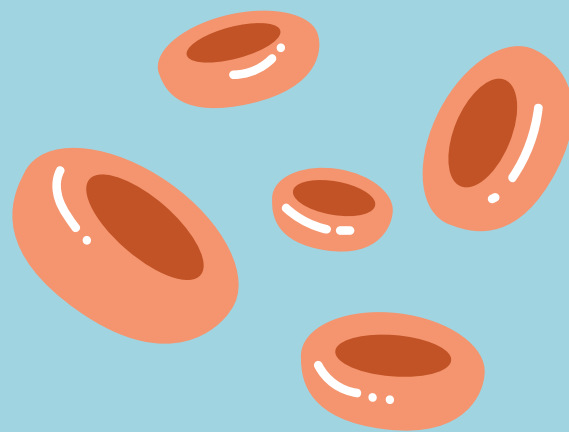


6 LAWS OF FOGG



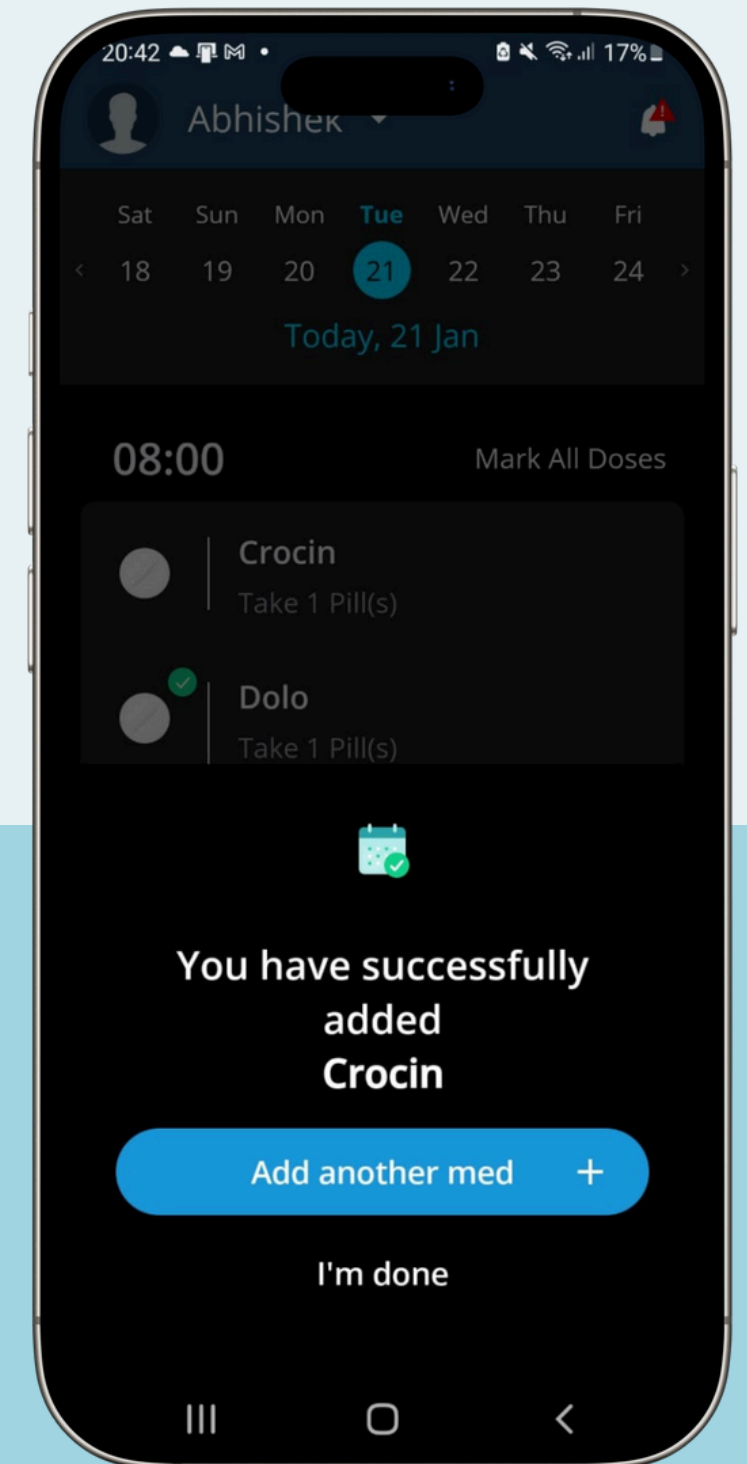
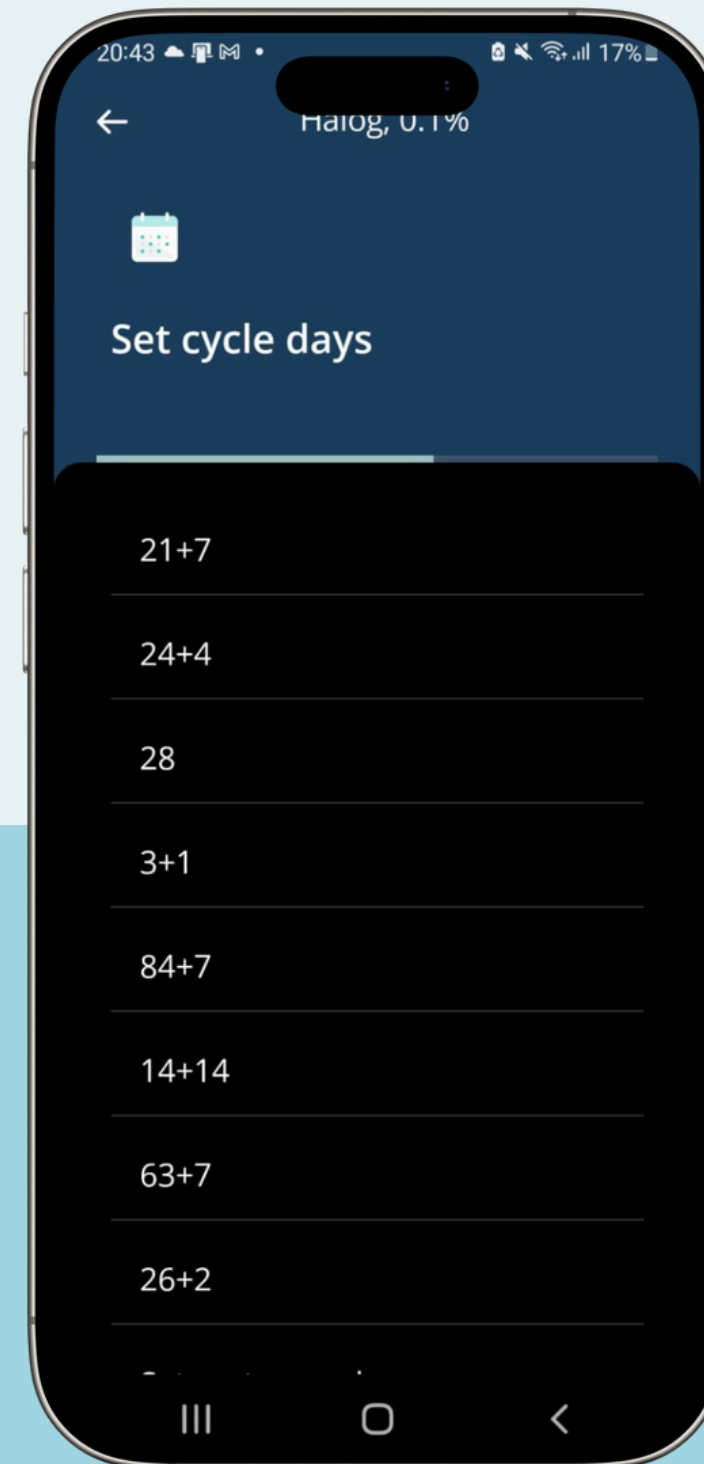
