

Recharge - The Wellness Platform

PRODUCT OVERVIEW

Recharge is a website that will help the students to tackle their core problems without their peers knowing anything about it. It will help the Introverts as well as Extroverts in resolving their doubts for Career Guidance , Emotional Support, Sharing their ideas with others and many more. It will give them a platform to do and share a bit more everyday.

PRODUCT SPECIFICATIONS

1. The User will be able to see roadmaps and stuff for a particular guidance and role at a confined space.
2. The User will be able to Share their thoughts randomly and secretly on a platform.
3. The User can choose if they would like to see the posts from or near to their place.
4. The User will be able to add and remove a friend which will be completely secret.
5. The User will be able to chat with the other person.
6. The User can consult with a therapist which will be available on the platform as a volunteer.
7. The User can rate the therapist on the platform according to their conversation.
8. The user can chat with an AI bot to consult their small problems.
9. The User can share their daily generals on the application.
10. The User can get notifications about the tasks pending and reminders of class.

USER PERSONA

1. Rahul is a first Year student residing in a hostel, His home is far away from the university. He feels so homesick and is so afraid to talk to anyone and consult about how to move forward.
2. Gaurav is a second year student and he just had a breakup. He feels so terrible and is feeling so lost. He wants to talk to someone but is so afraid someone won't understand his/her feelings.
3. Aman is a third year student he enjoyed and wasted all his three years in having fun and didn't take the academics seriously. Now he is scared about how and what to approach as companies are approaching for placements soon.
4. Manav is a final year student who wants to share his emotions but is afraid of how people will react.
5. Jay always misses his classes and wants a time reminder before his next class starts or if he wants to do a particular task.

USER PAIN POINTS

1. The User is feeling homesick as he is completely new to the atmosphere/environment.
2. The User has no friends and keeps sitting alone.
3. The User is introvert and doesn't know how to start a communication physically.
4. The User wants career guidance.
5. The User needs a place to get his/her shit out secretly.

6. The User wants to live a second personality completely different from how he/she behaves daily.
7. The User needs help in Time Management.
8. The User needs someone professional to consult with about the life changes.
9. The User wants to let people know what's happening around him.

