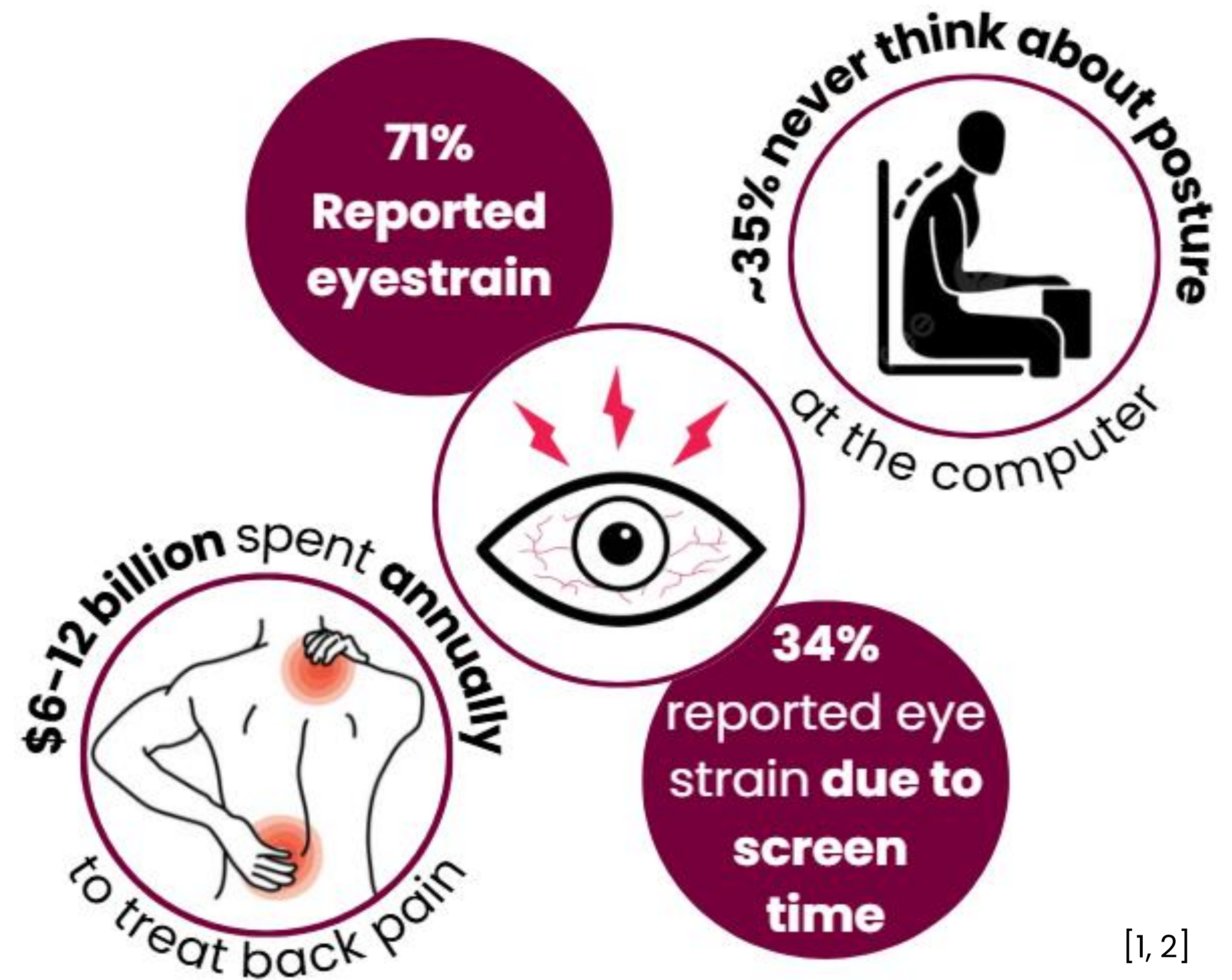


PROBLEM

How might we improve the postural and visual health of undergraduate students at McMaster University given excessive screen usage in a digital era?

