Concept Video

Assignment 4

TEAM BAGG

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KYRO

Emotional scheduling that syncs your outer world to your inner world.

‘Kyro’ is a play on “kairos,” the ancient Greek word for the right or opportune moment, hinting towards emotional timing and intuition.

It reflects our belief that emotional well-being isn’t just about managing time, but about **making time meaningful and aligning schedules with emotional balance**.

PROBLEM + SOLUTION

People overcommit and lose track of their own energy without understanding the cause, leading to burnout, confusion, and poor emotional balance.

Kyro helps users visualize, protect, and plan around their personal energy, not just time, to build healthier days and burn out less often.

Primary Users: Adults between 25-44
- *highest users of scheduling tools*
- *Age group currently most susceptible to burnout*

MARKET RESEARCH

Daylio

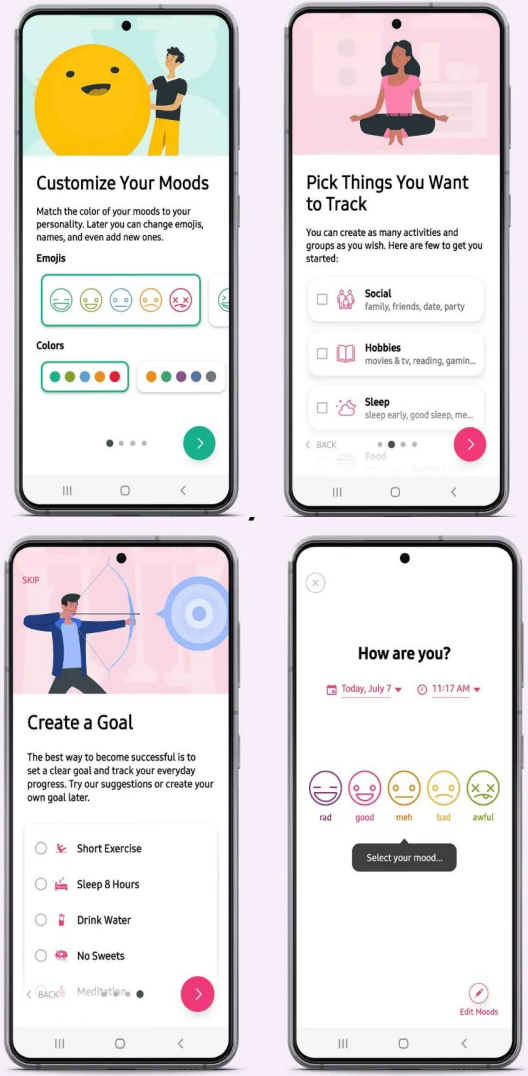
“Keep a diary and capture your day without writing down a single word!”

What Works

- **Event-Based Influence:** See how often something like “good sleep” or “fast food” influences your mood
- **Quick Use:** <5 minutes to complete a journal entry

What Doesn’t

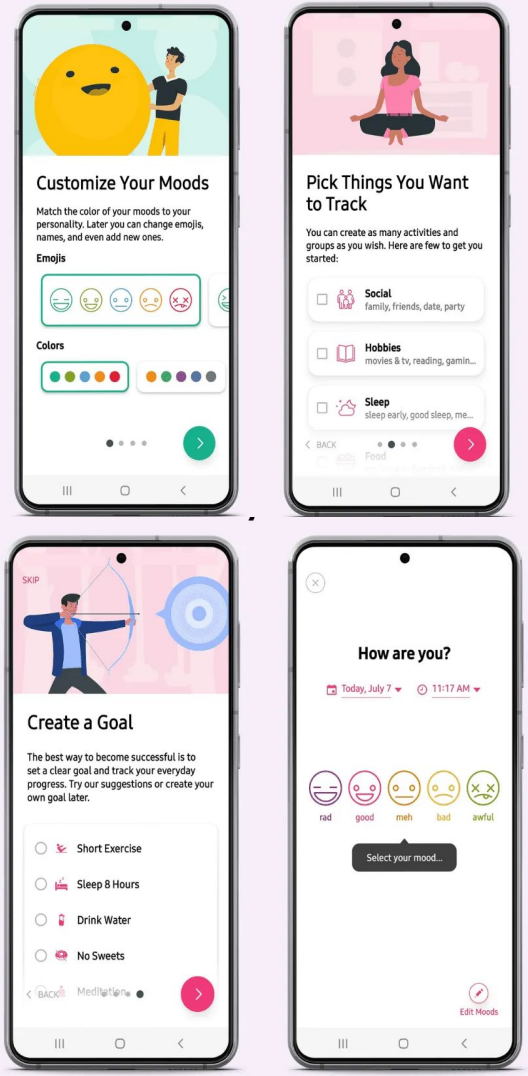
- **No Written Reflection:** No journal prompts, very little writing involved
- **Low Appeal:** May not be enjoyable for users who desire an interactive app



Daylio

“Keep a diary and capture your day without writing down a single word!”

