



MindLand

Activity 4

MindLand Launch and Evaluation

**Erasmus+ Programme
Key Action 210: Small-scale Partnerships in Youth**



**Funded by
the European Union**

AGREEMENT NUMBER – 2021-2-CY02-KA210-YOU-000049829

**MindLand: Mindfulness Intervention for self
awareness in youth through serious games**

Activity 4: MindLand Launch and Evaluation



Table of Contents

- I. Introduction 3
- II. MindLand Launch to the public 3
- III. MindLand Launch Events 3
 - My Madeira Island 4
 - Mindfulness For Life 5
- Technologos Research and Innovation Services 7
 - Welcome Home International 7
- IV. User Based Evaluation 8
 - Demographics 8
 - Previous Experience with Mindfulness and Self Awareness 9
 - User Experience with MindLand 11
- V. MindLand Intervention Usage and Analytics 14

- Figure 1 Participants' gender 8
- Figure 2 Participants' age 8
- Figure 3 Participants' countries of residence 9
- Figure 4 Participants' ethnicities 9
- Figure 5 Participants' past experience with mindfulness 9
- Figure 6 Participants' knowledge of what mindfulness is 9
- Figure 7 Where have participants tried mindfulness in the past 10
- Figure 8 How often participants practice mindfulness 10
- Figure 9 Participants' knowledge of what self awareness is 10
- Figure 10 Previous experience with self awareness 10
- Figure 11 How often participants practice self awareness 11
- Figure 12 Where have participants tried self awareness 11
- Figure 13 How much participants enjoyed using MindLand 11
- Figure 14 Participants' experience with a digital course on mindfulness or self awareness 11
- Figure 15 Effect of MindLand on participants' fear of uncertainty 12
- Figure 16 Participants' perception on benefitting from MindLand 12
- Figure 17 Other topics that participants would like MindLand to include 13
- Figure 18 What users liked the most about MindLand 13
- Figure 19 Users' comments on what can be improved in MindLand 14
- Figure 20 The MindLand app page on Google Play Store 14
- Figure 21 Install and update events of application 15
- Figure 22 MindLand Website Analytics 15
- Figure 23 The top countries and languages of MindLand users 15
- Figure 24 Top Traffic Countries for the MindLand website 15

I. Introduction

The aim of the MindLand project is to develop a digital intervention that focuses on the cultivation of self awareness in youth, through mindfulness and serious games. Mindfulness training and the cultivation of self awareness can be considered a luxury for many young people, as in most European countries it is not offered in public education. More so for youth in refugee and immigrant communities, who would benefit by such as intervention as part of their social integration.

Digital solutions offer the opportunity of making mindfulness accessible to all individuals that have access to a computer or smart device, regardless of ethnicity, socio-economic status and geographical location, religion, abilities or gender.

The purpose of Activity 4 (MindLand Launch and Evaluation) is to launch MindLand to participants from the target groups, collect feedback and conduct a user based evaluation.

In this report we will look at how MindLand was launched to the public and more specifically to youth groups, and at the results of the user evaluation survey.

II. MindLand Launch to the public

MindLand was launched on the 12th of December 2022. It is available both as a free android application that can be downloaded through the Google Play Store (<https://play.google.com/store/apps/details?id=com.DefaultCompany.MindLand>), and as a web application available on MindLand's website (<https://mind-land.eu/game.html>) without the need to download.

Regarding the launch and availability of the intervention, the consortium has exceeded the initial expectations, as during the phase of collecting the user requirements it was decided to launch MindLand only on android devices, but instead the intervention was launched online as well, making it accessible from any device that can be connected to the internet (something that required additional technical work and testing).

Metrics and analytics from download events and usage of the intervention are shown in Section “MindLand Intervention Usage and Analytics” (page).

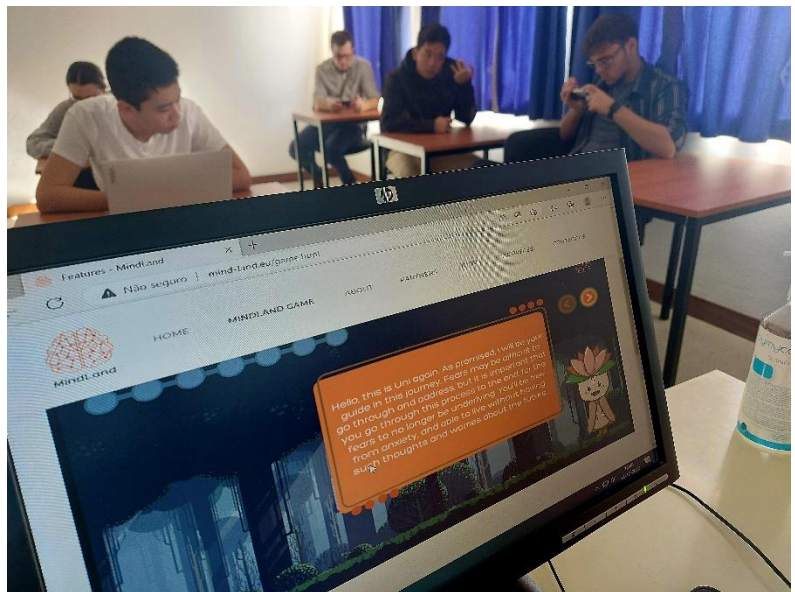
III. MindLand Launch Events

Each partner organized a launch event for the groups they work with to introduce the MindLand intervention and collect constructive feedback from the participants on its usability, how they perceived it etc. In addition to their events, partners also launched the intervention online. My Madeira Island and Welcome Home International created material like instructional and promotional videos for the MindLand application which all the partners shared online with their networks.

