



Mandala Mindfulness
for All
Mobile Application
Proposal



Hannah Morgan



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Project Summary:

The goal of the Apple Watch + phone application, Mandala – Mindfulness for All is to feature meditation and anxiety relief exercises. On the phone, these exercises would include an incense meditation with music, a group guided meditation, and a distress breathing exercise – with a motivational quote appearing when you finish the exercise. There will be a log to track time spent meditating, meditation milestones, and when you are feeling distressed. All tracking will be done on the phone but can also be viewed on Watch. A final feature will be a page with background information on mindfulness and the benefits of meditation. For the watch, it will monitor your heart rate, blood pressure, and reflect your calming state.

Audience Profile:

For the target market, there would be no specified age – instead this application would be focused at people who are always plugged in and need a moment to breath.

Perception / Tone / Guidelines:

We want the audience to be able to find the relaxation needed in their busy lives discover how to manage their stress better. They feel that this subject is something that is frequently mentioned in thd media but there is not much explanation about the context of it or its purpose. We want the audience to be able to easily access the information provided and to learn the exercises associated with promoting the mindfulness lifestyle. This mobile application will help achieve this because unlike all of its competitors, the exercises are offered for free so that the users can test out and see if the exercises will benefit them without having to commit with payments. Some visual goals for the app will be to convey a calming sense with its simple messages and calming color scheme. The users will not feel rushed however there will be a sense of simplicity and ease because it is designed for users who are always on the go and just need a moment to breath.

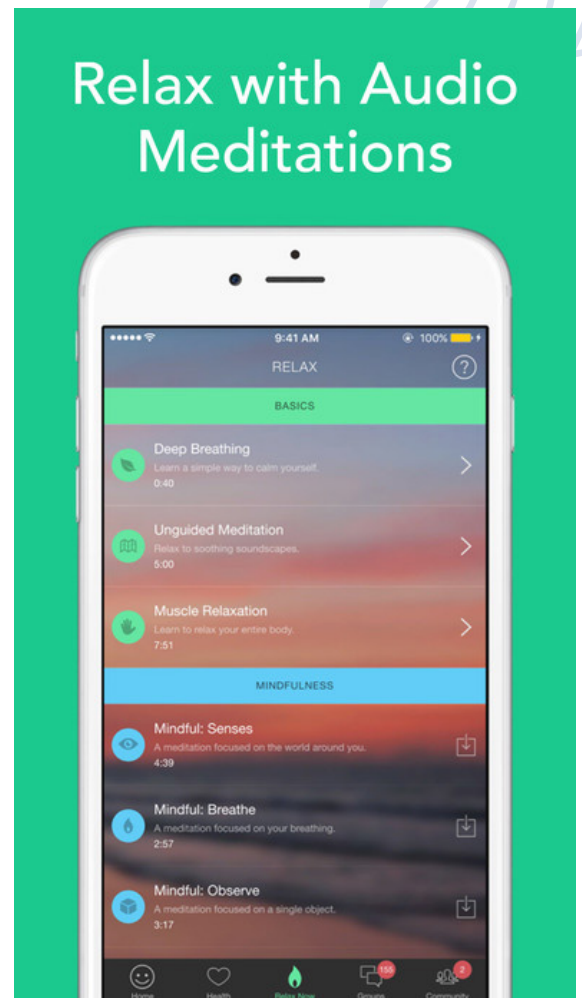
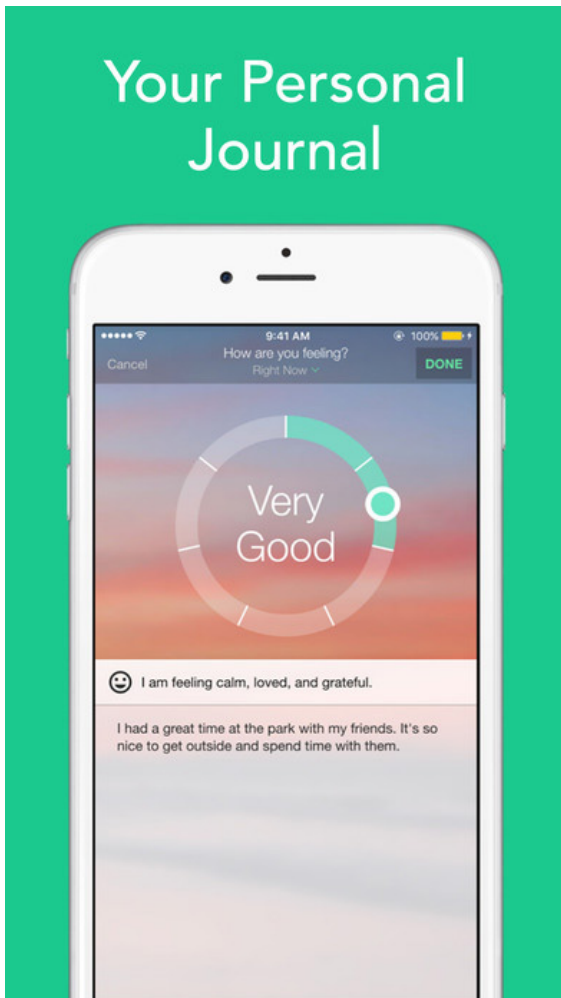
Communication Strategy

The message we want to convey to the users is that Mandala – Mindfulness for All can be their escape to have a single moment of peace and calm at some point between their busy schedules to keep them on

track. This message will be conveyed by a daily notification to remind the users to have this moment of peace.

