



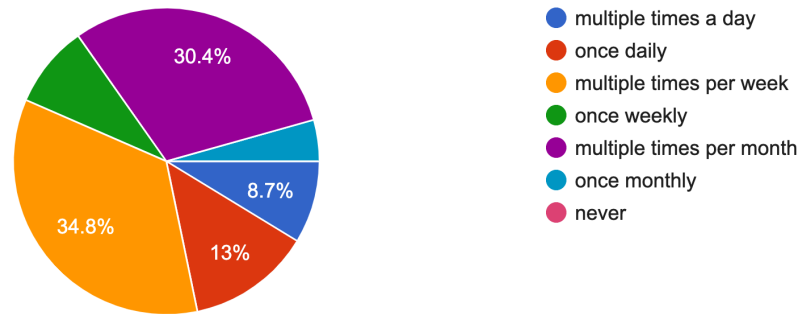
# **MySoul Vibe User Testing Results**

Please summarize why you use MySoul Vibe



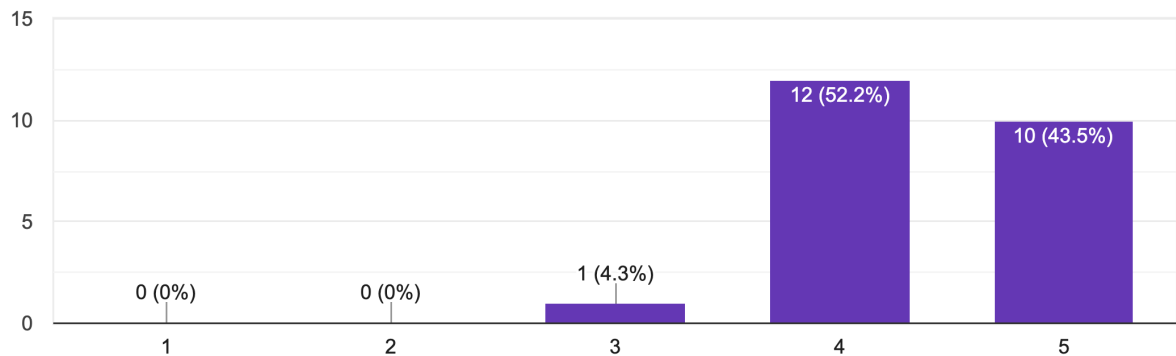
When asked why users use the MySoul Vibe app, the answers were **overwhelmingly positive and related to furthering their short or long term wellbeing**. Words like “grounding”, “insight”, and “growth”, were used most often to describe the feeling users had while using the app, while phrases like “learn about myself”, “stress relief” “decrease anxiety” or “emotional stability” were used to describe their goals for using the app.

## How often do you check your vibe on MySoul Vibe?



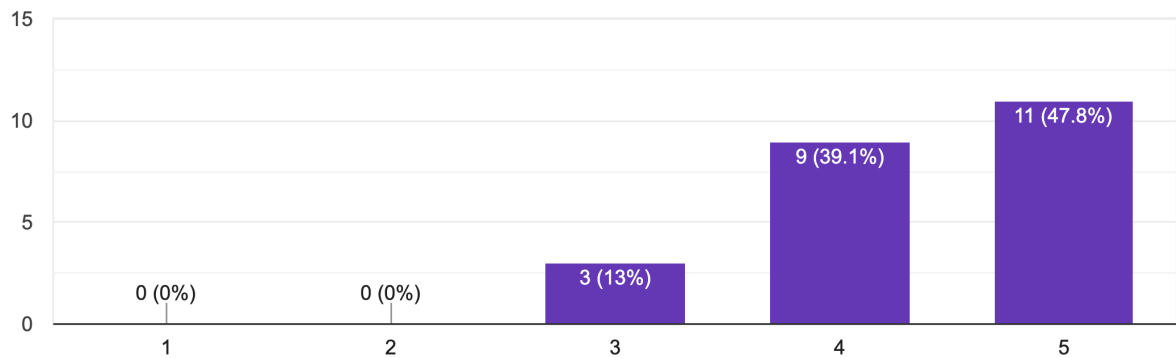
The majority of MySoul Vibe users are frequenting the app **multiple times per week or month (65.2%)**. The remaining users are skewed between multiple times per day, once per week, or once daily. Once daily is the third highest of the options at 13%. This shows that users are slowly integrating MySoul Vibe into their routines, but there can be more of a push to get people to use the app on a daily basis.

