

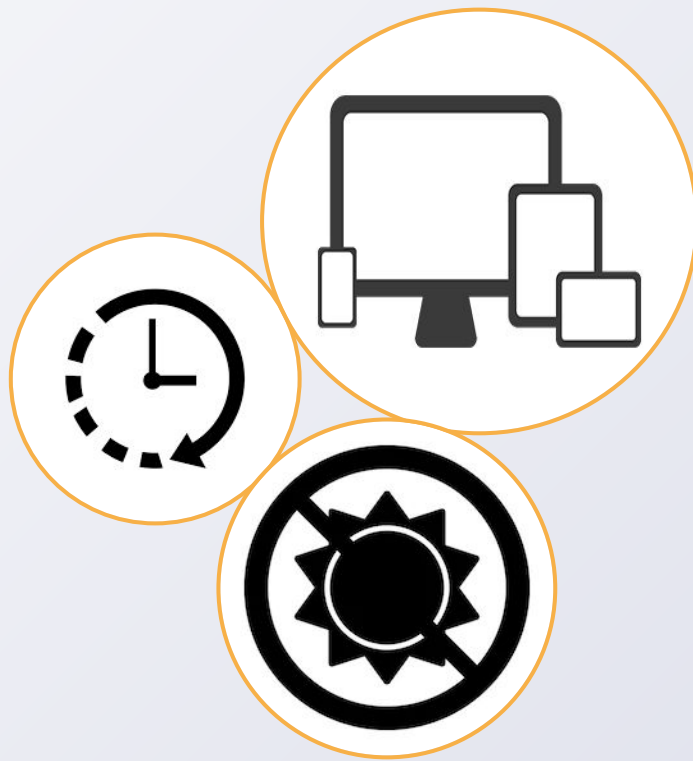
Musicues

Better habits for a better life.



Staying on Track

- ▶ Quarantine confinement
- ▶ Virtual school
- ▶ ↑ Unemployment
- ▶ Summer indoors



Consequences



Customer

Person #1:



Adrian Smith, age 10



Low attention span, working parents



Video games, lazy, dependent



Self-care, diligence, exercise

Person #2:



