



Mind Care

Your Guide to a Healthier University
Journey.

Team : CtrlAlt



MoneyLion





Introduction

Mental health challenges are effecting many university students. Stress, anxiety and stigma are rising, while counseling services are limited. Nearly one in three college and university students having been found to be experiencing anxiety or depression, but most never seek help.

Problem Statement

1

Pains students face

- Academic & financial stress
- Fear of stigma in seeking help
- Limited access to counselors

2

Gaps in current solutions

- Counseling resources are limited
- Generic wellness apps don't fit the student lifestyle

3

The opportunity

- Build a student-specific, proactive, stigma-free tool



User Persona and Scenario



Aisyah, 20, MMU student

Traits:

- Ambitious
- Hardworking
- Overwhelmed by deadlines

Pain points:

- She doesn't want anyone to know that she's struggling
- She could not get a counseling slot since they are often full
- She feels like sometimes she needs a reminder to just breathe

Needs:

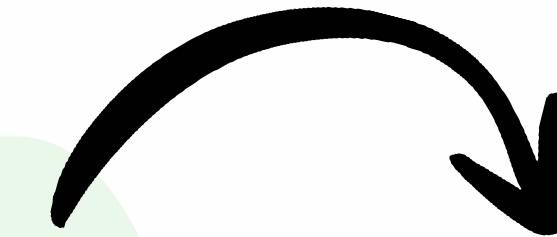
- Private, stigma-free support
- Quick, accessible self-care tools
- Something that fits into her daily uni life

Solution Overview

The Challenges:

University life creates a perfect storm of pressures:

- Academic stress and performance anxiety
- Financial worries and uncertainty
- Fear of stigma preventing help-seeking
- Students struggling in silence without accessible support



Our Solution:

Mind Care

A holistic mental health companion designed by students, for students.

Key Principles

- Complement, don't replace professional counseling
- Proactive daily support right on your phone
- Meet students where they are with accessible tools
- Stigma-free mental health management

Comprehensive Support System

- ✓ Daily self-care tools and resources
- ✓ Crisis support when needed most
- ✓ Private and immediate assistance
- ✓ Engaging, user-friendly interface
- ✓ Always accessible in your pocket

Technical Features

Mind Care: Comprehensive Mental Health Support Platform

Mood Analytics & Visualization

- Intuitive daily mood tracking with advanced data visualization engine.
- Users can monitor emotional patterns over time through interactive charts and trend analysis, powered by real-time data processing.

Gamification Engine

- Advanced reward system with dynamic coin-based economy and streaks.
- Users earn digital currency through completed wellness activities, unlocking customizable themes and features through achievement-based progression.

Accessibility Infrastructure

- Comprehensive assistive technology integration with full voice navigation system.
- Screen reader compatibility, high contrast modes, and adaptive interface technologies ensure universal accessibility compliance.

Wellness Engagement System

- Integrated guided breathing exercises and digital gratitude journaling with progress tracking algorithms.
- Built-in habit formation mechanics designed to promote consistent daily wellness practices.

Crisis Support Network

- Instant-connect crisis intervention system with university counselor network integration.
- Features AI-powered empathetic chatbot with natural language processing for 24/7 confidential support conversations.

Impact Case

Target User and Expected impacts



University & college students experiencing stress, anxiety, or burnout



Short-term impact

Students can track moods, access self-care resources, and connect to crisis support instantly



Mid-term impact

Improved awareness of mental health, reduced isolation



Long-term impact

Contributes to lower dropout rates, healthier student communities, better academic performance

