

THE DESIGN OF OUR

SOBRIETY APP.

Spark Life

DONE BY TEAM FROM PEICAI SECONDARY SCHOOL

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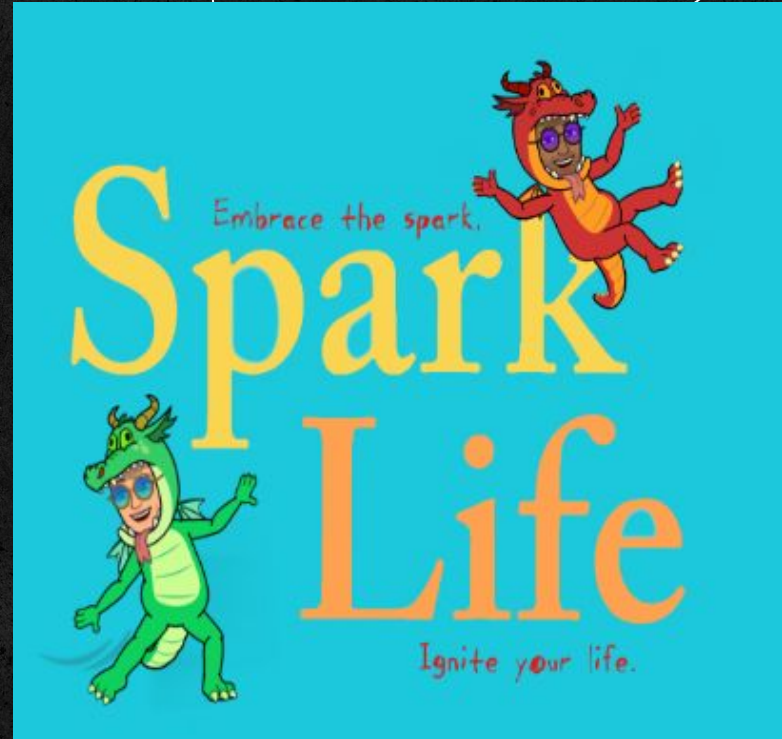
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Our app ethos

*Embrace the spark
Ignite your life*

✖ TABLE OF CONTENTS

01

Research

02

Statistics

03

**Screen design &
app icon**

04

Bitmoji

05

**Widgets &
extensions**

06

**Other features
(If any)**

01

Research

✖ Target age group

Teenagers are aged from 12 to 18, Our app focuses on giving teenagers mental health support and a platform to help them overcome their addiction.

Why target teen addiction?

Adolescent brains is not fully developed until age 25 and teens are more likely to

give in to peer pressure to try out addictive substances,

it is better to address the issue before it harms them in the long run

according to HealthHub, many adult smokers started smoking in their teens, many of which learnt the habit from their parents.

therefore they are easily influenced by external factors like friends and family members.

✘ Why is addiction a problem?

- Addiction has been linked to underlying mental health issues
- many sobriety app we have tested do not have a platform to help those under 18
- adults are least likely to be long term addicts, many who are long term addicts were already under the influence when young



02

Statistics

✘ Addiction statistics

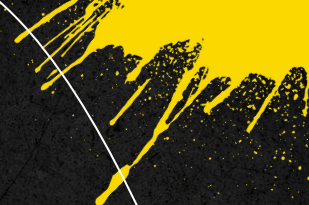
- CDC: nearly 9 out of 10 adults who smoke started smoking by 18. 99% first try smoking by 26.
- NIAAA:: adults aged 26 and older who started to drink by 15 are 3.5 times more likely to report having AUD
- NCPG: 35% of Singapore residents had their first gambling experience between ages 18 to 24

How our app aid in these situations

- this app features interactive widgets, a calendar tracker and a unique scheduling method to quit addiction
- it includes a platform for users to talk to a licensed therapist to help them with their recovery
- this app will include a library of motivational stories to motivate users to continue
- the app will expand to help those with mental health conditions.

