



Faculty of Liberal Arts and Social Sciences

Department of Social Sciences and Policy Studies

Bachelor of Social Sciences (Honours) in Social Entrepreneurship and
Development Studies

SSC4335 Capstone Project II: Project Output

DigiZero – Gamified Digital Wellbeing Subscription Kit

Output & Evaluation Business Report

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Introduction

Since the explosion of the digital era in 2010, there has been a rise in a silent threat accompanying this phenomenon: Internet Addiction Disorder (IAD), referred to as digital addiction in modern terms. This condition comprises numerous factors; however, for this research study, we will only be focusing on “doomscrolling” (constant scrolling on social media) and “binge-watching” (non-stop streaming or consumption of videos), habits within this addiction spectrum.

The increase in digital device usage among children in Hong Kong, especially during COVID-19 and after, has brought significant concerns about screen addiction and the cascading range of problems in emotional capabilities, physique, and cognitive development (). Another study found that on a macro level, a lack of digital wellbeing habits can lead to serious issues later on in life, such as cyberbullying and online sexual harassment, with nearly 4 in 10 older children or adolescents (approximately 131,604) being at risk of being attacked (Save the Children, 2023).

Against this drastic backdrop, DigiZero, an innovative EdTech startup, is on a mission to bring digital wellbeing habits to every household, empowering families to become resilient from toxic and addictive digital habits by engaging in meaningful, holistic activities that both educate digital wellness and strengthen family bonds.

The notion of saving families and children from being disconnected from one another is another key element we want to address. It should be noted that digital devices themselves are not the issue that DigiZero wants to eradicate, but the severe multiplayer problems that extended digital usage brings to addicted individuals.

Value Proposition

Empowering digitally balanced families in Hong Kong by delivering convenient, gamified edutainment kits that promote healthy digital habits and stronger family connections.

Our Unique Selling Point (USP) combines edutainment materials with family bonding activities that promotes wellbeing in families.

Market Landscape & Target Group

There are approximately 320,000 children within our target age group of 5 to 10 years (Census and Statistics Department, 2024), with over 70% of children having regular access to digital devices (Preply, 2024). Paradoxically, these children's average daily screen time exceeds 2.2 hours and goes up to over 6 hours (Preply, standard, YWCA), two to six times over the WHO recommended level for daily screen usage.

For our target beneficiaries, we have narrowed down to the key development stage of 5 to 10 years, where a child is going through rapid growth and brain development. According to early-childhood studies, this age is sensitive to external stimuli and influences while adapting to the changing body and mindsets. Through extensive research we have pinpointed this age group as the optimal segment to provide intervention-based tools.

Existing studies also indicate strong demand from parents, with around 68% expressing growing concerns over attention spans, communication, and creative thinking skills. A study by Preply in 2024 found that 95.8% of 1000 parents surveyed in Hong Kong mentioned using screens as a substitute to keep kids occupied while they are engaged in other work or household tasks. Nearly 35% are not aware or concerned that digital addiction is a serious social concern among young children (Preply, 2024).

(Further in Research Analysis in Appendix)

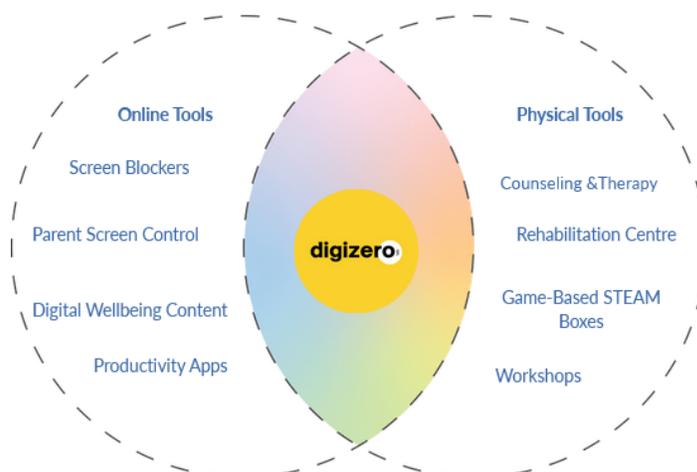
Market Analysis

There are various solutions in the market to address the issue of digital addiction in both online and offline mediums (table 1). However, our market study found that there is a gap in existing solutions addressing the customer (parents/educators) as the key entity, usually utilizing top-down methods to create a change in habits of individuals digitally addicted. They are also addressing an older audience, both as the enabler or as the product or service user.