My Madeira Island

An event was organized in Madeira, which was focused on young Ukrainian refugees, where the MindLand application was presented in Ukrainian. My Madeira Island also did a press release talking about the launch of the intervention.

Below are some pictures from the launch event organized by the organization.





Mindfulness For Life

Mindfulness For Life organized a launch event through their network of students in Nicosia, Cyprus, presenting MindLand as a support tool for their mindfulness practice, but also inviting participants who don't often practice mindfulness.

Below are some pictures from the event:

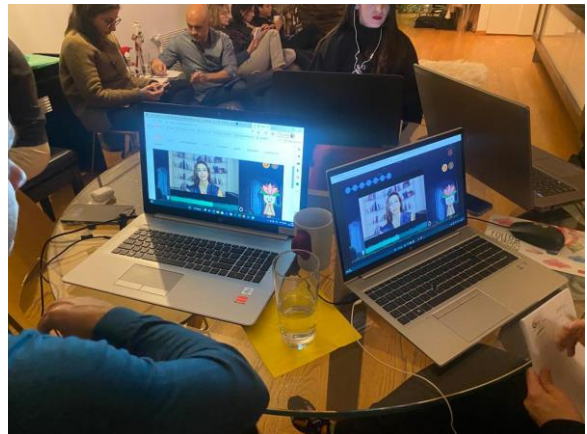
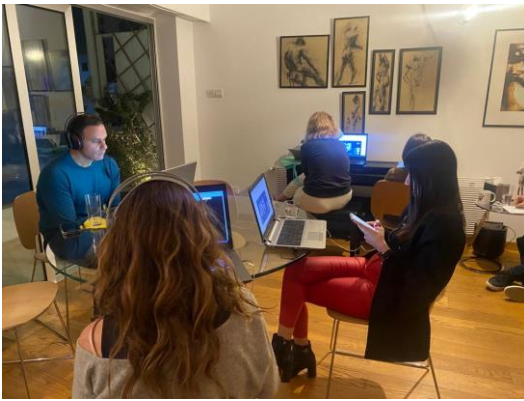




MindLand

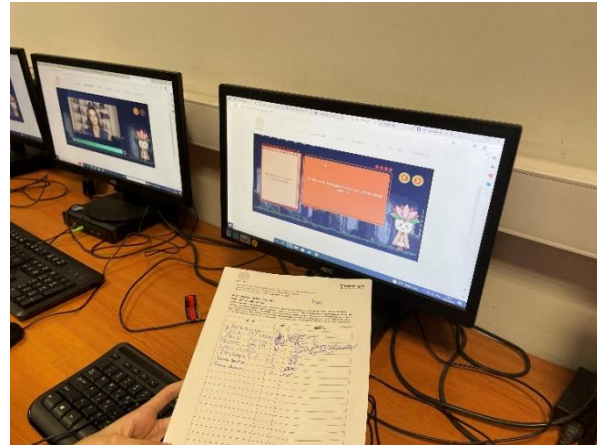
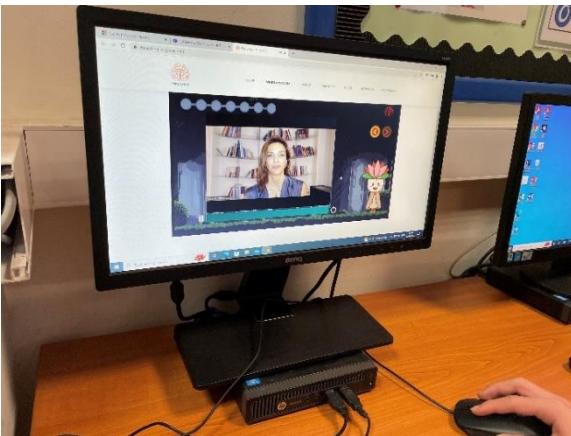
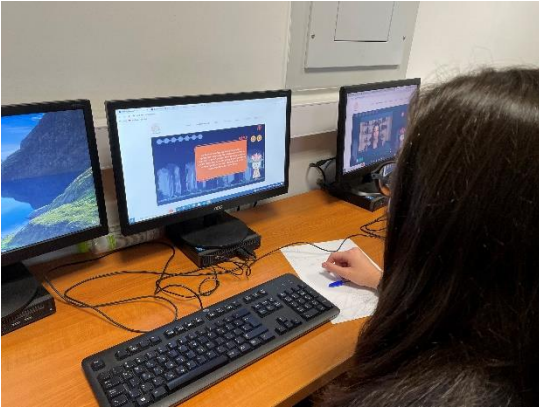
Activity 4

MindLand Launch and Evaluation



Technologos Research and Innovation Services

Technologos conducted their launch event to high school students in Larnaca, Cyprus and online participants through their network.



Welcome Home International

Welcome Home International conducted two events in refugee reception centres with which they work with in Belgium.



IV. User Based Evaluation

The user based evaluation was conducted by developing and disseminating an evaluation survey to the participants of the launch events, as well as to online users of the intervention. The survey was disseminated in English. Overall the intervention instigated positive reactions during the launch events, with the participants stating it was useful and liberating.

