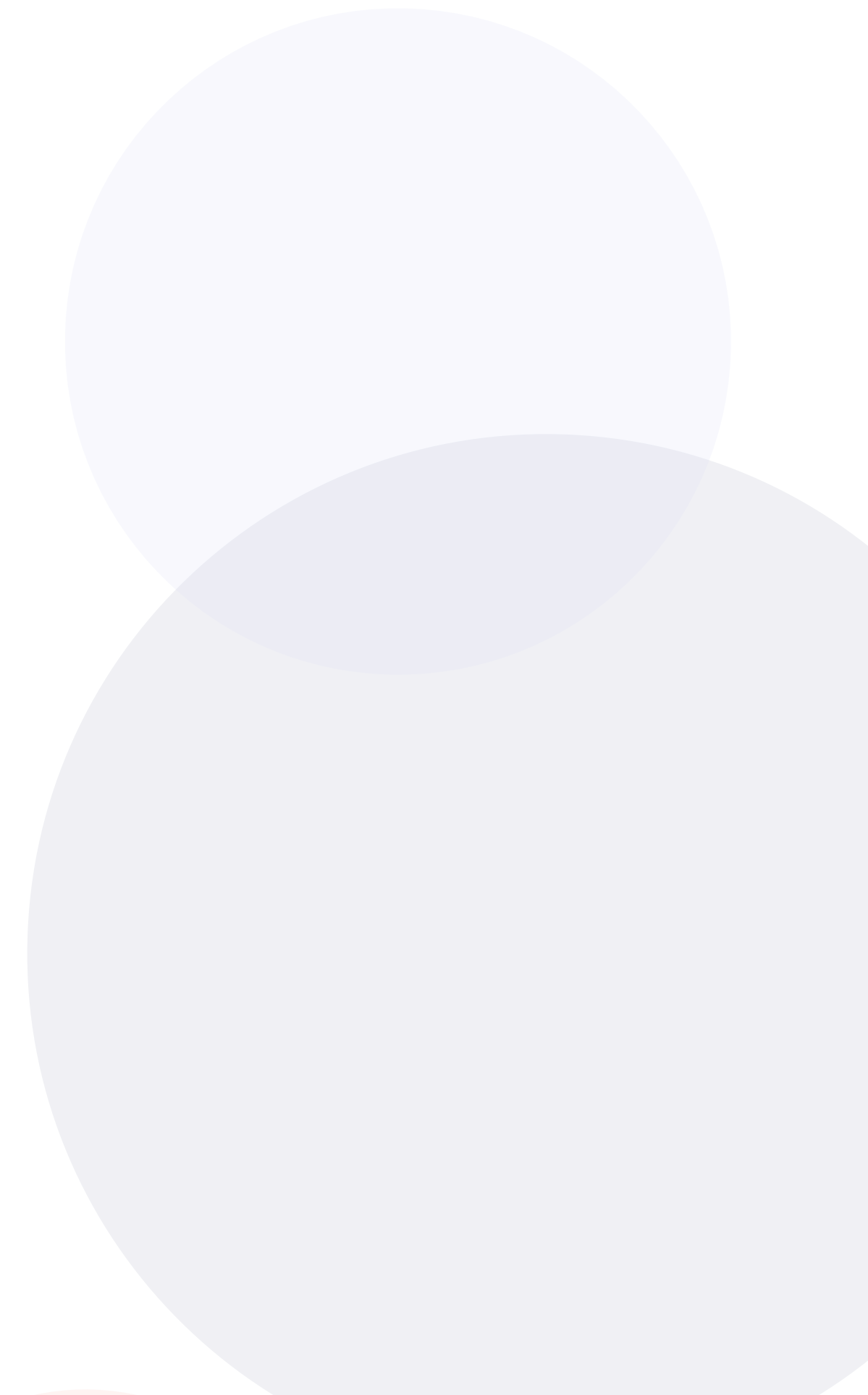
## location

Portland, OR

525 SE Martin Luther King Blvd Portland, OR 97214

- + Office space is \$207.00 per month
  - + Unlimited dates for 12 months \$539.00 per month
  - + Use of private offices, shared co-working spaces and business lounges
  - + Modern office furniture
  - + Office cleaning and maintenance
  - + Secure WiFi
  - + Access to a printer, scanner, photocopier
  - + 10% discount on meeting room bookings in you book via [MyRegus](#)
- close to public transit and restaurant

Overall cost: \$51,744 for 6 months



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## staff

UX/UI Designers - (2) \$37,000 | 74,000

Web Developer for Android & Apple (2) \$27, 500 | 55,000

Data Analyst / Research Analyst (2) \$27,000 | 55,00

Graphic Designers / Visual Designer (2) \$22, 500 | 45,000

Creative Director (1) \$41,500

Art Director (1) \$27,000

Front-end Developer - (1) \$36,000

Back-end Developer - (1) \$60,900

QA Specialists - Troubleshoot (1) \$19, 000

Sales and Marketing Specialist (1) \$19,000

IT Directors (2) \$22,000| 44,000

\$476,400 For 6 months



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## value

How will your app solve/improve the problem?

