

Forget-Me Not (Group 6)

Project Team Members

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Product Overview:

Our product is a virtual app that pairs with 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 via small microchips in the stickers, 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.

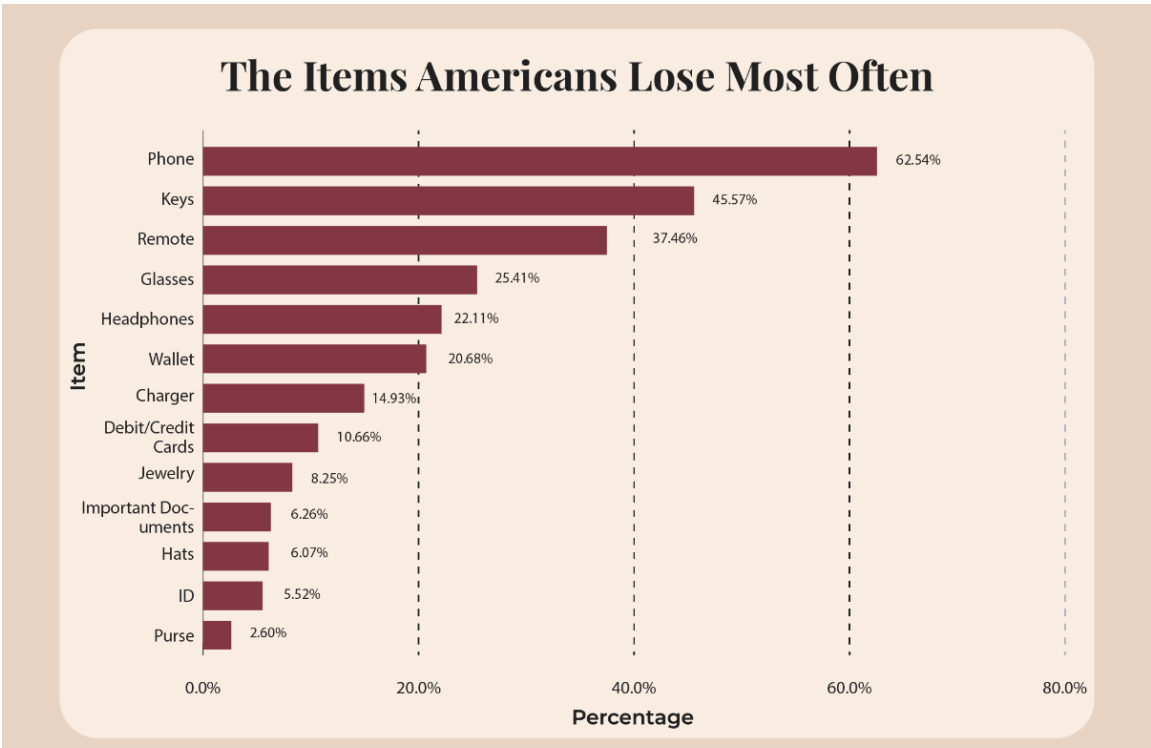
The way the app works is that you have stickers you put on whatever item you want to track, whether it be your keys or your wallet. You may then use that item throughout the day, but when you get home, you can put them in whatever spot you have designated. You earn points in the app for putting the items in the right place, as tracked by the small microchips in the stickers. For example, the car keys would go by the door, while your phone may go in your room. 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 item isn't placed in the right spot 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 designated spot, the more often you remember to put your items back throughout the day, the more points you get. 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 spots to put the items in builds healthy habits of routine, as well as growing your virtual garden positively

reinforces following these guidelines, but you can also turn off the designated spots and just use the sticker tracking feature for your items.

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.



