rooting for you

Technovation 2020

Team: Code Work Ahead

Members: Mary Grannis-Vu, Alyssa Ho, Alex Tan

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Executive Summary

Many girls suffer from a lack of confidence due to a fear of failure and judgement that can be detrimental to their personal and professional lifestyle. Our app, Rooting for You, aids people who feel intimidated by starting tasks by giving low-risk tasks so that users can get used to being challenged. Our app allows users to choose between different types of challenges: social-based challenges, academic-based challenges, and self-care-based challenges. These challenges will also be valuable to those feeling isolated or mentally unwell during the COVID-19 crisis we are facing at this time. When users choose the specific challenge they wish to try, the challenge is planted as a seed in their garden. This gives a visual representation of their challenge, helping them stick to their challenge. The user then can enter journal entries detailing their progress on the challenge, enter that they have reached a milestone on the challenge, and ultimately grow the seed until it blooms into a flower, making them feel accomplished for reaching their goal.

Problem

Young girls have a fear of taking risks. This fear can prevent them from taking more rigorous classes, pursuing a career in STEM, or applying to a prestigious job. According to a 2017 survey found that "Over 80% of girls agree that if girls felt failing was okay during puberty, they would keep doing the things they loved, take on more challenges and grow in confidence" (1). Our solution is to encourage girls to challenge themselves in their daily lives by having them set challenges for themselves, as well as rewarding them for completing these and pre-set challenges. Regularly taking challenges in their lives could help young girls normalize failure, making them more comfortable with taking beneficial risks in life and allowing them to grow as a person.

In addition, especially due to COVID-19, many people have been isolated in their homes, a severe cause of depression. Thus, the lack of productivity and goal seeking has diminished. Through encouragement of self-care with our app, we hope to also provide a solution to those struggling during these harsh times.

(1)   https://www.businesswire.com/news/home/20170816005283/en/Survey-Finds-Girls-Feel-Paralyzed-Fear-Failure

Mission Statement

To encourage teens to face their fear of failure and develop a growth mindset through a fun app that challenges users to take risks, growing a personalized garden along the way.

Company Description

Rooting For You is a nonprofit business, providing solutions for females ages 11-20 who seek self confidence, while also providing support in these troubling times for those struggling with isolation during COVID-19. The business consists of developers to program and design the app, a mentor/manager, and helpful outside resources to quality check the challenge tasks used in the app such as therapists and counselors. We created our business because we want to help other teenagers who might feel overwhelmed when looking at a large task and fear what might happen if we fail it. We want to help teenagers overcome these tasks and improve both their self-confidence and themselves. Our immediate future plans to publish Rooting for You on the apple and android app store and to continue expanding our app with personal features to increase customer satisfaction.

Market Analysis

After sending out a Google Forms survey, we received 242 responses from our target audience of females ages 11-20 from across the world. From these many responses we learned that the majority of our customers are not very confident on a daily basis and currently do not attempt tasks with a high chance of failure. Note for all graphs: 1 being very low, and 5 being very high.

How would you rate your confidence level on an average day?
242 responses
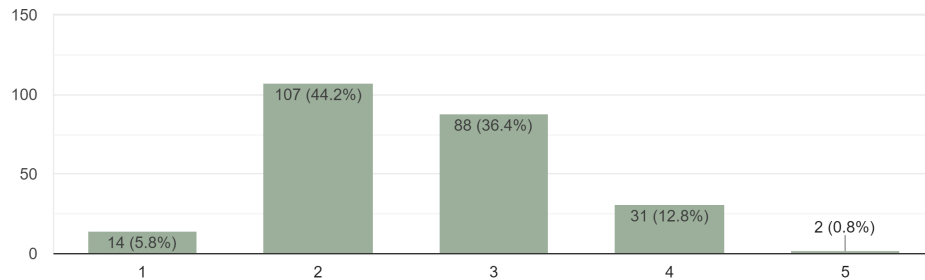
How often do you attempt challenging tasks with a high possibility of failure? Ex: applying for a competitive activity.
242 responses
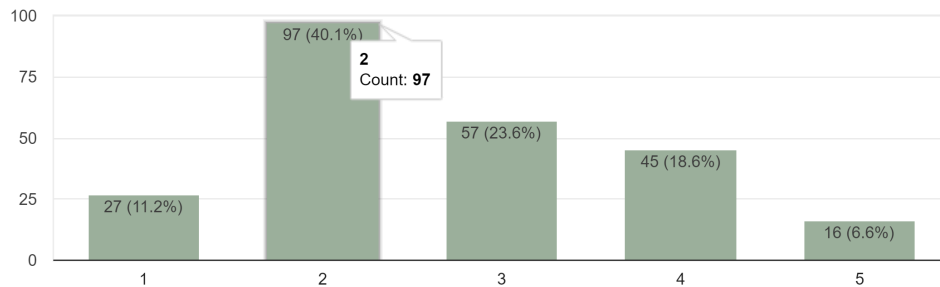
Due to this fact, more than 65% of participants were neither completely satisfied with their social and professional/academic situation. In addition, they agreed that confidence would increase their happiness level.

