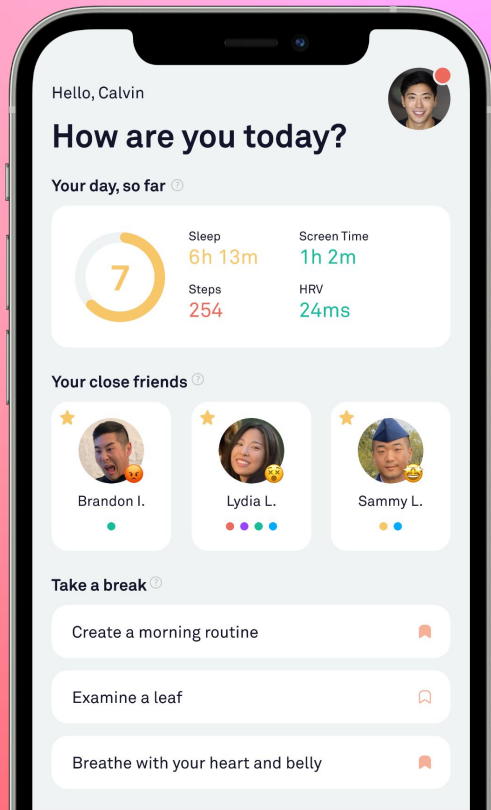


MYND

Team MYND



MYND Overview



MYND



Berkeley
SCHOOL OF
INFORMATION

x

Berkeley
Haas

x

Berkeley
SKYDECK

Currently
Start-up

User Profile

Populations who need mental help

13+, college students, low-income, marginalized communities

Capstone Goals

Product, Research, & Design

Project Background

Mental health treatment is **often delayed** due to **stigma**, **a lack of awareness**, and a **lack of resources**.

Rise of digital healthcare solutions ▼

Opportunity to increase access to care

Personal Mental Health Sensing ▼

Estimating mental health through behavioral markers

Early Intervention ▼

Resource connection

Digital Interventions
(Just-In-Time Adaptive Interventions)

UX Research

Improving early detection of mental health crisis situations and connecting people to resources.

