PERSONALIZED STRESS MANAGEMENT PLAN USING AYURCEDIC PRACTICES AND CREATIVE THERAPIES.

Wickramasinghe B.G.W.M.C.R.
B.Sc. (Hons) Degree in Information Technology

Department of Information Technology

Sri Lanka Institute of Information Technology
Sri Lanka

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INTEGRATING EYE MOVEMENTS, BREATHING PATTERNS, AND QUESTIONNAIRE ANALYSIS FOR REAL-TIME STRESS LEVEL DETECTION

Project Proposal Report

Wickramasinghe B.G.W.M.C.R.
IT21279652
B.Sc. (Hons) Degree in Information Technology

Department of Information Technology

Sri Lanka Institute of Information Technology
Sri Lanka

August 2024

DECLARATION OF THE CANDIDATE & SUPERVISOR

We declare that this is our own work and this proposal does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any other university or Institute of higher learning and to the best of our knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

Name	Student ID	Signature
Wickramasinghe B.G.W.M.C.R.	IT21279652	

The above candidates are carrying out research for the undergraduate Dissertation under my supervision.

22/08/2024

Signature of the supervisor

Date

23/08/2024

Signature of the co supervisor

Date

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ABSTRACT

Stress is a pervasive issue in modern society, adversely impacting mental and physical health. Traditional stress management approaches, such as lifestyle changes and pharmaceutical treatments, often face challenges related to long-term sustainability and accessibility. Ayurveda, an ancient Indian system of medicine, provides a holistic method for managing stress by harmonizing the body, mind, and spirit through creative activities. Despite its potential, Ayurveda is underutilized due to limited practitioner availability, accessibility issues, and skepticism about its scientific basis. AyurAura addresses these challenges by merging Ayurvedic principles with advanced AI-driven biometric analysis. This innovative app delivers personalized stress relief recommendations based on biometric data from users' eyes and breathing patterns, complemented by The Perceived Stress Scale. By providing tailored activity plans directly to users via smartphones, AyurAura overcomes the scarcity of Ayurvedic practitioners and ensures broader accessibility. The app's AI capabilities enhance the accuracy of stress assessments, thereby increasing user trust through scientific validation. AyurAura offers a broad range of non-pharmaceutical therapies, including art therapy with mandalas and personalized raga music therapy, designed to cater to individual needs and enrich the stress management experience through creative and cultural practices. It also incorporates predictive analytics to forecast future stress levels based on behavioral patterns, helping users anticipate and manage stress proactively. Key features include a dynamic progress tracker with daily updates on mood and energy levels, visually engaging charts, and personalized feedback to refine stress reduction strategies. An AI-driven chatbot provides continuous motivation and practical advice, supporting users in their journey toward improved stress management. In summary, AyurAura combines AI-driven biometric analysis with Ayurvedic principles to offer a holistic, accessible, and scientifically validated approach to long-term stress management and well-being.

Keywords: Stress Management, Ayurveda, AI-driven Analysis, Biometric Data, Predictive Analytics

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LIST OF ABBREVIATIONS

Table 1 Table of Abbreviations

AI	Artificial Intelligence
ML	Machine Learning
CNN	Convolutional Neural Networks
SVM	Support Vector Machines
RNN	Recurrent Neural Network

1. INTRODUCTION

1.1 Background

In today’s fast-paced world, managing stress is more crucial than ever, as daily pressures increasingly affect both mental and physical well-being. The relentless pace of modern life, combined with professional and personal demands, can lead to chronic stress, which has been linked to a variety of health issues, including cardiovascular diseases, weakened immune function, and mental health disorders [1]. As stress becomes a pervasive concern, finding effective and accessible methods for managing it is vital.

Figure 1 Users interest to access stress level

One of the significant challenges individuals face in overcoming stress is the difficulty of accessing timely support. Many people find it challenging to make time for regular doctor visits amidst busy schedules, while others may be reluctant to discuss their stress with others due to stigma or personal discomfort [2].Additionally, the reluctance to use medications, either due to side effects or personal beliefs, further complicates effective stress management [3]. These barriers underscore the need for alternative methods that offer convenience and privacy. Figure 2 illustrates the ratings of various challenges individuals face in managing stress, demonstrating the widespread difficulty in traditional approaches and the potential benefit of integrating creative activities into stress management

Figure 2 challenges in managing stress

Various methods are employed to identify stress, ranging from subjective self-reports to physiological measurements. Traditional approaches, such as psychological questionnaires, can provide valuable insights into an individual's stress levels. More recently, physiological indicators have gained prominence, including eye movement patterns and breathing rates. Eye tracking can reveal subtle changes in gaze and pupil dilation that are associated with stress [4], [5], while changes in breathing patterns, such as increased respiratory rate or irregularities, can also serve as indicators of stress [6], [7], [8].

