



# Insighta

“Behind the Screen: Mental Health Secrets  
in the Social Media Age”

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# Feelings Check-In



Let's Take a Moment To See How We're Doing

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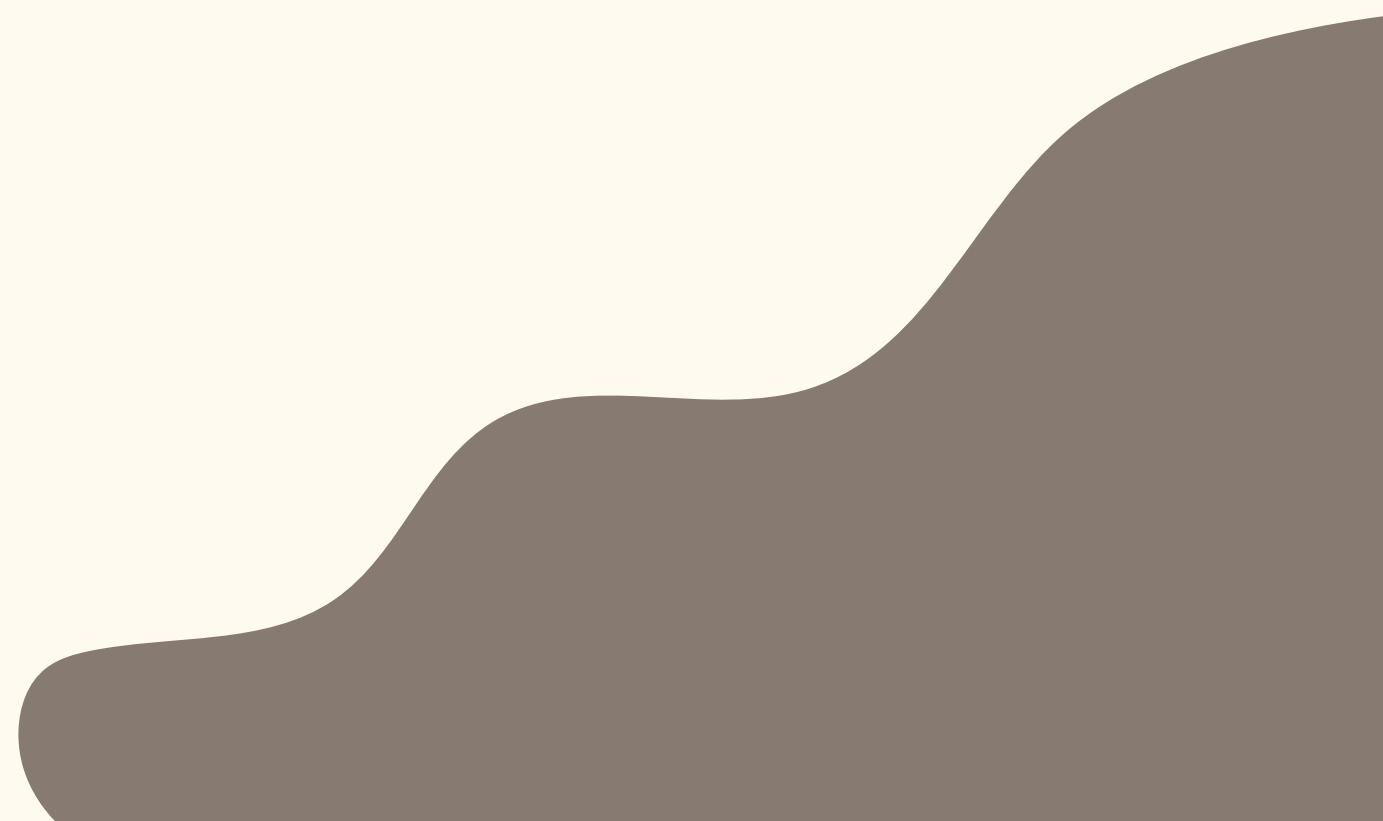
08 |

UI/UX

# 01

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# Problem



Many scientific studies have shown a direct relationship between excessive social media usage and the deterioration of mental health. This decline results from several factors, including:

- Exposure to Negative Content
- Constant Comparisons
- Addiction

02

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# Project Goals

Take back control with our program, designed to help you track and manage your social media usage and its impact on your mental health. By utilizing our program, you can :



### **Social Media Data Analysis**



### **Social Media Usage Tracking**



### **Personalized Content Recommendations**



### **Professional Therapy Referrals**



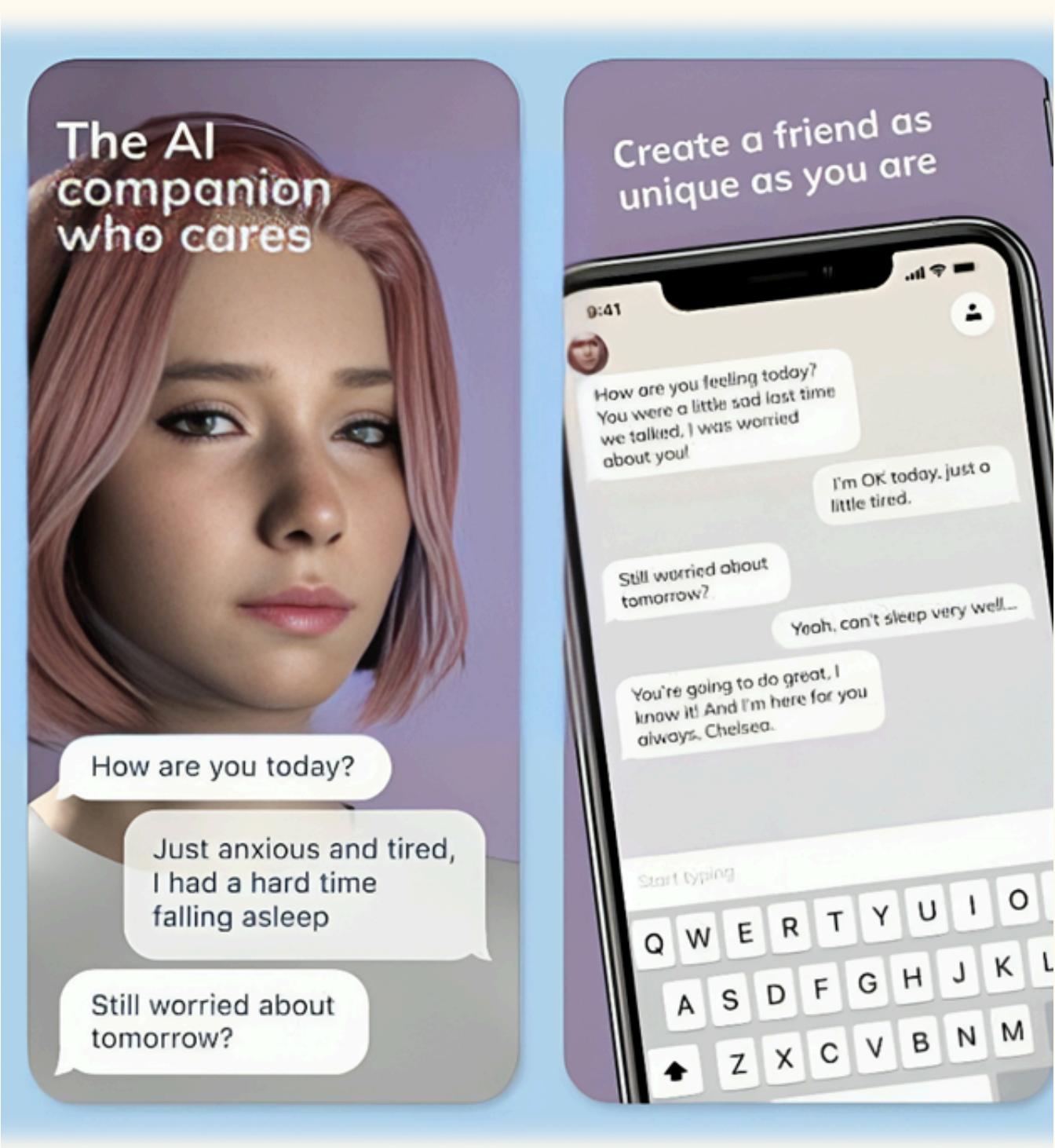
### **Parental Monitoring and Controls**

03

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# Related Apps

# Replika (AI-based Mental Health Companion)



Replika is an AI-powered chatbot that provides emotional support through conversation.

