

LeafBank

Marketing Doc



EXECUTIVE SUMMARY

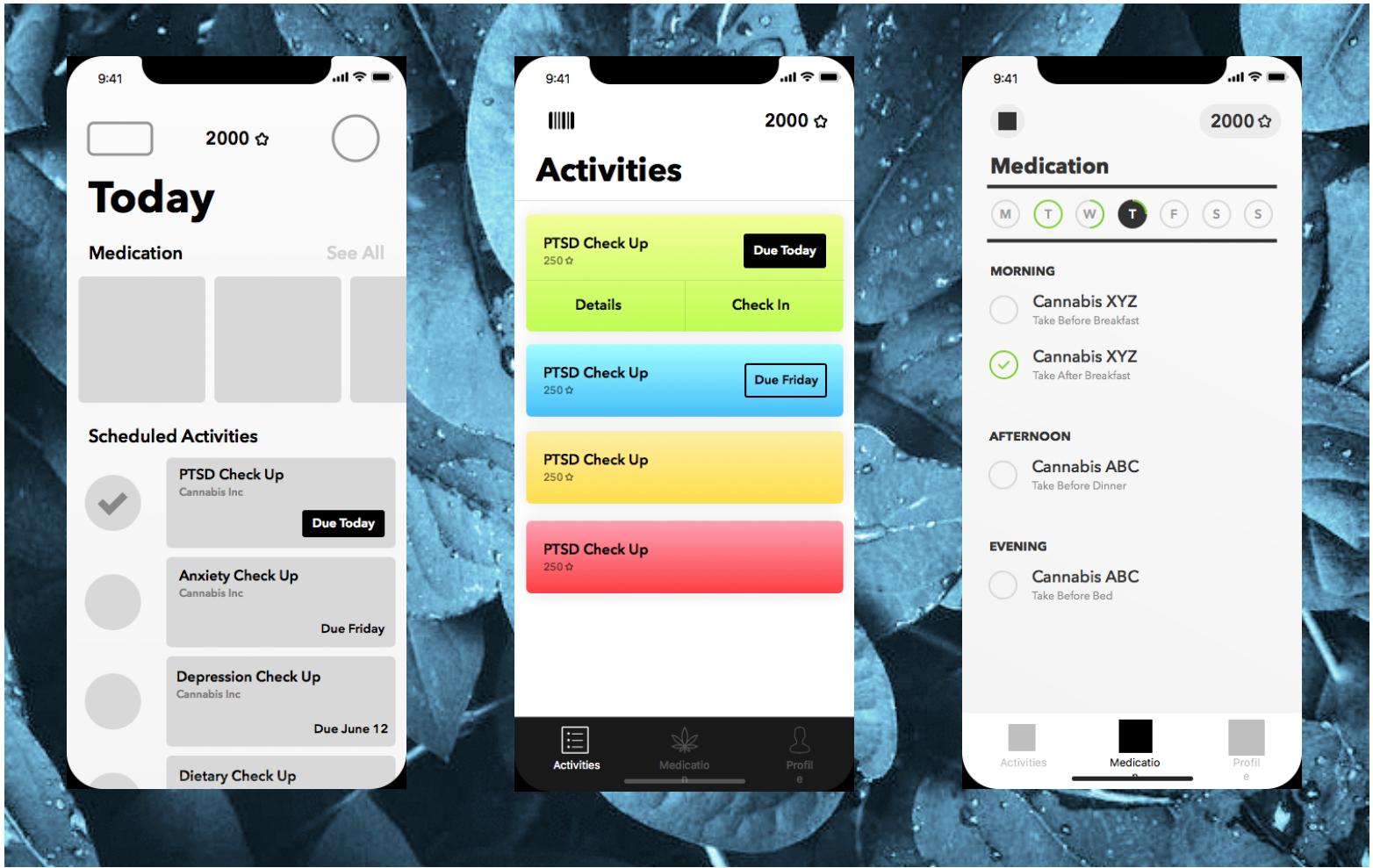
LeafBank is an app where users can monitor their medical marijuana usage. The purpose of this app is to facilitate the gathering of useful and reliable medical marijuana data, however we are not just “using” our users. Because of their willingness to participate in LeafBank we give our users incentives for completing our surveys. It is a win-win situation. LeafBank gets important data on the effectiveness of different marijuana strains, intake methods, dosage, side effects, and interaction with other drugs and in exchange the user gets redeemable points (that can be exchanged for marijuana products) and can sleep easy knowing that their data is safe, de-identified, and is making a difference. Importantly, our data sample will come from active soldiers in the American military.