Do you believe that an increase in daily confidence will increase your happiness levels, etc?

242 responses

- Yes
- No

12%

88%
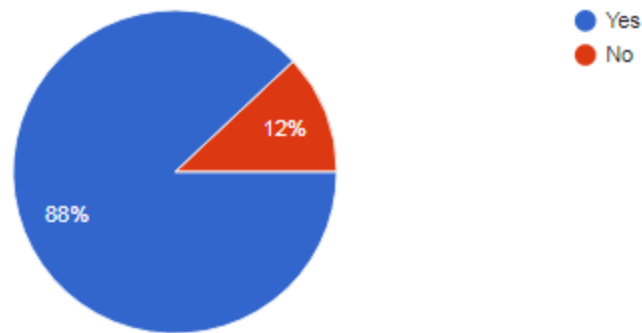
This evidence clearly demonstrates the negative impact on a person's life due to a lack of self-confidence. Because of this world-wide problem, our app was of interest to these participants as a solution to their fear of failure as a majority agreed to give the app a try.

How comfortable are you with challenging yourself in your day to day life with a mobile app to increase confidence?

242 responses

|				
10 (4.1%)	38 (15.7%)	93 (38.4%)	71 (29.3%)	30 (12.4%)
1	2	3	4	5
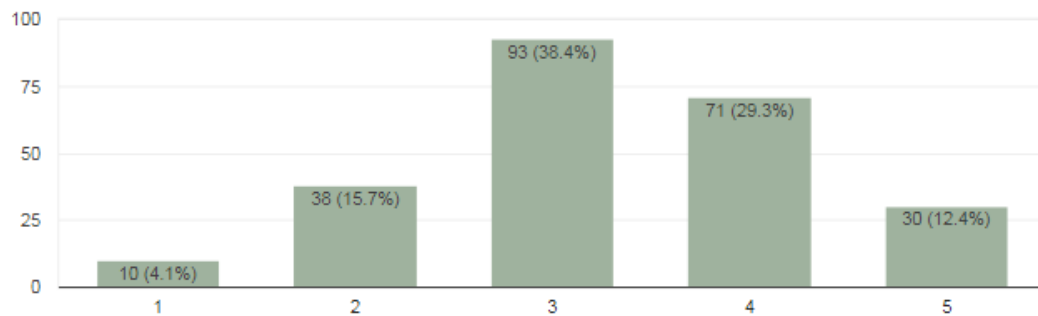
The App

Our product benefits our customer through encouragement and motivation that will increase their self confidence. Through challenges that they are comfortable with, users will learn to be unafraid of failure, pursuing passions and goals that may have been too intimidating to try. Unlike other applications, Rooting For You makes the process fun and worthwhile by gamifying the app, allowing users to decorate and grow their own garden based on the challenges they complete. Users will choose a challenge based on the category below.

