

Project Pitch

MindSpace

Team 24

March 2021

Are you aware of your emotions?



Out of Control?



Implusive?



Ups and Downs?

Product Vision

Benefits of emotional awareness at work:



- Better emotional awareness predicts one's overall success at work (Cornell University)
- 92% of leaders with good skills of emotional awareness had high energy and high performance teams (Korn Ferry Hay Group)

Product Vision

Deficiency in emotional awareness could be related to varies mental health problems:



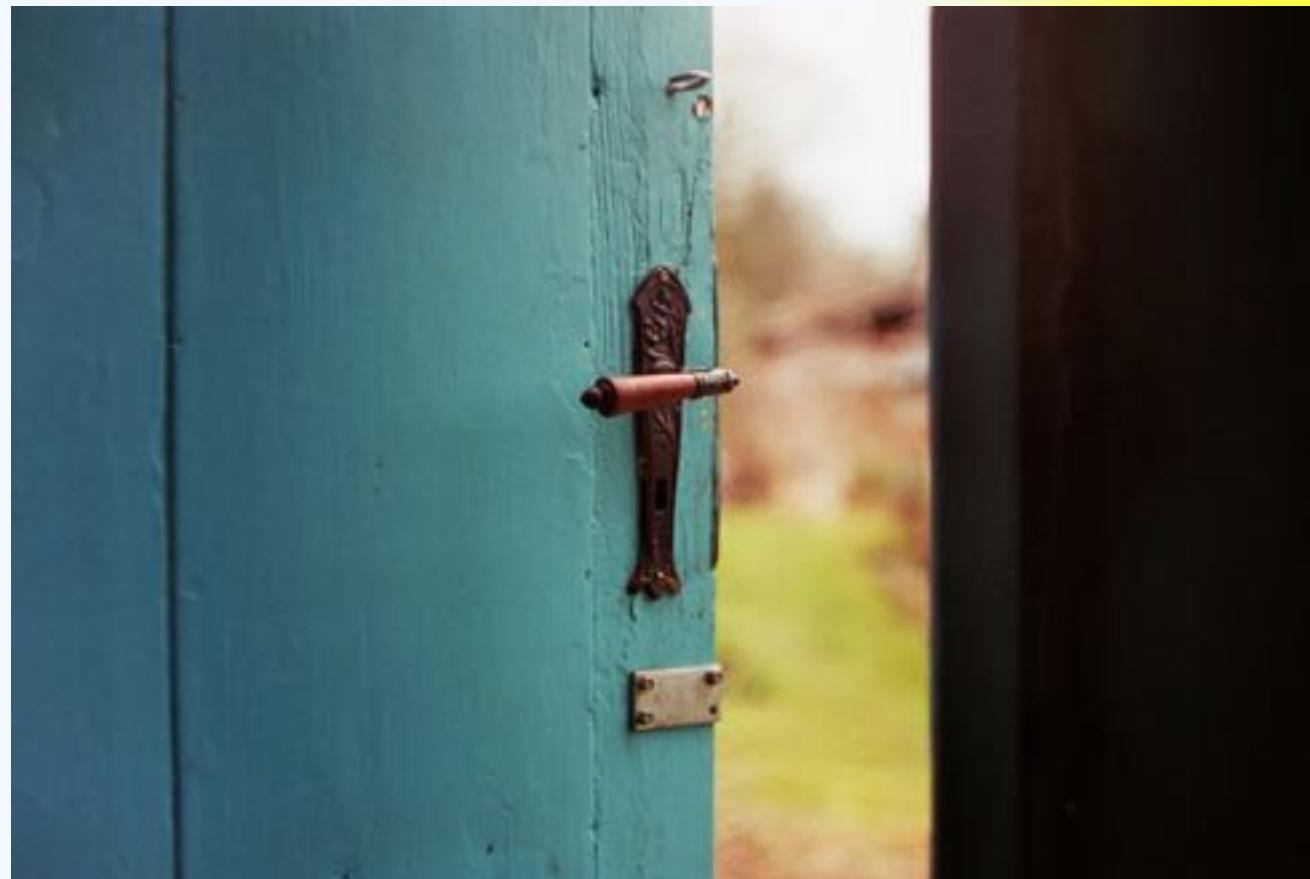
Post-traumatic Stress Disorder (PTSD) (Frewen et al., 2011)

Depression and Anxiety disorders (Kranzler et al., 2015)

Product Vision

The good news is...

1. Emotional awareness is a skill that can be learned with practice
2. Increase in emotional awareness -> Improve mental health (Baker & Richard, 2018)



While your pain and sadness is inevitable, being aware of it could be a way out

What is MindSpace?

By Yingyao Lu (a1784870)



