

PROJECT: Mental Wellness Mobile App with AI-Based Mood Tracking

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1. COMPETITIVE RESEARCH & ANALYSIS

| COMPETITORS | DIRECT / INDIRECT COMPETITORS | WEBSITE SERVICES | APP RATING | DOWNLOAD RATING | YEARS OF LAUNCH |
|--------------------------------|-------------------------------|------------------|------------|-----------------|-----------------|
| Wysa: Mental Wellbeing AI | Direct Competitors | yes | 4.5 | 1M | Oct 6, 2016 |
| MindDoc: Mental Health Support | Direct Competitors | yes | 4.3 | 1M | Feb 7, 2018 |
| Mental: AI Therapy | Direct Competitors | yes | 3.0 | 50k | Feb 16, 2023 |
| Mental Health: Serene | Direct Competitors | yes | 4.7 | 50k | Apr 13, 2025 |
| MindShift CBT: Anxiety Relief | Indirect Competitors | yes | 4.0 | 500K | Jan 6, 2013 |
| Headspace: Meditation & Health | Indirect Competitors | yes | 4.3 | 10M | Jan 6, 2012 |

2. PROS & CONS

| APP | PROS | CONS |
|--------------------------------|--|---|
| Wysa: Mental Wellbeing AI | <ul style="list-style-type: none">• 24/7 AI chatbot support• Conversational and easy to use | <ul style="list-style-type: none">• Replies feel repetitive• Therapy locked behind paywall |
| MindDoc: Mental Health Support | <ul style="list-style-type: none">• Tracks mood & emotions• Backed by psychologists | <ul style="list-style-type: none">• Time-consuming daily entries• Subscription limits features |
| Mental: AI Therapy | <ul style="list-style-type: none">• Personalized AI mood tips• Simple onboarding | <ul style="list-style-type: none">• Lacks emotional warmth |

| | | |
|--------------------------------|--|--|
| | | <ul style="list-style-type: none"> Minimal journaling tools |
| Mental Health: Serene | <ul style="list-style-type: none"> Clean, minimal interface Encourages daily affirmations | <ul style="list-style-type: none"> Basic analytics No AI recommendations |
| MindShift CBT: Anxiety Relief | <ul style="list-style-type: none"> Focused on CBT techniques Offers guided relaxation and coping | <ul style="list-style-type: none"> Outdated, crowded UI Limited personalization |
| Headspace: Meditation & Health | <ul style="list-style-type: none"> Beautiful calming UI Expert-led sessions | <ul style="list-style-type: none"> Expensive subscription Repetitive meditation themes |

3. User Persona

User Persona 1 – Sri purna

Age: 23

Occupation: College Student

Location: Coimbatore, Tamil Nadu, India

Goals:

- Maintain emotional balance during studies and exams.
- Understand daily mood changes and mental patterns.
- Receive AI-based calming tips or affirmations.

Pain Points:

- Easily gets anxious before exams.
- Struggles to keep track of emotions regularly.
- Finds most wellness apps too complex.

Needs:

- Quick mood tracker with visuals.
- Soothing and simple UI.

- Encouraging reminders and journaling support.

User Persona 2 – Srinivasan M

Age: 28

Occupation: Software Engineer

Location: Coimbatore, Tamil Nadu, India

Goals:

- Maintain focus during long coding sessions.
- Reduce screen fatigue and burnout.
- Stay emotionally stable while managing project deadlines.

Pain Points:

- Experiences work-related anxiety and lack of motivation.
- Difficulty maintaining healthy work-life balance.
- Finds it hard to express emotions or seek help.

Needs:

- Mood tracker integrated with daily reminders.
- Calming UI with AI-based focus tips.
- Insights on emotional trends to improve productivity.

4. EMPATHY MAPPING

User 1: Sri Purna (College Student)

- Say :

I get anxious before exams.” “I wish there was an easy way to track my feelings

- Thinks :

I overthink small things.” “I need a positive reminder every day.

- Does :

**Uses journal apps inconsistently • Scrolls social media for motivation •
Listens to relaxing music**

- **Feels :**

**Overwhelmed during study pressure • Relieved when expressing emotions •
Wants calm, friendly guidance**

User 2: Srinivasan M (Software Engineer)

- **Say :**

Deadlines make me anxious.” “I can’t focus after long screen hours.

- **Thinks :**

I need to manage stress better.” “Work shouldn’t affect my mental health.

- **Does :**

Works late, spends breaks on phone, occasionally tries meditation, reads motivational quotes

- **Feels :**

Tired but responsible, mentally drained, wants quick mental relief tools, appreciates simplicity.

5. Affiliate Mapping

Purpose

Build a sustainable partner ecosystem to help users access mental wellness tools, increase brand reach, and provide trusted emotional support, while staying compliant with AI ethics and privacy.

Affiliate Mapping questions. (Sri purna)

1. **Study Apps (Timetable / Pomodoro)** — Integrate study-timers so mood-checks appear after sessions.
2. **Meditation / Sleep Content Providers** — Affiliate with Calm/Insight/indie creators for short guided audio.
3. **Reminder & Habit Tools** — Sync with calendar/notification apps for gentle check-in nudges.
4. **Journaling Tools** — Offer export/import to popular journaling apps or cloud storage.
5. **Therapist / Coach Network** — Provide optional paid referral for deeper support (commission model).

Needs

1. **Fast, visual mood tracking** — one-tap emoji checks with clear color feedback.
2. **Simple, calming UI** — minimal screens, pastel tones, readable type.
3. **Short, practical calming tips** — quick breathing or 2–3 minute exercises.
4. **Encouraging reminders** — non-judgmental nudges timed around study breaks.
5. **Easy journaling support** — voice or one-line entries, with optional prompts.

Problems

1. **Motivation drains** — hard to form daily check-in habits without gentle encouragement.
2. **Inconsistent tracking** because apps feel long or time-consuming.
3. **Overwhelming app interfaces** with too many options.

Goals / Solutions

1. **2-second mood check-in (emoji + optional one-tap note)** to increase consistency.
2. **Context-aware suggestions** — exam-time breathing exercises and sleepy-time routines.

3. **Study-friendly reminders — integrate with Pomodoro timers and suggest check-ins at breaks.**
4. **Micro-sessions (1–3 min) — quick meditations or calming exercises tailored by AI.**
5. **Positive reinforcement loop — streaks, short affirmations, and weekly progress visuals to boost motivation.**

Affiliate Mapping questions. (Srinivasan M)

1. **Workplace Wellness Programs — Partner with IT companies to offer employee emotional tracking.**
2. **Blue-light / Eye-care Tool Links — Affiliate with apps offering screen break reminders.**
3. **Meditation / Breathwork Packs — Partner with creators who offer 1–3 min quick exercises.**

Needs

1. **Daily reminders for mood check-ins that don't interrupt work.**
2. **Calming, distraction-free UI suitable for workplace environments.**
3. **AI-based focus tips during coding fatigue or long sessions.**
4. **Quick micro-break exercises (1–2 minutes) to reduce stress.**
5. **Weekly emotional insights to understand burnout patterns.**

Problems

1. **Work-related anxiety triggered by tight deadlines.**
2. **Screen fatigue leading to loss of focus and mental strain.**
3. **Inconsistent self-care routines due to workload.**
4. **Difficulty expressing emotions, especially during stressful work phases.**

Goals / Solutions

1. **Smart mood check-ins after work sprints or coding sessions.**

2. Personalized wellness reminders (hydration, breaks, quick exercises).

6. Information Architecture

