Happy Mind

Problem Statement

Despite a high prevalence of mental health issues in India (1 in 8 people) and a growing user base for mental health apps, the conversion rate to paying subscribers remains low. This limits the accessibility and sustainability of these crucial services.

We need to understand the underlying reasons behind this low conversion rate to improve the mental health app's user experience and pricing strategy, ultimately increasing paying subscribers and ensuring that the app reaches the people who need it most.

Objective

To build a comprehensive service that fosters trust among users and provides an end-to-end solution for their mental health problems.

Why solve it now?

India faces a mental health crisis. With over 1 in 8 people struggling, the market for accessible solutions is vast, exceeding $2 billion. However, stigma and a lack of user-centric services create a critical gap.
Here's why we must act now:

- **Untapped Potential:** This $2 billion market with a 1.80% CAGR signifies a growing demand for effective solutions. Early intervention can prevent future complications.

- **Beyond Adults**: Mental health challenges extend to youth facing social media pressures. We need services that cater to this evolving landscape.

- **Breaking the Stigma:** By offering trusted, comprehensive care, we can normalize conversations about mental health and empower individuals to seek help.

- **First-Mover Advantage:** Addressing current service gaps positions us as a leader in this rapidly growing market, allowing us to make a significant impact.

The time to act is now. By offering a solution that builds trust, addresses user needs, and provides a seamless path to better mental health, we can not only capture a significant market opportunity but also contribute meaningfully to the well-being of millions in India.
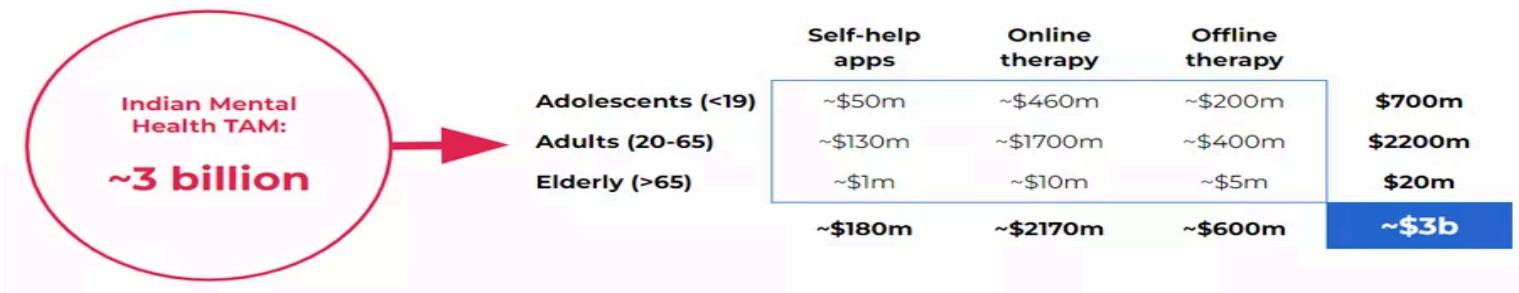
Assumption

1. Target Audience: Our mental health app is designed specifically for the Indian market. We conducted user interviews with an Indian audience to ensure the solution aligns with their unique needs and cultural context.

2. Technological Accessibility: We assume users have access to the internet and the necessary devices (smartphones or laptops) to utilize our app. We will consider offering alternative solutions or tiered access models if needed. (Optional addition based on assumption 3)

