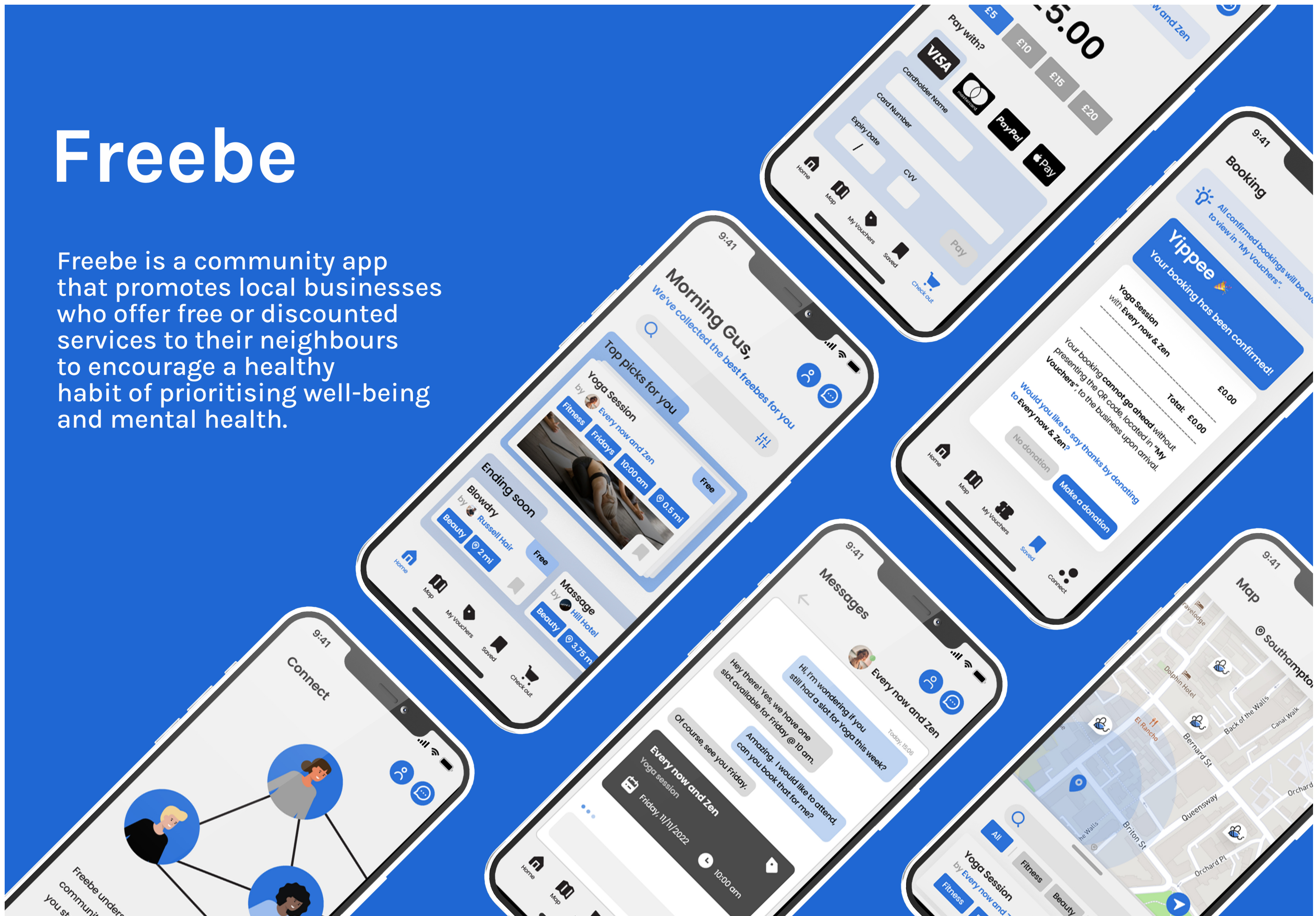


Freebe

Freebe is a community app that promotes local businesses who offer free or discounted services to their neighbours to encourage a healthy habit of prioritising well-being and mental health.



Project Summary

02.

Problem

There is a significant decline in wellbeing as a result of poverty and lack of community support. It affects all generations and with the current economic crisis this will only continue.

