OUR FINAL PRESENTATION

Team 1

25 October 2024

PJM6825- Agile Lean Product Development

Our Team

Bhupinder Kaur	Dhruvi Dhoka	Het Akhani	Megna Alampalli	Nidhi Dharsandiya
I hold an engineering degree from India (2011) and bring over a decade of IT experience, with more than five years in project management.	I am currently pursuing a Master's in Project Management at Northeastern University, building on a strong academic foundation with a Master of Commerce, a Bachelor of Commerce from Mumbai University, India and 2 years of professional experience.	I hold a Bachelor's degree in Business Administration and am currently pursuing a Master's in Project Management.	I pursued a Master's in Business Analytics, followed by a year of hands-on experience as a Business Analyst at Talent Inc. Currently, I am advancing my expertise with a Master's in Project Management at Northeastern University, Boston.	I hold two master's degrees—one in Commerce with a focus on Management and another in Business Administration (MBA). With over 7 years of practical experience in various management roles,

An Overview of CareNU
Northeastern University Mental Health Wellness App

The CareNU app is designed to provide Northeastern University students with easy access to mental health resources, habit tracking, and journaling tools.

24/7 Mental Health Support

Allows users to monitor their wellness goals, achievements and offers meditation

Enables quick access to NU emergency resources and contacts.

User Community Forum

Our Hypothesis on Target Audiences- High Level

	Undergraduate Students (Aged 18-22)	**Graduate Students (Mid-20s to Early 30s)**	**PhD Students (Late 20s to Early 30s)**
Background	Typically fresh from high school, these students come from diverse backgrounds.	Usually have some work experience and are focused on career advancement or changing fields.	Deeply engaged in specialized research, with professional or academic experience.
Challenges	Adjusting to college life, managing time between academics, extracurriculars, and social life, facing financial pressures, and career uncertainties.	Balancing academics with part-time work, internships, or family responsibilities, managing time, and handling career pressures.	Managing long-term research projects, securing funding or grants, balancing responsibilities, and dealing with isolation from intensive research.
Motivations	Personal growth, academic achievement, career exploration, and making new social connections.	Career advancement, professional networking, and accessing real-world projects through co-ops.	Intellectual curiosity, contributing to their field, and achieving expertise.

Graduate Persona

My Motivations

I am motivated by the opportunity to work on real-world projects and actively engage in my job search.

Name	Avika Shukla
Gender	Woman
Course	Graduate
Age	25 Years
Ethinicity	South Asian (Indian)

**Hi,
I am a
Northeastern
Graduate student**

My Challenges
I am balancing academics with other responsibilities, such as part-time work, while adjusting to the United States healthcare system and living conditions.

My Nuclear Events

My nuclear triggers are feeling unwell, loneliness, and homesickness.

My Wellness Goals

My goals are to prioritize my health and increase opportunities to socialize.

"I struggled a lot with homesickness and adjusting to the cultural differences, especially understanding the way things work here, like public transportation and navigating through the healthcare system. I fell sick initially when I came to the US. I shared a 2-bedroom home with 5 other girls from different backgrounds."

Product Idea Development

Identifying the Problem

The survey showed that 59.5% of students needed help but weren't receiving it, revealing a gap in accessible wellness resources that the product aims to fill.

Understanding the Target Audience

Survey data indicated that the majority of students (48.6%) were younger (16-24), and struggling with academic stress and wellness, which shaped the focus on undergraduate and graduate personas.

Addressing Under-Served Needs

With 70.3% of students prioritizing mental wellness but 83.8% not using available resources, the product was designed to make mental health services more accessible.

Prioritizing Key Features (MVP)

Data showed that lack of motivation (40.5%) and time (35.1%) were major barriers, leading to the prioritization of motivational tools, time management features, and easy access to wellness support.

Under-Served Needs of Target Audience

Mental Health Support

70.3% of students prioritized mental wellness, but 83.8% had not accessed existing resources, indicating a clear need for more accessible and engaging mental health support.

Motivational Tools

Lack of motivation was identified as a barrier by 40.5% of respondents, suggesting that tools for encouraging and sustaining wellness habits are under-served and highly demanded.

Time Management Solutions

35.1% of students cited time as a major obstacle to wellness, highlighting the need for time management and productivity features that align with their busy schedules.

