



Krishna Prajapati

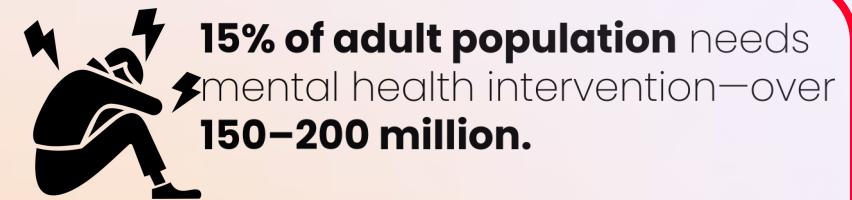
220548

# capstone project

# UNDERSTANDING PROBLEM

Drawing attention to India's mental health scenario

## Surge of Patients



Over **70–92%** of needing care get none, with only **0.75 psychiatrists per 100,000** vs WHO's 3.



## Affordability & Access



Care is **urban, costly, and underfunded**; **80%** cite cost or lack of services as barriers,



Worsened by poor insurance and **rural, digital divides**.

## Disconnected Care



Service across government, NGOs, and startups with no **integrated patient data**



Every time **new start**, makes **70–80%** users discontinue within the **first 2–6 sessions**.

## Stigma & Cultural Barriers



**1/2** of sufferers never seek help due to **stigma, shame, or normalization** of symptoms

Western therapy models often miss **cultural context**.

## Vision

To create a future where stigma, inaccessibility, and fragmented care in mental health are replaced with seamless, affordable support leading to calmer, healthier lives

## Stakeholders

### Core Users (Hearts of the Ecosystem)

- Patients → "I just want support that feels accessible, judgment-free, and constant in my healing journey."
- Therapists → I want tools to truly understand my patients **beyond** sessions."



### Enablers (Support Circle)

- Families & Caregivers → "We need reassurance and visibility into our **loved one's progress** without overwhelming them."
- Clinics & Hospitals
- Employers
- NGOs



### Controllers (System Guardians)

- Government → "Mental health is a public health priority, but gaps in policy and delivery slow us down."
- Insurers
- Investor



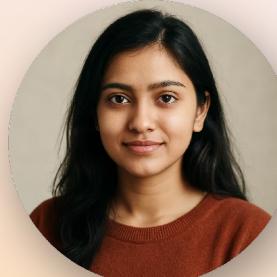
## User Insights

- 20% to 25% people are not even aware of their mental disorders.
- Many low-income users say they rely on informal support rather than professional help due to cost and lack of insurance
- Anonymous digital tools, peer support groups, and culturally sensitive therapy models receive high appreciation, especially among youth and women.
- Users want continuous engagement tools like chat, mood tracking, and reminders to improve retention

# USER PERSONA & JOURNEY

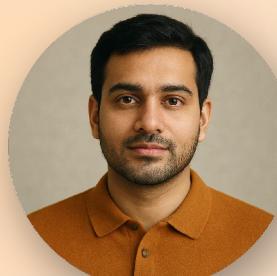


User



Riya

Age: 23



Aarav

Age: 30



Dr. Mehta

Age: 42



Persona

- Postgraduate student.
- Childhood sexual **trauma**, feels isolated.
- emotionally **isolated**
- Recurring anxiety

- Junior engineer in Tier-2 city.
- Avoids** therapy unless crisis



Pain Points

- High **costs**
- Unsafe, **judgmental** space.
- Hard to find structured healing path.

- Stigma: "**People** will judge me."
- Doesn't trust apps/therapy.
- Drops out after 1-2 visits

- Overloaded** with new patients
- Can't monitor patients **outside** sessions.



User journey

Riya

“(悲) ‘Do I really need therapy? It’s scary.’”

“(悲) Finds costs ₹1,500–₹3,000/session, intimidating signup”

“(悲) Nervous, **holds** back personal details”

“(悲) Feels progress is “reset” every week, **no one tracks** her in between”

“(悲) Feels **alone**, “No one **checks in** if I skip””

“(悲) Loses hope, partial reliance on self-help”

Dr. Mehta

“I don’t know her **day-to-day** struggles until she tells me.””