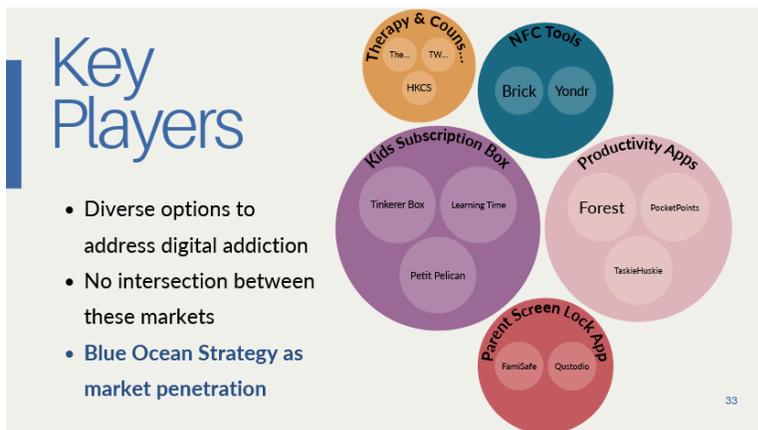
As a result, this creates a flawed loop in the system as the users' core needs and pain points are often ignored and not catered for. Creating a systemic continuation of the problem, which then grows in number and impacts the younger generations.

Our analysis shows five categories of products that provide various levels of intervention, aid, assistance and preventive methods to resolve digital addiction available in Hong Kong. These have direct and indirect relation to our solutions. However, there is no clear intersection between these markets.

DigiZero would like to capitalize on this market gap by applying the "blue ocean strategy" to create a market penetration by providing both physical tools for the beneficiaries as intervention methods and online tools as mediums of facilitation and inspiration for enablers.



Our market positioning will be high on ease of use, as the kits as research-backed and ready-to-use upon delivery. They are also effective in terms of addressing the user pain points seeing as the children seek novelty and engagement as the core elements of attraction towards a product. (Research Analysis)

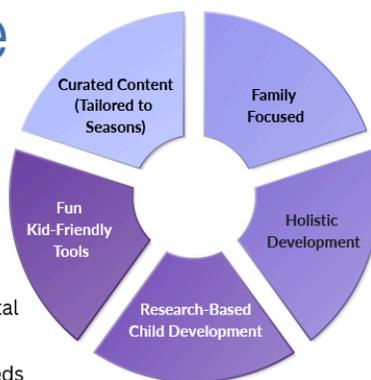


Positioning



Competitive Advantage

- Understand **critical user needs** (*cure for boredom*)
- Predictable Revenue Stream
- Bottom-up Strategy to curing digital addiction
- Easy to evolve & adapt to user needs



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DigiZero Solutions & Product Development

Our solution is designed with the end user – the children at the center of priority, and we create effective solutions that can help them holistically and intrinsically to attain healthy digital habits. We also want to promote family bonding and wellbeing through these habit-building kits to create more closed-loop ecosystem of skill acquisition and healthy child development, as essentially, environmental factors are the major cause of persistent digital addiction during the formative development stage.

DigiZero has three main product lines; the Pause & Play subscription kits and DigiZero Workshops, will be launched during Pre-Seed Stage, while the DigiZero App will be developed over the Seed Stage and released thereafter.

These solutions are designed with a human-centric approach to bring behavioral change and awareness to the child, stakeholders and the wider community on the negative impacts of digital addiction, while cultivating healthy wellbeing habits to counter.



