

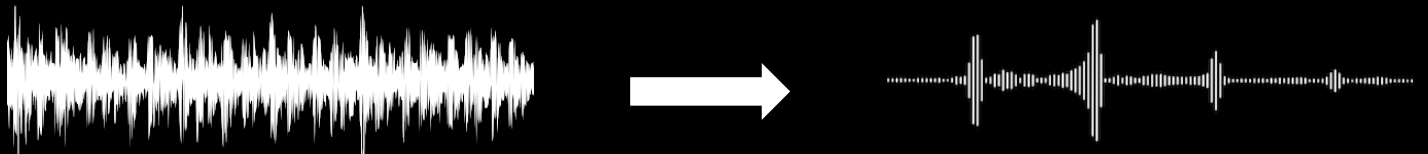


NATURALFY

< AN ESCAPE FROM REALITY >

NATURALFY SEEKS TO PROMOTE MINDFULNESS AND WELLBEING BY REMINDING US OF THE WORLD AROUND. JUST PLUG IN, CLICK THE BUTTON, AND ENJOY THE REST.





< THEORY >



CROWDSOURCED MACHINE LEARNING ALGORITHMS DISTINGUISH MORE “NATURAL” WAVEFORMS FROM ARTIFICIAL NOISES AND PLAY THEM BACK VIA NOISE-CANCELING ALGORITHMS.

< CUSTOMIZABILITY >

▼ WEATHER

- Rain 
- Storms 
- Wind 
- Snow 

▶ BIRDCALLS

▶ VOICE

THOUGH SET AT A NATURAL DEFAULT, SPECIFIC VOLUMES CAN BE ADJUSTED AND REMOVED FOR BOTH INDIVIDUALS WHO WANT A CUSTOM EXPERIENCE AND THOSE WITH HEARING DISABILITIES.

< SAVE PRESETS >

COMMUTE

STUDY

RELAX

QUIET

CLOSE SAVE

SAVE AND CUSTOMIZE; SELECT BETWEEN PRESETS, CUSTOM SETS, AND CHANGE AT WILL.

< USER MANUAL >

NATURALFY can be found on most app stores, and requires access to both the device microphone and sound displays.

Through real-time detection of surrounding sound, NATURALFY filters out miscellaneous noise through sound-canceling algorithms. The result is a seamless user-app experience that allows user control over what is emphasized and what is minimized.

NATURALFY possesses a simple UI with minimal distractions.

Only two buttons are present on the app's homepage: the NATURALFY control and a settings button. After either customizing user preferences or using NATURALFY presets, users can begin their experience through a single click. The only way for the NATURALFY experience to be interrupted is with a set timer. Only urgent notifications are displayed.

NATURALFY is designed with accessibility in mind. Though NATURALFY primarily serves as a tool for mindfulness, options can also be configured to improve hearing capabilities for users with auditory disabilities.

NATURALFY does not collect user information without consent. Though NATURALFY algorithms improve through crowdsourced data, users can configure data/privacy preferences accordingly.

WHAT ARE YOU WAITING FOR?

EXPERIENCE A *WHOLE NEW WORLD.*

< MANIFESTO >

Ask yourself, for just one moment, how often do you stop, take a breath, and look outside? How often do you feel the rays of golden sun, listen to the sounds of branches swaying, or lose yourself in the soft drops of rain? In our contemporary society, it wouldn't be out of the ordinary to forget the warmth of a summer afternoon, the coziness of a winter morning. The pace of our lives have significantly increased, and as each time slowly transmutes into liquid gold, it becomes ever more pertinent for us to take a bit of time to check in with ourselves, to put our lives into perspective, to see the world as perhaps it is meant to be seen.

NATURALFY is an app that is intended not to fill the void, but to create one. And it does so with very real technology that has yet to be put together in the manner that NATURALFY will attempt to do. The user interface reflects this purpose. The home screen will consist of only two buttons; one large, for users to connect, and a small settings gear that will allow for user specification. These designs reflect the purpose of this app; NATURALFY abandons the ever-pertinent need for connection with faculties for self-attunement. No social features are present on the app. Your NATURALFY experience is uniquely yours.

The logistical side of NATURALFY has both academic and social ramifications. As greater numbers of users download, use, and provide feedback, NATURALFY's machine learning algorithms will improve with each iteration. Through user feedback, NATURALFY's algorithms will slowly improve and be adaptive to increasingly complex scenarios. Though early iterations might serve to only dampen external noises, later iterations will be able to provide significantly more effective noise specificity.

NATURALFY aims to embody a disconnect that is ironic given the nature of the medium it is accessed. Yet, this medium is the one whereby it can do the most good. NATURALFY provides a pause button that is so often missing from our technology. And, for users with hearing impairments, NATURALFY's diverse parameter controls allows such users to not only escape from our artificial soundscapes, but also become more immersed. NATURALFY seeks to return users to a more natural soundscape, but NATURALFY will by no means specify definitions of natural. NATURALFY only provide a means for users to take greater control of their auditory lives.