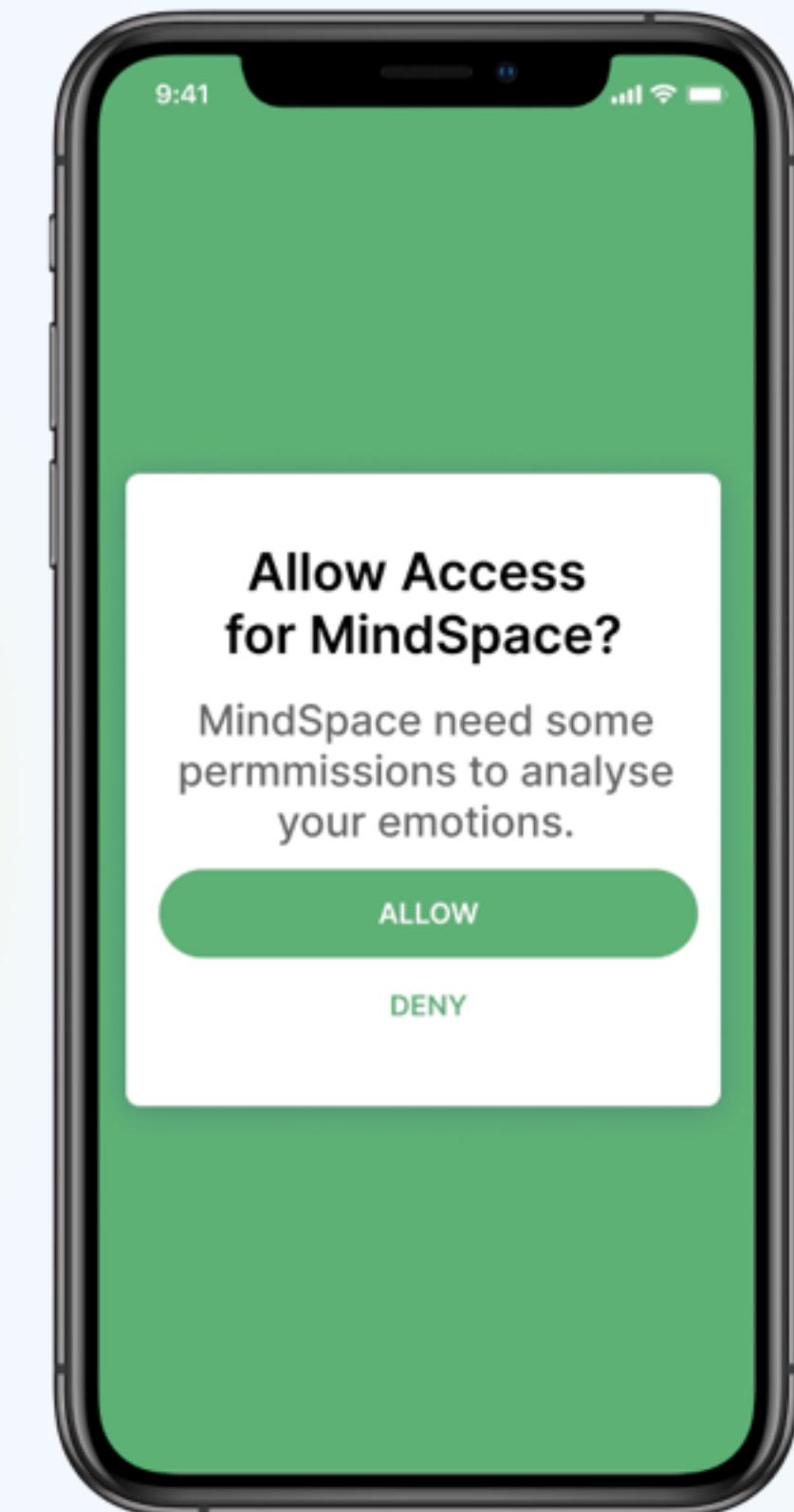
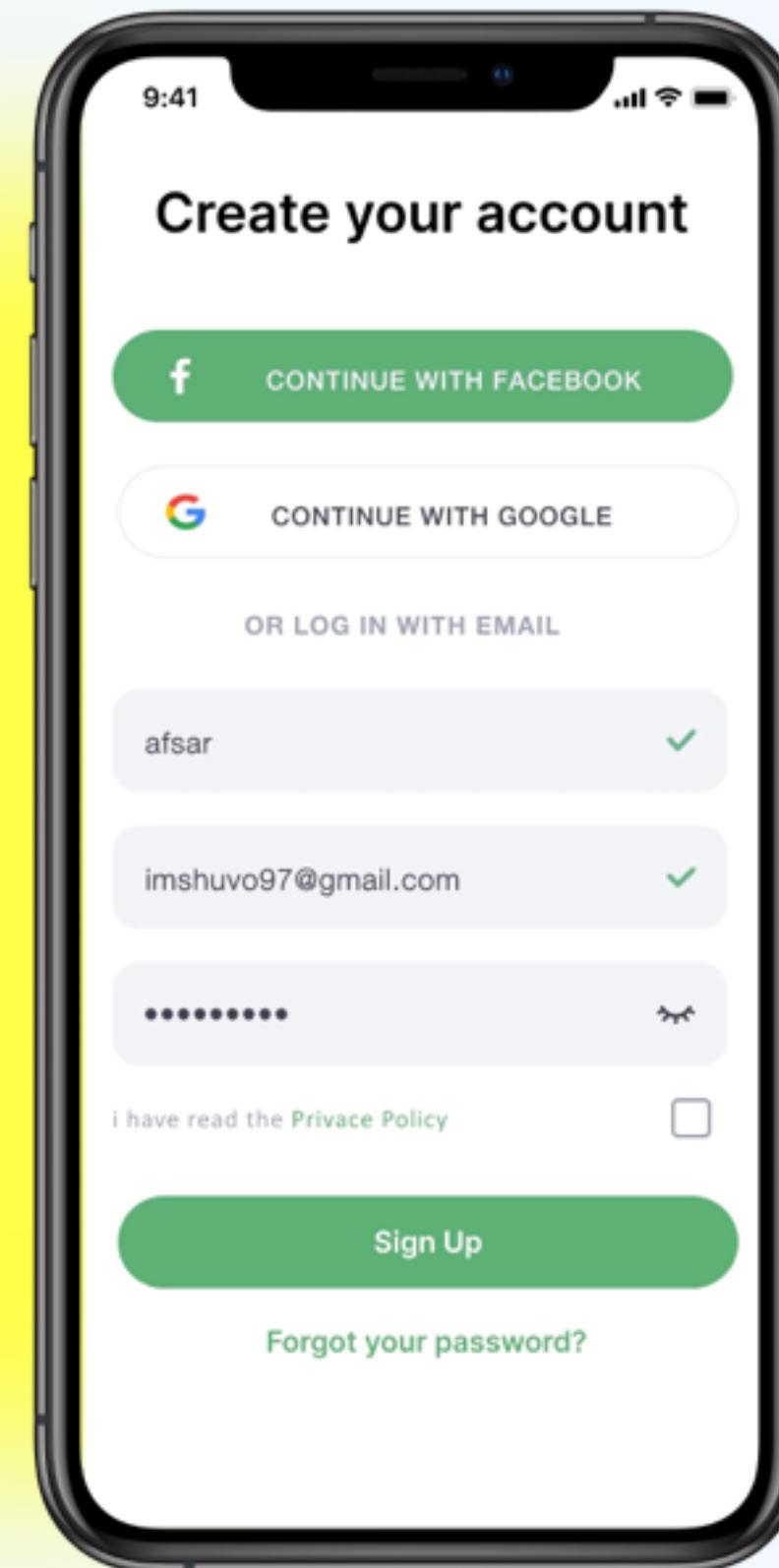
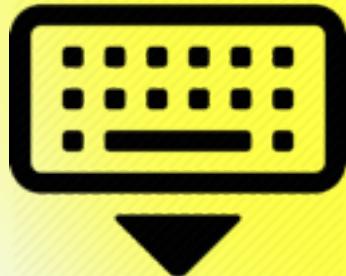
MindSpace

-- A 'fitbit' for your language

- Identify emotions
- Analyse triggers
- Make reflections
- Help with Strategies
- Track your progress

