1. Redefine Function and Information Requirements

Redefined Persona (user needs)

I have reconstructed the project persona to a 23-year-old employee who works in "996" (i.e., work from 9:00 am to 9:00 pm, 6 days per week) culture in mainland China.

Limited by **time**, and overwhelmed by **stress**, she desperately needs a detailed yet straightforward guidance to efficiently take care of herself from time to time.

Theis type of young people are willing to pay for wellness (at an affordable price) since they know the importance of mental health with the help of social media and so.

Redefined Problem Statement (business goal)

How might we help an employee who has a demanding job (Who) **to** know how to take care of herself efficiently (What) **so that** she can maintain mental health in a stressful environment (Why).

The Project

So the project will be a one-stop, information-integrated platform which will provide 'inspirations' and 'instructions' of how to take care of users themselves.

And the project will display as a free version and a paid version, divided by the following sections.

'Inspirations': this section is mainly for the potential paid users. As there are too much information out there confusing our users, giving them direct recommended lists of movies/series/playlists/books is necessary.

(Business opportunities: Amazon Associates - Amazon's affiliate marketing program / Apple Performance Partners Program)

'**Instructions**': this section, on the other hand, is mainly for the paid users.

Although limited number of contents are provided for free, the majority of them are for paid users only. It will provide professional instructions (articles/articles).

(Business opportunities: Membership / collaboration with professionals and therapy services)

p.s. daily affirmations will be shown for the paid users on the home page.

2. Research

<u>The users:</u>

(1) mental health issues

①According to a survey conducted by The City Mental Health Alliance Hong Kong (CMHA HK) and Oliver Wyman, 1 in 4 Hong Kong employees experienced mental health issues in 2020.

source: https://www.oliverwyman.com/media-center/2020/sep/mental-health-and-wellbeing-in-the-workplace-survey.html

(2) the need

①According to the Hong Kong Mental Morbidity Survey, 74% of mental health sufferers do not seek any form of professional help.

source: https://pubmed.ncbi.nlm.nih.gov/25660760/

②According to a study conducted by Kelton Global, 2 in 5 people (40%) feel they rarely have time for themselves each day.

source: https://www.scarymommy.com/birchbox-study-self-care/

③According to a study revealed by Birchbox, 2 in 3 people in America do not take enough time for themselves and even feel guilty when they do.

source: https://edge.birchbox.com/uploads/birchbox-you-time-study-press-release.pdf?_ga=2.98464991.1174671102.1633879354-1352543267.1633879354

(3) the awareness

①According to a survey commissioned by wellness software company Vagaro and conducted by OnePoll, 7 in 10 Americans (73%) were more conscious of needing self-care in 2020 — and 69% planned to do more self-care in 2021 than they did in the previous year.

source: https://www.onepoll.us/portfolio/vagaro-self-care-habits/

②According to an online survey conducted by The Harris Poll, 80% of Americans intend to regularly practice self-care after COVID-19 pandemic.

source: https://www.healio.com/news/psychiatry/20200612/80-of-americans-intend-to-regularly-practice-selfcare-after-covid19-pandemic

The competitors:

(1) Mediation related

①Calm https://www.calm.com/ ($473hkd/year)

The success of Calm: https://qz.com/1934906/meditation-app-calm-is-booming-in-anxious-times/

②Headspace https://www.headspace.com/ ($69.99usd/year)

There are multiple platforms out there providing meditation help which gain a lot of likes from the users, which gives a sign that people are indeed willing to pay for wellness, as long as the content is authentic and helpful.

(2) Affirmation related

①I Am https://apps.apple.com/us/app/i-am-daily-affirmations/id874656917 (¥148rmb/year)

②Storyteller https://www.thestorytellerco.com/app ($19.99usd/year)

Comparing with the meditation-related content providers, this type of content is charging a relatively lower price. But, still, people are willing to pay for daily affirmation, even if they are just some positive quotes.

Conclusion:

So the tendency is clear. On the one hand, the mental health issue is setting an alarm for all, luckily the awareness is rising as well; On the other hand, people tend to pay for wellness.

This project could make a subscription plan, that is, charging the price similar to the daily affirmations-related content type, but providing meditation instructions and other professional-based contents too.

3. Data Research Strategy

Inspirations:

Data scraping to get lists of recommended books (Amazon affiliate program), playlists, movies and series (iTunes affiliate program), including name, authentic reviews, how it helps, price and so on.

Instructions:

For this section, to gain an in-depth content, only using data scraping is not enough. I will manually collect the most useful content from data scraping, and double-check the authenticity with professionals and the helpfulness with potential users.

4. Reference Links

Affiliate program:

https://affiliate.itunes.apple.com/resources/

https://affiliate-program.amazon.com/

'The secret to marketing a wellness business from a founder who did it':

https://www.youtube.com/watch?v=WNnJpb2b3Wc&t=71s

'5 WAYS TO GROW YOUR WELLNESS BUSINESS ONLINE':

https://www.youtube.com/watch?v=4NeC5-zPsRc&t=76s

'Health and Wellness Business in 2021':

https://www.youtube.com/watch?v=_kPYnvhcDEg