THE BUSINESS PLAN: TND INDUSTRIES

Tech Girls Superhero Brief- TND Industries

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i. PRODUCT DESCRIPTION

TND Industries has created an Android application to help manage with tracking and limiting alcohol consumption within the teenage age bracket. The app *Drink Minder* helps improve the health and wellbeing of teenagers who have become reliant on alcohol and want to make a positive change.

ii. POTENTIAL MARKET SIZE

Drink Minder helps teenagers and adolescents manage the levels of their alcohol consumption, in attempt to promote healthier and less damaging drinking habits. As calculated from research completed, there is a great market size for our app because New Zealand is known to have a 'binge drinking' culture. Although alcohol abuse is highly dangerous and can cause a variety of detrimental effects, many teenagers will admit to high consumption levels of alcoholic substances. Statistics suggest that in New Zealand, more than 1 in 3 people aged between 12-16 years old will engage in heavy 'binge' drinking, and similar can be said for those aged 16-21 years. This provides quite a large target audience to potentially market our application towards. Additionally, even those consuming healthy amounts of alcohol may still like to use our app to track the amounts they have drunk for their own convenience or interest.

We estimate that approximately 20% of the 30+% of young people struggling with alcohol related issues are likely to download and use our app. That is almost 80,000 people since youth accounts for about a quarter of the NZ population. Our app does not need other people to manage; employees to assist are not required since it is completely self-run and help for the user is integrated into the app itself. We plan for the app to be completely free to download, however there may be advertisements at the bottom of the screen which will be monetised. These will be banner ads so they are not too obtrusive, and if you like the app you can purchase the ad-free version for $0.99.

iii. COMPETITIVE ANALYSIS

There are various other apps with similar tracking functions or that relate to this idea of encouraging people to limit their alcohol intake and have better health. Our main competitors are as follows:

1. *Coach.me*
This app was not precisely designed to battle an alcohol addiction, however it acts as a more generalised tracking tool which can be used to set goals and work towards them efficiently. Methods of positive reinforcement are used here to assist in achieving goals. The app also gives you much more freedom in terms of what that goal is- be it limiting or entirely drinking, tracking sober days, or anything in between that will make for a better and happier lifestyle. You can also hire a coach for a certain cost to ask questions and get personal help.

It is 90% free, however there are things you can unlock in the app if you pay for them. We want to let users have full functionality, so we will have some ads instead. The app was a little bit complex, with so many different functions. We decided to make our app very clean and minimalistically designed, but effective in its simplicity.

2. *I Am Sober*
This iPhone app tracks how long you've been sober and the amount of money saved from not buying alcohol. It has many different cool functions such as notifying the user when milestones have been

reached and lets you set notifications about your progress. The app is completely free, which is how we are going to market our app also. The design is simple and effective. It acts like a motivational companion which seems like it would be quite effective. Hence we decided to ensure our app gives the user feedback about when they are doing well, and tips for when they are not.

3. *nomo - Sobriety Clocks*

This app tackles the issue a bit differently- a clock that tracks how long it has been since your last drink. Chips are earned for reaching sobriety milestones to motivate users to stay sober. It also includes distraction exercises which help people refocus the mind when you are intensely craving alcohol. It is a good idea to have rewards for milestones so we decided to include a 'streak' system in our app which will count up how many consecutive days the user has been reaching their drinking goal, encouraging them to maintain and not break the 'streak'.

iv. POTENTIAL REVENUE

Drink Minder will help people with their personal alcohol consumption levels all over New Zealand and also Australia. It has a large market size since youth drinking statistics are unfortunately high, and there is always room for improvement to lower these figures. An Australian study found that over 80% of all alcohol consumed by 14-17 year olds is drunk at high risk levels. About half of drinkers under 25 years old will drink large quantities at once. Younger people have been found to drink at higher volumes, but less frequently than adults. However older drinkers tend to drink lower volumes more frequently. Evidence from Otago, New Zealand shows that by the age of 25, over 20% of young people will have developed serious alcohol related issues.

When the app becomes available on the market, anyone can download it. We do not need to target a specific area or country of people since the app is not community specific and can be used by anyone. We plan to make money by monetising advertisements, but making the app free to download so that people are more likely to use it. We will also make money by giving users the option to get rid of the banner ads entirely. We will publish the app on Google Play under the 'Medical' category, as essentially our app is a tool for calculating alcohol consumption levels.

v. BRANDING AND PROMOTION

As a company, TND Industries is prepared to pay the $25 fee to put the app on the Google Play Store. From there once people discover our app and download and use it, we will begin to make a profit. Promoting our app will involve informing potential customers about what our app is like, the cost, where and how to download it, and what makes it stand out from other applications that are available.

To promote our app, we will get the message out through designing and putting up advertisements in forms such as posters. These will be placed strategically, spread around our city to inform more people about our app. They will be put up in places that young people and adolescents are exposed to often, such as in schools, parks, malls etc. and also in places where you buy alcohol like liquor stores. We will also spread the message online, since social media platforms are an extremely effective way to communicate with young people, particularly in the 21st Century where almost every adolescent will have some form of social media. If people use our app and like it, they may spread the word to their friends dealing with similar situations, and word of mouth will increase our number of app users to a sufficient evergrowing number.

Using App Inventor as a tool to build our app, we will present these ideas and the product to our investors to bring into the market. With a succinct business plan in place including a promising market size, various methods of potential revenue, and a plan of attack for branding and promotion, TND Industries hopes that *Drink Minder* will succeed in making its way into the market and creating a positive change to the alcohol consumption levels in New Zealand adolescents.

Initial Planning

alcohol tracker ⟹ health
- NZ has a big drinking culture
- Link to rugby, farming which alcohol has had a long association with and are also integral parts of NZ culture
- drinking is also a big problem in other countries e.g. Japan, UK, etc.
- however, legal drinking age in NZ is 18, which is younger than in some other countries e.g. in USA it's 21, in Japan it's 20 therefore pressure to start drinking can start earlier
- there are teens who go to a lot of parties
- social pressure to drink
- http://www.alcohol.org.nz/sites/default/files/documents/Alcohol%20Quickfact%20Facts_0.pdf

~~should be able to cater to everyone~~

-target towards teens, uni students?

-target to NZ, Australia?

-recommend how many drinks based off of **gender, age, ~~pregnancy status,~~ weight etc.**

-calculate standard drink for them

-e.g. size of avg wine glass, beer glass, bottle, shot glass

-i wanna reduce my intake to this many drinks []

-planner

-tracker

-streak

-awards for longer streaks

~~narrow age target~~ 16-21?

-articulate vision statement

-three objectives- action orientated

~~what's pulling people towards alcohol~~

~~(pressure~~

~~-peer pressure)~~

-find requirements

-SMART concept

-keep small, sharp

-user journeys

-different stakeholders

-find negative opinions!!!!

Research into the issue

Standard drinks portions and basic alcohol intake guidelines:

What is a standard drink?

A 'standard drink' contains 10 grams of pure alcohol. Knowing how many standard drinks you're consuming is the key to understanding how much alcohol you're drinking, and to avoiding alcohol-related harm.

APPROX 1.0 Standard Drinks™ = 30g 20g 10g — 10G OF ALCOHOL

Read the label

Under New Zealand law, all alcoholic drinks containers must state the number of standard drinks they include. Check the label to see how many standard drinks are inside.

Know your numbers

If a bottle of wine states it contains eight standard drinks and you empty the bottle into four glasses, then each glass you've poured will equal two standard drinks.

