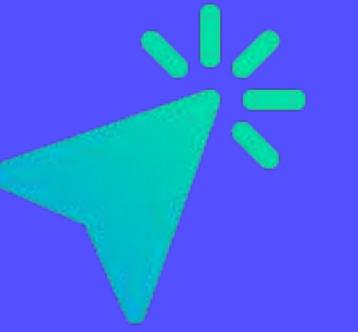


Mental Companion

Empowering women with personalized mental health support, MinCo combines advanced AI insights with tailored tools for lasting well-being and growth.

MinCo



User Experience Design

25th November - 29th November

The Team



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UI Designer / Visual Designer



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Planner / Researcher



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Planner



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UI Designer / Visual Designer



Ümmü Gülsüm Ergin

Content Wireframes

Project Overview

An AI-Powered Mental Health Support for Women

Problem Statement

The lack of services specifically tailored to women's mental health is evident. From a business perspective, this represents an opportunity to offer something unique that doesn't currently exist in this form.

For users, it fills a significant gap and addresses the unmet needs of many women.



Idea Description

MINDFUL-COMPANION is an AI-powered feature designed to offer personalized support to the user by processing their emotional and mental input. It predicts patterns through initial surveys and periodic check-ups and customizes itself to the user's specific behavior.

Our Research Process



Target Group

All women, specifically young women ranging 15-30 years old.

CAROLINA MADILYN

BIO

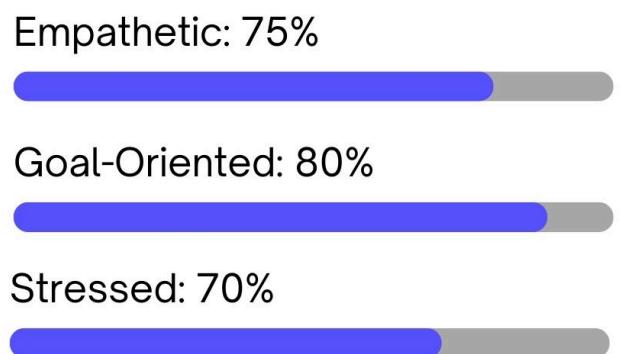
Carolina is a senior communication major at university. Balancing her intense academic schedule with social pressures has become challenging. Although she's always been focused on success, she is now learning to manage stress and cope with mental health in her busy life.



NEEDS

Carolina seeks a companion to help her understand herself better and improve her stress management skills. She wants gentle reminders and support for meditation practices and organizing her daily life.

PERSONALITY



“

“Small steps can create big changes.”

PAIN POINTS

- She struggles with maintaining a healthy sleep routine.
- Social media impacts her self-confidence.
- She often forgets to take breaks due to her busy study schedule.

UNIVERSITY STUDENT AGE : 22

ADORA MONTMINY

BIO

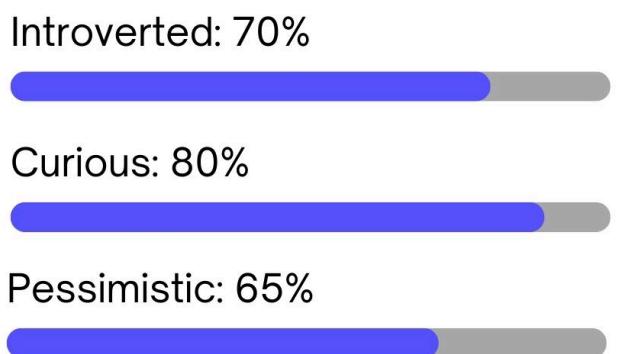
Adora works at a tech startup. While focused on her career, she is also trying to prioritize her mental health and happiness. The intensity of her work often leads her to feel burned out, and she is looking for ways to manage stress better.



NEEDS

Adora is looking for a tool that can help her manage work-related stress while maintaining a healthy balance between her professional and personal life. She would benefit from short, easy-to-follow stress relief exercises, as well as gentle reminders to step away from work and take care of herself.

PERSONALITY



“

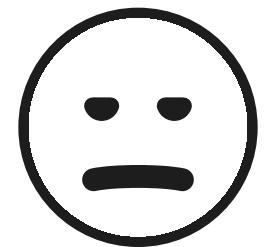
“The best way to manage life is to find balance.”

PAIN POINTS

- She experiences frequent distractions while working.
- She struggles with feelings of burnout.
- Finding free time to relax is difficult for her.

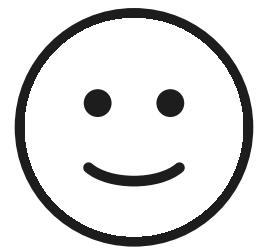
YOUNG PROFESSIONAL AGE : 26

Pain Points



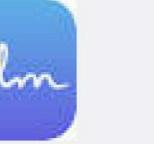
1. Overwhelming social media influence.
2. Multiple apps or platforms for different aspects of wellness
3. Many young women feel they lack time to focus on self-care due to studies, work, or personal responsibilities.

Gain Points



1. A single platform that addresses physical, mental, and emotional wellness, simplifying their journey toward empowerment.
2. Quick, practical tips, guided practices, or routines that fit into a busy schedule.
3. Encouragement to focus on personal progress rather than external validation.

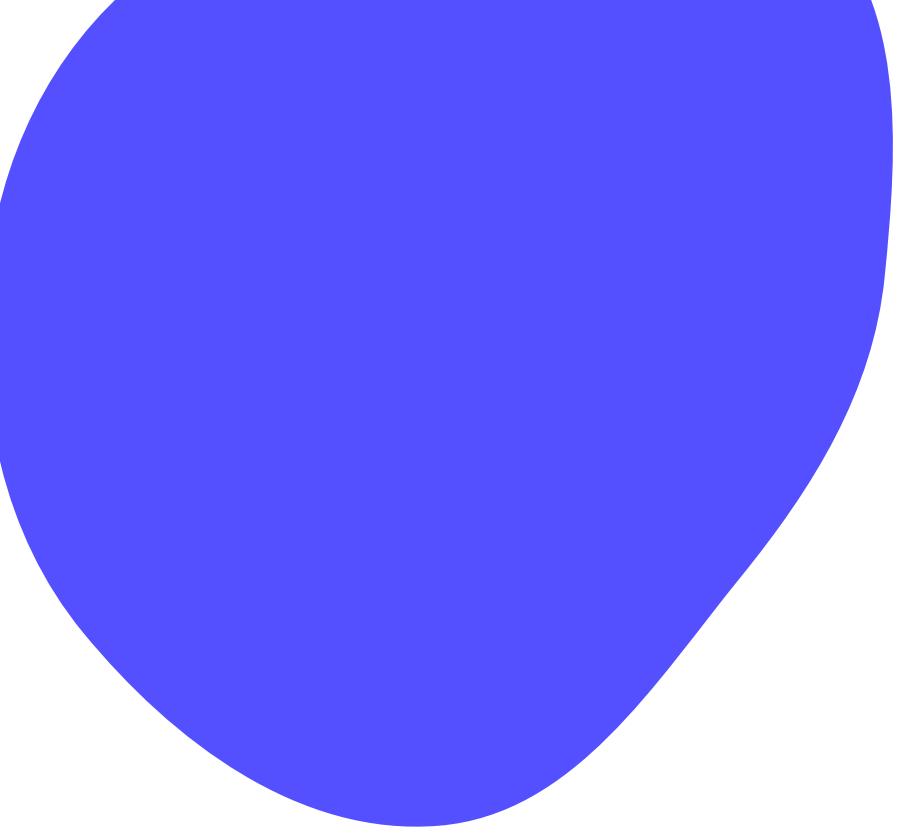
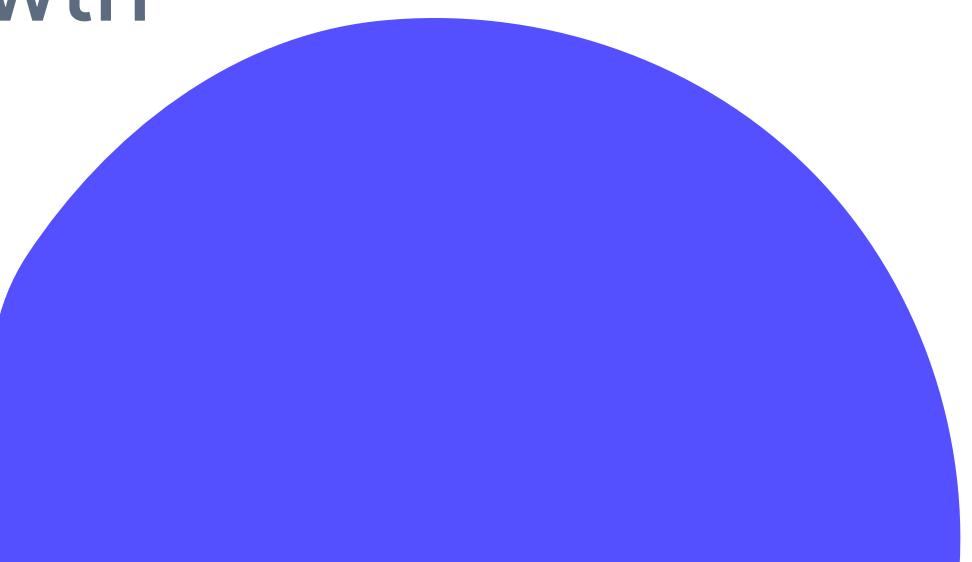
Competitor Analysis

