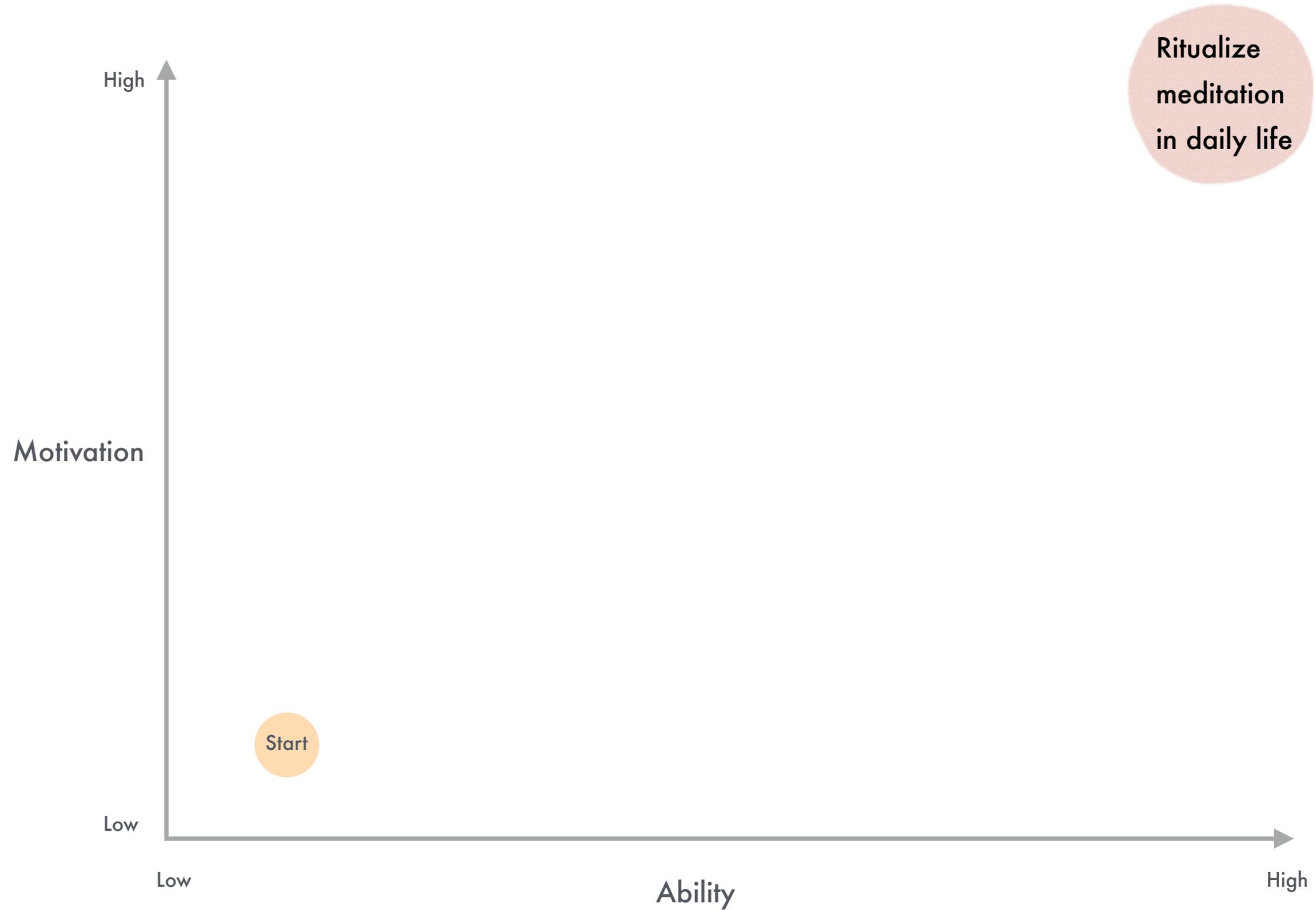


Ritualize *Meditation*

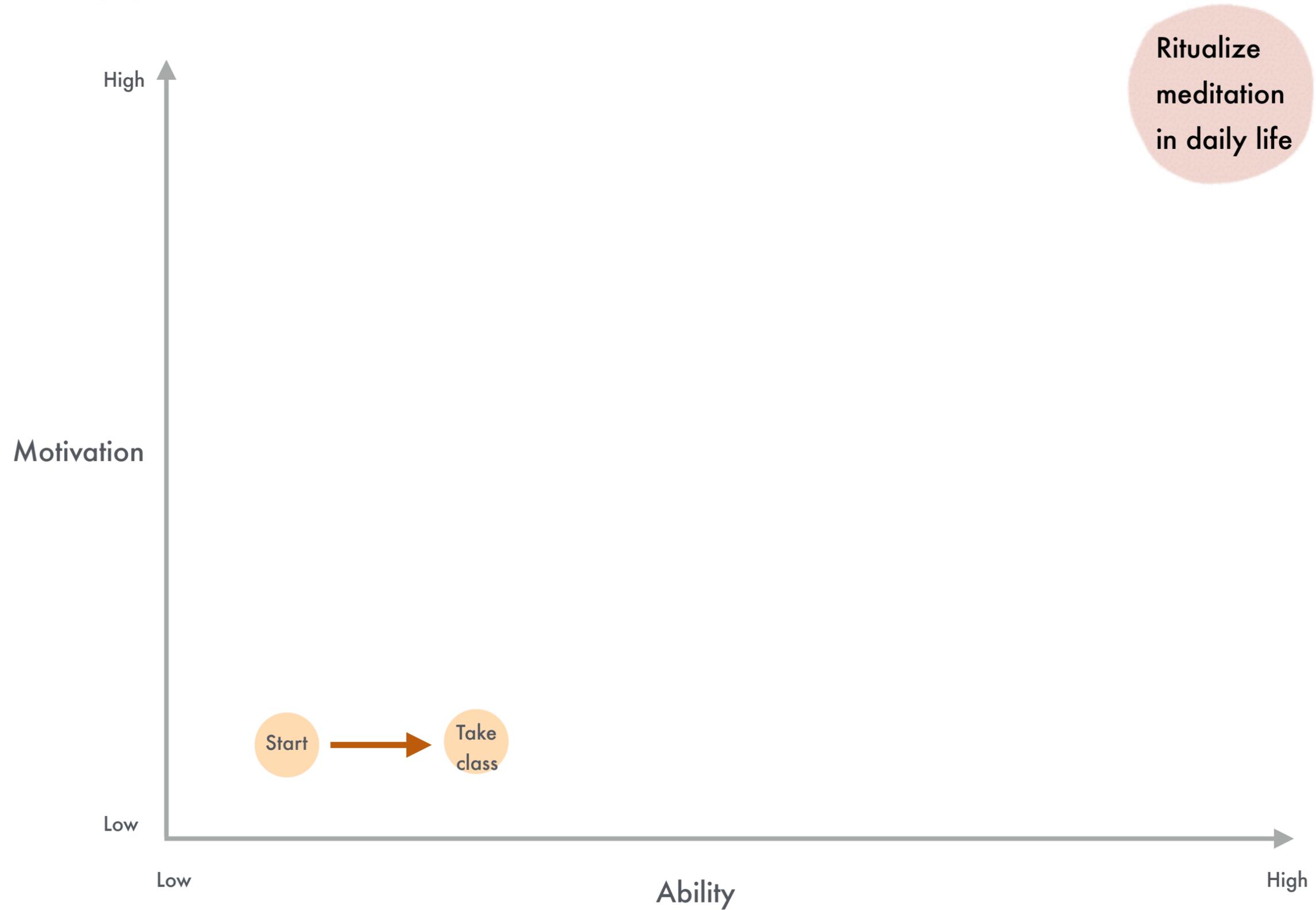
Domain: *Meditation*, a practice where an individual trains the mind to simply acknowledge its content without becoming identified with that content.