3. Service Scope: Our app will focus on providing self-help resources and therapy services. We will not offer services requiring physical interaction or medication management at this stage.
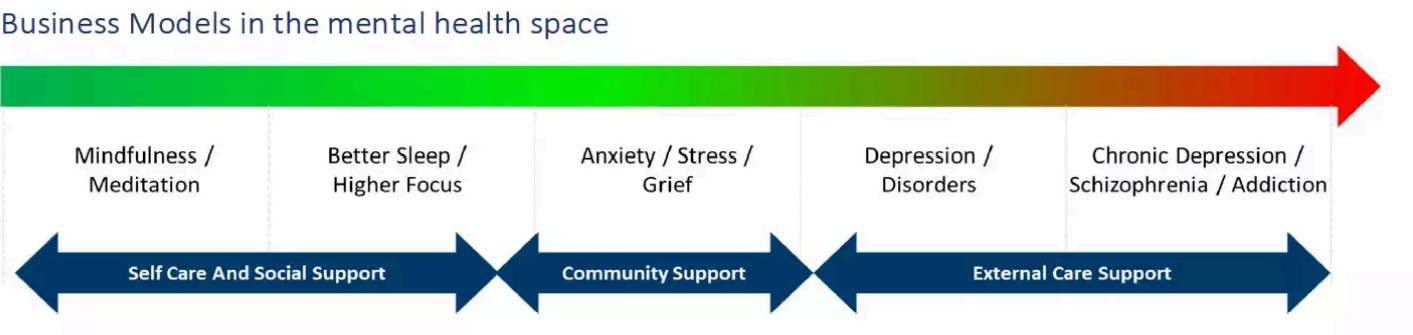
User and Market Research

Market research

https://www.insightaceanalytic.com/report/global-mental-wellness-market/1330

India faces a critical shortage of mental health professionals. With only 0.75 psychiatrists per 100,000 people, the nation falls far short of the recommended ratio of 3:1. This translates to a gap of over 23,000 psychiatrists needed to meet the population's needs.

	Self-help apps	Online therapy	Offline therapy	
Adolescents (<19)	~$50m	~$460m	~$200m	$700m
Adults (20-65)	~$130m	~$1700m	~$400m	$2200m
Elderly (>65)	~$1m	~$10m	~$5m	$20m
	~$180m	~$2170m	~$600m	~$3b

Indian Mental Health TAM: ~3 billion

Business Models in the mental health space

Mindfulness / Meditation	Better Sleep / Higher Focus	Anxiety / Stress / Grief	Depression / Disorders	Chronic Depression / Schizophrenia / Addiction

Self Care And Social Support | Community Support | External Care Support

Competitor Analysis

Aspect	Amaha	Calm	BetterHelp	Santulan
Pricing Model	Subscription-based	Subscription-based	Subscription-based	Subscription-based
Cost	$9.99/month	$14.99/month (annual plan)	Starting from $80/week	Subscription & pay-per-session, Rs 1500/session
1:1 Therapy Session	Yes	No	Yes	Yes
Onboarding Counsellor	No	No	No	Yes
Free Version	7-day free trial	Limited free content	No free version is available	Limited free content
Services Offered	Mental health coaching, meditation, exercises, stress management	Guided meditation, sleep stories, mindfulness exercises	Online therapy, counseling, chat, sessions, video sessions	Guided Meditation and Yoga, Community support, 24*7 call support, Online video therapy sessions & Personalized wellness plans.
User Interface	Intuitive and easy to navigate	Simple and aesthetically pleasing	Easy to use, well-organised	Aesthetically pleasing and simple to use
Accessibility	Available on iOS and Android	Available on iOS and Android	Web-based platform, iOS, and Android	Web-based platform, iOS, and Android
Customer Support	Email support, in-app FAQs	Email support, in-app FAQs	24/7 live chat support	24*7 On-call support
Target Audience	Individuals seeking mental wellness and stress management	Individuals seeking relaxation, stress relief	Individuals seeking therapy, counselling, and support	Individuals seeking therapy, Mental Wellness, counselling, and support
Reviews & Ratings	4.5/5 on the App Store, 4.6/5 on Google	4.8/5 on the App Store, 4.7/5 on Google	4.7/5 on the App Store, 4.8/5 on Google	NA
Unique Selling Points	Personalised coaching, tailored, plans & mood tracking	Extensive library of relaxation, resources, customizable experiences	Professional therapy and counselling, accessible anytime, anywhere	Personalised counselling during onboarding, 24*7 on-call Emergency Support, Therapist from different backgrounds and age groups

User Research & User Persona

We have performed user interviews and surveys to understand the pain points of users in the entire journey.
User survey - Link

