

# UpRight



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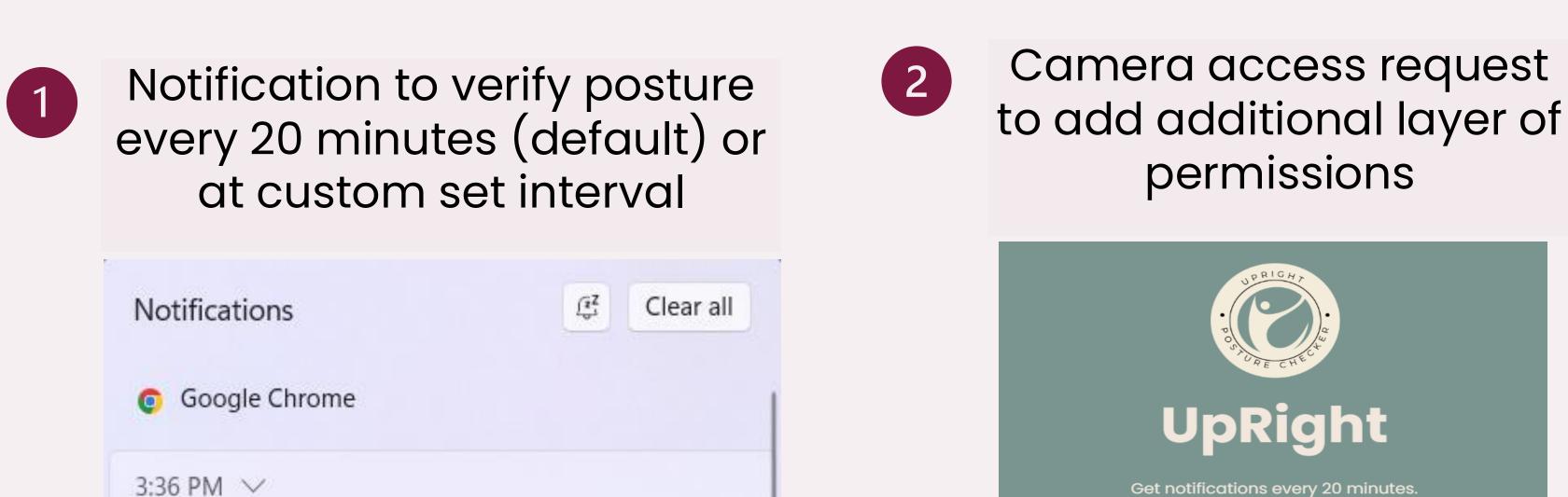
## **PROBLEM**

