Forget-Me Not

Project Team Members

1. **Summary /Conclusion Writer & Overall Editor**: Elsa Smolarz
2. **Market Researcher**: Xeno Nguyen
3. **Product Designer**: Robin Andrus
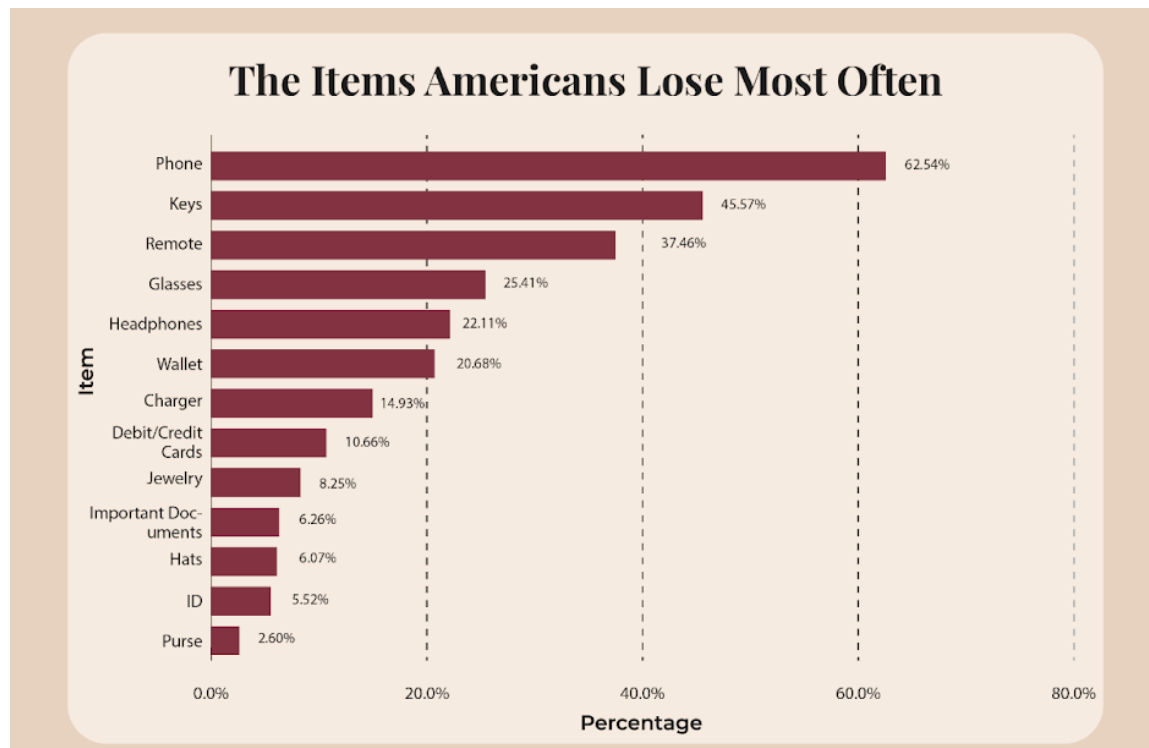4. **Devil's Advocate/Critic/"Jack of all Trades"**: Jo Hays

1. Executive Summary (Overview)

Our product is a virtual app that pairs with a physical flower pot shaped box and small flower shaped tracking stickers. The purpose of the Forget-Me-Not app/product is to help people avoid losing items, and build healthy habits through growing their own virtual garden. The way it works is, it tracks your items and if they are put in the proper place in real life, you are allowed to grow and build your garden virtually. The target audience of Forget-Me-Not is busy parents and middle aged people, who may have chaotic lifestyles or packed schedules. It also works for anyone who may have trouble with memory loss and forgetfulness. The key problem this product solves is always losing things. The app helps to build habits of keeping track of your items, so you aren't running around the house looking for car keys, your cellphone, or sunglasses. The app also keeps track of your items throughout the day, so if you do happen to lose them, they are quickly findable.

