



# MY THERAPY APP

## 6 LAWS OF FOGG

Group : 10

# TIME

## HOW LONG DOES IT TAKE TO COMPLETE AN ACTION

**Overcomplicating tasks, like  
requiring multiple steps to ass  
a pill reminder, can take too  
much time**

13:13

Which medication would you like to set the reminder for?

Name Crosin

Unit pill(s)

Next

"Crosin" Crowing

q w e r t y u i o p

a s d f g h j k l

z x c v b n m

123 space return

📄 🎤

13:24

Cancel Add pharmacy

🏥

Name

Pharmacy

Street

Postcode

City

Phone number

Email

Website

Save

13:13

📄

Crosin

Do you want to get reminders to refill your inventory?

Remind me ☒

Current inventory

Amount 30 pill(s)

Remind me when:

Threshold 10 pill(s)

Save

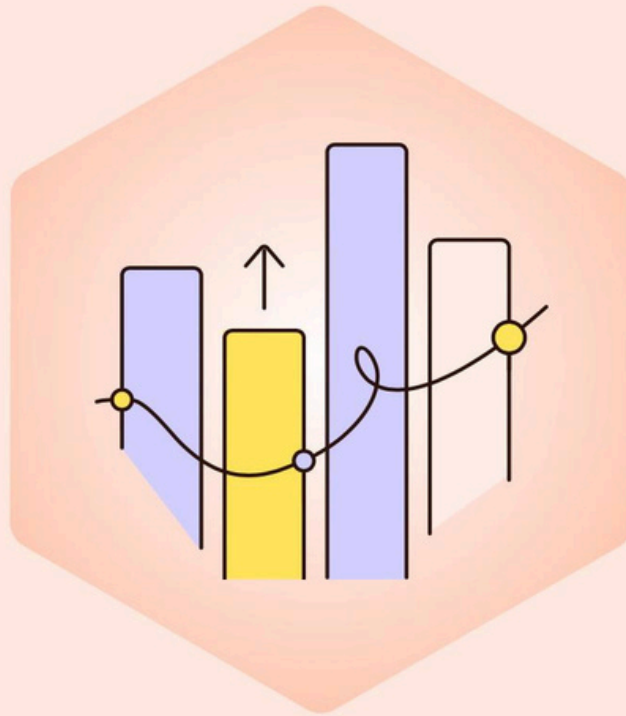
# MONEY

## THE FISCAL COST OF TAKING AN ACTION

### **FREE ACCESSIBILITY**

Our app stands out by offering a costless solution, making mental health support accessible to a broader audience. By eliminating financial barriers, it ensures users can focus on their well-being without worrying about affordability, fostering inclusivity and positive impact.

Log in



**Track your progress**

And much more...

Get started

# PHYSICAL EFFORT

**As mentioned earlier, it is a bit tedious task to enter a pill reminder as it asks the user to fill a sequence of dataset prior to adding a reminder.**