1 User Interviews

Qualitative analysis

2 Online Survey

Quantitative analysis

3 Competitive Analysis

Market research

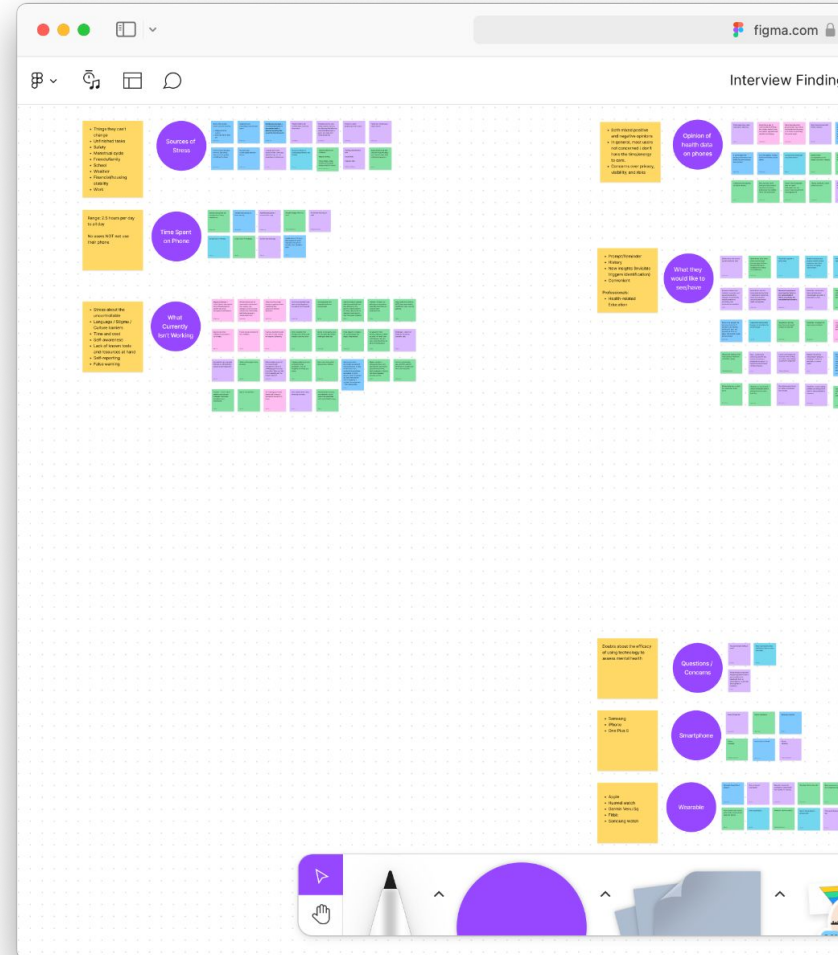
1 User Interviews

Results

- 9 potential users
5 healthcare professionals

Key Findings

- Common themes of stress from the unknown/uncertainty, relationships, and work—even the weather
- Interviewees can manage their mental health, but wish they could do/know more
- Professionals cautious about digital tools but advocate for accessibility



2 Online Survey

Results

- 21 responses
- Mostly 18-35 age group
All but 1

Key Findings

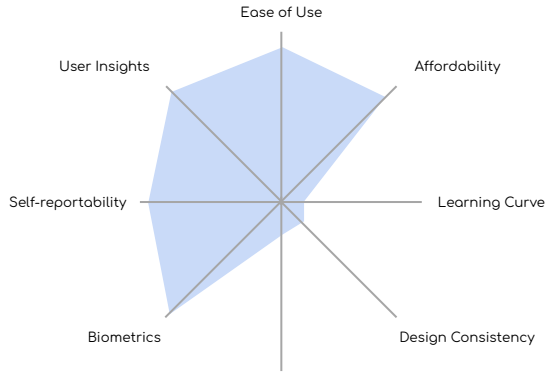
- Comfortable with storing health data on phone
- Answers typically match up with results from user interviews (with some exceptions, particularly concerning “bad” habits)

The screenshot shows a Google Forms survey titled "MYND Survey" displayed in a browser window. The browser's address bar shows "docs.google.com". The survey header features a colorful gradient bar with the text "MYND". Below the header, the survey title "MYND Survey" is prominently displayed. A thank-you message follows, stating: "Thank you for your interest in MYND. We're a group of UC Berkeley students focused on exploring and improving the mental health space. We'd love to get your thoughts and challenges you face so that we can create a product to address those concerns. Your information will be anonymized." Below this message, it indicates the "Estimated survey completion time: 10-15 minutes". The form creator's information is shown as "calvin.lee@berkeley.edu" with a "Switch account" link and a "Not shared" status. A red asterisk indicates a required question: "Do you own a smartphone? *". Two radio button options are provided: "Yes" and "No". At the bottom of the form, there is a "Next" button, a progress bar showing "Page 1 of 4", and a "Clear form" link. A footer note reads: "Never submit passwords through Google Forms. This form was created inside of UC Berkeley. Report Abuse". The Google Forms logo is visible at the very bottom.