One of the reasons that LeafBank is so appealing is that it exists in an open market with relatively no competition. Although there are a few apps on the market geared towards cannabis and its users, none of them take a specifically data driven technique or are targeting the same demographic (veterans) that we are targeting.

For example, one of our main competitors, Leafly, is the world’s cannabis information resource. Millions of people use Leafly’s to explore thousands of marijuana strains and access the map to find a dispensary nearby (6k downloads on App Store). Though we believe Leafly is not doing enough on the data front.

An example interaction with our app would be a user: user A logs onto LeafBank in order to add a new medication for high blood pressure that they have been taking adjacently with a strain of medical marijuana. Once logged in, the user is able to navigate to a medications tab on the app and see a list of previously added medications. Perhaps once the user is done adding the blood pressure medication they may notice that the surveys tab a new survey is available for the user. They can then complete that survey asking appropriate questions corresponding to the medication. Once completed, the points indicator under their username will have increased.

With time, LeafBank aims to evolve into a patient data driven network that, connecting them with the right type of medication by continually improving our data by rewarding our users.



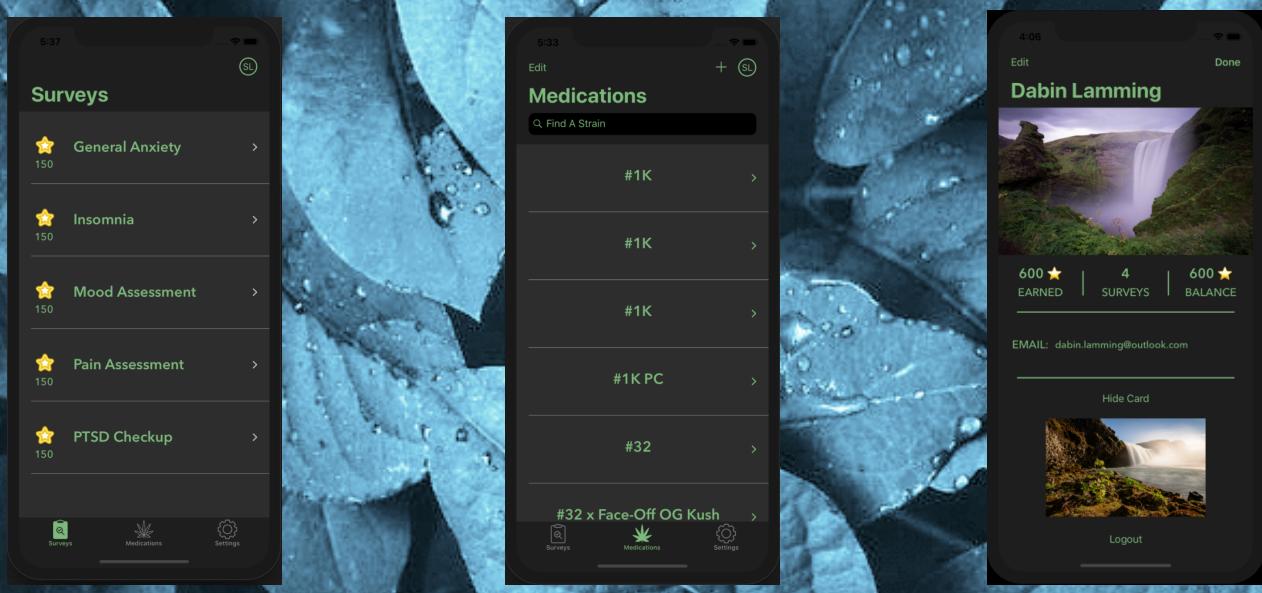
LEAFBANK - WHAT IT SHOULD LOOK LIKE

Some of the traits that we believe that the design for our app should have are:

- Simplicity
- Clarity
- Accessibility

As such, when designing our app we should also remember the user base that we are designing for. Although veterans come in all forms a large population of veterans are older in age, and may struggle with smaller fonts, more subtle colour contrasts etc. When we began the design process for what our app should look like, we started with prototyping.