Among others, the user evaluation survey gave the project’s consortium insights on the following:

- Demographics of the participants
- Experience with mindfulness and self awareness
- How they found their experience with MindLand
- If MindLand had an effect on their well being
- Future topic suggestions for MindLand
- What they liked the most and what could be improved
- If they think digital interventions could be beneficial in other topics apart from mindfulness

Below are the results of the user based evaluation:

Demographics

We collected the participants’ gender, age, ethnicity and country of residence. There is a balance across genders and the participants in the user requirements survey were between 13 and 33 years old. Most of the participants are Cypriot and Ukrainian, but there are also other ethnicities represented. We can see that even though we have a fewer number of ethnicities than the countries of residence, because of war displacement participants reside in a larger number of different countries.

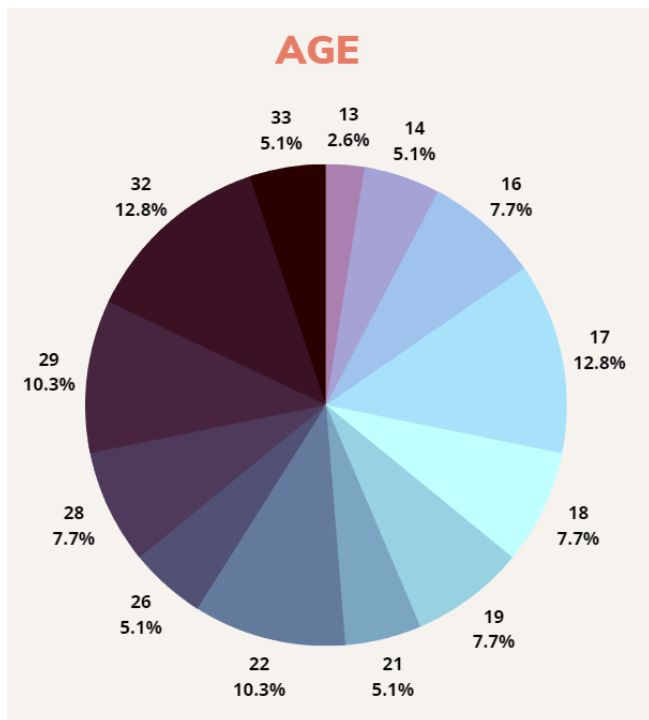


Figure 2 Participants' age

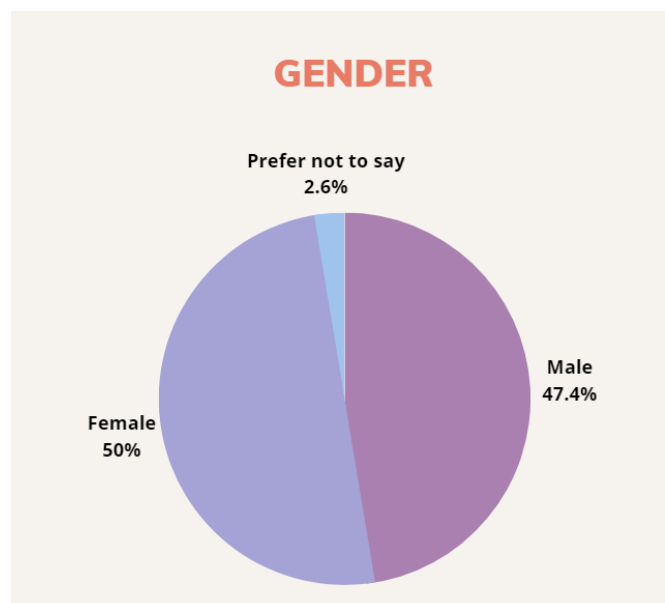


Figure 1 Participants' gender

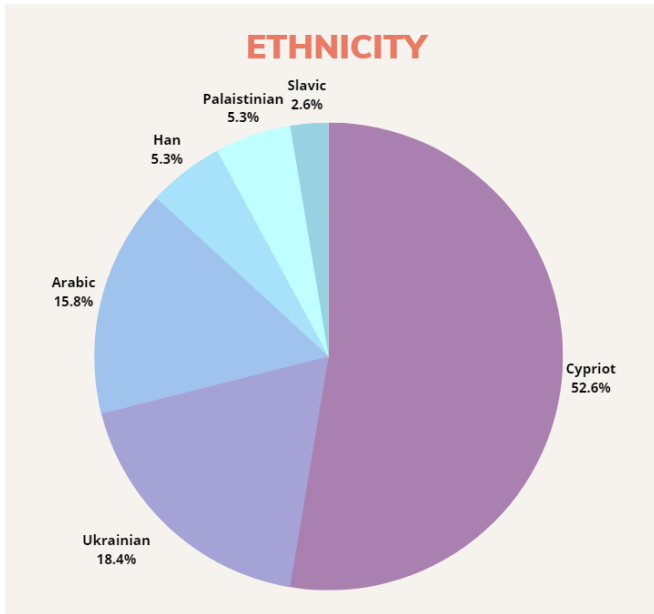


Figure 4 Participants' ethnicities

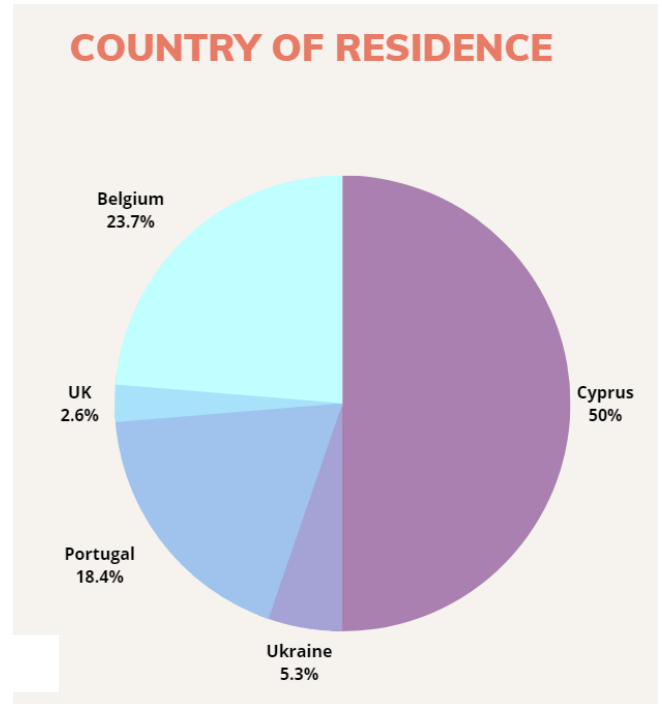


Figure 3 Participants' countries of residence

Previous Experience with Mindfulness and Self Awareness

Participants were asked to provide their previous experience with mindfulness and self awareness, if they are familiar with the concepts and if they practice them. Most of the participants know what mindfulness and self awareness are and they have practiced in the past, usually during a course, but they don't practice regularly.

