

P3: Ideate and Pitch

Make a copy of this document (File -> Make a copy...), complete it, and submit it via Canvas.

Suggested Timeline

You have **just under two weeks** for this assignment and many of the activities should be completed collectively by all members. Consider meeting as a team once for at least an hour to complete the written portion and determine a strategy for developing your pitch video.

Meet for video sunday afternoon 3/17

Studios

You'll show your pitches in Studio on 3/19.

Due

3/19 @ 11am via Canvas - **THIS IS A TUESDAY**

Team Wellness

P2 How Might We:

How might we help people gain a deeper understanding of how their habits affect their wellness?

Ideation (all members)

Conduct an ideation meeting to brainstorm ideas for your design. Collect your ideas as a series of post-its using google slides, mural, or miro, trello, take a photo of your brainstorm, and post it here. Each group member should contribute at least ten ideas.

[Link to the group FigJam](#)

Michael:



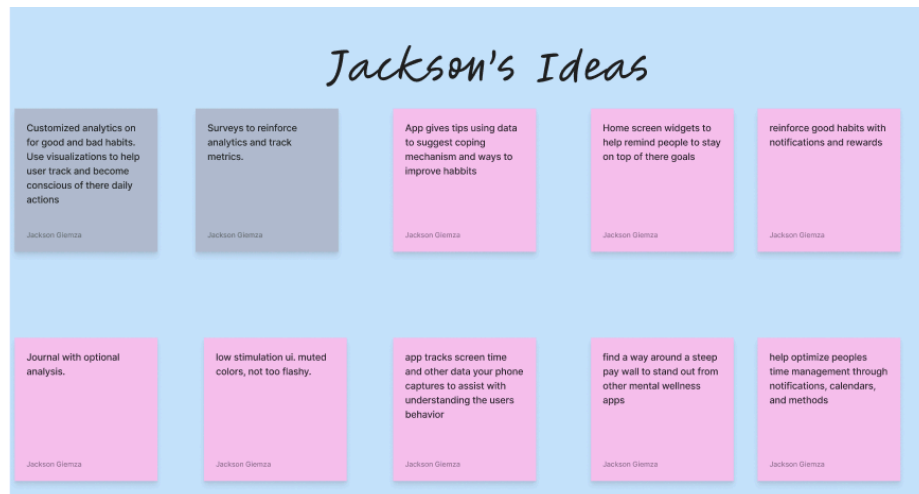
Felix:



Phebe:



Jackson:



Concept (all members)

Felix: WellTrend is a mental and physical wellness app that identifies trends across a user's journal entries and external app usage. These trends could be qualitative or quantitative in nature and could be observed through journaling and Likert scales respectively. The app will follow up with the user about the trends it identifies and may ask for further information in the form of a targeted survey. The app will track the users' usage over time and so will be able to dictate if the user is trending in a positive or negative direction.

Michael: WellTrend is a mobile application that allows users to track physical and mental health trends through various quantitative and qualitative methods. These trends are created based on journal entries, Likert scale responses, and daily survey responses to ensure thorough and

accurate findings. Users are also able to use external data from other applications, such as screentime, to consolidate information as they choose.

Phebe: WellTrend is an app available on mobile devices. This app will track qualitative and quantitative data through surveys, journal entries, Likert scales, and other information submitted to the app. Through this data we will determine wellness trends, and we will present the data in a simple and understandable way. Users will be able to set wellness goals for themselves, and the app will consistently check in with the user.

Jackson: WellTrend is an app that allows users to track and analyze their daily habits through customized data collection and analytics. Through the collection of surveys, journaling, screen time, and more the app can find trends in a user's daily lives to suggest improvements or reinforce good habits. WellTrend helps users become more conscious of their habits and offers the ability to deeply understand and improve them.

Concept Rationale (all members)

Write a few sentences here about how you determined to follow this idea (e.g. was it the most feasible, was your selection informed by persona's etc.)

Felix: My thoughts for this design were informed mostly by the behavior that I observed during my research phase. I saw that people's technological habits spread across a multitude of apps, as well as physical aspects of their lives. It was important in my decision making to prioritize access to the external data, alongside the data the app will collect on its own.

Phebe: My ideas for this design were inspired by the observational research I did in P2. I noted that most students turn to their phones when they are bored. This made me realize that our app needs to have a screen time regulation aspect.

Michael: My ideas for the design come mainly from the research conducted in P2, as well as my own personal experiences using mental and physical wellness applications. I saw that a large portion of interview participants had a gripe with applications that included a paywall to necessary features, as well as overcomplicated designs that were not beginner-friendly. With this, our app should immediately include all necessary features, allowing for customization without frustration.

Jackson: Through brainstorming with my team and conducting interviews I was able to flesh out my ideas for the app. Also think about my personal experience with wellness apps and habit tracks. I believe these ideas fill a gap in the market by utilizing new technologies to offer a very customizable experience for the user. I would love to see these ideas implemented in a functioning app and I think they can be leveraged to better people's lives. We need to be

implementing technology that helps us grow, not the opposite, that is a big problem in the tech industry right now.

Pitch Video (all members)

Create a video that is **no longer than two minutes** to pitch your concept. If your video is longer than 2 minutes, you will lose 10 points. Your pitch should give us the what, why, and how of your project: what problem are you exploring, what you have learned about the problem, and how you are going to approach a solution. The simplest version would be a recording of a slide presentation where your group describes

- (1) your team name,
- (2) your how might we question,
- (3) the key takeaways from P2 and
- (4) the concept that you have decided to develop further.

You are also welcome to explore other creative presentation options so long as you can record it and it is under two minutes. A good pitch will be engaging to watch and will clearly describe the items listed above. We will play the videos in the studio on 3/19 and provide feedback on each others' concepts.

Include a link to your video here, and please **make sure we have permissions to view it.**

☐ Team Wellness

Statement of Work

Please describe who contributed to which parts of your project.

Michael: Contributed in video recording, helped with script, edited video, contributed to Figjam

Felix: Contributed in video recording, helped pieces of script, contributed to the Figjam

Phebe: contributed to video recording, helped brainstorm ideas for video, and contributed to the FigJam