Once a challenge is selected, a seed will be planted in the user's virtual garden on the home screen. Through a stored database, the app is able to assign the correct data of each challenge into the correct flower sprite type. When a user clicks on their flower, they are brought to a detail screen in which inscribed on the tag is the challenge name, a description, and an unique aspect to our app, why this challenge is important and helpful to the user. Every challenge requires 3 entries. In addition, one may delete their challenge with the trash icon.
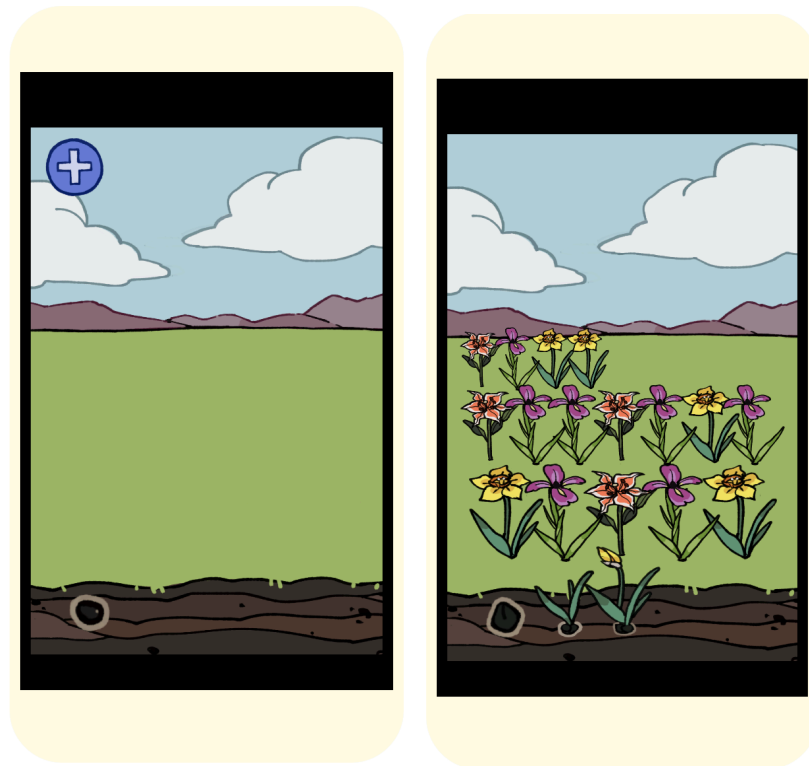
In order to bloom, users must press the journal icon.
They are brought to a journaling screen in which they may write down their feelings or experience in completing the challenge. This is optional. Then, an animation reveals the user's flower growing!
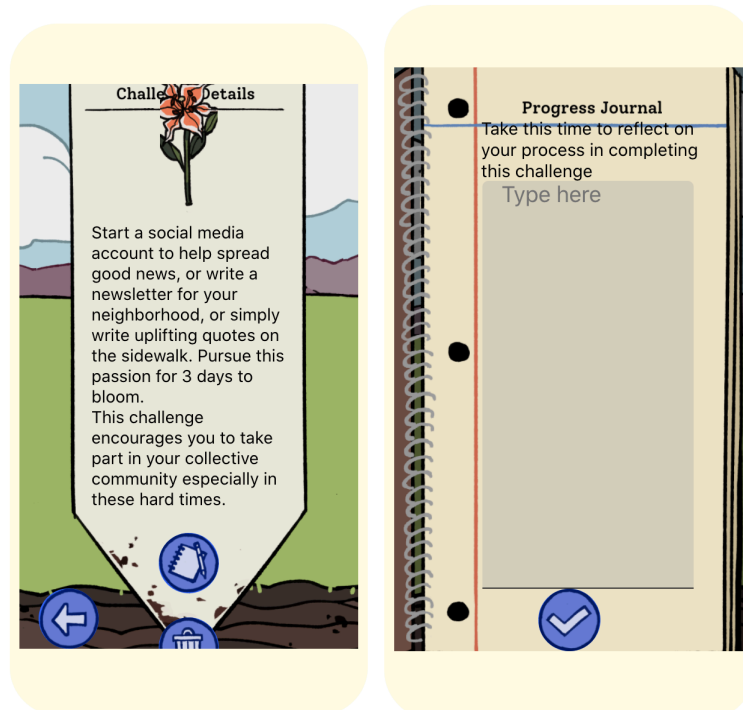
Through this interactive and consequence free process, the app is a comforting and valuable self-care helper for teens wishing to grow self-confidence, and for those struggling with motivation during COVID-19. Unlike our competitors, this app is fun and engaging with cute sprites and fun animations that will only further encourage users to continue challenging themselves. With this basic prototype, we will immediately be able to publish it on the Apple and Google Play store to bring to the public quickly, especially during these uncertain times.

Technical Learning

Each member of the team contributed significantly to the development of Rooting For You. We split up work, each working on a main component of the app, and then later combining our pages together. It took great organization to come up with consistent variable naming.

Alyssa: I worked mainly on the data collection and display of each challenge and the user status. From a database classifying all the challenges, I programmed them to display on the back of the seed packets. In addition, once a challenge was chosen, all the data associated with the challenge object (challenge name, description, user status, dates, journal entries) would be added to a list called "userChallenges" that would store the info. It was essentially a list of objects keeping track of changes. I learned a lot about object oriented programming and the JSON format.