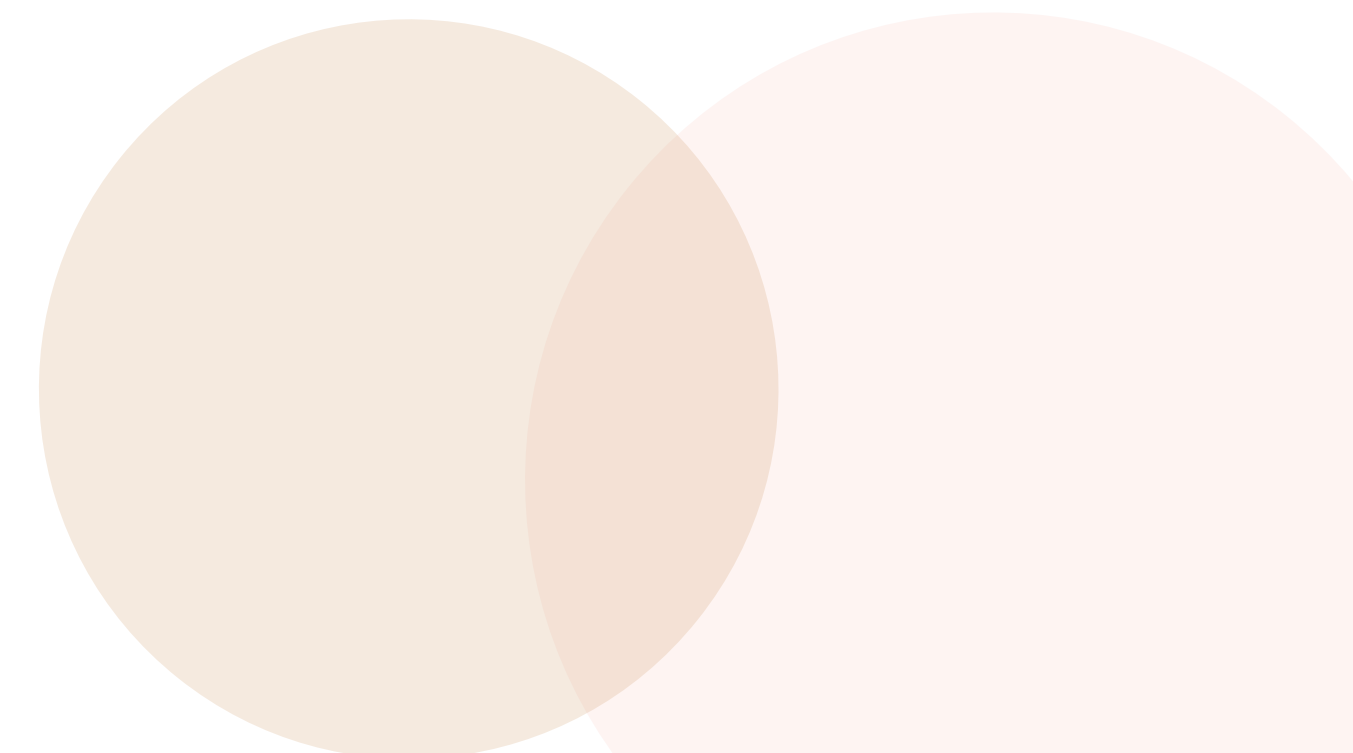
It will allow people to take their mind off of their anxiety by allowing them to get up and move as well as talk to a character that is similar to them, making them feel connected.

What benefits can customers expect?

Calmer mindset to get over anxiety by talking to character, and interacting with them taking advice and being prompted with activities.

Why your app over competitors?

A more interactive app compared to our competitors because they focus on one specific action like, breathing, talking and meditation, where as our app gets the person moving, speaking with a character they can interact with and allows them to do breathing exercises all as options.



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## investments

Apple: \$130,000

They want their stores to have this app for their users, and they are big advocates for mental health. So creating a connection to an app that allows their user to seek help while earning money through millions of downloads.

Google: \$130,000

Having a connection to androids through their play store, it would be a smart investment to create a larger audience and earn money through millions of downloads.

ADAA: \$120,000

They are the anxiety & depression association of America, they want their audience to know there are answers out there and help them so investing in an app dedicated to self help is a smart investment.





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## investments

MTV: \$110,000

They are known for creating change and encouraging their audience to seek out answers and help. As well as having a younger audience, it is a smart investment in an app that helps them do that. MTV has many reality shows that address mental health and they want to cause awareness for aid and will happily advertise and back this app.

