



DIGIEDUHACK SOLUTION CANVAS

Title of the solution:

Ekho- Your online pet

Challenge addressed:

Protect your mind and Digital World: Self-Care and Safety Online

Background of the team:

(multiple selections possible in case of mixed teams)

- ☒ Higher Education Students
☐ Teachers
☐ Others (please specify)

Team name:

Magnum

Challenge category:

Well - being in digital education

Researchers

Primary School Students

Professionals

Secondary School Students

Solution description

What is the final product/service/tool/activity you're proposing? What are its main elements, technologies and objectives? Could you please include a brief implementation plan with some key overall milestones, resources required and eventual barriers foreseen? How could your solution be used to enhance digital education nowadays? How could its success be measured?

The final product is Ekho, a symbiotic digital pet that functions as a companion that "lives" on the user's screen. Designed to create an emotional and tangible bond.

Ekho: The pet whose health, appearance, and happiness are directly linked to the user's digital well-being.

The Three Streaks of Harmony:

- **Bond Streak (The Heart):** Emotional well-being and emotion management.
- **Shield Streak (The Immune System):** Digital hygiene and security (privacy, permissions).
- **Energy Streak (The Fuel):** User productivity.
- **Others:** "Chrono-nectar" (redeemable coins) and "Parasites" (security breaches).

Freemium Model: A free level with all core functions and a premium (subscription) level for cosmetics, multipliers, and advanced social and personalized features. **Key Technologies:** Mobile technologies, Cloud, AI, Widget, Backend Infrastructure. **Objectives:** To promote people's comprehensive digital well-being through an educational, emotional, and gamified experience.

Phase 1: Prototype and Design – **Phase 2:** Minimum Viable Product (MVP) – **Phase 3:** Monetization and Communication Strategy – **Phase 4:** Expansion

Resources: Personnel, Technology, Partner Brands, Legal, Sponsors. **Difficulties:** Technical permissions, AI accuracy, Building a real emotional bond. **Improvement of Digital Education:** Integral security, Time management, and identification of Emotional Intelligence.

Measurement of Success: Adoption Rate, Conversion Rate, Duration of Streak Days, Well-being Surveys (Google Store Rating), Progress Rate across Well-being Levels over time.

Target group

Who is/are the target group/s of your solution and how will they benefit from it? Why is your solution relevant to them? how do you plan to engage these groups so you fully meet their specific needs?

Young people and young adults (18–30 years old), composed of students and emerging professionals, are the epicenter of the problem that Ekho seeks to solve. Ekho is highly relevant to them because it addresses the central paradox of their digital lives: they are technological natives, yet also the generation **most affected** by stress, anxiety, and burnout caused by hyperconnection.

Its value lies in three main pillars: **first**, it resolves the tension between productivity and digital well-being by visually demonstrating that there is no energy without emotional balance; **second**, it speaks their language through empathy and gamification, replacing punitive alerts with affective interactions and playful dynamics; and **third**, it turns self-care into a tangible experience through a symbiotic companion not just another task.

To attract them, Ekho will position itself authentically and virally on TikTok, Reels, Twitch, and university campuses, with real campaigns that teach users how to take care of their Ekho. Its retention will rely on personalization and socialization users will be able to customize their Ekho and give it the traits they prefer. Finally, satisfaction will be strengthened through tangible rewards, such as discounts on educational platforms, yoga sessions, or free coffee, thus connecting digital well-being with real-life benefits that reinforce motivation and a sense of community.

Impact

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

Ekho will catalyze a silent revolution by changing how we learn shifting from a fragmented and reactive digital education to a motivating, integrated, emotional, and proactive model.

- **Today:** Students are told to "avoid procrastination" or "use a Pomodoro timer." It becomes a battle of willpower. **With Ekho:** The Energy Streak transforms studying. It's no longer about "not getting distracted," but about "creating Chronos" to feed Ekho. This rewires the student's motivation: studying becomes an act of care, not just another task.

Likewise, Ekho's **social** impact is the direct result of this new way of learning.