Ayurveda, an ancient system of medicine with roots in India, offers additional perspectives on stress management. Ayurvedic practices emphasize a holistic approach to health, incorporating physical, mental, and emotional well-being [9]. In the context of stress identification, Ayurveda utilizes various methods, including eye analysis and breathing pattern assessment, to detect imbalances in the body's doshas (energetic forces). Ayurvedic questionnaires further aid in understanding individual stress responses by evaluating lifestyle, dietary habits, and emotional states [9].

The integration of these practices into a mobile application represents a promising solution for modern stress management. A mobile app can facilitate real-time stress detection and management by combining advanced techniques such as eye movement analysis and breathing pattern monitoring with traditional Ayurvedic principles. By providing users with tools to input and track their biometric data, the app can offer personalized insights and recommendations based on individual stress profiles. This approach not only makes stress management more accessible but also empowers users to monitor their stress levels conveniently and privately.

Overall, the proposed system aspires to set a new standard in stress management by integrating state-of-the-art machine learning techniques with traditional Ayurvedic practices. By offering a comprehensive and user-friendly mobile application, it aims to deliver accurate, real-time stress assessments and enhance personal health management, overcoming the challenges associated with conventional stress management methods and aligning with contemporary needs and preferences [10], [11], [12].

1.2 Literature Review

Stress detection has become an increasingly important field of research due to the growing recognition of stress's impact on mental health and overall well-being. Advances in technology and machine learning have significantly enhanced the ability to detect and manage stress through a range of physiological and behavioral signals.

Recent research highlights the effectiveness of integrating multiple data sources for improved stress detection accuracy. For example, combining physiological metrics, such as heart rate variability, with psychological questionnaires has been shown to enhance the precision of stress assessments [1]. This multi-modal approach leverages diverse types of data to provide a more comprehensive view of an individual’s stress levels. The integration of these different data sources allows for capturing a broader range of stress indicators, which single-method approaches may overlook .

In addition to physiological measures, eye gaze patterns have been investigated as potential indicators of stress. Research has demonstrated that variations in eye gaze metrics, such as pupil dilation and eye movement patterns, can correlate with stress levels. [4] Eye-tracking technology has been utilized to monitor these metrics, revealing that changes in eye gaze can reflect underlying stress states. This non-intrusive method of stress detection is valuable for its ability to capture real-time behavioral indicators of stress without requiring invasive procedures.

Breathing patterns play a crucial role in stress detection, and recent studies have leveraged advanced technologies to improve accuracy. For instance, recent innovations have utilized deep learning models to analyze breathing patterns through low-cost thermal imaging. One such model, introduced in *"DeepBreath: Deep Learning of Breathing Patterns for Automatic Stress Recognition using Low-Cost Thermal Imaging in Unconstrained Settings"* [6], represents a sophisticated approach to stress recognition. By analyzing thermal images to capture subtle variations in breathing patterns, researchers have significantly enhanced the accuracy of stress detection while maintaining accessibility and cost-effectiveness. Complementing this, the study *"Breath Group Analysis for Reading and Spontaneous Speech in Healthy*

Adults" [7] highlights the importance of breath group analysis in understanding natural breathing variations. This approach examines breath patterns during different speech activities, providing valuable insights into the natural variability of respiration. Integrating such breath group analysis with deep learning models could further refine the detection of stress by accounting for the natural intricacies of breathing patterns in various contexts.

Further research into eye-tracking metrics emphasizes the importance of evaluating a wide range of parameters to improve stress detection systems. Studies have assessed various eye-tracking metrics, including pupil dilation, gaze patterns, and blink rates, to understand their relationship with stress levels. [5] This comprehensive analysis of eye-tracking data aims to refine stress detection accuracy by incorporating multiple metrics that provide a fuller picture of an individual's stress state .

Additionally, foundational studies indexed on PubMed provide a broad overview of stress detection methods. [8] These studies examine a range of physiological and behavioral indicators, including heart rate, skin conductance, and psychological assessments. They contribute to a comprehensive understanding of stress detection techniques and offer valuable insights for developing effective stress assessment tools.

The synthesis of these research findings underscores the value of a multi-faceted approach to stress detection. Our application embodies this approach by integrating questionnaires, eye analysis, and breathing pattern assessments to provide a thorough and real-time evaluation of stress. By categorizing stress into four levels-Mild, Moderate, Severe, and Critical, the app offers users a nuanced understanding of their stress and the tools necessary for effective management. This comprehensive methodology reflects the latest advancements in stress research and technology, ensuring that users have access to a sophisticated and reliable tool for managing their stress and enhancing their overall well-being.

