Planning & Strategy — SpeakMind

1. Executive summary

Build a lightweight, privacy-first mental wellness web app (React PWA for Android) that combines an LLM-powered assistant, short guided meditations (YouTube iframe), quick exercises, AI-generated video reflections (HeyGen), and moderated peer-to-peer messaging. The app's focus is accessibility, confidentiality, and engagement via gamification (streaks, achievements, rewards).

2. Objective

- Provide an empathetic, non-judgmental AI assistant for youth to talk to and ask quick mental health questions.
- Deliver accessible guided meditations and short exercises to manage stress in daily life.
- Enable safe peer support through filtered messaging and moderated groups.
- Encourage consistent use through streaks, achievements and mock rewards to drive habit formation.

3. Problems & challenges the app addresses

- Mental health stigma and lack of anonymous, low-cost access to support.
- Time-constrained youth who need short, actionable support (micro interventions).
- Difficulty finding moderated peer groups with shared context/goals.
- Low engagement and retention in wellness apps without gamification or social features.

4. Target users

- College & university students (18–25) under academic and social stress.
- Early professionals facing work stress and poor work-life balance.
- Users seeking anonymous, quick mental wellness resources rather than therapy.

5. MVP scope (initial web app for Android via React PWA)

Core screens / tabs (priority order)

1. **Home**: mood cards, AI ask-a-question, streaks + thought of the day, 4 meditation cards (YouTube iframe).
2. **Exercises**: 3–4 quick exercise cards (quick calm, stretch & focus, mind-body sync, verbal prompt).
3. **HeyGen**: AI video mentor interface & daily reflection upload.
4. **Peer**: messenger with filters (mood, topic), user search and small moderated groups.
5. **Profile**: avatar, achievements, status bar, mock coupons/rewards.
   (multi language selection (for MVP 5 language hindi english marathi telugu tamil)

Non-functional MVP requirements

- Lightweight, responsive UI optimized for Android webview and PWA install.
- Fast cold start (≤2s ideally) and minimal on-device storage.
- Accessibility: readable typography, large hit targets, clear contrast.

6. User flows (high level)

Sign-in & onboarding

- Splash → Sign-in (Google/Apple/Email+OTP) → 3-tile onboarding (value props) → mood selection → goals selection → land on Home.

Primary use case (daily check-in)

- Open app → pick mood card → quick AI chat suggestion or meditate → complete exercise → streak updated → optional peer share.

7. Technical architecture (high level)

- **Frontend**: React (Create React App or Next.js configured as PWA), Tailwind/CSS modules, modular components for cards and tabs.
- **Auth & Realtime**: Firebase Auth (Google/Email/Phone) + Firestore for messaging and lightweight state.
- **AI & Media**: LLM backend via chosen provider (Gemini or OpenAI) for assistant; HeyGen API for video generation; YouTube IFrame API for meditation embeds.
- **Storage**: Firestore + Firebase Storage for user-generated reflections (encrypted at rest).
- **Deployment**: Vercel or Netlify for web; enable PWA manifest + service worker for Android installability.

8. Data, privacy & safety

- Default anonymity: allow display name or nickname; avoid collecting sensitive PII by default.
- Explicit consent screen for data usage and audio/video uploads.
- Message moderation: automated filters for suicidal ideation and escalation path (show emergency resources and block/flag content for moderator review).
- Data retention policy: keep minimal logs; auto-delete sensitive transcripts older than a configurable period.

9. UX & design guidelines

- Visual: soft gradient background, glassmorphism cards, minimal icons, calming type scale.
- Motion: gentle transitions between tabs; micro-interactions for streaks/achievements.
- Accessibility: keyboard/ screenreader support; WCAG contrast and touch target sizes.

figma reference : https://www.figma.com/design/kfvtmC2EEeWKtymcYBuVOR/Kabira-Deck?node-id=1209-907&t=bPFxjlRg1gqlUngo-0

10. Risks & mitigations

- **Risk**: LLM returns unsafe or medical advice. **Mitigation**: strict prompt templates + safety filters + clear disclaimer + quick path to professional help resources.
- **Risk**: Low engagement. **Mitigation**: iterate on gamification, A/B test onboarding, optimize session triggers (notifications).
- **Risk**: Privacy concerns. **Mitigation**: default anonymity, opt-in data sharing, clear privacy policy.