

PurpleTanuki — Press Kit

A gentle, non-punitive tool that helps people regulate attention and interrupt doomscrolling.



PurpleTanuki

WHAT IS PURPLETANUKI?

PurpleTanuki is a gentle, supportive tool that helps people pause, refocus, and reduce doomscrolling.

When a user tries to open a distracting site, a friendly Tanuki appears with a tiny learning moment — then unlocks the site.

It's designed for:

- kids
- teens
- college students
- adults
- neurodivergent users (ADHD, autism)
- anyone who struggles with digital overwhelm

PurpleTanuki is not about blocking or punishment.

It's about **support, curiosity, and emotional safety**.

THE PROBLEM

We live in an attention-hostile world.

Infinite feeds, doomscrolling loops, and algorithmic traps make it difficult for people — especially neurodivergent users — to stay grounded.

Traditional focus tools rely on:

- blocking
- timers
- guilt
- punishment

These approaches often fail because they create pressure instead of support.

People don't need restriction.

They need gentle interruption and agency.

THE PURPLETANUKI APPROACH

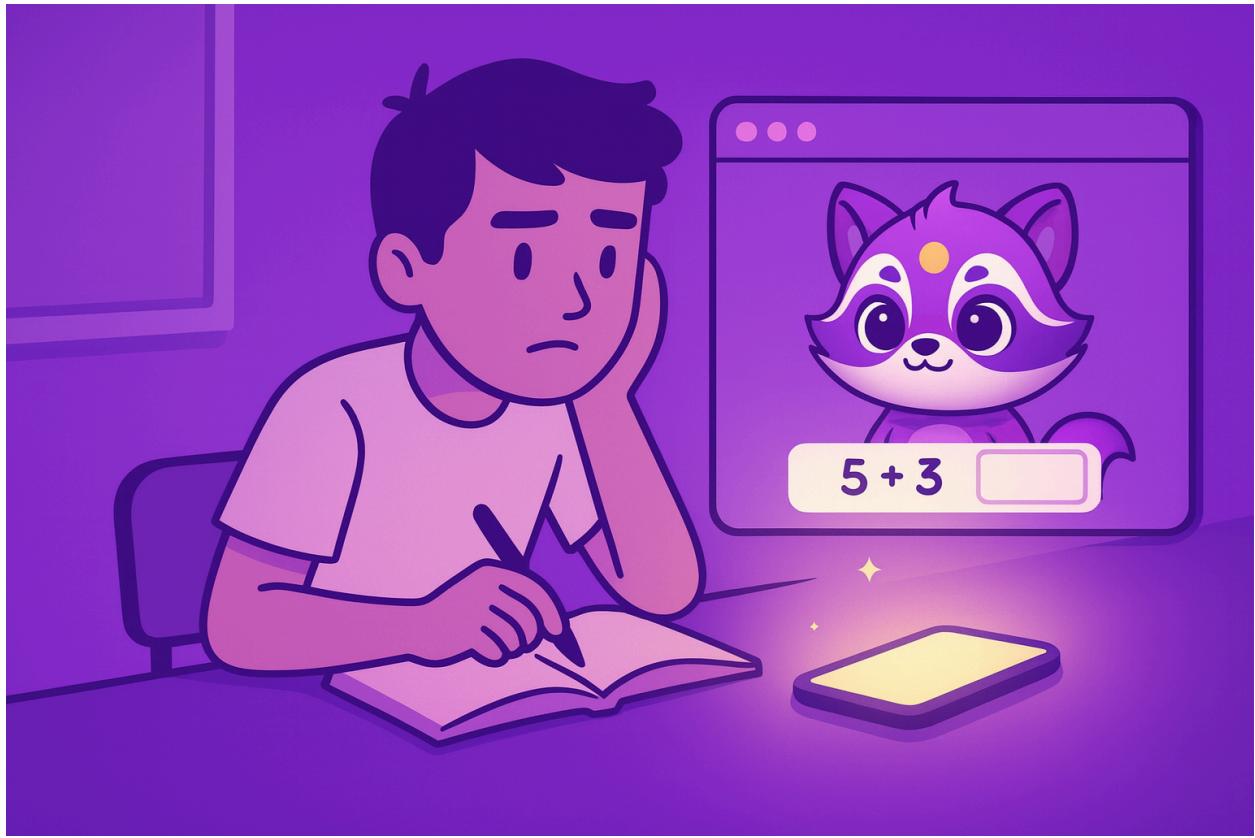
Pause → Learn → Unlock

1. User tries to open a distracting site
2. Tanuki appears with a tiny learning moment
3. The site unlocks

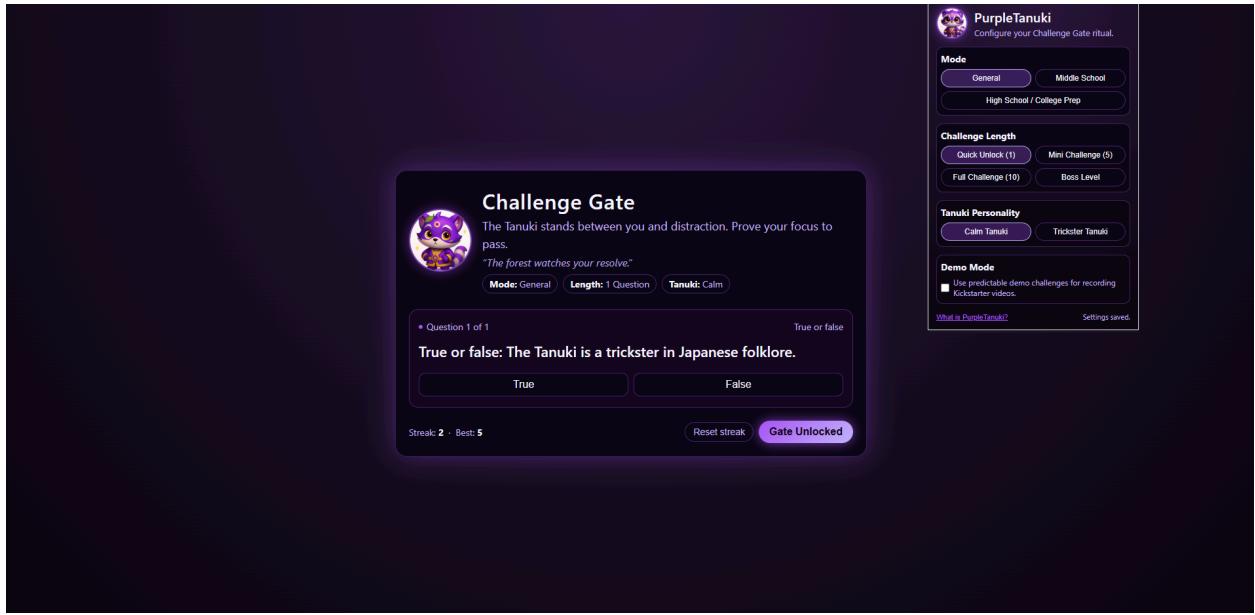


This creates:

- a moment of reflection
- a positive micro-reward
- a sense of control
- a gentle pattern interrupt



The Tanuki appears with a tiny learning moment before unlocking the site.



The PurpleTanuki dashboard — calm, simple, and distraction-free.

Practice your
multiplication
skills



$$9 \times 7 =$$

Answer

Translate into
French:



*She is my
friend.*

Answer

Who was the
first President
of United States

John Adams

George Washington



Micro-lessons across subjects keep the experience fresh and engaging.

