

# Zenspace Meditation App

## 1) Target Audience & User Profiles

Working Professional (30-45 years)

**Objective:** Transient peace in the middle of work.

**Challenges:** Shortage of time, burnout, and difficulty in concentrating.

New Parents (Aged 25-35)

**Objective:** Short restful breaks to recharge.

**Challenges:** Personal time deficit and parenting burnout

## 2) Major Features and Functionalities

### A. Sessions on Meditation

Meditation for 5 - 30 minutes with guidance.

**Categories:** sleep, relaxation, stress, concentration.

### B. Exercises in Breathing

Deep breathing and box breathing.

Timers with visual/audio cues.

### C. Sound Sessions

**Nature sounds:** rain, calming ocean, peaceful forest.

Soothing instruments.

### D. Tracking and Storing Progress

Owning self, weekly summaries and streak counters.

Self usage analytics

### E. Alerts and Reminder System

Reminders for meditation at customized time.

Motivational quotes sent daily.

## 3) Intertwined Values & Goals

Serenity: Assisting users in balancing busy schedules.

Mindfulness: Daily mental and physical focus.

Self improvement: Promoting positive mental health.

Goals with Numbers

100,000 downloads in 6 months.

4.5 star rating from 1,000+ reviewers.

50 percent of users are active on a weekly basis.

## 4. Challenges and Risks in the Present and the Future

Technical Risks

Out of sync audio and video.

Privacy concerns with data.

Risks of User Interaction

Users may disengage in the absence of instant results.

Content may seem repetitive.

Market Competition

Highly competitive