Easy Access to Resources

While 59.5% of students reported needing help, many were not receiving it, pointing to a demand for streamlined access to wellness services that are quick and easy to use

Key Functionality & MVP Concept of Care NU

Key Functionality/ Features	MVP Concept
• Login/Sign-In and Guest Login	Provides secure access and allows users to seek help without creating an account.
• Home Page with Daily Goals	Enables users to set and track mental wellness goals each day.
• "How Are You Feeling Today?" Bar	A quick and simple way for users to reflect on their emotional well-being.
• Technical Support Page	Offers help for technical issues directly within the app.
• Northeastern Resource Links Page	Gives easy access to university mental health resources and support services.

Benefits of CareNU to Potential Customers

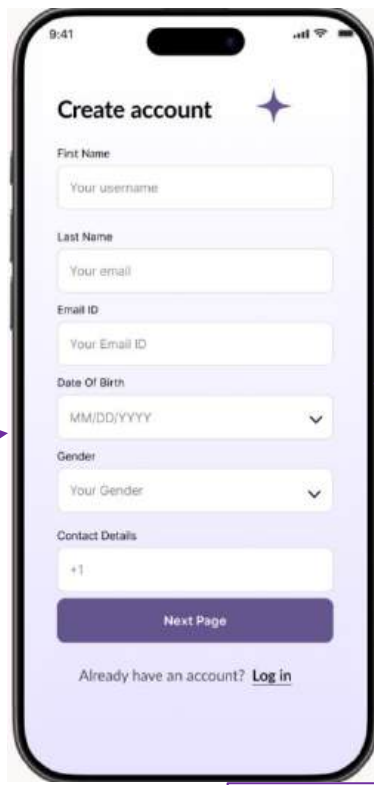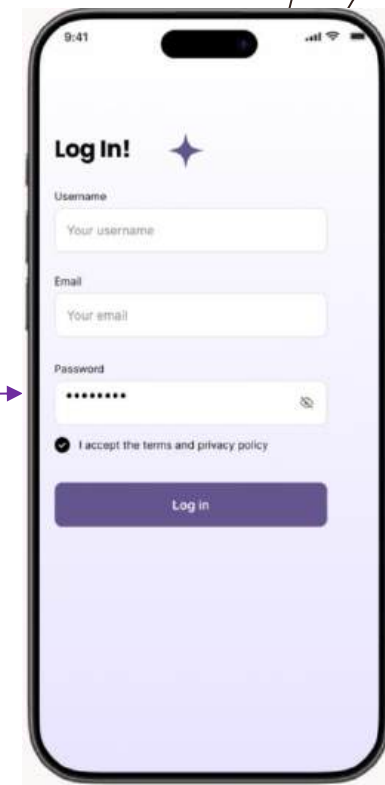|			
Centralized Access To Resources	**Time Management And Habit-tracking Tools**	**Community Features**	**Inclusivity**