1.3 Research Gap

Despite the advancements in stress detection methods, there is still a lack of comprehensive solutions that integrate multiple techniques to provide accurate, real-time stress assessment. Many existing studies focus on singular approaches, such as HRV analysis, eye tracking, or questionnaires, without combining these methods to enhance accuracy and reliability. The comparison table further underscores this gap, revealing that most current approaches do not integrate various biometric signals, such as eye analysis and breathing patterns, with machine learning for real-time stress detection. Additionally, there is a notable absence of fully automated systems designed for mobile applications, which are essential for practical, on-the-go stress management. The proposed solution aims to bridge these gaps by offering an integrated, fully automated system that combines multiple biometric analyses with machine learning into a mobile-friendly application. Table 2 outlines these gaps, offering a comprehensive analysis of the shortcomings in existing methods and emphasizing the necessity for a more cohesive and holistic approach.

Table 2 Research Gap

	Questionnaire	Eye Analysis	Breathing Pattern Analysis	Machine Learning	Fully automated system	For Mobile Application
Proposed Solution	✓	✓	✓	✓	✓	✓
Rezapour et al. (MDPI)	✕	✕	✕	✓	✕	✕
Heart-mind Harmony	✕	✕	✕	✓	✕	✕
Eye Gaze Analysis	✕	✓	✕	✓	✕	✕
Deep Breath	✕	✕	✓	✓	✕	✕
Eye Tracking Parameters	✕	✓	✕	✓	✕	✕
Predicting Stress from HRV	✕	✕	✕	✓	✕	✓

1.4 Research Problem

The current state of stress assessment technologies is characterized by a fragmented approach, where individual methods like HRV analysis, eye tracking, and questionnaires are used in isolation. While these techniques are effective within their specific domains, they lack the comprehensive accuracy that could be achieved by integrating multiple biometric signals. HRV analysis, for instance, provides insights into autonomic nervous system activity but does not account for cognitive and emotional stress indicators. Similarly, eye tracking can detect stress through gaze patterns and pupil dilation, yet its effectiveness can be limited by external factors. Questionnaires, despite offering valuable subjective data, are prone to biases and may not always capture real-time stress accurately.

Existing solutions often focus on one or two biometric indicators, resulting in a limited understanding of the full spectrum of stress responses. This lack of integration reduces the overall accuracy and reliability of stress detection. Additionally, many current systems are not designed for real-time use or require manual data input, making them less practical for users who need seamless, on-the-go stress management tools. The absence of fully automated, mobile-friendly systems further restricts users from effectively monitoring and managing their stress throughout the day.

The proposed research aims to address these gaps by developing an integrated, fully automated system that combines questionnaires with multiple biometric signals-such as eye tracking, and breathing patterns-with advanced machine learning algorithms. This system will be designed specifically for mobile platforms, providing users with a practical and accessible tool for real-time stress assessment. By leveraging diverse data streams, the proposed solution promises to offer a more accurate and comprehensive understanding of stress, empowering users to make informed decisions about their mental health and well-being in their daily lives.

2. OBJECTIVES

2.1 Main Objective

To create a mobile-based system that accurately assesses an individual's stress levels using advanced techniques such as questionnaires, eye analysis, and breathing pattern analysis, the main objective of developing the stress detection component is to provide real-time insights into stress states and thereby enhance personal health management.

2.2 Specific Objectives

Multi-Modal Data Collection and Preprocessing:

- Collect a diverse dataset that includes questionnaire responses, eye movement data, and breathing patterns from a varied demographic. Preprocess the collected data to ensure it is clean, standardized, and suitable for analysis.

Development of Stress Detection Models:

- Design and implement machine learning models that can accurately analyze questionnaire data to assess stress levels. Develop computer vision models for eye movement analysis to detect stress indicators. Create machine learning models to analyze breathing patterns for stress recognition.

Integration of Stress Detection Methods:

- Integrate the outputs from questionnaire analysis, eye movement analysis, and breathing pattern analysis to provide a comprehensive stress assessment.

Mobile Application Development:

- Develop a user-friendly mobile application that integrates stress detection models, providing real-time stress assessment.

Validation and User Testing:

- Conduct extensive validation and user testing to ensure the accuracy and reliability of the stress detection system. Gather user feedback to refine and improve the application, ensuring it meets user needs and expectations.

3. METHODOLOGY

3.1 Project Overview

Building on the foundational elements already described, the AyurAura system extends its capabilities through additional features and technologies designed to enhance the user experience and the accuracy of stress management interventions.

The app's user interface (UI), created using Flutter, is not only intuitive but also customizable, allowing users to tailor the appearance and functionality to their preferences. This flexibility ensures that the app is accessible and engaging for a diverse user base, accommodating various levels of tech-savviness and personal comfort.

In terms of data management, Firebase's real-time capabilities are further leveraged to provide instant feedback and updates, ensuring that users can track their stress levels and receive recommendations without delay. The secure cloud infrastructure also supports data synchronization across devices, allowing users to switch between smartphones and tablets seamlessly.

The integration of Convolutional Neural Networks (CNNs) for biometric data analysis is enhanced with transfer learning techniques, enabling the model to improve its accuracy over time by learning from a growing dataset of user inputs. This continuous learning approach ensures that the system adapts to new patterns of stress, offering increasingly precise predictions and recommendations.

