

BWIB Tech S22 Project:

# HARMONY



Harmony

A Mental Health + Wellness  
Application

# WHO WE ARE

TECH COMMITTEE BOARD 2022



**CHESCA LEGASPI**  
*Senior Director*



**ALISHA DHAR**  
*Director*



**TRACY CHARLES**  
*Manager*



**WIONA TAN**  
*Manager*

# MEETING AGENDA

## Presentation Outline

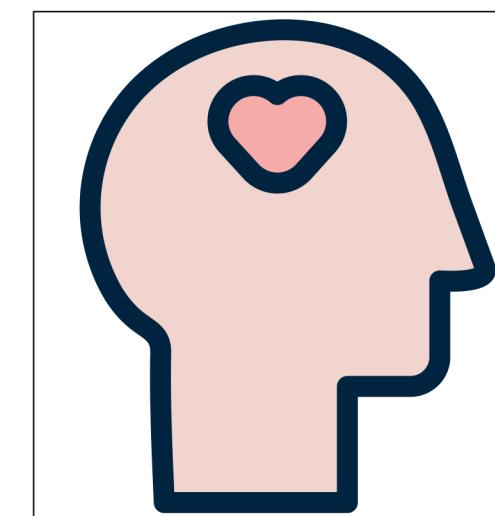
- Project Overview
- Feature Breakdowns
- Branding
- Analytics
- Target Audience
- Mock-Ups & Prototypes
- Team Credits
- Opportunities & Next Steps





# PROJECT OVERVIEW

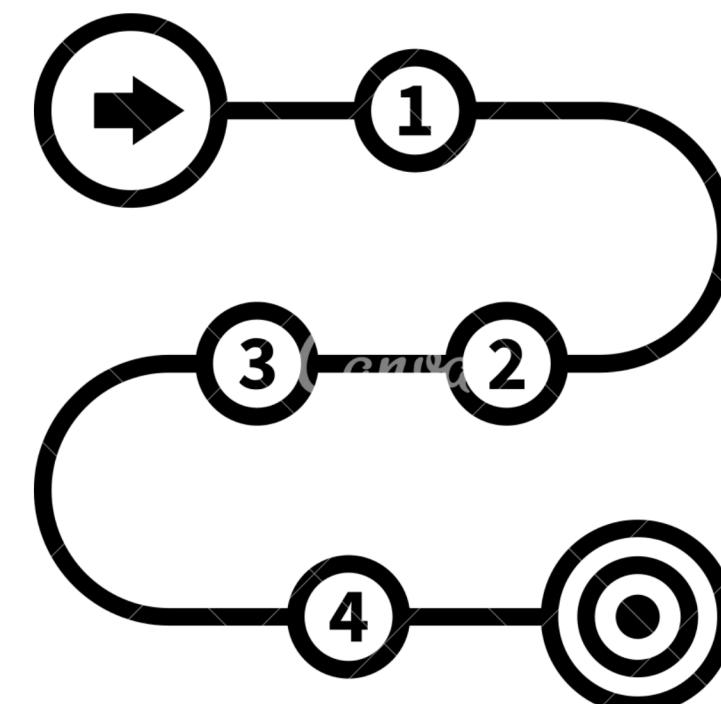
Prompt: Develop a mental health application that focuses on reducing feelings of isolation within students.





# PROJECT GOALS

We went into this project with the goal of equipping members with the necessary skills to drive a technical project through every phase – from ideation to design to MVP creation and testing. Our committee split into two different cohorts (Strategy & Research + Product Development) with the intention of developing a web application from scratch.





# COHORT OVERVIEW

## STRATEGY & RESEARCH

**Leads: Tracy Charles, Wiona Tan**

Perform competitive analysis, Research user needs + pain points, Run a SWOT/Strategy Analysis, & Develop Marketing + Branding Strategy.

## PRODUCT DEVELOPMENT

**Leads: Chesca Legaspi, Alisha Dhar**

Responsible for designing and building out the foundations of the website + ensuring it is functional & efficient. Use Figma & Bubble.io to create an MVP.

# PROJECT FEATURES



## Chat Groups

Allow Anonymity; Use .edu emails to sign up; Find community and support without compromising privacy.



## Music Sharing

Users listen to calming/mood based music; Share personal playlists with others or discover curated ones.



## Yoga/Meditation

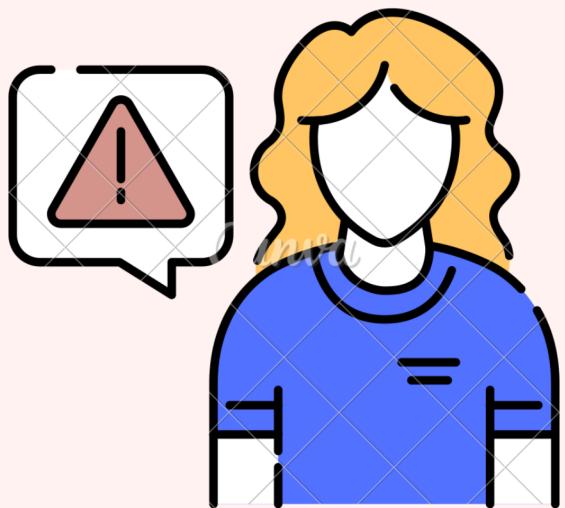
Daily mindfulness activities to re-calibrate and reset your mindset. Take a break from the noise of the outside world.



## Professional Resources

Simple & Effective: Links to hotlines and other external resources relevant to your needs.

