

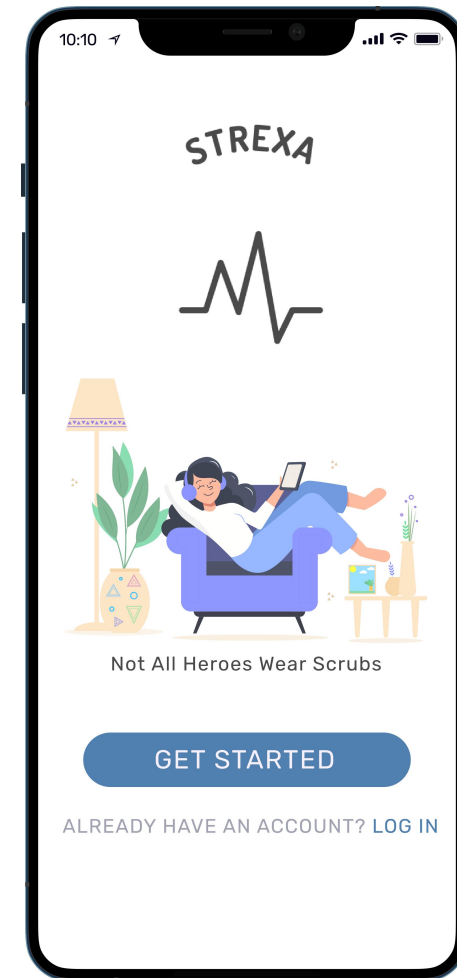
STREXA

NOT ALL HEROES WEAR SCRUBS



PURPOSE AND HOW THE APP WOULD WORK

Strexia is a Relaxation app that can help users relax and take care of their mental wellness. The app allows the user to set a timer to meditate, relax, or simply take time for themselves. Although Anyone can use the app, Strexia will be favored by medical professionals. Since Healthcare workers are in high-stress environments constantly a relaxation / Meditation app can help ease their minds and positively control their mental state.



PROBLEM DOCUMENTED

Healthcare workers are becoming increasingly stressed and depressed.

Health care workers' mental health and physical health are being jeopardized because of the hardship of Covid-19 and throughout.

understaffing in nursing can result in a lot of circumstances in workflow by causing double work and being overwhelmed with the amount of admitted patients.

Witnessing tragedies throughout the days. Along with having very fluctuating schedules. This can be detrimental to sleep which can cause even more mental and physical problems.



WHAT IS MEDIATION?

- Meditation helps with developing internal focus, concentration, relaxation, emotions, heightened focus, and overall health.
- It can also help people to manage/decrease their Anxiety, Depression, High blood pressure sleep issues, and many more.
- As stated by Mayo Clinic, *“Meditation can give you a sense of calm, peace, and balance that can benefit both your emotional well-being and your overall health”*.

HOW HEALTHCARE PROFESSIONALS USE MEDITATION

- The University of Texas Arlington states that, it is beneficial for nurses to Meditate
- Nurses can go through a plethora of emotions from seeing people becoming injured to Deceased patients
- Nurses and Drs. are basically isolated in one place for 12 + plus hours which can be a heavy toll on someone's body

TARGET AUDIENCE

THE TARGET AUDIENCE FOR THIS APP WOULD TYPICALLY FALL IN WHITE AMERICAN FEMALES AGED 24+ ALTHOUGH THIS APP CAN BE USED BY ANYONE WITH AN IPHONE, SPECIFICALLY, ANYONE WHO WORKS IN HEALTHCARE.

TARGET AUDIENCE

THE REASON FOR THIS IS MANY HEALTHCARE WORKERS, DURING THEIR BREAK, USUALLY ARE ON THEIR PHONE OR TAKING NAPS. SINCE THEY ARE ON THEIR PHONE WHY NOT USE THIS TIME TO TAKE CARE OF THEIR MENTAL HEALTH? THE SOURCE OF THIS INFORMATION IS FROM A ONE ON ONE I'VE HAD WITH A REGISTERED NURSE.

