



# YouMatter: A New System for Engagement

We solve the critical issue of low user retention by transforming the passive YouMatter app into an active daily journey. Our system is designed to create lasting habits, significantly increasing daily user interaction and the adoption of all core wellness and insurance features.

# The Wellness App Engagement Crisis

## Feature Discovery Gap

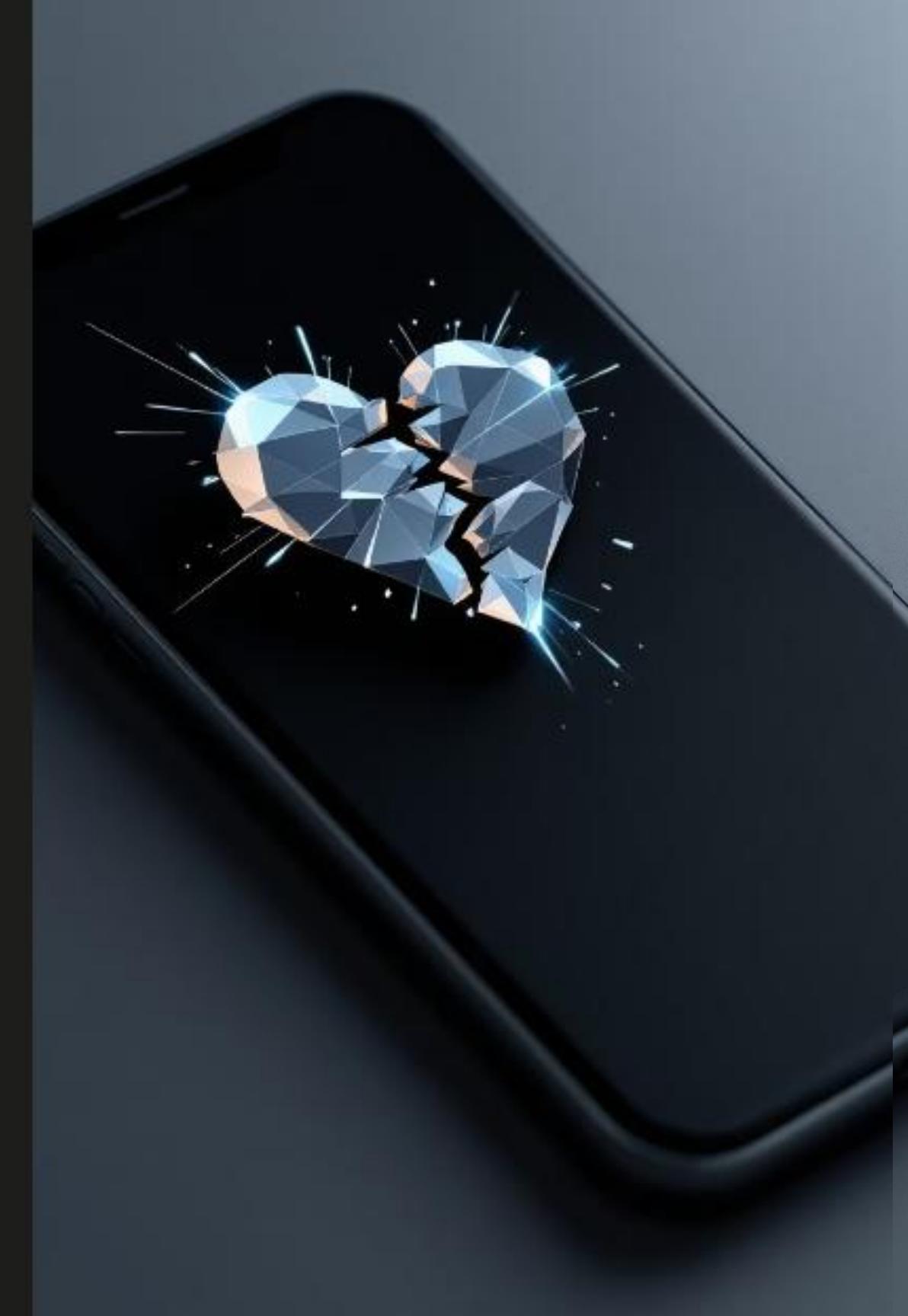
Users stick to just 1-2 features, leaving over 60% of the app's value completely undiscovered and unused.