PURPLE TANUKI

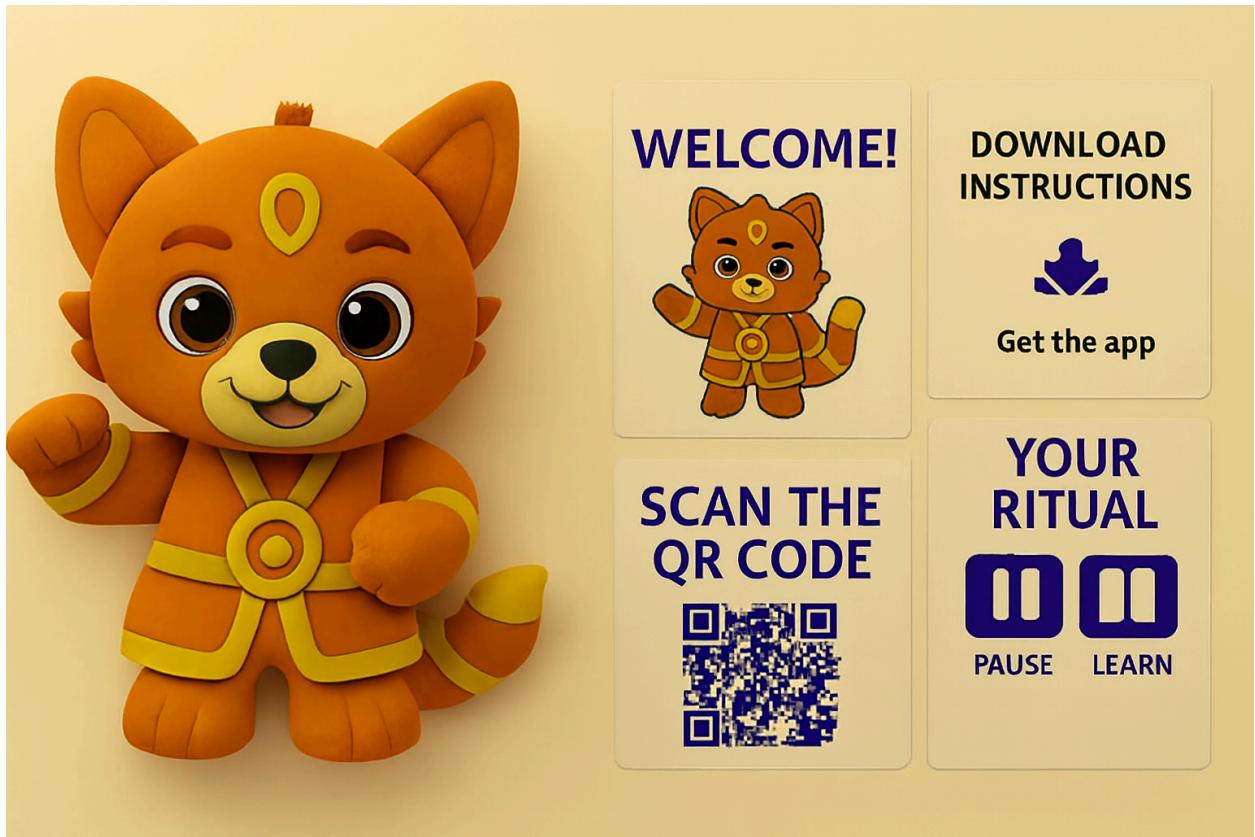


PurpleTanuki — a gentle guide designed to feel safe, friendly, and non-judgmental.

PLUSHIE LINE

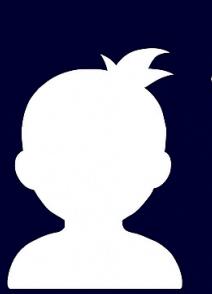


The Red Tanuki plushie — part of the physical-digital ecosystem.



The unboxing experience: plushie, welcome card, QR code, and ritual card.

For All Ages



Kids



Teens



College
Students



Adults

Designed for all ages — without stigma or shame.

Official PurpleTanuki brand assets.



PurpleTanuki



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PurpleTanuki

ABOUT THE FOUNDER

Richard Sanchez

Founder & Creator, PurpleTanuki

Westminster, Colorado

Richard is a designer, educator, and creator with experience in experimental film, Montessori teaching, and digital toolmaking. PurpleTanuki is the culmination of years of work exploring how gentle, non-punitive design can support attention and emotional safety.

CONTACT

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