The way the app works is that you have stickers you put on whatever item you want to track, whether it be your keys or your wallet. You may then use that item throughout the day, but when you get home, there is a designated box, shaped and decorated like a flower pot, that the item should be put in. You can put this flower pot wherever you want in correspondence with the item. For example, the car keys would go in a pot by the door, while your phone may go in a pot in your room. When the pot senses the item is put in, through the stickers, it gives you points on the app. These points may then be used to grow, nurture, and plant in your virtual garden. However, if you have to use the app and stickers to track your item because you misplaced it, or the pot notices the item isn't placed in it for too long, (about a day and half) you don't gain points and your garden may start to die. Due to the app giving a set amount of points upon placing an item in the pot, the more often you remember to put your items back throughout the day, the more points you get. There is a 5 minute gap between earning points by putting items in a pot, so you can't just add and remove items quickly. The Forget-Me-Not app can be run on many different devices, so if you lose your phone, you can find it on any device as long as you get the app and log in. Having designated pots to put the items in builds healthy habits of routine, as well as growing your virtual garden positively reinforces following these guidelines.

2. Market Research and Need Justification

As stated previously, our proposed application will address the ever so common problem of misplacing or losing items in the average American household. From car keys to cellphones, these items are always going missing whether it be under the couch or simply on a different table. This is especially exemplified in homes with children, which typically are playing with what they shouldn't.

The Items Americans Lose Most Often

Item	Percentage
Phone	62.54%
Keys	45.57%
Remote	37.46%
Glasses	25.41%
Headphones	22.11%
Wallet	20.68%
Charger	14.93%
Debit/Credit Cards	10.66%
Jewelry	8.25%
Important Documents	6.26%
Hats	6.07%
ID	5.52%
Purse	2.60%

(Labuszewski, 2023)

As seen in the graph above, the most commonly lost items in the US are phones, keys, and remotes, something most American households, especially those with children are familiar with. Always losing the smallest, yet most important items, never remembering where they were initially placed. This isn't all however, as losing the items are only half the battle.

Costly Consequences

Searching for lost items costs Americans dear:

Have been late to work or school	Have missed an appointment or meeting	Have argued with a significant other	Have missed a plane, train or bus	Have spent up to $50 a year replacing lost items
60%	49%	35%	22%	67%

(Pixie Technology Inc., 2017)

Misplacing items can be more than just an inconvenience, as searching for the items themselves is a hassle in and of itself. When looking within the provided data above, it is clear that many Americans have faced both big and small inconveniences from searching for misplaced items, from missing work, to missing flights, or even spending at least $50 replacing the lost item in the first place. While these needs are currently unmet in the market, our application would solve this common problem through a simple, user-friendly reward system via a virtual garden and physical containers, making sure users always place their items in the correct spot.

Admittedly, there are existing solutions that attempt to solve this issue of misplaced items, such as the applications Find My and Life360, these applications are insufficient at both keeping track of items and reinforcing good habits. These applications simply go for tracking the lost item, rather than making sure the user doesn't even lose the item in the first place.

(Apple, 2020)