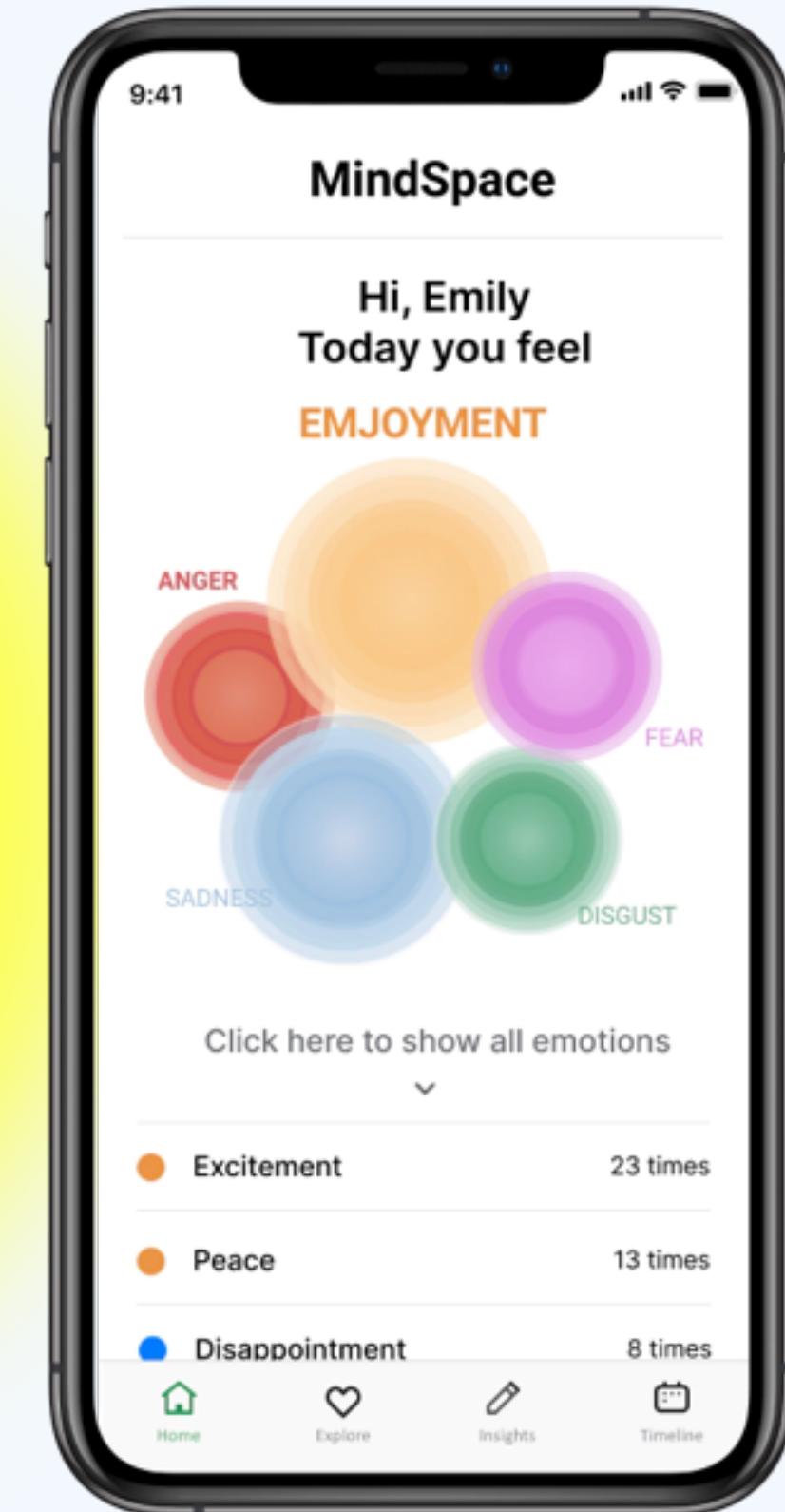
Emotional awareness

starts by a quick sign up...



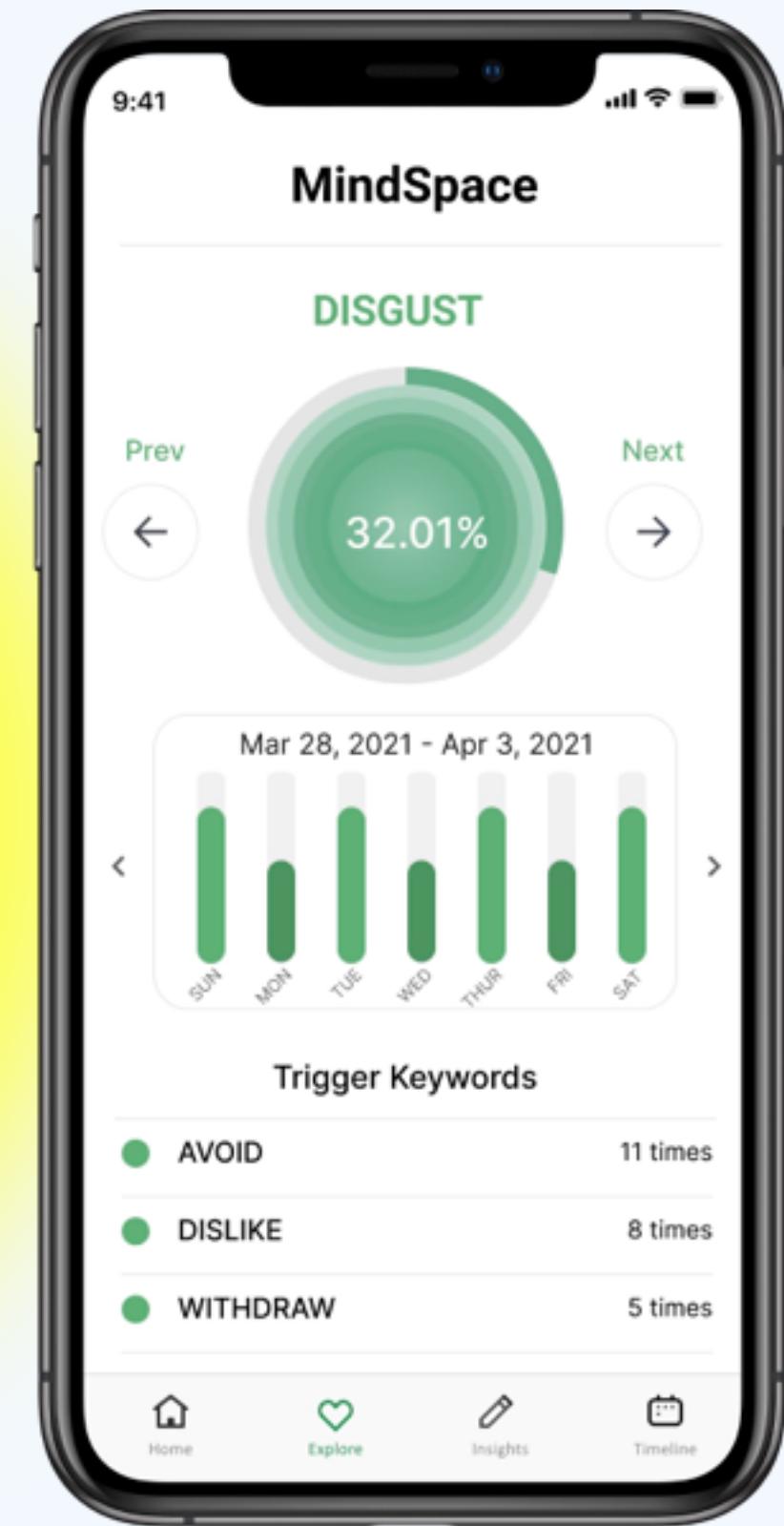
Get a snapshot of your day

- Observe what emotions you have today
- Natural Language Processing (NLP)
- Visualise with Interactive graphs and charts