# CHAT FEATURE



## USER PROBLEM

People are lonely and don't know how to connect with others. This is especially true for those lacking peers within large university settings.



## USER VALUE

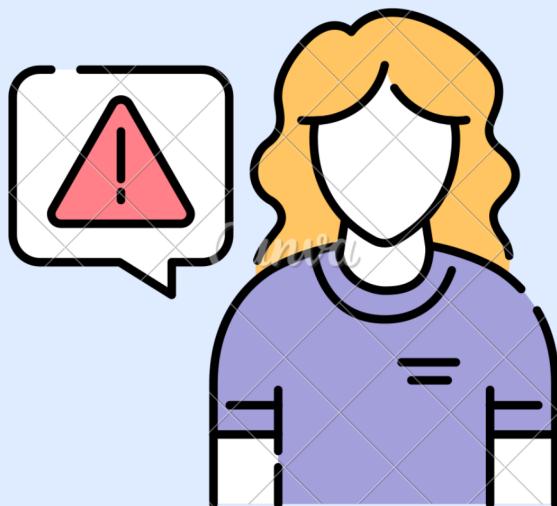
Harmony provides a quick, easy, and direct channel to beginning conversations with others you share interests with. This gives users a point of connection to bond over.



## ASSUMPTIONS

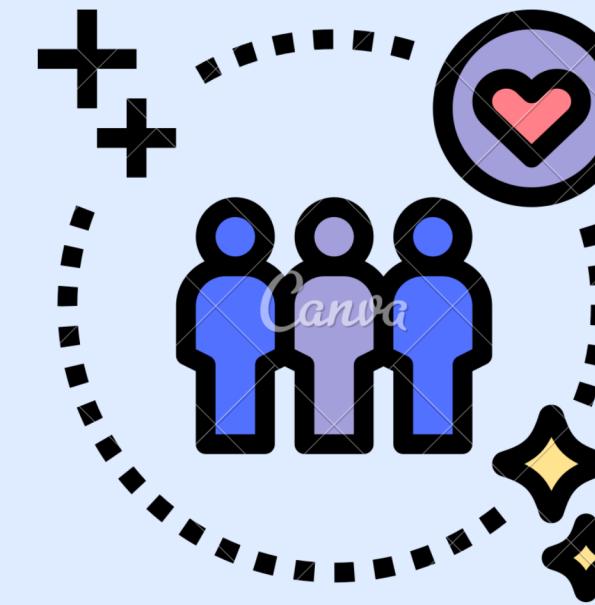
The large bulk of chat users will be students, specifically UCLA students. Competitors will likely be GroupMe, Discord, Instagram, & Reddit.

# YOGA + MUSIC SHARING



## USER PROBLEM

Users want access to a variety of multi-media mindfulness options.



## USER VALUE

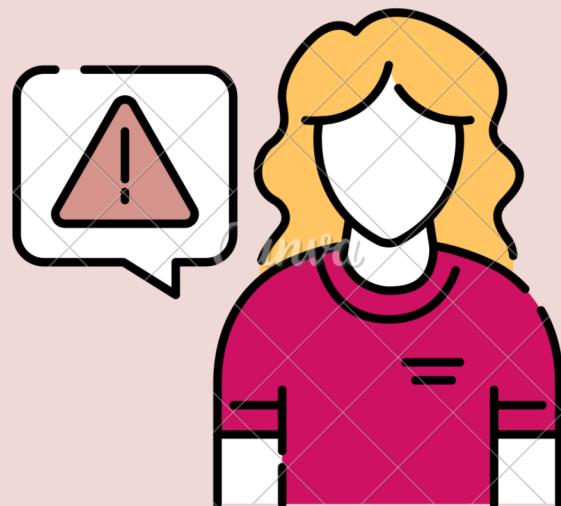
By providing a multi-media platform, Harmony helps users practice mindfulness activities, allowing them to in turn connect with and share their revelations with others easily.



## ASSUMPTIONS

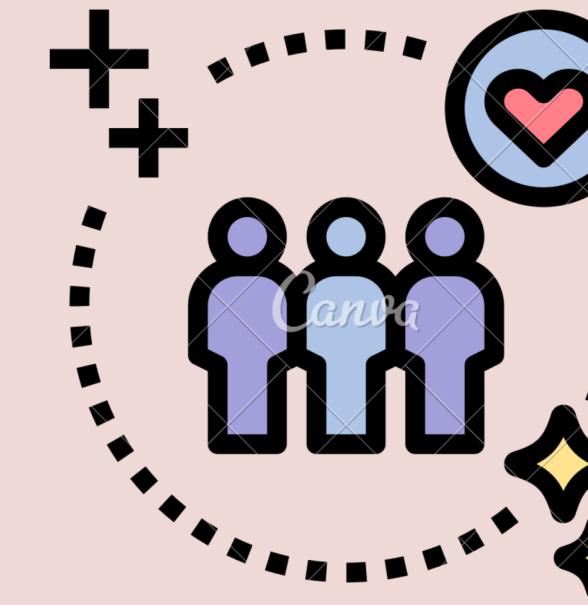
Competitors will include Spotify, Headspace, and Calm. Implementation of these features will utilize both personalized and professionally curated content.

# PROFESSIONAL RESOURCES



## USER PROBLEM

Users need help and advice for a variety of personal issues and don't know how to go about addressing them effectively.