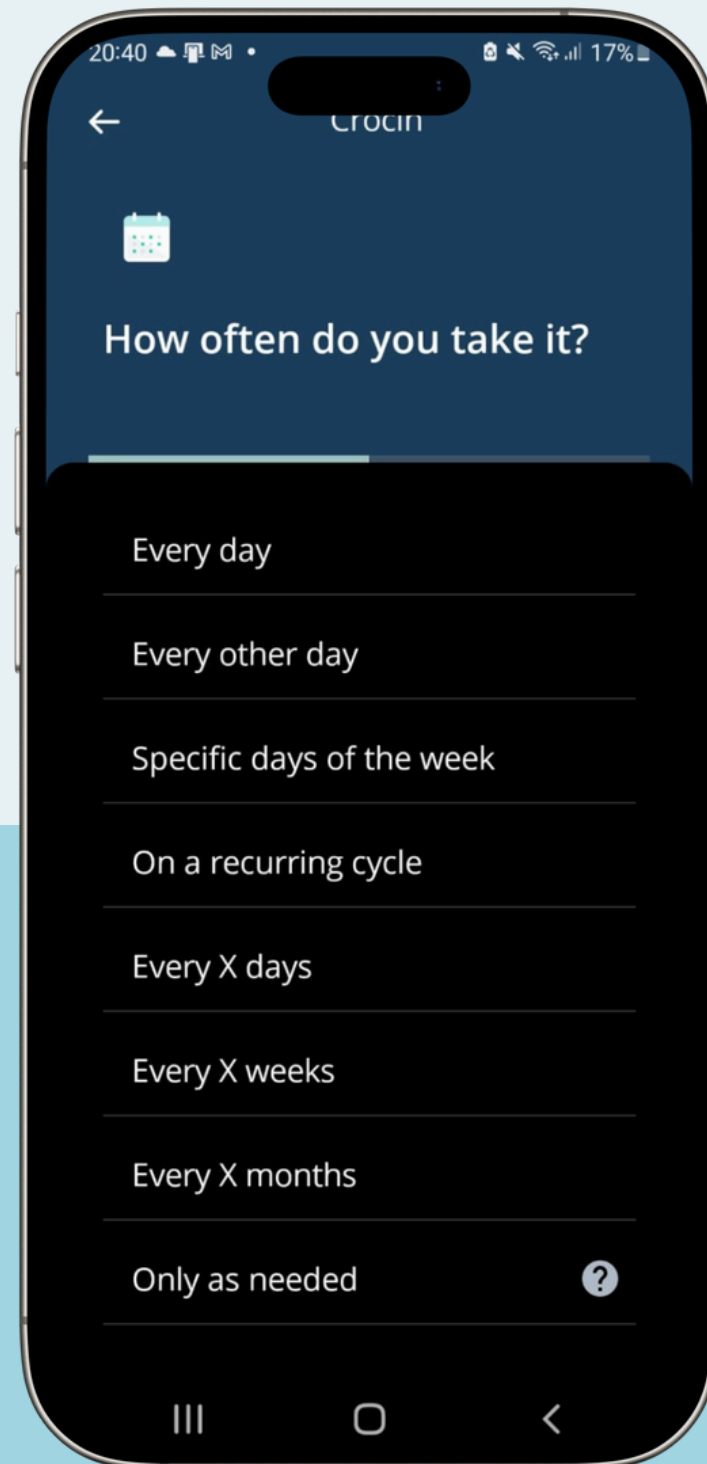
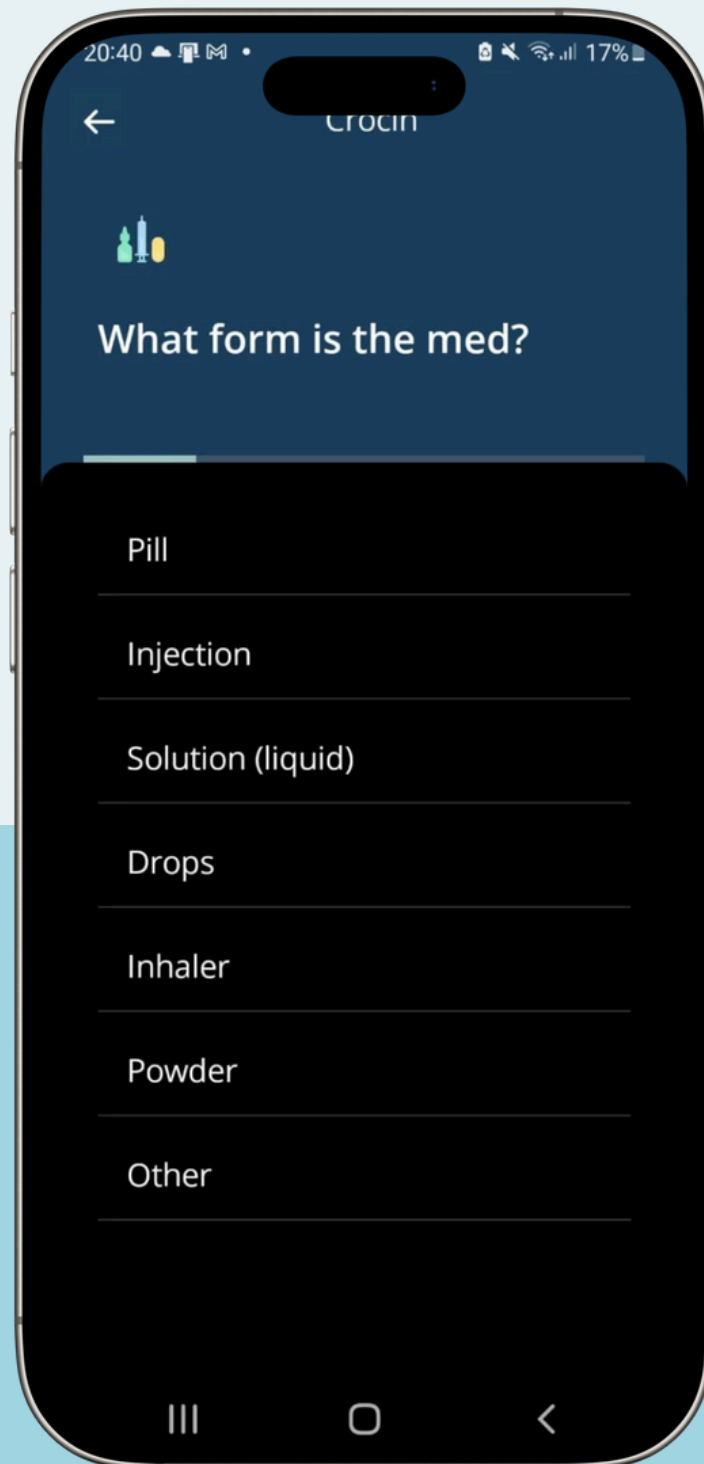
GRP - 6

