

# 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.**

Bars have been closing, leaving bartenders out of work. **Bartenders need a way to maintain socializing with people that share their trade, motivation, and continue to practice their skill.**

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

# Solution Statement

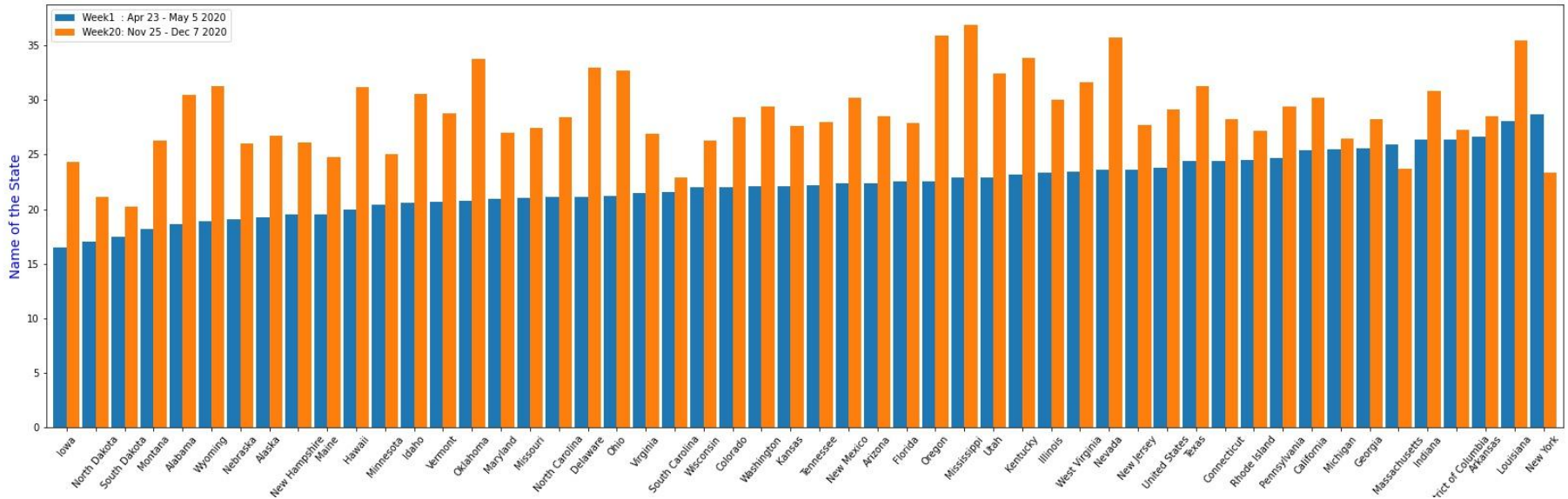
Challenge.ME connects bartenders with challenges that allow them to practice or test their unique skills against others.