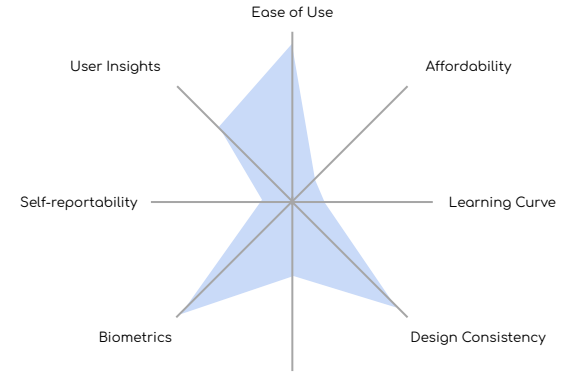
3 Competitive Analysis



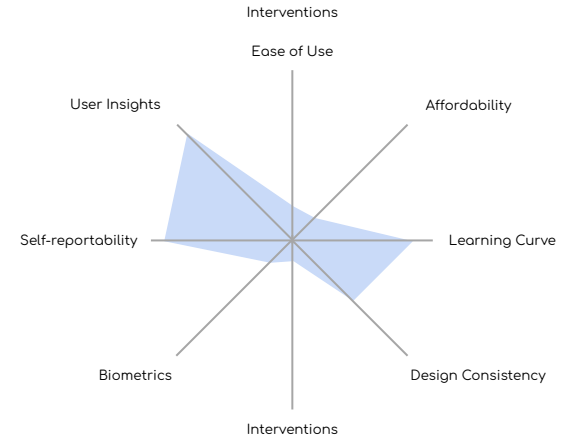
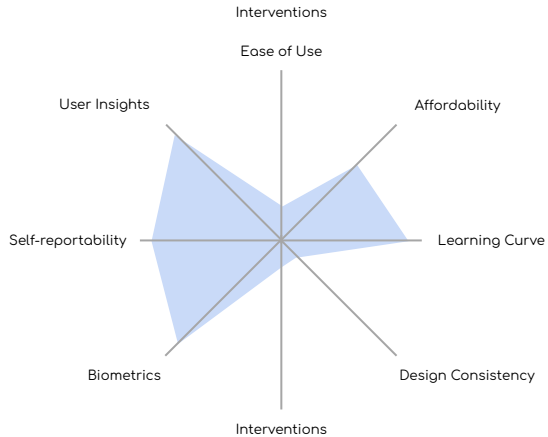
Daylio



GARMIN®



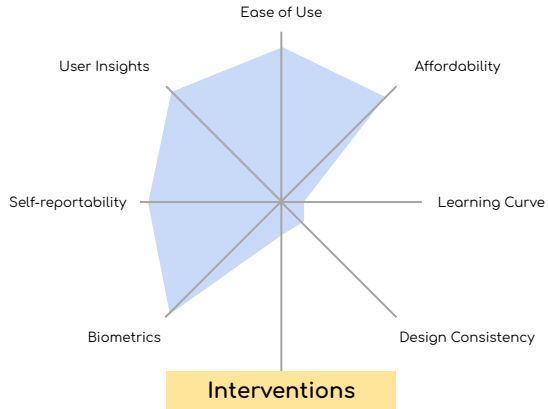
Bearable



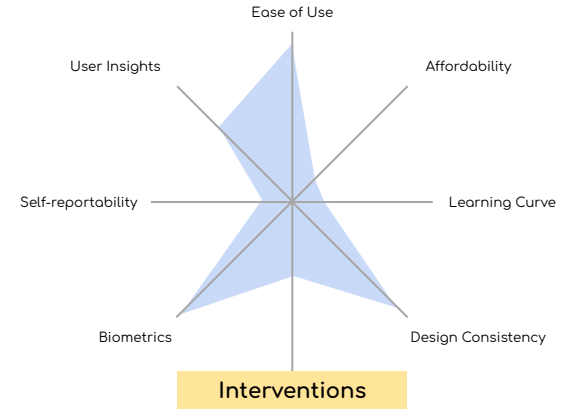
3 Competitive Analysis



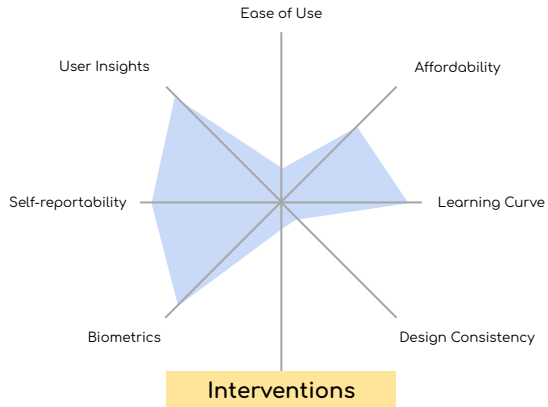
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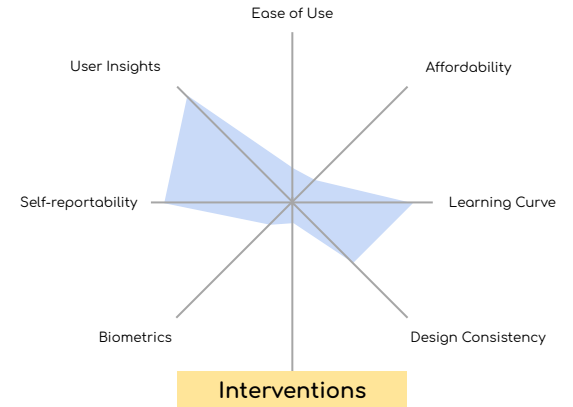
GARMIN®



