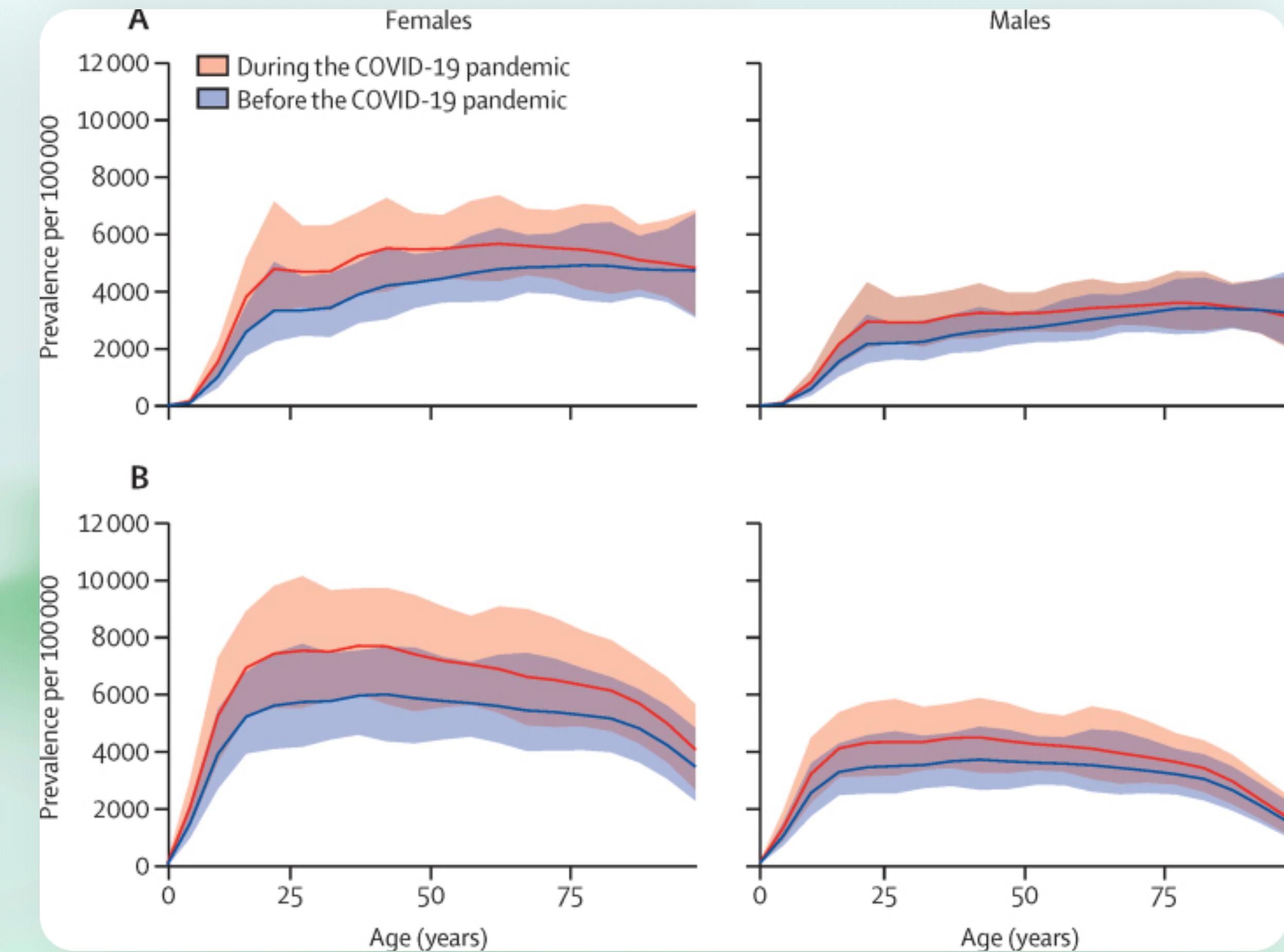


Sana Mente

Group 10: Mental Health App

Statistics

Symptoms of anxiety and depression across age groups



Source: Depression statistics 2022, Champion Health

Source: Global prevalence and burden of depressive and anxiety disorders in 204 countries and territories in 2020 due to the COVID-19 pandemic, Elsevier Ltd.