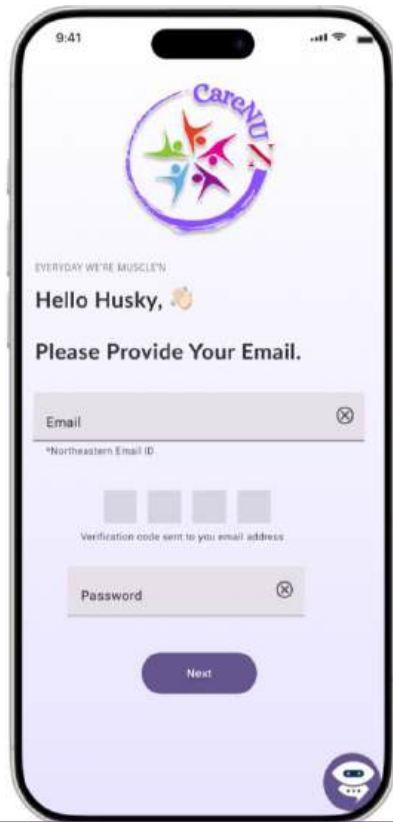# Application UI Journey
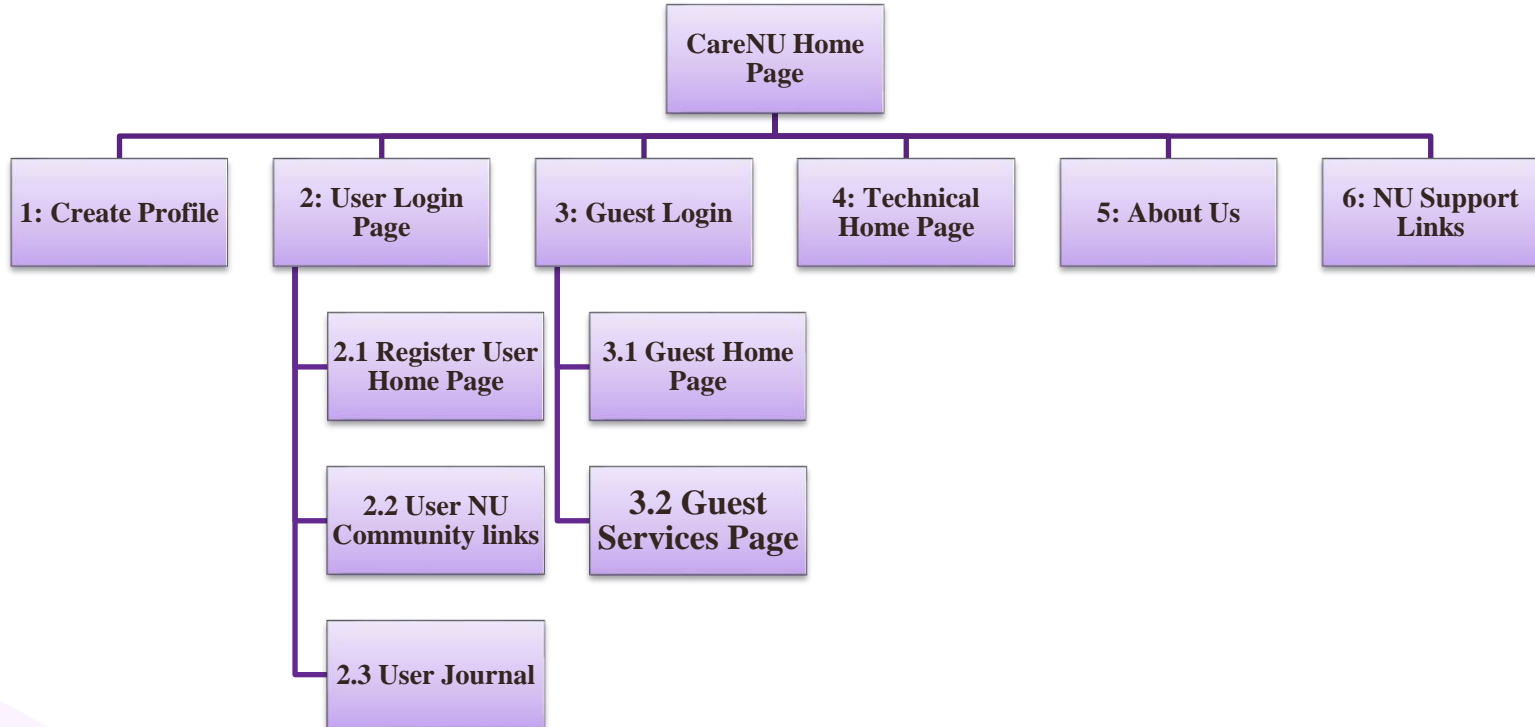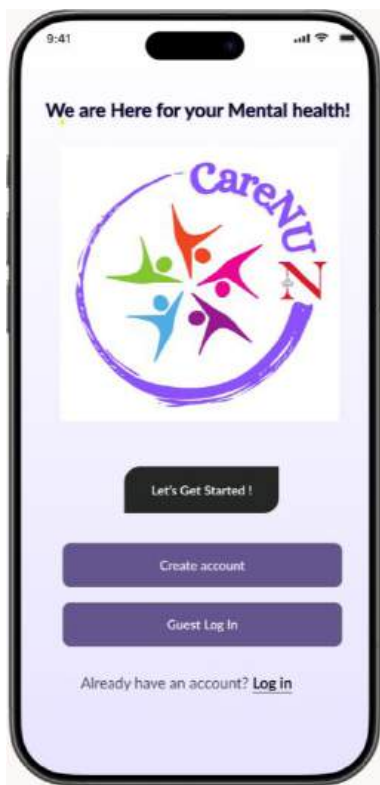
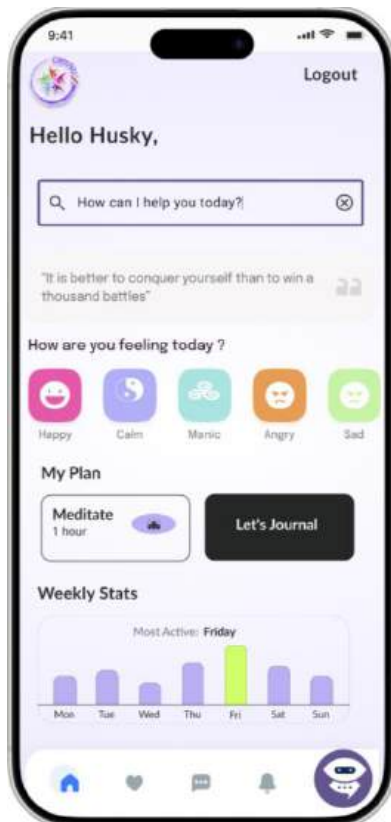**CareNU Home Page** ➡ **Create Profile for New User** ➡ **New User Login Page**

