



Room to Breathe

Meditation Pods for Families



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Problem Space

Headspace & Families

Headspace, a company that offers digital resources for meditation and mindfulness, desires to begin reaching users in the physical space.

We found Parents with kids under the age of 12 as a target audience to help them manage stress in public spaces.



Analysis and Insights

We interviewed 3 working parents who live near urban areas and 2 SME's to collect key insights on **how parents navigate stressful situations with their children in public.**

Our insights led us to identify **6 core emotions** that our product could solve.



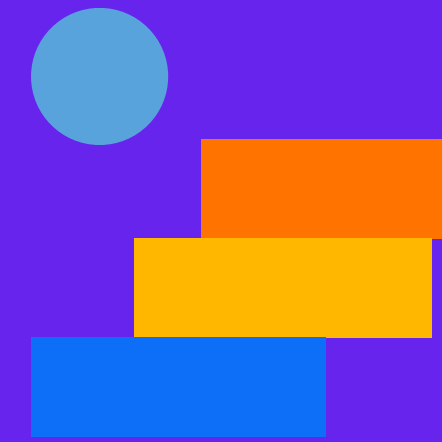
Embarrassed



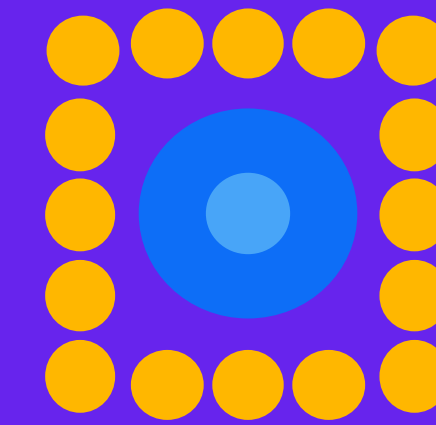
Distressed



Unsafe



Excluded



Overwhelmed

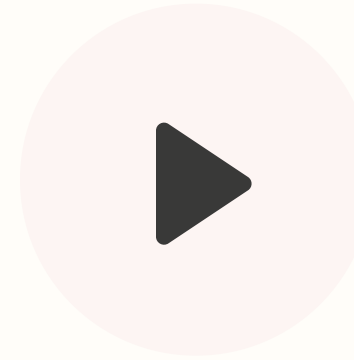


Purpose-less

6 Actionable Insights = 6 Core Emotions

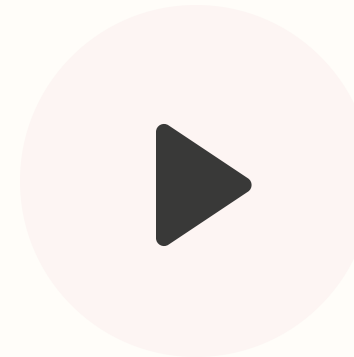
Turning Insights Into Actions

Parents find parenting in public spaces difficult due to judgement or embarrassment, and find comfort where parenting is more accepted.



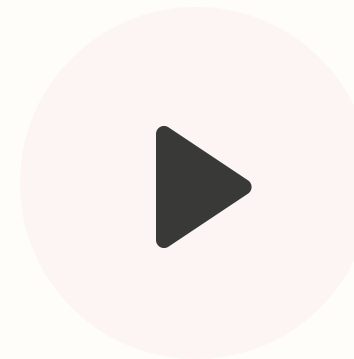
Create a welcoming and family-centered experience that inspires children and parents to **explore and practice mindfulness together**

Parents desire intimate spaces that serve as a calm environment where their child can be relieved during moments of distress



Create a private, family-friendly space that seamlessly integrates with the public environment to **help alleviate stress.**

Parents surround children with distractions to manage overstimulation, making it less likely that children will reflect on their own stress.