03

**Screen
designs &
App icon**



✘ Our App icon(Rise above addiction)

Sparky

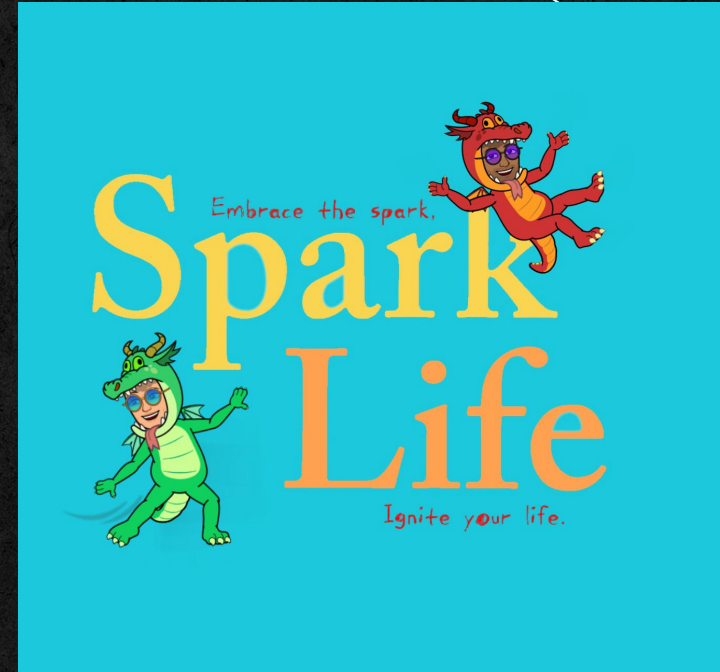
The reason behind why we chose a phoenix as our mascots, Sparky & Livie. This is because...

Phoenix symbolize strength, courage, and transformation, which aligns with the goals of overcoming addiction and embracing a healthier life.

Why the name spark life?

As our motto says “Embrace the spark, Ignite your life.”

Our goal is to help users embrace their spark which is referring to the hope to overcome their addictions, so that they could ignite their lives which in other words mean to get their life/what they once had. Rise from the ashes of their addiction to a renewed birth



Livie

✘ What does SPARK Life stand for?

The word SPARK was chosen as it implies a trigger for a fresh start. We accept that most addictions are difficult to abstain from, so our app ethos is forgiving in that we believe people should retry if and improve on their abstinence periods for longer durations over time leading to eventual freedom from the addiction. So SPARK stands for

a **S**upport system,

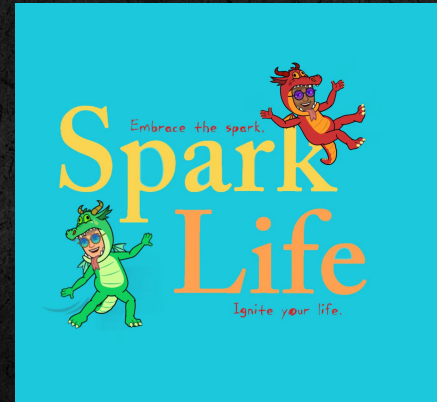
a **P**ersonalized plan,

Accountability,

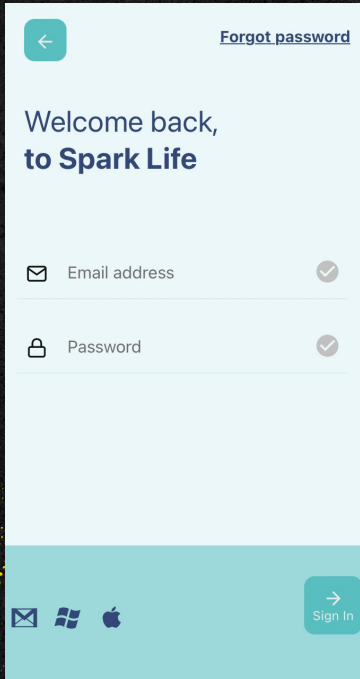
access to **R**esources and Education, and