- Upon opening the app, new users land on the home page. By selecting "Create Account," users can enter personal details (name, email, contact info, address) and set up a username and password. Once registered, they can log in to access the app's features
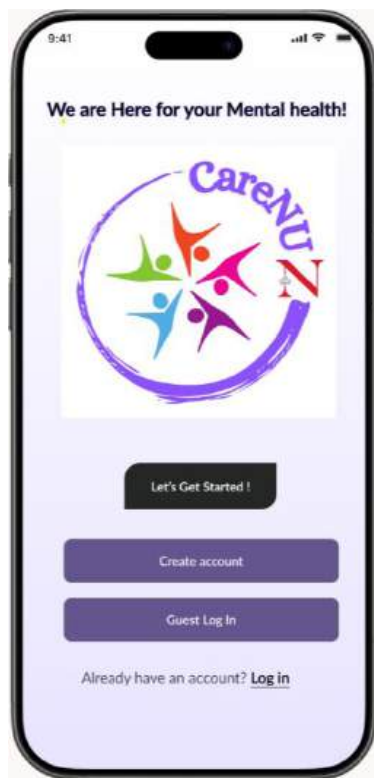
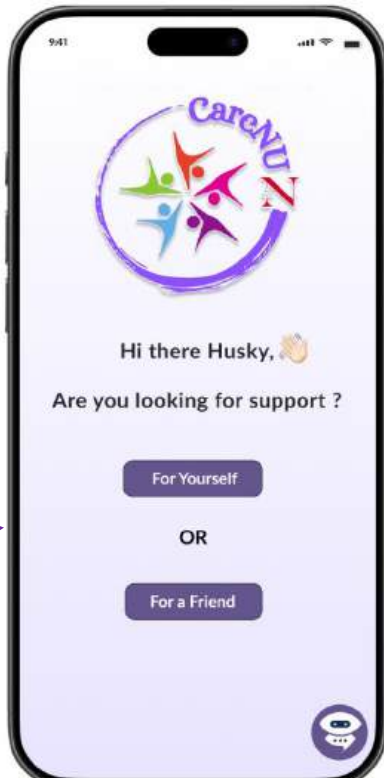**Existing User Login Page** ➔ **Registered User Home Page** ➔ **User Journal**
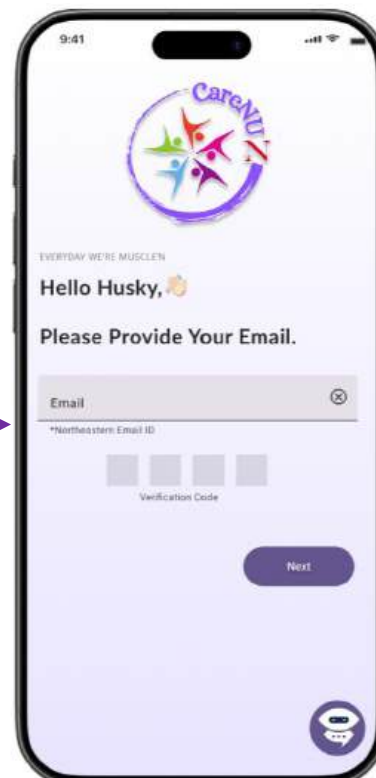
- Users log in with their Northeastern email and access personalized features, including mood tracking, journaling, and activity logging. The app supports daily wellness through a user-friendly interface for monitoring mental health and activities
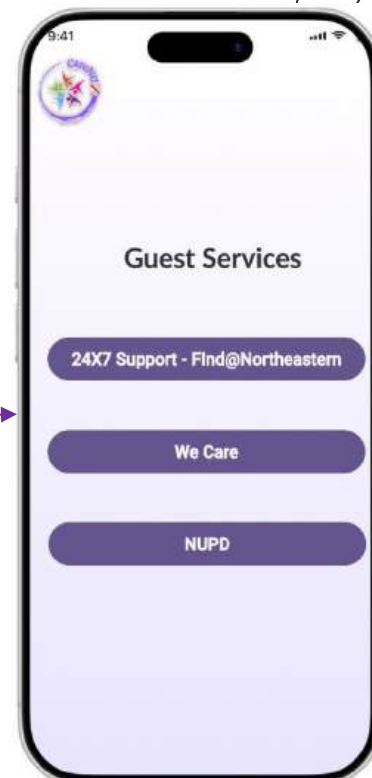
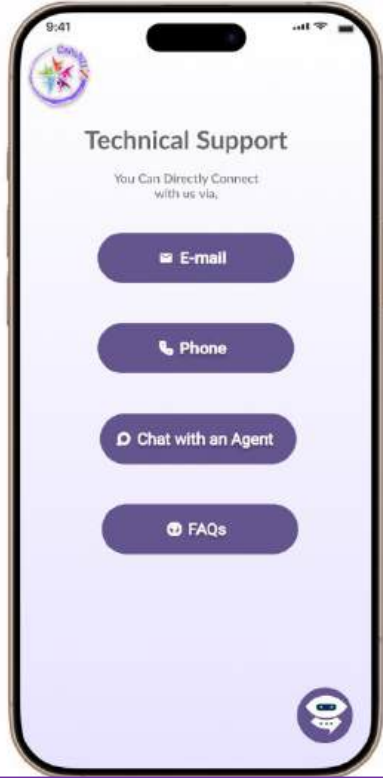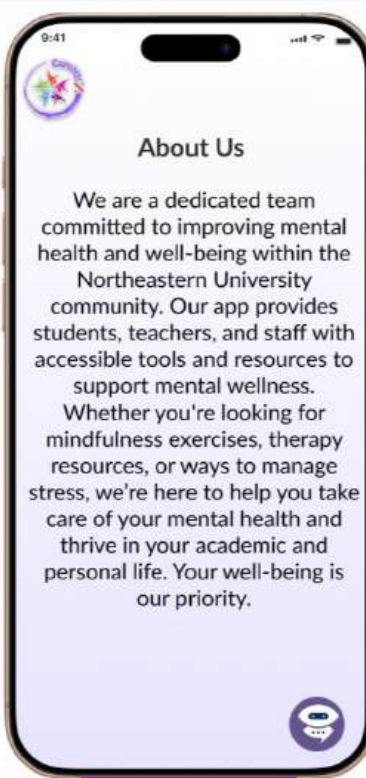**CareNU Home Page** ➡ **Guest Homepage** ➡ **Guest User Login Page** ➡ **Guest Service Page**