Sees **anxiety** spiraling before work, searches online

Browses therapy apps, **reviews**, prices

Meets Dr. Mehta (video/clinic)

Uses journaling app + meditation app + random **YouTube** content

Misses sessions due to cost + emotional **fatigue**

Therapy feels **disjointed** and expensive

# ASSUMPTIONS & COMPETITION

## Core Assumptions

- ❑ Digital-first adoption will rise with >70% **smartphone penetration** and affordable internet, making scalable reach possible.
- ❑ Users prefer continuous **low-friction** support (journals, check-ins, chat) before committing to high-cost therapy.
- ❑ Therapists will adopt tools if they reduce admin work and improve patient connection, not if they replace them.
- ❑ Trust, privacy, and cultural sensitivity are **non-negotiable**—without them, even strong features won't retain users.
- ❑ AI can handle 70–80% **routine engagement**, freeing human therapists for complex cases while maintaining oversight.
- ❑ Affordability matters — users will pay ₹200–₹600/month, but underserved groups need cross-**subsidization** via corporates/NGOs.

## Market Size

Mental Health Apps

**USD 497.9 million in 2024, USD 1.41 billion by 2030**

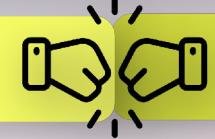
Mental Health Services

**USD 1.15 billion in 2024, USD 1.28 billion by 2033**

Self Refelction Apps

**USD 3 billion+ in 2024, USD 14.24 billion by 2033**

## Competition



### Main Feature

### User Rating

### Weakness

Tele  
MANAAS

24/7 free helpline, 2-tier counseling, crisis + self-help, multilingual, public system integration

Functional, wide access; basic app UX

Wysa

AI CBT chatbot, meditation, human text coaching, anonymity

4.9/5 Apple, 4.7/5 Play Store

LISSUN

AI-assisted screening, digital & in-person therapy, parent updates

Empathetic, comprehensive

Sangath

Free text counseling via WhatsApp, rural focus, integrated telepsychiatry

Good stigma reduction; low-tech ease

# IDEATING POTENTIAL SOLUTIONS

## Self Help Toolkit

- What it is:** In-app exercises, guided journaling, and mindfulness audio sessions.
- Why it matters:** Empowers users like Riya to act immediately when anxious, while reducing burden on therapists by handling mild/moderate cases.

## Digital Empathy Nudges

- What it is:** AI-driven push messages that feel supportive (e.g., "How are you holding up today?" with emoji tone).
- Why it matters:** Builds trust and emotional connection, reducing feelings of isolation and making the app feel "human."

## AI-assisted Screening & Triage

- What it is:** Gamified PHQ-9/GAD-7 screening + AI routing to self-help, therapy, or psychiatrist.
- Why it matters:** Removes confusion for first-time users, gives clinicians risk alerts, and ensures urgent cases get priority.

## Therapy Adherence Nudges

- What it is:** Smart reminders, progress streaks, and mini rewards for completing sessions or journaling.
- Why it matters:** Keeps patients engaged, reduces dropouts, and shows visible progress → higher therapy success.

## Integrated Patient History & Continuity

- What it is:** Centralized timeline of moods, journal entries, and therapy notes synced to therapist dashboard.
- Why it matters:** No repeated storytelling for patients, and therapists finally get a **360° view** of progress.

## Affordable Access Model (NGO/government tie-ups)

- What it is:** Sliding-scale pricing, insurance coverage integration, and NGO/government partnerships for subsidized care.
- Why it matters:** Makes therapy accessible to wider populations, bridging India's **80%+ treatment gap**.

