



# SEARCH FOR THE NEXT TECH GIRL SUPERHERO

## BUSINESS PLAN

**Calma**

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[www.techgirlsmovement.org](http://www.techgirlsmovement.org)

[www.searchforthenexttechgirlsuperhero.org](http://www.searchforthenexttechgirlsuperhero.org)



## Section 1: Product Description

### Understanding your product:

The problem identified by the ### team was anxiety and stress caused by the increased demands from primary to secondary school, felt by many of their peers. This aligns with the 2017 Technovation theme of Health. For more information about the app, see the 100-word description below.

Before creating our app, it is important to understand our strengths and weaknesses as a team. The SWOT table completed(in appendix) shows that our strongest asset is our research skills, while our weakest is AppInventor and coding. We also feel confident speaking in front of people, as shown by the fact that our second strongest point is our pitch and demonstration presentation. We also are relatively strong in design, budgets and finance and marketing and branding, while some of our weakest points are documenting a business plan and project management.

Through summarising the SWOT table, and analysing each person's strengths and weaknesses, it is recommended that Rachel Head of AppInventor and Coding, Ella is the Head of Marketing, Holly is the Project Manager, Ruby is the Head of Budgets and Finance. Audrey will assist Rachel with the coding of the app. All students will be responsible for completing part of this business plan, this is because documenting is no one's strengths.

### 100 word summary:

This app is designed to support secondary school students with their organization, to improve their mental health. It has the functionality for users to record upcoming deadlines, a space for users to goals for the future, an area with links and ideas to assist users to take time to be mindful, to focus on the now, not the future which can, at times, seem overwhelming. Most importantly it has a comprehensive list of external links where users can access extra help and support. The unique value of the Calma app is that it is designed by secondary school students.

## Section 2: Potential Market & Research

### Competitor Analysis:

The tables below provide a summary of how potential competitors try to solve the problem identify by team ###. Calma has some of the same features, but doesn't copy any one app.



Competitor	REACHOUT BREATHE	SMILING MIND	Youthbeyondblue THE CHECK-IN	iMoodJournal	MINDSHIFT
Price	Free	Free	Free	\$2.49 – iOS / \$1.31 – Android	Free
In-app purchases	No	Yes	No	No	Yes
Basic/Medium/High functionality	High- heart rate monitoring and buttons to link to outside websites	High	High	Medium	High
Ease of navigation	Easy and intuitive	Easy and intuitive	Easy and intuitive	Easy and intuitive	Easy and intuitive
App overview	When you're feeling, anxious or stressed, taking a few moments to focus on your breath can help to calm down your mind and body. By slowing down your heart rate, you can reduce the physical symptoms of anxiety, like shortness of breath and a feeling of tightness in the chest. This interactive app by ReachOut uses simple visuals to guide you through some slow, deep breaths. It also lets you measure your heart rate, so you can check your baseline and how you're going throughout the day.	Mindfulness meditation can be a valuable tool for improving your mental wellbeing. Research has shown that regular mindfulness practice can help you feel calmer and more positive, as well as giving you more energy, clarity and focus. Smiling Mind guides you through simple meditation exercises to get you started on your mindfulness journey. Colourful and warm, the app uses engaging illustrations and short meditation sessions to train you to become more aware of your breath and your senses, so you can bring mindfulness into your everyday routine.	beyondblue created this app to help young people help each other. It's not easy to start conversations with friends or family who you think might be struggling – or to know how to help once you do talk about it. The Check-in app guides you through how to approach the topic of mental health, questions you could ask, how to respond and what you could do to best offer support. The app offers tips not just for helping others, but for checking in with your own mental health, including advice from young people who have been through these conversations with friends. For further support, it also connects you to a range of professional online and phone services.	The first step to boosting your mood is understanding your mood – and that means recognising your patterns, and what situations or events might trigger different feelings. iMoodJournal is an easy way to keep track of how you are feeling, with colourful charts for measuring your mood, and space to record your thoughts and feelings. Use hashtags to help understand the connections between your mood and experiences, and look at patterns over time to identify what makes you feel your best.	If you struggle with anxiety, perfectionism, worry, social anxiety, performance anxiety or panic, learning to think differently about your anxiety can help you cope more effectively. MindShift is designed for teenagers and young adults, providing strategies to help you relax, develop more helpful thinking styles, and take active steps to give you more control over your stress and worry. Instead of trying to avoid anxiety, the app teaches you how to face it, offering specific tools to help you deal with challenging situations.