Pause & Play Kits

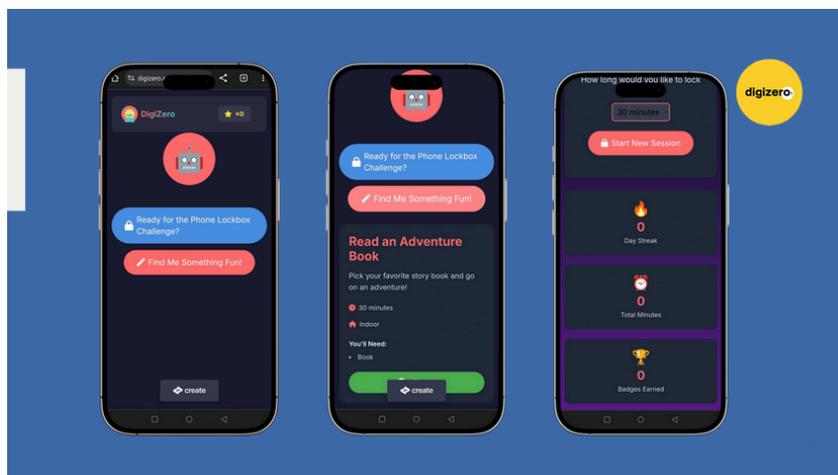
The Shikake Framework and The Fun Theory are two key design elements implemented into creating the Pause & Play Kits and designing the initial user-interface of DigiZero App (Yamamoto, 2015). The Shikake frameworks allow users to behave in a way that is beneficial to them without the constant need for extrinsic motivators, this promotes goal-oriented behavior and incentives for participation. An added element to this framework is

The Fun Theory, it highlights the importance of cultivating the element of “fun” to create behavioral change.

We have utilized these theories to create a sensory-stimulating kit that incorporates specially curated items to arouse the curiosity and interest of the young users, while adding elements of fun to keep them engaged to the kits each month (Sohn & Nam, 2015). This entails that the kits will include products that smell refreshing and fruity, have small edibles for taste, visually stimulating, sensory-friendly or fidget toys, and fun instruments or sound toys, to provide holistic engagement for each month the kit is bought.

For the habit formation segment, Vygotsky’s Zone of Proximal Development (ZPD) is implemented as this theory promotes the scaffolding learning technique to build healthy digital wellbeing habits (McLeod, 2025). As the target users are still children, this scaffolding technique utilized in creating the educational content will provide required guidance from the parent or enabler for the child to acquire self-regulation of digital detox and other wellbeing habits.

Parental scaffolding is a key strategy that makes these products unique among others in the market (Diercks et al., 2020). The kits promote family collaboration, fostering dialogue, co-creation and problem-solving. Parents will have practical insights on enabling behaviors and addiction signs, along with monthly step-by-step action cards to help them build digital wellbeing habits in their children and foster stronger family relationships.



DigiZero App

DigiZero App will have a dual system catering to both the parents and their kids, the system designed to provide mindful and fun offline activities, screen lock control, and habit tracker features to implement and track the acquisition of this habit as time progresses.

Pedagogical Strategies in DigiZero Products

1. Co-engagement activities: habit-building task cards, conversation starters, parent's wellbeing step-by-step guide, token jar and habit-building poster.
2. Guided autonomy: wellbeing coloring journal, gamified timer to challenge children's screen disengagement (DigiZero App UI), habit tracker, streaks.
3. Self-regulation: positive mindfulness cards, emotional regulation cards (appendix)

DigiZero promotes holistic development of the child through our products and services, building stronger parent-child relationships through joint activities, emotional awareness, positive affirmation and goal-oriented task cards that rewards the behavioral change.

Impact Measurement

DigiZero’s vision is to create a meaningful social impact by addressing digital addiction and promoting healthy family relationships in Hong Kong. To create an accurate measurement of the impact generated, The Theory of Change (ToC) framework is implemented below with estimates.

This will provide DigiZero with a clear standard for the current fiscal year and those to come regarding the level of output and impacts that must be reached and attained on various levels.

By mapping the estimation from the production of Pause & Play Kits to DigiZero workshops, this chart can help ensure that our strategies are effective and aligned with our mission.

Framework	Indicators	2025 Targets	Actual Results	Analysis
Theory of Change	Number of kits distributed	500 units	390 units	Achieved 78% of target
	Number of workshops held	12	4	Improve partnerships with schools and NGOs, find new partners from diverse fields or competitors to co-create
	Reduction in screen time (self-reported)	30%	20%	Add more support for families that struggle. Provide causal support through focus group consultation.
	Improvement in family communication (survey score)	4 (out of 5)	3.5	Enhance parent and child connection in order to improve scores. Ask for feedback and areas when the kits didn’t work.
Social Return On Investment	Value of improved mental health	HK\$10,000 (estimate) per child	HK\$5,000 (estimate) per child	Based on consultations, healthcare and other activities