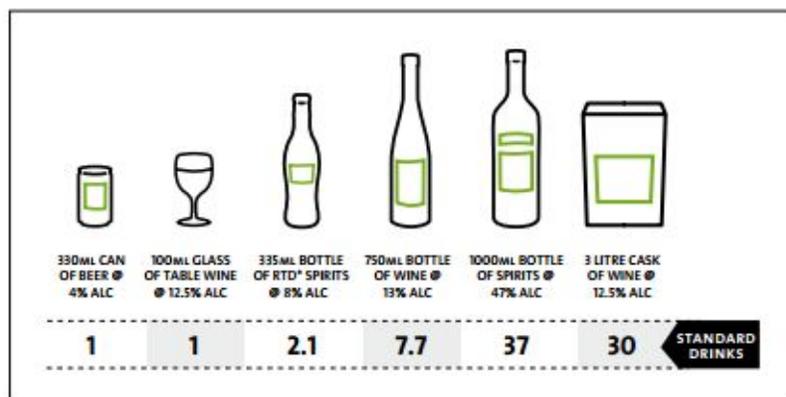## Playing the game

HPA's interactive tools and games

Can you pour a standard drink? and *How much alcohol is that?* are available on **alcohol.org.nz** and are a fun way to understand how many standard drinks and the amount of alcohol there is in a range of alcohol options.

Find out more at:
alcohol.org.nz/alcohol-you/
whats-standard-drink

A guide to standard drinks

330ML CAN OF BEER @ 4% ALC	100ML GLASS OF TABLE WINE @ 12.5% ALC	335ML BOTTLE OF RTD* SPIRITS @ 8% ALC	750ML BOTTLE OF WINE @ 13% ALC	1000ML BOTTLE OF SPIRITS @ 47% ALC	3 LITRE CASK OF WINE @ 12.5% ALC	STANDARD DRINKS
1	1	2.1	7.7	37	30	

*RTD (READY TO DRINK)

Alcohol intake guidelines

The following guidelines can help you determine if your alcohol intake is harmful.

Adult men and women

Reduce your long-term health risks by drinking no more than:

- 2 standard drinks a day for women and no more than 10 standard drinks a week
- 3 standard drinks a day for men and no more than 15 standard drinks a week

and at least 2 alcohol-free days every week.

Reduce your risk of injury on a single occasion of drinking by drinking no more than:

- 4 standard drinks for women on any single occasion
- 5 standard drinks for men on any single occasion.

[1]

Long-term health risks mean the likelihood of harm that is associated with regular daily and weekly patterns of drinking. The main long-term consequences to your health may be:

- cancer, especially of the mouth, throat and oesophagus;
- cirrhosis of the liver;
- brain damage and memory loss;
- alcohol dependence;
- complex interactions with regard to cardiovascular disease, which may include some health benefits from low-risk levels of drinking for heart disease, if you are over 40 years old; and
- possible increased risk of peripheral neuropathy, cardiomyopathy, and sexual problems (especially male impotency).

Considering the benefits to your health

The guidelines also point to some benefits of regularly drinking very small amounts of alcohol for middle-aged and older people. These benefits include reducing the risk of heart disease, and to a lesser extent gallstones and diabetes. Similar benefits can also be gained through a healthy diet for all these disorders, and through regular exercise, and giving up smoking in the case of heart disease.

People who choose not to drink alcohol should not be urged to drink to gain any potential health benefit.

The Guidelines for drinkers

NB: Guideline 1 assumes that you:

- Are not about to undertake any activity involving risk or a degree of skill, including driving, flying, water sports, skiing, using complex or heavy machinery or farm machinery etc;
- Do not have a condition that is made worse by drinking, or a family history of alcohol-related problems;
- Are not on medication;
- Are not pregnant; and
- Are 18 years or older.

Guideline 1

To lessen the risks to your health and gain any longer-term benefits

For men:

- No more than 4 standard drinks a day on *average*. And no more than 6 standard drinks on *any one day*.* One or two alcohol-free days per week.

For women:

- No more than 2 standard drinks a day on *average*. And no more than 4 standard drinks on *any one day*.* One or two alcohol-free days per week.

* These drinks should be spread over several hours. For example, men should have no more than 2 standard drinks in the first hour and 1 per hour after that. Women should have no more than 1 standard drink per hour.

- If you drink within the average drinking levels in Guideline 1:
  - you will minimise the longer term risk of ill health and death related to alcohol; and
  - you will maximise the potential longer term benefits to your health.
- The limits set for drinking on any one occasion are intended to reduce your short-term risk from intoxication.
- The limits set for drinking on any one occasion also contribute to reducing your long-term risk of harm.
- If you drink above the daily limits set out in Guideline 1, you will significantly increase your short-term risk of social and health problems, including injury or death from accident, assault and self-harm.
- The safety of drinking depends not only on how much you drink, but also on:
  - the rate at which you drink;
  - where you drink; and
  - what you are doing during and after drinking (for example eating while drinking helps to reduce intoxication).
- The risk of injury, violence, depression and suicide attempt are all influenced by the setting in which you are drinking.
- The same amount of alcohol usually affects women more than men, because of the way women's bodies process alcohol.

Alcohol-free days: Reducing the risks to your health

Regular alcohol-free days may help you to remain in control of your drinking and reduce the likelihood of it becoming a habit. This is especially important if you drink above the Guideline limits. There is evidence to show that if you drink (even at low levels) over time you will acquire some tolerance to alcohol, but this will occur less if you only drink occasionally.

A mild degree of alcohol dependence is common in the Australian population. One early sign of this may be, for example, that you find it difficult to drink within the recommended guidelines.

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[1] http://www.health.govt.nz/your-health/healthy-living/addictions/alcohol-and-drug-abuse/alcohol

"Is your drinking okay?" test:

http://www.alcohol.org.nz/node/122/done?sid=21420&token=77d6b34cb4a3ec531693486515d3f45d

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Influencing factors in teenage/ adolescent drinking:

- *early introduction to alcohol*
- *exposure to adult binge drinking or alcoholism*
- *access to alcohol from parents and others*
- *friends who drink heavily*
- *New Zealand's drinking culture*
- *access to cheap alcohol*
- *alcohol marketing*
- *truancy*
- *poor educational achievement and school relationships*
- *money to spend*
- *conflict or bullying*
- *long periods of unsupervised time.*[2]

According to a 2008 study, Kiwi teenagers often believe there is a strong sense of alcohol being 'cool' or 'fun' in the promotion of various kinds of alcohol. Another point is that there are many events in NZ where alcohol is valued and celebrated. One teenager is quoted: "*Alcohol is one of the most trendy personal things for teenagers possible. You start a conversation about alcohol and everybody gets in on the conversation. on their own personal type and experiences. Everybody's got their own personal opinion about what's good and what's bad.*" Peer pressure is also a factor, with some teens who do not drink being perceived as 'weak'. [3]

Alcohol is widely used and misused by young New Zealanders with estimates suggesting that over 1 in 3 young people aged 12-16 engage in binge drinking [1] with a similar fraction of young people aged 16-21 engaging in hazardous drinking [2]. There have been ongoing public concerns expressed about young people and alcohol in both the New Zealand media and in official reports. The growing statistical evidence and public concerns raise three important questions about alcohol and young people.

Shy and reclusive teenagers find it difficult to socialize and communicate with their peers, and some find that having a bit too much alcohol allows them to open up to make friends. However, these same people

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[2]http://www.alcohol.org.nz/help-advice/advice-on-alcohol/for-parents/factors-that-influence-young-peoples-drinking
[3]http://s3.amazonaws.com/academia.edu.documents/40356540/McCreanor_et_al_2008_SSM.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1496097073&Signature=AIhpyKEsnleJ2WtrJWpcZ2Wh1X4%3D&response-content-disposition=inline%3B%20filename%3DCreating_intoxigenic_environments_Market.pdf
4http://www.otago.ac.nz/christchurch/otago018747.pdf
5http://www.alcohol.org.nz/sites/default/files/field/file_attachment/HPA%27s%20AlcoholNZ-June-2016.pdf

can drink to self medicate anxiety, depression or drown out bad memories of being abused emotionally, physically or sexually[5].

According to a study coming out of Otago University, there is a family factor that is influences teenagers and children to drink. If binge and excessive drinking is considered normal in a family, then teenagers are more inclined to drink and have easier access to alcohol[4].

• The first question concerns the extent to which alcohol use has harmful consequences
for young people.
• The second question concerns the best ways of regulating the purchase, supply and
consumption of alcohol by young people to minimise alcohol related harms.
• The third question concerns the development of prevention, treatment and related
services aimed at both reducing heavy drinking by young people and providing
treatment for young people with alcohol related problems.