A decrease in wellbeing can affect life expectancy and how a community will behave with another.

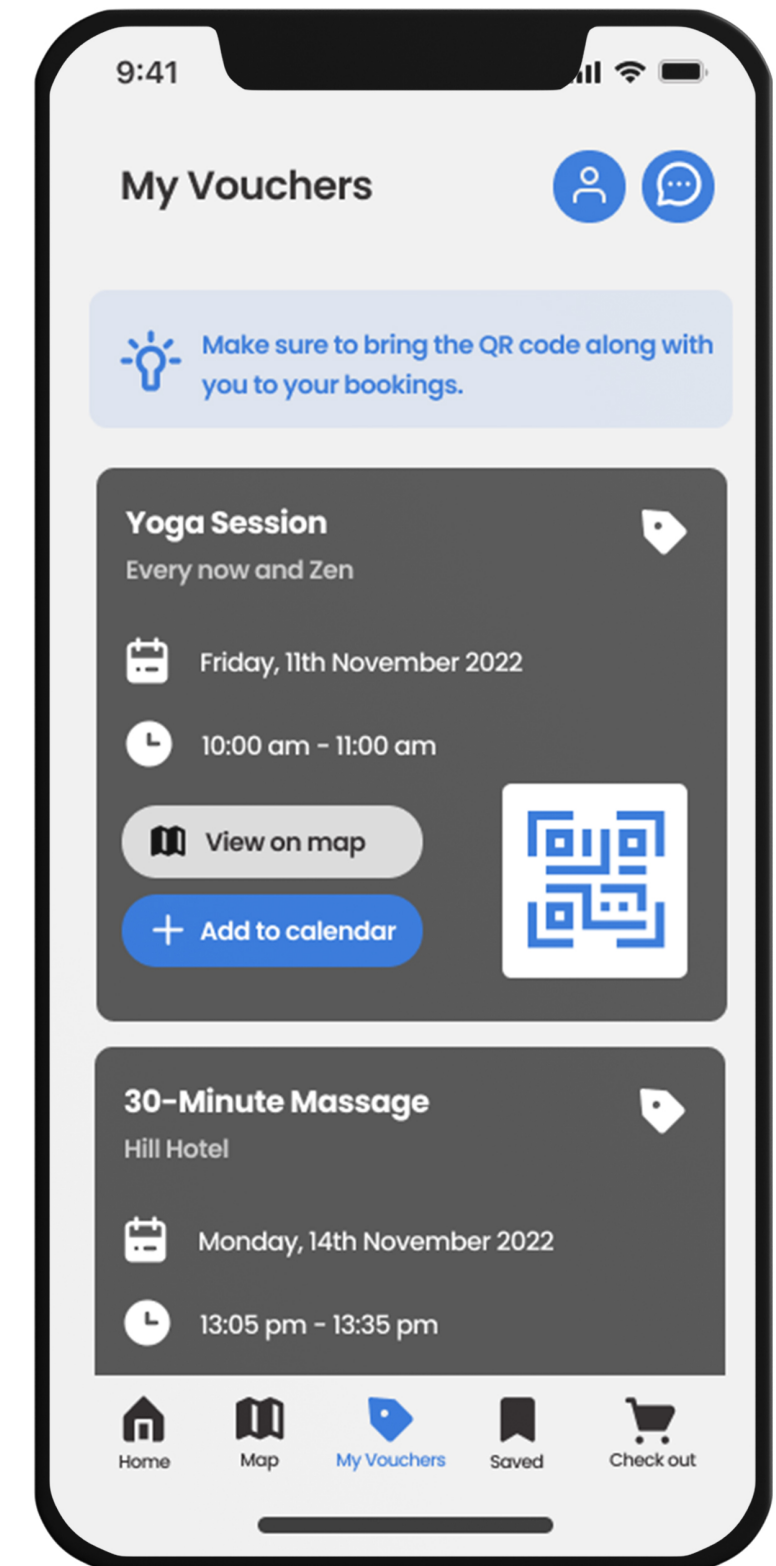
Process

Research within my local community highlighted that cost was a barrier to accessing and providing well-being services. Initially, the concept was centred on businesses providing free services to the community. However, it became apparent that connecting with existing government funding schemes is essential, to reduce the barrier of cost for local businesses providing well-being services as part a community-centred initiative.

