



# MARKET RESEARCH

“Really like fellow squeezers”

- Sarah A.

“Re-occurring reminders can build checking into a habit”

- Anonymous hacker downstairs #1

“I think all girls should know how to check”

- Anonymous waiting bus girl

“Linking to an appointment in app is really good”

- Alisa Y.

“Should be given out at sexual health clinics”

- Anonymous hacker downstairs #2



# CONSUMER AND COMPANY BENEFITS

## Consumer

Positive Reinforcement

Convenient

Easy and Simple

Free

Rewarding

All Inclusive

## Company

Brand Awareness

Positive Branding

Promotional Tool

Increases Company Traffic

Enticing to Customers



# SIMPLISTIC AND INFORMATIVE

1



Get the SqueezeMe stress ball

2



NFC tap the SqueezeMe stress ball to launch app

3



Set reminder to check in 30 days

4



Earn a reward for setting a reminder

5



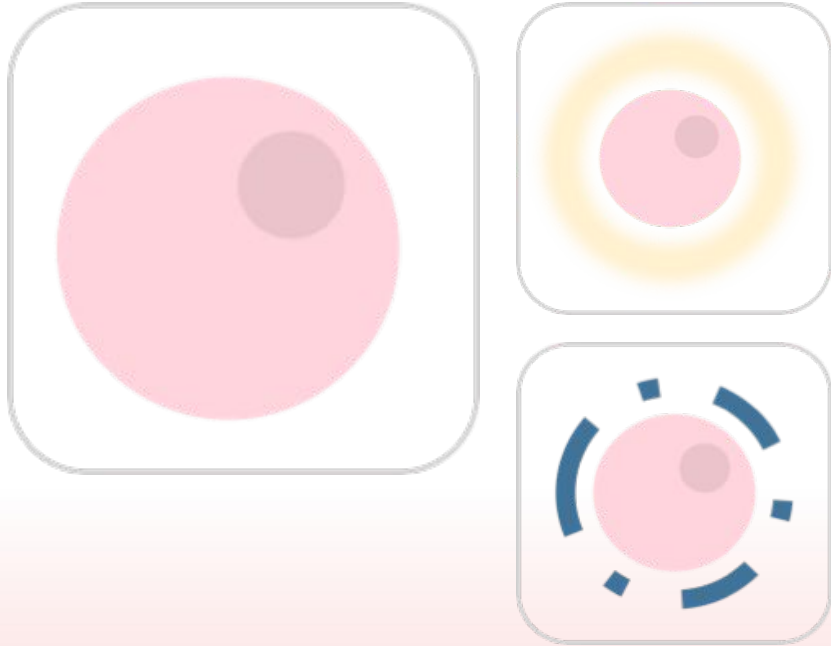
In 30 days the SqueezeME stress ball lights up and vibrates

6



Perform a self checkup and find the lump on the ball to deactivate

# SQUEEZE ME STRESS BALL



- Vibration
- Light Effects
- NFC
- Textures Include:
  - Lumps
  - Stiffness
  - Tenderness

# WEB APP PREVIEW

- Launch Screen
- Remind Me
- Rewards
- How to Check
- Book an Appointment
- Donate



THANK YOU