Inner Bloom

Therapeutic Mental Wellness Through Interactive Puzzle Games

PowerLearnProject - Group 27, February 2025 Cohort

Power Learn Project

The Mental Health Crisis

- 1 in 5 adults experience mental health issues annually
- Limited access to engaging therapeutic tools
- Traditional therapy can be expensive and intimidating
- Need for accessible, evidence-based wellness interventions
- Lack of interactive, calming digital mental health resources

Inner Bloom
Therapeutic Puzzle Platform

- Interactive nature-themed jigsaw puzzles with therapeutic benefits
- AI-powered sentiment analysis for personalized affirmations
- Crisis support resources integrated seamlessly
- Anonymous feedback system respecting user privacy
- Progressive difficulty with calming background music
- Dark mode and full accessibility support

What Inner Bloom Does

Core Features:

• Click-to-swap puzzle mechanics with beautiful nature photography

• Positive therapeutic affirmations throughout gameplay

• Multiple ambient sound options (rain, ocean, forest, meditation)

• Crisis support resources readily accessible

• Comprehensive quality assurance and testing framework

Technology Stack:

• Node.js Express server with OpenAI API integration

• Responsive HTML5/CSS3/JavaScript frontend

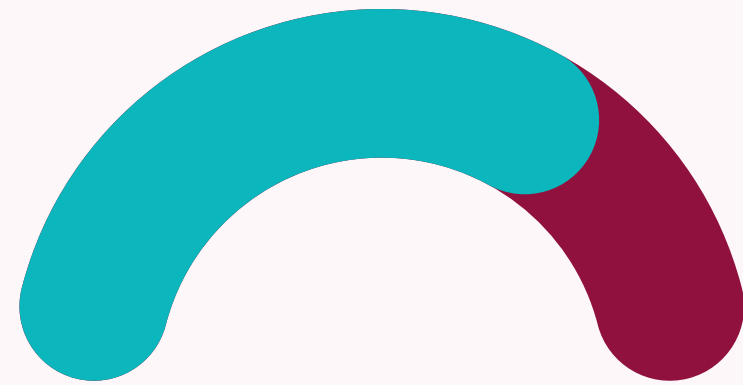• Anonymous usage analytics for effectiveness measurement
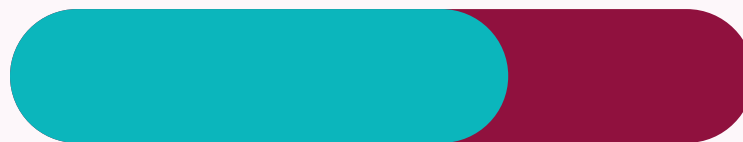
Target Market
Mental Health & Wellness Users
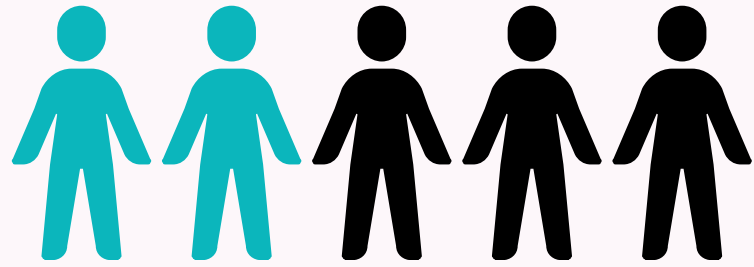
2 out 5

Adults report increased stress and anxiety levels

75%

Of people prefer digital wellness tools they can access privately

450 million

People worldwide affected by mental health conditions

Digital Mental Health Market

Primary Market: Individual wellness seekers
Secondary Market: Mental health professionals recommending digital tools
Tertiary Market: Educational institutions and wellness programs

• Digital mental health market valued at $5.6 billion (2023)
• Expected 23.6% annual growth rate
• **Puzzle game market:** $15 billion globally
• Increasing demand for accessible mental health solutions