The ARIMA model, traditionally used for time series forecasting, is coupled with a Bayesian framework to improve the confidence intervals of stress predictions. This hybrid approach allows users to not only see projected stress levels but also understand the uncertainty associated with these forecasts, enabling more informed decision-making.

Reinforcement Learning (RL) within AyurAura is designed to adapt dynamically to user feedback, adjusting the stress-relief activities in real-time. This adaptability is critical, as it allows the system to personalize the experience based on each user's unique response to different activities. Over time, the RL algorithm refines its understanding of what works best for each individual, leading to increasingly effective interventions.

The Random Forest model, used for analyzing complex behavioral data, is augmented with feature importance analysis, which helps identify the most significant factors contributing to a user’s stress. This insight allows the system to offer more targeted advice, focusing on the behaviors that have the greatest impact on the user’s stress levels.

To complement these predictive models, the AI chatbot is integrated with Natural Language Processing (NLP) capabilities, allowing it to understand and respond to user queries more naturally. The chatbot can recognize emotional cues in user interactions, offering empathy and support that feels more human-like. It also integrates with external health and wellness APIs, providing users with a broader range of resources, such as guided meditation sessions, breathing exercises, and lifestyle tips.

The dynamic progress tracker, besides visualizing mood and energy levels, also offers predictive insights, warning users of potential stress spikes based on their historical data and current behavior. This proactive feature empowers users to take preventive action before stress becomes overwhelming.

Ethical considerations extend beyond data privacy and consent. AyurAura incorporates an ethical AI framework that ensures transparency in decision-making processes, enabling users to understand how their data is being used and how recommendations are generated. The system also includes an option for users to opt out of certain data collection practices, giving them full control over their personal information.

In conclusion, AyurAura's development is marked by a sophisticated blend of modern technologies and ethical practices. The use of Flutter, Firebase, CNNs, ARIMA, Reinforcement Learning, Random Forests, and an AI chatbot culminates in a comprehensive, adaptive, and user-centric stress management solution. This system not only adheres to scientific rigor but also respects the user's autonomy and privacy, making it a pioneering tool in the field of personalized health and wellness. Figure 3 offers a graphical representation of the system, showcasing the intricate interplay between its various components to deliver a holistic stress management experience.

