



# BetterBond

Making relationships simpler



# Problem Statement

Our interpersonal relationships are a huge aspect of our lives, but it is an aspect that barely gets any recognition by the general public because of the social stigma attached to it.

Even people who are willing to ask for help are not able to find the adequate help, because of the lack of services available. Through this app, we've tried our best to provide people with a service that is able to soothe these issues

# Target User and Stakeholders

Who is this app made for ?

- People who are not satisfied in their relationships
- People who want to improve their relationship and build a stronger bond with partners, families, friends
- People who wants help in navigation of professional life
- People who are not able to access professionals for their problems
- Managers who want to better manage their employees
- Teenagers who need to resolve issues with their parents
- Children who are having trouble in making or maintaining friends
- Parents who want to better understand their teenagers

# Brai

What do we war  
statement

Information distribution	Ask questions	talk to professionals	profile	AI	le	AI
articles by authors	probably a forum	access to therapists	account information	simulates conversations	count ratio	simulates conversations
can be of different types	Allows users to post	easy to sort through	privacy information	predicts how a person would respond	privacy	predicts how a person would respond
informative	Anonymous	different types of therapists available	preferences	acts like a companion	ances	acts like a companion
allows user to learn more about relationships	moderated by the app to prevent hate and misinformation	Sort through popular therapists	storage information		ge	
for people who want to understand themselves better	likes on each post but no dislikes	book appointments	password , username and email change		ation	

# Ideation

## What features does our app contain ?

- Articles : Allows the user to browse through articles based on interpersonal relationships to better inform themselves. They'll have the option to sort by - Info, advice etc .
- Forum- for users to anonymously post about their relationship issues and have other users comment on it ( all moderated by the app to prevent hate).
- AI Companion- An AI that will simulate conversations and help predict responses
- Connect With Professionals- Allows the user to browse through available therapists and book appointments with them

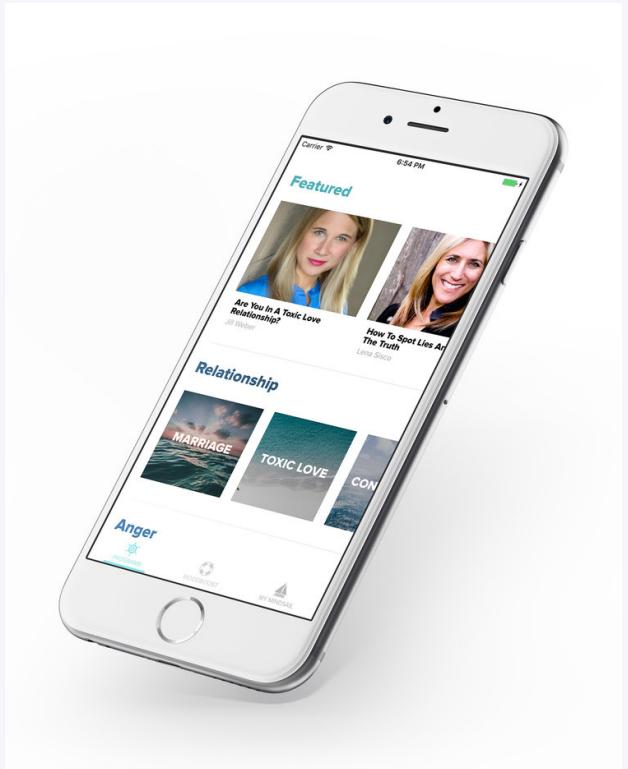
# Potential Competitors

## Mindsail

### What is Mindsail ?

Mindsail is a platform to discover on demand programs from top thought leaders and experts across relationship, sleep, happiness, stress, career, anxiety and more.

Currently not available



# Potential Competitors

## BetterHelp

What is BetterHelp ?

BetterHelp is the convenient way to get professional help from a licensed therapist – from depression and anxiety to family and couples therapy.

What are it's shortcomings ?

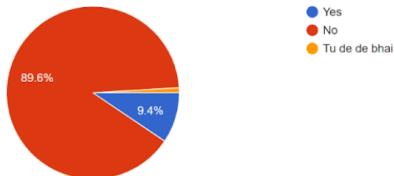
This application is only aimed at users who want professional help. Users with day to day issues that don't require therapists, will not be able to get help through this application



# Data Gathering

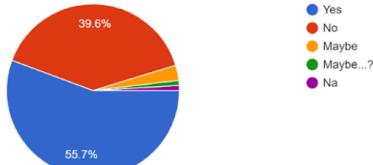
Have you ever received professional guidance for interpersonal relationship issues?

