












The Mobile App Project Canvas (ver. 1.0)

ZenSpace

<div>CONCEPT</div> <div></div> <div>ZenSpace is a meditation app that provides guided meditations, mindfulness exercises, and soothing soundtracks to help users manage stress, improve concentration, and practice mindfulness</div>		<div>OBJECTIVES & PURPOSES</div> <div></div> <div><ul style="list-style-type: none">Primary Goal: To create a mobile app that helps users practice mindfulness and meditation, reducing stress and improving well-being.Measurable Goals:<ul style="list-style-type: none">Achieve 100,000 downloads within 6 months.4.5-star average rating from 1,000+ reviews.50% of users actively use the app 3-4 times per week.</div>		<div>VALUES</div> <div></div> <div><ul style="list-style-type: none">Peace: Helping users find peace in their hectic lives.Mindfulness: Promoting daily mindfulness practices.Personal Growth: Encouraging self-care, growth, and emotional well-being.</div>	
<div>PERSONAS</div> <div></div> <div><ul style="list-style-type: none">Persona 1: “Busy Professional” Age: 30-45 Occupation: Corporate professional, high-stress job Goal: Seeking quick, effective ways to relax and de-stress during work breaks. Pain Points: Limited time, difficulty focusing, and experiencing burnout.Persona 2: “New Parent” Age: 25-35 Occupation: Stay-at-home parent or part-time worker Goal: Need for a calming break in a chaotic schedule to recharge. Pain Points: Lack of personal time, stress from parenting responsibilities.</div>	<div>PROBLEMS TO SOLVE</div> <div></div> <div><div>Current Meditation Apps: Limited variety of free content. Some apps require subscriptions for meaningful content.</div><div>ZenSpace Solution: Offering high-quality free content with premium features that are optional. A simple and clean UI with non-overwhelming features.</div></div>	<div>COMPONENTS</div> <div></div> <div><ul style="list-style-type: none">Home Screen: Displays options for meditation, breathing exercises, and soundscapes.Guided Meditations: Various sessions categorized by focus (stress reduction, sleep, focus, etc.).Breathing Exercises: Timed exercises to guide users through deep breathing techniques.Progress Tracker: Users can track their progress, number of sessions completed, and streaks.Settings: Customization options like meditation duration, sound preferences, and reminders.</div>			
		<div>FEATURES</div> <div></div> <div><ul style="list-style-type: none">Meditation Sessions:<ul style="list-style-type: none">Sessions range from 5 to 30 minutes.Categories: Stress relief, focus, sleep, and relaxation.Breathing Exercises:<ul style="list-style-type: none">Deep breathing and box breathing techniques.Session timers with visual and audio cues.Soundscapes:<ul style="list-style-type: none">Nature sounds (rain, ocean, forest) and calming music.Progress Tracker:<ul style="list-style-type: none">Weekly summaries of completed sessions.Streak counter to encourage daily usage.Reminder Notifications:<ul style="list-style-type: none">Remind users to meditate at their preferred time.</div>			
<div>STAKEHOLDERS</div> <div></div> <div><ul style="list-style-type: none">App Development Team: Developers responsible for building the app (back-end and front-end).UI/UX Designers: Designers who create the user interface for smooth user experiences.Product Owner: Responsible for the overall vision, feature prioritization, and decision-making.Marketing Team: Responsible for app promotion, user acquisition, and engagement.Users: Direct stakeholders who will provide feedback and reviews to improve the app.</div>		<div>RISKS</div> <div></div> <div><ul style="list-style-type: none">Technical Risks:<ul style="list-style-type: none">Difficulty in synchronizing audio/video in a smooth way.Data privacy concerns regarding user data and activity.User Engagement:<ul style="list-style-type: none">Users may lose interest if they don’t see quick results or the content feels repetitive.Market Competition:<ul style="list-style-type: none">Competing with well-established meditation apps like Calm and Headspace.</div>	<div>MILESTONES</div> <div></div> <div><ul style="list-style-type: none">MVP (Minimum Viable Product):<ul style="list-style-type: none">Core meditation and breathing exercises.Basic progress tracking.Basic soundscapes.Future Phases:<ul style="list-style-type: none">Phase 2: Add community features (social sharing of progress, challenges).Phase 3: Add premium content and subscription plans.Phase 4: Expand with additional mindfulness exercises (yoga, journaling, etc.).</div>		
		<div>DELIVERABLES</div> <div></div> <div><ul style="list-style-type: none">UI Prototype: A clickable prototype demonstrating core navigation and design.App Code: The complete mobile app for iOS and Android.Launch Plan: A strategy for app launch, including marketing and acquisition strategies.Documentation: Code documentation and user guides.</div>			
<div>APP NAME</div> <div>ZenSpace</div>	<div>CONTEXT OF USAGE & COVERAGE</div> <div>Offline and with Data</div>	<div>TECHNOLOGY</div> <div>Swift, Kotlin, Firebase, Google Analytics</div>	<div>PLATFORM, OS, ...</div> <div>Android, iOS</div>	<div>ORIENTATION</div> <div>Landscape, and Potrait</div>	<div>RELEASE</div> <div>Apple Store and Google Play</div>