While a great app at locating one's apple product from another device, it is just that, an Apple product locating app. All Find My does is give a very approximate location of the selected apple device which unfortunately in some cases isn't even accurate, as the radius is too non-specific. Additionally, while Find My may be compatible with the Apple produced AirTags, the AirTags are notably more expensive and bulky. Meanwhile our app, Forget-Me-Not, would be able to keep track of where users place any item much like AirTags, but through sleek and cute stickers, a far more convenient alternative when compared to Apple's bulkier AirTags. Said stickers will also reward users when paired with the Forget-Me-Not containers, as when consistently placing items within them through the virtual garden flourishing from not misplacing items, thus reinforcing good habits via positive feedback to the user.
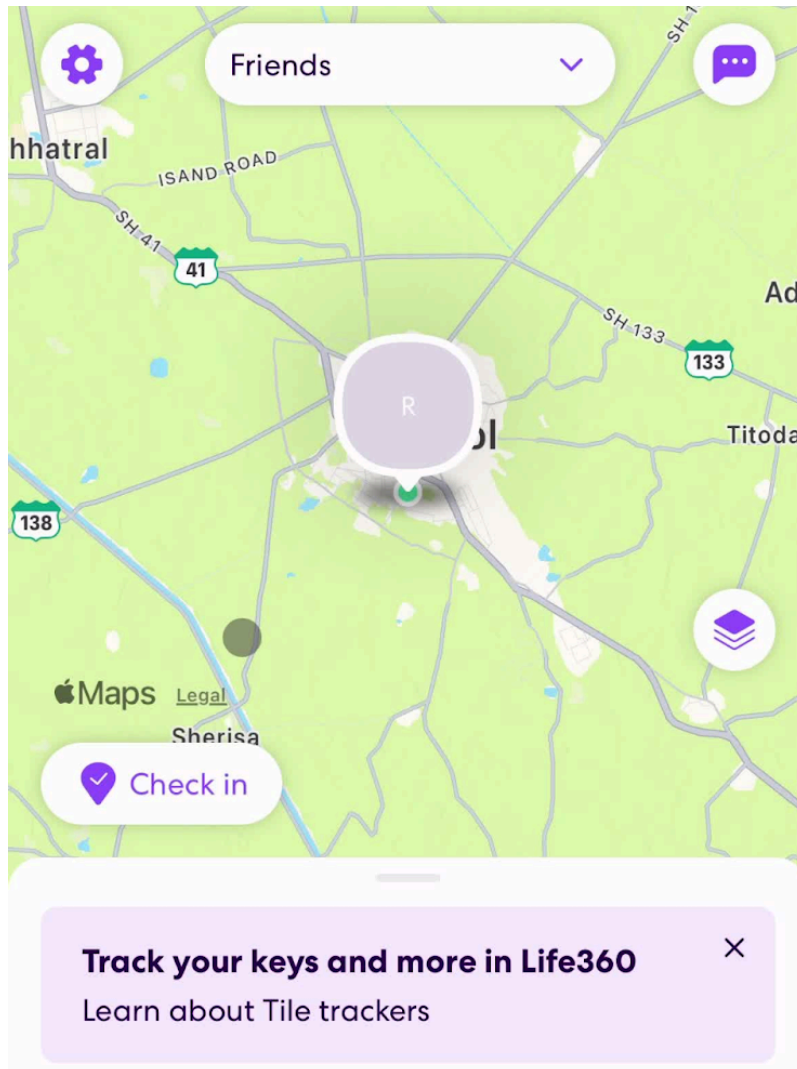
(Life360, 2012)

Another great application which unfortunately falls short as well. While the app works on more than just apple products, it falls short in a similar vein to Find My. Life360 only gives an approximate location of the selected device and only works on cellphones. A way Life360 attempted to solve this issue however was through QR code stickers which would be able to give return details to whoever scanned it. This however relies too heavily on trusting complete strangers without even giving the location of the item. Ultimately, both of these solutions Life360 offers do not particularly reinforce good habits nor provide any useful ways to keep track of items. Whilst on the other hand, Forget-Me-Not will work with all objects via stickers, which would not only track the item, but through the containers which pair with the stickers, Forget-Me-Not will also reinforce good placement habits through the virtual garden in the app flourishing, encouraging users to place their items in the right spot each time.