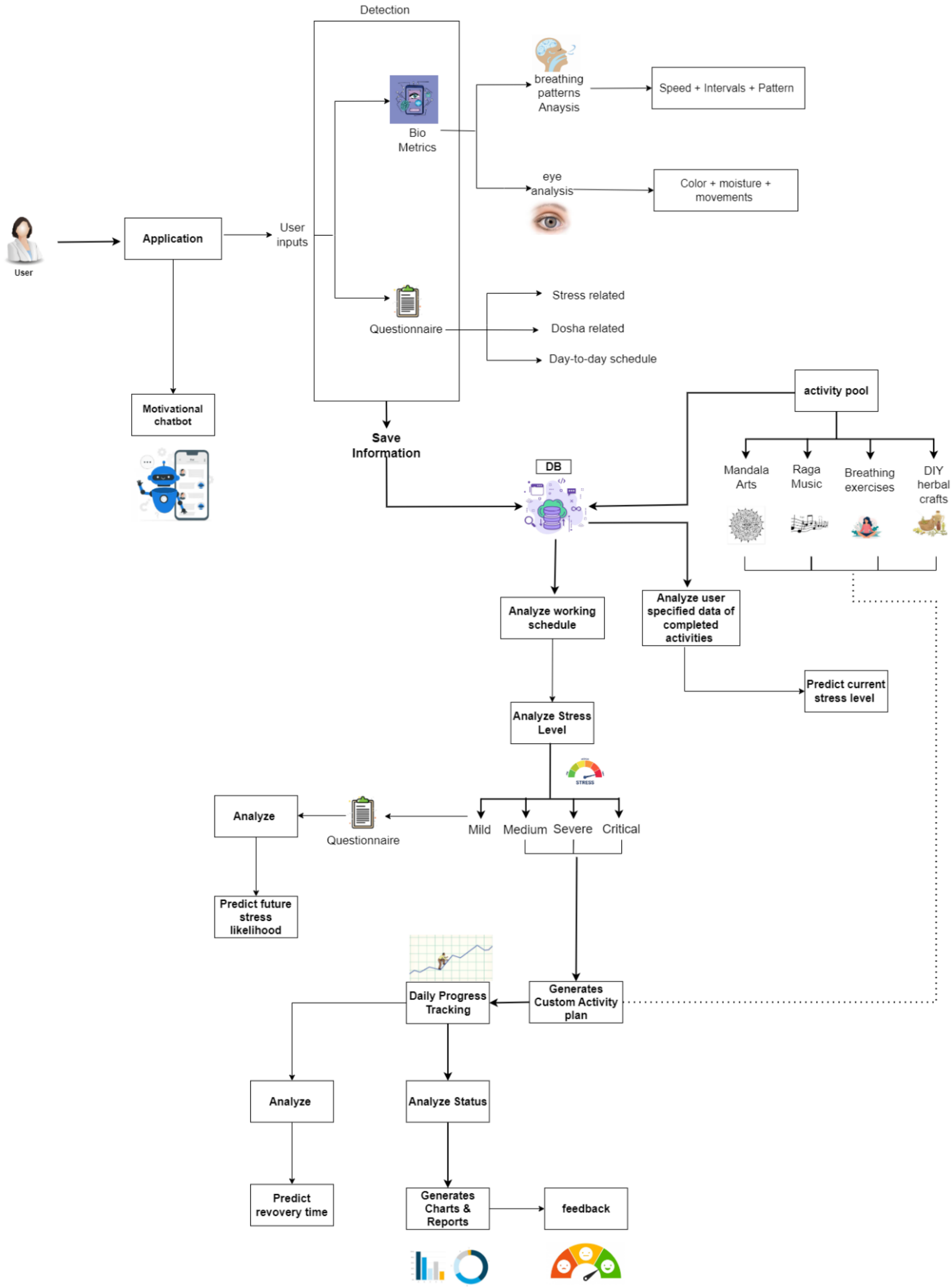

Figure 3 System Overview Diagram

3.2 Individual Component

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Integrating Eye movements, breathing patterns and Questionnaire Analysis for Real-Time Stress Level Detection

In today's fast-paced world, where the pressures of daily life continue to mount, the ability to detect stress from the comfort of one's home has become not just a luxury, but a necessity. Understanding that stress is a silent contributor to numerous health problems, our innovative application is designed to empower individuals by enabling them to assess their stress levels anytime and anywhere. The application employs a multifaceted approach, integrating various cutting-edge technologies to create a comprehensive stress detection system that is both accurate and user-friendly.

At the heart of this system is the integration of three advanced machine learning models: Convolutional Neural Networks (CNN), Recurrent Neural Networks (RNN), and Support Vector Machines (SVM). Each model serves a distinct yet complementary function in the stress detection process, ensuring that the application provides a holistic and precise evaluation of the user's stress levels.

The eye analysis component of the application is driven by CNNs, a class of deep learning models renowned for their ability to process visual data with remarkable accuracy. The application captures images or video feeds of the user's eyes through the device's camera. This visual data is then subjected to a rigorous preprocessing phase, where the images are enhanced to improve clarity and normalized to a consistent input size. This preprocessing step is crucial for ensuring that the CNN can accurately identify stress indicators, such as redness, dryness, and abnormal movement patterns of the eyes. Once the data is preprocessed, it is fed into the CNN model, which is trained to detect these subtle yet telling signs of stress. The CNN processes the images through multiple convolutional layers, where it extracts features that are strongly correlated with stress. The final output of the CNN is a probability score that reflects the presence and severity of these stress-related symptoms, contributing significantly to the overall stress assessment provided by the application.

In addition to eye analysis, breathing pattern analysis plays a pivotal role in detecting stress, as irregular breathing is a common physiological response to stress. For this component, the application employs an RNN, a type of neural network that is particularly well-suited for handling sequential data. The application records the user's breathing patterns through sensors or audio data, which are then converted into a time-series dataset. This dataset captures critical aspects of the user's breathing, such as the speed, rhythm, and intervals between breaths. The RNN processes this sequential data, analyzing dynamic changes in breathing that are indicative of stress, such as rapid and shallow breathing. By classifying these patterns, the RNN provides insights into the user's stress level, which are then integrated into the overall stress assessment.

To synthesize the outputs from the CNN and RNN models along with additional biometric data, such as heart rate and skin conductance, the application utilizes an SVM. This machine learning model is known for its robustness in handling multidimensional data and its efficacy in classification tasks. The SVM is tasked with categorizing the user's stress level into one of four distinct classes: Mild, Moderate, Severe, and Critical. It processes the integrated feature set, which includes eye analysis, breathing patterns, and other biometric indicators, and outputs a final stress level classification. This classification provides the user with clear, actionable insights into their current stress state, enabling them to take appropriate measures to manage their stress effectively.

The application's backend is developed using Flask, a lightweight yet powerful web framework that is ideal for building RESTful APIs. The Flask backend is responsible for handling requests from the frontend, processing data through the machine learning models, and returning stress level predictions in real-time. The CNN, RNN, and SVM models are seamlessly deployed within the Flask backend, ensuring that stress analysis is conducted efficiently and accurately. Additionally, the backend manages the flow of data between the application and the Firebase database, ensuring that user data is securely stored and readily accessible when needed.

