

**Harmony**  
**Product Requirements Document**  
**BWIB Technology Committee Spring 2022 Project**

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**1. Objectives**

***Product: Harmony***

<i>Visions</i>	Become the go-to mental health application for people who are struggling and need to feel heard.
<i>Goals</i>	Reduce feelings of isolation within young adults and college students. Promote simple habits to take care of mental health.
<i>Initiatives</i>	Help UCLA students feel welcome and safe through personalized features and resources.

***Chat Groups Feature***

<i>Visions</i>	Help people feel more connected to the community. Allow people to feel engaged and safe in the space around them.
<i>Goals</i>	Reduce isolation through user connections and chats.
<i>Initiatives</i>	Help students feel more motivated and engaged at UCLA. Center BWIB Tech as a driving force for conscious community.

***Yoga + Music Sharing Feature***

<i>Visions</i>	Help people feel less stressed or anxious. Motivate people to practice mindfulness and stress-relieving techniques as habits.
<i>Goals</i>	Provide resources to relieve stress and interact with others.
<i>Initiatives</i>	Center BWIB Tech's application as a multi-media/multi-use platform and tool for mindfulness.

### **Professional Resources Tab Feature**

<i>Visions</i>	Allow students to feel comfortable in reaching out for help, regardless of mental health state or problem.
<i>Goals</i>	Improve accessibility of professional help or advice.
<i>Initiatives</i>	Show that BWIB Tech is not only a company or platform, but also a resource for people who are unsure where to start in making changes or getting helpful advice.

## **2. Feature Breakdowns**

### **Chat Groups Feature**

<i>Feature</i>	Harmony Chat Groups
<i>Description</i>	Through this feature, users can chat with one another in large or small chat groups relevant to their interests or mental health problems they are facing. Examples of chat groups topics: UCLA Transfers, Mindfulness Practice, Hobby Sharing.
<i>User Problem</i>	Many students feel lonely and struggle to connect with others at school.
<i>User Value</i>	This feature provides users fast access to people who have similar interests in a space to engage in conversations. This allows people to connect and increase their sense of belonging and overall happiness.
<i>Assumptions</i>	The large bulk of the chat users will be students, specifically UCLA students. Competitors will likely be GroupMe, Discord, Instagram, 7cups, and Reddit.

### **Yoga + Music Sharing Feature**

<i>Feature</i>	Harmony Yoga + Music Sharing
<i>Description</i>	Through this feature, users can listen to songs and build playlists to share with other users. Users can also listen to meditation and yoga tutorials and track their progress to build mindfulness habits.
<i>User Problem</i>	People want access to a variety of multimedia mindfulness options.
<i>User Value</i>	By providing this multimedia platform, our product helps users practice mindfulness, connect, and share favorites with others quickly.
<i>Assumptions</i>	Competitors will include Spotify, Headspace, and Calm.

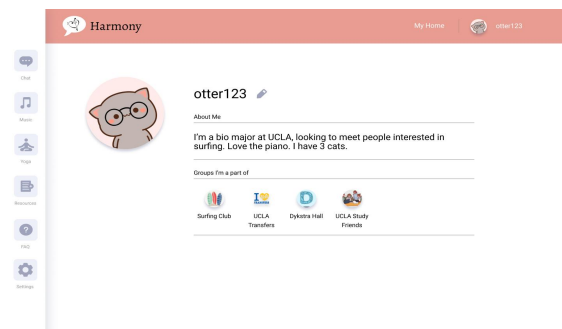
## Professional Resources Tab Feature

<b>Feature</b>	Harmony Professional Resources Tab
<b>Description</b>	Through this feature, users can access a multitude of websites on mental wellness and hotlines.
<b>User Problem</b>	Many need help and advice for a variety of situations and do not know how to address them effectively.
<b>User Value</b>	This feature provides users access to consolidated help in one place.
<b>Assumptions</b>	Competitors will include BetterHelp and TalkSpace.

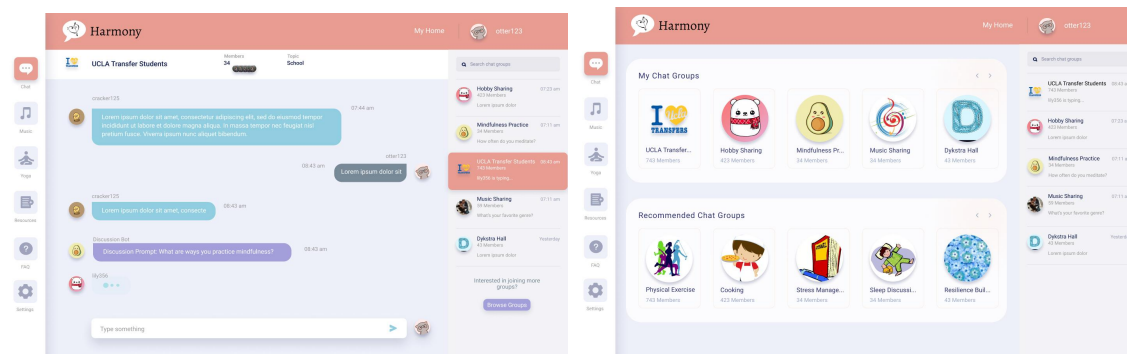
## 3. User Flow and Design

We have created a simple Figma prototype [here](#). Below is each frame grouped by feature.