### FEATURE

### Reach

### Impact

### Confidence

### Effort

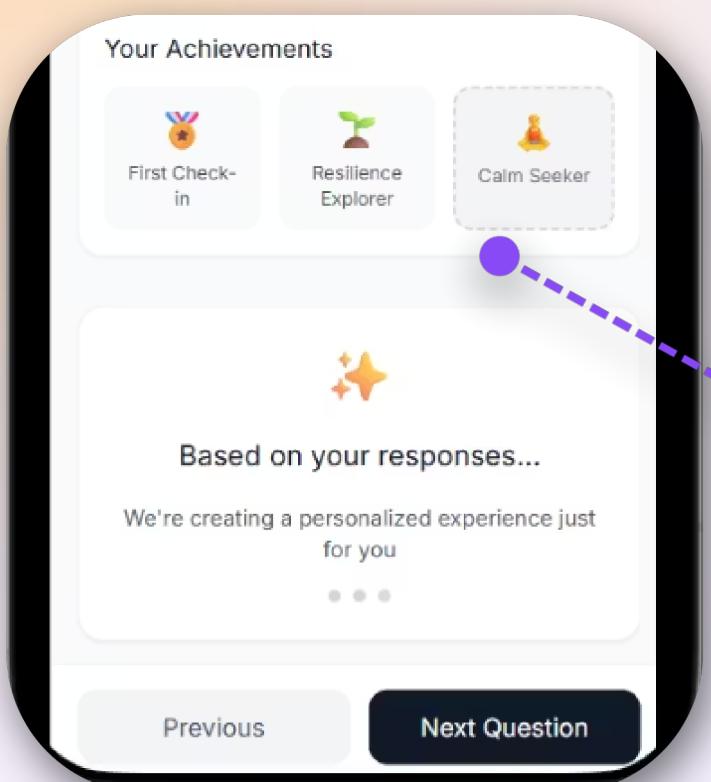
### Score

### User Thought

Self-Help Toolkit (CBT, Journaling, Mindfulness)	10	7	8	3	186.6	<b>Patient:</b> "I can do something immediately when I feel anxious." <b>Psychiatrist:</b> "Helps mild cases, saves sessions."
Digital Empathy Nudges (AI warmth, tone, micro check-ins)	7	8	8	3	149.3	<b>Patient:</b> "The small empathetic messages make me feel cared for."
AI-assisted Screening & Triage	9	9	8	5	129.6	<b>Patient:</b> "Finally, I know where to start without feeling lost." <b>Psychiatrist:</b> "I see who needs urgent care."
Therapy Adherence Nudges (reminders, gamified tracking)	8	8	7	4	112	<b>Patient:</b> "The little streak badges keep me going." <b>Psychiatrist:</b> "Dropouts reduce, progress is visible."
Integrated Patient History & Continuity	8	10	7	6	93.3	<b>Patient:</b> "I don't have to repeat my story again and again." <b>Psychiatrist:</b> "Finally, I see the full journey."
Affordable Access Model (tiered + NGO/government tie-ups)	9	8	6	7	92.6	<b>Patient:</b> "Finally, therapy isn't only for the rich."