- A generation that grows up seeing trackers as "Parasites" will develop zero tolerance for invasive technology. This will create bottom-up market pressure, forcing new startups to design products that respect privacy.
- Imagine a group of university students using a "group Ekho" for their class. Final exams are approaching. The professor notices that the group's Ekho looks pale and weak. Instead of assigning more readings, she begins the class by saying: "I see our group's Ekho is overwhelmed. Let's take five minutes to breathe and relax."

On the other hand, although Ekho is a digital solution, its indirect environmental impact is positive, as it promotes the philosophy of **sustainability** applied to the digital world.

- The largest share of the internet's energy consumption comes from streaming and endless, passive scrolling. Ekho rewards intentional and focused use reading, studying, creating over passive consumption.

Describe it in a tweet

How would you describe your solution in a short catchy way with maximum 280 characters?

Your calm is its heart, its shield your privacy, and its energy your focus. Here, your digital well-being is not an option it's a shared mission. Care for it, by caring for yourself.

Innovativeness

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

Ekho's originality does not lie in having a virtual pet like Tamagotchi or in being a time tracker like Forest, but in its symbiotic and motivational health system based on the **Three Streaks of Harmony**: energy, bond, and shield. Unlike solutions such as FinchCare, which focus on individual habit tracking and mood, Ekho offers an interconnected and holistic approach, where digital well-being depends on the balance between productivity, emotion, and security.

If one streak weakens, the others are also affected, teaching the user that well-being cannot be achieved in isolation. The system compels users to understand that well-being is holistic and uses a progressive reward mechanism, creating a harmonious and meaningful bond.

Transferability

Can your solution partly or fully be used in other education/learning contexts or disciplines? Could you provide any example?

Absolutely. Although its main goal is digital well-being, it can be directly applied to almost any discipline that requires focus, stress management, and a safe digital environment.

The Context: A university student conducting research for their thesis or preparing for final exams.

Energy Streak: The student, struggling with procrastination, sets "Blocks of Intention" such as "Write 500 words of the thesis." **Bond Streak:** The AI detects "procrastination scrolling" (checking social media instead of studying) by monitoring screen time and app switching. **Shield Streak:** Students often use public Wi-Fi networks and download various research tools. Ekho manages both the process and the environment of digital learning.

Sustainability

Once you have a prototype, what are your plans for a further development, implementation upscale and replication of the solution? How do you see it working in the mid- and long term?

AI Deepening: The system will evolve from analyzing only "usage patterns" (prototype) to implementing writing tone analysis, with a strict focus on on-device privacy. **Social Expansion:** Advanced premium features such as "Group Ekhos" and "Collaborative Missions" will be launched. This transforms individual self-care into a shared goal of mutual support. **Educational Implementation (B2B2C):** Instead of relying solely on App Store downloads, an "Ekho for Institutions" offer will be created. Schools, universities, and companies will be able to sponsor premium access for their students or employees. **Multiplatform:** Desktop versions (Windows/macOS) will be developed, along with partnerships with **other applications to enhance** the overall experience.

Team work

Present the members of your team. Why are you the perfect team to develop this work and what are the competencies you all bring in so the solution is developed successfully? What is your expertise within the thematic field concerned? Are you planning to continue working as a team in the future? If so, why?

Our team is made up of five members who embody Ekho's spirit: diversity, connection, and shared purpose. Jose, our mentor and Project Manager, coordinates the vision and ensures the project's cohesion; Rogger, a software engineer, develops the AI engine; Carolina, a digital UX/UI designer, creates the emotional bond with the user; Giro, a biologist, contributes the symbiotic logic that inspires the "Three Streaks of Harmony"; and Ashlee, a marketing and business specialist, designs the business model and growth strategy.

We are the ideal team because we integrate technology, science, design, and strategy into a coherent and human-centered solution. We plan to continue working together, as we've seen that true innovation emerges from the collaboration of diverse and complementary disciplines.

Prototype link: <https://www.figma.com/proto/GoGkIAAUVEo7M3FBFagi7U/EKHO?page-id=209%3A430&node-id=212-513&viewport=263%2C167%2C0.08&t=CjMJgnqWW07uZ1KV-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=212%3A513&show-prot-sidebar=1>

Video: <https://youtu.be/im9t-PyyAww>