## Motivation Decline

Initial excitement plummets within days, leading to dismal Daily Active Users as the experience becomes just another chore.

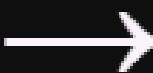
## Passive Interaction

Wellness is treated as a solitary journey, lacking the social accountability and gaming dynamics that drive long-term habit formation.



# YouMatter Challenge Solution Mapping

## Current Problems



## Our Implementation

### 60% Single-Feature Usage

Users only engage with Policy or Aktivo, missing holistic wellness approach

### Progressive Stone Unlocking

Forces feature exploration through interconnected quest completion system

### Motivation Decay

Initial enthusiasm drops rapidly without sustained engagement mechanisms

### Interconnected Gem System

Prevents motivation decay through ripple effects and energy transfer mechanics

### Zero Social Interaction

Isolated user experience with no community or peer accountability features

### Soul Stone Community

Drives social engagement through shared challenges and peer accountability

# Core Engine: Cosmic Quests & Feature Integration

We solve the Feature Discovery Gap by making every YouMatter tool a strategic mission to power up five interconnected "Wellness Gems." Users must unlock these Gems progressively, creating a compelling game loop where balanced engagement is key, since the status of one Gem directly impacts the others.



## Mind Gem

Powered by Aktivo Mind meditation sessions and mindfulness exercises



## Body Gem

Powered by Aktivo Score tracking steps, sleep quality, and physical activity



## Wealth Gem

Powered by Financial & Risk Assessment Tools for financial wellness



## Purpose Gem

Powered by life goal setting and personal development tracking



## Soul Gem

Powered by social features, community engagement, and relationship building

# Everything is Connected

This is our game-changer. The Gems don't exist in isolation—they interact dynamically to teach the fundamental truth of wellness. Neglect one area, and others suffer.

