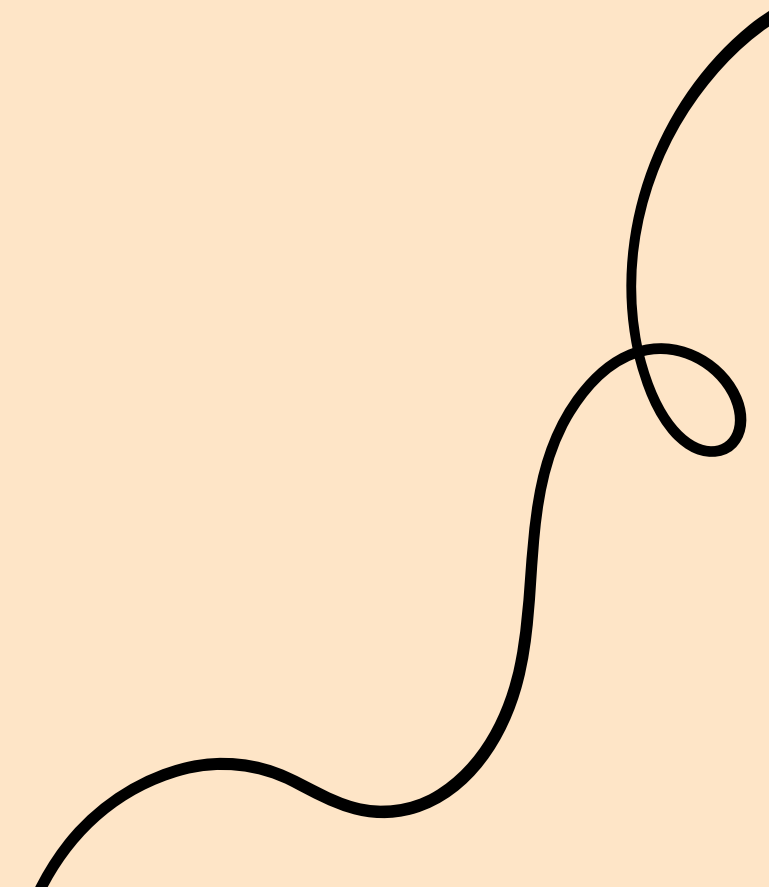Nasa Team

Travel to Rehabilitation and Psychological Treatment APP

PRESENTED BY

Nancy Mosaad   Habiba Hatem   Jana Ahmad   Yahia Nady
Zeinab muhammed   Mahmoud Mohamed   Kamall Ayman

Overview

Project Idea:

A platform that helps individuals find therapeutic travel programs that support mental health, such as retreats for stress relief, anxiety, and PTSD recovery.

Target Audience:

1. Individuals seeking mental health recovery through travel.
2. Therapists and mental health professionals.
3. Travel retreat organizers.

Key features

- Search programs by type (e.g., yoga, art therapy), location, and budget.
- Book trips securely and rate experiences.
- Chat with mental health experts before/during trips.
- Share stories and tips in a community forum.

Unique features

- AI suggests trips based on user needs (e.g., "quiet beach retreats for burnout").
- Programs are verified for safety by professionals.

Monetization

- Earns money via booking fees, subscriptions for premium features, and partnerships with retreats.

Community

- Users share travel journals and join forums (Coping with Travel Anxiety).

Trust

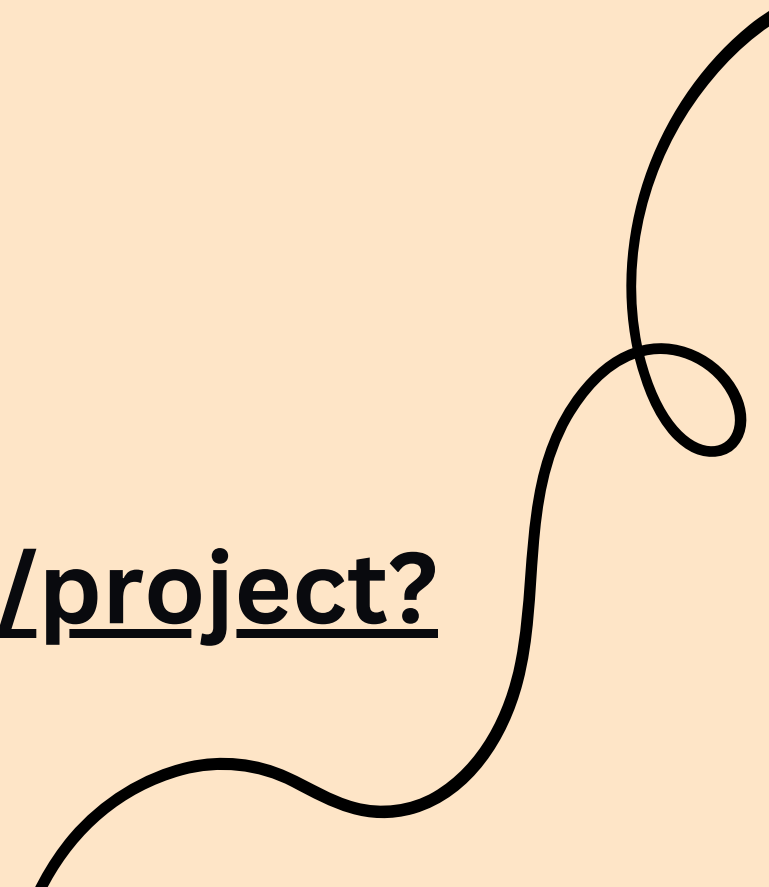- Users see reviews, therapist bios, and safety badges