Quantifiable Potential of Mind Care

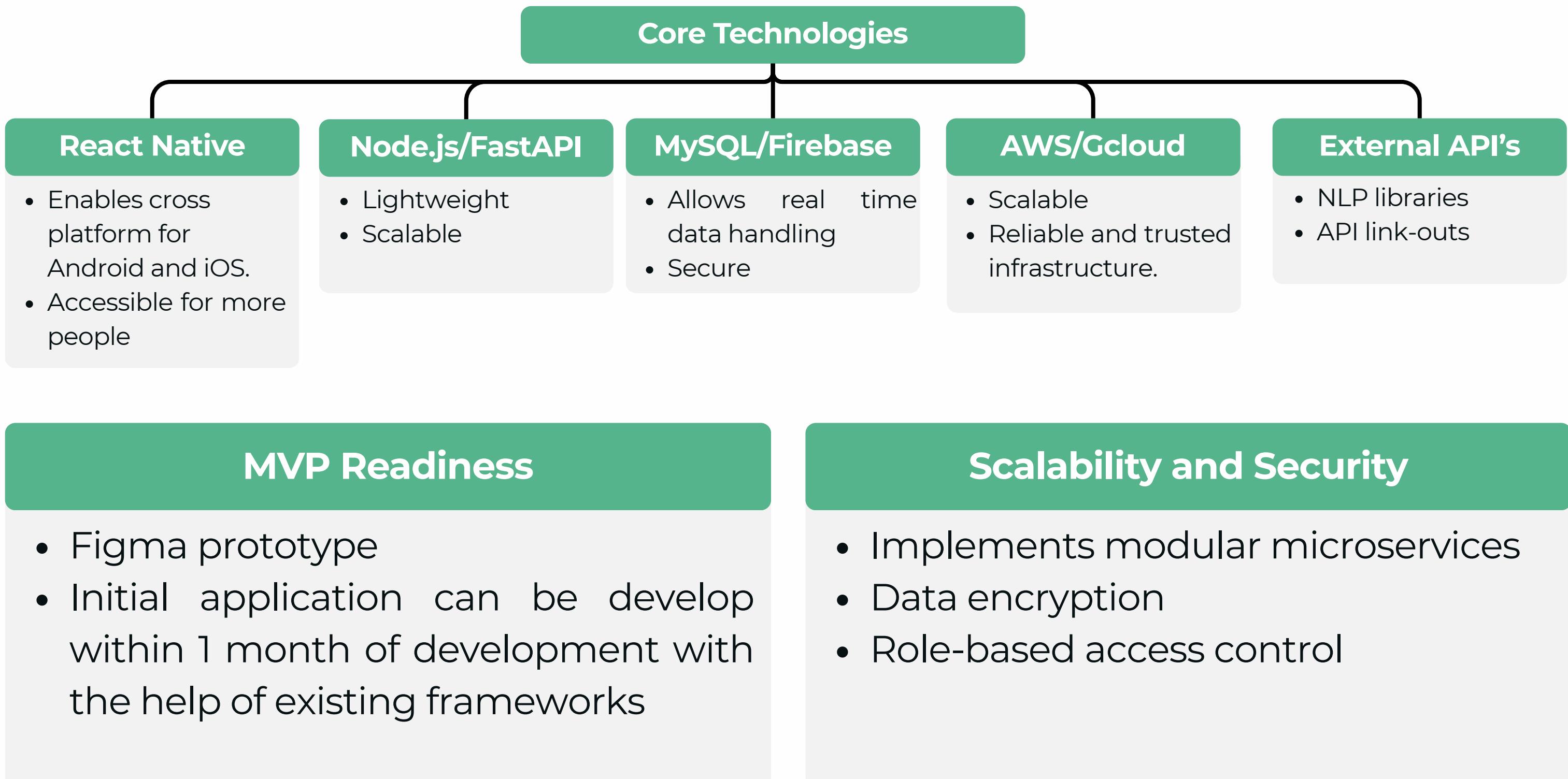
If the application is adopted by a university consisting of 10000 students and is supported by 20% of the students:

$$\begin{aligned} 20\% \times 10000 \\ = 2000 \text{ active users} \end{aligned}$$

According to a research ([International Journal of Mental Health Systems](#)) in 2022, 1 in 3 students use mental health services. With these:

$$\begin{aligned} \frac{1}{3} \times 10000 &= 3333.33 \\ 2000/3333.33 \times 100 &= \sim 60\% \end{aligned}$$

Technical Feasibility



Market Strategy

Partner strategy

Student Affairs & Counselling :



Residential Life & Toolkit :



Resident University



Workshops

Channels & Growth Loops

Messaging Apps:



Social Media Content:



Associations & Clubs:



“Calm Captain” Programs

Recruitment with Perks



Training and Playbook



University Events



Campus-ready



Zero - Budget



Continuous Awareness

Engineering Challenges & Solutions

1

Privacy-by-default

Challenges

Stigma-free use(no accounts)
but still need personalizations

Solutions

 Anonymous Auth 

 Local-only Journaling

2

Safety & Crisis Escalation

Challenges

Fast crisis handling without
pretending to be clinical care.

Solutions



State machine : Immediately surface
crisis sheet. No delays, No timers

3

Offline-first performance

Challenges

Unreliable campus wifi. tools need
to run

Solutions



IndexedDB caches: store last 7 days
of usage locally; background sync
when online.

Meet Our Team



Product Lead



Haziq

- Software engineer in full-stack development, converts user insights into clear roadmaps
- Train & Deploy machine learning model for trading strategy & SME financial health at UMHackathon 25

Software Engineer



Zaid Aqil

- Software engineer in full-stack development, AI integration, and real-time systems.
- Train & Deploy machine learning model for trading strategy & SME financial health at UMHackathon 25

AI Engineer



Ammar

- Computer Science student at Universiti Teknologi Malaysia with experience in full-stack web development, computer graphics and game engines.

ML Engineer



Nazmi

- Computer Science student at Universiti Teknologi Malaysia with strong skills in computer graphics, complemented by experience in AI/ML tools and full-stack development.

Thank You



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