Retrieved from www.otago.ac.nz/christchurch/otago018747.pdf

Mission Statement:

What's pulling young Kiwis towards alcohol?
1. It's considered 'cool' and 'fun'
2. Peer pressure and perceptions that not drinking makes you 'weak'
3. Drinking alcohol provides a sense of empowerment and belonging

Alcohol is more harmful to teens than the rest of us, as their brains are still developing, and they have less of a physical tolerance than adults. [4]

We want to help young people between the ages of 16 and 21 cut back on drinking. Our app gets you to plan your week, and then tracks your alcohol consumption.

We, as teenagers, believe that we need to help our fellow school mates that have developed drinking habits. These drinking habits can be detrimental for our health and our life styles, and we need to construct an app that helps high school students lower their intake to a reasonable amount, or completely free.

New Zealand's attitude towards drinking and alcohol is appalling. We have developed a strong drinking culture that is pressuring our young people that drinking is one of the only ways to have fun in high school. We glamourize the taste of alcohol and the feeling of being drunk, forgetting about the risks of

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[4]http://www.alcohol.org.nz/sites/default/files/field/file_attachment/AL801%20March2015_%20update_Online%20LR.pdf

developing a dependency and damaging parts of our brain. It brings a false sense of empowerment to us as it is illegal for those under the age of eighteen to drink it, but alas this law is set down for a reason as our brains are still developing.

This is exactly the reason why we want to develop our app. It is difficult to prevent drinking as it all depends on the background of the individual, but we can provide an app that provides a concrete structure and plan to help those who want to ease off of drinking.

Further development/extending to a wider audience:
This app could be extended to cater for other needs/issues.

USER JOURNEYS

As a programmer, I want to be able to code and debug the functional aspects of our app within the time constraints we have, so that we will be able to deliver a polished and tested product. however, I also want to make sure that the app is not too simple, otherwise there will have been little purpose in spending time and effort to develop it in the first place. If the app is too simple to have any real function, it will not be useful for potential users and will not contribute towards solving the issue we have identified.

As the graphic designer of the game, I want to be able to make graphics that can convey the ideas of the app and make it very clear and easy to navigate. I will ensure that the user interface of the app is very user friendly to make it simple and enjoyable for the user to utilise, such as making sure that all the features are clearly visible on screen and that none of the functions are hidden or tucked away. The graphics must be done to a high standard in order to make the app visually pleasing and enhance the desirability of the application. I hope to make our app look unique and will keep the overall design simple but effective, taking into consideration effective and memorable colour schemes and other conventions and principles of good design.

As the promoter of this app, I will cover a broad range of marketing techniques and consider many different aspects of advertising in order to encourage as many young people as possible to use our app and try make a positive benefit to their personal health.

As a client, I would like an app that is small and simple, but effective at tracking my alcohol intake. I would like the app to be easy to input how much alcohol I have consumed into, and I would also like it to be able to track my progress and allow me to set a target to work towards. As the team does not have a long time to create this app, I would prefer something small but effective rather than a larger but not quite polished product.

Initial Stakeholder Feedback

- people won't want to write it down immediately after they take a drink, so we need to make the app as low-effort to enter in information as it possibly can be

- 16-17 year olds are not legally allowed to drink, so the app could be compromising for them if it is too overtly an alcohol tracker
- should be very discreet
- could be masked as a water tracker, for instance.
- young people when dealing with problems don't necessarily want to broadcast their problems to the world- want to handle it themselves in private.

We sent a Google Forms survey to the Tear 11-13 students at our school to fill out.
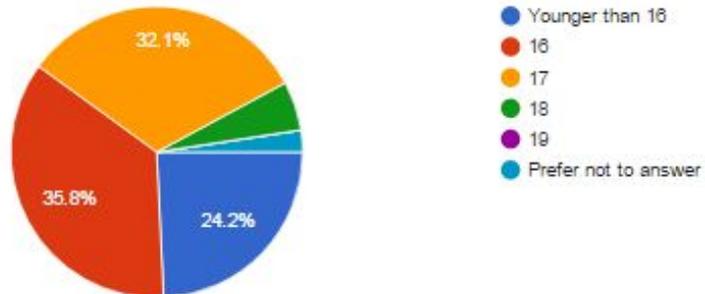
Amerikanski spy Vodka detector

Hourly reminders to drink. Plus a built in timer to improve your chugging ability

Some of the stakeholder feedback was obviously not made in earnest, and was removed from the overall group as it was not helpful, useful or sensible. The remaining feedback is displayed below.
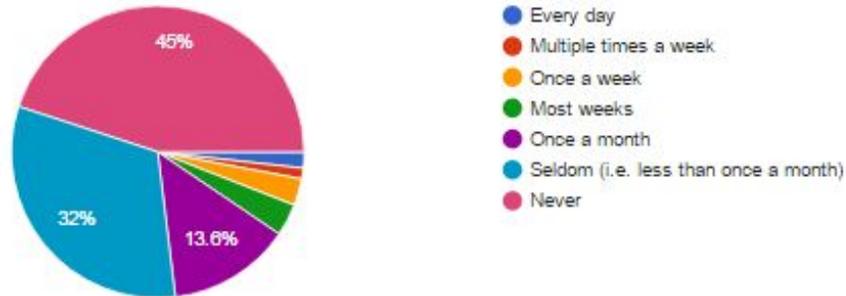
How old are you?

165 responses

- Younger than 16
- 16
- 17
- 18
- 19
- Prefer not to answer

32.1%

35.8%

24.2%

Have you drunk alcohol before?

169 responses

- Yes
- No
- Prefer not to answer

38.5%

59.2%

How often do you drink alcohol?

169 responses

- Every day
- Multiple times a week
- Once a week
- Most weeks
- Once a month
- Seldom (i.e. less than once a month)
- Never

45%

32%

13.6%

Do you know anybody who was/is trying to drink less?

169 responses

- Yes
- No
- Prefer not to answer

60.4%

32.5%

Here we can see that although most students said that they either seldom or never drink alcohol, almost a third of students reported that they know somebody who is or has tried to cut back on their alcohol intake. This could suggest that there is a good opportunity for us to address this issue which has been reflected in our initial stakeholder feedback.

Analysis of survey responses:

A count of how many drinks *Make a chart of a shot of vodka for example and put the amount of standard drinks that is and how long you should be waiting till it's fully gone*	Our stakeholders wanted the app to show how many standard drinks, not just the blood alcohol value. Therefore we have decided to include the number of standard drinks in the statistics our app provides to the user.
People with alcohol problems wouldn't use the app because they probably wouldn't want to admit the problem, let alone get help from an app. Unless it gets very serious, where they seek professional advice, they won't seek help unless someone deems it compulsory like a counselor or teacher. That being said, people who don't have drinking problems (ie, people who are responsible with alcohol already) may use the app, but it wouldn't be beneficial for them at all since they aren't the target audience for this app. *I don't think an app will work...... How many people will download it is the first problem. And how many people will uninstall it because its annoying will be the second problem. People who drink don't really care about drinking as such. Also they are aware that it is harmful but they do it because its fun. How many people will actually download the app is a question.* *Something simply with a basic interface so people from all generations find it easy*	Some stakeholders pointed out that there are people who drink who are not in a position where they want to change their habits. This is a valid point, but our app is not aimed at these people. Our app is aimed at people who are ready to take their first step towards having healthier drinking habits. Some stakeholders suggested that if the app is too annoying, it will frustrate the user to the point where they uninstall it. To avoid this problem from occurring, we will seek to make this app as simple and as user-friendly as it is realistically possible to do, by using good design principles
• Have some kind of reward for those who have achieved their goal.	Our decision based off this feedback is to incorporate a 'streak' system where each consecutive day the user keeps to their goal adds another day to the streak.
Remind consumers of the effects alcohol actually has on your body, long term and short term. Because I feel this is important, a lot of people are unaware what alcohol does to your body and why you actually get "drunk" etc• *Include motivational daily quotes that the victim can see everyday to remind them and encourage them to not over consume alcohol.* *Maybe a small reminder/note like "your friends and family are there to support you, and would never judge you".* *I think there should be information on short-term and long-term effects alcohol has on the brain, how much alcohol is a safe amount to consume, things about drinking and driving, what ways alcohol can affect you (in the way of harming your brain development, loss of*	Many stakeholders showed a concern for whether we are going to link to health information to help the user make better choices about their drinking. Based off of this feedback, we will provide a section of the app which contains extra information as well as external links to websites such as government health pages.