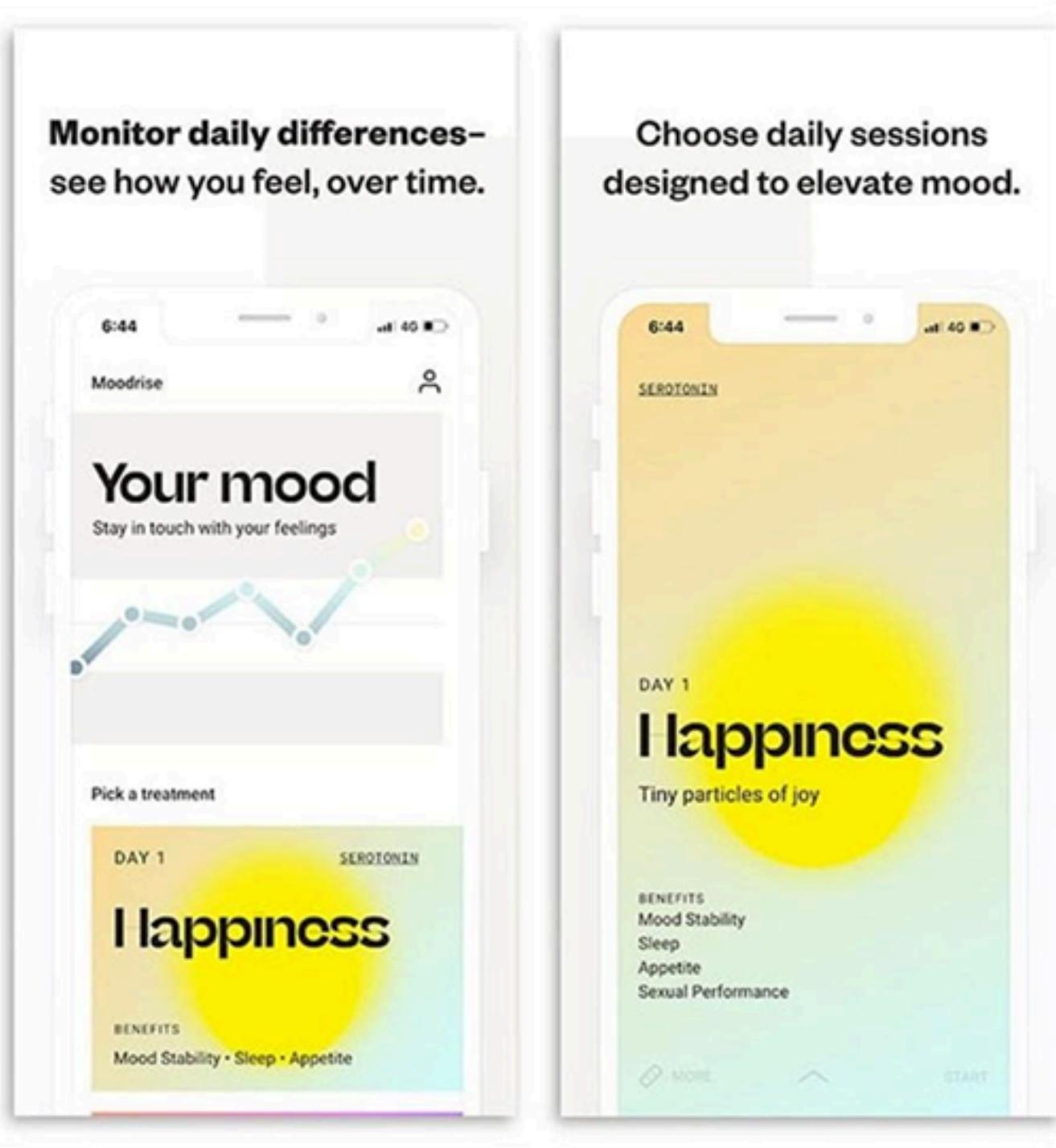
## Key Features:

- o AI-driven emotional support through conversation.
- o Tracks user mood and emotions based on interactions
- o Offers personalized mental health advice.

## Cons:

- Does not provide personalized content recommendations or referrals to mental health professionals.
- Lacks parental controls or monitoring tools for children's digital activities.

# Moodrise (Media for Emotional Health)



Moodrise delivers scientifically curated content designed to improve users' moods by selecting media that positively impacts emotional well-being

## Key Features:

- o Curated content specifically chosen to enhance mood.
- o Focuses on delivering media that promotes positive emotions.

## Cons:

- o Does not analyze users' broader social media activity or behaviors.
- o Lacks a personalized emotional analysis based on the user's digital interactions

# Insighta Vs Competitors

Feature	Insighta	Replika	Moodrise
Social Media Data Analysis	✓	✗	✗
Personalized Recommendations	✓	✗	✗
Parental Controls	✓	✗	✗
Therapy Referrals	✓	✗	✗
AI-Driven Emotional Support	✓	✓	✗
Mood Tracking	✓	✓	✗
Conversation-Based Interaction	✗	✓	✗
Curated Content	✓	✗	✓
Emotional Health Focus	✓	✗	✓

04

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S.W.

Requirements

# Functional requirement

- Social Media Data Collection & Analysis
- Reporting and Insights Dashboard
- Social Media Usage Tracking
- Personalized Content Recommendations
- Professional Therapy Referrals
- Parental Monitoring and Controls

# Non-Functional requirement

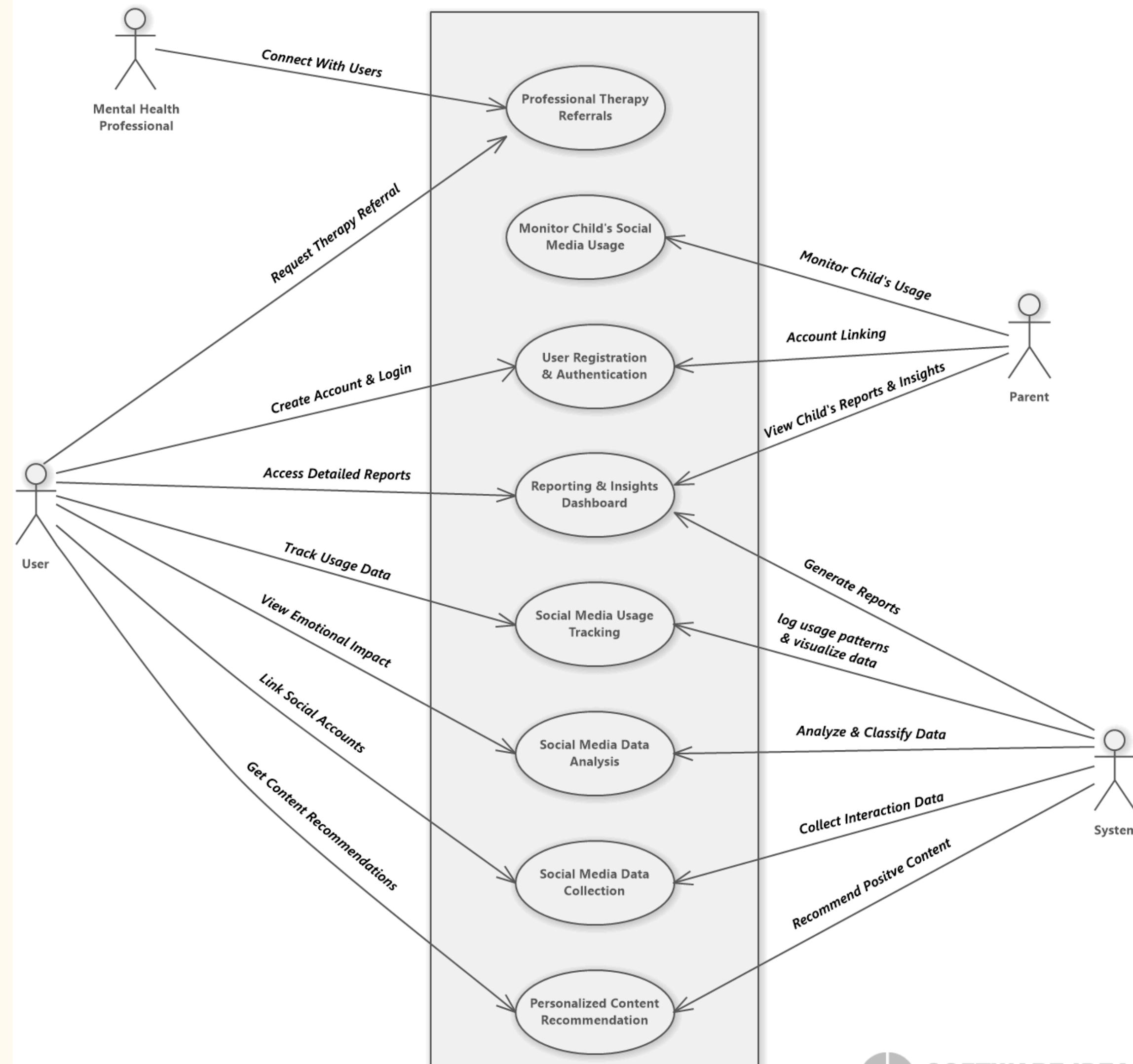
- Responsive mobile app
- Accessibility
- Minimize response time
- Availability
- Usability
- Performance
- Security
- Scalability