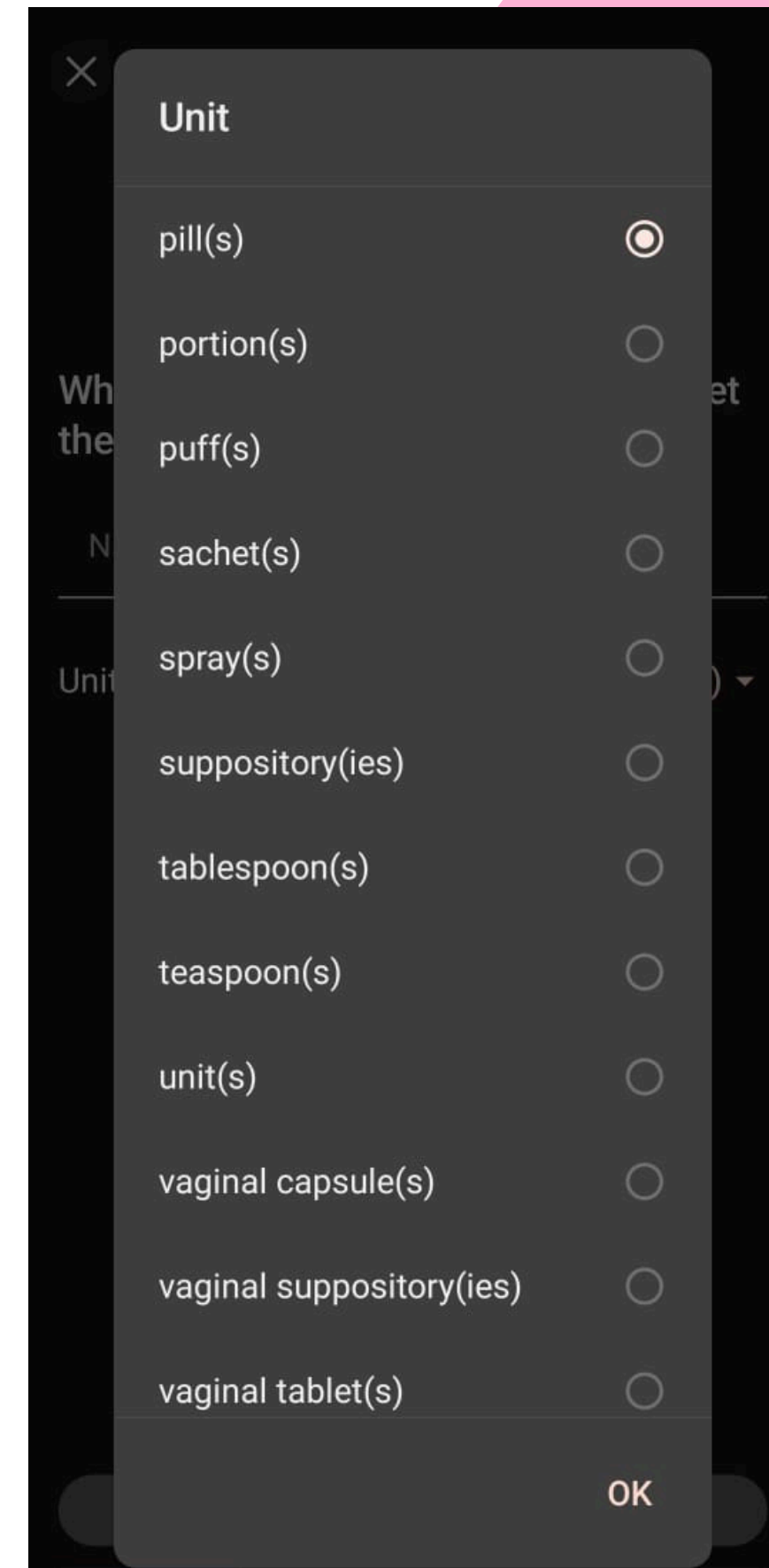
**THE AMOUNT OF LABOUR INVOLVED  
IN TAKING THE ACTION**