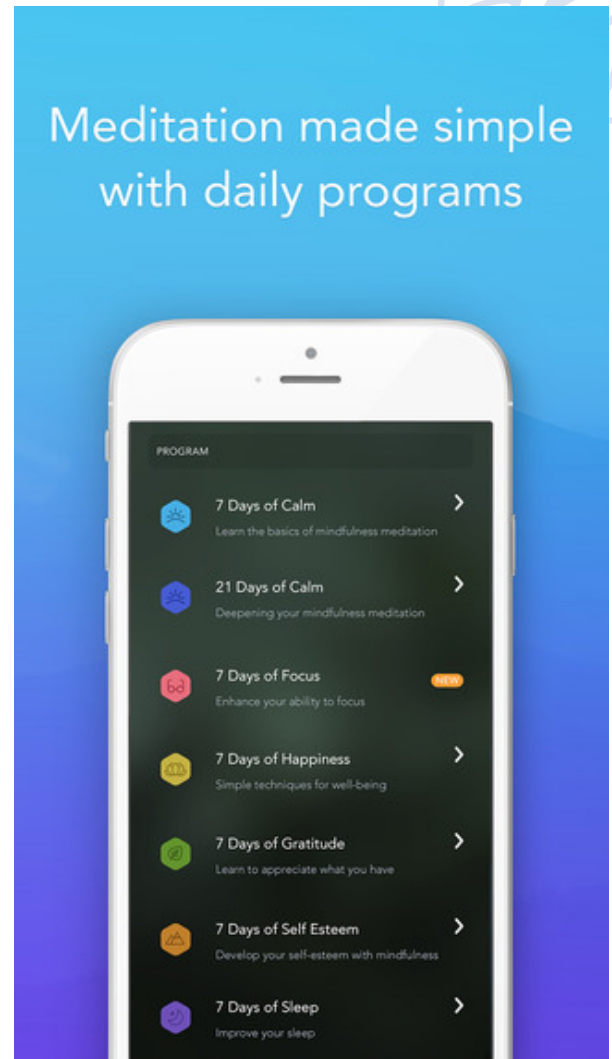
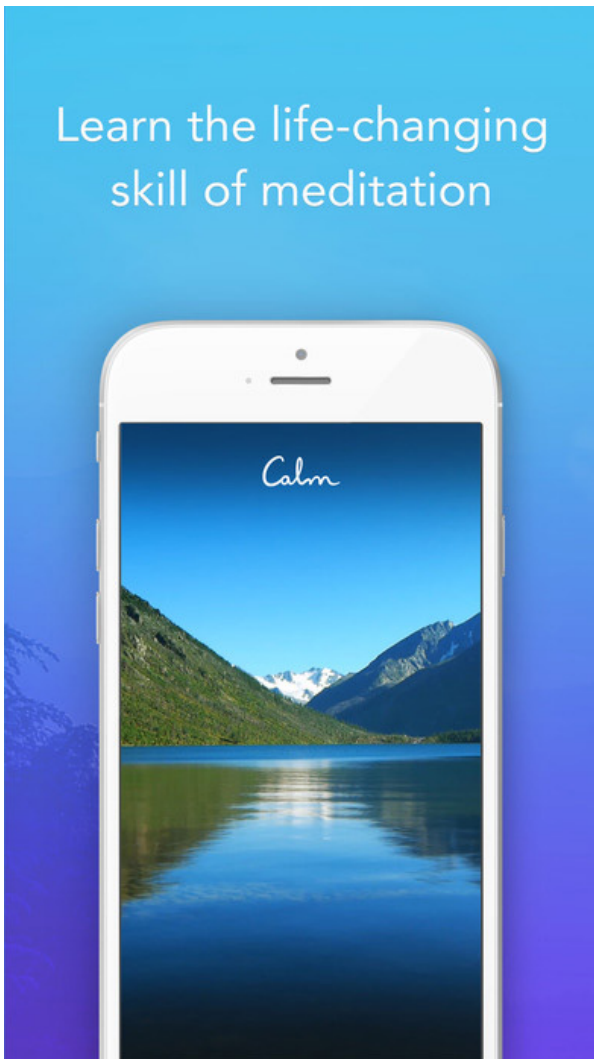
Competitive Positioning

Our application is different and sets us apart because we are offering our exercises for free instead of at a subscription cost.



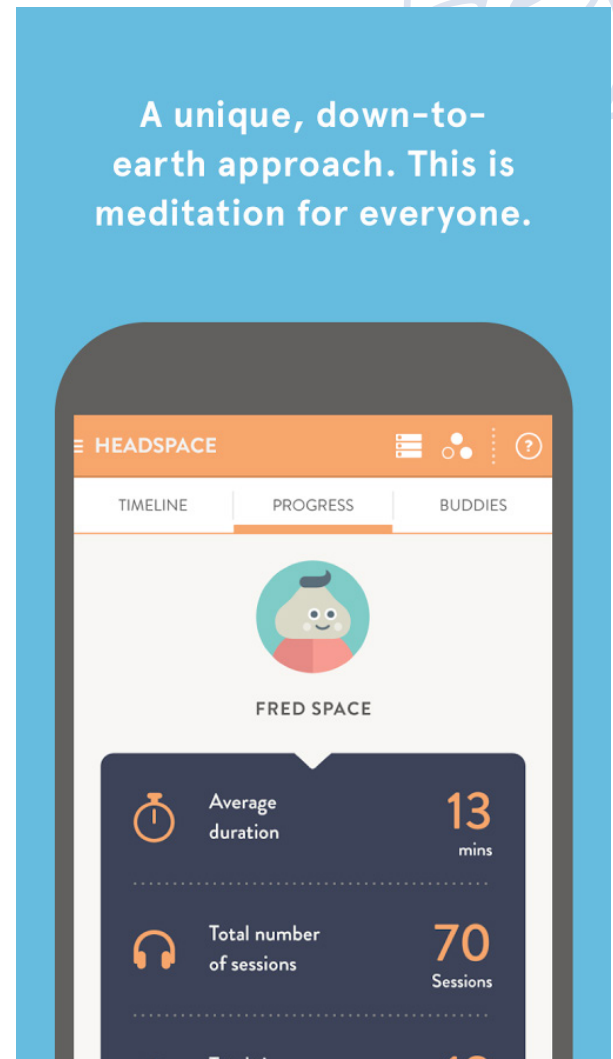
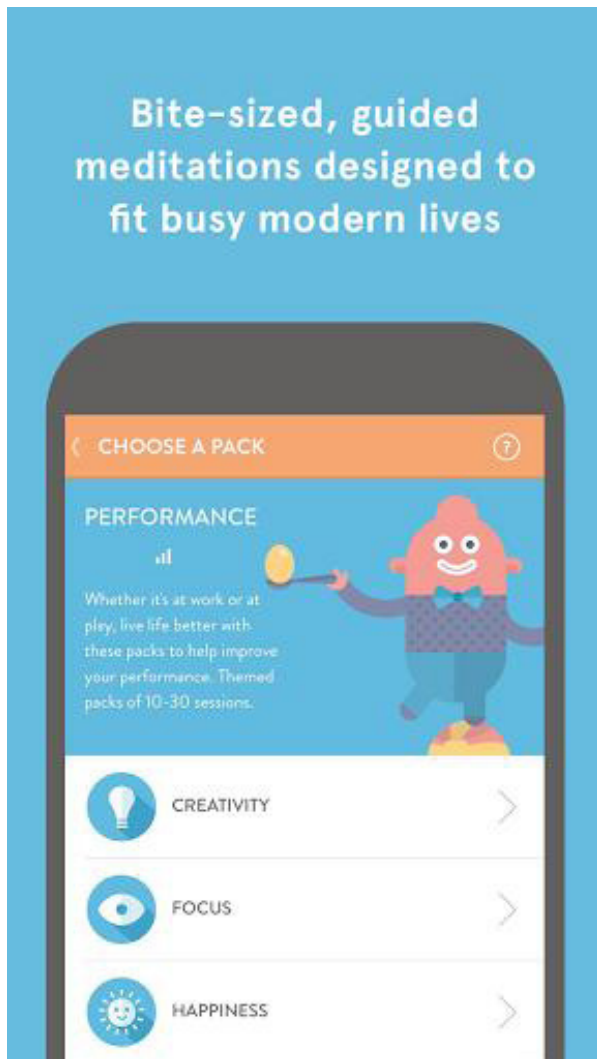
Pacifica is an app based around relieving anxiety, depression, and stress. You can go into forums to express your stress or happiness, track your mood, and the progression of your moods. You can also participate in exercises but most require payment. With Mandala, I wanted the exercises to be more easily accessed because they sometimes can be more useful than typing out what you're stressed out about.

Competitor Analysis



Calm is a subscription-based meditation app available from the App Store that coaches its users in mindfulness meditation exercises. It includes over 25 soothing sounds integrated within the exercises. There are numerous guidelines to choose from. These guidelines include unguided sessions (they pick the duration and music, there is also no voice over), 7 days of sleep premium program, 7 days of calm unpaid program, or 21 days of calm premium program. Subscription payments range from a month subscription for \$9.99 to a one-year subscription that is \$39.99. However, the app is free to download.