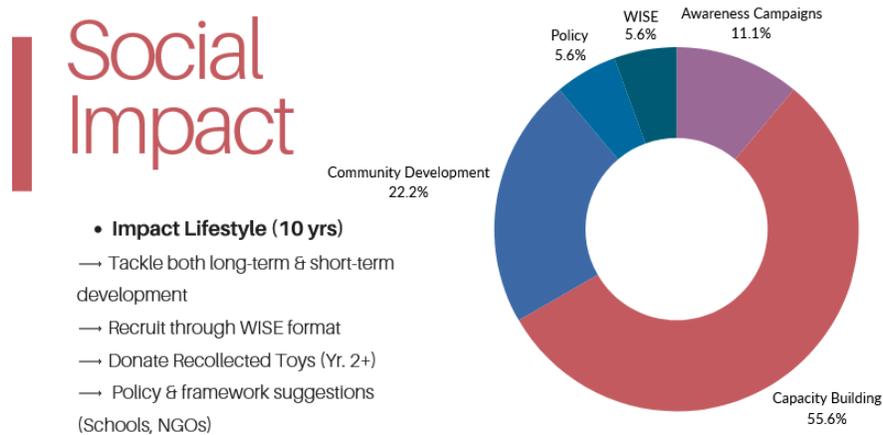
				that stimulate healthy mental wellbeing.
	Value of improved physical health	HK\$5,000 (estimate) per child	HK\$4,000 (estimate) per child	Improve value add by 25% over next year

Metric	Value (HKD)	Notes
Total Revenue	HK \$113,061	Gradual
Gross Profit	HK \$110,961.5	Manage effectively through customer acquisition to increase revenue
Total Expenses	HK \$67,609	Optimize
Net Profit	HK\$45,452	Look to grow as much as 30-40%
SROI (Overall)	1.5:1	Every HK\$1 invested yields HK\$1.50 in social, and the ratio could grow by 20%.

Social Impact Measurement

At DigiZero, we would like to take a longitude approach in dealing with the social issue of digital addiction that has a growing rate of youths being affected in Hong Kong, with limited awareness and effective intervention methods to alleviate the issue. Therefore, a multitude of methods will be used to create and assess the social impact generated within our target beneficiary, assessed community and the greater society in Hong Kong.

These will be implemented through a series of awareness campaigns, capacity building interventions, preventive educational resources, WISE for mental health recoverees, or IAD youths seeking employment, community building through workshops and events, and research-backed policy suggestions.



Implementation and Measurement Strategies

A. Short-Term Impact Measurements (6 to 12 months)

- Pre-Tests & Post-Tests using the Digital Health Index as standard
- Number of Customers, Attendees, Online Content on Digital Addiction
- Social Media Reach & Engagement

For the next 12 months, we will be accumulating data from the users and customers with their consent and confidentiality, regarding the effectiveness of the kits in reducing the digital addictive habits and in building healthy digital habits.

The customers will be taking an initial simple pre-test to provide the current digital condition of their beneficiary before purchase and checkout. This will give us the primary data of the user's status, which will be encrypted and stored as customer data.

The post-test will be presented through QR codes on packaging that makes it effective for customers to give us feedback. These will be given in 3, 6 and 12-month intervals to understand the changes, progress and habit acquisition of the user.

We'll also track user data during workshops and events hosted in partnership or hired by schools or NGOs for wellbeing initiatives. Customers will be free to opt out of these quantitative and qualitative assessments; however, they'll receive complimentary tokens of appreciation if participating.

B. Mid-Term Impact Measurements (1 – 3 Years)

- Community Engagements
- Collection of Donated Toys
- WISE – Type Employments
- Marketing Awareness Campaigns

After 12 months, we will continue with previous impact measurement tools, and will include these new ones gradually.

As labor is needed during business expansion, we will hire individuals from the WISE organization to hire individuals seeking empowerment through employment. This will be our start to building social impact in the community level. We will provide training and related support for the employee to work with legal employment rights.

We will also start the donation campaign that will collect used or unwanted toys from our customers and the wider community. We will refurbish with our special kits and donate them to orphanages and low-income households. Through this we also aim to build awareness and positive habit-building of children from various backgrounds.