Sponsored by Nike: \$110,000

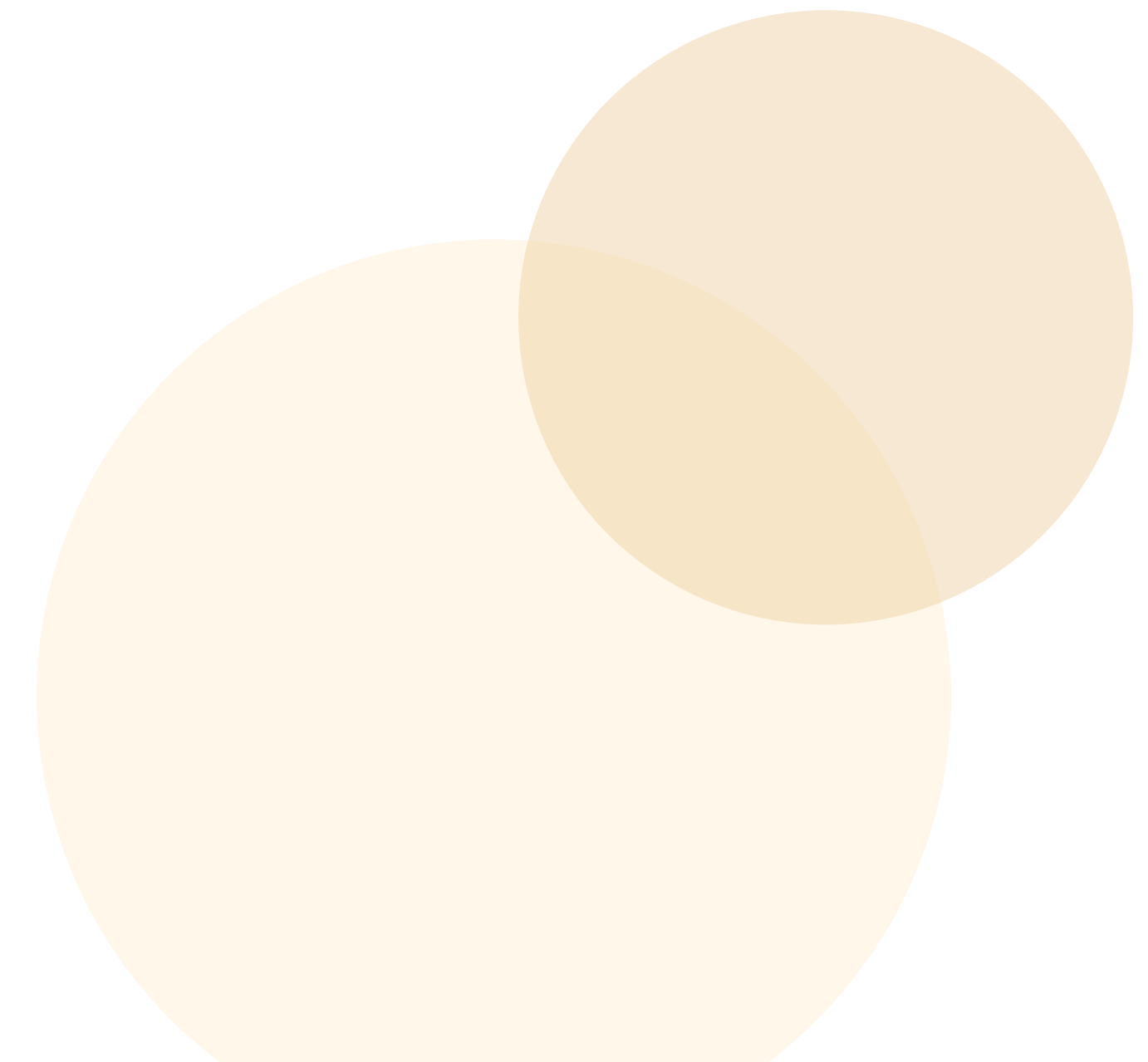
Nike has a tagline of “just do it” which is similar to our own “just right” and since we are an app dedicated to soothing and distracting people from their anxiety, Nike is a smart choice to promote activity and healthy physical activities as distractions.

ROI & overall cost

\$593,439.44 (for 6 months)