## USER VALUE

Harmony's features give users access to consolidated help in one place. In addition to connecting with one's peers, you can also connect with a professional for advice tailored directly towards your needs.

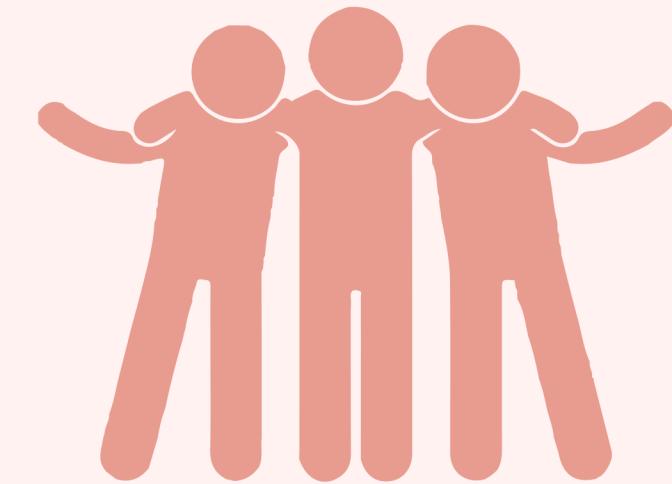


## ASSUMPTIONS

Competitors will include BetterHelp and TalkSpace. All professionals must be well vetted and uphold company confidentiality policies.