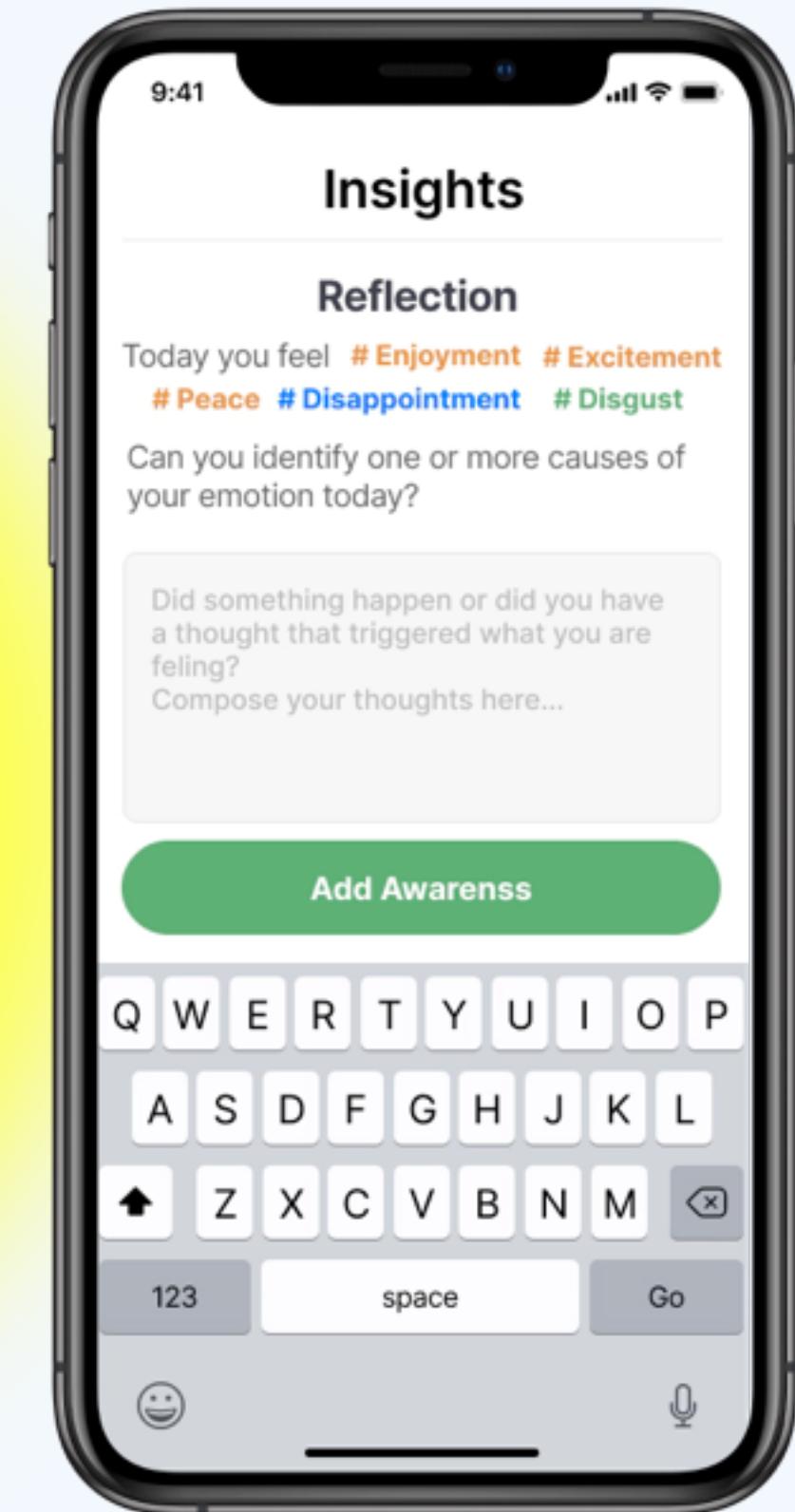
Explore triggers of emotion

- Understand how these emotions happened
- Identify trigger keywords by frequency
- Discover trends with week-to-week views



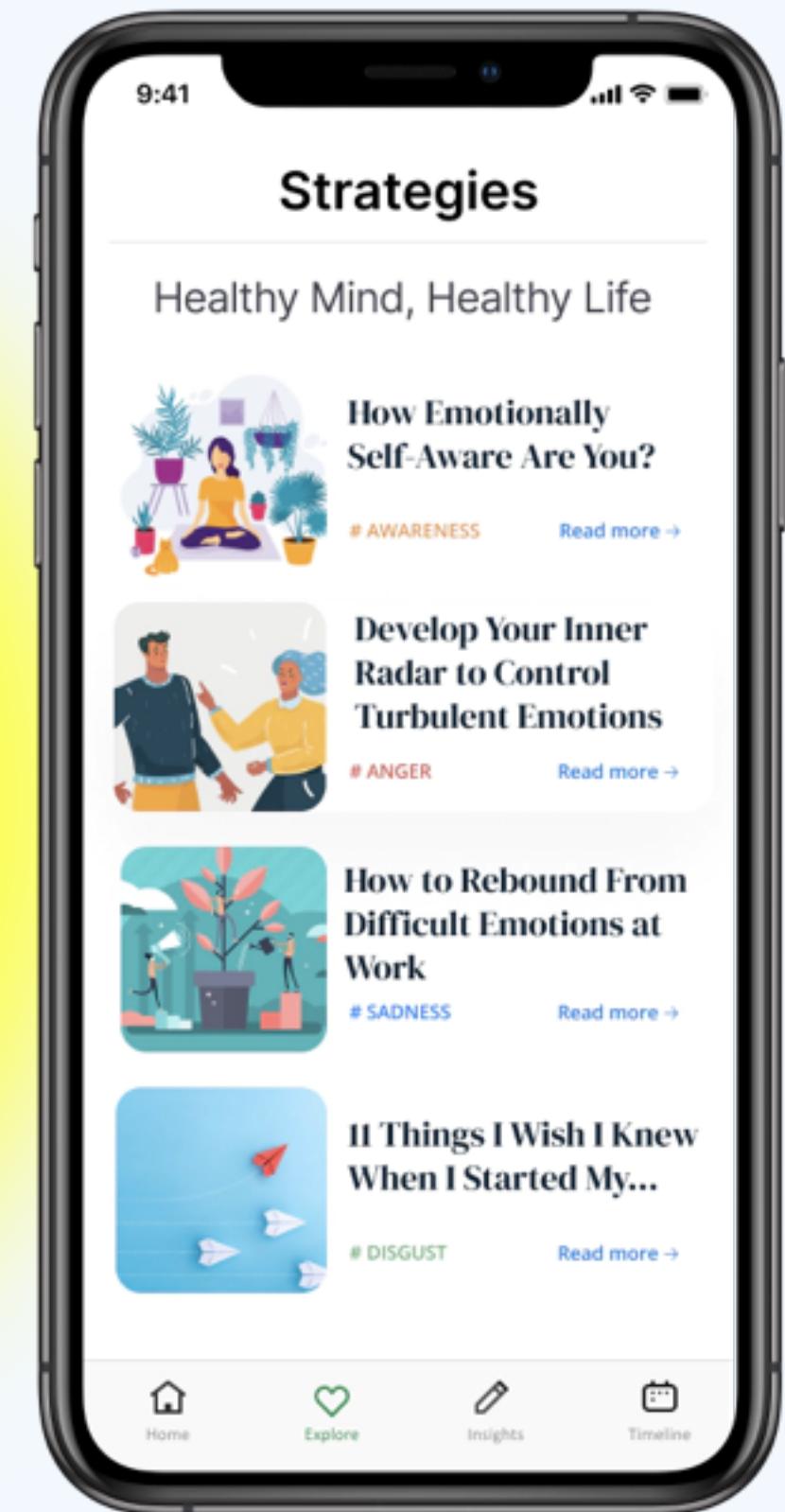
Guide you on Self-Reflection

- Be more mindful of why you feel this way
- Find out the causes behind your emotions
- Same trigger could lead to a different response