When we began the design process for what our app should look like, we started with prototyping. Fortunately, we inherited many different prototypes and designs from the previous LeafBank team, so we had some idea of the client's vision of what the app should look like. Those initial prototypes can be viewed above.



LEAFBANK - WHAT IT ENDED UP LOOKING LIKE

***Users just don't
have a set
schedule for
marijuana intake
— we needed to
adjust for that.***

Although the previous prototypes gave us a great framework for what we wanted our app to look like, because we want our design process to be iterative, there was still lots of progress to be made. Early on in our iteration process, we decided to scrap the idea of a scheduler for the Medications tab. This is because as it turns out many people who have been prescribed medical marijuana do not actually adhere to a specific schedule when consuming. Instead they are usually given a prescribed amount and can take that amount as they desire until their next refill. Because we want to make the LeafBank experience an authentic experience having a feature that most of our users probably would not use seemed like added baggage, which is why in our current iteration of the app we have removed the scheduler.

Throughout the course of making our app, we received a ton of useful feedback regarding UI/UX. One piece of feedback that we were given during the peer feedback session was that our designs had a lot of unnecessary colour. It was pointed out that too many colours could actually be confusing or distracting for the user. In our final iteration we found colours that held to the 7:1 contrast ratio, which allows users to easily view and read our app.

Another choice we made was changing the look of our tableView cells. After talking with Josh Tidsbury of Apple we decided to remove the boxed in tableView cells, giving our app a more clean and simplified look, and made effective use of accessories to show the user they have actions they can perform with those tableView cells.

LET'S TALK FUNCTIONALITY

Users will be able to navigate through our app using our tab bar located at the bottom of the screen. We have decided to use a tab bar because we believe that it creates a simple clean interface that is free of clutter and other things that will create unnecessary complexity.

Our tab bar only has three buttons, these buttons have been added once again for simplicity sake. If users only have a select few interactions with our app (doing surveys, adding medications, and redeeming points in an online Store) then why overcomplicate things by adding more than three buttons in our navigation tab. Because of the time constraints of this course and the behind-the-scenes business of LeafBank, our team and our clients decided to scale back on certain functionalities. Specifically the Store and Medications tab.

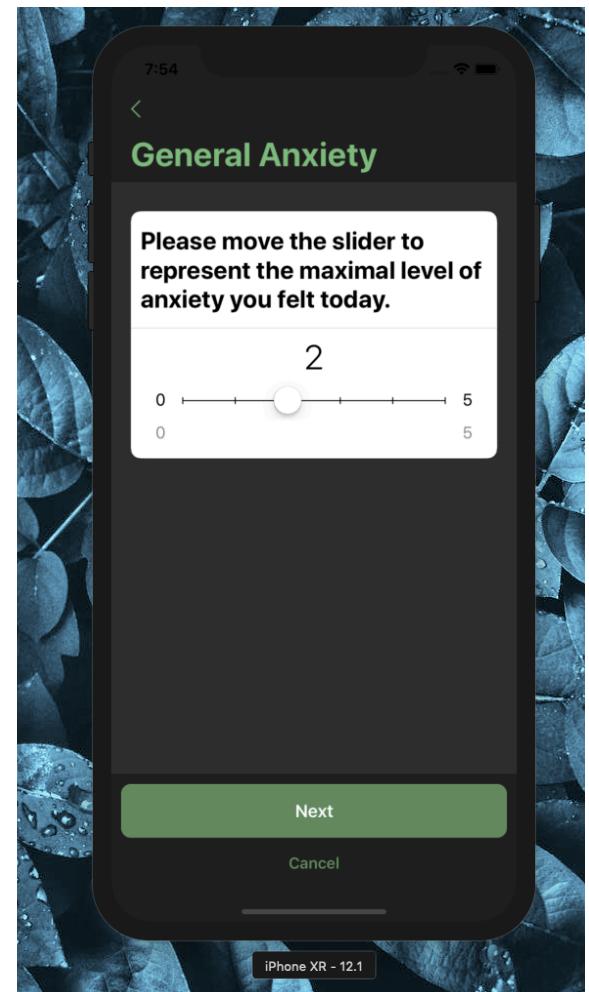
Although we chose to remove the Store, it is still a major component in the marketing of our app, so it will most likely be implemented in the future. Thus, the Store tab was replaced by the Settings tab ignore the keep the aesthetics of a 3-tab Tab bar. The Medications tab was scaled back due to the future path of the LeafBank company, which will be more heavily focused on Surveys.