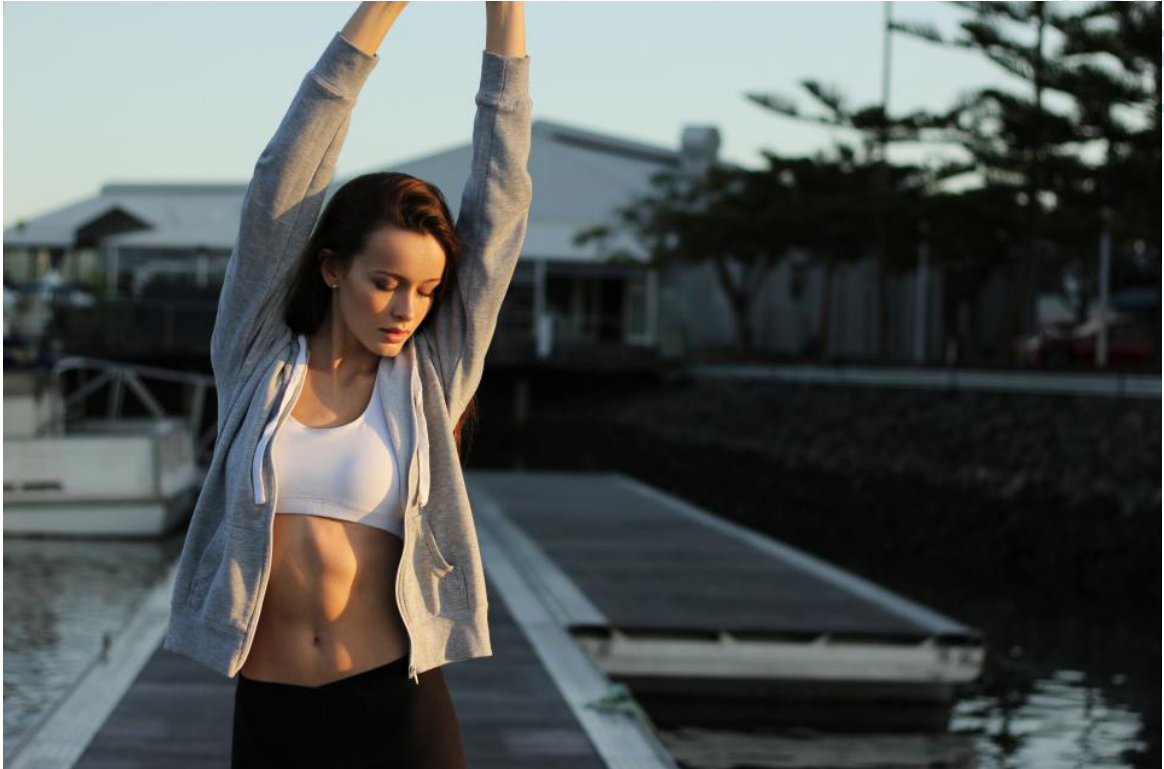
Competitor Analysis



Headspace is also a subscription-based mediation app, this app has garnered press attention due to it's use by some A list celebrities. The app is divided out into different levels. With each level increase, your durations get longer. Some of these options include Like Mandala, the app keeps track of your progress - average duration, total number of sessions, and your total time spent meditating. Users also have access to an SOS section for times when they feel overwhelmed. These exercises are in three-minute intervals that bring calmness and clarity. Subscription prices range from a monthly price of \$12.99, a yearly price of \$94.99, and a forever subscription price of \$399.99.



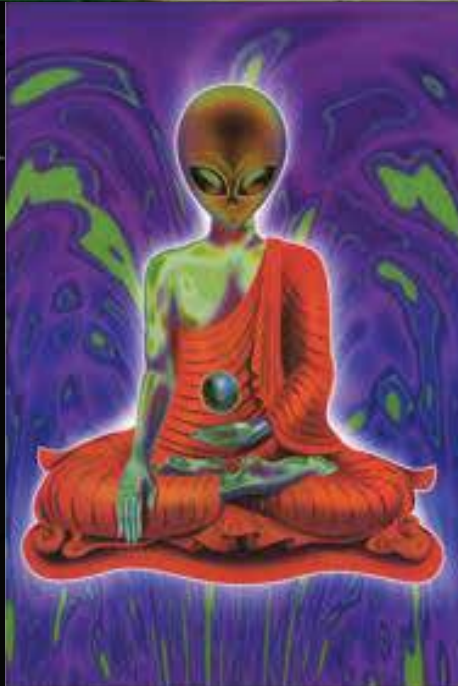
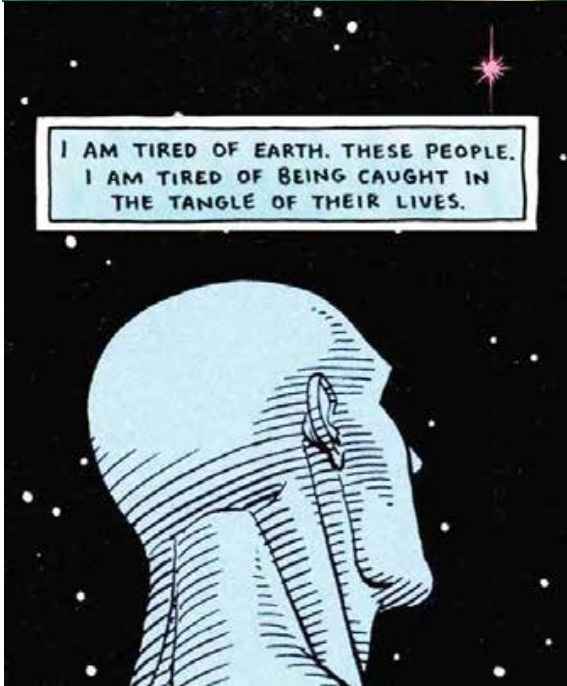
Maurice Hoss is a 27-year-old Director of Finance. He recently finished graduate school and is coming to terms with being a recent graduate and adjusting to life outside of school. Maurice wants to find a way to achieve this balance faster. Growing up familiar with the blue collar lifestyle, he feels that anything that is mystical or psychic was out of the question. However, recent medical research has shown that meditation has astounding health benefits. Maurice does more of his own research and concludes he wants to incorporate meditation into his lifestyle. Luckily, he comes across the Mandala app which is completely free to use so he can have discovered if incorporating meditation into his lifestyle is what he needs. Users aged 27 - 32 make-up 15% of the target market.



Maisie Fowler is a 20-year-old college student Anthropology at Oberlin College. On top of her educational studies, Maisie also balances being a student worker, and her personal life. Studies are enough stress on one but biting off more than you can chew can add feeling overwhelmed and that you can't get enough accomplish as much as you need to. Maisie recently discovered mindfulness within her studies and has been easing the practice of focusing on one task at a time to reduce the feeling of not catching up. Meditation has also been a key component to help keeping the mind at ease. Maisie wanted to incorporate meditation into her routine but she wanted a guided introduction – preferably something that could be on a phone. However, a lot of the meditation and mindfulness apps that are featured on the App Store have paid subscriptions. She came across the new app Mandala and is now finding her tasks more manageable with an eased mind. Users aged 18 – 22 make-up 23% of the target market.



