

Waddle Cafe

A Brew for Brilliance, a Sip for Success!



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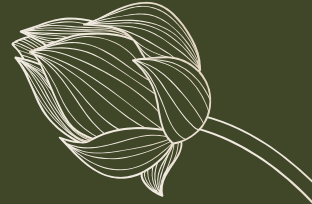
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Feasibility

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Future

The Problem



Information Overload

20%

Feel Overwhelmed (Horrigan 2016)

56%

Struggle to Track Information (Horrigan 2016)

Understanding The Problem

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

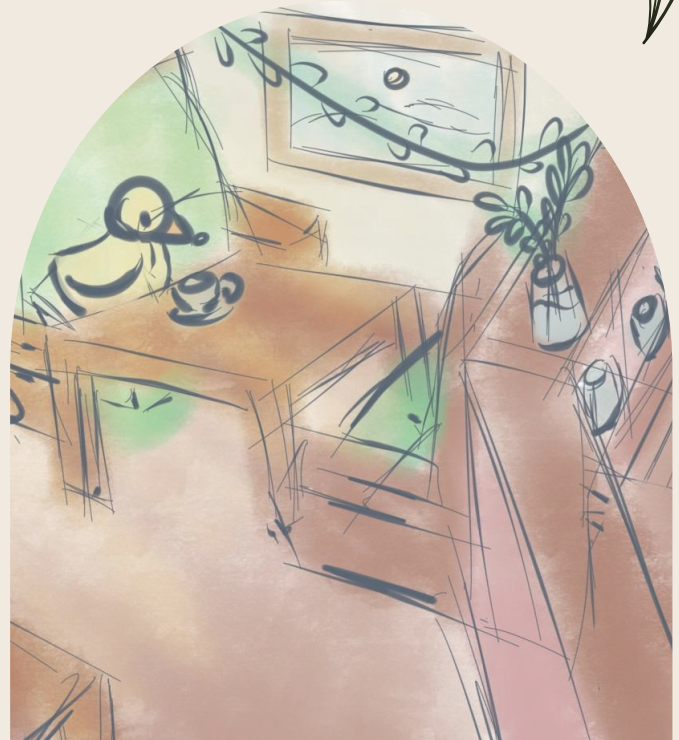
Introducing Waddle Cafe

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



Waddle

Demo

Waddle



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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

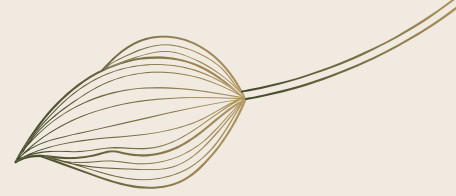
Game Enthusiasts —————> Incentivizes task completion

Pomodoro Fans —————> A creative way to track progress

Waddle

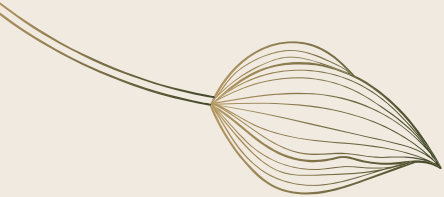
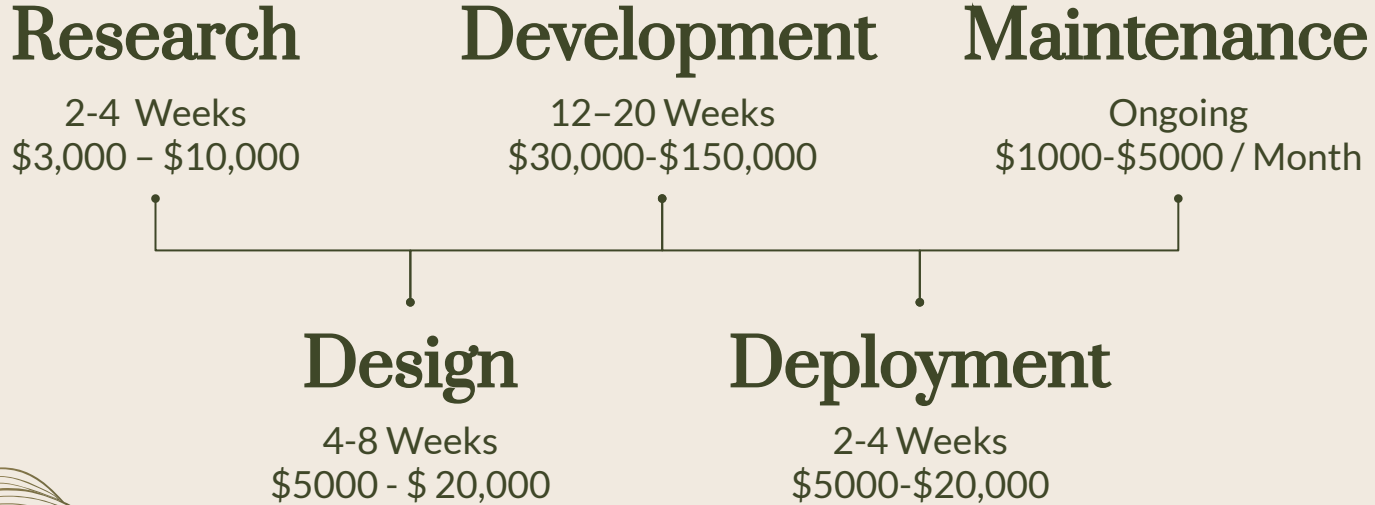
Waddle





Timeline

(App Development Cost, 2023)



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




References

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Thank You!

We'll take your questions now!