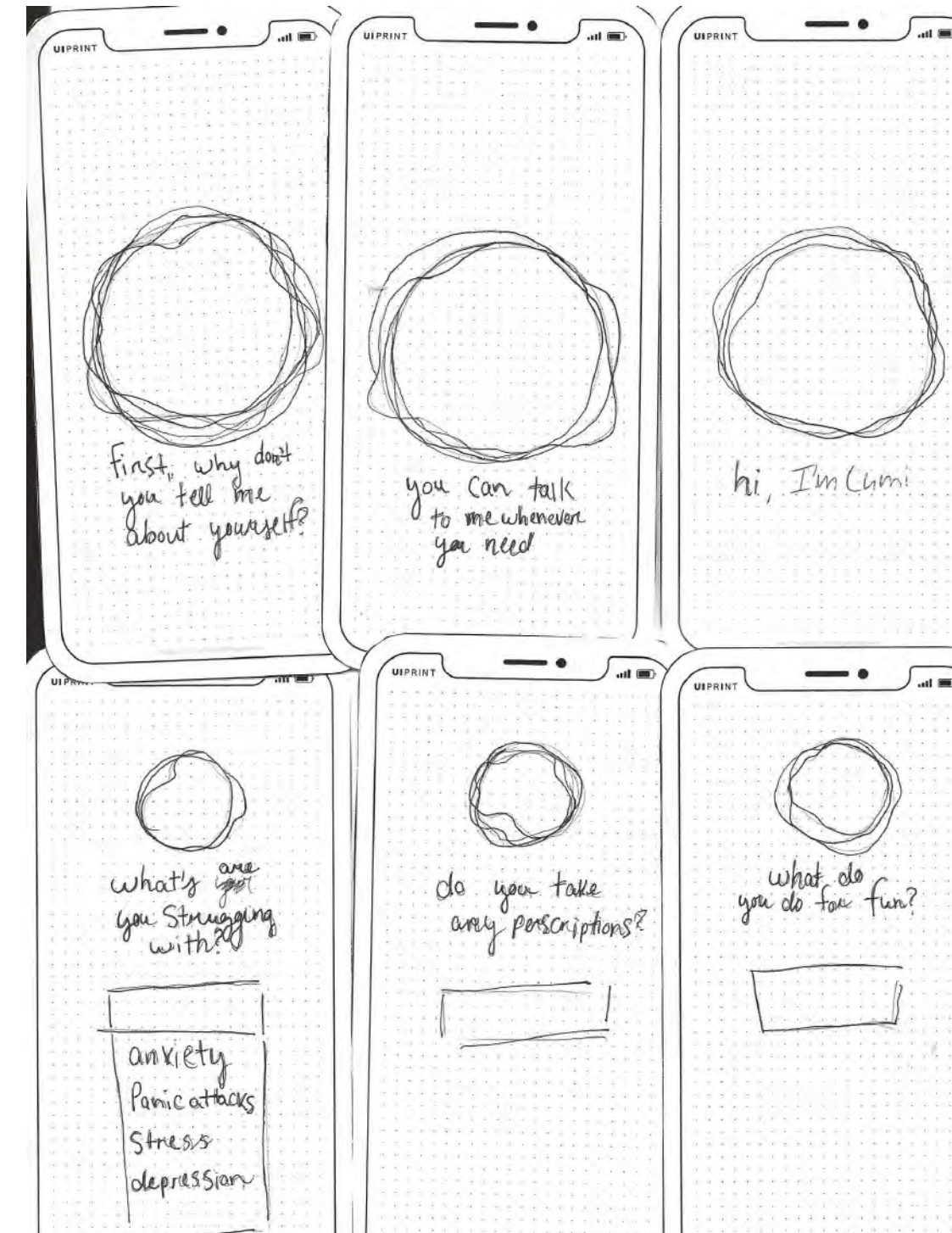
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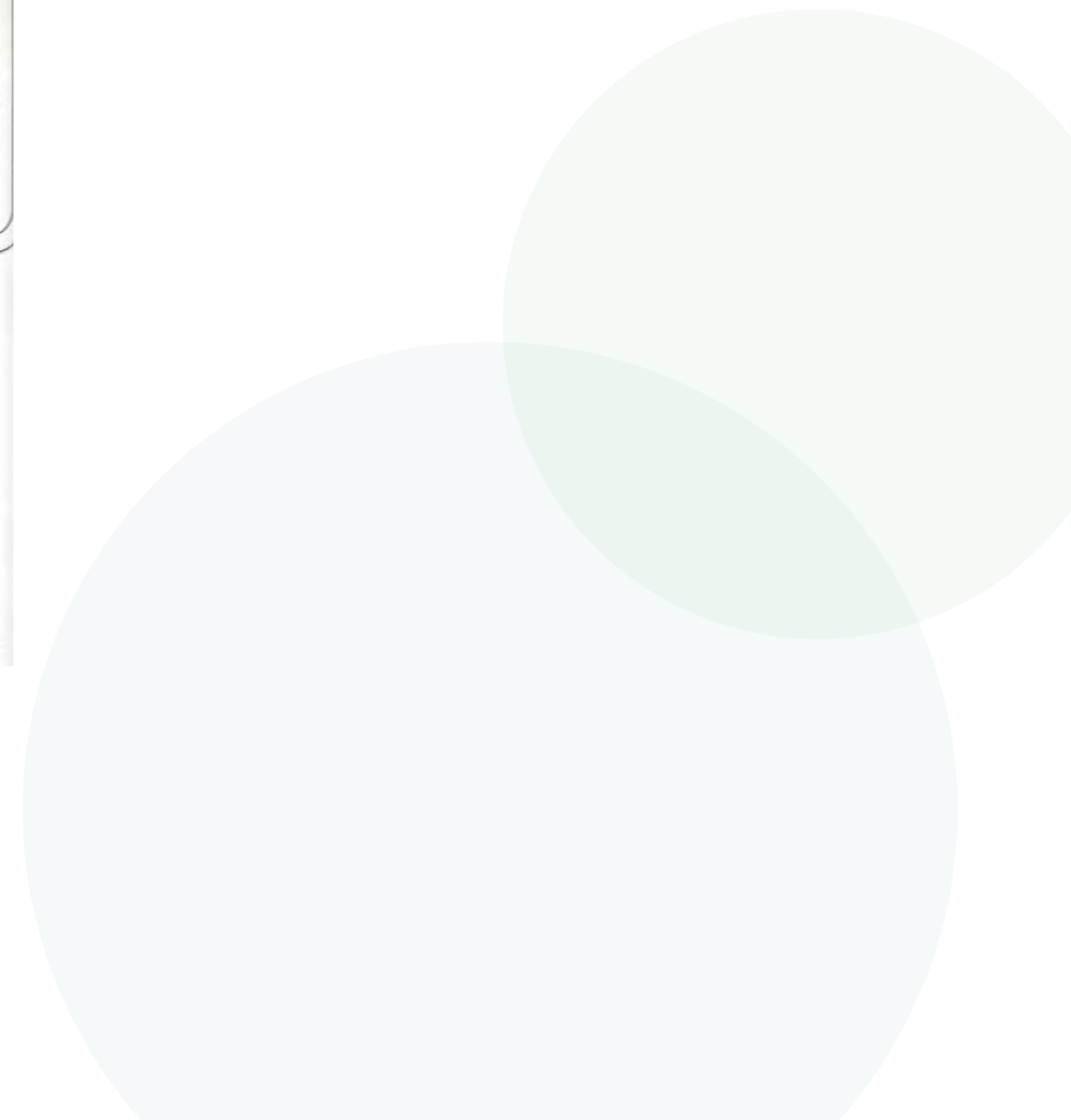