(Labuszewski, 2023)

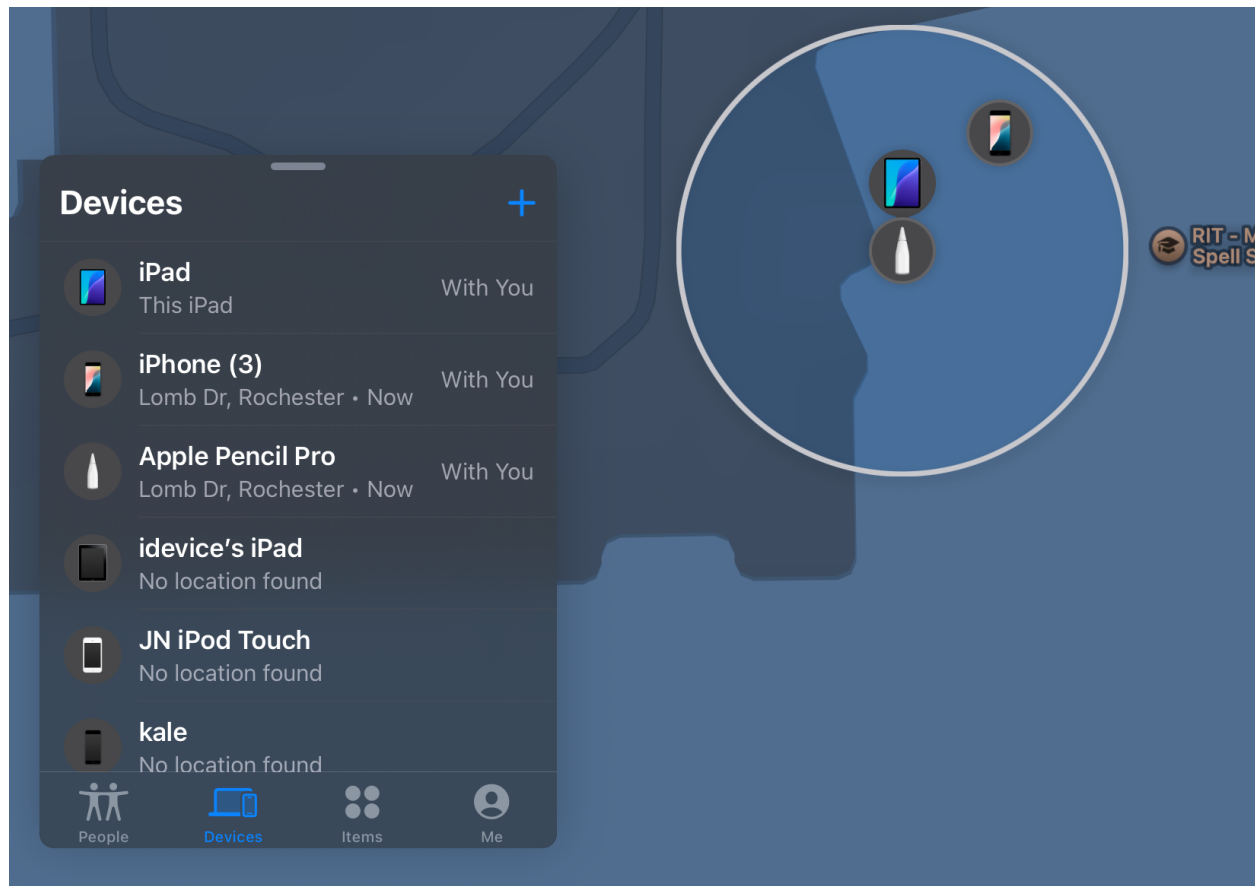
As seen in the graph above, the most commonly lost items in the US are phones, keys, and remotes, something most American households, especially those with children are familiar with. Always losing the smallest, yet most important items, never remembering where they were initially placed. This isn't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



(Pixie Technology Inc., 2017)

