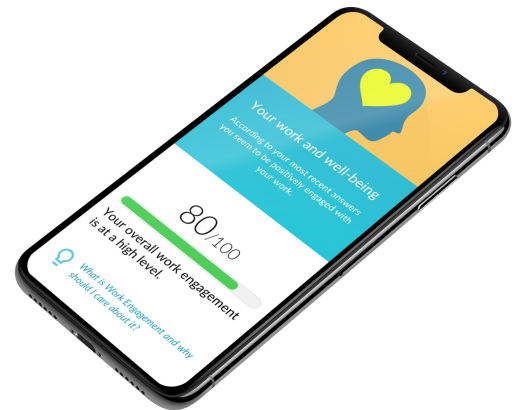


Project Proposal

Emooter



1. Introduction

What is Emooter?

Emooter is an app that helps people and teams improve and sustain their mental well-being at work. Based on short discussions with Emooter's Virtual Work Well-being Guide you get personal feedback, ideas, nudges, and job crafting challenges. For teams and organizations, Emooter offers continuous and reliable analysis of well-being based on scientifically valid measures.

Unlike many digital services out there, we focus on helping everyone individually, our service is based on scientific research and evidence, and we actively guide our users for better well-being. *Continue reading if you want to help us make a global impact on well-being!*

Who are our customers and end users?

Currently we focus on teams and companies working in knowledge-intensive industries because they have an increased risk of exhaustion and burnout. On the positive side, they also have a certain degree of autonomy that allows them to learn and craft better jobs for themselves, which can lead to experiences of thriving at work.

Although we are an early stage startup, we currently have over 150 customers trying out our service with over 600 users mainly from Finland and the United States. Our service is available globally.

Why this project?

Our main goal is to help our users improve and sustain their well-being at work, but we also need to run a sustainable business. For that reason, we need to drive up our user engagement levels, be more effective, and ultimately create more happy customers willing to subscribe to our service for years to come.

2. Project goals

We believe that the key to success is in better integration into our users' working life:

1. Eemooter has to be available in the digital channels and on the devices people use at work.
2. The service has to be frictionless to use even if the user is in a hurry.
3. The user experience needs to be highly personalized and engaging to keep users motivated.

Concretely, these are the development steps we'd like to take to achieve the goals (note that not all of these will probably fit in the scope of the project):

- Create a natively installable "solo" version of the app (Android and iOS) to utilize native capabilities.
 - Enable personalized nudges through native notifications.
 - Research integration possibilities to health/wellness data from Apple Health and Google Fit.
- Create nudge-capable bots for major internal communications platforms (Slack, Teams) to initiate sessions with our users.
- Create conversational user interfaces to bring Eemooter Guide on to internal comms platforms (Slack, Teams).

The main metric that will be used to evaluate the success of this project is *user engagement* measured by the number of actions each user completes in the app.

3. Technologies

We currently have a PWA solution of our core product made with Node.js and Vue.js. We try to use a JavaScript-based technology stack for enabling code reuse and minimizing the need to master multiple languages and paradigms.

If the team wants to take on a very rewarding challenge, we'd like to see universal implementations that can be used on multiple platforms, e.g. the same front-end code running on our PWA and hybrid mobile apps with ionic/vue.

4. Requirements for the students

Any skills useful in developing full-stack online services is a plus. Motivation to create something that helps with real people's mental wellbeing is also a plus. Some domain knowledge on work/occupational/io/social psychology is a plus, but not required.

Other skills/interest that we appreciate: quality mindset, tdd/bdd, security, service design, user experience and engagement, gamification, agile mindset.

5. Legal Issues

Intellectual Property Rights (IPR): The client gets all IPRs to the results.

Confidentiality: The client will share some confidential information with the students.

6. Client

Emooter Oy is a Finnish early stage startup. We have recently gone through Kiuas Accelerator program and are now in the go-to-market phase. We have experience working with students both in business development and tech.

The main representative from Emooter's side will be Dani Pärnänen (an Aalto alumnus), who leads the service development and technology side of Emooter. Dani has an extensive background in SaaS development as well as software business development. **If you have any questions, do not hesitate to contact Dani!**

We are prepared to spend enough time in every sprint at least in the planning and demo phases, and we will be very much online and available via Slack during development phases as well and can even attend some dailies if that helps the team. We are running continuous development kanban-style, but will be compatible with the course's version of Scrum.

Emooter does not offer office space or development hardware. We do offer any virtual development resources needed, e.g. version control, cloud servers, 3rd party APIs and services, etc. and we would highly recommend the team to join our internal Slack.



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