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LULU: AN ISLAMIC MEDITATION APP

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ABSTRACT

Lulu is an Islamic meditation app based on modern Islamic concepts that helps users reduce their stress subtly. During the pandemic, it is important for us to take care of our mental health. Relieving stress is essential for us to ensure that our mental health is in an optimal condition. *Lulu* is a lifestyle meditation and calming application that can help users reduce their stress. The subtle Islamic content in *Lulu* is accessible mainly to Muslim audiences, especially those seeking to treat their mind and practice the Islamic ways to relieve their stress. Moreover, no meditation applications in the market are developed with Islamic content elements. *Lulu* is geared toward university students and working people, especially those between 18 to 35 years old. *Lulu* aims to be the user's choice of meditation and calming apps with Islamic content and modern looks and feels. This app focuses on those who seek to ease their mind during the pandemic's challenging times. *Lulu* also gives constant reminders to boost motivation and stay calm throughout the day.

Keywords: *Islamic, Meditation, Motivation, Retreat, Practice*

1. INTRODUCTION

The name for the application is *Lulu*, inspired from the Arabic word which means "pearl", and a Hawaiian word which means "calm". The tagline for *Lulu* is "Retreat, Practice" which means to have a retreat to soothe our mind, and we can do so by practicing the methods included in the application to relieve stress. In this contemporary world, digital technology is everywhere, and mobile devices enable access to the Internet from anywhere. According to Bowen and Giannini (2014), since everyone has access to digital information and communication, people who have the technology do not consider going without it. This also means that most people will seek the help of technology in their daily life and even solve the problems that they are facing. *Lulu* helps those who need to calm their mind and relieve their stress with the help of Islamic elements. With the COVID-19 pandemic, those who are facing daily pressure could benefit from the app. This is because sustained stress might result in medical issues. According to "Manage Stress" (2021), long-term stress can increase the risk for heart disease, obesity, high blood pressure, and depression. Preventing and managing it can reduce this risk.

For *Lulu*, there are two main objectives when creating this application, the first one is to decrease the obstacles for the target audience who are more vulnerable and unlikely to seek help. The second is to give serenity and motivation to users in a subtle Islamic way. There are plenty of meditation applications that are available for users to download and make use of, however, there are no meditation apps that relate to the Islamic ways of relieving stress and

calming oneself. To answer this gap, *Lulu* is created to help those especially Muslims to make use of the product and help them to achieve a stress-free life.

2. FINDINGS

Through market survey, it has been identified that there are no meditation applications that relate their content with Islamic elements in the market so far. There are plenty of meditation apps that are available such as Calm and Headspace. However, none of them includes the elements of Islamic materials which could be beneficial to Muslim users. With *Lulu*, users could calm themselves and soothe their mind through Islamic ways because due to the pandemic, a lot of people are suffering from stress which could endanger them. However, this app is not intended for those who have serious condition of mental illness. It is developed to help those who are seeking assistance to reduce their stress due to busy daily lifestyles or those who are seeking to calm their mind after a hectic day or during the pandemic.

3. METHODOLOGY

3.1 Applied Model

As for the method, we decided to create an AIDA (Awareness, Interest, Desire, and Action) Model to identify what we need to do to create *Lulu*. As for Awareness, *Lulu* aims to be the user's choice of meditation and calming app with its Islamic content and modern looks and feels. This app focuses on those who seek to ease their mind during the pandemic or in the hardest times. For Interest, the modern, simple, and calm design will help one to calm their mind by looking at the app. In this meditation application, *Lulu* also gives constant reminders to boost motivation and stay calm throughout the entire day. For Desire, *Lulu* offers the user the chance to explore the application for free for 3 months. After the trial session is over, the user may subscribe to the application to get full access to the content. Lastly, for Action, the features in the application provide ways on how to relieve stress and other calming features such as a breathing timer, and a digital *zikir* counter.

4. CONCLUSION

Lulu was created as an alternative for users to calm themselves, especially those who are unlikely to seek professional help to calm themselves down. The Islamic content in the application makes *Lulu* more special and one of a kind compared to other developed applications. However, people with severe mental illnesses are not the target audience as this app should not serve as a replacement to professional advice and assistance. The app will assist people who are looking for ways to relieve their stress because of their hectic daily schedules, as well as those who want to relax after a stressful day or during the epidemic. It is hoped that the user will see the potential in *Lulu* and become the user choice application for the meditation and calming category.

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Sekian, terima kasih.

"BERKHIDMAT UNTUK NEGARA"

Saya yang menjalankan amanah,

setuju.

27.1.2023

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