Name	Demographic	Pain Point	Expectations
Sameer	Age: 28 Place: Delhi Gender: Male About: He is a working professional who is facing stress and anxiety issues because of his job security. Journey Stage: Currently seeking help through offline channels	1. High appointment waiting time 2. Cost constraint 3. Lack of attention 4. Hesitant to make payment because unable to assess the quality of service he'll receive afterward.	1. Quick turnaround time 2. Provide value for money. 3. Constant support 4. Clarity on the support provided

Dolly	Age: 36 City: Bangalore Gender: Female About: She is a single mother and faces anxiety issues because of past traumas Journey Stage: currently seeking help through online channels	1. The feeling of being misjudged 2. Lack of community 3. Lack of attention 4. Confidentiality is a concern	1. Maintaining the anonymity of the user 2. Strong community support 3. Constant support
Shivam	Age: 17 City: Jaipur Gender: Male About: He is a teenager who gets bullied in his school and due to that feels very demotivated Journey Stage: feels unmotivated and depressed all the time	1. Confused if he will be understood by someone from a different generation 2. Struggles to establish a routine of utilising self-care apps	1. Have the flexibility to change counsellors or therapists at any given time. 2. Gamified approach that provides instant gratification on every use.
Maya	Age: 47 City: Mumbai Gender: Female About: She is a housewife and currently going through a rough relationship with her husband. Journey Stage: feels anxious and stressed all the time and keeps blaming everything on her schedule	1. Finds UI confusing and challenging to navigate 2. Thinks all of this is to time 3. Difficult to connect with individuals facing similar issues. 4. Doesn't find any emergency support	1. Simple and intuitive UI 2. Clarity on the complete process at the very start 3. A strong community base with users who have overcome similar issues 4. 24*7 support through helpline number

Empathy Mapping

Speak: 1. "I don't know how to cope with everything." 2. "I wish someone understood what I'm going through." 3. "I'm having trouble sleeping at night." 4. "I feel like I'm drowning in my thoughts." 5. "I'm afraid to talk about how I'm feeling."	Think: 1. "Why can't I just snap out of it?" 2. "I'm so tired of feeling this way." 3. "I don't want to burden anyone with my problems." 4. "I wish I could just shut off my brain and relax." 5. "I'm worried about my future."
Does: 1. Avoid socialising or spending time with others. 2. Have trouble concentrating on tasks or making decisions. 3. Experience changes in appetite, either eating too much or too little. 4. Engage in escapist behaviours like binge-watching TV or excessive internet use. 5. Struggle to get out of bed or complete daily activities. 6. Seek solace in activities like journaling, art, or music. 7. Avoid seeking help due to stigma or fear of judgement.	Feels: 1. Overwhelmed by a constant sense of dread or worry. 2. Isolated and alone, even when surrounded by others. 3. Exhausted from lack of quality sleep and constant mental strain. 4. Worthless or hopeless about their situation. 5. Anxious about the future and unable to see a way out. 6. Frustrated with themselves for not being able to cope better. 7. Desperate for relief and a sense of normalcy.

Target User

Our primary target audience for the mental health app consists of individuals in India who are actively seeking solutions for their mental well-being. This encompasses a broad demographic with diverse needs, but some key characteristics include

B2B Segment:

1. **Education Institutes across India:** who are seeking tools to proactively track student mental health, promote well-being, and prevent critical situations like depression and suicide.

2. **Health institutions and mental health professionals**: who can leverage our app for both patients and themselves. Patients can use it to track their mental health, while professionals can recommend it and manage appointments directly within the app.