Application Area: *Destress, Focus*

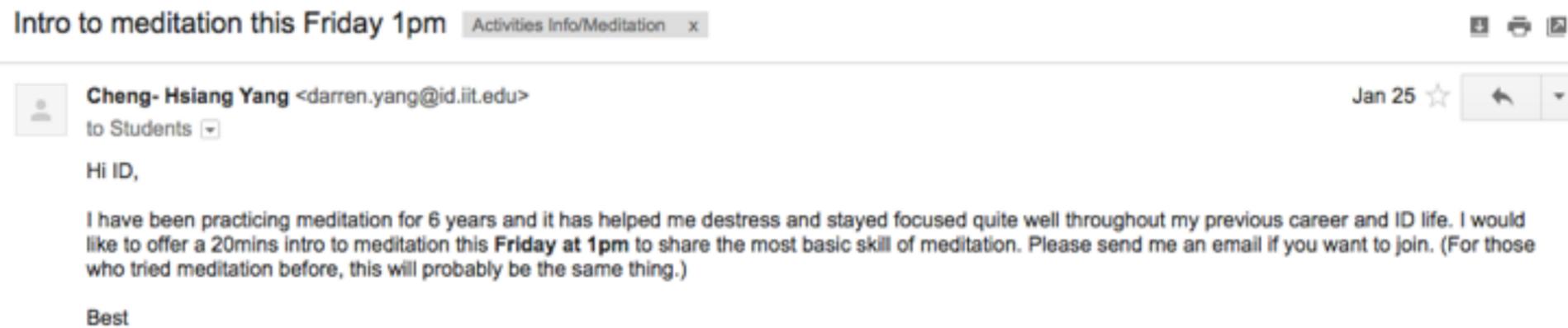
Fogg's behavioral model



Fogg's behavioral model



Guide meditation session



Persuasive technique:

Trustworthiness: similarity

I also deal with a lot of stress at ID

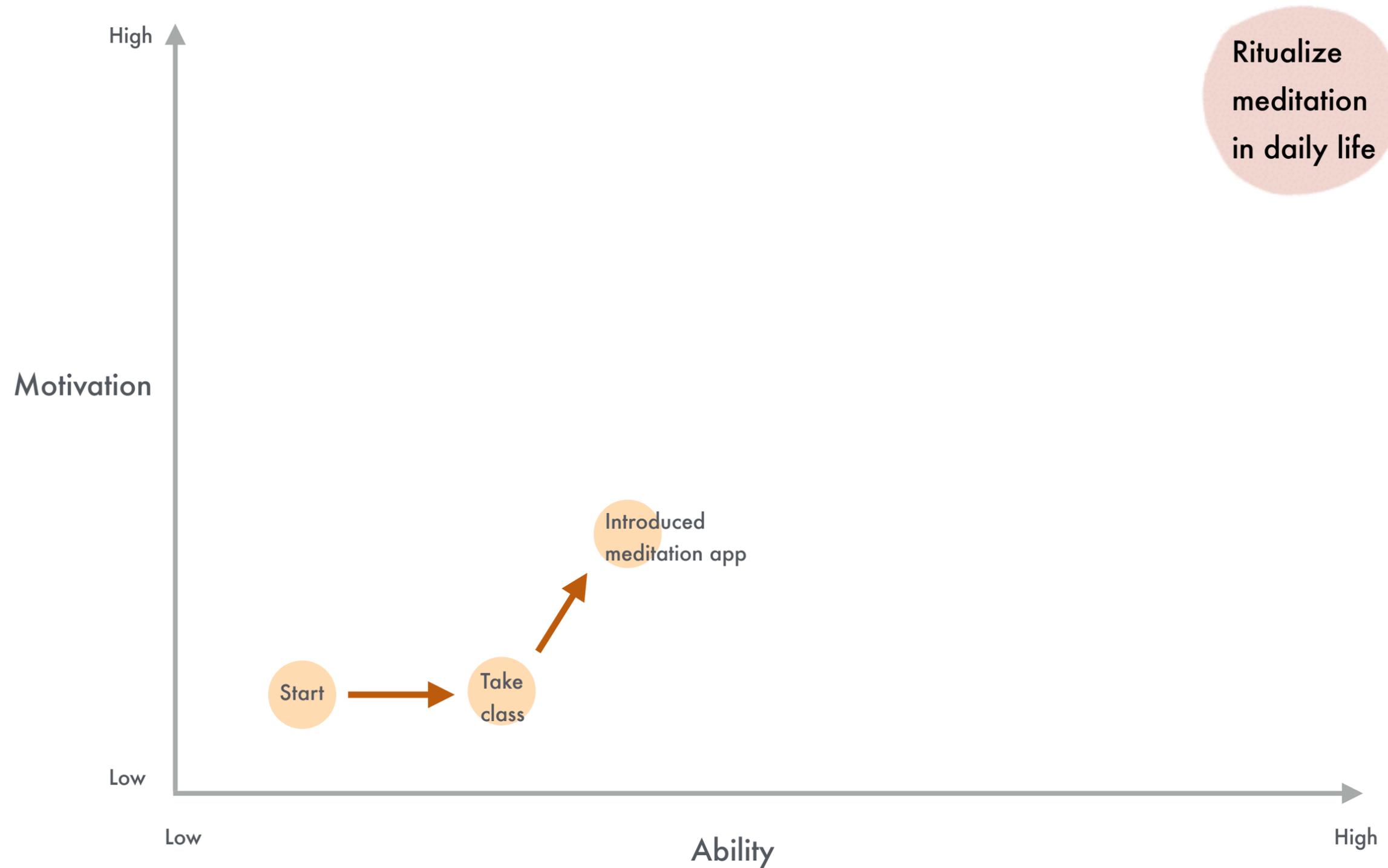
Presumed credibility

- 1.This guy has practiced meditation for 6 years, he knows something.
- 2.Meditation might be able to help me relax.