Bearable




uMore



Product Management

Product Requirement Document (PRD)

 **Product Documentation**

MVP Ideation

Problem to solve

Mental Health is the only domain that solely relies on self-reporting ability of individuals. Delays in seeking mental health care are often delayed due to stigmatization of mental health illnesses, a lack of awareness and inaccessible resources.

Target Market

MYND app focuses on providing Just-In-Time-Adaptive-Interventions to users through the use of interventional mental health sensing powered by algorithmic design strategies.

Ideal User

Has a lot of wearables, tech savvy, financial well off so they can afford wearables

- Technologically Savvy
 - Frequent/regular use of wearable technology
 - Reliance on technology for health statistics
- Financially Independent
- Age range requiring the most mental health support
- No mental health diagnosis required

Competitive Analysis

Company Name	Product Name	Tier	Pros and Cons
Spring Health		Indirect	Clinically-validated digital assessment personalized care plan, direct scheduling, digital resources —through

MYND App Features

Main Feature	Sub-Category	Details
Mood Monitoring: Mental Health Score		
Physical Parameters	Sleep	Estimate of time you spent in each sleep stage—REM, Core, and Deep—as well as times when user wakes up
	Heart Rate	
	Heart Rate Variability	
	Physical Steps (Steps, workouts)	
GPS	Location Changes	Changes in location might trigger changes in Heart Rate
	Activity Space	Over time MYND will associate changes in HR with particular locations
Phone Usage	Rate of incoming/outgoing texts	Measurement of rate of communication vs mood.
	Screen Time	Screen Time breakdown between social media Messages Call
Self - Reporting	Mood/ Feelings	Self reported mood, feelings, triggers
Mood Check In (if mental health score is low)		
Mood Validation	Mental Health Score	User confirmation of MHS
Evidence based Suicide Screening	Suicide Screening Prompt	
Risk based Interventions	Low Risk Intervention	Coping Mechanisms
	High Risk Interventions	Strongly recommend: 988, 911, 288 Emergency Room
Coping Mechanisms	Mental Health Score	Recommended based on mental health score.
	User Validation, Machine Learning	

Key Performance Indicators

Feature Metrics	Notes
Rate of Mood Check Ins	Number of times users are checking in.
Mood Validation	Number of times users are validating mood in app
Mental Health Score Precision	Number of accurate mental health scores related to users. Users must perceive MHS to be accurate to how the user is feeling.
Rate of Self-Reporting	Rate at which users are engaging MYND to self report mental health state.
Suicide Metrics	Rate of high risk suicide cases Rate of low risk suicide cases
Interventions	Rate of low risk interventions Rate of high risk interventions
Resource Recommendations	Rate of recommendation requests Number of resources contacted by users recommended by MYND

Key Performance Indicator	Description	Comments
Conversion Metrics		
Visitor to Free Trial Conversions	Represents the % of visitors who sign up for MYND's free trial. Reveals how effective MYND's promotion strategies are since a successful product marketing strategy is what drives visitors into signing up for a product's free trial.	
Visitor to SQL (Sales Qualified Lead)	Visitor to SQL (Sales-Qualified Lead) Conversion Rate represents the percentage of visitors who have entered the sales funnel.	
Free Trial to Paid Conversions	Free Trial to Paid Conversion Rate represents the percentage of MYND visitors who became paid customers after a free trial.	
User Onboarding, Adoption		