Brian Young is a 22-year-old process technician; he is a recent graduate of the Massachusetts Institute of Technology with a degree in engineering. Science has been a passion of Brian's his entire life. His mindset is research and logic oriented. Anything that is dreamy or mystical is out of the question. He is constantly questioning everything around him. There has been recent research that shows meditation is highly beneficial for over-active minds. Meditation is something that was formerly associated with the mystic and unknown, but now that science is showing that it can be something beneficial. Brian has studied the research that has been done on it and has decided to integrate meditation to help his constant running thoughts.



IF YOU NEVER TRY YOU'LL NEVER KNOW

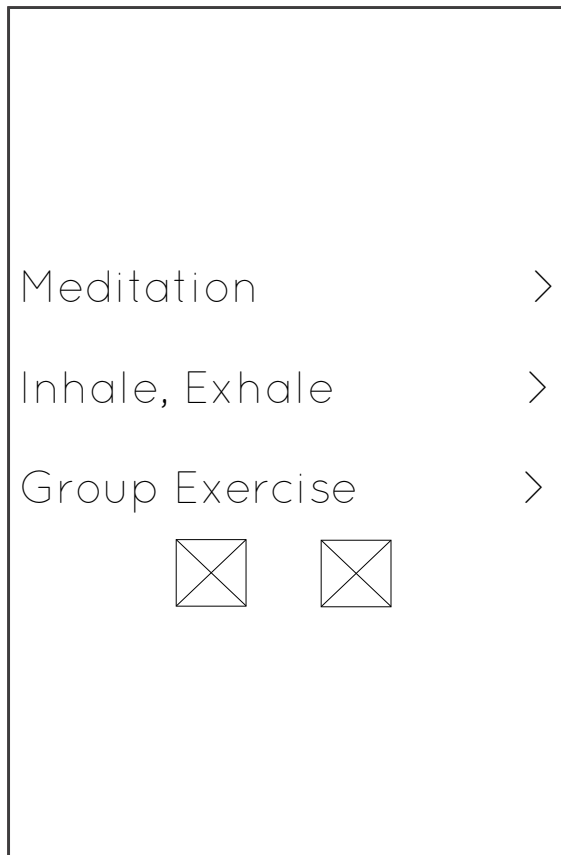


• MOOD BOARD •



Main Menu

Wireframes



Meditation >

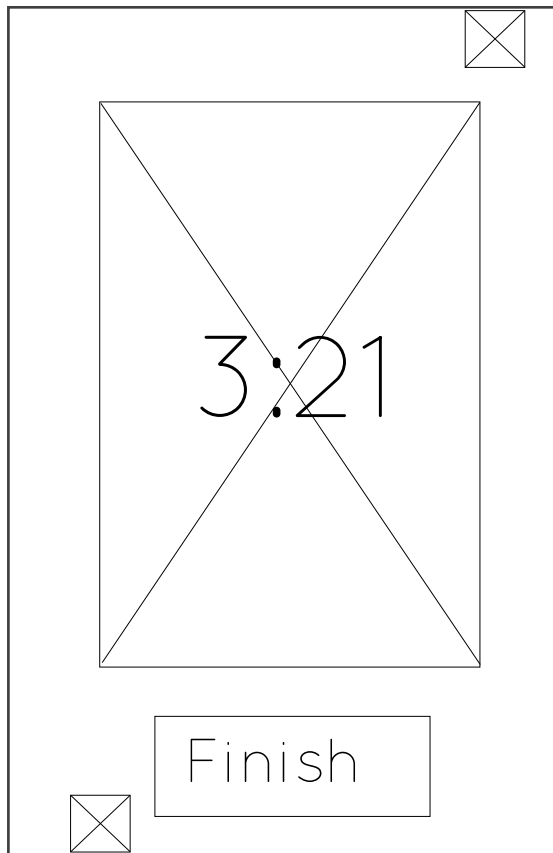
Inhale, Exhale >

Group Exercise >

☒ ☒

The Main Menu wireframe is a vertical rectangle containing three menu items, each with a right-pointing chevron. Below the menu items are two square icons, each containing an 'X'.

Meditation Exercise



☒

3:21

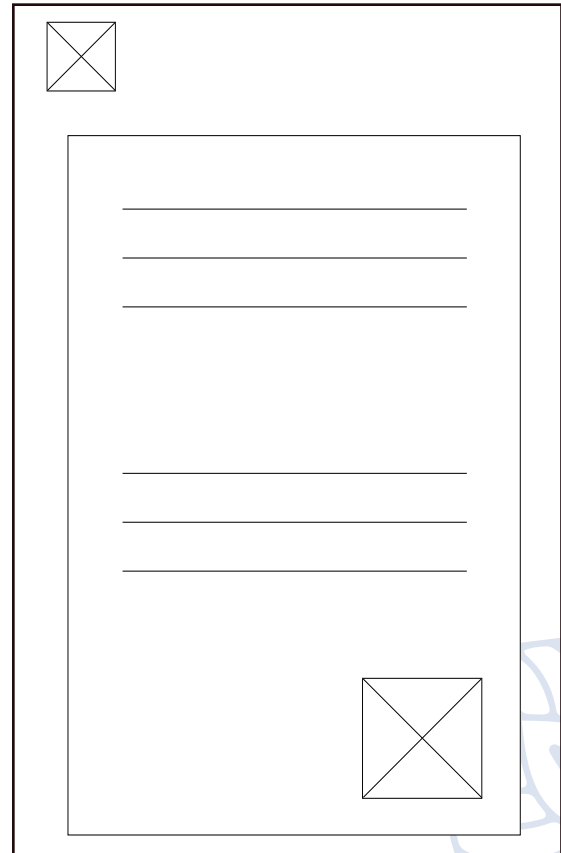
☒

Finish

☒

The Meditation Exercise wireframe is a vertical rectangle. It features a large central square with an 'X' and the text '3:21' in the center. At the bottom, there is a rectangular button labeled 'Finish'. There are four square icons with 'X' marks: one in the top right corner, one in the bottom left corner, and one in the bottom right corner.

Achievement

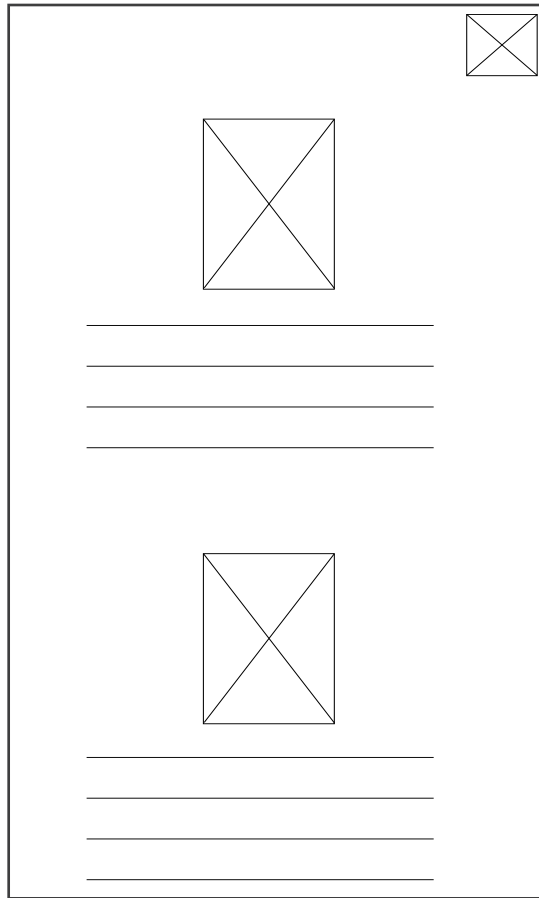


☒

☒

The Achievement wireframe is a vertical rectangle. It contains a large central rectangular area with six horizontal lines, suggesting a list or progress bar. There are two square icons with 'X' marks: one in the top left corner and one in the bottom right corner.