Company Name	calm 	wysa 	headspace
Company Info	sleep aids, ... , and stress management tools.	emotionally intelligent chatbot	healthcare company
Personalization	✓	✓	✗
Goal-Setting	✗	✗	✗
AI Interaction	✗	✓	✗
Habit-Building Tools	✓	✗	✓
Community Support	✗	✗	✗

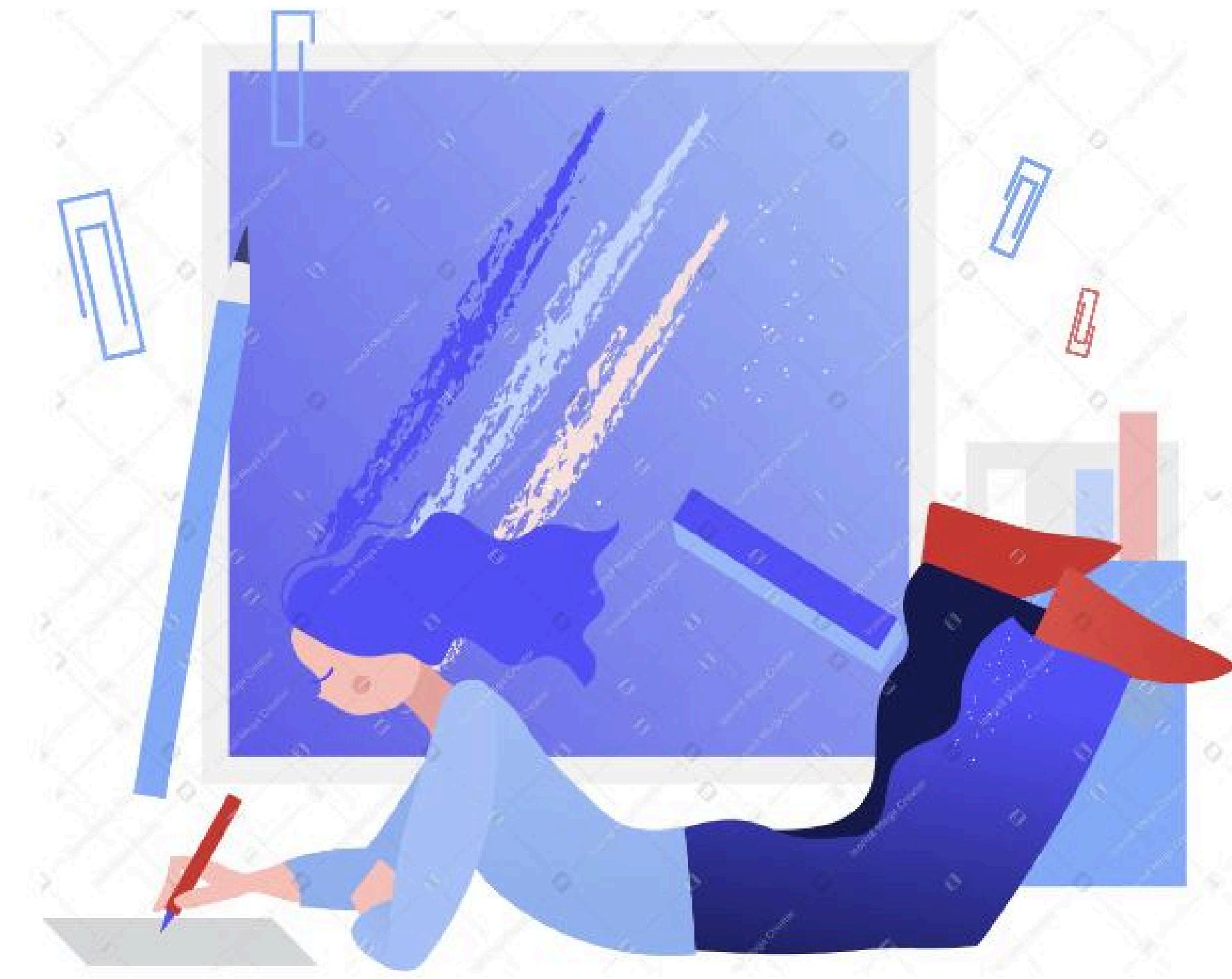
Our Focus

1. Real-Time Insights Powered by AI
2. Personalized Recommendations for Every Journey
3. Inclusive Design for All
4. Tools for Sustainable Mental Well-Being