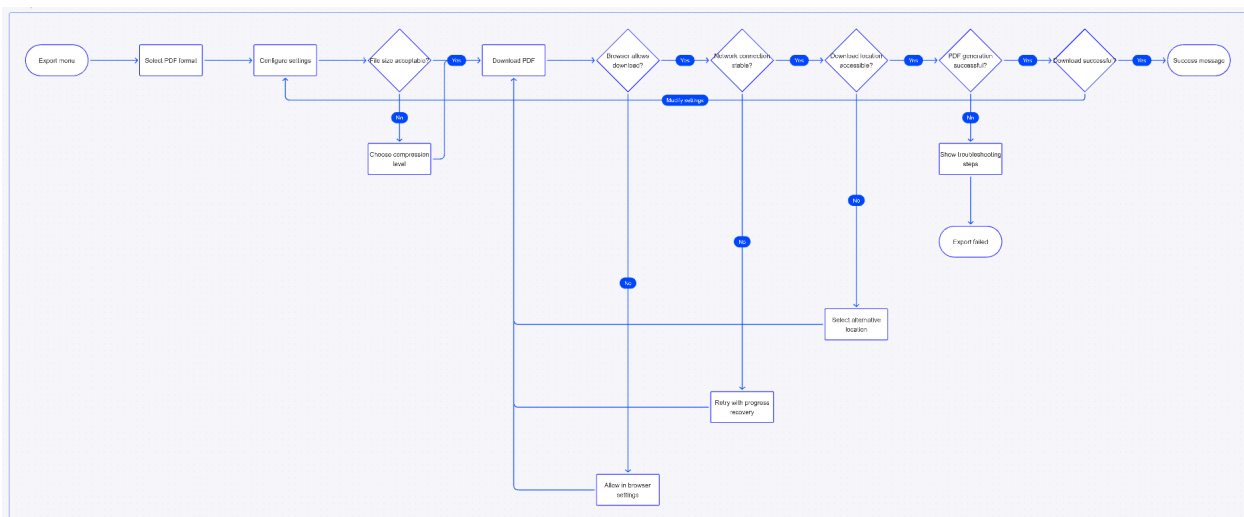
FUNCTIONAL REQUIREMENTS

1. Users can post thoughts, emotions, or experiences anonymously.
2. Users can select visibility filters: Global, NearBy, University Specific
3. Posts do not reveal user identity unless explicitly permitted by the user.
4. Users can search for and add friends privately (no mutual visibility unless accepted).
5. Chat functionality must include end-to-end encryption for secure communication.
6. Users can block/unfriend others discreetly without notification.
7. Users can view and book a session with volunteer therapists listed on the platform.
8. After the session, users can submit a rating (1–5 stars) and optional feedback.
9. The platform must notify the therapist of upcoming consultations.
10. Users can access a 24/7 chatbot for discussing minor emotional or career-related concerns.
11. Chatbot must support predefined intents (e.g., stress, homesickness, motivation).
12. Escalation option: If the chatbot detects distress, it suggests therapist booking or SOS contact.
13. Users can maintain a private daily journal.
14. Entries are editable and deletable by the user at any time.
15. Journaling streaks or habit-building reminders can be enabled.
16. Posts can be filtered by location (city, campus, nearby users).
17. Users can toggle this filter on/off during feed browsing.
18. Users can input class schedules or to-do items with time-based notifications.
19. Notifications are shown on web/app and optionally pushed to mobile or email.
20. Recurring tasks or classes can be configured (e.g., Mon–Fri at 9:00 AM).
21. Platform provides curated role-based career roadmaps (e.g., Product Manager, Data Scientist).
22. Users can bookmark or follow specific tracks.
23. Each roadmap includes phases: skills, resources, mentors, and checkpoints.
Users can optionally create an alternate persona for anonymous interaction.
24. This persona cannot be traced back to the real user by other users.
25. Users can view weekly engagement stats (e.g., journaling streaks, posts made).
26. Admin can access anonymized usage metrics for improving features.

