

**GOAL :** To build a non-clinical, emotionally safe product that helps young professionals regularly recognize, regulate, and reflect on their mental health — even when they’re not in distress — through consistent, low-friction, and trust-driven experiences.

HYPOTHESIS :

Segmentation in **two** forms as :

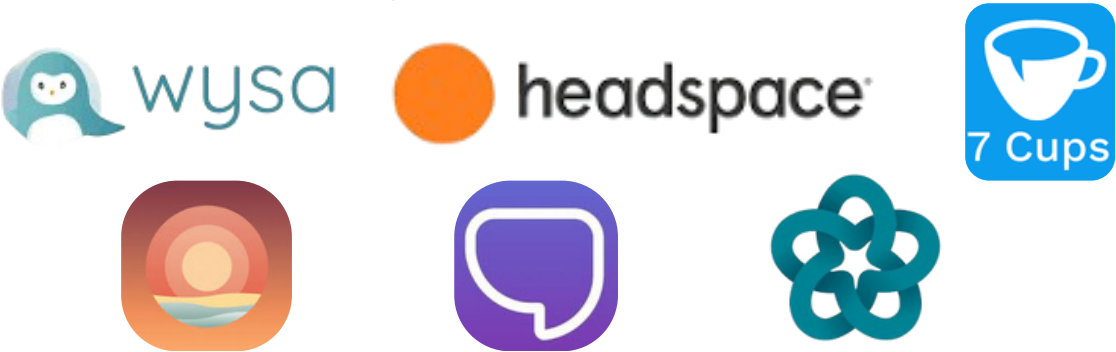
Behavioral Hypothesis :

Young professionals often struggle with emotional lows that feel **"not serious enough"** for therapy, yet they **lack consistent, non-judgmental tools** to process these feelings — leading to avoidance, emotional buildup, or burnout.

Technology Hypothesis :

**Existing digital tools** are either **too clinical, too generic, or too passive**, failing to provide a safe, personalized, and emotionally intelligent experience that users can trust and engage with regularly.

KEY PLAYERS :



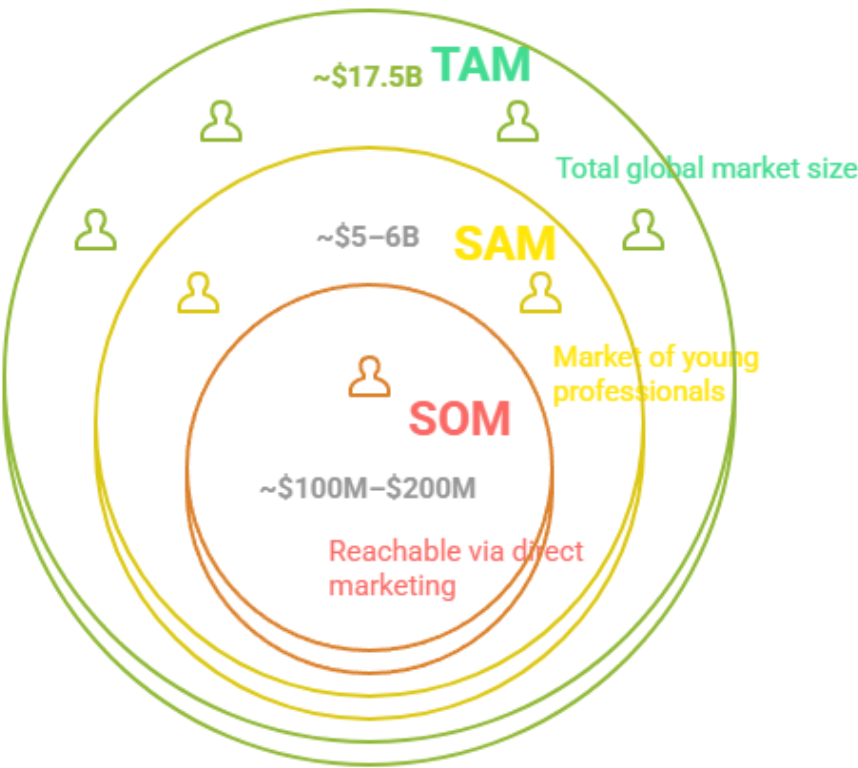
MARKET SIZE :

Global Market :

- In **2024**, the global mental health apps market was valued at **~USD 7.48 billion**.
- It's forecast to grow at **~14.6% CAGR**, reaching around **USD 17.52 billion by 2030**

Key Segments :

- **Depression and Anxiety Management:** Dominates **~28-31% of the market**.
- **Stress and Wellness Management:** **Growing rapidly** as interest in preventive well-being rises.



GEOGRAPHICAL MARKET SIZE :

Region	2024 Revenue	Global Share	Forecast CAGR
North America	~\$2.3B-2.7B	~36-47%	15-17%
Asia-Pacific	~\$2.0B	~26-27%	16-19%
India	~\$498M	~6-7%	~18.5%
Europe	(\$1.5B)	~20-25%	12-15%
Latin America & MEA	~\$300-400M	~5-8%	13-17%

MARKET TRENDS :

- **Preventive wellness** is trending - users want tools to stay emotionally balanced, not just fix breakdowns.
- **Non-clinical, safe spaces are preferred** - people avoid diagnostic or judgmental tools.
- **Micro-habits work best** - short, daily rituals see higher engagement than long sessions.

COMPETITOR ANALYSIS & CUSTOMER-CENTRIC STRATEGY

COMPETITIVE ANALYSIS

Feature / App	🦉 Wysa	Headspace	📅 Jour	👥 7 Cups
Daily Emotional Reflection	✔️ Via chatbot	⊗ Focuses on meditation	✔️ Journaling prompts	⊗ Peer chat-focused
Non-Clinical, Safe Space	✔️ Yes	✔️ Yes	✔️ Yes	⚠️ Peer-driven, may vary
Personalized Prompts	⚠️ AI-generated	⊗ Generic content	⚠️ Partly personalized	⊗ None
Feedback Loop (insights)	⊗ Minimal	✔️ Weekly stats	⚠️ Reflection-based	⊗ None
AI / Emotional Intelligence	✔️ Yes	⊗ No AI	⊗ No AI	⊗ No AI
Offline privacy & control	⚠️ Some data stored	⊗ Cloud-first	✔️ Some offline modes	⊗ Peer data risk
Gamification / Streaks	✔️ Some	✔️ Streaks & awards	✔️ Journaling goals	⊗ None

