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App Name: Better Together

App Description: A mental health support app that will allow users to track their mood, develop short and long term self-maintenance plans and connect with “accountabili-buddies” to keep their mental health goals on track.

Slogan:

“Team work makes serene work”

Target Users:

Working/busy Adults that struggle with mental health

Design for user engagement:

- Social connectivity
- Notifications
- Daily task or check-in

Competitors:

1. Headspace: Mindful Meditation (make mindfulness a daily habit)
2. Fabulous: Daily Habit Tracker (unlock the power of habits and routines. Prioritize your mental health)
3. Moodtrack Social Diary - habit/mood tracker with optional anonymous chat with other users

Recurrent themes:

Learned tools - "If you doubt the benefits of meditation, headspace will change your mind"

Changed mindset - "tricked my brain", "gives me motivation", "I feel better after using this app", "learning that we're not alone with feelings"

Accountability - "support and positivity from the community"

Too many engagement tricks - "I don't want all the notifications", "don't want to pay for premium, but don't want ads"

Deep use of:

- Shared data
- Messaging
- User Engagement - Notifications, Reward Badges? (Keeping a certain amount of members in track in a week)
- **Stretch goal:** graphics/complex UI

External libraries:

To be determined - Graphics library

Feasible timeline: Yes