C. Long-Term Impact Measurements (5 – 10 Years)

- Research-Backed Papers
- Policy Suggestions for Implementation & Improvement

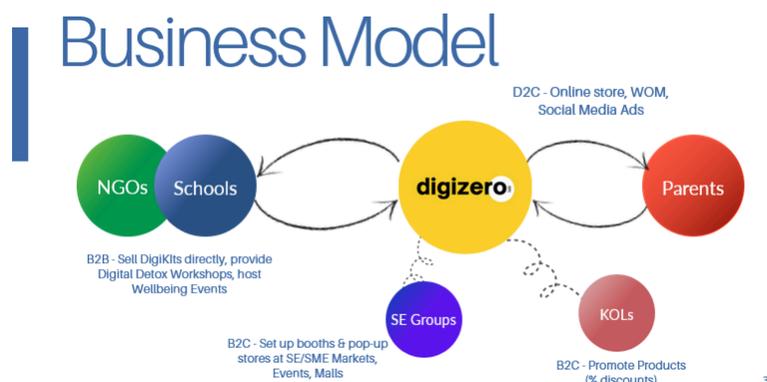
From the accumulation of anonymous user data, we can understand the trend of this intervention and create better intervention strategies for digital addiction.

This will also provide us with adequate grounds to create sound policy suggestions for schools or other supportive institutions to create impactful societal changes in healthier digital consumption and digital wellbeing strategies.

	KPIs	Measurement Methods
Awareness Campaigns	<ul style="list-style-type: none"> • Social Media Reach & Engagements • Workshop Attendees • Public Discussions • Online Digital Wellbeing Contents 	<ul style="list-style-type: none"> • Online Surveys & Focus Groups (Subscribers) • Google Analytics • Screen Usage Metrics (Voluntary Submission) • App Downloads & Engagements
Capacity Building	<ul style="list-style-type: none"> • Habit Building Metrics • Family-Child Wellbeing Metrics • Recruit & Train (rehab, special needs) 	<ul style="list-style-type: none"> • Skill assessments (quizzes or practical exercises) • Follow-up surveys to assess skill retention • Focus Group Interviews • Job Placement (Part-Time)
Community Development	<ul style="list-style-type: none"> • Workshop attendees • Donation Collection (Yr.2)+ 	<ul style="list-style-type: none"> • Community feedback forms or surveys • Donate collected toys to underprivileged
Policy Suggestions	<ul style="list-style-type: none"> • Increase research on screen consumption pattern & effects 	<ul style="list-style-type: none"> • New Public Campaigns & Posters • More research & studies in this area

Output Metrics – Key Performance Indicator (KPI)

DigiZero – Pause & Play Wellbeing Kits, utilizes the subscription business model as the foundation of how this social enterprise will run and generate revenue. The kits can be purchased as one-off purchases or through subscription model, getting 10% off for annual subscription. The DigiZero workshops and events operate under one-time purchase, while subscribers will get 30% off on the tickets for the year.



Currently, there are 15 families from the focus group study who are interested in being the Early Adopters of the Pause & Play Kits.

Category of Service	Type	Pricing	Features
DigiKits - Pause & Play	One-Time Purchase	\$280	<ul style="list-style-type: none"> Home Delivery Monthly basis - One-Time Purchase
	Subscription Model	\$260 / 12 months	<ul style="list-style-type: none"> Home Delivery 10% Off on Pause & Play kits Access to workshops & events (30% off) Personalized / Need-based curated
DigiZero Workshops & Events	One-Time Purchase	\$150 - \$120	<ul style="list-style-type: none"> Learn & acquire digital wellbeing habits Cultivate wholistic wellbeing Family Bonding Activities
DigiZero App	Freemium Content	\$40	<ul style="list-style-type: none"> Wellbeing Content & Tips Assessment Reports (Digital Usage Metrics) Wellbeing Quizzes (Kids included)

DigiZero will also operate under the B2B model catering to institutions to reach a larger pool of target beneficiaries and potential to create greater awareness toward the social issue and

DigiZero's mission.

	GOAL	BENEFITS	VALUE
Schools / Playgroups	<ul style="list-style-type: none"> • Create awareness of social issue • Integrate Digital Wellbeing Framework 	<ul style="list-style-type: none"> • Provide holistic development • Develop high-caliber students • Tool for creative & critical thinking • Innovative Teaching 	<ul style="list-style-type: none"> • Promote Work-Life balance • Digital Wellbeing Habits • Parent-Child Bonding Workshops • Close Digital Literacy gap • Bulk Pricing \$260/Kits • Package with Workshops (\$100/person)
NGOs	<ul style="list-style-type: none"> • Create awareness of social issue • Co-create innovative solutions 	<ul style="list-style-type: none"> • Tools to support family programs • Social Impact in DA, mental health, family wellbeing sectors 	
Corporates	<ul style="list-style-type: none"> • Improve employee Wellbeing & QOL • CSR Objectives 	<ul style="list-style-type: none"> • Attract and retain high-caliber talent • Improve employee commitment 	

Output Metrics & Evaluation

Summary of Evaluation

DigiZero's output metrics for the financial year of 2025 has been modest due to limited customer acquisition strategies implemented. As pre-seed founders with lack of capital, further initiatives such as incubation programs, SIE funding and collaboration with industry players can provide needed resources to increase marketing strategies, improve sales traction and promote more growth rate.