LAW 1 : TIME

MediSafe's current process for setting up and using the app can be time-consuming.

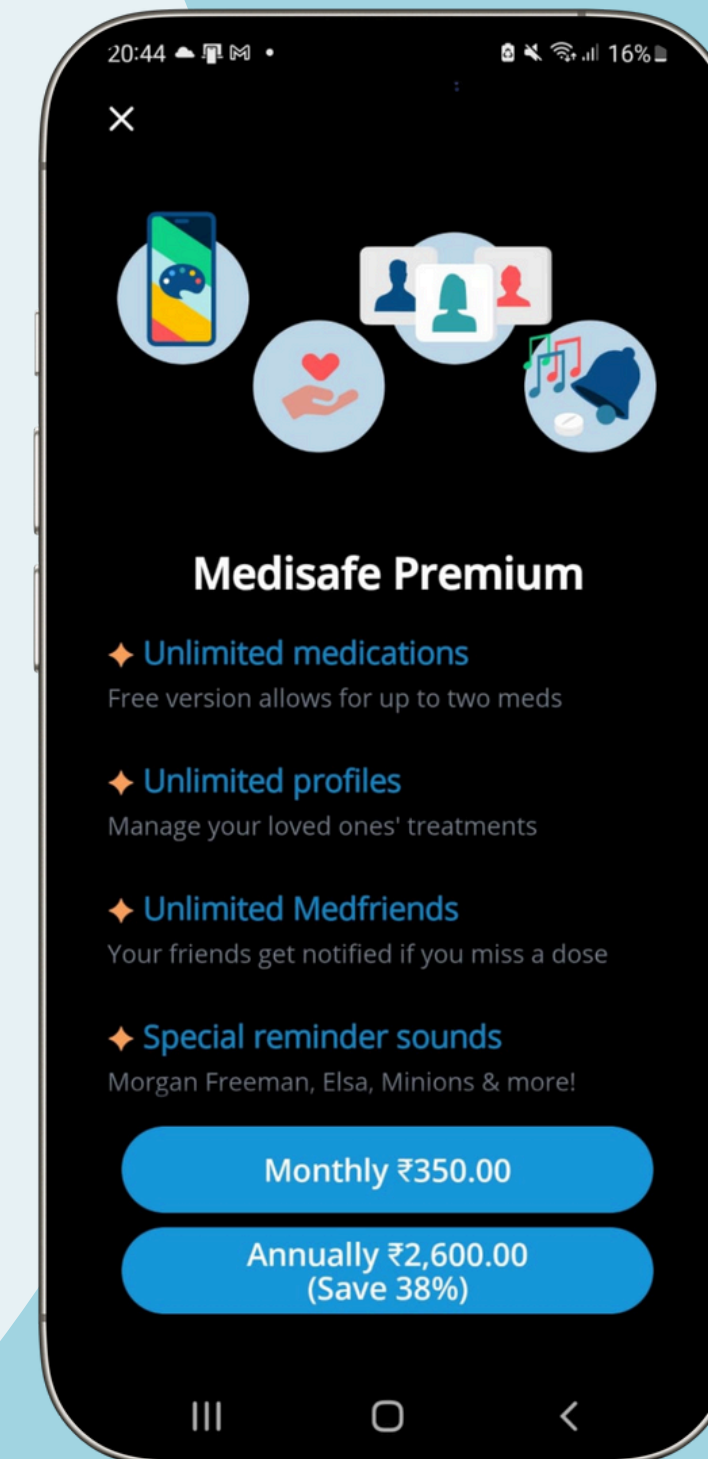
For instance, inputting medication details or reminders often requires more time than expected, potentially leading to user frustration.