Forget-Me-Not & User Response
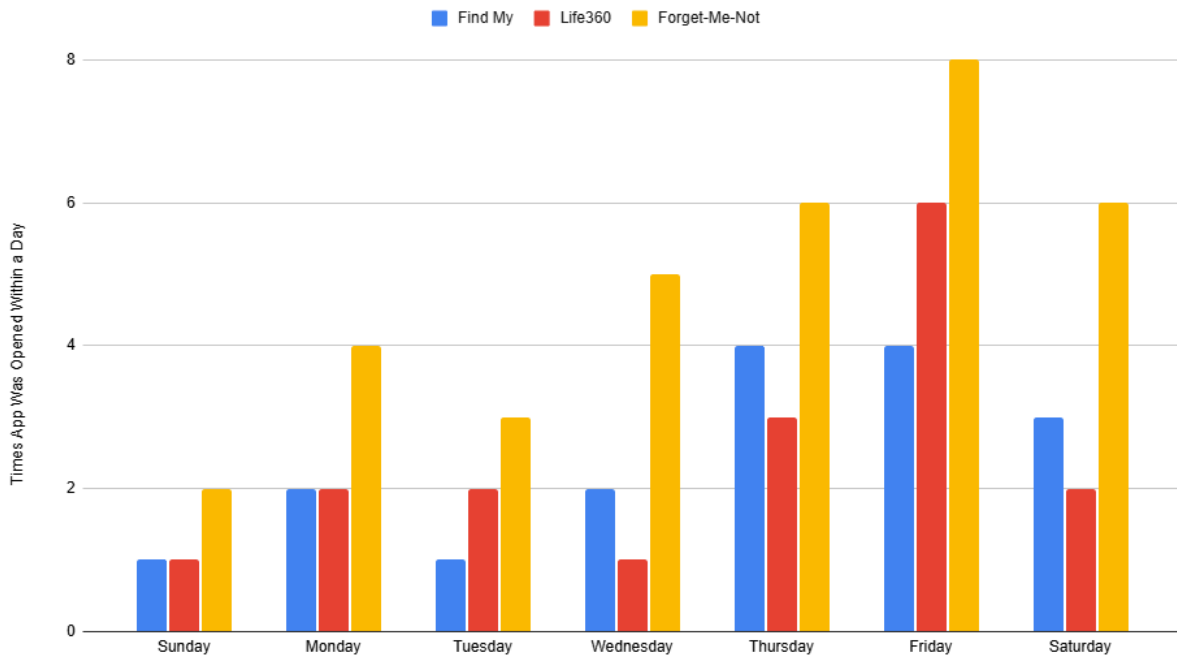
Lastly, when surveying people who used beta versions of our application, they admitted that within one week they began using Forget-Me-Not more than any of our other competitors, seen through how they opened our app significantly more than apps such as Find My or Life360 within just a week of owning it. Thus proving our methods of tracking and rewarding result in significantly more positive responses from users than our competitors which have existed for several years already in the market.

---

3. Product Description
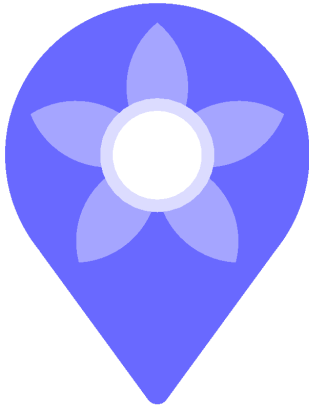
Initial mockup of a Forget-Me-Not logo

In order to use the Forget-Me-Not App effectively, you will need to have the associated Memory Pots and Memory Stickers. The sticker keeps track of your items, and the pot acts as a place to store it for safekeeping.
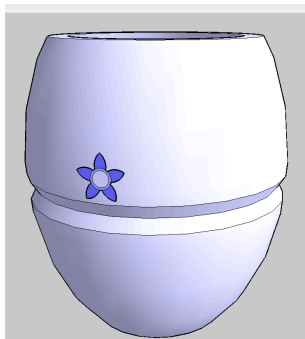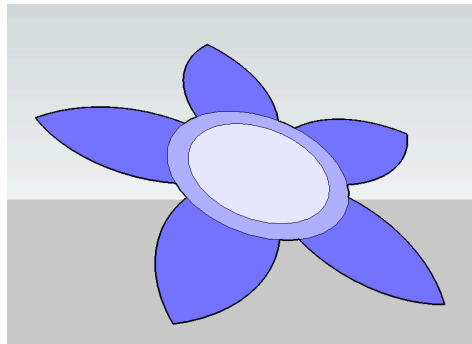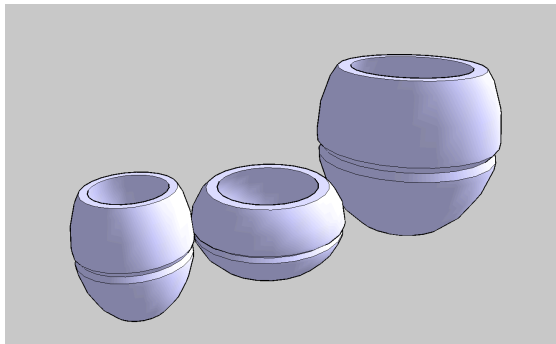
Very simple mockups of the Memory Pots and Memory Sticker, together for (rough) scale

