

solutions

color mode

voice command

Subtitles

dark mode

Black & white

high contrast

yellow or gray  
(white&black)

exercising alone  
with video

youtube guidance

80% use online forms for booking

15% also use the contact form

20% make a phone call

10% write an email

enlarging text (content) and subtitles are most common

followed by voice command and color mode

breathwork & meditation have a balanced voting

breathwork has more established enthusiasts

meditation draws more interest

61,5% prefer videos  
38,5% live course

23% realaxing music

15,5% illustrations  
15,5% voice guidance

15,5% group sessions

0% individual exercise  
0% text guidance  
(excluding subtitles)

2/3 are interested in online exercises

outdoor sessions have mediocre interest

group sessions have mediocre interest

playful, fun, gamified approach doesn't spark particular interest

meassurement of vitals has little interest

problems

50% of users do encounter issues with the design

low vision is the most common impairment

followed by cognitive impairment

Low Vision:

Cognitve & Learning:

Muscle Weakness:

Deaf:

breathwork needs to be done right

breathwork is not recommended to some groups

damage can be caused

Danger: Somatic / holotropic breathwork

- people who have significant issues with emotional regulation
- people with "paradoxical response' patterns (i.e. they seem to overreact to mild triggers and underreact to more intense ones)
- people who have difficulty embodying or vividly recalling experiences of safety and comfort
- people who identify as schizotypal as per Robert Sapolsky's description of that neurotype (includes OCD and perhaps synesthesia as well)

circumstances

Deadlines

Waking up

Before bed

Social gatherings

Commuting to work

Work presentati ons

85% don't consider themselves as impaired

> 50% users are in their 30th or 40th  
>25% users are under 30  
<25% are older than 50

motivations

oppressive and restrictive conditions

feeling good

mental health state

better lifestyle

good quality life

easier life

no restrictions (do anything anytime)

goal

additional

primary

meditation

pain management  
mindfulness & presence  
physical & mental health  
chronic diseases

anxiety  
self-awareness  
cognitive function

both

Sleep  
immune system

Stress release  
Emotional balance  
focus  
sleep  
relaxation  
Well-being (overall)

breathwork

energy level  
self-awareness  
trauma & emotional healing  
resilience  
pain control during childbirth

breathwork

Mental clarity  
respiratory function

Competitors

Calm

iBreathe

Insight timer

Headspace

Better help

Yoga for beginners

Youtube

Wim Hof