## Challenge.ME

- Promotes Remote Togetherness
- Upskills your craft
- Friendly Competition

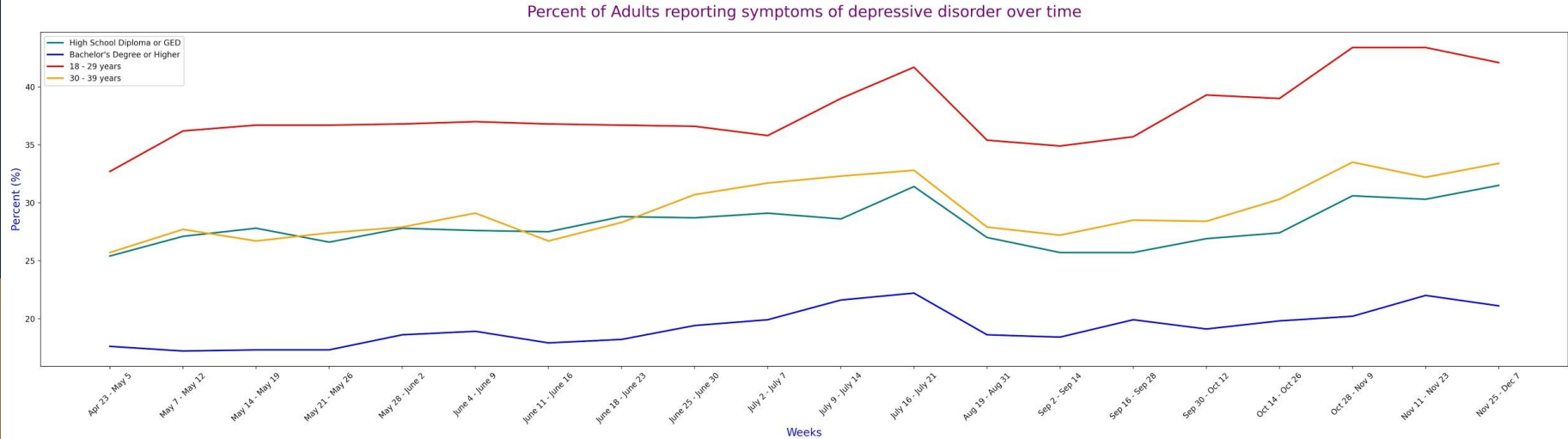
## Are we observing an increase in depression among adults since the pandemic?

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?



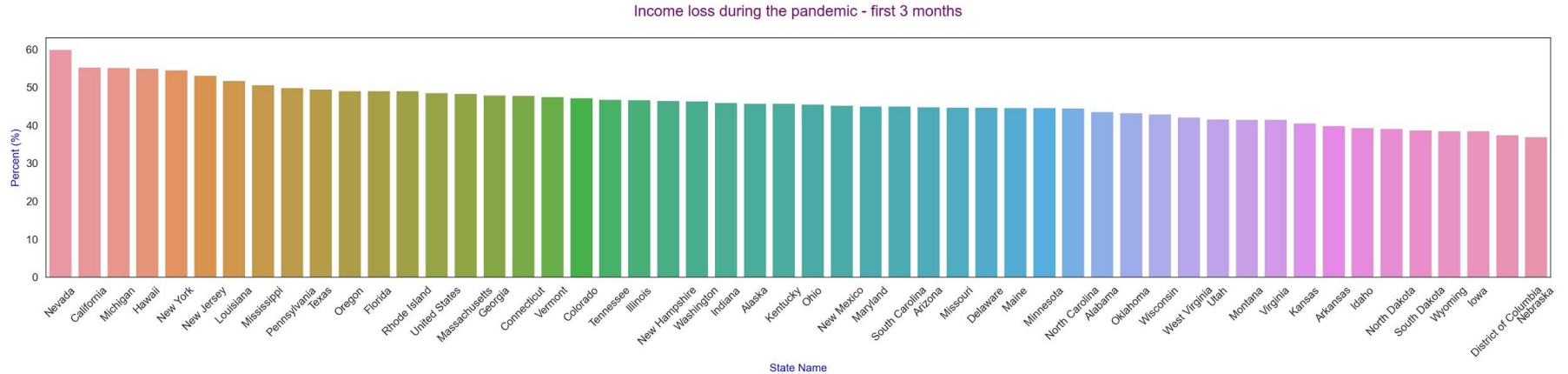
*Reports of depression in adults have been increasing over time, since April and through the rest of the year.*

*[[data source](#): CDC]*

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

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

## 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.*

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. [\[source: National Institute of Health\]](#)

Many individuals have been practicing social distancing by working from home in recent weeks. While this arrangement can be a great way to reduce one's exposure to COVID-19, it's a luxury that's available to just 29% of Americans. [\[source: Visual Capitalist/Department of Labor\]](#)

The situation for the remaining 71% is uncertain, to say the least. A significant portion of the population has lost their jobs due to business shutdowns and mandated lockdown orders. Others employed in "essential services" have continued working as usual, but may face a higher risk of potential exposure to the virus.

Search: <input type="text" value="bartender"/>			
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



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



# App Demo