GAP ANALYSIS

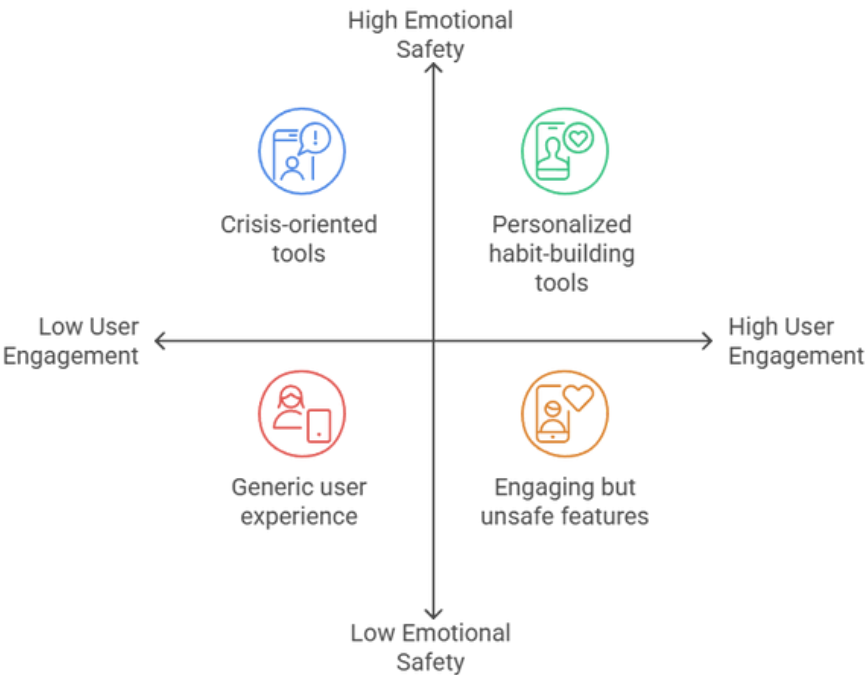
- **Crisis-oriented tools dominate :**  
Most apps target users only when they're struggling, not when they're stable but need support.
- **Lack of emotional safety :**  
Many tools feel clinical, diagnostic, or judgmental, discouraging regular emotional reflection.
- **Poor habit-building :**  
Existing solutions don't encourage consistent, daily engagement or emotional check-ins.
- **Generic user experience :**  
Content and prompts often feel one-size-fits-all, lacking emotional nuance or personalization.
- **Low trust in privacy :**  
Users are skeptical about how their emotional data is stored or used, limiting deep engagement.

TARGET SEGMENT

- **Age: 22-35**, urban, early-career professionals
- **Needs:** Emotional support without therapy; reflection without judgment
- **Behavior:** Digitally active, self-aware, **prefers non-clinical**, daily-use tools
- **Pain Points:** Mild burnout, anxiety, loneliness; existing tools **feel impersonal or clinical**

WHY THIS SEGMENT

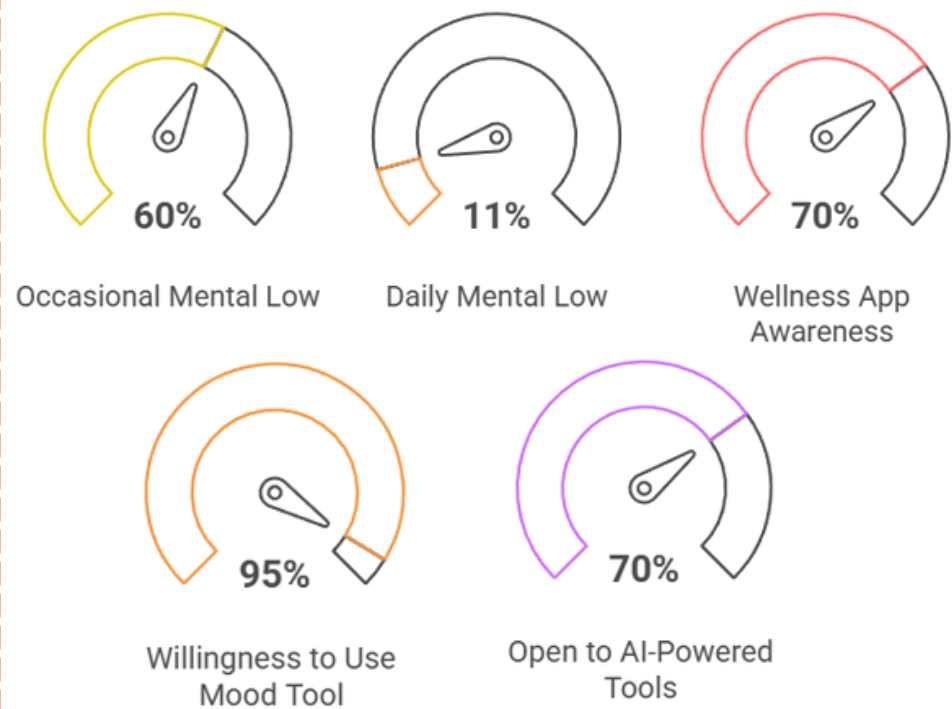
- **High emotional strain:** Young professionals often face work pressure, uncertainty, and loneliness.
- **Avoid formal therapy:** They seek help but avoid clinical tools due to **stigma, cost, or denial**.
- **Open to self-help:** Digitally fluent and open to daily, **non-judgmental** wellness tools.
- **Underserved:** Most solutions focus on crisis or clinical care, **not on emotional maintenance** and reflection.



Emotional safety vs User Engagement



USER INSIGHTS



Name - Rohan Verma  
Age - 33  
Location - Bengaluru  
Occupation - Mid-level Software Engineer at a tech firm  
Personal Traits - Analytical, introverted, responsible

Needs :

- Wants a non-intrusive, emotionally safe daily habit
- Interested in AI-powered suggestions if he feels in control

Pain Points :

- Finds most wellness tools too heavy or time-consuming
- Doesn't resonate with a "therapy-like" tone

USER PERSONA



Name - Aditi Sharma  
Age - 27  
Location - Pune  
Occupation - Early-career Marketing Executive  
Personal Traits - Empathetic, expressive, digitally savvy

Needs :

- Wants a space to reflect emotions privately
- Interested in emotional nudges or prompts that feel intuitive

Pain Points :

- Gets overwhelmed by clinical or structured formats
- Loses interest quickly if experience feels generic

USER-CENTRIC METRICS

Metric	Insight	Suggested KPI
Emotional Touchpoint Frequency	Users feel <b>low</b> weekly/occasionally	<b>Weekly Active Users (WAU)</b> , mood log count
Retention Barrier	Users forget or find tools <b>too clinical</b>	Daily <b>engagement rate</b> , reminder effectiveness
Preferred Coping Style	Passive (videos/social), <b>not structured</b> tools	Feature usage heatmap (journaling vs passive feed)
Tone Resonance	Calm/friendly tone builds trust	Net Emotional Trust Score (NETS) <b>after 7 days</b>
AI Acceptance	Only if <b>safe &amp; controllable</b>	<b>% of users</b> opting into AI insights