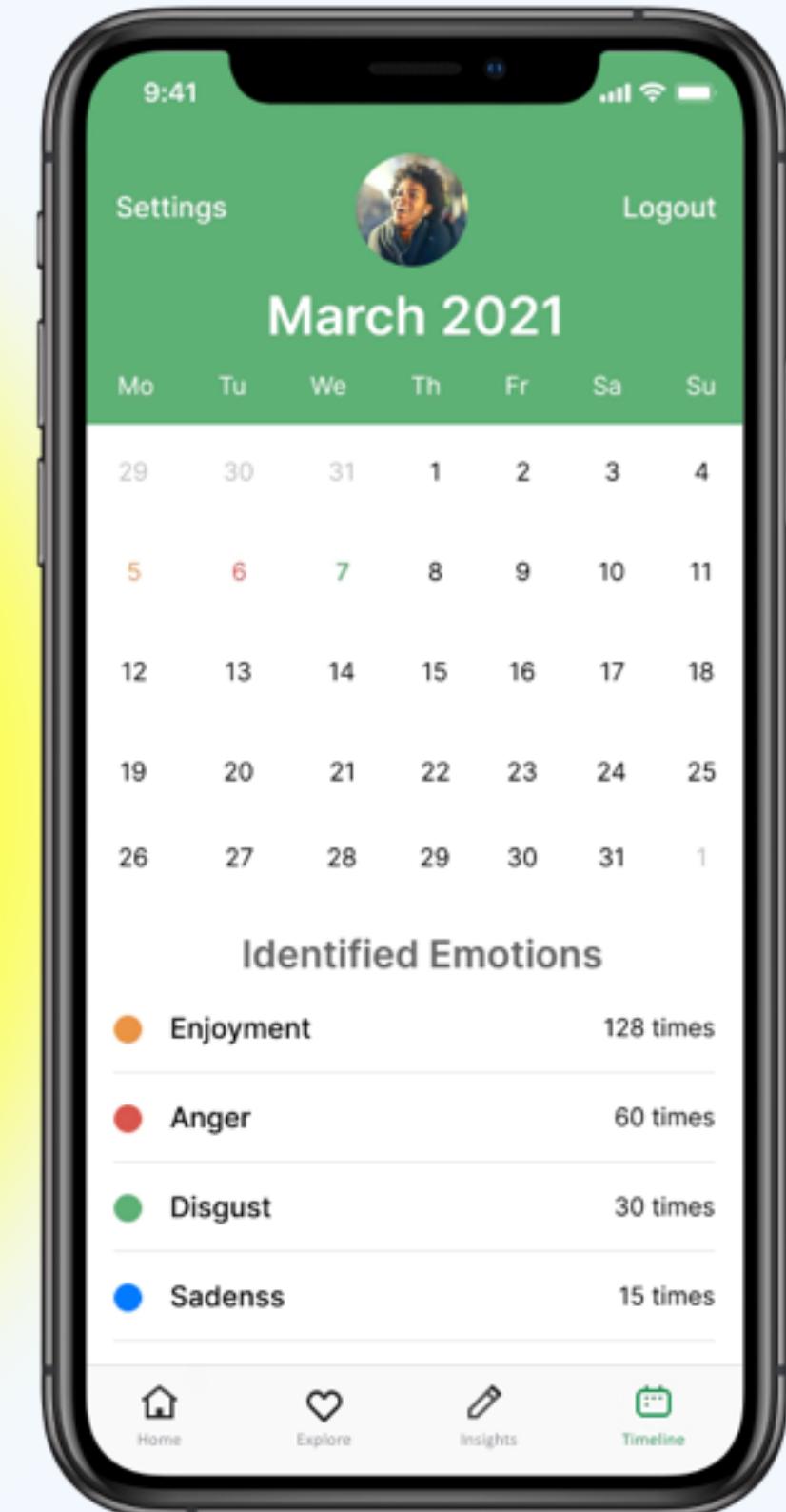
Help you with Strategies

- Resources on practices and education
- Address the development of emotion awareness
- Help with respond in constructive ways



Track your progress over time

- See how you manage your emotions over time
- Take ownership of your emotions
- Make improvement towards a higher EQ

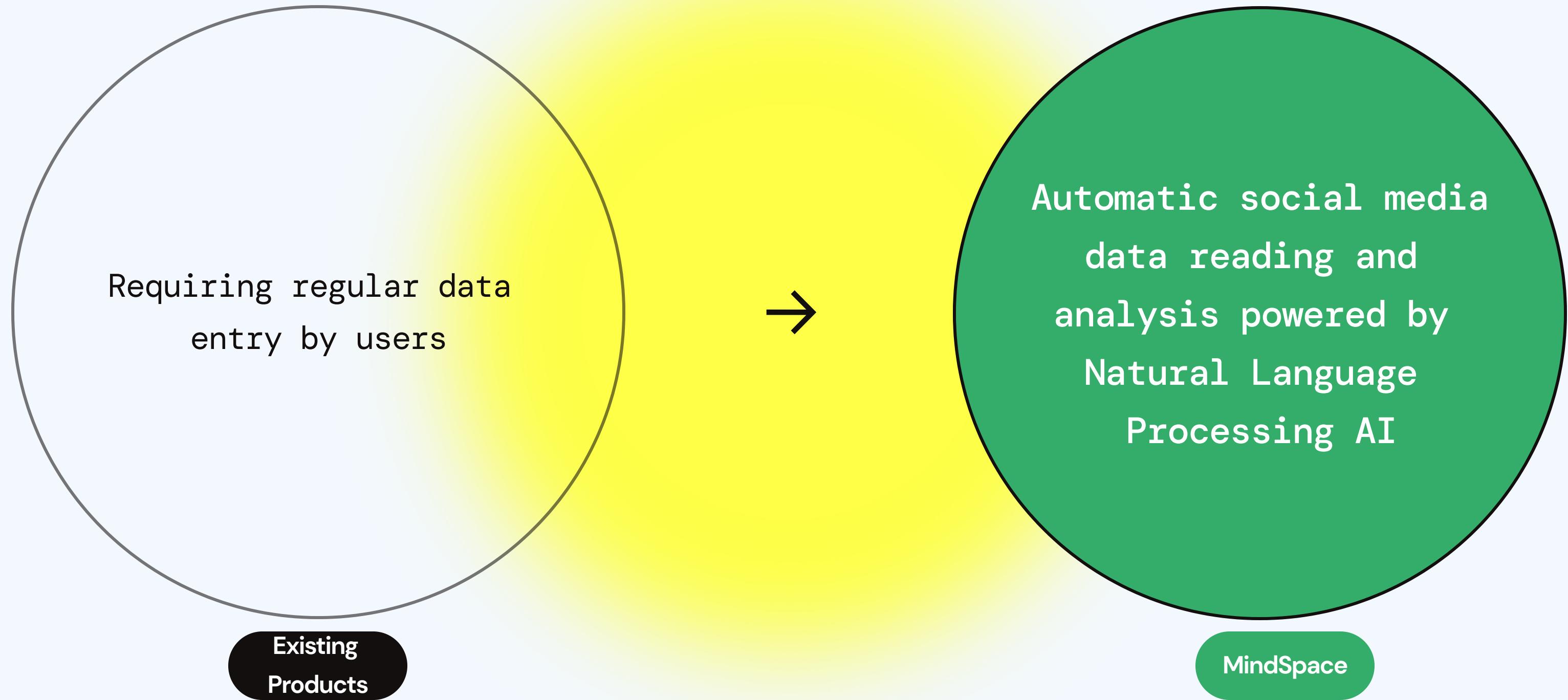


Why MindSpace?