On a scale of 1-5, 1 being never and 5 being always, how often does MySoul Vibe accurately depict how you are feeling in the moment?



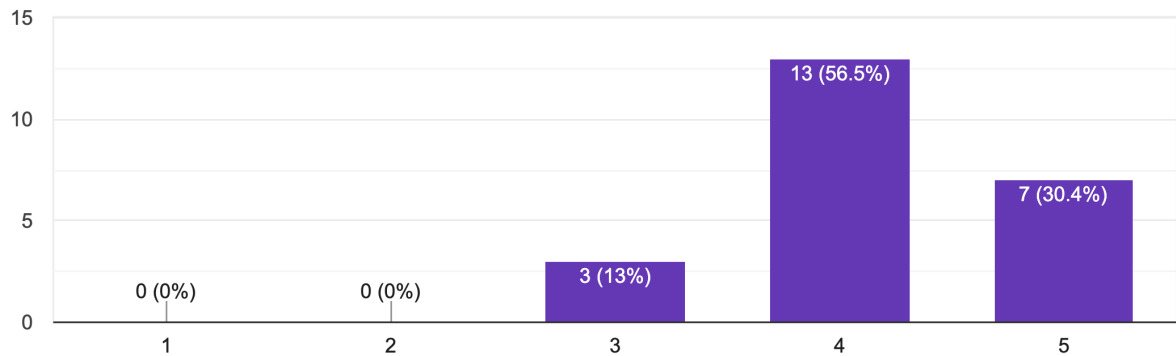
**95.7% of testers feel that MySoul Vibe accurately depicts their feelings all or most of the time,** with 4.3% feeling the app still depicts their feelings accurately often. This data suggests that the MySoul Vibe algorithm is incredibly accurate when analysing how users are feeling between 80-100% of the time.

On a scale of 1-5, 1 being never 5 being always, do you associate the aura colors in your vibration with the key intentions/ feelings assigned to that color? (ie. Dark Opal & Love; Blue Green & Creativity)



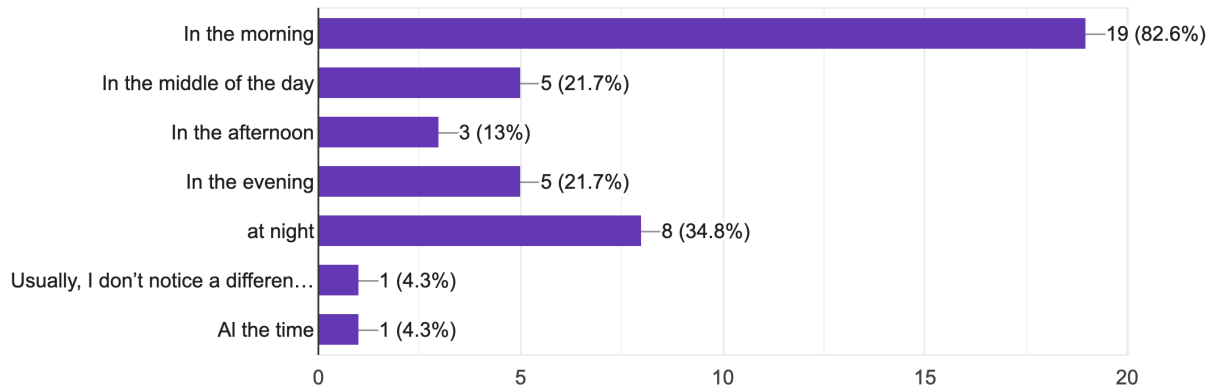
Similar to the previous question, the majority testers felt that the MySoul Vibe app **always or most often associated aura colors and key intentions accurately**. One user responded that they hadn't thought about the color associations before and would like more education throughout the app.