Code blue, although a mental health app, is not specific to anxiety, but has the same target market. Reachout breathe was analysed as the team identified that mindfulness is an important strategy for teenagers who are experiencing difficulty coping, who may have some form of anxiety. The Check In's main feature that ### thought was of use is the ability to access links for additional help. iMoodJournal stands out as the only app out of the competitors analysed that is a paid app. As mental health is a very serious issue, Calma will not require users to pay as this could add extra stress to the user who is in a vulnerable state. Mindshift is the only competitor analysed that specifically aims to deal with anxiety, as Calma does. The aim of both apps is the same, but calma is focused more towards a school setting where Mindshift is for many age groups.



## Trend Research:

Most Australians with a mental illness are affected by the illness in their youth or early adulthood ("Understanding depression – for health professionals", 2017). 1 in 4 Australians aged 16-24 years old currently have a mental health condition("beyondblue", 2017a). Just under 7% of people aged 4-17 in Australia experienced an anxiety disorder in 2015(beyond blue, 2017a).

Anxiety is more than feeling stressed, it can make it difficult to carry out day-to-day life (beyondblue, 2017b). There are many triggers for anxiety, the most common is school exams or problems within a young person's family.

## References:

*beyondblue*. (2017a). *Youthbeyondblue.com*. Retrieved 20 July 2017, from <https://www.youthbeyondblue.com/footer/stats-and-facts>

*beyondblue*. (2017b). *Youthbeyondblue.com*. Retrieved 27 July 2017, from <https://www.youthbeyondblue.com/understand-what's-going-on/anxiety>

*Understanding depression – for health professionals*. (2017).

*Headspace.org.au*. Retrieved 20 July 2017, from

<https://headspace.org.au/health-professionals/understanding-depression-for-health-professionals/>

## Consumer research:

We collected information through an online survey that was sent out to all students in the secondary school at St Margaret's Anglican Girls School in Ascot, Brisbane. Through this survey, we were able to see the current state of mental health within this community, and we were also able to find out what the community would want the app to be like.

Within the survey, we were trying to find out information on how many people within St Margaret's could be suffering from a mental illness. To do this we made questions that showed if someone had depression, through symptoms of depression. For example, being excessively tired during the day is a



symptom of depression, so we made a question asking people how often they felt excessively tired during the day. 90 people said that they feel excessively tired during the day 2-3 times each week. This is equivalent to 34%. Only 1% of people say that they never feel excessively tired during the day. This means that only 1% of people do not have this symptom of depression.

Target Market:

Our app is targeting 11 to 17-year-old female students within Australia.

There is a need for this app to help work towards improving mental health within teenage girls in Australia. The statistics related to suicide and mental illness in Australia are shocking, and sadly most deaths caused by suicide are within young Australians. If our app existed, it would be used to help the people affected by anxiety deal with their illness, and would help prevent other people from developing illnesses. Our app could be used once a day, once every few days or once a week, depending on personal preference, and what an individual has time for or wants to do.

Potential Market Size:

Our potential market is located in Australia. They would be able to use our app daily or weekly, depending on their personal preference. We have designed the app to be used daily, but if users do not want to use it every day, they can only use it every few days or once a week. They can use our app any day just to work out what they have on that day, but it does include many features designed to help improve mental health. If they are ever feeling like they are struggling with mental health, they can use it to see how their mental health is actually going, and it will also provide many phone numbers and websites that you can visit to get professional help, or even if you just want to talk to an everyday normal person like yourself.