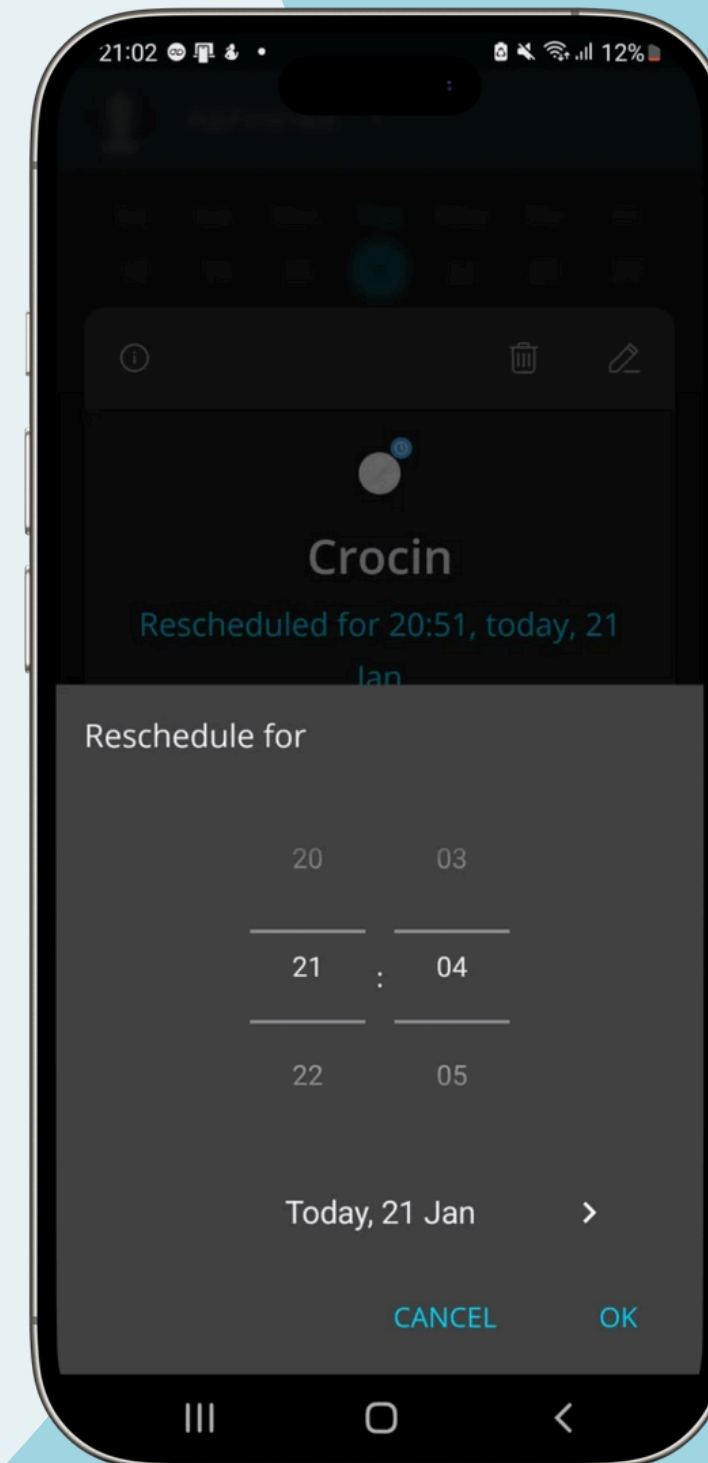
LAW 2 : MONEY

Medisafe is an app free to download and use on Android and iOS, but its free version limits users to adding only two medications, with premium options available for full access.