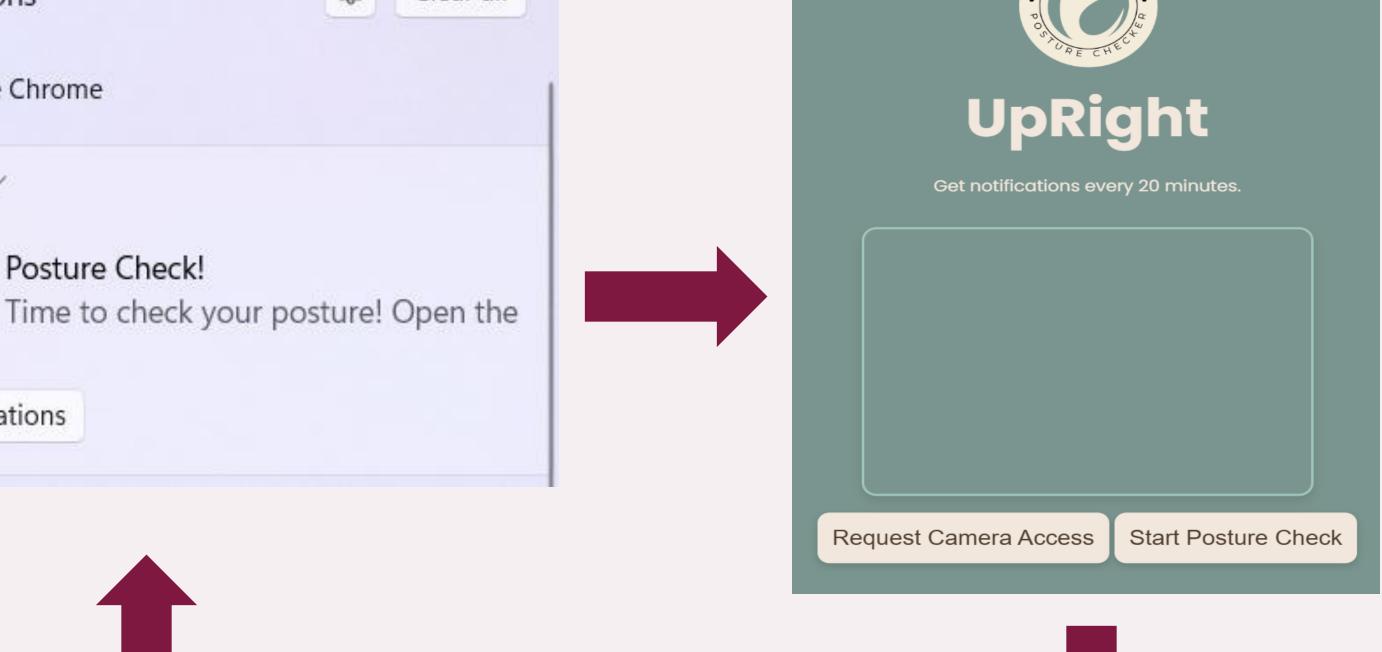
How might we improve the postural and visual health of undergraduate students at McMaster University given excessive screen usage in a digital era?

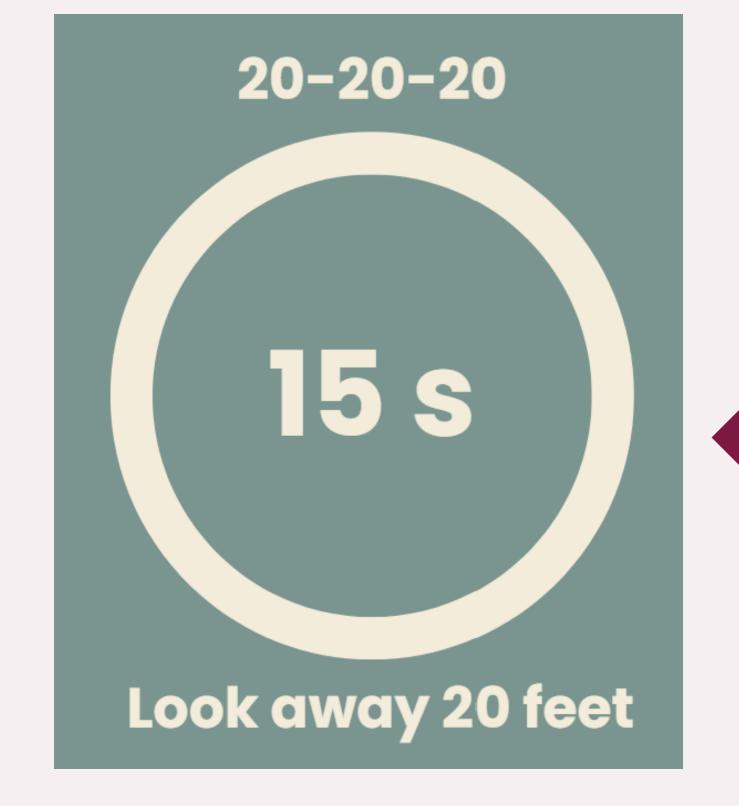
- Student spend most of their time sitting and using screens
- o Increased screen time increases poor posture and digital eye strain which can have long term negative health effects
- o Poor physical health can contribute to poor mental health and self-care

