

DIGIEDUHACK SOLUTION CANVAS

Title of the solution:

BeYou: An App by Us, For Us

Challenge addressed:

Protect yor 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)

☐ Researchers

☐ Primary School Students

☒ Professionals

☐ Secondary School Students

Team name:

Digitalental

Challenge category:

Well - being in digital education

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?

We propose a gamified and interactive application to retrain the mind and restore the natural release of dopamine, fostering conscious digital habits in a hyper-connected world. The main elements are the use of colloquial language, gamification, and daily exercises for the user. We will use technologies like Flutter or Firebase to develop it in the future with a small, interdisciplinary team with knowledge in programming, psychological well-being, technical, and pedagogical support. However, obstacles may arise, such as user resistance to sharing personal or emotional data, the need to ensure high levels of privacy, and the challenge of avoiding notification saturation. BeYou seeks to be integrated into higher education institutions as a digital well-being support tool, motivating students to manage their screen and social media time and to reflect on their emotional state in relation to technology, thus developing competencies. We will be able to measure success through two types of indicators: quantitative (number of active users, progress level through modules, installation/uninstallation rate) and qualitative (user satisfaction level, reported self-assessments, and integration into institutions or digital health programs).

Link prototype: <https://www.figma.com/design/tDUH9cudmCLWJ5j9ATN9iA/BE-YOU--prototipo--espa%C3%B1ol?node-id=7114-1581&t=5mYoESQSSoOWRqxy-1>
Link video: <https://youtu.be/AHeZQQZqrlw>

Context

What is the current or future problem you're trying to solve? How does your solution align with DigiEduHack 2025 annual theme?

How does your solution confront the challenge posed by the hackathon organiser and how does it address the challenge category?

We face a current problem: dopamine overload due to the excessive use of social media. Our app, "BeYou," proposes an educational and innovative solution: a digital space that retrains the mind and restores the balance between attention and well-being. This proposal aligns with the annual theme of DigiEduHack 2025, as it promotes digital education focused on self-regulation and technological awareness. "BeYou" transforms the relationship with screens into an emotional learning experience, helping students integrate well-being into their daily use of technology. Furthermore, this tool relates to the challenge category because it seeks to incentivize mental self-care through technology to face a hyper-connected world among students.

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?

The target audience is higher education students over the age of 17 who have daily internet access on their mobile devices (cell phones) and are from social classes A, B, and C. They must show concern about how excessive social media use affects their academic and personal lives. For this reason, they will benefit from the application because it will allow them to acquire digital skills, improving their relationship with technology and strengthening their studies.

BeYou is a relevant proposal because many young people recognize that social media use affects their concentration and productivity, but they lack effective tools to manage this problem. Therefore, we offer them personalized activities and gamified elements that generate incentives and institutional recognition. We use language and a format adapted to their generation, thus achieving a comfortable, attractive, and transformative experience.

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?

BeYou stimulates changes in education by exercising student's minds, helping them improve their attention span and their ability to process information provided by higher education institutions. On a social level, it helps develop skills for responsible digital usage and promotes awareness of the effects of excessive social media use on academic performance; in this way, it fosters a healthier digital culture, reducing anxiety, exhaustion, and technological dependence. Furthermore, self-control and active breaks strengthen their interpersonal relationships and sense of community. In the environmental sphere, the impact is indirect, although BeYou contributes to the more sustainable use of technology by promoting more conscious and balanced digital consumption. For example, higher education institutions could incorporate the application to foster digital self-care strategies, or universities could include it in their active breaks to reduce academic stress. As a result, students would reduce their daily connection time, improve their overall well-being, and increase their academic performance.

Describe it in a tweet

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

BeYou is a gamified app, created by us for us, that counteracts the excessive use of social media by developing capabilities for responsible management of the digital environment.

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?

Our proposal does not seek to override technology or disconnect people from it, but to re-educate their relationship. We do not limit cellphone use like other applications; instead, we use neuro-gamification to design an interactive learning experience. Simpler apps like 'App Forest' exist, though they do not offer the tools we propose. BeYou not only blocks distractions, but it leverages the everyday use of the cellphone to retrain focus, using the digital world to our advantage to promote well-being.

Transferability

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

As it is a mobile application, its use in different educational or learning environments is totally viable and versatile. For example, higher education institutions will be able to take into account the scores obtained by each user in BeYou as an indicator of personal improvement. We aim for these institutions to grant the same importance to the digital competencies developed through our app as they do to the learning of a language, such as English, thus illustrating how BeYou can be fully integrated into modern education.

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?

In the future, we seek to validate the effectiveness of the app through pilots in higher education institutions, in addition to aspiring to alliances with different educational centers that allow expanding its reach among students. In the medium term, it will be a stable educational platform and a tool for these institutions. In the long term, we aim to turn it into a global phenomenon that promotes attention and the balance of dopamine levels, and to this end, we will improve the app's system, provide more exercise options, and even competitions.

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?

The team is composed of Fabian, a singer-songwriter and communication student; Nina, an economics student; Yamile, an actress and psychology student; and our mentor, Johan, a civil engineer and web application developer. Each one contributes competencies such as the verbalization of ideas, leadership, and programming skills, in addition to experience within the thematic field, such as interpersonal support, cognitive understanding of young people, and information analysis. We plan to continue the project with the aim of expanding BeYou as a digital well-being educational platform.