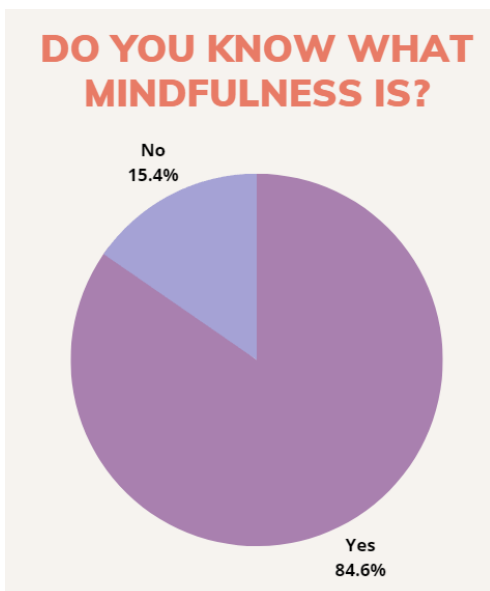


Figure 6 Participants' knowledge of what mindfulness is



Figure 5 Participants' past experience with mindfulness

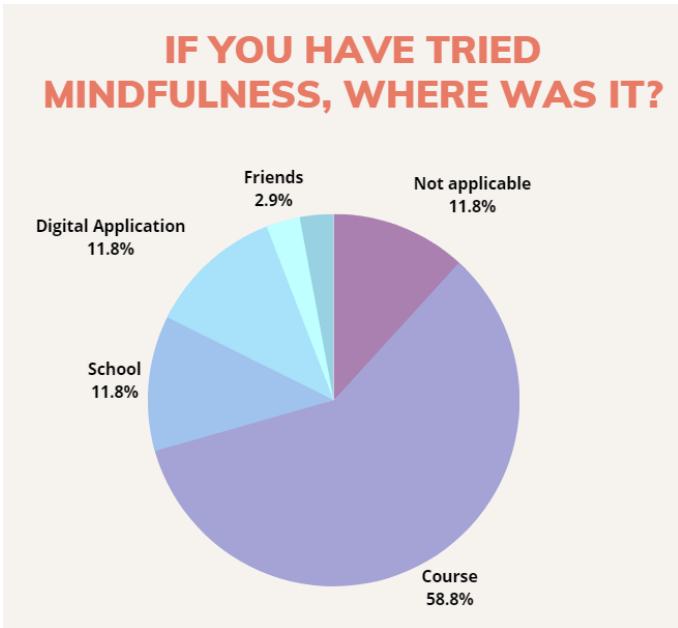


Figure 7 Where have participants tried mindfulness in the past



Figure 8 How often participants practice mindfulness

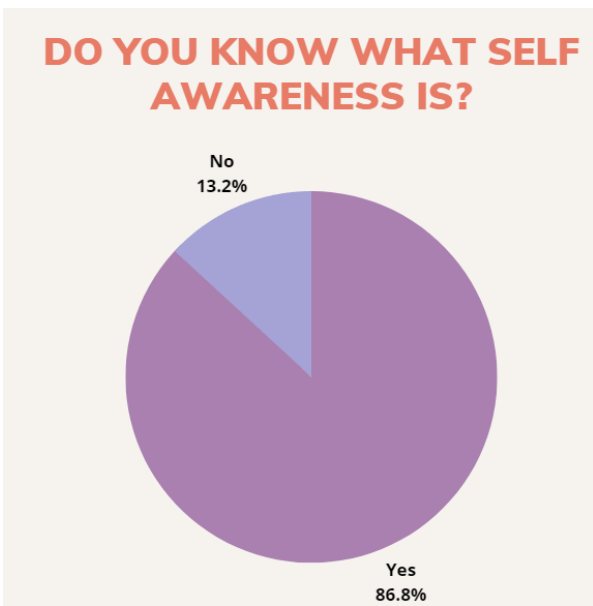


Figure 9 Participants' knowledge of what self awareness is



Figure 10 Previous experience with self awareness

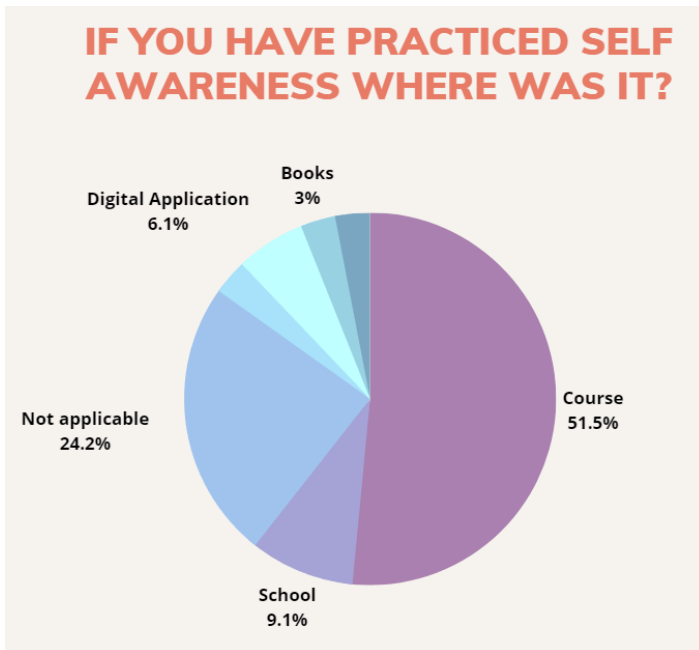


Figure 12 Where have participants tried self awareness



Figure 11 How often participants practice self awareness

User Experience with MindLand