Lean canvas

		Designed for:	Designed by:	Date:
Lean Canvas			Group 10	21/10/2022
Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
-Due to the lockdown and recent issues in the world, people are becoming depressed and anxious -Therapy is expensive and not all people can afford it, and others don't want to go to therapy.	-Forums: People can talk to others with similar problems and issues, to know they're not alone -Group therapy chats, where licensed therapists can give advice and help others -Information on keeping good physical health and tips to stay healthy	-We offer easily accessible therapy for everyone -We offer self help advice -The ability for users to keep track of their mood/emotions which can only be seen by the user itself by using the built-in diary and what helps them feel their best	-Cheaper than other apps -Cheaper than 1-on-1 therapy -Offer basic exercise advice such as breathing and small fitness exercises	People 18+ with diagnosed/undiagnosed depression and anxiety who want to treat or get better advice for their mental health
Existing Alternatives	Key Metrics	High-Level Concept	Channels	Early Adopters
-People look online and research their mental health issues and some self-diagnose themselves -People go to group or 1-on-1 therapy -People talk to their close family and friends about their mental health	-Accounts registered -Number of paid users -Number of therapists -Feedback on the app/chats -Monthly user activity -How much has been raised in donations	Giving users easier access to getting support and help for those with mental health issues	Social media Referrals Advertisements Events	People who struggle with mental health issues that need community support to help themselves
Cost Structure	Revenue Structure			
Server costs Hiring therapists Advertising Development costs	Subscriptions Donations Advertisements/Sponsors on website (related to mental health, nutrition, etc.) Referrals through friends (spreads through word of mouth)			

Wireframes

Welcome back 

Lore ipsum dolor sit amet, consectetur adipiscing elit.

Username

Label

[Forgot Password?](#)

 Lore ipsum dolor sit amet, consectetur adipiscing elit ut aliquam, purus sit amet

[Sign in](#)

or

[Sign in with Google](#)

Don't have an account? [Sign up](#)

Sana Mente 

- My account
- Moodboard
- Chats
- Forums
- Information
- Subscription
- Settings

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 Change Profile Photo

Username

Description: Write a bit about youself.

Show description to:

- All other users
- Only Therapists

[Save Changes](#)

Wireframes

Sana Mente

Sort By: Old, New, Number of Comments

Tags: Depression Anxiety

Post #1: Lorem Ipsum 05/01/2023
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum posuere, leo placerat volutpat sollicitudin.

Post #2: Lorem Ipsum 04/01/2023
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum posuere, leo placerat volutpat sollicitudin.

Post #3: Lorem Ipsum 03/01/2023
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum

Sana Mente

User #1
Lorem ipsum dolor sit amet

User #2
Lorem ipsum dolor sit amet

Therapist #1
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur eleifend massa eu ex placerat, sit amet dapibus ipsum fringilla. Donec dapibus felis vitae massa iaculis congue.

Yourself
Lorem ipsum dolor sit amet

Type here

Sana Mente

How are you feeling today, User?

Rate your mood:

How energised are you:

Write a short description of how you feel today

This week ↓

Mood Energy

Mon Tue Wed Thu Fri Sat Sun

You are currently a free user. If you would like to access more features, such as:

- Ability to post in forums
- Group chat with therapists and other users
- Mood board and daily diary
- Access to more information