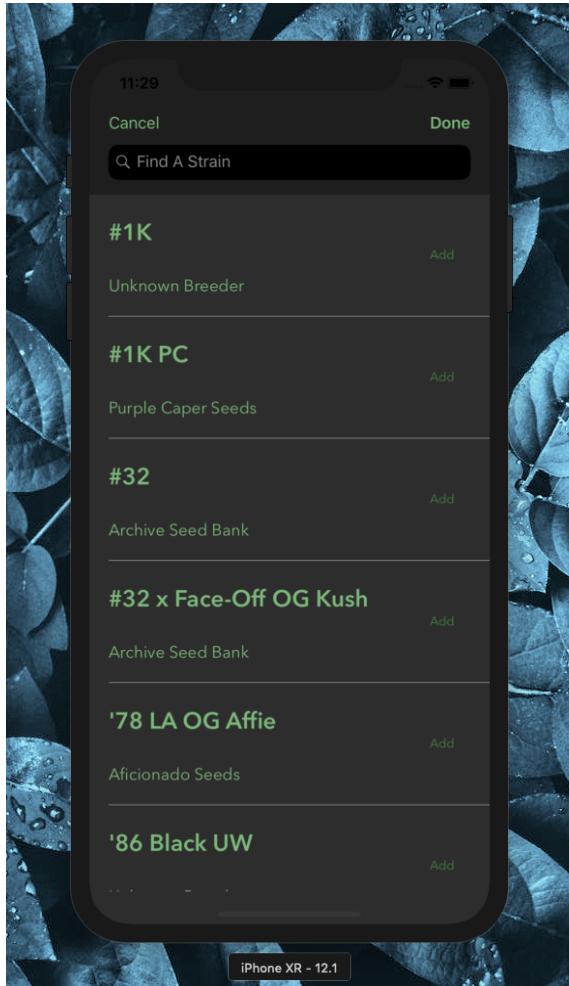
EXPLORING THE APP - SURVEYS

The survey's tab is implemented using ResearchKit which ties well with Apple's frameworks. When tapping on the tab, users will be greeted with currently active surveys. These surveys are meant to be tied to corresponding medications the user has in the medications tab.

Users are able to take these active surveys which each have individualized questions for the specific ailment, such as anxiety, pain, insomnia, etc. The responses are then stored which serve as a key piece of data that will go on to become invaluable in the future. As part of users providing us with the data, we plan to give redeemable points that will connect with a Store for the users to exchange for more medication.

Ultimately, the goal of LeafBank is to be patient driven source of information that helps bubble up appropriate medications to the top so that other users can discover those items.





EXPLORING THE APP - MEDICATIONS

The medications tab currently interfaces with the Otreeba API for searching through marijuana based medications. The search results can then be tapped on to be added onto a list which is saved to the user's profile.

Once the medication is added, they can be tapped on to possibly see more information about it. Swiping from the left on the medication cell allows to set a reminder to log that medication at whichever time period the user deems most appropriate. Swiping from the right allows to delete the medication from their profile.

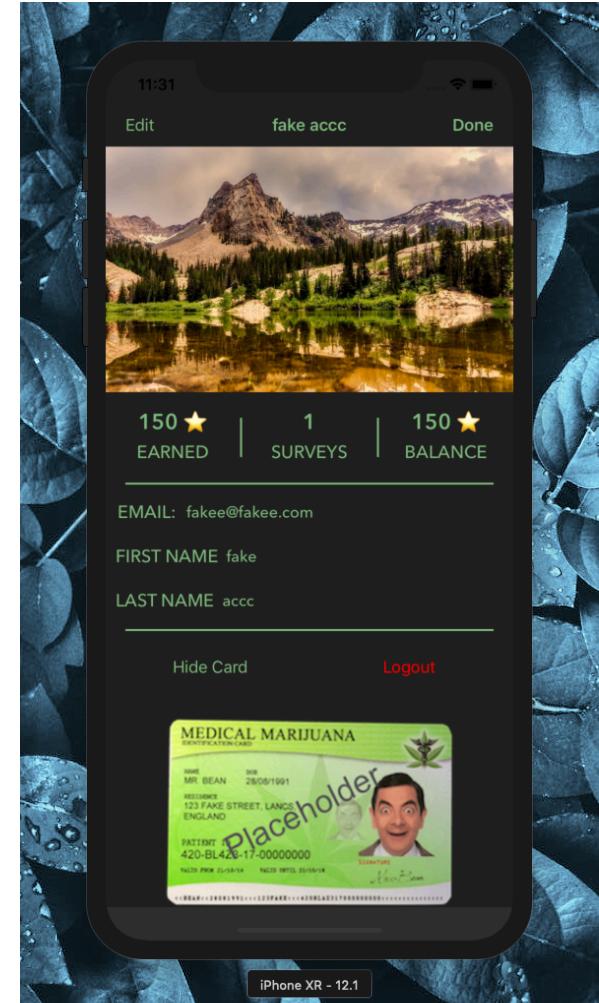
A future direction to increase the usability of the UI may involve reworking some of the swiping gestures at that might not be immediately obvious to the target audience.