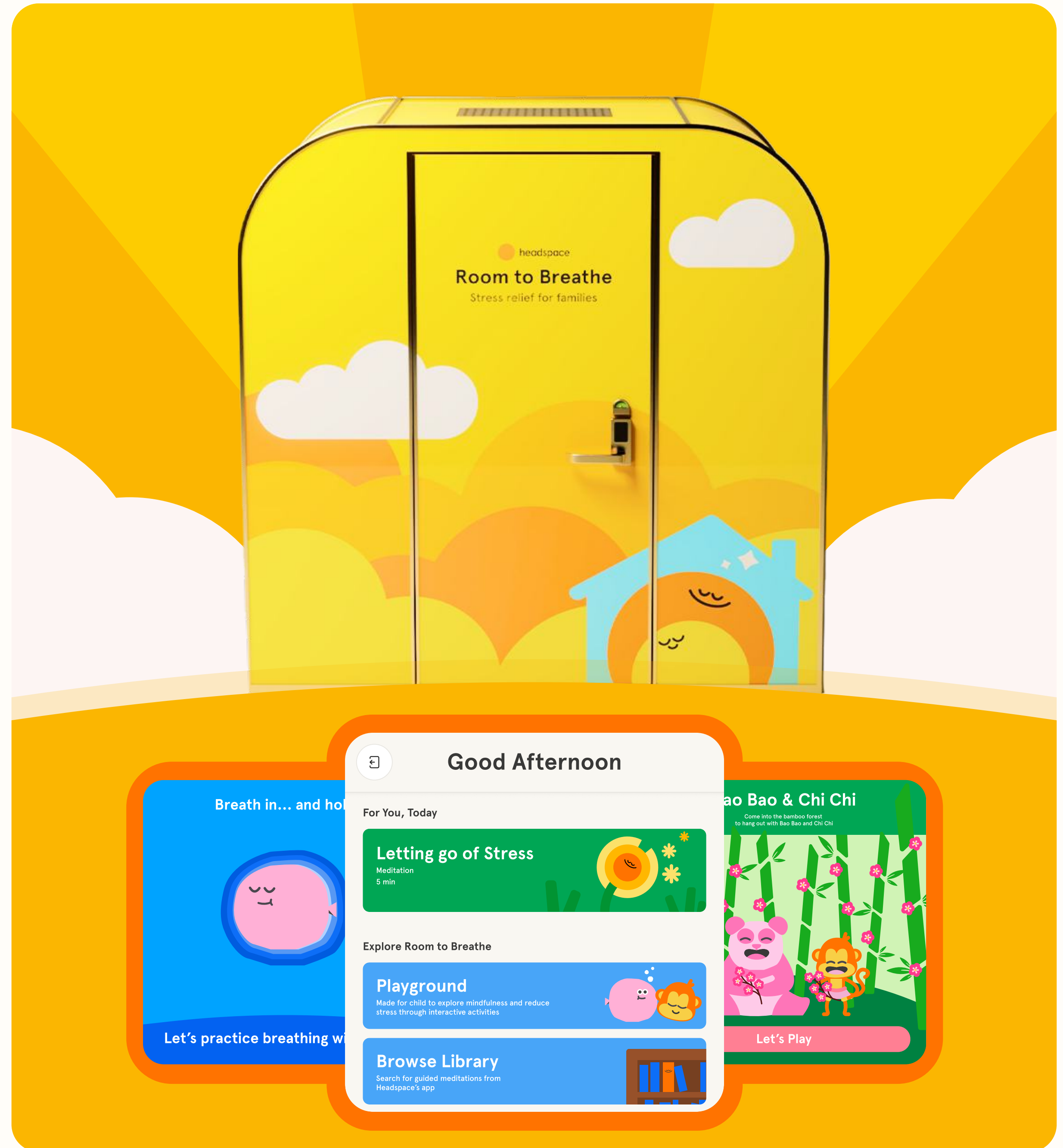
Empower parents to **curate meaningful, mindfulness-focused activities**, moving away from purpose-less media consumption

Final Product

Room to Breathe

Private meditative pods for public spaces.