Product Management

Product Requirement Document (PRD)

App Features

1 Mental Health Score

- Physical Parameters
 - Sleep
 - Heart Rate
 - Heart Rate Variability
 - Physical Activity
- GPS
- Phone Usage
- Self Reporting

2 Mood Check-Ins

3 Resource Recommendations

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Phone Usage	Rate of incoming/outgoing texts Outlier identification	Measurement of rate of communication vs mood.
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Coping Mechanisms	Mental Health Score	Recommended based on mental health score.
	User Validation, Machine Learning Algorithm	
	Location (ML, User Feedback)	
Resource Recommendation		
Personalized Resource Recommendation	Based on user location, age, income, insurance	Separate tab different recommended available mental health resources.

Product Management

Product Requirement Document (PRD)

Key Performance Indicators

- Algorithmic Precision
- Onboarding and Adoption
- User Engagement

Key Performance Indicators

Feature Metrics	Notes
Rate of Mood Check Ins	Number of times users are checking in.
Mood Validation	Number of times users are validating mood in app.
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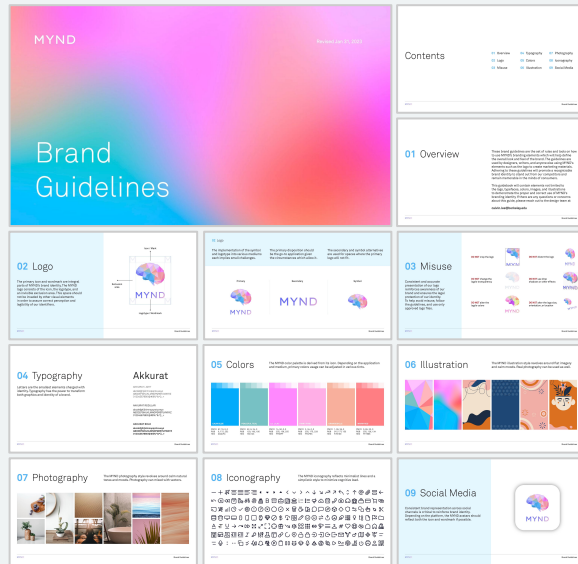
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Free Trial to Paid Conversions	Free Trial to Paid Conversion Rate represents the percentage of MYND visitors who became paid customers after a free trial.	
User Onboarding/ Adoption		
MYND Product Adoption	How many new sign-ups are actively using MYND after adoption.	Product Adoption Rate = $\frac{\text{Number of New Users}}{\text{Total Number of Users}}$
Feature Adoption Rate	How often a specific MYND feature is used	Feature Adoption Rate = $\frac{\text{Number of Monthly Active Users Using a Specific Feature}}{\text{Number of Users Logging in Within the Same Period}}$
Time to Value	The amount of time a customer takes to find value from our product. It's critical as we have a limited amount of time to prove the product's worth to the customers before they start churning.	We should aim to lower our TTV so that new customers perceive value faster and never leave our side by becoming loyal, long-term customers.
Onboarding Content/ Guide Completion Rate	The percentage of users who completed the onboarding from head to toe.	Our ideal customers go through our onboarding which is an important element in converting them. That's why we should observe where they abandon onboarding and improve that part to help them complete the whole guide.