Educational Institutions
20%

Mental Health Institutions
20%

Mental Health Workers
20%

Puzzle Game Market
20%

Individuals
20%
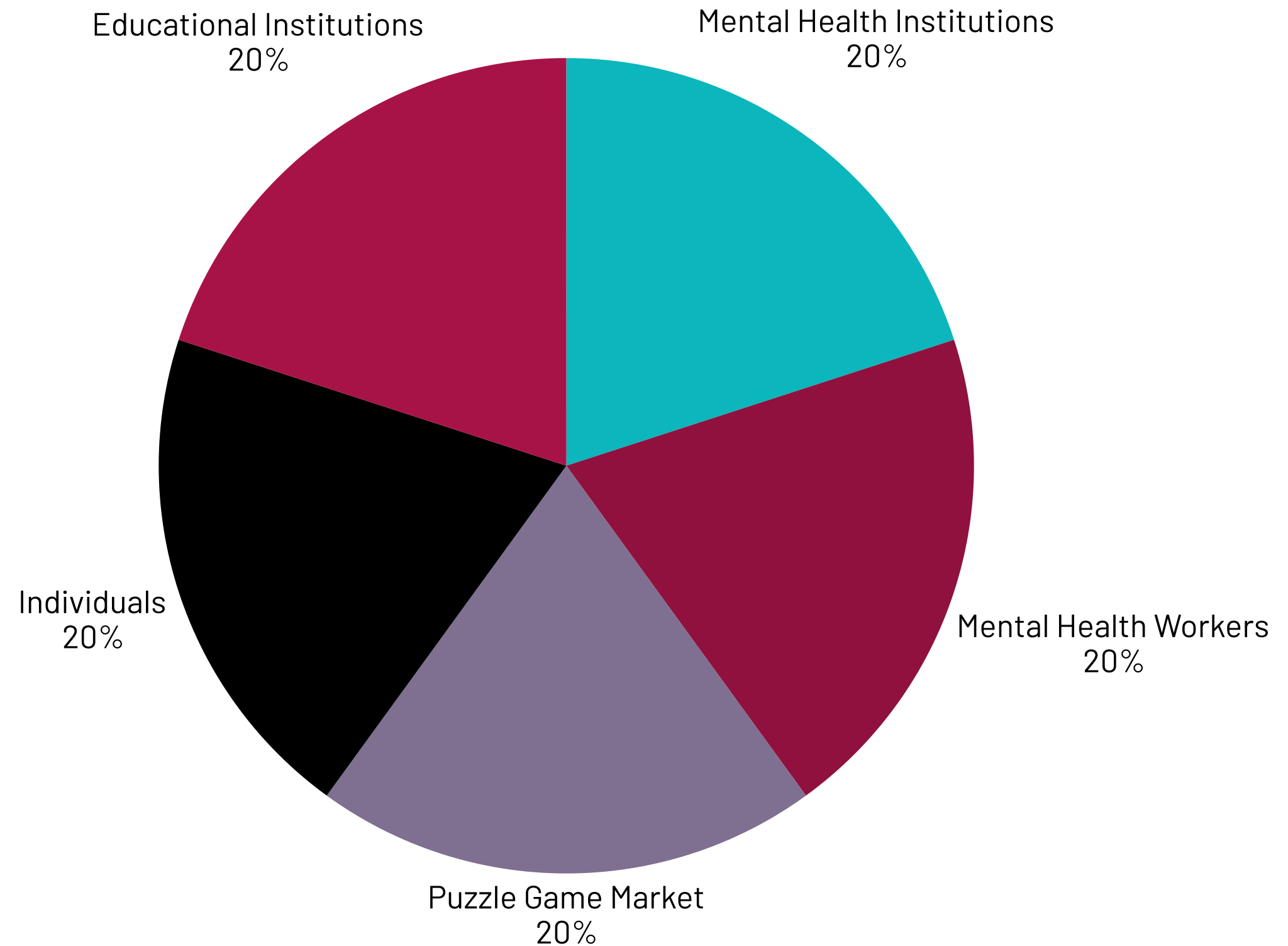
Competitive Landscape

Direct Competitors:
• Headspace, Calm (meditation apps)
• Flow Free, Monument Valley (puzzle games)

Indirect Competitors:
• Traditional therapy platforms
• General wellness applications