# OUR PRODUCT NAME

## Harmony



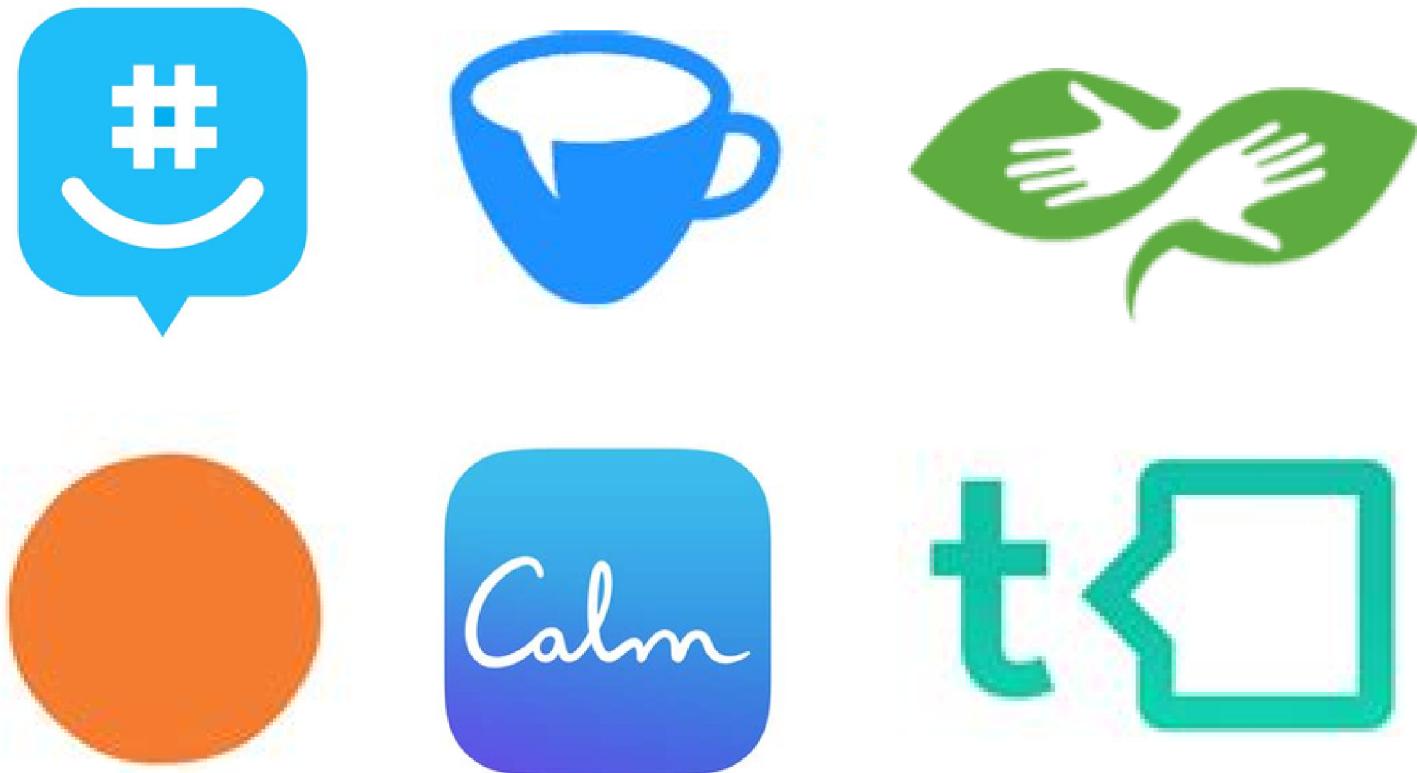
Connect



Music

# HARMONY LOGO AND STYLE

Competitors



Us



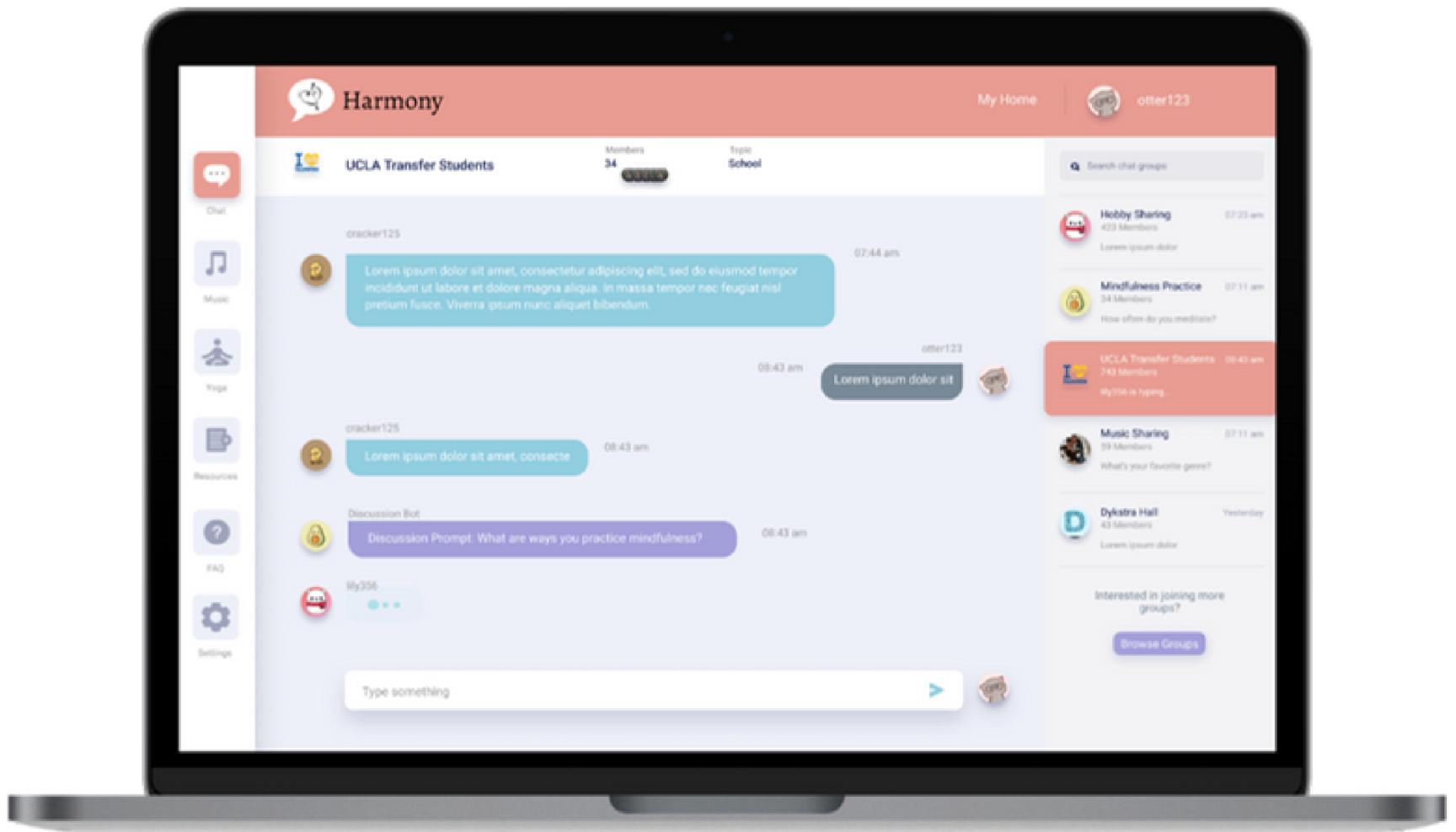
We aim to stand out and have a nice,  
welcoming vibe!

Feel connected  
and safe.  
You're not alone.

