

# IN4MATX 148 Team

Zhaoyang Lu, Avery Mavrovounioti, Jessica Shaw



# Main symptoms of nervousness

- Feeling restless or tense
- Having an increased heart rate
- Breathing rapidly (hyperventilation)
- Trembling
- Sweating

Source: Mayo Clinic



How can we relieve  
feelings of  
nervousness?



Ways to  
relieve  
nerves

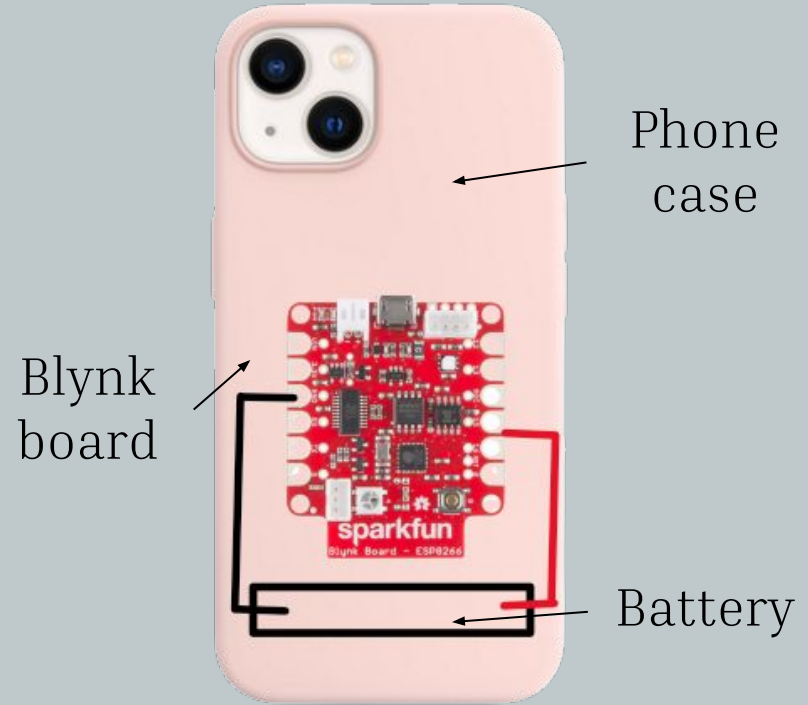


Breathing exercises

Positive affirmations

Distractions

# Emotional support phone case



*Source: Sparkfun*

## How our device relieves nerves



The Blynk Board's humidity sensor will sense the user's sweaty palms and activate the following:

**Breathing exercises:** sends Blynk in-app notification with instructions for breathing exercises

**Positive affirmations:** uses VoIP call Webhook in the IFTTT app to provide user with positive affirmations

**Distractions:** triggers RGB party to distract the user from whatever is making the user nervous

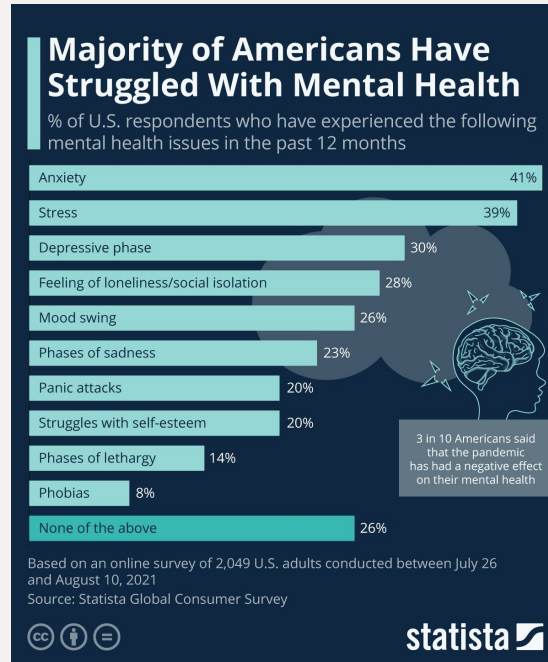
Why do people need  
emotional support  
smart objects ?



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# Social Need

## Improve mental health



Source: Statista

## Low cost

- Average cost of psychotherapy is around \$100-\$200 **per session**
- Not all insurances cover mental health services
- Children and adolescents with low socioeconomic status are exposed to a **higher** risk of developing mental health problems

Source: Forbes and National Library of Medicine



Why a phone case?

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# Competitors



## Oura Ring

Focuses on tracking and improving sleep - an important aspect of mental health

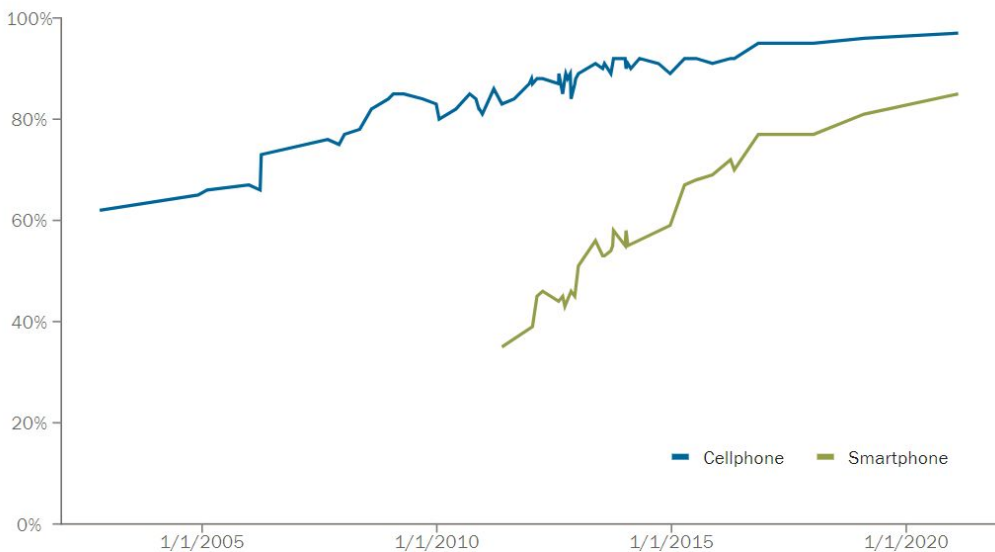


## Apollo Neuro

Uses non-invasive touch therapy to send silent, soothing vibrations to the body according to a daily schedule the user chooses

## Mobile phone ownership

% of U.S. adults who say they own a ...



Note: Respondents who did not give an answer are not shown.

Source: Surveys of U.S. adults conducted 2002-2021.

Source: Pew Research

## Our product's competitive edge

According to Pew Research:

- “The vast majority of Americans – 97% – now own a cellphone of some kind”
- Of that 97%, 85% own a smartphone

Most Americans have a phone case:

- Convenient/discreet
- Doesn't collect as much biometric data
  - Oura Ring is \$299-\$349 USD
  - Apollo Neuro is \$349 USD

# Security

*Data will likely not be compromised, as we are using a secure third-party product*

- According to the Blynk website, the in-app messaging is secure and encrypted
- The device also uses “granular permission” which means that there is a hierarchy in the levels of access to the data.
- Blynk application also uses an integrated verification process, where users can log in with their email addresses



Thank you!