Product Engagement

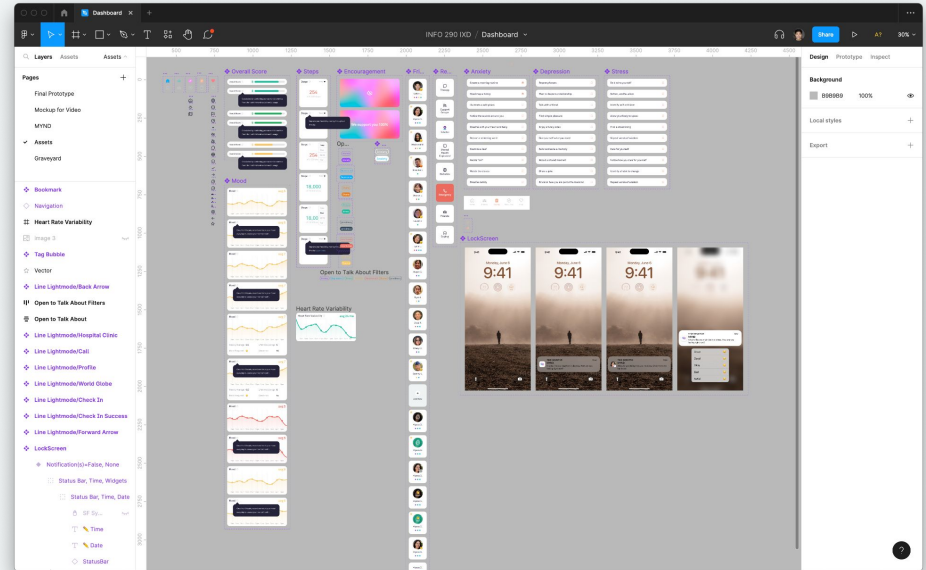
DAU, WAU, MAU	Display our active user percentage, which is a sign that can be used as a basic preview of growth since they give information on how well MYND is at retaining existing customers.	Daily Active Users (DAU) = $\frac{\text{Sum of Each Day's Unique Users}}{\text{Number of Days in the Month}}$ Weekly Active Users (WAU) = $\frac{\text{Sum of Each Week's Unique Users}}{7}$ Monthly Active Users (MAU) = $\frac{\text{Sum of Each Month's Unique Users}}{12}$
Product Stickiness	The tendency of users that keep coming back to MYND product because they find value in it.	Product Stickiness = $\frac{\text{DAU}}{\text{MAU}}$
Clicks/Actions Per Session	Clicks per Session refers to the average number of clicks that users click on the MYND app per session. Actions per Session refers to the average number of actions that users perform per session.	Clicks per session = $\frac{\text{number of clicks}}{\text{total number of sessions}}$ Actions per session = $\frac{\text{number of actions}}{\text{total number of sessions}}$
Session Duration	Length of time that starts when a visitor views our app and ends when they exit or remain inactive for some time. As long as a visitor interacts with the MYND app, the session will continue.	Session Duration = $\frac{\text{Total Duration of All Sessions}}{\text{Number of Sessions}}$
Customer Retention Rate	Number of customers retained over a given period of time	$[(CE - CN) / CS] \times 100$ CE – the number of customers at the end of the period measured CN – the number of new customers during the period CS – the number of customers when the period started
Churn/Attrition Rate	The rate at which customers stop doing business MYND over a given period of time. (Inverse of CRR)	Customer churn rate formula: $\frac{\text{Churned customers}}{\text{Original number of customers}} \times 100$

