Waddle Cafe

A Brew for Brilliance, a Sip for Success!

Group 14: Eleanor, Jackie, Katrina, Mikayla

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The Problem

Information Overload

20% Feel Overwhelmed (Horrigan 2016)

56% Struggle to Track Information (Horrigan 2016)

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Understanding The Problem

Waddle

Reduce Information Overload

Reduce Noise

Implementing strategies to control our information intake.

Increase Focus

Allocating time to process chunks of information.

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WADDLE CAFE

Introducing Waddle Cafe

What is Waddle Cafe?

- An interactive application that improves focus by reducing information overload
- Build your cafe with points earned by completing Pomodoro timers

What Are Its Features?

- Pomodoro Timer
- Collectable Items
- Cafe Customization

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Demo

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Why Pomodoro?

(Memon's, 2019)

Focus

Short breaks help you concentrate better and fight cognitive boredom

Increases energy, productivity, and ability to focus

Motivation

Increases brains incentives for reward

Trains brain to resist boredom and cut out unregulated self interruption

Stress Relief

Allows for decompression/information absorption after focusing on a task

Breaks fight decision fatigue, prevents procrastination

Target Market

Students	Susceptible to information overload
Game Enthusiasts	Incentivizes task completion
Pomodoro Fans	A creative way to track progress

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Timeline

(App Development Cost, 2023)

Research

2-4 Weeks
$3,000 – $10,000

Development

12–20 Weeks
$30,000-$150,000

Maintenance

Ongoing
$1000-$5000 / Month

Design

4-8 Weeks
$5000 - $ 20,000

Deployment

2-4 Weeks
$5000-$20,000

Waddle

Expansion

Phase 1

Establish collaborative community

Phase 3

Develop a web-browser version for increased accessibility and establish better SEO

Phase 2

Generate a profit by introducing in-game currency

Phase 4

Ad campaigns on social media sites and collaboration with school-focused influencers

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Thank You!

We’ll take your questions now!