

MHS

Empowering Mindful Living

Your mental wellness, quantified and guided.

Enable individuals to understand and improve their mental health through data-driven self-assessment and actionable insights. MHS transforms how people engage with their mental wellness—making it measurable, personal, and empowering.



The Problem: A Gap in Mental Wellness

Today's mental wellness landscape leaves users without clear answers. Most people feel stressed or anxious but struggle to understand why—or when to seek professional help. Generic wellness apps offer one-size-fits-all advice, lacking personalization and meaningful feedback loops.

No Personalization

Existing apps deliver generic guidance without accounting for individual circumstances, habits, or triggers.

Invisible Progress

Users can't track subtle changes over time, making it impossible to identify patterns or celebrate improvements.

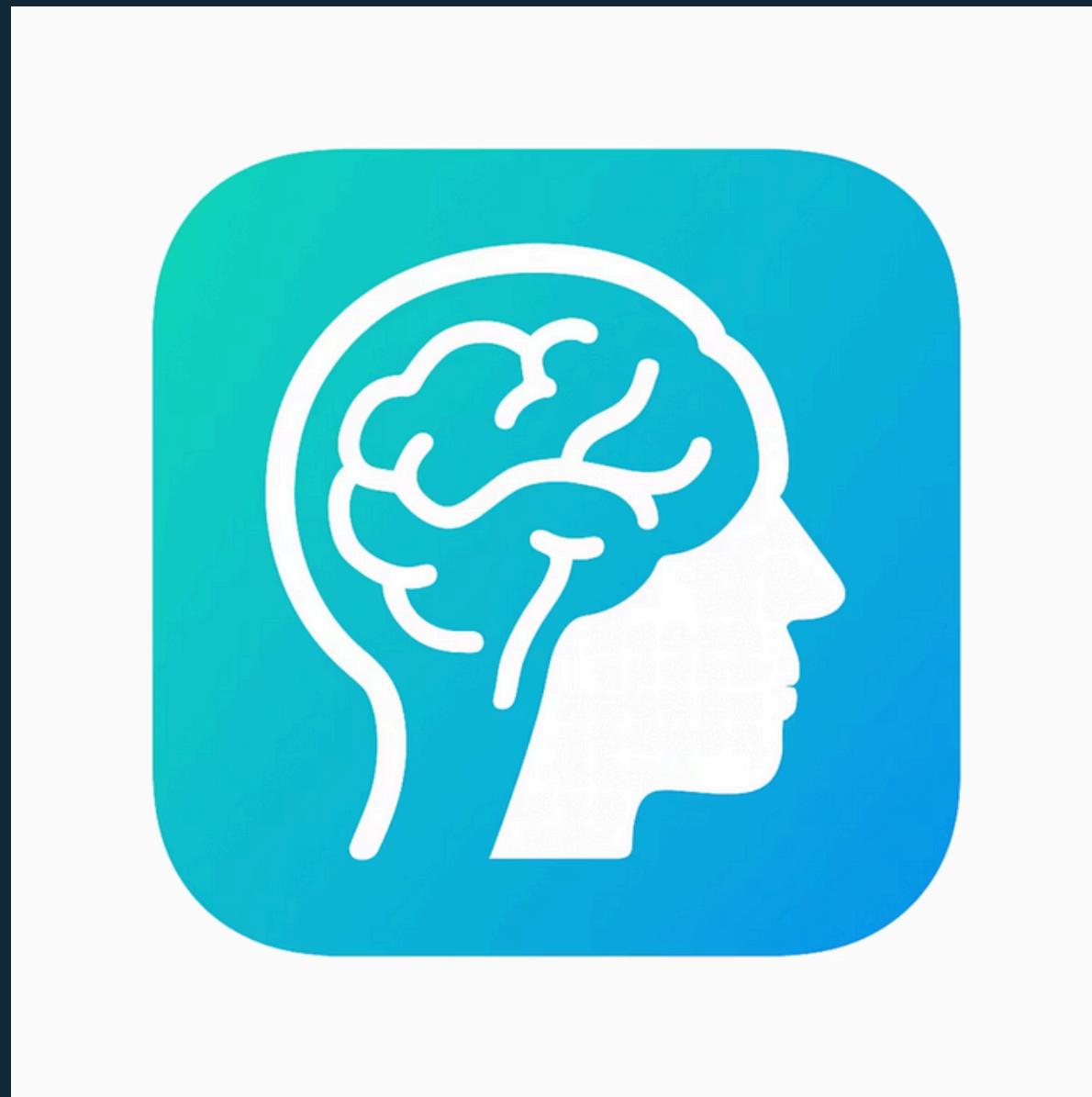
Unclear Next Steps

Without objective data, users struggle to decide whether they need reassurance, reflection, or professional guidance.