Monthly: £N.NN

Recurring every month on date of purchase

Yearly: £M.MM

Save 20% per month compared to monthly

Recurring every year on date of purchase

Personas



Alex Ryan

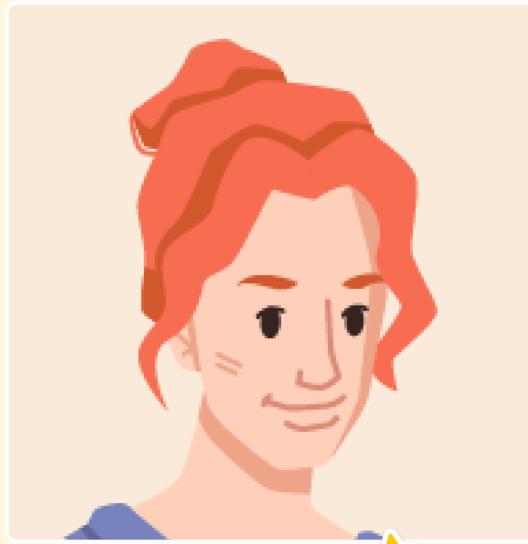
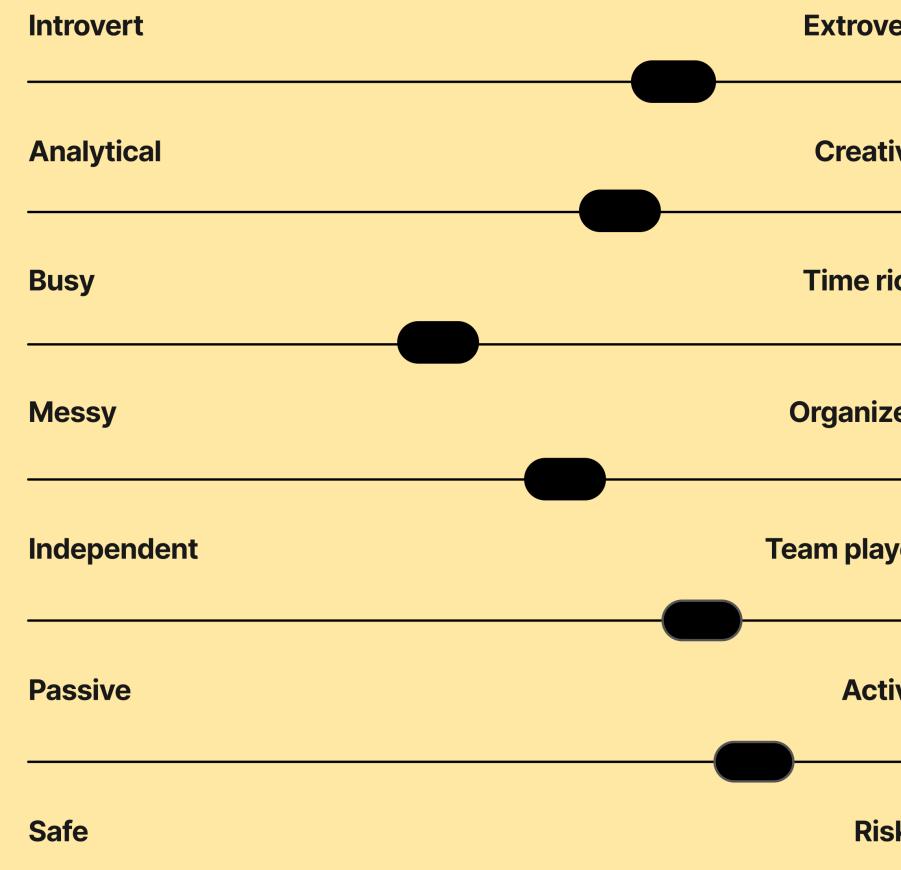
Alex is a teenager who aspires to be a professional footballer. He understands he needs to work on his talent and physical health to achieve his goal. He currently lives with his parents who are not supportive of his dreams.

His parents want him to go to university to study, and he feels he is a disappointment to them as he cannot live up to their expectations.

"Adventurer"