Keep Moving Forward

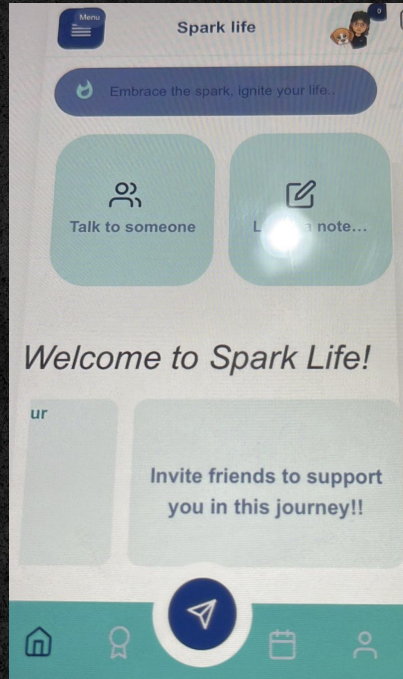
(a positive, forward-looking attitude in the process of quitting addiction)



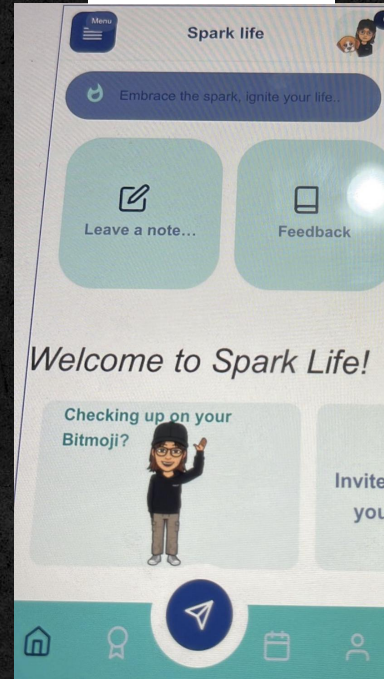
X Screen designs



Login page

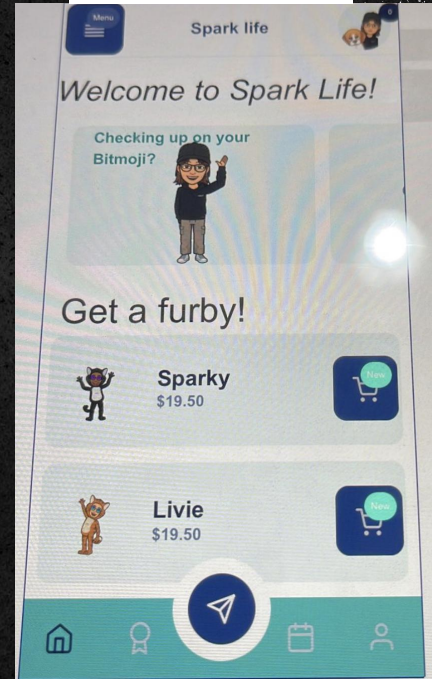


Swipe left



Main lobby

Scroll down

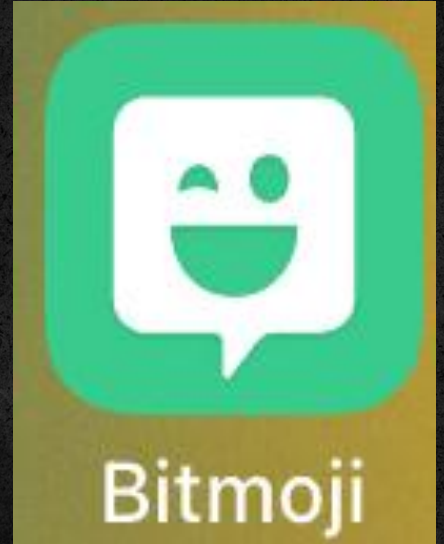


04

Bitmoji

✘ Why Bitmoji?