*Kyro **integrates Daylio’s trends directly into calendar planning** for smarter, emotionally-aligned time management.*



Moodistory

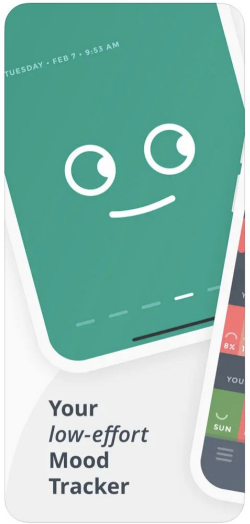
"Your Mood Tracker App. For Self-Improvement. Keeping Your Privacy."

What Works

- **Privacy-First Positioning:** "no cloud, no account, all on-device" model is popular with privacy-conscious users.
- **Open Features:** No subscription, most features available after download

What Doesn't

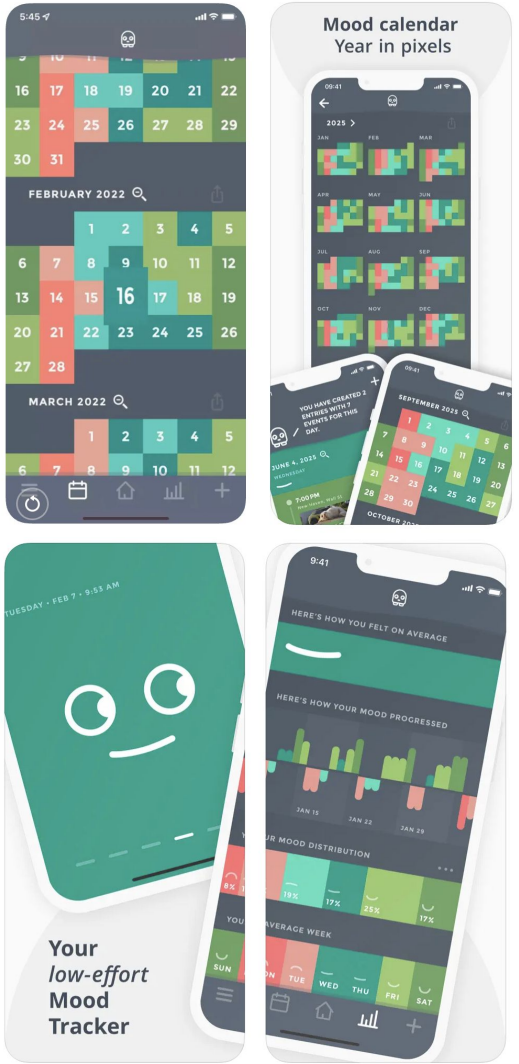
- **Lack of AI / Smart Insights:** analytics are rule-based, not predictive.
- **No social or community aspect**: limited long-term engagement loop.
- **Financial Barrier:** Purchase required for download ($4-$6)



Moodistory

"Your Mood Tracker App. For Self-Improvement. Keeping Your Privacy."

Kyro can combine Moodistory's trust with adaptive intelligence, ***translating voice reflections into schedule insights*** *without sacrificing data security.*



Daily Bean

"The simplest way to record your day."

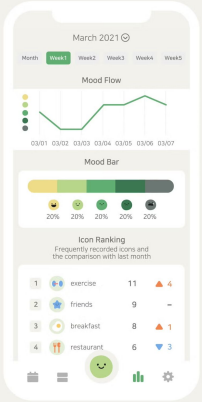
What Works

- **Simplicity:** Based on daily habits, routine, journaling, and photo prompts
- **Categorical Customization:** more versatility to track a variety of activities and events
- **Familiarity:** Reminders of what type of activities can be logged.

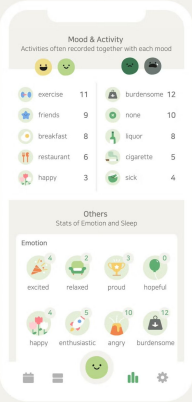
What Doesn't

- **Drop Off:** Documented user engagement decline over __
- **Financially Inaccessible:** No free version of the app
- **Relies on Consistency:** Consistency of keeping up with filling out daily journals is more difficult.
- **Privacy Concerns**