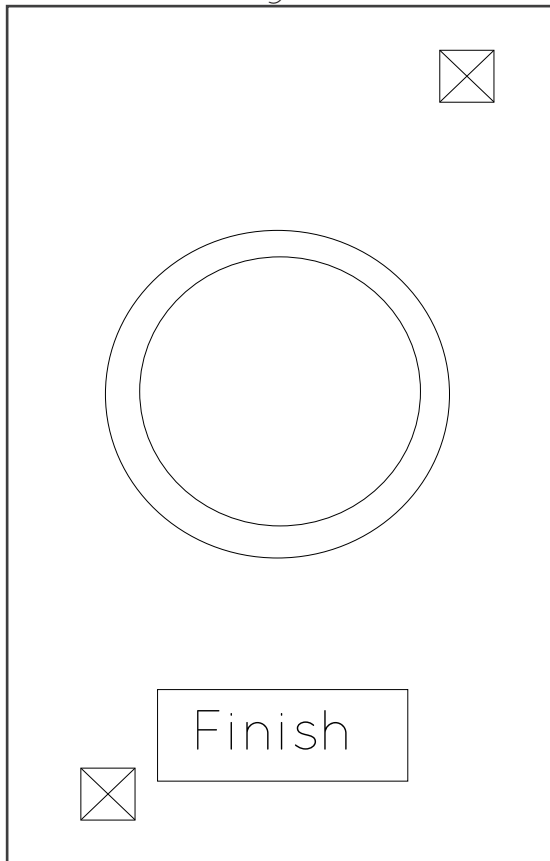
Progress



A vertical rectangular wireframe for a progress screen. It features a small square with an 'X' in the top right corner. Below this is a larger square with an 'X' in the center. Underneath the large square are four horizontal lines. Further down is another square with an 'X' in the center, followed by four more horizontal lines.

Wireframes

Breathing Exercise



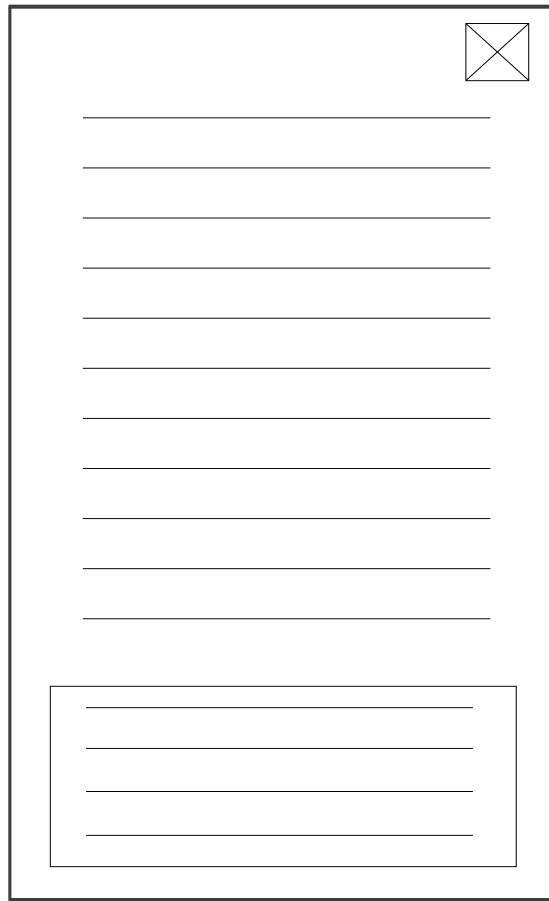
A vertical rectangular wireframe for a breathing exercise screen. It has a small square with an 'X' in the top right corner. In the center is a large circle with a double-line border. At the bottom left is another small square with an 'X'. At the bottom center is a rectangular box containing the text "Finish".

Motivational Quote



A vertical rectangular wireframe for a motivational quote screen. It features a small square with an 'X' in the top left corner. Below this is a large rectangular box containing four horizontal lines for text entry.

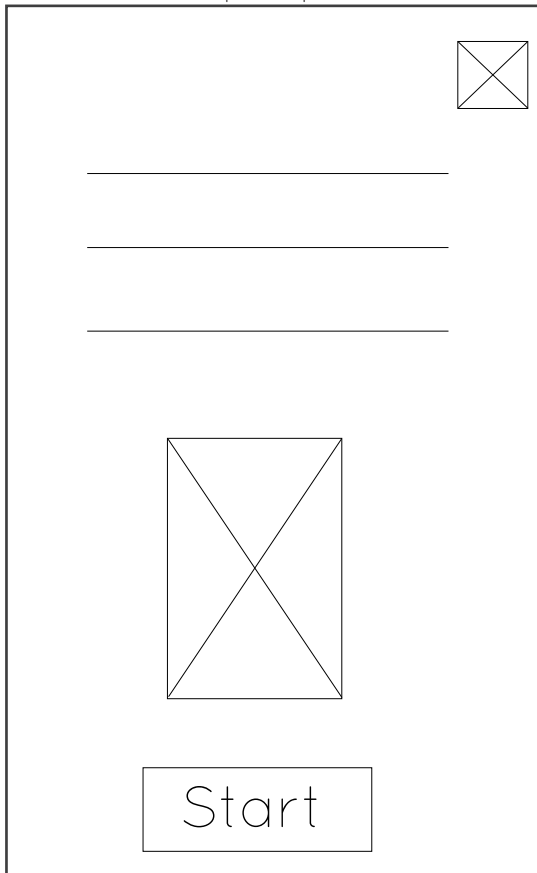
Information



A vertical rectangular wireframe for an information page. It features a small square icon with an 'X' in the top right corner. Below the icon are ten horizontal lines for text. At the bottom, there is a smaller rectangular box containing four horizontal lines.

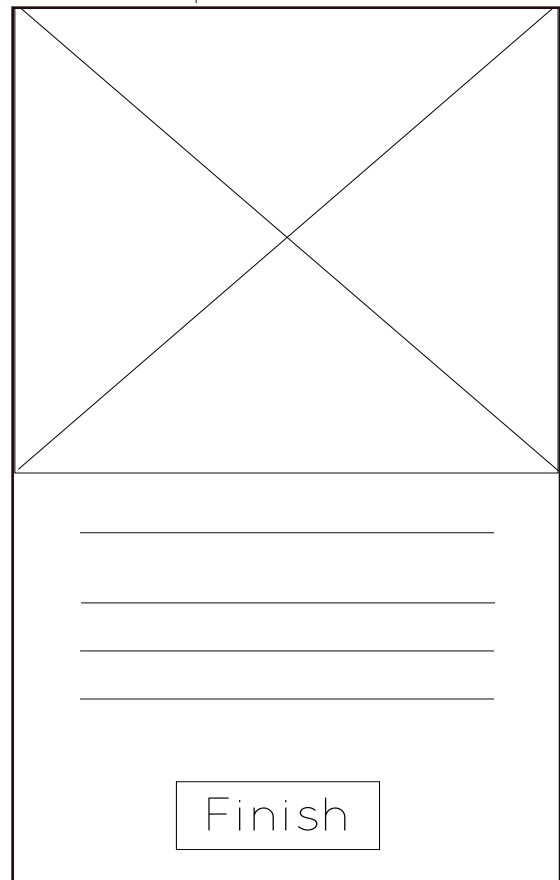
Wireframes

Group Options



A vertical rectangular wireframe for a group options page. It includes a small square icon with an 'X' in the top right corner. Below the icon are three horizontal lines. In the lower middle section, there is a larger square icon with an 'X'. At the bottom, there is a rectangular button labeled "Start".