05

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# UML Diagrams

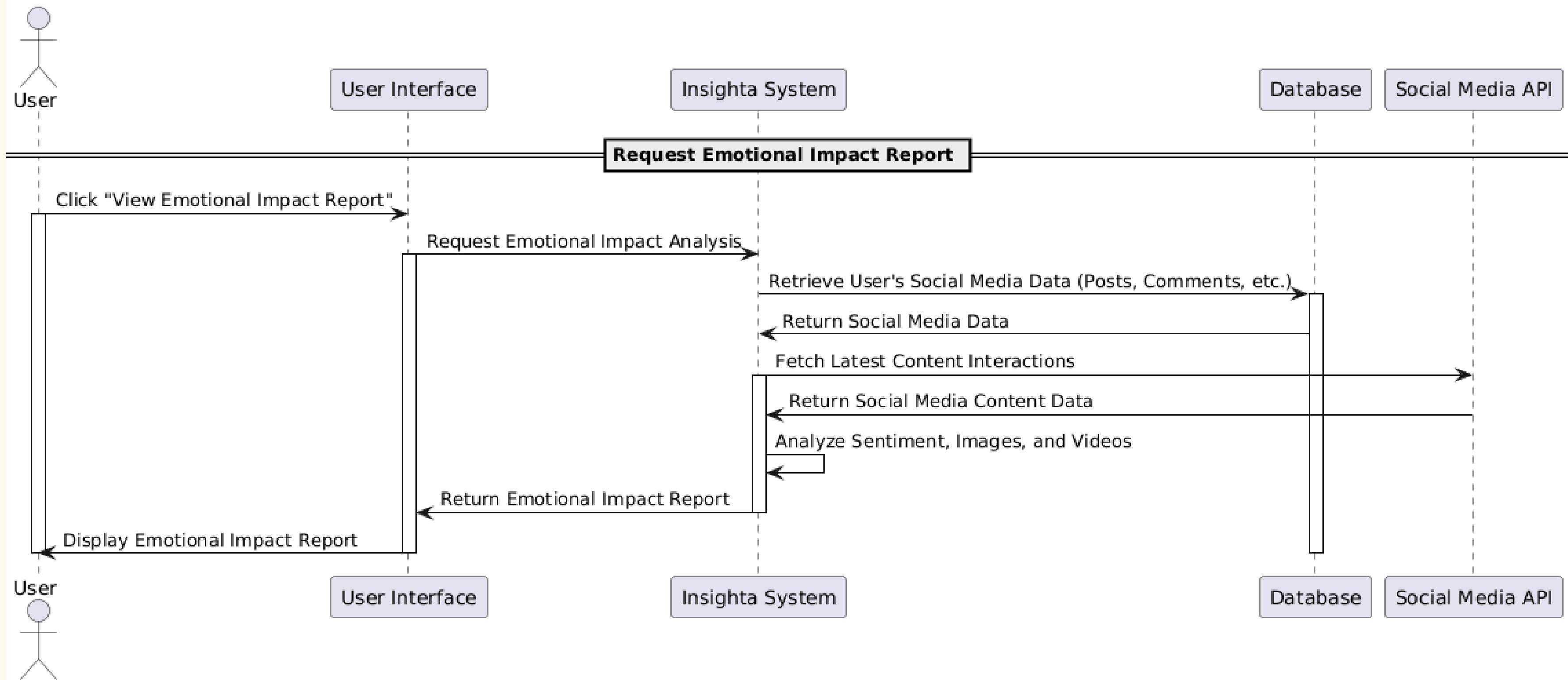
# Use Case Diagram



# Sequence Diagrams

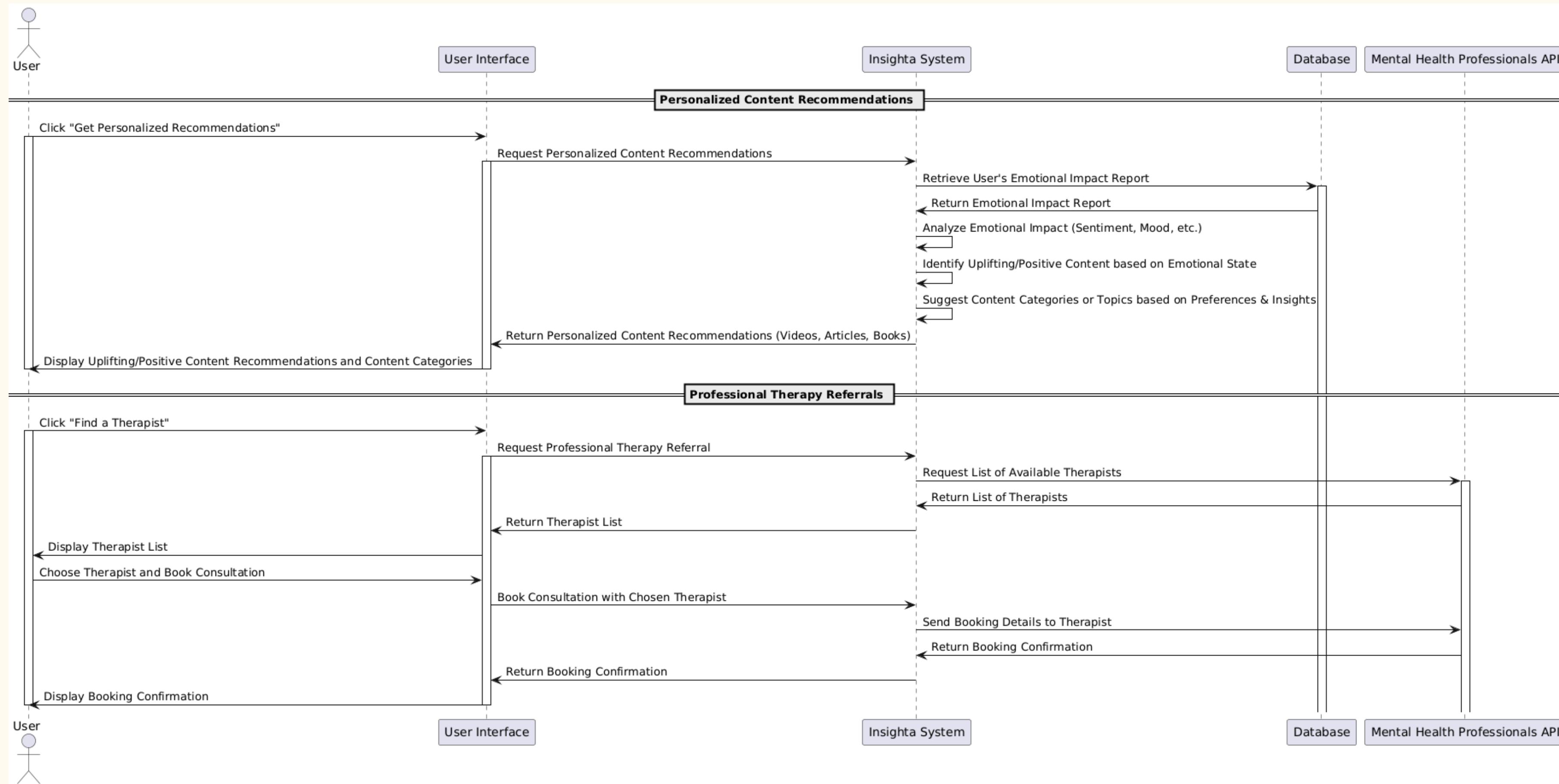


# Emotional Reports

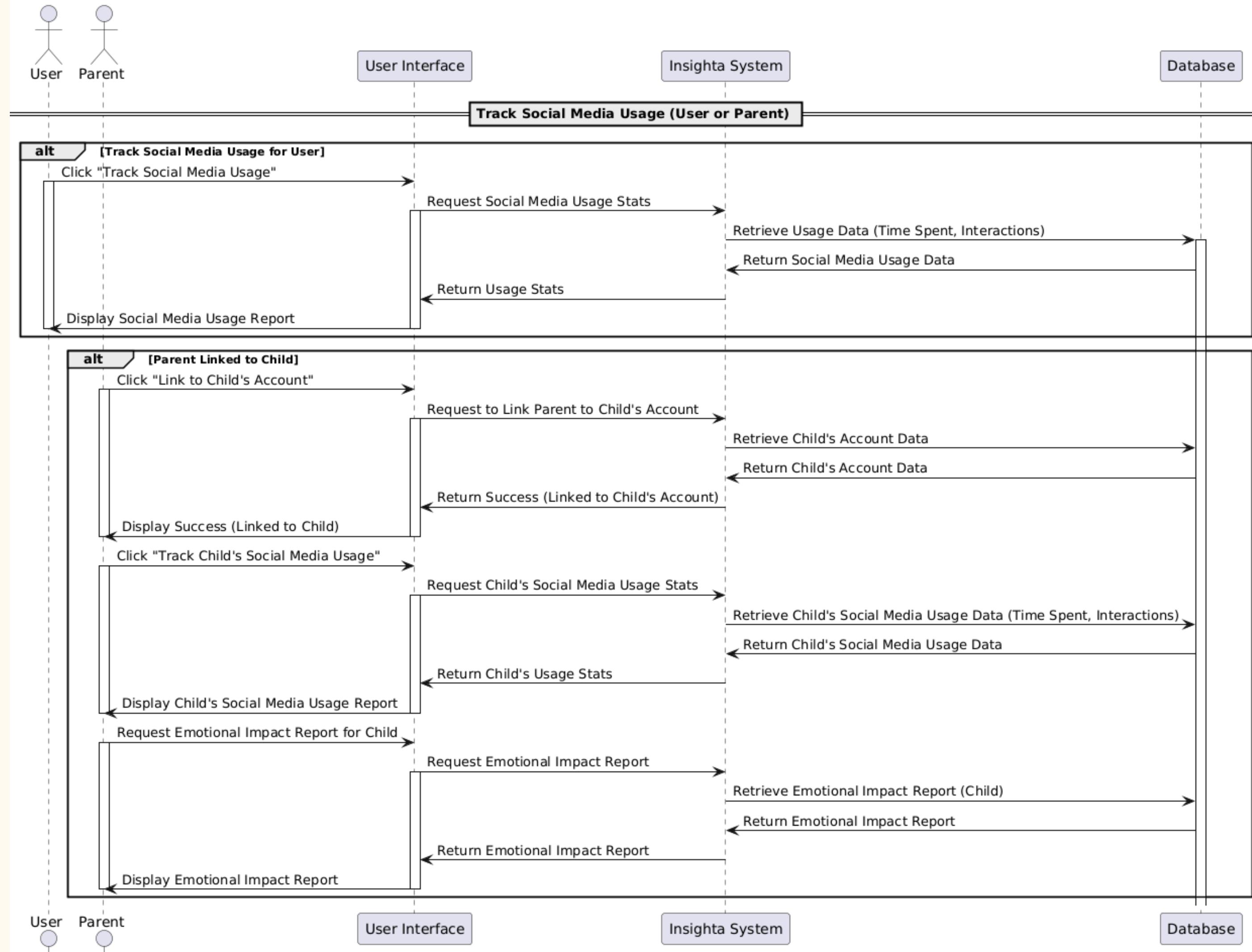




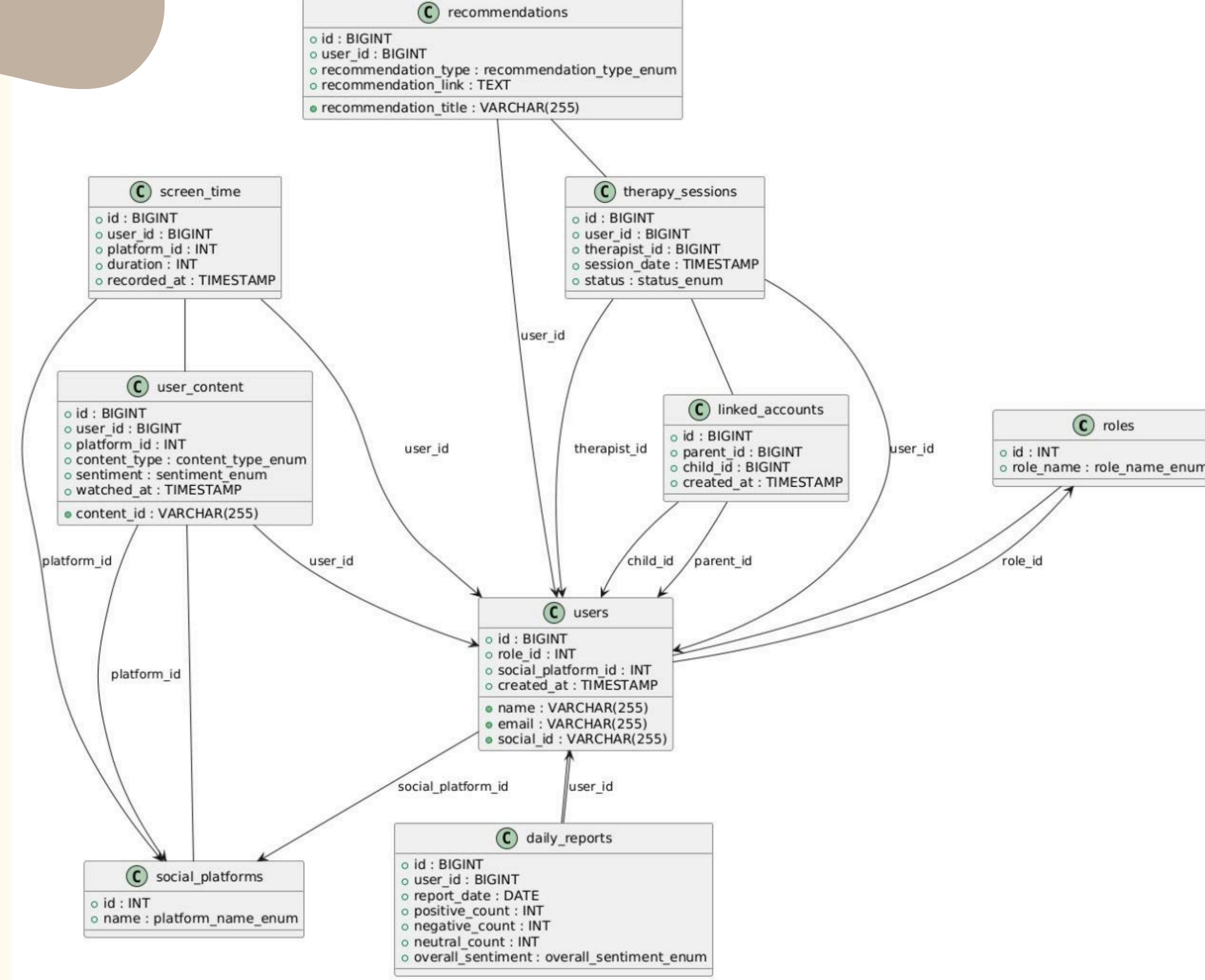
# Recommendation & Therapy



# Social Media Usage



# Class Diagram



# Business Model

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none"><li>Hospitals and mental health centers</li><li>Schools and universities</li><li>Digital marketing agencies.</li></ul>	<ul style="list-style-type: none"><li>AI-driven data analysis</li><li>Collaborating with mental health specialists</li><li>Enhancing User Experience</li><li>Marketing and User Acquisition.</li></ul>	<ul style="list-style-type: none"><li>Analyzing social media's impact on mental health using AI and NLP</li><li>personalized recommendations</li><li>parental monitoring</li><li>pecialist consultations</li><li>educational content for awareness</li></ul>	<ul style="list-style-type: none"><li>Direct and honest feedback</li><li>Monthly satisfaction surveys</li></ul>	<ul style="list-style-type: none"><li>Individuals analyzing social media's effect on mental health.</li><li>Parents monitoring their children's online activity.</li><li>Therapists using data for better therapy sessions</li><li>Schools helping students manage social media use</li><li>Companies assessing digital content's impact on employees</li></ul>
<h3>Key Resources</h3> <ul style="list-style-type: none"><li>Development team.</li><li>Mental health experts.</li></ul>		<h3>Channels</h3> <ul style="list-style-type: none"><li>Mobile app</li><li>Social media for marketing and awareness.</li><li>Partnerships with hospitals, mental health centers, and educational institutions</li></ul>		
Cost Structure		Revenue Streams		
<ul style="list-style-type: none"><li>App development and maintenance.</li><li>Infrastructure and hosting</li><li>Marketing and advertising.</li></ul>		<ul style="list-style-type: none"><li>Commissions from therapy session bookings.</li><li>Selling analytical reports to businesses</li></ul>		