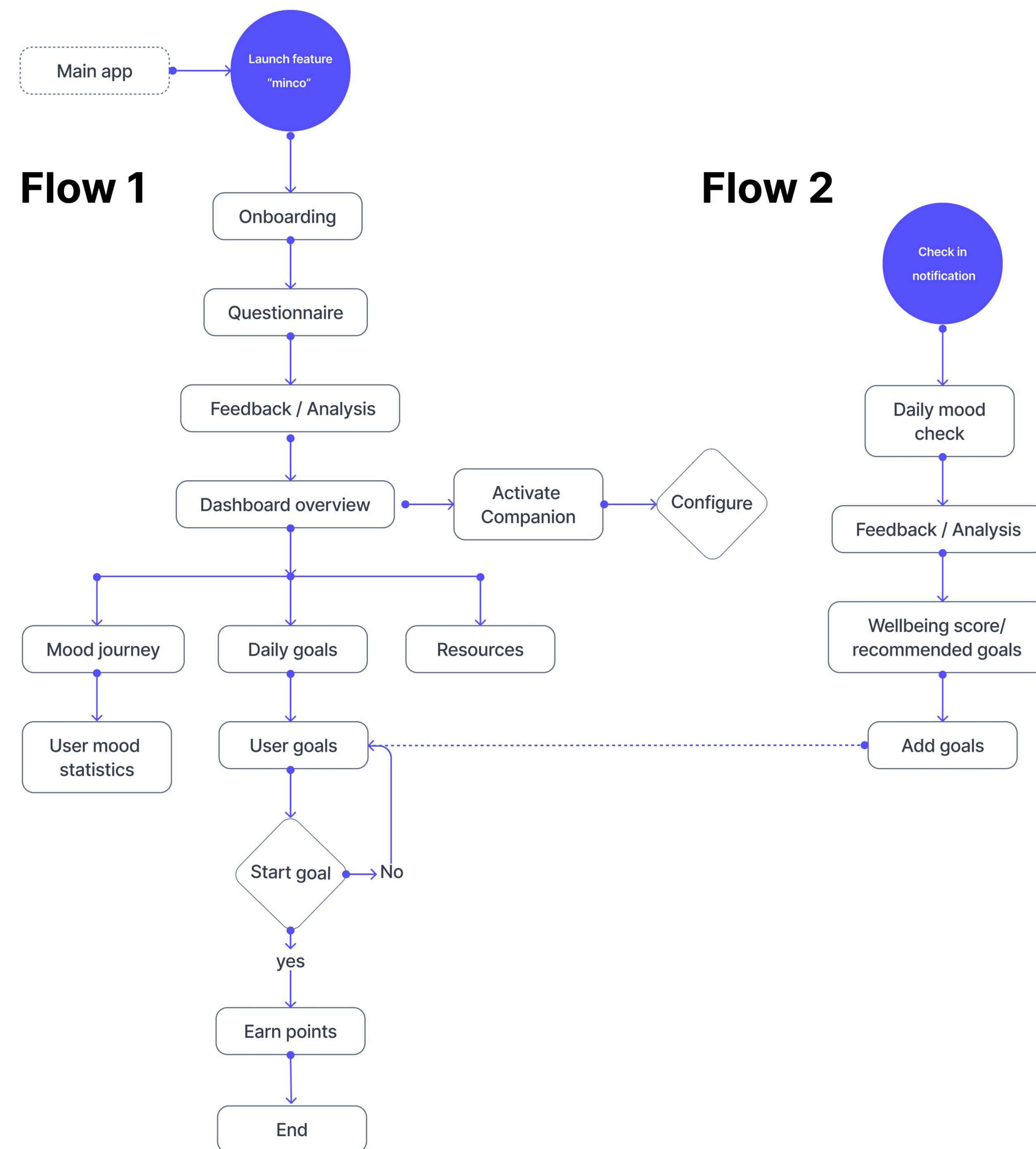
Selling Point

- 
- 
1. MinCo uses advanced AI to analyze user data in real-time, delivering actionable well-being insights
 2. Customize recommendations and insights based on individual user needs, goals, and progress, providing every user with a unique and adaptive experience.
 3. Designed for users of all backgrounds and levels of mental health awareness
 4. The app equips users with tools to establish and sustain healthy mental health habits, emphasizing prevention and long-term growth