EXPLORING THE APP - PROFILE + SETTINGS

The profile contains user sensitive information such as name, points balance, email and a possible associated medical marijuana card. Users are eligible to points based on the surveys they complete as mentioned. These may be redeemable later on as part of a Store update.

The edit button allows to change an email though this is not currently implemented in this release. The logout button will logout the currently active user and enable a 'guest' user of sorts with limited functionality. Though the guest may be able to take surveys and add medication, none of their information is saved as they have not yet consented to the privacy policy.

The medical marijuana card will serve as a form of authentication in future releases.





THE TARGET AUDIENCE

With the end goal being the ability to acquire statistical data to enhance research and support the veterans using medical marijuana, LeafBank is primarily targeted to one specific audience: veterans in the United States.

This audience involves individuals, age 18 and above, who have developed symptoms of fatigue or physical injuries during their time on duty or suffer from other inhibitions, such as Post-Traumatic Stress Disorder (PTSD) or insomnia.

As these users may be using medical marijuana to treat their ailments, LeafBank aims to be a companion for them to track how well they are responding to the medication so that others can have access to that information as well.

HOW DO WE PROMOTE IT?

One of the ways we imagine promoting LeafBank is through some sort of social media based marketing strategy. A smart idea would be to focus solely on one state (targeting one state at a time) in order to keep our efforts lean. With the successes in that one state we may seek to evaluate what we did right and then employ similar/replicated strategies in other states. Advertising our app around our selected audiences would also be another way that we could promote it. For example, handing out flyers or having a small information booth at a veterans affairs office could put us in the proximity of people likely to use our app. Even doing things such as targeting the marijuana aspect of our app can make a difference. Having adds for our apps displayed at dispensaries may also be successful in bringing in new users.

Because an aspect of a later version of our app would be to incorporate a Store functionality into the app possibly forming a partnership with the stores and products that we intend to display on our app would also be valuable. For example, these stores could have promotional material on our app when a customer walks in. Or certain products could come with a sticker telling the buyer that the product is available on LeafBank.



WHAT IS THE PRICE

In the interest of keeping the app accessible to as wide an audience as possible, LeafBank will be made available for free on the Apple iOS App Store. There have been [articles](#) showing that even an extremely modest price of a \$1 can serve to hinder the spread of an application. Any sort of paywall, no matter how small, can prove to be an obstacle in reaching your target audience and as such LeafBank in the interest of greatest market penetration will be free to use.

This may be a cause for concern to investors who are looking for a return on their investment for the product. We believe that if we invest into the user experience upfront, it can pay larger dividends into the future. By investing into a freemium model would allow us to gain a larger user base and at some point in the future once it is secured and large enough, we may introduce advertising streams. In the shorter term, our revenue model would involve employing a store reference model where we act as a mediatory for medical marijuana distributors, gaining a small slice of the transaction when users redeem their points gained by completing surveys.



ENSURING CONTINUED USE

Our breadth of functionality that is very focused, simple and easy to use due to a clean interface would be the main ways to retain, and gain, our users. Medical marijuana usage tracking is a real void when it comes to data and users want to see what medications work best for their symptoms. Since our app will be continuously updated by being fed patient driven data, our users can expect accurate information when it comes to what medication to take.