Why We're Different:
•Combines therapeutic benefits with engaging puzzle gameplay
• Professional-grade crisis support integration
• AI-powered personalization without compromising privacy
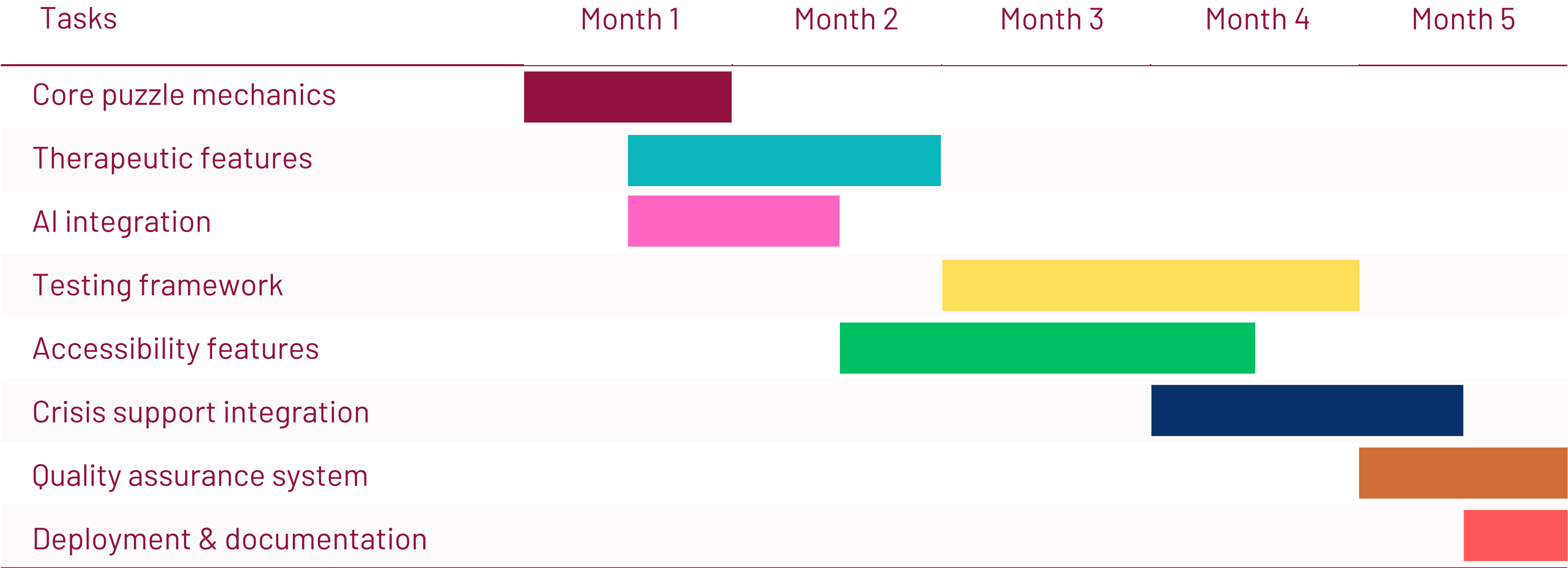• Designed specifically for clinical recommendation

What Makes Inner Bloom Unique

- **Therapeutic Focus:** Evidence-based design for mental wellness
- **Privacy-First:** Anonymous usage tracking, no personal data collection
- **Professional Integration:** Documentation for mental health professionals
- **Comprehensive Testing:** Advanced QA framework ensuring reliability
- **Accessibility:** Full keyboard navigation and screen reader support
- **Crisis Safety:** Integrated emergency mental health resources

Project Traction: Development Timeline

Tasks	Month 1	Month 2	Month 3	Month 4	Month 5
Core puzzle mechanics	███				
Therapeutic features	████				
AI integration	███				
Testing framework			████		
Accessibility features			███		
Crisis support integration				████	
Quality assurance system					███
Deployment & documentation					██

Business Model

Current Phase: Open-source educational project

Future Monetization Options:

• Freemium model with premium puzzle content

• Licensing to mental health institutions

• Professional training modules for therapists

• Corporate wellness program partnerships

Value Proposition:

• Reduced therapy costs through supplemental digital tools

• Improved patient engagement between sessions

• Measurable wellness outcomes through analytics

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Go To Market: Customer Acquisition Strategy

Phase 1: Clinical Validation
- Partner with mental health professionals for feedback
- Implement in university counseling centers
- Gather effectiveness data and testimonials

Phase 2: Digital Distribution
- App store deployment with SEO optimization
- Mental health blog partnerships and content marketing
- Professional conference presentations

Phase 3: Institutional Adoption
- Healthcare system partnerships
- Corporate wellness program integration
- Educational institution licensing

Social Impact: UN Sustainable Development Goals Addressed

SDG 3: Good Health and Well-being
• Promotes mental health through accessible therapeutic tools
• Reduces barriers to mental wellness resources

SDG 4: Quality Education
• Educational project demonstrating health technology innovation
• Teaches responsible AI integration in healthcare

SDG 10: Reduced Inequalities
• Free access removes economic barriers to mental health support
• Accessibility features ensure inclusive design

SDG 17: Partnerships for Goals
• Collaboration between technology and mental health sectors

Technical Achievements: Development Excellence

Comprehensive Feature Set:
- 9 different puzzle configurations with nature photography
- OpenAI API integration for sentiment analysis
- Real-time quality assurance monitoring
- Professional testing dashboard with 20+ automated tests

Technical Highlights:
- Node.js server with Express.js framework
- Responsive design supporting all device sizes
- WCAG accessibility compliance
- Anonymous usage analytics respecting privacy
- Crisis resource integration with emergency contacts

Our Ask: Project Completion & Next Steps

Current Status:

• Fully functional therapeutic puzzle application

• Comprehensive testing and quality assurance framework

• Professional documentation for clinical use

• Successfully deployed with health monitoring

What We're Seeking:

• Academic recognition for innovative health technology solution

• Feedback from mental health professionals for future iterations

• Potential partnerships with educational or healthcare institutions

• Continued development support for enhanced feature

Thank you!

https://github.com/anngladys
https://github.com/amanynmohamed
https://github.com/thereciandanu
https://github.com/traceeey