Alex: I designed and illustrated the graphical elements of the app, as well as coding together the homescreen and animations. I had to get the sprites to show the right frame for each category and status. I also coded how to properly insert each flower on the screen when the user had multiple challenges. I learned about the wider process of designing and building an app, starting from user testing and wireframing all the way up to coding the actual app. Further, I developed my knowledge of object oriented programming

Mary: I created the tasks along with their descriptions. I also worked with debugging and the layouts for the home screen and journal. I learned about how to condense information to fit the given space and furthered my understanding of working with user data.

User Testing

This design is the ultimate minimal viable product as we have user tested each draft of prototyping among our friends and family 3 times. Once, with our paper-prototype/online mockup on Figma, our bare skeleton code without design, and our final product for refinements. Through each user test we have received validations and suggestions to improve our app such as the challenges users would like to accomplish.

App Development Timeline

To continue developing the app, we will move away from block programming in Thunkable to React Native in order to efficiently and effectively add more advanced features and graphics. React Native uses Javascript.

Additional Features For Version 1

- On detailScreen, add a flower goal to the left of screen so users can see up close their progress.
- Add 20 more challenges to each category for more variety
- Strengthen animations and garden controls to immersively gamify app

Additional Features For Version 2

- Add personalized challenges in which users input their own goal and steps to reach that goal.
- Allow users to choose the design of their flower to further personalize their garden.
- A help button with links to different hotlines

Additional Features For Version 3

- Add a larger database of more specific challenges based on user testing and surveys from the user pool.
- Notifications to remind user to complete challenges/water their garden

Additional Features For Version 4

Further categorize challenges into levels of difficulty and average time to complete. Insert classification AI into app that will recommend on challengeListScreen certain challenges based on challenges the user chose before. These AI selected challenges will be based on themes the user is comfortable in trying as well as the level of difficulty the user is capable of.

Competitor Analysis

Through our marketing research, asking friends and professional therapists/counselors, we found many apps and websites similar to our idea. After detailed analysis, we determined that the top four similar apps are:

GrowApp
- Action: Choose from categorized challenges to build healthy habits
- Audience: adults
- Pros: AI personally chooses challenges and a habit building path
- Cons: professional and strict for their target audience

Aloe Bud
- Action: gives the users prompts to help them take care of themselves in their daily lives such as hydrate, breathe, and motivate
- Pros: has solid branding which has drawn in many users and has good UI which makes the app very easy to use
- Audience: Targets stressed out teens and young adults
- Cons: Very vague, doesn't give substantial help or tasks to users

Wysa
- Action: Has an AI chat bot, meditation, happiness journal, and mental health and anxiety tests.
- Pros: AI chat bot is well made
- Audience: Targets people who have issues with mental health
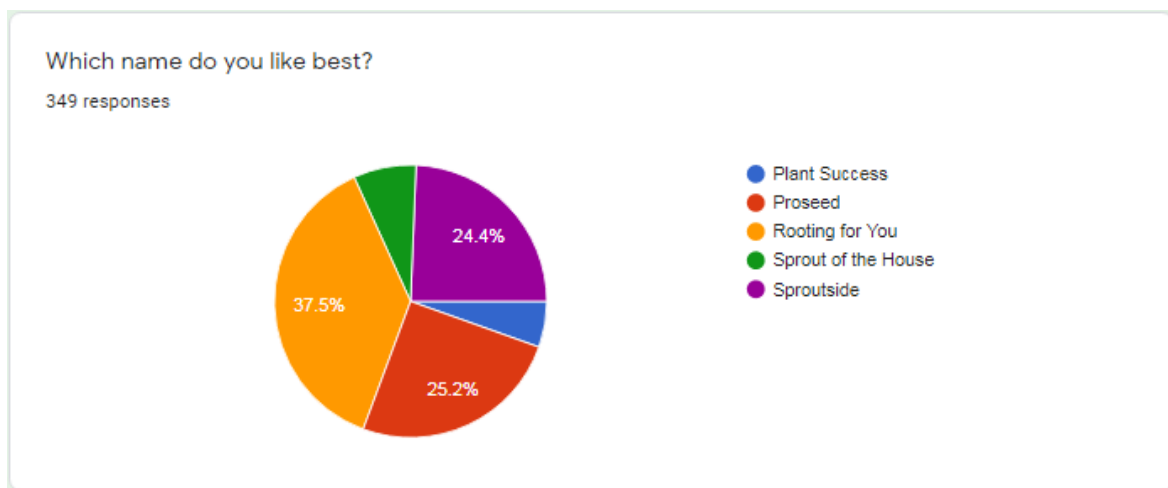- Cons: Doesn't give very substantial help besides affirmations

