cope

Traumatic experiences happen everyday, causing intense, frightening emotions which can lead to severe and chronic problems.

The need to recover and cope with the memory of this experience opens up a **huge opportunity space to innovate.**

Problem

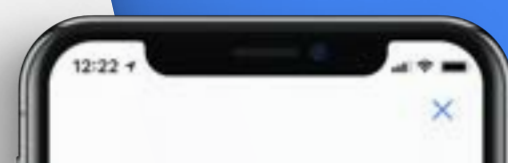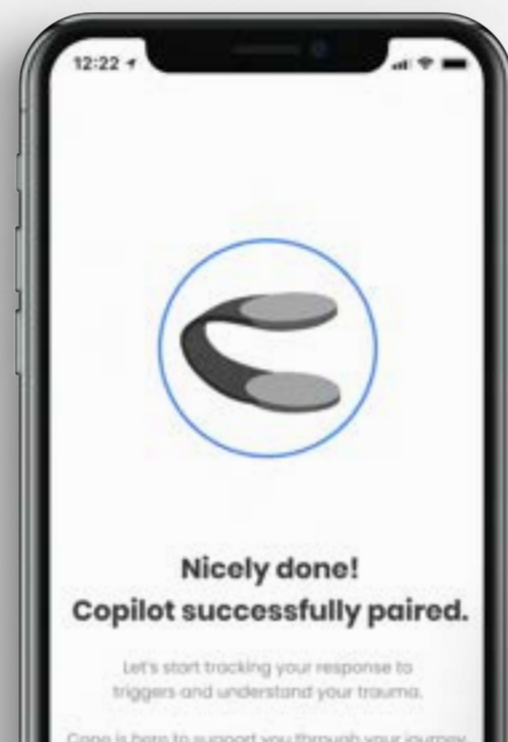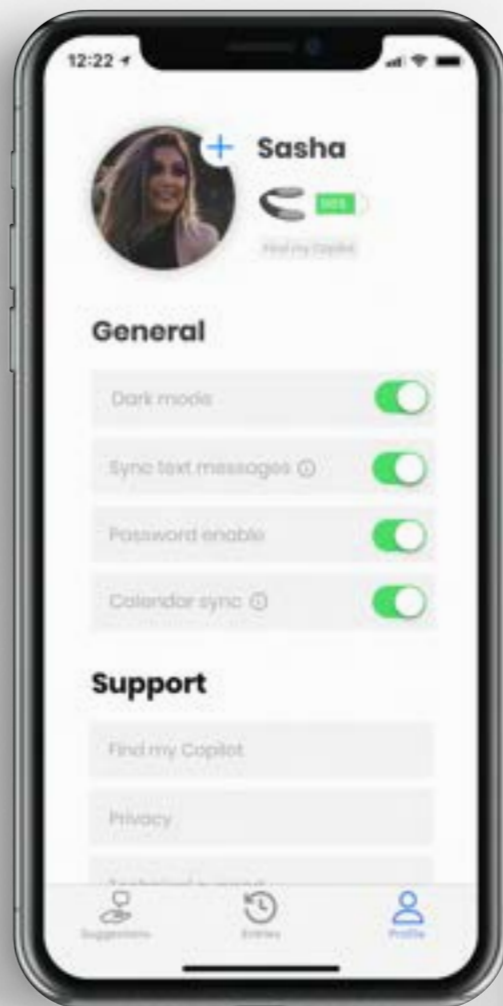Triggers induced by trauma are increasingly untreated due to obstructions like **cost, time, guilt, and a lack of awareness**. Consequently, these triggers develop into more severe chronic mental health problems.
