Ideation & Conceptualization – MindEase App

# Collaborative Brainstorming Output

We used brainstorming tools like MindMeister and Miro to explore ideas that combine emotional intelligence, AI-driven insights, and behavioral psychology. The ideation phase focused on how to make digital detoxing motivating, empowering, and non-judgmental for users.  
  
Key Ideas Generated:  
- Screen Time Diary – Users log their emotions and usage patterns to gain self-awareness.  
- Time-back Challenge – Incentivizes reduced usage by rewarding “time saved.”  
- Mood Check – Allows users to reflect on how screen time affects their mental well-being.  
- Relaxation Hub – Offers AI-curated wellness suggestions.  
- Family Sync – Enables shared detox goals for group motivation.

# Unique App Features (Finalized Concepts)

After reviewing feedback from potential users and mentors, we finalized the following key features:  
- Daily Progress Dashboard – Visual display of usage patterns and detox progress.  
- Gamified Rewards System – Earn digital badges and coins for goal completion.  
- Customizable Goals – Users set personalized detox goals.  
- Gentle Notifications – Motivational reminders and positive reinforcement.  
- Relaxation Suggestions – AI-curated wellness tasks based on user input.

# Tools Used for Ideation

To support creative thinking and collaboration, the following tools were used:  
- MindMeister – For digital mind mapping of features and flows.  
- Miro – For team brainstorming and idea clustering.  
- Persona Generator – To develop empathetic user profiles that guided ideation decisions.