06

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# Algorithms

Lemmatization:  
(text normalization)

TF-IDF (Term  
Frequency–Inverse  
Document Frequency):  
(text vectorization)

SVM (Support Vector Machine):  
(ML modelling)

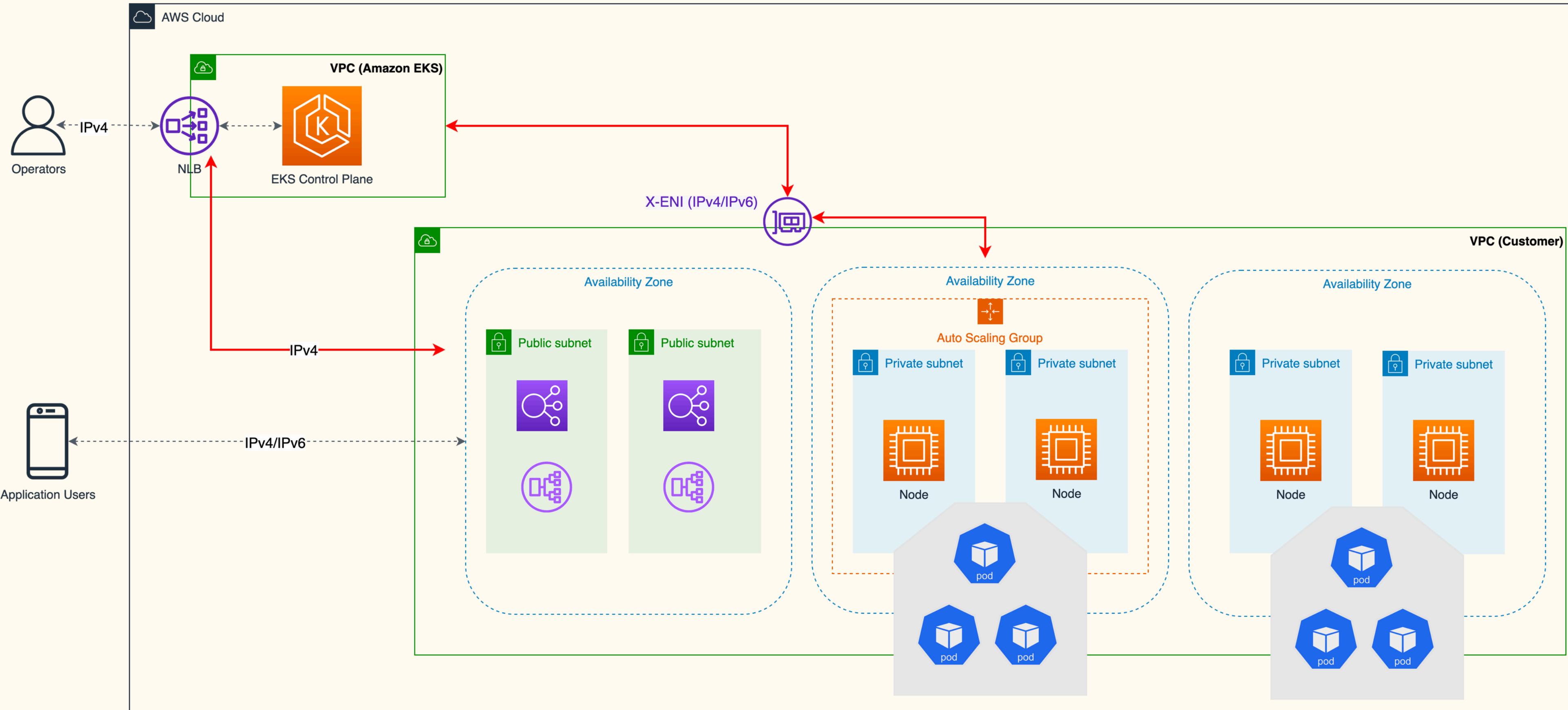


07

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# Technical





# 08

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# UI/UX



9:41

sign up

Login to your Account

enter your name

enter your mail

enter your password

confirm your password

Stay connected [Forgot password?](#)

**login**

or continue with

[Don't have an account? Register now](#)

9:41

sign up

Tell us about yourself  
this helps us personalize your experience

Gender

Male Female

Age

Enter your age  years

**Continue**

9:41

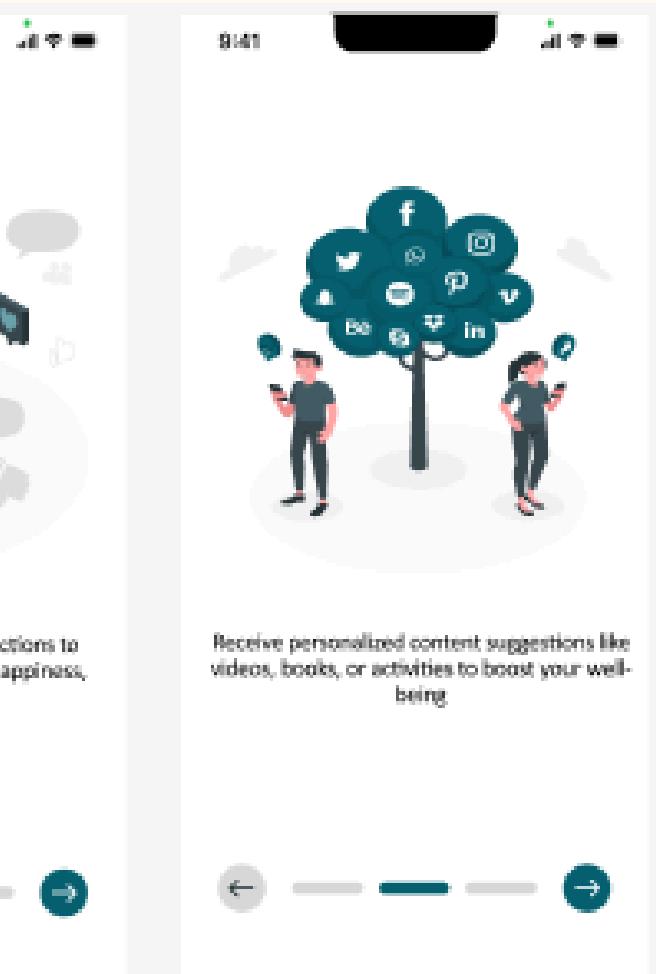
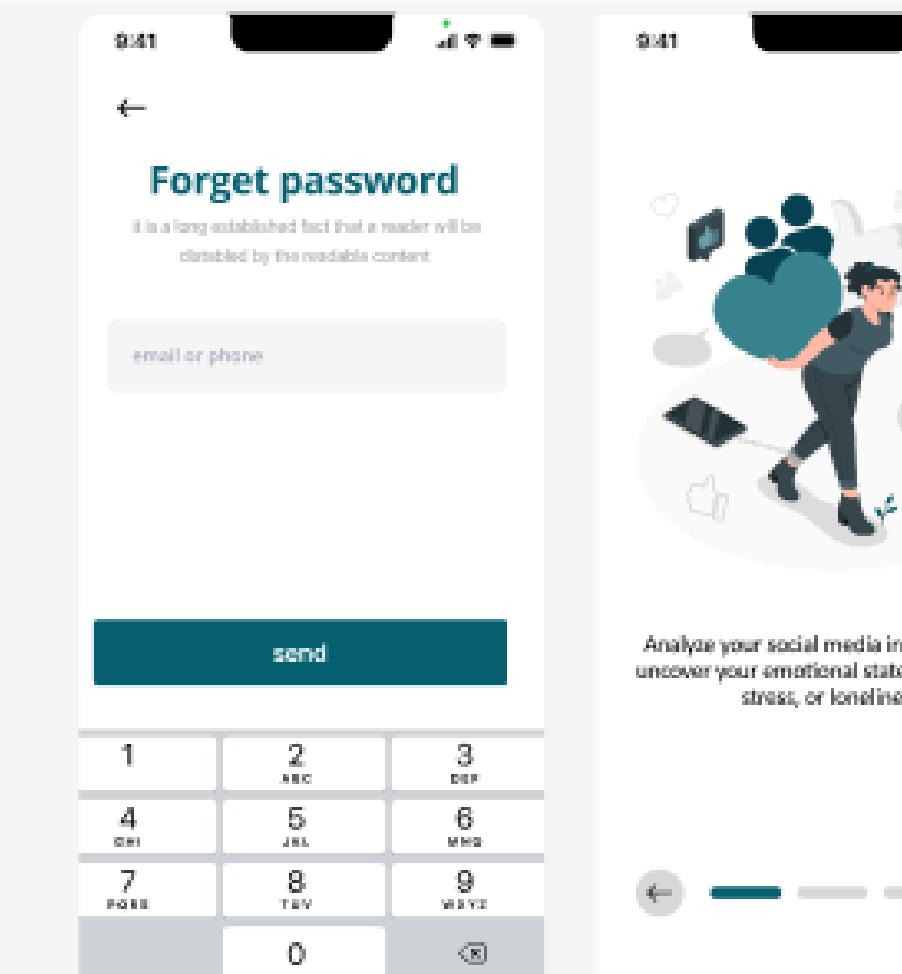
Forget password