Proposal

I propose an app that enables local businesses to provide free or discounted services to their community. With an initial assistance of a government-funded programme.

It will provide all community members with access to services that will improve their well-being. Consequently, improving local businesses and community support for future generations.



Social & Environmental Impact

03.

Social Impact

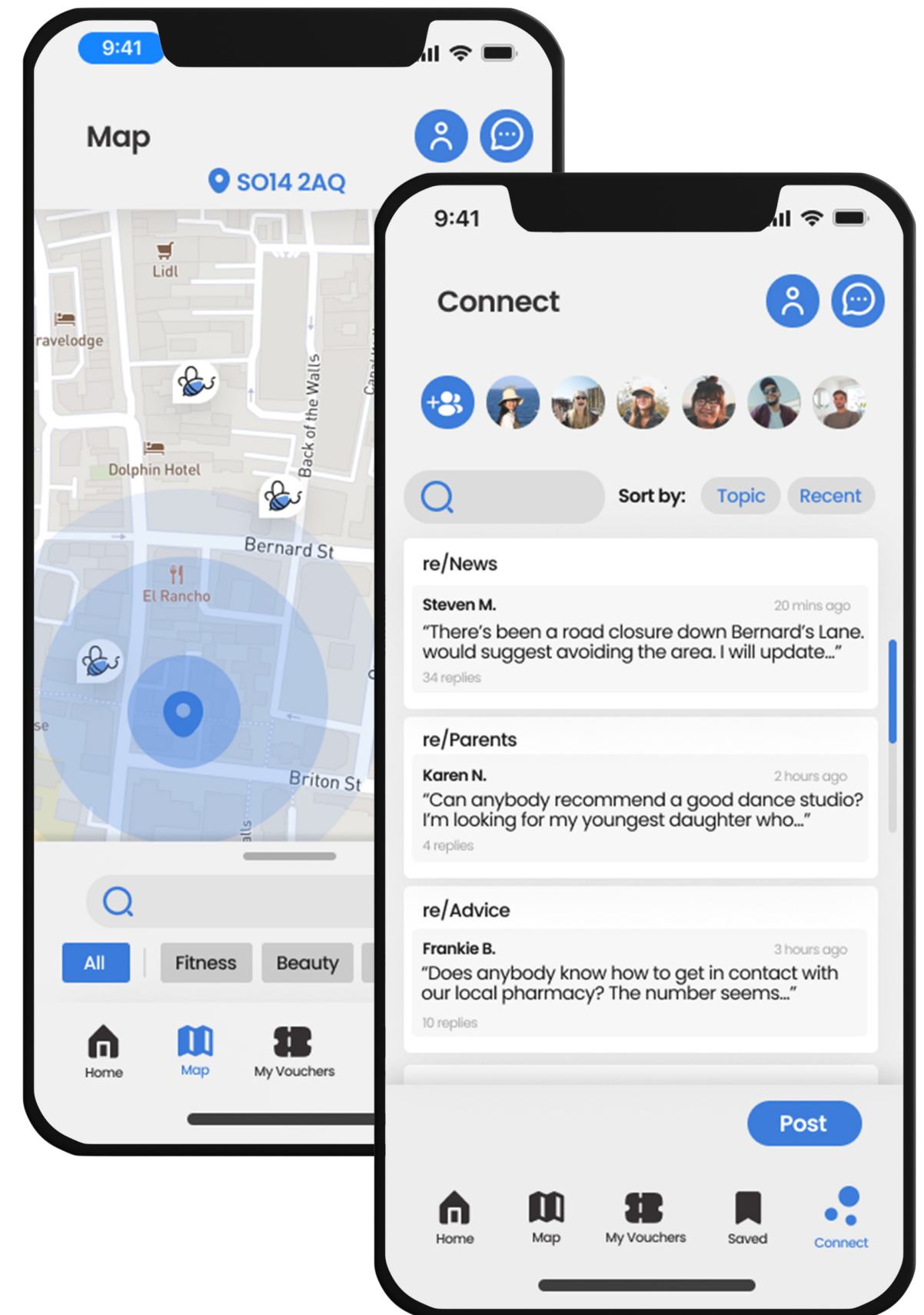
Freebe aims to motivate people to prioritise their wellbeing and provides everyone with the chance to do so at lower prices.