Inspiration

- Combines therapy (like BetterHelp) with travel (like Airbnb Experiences).

Goal

- Make therapeutic travel accessible, safe, and supportive for mental health healing.

Figma link

- https://www.figma.com/board/UVePhhG1ximGsRY47c7rGj/project?node-id=67-24&t=pozSBiZ671NNDBJH-1

TASKS	ASSIGNED TO	DEADLINE
Competitive analysis	Mahmoud	5.3.2025
Swot analysis	Kamal	17.3.2025
Surveys and interviews	Nancy & Jana	10.3.2025
Ideation & Features	All team members	14.3.2025
Sitemap & Wire frame	Nancy	20.3.2025
Persona	Zainab	17.3.2025
User Journey & User flow	Habiba	17.3.2025
Design System	Mahmoud	17.3.2025
Business model canvas	Mahmoud	20.3.2025
Final Documentation	Mahmoud, Nancy & Zeinab	21.3.2025

Timing and Planning

Swot Analysis

Done by: Kamal ayman

Link:https://docs.google.com/presentation/d/1ix2j_WEqw500VFLCtZ5oEDy9o2ezq10j/edit?usp=drivesdk&ouid=105908892915302424411&rtpof=true&sd=true

Competitive analysis

Done by: Mahmoud Mohamed

Link:https://docs.google.com/presentation/d/1mFFofcPJq4zwh1Jk63 g5Fx5pOeLSTvFd/edit? usp=drive_link&ouid=107142538041660230054&rtpof=true&sd=true

- made a competitive analysis for our therapeutic travel application to make features that make the project stand out and achieve our business goals .

Surveys and interviews

Done by: Nancy Mosaad & Jana Ahmed

- conducted interviews with our college colleagues and family members, along with surveys using simple Google Form questions, to gather both quantitative and qualitative insights. This approach allowed us to obtain results that provide a fairly comprehensive understanding of the target audience and their needs.

Link:https://drive.google.com/drive/folders/1nqseZTYxixw_y4hxfRy-eK8_gPVKpT5h?usp=sharing

Sitemap

Done by: Nancy Mosaad

Link:
https://www.figma.com/board/lnf9Vch3EMvqdQHsPMcXmx/SiteMap?node-id=0-1&t=5Tqg0MVrNh4oTumk-1

Persona

Done by: Zainab Mohamed

Link:
https://drive.google.com/drive/folders/1MisdhbsUlNUTyr3QrghCYaz69HAQRYGq

User flow & User journey

Done by: Habiba Hatem

• User flow
Link:https://www.canva.com/design/DAGh1E5Lzp0/RkGLqlm3ovMSpeITue4lOw/view?
utm_content=DAGh1E5Lzp0&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utlId=hbad90c02dd
• User journey
Link:https://www.canva.com/design/DAGiWBiN2Bw/DN9momZziI_m8c_pIhXUmQ/view?
utm_content=DAGiWBiN2Bw&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utlId=hfa4d13bd75

User Story

Done by: Habiba Hatem

o Search

As a user, I want a search feature so that I can quickly find relevant treatment options based on my needs.

o Community

As a user, I want to engage with a community so that I can share experiences, ask questions, and receive support from others.

o Recommended Travels

As a user, I want personalized travel recommendations so that I can easily choose the best medical treatment options without extensive research.

o Notifications

As a user, I want to receive notifications so that I can stay updated on interactions, recommendations, and important updates.

