Names: ____Joseph Flores____, ___Keegan Lenz____

Project Planning Guide: New Technological Innovations for Humanity

INSTRUCTIONS: One member of the team should share this document with their teammates. Through communication, collaboration, and research, work as a team to fill in required information. The information filled in on this document will be used on your final website.

Product Name	ThoughtFree
Product Description, including key feature	**What:** To <u>give</u> instructions on how to manage stress and anxiety with a proper schedule. **How:** Give highlights of credible sites (.gov, .edu) in a voice over with a reading window, include a source link. The narration can be muted (icon). Some information can come from the links below, however, most information would come from those who are certified, and all information should be verified by those with adequate credentials. We would work with psychologists from LinkedIn, such as: [Inez Hill](#), [Halani Carn](#). We might also reach out to the psychology lab at CART. **Links:** • https://adaa.org/ • https://www.everydayhealth.com/anxiety/living-with/top-10-anxiety-blogs-2018-follow-stress-free-life/ • https://health.gov/myhealthfinder/topics/health-conditions/heart-health/manage-stress • https://www.samhsa.gov/find-help/national-helpline • https://www.helpguide.org/home-pages/anxiety.htm
Inspiration/Similar Products	Similar to the app *10% Happier*
Analogy to clarify new product	ThoughtFree is like ___*10% Happier*___ because it's meant to calm you.
Target Market (be specific)	Highschoolers - but everyone can benefit from controlling anxiety.

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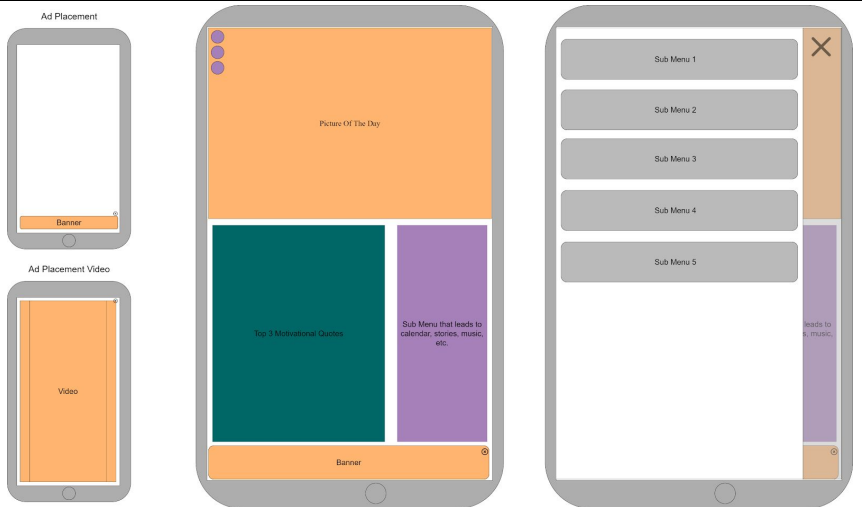|	
Two or more images that represent the target market + source citations	[https://unsplash.com/photos/bcwGfyS2ITs] [https://www.pexels.com/search/anxiety/]
Target Market demographics in US and worldwide + source citation	[https://unsplash.com/photos/KxCq-xveKcU]
How does this product help people who will use it? Be specific.	It can help the quality of everyday life, open up weekends and personal time without being worried/stressed.

"Help one, help many!" Who is one person this product can help. Why? (Maybe someone you know or someone who you found online). Include name and photo.	 *James Kirkendall* James Kirkendall is very calm outwardly, however he describes that inside he was anything but calm. He says, "The wheels were always turning in my head." Our product could help this one person and many others because it could help someone who is constantly overthinking things to step back and calm their mind for a moment.
Image or drawing of product prototype.	
Benefits and positive impact(s)--social, cultural, and/or economic	This app would have positive impacts, as it would be capable of calming those who use it. The app would also be free, so anyone who has a smartphone could use it.
Challenges and possible negative impact(s)--social, cultural, and/or economical	While there would not be any inherit negative effects, there could be extreme cases, where perhaps someone has a higher level of anxiety disorder, and the app might not be sufficient for their needs.
Next steps to develop product	Continue brainstorming features that the app should include and should not include.

	Should Include

	• Can run in airplane mode
	• Dark mode
	• Calendar
	• Narrator
	• Audio stuff
	• Changing daily images
	• ads
	  ○ Specialized ads that are content related to stress and anxiety.
	  ○ Re-word ad to "endorsement"
	  ○ non-intrusive ads on open (banner)
	  ○ After service *ask* if they want to watch an endorsement to support the app. If yes run 5 sec ad. If no put banners on home screen refreshing every xx-time period.
	• No paywall full content.
	• Next steps:
	  - Start a GoFundMe or KickStarter
	  - Find psychologists with proper credentials
	  - Hire narrators/voice actors w/ funded $
	  - Create app with user interface in mind (See template)
	  - Get ads via. Google AdMob