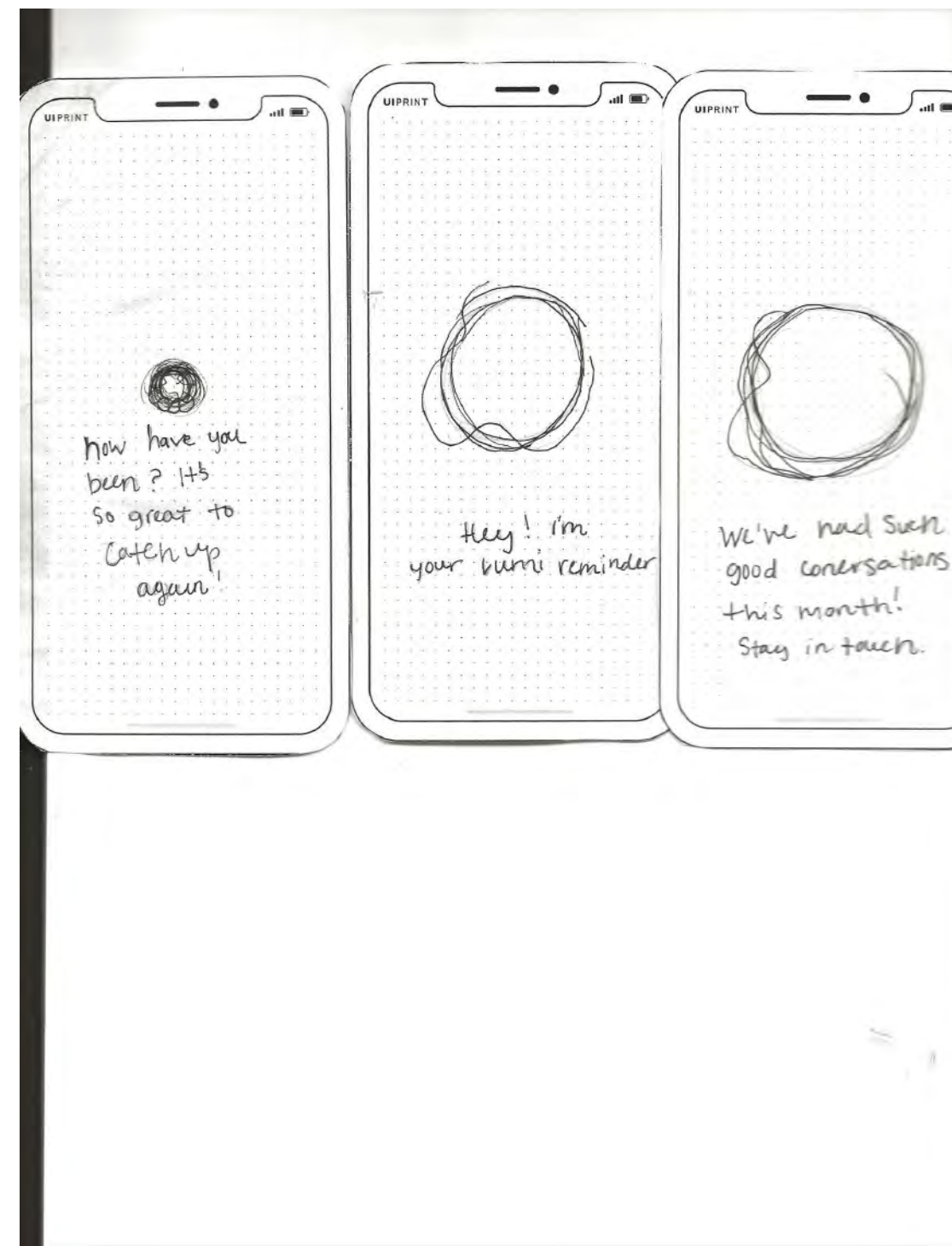
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## wireframes