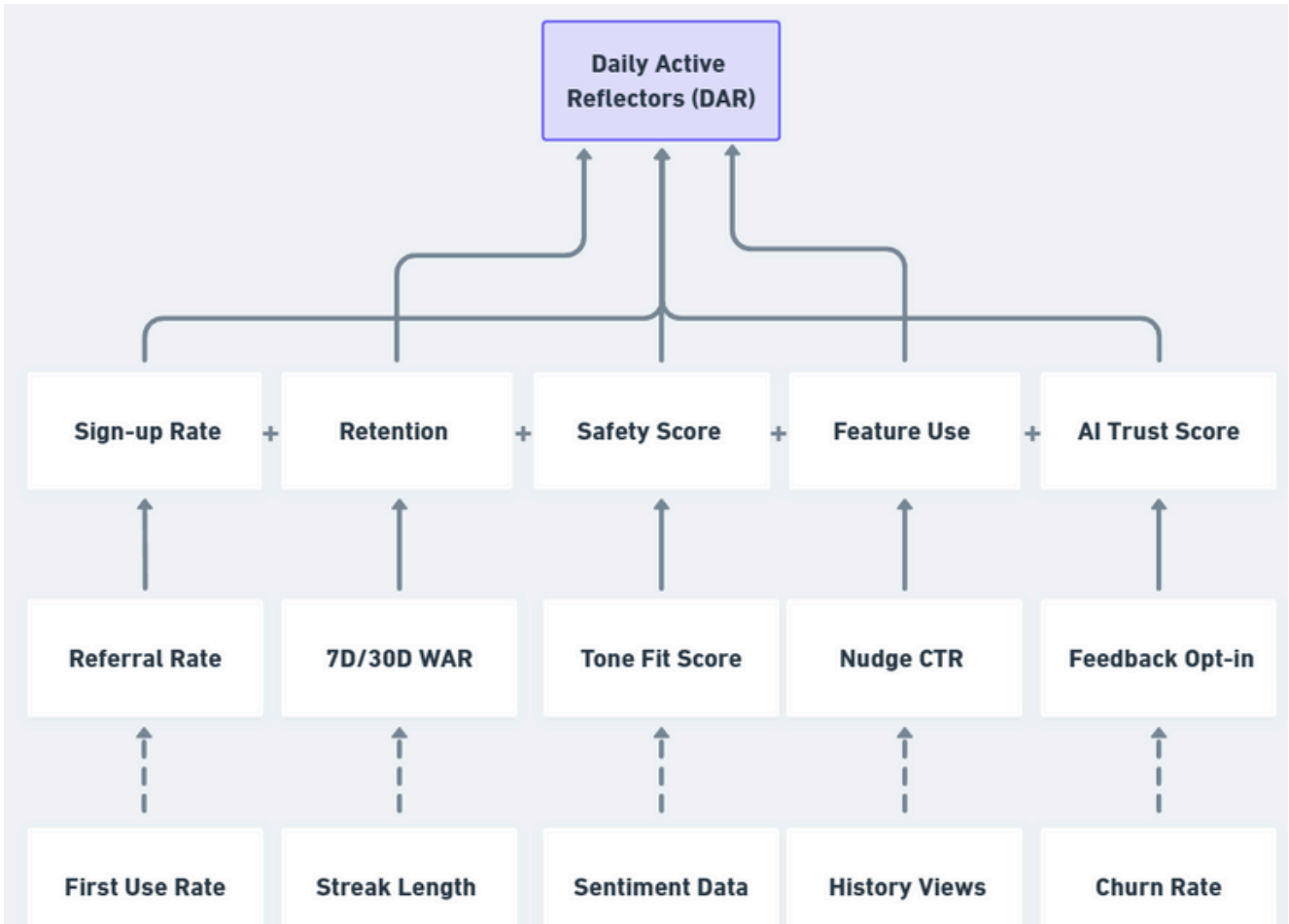
COMMON PAIN POINTS

- **Hard to stick with:** Users often forget or stop using wellness tools.
- **Feels too clinical:** Many don't feel emotionally safe or comfortable.
- **Not helpful enough:** Tools lack personalization or clear value.

ACTORS INVOLVED

- Users
- Developers
- Regulatory/Privacy Bodies
- Product Managers
- Distribution Partners

KPI TREE



# UNDERSTANDING THE PROBLEM : MAPPING THE PROBLEM SPACE

## UNDERSTANDING THE PROBLEM

### Who is facing this problem?

- Young professionals (22–35) who feel emotionally drained but don't seek therapy
- Users who want emotionally intelligent, lightweight support without stigma
- A large, underserved segment in urban India and beyond

### What do they need?

- A safe, private, and non-judgmental space to reflect and regulate their mood
- A quick, AI-supported tool to check-in, reflect, and feel seen
- A scalable, sticky wellness product with high engagement potential

### When does this problem occur?

- During emotional lows, high stress, end of day, or life transitions
- Daily micro-moments — 2–5 minutes to reset and recharge
- Increasing frequency due to modern work pressure, digital fatigue, and burnout

### Where do they want to engage?

- On their personal devices — mostly mobile, anywhere private or quiet
- Mobile-first experience designed for flexible, contextual use
- Targeting Tier 1 and Tier 2 cities first; high mobile penetration

## SECONDARY RESEARCH

### • Emotional Distress in Young Professionals:

According to the Deloitte Mental Health Survey (2023), 80% of Indian millennials and Gen Zs report frequent stress or anxiety, often work-related.

### • Barriers to Seeking Therapy:

Stigma remains a top reason: 47% of youth avoid therapy due to fear of judgment.

### • Desire for Safe Micro-Tools:

Emerging research (e.g., APA & McKinsey 2022) shows a shift toward micro-dosing mental health: small, daily moments of self-check-ins, journaling, or mood reflection.

### Why is it important to solve this?

- Existing options feel too clinical, overwhelming, or inconsistent
- Emotional hygiene is as vital as physical hygiene; daily rituals help long-term wellness
- Rising wellness demand; whitespace between therapy and social self-help; market-ready

# ADDRESSING THE CHALLENGE : RESOLUTION STRATEGY

## MVP FEATURIZATION USING RICE FRAMEWORK

Feature Idea	Reach (R)	Impact (I)	Confidence (C)	Effort (E)	RICE Score
2-min Daily AI Mood Check-in	10	9	8	7	102.86
Personalized Reflections based on Emotional Tone	8	8	7	6	74.67
Mood History Tracker (Timeline View)	9	6	9	9	54
AI Nudges (Prompt Suggestions Based on Trends)	6	7	6	5	50.4
Voice Note Journaling with Sentiment Analysis	5	6	7	4	52.5
Anonymous Community Wall for Shared Experiences	4	5	5	6	16.67

## FEATURE - AT A GLANCE

Aspect	Details
Goal	Encourage daily self-awareness and emotional reflection in a quick, lightweight way.
User Flow	Open app → AI prompts 2–3 gentle questions → User taps responses or types briefly → Insight.
Why it's MVP-worthy	High frequency of use, fast to implement, sets the tone for user trust & engagement.
AI Role	Detect sentiment/tone from short text or emoji input and generate personalized responses.
Value to User	Builds routine, reduces emotional suppression, and creates a habit of checking in.
Emotional Safety	No judgment, anonymous, no deep therapy — just light, friendly prompts.