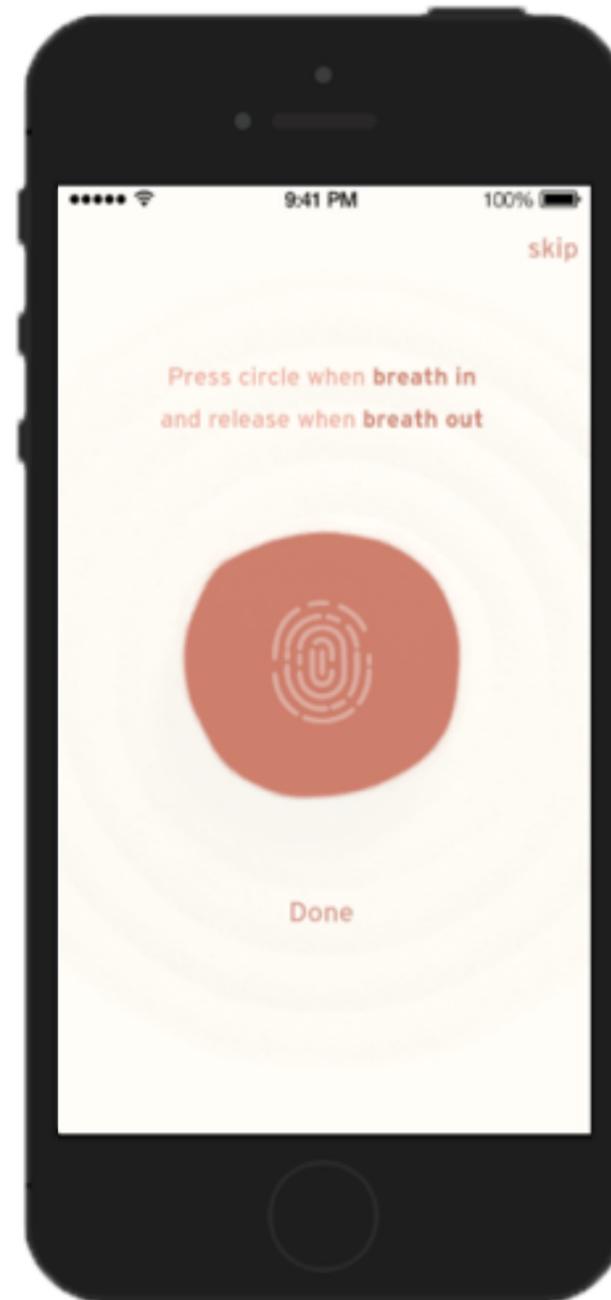
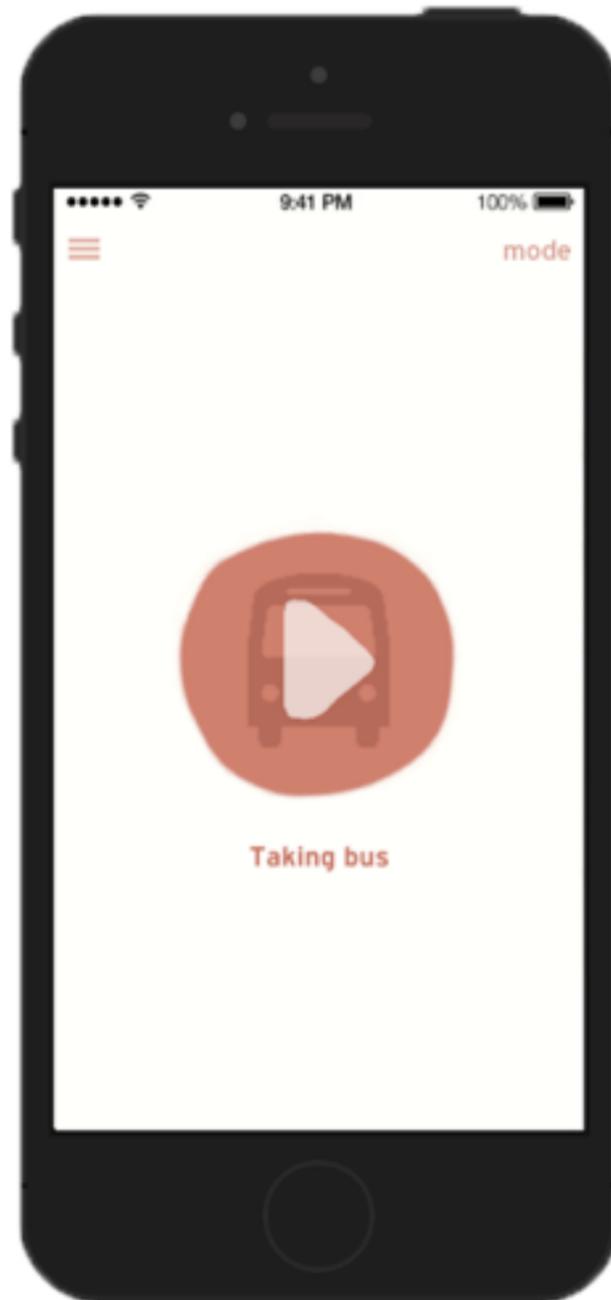
Earned

Firsthand experience.

Fogg's behavioral model



Introduce Omedi



Persuasive technique:

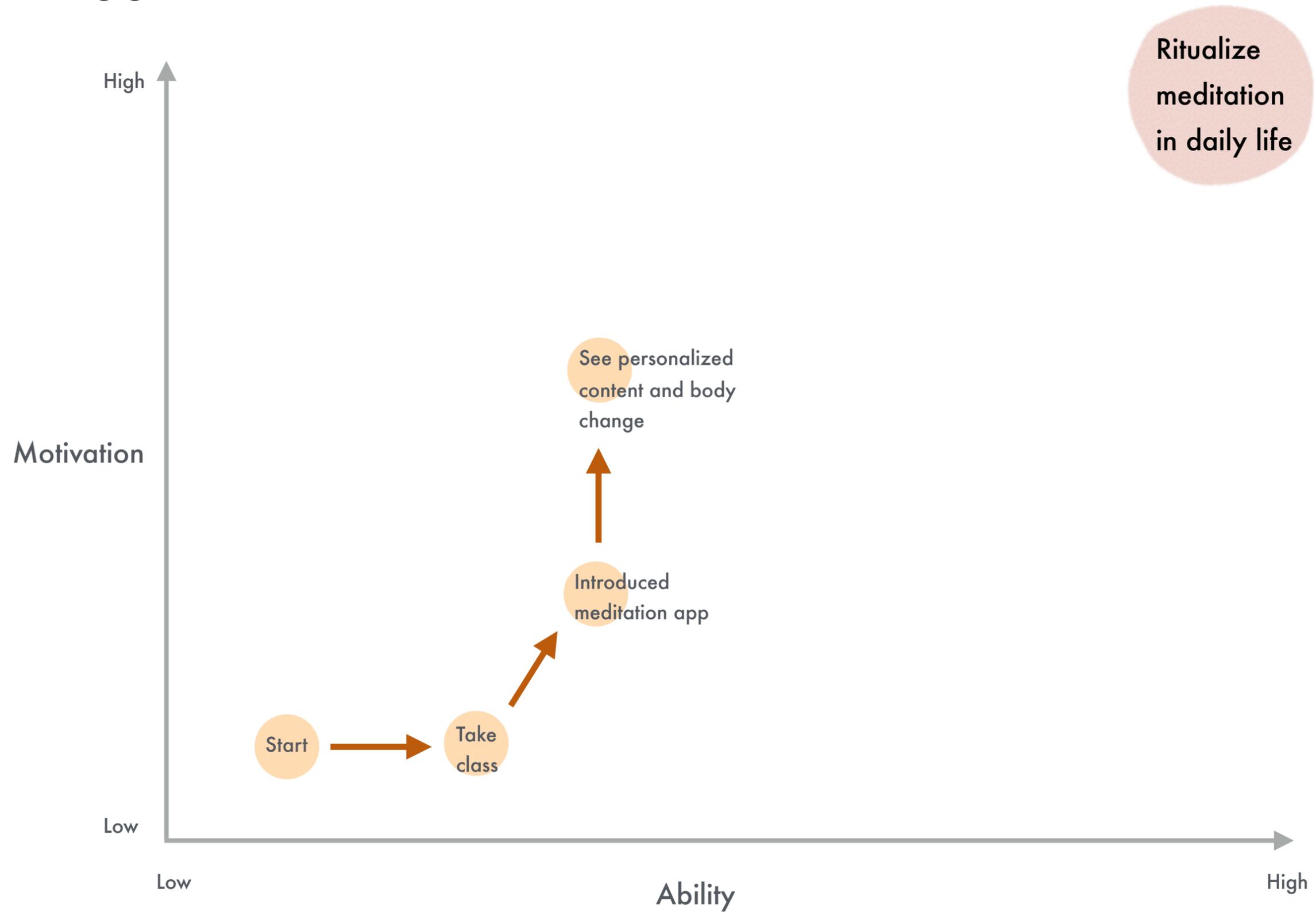
Surface credibility:

Ease-of-use

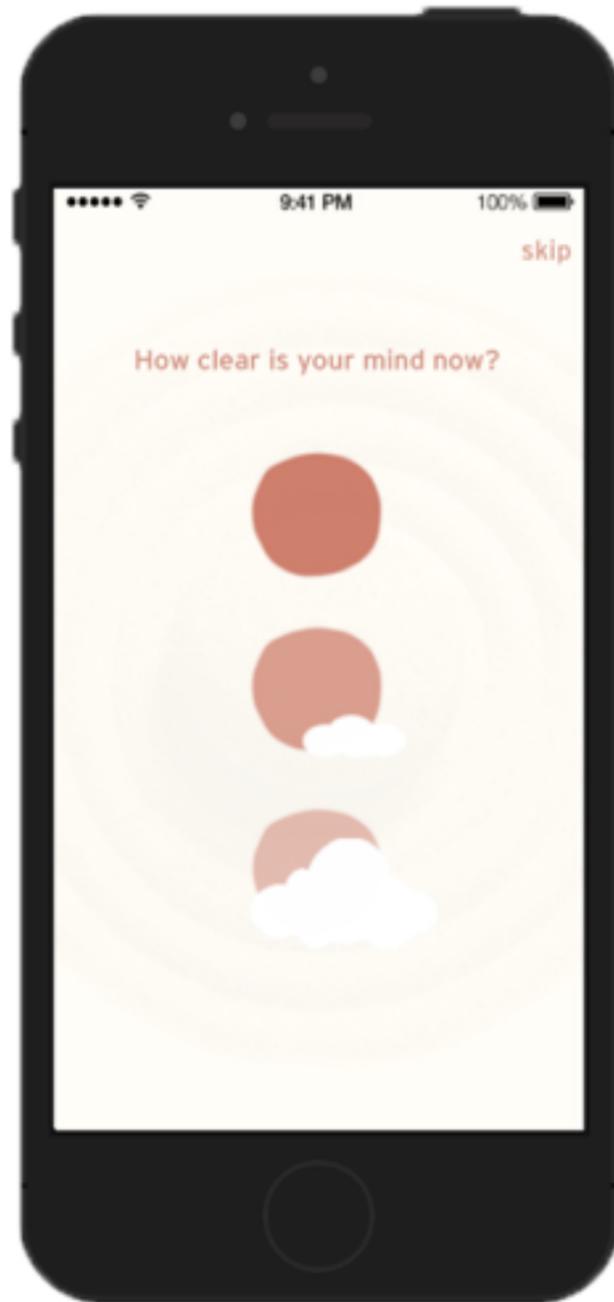
Pathos - Believe:

Simple and zen life style

Fogg's behavioral model



Personalized tutorial



Persuasive technique:

Suggestion:

Provide content based on user mental clarity

Able to see body change

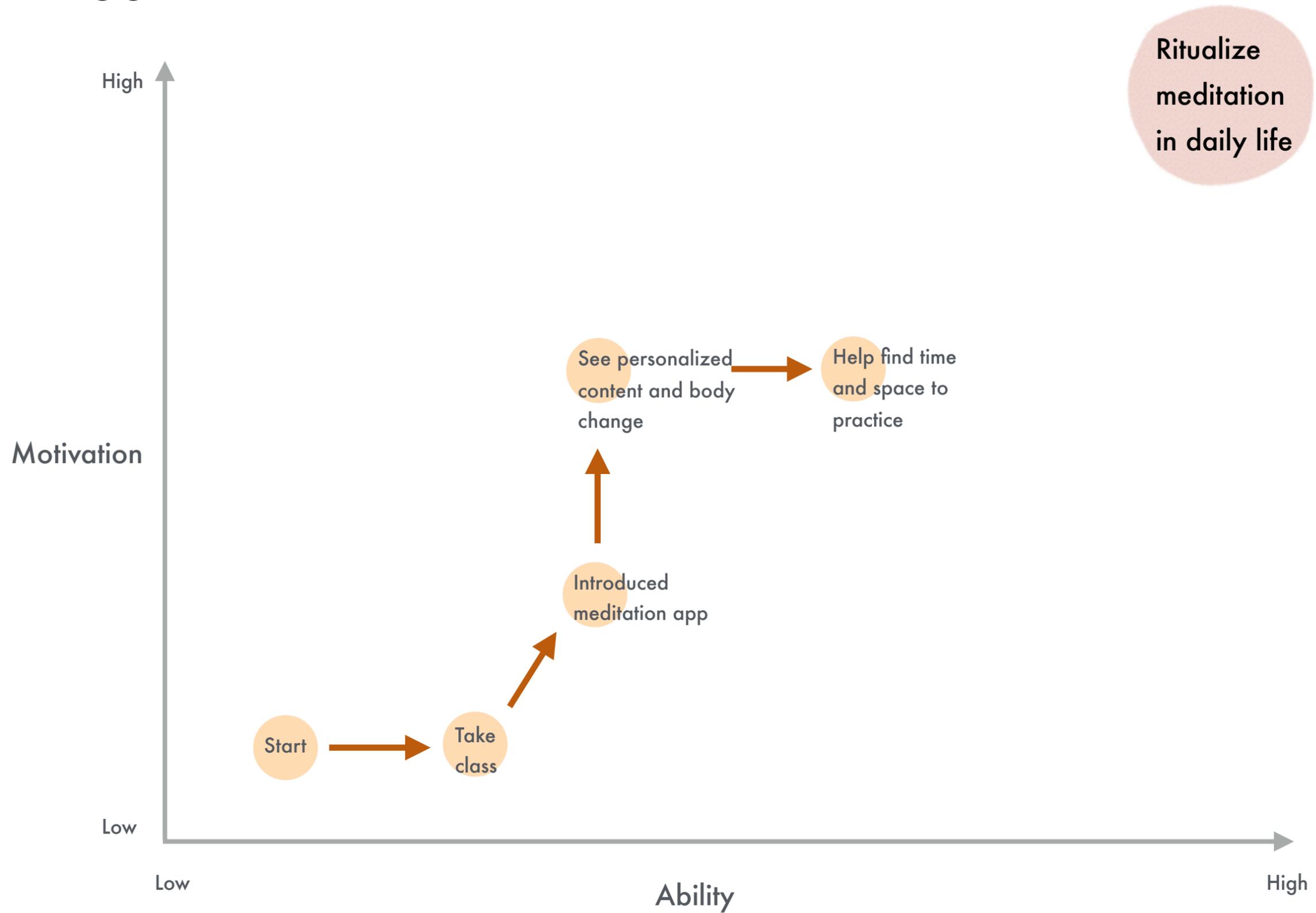


Persuasive technique:

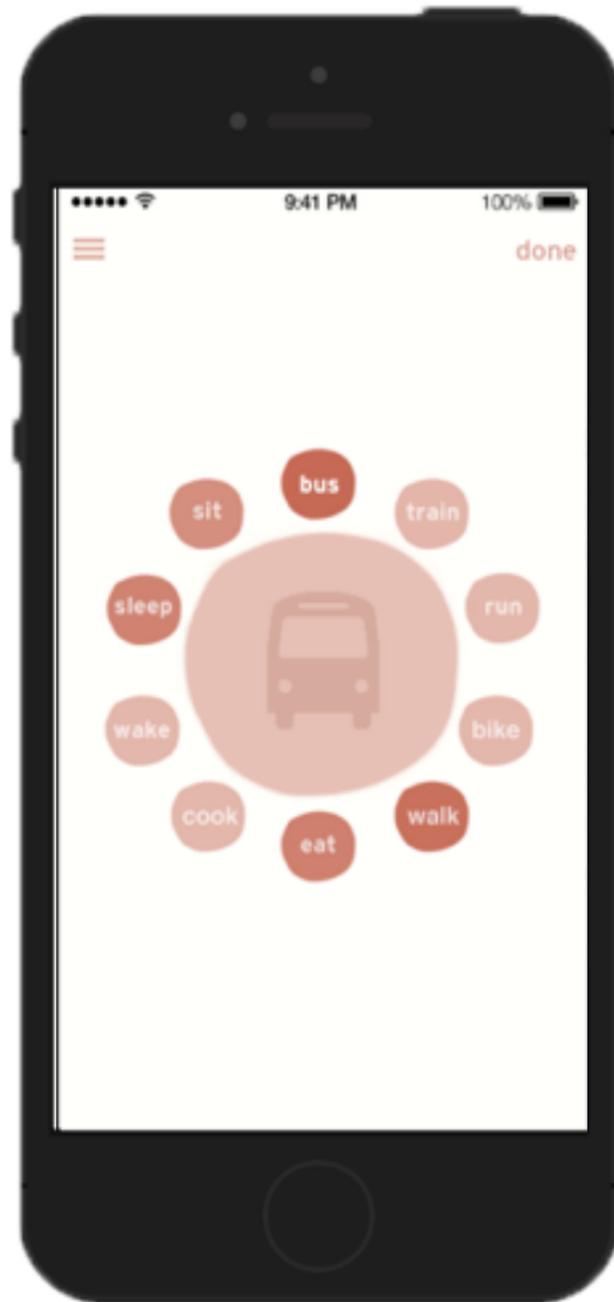
Formation outcome:

Able to see immediately outcome that meditation brings to body

Fogg's behavioral model



Find time and space



Persuasive technique:

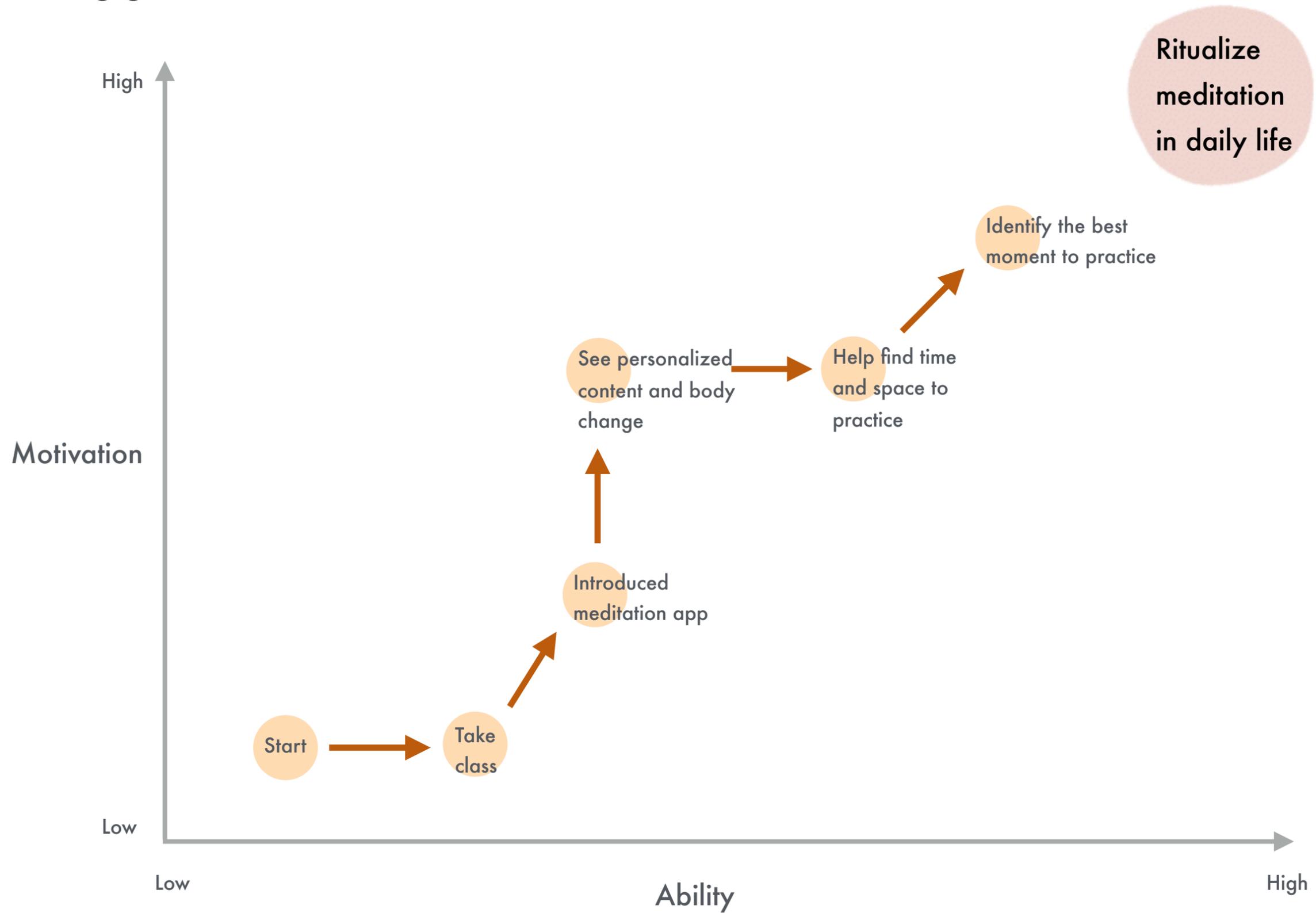
Tailoring:

Meditation tailored to different contexts

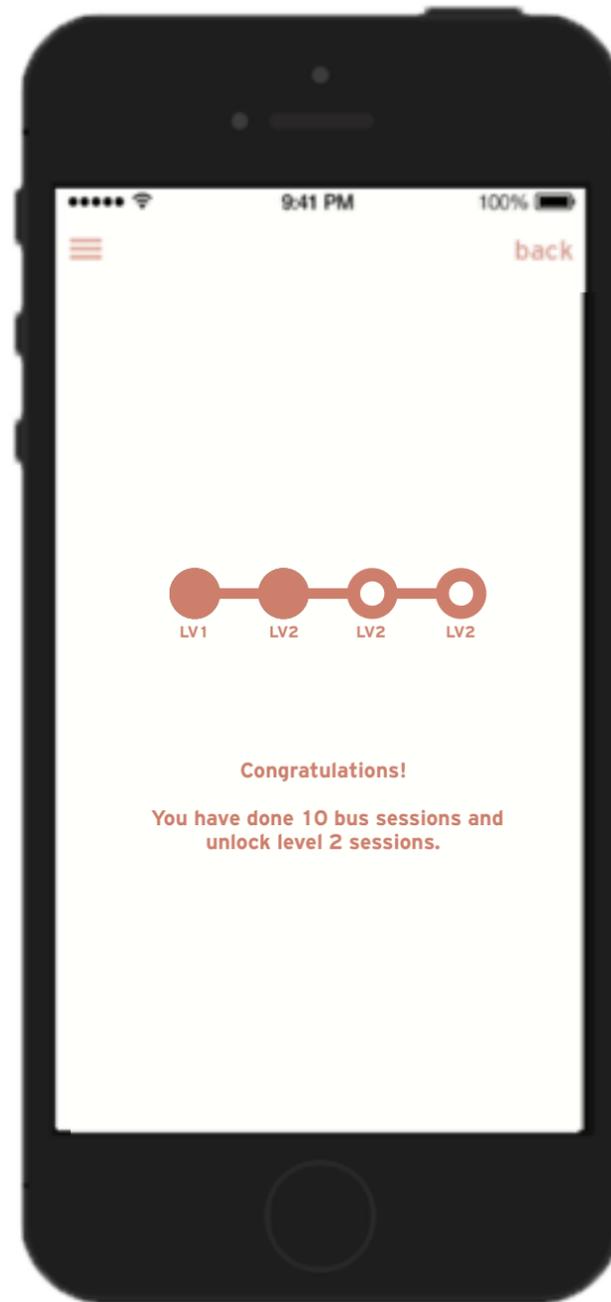
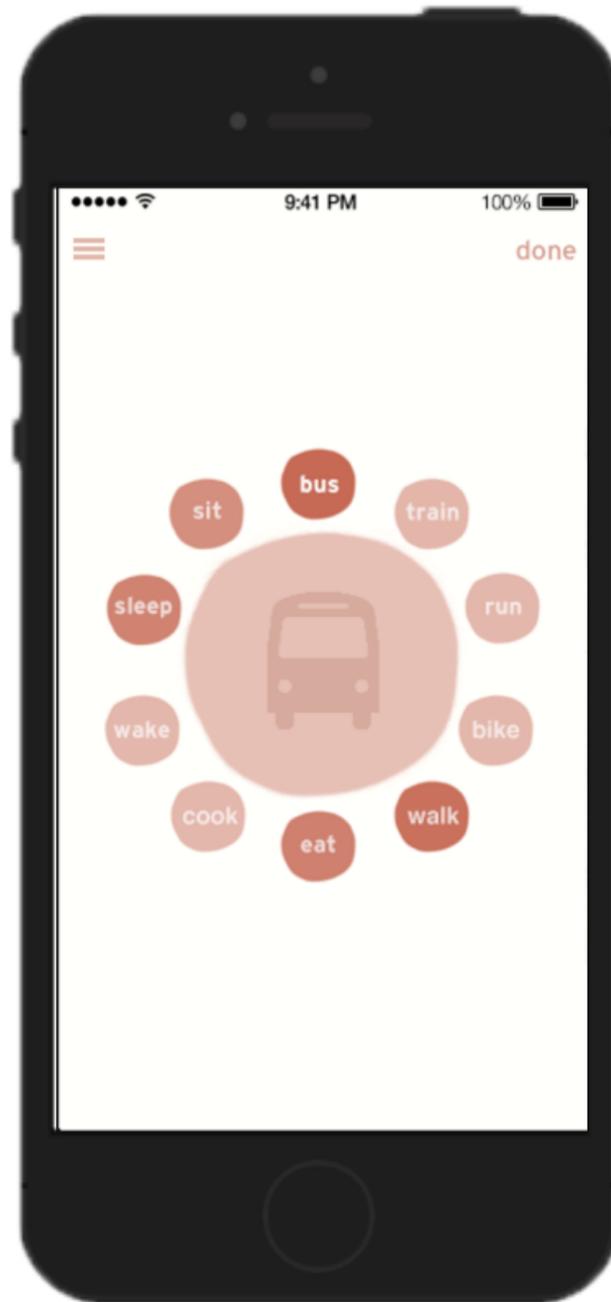
Logos - Framing strategy:

Unlike most meditation app, we are designed for urban lifestyle

Fogg's behavioral model



Identify the best moment to practice



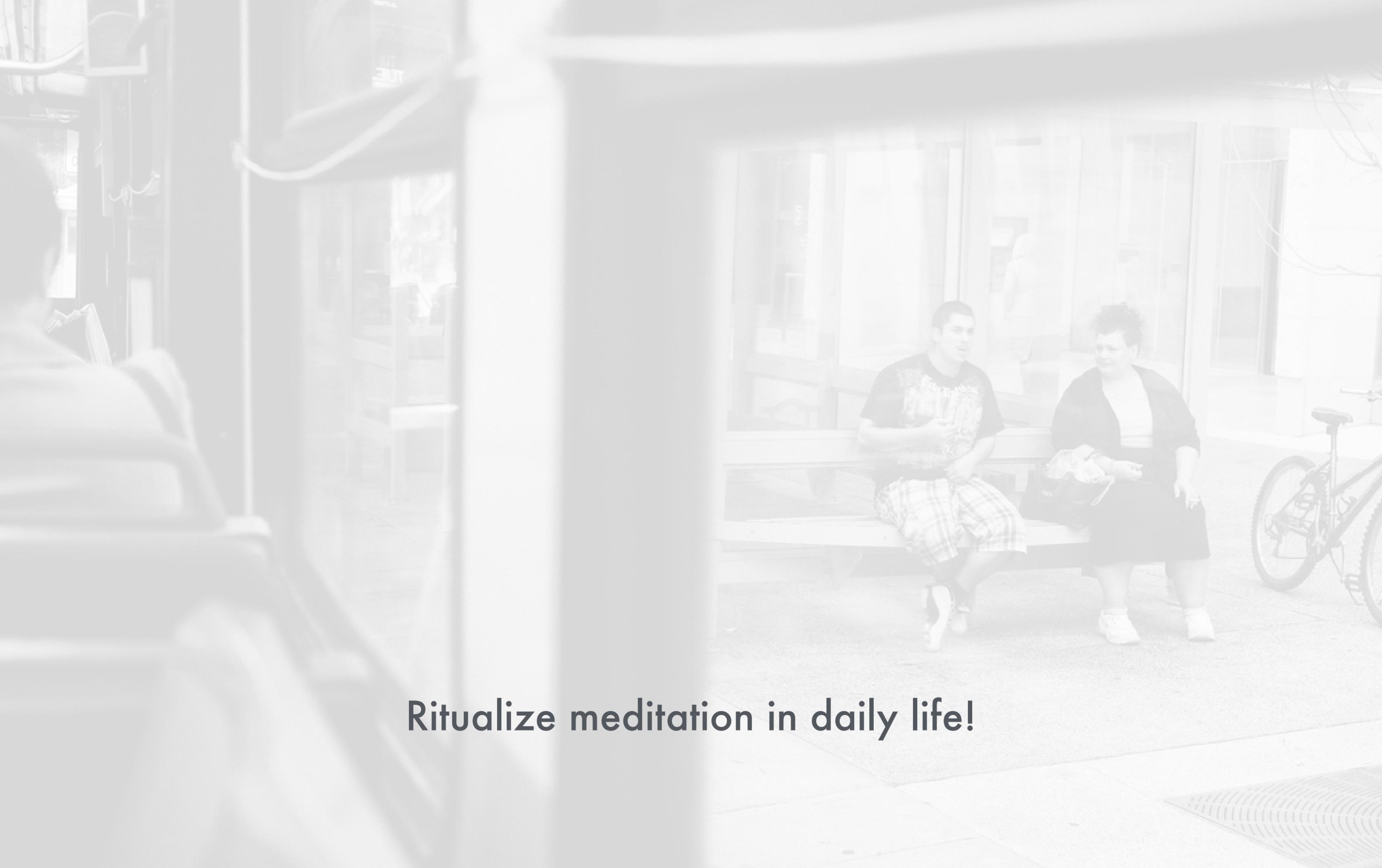
Persuasive technique:

Self-monitoring:

Able to track frequency (color gradient) and milestone

Tunneling:

Able to unlock new content when achieving milestones



Ritualize meditation in daily life!

Appendix

Influence analysis

Domain: Meditation, a practice where an individual trains the mind to simply acknowledge its content without becoming identified with that content.

Application Area: Destress, Focus

Existing attitude
or behavior

Unfamiliar with
meditation practice and
potential benefits

No time and place

Hard to keep practicing

Observable,
targeted change

Experience the benefits
of meditation to help
destress and focus

Identify opportunity in
daily life to practice

Make it into a routine
practice

Possible
methods

Tunneling: release new meditation
tutorial in different locations

Tailoring: meditation tailored to different life style
Suggestion: based on user's emotional condition