Wireframe

Done by: Nancy Mosaad
• Wireframe whiteboard
Link:https://drive.google.com/file/d/1PnTiOvxdqL7oBo46cspE0O4dcj
fQW6Gc/view?usp=sharing
• Wireframe Figma
Link:https://www.figma.com/design/TTY0nMItDpF4Fg73L8DyU6/Trav
el-Project?node-id=0-1&t=FlOxrbxIseJi1jr9-1

Design system

Done by: Mahmoud Mohamed
o Design system
• Link:https://docs.google.com/presentation/d/1mIgoq71Vs-GGPX3D0yrXPSPYCRifZwHw/edit?usp=drive_link&ouid=107142538041660230054&rtpof=true&sd=true

- selected a design system that would be suitable for the project to make the application visually appealing and consistent

Business model

1. Customer Segments

- Primary: Individuals seeking mental health support through travel (e.g., anxiety, burnout,).
- Secondary: Mental health professionals (therapists, coaches), travel organizers

Business model

2. Value Propositions

- Personalized Discovery: Search programs by treatment type (e.g., CBT, mindfulness), location, and budget.
- Trust & Safety: Verified programs, expert reviews, and peer ratings.
- Community & Support: In-app chat with therapists, shared user experiences, and post-trip support groups.

Business model

3. Channels

- App Stores (iOS/Android).
- Social Media (Instagram/TikTok ads targeting mental health communities).
- Partnerships with therapy blogs, influencers, and wellness podcasts.
- SEO for keywords like "healing travel programs" or "mental health retreats."

Business model

4. Customer Relationships

- In-App Chat: 24/7 support for booking/questions.
- Personalized Recommendations: AI-driven program suggestions based on user preferences.
- Community Forums: User-generated stories and peer support.
- Loyalty Program: Discounts for repeat bookings or referrals.

Business model

5. Revenue Streams

- Commission: 10-15% fee on bookings made through the app.

- Subscription: Premium tier ($15/month) for expert consultations and exclusive retreats.

- Featured Listings: Travel programs pay to boost visibility.

- Affiliate Marketing: Partner with travel insurance or luggage brands.

Business model

6. Key Resources

- UI/UX Designers (you!), developers, mental health advisors.
- Database of vetted travel programs.
- Cloud Infrastructure for app scalability.
- Community Managers to moderate forums.

Business model

7. Key Activities

- App Development: Enhancing search filters, booking system, and chat features.
- Program Curation: Vetting retreats for safety/therapeutic value.
- Marketing: Collaborating with mental health influencers.
- Partnership Building: With therapists and travel organizers.

Business model
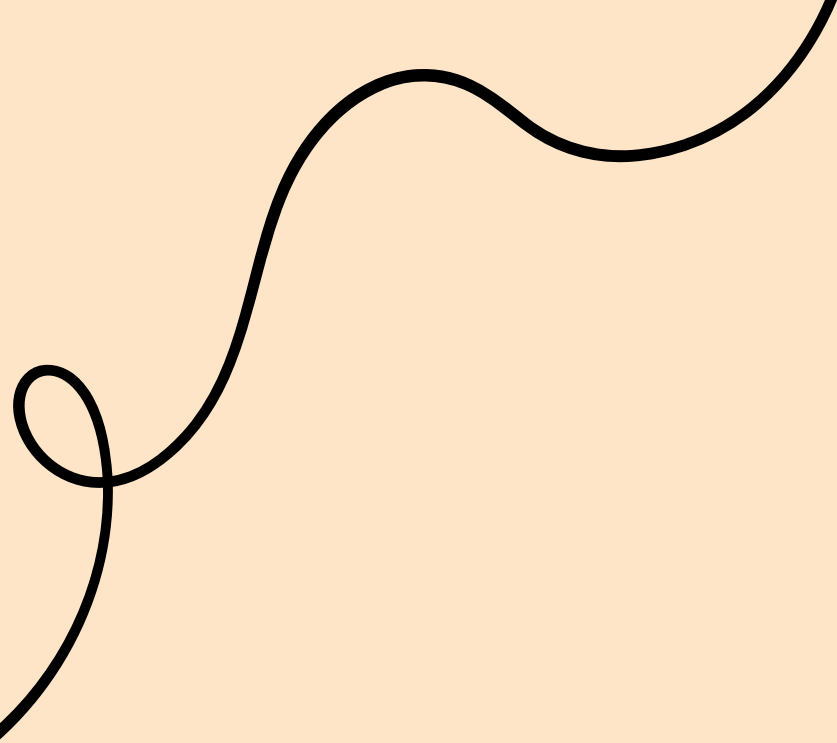
8. Key Partnerships

- Mental Health Organizations: For credibility - Travel Providers: Retreat centers, adventure therapy companies.

- Payment Gateways: Stripe/PayPal for secure transactions.

- Content Creators: Mental health bloggers for SEO-driven guides.

Business model

9. Cost Structure

- App Development (~50k–50k–100k for MVP).
- Marketing (10k–10k–20k/month for ads/influencers).
- Expert Consultants: Fees for mental health professionals advising on content.
- Server Costs (2k–2k–5k/month)

THANK YOU