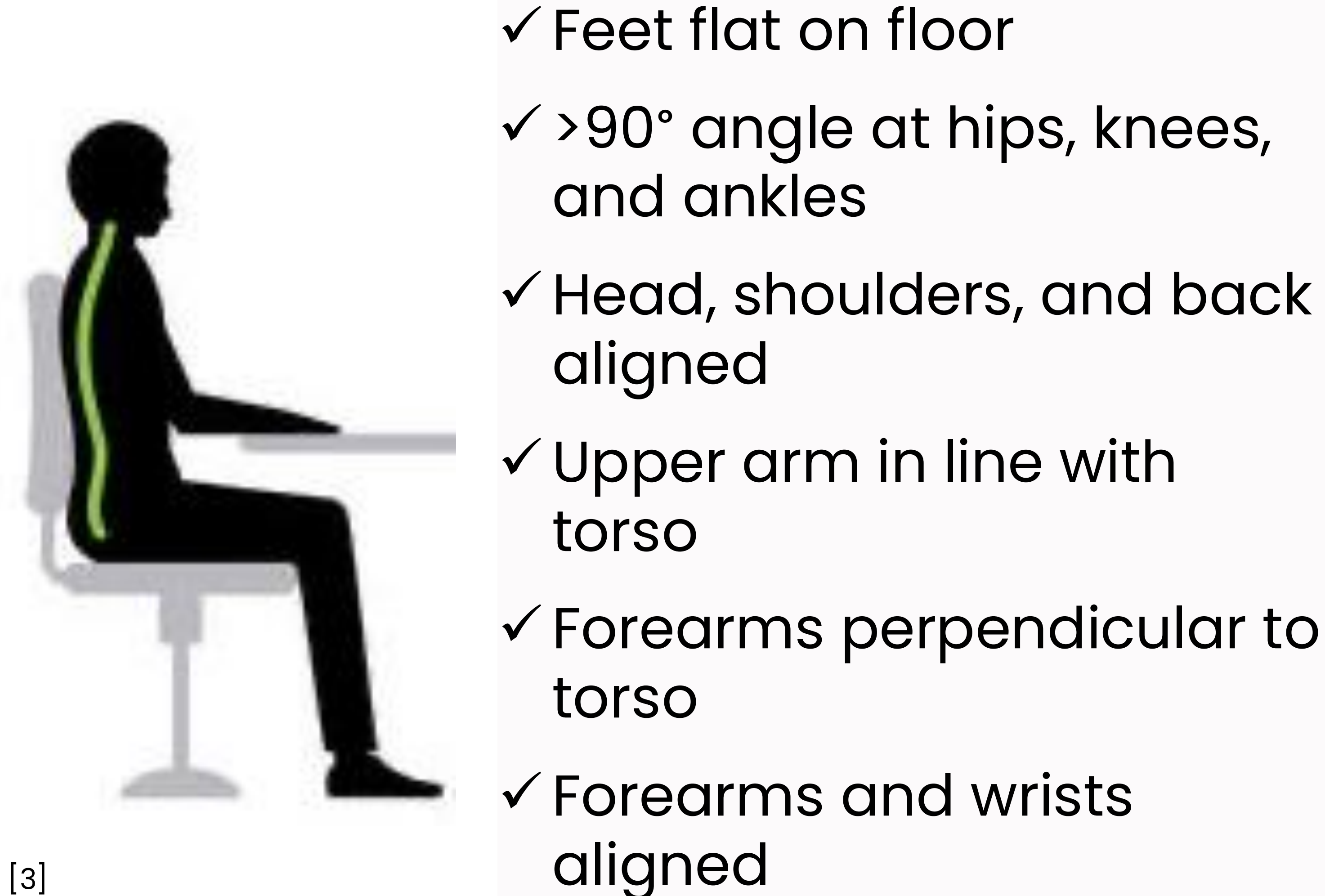
- Student spend most of their time sitting and using screens
- Increased screen time increases poor posture and digital eye strain which can have long term negative health effects
- Poor physical health can contribute to poor mental health and self-care



SOLUTION



PROPER POSTURE



NEXT STEPS

1. **Implement Subscription-Based Licensing** – Enable clients to customize campus partnerships, coupons, and awards for enhanced engagement.
2. **Develop a Comprehensive Privacy Policy** – Ensure transparency and robust data protection for all users.
3. **Launch Premium Edition** – Introduce guided, science-based daily eye exercises to promote long-term vision health.

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