A quiet space for parents to help their kids **regulate and learn about their emotions through the fundamentals of meditation.**



App Features



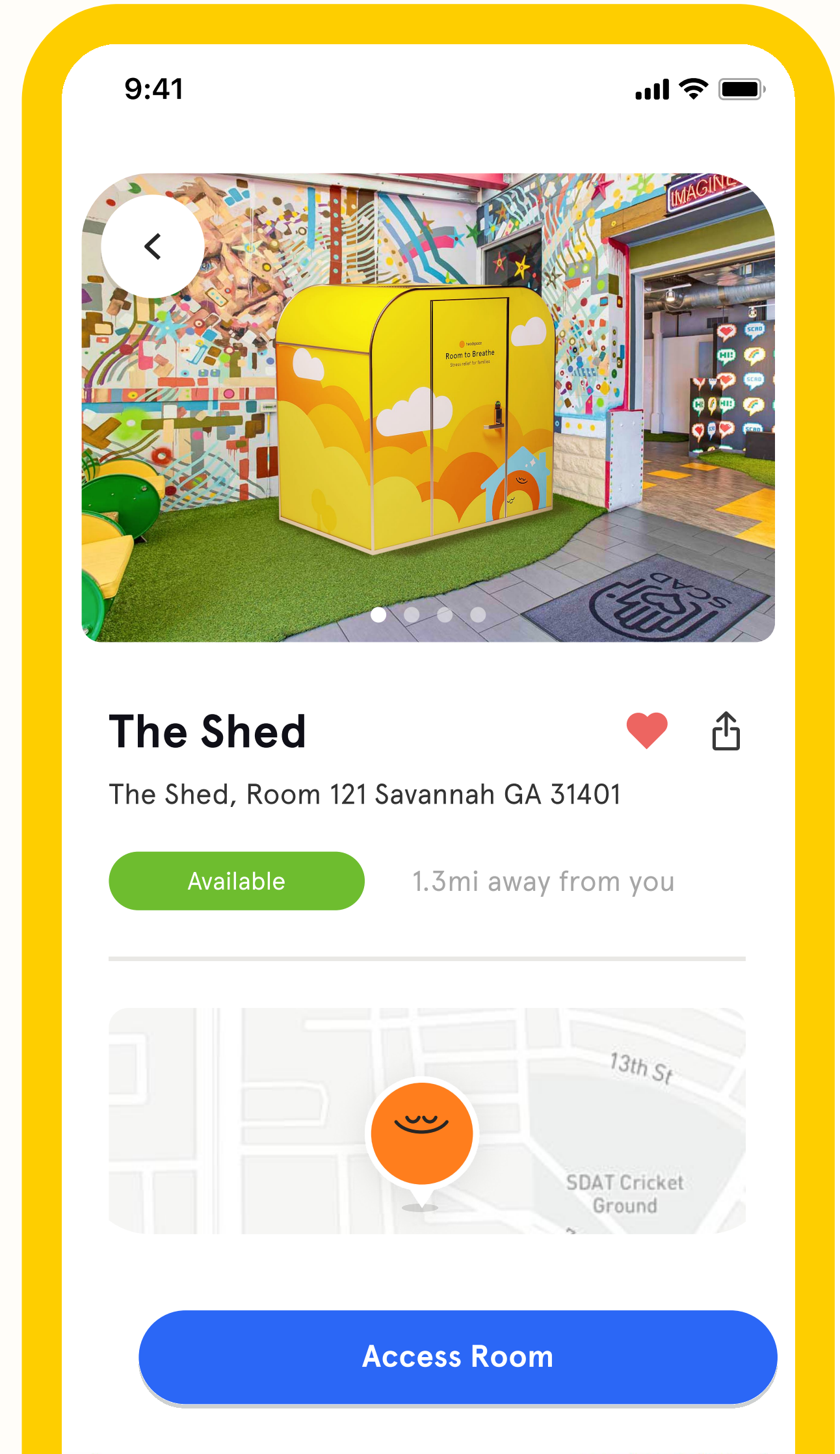
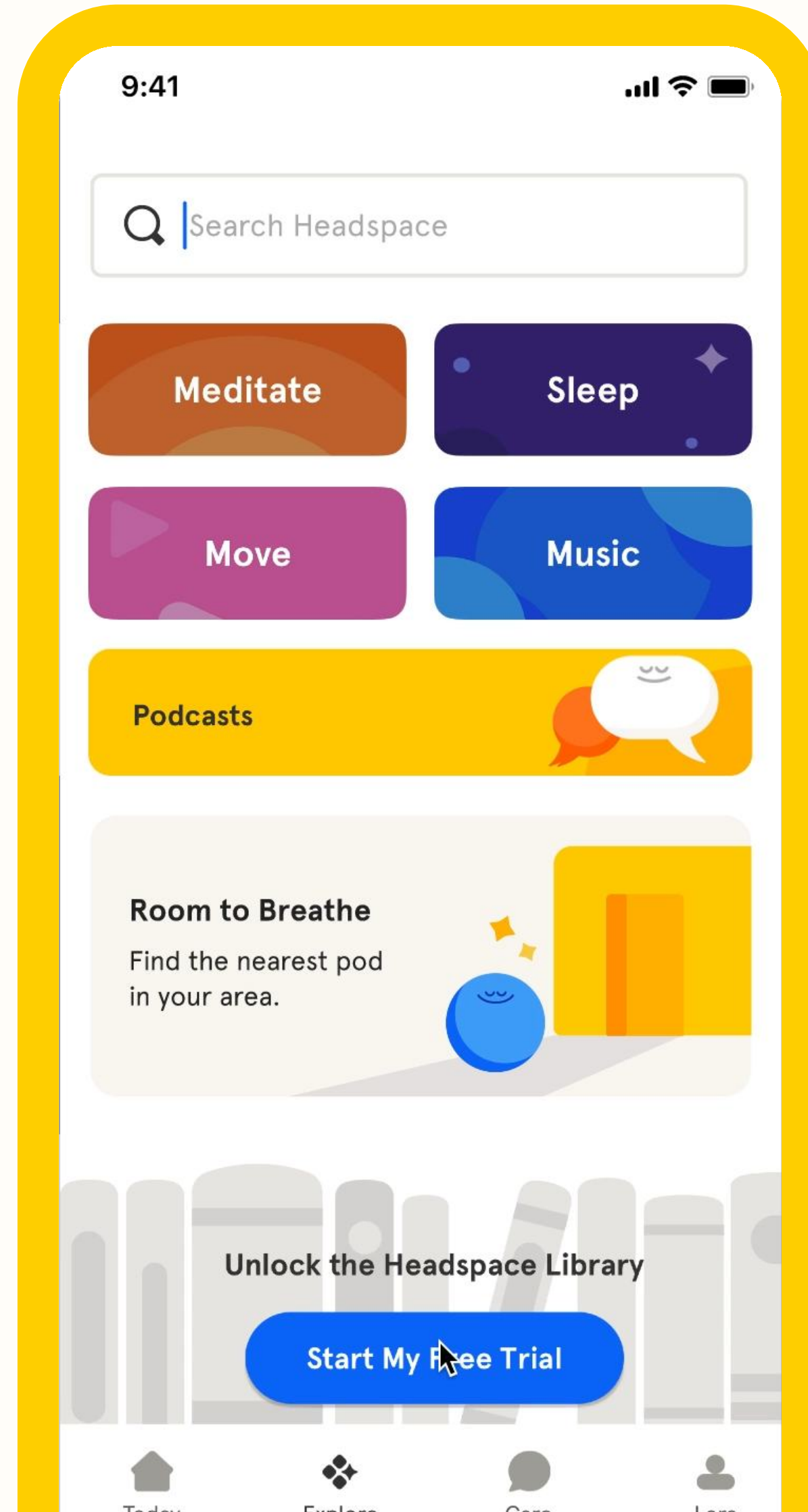
Find Pods Nearest To You