Partnership with fellow SE and NGOs tackling similar issues or producing relevant wellness, sensory with relevant themes through product distribution strategies are areas that the company will utilize to attain a larger pool of customers for the next academic year. Reaching IB schools through active pitching and collaborating with corporate partners are future growth strategies for DigiZero to grow more exponentially.

Financial KPIs

Financial KPIs	Calculation (HK\$)	DigiZero (2025)	Industry Benchmark	Analysis
Gross Profit Margin	$(110961.5 / 113061) \times 100\%$	98.14%	70–90%	Extremely high due to low COGS during the first year. Optimized pricing to sustain margins and keep variable costs low. Need to create strategic value or gradually raise product markup upon engagement.
Net Profit Margin	$(45,452 / 113,061) \times 100\%$	38.34%	10–30%	Strong profitability, due to modest customer reach. Acquiring additional capital will be reinvested in scaling and customer acquisition.
Breakeven Units	$33436.86 / (289.9 - 229)$	557.281 units	N/A	Achievable with 154 subscriptions/month to cover fixed costs.
Monthly Recurring Revenue (MRR)	75×289.9	HK\$ 21,742.5	N/A	Low initial MRR, with slow growth. Needs more aggressive measures to boost sales and growth trajectory. To reach HK\$50,000 – HK\$ 100,000

Operational KPIs

Operational KPIs	Calculation	DigiZero (2025)	Industry Benchmark	Analysis
Churn Rate	$(2/75) \times 100\%$	2.6%	<5%	Healthy churn rate due to close relationship with buyers from focus groups and positive WOM & marketing strategies. But customer pool is still low and might lead to unexpected high churn rate.
Customer Acquisition Cost (CAC)	$38000 / 36$	HK\$1,055.56	<30% of CLV	CAC is high as there are only direct costs involved in promotion strategies. These include KOL, and other marketing expenses.

Customer Centric KPIs

Customer-Centric KPIs	Calculation	DigiZero (2025)	Industry Benchmark	Analysis
Customer Lifetime Value (CLV)	$289.9 \times 2.6\%$	HK\$11,150	3-5 times of CAC	Manageable due to high loyalty customer base for the first year. Products need to maintain quality and novelty. Need new price points for more quality items.
Retention Rate	$(1 - 0.026) \times 100\%$	97.4%	90%	Implement cards and personalized gifts to appreciate annual subscription. Use other customer loyalty techniques to retain for longer.
Average Revenue Per User (ARPU)	$113061 / 390$	HK\$ 289.9	HK\$ 200 - 400	Competitive pricing point with unique selling position. Need better marketing strategies to reach wider audience and gain faster growth traction.

Financials

Conclusion

In conclusion, DigiZero is a practical and actionable social innovation to tackle digital addiction (doomscrolling). The unique market strategy on intersecting subscription box kits with fun and engaging toys, along with digital wellbeing habits are an experimental approach to tackle this issue with high effectiveness.

The opportunity to create multiple innovations and gain steady feedback and approval from our participants shows market readiness and need for such solutions to address the changing AI & Tech environment.

We hope this edutainment solution can create ripple effects of positive wellbeing for all individuals in society.

Research Analysis

Through our qualitative focus group study of 20 local Chinese students and 15 Ethnic Minority children between the ages of 5 and 10, we found that the issue of digital addiction is unbiased across cultural dynamics. However, a ratio of 4:1, with the local children having more digital addiction symptoms than ethnic minority children, is observed. (Contd. in Appendix)

The underlying reasons have been hypothesized to be the vastly different family dynamics, cultural norms, and social interactive practices among these two distinct demographics. Local Chinese families are more nuclear and independent, have compartmentalized social interactions, and have relatively unmonitored screen usage for older children. Contrastingly, from the smaller sample size of Ethnic Minority children interviewed, we found that they have larger families, more social interactions within and outside of homes, as well as collaborative use of devices among children or with adults, and often in open spaces that allow for observation by parents or guardians.