DEMOGRAPHIC & AVERAGE AGE

With the average age of 50 for an RN, the average age for younger nurses is less than 30yrs

The education level of the average RN is a Bachelor's degree or higher at 63.9%

RISK FACTORS
FOR MEDICAL
PROFESSIONALS

Nurses and Drs. are exposed to diseases, toxic substances, and much more

In the workplace medical professionals can feel immense stress when dealing with life-threatening illnesses, hostile patients, being overworked, and understaffed

“Nurses are subject to exposure to environmental hazards through their contact with patients, physical & Psychological job demands” as stated by NCBI

TELEHEALTH

Telehealth: is a resource service that uses electronic information & Telecommunication technologies to support virtual visits for people

32.9% of Registered Nurses reported that their workplace provides telehealth

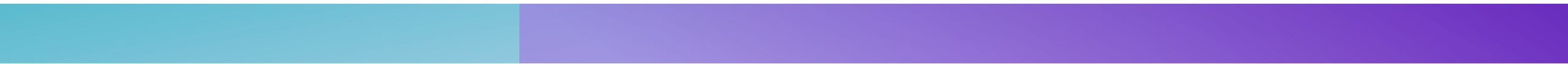
50.3% of RN said they even used telehealth within their practices.

WHY A MEDITATION APP AND WHY STREXA

Meditation as stated before is very beneficial for everyone's health.

Meditation is free to do and just takes a little motivation and dedication.

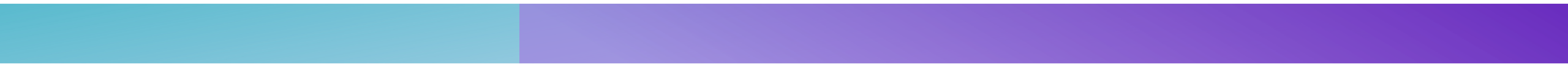
Strexia takes the meditation and combines it with rewards. After meditating you are rewarded for your effort to take care of your mental health.



WHY A MEDITATION APP AND WHY STREXA

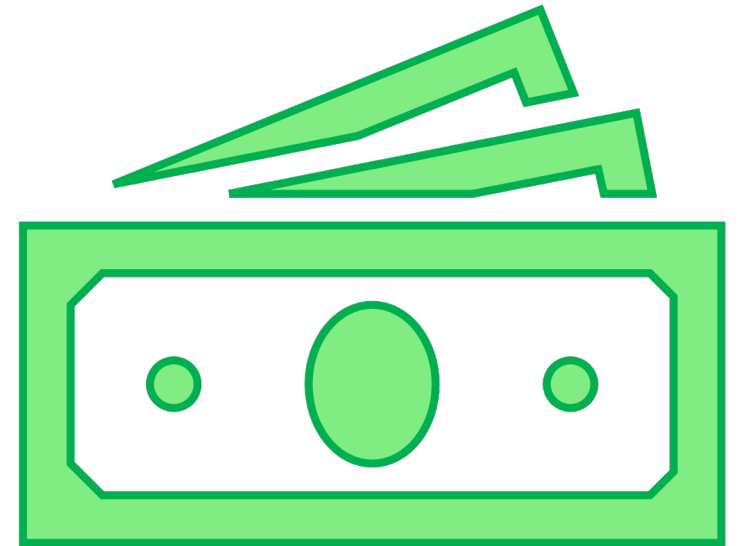
Since a lot of healthcare workers on their breaks either watch Netflix or sleep, they can get on Strexia set a timer, meditate or anything that helps them destress and eventually get rewarded for their effort.

Strexia Gamifies meditation making it a fun game with little skill to play. If you're going to be on your phone or off it why not use Strexia and help your mental state which in return can help you go on throughout your day.