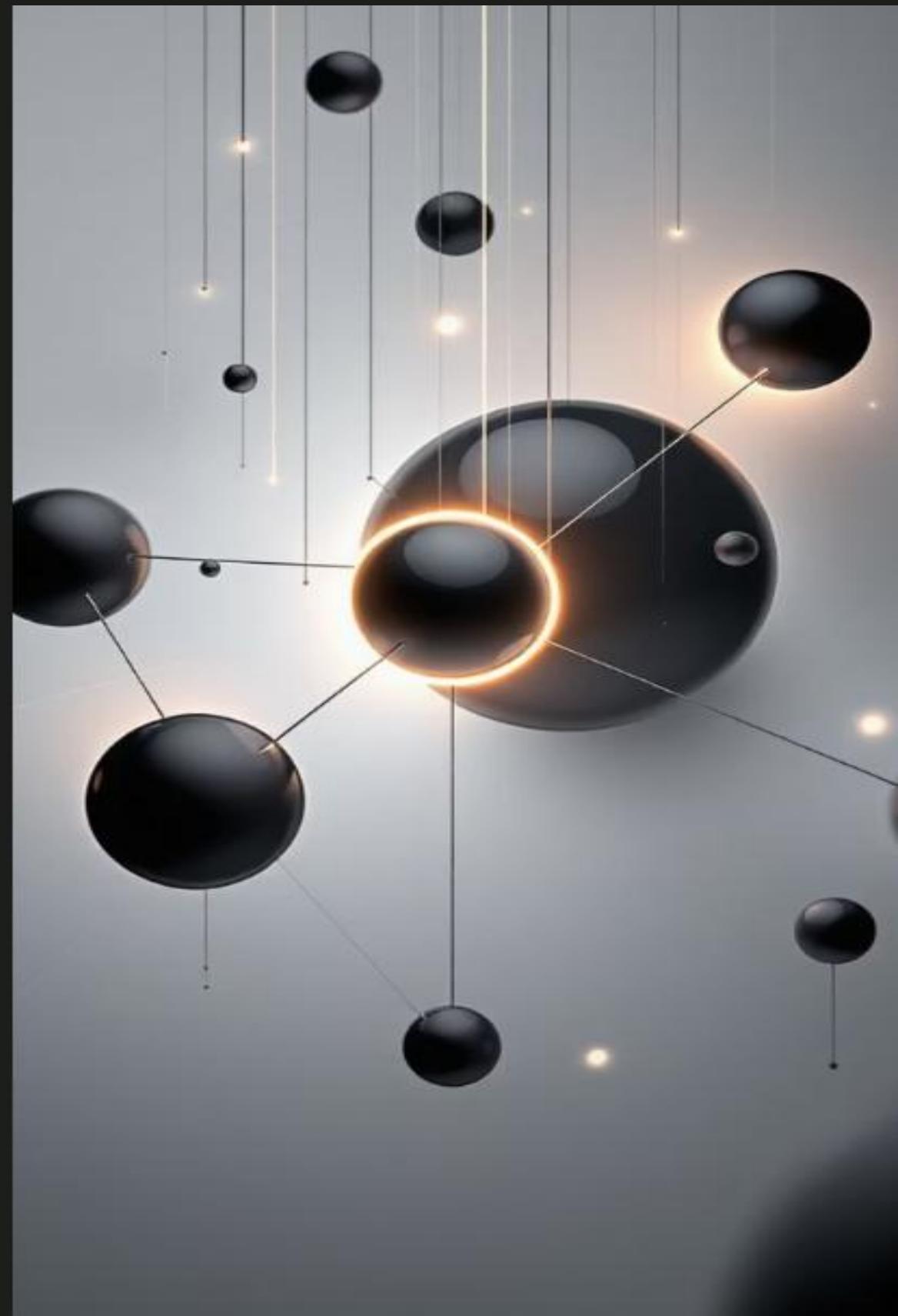
## The "Brain Fog" Effect

Low activity on the Body Gem actively drains power from the Mind Gem. Poor physical health directly impacts mental clarity—just like in real life.

## The "Financial Stress" Effect

Neglecting the Wealth Gem adds a stress debuff to the Mind Gem. Financial anxiety manifests as reduced mental wellness in the game, mirroring reality.

This interconnected system creates strategic depth while teaching users that true wellness requires balanced attention across all life dimensions.



# Working Prototype



The dashboard screen has a dark theme. At the top left is the "YouMatter" logo with "Wellness Gauntlet" and a 20% progress bar. The main header "Welcome back, Swayamgoyal!" is followed by "Thor" and the tagline "Master the interconnected power of the Infinity Stones". On the left, a sidebar lists "Gauntlet", "Challenges", "Network", "Analytics", and "Profile". A central section shows three metrics: "Wellness Balance" at 50%, "Active Stones" at 1, and "Network Rank" at #3. A large callout box in the center-right says "# Infinity Stones Network" with the subtext "Watch the energy flow between connected stones". To the right, a sidebar titled "Recent Activities" shows a "Friend Update" from Natasha Romanoff. Another sidebar titled "Active Challenges" shows one active challenge: "Ignite the Mind Gem" with an "Intro-Quest" button.

# YouMatter

Wellness Gauntlet

20%

Balance

Dashboard

Gauntlet

Challenges

Network

Analytics

Profile



Level 1

Logout

Intro-Quest

BEGINNER

## Ignite the Mind Gem

Perform one act of mindfulness to ignite your first Infinity Stone. This is your first step towards cosmic wellness balance.

Stones Gained on Completion:

MIND +25

Progress: 0/1

0%

15

1 days

100 XP

Complete Activity

+25

Habit

EASY

## Morning Mindfulness

Establish a mindful morning routine to strengthen your Mind Gem

Stones Gained on Completion:

MIND +15

Progress: 0/7

0%

60

7 days

200 XP

Complete Activity

+15

Unlock-Quest

EASY

## Unlock the Power Stone

Complete 3 Mind Gem quests to unlock the Power Stone. Physical strength comes from mental clarity.

Stones Gained on Completion:

POWER +20

Progress: 0/1

0%

Physical

EASY

## Daily Movement Quest

Log one physical activity to strengthen your Power Stone

Stones Gained on Completion:

POWER +15

Progress: 1/1

100%

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Level 1

Logout

## Stone Power Leaderboard

Complete challenges to see stone power changes with arrows!