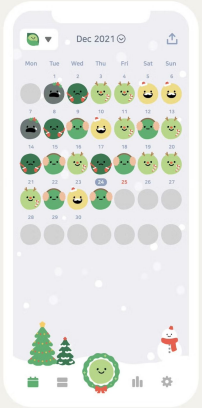
Keep Track of Mood Flow



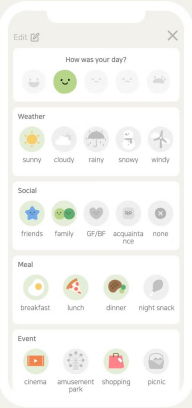
Dive Deep into Your Life



Explore Your Month with Little Mood Beans



Just Tap on Icons for Daily Record



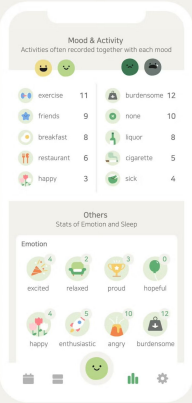
Daily Bean

"The simplest way to record your day."

Kyro evolves Daily Bean's simplicity into emotionally aware planning, ***turning quick reflections into meaningful scheduling guidance.***

Keep Track of Mood Flow

Dive Deep into Your Life



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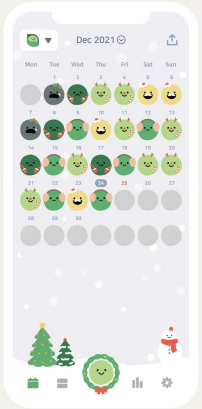

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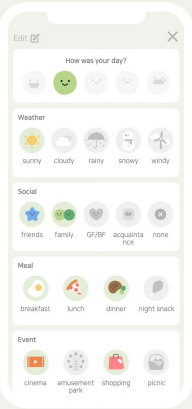


Moodflow

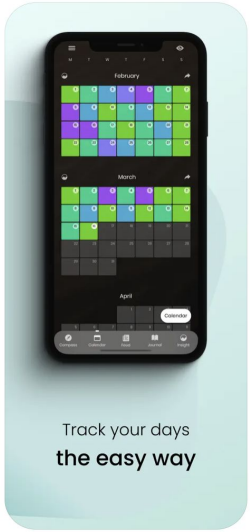
"The ultimate journal, diary, and mood tracking app."

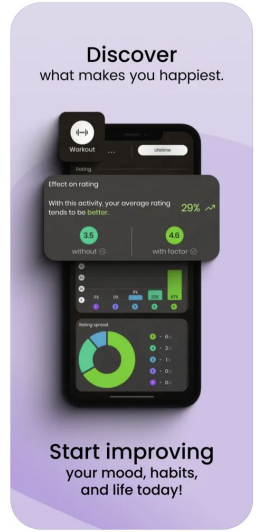
What Works

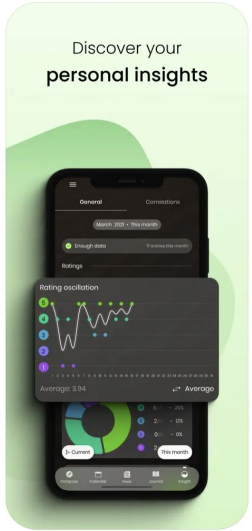
- **Low-effort check-ins:** Quick daily entry keeps streaks alive.
- **Customizable & private:** Users like color schemes and local-storage model.
- **Affordable & ad-light:** Feels accessible, not exploitative.

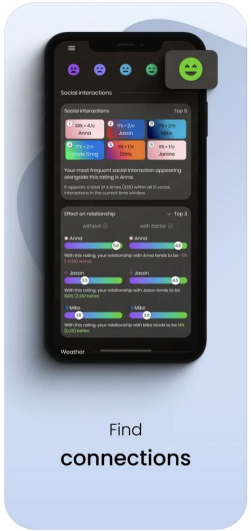
What Doesn't

- **Data trust issues:** Lost-entry and backup complaints.
- **Weak support & Android bugs:** Unreliable notifications, sync, crashes.
- **Limited insights:** Mainly retrospective charts.
- **Static experience:** Doesn't connect to calendars, habits, or scheduling tools.