On a scale of 1-5, 1 being none 5 being all, how many aura colors in your vibration analysis are representative of your feelings?



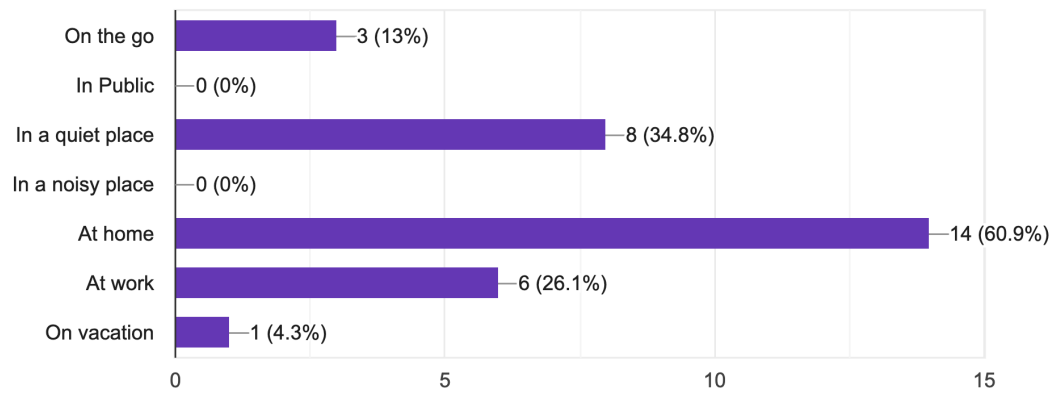
Over 50% of testers felt that their aura colors are **mostly representative** of their feelings with another 30% believing that their aura colors are **always representative** of their feelings. With a total of 86.9% of testers believing that most if not all of their aura colors are accurately representative of their feelings, we can see that the MySoul Vibe's aura color analysis is accurate to the user's feelings. The remaining testers (13%) believe that their aura colors are often representative of their feelings.

**When do you feel the app is most effective in showing you your vibe? (Check all that apply)**



Majority of testers, **over 82%, feel the app is most effective when showing their vibe in the morning.** This directly correlates with later data that users want to meditate and use the app in the morning in a quiet place before they start their day. The rest of the data is skewed between the remainder of the day, with one user writing that they don't usually notice a difference based on time and one user writing all the time.

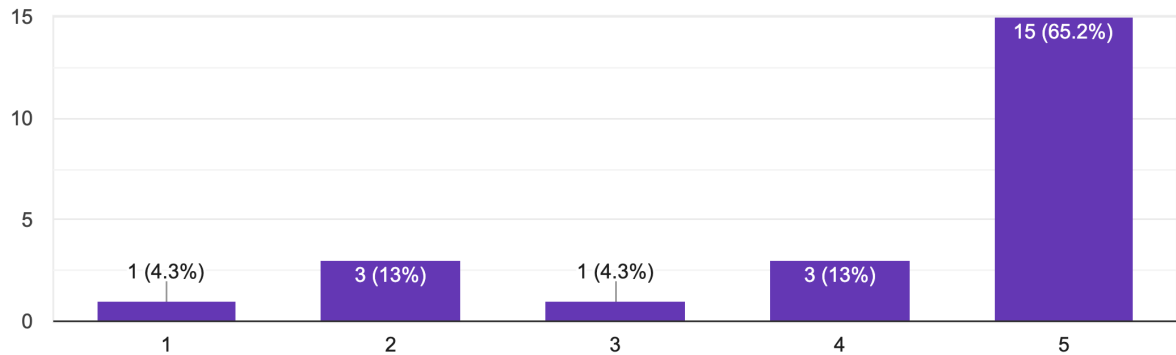
**Where are you when you feel the app is most effective in showing you your vibe?**  
(Check all that apply)



Over 60% of testers feel the **app is most effective when they are home**, which correlates with previous data about when they check their vibe during the day. Many also check their vibe at work or on the go, however the data strongly suggests that the majority of users prefer to meditate in a quiet place where they are comfortable.