Start Fresh Gamified Journey

Rank	Stone	Power Level	Change
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#1	Mind Stone MIND	100%	
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#2	Power Stone (Locked) LOCKED Complete 3 Mind Stone quests	Locked	
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#3	Space Stone (Locked) LOCKED Complete Power Stone intro quest	Locked	
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#4	Reality Stone (Locked) LOCKED Maintain 2 gems for 3 days	Locked	
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YouMatter

Wellness Gauntlet

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# Wellness Network

Connect with fellow heroes on their wellness journey

1

Friends Leaderboard Groups

## Wellness Heroes

Find Friends

Tony Stark

Level 42

Offline

Mind

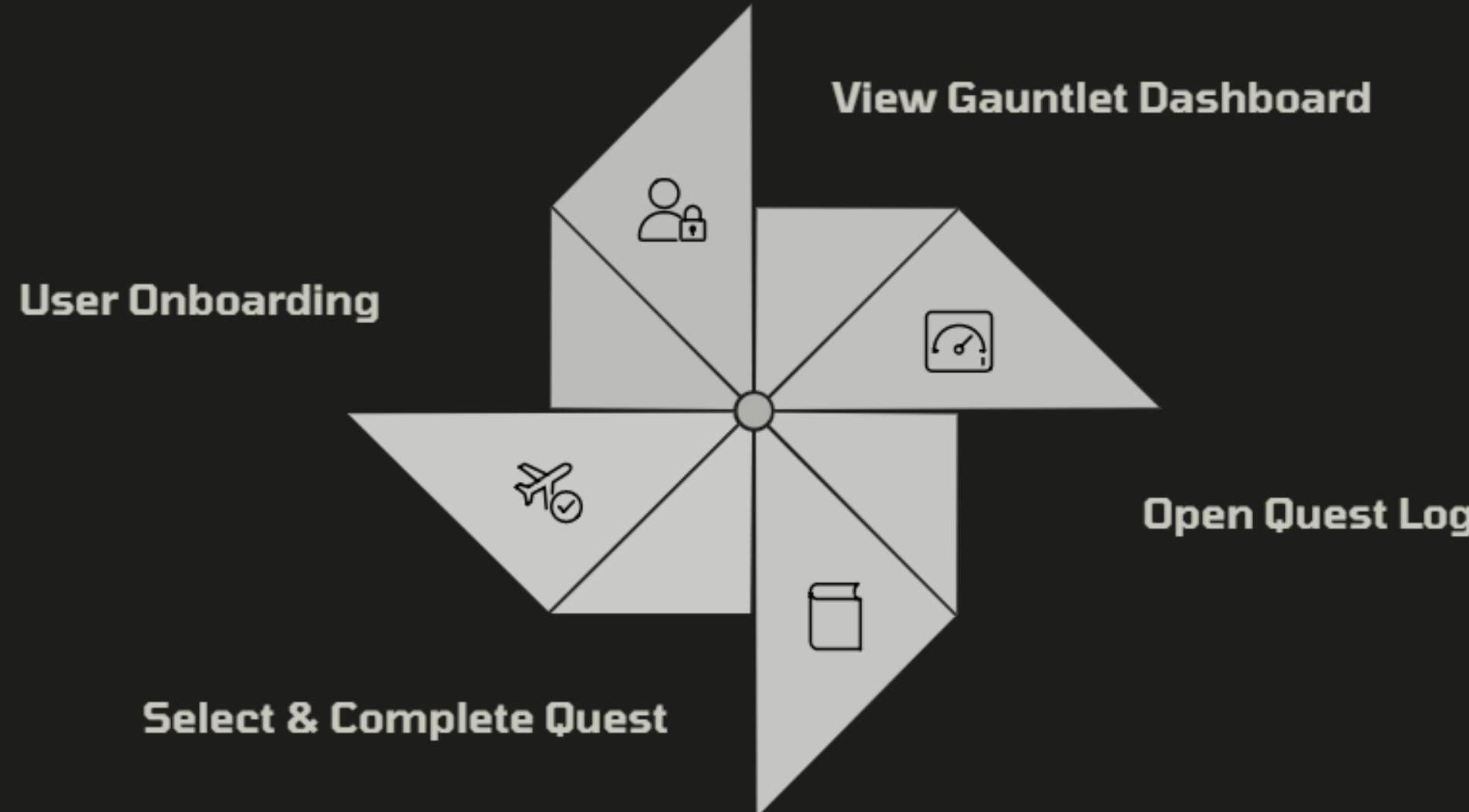
Completed Tech Innovation Challenge

3 mutual challenges

Chat Challenge

# The User Journey: A Gamified Flow

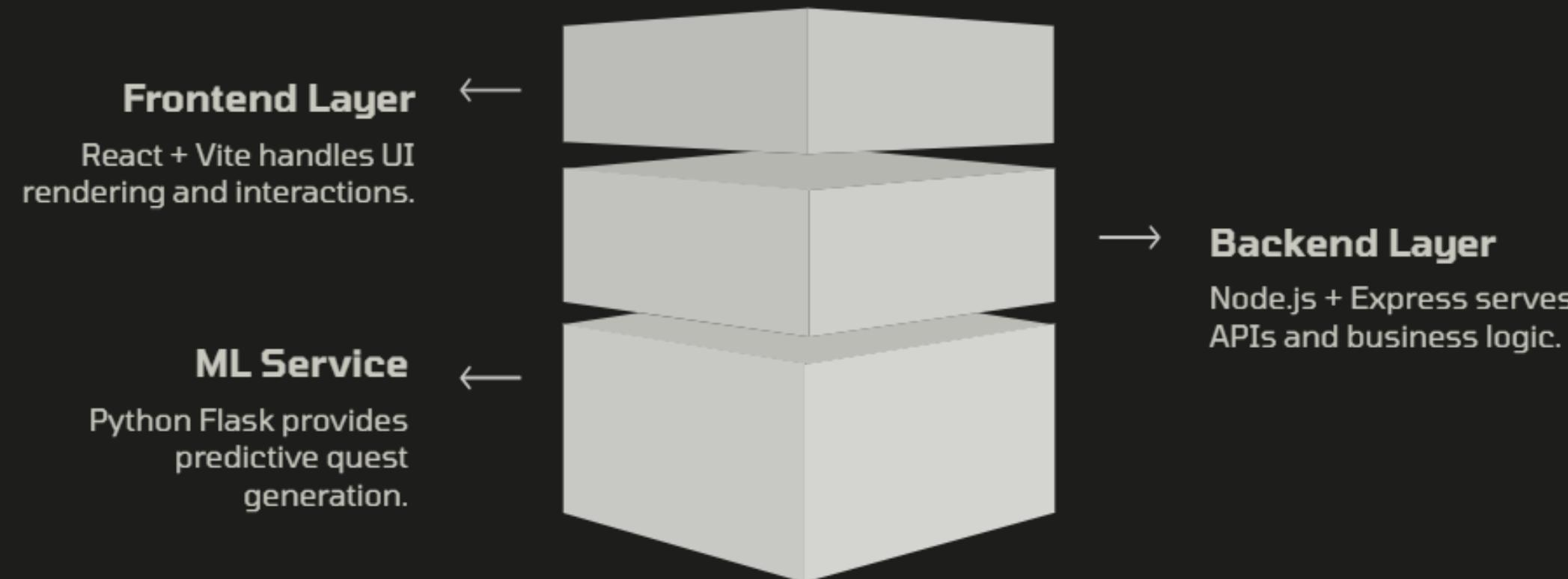
An intuitive loop designed for maximum habit formation and sustained engagement.



This loop creates a powerful psychological trigger: complete quests, see immediate visual feedback, feel compelled to return tomorrow. The drain mechanic ensures users understand that wellness requires consistent attention.

# Technical Architecture

Our solution is built on a robust, serverless, real-time architecture designed for scale and rapid iteration.



01

## Frontend Layer

React + Vite app in /src directory handles all UI rendering, user interactions, and real-time state updates.

02

## Backend Layer

Node.js/Express server in /server directory orchestrates data flow between client, database, and ML service.

03

## ML Service

Python/Flask microservice in /ml directory delivers predictive analytics and personalized recommendations.



# Business Model Integration & Monetization



## Sponsored Missions

Partner with brands (healthy food, gyms, wellness providers) for sponsored Daily Missions. This drives partner traffic and creates a compelling B2B revenue stream via pay-per-engagement or flat sponsorship fees.



## Premium Features

Offer premium cosmetic upgrades for Wellness Gems, advanced analytics dashboards, and exclusive mission themes for a small subscription fee. Creates sustainable B2C revenue while enhancing engagement for power users.



## Corporate Wellness

Package the system as a B2B Corporate Wellness platform for companies to run internal health challenges and team competitions. Drives bulk subscriptions and creates enterprise-level recurring revenue opportunities.