The users were asked firstly if they have ever tried a digital course on mindfulness or self awareness, and then if and how they feel they have benefitted by using MindLand. They were also asked to provide comments on what they liked the most, and how they think MindLand can be improved in the future. Most of the users enjoyed using MindLand and their fear of uncertainty was reduced after using the intervention. Most of the users believe they can benefit by using MindLand, and the most popular future topic was Fear of Failure. The more specific feedback can be seen in Figures 18 and 19.

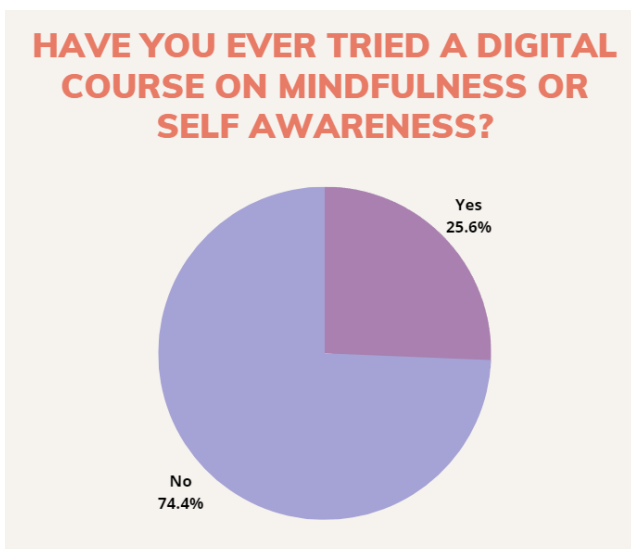


Figure 14 Participants' experience with a digital course on mindfulness or self awareness