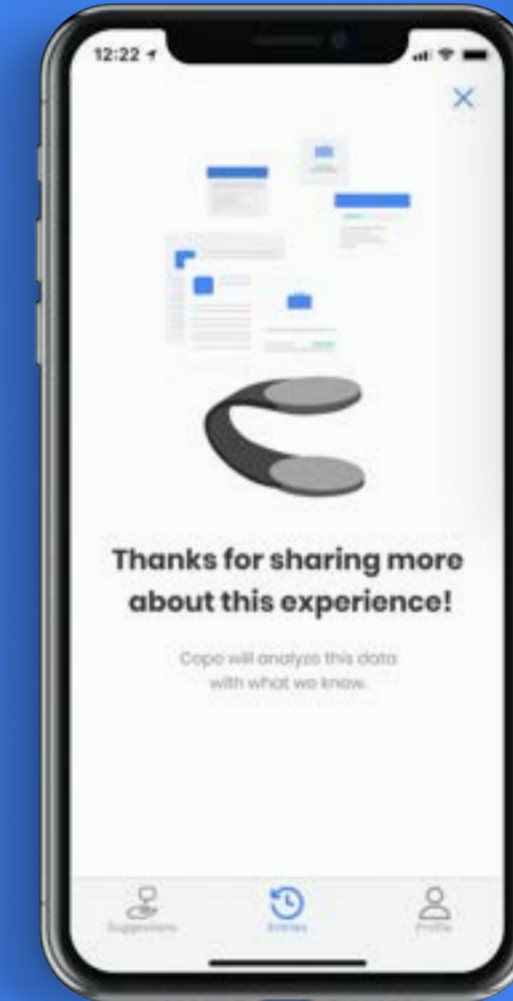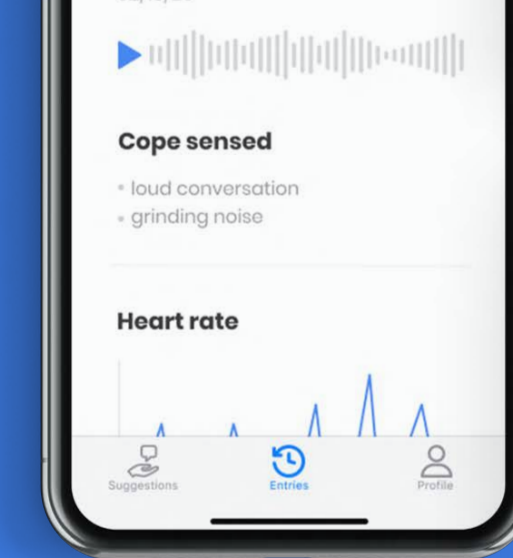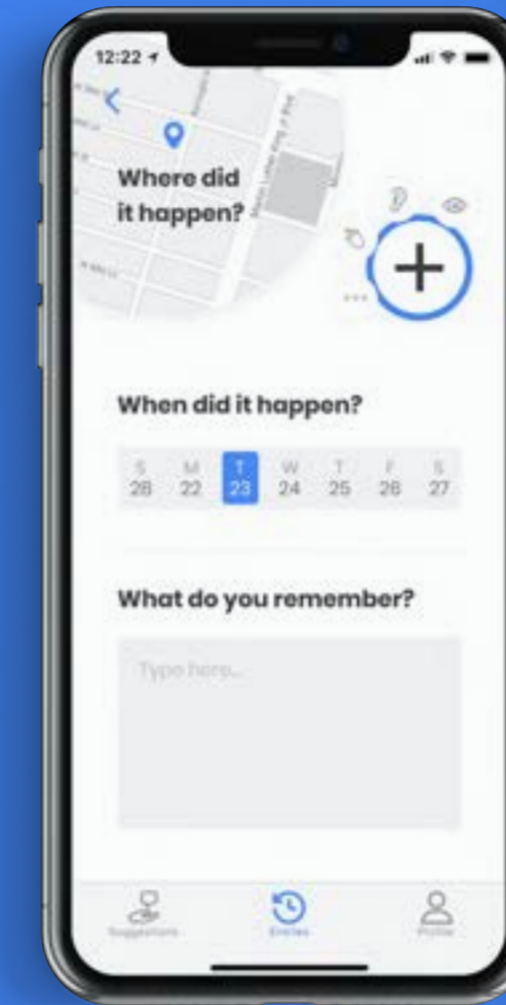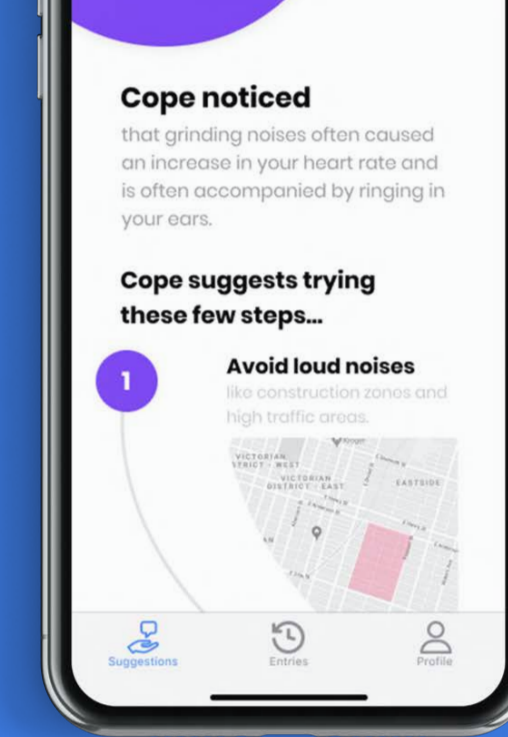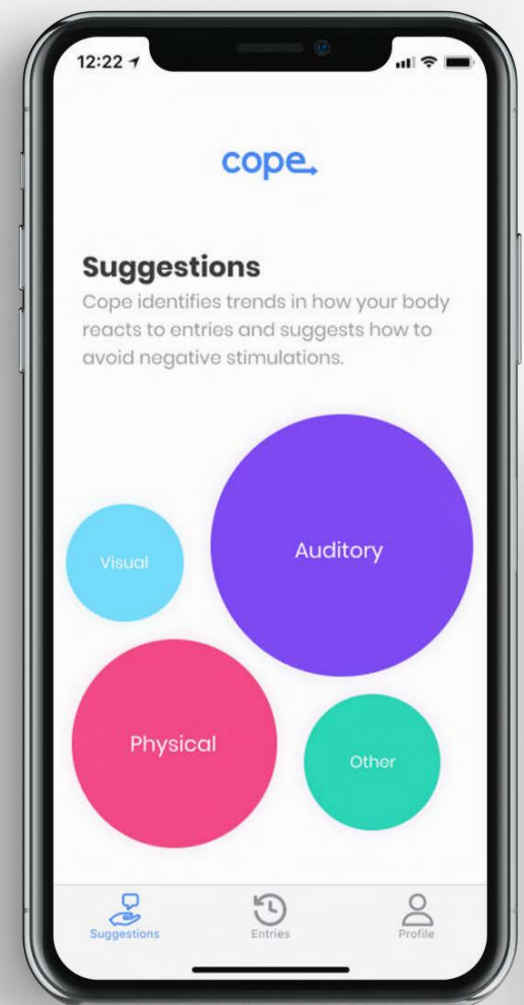
Solution

Cope utilizes a wearable AI device to help track and identify **when, where, and why triggers induced by trauma occur** and will suggest actions and coping methods based on the trigger activity in the paired application through machine learning.