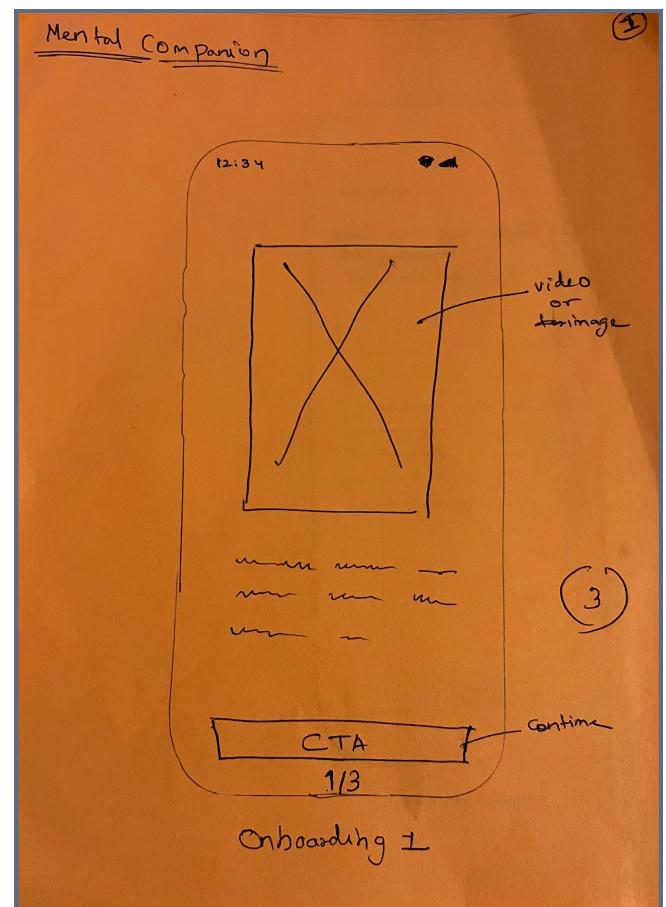
Our Design Process



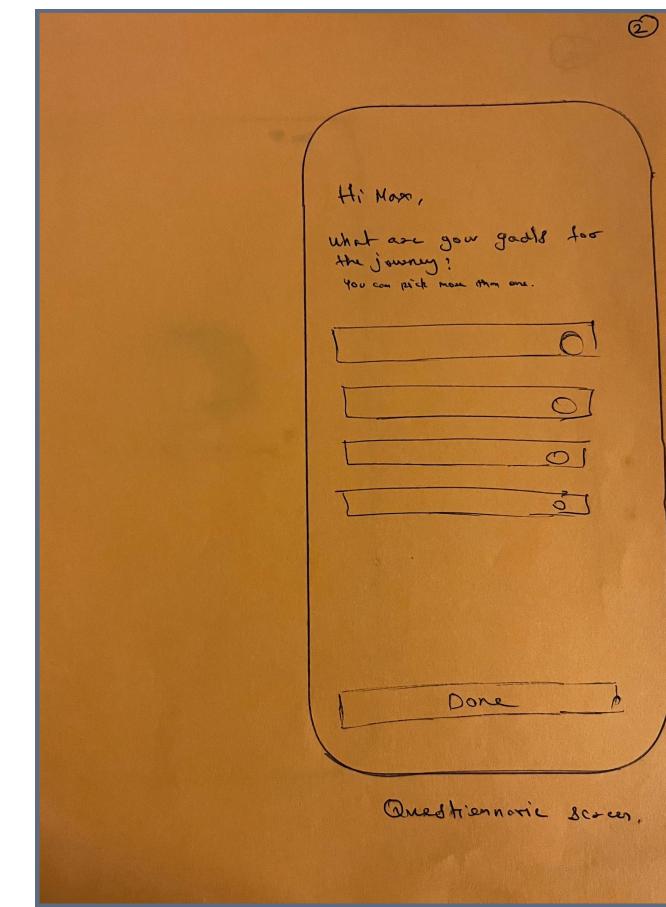
User Flow



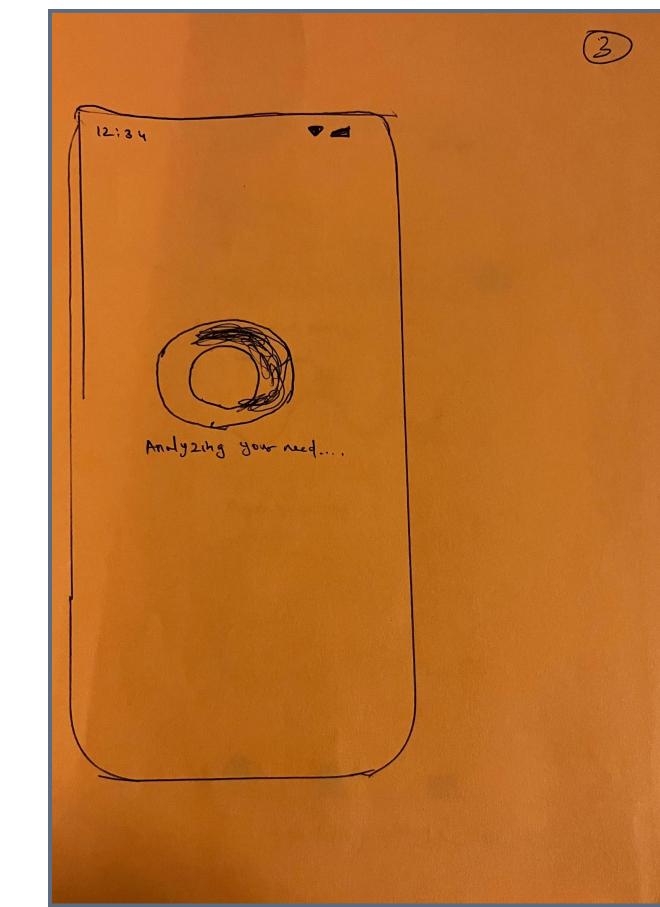
Sketches



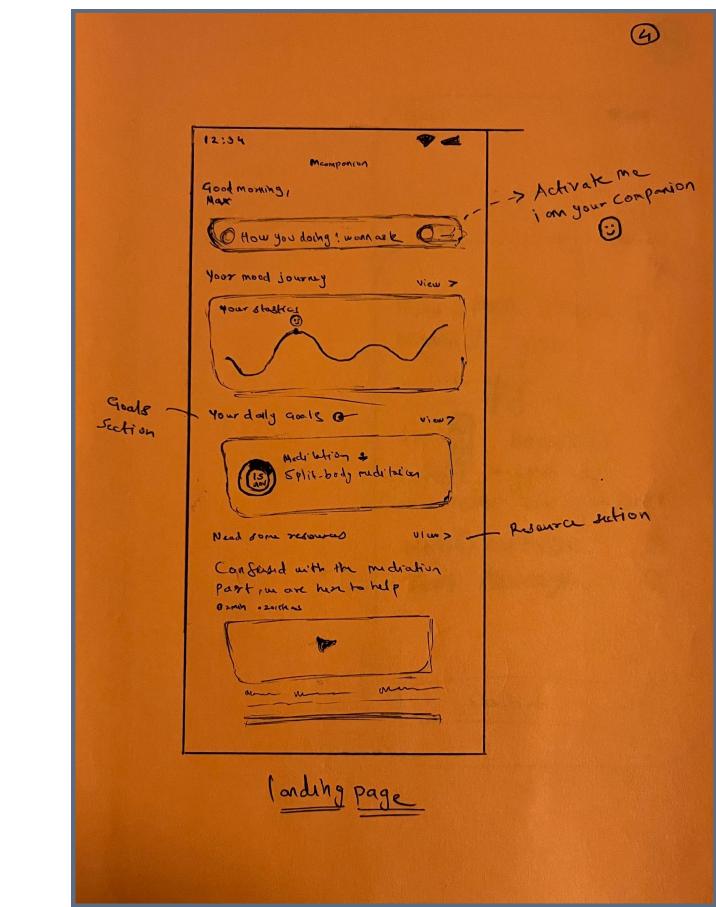
Onboarding Screen



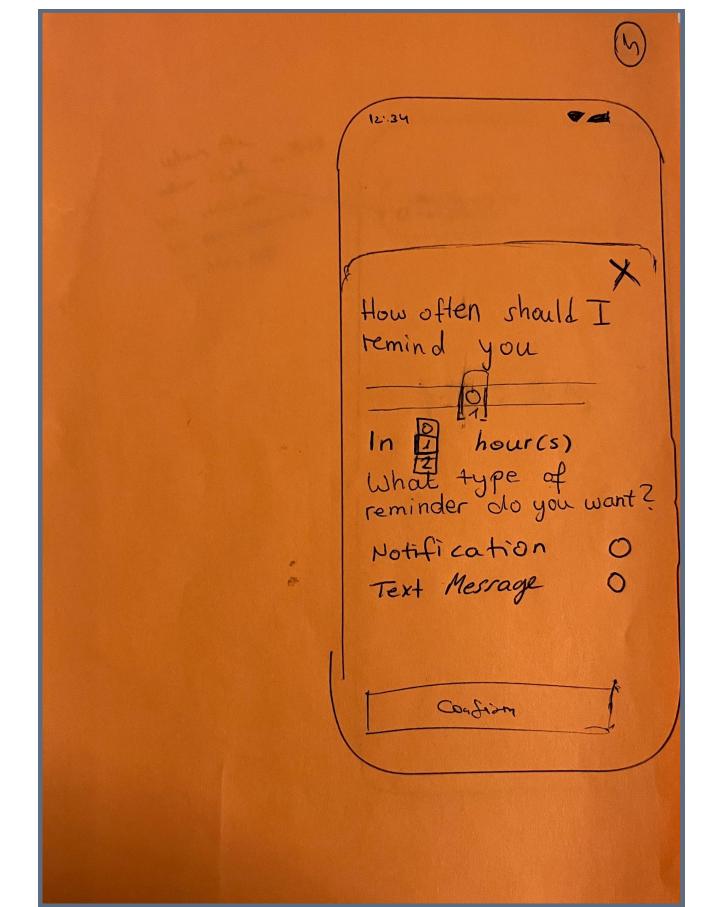
Questionnaire Screen



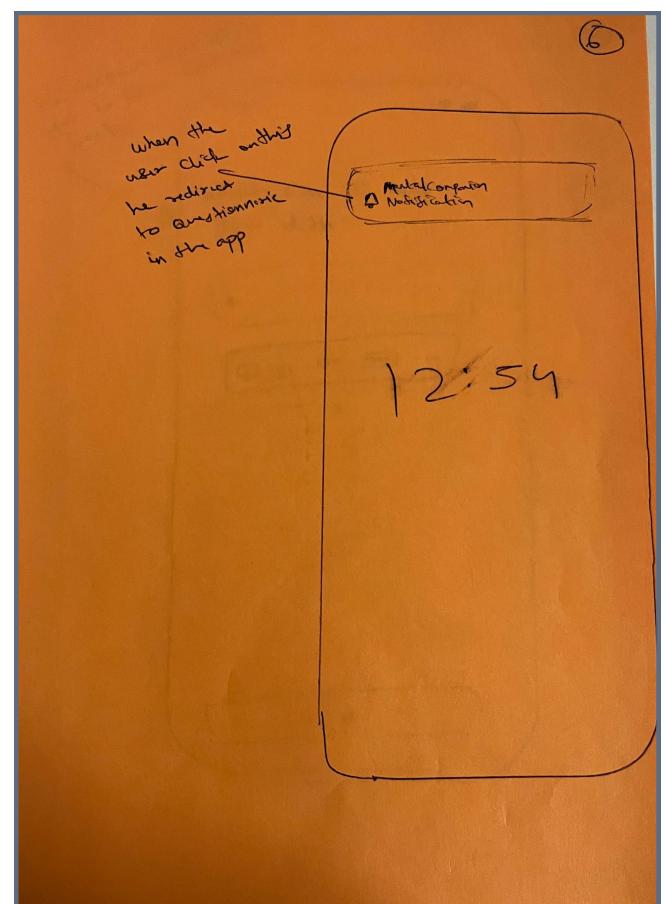
Feedback / Analysis screen



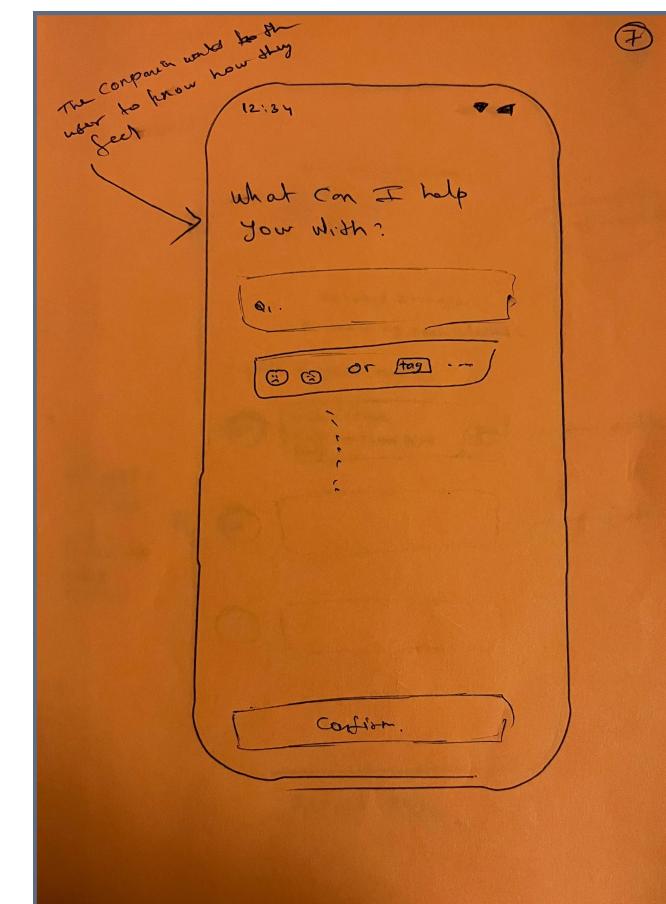
Landing Page