# 71% Reported eyestrain 2 billion spent as 34% reported eye strain due to screen time [1, 2]

#### SOLUTION

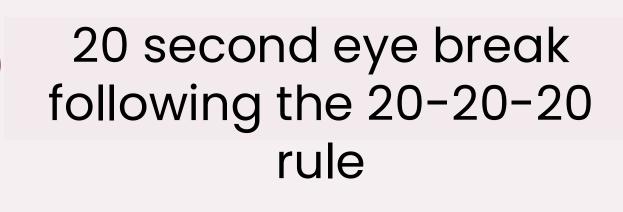


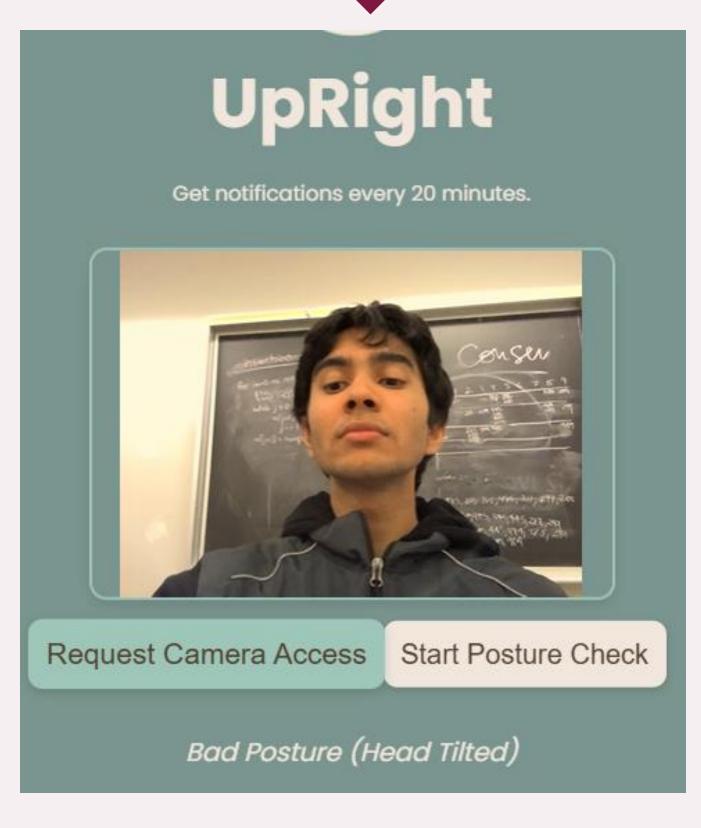




Posture Check!

+1 notifications





Posture is analyzed for correctness with immediate feedback

## PROPER POSTURE





- ✓ Head, shoulders, and back aligned
- ✓ Upper arm in line with torso
- √ Forearms perpendicular to torso
- ✓ Forearms and wrists aligned

#### **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.

#### REFERENCES

#### 1. Eye health survey uncovers Canadians' concerns about recent symptoms affecting their eyes & vision – COS SCO [Internet]. [cited 2025 Mar 20]. Available from: https://www.cos-sco.ca/eye-health-surveyuncovers-canadians-concerns-about-recent-symptoms-affecting-their-eyes-vision/ 2. Mental disorders in Canada, 2022 [Internet]. [cited 2025 Mar 20]. Available from: https://www150.statcan.gc.ca/n1/pub/11-627-m/11-627-m2023053-eng.htm

3. Canadian Centre for Occupational Health and Safety. Sitting and standing at work [Internet]. Hamilton

#### (ON): CCOHS; [cited 2025 Mar 21]. Available from: https://www.ccohs.ca/oshanswers/ergonomics/sitting/sitting\_position.html

#### **ACKNOWLEDGEMENTS**



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