Smartwatch

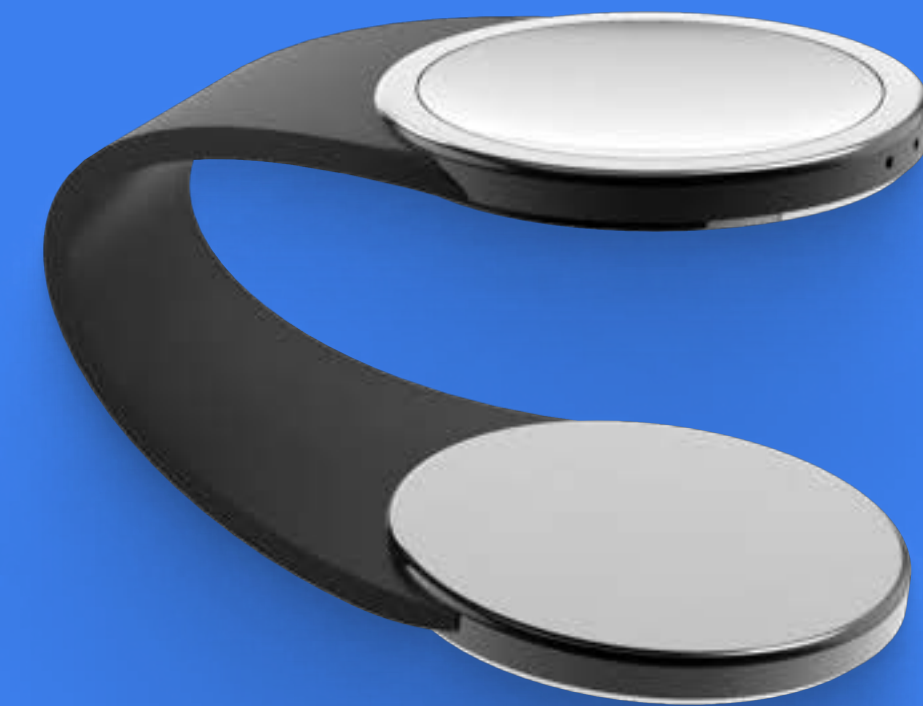Cope has an application that can also be installed on smartwatches if they already have a smartwatch, and do not want to purchase the Cope wearable.

Trigger Entries

Recent   **Calendar**

+ Add Now

| S 11 | M 12 | **T 13** | W 14 | T 15 | F 16 | S 17 |

02/13/20
7:56 pm
4223 Bolton St.