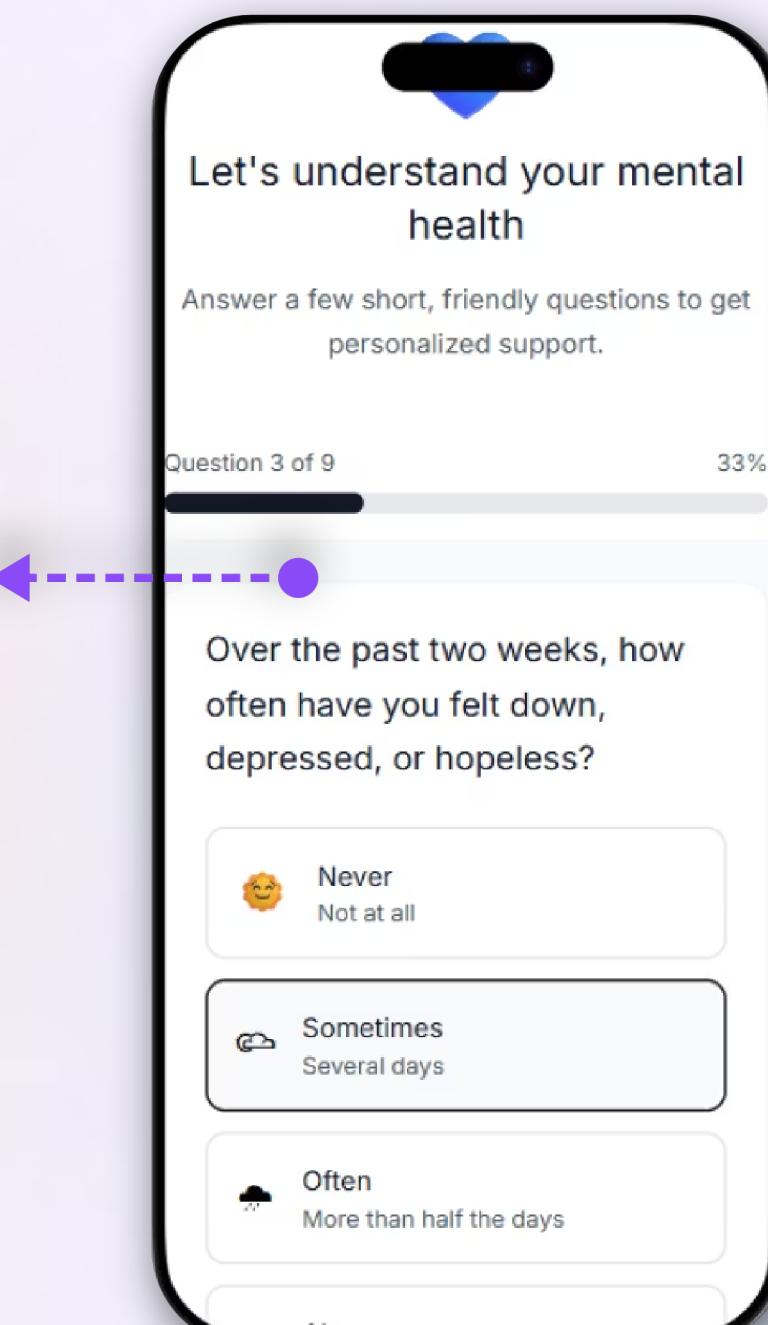
# DETAILED SOLUTION - WIREFRAME

## Patient's Perspective



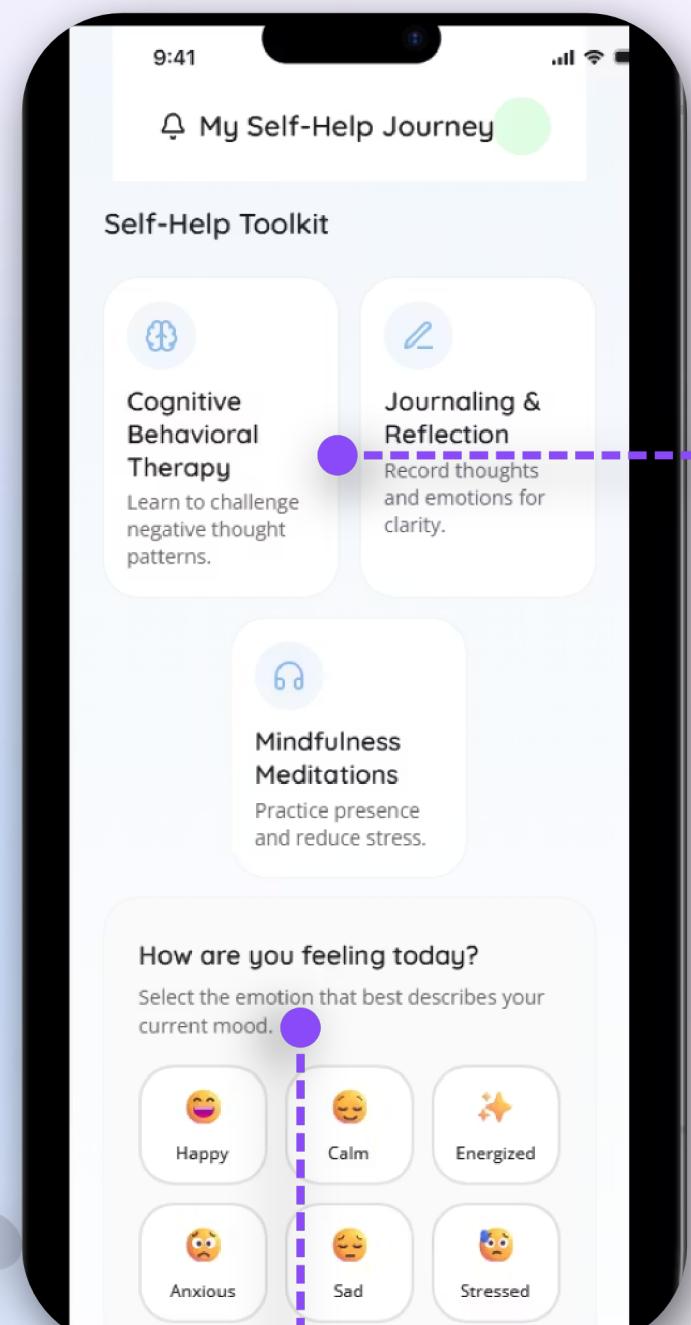
### Gamified Ques Card:

- One **question** per card (swipe left/right or tap answer).
- Soft **icons** for each response



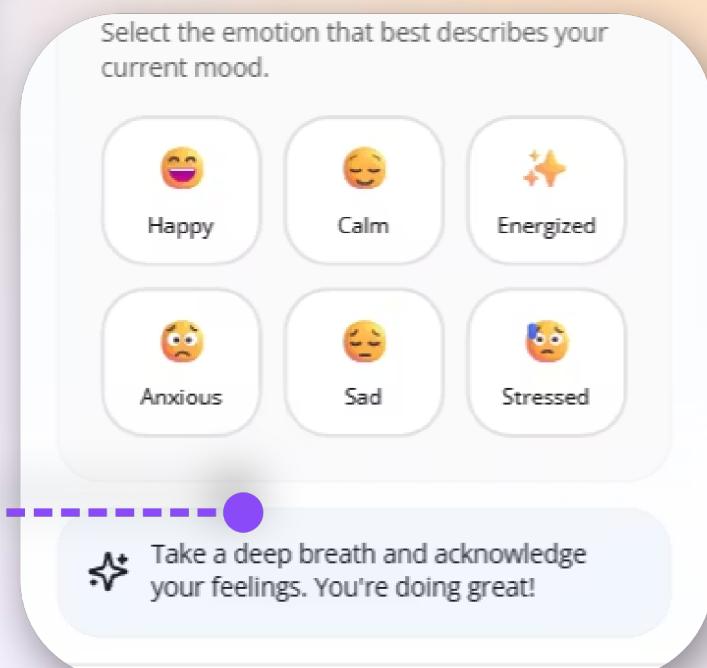
### Motivational Badges:

- On completion: "⭐ You completed your first check-in!"
- "🌱 Resilience Explorer" **badge** for finishing PHQ-9.
- "🧘 Calm Seeker" badge for GAD-7.
- Gentle **summary** screen