memory for the evening and also diminishes the ability to have memories in the first place and how it impacts your learning skills etc) *An article to look at:* https://www.psych.ox.ac.uk/news/even-moderate-drinking-linked-to-a-decline-in-brain-health-finds-study *You should maybe show the consequences of too much alcohol consumption, so that those who are drinking can realise what might happen if they binge drink or just drink too much.* *An option that allows the alcoholic to call an ambulance in the event of some thing going wrong* *link an uber app*	
Something involving the amount of money spent on alcohol, to remind them how much they're spending *Maybe a sensor that detect if the person is reaching alcohol and it going to sent a notification to that person's phone and tell it to stop.*	Some stakeholders gave us very good suggestions that are too complicated/time-consuming for us to realistically implement due to time constraints. Therefore we have decided not to implement these aspects of our stakeholder feedback.

Marketing Plan:

Free app, contains ads, monetised.
- Use banner ads rather than anything too intrusive.
- Publish on Google Play under 'Medical" category, as essentially our app is a form of blood-alcohol calculator.

Company name: TND Industries (Terrific New Designs)

SPECIFICATIONS
- Add alcohol amount
- Open form with input options (amount in L)
- Profile (weight, height, gender etc)
- Report
- Trend graph
- App name: "Drink Minder"
✓ logo
✓ colour scheme: dark navy blue, light blue, white
✓ app icons/ graphics for alcohol (images from public domain)

Graphic Designs of Logo and Icon

COMPANY LOGO: TND Industries

To design our logo and icon firstly we brainstormed and threw ideas around about what we wanted to portray with our graphic. We wanted something simple, but effective. It had to be eye-catching but also subtle. In the process of creating our logo and icon many different concepts were drawn and eventually we identified which ones we liked more as a team and asked some stakeholders about which logo or icon they thought was more appealing for any reason. In the end we decided on our final design and made any tweaks to get a logo and icon that we were satisfied with as a team.

Here are the other potential logos that we drew out digitally as concepts but eventually discarded:

Similar can be said for our icon. Because it is going to be quite small on the home screen we want something simple and not too intricate. It needs to be discreet and not too 'in your face alcoholism' but

make sure that it was able to portray the purpose of our app. This is our final logo, along with various other designs and colours that we experimented with and tried out.

Final icon:

Other concepts and designs:

Research into pre-existing apps/ programs and how they help solve the issue:

We have found that there are lots of apps with similar tracking functions or that relate to this idea of encouraging people to limit their alcohol intake and have better health. For example the following site gathers some of these together for others to easily find:
http://www.healthline.com/health/addiction/top-alcoholism-iphone-android-apps#4

Many of these apps we have researched into tackle this issue in different ways. The iPhone app 'I Am Sober' tracks how long you've been sober and the amount of money saved from not buying alcohol. It has many different cool functions such as notifying the user when milestones have been reached and lets you set notifications about your progress. 'DrinkControl' is another app that also has similar functions. It was

named a top alcoholism app of 2014. More information about it can be found at
https://drinkcontrolapp.com/

Other apps like 'Coach.me' were not precisely designed to battle an alcohol addiction, however it acts as a more generalised tracking tool which can be used to set goals and work towards them efficiently. Methods of positive reinforcement are used here to assist in achieving goals. The app also gives you much more freedom in terms of what that goal is- be it limiting or entirely drinking, tracking sober days, or anything in between that will make for a better and happier lifestyle.

Other apps such as 'Sober Grid', 'Daybreak' and 'SoberTool' focus on connecting people in community forums for mutual support and encouragement from people nearby who are facing similar issues with alcoholism in their lives. Being able to talk to both other people and also health and well-being coaches is likely to make a big difference.

Another way of tackling this issue was discovered in the app 'nomo - Sobriety Clocks' which is a clock that tracks how long it has been since your last drink. Chips are earned for reaching sobriety milestones to motivate users to stay sober. It also includes distraction exercises which help people refocus the mind when you are intensely craving alcohol.

It could also be interesting for our app to be able to calculate Blood Alcohol Content (BAC) since this is vital information for good health and sobriety. There are many examples of these which can be found online or on the iPhone app store/ Google Play store:
http://www.alcoholhelpcenter.net/Program/BAC_Standalone.aspx

Later stakeholder feedback:

-Have simple controls. It's annoying to have to navigate through lots of different menus and subsections. Maybe have it so you can swipe in different directions for all the things like Snapchat?

-Make it easy to understand, hard to mash buttons- drunk people might need to use this app, and their coordination will be impaired.

-Glasses are not the same size, and estimation is not necessarily accurate
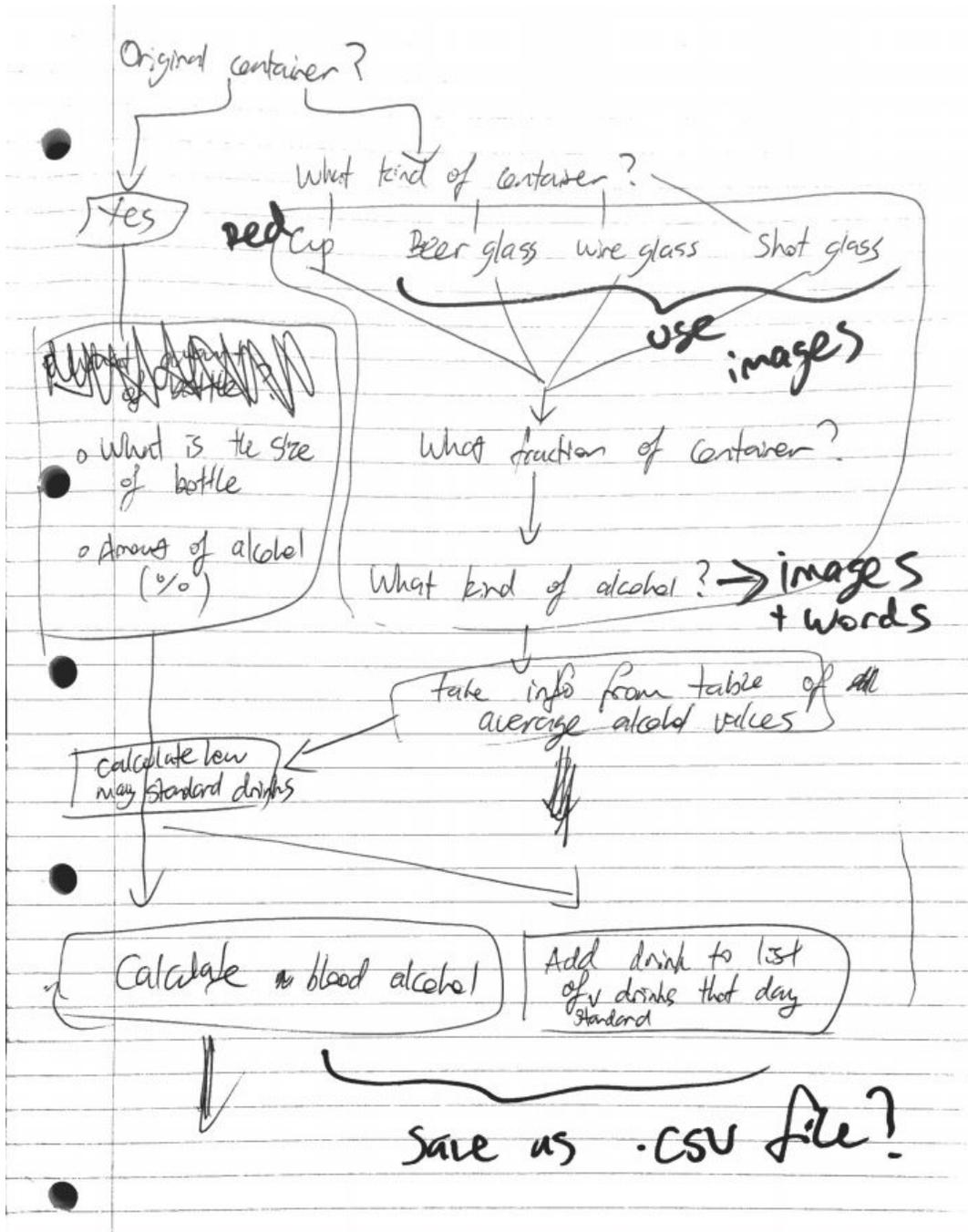 -- From this feedback, I decided to ask the person to give a fraction of the cup, and calculate alcohol content from there.