Connect

Meditate

Listen

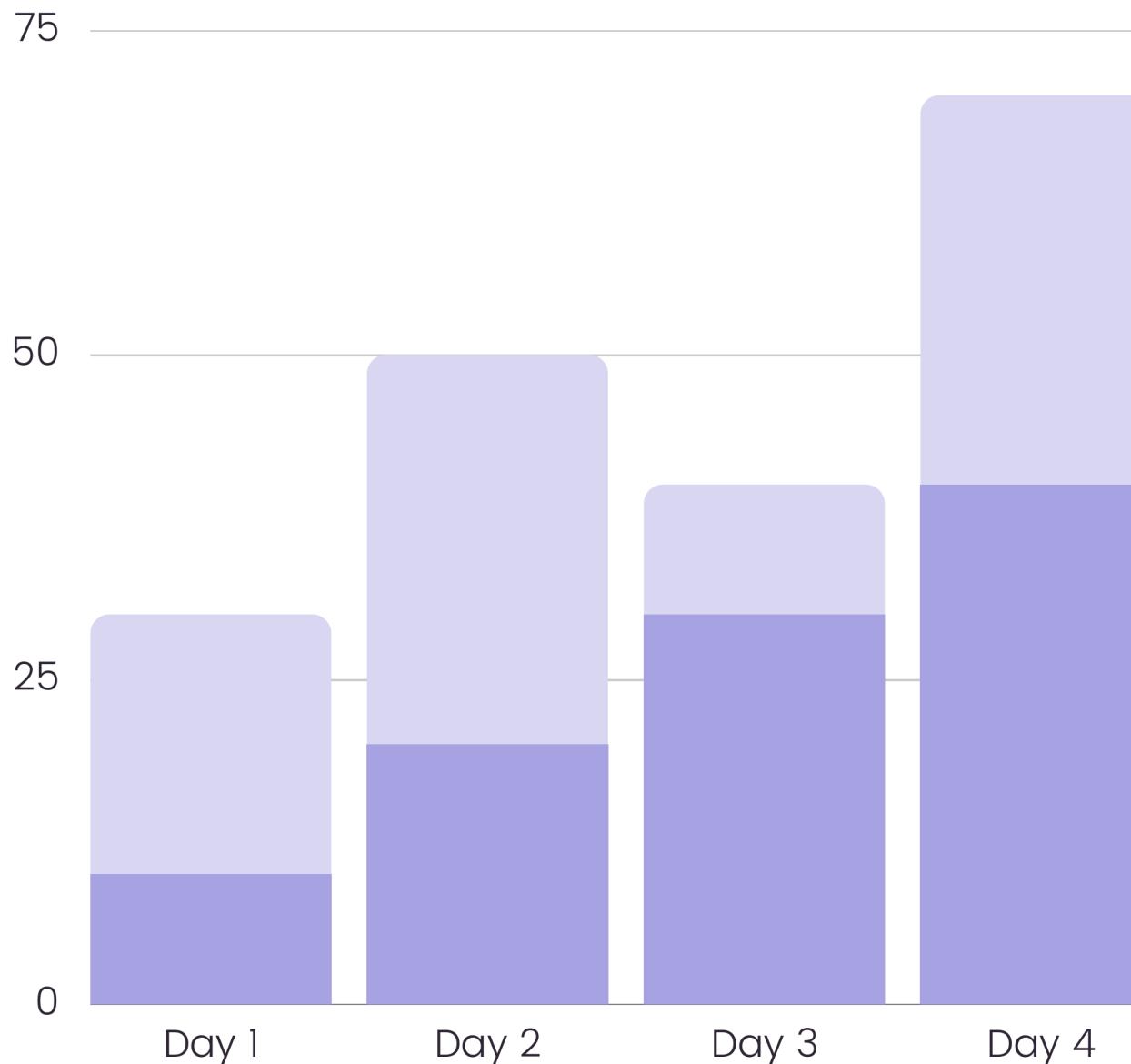




# ANALYTICS

## Chat Groups

- Feature Engagement: average messages sent daily
- Daily Active Users

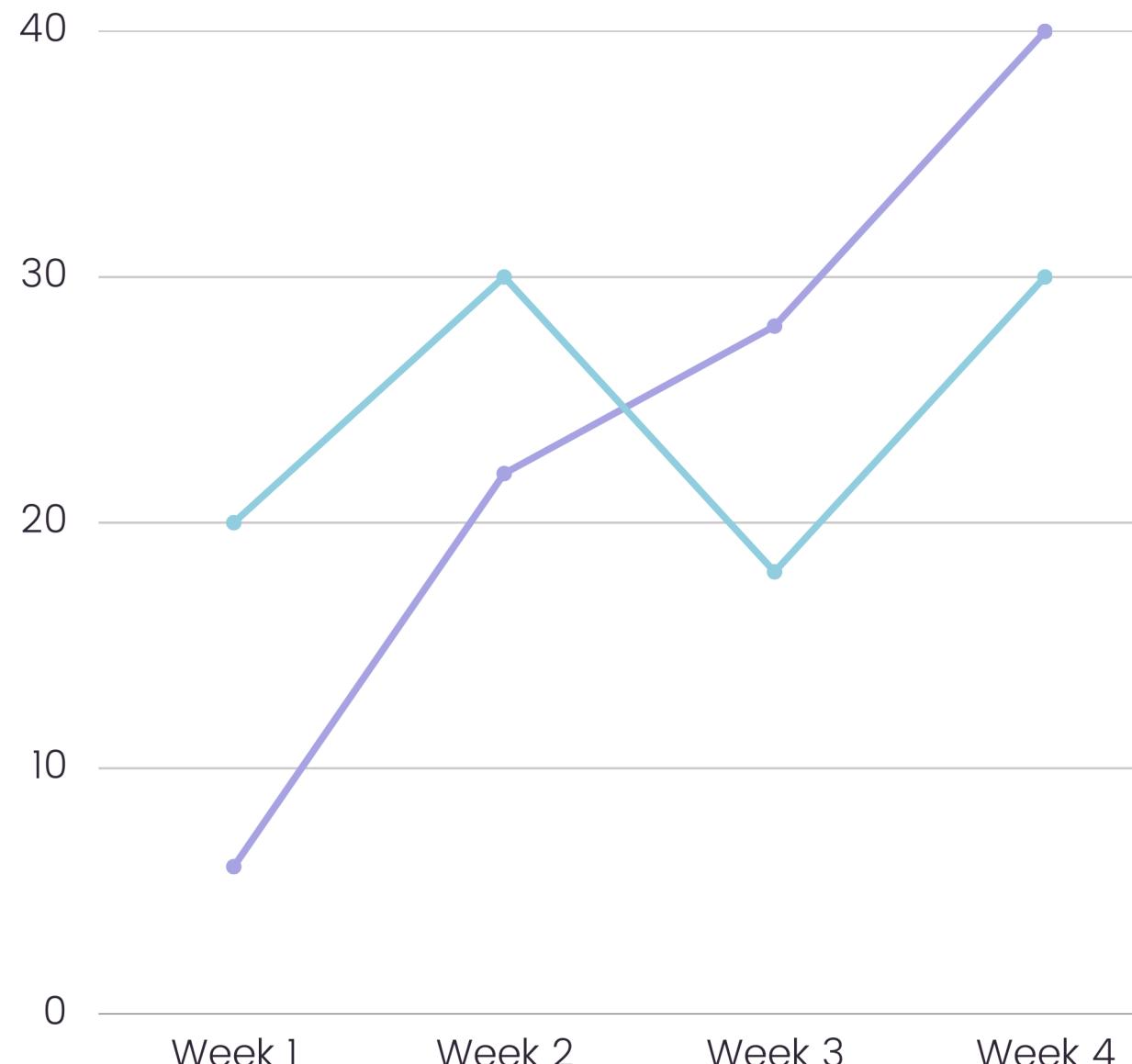




# ANALYTICS

## Yoga/Meditation + Music

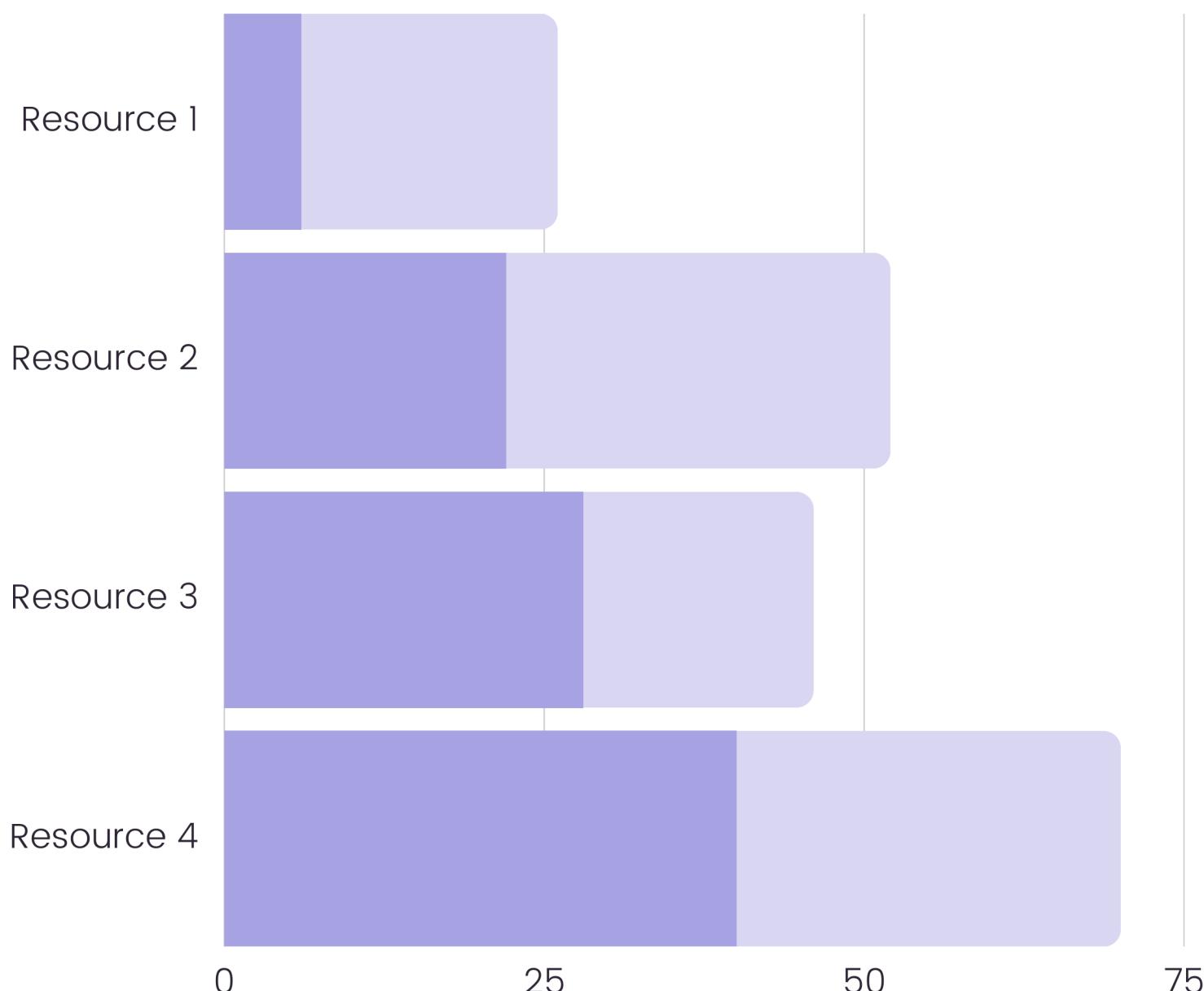
- **Growth Rate:** number of times a playlist is played or shared
- **Feature Engagement:** Time spent listening or watching



# ANALYTICS

## Professional Resources

- Conversion Rate: conversions per interaction
- Monthly Active Users



# WHY WE STAND OUT



- Many features to support students' mental wellbeing (one-stop shop)
- Personalized and unique to user

# TARGET AUDIENCE



Main target:  
College students

- Cannot afford traditional therapy
- Need peer support and mindfulness guidance
- Use social media