### Empathy Nudge Card:

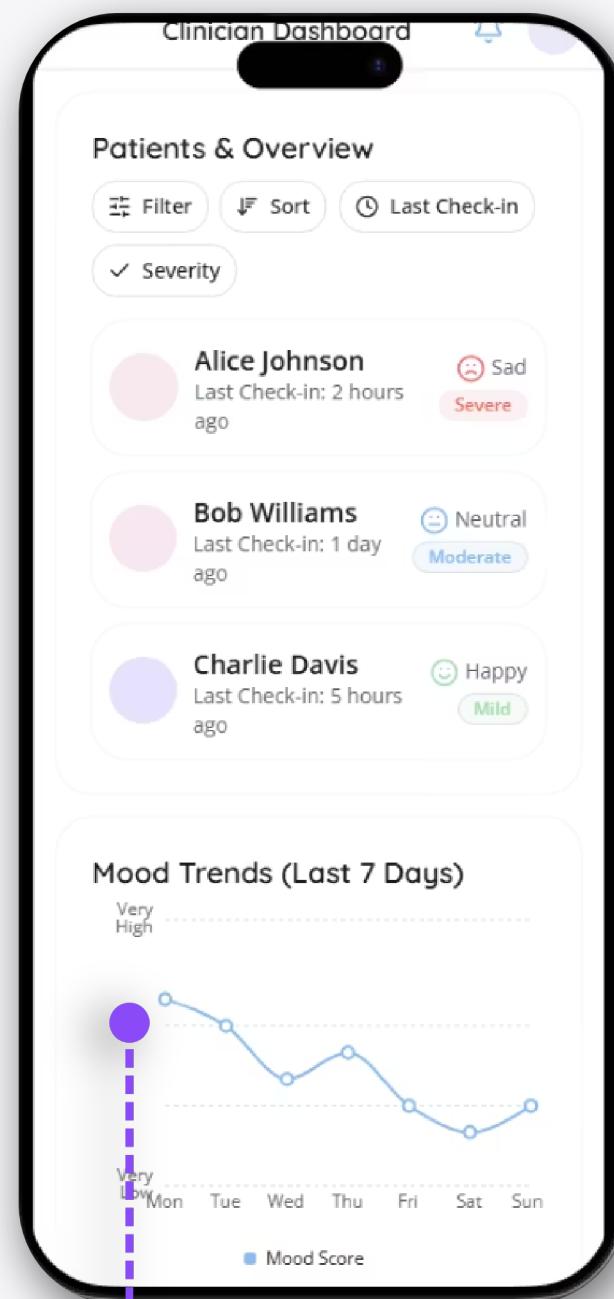
- AI-generated **supportive** message
- Micro **Check-in** Features



### Structured options for activities:

- CBT: gives therapy to counter the **negative** thoughts.
- Journalism: To keep all the thoughts, **root cause** for further treatment and relaxation.
- Mindful Meditations: practice emotion **regulation**