Figure 13 How much participants enjoyed using MindLand

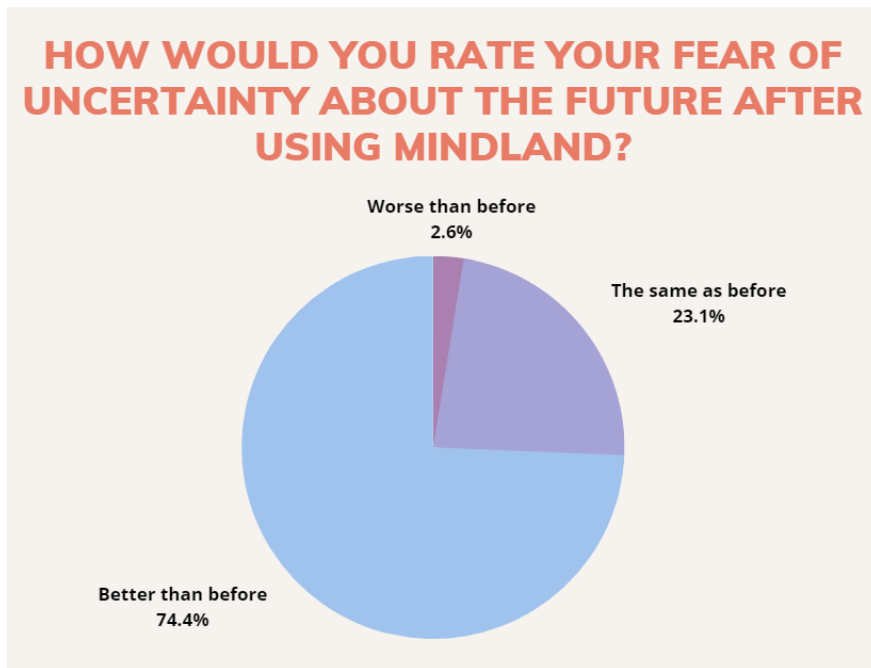


Figure 15 Effect of MindLand on participants' fear of uncertainty

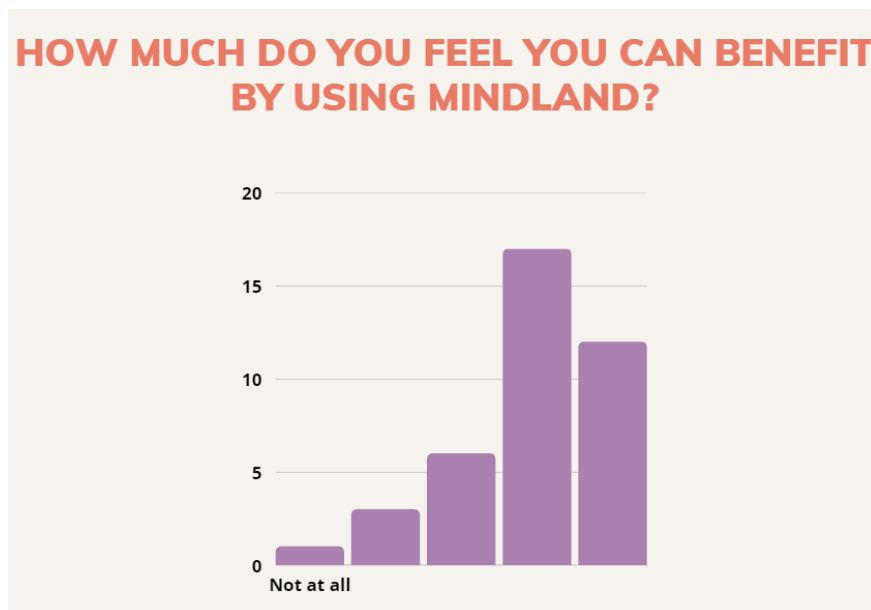


Figure 16 Participants' perception on benefitting from MindLand

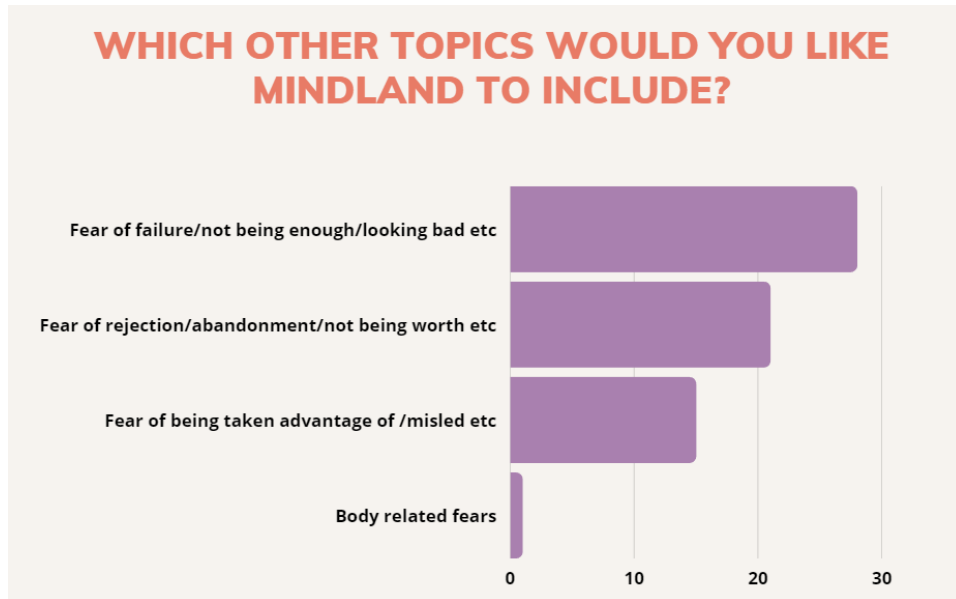


Figure 17 Other topics that participants would like MindLand to include



Figure 18 What users liked the most about MindLand

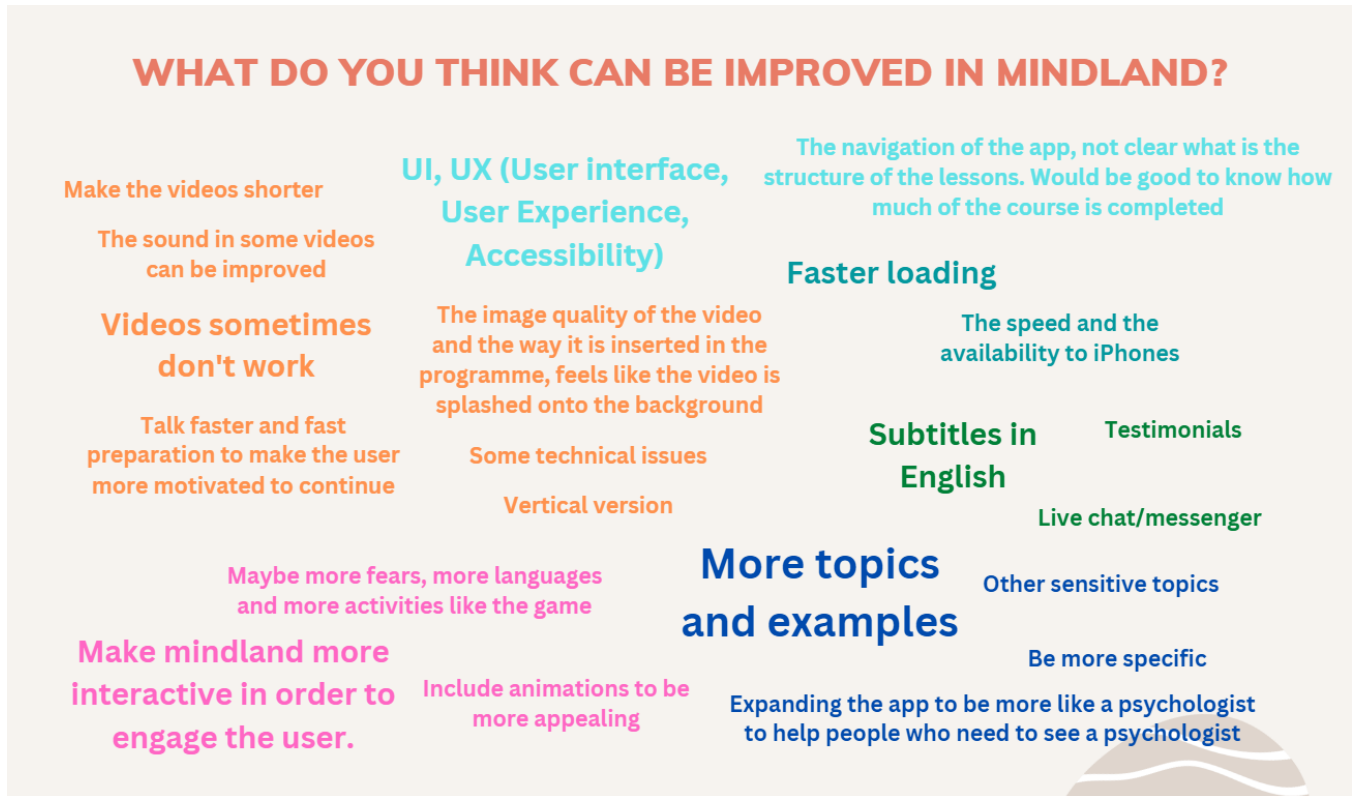


Figure 19 Users' comments on what can be improved in MindLand