MHS: The Solution

What It Does

MHS is an iOS app that transforms how users understand their mental health. Through a dynamic, science-backed survey, users receive a personalized Mental Health Score that reflects their current state. The app then recommends targeted actions—whether that's reassurance, structured reflection, or professional guidance.



Self-Assess

Answer weighted survey questions about mood, sleep, and stress.



Get Score

Receive personalized MHS% based on your responses.



Take Action

Follow tailored recommendations and track trends over time.

Core Features & Architecture

MHS is built on a foundation of user-focused features, enterprise-grade security, and thoughtful design. Every element serves a purpose in the user journey.

1

Smart Onboarding

Splash animation and custom branding set the tone for a personalized experience from day one.

2

Secure Authentication

Firebase-backed login ensures user data remains private and secure at all times.

3

Dynamic Survey

Weighted questions adapt to user context, capturing mood, sleep patterns, and stress levels with precision.

4

Intelligent Scoring

Advanced algorithm calculates **MHS%** with real-time visualization through an animated score ring.

5

Professional Guidance

Curated recommendations connect users with resources aligned to their score and needs.

6

Behavioral Support

Gentle reminders, history tracking, and adaptive light/dark mode encourage consistent engagement.

Meet Our Users

MHS serves three distinct personas, each with unique needs and pain points. Understanding them shapes our product roadmap and feature prioritization.



Alex, 22

Student & Self-Discoverer

Alex wants to understand emotional patterns during high-stress periods like exams. Frustrated by feeling stressed without knowing when to ask for help, Alex needs objective data to guide decisions about seeking support.



Jordan, 28

Professional Balancer

Jordan juggles work demands while prioritizing mental wellness. Burned out but lacking structured reflection tools, Jordan uses MHS to maintain perspective and catch burnout early before it escalates.