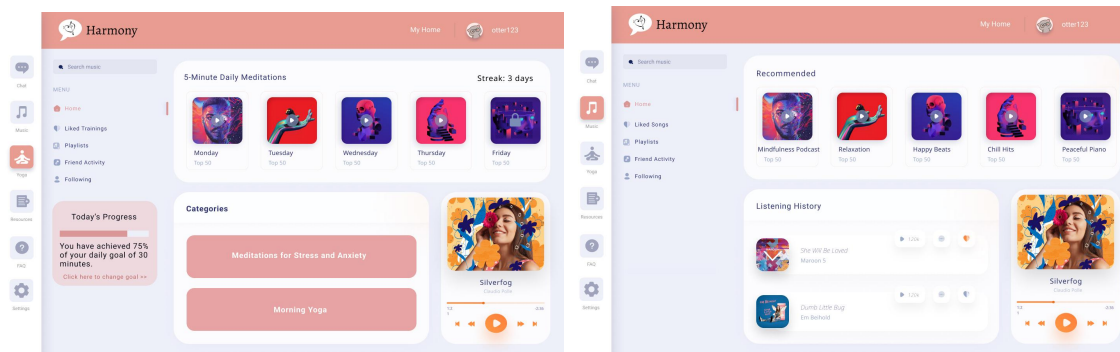
### User Profile



### Chat Groups

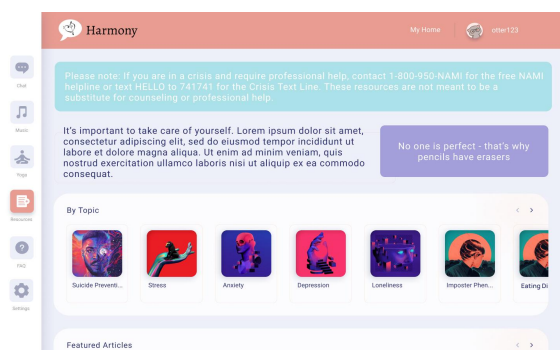


## Yoga + Music Sharing



For better user interface, while the Yoga + Music Sharing feature is marketed as a single entity, in the product they are separate. A section is solely for yoga and meditation recordings (on the left), while another is for music (on the right). Use cases are similar; the separation was made to allow easier navigation.

## Professional Resources Tab



In our overall design, we hope to establish an easy-to-understand user interface with a calming color palette to make users feel comfortable and at ease.

## 4. Analytics

### Chat Groups Feature

Key Performance Indicator	Strategy
Feature Engagement	High engagement of this feature indicates high benefits and ease for user(s). Currently, our measure of feature engagement is the number of messages sent through the chat groups daily.
Daily Active Users	Daily active users indicate measures of mass user appeal and popularity. Our definition of active users are unique users who

	send a certain number of messages at minimum. We choose to measure daily as the feature is quick and simple, and we anticipate the chat groups feature to be the most frequently used feature in our entire product.
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### ***Yoga + Music Sharing Feature***

<i>Key Performance Indicator</i>	<i>Strategy</i>
Growth Rate	As this is our secondary feature, we anticipate its usage to start slow and increase over time. We currently measure its growth rate as the number of playlist shares over a certain timeframe.
Feature Engagement	Our measure of feature engagement is the amount of time spent listening to songs or tutorials. The longer users listen to the recordings, the higher the assumed user value and appeal.

### ***Professional Resources Tab Feature***

<i>Key Performance Indicator</i>	<i>Strategy</i>
Conversion Rate	The professional resources tab aims to normalize seeking or learning about professional help. The higher the conversion rate, the more “success” achieved. We measure the conversion rate as the number of conversions divided by number of interactions. Conversions refer to clicks to external professional resources, and interactions refer to the feature page visits and scrolls.
Monthly Active Users	Monthly active users indicate measures of mass user appeal. Our definition of active users are unique users who interact and trigger conversions with the feature, i.e. visit the page, scroll, and click. We choose to measure monthly as we assume the feature is accessed during trying times, hence less frequently.

## **5. Credits**

### ***Committee Board:***

Chesca Legaspi, Alisha Dhar, Tracy Charles, Wiona Tan

### ***Committee Board Members:***

Gayatri Puppala, Glenda May, Heidi Leuthold, Kaitlyn Li, Kristen Ng, Lauren Hylander, Lisbeth Flores, Rose Aguilar, Sydney Ngao, Victoria Aye

These members are outstanding contributors to the entire project and are listed in alphabetical order.