# Profile

Harmony

My Home

otter123

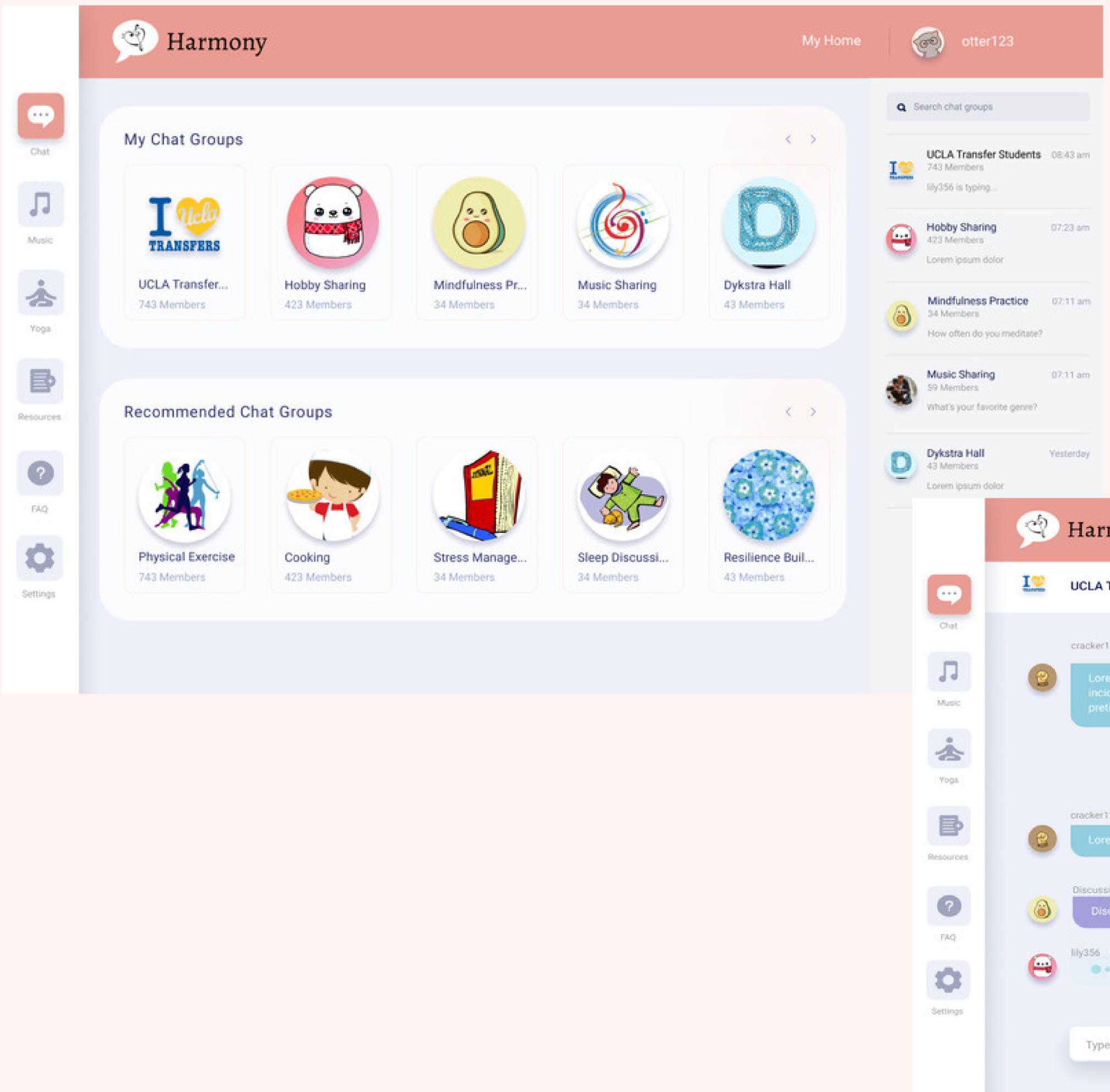
otter123

About Me

I'm a bio major at UCLA, looking to meet people interested in surfing. Love the piano. I have 3 cats.