A notification system can also help our users return back to the app. We plan on using both local and remote notifications where the local ones would be user set and the remote ones would be pushed by us when we detect if someone hasn't used the app for a certain interval of time.

As for actual incentives, we plan to reward our users on the app by exchanging their information for redeemable points that they can use on the Store. This creates a mutual benefit loop where we get the data, we award the patients and they redeem medication to further log and provide data for. This data not only benefits us but also other users as well. We may also detect consecutive days of login and reward points based on streaks.

PRIVACY MATTERS. PERIOD.

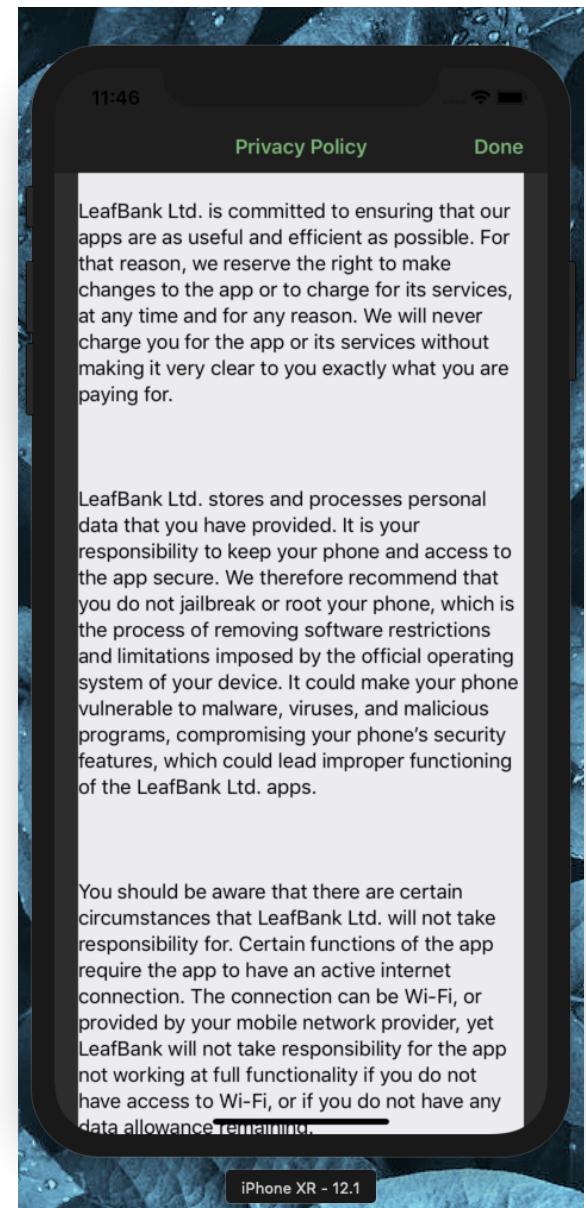
LeafBank is built from the ground up to ensure a large, diverse base of users logging in sensitive data. As such, privacy was one of our foundational pillars because without it, we simply could not, and would not, operate.

Privacy began first with choosing our original platform to launch on. Although Android and Google are both making commendable strides forward when it comes to privacy, Apple has always been the industry leader when it comes to user privacy:

We believe that people have a fundamental right to privacy. The American people demand it, the constitution demands it, morality demands it.”

-Tim Cook

In addition to Apple's strict measures, we also employ the latest security standards, from our backend databases to the frontend application itself, when it comes to safeguarding users. Our comprehensive privacy policy speaks on that front and users can be rest assured that they would comply with both national and state level privacy laws, such as HIPAA for example.



DEALING WITH REGULATIONS

There comes a great deal of fascinating challenges when it comes to making a medical app on the App Store. As mentioned above, dealing with bureaucracy like HIPAA can be a challenge though we try to have a positive outlook about it. Because we aim to be privacy oriented from the beginning, having to comply with HIPAA was mostly a byproduct anyway, with only some minor gaps to fill for the requirements.

A greater challenge will come when launching our Store platform. Apple completely prohibits transactions of marijuana based products on their platform. It would be our duty then to work with some of App liaison people (like Josh Tidsbury) that we comply with their rules when launching our Store. Instead of directly selling marijuana products on our Store, we instead aim to be an intermediate body that acts as a facade for multiple distributors and connect users to them through us. As such, because we won't be directly selling those products and possibly redirecting users to external webpages, we are hopeful we can overcome this bridge when it comes to.