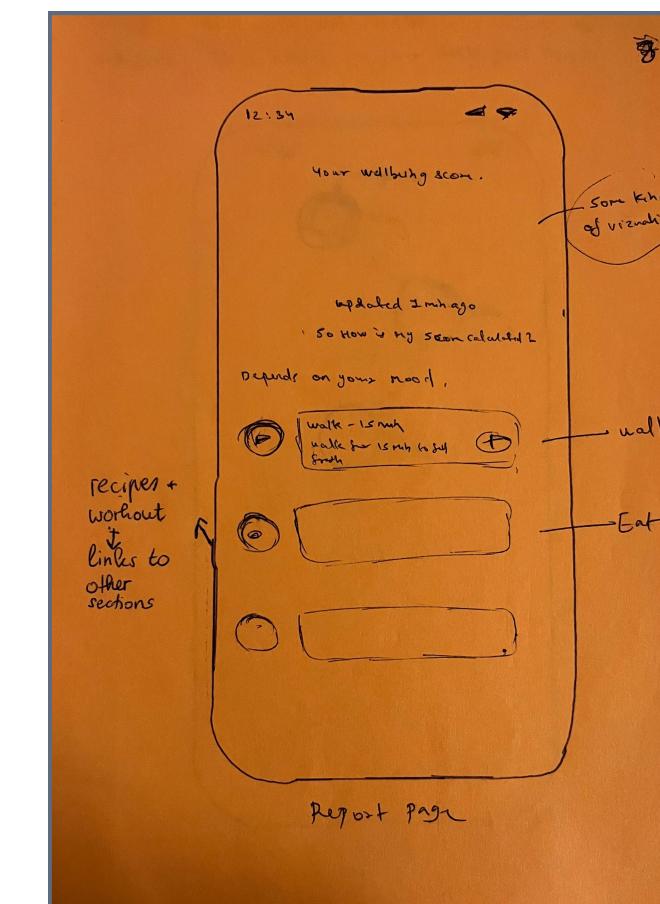
Companion Configure Screen



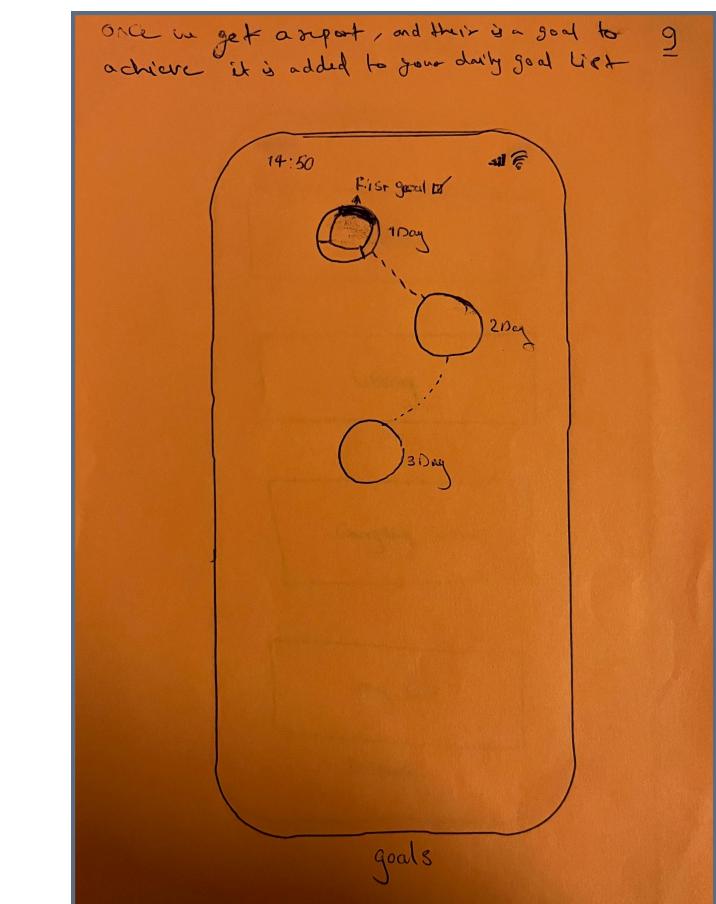
Notification Screen



Companion Feedback Screen

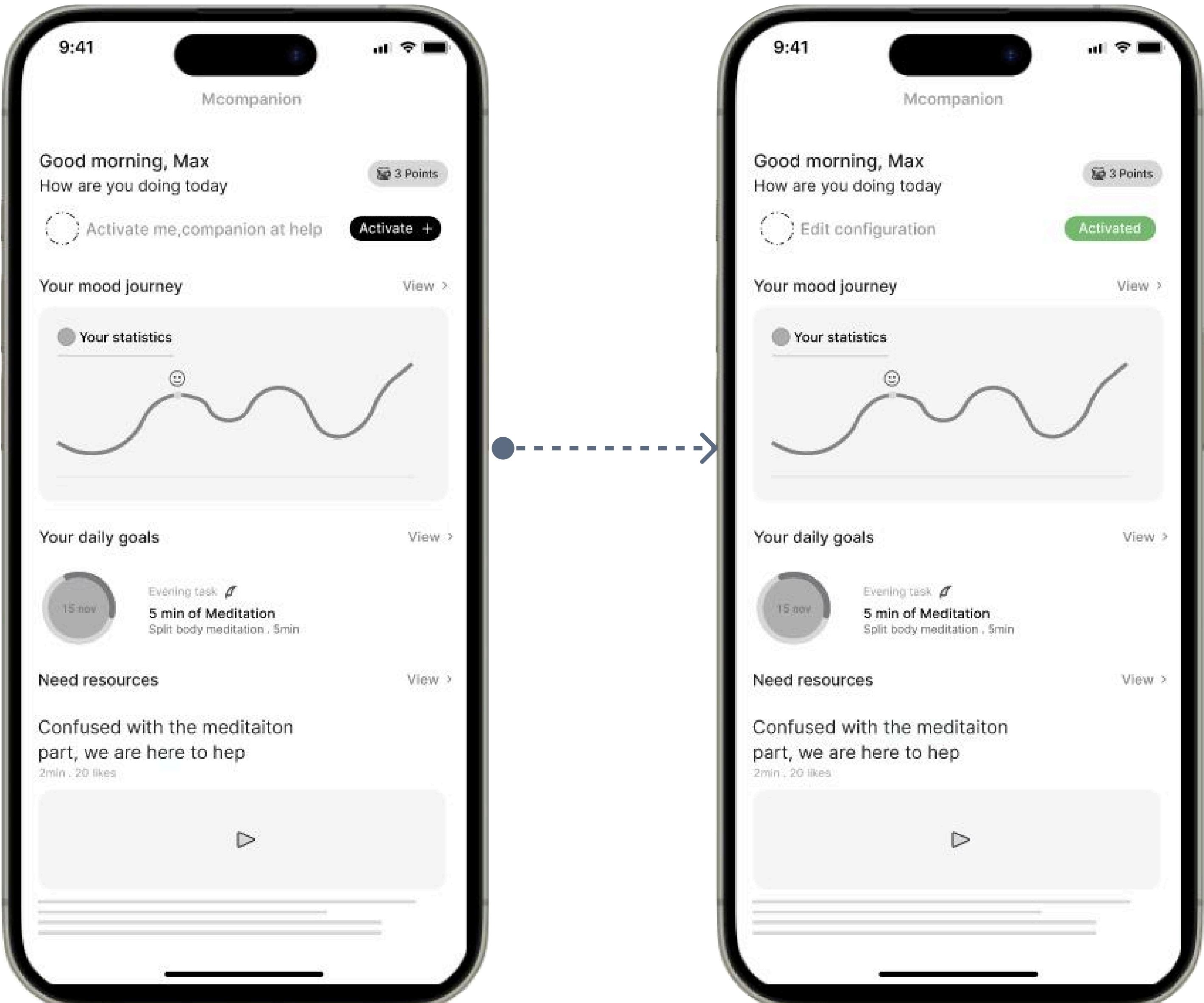


User Daily Report Screen



Goals Screen

Prototype - First Flow



Landing Page

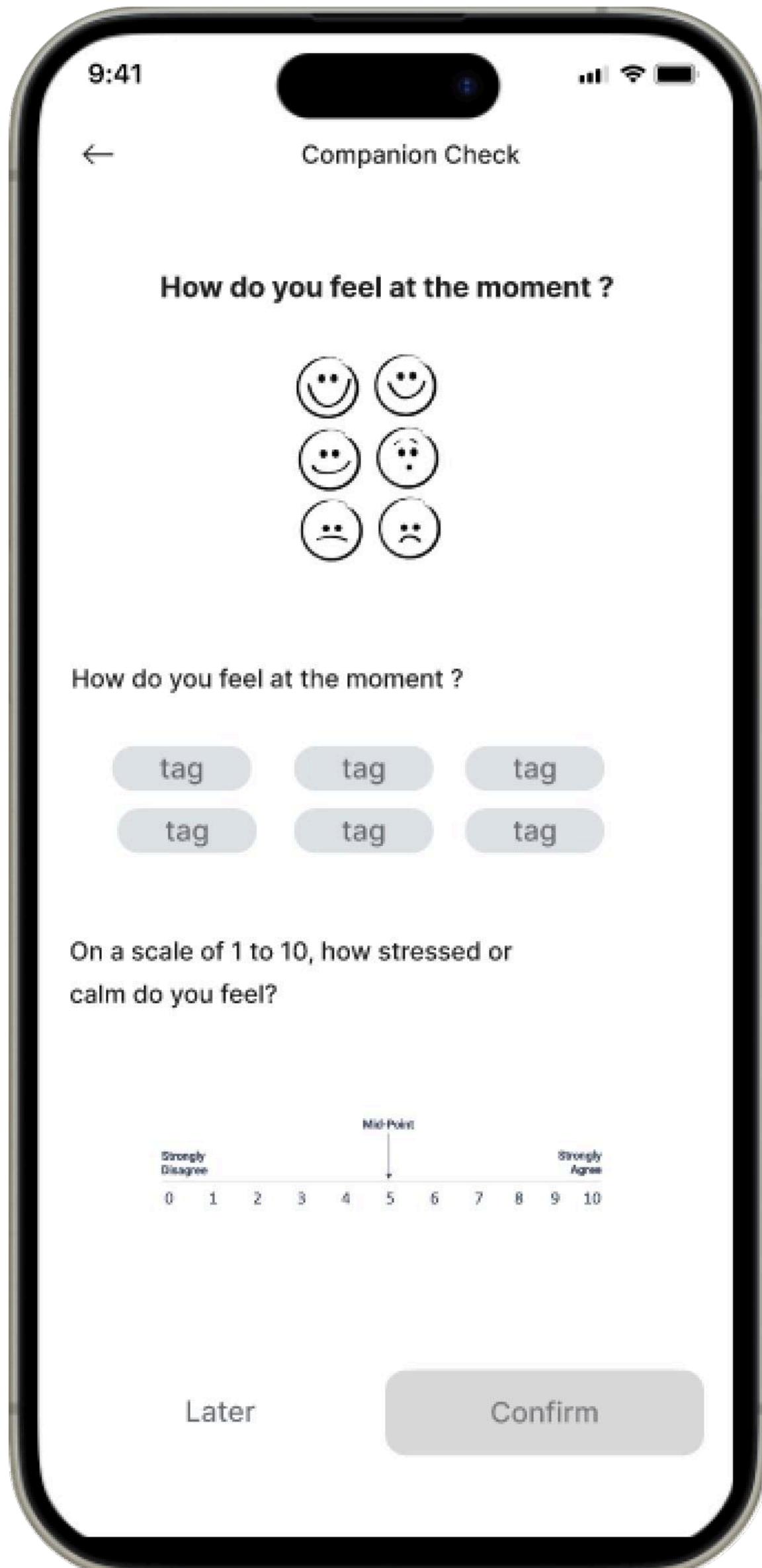
The landing page provides the option to enable the Mindful Companion, an AI-driven feature that delivers personalized support by analyzing emotional and mental input, by pressing on "Activate".

Using an initial survey and regular check-ins, it identifies patterns and tailors its recommendations to the user's unique needs, offering customized exercises.

The landing page also lets users access their daily goals, complete tasks directly, or add new ones as part of a quick check-up.

Additionally, users can access statistics or explore other media.