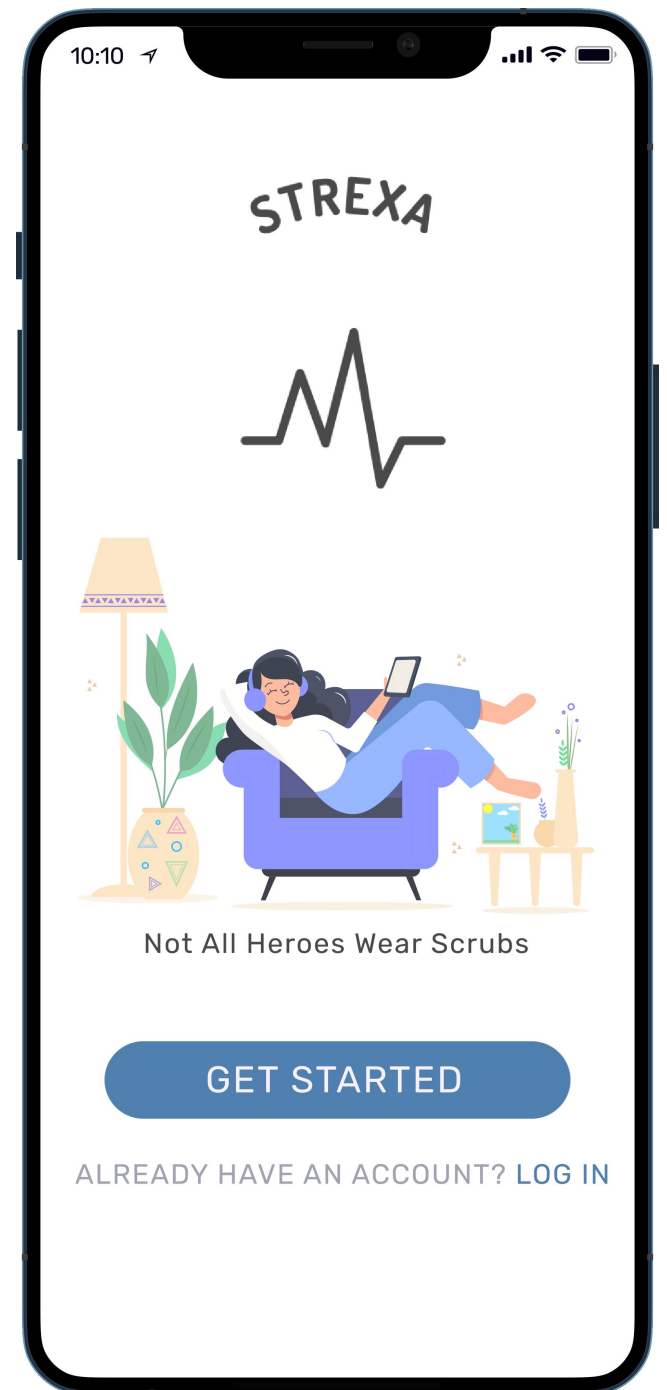


HOW THE APP WILL MAKE MONEY

- BY MONETIZING
ALLOWING ADS ON
THE APP.
- IF PEOPLE WANT TO
INCREASE **HONEY**
DROPLETS AFTER
THEIR SESSION, THEY
CAN WATCH AND AD.