LAW 3 : PHYSICAL EFFORT

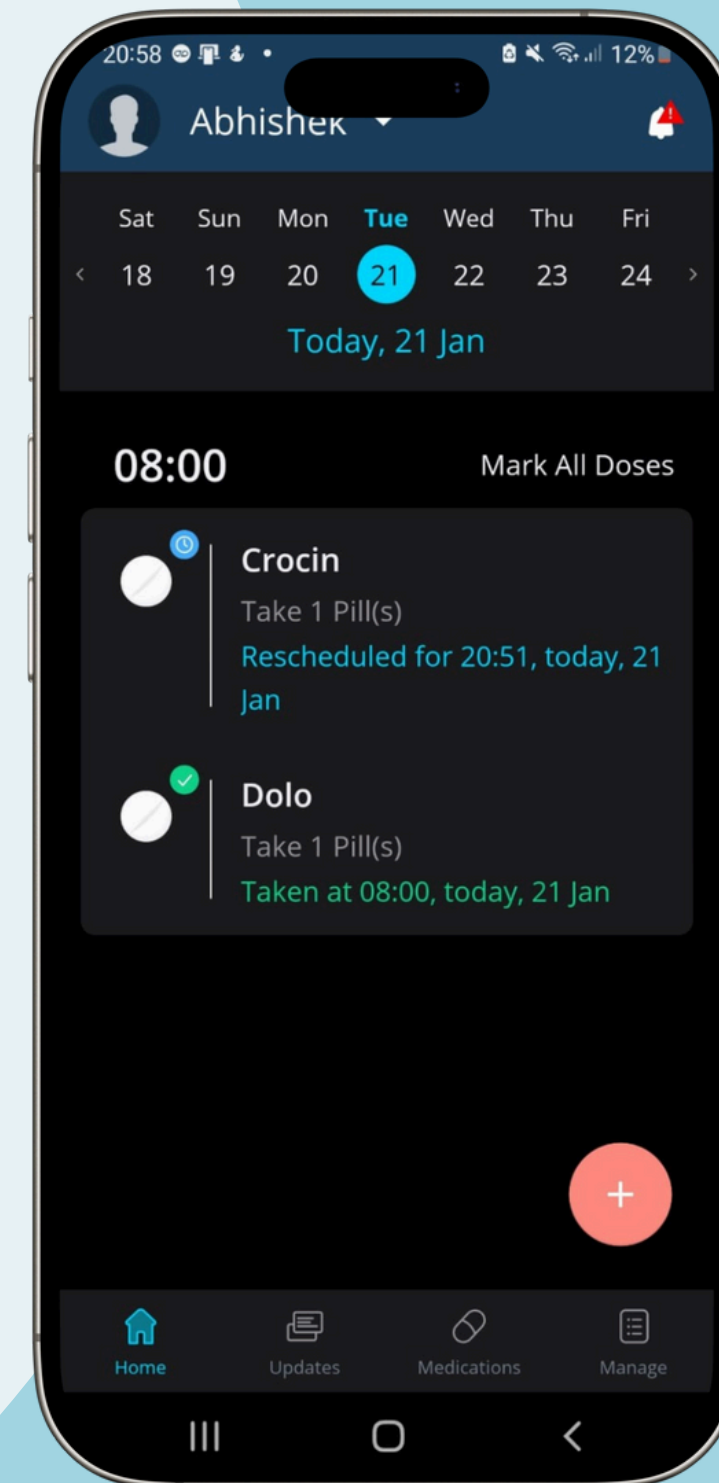
The app requires minimal physical effort, has a user-friendly interface, and quick access to essential features like reminders or logs.



