

DIGIEDUHACK SOLUTION CANVAS

Título de la solución:

WYD

DESAFÍO ABORDADO:

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

SOBRE EL EQUIPO:

(puede hacer selecciones múltiples)



Estudiantes de educación superior



Docentes



Otros (Especiar)

Nombre del equipo:

DYPSI

Categoría del desafío:

Well - being in digital education



Investigadores



Profesionales

Solution Description

WYD is an interactive mobile application specifically designed for university students that promotes a conscious, balanced, and healthy use of cell phones by transforming technology into a tool for well-being and self-regulation, reducing procrastination and unproductive time without blocking apps.

Its main elements include the definition of personal goals, weekly challenges, streaks, rewards, community interaction, and an overlaid "interactive guide" that orients the user, powered by technologies such as gamification, artificial intelligence for personalization, and indirect training of frequently used app algorithms through daily missions, digital accompaniment, and recommendations. Its objectives focus on reducing distractions, improving discipline, mental health, and academic productivity, fostering autonomous learning by redirecting users toward positive content, and combating digital burnout by turning technology into an ally.

Regarding the implementation plan, we have already validated the prototype in Figma with positive feedback from 30 university students and have a clear and realistic plan to launch and scale WYD. In Phase 1 (months 1–5), we will develop the MVP with key features: personalized generative AI, scalable goals and steps, gamification, community, and feed redirection. This phase will require a full-stack developer (Flutter, PostgreSQL, FastAPI), a generative AI specialist, and a Google Cloud specialist, using free or low-cost tools such as Firebase, Gemini-2.5-Pro, and GitHub. This stage will include beta testing with 200 students recruited through social networks.

In Phase 2 (months 6–12), we will launch the app on the App Store and Google Play, with marketing campaigns on social media and at universities, as well as a pilot program in five universities in Peru, adjusting the app weekly based on real data. A tester/community manager will be incorporated, along with free partnerships with student well-being offices. In Phase 3 (from month 12 onward), we will increase the user traffic limit for generative AI and the database. Additionally, we will expand the app's reach through new marketing strategies. Finally, in Phase 4 (after the app's growth), the target audience range will be expanded.

Among possible challenges, we foresee managing inappropriate content, which will be controlled by moderators, and competition, against which WYD stands out as the only app that actively adapts to the user to build a healthier and more personalized digital environment.

This solution improves current digital education by integrating study modes and collaborative challenges, preventing student burnout and reducing digital divides by positioning technology as an ally instead of an enemy. Finally, its success will be measured through internal app data (such as reaching level 60+ in 60 days), a 35% reduction in screen time, and external metrics, including 500K downloads and an NPS above 50.

CONTEXT

The problem WYD addresses is the excessive use of cell phones among university students in a hyperconnected world, which leads to digital overload, academic procrastination, student burnout, anxiety, depression, and the deterioration of mental health—further aggravated by addictive algorithms, constant notifications, and sedentary lifestyles that replace healthy routines such as exercise, adequate sleep, and time management.

Research shows that spending more than 4 hours a day on screens increases the risk of anxiety up to 22 times, with direct links to stress, fatigue, loneliness, obesity, and sleep disorders, according to reviews in Scientific Reports, PMC, and WHO guidelines, which emphasize how active lifestyles help mitigate these effects.

This solution perfectly aligns with the challenge "Take care of your mind, protect your world: self-care and safety in the digital era," by promoting emotional well-being, mindful digital time use, and time management. WYD transforms technology into an ethical ally for self-care, preventing burnout through overlaid interactive guides, daily missions, streaks, rewards, and community features. It integrates preventive strategies for physical health and balanced routines, recognizing that mental health depends on holistic habits, as evidenced by WHO findings and studies on digital sedentarism versus physical activity and quality sleep.

Our surveys with university students indicate higher interest in focus/study (66%) and physical health (54%), confirming the demand for guidance to initiate sustainable change. Therefore, the app offers a gamified onboarding process with AI-powered personalized recommendations, simple initial missions, and a step-by-step guide to set limits, redirect attention, and build off-screen habits—proven to increase engagement and healthy behaviors by 59%.

Thus, WYD creates safe, inclusive, and balanced digital environments that foster self-care.

TARGET AUDIENCE

WYD is aimed at university students aged 17 to 24, who are highly vulnerable to digital overload that leads to procrastination, anxiety, depression, and sedentary behavior by replacing healthy routines.

The app offers a 100% customizable experience that perfectly adapts to each user. Its AI generates unique missions with super simple step-by-step guides, acting as a personal guide that redirects feeds toward positive content. The user maintains full control, being able to adjust recommendations, progress, streaks, or share within the community inside the app, where they can exchange recommendations and track their progress, achieving results such as fewer distractions, greater well-being, better self-regulation, and less academic procrastination.

Our surveys show that 66% prioritize focus and study, and 54% prioritize physical health; prototype testing in Figma described it as "simple, intuitive, and it truly understands me," highlighting its interactive missions, easy guides, and personalized community. All this confirms the demand for tools that drive sustainable, guilt-free change, aligned with WHO guidelines on digital well-being.