- The Bitmoji app allows its users to create a custom cartoon avatar of themselves, it allows users to create a customisable cartoon avatar of themselves in whichever way that best represent themselves
- They offer a wide variety of customisation to the character
- Bitmoji is open to collaborations as long as we fill out a request form and get an approval



✖ Collaborating with Bitmoji

INTRODUCTION

We developed these guidelines to help everyone use the Bitmoji brand.

When we say "brand assets," we mean the Bitmoji wordmark, Bitmoji app icon, Bitmoji logo, Bitmoji avatars, Bitmoji artwork, and our other features and product names.

If you'd like to use our brand assets in a way not covered by these guidelines, please fill out this request form.

[REQUEST FORM](#)

We update these guidelines periodically, so please check in often to see what's new!



This page was found on the Bitmoji brand guidelines stating that if we wish to use their "brand assets"

That aren't covered in the brand guidelines, we can fill out an request form

The guidelines link can be found here :

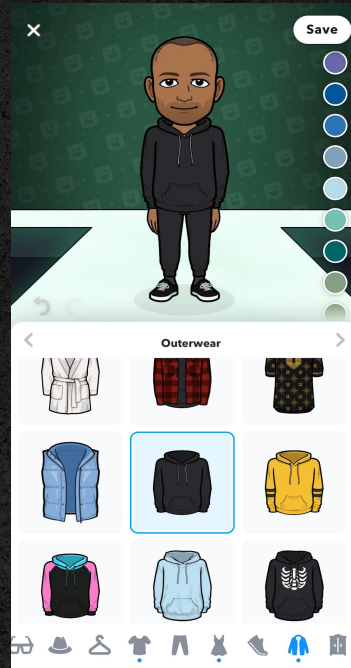
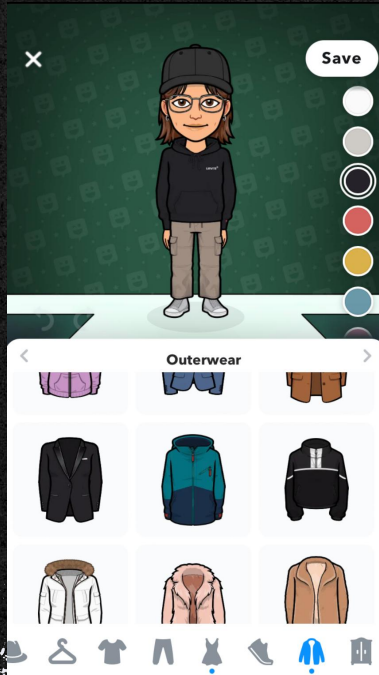
https://www.bitmoji.com/bitmoji_brand_guidelines.pdf

The link for the request form:

https://docs.google.com/forms/d/e/1FAIpQLSdnmVJaVRN7kgZl-VL_dH9ahFjY4yblkJUEMK5eKmxBv1hTQ/viewform

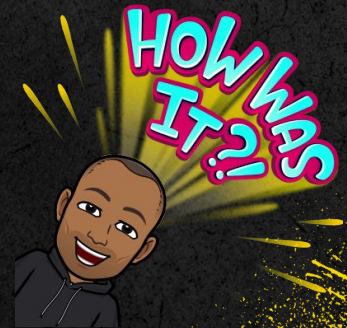
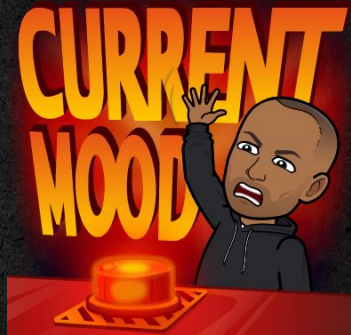
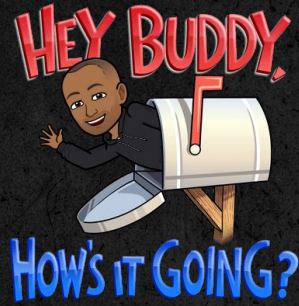
✖ Bitmoji customisations

Here are two Bitmojis I made of Mr Prem and myself



- From the two screenshots you can tell that you are able to customise the colour of your clothing to your liking.
- There are also many accessories like hats, earrings, glasses and even headbands.
- It also has a wide variety of clothing you can choose from.