V. MindLand Intervention Usage and Analytics

- 1. Number of installations from Google Play Store.** In Figure 20 we can see that in the Google Play Store MindLand had more than 100 downloads, and an average review of 4.5 (from 10 users). The graph in Figure 21 is from the Google Play Developer Console, showing the install events of the application.

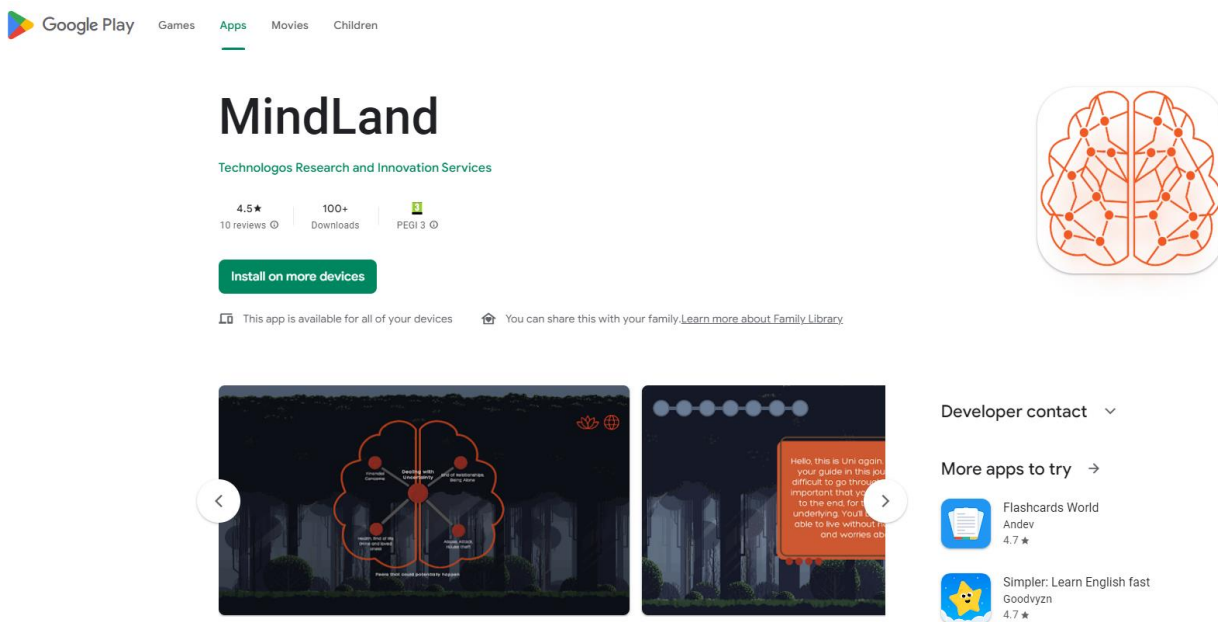


Figure 20 The MindLand app page on Google Play Store

Installs and uninstalls

Install and update events ?