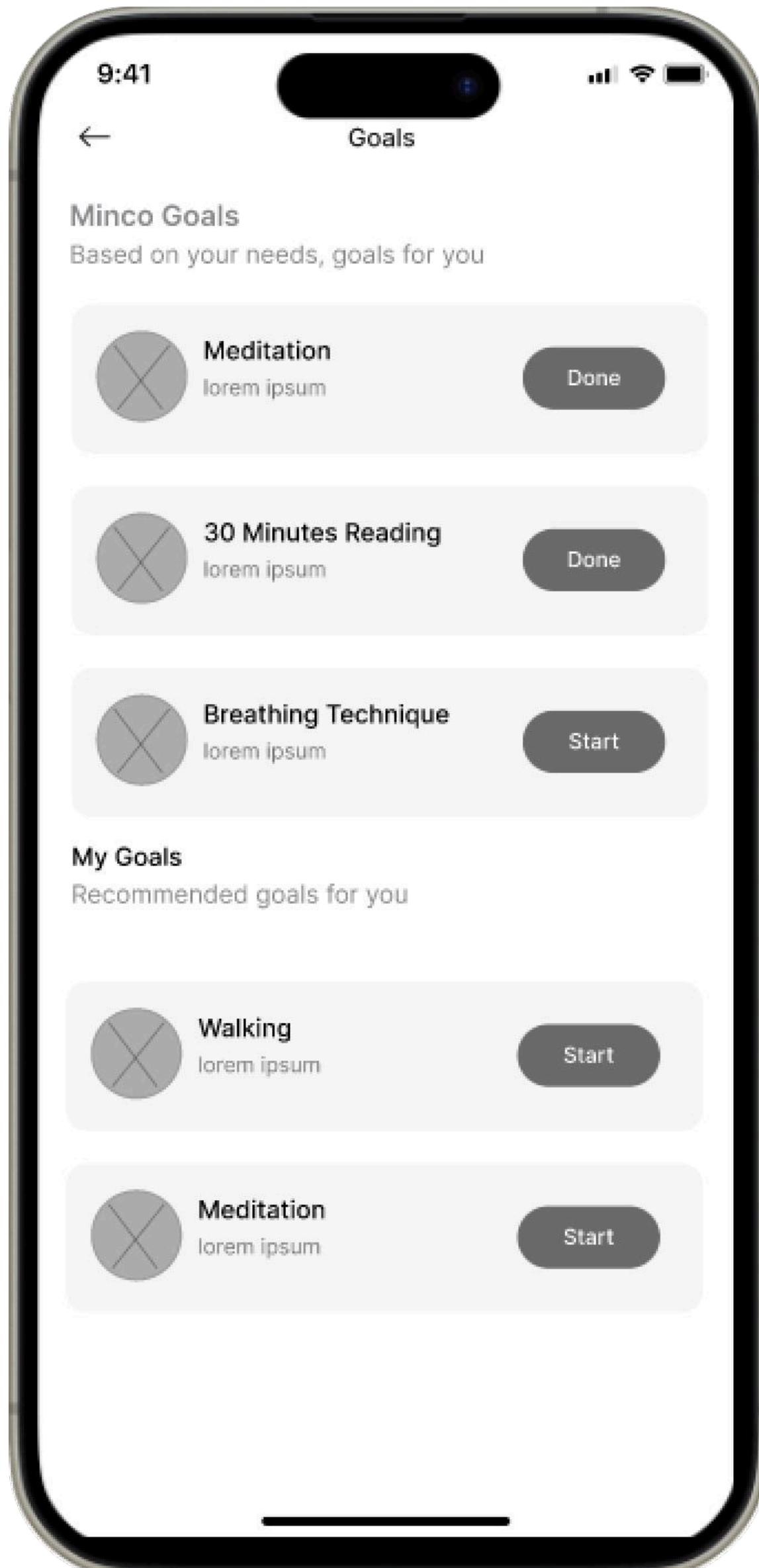
Prototype - Second Flow



Companion Feedback Screen

MinCo sends notifications to users and asks them a few questions to provide a general analysis of their mental state.

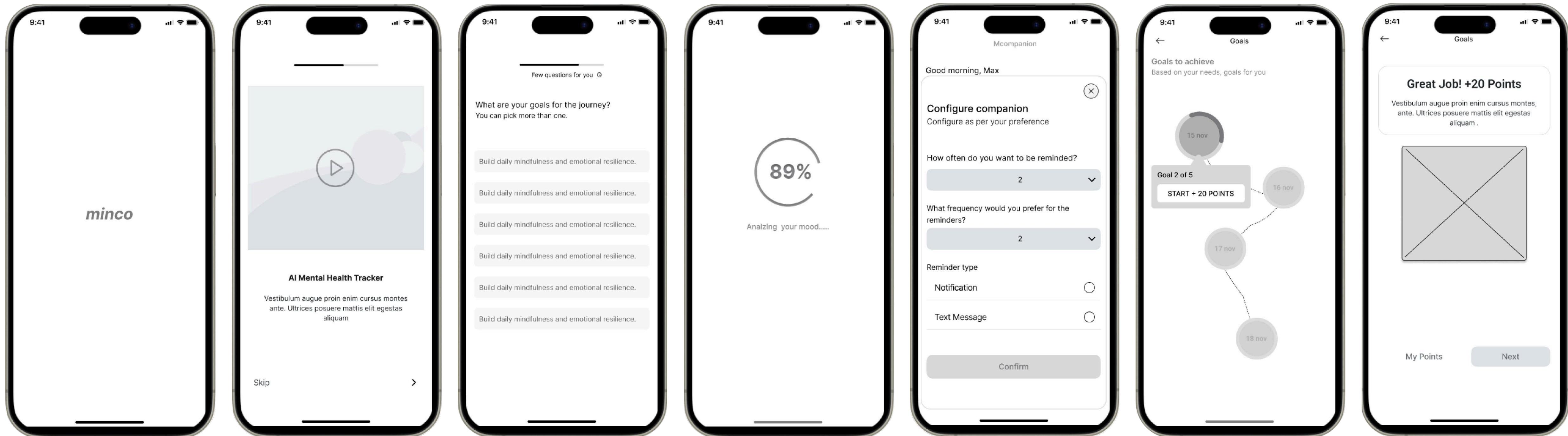
Prototype - Second Flow



Goals Screen

Users can complete their daily goals or add tasks suggested by the app (suggested by an AI companion) to the goals section and complete those as well.

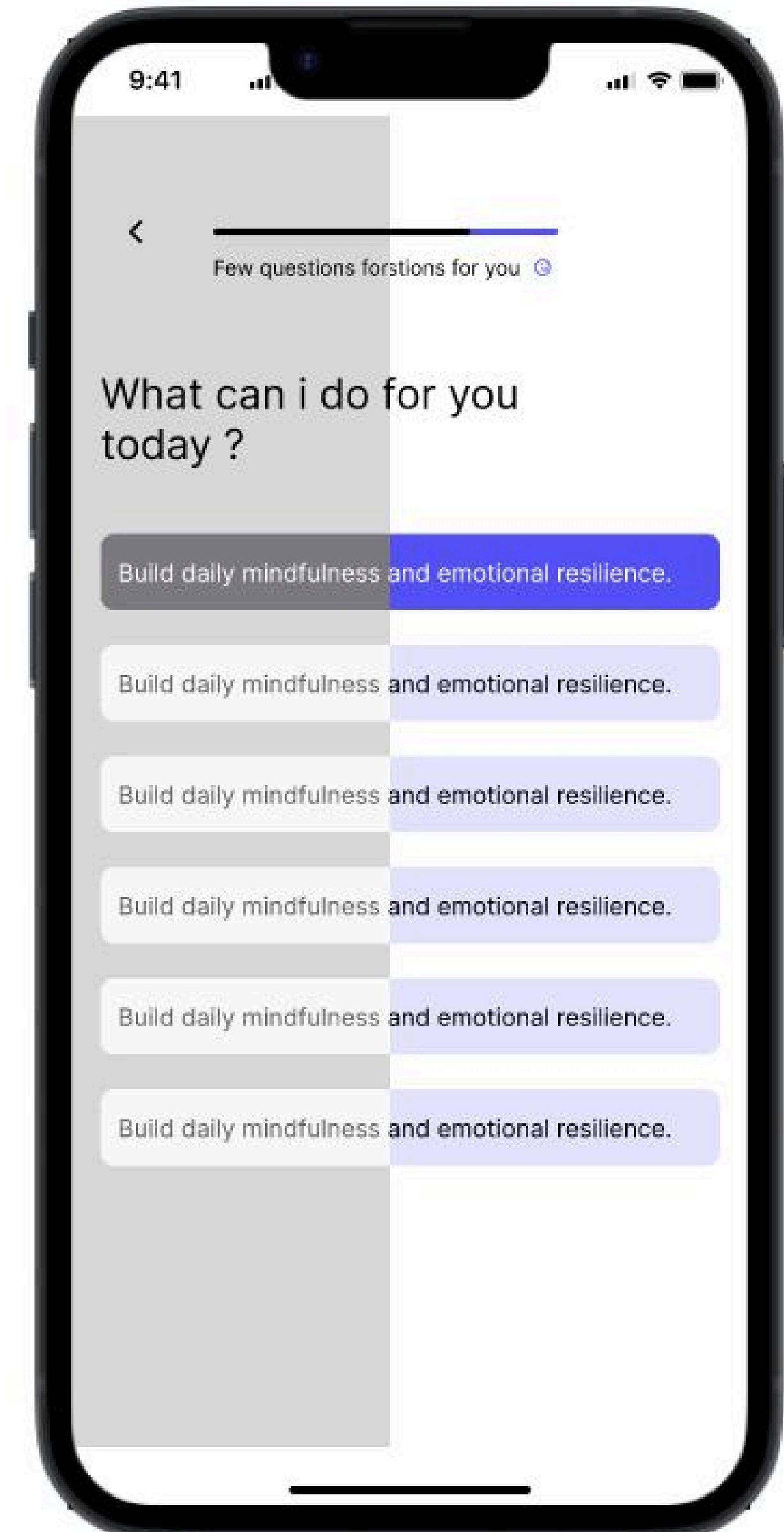
Other Screens



Future plans

As part of our long-term vision, we aim to integrate an AI-powered virtual assistant into the Mindful Companion app. This feature will serve as a 24/7 mental health guide, offering users immediate support and guidance on mental health-related inquiries.