- Age: 19
- Works at Tesco
- United Kingdom
- Single
- Lives with parents

Personality



Adriana Marino

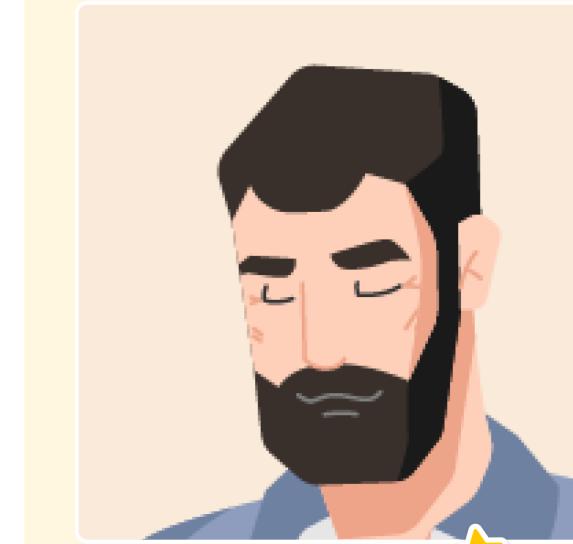
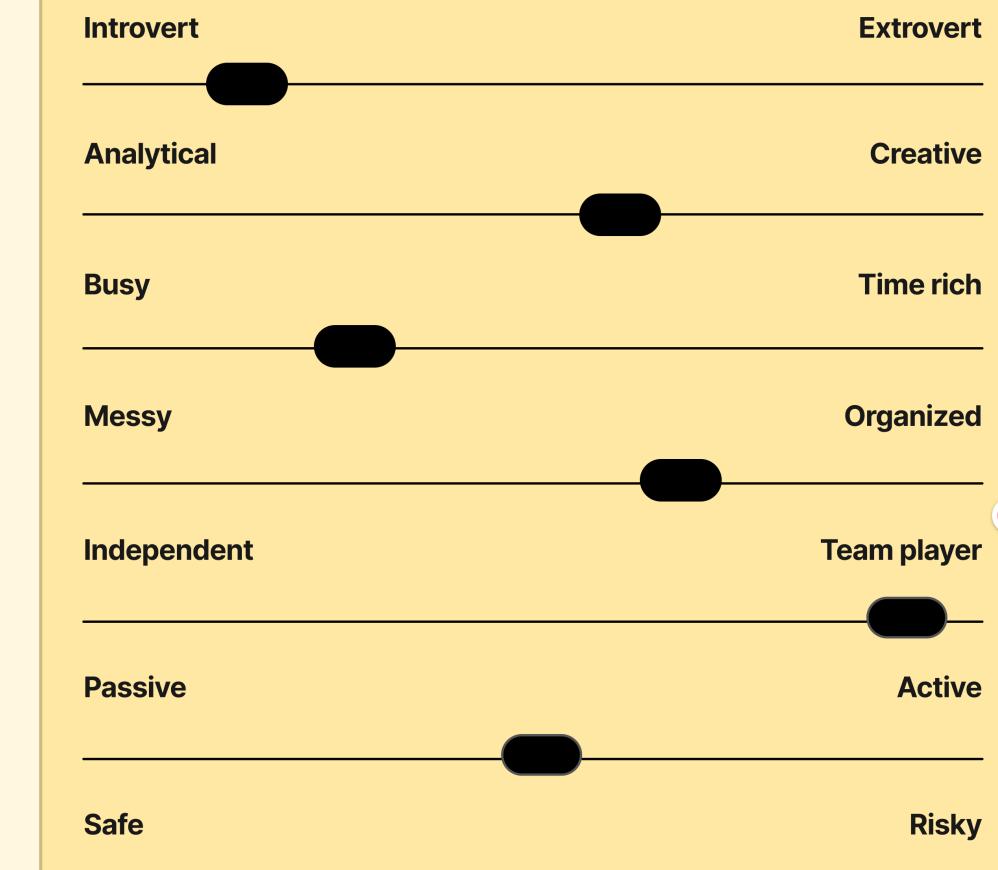
Adriana is a 26 year old who has just recently graduated with a law degree and is working in the industry. She finds the work fulfilling but she is constantly stressed due to being overworked in her workplace.

Adriana has been a victim of bullying since her teenage years, which has made her extremely self conscious of her looks and struggles to make friendships. She spends most of her time alone.