97

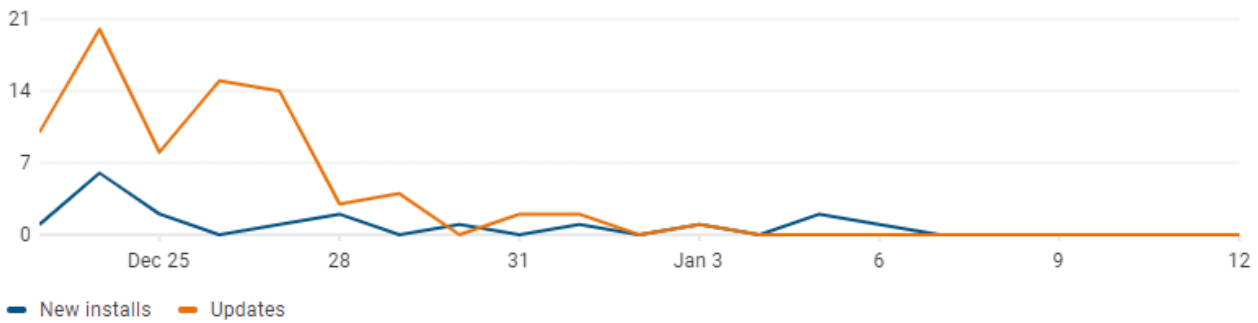


Figure 21 Install and update events of application

- Number of unique visitors in the MindLand website (online version of the intervention).** Apart from the android users that downloaded the MindLand application from the Google Play Store, more users (that use an iOS device) tried out the intervention on MindLand’s website. In figure 22 we can see all the analytics from the MindLand website for the past month, with 993 unique visitors.

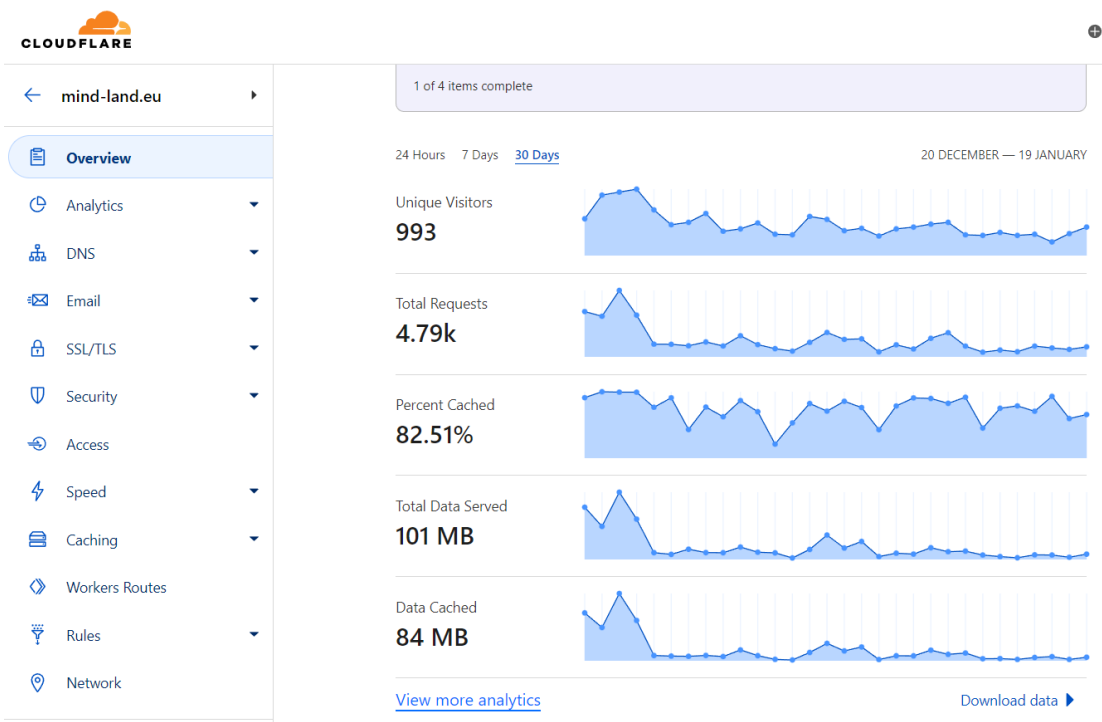


Figure 22 MindLand Website Analytics

3. Countries and languages of MindLand users

The countries and languages in which MindLand was downloaded from the Google Play Store are shown in figure 23.

Countries / regions				Languages	
Country / region	Store listing acquisitions	vs. previous period		Language	Store listing acquisitions
Cyprus	45	+4,400% ▲	→	English (United Kingdom)	42
Ukraine	16	-	→	English (United States)	13
Portugal	11	-	→	Ukrainian (Ukraine)	10
United Kingdom	8	-	→	Russian (Russia)	7
Belgium	5	+400% ▲	→	Greek (Cyprus)	4

Figure 23 The top countries and languages of MindLand users

4. Top Traffic Countries for the MindLand website

Top Traffic Countries / Regions	
Previous 30 days	
Country / Region	Traffic
United States	1,127
Cyprus	768
Canada	528
Belgium	453
Ukraine	340

Figure 24 Top Traffic Countries for the MindLand website