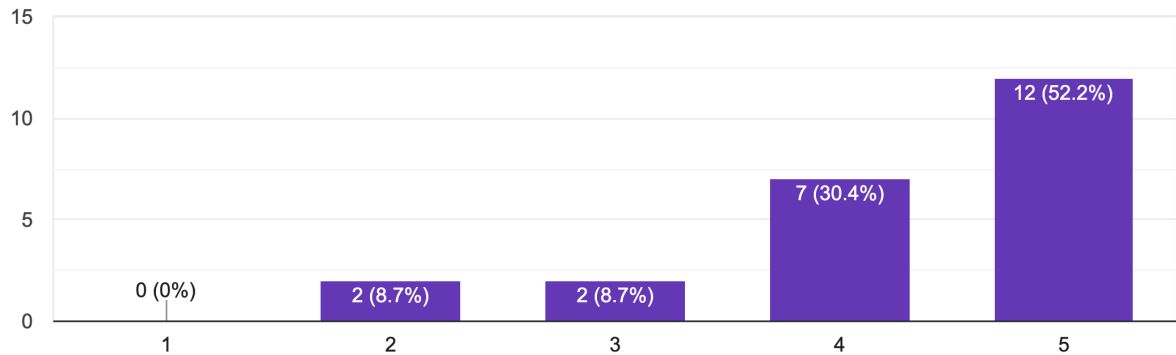


On a scale of 1-5, 1 being never and 5 being always, often do you use the personalized sound healing meditation feature after checking your vibe?



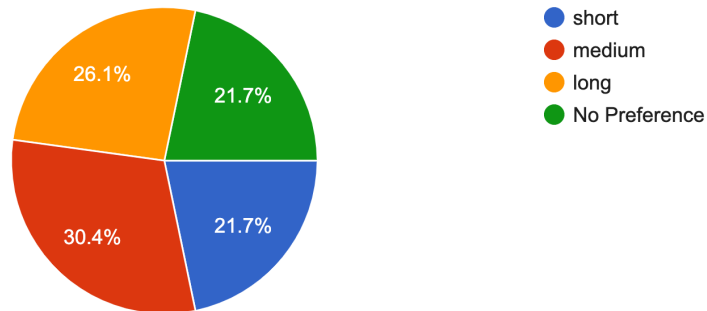
A large number of testers, over **65%, always continue from the aura check to their personalized meditation** to recalibrate their energy. The remainder of testers (35%) are skewed between never and most often. This is the most skewed data set and suggests that there is some reasoning behind users intentionality in using the app to test their aura and/or to receive a personalized meditation.

1 being never and 5 being always, how often do you feel that the selected vibrations (tones) resonate through your being?



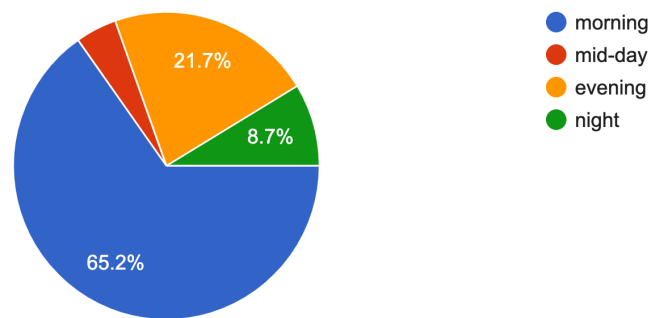
Over half (52%) of testers believe that the selected tones of their personalized meditation **always resonate**, while another 30% feel that the tones mostly resonate. Another 17.4% feel they often or rarely resonate.