Think Up
- Action: Helps users overcome challenges with positive affirmation, records positive sayings with daily motivation. Allows mind to relax
- Pros: Uses hypnotherapy as an option to improve mindset
- Audience: Helps people with specific problems they want to solve
- Cons: Only helps those willing to use hypnotherapy

After doing our competitor analysis we decided to gear our app towards more substantial challenges and less towards positive affirmations because we feel like many teenagers have already been given lots of baseless positive affirmations and they may feel fake to people who don't feel like they can do things because they fear failing challenges. In addition, in order to appeal more to our target audience we decided to "gamify" our app.
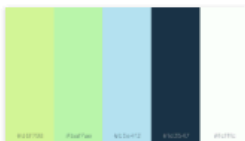
Branding and Marketing

Positioning Statement: For teens seeking confidence, Rooting For You will provide interactive challenges to help overcome their fear of failure and grow while having fun.

      Together as a team we brainstormed an app name and color scheme. We knew we wanted to choose a name and palette that would attract a wide audience as well as reflect the mood of our app, which is "welcoming", "encouraging", "fun", and "safe". To hone in on the best possible outcome, we created a survey which received 349 responses.

Which name do you like best?
349 responses

- Plant Success
- Proseed
- Rooting for You
- Sprout of the House
- Sproutside

24.4%
37.5%
25.2%

Which color palette would you prefer for the branding of the app?

Option 1

85.4% voted for Option 1

Option 2

Option 3

rooting
for you

Our logo represents the aesthetic of our app. We decided to go with the round font and lowercase letters to represent the safeness and inviting aspect of our app. In addition, our cute mascot, Rooty, is a symbol of planting one's goal, allowing oneself to sprout and grow. Rooty is there to encourage the user to step out of their comfort zone and embrace making mistakes. Rooty is there to root for you!

Because we are a non-profit and rely heavily on donations, the first few years will not be spent toward marketing, especially with the app still under development. During the first five years our main marketing strategy will be through word of mouth. By utilizing social media platforms such as instagram and facebook, we will promote our app and our mission. We will also spread word through our own school and neighboring school districts to promote the app to their students through counselors, principals, and district administrators.

By then, if our income wills it, we will market through expos, purchasing slots and merch to spread the word. In addition, we will reach out to psychiatrists and therapists to help us further promote the importance of this app to teens.

Financial Plan and Projections

Equipment: We're operating entirely digitally and already own computers and phones so we're anticipating not needing new equipment

Software: We're coding in thunkable pro currently so with the software cost we'll be able to keep using thunkable pro. Thunkable pro first year costs $100 (we're currently using a one month subscription so for the first year of operation we will be able to only spend $100 on Thunkable pro) For further use, Thunkable pro is $200 per year.

Internet: We already have free access to internet and don't anticipate losing internet access. However, we may need to purchase it for external offices in the far future.

App Store Fees: Android fee: one time $25 per developer, Apple fee: $99 a year per developer

Marketing: We will market through social media (Instagram, Facebook, etc.) and sharing/promoting through our school which will not cost us any fee.

For the first 2 years, we will hire an extra person to work remotely (bug fixes, responding to emails, etc.) We expect them to work about 5 hours a week, $20 an hour for a total of $5200. As for us, we will earn California minimum wage ($12/hour). We plan to work on the app around 2-3 hours a week to add features and debug.

Insurance: We'll have about $1000 more in utilities to cover any unexpected technical difficulties, donate extra money to food banks.

For our third year, we will start paying ourselves $20 an hour, working the same amount for a total of $3120.

Utilities: Buy a server ($1000)

Insurance: Increase emergency utility money to $2000, in case something happens with the server

For our fourth year, we will hire another person for the same amount of work and pay the same amount as the past person we hired in year 1-2.

Insurance: Increase emergency utility money to $3000

For our fifth year, we will only increase emergency utility money to $4000 because our computers might break down at this point.

	Year 1	Year 2	Year 3	Year 4	Year 5

Donations, Fundraising, Grants					
Donations	3096	8371	10619	11619	12619
Revenue					
App Cost	0	0	0	0	0
In-app purchases	0	0	0	0	0
In-app ads	0	0	0	0	0
Equipment	0	0	0	0	0
Software	100	200	200	200	200
Utilities	1000	1000	2000	3000	4000
App store fees	124	99	99	99	99
Marketing	0	0	0	0	0
Employee salaries	1872	7072	8320	8320	8320
Total Cost Per Year	**3096**	**8371**	**10619**	**11619**	**12619**