Many teenagers have a need for this app, because statistics show that mental health within teenagers has got significantly worse over the last few years. Our app could be sold to the federal government, which they could then finance and provide to all people, specifically teenage girls in Queensland, to be used. There could be advertisements introducing the app to make sure that all teenage girls that would want to use the app are able to.

### **Section 3: Finances**

Budget:

Costs associated with building the app include staff (student in this case) time for building the app, legal and accounting costs as well as rent for a space.



The estimates below are done assuming that 3 people develop the app, from their home. Not a corporation. Additionally, it is for an android only app, even though calma has identified that moving into the iOS platform is an area for future expansion. It is also made using the current functionality as a guide. If it were to talk to other apps or websites, then the time spent coding would increase significantly.

- **Fixed costs:**

- Rent- and utilities for a year = \$5,200**

- **Variable costs:**

- Rather than calculating an hourly rate, otreva.com's calculator was used to estimate costs of the app's development.

- Dashboard- \$5250

- Custom user interface- \$6000

- Camera/ video- \$2250

- Task list- \$2625

- Event listings \$4125

- **Total app development cost- \$20 250**

- According to [payscale.com](https://www.payscale.com) a marketing manager, on average, in Australia earns \$77147 a year. It is estimated that a 6 month marketing campaign would be needed, but that this cost would be footed by the Government (see sale of app details below)

Revenue Model:

## **Business Model**

We explored all the options of pricing but ultimately decided that selling the app to the federal government would be the best approach. It would make it free for young people who are in need. It seems unfair to charge people who are struggling to cope with every day life for the app, or to only give them partial access with in app purchase upgrades.

The first idea explored is that the app can be downloaded for free on the app store, however, it includes in-app purchases. The purchase would either give the user extra colours, pictures or increased functionality.

Another possibility explored was that the app could be purchased for approximately \$4. Then, for a short period of time, the app could be free. The



blogosphere supposedly pays attention to the 'sale' and acts fast. As the app is being downloaded a lot during this short period in time, it may reach the best-sellers list. This could result in the app being well known and there would be a higher chance of people downloading the app, even once it has returned to its normal price. If there have been good comments and ratings this will further promote the app and users will recommend it to friends and family.

The key to pricing your app is finding a balance between functionality and what users will find reasonable. If they aren't happy, they'll tell make it known via comments and ratings!

Mental health costs the government an average of 8 billion dollars each year ([ref](#)) and whilst both policy attention and funding are being directed towards mental health, there are still significant numbers of mentally ill people not seeking help or receiving appropriate treatment. Psychiatrists say that the serious issue with mental illness treatment in Australia is that individuals with mental health needs are not receiving adequate support because most systems are complex, fragmented and very hard for users to navigate, particularly because they have mental health issues, which can make planning and decision making very difficult.

People with mental illness must handle multiple layers of government to get the support they need, whether it is for housing or education. The Federal Government has no choice but to look at other funders and alternative ways to support individuals and their loved ones with mental health illnesses. This is where our app, 'Calma', comes in.

By purchasing our app, our client (The Federal Government) is saving thousands of dollars, every year. The benefits of purchasing our app are that; individuals with mental illnesses can access a free, easy to navigate system, which provides them with planning pages, help lines, websites and all round positivity. The app also saves the Government lots of money and time. The purchase price of our app is \$50 000, giving us a profit of approximately \$27, 394. The Federal Government would upload our app to the app store for free, making it accessible to all individuals with mental illnesses and others. This is a one-off sale and the benefits to the community and government savings are ongoing.

## **Section 4: Marketing**

### **Branding & Promotion**

When planning how to promote the app, we need to consider many ways of marketing and advertising. Firstly, we need to describe the app in an



interesting and innovative way that draws consumers to purchase the app. This will be in the form of a blurb on the app store. Based on the descriptions by competitors, the most effective description will be:

*Everyone knows the feeling of worry and angst. It rolls around your stomach, building into something which can make you feel sick, dizzy and sometimes even depressed. No one knows this feeling better than teenage girls, as they progress through high school and face the social and academic elements which are an inevitable part of education. Calma is a not-for-profit organisation which aims to improve the mental health and well-being of high school girls. This modern and unique app gives information on mental health, tips and steps to improve it, and space to help organise and balance your life.*

We will launch the app in the app store for free. We plan to sell it to the federal government as this allows us to refrain from putting advertisements in the app and making it cost money.

