

EVOLVE LEVEL 6, Unit Quiz 8B

- Aaron** What are you working on, Nicole?
- Nicole** It's our new app called Willpower. It's an app that helps users to focus for longer periods of time, retain more information, and improve their attention spans.
- Aaron** Wow, sounds awesome. I hear attention spans are decreasing all the time, especially in younger children. I know my younger sister finds reading longer texts difficult. So, how does it work?
- Nicole** Each day you have a short text to read and there are two comprehension questions at the end. If you get them right, the text gets a little longer and more challenging the next day.
- Aaron** Can I get to choose the type of texts?
- Nicole** Good question. We have gamified some elements of the app. If you get 10 days in a row with no mistakes, you get to choose future texts. If you get 20 days in a row, you can download one of the texts that you most liked for free. Your scores also appear on a scoreboard with other users to see who's the best.
- Aaron** Does it have any other features?
- Nicole** Yes, there's a timer. You need to read each text and answer the questions within a specific time. This means you can't get distracted. At higher levels we introduce things to distract the reader, such as mosquitoes and bees that fly around the page and annoying sounds, such as doorbells and notification beeps.
- Aaron** You've really thought about it, haven't you? Who's it aimed at?
- Nicole** We have two versions, one aimed at children ages 8 to 16 and one more suited for adults, with more serious content... but ... well ... anyone can download the app.
- Aaron** Do you have an elevator pitch for me? To highlight the main selling point.
- Nicole** Something like, "To improve your focus – all you need is Willpower."
- Aaron** I'm sold!
- Nicole** Thanks!