Visual Design

Brand Guidelines

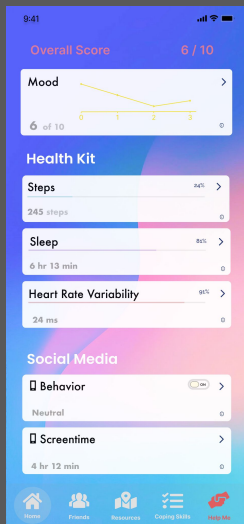


Design System



UI Design

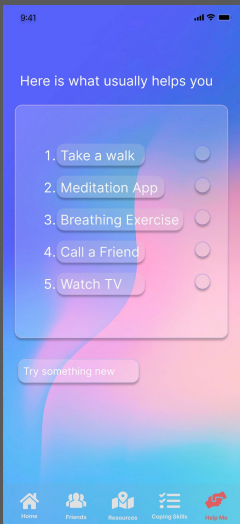
Initial Prototype



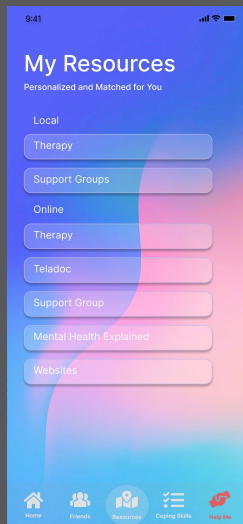
Home



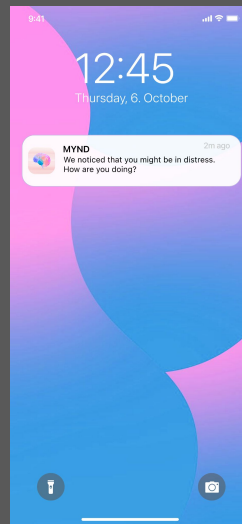
Friends



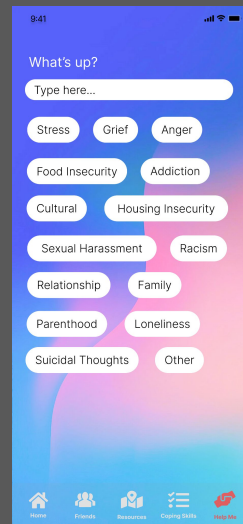
Coping



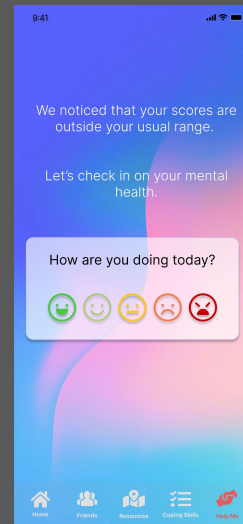
Resources



Notifications



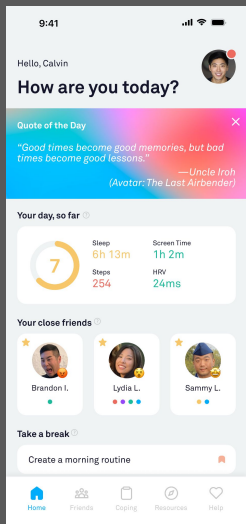
Help



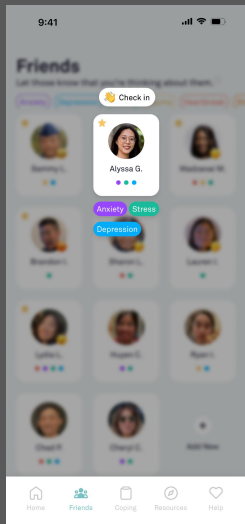
Check-in

UI Design

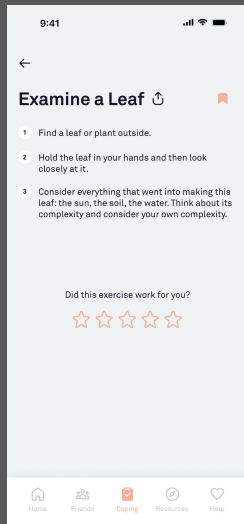
Redesigned Prototype



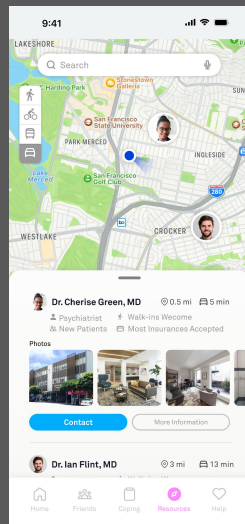
Home



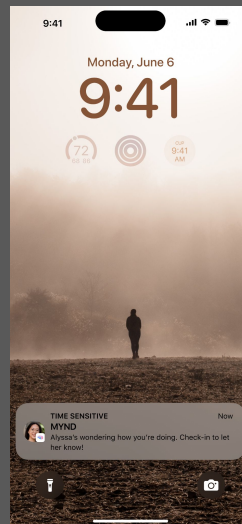
Friends



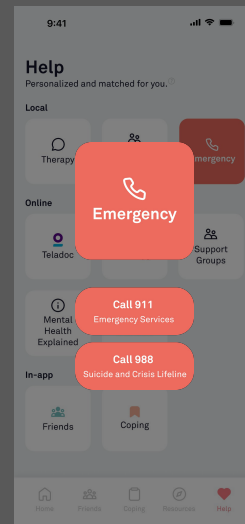
Coping