Through advertising and promoting the program at St Margaret's we hope the students will use the app and share it with friends from other schools. Since the program is targeted for girls, St Margaret's is a perfect place to introduce and test the app.

## Platforms

The app prototype will be built for Android but available to download on all devices. It will be available to download on the App Store, Google Play and iTunes.

## Launch

We will launch Calma on the Google Play store. As a health app, being sold to the government allows us to keep to advertisement free and free on the app store. Calma will also produce a website which is an easier way to access the information presented on the Help Page. The website will also provide an email address which is available for contact if users would like advice on the subject of Mental Health. Similar to the Queensland Government's 'vaccinate' app launch, there would need to be radio, internet and television advertising campaigns undertaken. This is to ensure that young adults who would benefit from using Calma know that it exists.

## Growth/Future:

The next steps for the app would be to launch it on apple platform too. Additionally, it should become wearable friendly (e.g. watch), so that in a



specific moment when a user is experiencing anxiety they can (for example) record their thoughts, or access a breathing exercise. The functionality could be increased by having inbuilt breathing exercises, rather than just linking to outside sources.



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## APPENDIX

### SKILLS MATRIX

Role names	Project Management	Research skills	Design	Document business plan	Pitch & demo presentation	Marketing & branding	Budgets & finance	AppInventor and coding
Rachel	2	4	2	2	3	3	3	2
Audrey	0	3	4	2	4	3	2	4
Ella	4	4	4	2	3	4	1	2
Holly	4	3	1	2	4	1	4	1
Ruby	1	4	4	3	2	1	4	1

### SCORING

0 - Need not have knowledge

1 - Should have basic knowledge

2 - Should do with support

3 - Should have knowledge & do independently

4 - Should be good in theory and practical and can train others

### SWOT ANALYSIS

See paragraph in above

<p><b>STRENGTHS</b></p> <p>What are your strengths?            What do you do better than your competitors?            What unique capabilities and resources do you possess?            What do others perceive as your strengths?</p>	<p><b>WEAKNESSES</b></p> <p>What are your weaknesses? What could you do better?            What do your competitors do better than you?            What can you improve on?            What do others perceive as your weaknesses.</p>
<p><b>OPPORTUNITIES</b></p> <p>What trends or conditions may positively impact you?            ?            What opportunities are available to you?            How can you turn your weaknesses into opportunities?</p>	<p><b>THREATS</b></p> <p>What trends or conditions may negatively impact you?            What are competitors doing that may impact you?            Do you have solid financial support?            What impact do the weaknesses have on the threats to you?</p>



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## WIREFRAME YOUR APP

Draw out each of your screens here or use index cards. Think about how your screens will interact with each other, and draw arrows to indicate the flow of your app.

**Calma+**  
Mental Health

Reminders  
-  
Homework  
-

Today:  
8:20 – Science  
8:50 – Science  
9:20 – Form  
10:20 – HPE  
10:50 – HPE

‘QUOTE’

GOAL FOR DAY OR WEEK

**Calma+**  
Mental Health

# June

1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>
8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>	13 <sup>th</sup>	14 <sup>th</sup>
15 <sup>th</sup>	16 <sup>th</sup>	17 <sup>th</sup>	18 <sup>th</sup>	19 <sup>th</sup>	20 <sup>th</sup>	21 <sup>st</sup>
22 <sup>nd</sup>	23 <sup>rd</sup>	24 <sup>th</sup>	25 <sup>th</sup>	26 <sup>th</sup>	27 <sup>th</sup>	28 <sup>th</sup>
29 <sup>th</sup>	30 <sup>th</sup>	31 <sup>st</sup>				

Reminders  
-  
Homework  
-

Today:  
8:20 – Science  
8:50 – Science  
9:20 – Form  
10:20 – HPE  
10:50 – HPE

