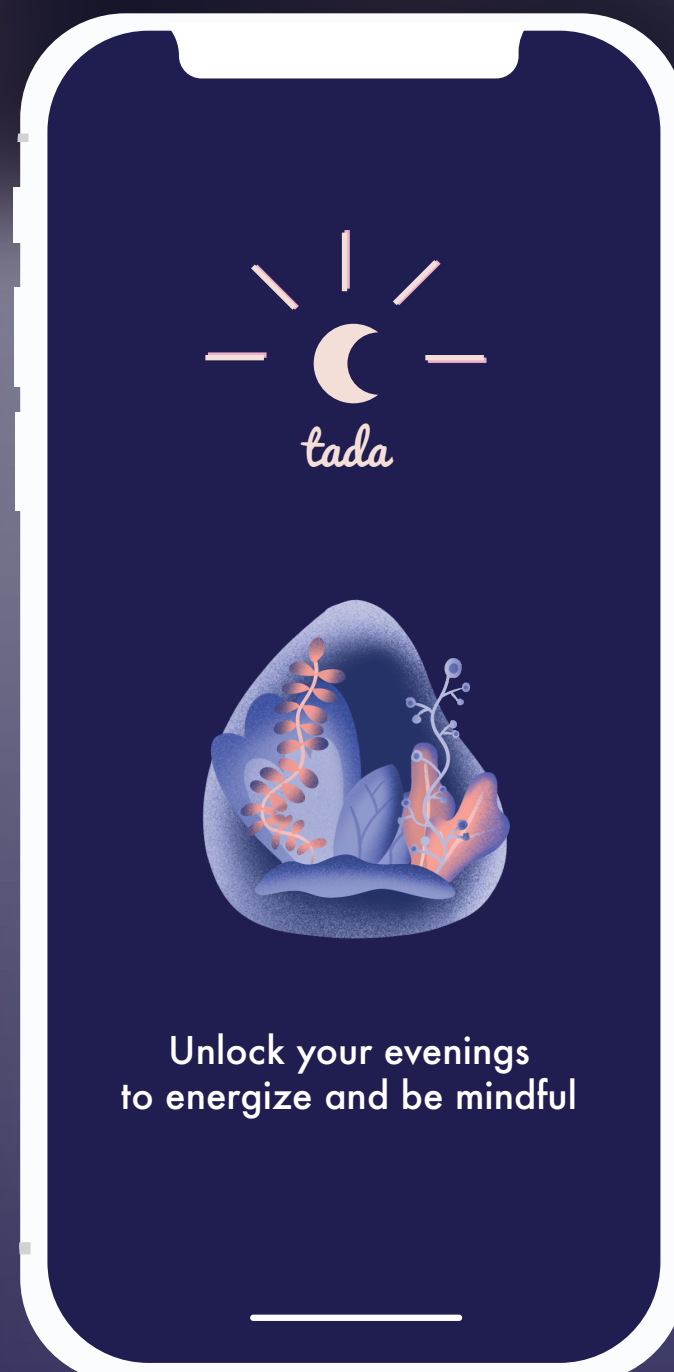




*A mindful tool to energize sleep-deprived parents in the evening*

*Designed to unlock evenings with energizing activities*



*Sparks ritual suggestions*

*Inspires parents with meaningful rituals to slow down*

*So that parents become mindful of their evenings and recharge for the next day*

Reflect on your energy level to know how you currently feel.

Choose a ritual that sparks your interest or would like to try.

Use Tada as a ritual journey to highlight your day



Record your accomplishment of your ritual and receive a positive encouragement message.

Let new rituals surprise you and energize your evenings.

Being mindful in the evening is overlooked for sleep-deprived parents with young children, especially with tv's and smartphones grabbing their attention. This graduation project explored in the context of personal energy care to unlock evenings for parents and found out that mindful and secular rituals can energize them. This results in the mobile application: Tada. A gentle and guiltfree support

tool that suggests personal rituals to energizes parents in the evening. The direct way of choosing rituals creates moment of frictions that makes you think what your current energy level is. Tada does not make choices for you, but Tada only supports your choices. In this way, Tada makes you slow down and mindful to recharge you for the next day.