## JOB TO BE DONE

- When I feel mentally low, I want a quick and safe way to process my emotions
- When I have 2–5 minutes free, I want a simple tool to check in with myself
- When I reflect regularly, I want to see how I'm doing over time

## KEY VALUE PROPOSITION

- **Quick Emotional Reset :**  
2-minute daily AI check-in to feel lighter and more focused.
- **Personalized Insights :**  
Reflections tailored to your emotional tone and mood.
- **Safe & Private Space :**  
Judgment-free, calming environment for self-reflection.
- **Easy to Stick With :**  
Simple, low-effort habits that build emotional resilience.

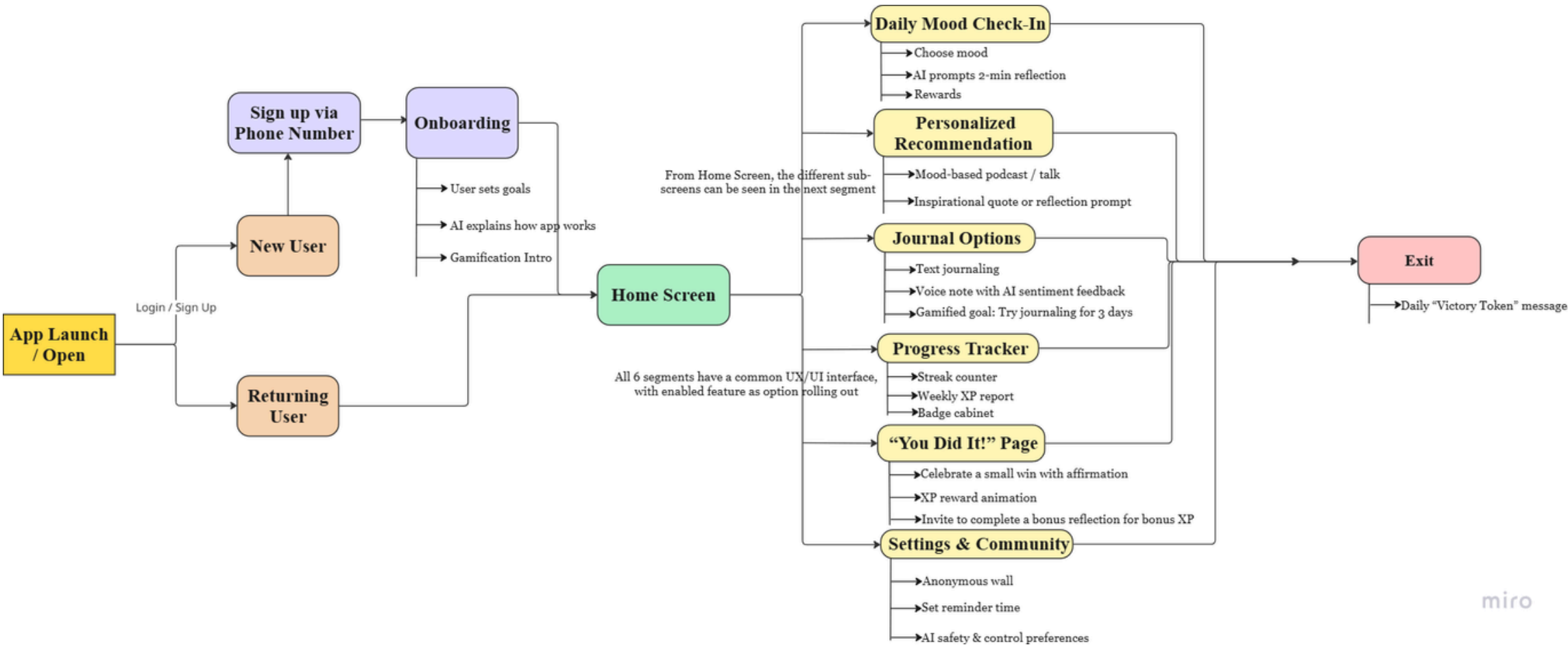
## FEATURES UPGRADATION PRODUCT LEVEL

- Adaptive Emotional Intelligence
- Emotion-Aware Story Prompts
- Emotional Trend Analytics
- Voice-to-Emotion Transcription
- Moderated Micro-Conversations