Groups I'm a part of

Surfing Club UCLA Transfers Dykstra Hall UCLA Study Friends

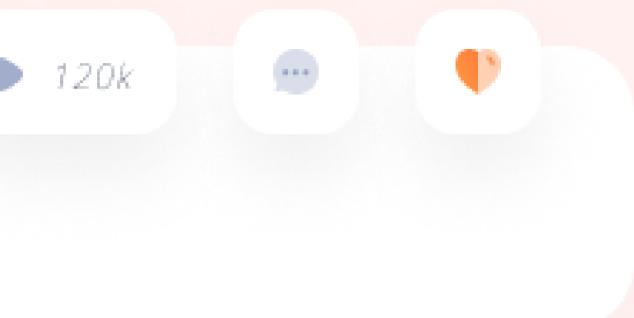


# Chat Groups

# Music



*She Will Be Loved*  
Maroon 5



Harmony

My Home | otter123

Search music

MENU

- Home
- Liked Songs
- Playlists
- Friend Activity
- Following

Recommended

Mindfulness Podcast  
Top 50

Relaxation  
Top 50

Happy Beats  
Top 50

Chill Hits  
Top 50

Peaceful Piano  
Top 50

Listening History

She Will Be Loved  
Maroon 5

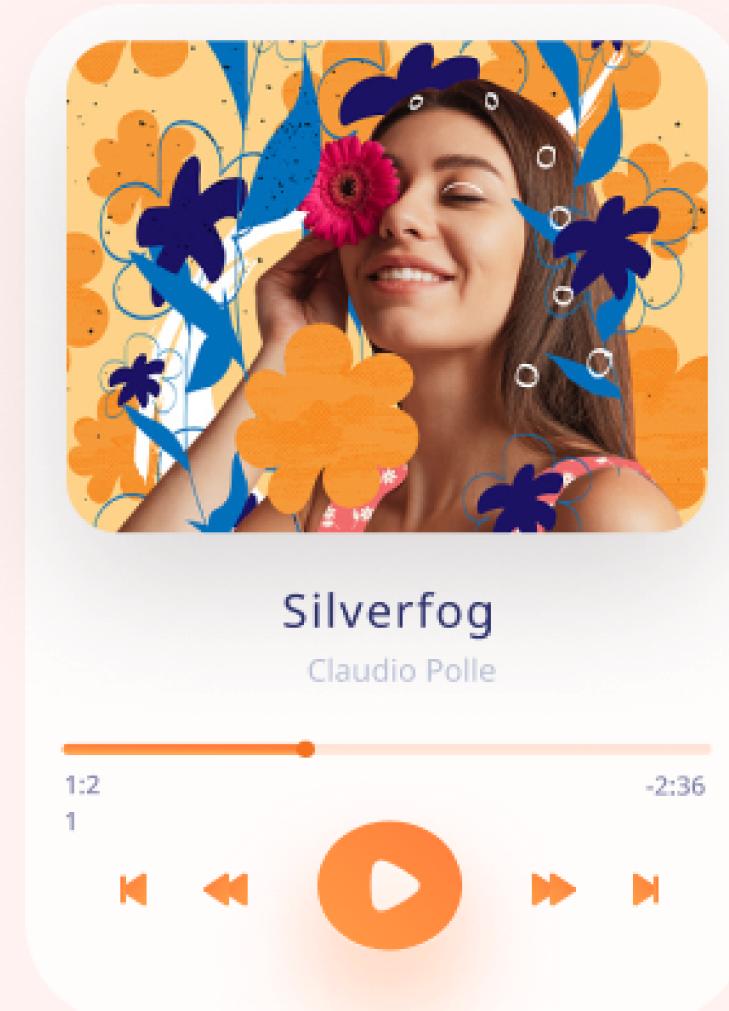
Dumb Little Bug  
Em Beihold

Silverfog  
Claudio Polle

12 1 2:36

The screenshot shows the Harmony app's home screen. At the top, there's a search bar labeled "Search music" and a menu icon. The top right corner shows "My Home" and a user profile for "otter123". On the left, a vertical sidebar lists navigation options: Chat, Music, Yoga, Resources, FAQ, and Settings. The main content area features a "5-Minute Daily Meditations" section with five cards for Monday through Friday, each showing a preview image and "Top 50". Above this is a "Streak: 3 days" badge. Below is a "Today's Progress" box stating "You have achieved 75% of your daily goal of 30 minutes." with a link to "Click here to change goal >>". To the right is a "Categories" section with "Meditations for Stress and Anxiety" and "Morning Yoga" cards. A large play button for "Silverfog" by Claudio Polle is prominently displayed.

# Meditation



# Professional Resources

The screenshot shows a mobile application interface for 'Harmony'. The top navigation bar is orange and features the 'Harmony' logo, a user icon labeled 'My Home', and a profile icon for 'otter123'. On the left side, there is a vertical sidebar with icons for Chat (speech bubble), Music (note), Yoga (person meditating), Resources (book), FAQ (question mark), and Settings (gear). The main content area has a light blue background. At the top, a teal callout box contains a note: 'Please note: If you are in a crisis and require professional help, contact 1-800-950-NAMI for the free NAMI helpline or text HELLO to 741741 for the Crisis Text Line. These resources are not meant to be a substitute for counseling or professional help.' Below this, a large text box contains placeholder text: 'It's important to take care of yourself. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.' To the right of this text box is a purple callout box with the text: 'No one is perfect - that's why pencils have erasers'. Further down, there is a section titled 'By Topic' with a grid of seven cards, each featuring a colorful illustration and a title: 'Suicide Preventi...', 'Stress', 'Anxiety', 'Depression', 'Loneliness', 'Imposter Phen...', and 'Eating Di...'. At the bottom, there is a section titled 'Featured Articles' with a grid of three cards, each showing a person's face against a sunset background.

Harmony

My Home | otter123

Please note: If you are in a crisis and require professional help, contact 1-800-950-NAMI for the free NAMI helpline or text HELLO to 741741 for the Crisis Text Line. These resources are not meant to be a substitute for counseling or professional help.

It's important to take care of yourself. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

No one is perfect - that's why pencils have erasers

By Topic

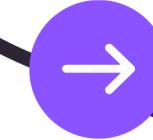
Suicide Preventi... Stress Anxiety Depression Loneliness Imposter Phen... Eating Di...

Featured Articles

# OUR PRODUCT PROTOTYPE

We created a simple  
prototype on Figma!

[Link here ->](#)



# OPPORTUNITIES



School  
collaborations



Demand in  
isolation

# NEXT STEPS

Continue developing and iterating current features

Gain user feedback and conduct product analysis

Develop new features to continue goal of mental wellness support:

- Daily journaling prompts
- Online chatting with a licensed therapist
- Features for specific exam-related struggles
- Calming mini-games

# SPECIAL THANKS TO ALL MEMBERS WHO WORKED SO HARD!

Gayatri Puppala

Glenda May

Heidi Leuthold

Kaitlyn Li

Kristen Ng

Lauren Hylander

Lisbeth Flores

Rose Aguilar

Sydney Ngao

Victoria Aye

# THANK YOU!



Please don't hesitate to contact us.

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