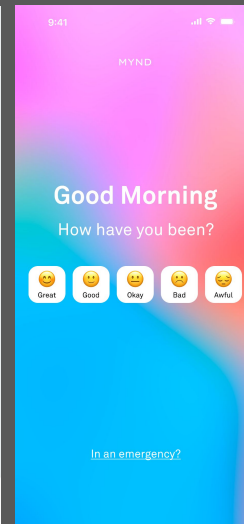
Resources



Notifications

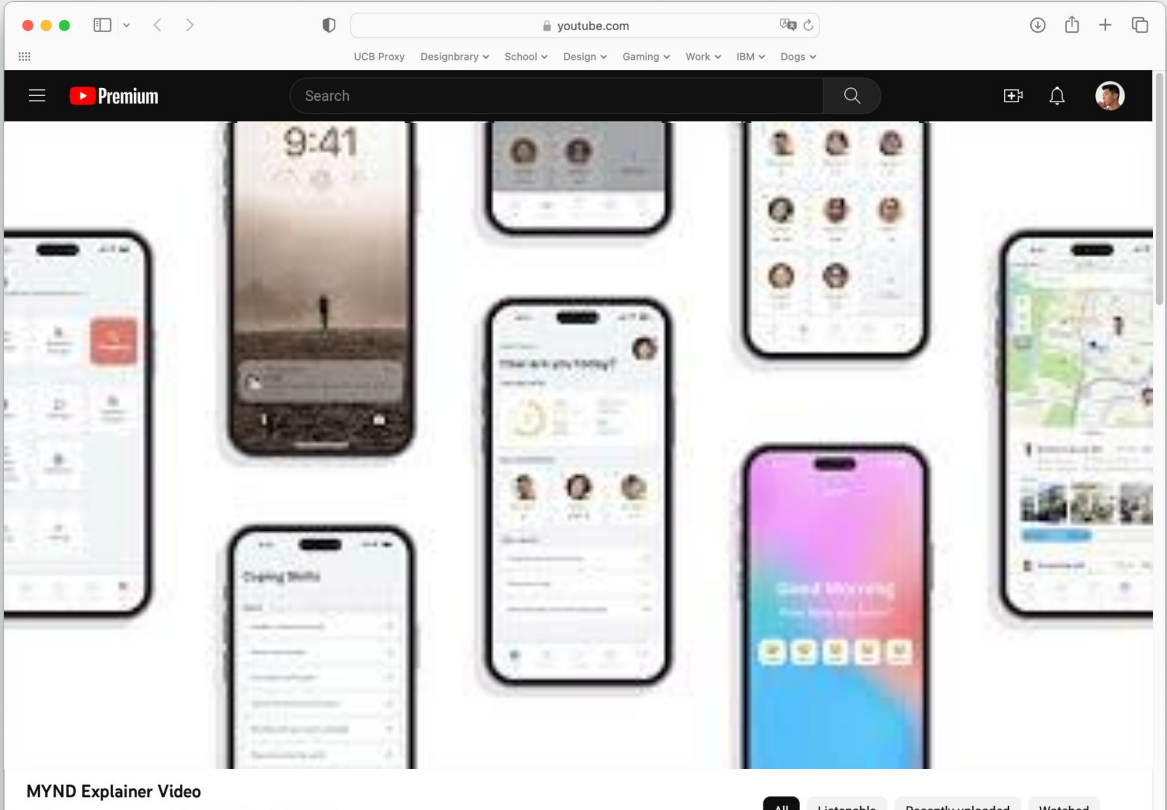


Help



Check-in

Later



Reflections

What We Learned



- Increasing trend of technology in **active mental health management**
- Participants with **social resources** showed improved coping abilities
- Most respondents were **NOT concerned with privacy and data confidentiality** in regards to health data storage

Future Work



Testing on potential users and healthcare professionals



Research to better understand MYND's effectiveness across a wider range of demographics



Incorporating AI to offering more personalized user responses

Thank you for listening!

Visit us @ myndapp.webflow.io 