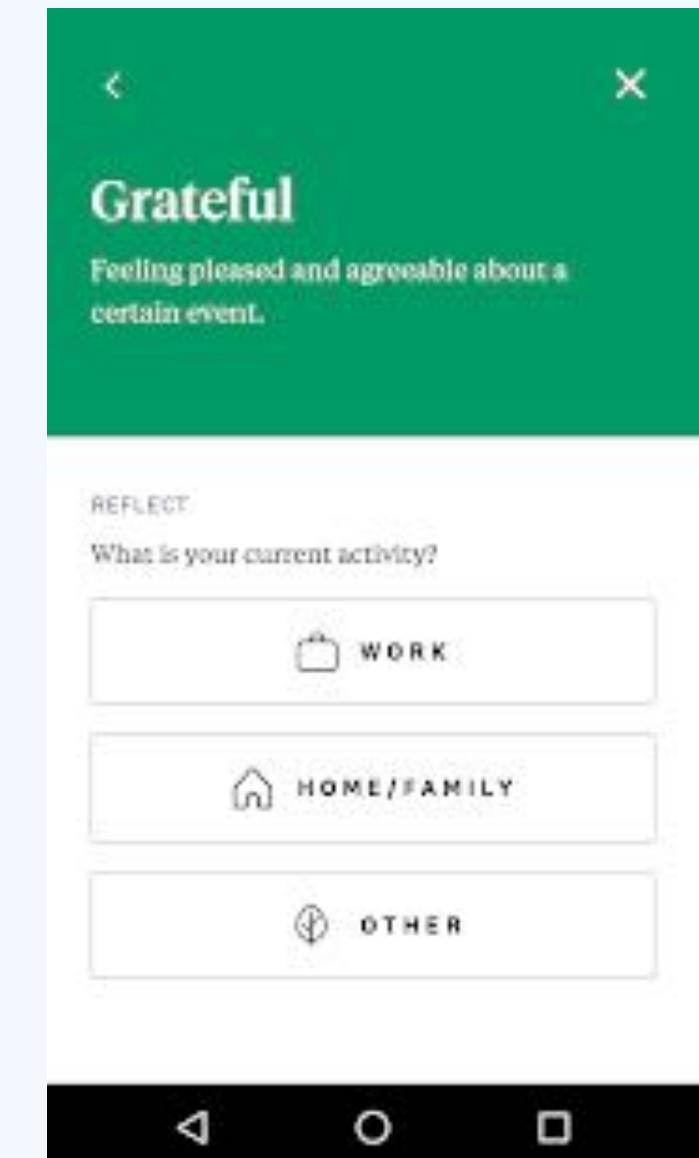
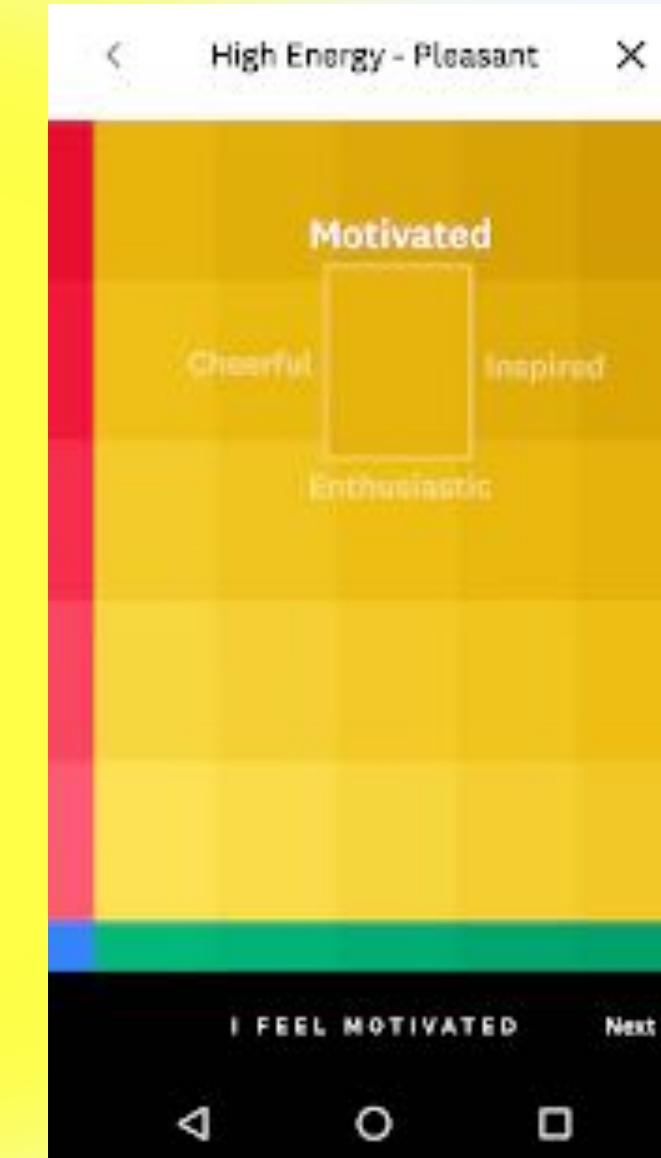


MindSpace

- Higher accuracy and more convenient
- Advanced technology – Natural Language Processing (NLP) Analytics of social media data



• Existing Product example: Mood Meter, Mitra



Rely on user data entry

< MindSpace – NPL core >

Twitter Facebook Instagram keyboard



Connect to social media and keyboard

Detect your mood by analyzing user's posts on social media and how user type the post