02/13/20
4:32 pm
Home

02/13/20
1:34 pm
1634 MLK Blvd

02/13/20
2:23pm

Suggestions   Entries   Profile
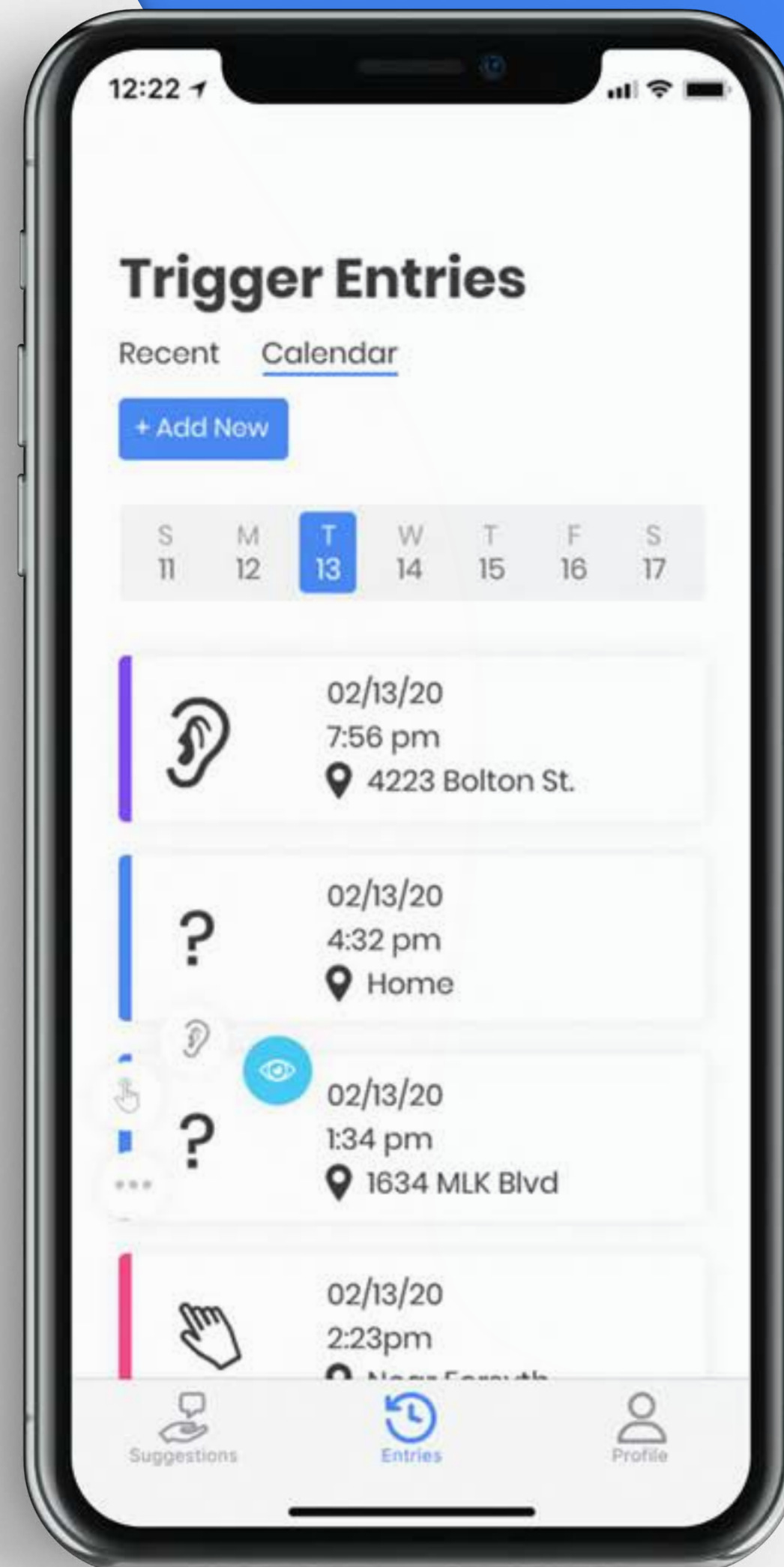
'Copilot'

Cope's low-cost and inconspicuous wearable named "Copilot" uses environmental sound recognition when pressed to document triggers.

Copilot

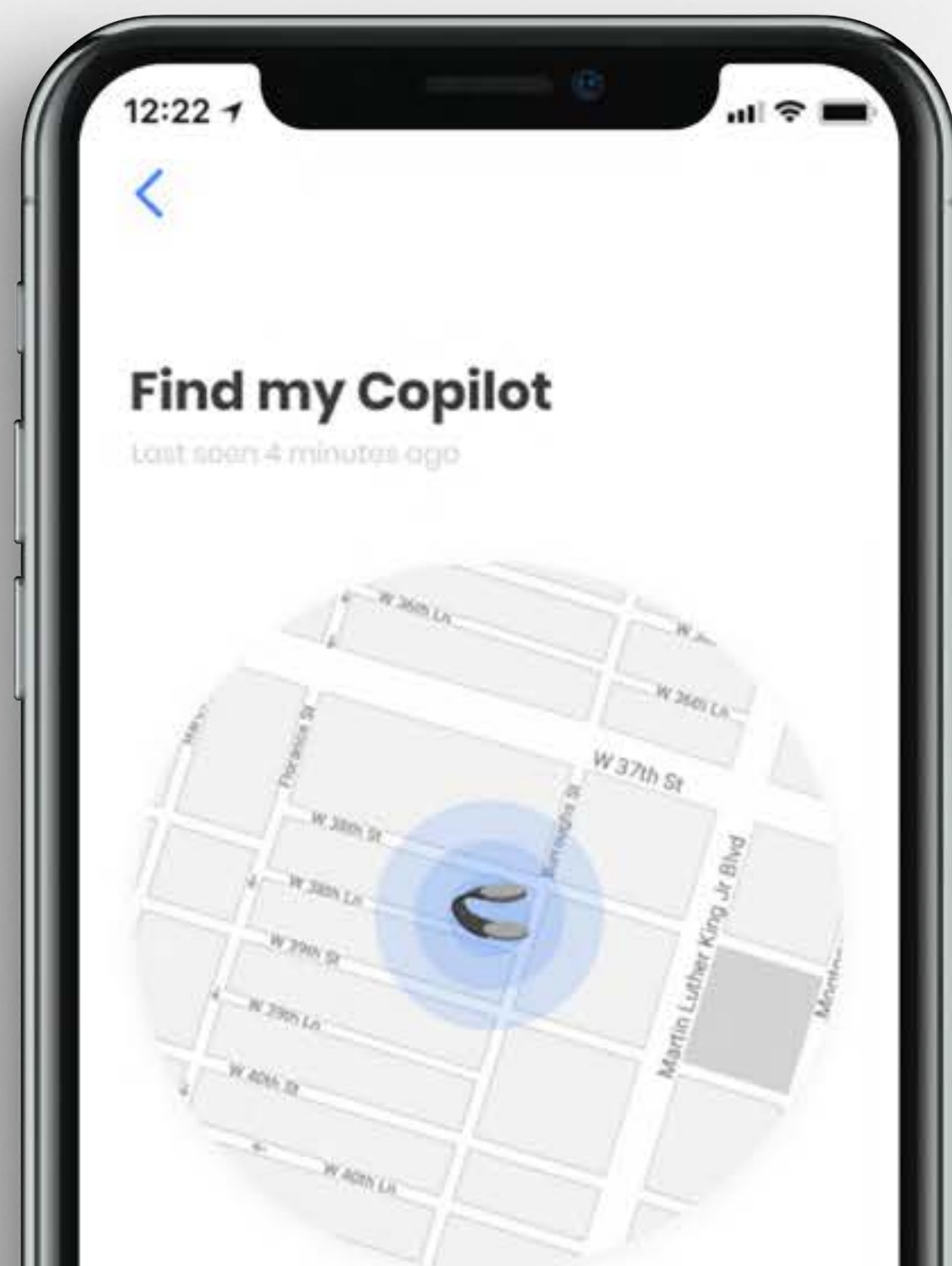Copilot can be worn virtually anywhere on the user via its magnetic closure, as long as it makes contact with the skin.