# PRODUCT ARCHITECTURE & EXECUTION

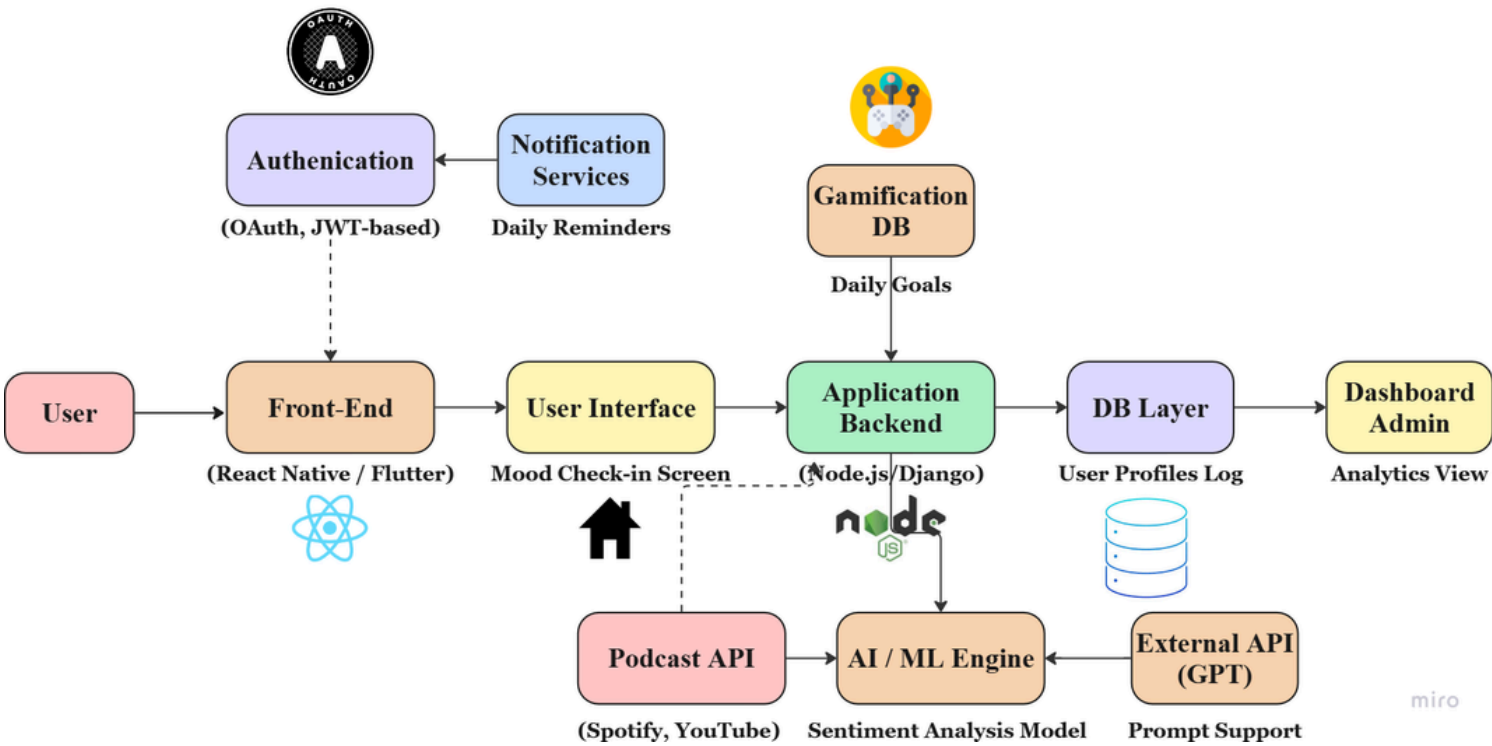
## USER FLOW DIAGRAM



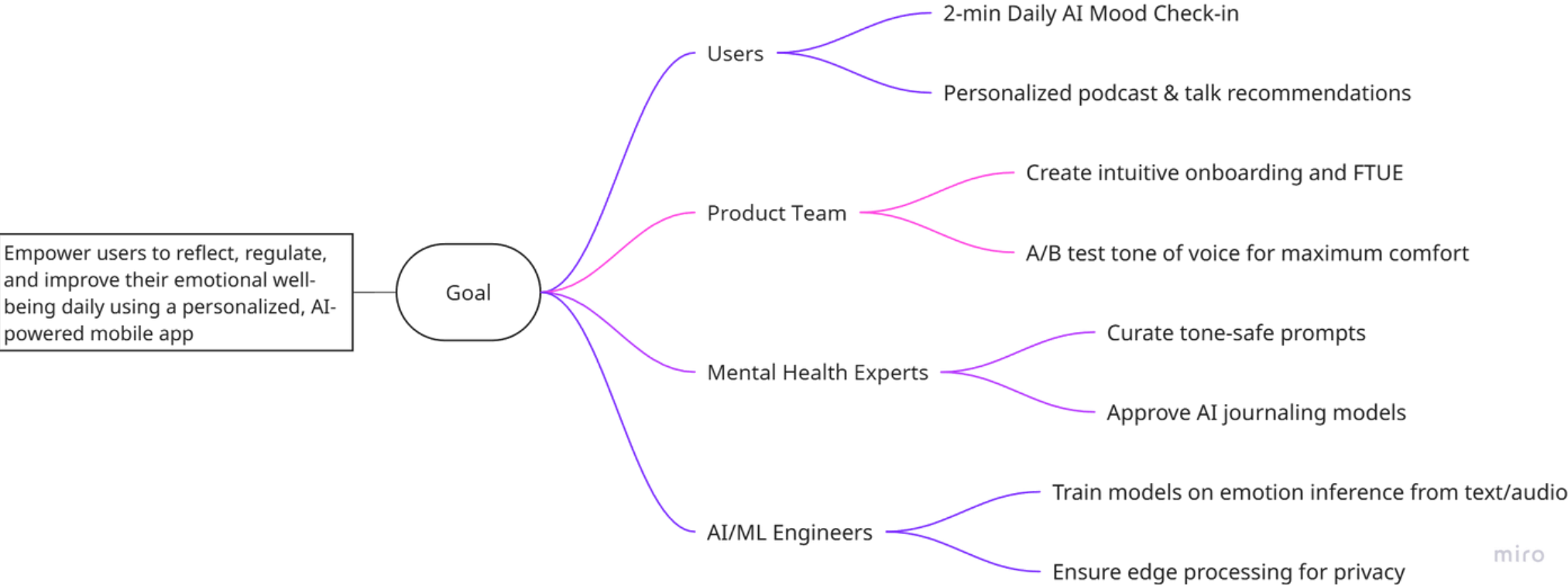
## FEATURE SELECTION - MOSCOW METHOD

MoSCoW Prioritization	2-min Daily AI Mood Check-in
Must Have	AI-generated mood check-in prompts (text or emoji-based)
	Private & secure mood data capture
Should Have	Daily reminders for check-in
	Streak tracker for habit formation
Could Have	Voice-based mood input
	Option to skip check-in without penalty
Won't Have (for MVP)	Integration with wearables like Fitbit
	Real-time therapy suggestions or live chat