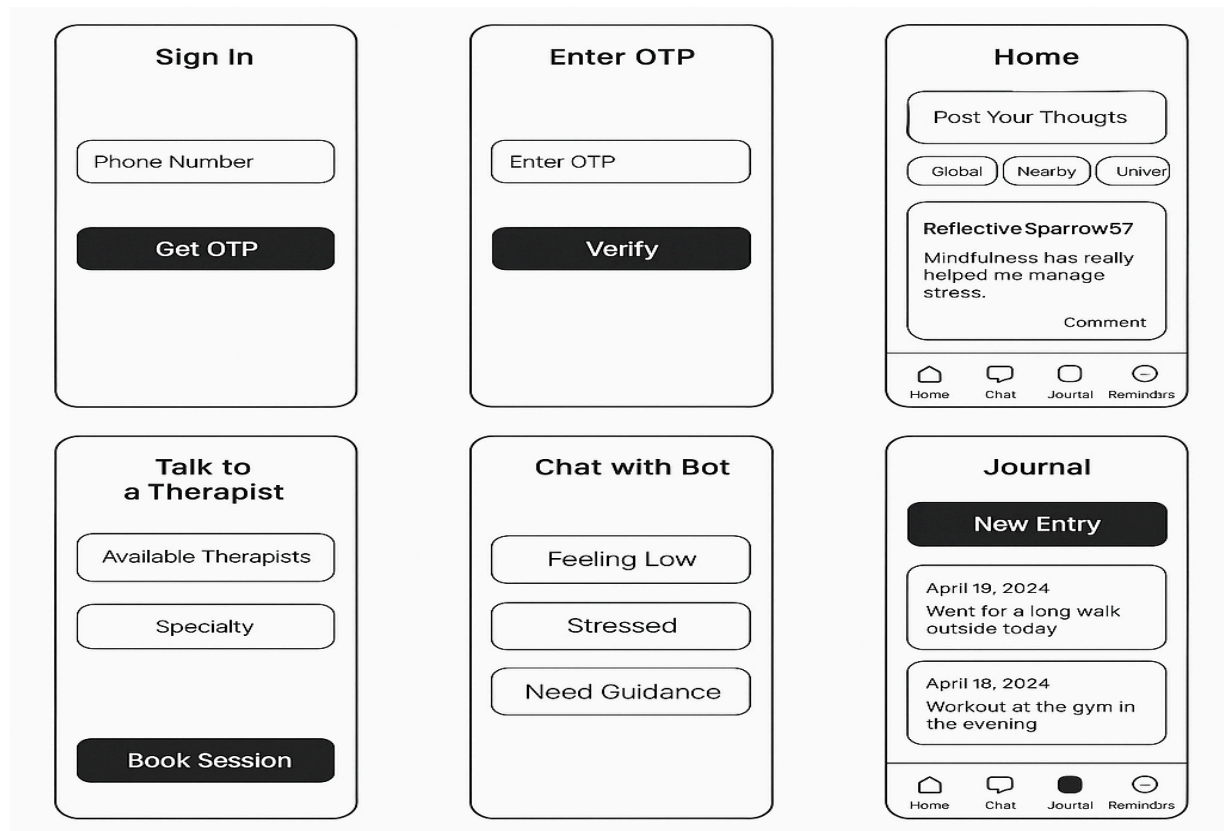
USER FLOW

1. User visits the homepage and chooses to sign up or log in.
2. User signs up using email and password, optionally sets a nickname or anonymous persona.
3. User lands on the dashboard with options for feed, journal, chat, reminders, etc.
4. User clicks “Post Your Thoughts” to share something anonymously or with identity.

5. User selects the visibility filter: Global, Nearby, or University-specific, then submits post.
6. User scrolls through the feed and can filter posts based on location.
7. User reacts to or comments on posts made by others.
8. User searches for friends by username or interest and sends private friend requests.
9. On friend acceptance, the chat feature is unlocked for private, encrypted messaging.
10. User visits "Therapist Support" section to browse and book a session with a volunteer therapist.
11. User receives session confirmation and later submits a rating and feedback.
12. User opens the AI chatbot for minor concerns like stress, motivation, or homesickness.
13. If the chatbot detects distress, it suggests booking a therapist or contacting help.
14. User opens the daily journal section to write, view, edit, or delete journal entries.
15. User enables journaling reminders and tracks consistency through streaks.
16. User sets class and task reminders with specific times and optional repeat schedules.
17. User receives timely notifications via web, app, or email for classes and to-dos.
18. User visits the "Career Roadmaps" section to explore curated guidance tracks.
19. User bookmarks preferred roadmaps and follows skill-building steps.
20. User opens the "Insights" tab to view personal stats like posts made, journaling streaks, etc.
21. Admins view anonymized platform metrics to improve user experience and feature reach.



WIREFRAME



METRICS

1. Daily Active Users (DAU)
2. Weekly Retention Rate
3. Average Session Duration
4. Number of Anonymous Posts per Day
5. Chatbot Interactions per User
6. Therapist Sessions Booked
7. Journal Entries per Week
8. Feature Usage Split (chat, journal, feed, etc.)
9. User Satisfaction Score (via periodic in-app survey)

GTM

1. Partner with college counseling cells to onboard users
2. Launch in 5–10 selected campuses as pilot regions
3. Use campus ambassadors to promote website via offline events
4. Offer limited-time rewards for first 500 signups
5. Collaborate with student influencers on Instagram and YouTube
6. Run WhatsApp broadcast campaigns for awareness
7. Promote anonymous testimonials on social media