It will ideally bring about a societal shift in how we see wellbeing, resulting in systemic change. The “connect” side of the app allows users to talk to their neighbours using a forum, this will hopefully regain community support.

Environmental Impact

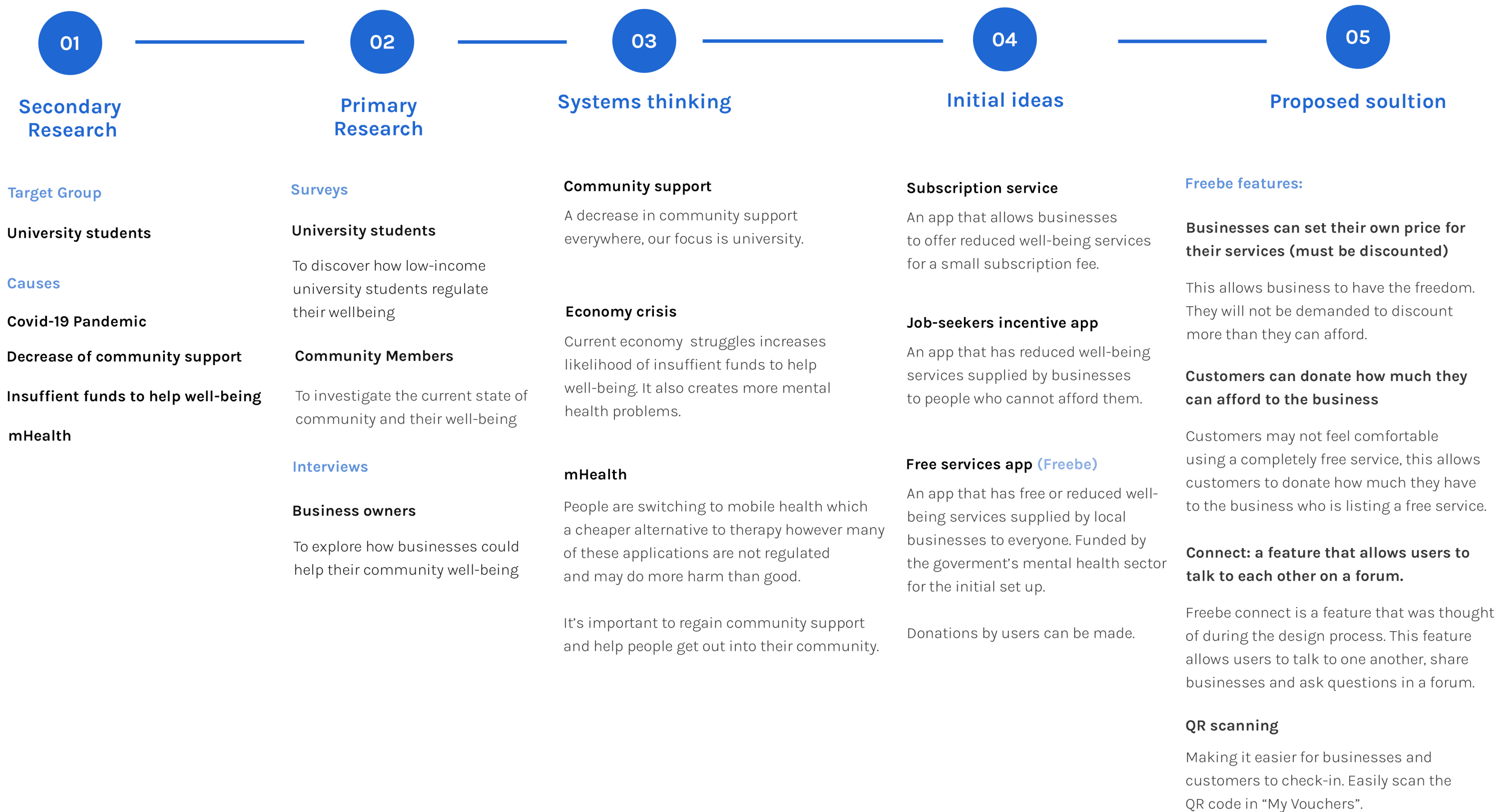
Freebe map radius operates in close proximity to the user, which encourages individuals to support local businesses rather than go far for what they already have nearby.