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## wireframes



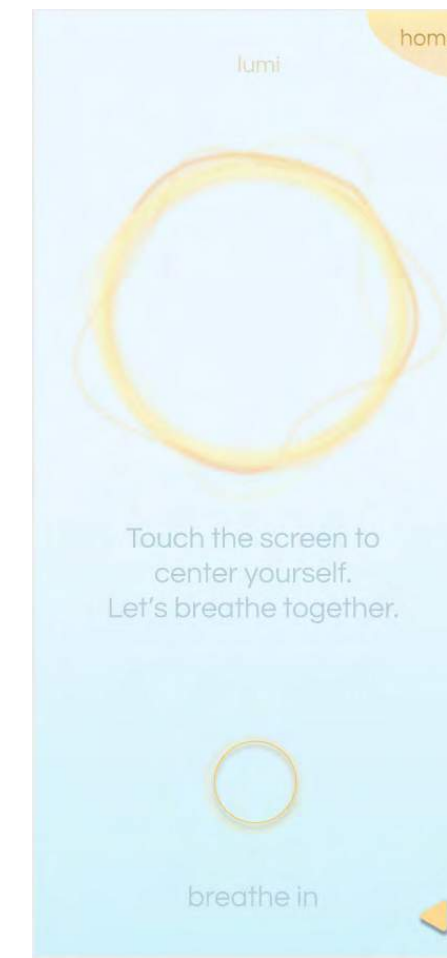
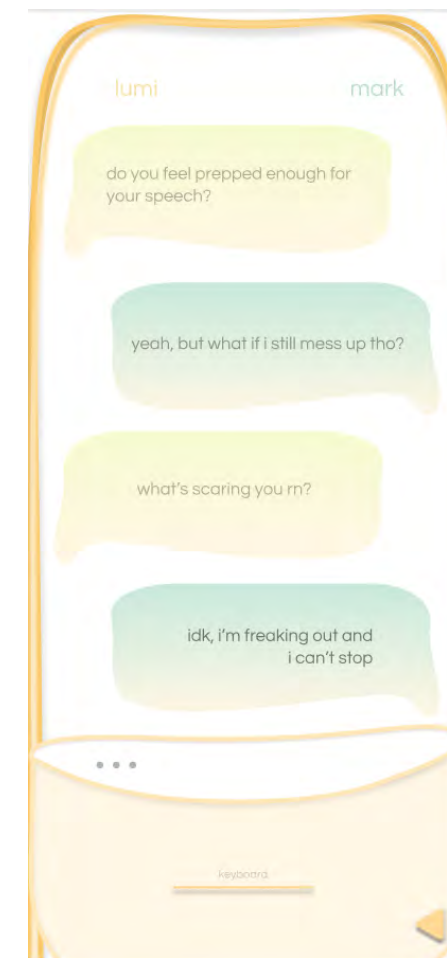
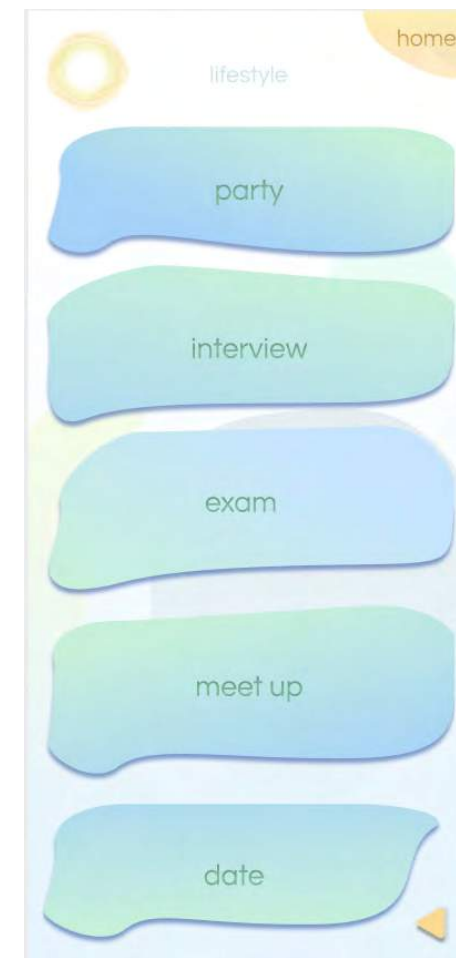
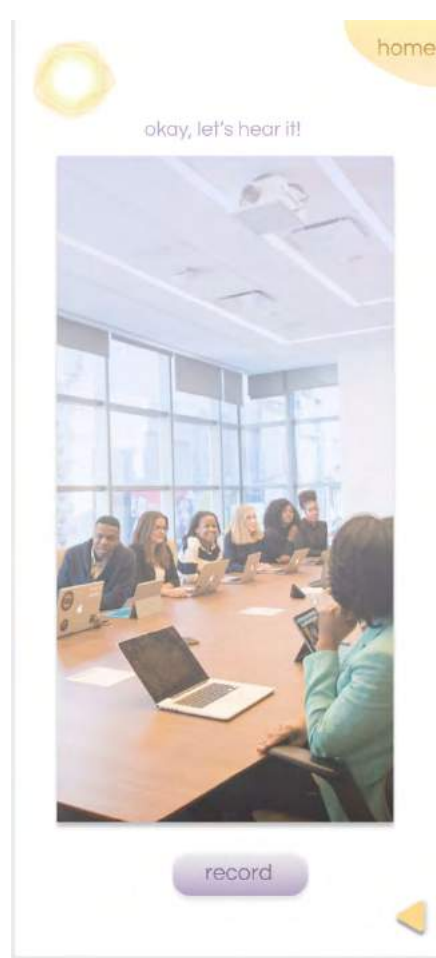
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# surface



