

# OPUS

The word "OPUS" is written in large, light green, sans-serif capital letters with a slight drop shadow. A bright yellow arrow points from the top left towards the letter 'O', then extends horizontally across the middle of the letters before tapering off to the right.

“Earn More for Using Your Phone Less!”

Brianna Ingram and Abbey Mandl

# Overview

## Problem

Teens and Young adults this generation have been known to be addicted to cell phones and tend to go through withdrawals when they aren't on their cell phones. This is why we created this app.

## Solution

Teens and Young adults who are addicted to their cell phones can either use this for personal reasons or in the workplace. When they stay on the app and don't use others, they get rewards whether it be a free appetizer from Texas Roadhouse or leave 15 minutes early from work. The app works on an incentive system that rewards others when they don't use their social media apps..

Welcome to  
**OPUS**

skip

next

**OPUS**  
helps you limit  
distracting phone  
use , while keeping  
all the great stuff.

skip

next

The best part is you  
get rewarded for  
staying on task!

skip

next

# SIGN IN

Email

enter

Password

enter

sign up

next

# SIGN UP

Name

enter

Email

enter

Employer ID

enter

Employee ID

enter

Password

enter

sign in

next

## Finally, we need some permissions

Notifications



We remind you to turn on work mode, so you get the maximum reward possible. Don't worry we won't bother you any other time.

Location



Allows us to send you a notification to use OPUS, when you have arrived at work and allows us to automatically turn off work mode when you leave.

next

OPUS 

TURN ON  
WORK MODE

Turn on work mode to  
start earning points.  
For every hour of  
productivity you will  
earn 10 points.




OPUS 




TURN OFF  
WORK MODE


Great! You are now  
racking up points. We  
will have a productivity  
report for you at the  
end of the session.






**OPUS** 


Date	Time	Score
Mon 3/16	7H 30M	95%
Tue 3/17	8H 12M	83%
Wed 3/18	7H 19M	90%
Thu 3/19	8H 35M	86%
Fri 3/20	5H 15M	91%

**OPUS** 

Balance	Opt
Free Medium Coffee From the Café	100pt
Pass to get off 15 minutes early	150pt
1 Month Premium Parking Pass	999pt
Donuts for the whole department	750pt
5% Off Lunch from the Café	50pt




  

**OPUS** 

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Would you like to  
redeem this reward?  
A code will be sent to your email

Cancel Redeem

# Some background

The official name for smartphone addiction is Nomophobia which is defined as having a fear of not being with your phone. Cell phones have been around for years though, so why the sudden increase in personal dependence? Well quite simply, its defined by the nature of the content on the device... we're talking internet, social networks, apps, video, music and so on.

## What are the popular impulse-driven triggers?:

- Social Media networks and Relationship-driven content
- Overexposure to information and data e.g, games, surfing, apps
- Dating sites such as Tinder, Hily, and Taimi
- Shopping and Gambling

# Symptoms of Nomophobia

- Anxiety
- Stress
- Narcissism
- Depression
- Loneliness
- Attention Deficit Disorder
- Sleep deprivation or Insomnia



# Market Validation

## SMARTPHONE USE

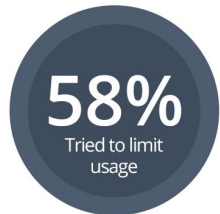
**63x**  
Interactions  
**+16 from 2018-2019**

The average smartphone user checks their device 63 times a day.

**86%**  
**+1% from 2018-2019**

of smartphone users will check their device while speaking with friends and family.

## BREAKING THE HABBIT



**+11 from 2018-2019**

**58%** of smartphone users have attempted to limit their usage in the past. **41%** of which felt they were successful.



**+11 from 2018-2019**

## Your Teenagers Health

**71%**  
Suicide risk

Teenagers who spend 5 hours a day on electronic devices are 71% more likely to have suicide risk factors than those with 1 hours use.

**51%**  
Reduced sleep

Teens that spend 5 hours a day on electronic devices are 51% more likely to get under 7 hours sleep when compared to 1 hours use