It is a long established fact that a reader will be distracted by the readable content

email or phone

**send**

1 2 3   
4 5 6   
7 8 9   
**0**



9:41

Change password

**Reset Your Password**

Enter a new password below to update your account security

New password

Confirm Password

**Change Password**

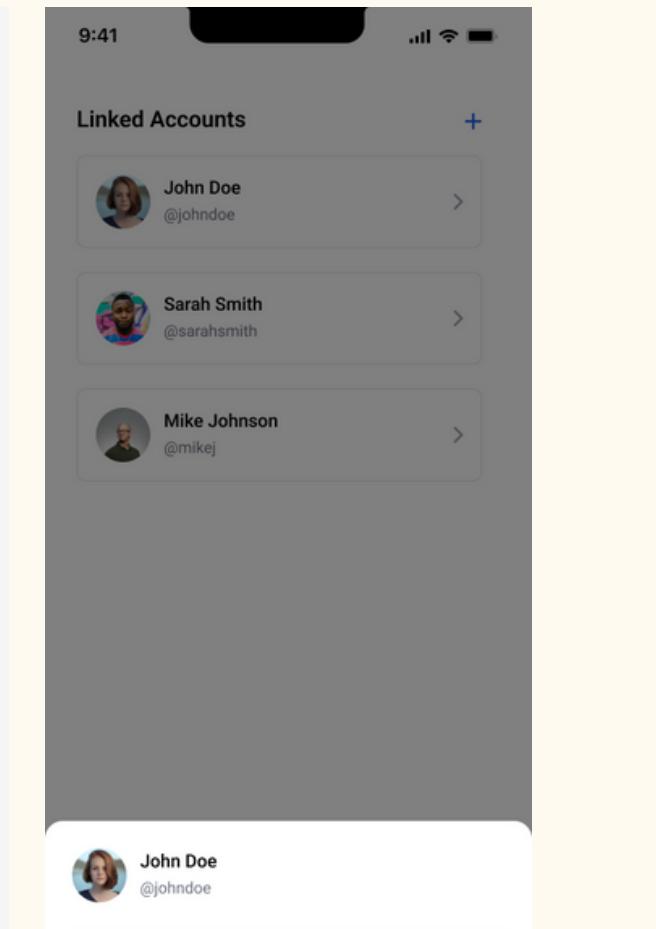
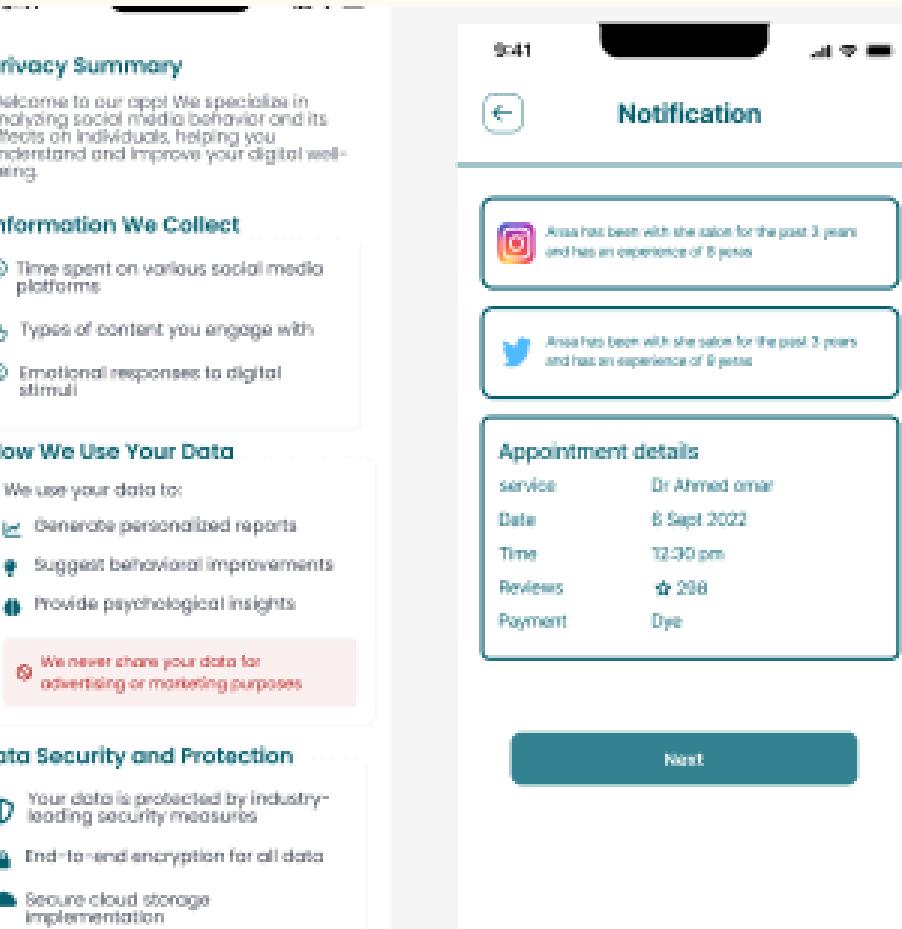
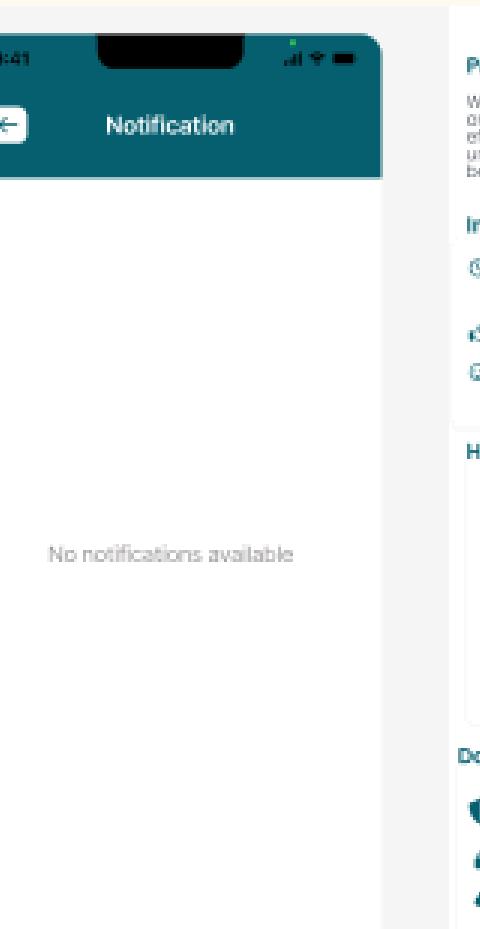
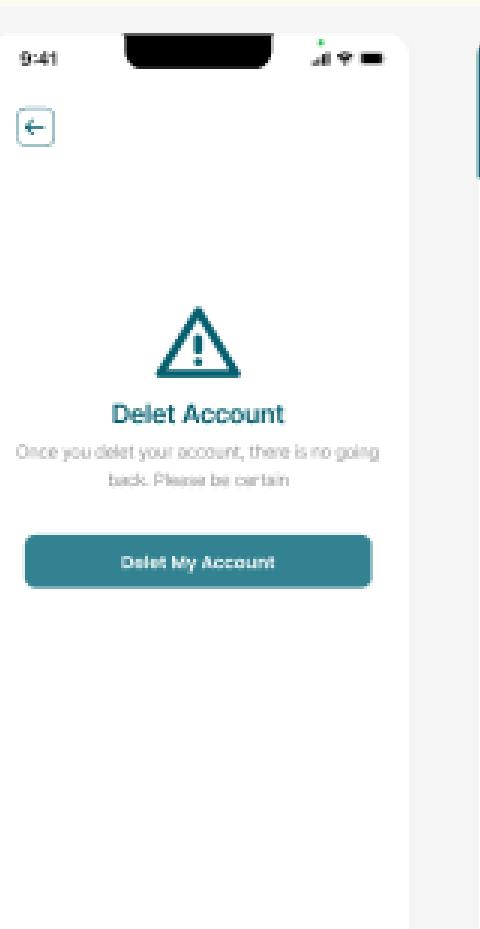
Easily connect with licensed therapists for additional support whenever you need it

9:41

Delete Account

Once you delete your account, there is no going back. Please be certain

**Delete My Account**



**Frame 3**

### Social Analytics

Welcome back, Sarah!