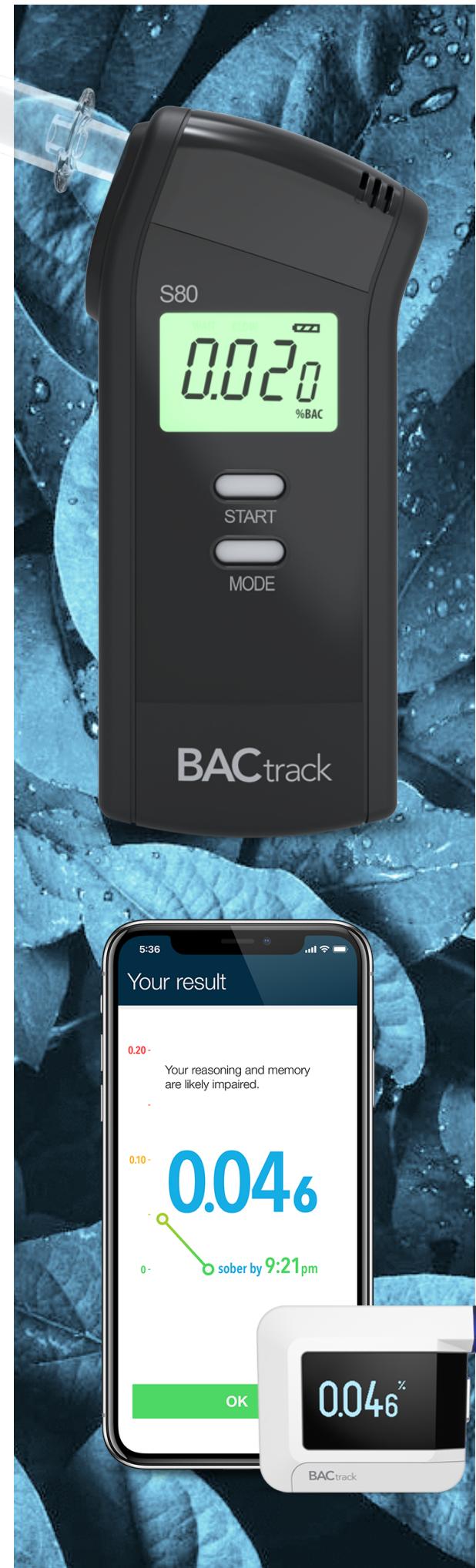
FUTURE UPGRADES

Most immediate future upgrades for the app includes further refinements to the UI and tying medications to corresponding surveys. A more modern API for searching through strains that presents greater information may be a possible upgrade to consider.

As for further updates down the road, a Store section with redeemable points would be the natural progression. We would like to reward usage on the app for veterans filling out their surveys. The rewards will serve to keep users engaged by providing them with an incentive to use the app to gain more medication. This allows us to diversify our revenue stream through actual cash per sale rather than relying purely on data.

In addition, LeafBank may be partnering with another US based company that has much greater knowledge when it comes to extracting medication information from users. The other app uses an external piece of hardware to accurately measure the dosage amount and logs it to their own app via bluetooth. Where the app lacks is it doesn't have a sophisticated way to gain detailed feedback from the users on how their medication is benefiting them. This is where LeafBank can prove to be a valuable partner where our surveys and the parsing methodology into a database can be seen as a strong asset. LeafBank then may scale back on its own medication efforts as it relies on its partner while the partner will seek LeafBank for its data purposes.

To wrap up and reiterate, LeafBank's ultimate goal is to evolve into a patient data driven network that connects users with the right type of medication. This is done through the use of patients adding medications to their profile and filling out corresponding surveys that revolve around how effective that particular medication was when it came to relieving a particular ailment. This is a void in the medical data space and LeafBank aims to help fill it. In return for this data, LeafBank provides users with redeemable points that can be traded for additional medication to help keep repeating the cycle. This data not only benefits us, it ultimately benefits the users.