106 responses



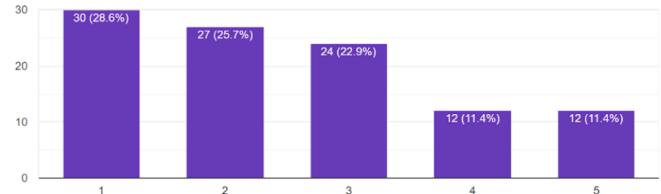
Are you open to receiving professional guidance?

106 responses



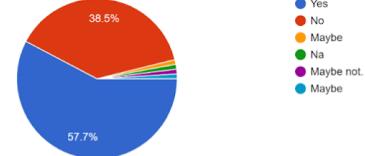
How accessible are these services to you right now on a scale of 1 to 5

105 responses



Would you like us to predict the response of a person before you ask them a question?

104 responses

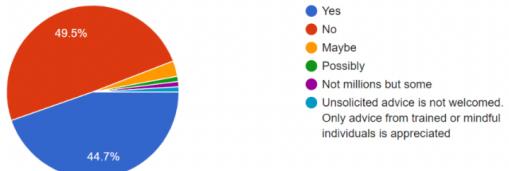


We received 106 responses in our survey, according to the responses 89.6% people had never received professional guidance and 55.7% were willing to receive it.

# Data Gathering

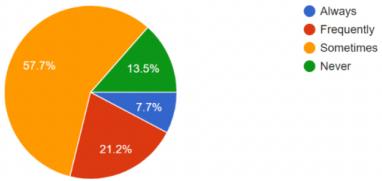
Would you like to receive advice from millions of people who are also trying to form and maintain good relationships?

103 responses



How often do you end up having arguments with people close to you?

104 responses



Through our data gathering, we were able to deduce that most people were unhappy in their relationships, either due to workload, lack of communication or fear of disturbing them when reaching out.

People also said they felt disconnected from their loved ones

Do you feel disconnected to your family and peers? If yes. What according to you is the main reason for this?

70 responses

I don't feel so

workload, time management

Workload

Lack of communication, fear of disturbing them by reaching out

now after coming to iitd , now i feel left out because i not have any coding background and i took time to learn, so because of that- mere loodeeeee lage hue h ip me and none of my friends is ready to help me

Only a few times when I feel everyone around me is busy and I shouldn't disturb them

Noyes

I don't feel disconnected

Sometimes I do feel disconnected but only because the possibility of being judged on opening up is scary

After an argument or disagreement with someone close to you, do you feel that you could have reacted in some other way? If yes, how often does this happen?

67 responses

Yes

Sometimes

Yes, sometimes

Yes, sometimes

Yes, often.

Yes many times

humesa bhai anger :(

It happens very frequently, I used to have heated arguments with my sister very often and then later used to realise that I could have reacted in some other way, actually we both.

Yes, I think that next guy is stupid , i am smart.

# SWOT analysis

## Strengths

- Our app is able to provide a one in all application for people going through these issues, therefore people do not need to download multiple applications or visit multiple websites for getting help.
- The moderated forum allows people to get public opinion without misinformation or hate
- Allows people to connect to professionals easily
- Easy to browse through articles for information.

## Weaknesses

- The AI companion might not be able to predict responses accurately leading to confusion
- The moderation of forums might lead to people thinking that it is censorship
- People might be apprehensive of using the application since it's very unfamiliar to the market
- People will be concerned about data security because the AI companion runs on their interactions with other people.