-Display advice for drinking somewhere in the app, like to drink water when drinking alcohol, etc. Could be a rotating thing on the menu.

-Maybe if you have time you could let the app have an option to send a message to another person when you don't meet your goal for accountability?

Algorithm for App Programming

Original container?

Yes

What kind of container?

red cup   Beer glass   wine glass   Shot glass

use images

~~[scribbled out text]~~
o What is the size of bottle
o Amount of alcohol (%)

What fraction of container?

What kind of alcohol? → images + words

take info from table of all average alcohol values

Calculate how many standard drinks

Calculate blood alcohol   Add drink to list of standard drinks that day

Save as .csv file?

Data Sources

We decided to use alcohol percentage data from http://www.alcohol.org.nz as well as the New Zealand Government's Ministry of Health website, as they are expected to be reliable and accurate having come from a governmental organisation. Furthermore, they are both NZ-based sites, meaning that its data is more likely to be relevant for a New Zealand audience.

http://www.alcohol.org.nz/help-advice/standard-drinks/a-guide-to-standard-drinks/the-guide
http://www.alcohol.org.nz/help-advice/standard-drinks/whats-a-standard-drink
http://www.health.govt.nz/your-health/healthy-living/addictions/alcohol-and-drug-abuse/alcohol

This site is not NZ-based, but nevertheless it provides valuable information about average alcohol content of different kinds of drinks.

http://sunrisehouse.com/stop-drinking-alcohol/percentage-contents/

Links to NZ & AUS help services

Uber
Phone: 800-353-8237 or (800) 353-UBER
Website: https://www.uber.com/en-NZ/

NSAD
Phone: 04 901 0530
Website: http://www.nsad.org.nz/

The Turning Point NZ
Phone: 0800 863 3869
Website: https://www.theturningpoint.co.nz/

Odyssey
Phone: 09 638 4957
Website: http://www.odyssey.org.nz/

Alcohol Drug Helpline
Phone: 0800 787 797
Website: http://www.alcoholdrughelp.org.nz/

The Retreat
Phone: 0800 276 237 or 09 270 0471
Website: http://theretreatnz.org.nz/

Tech Girls Superhero Brief- TND Industries
(Annabel Zhou, Meleena Radcliffe & C J Schipper)
Hillcrest High School
North Island NZ
Contact: kathlangman@hillcrest-high.school.nz

Initial Planning

alcohol tracker ⇒ health
- NZ has a big drinking culture
- Link to rugby, farming which alcohol has had a long association with and are also integral parts of NZ culture
- drinking is also a big problem in other countries e.g. Japan, UK, etc.
- however, legal drinking age in NZ is 18, which is younger than in some other countries e.g. in USA it's 21, in Japan it's 20 therefore pressure to start drinking can start earlier
- there are teens who go to a lot of parties
- social pressure to drink
- http://www.alcohol.org.nz/sites/default/files/documents/Alcohol%20Quickfact%20Facts_0.pdf

~~-should be able to cater to everyone~~ - - - - - - - -
        -target towards teens, uni students?
        -target to NZ, Australia?
        -recommend how many drinks based off of **gender, age, ~~pregnancy status,~~ weight etc.**
        -calculate standard drink for them
-e.g. size of avg wine glass, beer glass, bottle, shot glass
        -i wanna reduce my intake to this many drinks []
        -planner
        -tracker
        -streak
        -awards for longer streaks
~~-narrow age target~~ 16-21?
-articulate vision statement
-three objectives- action orientated
~~-what's pulling people towards alcohol~~
~~(pressure~~
~~-peer pressure)~~
-find requirements
-SMART concept
-keep small, sharp
-user journeys
-different stakeholders
-find negative opinions!!!!

Research into the issue

Standard drinks portions and basic alcohol intake guidelines:

What is a standard drink?

A 'standard drink' contains 10 grams of pure alcohol. Knowing how many standard drinks you're consuming is the key to understanding how much alcohol you're drinking, and to avoiding alcohol-related harm.

APPROX **1.0** **Standard Drinks™** = 30g / 20g / 10g — 10G OF ALCOHOL

Read the label

Under New Zealand law, all alcoholic drinks containers must state the number of standard drinks they include. Check the label to see how many standard drinks are inside.

Know your numbers

If a bottle of wine states it contains eight standard drinks and you empty the bottle into four glasses, then each glass you've poured will equal two standard drinks.

Playing the game
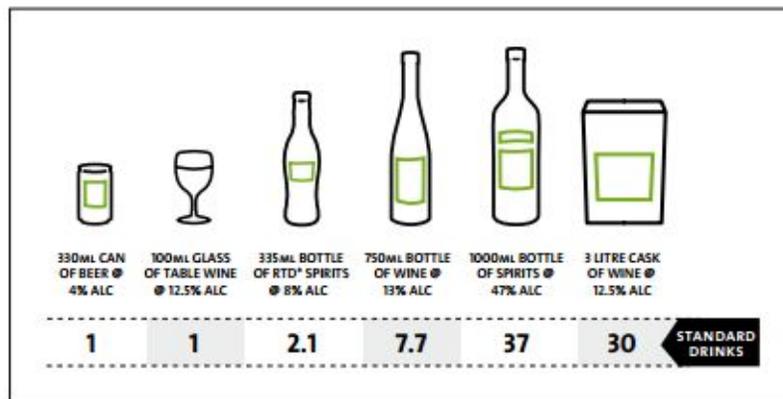
HPA's interactive tools and games

Can you pour a standard drink? and *How much alcohol is that?* are available on **alcohol.org.nz** and are a fun way to understand how many standard drinks and the amount of alcohol there is in a range of alcohol options.

Find out more at:
alcohol.org.nz/alcohol-you/ whats-standard-drink

A guide to standard drinks

330ML CAN OF BEER @ 4% ALC	100ML GLASS OF TABLE WINE @ 12.5% ALC	335ML BOTTLE OF RTD* SPIRITS @ 8% ALC	750ML BOTTLE OF WINE @ 13% ALC	1000ML BOTTLE OF SPIRITS @ 47% ALC	3 LITRE CASK OF WINE @ 12.5% ALC	STANDARD DRINKS
1	1	2.1	7.7	37	30	

*RTD (READY TO DRINK)

Alcohol intake guidelines

The following guidelines can help you determine if your alcohol intake is harmful.

Adult men and women

Reduce your long-term health risks by drinking no more than:

- 2 standard drinks a day for women and no more than 10 standard drinks a week
- 3 standard drinks a day for men and no more than 15 standard drinks a week

and at least 2 alcohol-free days every week.

Reduce your risk of injury on a single occasion of drinking by drinking no more than:

- 4 standard drinks for women on any single occasion
- 5 standard drinks for men on any single occasion.

5

Long-term health risks mean the likelihood of harm that is associated with regular daily and weekly patterns of drinking. The main long-term consequences to your health may be:

- cancer, especially of the mouth, throat and oesophagus;
- cirrhosis of the liver;
- brain damage and memory loss;
- alcohol dependence;
- complex interactions with regard to cardiovascular disease, which may include some health benefits from low-risk levels of drinking for heart disease, if you are over 40 years old; and
- possible increased risk of peripheral neuropathy, cardiomyopathy, and sexual problems (especially male impotency).