Reflection

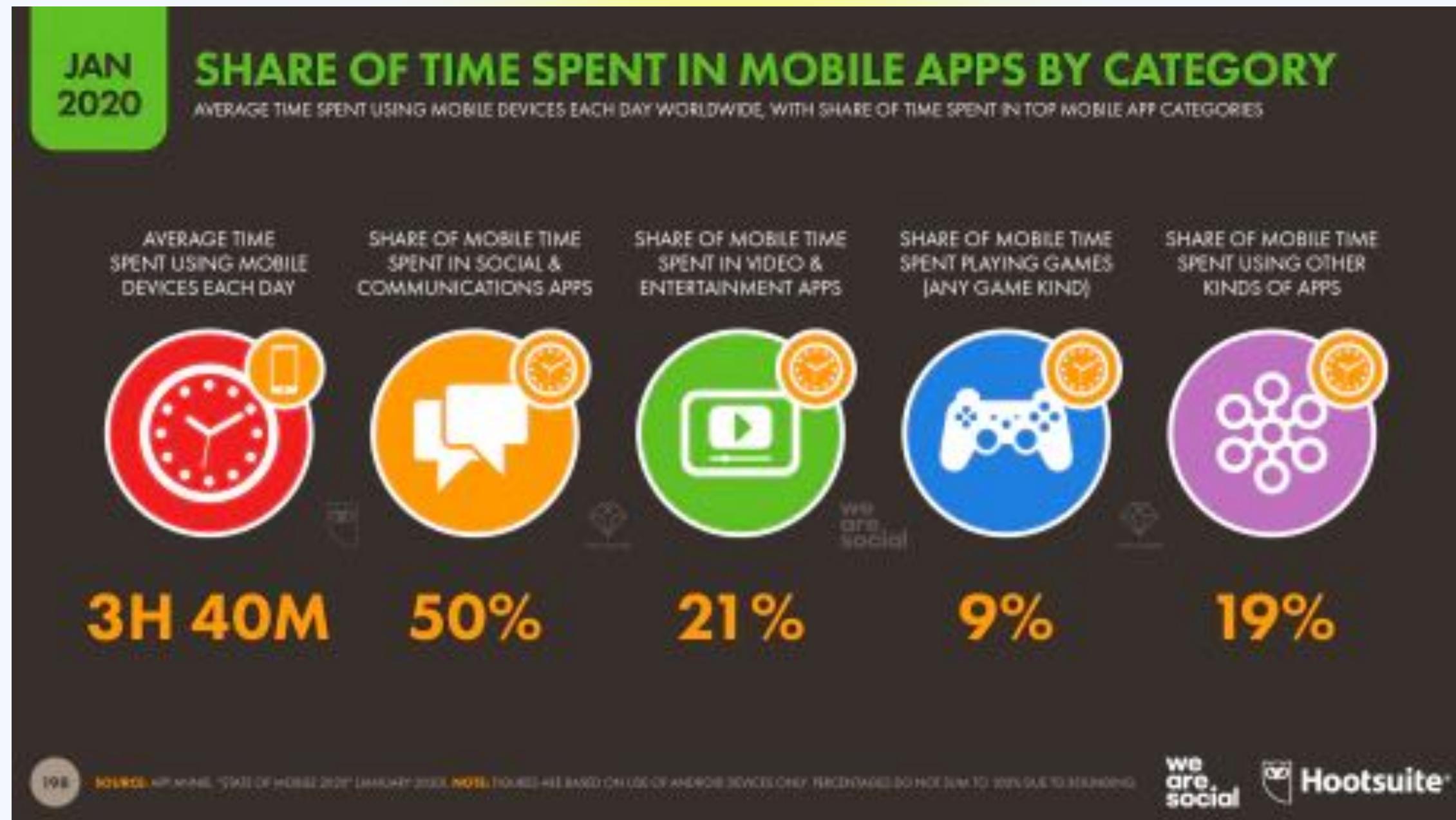
Weekly Tracking

Resources

Make your own record daily
What are the causes?

Know yourself

- Popularity of social media apps



50 % of time spent on social and communication app

- **Increased use of social media during pandemic**

According to a study of the use of Twitter during COVID-19 lockdown
(Arora, Chakraborty, Bhatia and Mittal, 2020),

- Average number of tweets posted daily increased during the lockdown period
- Users who tweeted more frequently compared to average users showed more negative emotions (e.g. anger and sadness)



More users tend to share their emotions on social media

Advanced Technology - NLP Analytics

Result with higher accuracy

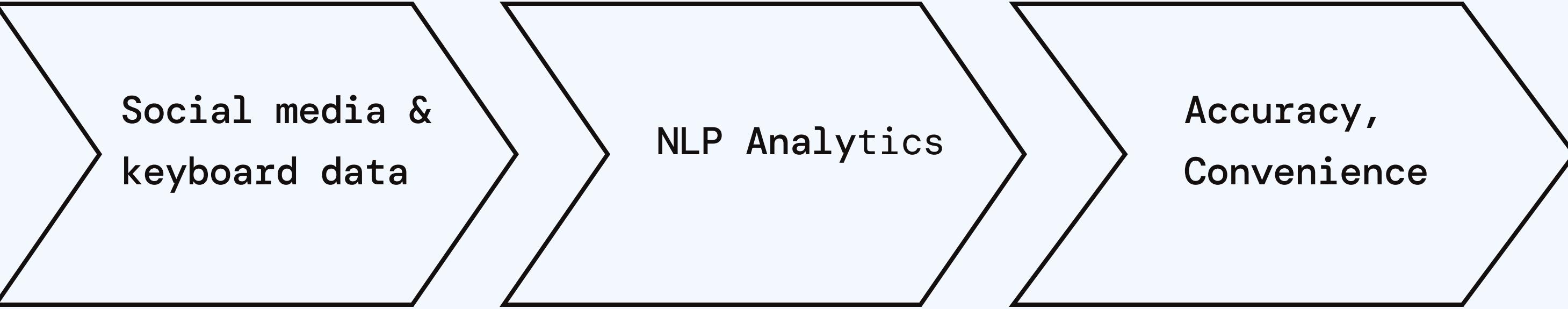
- Provide objective results by solely using NLP analytics
- A result without user's bias or misjudgement
e.g. some users have difficulty in identifying emotional state

More convenient in tracking emotional status

- Automatic data collection and analysis
- Less hassle for users to record their emotions
- Convenient, low effort required, quick, efficient, automatic are what mHealth app users expect for data entry on app (Vaghefi and Tulu, 2019)

Provide information users really need

- Selected resources, less information
- Only referring helpful resources which are related to user's emotional status



```
graph LR; A["Social media & keyboard data"] --> B["NLP Analytics"]; B --> C["Accuracy, Convenience"]
```

Social media & keyboard data

NLP Analytics

Accuracy,
Convenience

Feasibility

Cooperation with Language Technology for Social Good (LT4SG)

LT4SG



- Lead and co-founder: Dr Thushari Atapattu
- Dedicated towards understanding and modelling human language
- Leading-edge NLP, machine learning, and deep learning technologies
- Responsible of the backend like NLP and collecting data

Our team

Current scope:

- Visualise user's different emotions
- Listing emotion triggers
- Track user's emotions from time to time
- Build a page to put strategies about how to cope with negative emotions

Possible extension:

- Provide paid mediation course

Technology Stacks

App development: Ionic framework + Angular

- Cross-platform ability: one code base for different platform
- Lowest investment in effort and time compared to native and hybrid-native framework
- Team members are self-studying online
- No noticeable performance difference with well-written code

UI design: Figma

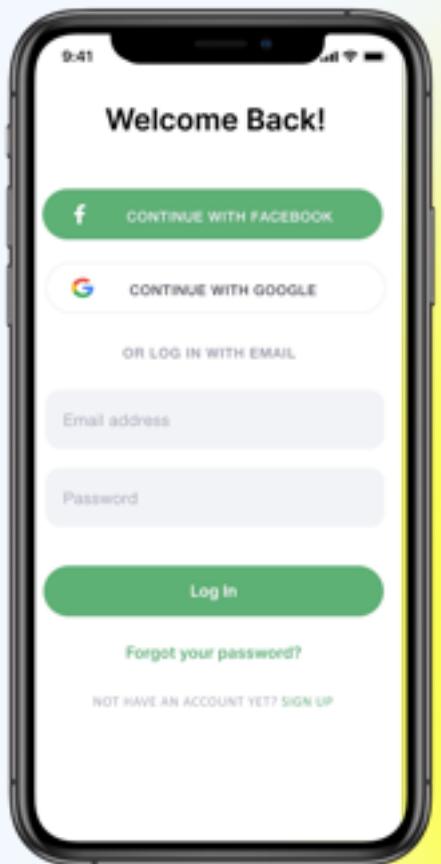
- Easy to use
- Online collaborative available