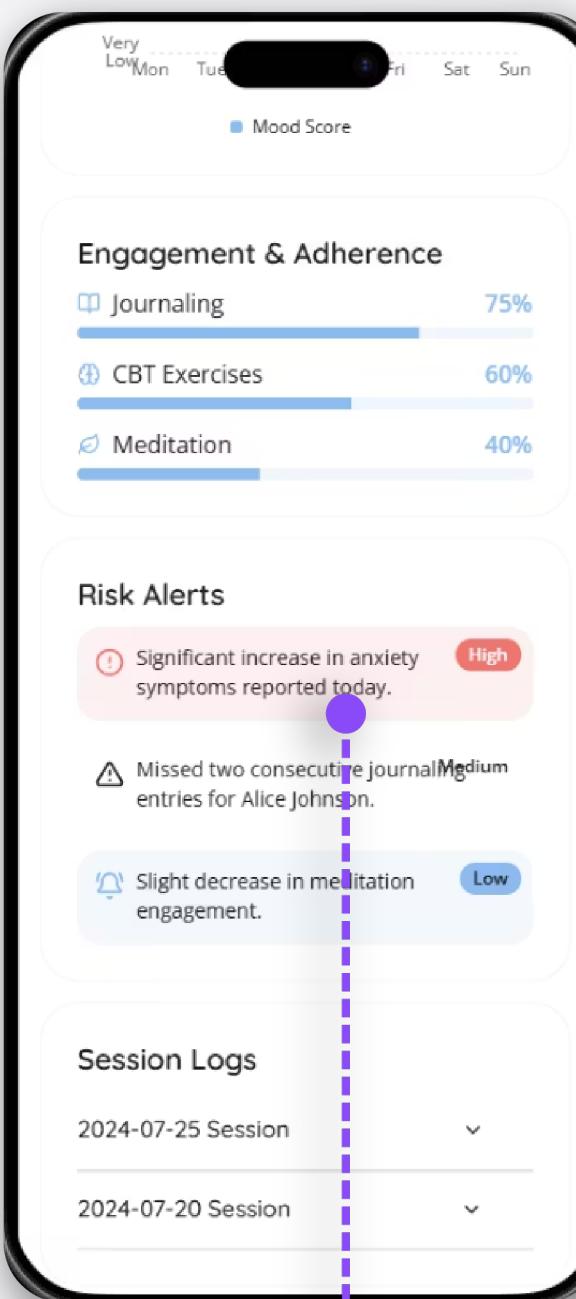
# Psychiatric Perspective



## Patient Detail View

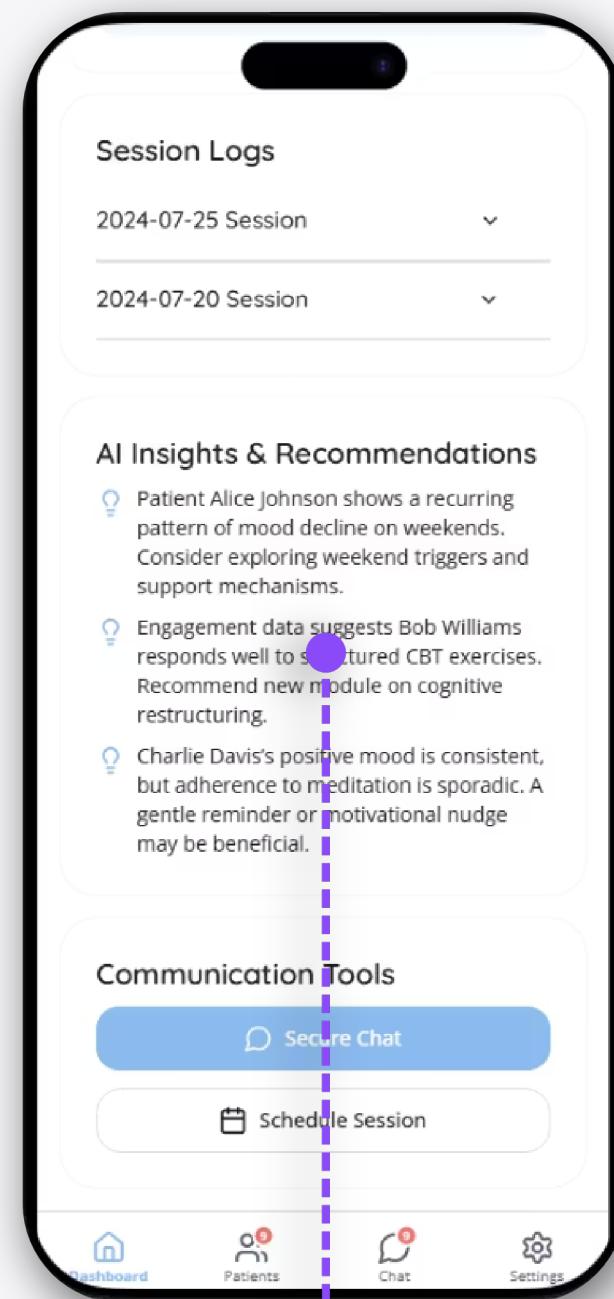
- Patient **list** panel
- Mood **trend** graphs

Try Pitch



## Adherence & Engagement

- Track journaling **streaks**
- Risk** alert



## AI Insights & Recommendations

- Nudges like "Patient anxiety **spiked** 2x this week—consider check-in."
- Alerts on possible **drug** side-effect patterns



## Phase 1

- **Geography:** Metros (Delhi, Bangalore, Mumbai, Hyderabad).
- **Personas:**
  - Students (IITs/IIMs/engineering/medical colleges) under **academic stress**
  - **Young professionals** (startups, IT, consulting) managing **burnout**.