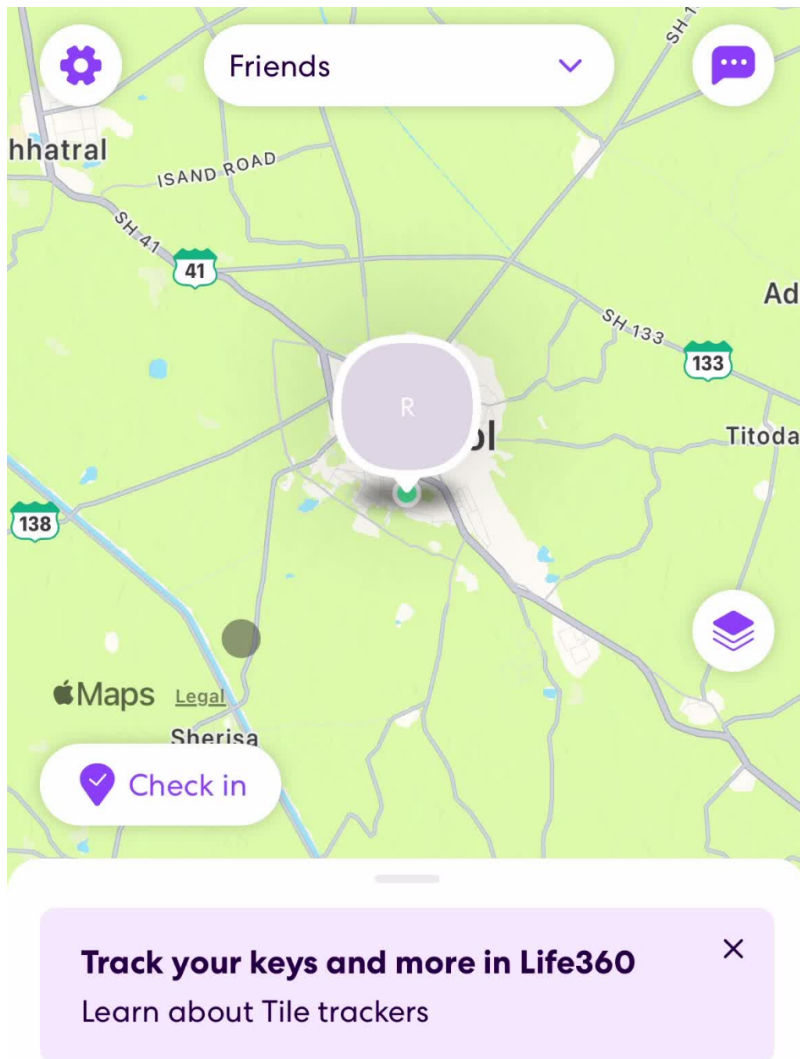
Misplacing items can be more than just an inconvenience, as searching for the items themselves is a hassle in and of itself. When looking within the provided data above, it is clear that many Americans have faced both big and small inconveniences from searching for misplaced items, from missing work, 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 tracking stickers, 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)

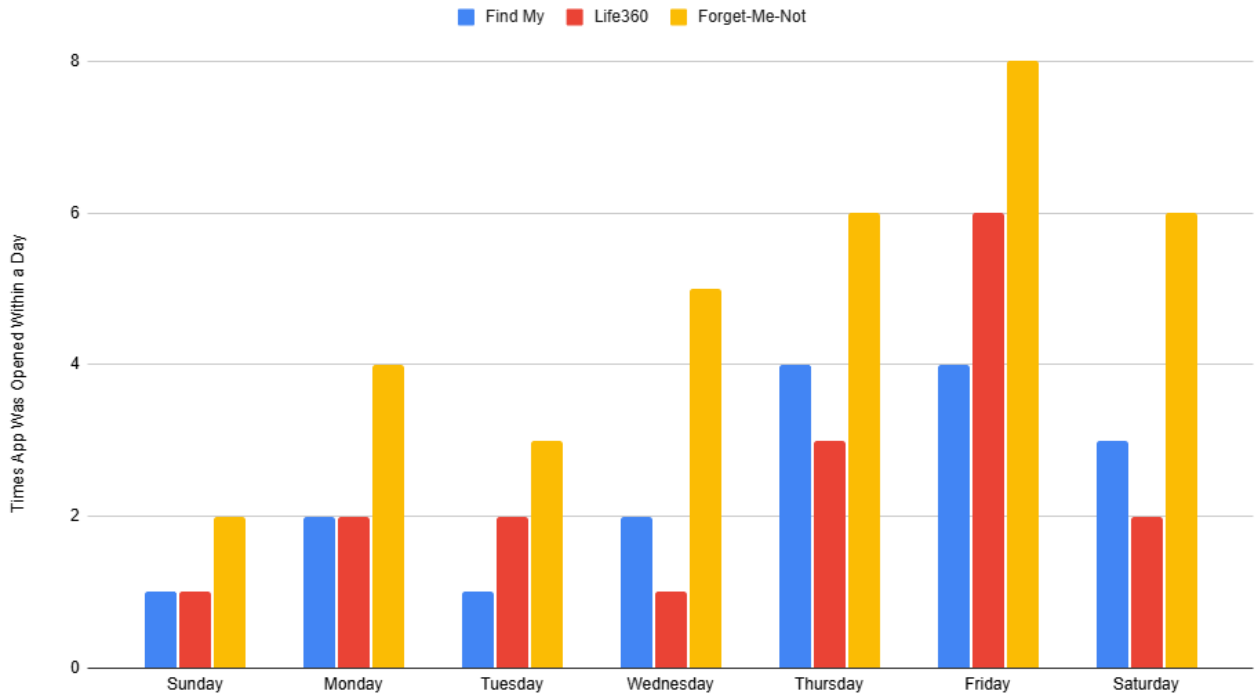
While a great app at locating one's apple product from another device, it is just that, an Apple product locating app. All Find My does is give a very approximate location of the selected apple device which unfortunately in some cases isn't even accurate, as the radius is too non-specific. Additionally, 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 through the app, as when consistently placing items within the same place, the virtual garden will flourish from not misplacing items, thus reinforcing good habits via positive feedback to the user.