- Guests can log in using their Northeastern email to access support services. Options include getting help for themselves or a friend, with direct access to 24x7 support, 'We Care,' and NUPD services for immediate assistance.

Technical Home Page → **About Us** → **NU Support Links**
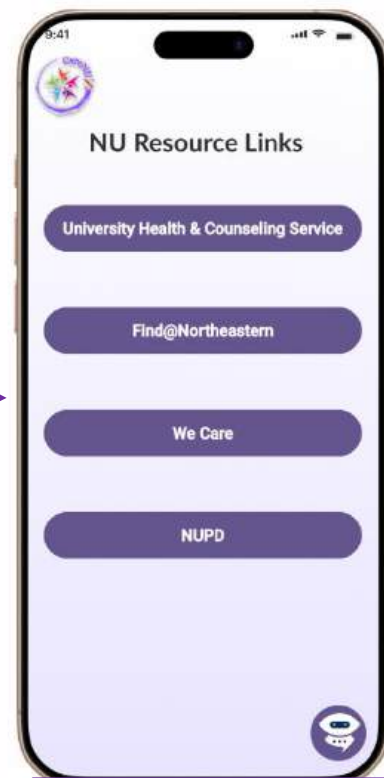
- Users can access technical support through email, phone, chat, or FAQs. The app's 'About Us' section highlights its mission to support mental wellness, while the NU Resource Links provide quick access to essential university services like counseling and campus safety.