Theoretically, this would lead to a decrease in traffic and air pollution the 11th goal of the United Nations Sustainable Goals.



Research Process

04.



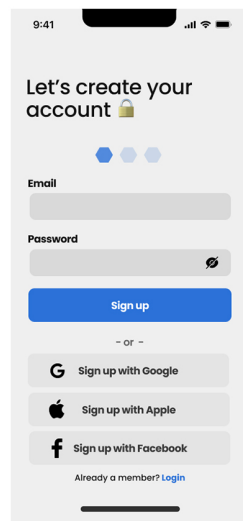
User Journeys

05.

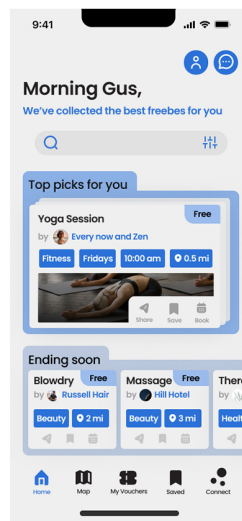
Personal account user journey



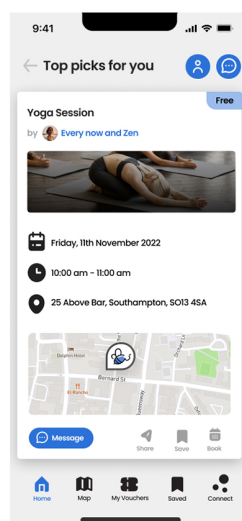
Gus



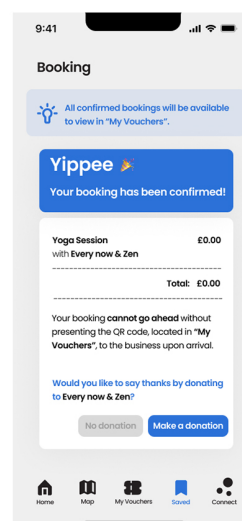
Creates an account



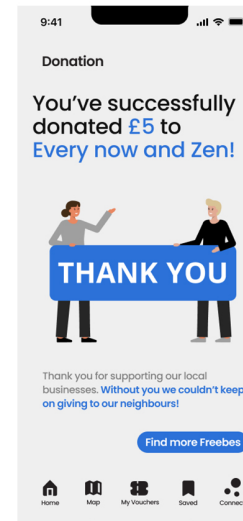
Views personalised free listings



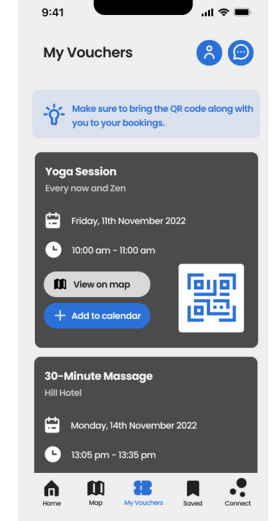
Discovers local businesses and checks listings out



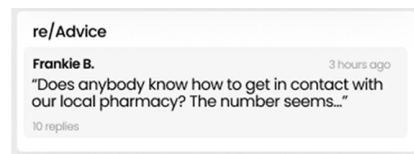
Books a session with no fee



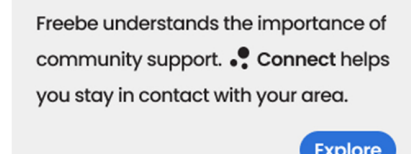
Makes a small donation to the business



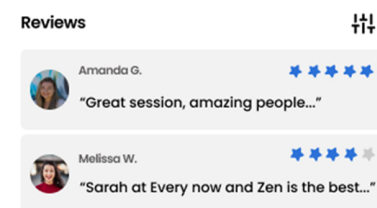
Scans QR code at event



To cope with isolation issues, 'Connect' allows Gus to ask his community for advice whenever.



