



EXPLORATORY RESEARCH

Ogimi Labs

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I. Primer

Ogimi (our client)

<https://app.ogimi.ai/>

Ogimi is a Chrome Extension packed with various key features to make meditation engaging for its user.

Target Audience:

Anyone who wants to practice mindfulness with meditation.

II. Inspiration/Sources

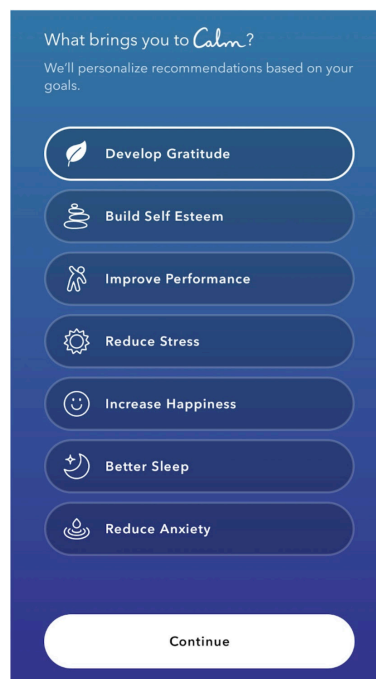
Other meditation apps in the market

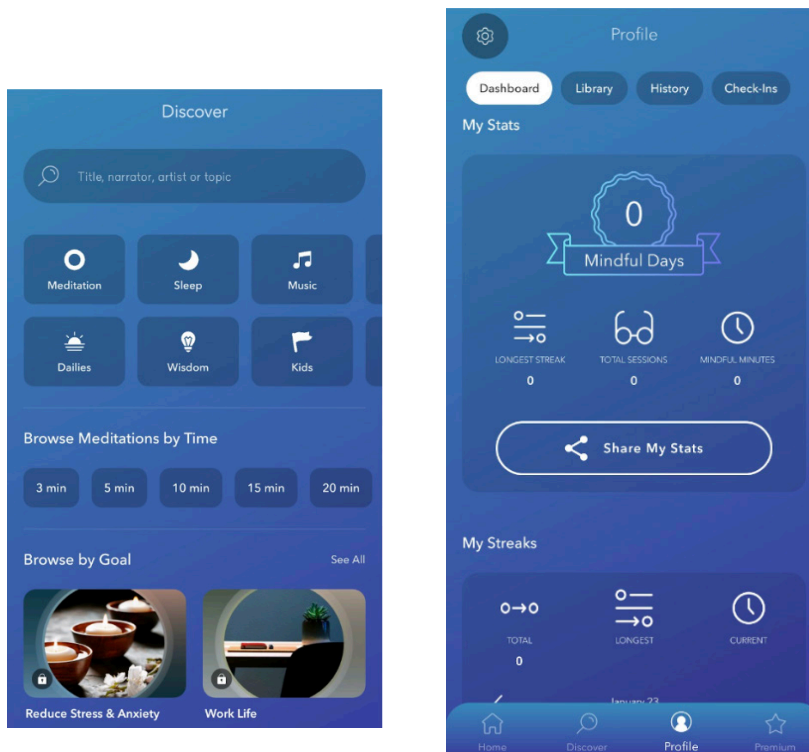
Calm

<https://www.calm.com>

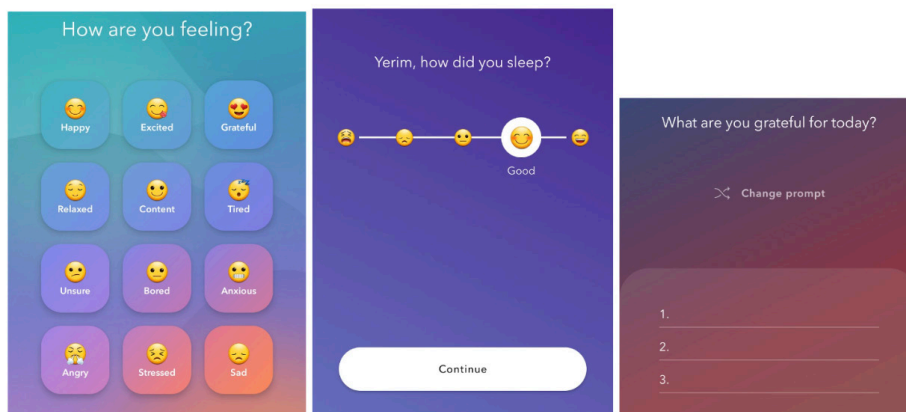
\$70/year

- When you first register, it makes the user participate in a survey to get your preference /decide your needs to provide a more personalized dashboard.