On the frontend, the application is built using Flutter, a modern framework that allows for the development of cross-platform applications with a single codebase. The Flutter-based frontend offers a responsive and intuitive user interface, providing users with easy access to the stress assessment tools. The interface is designed to be user-friendly, with a focus on delivering a smooth and engaging experience. Users can easily navigate through the application, view their stress assessment results, and access personalized insights and recommendations based on their detected stress levels. The real-time monitoring feature ensures that users receive immediate feedback on their stress levels, enabling them to take timely actions to manage their stress effectively.

Firebase serves as the database for the application, offering a cloud-based solution for storing user data, including questionnaire responses, biometric data, and stress level history. Firebase's real-time database capabilities ensure that user data is synchronized across devices and sessions, providing a seamless experience for the user. Furthermore, Firebase's robust security features protect user privacy, ensuring that all data is stored securely and is only accessible to authorized users.

By combining these advanced technologies, our application offers a powerful and comprehensive solution for detecting stress in real-time. The integration of CNN, RNN, and SVM models ensures that the application provides a holistic evaluation of the user's stress levels, while the use of Flask, Flutter, and Firebase ensures that the application is both functional and user-friendly. Whether users are at home, at work, or on the go, they can rely on our application to provide accurate, real-time assessments of their stress levels, empowering them to take control of their mental health and well-being.

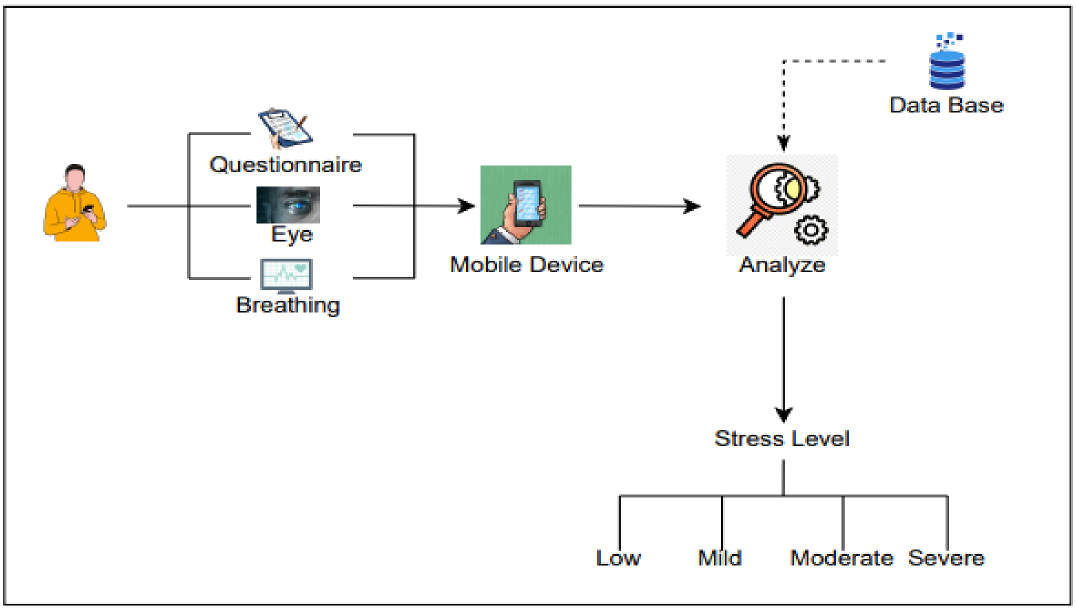
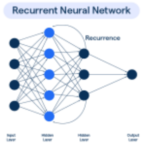


Figure 4 Flow of the system diagram - Individual Component

3.3 Tools and Technologies

Table 3 Tools and Technologies

Firebase	A platform developed by Google for building and managing web and mobile applications. It offers a suite of tools including real-time databases, authentication, cloud storage, and analytics to help developers build and scale apps quickly.
Flutter	An open-source UI software development kit (SDK) created by Google for building natively compiled applications for mobile, web, and desktop from a single codebase. It uses the Dart programming language and offers a rich set of pre-designed widgets for creating smooth, responsive user interfaces.
Flask	A lightweight web framework for Python that provides the tools and libraries needed to build web applications. It is known for its simplicity and flexibility, making it a popular choice for developing web services and APIs.

	CNNs are deep learning models for image and video recognition. Smaller versions like MobileNet, SqueezeNet, and EfficientNet are designed to be efficient and work well on low-power devices.
	Recurrent Neural Network (RNN) is a type of neural network designed for sequential data. It uses loops to maintain information across time steps, making it useful for tasks like language modeling and time series prediction.
	Support Vector Machine (SVM) is a model that separates data into classes by finding the best margin between them, using kernels for complex data.