Group Exercises



A vertical rectangular wireframe for a group exercises page. The top half of the page is a large square with an 'X' drawn across it. Below this, there are four horizontal lines. At the bottom, there is a rectangular button labeled "Finish".

File Name:

Meditation.svg

Information_icon.svg

Progress_icon.svg

Arrow.svg

Breathing.svg

Progress_icon_blue.svg

X_icon.svg

Gradientbg.png

Group exercise.png

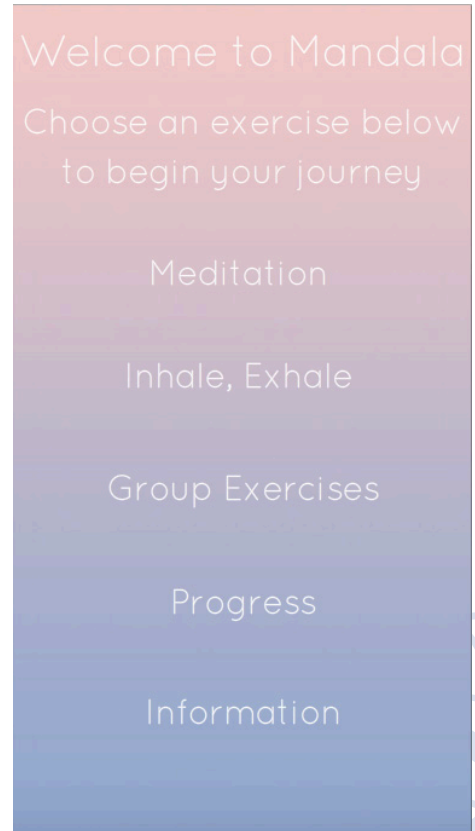
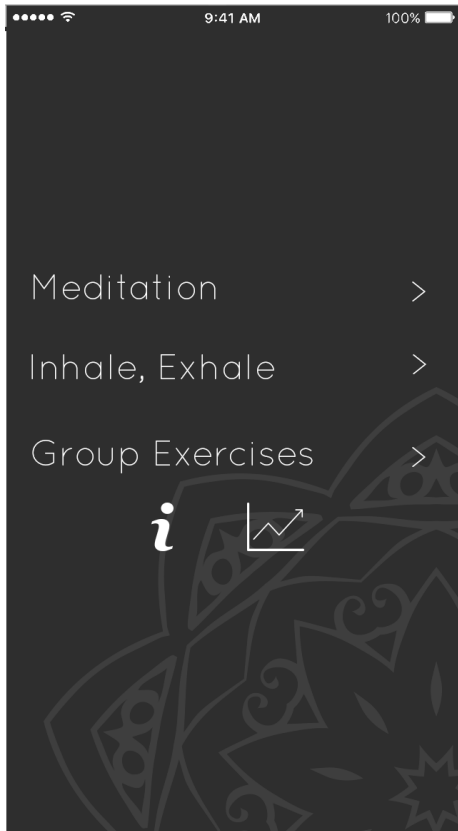
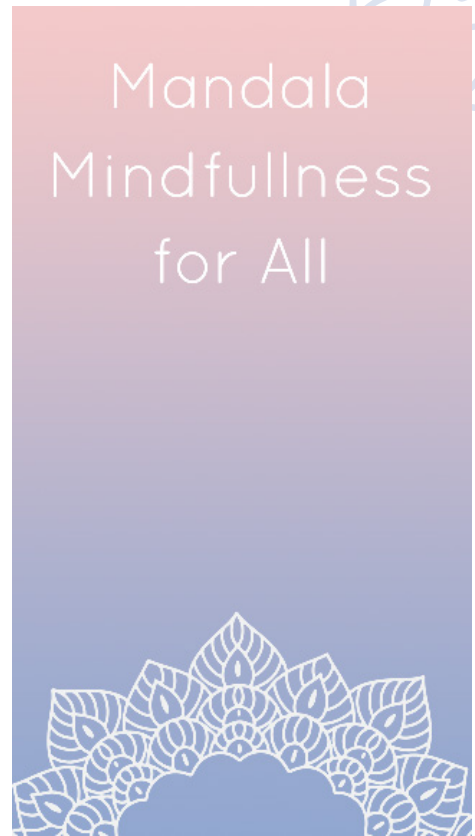
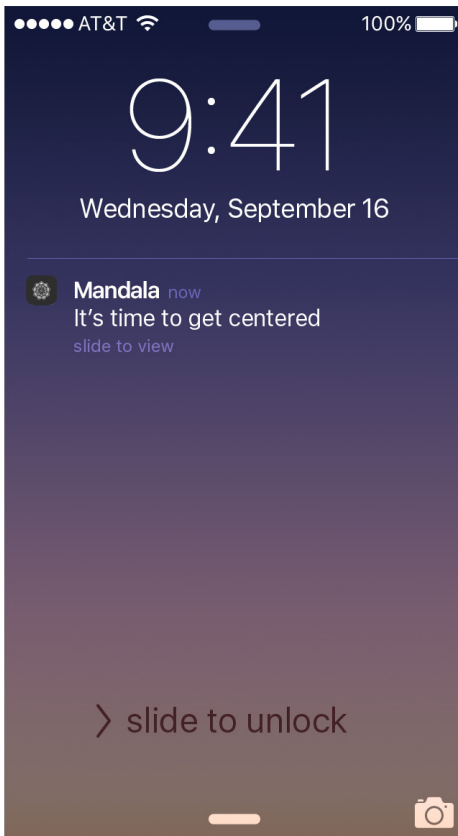
Meditation.png

Plainbackground.png

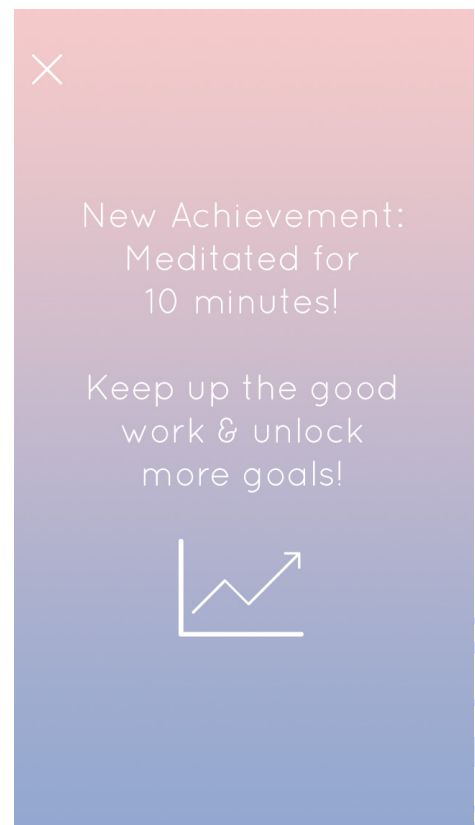
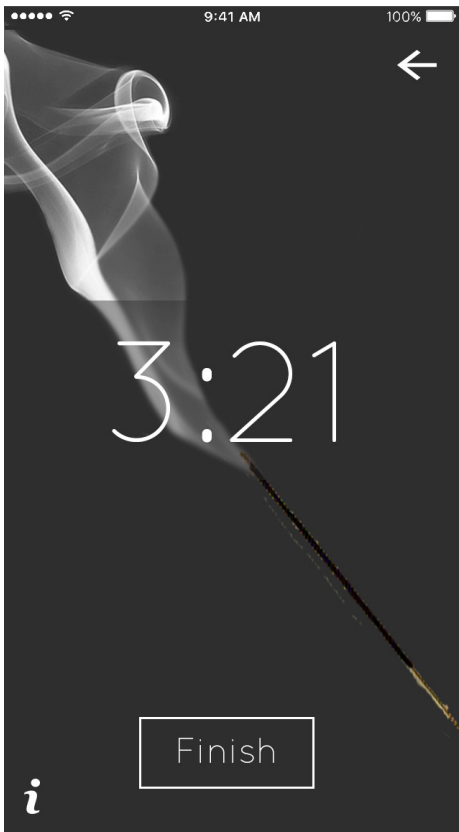
Meditation_group_image.jpg