The lightweight and discrete device transmits data via bluetooth, and can also be easily located through the app.

Features

The device uses **inexpensive technology** paired with machine learning to provide accurate and applicable suggestions for users to manage their repsonses to triggers.
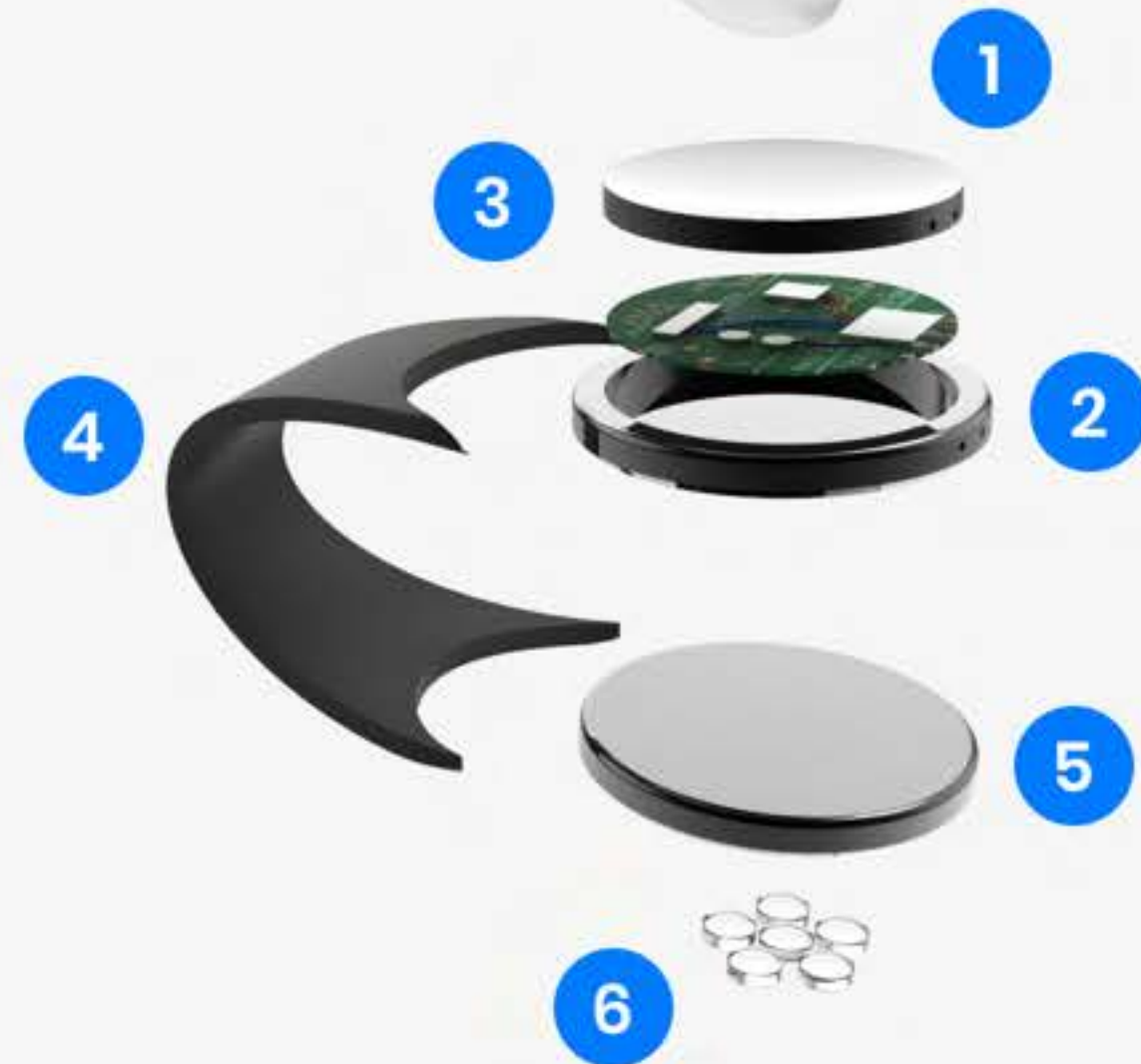
1. Haptic Button
2. Microphone
3. Bluetooth
4. Durable Rubber Hinge
5. Magnetic Closure
6. Heart Rate Monitor