Milestone 1 – week 7



Landing page

Signup and Login buttons

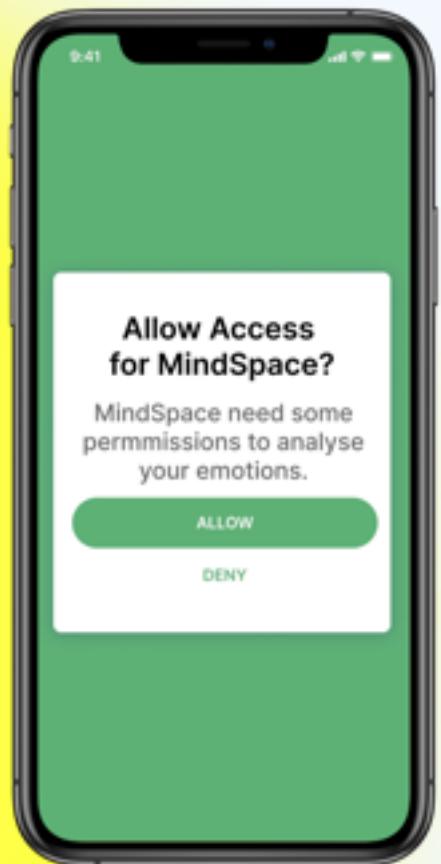


Login & Signup page

Login for returning user

Signup for new user

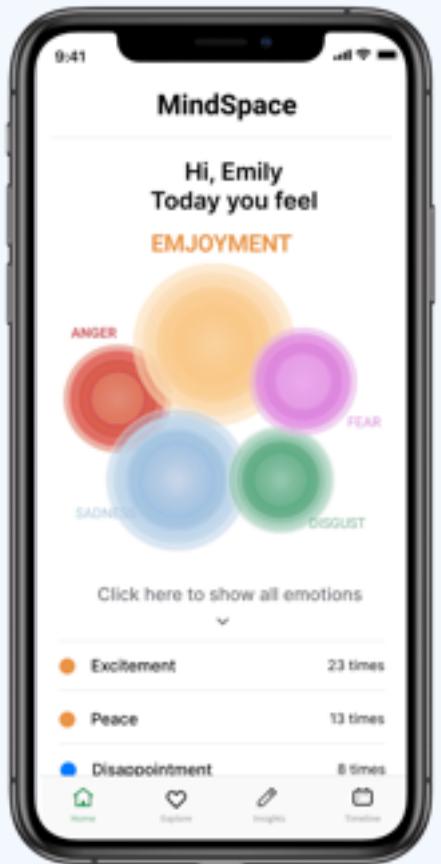
3 different signup methods: email, Google and Facebook



Permission page

asking for user's permission

** Frontend only in milestone 1



Home page

Visualise the major 5 emotions of a day

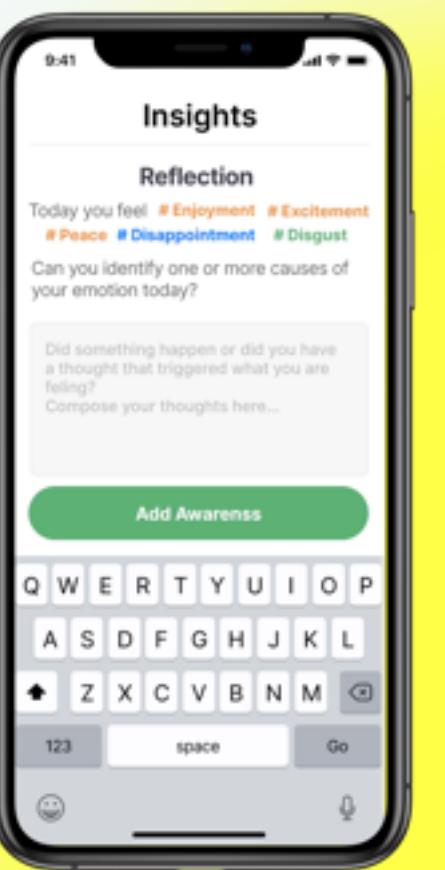
List the rest of emotions with frequency

Final Milestone



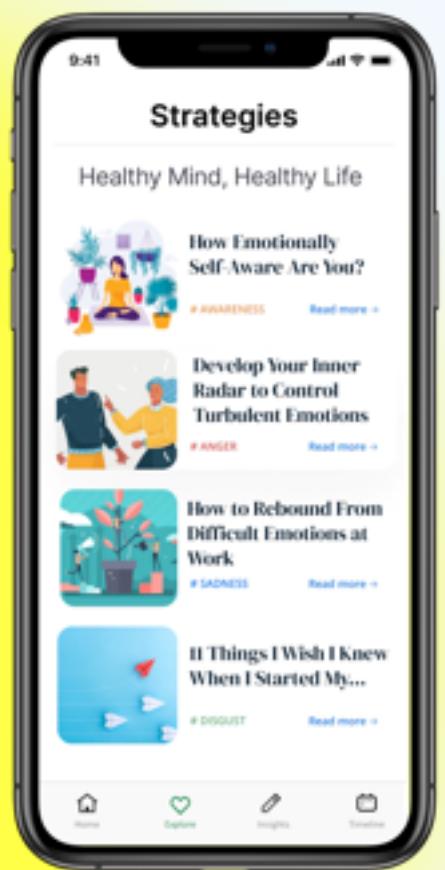
Explore page

1. Show the frequency of the emotion by percentage
2. List the identified keywords of emotion by frequency
3. Show weekly trends of the emotion
4. Swipe to switch to another emotion



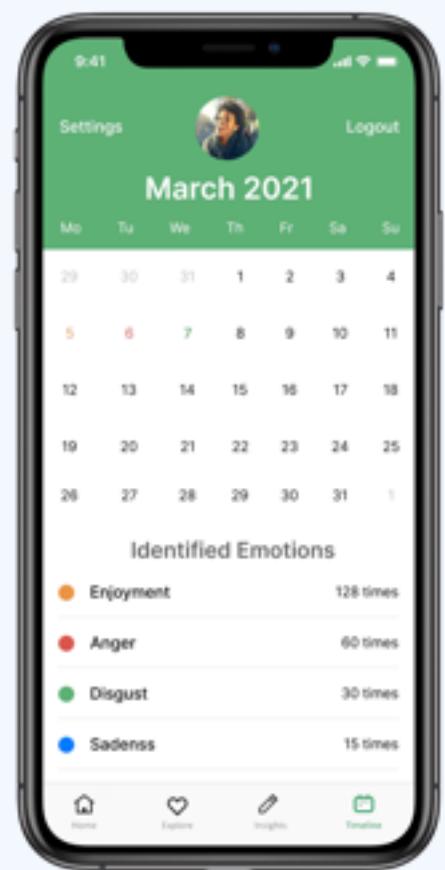
Insight page

1. Show recommends tags of emotions to user
2. Allow user to type and submit reflections



Strategies page

Provide articles about a specific emotion to user



Timeline page

A calendar to show user's identified emotions by frequency of a month

We are reaching the end of the presentation...

- Get a snapshot of your day
- Explore detailed information of every emotion
- Guide you on self-reflection
- Track your progress over time

More importantly, why MindSpace?

- Track your emotion so you don't need to type in
- Accuracy and convenient



We are all in a difficult time, but don't panic...

You can understand yourself and people around you better
You can overcome difficulties with your emotions
You can make decisions that make you feel good
You can handle your negative emotion better
You can cope with stress and perform well in workplace
You can improve your mental health



"When awareness is brought to an emotion,
power is brought to your life."

—Tara Meyer Robson

MindSpace

Questions & Comments

March 2021