Lianne Roberts, age 18



Busy student, app. stress, tired



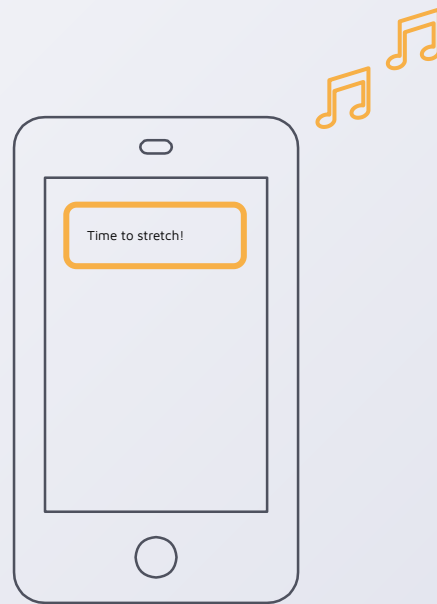
Motivated, forgets breaks, screens



Exercise, sleep, eat on time

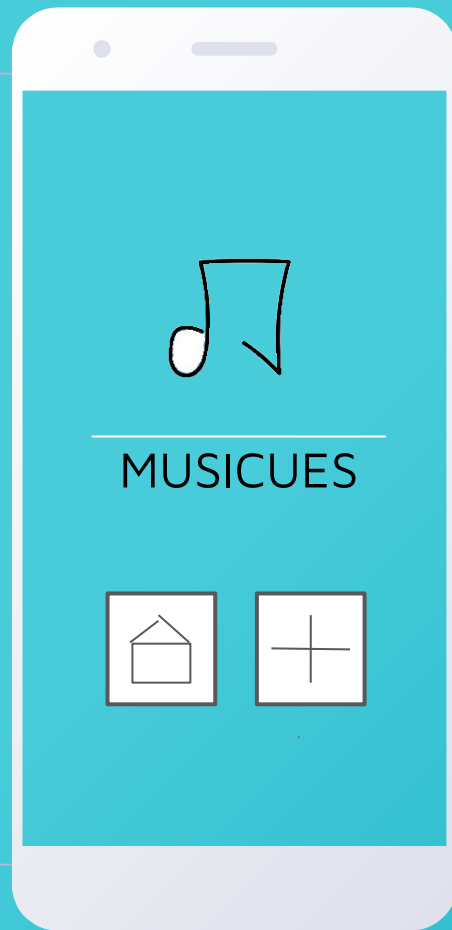
Musicues

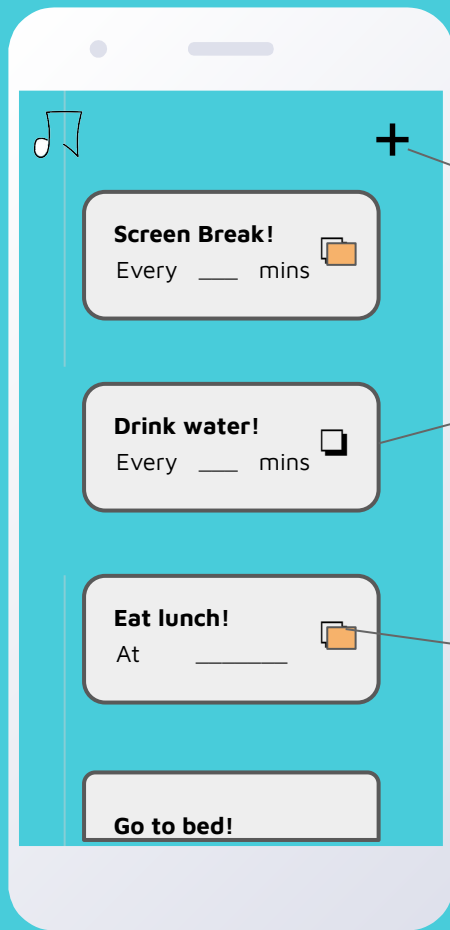
**A habits app with
musical reminders**



Features

- ▶ Banner notifications
- ▶ Musical jingle per task
- ▶ Simple set up
- ▶ Specific times / periodically

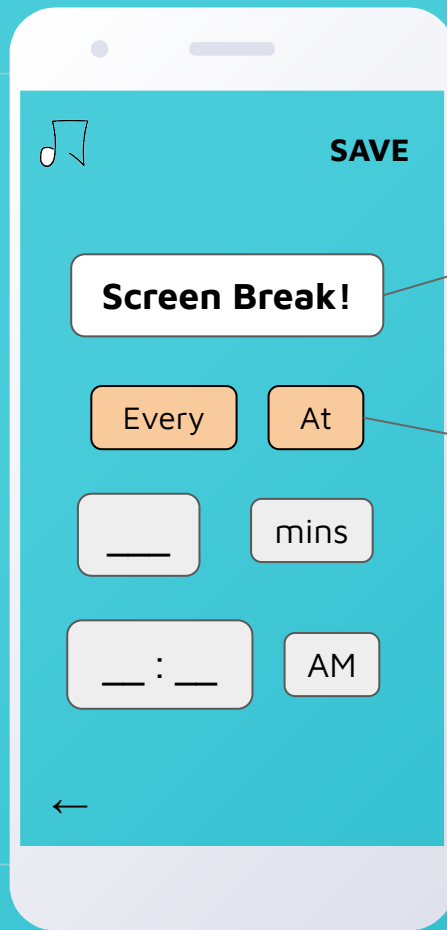




Quick add

Click task to edit

Toggle to activate



SAVE

Screen Break!