## Opportunities

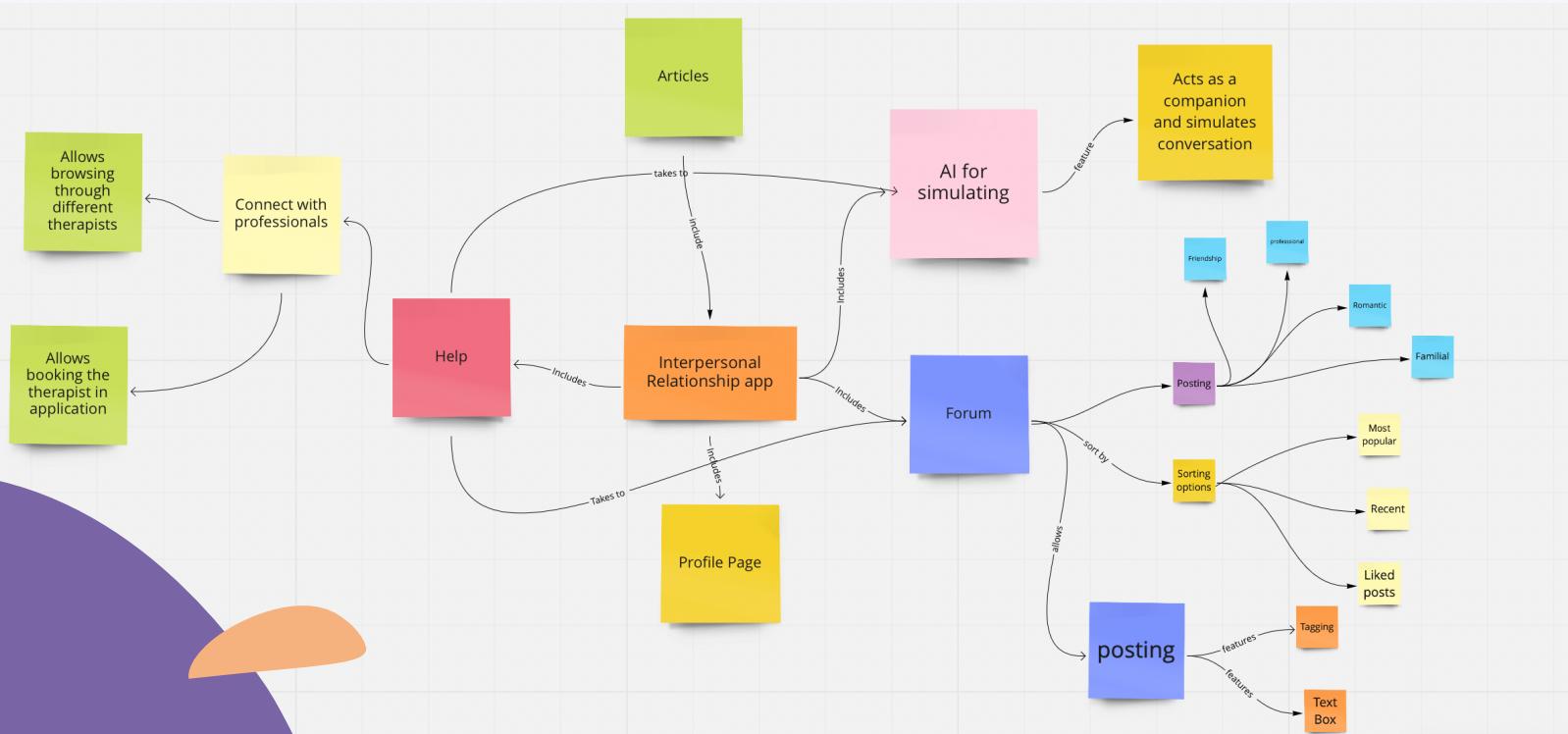
- There are very few competitors in the market as of now.
- The ones that are available are focused on only a few features of the application for example - betterhelp only provides therapy .

## Threats

- Getting there first doesn't guarantee longevity and success since other people can use our existing application and alter it to start their own

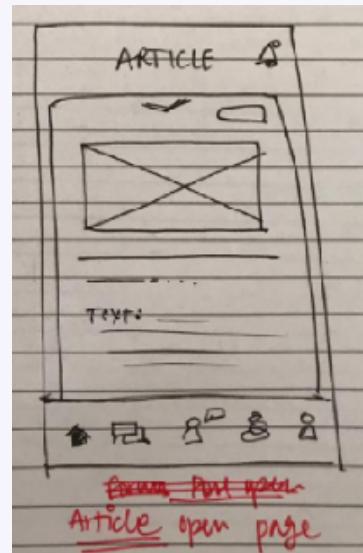
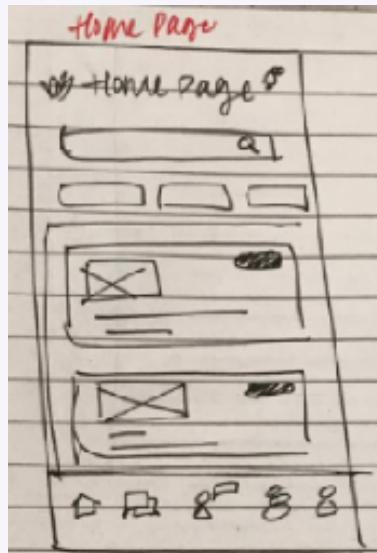
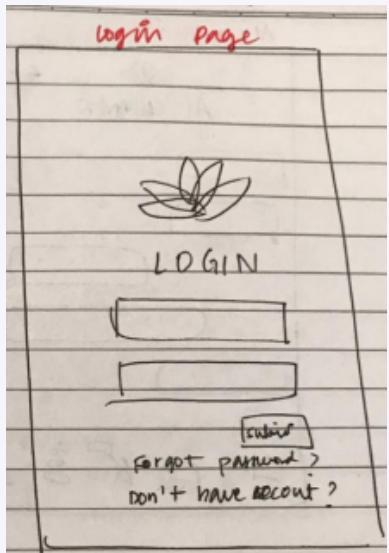
# User Flow