✖ Examples of Bitmojis



05

Widgets & Extensions

✘ What are widgets?

- an application, or a component of an interface, that enables a user to perform a function or access a service.
- Widgets are an essential aspect of home screen customization. You can think of them as a “at-a-glance” views of an app’s most important data and functionality that are accessible right on the user’s home screen.
- widgets do not require the user to click on them in order for the programs to start running



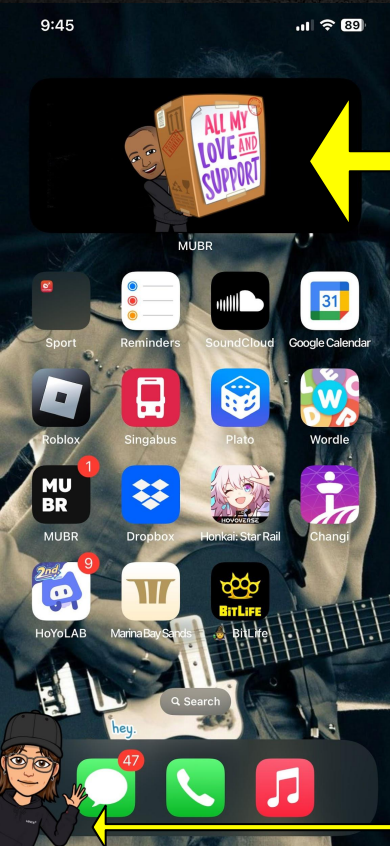
✘ An Example Of Browser Extensions

For example the Shimeji browser extension,

- Shimejis are little characters or desktop buddies that play around on the sites you visit. They interact with the elements on the page.
- You can control their behavior. Pick them up with your mouse pointer, drag them around, and drop them where you want. They can walk, crawl, climb, and jump all over the place

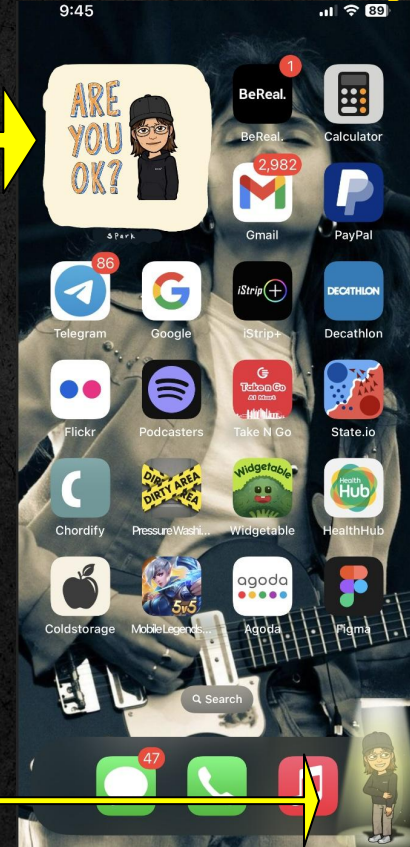


Example of our widgets & extensions



Widgets

Extension



Why not notifications ?

- Notifications can interrupt your focus and concentration, making it difficult to complete tasks or stay engaged in activities. Constant notifications can lead to decreased productivity, as they disrupt workflow and force you to switch between tasks
- Some notifications may present personal information or details about your activities, potentially compromising your privacy, Which honestly feels invasive and users may find it really annoying.
- Too many notifications from various apps and sources can be overwhelming and lead to information overload. Excessive notifications can contribute to stress and anxiety, as they create a sense of urgency and the fear of missing out.