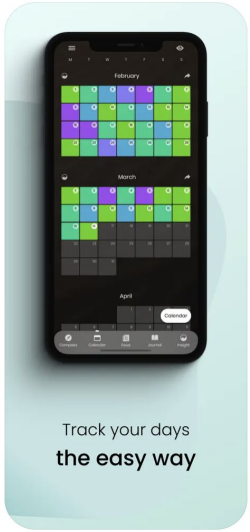


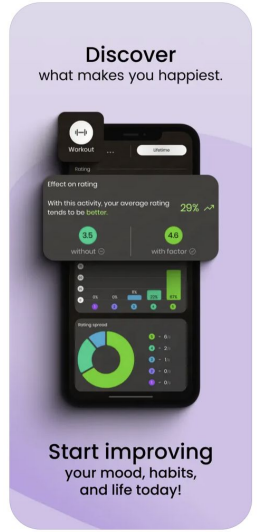


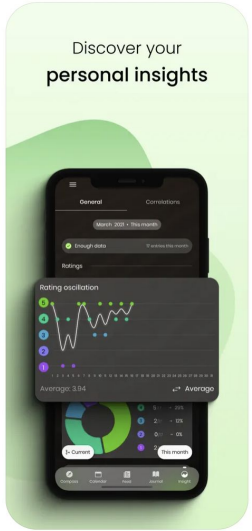
Moodflow

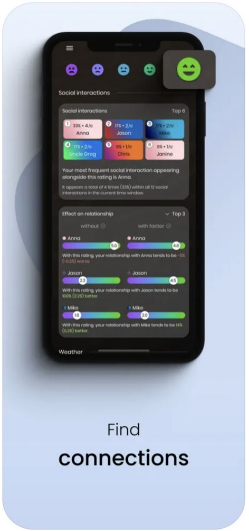
"The ultimate journal, diary, and mood tracking app."

*Kyro can build on Moodflow by **making emotion tracking actionable**, using those feelings to **adjust future schedules rather than condensing days into one mood**.*

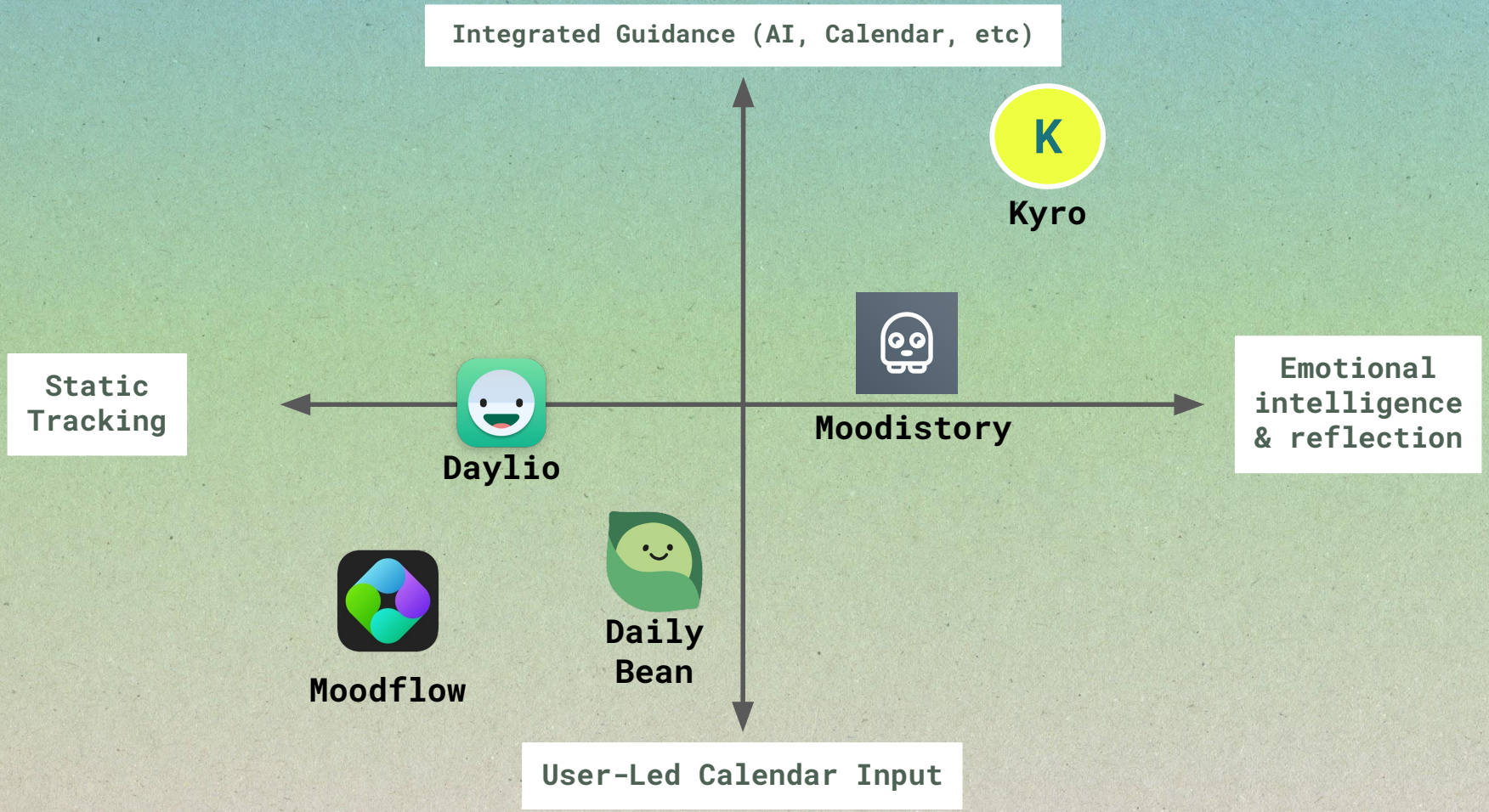








WHERE KYRO STANDS IN THE MARKET



DIRECT STAKEHOLDERS

People who actively use or interact with Kyro:

- College students managing multiple commitments
- Working professionals balancing work/life energy
- Therapists or wellness coaches using insights to guide clients

INDIRECT STAKEHOLDERS

People or systems affected by Kyro's use:

- Friends, classmates, and partners, benefit from better boundaries
- Universities / workplaces, improved productivity and wellbeing
- Health and wellness orgs, potential collaborators for mental health programs
- App stores & data platforms, responsible for maintaining privacy and uptime

***Kyro** supports a healthy energy ecosystem, empowering users while protecting the networks around them*

ETHICAL IMPLICATIONS

Tarot Card #1: The Radio Star

If Kyro wildly succeeds, people might eventually stop seeking therapists, life coaches, or peer support for everyday emotional guidance, relying instead on algorithmic empathy.

Potentially Overlooked Stakeholders

Those struggling with severe mental health issues could mistake Kyro's insights for clinical advice.

-> Design Solution: *We will clearly communicate that Kyro should not replace professional mental health resources; it is merely a reflective, intervention-based tool.*

Ethical Implication

Users might self-diagnose or oversimplify emotions without professional guidance.

-> Design Solution: *We will suggest professional resources when Kyro detects emotional distress patterns.*

Tarot Card #2: The Siren

Overuse of Kyro could lead users to rely on the app to blindly validate their emotions instead of trusting their own intuition.

Underlying Value Tension: Mindfulness vs. Dependence

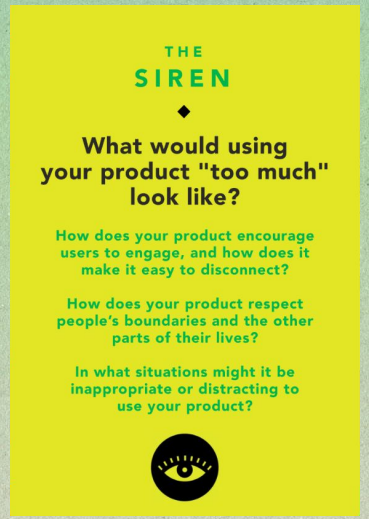
Kyro helps users reflect, but excessive tracking may turn emotional awareness into self-surveillance.

-> Design Solution: *Add "take a break" nudges and gentle reminders to reflect offline*

Potentially Overlooked Stakeholders

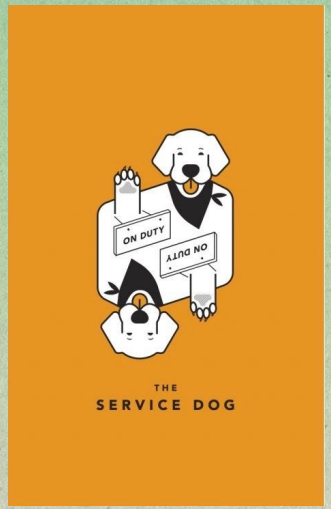
Users prone to anxiety or perfectionism might feel pressured to "optimize" their emotions if they rely on validation from Kyro.

-> Design Solution: *Avoid numerical "scores" or streaks that imply performance, include small in-app messages like "Ups and downs are normal" or "Feeling low today? That's part of being human."*



Tarot Card #3: The Service Dog

Kyro could meaningfully support neurodivergent users especially those with ADHD or autism by helping them understand emotional regulation and plan around energy patterns rather than rigid schedules.



Underlying Value Tension: Structure vs. Flexibility

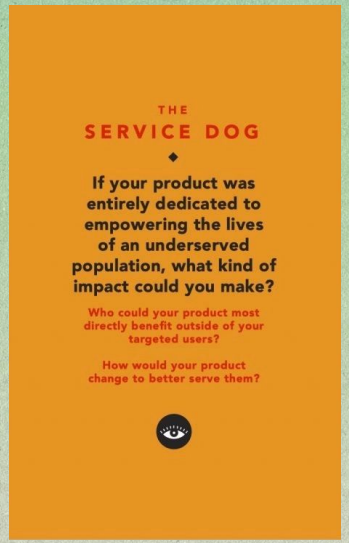
Kyro provides organization and insight, but must avoid imposing neurotypical standards of productivity or emotional expression.