By keeping your items in their place, and returning them there after you finish using them, your Virtual Garden will grow. The app lets you determine how long or how often an item is typically used, which in turn changes what type of plant you'll cultivate. The better you stick to keeping your item in the right spot, the faster and healthier your plants will grow, but if you neglect to keep your items together, then the garden will wilt.

If you do lose the item you're trying to keep track of, the Sticker Tracker feature will help you find it again. You can use your device to find the general location of an item's Memory Sticker and recover it, but be careful: When you use the Sticker Tracker, it will impair the Virtual Garden, so try to avoid losing things too often.

While other apps in the past have often used the technology of locating lost items, Forget-Me-Not is more focused on encouraging habits of keeping items in a specific place, so that they don't get lost as often to begin with. This is why it uses the game-like virtual garden system; to encourage users to properly build the habit of keeping their items in the right place.

(
The product will consist of a series of flower-shaped stickers, flower-pot-shaped containers, and the digital app.
- Maybe also design other types of attachments, such as pins, to apply to different types of objects.
- (If possible, the stickers could be designed to look like any other sticker, so that it is not as obvious that the item is tracked by it.)

The pots will detect when an associated item is placed inside, and when it is removed. Successfully returning items to their place after having them removed for a sufficient time will contribute to the virtual garden; Growth shown there is relative to the length of time before returning it. Having the item missing from the pot for too long, however, will afflict the garden, more and more the longer you are away.
- My idea for the points system was a curve of time spent in / out of the pot, of variable length decided by a certain category given to the item. As it stays out, and partially as it moves, it collects more points, until it eventually levels out and then starts losing points. As it is left inside, it will grow more quickly when next taken out, but as its time becomes longer this will turn into a decrease as well.
- The latter of these two effects is on a longer cycle than the former, and both are affected by the category given to the item; There are a number of different categories, meant for different types of items depending on how much they are meant to be used.
- (The garden may also become stagnant if an item is left inside for too long.)

When an associated item does go missing, it can be tracked by its pin using the app. The pin may also detect when it becomes detached from its object. This is also a detriment to the garden, since using it admits you lost the item in the first place.
)

4. Possible Issues and Counterarguments

Our proposed app, Forget-Me-Not, works to minimize the hardships that come with losing your things in a way not seen anywhere else. Despite this, is this app really the solution? For instance, products like AirTag would have the same functionality as this app's tracking function, and it already exists and is accessible to people who wish to minimize the possibility of losing their

things. However, AirTag, and its companion Find My, are not compatible with any non-Apple devices, whereas our app will be available on both PC and all mobile devices—already making it far more accessible for everyone. Additionally, our tracking functionality will be far more precise than what is found in FindMy, further showing the added benefits of our app in comparison to others.

What really makes our app stand out, and may also be its downfall, is the added feature of a virtual garden. While it seems to be a very cute and new way to encourage people to build good habits when it comes to where they store their things, it also could severely limit the accessibility of the app to its users and our ability to even create the app in the first place. For starters, the use of custom flower pots will be an expense that all users who wish to use the virtual garden will likely need to invest in. Secondly, we'll actually need the funds to manufacture them, meaning that enough people will need to be interested with this app so we have the funds to actually make it—and without further research into the benefits of using a virtual garden to help prevent you from losing things, it's hard to say that we'll get enough support or funding for an app that does not need to exist if people just remembered where they put their things. With that being said, people do not always remember where they put their things, especially parents who are highly stressed with their young children and cannot discount the possibility of their kids moving their things. Perhaps the virtual garden does not motivate people to reinforce a habit of putting things in the same spot each day, and maybe the stickers that track the location of each important object do not work out. But what if it does? There are many other apps out there that use virtual pets and virtual gardens to improve mental health—and they actually work. An app that takes the same idea of a virtual garden and uses it to improve a specific day-to-day habit is really not all that different, and it is entirely realistic to say that it would actually work. And considering that, then there is a very real possibility that this app will not only just take a step towards working to minimize the likelihood of losing your things, but instead there will be no other application that works as well as this one.