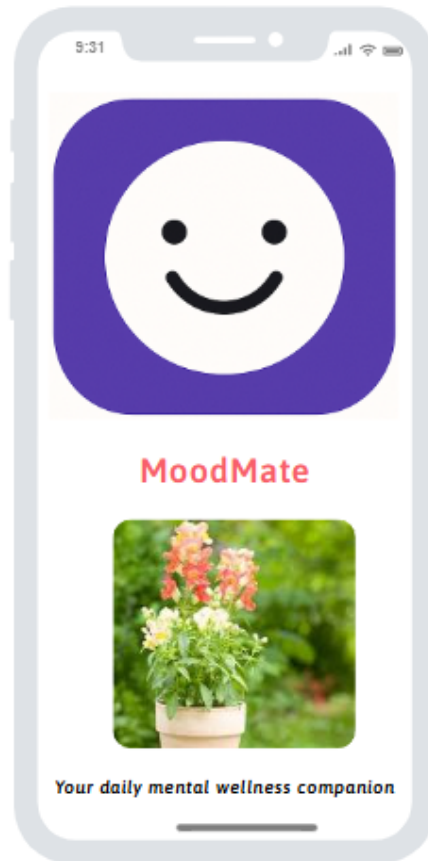
## SYSTEM DESIGN FLOW DIAGRAM



## IMPACT MAPPING

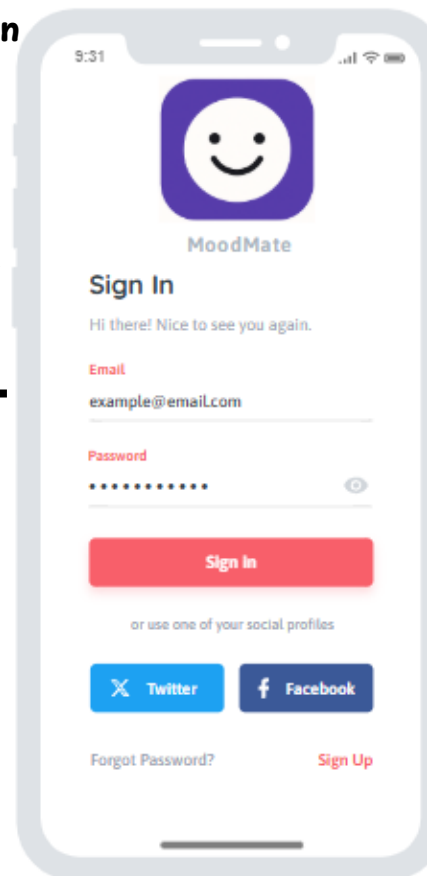


# UX / UI & WIREFRAMING



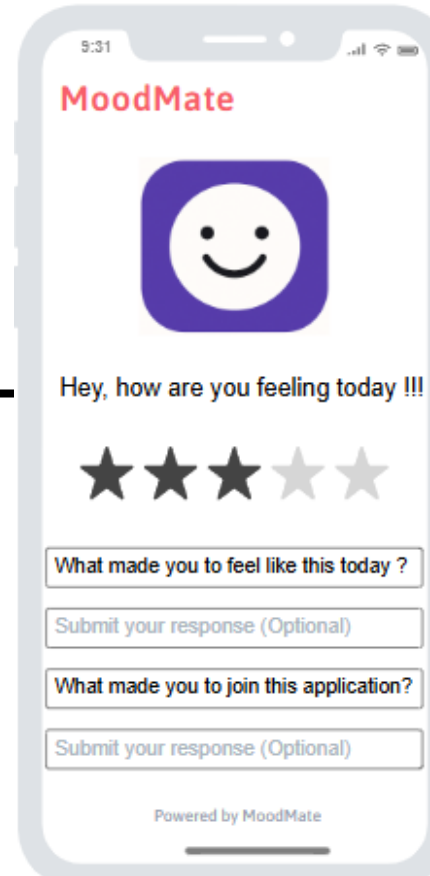
The first screen (splash screen) to next screen will take 5 seconds to changes where you can both signup/sign-in

Frame -1 : Dash Screen



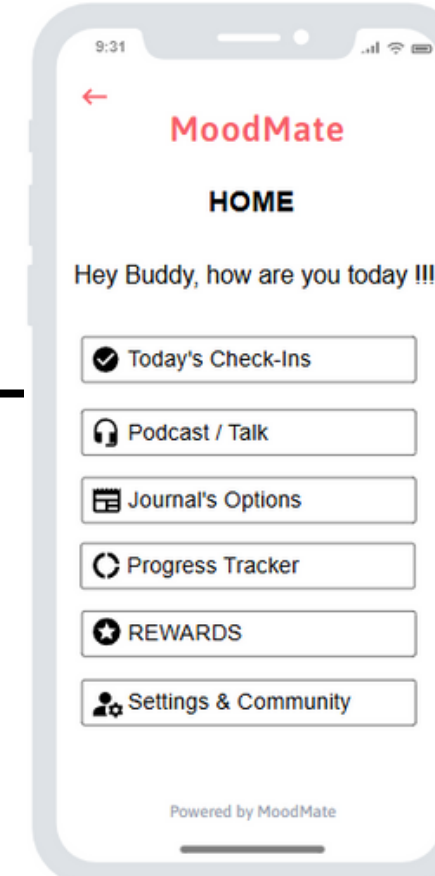
Frame - 2 : Signup / Sign-in Page

The screen is meant for first time user to know about their feelings and what made them to reach out to this application



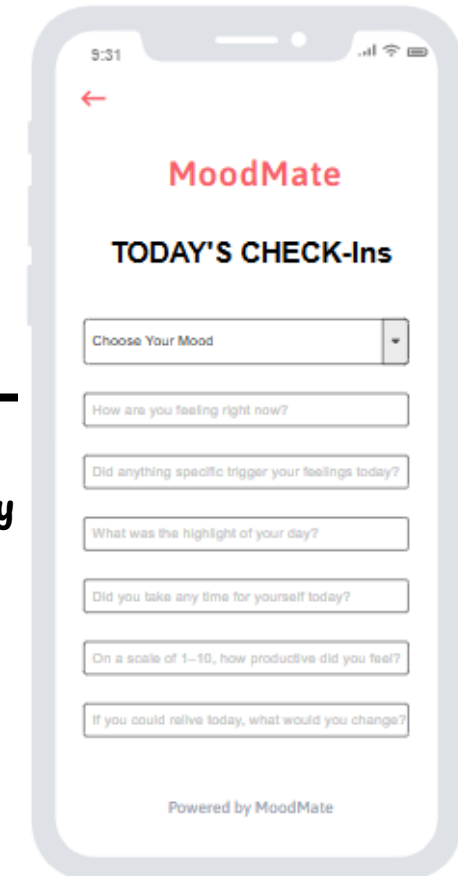
Frame - 3 : First Time User

Regular User with multiples features to share & win rewards sharing the feelings



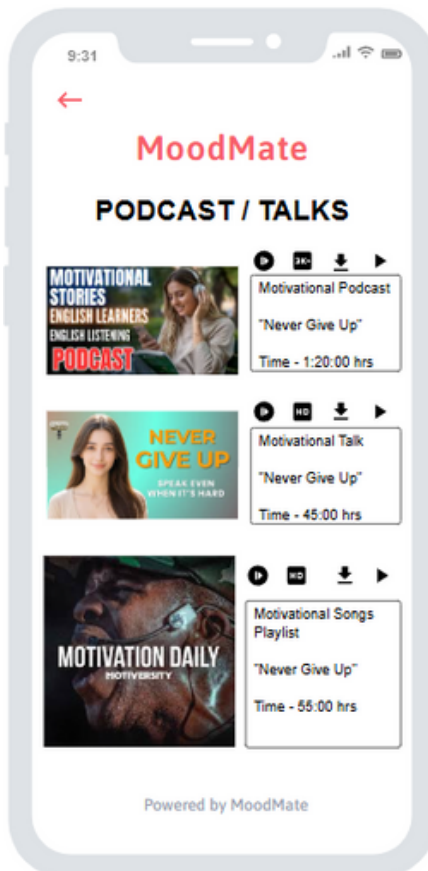
Frame - 4 : Regular User

User's can share their day here, the responses will be used to suggest the podcast & talks



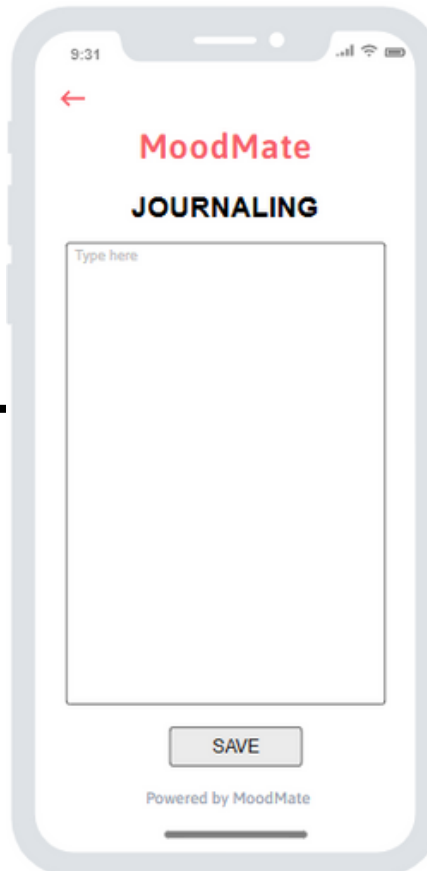
Frame - 5 : App takes the user's response