-> Design Solution: *Let Kyro's reminders adapt to the user's behavior. If a user tends to log once a week instead of daily, the app learns that's their rhythm or asks when they'd like to be reminded.*

Potentially Overlooked Stakeholders

Users with sensory sensitivities may feel overwhelmed by overly complex visuals or abstract analytics.

-> Design Solution: *Build a neuro-inclusive mode with simplified visuals, low-stimulation color schemes, and optional voice-based interaction*



TASKS

RECOGNIZE YOUR ENERGY LEVEL

TASK 1

SIMPLE TASK

User goal: Users becomes aware that their “cup” is empty, realizes they’ve overextended themselves and need to recharge (approaching burnout).

Why simple: It’s an internal recognition moment that requires minimal user action, just reflection; all users will do this.

Scene in video: Main character notices her cup is empty and pauses for the first time

TIMESTAMP: 00:22 - 00:35

RE-EVALUATE PLANNING DECISIONS WITH KYRO'S GUIDANCE

TASK 2

MODERATE TASK

User goal: Users look to Kyro's cues for how to schedule their days intentionally.

Why moderate: It involves reflection and small but meaningful decision-making (setting boundaries). Only some users will pursue/act on these cues.

Scene in video: Kyro (glowing orb) guides main character through which events to accept, reject, and approach carefully.

TIMESTAMP: 00:43 - 01:13

FIND PATTERNS IN THE ACTIVITIES + PEOPLE THAT BRING JOY

TASK 3

COMPLEX TASK

User goal: User ends the period of burnout by planning the day based on activities/people who replenish their energy, based on the trends recognized over time.

Why complex: This *optional feature* shows trends developed from data collected on the user after a long time (for accuracy). Only interested, long-term, consistent users will pursue these insights, and fewer will act on them.

Scene in video: Main character gains an insight on who she tends to have fun with and spends time with this person who adds to her energy instead of draining it.