"Mediator"

- Age: 26
- Lawyer
- Italy
- Single

Personality



Jack Wilson

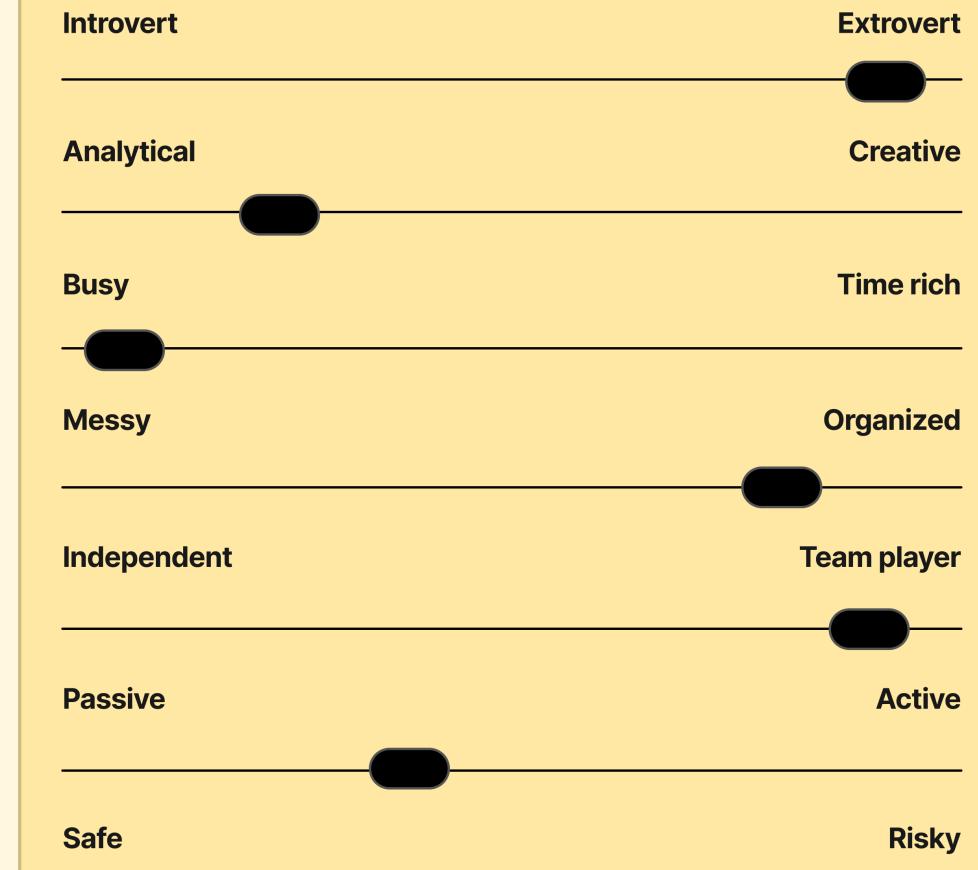
Jack is an overloaded programmer. He understands that to be successful in his job he needs to stay fit and healthy.

Due to his commitment at work Jack also tries to find time to balance between his family and physical health. He gets frustrated like when unprecedented events may alter his regime or plans.

"Architect"

- Age: 39
- Programmer
- Australia
- Married

Personality



Empathy map

See

Football games are so exciting to watch.
Emirates Stadium is beautiful.

Think and feel

I wish my parents supported me...
Will my football skills really improve?
I don't want to study at university...
Ronaldo is amazing!