Every

At

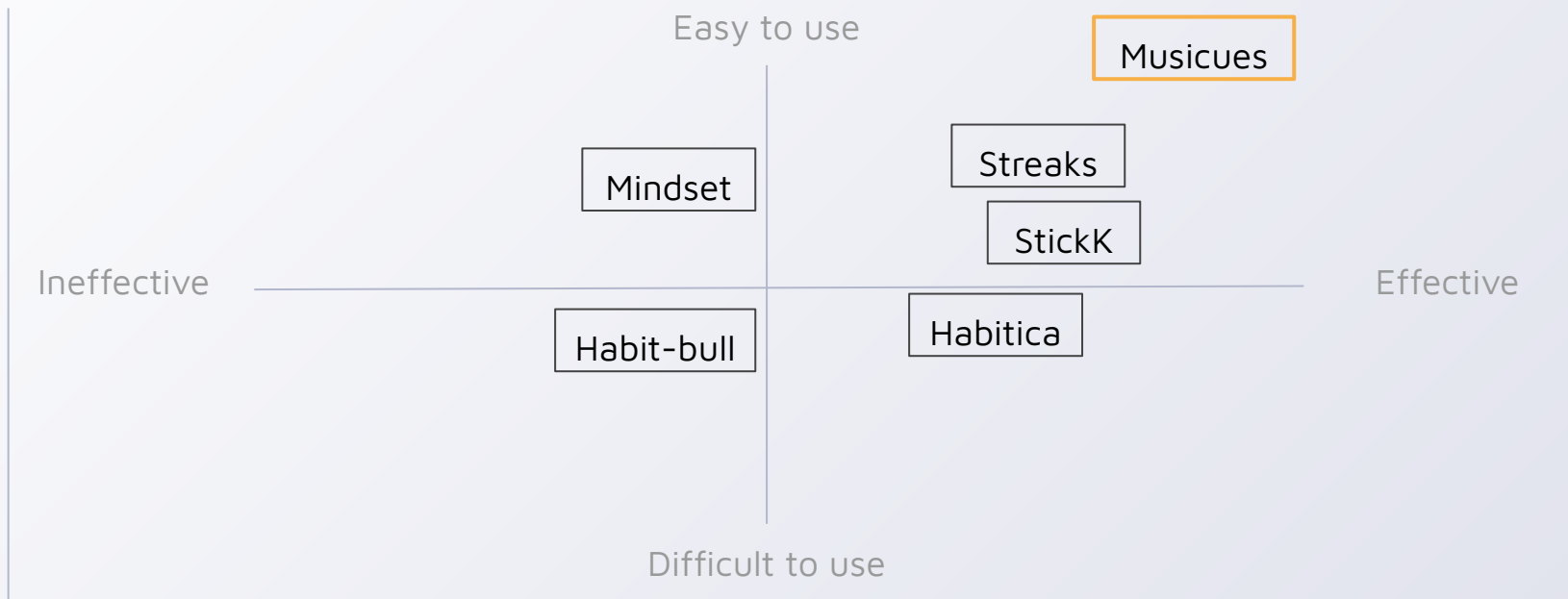
mins

AM

Write-in tasks

Choose specific or periodic

Competition Brand Perception Map



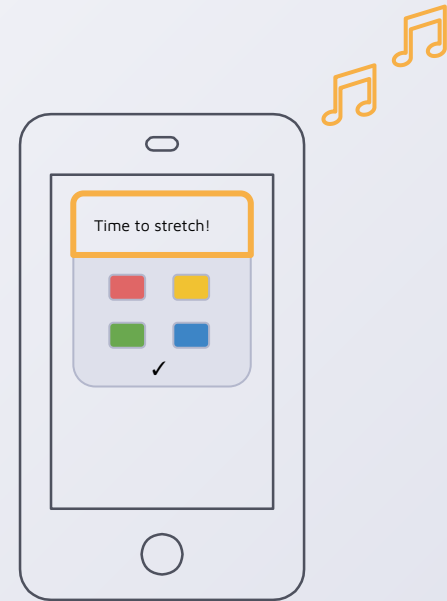
Marketing Plan

- ▶ Family, friends, network
- ▶ Instagram, SnapChat, NextDoor
- ▶ Public on App Store




Next Steps

- ▶ 3 months: functioning prototype
- ▶ 6 months: musical memory game
- ▶ Add-ons: shareable, create jingles, game levels
- ▶ 1 year: launch in App Store



Thank you!