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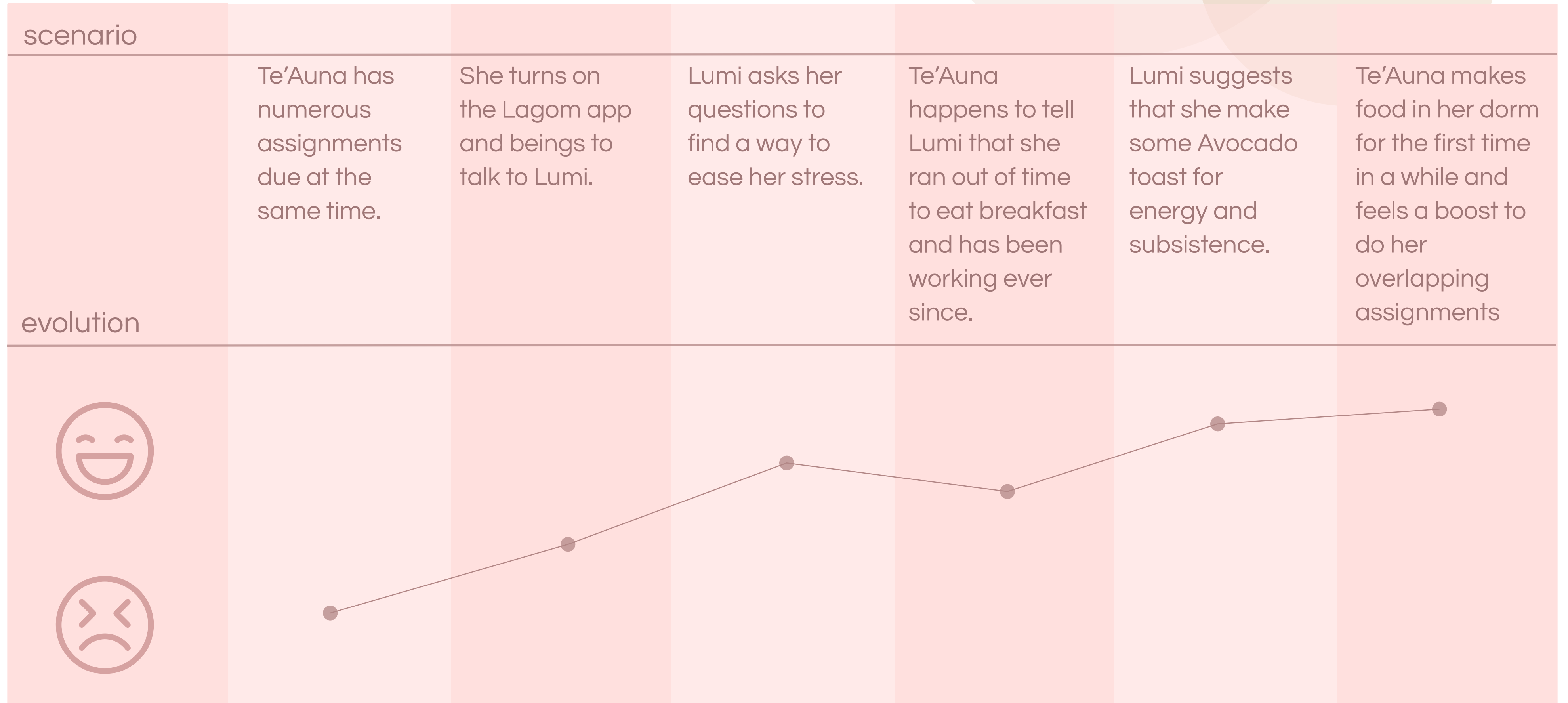