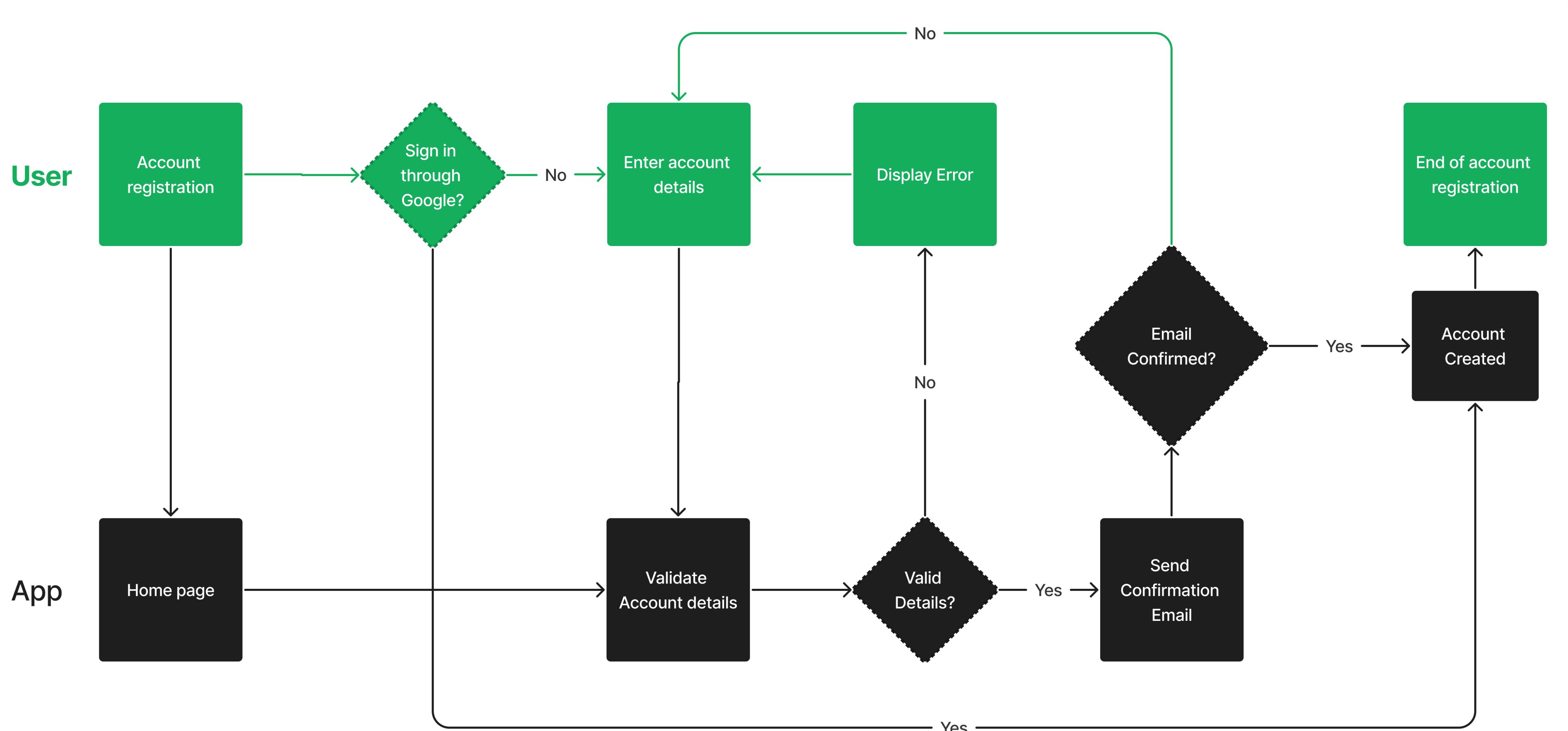
Say and Do

I am saving money for a lad's holiday to Ibiza
I am training everyday so I can get scouted
I will dedicate as much time as possible to
football improvements

Hear

"Alex, when are you going to apply
for university?"
"The game was good!"
"We can buy cheaper tickets online"

User Journey



Competitors



MoodKit is an app that offers over 200 activities designed to boost the user's mood and help change negative thinking.

Price: \$6.99

Pros:

- Evidence-base
- Large variety of activities
- A journal feature to easily track your progress

Cons:

- Some users reported technical issues



Talkspace gives the user 24/7 direct access to a mental health professional.

Price: from \$69 per week

Pros:

- The user can work directly with a mental health professional.
- Option to change therapists
- 24/7 access to treatment

Cons:

- High cost
- Therapy techniques may be limited for some users

Pricing model

Free*

- Includes ads.
- View-only forum permissions.
- Limited information.
- Access to CBT(cognitive behavioural therapy).
- Access to video guides with online techniques.
- Access to self-help techniques.

Premium

- Everything included in Free model.
- Monthly (£4.99) and yearly (£49.99) subscriptions.
- No ads.
- Access to chats with therapists.
- Ability to post and comment in forums.
- Access to additional tools.

*Everyone must create an account to use the app and are free users upon registering.

Possible Issues

- Therapist hiring process
- Forums and chat moderation
- Data confidentiality and security
- Developers not affiliated with mental help professionals
- Users make decisions regarding mental health without assistance
- Possible violation of the Code of Ethics
- Confidentiality - GDPR
- Users can be vulnerable to invasion of privacy