4. GANTT CHART AND WORK BREAKDOWN CHART

Table 4 Gantt chart

No	Assessment / Milestone	2023-2024													
		4	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**1**	**2**	**3**	**4**	**5**
1	**Project discussion workshop**														
2	**Topic evaluation**														
2a	Select a topic														
2b	Select a supervisor														
2c	Topic Evaluation form submission														
3	**Project proposal report**														
3a	Project proposal presentation														
3b	Create Project Proposal - individual														
3c	Create Project Proposal - group														
4	**Develop the system**														
4a	Identifying functions														
4b	Database designing														
4c	Implementation														
4d	Unit testing														
4e	Integration testing														
5	**Progress Presentation - I**														
5a	Project Status document														
5b	Create presentation document														
5c	Progress Presentation – I (50%)														
6	**Research Paper**														
6a	Create the Research Paper														
7	**Progress Presentation - II**														
7a	Create presentation document														
7b	Progress presentation – II (90%)														
8	**Final Report Submission**														
8a	Final Report Submission														
8b	Application assessment														
8c	Project status document														
8d	Student logbook														
9	**Final Presentation & Viva**														
9a	Create final presentation														
9b	Final report submission														

5.WORK BREAKDOWN CHART

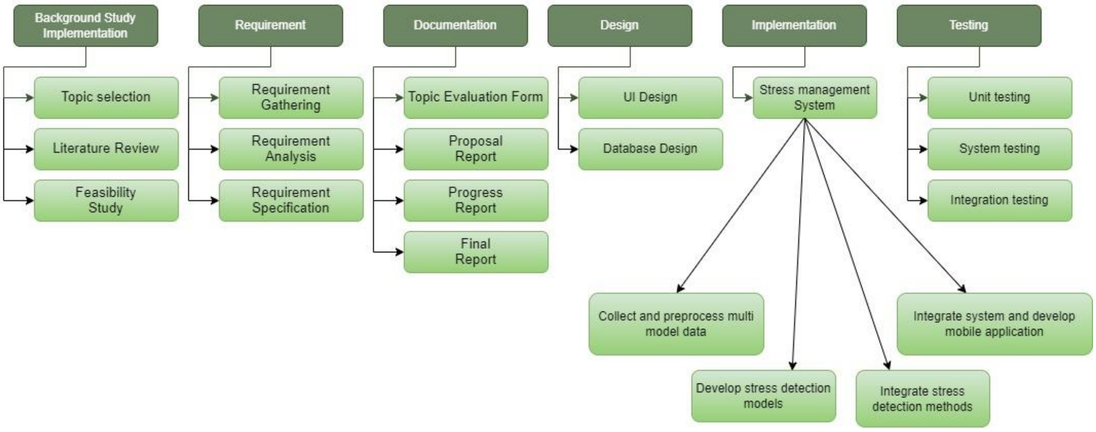


Figure 5 Work Breakdown Chart

6.REQUIREMENT ANALYSIS

6.1 Functional Requirements

 Questionnaire Management

- The application should provide users with a comprehensive, validated questionnaire designed to assess stress levels, lifestyle habits, and emotional well-being. This questionnaire should cover various aspects of the user's daily life, including work stressors, sleep patterns, dietary habits, physical activity, and emotional health.
- Users should be able to update their questionnaire responses periodically, allowing the system to track changes in their stress levels and provide more accurate assessments over time. The application should prompt users to revisit and update their responses at regular intervals to ensure that the data remains current and relevant.

 Biometric Data Collection

- **Eye Analysis:** The application should leverage the device's built-in camera or a compatible external camera to capture detailed images or videos of the user's eyes. This data should include eye movement, color changes, moisture levels, and movement patterns, all of which are potential indicators of stress. The system should ensure that the captured data is of high quality, with appropriate lighting and resolution, to enable accurate analysis.
- **Breathing Pattern Monitoring:** The system should use the device's microphone or other sensors to monitor the user's breathing rhythm, speed, and consistency as they read. By analyzing the natural pauses and breath intervals while the user reads, the system can detect any irregularities or signs of heightened stress levels. This approach provides a seamless and user-friendly method for monitoring breathing patterns, contributing to a more accurate stress assessment.

 Stress Detection and Categorization

- The system must be capable of analyzing data collected from the questionnaire, eye analysis, and breathing pattern monitoring to accurately determine the user's stress level. The data should be processed through machine learning models designed to identify patterns and correlations that indicate stress.

- Based on the analysis, the system should categorize the user's stress level into one of four categories: Mild, Moderate, Severe, or Critical. This categorization should be presented to the user in a clear and understandable format, with real-time updates whenever new data is input or collected.
- The application should provide users with a real-time stress assessment, displaying the results promptly on the user interface. In addition to the stress level categorization, the application should offer insights and recommendations tailored to the user's current state, helping them manage their stress more effectively.