Gus stays connected with neighbours on his new favourite app

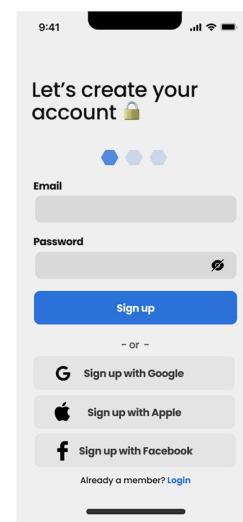


Gus' Well-being has improved by being able to do something he enjoys for free. He leaves a positive review and tells friends.

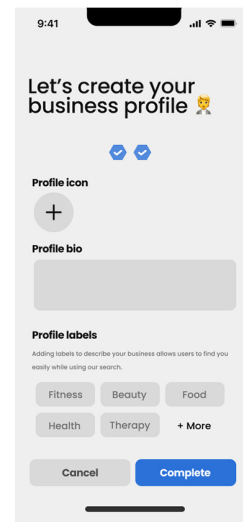
Business account user journey



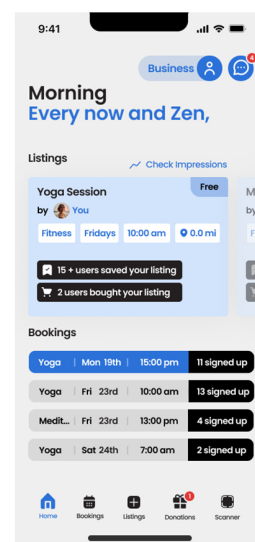
Sarah,
owner of
Every now and Zen



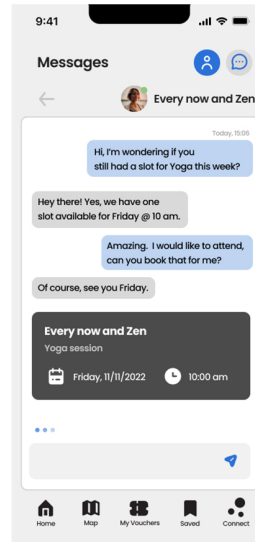
Creates an account



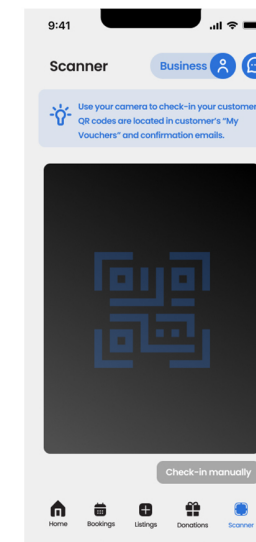
Adds a Business Profile



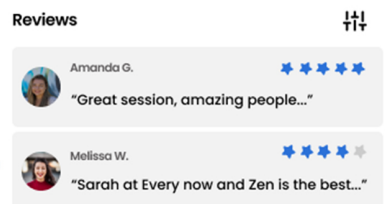
Can view listings, bookings, etc.



Talks to their future/present clients



Easy QR scanner for smooth check-in



Sarah's business receives positive attention from new clients in her area and receives donations too.

Viability

06.

The **success of Freebe will be determined by the success stories** of its users and the app's ability to generate sales. Success could be determined by the number of donations made by users to businesses.

Although **Freebe would initially benefit from a government scheme** (similar to "Eat out to help out"), the application has the ability to succeed on its own. **Businesses are increasingly adopting "good marketing"** as an alternative to paying advertising fees to global giants such as Facebook and Google. These "acts of goodwill" could boost business growth and motivate businesses to allocate marketing funds to provide free services to their clients.

The government spends £115 million annually on mental health. **Allowing businesses to reclaim their discounts would benefit the economy, community well-being, and businesses.**

The app **enables a business owner to control booking, listing, communication, and advertising inside a dedicated app.** Using QR check-in, businesses would utilise their smartphones in substitute of acquiring additional equipment. **This might be an alternative to using card machines, for which companies may already incur a fee.**