3. **Individuals seeking mental health app:** Individuals living in tier 1 & 2 cities concerned about their mental well-being but unsure about seeking help. We offer self-monitoring tools and discreet access to online therapy, empowering them to take charge of their mental health

Solution Space

Our app isn't just another mental health platform; it's a comprehensive ecosystem designed to bridge the gap in accessible, affordable care. Here's how we're changing the game:
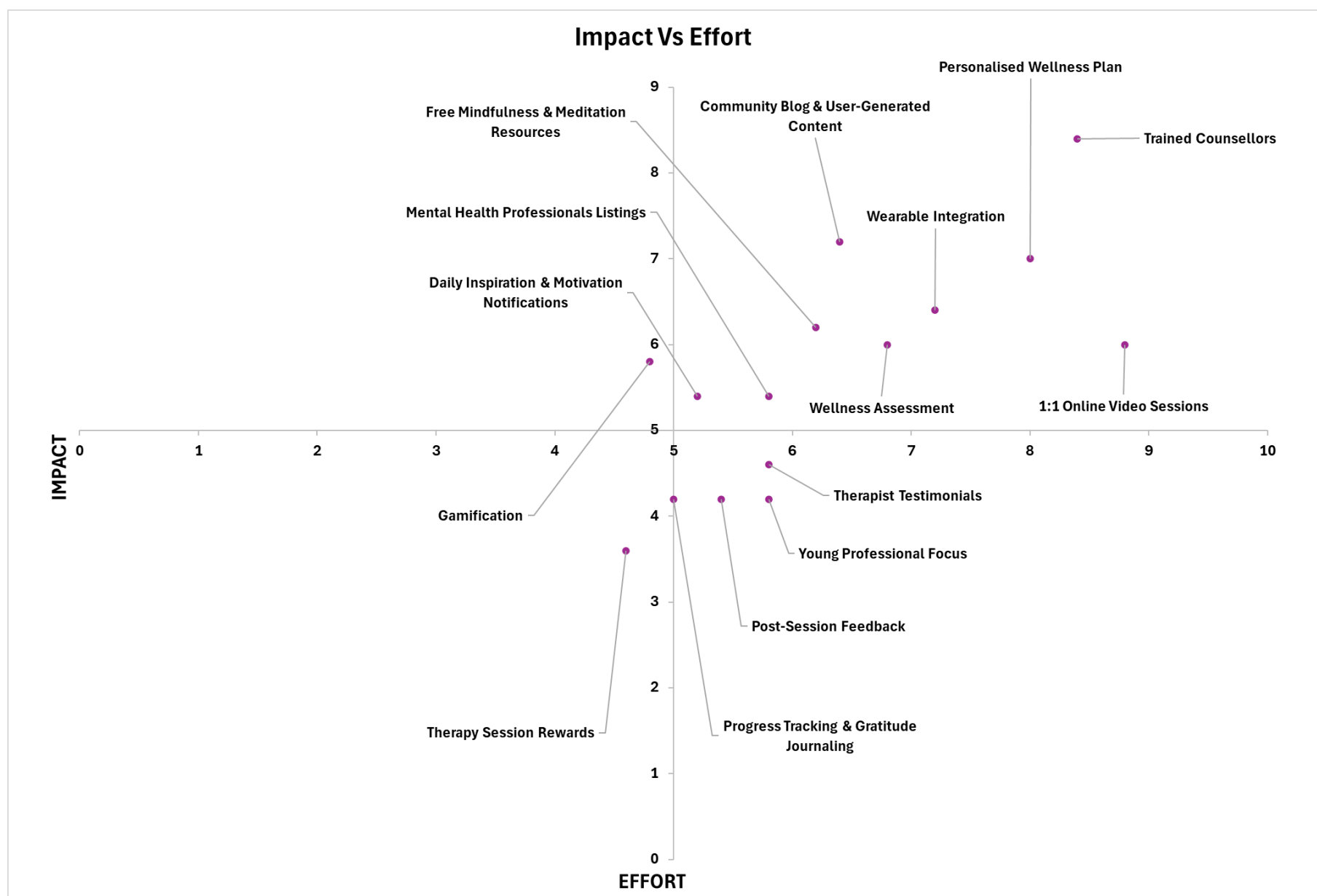
- **Beyond Therapy:** We understand therapy is just one piece of the puzzle. That's why we offer a 24/7 counselor for immediate support, anytime, anywhere. Feeling overwhelmed at 3 am? We're here. Need a quick pep talk before a presentation? Our counselor is just a tap away.