**Calma+**  
Mental Health

# 7<sup>th</sup> June

8:00 – Meeting at Work  
2:30 – Maths Exam

English – Read Chapter 3  
Maths – Question 7 and 8  
Science – Ecology Revision

**Calma+**  
Mental Health

Monday	Tuesday	Wednesday	Thursday	Friday
ENGLISH	MATHEMATICS	ART	MATHEMATICS	SCIENCE
ENGLISH	MATHEMATICS	ART	MATHEMATICS	SCIENCE
FORM	ASSEMBLY	FORM	FORM	FORM
MATHEMATICS	HPE	HUMANITIES	HPE	ENGLISH
MATHEMATICS	MATHS	HUMANITIES	HPE	ENGLISH
ART	HUMANITIES	SCIENCE	HUMANITIES	SCIENCE
MATHS	SCIENCE	ENGLISH	HUMANITIES	MATHEMATICS
MATHS	SCIENCE	ENGLISH	HUMANITIES	ART

**Calma+**  
Mental Health

# GOAL

29<sup>th</sup> March 2017 – Ace my maths test  
31<sup>st</sup> March 2017 – Win my chess comp  
1<sup>st</sup> June 2017 – Practice editing my work  
4<sup>th</sup> June 2017 – Go to the gym for an hour  
9<sup>th</sup> June 2017 – Get into a netball team  
11<sup>th</sup> June 2017 – 6 000 steps in a day  
14<sup>th</sup> June 2017 – Ace my science test  
15<sup>th</sup> June 2017 – Get into a tennis team  
3<sup>rd</sup> July 2017 – 1 000 steps in a day  
5<sup>th</sup> July 2017 – Study for my maths test  
9<sup>th</sup> July 2017 – Feel confident in my French

**Calma+**  
Mental Health

### Mental Health

Information will go here.

**Websites**  
Beyond Blue:  
(description)  
[www.urlwhichicantfind.com](http://www.urlwhichicantfind.com)  
Website:  
(description)  
[www.wewillputurlshere.com.au](http://www.wewillputurlshere.com.au)  
Website:  
(description)  
[www.therewillbelinkshere.com](http://www.therewillbelinkshere.com)

**Phone Numbers**  
Beyond Blue:  
(description)  
0123 456 789

**Calma+**  
Mental Health

### Steps to breathing and meditation:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

**Links to calm music:**  
[www.linktocalmmusic.com.au](http://www.linktocalmmusic.com.au)  
[www.linktocalmmusic.com.au](http://www.linktocalmmusic.com.au)  
[www.linktocalmmusic.com.au](http://www.linktocalmmusic.com.au)  
[www.linktocalmmusic.com.au](http://www.linktocalmmusic.com.au)  
[www.linktocalmmusic.com.au](http://www.linktocalmmusic.com.au)



## PROJECT PLANNING

Feature	Resources to learn how to use	Timeframe	Priority
Calendar	You type in the time of the appointment and what you're doing at that time into the text boxes. Next press save so that next time you go on, you have to press load to get the date and what you are doing on that date. There is space for eight appointments.	This took about three hours to make.	This is the second most important feature of the app. It helps users be organised by typing in what they are doing. By being organised, they will be less stressed.
Goals	You type in your goal and press save. Next time you are on this page, press load and your goal will come back. If you have completed this goal, tick the check box. There is spaces for ten goals.	This took about two hours to make.	Goals are the third most important feature of Calma. Goals also help the user be organised by having something they can aim for.
Routine	Press the camera button and take a picture of your timetable. Press the save button and next time you are on this page, press load to get back the picture of the timetable.	This took about thirty minutes to make.	This is the fifth most important part of the app – but still very crucial part of the app. It keep a copy of a timetable, enabling you to be on time and organised for classes, again relieving that stress.
Helplines	This page gives general information on mental health, links to websites on mental health and phone numbers to call about mental health.	This took around an hour to make.	This is the highest priority – it gives information about the problem we have chosen.
Meditation & Relaxing Music	This page gives meditation exercises and relaxing music. (Classical music, music with nature, etc.)	This took around an hour to make.	This is the fourth most important page. It includes meditation exercises and music that helps relieve stress and depression.