User's can feel refreshed by hearing to talks or podcast to change their mood based on the response



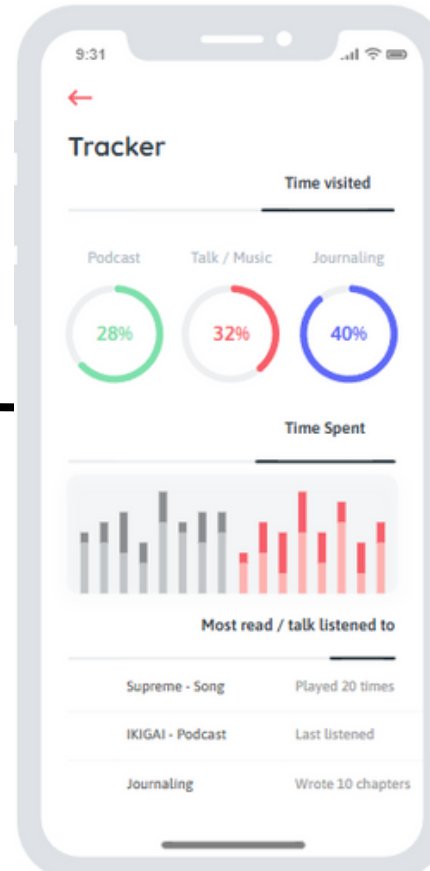
Frame -6 : Podcast / Talks

Journal writing options for those who loves to write & save their feelings



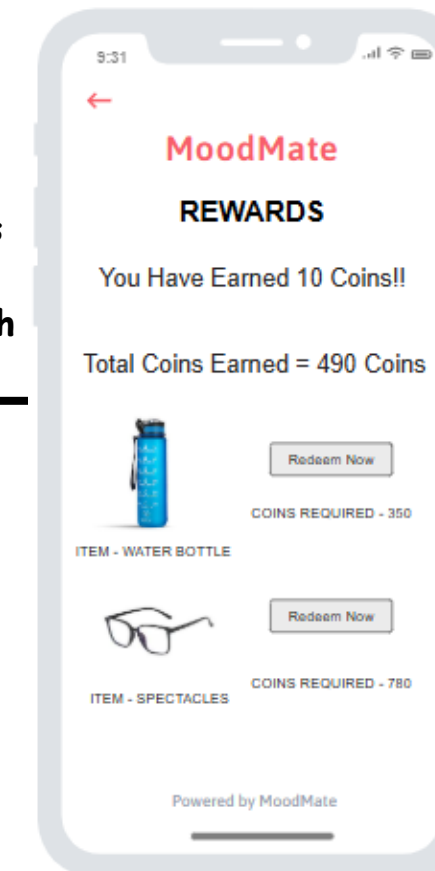
Frame -7 : Journaling

This feature takes cares of the user's time spent in the app, basically also acts as a remainder to use wisely



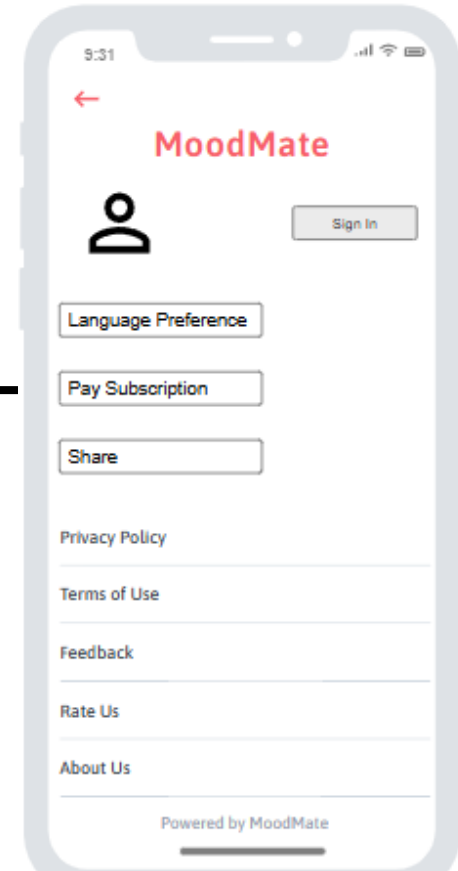
Frame -8 : User's Activity Tracker

Gamification, acting the user's to earn rewards in terms of coins which can be liquidated with offers



