

background research

research shows that not only is catholicism in decline but religion in the younger generations has been hit substantially, with adults under 40 are less likely to be religiously affiliated.

an analysis of religious trends from 1981 to 2007 in 49 countries containing 60% of the world's population did not find a global resurgence of religion—most high-income countries were becoming less religious. *(Norris and Inglehart, 2011)*

for everyone Catholic convert there are 10 cradle Catholics who no longer regard themselves to be Catholic. furthermore, 59.6% of all cradle Catholics say they never or practically never attend church. *(Stephen Bullivant, 2020)*

young adults around the world are less religious by several measures.

only 36% of 18-39 year olds who attend religious events at least weekly, yet 42% of over 40's attended. *(Pew Research Centre, 2018)*

in a conversation with a local priest, Fr. Tom from St. John the Baptist Church, he also agrees there has been a decline in english speaking countries. Particularly, noting that the rise in secularism has promoted the decline. He also says mindfulness has always played a part in many religions, and drawing attention to this would benefit believers.

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aims of the app

- to make religion easier for the hectic modern schedule of the younger generation.
- a way to 'inclusify' the way we preach
- reflecting on mindfulness through scripture and religious view point
- bridging the divide between the old and new generations of believers
- a way to modernise religion without changing anything



the sceptic

- 23 years old
- works in the city
- busy schedule
- dislikes religion

with their busy schedule they find themselves getting stressed with balancing work and personal time. their parents have always been very religious but they dislike the beliefs they hold. additionally, they have no time in the day to practice even if they were not sceptical

she is a final year sociology student at leeds university, she tends to have a busy schedule but she squeezes in social time. however, practicing her faith has been put on the back burner, she would love to make time but she is also worried that her friends would judge her if she went to mass.

the loyalist

- 22 years old
- student in a big town
- deadlines with some leisure time
- devout christian



the open minded

- 35 years old
- lives in the suburbs
- single dad of three
- muslim but accepting of other faiths

busy dad of three finds it difficult to teach his kids about their religion. additionally, with ramadan he is more stressed than usual, he would be open to seeing how other religions express mindfulness in their teachings.

above for ...



how the app would be
helpful for the users

the sceptic *Sam*

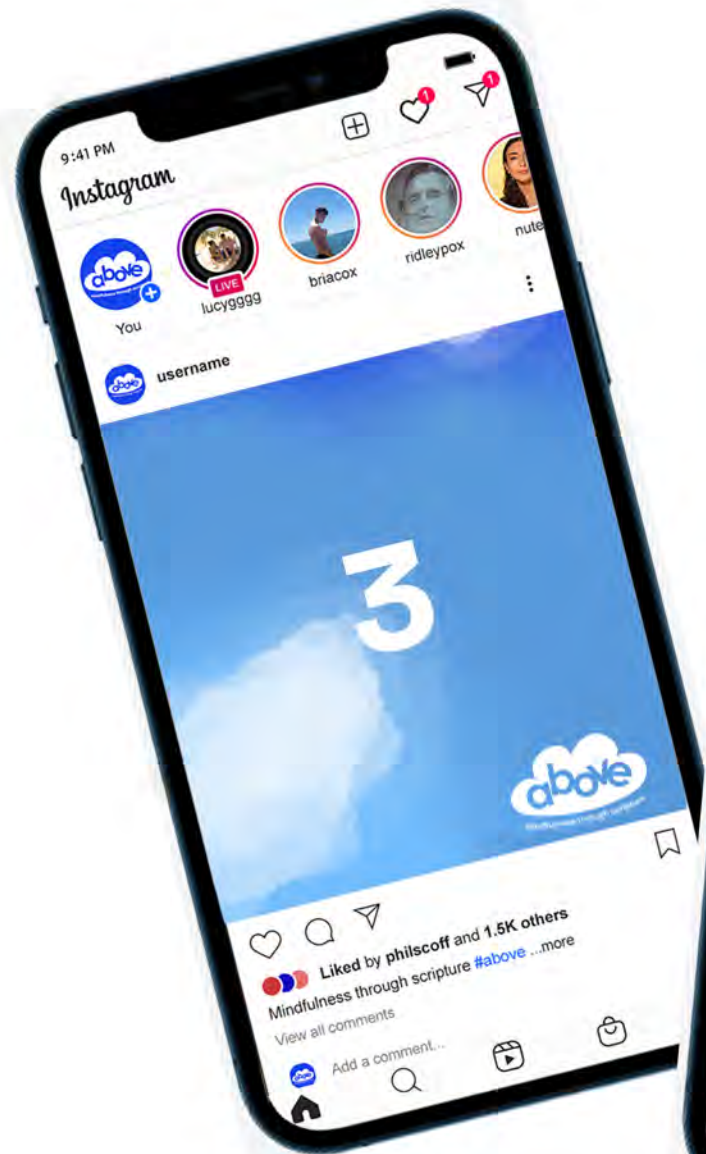
at its core, above is a mindfulness app with the hopes of relieving the stresses of everyday life. it's twist is that the mindfulness aspect originate from religious backgrounds. therefore, even Sam can use it for de-stressing.

the loyalist *Lucy*

above can be used anywhere and anytime, on the way to uni, in Lucy's bedroom. practicing her faith is easier than ever and she doesn't have to worry about her friends judging her. she can listen to mass or reinforce some mindfulness rituals from christianity or other religions if she was open to it.

the open minded *Ben*

with the short night stories for any generation Ben can help his children get to sleep and teach them about their religion in a fun way. he can also listen to live podcasts to help with his ramadan as well as de stressing with many different techniques from different religious origins.



digital marketing

the social media adverts would target the younger generation and remind them that social media isn't necessarily accurate. additionally, to take time to breath and relax, encouraging mindfulness within your day.



Video References

- **zapsplat**
- **pexel**
- **youtube**

<https://www.zapsplat.com/>

<https://www.pexels.com/>

<https://www.youtube.com/watch?v=BrnDIRmW5hs>

<https://www.youtube.com/watch?v=ChHxbJuUR9Q>