Trends

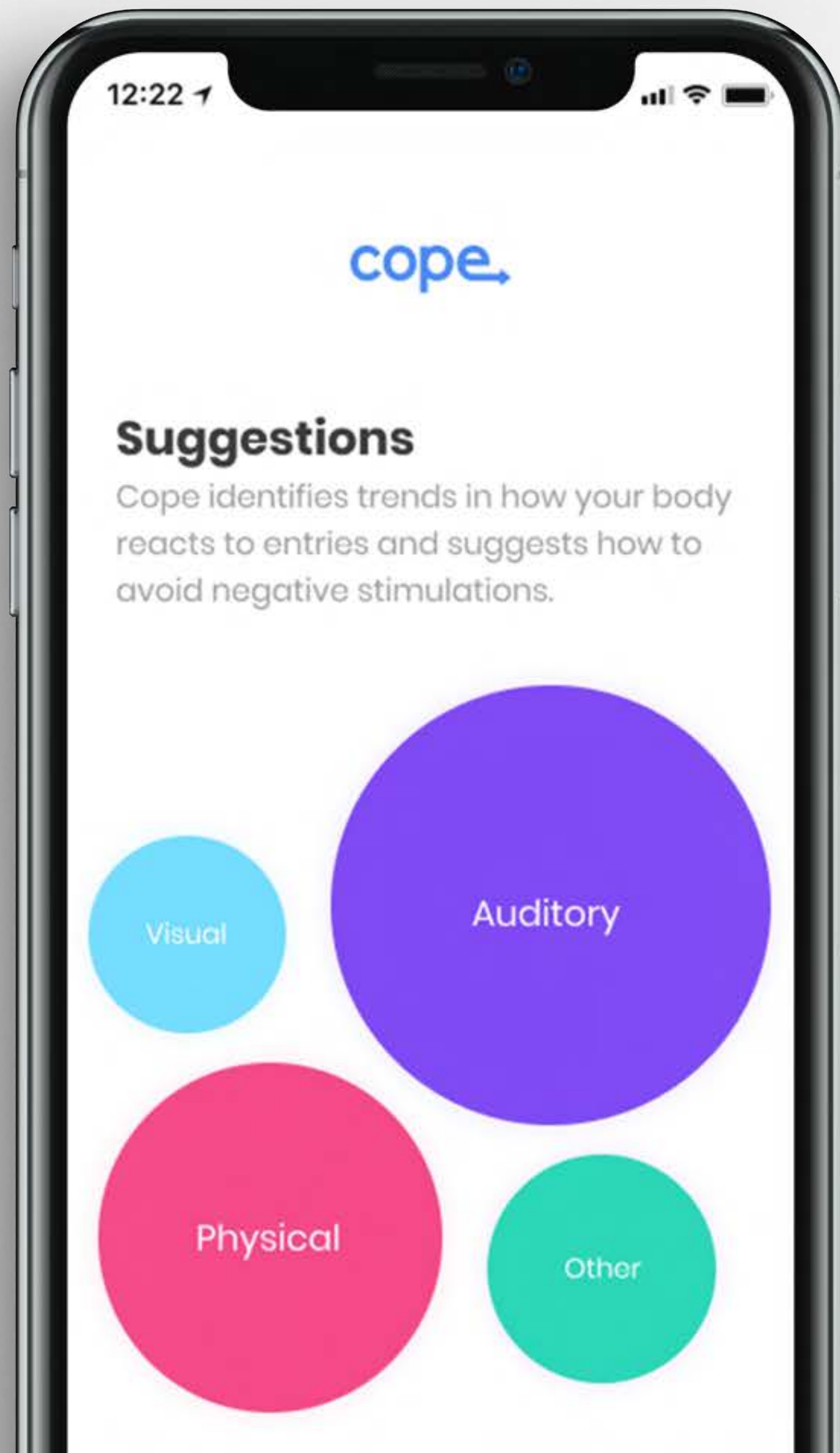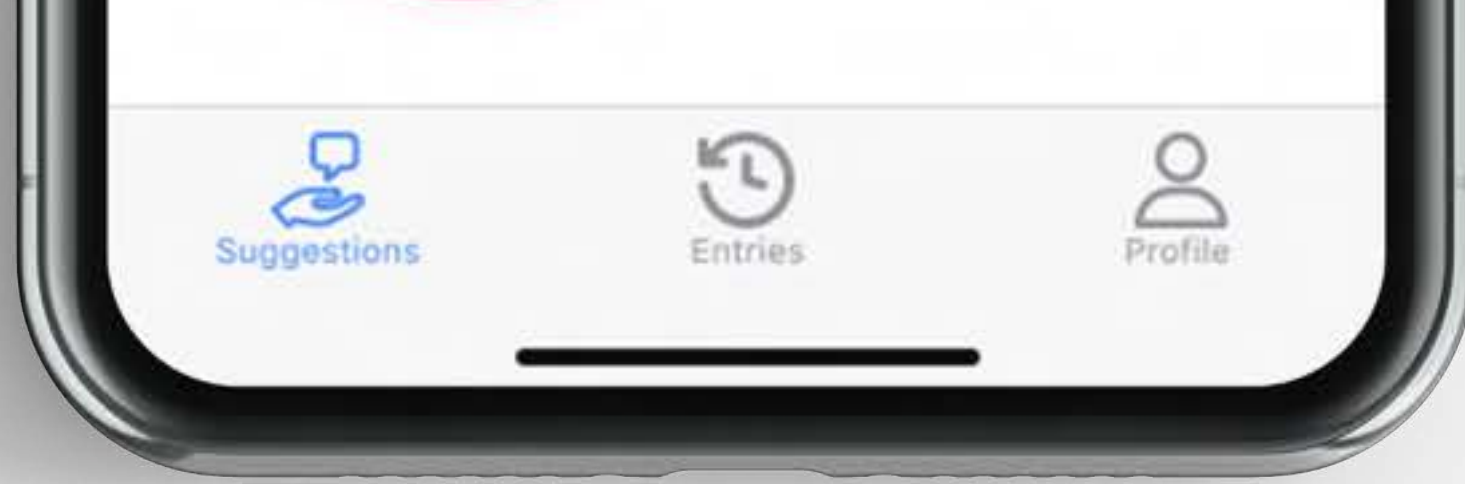Cope aggregates trends seen in the user's trigger responses on the landing screen. These trends are visualized in bubbles that shrink and expand proportional to the frequency of impact. This fluctuation in size gently and nonintrusively guides users to see what areas they can focus and improve upon.