06

Other features

✖ Gamification of Sober streak



a daily check in that when you click on it generates a quote that adds on to your quote index, like in Pokemon Go, where you collect pokemons and then they are stored in the pokedex

Month: September 2023

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
19	20	21	22	23	24	25
26	27	28	29	30		



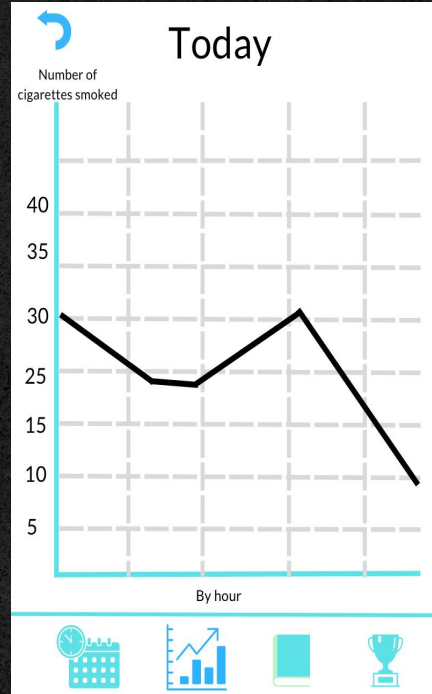
✖ Gamification features in our app

Sober streak

Month: September 2023

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
19	20	21	22	23	24	25
26	27	28	29	30		

Navigation icons: calendar, bar chart, book, trophy



Motivational stories

www.reallygreatsite.com

ETTER

HIGHLIGHT

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET. CONSECTETUR ADIPISCING ELIT. VIVAMUS ANTE FELIS, FERMENTUM NEC TORTOR EU, ULLAMCORPER ACCUSAM SEM. PRAESENT MOLESIE QUIS NISI VITAE AUCTOR.

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Clean month reward: air Jordans (customise bitmoji avatar)

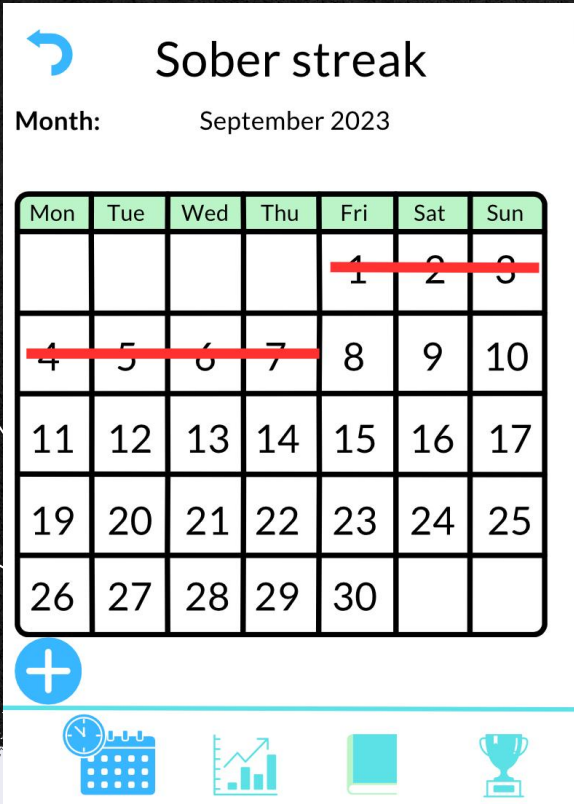
10 days sober reward: T-shirt (customise bitmoji avatar)

8 Days sober reward: new hat (customise bitmoji avatar)

Take a picture of a bird (Reward claimed)

1 week sober (Reward claimed)

✘ How the feature is used



This app uses a manual tracking system where the user has to key in how many times they have used the addictive substance (alcohol, cigarettes, trips to the casino/Toto)

The calendar view allows the user to see their progress/sober streak over the course of the month