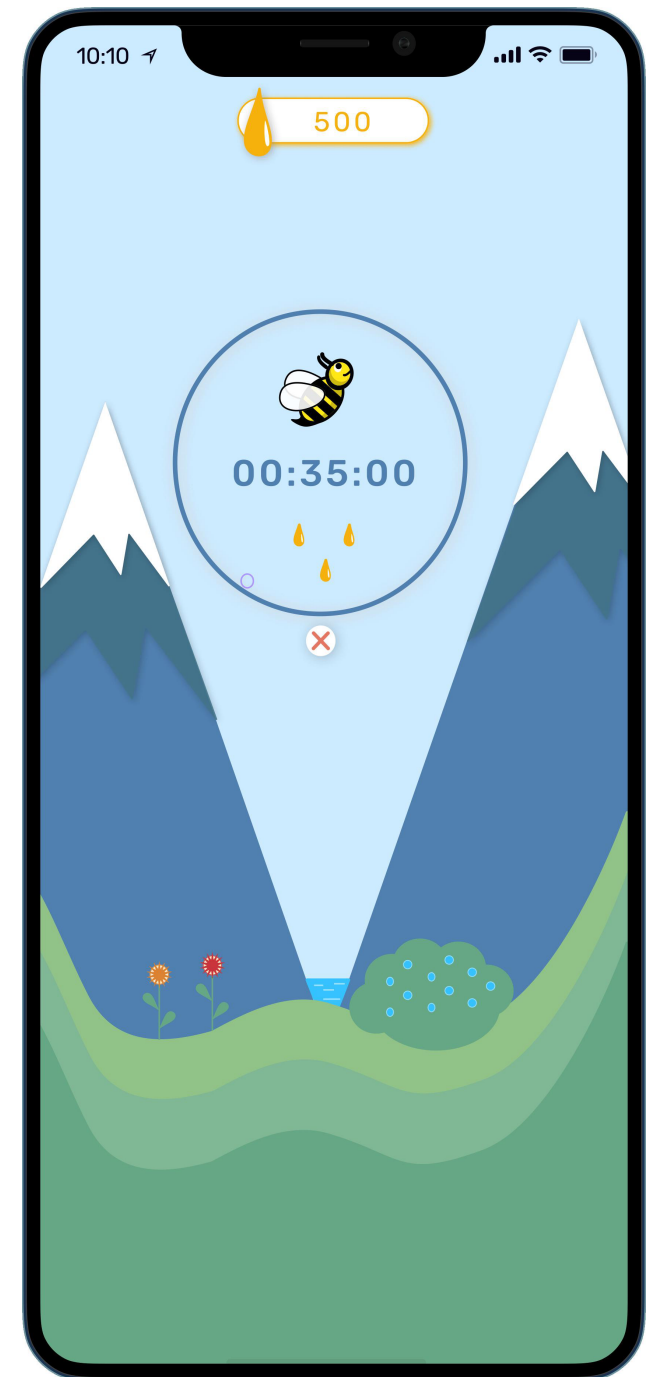
STREXA LANDING SCREEN



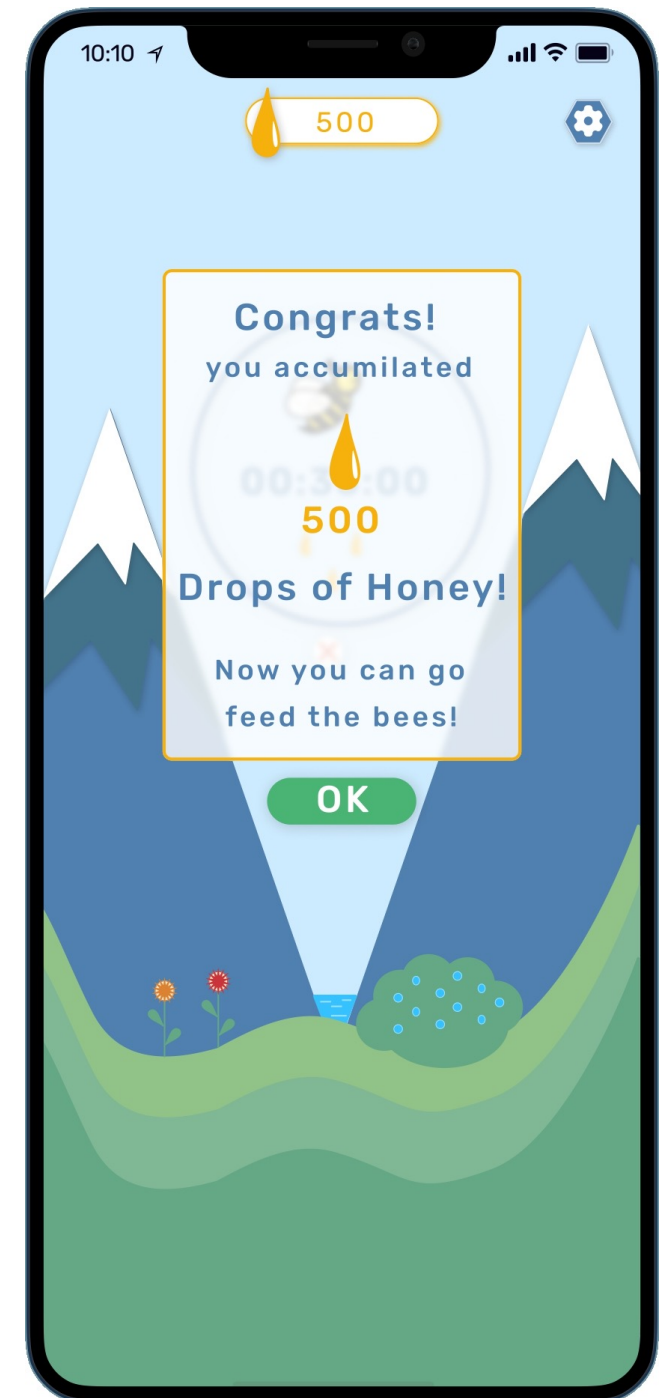
STREXA TIMER SCREEN



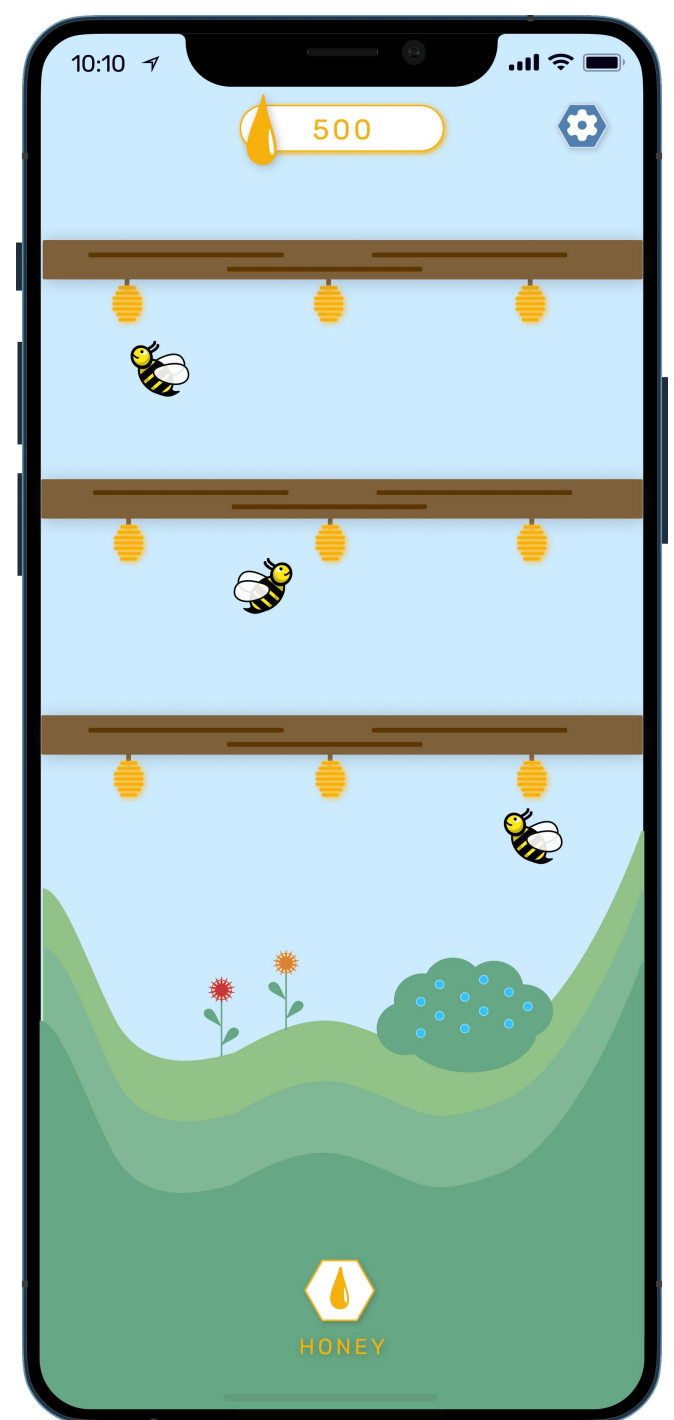
STREXA TIMING SCREEN




STREXA CONGRATS SCREEN



STREXA HIVE SCREEN





EVENTUALLY THE APP WOULD
DONATE SOME MONEY WHEN YOU
EARN HONEY. FOR EXAMPLE, WHEN
YOU EARN HONEY ON THE APP,
STREXA WILL DONATE A CERTAIN
AMOUNT TO HELP SAVE THE BEES

SOURCES - HARVARD CITATION

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