Frame -9 : Rewards Area

Setting's area allows to know more about user, user's history, app subscription



Frame - 10 : Settings

EXIT



SUCCESS METRICS & GO-TO-MARKET STRATEGY

SUCCESS METRICS

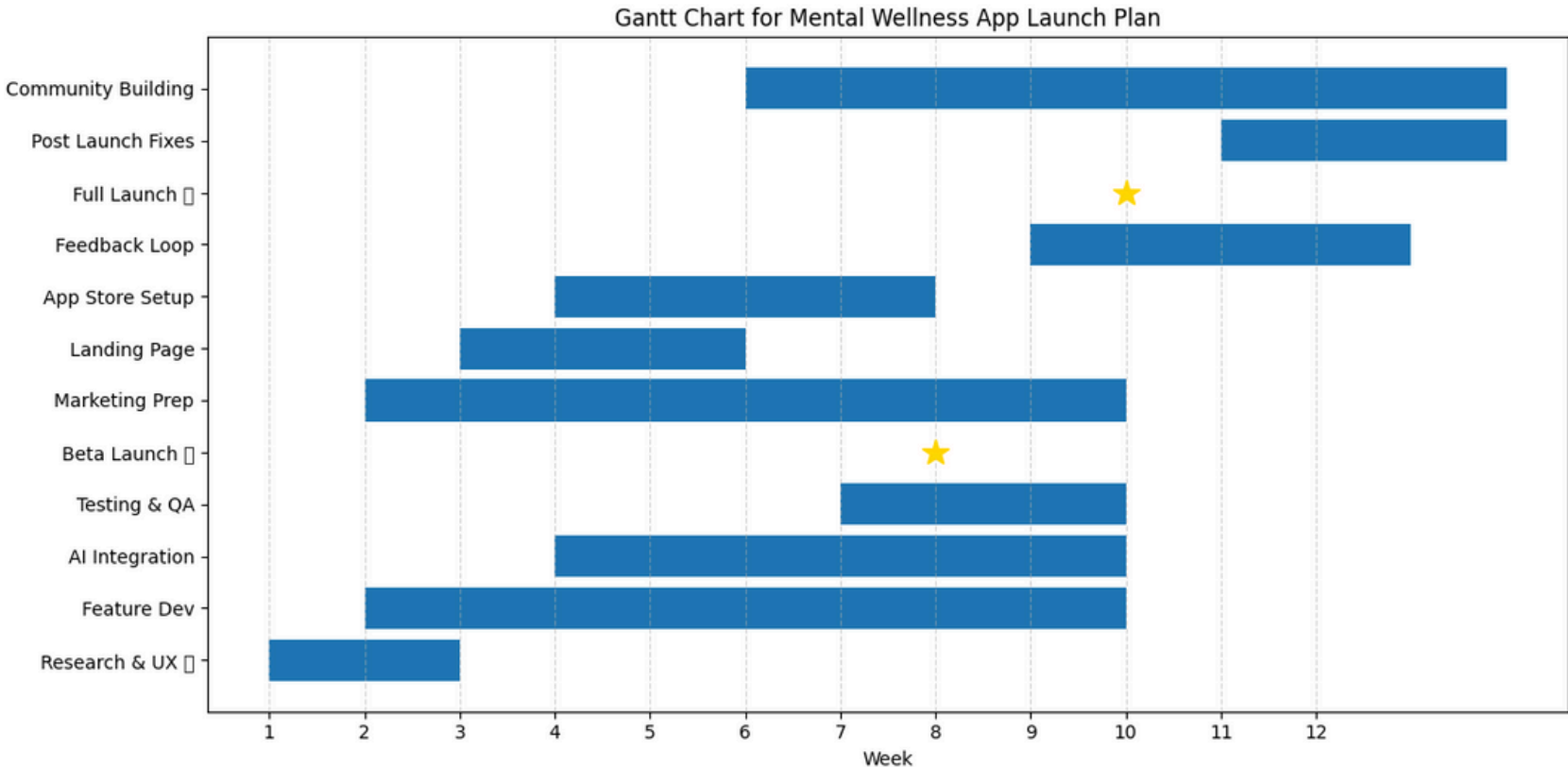
Level	Metric	Description	Why It Matters
LO	North Star: % of users completing daily mood check-in (at least 4x/week)	Core value delivery – users consistently engaging with mood check-in feature	Reflects product’s impact and habit-forming nature
L1	Weekly Active Users (WAU)	Measures user engagement per week	Tracks consistent usage and stickiness
	7-Day Retention Rate	% of users returning within a week	Indicates user satisfaction and product usefulness
	Avg. Daily Engagement Time	Time spent in the app per session	Reflects depth of engagement and attention
	% Users Completing Onboarding	Tracks successful entry into the product	Signals initial user experience clarity
L2	% users completing daily 2-min mood check-in	Tracks MVP feature usage	Directly supports LO & habit formation
	% users reading personalized reflections	Measures personalized value engagement	Reflects emotional resonance and utility
	% users listening to recommended podcasts/talks	Tracks mood-based content relevance	Supports engagement and retention
	% users interacting with gamified streaks	Measures motivation-driven behavior	Indicates success of gamification layer
	% users using AI nudges or prompts	Measures AI engagement rate	Evaluates intelligent assistant feature value

Here :

- **LO** focuses on **core behavior that drives value**.
- **L1** measures **broader business health and product usage**.
- **L2** drills into **specific features and their success or need for iteration**.

GO-TO-MARKET STRATEGY

GTM Pillar	Strategy
Target Audience	Gen Z + Millennials (ages 20–35), urban, self-aware, digitally native
Positioning	“Your 2-minute private mental pitstop — powered by AI, grounded in empathy.”
Channels	Instagram, YouTube, Play Store/App Store SEO, early partnerships with mindfulness creators
Community	Closed Discord/WhatsApp groups, gamified streaks, podcast collaborations
Partnerships	Collaboration with mental health professionals, lifestyle brands, podcast hosts





# PRODUCT COMMERCIALIZATION

## MONETIZATION

- To ensure a low-friction onboarding experience, **first-time users** are offered a tiered pricing model that allows them to explore the product at their own pace:

Plan	Details	Price
Free Plan	Access to basic features: daily check-ins, mood calendar (last 7 days)	₹0
Starter Plan	Includes 2-min AI check-ins, 7-day mood history, 1 custom prompt/week	₹99/month
Premium Plan	Full access: personalized insights, voice journaling, podcast recs	₹199/month or ₹1499/year (save 37%)

### • Pricing for Regular Users

User Type	Criteria	Offer
Loyal User	3+ months active with weekly usage	20% off on annual renewal
High Streak User	14+ day daily check-in streak	1 free week of Premium or 15% off
Early Adopter Upgrade	Used free version for 4+ weeks	One-time 25% discount on first upgrade

### • Rewards Based

- 7-Day Streak → Unlock exclusive app theme + 5% discount
- Monthly Challenge (25+ days active) → Loyalty badge + 20% annual plan discount

## PRODUCT LAUNCH

Phase	Key Actions
Pre-launch	<ul style="list-style-type: none"><li>Validate user persona and pain points</li><li>Finalize MVP &amp; Test with beta users</li><li>Create teaser landing page &amp; waitlist</li></ul>
Launch (0-30 days)	<ul style="list-style-type: none"><li>Soft launch on Android (limited users)</li><li>Highlight differentiators (AI-driven, fast, private)</li><li>Collect qualitative feedback</li></ul>
Post-launch	<ul style="list-style-type: none"><li>Add feedback-based improvements</li><li>Initiate email nudges &amp; habit reminders</li><li>Targeted performance marketing</li></ul>

## RISK FACTORS INVOLVED

Risk Category	Risk Description
User Trust & Safety	Users may be hesitant to share emotional data with an AI due to privacy concerns.
AI Accuracy & Bias	Inaccurate mood detection or biased AI responses can reduce credibility and trust.
Regulatory Compliance	Failure to meet data protection laws (e.g., GDPR, HIPAA) may lead to legal issues.
Engagement & Retention	Users might stop using the app without strong UX, reminders, or personal value.
Psychological Risk	Misinterpreted AI suggestions could unintentionally harm a user's mental well-being.

## DISTRIBUTION MODEL

### 1. Direct-to-Consumer (D2C) - Mobile First :

- App Stores: Google Play Store & Apple App Store
- SEO Optimized Website: For traffic redirection, blog content, and web-based onboarding
- Pre-launch waitlist: To build early interest and word-of-mouth

### 2. Community & Content-Led Distribution :

- Weekly newsletters, empathy-focused articles, mood-based content recommendations

### 3. Partnerships & B2B2C Channels :

Tie-ups with:

- HR teams at companies for employee mental wellness
- Universities & colleges for student well-being programs
- Therapy clinics as a supplemental tool

### 4. Referral and Gamified Virality

- Referral bonuses (extra reflections, voice notes, streak boosters)
- Gamified “streak rewards” and “gratitude unlocks” for sharing app with friends