#### Analytics Overview

- Total Followers: 24.5K+12%
- Engagement Rate: 5.2% + 0.05%

#### Platform Statistics

Instagram	12.3K Followers	845 Posts	Last 30 days	4.5K Likes
Twitter	8.7K Followers	1.2K Tweets	Last 30 days	3.1K Retweets

#### Recent Activity

- New Followers Milestone: Reached 1000 new followers this week. 2h ago
- High Engagement Post: Your latest post received 100 likes.

### Discover

#### Search

- Suggest
- Report
- Usage
- Therapy
- Contact Us

#### Last week

Please remember to wear a headscarf when visiting the mosque as a sign of respect for Islamic traditions and the sanctity of the place. Wearing a headscarf reflects modesty and reverence in religious spaces and is part of the etiquette for entering mosques. Please remember to wear a headscarf when visiting the mosque as a sign of respect for Islamic traditions and the sanctity of the place. Wearing a headscarf reflects modesty and reverence in religious spaces and is part of the etiquette for entering mosques. Please remember to wear a headscarf when visiting the mosque as a sign of respect for Islamic traditions and the sanctity of the place. Wearing a headscarf reflects modesty and reverence in religious spaces and is part of the etiquette for entering mosques.

### Facebook

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### Best Theraby

Dr Mohamed Breast	Psychological Therapist
4.5 Star Rating	100+ Positive reviews
Convenience: 100%	Book Now

Previous disponibilites

08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00
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Dr Ahmed Dimer	Psychological Therapist
4.5 Star Rating	100+ Positive reviews
Convenience: 100%	Book Now

Previous disponibilites

08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00
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### Videos

Show more

- How to deal with stress
- Relax in modern times

### Articles

Show more

- Reducing stress levels
- Relaxation techniques

### Books

Show more

- Overcoming anxiety and depression
- Relaxation techniques

### Select Time Slots

←

- 14 sun
- 15 mon
- 16 tue
- 17 wed

#### Morning

- 08:00 AM
- 09:00 AM
- 10:00 AM
- 10:30 AM

#### Noon

- 09:00 AM
- 09:30 AM
- 10:00 AM
- 10:30 AM

#### Night

- 09:00 AM
- 09:30 AM
- 10:00 AM
- 10:30 AM

**iPhone 14 & 15 Pro - 31**



Booking successful

18 July, 12:00 PM  
133 Main ST,USA

**Done**

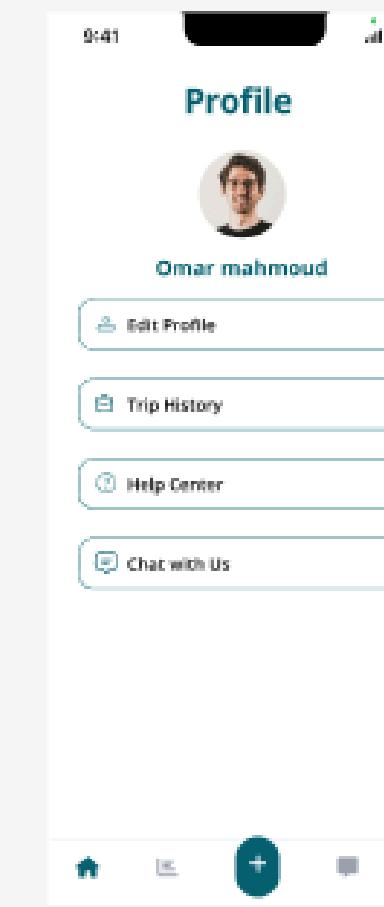
**iPhone 14 & 15 Pro - 20**



About last week

Recycling Paper is essential for protecting the environment and conserving natural resources. It reduces the need for mining raw materials like aluminum, which helps preserve natural habitats and reduce energy consumption. Recycling aluminum cans saves up to 95% of the energy required to produce new cans, significantly lowering greenhouse gas emissions. It also prevents cans from ending up in landfills, where they can take hundreds of years to decompose. By recycling cans, we contribute to reducing waste, conserving energy, and building a cleaner and more sustainable future. [see more](#)

**iPhone 14 & 15 Pro - 22**



**Profile**

Omar mahmoud

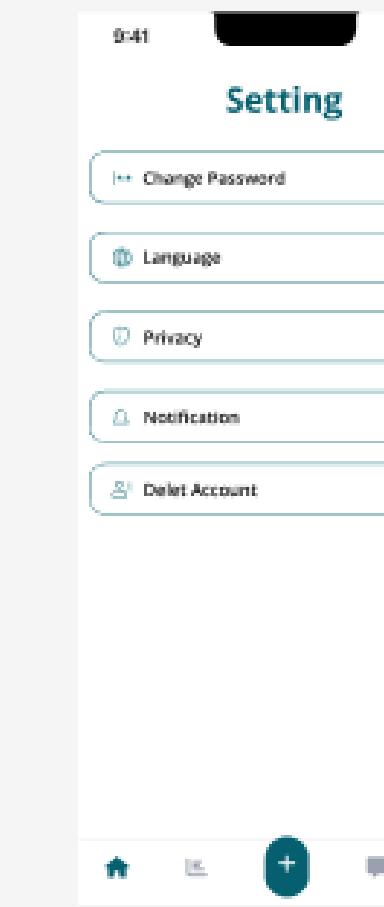
[Edit Profile](#)

[Trip History](#)

[Help Center](#)

[Chat with Us](#)

**iPhone 14 & 15 Pro - 23**



**Setting**

[Change Password](#)

[Language](#)

[Privacy](#)

[Notification](#)

[Delete Account](#)

**iPhone 14 & 15 Pro - 32**



**Facebook**

Please remember to wear a headscarf when visiting the mosque as a sign of respect for Islamic traditions and the sanctity of the place. Wearing a headscarf reflects modesty and reverence in religious spaces and is part of the etiquette for entering mosques. \*Please remember to wear a headscarf when visiting.

**Instagram**

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**linkedin**

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**Snapchat**

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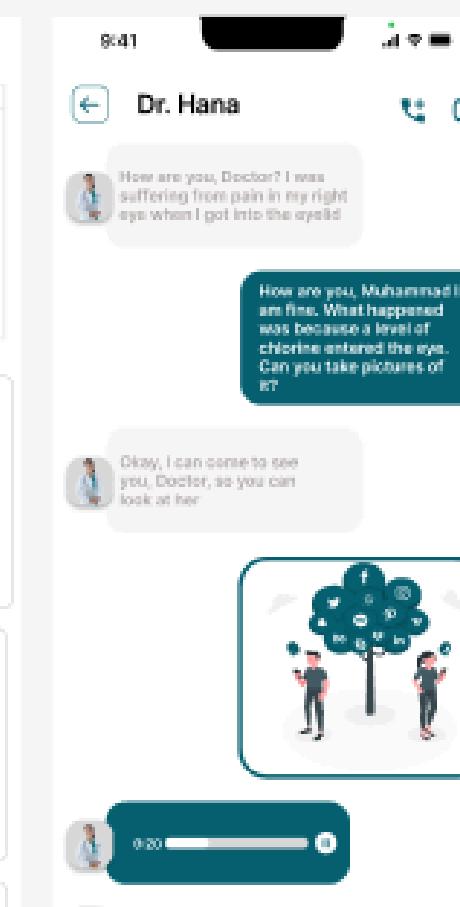
**google**

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**Twitter**

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**iPhone 14 & 15 Pro Max - 10**



**Dr. Hana**

How are you, Doctor? I was suffering from pain in my right eye when I got into the mosque.