Suggestions

Cope will suggest personalized actions based on the logged triggers input from Copilot or the smart watch companion, to help the user avoid negative stimulations.

These actions offer a guide for users to start managing their trauma and regain control.

Grinding Noises

Cope noticed

that grinding noises often caused an increase in your heart rate and is often accompanied by ringing in your ears.

Cope suggests trying these few steps...

1 **Avoid loud noises** like construction zones and high traffic areas.

Suggestions   Entries   Profile
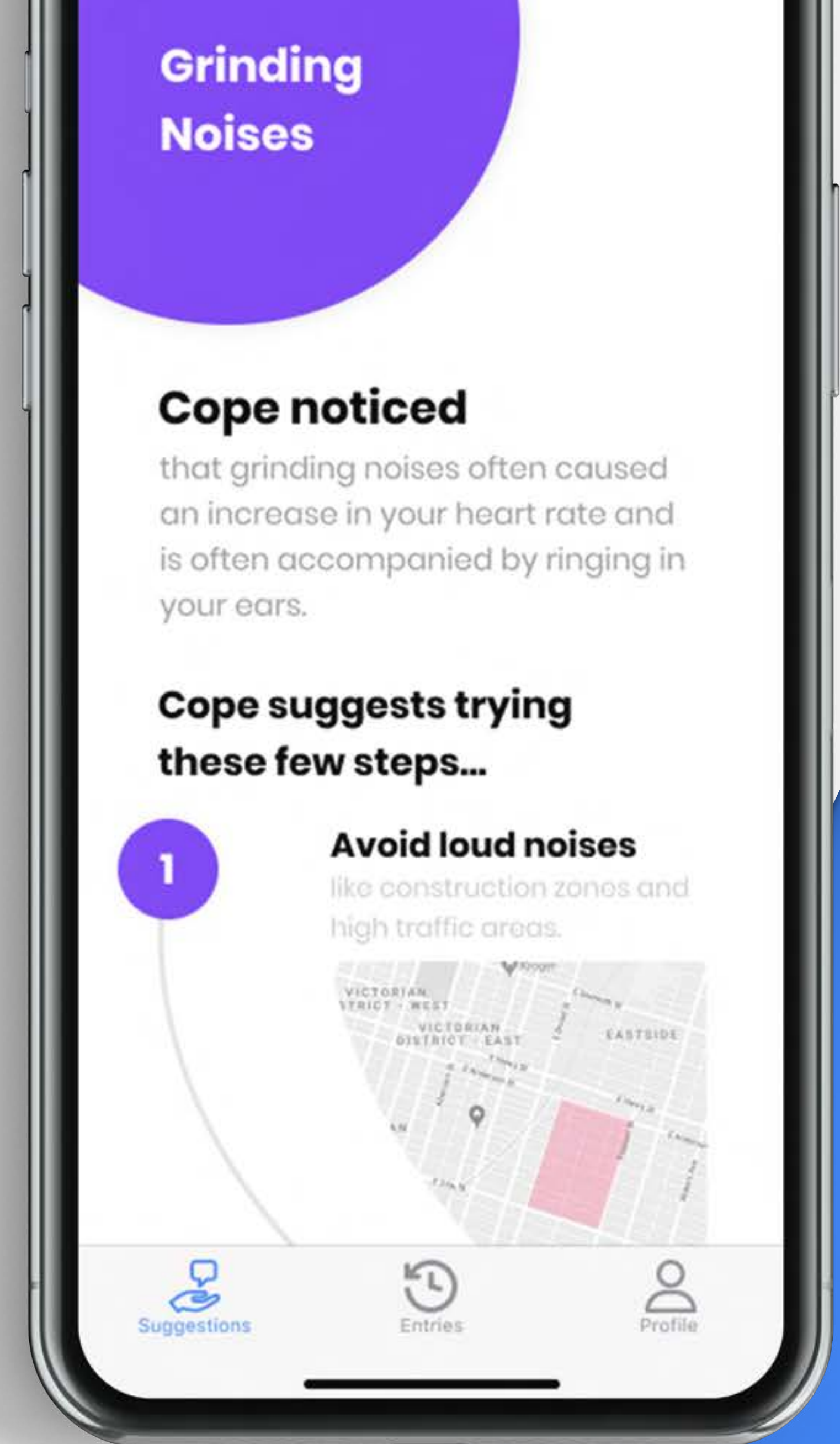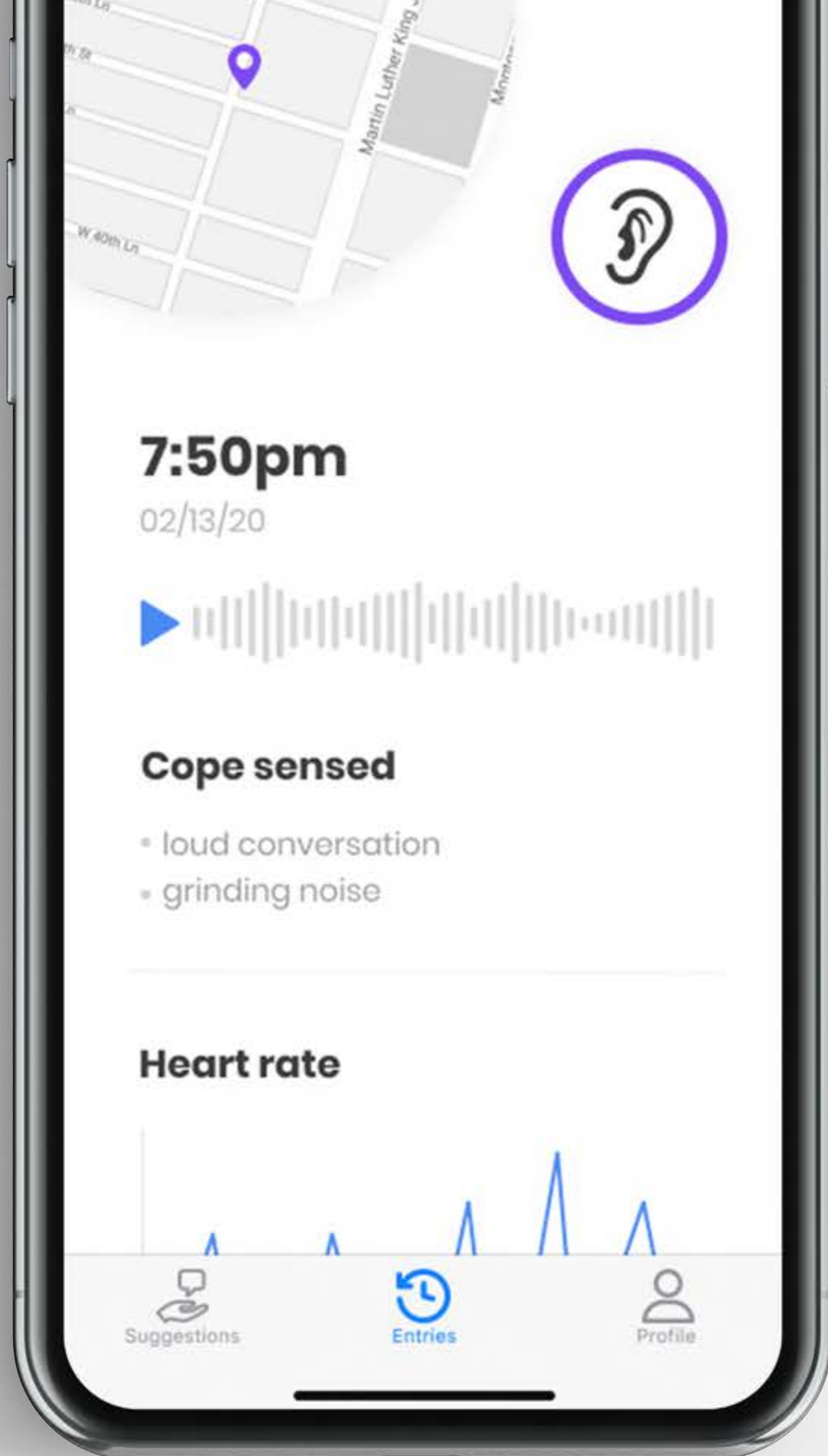
Entries

When Copilot is pressed, heart rate, time, location, and sound playbacks from triggers are documented and organized by the trigger type: auditory, visual, and physical.

Users can also add additional data if desired.

Packaging

When opening Cope for the first time, the user finds a 3-step 'Get Started' card with a QR code for installing the mobile application simply and seamlessly.

Just beneath the instructions, a fully charged Copilot is ready to guide the user along their journey to recovery.

The Copilot charger is also included; it mimics the form of a flash drive to provide the user with as much discretion as possible while charging.

[Physical prototype and packaging constructed & printed to scale]

Branding

Cope employs a simple user interface and brand language to communicate serenity to the user. The arrow in the logo promotes moving forward through minimalism.

All colors used throughout Cope have passed moderate color blindness and visual impairment testing.

Final Remarks

Cope utilizes technology to enable and support human beings **who do not have access to immediate therapy**, due to economic or personal reasons, in an effort to recover from past trauma as much or as little as users desire.

Thank you