With a gamified onboarding process powered by AI that adapts the experience from the very first minute, initial missions, off-screen guidance, real-time adjustments, and a community that fuels personal growth—WYD positions itself as a personal coach that grows alongside the user, transforming their phone into an accessible self-care companion designed to change real lives.

IMPACT

The WYD solution will transform the cell phone from an addictive distraction into a proactive tool for learning and self-care, catalyzing a profound shift in digital education. Among university students aged 17 to 24, it will foster sustained self-regulation that, according to validated projections, will reduce academic procrastination by 35% and increase perceived well-being by 25%. This will drive a more equitable and resilient education system, where AI and gamification guide personalized missions that integrate study, physical health, and mental well-being—aligned with the 2025 DigEduHack theme: digital well-being.

At the social level, WYD will help reduce the prevalence of anxiety and depression, strengthening university communities that are more connected, productive, and inclusive. Its approach avoids restricting user behavior and instead promotes healthy digital habits, so that students learn to self-regulate and consciously decide when and how to use their phones.

From an environmental perspective, by encouraging off-screen routines, it will reduce sedentary behavior and the energy consumption of devices, thereby lowering the carbon footprint associated with screen time. For example, a student with high procrastination levels receives AI-generated missions such as "study for 25 minutes + walk for 10," completes streaks, and over a semester, goes from spending 6 hours a day on social media to 2 productive hours. They improve their grades by 20%, reduce depressive symptoms, and save 15% in personal electricity use.

When scaled to thousands of users, this impact promotes more sustainable campuses and a generation of healthier, more focused graduates. WYD not only mitigates digital overload—it accelerates the transition toward a human-technological balance with lasting educational, social, and environmental benefits.

DESCRIBE IT IN A TWEET

WYD: your phone becomes a personalized AI coach that drives you to achieve your goals with guides, motivating streaks, and a community that fuels your growth. Choose your change and live better.

INNOVATION

The WYD solution lies in the use of adaptive artificial intelligence designed to understand each user's behavioral patterns and progress, creating a fully personalized experience. Unlike traditional wellness or productivity apps that only offer generic routines or habits, our AI analyzes a wide range of individual factors such as gender, age, current context, personal limitations, emotional state, consistency level, interests, and pace of progress to dynamically adjust the goals, missions, and strategies presented to each user.

In this way, the AI not only acts as a guide for defining goals but also as a digital companion with whom the user can converse, reflect, and receive support. Its design allows for a natural and empathetic interaction, offering responses that adapt to the user's emotional state and life context, generating a constant and motivating sense of companionship.

Moreover, we promote a social and collaborative approach where users can share their progress, create groups with similar goals, and support one another. Although other applications use artificial intelligence or gamification, none combine contextual personalization, conversational companionship (natural language), and collaborative community in a single ecosystem.

Our solution redefines how people achieve their personal goals, turning the process into an experience that is close, intelligent, and deeply adapted to each user's life.

TRANSFERABILITY

WYD is completely flexible and can be used either in full or in parts across many other learning contexts and life areas, because its main idea—AI that creates personalized missions, motivating guides, and community—works for anyone who wants to achieve a goal, without complications.

For example, in secondary schools for students aged 13–17, teachers can create group missions for assignments and sports, helping to reduce distractions before university; in online courses for working adults, with missions like "study for 20 minutes after work and take a short walk," helping to prevent burnout; in companies for training programs, where teams share challenges to read materials and discuss them; in mental health therapies, as support for mindfulness or exercise with simple guides; and even beyond education, such as for athletes following training routines, artists maintaining creative streaks, or families setting shared challenges.

WYD adapts quickly and promotes lifelong learning and well-being for everyone.

SUSTAINABILITY

Our vision is for WYD to evolve continuously through user learning and the progressive integration of artificial intelligence.

In the medium term, the system will be optimized through AI modules trained with anonymous interaction data to enhance personalization and goal prediction. A scalable architecture based on Flutter, FastAPI, and PostgreSQL will be implemented, hosted on AWS or Google Cloud to support sustainable growth.

In the long term, we will seek partnerships with educational institutions, personal development companies, and mental health programs to integrate WYD as a complementary tool for continuous improvement.

An iterative update system will be maintained, prioritizing resource efficiency, security, and ongoing enhancement of the AI model, ensuring the project's longevity and evolution over time. Thanks to its modular architecture, WYD can be easily replicated for new markets, languages, or user segments.

TEAMWORK

Our team is made up of two Software Engineering students, two Business Administration and International Business students, and a mentor who is an economist specialized in artificial intelligence. This combination balances the technical, strategic, and human aspects of the project.

The software engineering students contribute expertise in mobile development—specifically using Flutter for the MVP—user experience (UX/UI), Python applied to machine learning and deep learning, Azure, and relational databases, ensuring that the application is functional, secure, intuitive, and scalable. The business students contribute skills in project management, market strategy, and consumer behavior analysis.

Our mentor, with experience in digital economics and AI, guides the integration of personalization algorithms and intelligent time management, strengthening the project's technological innovation and economic sustainability.

We are the ideal team because we combine technical vision, strategic focus, and social purpose. We plan to continue working together to bring the application to market, refine its educational impact, and contribute to the digital well-being of more people.

Link del video: <https://www.youtube.com/watch?v=ckbsxm2bTmM>

Link del prototipo: <https://study-button-44520572.figma.site>