

[Product concept, design and MVP]

Varad Parchure

## ABOUT THE PRODUCT

#### CONCEPTUALIZATION

Celestria is a unique and inclusive platform that brings together individuals who have personally gone through medical challenges, creating a supportive community where they can share their experiences, insights, and knowledge with others facing similar health issues.

Unlike general medical information platforms, Celestria focuses on fostering connections and providing firsthand perspectives from individuals who have dealt with specific medical conditions.



#### Existing online platforms may provide general medical ISOLATION AND information, but they often lack a supportive and inclusive LACK OF SUPPORT community tailored to specific conditions LIMITED ACCESS TO General medical resources and online forums may not offer the FIRSTHAND EXPERIENCES depth of personal insights and practical advice that individuals seek when navigating their own health journeys. LACK OF EMPATHY AND The absence of a supportive community can impede personal UNDERSTANDING growth, coping mechanisms, and overall resilience. Finding reliable, relevant, and personalized information can be INFORMATION OVERLOAD overwhelming and time-consuming, adding to the stress and AND RELIABILITY

confusion associated with medical challenges.

## **PROBLEM**

## SOLUTION

### Share Personal Experiences

Celestria enables users to share their own medical experiences, insights, and knowledge with others facing similar health issues. This facilitates a deeper connection and understanding among community members.

### Access Firsthand Perspectives

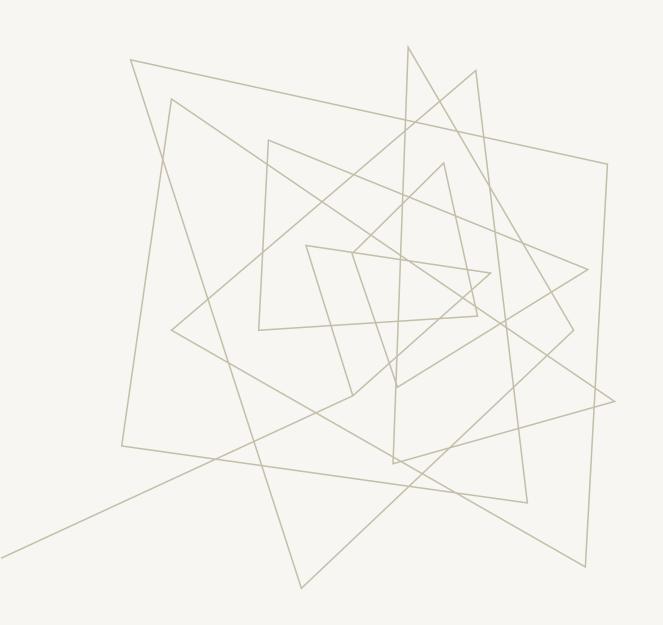
Celestria goes beyond general medical information by emphasizing firsthand perspectives. Users gain access to authentic stories, practical tips, and real-life experiences from individuals who have encountered similar medical challenges.

### Foster Supportive Connections

By connecting individuals who have dealt with specific medical conditions, Celestria fosters a supportive network where empathy, encouragement, and practical advice can be shared. Users can find solace in knowing they are not alone in their journeys.

#### Curate Reliable Resources

Celestria's curated resource library ensures users have access to reliable and relevant information specific to their medical conditions. This saves time and effort spent sifting through vast amounts of information online.



## DESIGN



## **KEY ASPECTS**

#### User-Centric Interface

Clear navigation, intuitive icons, and consistent design elements ensure that users can easily navigate the platform and find the information and features they need.

### Responsive Design

This ensures a seamless experience on desktop computers, tablets, and smartphones, enabling users to access the platform whenever and wherever they need support.

## Inclusive Accessibility Features

Incorporate accessibility features to ensure that individuals with diverse abilities can fully engage with the platform. This includes providing alternative text for images, implementing keyboard navigation, and optimizing the platform for screen readers.

## Streamlined User Registration and Profile Setup

Users should be able to create profiles easily, providing relevant information about their medical experiences and conditions to personalize their Celestria experience.

### KEY FEATURES AND MINIMUM VIABLE PRODUCT

#### **User Profiles**

Allow users to create personalized profiles where they can share their medical experiences, conditions, and insights.

#### **Discussion Forums**

Enable users to participate in topicspecific forums to engage in discussions, ask questions, and provide support to one another.

#### **Mentorship Program**

Implement a mentorship feature that pairs experienced individuals with those who are newly diagnosed or seeking guidance, fostering a mentor-mentee relationship.

#### **Resource Library**

Curate a comprehensive collection of resources, including articles, videos, and podcasts, to provide reliable information and educational content on various medical conditions.

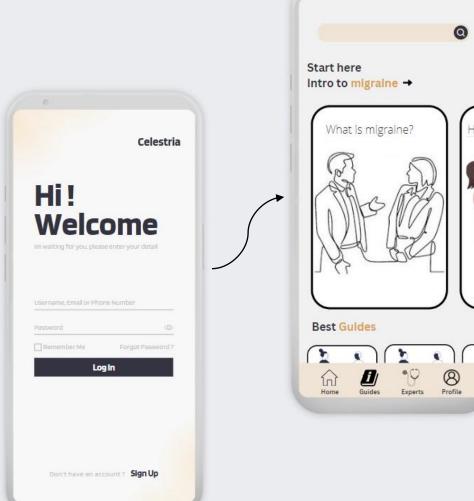
#### **Events and Meetups**

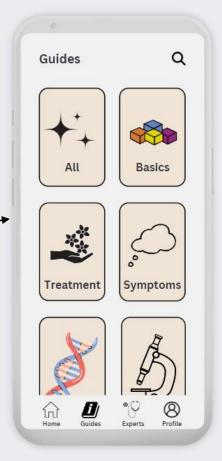
Organize virtual or in-person events and meetups where users can connect face-toface, share stories, and strengthen their support networks in the same city, locality.

#### **Private Messaging**

Allow users to communicate privately, fostering personal connections and one-on-one support.

## VISION PROTOTYPE





# COMPARISON BETWEEN CELESTRIA AND OTHER SUPPORT GROUPS APPS EG: REDDIT COMMUNITIES

#### **Community-Based Platforms**

Both Celestria and Reddit Communities aim to create online communities where individuals with similar interests or experiences can connect and engage in discussions.

#### **User-Generated Content**

Both platforms rely on user-generated content, allowing users to share their experiences, insights, and knowledge with others.

#### **Discussion Forums**

Both platforms feature discussion forums where users can create posts, comment on threads, and engage in conversations.

#### **COMMON ELEMENTS**

## UNIQUE ELEMENTS OF CELESTRIA

## FOCUS ON MEDICAL EXPERIENCES

Celestria specifically caters to individuals who have personally faced medical challenges, providing a platform dedicated to sharing experiences, insights, and knowledge related to specific medical conditions.

## SUPPORTIVE AND INCLUSIVE COMMUNITY

Celestria places a strong emphasis on fostering empathy, support, and shared learning among its users. It aims to create a safe and inclusive space where individuals can find understanding and encouragement from others who have gone through similar health issues.

## CURATED RESOURCE LIBRARY

Celestria offers a curated collection of reliable resources, including articles, videos, and podcasts, to provide users with access to valuable information specific to their medical conditions.

## **SUMMARY**

Celestria empowers individuals facing medical challenges by connecting them to a supportive community, providing firsthand insights, and curating reliable resources. Together, we foster empathy, support, and shared learning, improving the overall well-being of our users.