- Under the discover page, the user can search for a meditation session using the filter options. Some of the options include: the type of meditation, the genre, the duration, etc.
- Under the profile page, the user can view his/her status: the time he/she spent so far. The app also keeps track of the streak of the user. This is to encourage the user to make use of the app on a daily basis.
- After subscribing, the user gets the option to turn on notifications for personalized recommendations and updates to support goals.

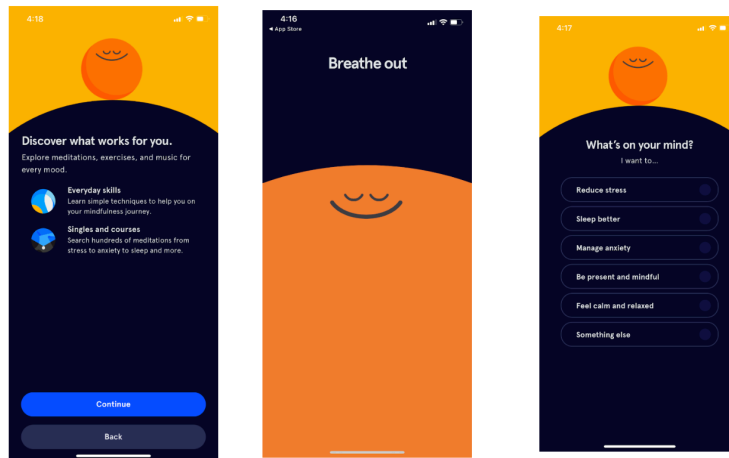


- There are various check-in (reflection) questionnaires that the user can complete at the end of each session.
- Has a user-friendly interface. For instance, it asks the user how they are feeling with an emoji to go along with each emotion, updating your suggestions for the day.



