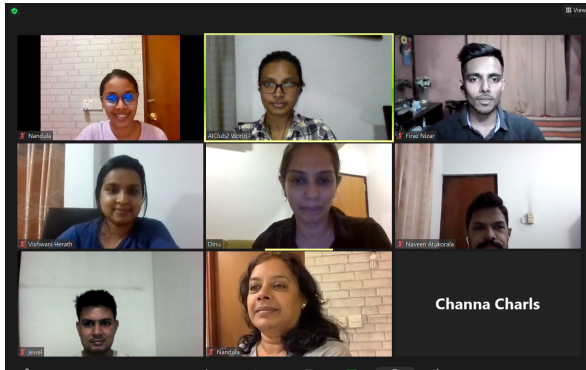


COLBY User adoption plan

I demonstrated COLBY to potential users, they said that Colby cheered them up. 70% of them wanted the APP in Sinhala, the majority language and 90% of them wanted it to be a mental health self-care app. And users claimed that COLBY will be a great option for Loneliness as well as other mental health issues.



	Was Colby's interface able to Email Address your mood?	Rate how you liked COLBY App?	What language translations would you like in COLBY?	Would you use the Helpline numbers if you needed to contact a trained counsellor?	Were COLBY's questions appropriate?	Was COLBY Interactive?	Should Colby be converted to a Mental Health self care app targeting Sri Lankan community?	
19:27:25	naveen.at	Yes	8	English, Sinhala	Yes	Good	Yes	Maybe
19:27:51	netthini@	Yes	10	English	No	Good	Yes	Yes
19:30:06	vipsupeero	Yes	10	English	Maybe	Excellent	Yes	Yes
19:30:03	rihansam	Yes	9	English	Maybe	Very good	Yes	Yes
19:35:27	vishwani	Yes	7	English, Sinhala	Maybe	Good	Yes	Yes
19:39:14	shelomipri	Yes	9	English, Sinhala	Yes	Excellent	Yes	Yes
19:40:40	dinu.weeg	Yes	8	English, Sinhala, Tamil	Yes	Very good	Maybe	Yes
19:49:27	shaashini.b	Yes	9	Sinhala, Tamil	Yes	Excellent	Yes	Yes
19:22:21	tesz.riztar	Yes	9	English, Sinhala	Yes	Excellent	Yes	Yes

Colby is a very good app, especially at a time like this in Sri Lanka. It's very good!
-Nanditha-

Colby Cheered me up. I felt I could confide how I actually felt.... -Dinu-

Psychiatrist's opinion who gave reviews for Colby was, at a time with travel limitations, Colby could be useful and might be life saving for some users who cannot physically access counselling or psychiatric support.

'In recent times we see that the younger generation prefer to interact via social media and apps. Face-to-face counselling seems to be in the decline. Since the younger generation is the future it would be wise for mental health service to cater to these growing need of more virtual options'

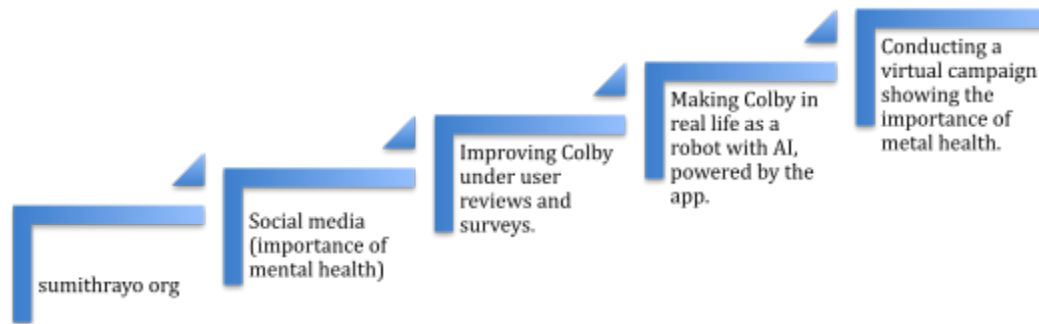
'During COVID, Anxiety and Depression skyrocketed and due to the travel restrictions in the country individuals could not access counselling or psychiatric support in any way. An app like COLBY at this time would be very useful and in some instances life saving to many.'

- **Dr.Chamara Wijesinghe**
Consultant Psychiatrist Senior lecturer in Psychiatry
North Colombo teaching hospital Ragama
University of Kelaniya



★ *Therefore, one conclusion is that this app is not limited for use only during the pandemic but afterwards as well.*

The Plan to get more users to install the COLBY app in the first year



Working with the Sumithrayo organization

- Introducing COLBY for the people who come to Sumithrayo for help.
- Mentioning Sumithrayo organization numbers on the app for the users to seek for more help in a severe condition.
- COLBY features the automatic informing method with the user permission to the sumithrayo organization for help, and sending the user details for them to prepare for user help.
- Writing a full documentation of COLBY specifications and highlighting the ones that we need sumithrayo in action. And requesting if these methods can be used in their organization with the features of COLBY.

Introducing COLBY through social media and mental health awareness

- Stating the importance of mental health on self and how to take action immediately if any symptoms occur.
- Introducing COLBY as a personal chatbot to cheer them up and Colby's features that adopt mental health factors.

Improving COLBY to meet user's needs and to make COLBY rich of mental health factors

- User's opinion after using the app, updating the app frequently to meet user's needs and to have more users.

Making a real life chatbot robot speaker that's portable for the user, connected with the app

- To make a strong connection between the user and COLBY
- Manufacturing COLBY using the original design with changes to be portable and automated and with a system to connect with the app.
- Creating a cloud that stores both app and robot data that gets updated instantly when the user adds new data and they're both connected to share data in a more realistic way. –Omni-channel system approach.
- The more realistic the companion becomes the user will feel better and the more interactive it gets the more users will try it out.

Conducting a virtual campaign showing the importance of mental health

- Introducing COLBY through a virtual campaign and highlighting instances where COLBY can be useful in mental health.
- Conducting the virtual campaign through the COLBY official website and giving an excellent experience for the participants and giving away rewards, gifts, discounts and all with a great introduction to COLBY.
- Showing user reviews and how they felt after using COLBY to get more users to account and use COLBY.
- Aiming the stigma of mental health in people and planning to prevent it.
- Introduction to the COLBY physical robot and it's important features and impacts.
- Giveaway of the physical robots to get more users.