

Challenge.ME

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Problem Statement

The COVID-19 pandemic has affected many of us. With depression and social isolation on the rise, and with many businesses closing affecting employment negatively, we are looking for solutions to lift up the mood and bring in an element of fun and togetherness. We need an outlet to combat feelings of loneliness and lack of motivation due to COVID-19. In this project, we aim at helping a specific group of people who have been affected negatively by the pandemic: **Bartenders**.

Bartenders need a way to maintain socializing with people that share their trade, motivation, and continue to practice their skill.

How might we maintain the fun of the bar scene, while bars are closed?

Solution Statement

Challenge.ME connects bartenders with contests that allow them to practice or test their unique skills against others.

Challenge.ME Features

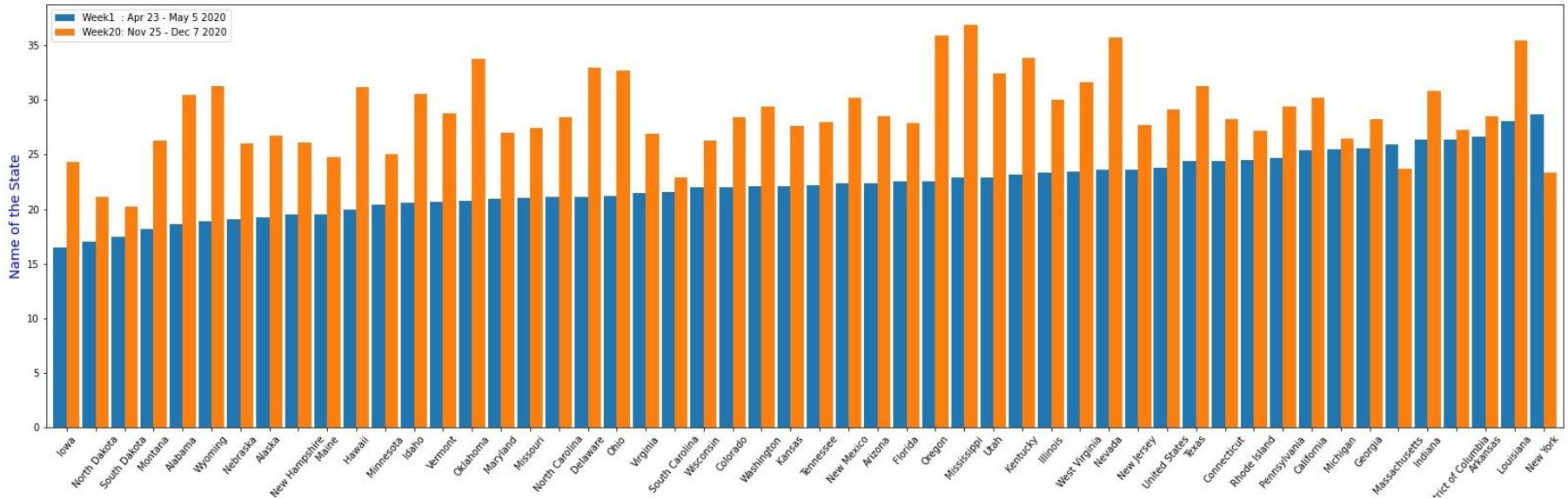
- **Communicate:** Promotes Remote Togetherness by allowing you to chat with other Bartenders in each contest page
- **Create:** Upskill your craft by competing in drink-related challenges
- **Compete:** A little competition to get the blood flowing! The more people you beat in a competition you move up in our Challenge.ME Leaderboard!

Isolation has negative impacts on mental health

Perceived social isolation during the COVID-19 pandemic significantly has had an extraordinary global impact, with significant psychological consequences. Changes in our daily lives, feeling of loneliness, job losses, financial difficulty, and grief over the death of loved ones have the potential to affect the mental health of many. [source: National Institute of Health]

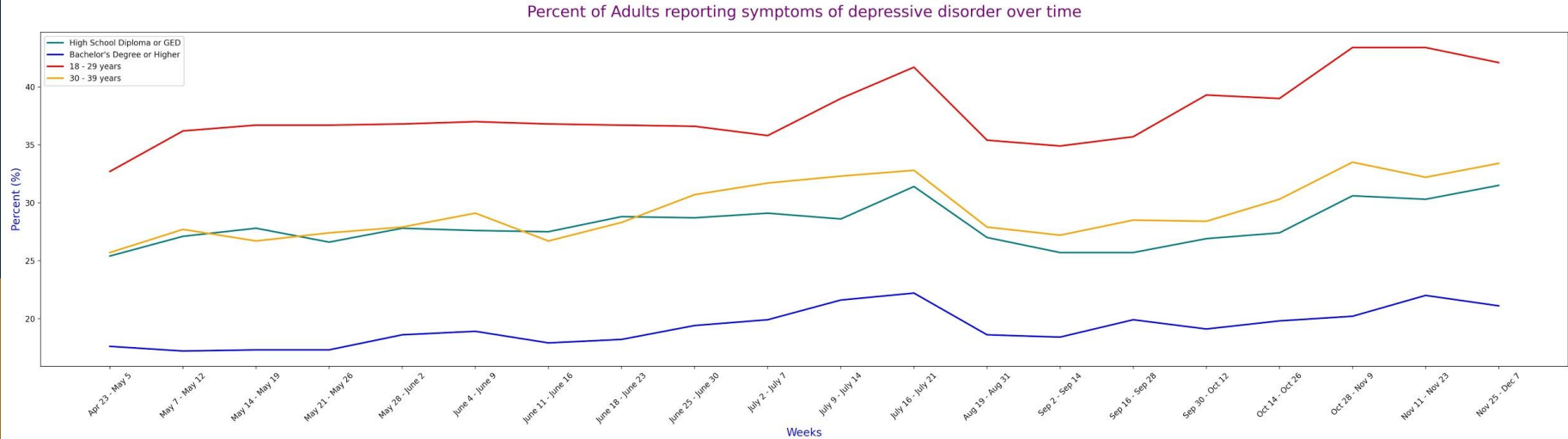
Are we observing an increase in depression among adults since the pandemic?