LAW 4: BRAIN CYCLE

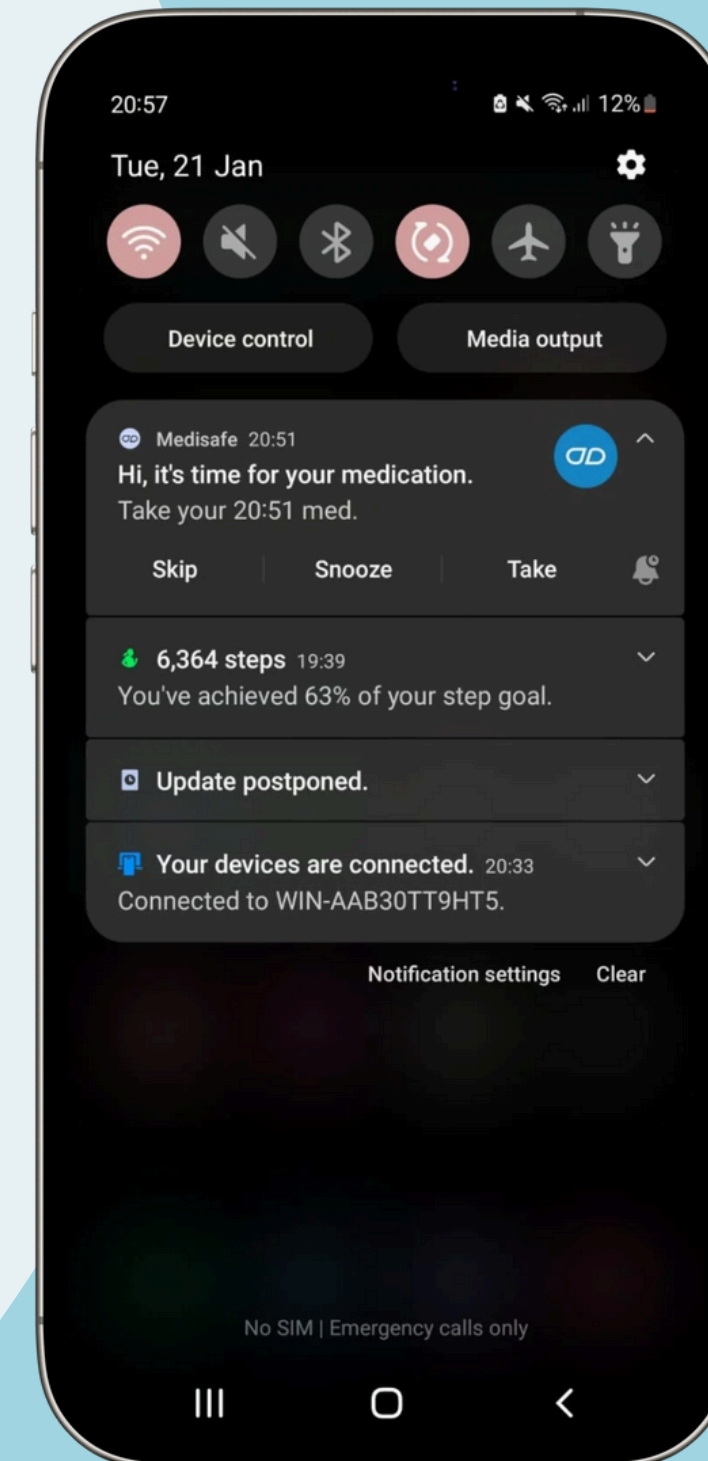
MediSafe reduces the cognitive load on users.

The interface is simple, with clear instructions, easy-to-read reminders, and minimal steps to achieve tasks like scheduling or tracking medications.



LAW 5: SOCIAL DEVIANCE

The app aligns with socially accepted behaviors. For example, this app ensures everyone feels comfortable using it in public as the notifications are discrete.



LAW 6: NON ROUTINE

MediSafe does not seamlessly integrate into users' existing routines yet, like syncing reminders with their daily schedule or integrating with wearable devices for health tracking.



Thank you!