- **Empowering Educators:** We know educational institutions grapple with student well-being. Our app provides a stress-tracking dashboard for educators, allowing them to proactively identify at-risk students and intervene before issues escalate. This fosters a more supportive learning environment for everyone.

- **Making Therapy Affordable:** Therapy shouldn't be a luxury. We offer our valuable services at highly competitive prices, making mental health support accessible to a wider audience. Everyone deserves to feel their best, regardless of financial limitations.

- **Building a Habit of Wellbeing:** We go beyond a simple app. Our platform fosters a supportive ecosystem that keeps you engaged. Imagine a world where self-care becomes second nature. Through personalized plans, engaging content, and a supportive community, we help you build a routine that prioritizes your mental health.

- **Building a Network of Experts:** We will be establishing a network of qualified psychologists and counselors to provide therapy services within the app, ensuring access to professional support.

Features:

1. **Personalized Wellness Plan:** Leverage user data from assessments and progress tracking to create a tailored plan with relevant resources and exercises.
   Addresses: Lack of personalized guidance in mental health improvement

2. **Wellness Assessment:** Develop a comprehensive assessment tool to screen for potential mental health concerns and guide users toward appropriate resources.
   Solves: Difficulty in identifying personal mental health needs

3. **Progress Tracking & Gratitude Journaling:** Integrate tools to monitor progress after therapy sessions and cultivate a positive mindset through gratitude journaling.
   Combats: Discouragement due to lack of measurable progress

4. **Wearable Integration:** This allows users to connect wearable devices to track sleep patterns, activity levels, and other biofeedback that can inform therapy sessions.
   Tackles: Difficulty in understanding how daily habits impact mental well-being

5. **Gamification:** Motivate users with engaging elements like streaks, and challenges to encourage consistent engagement with self-care practices.
   Targets: Difficulty in maintaining consistent self-care routines

6. **Daily Inspiration & Motivation Notifications:** Deliver personalized notifications with uplifting quotes, self-care tips, and reminders to prioritize mental well-being.
   Combats: Discouragement and lack of focus on mental health

7. **1:1 Online Video Sessions:** Facilitate secure and convenient online video sessions with qualified mental health professionals, including counselors, therapists, and psychologists.
   Provides: Direct access to professional help

8. **Mental Health Professionals Listings**: A dedicated section within the app for licensed mental health professionals to list their services and profiles.
   Benefits: Users by offering a wider range of therapists and professionals can showcase their expertise to gain new clients

9. **Therapist Testimonials:** Showcase success stories and positive user experiences to build trust and encourage users to seek therapy.
   Reduces: Hesitation about therapy due to lack of trust

10. **Community Blog & User-Generated Content:** Foster a supportive community with a blog featuring expert articles and allowing users to anonymously share experiences (articles will be monitored)
    Provides: Support and reduces stigma through shared experiences

11. **Free Mindfulness & Meditation Resources:** Provide guided meditations, meditation groups, and curated recommendations for self-help books to empower self-care practices.
    Offers: Accessible self-care tools

12. **Young Professional Focus:** Curate content and resources that resonate with the specific challenges young professionals face in today's world.
    Addresses: Specific needs of the target audience

13. **Therapy Session Rewards:** Implement a reward system (discounts, badges) to incentivize users to complete therapy sessions and maintain consistent progress.
    Increases: Motivation and adherence to therapy

14. **Post-Session Feedback:** Gather user feedback after each therapy session to improve therapist matching, personalise the user experience, and potentially use anonymized feedback for future user testimonials.
    Improves: User experience and therapist matching

15. **Trained Counsellors:** Employ a team of qualified counsellors as the first point of contact. This ensures accessibility and allows us to offer therapy services at a competitive price point.
    Provides: Affordable access to professional help

Feature Prioritization:

User Journey:

https://www.figma.com/file/wYg7091hOywM6y01EtyWmX/Untitled?type=whiteboard&node-id=0%3A1&t=O43cSkNBt8h6hDi6-1

High Fidelity Design:

https://www.figma.com/file/DLLUQ14KLNrXxcAq22KNvc/Happy-Mind?type=design&node-id=0%3A1&mode=design&t=5b0tLOfGSpN9pnWP-1

North Star Metric:

Customer lifetime value: is a crucial metric for our mental health app as it helps us understand the overall value that a customer brings over their entire relationship with your app.