Headspace: Mindful Meditation

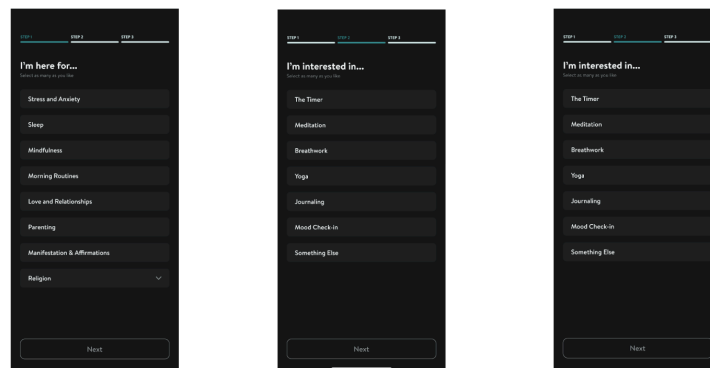
<https://www.headspace.com/>



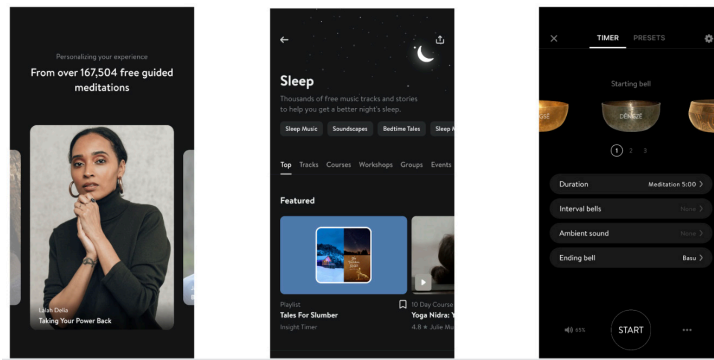
- I was met with these three visuals upon opening the app and was prompted to sign up and establish my goals. However, when moving onto the next step I was immediately met with a payment plan and an offer to try a free trial. The app was \$12.99 a month, or alternatively \$60 for an annual plan. I was disappointed because I really enjoyed the app's design and color scheme.

Insight Timer

<https://insighttimer.com/>



- Similar to Headspace, upon initially opening the app Insight timer prompted me to set my goals and interests so the app could personalize my experience and homepage. While there are payment tiers, there is a wide variety of free content to access. There were a lot of different sections like sleep, journal, breathe, timer, and while I liked the variety it felt a little visually crowded for a meditation app.



What we found out:

- Potential users can get hesitant to use the app when there is a cost to pay for the service.
- The UI of many meditation apps is overly complex, and users can face challenges navigating through the different features.
- Many users are attracted by the streak feature the current version of Ogimi presents.

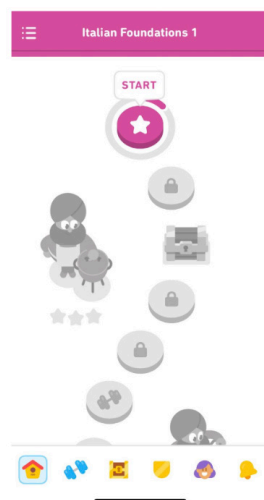
Things we want to take into our project:

- There's not much to the user profile, maybe include more about streaks and stats
- Add brief descriptions of the different types of meditation.
- Keep the UI minimal and simple to prevent any confusion..
- Keep the streak feature, as it encourages users to use the app more often, but make it more engaging by embellishing the UI -> gamification.

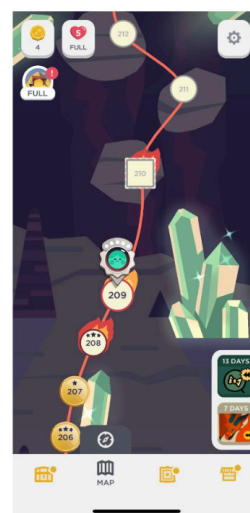
Jorge Richardson Nov 14, 2022 ★★★★★

Honestly, the streak incentive with cash bonus really keeps me coming back every day. The secondary impact of this is me feeling great!

- **Journey**—build your habits meditation journey, you're moving up levels, a natural progression, an actual path to follow.

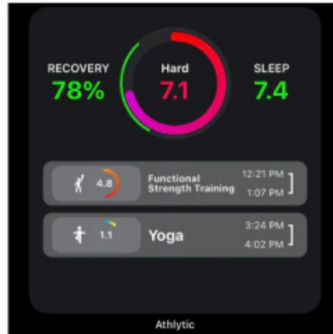


Duolingo

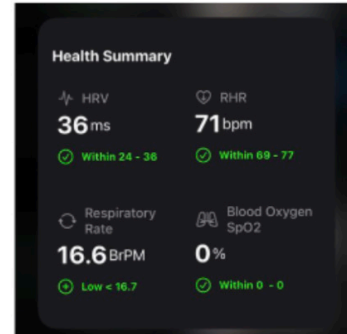


Dots

- **Personalized**—users would be able to personalize the app based on their goals. Personalized meditations are provided depending on the status of the user → data collected from apple watch healthkit (i.e. sleep activity, heart beat rate, exercise activity).



Daily Summary



Daily Health Summary

Athlytic

- **AI generated meditation**—meditations generated with AI and read out loud from the script.