



WiEHACK4.0

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PostCare

HEALTH & FITNESS



ABSTRACT

Our website, **PostCare**, is dedicated to supporting mothers facing **postpartum depression**. With an **anonymous** chat system, **therapist** appointments, **exercise** and **diet** plans, practical tips, and **marketplaces** for essentials, we provide **comprehensive support**.

Postpartum depression affects **15-25%** of new mothers in **India** and **10-15%** globally, **causing emotional distress** and day to day functioning. PostCare raises **awareness**, **empowers** users, and fosters healing through a **safe space** and essential resources. **Together, we redefine care for mothers on their postpartum journey towards well-being.**



PROBLEM SOLVED

Postpartum depression is a prevalent and serious condition affecting mothers worldwide. According to the **World Health Organization (WHO)**, approximately **10-15%** of women experience postpartum depression. It can have **devastating effects** on the well-being of mothers and their infants.

PostCare offers a comprehensive solution by providing an **anonymous chat system, therapist appointments, personalized exercise and diet plans, practical tips, and marketplaces for essentials**. By addressing the emotional, physical, and practical aspects of postpartum depression, we **aim to empower mothers**, alleviate feelings of isolation, and foster healing. With PostCare, we provide a supportive community and valuable resources to guide mothers through their postpartum journey with resilience and support.





PROPOSED SOLUTION

Our proposed solution is the PostCare web platform, which aims to address the challenges of postpartum depression. Through our platform, we provide a range of features and resources to support individuals on their journey towards healing. The key components of our solution include:

1. **Anonymous Chat System:** A safe and supportive space for individuals to connect, share experiences, and find understanding with others facing similar challenges.
2. **Therapist Appointments:** Accessible appointments with qualified therapists, providing professional guidance and support tailored to individual needs.
3. **Personalized Exercise and Diet Plans:** Tailored plans to promote physical well-being, recognizing the important role that exercise and nutrition play in overall mental health.
4. **Practical Tips:** Valuable insights, coping mechanisms, and strategies to navigate the complexities of postpartum depression, empowering individuals with practical tools for self-care and emotional regulation.
5. **Marketplaces for Essentials :** Convenient access to postpartum and childcare essentials, ensuring that individuals have easy and seamless access to the necessary products and resources.



TECH STACK

PostCare's tech stack includes **HTML**, **CSS** and **JAVA** for frontend development, **Node.js** for backend operations, and **Socket.io** for real-time communication. This combination ensures a responsive design, scalability, and secure connections for the anonymous chat system. Integrated frameworks and libraries enhance functionality, resulting in a dynamic and user-friendly web platform for postpartum support.





TARGET AUDIENCE

Who are the customers you want to cater to?

Postpartum depression affects a significant number of **individuals globally**, with a prevalence of **15% to 25%** among mothers in India and **10% to 15%** worldwide. **PostCare** is a dedicated website catering to the needs of postpartum individuals. We provide a safe and supportive space for new mothers experiencing postpartum depression or seeking **support** during this critical period. Our inclusive platform **connects** individuals from diverse backgrounds, offering valuable resources and a compassionate **community**. With **PostCare**, individuals can find assistance, guidance, and understanding as they navigate their postpartum journey. We are committed to addressing the **challenges** of postpartum depression and providing a holistic support system for all.





PROGRESS REPORT

WHAT HAVE YOU DONE ?

We have developed front end using **HTML** and **CSS**.

WHAT ARE YOU PLANNING TO DO ?

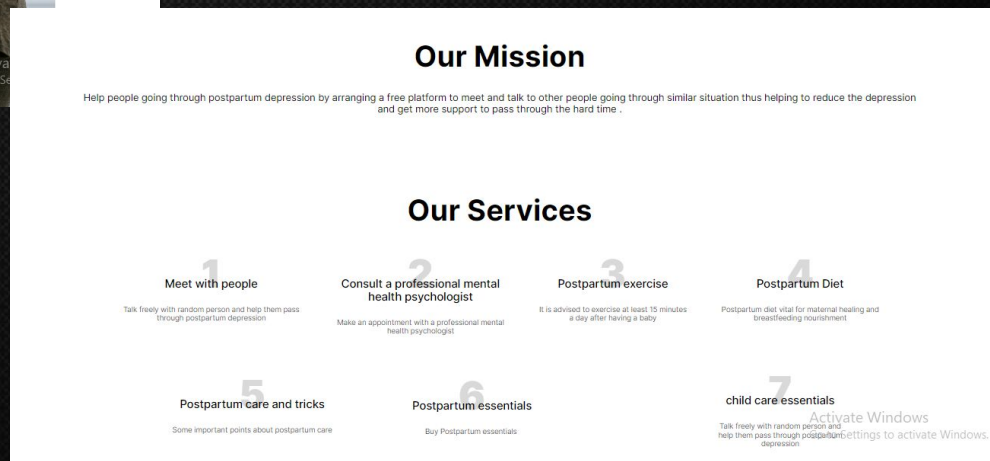
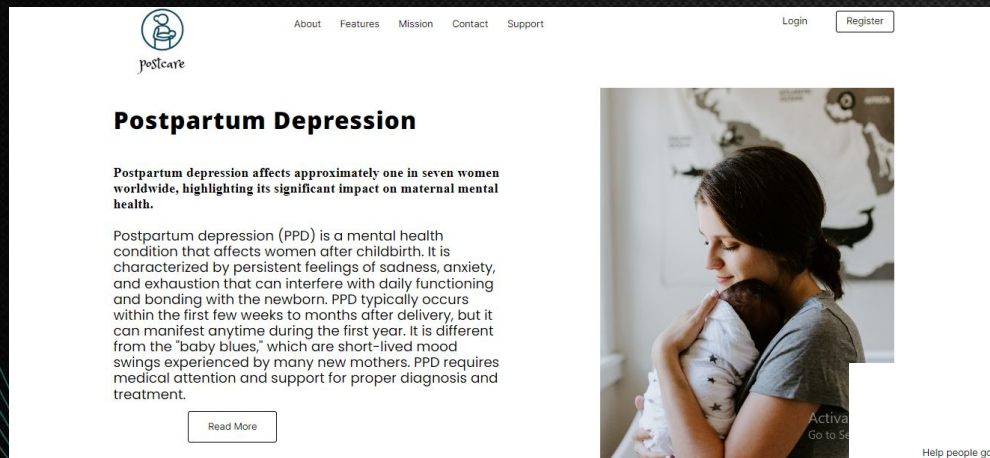
We are planning to develop backend using **node.js** and **socket.io**

We are planning to develop an health risk calculation and mitigation assessment tests to constantly evaluate the health of the person using AI and ML.





SCREENSHOTS / IMAGES





Revenue Generation

PostCare will implement a multi-faceted monetization strategy to ensure sustainable growth and revenue generation:

- **Subscription Model:** Offer premium features and exclusive content through subscription plans.
- **Advertising:** Partner with relevant brands and businesses to display targeted ads on the platform.
- **E-commerce Partnerships :** Collaborate with postpartum and childcare product vendors to earn commission through referral sales.



Future Development

PostCare aims to continuously enhance and expand its services based on user feedback and emerging trends in the field of postpartum care. This includes incorporating AI-driven chatbots, expanding partnerships with mental health professionals, and introducing additional features and resources to meet evolving user needs, such as devising a health risk assessment system that utilizes **AI** and **ML** to continuously evaluate an individual's well-being. This system aims to calculate and mitigate potential health risks effectively.





Thank You