**89%** of parents blame themselves and caregivers for the responsibility of a child's phone use

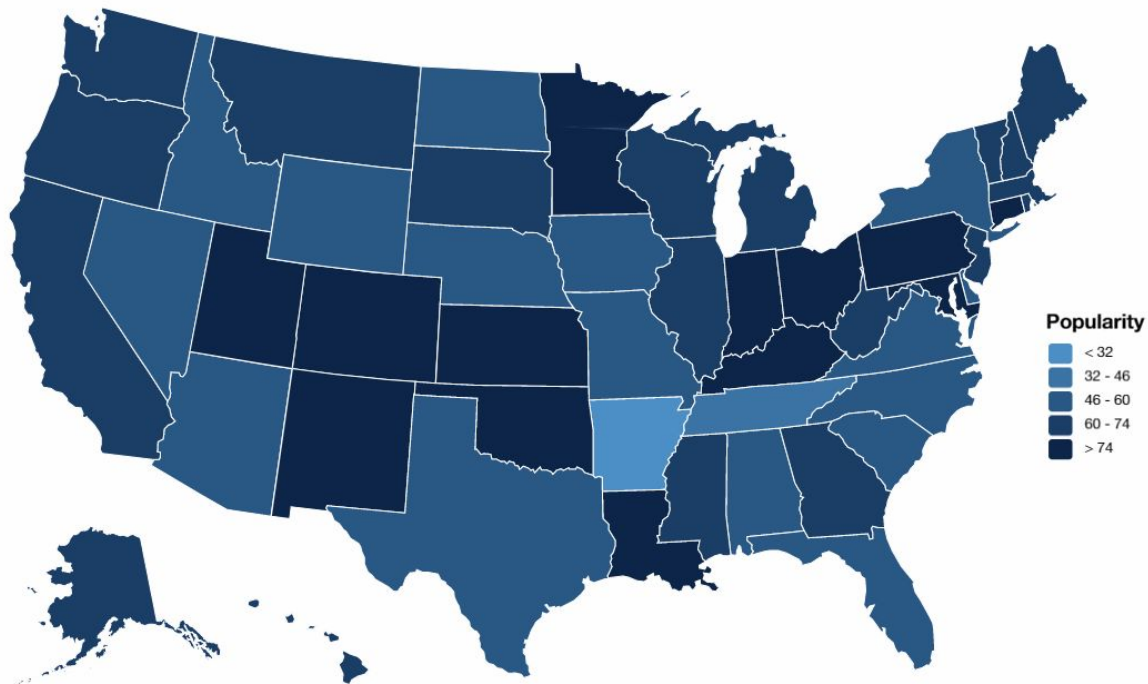


8th graders who are heavy users of social media have a **27%** higher risk of depression

70% of employees keep their phones “within eye contact” at work.

91% of corporate employees are using at least one mobile app.

# US States stats



1. Indiana	100	12. Kentucky	76	23. Alaska	61	34. Virginia	59	45. Nebraska	52
2. Oklahoma	100	13. Minnesota	74	24. Rhode Island	61	35. Wyoming	59	46. Arizona	51
3. Utah	98	14. Washington	73	25. South Dakota	61	36. Delaware	58	47. South Carolina	51
4. Connecticut	91	15. Oregon	71	26. West Virginia	61	37. Idaho	58	48. North Carolina	50
5. Maryland	85	16. Michigan	69	27. Wisconsin	60	38. North Dakota	58	49. Texas	47
6. Louisiana	82	17. New Jersey	68	28. Georgia	60	39. Alabama	56	50. Tennessee	41
7. Kansas	82	18. Massachusetts	66	29. Hawaii	60	40. District of Columbia	56	51. Arkansas	18
8. Pennsylvania	80	19. Illinois	64	30. Mississippi	60	41. Iowa	54		
9. New Mexico	80	20. California	62	31. New Hampshire	60	42. Missouri	53		
10. Colorado	80	21. Maine	62	32. Vermont	60	43. Florida	53		
11. Ohio	79	22. Montana	62	33. New York	59	44. Nevada	53		

## How we are different

We track productivity time and give incentives instead of just collecting data.  
We look at departments as a whole.

When giving incentives, it will pop up as “User 909 earned ‘10% off of lunch at the cafe’.”

## Market Adoption

- Business conferences
- Paper marketing
- Billboards
- Grapevine A.K.A Word of mouth



BigTime



Tempo  
Timesheets



TSheets



Harvest

# Source Page

<https://www.bankmycell.com/blog/smartphone-addiction/>

[https://www.getapp.com/p/sem/time-tracking-software?t=Top%20Time%20Tracking%20Software&camp=adw\\_search&utm\\_content=g&utm\\_source=ps-google&utm\\_campaign=COM\\_US\\_Desktop\\_BR-Time\\_Tracking&utm\\_medium=cpc&account\\_campaign\\_id=1489446694&account\\_adgroup\\_id=64394122304&ad\\_id=284746091202&gclid=Cj0KCQiAv8PyBRDMARIsAFo4wK1NyC78IOfN0WRMQJTOP-WH8ss3n3ygUoC-XVDRN-MgyPBx\\_fhDk1YaAj6gEALw\\_wcB](https://www.getapp.com/p/sem/time-tracking-software?t=Top%20Time%20Tracking%20Software&camp=adw_search&utm_content=g&utm_source=ps-google&utm_campaign=COM_US_Desktop_BR-Time_Tracking&utm_medium=cpc&account_campaign_id=1489446694&account_adgroup_id=64394122304&ad_id=284746091202&gclid=Cj0KCQiAv8PyBRDMARIsAFo4wK1NyC78IOfN0WRMQJTOP-WH8ss3n3ygUoC-XVDRN-MgyPBx_fhDk1YaAj6gEALw_wcB)

<http://www.perillon.com/blog/mobile-statistics-devices-at-work>

<https://www.bankmycell.com/blog/smartphone-addiction/>

## Partners

Corporate companies who enforce the app on their employees

## Value Proposition

Giving rewards for productivity in the workplace

## Distribution

App store

## Revenue

Licensed to employers to pay their employees and availability to access codes

## Customer Segments

Necessary for the consumer who is addicted to their phones

## Key Activities

Rewards for staying on the app

## Key Resources

Cash will be our key resources with coupons and other rewards

## Customer Relationships

Partnering with other companies to create growth in customers.

## Costs

\$20/hr for our company's employees and coupons for external rewards.

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