Monetizing Data from CareNU as a Standalone Product

1. Data Types and Value

- **User Engagement Metrics:** DAU, MAU, retention rates, feature usage.
- **User Feedback and Satisfaction:** NPS, churn rate, latency.
- **Behavioral Data**: Habit tracking, mental health resource usage, journal entries.
- **Demographic and Psychographic Data:** Student personas, wellness goals, challenges.

2. Potential Buyers

- **Educational Institutions**: Universities and colleges looking to improve student wellness programs.
- **Healthcare Providers:** Mental health services, insurance companies, and healthcare organizations.
- **Research Institutions:** Universities, think tanks, and research centers studying mental health and student well-being.
- **Corporate Wellness Programs:** Companies interested in employee wellness initiatives.
- **Government Agencies:** Departments of education, health, and social services.

Monetizing Data from CareNU as a Standalone Product

3. Value Proposition

- **Insights into Student Mental Health:** Valuable data for tailoring wellness programs.
- **Benchmarking and Best Practices:** Comparative data for institutions to improve their own programs.
- **Research and Development:** Data for studies on mental health, student behavior, and wellness strategies.
- **Personalized Wellness Solutions:** Data to create targeted wellness programs for different demographics.

4. Data Products

- **Anonymized and Aggregated Data Reports:** Quarterly or annual reports on student mental health trends.
- **Custom Analytics Dashboards:** Real-time data visualization for institutions to monitor their own student populations.
- **Research Datasets:** Raw data for academic and institutional research purposes.
- **Consulting Services:** Expert analysis and recommendations based on the data.

Technology Stack for CareNU

Frontend	Backend	Analytics & Reporting
• **React.js or Angular:** For building the user interface and user experience. • **CSS Frameworks (Bootstrap, Material-UI):** For consistent and responsive design. • **JavaScript Libraries (D3.js for data visualization):** For interactive and dynamic elements.	• **Node.js with Express.js:** For server-side logic and API management. • **Python with Flask or Django:** Alternative backend frameworks for data processing and analytics. • **GraphQL:** For efficient data querying and API management.	• **Google Analytics:** For tracking user behavior and engagement metrics. • **Tableau or Power BI:** For data visualization and reporting. • **Custom Analytics Tools:** Built using Python libraries like Pandas, NumPy, and Matplotlib.

Project Metrics for Measuring the Success of the CareNU App Team

Project Metrics	What it Measures	Success Indicator
Daily Active Users/ Monthly Active Users	The frequency of user engagement with the app.	A high DAU/MAU ratio suggests regular student engagement.
Retention Rate	The percentage of users who continue to use the app over time.	High retention reflects long-term satisfaction and continued usage of features.
Feature Usage	How often students use specific features like mental health resources or habit tracking.	High feature usage indicates that users find these resources valuable.
Net Promoter Score (NPS)	User satisfaction and likelihood to recommend the app.	A high NPS shows that students are satisfied and would recommend the app to others.
Churn Rate	The percentage of users who stop using the app.	A low churn rate reflects positive user experience and sustained value.
Average Session Duration	The average time users spend on the app per session.	Longer session durations indicate deeper engagement with the app's features
Latency (App Performance)	Measures speed and responsiveness.	Low latency indicates a smooth user experience, especially for critical mental health support actions.

Return On Investment (ROI)

Paid subscriptions for advanced wellness services

In-app promotions with wellness brands, fitness centers, or mental health organizations.

One-time fees for exclusive content like guided meditations

Partner with companies to offer wellness packages for their employees

Team Summary of Experience in the Product Development Process

Name of team member	My Experience	Lessons Learned
Bhupinder	Great learning experience in terms of getting a glimpse of what product management with Lean looks like.	Product management and project management are different but dependent. Learning Figma was fun as we struggled initially but were able to complete it on time.
Dhruvi	While brainstorming and understanding, came across various new software that enhanced creativity and visualization.	Learned that breaking down tasks and regular check-ins can significantly improve efficiency.
Het	Hands-on learning with real-world impact, Skill-building, and impactful solutions.	Teamwork, communication, problem-solving.
Megna	Engaging, practical, and growth-focused.	Adaptability and collaboration
Nidhi	During the ideation phase, diverse brainstorming sessions led to innovative ideas	Flexibility and Adaptability are essential for successful outcomes

Thank you!

Resources

- https://www.figma.com/design/F2Ea8gVjEQiAvtMyJIOsHW/CareNU?node-id=18-7&node-type=canvas&t=xpK9DC1L6iv3M2H7-0
- https://hr.northeastern.edu/benefits/wellness-life/