---

5. Conclusion and Recommendations

Losing essential items like keys, wallets, and phones is a frustrating and common problem, leading to wasted time and even financial costs. While existing tracking apps like Apple's Find My and Life360 offer a partial solution, they only help you locate an item after it's already lost and do little to address the root cause of the issue: poor habits.

The Forget-Me-Not app and its physical products—the Memory Pots and Memory Stickers—provide a solution by not only helping you find misplaced items but also preventing them from getting lost in the first place. By creating a habit of returning items to a designated pot, users earn points that help them grow a virtual garden within the app. This game-like system offers positive reinforcement, rewards good habits and makes the process of staying organized feel less like a chore. The Forget-Me-Not app is designed to be more accessible than competing products,

functioning on all mobile devices and PCs and using discreet, sleek stickers instead of bulky trackers.

The potential impact of Forget-Me-Not is significant. For busy parents and individuals with demanding schedules, it can reduce daily stress and chaos by making sure important items are always where they need to be. For those struggling with forgetfulness, it offers a helpful tool to maintain order. By helping users build healthy habits, the product provides long-term benefits beyond just finding a lost item. This approach sets Forget-Me-Not apart from the competition and addresses a core, unmet need in the market.

We recommend moving forward with the development of this app because it offers an innovative and effective solution to a widespread problem. Its blend of physical tracking devices and a motivating, habit-building virtual garden addresses a critical market gap. With its broad compatibility and design, Forget-Me-Not is set to become the go-to solution for anyone looking to bring more order into their day to day life.

---

6. Appendix

Labuszewski, J. (2023, October 16). *Stuff That Each State Loses the Most | Where Did It Go?*

The Loupe.

https://www.shaneco.com/theloupe/articles-and-news/stuff-each-state-loses-the-most/

Pixie Technology Inc. (2017, May 2). *Lost and Found: The Average American Spends 2.5 Days*

Each Year Looking For Lost Items Collectively Costing U.S. Households $2.7 Billion Annually in

Replacement Costs. Prnewswire.com.

https://www.prnewswire.com/news-releases/lost-and-found-the-average-american-spends-25-days-each-year-looking-for-lost-items-collectively-costing-us-households-27-billion-annually-in-replacement-costs-300449305.html

Ahmad, S., Ziaullah, M., Rauniyar, L., Su, M., & Zhang, Y. (2015, April). *How Does Matter Lost and Misplace Items Issue and Its Technological Solutions in 2015 -A Review Study* [Review of *How Does Matter Lost and Misplace Items Issue and Its Technological Solutions in 2015 -A Review Study*].

Researchgate.net.

https://www.researchgate.net/profile/Dr-Saleem-Ahmad/publication/371789005_How_Does_Matter_Lost_and_Misplace_Items_Issue_and_Its_Technological_Solutions_in_2015_-A_Review_Study/links/64954b9f95bbbe0c6ee93e05/How-Does-Matter-Lost-and-Misplace-Items-Issue-and-Its-Technological-Solutions-in-2015-A-Review-Study.pdf

Life360. (2012). Life360 - Feel free, together [Mobile application software]. Life360.

https://www.life360.com/

Life360 (2025). Life360.com.

https://www.life360.com/tile-trackers/product/lost-and-found-labels

Apple. (2020). Find My [Mobile application software]. Retrieved

https://apps.apple.com/us/app/find-my/id1514844621