CLTV = Average Revenue per User (ARPU) x Average Customer Lifespan (ACLS)

Stickiness Rate: This will give us insights on daily active users from the monthly active users.
The stickiness rate is calculated by dividing DAU by MAU, with a ratio greater than 1 indicating strong user engagement and retention.

Stickiness Rate = DAU / MAU

Active User: This metric encompasses two key measurements - DAU (Daily Active Users) and MAU (Monthly Active Users). DAU represents the number of unique users who engage with the game daily, while MAU represents the number of unique users who engage with the game within a calendar month.

Product Metrics:

1. **Session Completion Rate:** Percentage of users who complete a full online therapy session (or self-care activity).
2. **Average Session Duration:** Average time users spend in online therapy sessions or using self-care tools.
3. **Progress Tracking Engagement:** Frequency of users accessing and updating their progress trackers.
4. **Gamification Feature Usage**: Rate of user participation in gamification elements (points, badges, challenges).
5. **Therapist Profile Views:** Number of times users view therapist profiles (indicates interest in seeking professional help).
6. **Content Consumption Rate:** Percentage of users who engage with educational content (articles, meditations, etc.).

Business Metrics:

These metrics track the app's financial performance and user acquisition. Here are some key business metrics:

1. **Paid User Conversion Rate:** Percentage of free users who convert to paid subscriptions (if applicable).
2. **Customer Acquisition Cost (CAC):** Average cost of acquiring a new user.
3. **Customer Lifetime Value (CLTV):** Total revenue a user generates over their lifetime using the app

Product Roadmap:

Quarter 1:

- **Product Development :**
  Will be focusing on building core functionalities like User onboarding, Therapist profile listing, Functionality to do Book and attend 1: 1 Session, and building content library for Meditation and Yoga.

- **Marketing :**
  Community Events and Workshops: Organise offline events such as workshops, support groups, or seminars focused on mental health awareness and education. These events can provide a platform for users to engage with our MVP and build trust within the community.
  Ideal TG: Community Residents

Quarter 2:

- **Product Development:**
  Focus will be on to Integrate a community forum, gamification elements, daily inspirational notifications, post-session feedback mechanisms, and highlight therapist testimonials within the app

- **Product Launch:**
  Will ensure a smooth product launch with a user-friendly onboarding process and core features readily available.

- **Marketing :**
  Partnerships with Mental Health Professionals: Collaborate with mental health professionals, therapists, counsellors to host sessions or provide counselling services. This can add as a credibility & helping building trust for our set of customers
  Ideal TG: Psychiatrist, Therapists & Assisting Doctors

Quarter 3:

- **Product Development:** Analyse user behaviour and refine your freemium model by adjusting free tier features. Introduce paid subscription tiers with varying access levels. Implement therapy session reward systems**.**

- **Marketing:**
  Will be focusing on user retention with targeted campaigns for lapsed users. Utilise A/B testing to optimise marketing messages and app features for better conversion. Implement segmented email marketing campaigns.
  Branded Merchandise and Materials: Idea is also to have a brand recall which we can enable through creating branded merchandise such as informational brochures, stress-relief tools, or relaxation aids that align with our product's messaging in case we have. We can distribute these materials at events or through partnerships to reinforce our brand and engage users offline.
  Ideal TG : Psychiatrist, Assisting Doctors & Community Residents

Quarter 4:

- **Product development :**
  Incorporating cutting-edge features like an AI-powered chatbot and wearable device integration. Integrate emergency support resources.
  Iterating and Adapting based on data and feedback: Will be using collected data and feedback to iterate on our marketing strategies & app features.

- **Marketing:**
  Local Media and PR Campaigns: Will work with media agencies or Press Release to share stories, testimonials, or features about our product and its impact on mental health. **This can help generate buzz and attract users within our target market.**