# BRAIN CYCLE

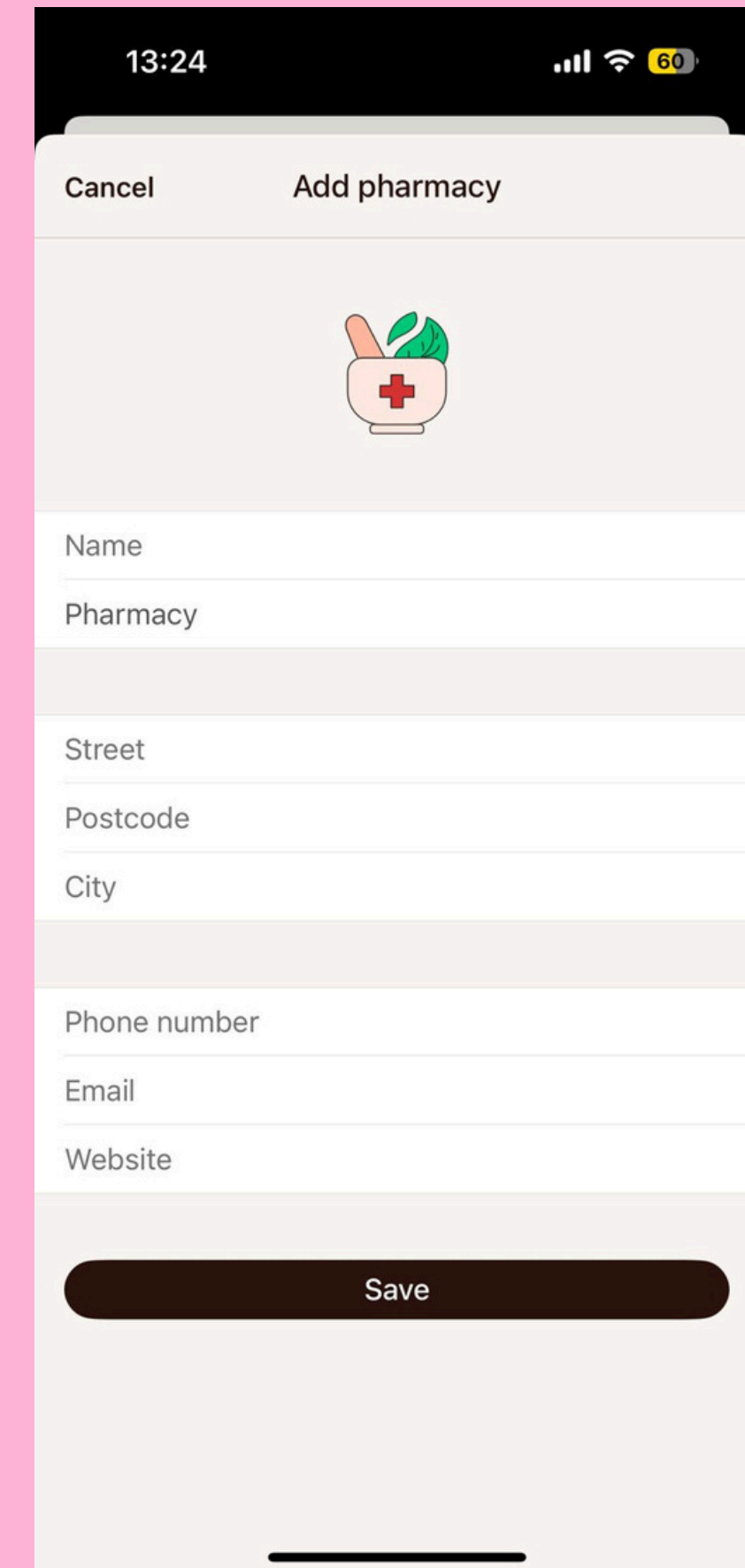
## THE AMOUNT OF MENTAL LABOUR REQUIRED WHILE TAKING AN ACTION

Our app does well in reducing mental effort by providing clear navigation, graphical representations, and grouped elements. However, there may be areas where mental effort is still required, such as navigating through too many options at once or filling out long forms without sufficient guidance.