Adults who report symptoms of Depression by State
Week1 vs. Week20



In the most recent week compared to the beginning of the pandemic, all states, except Massachusetts and New York, record an increase in reports of depression symptoms among adults. [[data source](#): CDC]

How has the pandemic affected adults in various groups?



Reports of depression in adults have been increasing over time, since April and through the rest of the year.

[[data source](#): CDC]

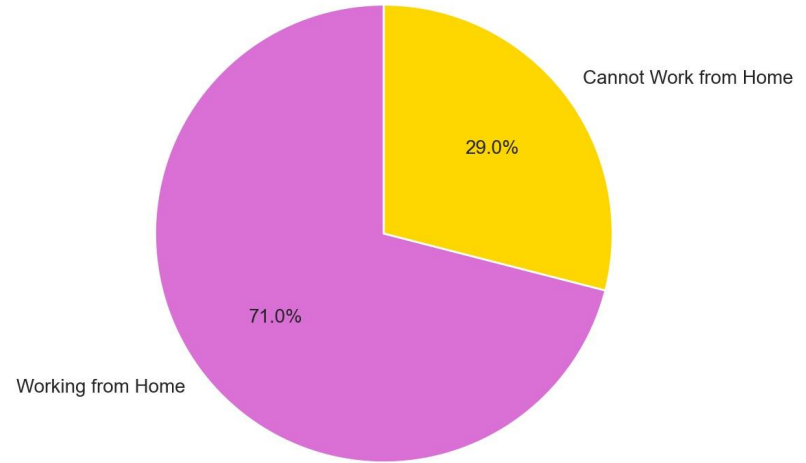
Average age of bartenders is 35. [Link](#).

Most bartenders have a high school degree. [Link](#).

The pandemic has affected employment negatively

Even though 29% of the population was able to continue working safely from home, for the remaining 71% the situation remained uncertain, with some losing their jobs due to business shutdowns and mandated lockdown orders.

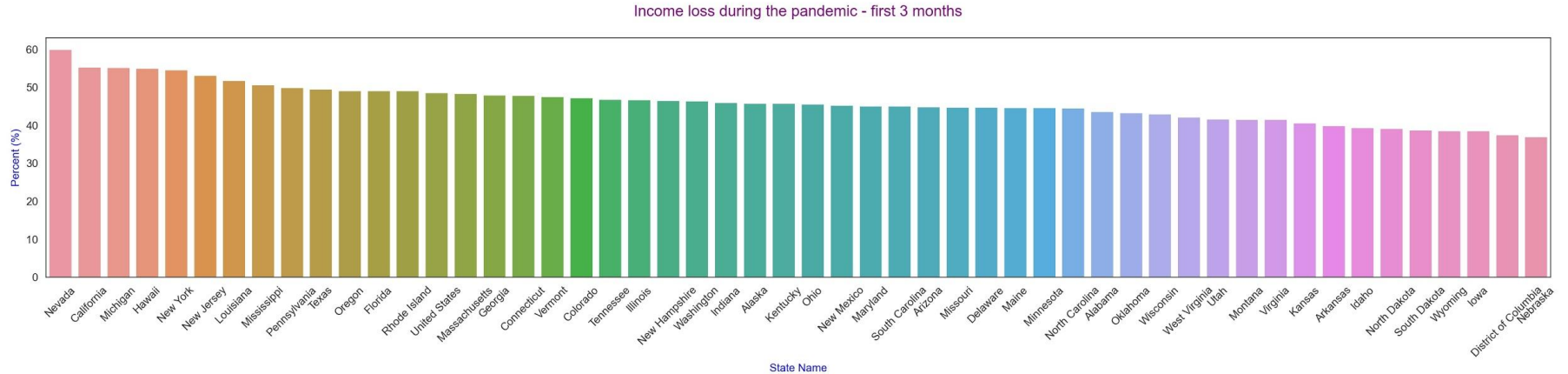
[[source](#) Visual Capitalist/Department of Labor]



Search:

Occupation	COVID-19 Risk Score	Average Annual Income	Number of Employed
Dining Room and Cafeteria Attendants and Bartender Helpers	45.5	\$22,270	455,700

What does loss of income look like across the country during the pandemic?