Through this analysis, we found that digital tools can often be a means of disconnection within a spatial location, such as homes. This usually stems from parents' use of digital devices as “digital pacifiers” to substitute for childcare or as child attention control and emotion regulation tools in the formative development years of 3 or 4-year-olds.

All the parents, teachers, and stakeholders interviewed (n=50) and surveyed (n=150), mentioned the necessity for alternatives to build digital wellbeing habits and the importance of building internal resilience from digital fatigue or overdependency on tech. The strong demand and market need for such digital interventions prompted us at DigiZero to devise various ideas to test the most suitable solution that can help alleviate this social issue gradually and realistically.

Our user-centric approach, putting the kids first as our priority when creating adaptable and effective solutions have led us to innovate, test and iterate for up to four times throughout the design-thinking research process over the past year.

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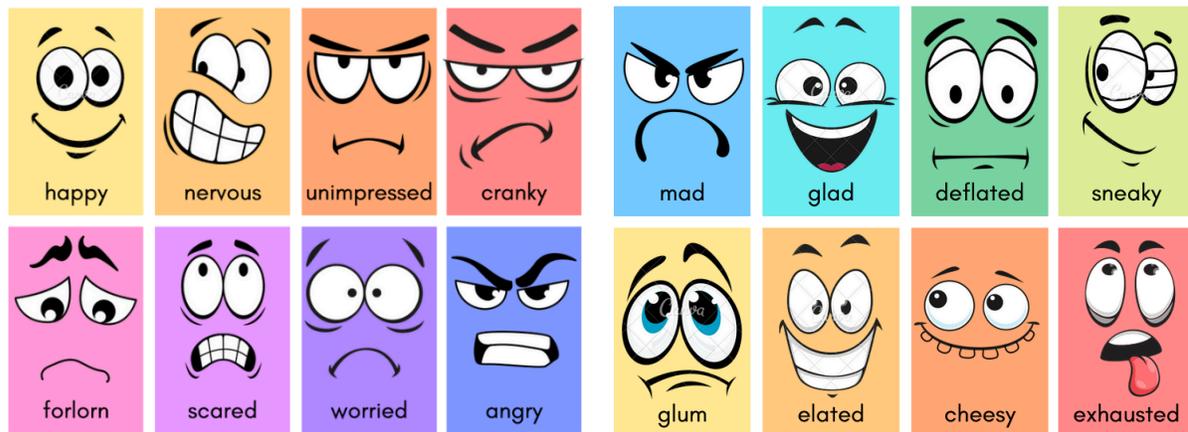
https://drive.google.com/drive/folders/19QGwyVRxSoN2oxPSFy3e_JzTIbSCkMDI?usp=drive_link

Complete research and literary review collection of the Capstone project

Appendix

Emotion Regulation / Awareness Cards

- Allows children to understand the range of emotions they hold (awareness)
- Allows children to practice emotional regulation through by expressing the cards to their parents or coloring the emotion on the wellbeing journal
- Allows parents to track & monitor the emotional range and utilize wellbeing tools for regulation □ mindful breathing, outdoor activity, quality one-on-one time



Positive Affirmation Cards

- Empowers the children to have stronger self-belief through positive self-talk.
- Builds confidence & positive mindset.



Wellbeing Habit Building Task Cards

- Motivate children to complete mission cards that cultivate healthy wellbeing habits.
- Have 30-Day cards, one for each day for the child to complete.
- Step-by-Step tracking and continuation of 1-3 habits each month to prevent overwhelm.



DigiZero App

Parent's Use

1. **Wellbeing Habit Trackers**
2. **Screen Time Monitoring***
3. **Daily Screen Limits**
4. **Digital Wellbeing Report***
5. **DigiMagic 8** - suggests mindful & fun offline activities for kids to engage in.



** Provide these for Premium Users

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Porter's Five Forces

1. Moderate → accessible, niche, family-focused, research-backed
2. Moderate → High differentiation, quality control, test-based content
3. Low → unique category, similar activities, churn (long-term)
4. Moderate → large variety, options to trial & churn
5. Moderate - High → more established brands may copy & reinvent, capitalize on existing customer base



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Previous Product – DigiZero – LockBox