Considering the benefits to your health

The guidelines also point to some benefits of regularly drinking very small amounts of alcohol for middle-aged and older people. These benefits include reducing the risk of heart disease, and to a lesser extent gallstones and diabetes. Similar benefits can also be gained through a healthy diet for all these disorders, and through regular exercise, and giving up smoking in the case of heart disease.

People who choose not to drink alcohol should not be urged to drink to gain any potential health benefit.

The Guidelines for drinkers

NB: Guideline 1 assumes that you:

- Are not about to undertake any activity involving risk or a degree of skill, including driving, flying, water sports, skiing, using complex or heavy machinery or farm machinery etc;
- Do not have a condition that is made worse by drinking, or a family history of alcohol-related problems;
- Are not on medication;
- Are not pregnant; and
- Are 18 years or older.

Guideline 1

To lessen the risks to your health and gain any longer-term benefits

For men:
- No more than 4 standard drinks a day on *average*. And no more than 6 standard drinks on *any one day*.* One or two alcohol-free days per week.

For women:
- No more than 2 standard drinks a day on *average*. And no more than 4 standard drinks on *any one day*.* One or two alcohol-free days per week.

* These drinks should be spread over several hours. For example, men should have no more than 2 standard drinks in the first hour and 1 per hour after that. Women should have no more than 1 standard drink per hour.

- If you drink within the average drinking levels in Guideline 1:
  - you will minimise the longer term risk of ill health and death related to alcohol; and
  - you will maximise the potential longer term benefits to your health.
- The limits set for drinking on any one occasion are intended to reduce your short-term risk from intoxication.
- The limits set for drinking on any one occasion also contribute to reducing your long-term risk of harm.
- If you drink above the daily limits set out in Guideline 1, you will significantly increase your short-term risk of social and health problems, including injury or death from accident, assault and self-harm.
- The safety of drinking depends not only on how much you drink, but also on:
  - the rate at which you drink;
  - where you drink; and
  - what you are doing during and after drinking (for example eating while drinking helps to reduce intoxication).
- The risk of injury, violence, depression and suicide attempt are all influenced by the setting in which you are drinking.
- The same amount of alcohol usually affects women more than men, because of the way women's bodies process alcohol.

Alcohol-free days: Reducing the risks to your health

Regular alcohol-free days may help you to remain in control of your drinking and reduce the likelihood of it becoming a habit. This is especially important if you drink above the Guideline limits. There is evidence to show that if you drink (even at low levels) over time you will acquire some tolerance to alcohol, but this will occur less if you only drink occasionally.

A mild degree of alcohol dependence is common in the Australian population. One early sign of this may be, for example, that you find it difficult to drink within the recommended guidelines.

6

7

5 http://www.health.govt.nz/your-health/healthy-living/addictions/alcohol-and-drug-abuse/alcohol

"Is your drinking okay?" test:

http://www.alcohol.org.nz/node/122/done?sid=21420&token=77d6b34cb4a3ec531693486515d3f45d

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Influencing factors in teenage/ adolescent drinking:

- *early introduction to alcohol*
- *exposure to adult binge drinking or alcoholism*
- *access to alcohol from parents and others*
- *friends who drink heavily*
- *New Zealand's drinking culture*
- *access to cheap alcohol*
- *alcohol marketing*
- *truancy*
- *poor educational achievement and school relationships*
- *money to spend*
- *conflict or bullying*
- *long periods of unsupervised time.*[6]

According to a 2008 study, Kiwi teenagers often believe there is a strong sense of alcohol being 'cool' or 'fun' in the promotion of various kinds of alcohol. Another point is that there are many events in NZ where alcohol is valued and celebrated. One teenager is quoted: "*Alcohol is one of the most trendy personal things for teenagers possible. You start a conversation about alcohol and everybody gets in on the conversation. on their own personal type and experiences. Everybody's got their own personal opinion about what's good and what's bad.*" Peer pressure is also a factor, with some teens who do not drink being perceived as 'weak'. [7]

Alcohol is widely used and misused by young New Zealanders with estimates suggesting that over 1 in 3 young people aged 12-16 engage in binge drinking [1] with a similar fraction of young people aged 16-21 engaging in hazardous drinking [2]. There have been ongoing public concerns expressed about young people and alcohol in both the New Zealand media and in official reports. The growing statistical evidence and public concerns raise three important questions about alcohol and young people.

Shy and reclusive teenagers find it difficult to socialize and communicate with their peers, and some find that having a bit too much alcohol allows them to open up to make friends. However, these same people

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[6]http://www.alcohol.org.nz/help-advice/advice-on-alcohol/for-parents/factors-that-influence-young-peoples-drinking
[7]http://s3.amazonaws.com/academia.edu.documents/40356540/McCreanor_et_al_2008_SSM.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1496097073&Signature=AIhpyKEsnleJ2WtrJWpcZ2Wh1X4%3D&response-content-disposition=inline%3B%20filename%3DCreating_intoxigenic_environments_Market.pdf
4http://www.otago.ac.nz/christchurch/otago018747.pdf
5http://www.alcohol.org.nz/sites/default/files/field/file_attachment/HPA%27s%20AlcoholNZ-June-2016.pdf

can drink to self medicate anxiety, depression or drown out bad memories of being abused emotionally, physically or sexually[5].

According to a study coming out of Otago University, there is a family factor that is influences teenagers and children to drink. If binge and excessive drinking is considered normal in a family, then teenagers are more inclined to drink and have easier access to alcohol[4].

• The first question concerns the extent to which alcohol use has harmful consequences
for young people.
• The second question concerns the best ways of regulating the purchase, supply and
consumption of alcohol by young people to minimise alcohol related harms.
• The third question concerns the development of prevention, treatment and related
services aimed at both reducing heavy drinking by young people and providing
treatment for young people with alcohol related problems.

Retrieved from www.otago.ac.nz/christchurch/otago018747.pdf

Mission Statement:

What's pulling young Kiwis towards alcohol?
1. It's considered 'cool' and 'fun'
2. Peer pressure and perceptions that not drinking makes you 'weak'
3. Drinking alcohol provides a sense of empowerment and belonging

Alcohol is more harmful to teens than the rest of us, as their brains are still developing, and they have less of a physical tolerance than adults. [8]

We want to help young people between the ages of 16 and 21 cut back on drinking. Our app gets you to plan your week, and then tracks your alcohol consumption.

We, as teenagers, believe that we need to help our fellow school mates that have developed drinking habits. These drinking habits can be detrimental for our health and our life styles, and we need to construct an app that helps high school students lower their intake to a reasonable amount, or completely free.

New Zealand's attitude towards drinking and alcohol is appalling. We have developed a strong drinking culture that is pressuring our young people that drinking is one of the only ways to have fun in high school. We glamourize the taste of alcohol and the feeling of being drunk, forgetting about the risks of

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[8]http://www.alcohol.org.nz/sites/default/files/field/file_attachment/AL801%20March2015_%20update_Online%20LR.pdf

developing a dependency and damaging parts of our brain. It brings a false sense of empowerment to us as it is illegal for those under the age of eighteen to drink it, but alas this law is set down for a reason as our brains are still developing.

This is exactly the reason why we want to develop our app. It is difficult to prevent drinking as it all depends on the background of the individual, but we can provide an app that provides a concrete structure and plan to help those who want to ease off of drinking.

Further development/extending to a wider audience:
This app could be extended to cater for other needs/issues.

USER JOURNEYS

As a programmer, I want to be able to code and debug the functional aspects of our app within the time constraints we have, so that we will be able to deliver a polished and tested product. however, I also want to make sure that the app is not too simple, otherwise there will have been little purpose in spending time and effort to develop it in the first place. If the app is too simple to have any real function, it will not be useful for potential users and will not contribute towards solving the issue we have identified.

