

# **Project Summary**

### **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**

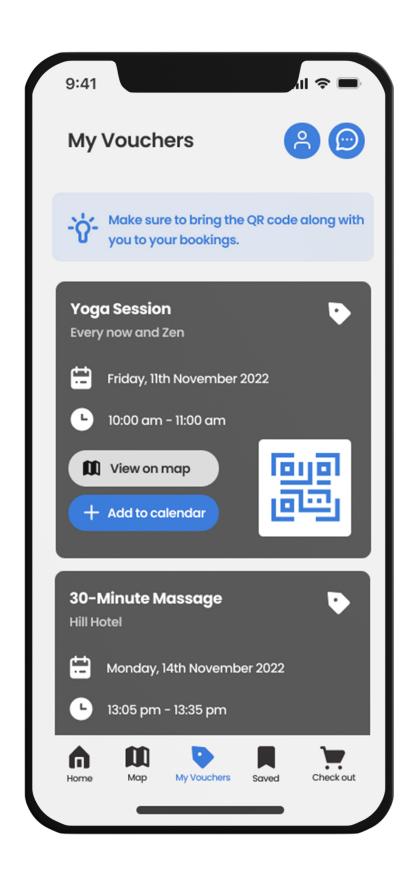
Research within my local community highlighted that cost was a barrier to accessing and providing well-being services. Initially, the concept was centred on businesses providing free services to the community. However, it became apparent that connecting with existing government funding schemes is essential,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

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 Impact**

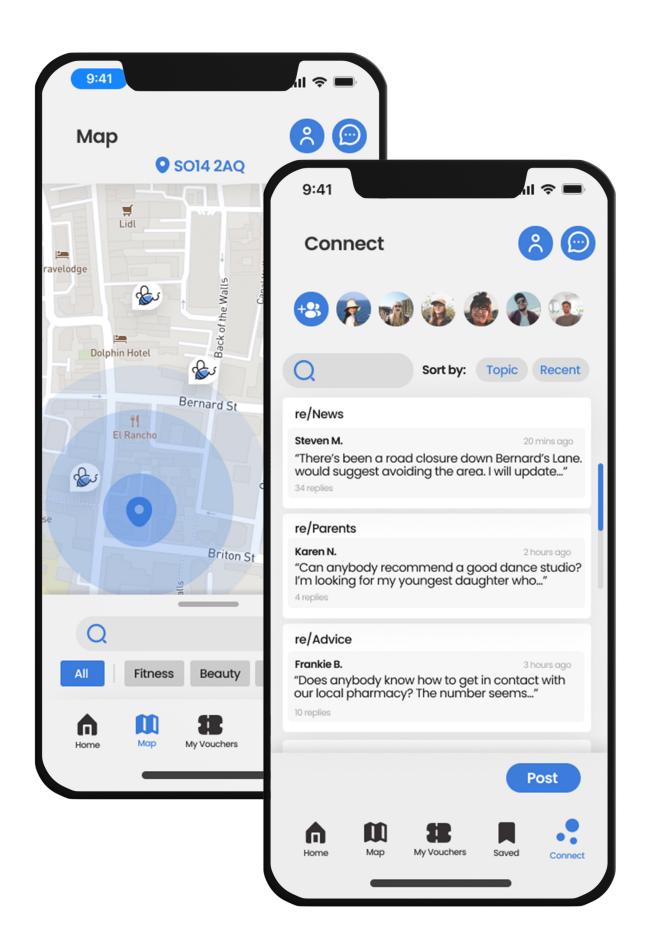
Freebe aims to motivate people to prioritise their wellbeing and provides everyone with the chance to do so at lower prices.

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, whic 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.



Secondary Research

#### **Target Group**

**University students** 

#### Causes

Covid-19 Pandemic

Decrease of community support

Insuffient funds to help well-being

mHealth

02

Primary Research

### 3)

#### Surveys

#### **University students**

To discover how low-income university students regulate their wellbeing

#### **Community Members**

To investigate the current state of community and their well-being

#### **Interviews**

#### **Business owners**

To explore how businesses could help their community well-being

03

### Systems thinking

#### **Community support**

A decrease in community support everywhere, our focus is university.

#### **Economy crisis**

Current economy struggles increases likelihood of insuffient funds to help well-being. It also creates more mental health problems.

#### mHealth

People are switching to mobile health which a cheaper alternative to therapy however many of these applications are not regulated and may do more harm than good.

It's important to regain community support and help people get out into their community.

### **Initial ideas**

#### Subscription service

An app that allows businesses to offer reduced well-being services for a small subscription fee.

#### Job-seekers incentive app

An app that has reduced well-being services supplied by businesses to people who cannot afford them.

#### Free services app (Freebe)

An app that has free or reduced wellbeing services supplied by local businesses to everyone. Funded by the goverment's mental health sector for the initial set up.

Donations by users can be made.

### Freebe features:

## Businesses can set their own price for their services (must be discounted)

**Proposed soultion** 

This allows business to have the freedom. They will not be demanded to discount more than they can afford.

## Customers can donate how much they can afford to the business

Customers may not feel comfortable using a completely free service, this allows customers to donate how much they have to the business who is listing a free service.

## Connect: a feature that allows users to talk to each other on a forum.

Freebe connect is a feature that was thought of during the design process. This feature allows users to talk to one another, share businesses and ask questions in a forum.

#### QR scanning

Making it easier for businesses and customers to check-in. Easily scan the QR code in "My Vouchers".

# **User Journeys**

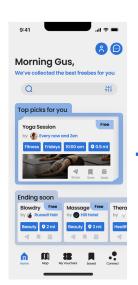




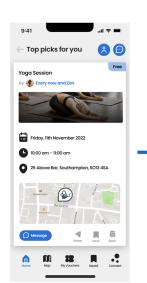
Gus



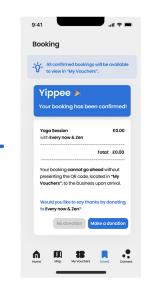
Creates an account



Views personalised free listings



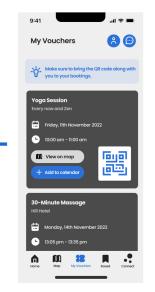
Discovers local businesses and checks listings out



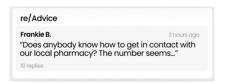
Books a session with no fee



Makes a small donation to the business



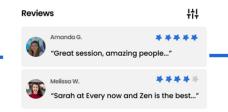
Scans QR code at event



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

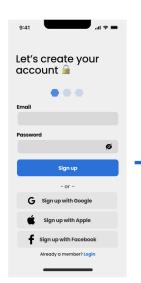


Gus' Well-being has improved by being able to do something he enjoys for free. He leaves a positive review and tells friends.

## Business account user journey



Sarah, owner of Every now and Zen



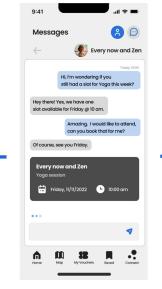
Creates an account



Adds a Business Profile



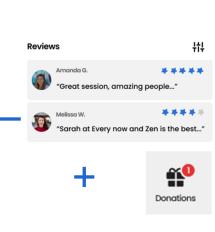
Can view listings, bookings, etc.



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.

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.