Questions?


 sylviadoce@gmail.com



Competition Matrix

	Habitica	Beeminder	Strides	Musicues
Simple		✓	✓	✓
Affordable	✓		✓	✓
Musical				✓

Benefits



Boosts musical
ear training /
memory

Associative
learning →
developed
independence

Accessible and
personalized



SlidesCarnival icons are editable shapes.

This means that you can:

- ▶ Resize them without losing quality.
- ▶ Change fill color and opacity.
- ▶ Change line color, width and style.

Isn't that nice? :)

Examples:

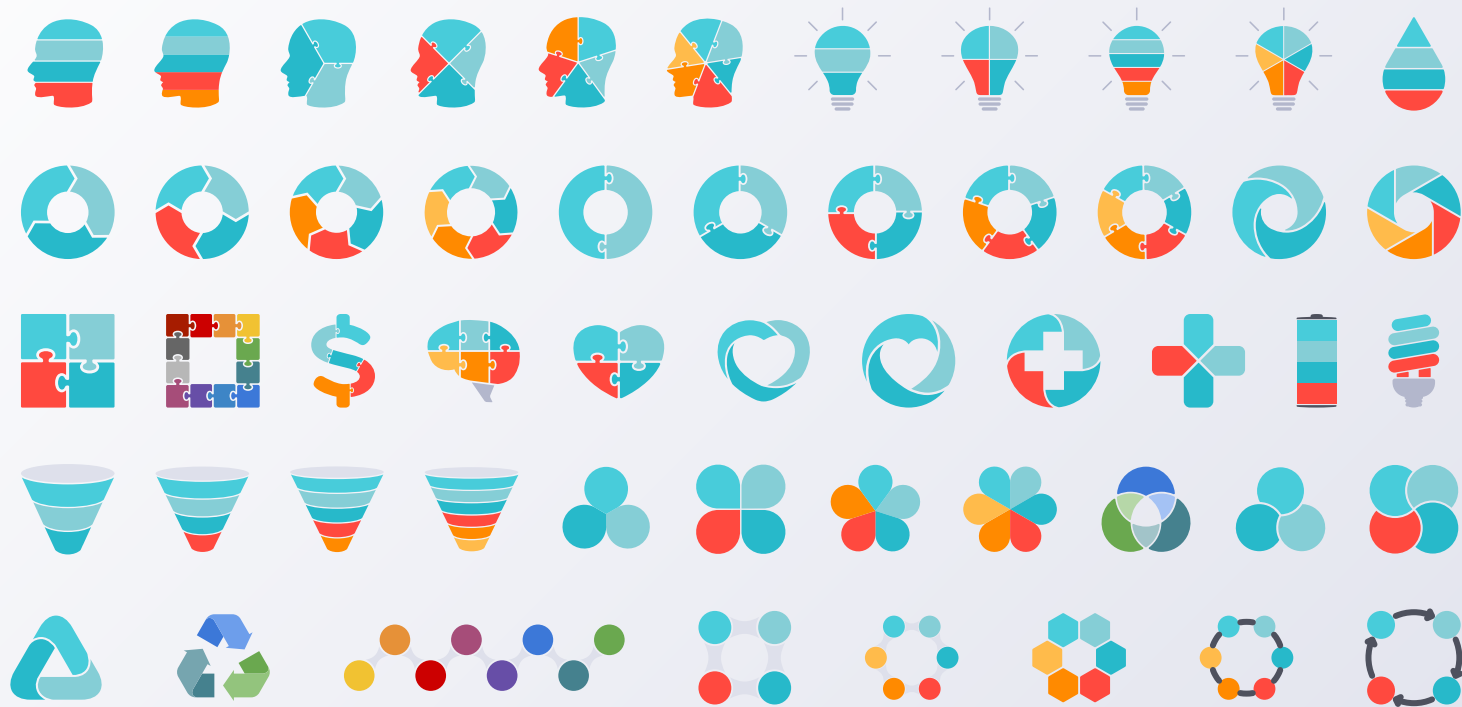


Find more icons at

slidescarnival.com/extra-free-resources-icons-and-maps

Diagrams and infographics

15





You can also use any emoji as an icon!
And of course it resizes without losing quality.

How? Follow Google instructions

<https://twitter.com/googledocs/status/730087240156643328>

