

The Moriko Project by Shafee Ahmed

<div>Problem</div> <div><i>Top 3 Problems</i></div> <div><p>- Monotony. Many are struggling with a monotonous atmosphere with pandemic going on. People are stuck at home with monotonous routines day to day.</p><p>- Lack of meaning. We are more disconnected with our inner selves than ever before. In a world where being connected to others is everything, no one thinks to themselves 'what about connecting to myself' more. Our minds get troubled if we are left to ourselves.</p><p>- Mental unwellness. Mental health issues are spiking as a result of the pandemic and lockdown. Many studies came out from May-July discussing the effect of the pandemic on mental health, as well as the projected problems that are predicted to happen as time goes on. See point C in Moriko PDF.</p></div>	<div>Solution</div> <div><p>- A companion for solitude. Companion for solitude sounds like an oxymoron. But the Moriko app is a would-be app for adding more meaning to our lives while the world has social limitations. It analyzes a users personality with diagnostics, and gives recommendations (Quests) based on them. Users may be suggested to do activities, such as read a certain book, or listen to a specific podcast.</p></div> <div>Key Metrics</div> <div><p>To see if the app is effective, we will see if users leave a good response for it on their respective app download pages, Play or AppStore.</p><p>There will also be a send feedback on this app, so that if a user wishes to report a problem or ask questions or just compliment the app - there would be an outlet to do so. Users need email registration to use this app, so therefore a reply would be sent back to them on that medium.</p></div>	<div>Unique Value Proposition</div> <div><p>- Other apps exist out there for productivity. But many features are missing in them. Moriko is personalized. It gives you pathways to many different activities - all of which, you would only need yourself to do. Hence, a companion for solitude. Moriko would act as an all-in-one, stand alone app.</p><p>Somewhat similar to RPG video games, Moriko offers Quests the users can do. These Quests are assigned to a user based on what their diagnostics reveal about them. After completing them, their data gets saved to an ikigai diagram (see Unfair Advantage).</p><p>It also features Moriko, a female mascot for the app, which trudges along the way with a user; motivating them, setting reminders, and much more. Moriko as mascot would make the app distinct and give it personality.</p></div>	<div>Unfair Advantage</div> <div><p>The app is unique due to it being based on the ikigai concept. A Japanese concept for well-being: <i>what do you love? what are you good at? what does the world need from you? what can you get paid for?</i></p><p>Basing the app on these principles, users can find meaning in the activities they do, and in turn, work on finding what they're passionate about.</p></div> <div>Channels</div> <div><p>Moriko will be readily available on the Play Store, or AppStore for download. As well as a web app that can be used on PC browsers. Users will need an email to register into Moriko.</p><p>Users will have a follow-along tutorial feature when they first sign up, with arrows and text that help them navigate through the Moriko app.</p></div>	<div>Customer Segments</div> <div><p>This is for the people who are struggling in the dark, finding it hard to find meaning in this messed up world. There are some who can't answer what they love, what they're good at, what the world needs for them, and what they can get paid for. Some can answer one but not the other. Someone may be getting paid well, but can't really answer what they truly love in life. Some may be good at a certain thing, but can't get paid for it or contribute to society with it. What can they do? This is exactly what this app is for. There are strengths and weaknesses in all aspects of our lives, even if we may think we have all the answers. So with this app, I want to make it easier for people to make life more meaningful, arriving at their own answers, especially in lockdown, and post-lockdown.</p><p>This app will most likely suit introverts who usually don't mind doing things in solitude. However, even if a user is extroverted, Moriko will cater to their preferences as well.</p></div>
<div>Cost Structure</div> <div><p>Because there can be anywhere from 1 to 100,000 who use Moriko in the database, the app will need servers to host people's data on a backend. So server maintenance will have to be done, and the cost value is expected to be variable.</p><p>The app will also need to account cost prices for hiring a skilled psychologist, and a programmer experienced in machine learning and user analytics. This is so the app has a genuine basis in verification of its analytical tools, and so that Moriko is not spitting out anything too insincere to the user's preferences.</p></div>		<div>Revenue Streams</div> <div><p>I don't want in-app advertisements that pop-up. I feel this would be uncalled for in an app that specializes in giving meaning to people's lives. It's disingenuine.</p><p>Instead, Moriko will call for sponsorship support from social workers, psychologists, and mental health support activists. I believe this app would be looked on as a good initiative for a greater good by people in these fields.</p><p>Social media marketing is also big these days. So perhaps Moriko will be on Instagram. You would ideally find Moriko as an advertisement when you swipe on a story, or scrolling down and seeing a Sponsored post.</p><p>Ideally there will also be other media advertising. A YouTube video for its launch would be made, blog posts to keep users updated.</p><p>A Premium version can be made to stylize Moriko the mascot, buy pets of any animal they want, and access to the Moriko Discord, which gives its link once a user has purchased, giving an opportunity to the user to meet others and express their adventures in solitude to others.</p></div>		