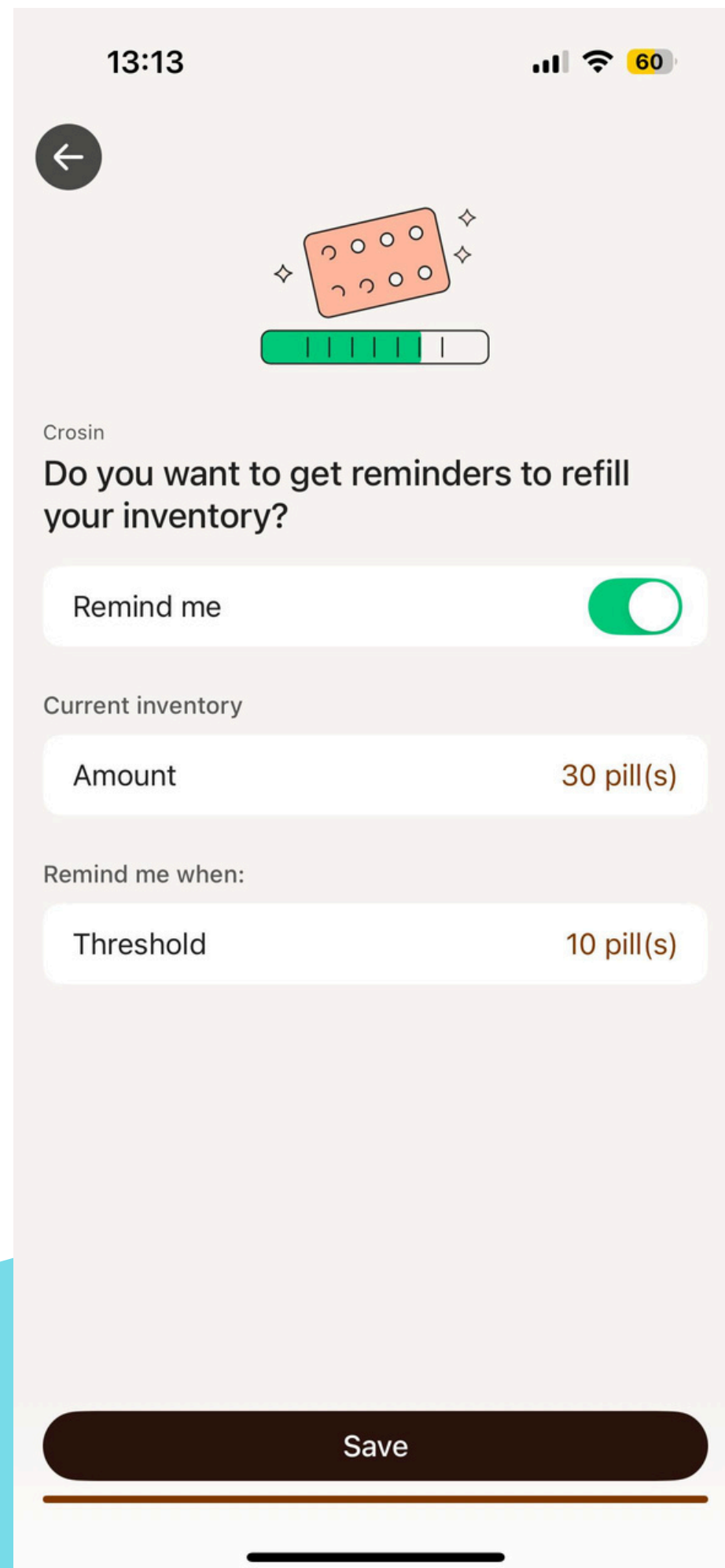
A screenshot of a mobile app interface showing a 'Unit' selection modal. The modal is a dark grey rectangle with a close button (X) in the top left corner. It contains a list of units with radio buttons to their right. The units are: pill(s), portion(s), puff(s), sachet(s), spray(s), suppository(ies), tablespoon(s), teaspoon(s), unit(s), vaginal capsule(s), vaginal suppository(ies), and vaginal tablet(s). The 'pill(s)' option is selected. At the bottom right of the modal is an 'OK' button. The background shows a blurred view of the app's main screen.

Unit	Selected
pill(s)	<input checked="" type="radio"/>
portion(s)	<input type="radio"/>
puff(s)	<input type="radio"/>
sachet(s)	<input type="radio"/>
spray(s)	<input type="radio"/>
suppository(ies)	<input type="radio"/>
tablespoon(s)	<input type="radio"/>
teaspoon(s)	<input type="radio"/>
unit(s)	<input type="radio"/>
vaginal capsule(s)	<input type="radio"/>
vaginal suppository(ies)	<input type="radio"/>
vaginal tablet(s)	<input type="radio"/>



A screenshot of a mobile app interface showing an 'Add pharmacy' form. The form is a light grey rectangle with a close button (X) in the top left corner. It has a title bar with 'Cancel' and 'Add pharmacy' buttons. Below the title bar is a red cross icon. The form contains several text input fields: Name, Pharmacy, Street, Postcode, City, Phone number, Email, and Website. At the bottom is a large 'Save' button. The background shows a blurred view of the app's main screen.

Field	Value
Name	
Pharmacy	
Street	
Postcode	
City	
Phone number	
Email	
Website	



# SOCIAL DEVIANCE

**HOW ACCEPTED THE BEHAVIOUR IS BY OTHERS**

By normalizing digital therapy, the app helps reduce the stigma around seeking mental health support, making it more socially acceptable.



Crosin

Do you want to get reminders to refill your inventory?

Remind me ☒

Current inventory

Amount 30 pill(s)

Remind me when:

Threshold 10 pill(s)

Save

Treatment

Add a reminder

Crosin

Daily—08:00

30 pill(s) left

Silent mode is on

# NON ROUTINE

## HOW THE ACTIONS MATCH OR DISRUPT ROUTINE

- The app's discreet nature allows users to engage in therapy privately, avoiding fear of judgment while maintaining their routine.
- Regular use of the app promotes healthy habits like journaling and mindfulness, seamlessly integrating into daily routines.

THANK YOU!