As the graphic designer of the game, I want to be able to make graphics that can convey the ideas of the app and make it very clear and easy to navigate. I will ensure that the user interface of the app is very user friendly to make it simple and enjoyable for the user to utilise, such as making sure that all the features are clearly visible on screen and that none of the functions are hidden or tucked away. The graphics must be done to a high standard in order to make the app visually pleasing and enhance the desirability of the application. I hope to make our app look unique and will keep the overall design simple but effective, taking into consideration effective and memorable colour schemes and other conventions and principles of good design.

As the promoter of this app, I will cover a broad range of marketing techniques and consider many different aspects of advertising in order to encourage as many young people as possible to use our app and try make a positive benefit to their personal health.

As a client, I would like an app that is small and simple, but effective at tracking my alcohol intake. I would like the app to be easy to input how much alcohol I have consumed into, and I would also like it to be able to track my progress and allow me to set a target to work towards. As the team does not have a long time to create this app, I would prefer something small but effective rather than a larger but not quite polished product.

Initial Stakeholder Feedback

- people won't want to write it down immediately after they take a drink, so we need to make the app as low-effort to enter in information as it possibly can be

- 16-17 year olds are not legally allowed to drink, so the app could be compromising for them if it is too overtly an alcohol tracker
- should be very discreet
- could be masked as a water tracker, for instance.
- young people when dealing with problems don't necessarily want to broadcast their problems to the world- want to handle it themselves in private.

We sent a Google Forms survey to the Tear 11-13 students at our school to fill out.
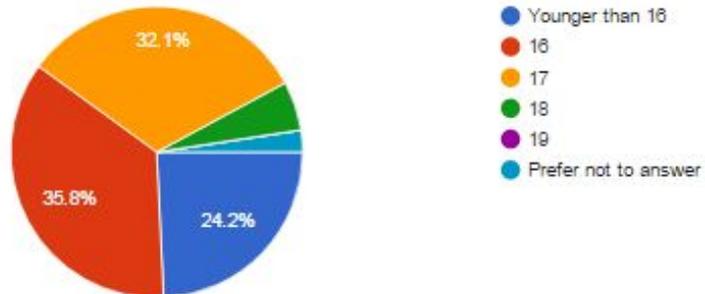
Amerikanski spy Vodka detector

Hourly reminders to drink. Plus a built in timer to improve your chugging ability

Some of the stakeholder feedback was obviously not made in earnest, and was removed from the overall group as it was not helpful, useful or sensible. The remaining feedback is displayed below.
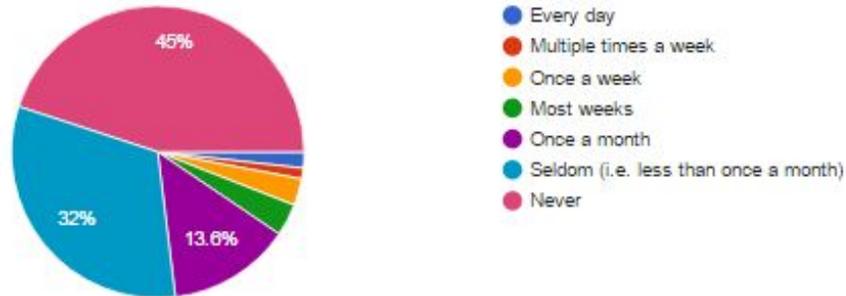
How old are you?

165 responses

- Younger than 16
- 16
- 17
- 18
- 19
- Prefer not to answer

32.1%

35.8%

24.2%

Have you drunk alcohol before?

169 responses

- Yes
- No
- Prefer not to answer

38.5%

59.2%

How often do you drink alcohol?

169 responses

- Every day
- Multiple times a week
- Once a week
- Most weeks
- Once a month
- Seldom (i.e. less than once a month)
- Never

45%

32%

13.6%

Do you know anybody who was/is trying to drink less?

169 responses

- Yes
- No
- Prefer not to answer

60.4%

32.5%

Here we can see that although most students said that they either seldom or never drink alcohol, almost a third of students reported that they know somebody who is or has tried to cut back on their alcohol intake. This could suggest that there is a good opportunity for us to address this issue which has been reflected in our initial stakeholder feedback.

Analysis of survey responses:

A count of how many drinks *Make a chart of a shot of vodka for example and put the amount of standard drinks that is and how long you should be waiting till it's fully gone*	Our stakeholders wanted the app to show how many standard drinks, not just the blood alcohol value. Therefore we have decided to include the number of standard drinks in the statistics our app provides to the user.
People with alcohol problems wouldn't use the app because they probably wouldn't want to admit the problem, let alone get help from an app. Unless it gets very serious, where they seek professional advice, they won't seek help unless someone deems it compulsory like a counselor or teacher. That being said, people who don't have drinking problems (ie, people who are responsible with alcohol already) may use the app, but it wouldn't be beneficial for them at all since they aren't the target audience for this app. *I don't think an app will work...... How many people will download it is the first problem. And how many people will uninstall it because its annoying will be the second problem. People who drink don't really care about drinking as such. Also they are aware that it is harmful but they do it because its fun. How many people will actually download the app is a question.* *Something simply with a basic interface so people from all generations find it easy*	Some stakeholders pointed out that there are people who drink who are not in a position where they want to change their habits. This is a valid point, but our app is not aimed at these people. Our app is aimed at people who are ready to take their first step towards having healthier drinking habits. Some stakeholders suggested that if the app is too annoying, it will frustrate the user to the point where they uninstall it. To avoid this problem from occurring, we will seek to make this app as simple and as user-friendly as it is realistically possible to do, by using good design principles
• Have some kind of reward for those who have achieved their goal.	Our decision based off this feedback is to incorporate a 'streak' system where each consecutive day the user keeps to their goal adds another day to the streak.
Remind consumers of the effects alcohol actually has on your body, long term and short term. Because I feel this is important, a lot of people are unaware what alcohol does to your body and why you actually get "drunk" etc• *Include motivational daily quotes that the victim can see everyday to remind them and encourage them to not over consume alcohol.* *Maybe a small reminder/note like "your friends and family are there to support you, and would never judge you".* *I think there should be information on short-term and long-term effects alcohol has on the brain, how much alcohol is a safe amount to consume, things about drinking and driving, what ways alcohol can affect you (in the way of harming your brain development, loss of*	Many stakeholders showed a concern for whether we are going to link to health information to help the user make better choices about their drinking. Based off of this feedback, we will provide a section of the app which contains extra information as well as external links to websites such as government health pages.

memory for the evening and also diminishes the ability to have memories in the first place and how it impacts your learning skills etc) *An article to look at:* https://www.psych.ox.ac.uk/news/even-moderate-drinking-linked-to-a-decline-in-brain-health-finds-study *You should maybe show the consequences of too much alcohol consumption, so that those who are drinking can realise what might happen if they binge drink or just drink too much.* *An option that allows the alcoholic to call an ambulance in the event of some thing going wrong* *link an uber app*	
Something involving the amount of money spent on alcohol, to remind them how much they're spending *Maybe a sensor that detect if the person is reaching alcohol and it going to sent a notification to that person's phone and tell it to stop.*	Some stakeholders gave us very good suggestions that are too complicated/time-consuming for us to realistically implement due to time constraints. Therefore we have decided not to implement these aspects of our stakeholder feedback.

Marketing Plan:

Free app, contains ads, monetised.
- Use banner ads rather than anything too intrusive.
- Publish on Google Play under 'Medical" category, as essentially our app is a form of blood-alcohol calculator.

Company name: TND Industries (Terrific New Designs)

SPECIFICATIONS
- Add alcohol amount
- Open form with input options (amount in L)
- Profile (weight, height, gender etc)
- Report
- Trend graph
- App name: "Drink Minder"

✓ logo
✓ colour scheme: dark navy blue, light blue, white
✓ app icons/ graphics for alcohol (images from public domain)

Graphic Designs of Logo and Icon

COMPANY LOGO: TND Industries

To design our logo and icon firstly we brainstormed and threw ideas around about what we wanted to portray with our graphic. We wanted something simple, but effective. It had to be eye-catching but also subtle. In the process of creating our logo and icon many different concepts were drawn and eventually we identified which ones we liked more as a team and asked some stakeholders about which logo or icon they thought was more appealing for any reason. In the end we decided on our final design and made any tweaks to get a logo and icon that we were satisfied with as a team.

