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# Balance





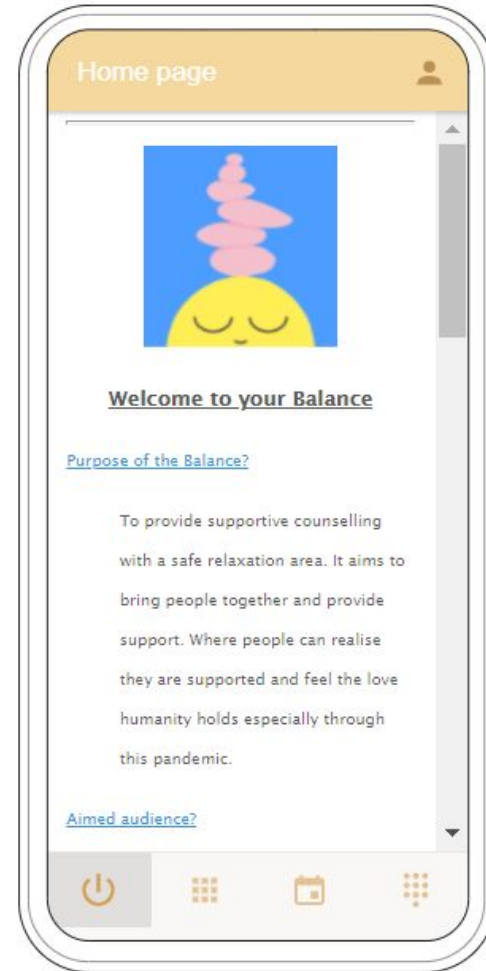
# The problem

- One in six children are identified as having a probable mental disorder
- 66% of adults said their mental health deteriorated during the pandemic
- This prevents full societal inclusivity

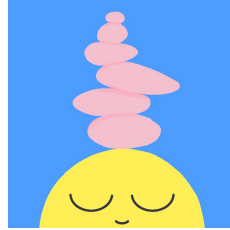
# The solution

- Aiming to bring people together and provide them a place of support through providing supportive counselling in a safe and relaxed environment.

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# The application



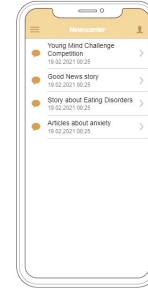
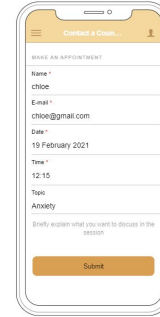
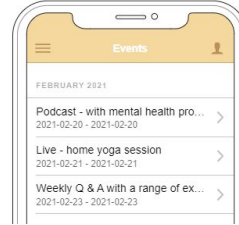
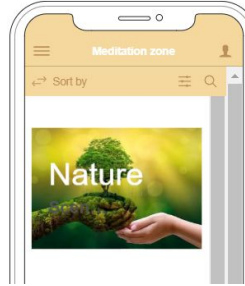
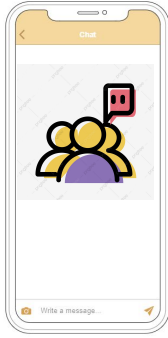
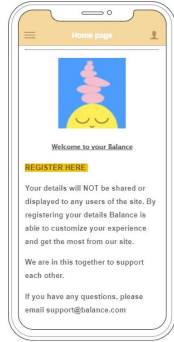
The application has been designed to be intuitive, intelligent and consistent in delivering targeted and supportive content to our users.

Throughout the design process we have been careful to consider the sensitive nature of the topic and users data.

Safeguarding has been a priority and we have mitigated much of the risk through moderated chat rooms, automated keyword discovery and subsequent push notifications of targeted content to our users.

The following information is a ruff and ready summary of the application and some of its features. Please note we have developed freemium model with paid subscription upgrade pathways .

# Overview



Homepage with an invitation to register as a user.

- Secure
- Anonymised
- Simple

Chat Room with moderated chat room.

- Secure
- Anonymised
- Multiplatform (web/app)
- Automated checkword monitoring/blocking
- URL checking
- **Intelligent tracking**

Meditation Zone includes themed image and soundscape sets

- Freemium
- Premium
- Simple
- Invite user contribution

Events to drive user engagement

- Live
- Pre-recorded
- interactive
- engaging

Contacting a Counselling, pair users and professionals

- Confidential
- Subscription
- One off purchase options
- Qualified practitioners

News feed, targeted content via push notification

- Articles
- Events
- Chats
- Videos

Additional features include: external resources,



# How we're going to promote Balance

Aisha, Strana, (Audrey - inc target market on here?) There is already a slide that has target market so I assume I'll just put it on that instead



# Promotion of Balance

## Public relation

Balance has come up with a great public relations plan to use social media, to convey their views on mental health issues and discuss the actions we will take in order to assist those in with mental health issues. Our service will provide individuals with mental health issues with the support and professional help, which they require, through the introduction of our app. In addition, campaigns such as the mental health awareness have been produced to promote awareness and share information, focusing on mental health through the use of social media platforms, such as Instagram, Facebook etc. These accounts are used to engage with the customers in two-way communication in order to get valuable feedback and educate the public on events going on in our organization and maintain a good image of our company alongside the service we provide.

## Advertising

Additionally, Balance will be using advertising methods such as putting up posters about our app in gaming stores and advertising on newspapers, magazines and even journals. We also have our own website, which we use to promote the professional services we provide on mental health, through our app to persuade our customers to install our app and try out our services.

In addition, we also conduct questionnaires to assist our organization in order for us to understand what our users require and help us to make further implementations for our app. This also allows us to promote the app and ensure the users voices are heard.

We also advertise our product on billboards so that when cars pass by, the passenger is drawn to the advertisement and they would like to buy the product as visual adverts are more persuading.

## Sponsorship

Furthermore, Balance has received sponsorship from various professional psychiatrist which will help to raise awareness and spread a message focused on mental health awareness and assist promoting our app. Some of them are well known psychiatrists so people will already have built trust with them, helping us to gain more downloads and support more individuals with mental health issues.

## Exhibition

Moreover, Balance conducts exhibitions where the app is displayed and show various users how to use the app and discuss the features and benefits which they will gain from using our app. By doing so we do not just sell/promote our app, the result from our app is passed on for research on mental health issues to assist us to find further solutions to tackle these issues.



# The target market

- Young adults struggling through the pandemic
- In the future we do wish to broaden our target market





# The costs

Eilidh



# Legalities and Safeguarding

- “Evidence standards framework for digital health technologies”
- Clinical safety, data protection

# The Timeline

TASK NAME	DURATION (Weeks)	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7
Business Analysis	2-3							
Collect End User Investment	1-2							
Produce Requirments	1-2							
Refinine Requirements	1-2							
Team meeting								
Creating protype	2-3							
Creation of App	6-8							
Testing & Launching of app	2-3							
HR Interview Professionals	4-5							
Send Promotional Email to Contacts	1							
Produce Material for Advertisment	1-2							



**Any  
questions?**