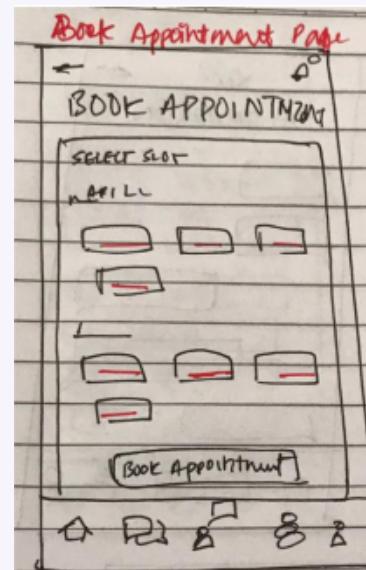
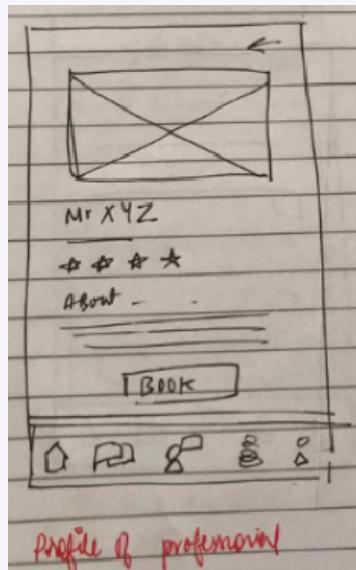
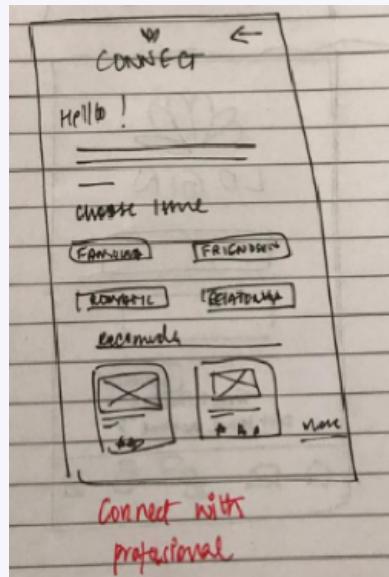
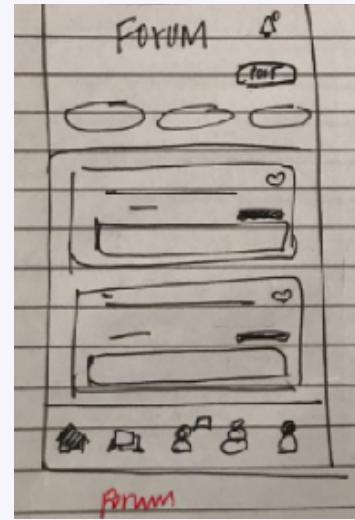
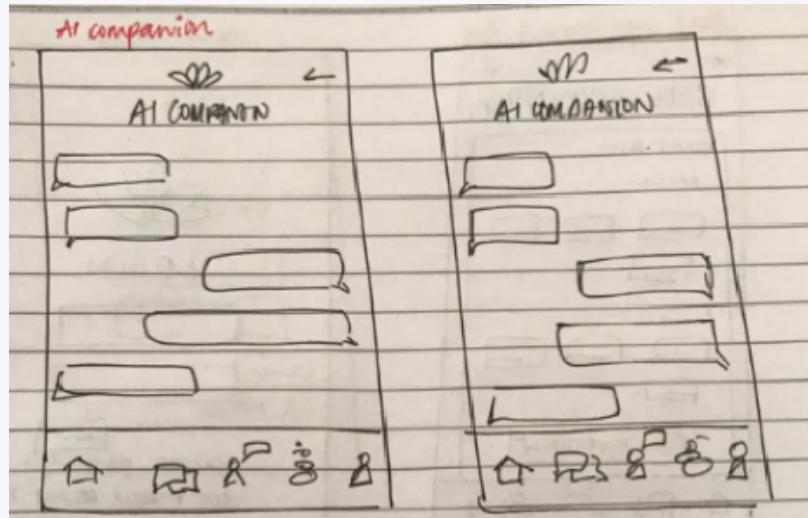
How each of the slides would flow into each other