(Life360, 2012)

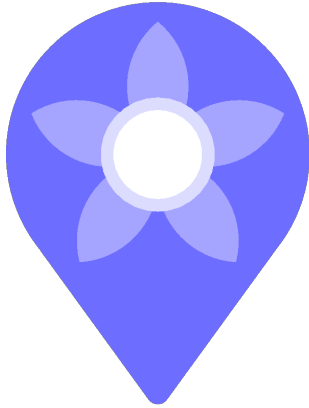
Another great application which unfortunately falls short as well. While the app works on more than just apple products, it falls short in a similar vein to Find My. Life360 only gives an approximate location of the selected device and only works on cellphones. A way Life360 attempted to solve this issue 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 also reinforce good placement habits through the virtual garden within the app, encouraging users to place their items in the right spot each time.

Forget-Me-Not & User Response



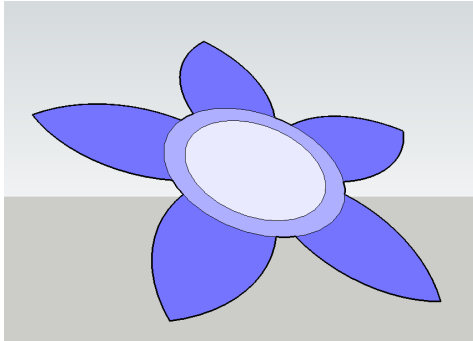
Lastly, when surveying people who used beta versions of our application, they admitted that within one week they began using Forget-Me-Not more than any of our other competitors, seen through how they opened our app significantly more than apps such as Find My or Life360 within just a week of owning 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.

Product Description



Initial mockup of a Forget-Me-Not logo

In order to use the Forget-Me-Not App, you will need to have the associated [Memory Stickers](#). These should be applied to the items you want to keep track of, and will track where the item goes, and where it stays most often.



Very simple mockup of the Memory Sticker

Within the first few days, the Memory Sticker will log its location, and determine the place it stays put in most often; Additionally, you can manually inform it to establish another location, or determine somewhere specific you want to keep it.

By keeping the items you track in their established space, 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; After a certain amount of time staying in place, the garden's progress will slow down and eventually stop.

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 remember that this will pause the garden for a while each time.

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, so that they don't get lost as often to begin with.

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 stickers 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. 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.

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 product— Flower tracker 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 spot, 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 microchipped 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. It's also worth mentioning that if you don't want to stick with a designated spot, whether you move a lot or you just prefer to switch things up, you can just use the tracking sticker feature and turn off the points earning system.

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.

Appendix

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