



# DIGIDOT ✨

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# ✦ DIGIDOT + ✦



Virtual buddy to help improve digital wellbeing and awareness



Provides reminders to drink water, go outdoors, etc.



Urges digital awareness by encouraging you to take breaks

# ✦ DIGIDOT ✦



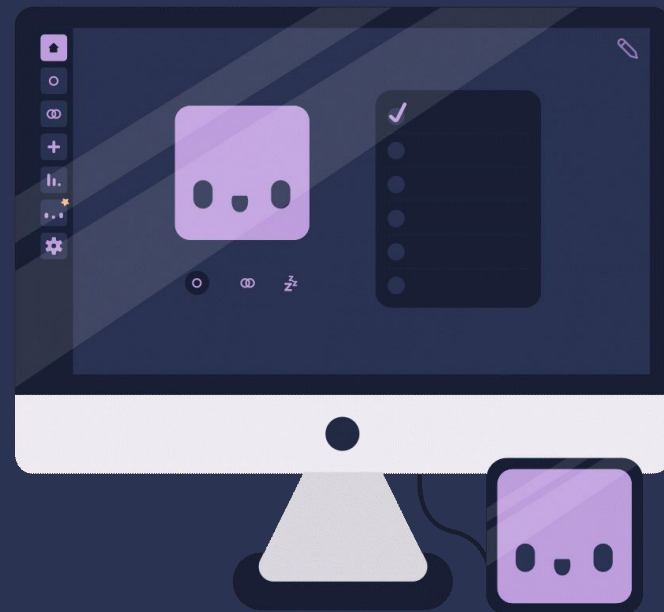
DigiDot + links to the app,  
with customisable themes



The app allows for customisation  
for notifications and reminders



App acts as a digital analytics hub,  
where you can be aware of your  
screen time



# DIGIDOT PREMIUM ✨



**DigiDot** - Free Application with limited features for Digital Wellbeing



**DigiDot Premium** - Priced at £6/mt for unlimited modes, customisation, socials etc.



**DigiDot +** - Purchasing the DigiDot product includes app upgrade to DigiDot Premium forever

# UNIQUE SELLING POINTS



## Friendly

DigiDot acts as a virtual buddy with a friendly face



## Social

DigiDots can connect to others, allowing for motivational messages from friends



## Great Gift

Great gift for individuals working from home or at a screen

# ★ GOALS



Better mental and digital wellbeing for individuals working from home.



Become more digitally aware with screen time analytics and suggestions



Help promote work environments that support decent work with fair rights to regular breaks and reduced stress (SDG 8)



# ★ OBJECTIVES



Design and develop a digital awareness application - 'DigiDot'

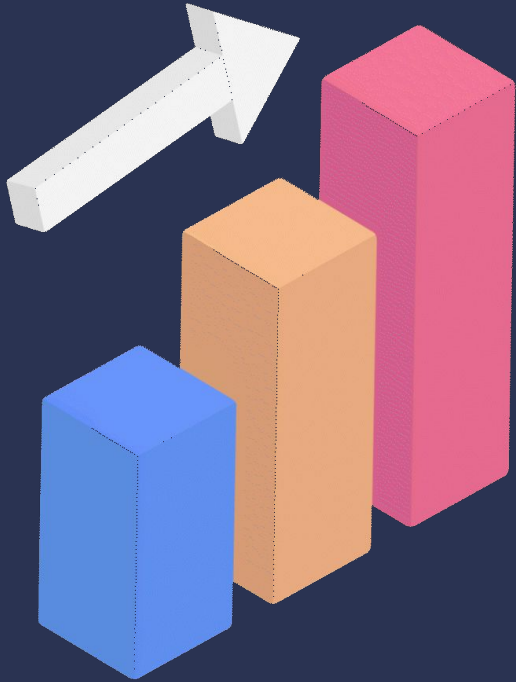


Establish a reputation for innovation in digital awareness in an increasingly digital world.



Secure partnerships with wellbeing organisations, such as Headspace.

# FINANCIAL FORECAST



## Technology Costs:

£22.90 – Raspberry Pi Screen and component, Micro USB Cable



## 3D Printing Costs:

Dimensions: 60mm x 45mm x 20mm  
£182 – Nylon PA12 (20 pcs)



## Total Average Cost:

£36 per unit, £721 for 20 units  
(including marketing / distribution)

**Cost of Product  
for \*20% Margin:**

**£45.50**



Niche Customer Segment

# TARGET MARKET



**ROWEN, 28**

**Occupation:** Designer

**Attributes:** Hybrid worker, hardworking, busy

**Goals:** Improve screen time, take regular breaks, manage time



**HANNAH, 42**

**Occupation:** Accountant

**Attributes:** Busy, Bored easily, distracted

**Goals:** Improve screen time, improve focus, limit distractions



**JAKE, 15**

**Occupation:** Student

**Attributes:** Gamer, dedicated, inactive

**Goals:** Manage screen time, exercise more and drink more water

# COMPETITOR ANALYSIS ✨



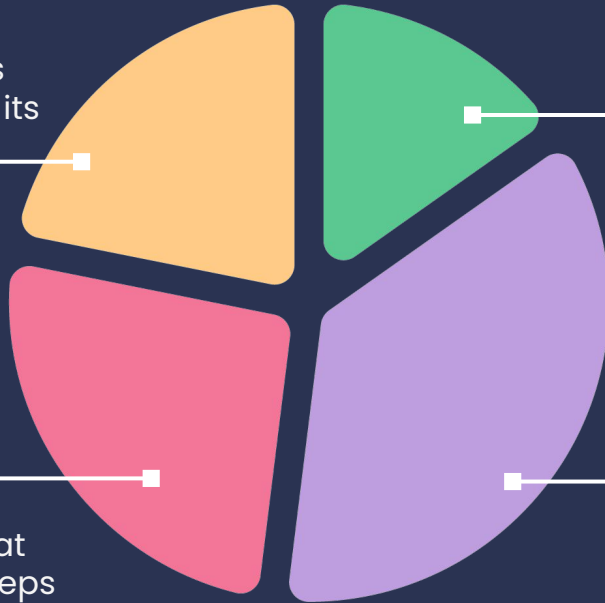
## Emo Pet

AI Desktop Pet that walks around and responds to its environment



## Forest App

Focus Pomodoro Timer app that blocks out notifications and keeps you from distractions



## Divoom

Desktop companion / bluetooth speaker that has an online pixel art community



## Amazon Alexa

Personal Assistant that has voice activity and answers all of your questions



# ✦ MILESTONES



## **Designing / Prototyping**

Character/App/Product design, animation, app prototyping, product prototyping etc.



## **Production / Assembly**

Purchasing materials, assemble product and develop application



## **Feedback / Testing**

User testing and feedback - make adjustments accordingly



## **Distribution / Marketing**

Distribute product, market online, shipping costs, advertising etc.





## Strengths

- Improves Digital Awareness and Workflow
- Takes up little space
  - Easy Setup
- User Friendly UI



## Weaknesses

- No sound cues
- No voice activity
- Has to remain plugged in
- Can't move around
- No touch screen



## Opportunities

- More people working from home since Covid
- Introduce Digital awareness to young people growing up in a Digital world



## Threats

- Competitors can adjust their prices to compete
- Competitors have quick distribution (Next day delivery)
- Copying / Stolen idea



THANKS FOR  
LISTENING!