Mandala_element.png

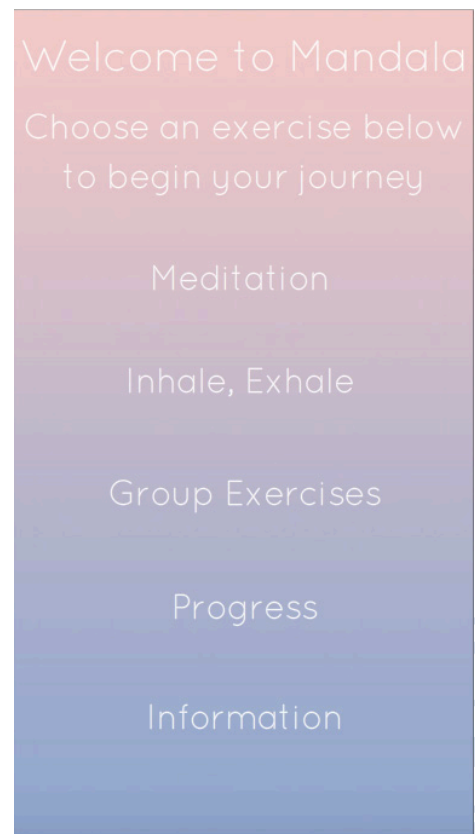
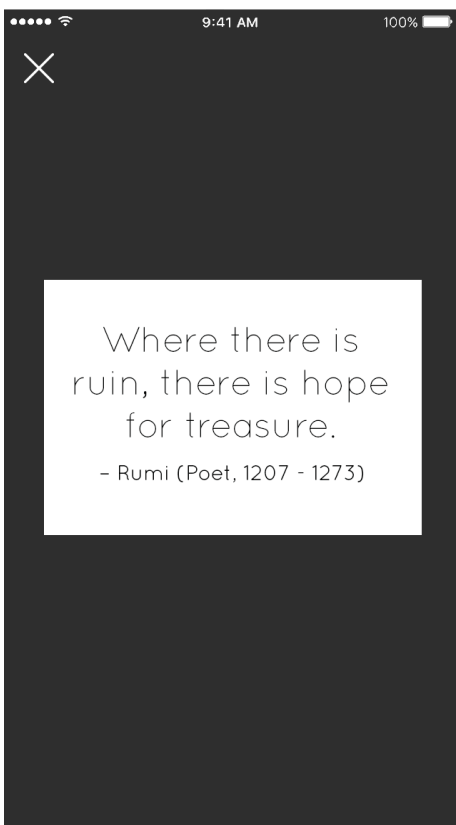
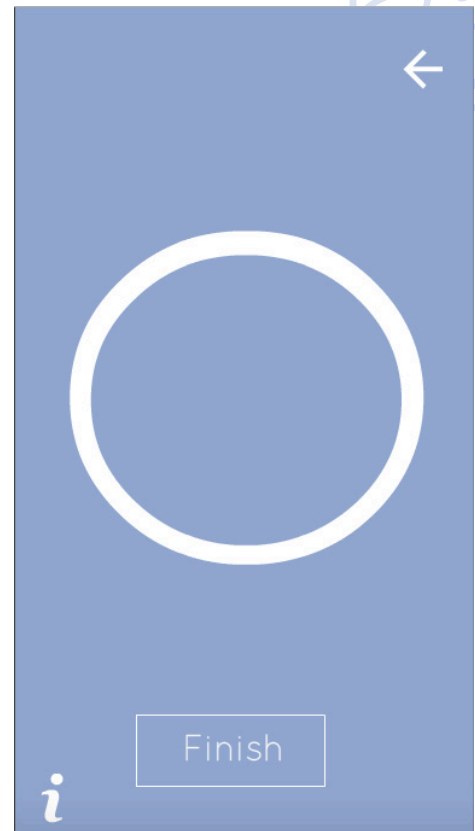
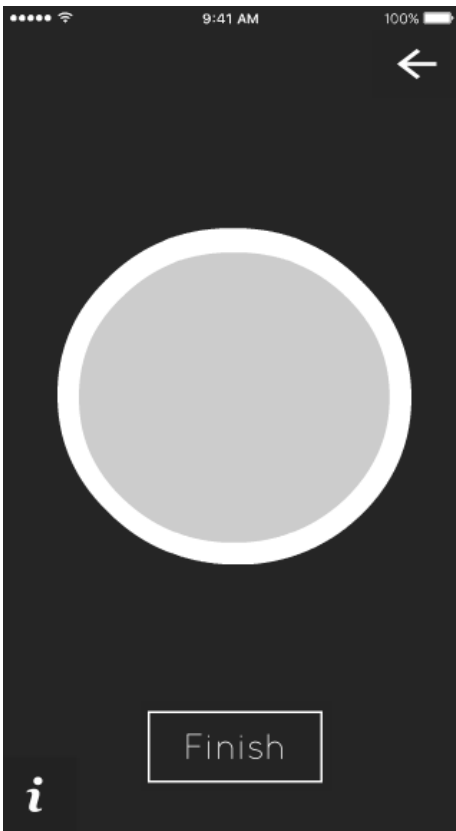
Screen Designs



