**Meta Memory Coach Website**

Business Case

**Background**

Meta Memory Coach (MMC) is based in southern California and is also servicing the continental US with proven memory techniques to remember important information. Most people have not heard of a memory coach, memory training, a memory palace, or the Dominic System, yet memory competitions are held nationally and internationally. MMC trains students to understand and navigate the information they have learned and recall easier with accuracy. With these techniques, students can retain the information and remember details for days, weeks, months, and years later.

***Business value***

The purpose of the Meta Memory Coach website is to train students, professionals, and memory athletes to store and recall information from their brains, just like indexing. The visitors will share their geolocation to create memory palaces for private or public use. The visitor will be able to see the images on a map in the form of a journey, for example, their wedding anniversary to Italy.

Another functionality is importing pictures and creating a memory palace using the images' latitude and longitude. User types are: Users, Vendors, Venues, and Advertisers. Each user type will be essential to develop shared memory palaces in our communities and worldwide. In this version of Meta Memory Coach's website, we want to promote the creation of multiple memory palaces so the users can see the usefulness of retaining information and pay to create more than three memory palaces.

Meta Memory Coach's website will generate revenue from monthly or yearly subscriptions. Additionally, the users will have access to meet virtually with their memory coach and train them at their virtual location by creating a mnemonic image. Meta Memory Coach also plans to increase participation from each user type to create a vibrant geo landscape with a social component. At this stage, the website's implementation will allow a user to upload pictures and have them appear on a google map. Ultimately, the users will need more than three memory palaces to upgrade for a monthly or yearly membership fee.

***Target Audience***

*Meta Memory Coach website's target audience consists of students, professionals, life-learners, and memory athletes. Demographics of the target audience include elementary students as early as 4th grade, middle and high school, parents who want their child to have an advantage, and professionals needing an edge over the competition. The website also aims to attract memory athletes looking for pre-made memory palaces to train for memory events and subscribe monthly or yearly.*

***Visitors’ Motivations and Goals***

*The Meta Memory Coach website's visitors are likely to be people who struggle to learn using rote memory, requiring repeated reading for comprehension, or those who want to exercise their brain to protect from Alzheimer’s and dementia due to brain atrophy. (****Provide a visual representation of their healthier brain****) Specific goals of the website's users may include increasing the cognitive retention capacity from an average of 5 objects/subjects/items/nouns to at least 25+ while also knowing them in reverse order or randomly. Meta Memory Coach and the memory palace will prepare users to learn and ingest information easier than traditional retention methods.*

***Information requirements***

1. *New users to Meta Memory Coach would know little about learning by navigation (aka memory palace), so the website must make the UX creation of the memory palace a fun process, preferably mimicking how a user navigates a video game.*
2. *Users interested in memory training and hiring a memory coach may also have quality and retention concerns because they are unfamiliar with a memory palace or a memory coach and doubting how to measure success. Thus, we must assure the users that these are time-tested techniques to retain information using association, location, and imagination.*
3. *Additionally, MMC will include information specific to each type of activity, such as mnemonic tools, price, membership, the maximum number of memory palaces, and videos and literature on how to retain details on the subject the user needs to remember.*

***References***

Foer, J. (2012, February 1). *Feats of memory anyone can do*. Joshua Foer: Feats of memory anyone can do | TED Talk. Retrieved February 23, 2022, from <https://www.ted.com/talks/joshua_foer_feats_of_memory_anyone_can_do>

Charles Darwin University. (2015, November 1). *Jonas von Essen Memory Champion*. How to Get An Awesome Memory. Retrieved February 23, 2022, from <https://www.youtube.com/watch?v=ojoI-DfeGtA>