Quote

A random quote is generated each time the homepage is accessed.

This took about an hour to make.

This is the least important part of the app, but still gives the user that motivational and calm quote that relaxs and motivates the user.



## USER TESTING: COLLECTING FEEDBACK ON YOUR PROTOTYPE

Annie Garland- Year 11		
Questions	Notes	Changes that need to be made by the team
Is there anything that is unclear or confusing in the user-interface?	No – everything is straight forward. Was able to navigate my way around the app very quickly and understood how it worked very quickly.	
Would you prefer the app look or behave differently?	No. everything looks good but I would like if it was made suitable for Apple devices	Possibly make suitable for apple devices?
Which features of the app interface and usability are of highest value?	Homework section is effective and easy to use Breathing section is useful and something that I would not have considered including in an app. Gives good overview of the various institutes which one can turn to in the event of needing to speak to someone about mental health	
Are there any missing buttons or other content from the app?	Would have to use the app a little more (in a real sense) to see if there is anything that is missing from the app.	
Did your expectations differ from the intent of the app?	No.	



Zara Campbell- Year 8

Questions	Notes	Changes that need to be made by the team
Is there anything that is unclear or confusing in the user-interface?	No	
Would you prefer the app look or behave differently?	maybe put a back button/arrow on the top Calma sign so users know that that will get them back to the home page	
Which features of the app interface and usability are of highest value?	Loved all the pages- very good and accessible 😊	
Are there any missing buttons or other content from the app?	.	
Did your expectations differ from the intent of the app?	Not really.	



**Justine Soloman- Year 10**

<b>Questions</b>	<b>Notes</b>	<b>Changes that need to be made by the team</b>
Is there anything that is unclear or confusing in the user-interface?	It isn't very clear to what each of the icons are. i.e. underneath writing timetable or goals.	
Would you prefer the app look or behave differently?	I think that each icon should have a different colour once open so that you easy know that it is on a new screen. – it is also needs to be more gradual in the changes as it is very abrupt.	
Which features of the app interface and usability are of highest value?	I think the goals are good but it goals have a progress bar. It all was pretty good though.	
Are there any missing buttons or other content from the app?	Maybe a progress bar after the goals so you can tick off when you have done stuff towards the goal and con complete the goal	
Did your expectations differ from the intent of the app?	No.	



TECH GIRLS ARE SUPERHEROES

Ruby Winten – Year 7

<b>Questions</b>	<b>Notes</b>	<b>Changes that need to be made by the team</b>
Is there anything that is unclear or confusing in the user-interface?	Yes everything. Don't know how to use the app.	
Would you prefer the app look or behave differently?	Yes. Be on Apple phones instead of Android.	Possibly make suitable for apple devices?
Which features of the app interface and usability are of highest value?	The meditation page.	
Are there any missing buttons or other content from the app?	Doesn't understand how to work the app.	
Did your expectations differ from the intent of the app?	Yes. Thought it would be clearer and easier to use.	



TECH GIRLS ARE SUPERHEROES

Linda Lee- Year 12

<b>Questions</b>	<b>Notes</b>	<b>Changes that need to be made by the team</b>
Is there anything that is unclear or confusing in the user-interface?	Don't know how to navigate app	
Would you prefer the app look or behave differently?	No it looks good	
Which features of the app interface and usability are of highest value?	Goals	
Are there any missing buttons or other content from the app?	Choose your own colour for the app	
Did your expectations differ from the intent of the app?	No it's higher than expectations	



**Alyssa- Year 9**

<b>Questions</b>	<b>Notes</b>	<b>Changes that need to be made by the team</b>
Is there anything that is unclear or confusing in the user-interface?	It stopped working	
Would you prefer the app look or behave differently?	I wish it didn't stop working	
Which features of the app interface and usability are of highest value?	The part where you see mental health information	
Are there any missing buttons or other content from the app?	Pictures and more colour	
Did your expectations differ from the intent of the app?	no	