

**Project MindLift**  
**Project Proposal**

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Individual Project by  
M.A. Thambara Sahassaka

## Executive Summary:

MindLift is a mental health application designed to deliver daily inspirational content through push notifications. The app focuses on fostering a positive and uplifting user experience while encouraging individuals to set and achieve personal and professional goals, all while prioritizing their mental health.

## Objectives:

### 1. Inspiration Delivery:

- Deliver daily motivational quotes and messages to users via push notifications.
- Provide content that inspires users to stay positive and focused.
- Monitor and support users' mental health journey.

### 2. Goal Tracking:

- Enable users to set and track their goals within the app.
- Implement features for progress monitoring and celebrating achievements.

### 3. Personalization:

- Utilize user interactions to deliver personalized motivational content.
- Enhance the overall user experience based on user preferences and behaviors.

## Target Audience:

MindLift is intended for individuals seeking daily inspiration and motivation to improve their well-being. The target audience includes:

- Individuals pursuing personal development goals.
- Professionals aiming for career growth and success.
- Anyone seeking digital support for their mental health.

## Features:

### 1. Daily Motivational Notifications:(phase 1)

- Push notifications delivering inspiring quotes and messages tailored to user preferences at user-defined times daily.

### 2. Goal Setting and Tracking:(phase 1)

- User-friendly interface for setting and tracking short-term and long-term goals.
- Progress tracking with visual indicators and achievement milestones.

## Technology Stack:

- **Frontend:** Flutter for cross-platform mobile development.
- **Backend:** Firebase for server-side development.
- **Database:** Firebase Firestore for storing user data.

## Budget Estimate:

The project budget is allocated as follows:

- **Development:** Utilizing free/open-source tools for frontend and backend development.
- **Deployment:** App store submission fees and minimal hosting costs.
- **Marketing:** Social media promotion and limited digital marketing efforts.
- **Ongoing Maintenance:** Bug fixes and server maintenance using free resources.

**Conclusion:**

MindLift aims to create a user-friendly application that positively impacts users' daily lives by providing motivational content and goal tracking features. By promoting a holistic approach to well-being, MindLift endeavors to uplift and empower its users on their journey towards personal growth and mental wellness.