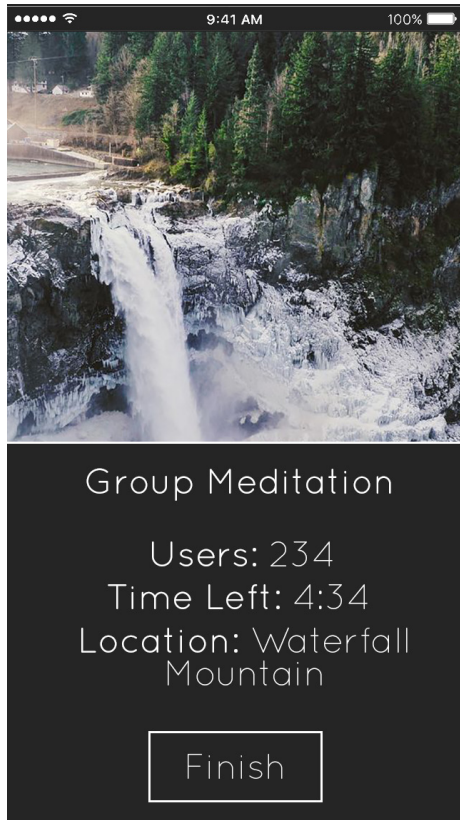
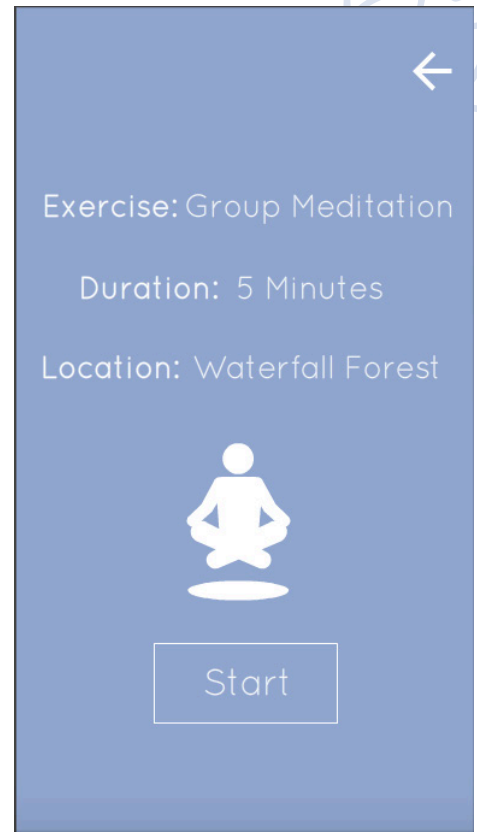
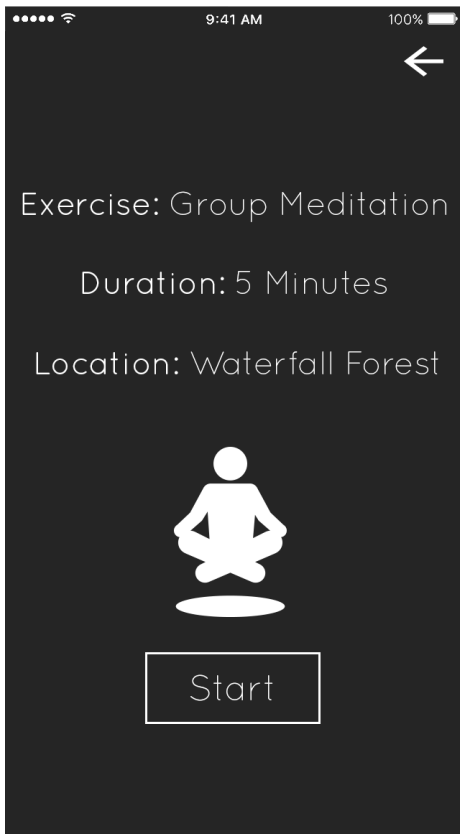
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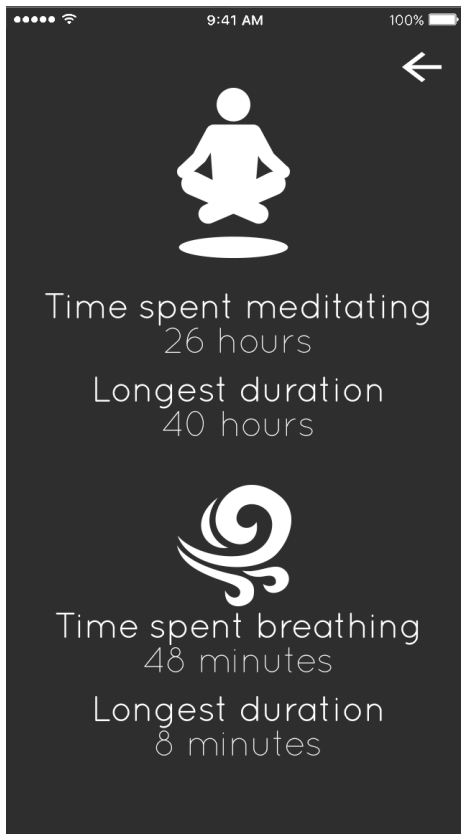
Screen Designs




Screen Designs



Screen Designs




9:41 AM 100%



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Time spent meditating
26 hours

Longest duration
40 hours



Time spent breathing
48 minutes

Longest duration
8 minutes



←



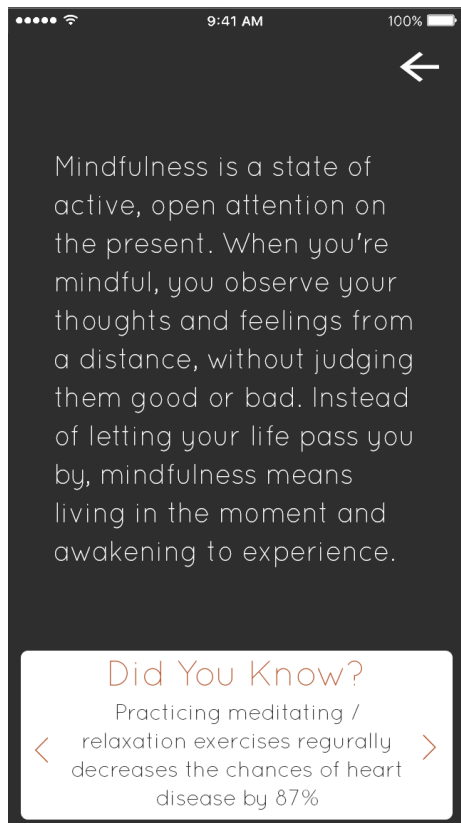
Time spent meditating
26 hours

Longest duration
25 minutes



Time spent breathing
48 minutes

Longest duration
3 minutes



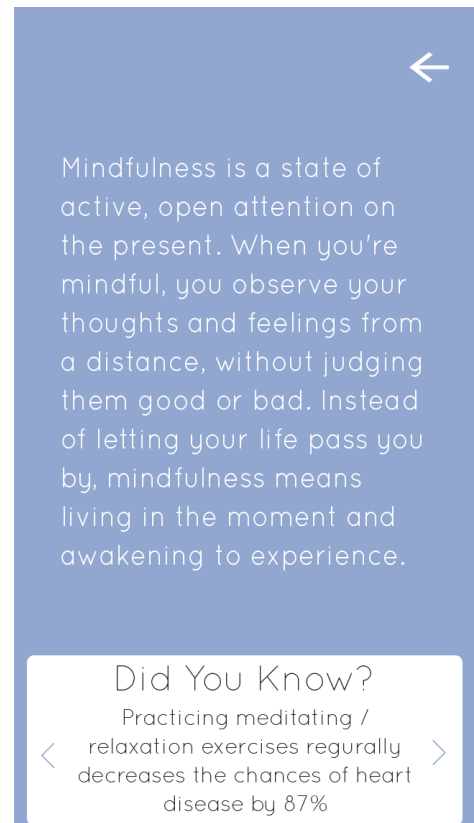
9:41 AM 100%

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Mindfulness is a state of active, open attention on the present. When you're mindful, you observe your thoughts and feelings from a distance, without judging them good or bad. Instead of letting your life pass you by, mindfulness means living in the moment and awakening to experience.

Did You Know?
Practicing meditating / relaxation exercises regularly decreases the chances of heart disease by 87%

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