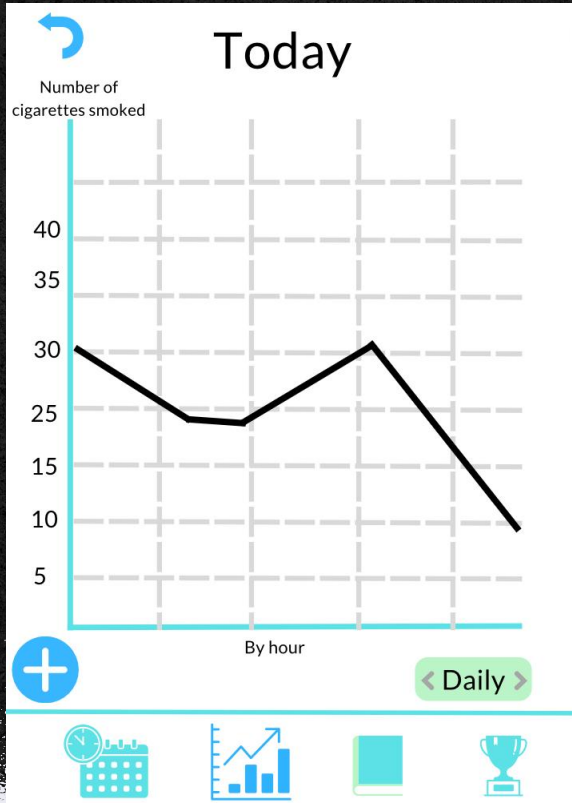
Every page has a blue button on the top left hand corner that leads the user back to the main homepage.

The quitting program starts users off by letting them choose one day of the week to not use the addictive platform

After they finish the week with a day sober, it will then let the user choose another day to be sober, making it 2 days a week not using it.

The calendar example shows what a 1 week sobriety streak looks like in our system.

✘ How the feature is used



The graph tracker uses the data keyed in to display an overview of the progress in graph form. Users can toggle between an hourly, daily, weekly, monthly or yearly view of their consumption of the addictive substance.

Users can also choose to key in how many of the addictive substance they have taken in this page.

✖ Other features

www.reallygreatsite.com

Motivational stories

HIGHLIGHT

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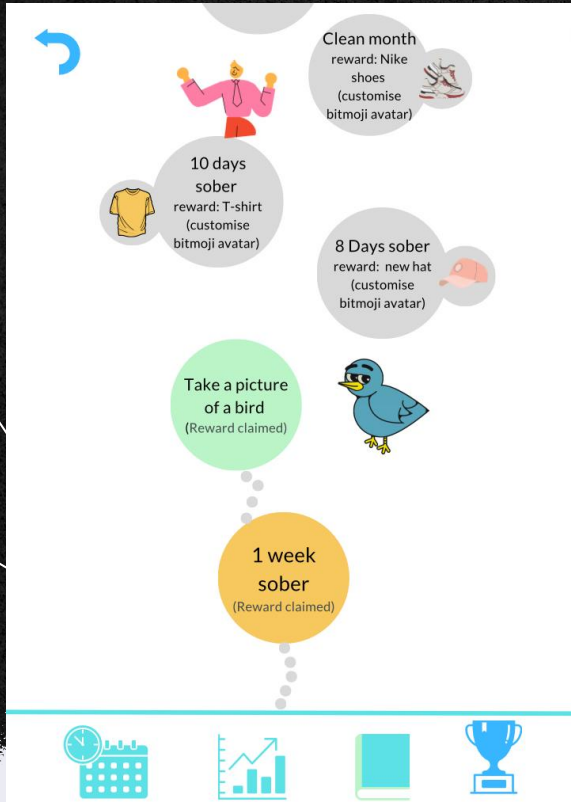
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Quitting an addiction and improving one's mental wellbeing is not something that can be done without motivation and willpower, so we have included a library of motivational stories, quotes and encouragement to motivate our users to continue persevering and to overcome their addictions and live well.

✖ Game/achievement feature



Aligning with the customisable avatar, users will be able to earn in-game items to customise their avatar. There are various achievements laid out in a pathway where the user will have to complete different tasks **like doing something they like to distract them from resorting to the substance, or staying sober from the substance for a certain amount of time.**

We have taken inspiration from the popular game, Candy crush, and decided to input similar concepts into our app. Difference is, the rewards the user earns can be used and applied directly onto their current avatar.