Self-monitoring: able to track
achievement



Target behavior

Practice meditation in a routine basis



Target audience

Experienced audience who are open to meditation



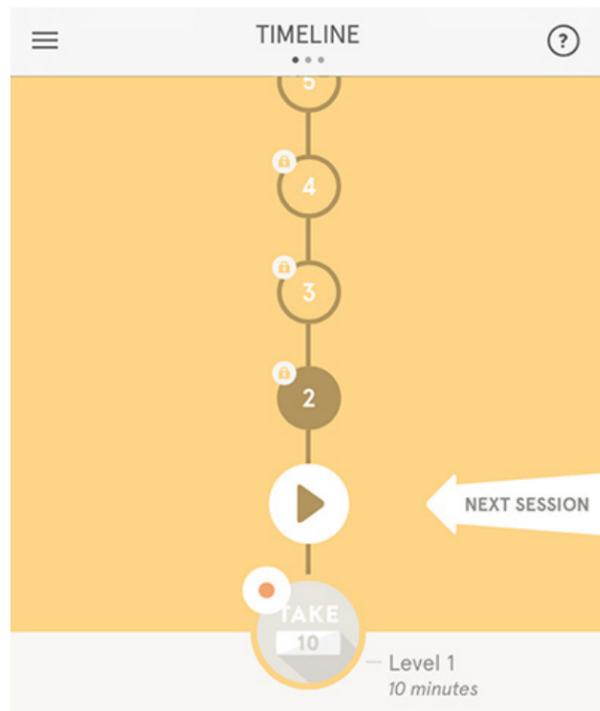
Barrier

Busy schedule
Prioritize other activities

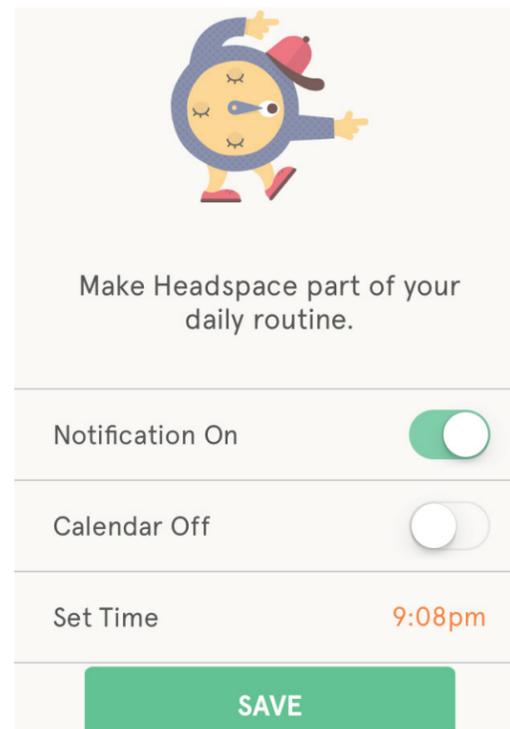


Technology

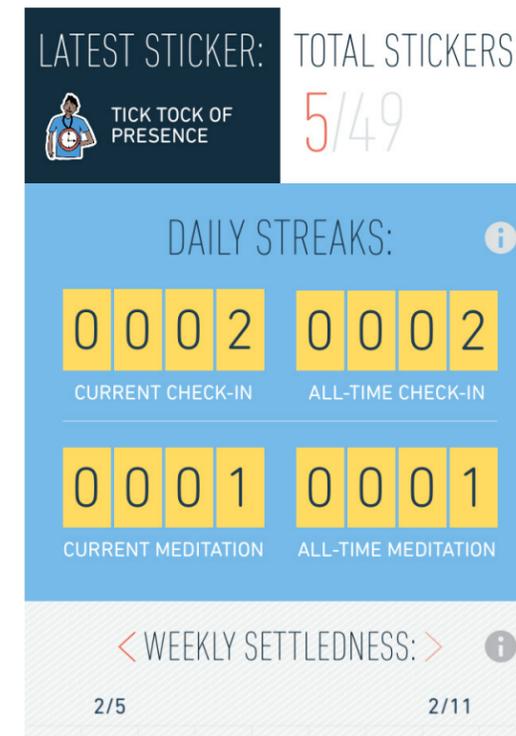
Smart phone



Progress

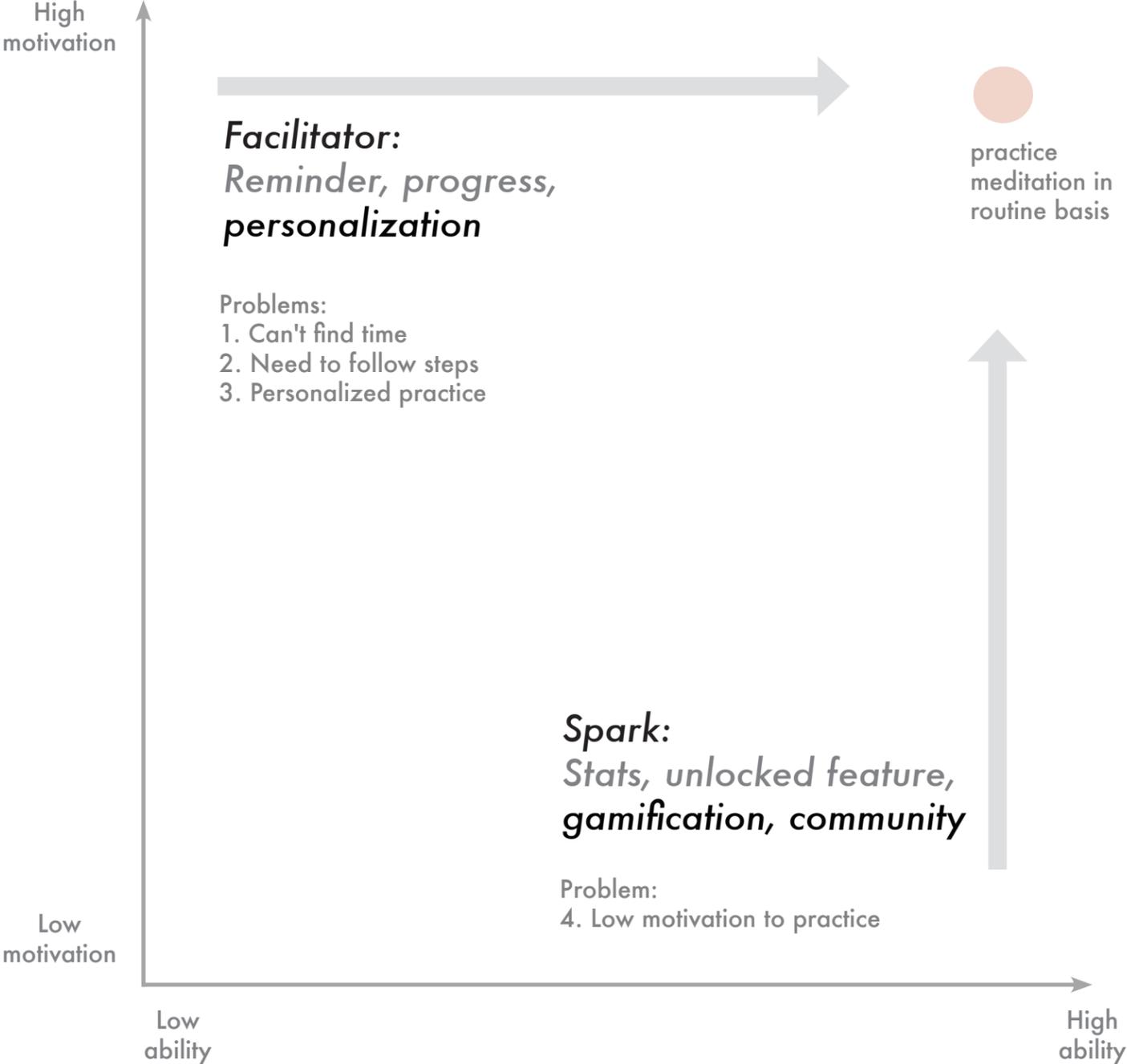


Reminder



Stats

Fogg's behavioral model



O/C design matrix

Domain: Meditation

Application Area: Retualize practice in a weekly basis

	Compliance change	Behavior change	Attitude change
Formation outcome	Practice meditation once a week	Identify spare time in schedule and practice meditation every week	Recognize the benefit of meditation that helps destress and becomes more focus
Alteration outcome	Find less excuses and meditate regularly	Find chance during daily life to meditate, e.g. commute, walk, cook, office break hour	Notice meditation is not just a way to destress but also help improve emotional well-being
Reinforcement outcome	After meditation, provide feedback on improving emotional well-being, e.g. longer breath, stable heart beat	Create tracking mechanism that senses user emtional well-being and provides customized contents	Advocate the benefit of regular meditation to circle of influence

4 categories for persuasive software features

Primary Task

Tailoring: meditation tailored to different activities, walk, commute, cook, etc

Tunneling: release new meditation tutorial in different locations

Self-Monitoring: able to set and track achievement, milestone

HCI Dialogue

Rewards: unlock new tutorial by achieving certain amount of time

Reminders: more convenient time to practice

Suggestion: based on user's current emotion

System Credibility

Surface Credibility: ease-of-use

Trustworthiness: user testimonials from different vocations

Expertise: provide scientific evidence of the benefit of meditation

Social Influence

Social facilitation: group meditation tutorial for corporates and community

To establish your application's character (Ethos)

Appearing to the middle course

Meditation is for everybody

Meditation is not for yogi, vegetarian, or entrepreneur, it is for everybody. There need to be no preparation before doing it, no silent room nor lotus pose. The content should be easy to follow and the design should be simple, easy-to-navigate.

Dubitato

Use plain language

No jargons, such as mantra, enlightenment, microcosmic orbit, transcendental, instead just use plain language like focus on breath, feel your body, watch your thought come and go, etc.

To advance the logic of your argument (Logos)

Induction

User story

Including user review for each tutorial. "I was super stressful before the race, the meditation app helps me calm down and focus on the race."



Framing strategy

For urban lifestyle

We want to highlight regular meditation is the solution for increasingly stressful urban lifestyle, therefore the interface needs to be easy to use for urban lifestyle, like commute, exercise, final presentation, etc..



To connect emotionally with your audience (Pathos)

Belief

Happier and balanced life

In order to help our users living happier and balanced life, we want to provide step by step goals. So they can follow the journey and milestones to achieve their long term goal of meditation.



To employ your triggers for maximum effect (Kairos)

Moment spotter

Free trial to experience the efficacy

Provide trial experience for user

Meditation for special moment

Pregnant, final exam, endurance sport training, etc.