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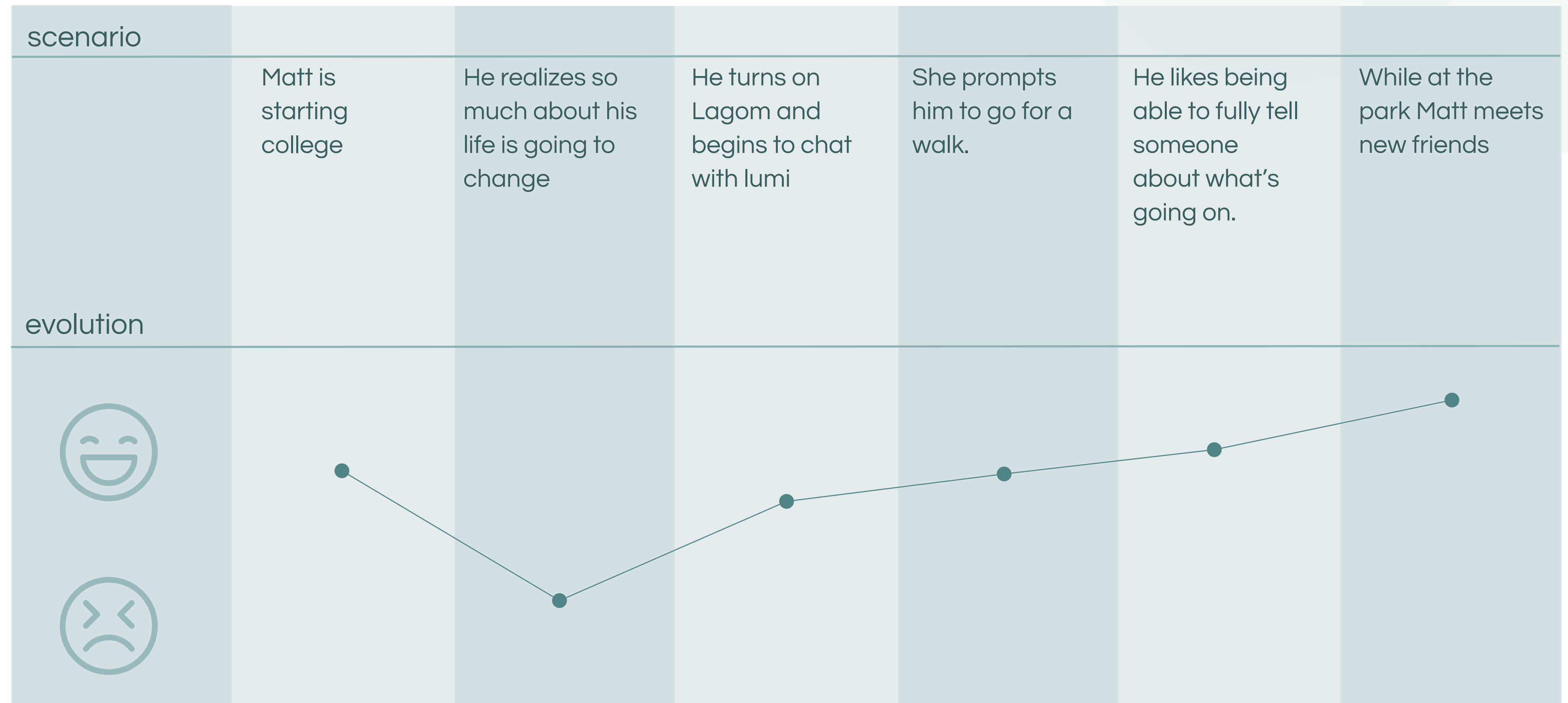
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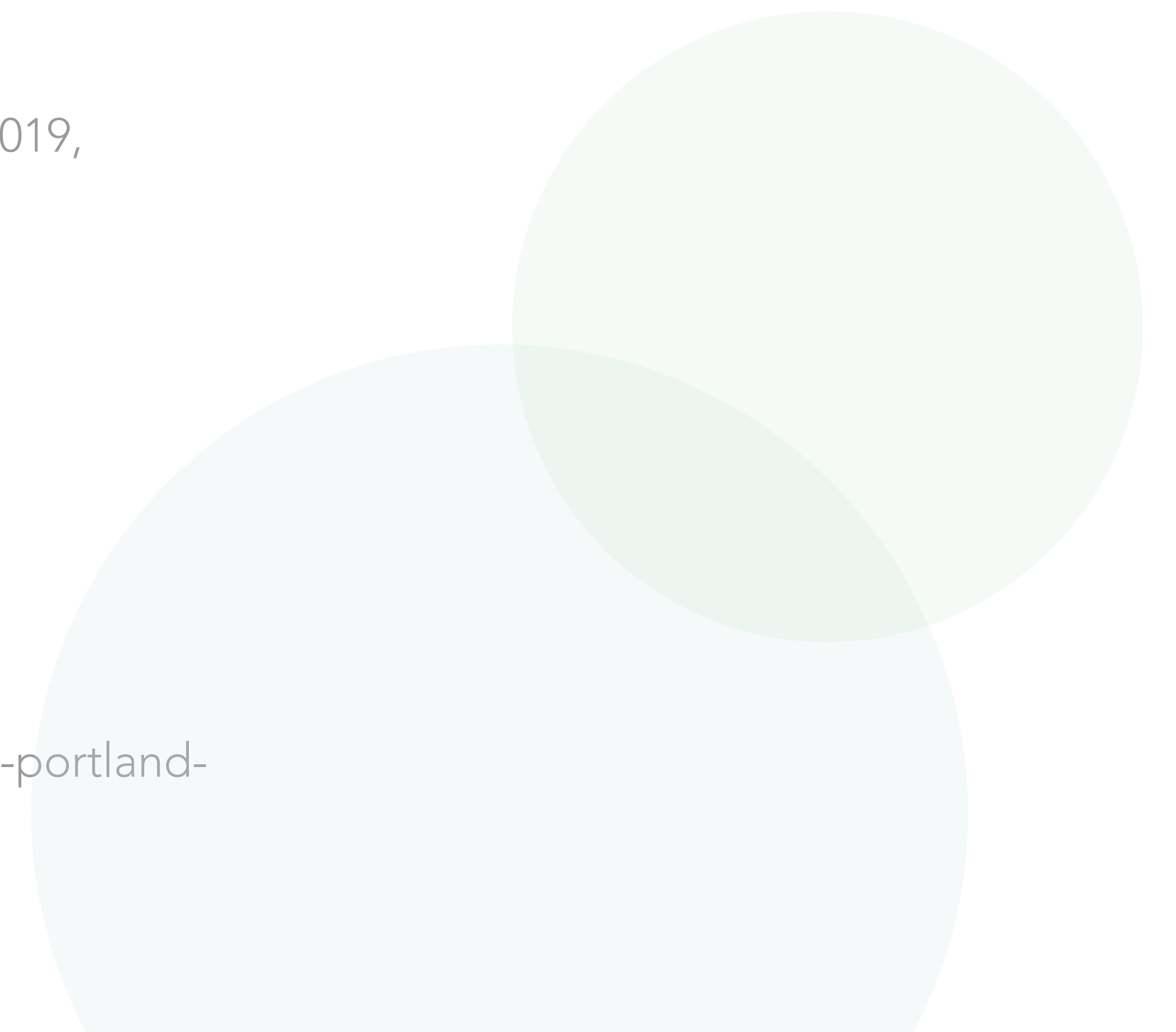
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**tack själv!**

( thank you )