Here are the other potential logos that we drew out digitally as concepts but eventually discarded:

Similar can be said for our icon. Because it is going to be quite small on the home screen we want something simple and not too intricate. It needs to be discreet and not too 'in your face alcoholism' but

make sure that it was able to portray the purpose of our app. This is our final logo, along with various other designs and colours that we experimented with and tried out.

Final icon:

Other concepts and designs:

Research into pre-existing apps/ programs and how they help solve the issue:

We have found that there are lots of apps with similar tracking functions or that relate to this idea of encouraging people to limit their alcohol intake and have better health. For example the following site gathers some of these together for others to easily find:
http://www.healthline.com/health/addiction/top-alcoholism-iphone-android-apps#4

Many of these apps we have researched into tackle this issue in different ways. The iPhone app 'I Am Sober' tracks how long you've been sober and the amount of money saved from not buying alcohol. It has many different cool functions such as notifying the user when milestones have been reached and lets you set notifications about your progress. 'DrinkControl' is another app that also has similar functions. It was

named a top alcoholism app of 2014. More information about it can be found at
https://drinkcontrolapp.com/

Other apps like 'Coach.me' were not precisely designed to battle an alcohol addiction, however it acts as a more generalised tracking tool which can be used to set goals and work towards them efficiently. Methods of positive reinforcement are used here to assist in achieving goals. The app also gives you much more freedom in terms of what that goal is- be it limiting or entirely drinking, tracking sober days, or anything in between that will make for a better and happier lifestyle.

Other apps such as 'Sober Grid', 'Daybreak' and 'SoberTool' focus on connecting people in community forums for mutual support and encouragement from people nearby who are facing similar issues with alcoholism in their lives. Being able to talk to both other people and also health and well-being coaches is likely to make a big difference.

Another way of tackling this issue was discovered in the app 'nomo - Sobriety Clocks' which is a clock that tracks how long it has been since your last drink. Chips are earned for reaching sobriety milestones to motivate users to stay sober. It also includes distraction exercises which help people refocus the mind when you are intensely craving alcohol.

It could also be interesting for our app to be able to calculate Blood Alcohol Content (BAC) since this is vital information for good health and sobriety. There are many examples of these which can be found online or on the iPhone app store/ Google Play store:
http://www.alcoholhelpcenter.net/Program/BAC_Standalone.aspx

Later stakeholder feedback:

-Have simple controls. It's annoying to have to navigate through lots of different menus and subsections. Maybe have it so you can swipe in different directions for all the things like Snapchat?

-Make it easy to understand, hard to mash buttons- drunk people might need to use this app, and their coordination will be impaired.

-Glasses are not the same size, and estimation is not necessarily accurate
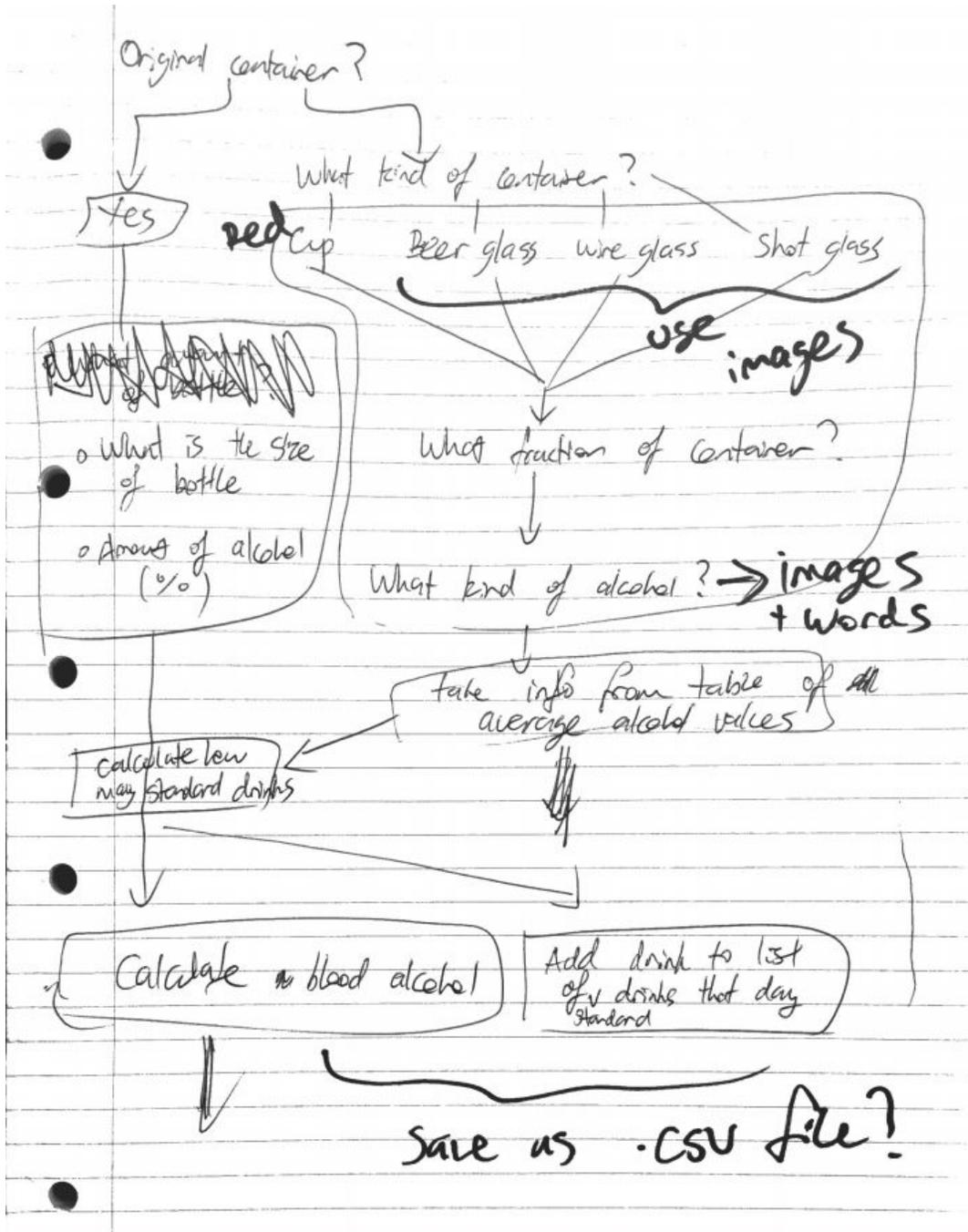*-- From this feedback, I decided to ask the person to give a fraction of the cup, and calculate alcohol content from there.*

-Display advice for drinking somewhere in the app, like to drink water when drinking alcohol, etc. Could be a rotating thing on the menu.

-Maybe if you have time you could let the app have an option to send a message to another person when you don't meet your goal for accountability?

Algorithm for App Programming

Original container?

What kind of container?

Yes

red cup   Beer glass   wine glass   Shot glass

use images

~~[crossed out text]~~

o What is the size of bottle

o Amount of alcohol (%)

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take info from table of all average alcohol values

Calculate how many standard drinks

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Add drink to list of v drinks that day
standard

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http://www.health.govt.nz/your-health/healthy-living/addictions/alcohol-and-drug-abuse/alcohol

This site is not NZ-based, but nevertheless it provides valuable information about average alcohol content of different kinds of drinks.

http://sunrisehouse.com/stop-drinking-alcohol/percentage-contents/

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Website: https://www.uber.com/en-NZ/

NSAD
Phone: 04 901 0530
Website: http://www.nsad.org.nz/

The Turning Point NZ
Phone: 0800 863 3869
Website: https://www.theturningpoint.co.nz/

Odyssey
Phone: 09 638 4957
Website: http://www.odyssey.org.nz/

Alcohol Drug Helpline
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