*may not be exact product



REFERENCES

<https://images.pexels.com/photos/807598/pexels-photo-807598.jpeg?cs=srgb&dl=4k-wallpaper-close-up-dew-807598.jpg&fm=jpg>

https://en.wikipedia.org/wiki/File:World_War_I_veteran_Joseph_Ambrose,_86,_at_the_dedication_day_parade_for_the_Vietnam_Veterans_Memorial_in_1982.jpg

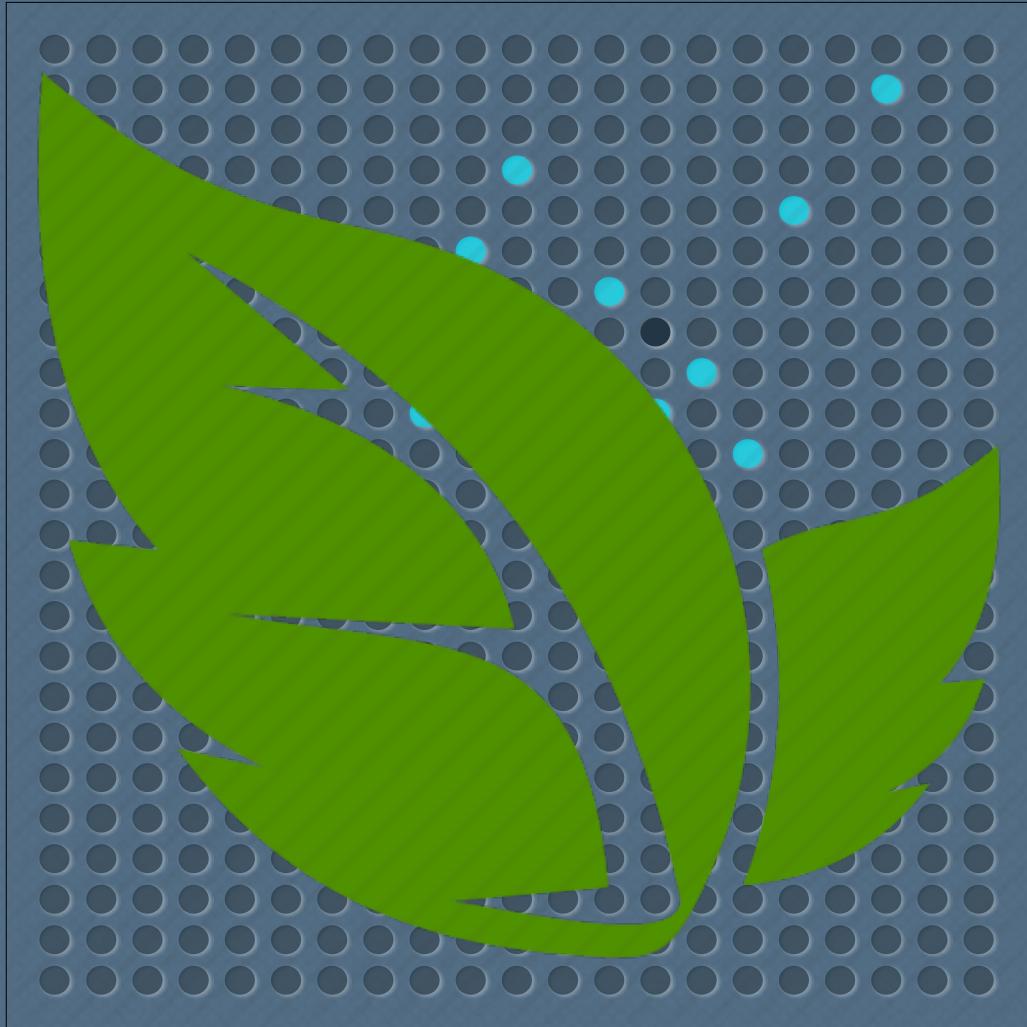
<https://www.kisspng.com/png-social-media-marketing-social-media-manager-manage-862928/>

<https://www.freeiconspng.com/img/10680>

https://cdn.shopify.com/s/files/1/0909/0078/products/BT-C8_iPhone-X_PNG_1000x1000_af4e9dfb-ddaf-412e-b43e-a6e7d7c686c6.png?v=1529613993

https://cdn.shopify.com/s/files/1/0177/6214/products/Product-Angle1-BT-S80_1024x1024.png?v=1527027876

<https://qz.com/129699/the-amount-most-people-are-willing-to-pay-for-an-app-is-0-until-theyve-actually-downloaded-it/>



LeafBank

Fin