



The Artefact

A free app created to encourage the users to accomplish small daily tasks to boost their mood and overall mental health. 'APPY' will focus on delivering small, achievable challenges that will help the user try out new things with the potential of them becoming regular hobbies. Although having a routine can be good, it is also important to keep an element of change and excitement to your days, preventing you from getting stuck in an unhappy cycle. 'APPY' will hope to deliver exactly what it says on the tin, an app that will make you 'appy.

Research

To gather further insight into how 'APPY' can deliver the best possible outcomes for its audience, a survey was distributed to the general public using social media. The survey helped narrow down the what the core focuses of the app should be as well giving us an insight into the target audience and what type of tasks they would like assistance with. Originally, I was intending for this project to have the output of a book or a calendar, with challenges spreading across the time span of 1 year - however the survey helped define that they would find an app most suitable to their needs. It's possible that this is because an app can be downloaded and deleted as and when you like on a device that is presumably always with you whereas as a book or calendar comes with a sense of dedication with it being a physical object you purchase and then have to carry with you. As for having a set time duration, the survey showed that although some were willing to take it on for a longer length of time, most would only be willing to stick to doing something each day for up to 6 months. This makes me think that it would be best to move away from setting a strict timeline to the experience, and instead just making it available for people to pick up and put down as they please. Giving them the option to embed it to their everyday routine or alternatively just use it as a mood boost when they need it. The control is completely in their hands, the app will just be a pleasant option if they wish to use it.

Target Audience

I used Instagram to research into similar companies that have the same focus as my project, to be able to bring joy or comfort to people in some way, for example, Emily Coxhead, The Sad Ghost Company and My Therapist Says. I found that all these groups typically had the same target audience - females aged around 18-30. So, although this app would be open and available to all audiences, I think realistically this is the target audience I'll be reaching.

Distribution & Marketing

'APPY' will be app made available to download for free on both Android and Apple devices. In regards to marketing, there will be social media platforms created on Instagram & Facebook, here I will upload content and sneak peeks into the challenges before during and after the launch of the app. Before it's launch, I can use social media to gain a following of interest to secure a more successful launch of the app - in particular I would like to focus on Instagram as this is more image based. As well as app content I would like to use the social media platforms to post helpful information on those that may be struggling with their mental health as well as just tips and tricks to stay on top of doing your daily challenges. It's possible that a website may later be developed and used as a landing page where users can go to gain archived information, such as recipes from past challenges, or follow the daily challenge upload.

Production

All the graphics and content for the app will be made in house, however as I don't currently hold any code or app making skills, I will have to outsource someone to help me realise the app itself. Ideally, I would like to work with a smaller business or freelance coder as this would be more in line with the project's ethos. This could also mean that the cost of the production is minimised. As there's no time constraint on when the app is to be built, there would be no reason for me to go with a larger firm.

Funding

Financially, I won't be able to support the project myself once it gets to the stage of producing the app. I would like to receive support from charities such as Mind as the project is indirectly linked with helping people's mental health, however if this is available, I would turn to Crowdfunding.