Income loss has been experienced across the country during the pandemic, with Nevada being affected the most.



Competitor Charles

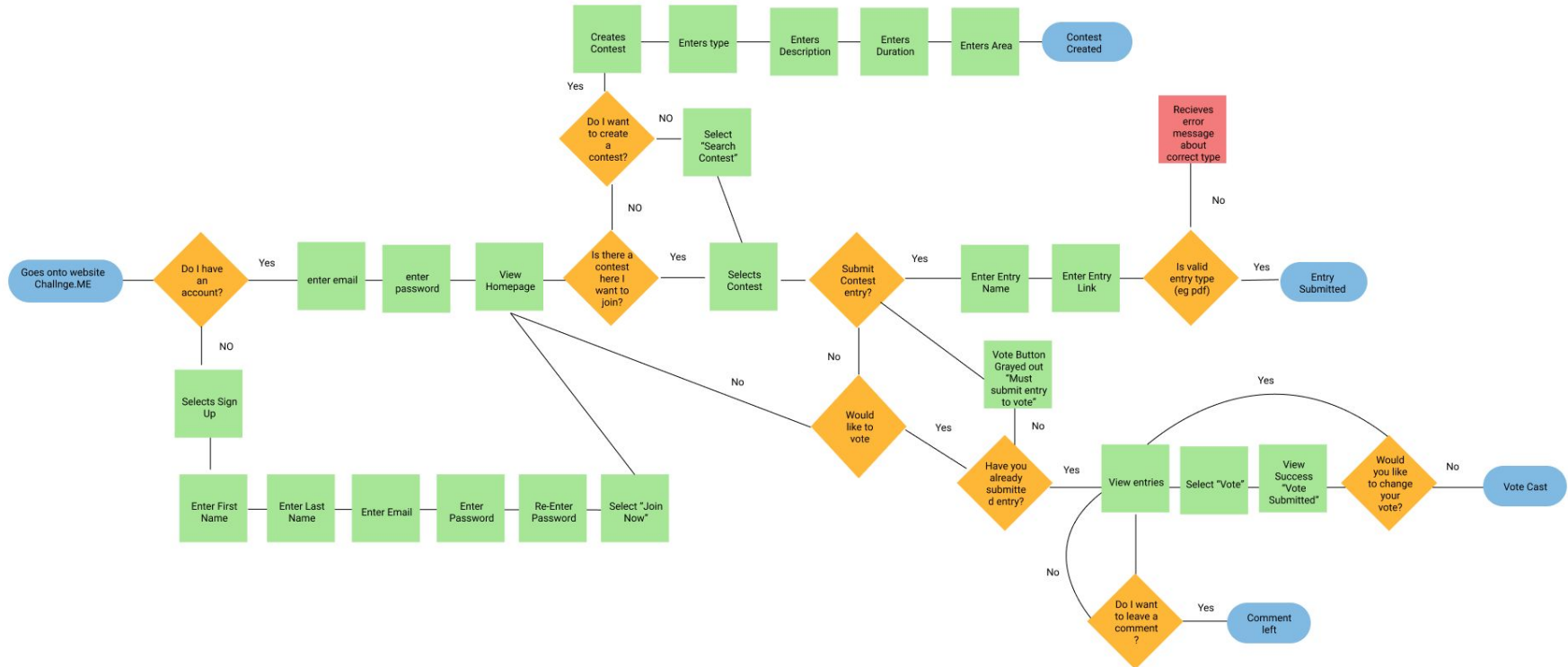
Frustrations

- Bar he worked at is closed due to Covid-19 and he has been laid off
- Feels depressed because he doesn't see his customers everyday
- Feels anxious and uninspired to do anything because he is unsure of the future

Goals

- He wants to connect with people again and share his love for cocktails with others
- Wants to keep his bartending skills sharp for when he can return to work
- Wants to do something productive with his time instead of binge watching shows

User Flow 1.0



App Demo

Next Steps

Must Do

- Finish the mid fidelity prototype
- Usability tests with Bartenders
- Iterations based on feedback
- Research more design inspirations to create a more pleasing UI

Should Do

- Implement an incentive for Bartenders to get paid on the website
- Limit # of entries per personal contest
- Consult UX copywriter
- Open the app to not just Bartenders but anyone with a hobby and create categories (Ex. Music, Art, Food..)

Won't Do

- Stay up till 3AM prototyping (this is a lie)
- Beat up whoever already registered challenge.me (half lie)

Sorry, **challenge.me** is already registered.
Hire a broker now to acquire it from the current registrant.

What is going to happen?

- 1 Set a budget with your broker.
 - 2 Your broker will negotiate with the current owner on your behalf.
 - 3 Once a price is agreed upon and payment is made, the domain is yc
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