



DIGI
EDU
HACK
2025

DIGIEDUHACK SOLUTION CANVAS

TÍTULO DE SOLUCIÓN	Loopie	NOMBRE DEL EQUIPO	Hive
DESAFÍO ABORDADO:	Protect your mind and Digital World: Self-Care and Safety Online	CATEGORÍA DEL DESAFÍO	Well - being in digital education
SOBRE EL EQUIPO:	☒ Estudiantes de educación superior ☐ Investigadores ☐ Profesionales ☐ Docentes ☐ Otros (Especificar)		

DESCRIPCIÓN DE SOLUCIÓN

What is the final product, service, tool, or activity being proposed? What are its main elements, technologies, and objectives? Could you include a brief implementation plan with key milestones, required resources, and potential challenges? How could your solution be used to improve digital education today? How could its success be measured?

The implementation is planned in three consecutive stages:
Web prototype: test with real young users and adjust the tone and responses.
Functional MVP: integrate emotional tracking and automatic micro-actions.
Light app: once everything is validated, Loopi will make the jump to mobile.
Key resources:
A core team of UX/UI designers, a developer, allied psychologists, and young testers.
Challenges:
Protecting user data and ensuring that AI responses remain warm and safe.
Main difficulties:
Maintaining ethical use of sensitive data.
Ensuring that the emotional experience stays consistent when moving from the testing environment to real-life use.
How Loopi transforms digital education:
Loopi teaches users to pause, breathe, and think differently in front of a screen.
Success will be measured by:
How many users return, how many feel supported, and how much their digital well-being improves.

CONTEXTO

What is the current or future problem you are trying to solve? How does your solution align with the annual theme of DigiEduHack 2025? How does your solution address the challenge posed by the organizing hackathon, and how does it fit within the challenge category?

The problem Loopi seeks to solve is the lack of real emotional support within the digital spaces where Generation Z and Generation Alpha live. Although they spend a large part of their lives online, they do not have tools that help them care for their emotional well-being in an authentic and relatable way.
Loopi aligns with the DigiEduHack 2025 theme "Care for your mind, protect your world" because it teaches young people to recognize, understand, and regulate their emotions within the technological environment—without needing to disconnect.
It addresses the hackathon's challenge by transforming the screen into an educational and empathetic space, where technology stops overwhelming and begins to care. Loopi combines emotional intelligence with affective design to create a more conscious, human, and balanced digital environment.

PÚBLICO OBJETIVO

Who is the target audience for your solution, and how will they benefit from it? Why is your solution relevant to them? How do you plan to engage these groups to fully meet their specific needs?

Loopi is designed for young people aged 15 to 25, belonging to Generation Z and Generation Alpha, who develop much of their personal, educational, and emotional life within the digital environment. Loopi offers them a space for real support within the very medium where their daily life takes place, allowing them to understand their emotions, regulate their well-being, and find calm without having to step away from the digital world that forms part of their identity.
The project actively engages young users through an interactive daily experience. The user records their emotional state using simple and relatable elements, receives empathetic real-time responses, and accesses personalized micro-actions that promote self-regulation and self-care. Additionally, Loopi includes participation dynamics such as "Loop Challenges" and a design that adapts to their mood, creating an ongoing relationship with the tool.
In this way, it meets the needs of this generation to feel understood and cared for within their own digital environment, transforming the screen into a space where they can experience emotional balance and a true sense of connection.

IMPACTO

How will your solution catalyze changes in education, and what impacts will it have at the social and environmental levels? Could you provide examples or scenarios illustrating how such changes and impacts might unfold?

Loopi catalyzes a profound change in education by introducing the concept of the "positive loop," a healthy dynamic of conscious connection and disconnection with technology. As an accessible virtual assistant hosted on the web, it does not rely on expensive smartphones or heavy apps.
At the social level, Loopi acts as an early intervention tool for serious issues such as digital anxiety, cyberbullying, or academic burnout. Within one year, if 1,000 students use Loopi at least three times per week to take 5-minute conscious breaks, more than 150 episodes of academic anxiety or stress crises could be prevented through early detection—based on estimates from digital self-care interventions used in educational settings.
At the environmental level, Loopi promotes smart disconnection, which reduces screen time, lowers device energy consumption, and prevents digital overexposure. In one year, if each student reduces their daily screen time by 30 minutes thanks to Loopi, the collective savings in energy and attention could be significant. Additionally, its lightweight, multiplatform design avoids duplicating technological resources (no additional app or special hardware required), aligning with the principles of sustainable technology.

DESCRÍBELO EN UN TWEET

¿Cómo describiría su solución de una manera breve y atrayente con un máximo de 280 caracteres?

In a world that never switches off, Loopi turns on your calm. Create your own loop of well-being, break through the noise, and turn self-care into a revolution.

INNOVACIÓN

What makes your solution different and original? Are there similar solutions or approaches currently available or implemented by professionals in the education sector? If so, why and to what extent is your solution better?

Loopi doesn't compete; it redefines the digital well-being market. While other apps control or punish, Loopi provides support.
Why is it better?
Existing tools treat the user as an enemy to be controlled. Loopi sees the user as an ally to be empowered.
Example: RescueTime measures productivity; Loopi measures digital well-being.
Loopi is not a regular assistant—it is a companion that understands you. That is the difference between a policeman and a supportive assistant.

TRANSFERABILIDAD

Can your solution be used fully or partially in other educational or learning contexts or disciplines? Could you provide an example?
Loopi is not just a website: it is a digital emotional language, and when a solution becomes a language, it can exist in any space where young people interact.
Therefore, Loopi can be applied to other contexts such as:
Education: It can become a "digital emotional tutor" that supports students before, during, and after studying, without requiring them to leave their digital world.
Youth work: It can act as a silent guide that detects digital overload and suggests micro-actions to prevent burnout, without sounding "corporate."
Community programs: It can serve as an emotional bridge for young people who may not seek professional help, but do engage with their screens.
Loopi's strength lies in the fact that it does not depend on a specific space, but on digital habits. As long as there is a young person with a smartphone, Loopi fits in and provides support.

SOSTENIBILIDAD

Once you have a prototype, what are your plans for further development, enhanced implementation, and replication of the solution? Will it work in the medium and long term?

After the prototype, we plan to expand the experience in the following directions:
User evolution: Loopi learns from the user's emotional energy and creates unique pathways, making each return feel like a fresh, new conversation.
Living ecosystem and natural partnerships: We don't want Loopi to be a static website; we want it to become an emotional habitat present in universities, wellness brands, cultural spaces, and youth programs.
Long-term sustainability: Loopi endures because it becomes something no other digital assistant currently is—a virtual emotional companion that evolves alongside the generation that most needs to feel supported.

TRABAJO EN EQUIPO

Introduce your team members. Why are they the perfect team to develop this project, and what skills does each member bring to ensure the solution's successful development? What is their experience in the relevant thematic field? Do you plan to continue working together in the future? If so, why?

We are a team of students in Marketing, Business Administration, and Entrepreneurship, blending strategy, creativity, and innovation in equal measure. We come from different backgrounds, but this mix allows us to understand digital well-being from all angles: management, experience design, and what truly drives young people online.
Thanks to previous projects in innovation and technology, we built Loopi with empathy, vision, and a lot of creative energy. Throughout the process, we learned to complement each other, trust one another's ideas, and work as a single team. And yes, we want to continue working together, because when we combine our skills, ideas become real and impactful.