## Market Entry & Segmentation

## Phase 2

- **Corporate Wellness:** IT, consulting, and startup sectors.
- **Universities & Colleges:** Counseling integrations
- **Insurance:** Wellness add-ons with insurers (Digit, ICICI, **PolicyBazaar**).

## Phase 2

**Cities:** Jaipur, Indore, Lucknow, Coimbatore.

### Strategy:

- **Localized** content in Hindi, Tamil, Kannada.
- Tie-ups with NGOs, state-level Tele-MANAS programs.
- Affordable **pricing** + cultural sensitivity to reduce stigma.

## Positioning & Differentiation

- **Tagline/USP:** "Your Pocket Therapist: Empathy + AI + Real Clinicians."
- **Differentiators vs Headspace/Calm/Wysa:**
  - Indian-first: affordability (₹299–499 tiers), **multilingual** UI.
  - AI empathy nudges → gamified, stigma-free engagement.
  - Clinician-verified integration → **hybrid** AI + therapist model.
  - Measurement-Based Care dashboards for psychiatrists.
  - Relatable **storytelling** + culturally relevant wellness (exam stress, career anxiety).

## Acquisition Channels (Multi-Channel Funnel)

### Digital

- Influencer Marketing: Instagram & **YouTube**
- SEO + Content Engine
- Student Communities: Discord, **Reddit**, college clubs
- IITs/IIMs ensures word-of-mouth **trust**

### Partnership

- PEPM (₹150–250) or **utilization**-based pricing
- Provide free/freemium self-help toolkits + **subsidized** therapy.
- Government **Tie-Ups:** Tele-MANAS, NIMHANS, CSR programs

# A/B Testing Model for GTM

Test Variant	Variant A	Variant B	Metric	Goal
Onboarding Flow	Minimal steps, simple welcome	Gamified, interactive tutorial	Activation rate (first week)	Identify which flow drives faster adoption
Pricing Page	₹299/month vs ₹499/month	₹399/month	Conversion rate from free → paid	Optimize subscription uptake
Marketing Copy	"Reduce stress in 10 mins/day"	"Feel happier and calmer daily"	CTR / Install rate	Find the most persuasive messaging
Push Notifications	Daily nudges	3x/week nudges	DAU / Retention	Maximize engagement without fatigue
Therapist Chat Offer	Show after 1 week	Show immediately	Paid upgrade rate	Find optimal timing for upsell

# REVENUE MODEL & North Star Metrics



Revenue Model

B2C

B2B2C

## Freemium → Subscription Upsell

- **Freemium Base (₹0)**
  - Daily journaling, mood trackers, nudges, basic CBT self-help modules.
- **Hybrid Therapy Plans (₹999–₹2,999/month)**
- **Premium Subscription (₹299–₹499/month)**
  - AI-guided sessions, therapist chat (async)

## Insurance Tie-ups

- Mental health subscription as part of preventive care package.
- Revenue share on premiums (per-user/year basis).

## NGO & Government Programs

- Cross-subsidized access for low-income groups.

## EdTech / Fitness App Partnerships

- Embed journaling + CBT modules into learning/fitness apps.
- Revenue-sharing (e.g., 20–30% on upsells).

## North Star Metrics (NSM)

1. Self-Help Toolkit (CBT, Journaling, Mindfulness)

active users completing **≥3 self-help activities per week**

1. AI-assisted Screening & Triage

**first-time** users completing screening and being **routed correctly** (self-help / therapy / psychiatrist)

1. Therapy Adherence Nudges (Reminders, Streaks)

patients **attending all** scheduled sessions for 4+ weeks

1. Integrated Patient History (For Psychiatrists)

therapists **actively** using longitudinal patient **history** during consultations

1. Digital Empathy Nudges (AI Warmth & Micro Check-ins)

users **engaging with nudges** (responding / journaling / mood tracking)

1. Affordable Access Model (Subsidies, Insurance)

patients starting therapy under **subsidy** or insurance coverage



# Want to make a presentation like this one?

Start with a fully customizable template, create a beautiful deck in minutes, then easily share it with anyone.

[Create a presentation \(It's free\)](#)