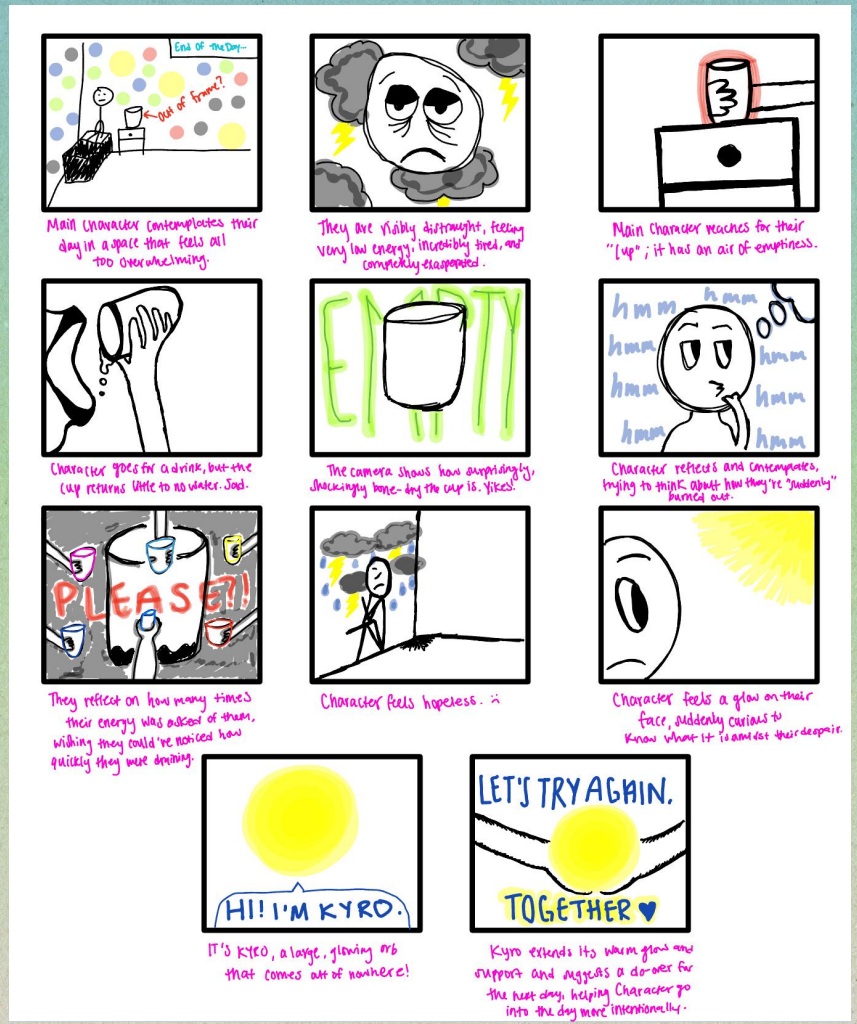
TIMESTAMP: 01:14 - 01:28

STORYBOARDS

OBLIGATION
*signs
My energy
My time

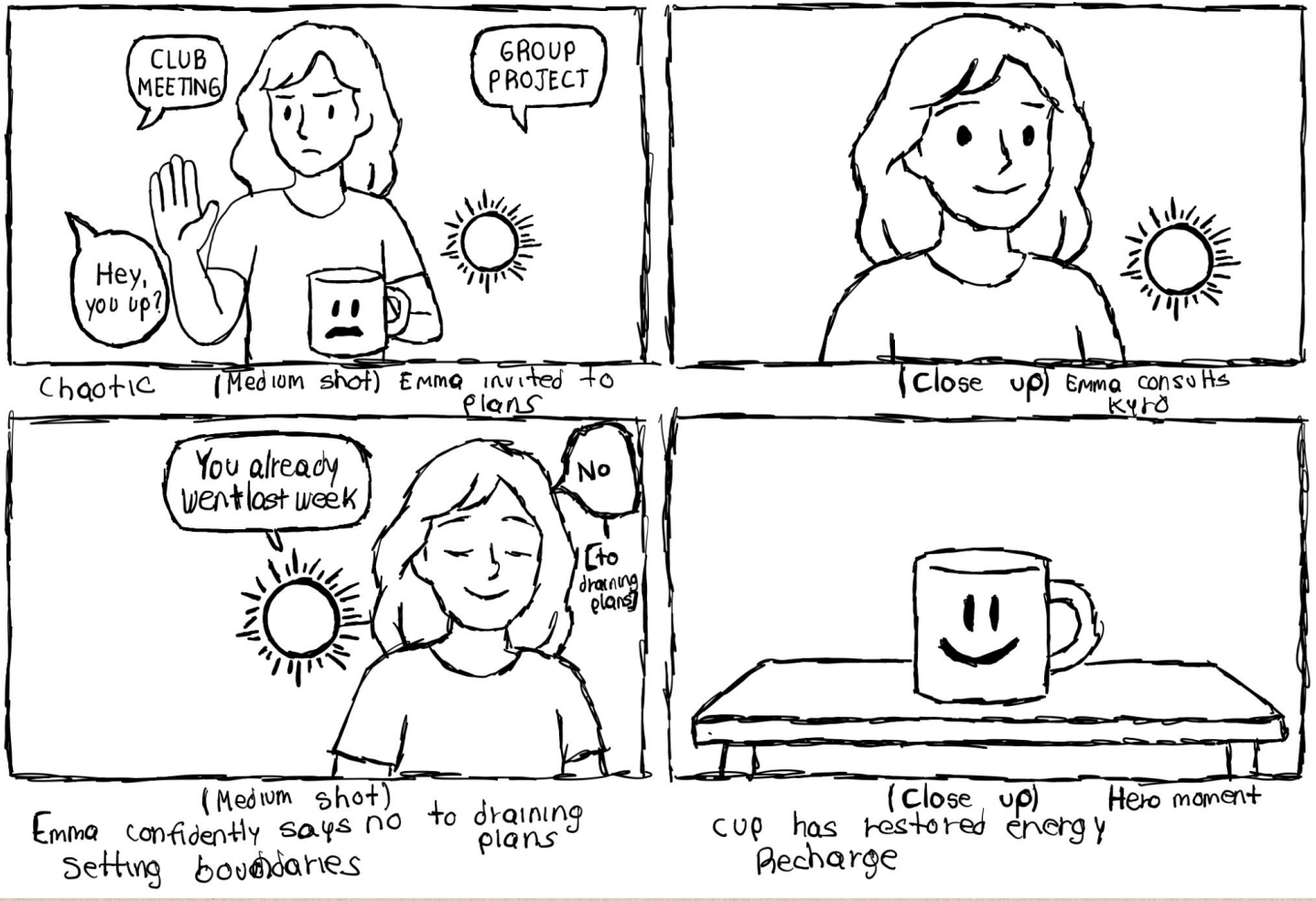
My time
PERFORMANCE REVIEW
HINGE DATE
SOMETHING MORE