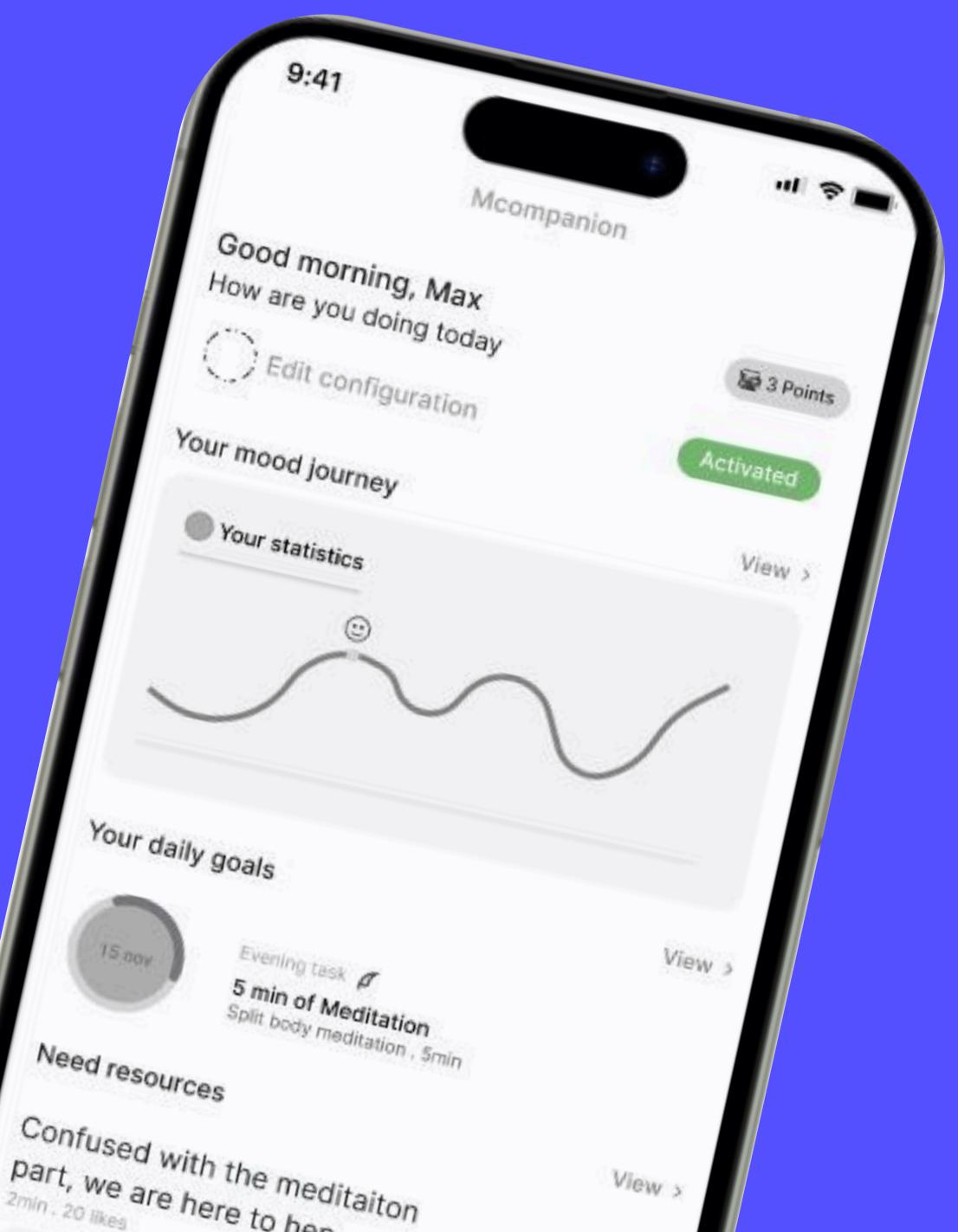
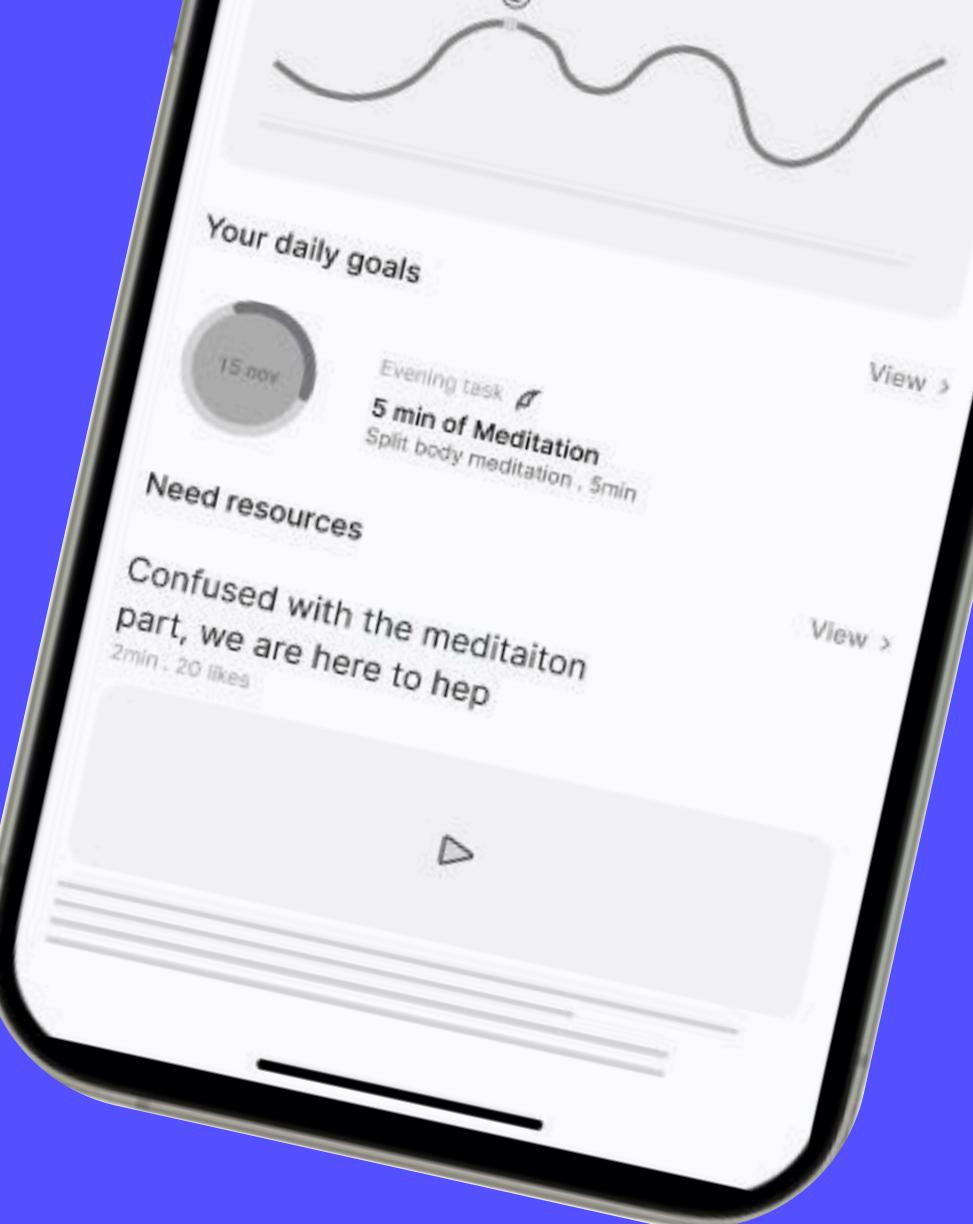
The feature will adhere to strict privacy regulations and ethical guidelines, ensuring user data is protected and recommendations align with best practices in mental health care.



Conclusion

Min-Co is designed to empower individuals by providing a **personalized, accessible, and proactive tool for mental well-being**. By combining guided goal-setting, real-time well-being insights, and actionable recommendations, the app supports users in **building healthier habits** and maintaining a positive mental state.

We believe Mindful Companion has the potential to transform how people approach their mental health—offering a digital space that is not just reactive but preventive, helping users take charge of their emotional well-being every day.



~ Great design feels like a friend, not a tool ~