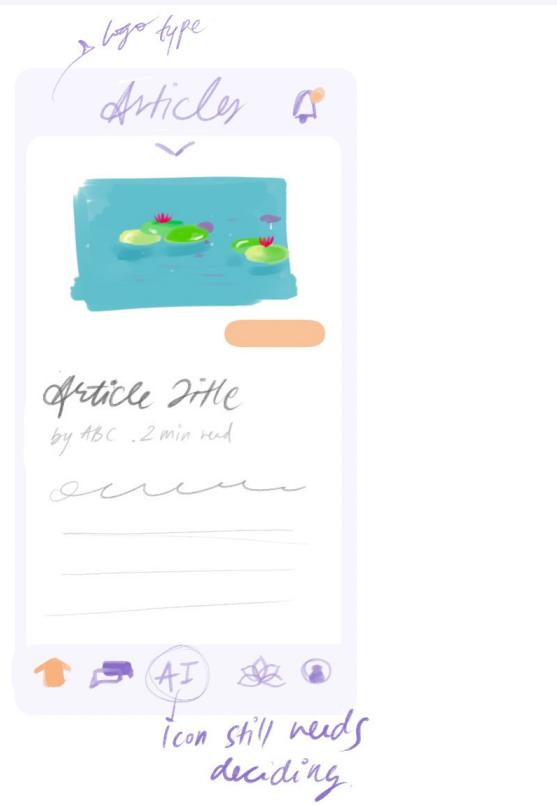
# Lo-fi Prototype

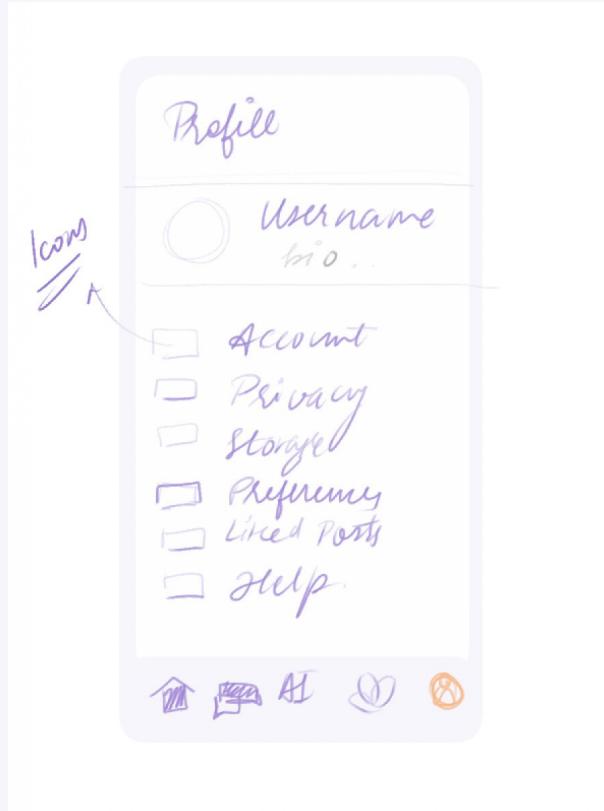




# Mid-fi Prototype







# Evaluation Plan

Using a Google form with fixed questions we decided to evaluate the app

Q1. How easy is it to navigate through the app? (Scale of 1 to 10)

Q2. Rate the User Interface of the app. (Scale of 1 to 10)

Q3. Do you think that the product's design matches its purpose?

Q4. How useful is this app for you? (Scale of 1 to 10)

Q5. How likely are you to recommend this app to your friends/colleagues/peers?(scale of 1 to 10)

Q6. What improvements would you like us to make to our product? Please suggest.

# Evaluation

## The Issues that we fixed after receiving the evaluation from general public

- The fonts of the titles and the contents were standardized throughout the prototype
- The colour of the buttons on the forum page were altered
- Sizes of the article previews on the hom page were adjusted
- The connection issues from the ‘book appointment’ page and the ‘post’ page were fixed
- The positioning of the title of ‘forum’ and the logo were altered
- The size of text in the buttons for the forum posting page were altered
- The ask page was made to look more appealing by altering the size of buttons and removing the ‘ask me’ picture
- The keyboard overlay was fixed to close when any point, other than the keyboard, on the page was touched
- The name of the app was included in the sign up and login page
- -sizing of the login, signup and BetterBond text had been changed

# Hight Fidelity Prototype

[https://www.figma.com/file/Vj8ki928VIQ0IGKNPMb6TA/Better  
r-Bond?node-id=0%3A1](https://www.figma.com/file/Vj8ki928VIQ0IGKNPMb6TA/Better-Bond?node-id=0%3A1)

## Group no. 1

Tutorial group: 11 and 12

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