EXPOSITION

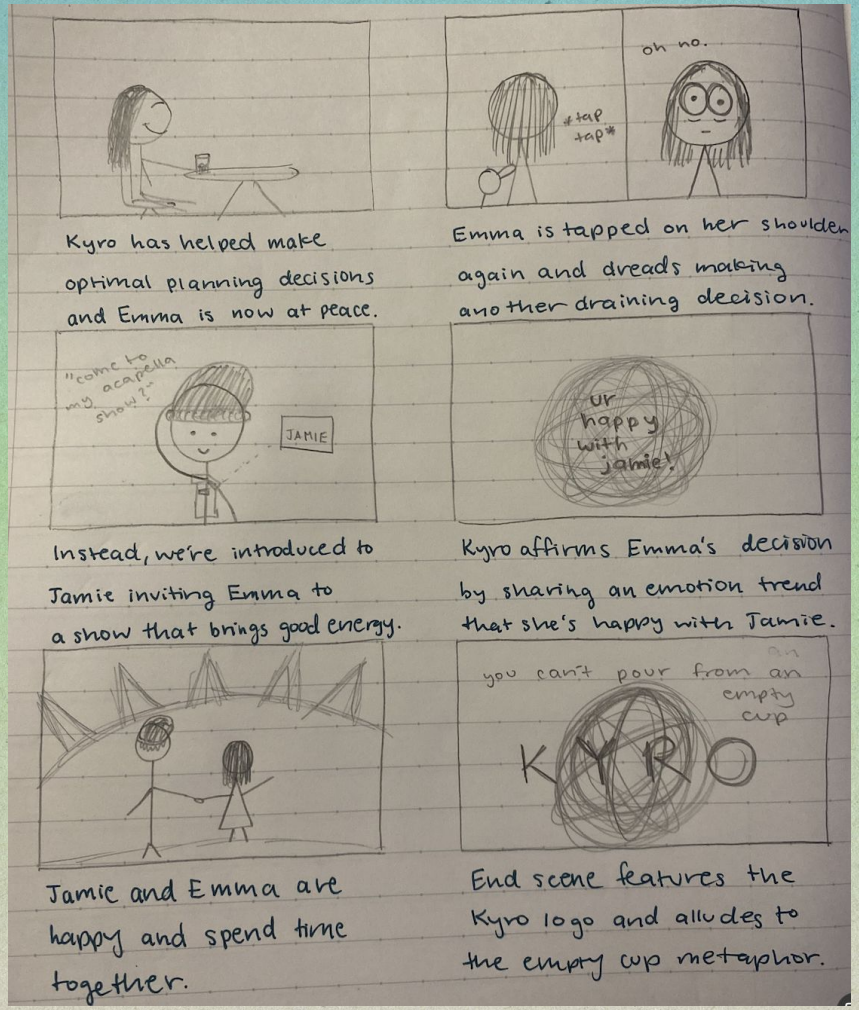


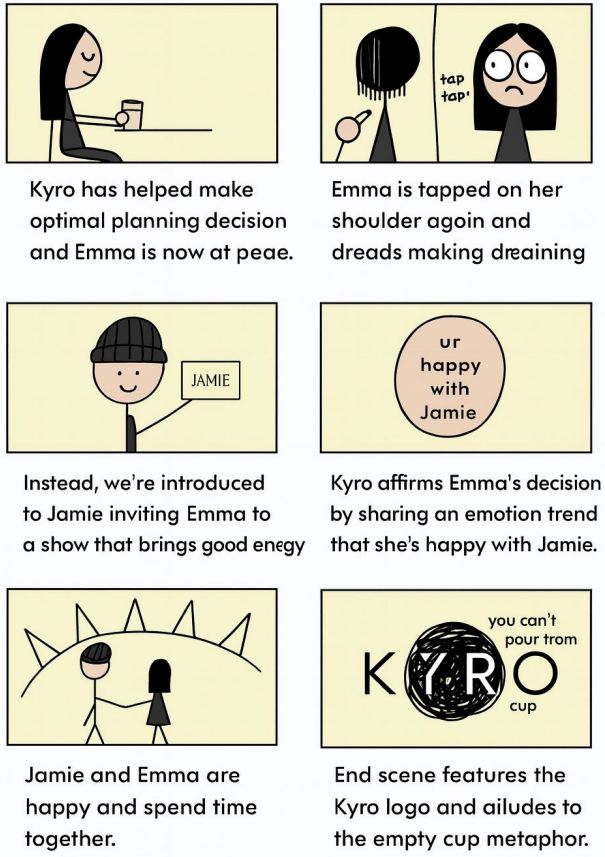
CONFLICT + CLIMAX

The Re-Do (With Karma's Help)



RESOLUTION


oh no.
tap tap
"come to my acapella show!"
JAMIE
ur happy with jamie!
you can't pour from an empty cup
KYRO
Kyro has helped make optimal planning decisions and Emma is now at peace.
Emma is tapped on her shoulder again and dreads making another draining decision.
Instead, we're introduced to Jamie inviting Emma to a show that brings good energy.
Kyro affirms Emma's decision by sharing an emotion trend that she's happy with Jamie.
Jamie and Emma are happy and spend time together.
End scene features the Kyro logo and alludes to the empty cup metaphor.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CONCLUSION

KYRO

https://www.youtube.com/watch?v=qdsYI2bFyH0

THANK YOU!

APPENDIX

- Market Research Document