

Investors summary

Mindf*ness™

Your gateway to mindfulness

What is mindfulness?

Mindfulness is the quality or state of being conscious or aware of yourself or your surroundings. It's also a mental state achieved by focusing one's awareness on the present moment, while calmly acknowledging and accepting one's feelings, thoughts and bodily sensations, used as a therapeutic technique. Mindfulness started to be mentioned in the 1950s and has dramatically increased since then.

For whom?

Mindf*ness is an app for people who feel that they are more perfect than others and don't fit into today's stressful society.

What is Mindf*ness™?

Mindf*ness is at its core a humoristic mindfulness app. Its core features include Mindf* Breathing, Mindf* Listing, Mindf* Quotes, Mindf* Awareness, Mindf* Appreciation and Mindf* Reminders. All of these features will bring the user in to the community that is mindfulness.

Mindf* Breathing™

This feature will help the user to breathe correctly. Also it helps the user to get a better understanding for different kinds of breathing such as hyperventilation and stress breathing. All this so that the user can get closer to the common folks.

Mindf* Quotes™

This is a collection of quotes that the user can swipe throw to get more mindful. By getting inspiration of other great thinkers out there the user can get perspective on his or her life.

Mindf* Listening™

Mindf* Listening is a collection of mindful sounds the people just love. Sounds like the dentist drill, booing and war sounds will keep the user calm and help to get to a more mindful state.

Mindf* Appreciation™

This will help the user to get some great feedback of their looks, because accepting your body is an important part of mindfulness. The user will use the camera to take a picture and then get a nice complement.

Mindf* Awareness™

This feature will help the user to get perspective of his or her thoughts. By answering some hard questions, the user will get more self-aware and get more mindful.

Mindf* Reminders™

The user has the choice to activate push notification so that the user can get reminders throw the day to get reminders to get more mindful.

Sprint planning

Mindf*ness is planned to take five sprints at 40 h/sprint for four developers.

Sprint one

- Create basic structure
- Create layout for views
- Implement home page

Sprint two

- Implement Mindf* Listening™
- Implement Mindf* Quotes™

Sprint three

- Implement Mindf* Appreciation™
- Implement Mindf* Awareness™

Sprint four

- Implement Mindf* Breathing™
- Implement Mindf* Reminders™
- Integration testing

Sprint five

- Publish on App store
- Beta testing

App Store

Mindf*ness™ is going to be published on the App store in Europe and North America in English. It's categorized as humour and because of its crude humour and language there's an app rating at 12+. During this time a beta test is sent out to some people for extra testing.

Android

An Android version is planned to be developed after the release of the iOS app. This is planned to take five sprints as well.

It's time to make your mind **great** again