How are you, Muhammad? I am fine. What happened was because a lot of chlorine entered the eye. Can you take pictures of it?

Okay, I can come to see you, Doctor, so you can look at her.

0:20

Dr.Hana is typing...

Type something... 



### Platform Statistics

Instagram  
12.3K Followers 845 Posts Last 30 days 4.5K Likes

Twitter  
8.7K Followers 1.2K Tweets Last 30 days 3.1K Retweets

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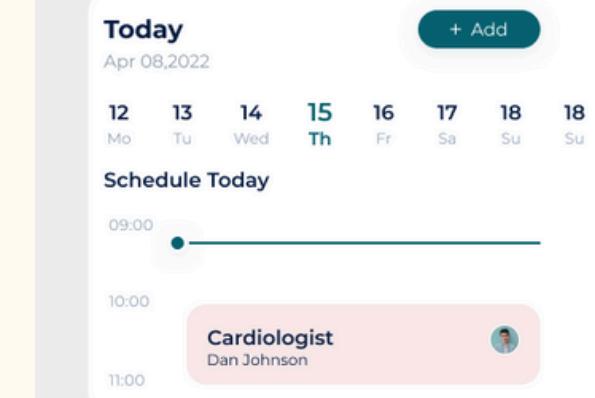
Twitter  
8.7K Followers 1.2K Tweets Last 30 days 3.1K Retweets

### Recent Activity

New Followers Milestone  
Reached 1000 new followers this week 2h ago

High Engagement Post  
Your latest post received 500+ comments 5h ago

Social Analytics  
Welcome back, Sarah!



### Best Thearby

**Dr. Charollette Baker**  
Pediatrician  
Rating 4.78 out of 5  
Monday, Dec 23 12:00-13:00  
Reschedule Cancel

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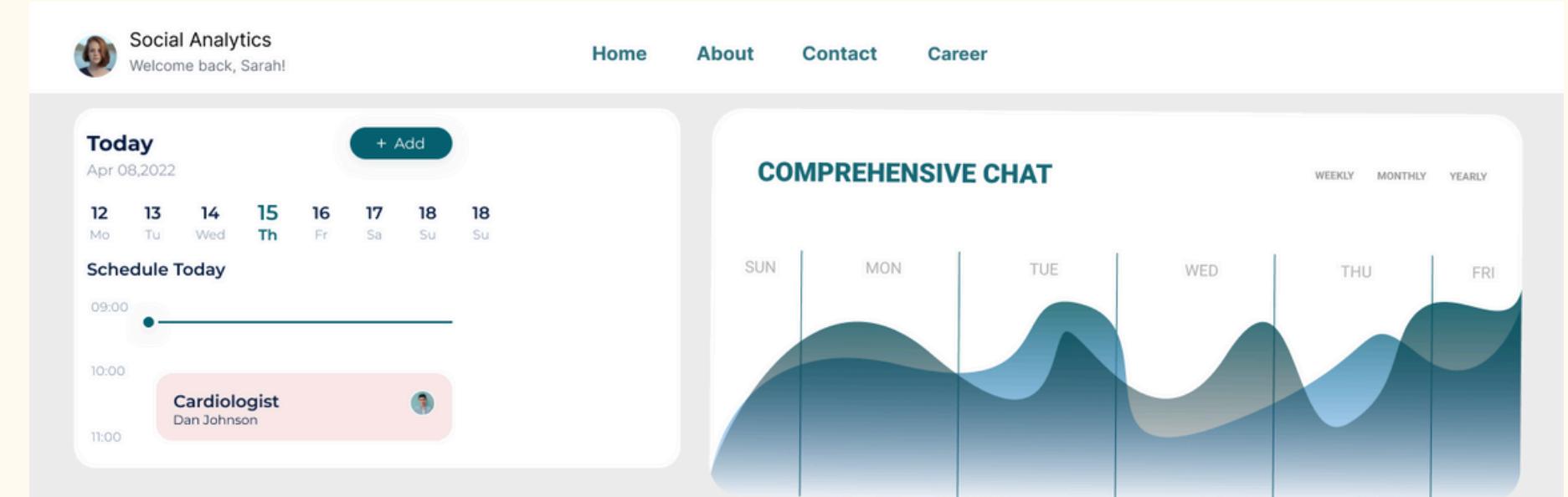
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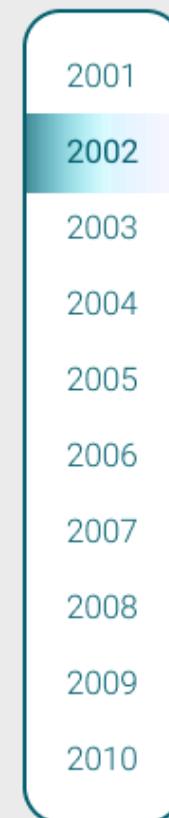
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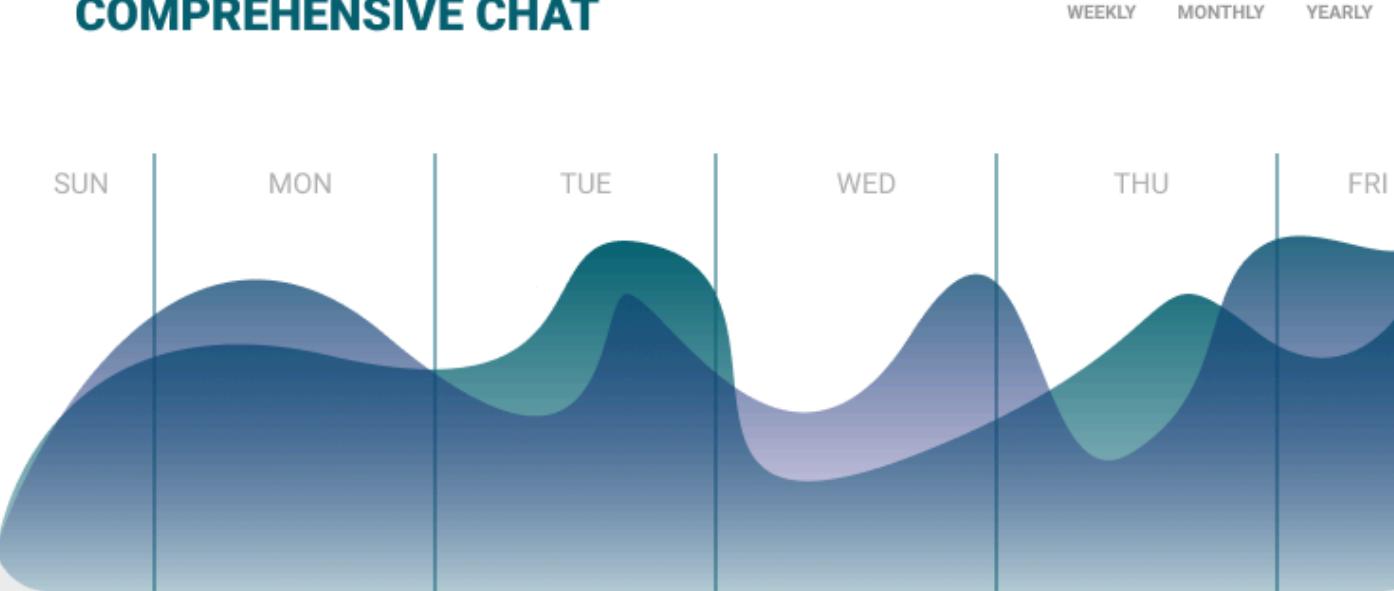
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Reschedule





## COMPREHENSIVE CHAT



58.00%

**Facebook**

"Please remember to wear a headscarf when visiting the mosque as a sign of respect for Islamic traditions and the sacredness of the place. Wearing a headscarf reflects modesty and reverence in religious spaces and is part of the etiquette for entering mosques."

**Instagram**

"Please remember to wear a headscarf when visiting the mosque as a sign of respect for Islamic traditions and the sacredness of the place. Wearing a headscarf reflects modesty and reverence in religious spaces and is part of the etiquette for entering mosques."

**Twitter**

"Please remember to wear a headscarf when visiting the mosque as a sign of respect for Islamic traditions and the sacredness of the place. Wearing a headscarf reflects modesty and reverence in religious spaces and is part of the etiquette for entering mosques."

# Team Members



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Youssef Yasser  
Flutter



Noha Thabit  
Flutter



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Mariam Zenhom  
Backend



Khaled Mohamed  
Backend