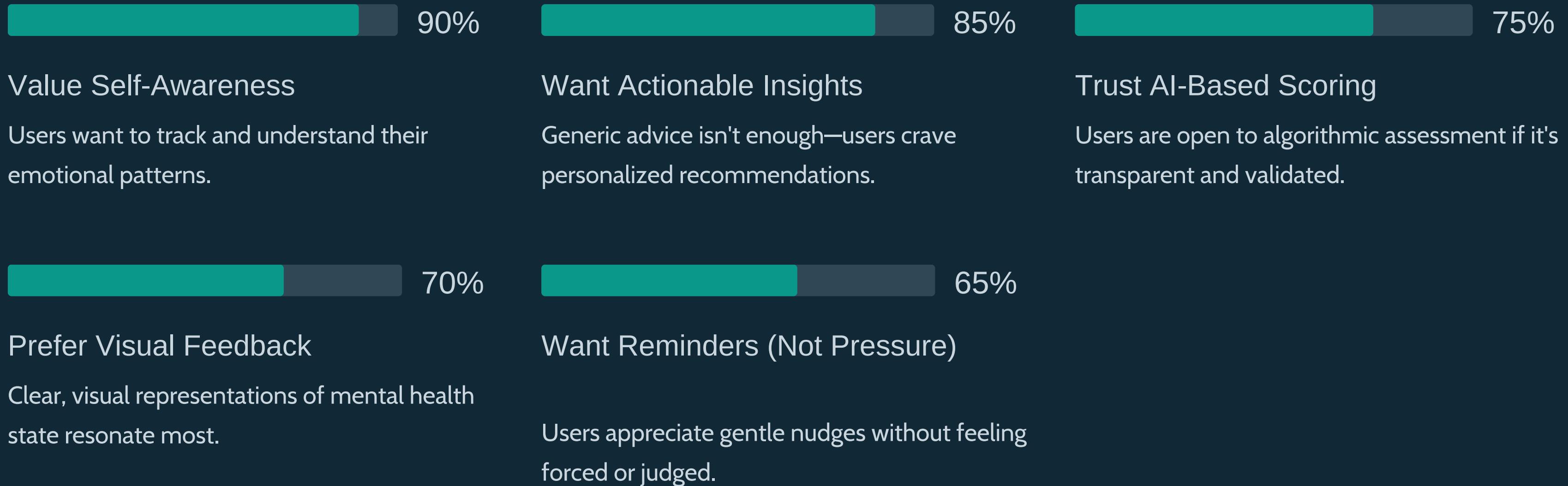
Priya, 35

Therapist & Data Advocate

Priya uses MHS analytics to deepen conversations with clients. Frustrated by patients lacking objective self-data, Priya appreciates having quantifiable insights to guide therapeutic sessions.

Market Validation: Users Want This

Our survey research reveals strong market demand for MHS's core value proposition. Users consistently prioritize self-awareness, actionable insights, and visual feedback.



The Scoring Engine: How MHS Works

At the heart of MHS is a transparent, weighted scoring algorithm that transforms user responses into a meaningful Mental Health Score. The formula balances multiple factors—sleep quality, stress levels, and energy—each weighted by importance.

Formula: $MHS\% = (\sum \text{Rank} \times \text{Option Weight}) / \sum \text{Rank} \times 100$

Example Calculation:

Factor	Weight	Response	Score	Result
Sleep Quality	0.30	7–8 hours	1.0	0.30
Stress Level	0.40	Moderate	0.7	0.28
Energy	0.30	Low	0.4	0.12
Final MHS%				70%

A score of **70%** indicates a healthy mental state with room for optimization. Users see this instantly through an animated visual ring, making the abstract tangible and actionable.

Why MHS Stands Apart

MHS isn't just another wellness app. Our competitive positioning focuses on personalization, data transparency, and clinical grounding. Here's how we compare to market leaders.

Feature	MHS	Headspace	Wysa	Calm	Others
Personalized Scoring	✓	✗	✓	✗	✗
Data Analytics	✓	✗	✗	✗	✗
Clinical Recommendations	✓	✗	✓	✗	✗
Adaptive UI (Light/Dark)	✓	✓	✓	✓	✓
Enterprise Security	✓	✗	✗	✗	✗

MHS uniquely combines personalized scoring, clinical grounding, and transparent analytics—a combination no competitor offers.

MVP & Path to Launch

Our Minimum Viable Product focuses on delivering core value with enterprise-grade quality. We're launching with essential features and a robust roadmap for growth and innovation.

Q1 2025: Foundation

Launch onboarding flow, Firebase authentication, and core survey with visualization.

Q2 2025: Validation

Beta test with 500 users. Refine weighted scoring engine and add history tracking.

Q3 2025: Growth

Introduce reminder system and curated professional recommendations based on scores.

Q4 2025+: Insights

Launch analytics dashboard, mood trend visualization, and advanced features like ML-adaptive scoring.

User Flow: Onboard → Take Survey → Receive MHS% → View Visual Result → Get Suggested Action → Optional Professional Link

Success Metrics & Business Model

We measure success through user engagement, retention, and satisfaction. Our freemium model creates accessible value while building a sustainable business through premium features and strategic partnerships.

500/2K/5K

DAU/WAU/MAU Target

Ramp users across daily, weekly, and monthly active cohorts.

4+

Avg Session Duration

Users spend meaningful time engaging with insights and actions.

60%

30-Day Retention

Majority of users return regularly, showing sticky engagement.

>50

NPS Target

Users actively recommend MHS to peers and professionals.

Freemium Model

Free Tier

- Unlimited surveys and scoring
- Visual MHS% results
- Weekly reminders
- Basic score history

Premium Tier

- Advanced analytics & trend reports
- Therapist sync capability
- Priority support
- Export data features

Growth Levers: Strategic partnerships with universities and wellness organizations, in-app sponsored mindfulness events, and enterprise licensing for therapists and corporate wellness programs.

Meet the Team



Product & Strategy Manager

Drives product vision, feature prioritization, and user experience strategy. Oversees roadmap execution, ensuring MHS aligns with wellness goals and user insights.



iOS Developer

Leads SwiftUI and Firebase integration.
Implements the scoring engine, survey system,
and visual analytics while maintaining app
performance and security.