



## Business case

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Community (UN SD goal):	#3 Good Health and Well Being
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<b>Proposed Project</b>	The <i>Cope</i> app idea is an Apple Watch mini-app that provides coping techniques for people with anxiety disorders. The main focus is on using technology to overcome panic attacks with breathing exercises and cognitive behavioural therapy to reshape the sufferer's thought patterns.
<b>Date Produced</b>	October 5, 2021
<b>Background</b>	Over 18% of adults and 30% of adolescents will experience some form of anxiety disorder in their lifetime with these individuals being twice as likely to suffer from substance abuse (American Addiction Centers). By providing resources and technology solutions to this community, mental health and quality of life can be improved substantially.
<b>Business Need/ Opportunity</b>	Current technologies available are mostly targeted towards meditation and not as a coping mechanism for this specific audience. By providing a quickly accessible application, people suffering from panic attacks or anxiety can be guided through calming breathing exercises as well as CBT materials. These two methods together will improve health and well-being and can help to strengthen the prevention of substance abuse as a coping mechanism (UN Goal 3.5).
<b>Options</b>	<p>Option A: Apple Watch App</p> <ul style="list-style-type: none"> <li>- Simple breathing exercises</li> <li>- CBT cues for coping with panic and anxiety</li> </ul> <p>Option B: A + Added Functionality</p> <ul style="list-style-type: none"> <li>- Personalized cues depending on severity</li> <li>- App customization</li> </ul> <p>Option C: B + IOS App</p> <ul style="list-style-type: none"> <li>- Additional interface for IOS</li> <li>- Community support</li> <li>- Integration with other tools</li> </ul>

## Cost-Benefit Analysis

### Option A

#### Costs:

- Substantial research for appropriate CBT cues
- Unfamiliar OS and development process

#### Societal Costs:

- Potentially not accessible to the entire user base

#### Benefits:

- Immediate access to apps for users
- Simplest interface

#### Societal Benefits:

- Help people cope with their anxiety
- Improve the health and wellbeing of users

### Option B

#### Costs:

- Additional functionality to save preferences



- More research to categorize cues
- Timeline may not allow for added functions

Societal Costs:

- Negative impact if cues are not appropriate

Benefits:

- Users would have a personalized experience
- Relevant intervention for different levels of anxiety

Societal Benefits:

- Improve use with more personal experience

Option C

Costs:

- Completely separate interface / OS development
- Many more functions for accounts for community
- Could be difficult integrating additional tools

Societal Costs:

- Additional interface to learn
- Integration could be insecure

Benefits:

- Appeals to the current community characteristics
- Added support from community instead of individual

Societal Benefits:

- Wider audience that don't own Apple Watch
- Added support with community feature

## Recommendation

Due to the short timeframe for this project and the lack of development knowledge surrounding Watch OS it is recommended to target Option A as the initial goal with a stretch goal of Option B if time permits.