Do you feel most affected when doing a short, medium, or long meditation? (per MySoul Vibe's pre-defined meditation settings)



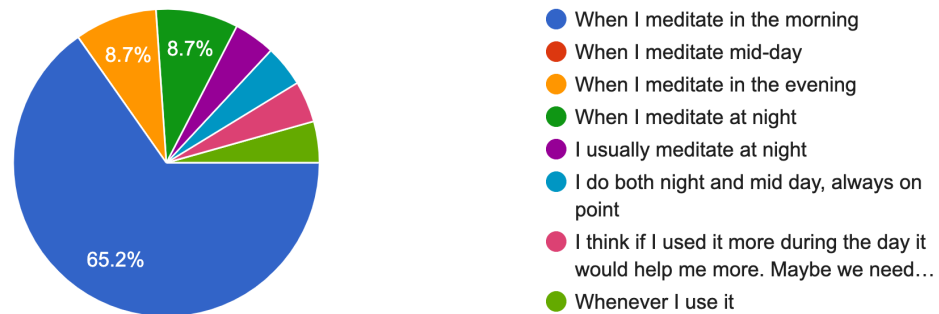
For 30% of users, doing a medium meditation impacts them the most, however, there is no strong indication that users are more or less affected when participating in a short, medium, or long meditation.

### When do you meditate most often?



Most testers, 65.2%, meditate in the **morning**. This suggests that meditation is part of their morning routine. We can use this information to better market the MySoul Vibe app to users in the morning (push notifications, alerts). The second highest number is the evening, correlating with the data that **users meditate at home**, not in the middle of the day when they are working or out.

### When do you feel the app is most effective in helping you shift your vibe?



An overwhelming number of testers, 65.2%, feel the app is **most effective in shifting their vibe in the morning**. This correlates with the answers to the previous question suggesting that most users meditate in the morning or evening, rather than on the go. The remaining answers are relatively evenly distributed between the rest of the day.

**On average, how long are you able to feel the shift in your energy after you meditate with Mysoul Vibe? \*write in answer**

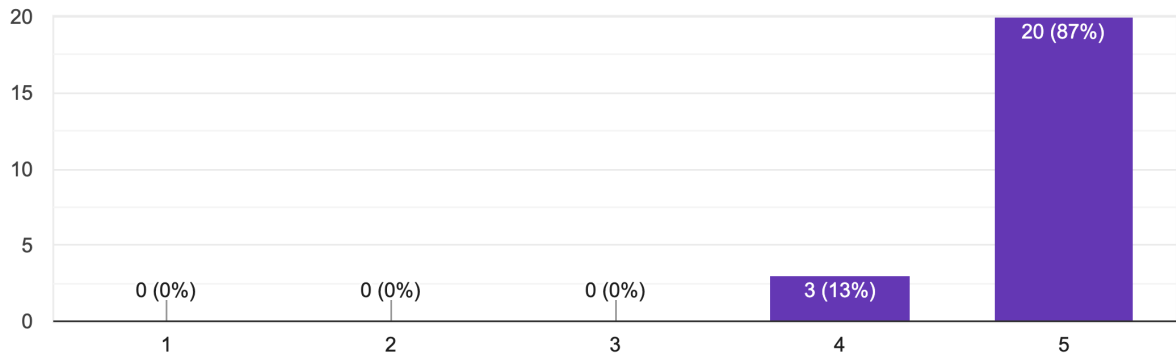
Results varied from 5 minutes to all day or night. Over 30% of testers said they were affected for 2-3 hours and 26% said they were affected all day. Two said that their results were immediate. Others suggested they had never noticed or it depended on the day. **With 91% of testers noting that the Mysoul Vibe meditation feature noticeably shifts their energy, and 51% of those testers say their energy is shifted for many hours or throughout the day, we can conclude that Mysoul Vibe's meditation feature is useful in helping people shift their energy.**

Overall, how do you feel at the end of a meditation using MySoul Vibe?



Many testers said that they feel “good” “great” “calm” and “relaxed” at the end of a MSV meditation session. Others used words such as “peace” “clear” “ease” “lighter” and “validated”. **All words given suggest a positive and powerful change when using the MySoul Vibe app.**

On a scale of 1-5, 1 being never and 5 being “I will/already have recommended”, how likely are you to recommend MySoul Vibe to others?



Majority of testers have or are willing to refer MySoul Vibe to others. Another 13% most likely will refer users. **This suggests a high potential for referral marketing, or word of mouth marketing. Referral Marketing generates 3-5x higher conversion rates than any other channels.**