Privately Unlock & Access Pod



Rate & Save Previous Pods



Core Functions

Pod Features

Meditative Playground

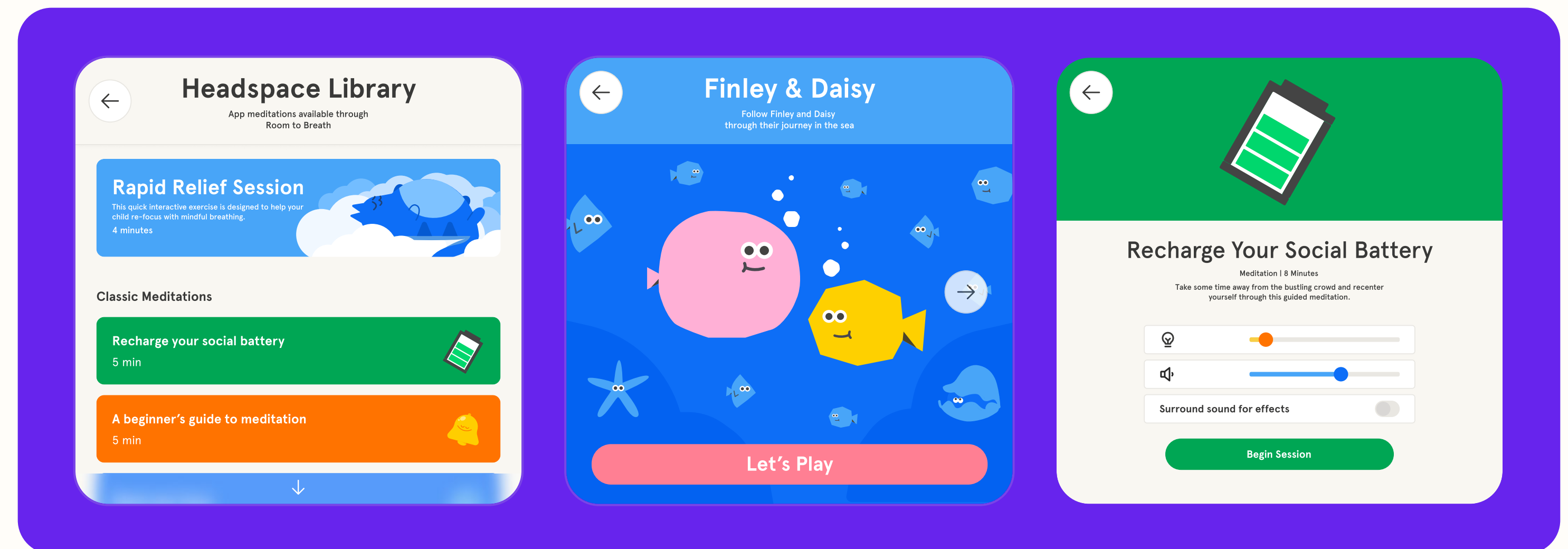
Interactive mindfulness sessions for children to explore mindfulness and reduce stress.

Immersive Meditations

Enhance classic Headspace sessions with special light and sound effects for an immersive experience.

Adjust Your Experience

Tailor your mindfulness sessions with special sound and lighting ambience to meet your sensory needs



How Public Spaces Access Room to Breathe

1

Buy or Fund Pod

Businesses can use multiple ways of funding their Room to Breathe.

2

Customize Pod

Businesses can customize their Room to Breathe to align with their company branding.

3

Assemble Pod

Headspace technicians will assemble Room to Breathe upon shipment to be ready for public use.

4

Become Public!

On assembly, the pod will become syncable with the Headspace app.





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