6.2 Non-Functional Requirements

- **Performance**
  - The application must deliver real-time stress assessment results with minimal latency, ensuring that users receive immediate feedback based on their input or biometric data.
  - The system should efficiently manage large volumes of data, particularly when processing data from multiple sources such as questionnaires, eye analysis, and breathing pattern monitoring. The application should remain responsive even when handling intensive data processing tasks.
- **Usability**
  - The application should feature an intuitive and user-friendly interface, making it easy for users to navigate and access different functionalities. The design should prioritize simplicity and clarity to enhance the user experience.
  - The application must be accessible to users with varying levels of technological proficiency. Instructions, prompts, and feedback should be clear and straightforward, allowing users to interact with the application without requiring extensive technical knowledge.
- **Scalability**
  - The system must be designed to scale seamlessly, accommodating a growing number of users and increasing amounts of data over time. This includes the ability to handle more complex data processing as additional features or integrations are introduced.
  - The backend infrastructure should support scaling in terms of both user load and data storage, ensuring consistent performance even as the application's user base expands.
- **Reliability**
  - The application should be highly reliable, with minimal downtime and robust error handling mechanisms in place. The system should be able to recover gracefully from errors or interruptions, ensuring continuous availability to users.
  - Regular updates and maintenance should be planned to keep the application

running smoothly without significant disruptions to the user experience.

- **Security and Privacy**
  - User data must be encrypted both in transit and at rest to protect privacy and prevent unauthorized access. The system should use industry-standard encryption protocols to safeguard sensitive information.
  - The application must comply with relevant data protection regulations and standards, such as GDPR or HIPAA, ensuring that user privacy is maintained at all times. Users should also have control over their data, with options to delete their information if desired.
- **Compatibility**
  - The application should be compatible with a wide range of mobile devices and operating systems, including both iOS and Android platforms. It should provide a consistent user experience across different screen sizes and device capabilities.
  - The system should support integration with various wearable devices and fitness trackers, enabling users to sync data from these sources seamlessly into the application.
- **Maintainability**
  - The application should be designed for easy maintenance and updates, with a modular codebase that allows for efficient bug fixes and feature enhancements. Documentation should be thorough and up-to-date, aiding in future development efforts.
  - The system should support version control and continuous integration practices, enabling smooth deployment of updates and new features.
- **Accessibility**
  - The application should be designed to be accessible to users with disabilities, following best practices for accessibility such as WCAG (Web Content Accessibility Guidelines). This includes features like screen reader compatibility, text resizing options, and high-contrast modes.
  - The interface should be adaptable to different user needs, ensuring that all users, regardless of ability, can effectively use the application.

7.BUSINESS POTENTIAL.

The proposed AyurAura system showcases strong commercial potential within the rapidly expanding wellness and digital health sectors, effectively merging traditional Ayurvedic principles with advanced AI-driven solutions for stress management. The app's multifaceted commercialization strategy is meticulously crafted to maximize revenue, ensure broad adoption, and enhance user engagement.

1.**Monthly Subscription Model**: AyurAura will implement a freemium model, offering essential features for free, while premium functionalities are accessible through a monthly subscription priced at Rs.300. Premium offerings include advanced mandala art designs and exclusive guided meditation sessions and more. This competitively priced subscription is anticipated to attract a large user base, with the personalized nature of the services driving substantial growth in subscriptions, establishing a consistent revenue stream.

2.**Hospital Partnerships**: Establishing partnerships with hospitals and healthcare providers presents a significant opportunity to integrate AyurAura into conventional healthcare practices. By offering a 50% discount on subscription fees to patients referred by hospitals, the app can be positioned as a key component of holistic post-treatment care, particularly for stress management. This partnership approach not only drives subscription growth but also bolsters the app's credibility within the healthcare sector, leading to a reliable stream of referrals and enhanced patient outcomes.

3.**Social Media Commercialization**: AyurAura’s growth strategy will heavily leverage social media platforms to engage users and increase visibility. By curating content that aligns with the interests of wellness communities, the app can foster a loyal following. Strategies such as influencer collaborations, social media challenges, and campaigns promoting user-generated content are designed to boost brand awareness and app downloads. Moreover, targeted social media promotions will highlight the benefits of premium features, aiding in the conversion of free users into paying subscribers.

4.**Application Monetization**: In addition to subscription-based revenue, AyurAura is poised to generate income through in-app purchases, sponsored content, and strategic partnerships with wellness brands. Users will have the option to purchase additional services such as exclusive therapy sessions, custom art therapy kits, or Ayurvedic wellness products directly through the app. Collaborations with wellness brands for sponsored content and integrated offerings will open new revenue channels, while also enriching the user experience with complementary products and services.

8.BUDGET AND BUDGET JUSTIFICATION

Table 5 Budget Analysis

Category	Description	Estimated Cost
1. Internet	Cost for internet access required for research activities	8000.00
2. Stationary	Cost for research materials like notebooks, pens, etc.	3000.00
3. Documentation and Printing Cost	Cost for printing research reports, surveys, and other documents	4000.00
4. Server Cost	Cost for server usage for hosting research-related data	8000.00
5. Educational Survey Cost	Cost for online payments related to conducting surveys or gathering data	2000.00
6. Electricity	Cost for electricity used during research activities	5000.00
7. Transport	Cost for transportation to research sites or meetings	5000.00
Total Estimated Cost		35000.00

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